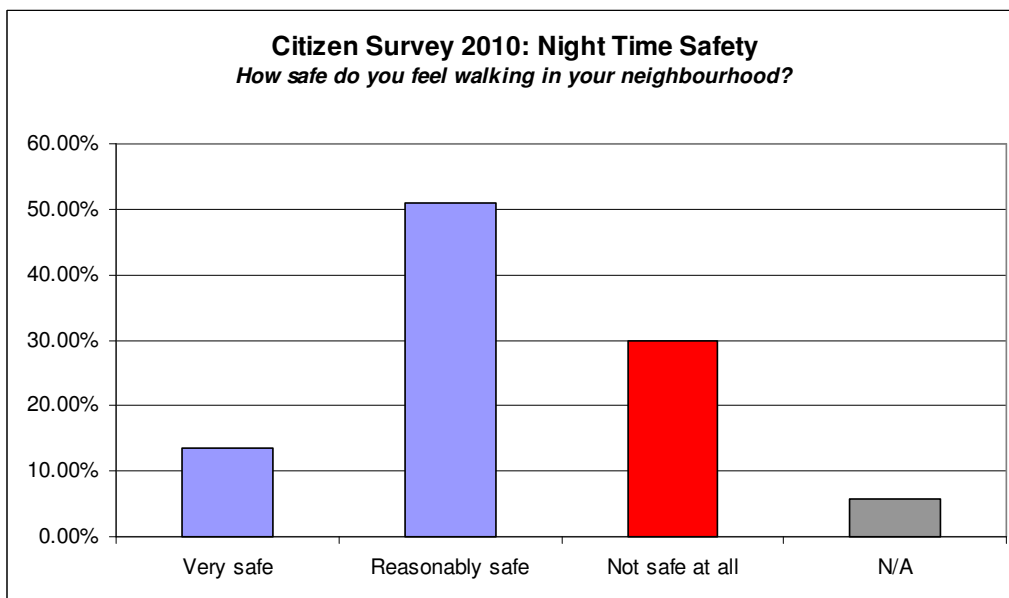
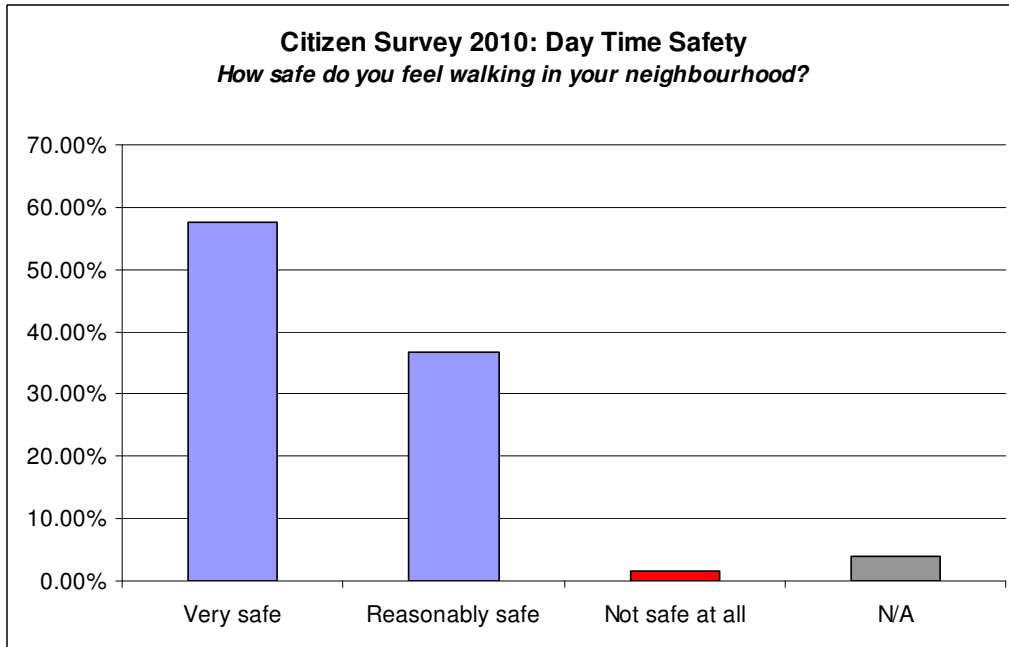
