

PROJECT RESOLVE

STANISLAUS COUNTY COMMUNITY SURVEY OVERVIEW

OBJECTIVES

The goal of conducting a community survey was to provide Project Resolve and Stanislaus County residents local data regarding the feelings and perceptions of law enforcement. The data is being used to identify areas of strength, weakness, and opportunities for improving and maintaining strong relationships between residents of Stanislaus County and their local law enforcement.

PROCESS

The survey was conducted by EMC Research, a national polling and market research firm with more than 30 years of experience in the industry, including prior work within Stanislaus County.

A subcommittee of Project Resolve participants met with the polling firm to outline overall goals and endorse final edits to the draft poll before it went into the field. The cost of the poll was split with funds raised from local donors through Stanislaus Community Foundation for half the amount, and Stanislaus County paying for the remaining half of the cost.

METHODOLOGY

The poll had a final sample size of 1,006 completed surveys among a random sampling of adults (age 18+) who live within Stanislaus County for an overall margin of error of +/- 3.09%. It was conducted from February 18 - 26, 2021 through a multi-modal approach using phone, email-to-web, and text-to-web, with options to complete the survey in English or Spanish. Interviews were conducted by trained, professional interviewers and included landlines and mobile phones.

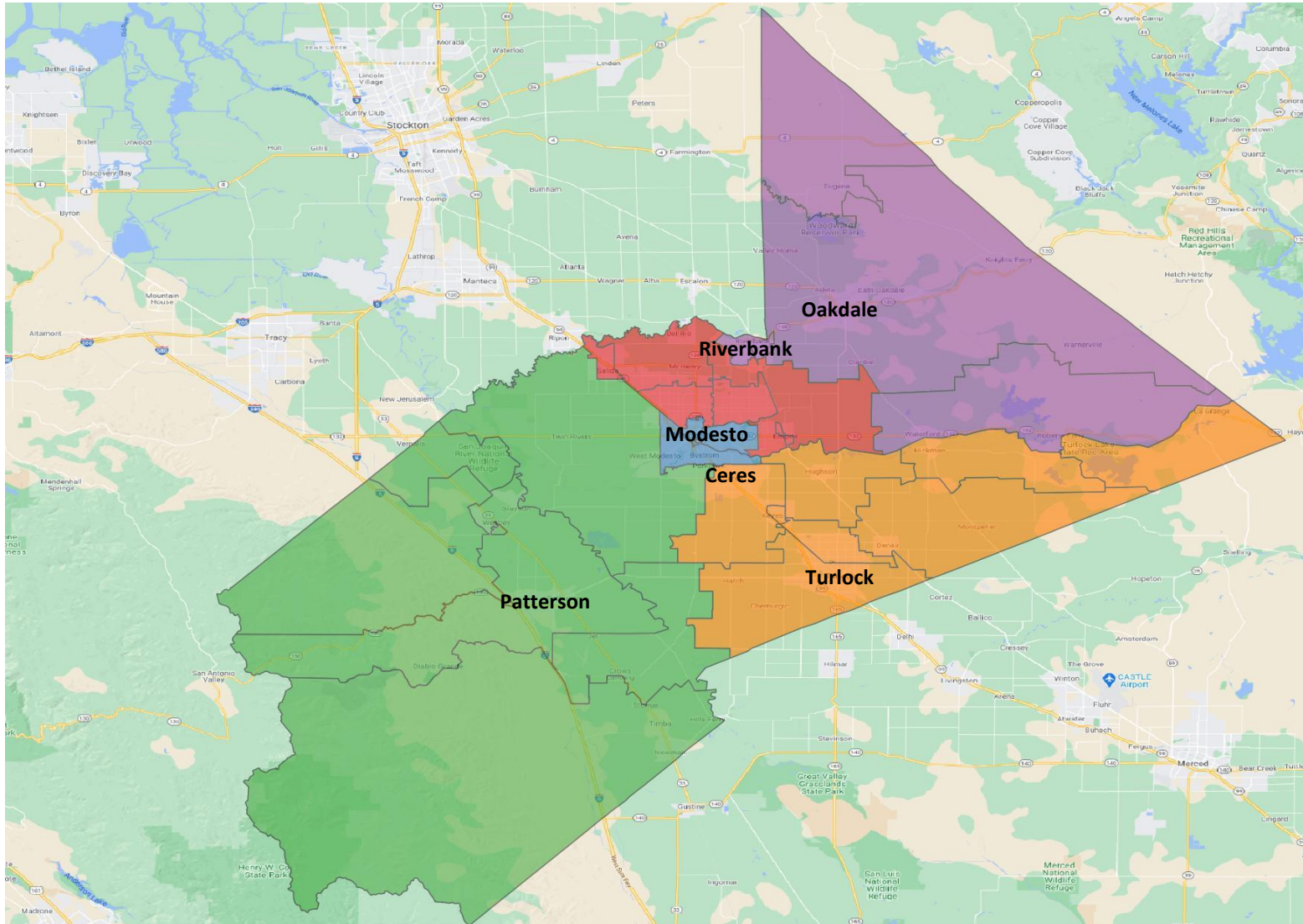


Project Resolve Stanislaus County *February 2021*

- ▶ Live telephone/online email and text-to-web survey of Stanislaus County residents 18+
- ▶ Survey conducted February 18 – 26, 2021
- ▶ 1,006 interviews; overall margin of error ± 3.09 percentage points
- ▶ Interviews were conducted in English and Spanish by trained, professional interviewers; landlines and mobile phones included

Please note that due to rounding, some percentages may not add up to exactly 100%.

Regions



Region	Zip Codes
North Modesto (33%)	95319, 95350, 95352, 95355, 95356, 95357, 95368
South Modesto (13%)	95351, 95353, 95354
West (13%)	95313, 95322, 95358, 95360, 95363, 95385, 95387
Northeast (12%)	95230, 95361, 95367, 95386
Southeast (29%)	95307, 95316, 95323, 95326, 95328, 95329, 95380, 95381, 95382

Key Findings

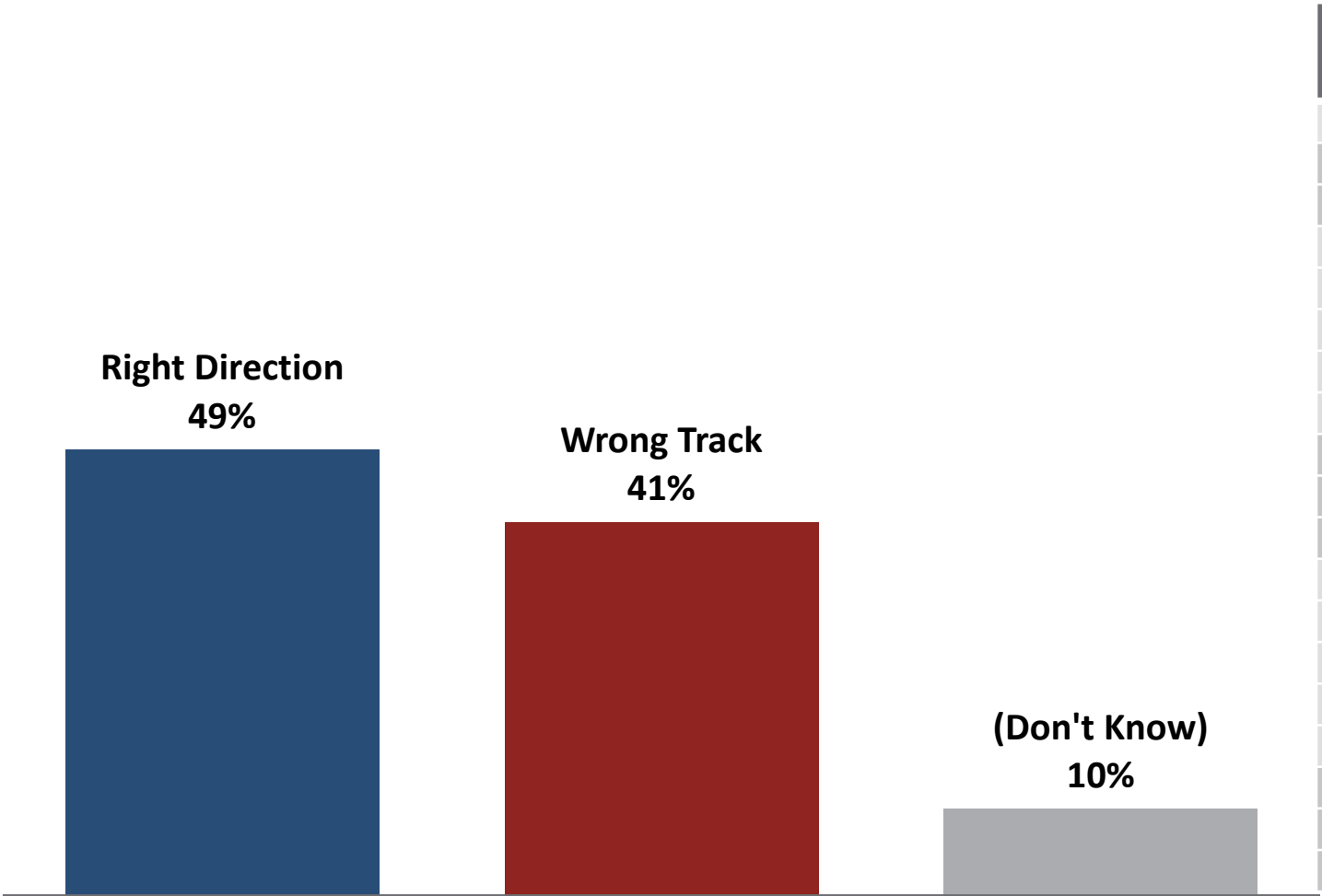
- ▶ Stanislaus County residents have generally favorable opinions about law enforcement in the County. The Sheriff's Department, local police departments, and individual police officers receive positive favorability and job ratings from the vast majority of county residents.
- ▶ More than three-out-of-four residents feel that county law enforcement treats them with respect (77%) and that local law enforcement is reliable and trustworthy (76%).
- ▶ Those with less positive or more negative ratings of local law enforcement tend to be younger and are more likely to be Hispanic or BIPOC residents.
- ▶ On the whole, there is little difference between how residents view the County Sheriff's Department and local police departments. Most residents do not distinguish one from the other and generally hold the same opinions of both county and local law enforcement.
- ▶ Despite positive ratings for law enforcement, a majority of residents (52%) are concerned about police violence in Stanislaus County, and a significant majority (80%) feel crime is a major problem in the county. Additionally, more than one-third of residents (38%) indicate they have personally had a negative interaction with a police officer.



Issue Environment

Right Direction/Wrong Track

Residents are split about the direction Stanislaus County is heading. Self-identified liberal and moderate residents are more likely to feel optimistic than ideologically conservative residents.

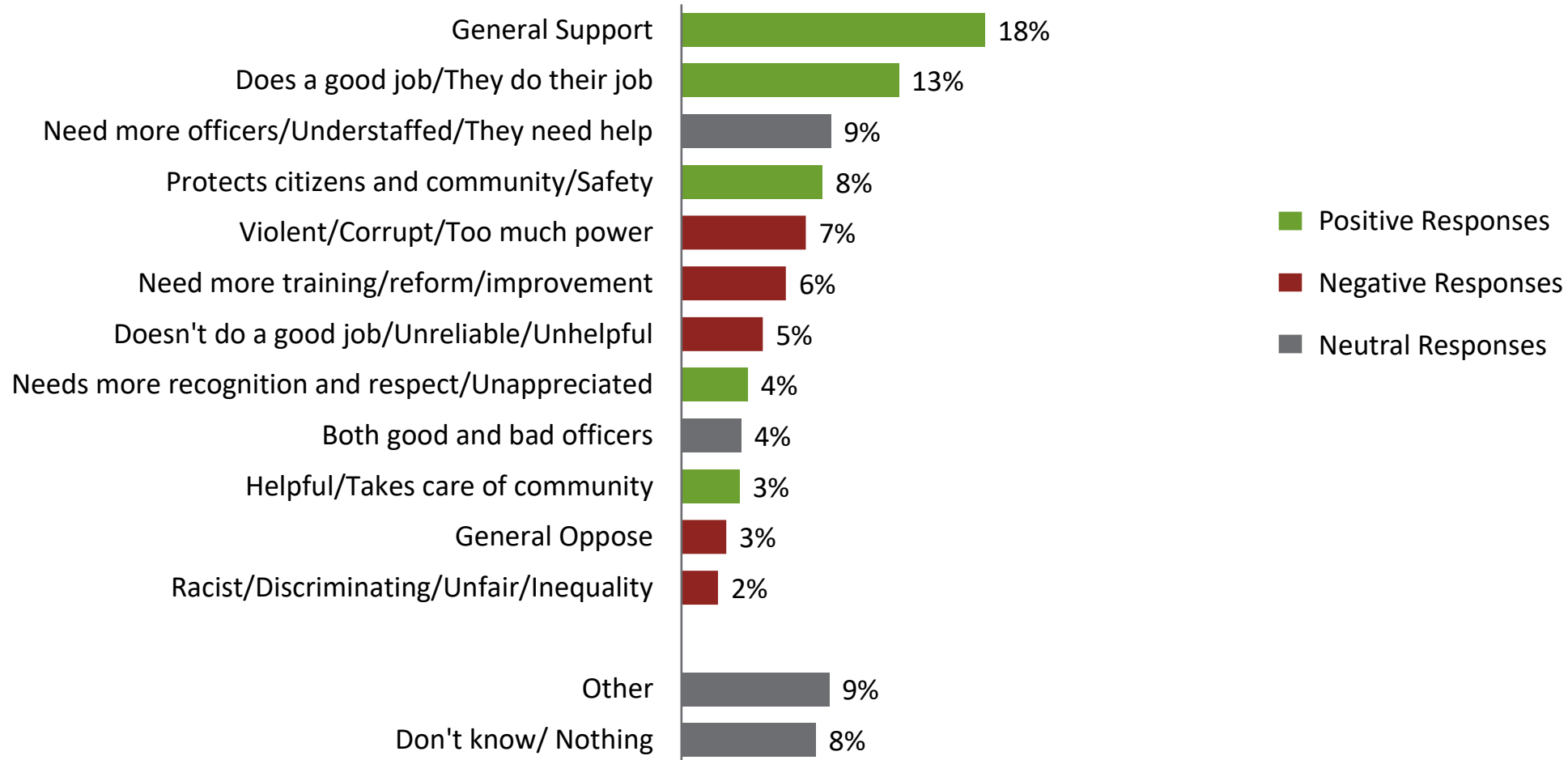


	Right Direction	Wrong Track	Don't know
Overall	49%	41%	10%
Male (45%)	48%	40%	12%
Female (55%)	50%	42%	8%
18-29 (20%)	50%	39%	10%
30-39 (16%)	47%	47%	6%
40-49 (17%)	45%	47%	8%
50-64 (26%)	47%	42%	11%
65+ (20%)	57%	33%	10%
White (42%)	48%	42%	11%
Hispanic (42%)	53%	37%	9%
BIPOC (16%)	42%	51%	7%
North Modesto (33%)	49%	41%	9%
South Modesto (13%)	48%	40%	12%
West (13%)	52%	40%	8%
Northeast (12%)	57%	40%	3%
Southeast (29%)	45%	43%	12%
Liberal (26%)	55%	38%	7%
Moderate (32%)	54%	36%	10%
Conservative (41%)	42%	47%	11%

Q3. Do you feel that things in Stanislaus County are going in the right direction or do you feel things are pretty seriously off on the wrong track?

Law Enforcement Opinions

No single reaction or idea is top of mind for most residents when they think of law enforcement; while many have generally positive opinions, approximately one-in-four have a negative top-of-mind reaction.

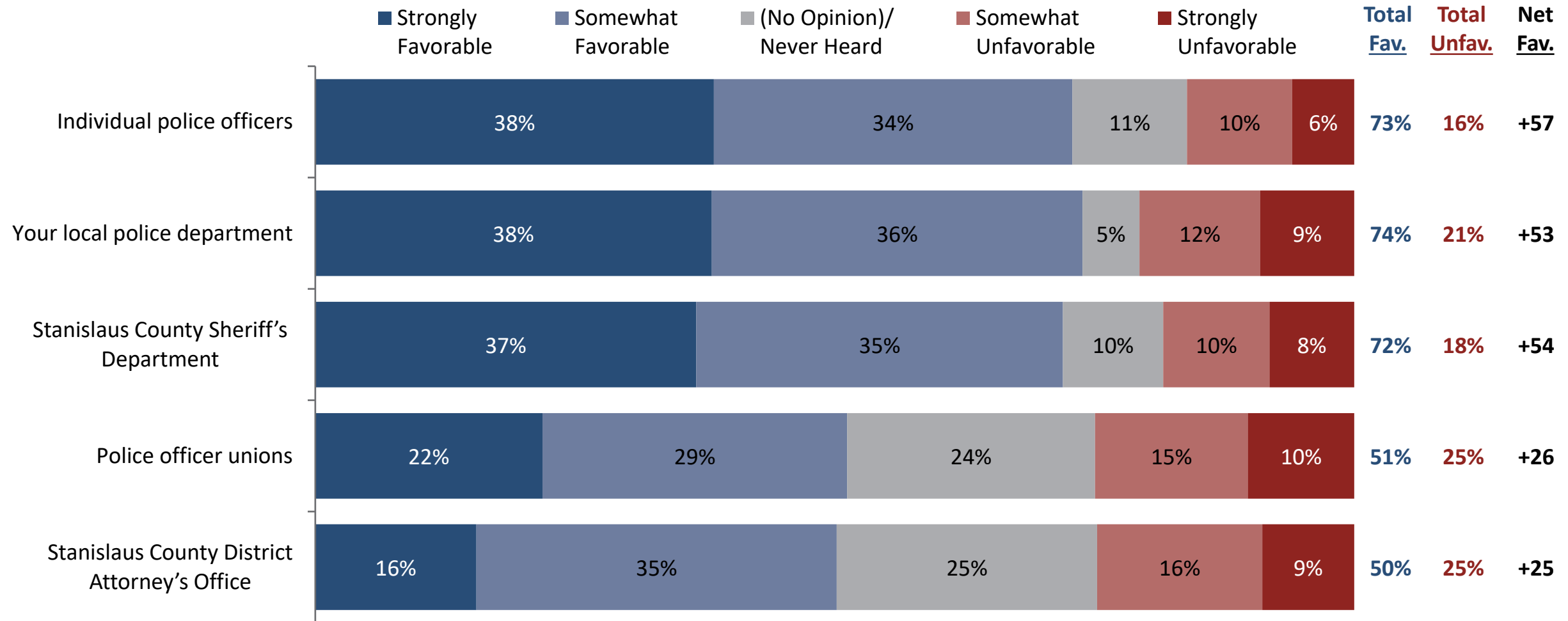




Ratings

Law Enforcement Favorable Ratings

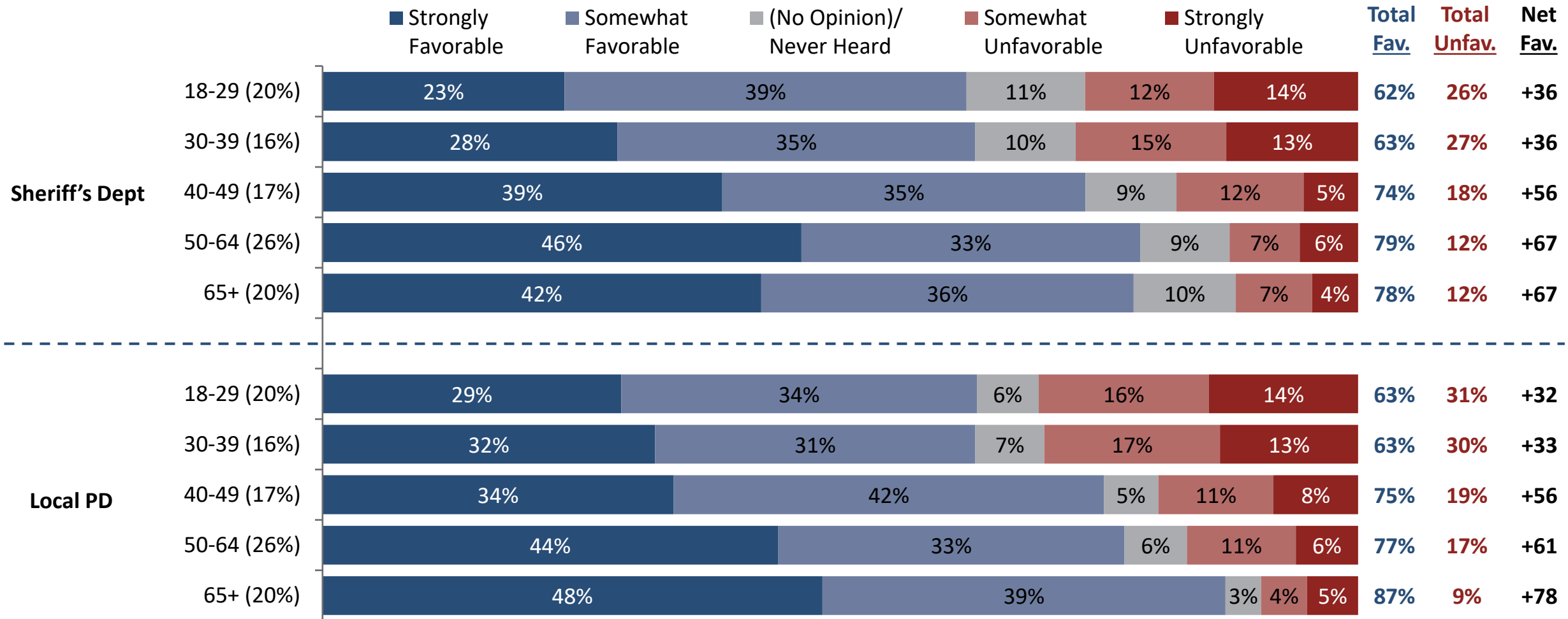
Individual police officers, your local police department, and the Sheriff's Department receive positive favorability ratings.



