



2014 Citizen Survey Data Report

Calgary Police Commission

September 2014



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Introduction



Research Overview



Method	16 minute telephone survey conducted with a randomly selected sample of City of Calgary residents.
Field Dates	July 2 to August 27, 2014 Extended interview process over eight weeks designed to minimize the impact of point-in-time events.
Sample Size and Distribution	1,000 City of Calgary residents 18 years of age or older. Data collected proportionate to the population of CPS District Locations. In 2014, the sample was divided between land-line respondents (n=700) and cellphone respondents (n=300). In 2013 and 2012, age quotas based on 2011 results were introduced to reduce the impact of fewer younger Calgarians having a land-line telephone. Quotas were not used in 2014.
Telephone Interviewing and Quality Control	Field supervisors were present at all times to ensure accurate interviewing and recording of responses. A minimum of 10 percent of each interviewer's work was unobtrusively monitored for quality control in accordance with the standards set by the Marketing Research and Intelligence Association (MRIA).
Reporting of Results	This report contains the results of the 2014 Citizen Survey conducted by Illumina Research Partners on behalf of the Calgary Police Commission. Where possible, results from the 2009 (n=1,006), 2010 (n=1,004), 2011 (n=1,005), 2012 (n=1,002), and 2013 (n=1,003) Calgary Police Commission Citizen Surveys have been incorporated.  Indicates that tracking is not available due to changes in wording/coding  Indicates that tracking is not available because the question is new for 2014
Indicating Significance	Differences in results that are statistically significant (95% confidence) are denoted by the following symbols:  Indicates significantly higher than the previous year of citizen results  Indicates significantly lower than the previous year of citizen results  Indicates a notable positive trend (not a signifier of significance)
Rounding Errors	Some graphs will not show results equal to 100%; in those cases, this is due to the reported numbers being rounded or to the remainder of the sample having responded "Don't Know/Refused".

Objectives of the 2014 CPC Citizen Satisfaction Survey.

Why Survey the Citizens of Calgary?

To provide good governance, the Calgary Police Commission must be in touch with the needs, experiences, concerns and motivators of the citizens of Calgary.

Research Goals

To understand and monitor:

- how citizens perceive the quality of services they receive;
- what expectations they have from police services;
- what community concerns are at the forefront; and,
- what steps are necessary to build safer communities.

In order to:

- enhance insight from information;
- inform business planning;
- provide input to the Calgary Police Service (CPS) Performance Evaluation; and,
- raise the profile of the Calgary Police Commission (CPC).





Citizen Perceptions of Crime and Safety

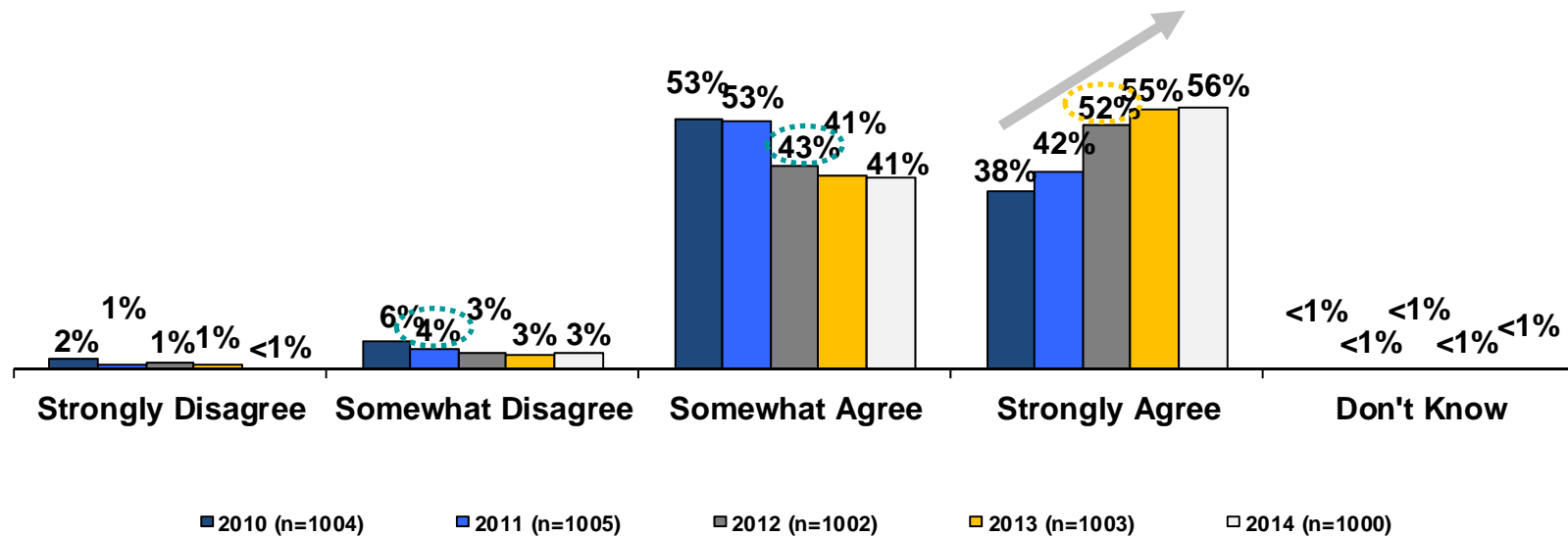


Perceptions of Safety in the City of Calgary



Similar to 2013, over one-half of citizens “Strongly Agree” that Calgary is a safe city to live in.

% Agreement – Calgary is a safe city to live in



Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year



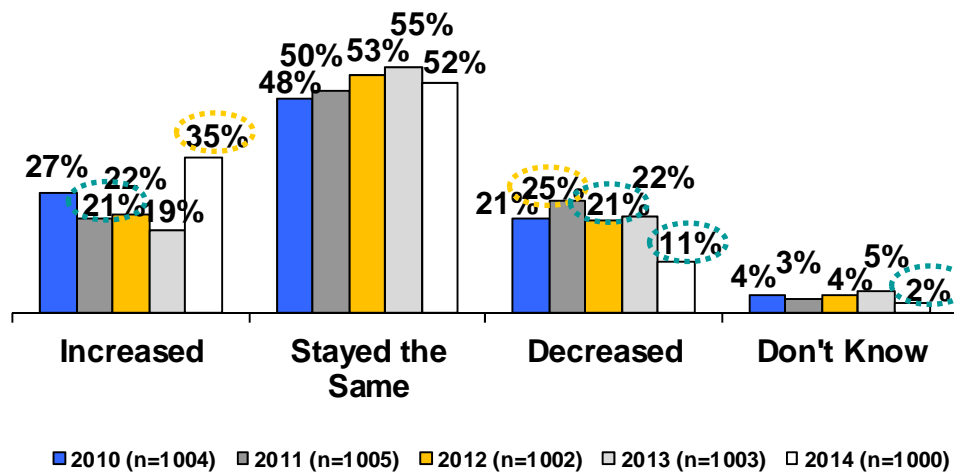
B1. To begin, would you say you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement that “Calgary is a safe city to live in”?

Perceived Change in Overall Crime Rate in Calgary



Notably more citizens feel crime rates in Calgary have increased over the last twelve months.

Perceived Change in Calgary Crime Rate



Safety or Crime Issue of Greatest Concern

Safety or Crime Issue of Greatest Concern	First Mention n=1000	Total Mentions n=1000
House break-ins/break and enter	19%	31%
Illegal gang activities	8%	13%
Assault causing injury	8%	14%
Drug law enforcement	7%	13%
Traffic violations (speeding, unsafe driving)	6%	16%
Theft other than vehicles	4%	12%
Murder	3%	6%
Safety in public places (downtown, streets)	2%	4%
LRT safety	2%	4%
Theft of vehicles	2%	7%
Gun crime/shootings	1%	3%
Damage to property	1%	4%
Kidnapping / abductions	1%	2%
Juveniles congregating/hanging around	1%	2%
Youth crime	1%	2%
Sexual assault	1%	3%
Image of police or justice system	1%	1%
Homelessness/increase in homelessness	1%	1%
Other	2%	4%
Don't know	3%	6%
None/no issue of great concern	20%	20%

Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year



B2. Thinking about the last 12 months, in your opinion are crime rates in Calgary increasing, decreasing, or staying the same?
 B3a. Considering the City of Calgary as a whole, what would you say is the safety or crime issue of greatest concern to you, if any?
 B3b. What other safety or crime issues come to mind?

Responses 1% or greater based on first mention

Note: Please see Appendix D for tracking

Priority Setting



Citizens state crime prevention and hiring more officers are top priorities for the CPS to focus on over the next four years.



Priority Setting	First Mention n=1000	Total Mentions n=1000
Crime/crime prevention (general)	14%	21%
Hire more officers/more funding	10%	13%
More visible presence	8%	17%
Traffic violations (does not include those who specifically mentioned driving under the influence)	8%	14%
Illegal gang activities	7%	13%
Safety in public places	6%	14%
Illegal drug activity	5%	12%
More efforts to reduce crime	5%	10%
Better officers/well trained/competent/attitude	4%	8%
Better communication with the public/more transparency	4%	8%
No suggestions (keep up the good work/general positive comments)	4%	4%
Youth crime	2%	4%
House break ins/break and enter	1%	5%
Violent crimes (general)	1%	3%
Safety in and around public transit	1%	3%
Driving under the influence	1%	2%
Not preoccupied with minor crimes / issuing traffic tickets	1%	2%
Need more support from the judicial system	1%	2%
Child abduction / kidnapping / child safety	1%	2%
Domestic violence	1%	1%
Quicker response time	1%	2%
Knife crime	1%	2%
Theft other than vehicle	1%	1%
Homelessness / increase in homelessness	1%	1%
Other	1%	3%
Don't know	10%	10%

Responses 1% or greater based on first mention

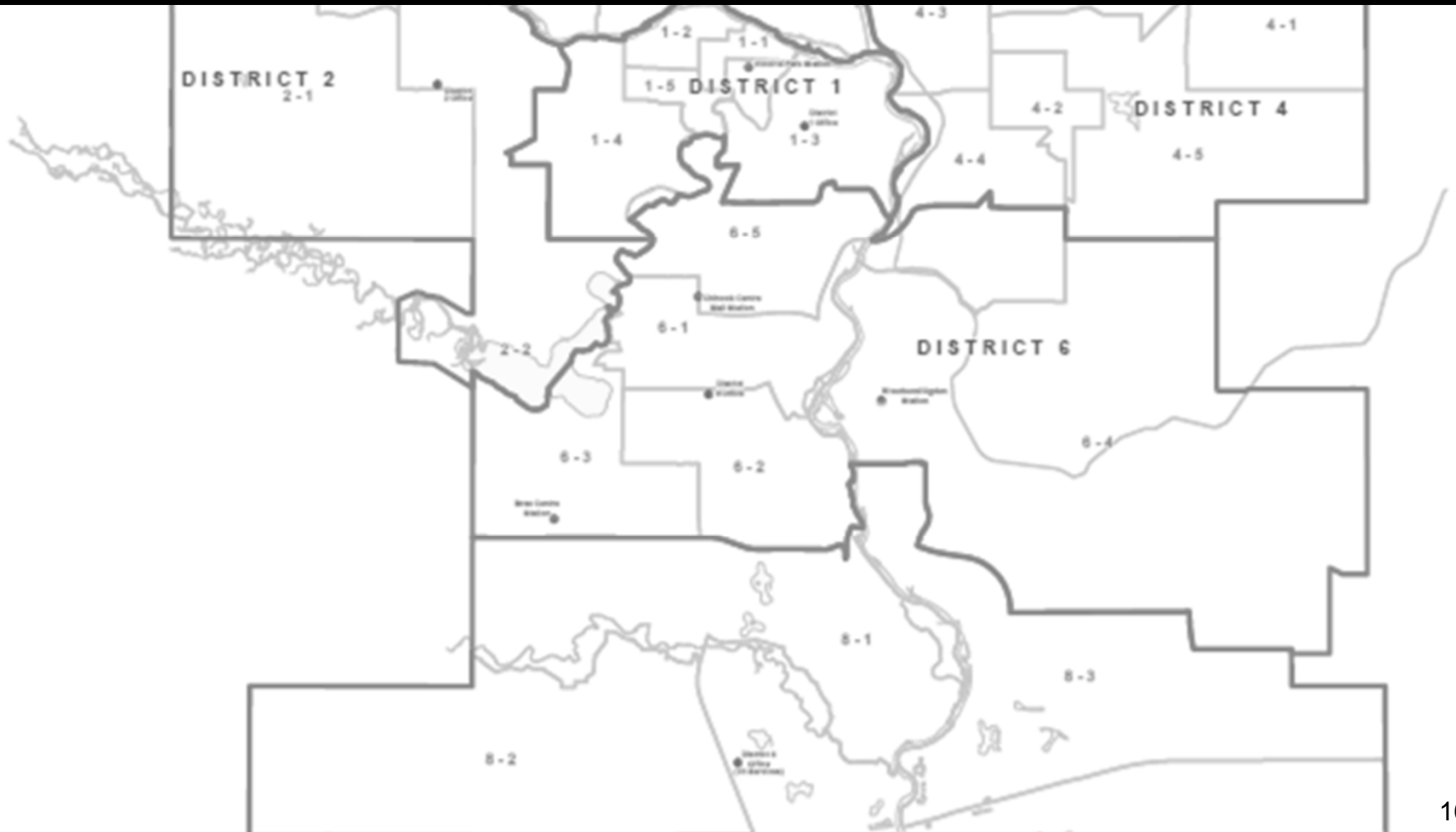
Note: Please see Appendix D for tracking



G1. As we plan for the next four years, what priorities should the Calgary Police Service focus on?



Citizen Perceptions of the CPS

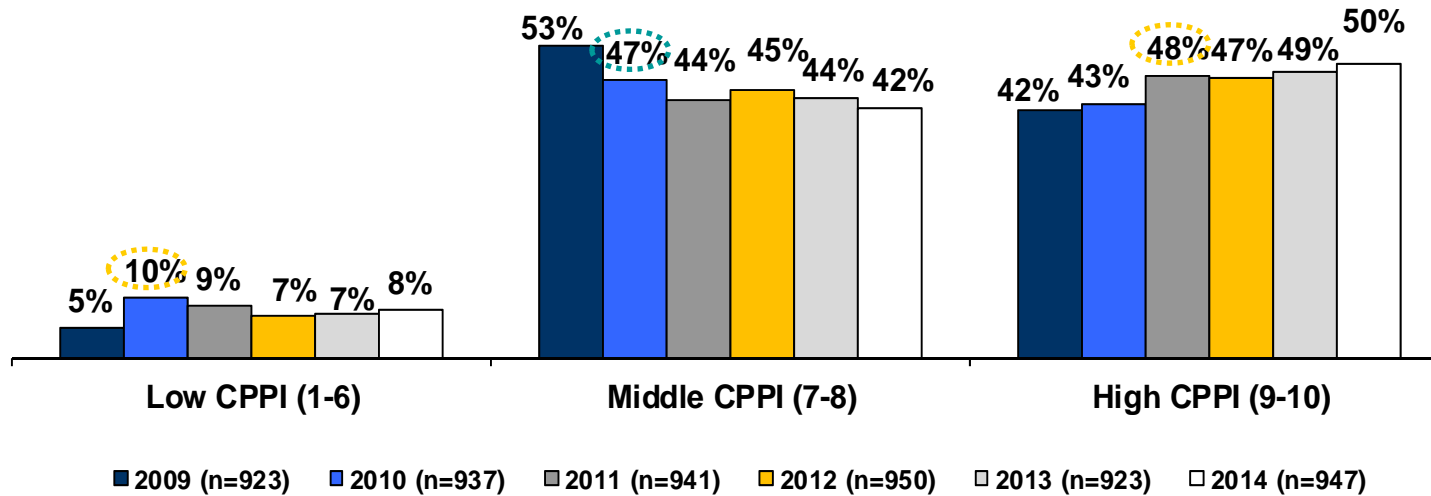
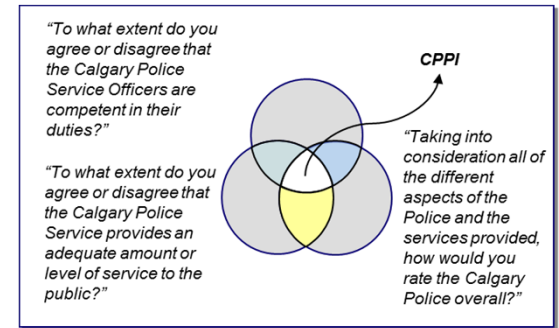


Calgary Police Perception Index (CPPI)



The Calgary Police Perception Index (CPPI) continues to be strong in 2014.