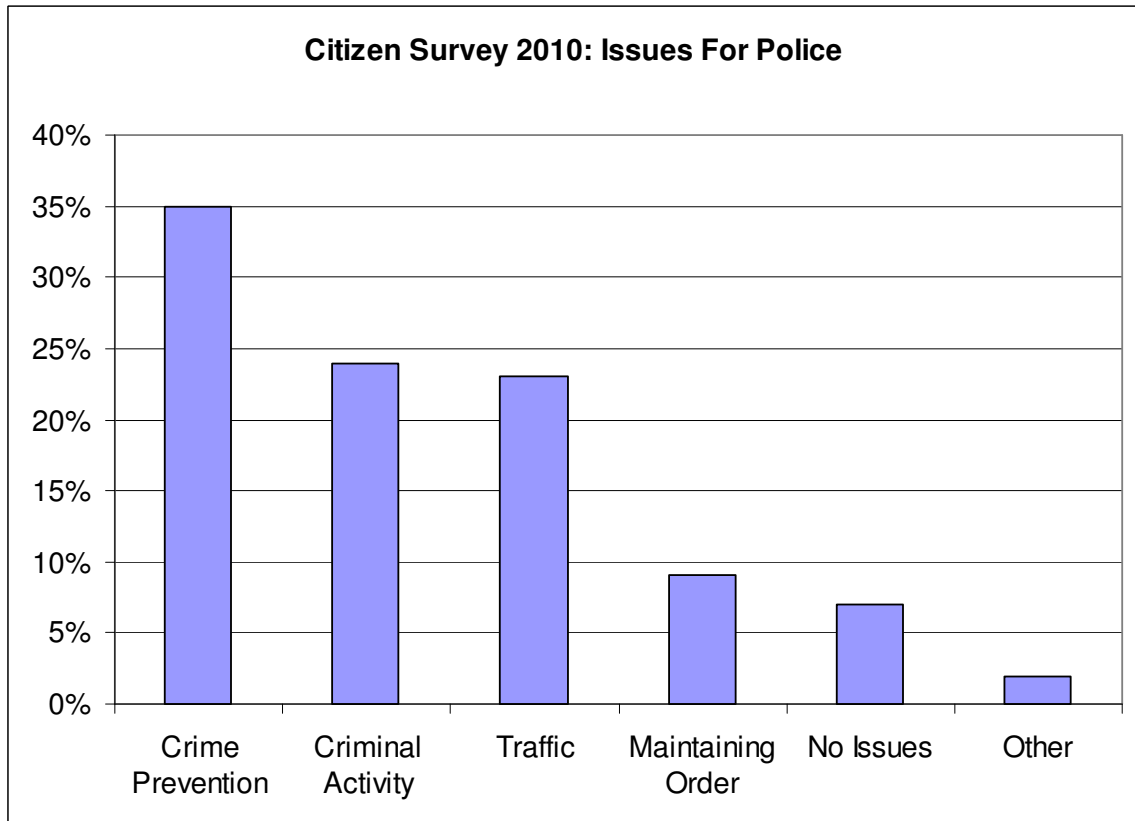
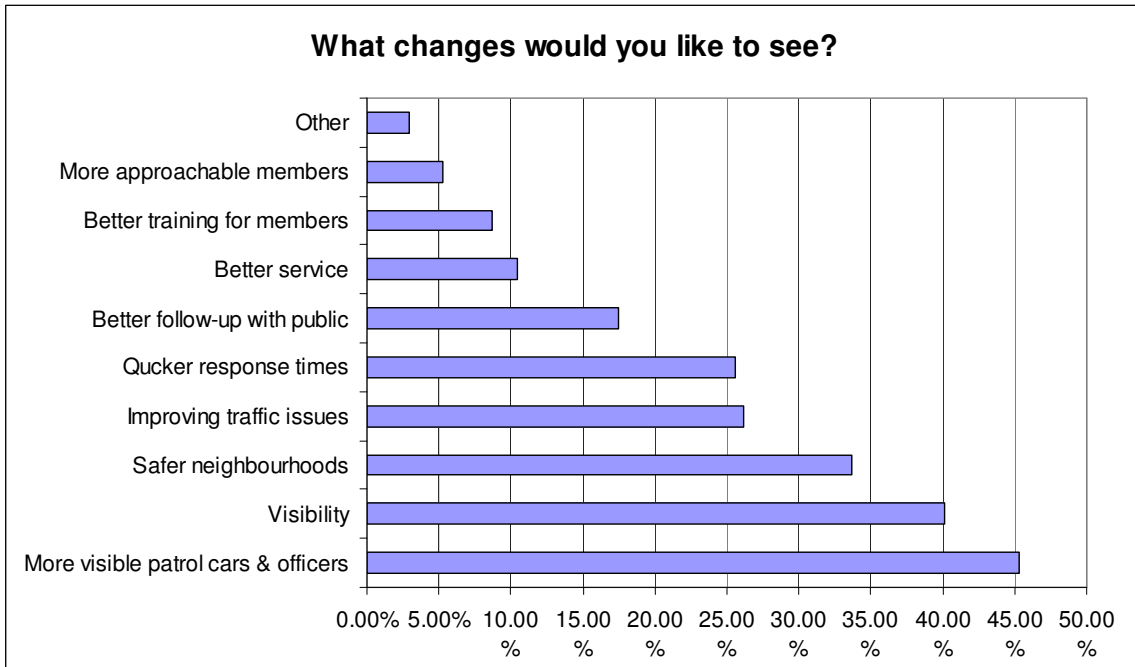


