

Calgary Police Commission 2008 Citizen Survey



Environics Research Group
Survey Dates: 02 July to 23 August, 2008

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Executive Summary





The Calgary Police Commission – Mission Statement

To provide independent civilian oversight and governance of the Calgary Police Service to ensure a safe community.

Environics Research Group Commissioned To Conduct The 2008 Calgary Police Service (CPS) Citizen Survey

The Calgary Police Commission authorized Environics Research Group to survey Calgary residents on its behalf. The primary purpose of this study was to measure resident perceptions regarding safety, crime and the Calgary Police Service.

Environics Research Group conducted a random telephone survey of 1,007 City of Calgary residents. In conducting this research, respondents opinions may take into consideration not only their own experiences but also their perceptions, what they may have seen, heard or read in terms of the areas investigated. Consequently, survey findings not only provide a measurement of satisfaction but also the perceived image of the quality of service provided by the Calgary Police Service.

Telephone interviews were conducted from 02 July to 23 August, 2008. Interviews were conducted with City of Calgary residents 18 years of age or older. Data was collected proportionate to the population of the CPS District locations.

Where possible results from the 2007 Calgary Police Service citizen survey have been included and comparisons have been noted.

Executive Summary



Citizens Continue To Be Highly Satisfied With The CPS And Value The Service Provided

The vast majority of Calgarians rate the CPS highly with 9 in 10 residents saying they are satisfied overall with the services provided. Residents articulate a very strong sense of pride and appreciation for CPS officers and the work they do for the City as a whole. Results suggest that officers are clearly a positive “face” of the Service.

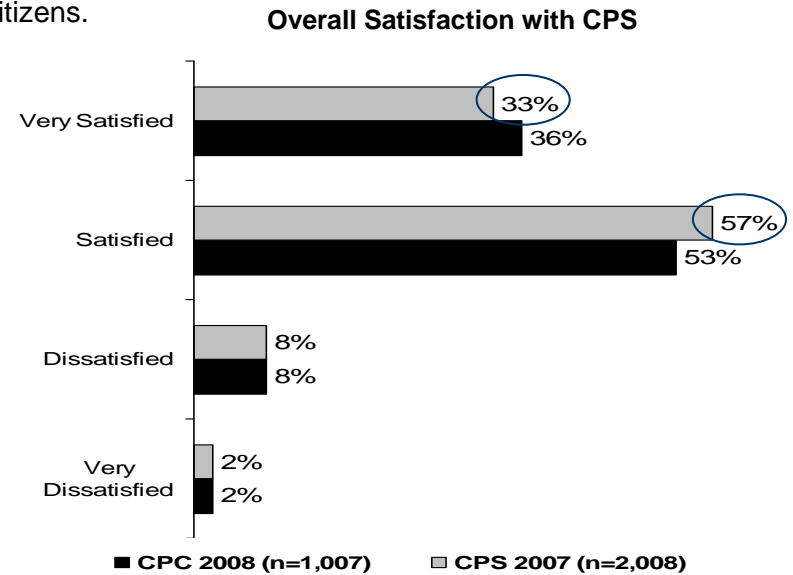
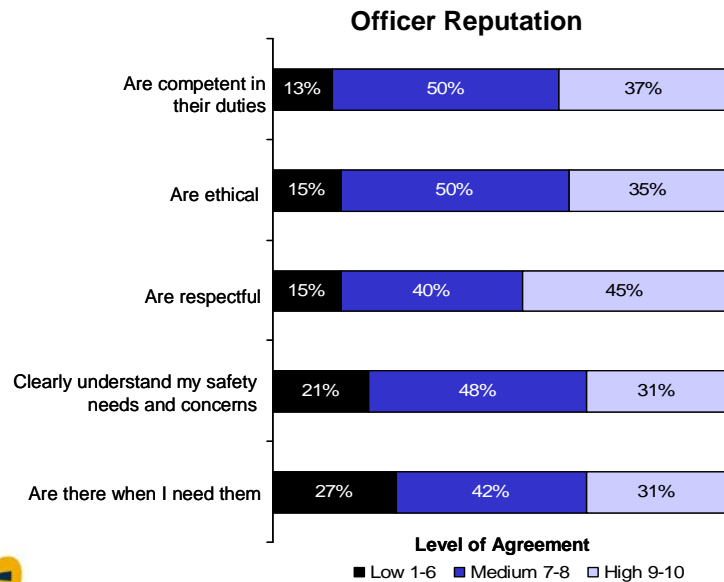
Study findings indicate that the CPS reputation is held in high esteem by citizens.

“Officers are excellent. They do the best that they can.”

“They do an excellent job of enforcing the law and supporting the community.”

“Officers are competent, hard-working and reliable.”

“They have a very difficult job and are always there when they are needed.”



Executive Summary



Calgary Crime Rates are Declining But Citizens Perceive City Crime As Increasing

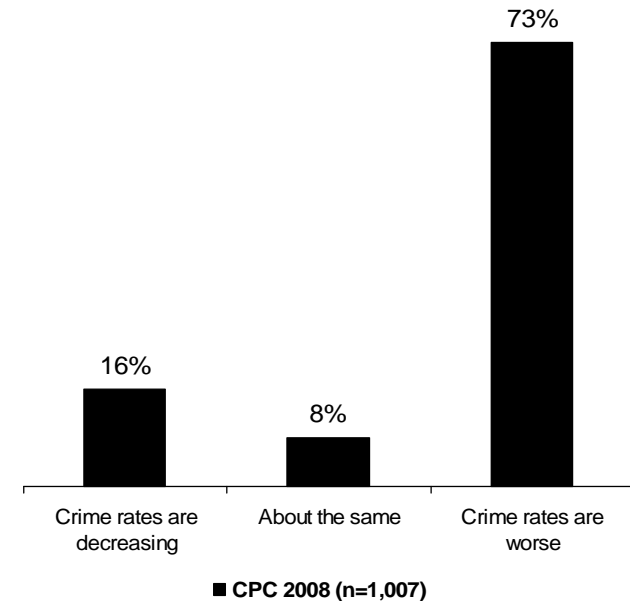
Statistics Canada reports a downward trend in police-reported crime for the City of Calgary. Seven in ten Calgarians, however, perceive that crime in Calgary has worsened.

An increase in drug related crimes and illegal gang activities are seen by many citizens as significant factors contributing to an unsafe City environment – particularly at a City-wide level

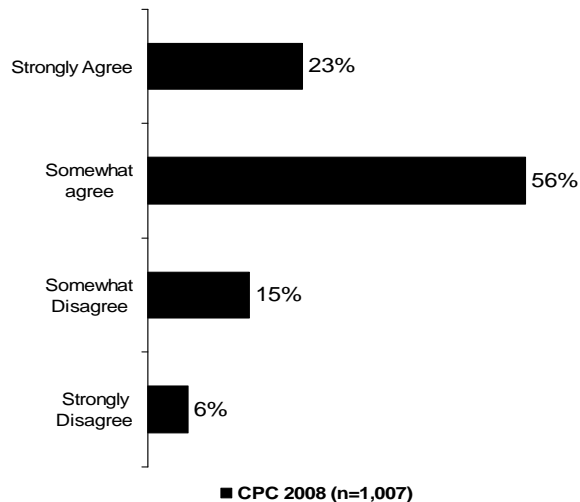
The Majority Of Residents Maintain Calgary Is A Safe Community To Live

Despite some apprehension about crime in the City, eight in ten residents strongly or somewhat agree that the City of Calgary is a safe community in which to live.

Perception of Crime in the City



Agree Calgary is a Safe Place to Live



Executive Summary



Residents' Sense Of Safety is Higher At the Neighbourhood Level

From a neighbourhood perspective, residents have a much higher sense of safety. 2008 survey results show that residents are more likely to believe that crime in their neighbourhood is remaining the same (62%); a significant increase from 53% who shared this view in 2007.

Moreover, historical CPS survey results have indicated a growing trend in the number of residents who believe neighbourhood crime was on the rise, this year, residents are much less likely to share this opinion.

When asked about specific neighbourhood concerns fewer residents reported any top-of-mind concerns, with almost one-quarter of residents (24%) who had no initial comment; a substantial increase from the 1 in 7 who did not report any concerns in 2007.

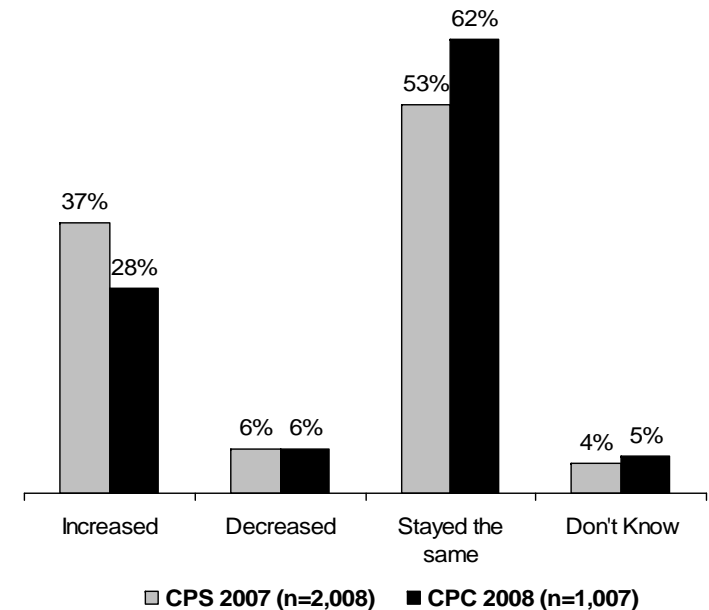
Residents Feel Less Exposed To Violent Crime And More To Property Crime

The feeling of neighbourhood safety is particularly true as it relates to violent crime with two-thirds of residents (65%) saying they feel safe from violent crime in their neighborhoods, and one-third feeling extremely safe.

However, the same high degree of safety is not necessarily shared when considering the risk of being a victim of property crime, as less than half of Calgarians (49%) feel safe from property crime. House break and entry continues to be the most common neighbourhood fear expressed by about one-quarter of residents (top-of-mind).

While more police presence is typically seen as an effective way of heightening ones feeling of safety (34% total mentions), many residents articulate a variety of individual protection efforts such as increasing the number of block and neighbourhood watches, installing alarm systems and having more community awareness.

Perception of Neighbourhood Crime



Executive Summary



LRT Safety, Youth-related Crimes And Gang Violence Are Of Greatest Concern To Calgary Residents

Of the eight safety concerns investigated, residents are predominately concerned about issues around LRT safety, youth crimes and illegal gang activities. House break and entry and vehicle theft are viewed as less of a concern; although still evoke an overall moderate degree of anxiety. This may be associated with residents' lower levels of concern for neighbourhood safety issues versus issues that may be seen as a more City-wide challenge.

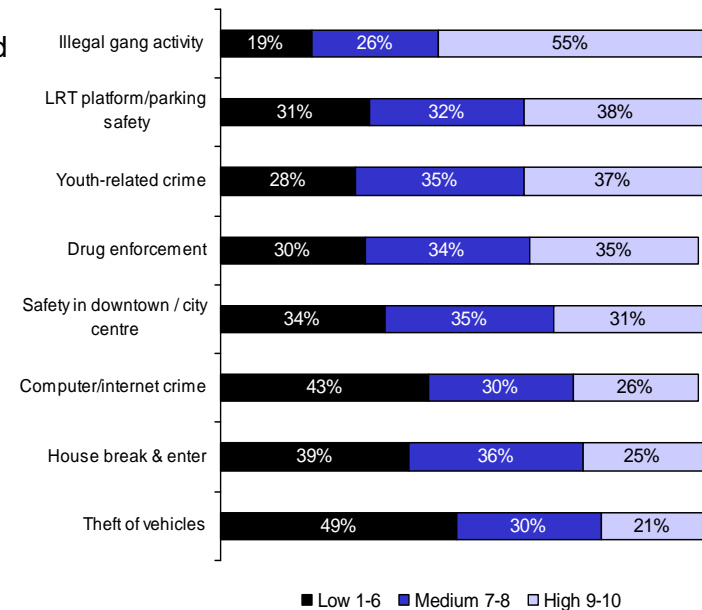
Residents Desire More Police And Police Visibility

There is a gap between the level of concern for specific issues and residents perceptions of how well the Service is performing in effectively dealing with these problems. This is particularly evident for those issues of greatest concern among residents – LRT safety, youth-related crimes and gang violence.

The gap, or perceived lower levels of success in addressing these priority issues, does not appear to be related to the reputation or overall satisfaction with the CPS but more an empathy or understanding of the resources and challenges associated with successfully tackling these safety concerns. Residents repeatedly express a desire for more police patrols, officer recruitment and increased visibility or presence.

Residents are generally less inclined to agree that the CPS provides an adequate amount or level of service to the public (23% strongly agree) or that they maintain appropriate visibility in the community (21% strongly agree). Being understaffed and not having the resources to allocate to increased police presence is commonly reiterated as a considerable challenge.

Resident Level of Concern for City and Neighbourhood Safety Issues



Executive Summary



Local Media Is The Main Source Of Information About Crime And Safety Issues In The City

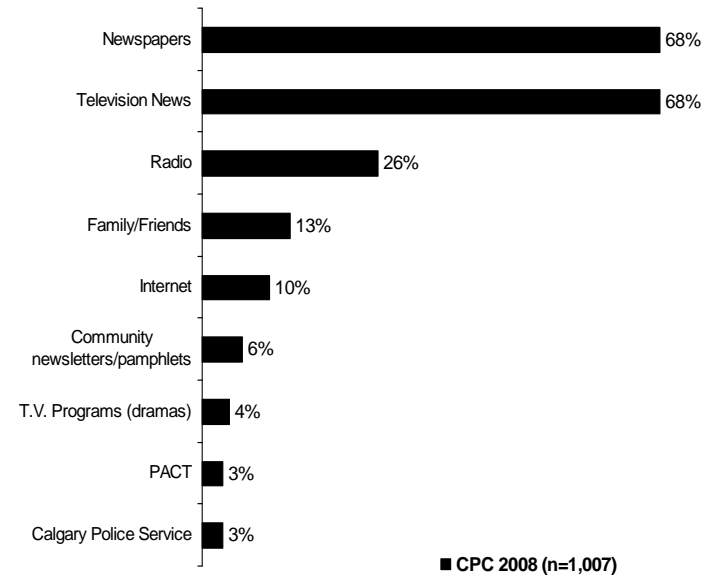
The majority of residents learn about crime stories through local newspapers and television news. Very few residents cite communication efforts publicized by CPS or CPC.

Many Residents Share A Desire For More Crime And Safety Related Information

Almost six in ten residents say they would like more information related to safety issues, particularly as it relates to illegal gang activity, drugs and drug trafficking.

Local print media is seen as the most effective method of receiving information. The majority of residents cite articles in local newspapers (90%), community newsletters (84%) and direct mail (81%) as effective methods of communicating these issues to residents.

Sources Of Information About Crime in Calgary



Research Overview



Research Overview



Method	15 minute telephone survey conducted with a randomly selected sample of City of Calgary residents
Field Dates	Wednesday July 2 nd to Saturday August 23 rd , 2008 Extended interview process over eight weeks designed to minimize the impact of point-in-time events.
Sample Size	1,007
Telephone Interviewing and Quality Control	Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set by the Marketing Research and Intelligence Association (MRIA).

