

2 0 2 1 S U R V E Y

# PERCEPTIONS OF PUBLIC SAFETY AND THE OFF-DUTY EMPLOYMENT INDUSTRY

EBOOK

A deep dive into how the general populace views the extra-duty employment industry and its impact on their perception of safety while in businesses and venues.



## Analyzing the Impact Off-Duty Officers Have on the Public's Sense of Safety

Those within or closely tied to law enforcement know that police officers working secondary employment details are not only common, but also an integral part of community safety. Many business owners rely on these everyday heroes to keep their customers, employees, and business assets safe.

The importance of off-duty work can't be overstated to those "in the know," but most people don't know that police are available for hire for professional safety and security to businesses and individuals. Furthermore, how does the presence of police officers correlate with people's peace of mind and feeling of safety? These are important questions to consider for both law enforcement departments, and business and organization leaders.

Understanding the impact their officers have on the community when working in an off-duty capacity can help police department leadership determine how much attention, resources, and oversight their off-duty programs should receive. If the presence of uniformed officers at events and other establishments greatly impacts the public's perception of safety (hint: they do), then perhaps having set extra-duty policies and guidelines in place - with the proper tools to oversee and enforce them - should be a priority.

The impact is more cut and dry for business leaders. From both the customer and employee perspective, respondents said they feel safer when a uniformed officer is on site. With that in mind, businesses might consider an investment in off-duty officers as an investment in their customer's overall experience and satisfaction. Likewise, a secure work environment is a powerful recruitment and retention tool. Feeling safe and secure is one of the top priorities for almost all individuals, so providing that security to customers and employees is of the utmost importance.

RollKall conducted a nationwide survey to answer these overarching questions about the off-duty industry and how the industry is perceived. The aim was to get Americans' sentiment on public safety and the impact of law enforcement presence on peace of mind and business security. The survey received more than 1,500 responses from adults ages 18-70 in January 2021.

**Here is what we found.**



## Analyzing the Impact Off-Duty Officers Have on the Public's Sense of Safety

First, we wanted to get a sense of how people perceive law enforcement's impact on crime in general, to truly understand the impact off-duty officers have on people's sense of safety. To start, we look at spending on law enforcement.

Budget cuts to both police departments and other government law enforcement agencies has been a hot button topic across the country. While opinions vastly vary, the survey clearly showed the majority of people believe cutting law enforcement budgets will have negative effects.

In fact, 73% of survey respondents believe that recent budget cuts to state and local government agencies will cause an increase in crime. With 31% believing crime will increase significantly.

Older Americans believe this more so (90% of people over 60), the drop off isn't as much as one might expect with nearly 74% of millennials and 69% of generation Z also believing this to be true.

Based on these results, it's reasonable to conclude that the majority of Americans correlate greater law enforcement presence and funding with lower crime rates. Law enforcement officers make people feel safe.

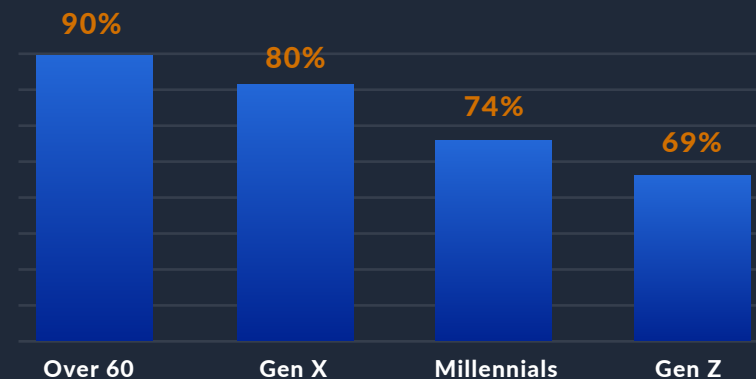


**73%**

believe that recent budget cuts to state and local government agencies will cause an **increase in crime**

**31%**

believe crime will increase significantly



Older Americans believe state and local budget cuts will cause an **increase in crime**

## Providing Safer Workplaces

Employee retention is a top priority for most businesses and organizations. In fact, according to Gallup, employee turnover costs U.S. businesses more than \$1 trillion dollars annually.