Q5-9. I'm going to read you a list of several people and organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please just say so.

Sheriff & Local PD Favorable Ratings by Subgroups

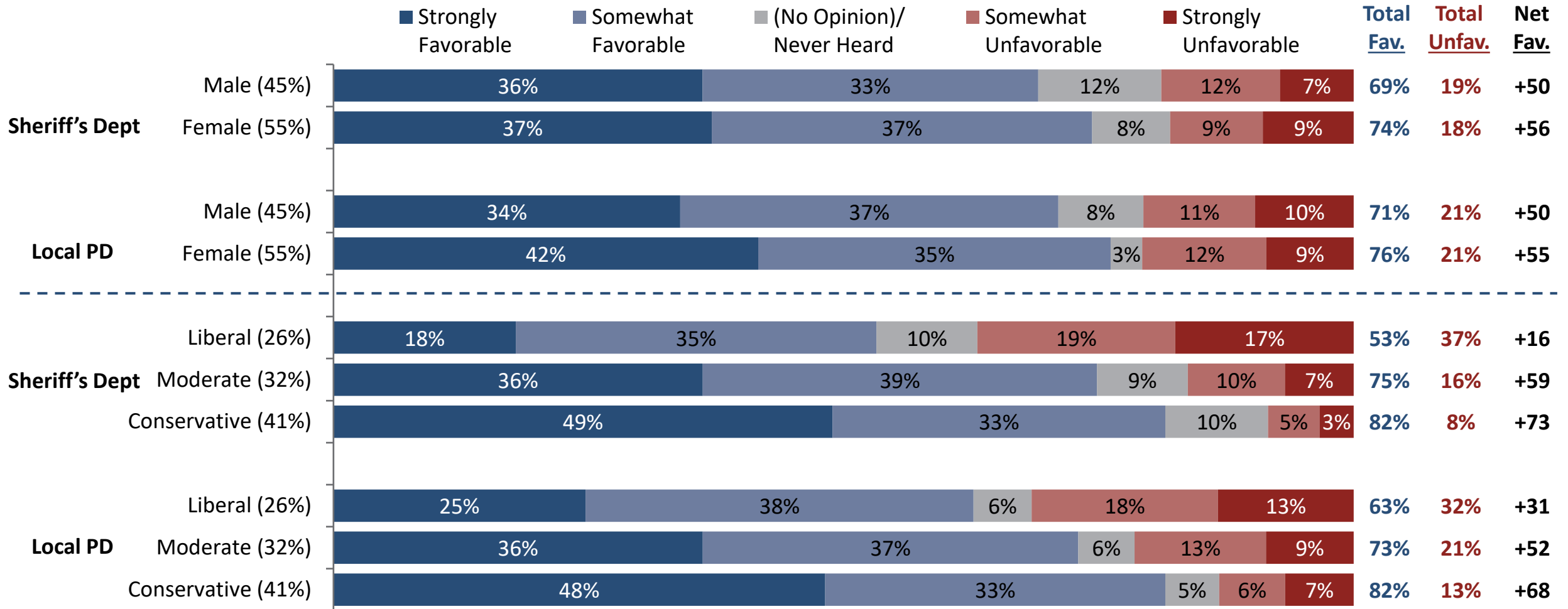
Ratings are similar across age groups.



Q5/7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department/your local police department.

Sheriff & Local PD Favorable Ratings by Subgroups

Self-identified liberals have a lower net favorable rating of the Sheriff's Department v. local police departments.

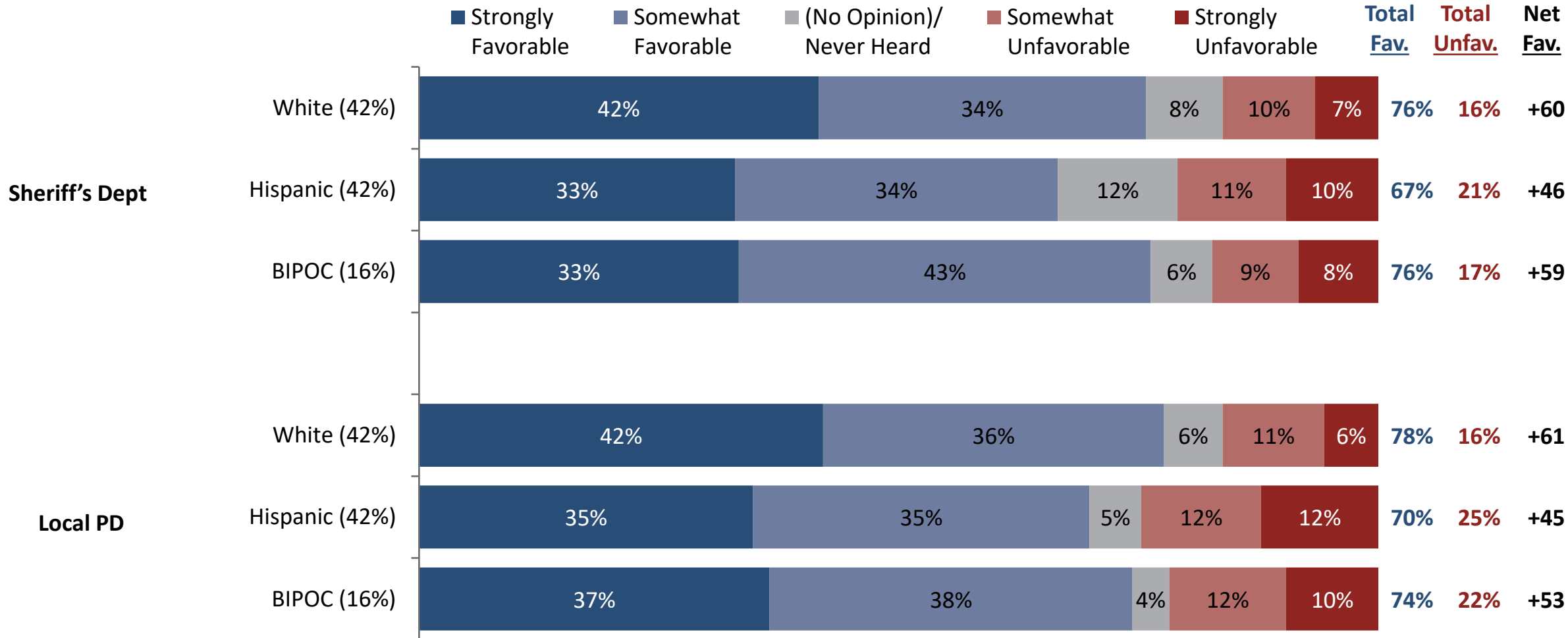


Q5/7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department/your local police department.

Sheriff & Local PD Favorable Ratings by Subgroups



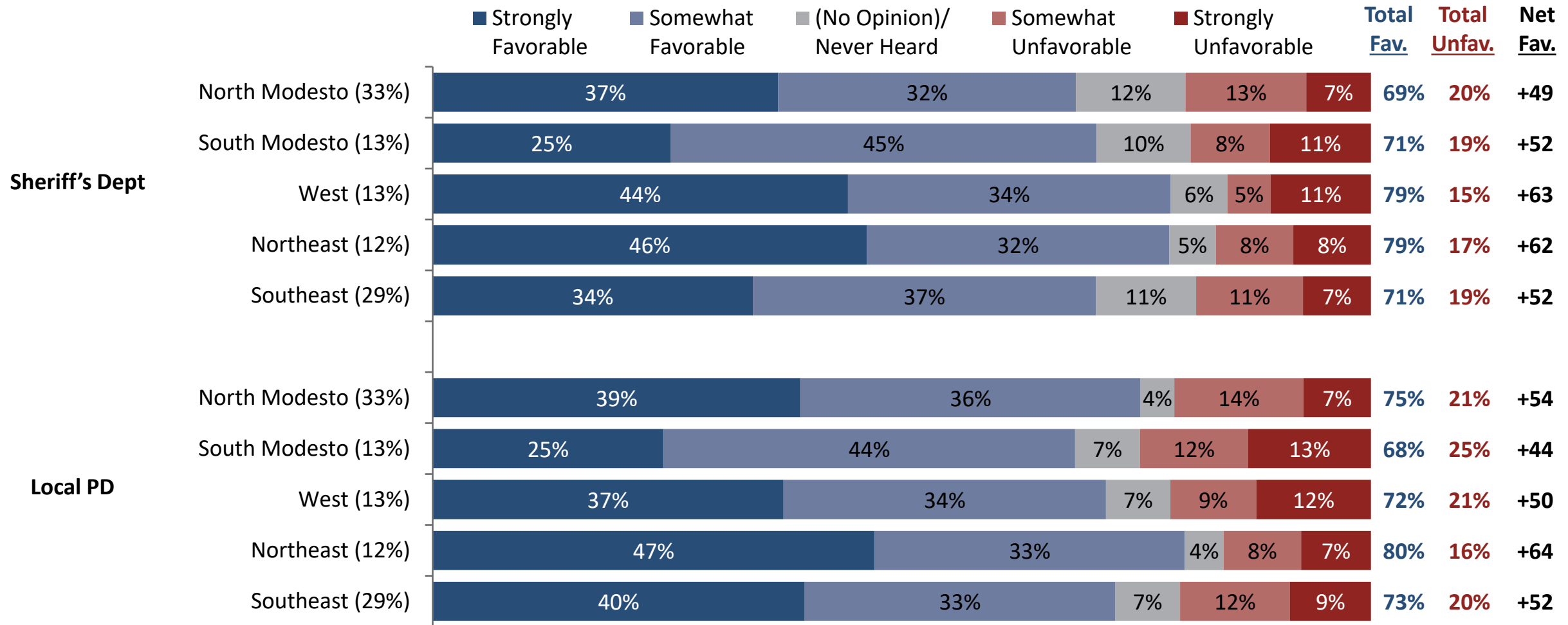
Favorable ratings are similar across racial/ethnic categories.



Q5/7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department/your local police department.

Sheriff & Local PD Favorable Ratings by Subgroups

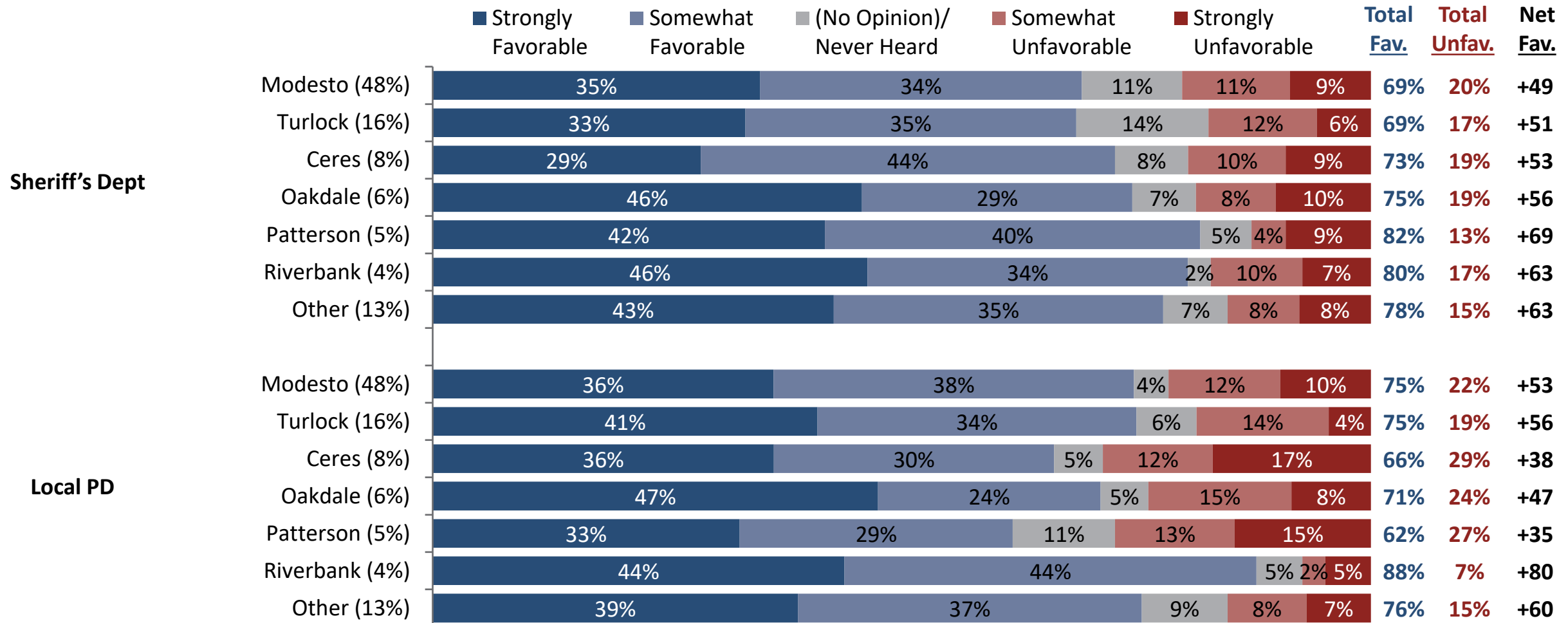
West region residents have a more positive view of the Sheriff's Department than local police departments.



Q5/7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department/your local police department.

Sheriff & Local PD Favorable Ratings by Subgroups

Ceres and Patterson residents have a more negative view of local police departments compared to their opinions of the Sheriff's Department.



Q5/7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department/your local police department.

Profiles of Sheriff's Department Favorability



Among the **37%** of residents that have a Strongly Favorable opinion of the Sheriff's Department...

- 57% are over the age of 50
- 48% are White
- 55% are conservative

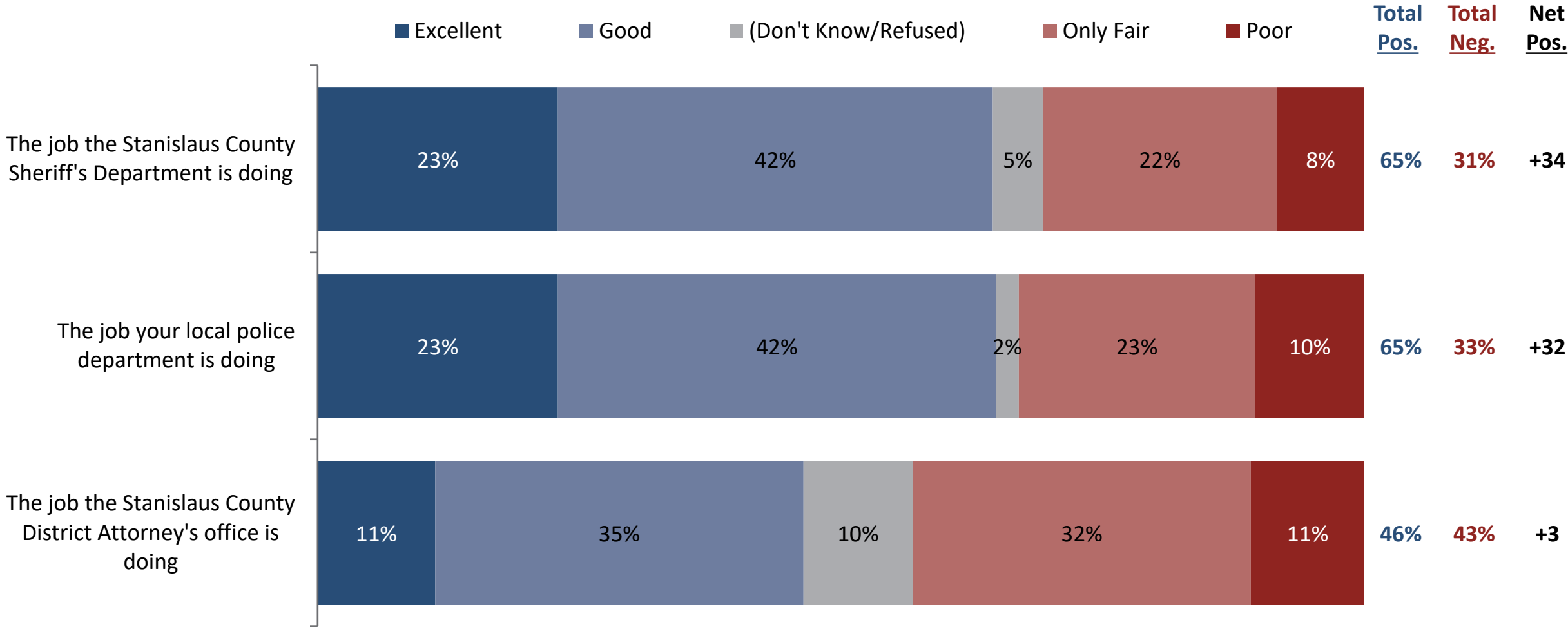
Among the **8%** of residents that have a Strongly Unfavorable opinion of the Sheriff's Department...

- 60% are under the age of 40
- 50% are Hispanic
- 56% are liberal



Job Ratings

A majority of residents gave a positive job rating for the County Sheriff’s Department as well as their local police department, while residents are split on the District Attorney’s office.



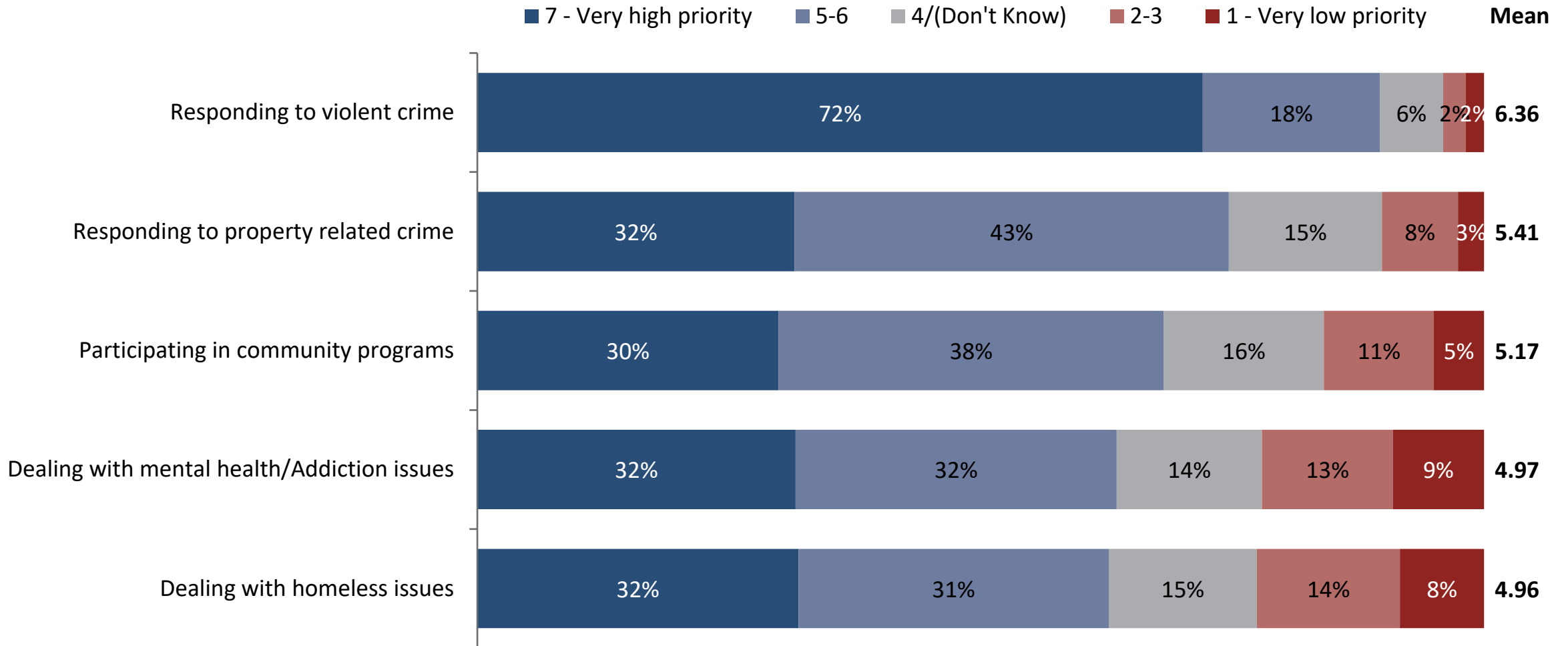
Q12-14. Using a scale of excellent, good, only fair, or poor, please rate each of the following.



Priorities & Opinions

Law Enforcement Priorities

Responding to violent crime is clearly a top law enforcement priority for local residents; nearly two-thirds of residents or more see other items as at least somewhat of a priority.

