

2022 PUBLIC OPINION SERVICE EVALUATIONS

Lethbridge Police Service

Final Report

July 21, 2022

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INTRODUCTION

1



Objectives and Methodology

These are the findings of an Ipsos survey conducted on behalf of the Lethbridge Police Service. The main objective of the survey is to understand citizens' perceptions of the Lethbridge Police Service, community safety, and priorities for improvement.

For this research, Ipsos conducted a telephone survey with a randomly selected representative sample of 400 adult (18+ years) Lethbridge residents between May 12 and 28, 2022.

Interviewing was conducted on both cellphones (65%) and landlines (35%). A screening question was included at the start of the survey to confirm residency in the City of Lethbridge.

Households with members who work for the Lethbridge Police Service were excluded from the research.

The final data has been weighted to ensure that the gender/age and regional distribution reflects that of the actual population in Lethbridge according to the most recent Census data.

Overall results based on a sample size of 400 are accurate to within ± 4.9 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.

Some totals in the report may not add up to 100%. Some summary statistics (e.g., total agree) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

Where possible, this year's results are compared to past Lethbridge Police Service surveys. Arrows (▲▼) are used to denote any significant differences between 2022 and 2020.



EXECUTIVE SUMMARY

2

Executive Summary

Perceptions of Lethbridge Police Service

Most citizens are satisfied with the services provided by LPS overall.

Perceptions of LPS community policing have declined although remain high overall.

- More than three-quarters (78%) of citizens say they are satisfied with the services provided by LPS overall.
- A total of 86% say LPS is doing a good (57%) or an adequate (29%) job of policing the community, down 8 points from 2020. Conversely, the percentage saying LPS is doing a poor job is up 8 points to currently sit at 14%.
 - Those saying LPS is doing a good job attribute this to a variety of reasons, including “satisfied/happy with job doing (general)” (17% coded open-ends), “fast/responsive/quick to deal with issues” (12%), “low crime rate” (11%), and “visible/present in community” (11%).
 - The main reason for saying LPS is doing a poor job is “high crime rate” (23% coded open-ends). Other reasons include “not everyone is treated equally” (11%) and “slow response time” (10%).
- Perceptions of LPS are higher among those who have not recently had any direct contact with an LPS officer.
 - Overall Satisfaction: 83% satisfied among those who have not recently had any direct contact vs. 74% of those who have had direct contact.
 - Policing the Community: 91% good/adequate job among those who have not recently had any direct contact vs. 81% of those who have had direct contact.

Executive Summary

Perceptions of Lethbridge Police Service (cont.)

LPS is meeting the expectations of most citizens although less so than previous years.

Assessments of professionalism are favourable.

Nearly four-in-ten think LPS is not adequately staffed.

Slightly more than half report having direct contact with a LPS officer in the past year.

- Overall, 84% of citizens say LPS is doing a good (58%) or an adequate (25%) job *meeting expectations about what the police should be doing to keep Lethbridge a safe and secure place to live and work*, down 7 points from 2020.
- Similarly, 84% rate the *level of professionalism of Lethbridge Police Service personnel* as good (63%) or adequate (21%). No tracking information is available for this question.
- A small majority (56%) agree that LPS is adequately staffed to respond to calls for service and provide a safe community. Nearly four-in-ten (38%) disagree.
- Overall, 53% of citizens say they have had direct contact with an LPS officer in the past year. This is up 8 points from 2020, although year-over-year comparisons should be interpreted with caution due to changes in question wording. Specifically, the definition of 'direct contact' was expanded this year to include in-person, face-to-face, telephone, and online, while the 2020 survey only asked about in-person, face-to-face contact.

Executive Summary

Perceptions of Community Safety

Most describe Lethbridge as a safe community overall.

Half feel community safety has not changed over the past 12 months. Those noticing a change are more negative than positive.

Drugs are the main reason behind perceptions of deteriorating safety.

- Seven-in-ten (71%) citizens say Lethbridge is a safe community overall. This year's results are not directly comparable to past surveys due to differences in question wording (the 2022 survey focused on community safety while previous surveys asked about neighbourhood safety). However, directional comparisons show a downward trend in perceptions for the second consecutive year. Specifically, while perceptions prior to 2020 consistently tracked above 90%, this dropped to 83% in 2020 and to 71% in 2022.
- Half (52%) say there has been 'no change' in community safety over the past 12 months. Another 28% say Lethbridge has become less safe, while 19% say it has become more safe, resulting in an overall net decline in feelings of community safety. While not directly comparable to past surveys due to differences in question wording, perceptions appear to have shifted slightly this year, with fewer respondents saying they feel less safe this year (dropping from a high of 35% in 2020 to 28% in 2022). At the same time, the percentage saying no change has increased from 43% to 52%.
 - Those saying Lethbridge has become less safe mainly attribute this to "drugs" (48% coded open-ends). Other reasons include "crime/increase in crime" (29%), "decrease in public safety/feel unsafe" (19%), "homelessness" (14%), and "police staffing issues (not enough police)" (14%).

Executive Summary

Priorities

Nearly half think LPS officers should participate in more community policing activities while on duty.

Citizens' top three priorities for LPS are property crime, drug crime, and crimes against persons.

Recommendations for service improvements focus on crime prevention and community visibility.

- Overall, 48% of citizens say LPS officers should do more community policing activities (such as making regular foot and bicycle patrols and meeting with community groups, business owners and other residents) while on duty. Another 43% say the level of these activities should remain about the same. Only 5% say LPS officers should do less of these types of community policing activities. This year's results are statistically consistent with 2020.
- To understand where the public thinks LPS should devote greater effort over the next four years, citizens were presented with a list of six priorities and asked to rank their top three. The three priorities that come out on top are *property crime, including break and enters, thefts from vehicles, vehicle theft, and mischief* (78% total mentions), *drug crime* (76%), and *crimes against persons, including assault, sex assault, robbery, and homicide* (73%).
 - Less emphasis is placed on *nuisance offences, including vagrancy, trespassing, and panhandling* (29%), *traffic enforcement* (19%), and *fraud* (18%).
- When it comes to recommendations for service improvements, a majority of citizens say they would like to see LPS do more in the way of *crime prevention, including programs or projects intended to stop offences before they occur* (71%, up 7 points from 2020) and *community visibility, including foot and bicycle patrols and police patrols in residential areas* (61%, on par with 2020).
 - Opinion is split on *community partnerships and engagement, including The Watch program and working with stakeholder groups on joint initiatives*, with 44% saying LPS should do more in this area and 43% saying LPS's level of involvement should remain about the same. This is on par with 2020.
 - One-third (32%) of citizens say LPS should do more *traffic enforcement, including check stops, equipment checks, and speed checks*. Half (50%) think this should stay about the same. This is on par with 2020.

DETAILED RESULTS

3

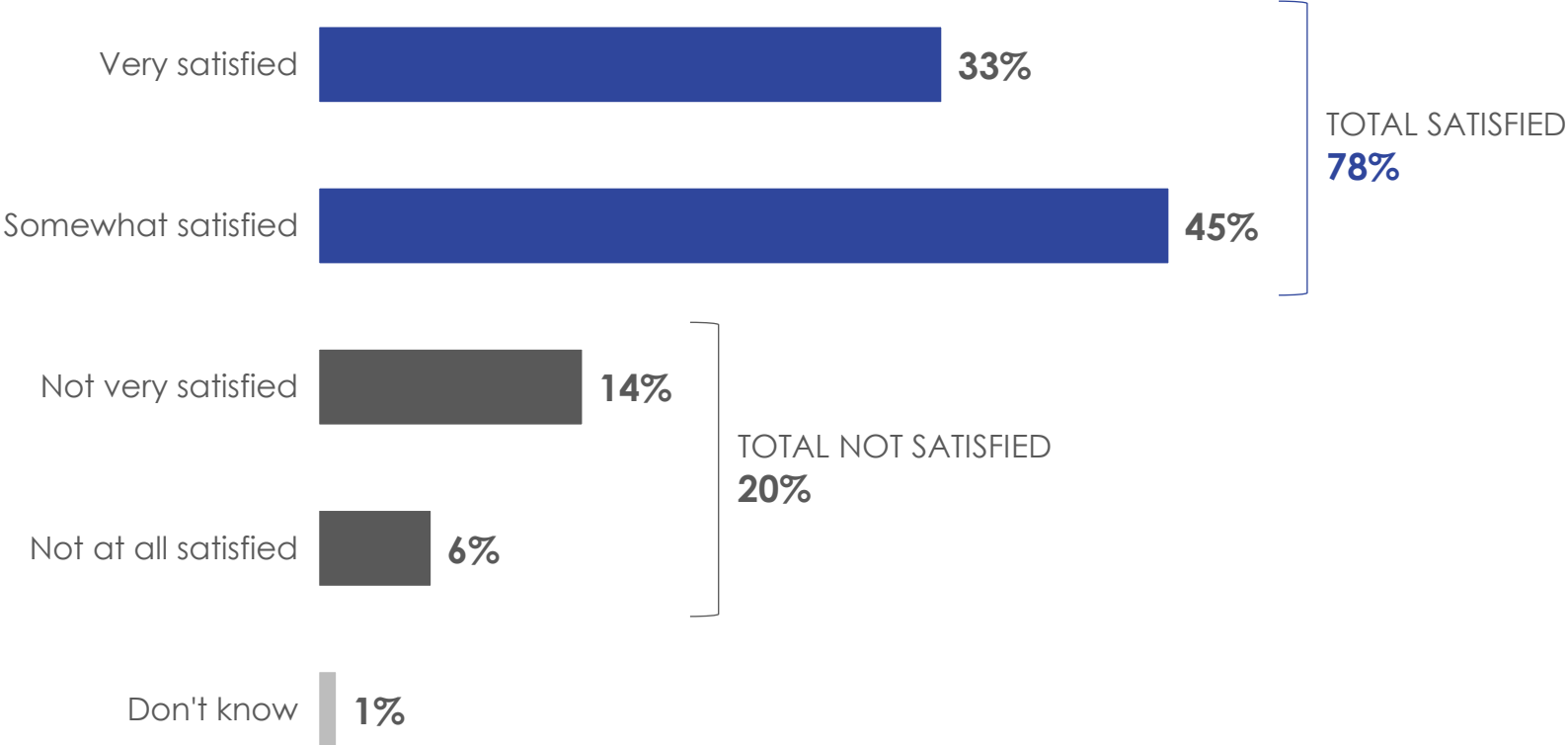


PERCEPTIONS OF LETHBRIDGE POLICE SERVICE

3.1

Overall Satisfaction with Lethbridge Police Service

SATISFACTION WITH LETHBRIDGE POLICE SERVICE



Base: All respondents (n=400)
Q1. Taking everything into account, including your own personal experience and anything you may have read, seen or heard, how satisfied are you with the services provided by the Lethbridge Police Service overall?