Sample Distribution

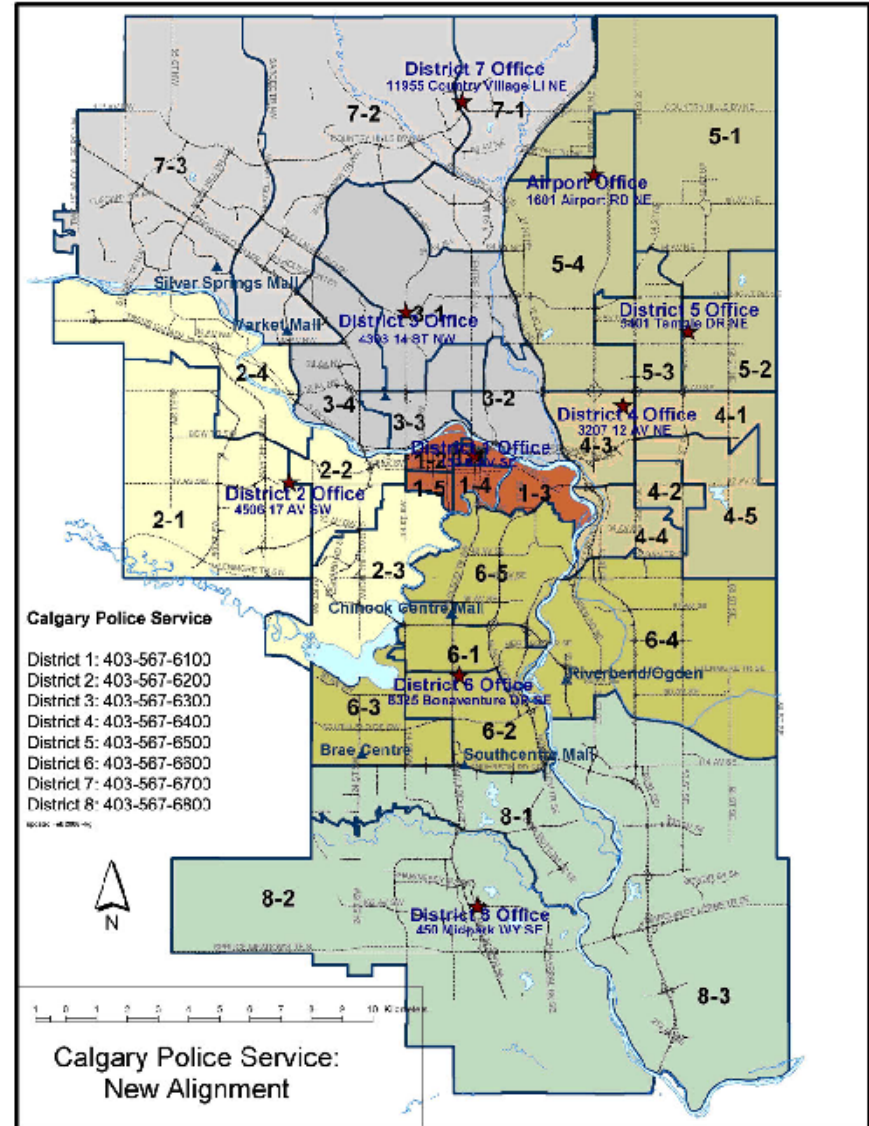


Sample Distribution

City of Calgary residents 18 years of age or older

Data collected proportionate to the population of CPS District Locations

District Location	% of City of Calgary Population	N
District 1	5%	50
District 2	15%	151
District 3	10%	102
District 4	8%	80
District 5	11%	112
District 6	10%	100
District 7	23%	230
District 8	18%	182
Total	100%	1,007



How to Read the Report



Reporting of Results

This report contains the results of the 2008 Citizen Survey conducted by Environics Research Group on behalf of the Calgary Police Commission. Where possible, results from the 2007 Calgary Police Service Citizen Survey have been incorporated (n=2,008).

Indicating Significance

Differences in results between sub-groups that are statistically significant (95% confidence) are denoted by the following symbols.



Indicates significantly higher than other sub-segments or previous 2007 citizen results



Indicates significantly lower than other sub-segments or previous 2007 citizen results

Margin of Error

It is important to remember that when results are analyzed within each segment, the margin of error becomes larger due to smaller sample sizes. The table to the right provides an indication of the relative margin of error expected for smaller sample sizes at the 95% confidence level.

Some graphs will not show results equal to 100%; in those cases, this is due to the reported numbers being rounded or to the remainder of the sample having responded "Don't Know/Refused".

Unless otherwise stated, noted results are presented on the total sample of Calgary residents.

Sample Sizes	Margin of Error (+/-)
50	13.9
100	9.8
200	6.9
400	4.9
600	4.0
800	3.5
1,000	3.1

Sub-group Analysis

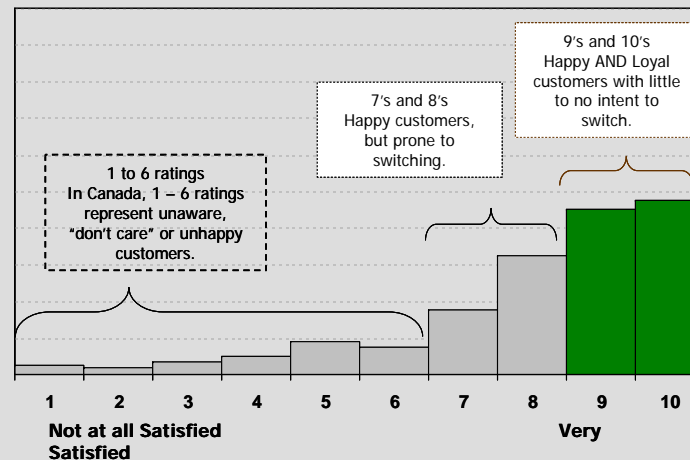
Detailed analyses by sub-group is included within the notes view of each relevant slide.

Top Box Results

Top box results (% 9-10 ratings) are recommended and used rather than mean scores or as a supplement to mean scores. Top box ratings are the best-in-class standard in performance tracking; the most relevant measure for tracking true loyalty.

Why Use % 9 – 10 Ratings?

- Research has shown that top box ratings (% 9 – 10) are awarded to companies by individuals who are both happy and loyal.
- Individuals awarding 9 and 10 ratings out of 10 are the least likely to switch to the competition and are therefore truly loyal.
- International companies like Sears and Xerox have refocused attention to top box results in an effort to monitor true competitive advantage through very high satisfaction and true loyalty.



“Increasing mean satisfaction is strategically different than increasing the percentage of delighted customers and employees.”

*Steve Kirn, VP, Innovation and Organization Development
Sears Roebuck and Co.*

Scale

Unless otherwise noted, rating scales represent: 1=strongly disagree, 10=strongly agree.

Project Objectives



- To obtain an understanding of how Calgary residents feel the Calgary Police Service is performing and where the Calgary Police Service should grow and provide service in the future.
- To identify key issues for residents of Calgary relating to the police service, perceptions of crime and safety, priorities for the community and to determine key drivers of those attitudes.
- To have a statistically valid sample of viewpoints, corresponding to Calgary's current ethnic make-up.
- To understand the relative importance of various urban issues.
- To provide trend-tracking on key factors from previous studies.

Research Findings

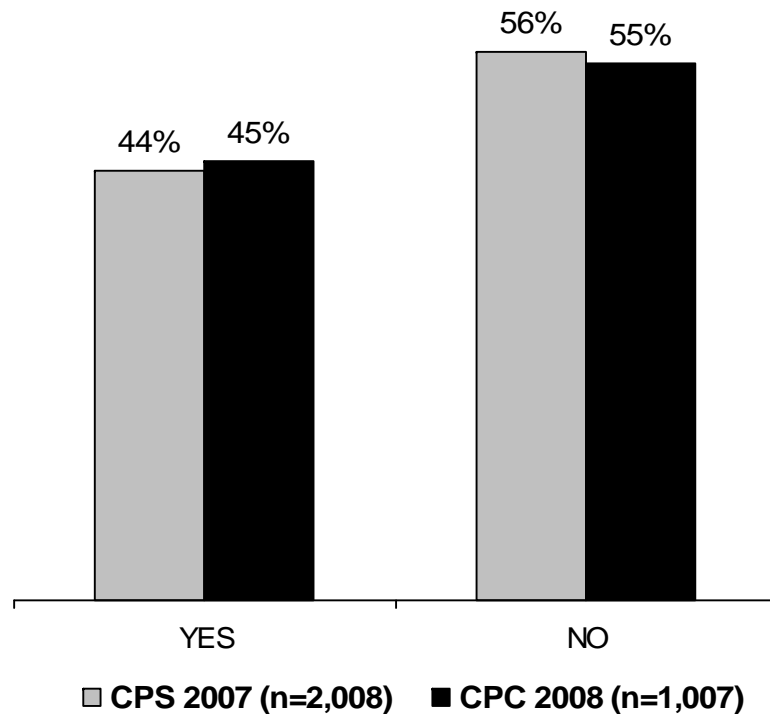


Contact with CPS



Fewer than half of Calgary residents report having contact with the CPS in the past 12 months.

Contact with CPS



Type of Contact Made*:

- Called 911 or 266-1234 (24% vs. 27% in 2007)
- Officer dispatched/investigation (15% vs. 18% in 2007)
- Went to police facility (14% up from 9% in 2007)
- Witnessed / involved in traffic accident (9% vs. 12% in 2007)
- Stopped due to traffic violation (7% vs. 6% in 2007)
- Spoke with officer on street (7% vs. 9% in 2007)

*Note: n=those who reported contact with CPS in past 12 months (n=453 in 2008 vs. n=874 in 2007).

E1. In the past 12 months have you had any contact either on the telephone or in-person with an Officer or other on-duty employee of the Calgary Police Service? E2. Can you tell me what type of contact it was?

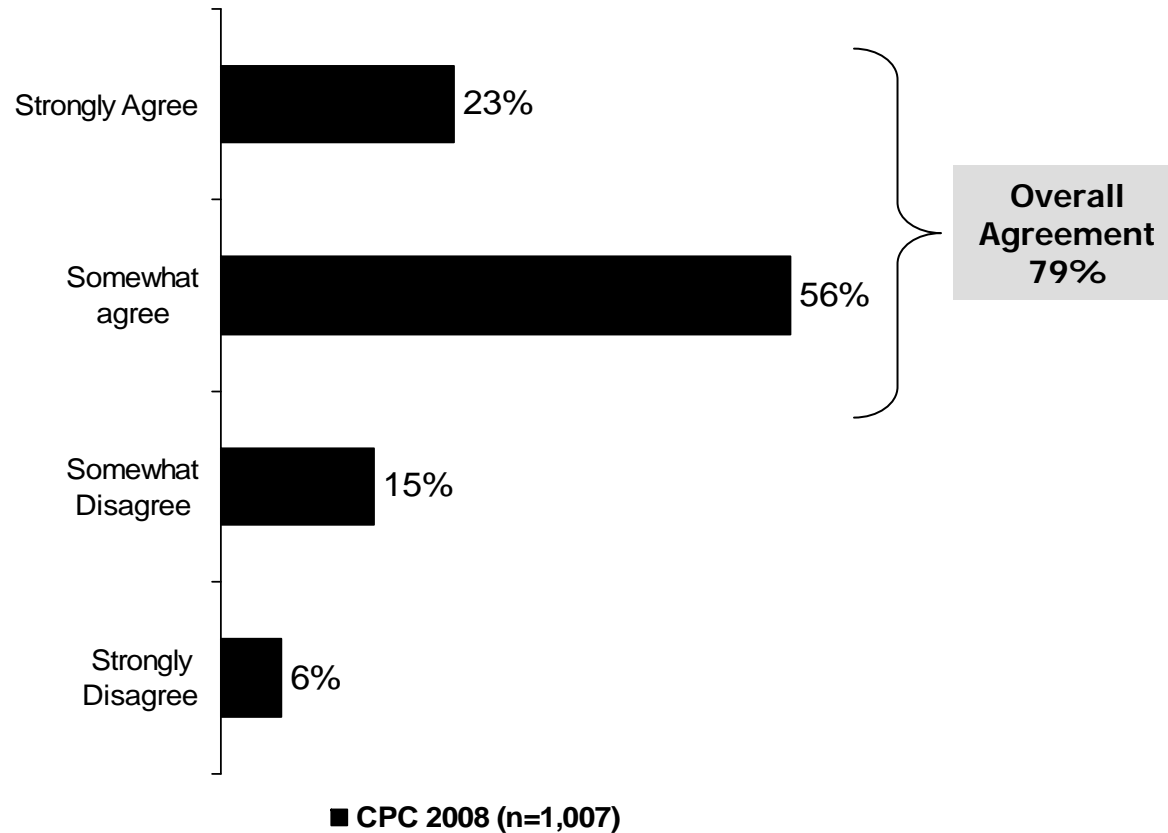
Perceptions of Safety and Crime in Calgary



Overall Agreement “Calgary is a Safe Place to Live”



Most residents agree that the City of Calgary is a safe community in which to live.

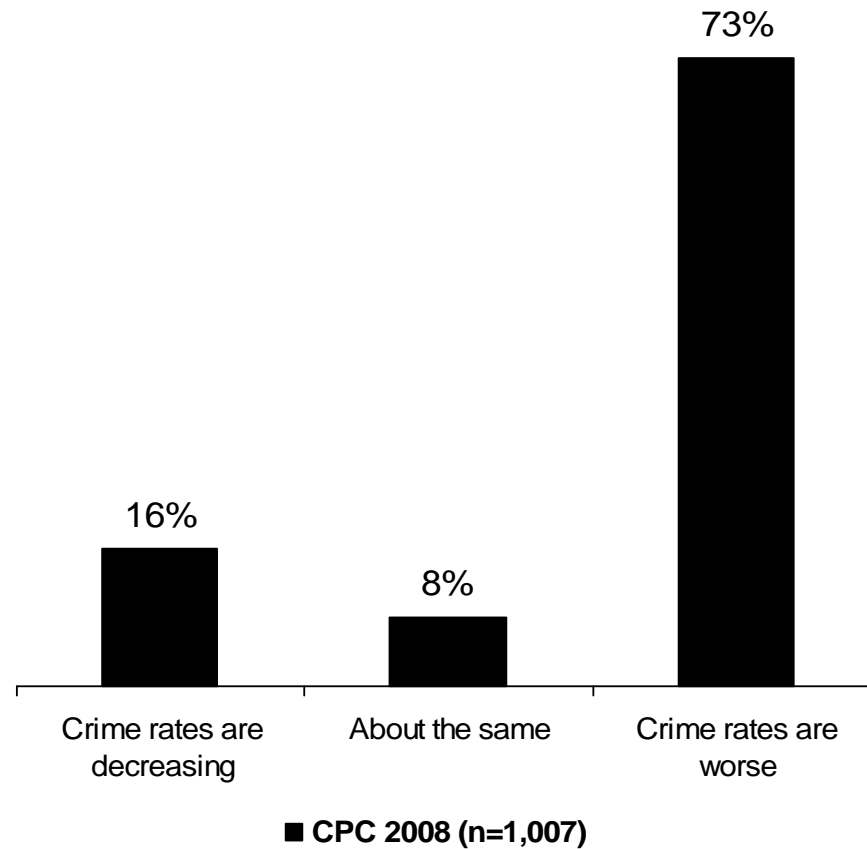


B1. Would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement that “Calgary is a safe City to live in”?

Perceived Crime Rates – real or media hype?



Many Calgarians believe crime is growing more common in their City and that it is generally perceived as worse than before.



B2. Some people say that crime rates in Calgary are decreasing and that it's mainly the dramatic crime stories in the media that are upsetting people. Other people say that crime in Calgary is really worse than it was before. Which of these two points of view is closest to your own?

Major Cause of Crime in Calgary Today



Illegal drugs and gang activity are identified, top-of-mind, as the major causes of crime in Calgary today.

