

2016 Woodstock Police Service Residential Survey Report

Prepared for



By



June 2016

T a b l e o f C o n t e n t s

Methodology & Logistics	2
Executive Summary	3
<i>Top of Mind Crime Issues</i>	4
<i>Overall Satisfaction</i>	5
<i>Safety Ratings</i>	6
<i>Level of Crime</i>	7
<i>Type of Patrol</i>	8
<i>Online Reporting</i>	9
<i>Reception Desk</i>	10
<i>Communication Centre</i>	11
<i>Contact</i>	12
<i>Satisfaction Ratings</i>	13
<i>Treatment of Public</i>	14
<i>Time Spent on Issues</i>	15
<i>Keeping People Informed</i>	16
<i>Attending Community Events</i>	17
<i>Source of Information</i>	18
<i>Website</i>	19
<i>Community Engagement</i>	21
<i>Tax Dollars</i>	22

M e t h o d o l o g y & L o g i s t i c s

Overview

- The following represents the findings of a June 2016 public opinion survey conducted among n=325 Woodstock residents for the Woodstock Police Service by Oraclepoll Research Limited.
- The results from a survey of n=75 Woodstock businesses are presented in a separate report.
- The objective of the project was to gauge and baseline the opinions of Woodstock residents on a series of issues relating to policing in the community.

Study Sample

- A total of n=325 Woodstock area residents were interviewed by telephone.

Survey Method

- All surveys were conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The randomized database used was inclusive of landlines as well as cell phone only residences. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100% for quality assurance.

Logistics

- The residential surveys were conducted between the days of June 7th and June 21st 2016.

Confidence

- The margin of error for the residential survey is +/- 5.4%, 19/20 times

Reporting

- This report contains an executive summary of the findings from the residential survey. A separate Excel report includes the results from the individual questions asked in the survey.

E x e c u t i v e S u m m a r y

Top of Mind Crime Issues

Respondents were first asked in an open ended or unaided question what they considered to be the **top policing priorities that the Woodstock Police Service should focus upon.**

Q1. “What do you feel should be the top policing priorities that the Woodstock Police Service should focus on?”

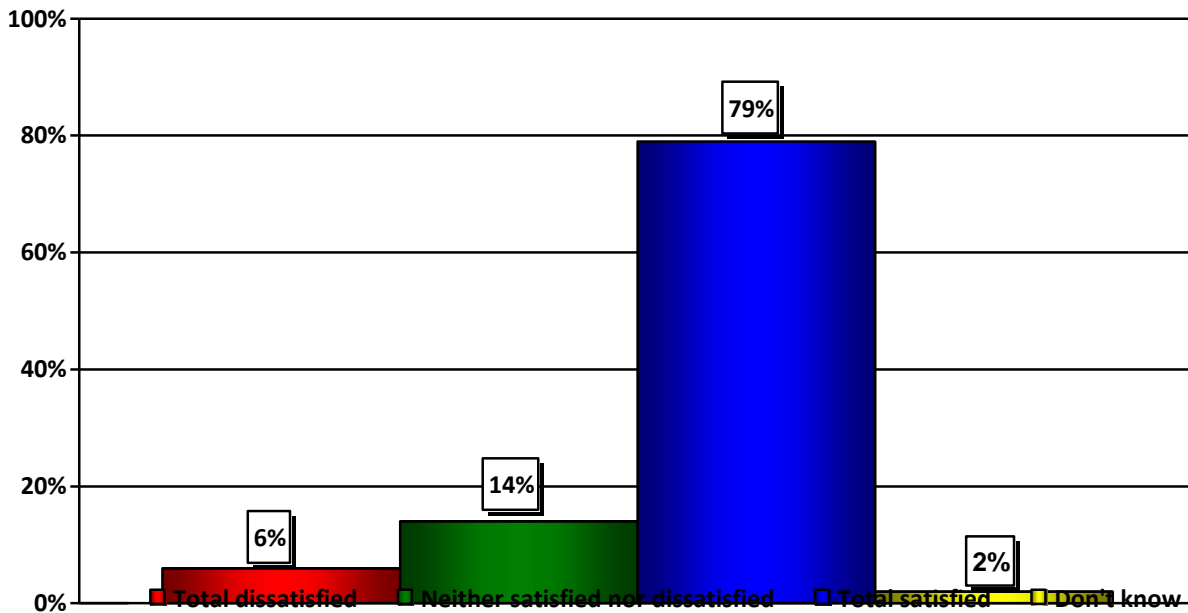
Top Responses	Percentage
Don't know	19%
Safety (in neighbourhoods on streets)	17%
Drugs	11%
More patrols / visibility/ police officers	7%
Break and enters /thefts	7%
Youth crime	6%
Traffic / speeding	6%
General crime	6%
Less crime in the downtown	4%
Enforcement	3%
Justice / punishment / sentencing	3%
Suicide prevention	3%
Violent crime	2%

Community safety in the streets and in neighbourhoods at 17% was the most named top of mind policing priority, next followed by drugs at 11%, while other mentions included the need for more police patrols or visibility by 7%, dealing with break and enters by 7%, with 6% naming each of youth crime, traffic or speeding and crime in general. Other priorities issues included crime in the downtown (4%), enforcement (3%), justice (3%), suicide prevention (3%) and violent crime (2%). A total 19% did not know or had no opinion.

Overall Satisfaction

An **overall satisfaction** question was then asked to respondents about the quality of policing provided.

Q2. “Overall how would you rate your satisfaction with the quality of policing provided by the Woodstock Police Service?”

