

## Kiel, Andrew

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**From:** Quinn, Katie [Katie.Quinn@cityofrockhill.com]  
**Sent:** Tuesday, July 08, 2014 4:37 PM  
**To:** Kiel, Andrew  
**Cc:** Vehaun, David  
**Subject:** Article re. Rock Hill as 18th most dangerous small city

Andrew,

In response to your article about the Movoto real estate company ranking Rock Hill as the 18<sup>th</sup> most dangerous small city (<http://www.wrhi.com/2014/07/real-estate-firm-ranks-rock-hill-18th-dangerous-city-in-usa-94315>), I'd like to point out some flawed statistics and misinformation.

- All ranked crime lists are based on 2012 statistics submitted to the FBI. Cities that do not submit statistics to the FBI (Columbia, SC for instance) would not be counted in any rankings. Additionally, the FBI website includes this information about Uniform Crime Reports:

"Since crime is a sociological phenomenon influenced by a variety of factors, the FBI discourages ranking the agencies and using the data as a measurement of law enforcement effectiveness."

<http://www.fbi.gov/about-us/cjis/ucr/word>

- Adjusting for crimes per 100,000 people misrepresents the numbers of actual crimes. For instance in 2012, the City of Rock Hill had 8 homicides—not 12. However, since our population is less than 100,000 people, the number was adjusted up to meet the statistic per 100,000. It is not accurate to assume that a population of 100,000 people would increase those numbers proportionally. For instance, in 2011 Rock Hill had 4 homicides, half as many as 2012, with about the same population number.
- The same logic is used regarding violent crimes. In 2012, Rock Hill had 447 violent crimes, but the number adjusted to 100,000 people is 657, as shown in the study.
- The study also doesn't take into account businesses as victims of crime, or locations with a significant tourist population, which could increase crime, but not be reflected in the census.
- Implying people have an equal "chance" of becoming a victim of a crime is not accurate. Those involved in high risk behavior, such as drugs or gang activity, are more likely to become a victim than the average Rock Hill citizen or someone visiting our community.
- The study counted four groups of crimes: murders (weighted 30%, violent crimes (which also includes murders; weighted 30%), property crimes (weighted 30%) and total crimes (which also includes murders; weighted 10%). In essence, homicides were counted in three of the four categories.

As a real estate company, Movoto is concerned with driving traffic to its website in order to sell homes. Their blog, which includes numerous articles "ranking" cities for anything from most boring to snobbiest, is used a way to drive visitors to their site for marketing purposes. While these lists can be entertaining, we believe it is irresponsible to report the study as authoritative and statistically significant.

The City of Rock Hill publishes an annual crime report and crime map on our website at <http://cityofrockhill.com/departments/police/more/police-department/crime-map>. We invite the media and public review the information, including comparative data, and provide comments if interested.

Thank you.  
Katie

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