

Report

City of St. Albert

Policing Committee Policing
Priorities Survey



DATE 29/01/2019

Leger

We know Canadians

CONTEXT AND OBJECTIVES

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The City of St. Albert on behalf of the Policing Committee contracted Leger to conduct a survey that was made available to all residents, workers, and business owners of St. Albert. The St. Albert Policing Committee required the research to gather public input on what the St. Albert RCMP should be focusing their resources towards in 2019/20 as well as to collect any general opinions or concerns from the community about policing. Leger was responsible for programming, testing, hosting, analyzing and reporting on the survey. The committee was responsible for the promotion of the survey to the people of St. Albert and asking them to complete the survey.

The survey addresses opinions about the major areas of policing and crime so that the data can be used in a manner that is valuable to the Policing Committee when working with the RCMP to create the 2019/20 police priorities.

METHODOLOGY

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Data Collection

- 567 residents, workers and business owners of St. Albert completed the Policing Priorities Survey (some respondents fall within multiple categories):
 - 532 were residents of St. Albert
 - 152 worked in St. Albert
 - 39 were business owners in St. Albert
- The survey was conducted online between December 20, 2018 and January 4, 2019.
- The survey was hosted by Leger through Leger's Computer Aided Web-Based Interviewing (CAWI) platform – Legerweb, through an open link that the St. Albert Policing Committee promoted to the people of St. Albert.
- Data is unweighted.

Target Respondents

- The survey was open to all residents, workers and business owners of St. Albert.

Statistical Reliability

Due to self-selection, results should not be considered representative. Therefore, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error for a sample size of 567 would be ± 4.1 percentage points, 19 times out of 20.

KEY FINDINGS

KEY FINDINGS - OVERALL

OPINIONS ON SAFETY IN ST. ALBERT



Nearly one third of survey respondents indicate that **break and enters to homes are of the greatest concern** to them in regards to safety in the City of St. Albert.



Survey respondents feel that it is most important that St. Albert RCMP **focus on providing greater enforcement of crime**, followed by **crime prevention and being more visible in the community**.



Survey respondents most strongly agree that the St. Albert RCMP **gives them confidence that they can deliver the services needed to make sure St. Albert is a safe place to live, and are dedicated to reducing levels of crime**. Respondents are less inclined to agree that the St. Albert RCMP maintains appropriate visibility in the community, and that they are adequately staffed.

INTERACTIONS WITH ST. ALBERT RCMP



Three-in-five respondents have been in contact with the St. Albert RCMP within the past 12 months, most commonly **visiting a police station, followed by making a call to the non-emergency line**.



Two-in-five respondents who have recently contacted the St. Albert RCMP indicate their reason for contact was to **report a crime/incident**.



Overall, **three-in-five** respondents who have contacted the St. Albert RCMP within the past 12 months agree they are **satisfied with the contact they had with the St. Albert RCMP, and agree their visit/contact met their expectations**. They most strongly agree that the St. Albert RCMP were respectful, followed by it was easy to visit/contact the St. Albert RCMP.

VICTIMIZATION



Over a quarter of respondents indicate they have **witnessed or been a victim of a crime** in the City of St. Albert within the past 12 months, with a fairly even distribution of witnesses and victims.



Half of respondents who have either witnessed or been a victim of a crime within the past 12 months in the City of St. Albert indicate the **nature of their crime was property related**. Nearly **two-thirds** indicate they **reported the crime to the police**. Among those who did not, their main reason for not reporting the crime was because they believe the police couldn't, or wouldn't do anything about it.

SOURCES OF INFORMATION



Social media, followed by television, radio or newspapers are the top sources of information for respondents when it comes to the St. Albert RCMP.



Two-thirds of respondents did not provide any other comments regarding the St. Albert RCMP or safety in their community. Among those who did provide a comment, **more patrolling/visibility/presence** was the most frequent mention.

KEY FINDINGS – RESIDENTS OF ST. ALBERT

Survey respondents who live in St. Albert



Greatest safety concern is **break and enters into homes**.



Feel that it is most important for the St. Albert RCMP to prioritize **greater enforcement of crime**.



Agree most strongly that the St. Albert RCMP **give them confidence that they can deliver the services needed to make sure St. Albert is a safe place to live**, and that they are **dedicated to reducing levels of crime**.



About equally likely to have **visited a police station in person within the past 12 months, and not having any contact at all** (significantly more likely than those who work in St. Albert, and those who own a business in St. Albert to not have visited a police station within the past 12 months).

- Main reason for visiting/contacting a police station within the past 12 months is to **report a crime/incident**.
- At least three-in-five agree that their visit/contact **met their expectations** and are **satisfied overall with their visit/contact**. They are most satisfied that the RCMP were **respectful**.



The majority **have not witnessed or been a victim of a crime**.



Their main source of information regarding the St. Albert RCMP is **social media**.

KEY FINDINGS – WORKERS OF ST. ALBERT

Survey respondents who work in St. Albert



Greatest safety concern is **drugs in the community**.



Feel that it is most important for the St. Albert RCMP to prioritize **providing a greater enforcement of crime**.



Agree most strongly that the St. Albert RCMP **provides fair and impartial service to the public**, and **demonstrates the appropriate level of care and concern**.



More likely to have **visited a police station in person** within the past 12 months.

- Main reason for visiting/contacting a police station within the past 12 months is to **report a crime/incident**.
- At least two-thirds agree that their visit/contact **met their expectations** and are **satisfied overall with their visit/contact**. They are most satisfied that the RCMP were **professional**.



The majority **have not witnessed or been a victim of a crime**.



Their main source of information regarding the St. Albert RCMP is **social media**.

KEY FINDINGS – BUSINESS OWNERS OF ST. ALBERT

Survey respondents who own a business in St. Albert



Greatest safety concern is **theft in general**.



Feel that it is most important for the St. Albert RCMP to prioritize **providing a greater enforcement of crime**.



Agree most strongly that the St. Albert RCMP **respond quickly when needed**



Over half have **visited a police station** within the past 12 months.

- Main reason for visiting/contacting a police station within the past 12 months is to **apply for security clearance**.
- At least half agree that their visit/contact **met their expectations and are satisfied overall with their visit/contact**. They are most satisfied that the RCMP were **professional**.



The majority **have not witnessed or been a victim of a crime**.