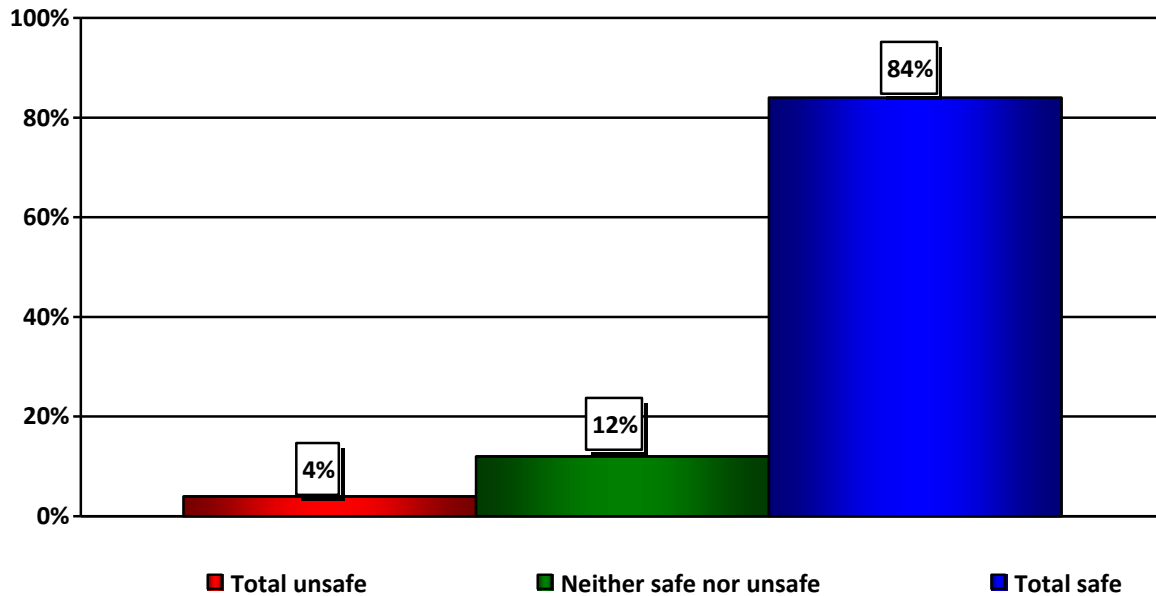


A high almost eight in ten or 79% expressed total satisfaction with the quality of policing provided by the Woodstock Police Service compared to only 6% that were dissatisfied. A total of 14% had a neutral opinion of neither satisfied nor dissatisfied, while 2% did not know or were unsure.

Safety Ratings

Next residents were asked to rate their **overall sense of safety** in the City of Woodstock.

Q3. “Overall how would you rate your sense of safety in the City of Woodstock?”

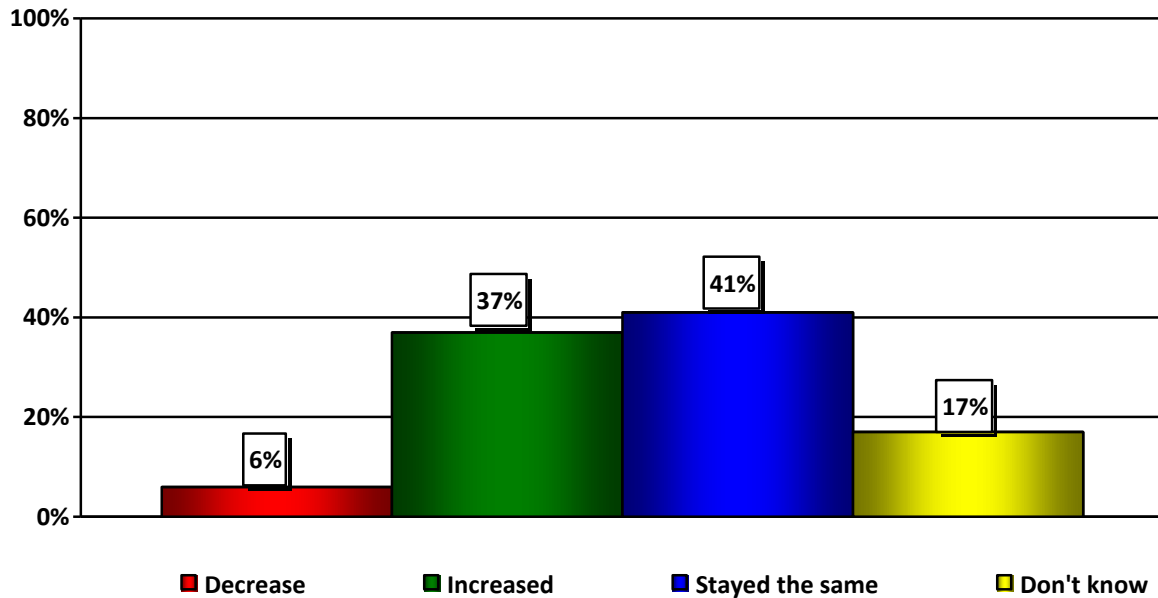


There is a high sense of safety among residents as 84% said that they feel safe or very safe in the community, compared to only 4% that claim to feel unsafe, while 12% were neutral providing a rating of neither safe nor unsafe.

Level of Crime

Respondents were questioned on **crime in the City and their opinions on whether it has decreased, increased or remained the same** over the past three years.

Q4. “Over the past three years do you feel crime in the City of Woodstock has decreased, increased or stayed the same?”