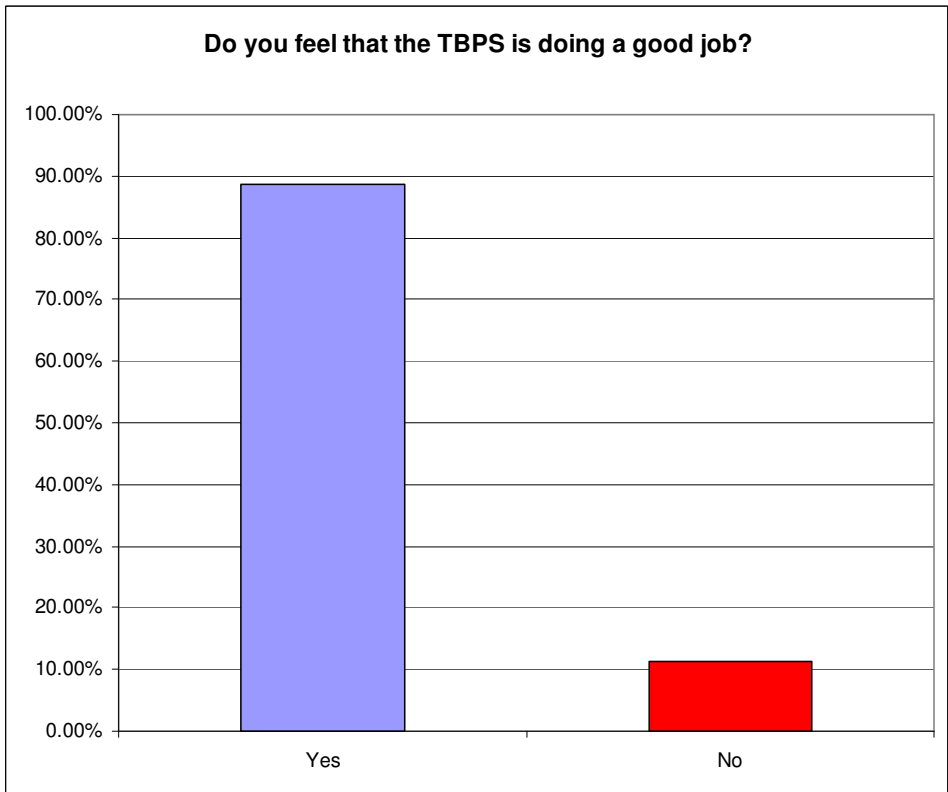
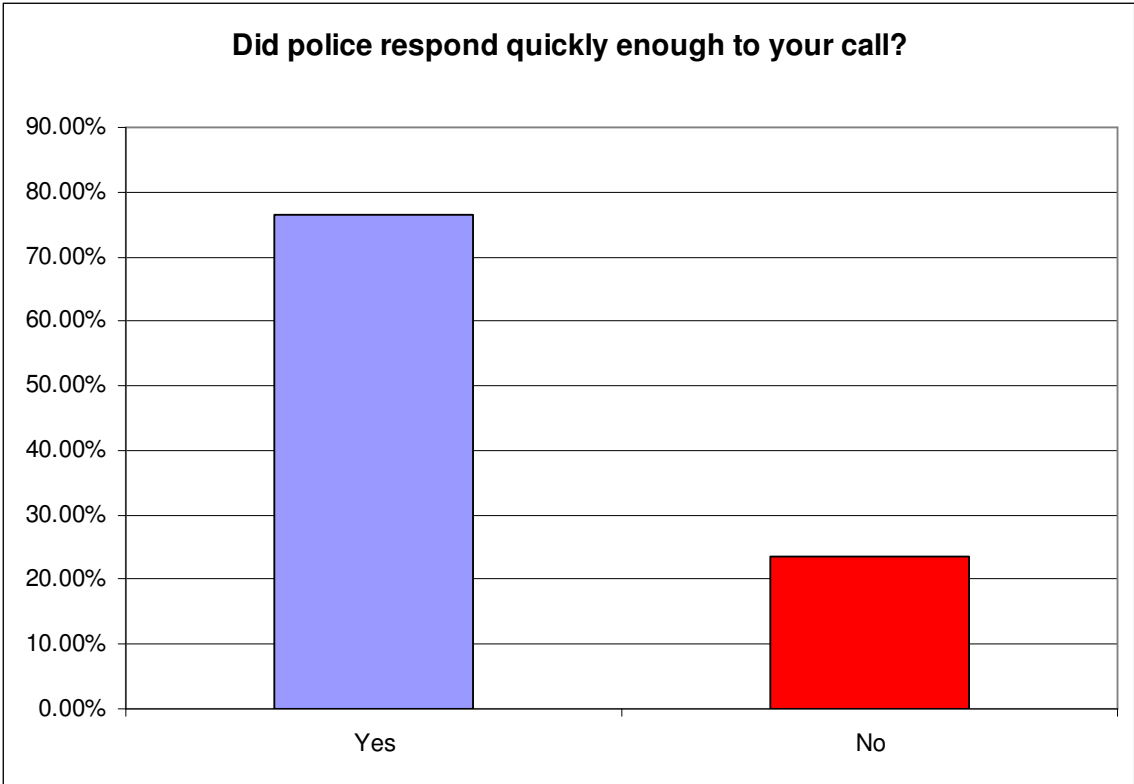