Overall Satisfaction with Lethbridge Police Service by Demographics

SATISFACTION WITH LETHBRIDGE POLICE SERVICE

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL SATISFIED	78%	76%	81%	74%	73%	86% CD	76%	84%	75%	74%	83% I
TOTAL NOT SATISFIED	20%	23%	18%	23% E	27% E	13%	24%	15%	23%	26% J	15%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K to <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL SATISFIED	78%	82%	72%	79%	72%	81%	80%	75%	78%	79%	77%	82%	78%	79%
TOTAL NOT SATISFIED	20%	18%	24%	20%	26%	18%	18%	24%	21%	19%	23%	16%	22%	20%

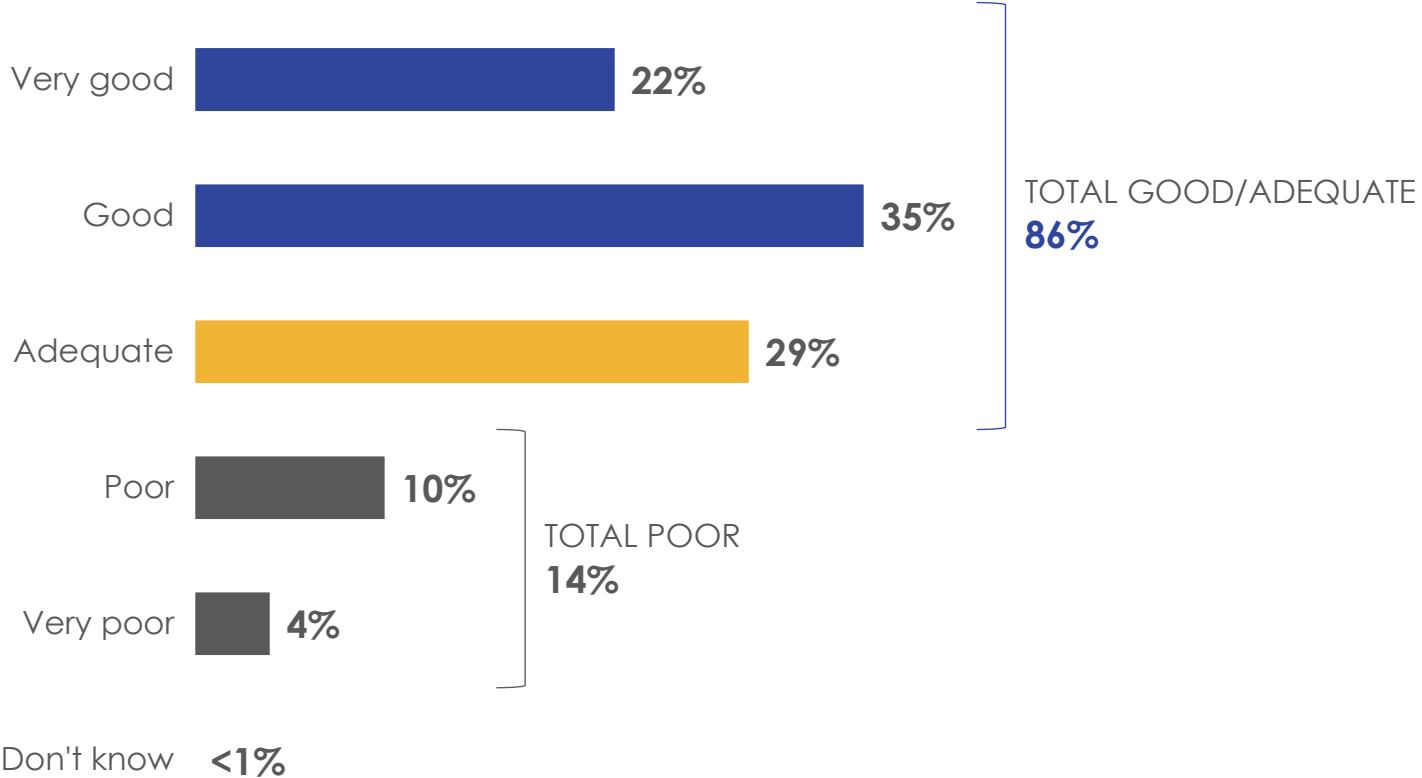
* Small sample size (<100), interpret with caution.

Base: All respondents

Q1. Taking everything into account, including your own personal experience and anything you may have read, seen or heard, how satisfied are you with the services provided by the Lethbridge Police Service overall?

Overall Performance Evaluation

OVERALL PERFORMANCE OF LETHBRIDGE POLICE SERVICE IN POLICING THE COMMUNITY



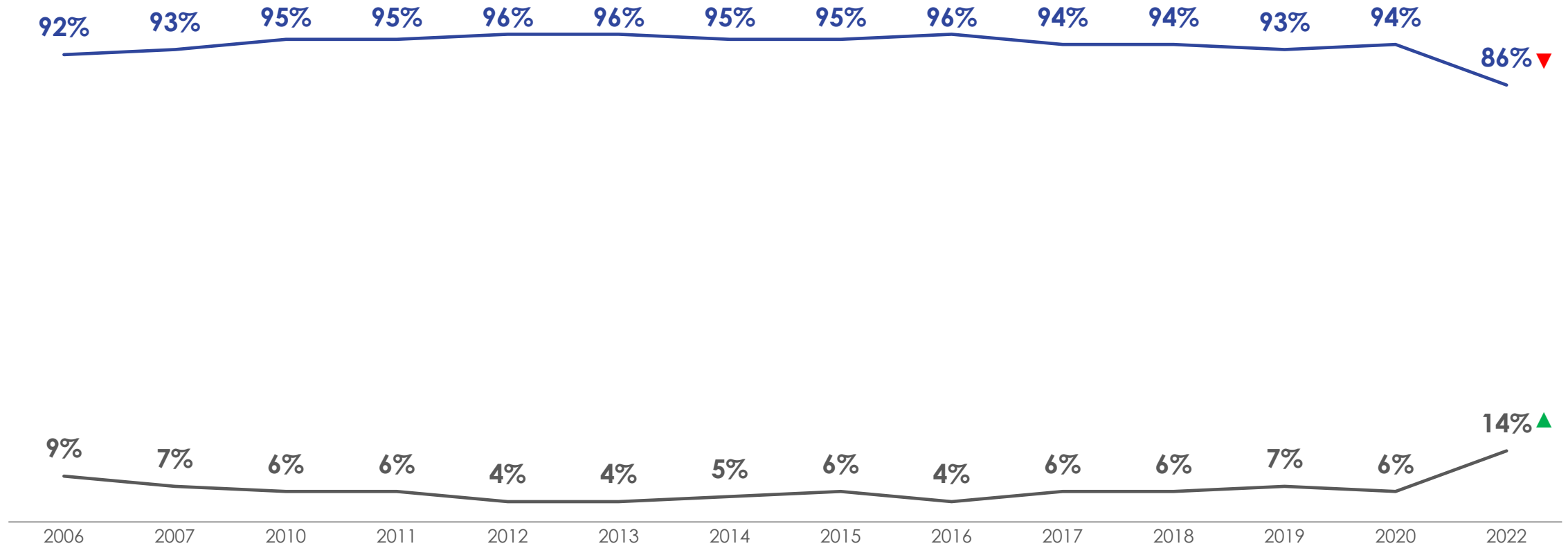
Base: All respondents (n=400)
Q2. How would you rate the job the Lethbridge Police Service is doing in policing the community?



Overall Performance Evaluation – Tracking

OVERALL PERFORMANCE OF LETHBRIDGE POLICE SERVICE IN POLICING THE COMMUNITY

■ TOTAL GOOD/ADEQUATE ■ TOTAL POOR



Base: All respondents (n=400)
Q2. How would you rate the job the Lethbridge Police Service is doing in policing the community?

Overall Performance Evaluation by Demographics

OVERALL PERFORMANCE OF LETHBRIDGE POLICE SERVICE IN POLICING THE COMMUNITY

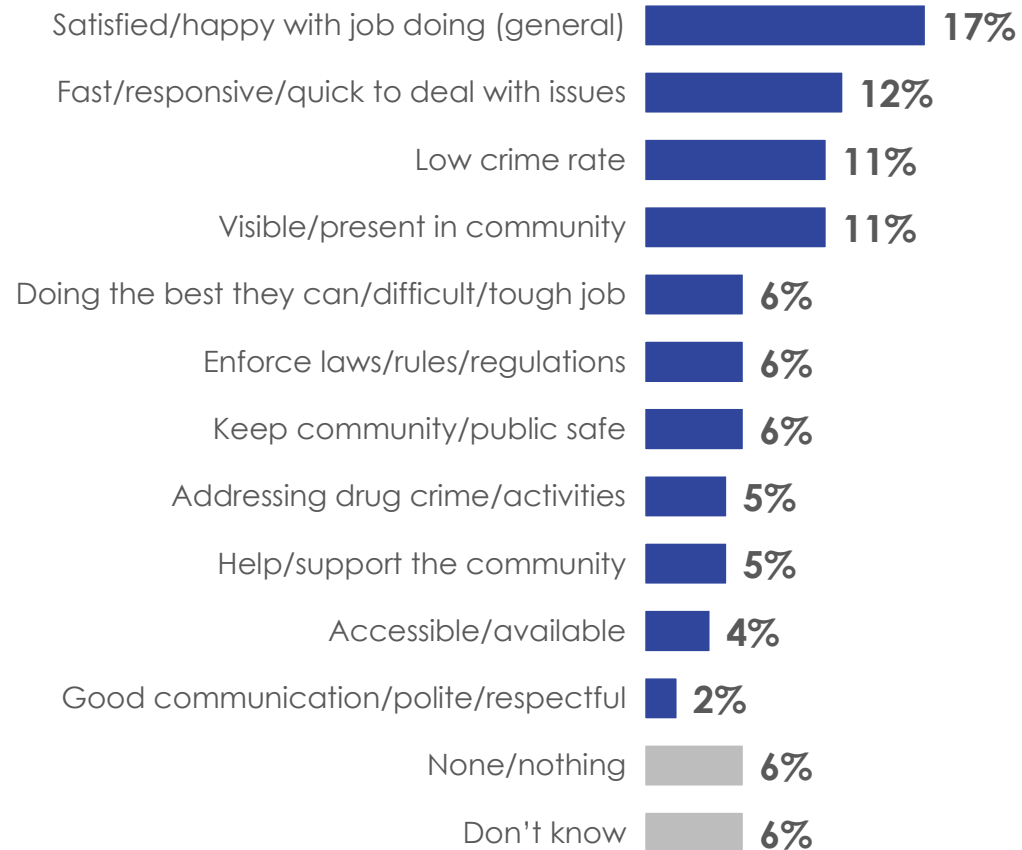
	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL GOOD/ADEQUATE	86%	83%	88%	85%	82%	90%	83%	87%	86%	81%	91% I
TOTAL POOR	14%	17%	11%	15%	17%	10%	17%	13%	13%	19% J	8%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K to <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL GOOD/ADEQUATE	86%	91%	85%	83%	83%	87%	85%	85%	84%	87%	86%	89%	88%	81%
TOTAL POOR	14%	9%	14%	17%	17%	13%	14%	15%	15%	13%	13%	11%	12%	19%

* Small sample size (<100), interpret with caution.
Base: All respondents
Q2. How would you rate the job the Lethbridge Police Service is doing in policing the community?