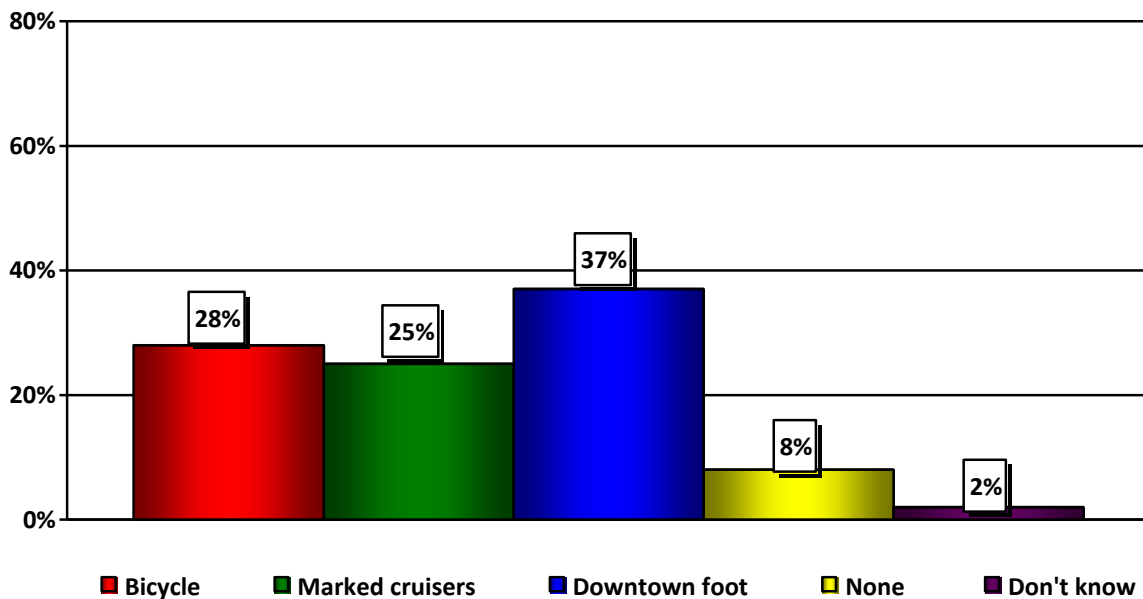


There was a split if opinion on the issue of the direction of crime over the past three years with more or 41% saying it has stayed the same but 37% holding that it has increased. Only 6% feel it has decreased and 17% were unsure.

Types of Patrol

Residents were read three **types of patrols and were asked which one that they would like to see more of**. Multiple responses were accepted and the results below includes the results from the N=115 mentions.

Q5. “What types of police patrols would you like to see more of in the community?” (Multiple responses accepted)

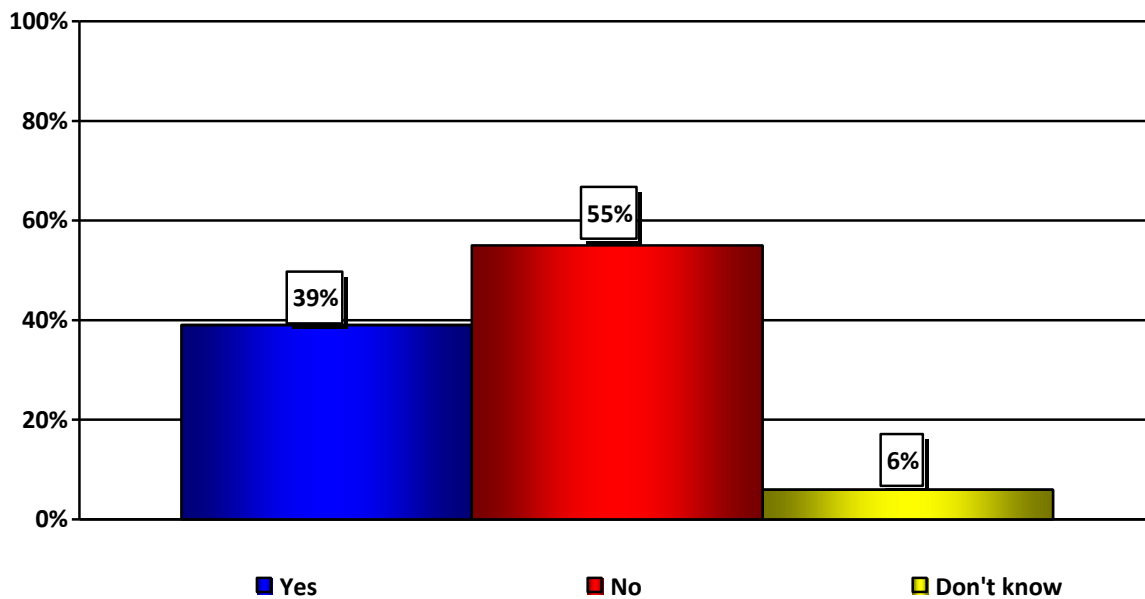


Most named by 37% of responses was having more downtown foot patrols, while next there was an almost equal number that prefer more bicycle patrols (28%) and those that favour more patrols by marked cruisers (25%). A total of 8% do not see the need for additional patrols and 2% were unsure.

Online reporting

The tolerance or acceptance for **online self reporting for minor crimes** was tested.

Q6. “Would you like to see the opportunity to have more online self-reporting of minor crimes as opposed to seeing an officer in person?”

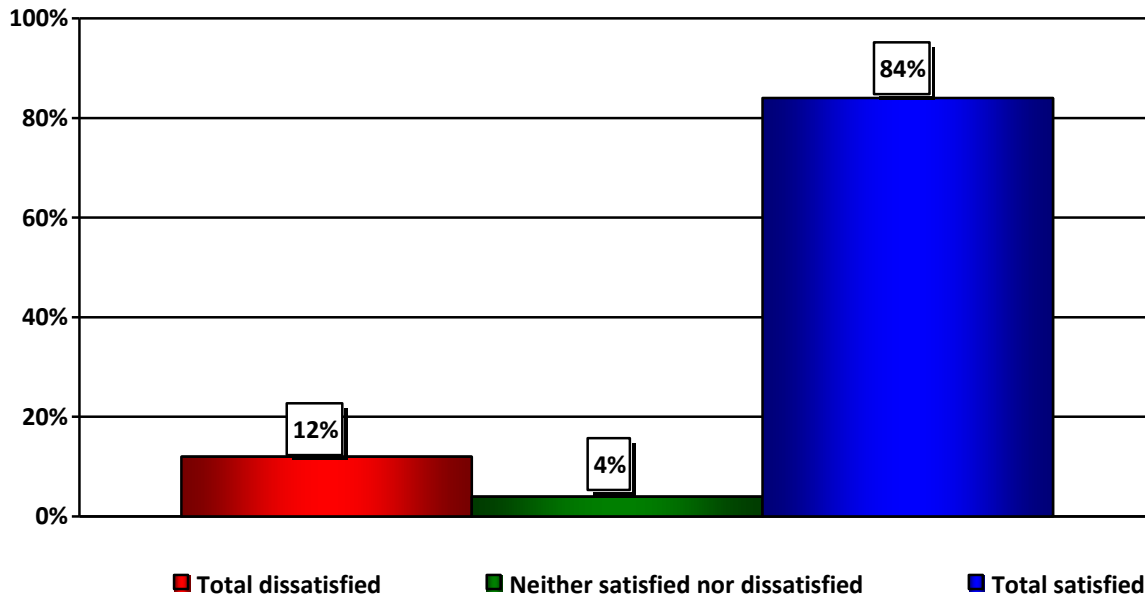


There is opposition from 55% of Woodstock residents for having online reporting for minor crimes, but 39% said that they would be in favour of this approach and 6% were undecided on the issue.