2010 Citizen Satisfaction Survey

Highlights







INTRODUCTION

The Citizen Satisfaction Survey is an annual project mandated by the Thunder Bay Police Service Business Plan. The primary purpose of the survey is to determine the degree to which citizens are familiar with and the degree to which citizens are satisfied with the Thunder Bay Police Service. Furthermore, the survey is designed to obtain information regarding areas of concern within the community as well as citizen's perception of safety within the community. These findings in turn, identify areas of need within the community so that the Thunder Bay Police Service can effectively adjust programs and resources to meet the needs of the community.

ORGANIZATION OF THE SURVEY AND SAMPLE SELECTION

A questionnaire consisting of thirty (30) questions was developed and mailed to one thousand (1000) randomly selected households and businesses within Thunder Bay during the summer of 2010. The survey package consisted of a cover letter, instructions, the questionnaire and a self-addressed postage paid return envelope. A new option of completing a survey on the Thunder Bay Police Service website was made available in hopes to increase the number of responses this year.

One hundred and seventy-eight (178) surveys were returned, coded and entered into a database. Of the surveys returned, a larger percentage was received in the form of online response (83%) than mail-in responses (17%). The overall number of surveys returned was lower than that of the previous year, respectively 372 in 2009 to 178 in 2010.

The questions contained in the survey were ordinal and nominal in nature. Data analysis was conducted using Survey Crafter Professional using descriptive statistics including frequency tables and cross tabulations.

FINDINGS

Demographics

Respondents were asked questions to determine the demographics of the sample taken from the larger population (citizens of Thunder Bay). Questions were asked to determine the age, race, ethnicity and area of business or residences of the participants in this survey.

There was a larger percentage of female respondents (60.45%) compared to male respondents (39.55%). This data is represented in the graph contained in the highlights. The age distribution of respondents is provided in Table 1. **Table 1** provides a break down the number of respondents by age group. As shown in the table, more than half of the respondents were above the age of 45 years. The lowest frequency was respondents were under thirty years of age (3.37%).

Table 1 – Breakdown of Respondents by Age Category

Age Group	Frequency	Percent
	30 years or less	6
Between 30 – 45 years	30	16.85%
Between 45 – 60 years	71	39.89%
Over 60 years	71	39.89%
Total	178	100%

Table 2 displays the frequency of respondents by ethnicity. As seen in the table, the majority of respondents are White (Caucasian: British, French, East or West European, Russian, et cetera), with small percentages being Aboriginal or other Racial Minorities (based on race or skin colour, not place of birth or nationality).

Table 2 – Ethnicity of respondents

Ethnicity	Frequency	Percent
	Aboriginal	10
White	165	93.22%
Racial Minority	2	1.13%
Total	177	100%

Table 3 shows the distribution of respondents by the location of their residence or business within the city of Thunder Bay. As apparent in the table, there are fairly equal numbers of respondents throughout each city ward. Respondents were also asked to indicate how long they have lived within the City of Thunder Bay. According to the respondents, a much larger number (91%) have resided in Thunder Bay for ten years or more than any other response. These results are indicated in **Table 4**.

Table 3 – Distribution of respondents by city ward

Area of Residence	Frequency	Percent
Red River Ward	39	22.03%
McKellar Ward	26	14.69%
Current River	19	10.73%
Westfort Ward	24	13.56%
Northwood Ward	27	15.25%
McIntyre Ward	17	9.60%
Neebing Ward	16	9.04%
Unsure	9	5.08%
Total	177	100%

Table 4 – How long have you resided in Thunder Bay?

Years	How long have you lived in Thunder Bay	
	Frequency	Percent
Less than one year	0	0%
1 – 3 years	12	6.78%
4 – 6 years	3	1.69%
7 – 9 years	1	0.56%
10 years or more	161	90.96%
Total	177	100%

Public perception of safety, policing issues and perception of crime rates

A number of questions were included in the survey were asked in order to gain a sense of the public’s perception of safety within their neighbourhood, as well as the respondents’ perception of crime within their neighbourhoods as well as to determine their perception of the main policing issues within their neighbourhoods were.

As shown in **Table 5** and **Table 6**, the respondents’ perception of safety within their neighbourhoods during the day and night differ. As displayed in the tables, it is apparent that respondents felt very safe walking in their neighbourhoods during the daytime hours (57.63%) than they did walking in their neighbourhoods at night (13.56%). In addition, very few respondents did not feel safe at all walking in their neighbourhoods during the day (1.69%) compared to walking in their neighbourhood during the night (29.94%).