	2008 Total Mentions n=1,007
Drugs/increase in illegal drugs	30%
Gangs/increase in illegal gang activity	28%
Population increase	16%
Poverty	7%
Not enough police	6%
Soft justice system/justice system too lenient	5%
Immigration/lenient immigration policy	4%
Young Offenders Act	4%
Poor parenting/broken homes	3%
Low moral standards	3%
Unemployment	3%
Occurrence of people/property crimes	2%
Youth crimes	2%
Homelessness/increase in homelessness	2%
Racism	2%
Lack of child care/services for schools/families	2%
Easy access to guns	2%
High cost of living	2%
Lack of discipline in schools/education system	2%
Lack of morality/respect	2%

*Mentions of less than 2% are excluded

*Adds up to more than 100% due to multiple mentions.

B3. In your opinion, what is the major cause of crime in Calgary today? (Note: asked unprompted, without offering response choices.)

City of Calgary Concerns (unaided)



When considering the City as a whole, illegal gang activities are top-of-mind among Calgary residents.

City Concerns:	2008 (n=1,007)	
	Top-of-Mind	Total Mentions
Illegal gang activities	23%	34%
Drug law enforcement	9%	20%
House break-ins/break and enter	8%	19%
Assault causing injury	5%	9%
Safety in public places (downtown, streets)	4%	6%
Gun crime/shootings	4%	6%
Youth crime	3%	5%
Traffic violations (speeding, unsafe driving)	2%	11%
Maintaining indoor/outdoor - personal & family safety	2%	3%
Violent crimes (general)	2%	3%
Organized crime	2%	3%
Homelessness/increase in homelessness	2%	4%
Theft other than vehicles	2%	5%
None / no issue of great concern	9%	9%

*Mentions of less than 2% are excluded

*Total mentions add to more 100% due to multiple responses.

B4a/b. Considering the City of Calgary as a whole, what would you say is the safety or crime issue of greatest concern to you, if any? What other safety or crime issues come to mind? (Note: asked unprompted, without offering response choices.)

Perceptions of Neighbourhood Safety



Neighbourhood Concerns (unaided)



At the neighbourhood level, house break and enter is the top-of-mind neighbourhood concern.

Neighbourhood Concerns:	2008 (n=1,007)	
	Top-of-Mind	Total Mentions
House break-ins/break and enter	21%	27%
Drug law enforcement	8%	12%
Traffic violations (speeding, unsafe driving)	6%	13%
Theft of vehicles	5%	10%
Vandalism	5%	7%
Theft other than vehicles	4%	7%
Graffiti	3%	6%
Damage to property	3%	6%
Youth crime	3%	5%
Illegal gang activities	2%	4%
Juveniles congregating/hanging around	2%	3%
Homelessness/increase in homelessness	1%	3%
Maintaining indoor/outdoor personal/family safety	1%	2%
Maintaining safety in the neighbourhood	1%	1%
Assault causing injury	1%	2%
Neighbourhood noise/disturbing the peace	1%	2%
Gun crime/shootings	1%	1%
None / no issue of great concern	24%	24%

*Mentions of less than 1% are excluded

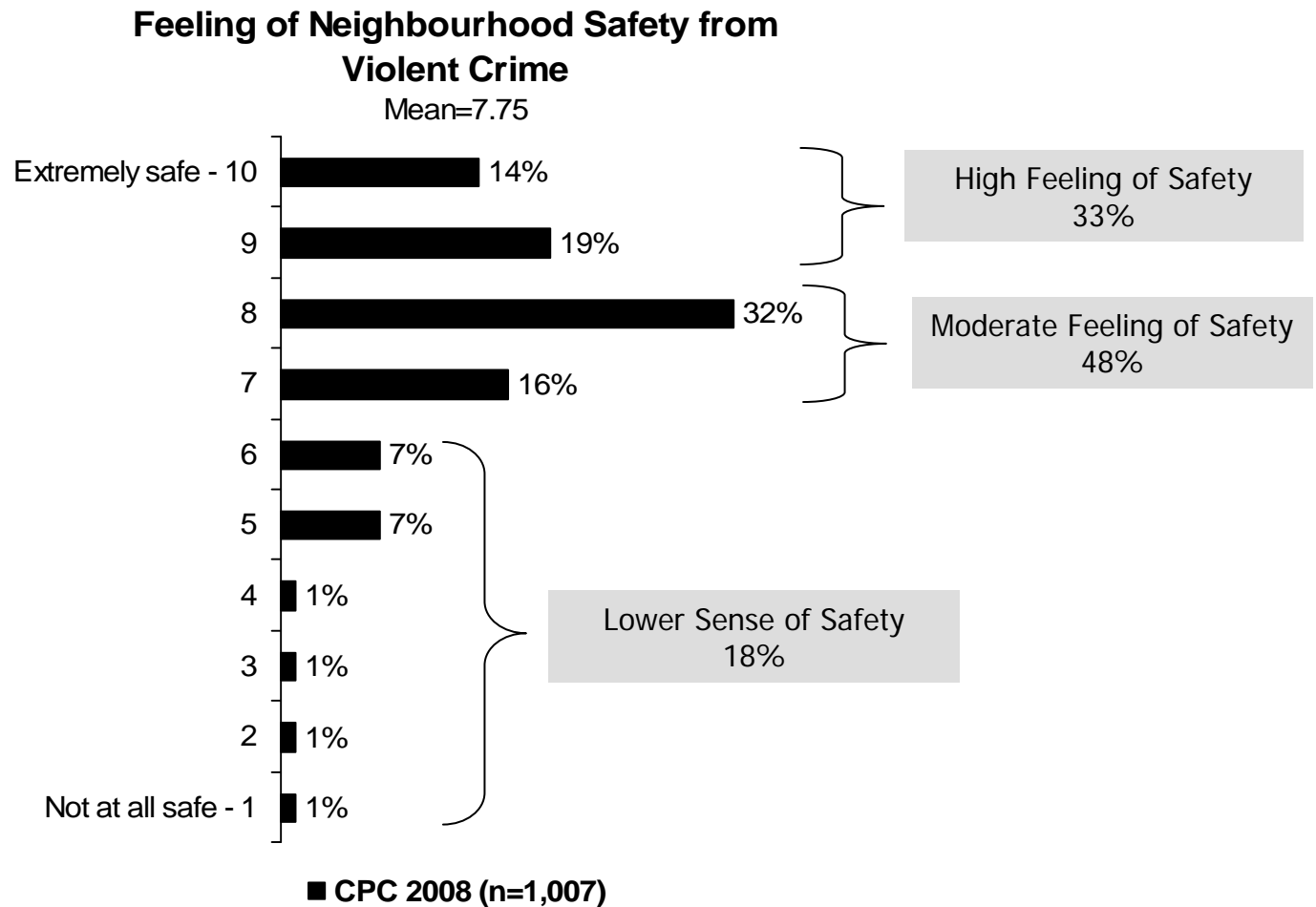
*Total mentions add to more 100% due to multiple responses.

B5a/b. Next, I would like to ask you the same question about your neighbourhood. What would you say is the safety or crime issue of greatest concern to you in your neighbourhood? What other neighbourhood safety or crime issues come to mind? (Note: asked unprompted, without offering response choices.)

Perceived Exposure to Neighbourhood Violent Crime



Most residents have a sense of safety in their neighbourhood from the risk of violent crime.



B6. When you consider the risk of your family being a victim of a violent crime, such as an assault, how safe is your neighbourhood?

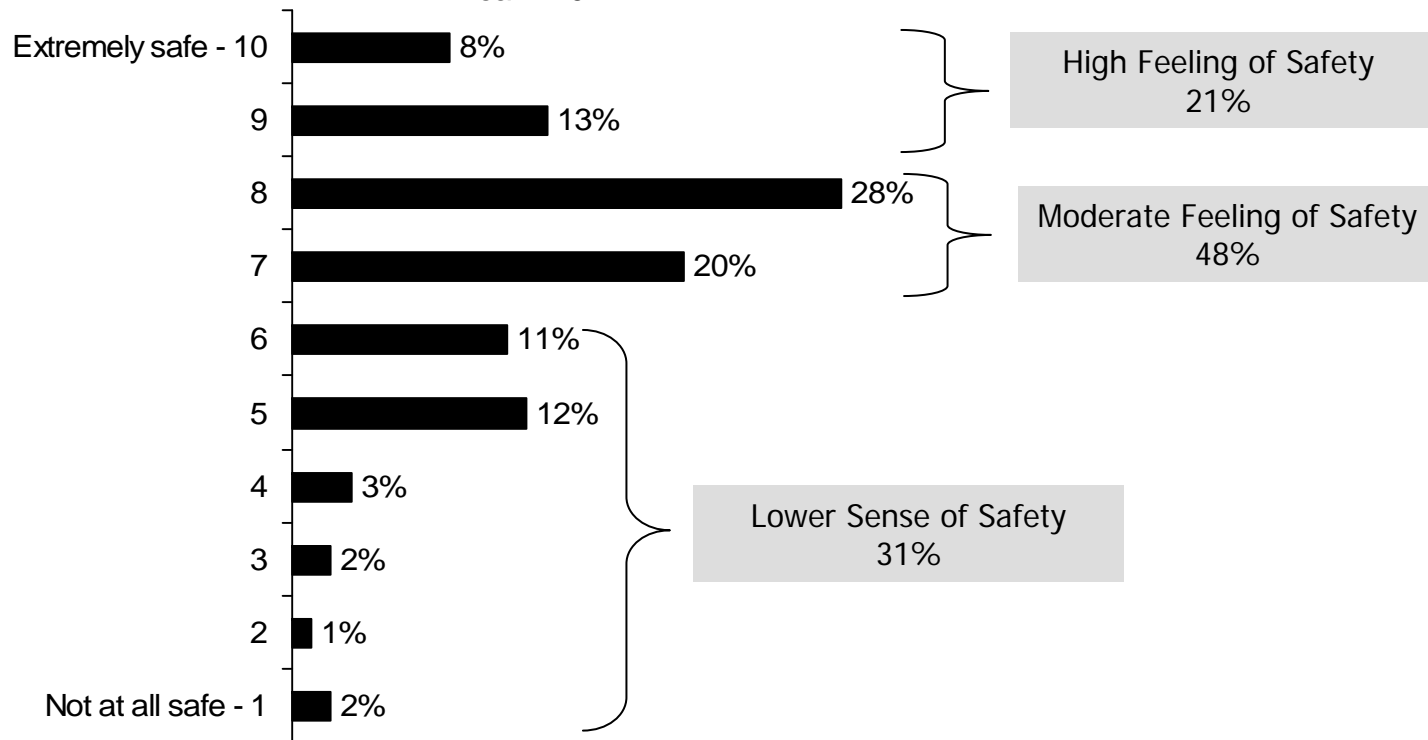
Perceived Exposure to Neighbourhood Property Crime



Seven in ten residents feel safe in their neighbourhood from being a victim of property crime.

Feeling of Neighbourhood Safety from Property Crime

Mean=7.07



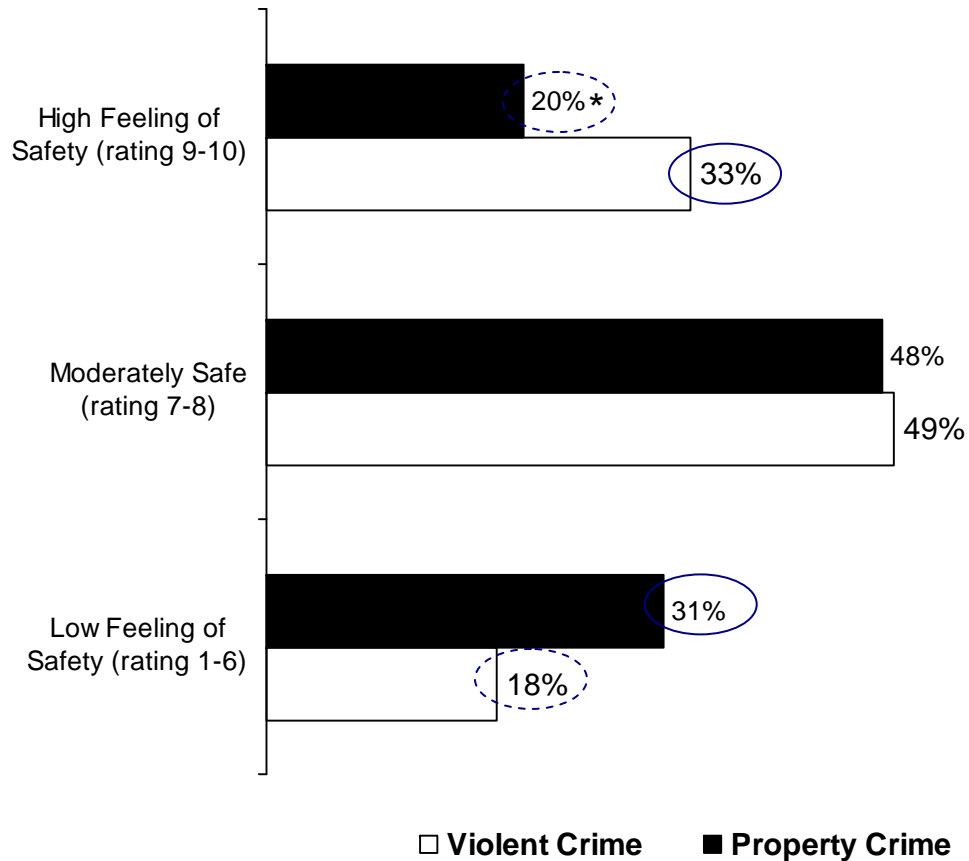
■ CPC 2008 (n=1,007)

B7. When you consider the risk of your household being a victim of property crime such as a break-in, how safe is your neighbourhood?

Perceived Exposure to Violent Crime / Property Crime



In their neighbourhood, residents feel more at risk from property crime than violent crime.



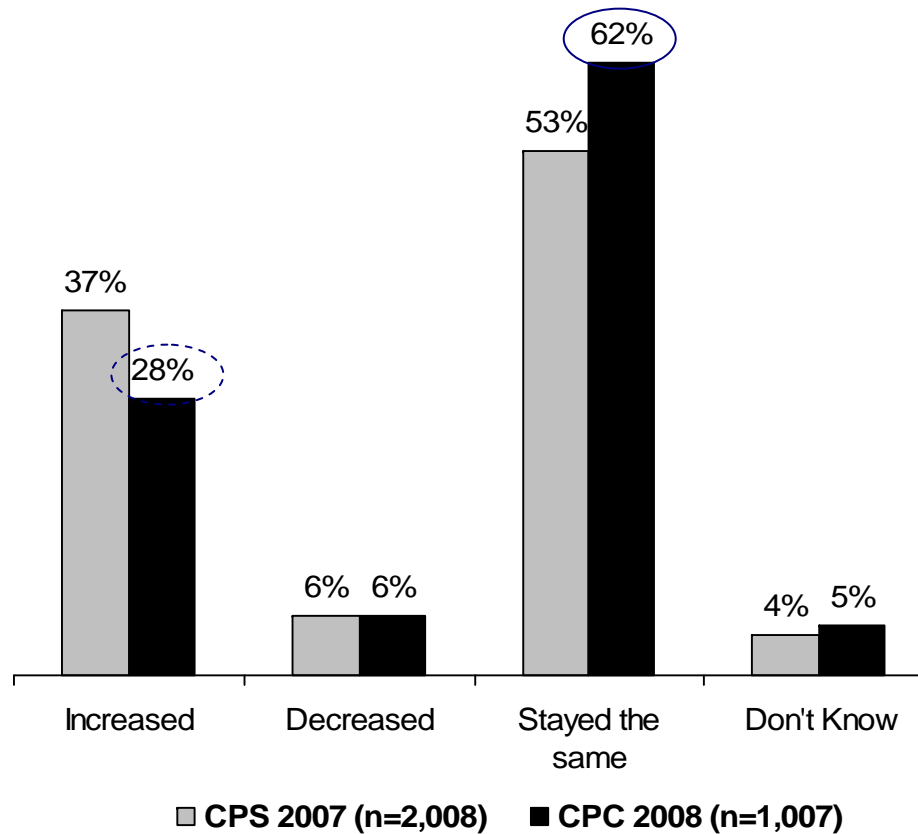
*Rounding

- B6. When you consider the risk of your family being a victim of a violent crime, such as an assault, how safe is your neighbourhood?
B7. When you consider the risk of your household being a victim of property crime such as a break-in, how safe is your neighbourhood?

