



# Windsor Police Service Community Survey

Town of Amherstburg

January 2023



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# Methodology

Method	CATI (Computer Aided Telephone Interview) CAWI (Computer Aided Web Interview)
Criteria for Participation	Residents of the Town of Amherstburg who are 16 years of age or older
Sample Size	n=313
Average Length	17.4 minutes
Margin of Error	± 5.5%
Fieldwork Dates	November 29 <sup>th</sup> – December 18 <sup>th</sup> , 2022
Additional Notes	<ul style="list-style-type: none"><li>• CATI sample was drawn using random digit dialing (RDD) among Town of Amherstburg residents. A mix of landline and cell phone sample was used to reach cell phone-only households.</li><li>• Results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2021 Census data.</li><li>• Significant differences across sub-groups are noted where they exist.</li><li>• A CAWI (Computer Aided Web Interview) open-link survey was hosted online by the WPS in tandem with the telephone survey. The sample from CAWI consist of only self-selected respondents, who have chosen to take part in the survey on their own accord, and all having computer access and internet connection. Due to this fact, CAWI data is not reported on, as it is affected by self-selection bias and cannot be representative of Amherstburg demographics.</li></ul>

# Reporting Considerations

## TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “not very satisfied” and “not at all satisfied.”

## Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

## Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “Why did you decide not to report the incident to the police?”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to select “assumed police wouldn’t take any action” and “it would have been too time-consuming” as their answer.



# Detailed Findings

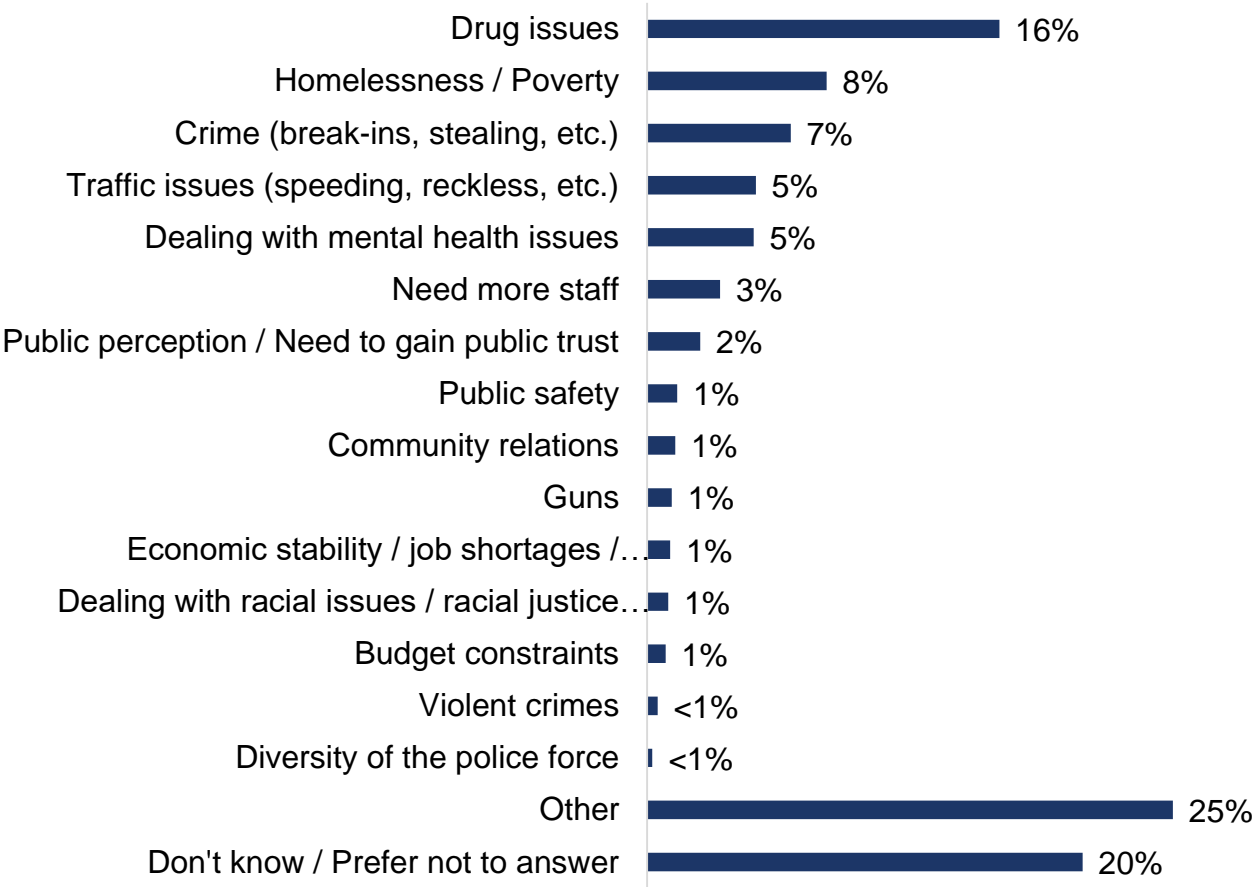
## Feelings of Safety



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# Greatest Challenge in the Next 3 Years

Drug issues (16%) are the greatest challenges residents of Amherstburg said the Windsor Police will face in the next 3 years. This is followed by homelessness and poverty (8%) and crime (7%).

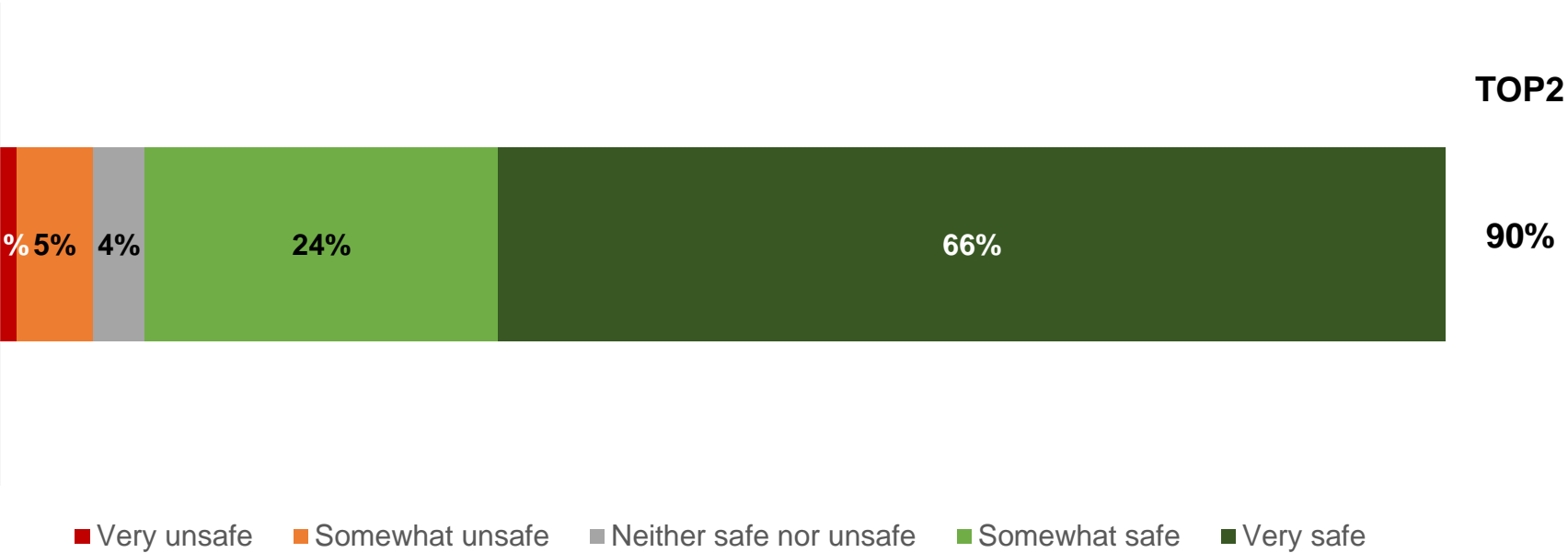


Q14. What do you see as the greatest challenge the Windsor Police will face in the next 3 years?  
Sample Size: n=313  
Framework: All respondents



# Overall Feeling of Safety

The vast majority of Amherstburg residents (TOP2: 90%) said they feel safe overall in the town.