TABLE 5 – How safe do you feel walking along the street or sidewalk during the daylight hours in your neighbourhood?

Perceived Level of Safety	During Daylight Hours	
	Frequency	Percent
Very safe	102	57.63%
Reasonably safe	65	36.72%
Not safe at all	3	1.69%
N/A	7	3.95%
Total	177	100%

TABLE 6 – How safe do you feel walking along the street or sidewalk at night in your neighbourhood?

Perceived Level of Safety	During Nighttime Hours	
	Frequency	Percent
Very safe	24	13.56%
Reasonably safe	90	50.85%
Not safe at all	53	29.94%
N/A	10	5.65%
Total	177	100%

In addition, respondents were asked whether or not they felt the crime rate in their neighbourhoods had increased or decreased. As indicated by **Table 7**, the majority of respondents felt that the crime rate in their neighbourhood remained the same over the last year (41.95%). Following the perception that neighbourhood crime rates remained the same, a smaller percentage (26.44%) felt that the crime rate either increased or significantly increased. The response with the lowest frequency was that the crime rate had decreased or significantly decreased (5.17%).

TABLE 7 – In the last year would you say that the crime in your neighbourhood has:

Given Rate	Rate of Crime	
	Frequency	Percent
Significantly decreased	2	1.15%
Decreased	7	4.02%
Remained the same	73	41.95%
Increased	38	21.84%
Significantly Increased	8	4.60%
Don't know	46	26.44%
Total:	174	100%

After responding to whether or not they felt that the crime rate in their neighbourhoods had increased, respondents were asked to rate the extent to which certain crimes were problematic in their neighbourhoods. The results are outlined in **Table 8**.

TABLE 8 – In your opinion, to what extent are the following a problem in your neighbourhood?

Possible Problems	Given Rate of Problems					
	A great deal	Somewhat	A Little	Don't Know	Not at All	Total
Theft from yards	15.48% 26	25.60% 43	19.05% 32	26.19% 44	13.69% 23	100% 163
Theft of vehicles	12.80% 21	12.20% 20	10.98% 18	43.90% 72	20.12% 33	100% 164
Vandalism	13.33% 22	27.27% 45	25.45% 42	24.24% 40	9.70% 16	100% 165
Break and Enter	6.59% 11	16.77% 28	19.76% 33	43.71% 73	13.17% 22	100% 167
Robbery	1.91% 3	18.47% 29	8.28% 13	50.96% 80	20.38% 32	100% 157
Assaults	3.11% 5	15.53% 25	8.70% 14	48.45% 78	24.22% 39	100% 161
Loitering/Strangers	14.63% 24	18.29% 30	20.73% 34	15.24% 25	31.10% 51	100% 164
Unsafe Streets	9.04% 15	19.88% 33	19.28% 32	19.88% 33	31.93% 53	100% 166
Noisy Neighbours	10.98% 18	14.02% 23	24.39% 40	9.15% 15	41.46% 68	100% 164
Careless driving or speeding	27.22% 46	26.04% 44	26.04% 44	5.92% 10	14.79% 25	100% 169
Intoxicated persons	9.64% 16	20.48% 34	22.29% 37	20.48% 34	27.11% 45	100% 166
Presence of drugs or drug users	12.12% 20	10.91% 18	11.52% 19	41.21% 68	24.24% 40	100% 165
Other	4.65% 4	3.49% 3	8.14% 7	63.95% 55	19.77% 17	100% 86

As **Table 8** indicates, respondents indicated careless driving or speeding, theft from yards and vandalism more frequently as being the greatest problems within their neighbourhoods. Unsafe streets and persons loitering were indicated least frequently out of the potential neighbourhood problems.

Participants were asked to rate what they felt the three most important policing issues were. The results are presented in **Table 9**.

TABLE 9 – Importance ranking of potential issues

Possible Problems	Rank of Issues		
	1 st	2 nd	3 rd
Criminal Activity	23.84% 41	23.18% 35	19.86% 29
Maintaining Order	8.72% 15	17.22% 26	30.82% 45
Crime Prevention	34.88% 60	35.76% 54	14.38% 21
Traffic	22.67% 39	14.57% 22	18.49% 27
Other	2.33% 4	3.97% 6	6.16% 9
No issues	7.56% 13	5.30% 8	10.27% 15
Total	100% 172	100% 151	100% 146

As depicted in **Table 9**, Crime Prevention was most frequently ranked 1st as the most important policing issue (34.88%). In addition, Crime Prevention was also frequently ranked as being 2nd in important policing issues (35.76%). According to participants, Traffic issues were also frequently ranked as 1st in importance of policing issues (22.67%). Notably, maintaining order was most frequently ranked 3rd in importance of policing issues (30.82%).

Public contact and public satisfaction with police

A number of questions were posed to participants to gain information on public perception of the Thunder Bay Police Service as well as public interaction with the Thunder Bay Police Service. One question posed was where the public got their information or news regarding the Thunder Bay Police. The results are indicated in **Table 10**.