Reasons Doing Good Job Policing Community

REASONS FOR GOOD JOB RATING (CODED OPEN-END)



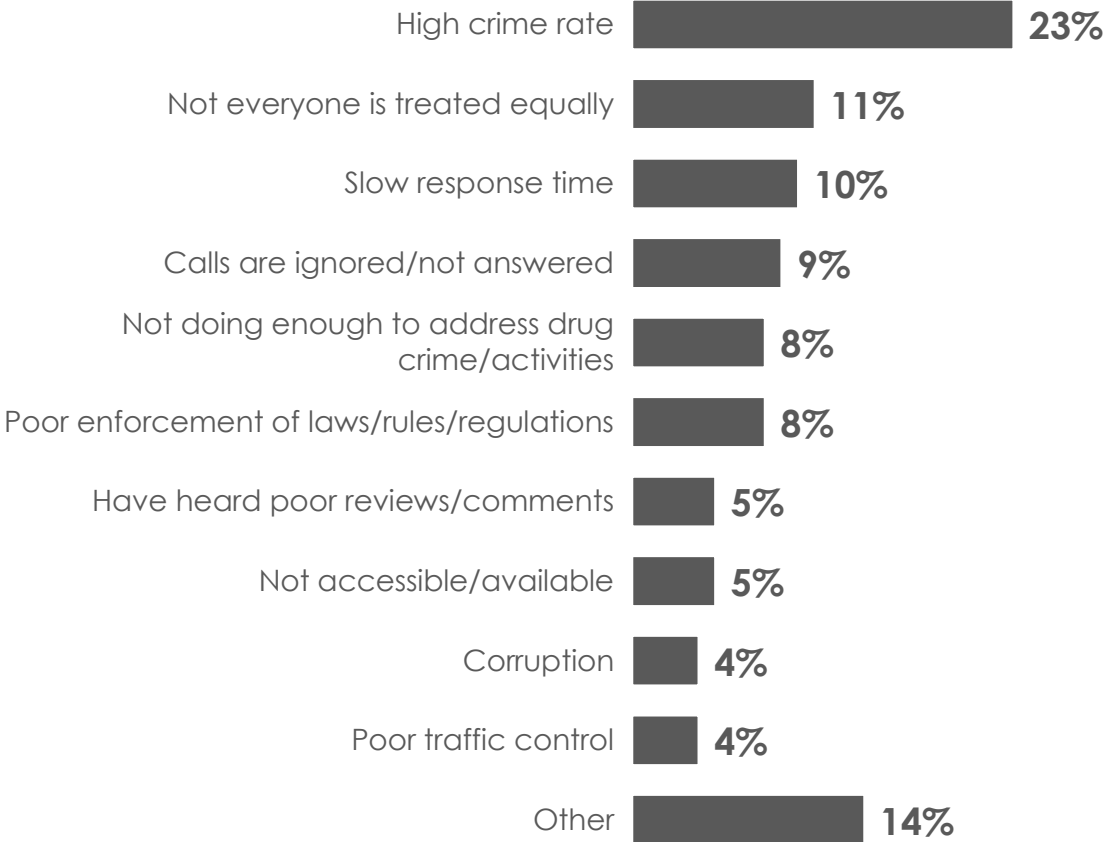
Mentions <2% not shown.

Base: Those saying LPS is doing a good job policing community (n=232)

Q3. What is the main reason why you say the Lethbridge Police Service is doing a GOOD job in policing the community?

Reasons Doing Poor Job Policing Community

REASONS FOR POOR JOB RATING (CODED OPEN-END)

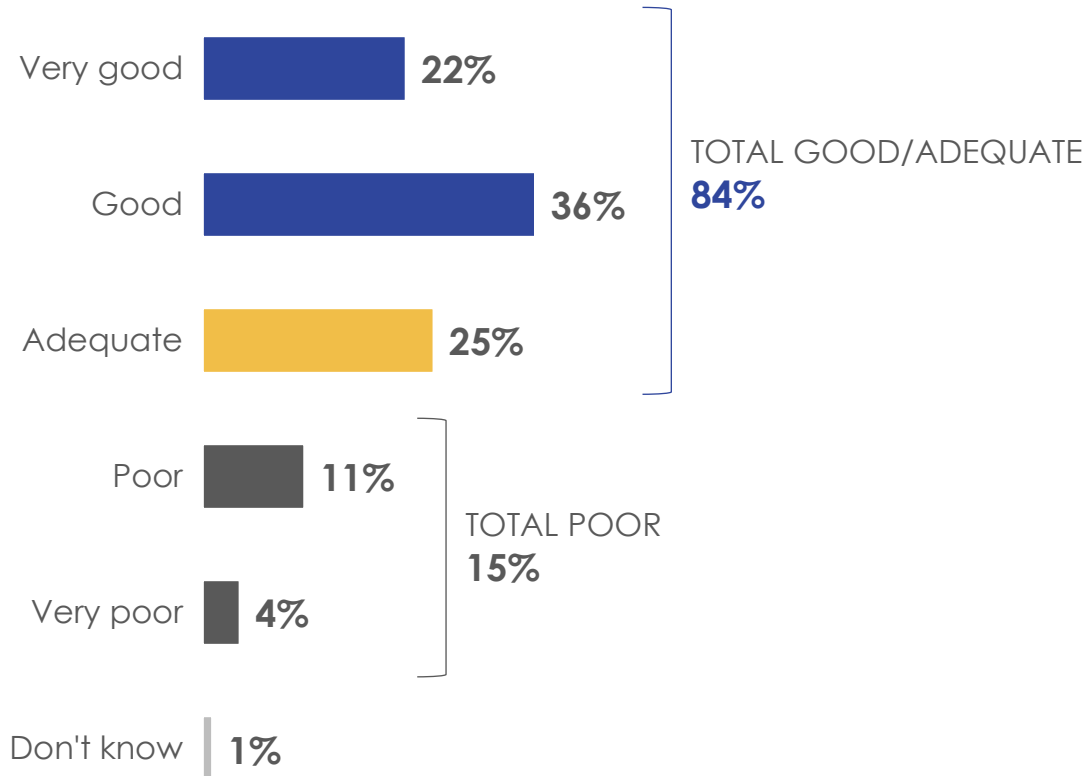


* Small sample size (<100), interpret with caution.
Base: Those saying LPS is doing a poor job policing community (n=53)*
Q4. What is the main reason why you say the Lethbridge Police Service is doing a POOR job in policing the community?

Meeting Expectations and Level of Professionalism

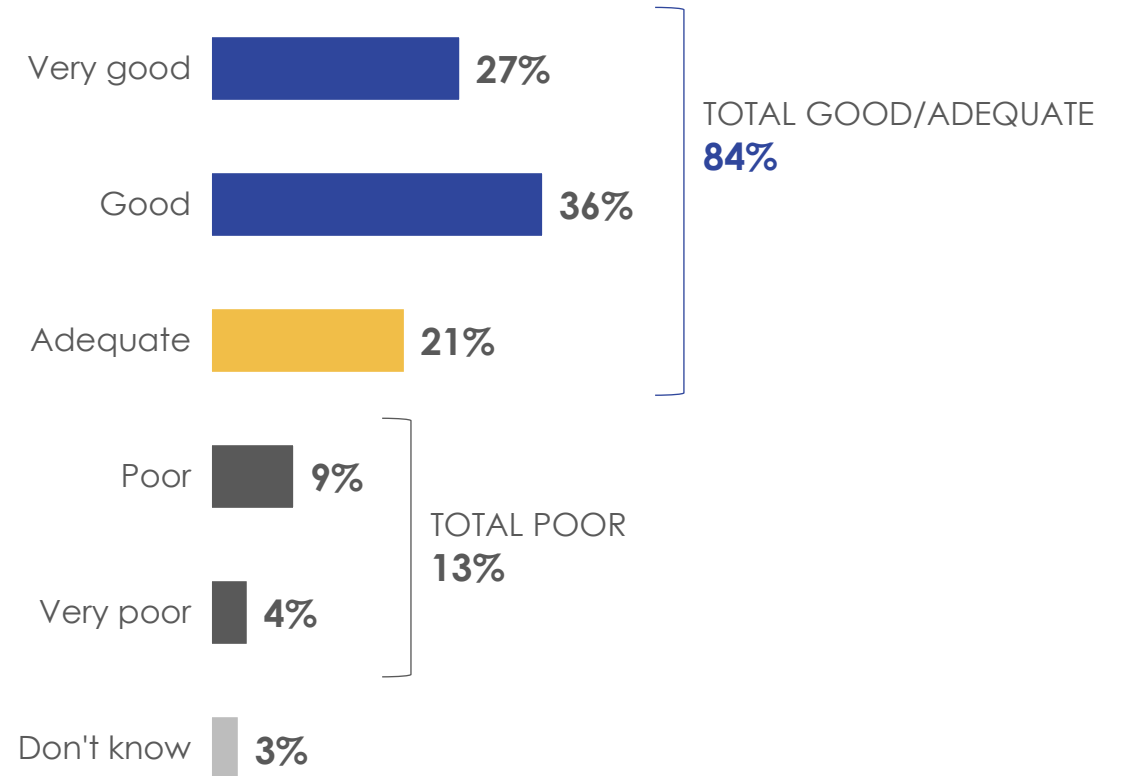
MEETING EXPECTATIONS

Meeting expectations about what the police should be doing to keep Lethbridge a safe and secure place to live and work



LEVEL OF PROFESSIONALISM

Level of professionalism of Lethbridge Police Service personnel

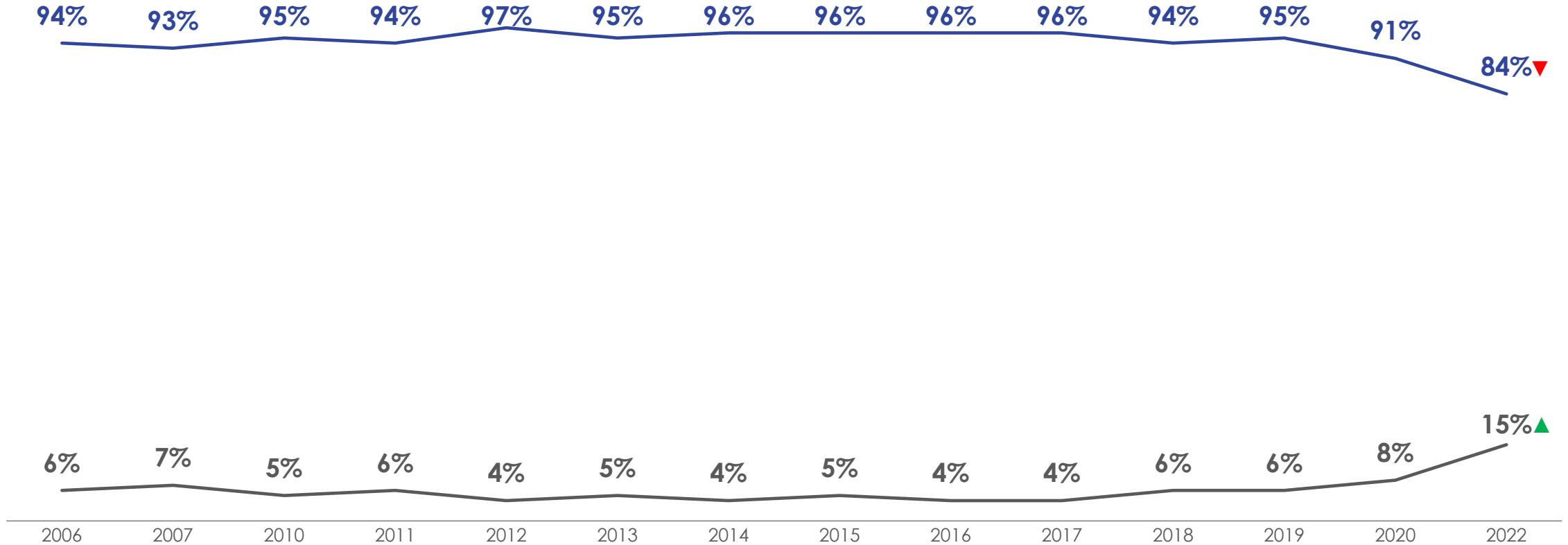


Base: All respondents (n=400)
Q5. How would you rate the Lethbridge Police Service in each of the following areas?

Meeting Expectations – Tracking

MEETING EXPECTATIONS ABOUT WHAT THE POLICE SHOULD BE DOING TO KEEP LETHBRIDGE A SAFE AND SECURE PLACE TO LIVE AND WORK

■ TOTAL GOOD/ADEQUATE ■ TOTAL POOR



Base: All respondents (n=400)
Q5. How would you rate the Lethbridge Police Service in each of the following area ...?