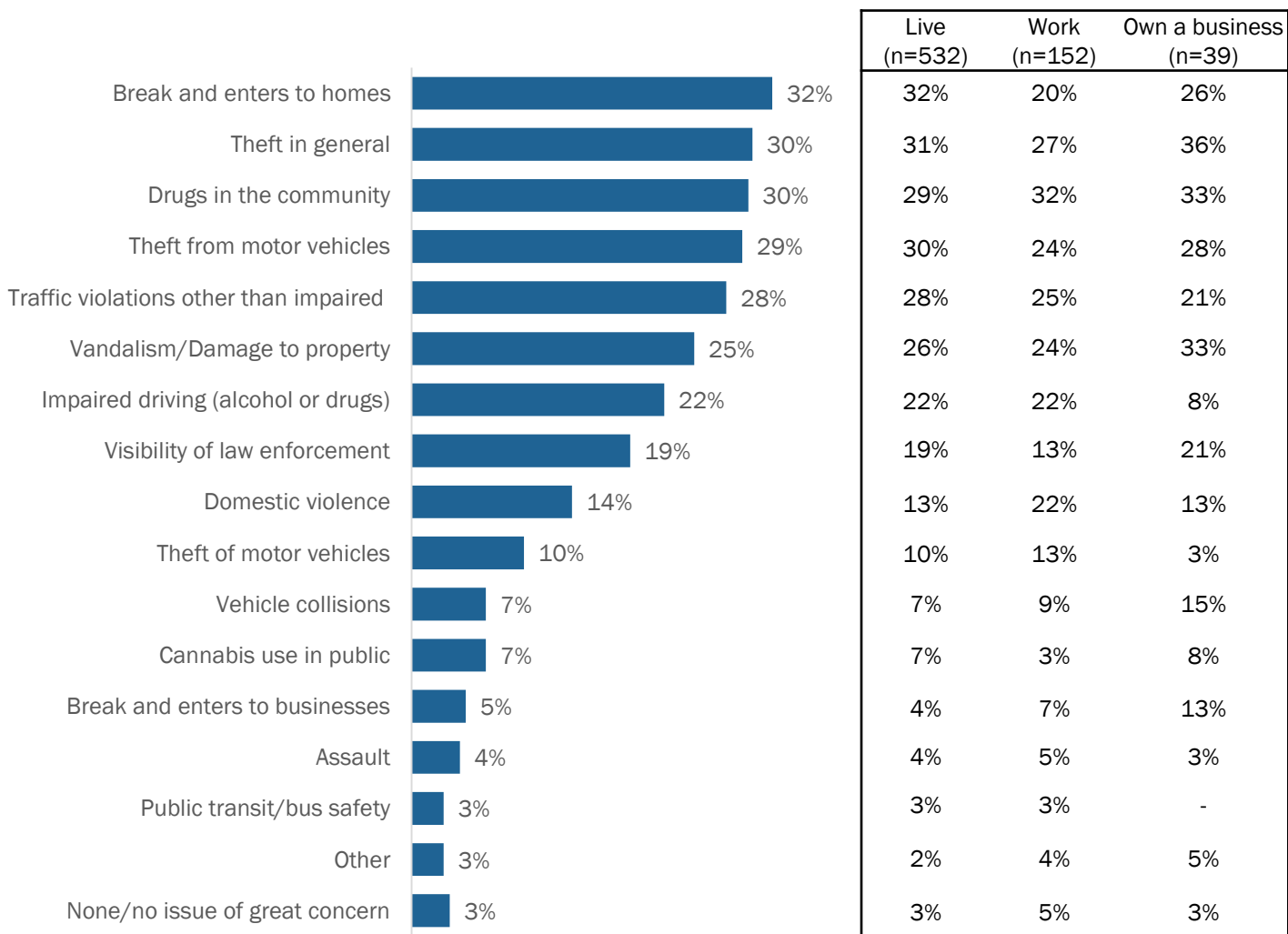


Their main source of information regarding the St. Albert RCMP is **social media**.

DETAILED RESULTS

OPINIONS ON SAFETY IN ST. ALBERT

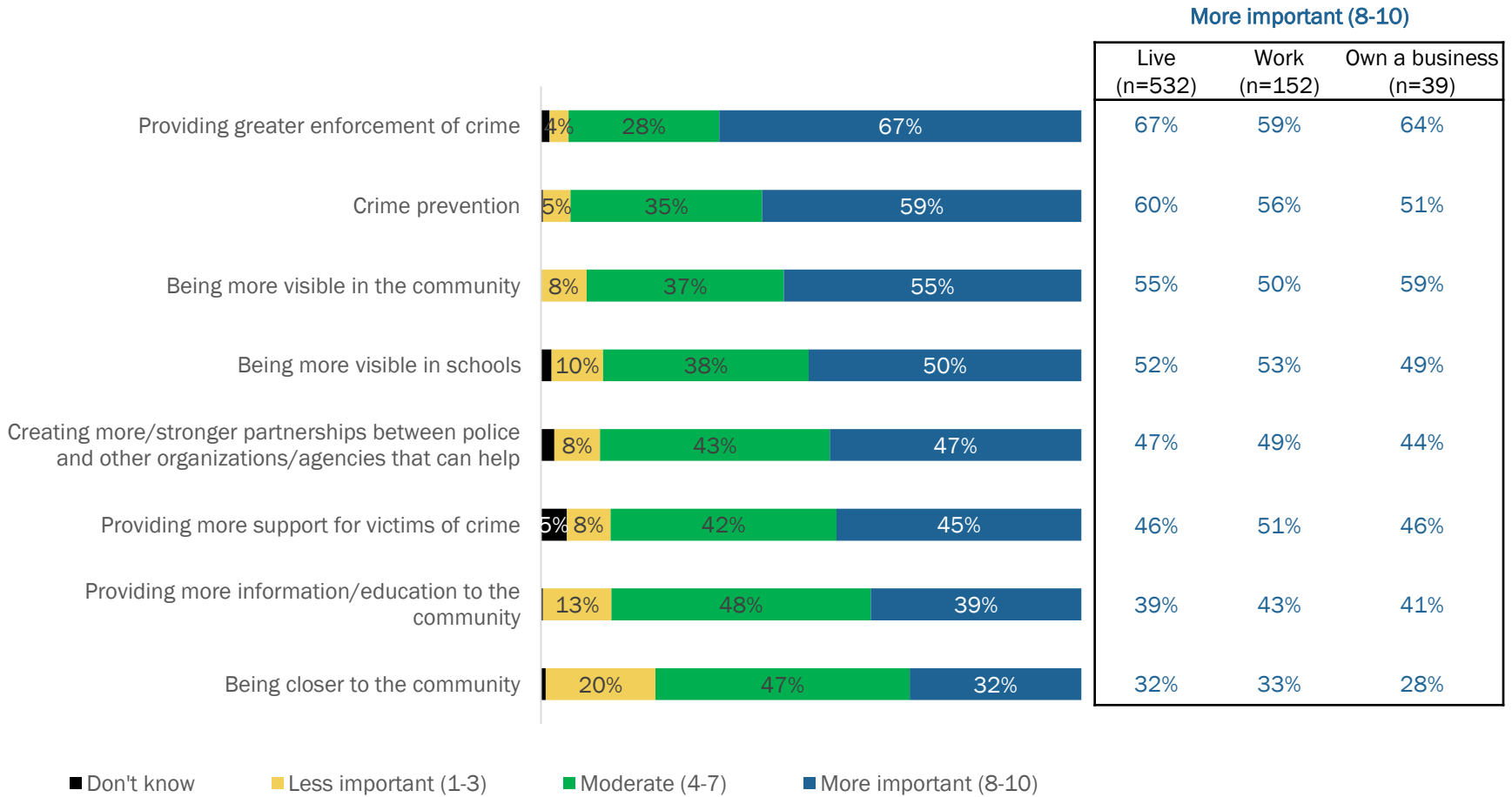
Nearly one third of survey respondents indicate that break and enters to homes are of the greatest concern to them in regards to safety in the City of St. Albert. This is followed closely by theft in general and drugs in the community.