Reception Desk

Residents were first asked (Q7) if they have attended the Woodstock Police Service Station reception desk. A total of 31% (n=102) said that they have, after which they were asked to rate their satisfaction with the service provided.

Q8. “Please rate your level of satisfaction with the service you received at the front desk using a scale from one very dissatisfied to five very satisfied.”

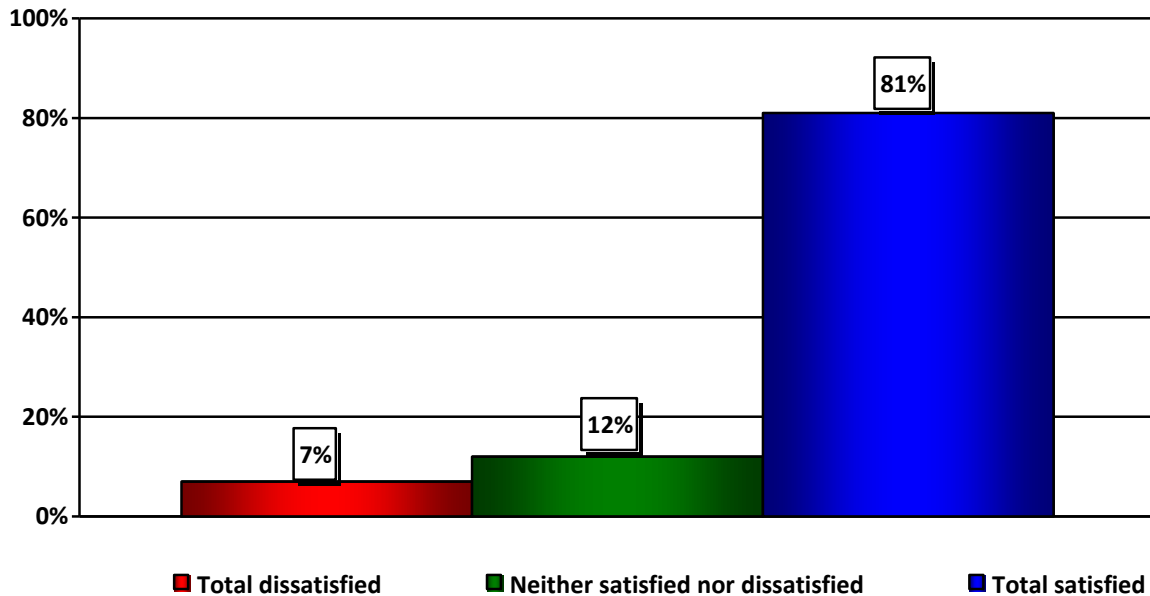


A strong majority of residents using the front desk were satisfied or very satisfied (84%), in relation to only 12% dissatisfied or very dissatisfied, while 4% held a neutral view (neither satisfied nor dissatisfied).

Communication Centre

Residents were first asked (Q9) if they have telephoned the Woodstock Police Service communications centre. A total of 31% (n=100) said that they have, after which they were asked to rate their satisfaction with the centre.

Q10. “Please rate your level of satisfaction with the communications centre using a scale from one very dissatisfied to five very satisfied”

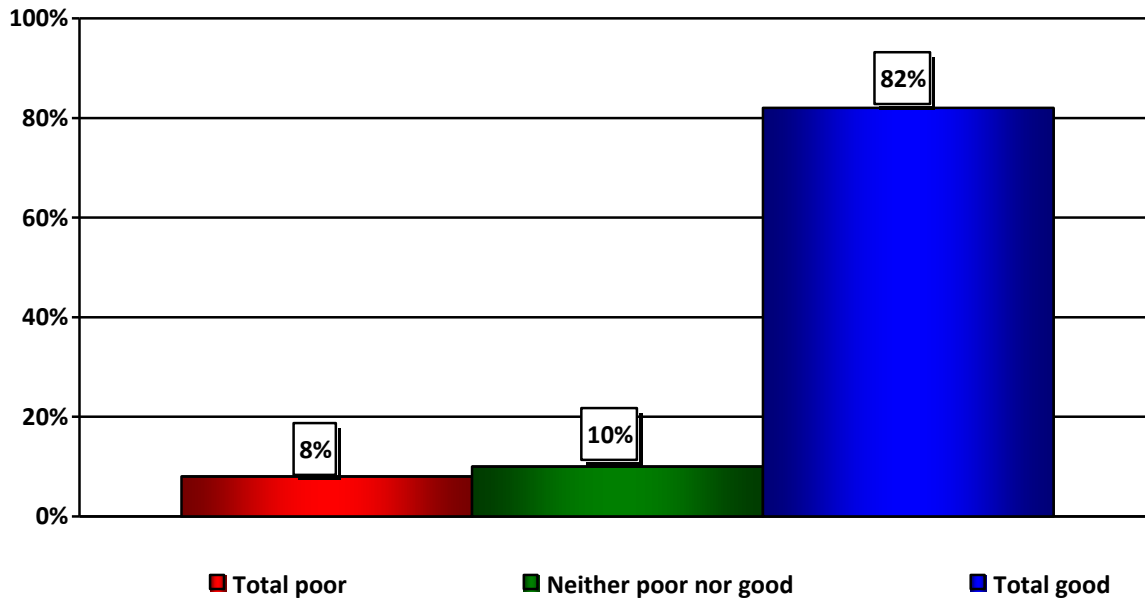


A high 81% of those calling the communications centre were satisfied or very satisfied with the service that was provided. Only 7% expressed dissatisfaction with the communications centre and 12% held a neutral view of neither satisfied nor dissatisfied.