Perceived Change in Neighbourhood Crime



Most residents feel neighbourhood crime has stayed about the same during the past 5 years, with significantly fewer who believe crime has increased.



B8. During the past 5 years, do you think that crime in your neighbourhood has increased, decreased or stayed about the same?

What Makes You Feel Safe?



Increased police presence continues to make residents feel more safe from crime.

	2008 Total Mentions n=1,007
More police patrols (car patrols / foot patrols)	34%
More police officers	18%
Block/neighbourhood watch/contact with neighbours	13%
Better environmental design	4%
Knowing police can respond to calls faster	3%
Alarm systems	3%
More severe criminal penalties	3%
No visible crime	3%
Community and personal awareness - stay alert	2%
Staying locked indoors	2%
Nothing more - I already feel safe	17%

*Mentions of less than 1% are excluded

*Adds up to more than 100% due to multiple mentions.

B9. What makes you feel safe, or what would make you feel safe from crime in your neighbourhood? (Note: asked unprompted, without offering response choices.)

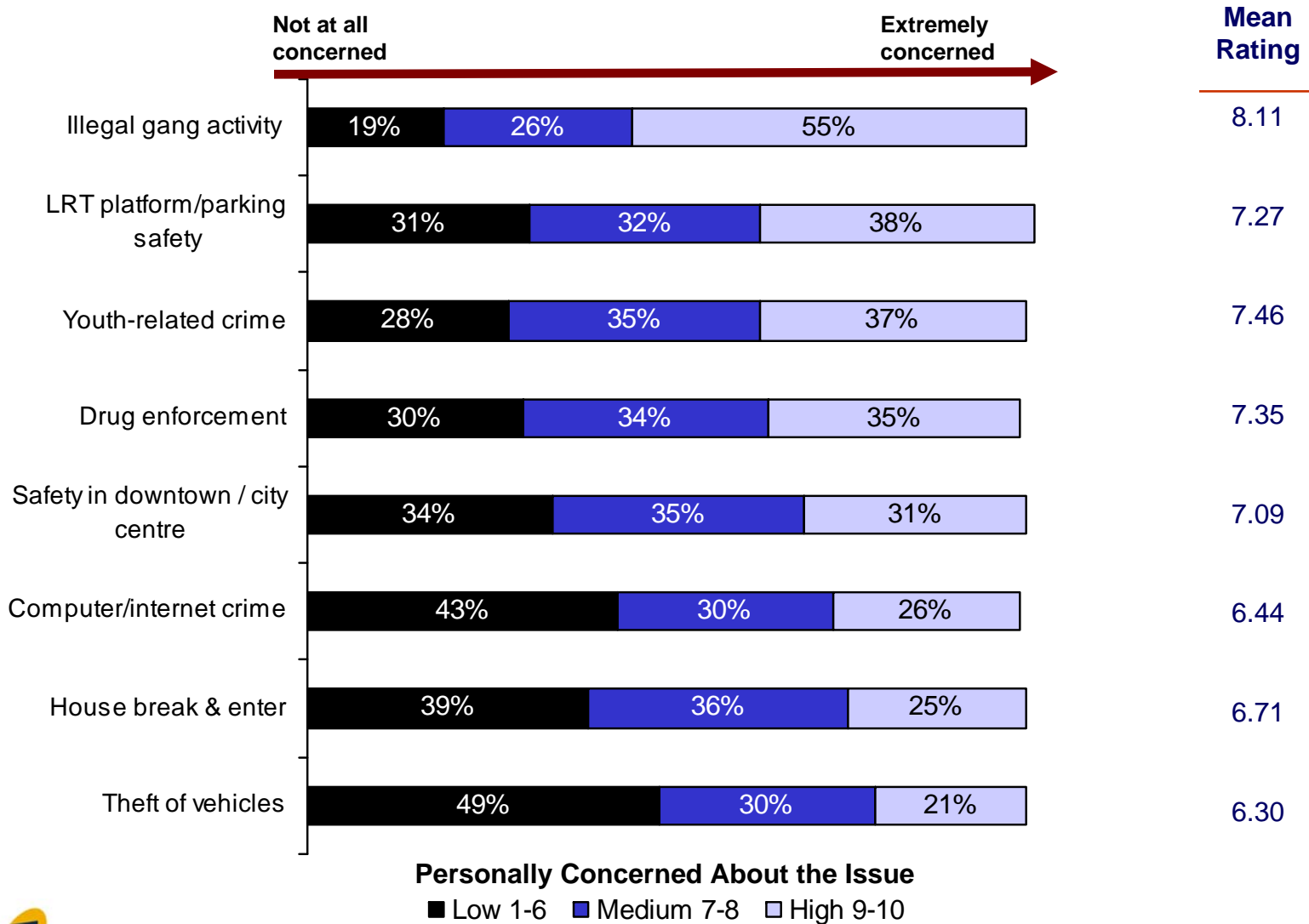
Citizen Safety Concerns



Resident Concern Related to Safety Issues



Most Calgarians are highly concerned about illegal gang activity.



Note: Excludes Don't know/refused

Satisfaction with the Calgary Police Service



Top-of-Mind Perceptions of CPS



Residents generally articulate a positive impression of the CPS.

	2008 (n=1,007)	
	Top-of-Mind	Total Mentions
NET POSITIVE	75%	79%
Good/excellent job/do the best they can	38%	45%
Efficient/competent/helpful/reliable	9%	13%
Honest/friendly/courteous	6%	12%
Hard working/dedicated	4%	6%
Professional	4%	6%
Enforcement/maintain order/support the community	4%	5%
I admire/respect them	3%	4%
Strong visible presence	1%	3%
Quick to respond	1%	5%
Always available when needed	1%	3%
They have a very difficult job	1%	2%
Well-trained	1%	2%
Positive experiences with police	1%	2%
NET NEGATIVE	18%	33%
Overworked/understaffed/underfunded	9%	18%
Some officers are lazy/not courteous	3%	5%
Too preoccupied with minor crimes/issuing traffic tickets	2%	4%
Not enough visible presence	1%	3%
Police did not respond to my concern/don't seem to care	1%	1%

*Mentions of less than 1% are excluded

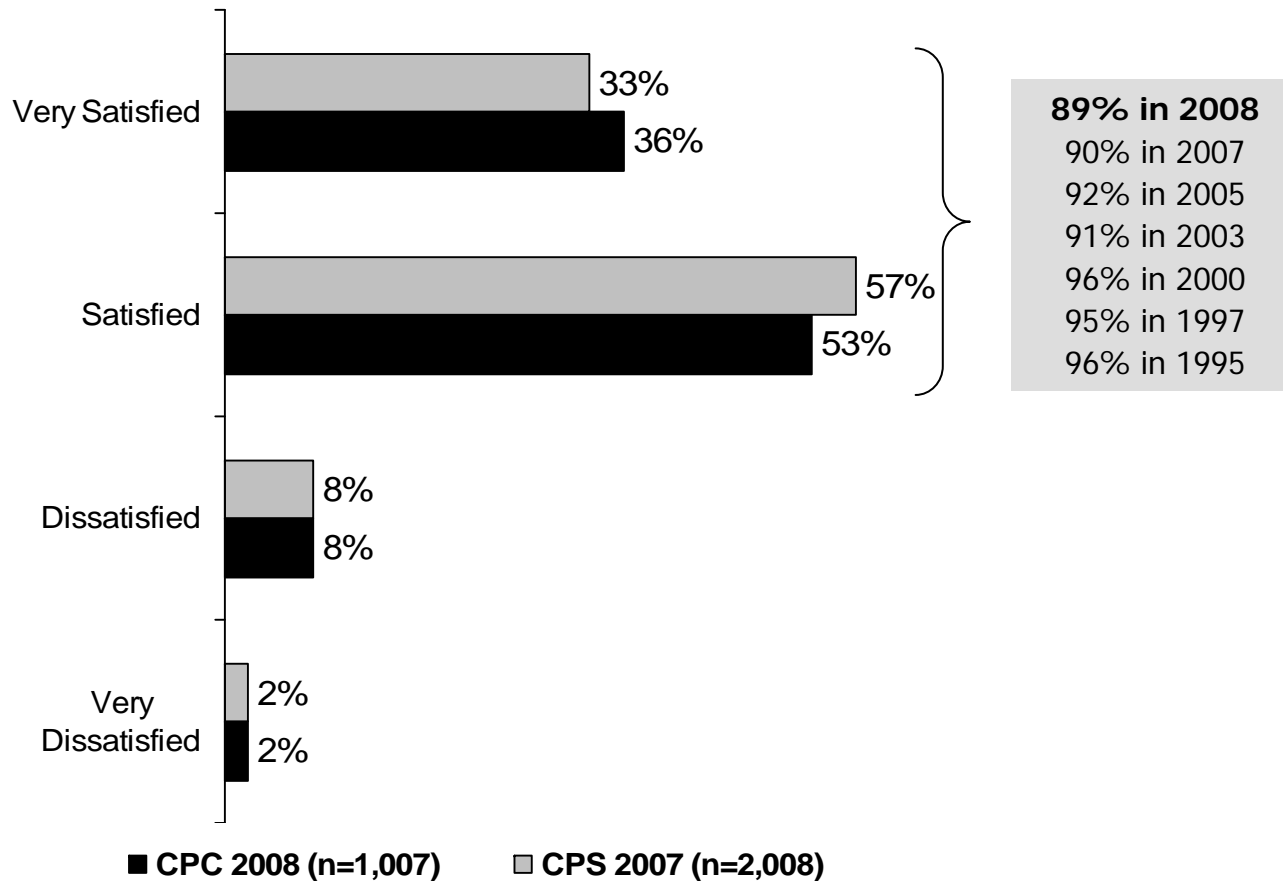
*Total mentions add to more 100% due to multiple responses.

C1. When you think about the Calgary Police what comes to mind or, in your words, how would you describe the Calgary Police?
(Note: asked unprompted, without offering response choices.)

Overall Satisfaction with CPS



Calgarians continue to be highly satisfied with the services provided by the Calgary Police.



C2a. Overall, how satisfied are you with the services provided by the Calgary Police?

Satisfaction Explained



Aspects Most Satisfied With:

(n=363)

- Quick response time (20%)
- Do a good job/do what they can (16%)
- Law enforcement maintained (12%)
- Honest/friendly/courteous (12%)
- Strong visible presence (10%)
- Always available when needed (7%)
- Efficient/competent/reliable (7%)

Aspects Least Satisfied With:

(n=93*)

- Not enough visible presence (19%)
- Some officers are lazy/not courteous (14%)
- Police did not respond to my concern/did not seem to care (13%)
- Too preoccupied with minor crimes/issuing traffic tickets (11%)
- Slow response time (11%)
- Poor ability to enforce laws (9%)
- Overworked/under-staffed/under-funded (5%)
- Inexperienced/under-trained recruits (4%)

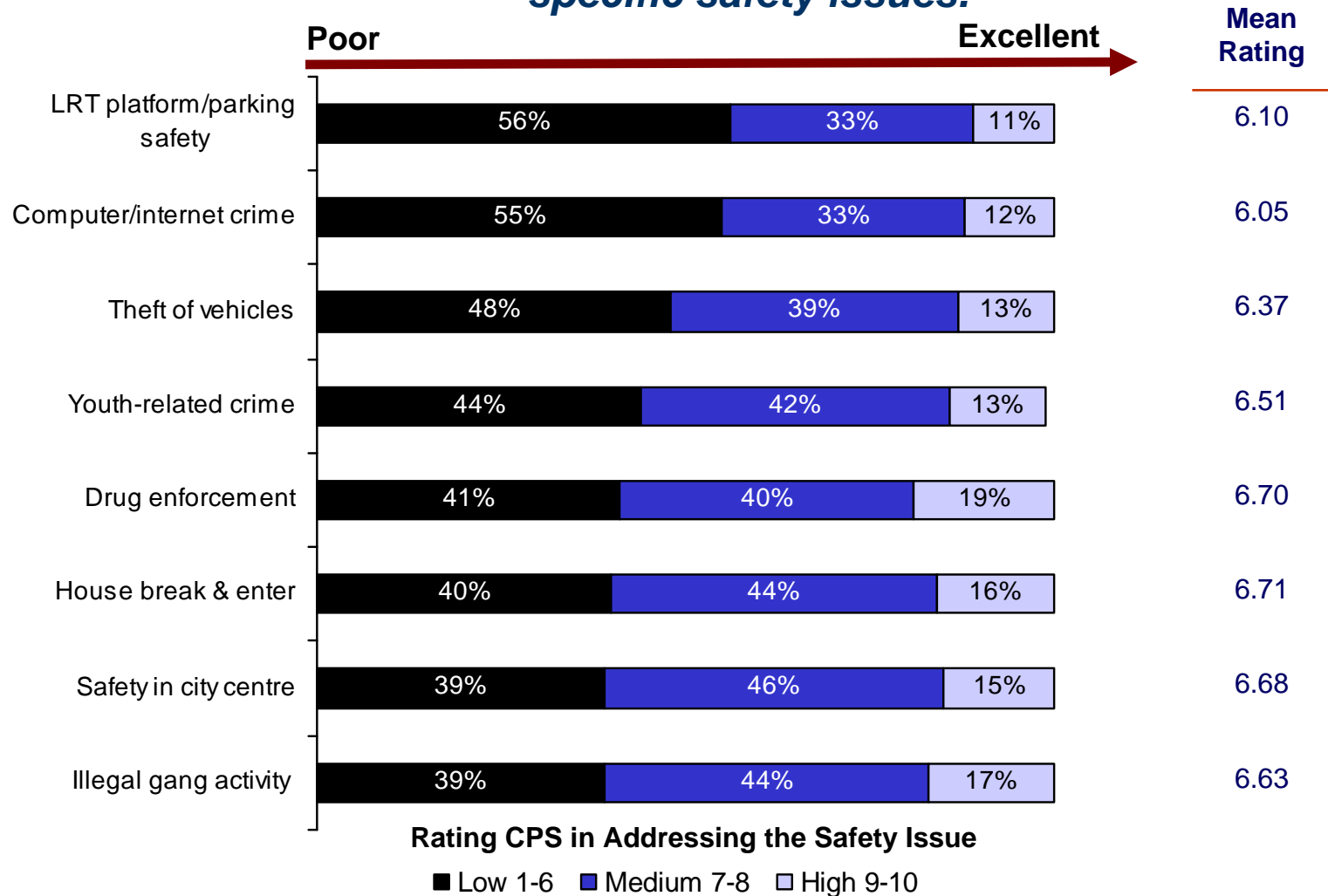
* Caution small sample size.

C2b/c. What aspects of the Calgary Police are you most (satisfied/dissatisfied) with? [Among those who said "very satisfied" / "very dissatisfied or dissatisfied" overall]

Performance of the CPS in Addressing Safety Issues



Calgarians moderately rate the Calgary Police in addressing specific safety issues.