Meeting Expectations by Demographics

MEETING EXPECTATIONS ABOUT WHAT THE POLICE SHOULD BE DOING TO KEEP LETHBRIDGE A SAFE AND SECURE PLACE TO LIVE AND WORK

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL GOOD/ADEQUATE	84%	81%	86%	84%	78%	88% D	81%	83%	86%	79%	89% I
TOTAL POOR	15%	18%	13%	16%	20% E	11%	19%	15%	13%	20% J	11%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K - <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL GOOD/ADEQUATE	84%	92% BC	77%	82%	82%	84%	85%	82%	83%	85%	83%	88% M	88% M	74%
TOTAL POOR	15%	8%	21% A	17% A	16%	15%	14%	18%	17%	14%	15%	12%	11%	23% KL

* Small sample size (<100), interpret with caution.
 Base: All respondents
 Q5. How would you rate the Lethbridge Police Service in each of the following area ...?

Level of Professionalism by Demographics

LEVEL OF PROFESSIONALISM OF LETHBRIDGE POLICE SERVICE PERSONNEL

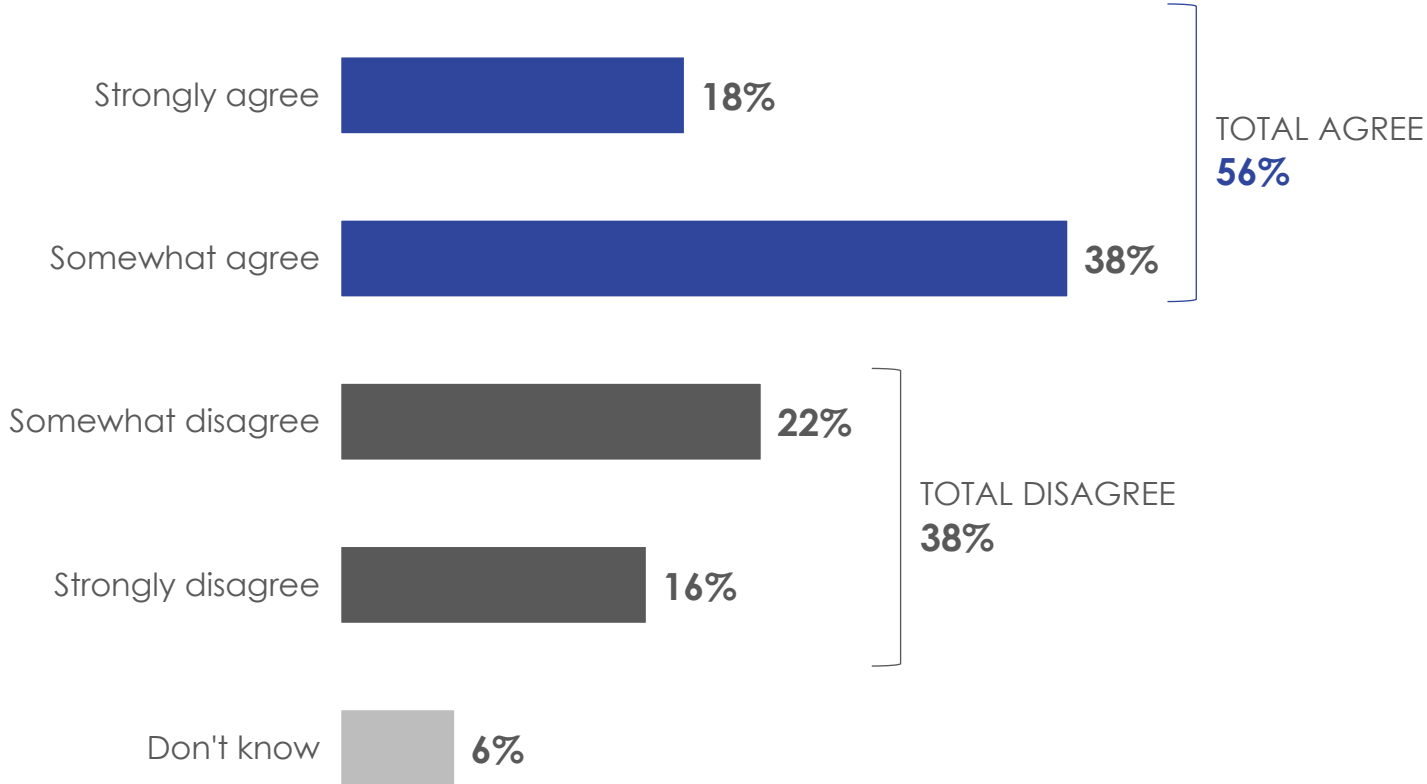
	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL GOOD/ADEQUATE	84%	83%	85%	85%	79%	88% D	81%	88%	83%	84%	84%
TOTAL POOR	13%	15%	11%	14%	20% E	7%	15%	10%	14%	15%	11%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K - <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL GOOD/ADEQUATE	84%	89%	79%	84%	84%	84%	85%	82%	82%	86%	84%	91% L	80%	82%
TOTAL POOR	13%	8%	17%	14%	15%	13%	11%	17%	15%	11%	14%	6%	17% K	16% K

* Small sample size (<100), interpret with caution.
 Base: All respondents
 Q5. How would you rate the Lethbridge Police Service in each of the following area ...?

Perceptions of Staffing

AGREEMENT LEVEL THAT LETHBRIDGE POLICE SERVICE IS ADEQUATELY STAFFED



Base: All respondents (n=400)
Q6. Do you agree or disagree that the Lethbridge Police Service is adequately staffed to respond to calls for service and provide a safe community? (Is that strongly or somewhat agree/disagree?)

Perceptions of Staffing by Demographics

AGREEMENT LEVEL THAT LETHBRIDGE POLICE SERVICE IS ADEQUATELY STAFFED

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL AGREE	56%	60%	51%	68% DE	48%	51%	58%	58%	52%	47%	65% I
TOTAL DISAGREE	38%	34%	43%	28%	48% C	40% C	38%	36%	40%	46% J	30%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K - <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL AGREE	56%	68% C	65% C	46%	53%	57%	51%	64% F	57%	59%	51%	62% M	58%	48%
TOTAL DISAGREE	38%	29%	31%	46% AB	42%	36%	42%	32%	37%	36%	43%	32%	38%	43%

* Small sample size (<100), interpret with caution.

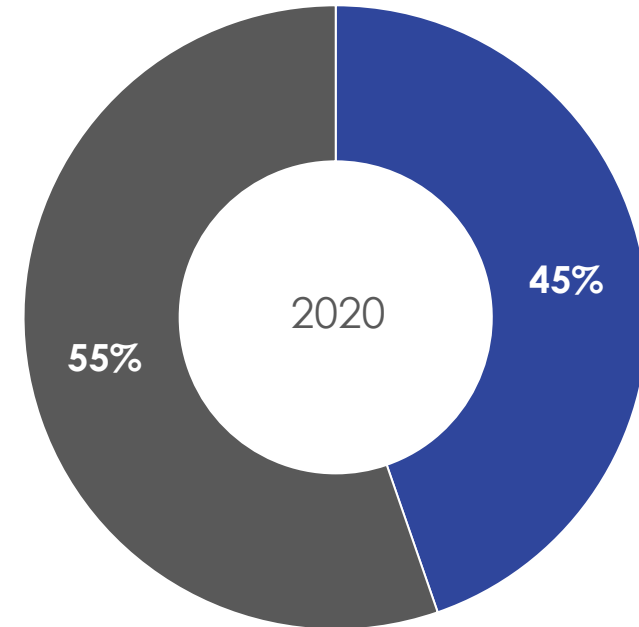
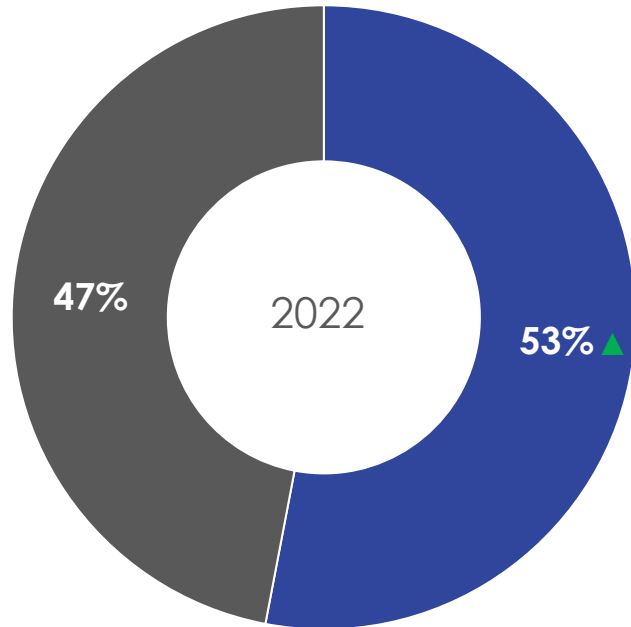
Base: All respondents

Q6. Do you agree or disagree that the Lethbridge Police Service is adequately staffed to respond to calls for service and provide a safe community? (Is that strongly or somewhat agree/disagree?)

Contact with Lethbridge Police Service in Past Year

DIRECT CONTACT WITH LETHBRIDGE POLICE SERVICE OFFICER IN THE PAST YEAR

■ YES ■ NO



Note: Question wording change in 2022, use caution when comparing. (2020 question wording: Have you had direct contact with a Lethbridge Police officer in the past year? (direct contact means some in-person, face to face contact, for any reason.)

Base: All respondents (n=400)

Q8. Have you had direct contact with a Lethbridge Police Service officer in the past year? This could be in-person, face-to-face, telephone, or online, for any reason.

Contact with Lethbridge Police Service in Past Year by Demographics

DIRECT CONTACT WITH LETHBRIDGE POLICE SERVICE OFFICER IN THE PAST YEAR

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY		
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)
YES	53%	55%	51%	61% E	58% E	43%	51%	53%	55%
NO	47%	44%	49%	39%	41%	57% CD	48%	47%	45%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K - <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
YES	53%	56%	51%	53%	58%	50%	50%	60%	50%	49%	61%	49%	59%	60%
NO	47%	44%	49%	47%	41%	50%	49%	40%	48%	51%	39%	50%	41%	40%

* Small sample size (<100), interpret with caution.

