



Community Satisfaction and Assessment Survey

July 2015

Prepared for:

Windsor Police Service

Confidential

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1 EXECUTIVE SUMMARY

1.1 RESEARCH OBJECTIVES

As part of the Windsor Police Service's business planning process the Service uses public / community satisfaction and assessment research to gauge citizen opinions and perceptions of crime, the performance of police on various elements of service delivery, and policing priorities. While community surveys have been undertaken in previous years, the 2013 survey was the first comprehensive telephone survey among a random sample of all Windsor residents and administered by a public opinion research company. This 2015 survey is the second such study and tracks responses compared to 2013 to assess changes in attitudes, opinions, and behaviour.

The Windsor Police Service retained IntelliPulse Inc. to undertake a public / community satisfaction and assessment survey in 2013 and 2015. IntelliPulse Inc. is pleased to provide this report to the Windsor Police Service. The report examines the responses to the telephone survey and is divided into six sections:

1. Executive summary – outlines the research objectives and methods, and provides the highlights of the findings.
2. Community safety – examines feelings of personal safety during daylight hours and at night in various situations and locations, and perceptions of the crime rate.
3. Formation of public opinion – determines sources of information about the police, perceptions on media coverage about the Windsor Police Service, and contact with the police.
4. Overview to the Windsor Police Service – examines overall confidence in and effectiveness of the Service.
5. Performance measures – reports satisfaction with various police services, assessments of police members' qualities, and agreement about police activities and characteristics; and
6. Windsor Police Service challenges and priorities – describes the community's volunteered greatest challenge facing the Windsor Police Service, the ranking of service priorities, and ranking on crime prevention and enforcement strategies.

Section 7 provides a detailed description of the study methodology, the sample, detailed data tracking charts, and the questionnaire.

Each section contains a written explanation of the findings and comparisons to 2013, accompanied by data charts. Statistical analytic techniques were used to:

- Determine whether there is a statistically significant difference in responses between 2013 and 2015¹, and
- Examine the correlation between the rating questions and opinions on confidence and effectiveness of the Windsor Police Service in order to identify which measures have the most impact on the public's assessment of the Service.

The report describes statistically significant differences in responses based on age, gender and city area of residence.

1.2 STUDY APPROACH

IntelliPulse Inc., through its data collection partner The Logit Group, conducted telephone interviews from July 20 to July 29, 2015 among 401 Windsor residents 18 years of age or older. The sample was drawn in proportion to the population distribution across the City of Windsor. The confidence interval for the sample of 401 Windsor residents is ± 5.0 percentage points 19 times out of 20. The Technical Appendix provides a detailed description of the sample, respondent characteristics and the questionnaire.

1.3 HIGHLIGHTS

Safety in the Community

- Virtually all respondents feel safe in the City of Windsor.
 - However, there is a 6% decrease in the percentage of respondents who feel "very safe" (43% in 2015 versus 49% in 2013).
- One-quarter believe the crime level in their neighbourhood has increased during the past three years (25%), but half believe it has increased in the City of Windsor (50%).
 - Perception that crime levels increased in the City of Windsor is 16% higher than in 2013 (50% in 2015 versus 34% in 2013).
- While beliefs about safety and crime decreased, the clear majority of respondents feel safe during daylight hours and at night in various situations and locations. Seven to eight-in-ten feel "very safe" during the daylight in their residence (82%), their place of work (72%), their neighbourhood (70%), their neighbourhood park (67%), shopping areas (66%), and public buildings (64%). Half feel "very safe" while driving (47%).

¹ The independent z-test is used to determine whether there are statistically significant differences between 2013 and 2015. The significance level of 95% was used. The report notes when there are significant changes in responses.

- The only significant change is a 8% decline in feeling “very safe” in public buildings (64% in 2015 versus 72%).
- There is a gap between the percentage of people who feel safe during daylight hours versus at night. The largest gaps in feeling safe are in their neighbourhood park (26% lower at night than during the day), public buildings (14%), their neighbourhood (10%), shopping areas (10%), while driving (9%) and their residence (8%).

Information Sources

- The newspaper is the primary source of information about the Windsor Police Service (47%).
 - Its dominance declined by 13% compared to 2013 (60%)
 - Social media, in particular Facebook increased (18% from 7%)
- Seven-in-ten respondents believe television and newspaper coverage of the Windsor Police is positive, although most provide a qualified rating of “somewhat positive” (television 49%, newspaper 55%).
 - 7% fewer rate television coverage as “somewhat positive” (56% in 2013)
- Most residents do not base their opinions of the Windsor Police Service on direct experience. 21% of the respondents or a member of their household had something happen in the past year that required police assistance. 78% of them or someone else contacted the police. Projected to the total respondents base, 16% themselves or a member of their household had police contact.
 - 6% fewer in 2015 required police assistance (27% in 2013) and 13% fewer contacted the police (91% in 2013)

Confidence and Effectiveness of the Police

- Nine-in-ten respondents have confidence in the Windsor Police Service, and half have “a lot of confidence” (50%).
- Virtually all respondents believe the Windsor Police Service is effective in providing services to the community, with 47% rating it as “very effective”.
- Specific measures tested in the questionnaire have more of an impact than others in forming opinions on confidence in the Windsor Police Service and the effectiveness in providing services. The key ones are:
 - Professional
 - Honest
 - Accountable

- Investigating crime
- Respond to community problems
- Respond to calls
- Visible presence
- Protect property
- Crime prevention
- Concern for the public

Efforts to communicate activities and promote these qualities are most likely to have the most impact on improving overall assessments of the police.

Performance Assessments

- Two-thirds to three-quarters of the respondents are satisfied with police performance in specific service delivery areas, although the majority provide a qualified assessment in that they are “somewhat satisfied”. The percentages who are “very satisfied” are:
 - Respond to calls (27%)
 - Satisfaction decreased since 2013 (72% “very satisfied” and “satisfied” from 82%)
 - Address crime prevention (26%)
 - Provide a visible presence (26%)
 - Deal with traffic safety (25%)
 - Investigate crime (24%)
 - Respond to community problems (23%)
 - Satisfaction decreased since 2013 (77% “very satisfied” and “satisfied” from 84%)
 - Help victims of crime (22%)
 - Satisfaction decreased since 2013 (68% “very satisfied” and “satisfied” from 75%)
 - Deal with nuisance complaints (21%)
 - Satisfaction decreased since 2013 (70% “very satisfied” and “satisfied” from 77%)
 - Deal with neighbour disputes (19%)
 - Satisfaction decreased since 2013 (69% “very satisfied” and “satisfied” from 76%)
 - Protect property (18%)
 - Satisfaction decreased since 2013 (75% “very satisfied” and “satisfied” from 81%)
- Ratings vary on how well members of the Windsor Police Service exhibit specific qualities. The percentage who state a quality defines the police “very well” are:
 - Approachable (57%)
 - Knowledgeable (55%)
 - Concerned for the public (55%)
 - Courteous (53%)
 - Visible in the community (51%)
 - Professional (50%)

- Works effectively with people of different cultures (45%)
- Fair (44%)
- Honest (44%)
 - Assessments improved over 2013 (44% “very well” from 36%)
- While the majority of respondents agree with the statements about the police, relatively few “strongly agree” with:
 - Committed to public safety (40%)
 - Agreement increased (34% “strongly agree” in 2013)
 - Is a professional police service (35%)
 - Agreement increased (28% “strongly agree” in 2013)
 - Accountable to the public (29%)
 - Agreement increased (22% “strongly agree” in 2013)
 - Makes an effort to become more involved with the community (28%)
 - Agreement decreased (51% “agree” from 59% in 2013)
 - Has a good working relationship with the community (27%)
 - Is ethical (27%)
 - Agreement increased (18% “strongly agree” in 2013)
 - Responds in a fair way when dealing with diverse communities such as racial and ethnic groups, religious groups, LGBT community, persons with a disability or a mental health condition (26%)
 - Uses authority and force appropriately (22%)
- When providing suggestions on ways the Windsor Police Service could create a more positive public perception:
 - 26% of respondents provide a response related to service delivery such as being more visible/more patrols and being more friendly/ courteous/ less violent.
 - Be more visible / patrol more decreased (7% from 13% in 2013)
 - 23% suggest activities related to more community participation and communications.
 - Be more involved in the community increased (13% from 7% in 2013)
 - 14% suggest addressing internal affairs issues such as having more discipline and accountability.
 - 34% have no suggestions.
 - They are already doing a good job increased (11% from 7% in 2013)

Challenges and Priorities

- In volunteering the greatest challenge facing the Service in the next three years:
 - 31% name a policing issue such as dealing with drugs and related crimes, theft, and traffic violations.
 - 13% name an external social issue such as Americans importing crime to Windsor, and the poor economy and unemployment.

- 12% volunteer a public trust issue such as regaining credibility lost from individual police officer behaviour, and being accountable and open with the public.
 - Public trust challenges overall declined (17% in 2013)
 - 9% name a service delivery challenge such as improving response time.
 - 8% name a budget or financial issue.
 - 23% are unable to provide a challenge.
- At a minimum 70% of respondents state that all the service areas tested are important. The percentage that provides a score of 9 or 10 “very important” are:
 - Impaired Driving Initiative (73%)
 - Crime prevention (67%)
 - Victim assistance (67%)
 - Downtown foot patrol (66%)
 - Crime Stoppers (64%)
 - Drug enforcement (62%)
 - Traffic safety and enforcement (62%)
 - Drug education (61%)
 - Cruiser patrol (54%)
 - Importance (7-10) increased (88% from 83% in 2013)
 - School liaison (52%)
 - Senior programs (50%)
 - Public Education Initiatives campaigns (45%)
 - Marine patrol (40%)
 - Importance (7-10) increased (75% from 69% in 2013)
 - Bicycle patrol (35%)
 - The volunteered service priorities for the next three years are:
 - 60% mention a focus on specific criminal activities such as drug enforcement, traffic control and enforcement, and theft.
 - 50% name public safety and crime prevention activities such as crime prevention with no specific suggestion, and being more visible.
 - 11% fewer name a public safety and crime prevention priority (61% in 2013).
 - 29% mention improving police image and reputation including being accountable.
 - 11% name increased attention to public education about crime and prevention.
 - 12% fewer name a public education priority (23% in 2013).
 - 11% volunteer changes to officer hiring and training including more diversity and hiring practices.
 - There is an order to the preference for crime prevention strategies:
 - 25% select COAST
 - 8% OVER 2013 (17%).
 - 20% Public Meetings in neighbourhoods
 - 17% High School Liaison program
 - 15% Children’s Safety Village

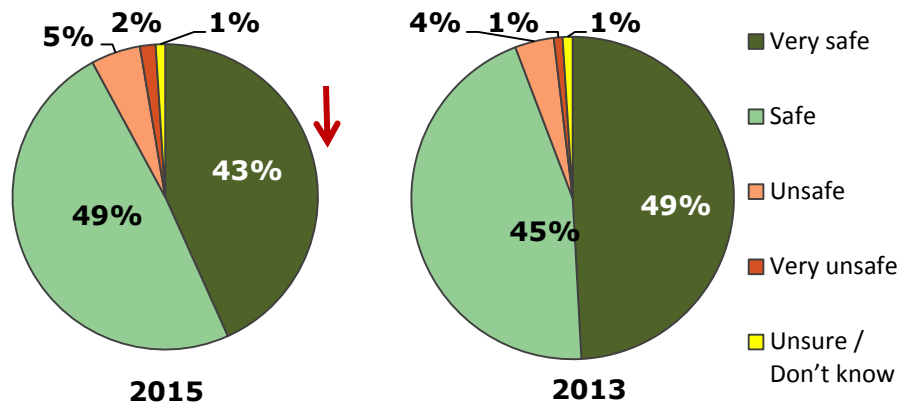
- 11% VIP
 - 6% CPTED
 - 4% Graffiti Abatement
- Respondents ordered specific preferences on which of five types of enforcement strategies they would most like to see the Windsor Police Service continue to enhance public safety:
 - 28% International Child Exploitation Unit
 - 26% Enforcement of Guns and Ganges
 - 20% Directed Traffic Enforcement
 - 12% ROPE
 - 11% Target Enforcement Unit

2 COMMUNITY SAFETY

2.1 OVERALL FEELING OF SAFETY

At the outset of the survey, prior to mention of the Windsor Police Service or policing, respondents were asked how safe they feel overall in the City of Windsor. As can be seen in Figure 2.1, the vast majority of Windsorites feel safe (92%); 43% feel "very safe". While the the overall proportion of respondents who feel safe is similar to 2013, significantly fewer feel "very safe", a decrease of 6%.

Figure 2.1: Overall Feeling of Safety in the City of Windsor



There are several demographic and city area differences in opinions:

- Women are less likely to feel "very safe" in Windsor than are men, although the majority feel safe.
- Notably feelings of being "very safe" increases with the age of the respondents such that seniors are twice as likely to say "very safe" compared to respondents who are 18 to 34.
- Residents in the South section of Windsor have a higher feeling of safety than the average and Downtown residents are lower than the average.

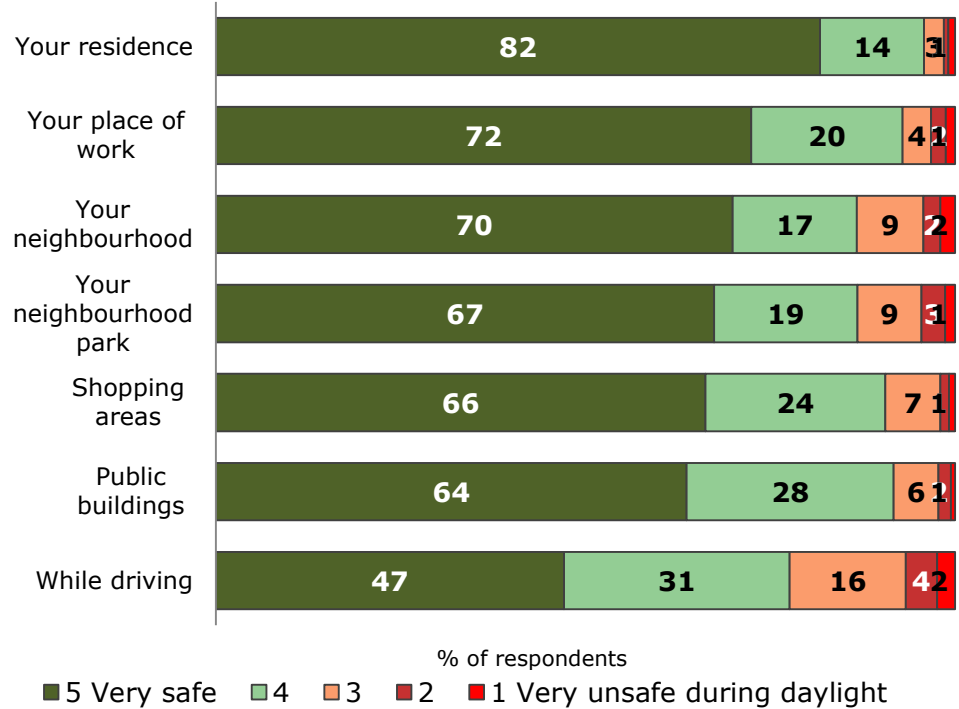
2.2 FEELINGS OF SAFETY DURING THE DAY AND AT NIGHT

Feelings of being safe also extent to various situations and locations within the City of Windsor. Two charts present findings on how safe respondents feel during the daylight hours and at night in Windsor at a selection of situations and locations.

