

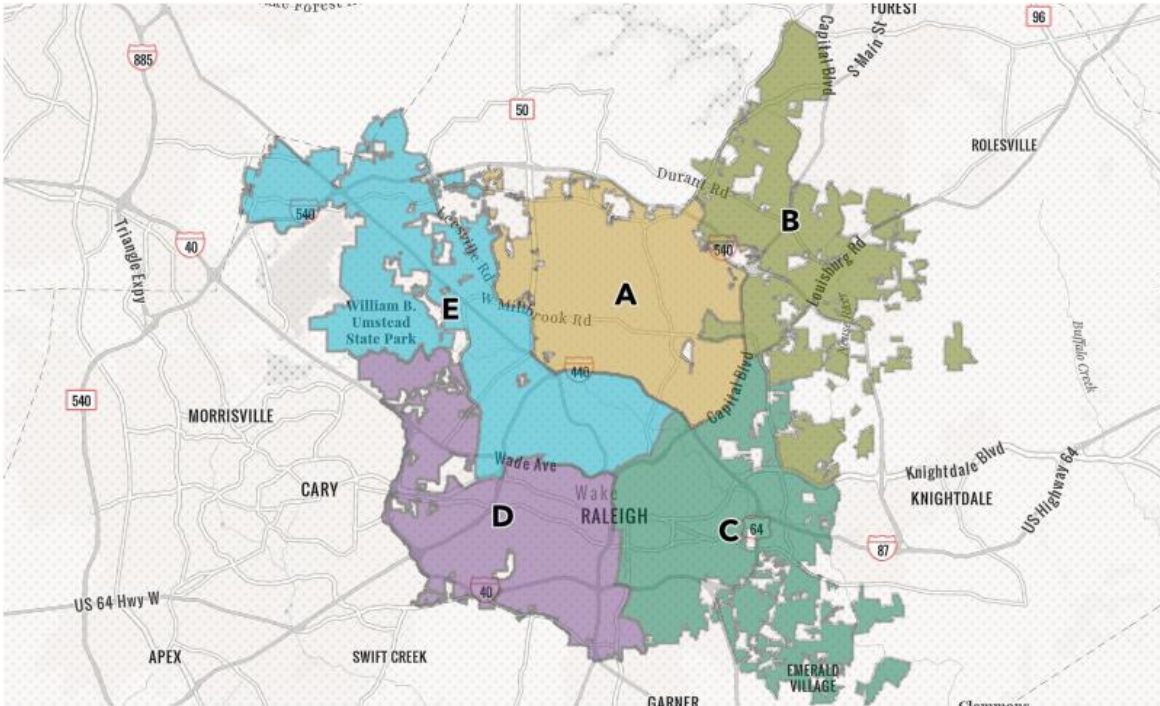
CITIZENS FOR A
SAFE & SECURE
RALEIGH



Voter Opinion Analysis
Executive Summary

Methodology

Citizens for a Safe & Secure Raleigh conducted a survey among 600 likely general election voters in the City of Raleigh between April 21-24, 2024. The accuracy of the sample of 600 likely general election voters is within +/- 4.0% at a 95% confidence interval.



City Council:

District A	22%
District B	21%
District C	18%
District D	26%
District E	23%
Democratic	45%
Republican	18%
Independent	37%