Base: Survey respondents (n=567)

Q1. Considering the City of St. Albert as a whole, what would you say are the safety or crime issues of greatest concern to you, if any? Select up to three responses.

Survey respondents feel that it is most important that St. Albert RCMP focus on providing greater enforcement of crime, followed by crime prevention and being more visible in the community.

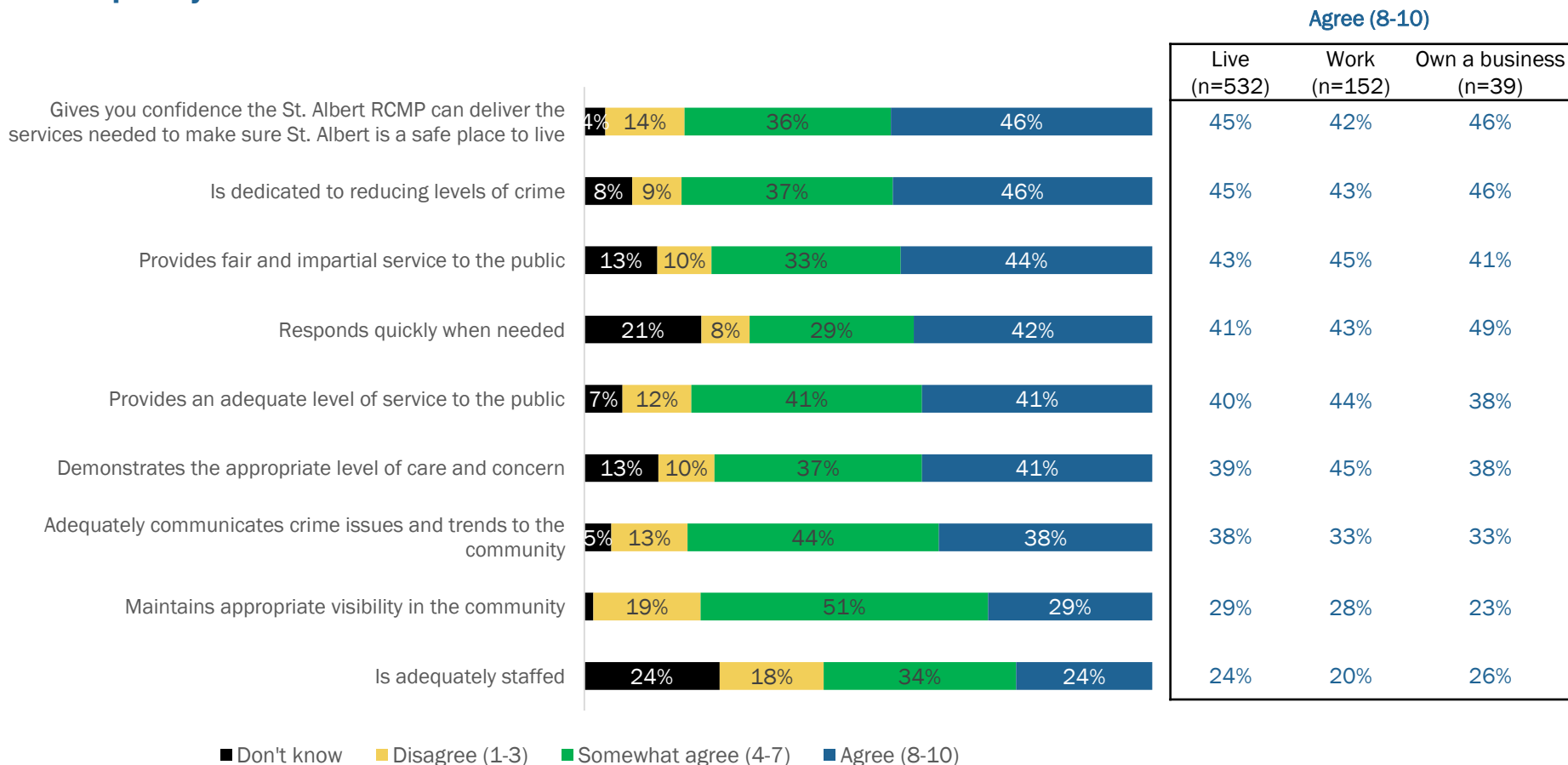


Base: Survey respondents (n=567)

Mentions 2% or less shown but not labelled

Q2. To help us determine priorities, please rate how important is it that the St. Albert RCMP focus on each of the following possible areas using the scale from 1 to 10 where 1 means NOT IMPORTANT AT ALL and 10 means EXTREMELY IMPORTANT. How important is it that the St. Albert RCMP focus on...

Survey respondents most strongly agree that the St. Albert RCMP gives them confidence that they can deliver the services needed to make sure St. Albert is a safe place to live, and are dedicated to reducing levels of crime. Respondents are less inclined to agree that the St. Albert RCMP maintains appropriate visibility in the community, and that they are adequately staffed.



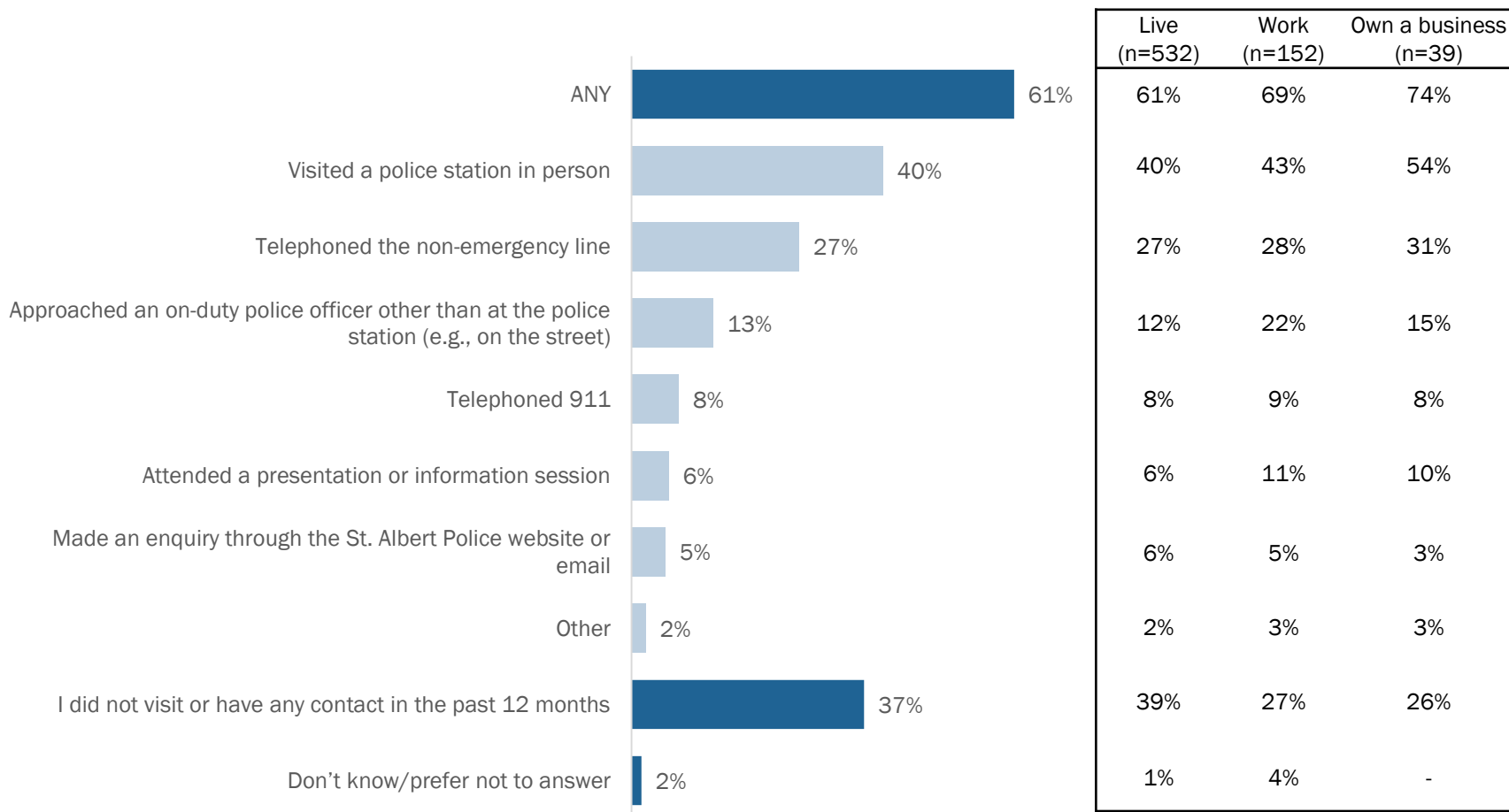
Base: Survey respondents (n=567)