Contact

Next residents were asked if they had **dealt directly with or interacted with a Woodstock Police Service Officer** (Q11) in the past two years. A total of 41% (n=132) of respondents have had contact with an Officer and they were then asked to **rate their last experience**.

Q12. “Thinking about the last time you had contact with a Member of the Woodstock Police Service how would rate that experience?”



Once again satisfaction ratings in this area were consistently high with 82% providing a positive rating of good or very good, compared to only 8% as poor or very poor, while 10% gave a neutral score (neither poor nor good).

Satisfaction Ratings

All respondents then **rated the Woodstock Police Service across ten areas.**

“I would now like you to rate your satisfaction with the Woodstock Police Service in each of the following areas using a scale from one very dissatisfied to five very satisfied.”

	Total Poor	Neither Poor nor Good	Total Good	Don't know
Q13. Respectfulness	6%	4%	80%	10%
Q14. Competency	4%	12%	77%	7%
Q15. Overall Level of Service	3%	13%	78%	7%
Q16. Professional Appearance	4%	5%	88%	3%
Q17. Trustworthiness	6%	5%	80%	9%
Q18. Response Time	8%	10%	61%	21%
Q19. Visible Presence	10%	17%	62%	11%
Q20. Showing Concerns for your Problems	6%	14%	55%	26%
Q21. Being Approachable	3%	11%	77%	10%
Q22. Protecting the Community from Crime	4%	15%	74%	7%

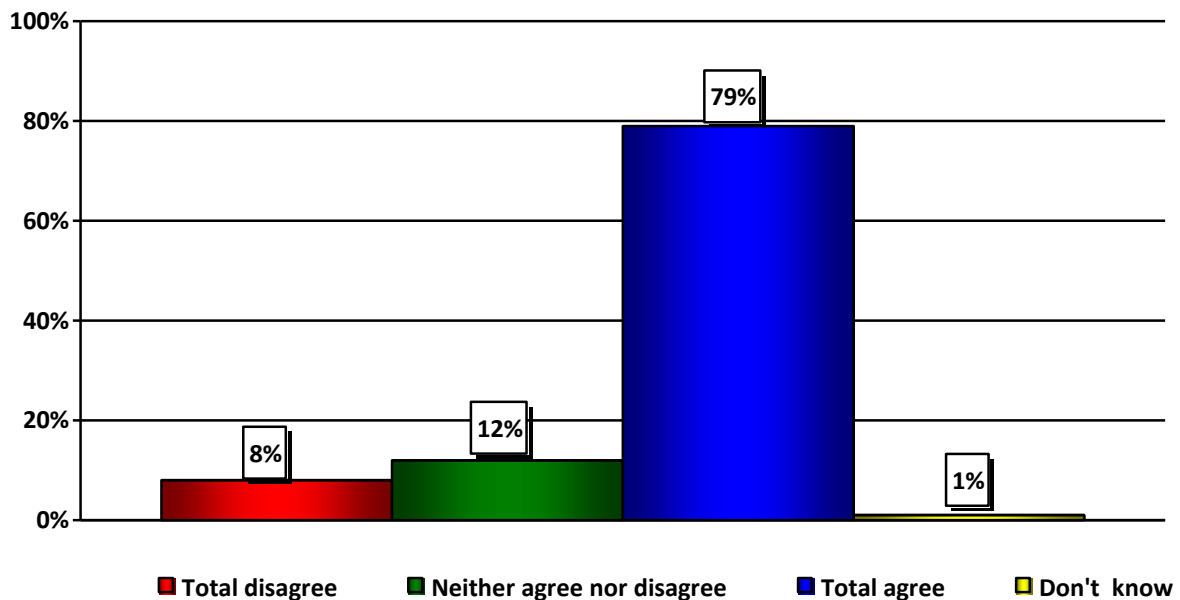
The Woodstock Police Service rated highest for their professional appearance (88%), followed by their trustworthiness (80%) and respectfulness (80%). High scores were also provided for the overall level of service provided (78%), their competency (77%), approachability (77%) and for protecting the community (74%). Lower ratings in the middle range were given for visible presence (62%), response time (61%), while the lowest score was in the area of showing concern for problems (55%). While negative ratings were low across all categories, a high number of residents answered do not know for response time (21%) and showing concern for problems (26%) revealing a lack of awareness for Police actions in these areas.

Treatment of Public

A separate indicator was asked where residents were asked to rate their level of agreement with a statement related to **Members of the Woodstock Police Service treating the public with courtesy and respect.**

Q23. “Please rate your level of agreement with the following statement using a scale from one strongly disagree to five strongly agree.”

“Members of the Woodstock Police Service treat members of the public with courtesy and respect”



A significant 79% agreed that Members of the Service treat the public with courtesy and respect. Only 8% disagreed, while 12% had a neutral opinion of neither agree nor disagree and 1% were unsure.

Time Spent on Issues

Residents were then read a list of eleven issues and were asked if the **Police should spend more or less time on each or if they are currently spending the right amount of time on them.**

“Do you think the Woodstock Police Service should spend more time, less time or are they currently spending the correct amount of time dealing with the following issues?”