Table 10 – Information Received about the Thunder Bay Police Service

Source of information	Frequency	Percent
	Thunder Bay Police Service Website	2
Thunder Bay Television	59	33.71%
TB Newswatch website	5	2.86%
CKPR/Rock 94 Radio	8	4.57%
Magic 99.9/The Giant	7	4.00%
The Chronicle Journal	76	43.43%
Other	18	10.29%
Total	175	100%

As shown in the table above, the majority of respondents got their information about the Thunder Bay Police mainly through reading The Chronicle Journal (43.43%) or by watching Thunder Bay Television (33.71%).

Another area of interest was phone communication with the Thunder Bay Police Service. Respondents were asked whether or not they had to contact the Thunder Bay Police Service within the last year. Sixty-seven (67) respondents (40%) indicated that they had contacted the Thunder Bay Police Service, whereas 102 respondents (60%) indicated that they had not (169 respondents answered this question). The respondents who had contacted the Thunder Bay Police Service within the last twelve months were then asked to indicate why. The results are indicated in **Table 11** and **Table 12**.

TABLE 11 - Did you phone the police for any reason in the past twelve months?

Possible Answers	Phoned the Police Within the Last 12 Months	
	Frequency	Percent
Yes	67	39.64%
No	102	60.36%
Total	169	100%

TABLE 12 – Did you phone the police to...

List of Reasons to Call Police	Frequency	Percent
Report a crime committed against yourself or a member of your household	22	22.7%
Report a crime committed against someone else	12	8.1%
Report a neighbourhood problem	25	25.8%
Obtain information or legal advice	14	14.4%
Other	18	18.6%
Total	97	100 %

The majority of respondents contacted police to either report a neighbourhood problem (25.8%) or report a crime committed against themselves or a member of their household (22.7%). 18.6% of the respondents contacted police to obtain information or legal advice.

After citing their reasons for calling the Thunder Bay Police Service, respondents were asked to rate the politeness of the person they were speaking to on the phone. The respondents were asked to rate the person on the phone from being very polite to been not polite. The responses are provided in **Table 13**.

TABLE 13 – When you phoned the police in the last year, rate the politeness of the person who initially took your call

Given Rates of Politeness	Frequency	Percent
Very Polite	30	45.45%
Polite	22	33.33%
Adequately Polite	12	18.18%
Not Polite	0	0%
Can't Recall	2	3.03 %
Total	66	100%

As indicated in **Table 13**, the majority of respondents reported that their call-taker was either very polite (45.45%) or Polite (33.33%). No respondents indicated that the person who initially took their call was not polite.

Participants were then asked to rate the level of satisfaction with the way their call was handled. The results are presented in **Table 14**.

TABLE 14 – How satisfied were you with the way your call was handled?

Given Rates of Satisfaction	Frequency	Percent
Very Satisfied	24	36.36%
Satisfied	22	33.33%
Dissatisfied	14	21.21%
Very Dissatisfied	6	9.09%
Can't Recall	0	0%
Total	66	100%

The majority of the respondents were either very satisfied (36%) or satisfied (33%) with the way their call was handled. Fourteen respondents (21%) indicated that they were dissatisfied with the way that their call was handled and six respondents (9%) indicated that they were very dissatisfied with the way their call was handled. All participants responding to this question were aware of their level of satisfaction in the way their call was handled as no respondents indicated that they could not recall.

The respondents who indicated that they were dissatisfied or very dissatisfied with the way their call was handled were asked to select a reason from a list provided explaining why they were dissatisfied. The results are indicated in **Table 15**.

TABLE 15 – If you said that you were dissatisfied or very dissatisfied, explain why

Explanations of Dissatisfaction	Frequency		Percent	
Dissatisfaction with the wait time for call to be answered	6		24.00%	
Dissatisfied with the person on the phone	1		4.00%	
Dissatisfaction with the service provided	12		48.00%	
Other	6		24.00%	
Total	25		100%	

The main explanation of dissatisfaction selected by respondents was with the service provided (28%). A slightly smaller percentage reported that they were dissatisfied with the wait time for the call to be answered (24%). One respondent (4%) was dissatisfied with the person on the phone and the rest of the respondents (24%) claimed that there were other reasons for their dissatisfaction.

If respondents had made a phone call to the Thunder Bay Police Service within the last twelve months, they were asked to indicate what the call taker’s initial response to their call was. The results are presented in **Table 16**.

TABLE 16 – What was the initial response of police to your call?

Given List of Resources	Frequency		Percent	
Refer you to another agency	2		1.16%	
Ask you to attend the police station	3		1.74%	
Indicate that a member from the service would call you back	3		1.74%	
Take a report over the telephone	16		9.30%	
Send a patrol car	31		18.02%	
Answer your questions	10		5.81%	
Do nothing at all	8		4.65%	
Other	3		1.74%	
Total	76		100 %	

The majority of respondents indicated that a patrol car was sent to their residence as an initial response to their call (18.02%) or a report was taken over the phone (9.30%). Equal numbers of respondents indicated that they were asked to attend the police service (1.74%), told a another member would call them back (1.74%), referred to another agency (1.74%), or other (1.74%). Ten respondents indicated that the call taker initially answered their questions (5.81%). Eight callers indicate that nothing was done at all (1.74%).

