



Edmonton Police Service Citizen Survey, 2007 Highlights

Corporate Planning Branch
November, 2007

Background

The Edmonton Police Service (EPS) Citizen Survey is conducted every three years in accordance with the related standard (45.2.4) set out by the Commission on Accreditation for Law Enforcement Agencies (CALEA).

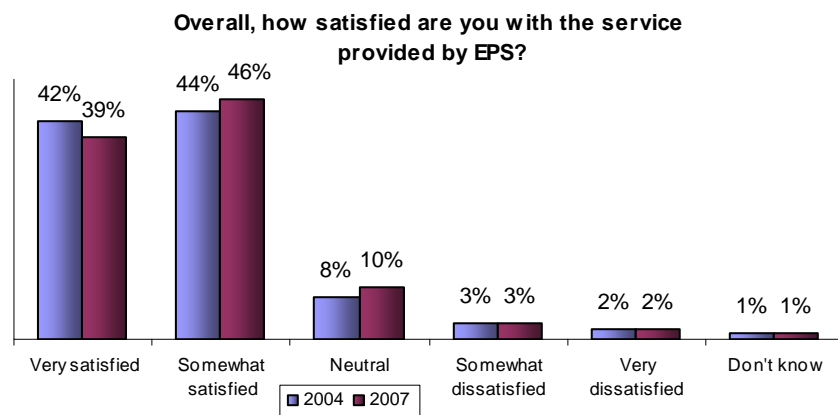
The 2007 survey was conducted by *Banister Research & Consulting Inc.* between the dates of October 19 and 29. One adult (18+) per sampled household was randomly selected to participate. A total of 401 telephone interviews were completed. The response rate was 15.4%.¹

Survey results are incorporated into the EPS Environmental Scan. The Scan is reviewed by EPS management in their annual strategic planning process. This way, issues identified in the survey may be reflected in the EPS strategic priorities.

This highlights document is an edited version of the complete 2007 EPS Citizen Survey. An electronic copy of the full survey can be requested by emailing Plan.Eval@police.edmonton.ab.ca

Overall satisfaction with EPS service

- Overall² satisfaction with EPS service remains high, with 85% of respondents satisfied. A minority of respondents (5%) were dissatisfied.

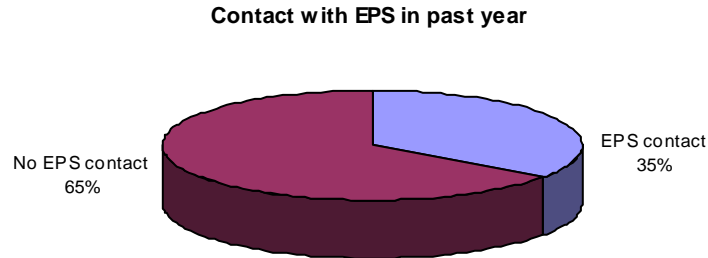


¹ Based on the response rate calculation formula adopted by the Marketing Research and Intelligence Association.

² This question was asked of *all* respondents regardless of whether or not they had any contact with EPS.

Contact with EPS

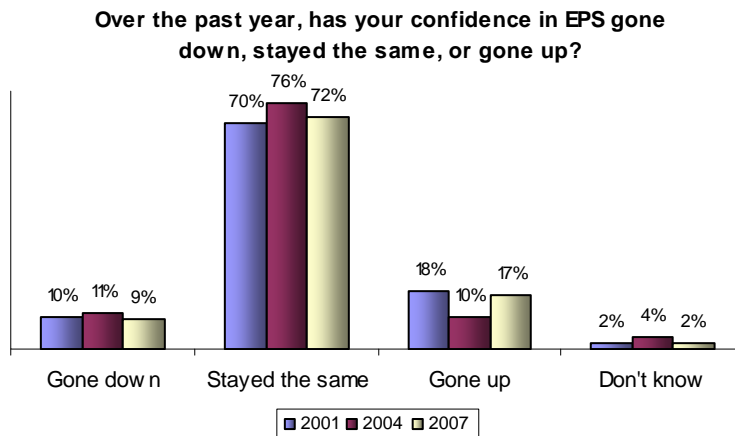
- One in three respondents had *direct contact* with EPS over the past 12 months (see pie chart) -- either they had contacted police (by phone, dispatch, or at a station) or police had contacted them (e.g. to ask for information about a crime).