The Calgary Police Perception Index (CPPI)



See Appendix C for an explanation of the CPPI calculation

- Denotes statistically higher than the previous year
- Denotes statistically lower than the previous year

- D1j. To what extent do you agree or disagree that the Calgary Police Service Officers are competent in their duties?
- D1b. To what extent do you agree or disagree that the Calgary Police Service provides an adequate amount or level of service to the public?
- D3. Taking into consideration all of the different aspects of the Police and the services provided, how would you rate the Calgary Police overall, using a scale of 1 to 10, where 1 is “poor” and 10 is “excellent”?

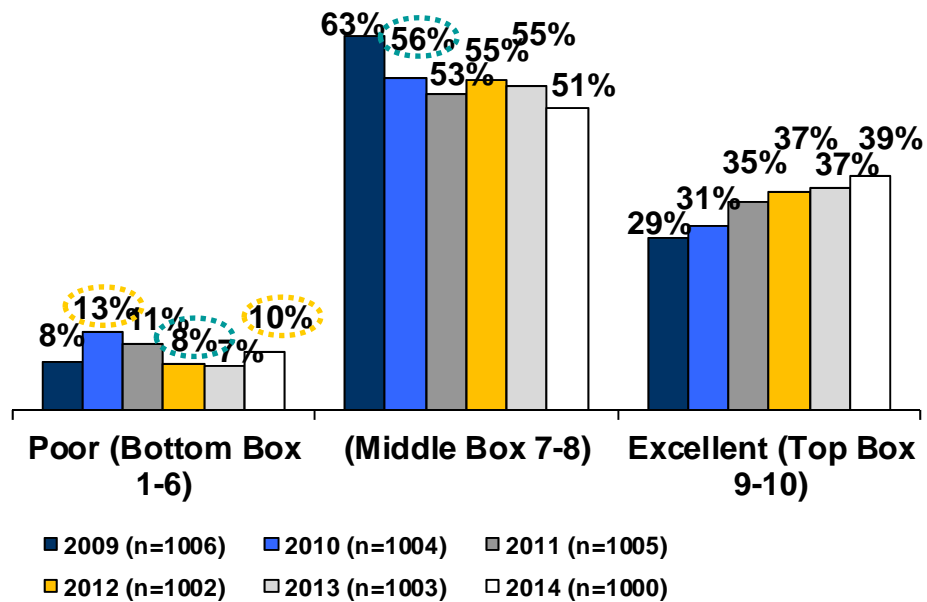


Calgary Police Perception Index (CPPI)



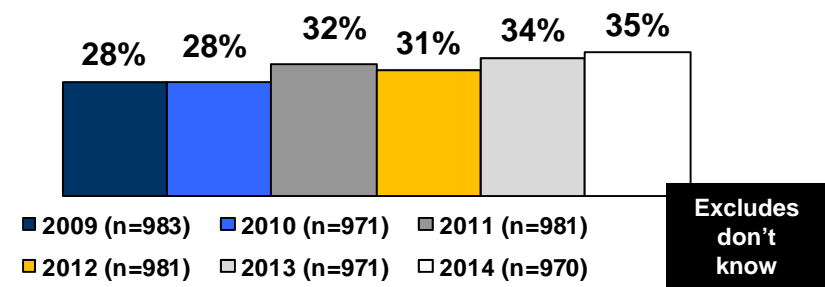
The Calgary Police Perception Index (CPPI) is comprised of three different measures.

How would you rate the Calgary Police overall?

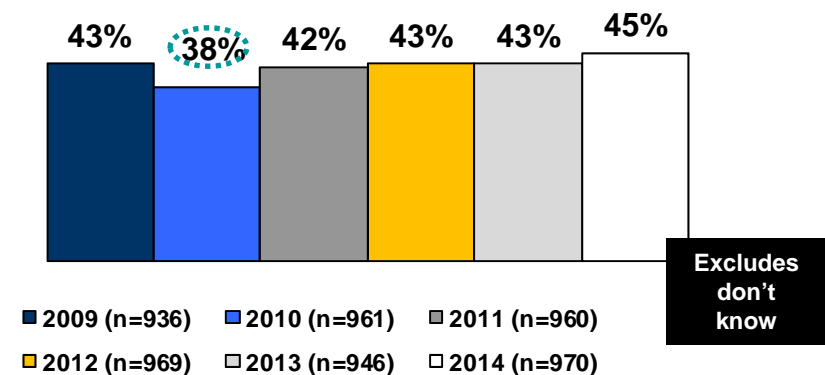


Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

To what extent do you agree or disagree that the CPS provides an adequate amount or level of service to the public?
Top Box Scores (9-10)



To what extent do you agree or disagree that the CPS Officers are competent in their duties?
Top Box Scores (9-10)



Reasons for Overall Satisfaction



Many citizens feel the CPS does an excellent job and state they have had positive experiences with the police.

NEW

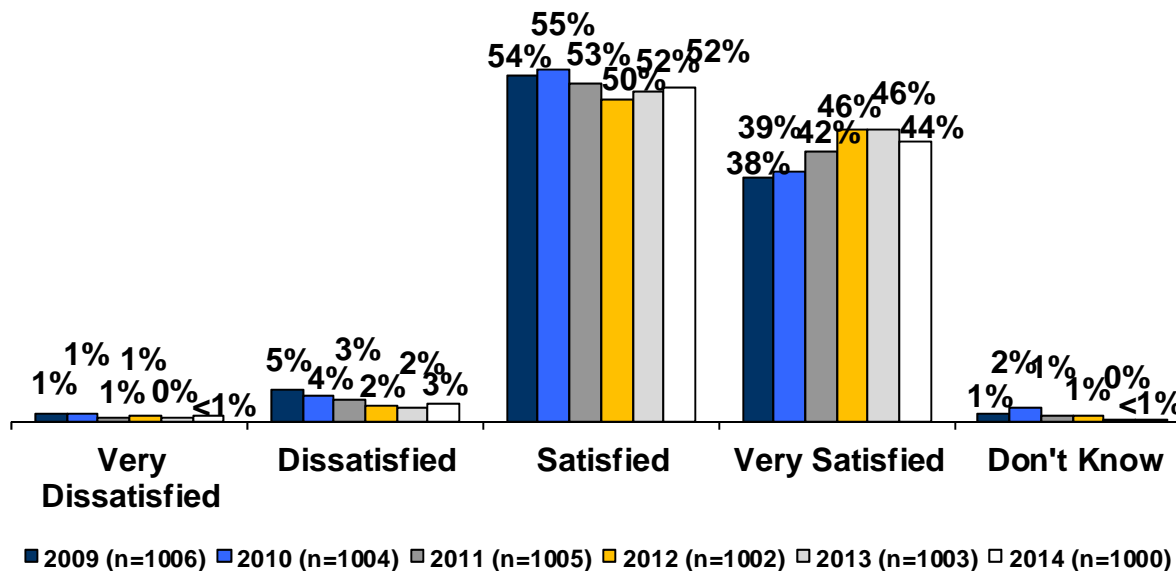
Reasons for Overall Rating	First Mention n=1000	Total Mentions n=1000
NET: POSITIVE	64%	73%
They do a good/excellent job/they do the best they can	25%	44%
Positive experiences with the police	17%	24%
Strong visible presence	5%	13%
Good public relations and communication	3%	9%
Good efforts to reduce crime	3%	9%
Honest/friendly/courteous	2%	12%
Always available when needed	2%	11%
Pleased with new police chief	2%	4%
Efficient/competent/helpful/reliable	1%	12%
Quick to respond	1%	8%
Law enforcement/maintain order/support the community	1%	6%
Hard working/dedicated	1%	5%
They have a very difficult job	1%	5%
I admire/respect them	1%	3%
NET: NEGATIVE	26%	46%
They have room for improvement	7%	19%
Overworked/understaffed/underfunded	4%	12%
Not enough visible presence	4%	7%
Police did not respond to my concern/did not seem to care	3%	5%
Some officers are not courteous	3%	9%
Poor ability to enforce laws	2%	7%
Slow response time	1%	4%
Discriminate against different groups	1%	4%
Too preoccupied with minor crimes/issuing traffic tickets	1%	3%
Other	3%	3%
Don't Know	8%	8%

Overall Satisfaction with the CPS



Overall satisfaction with the CPS (Very Satisfied + Satisfied) is on par with 2013.

Overall Satisfaction Rating



Year	Overall Satisfaction (Very Satisfied/Satisfied)
2014	96%
2013	97%*
2012	96%
2011	95%
2010	93%
2009	92%
2008	89%
2007	90%
2005	92%
2003	91%
2000	96%
1997	95%

*NOTE: 97% percent does not match sum of satisfied (52%) and very satisfied (46%) due to rounding. C2a. Overall, how satisfied are you with the services provided by the Calgary Police?



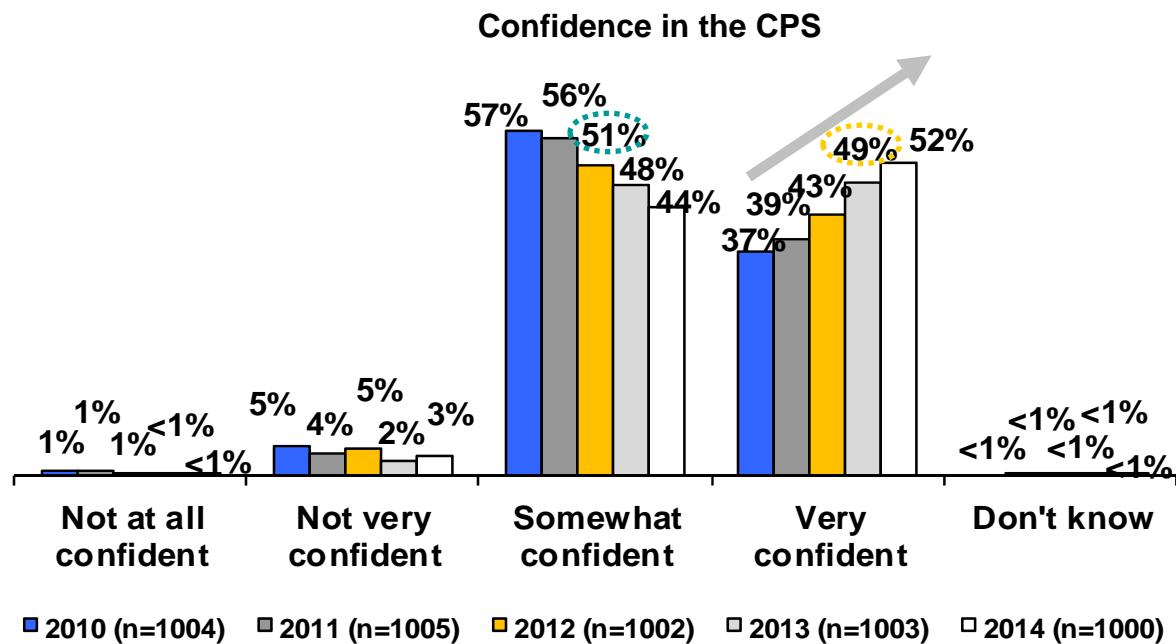
Confidence in the CPS



Confidence in the CPS



The number of citizens who are “Very Confident” in the CPS is at its highest level since 2010.



Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

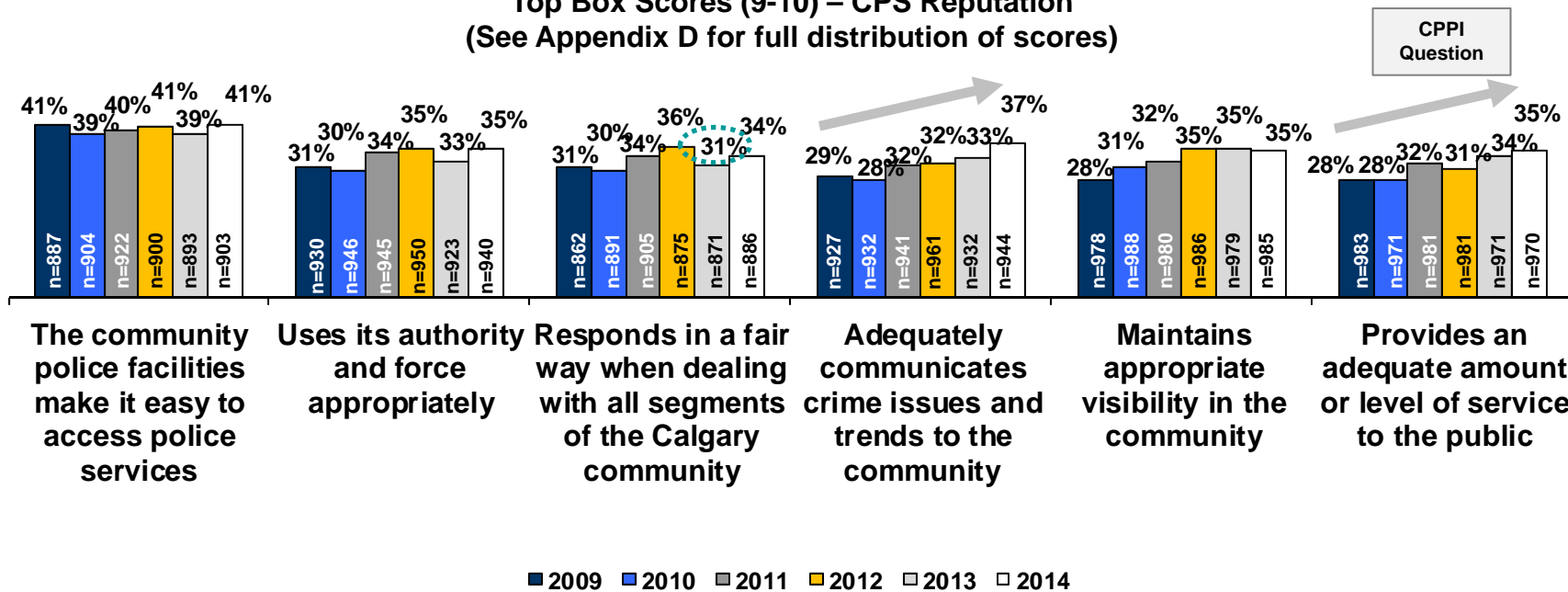


CPS Reputation Attributes



Since 2009 there has been a steady increase in citizen perceptions that the CPS “adequately communicates crime issues and trends” and “provides an adequate level of service to the public.”