Figure 2.2-1 on the next page indicates that, in 2015 over 8-in-10 respondents feel "very safe" or "safe" during daylight hours in six of seven locations. Respondents provide the highest levels of safety in their residence

(96%), their place of work (92%)², public buildings (92%), shopping areas (90%), their neighbourhood (87%), and their neighbourhood park (86%). The lowest rated is feeling safe while driving (78%).

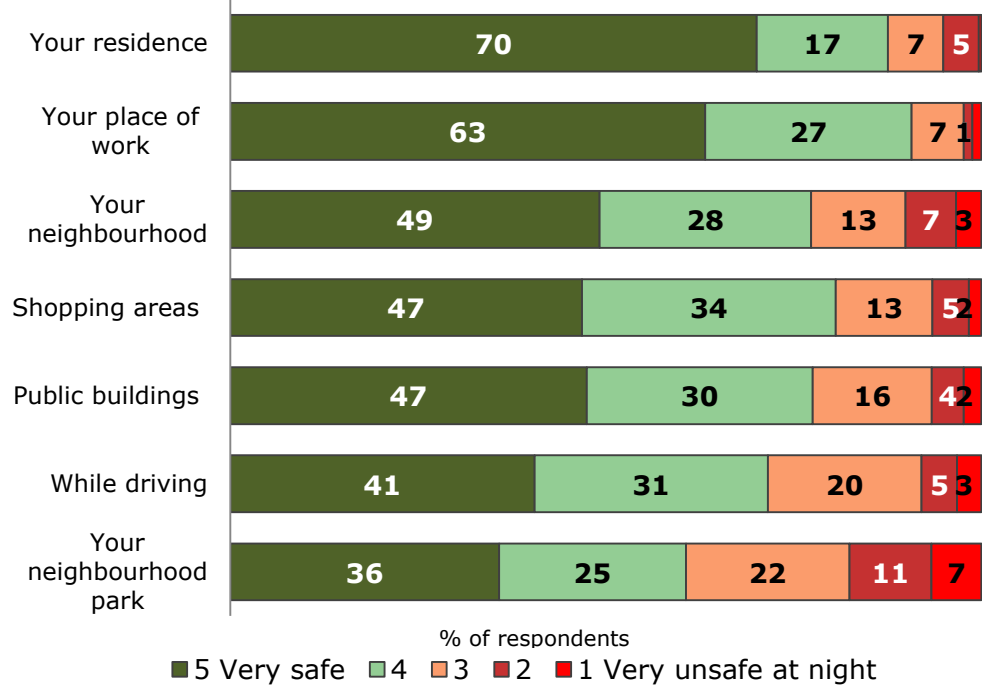
Figure 2.2-1: Levels of Feeling Safe During the Day



The clear majority of Windsorites in 2015 also feel safe at night. As can be seen in Figure 2.2-2 on the next page, at a minimum, two-thirds of the respondents feel “very safe” or “safe” at night in all locations with one exception. Respondents provide the highest levels of safety at their place of work (90%) and their residence (87%), followed by shopping areas (81%), public buildings (77%), their neighbourhood (77%), and while driving (72%). The lowest rated is feeling safe in their neighbourhood park (61%).

² Note that 1% of the respondents said they “don’t know” and 32% said the question was not applicable as they do not work. 4% did not respond to the question on their neighbourhood park, and 6% refused on “while driving”. These responses are excluded from the percentages for all questions. Similar proportions of respondents did not answer the same questions on their feeling of being safe at night.

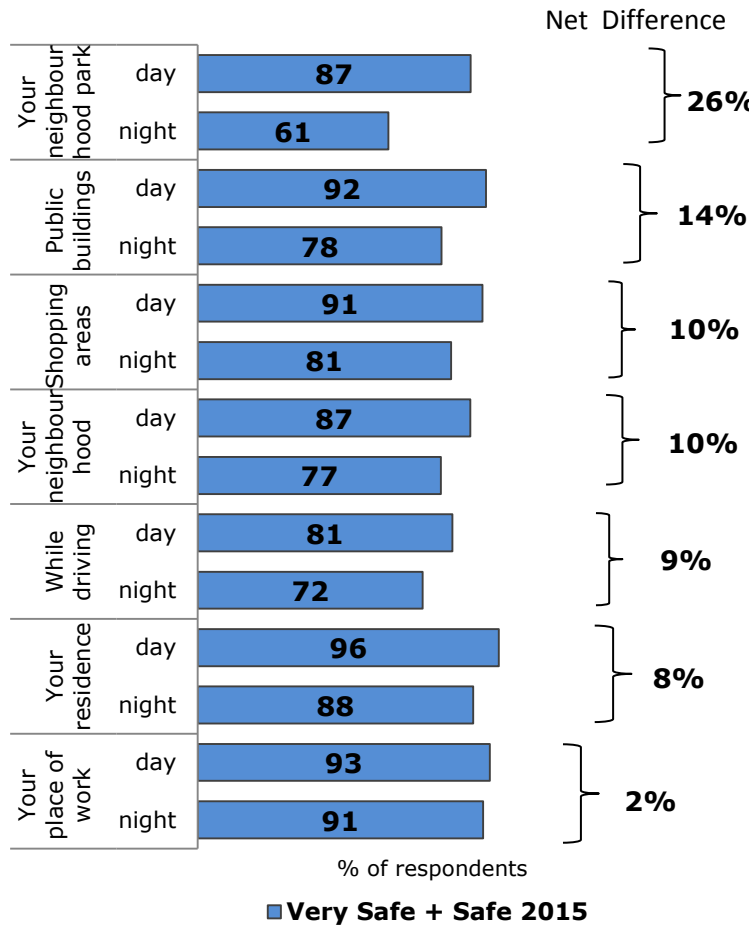
Figure 2.2-2: Levels of Feeling Safe at Night



As would be expected Windsorites’ safety ratings are lower during the night than those provided for daylight. The “net difference” column in Figure 2.2-3 indicates that:

- The smallest gaps between feeling safe during daylight hours and at night are at their place of work (2%), in their residence (8%), and while driving (9%).
- Ten percent fewer respondents feeling safe at night than during the day in their neighbourhood and shopping area, and 14% fewer feel safe in public buildings.
- Not surprisingly, the greatest difference between feeling safe during the daylight and at night is in their neighbourhood parks with a 26% difference.

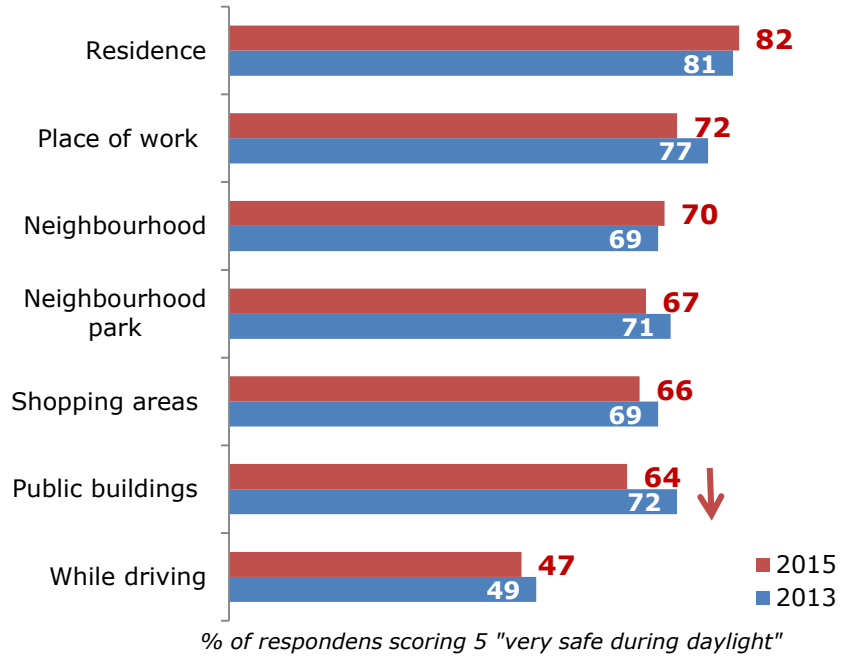
Figure 2.2-3: Feeling of Safety During the Day Versus at Night



Respondents in 2013 were also asked to rate their feeling on safety during daylight and at night at the same locations and situations. Figure 2.2-4 presents the degrees of feeling “very” safe in the various situations and Windsor locations. Notably ratings are statistically the same for six of the seven situations. The only change since 2013 is an 8% decline in feeling safe in public buildings during daylight hours.³

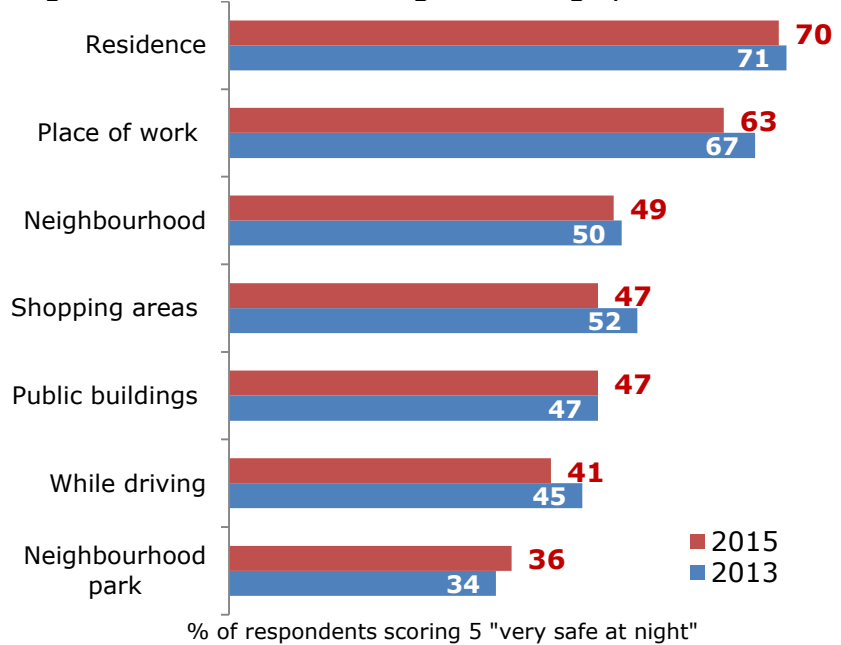
³ The Technical Appendix 7.3 contained Figures 2.2-4a and 2.2-5a with the detailed responses in 2013 and 2015.

Figure 2.2-4: Levels of Feeling Safe During Daylight, 2013 - 2015



There are no statistically significant differences between 2015 and 2013 in feeling of being "very safe" at night at the various situations and Windsor locations (Figure 2.2-5).

Figure 2.2-5: Levels of Feeling Safe at Night, 2013 - 2015



There are significant differences in responses by the demographic and city area characteristics of respondents, although the differences are a matter of degree:

- Women rate their feeling of being safe lower than men during daylight hours in shopping areas, in their neighbourhood, and in public buildings, and at night in shopping areas, their residence, at their place of work, in their neighbourhood, in neighbourhood parks, and in public buildings.
- As the age of respondents increases they are more likely to feel safe during the daylight in their neighbourhood park and at night in shopping areas, in their residence, and in their neighbourhood.
- Respondents who live in the Downtown⁴ area are less likely than the average response to feel safe during daylight hours and at night in their residence, their neighbourhood, and their neighbourhood park. West Windsor respondents have a lower than average feeling of safety during the day in public buildings. South Windsor residents have a higher than average feeling of safety during the day in their residence and public buildings, and during the day and at night in their neighbourhood. East Windsor residents feel safer than the average during the day in public buildings.

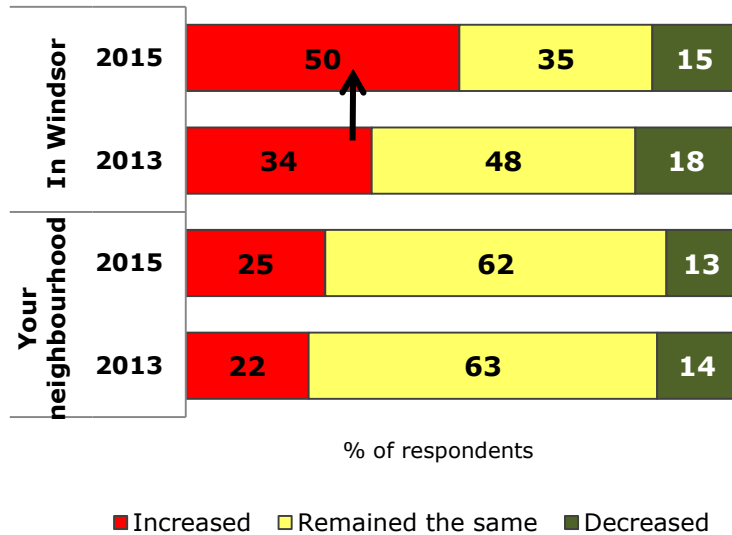
2.3 PERCEIVED CHANGES IN LEVELS OF CRIME

As can be seen in Figure 2.3, there is a change in perceptions of the crime rate over the past three years. Two key findings are:

- There has been a 16% increase in the percentage of respondents who believe that the level of crime in Windsor has increased, rising to 50% of the respondents.
- In contrast, the majority of respondents continue to perceive that the level of crime remained the same in their neighbourhood (62%), and one-quarter continue to believe the level of crime has increased.

⁴ Respondents' postal codes were matched to geographical areas in the city. Five areas were created: Downtown, Central, East, West and South.

Figure 2.3: Change in the Level of Crime During the Past Three Years



Given that feelings of safety at various Windsor locations have not changed nor has perceptions of crime levels in their neighbourhood, it appears that the increased perception of crime in Windsor itself has not affected them personally.

There is a correlation between feeling safe overall in the City of Windsor and perceptions of the crime rate. As might be expected, respondents who believe that the crime rate increased in the City and their neighbourhood are more likely to feel less safe. However, assessments of crime rate changes tend not to be correlated with responses to other questions including the Windsor Police performance ratings.

Notable population segment differences are:

- Perceptions that crime in Windsor and their neighbourhood has increased is highest among younger respondents, the same populations segments less likely to feel “very safe” overall and in specific locations.
- Women are more likely than men to believe crime has increased in Windsor.
- Regionally, East Windsor residents are more likely to believe the crime rate has increase in Windsor, and South Windsor to be less likely to believe this. Downtown residents are more likely to say the crime rate increased in their neighbourhood.

Respondents who believed that the level of crime in their neighbourhood increased during the past three years were asked why they held this view. Responses are presented in Table 2.3. Most of the respondents cited examples of robberies or the use of guns and knives. However, the findings

must be examined with caution given the small number of respondents. This caution is also applies to comparing differences between 2015 and 2013.

