



# **Community Satisfaction and Assessment Survey**

**September 2013**

**Prepared for:**

**Windsor Police Service**

**Confidential**



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# 1 EXECUTIVE SUMMARY

## 1.1 RESEARCH OBJECTIVES

The Windsor Police Service retained IntelliPulse Inc. to undertake a public / community satisfaction and assessment survey. As part of its business planning process the Windsor Police Service uses 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 is the first comprehensive telephone survey among a random sample of all Windsor residents and administered by a public opinion research company.

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 seven 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;
3. Overview to the Windsor Police Service – examines overall confidence in and effectiveness of the Service, sources of information about the police, and perceptions on media coverage about the Windsor Police Service;
4. Performance measures – reports satisfaction with various police services, assessments of police members’ qualities, and agreement about police activities and characteristics;
5. Opinions of Windsor Police Service challenges and priorities – describes the community’s volunteered greatest challenge facing the Windsor Police Service, the ranking of service priorities, and opinions on crime prevention and enforcement strategies; and
6. Crime Stoppers – examines perceptions on effectiveness of its public communications and at assisting police to solve crimes, and the frequency of following Crime Stoppers events and activities.

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

Each section contains a written explanation of the findings accompanied by data charts. Statistical analytic techniques were used to 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, as a geographical proxy, the two federal electoral districts in which they reside.

## 1.2 STUDY APPROACH

IntelliPulse Inc., through its data collection partner The Logit Group, commenced interviews on July 19, 2013 to conduct 400 telephone interviews among Windsor residents 18 years of age or older. By the completion date of July 28, 2013, 406 interviews were completed with the sample drawn in proportion to the population distribution across the City of Windsor. The confidence interval for the sample of 406 Windsor residents is  $\pm 4.9$  percentage points 19 times out of 20.

## 1.3 HIGHLIGHTS

### Safety in the Community

- Virtually all respondents feel safe in the City of Windsor and 49% feel “very safe”.
- 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 (81%), place of work (77%), public buildings (72%), their neighbourhood park (71%), shopping areas (69%), and their neighbourhood (69%). Half feel “very safe” while driving (49%).
- There is a gap between the percentage of people who feel “very safe” during daylight hours and at night. The largest gaps in feeling “very safe” are in their neighbourhood park (28% lower at night than during the day), public buildings (11%), their neighbourhood (10%) and shopping areas (7%). The difference for the remaining situations and locations is 5% or less.
- One-quarter believe the crime level in their neighbourhood has increased during the past three years (22%), and one-third believe it has increased in the City of Windsor (34%).

### Confidence and Effectiveness of the Police

- Almost nine-in-ten respondents have confidence in the Windsor Police Service, and half have “a lot of confidence” (51%).
- Almost all respondents believe the Windsor Police Service is effective in providing services to the community, with 42% 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:
  - Satisfaction with investigating crime
  - Satisfaction with responding to community problems
  - Satisfaction with addressing crime prevention
  - Importance of cruiser patrol
  - Members of the Windsor Police Service are concerned about the public
  - Members of the Windsor Police Service are courteous

- Agreement that the Windsor Police Service has a good working relationship with the community

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

### Information Sources

- The newspaper is the primary source of information about the Windsor Police Service (60%).
- Three-quarters of respondents believe television and newspaper coverage of the Windsor Police is positive, although most provide a qualified rating of “somewhat positive” (television is 56%, newspaper is 53%).
- 27% of the respondents or a member of their household had something happen in the past year that required police assistance. 91% of them contacted the police, and at a minimum 85% provide a positive assessment of the contact.

### Performance Assessments

- At a minimum, 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 state “somewhat satisfied”. The percentages who are “very satisfied” are –
  - Respond to calls (28%),
  - Provide a visible presence (25%),
  - Help victims of crime (25%),
  - Deal with traffic safety (22%),
  - Investigate crime (21%),
  - Respond to community problems (20%),
  - Protect property (20%),
  - Deal with neighbour disputes (20%),
  - Address crime prevention (19%), and
  - Deal with nuisance complaints (19%).
- 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 (60%),
  - Knowledgeable (57%),
  - Concerned for the public (57%),
  - Courteous (53%),
  - Professional (52%),
  - Visible in the community (51%),
  - Works effectively with people of different cultures (42%),
  - Fair (39%), and
  - Honest (36%).
- While the majority of respondents agree with the statements about the police, relatively few “strongly agree” with –
  - Committed to public safety (34%),
  - Is a professional police service (28%),

- Has a good working relationship with the community (24%),
  - Makes an effort to become more involved with the community (25%),
  - 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 (23%),
  - Accountable to the public (22%),
  - Uses authority and force appropriately (19%), and
  - Is ethical (18%).
- When providing suggestions on ways the Windsor Police Service could create a more positive public perception,
    - 30% of respondents provide a response related to service delivery such as being more visible/more patrols and being more friendly/courteous/less violent.
    - 20% suggest activities related to more community participation and communications.
    - 17% suggest addressing internal affairs issues such as having more discipline and accountability.
    - 32% primarily had no suggestions.

#### Challenges and Priorities

- In volunteering the greatest challenge facing the Service in the next three years:
  - 30% name a policing issue such as dealing with drugs and related crimes, theft, and traffic violations.
  - 17% name an external social issue such as Americans importing crime to Windsor, and the poor economy and unemployment.
  - 15% volunteer a public trust issue such as regaining credibility lost from individual police officer behaviour, and being accountable and open with the public.
  - 9% name a budget or financial issue.
  - 5% name a service delivery challenge such as improving response time.
  - 20% do not provide a challenge.
- At a minimum 73% 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 (69%),
  - Crime prevention (68%),
  - Victim assistance (65%),
  - Crime Stoppers (64%),
  - Drug enforcement (65%),
  - Downtown foot patrol (60%),
  - Drug education (62%),
  - Traffic safety and enforcement (57%),
  - School liaison (55%),
  - Cruiser patrol (50%),
  - Public education initiatives campaign (49%),
  - Senior programs (47%),



- Marine patrol (38%), and
- Bicycle patrol (35%).
- The volunteered service priorities are:
  - 61% name public safety and crime prevention activities such as crime prevention with no specific suggestion, and being more visible.
  - 58% mention a focus on specific criminal activities such as drug enforcement, traffic control and enforcement, and theft.
  - 31% mention improving police image and reputation including being accountable.
  - 23% name increased attention to public education about crime and prevention.
  - 13% volunteer changes to officer hiring and training including more diversity and hiring practices.
- There is relatively little distinction on preference for the crime prevention strategies –
  - 19% select public meetings in neighbourhoods,
  - 19% high school liaison program,
  - 17% COAST,
  - 16% VIP,
  - 11% Children's Safety Village,
  - 9% CPTED, and
  - 6% Graffiti Abatement.
- Respondents indicate more 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 –
  - One-quarter of the respondents state a preference for enforcement of Guns and Gangs (27%) and the International Child Exploitation Unit (25%).
  - 19% believe the priority should be Traffic Enforcement.
  - Fewer respondents chose the Target Enforcement Unity (14%) and ROPE (12%).

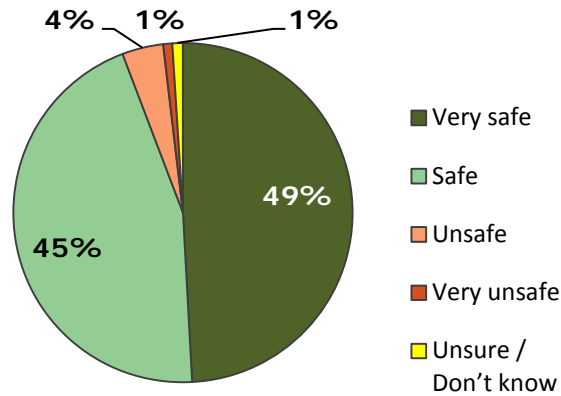


## 2 COMMUNITY SAFETY

### 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 (94%); 49% feel “very safe”.

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



Demographically, women are less likely to feel “very safe” in Windsor than are men, although the majority feel safe. There are no differences in feeling safe by the age of respondent or in which section of the city they reside.