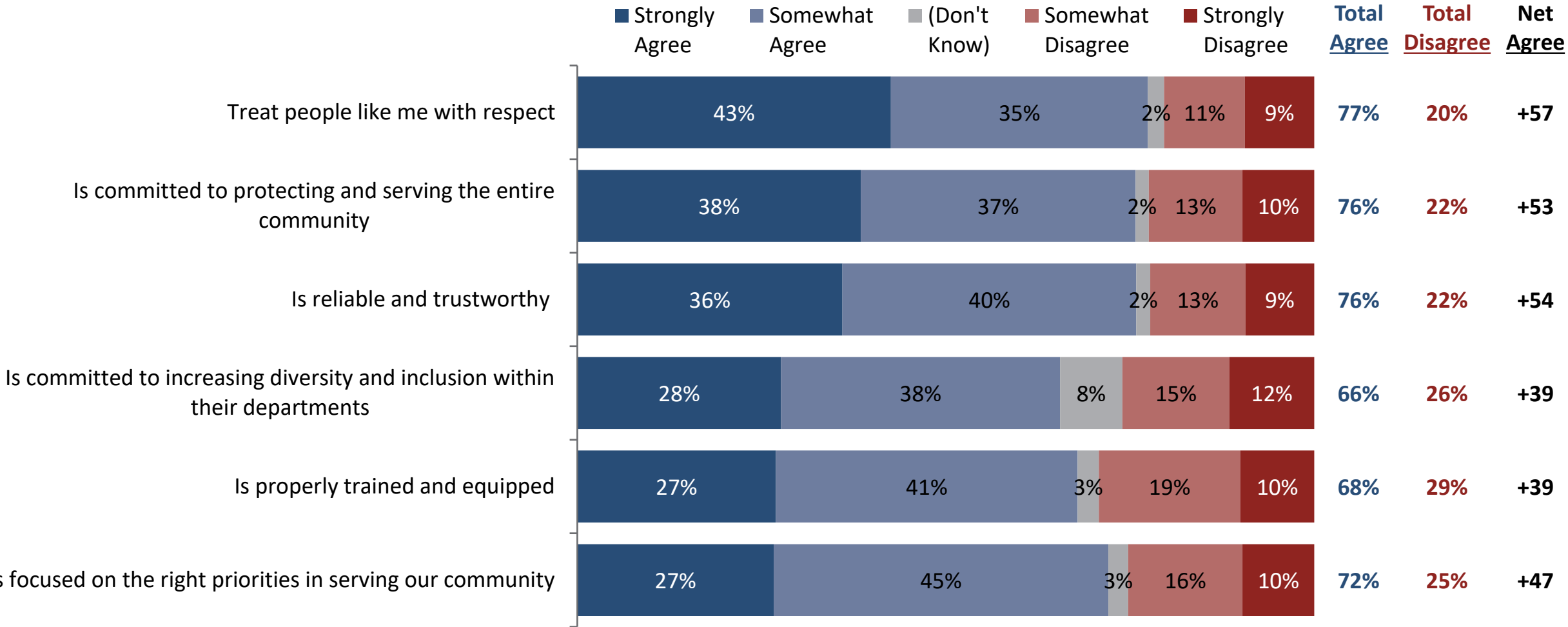


Q15-19. Please rate each one using a scale of 1 to 7, where 1 means you feel that item should be a very low priority for law enforcement in Stanislaus County and 7 means that you feel that item should be a very high priority for law enforcement in Stanislaus County.

Agree/Disagree: Law Enforcement in Stanislaus County



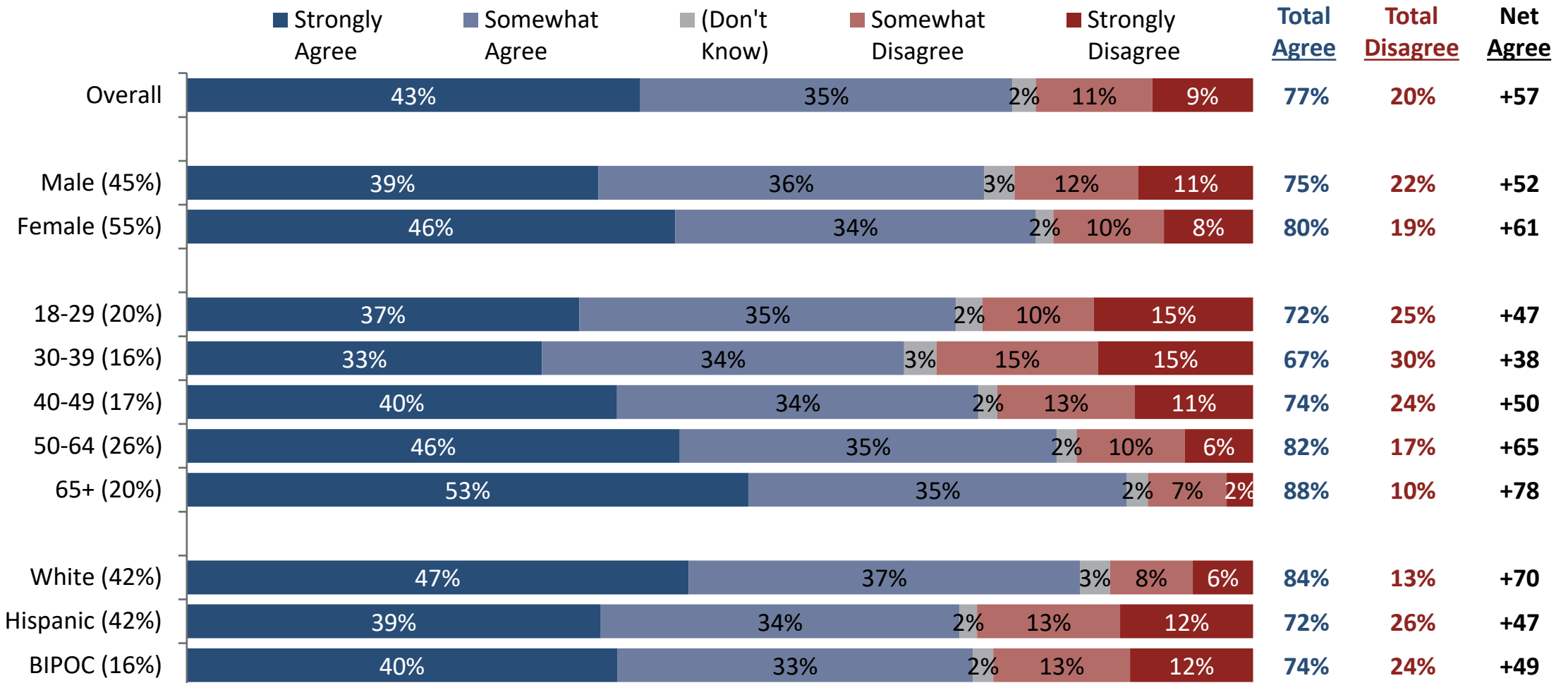
Attitudes toward law enforcement in Stanislaus County are largely positive. Most people feel law enforcement is respectful, trustworthy, and committed to serving the whole community.



Q20-25. I'm going to read you a list of phrases. For each one please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the phrase describes law enforcement in Stanislaus County.

Agree/Disagree: Respect

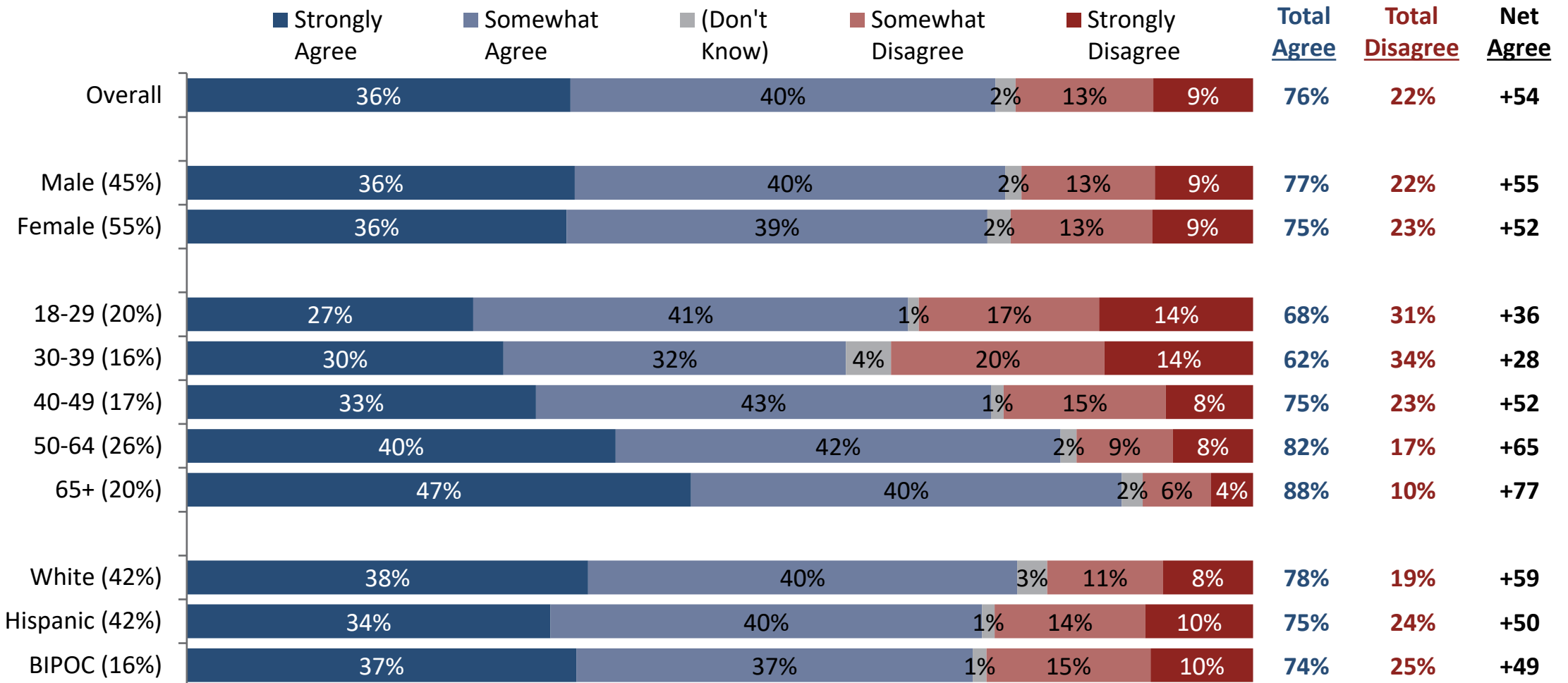
All subgroups agree that law enforcement in the County treat people like them with respect. Younger, Hispanic and BIPOC residents are more likely to disagree.



Q20. I'm going to read you a list of phrases. For each one please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the phrase describes law enforcement in Stanislaus County...*Treat people like me with respect.*

Agree/Disagree: Reliable and Trustworthy

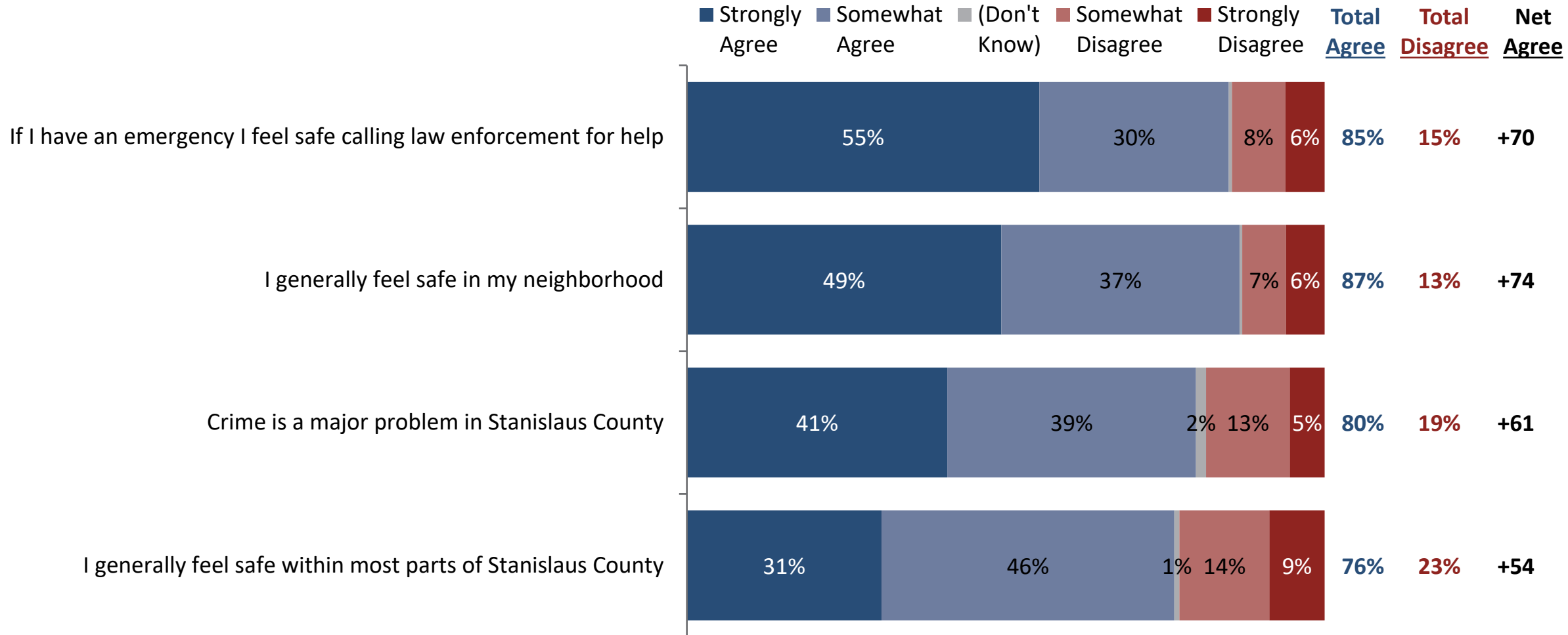
Older residents give law enforcement very high trust ratings.



Q24. I'm going to read you a list of phrases. For each one please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree that the phrase describes law enforcement in Stanislaus County...*Is reliable and trustworthy.*

Agree/Disagree: Safety in Stanislaus County

The vast majority of residents feel safe in their own neighborhood and within most parts of the County; however, most also believe crime is a major problem in the County.

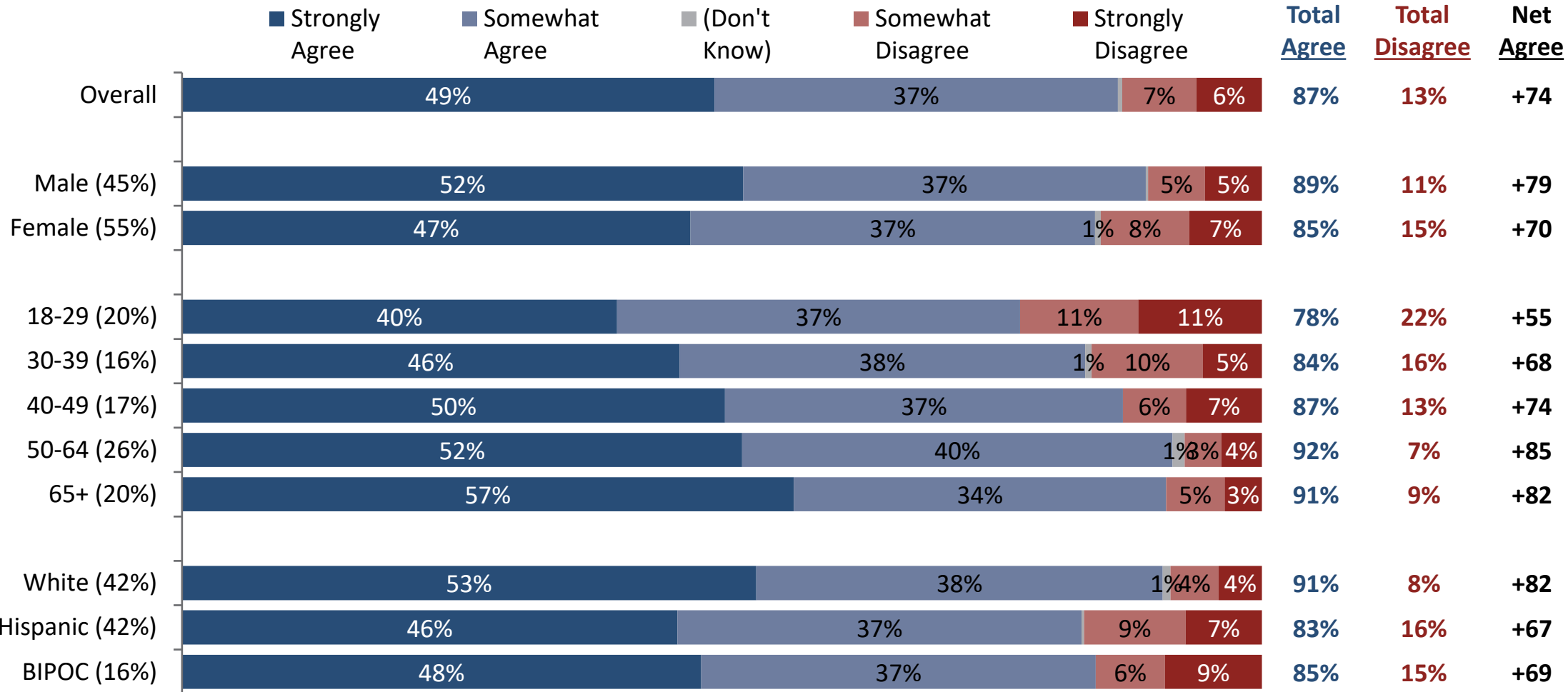


Q29/30/31/34. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Agree/Disagree: Feels Safe in Neighborhood



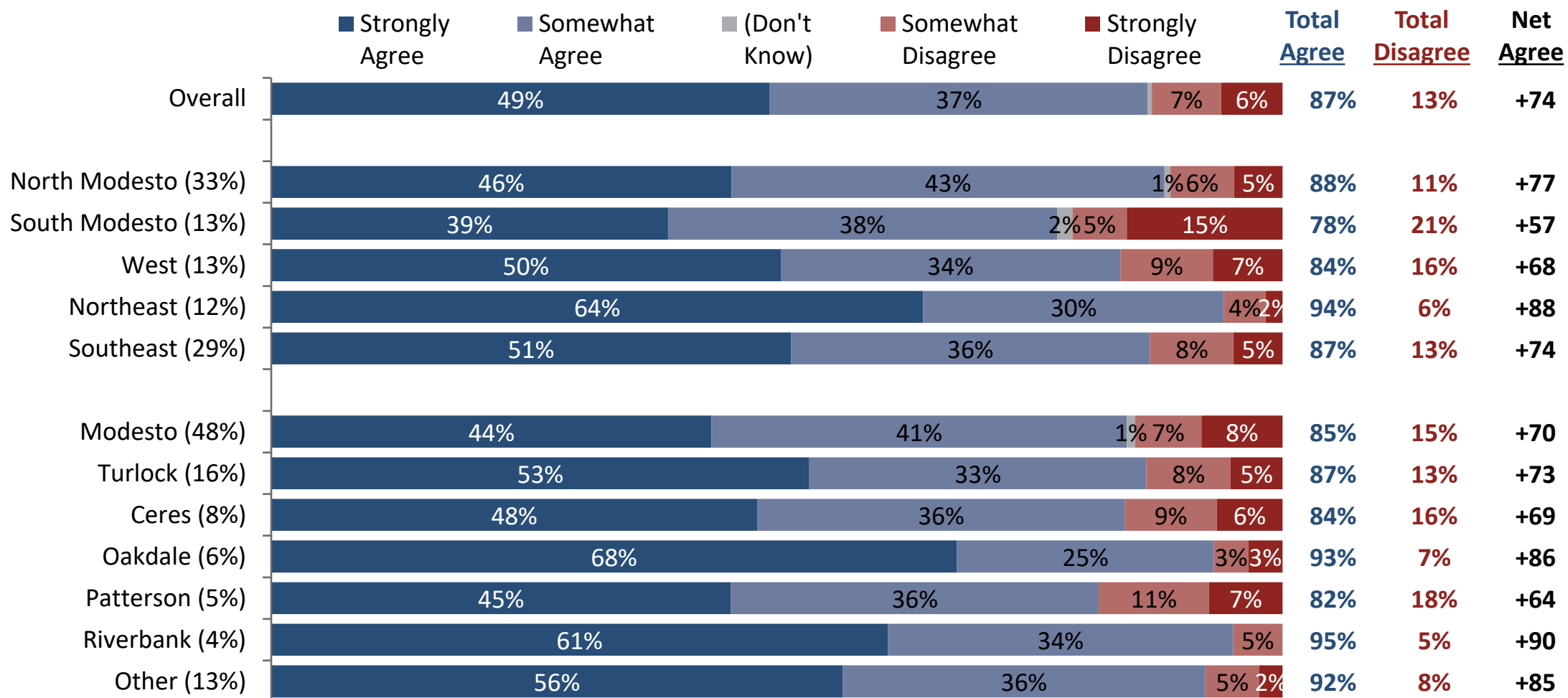
Residents across demographic groups generally feel safe in their neighborhood.



Q30. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...I generally feel safe in my neighborhood.