Table 2.3: Why the Level of Crime in their Neighbourhood Increased

	2015	2013
	%	%
Robberies/theft/assault/vandalism	18	10
Use of guns in robbery / shootings/ stabblings	18	
Auto break-ins/theft	14	16
Break-ins/burglary	14	22
Unemployment/lack of jobs	9	3
People that have moved into the area	6	
Teenagers loitering/nothing to do	5	3
Read in newspaper/saw on the news	5	4
Drugs/drug dealers	4	17
Don't feel safe walking outside	2	3
Crime rate is worse than in the past		3
Lack of police involvement/presence		3
Suspicious activities/attitudes		5
Other	5	4
Don't know/no comment		3
Refuse to answer		2
Total n	96	86

Note: Based on respondents who said the level of crime in their neighbourhood increased.

3 FORMATION OF ASSESSMENTS

3.1 INFORMATION SOURCES AND MEDIA COVERAGE

It is relevant to determine the primary sources of information about the Windsor Police Service before examining opinions about the Service.

As can be seen in Table 3.1, the newspaper (47%) continues to be the primary source of information although its dominance diminished since 2013. Social media, in particular Facebook (18%), have significantly increased in importance. There is no change in the proportion of respondents who obtains information about the Service from television (37%), radio (21%), and family and friends (17%). Notably 10% say their primary source is the Windsor Police Service either via the Service’s Internet site or Windsor Police Service or City documents, unchanged since 2013.

Table 3.1: Primary Sources of Information about the Activities, Programs and Services Provided by the Windsor Police Service

	2015	2013
	%	%
Newspaper	47	60
Television	37	35
Radio	21	21
Facebook	18	7
Family and friends	17	21
Windsor Police Internet site	8	6
Twitter	5	2
Windsor Police document such as Business Plan or City Council Minutes	2	3
Other	11	12
Unsure / Refused	5	4

Note: Percentages sum to more than 100% since two responses were accepted.

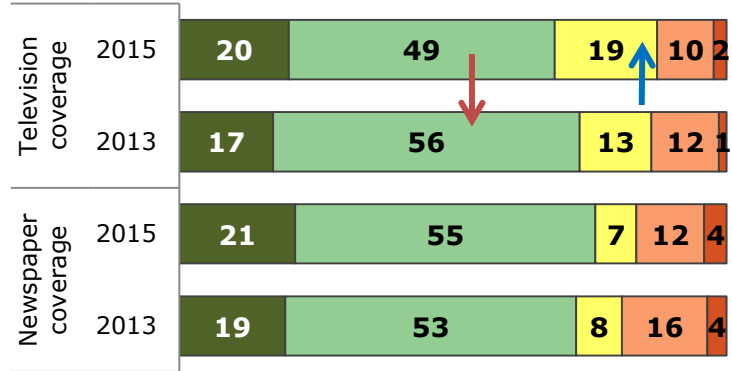
There are several demographic differences compared to the average responses in information sources about the Windsor Police Service:

- Facebook usage is more prevalent among younger respondents and women.
- Newspaper and television are more prevalent among older respondents.
- Windsor Police Internet is used more so among respondents 35 to 44 years of age; respondents 65 years of age or older are more likely than the average to cite newspaper and television; those 35 to 44 years of age to cite family and friends; and those 45 to 64 to cite the radio.
- South Windsor is more likely to use the newspaper, Downtown television, and West Windsor the Windsor Police Internet.

To further explore information sources respondents were asked to describe the impression of the Windsor Police Service based on newspaper and television coverage, the two most prevalent information sources.

The clear majority of respondents believe the Windsor Police Service’s portrayal in the local media is positive - 69% believe television coverage and 76% believe newspaper coverage is positive. However, very few believe the coverage is “very positive” and the majority believe it is “somewhat positive”.

Figure 3.1: Impression of the Windsor Police from Local Media Coverage



% of respondents

- Very positive ■ Somewhat positive ■ Neutral, don't know
- Somewhat negative ■ Very negative

It is notable, however, that significantly fewer respondents in 2015 compared to 2013 believe that television coverage is “somewhat positive” and a higher percentage rate the coverage as “neutral”.

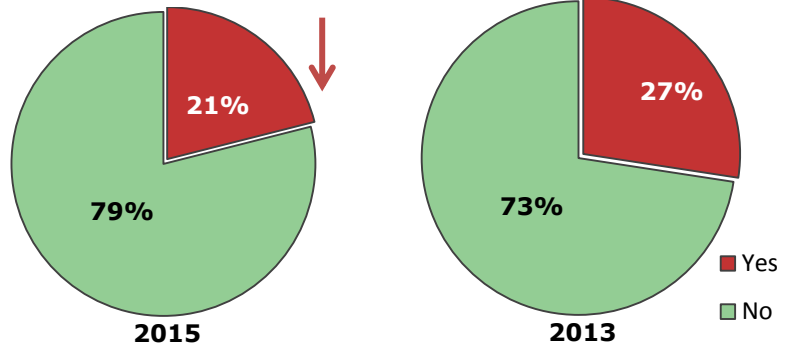
Demographically:

- Women more so than men believe television coverage is positive.
- West Windsor rate television as more positive than the average and Central less positive.

3.2 PERSONAL OR HOUSEHOLD CONTACT WITH THE POLICE

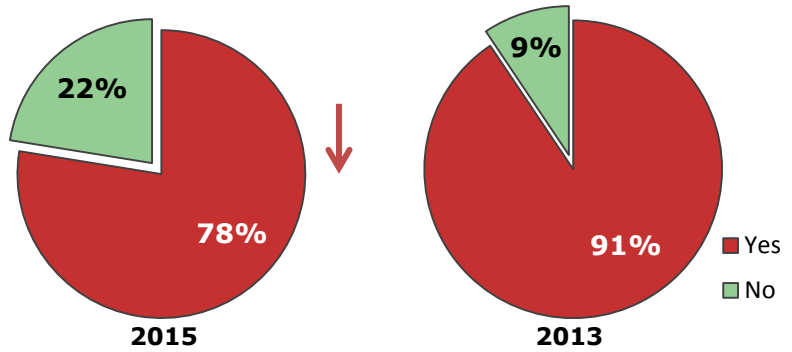
The majority of respondents do not base their impressions about the Windsor Police Service on person experience. As can be seen in Figure 3.2-1, two-in-ten respondents had something happen to them or a household member within the last year that required police assistance. While the proportion of Windsorites who required police assistance is small, the proportion declined significantly compared to 2013.

Figure 3.2-1: Police Assistance in the Last Three Years



Of the respondents who had something happen to themselves or a household member, three-quarters of them or someone in their household contacted the police, a significant decline from 2013. Out of all respondents, 16% had contact with the police within the last year.

Figure 3.2-2: Contact the Police



Answered by

Answered by respondents who had something happened requiring police assistance

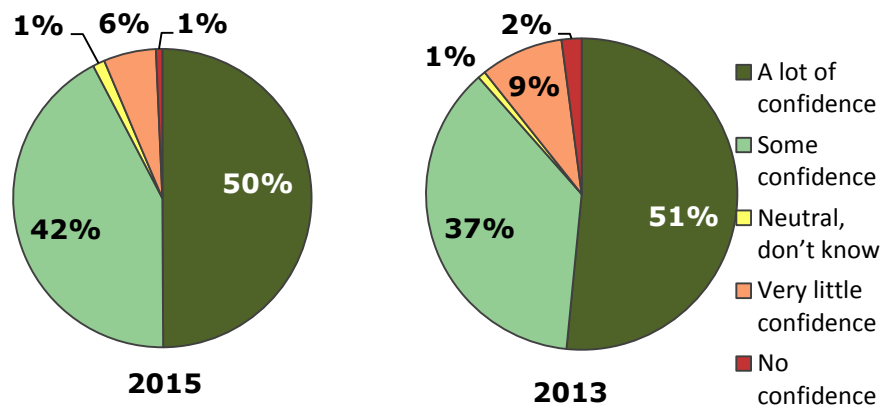
4 OVERVIEW TO THE WINDSOR POLICE SERVICE

4.1 CONFIDENCE

Two questions about the Windsor Police Service are used as overall assessments of the police – confidence in the Service and effectiveness in providing services. These questions are used as the defining attributes of the Windsor Police and other questions in the survey are used to identify what attributes are most likely to affect these perceptions.

Prior to specific questions about the Windsor Police Service respondents were asked “Overall how much confidence do you have in the Windsor Police Service?” As can be seen in Figure 3.1, 92% of respondent have confidence in the Windsor Police Service and half (50%) have “a lot of confidence”. The level of confidence in the Windsor Police Service is statistically the same as in 2013.

Figure 3.1: Overall Confidence in the Windsor Police Service



Confidence in the Windsor Police Service is broadly based in that opinions tend to be similar by gender and city area. The only difference is:

- Older respondents are more likely to have “a lot” of confidence in the Service than younger respondents.

The level of confidence in the Windsor Police Service is correlated with questions on satisfaction with police performance, how well members of the Service exhibit the tested qualities, and agreement on statements about the Windsor Police Service. That is the respondents who provide a more positive rating also have more confidence in the Service.

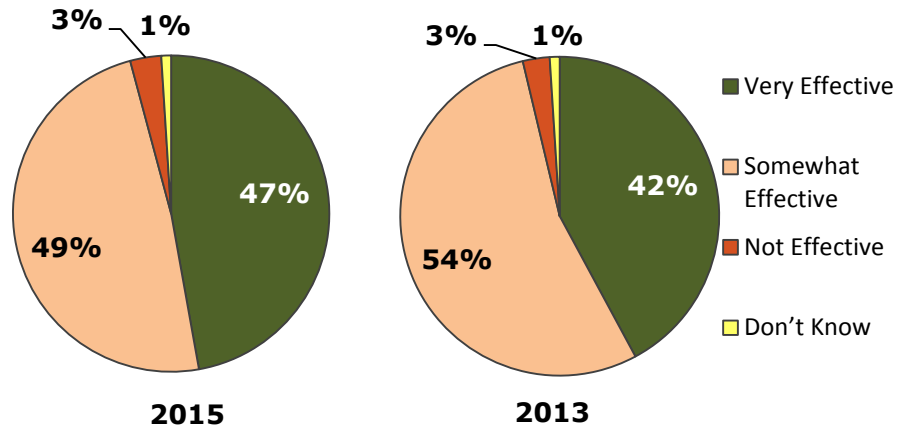
Analytic techniques were used to identify which performance measures are likely to have the most impact on the formation of public opinion on confidence in the Windsor Police Service. The key measures that drive confidence in the Service are a mix of service performance and member attributes:

- Rating on being a professional police service
- Satisfaction on investigating crime
- Rating of the members being honest
- Satisfaction on responding to calls
- Satisfaction on providing a visible presences
- Rating of members on concerned for the public

4.2 EFFECTIVENESS

More than half way through the questionnaire respondents were asked "In general, how effective do you believe the Windsor Police is in providing services to the community?" As can be seen in Figure 3.2, not only does the public have confidence in the Windsor Police Service, almost all of them rate the Windsor Police Service as being effective (96%). On the three-point scale, 47% rate the Windsor Police Service as "very effective". Forty-nine percent (49%) provide a qualified "somewhat effective" response. 2015 assessments are the same as in 2013.

Figure 3.2: Effectiveness in Providing Services to the Community



As with the level of confidence in the Windsor Police Service:

- Demographically, older respondents rate the police services as more effective than younger respondents.

The effectiveness rating for the Windsor Police Service is correlated with questions on satisfaction with police performance, how well members of the Service exhibit the tested qualities, and agreement on statements about the Windsor Police Service. That is, respondents who provide a more positive rating also have a higher rating on effectiveness.

Analytic techniques were used to identify which performance measures are likely to have the most impact on the formation of public opinion on effectiveness of the Windsor Police Service. Three of the key measures that drive effectiveness are the same as those that drive confidence in the Service:

- **Rating of members on concerned for the public**
- **Satisfaction on providing a visible presences**
- Satisfaction on responding to community problems
- **Rating of the members being honest**
- Rating on being accountable to the public
- Satisfaction on protecting property
- Rating of members being visible in the community

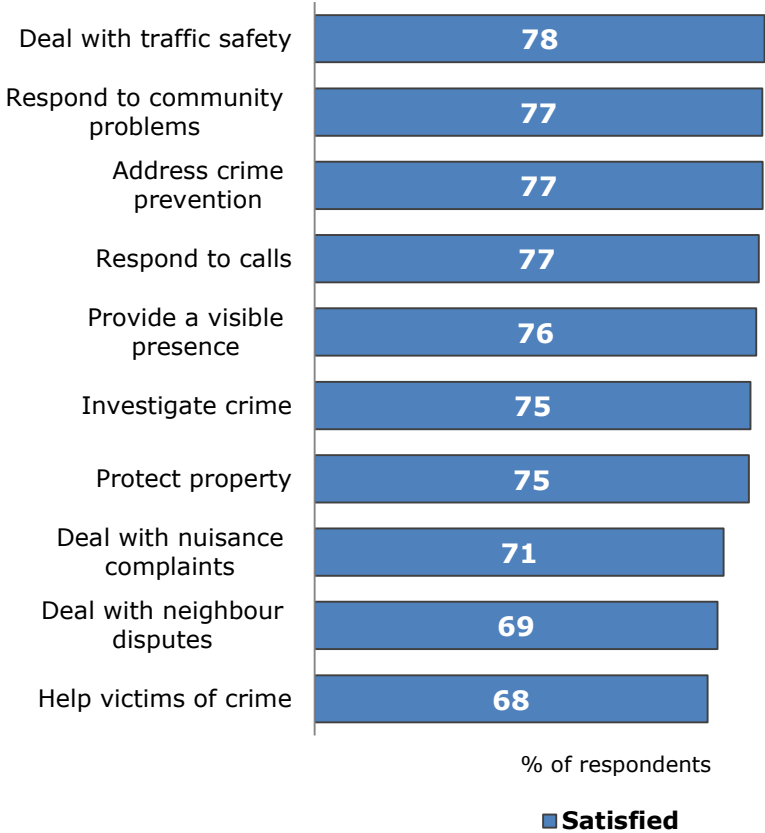
5 PERFORMANCE MEASURES

5.1 POLICE SERVICE DELIVERY

Several series of performance measures are used to gauge how the community perceives police services delivered to them, police members’ attributes, and police activities in the community. Public perceptions are important insofar as the public is the “customer” of the services provided by the Windsor Police Service. Information gleaned from their responses will assist the Service with understanding its strengths and weaknesses. This subsection and the following four identify how the public views the Windsor Police Service.

Respondents were asked their satisfaction level with Windsor police performance in 10 areas. As can be seen in Figure 5.1-1, the clear majority of respondents are satisfied with police performance in all areas. While there is a hierarchy in the level of satisfaction, there is only a 10% difference between the top scored “deal with traffic safety” and the bottom scored “help victims of crime”.