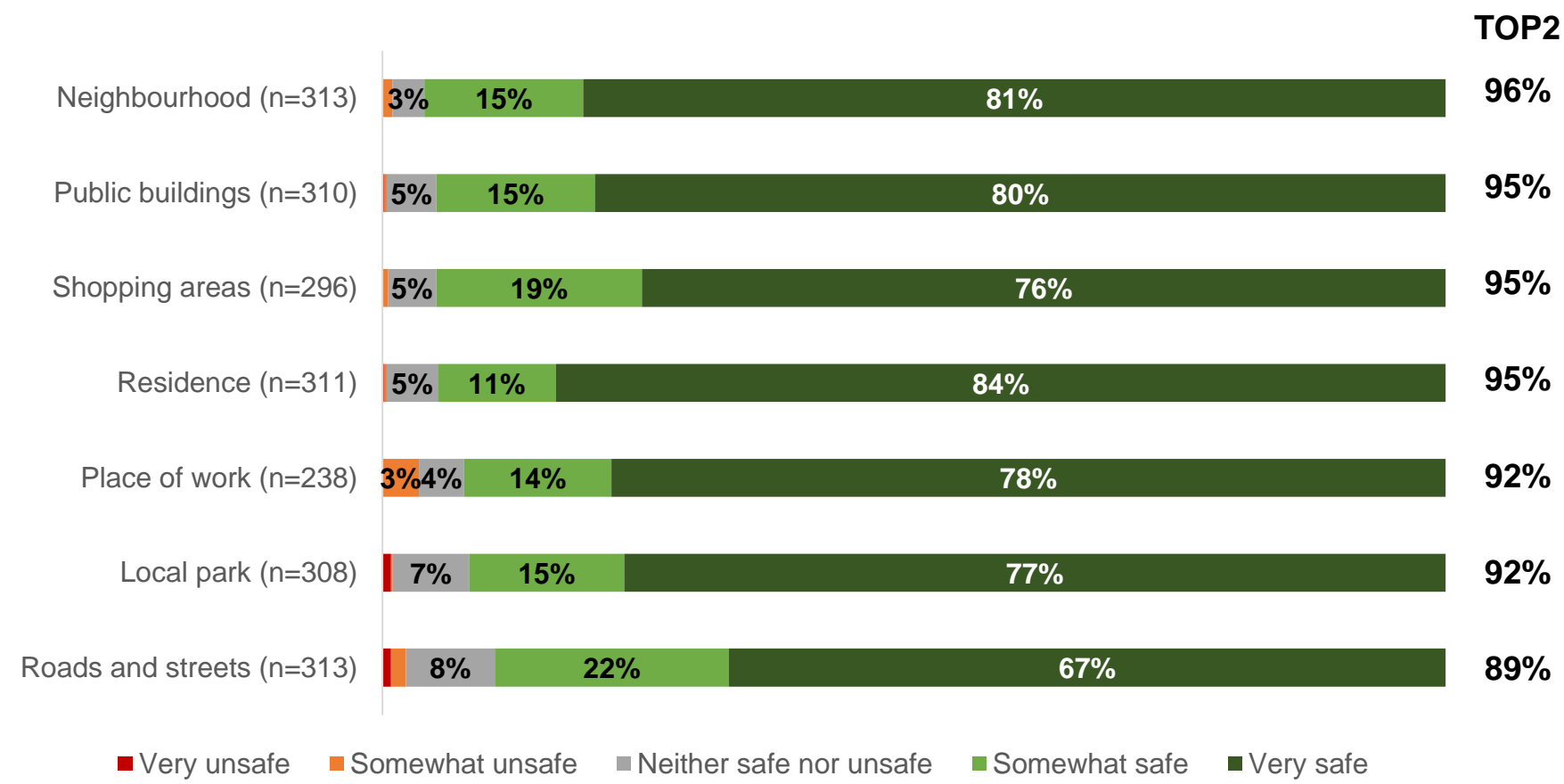


Q8. Generally speaking, how safe do you feel overall in the Town of Amherstburg? Do you feel ... (Excluding 'don't know')  
Sample Size: 309  
Framework: All respondents



# Feeling of Safety (Daylight)

The vast majority of Amherstburg residents feel safe in the daylight in all locations throughout the town, especially in their neighbourhoods (TOP2: 96%).

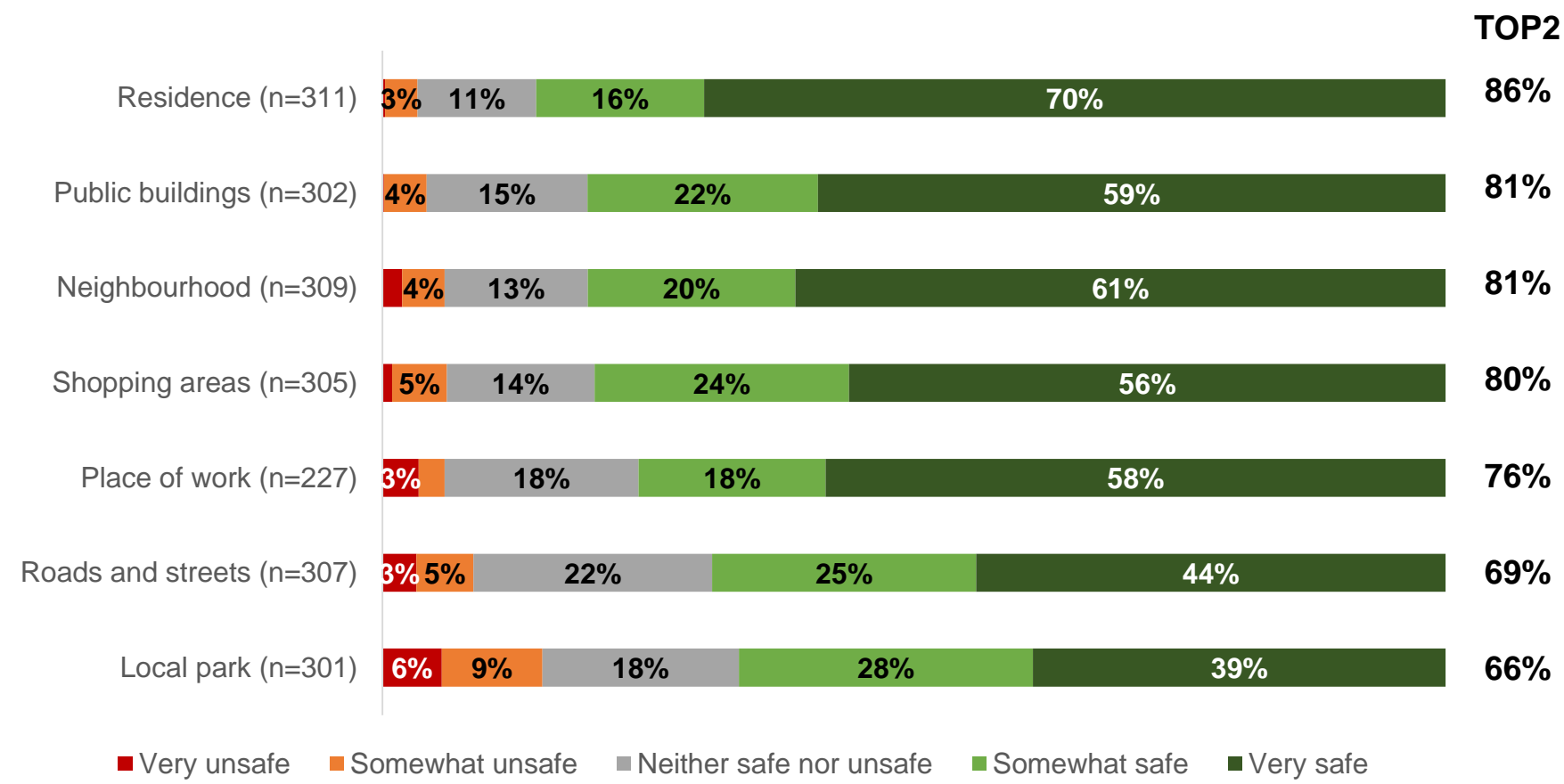


Q9. For each of the following, please use the scale of 1 to 5 where 1 means you feel very unsafe and 5 means you feel very safe. How safe do you feel in Amherstburg?  
Framework: All respondents



# Feeling of Safety (Night)

Most residents say they feel safe at night in different parts of the town with at least 8 in 10 residents saying feel safe at night in their residences (TOP2: 86%, public buildings (TOP2: 81%) neighbourhoods (TOP2: 81%), and shopping areas (TOP2: 80%).