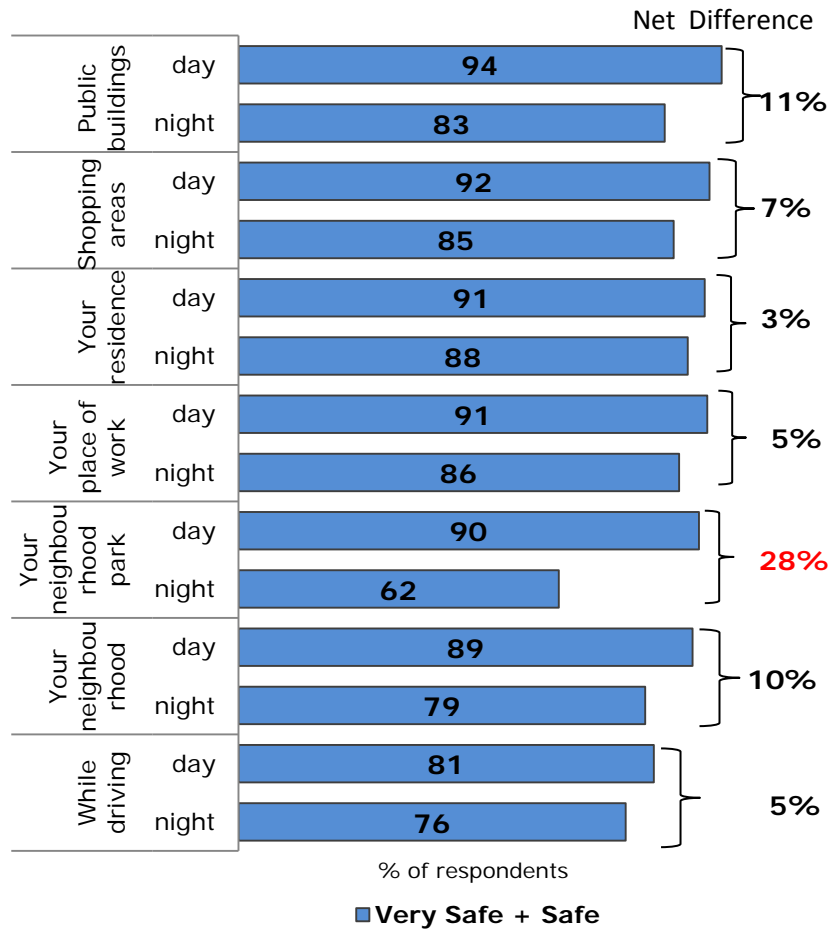
### 2.2 FEELINGS OF SAFETY DURING THE DAY AND AT NIGHT

Feelings of safety also extend 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 approximately 90% of respondents feel “very safe” or “safe” during daylight hours in all locations with one exception. They provide the highest levels of safety in public buildings (94%), shopping areas (92%), their residence (91%), their place of work (91%)<sup>1</sup>, their neighbourhood park (90%) and their neighbourhood (89%). The lowest rated is feeling safe while driving (81%).

<sup>1</sup> Note that 2% of the respondents said they “don’t know” and 28% said the question was not applicable as they do not work. 4% did not respond to the question on their neighbourhood park, and 5% refused for “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 2.2-1: Feeling of Safety**



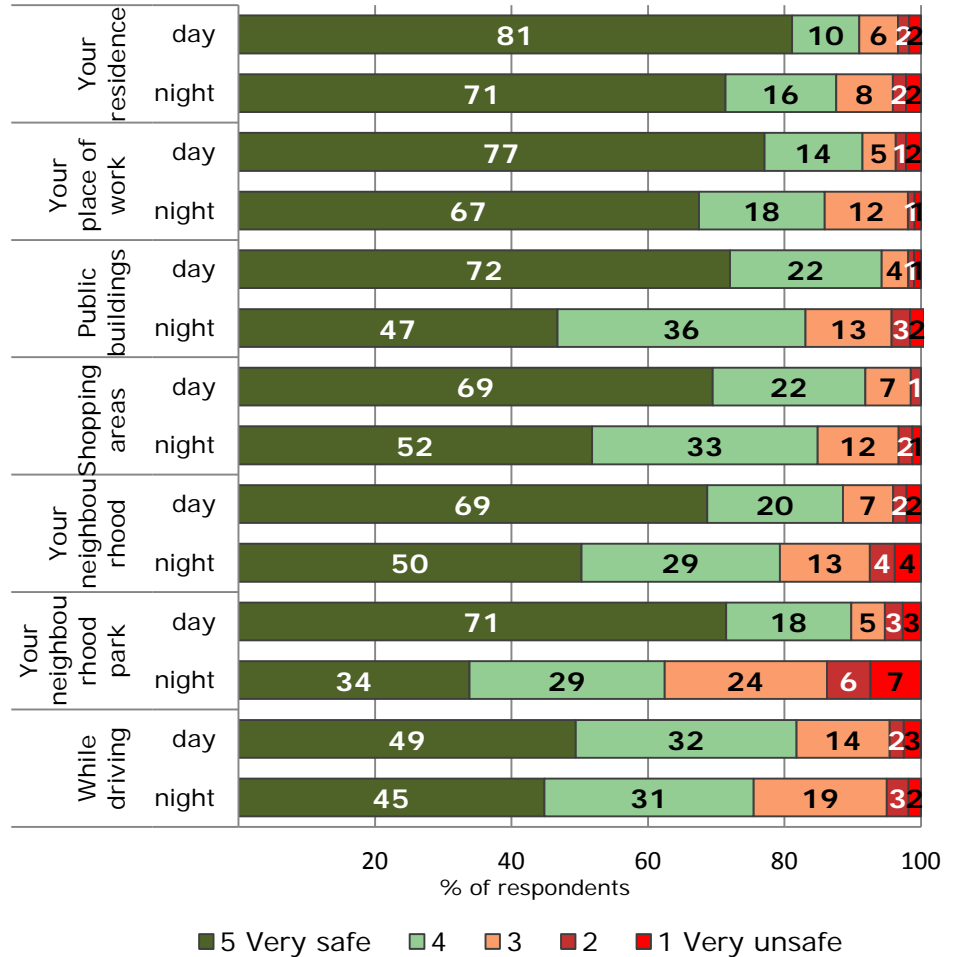
The clear majority of Windsorites also feel safe at night, although as would be expected their ratings are lower than those provided for daylight. At a minimum, 62% of respondents feel safe at night in the selected situations and locations. The “net difference” column in Figure 2.2-1 indicates that:

- The smallest gap between feeling safe during daylight hours and at night is in their residence (3%), at their place of work (5%), while driving (5%) and in shopping areas (7%).
- Ten percent fewer respondents feeling safe at night than during the day in their neighbourhood park and 11% 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 28% difference.

Figure 2.2-2 presents the degrees of feeling safe in the various situations and Windsor locations. By way of summarizing the findings:

- Half the respondents feel “very safe” while driving during the day, the lowest of all situations and locations. At a minimum seven-in-ten respondents feel “very safe” in the other locations.

**Figure 2.2-2: Levels of Feeling Safe**



- The largest difference in “very safe” between daylight and night safety is evidence for their neighbourhood park (37% difference) and in public buildings (25%).
- Very few respondents provide a score of 1 or 2, “unsafe”, the highest proportion stating they feel unsafe at night in their neighbourhood park (13%).

Analytic techniques were used to identify which questions are likely to have the most impact on the formation of public opinion on two overall measures of the Windsor Police Service - how much confidence people have in the Windsor Police Service, and how effective people believe the Windsor Police Service is in providing services to the community. The questions on feeling safe in the daylight hours and at night in the various situations and locations were entered into a multiple regression to determine which questions are

most likely to have an impact on confidence and effectiveness. Emphasis placed on addressing these questions is most likely to have an impact on improving assessments of the Windsor Police Service.