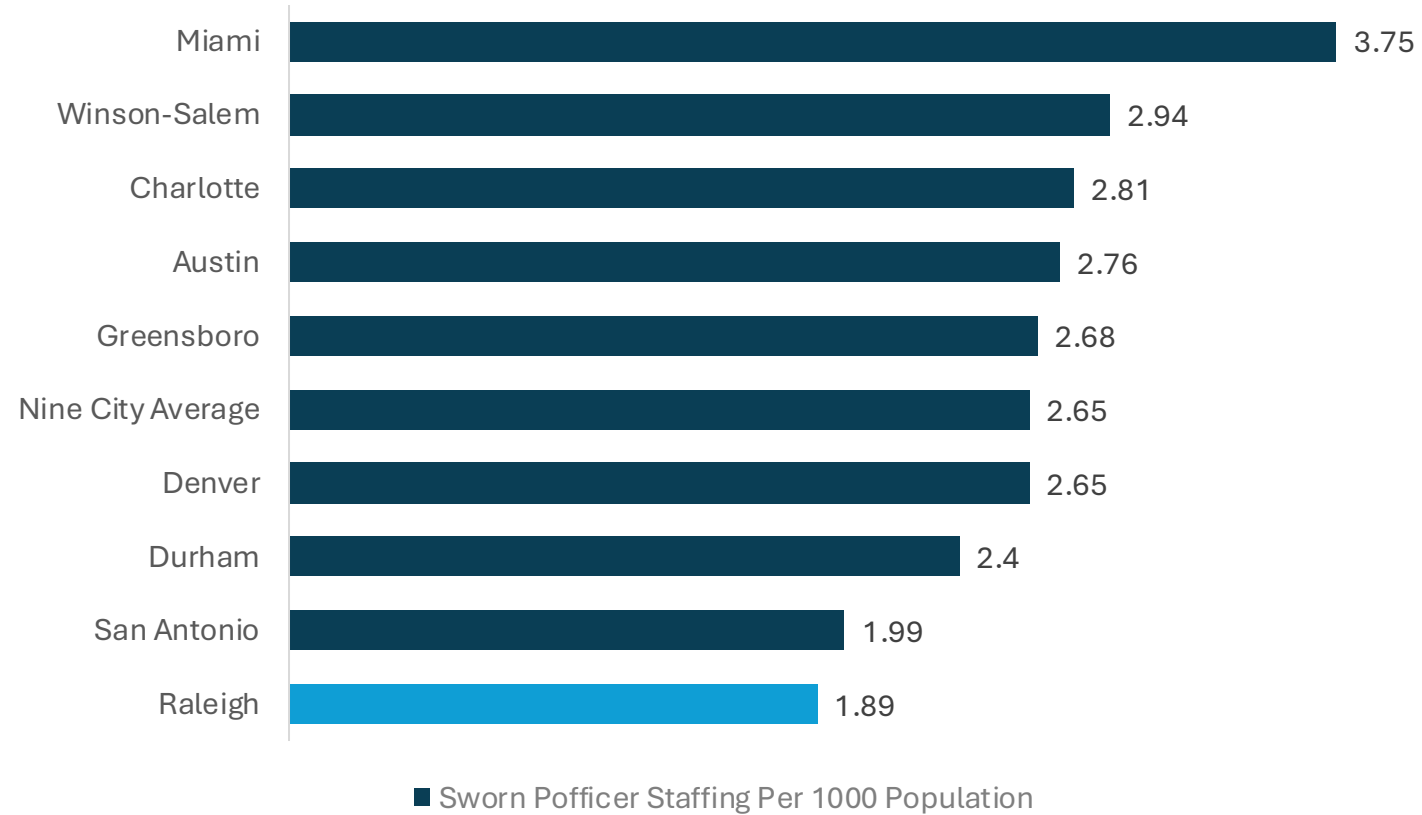
Gender:

Male	45%
Female	55%
White	64%
Black	26%
Hispanic	5%
Asian	3%
Other	2%

Age:

18-34	16%
35-44	22%
45-54	22%
55-64	20%
65+	20%

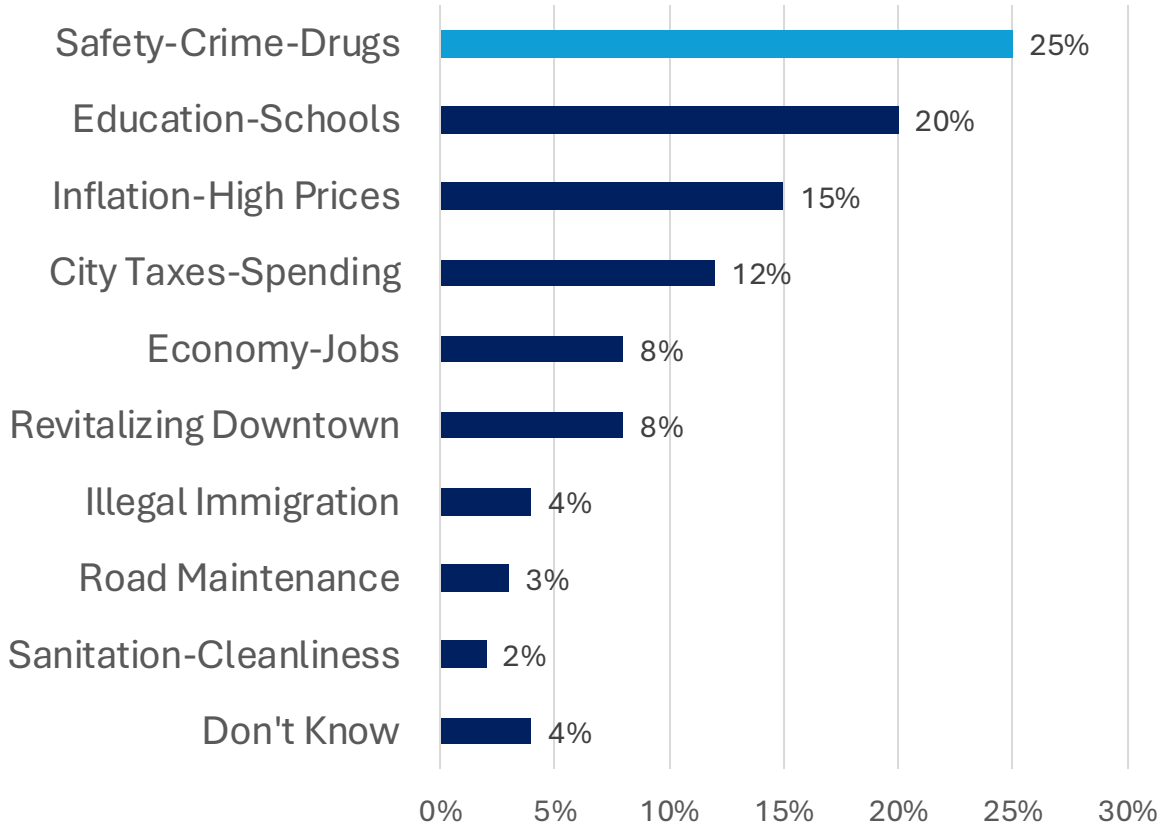
Raleigh Police Force is Understaffed



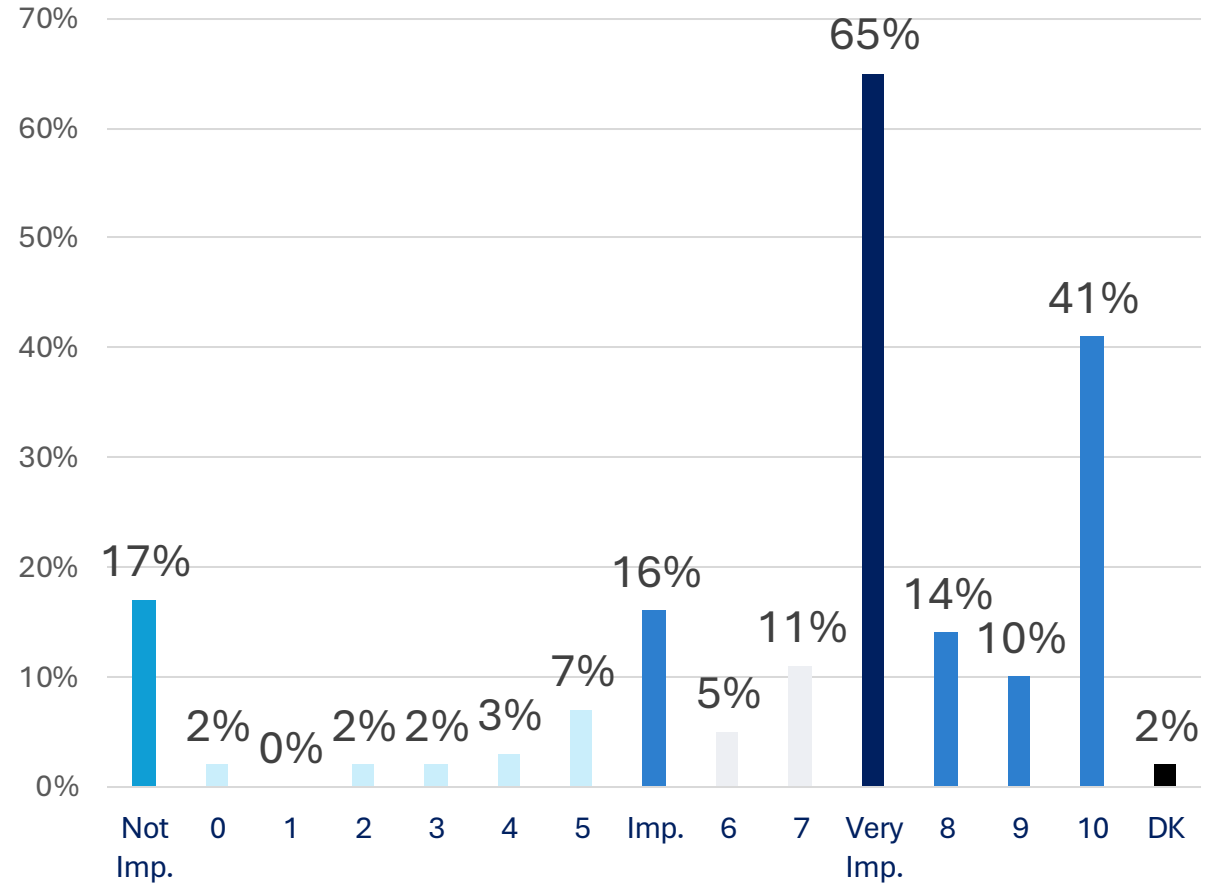
Sourced from the City of Raleigh Public Safety Staffing Study, February 24, 2020.

