



OTTAWA POLICE SERVICE
SERVICE DE POLICE D'OTTAWA

The Trusted Leader in Policing
Le chef de file de confiance dans la police

PUBLIC SURVEY 2015

Report Presentation

Public Survey on the Ottawa Police Service

Presentation, September 28, 2015

Leger

THE RESEARCH INTELLIGENCE GROUP

Objectives and Methodology

Objectives and Methodology

Context and Objectives

The Ottawa Police Service (OPS) commissioned Leger to conduct public opinion research in the City of Ottawa. This research is part of a continuous effort on the part of the OPS to collect data on **public perceptions of its services and Ottawa citizens' views about safety and crime in the city**. Previous surveys were carried out in 1995, 1998, 2002, 2006, 2008 and 2012.

Methodology

This poll was conducted online in the Ottawa area with a representative **sample of 4,328 citizens between March 30 and May 11, 2015**. Residents were invited by the OPS via regular mail to take part in an Internet survey.

A total of 16,000 survey invitation letters were mailed out across all wards: 4,328 were completed, resulting in a **response rate of 27.5%** compared to 20.4% in 2012.

MARGIN OF ERROR: +/- 1.5 percentage points, 19 times out of 20.

Key Insights

Feeling of Safety

As in previous studies, the vast majority of Ottawa citizens feel safe at home and in their neighbourhood, both during the day and at night...

- During the day, 95% of residents feel safe in their homes, and 90% feel safe in their neighbourhood.
- At night, 91% of residents feel safe in their homes, and 69% feel safe in their neighbourhood.

... but this feeling of safety has decreased in most locations under review.

- Feeling safe is lowest in public places such as downtown, cycling paths and walking trails. This is despite the fact that most victims of crime reported that the crime was committed in their homes.
- Feeling safe in locations other than the respondents' home and neighbourhood have declined since 2012, particularly downtown (21% decrease).

Residents of the Eastern districts are significantly more likely to feel unsafe.

TOTAL SAFE - DURING THE DAY	2015	2012	Gap	Significantly lower in...
In your home	95%	97%	-2%	*
In your neighbourhood	90%	94%	-4%	Central East (79%)
Downtown	60%	81%	-21%	Rural East (49%)
Along bike paths and walking trails	53%	73%	-20%	East (48%)
While waiting for, or using public transit	50%	68%	-18%	Rural East (30%)

TOTAL SAFE – AFTER DARK	2015	2012	Gap	Significantly lower in...
In your home	91%	92%	-1%	Central East (85%)
In your neighbourhood	69%	67%	2%	Central East (52%)
Downtown	32%	35%	-3%	*
Along bike paths and walking trails	19%	23%	-4%	East (16%)
While waiting for, or using public transit	16%	20%	-4%	East (13%)

Perceptions about Crime in Neighbourhoods and City-Wide

Perceptions of crime in Ottawa have increased since 2012

- More specifically, 51% of respondents are under the impression that crime has increased across Ottawa over the past three years, compared to 33% in 2012.

Perception of crime across Ottawa	2015	2012	Gap
Increased	51%	33%	+18
Remained the same	35%	47%	-12
Decreased	14%	20%	-6

Ottawa residents are, on average, more concerned about crime in the city as a whole than in their neighbourhood

- 66% of respondents have the perception that there is less crime in their own neighbourhood versus the city as a whole, and 62% believed that it has remained stable over the past three years.

Perception of crime in the neighbourhood	2015	2012	Gap
Less crime	66%	65%	+1
About the same amount of crime	16%	17%	-1%
More crime	7%	9%	-2%
Don't know	11%	9%	+2

Main Concerns

Main concerns about the neighbourhood and the City are similar to those observed in 2012. Distracted driving, as well as speeding cars and aggressive driving are still the main concerns.

Top concerns : Distracted driving, speeding car/aggressive driving, break and enter, theft from vehicles, vandalism, robbery, Internet/cybercrime, youth crime, presence of drugs/dealers, street gangs, gun violence, violence against women, sexual assault, vandalism, identity theft.

Thus, it appears that the three priorities selected by the Chief of Police (Guns and Gangs, Violence Against Women and Traffic Safety) are perfectly in line with the strongest concerns of the City of Ottawa's citizens.

A strong proportion of citizens believe that the OPS does a good job on these priorities: reducing violence against women (50%), increasing traffic safety (52%) and reducing crimes related to guns and gangs (46%). In contrast, a small proportion of citizens believe that the OPS did a poor job in reducing violence against women (10%), increasing traffic safety (15%) and in reducing crimes related to guns and gangs (21%).

Views on Service Quality and Confidence in the Ottawa Police Service

The vast majority (82%) of citizens are satisfied with the quality of service offered by the OPS.

- Satisfaction with the quality of service has remained stable since 2012 (81%).
- Ottawa residents believe that the quality of service offered by the OPS has improved over the past three years: 35% believe it has improved, and only 5% say it has deteriorated.