Of all 14 questions on feelings of safety during the day and at night, three of them are most likely to have an impact on these two measures, although the actual effect is not strong:

- Feelings of being safe at night in their residence and at night while driving have the most impact on overall confidence in the Windsor Police Service.
- Feeling of being safe at night in their neighbourhood park has the most impact on perceived effectiveness of the Windsor Police Service in providing services to the community.

There are some significant differences in responses by the demographic 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 their residence and their neighbourhood park, and at night in their residence, at their place of work, in public buildings, in shopping areas and in neighbourhood parks.
- As the age of respondents increases they are less likely to feel safe during daylight hours and at night at their place of work and in shopping areas, and during the daylight in their neighbourhood park.
- Respondents who live in East Windsor<sup>2</sup> are less likely than those in Windsor West to feel safe during daylight hours in their neighbourhood park.

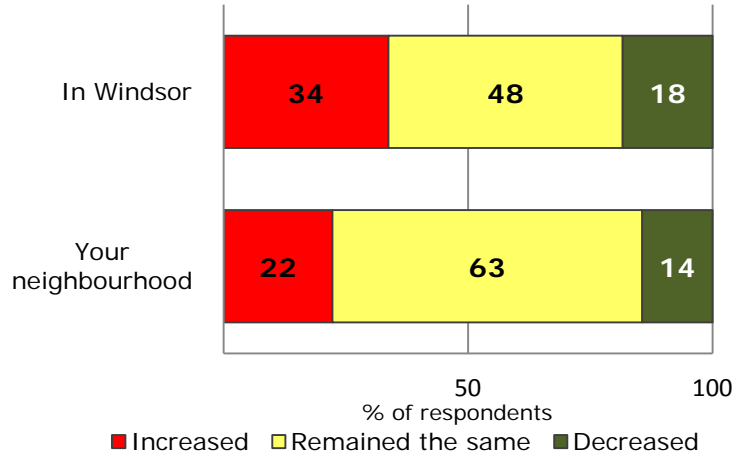
### 2.3 PERCEIVED CHANGES IN LEVELS OF CRIME

As can be seen in Figure 2.3 on the next page, the majority of respondents perceive that the level of crime during the past three years remained the same in Windsor (48%) and in their neighbourhood (63%). Fewer than one-fifth believe the level of crime declined. However, one-quarter to one-third believe the level of crime has increased.

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<sup>2</sup> Postal codes are matched to the federal electoral districts in order to provide a sense of differences in opinions based on their geographical location. East Windsor is the City portion of Windsor Tecumseh

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



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 drug activities. However, the findings must be examined with caution given the small number of respondents.

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

	Percent
Break-ins/burglary	22
Drugs/drug dealers	17
Auto break-ins/theft	16
Robberies/theft/assault/vandalism	10
Suspicious activities/attitudes	5
Read in newspaper/saw on the news	4
Don't feel safe walking outside	3
Crime rate is worse than in the past	3
Unemployment/lack of jobs	3
Lack of police involvement/presence	3
Teenagers loitering/nothing to do	3
Other	4
Don't know/no comment	3
Refuse to answer	2
<i>Total n</i>	<i>86</i>

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





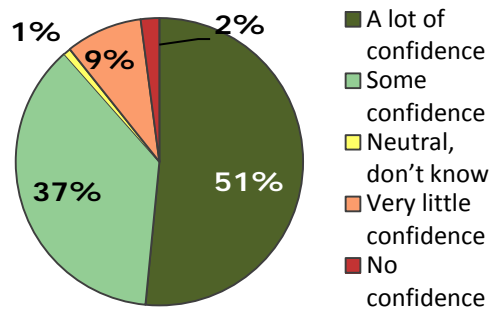
### 3 OVERVIEW TO THE WINDSOR POLICE SERVICE

#### 3.1 CONFIDENCE

Two questions about the Windsor Police Service are used as an overall assessment 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, 88% of respondent have confidence in the Windsor Police Service and over half (51%) have “a lot of confidence”.

**Figure 3.1: Overall Confidence in the Windsor Police Service**

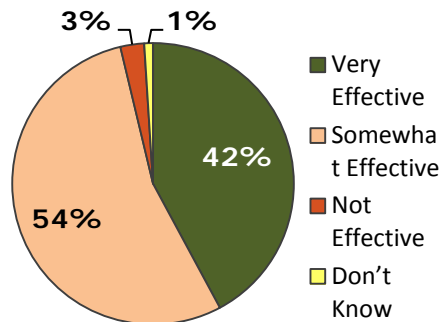


Demographically, respondents who are 55 years of age or older have more confidence in the Service than the average, and women have a higher level of confidence than men.

#### 3.2 EFFECTIVENESS

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?” 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 however, 42% rate the Windsor Police Service as “very effective”. Fifty-four percent (54%) provide a qualified effectiveness response.

**Figure 3.2: Effectiveness in Providing Services to the Community**



Demographically, women and older respondents rate the police services as more effective than younger respondents and men.

### 3.3 INFORMATION SOURCES AND MEDIA COVERAGE

As can be seen in Table 3.3, the newspaper (60%) is the primary source of information about the activity, programs and services provided by the Windsor Police Service. A distance behind the newspaper is television (35%), family and friends (21%) and radio (21%). Notably 9% say their primary source is the Windsor Police Service either via the Service’s Internet site or Windsor Police Service or City documents.

**Table 3.3: Primary Sources of Information about the Activity, Programs and Services Provided by the Windsor Police Service**

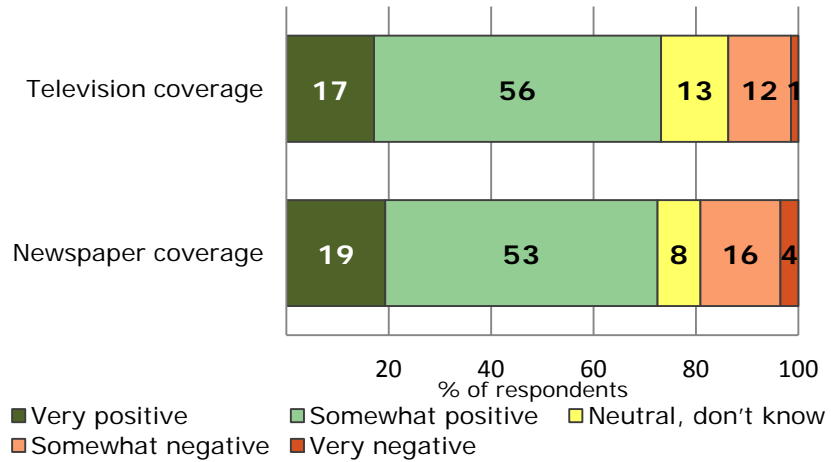
	Percent
Newspaper	60
Television	35
Family and friends	21
Radio	21
Facebook	7
Windsor Police Internet site	6
Windsor Police document such as Business Plan or City Council Minutes	3
Twitter	2
Other	12
Unsure / Refused	4

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

Demographically, 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.

There is little distinction between the Windsor Police Service’s portrayal in the local media (Figure 3.3 on the next page). Indeed, 73% believe television coverage and 72% believe newspaper coverage is positive. However, very few believe the coverage is “very positive” and the majority believe it is “somewhat positive”. Notably more respondents rate newspaper coverage as negative (20%) than rate television coverage (13%) as negative.