Base: All respondents

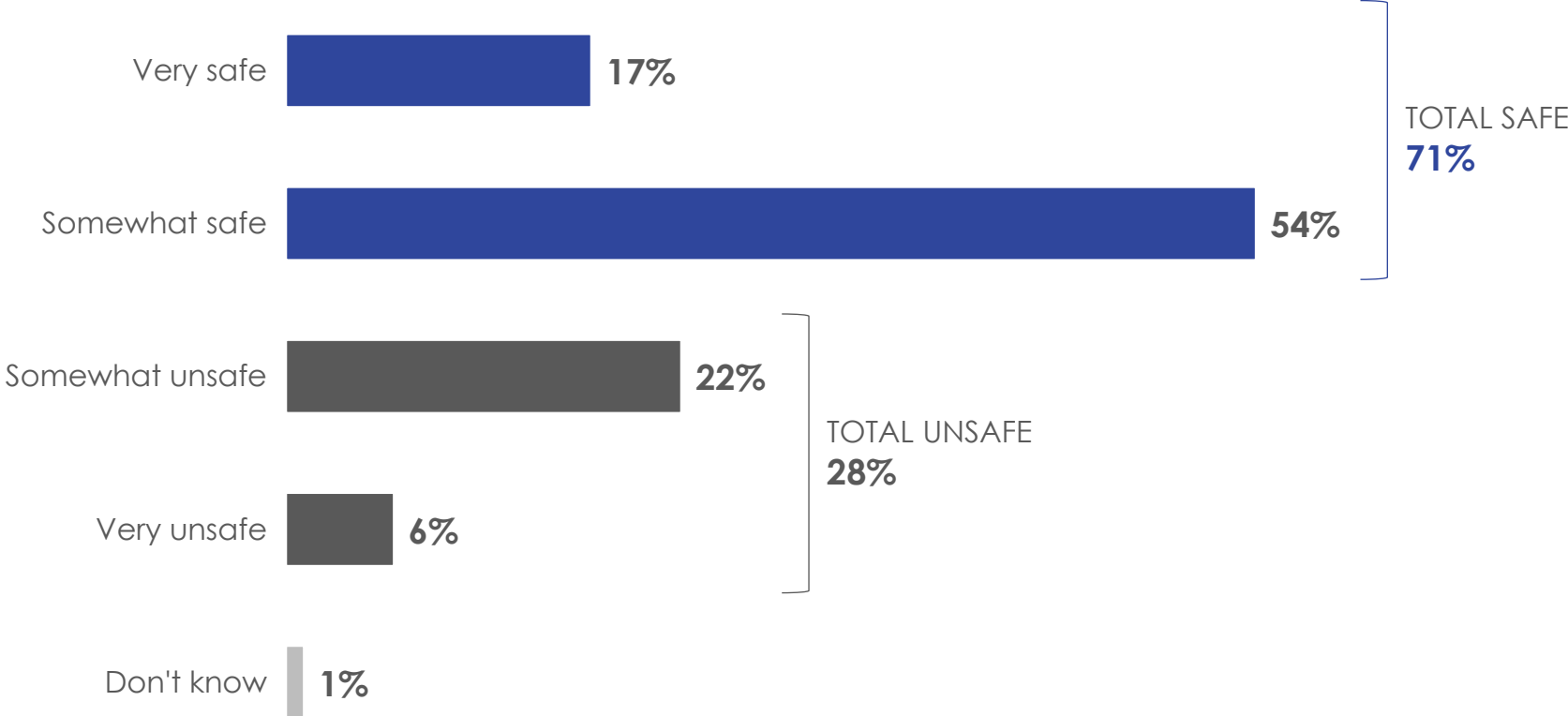
Q8. Have you had direct contact with a Lethbridge Police Service officer in the past year? This could be in-person, face-to-face, telephone, or online, for any reason.

PERCEPTIONS OF COMMUNITY SAFETY

3.2

Overall Community Safety

RATING OF LETHBRIDGE AS A SAFE COMMUNITY



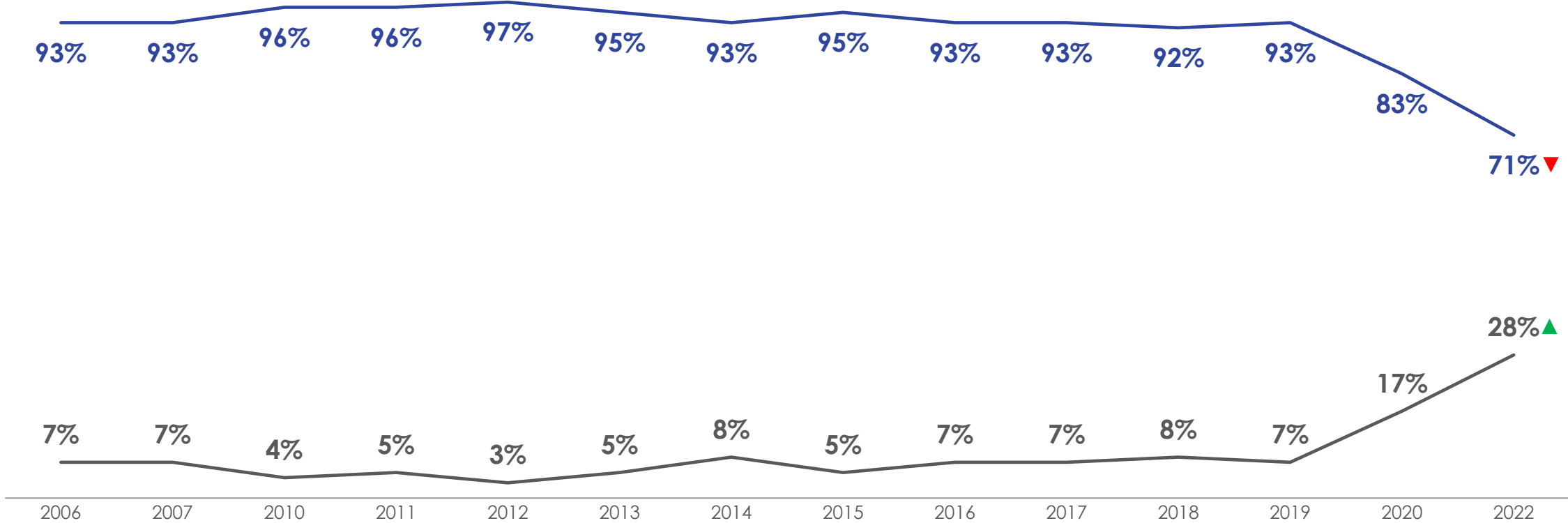
Base: All respondents (n=400)
Q9. Overall, would you describe Lethbridge as a ... community?



Overall Community Safety – Tracking

RATING OF LETHBRIDGE AS A SAFE COMMUNITY

■ TOTAL SAFE ■ TOTAL UNSAFE



Note: Question wording change in 2022, use caution when comparing. (Question wording prior to 2022: Overall, how safe do you feel in your neighbourhood?)
Base: All respondents (n=400)
Q9. Overall, would you describe Lethbridge as a ... community?

Overall Community Safety by Demographics

OVERALL COMMUNITY SAFETY

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL SAFE	71%	77% B	65%	69%	72%	71%	66%	72%	73%	65%	77% I
TOTAL UNSAFE	28%	23%	34% A	31%	26%	29%	32%	28%	26%	34% J	22%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K - <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL SAFE	71%	84% BC	69%	65%	68%	72%	71%	70%	68%	69%	76%	72%	66%	74%
TOTAL UNSAFE	28%	14%	31% A	34% A	31%	28%	27%	30%	31%	31%	23%	28%	33%	26%

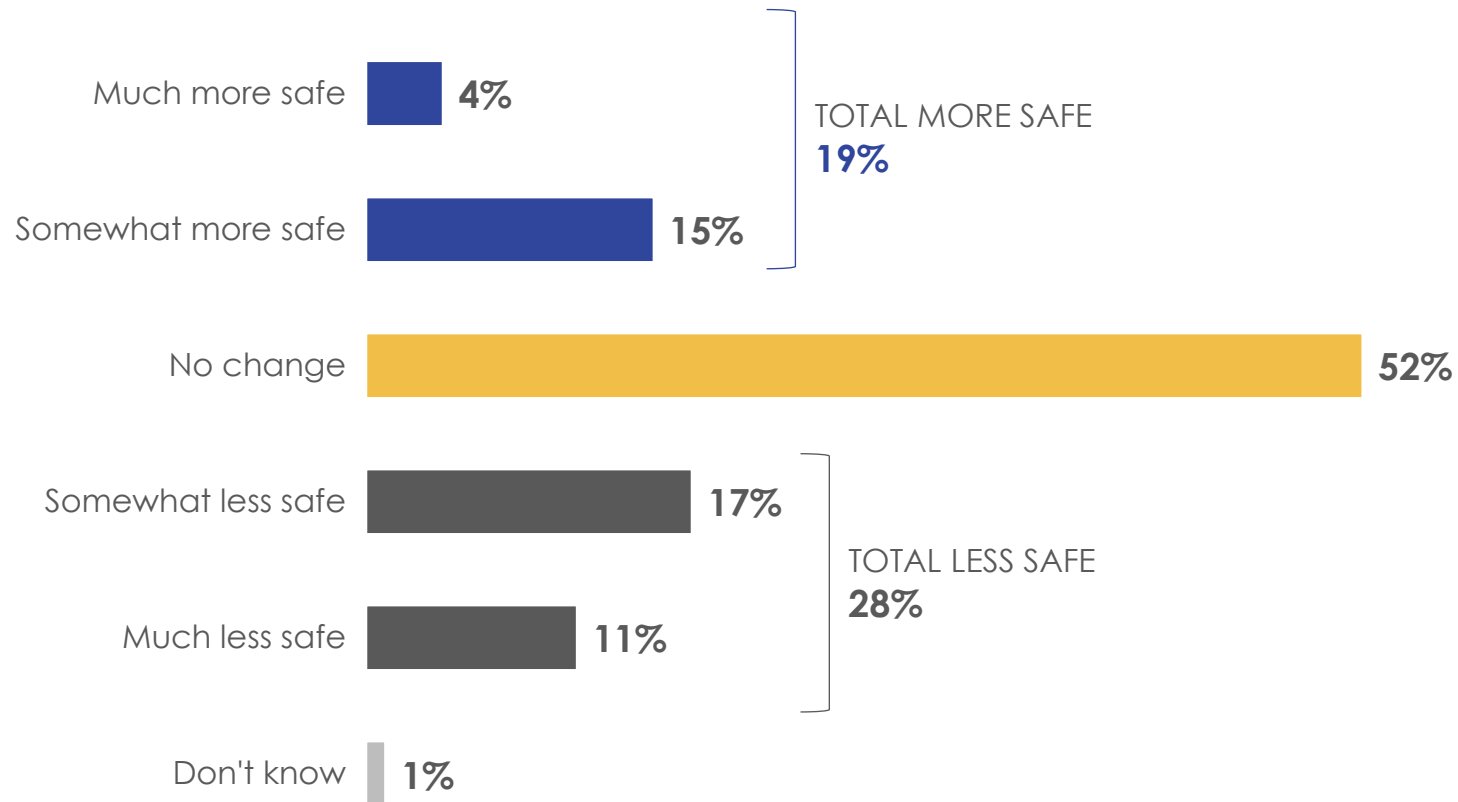
* Small sample size (<100), interpret with caution.

Base: All respondents (n=400)

Q9. Overall, would you describe Lethbridge as a ... community?

Change in Community Safety in Past 12 Months

PAST 12 MONTHS CHANGE IN LETHBRIDGE SAFETY

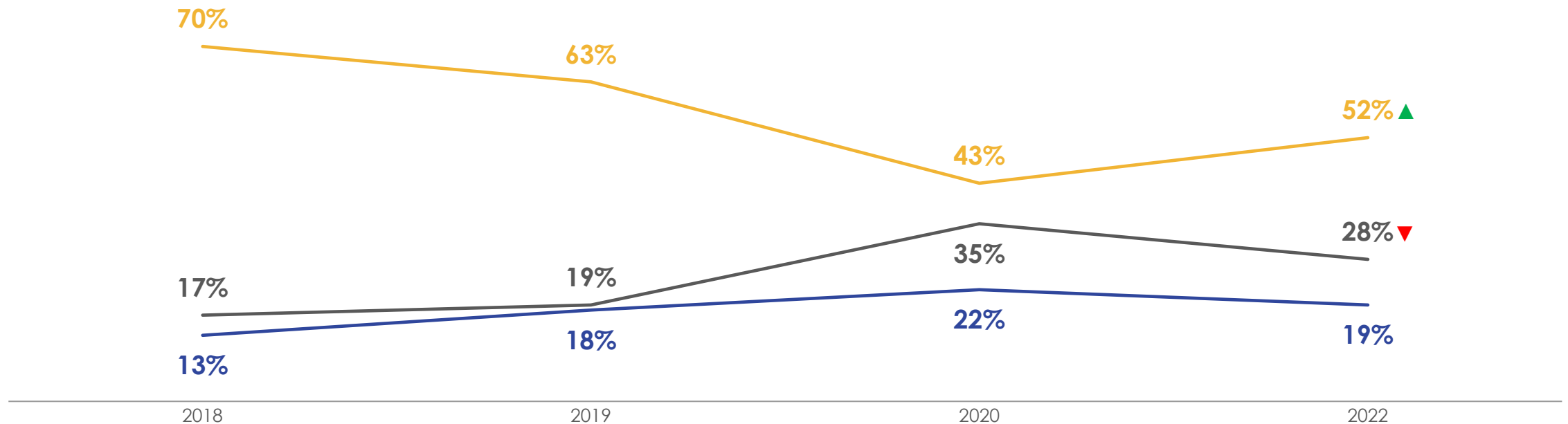


Base: All respondents (n=400)
Q10. Over the past 12 months, do you think Lethbridge has become more safe, less safe, or has there been no change? (Is that much or somewhat more/less safe?)