Quality of service of the OPS	2015	2012	Gap
Satisfied	82%	81%	+1
Neither	15%	14%	+1
Dissatisfied	3%	4%	-1

A majority of residents (61% compared to 60% in 2012) say they have a high degree of confidence in the OPS, compared to only 4% who say they have a low degree of confidence.

Level of trust in the OPS	2015	2012	Gap
High	61%	60%	+1
Moderate	33%	33%	-
Low	4%	5%	-1
Don't know	2%	1%	+1

Evaluation of the OPS When Performing its Main Duties

The great majority of Ottawa citizens (73%) provided the OPS with a good performance rating in terms of ensuring the safety and security of the citizens of Ottawa, which corresponds to a 6-point increase in 2015 (73% vs. 67% in 2012). Furthermore, Ottawa citizens believe that the OPS does a good job when performing most of its main duties i.e., responding promptly to emergency calls, providing services in both official languages, and enforcing the law.

Performance of the OPS in ensuring safety and security	2015	2012	Gap
Good	73%	67%	+6
Average	21%	23%	-2
Poor	2%	3%	-1
Don't know	4%	6%	-2

The two elements that received the lowest score are: using financial and human resources efficiently and wisely (48%) and the police presence on foot or bicycle (41%).

The element that most influences public perceptions of the police service is to see police officers in public spaces. Knowing that the presence of police officers on foot or bicycle is the element for which the OPS received the poorest performance rating, the police service could look for methods to improve this aspect.

Contacts with OPS

Having casual contact or a conversation with the Ottawa Police evoked the most positive ratings (91%) of all types of contact. The least positive ratings (52%) were elicited when a police officer spoke to the respondent without providing a reason. **It comes as no surprise that unintentional contact, i.e., contact unrelated to a specific incident or crime appears to be more satisfying.**

In fact, even though most citizens find that police officers are respectful, approachable, and performed their duties in a fair and impartial way, it seems that police-citizen contacts are what really matter. In other words, contact with the OPS positively affects level of trust.

	Proportion of respondents who had this type of contact	Overall satisfaction with this contact with Ottawa Police	I now have more trust in the police
You had casual contact (e.g. conversation) in a public or private place	26%	91%	51%
You requested a Police/Background Check	20%	88%	47%
A police officer offered or you requested assistance and/or information	16%	87%	60%
You visited a Collision Reporting Centre to report a traffic accident	8%	83%	52%
You visited the Front Desk of a Police Station	16%	82%	51%
You were questioned relating to a crime or charged with a crime	3%	81%	63%
You visited a Community Police Centre	6%	81%	54%
You were pulled over for a traffic stop while driving	14%	79%	48%
You were a witness to a crime	4%	78%	41%
You were victim of a crime	7%	72%	47%
A police officer spoke with me but did not provide a reason	2%	52%	37%

Crime Victimization and Satisfaction with Police Response

In total, 13% of Ottawa residents say they have been a victim of crime over the past three years, compared to 17% in 2012.

- Two-thirds (67%) say that this crime targeted property, while 36% say it targeted a person.
- Only 4% of crimes involved a weapon.

Seven out of ten (70%; -3 since 2012) victims of an incident reported the crime to the Ottawa Police Service, while nearly a third of crime victims (30%; +3 since 2012) say they did not report the crime.

- Reasons: did not think the police would consider incident important enough (29%) and crime minor, not worth time to report (28%).

Satisfaction with the actions taken by police in response to the incident report has improved by 5% since 2012.

- This year, 60% of residents were satisfied with the actions taken by police, compared to 55% in 2012. In contrast, a proportion of 19% were not satisfied.
- Also, 77% were satisfied with the way they were treated by the police during the incident.

Awareness of OPSB and Emergency Numbers

It should be noted that this year, **more respondents are aware of the responsibilities of the Ottawa Police Services Board** in its role to oversee the Ottawa Police Service and ensure the provision of adequate and effective police services **(44% vs 38% in 2012)**.

More than half of Ottawa citizens (58%) were aware that the OPS has two dedicated phone numbers for emergency Police services (9-1-1 for Life-Threatening Emergency or Crime in Progress, and 613-230-6211 for all other emergencies).

Fewer than two respondents out of ten (15%) have personally called the police for an emergency in the past 3 years, while the vast majority have not placed this type of call (85%).

Almost three-quarters of respondents who placed an emergency call (72%) used 911, while fewer than a third (28%) used the 613 230-6211 phone number.