Agree/Disagree: Feels Safe in Neighborhood

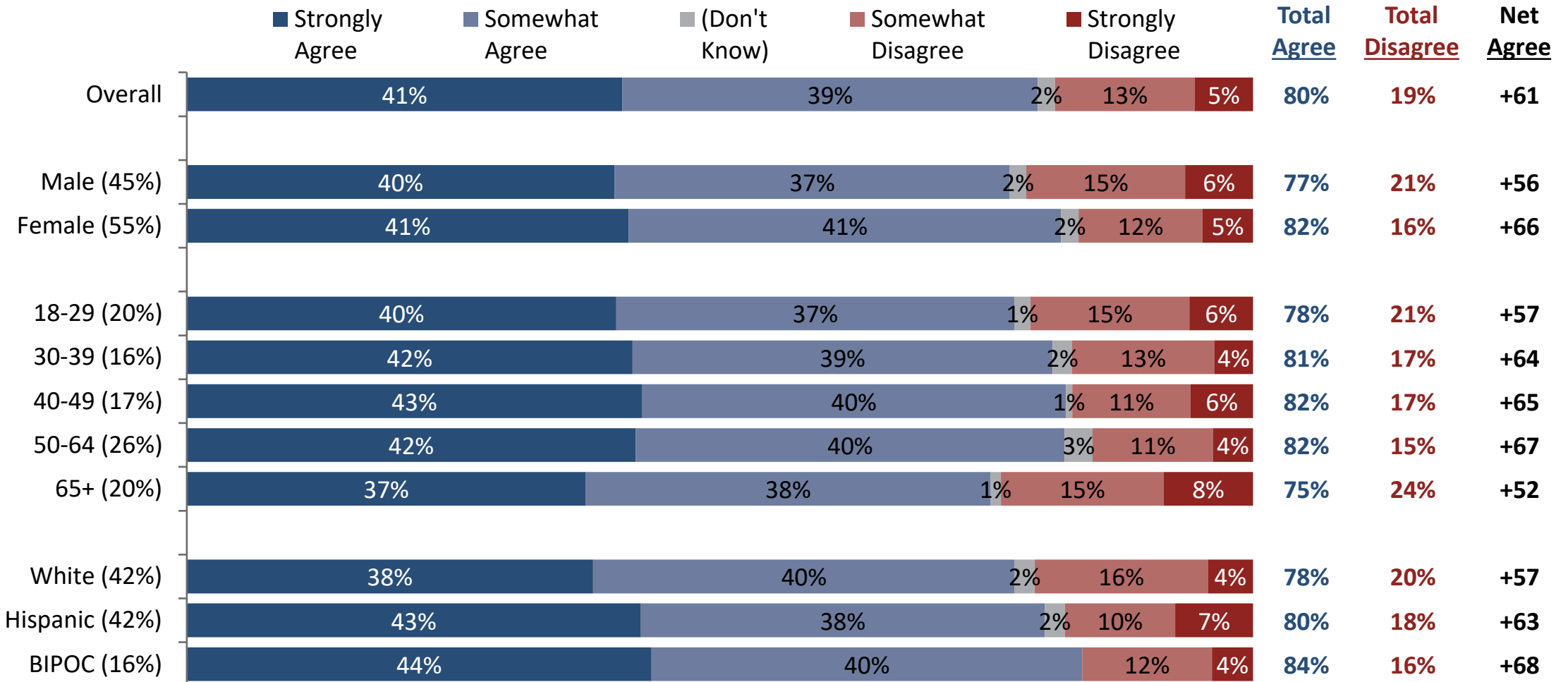
Residents in the South Modesto region are more likely to indicate that they do not feel safe in their neighborhood, although the vast majority even in this region still indicate that they generally feel safe.



Q30. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*I generally feel safe in my neighborhood.*

Agree/Disagree: Crime is a Major Problem

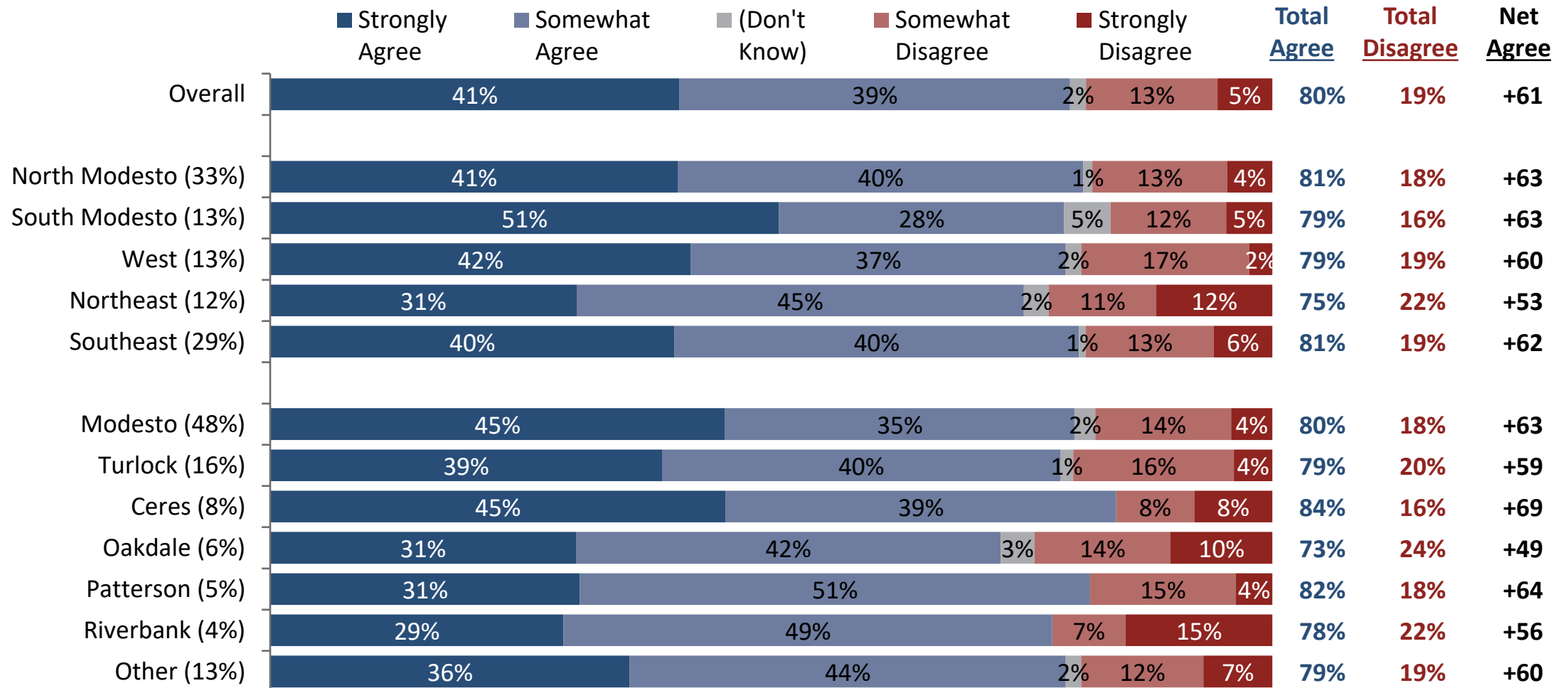
There is agreement across subgroups that crime is a major problem in the County.



Q31. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*Crime is a major problem in Stanislaus County.*

Agree/Disagree: Crime is a Major Problem

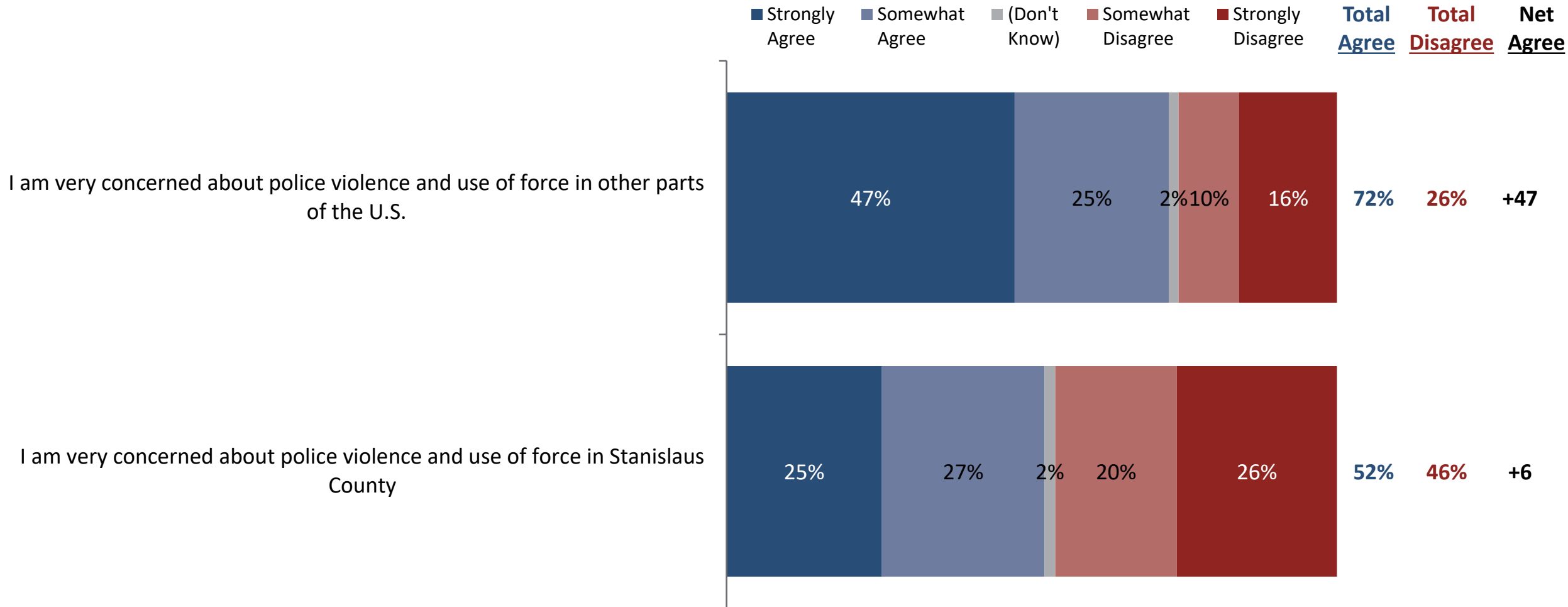
Residents in the South Modesto region are more likely to agree that crime is a major problem.



Q31. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*Crime is a major problem in Stanislaus County.*

Agree/Disagree: Concern About Police Violence

A majority residents are concerned about police violence in Stanislaus County.

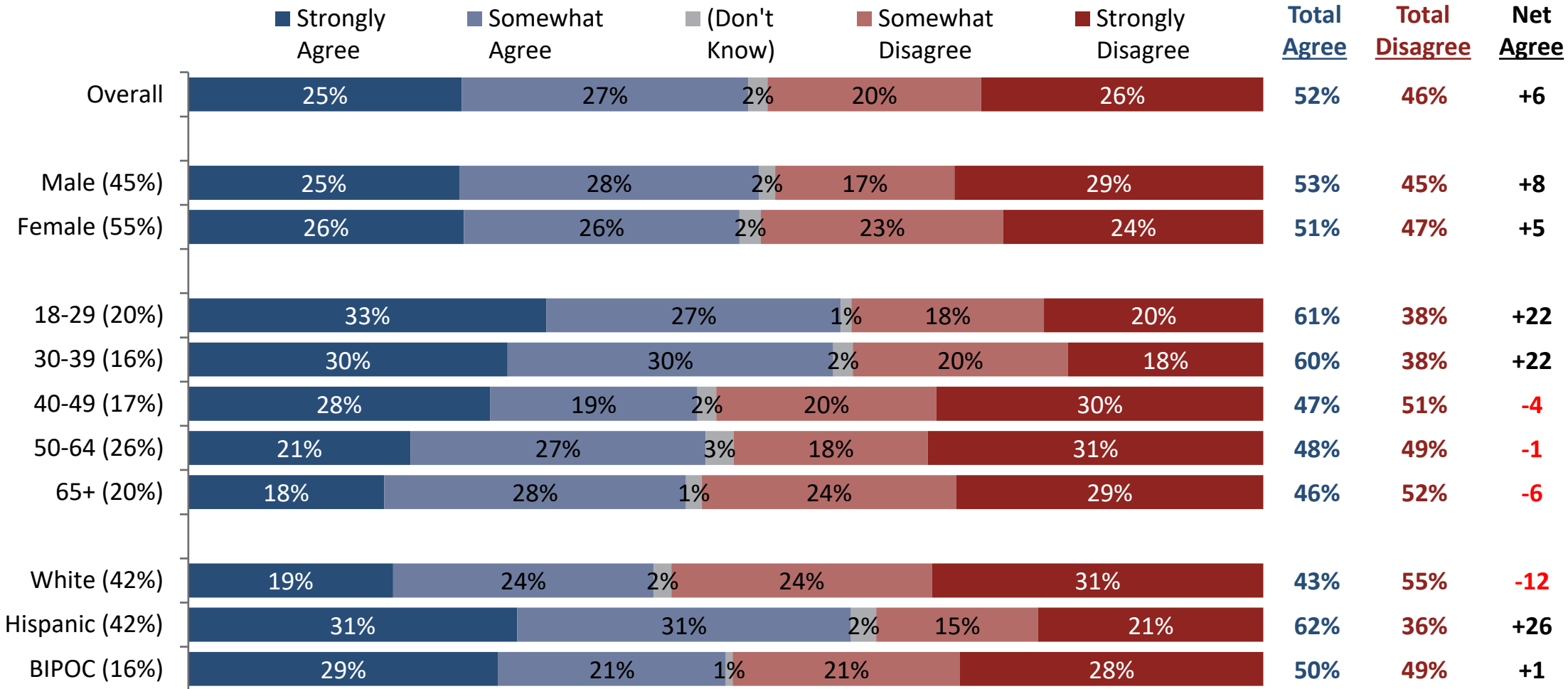


Q26/27. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Agree/Disagree: Police Violence in Stanislaus County



Hispanic and younger residents are more likely to express concern about police violence in the county.

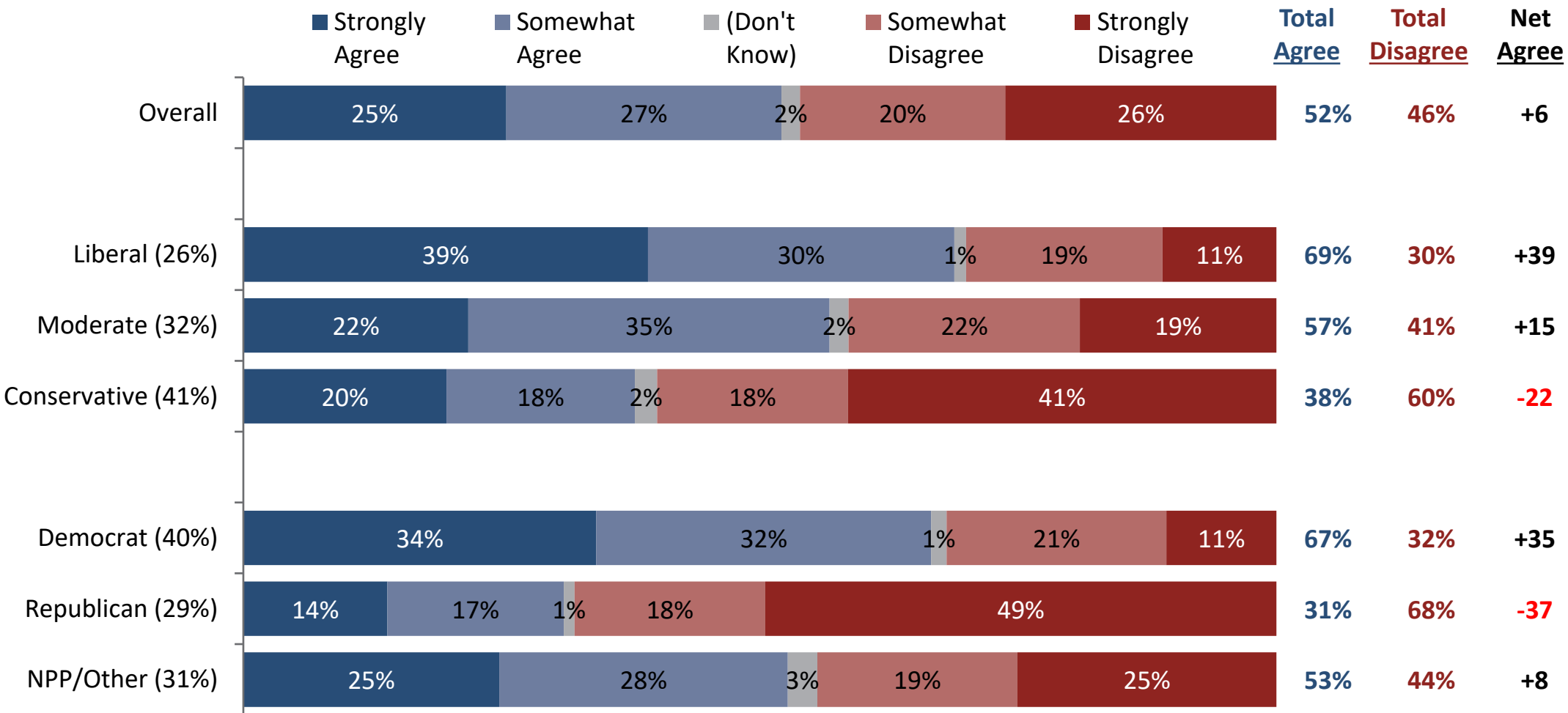


Q26. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*I am very concerned about police violence and use of force in Stanislaus County.*

Agree/Disagree: Police Violence in Stanislaus County



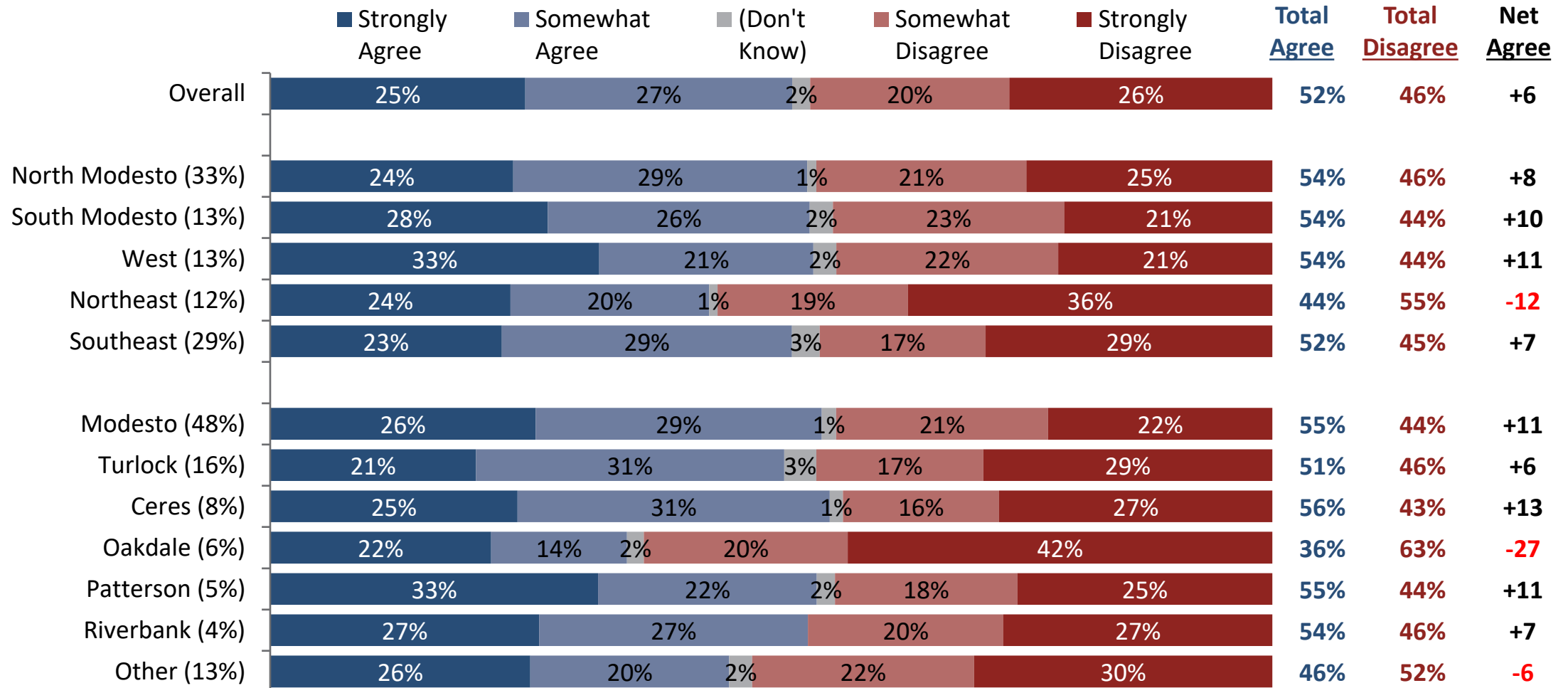
The topic of police violence has become a partisan issue, with Democrats more likely to be concerned and Republicans more likely to indicate that they are not concerned about it.



Q26. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*I am very concerned about police violence and use of force in Stanislaus County.*

Agree/Disagree: Police Violence in Stanislaus County

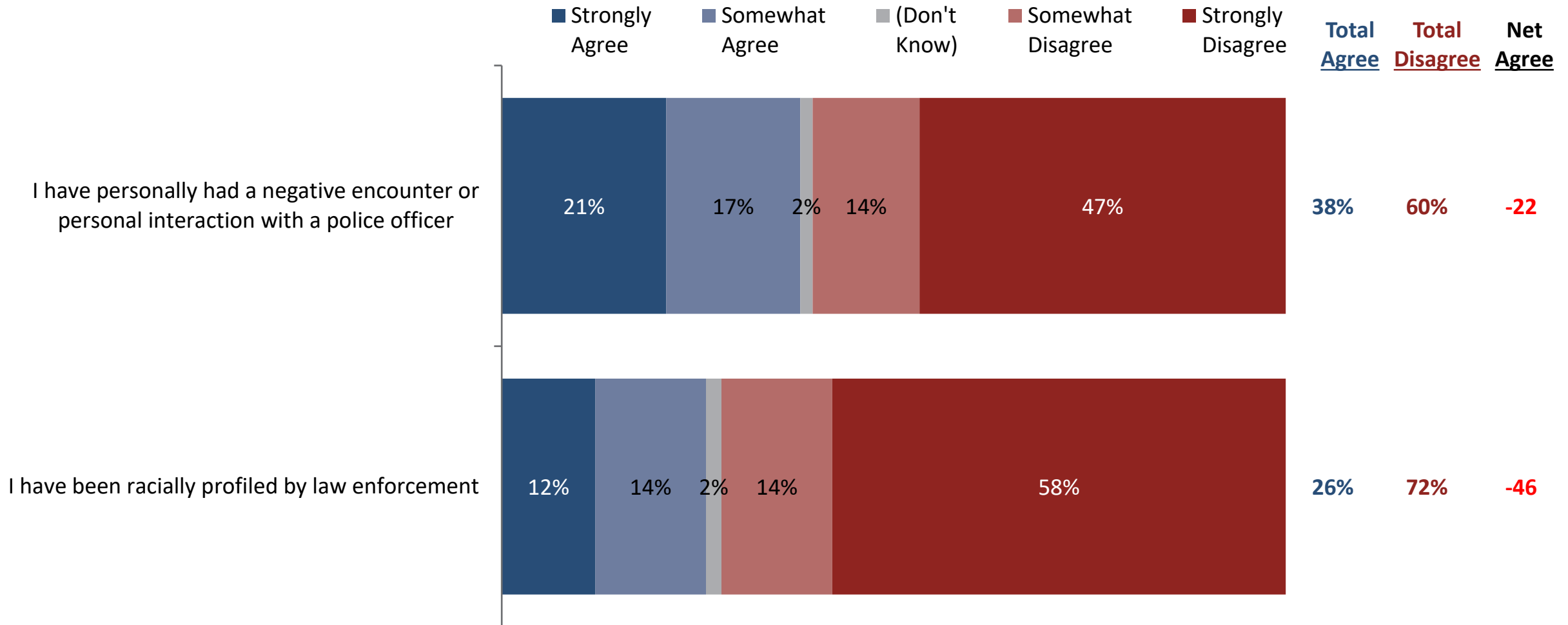
Residents in Oakdale and the Northeast region are less likely to express concern about police violence in the county.