C3ii. How would you rate the Calgary Police in addressing the following issues?
 Scale: 1=poor and 10=excellent

Note: Excludes Don't know/refused

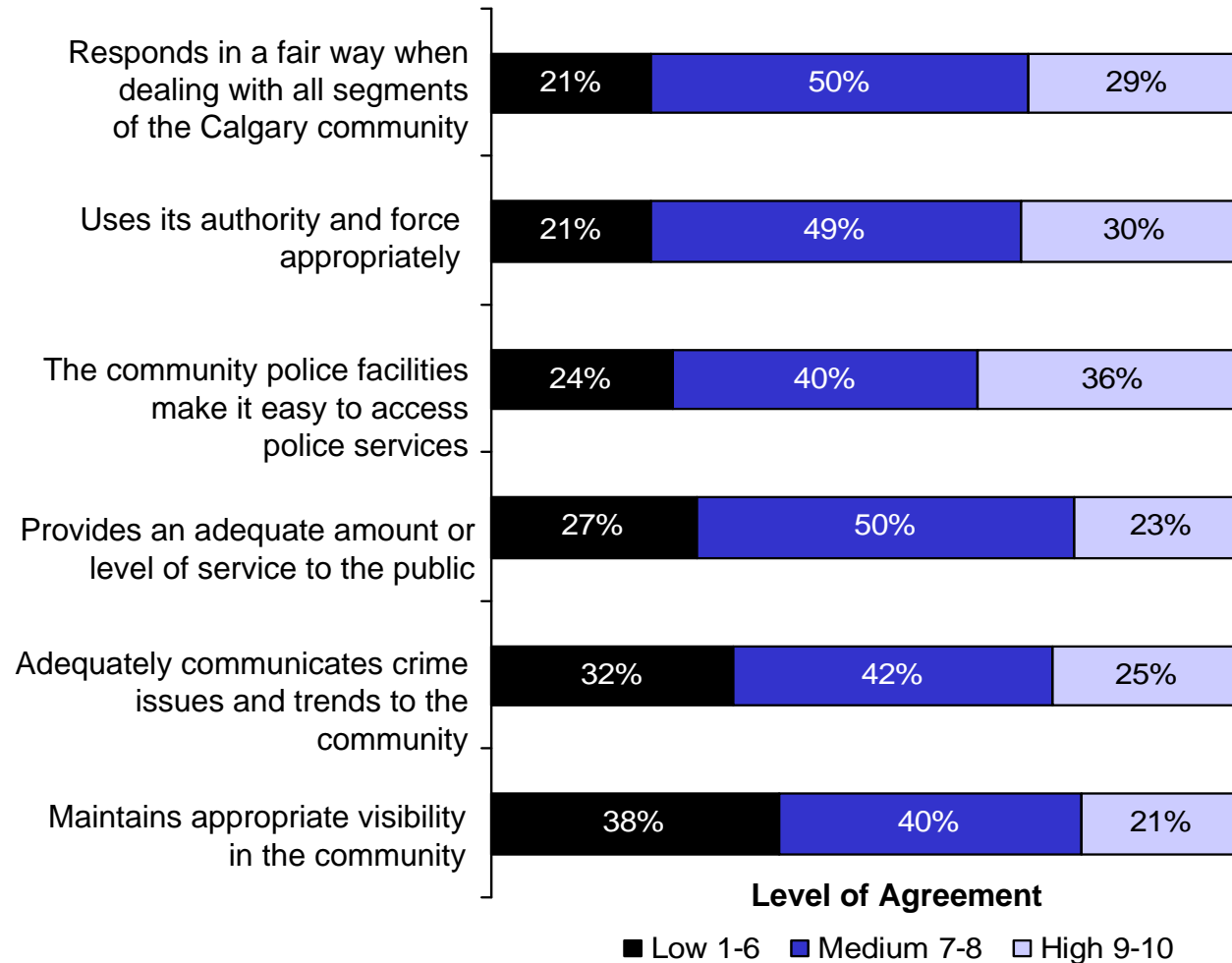
Calgary Police Service Reputation



CPS Reputation Attributes



Residents positively rate the CPS.



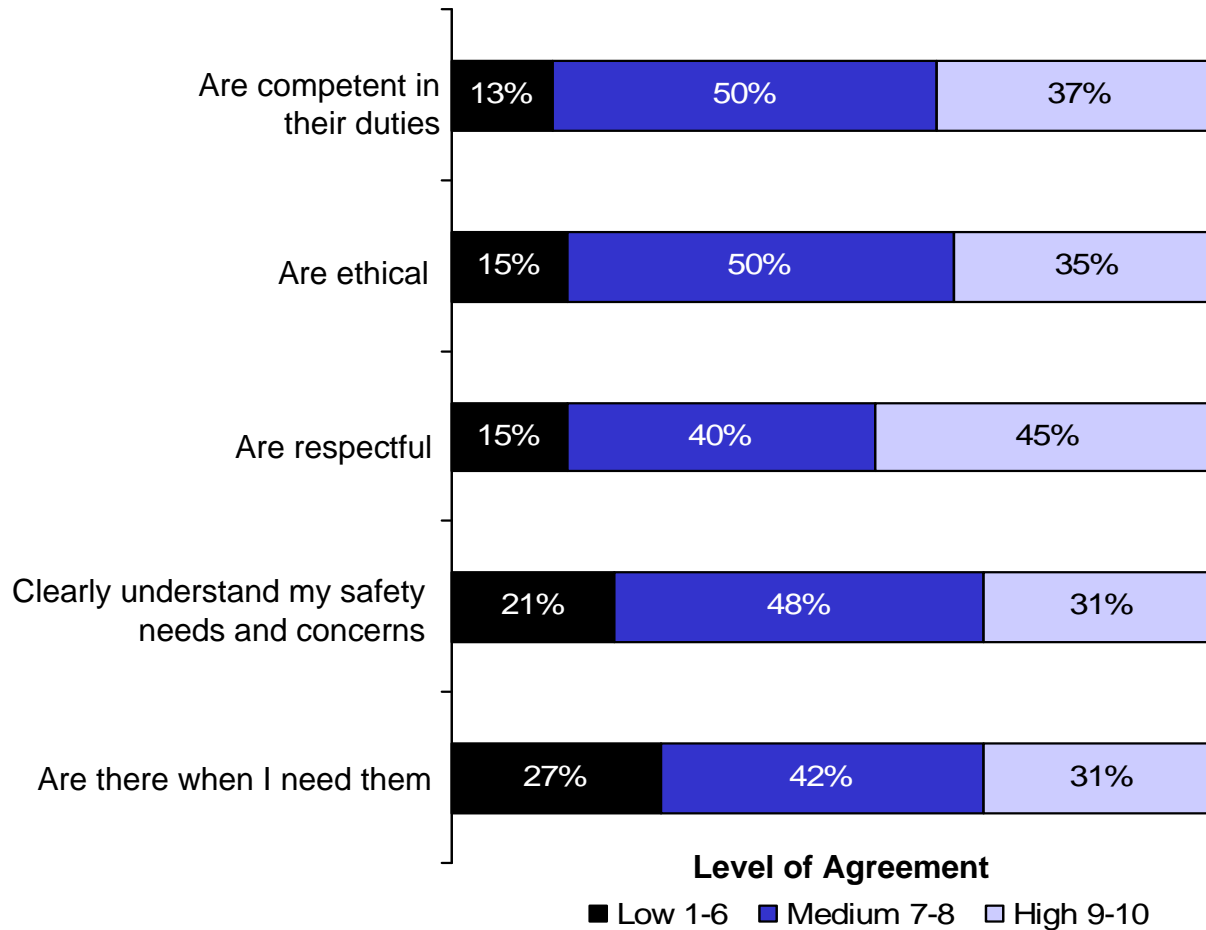
D1. Next, I am going to read you a number of statements that may describe the Calgary Police. Please rate your level of agreement with each of the following statements. Scale: 1=strongly disagree / 10=strongly agree

Note: Excludes Don't know / refused

Officer Reputation Attributes



Officers are highly regarded by the majority of residents.



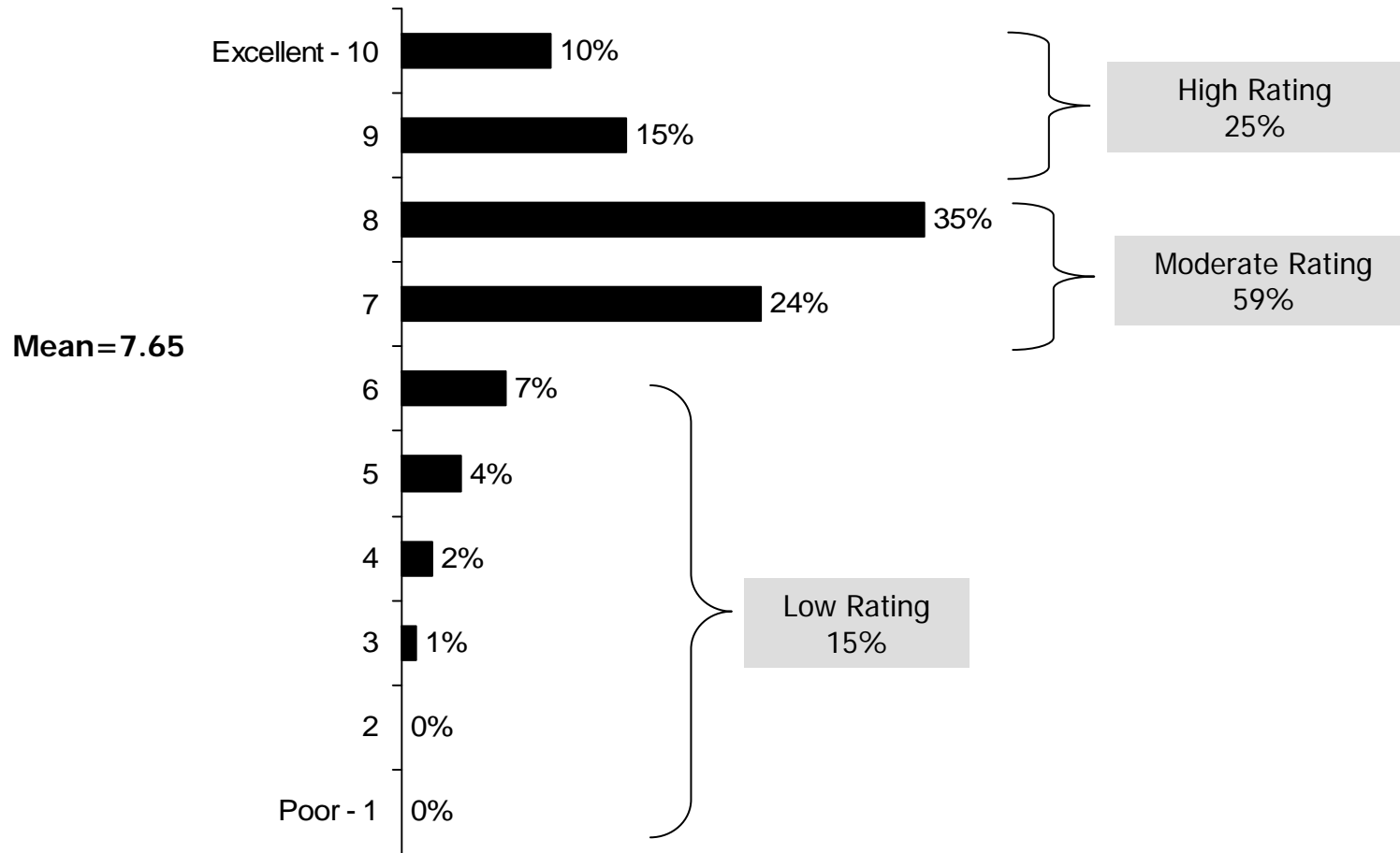
D1. Next, I am going to read you a number of statements that may describe the Calgary Police. Please rate your level of agreement with each of the following statements. Scale: 1=strongly disagree / 10=strongly agree

Note: Excludes Don't know / refused

Overall Performance of the CPS



Most Calgarians provide an overall moderate to high rating of the Calgary Police performance.



D3. Taking into consideration all of the different aspects of the Police and the services provided, how would you rate the Calgary Police overall? Scale: 1=poor / 10=excellent

Suggested Changes or Improvements



The desire for more officers is clearly communicated by residents.

	2008 n=1,007
Recruit more police officers	31%
More patrols/officers in the community (general)	7%
More visible presence (general)	7%
More police presence at transit stations and downtown	4%
Seek out greater support from judicial system	3%
Quicker response times (e.g. do not place callers on hold)	2%
More traffic enforcement	2%
Improve officer attitude/treat citizens with respect	2%
More training for police officers	2%
Address major crimes rather than traffic violations	2%
Greater focus on drug law enforcement	1%
More responsiveness towards minor crimes/concerns	1%
Easier access to police services	1%
Deal more effectively with illegal gang activities	1%
More funding for the Calgary Police	1%
More community involvement (general)	1%
More police facilities	1%
Increase presence in elementary/high schools	1%
Publicize police efforts on crime reduction	1%
Address youth crime in Calgary	1%
Improve safety on the streets/take more action (general)	1%
Nothing - doing a good job	12%

*Mentions of less than 1% are excluded

*Adds up to more than 100% due to multiple mentions.

D4. In your view, what one change or improvement in the service provided by the Calgary Police would better meet your needs? (Note: asked unprompted, without offering response choices.)

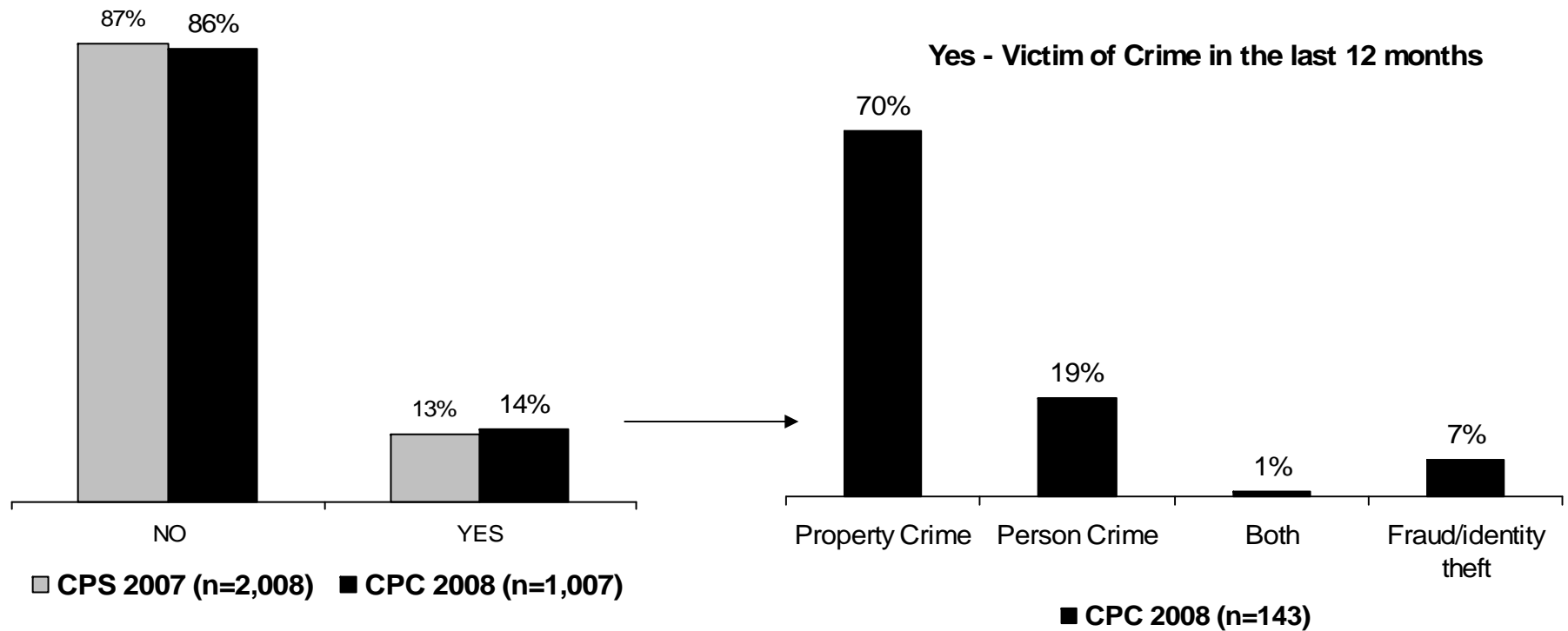
Victimization and Reporting



Victim of Crime in the Last 12 Months?