Change in Community Safety in Past 12 Months – Tracking

PAST 12 MONTHS CHANGE IN LETHBRIDGE SAFETY

■ TOTAL MORE SAFE ■ NO CHANGE ■ TOTAL LESS SAFE



Note: Question wording change in 2022, use caution when comparing. (Question wording prior to 2022: Please tell me if your feelings of safety in your neighbourhood have changed in the past year. Would you say that you feel much more safe in your neighbourhood than you did one year ago, somewhat more safe, no more or less safe than a year ago, somewhat less safe, or much less safe in your neighbourhood than you did one year ago?)
Base: All respondents (n=400)
Q10. Over the past 12 months, do you think Lethbridge has become more safe, less safe, or has there been no change? (Is that much or somewhat more/less safe?)

Change in Community Safety in Past 12 Months by Demographics

PAST 12 MONTHS CHANGE IN LETHBRIDGE SAFETY

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL MORE SAFE	19%	23%	15%	24%	18%	16%	20%	20%	23%	15%	
NO CHANGE	52%	57%	48%	54%	56%	44%	53%	58% F	47%	59% I	
TOTAL LESS SAFE	28%	19%	35% A	21%	24%	36% CD	38% H	26%	22%	30%	25%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K - <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL MORE SAFE	19%	25%	20%	16%	20%	19%	16%	25%	20%	19%	18%	23%	21%	17%
NO CHANGE	52%	61% C	57%	47%	55%	51%	52%	53%	47%	53%	58%	49%	47%	63% L
TOTAL LESS SAFE	28%	12%	22%	37% AB	23%	30%	30%	21%	31%	27%	22%	27%	31%	21%

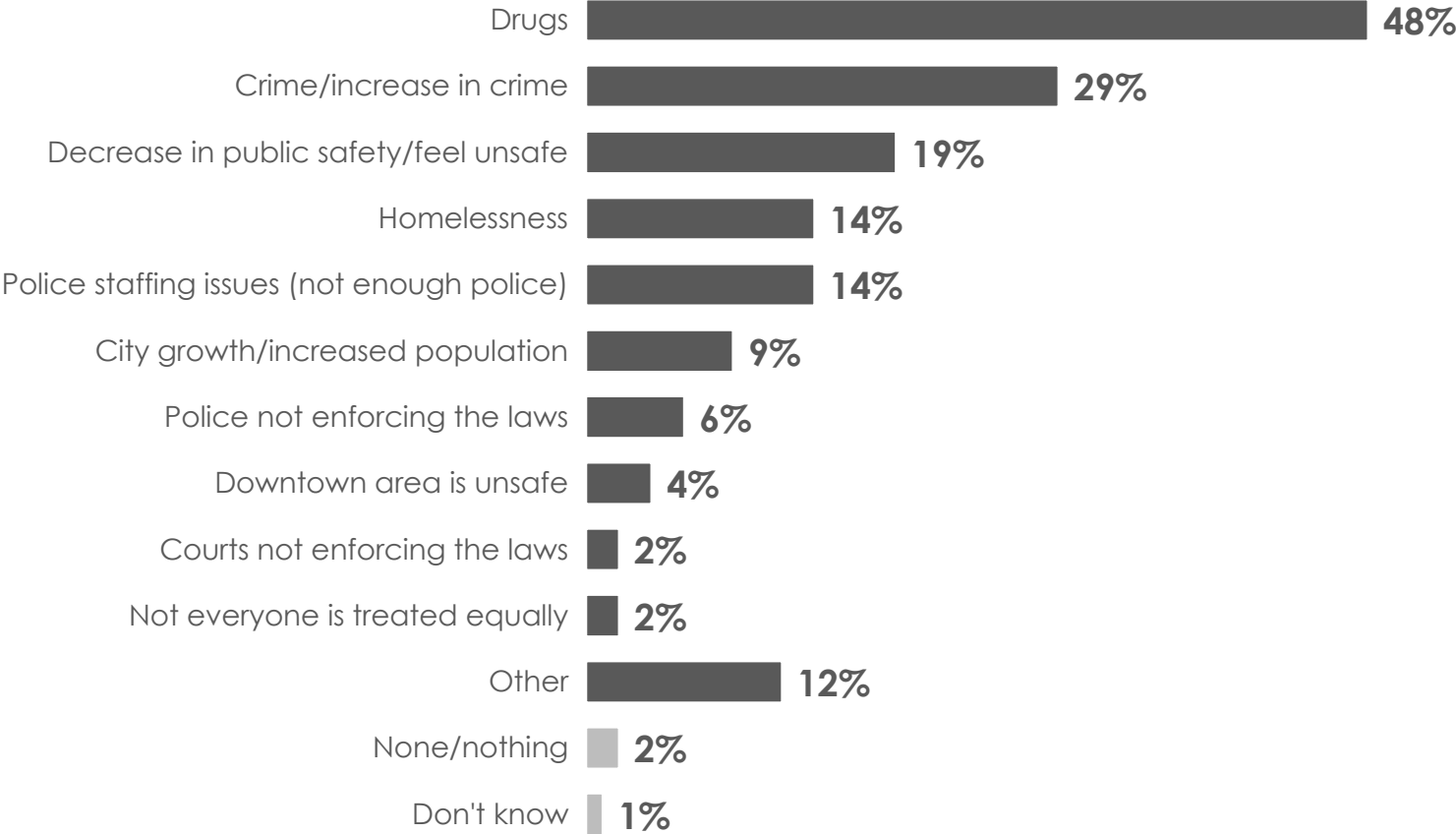
* Small sample size (<100), interpret with caution.

Base: All respondents

Q10. Over the past 12 months, do you think Lethbridge has become more safe, less safe, or has there been no change? (Is that much or somewhat more/less safe?)

Reasons Lethbridge Has Become Less Safe

REASONS FOR LESS SAFE RATING (CODED OPEN-END, MULTIPLE MENTIONS ALLOWED)



Base: Those saying Lethbridge has become less safe (n=115)
Q11. Why do you think Lethbridge has become less safe? Any other reasons?

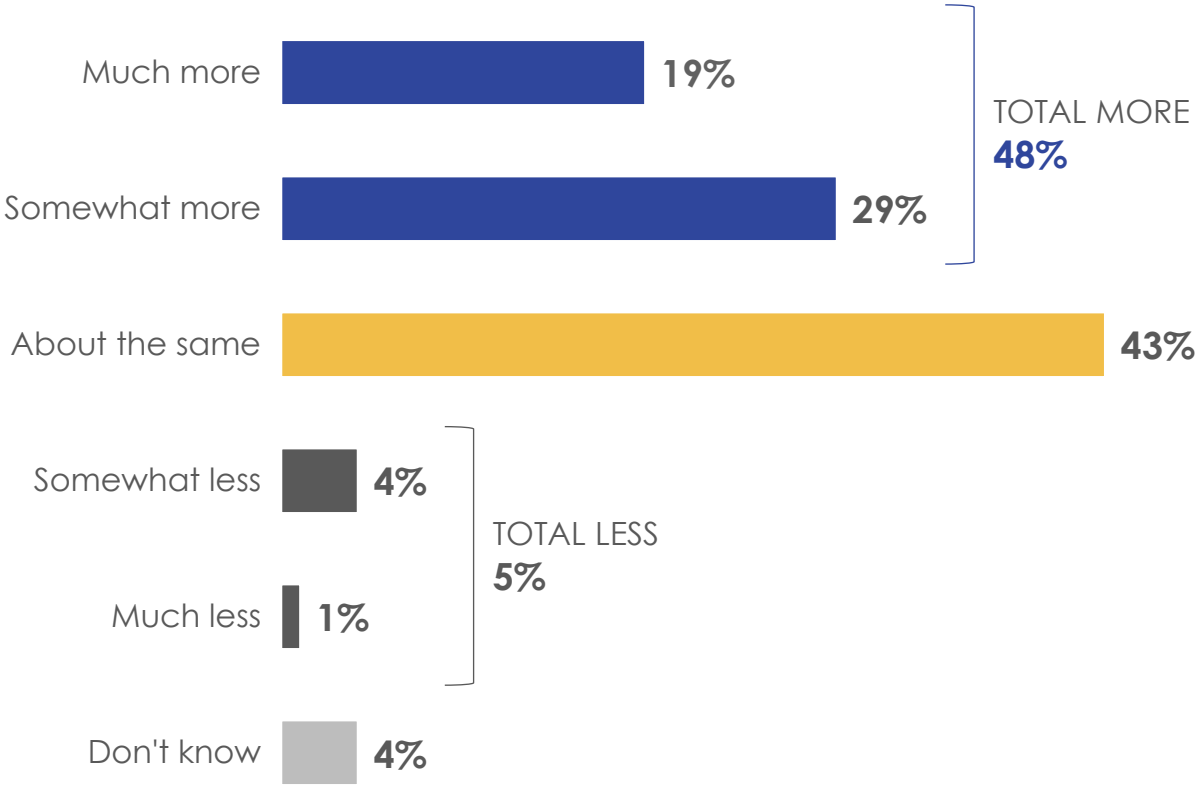


PRIORITIES

3.3

Community Policing Activities While On Duty

LEVEL OF ON DUTY COMMUNITY POLICING ACTIVITIES



Base: All respondents (n=400)
Q7. As part of their regular duties, Lethbridge Police Service officers engage in community policing activities such as making regular foot and bicycle patrols and meeting with community groups, business owners and other residents. Do you think Lethbridge Police Service officers should be doing more, about the same, or less of these types of community policing activities while on duty? (Is that much or somewhat more/less?)

Community Policing Activities While On Duty – Tracking

LEVEL OF ON DUTY COMMUNITY POLICING ACTIVITIES

■ TOTAL MORE

■ ABOUT THE SAME

■ TOTAL LESS



Base: All respondents (n=400)

Q7. As part of their regular duties, Lethbridge Police Service officers engage in community policing activities such as making regular foot and bicycle patrols and meeting with community groups, business owners and other residents. Do you think Lethbridge Police Service officers should be doing more, about the same, or less of these types of community policing activities while on duty? (Is that much or somewhat more/less?)

Community Policing Activities While On Duty by Demographics

LEVEL OF ON DUTY COMMUNITY POLICING ACTIVITIES

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
TOTAL MORE	48%	47%	48%	47%	51%	45%	46%	52%	45%	54% J	41%
ABOUT THE SAME	43%	44%	42%	43%	42%	44%	42%	37%	48%	37%	49% I
TOTAL LESS	5%	5%	5%	9% D	2%	5%	5%	8%	3%	6%	4%

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K to <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
TOTAL MORE	48%	55%	46%	45%	44%	50%	48%	46%	43%	50%	50%	48%	52%	46%
ABOUT THE SAME	43%	36%	45%	46%	50%	39%	43%	44%	44%	41%	44%	43%	42%	48%
TOTAL LESS	5%	5%	3%	6%	2%	7%	4%	7%	7%	4%	4%	3%	5%	4%

* Small sample size (<100), interpret with caution.