Mentions 2% or less shown but not labelled

Q3. Based on your experiences or just general impressions, please indicate the extent to which you agree or disagree with the following statements using the scale from 1 to 10 where 1 means you STRONGLY DISAGREE and 10 means you STRONGLY AGREE. The St. Albert RCMP...

INTERACTIONS WITH ST. ALBERT RCMP

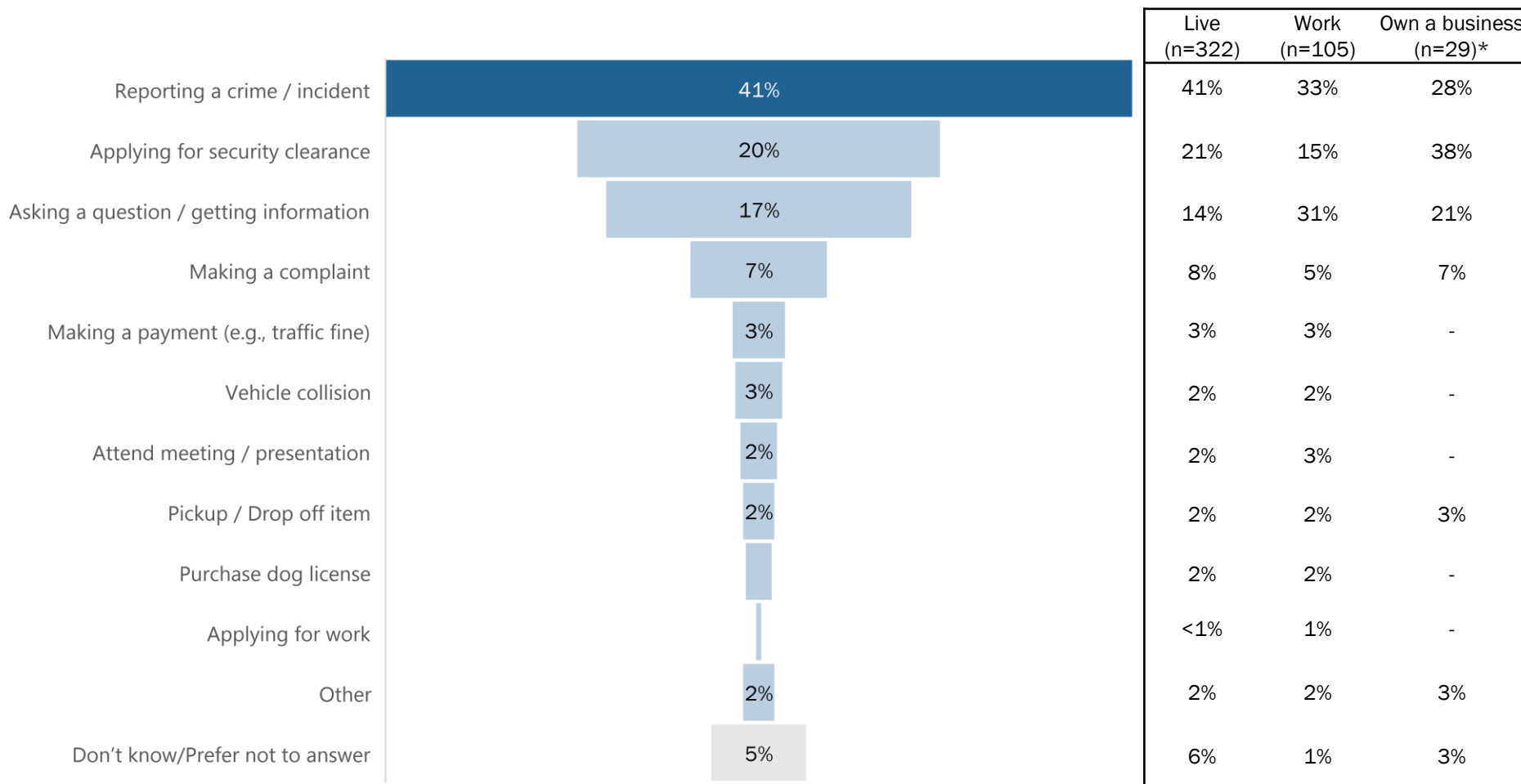
Three-in-five respondents have been in contact with the St. Albert RCMP within the past 12 months, most commonly visiting a police station, followed by making a call to the non-emergency line.



Base: Survey respondents (n=567)

Q4. In the past 12 months, did you visit or contact the St. Albert RCMP using the following... (check all that apply)?

Two-in-five respondents who have recently contacted the St. Albert RCMP indicate their reason for contact was to report a crime/incident.



