



EDMONTON POLICE SERVICE

REPORT TO THE EDMONTON POLICE COMMISSION

DATE: 2016 June 15
SUBJECT: EPS Citizen Survey Data Comparison

RECOMMENDATION:

That this report be accepted by the Edmonton Police Commission for discussion purposes.

INTRODUCTION:

This report provides information on the comparison of results of the EPS online and telephone citizen surveys.

BACKGROUND:

EPS piloted the 2016 Citizen Survey online, using the Edmonton Insight Panel and an open link, from 22-28 February, 2016. The attached report compares the online results to the telephone results from early February.

COMMENTS/DISCUSSION:

The attached citizen survey data comparison presentation is provided for discussion purposes

CONCLUSION:

For your review and consideration.

ADDITIONAL INFORMATION ATTACHED:

- Attachment 1 – 2016 EPS Citizen Survey data comparison

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Chief of Police: _____

Date: _____



2016 EPS Citizen Survey Results Comparison

Presentation to
Edmonton Police Commission
July 7, 2016

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Background

- EPS piloted the 2016 Citizen Survey online, using two distinct sources: the Edmonton Insight Panel and an open link, from 22-28 February, 2016
- This presentation provides a comparison of three different samples:
 - Phone survey respondents (n = 1367)
 - Edmonton Insight Panelists (n = 1702)
 - Open link respondents (n = 1495)

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Methods Description - Telephone

- **Description:**
 - Randomly selected sample of Edmonton residents contacted via telephone
- **Pros:**
 - Sample is randomized increasing chance of getting feedback from those who would not typically seek to respond
 - Provides greater ability to generalize results to the overall population
 - Greater opportunity to probe responses
- **Cons:**
 - Difficult to ensure response rates
 - Limited to residents with a landline who are not on “do-not-call” lists
 - Many residents will screen calls from phone numbers they do not recognize
 - Prone to Social Desirability Bias

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Methods Description - Insight Community

- **Description:**
 - Non-randomized sample of Edmonton residents who the City engages with and learns from over a long period of time.
- **Pros:**
 - Highly engaged panel of citizens who desire to provide feedback on City services and initiatives
 - Diverse cross-section of Edmontonians
- **Cons:**
 - Panel membership not directly representative of general population
 - More difficult to generalize results to the overall population
 - Prone to Selection Bias

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Methods Description - Open Link

- **Description:**
 - Open survey link available online to anyone with access to the Internet
- **Pros:**
 - Allows anyone with an interest in the research topic to provide their feedback
 - Gathers depth of input from individuals passionate about the issue at hand
- **Cons:**
 - Typically, only those with a strong interest in the topic are likely to respond
 - No controls are in place to ensure a representative sample, therefore, results cannot be generalized to overall population
 - Prone to Selection Bias

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Demographics

Respondent Characteristics	Phone Survey	Insight Panel	Open Link
Gender			
Male	50%	44%	39%
Female	50%	56%	61%
Other	-	1%	0%
Age			
18-24	11%	4%	10%
25-34	23%	24%	28%
35-44	18%	24%	21%
45-54	17%	19%	21%
55-64	15%	20%	15%
65-74	10%	8%	6%
75+	6%	2%	1%
Police Division			
Downtown Division	7%	12%	20%
Northeast Division	19%	14%	8%
Northwest Division	12%	10%	15%
Southeast Division	22%	19%	20%
Southwest Division	26%	30%	24%
West Division	14%	14%	14%

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Contact with EPS

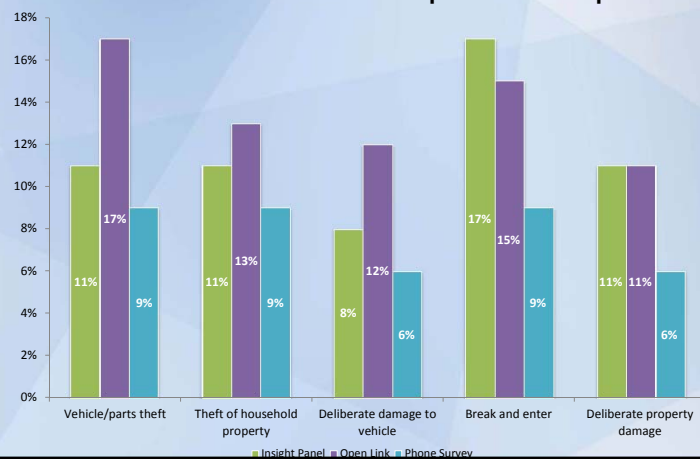
- % of Respondents that had formal contact with EPS over past year:
 - Phone Survey: 31%
 - Insight Panel: 42%
 - Open link: 51%
- Telephone respondents were more likely to express higher levels of satisfaction

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Victimization

- Both online samples generally reported greater rates of victimization than phone respondents



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City Issues

- Traffic and drugs are the most common city issues identified by all respondents