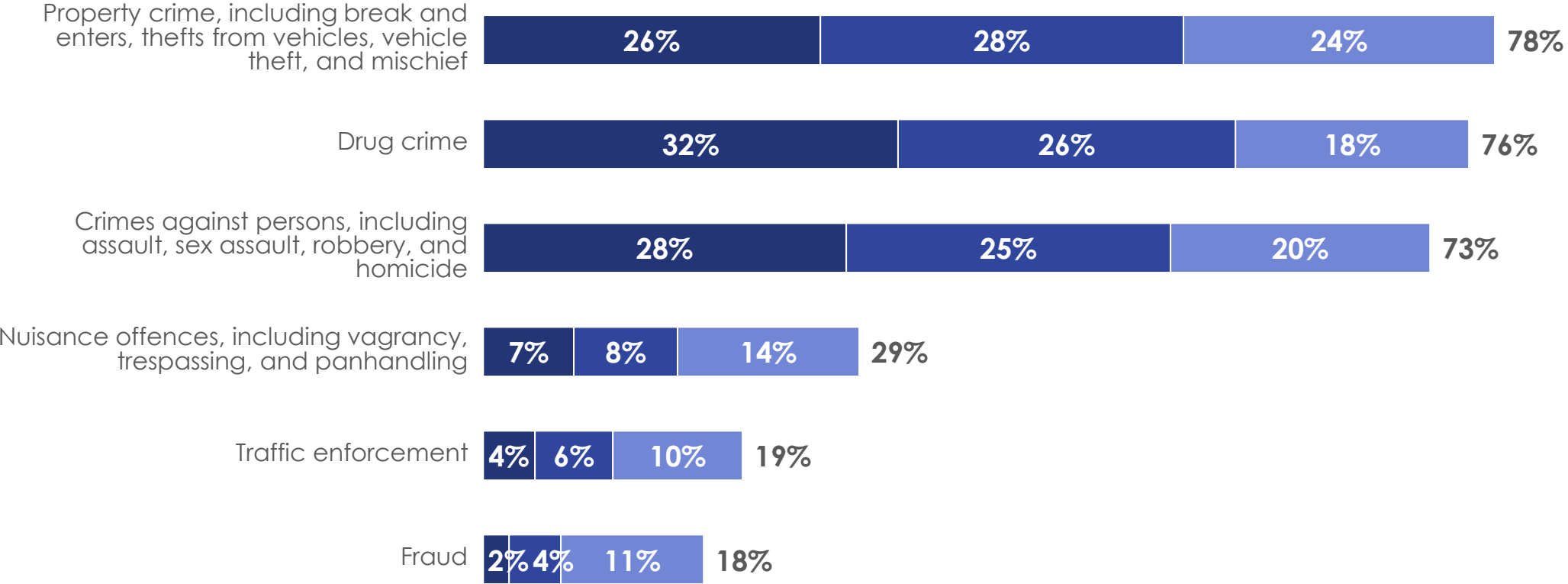
Base: All respondents

Q7. As part of their regular duties, Lethbridge Police Service officers engage in community policing activities such as making regular foot and bicycle patrols and meeting with community groups, business owners and other residents. Do you think Lethbridge Police Service officers should be doing more, about the same, or less of these types of community policing activities while on duty? (Is that much or somewhat more/less?)

Priorities Next Four Years

LETHBRIDGE POLICE SERVICE TOP PRIORITIES

■ RANKED 1 ■ RANKED 2 ■ RANKED 3 TOP 3 RANKING



Base: All respondents (n=400)
Q12. Which of the following is your top priority for the Lethbridge Police Service to devote greater effort to over the next four years? And which is your second top priority? And which is your third top priority?

Priorities Next Four Years by Demographics

LETHBRIDGE POLICE SERVICE TOP PRIORITIES – TOTAL TOP 3 RANKING SCORE

	TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
		Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
Property crime	78%	78%	78%	78%	79%	78%	76%	79%	78%	79%	77%
Drug crime	76%	72%	80%	71%	79%	77%	76%	80%	73%	77%	75%
Crimes against persons	73%	71%	75%	82% E	71%	67%	64%	75%	77% F	70%	76%
Nuisance offences	29%	33%	25%	25%	32%	29%	34%	25%	28%	30%	28%
Traffic enforcement	19%	20%	19%	20%	15%	22%	23%	22%	14%	19%	19%
Fraud	18%	23% B	13%	20%	18%	16%	22% G	11%	20% G	18%	18%

* Small sample size (<100), interpret with caution.

Base: All respondents

Q12. Which of the following is your top priority for the Lethbridge Police Service to devote greater effort to over the next four years? And which is your second top priority? And which is your third top priority?

Priorities Next Four Years by Demographics (cont.)

LETHBRIDGE POLICE SERVICE TOP PRIORITIES – TOTAL TOP 3 RANKING SCORE

	TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
		10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K to <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
Property crime	78%	71%	76%	82% A	76%	79%	81% G	70%	75%	79%	78%	75%	77%	83%
Drug crime	76%	77% B	62%	80% B	75%	76%	79%	70%	80%	75%	73%	71%	79%	77%
Crimes against persons	73%	80% C	75%	68%	76%	72%	72%	73%	74%	69%	79%	72%	71%	81%
Nuisance offences	29%	30%	34%	26%	29%	29%	28%	30%	33%	30%	25%	30%	31%	29%
Traffic enforcement	19%	18%	17%	21%	16%	21%	17%	25%	18%	20%	19%	23% L	13%	14%
Fraud	18%	17%	23%	17%	19%	17%	14%	25% F	15%	20%	18%	20%	20%	14%

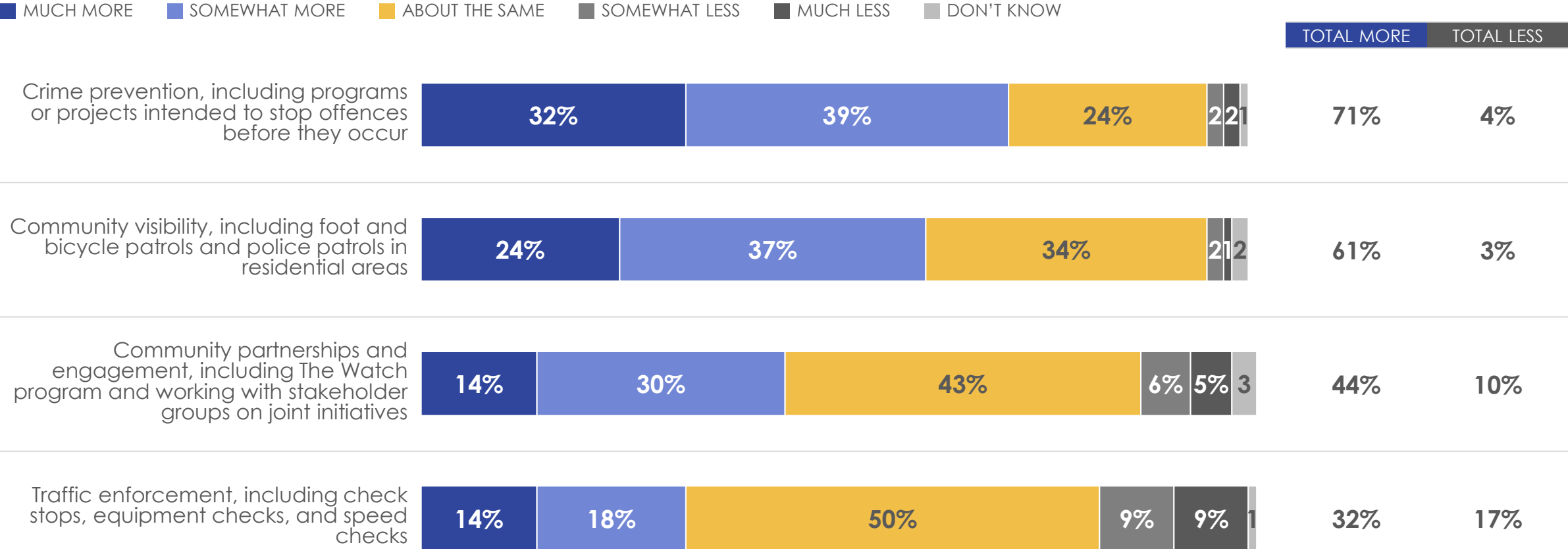
* Small sample size (<100), interpret with caution.

Base: All respondents

Q12. Which of the following is your top priority for the Lethbridge Police Service to devote greater effort to over the next four years? And which is your second top priority? And which is your third top priority?

Recommendations for Service Improvements

RECOMMENDATIONS FOR IMPROVING PERFORMANCE AND SERVICES

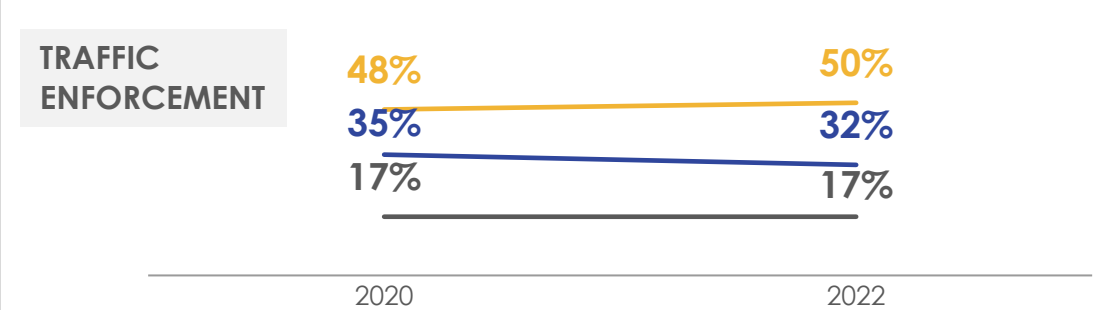
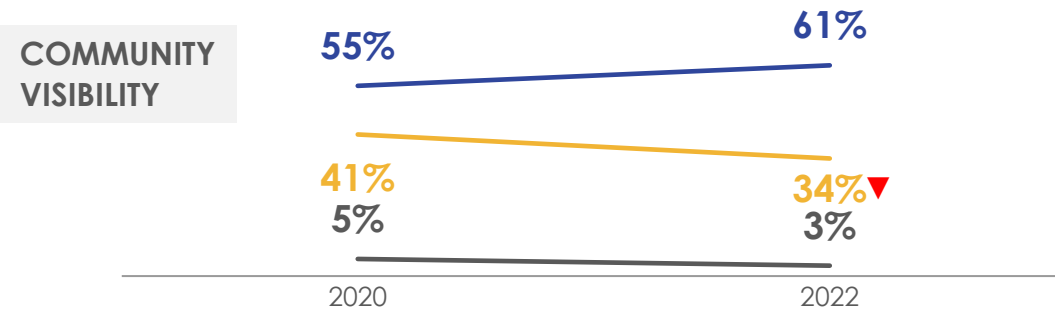
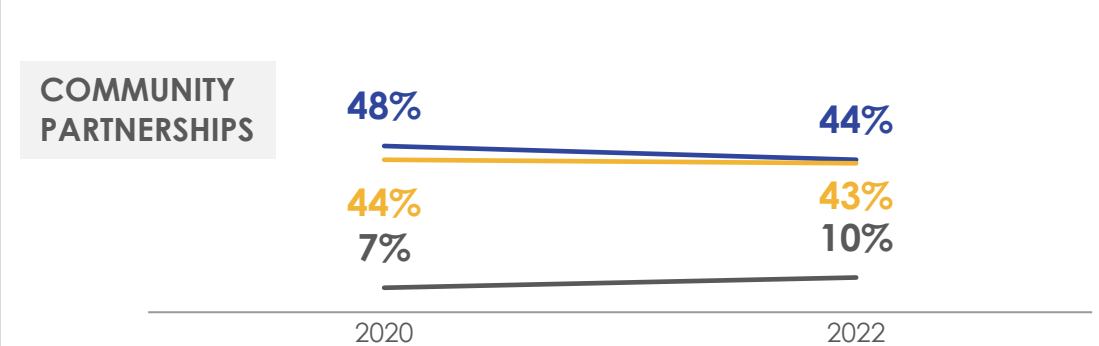
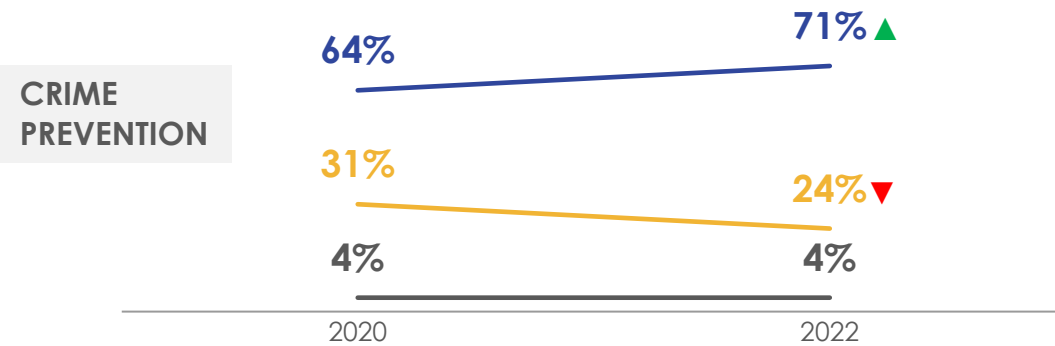