**Figure 3.3: Impression of the Windsor Police from Local Media Coverage**

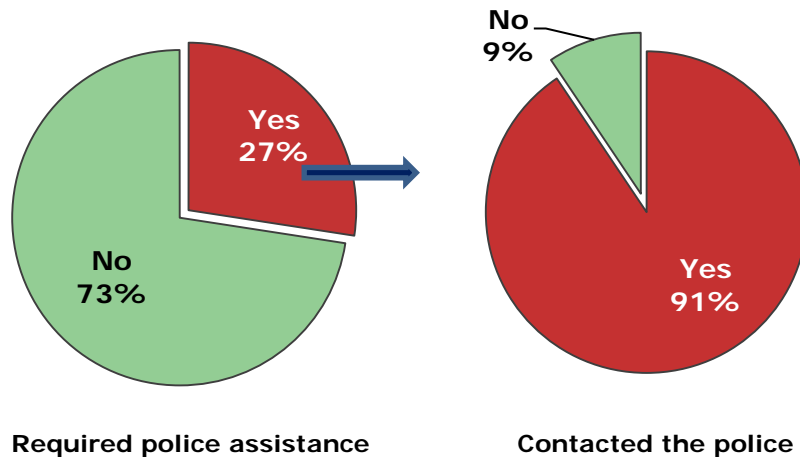


Demographically, older respondents are more likely than younger respondents to believe television coverage is positive, and women more so than men to believe newspaper coverage is positive.

**3.4 PERSONAL OR HOUSEHOLD CONTACT WITH THE POLICE**

The majority of respondents do not based their impressions about the Windsor Police Service on person experience. As can be seen in Figure 3.4-1, one-quarter of the respondents had something happen to them or a household member within the last year that required police assistance. Of these respondents, 91% either themselves or someone in their household contacted the police.

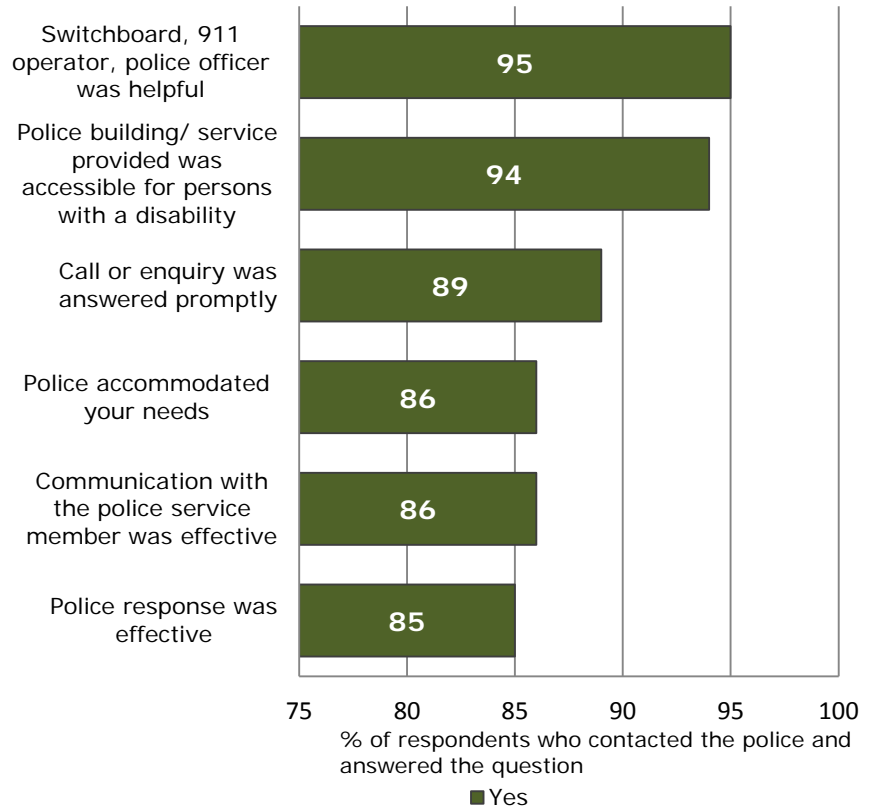
**Figure 3.4-1: Police Assistance in the Last Three Years**



Women and younger respondents are more likely to indicate that they or a household member required police assistance than men or older respondents.

Respondents who contacted the police were asked several questions about their experience<sup>3</sup>. Figure 3.4-2 indicates that police assistance was effective. The majority of respondents state that the Windsor Police Service response (85%) and communications (86%) were effective, their needs were accommodated (86%), their call was answered promptly (89%), the service or building was accessible for the disabled (94%) and their initial contact with the switchboard was helpful (95%). It should be noted that the percentages are based on a small number of respondents (69 to 96 people) and hence the findings need to be interpreted with caution.

**Figure 3.4-2: Assessment of the Contact Response**



### 3.4.1 NON-REPORTED INCIDENT TO THE POLICE

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. Only 9% of the respondents did not report the incident, and hence the responses in Table 3.4.1 on the next page must be interpreted with caution.

<sup>3</sup> 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 5%, switchboard / police officer was helpful 10%, police response was effective 6%, police building or service was accessible for persons with a disability 30%, communications with the police service member was effective 4%, and police accommodated your needs 2%.

**Table 3.4.1: Reasons for not Reporting the Incidence to the Police**

	<i>n</i>	Percent
Car accident	3	32
Someone else reported the incident to the police	3	25
Alarm went off and police showed up on their own	2	15
Was contacted by the police	2	15
Nothing to report/was not a problem for police to solve	1	6
Other	1	13
Total number of respondents	10	100

Note: Percentages sum to more than 100% because up to three reasons were accepted.



## 4 PERFORMANCE MEASURES

### 4.1 POLICE SERVICE DELIVERY

Several series of performance measures are used to gauge how the community perceives police service 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 three identify how the public views the Windsor Police Service.

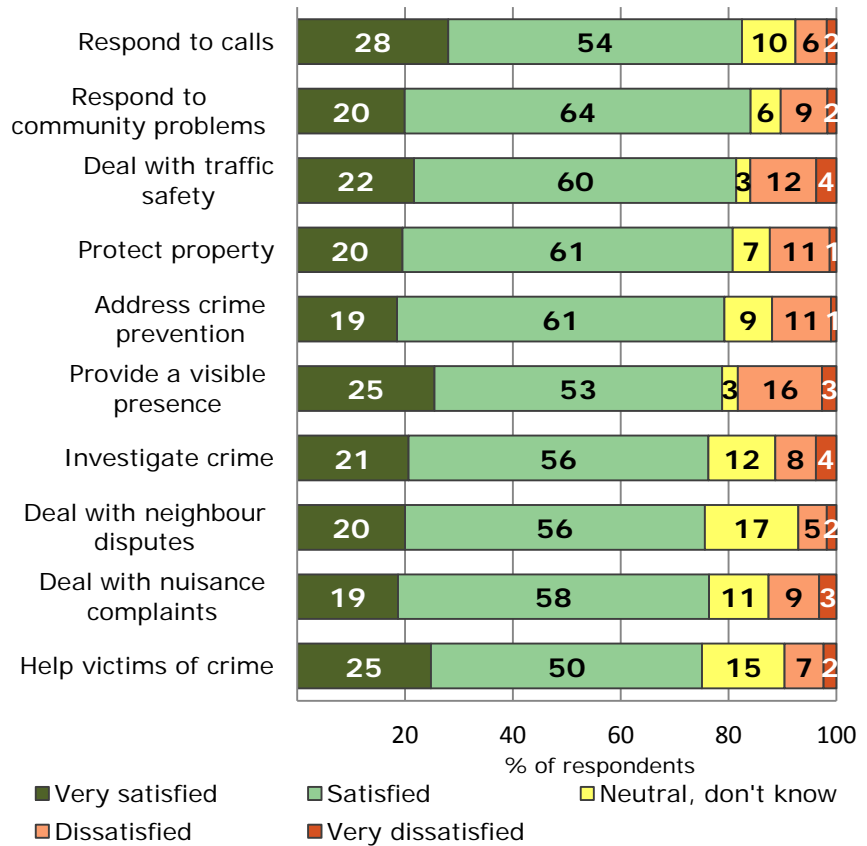
Respondents were asked their satisfaction level with Windsor police performance in 10 areas<sup>4</sup>. As can be seen in Figure 4.1, the majority of respondents are satisfied with police performance in all areas. However, most people are "somewhat" satisfied and hence withhold strongly favourable assessments. By way of summarizing the findings:

- The top performers are respond to community problems (84%), respond to calls (82%), deal with traffic safety (82%), protect property (81%) and address crime prevention (80%).
- Over 70% are satisfied with provide a visible presence (78%), investigate crime (77%), deal with neighbour disputes (76%), deal with nuisance complaints (77%) and help victims of crime (75%).
- Approximately one-fifth of the respondents state they are "very satisfied" and very few are not satisfied with the delivery of each service. The highest levels of dissatisfaction are providing a visible presence (19%) and deal with traffic safety (16%).