- The majority were satisfied with the service provided (82% to 94%, depending on method of contact). Up to 18% of respondents were dissatisfied with EPS service. A common reason for dissatisfaction across methods of contact was the perception that nothing was done for the respondent.

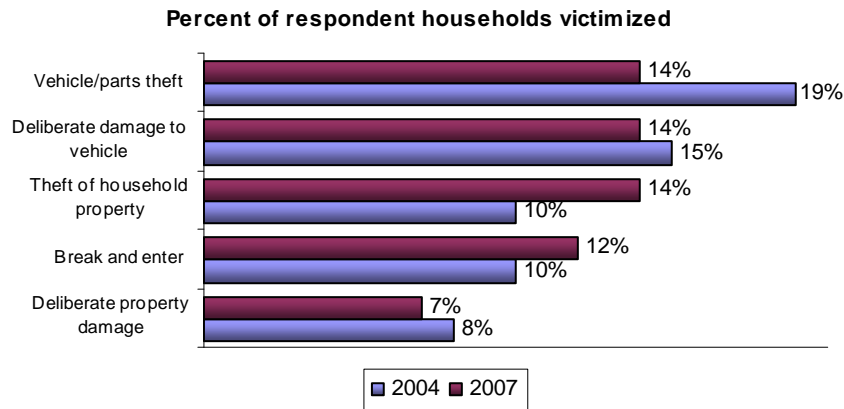
Level of confidence in EPS

- The majority of respondents (83%) continue to have ‘a lot of confidence’ in the Edmonton Police Service. As in previous surveys, most respondents’ confidence in EPS had stayed the same over the past year (72%). However, compared to 2004 a higher percentage of respondents said their confidence in EPS had gone up over the past year (17% in 2007 vs. 10% in 2004).



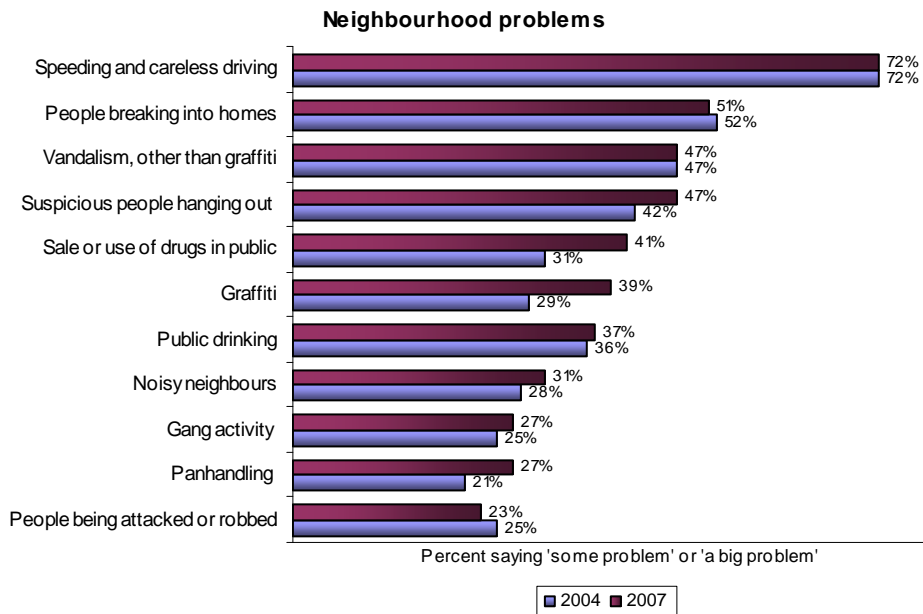
Victimization

- In 2007, as in 2004, 39% of respondent households had been victimized over the past 12 months by one or more of the five property crimes shown in the graph below. Levels of reporting these crimes to police were similar in 2007 and 2004.