Top Box Scores (9-10) – CPS Reputation
(See Appendix D for full distribution of scores)



CPPI Question

Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

Excludes don't know



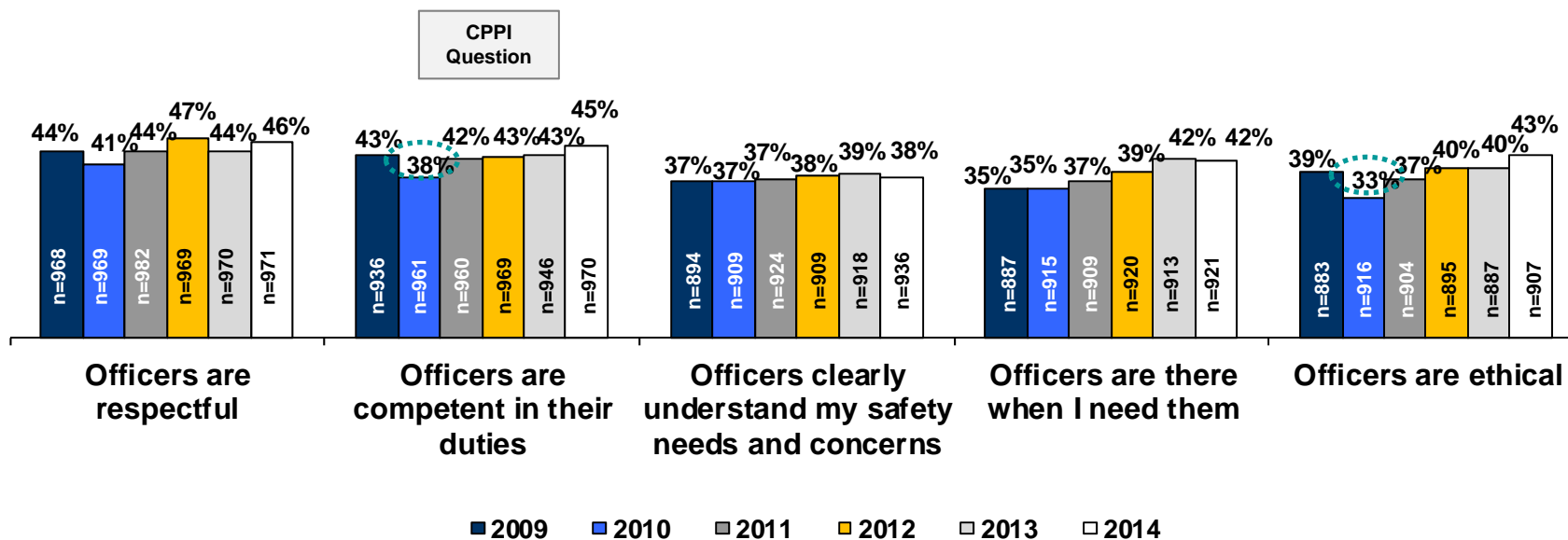
D1. Next, I am going to read you a number of statements that may describe the Calgary Police. Please rate your level of agreement with each of the following statements. Scale: 1=Strongly disagree / 10=Strongly agree

CPS Officer Attributes



“Officers are competent in their duties” and “officers are ethical” received the highest scores since 2009.

Top Box Scores (9-10) – Officer Attributes
(See Appendix D for full distribution of scores)



Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

Excludes don't know



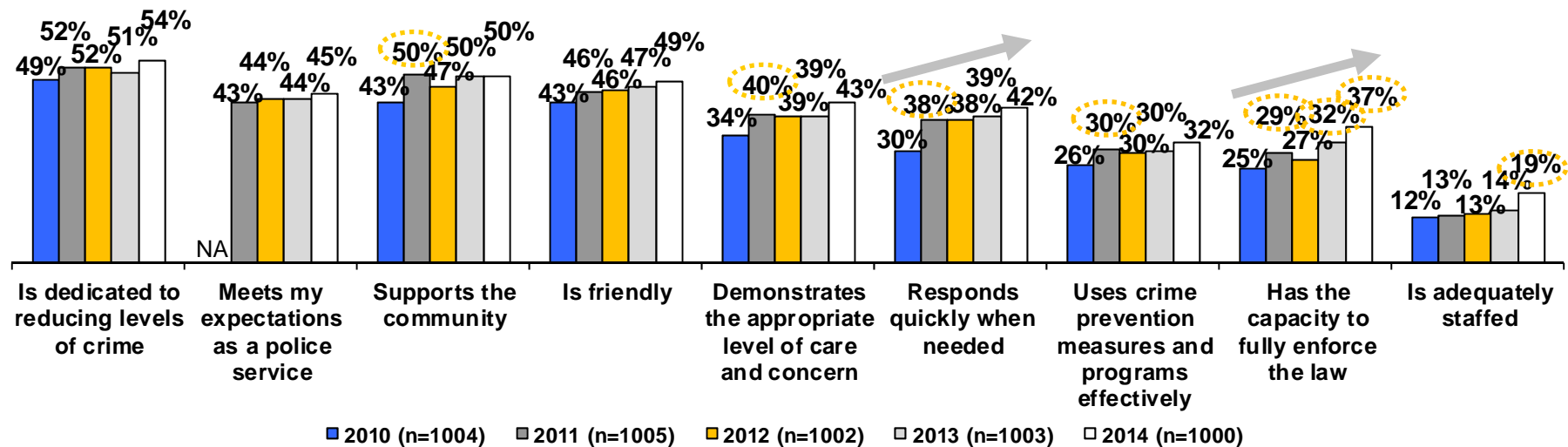
D1. Next, I am going to read you a number of statements that may describe the Calgary Police. Please rate your level of agreement with each of the following statements. Scale: 1=Strongly disagree / 10=Strongly agree

Performance of the CPS



Since 2010, there has been a steady increase in the perceptions that the CPS “responds quickly when needed” and “has the capacity to fully enforce the law.”

Top Box Scores (9-10) – CPS Performance
(See Appendix D for full distribution of scores)



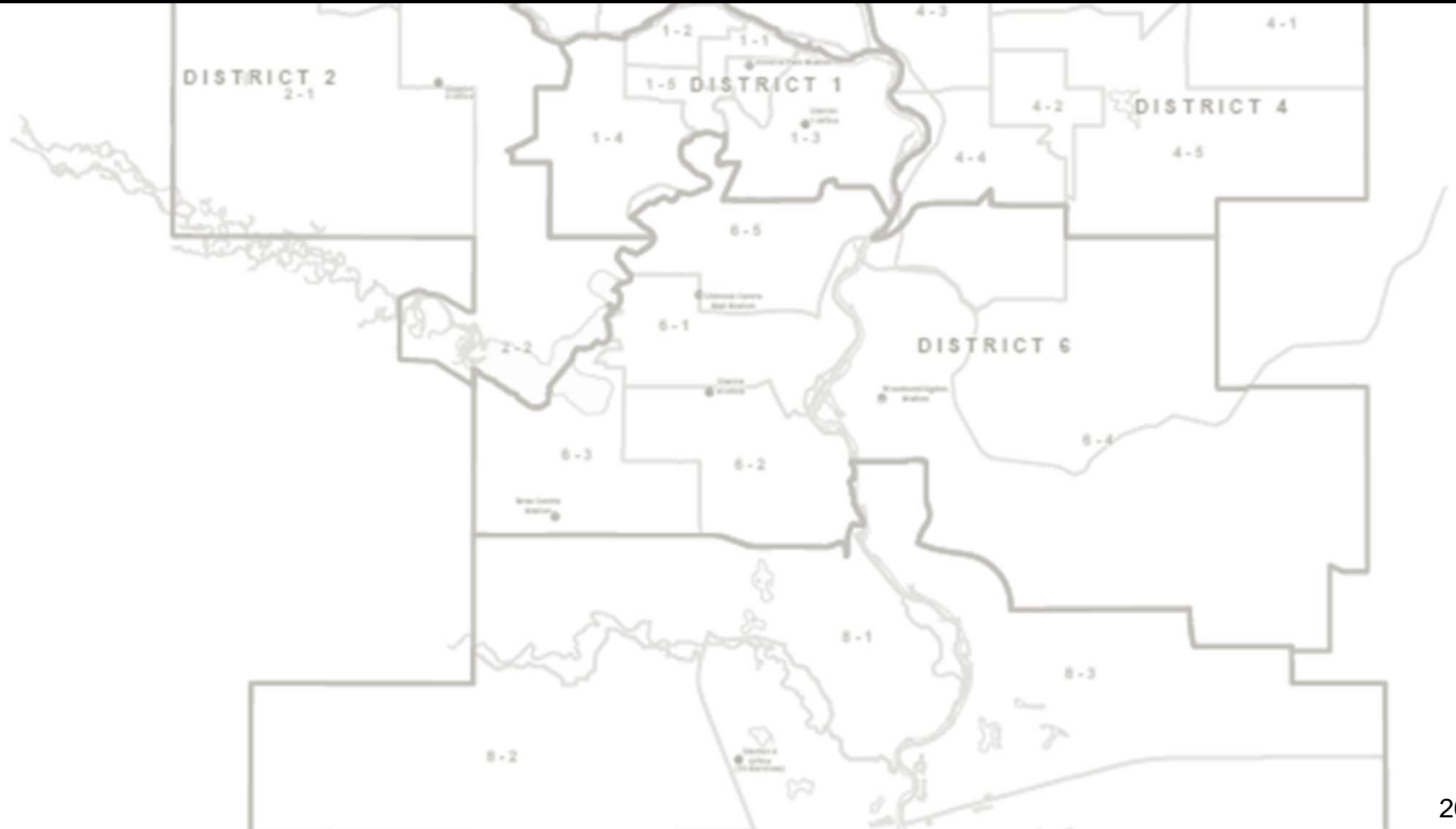
Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year



C4. Based on your experiences or just your general impressions, please tell us whether you agree or disagree with the following statements. Please use a scale where 1 is “strongly disagree” and 10 is “strongly agree”. The Calgary Police Service...



Victimization, Incident Reporting and Contact with the CPS

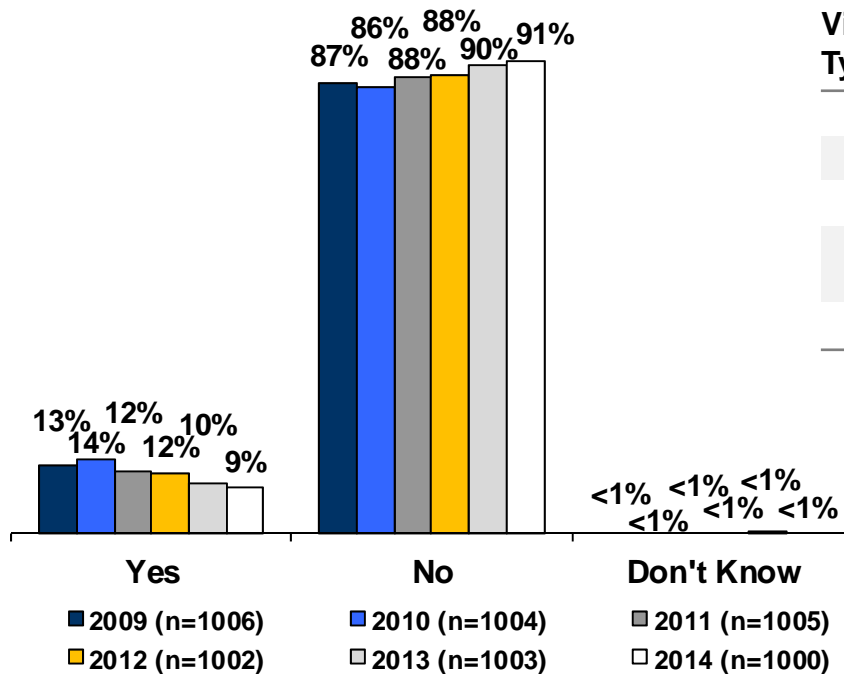


Victimization



Reported incidents of being a victim of crime have dropped slightly since 2012; however, person crimes are at their highest reported rate since 2009.

Victim of Crime



Victimization: Type of Crime	2009 n=126	2010 n=140	2011 n=120	2012 n=116	2013 n=96	2014 n=87
Property Crime	83%	79%	84%	88%	86%	80%
Person Crime	10%	6%	7%	3%	9%	11%
Fraud/Identity Theft	2%	8%	6%	8%	2%	3%
Both Property and Person Crime	4%	3%	1%	-	2%	2%
Other	N/A	N/A	N/A	1%	N/A	1%

Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year



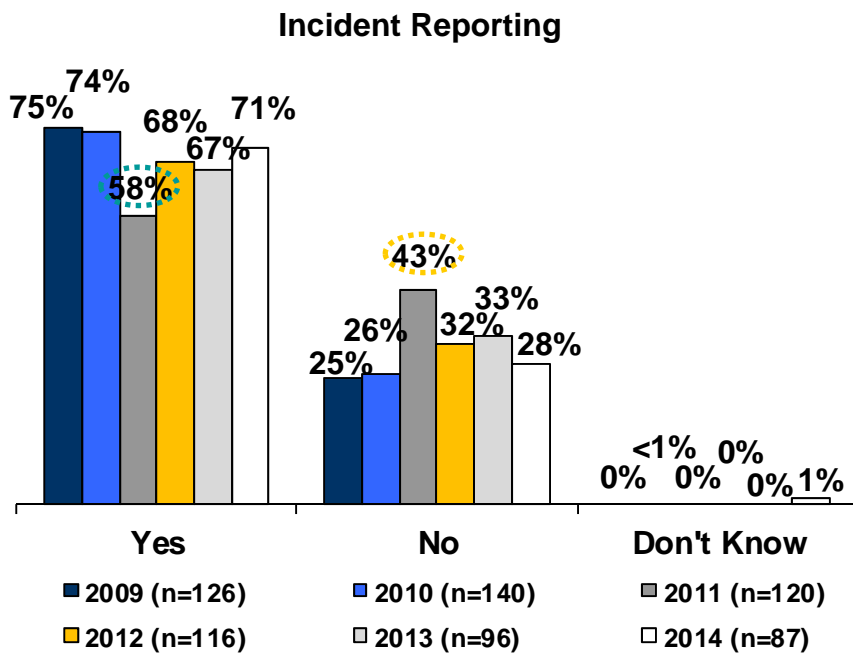
F1. Personally, have you been a victim of a crime during the last 12 months?

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

Incident Reporting



Similar to previous years, “did not want to bother police” continues to be the primary reason citizens do not report crimes.



Reasons for NOT Reporting to Police (Total Mentions)	2009 n=32	2010 n=36	2011 n=51	2012 n=37	2013 n=32	2014 n=24
Did not want to bother police	66%	44%	51%	65%	47%	58%
I felt that the police could not do anything anyway	13%	22%	29%	22%	25%	25%
I dealt with it in another way	9%	8%	14%	19%	13%	13%
Personal matter/did not feel comfortable discussing	0%	3%	4%	11%	0%	8%
Did not want incident to affect insurance rates	0%	8%	2%	5%	0%	4%
Fear of revenge by offender	3%	0%	0%	0%	0%	4%
Don't know	0%	11%	0%	0%	0%	0%
Other	3%	3%	8%	3%	13%	4%

Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year



F3a. Did you report the incident to the Police?
 F3b. Why did you NOT report it to the Police?