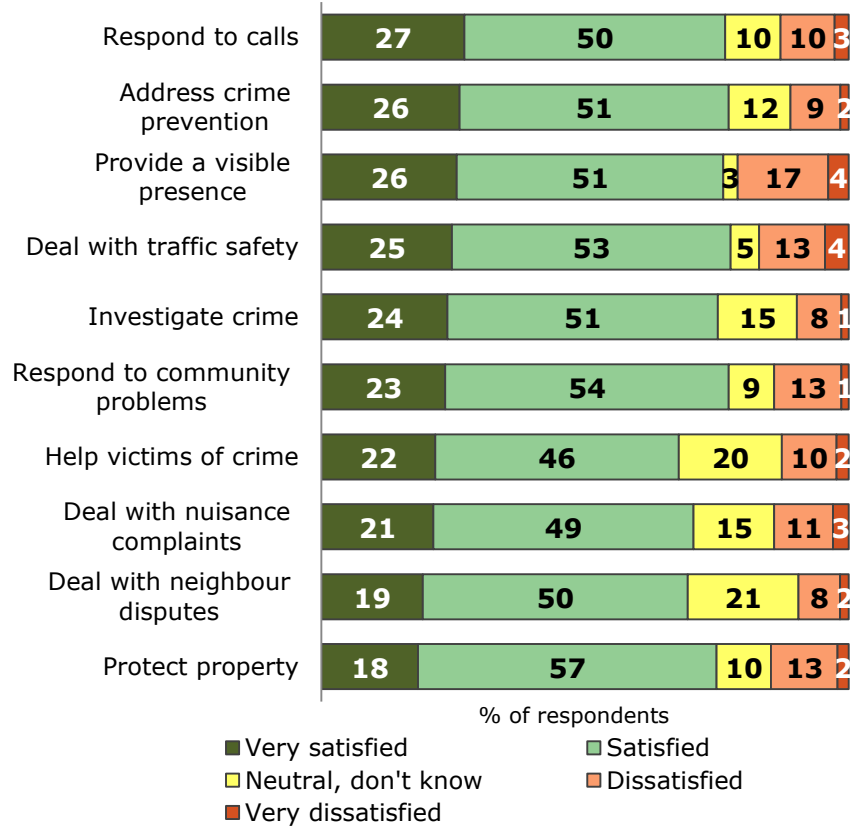
Figure 5.1-1: Overall Satisfaction with Windsor Police Performance



The order of performance rating changes when they are ranked by the level of “very satisfied” (Figure 5.1-2). One-quarter of the respondents provide the highest satisfaction rating to respond to calls (27%), address crime prevention (26%), provide a visible presence (26%), deal with traffic safety (25%) and investigate crime (24%). One-fifth are “very satisfied” with

respond to community problems (23%), help victims of crime (22%), deal with nuisance complaints (21%) and neighbour disputes (19%) and property protection (18%). Most people are “somewhat” satisfied with Windsor police performance, thereby withholding strongly favourable assessments.

Figure 5.1-2: Levels of Satisfaction with Windsor Police Performance



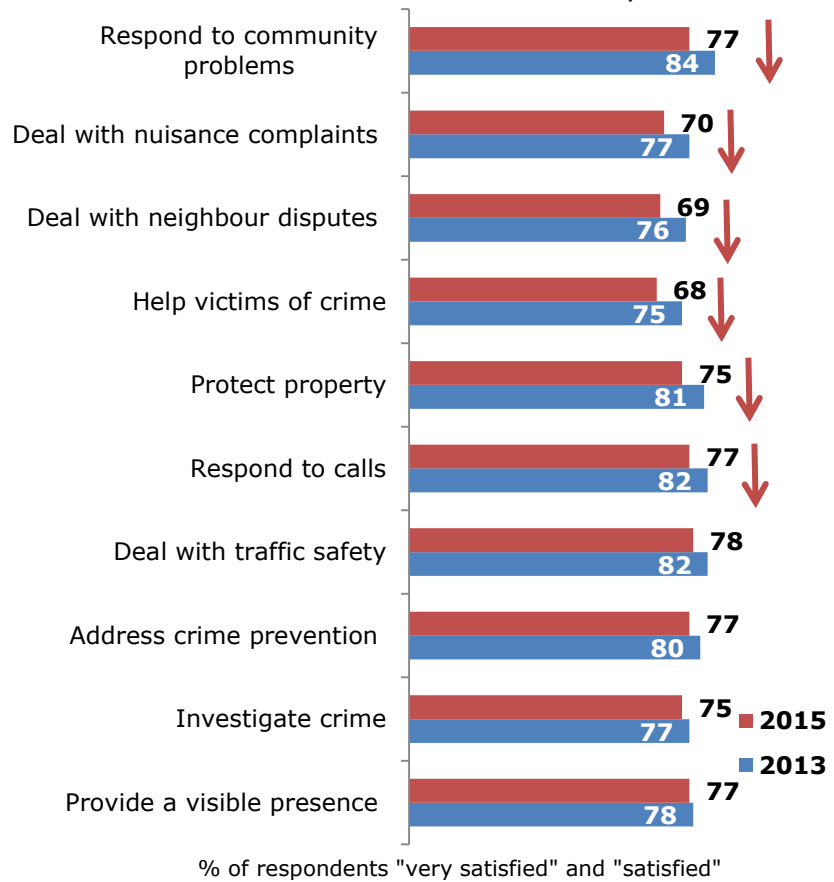
There has been a significant change in ratings on several performance measure compared to 2013. Figure 5.1-3 on the next page presents the satisfaction levels for both years. While the clear majority of respondents are satisfied, there has been a significant decline in overall satisfaction on six measures -

- Respondent to community problems (7% decline)
- Deal with nuisance complaints (7%)
- Deal with neighbour disputes (7%)
- Help victims of crime (7%)
- Protect property (6%)
- Respond to calls (5%)

Notably, 7% more respondents are “very satisfied” with addressing crime prevention compared to 2013. All other significant changes too place at the “satisfied” level⁵.

⁵ Technical Appendix 7.3 Figure 5.1-3a contains the details for 2013 and 2015.

Figure 5.1-3: Satisfaction with Police Performance, 2013 - 2015



There are very few population segment differences in the level of satisfaction with Windsor Police performance. Generally speaking all population groups are satisfied with police performance and a few segments are less likely to provide the top score of "very satisfied":

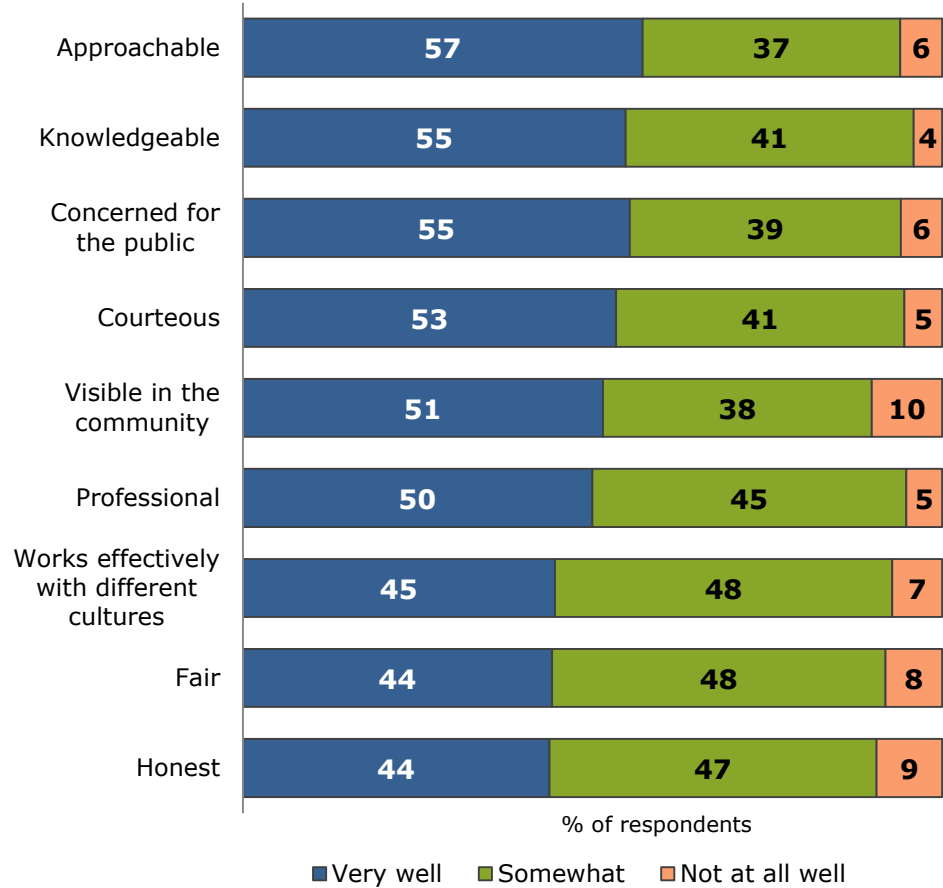
- Younger respondents are more reticent to say they are "very satisfied" than older respondents on provide a visible presence and protect property.
- Women are less satisfied than men on dealing with neighbour disputes and with nuisance complaints.
- Central Windsor and Downtown respondents tend to be less likely to be "very satisfied" on most performance measures, and South Windsor more likely to be "very satisfied".

5.2 OFFICER QUALITIES

Respondents were asked "How well do members of the Windsor Police Service exhibit the following qualities". Figure 5.2 presents the ratings of Service members in nine areas. At a minimum 90% of respondents state that the police exhibit the characteristics "very well" or "well". However, there is a hierarchy on how well members perform:

- Half or more the respondents rate members of the Service “very well” on approachable (57%), knowledgeable (55%), concerned for the public (55%), courteous (53%), visible in the community (51%) and professional (50%).
- Fewer respondents provide a “very well” rating on works effectively with people of different cultures (45%), fair (44%) and honest (44%).

Figure 5.2: How Well Members of the Windsor Police Service Exhibit Specific Qualities



Ratings of the members of the Windsor Police Service are statistically the same as in 2013 with one exception. Respondents provide a higher rating on honest (“very well” - 44% in 2015 versus 36% in 2013), an increase of 8%. The detailed rating comparisons are presented in Section 7.3, Figure 5.2a.

Assessments of members of the Windsor Police Service are broadly based across demographic characteristics and by area of the city. The only significant differences are:

- Women are more likely to say “very well” than men on the attributes of courteous and knowledgeable.

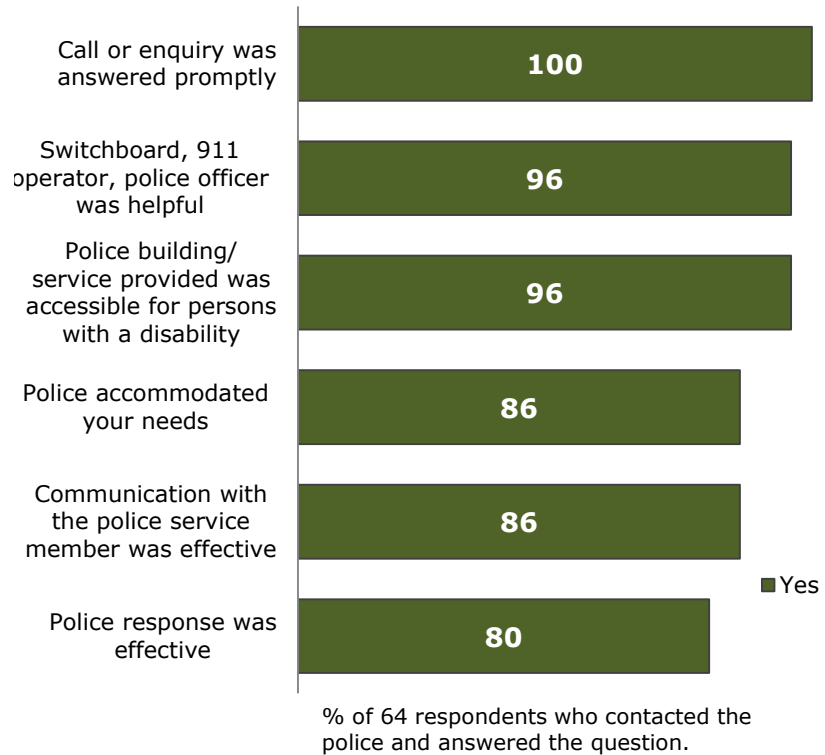
- Older respondents are more likely to provide a higher rating on approachable.

5.3 ASSESSMENTS OF POLICE CONTACT

Figures 3.2-1 and 3.2-2 indicated that 21% of the respondents had something happen that required police assistance, and of them 78% either themselves or someone in their household contacted the police.

Respondents who contacted the police were asked several questions about their experience⁶. Figure 5.3 indicates that police assistance was well received. It should be noted that the percentages are based on a small number of respondents (47 to 62 people) and hence the findings need to be interpreted with caution. Moreover, responses cannot be compared to 2013 because the small number of respondents precludes statistically reliable comparisons.

Figure 5.3: Assessment of the Contact Response



5.3.1 NON-REPORTED INCIDENCE TO THE POLICE

The 19 respondents who had something happen within the last year that required police assistance but did not contact the police were asked why the incident was not reported. Table 5.3 provides the verbatim responses.

⁶ Respondents who stated a question was “not applicable” to their experience or said “don’t know” were excluded from the percentages in order to have a base comparison among people who provided an answer. The proportion unable to provide a response are: call or enquiry was answered promptly 2%, switchboard / police officer was helpful 9%, police response was effective 1%, and police building or service was accessible for persons with a disability 24%.

Table 5.3: Reason for not Reporting the Incidence to the Police

I wasn't sure they would be cool headed with the situation and there might be no transfer of information between different departments. /p No reports to provide the court, information is lost
The issue was an alarm issue. /p The alarm went off.
There was a car accident and the other person called the police.
No one did here but someone else did for no reason.
The man who ran into my car had a cell phone and he called the police.
It was reported by a 3rd party and it was our house alarm that went off.
I did not have to. They were already there.
They came to the house. There was 16 SWAT cars. They don't need that much cops just to arrest 1 person for fighting.
It was being reported at the time by other party.
Wasn't a police needed incident but showed up also.
It was not necessary.
We don't have anything happen in my house.
Because there was no incident. My son discharged himself from the mental hospital. He was on voluntary basis and so when he left the hospital they couldn't stop him but when you leave the mental hospital on your own, you're not getting prescriptions so after he was begging the hospital to get him medication. He didn't ask for meds he should take, he took meds he wanted to take so they contacted his doctor and the psychiatrist, and he put him on the form and called the police so the ambulance could pick him up and bring him back to the hospital.
I wasn't home. I moved from Amherstburg. And nobody lives in this home but my grandma and grandpa, and that's when the PSW found them.
Yes we did. I found some matter on the ground that should be there.