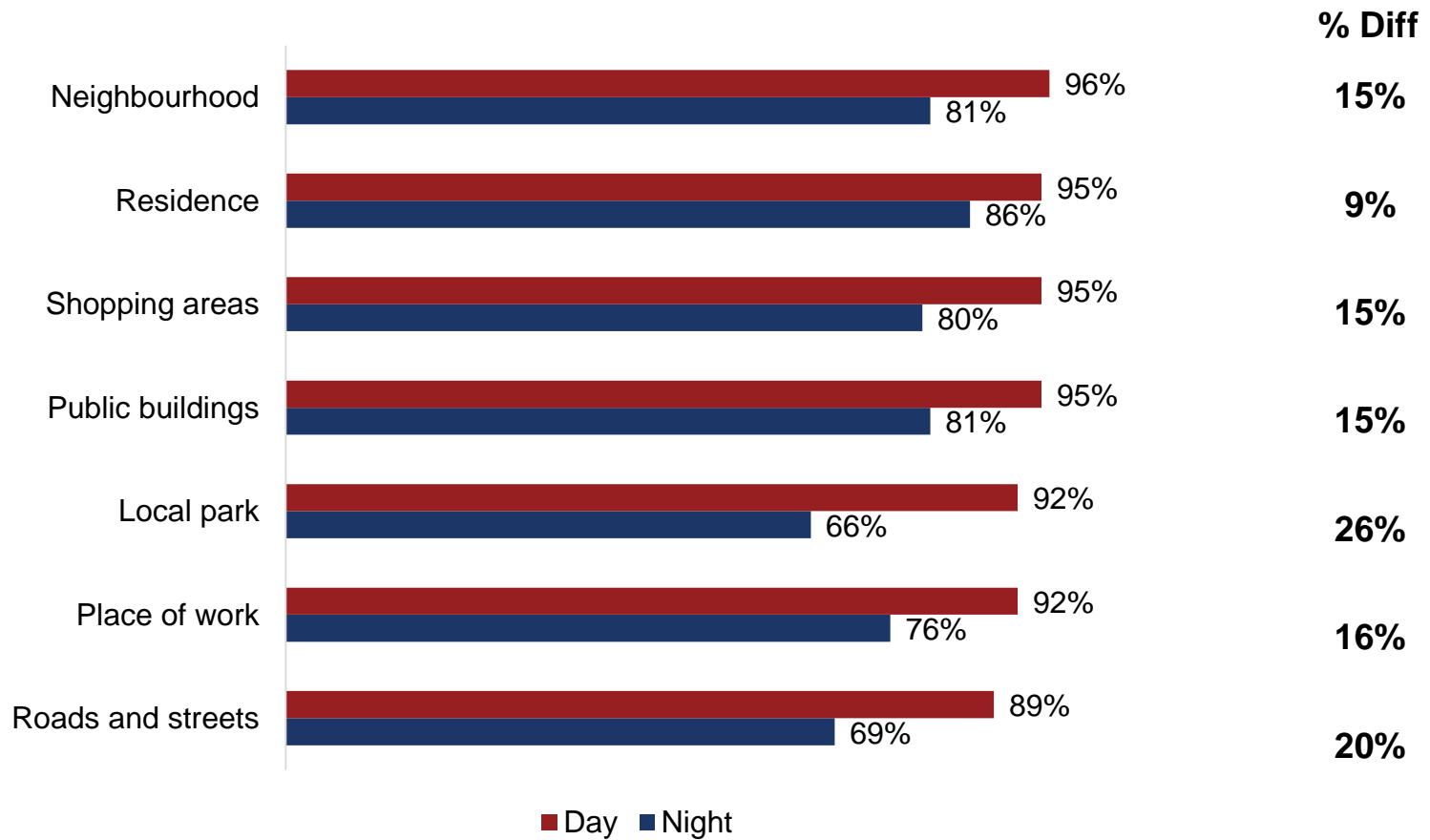
Q9. For each of the following, please use the scale of 1 to 5 where 1 means you feel very unsafe and 5 means you feel very safe. How safe do you feel in Amherstburg?  
Framework: All respondents





# Feeling of Safety (Daylight vs Night)

Generally, residents feel more safe during the daytime compared to night. Feelings of safety in the local park drops the most during the night compared to other locations (26% decrease).

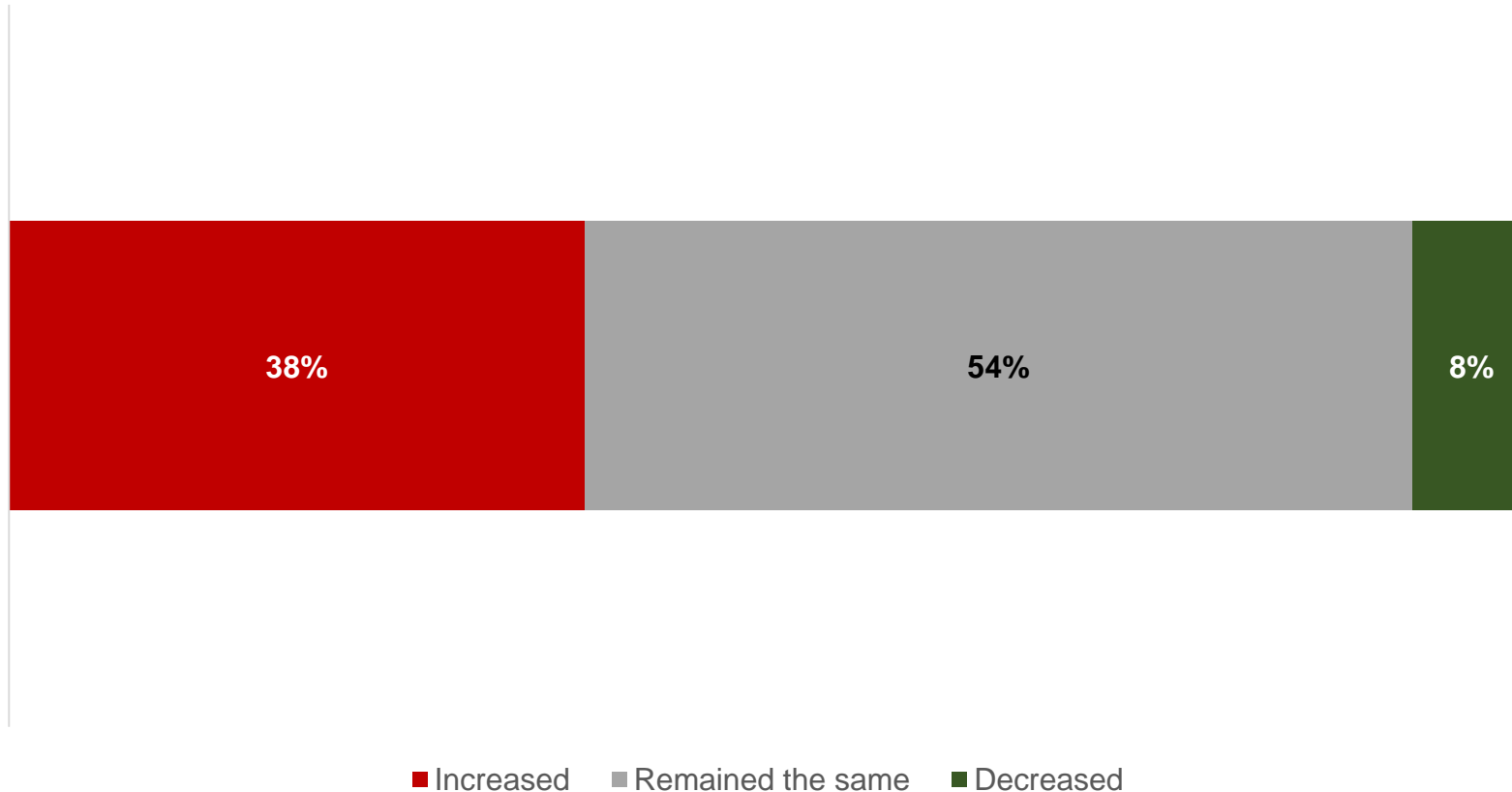


Q9. For each of the following, please use the scale of 1 to 5 where 1 means you feel very unsafe and 5 means you feel very safe. How safe do you feel in Amherstburg?  
Framework: All respondents



# Level of Crime in Neighbourhood

Around 4 in 10 (38%) residents think the level of crime in their neighbourhood had increased, meanwhile 5 in 10 (54%) residents said it has remained the same. Only 1 in 10 (8%) think the level of crime in their neighbourhood has decreased.