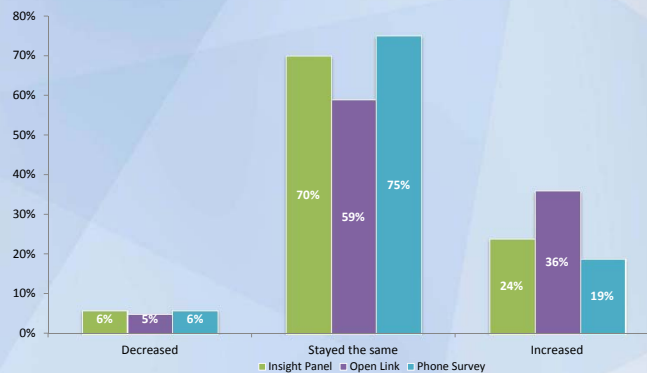
Issue to be addressed by the EPS	Phone Survey Rank	Insight Panel Rank	Open Link Rank
Traffic (excluding impaired driving)	1	1	1
Drugs	2	3	2
General Crime Mentions	3	4	4
More police visibility / availability / officers	4	2	3
Gang/Organized Crime	5	5	5

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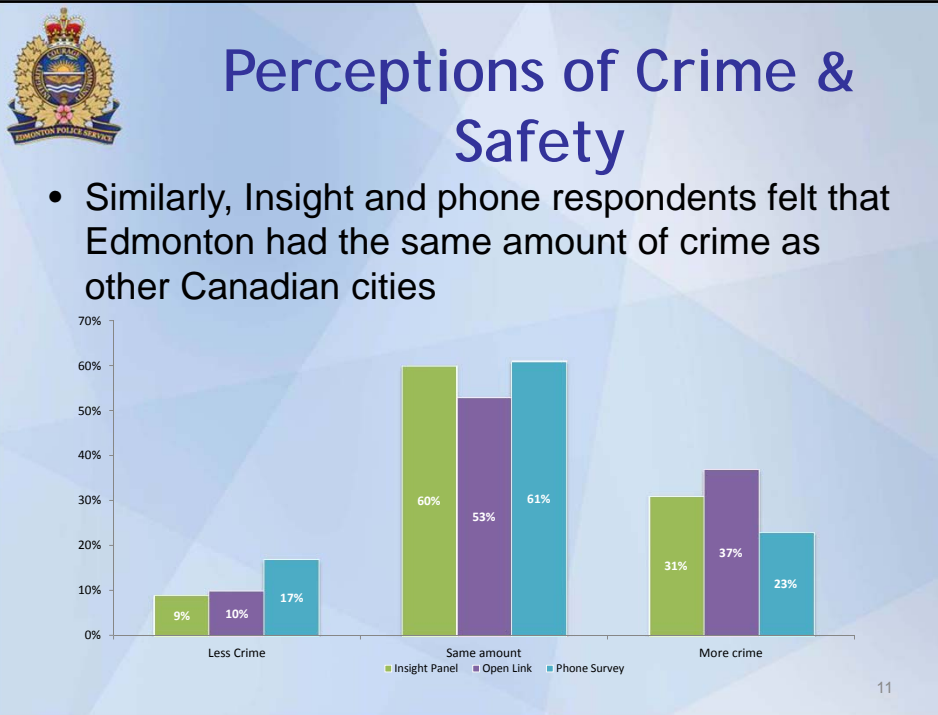


Perceptions of Crime & Safety

- Insight and phone respondents provided similar feedback. Those completing the open link reported a perception that crime had increased.