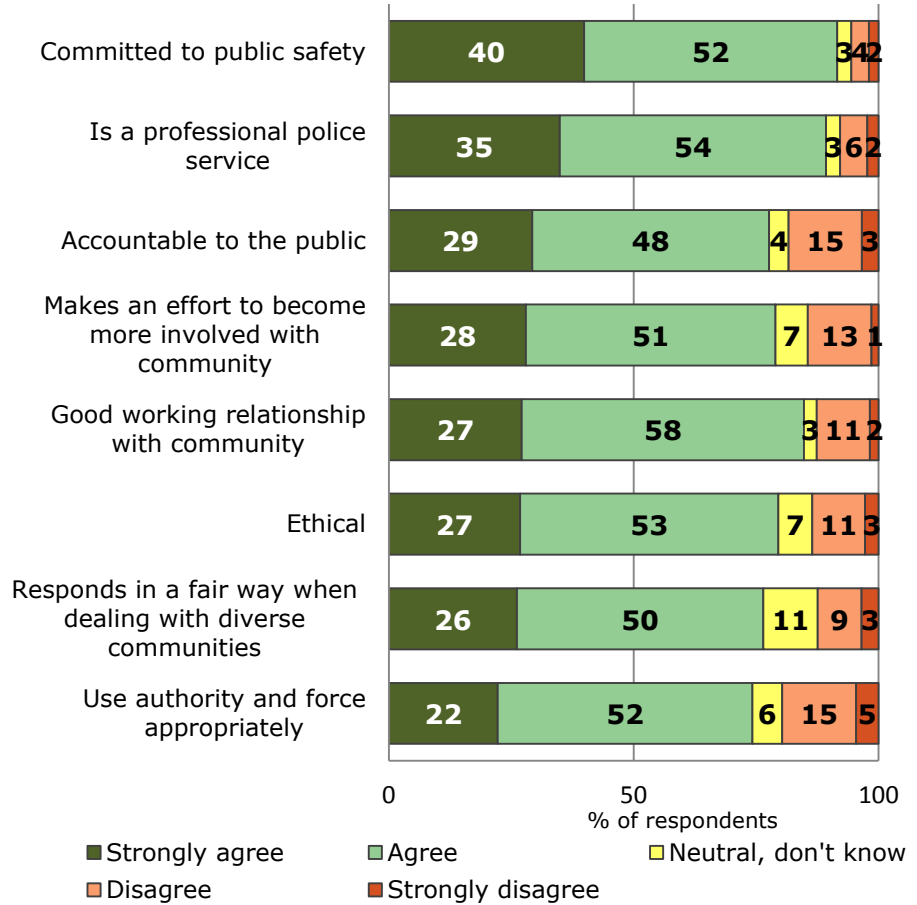
Note: /p indicates the interviewer probed for more details.

5.4 COMMUNITY RELATIONSHIPS

Respondents were asked to agree or disagree with eight statements about the Windsor Police Service. As can be seen in Figure 5.4-1 on the next page, three-quarters or more of the respondents agree with each statement. However, at most four-in-ten “strongly agree” and roughly one-half provide positive but reserved endorsements of the Service:

- The highest agreement levels are with the statement that the Windsor Police Service is committed to public safety (92% “strongly agree” and “agree”) and it is a professional police service (89%).
- Eight-in-ten agree and approximately one-quarter of the respondents “strongly agree” that the Windsor Police Service - has a good working relationship with the community (85% “strongly agree” and “agree”), is ethical (80%), makes an effort to become more involved with the community (79%), is accountable to the public (77% agree), and responds in a fair way when dealing with diverse communities such as racial and ethnic groups, religious groups, LGBT community, persons with a disability or a mental health condition (76%).

Figure 5.4-1: Statements about the Windsor Police Service

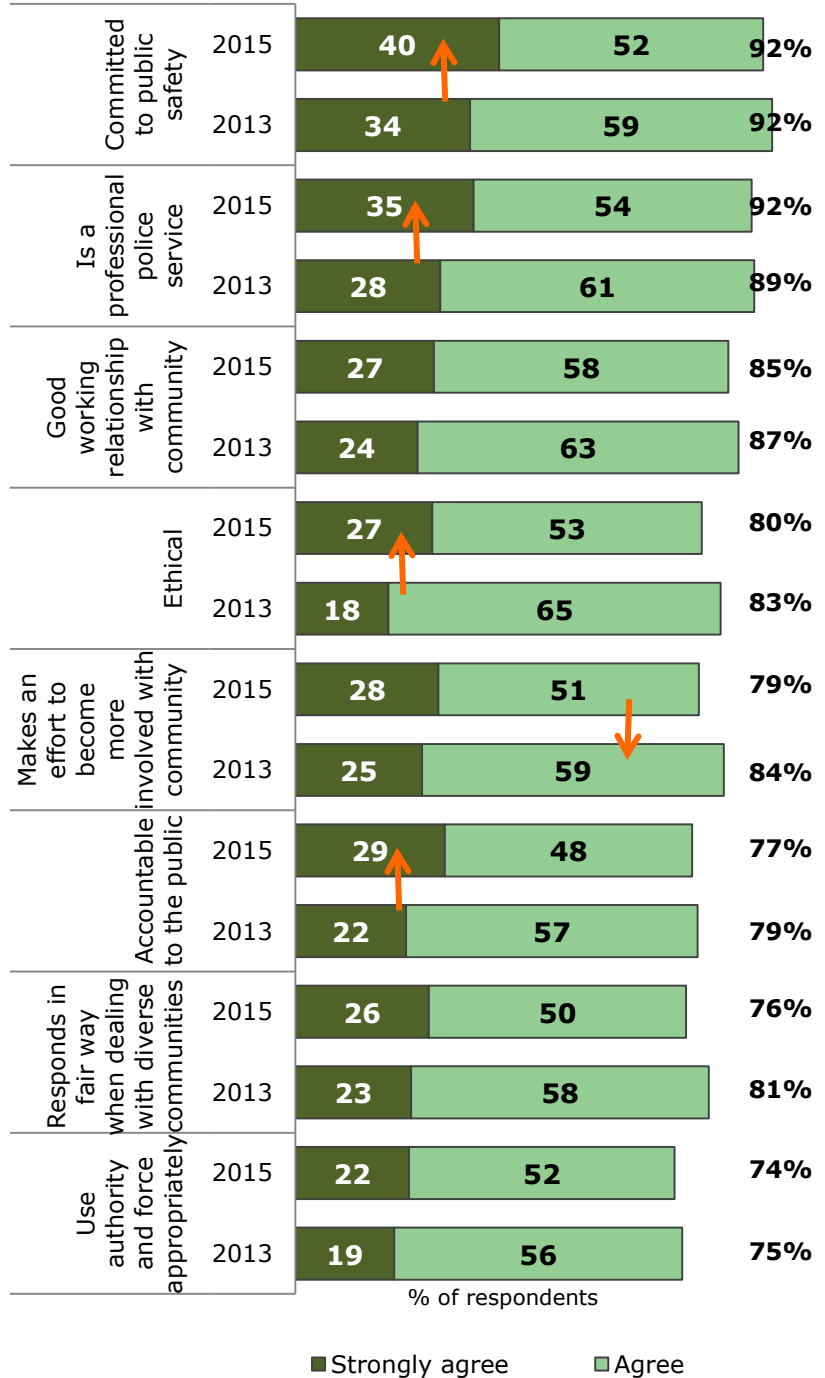


- The lowest level of agreement is that the Windsor Police Service uses authority and force appropriately (22%, 74%).

There are significant changes in the level of agreement with the statements about the Service, with most changes for the positive. As can be seen in Figure 5.4-2 on the next page:

- 9% more “strongly agree” it is ethical.
- 8% fewer “agree” the Service makes an effort to become more involved in the community.
- 7% more “strongly agree” it is a professional service.
- 7% more “strongly agree” the Service is accountable to the public.
- 6% more respondents in 2015 “strongly agree” the Service is committed to public safety.

Figure 5.4-2: Statements about the Windsor Police Service, 2013 - 2015



Agreement levels are similar across the city and by age and gender. The only significant differences in "strongly agree" are:

- Older respondents are more likely to "strongly agree" than younger respondents that the Windsor Police Service is making an effort to become more involved in the community, responds in a fair way

when dealing with diverse communities such as racial and ethnic groups, LGBT community, persons with a disability or a mental health condition, and is accountable to the public.

- Women are more likely to “strongly agree” than men on being a professional police service, uses authority and force appropriately, and is ethical.
- Central Windsor resident are less likely to “strongly agree” and West Windsor more so on having a good working relationship with the community.

5.5 SUGGESTIONS ON WAYS TO IMPROVE PUBLIC PERCEPTIONS

Prior to the performance rating questions respondents were asked “What would you suggest the Windsor Police Service could do to create a more positive public perception?” As can be seen in Table 5.5 on the next page, a variety of responses are volunteered. The following summarizes the responses into four areas:

- 26% of respondents provide a response related to service delivery - be more friendly/courteous/less violent (8%), more visible/more patrols (7%), do their job well/reduce crime (6%), walk the beat more / get out with the people (3%), and 1% each name quicker response time to calls and clean up the downtown.
- 23% suggest activities related to community participation and communications – more involvement in the community (13%), inform the public about Windsor Police Service programs / have open houses (5%), more transparency / open with the public (4%), and inform the public about positive aspects of the Windsor Police Service (1%).
- 14% of respondents suggest addressing internal affairs issues – clean up their act / more discipline / fire rogue officers / more police accountability (8%), hire better / more / diverse officers (3%), wage issues (2%), and engage more with minorities (1%).
- 34% could not think of a suggestion either because they stated the Windsor Police Service is already doing a good job (11%) or could not think of a suggestion (23%).

Table 5.5: Volunteered Suggestions for the Windsor Police Service to Create a More Positive Public Perception

	2015	2013
	%	%
Be more involved in community/charities/schools	13	7
Be more friendly/courteous/less violent	8	8
Clean up their act/more discipline/fire rogue officers/police accountability	8	11
Be more visible/patrol more	7	13
Do their job well/reduce crime	6	5
Inform community of positive activities/publicize/educate	5	3
More transparency/open with the public	4	5
Hire better/more/diverse officers	3	4
More walking the beat/get out with the people	3	
Suspended officers should not be paid/spend money more wisely/pay freeze	2	1
Inform public about WPS programs/open houses	1	5
Quicker response time to calls	1	1
Engage more with minorities/don't be racist	1	*
Clean up downtown area	1	1
Pay more attention to the smaller crimes/be more strict	0	1
Deal with traffic problems/eliminate speed traps	0	1
Labour/negotiation issues	0	1
Government/politicians		*
They are already doing a good job	11	7
Other	2	1
Don't know/no comment	23	25
* indicates > 0% and < .5%.		

The percentage of respondents who provide responses in these aggregated suggestion categories are similar to 2013. However, there are a few significant changes in the individual responses. In particular,

- 6% more respondents in 2015 volunteer be more involved in community/charities/schools than in 2013,
- 6% fewer volunteer be more visible/patrol more, and
- 4% more volunteer they are already doing a good job.

6 WINDSOR POLICE SERVICE CHALLENGES AND PRIORITIES

6.1 GREATEST CHALLENGE

Prior to asking respondents to assess the Windsor Police Service they were asked "What do you see as the greatest challenge the Windsor Police will face in the next three years?" As can be seen in Table 6.1, a variety of challenges are identified. They are grouped into six areas:

- 31% of respondents volunteer a policing issue – drugs and related crimes (12%), increased crime rate (6%), robberies / theft (5%), traffic violations and accidents (3%), downtown area crime (3%), and stabbings / assaults / violent crimes (2%).

Table 6.1: Volunteered Greatest Challenge Facing the Windsor Police Service in the Next Three Years

	2015	2013
	%	%
Drugs and related crimes	12	10
Improving response time/increased patrols/more police	6	2
Increased crime rate	6	4
Cut-back of police force due to funding cuts	6	8
Regain credibility/trust lost over PO behaviour	6	9
Accountability for police behavior/open/honest	5	5
Robberies/theft	5	5
Americans coming into Canada, bringing crime	3	7
Downtown area crime	3	2
Race relations/immigration	3	1
Protecting citizens/keeping city safe - general	3	2
Traffic violations and accidents	3	4
Youth/teenagers	3	3
Pay level for officers	2	1
Stabbings/assaults/violent crimes	2	1
Poor economy/unemployed could lead to increased crime	2	3
Cyber/internet crime	1	
Crime coming in from larger cities	1	1
Terrorism	1	1
Pay for suspended officers	1	2
Political interference	*	*
Recruitment issues	*	
Growing population/economy		1
Gun control		1
Preventing fraud		1
Drinking and driving		1
Getting priorities straight/focus on bigger crimes		1
Lawsuits		1
Gang activities		1
Other	4	2
Nothing, doing a good job	3	3
Don't know/no comment	20	17

* indicates > 0% and < .5%.

- 13% of respondents volunteer an external social issue that will present a challenge to the Windsor Police Service – Americans bring crime into Canada (3%), race relations / language barrier /

immigration (3%), youth and teenagers (3%), the poor economy and unemployment leading to increased crime (2%), and 1% each name terrorism, and crime coming to Windsor from larger cities.

- 12% volunteer a public trust issue – regain credibility and trust lost due to police officer behaviour (6%), accountability for police behaviour / open and honest with the public (5%), and pay for suspended officers (1%).
- 9% name a service delivery challenge – improve response time / increase patrols (6%), and protect citizen / keep the city safe (3%).
- 8% name a budget or finance issue – cut backs to the Service due to funding cuts (6%), and the pay levels of officers (2%).
- 23% are unable to volunteer a challenge – 20% did not have a suggestion and 3% said “nothing, they are doing a good job”.

The individual volunteered priorities for the Windsor Police in the next three years are similar to those from two years ago. The only significant change is the broader category of public trust issues; 17% named this challenge in 2013, 5% higher than in 2015 (12%).

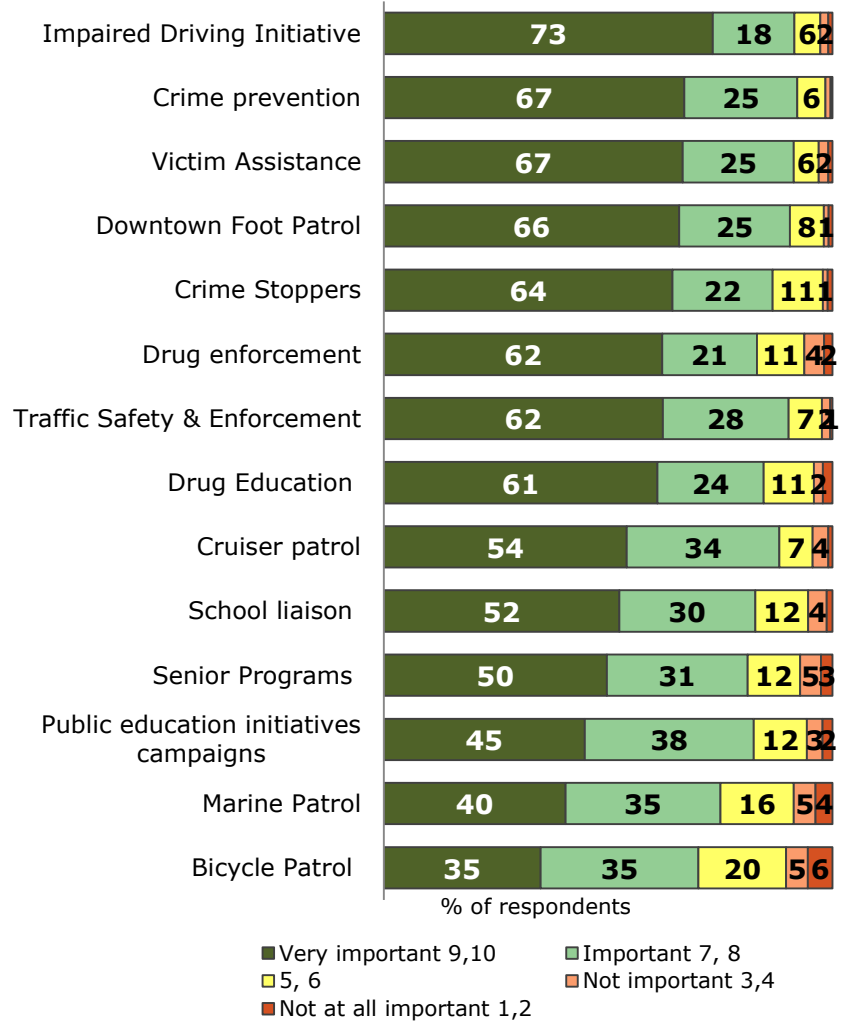
6.2 SERVICE PRIORITIES

Respondents were asked to rate on a 1 to 10 scale the importance of 14 services provided by the police.