Q26. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*I am very concerned about police violence and use of force in Stanislaus County.*

Agree/Disagree: Negative Experiences

More than one-in-four residents feel they have been racially profiled by law enforcement, and more than one-third have personally had a negative interaction with a police officer.



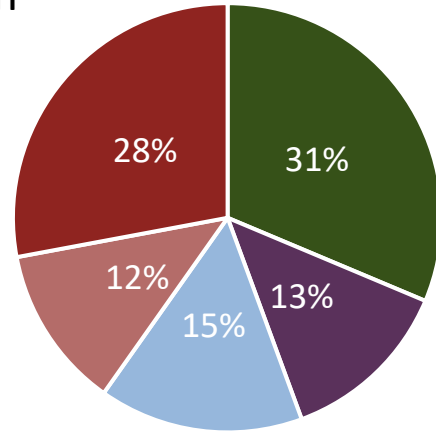
Q32/33. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement.

Agree: Negative Encounter (38%)

Respondents who have had a negative encounter with a police officer are more likely to be under the age of 65, Hispanic, and are more likely to live in Modesto, particularly in the North Modesto region.

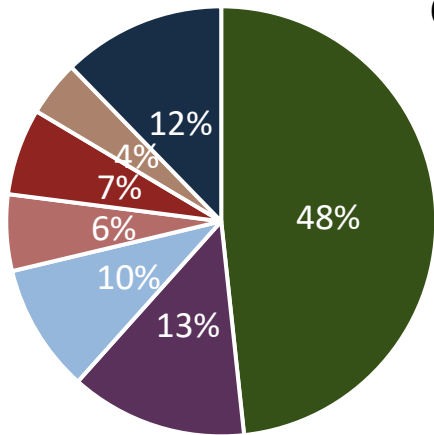
Region

- North Modesto
- South Modesto
- West
- Northeast
- Southeast

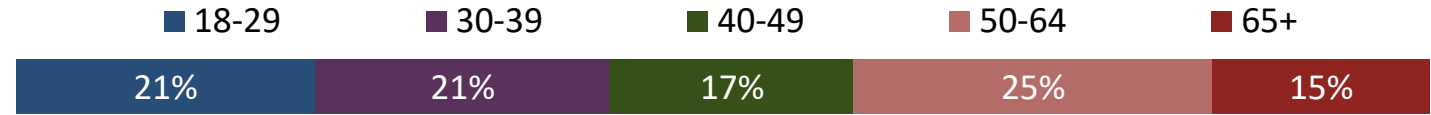


City

- Modesto
- Turlock
- Ceres
- Oakdale
- Patterson
- Riverbank
- Other



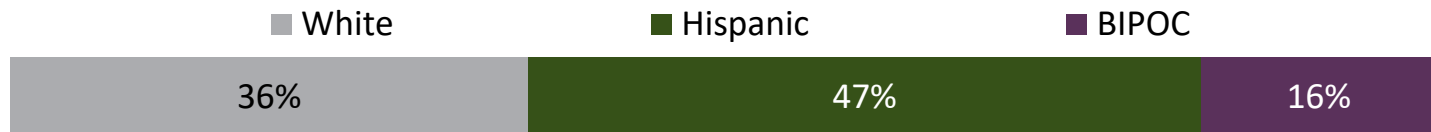
Age



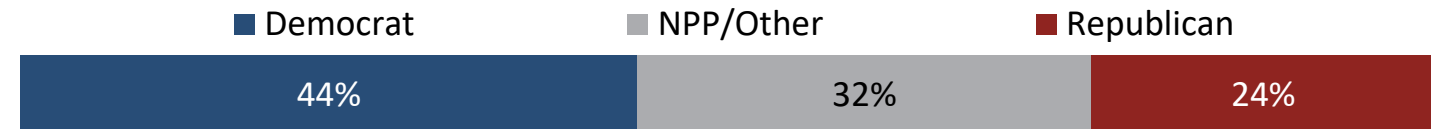
Gender



Ethnicity



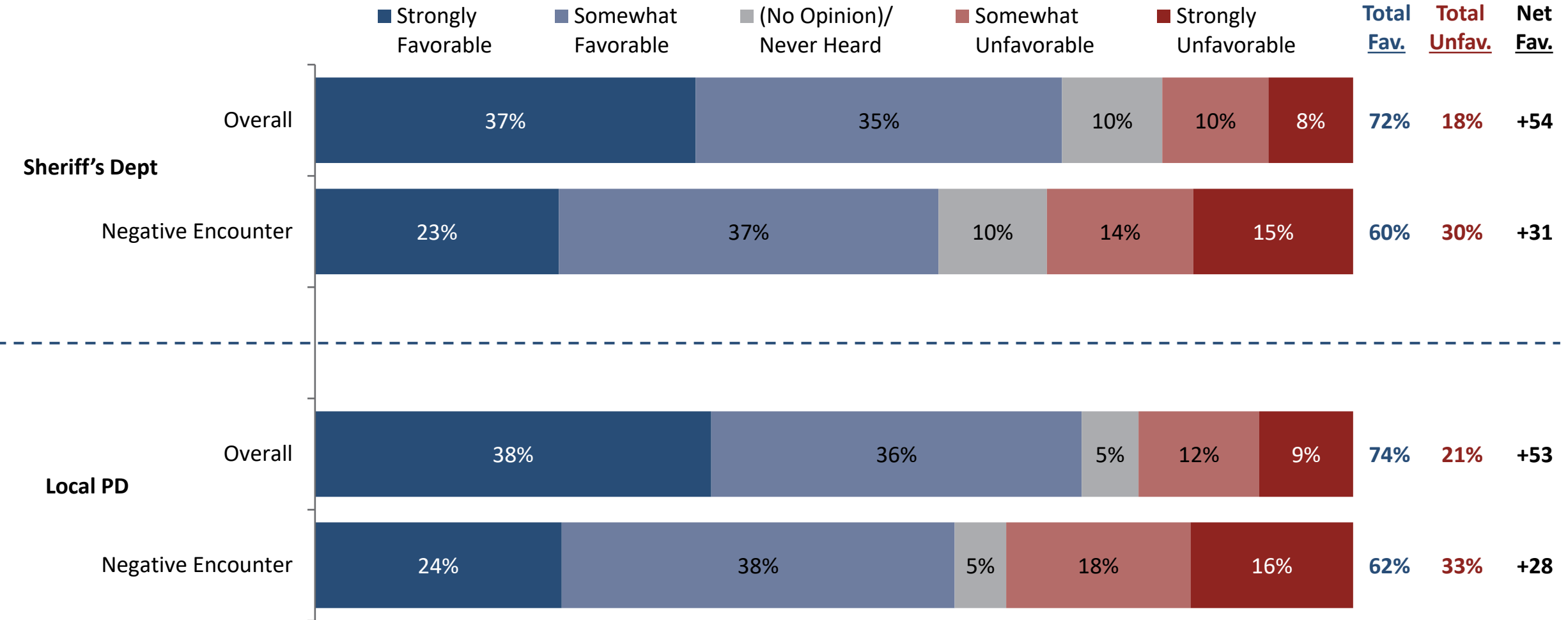
Party Registration



Q32. Next I will read you a series of statements. Again, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each statement...*I have personally had a negative encounter or personal interaction with a police officer.*

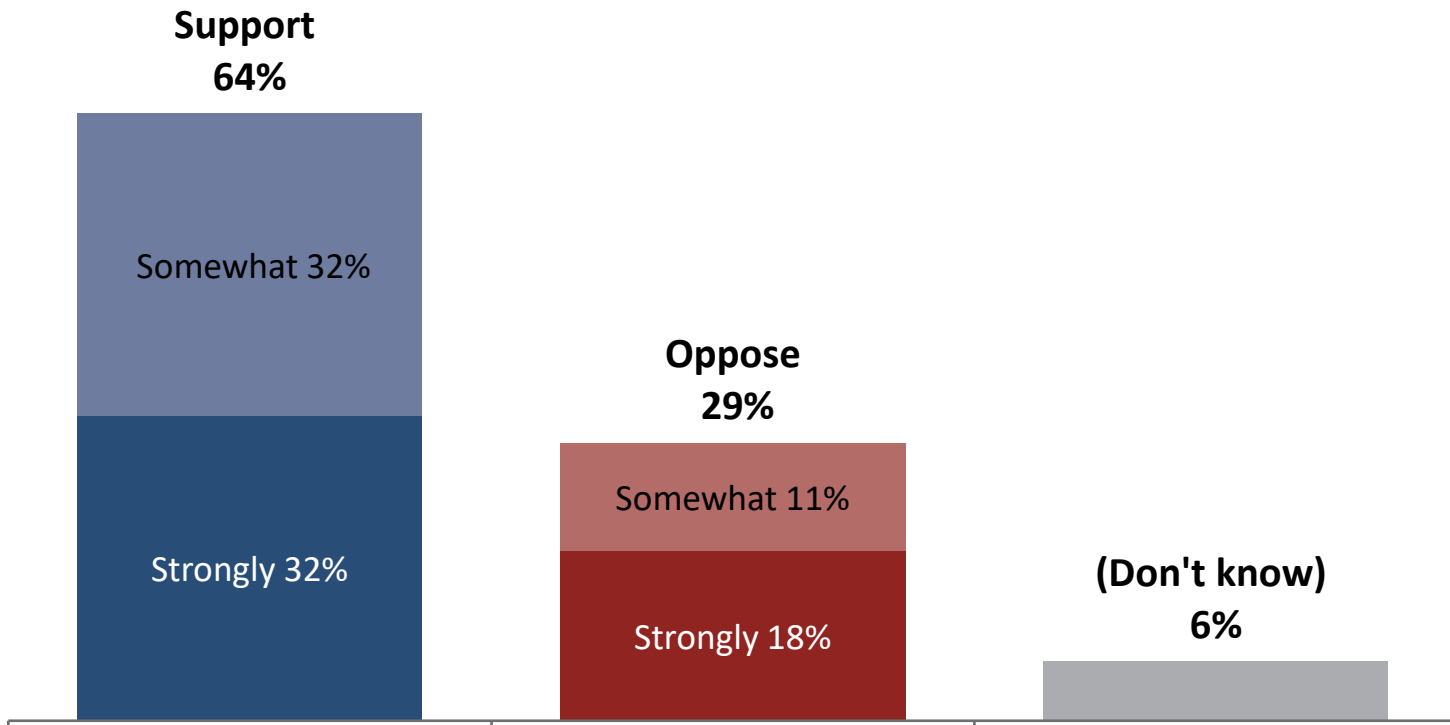
Law Enforcement Favorable Ratings by Negative Encounter

Respondents who have had a negative encounter with a police officer gave higher unfavorability ratings to both the Sheriff's Department and their local police department.



Police Oversight Board

A majority of residents support a police oversight board, although the support is not currently very “strong.” There is a significant partisan difference with Republicans far less supportive than Democrats and NPP/Other residents.



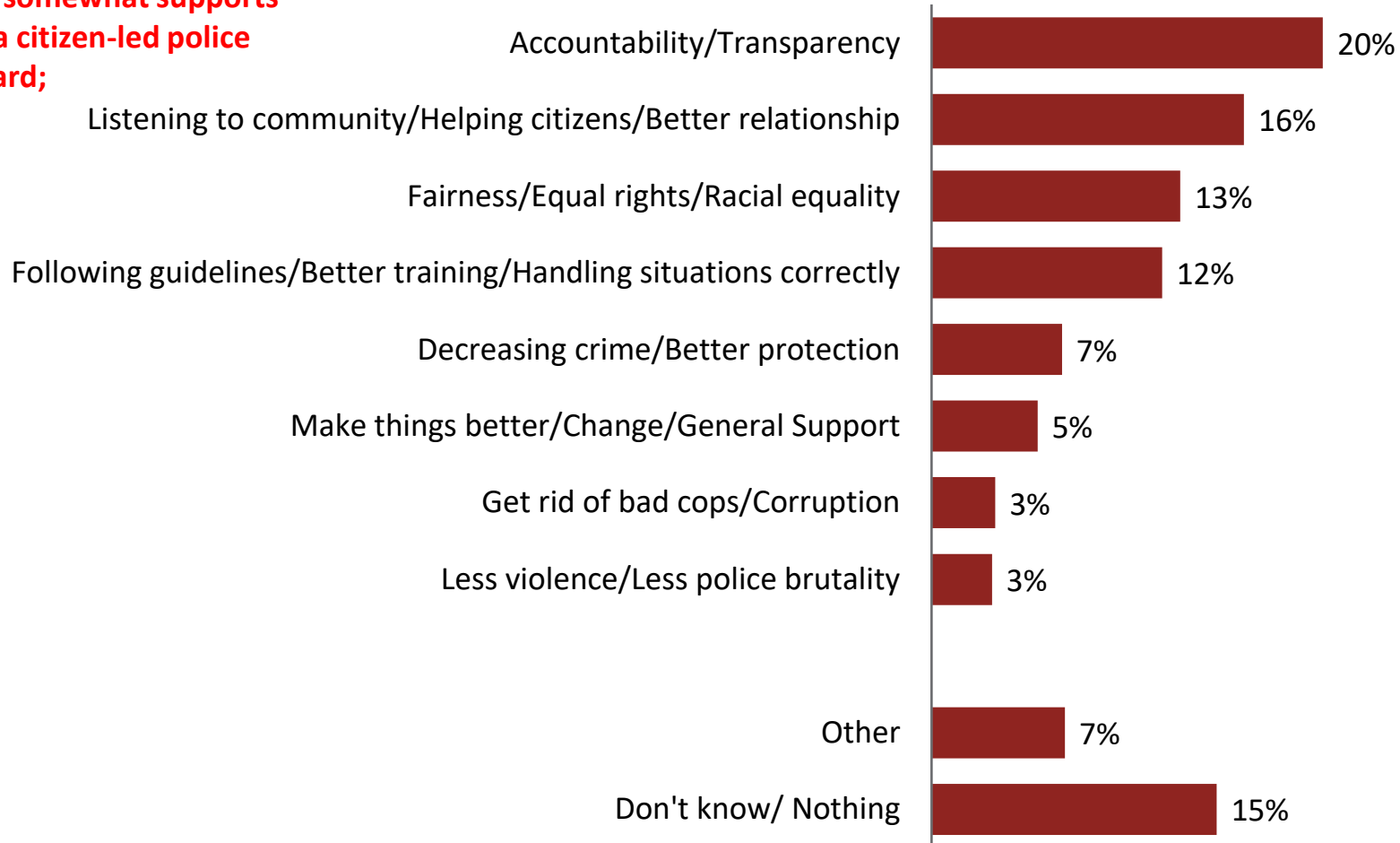
	Support	Oppose	Net Support
Overall	64%	29%	+35
Male (45%)	62%	32%	+30
Female (55%)	66%	27%	+39
18-29 (20%)	71%	25%	+46
30-39 (16%)	72%	20%	+52
40-49 (17%)	61%	34%	+27
50-64 (26%)	61%	31%	+30
65+ (20%)	59%	36%	+23
White (42%)	58%	35%	+24
Hispanic (42%)	72%	22%	+50
BIPOC (16%)	60%	35%	+25
North Modesto (33%)	63%	30%	+33
South Modesto (13%)	72%	22%	+50
West (13%)	64%	31%	+33
Northeast (12%)	59%	34%	+25
Southeast (29%)	64%	29%	+35
Democrat (40%)	80%	16%	+65
Republican (29%)	44%	52%	-8
NPP/Other (31%)	62%	27%	+35

Q36. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose establishing a citizen-led police oversight board in Stanislaus County?

Police Oversight Board

Of those who support a police oversight board, a plurality would like it to accomplish accountability/transparency.

**If strongly or somewhat supports
establishing a citizen-led police
oversight board;
n=647**

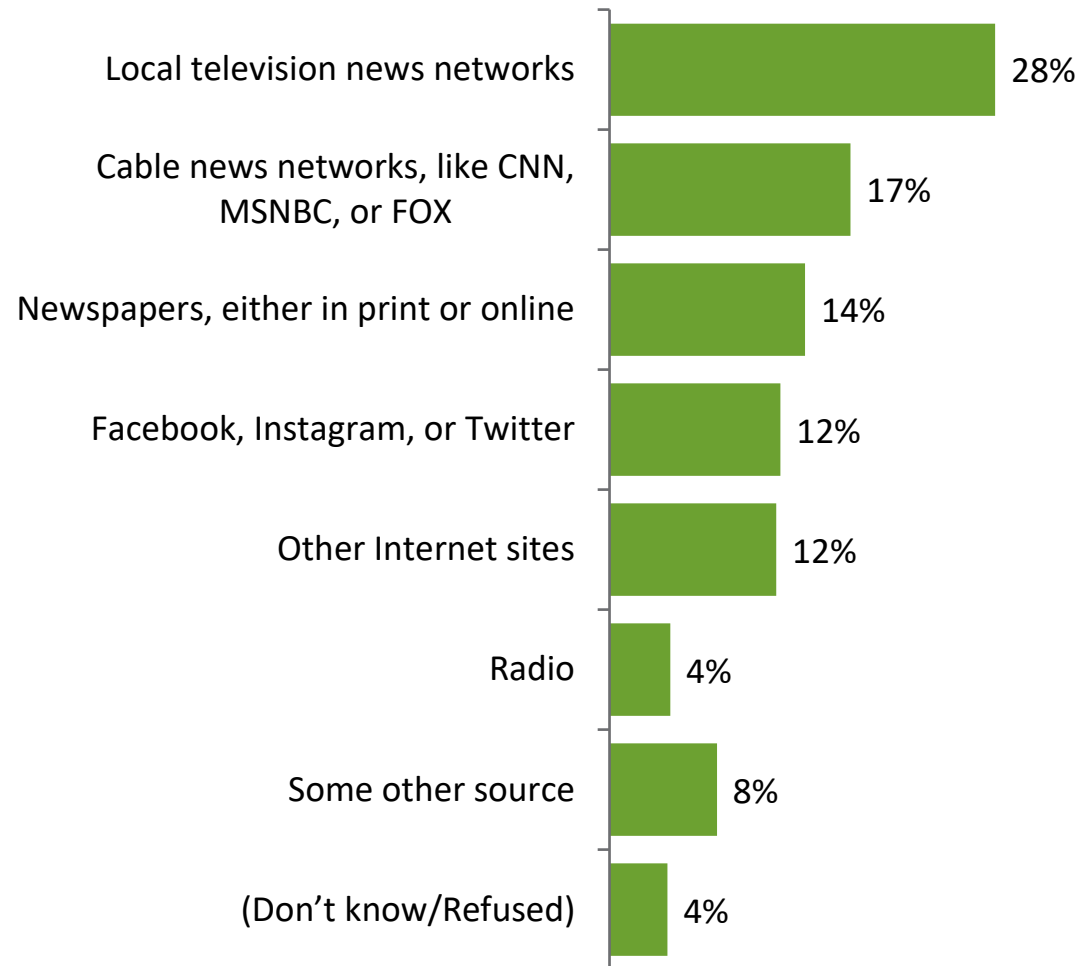




News Sources

News Sources

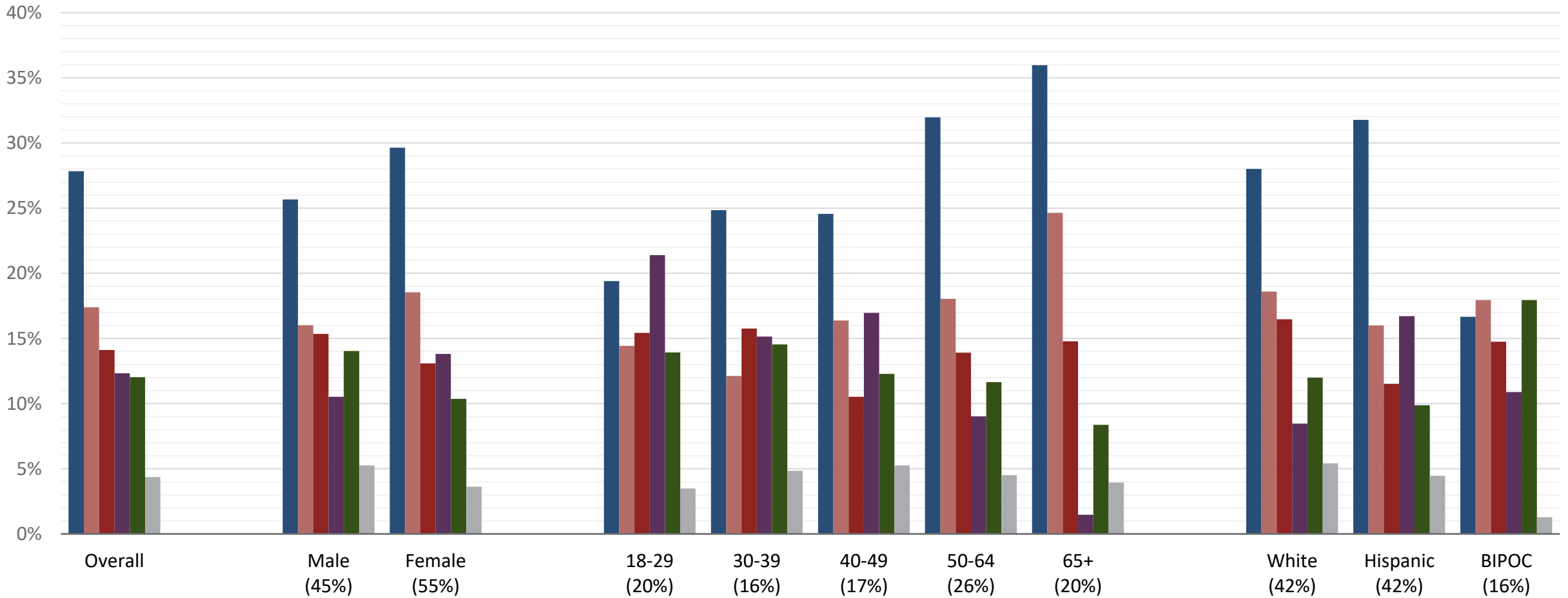
A plurality of respondents turn to local TV for information about local news and events.