This naturally leads to the question of how can businesses limit churn? According to a national survey conducted by Mercer in 2017, making employee well-being a priority can lead to an 11% lower turnover rate. One of the most important factors of well-being is a safe work environment.

These stats show that providing a sense of safety should be a top priority for small businesses, and our survey revealed that one of the easiest ways companies can do so is by hiring professional onsite security.

60% of workers in our survey say they would feel safer at work if their employer hired police for security, and more than 75% believe that law enforcement officers are more effective at deterring crime than non-law enforcement security guards.

This provides a clear opportunity for businesses to show employees that their peace of mind, safety, and overall well-being is a priority, and may ultimately lead to less turnover.



of workers would feel safer at work if their employer hired onsite security staff



75% +

believe law enforcement officers are more effective at deterring crime than non-law enforcement security guards

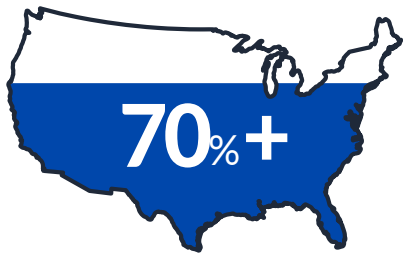


## Protecting Customers and Assets

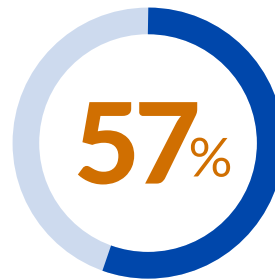
The lifeblood of any business is the customer, and finding ways to gain repeat business is the ultimate goal. While many factors play into a person's decision on where to spend their money, it might come as a surprise that safety is a critical aspect of the customer experience.

More than 70% of Americans say they are more likely to shop at a store or visit an entertainment venue that has onsite security. 57% of respondents believe that having extra-duty law enforcement security would help protect businesses.

These numbers suggest that business owners and organization leaders have an opportunity to demonstrate how they value customers by prioritizing their safety and security and providing onsite professional security.



More than 70% of Americans are more likely to shop at a store or visit an entertainment venue that has onsite security



57% of Americans believe that having extra-duty law enforcement security would help protect businesses



## Protecting Customers and Assets

In addition to customer safety, the survey also suggested off-duty officers provide an opportunity for business owners to better protect their property and goods.

88% of respondents believe the risk of property damage is lower at facilities than employ onsite officers and 75% are more likely to call attention to theft they witness if there is a police officer or security onsite.

While hiring off-duty officers comes with a price tag, it's up to business leaders to determine if the benefits outweigh the costs. If property is protected and theft is prevented, chances are the costs of hiring an officer is well worth it, and will ultimately save money in the long run.

88% +



88% believe the risk of property damage is lower at facilities that employ onsite security



75% are more likely to call attention to theft if there is a police officer or security onsite



## A Vastly Impactful, Yet Relatively Unknown Industry

The findings make it obvious that the presence of off-duty officers provides numerous benefits to businesses and greatly increases the public's peace of mind.

However, how aware is the populace that officers can work in an off-duty capacity separate from their on-duty responsibilities, and how willing would people be to hire officers?

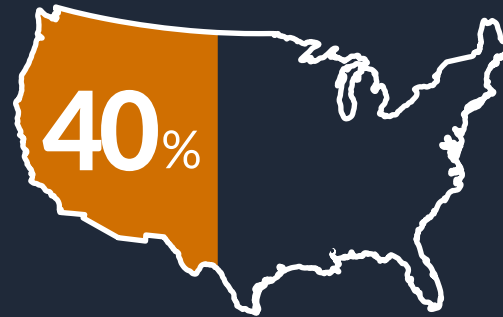
The results show that there are a large number of people that are unaware that officers work off-duty. In fact, nearly 40% of Americans are not aware that law enforcement officers provide security for local businesses and facilities when they are off duty. Additionally, only 43% of people believe it is common for officers to work extra-duty jobs.