As can be seen in Figure 6.2-1 on the next page, at a minimum 70% of Windsorites believe all the service are important at the 7 through 10 score levels. However, there is a defined importance hierarchy based on the “very important” score of 9 or 10. With the exceptions of marine patrol and bicycle patrol, over 80% of respondents consider the services to be important.

- The service receiving the highest top-box “very important” scores is impaired driving (73% provide a score of 9 or 10, “very important”).
- Three services have similar top-box “very important” scores – i, crime prevention (67%), victim assistance (67%), and downtown foot patrol (66%).
- Close behind the top priorities are – Crime Stoppers (64%), drug enforcement (62%), traffic safety and enforcement (62%), and drug education (61%).

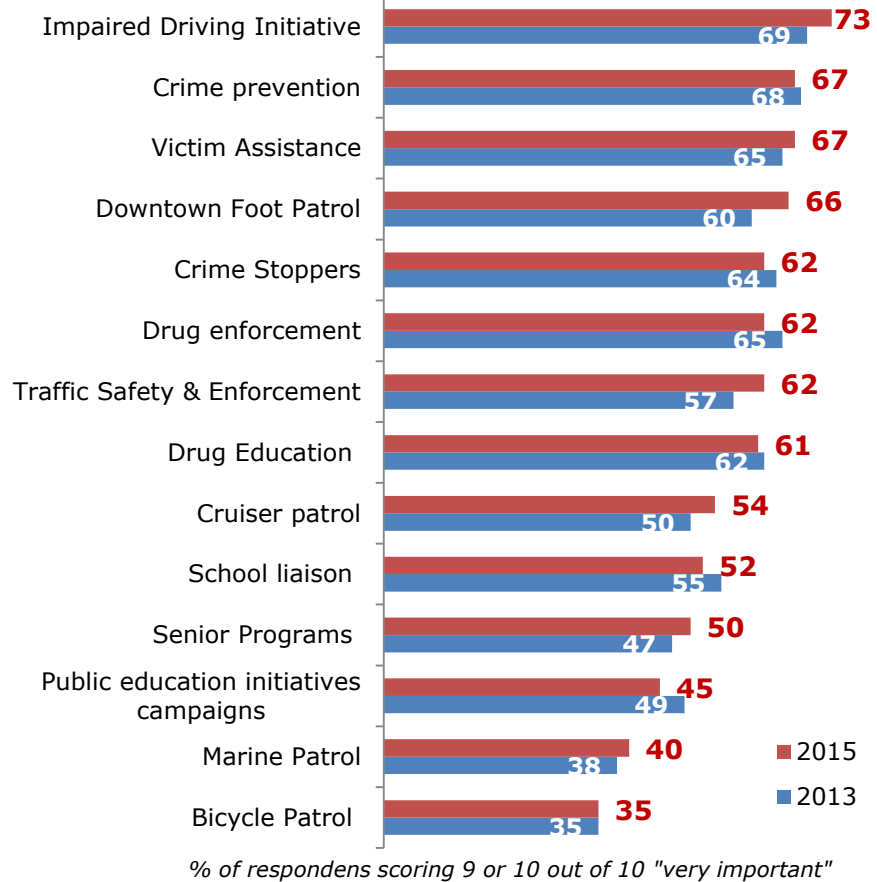
Figure 6.2-1: Service Importance Rating



- Half the respondents rate as “very important” – cruiser patrol (54%), school liaison (52%) and senior programs (47%).
- The lowest priorities are – senior programs (50%), public education initiatives campaign (45%), marine patrol (40%), and bicycle patrol (35%).

Figure 6.2-2 on the next page presents the top-box “very important” score of 9 and 10 for the current survey compared to 2013. While the rank order of the service importance changed slightly, there are no statistically significant differences in the top-score (9 – 10) rating for each service.

Figure 6.2-2: Top-box Importance Comparison, 2015 - 2013



The Technical Appendix, Figure 6.2-2a contains the detailed service rating levels. The only statistically significant differences exist in the total importance, score 7 to 10, on cruiser patrol (88% in 2015 versus 83% in 2013) and marine patrol (75% in 2015 versus 69% in 2013).

Ratings on the importance of police services are similar across the city. The only significant differences are:

- Older respondents rate cruiser patrol as more important compared to younger respondents.
- Women are more likely than men to rate as "very important" cruiser patrol, impaired driving initiative, public education initiative campaigns, school liaison, drug enforcement and drug education, marine patrol, Traffic Safety and Enforcement, victim assistance, bicycle patrol, senior programs, and Crime Stoppers.

In addition to listing police services and asking respondents to rate their importance, respondents were asked to volunteer "In your opinion, what should the Windsor Police Service's top three priorities be over the next three years?" A variety of responses were volunteered with little overall deviation from 2013. The responses are grouped into five areas. As can be seen in Table 6.2 on the next page:

Table 6.2-3: Volunteered Top Three Service Priorities Over the Next Three Years

	2015	2013
	%	%
Specific crime activity	60	58
Drug enforcement/education	26	25
Traffic control, enforcement - speeding, impaired, distracted driving	23	22
Break-ins/home invasions/theft/robberies	6	8
Pursue violent crimes / assaults	3	1
Dealing with domestic abuse	2	2
Public safety and crime prevention	50	61
Public safety/crime control and prevention	22	25
Be more visible to the public/patrol more	11	14
Clean up/bigger presence downtown	9	8
Prompt response to calls	5	2
Border patrol/control	1	3
Protect seniors/seniors programs	1	2
Do their job to the best of their ability/be more effective	1	1
Gang control	0	1
Homelessness/beggars	0	1
Prevent fraud/scams	0	0
Prevent vandalism		1
Go after repeat offenders		1
Public image and reputation	29	31
Increase community involvement/presence/get to know people	10	5
Improve public interactions - Be more friendly/ respectful/ approachable/ compassionate	6	6
Police accountability for their actions/internal discipline	5	10
Work on reputation/credibility/public image/public relations	5	6
More public communications	2	
Be more honest/open/transparent with the public	1	4
Public education	11	23
Public education - children's programs/schools	4	12
Gun control/education	3	4
Educating, treatment, protecting youth - crime/kids loitering	2	5
More programs/training for the public	2	1
Control/educate public about alcohol problems/under-age drinking	*	1
Officer hiring and training	11	13
Cultural diversity issues - ethnic relations/gender diversity/sensitivity, hiring	5	7
Better hiring practices/hire more police officers	4	4
Improve officer training/mental investigation/knowledge of the city	1	2
Better education when dealing with the mentally ill	1	1
Other responses		
Keep doing what they are doing/they are doing a good job	3	3
Budgeting issues - Priorities/salary/no pay for suspended officers	2	2
Other	6	7
Don't know/no comment	15	12

Note: Percentages sum to more than 100% since up to three responses were accepted.

- Six-in-ten respondents specify a particular criminal activity as the top service priority. The most frequent responses are drug enforcement and education (26%), traffic control (23%) and break-ins and theft (6%).
- There has been a significant decrease of 11% in the total response category on public safety and crime prevention. Five-in-ten respondents name several service priorities, although half of their volunteered answers are non-specific, focusing on public safety and crime control and prevention (22%). A more specific priority is to be more visible to the public (11%) and clean-up the downtown area (9%).
- Similar to 2013, one-third of the respondents believe a priority should be to restore the public image and reputation of the Service. There is a shift, however, within this priority. The top mention is now more community involvement (10%). Police accountability for their actions is still important but fewer volunteer this priority (5%).
- Significantly fewer respondents volunteer public education activities as a service priority, (11% versus 23% in 2013).

6.3 CRIME PREVENTION AND ENFORCEMENT STRATEGIES

Two questions asked respondents for their input into Windsor Police Service crime prevention and enforcement strategies to continue to enhance public safety.

The first question provided seven types of crime prevention strategies and asked respondents "Which one would you most like the Windsor Police Service continue to enhance public safety?"

As can be seen in Table 6.3-1, there is more consensus in 2015 than in 2013 on specific directions. The top priority is COAST (25%), an 8% increase compared to 2013. The second priority is public meetings (20%) followed by the high school liaison program (17%), Children's Safety Village (15%), VIP (11%), and CPTED (6%). The low priority continues to be Graffiti Abatement (4%).

Table 6.3-1: Preference for a Crime Prevention Strategy

	2015	2013
	%	%
Crisis Outreach and Support Team (or COAST) to help people with mental illnesses in crisis	25	17
Public Meetings chaired by the police to address crimes specific to a neighbourhood	20	19
High School Liaison program which places officers directly in school environments to prevent problems	17	19
Children's Safety Village program directed at the personal safety of younger children	15	11
Values, Influence, Peers (or VIP) an education program aimed at Grade 6 students	11	16
Crime Prevention Through Environmental Design (or CPTED) program to review buildings and spaces.	6	9
Graffiti Abatement a neighbourhood initiative with many partners to stop and remove graffiti	4	6
None of the above / Don't know	3	4

The following differences in responses are noted:

- Older respondents are more likely to choose the High School Liaison program.
- Women are more likely than men to state a preference for COAST.
- Men are more likely than women to choose Public Meetings.
- Graffiti Abatement is more likely to be chosen in West and Central Windsor.

There is a hierarchical preference on the five types of enforcement strategies they would most like to see the Windsor Police Service continue to enhance public safety. While the rank order of strategy preferences has changed since 2013, the percentage differences are not statistically significant.

As can be seen in Table 6.3-2 on the next page, one-quarter of the respondents prefer the International Child Exploitation Unit (28%) and enforcement of Guns and Gangs (26%). Next highest is Traffic Enforcement (20%). Fewer respondents continue to choose ROPE (12%) and the Target Enforcement Unity (11%).

Table 6.3-2: Preference on an Enforcement Strategy

	2015	2013
	%	%
International Child Exploitation Unit that focuses on internet child crimes	28	25
Enforcement of Guns and Gangs violations	26	27
Directed Traffic Enforcement such as speeding, erratic driving, and impaired driving	20	19
Repeat Offender Parole Enforcement Unit (or ROPE) that focuses on criminal offenders on parole	12	12
Target Enforcement Unit that focuses on habitual criminals	11	14
None of the above / Don't know	4	2

Several segments of the respondents are more likely to choose a type of enforcement strategy:

- Men are more likely to choose the Target Enforcement Unit.
- Women are more likely to select the International Child Exploitation Unit.

7 TECHNICAL APPENDIX

7.1 SURVEY OVERVIEW

This survey for the Windsor Police Service is the second community satisfaction study, the first being conducted in July 2013. The survey questionnaire, sampling methods, the number of interviews, and data collection procedures were the same in order to preserve the tracking nature of the community assessment.

Interviewing was undertaken by telephone among a random sample of Windsor residents who were 18 years of age or older. A total of 401 interviews were completed from July 20 - 29, 2015. The confidence interval for a sample of this size is ± 5.0 percentage points, 19 out of 20 times. The survey took on average 18.3 minutes to complete.

The sample was drawn in proportion to the population distribution across the City of Windsor. Telephone numbers were generated using the RDD (random digit dialling) technique based on postal codes within the City boundaries. The sample was generated using a database of active telephone numbers and numbers were dialled by an automated dialer system.

Interviews were conducted by The Logit Group from their central telephone facility in Toronto. Field supervisors were present at all times and monitored a minimum of 10% of each interviewer's work. A minimum of five calls were made to each household before classifying it as a "no answer". All data collection procedures were undertaken in accordance with the standards set out by the Marketing Research and Intelligence Association, of which IntelliPulse and The Logit Group are members. The Logit Group is a Gold Seal member and as such has its procedures audited by the MRIA.

As with most telephone surveys younger respondents are less likely to answer the telephone, or indeed to have land-line telephones. As can be seen in Table 7.1-1, the Windsor survey has the same challenge of interviewing the younger population segments. Younger respondents were weighted up to partially compensate for their under representation in the sample.

Table 7.1-1: Sample Allocation and Weights

	Population	Percent	Proportional Sample	Actual sample	Weight	Weighted sample
18-24	20,179	12	49	14	3	42
25-34	26,360	16	64	25	2	50
35-44	28,685	17	69	52	1.37	71
45-54	31,800	19	77	81	0.96	78
55-64	26,085	16	63	88	0.76	67
65 and older	33,180	20	80	141	0.63	89
Total	166,289	1	401	401		397

The following is the outcome of the call attempts.

Table 7.1-2: Details of Call Attempts

Total	20,565
(No result code)	8,001
02 No answer	78
03 Busy	1
04 Answering machine / voicemail	338
05 Callback	220
06 Fax	6
07 Not in service	8
08 Business	30
09 Language barrier / No English	298
10 Not available during field window	270
12 Household Refusal	743
13 Respondent Refusal	2,042
14 Refusal - Take us off your list	189
15 Refusal (Mid-survey)	81
16 Call back later to finish the survey	32
17 Quota full	13
23 DQ Q36 - Refused to tell us their municipality	5
24 DQ C - Occupation	23
25 DQ D - Not at their home telephone number	5
90 COMPLETE	402
P1 DIALER - No answer	1,526
P2 DIALER - Busy	135
P3 DIALER - Operator intercept	2,542
P4 DIALER - Line answered	1,892
P5 DIALER - Answering machine	1,617
P6 DIALER - Fax/modem	58
P9 Unknown Result Code	8
W0 Session Timeout	2

7.2 PROFILE OF THE RESPONDENTS

This section describes the age and gender characteristics of respondents. These characteristics may have an impact on respondents' answers and are used in the report analysis.

The age of respondents is presented in Table 7.2-1. Telephone surveys are the most reliable method for obtaining a random cross selection of respondents. However, we know that there is an age skew as to who answers a survey. The difference between the sample and Statistics Canada's 2011 age distribution for the City of Windsor are presented in Columns 2 and 3. Given the underrepresentation of younger people, the data presented in the tables and charts are based on the weighted sample in Column 3 so that the findings more accurately reflect Statistics Canada's census data on the age distribution.

Table 7.2-1: Age Distribution and Weighted Sample

	Survey %	Census %	Weighted %
18 to 24	4	12	11
25 to 34	6	16	13
35 to 44	13	17	18
45 to 54	20	19	20
55 to 64	22	16	17
65 and older	35	20	22

The gender of respondents is the same as the Statistics Canada census.