News Sources by Subgroups

Respondents over the age of 50 are more likely to turn to local tv for news, while those under 30 turn to social media.

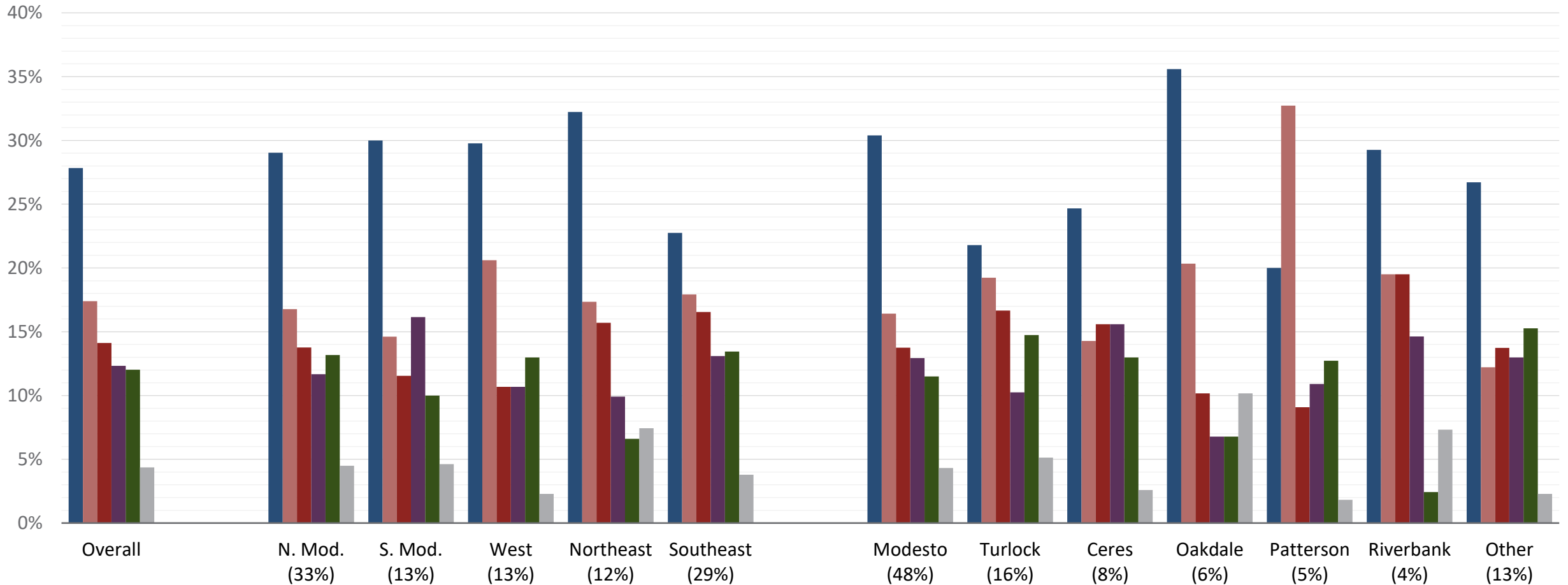
- Local television news networks
- Cable news networks, like CNN, MSNBC, or FOX
- Newspapers, either in print or online
- Facebook, Instagram, or Twitter
- Other Internet sites
- Radio



News Sources by Subgroups

Respondents in Oakdale are more likely to turn to local news, while those in Patterson turn to cable news.

- Local television news networks
- Cable news networks, like CNN, MSNBC, or FOX
- Newspapers, either in print or online
- Facebook, Instagram, or Twitter
- Other Internet sites
- Radio



Key Data Findings

- ▶ The vast majority of Stanislaus County residents have positive opinions of law enforcement. Both the Sheriff's Department and local police departments receive largely positive ratings.
 - Note that most residents do not distinguish between the County Sheriff's Department and their local police department.
- ▶ However, a majority of residents say they are concerned about police violence and use of force in Stanislaus County, indicating this concern is at the very least in the back of the minds of many residents, despite their generally positive views of local law enforcement.
- ▶ The largest share of negative opinions are in younger residents (age 18-39) and residents of color. Yet even within these communities and demographic groups, the majority have positive opinions of law enforcement.



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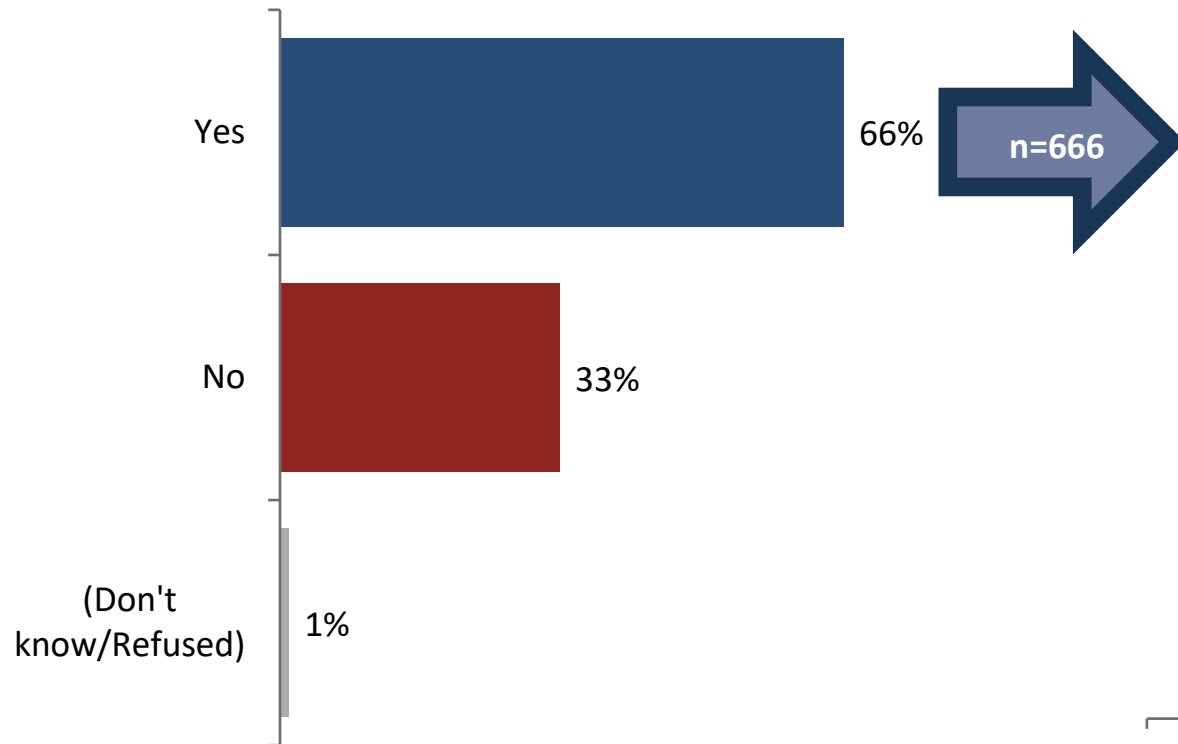


APPENDIX

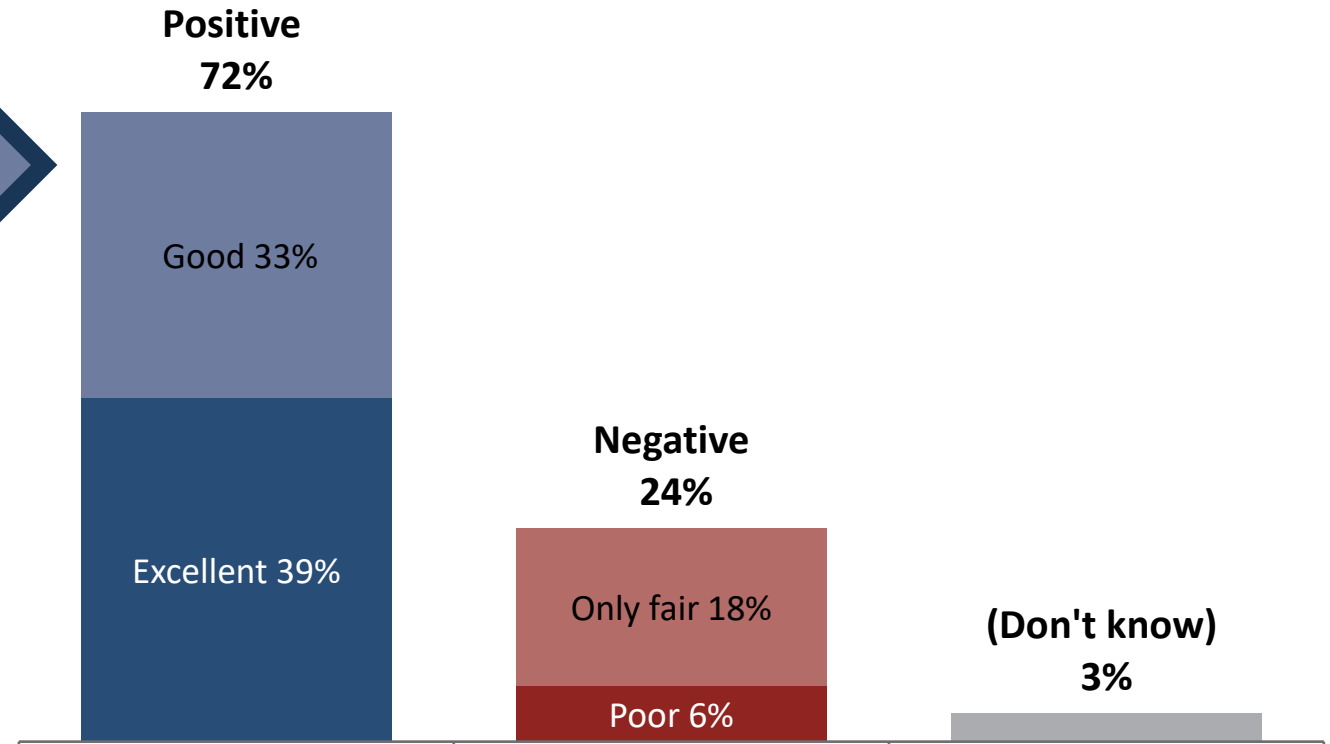
Law Enforcement Response

Two-thirds of residents have had law enforcement respond to an emergency situation. Of those, nearly three-fourths had a positive experience.

Have you or someone close to you ever had law enforcement respond to an emergency situation?



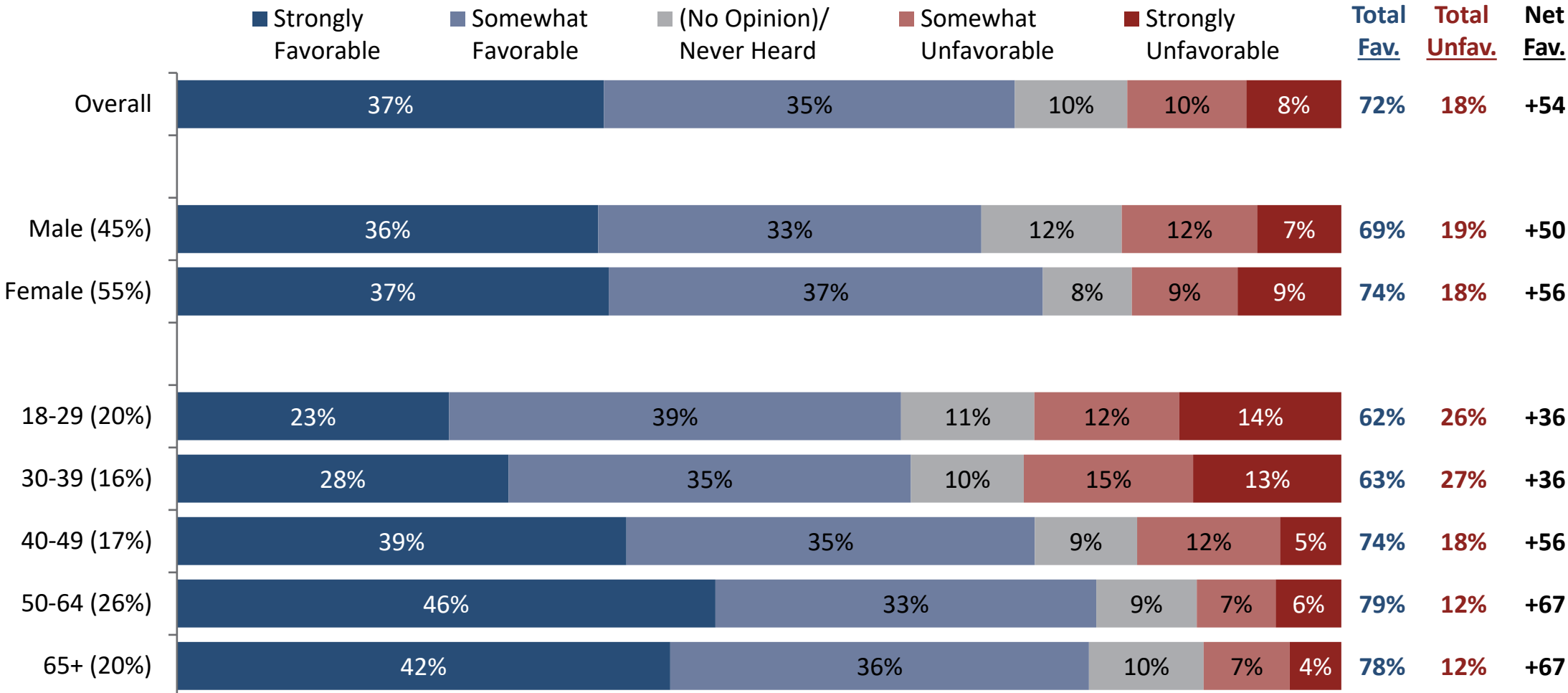
How would you rate the performance of law enforcement during that event?



Stanislaus County Sheriff's Department Rating by Subgroups



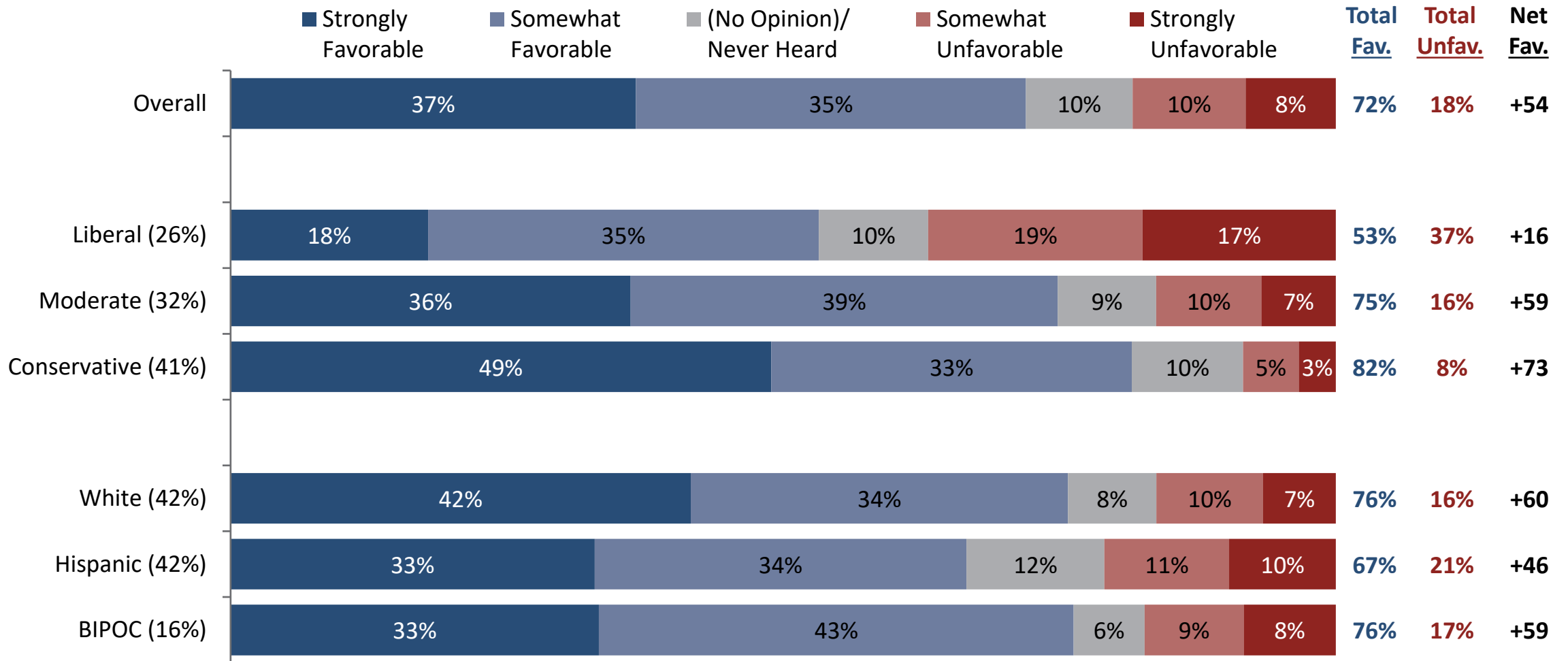
All subgroups gave the County Sheriff's Department a net favorable rating. Younger residents are more likely to hold unfavorable views toward the Department.



Q5. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department

Stanislaus County Sheriff's Department Rating by Subgroups

Self-identified liberal residents are much more likely to have negative opinions of the Sheriff's Department.

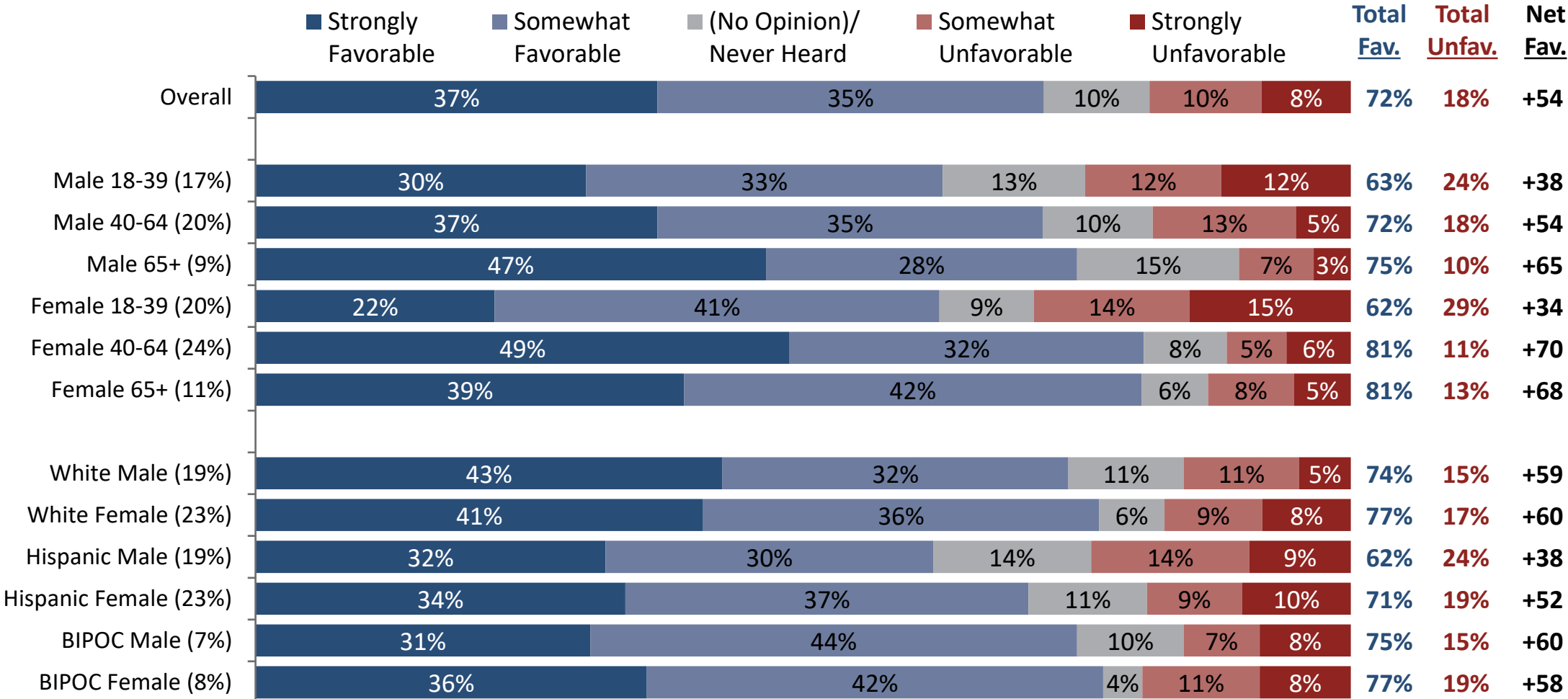


Q5. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department

Stanislaus County Sheriff's Department Rating by Subgroups



Older residents have more favorable opinions of the Sheriff's Department.