Awareness also varies greatly by age with 70% of gen Z and 60% of millennials believing it is uncommon for law enforcement officers to work extra-duty details when they are off-duty.

While awareness may be lacking, how willing are people to hire off-duty officers?

65% of business owners and managers in the survey say they would consider hiring off-duty law enforcement. This also varies by age.

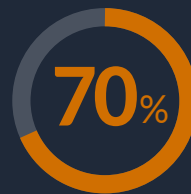
The findings suggest that the off-duty industry is still relatively unknown to many Americans, but many would be more than willing to utilize these services and recognize their value.



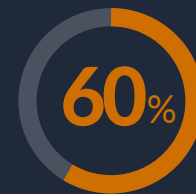
Nearly 40% of Americans are **not aware** that law enforcement officers provide security for local businesses and facilities when they are off duty



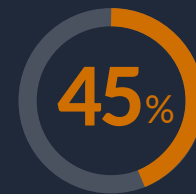
Only 43% of people believe it is common for officers to work extra-duty jobs



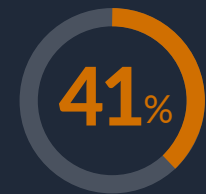
Gen Z



Millennials



Gen X



Over 60

**Extra-duty awareness** is substantially lower for younger Americans, with more than 70% of Gen Z believing it is uncommon for law enforcement officers to work extra-duty details when they are off duty



## A Clear Opportunity

The importance of extra-duty police officers on community safety is well-known by many, but the survey findings clearly illustrate that much of the general public is unaware of the industry. Despite this lack of awareness, there is a clear public interest in feeling safe and the presence of uniformed officers makes people feel safe.

For law enforcement agencies, these findings present an opportunity for expansion. While the public, business owners, and business employees (of all ages) find value in the presence of uniformed officers, many are unaware of their availability to be hired.

Making concerted efforts to educate communities on their local department's extra-duty program can lead to more work for officers, and improved community safety. With this however, comes a need for more defined policies surrounding off-duty work and the correct tools to ensure policy compliance.

For business and organization leaders, the survey results display just how important safety is to patrons. People want to feel safe and a very easy way to provide that is by hiring off-duty law enforcement officers. Not only can it lead to repeat business and protected assets, it can help with employee well-being and retention.

Ultimately, the survey results show that the extra-duty industry protects businesses and citizens, while also fostering goodwill between local police officers and the communities they serve.