Base: All respondents (n=400)
 Q13. The Lethbridge Police Service is looking for recommendations from the community about how to improve its performance and services in meeting residents' expectations and concerns. Keeping in mind that like all public services, the Lethbridge Police Service must prioritize what services are delivered based on the limited resources that are available, do you think the Lethbridge Police Service should be doing more, about the same, or less of each of the following policing activities? (Is that much or somewhat more/less?)

Recommendations for Service Improvements – Tracking

RECOMMENDATIONS FOR IMPROVING PERFORMANCE AND SERVICES

■ TOTAL MORE ■ ABOUT THE SAME ■ TOTAL LESS



Note: Slight question wording change in 2022, use caution when comparing.

Base: All respondents (n=400)

Q13. The Lethbridge Police Service is looking for recommendations from the community about how to improve its performance and services in meeting residents' expectations and concerns. Keeping in mind that like all public services, the Lethbridge Police Service must prioritize what services are delivered based on the limited resources that are available, do you think the Lethbridge Police Service should be doing more, about the same, or less of each of the following policing activities? (Is that much or somewhat more/less?)

Recommendations for Service Improvements by Demographics

RECOMMENDATIONS FOR IMPROVING PERFORMANCE AND SERVICES

		TOTAL (n=400)	GENDER		AGE			AREA OF CITY			CONTACT WITH LPS	
			Male [A] (n=186)	Female [B] (n=214)	18 to 34 [C] (n=89)*	35 to 54 [D] (n=111)	55+ [E] (n=199)	North [F] (n=104)	South [G] (n=138)	West [H] (n=158)	Yes [I] (n=203)	No [J] (n=196)
CRIME PREVENTION	TOTAL MORE	71%	71%	71%	63%	75%	74%	67%	70%	74%	75%	66%
	ABOUT THE SAME	24%	22%	25%	30% D	17%	24%	24%	24%	24%	18%	30% I
	TOTAL LESS	4%	5%	3%	6% E	5%	2%	6%	6%	2%	6% J	2%
COMMUNITY VISIBILITY	TOTAL MORE	61%	63%	60%	54%	67%	63%	61%	60%	62%	65%	57%
	ABOUT THE SAME	34%	33%	35%	41%	28%	33%	35%	34%	33%	30%	38%
	TOTAL LESS	3%	2%	4%	5%	4%	2%	1%	4%	4%	4%	2%
COMMUNITY PARTNERSHIPS	TOTAL MORE	44%	49%	39%	43%	48%	41%	43%	36%	51% G	49% J	37%
	ABOUT THE SAME	43%	37%	49% A	42%	41%	47%	41%	52% H	38%	36%	52% I
	TOTAL LESS	10%	13%	8%	10%	11%	10%	13%	10%	8%	12%	8%
TRAFFIC ENFORCEMENT	TOTAL MORE	32%	32%	32%	30%	29%	37%	40% H	32%	27%	31%	33%
	ABOUT THE SAME	50%	44%	55% A	47%	51%	51%	42%	53%	53%	44%	57% I
	TOTAL LESS	17%	24% B	11%	23% E	19%	12%	17%	15%	19%	24% J	10%

* Small sample size (<100), interpret with caution.

Base: All respondents

Q13. The Lethbridge Police Service is looking for recommendations from the community about how to improve its performance and services in meeting residents' expectations and concerns. Keeping in mind that like all public services, the Lethbridge Police Service must prioritize what services are delivered based on the limited resources that are available, do you think the Lethbridge Police Service should be doing more, about the same, or less of each of the following policing activities? (Is that much or somewhat more/less?)

Recommendations for Service Improvements by Demographics (cont.)

RECOMMENDATIONS FOR IMPROVING PERFORMANCE AND SERVICES

		TOTAL (n=400)	YEARS IN LETHBRIDGE			CHILDREN IN HH		HOME OWNERSHIP		EDUCATION			HH INCOME		
			10 years or less [A] (n=93)*	11 to 20 years [B] (n=74)*	21+ years [C] (n=232)	With children [D] (n=112)	Without children [E] (n=287)	Own [F] (n=283)	Rent [G] (n=108)	HS or less [H] (n=100)	Some post-sec. [I] (n=173)	Univ. grad [J] (n=121)	<\$60K [K] (n=136)	\$60K to <\$100K [L] (n=104)	\$100K+ [M] (n=92)*
CRIME PREVENTION	TOTAL MORE	71%	69%	77%	70%	70%	71%	74%	66%	66%	76%	68%	68%	71%	77%
	ABOUT THE SAME	24%	25%	19%	24%	24%	24%	20%	27%	26%	21%	26%	29%	20%	19%
	TOTAL LESS	4%	5%	1%	5%	4%	4%	4%	5%	8% I	1%	5%	3%	8%	2%
COMMUNITY VISIBILITY	TOTAL MORE	61%	63%	64%	59%	62%	61%	62%	60%	57%	67%	57%	61%	62%	61%
	ABOUT THE SAME	34%	31%	31%	37%	31%	35%	31%	38%	37%	31%	36%	37%	34%	33%
	TOTAL LESS	3%	6%	3%	2%	5%	3%	4%	2%	4%	1%	7% I	1%	3%	4%
COMMUNITY PARTNERSHIPS	TOTAL MORE	44%	51% C	53% C	37%	45%	43%	43%	45%	51%	39%	44%	50%	42%	38%
	ABOUT THE SAME	43%	41%	30%	49% B	42%	44%	45%	41%	38%	47%	42%	42%	42%	49%
	TOTAL LESS	10%	8%	10%	11%	9%	11%	10%	11%	10%	10%	12%	6%	15% K	10%
TRAFFIC ENFORCEMENT	TOTAL MORE	32%	32%	32%	32%	26%	35%	29%	37%	37% J	35% J	22%	41% LM	25%	23%
	ABOUT THE SAME	50%	53%	43%	51%	53%	48%	53%	44%	43%	49%	59% H	49%	50%	52%
	TOTAL LESS	17%	14%	23%	17%	20%	16%	17%	18%	19%	15%	18%	10%	23% K	25% K

* Small sample size (<100), interpret with caution.

Base: All respondents

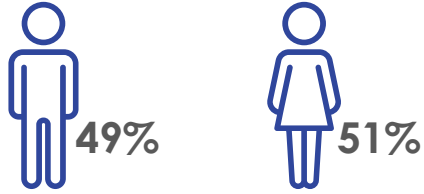
Q13. The Lethbridge Police Service is looking for recommendations from the community about how to improve its performance and services in meeting residents' expectations and concerns. Keeping in mind that like all public services, the Lethbridge Police Service must prioritize what services are delivered based on the limited resources that are available, do you think the Lethbridge Police Service should be doing more, about the same, or less of each of the following policing activities? (Is that much or somewhat more/less?)

WEIGHTED SAMPLE CHARACTERISTICS

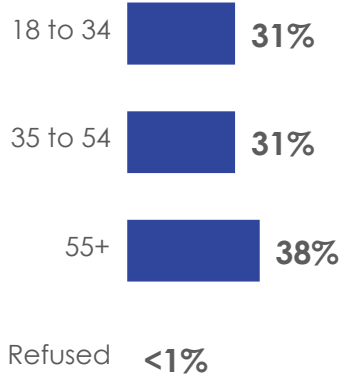
4

Demographics

GENDER



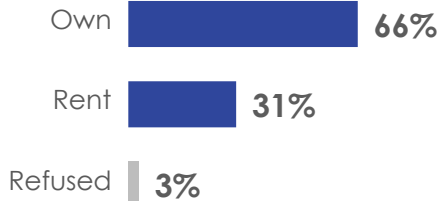
AGE



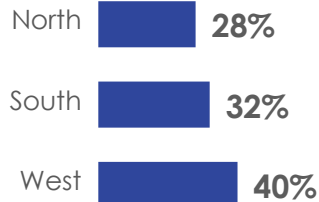
CHILDREN IN HH

32% Have children <18 in the household

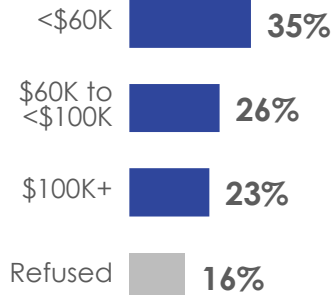
OWN OR RENT



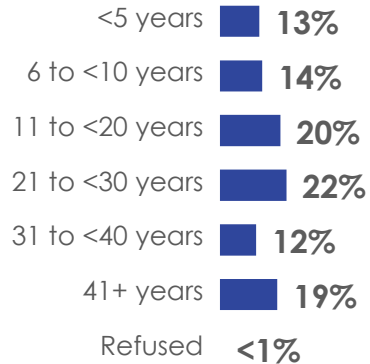
AREA OF CITY



INCOME

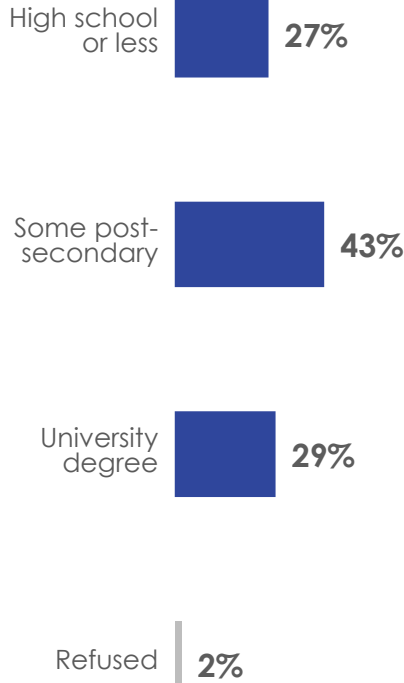


LETHBRIDGE TENURE



Mean 25.3 years

EDUCATION



Base: All respondents (n=400)

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

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“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.