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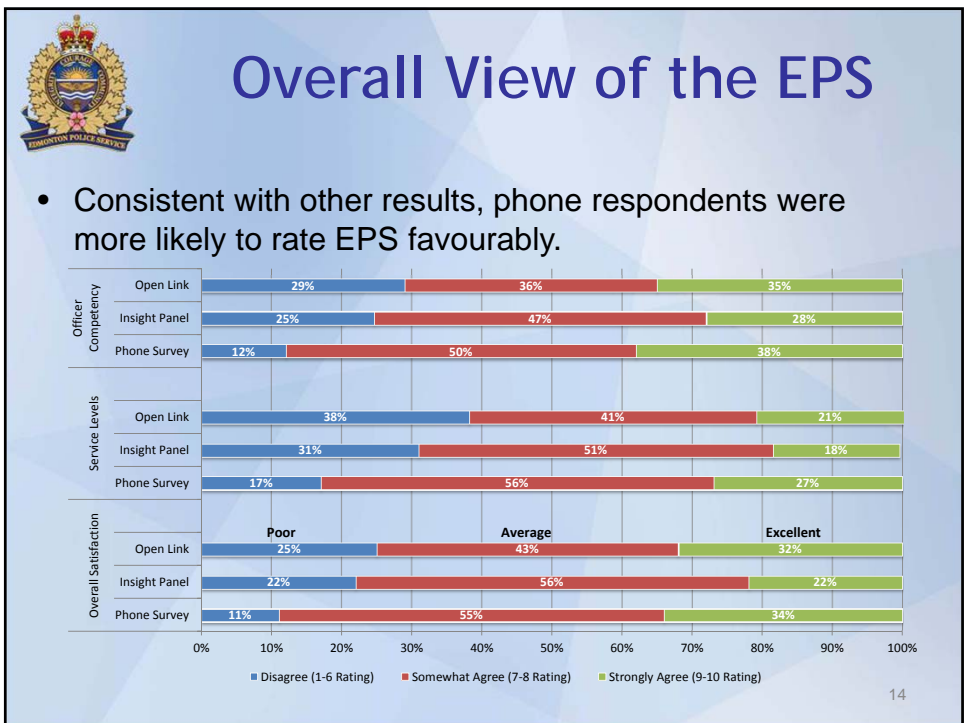
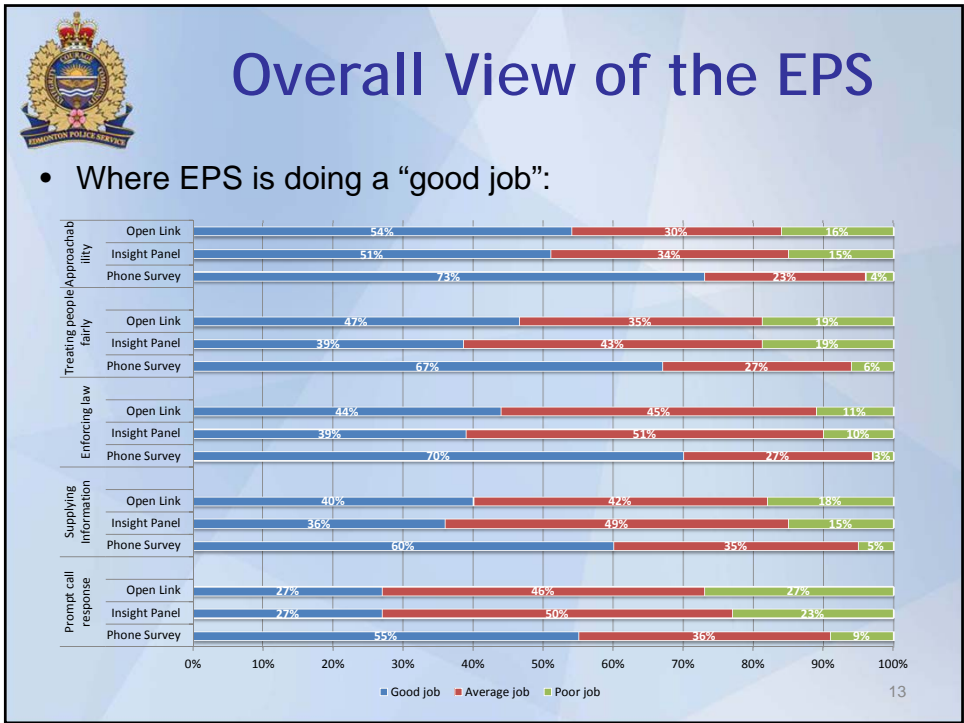


Overall View of the EPS

- Phone respondents were significantly more confident in EPS than their online counterparts

Response CONFIDENCE	Phone Survey	Insight Panel	Open Link
Strongly agree	57%	35%	44%
Somewhat agree	37%	50%	38%
Somewhat disagree	3%	10%	11%
Strongly disagree	3%	5%	7%

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Recommendations for Improved Service

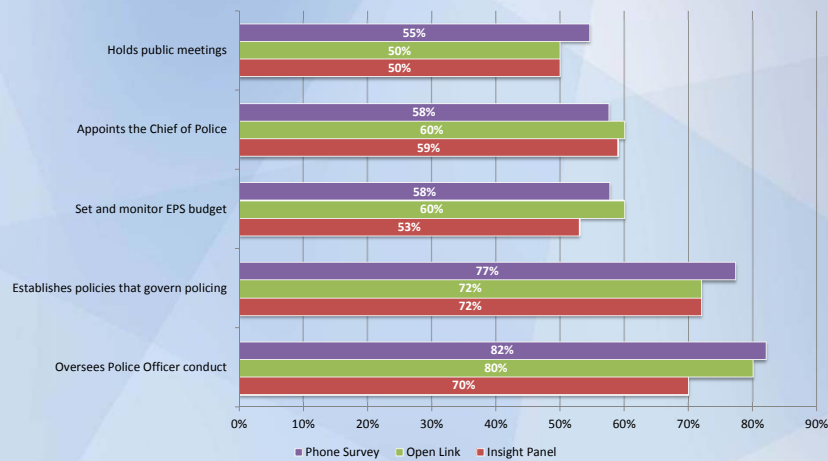
- Visibility and contact with the public remain prevalent recommendations across survey administrations

Recommendations for Improved Service	Phone Survey Rank	Insight Panel Rank	Open Link Rank
More police officers	1	5	3
More visible police presence	2	2	4
Improved communication/ contact with public	3	1	1
Focus of enforcement	4	2	2
Faster, more efficient response to calls	5	7	6

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Takeaways

- Each type of survey administration comes with its own sets of benefits, drawbacks, and respondent perspectives
- A more well-rounded citizen perspective can be ascertained using multiple survey administration methods

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Questions?

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