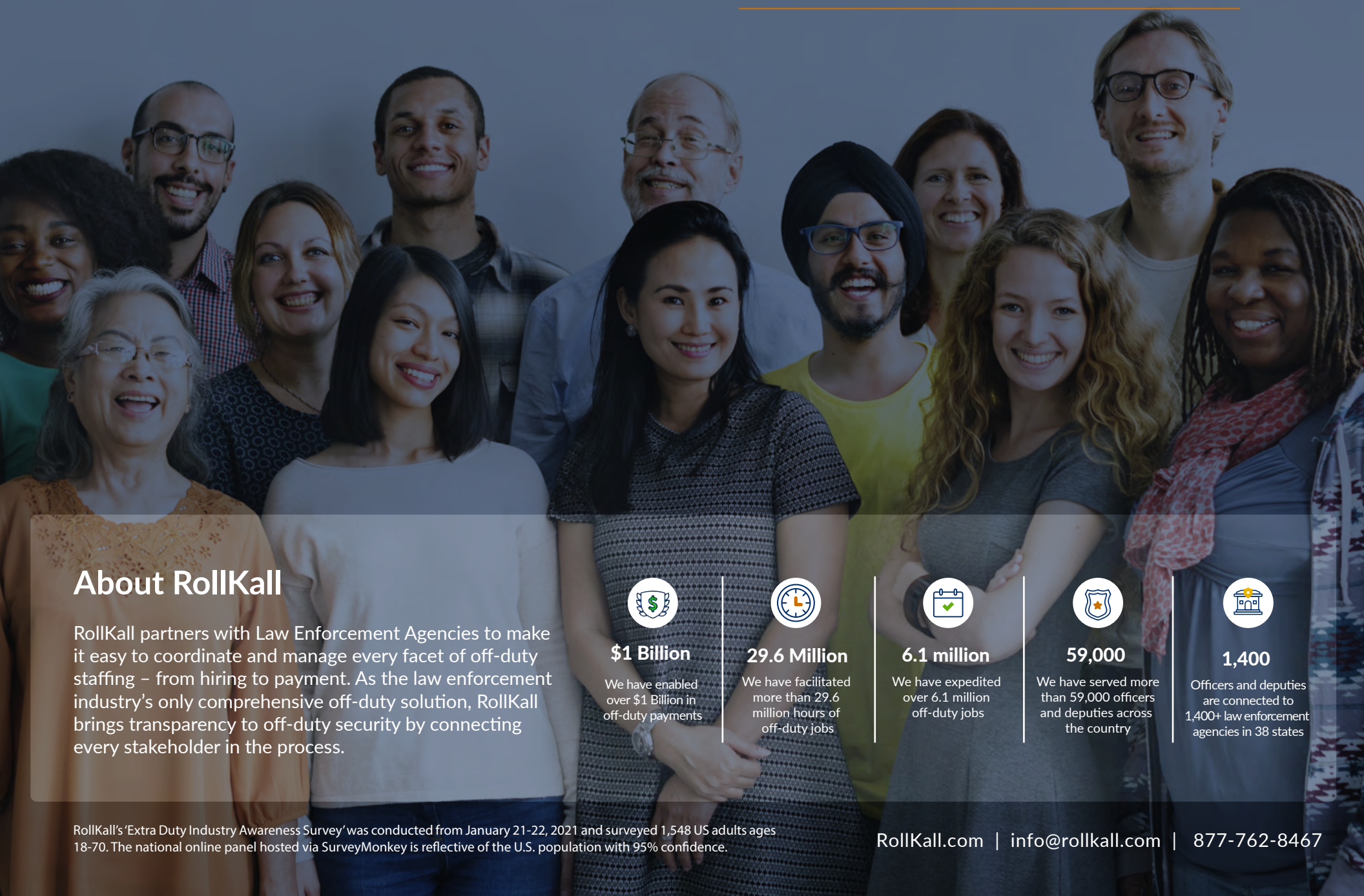


2 0 2 1 S U R V E Y

---

# PERCEPTIONS OF PUBLIC SAFETY AND THE OFF-DUTY EMPLOYMENT INDUSTRY

---



## About RollKall

RollKall partners with Law Enforcement Agencies to make it easy to coordinate and manage every facet of off-duty staffing – from hiring to payment. As the law enforcement industry’s only comprehensive off-duty solution, RollKall brings transparency to off-duty security by connecting every stakeholder in the process.



**\$1 Billion**

We have enabled over \$1 Billion in off-duty payments



**29.6 Million**

We have facilitated more than 29.6 million hours of off-duty jobs



**6.1 million**

We have expedited over 6.1 million off-duty jobs



**59,000**

We have served more than 59,000 officers and deputies across the country



**1,400**

Officers and deputies are connected to 1,400+ law enforcement agencies in 38 states

RollKall's 'Extra Duty Industry Awareness Survey' was conducted from January 21-22, 2021 and surveyed 1,548 US adults ages 18-70. The national online panel hosted via SurveyMonkey is reflective of the U.S. population with 95% confidence.

RollKall.com | info@rollkall.com | 877-762-8467