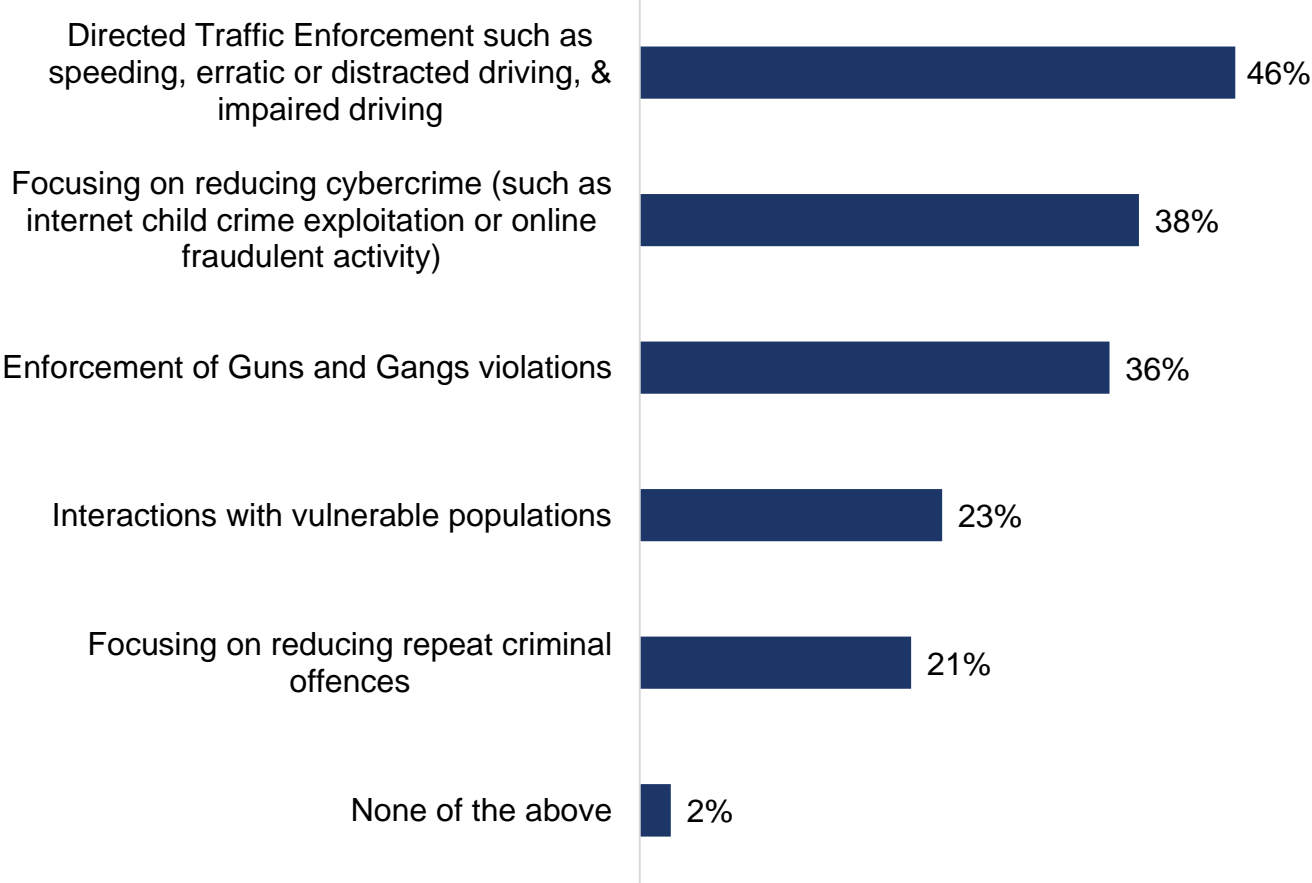


Q12. During the past one to two years, do you think that the level of crime in your neighbourhood has ...? (Excluding 'don't know')  
Sample Size: n=298  
Framework: All respondents



# Strategies to Enhance Public Safety

**Directed traffic enforcement (46%) was identified by nearly half of the Amherstburg residents as the top focus of the Windsor Police Service on its strategies for enhancing public safety.**



Q29. Of the following types of strategies, which TWO would you most like to see the Windsor Police Service continue to enhance public safety?  
(Excluding 'don't know')  
Sample Size: n=313  
Framework: All respondents



# Detailed Findings

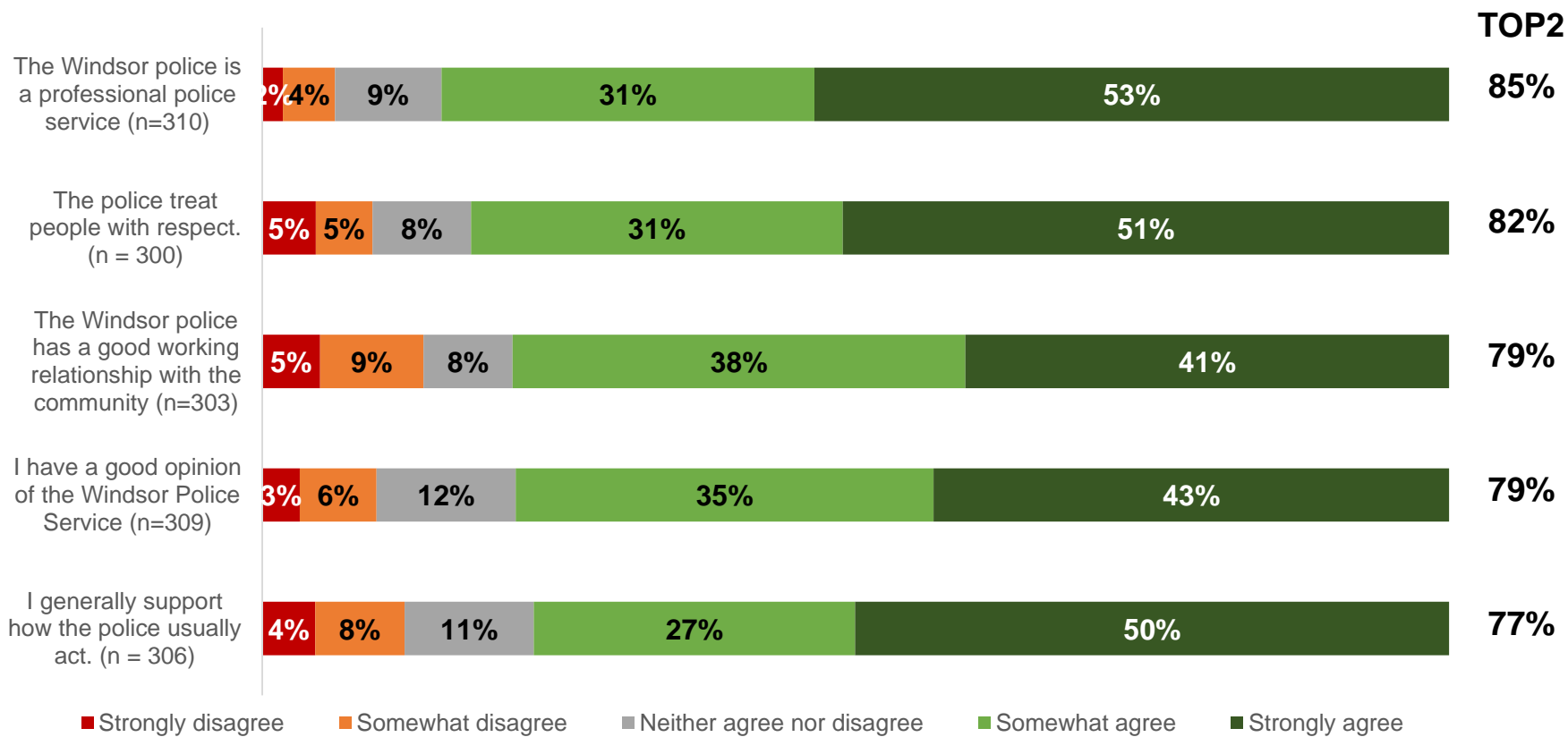
## Opinions of the Police



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# Perception of Police

Amherstburg residents tend to have a positive opinion of the Windsor Police Service. At least 8 in 10 think that the police are professional (TOP2: 85%) and that they treat people with respect (TOP2: 82%)