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<sup>4</sup> Eight of these questions were asked in the 2010 survey. While satisfaction ratings are generally similar, the levels of satisfaction are higher in 2013. The differences may be due to different methods of questionnaire delivery (in-person interviews in blocks of neighbours in 2010 vs. telephone in 2013), the higher levels of "don't know" in 2010, or an increase in satisfaction with the WPS. Hence the previous data are not provided in the report.

**Figure 4.1: Satisfaction with Windsor Police Performance**



The level of satisfaction on these 10 service performance measures has an impact on overall confidence and effectiveness in providing community service. In other words, the more satisfied people are with the services provided, the higher their level of confidence in the Windsor Police Service and the more effective the Service is deemed. However, specific measures have more impact than others in forming overall impressions of the Windsor Police Service. In particular:

- Satisfaction with investigate crime, respond to community problems, and address crime have a strong impact on confidence in the Windsor Police Service **and** effectiveness in providing services to the community.
- Protect property stands alone as having a strong impact on confidence only.
- Provide a visible presence, help victims of crime, and deal with nuisance complaints have a strong impact on effectiveness only.

Demographically, women are more likely to be “very satisfied” than men on respond to community problems, respond to calls, deal with traffic safety, protect property, provide a visible presence, address crime prevention, investigate crime, and deal with nuisance complaints. Older respondents are more satisfied with police performance than younger respondents on address crime prevention and investigate crime. East Windsor respondents are more satisfied than Windsor West respondents on deal with traffic safety.

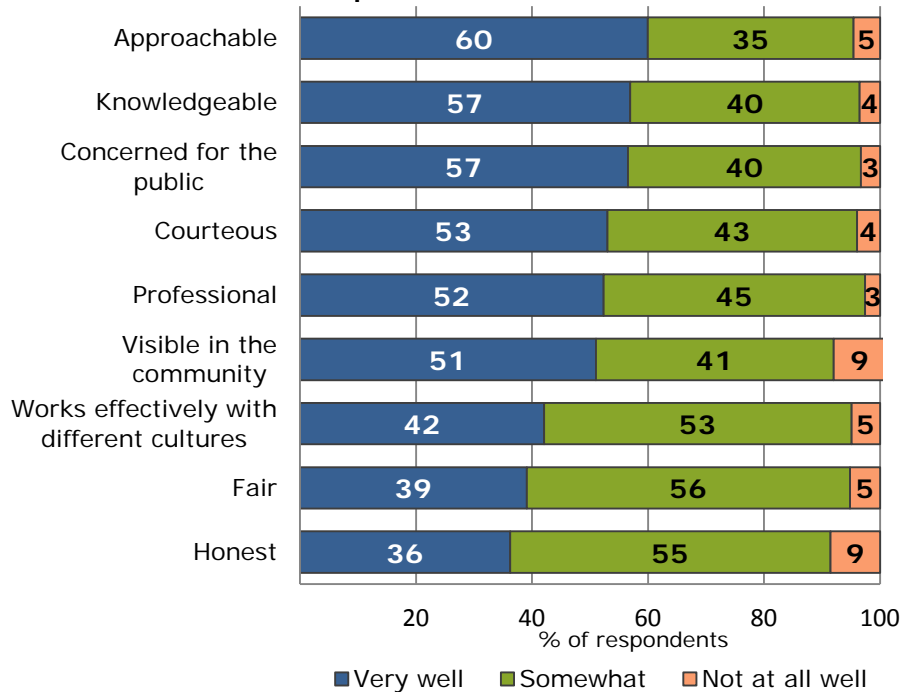


#### 4.2 OFFICER QUALITIES

Respondents were asked “How well do members of the Windsor Police Service exhibit the following qualities”. Figure 4.2 presents the ratings of Service members in nine areas. At a minimum 91% of respondents state that the police exhibit the characteristics “very well” or “well”. However, there is a hierarchy on how well members perform:

- Over half of the respondents rate members of the Service “very well” on approachable (60%), knowledgeable (57%), concerned for the public (57%), courteous (53%), professional (52%), and visible in the community (51%).
- Fewer respondents provide a “very well” rating on works effectively with people of different cultures (42%), fair (39%) and honest (36%).

**Figure 4.2: How Well Members of the Windsor Police Service Exhibit Specific Qualities**



All these performance measures are correlated with assessment on confidence and effectiveness of the Windsor Police Service. Once again, the higher people rate the police members, the higher the Service is rated on confidence and effectiveness. Several of the qualities are stronger yet in terms of being more likely to have an impact on overall assessments of the Windsor Police Service:

- Concern for the public, courteous and fair have the strongest impact on confidence in the Windsor Police Service **and** effectiveness of the police in providing services to the community.
- Approachable has an impact on the public’s level of confidence in the Service only.

- Knowledgeable and visible in the community have an impact on perceptions of effectiveness only.

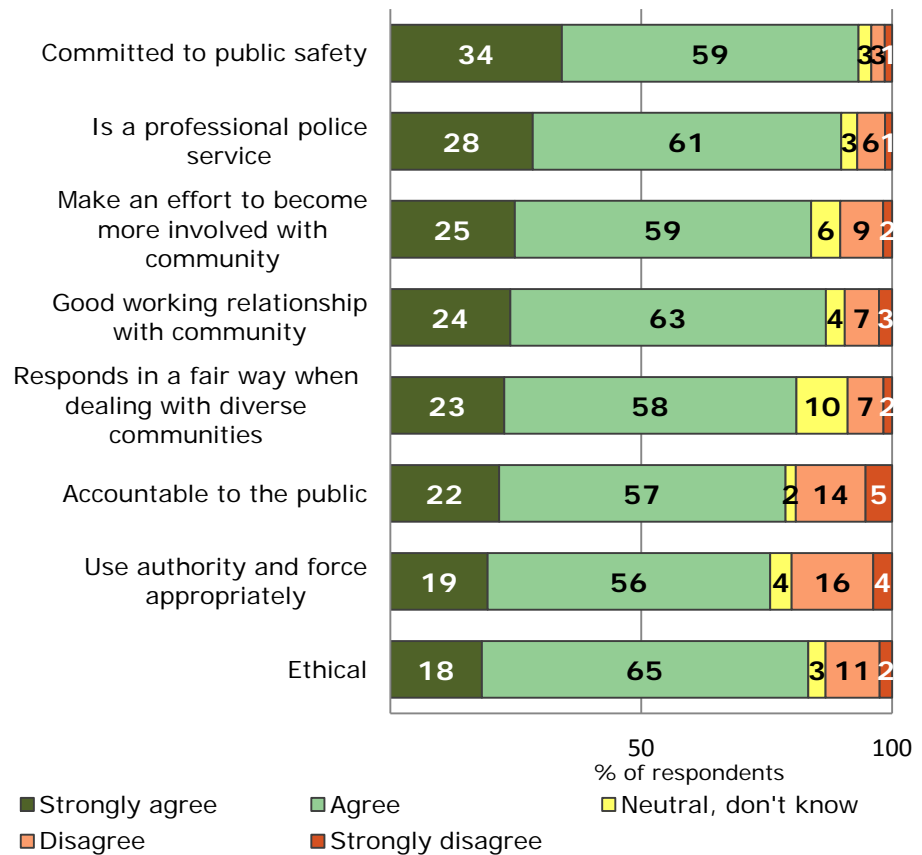
Demographically, women are more likely to say “very well” than men on the attributes of approachable, knowledgeable, concerned for the public, courteous, visible in the community, and honest. Older respondents are more likely to provide a higher rating on professional and fair. East Windsor respondents provide a higher rating than Windsor West on approachable.