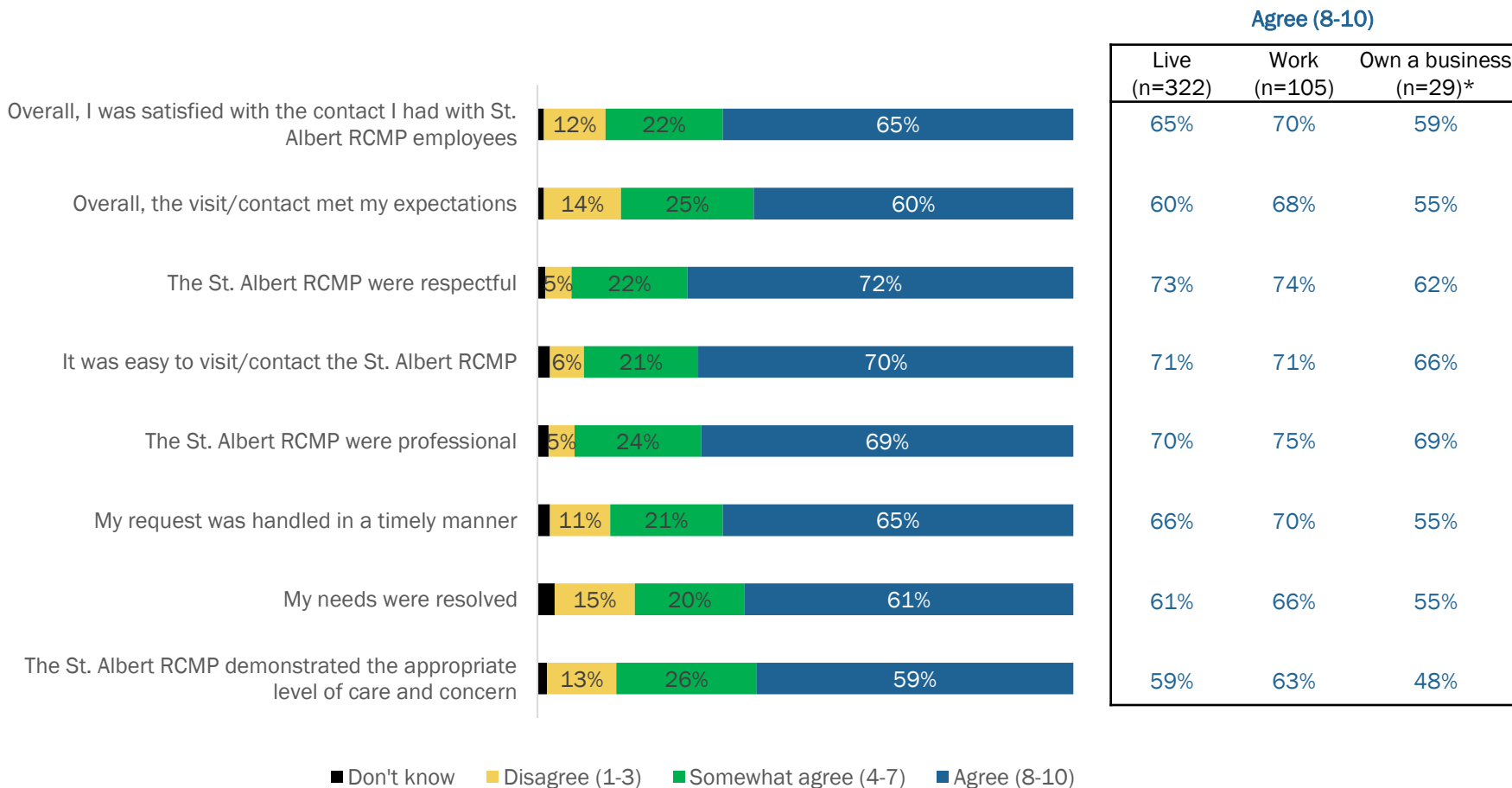
Base: Survey respondents who have contacted the St. Albert RCMP within the past 12 months (n=347)

Mentions less than 2% shown but not labeled

*Caution when interpreting results due to small sample size

Q5. Thinking about the time you most recently contacted the St. Albert RCMP, which of the following best describes the main reason you visited or contacted them? (select one only) 18

Overall, three-in-five respondents who have contacted the St. Albert RCMP within the past 12 months agree they are satisfied with the contact they had with the St. Albert RCMP, and agree their visit/contact met their expectations. They most strongly agree that the St. Albert RCMP were respectful, followed by it was easy to visit/contact the St. Albert RCMP.



Base: Survey respondents who have contacted the St. Albert RCMP within the past 12 months (n=347)

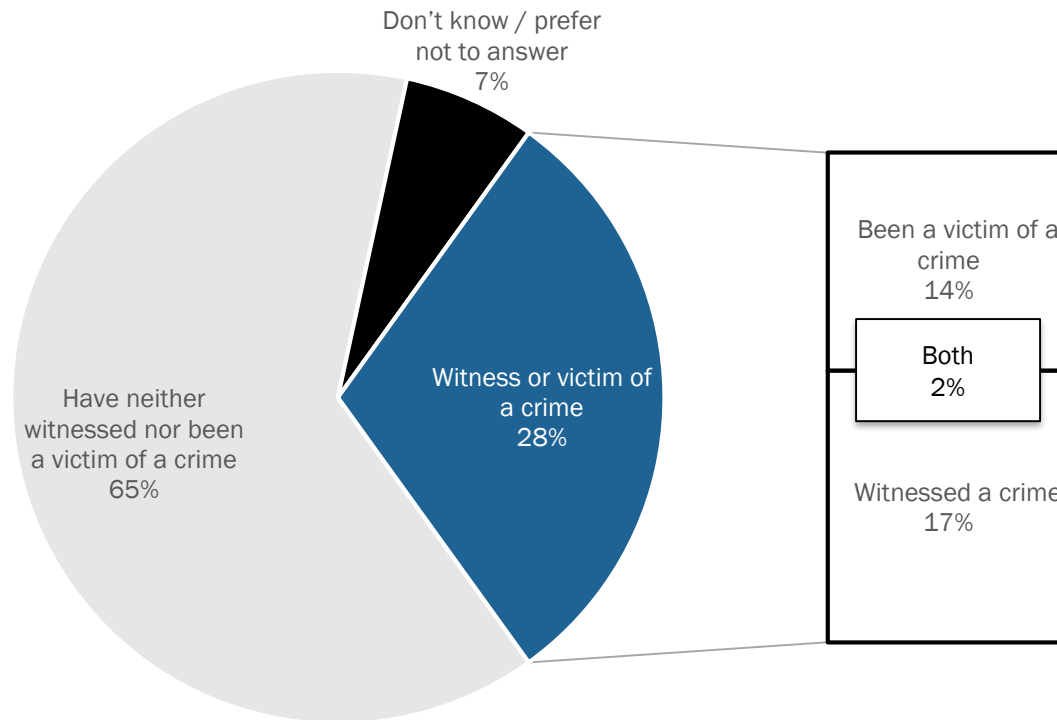
Mentions 2% or less shown but not labelled

*Caution when interpreting results due to small sample size

Q6. Thinking about the time you most recently contacted the St. Albert RCMP, please indicate the extent to which you agree or disagree with the following statements using the 19 scale from 1 to 10 where 1 means you STRONGLY DISAGREE and 10 means you STRONGLY AGREE.