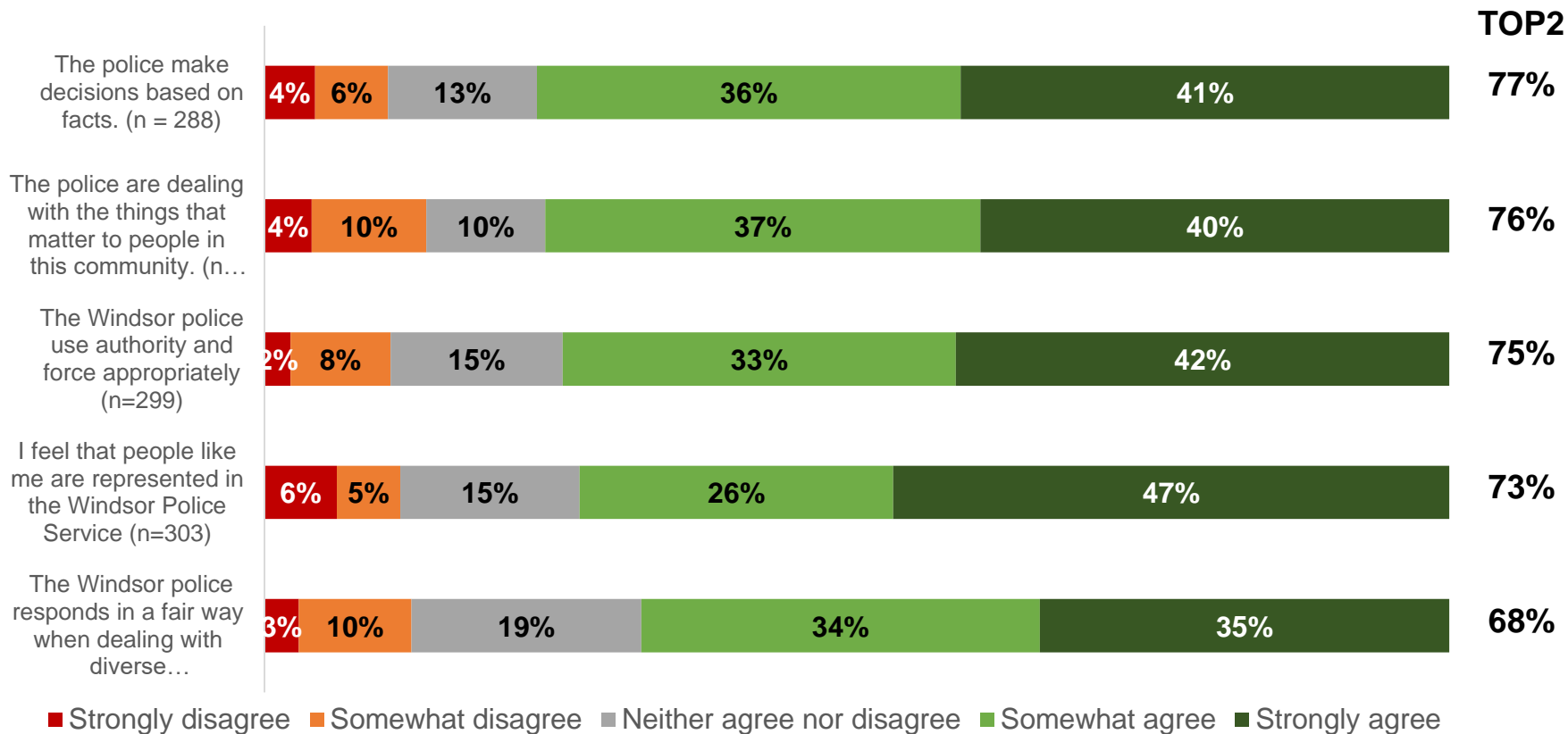


Q1/Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?  
(Excluding 'don't know')  
Framework: All respondents



# Perception of Police (cont'd)

Only 2 in 3 (TOP2: 68%) Amherstburg residents think the Windsor Police Service responds in a fair way dealing with diverse communities.

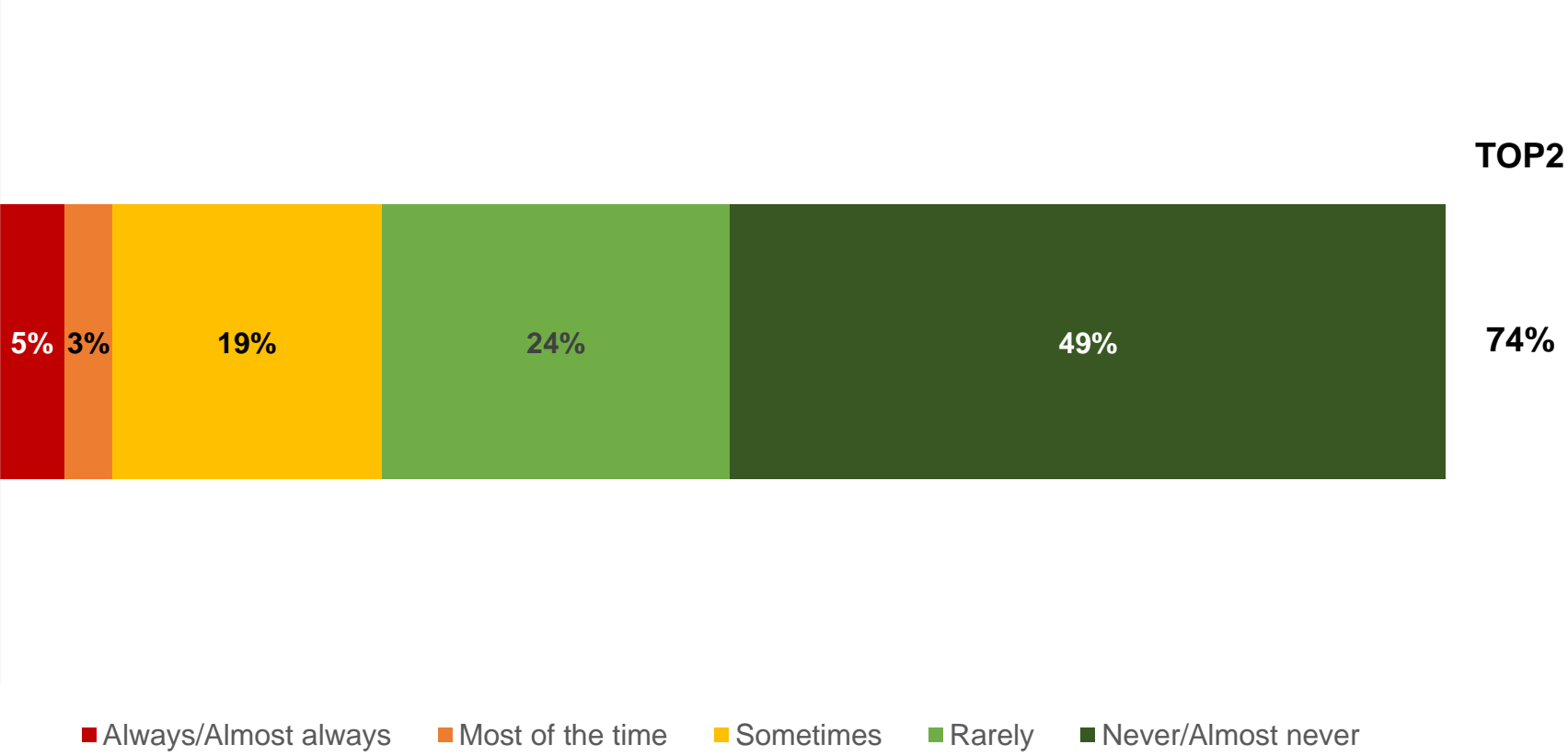


Q1/Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?  
(Excluding 'don't know')  
Framework: All respondents



# Police Exceeding Authority

Half (49%) of residents say the police in their neighbourhood never or almost never exceeds their authority, while a quarter (24%) say they rarely exceed their authority.