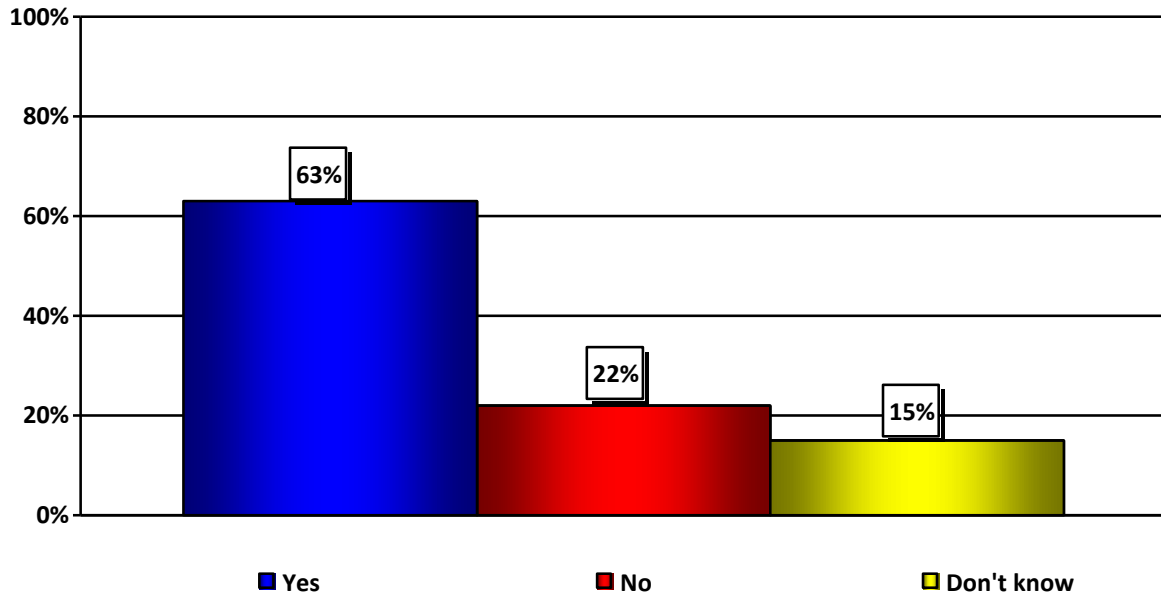
	More Time	Less Time	Correct amount of time	Don't know
Q24. Drug enforcement	67%	6%	15%	12%
Q25. Youth crime	64%	6%	16%	14%
Q26. Hate crimes	44%	6%	23%	27%
Q27. Human Trafficking	37%	6%	24%	33%
Q28. General Traffic Enforcement	40%	10%	47%	4%
Q29 Distracted driving	59%	7%	24%	9%
Q30. Speed Enforcement	36%	16%	44%	4%
Q31. Property Crimes	35%	5%	40%	21%
Q32. Impaired driving	55%	8%	31%	7%
Q33. School resources / education	55%	7%	22%	16%
Q34. Downtown foot patrol	70%	7%	13%	10%

The areas where the public feels that the Police should spend more time on issues were for downtown foot patrols (70%), drug enforcement (67%) and youth crime (64%), while at the low end only 37% named human trafficking, 36% speed enforcement and 35% property crimes. The categories that residents most feel that the correct amount of time is being spent included general traffic enforcement (47%), speed enforcement (44%) and property crimes (40%). Overall, there were low numbers recorded for the Police spending less time on areas, but there were higher incidences for speed enforcement (16%) and general traffic enforcement (10%). The areas that had the most number of responses of do not know or where residents were unsure related to human trafficking (33%), hate crimes (27%) and property crimes (21%).

Keeping Public Informed

The following question asked respondents to **rate the Woodstock Police Service in keeping the public informed on key issues.**

Q35. Do you feel the Woodstock Police Service does a good job keeping the public informed about on-going issues in Woodstock?

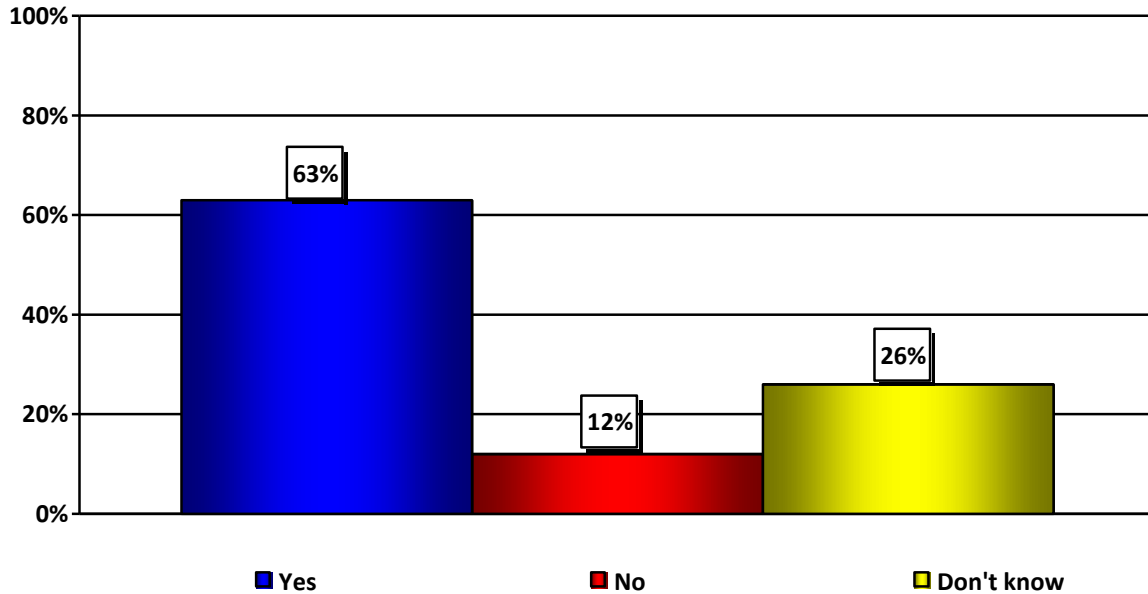


A 63% majority of residents are of the opinion that the Police keep them informed about ongoing issues in Woodstock. A lower 22% do not feel that they are kept informed and 15% were unsure or had no opinion.

Attending Community Events

In another related indicator, respondents were asked if they felt Members of the Police Service attend enough community events.

Q36. “Do you feel the Members of the Woodstock Police Service attend enough community events?”



A similar 63% (compared to Q36) feel that Members of the Woodstock Police Service attend enough community events, while a lower 12% said that they do not. However, a large segment or 26% answered do not know to the question revealing a lack of awareness on the topic.