Respondents who had called the Thunder Bay Police Service within the last twelve months (**Table 17**) were asked to indicate whether they felt that the person who answered their call could have been more helpful. The majority (82.81%) of respondents indicated

no, whereas 17.19 % of respondents indicated that the person on the phone could have been more helpful. If the respondent indicated that the person answering the phone could have been more helpful, they were asked to provide an explanation from the answers depicted in **Table 18**.

TABLE 17 - Did you phone the police for any reason in the past twelve months?

Possible Answers	Phoned the Police Within the Last 12 Months	
	Frequency	Percent
Yes	11	17.19%
No	53	82.81%
Total	64	100%

TABLE 18– If you indicated yes, please explain how the person could have been more helpful.

Explanations		
	Frequency	Percent
Greater understanding of the problem	3	25.00%
Higher level of concern	5	41.67%
Higher level of courtesy	1	8.33%
Higher level of consideration	0	0%
Higher level of knowledge	0	0%
Higher level of communication skills	0	0%
Higher level of listening skills	1	8.33%
Other	2	16.67%
Total	12	100 %

A large number of respondents (42%) indicated that the person on the phone could have been more helpful if they displayed a higher level of concern. The second most frequent response (25%) was indicative that it would have been more helpful if the person displayed a greater understanding of the problem. Eight percent (8%) of the respondents indicated that the person would have been more helpful if they displayed a higher level of courtesy or had a higher level of listening skills. Approximately seventeen percent of respondents indicated there were other ways the person on the phone could have been more helpful.

The respondents were asked if the police responded quickly enough to their call. The majority of respondents indicated that police did respond quickly enough 76.47%, whereas 23.53% indicated that police did not respond quickly enough (see chart in highlights).

The respondents who had police respond to their residences or businesses were asked to indicate how satisfied they were with the attending police. Thirty participants responded to this question and as indicated in **Table 19**, approximately 83% indicated that they were either very satisfied, or satisfied with the police who had attended their businesses and residences. Approximately 17% indicated that they were either dissatisfied or very dissatisfied with the way their call was handled.

TABLE 19 – If the police had physically responded to your residence or business as a result of your call, how satisfied were you with the police service?

Given rates of satisfaction	Frequency	
	Frequency	Percent
Very satisfied	11	36.67%
Satisfied	14	46.67%
Dissatisfied	1	3.33%
Very Dissatisfied	4	13.33%
Can't Recall	0	0%
Total	30	100%

If respondents were dissatisfied with the service provided by the attending officer, they were asked to indicate why by selecting one of the following options: dissatisfaction with the person on the phone, dissatisfaction with the service provided, or other reason. Six respondents answered this question. The majority of respondents indicated that they were dissatisfied with the service provided (67%) while two persons indicated that they were dissatisfied for other reasons (33%). Zero respondents indicated that they were dissatisfied with the person on the phone.

To gain insight into what might have caused the respondents to be dissatisfied with police, they were asked to select an option from the list presented in **Table 20** to indicate how the attending officer could have been more helpful. Seven participants responded to this question. The results are presented in **Table 20**.

TABLE 20 – If you indicated that you were dissatisfied with the service you received, please indicate

Explanations	Frequency	
	Frequency	Percent
Greater understanding of the problem	2	28.57%
Higher level of concern	1	14.29%
Higher level of courtesy	1	14.29%
Higher level of consideration	0	0%
Higher level of knowledge	0	0%
Higher level of verbal skills	0	0%
Higher level of listening skills	1	14.29%
Other	2	28.57%
Total	7	100 %

Out of the seven respondents, a greater understanding of the problem (28.57%) and other ways (28.57%) were the most frequently indicated responses. Other respondents felt that better levels of listening, courtesy and concern would have been more helpful in their circumstances (all 14.29%, respectively).

The public might encounter police officers within the community without contacting the Thunder Bay Police Service. Respondents were asked to indicate when the last time they had face to face contact with a member of the Thunder Bay Police Service. Participants

were asked to respond based on a month, six month, twelve month and ten year time frames or never. The results are presented in **Table 21**.

TABLE 21 – When was the last time that you had face to face contact with a member of the Thunder Bay Police?

Possible answers	Face to face contact with member of police	
	Frequency	Percent
In the last month	18	10.59%
In the last twelve months	51	30.00%
In the last ten years	68	40.00%
Never	33	19.41%
Total	170	100 %

The majority of respondents had face to face contact with a member of the Thunder Bay Police Service within the last ten years (40%). The second most frequent response was within the last twelve months (30%). Nineteen percent of respondents indicate that they have never had contact with the Thunder Bay Police.