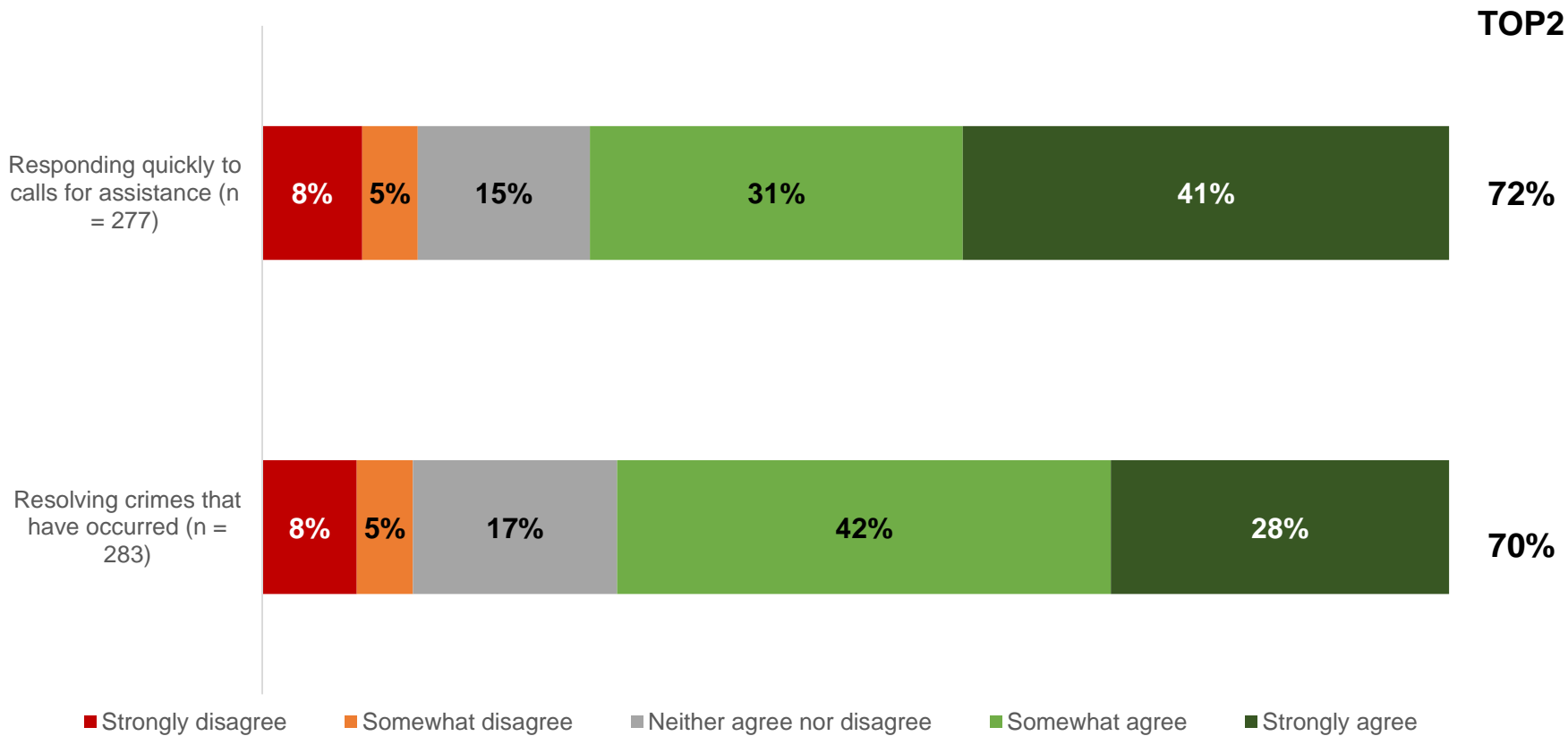


Q2. About how often would you say that the police in your neighbourhood exceed their authority? (Excluding 'don't know')  
Sample Size: n=278  
Framework: All respondents



# Police Qualities

Around 7 in 10 residents say the police are effective at responding quickly to calls for assistance (72%) and resolving crimes that have occurred (TOP2: 70%).



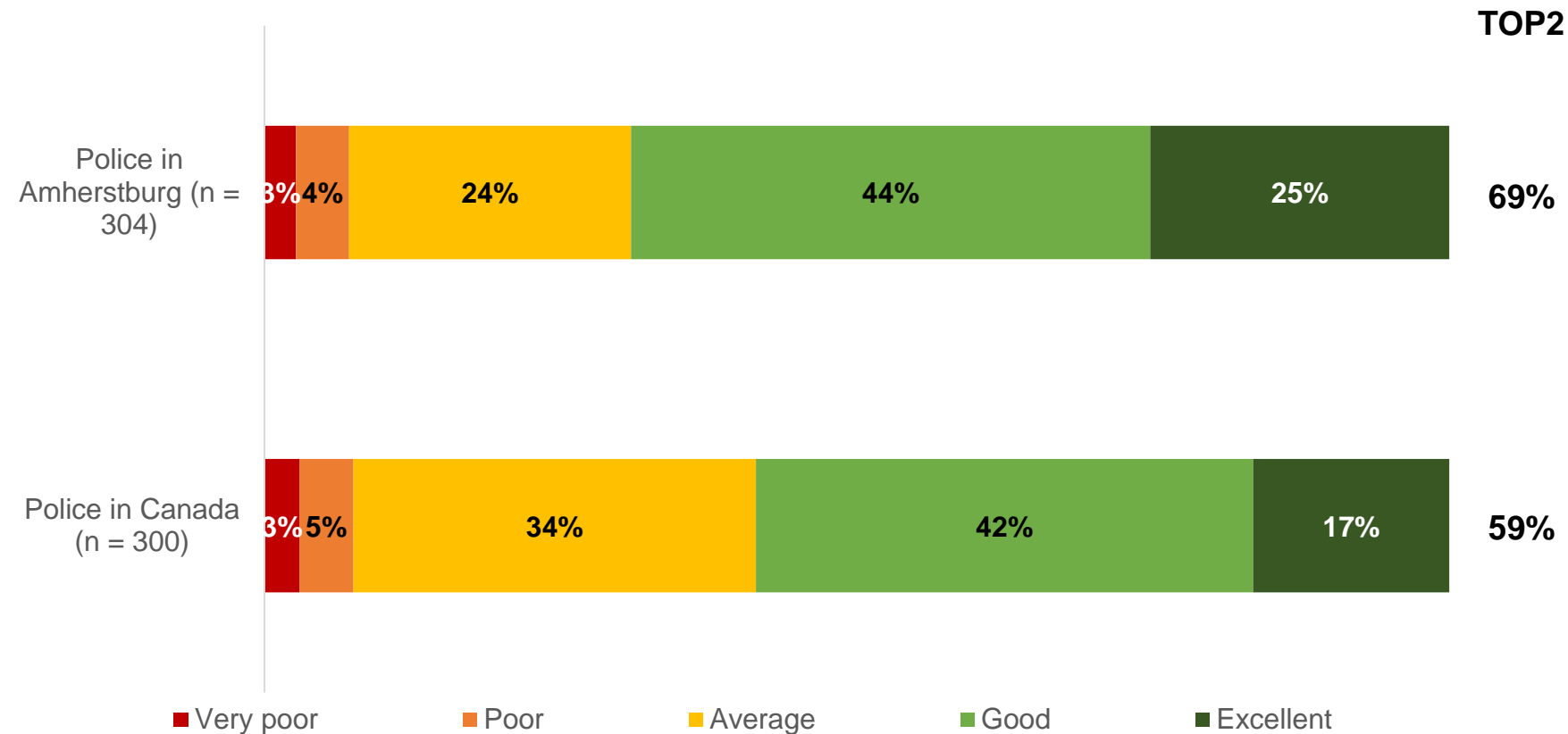
Q3. In general, to what extent do you agree that the Windsor Police Service is effective at:  
Sample Size:  
Framework: All respondents





# Police in Amherstburg vs Canada

Around 7 in 10 (TOP2: 69%) think the police in Amherstburg do a good or excellent job. This is higher than their opinion of police in Canada in general (TOP2: 59%)