Public Safety Is the Top Issue with Intensity

Which of the following is the most important issue in deciding your vote for Mayor and City Council of Raleigh?

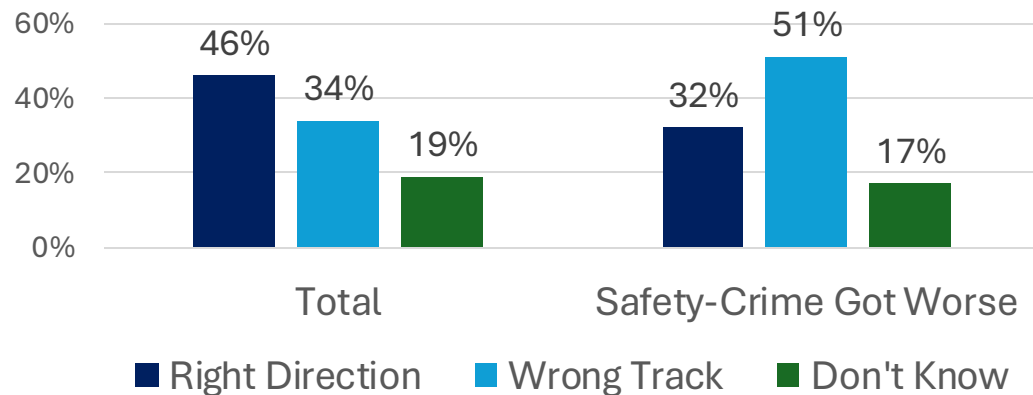


On a scale of ZERO to TEN with ZERO being “not important at all” and TEN being “extremely important,” how important of an issue is public safety and crime in deciding your vote for Mayor and City Council of Raleigh?