Source of Information

In an open ended or unaided question, those surveyed were asked to name the **main source by which they get information about police activities in the community.**

Q37. “What sources do you use to obtain information about police activities in the City of Woodstock?”

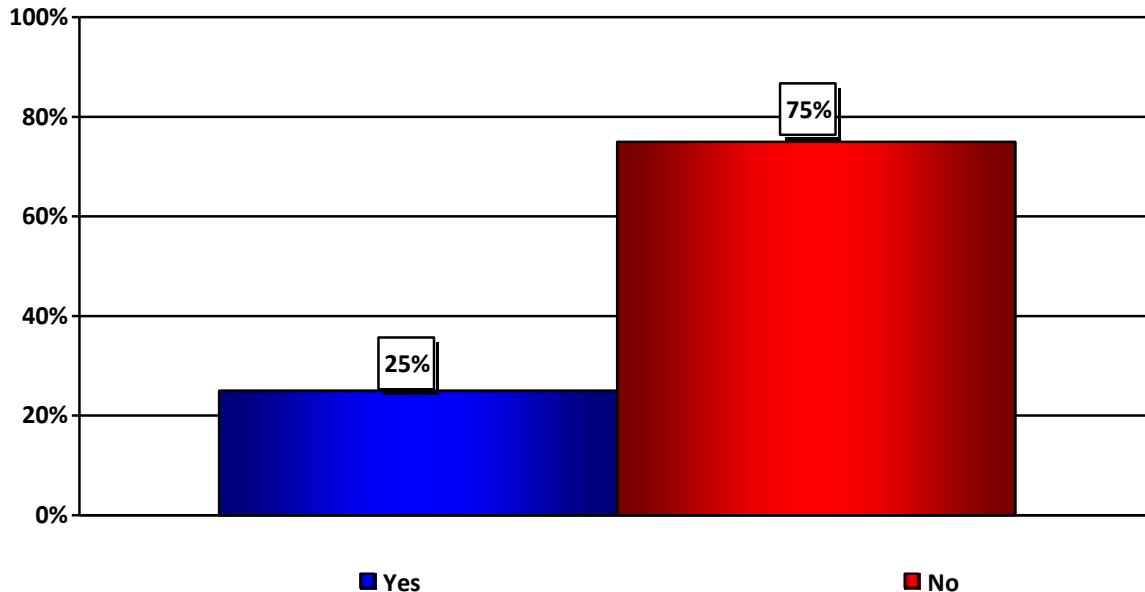
Sources of information	Percentage
Media release through Sentinel Review	23%
Do not	20%
Media release through Heart FM 104.7	15%
Newspaper (print)	8%
Newspaper (online)	7%
Community social media forums	5%
Facebook	5%
Television	5%
Word of mouth	4%
Internet not specified	3%
Don't know	3%
WPS Internet Web site	3%

No single source dominated among residents but media releases through the Sentinel Review was most named by 23%, followed by media releases through Heart FM by 15%. A total of 8% cited print newspapers in general and 7% online newspapers, while 5% named each of Facebook, community social media forums and television. Word of mouth (4%), the internet in general (3%) and the Police Service Website (3%) were other mentions, while 20% of those interviewed said that they do not use any source to access information and 3% were unsure.

Website

A specific question was asked about visiting the Woodstock Police Service Website.

Q38. “Have you ever visited the Woodstock Police Service Website?”

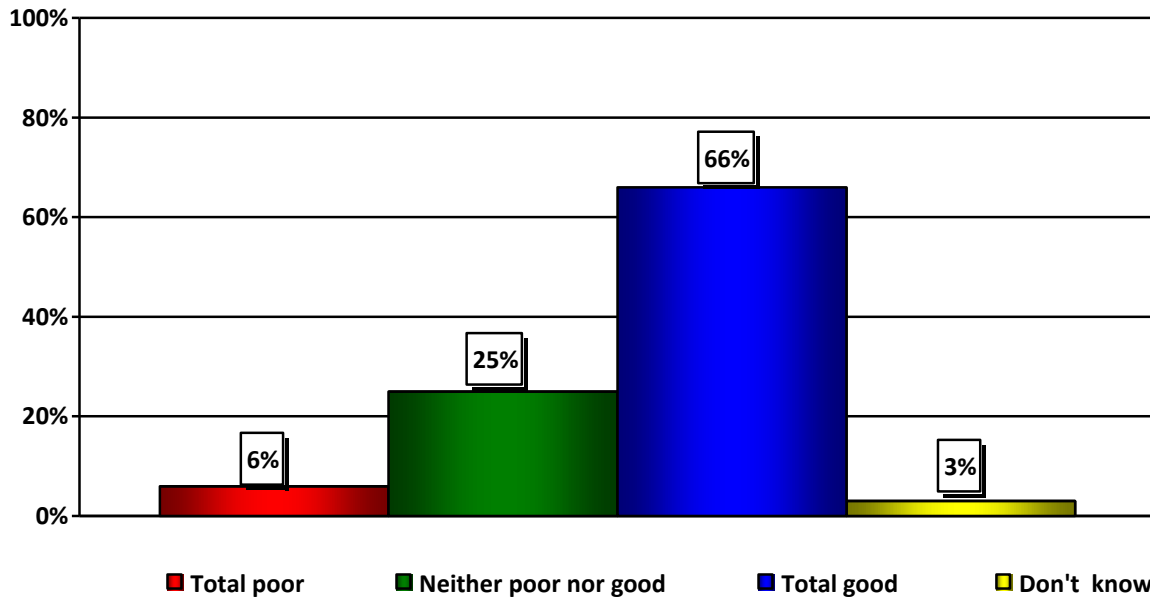


One-quarter or 25% (n=80) of residents claimed to have visited the Woodstock Police Service Website.

Visitors to the site (n=80) were then asked a follow-up question about their reasons for going on the site (Q39). In this open ended question allowing for multiple responses, 32% of the answers related to viewing information about the Service, 17% to view a criminal record check or freedom of information request, 13% to look for employment opportunities, 9% for contact information, 8% to see the business plan and 7% to view media releases. Other mentions included looking at locations or areas of crimes (5%), to view Service Board meetings (4%) and to view the Chief’s message (3%).