### 4.3 COMMUNITY RELATIONSHIPS

Respondents were asked to agree or disagree with eight statements about the Windsor Police Service. As can be seen in Figure 4.3 on the next page, three-quarters or more of the respondents agree with each statement. However, at most one-third “strongly agree”:

- The highest agreement is with the statement that the Windsor Police Service is committed to public safety (34% “strongly agree”) and 93% agree.

**Figure 4.3: Statements about the Windsor Police Service**



- Eight-in-ten agree and approximately one-quarter of the respondents “strongly agree” that the Windsor Police Service - is a professional police service (28% “strongly agree, 89% agree), has a good working relationship with the community (24%, 87%), makes an effort to

become more involved with the community (25%, 84% respectively), 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 (23%, 81%).

- The low levels of agreement are that the Windsor Police Service – is accountable to the public (22% “strongly agree”, 79% agree), uses authority and force appropriately (19%, 75%), and is ethical (18%, 83%).

All of these statements are correlated with overall confidence in the Windsor Police Service and effectiveness in providing services to the community. In particular:

- Committed to public safety and having a good working relationship with the community have a strong impact on confidence and effectiveness ratings.
- Use authority and force appropriately, professional, and responds in a fair way when dealing with diverse communities has a strong influence on confidence only.
- Is accountable to the public and making an effort to become more involved with the community has a strong impact on perceptions of effectiveness only.

Women are more likely to “strongly agree” than men on the Windsor Police Service has a good working relationship with the community, is accountable to the public, and uses authority and force appropriately. Older respondents are more likely to “strongly agree” than younger respondents on a professional police service, has a good working relationship with the community, and is ethical.

#### 4.4 SUGGESTIONS ON WAYS TO IMPROVE

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 4.4 on the next page, a variety of responses were volunteered. The following summarizes the responses into four areas:

- 30% of respondents provide a response related to service delivery - more visible/more patrols (13%), be more friendly/courteous/less violent (8%), do their job well/reduce crime (5%), and 1% each name deal with traffic problems / eliminate speed traps, pay more attention to small crimes, clean up the downtown, and quicker response time to calls.
- 20% suggest activities related to community participation and communications – more involvement in the community (7%), more transparency / open with the public (5%), inform the public about Windsor Police Service programs / have open houses (5%), and inform the public about positive aspects of the Windsor Police Service (3%).

**Table 4.4: Volunteered Suggestions for the Windsor Police Service to Create a More Positive Public Perception**

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

\* indicates > 0% and < .5%.

- 17% of respondents suggest addressing internal affairs issues – clean up their act / more discipline / fire rogue officers / more police accountability (11%), hire better / more / diverse officers (4%), wage issues (1%), and labour negotiation issues (1%).
- 32% could not think of a suggestion either because they stated the Windsor Police Service is already doing a good job (7%) or could not think of a suggestion (25%).

Demographically, younger respondents are more likely to suggest that the police become more involved in the community, East Windsor respondents to suggest the police be more transparent and open with people, and Windsor West respondents to suggest the police should focus on doing their job well to reduce crime.

## 5 WINDSOR POLICE SERVICE CHALLENGES AND PRIORITIES

### 5.1 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 5.1, a variety of challenges are identified. They are grouped into six areas:

- 30% of respondents volunteer a policing issue – drugs and related crimes (10%), robberies / theft (5%), increased crime rate (4%), traffic violations and accidents (4%), downtown area crime (2%), and 1% each volunteer kidnappings / stabbings / assaults, gang activities, drinking and driving, fraud, and gun control.

**Table 5.1: Volunteered Greatest Challenge Facing the Windsor Police Service in the Next Three Years**

	Percent
Drugs and related crimes	10
Regain credibility/trust lost over PO behaviour	9
Cut-back of police force due to funding cuts	8
Americans coming into Canada, bringing crime	7
Robberies/theft	5
Accountability for police behavior/open/honest	5
Increased crime rate	4
Traffic violations and accidents	4
Poor economy/unemployment could lead to increased crime	3
Youth/teenagers	3
Downtown area crime	2
Improving response time/increased patrolling	2
Protecting citizens/keeping city safe - general	2
Pay for suspended officers	2
Race relations/language barriers	1
Pay level for officers	1
Kidnappings/stabbings/assaults	1
Gang activities	1
Drinking and driving	1
Getting priorities straight/focus on bigger crimes not small ones	1
Fraud	1
Gun control	1
Terrorism	1
Growing population/economy	1
Crime coming in from larger cities	1
Lawsuits	1
Political interference	*
Other	2
Nothing, doing a good job	3
Don't know/no comment	17

\* indicates > 0% and < .5%.

- 17% of respondents volunteer an external social issue that will present a challenge to the Windsor Police Service – due to Detroit declaring bankruptcy Americans will bring crime into Canada (7%),

the poor economy and unemployment leading to increased crime (3%), youth and teenagers (3%), and 1% each name race relations / language barrier, terrorism, growing population, and crime coming to Windsor from larger cities.

- 17% volunteer a public trust issue – regain credibility and trust lost due to police officer behaviour (9%), accountability for police behaviour / open and honest with the public (5%), pay for suspended officers (2%), and lawsuits against the police (1%).
- 9% name a budget or finance issue – cut backs to the Service due to funding cuts (8%), and the pay levels of officers (1%).
- 5% name a service delivery challenge – improve response time / increase patrols (2%), protect citizen / keep the city safe (2%), and getting its priorities straight / focus on bigger crimes (1%).
- 20% are unable to volunteer a challenge – 17% did not have a suggestion and 3% said “nothing, they are doing a good job”.

Men are more likely than women to volunteer that the greatest challenge is to regain credibility and trust. Windsor West respondents are more likely to name increased crime rates and traffic violations and accidents.

## 5.2 SERVICE PRIORITIES

Respondents were asked to rate on a 1 to 10 scale the importance of 14 services provided by the police. The findings are presented in three charts, the first of which provides the average score for each service and two provide the detailed responses converted to five categories.

As can be seen in Figure 5.2-1 on the next page, there is a defined importance hierarchy based on the average score:

- The top five have similar average and top-box “very important” scores – impaired driving (69% provide a score of 9 or 10, “very important), crime prevention (68%), victim assistance (65%), Crime Stoppers (64%), and drug enforcement (65%).
- Close behind the top priorities are – downtown foot patrol (60%), drug education (62%), traffic safety and enforcement (57%), school liaison (55%), and cruiser patrol (50%).
- The lowest priorities are – public education initiatives campaign (49%), senior programs (47%), marine patrol (38%), and bicycle patrol (35%).