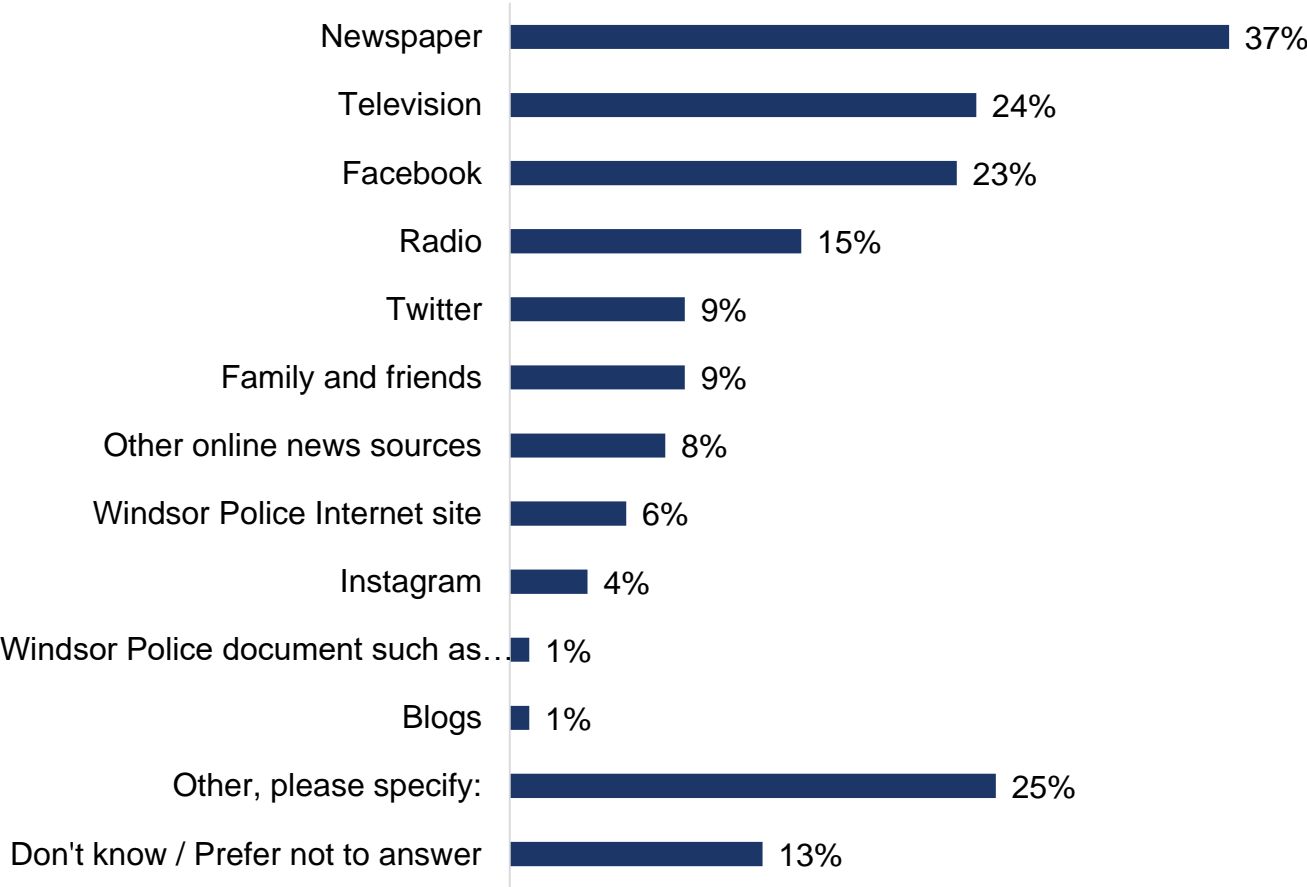


Q4 Taking everything into account, how good a job do you think the police in Amherstburg are doing? / Q5. Taking everything into account, how good a job do you think the police in this country are doing? (Excluding 'don't know')  
Framework: All respondents



# Sources of Information

Residents of Amherstburg get their information about the Windsor Police Service most commonly from the newspapers (37%), television (24%) and Facebook (23%).



Q15. What are your primary sources of information about the activity, programs and services provided by the Windsor Police Service?  
Sample Size: N=313  
Framework: All respondents



# Detailed Findings

## Police Services

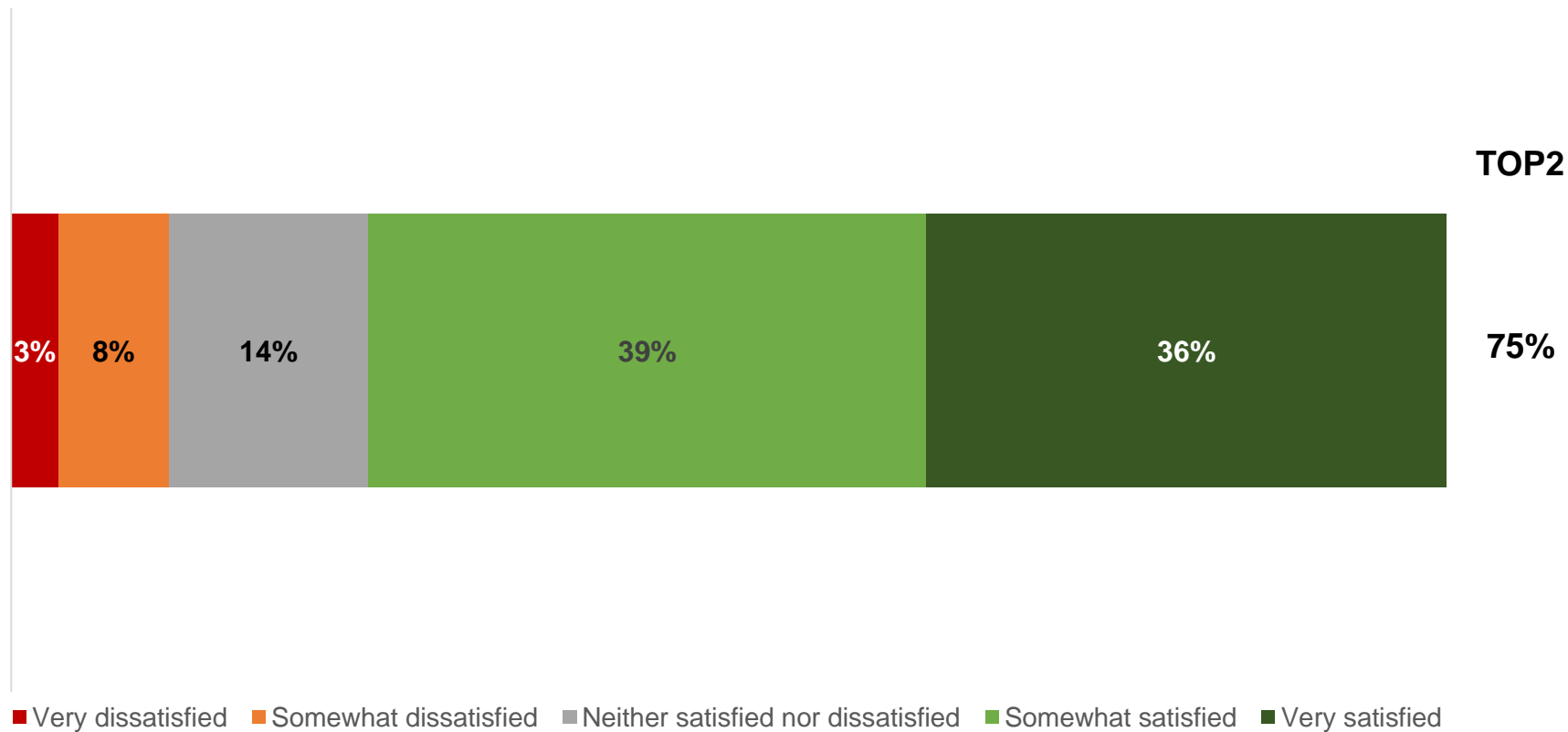


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# Overall Satisfaction

Three quarters of Amherstburg residents (TOP2: 75%) are satisfied with the overall performance of the Windsor police.