In a final question to Website visitors (n=80), they were asked to **rate the content of the information available on the site as being relevant and helpful.**

Q40. “Using a scale from one being very poor to five being very good how would you rate the content of the information available on the website as being relevant, useful and helpful?”

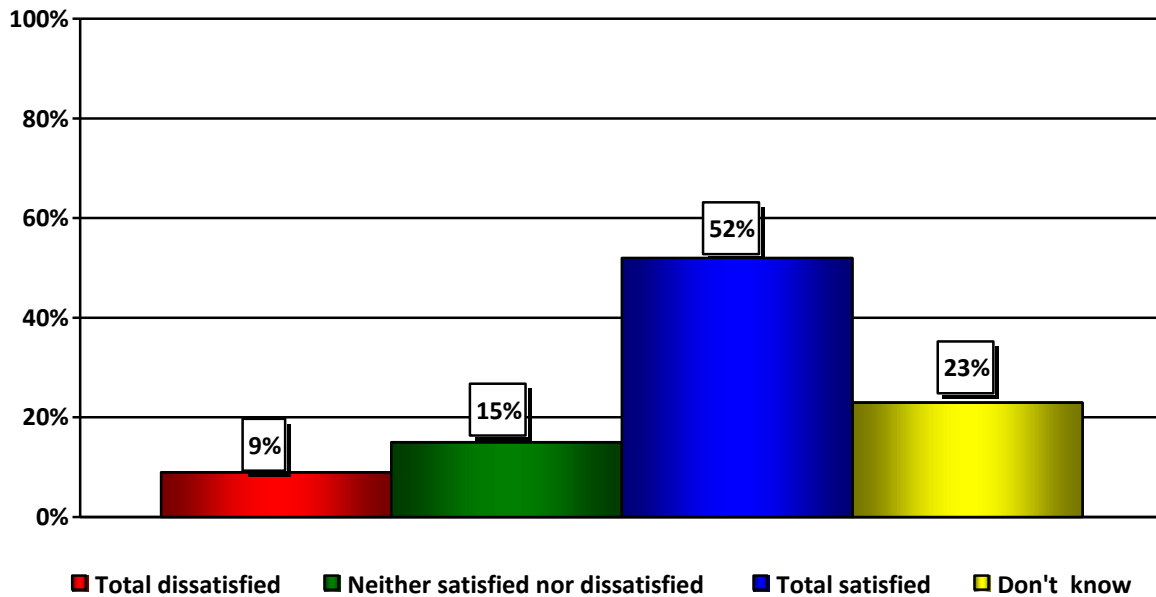


Almost two-thirds of Website visitors or 67% provided a good or very good rating for the content provided on the site, compared to only 6% that rated it as poor, while one-quarter or 25% accorded a (neutral) neither poor nor good score and 3% were undecided.

Community Engagement

Residents were then asked to rate their satisfaction with the Woodstock Police Service in engaging the public through media releases and social media.

Q41. “How satisfied are you with the Woodstock Police Service’s level of engagement with the community through media releases and through social media?”

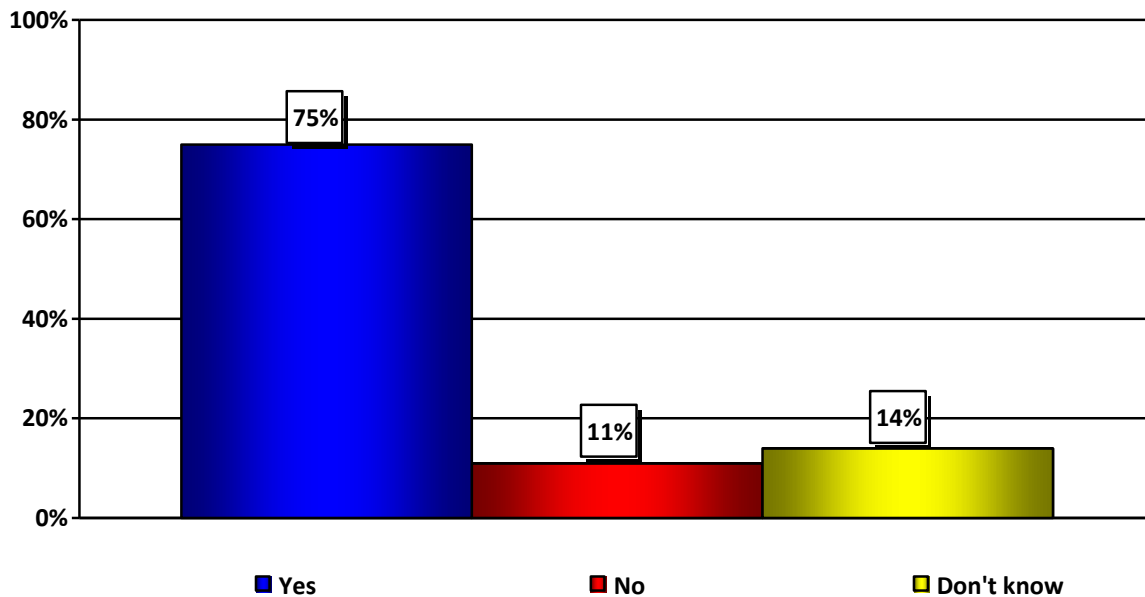


Slightly more than half of those surveyed or 52% were satisfied or very satisfied with the level of community engagement, while only 9% were dissatisfied or very dissatisfied. A total of 15% had a neutral opinion of neither satisfied nor dissatisfied, but a significant 23% were unaware answering do not know to the question.

Tax Dollars

In a final indicator, residents were asked if they felt they were **getting good policing value for their tax dollars spent.**

Q42. “Do you feel that you are getting good policing value for your tax dollars?”



On the tax dollar in relation to value question, the Woodstock Police Service fared well. A 75% majority of citizens said that they are getting good policing value for their tax dollars, compared to only 11% that do not, while 14% did not know or were unsure.