VICTIMIZATION

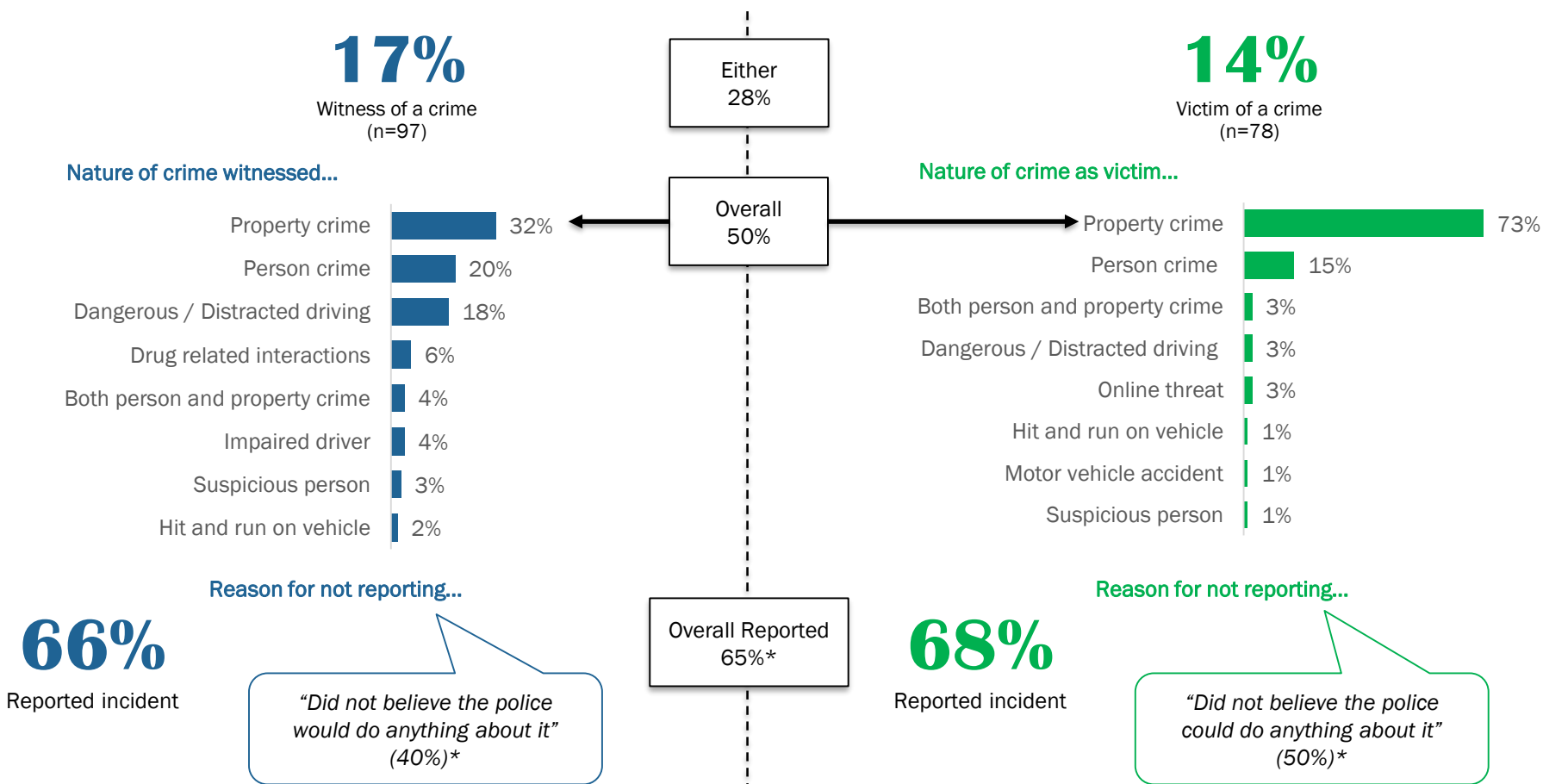
Over a quarter of respondents indicate they have witnessed or been a victim of a crime in the City of St. Albert within the past 12 months, with a fairly even distribution of witnesses and victims.



Incidence of Witnessing or Being a Victim of a Crime

	Total (n=567)	Live (n=532)	Work (n=152)	Own a business (n=39)
ANY	28%	28%	28%	31%
Been a victim of a crime	14%	14%	9%	13%
Witnessed a crime	17%	17%	21%	18%
Have neither witnessed nor been a victim of a crime	65%	66%	63%	56%
BOTH victim/witnessed a crime	2%	3%	2%	-
Don't know / prefer not to answer	7%	6%	9%	13%

Half of respondents who have either witnessed or been a victim of a crime within the past 12 months in the City of St. Albert indicate the nature of their crime was property related. Nearly two-thirds indicate they reported the crime to police. Among those who did not, their main reason for not reporting the crime was because they believe the police couldn't, or wouldn't do anything about it.



Base: Survey respondents who witnessed or were a victim of a crime within the past 12 months in the City of St. Albert (n=161)

*Base: Survey respondents who did not report crime (Overall, n=45; Witness, n=22**; Victim, n=25**)

**Caution to be used when interpreting results due to small sample size

Don't know/prefer not to answer responses not shown

Q8. Please indicate the nature of the crime you were a victim of or witnessed... Q9. Did you report the incident to the police? Q10. What was the main reason you did not report the crime to the St. Albert RCMP?

Witnessed and/or Been Victim of a Crime

	Total (n=567)	Live (n=532)	Work (n=152)	Own a business (n=39)
Witnessed and/or Been Victim	28%	28%	28%	31%
Nature of Crime	<i>(n=161)</i>	<i>(n=150)</i>	<i>(n=43)</i>	<i>(n=12)*</i>
Property crime (such as theft or fraud)	50%	50%	40%	50%
Person crime (such as an assault)	17%	17%	23%	8%
Dangerous / Distracted driving (speeding, running red lights, failure to stop at stop signs, etc.)	12%	11%	12%	17%
Drug related interactions	4%	3%	5%	8%
Both person and property crime	2%	3%	2%	-
Impaired driver	2%	3%	5%	8%
Hit and run on vehicle	2%	2%	2%	8%
Motor vehicle accident	2%	2%	-	-
Suspicious person	2%	2%	2%	-
Online threat	1%	1%	2%	-
Don't know/Prefer not to answer	6%	6%	7%	-
Reported Crime	<i>(n=161)</i>	<i>(n=150)</i>	<i>(n=43)</i>	<i>(n=12)*</i>
Yes	65%	65%	63%	50%
No	28%	29%	23%	33%
Don't know/prefer not to answer	7%	5%	14%	17%
Reason Did Not Report Crime	<i>(n=45)</i>	<i>(n=44)</i>	<i>(n=10)*</i>	<i>(n=4)*</i>
Did not believe the police would do anything about it	36%	34%	50%	75%
Did not believe the police could do anything about it	31%	32%	30%	-
It was not important enough to me	11%	11%	10%	-
Someone else reported it	9%	9%	-	25%
Embarrassed	2%	2%	-	-
Other	11%	11%	10%	-

Base: Survey respondents who witnessed or were a victim of a crime within the past 12 months in the City of St. Albert

*Caution when interpreting results due to small sample size

Q8. Please indicate the nature of the crime you were a victim of or witnessed... Q9. Did you report the incident to the police? Q10. What was the main reason you did not report the crime to the St. Albert RCMP?

Witnessed a Crime

	Total (n=567)	Live (n=532)	Work (n=152)	Own a business (n=39)
Witnessed a crime	17%	17%	21%	18%
Nature of Crime	(n=97)	(n=89)	(n=32)	(n=7)*
Property crime (such as theft or fraud)	32%	31%	31%	29%
Person crime (such as an assault)	20%	19%	22%	-
Dangerous / Distracted driving (speeding, running red lights, failure to stop at stop signs, etc.)	18%	17%	16%	29%
Drug related interactions	6%	6%	6%	14%
Both person and property crime	4%	4%	3%	-
Impaired driver	4%	4%	6%	14%
Suspicious person	3%	3%	3%	-
Hit and run on vehicle	2%	2%	3%	14%
Motor vehicle accident	2%	2%	-	-
Don't know/Prefer not to answer	9%	10%	9%	-
Reported Crime	(n=97)	(n=89)	(n=32)	(n=7)*
Yes	66%	67%	66%	43%
No	26%	27%	16%	43%
Don't know/prefer not to answer	8%	6%	19%	14%

Base: Survey respondents who witnessed or were a victim of a crime within the past 12 months in the City of St. Albert

*Caution when interpreting results due to small sample size

Q8. Please indicate the nature of the crime you were a victim of or witnessed... Q9. Did you report the incident to the police?