Table 6.2-2: Gender Distribution

	Survey %	Census %
Male	50	48
Female	50	52

7.3 DETAILED TRACKING DATA

Figure 2.2-4a: Levels of Feeling Safe During the Day, 2013 – 2015

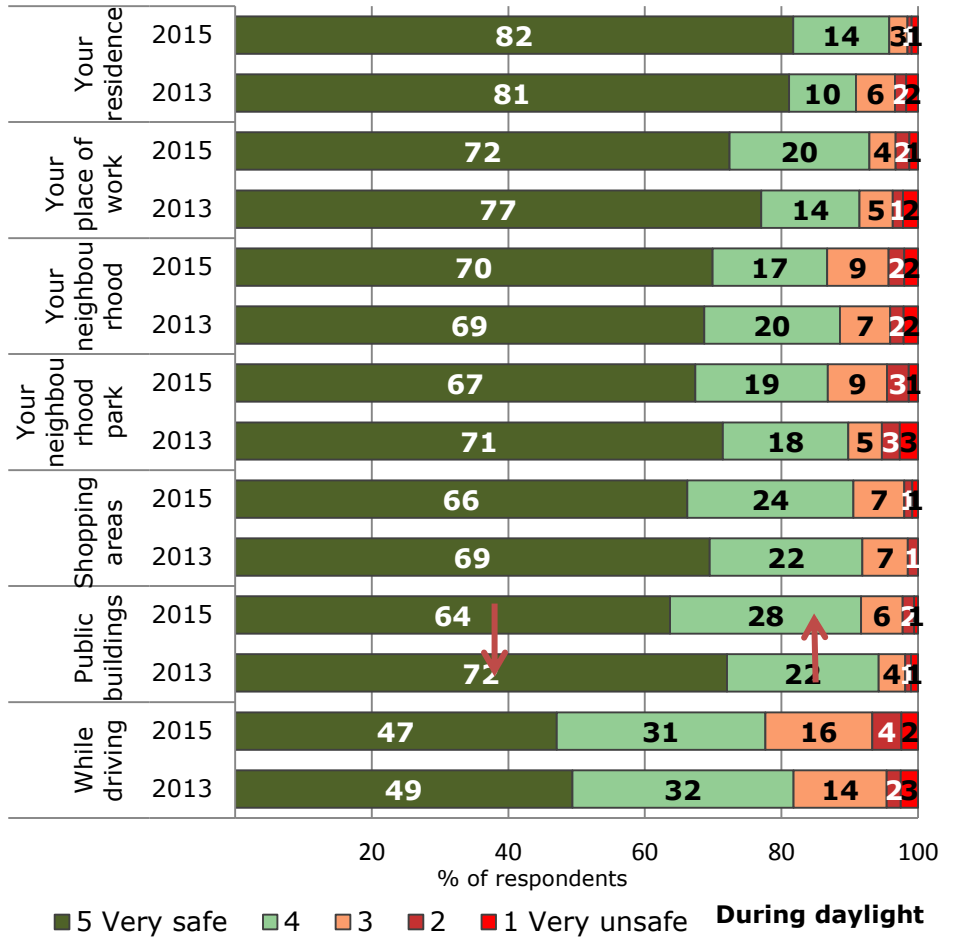


Figure 2.2-5a: Levels of Feeling Safe at Night, 2013 – 2015

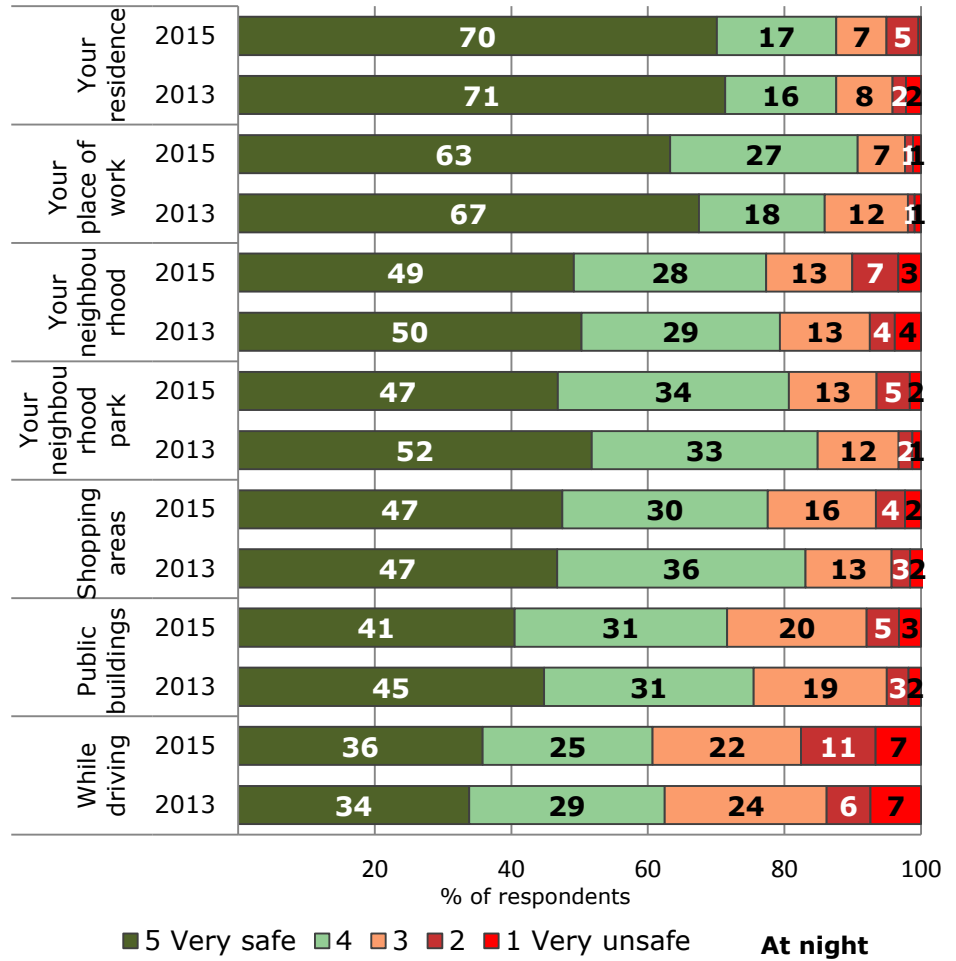


Figure 5.1-3a: Satisfaction with Police Performance, 2013 - 2015

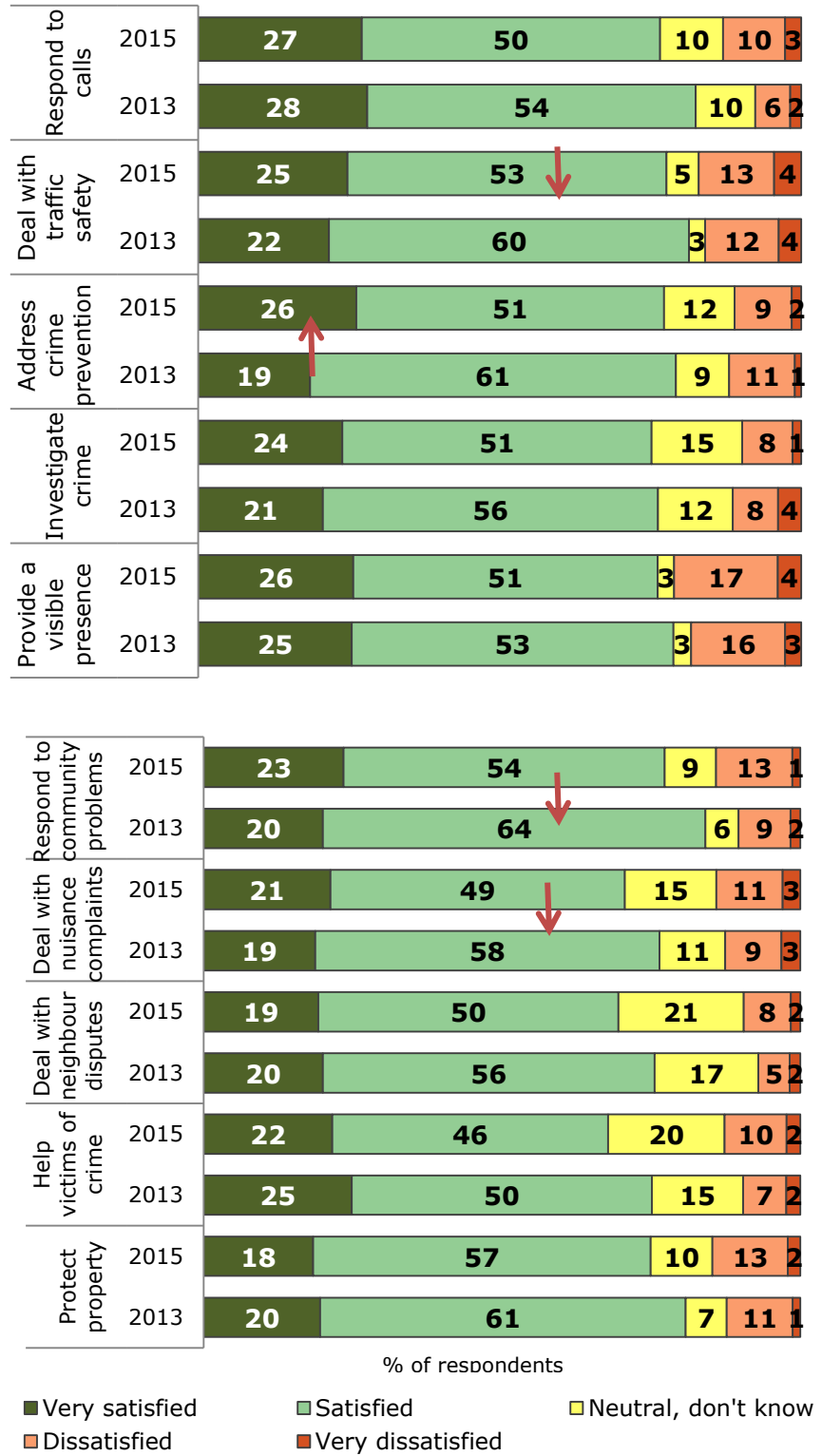


Figure 5.2a: How Well Members of the Windsor Police Service Exhibit Specific Qualities, 2013 - 2015

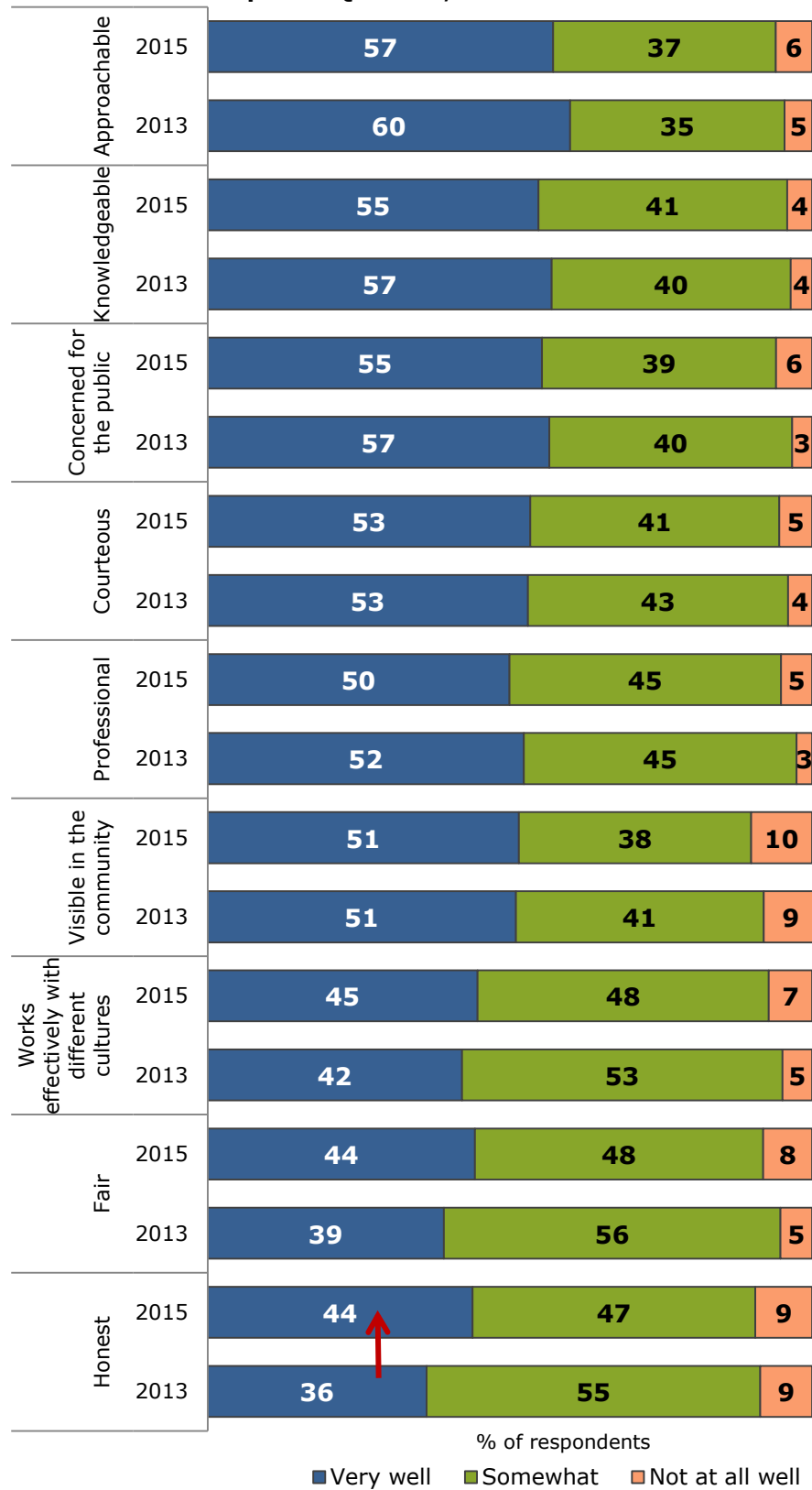
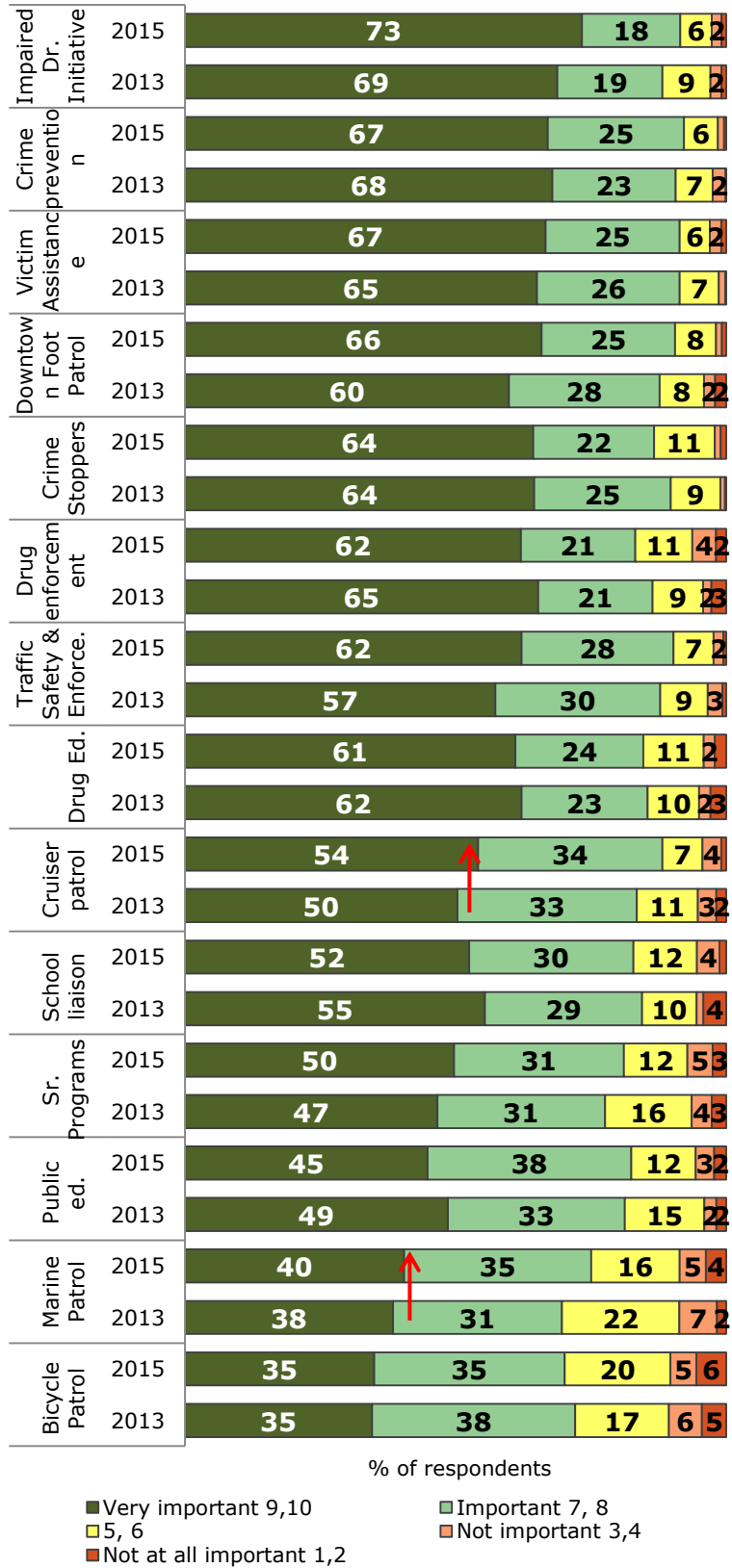