**Figure 5.2-1: Average Score on Importance of Service Activities**

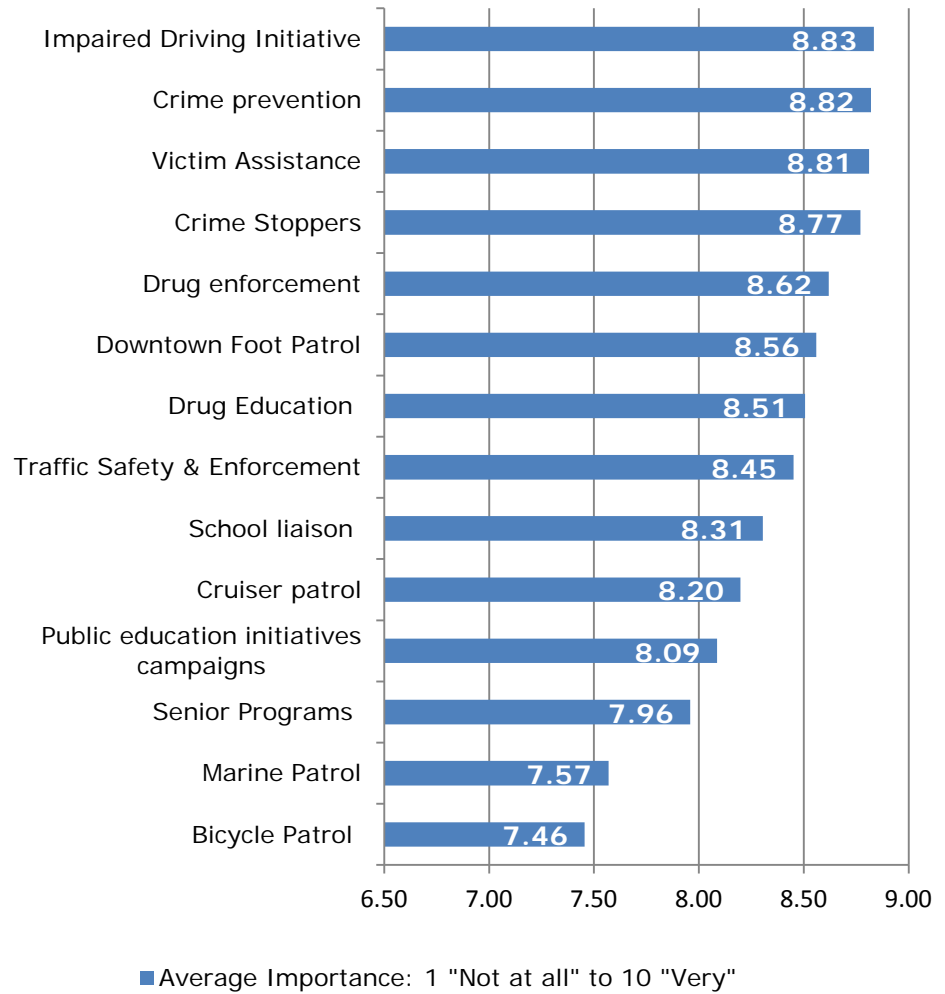
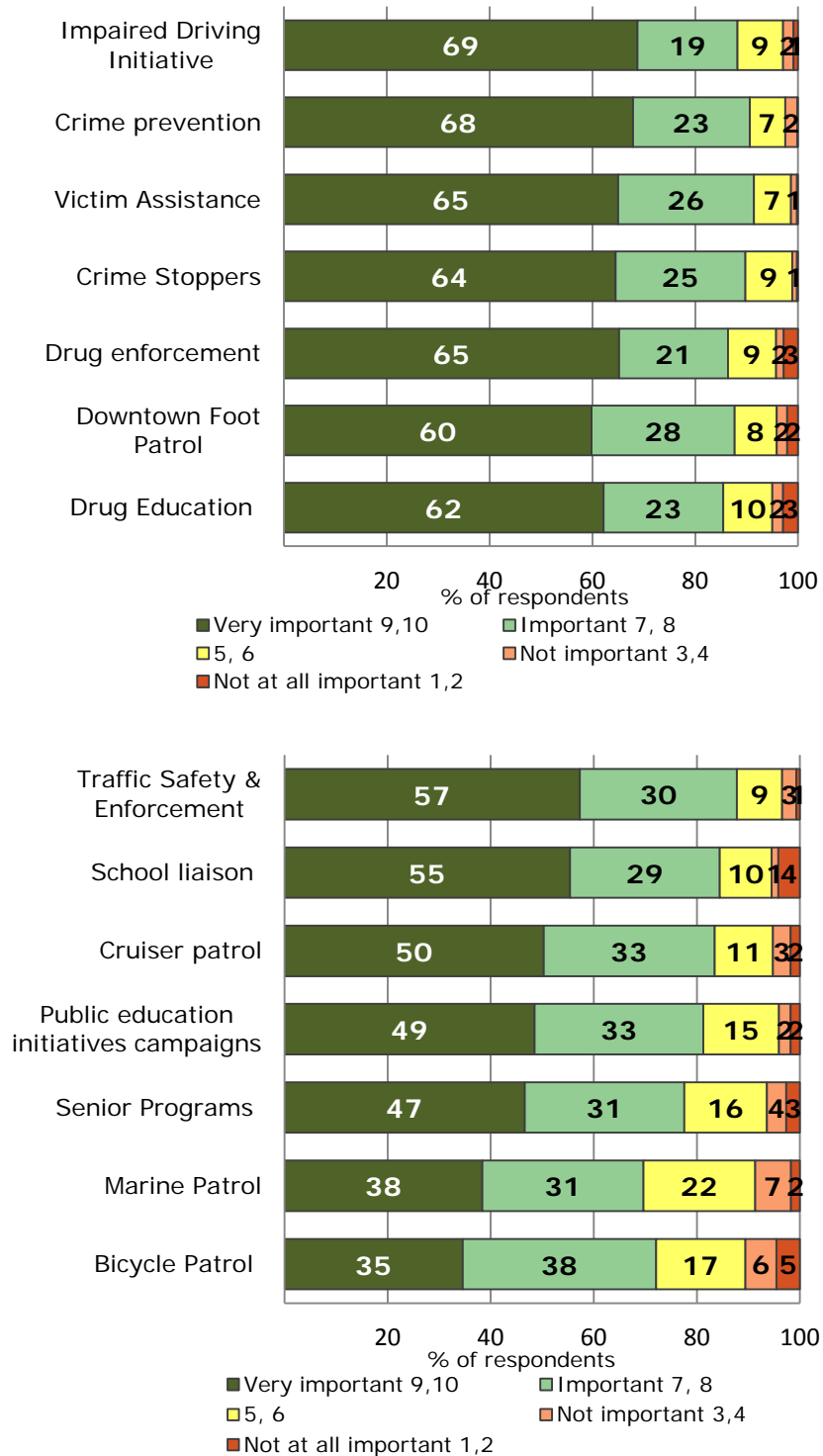


Figure 5.2-2 on the next page presents the detailed responses to the 14 service questions. An examination of the 7 to 10 scores on the 10 point scale suggests that all the services are considered important. With the exception of senior programs, marine patrol, and bicycle patrol, over 80% of respondents consider the services to be important.

**Figure 5.2-2: Service Importance Rating**



More information is gleaned from an examination of which services have the most impact on the level of confidence in the Windsor Police Service and the perceived effectiveness of the police in providing services to the community. Notably, services not as high on “very important” have more of an impact on



overall assessments, although the contribution to influencing confidence and effectiveness is not strong:

- Cruiser patrol has an impact on assessments of confidence **and** effectiveness.
- Drug enforcement has an impact on confidence in the Windsor Police Service only.
- Bicycle patrol and school liaison have an impact on effectiveness in providing services to the community only.

Demographically, women assign a higher importance score to all the services than men. Younger respondents provide a higher score than older respondents to impaired driving, drug education, and public education initiatives; older respondents provide a higher score on marine patrol. The only geographic difference is that Windsor West respondents assign a higher importance score to marine patrol than East Windsor.

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 and the responses are grouped into six areas. As can be seen in Table 5.2 on the next page:

- Six-in-ten respondents name a service priority that focuses on ensuring public safety and crime prevention. The most frequent suggestions are crime control (25%), be more visible to the public (14%) and clean-up the downtown area (8%).
- Similarly six-in-ten specify a particular criminal activity as the top service priority. The most frequent responses are drug enforcement (25%), traffic control (22%) and break-ins and theft (8%).
- One-third of the respondents believe a priority should be to restore the public image and reputation of the Service. The top mentions are police accountability for their actions (10%), police reputation and credibility (6%), be more friendly (6%), and more community involvement (5%).
- One-quarter of the respondents made suggestions about increasing public education in a number of areas including public education and children's programs (12%), and educating and protecting youth (5%).