Awareness of OPS Programs

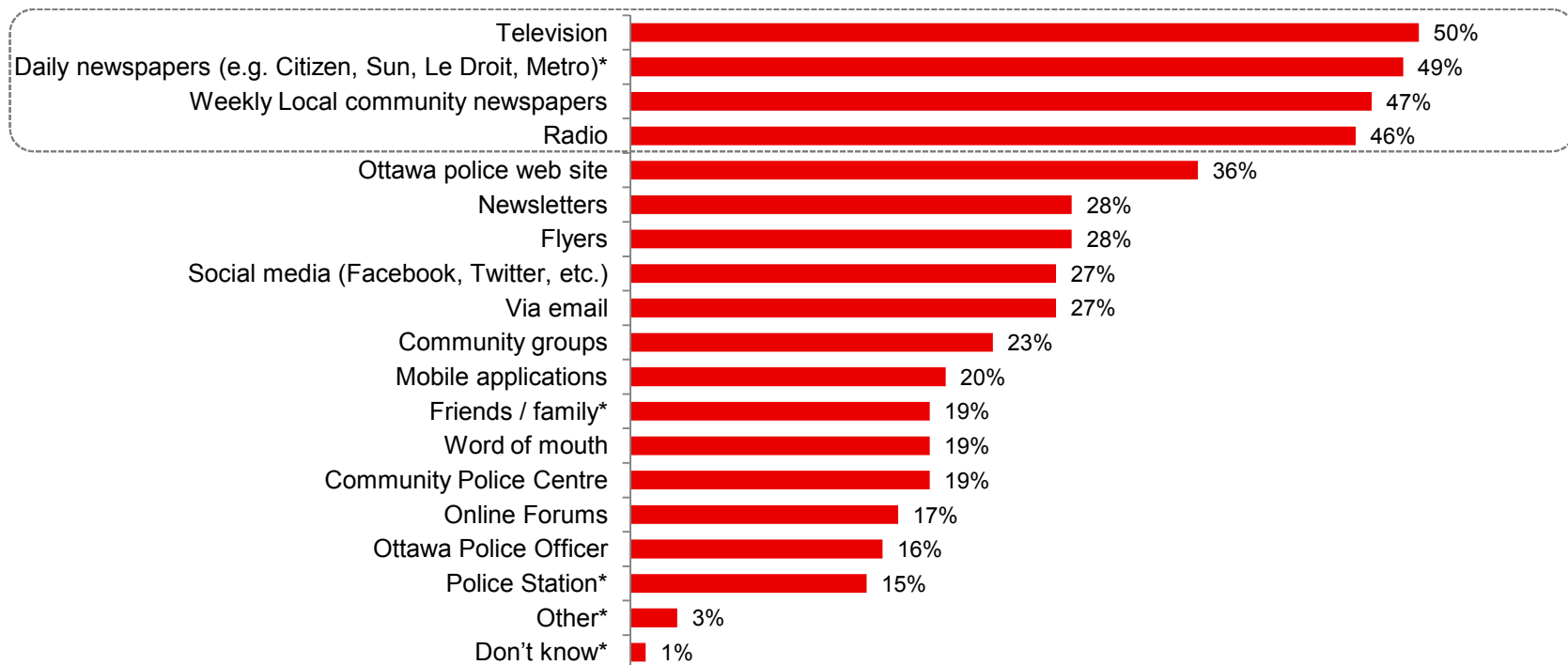
Neighbourhood Watch (72%) and Crime Stoppers (66%) are the two programs that enjoy significant awareness among Ottawa's population. Neighbourhood Watch is also the program with the highest participation rate (6%).

However, there is very little public awareness of all the other programs. The OPS could consider a campaign to increase awareness of these programs. This might improve program participation, and also the residents' engagement and cooperation with the police.

Programs	LEVEL OF AWARENESS
Neighbourhood Watch	72%
Crime Stoppers	↓ 66%
All Valuables Removed / Theft from Vehicles	29%
Child Print	↓ 23%
Operation Identification	21%
Home Security Inspection Program	14%
Street Proofing Self Defence for Women	7%
Business Crime Prevention	5%
Crime Prevention Through Environmental Design	4%
Crime Free Multi-Housing	3%

Preferred Media

Although social media is gaining in popularity and has become more democratized, **traditional media remains the main source of information** for residents of the City of Ottawa. The OPS should ensure a presence on television, the radio, and in the newspapers to disseminate information to the general population about police activities, programs and events. While traditional media are preferred, social media are gaining ground from year to year, and should not be overlooked as a way to reach citizens and communicate with them.



Suggestions for Service Improvement

Suggestions for Service Improvement

- 1. Put More Effort into Improving the Citizens' Feeling of Safety in the Eastern Districts**
- 2. Continued Prioritization of the Chief's 3 Op Priorities as these Continue to Reflect Citizens' Biggest Concerns**
- 3. Increased Presence and Visibility in Public Spaces**
- 4. Increased Efforts to Build Trust via More Interactions/Contact with Public**
- 5. A Need to Increase Awareness of the OPS's Programs**
- 6. Continued Use of Traditional Media for Communicating with Public**

Leger is the **largest Canadian-owned** polling, strategic advice and market research firm

600 employees

75 consultants

Present in more than **100 countries** through its international Worldwide Independent Network (WIN)

Our firm distinguishes itself through its **marketing intelligence** and tailored **strategic advice**

Canada: Montreal, Quebec City, Toronto, Edmonton, Calgary / **United States:** Philadelphia / **Europe:** Zurich

Leger

THE RESEARCH INTELLIGENCE GROUP

www.leger360.com

Leger

THE RESEARCH INTELLIGENCE GROUP