Note: Please see Appendix D for tracking

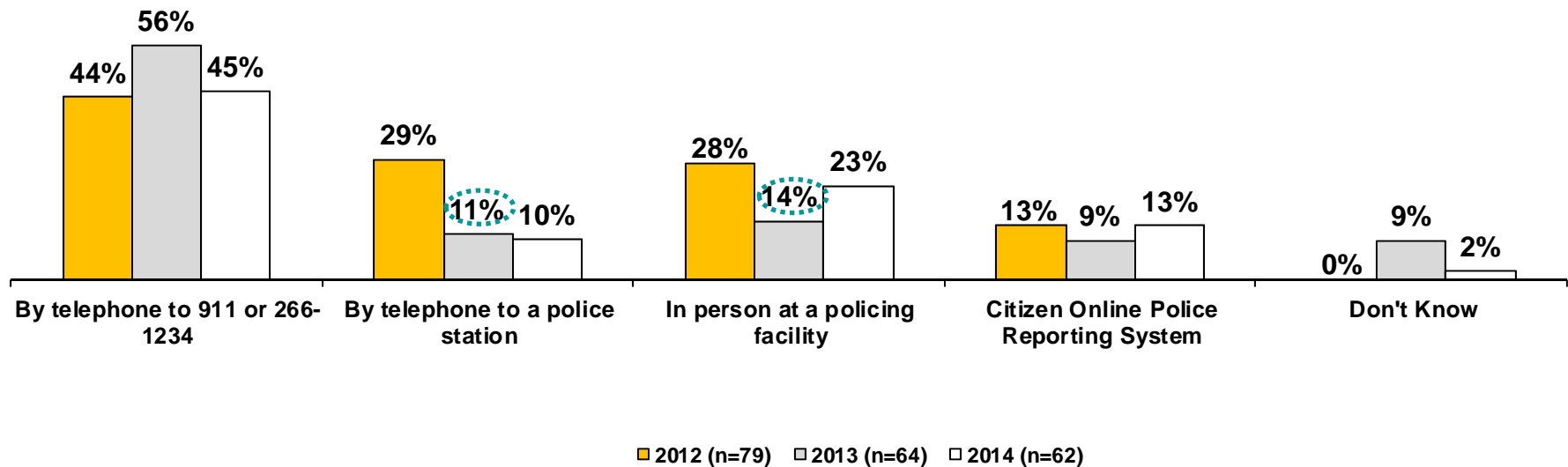
Caution: Small bases



Method of Incident Reporting



Reporting incidents by telephone using 911 or 266-1234 is the most common method of incident reporting.

Manner of Reporting Incident



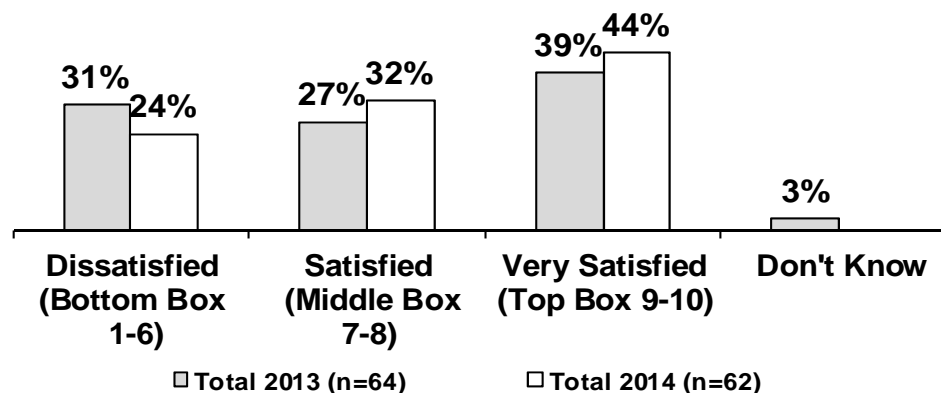
 Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

Satisfaction – Reporting Process

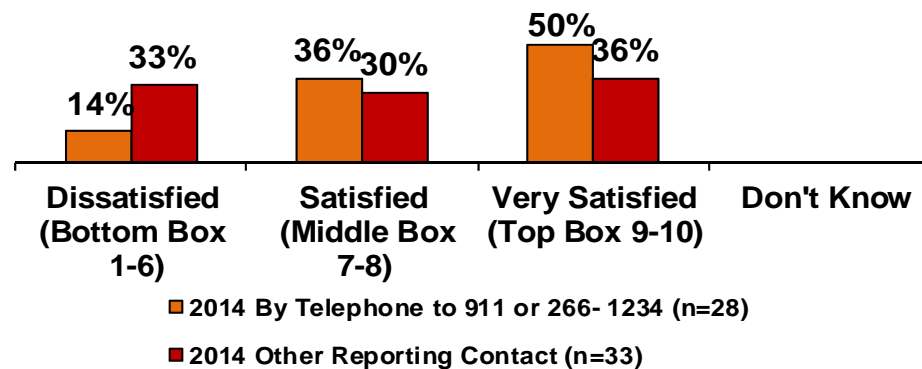


Just over four in ten citizens were “very satisfied” with the incident reporting process.

Satisfaction with Reporting Process by Year



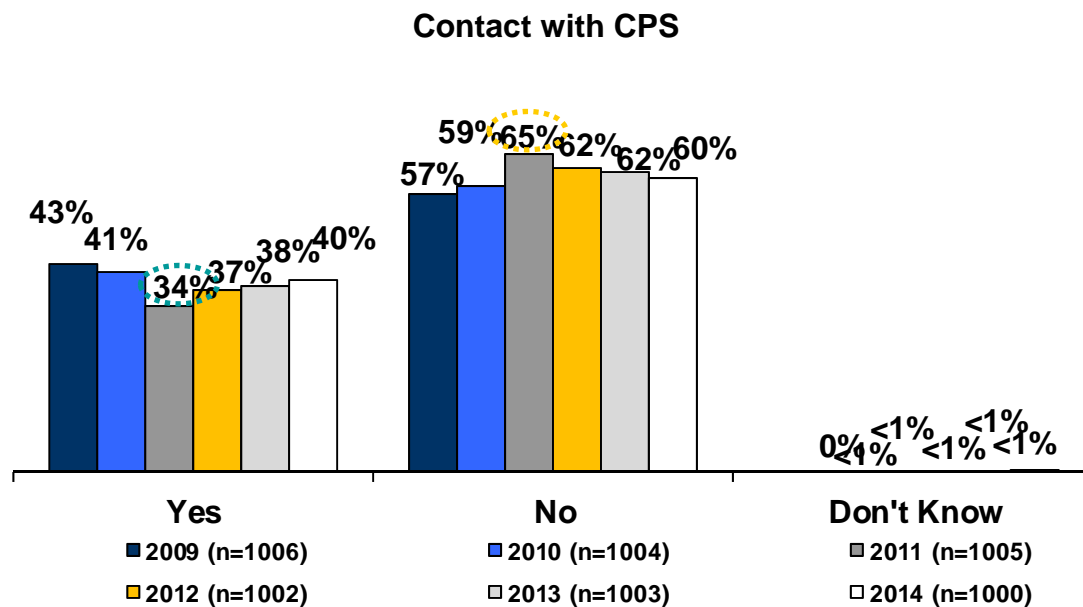
2014 Satisfaction with Reporting Process by Type of Contact



Contact with CPS



Citizen contact with the Calgary Police Service has increased steadily since 2011.



Type of Contact with CPS	2013 n=382	2014 n=396
Telephone contact	44%	38%
In-person contact	51%	58%
Not sure / Don't know	5%	4%

- Denotes statistically higher than the previous year
- Denotes statistically lower than the previous year

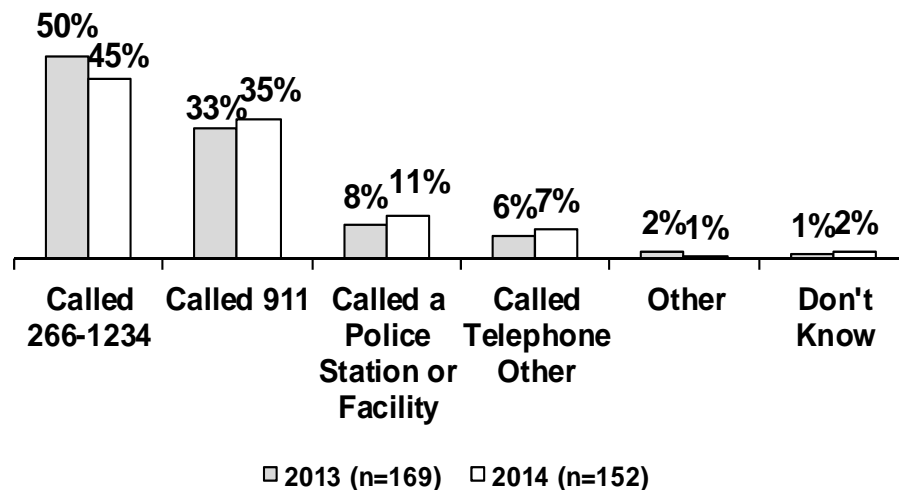
- E1. In the past 12 months have you had any contact either on the telephone or in-person with an Officer or other on-duty employee of the Calgary Police Service? This does not include parking control people or receiving a speeding ticket in the mail unless you made a follow-up phone call.
- E5. Thinking only about the last contact you had, did you call the Calgary Police Service?
- E10. Thinking only about the last contact you had, did you have contact in-person with an Officer or other on-duty employee of the Calgary Police Service?

Telephone Contact



There is a notable increase in citizens who contacted the CPS primarily to file a non-emergency or community concern or complaint.

Type of Telephone Contact



Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

Reason for Contact

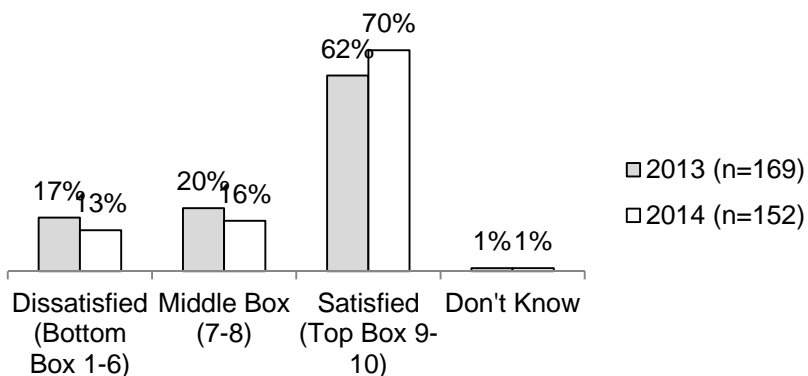
Reason for Contact	2013 n=169	2014 n=152
To file a non-emergency or community concern/ complaint	5%	22%
To report suspicious activity	17%	15%
To report a crime being committed	20%	14%
To report a crime that had already taken place	16%	13%
To report a traffic accident	12%	9%
To report a non-crime related emergency	8%	5%
To report a drunk driver	2%	5%
To provide information for an investigation	2%	3%
To ask a question regarding police (e.g. facility locations, hours, etc.)	3%	2%
To receive follow-up on an investigation	1%	2%
To ask about a ticket received (either in the mail or in person)	3%	1%
To report a noise complaint	2%	1%
To ask a crime-related question	1%	1%
To ask about programs and events related to the police	1%	--
Other	4%	7%
Don't Know	2%	--

Satisfaction – Telephone Contact

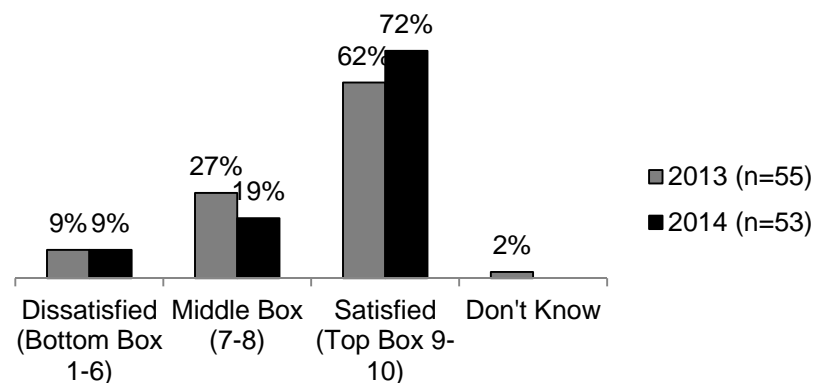


Overall satisfaction for those who dialed 266-1234 or 911 is very high.

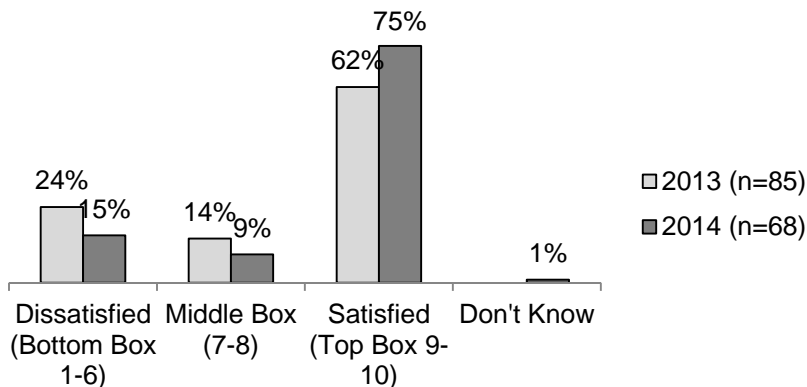
**Satisfaction with Telephone Contact
Total**



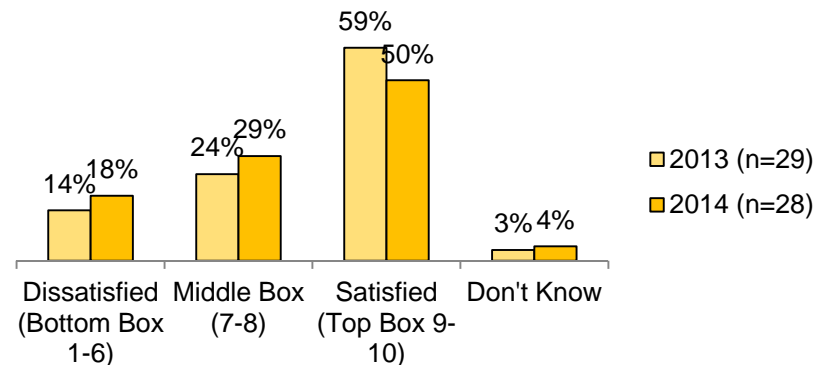
**Satisfaction with Telephone Contact
Called 911**



**Satisfaction with Telephone Contact
Called 266-1234**



**Satisfaction with Telephone Contact
Called Other**



In-Person Contact with CPS



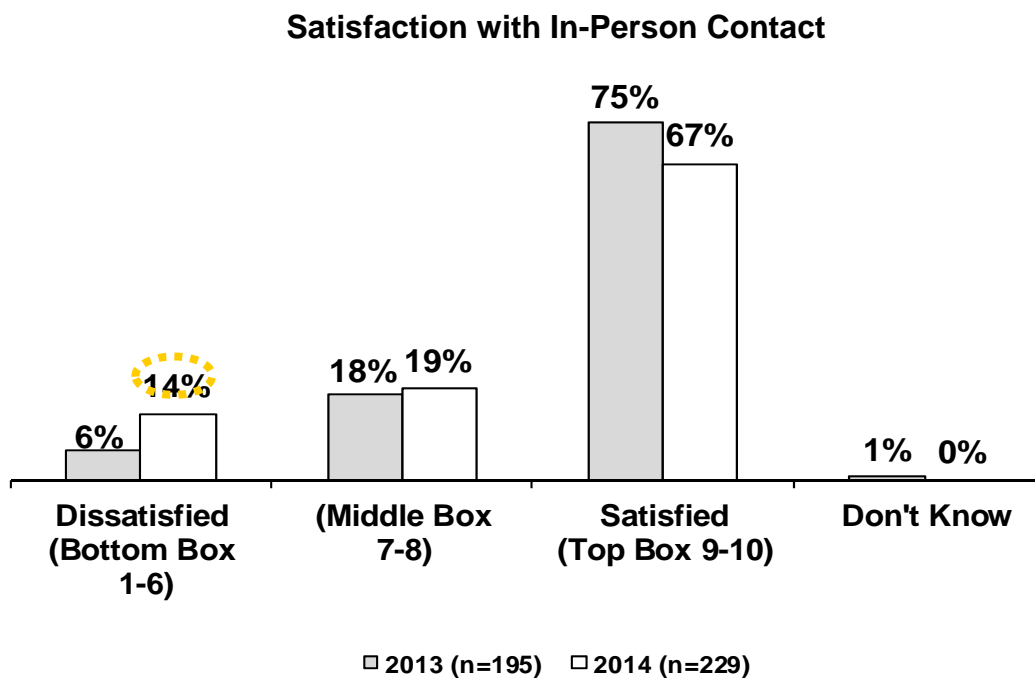
Over one-quarter of in-person contact was when an officer was dispatched or performing a follow-up investigation.