Victim of a Crime

	Total (n=567)	Live (n=532)	Work (n=152)	Own a business (n=39)
Been a victim of a crime	14%	14%	9%	13%
Nature of Crime	<i>(n=78)</i>	<i>(n=75)</i>	<i>(n=14)</i>	<i>(n=5)*</i>
Property crime (such as theft or fraud)	73%	73%	57%	80%
Person crime (such as an assault)	15%	15%	36%	20%
Both person and property crime	3%	3%	-	-
Dangerous / Distracted driving (speeding, running red lights, failure to stop at stop signs, etc.)	3%	3%	-	-
Online threat	3%	3%	7%	-
Hit and run on vehicle	1%	1%	-	-
Motor vehicle accident	1%	1%	-	-
Suspicious person	1%	1%	-	-
Reported Crime	<i>(n=78)</i>	<i>(n=75)</i>	<i>(n=14)</i>	<i>(n=5)*</i>
Yes	68%	67%	64%	60%
No	28%	29%	36%	20%
Don't know/prefer not to answer	4%	4%	-	20%

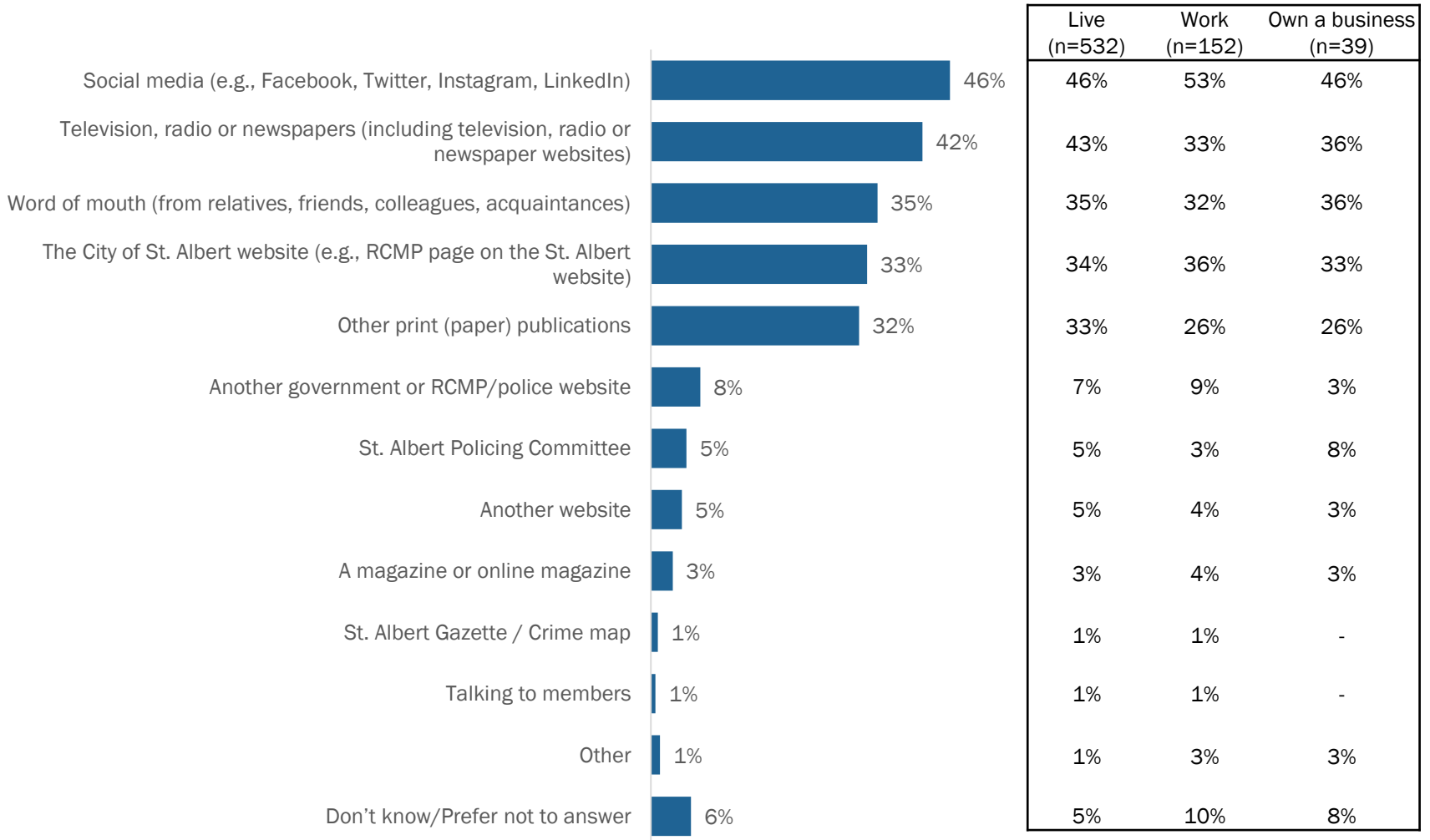
Base: Survey respondents who witness or were a victim of a crime within the past 12 months in the City of St. Albert