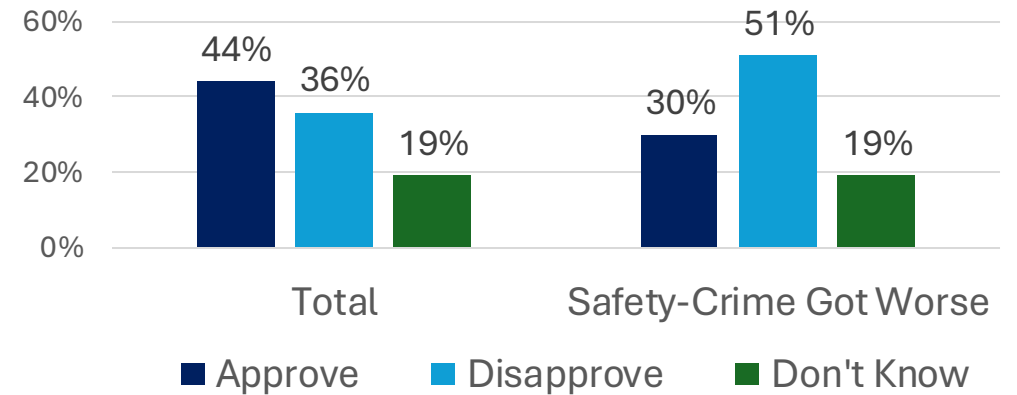


Direct Correlation Between Voter Attitudes and Public Safety

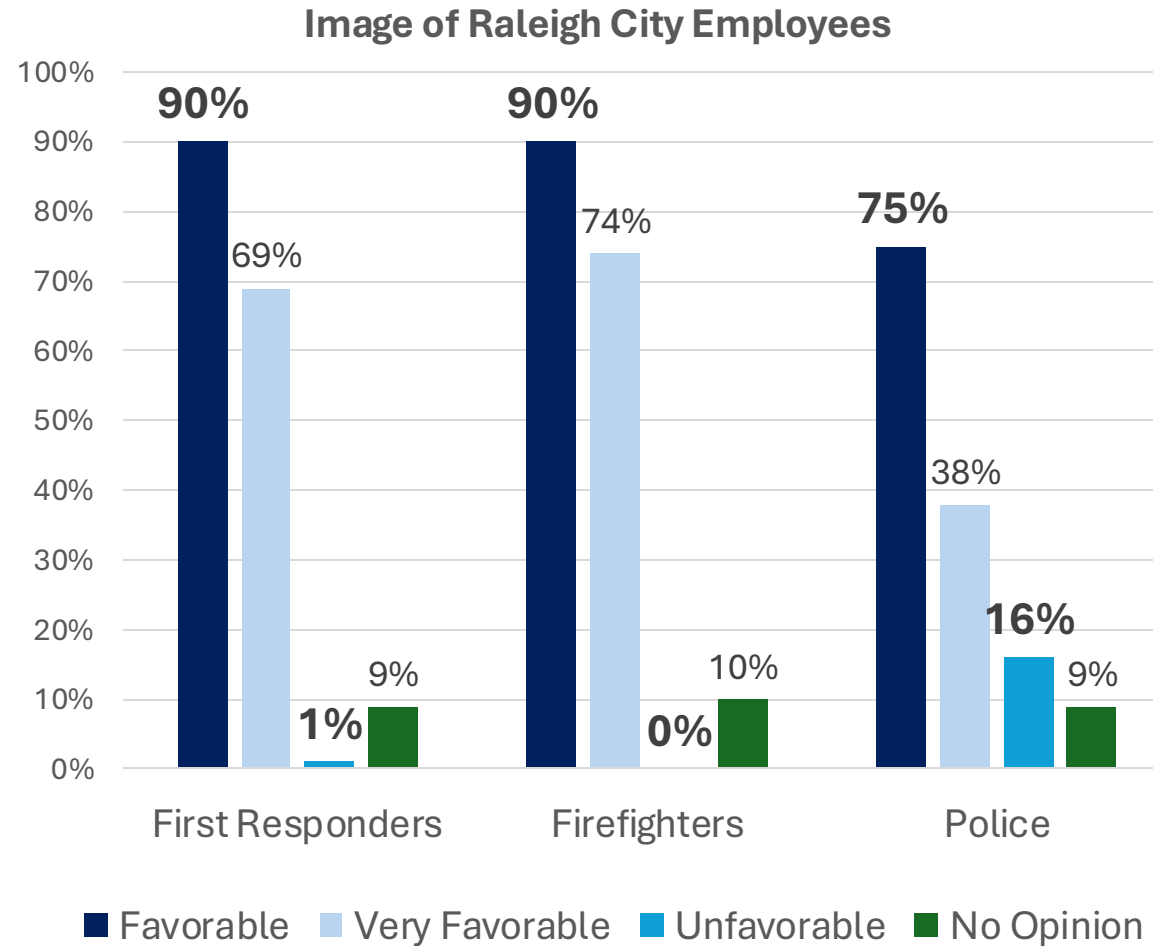
Generally speaking, would you say things in the City of Raleigh are going in the right direction or are they off on the wrong track?



Do you approve or disapprove of the job the Raleigh City Council is doing?