Less than 1 in 7 residents report being a victim of crime in the last 12 months, with most experiencing a property-related crime.



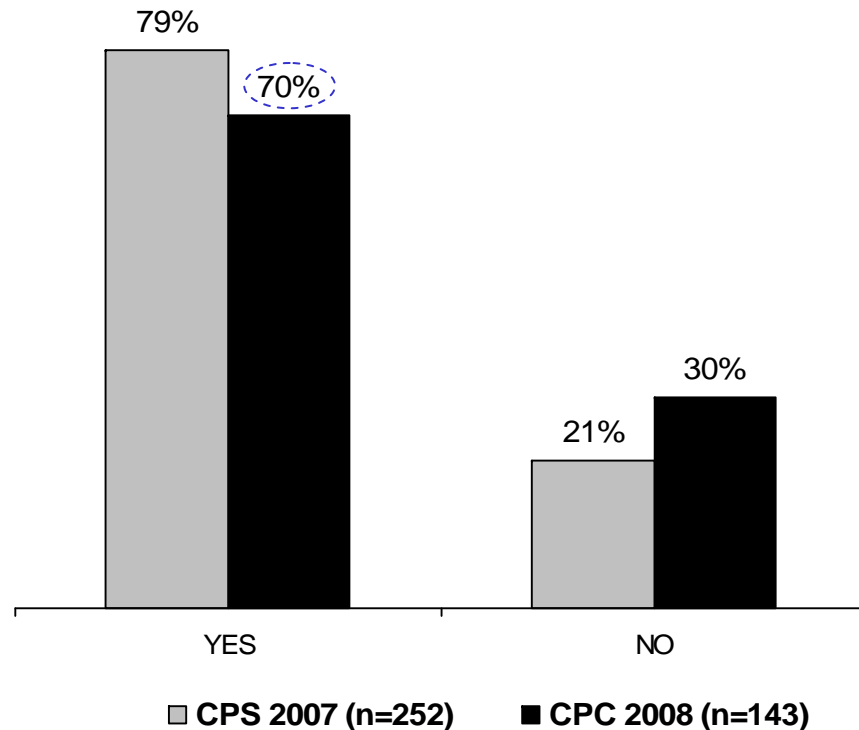
n=of those who reported being a victim of crime in last 12 months.

F1. Personally, have you been a victim of a crime during the last 12 months? F2. Were you the victim of a crime on your person, such as an assault, or property crime such as a break and enter, or another type of crime?

Reported Crime Suffered



In 2008, fewer victims report crime to police.



Primary Reasons for NOT Reporting to Police (n=42):

- Did not want to bother police (43% vs. 39% in 2007)
- Felt police could not do anything (29% up from 14% in 2007)
- Dealt with in another way (14% vs. 14% in 2007)
- Unaware crime had been committed (12%)
- Fear of revenge by offender (5%)

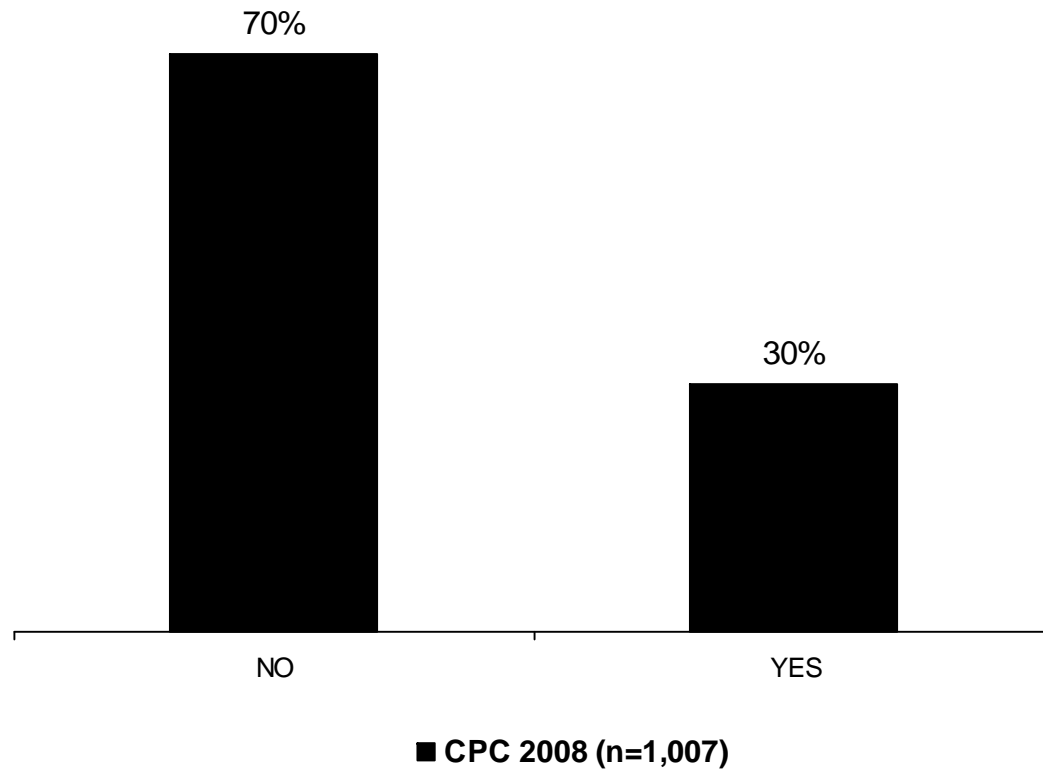
n=of those who reported being a victim of crime in last 12 months.

F3. Did you report the incident to Police? F4. Why did you NOT report it to the police?

Awareness of Citizen Online Police Report System



Most Calgarians are not aware of the citizen online police report system.



F5. Are you aware of the Citizen Online Police Report System where citizens can report non-emergency incidents online through the Calgary Police website?

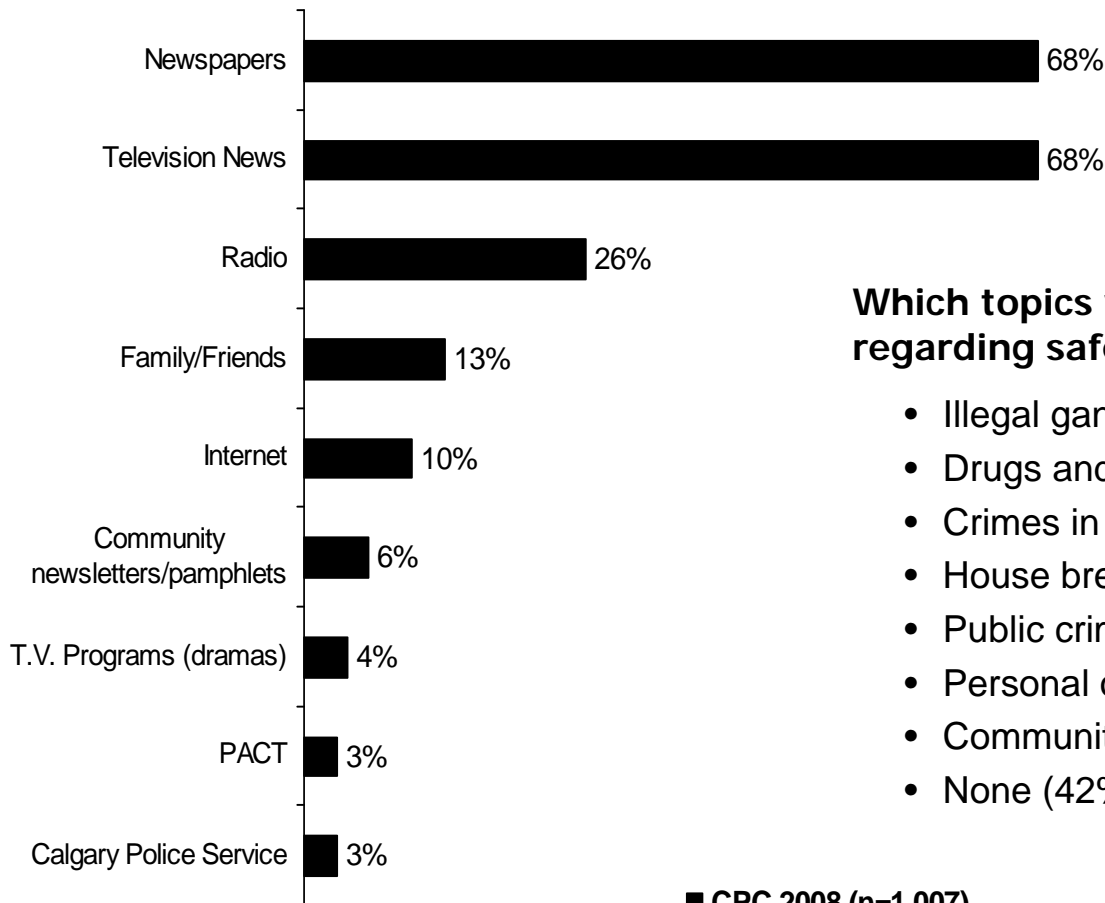
Communications



Sources of Information About Crime in Calgary



Newspaper and television news continue to be primary sources of information about crime and crime issues in Calgary.



Which topics would you like more information regarding safety and crime in Calgary?

- Illegal gang activity (11%)
- Drugs and drug trafficking (7%)
- Crimes in neighbourhoods and downtown core (5%)
- House break and enter (4%)
- Public crime statistics (4%)
- Personal or property prevention tips (2%)
- Community and neighbourhood safety tips (2%)
- None (42%)

Note: Total Mentions

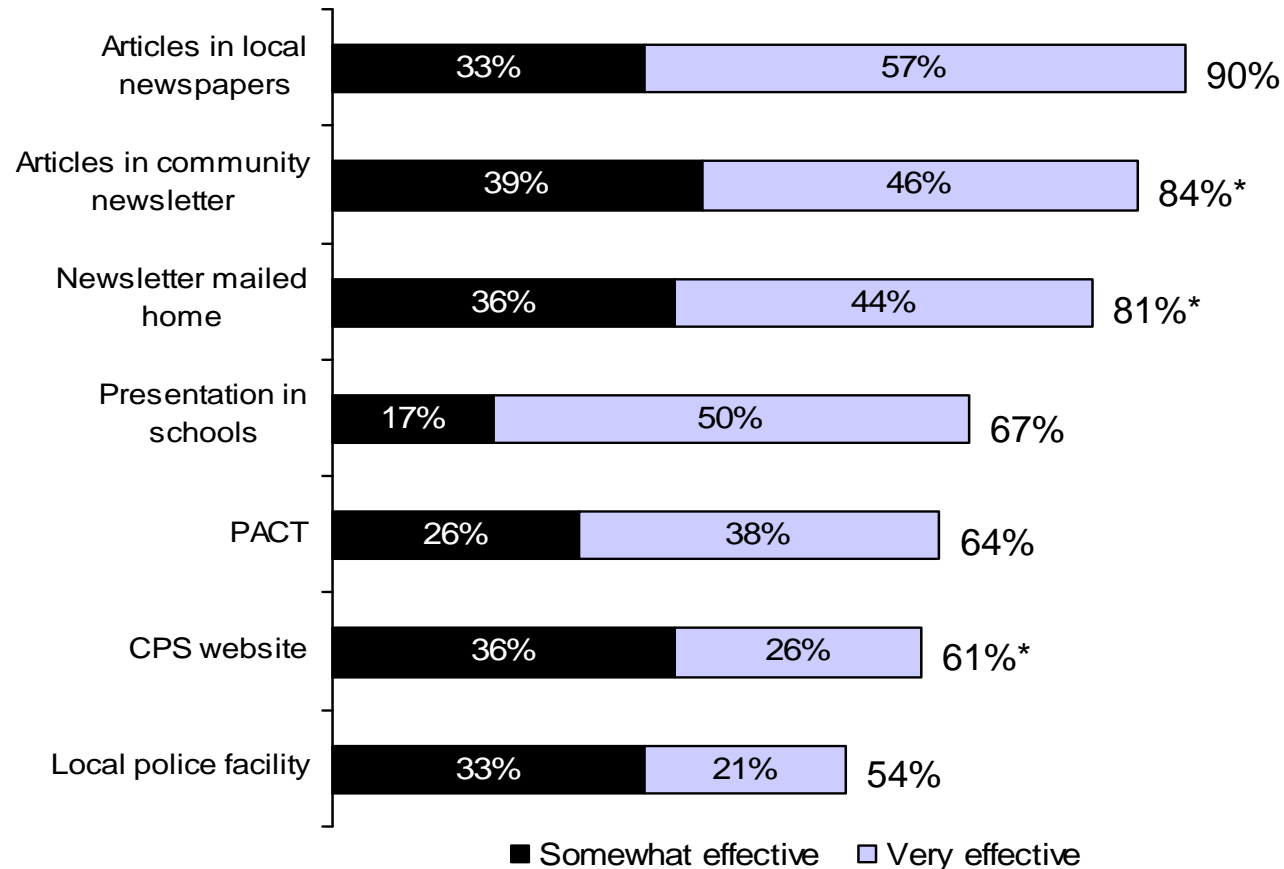
G1a. From what sources do you get the majority of your information about crime and crime issues in Calgary?

G1b. Which topics, if any, would you like more information regarding safety and crime issues in Calgary?

Effective Ways of Getting Information to Residents



Local print media is seen as an effective method of receiving information about crime related issues.



CPS 2008 (n=587)

*Rounding

G2. For each of the following, please tell me if this would be very effective, somewhat effective or not at all effective way of getting information to you.