**Table 5.2: Volunteered Top Three Service Priorities Over the Next Three Years**

	Percent
<b>Public safety and crime prevention</b>	<b>61</b>
Public safety/crime control and prevention	25
Be more visible to the public/patrol more	14
Clean-up/bigger presence downtown	8
Border patrol/control	3
Prompt response to calls	2
Protect seniors/seniors programs	2
Do their job to the best of their ability/be more effective	1
Other – vandalism, gangs, beggars, repeat offenders, fraud	4
<b>Specific criminal activity</b>	<b>58</b>
Drug enforcement/education	25
Traffic control and enforcement/speeding/drunk driving/talking on cell phones	22
Break-ins/home invasions/theft/robberies	8
Dealing with domestic abuse	2
Pursue violent crimes	1
<b>Public image and reputation</b>	<b>31</b>
Police accountability for their actions/internal discipline	10
Police reputation/credibility/ public relations	6
Be more friendly/respectful/professional/compassionate	6
Increase community involvement/presence/get to know people	5
Be more honest/open/transparent with the public	4
<b>Public education</b>	<b>23</b>
Community education programs e.g., schools	12
Educating and protecting youth/youth crime/kids loitering	5
Gun control/education	4
More programs/training for the public	1
Control/educate public about alcohol problems/under-age drinking	1
<b>Officer hiring and training</b>	<b>13</b>
Ethnic and gender diversity/sensitivity	7
Better hiring practices/hire more police officers	4
Improve officer training/knowledge of the city	2
Better education when dealing with the mentally ill	1
<b>Other responses:</b>	
Keep doing what they are doing/they are doing a good job	3
Get their finances in order/freeze salary/no pay for suspended officers	2
More use of technology/social media for public communications	1
Work with other police departments	1
Better use of down time/less time at donut shops	1
Other	4
Don't know/no comment	12

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

Men and East Windsor respondents are more likely to volunteer police accountability for their actions. Women are more likely to volunteer gun

control. East Windsor respondents are more likely to cite community education, and Windsor West to cite border patrol and control.

### 5.3 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 5.3-1, there is little consensus as to any specific directions given that there is only a 10 point spread between six of the seven types of crime prevention strategies. The top two are public meetings in neighbourhoods and a high school liaison program (19% each). Close behind are COAST (17%) and VIP (16%), followed by Children’s Safety Village (11%) and CPTED (9%). The low priority is given to Graffiti Abatement (6%).

**Table 5.3-1: Preference for a Crime Prevention Strategy**

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

The only demographic difference in responses is that women are more likely than men to state a preference for COAST.

Respondents indicate somewhat more in accord on which of five types of enforcement strategies they would most like to see the Windsor Police Service continue to enhance public safety. As can be seen in Table 5.3-2 on the next page, one-quarter of the respondents state a preference for enforcement of Guns and Gangs (27%) and the International Child Exploitation Unit (25%). 19% believe the priority should be Traffic Enforcement. Fewer respondents chose the Target Enforcement Unity (14%) and ROPE (12%).

**Table 5.3-2: Preference on an Enforcement Strategy**

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

Demographically, women are more likely to select the International Child Exploitation Unit, and men are more likely to select Directed Traffic Enforcement and the Target Enforcement Unit.

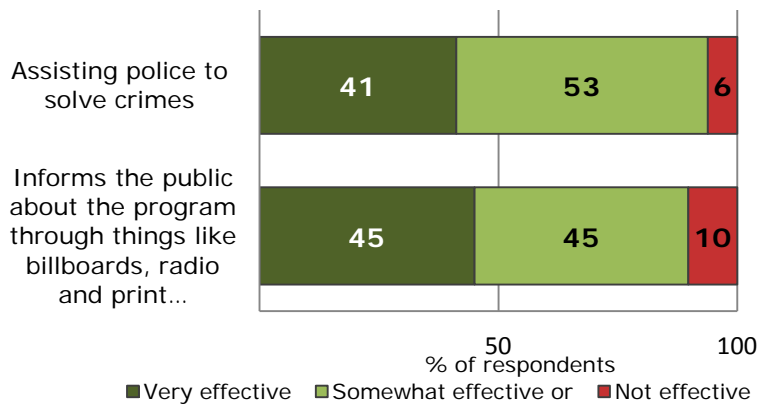
## 6 CRIME STOPPERS

### 6.1 EFFECTIVENESS

Earlier findings (Figure 5.2-2) indicated that 64% of respondents said that Crime Stoppers is a “very important” service. The survey asked additional questions for Crime Stoppers to assist them in their planning.

As can be seen in Figure 6.1, almost all respondents (94%) believe Crime Stoppers is effective at assisting police to solve crimes, with four-in-ten stating Crime Stoppers is “very effective”. Nine-in-ten believe that it is effective to inform the public about the Crime Stoppers program through things such as billboards, radio and print advertising, with 45% stating these methods are “very effective”.

**Figure 6.1: Effectiveness of Crime Stoppers**

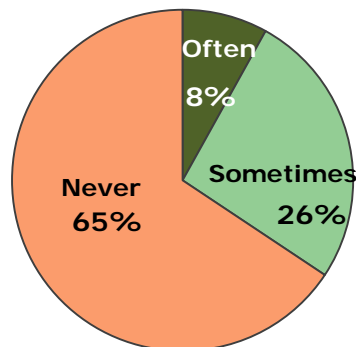


Demographically women are more likely to state “very effective” than men on both statements.

### 6.2 FOLLOW CRIME STOPPERS EVENTS

One-third of the respondents claim to follow “Crime Stoppers events and activities through their social media such as their internet site, Facebook, Twitter, or their newsletter”. As can be seen in Figure 5.2, 8% state they follow Crime Stoppers “often”.

**Figure 5.2: Follow Crime Stoppers Events and Activities**





## 7 TECHNICAL APPENDIX

### 7.1 SURVEY OVERVIEW

This survey for the Windsor Police Service was undertaken by telephone among a random sample of Windsor residents who are 18 years of age or older. A total of 406 interviews were completed from July 19 - 29, 2013. The confidence interval for a sample of this size is  $\pm 4.9$  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.

The following is the outcome of the call attempts.

**Table 7.1: Details of Call Attempts**

Total	26563
No result code	25
No answer	4568
Busy	365
Answering machine / voicemail	7404
Callback	448
Fax	148
Not in service	297
Business	44
Language barrier / No English	361
Not available during field window	90
Household Refusal	1590
Respondent Refusal	2942
Refusal - Take us off your list	160
(Mid-survey)	61
Call back later to finish the survey	5
Quota full	3
DQ Q36 - Refused to tell us their municipality	31
DQ C - Occupation	29
DQ D - Not at their home telephone number	7
DIALER - Operator intercept	6863
DIALER - Line answered	715
Session Timeout	1
Completed interview	406

## 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 they 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	7	16	15
35 to 44	13	17	17
45 to 54	23	19	20
55 to 64	21	16	16
65 and older	32	20	20

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

**Table 7.2-2: Gender Distribution**

	Survey %	Census %
Male	48	48
Female	52	52



**7.3 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 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*)?  
 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

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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

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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 4<sup>TH</sup> 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	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 <sup>5</sup>	N/A Don't know (VOLUNTEERED)
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- 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

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 \_\_\_\_\_

<sup>5</sup> N/A = not applicable

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

I would like to change the topic slightly and ask you a couple of questions about Crime Stoppers.

79. Crime Stoppers informs the public about the program through things like billboards, radio and print advertising. Do you think this is a very effective, somewhat effective, or not very effective to inform people like yourself about the program?

- Very effective..... 4
- Somewhat effective or ..... 3
- Not effective ..... 2
- Not heard of Crime Stoppers (VOLUNTEERED) ..... 1 SKIP TO Q82
- Don’t know (VOLUNTEERED)..... x

80. And how effective do you think Crime Stoppers is at assisting police to solve crimes ... very effective, somewhat effective, or not very effective?

- Very effective..... 3
- Somewhat effective or ..... 2
- Not effective ..... 1
- Don’t know (VOLUNTEERED)..... x

81. Do you follow the Crime Stoppers events and activities through their social media such as their internet site, Facebook, Twitter. or their newsletter ... often, sometimes, or never?

- Often ..... 3
- Sometimes ..... 2
- Never..... 1
- Don’t know (VOLUNTEERED)..... x

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

82. 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
83. 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.