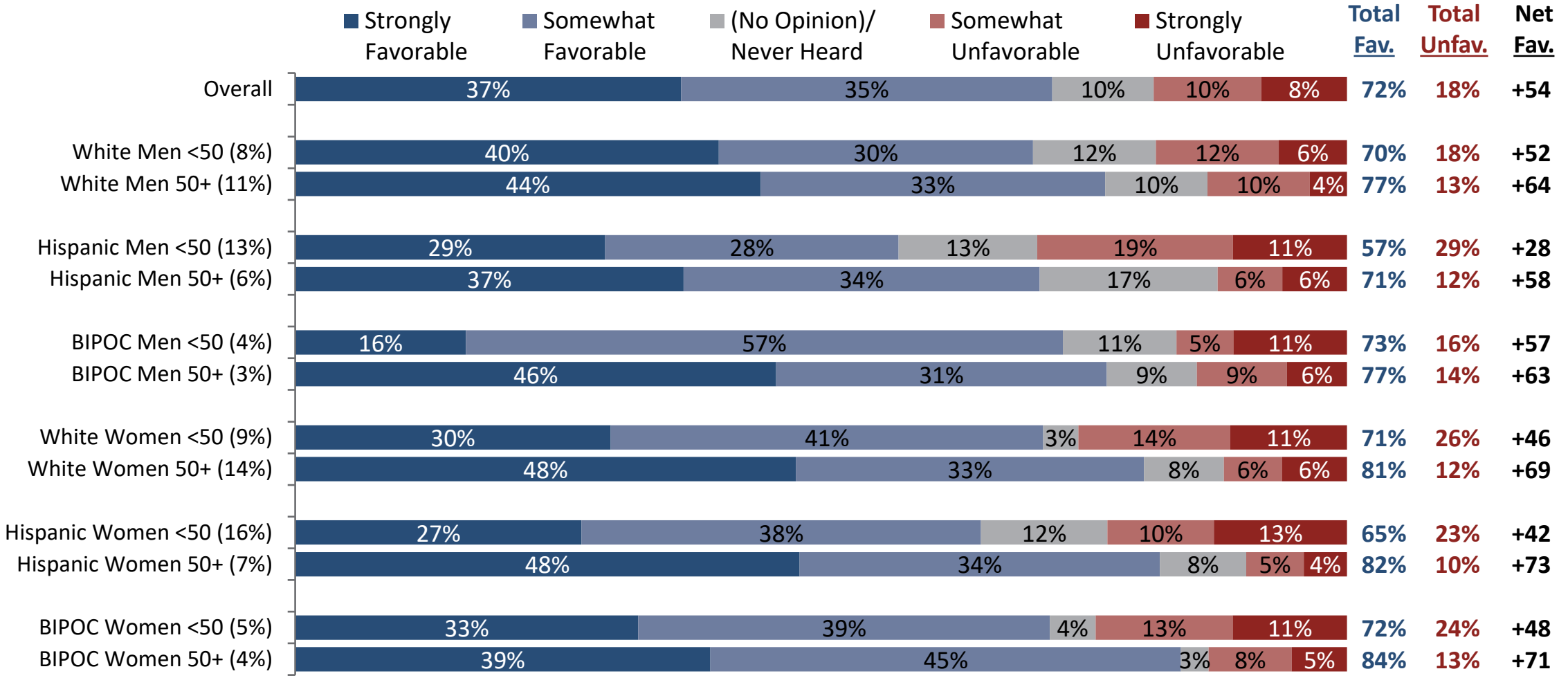


Q5. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department

Stanislaus County Sheriff's Department Rating by Subgroups



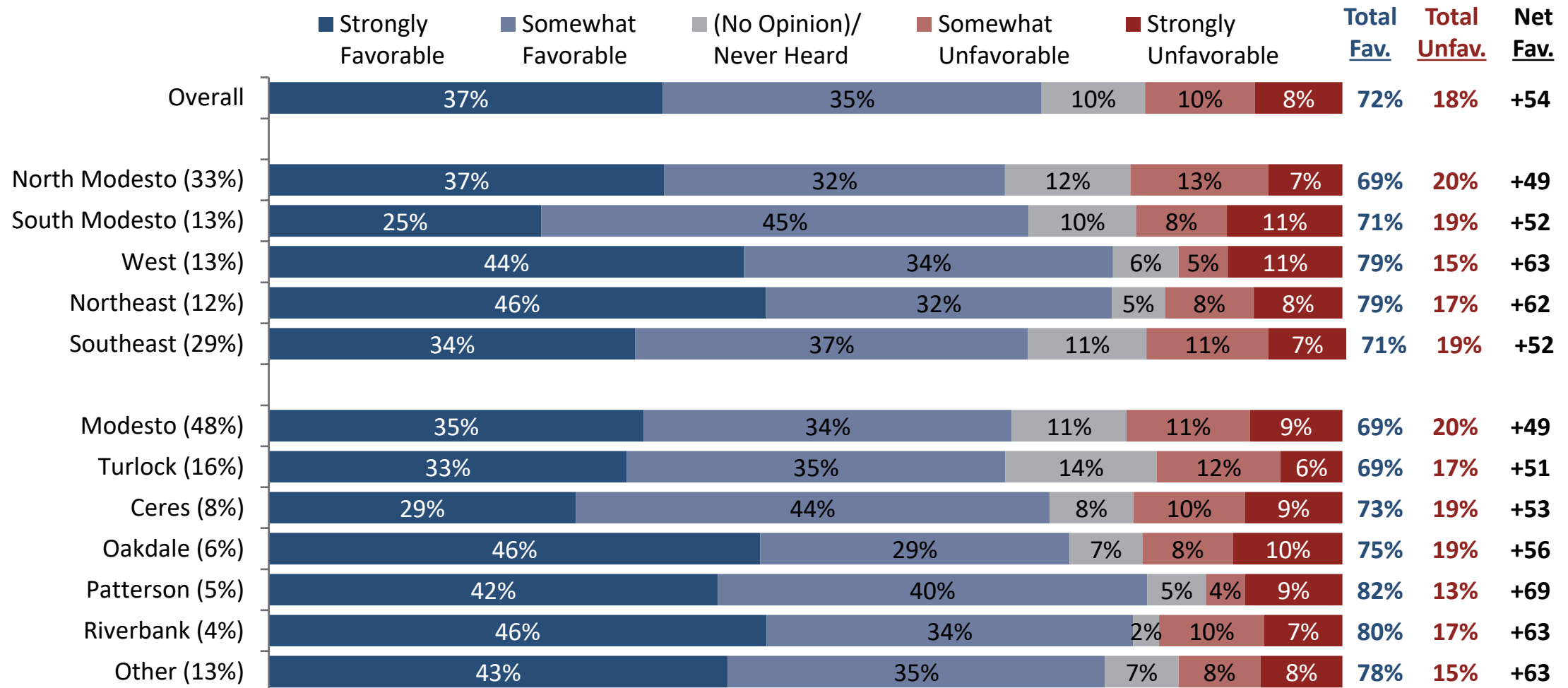
Hispanic men under age 50 have less favorable opinions of the Sheriff's Department than other groups.



Q5. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department

Stanislaus County Sheriff's Department Rating by Subgroups

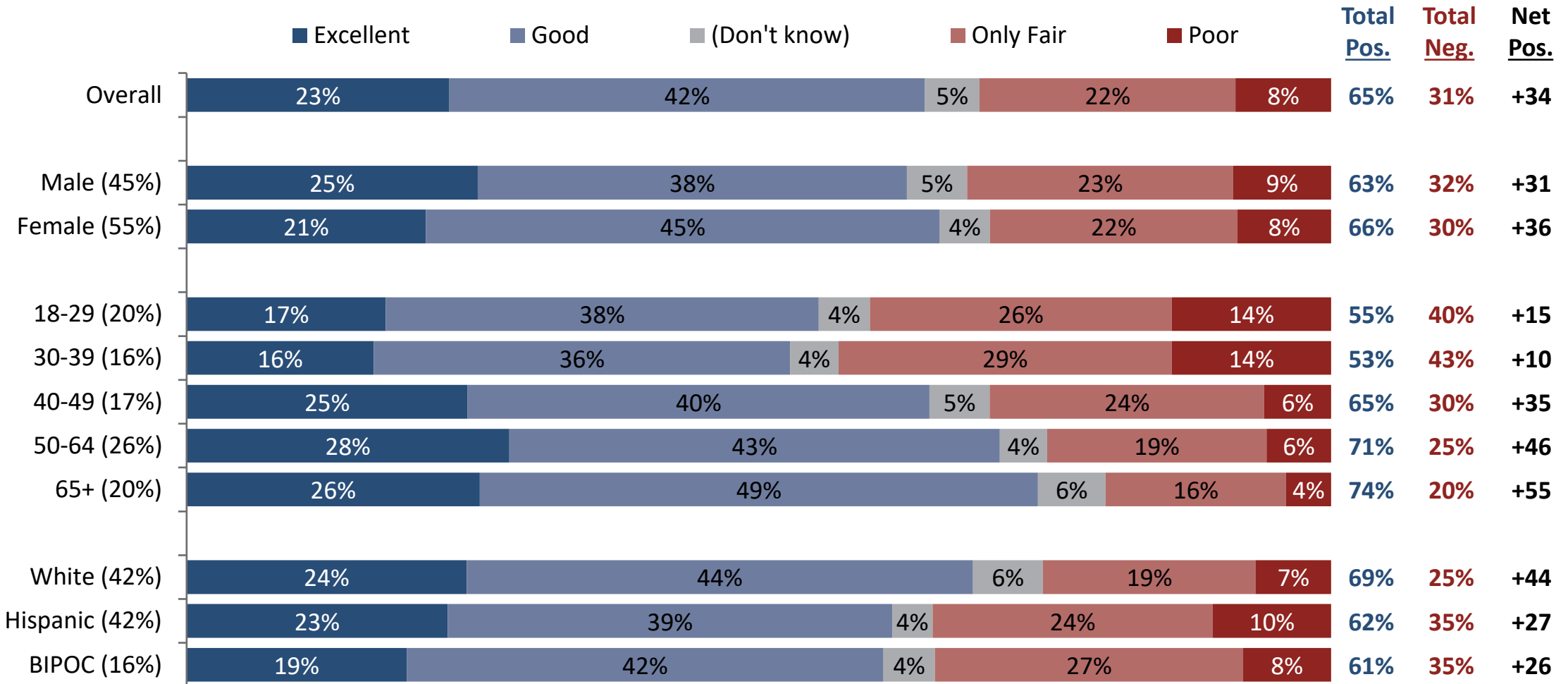
Residents in the West and Northeast regions have more strongly favorable opinions of the Department.



Q5. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...the Stanislaus County Sheriff's Department

Sheriff's Department Job Rating by Subgroups

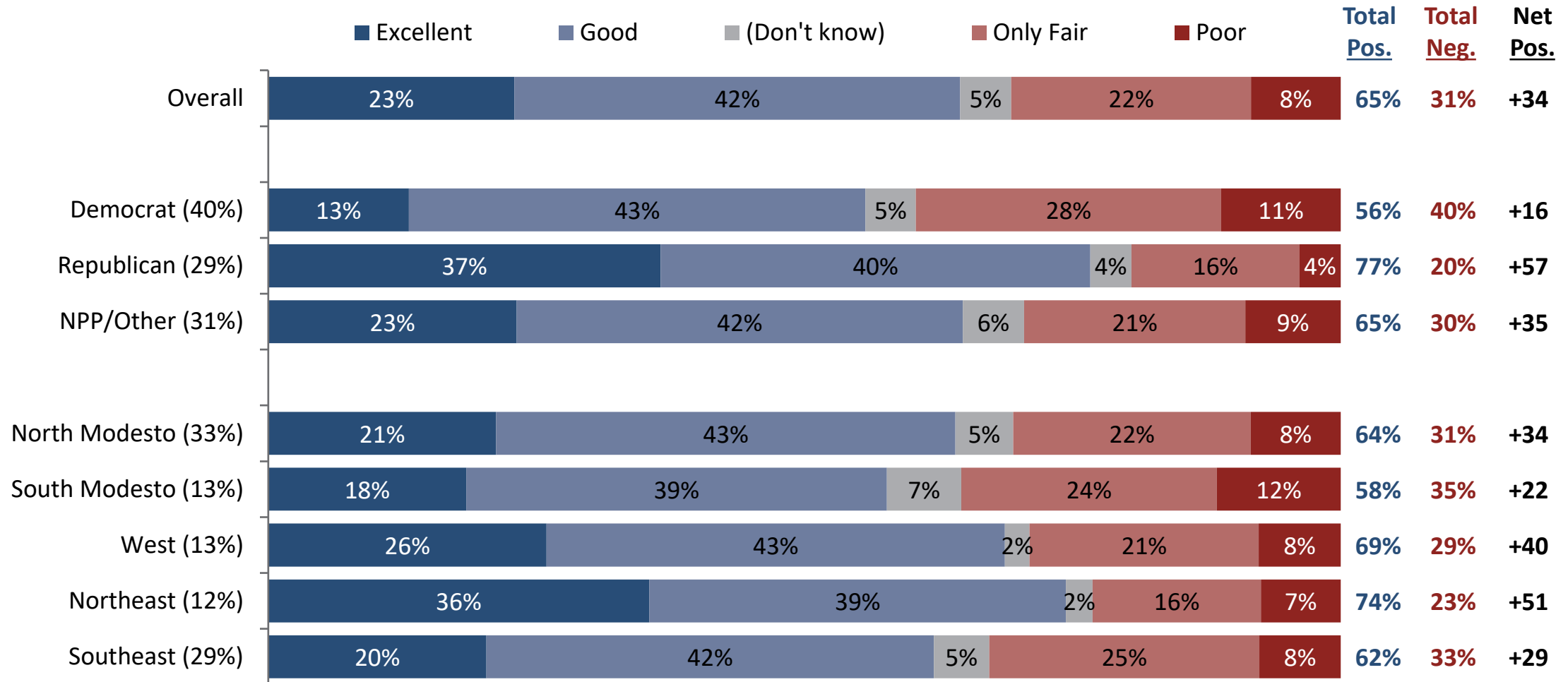
Overall, the Sheriff's Department's job approval is positive, but lacks intensity, especially with younger residents.



Q12. Using a scale of excellent, good, only fair, or poor, please rate each of the following...*the job the Stanislaus County Sheriff's Department is doing*

Sheriff's Department Job Rating by Subgroups

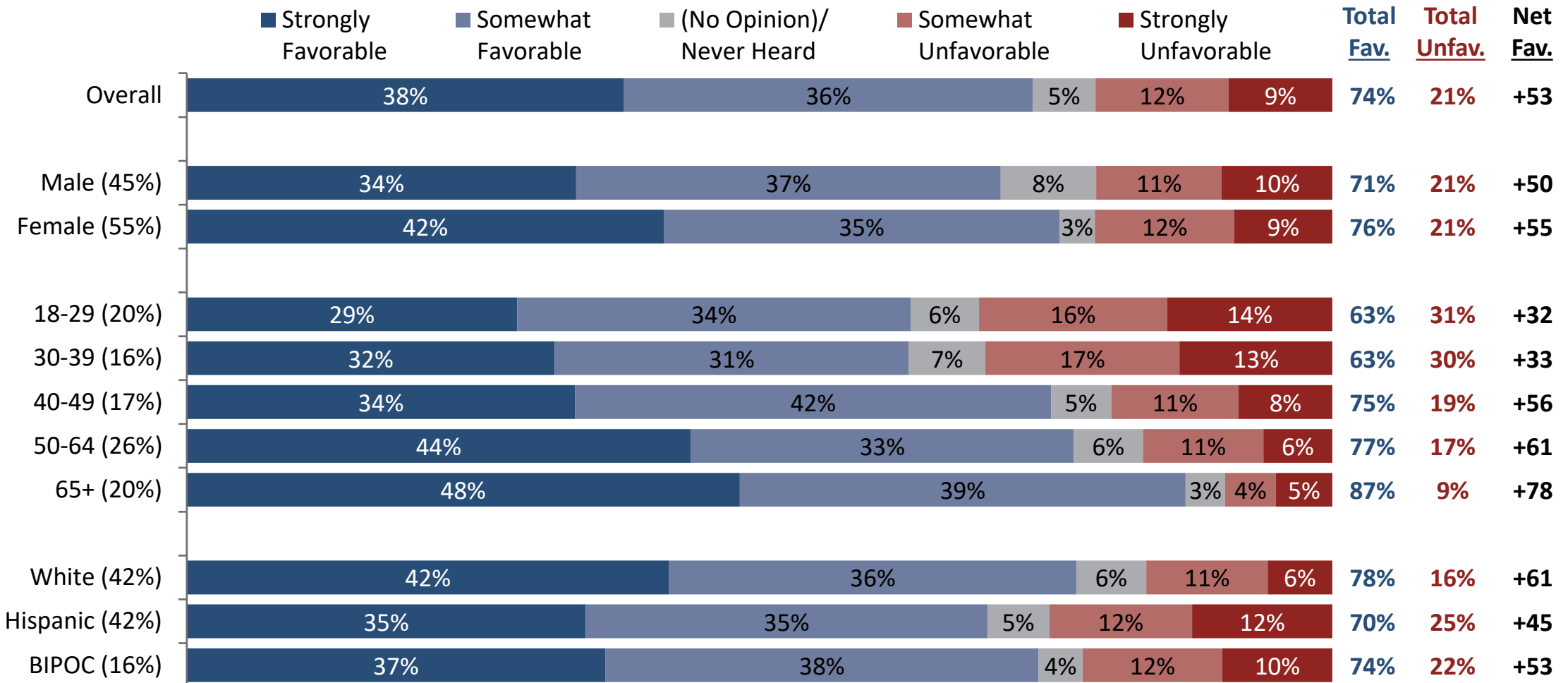
Residents in the South Modesto region are more likely to give the Department a negative rating.



Q12. Using a scale of excellent, good, only fair, or poor, please rate each of the following...*the job the Stanislaus County Sheriff's Department is doing*

Local Police Department Rating by Subgroups

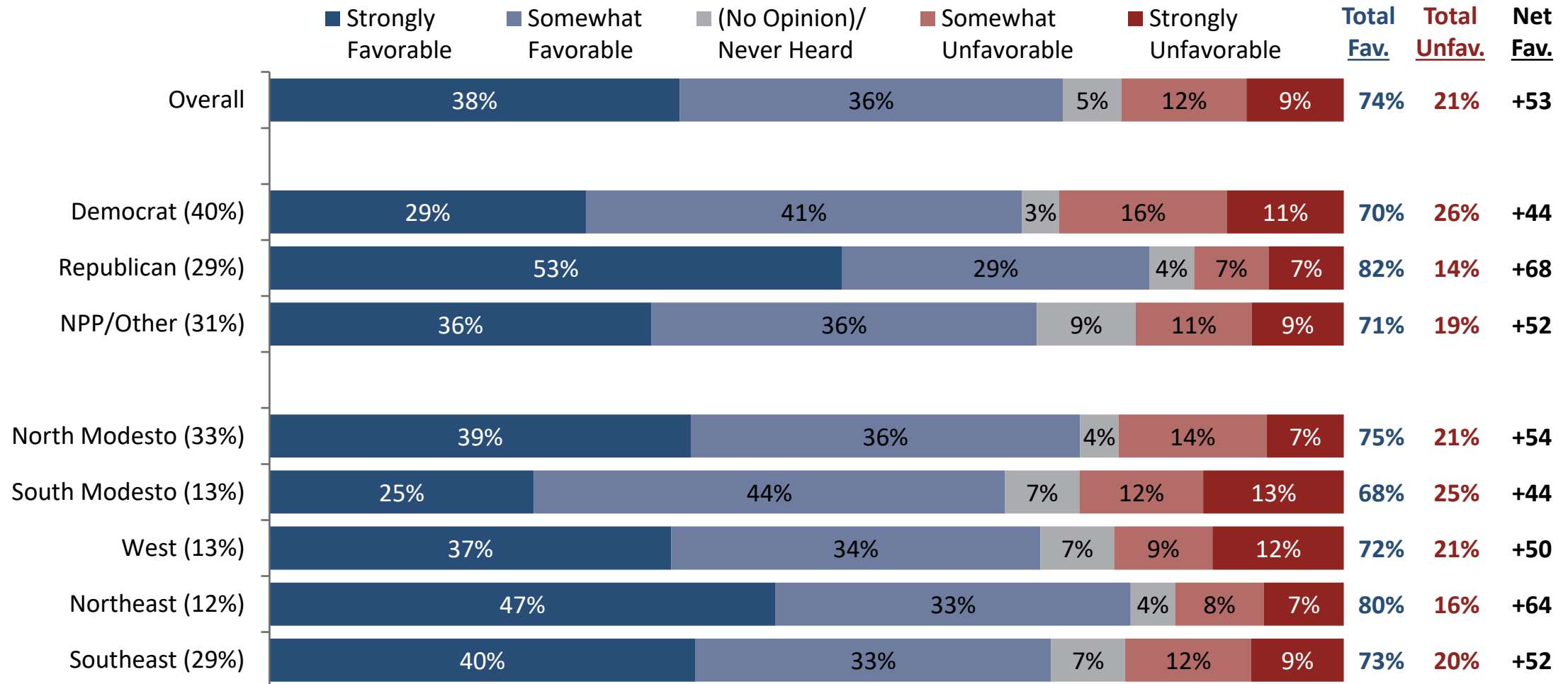
Similarly, opinions are split by age with residents over 50 having a more favorable view toward their local police department and residents under 40 being more likely to have an unfavorable view.