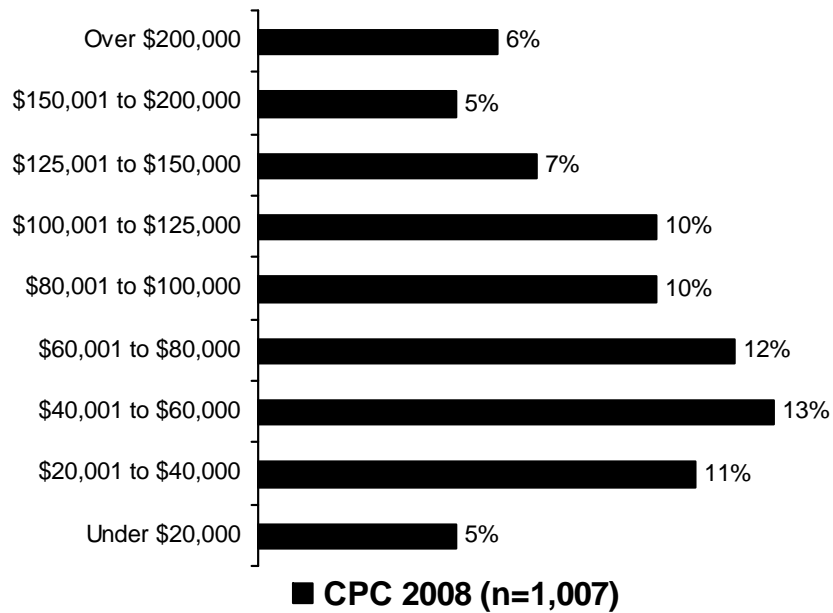
Appendix A – Demographic Profile



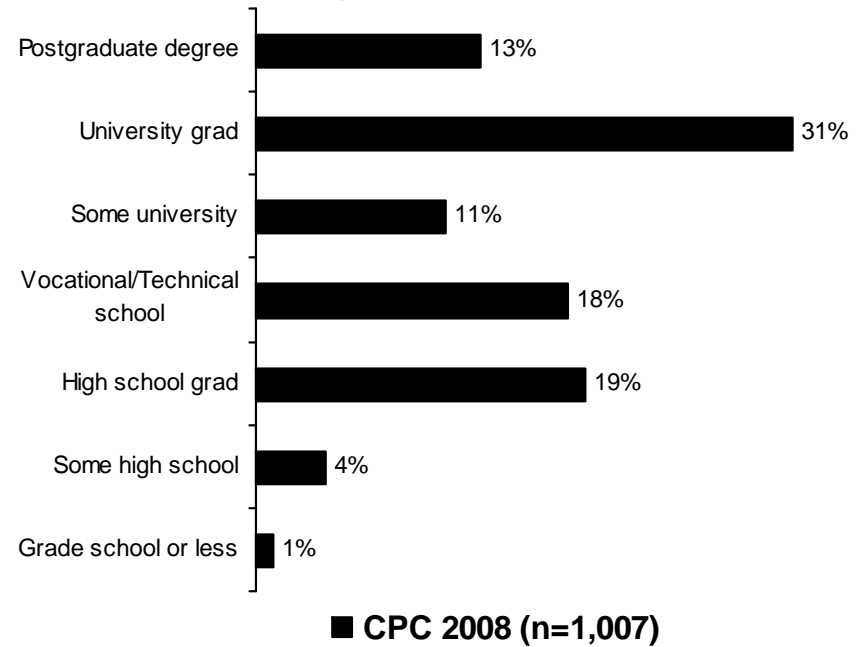
Demographic Profile



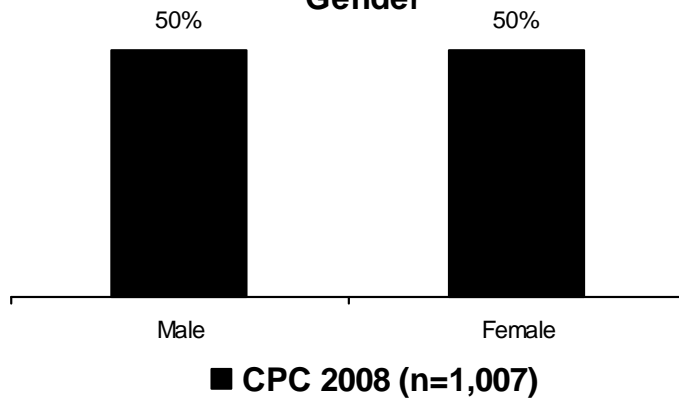
Total 2007 Income Before Taxes



Highest Level of Education



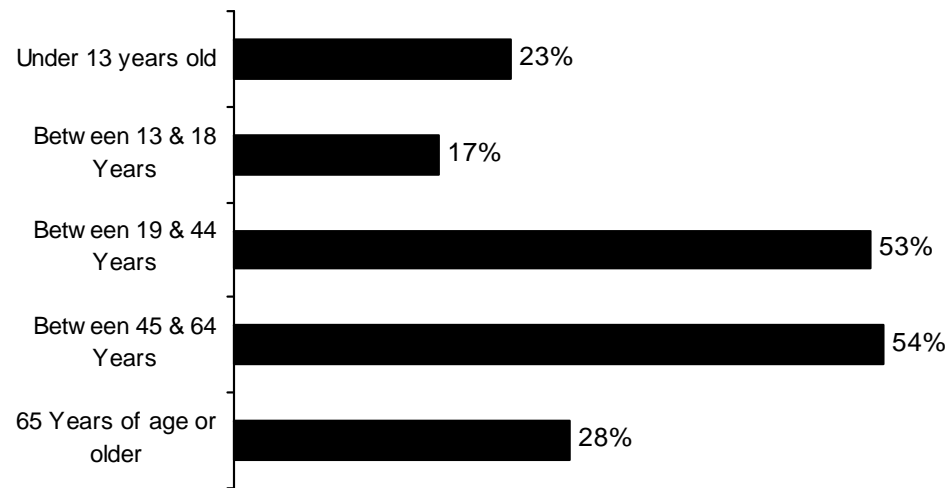
Gender



Demographic Profile

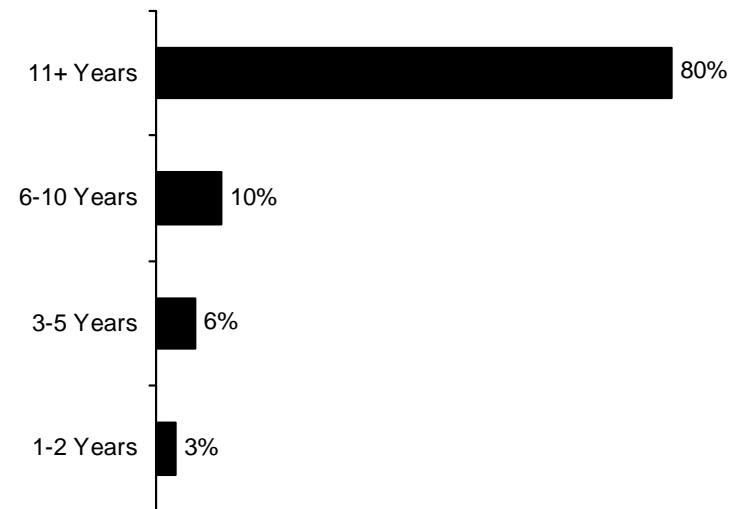


Household Residents by Age Group



■ CPC 2008 (n=1,007)

Years as City of Calgary Resident

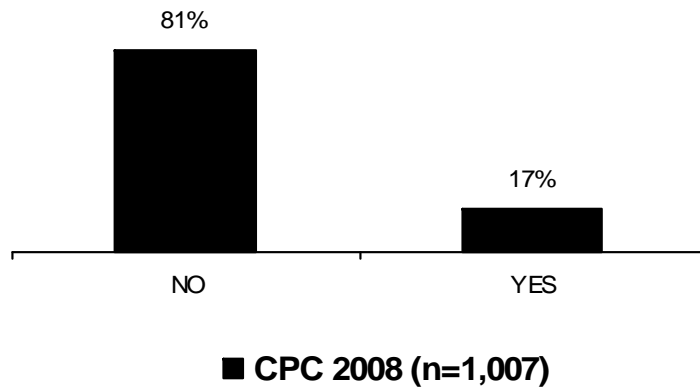


■ CPC 2008 (n=1,007)

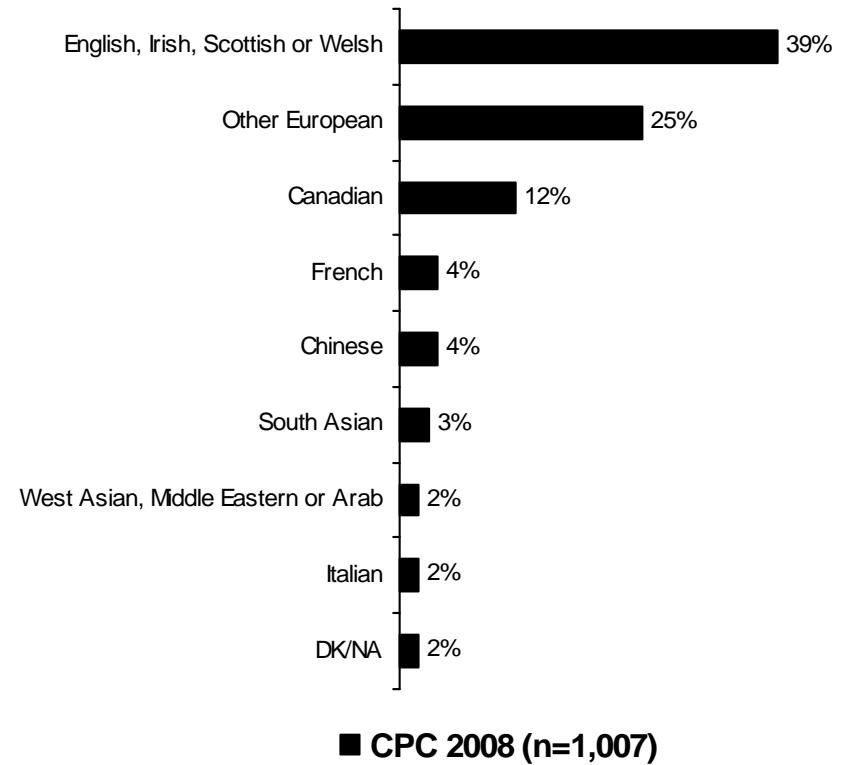
Demographic Profile



Member of Visible Minority Group



Ethnic or Cultural Background

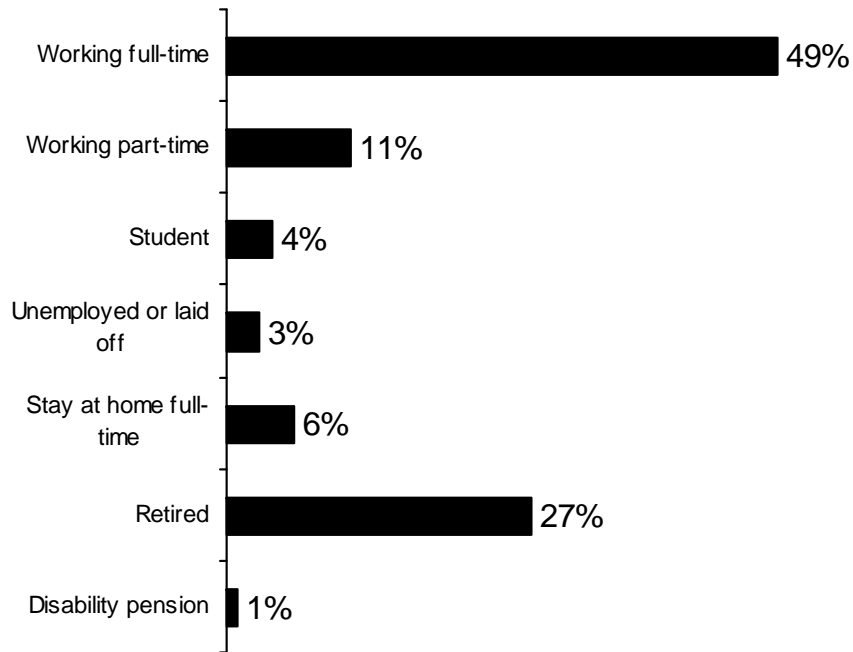


*Mentions of less than 2% are excluded

Demographic Profile

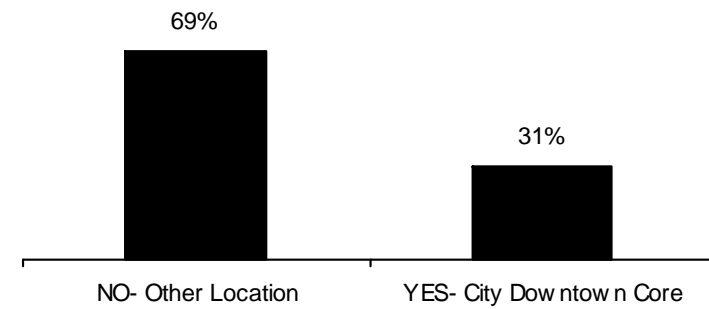


Current Employment Status



■ CPC 2008 (n=1,007)

Location of Workplace



■ CPC 2008 (n=630)

Appendix B – Questionnaire



Questionnaire



A. INTRODUCTION AND SCREENING

Hello, I'm _____ from Environics Research Group, a marketing research company. We are conducting an important study on behalf of the Calgary Police Commission and would like to ask your opinion about the Calgary Police Service.

Your household has been randomly dialed to participate in the study and all information collected will be kept completely anonymous. For this study, may I please speak to the (ALTERNATE: male/female) in your household who is 18 years of age or older and who is having the next birthday?

If asked: The survey is about 15 minutes. To confirm study is authorized by the CPC call 206-8914 or visit the Calgary Police Commission website at www.calgary.ca/policecommission OR the Calgary Police Service website at www.calgarypolice.ca This survey has been registered with the Market Research and Intelligence Association to allow the public to verify the legitimacy of the research. The registration system's toll free telephone number is 1-800-554-9996.

Reintroduce yourself if necessary and continue with screening

Record Language 1 – English
2 – Other (Specify _____)

A1. Are you or anyone in your household currently employed by the Calgary Police Service?

1 - Yes **Thank and end**
2 - No

A2. In what year were you born?

_____ **Record year**
99 – DK/NA

A3. Respondent is: [Do not ask. Watch quotas]

1 – Male } 50 - 50
2 - Female } **Watch split by CPS District boundary**

A4. To ensure we have proper geographic representation from across all of Calgary, what is your home postal code?

_____ **RECORD POSTAL CODE**
99 - DK/NA

B. Overall Perceptions of Safety/Crime

City of Calgary Perspective

New

B1. To begin, would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement that “Calgary is a safe city to live in”?

1 – Strongly agree
2 – Somewhat agree
3 – Somewhat disagree
4 – Strongly disagree
99 – DK

New – Focus Canada Comparative

B2. Some people say that crime rates in Calgary are decreasing and that it's mainly the dramatic crime stories in the media that are upsetting people. Other people say that crime in Calgary is really worse than it was before. Which of these two points of view is closest to your own?

1 - Crime rates are decreasing
2 - Crime is worse than before
VOLUNTEERED
3 – Crime rates are staying the same
99 - DK

New – Focus Canada Comparative

B3. In your opinion, what is the major cause of crime in Calgary today? (Do not read. Allow for multiple mentions. Record any “other specify” responses in detail.)

01 – Drugs/increase in illegal drugs
02 – Easy access to guns
04 – Lack of child care/services for schools and families
05 – Lack of discipline in schools/education system
06 – Low moral standards
07 – Not enough police
08 – Poor parenting/broken homes
09 – Poverty
10 – Racism
11 – Soft justice system/justice system too lenient on criminals
12 – Unemployment
13 – Violence in the media
14 – Young Offenders Act
98 – Other (Please Specify _____)
99 – DK/NA

Questionnaire



Tracking - Modified slightly from F1

B4a. Considering the City of Calgary as a whole, what would you say is the safety or crime issue of greatest concern to you, if any? (Do not read. Allow one response only.)

- | | |
|--|---|
| 1. Assault causing injury | 14. Prostitution (juvenile) |
| 2. Child abuse | 15. Sexual assault |
| 3. Computer/internet crime/cyber crime | 16. Theft of vehicles |
| 4. Damage to property | 17. Theft other than vehicles |
| 5. Domestic abuse | 18. Traffic violations (speeding, unsafe driving) |
| 6. Drug law enforcement | 19. Youth crime |
| 7. Fraud against seniors | 20. Graffiti |
| 8. House break-ins/break and enter | 21. Cell phone usage while driving |
| 9. Illegal gang activities | 22. Organized crime |
| 10. Image of police or justice system | 97 – None / no issue of great concern |
| 11. Juveniles congregating/hanging around | 98 – Other (Specify _____) |
| 12. Neighbourhood noise/disturbing the peace | 99 – DK |
| 13. Prostitution (adult) | |

B4b. What other safety or crime issues come to mind? (Do not read. Allow multiple mention.)

- | | |
|--|---|
| 1. Assault causing injury | 14. Prostitution (juvenile) |
| 2. Child abuse | 15. Sexual assault |
| 3. Computer/internet crime/cyber crime | 16. Theft of vehicles |
| 4. Damage to property | 17. Theft other than vehicles |
| 5. Domestic abuse | 18. Traffic violations (speeding, unsafe driving) |
| 6. Drug law enforcement | 19. Youth crime |
| 7. Fraud against seniors | 20. Graffiti |
| 8. House break-ins/break and enter | 21. Cell phone usage while driving |
| 9. Illegal gang activities | 22. Organized crime |
| 10. Image of police or justice system | 97 – None / no issue of great concern |
| 11. Juveniles congregating/hanging around | 98 – Other (Specify _____) |
| 12. Neighbourhood noise/disturbing the peace | 99 – DK |
| 13. Prostitution (adult) | |

Neighbourhood Perspective

Tracking – Modified slightly from F1

B5a. Next, I would like to ask you the same question about your neighbourhood. What would you say is the safety or crime issue of greatest concern to you in your neighbourhood? (Do not read. Allow one response only.)