*Caution when interpreting results due to small sample size

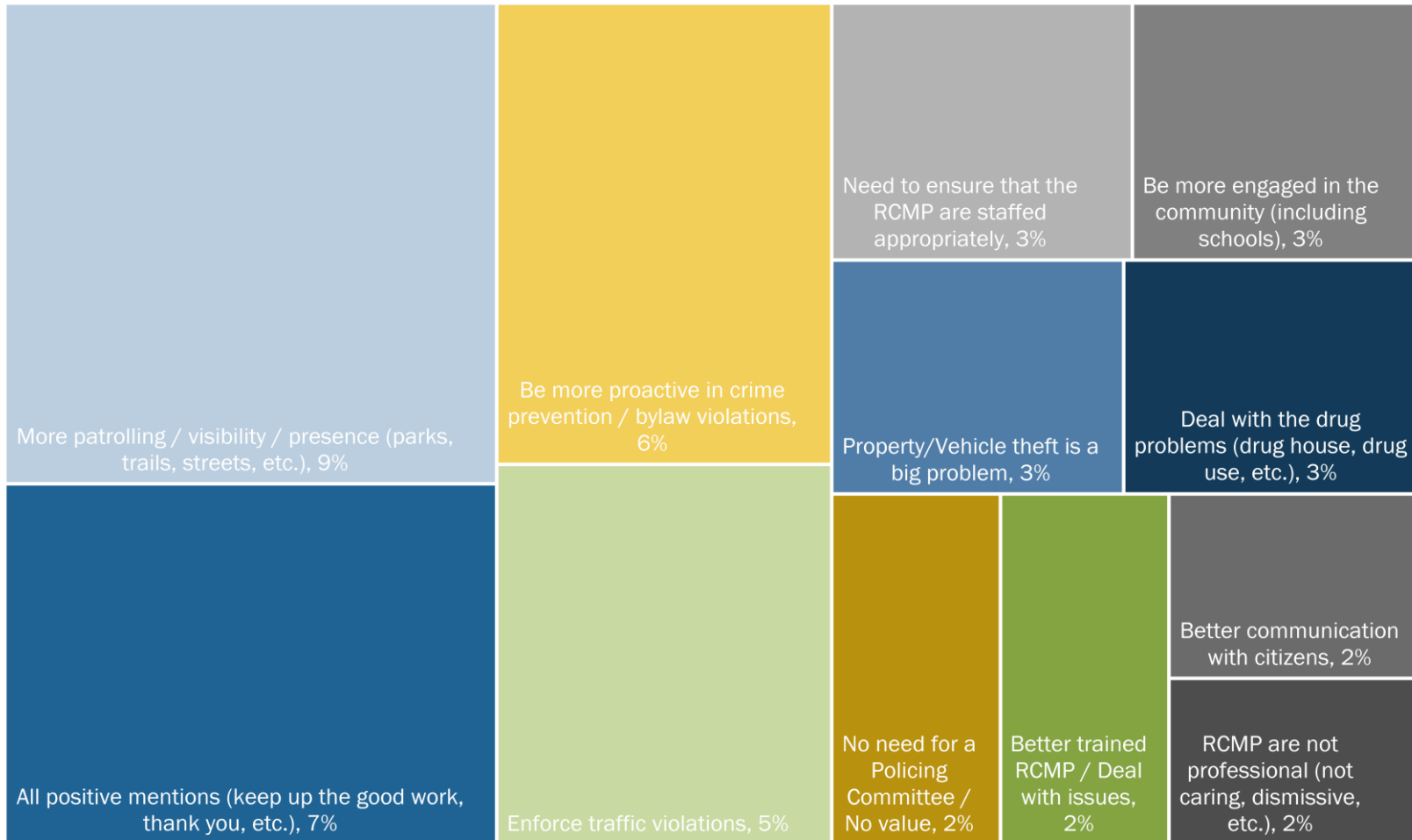
Q8. Please indicate the nature of the crime you were a victim of or witnessed... Q9. Did you report the incident to the police?

SOURCES OF INFORMATION

Social media, followed by television, radio or newspapers are the top sources of information for respondents when it comes to the St. Albert RCMP.



Two-thirds of respondents did not provide any other comments regarding the St. Albert RCMP or safety in their community. Among those who did provide a comment, more patrolling/visibility/presence was the most frequent mention.



Base: Survey respondents (n=567)

Mentions less than 2% not shown, as well as other mentions (4%)

Q12. Do you have any other comments about the St. Albert RCMP, St. Albert Policing Committee or safety in your community?

RESPONDENT PROFILE

RESPONDENT PROFILE

	Total (n=567)	Live (n=532)	Work (n=152)	Own Business (n=39)
Tenure in St. Albert				
5 years or less	22%	19%	26%	8%
6-10	12%	13%	11%	18%
11-20	21%	21%	24%	28%
21-30	24%	24%	23%	26%
Over 30 years	21%	22%	17%	21%
Not stated	<1%	<1%	-	-
MEAN	20 YEARS	20 YEARS	18 YEARS	22 YEARS
MEDIAN	19 YEARS	20 YEARS	17 YEARS	20 YEARS
Gender				
Female	51%	52%	61%	54%
Male	45%	45%	35%	46%
Transgender	1%	<1%	1%	-
Prefer not to answer	3%	3%	3%	-
Age				
Under 18	<1%	<1%	1%	-
18-24	3%	3%	5%	5%
25-34	14%	13%	16%	10%
35-44	26%	25%	32%	18%
45-54	22%	22%	24%	33%
55-64	20%	21%	18%	26%
65 or over	13%	14%	3%	8%
Prefer not to answer	2%	2%	1%	-
MEAN	48 YEARS	48 YEARS	44 YEARS	48 YEARS
MEDIAN	50 YEARS	50 YEARS	40 YEARS	50 YEARS
Visible Minority				
Yes	8%	7%	7%	-
No	87%	88%	88%	97%
Don't know/Prefer not to answer	5%	5%	5%	3%


RESPONDENT PROFILE

	Total (n=567)	Live (n=532)	Work (n=152)	Own Business (n=39)
Connection to St. Albert				
Live within the St. Albert City limits	94%	100%	78%	87%
Work within the St. Albert City limits	27%	22%	100%	62%
Own a business within the St. Albert City limits	7%	6%	16%	100%
Number of People in Household				
1	8%	8%	5%	3%
2	31%	32%	24%	33%
3	18%	18%	16%	13%
4 or more	37%	36%	45%	49%
I prefer not to answer	7%	5%	11%	3%
MEAN	3.1	3.0	3.4	3.4
MEDIAN	3.0	3.0	3.5	3.5
Ages in Household				
Children 18 or under	38%	38%	45%	49%
5 years or under	15%	15%	16%	13%
6 to 12 years	17%	17%	20%	15%
13 to 18 years	15%	15%	20%	28%
19 to 44 years	51%	52%	57%	51%
45 to 64 years	41%	42%	43%	64%
65 years or older	18%	18%	7%	13%
I prefer not to answer	17%	15%	20%	8%

RESPONDENT PROFILE

	Total (n=567)	Live (n=532)	Work (n=152)	Own Business (n=39)
Neighbourhood				
Grandin	17%	18%	15%	13%
Lacombe Park	12%	12%	11%	10%
North Ridge	9%	10%	8%	5%
Deer Ridge	9%	8%	12%	8%
Erin Ridge	7%	7%	7%	10%
Akinsdale	7%	7%	6%	5%
Heritage Lakes	5%	5%	3%	3%
Oakmont	4%	4%	3%	5%
Braeside	3%	3%	1%	8%
Forest Lawn	3%	3%	2%	5%
Pineview	3%	3%	3%	3%
Woodlands	3%	3%	2%	8%
Kingswood (including Regency Heights)	2%	3%	1%	3%
Mission	2%	2%	2%	3%
Erin Ridge North	2%	2%	2%	-
Sturgeon Heights	2%	2%	1%	-
Inglewood	1%	1%	1%	-
Riverside	1%	1%	3%	3%
Do not live in St. Albert	1%	<1%	3%	-
Downtown	1%	<1%	1%	3%
Other	1%	1%	2%	3%
Don't know/Prefer not to answer	5%	2%	10%	5%

OUR SERVICES

- **Leger**
Marketing research and polling
- **Leger Metrics**
Real-time VOC satisfaction measurement
- **Leger Analytics**
Data modeling and analysis
- **Leger UX** 
UX research and optimization of interactive platforms
- **Legerweb**
Panel management
- **Leger Communities**
Online community management
- **International Research**
Worldwide Independent Network (WIN)
- **Qualitative Research**
Room Rentals

400
EMPLOYEES



75
CONSULTANTS



6
OFFICES

EDMONTON | CALGARY | TORONTO | MONTREAL | QUEBEC | PHILADELPHIA

OUR CREDENTIALS



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

Leger



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