Type of In-Person Contact	2013 n=195	2014 n=229
Officer dispatched/follow-up investigation (respondent initiated call; personal contact/interaction)	25%	29%
Went to police facility (e.g. District office, police offices or kiosks in malls, headquarters downtown)	17%	22%
Stopped because of traffic violation	8%	14%
Spoke with an officer on the street (e.g. asked officer for information)	12%	12%
Witnessed or was involved in a traffic accident where officer dispatched (respondent did not initiate call; personal contact/interaction)	11%	7%
Attended a community meeting, crime prevention or educational program, or police presentation	10%	6%
Professional / social capacity (general)	9%	5%
Encountered a check stop	2%	2%
Charged by a police officer	--	1%
For a criminal record check / clearance	2%	<1%
Other	2%	3%
Don't Know	2%	<1%

Satisfaction – In-Person Contact



Satisfaction with in-person contact dropped slightly in 2014.



 Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year

Reasons for Satisfaction



The majority of citizens were provided the services they wanted during their last contact with the CPS.

NEW

Were You Provided the Services You Wanted?	2014 n=381
Yes	83%
No	13%
Don't Know	4%

NEW

Reasons for Being Provided What was Needed	Total Mentions n=317
Efficient/ competent/ helpful/ reliable	60%
Honest/ friendly/ courteous	25%
Well-trained/ well-managed	19%
Quick to respond	16%
Professional/ fair	13%
Positive experiences with police	13%
Strong visible presence	4%
Trust them/ they do a good job/ the best they can	3%
Hardworking/ dedicated	3%
Always available when needed	2%
Slow response time	2%
Some officers are not courteous/ inconsiderate/ general lack of care	1%
Other	5%
Don't know	4%

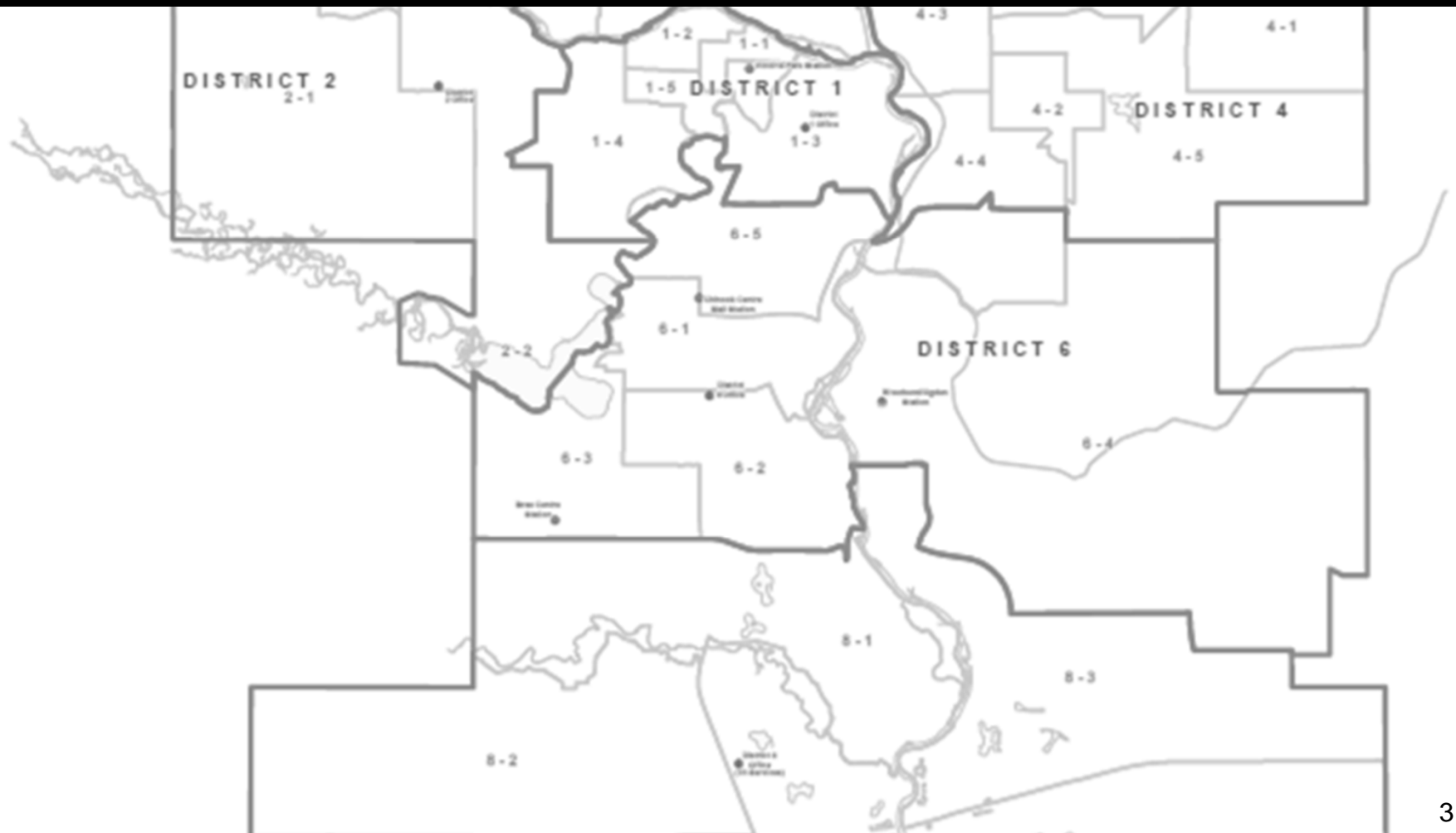
NEW

Reasons for NOT Being Provided What was Needed	Total Mentions n=50
Some officers are not courteous/ inconsiderate/ general lack of care	54%
Slow response time	20%
Too preoccupied with minor crimes	10%
Inexperienced/ under-trained recruits	4%
Not enough visible presence	2%
Overworked/ understaffed/ underfunded	2%
Positive experiences with police	2%
Other	18%
Don't know	2%

Responses 1% or greater



Social Media

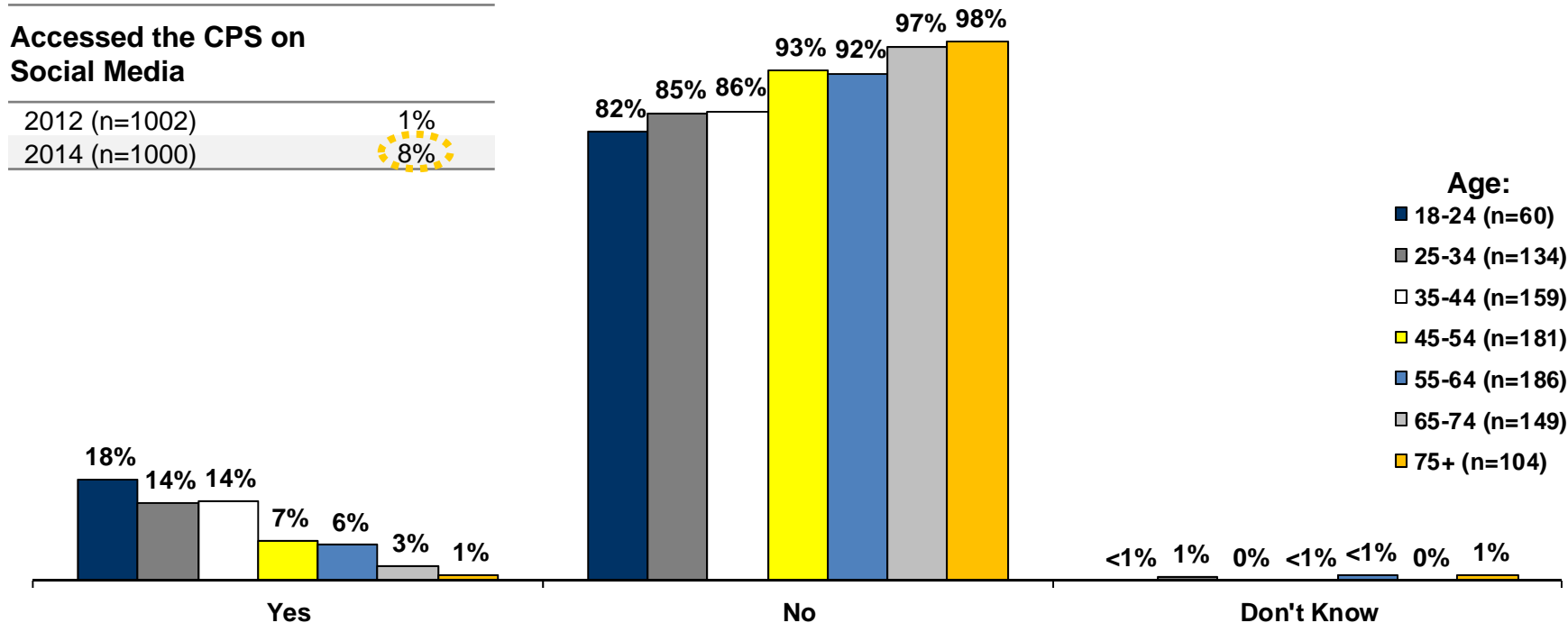


CPS Social Media Access



The number of citizens accessing or communicating with the CPS on social media increased significantly since 2012.

Have you accessed or communicated with the CPS on social media?
By Age



Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year



J1. Have you accessed or communicated with the Calgary Police Service on social media?

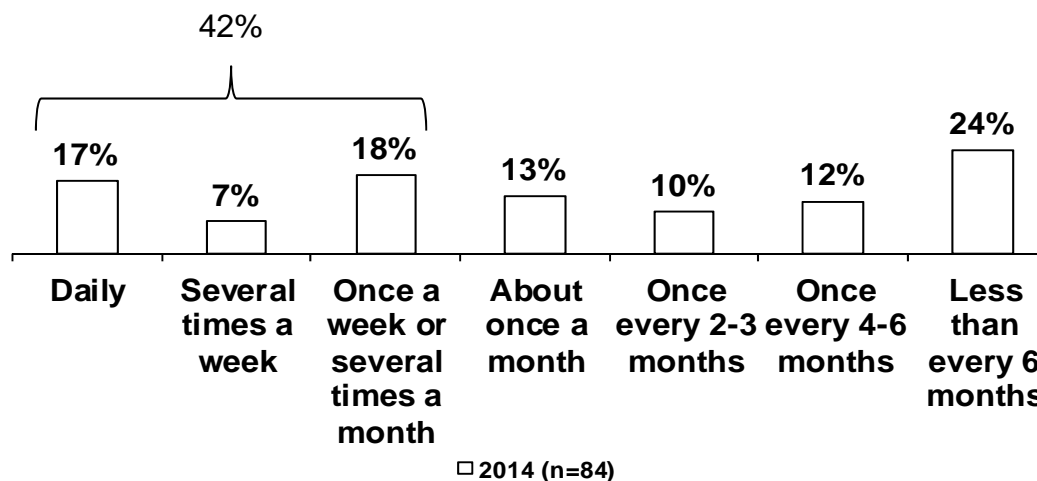
Frequency of Social Media Communication



Of those citizens who access or communicate with the CPS on social media, slightly over four-in-ten do so several times a month or more.



Frequency of Social Media Communication
By those who Accessed CPS on Social Media



Reasons for Accessing or Not Accessing CPS by Social Media



The majority of citizens who are not accessing or communicating with the CPS through social media see no reason to do so, or do not use social media.

NEW

Reason for Accessing or Communicating with the CPS on Social Media	Total Mentions n=84
To keep updated / for information (general)	86%
I have no need / reason to	1%
Other	11%
Don't know	2%

NEW

Reason for NOT Accessing or Communicating with the CPS on Social Media	Total Mentions n=912
I have no need / reason to	46%
I don't use social media	35%
I didn't know about it / am unfamiliar	9%
I am too busy / don't have the time	5%
I don't own / use a computer	4%
I don't use the internet	1%
To keep updated / for information (general)	1%
Other	3%
Don't know	6%

Social Media Preferences



Facebook and Twitter remain the most used and preferred social media platforms.

NEW

Platforms Current Using to Access and Communicate with the CPS

2014
n=84

Twitter	51%
Facebook	40%
The CPS website	15%
YouTube	1%
Other	15%
Don't know	4%
None/I don't use Social Media	1%

Social Media CPS Should Use to Reach Citizens

2014
n=1000

Facebook	27%
Television	21%
Twitter	16%
Radio	11%
Telephone / Cellphone	10%
Newspaper	8%
Email	5%
Website/their website	3%
Mail (e.g. letters, flyers, newsletters)	2%
Internet / website	2%
LinkedIn	1%
Instagram	1%
In Person	1%
Google+	<1%
Reddit	<1%
Foursquare	<1%
YouTube	<1%
Other	1%
None/I don't use social media	27%
Don't Know	6%



Denotes statistically higher than the previous year

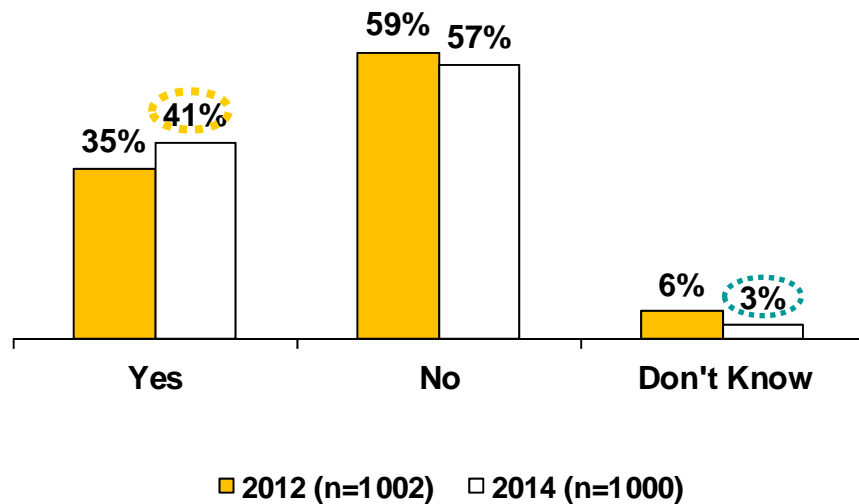


Denotes statistically lower than the previous year



Interest in a CPS app has notably increased since 2012.