Figure 6.2-2a: Service Importance, 2013 - 2015



7.4 QUESTIONNAIRE

Hello, I'm _____ of IntelliPulse Research, a national survey research firm based in Toronto. We're seeking your opinions about community safety issues in Windsor. We are not selling anything, and your responses are strictly confidential to IntelliPulse.

(IF ASKED AT ANY TIME ABOUT THE SURVEY SPONSOR, STATE: In order to keep the survey as neutral as possible we will identify the sponsor of the survey at the end. Please be assured that your individual answers will be kept confidential by IntelliPulse.)

- A) Are you 18 years of age or older and a resident of the City of Windsor?
Yes (SKIP TO C) 1
No 2
B) IF NO ASK: May I please speak to someone in the household who is?
Yes REPEAT INTRODUCTION 1
No, not available, ASK: What would be a good time to call back? RECORD
Date: _____ Time: _____
C) Do you, or does any member of your household, currently work for any of the following types of companies? (READ LIST)
Marketing Research 1
The media such as newspapers, television, radio or magazines 2
Public relations 3
Emergency Services such as police or fire..... 4
IF YES TO ANY ONE, THANK AND TERMINATE

IF NECESSARY NOW OR DURING THE SURVEY: This study is registered with the Marketing Research and Intelligence Association who can confirm that it is a legitimate market research survey. Their number is 1-800-xxx-xxxx and the identification number of the study is _____.

- D) Have I reached you at your home telephone number, that is (READ TELEPHONE NUMBER) in the City of Windsor?
No (THANK AND TERMINATE, RECORD INCIDENCE)..... 1
Yes (CONTINUE) 2

I would like to get your opinion about how safe you feel living in Windsor.

- 1. Generally speaking, how safe do you feel overall in the City of Windsor? Do you feel
Very safe..... 4
Safe..... 3
Unsafe or 2
Very unsafe 1
Unsure / Don't Know (VOLUNTEERED) .. x

For each of the following, please use the scale of 1 to 5 where 1 means you feel very unsafe and 5 means you feel very safe. How safe do you feel during the daylight hours in Windsor ... ? READ AND ROTATE Q2-8. You may use a 1 or a 5 or any number in between. REPEAT SCALE AS NEEDED.

WRITE IN RATING (1 TO 5)

- 2. In shopping areas
3. In your residence
4. At your place of work
5. In your neighbourhood.....
6. Your neighbourhood park

- 7. While driving..... _____
- 8. In public buildings _____

Using the same 1 to 5 scale where **1** means you feel **very unsafe** and **5** means **very safe**, how safe do you feel at **night** in Windsor ... ROTATE Q9-15 ...?

WRITE IN RATING
(1 TO 5)

- 9. In shopping areas _____
- 10. In your residence _____
- 11. At your place of work _____
- 12. In your neighbourhood..... _____
- 13. Your neighbourhood park _____
- 14. While driving..... _____
- 15. In public buildings _____

- 16. During the past three years, do you think that the level of crime in Windsor has?
 Increased 3
 Remained the same 2
 Decreased 1
 Don't know (VOLUNTEERED).. x

- 17. During the past three years, do you think that the level of crime in **your neighbourhood** has ...?
 Increased 3 GO TO Q18
 Remained the same 2 SKIP TO Q19
 Decreased 1 SKIP TO Q19
 Don't know (VOLUNTEERED).. x SKIP TO Q19

18. IF 'Increased' TO Q17: Why do you say the level of crime in your neighbourhood increased? Please be as specific as you can.

I would like to ask your opinion about the Windsor Police Service.

- 19. What do you see as the greatest challenge the Windsor Police will face in the next 3 years? PROBE FOR CLARITY OF THEIR ONE SUGGESTION
-

- 20. Overall how much confidence do you have in the Windsor Police Service? Would you say you have ...?
 A lot of confidence..... 5
 Some confidence 4
 Neutral, don't know (VOLUNTEERED) 3
 Very little confidence or..... 2
 No confidence 1

- 21. What are your primary sources of information about the activity, programs and services provided by the Windsor Police Service? ROTATE AND READ LIST ...ACCEPT UP TO 2 RESPONSES
 Facebook..... 1
 Family and friends 2
 Newspaper 3
 Radio 4
 Television 5
 Twitter 6
 Windsor Police Internet site 7
 Windsor Police document such as Business Plan or City Council Minutes 8
 Other 9

22. What impression do you have of the Windsor Police based on local **newspaper** coverage? Is it...?
 Very positive..... 5
 Somewhat positive 4
 Neutral, don't know (VOLUNTEERED) 3
 Somewhat negative 2
 Very negative 1

23. What impression do you have of the Windsor Police Service based on **television** coverage? Is it...?
 Very positive..... 5
 Somewhat positive 4
 Neutral, don't know (VOLUNTEERED) 3
 Somewhat negative 2
 Very negative 1

24. What would you suggest the Windsor Police Service could do to create a more positive public perception? PROBE FOR CLARITY OF THEIR ONE SUGGESTION

How satisfied are you with Windsor police performance in each of the following areas? The first one is ...READ AND ROTATE Q25-34....? Are you very satisfied, satisfied, dissatisfied, or very dissatisfied? REPEAT ANSWER CATEGORIES EVERY 4TH TIME OR AS OFTEN AS NEEDED.

	Very satisfied	Satisfied	Neutral, Don't know (VOL)	Dissatisfied	Very dissatisfied
25. Investigate crime	5	4	3	2	1
26. Respond to community problems	5	4	3	2	1
27. Address crime prevention	5	4	3	2	1
28. Respond to calls	5	4	3	2	1
29. Provide a visible presence	5	4	3	2	1
30. Protect property	5	4	3	2	1
31. Deal with neighbour disputes	5	4	3	2	1
32. Deal with nuisance complaints	5	4	3	2	1
33. Help victims of crime	5	4	3	2	1
34. Deal with traffic safety	5	4	3	2	1

While you may not have had direct experience with the following services, how important are each of the following to you as a resident of Windsor. Please use the scale of 1 to 10 where **1** means **not at all important** and **10** means **very important**. You may use a 1 or a 10 or any number in between. How important is ... ROTATE Q35 - 48 ... very important, somewhat important, or not important?

WRITE IN RATING
(1 TO 10)

- 35. Crime prevention..... _____
- 36. Cruiser patrol..... _____
- 37. Impaired Driving Initiative..... _____
- 38. Public education initiatives campaigns..... _____
- 39. School liaison
- 40. Drug enforcement
- 41. Marine Patrol
- 42. Traffic Safety and Enforcement

- 43. Drug Education _____
- 44. Victim Assistance _____
- 45. Bicycle Patrol _____
- 46. Senior Programs _____
- 47. Downtown Foot Patrol _____
- 48. Crime Stoppers _____

49. In general, how effective do you believe the Windsor Police is in providing services to the community...?

- Very Effective 3
- Somewhat Effective 2
- Not Effective 1
- Don't Know (VOLUNTEERED) x

How well do members of the Windsor Police Service exhibit the following qualities? The first one is ...ROTATE Q50 - 58... very well, somewhat well, not at all well.

	Very well	Somewhat well	Not at all well	Unsure / Don't know (VOLUNTEERED)
50. Fair.....	3	2	1	x
51. Courteous.....	3	2	1	x
52. Honest.....	3	2	1	x
53. Knowledgeable.....	3	2	1	x
54. Concerned for the public.....	3	2	1	x
55. Professional.....	3	2	1	x
56. Approachable.....	3	2	1	x
57. Visible in the community.....	3	2	1	x
58. Works effectively with people of different cultures.....	3	2	1	x

For each of the following statements about the Windsor Police Service please tell me whether you strongly agree, agree, disagree, or strongly disagree. The first one is ...ROTATE Q Q59-66 ...?

	Strongly agree	Agree	Neutral, Don't know (VOL)	Disagree	Strongly disagree
59. Has a good working relationship with the community.....	5	4	3	2	1
60. Is making an effort to become more involved with the community.....	5	4	3	2	1
61. Use authority and force appropriately .5.....	5	4	3	2	1
62. Is a professional police service.....	5	4	3	2	1
63. Is committed to public safety.....	5	4	3	2	1
64. Is ethical.....	5	4	3	2	1
65. Responds in a fair way when dealing with diverse communities such as racial and ethnic groups, religious groups, LGBT (IF ASKED: lesbian, gay, bisexual, transsexual) community, persons with a disability or a mental health condition.	5	4	3	2	1
66. Is accountable to the public.....	5	4	3	2	1
67. Has anything happened to you or a member of your household within the last year that required police assistance?					
Yes.....	2	GO TO Q68			
No.....	1	SKIP TO Q76			
Unsure/don't know.....	x	SKIP TO Q76			

68. Did you or someone in your household contact the police?

- Yes 2 GO TO Q69
- No 1 SKIP TO Q75
- Unsure/don't know x SKIP TO Q76

Did you or they feel that ...ROTATE Q69 - 74...

Yes	No ⁷	N/A Don't know (VOLUNTEERED)
-----	-----------------	---------------------------------

- 69. The call or enquiry was answered promptly 2 1 x
- 70. The Switchboard/911 (READ AS NINE ONE ONE) operator
or police officer was helpful 2 1 x
- 71. Police response was effective 2 1 x
- 72. The police building or service provided was accessible for
persons with a disability 2 1 x
- 73. Communication with the police service member was effective.... 2 1 x
- 74. Police accommodated your needs 2 1 x

SKIP TO Q76

75. IF "NO" TO Q68 ASK: Why did you or someone in your household not report the incident to the police? ACCEPT UP TO 3 DIFFERENT RESPONSES... PROBE .. Is there another **different** reason? CODE LIST BELOW WILL BE USED

- 1 _____
- 2 _____
- 3 _____

FOR CODING ONLY:

- Lack of police response in the past 1
- Assumed police wouldn't take any action 2
- Personal problem and I wanted to resolve it myself..... 3
- Afraid of the reaction of others involved..... 4
- Afraid to get involved with the police 5
- I didn't know how to contact the police..... 6
- It would have been too time consuming..... 7
- There are cultural issues the police would not understand 8
- Afraid of discrimination based on age, creed, disability, family and marital
status, gender identity and gender expression, race and related grounds, sex, and
sexual orientation 9
- The police building and or services provided are not accessible for persons
with a disability 10
- I didn't think I would be able to communicate with the police because of a
language barrier 11
- Did not want to waste the police's time 12
- Other x

⁷ N/A = not applicable

76. In your opinion, what should the Windsor Police Service’s top 3 service priorities be over the next 3 years? ACCEPT UP TO 3 DIFFERENT RESPONSES... PROBE .. Is there a second / third **different** priority?

1 _____
 2 _____
 3 _____

77. Of the following types of crime prevention strategies, which ONE would you most like to see the Windsor Police Service continue to enhance public safety? READ SLOWLY...ROTATE

- Crime Prevention Through Environmental Design (or CPTED) program to review buildings and spaces to identify ways to make physical safety improvements 1
- Values, Influence, Peers (or VIP) an education program aimed at Grade 6 students 2
- High School Liaison program which places officers directly in school environments to prevent problems..... 3
- Crisis Outreach and Support Team (or COAST) to help people with mental illnesses In crisis 4
- Public Meetings chaired by the police to address crimes specific to a neighbourhood 5
- Children’s Safety Village program directed at the personal safety of younger children... 6
- Graffiti Abatement a neighbourhood initiative with many partners to stop and remove graffiti..... 7
- None of the above / don’t know (VOLUNTEERED)..... x

78. Of the following types of enforcement strategies, which ONE would you most like to see the Windsor Police Service continue to enhance public safety? READ SLOWLY...ROTATE

- Repeat Offender Parole Enforcement Unit (or ROPE) that focuses on criminal offenders on parole 1
- Target Enforcement Unit that focuses on habitual criminals..... 2
- International Child Exploitation Unit that focuses on internet child crimes 3
- Enforcement of Guns and Gangs violations..... 4
- Directed Traffic Enforcement such as speeding, erratic driving, and impaired driving 5
- None of the above / don’t know (VOLUNTEERED)..... x

Now I have one final question. Your response will be grouped with other respondents for our analysis.

79. What is your age group? Are you ...
- 18-24 1
 - 25-34 2
 - 35-44 3
 - 45-54 4
 - 55-64 5
 - 65 and older 6

80. Gender (By Observation)
- Male 1
 - Female 2

We are conducting this study on behalf of the Windsor Police Service. Once again please be assured that your answers will be grouped with those of the other respondents. Your participation and individual answers will be kept confidential by IntelliPulse. On behalf of the Windsor Police Service we thank you for your feedback which will be used to improve the service they provide to the residents of Windsor.