The respondents who had contact with officers in the time frame indicated were asked to select responses from questions indicating their perception of the officer in how they exhibited the following qualities: fairness, courtesy, honesty, appearance, knowledge and concern. The responses are presented in **Table 22**. As indicated in the table, most of the respondents indicated that they were somewhat or very much satisfied with the qualities exhibited by officers.

TABLE 22 – How well did the officer with who you dealt exhibit the following qualities?

List of Qualities	Rating of Officers Qualities			Total
	Not at all	Somewhat	Very Much	
Fairness	3.39% 6	12.99% 23	58.76% 104	100% 133
Courtesy	2.82% 5	10.73% 19	62.71% 111	100% 135
Honesty	1.13% 2	10.17% 18	60.45% 107	100% 127
Appearance	0.56% 1	9.60% 25	65.54% 116	100% 142
Knowledgeable	1.13% 2	14.69% 26	58.76% 104	100% 132
Concern	6.21% 11	16.38% 29	51.98% 92	100% 133

Respondents were asked to rate their level of satisfaction with specific services provided by the Thunder Bay Police Service. Respondents were asked to indicate whether they were very satisfied, somewhat satisfied or not satisfied with the service they received in the circumstances listed in **Table 23**.

TABLE 23 – Indicate your satisfaction with the service you received when:

List of services	Satisfaction rate of services requested by respondents				
	Not at all satisfied	Somewhat Satisfied	Very Satisfied	Not Applicable	Total
Requested information	3.39% 6	10.73% 19	21.64% 41	31.64% 56	100% 122
Reported a crime	6.78% 12	14.12% 25	11.86% 21	35.59% 63	100% 121
Reported a problem	9.60% 17	12.99% 23	20.34% 36	26.55% 47	100% 123
Received a traffic ticket	3.95% 7	5.65% 10	6.21% 11	49.72% 88	100% 116
Were involved in a traffic accident	1.69% 3	1.69% 3	12.43% 22	49.15% 87	100% 115
Had a false alarm	1.13% 2	2.82% 5	3.95% 7	55.93% 99	100% 113
Reported a missing person	1.13% 2	0% 0	1.13% 2	61.58% 109	100% 113
Were arrested	0.56% 1	0% 0	0.56% 1	62.15% 109	100% 111

Respondents were then asked to rate the Thunder Bay Police Service as being Excellent, Good, Fair, Poor in terms of the areas listed in **Table 24**.

TABLE 24– Evaluate the Thunder Bay Police in terms of the following:

List of Services	Rating of services offered by police					Total
	Excellent	Good	Fair	Poor	Don't Know	
Enforcing the law	12.43% 22	32.20% 57	14.69% 26	5.08% 9	12.43% 22	100% 136
Responding promptly when called	11.30% 20	22.03% 39	18.08% 32	12.43% 22	13.56% 24	100% 137
Approachability	27.12% 48	25.99% 46	14.69% 26	2.82% 5	4.52% 8	100% 133
Providing Service	15.25% 27	36.72% 65	15.25% 27	5.65% 10	5.08% 9	100% 138
Encouraging people to practice crime prevention	14.12% 25	29.38% 52	11.30% 20	5.65% 10	16.38% 29	100% 136

To gain an overall perspective from the respondents, they were asked generally if the Thunder Bay Police Service was doing a good job. The majority of the respondents (149) indicated that the police were doing a good job 88.69%, whereas 11.31 % did not feel the police were doing a good job (see highlights for graph).

Suggested Areas for Improvement

The respondents were asked to answer questions on what changes they would like to see in order to gain information on areas that the Thunder Bay Police Service can improve on. 72.50% (n = 160) of the respondents indicated that they would like to see changes improvements in the way policing services are currently provided. The responses are provided in **Table 25**.

Table 25 – Improvements respondents would like to see.

List of Improvements	Respondents Ideas to Improve Policing Services	
	Frequency	Percent
Higher visibility/accessibility to police officer	69	40.12%
More visible police officers and cars	78	45.35%
Better training for police officers/civilian employees	15	8.72%
Better service	18	10.47%
Safer neighbourhoods	58	33.72%
Traffic issues	45	26.16%
Better communication/follow-up with public	30	17.44%
Quicker response time	44	25.58%
Other	14	8.14%

The respondents were asked to indicate what changes they would like to see from the list provided in **Table 25**. As apparent in the table, the most frequently cited changes are more visible patrol cars and officers (45.35%), higher visibility (40.12%), safer neighbourhoods (33.72%), improvement in city traffic issues (26.16%) and quicker response times (25.58%).

Conclusion

To conclude, the respondents provided some useful information regarding the performance of the Thunder Bay Police Service. The majority of respondents indicated that crime levels in their neighbourhoods remained the same over the past year.

Some notable areas of improvement were more police visibility and a want for safer neighbourhoods. Overall, the majority of the respondents indicated that the Thunder Bay Police Service is doing a good job.