Likelihood to Use a CPS Mobile or Tablet App



⦿ Denotes statistically higher than the previous year
⦿ Denotes statistically lower than the previous year



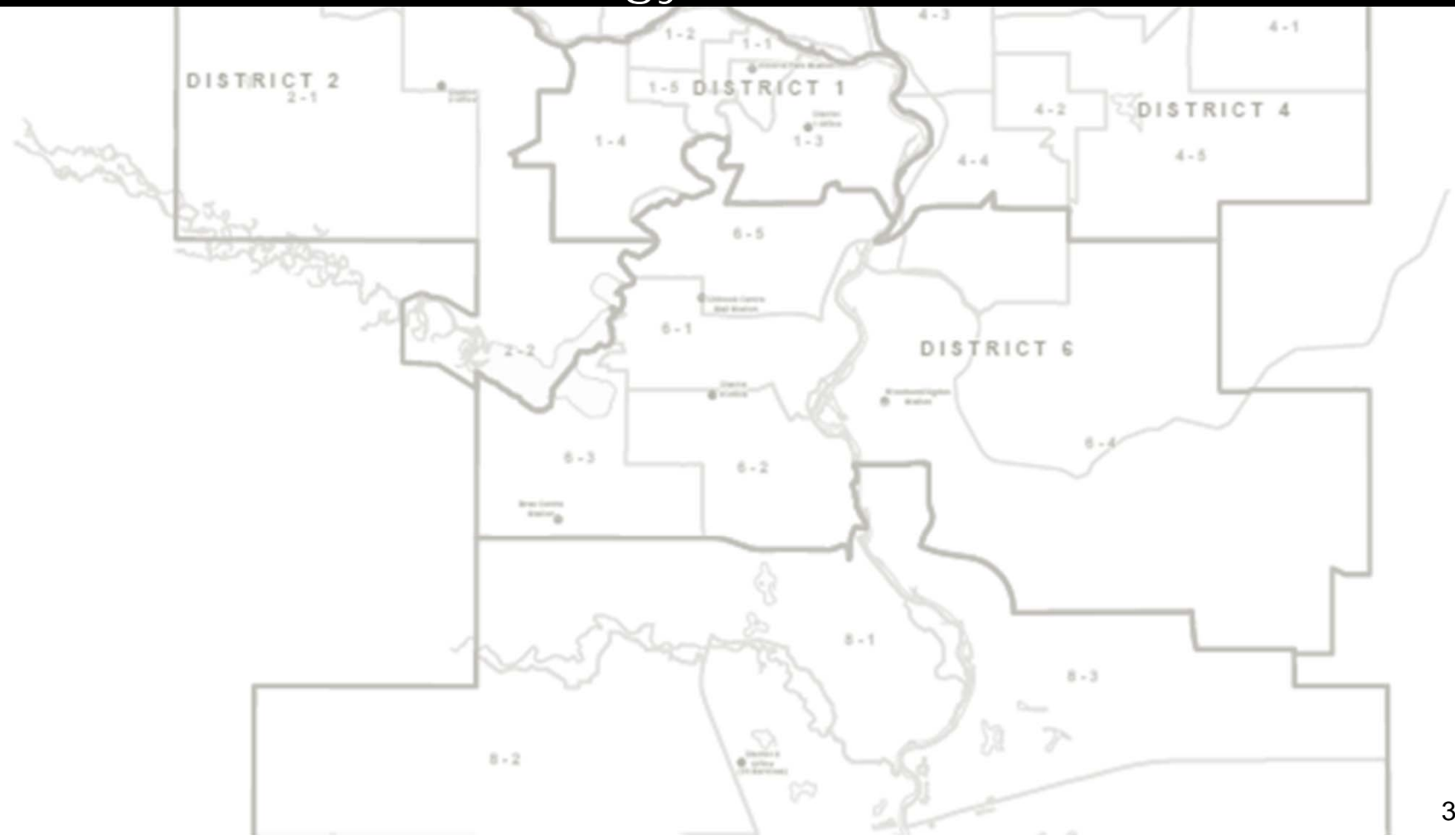
J6. Would you use a CPS mobile or tablet app?
 J7. What information would you like to receive through the app?

Information Citizens would like to receive on app <i>(Among those who said they would use a CPS mobile or tablet app)</i>	2014 n=405
Crime mapping	40%
News releases	40%
Amber alerts	16%
Local/neighbourhood crime information	13%
Contact Information	11%
Traffic updates/issues	11%
I want to report non-emergency crime through the app	10%
Crime prevention tips	9%
Most wanted and missing person alerts	8%
All available information/general inquiries	7%
Youth Program Information	2%
Information about police service decisions/actions	2%
Emergency contact/ability to quickly report crime	2%
Public/ community announcements	2%
Information about domestic violence	1%
Parent resources	1%
Career information	1%
Crime rates/statistics (general)	1%
Don't Know	12%

Note: Please see Appendix D for tracking



Appendix A - Research Methodology



Sample Distribution



Sample Distribution

City of Calgary residents 18 years of age or older

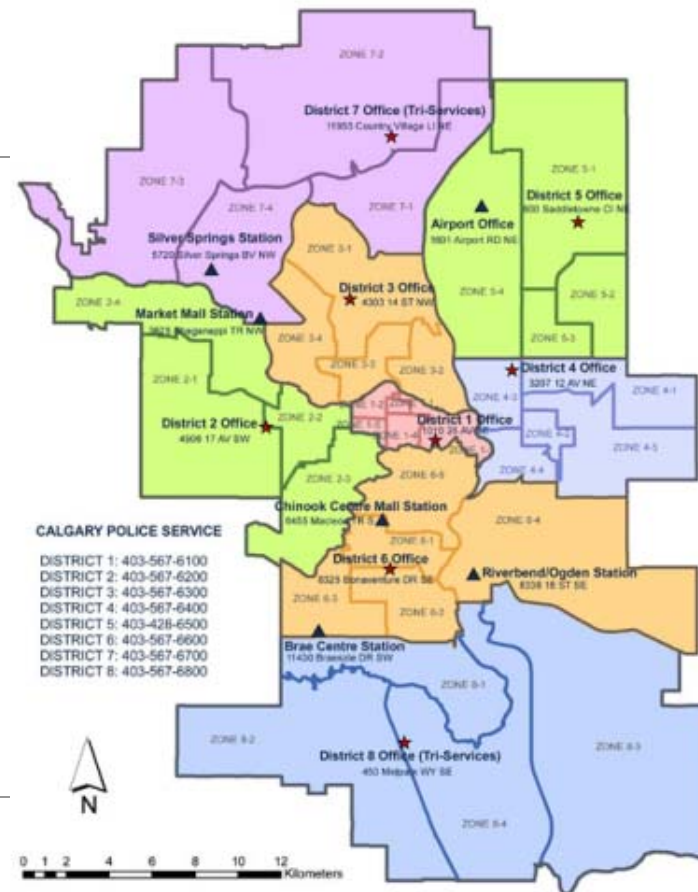
Data collected proportionate to the population of CPS District Locations

District Location	% of City of Calgary Population	n
District 1	9%	88
District 2	16%	160
District 3	11%	105
District 4	8%	79
District 5	10%	104
District 6	9%	87
District 7	17%	171
District 8	21%	206
Total	100%	1000

Methodology Change in 2014

Fewer Calgarians have a landline telephone, especially younger age groups. In 2014, the sample was divided between landline (n=700) and cellphone (n=300) numbers to reach younger demographic groups.

This change in methodology does not impact comparability to previous years data.



How to Read This Report



Reporting of Results

This report contains the results of the 2014 Citizen Survey conducted by Illumina Research Partners on behalf of the Calgary Police Commission. Where possible, results from the 2009 (n=1,006), 2010 (n=1,004), 2011 (n=1,005) 2012 (n=1,002) and 2013 (n=1,003) Calgary Police Commission Citizen Surveys have been incorporated.



Indicates that tracking is not available due to changes in wording/coding.



Indicates that tracking is not available because a question is new for 2014.

Indicating Significance

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



Indicates significantly higher than the previous year of citizen results.



Indicates significantly lower than the previous year of citizen results.



Indicates a notable positive or negative trend since 2008 (not a signifier of significance).

Margin of Error

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

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

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

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

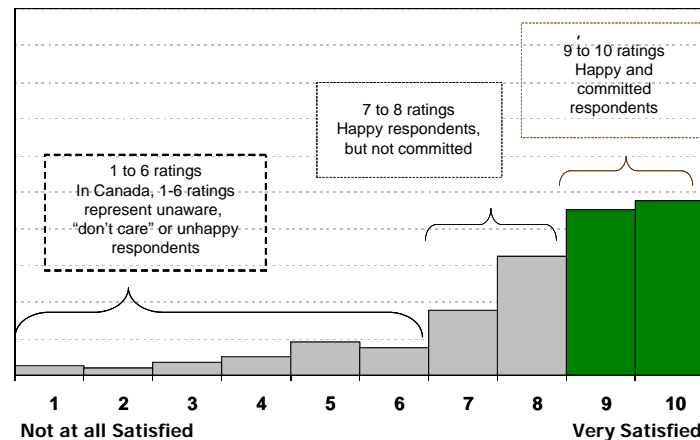
Top Box Reporting



Scale Throughout the survey, rating scales of 1 to 10 are used. Unless otherwise noted, rating scales represent: 1=strongly disagree, 10=strongly agree.

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

- Research has shown that top box ratings (% of 9 and 10 ratings) are awarded by individuals who have very strong, positive opinions. They are the most satisfied and least likely to change their opinions.
- By collapsing the value ranges into a “top box”, research results become more focused.



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

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



Appendix B - Demographics



Demographics



Demographics (Total Mentions)	2009 n=1006	2010 n=1004	2011 n=1005	2012 n=1002	2013 n=1003	2014 n=1000
----------------------------------	----------------	----------------	----------------	----------------	----------------	----------------

Gender	2009	2010	2011	2012	2013	2014
Male	50%	50%	50%	50%	50%	50%
Female	50%	50%	50%	50%	50%	50%

Age	2009	2010	2011	2012	2013	2014
18 to 24	5%	3%	3%	4%	4%	6%
25 to 34	9%	10%	7%	7%	6%	13%
35 to 44	16%	14%	13%	13%	14%	16%
45 to 54	26%	23%	22%	22%	20%	18%
55 to 64	20%	24%	23%	24%	21%	19%
65 to 74	12%	13%	16%	17%	17%	15%
75+	10%	12%	14%	12%	15%	10%
DK/NA	2%	2%	3%	1%	2%	3%

Household Residents by Age Group

Group	2009	2010	2011	2012	2013	2014
Under 13 years old	25%	19%	18%	17%	19%	24%
Between 13 and 18 years old	18%	17%	14%	15%	15%	15%
Between 19 and 44 years old	51%	49%	43%	42%	41%	54%
Between 45 and 64 years old	58%	58%	57%	58%	55%	53%
65 years of age or older	27%	31%	36%	35%	41%	32%

Location of Workplace

Location	2009	2010	2011	2012	2013	2014
Yes - City downtown core	18%	15%	14%	20%	16%	15%
Yes - Beltline	5%	7%	5%	5%	6%	5%
Yes - East Village	1%	2%	1%	1%	2%	2%
No - Other location (including home office)	50%	43%	47%	42%	41%	44%
Not currently employed	27%	31%	32%	32%	34%	33%
Don't know	<1%	1%	1%	<1%	1%	2%

Demographics (Total Mentions)	2009 n=1006	2010 n=1004	2011 n=1005	2012 n=1002	2013 n=1003	2014 n=1000
----------------------------------	----------------	----------------	----------------	----------------	----------------	----------------

Highest Level of Education

Education Level	2009	2010	2011	2012	2013	2014
No degree, certificate or diploma	NA	NA	NA	NA	5%	5%
High school graduation certificate	NA	NA	NA	NA	19%	19%
Some post secondary (trade school, college or university)	NA	NA	NA	NA	9%	8%
Trades certificate or diploma	NA	NA	NA	NA	5%	5%
College certificate or diploma	NA	NA	NA	NA	16%	17%
University certificate or diploma below bachelor level	NA	NA	NA	NA	4%	5%
Bachelor's degree	NA	NA	NA	NA	24%	21%
University certificate or diploma above bachelor level	NA	NA	NA	NA	4%	6%
Medical degree	NA	NA	NA	NA	1%	1%
Master's degree	NA	NA	NA	NA	10%	10%
Earned doctorate	NA	NA	NA	NA	2%	1%
Don't know/Refused	NA	NA	NA	NA	1%	1%

- Denotes statistically higher than the previous year
- Denotes statistically lower than the previous year



Appendix C – CPPI Calculation

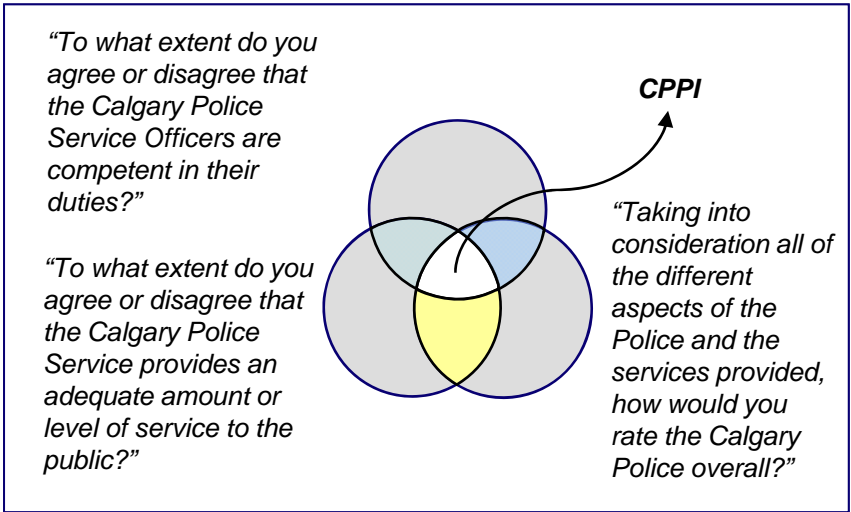


Calgary Police Perception Index (CPPI)



The Calgary Police Perception Index (CPPI) provides a single, overall measure of the CPS's reputation. The index uses three key reputation measures to profile citizens overall opinions of the CPS. The questions used are illustrated in the diagram to the right. Advanced analytics were used in developing the CPPI to capture the three measures which represent the strongest combination of factors.

The CPPI is used to represent a top level picture of the CPS's reputation. It provides a single measure to compare resident perceptions of CPS between key demographic groups and to track over time to identify changes in community perceptions.



Calculation of the Calgary Police Perception Index (CPPI)

	Low		High
Officer Competence	1-6	7-8	9-10
Level of Service	1-6	7-8	9-10
Overall Rating	1-6	7-8	9-10

The CPPI is calculated as follows: each individual's score from the 3 component questions are combined and divided by the total number of questions. This results in an index score for Calgary Police Perception.