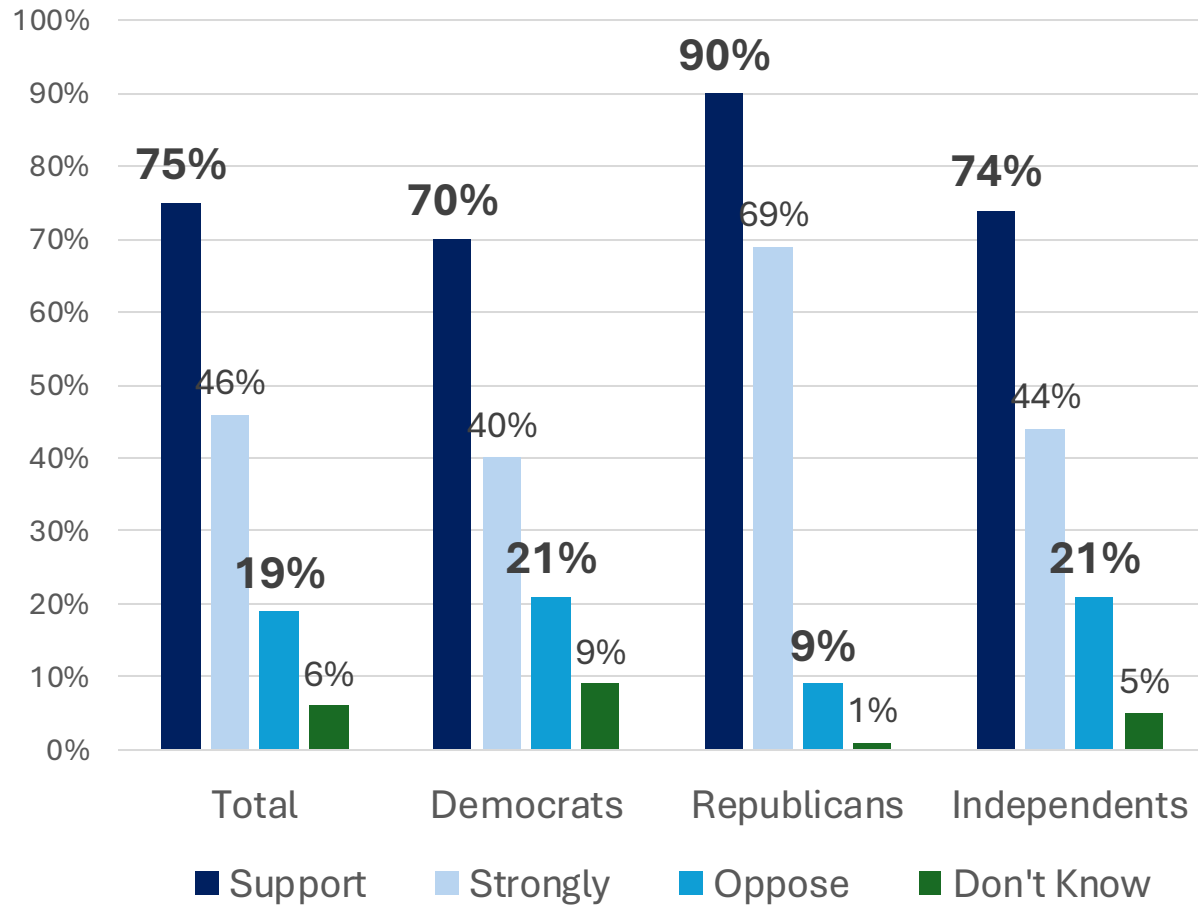


Police Favorability Not As High as Peers

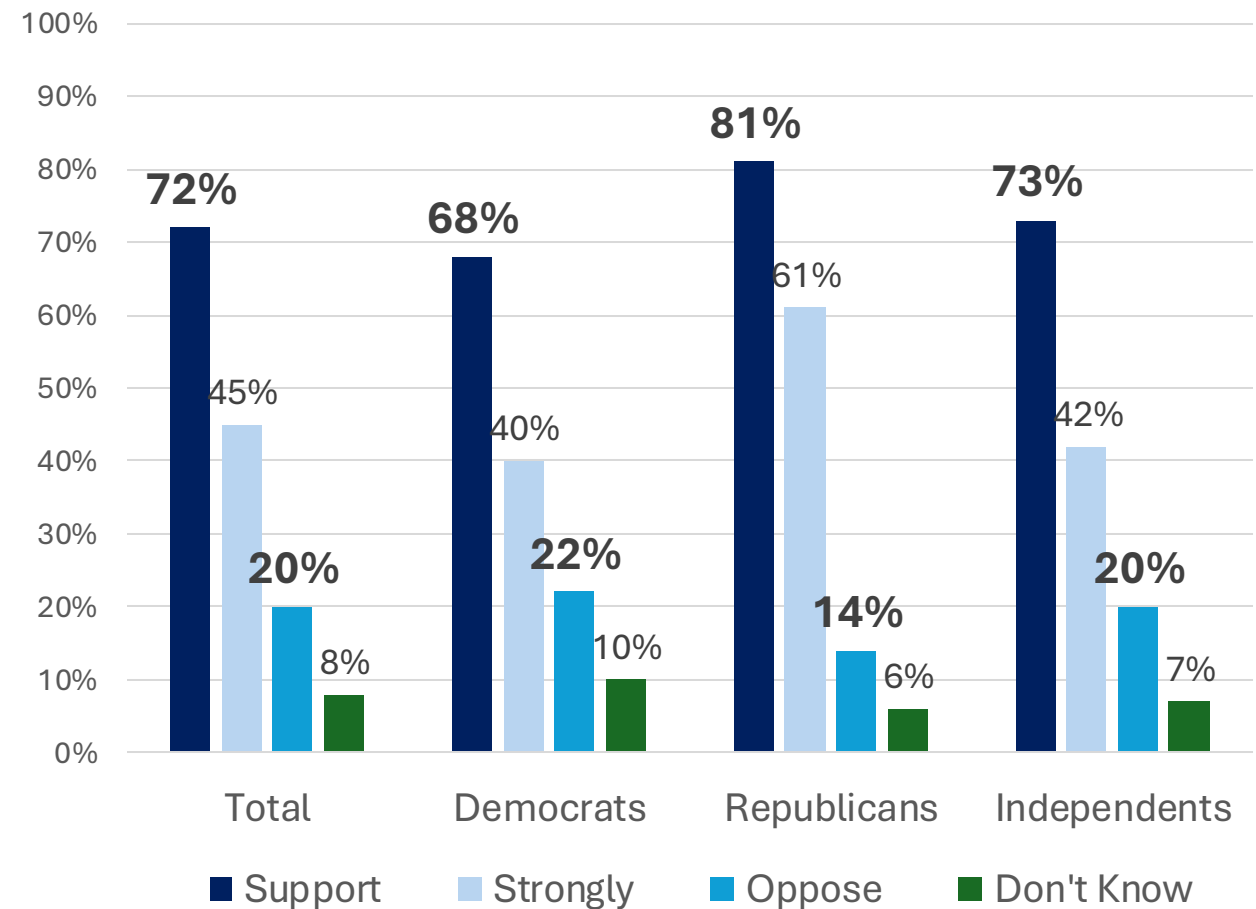


Vast Majority Supports Increasing Funds & Pay for Police

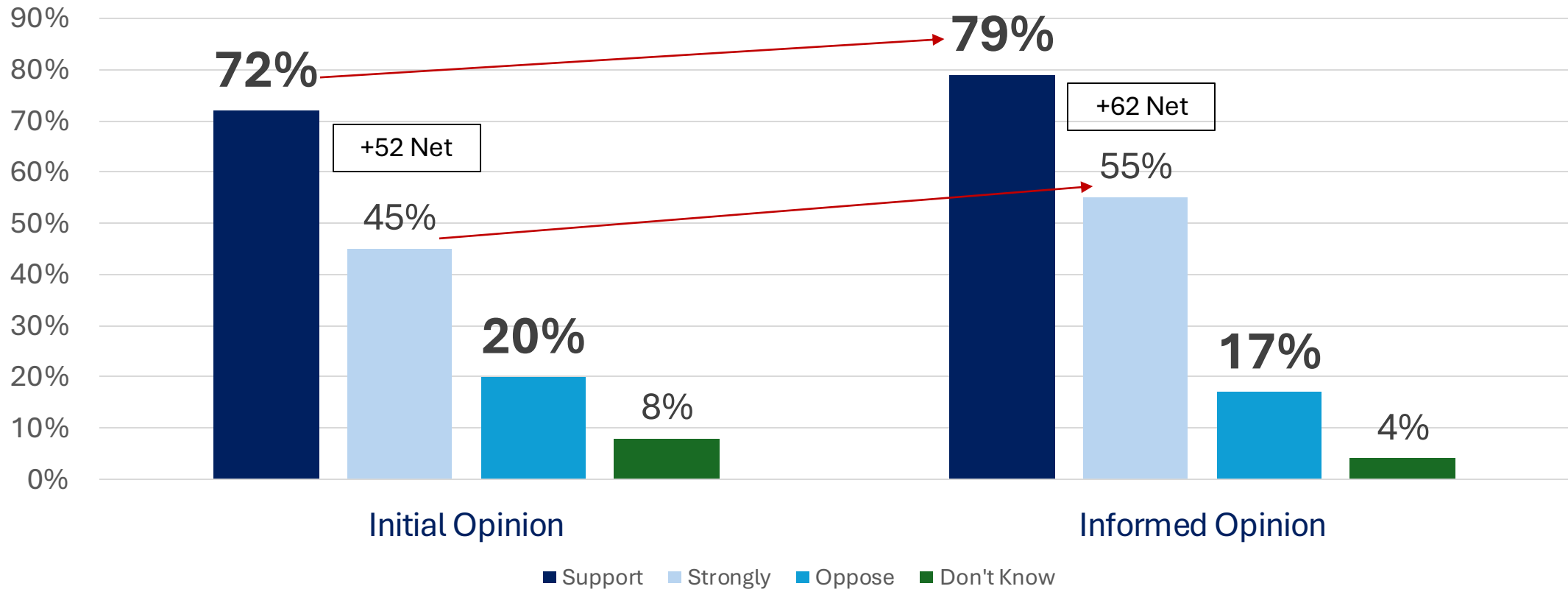
Increasing Funding for Raleigh Police



Giving Raleigh Police 15% Pay Raise



Majority Support Increases for Police Pay Raise



Do you support or oppose giving Raleigh police officers a 15% pay raise?

The starting salary of a Raleigh police officer is a little over \$50,000 and it typically takes 25 years for an officer to reach the top salary of a little more than \$88,000. Knowing this, do you support or oppose giving Raleigh police officers a 15% pay raise?

Specific Police Proposals Are Even More Popular

70% agree that public safety and crime in Raleigh would get worse if we don't fully support the police.