- | | |
|--|---|
| 1. Assault causing injury | 14. Prostitution (juvenile) |
| 2. Child abuse | 15. Sexual assault |
| 3. Computer/internet crime/cyber crime | 16. Theft of vehicles |
| 4. Damage to property | 17. Theft other than vehicles |
| 5. Domestic abuse | 18. Traffic violations (speeding, unsafe driving) |
| 6. Drug law enforcement | 19. Youth crime |
| 7. Fraud against seniors | 20. Graffiti |
| 8. House break-ins/break and enter | 21. Cell phone usage while driving |
| 9. Illegal gang activities | 22. Organized crime |
| 10. Image of police or justice system | 97 – None / no issue of great concern |
| 11. Juveniles congregating/hanging around | 98 – Other (Specify _____) |
| 12. Neighbourhood noise/disturbing the peace | 99 – DK |
| 13. Prostitution (adult) | |

B5b. What other neighbourhood safety or crime issues come to mind? (Do not read. Allow multiple mention)

- | | |
|--|---|
| 1. Assault causing injury | 14. Prostitution (juvenile) |
| 2. Child abuse | 15. Sexual assault |
| 3. Computer/internet crime/cyber crime | 16. Theft of vehicles |
| 4. Damage to property | 17. Theft other than vehicles |
| 5. Domestic abuse | 18. Traffic violations (speeding, unsafe driving) |
| 6. Drug law enforcement | 19. Youth crime |
| 7. Fraud against seniors | 20. Graffiti |
| 8. House break-ins/break and enter | 21. Cell phone usage while driving |
| 9. Illegal gang activities | 22. Organized crime |
| 10. Image of police or justice system | 97 – None / no issue of great concern |
| 11. Juveniles congregating/hanging around | 98 – Other (Specify _____) |
| 12. Neighbourhood noise/disturbing the peace | 99 – DK |
| 13. Prostitution (adult) | |

Questionnaire



New

B6. When you consider the risk of your family being a victim of a violent crime, such as an assault, how safe is your neighbourhood? Please use a 10-point scale where 1 is "not safe at all" and 10 is "extremely safe".

- 1 – Not at all safe
- ...
- ...
- 10 – Extremely safe
- 99 – DK

New

B7. When you consider the risk of your household being a victim of property crime such as a break-in, how safe is your neighbourhood? Please use the same 10-point scale as before where 1 is "not safe at all" and 10 is "extremely safe".

Interviewer Note: "Property Crime" can include any crime against your home, vehicle, etc. Essentially anything other than a crime against one's own body.

- 1 – Not at all safe
- ...
- ...
- 10 – Extremely safe
- 99 – DK

B8. During the past 5 years, do you think that crime in your neighbourhood has...
(Read list)

- 1 – Increased
- 2 – Decreased
- 3 – Stayed about the same
- 99 – DK

Tracking D3

B9. What makes you feel safe, or what would make you feel safe from crime in your neighbourhood? (Do not read. Allow multiple mention)

1. More police officers
 2. More police patrols (car patrols / foot patrols)
 3. Knowing police can respond to calls faster
 4. Fewer suspicious persons around
 5. Fewer homeless people
 6. Better environmental design (i.e. street lighting, landscaping)
 7. No visible crime
 8. No panhandlers approaching me
 9. Not seeing drug dealing or drug use in public places
 10. Other (Specify _____)
98. (Nothing more – I already feel safe)
99 – DK

C. SAFETY PRIORITIES AND SATISFACTION

(Read)

As you know the Calgary Police deal with a variety of community concerns and problems. Next, I would like you to think about those specific concerns and ask your opinion about the Calgary Police Service.

New

C1. First, when you think about the Calgary Police what comes to mind or, in your words, how would you describe the Calgary Police? (Record first response and probe – anything else? Why do you feel that way? Record verbatim in detail)

- 1 – Other (Specify _____)
- 99 – DK

Tracking A3a

C2a. Overall, how satisfied are you with the services provided by the Calgary Police?

- 1 – Very satisfied → Go to QC2b
- 2 – Satisfied → Go to QC3
- 3 – Dissatisfied → Go to QC2c
- 4 – Very dissatisfied → Go to QC2c
- 99 – DK → Go to QC3

C2b. (If VERY satisfied in C2a ask) What specific aspects of the Calgary Police are you most satisfied with?

- 1 – Other (Specify _____)
- 99 – DK

Tracking

C2c. (If very dissatisfied or dissatisfied in C2a ask) What specific aspects of the Calgary Police are you most dissatisfied with?

- 1 – Other (Specify _____)
- 99 – DK

06/08
Performance
Measure

Questionnaire



C3. i) Next, thinking about specific safety issues, please use a 10-point scale where 1 is "not at all concerned" and 10 is "extremely concerned". Please rate how concerned you personally are with each of the following statements.

New

ii) Second, using the 10-point scale where 1 means "poor" and 10 means "excellent", how would you rate the Calgary Police in addressing the issue?

Read and Randomly rotate

- | | |
|--------------------------|----------------|
| i) | ii) |
| 1 – Not at all concerned | 1 – Poor |
| ... | ... |
| ... | ... |
| 10 – Extremely concerned | 10 – Excellent |
| 99 – DK | 99 – DK |

06/08
Performance
Measure
(a/b)

Tracking – modified D2 (4-pt scale of "safe")

- a) safety around the LRT areas such as the platforms or parking areas
- b) safety in and around the downtown and city center areas

New statements

- c) drug law enforcement
- d) illegal gang activity
- e) house break and enters
- f) computer or internet crime
- g) theft of vehicles
- h) youth-related crime

06/08
Performance
Measures
includes
statements
B-F

D. Overall Perceptions of CPS

Tracking - modified from A2 - scale from agree/disagree 4-pt scale

D1. Next, I am going to read you a number of statements that may describe the Calgary Police. Using a scale of 1 to 10, where 1 is "strongly disagree" and 10 is "strongly agree", please rate your level of agreement with each of the following statements?

Please rate based on your experiences or just your general impressions, and "Don't Know" is a legitimate response if you truly cannot provide a rating. First, to what extent do you agree or disagree that....

Read and Randomly rotate

- 1 – Strongly Disagree
- ...
- 10 – Strongly Agree
- 99 – DK

- a. The community police facilities make it easy to access police services

The Calgary Police Service....

- b. Provides an adequate amount or level of service to the public
- c. Uses its authority and force appropriately
- d. Responds in a fair way when dealing with all segments of the Calgary community
- e. Maintains appropriate visibility in the community
- f. Adequately communicates crime issues and trends to the community

New Statements:

- g. Officers are ethical
- h. Officers are respectful
- i. Officers clearly understand my safety needs and concerns
- j. Officers are competent in their duties
- k. Officers are there when I need them

New

D1b. (IF low rating of 1 to 4 in QD1, ask for each:) Why do you feel this statement does not describe the Calgary Police?

- 1 – Other (Specify _____)
- 99 – DK

Questionnaire



OMIT D2

New

D3. Taking into consideration all of the different aspects of the Police and the services provided, how would you rate the Calgary Police overall, using a scale of 1 to 10, where 1 is “poor” and 10 is “excellent”?

- 1 – Poor
- ...
- ...
- 10 – Excellent
- 99 – DK

New

D4. In your view, what one change or improvement in the service provided by the Calgary Police would better meet your needs?

- 1 – Other (Specify)
- 98 – (Nothing – doing a good job)
- 99 – DK

E. CONTACT WITH CPS

Tracking B1

E1. In the past 12 months have you had any contact either on the telephone or in-person with an Officer or other on-duty employee of the Calgary Police Service? This does not include parking control people or receiving a speeding ticket in the mail unless you made a follow-up phone call.

- 1 – Yes
- 2 – No → Go to Section F
- 99 – DK → Go to Section F

Tracking B2

E2. (IF contact in QE1, ask:) Thinking only about the last contact you had, can you tell me what type of contact it was?

Do not read. One response only. For example, if the respondent says they called 911 and an officer was dispatched with whom they had personal contact, enter code “2”. If they called the police and an officer was dispatched but they did not talk to or come face to face with the officer, enter code “1”.

- 1 – Called 911 or 266-1234 (telephone contact only)
- 2 – Officer dispatched/follow-up investigation (respondent initiated call; personal contact/interaction)
- 3 – Witnessed or was involved in a traffic accident where officer dispatched (respondent did not initiate call; personal contact/interaction)
- 4 – Went to police facility (e.g. District office, police offices or kiosks in malls, headquarters downtown)
- 5 – Attended a community meeting, crime prevention or educational program, or police presentation
- 6 – Spoke with an officer on the street (e.g. asked officer for information)
- 7 – Charged by a police officer
- 8 – Encountered a check stop
- 9 – Stopped because of traffic violation
- 10 – Other – (Specify _____)
- 99 – DK

Questionnaire



F. VICTIMIZATION AND REPORTING

Tracking - (Note: Potential comparative to Focus Canada – although time period is 6 months vs. 12 months)

F1. Personally, have you been a victim of a crime during the last 12 months?

- 1 – Yes
- 2 – No → **Go to Section F5a**
- 99 – DK → **Go to Section F5a**

New – Focus Canada Comparative

F2. Were you the victim of a crime on your person, such as an assault, or a property crime such as a break and enter, or another type of crime?

- 1 – Person Crime
- 2 – Property Crime
- 3 – Other (Specify _____)
VOLUNTEERED
- 4 – Both
- 99 – DK

Tracking C1 (Note: Also Focus Canada comparative)

F3. Did you report the incident to the police?

- 1 – Yes → **Go to QF5**
- 2 – No
- 99 – DK → **Go to QF5**

Tracking C1c

F4. (If NO in QF3, ask) Why did you NOT report it to the police? (Do not read. Allow multiple mentions)

1. Did not want to bother police/incident was not serious enough
2. Did not want incident to affect insurance rates
3. Personal matter/did not feel comfortable discussing the incident with anyone
4. Do not trust police
5. Fear of revenge by offender
6. I did not know how to report incident to the police
7. I felt that the police could not do anything anyway
8. The incident involved other illegal activities that I did not want to report
9. I dealt with it in another way (private matter that I took care of/reported to another official)
10. I called police but waited too long on phone and hung up
11. It did not directly involve me
12. Other (Specify _____)
- 99 – DK

(Ask All)

New

F5. Are you aware of the Citizen Online Police Report System where citizens can report non-emergency incidents online through the Calgary Police website?

- 1 – Yes
- 2 – No
- 99 – DK

Questionnaire



G. COMMUNICATIONS

Tracking H1

G1. From what sources do you get the majority of your information about crime and crime issues in Calgary? (Do not read. Allow multiple mention)

1. Family and friends
2. Newspapers
3. Radio
4. Television newscasts
5. Television programs (i.e. t.v. shows/dramas)
6. Community meetings / town hall meetings
7. Community newsletters / pamphlets
8. Internet / web pages
9. Calgary Police Service – police publications and presentations
10. Alarm companies
11. Other (Specify _____)
- 98 – None / do not usually hear about crime issues
- 99 – DK

New

G2. Which topics, if any would you like more information regarding safety and crime issues in Calgary? (Do not read. For each topic mentioned ask them what they specifically would like to know on that topic)

- 1 – Other (Specify _____)
- 98 – None – would not like any specific information → Go to Section H
- 99 – DK

New

G2. For each of the following, please tell me if this would be very effective, somewhat effective or not at all effective way of getting information to you.

Read and randomly rotate – keep (h) at end

- 1 – Very effective
- 2 – Somewhat effective
- 3 – Not at all effective
- 99 – DK

- a) Calgary Police Service website
- b) Local Police Facility
- c) Newsletters mailed to your home
- d) Articles in local newspapers
- e) Articles in community newsletter
- f) Presentation in schools
- g) Telephone message broadcasts (PACT – Police and Community Telephone messages)
- h) Any other methods that would be effective – Specify _____

H. DEMOGRAPHICS

(Read)

And finally, I'd like to ask you some questions about you and your household. Please be assured that all your responses will be kept entirely anonymous and absolutely confidential.

Tracking

H1. What is the highest level of education that you have achieved to date?

DO NOT READ – CODE ONE ONLY – DO NOT PROBE IN JUDGEMENTAL WAY

1. Grade school or less
2. Some high school
3. High school grad
4. Vocational/Technical school
5. Some university
6. University grad
7. Postgraduate degree
- 99 – DK/Refused

New

H2a. Which of the following best describes your own present employment status?

READ – CODE ONE ONLY

- 01 – Working full-time
- 02 – Working part-time
- 03 – Going to school and working
- 04 – Going to school and not working
- 05 – Unemployed or laid off
- 06 – Stay at home full-time
- 07 – Retired

VOLUNTEERED

- 08 – Disability pension
- 99 – DK/Refused

New

H2b. (IF code 01, 02, or 03, ask:) Do you primarily work in the City's downtown core?

- 1 – Yes - City downtown core
- 2 – No – other location
- 99 – DK

Questionnaire



New

H3. Including yourself, how many people in each of the following age groups live in your household? How many are...? (Read list. Record actual number)

1. Under 13 years old
2. Between 13 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older
- 99 – DK/Refused

New

H4. How many years have you lived in the City of Calgary?

_____ Record number of years
99 – DK/Refused

Tracking

H5. Do you consider yourself to be a member of a visible minority group?
(If necessary define as: Visible minorities are those who are a visible minority in Canada because of their race or colour)

- 01 – Yes
- 02 – No
- 99 – DK/Refused

New

H6. In addition to being Canadian, what is your ethnic or cultural background?
(Interviewer clarification: We are asking about cultural background)

READ IF NECESSARY – IF MORE THAN ONE, USE FATHER'S GROUP.
PROBE FOR ETHNIC ROOTS

- 01 – English, Irish, Scottish or Welsh
- 02 – French
- 03 – Italian
- 04 – Portuguese
- 05 – Greek
- 06 – Jewish
- 07 – West Indian (Caribbean, Jamaican)
- 08 – South Asian (East Indian, Sri Lankan, Pakistani)
- 09 – Chinese
- 10 – Other East Asian (Japanese, Korean)
- 11 – West Asian, Middle Eastern or Arab (Armenian, Egyptian, Afghan, Iranian, Iraqi, Syrian, Turkish, Saudi)
- 12 – Southeast Asian (Vietnamese, Cambodian, Malaysian, Filipino)
- 13 – South or Latin American (including Guyanese)
- 14 – Other European (Russian, German, Scandinavian, Polish, Ukrainian, Dutch, Spanish, Hungarian)
- 15 – Native Canadian (Inuit or Indian)
- 16 – African (black)
- 17 – Other (Specify _____)
- 18 – Canadian
- 19 – American
- 99 – DK/NA

H7. And finally, for statistical purposes only, we need information about your income. All individual responses will be kept confidential. Please tell me which category applies to your total household income before taxes for 2007.

READ – CODE ONE ONLY

- 01 – Under \$20,000
- 02 – \$20,001 to \$40,000
- 03 – \$40,001 to \$60,000
- 04 – \$60,001 to \$80,000
- 05 – \$80,001 to \$100,000
- 06 – \$100,001 to \$125,000
- 07 – \$125,001 to \$150,000
- 08 – \$150,001 to \$200,000
- 09 – Over \$200,000
- 99 – DK/NA

That is all of the questions I have. On behalf of the Calgary Police Commission thank you for your time.



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October 2008