Appendix D – Additional Reporting



Safety or Crime Issue of Greatest Concern



Safety or Crime Issue of Greatest Concern	2010 First Mention n=1004	2011 First Mention n=1005	2012 First Mention n=1002	2013 First Mention n=1003	2014 First Mention n=1000	2010 Total Mentions n=1004	2011 Total Mentions n=1005	2012 Total Mentions n=1002	2013 Total Mentions n=1003	2014 Total Mentions n=1000
House break-ins/break and enter	13%	19%	14%	15%	19%	30%	35%	30%	27%	31%
Traffic violations (speeding, unsafe driving)	3%	4%	4%	6%	6%	15%	15%	15%	17%	16%
Assault causing injury	3%	4%	5%	4%	8%	7%	9%	12%	10%	14%
Illegal drug activity	13%	12%	9%	10%	7%	25%	23%	19%	18%	13%
Illegal gang activities	24%	18%	24%	16%	8%	33%	25%	32%	22%	13%
Theft other than vehicles	2%	2%	2%	4%	4%	7%	5%	9%	11%	12%
Theft of vehicles	1%	1%	2%	2%	2%	8%	7%	7%	8%	7%
Murder	1%	<1%	1%	1%	3%	3%	2%	3%	3%	6%
LRT safety	1%	2%	1%	2%	2%	3%	4%	3%	3%	4%
Damage to property	2%	1%	2%	1%	1%	5%	4%	4%	3%	4%
Safety in public places (downtown, streets)	4%	3%	2%	2%	2%	6%	6%	4%	4%	4%
Graffiti	1%	<1%	1%	<1%	<1%	3%	2%	2%	1%	3%
Gun crime/shootings	1%	1%	2%	1%	1%	4%	3%	4%	2%	3%
Sexual assault	<1%	<1%	2%	1%	1%	2%	2%	7%	3%	3%
Abduction / kidnapping	NA	NA	NA	NA	1%	NA	NA	NA	NA	2%
Youth crime	2%	1%	1%	1%	1%	3%	2%	2%	3%	2%
Juveniles congregating/hanging around	1%	<1%	<1%	<1%	1%	1%	2%	1%	<1%	2%
Domestic abuse	<1%	1%	<1%	<1%	<1%	2%	2%	2%	2%	2%
Homelessness/increase in homelessness	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Maintaining indoor/outdoor personal or family safety	1%	2%	1%	<1%	1%	2%	2%	2%	<1%	1%
Drinking/Alcohol-related crime	NA	NA	1%	<1%	<1%	NA	NA	3%	2%	1%
Image of police or justice system	<1%	<1%	<1%	1%	1%	<1%	<1%	1%	1%	1%
Neighbourhood noise/disturbing the peace	<1%	<1%	<1%	0%	1%	1%	<1%	1%	0%	1%
Child abuse	<1%	<1%	<1%	<1%	<1%	1%	1%	1%	1%	1%
Knife crime	<1%	1%	<1%	<1%	1%	1%	2%	1%	1%	1%
Other	1%	<1%	1%	1%	2%	1%	1%	2%	2%	4%
Don't know	4%	4%	2%	4%	3%	4%	4%	4%	6%	6%
None / no issue of great concern	12%	14%	15%	19%	20%	12%	14%	15%	19%	20%

Denotes statistically higher than the previous year Denotes statistically lower than the previous year

Responses 1% or greater based on Total mention in 2014

Performance of the CPS



Performance of the CPS ...	2010	2011	2012	2013	2014	Performance of the CPS ...	2010	2011	2012	2013	2014
Is dedicated to reducing levels of crime	n=988	n=996	n=988	n=995	n=997	Demonstrates the appropriate level of care and concern	n=981	n=991	n=992	n=992	n=990
Strongly Agree (Top Box 9-10)	50%	53%	53%	51%	54%	Strongly Agree (Top Box 9-10)	35%	40%	40%	40%	43%
Middle Box 7-8	36%	35%	38%	39%	35%	Middle Box 7-8	47%	43%	44%	47%	41%
Disagree (Bottom Box 1-6)	14%	13%	9%	10%	11%	Disagree (Bottom Box 1-6)	18%	17%	16%	14%	15%
Supports the community	n=986	n=989	n=986	n=990	n=991	Uses crime prevention measures and programs effectively	n=929	n=952	n=939	n=948	n=967
Strongly Agree (Top Box 9-10)	44%	51%	48%	51%	51%	Strongly Agree (Top Box 9-10)	29%	32%	32%	32%	33%
Middle Box 7-8	42%	36%	40%	38%	37%	Middle Box 7-8	49%	48%	50%	49%	47%
Disagree (Bottom Box 1-6)	15%	13%	12%	11%	13%	Disagree (Bottom Box 1-6)	22%	20%	18%	20%	20%
Is friendly	n=986	n=989	n=991	n=989	n=995	Has the capacity to fully enforce the law	n=980	n=974	n=974	n=977	n=986
Strongly Agree (Top Box 9-10)	44%	46%	47%	48%	49%	Strongly Agree (Top Box 9-10)	26%	30%	28%	32%	37%
Middle Box 7-8	40%	37%	39%	38%	37%	Middle Box 7-8	37%	39%	43%	41%	42%
Disagree (Bottom Box 1-6)	16%	17%	14%	14%	14%	Disagree (Bottom Box 1-6)	37%	31%	29%	26%	21%
Meets my expectations as a police service	NA	n=997	n=993	n=999	n=998	Is adequately staffed	n=941	n=918	n=934	n=921	n=963
Strongly Agree (Top Box 9-10)	NA	44%	44%	44%	45%	Strongly Agree (Top Box 9-10)	13%	14%	14%	15%	19%
Middle Box 7-8	NA	40%	42%	43%	41%	Middle Box 7-8	31%	34%	38%	38%	43%
Disagree (Bottom Box 1-6)	NA	16%	13%	13%	14%	Disagree (Bottom Box 1-6)	57%	52%	48%	47%	38%
Responds quickly when needed	n=937	n=948	n=953	n=951	n=978						
Strongly Agree (Top Box 9-10)	32%	41%	40%	41%	43%						
Middle Box 7-8	46%	41%	44%	44%	42%						
Disagree (Bottom Box 1-6)	22%	19%	16%	15%	16%						

Excludes don't know

Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year





C4. Based on your experiences or just your general impressions, please tell us whether you agree or disagree with the following statements. Please use a scale where 1 is "strongly disagree" and 10 is "strongly agree".

CPS Reputation Attributes



Overall Perceptions of the CPS - Reputation Attributes	2009	2010	2011	2012	2013	2014
The community police facilities make it easy to access police services	n=887	n=904	n=922	n=900	n=893	n=903
Strongly Agree (Top Box 9-10)	41%	39%	40%	41%	39%	41%
Middle Box 7-8	41%	40%	38%	39%	40%	42%
Disagree (Bottom Box 1-6)	17%	21%	22%	21%	21%	17%
Maintains appropriate visibility in the community	n=978	n=988	n=980	n=986	n=979	n=985
Strongly Agree (Top Box 9-10)	28%	31%	32%	35%	35%	35%
Middle Box 7-8	46%	45%	44%	42%	45%	46%
Disagree (Bottom Box 1-6)	26%	23%	24%	22%	20%	19%
Uses its authority and force appropriately	n=930	n=946	n=945	n=950	n=923	n=940
Strongly Agree (Top Box 9-10)	31%	30%	34%	35%	33%	35%
Middle Box 7-8	51%	48%	45%	47%	51%	45%
Disagree (Bottom Box 1-6)	18%	23%	20%	18%	16%	20%
Responds in a fair way when dealing with all segments of the Calgary community	n=862	n=891	n=905	n=875	n=871	n=886
Strongly Agree (Top Box 9-10)	31%	30%	34%	36%	31%	34%
Middle Box 7-8	52%	48%	45%	46%	51%	47%
Disagree (Bottom Box 1-6)	17%	22%	21%	18%	17%	19%
Adequately communicates crime issues and trends to the community	n=927	n=932	n=941	n=961	n=932	n=944
Strongly Agree (Top Box 9-10)	29%	28%	32%	32%	33%	37%
Middle Box 7-8	50%	48%	45%	44%	45%	44%
Disagree (Bottom Box 1-6)	21%	24%	24%	24%	22%	20%
Provides an adequate amount or level of service to the public	n=983	n=971	n=981	n=981	n=971	n=970
Strongly Agree (Top Box 9-10)	28%	28%	32%	31%	34%	35%
Middle Box 7-8	57%	55%	53%	53%	53%	50%
Disagree (Bottom Box 1-6)	15%	16%	15%	17%	13%	15%

 Denotes statistically higher than the previous year

 Denotes statistically lower than the previous year

Excludes don't know





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

CPS Officer Attributes



Overall Perceptions of the CPS – Officer Attributes	2009	2010	2011	2012	2013	2014
Officers are respectful	n=968	n=969	n=982	n=969	n=970	n=971
Strongly Agree (Top Box 9-10)	44%	41%	44%	47%	44%	46%
Middle Box 7-8	44%	43%	41%	41%	45%	40%
Disagree (Bottom Box 1-6)	12%	16%	15%	12%	11%	14%
Officers are competent in their duties	n=936	n=961	n=960	n=969	n=946	n=970
Strongly Agree (Top Box 9-10)	43%	38%	42%	43%	43%	45%
Middle Box 7-8	49%	50%	46%	48%	47%	45%
Disagree (Bottom Box 1-6)	8%	12%	11%	9%	10%	10%
Officers are ethical	n=883	n=916	n=904	n=895	n=887	n=907
Strongly Agree (Top Box 9-10)	39%	33%	37%	40%	40%	43%
Middle Box 7-8	49%	50%	48%	47%	47%	43%
Disagree (Bottom Box 1-6)	12%	17%	15%	13%	13%	14%
Officers clearly understand my safety needs and concerns	n=894	n=909	n=924	n=909	n=918	n=936
Strongly Agree (Top Box 9-10)	37%	37%	37%	38%	39%	38%
Middle Box 7-8	50%	44%	45%	45%	46%	47%
Disagree (Bottom Box 1-6)	12%	20%	18%	17%	15%	15%
Officers are there when I need them	n=887	n=915	n=909	n=920	n=913	n=921
Strongly Agree (Top Box 9-10)	35%	35%	37%	39%	42%	42%
Middle Box 7-8	45%	44%	43%	44%	44%	43%
Disagree (Bottom Box 1-6)	20%	21%	20%	17%	14%	15%

Excludes don't know

 Denotes statistically higher than the previous year
 Denotes statistically lower than the previous year





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

Social Media Preferences




Social Media CPS Should Use to Reach Citizens	2012 n=1002	2014 n=1000
Facebook	23%	27%
Television	2%	21%
Twitter	12%	16%
Radio	2%	11%
Telephone / Cellphone	--	10%
Newspaper	2%	8%
Email	--	5%
Website/their website	1%	3%
Mail (e.g. letters, flyers, newsletters)	--	2%
Internet / website	--	2%
LinkedIn	5%	1%
Instagram	--	1%
In Person	--	1%
Google+	7%	<1%
Reddit	--	<1%
Foursquare	--	<1%
YouTube	9%	<1%
Other	--	1%
None/I don't use social media	5%	27%
Don't Know	51%	6%


 Denotes statistically higher than the previous year

 Denotes statistically lower than the previous year



Information Citizens would like to receive on app <i>(Among those who said they would use a CPS mobile or tablet app)</i>	2012 n=352	2014 n=405
Crime mapping	64%	40%
News releases	62%	40%
Amber alerts	44%	16%
Local/neighbourhood crime information	9%	13%
Contact Information	53%	11%
Traffic updates/issues	4%	11%
I want to report non-emergency crime through the app	49%	10%
Crime prevention tips	53%	9%
Most wanted and missing person alerts	49%	8%
All available information/general inquiries	2%	7%
Youth Program Information	35%	2%
Information about police service decisions/actions	3%	2%
Emergency contact/ability to quickly report crime	3%	2%
Public/ community announcements	2%	2%
Information about domestic violence	35%	1%
Parent resources	34%	1%
Career information	22%	1%
Crime rates/statistics (general)	5%	1%
Don't Know	5%	12%


 Denotes statistically higher than the previous year


 Denotes statistically lower than the previous year

Incident Reporting



Reasons for NOT Reporting to Police (Total Mentions)	2009 n=32	2010 n=36	2011 n=51	2012 n=37	2013 n=32	2014 n=24
Did not want to bother police/ incident was not serious enough	66%	44%	51%	65%	47%	50%
I felt that the police could not do anything anyway	13%	22%	29%	22%	25%	25%
I dealt with it in another way	9%	8%	14%	19%	13%	13%
Personal matter/did not feel comfortable discussing	<1%	3%	4%	11%	-	8%
Did not want incident to affect insurance rates	<1%	8%	2%	5%	-	4%
Someone else reported the crime and the police contacted me	-	-	-	-	9%	-
It did not directly involve me	6%	<1%	2%	3%	6%	-
I did not know how to report incident to the police	3%	<1%	2%	3%	-	-
Do not trust police	-	-	-	3%	-	-
I called police but waited too long on phone and hung up	3%	<1%	2%	-	-	-
Fear of revenge by offender	3%	<1%	<1%	-	-	-
Don't know	<1%	11%	<1%	-	-	-
Other	3%	3%	8%	3%	13%	4%

 Denotes statistically higher than the previous year

 Denotes statistically lower than the previous year



F3b. Why did you NOT report it to the Police?

Caution: Small bases



Appendix E – Questionnaire



Questionnaire



CPC CITIZEN SURVEY 2014

Calgary Police Commission 2014 Citizen Survey

June 12, 2014

District Location	Quota % Proportionate to Population	n
District 1	8%	56
District 2	17%	119
District 3	10%	70
District 4	8%	56
District 6	9%	63
District 8	20%	1140
North District	28%	196
Subtotal	100%	700
Cellphone Sample*		300
Total		1,000

Note: Weekly quotas based on 125 interviews per week distributed proportionate to district.

*Approximately 37 cellphone completes a week with no quotas.

A. INTRODUCTION AND SCREENING

Hello, I'm _____ from Illumina Research Partners, a marketing research company. We are conducting an important study on behalf of the Calgary Police Commission and would like to ask your opinion about the Calgary Police Service. Before we begin please note that this call may be monitored for quality assurance purposes.

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

[IF CALLING CELLPHONE] You have been randomly dialed to participate in the study and all information collected will be kept completely anonymous.

CS1. Have I reached you on your cell phone?

Yes 1 CONTINUE
No 2 GO TO INTRO

CS3. Are you in a place where you can safely talk on the phone and answer my questions?

Yes 1 GO TO INTRO
No 2 CONTINUE

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CPC CITIZEN SURVEY 2014

CS2. Are you 18 years of age or older?

Yes 1 CONTINUE
No 2 THANK/DISCONTINUE

CS4. When would it be more convenient for me to call back?

Schedule call-back if possible (time/day/phone#): _____

If asked: The survey will take approximately 15 to 20 minutes. To confirm that the study is authorized by the CPC call 403-428-8914 or visit the Calgary Police Commission website at www.calgarypolicecommission.ca. This survey has been registered with the Market Research and Intelligence Association to allow the public to verify the legitimacy of the research. The registration system's toll free telephone number is 1-800-554-9996. If follow-up is required with Illumina please contact Carrie Fischer at 403-802-4300.

Reintroduce yourself if necessary and continue with screening

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

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Questionnaire



CPC CITIZEN SURVEY 2014

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

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

A2. In what year were you born?

_____ **Record year**
99 - DK/NA

[PLEASE PROGRAM THE FOLLOWING INTO CATI, BUT DO NOT USE UNLESS DIRECTED BY ILLUMINA]
[IF RESPONDENT IS 55+, ASK:]

How many people in your household, including yourself, fall into the following age categories?