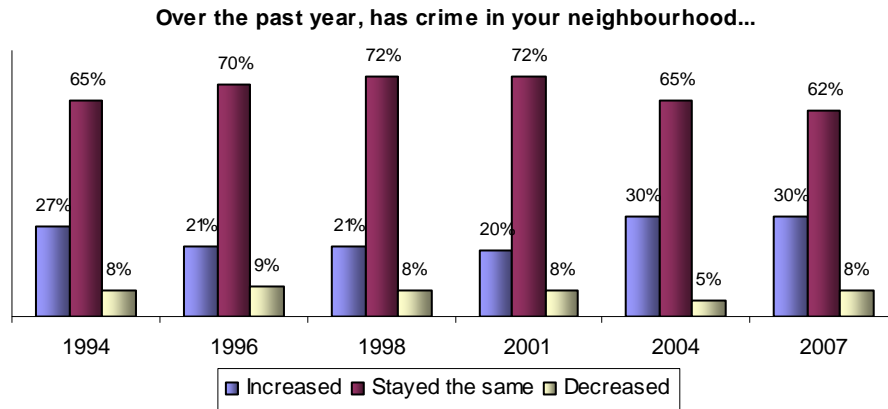
Neighbourhood problems

- In 2007, as in previous surveys, the Top 3 neighbourhood problems were perceived to be 'speeding and careless driving', 'break-ins', and 'vandalism'. Compared to 2004, there was an increase in respondents' perception of the 'sale or use of drugs in public' and 'graffiti' as being problems in their neighbourhood.



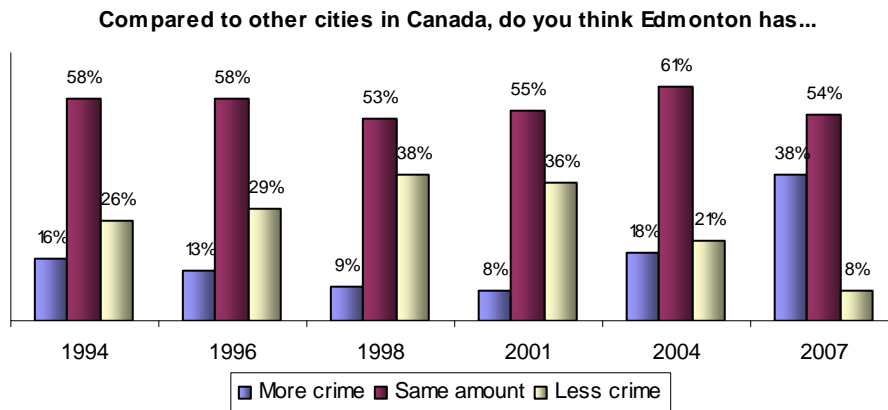
Perception of crime in Edmonton neighbourhoods

- Most respondents in 2007 (70%) felt that overall crime in their neighbourhood was stable (62%) or had decreased (8%) over the past year.



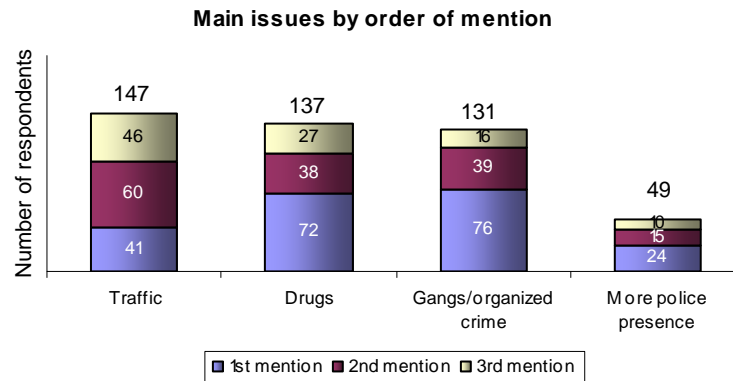
Perception of crime in Edmonton compared to other cities

- Respondents were asked their opinion on whether Edmonton has more, less, or the same amount of crime as other cities in Canada. The majority of respondents (54%) continue to perceive Edmonton as having ‘the same amount’ of crime as other Canadian cities. However, in 2007 compared to 2004, there was a shift towards the perception that Edmonton has more crime than other cities (38% in 2007, up from 18% in 2004).



Citywide issues that should be addressed by EPS

- In 2007, as in 2004, the main issues that respondents felt should be addressed by EPS were: ‘traffic’, ‘drugs’, ‘gangs/organized crime’, and ‘more police/visibility’.



- The main themes in respondents’ recommendations for how EPS could improve services were that police should have a greater presence (18% of responses) and be more visible (12%). The same main themes were identified in 2004 and in 2001.

Awareness of the Edmonton Police Commission

- Three in four respondents were aware that Edmonton has a police commission (see pie chart).



- Of those who were aware of the Edmonton Police Commission (EPC), the largest group (43%) thought that the role of the police commission was to monitor police to make sure they do a good job, while 24% did not know the role of the EPC.