Q7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...your local police department

Local Police Department Rating by Subgroups

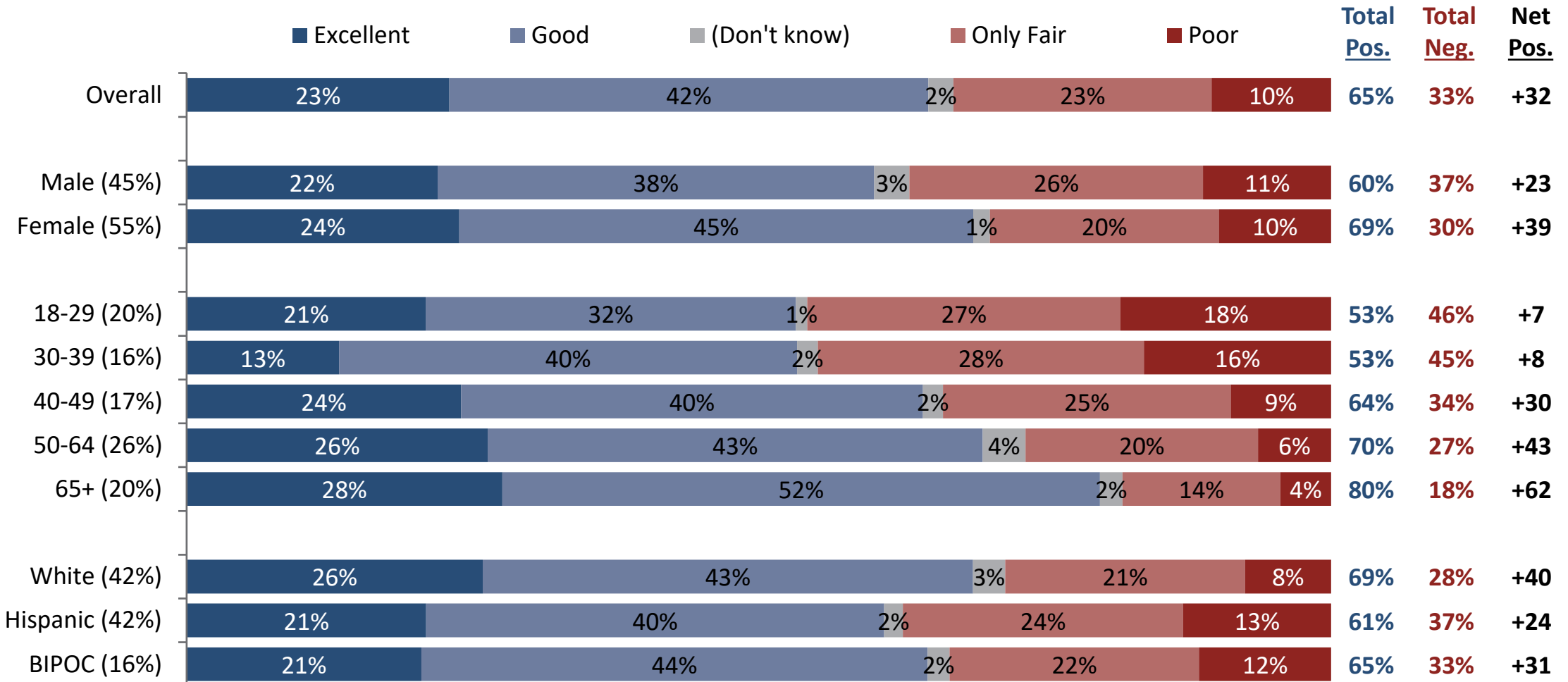
Favorability is soft in the South Modesto region.



Q7. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one...*your local police department*

Local Police Department Job Rating by Subgroups

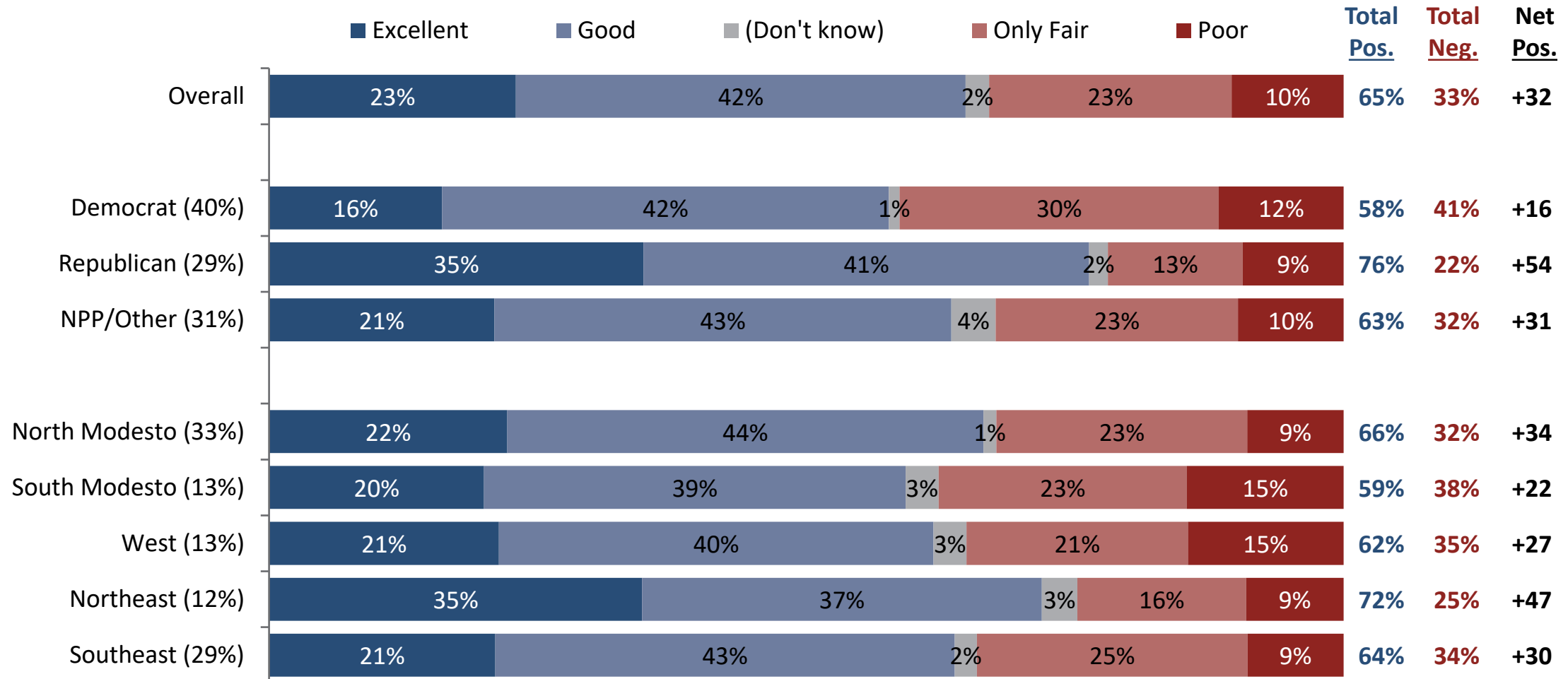
Residents under 40 are split on their job rating for their local police department.



Q14. Using a scale of excellent, good, only fair, or poor, please rate each of the following...*the job your local police department is doing*

Local Police Department Job Rating by Subgroups

Residents in both the South Modesto and West region are more likely to give their local police department a negative rating.

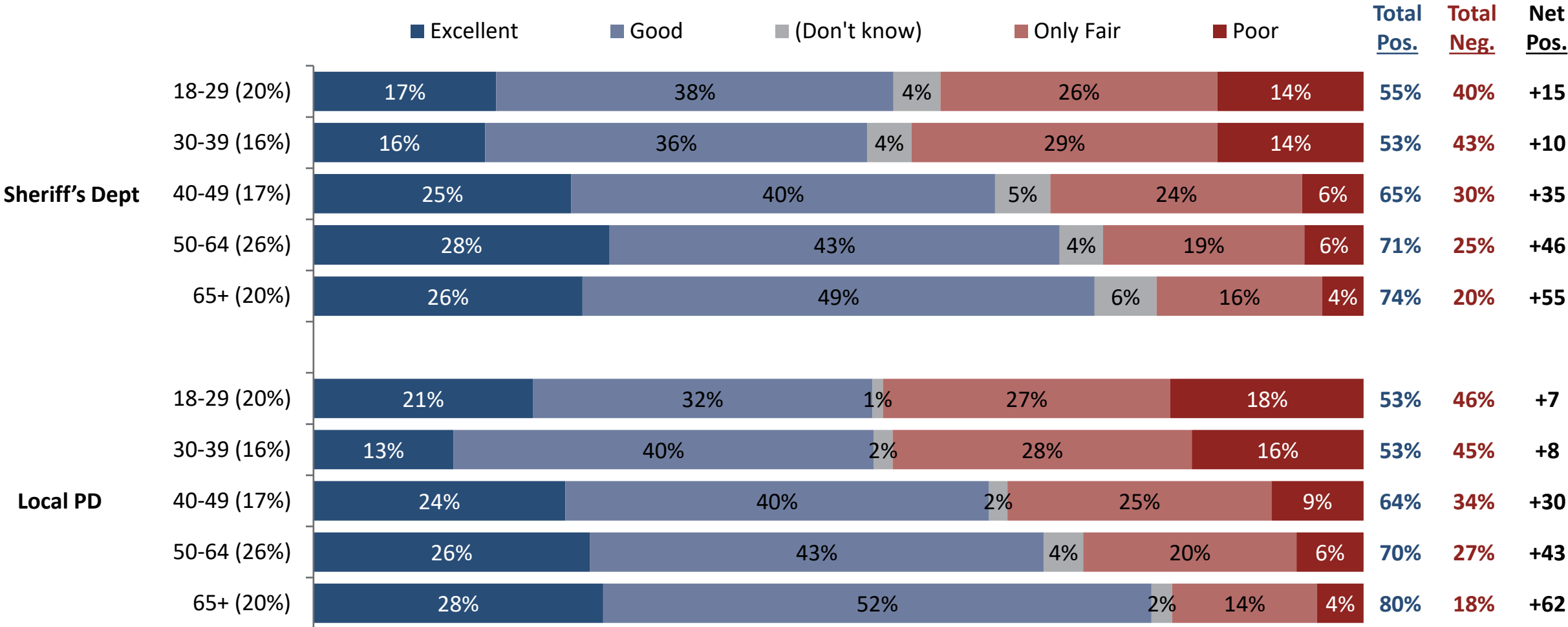


Q14. Using a scale of excellent, good, only fair, or poor, please rate each of the following...*the job your local police department is doing*

Sheriff & Local PD Job Ratings by Subgroups



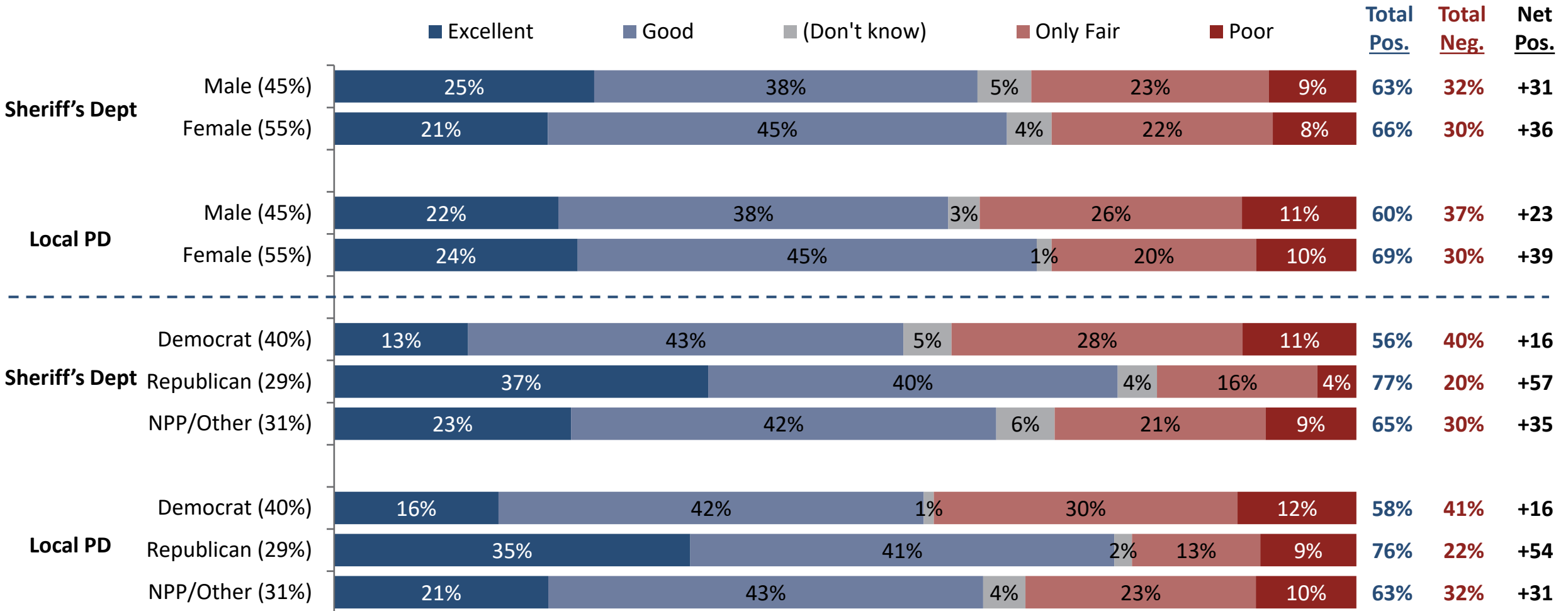
Job ratings for the Sheriff's Department and Local PD are aligned across subgroups.



Q12/14. Using a scale of excellent, good, only fair, or poor, please rate each of the following...*the job the Stanislaus County Sheriff's Department is doing/ the job your local police department is doing.*

Sheriff & Local PD Job Ratings by Subgroups

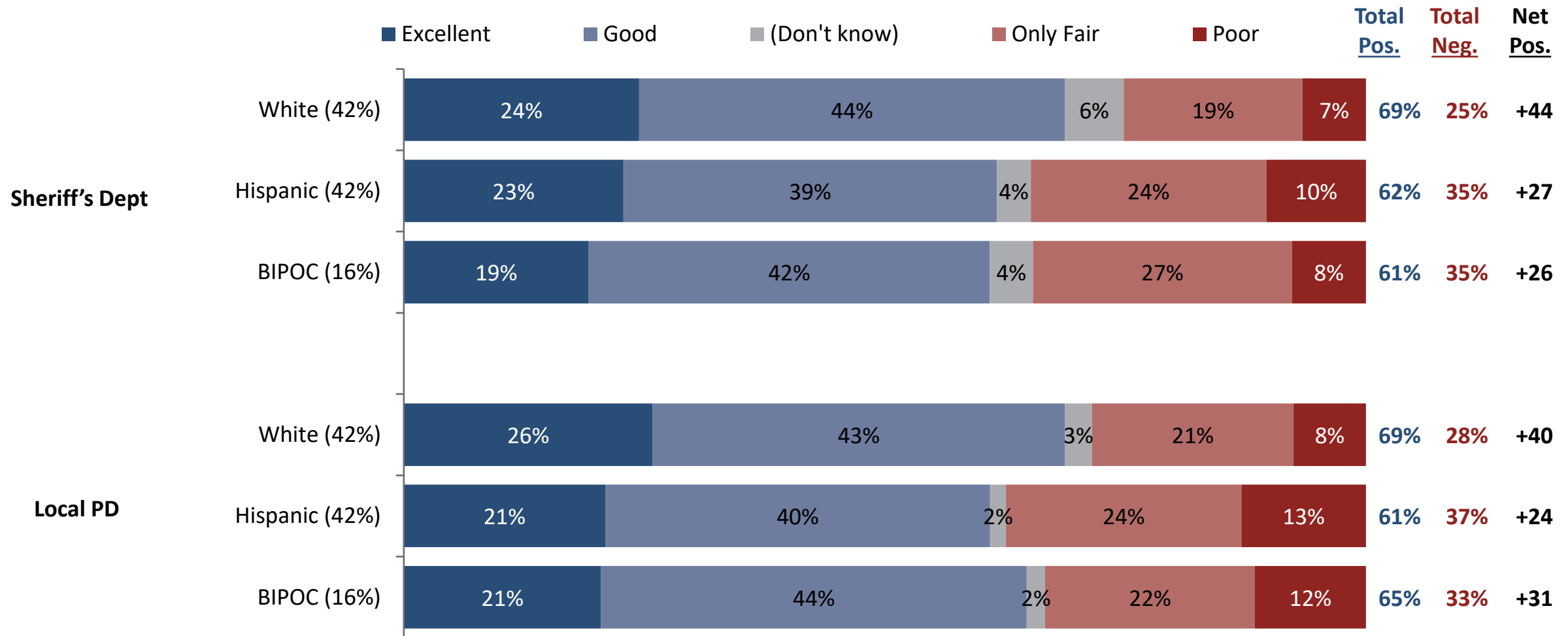
Male residents are more likely to give their Local PD a negative rating compared to the Sheriff's Department.



Q12/14. Using a scale of excellent, good, only fair, or poor, please rate each of the following...the job the Stanislaus County Sheriff's Department is doing/ the job your local police department is doing.

Sheriff & Local PD Job Ratings by Subgroups

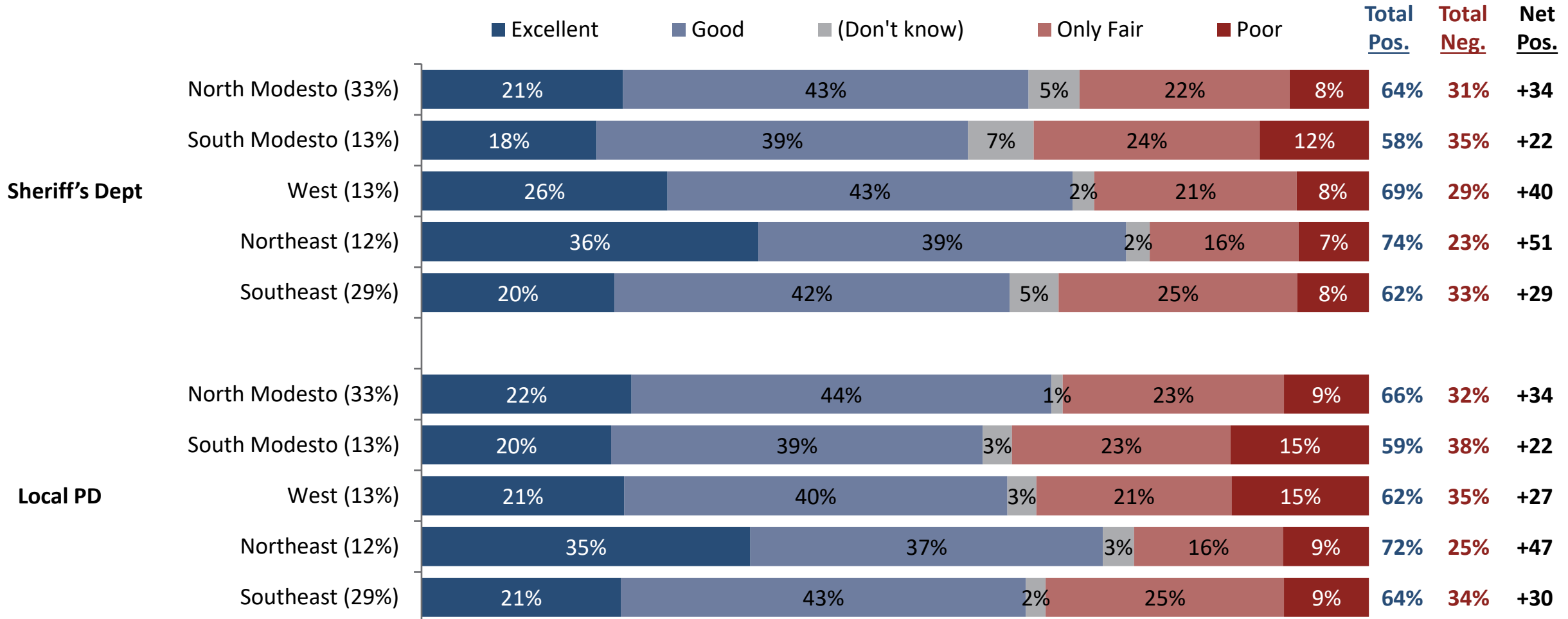
BIPOC residents are more likely to give their Local PD a positive rating compared to the Sheriff's Department.



Q12/14. Using a scale of excellent, good, only fair, or poor, please rate each of the following...*the job the Stanislaus County Sheriff's Department is doing/ the job your local police department is doing.*

Sheriff & Local PD Job Ratings by Subgroups

Residents in the West region are more likely to give their Local PD a negative rating compared to the Sheriff's Department.



Q12/14. Using a scale of excellent, good, only fair, or poor, please rate each of the following...the job the Stanislaus County Sheriff's Department is doing/ the job your local police department is doing.