- a. 18-34 _____
- b. 35-54 _____
- c. 55+ _____

[IF 18-34 RESIDES IN HOUSEHOLD, READ:]

May I please speak to a 18-34 year old member of your household. Is this person available?

[IF YES - SPEAK TO PERSON AND REPEAT INTRODUCTION]

[IF NO -]

When would this person be available?

[ARRANGE CALLBACK. WHEN ARRANGING CALLBACK, ASK:]

May I have the name of this person? And what is your name?

[IF NO 18-34 AND THERE IS 35-54 RESIDING IN HOUSEHOLD, READ:]

May I speak to a 35-54 year old member of your household? Is this person available?

[IF YES - SPEAK TO PERSON AND REPEAT INTRODUCTION]

[IF NO -]

When would this person be available?

[ARRANGE CALLBACK. WHEN ARRANGING CALLBACK, ASK:]

May I have the name of this person? And what is your name?

[IF NO 18-34 OR 35-54 IN HOUSEHOLD, CONTINUE WITH SURVEY]

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

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

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

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

POSTAL CODE SHOULD MATCH THE SAMPLE INFO. IF NOT, MAKE APPROPRIATE CORRECTIONS TO THE CASE AND CONTINUE - MUST BE IN CITY OF CALGARY LIMITS

IF SAMPLE CONTAINS NO POSTAL CODE, AND RESPONDENT REFUSES TO PROVIDE INFORMATION - THANK AND TERMINATE

DASH NOTE: IF NEW FSA IS ENTERED BE SURE IT IS STILL IN THE CITY OF CALGARY LIMITS

A5. Also, what is the name of the community where you live?

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Questionnaire



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B. OVERALL PERCEPTIONS OF SAFETY/CRIME

City of Calgary Perspective

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

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

B2. Thinking about the last 12 months, in your opinion are crime rates in Calgary increasing, decreasing, or staying the same?

- 1 - Crime rates are increasing
- 2 - Crime rates are decreasing
- 3 – Crime rates are staying the same
- DO NOT READ**
- 99 – DK

B3a. Considering the City of Calgary as a whole, what would you say is the safety or crime issue of greatest concern to you, if any? [Do not read. Allow one response only.]

- | | |
|--|---|
| 1. Assault causing injury | 15. Sexual assault |
| 2. Child abuse | 16. Theft of vehicles |
| 3. Computer/internet crime/cyber crime | 17. Theft other than vehicles |
| 4. Damage to property | 18. Traffic violations (speeding, unsafe driving) |
| 5. Domestic abuse | 19. Youth crime |
| 6. Drug law enforcement | 20. Graffiti |
| 7. Fraud against seniors | 21. Cell phone usage while driving |
| 8. House break-ins/break and enter | 22. Organized crime |
| 9. Illegal gang activities | 23. LRT Safety |
| 10. Image of police or justice system | 24. Child exploitation |
| 11. Juveniles congregating/hanging around | 97 – None / no issue of great concern |
| 12. Neighbourhood noise/disturbing the peace | 98 – Other (Specify _____) |
| 13. Prostitution (adult) | 99 – DK |
| 14. Prostitution (juvenile) | |

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B3b. What other safety or crime issues come to mind? [Do not read. Allow multiple mention.]

- | | |
|--|---|
| 1. Assault causing injury | 15. Sexual assault |
| 2. Child abuse | 16. Theft of vehicles |
| 3. Computer/internet crime/cyber crime | 17. Theft other than vehicles |
| 4. Damage to property | 18. Traffic violations (speeding, unsafe driving) |
| 5. Domestic abuse | 19. Youth crime |
| 6. Drug law enforcement | 20. Graffiti |
| 7. Fraud against seniors | 21. Cell phone usage while driving |
| 8. House break-ins/break and enter | 22. Organized crime |
| 9. Illegal gang activities | 23. LRT Safety |
| 10. Image of police or justice system | 24. Child exploitation |
| 11. Juveniles congregating/hanging around | 97 – None / no issue of great concern |
| 12. Neighbourhood noise/disturbing the peace | 98 – Other (Specify _____) |
| 13. Prostitution (adult) | 99 – DK |
| 14. Prostitution (juvenile) | |

C. SAFETY PRIORITIES AND SATISFACTION

[Read]

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

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

- 1 – Very satisfied
- 2 – Satisfied
- 3 – Dissatisfied
- 4 – Very dissatisfied
- 99 – DK

C4. Based on your experiences or just your general impressions, please tell us whether you agree or disagree with the following statements. Please use a scale where 1 is "strongly disagree" and 10 is "strongly agree".

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

[Read and Randomly Rotate]

The Calgary Police Service....

- a. Responds quickly when needed
- b. Is dedicated to reducing levels of crime
- c. Supports the community
- d. Is friendly
- e. Has the capacity to fully enforce the law
- f. Demonstrates the appropriate level of care and concern

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Questionnaire



CPC CITIZEN SURVEY 2014

- g. Is adequately staffed
- h. Uses crime prevention measures and programs effectively
- i. Meets my expectations as a police service

C5. How confident are you that the Calgary Police Service can deliver the services needed to make sure Calgary is a safe place to live?

- 1. Very confident
- 2. Somewhat confident
- 3. Not very confident
- 4. Not at all confident
- 99. Don't know

D. OVERALL PERCEPTIONS OF CPS

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

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

[Read and Randomly Rotate]

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

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

The Calgary Police Service....

- b. Provides an adequate amount or level of service to the public
- c. Uses its authority and force appropriately
- d. Responds in a fair way when dealing with all segments of the Calgary community
- e. Maintains appropriate visibility in the community
- f. Adequately communicates crime issues and trends to the community
- g. Officers are ethical
- h. Officers are respectful
- i. Officers clearly understand my safety needs and concerns
- j. Officers are competent in their duties
- k. Officers are there when I need them

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

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

D5. Why did you give that rating for the Calgary Police overall? [OPEN END]

99 – DK

E. CONTACT WITH CPS

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

- 1 – Yes
- 2 – No
- 99 – DK

E5. [IF E1=YES, ask] Thinking only about the last contact you had, did you call the Calgary Police Service?

- 1 – Yes
- 2 – No [GO TO E10]
- 99 – DK

E6. [IF YES IN E5] How did you make telephone contact with the Calgary Police Service? Did you... [INTERVIEWER NOTE: IF THE RESPONDENT MENTIONS CALLING WESTWINDS, THIS IS THE NAME OF A POLICE STATION.]

- 1 – Call 911
- 2 – Call 266-1234
- 3 – Call a Police station or facility
- 4 – Called other, please specify: _____

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Questionnaire



CPC CITIZEN SURVEY 2014

- E7. **[IF YES IN E5]** Again, thinking about the last telephone contact that you had, what was the reason for your call? **[DO NOT READ]**
- 1 – To report a crime being committed
 - 2 – To report a crime that had already taken place
 - 3 – To report a traffic accident
 - 4 – To report a drunk driver
 - 5 – To ask a question regarding police (e.g. facility locations, hours, etc.)
 - 6 – To report a non-crime related emergency
 - 7 – To receive follow-up on an investigation
 - 8 – To provide information for an investigation
 - 9 – To report suspicious activity
 - 10 – To ask a crime-related question
 - 11 – To file a concern / complaint
 - 12 – To ask about programs and events related to the police
 - 13 – To ask about a ticket received (either in the mail or in person)
 - 99 – Other, Specify: _____
- E8. **[IF YES IN E5]** On a scale from 1 to 10, where 1 is “not at all satisfied” and 10 is “extremely satisfied”, how satisfied were you with the telephone contact you had?
- 1 – Not at all Satisfied
 - ...
 - ...
 - 10 – Extremely Satisfied
 - 99 – DK
- E10. **[IF E1=YES, OR IF NO IN E5, ASK]** Thinking only about the last contact you had, did you have contact in-person with an Officer or other on-duty employee of the Calgary Police Service?
- 1 – Yes
 - 2 – No
 - 99 – DK
- E11. **[IF E10=YES]** Thinking only about the last contact you had in-person with an Officer or other on-duty employee of the Calgary Police Service, can you tell me what type of contact it was? **[DO NOT READ]**
- 1 – Officer dispatched/follow-up investigation (respondent initiated call; personal contact/interaction)
 - 2 – Witnessed or was involved in a traffic accident where officer dispatched (respondent did not initiate call; personal contact/interaction)
 - 3 – Went to police facility (e.g. District office, police offices or kiosks in malls, headquarters downtown)
 - 4 – Attended a community meeting, crime prevention or educational program, or police presentation
 - 5 – Spoke with an officer on the street (e.g. asked officer for information)
 - 6 – Charged by a police officer
 - 7 – Encountered a check stop
 - 8 – Stopped because of traffic violation
 - 9 – Other – (Specify _____)
 - 99 – DK

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- E12. **[IF YES IN E10]** On a scale from 1 to 10, where 1 is “not at all satisfied” and 10 is “extremely satisfied”, how satisfied were you with the in-person contact you had?
- 1 – Not at all Satisfied
 - ...
 - ...
 - 10 – Extremely Satisfied
 - 99 – DK
- E13. **[IF E5 OR E10=YES]** Thinking only about the last contact you had, were you provided with the services you wanted?
- 1 – Yes
 - 2 – No
 - 99 – DK
- E14. Why do you feel you **[IF E13=YES]** were **[IF E13=NO]** were not provided with the services you wanted? Can you expand on that?
- 1 – Other (Specify)
 - 99 – DK

F. VICTIMIZATION AND SAFETY

Victim of Crime

- F1. Personally, have you been a victim of a crime during the last 12 months?
- 1 – Yes
 - 2 – No → Go to F4
 - 99 – DK → Go to F4
- F2. Were you the victim of a crime on your person, such as an assault, or a property crime such as a break and enter, or another type of crime?
- 1 – Person Crime
 - 2 – Property Crime
 - 3 – Other (Specify _____)
 - VOLUNTEERED
 - 4 – Both
 - 99 – DK
- F3a. Did you report the incident to the police?
- 1 – Yes → Go to F4
 - 2 – No
 - 99 – DK → Go to F4
- F3b. **[if NO in QF3a, ask]** Why did you NOT report it to the police? **[Do not read. Allow multiple mentions]**

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Questionnaire



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

F4. [IF YES in QF3a, Ask] How did you report the incident to the police?
[DO NOT READ]

1. In person at a Policing facility
2. Citizen Online Police Reporting System
3. By Telephone to 911 or 266-1234
4. By telephone to a police station
5. Twitter
6. Facebook
7. Other (please specify) _____

F5. [IF YES in QF3a, Ask] Using a scale from 1 to 10, where 1 is "Not at all satisfied" and 10 is "very satisfied", how satisfied were you with the reporting process?

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

G. PRIORITY SETTING

G1. As we plan for the next four years, what priorities should the Calgary Police Service focus on?

- 1 – Other (Specify)
99 – DK

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CPC CITIZEN SURVEY 2014

J. SOCIAL MEDIA

J1. Have you accessed or communicated with the Calgary Police Service on social media?

- 1 – Yes
2 – No

J1b. [IF J1 = YES] How frequently do you access or communicate with the Calgary Police Service on social media? [READ]

- 1 – Daily
2 – Several times a week
3 – Once a week or several times a month
4 – About once a month
5 – Once every 2-3 months
6 – Once every 4-6 months
7 – Less than every 6 months

J1c. Why [IF J1=YES] do you / [IF J1=NO] do you not access or communicate with the Calgary Police Service on social media?

- 1 – Other (Specify)
99 – DK

J2. [IF J1=YES] Which platforms do you use to access or communicate with the Calgary Police Service? [DO NOT READ. ALLOW MULTIPLE MENTIONS.]

- 1 – Facebook
2 – Twitter
3 – LinkedIn
4 – Google+
5 – YouTube
6 – Flickr
7 – Pinterest
8 – Instagram
10 – Reddit
11 – Vine
12 – Snapchat
13 – Foursquare
14 – Tumblr
15 – The CPS Website
88 – Other (Specify) _____
77 – Don't know
99 – None / I don't use Social Media

J4. What social media sites should the Calgary Police Service use to reach you? [DO NOT READ. ALLOW MULTIPLE MENTIONS]

- 1 – Facebook
2 – Twitter
3 – LinkedIn
4 – Google+

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Questionnaire



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- 5 – YouTube
- 6 – Flickr
- 7 – Pinterest
- 8 – Instagram
- 10 – Reddit
- 11 – Vine
- 12 – Snapchat
- 13 – Foursquare
- 14 – Tumblr
- 15 – The CPS Website
- 16 – Television
- 17 – Radio
- 18 – Newspaper
- 88 – Other (Specify) _____
- 77 – Don't know
- 99 – None / I don't use Social Media

J6. Would you use a Calgary Police Service mobile or tablet app?

- 1 – Yes
- 2 – No

J7. [IF J6=YES] What information would you like to receive through the app? [DO NOT READ. ALLOW MULTIPLE MENTIONS]

- 1 – Contact information
- 2 – Youth Program Information
- 3 – News releases
- 4 – Information about domestic violence
- 5 – Parent resources
- 6 – Crime prevention tips
- 7 – Career information
- 8 – Crime mapping
- 9 – I want to report non-emergency crime through the app
- 10 – Most wanted and missing person alerts
- 11 – Amber alerts
- 12 – Other (Specify) _____

H. DEMOGRAPHICS

[Read]

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

H1. Do you primarily work in the City's downtown core, Beltline area or East Village? [Do not read list]

[Geographic definitions available on page 13 if needed]

- 1 – Yes - City downtown core
- 2 – Yes - Beltline
- 3 – Yes – East Village

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- 4 – No – other location (including home office)
- 5 – Not currently employed
- 99 – DK

H2. Including yourself, how many people in each of the following age groups live in your household? How many are...? (Read list. Record actual number)

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

H6. What is the highest level of education that you have obtained? [Read list until answer is provided]

- 1. No degree, certificate or diploma
- 2. High school graduation certificate
- 3. Some post secondary (trade school, college or university)
- 4. Trades certificate or diploma
- 5. College certificate or diploma
- 6. University certificate or diploma below bachelor level
- 7. Bachelor's degree
- 8. University certificate or diploma above bachelor level
- 9. Medical degree
- 10. Master's degree
- 11. Earned doctorate
- 99. Prefer not to specify [Do not read]

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Questionnaire



CPC CITIZEN SURVEY 2014

H5. PERMISSION QUESTION

Thank you very much for participating in this survey. Your opinions have been very helpful. Please remember we keep all responses confidential. Should we have any follow up questions on this specific survey only, would it be alright if we re-contacted you?

- 1 - Give permission
- 2 - DO NOT Give Permission

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

Downtown boundaries, for clarification of question H1 if respondents ask for boundary information:

Downtown Core: Bow River to the North, 9th Ave S/train tracks to the South, West to 14th Street W and East to 3rd Street E

Beltline: 10th Ave S/train tracks to the North, 17th Ave S to the South, West to 14th Street W and East to the Elbow River

East Village: Bow River to the North, 9th Ave S /train tracks to the South, West to 3rd Street E and East to the Elbow River

Comments:

- The beltline runs past MacLeod Trail across the Stampede grounds and technically this includes the Elbow River Casino, which lies south of 17th, south to the Elbow and across the entire Stampede Grounds.
- Technically there is a snippet added on to the east village at 4th Ave and Macleod, up to the Bow River, which means the corresponding area is cut out of the downtown core
- You'll see on the attached map that the downtown core includes the Westend, Eau Claire and Chinatown.

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