Support or Oppose Increasing Funding for the Raleigh Police

75% Initial Support for Increasing Funding



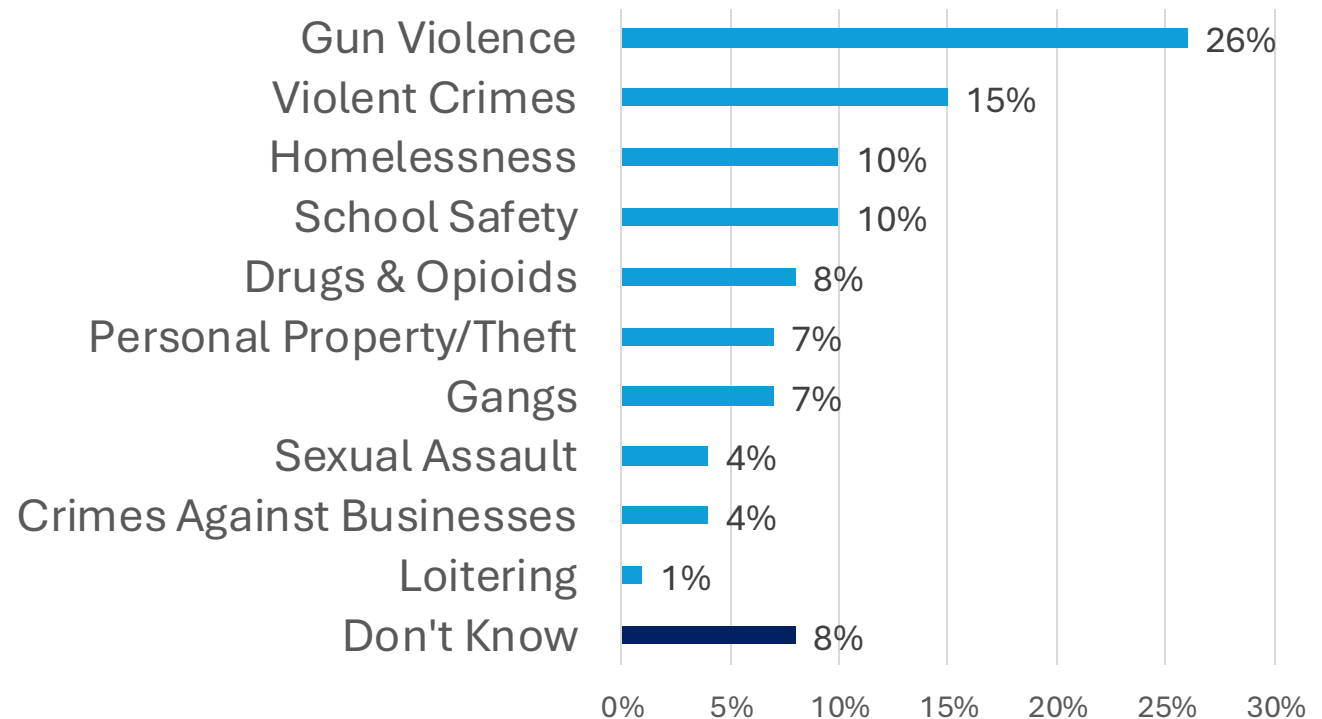
Gun Violence Is Driving Fear & Anxiety

Most Important Reason for Safer & More Secure Raleigh: Raise family (33%), less anxiety (15%), thriving businesses/jobs (13%), stronger economy (8%), better for seniors (6%), personal freedoms (5%), revitalize downtown (5%), schools (3%), restaurants-entertainment-shopping (2%), and destination for visitors (1%).

Biggest Public Safety Or Crime Issue Fear/
Worry About Most (Verbatim Responses)



Among Listed Issues: Biggest Public Safety Issue Raleigh
Should Prioritize



Powerful Messages to Strengthen Police Support

Would each statement make you more likely or less likely to support increasing funding for the Raleigh police? MORE LIKELY % / much more %	Total	Support Incr. Funds	Oppose Incr. Funds	Don't Know
Raleigh police officers deserve more competitive and livable salaries. Despite serving the 2nd biggest city in North Carolina, Raleigh police officers get nearly \$23,000 less in salary than Charlotte police and there are six cities with much smaller populations who give their police bigger salaries.	80/ 55	91/ 70	39/ 10	68/ 19
Raleigh is one of the fastest growing cities in the country with thousands of new residents every year, but our police and first responders are underfunded and shrinking, leaving the police with 100 officer vacancies, and spread too thin to do their jobs effectively.	79/ 54	90/ 68	40/ 11	62/ 19
With more competitive salaries and better resources, Raleigh will be able to hire and keep quality officers and first responders to make communities safer and more secure.	78/ 53	90/ 66	38/ 12	54/ 30
The starting salary of a Raleigh police officer is a little over \$50,000 and it typically takes 25 years for an officer to reach the top salary of a little more than \$88,000. Compared to surrounding cities, Raleigh's police salaries are ranked among the lowest and it takes 10-years longer to reach the top salary.	76/ 52	87/ 65	34/ 12	62/ 24
To make our communities safer and more secure, we need to make sure our police receive the best training and leadership skills, and state-of-the-art equipment, technology, and facilities so they can do their jobs to the best of their abilities.	72/ 47	85/ 58	25/ 10	57/ 30
A crime in Raleigh occurs every 12 minutes. We need to support our police and first responders so they can do their jobs to make communities safer and more secure.	71/ 51	84/ 64	27/ 9	49/ 22
Crime has been on the rise in cities across the country, including Charlotte and Atlanta. If Raleigh continues to lose police officers and first responders and remains understaffed and underfunded, things can get worse in Raleigh.	71/ 51	84/ 64	27/ 9	49/ 24