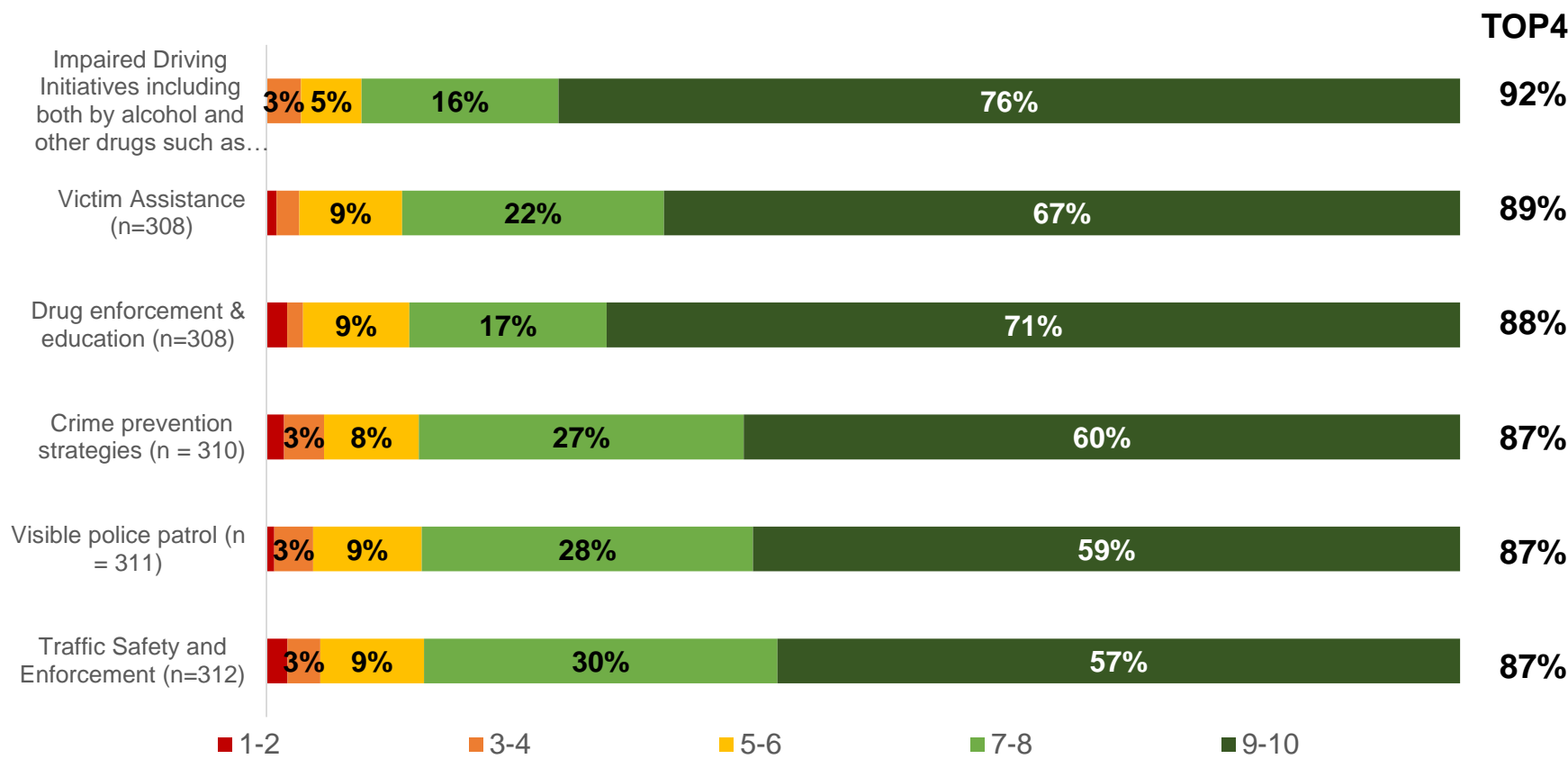


NEWQ17. How satisfied are you with the overall performance of the Windsor police?  
Sample Size: n=312  
Framework: All respondents



# Importance of Police Services

Residents find Impaired Driving Initiatives (TOP4: 92%), Victim Assistance (TOP4: 89%) and Drug enforcement & education (TOP4: 88%) to be the most important services the Windsor Police Service provides.



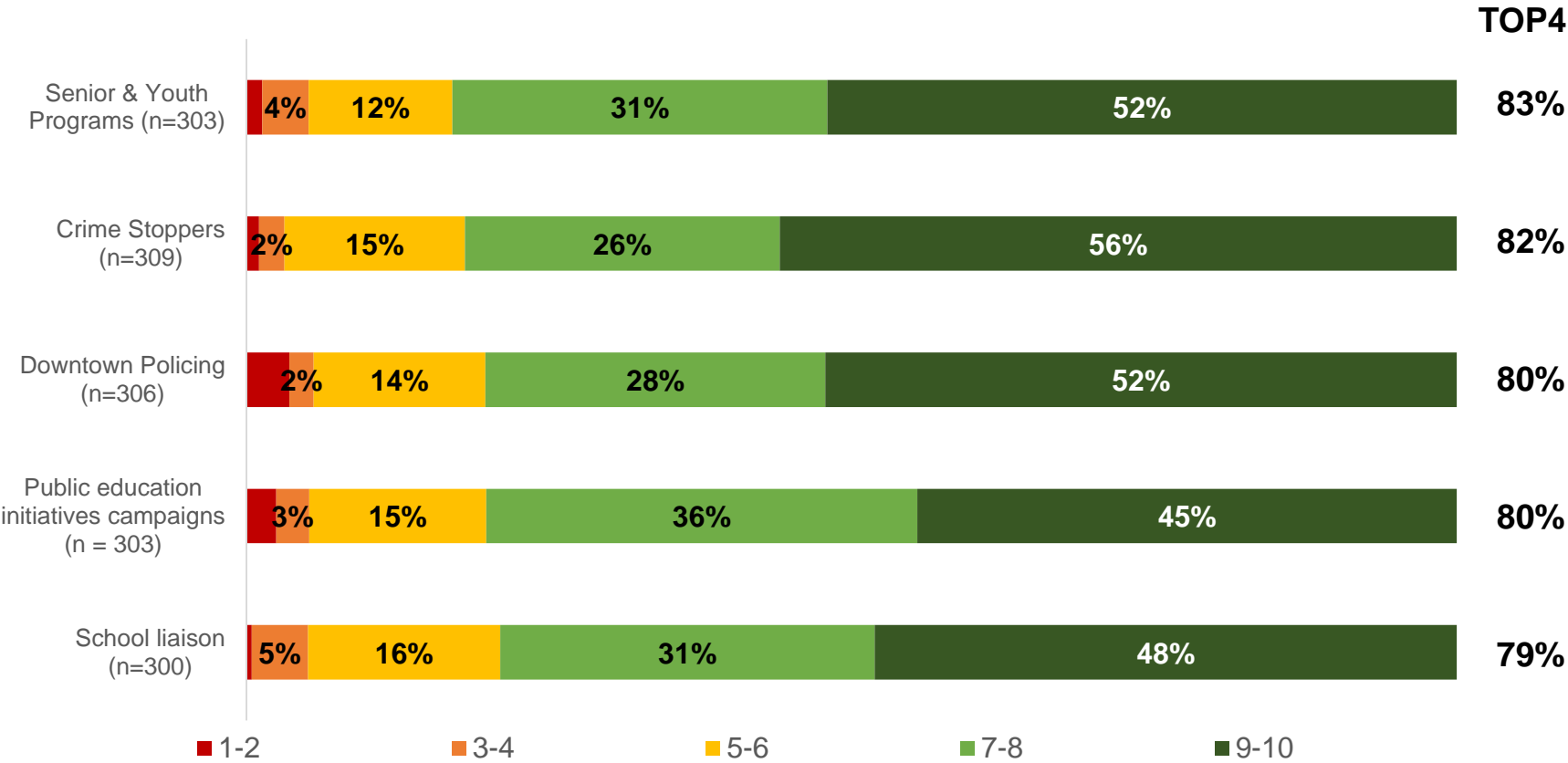
Q19. While you may not have had direct experience with the following services, how important are each of the following to you as a resident of Amherstburg. Please use the scale of 1 to 10 where 1 means not at all important and 10 means very important. You may use a 1 or a 10 or any number in between. How important is: (Excluding 'don't know')

Framework: All respondents



# Importance of Police Services (cont'd)

Most residents also find other police services to be important with at least 8 in 10 saying so. School liaisons are the least important service for Amherstburg residents.



Q19. While you may not have had direct experience with the following services, how important are each of the following to you as a resident of Amherstburg. Please use the scale of 1 to 10 where 1 means not at all important and 10 means very important. You may use a 1 or a 10 or any number in between. How important is: (Excluding 'don't know')

Framework: All respondents

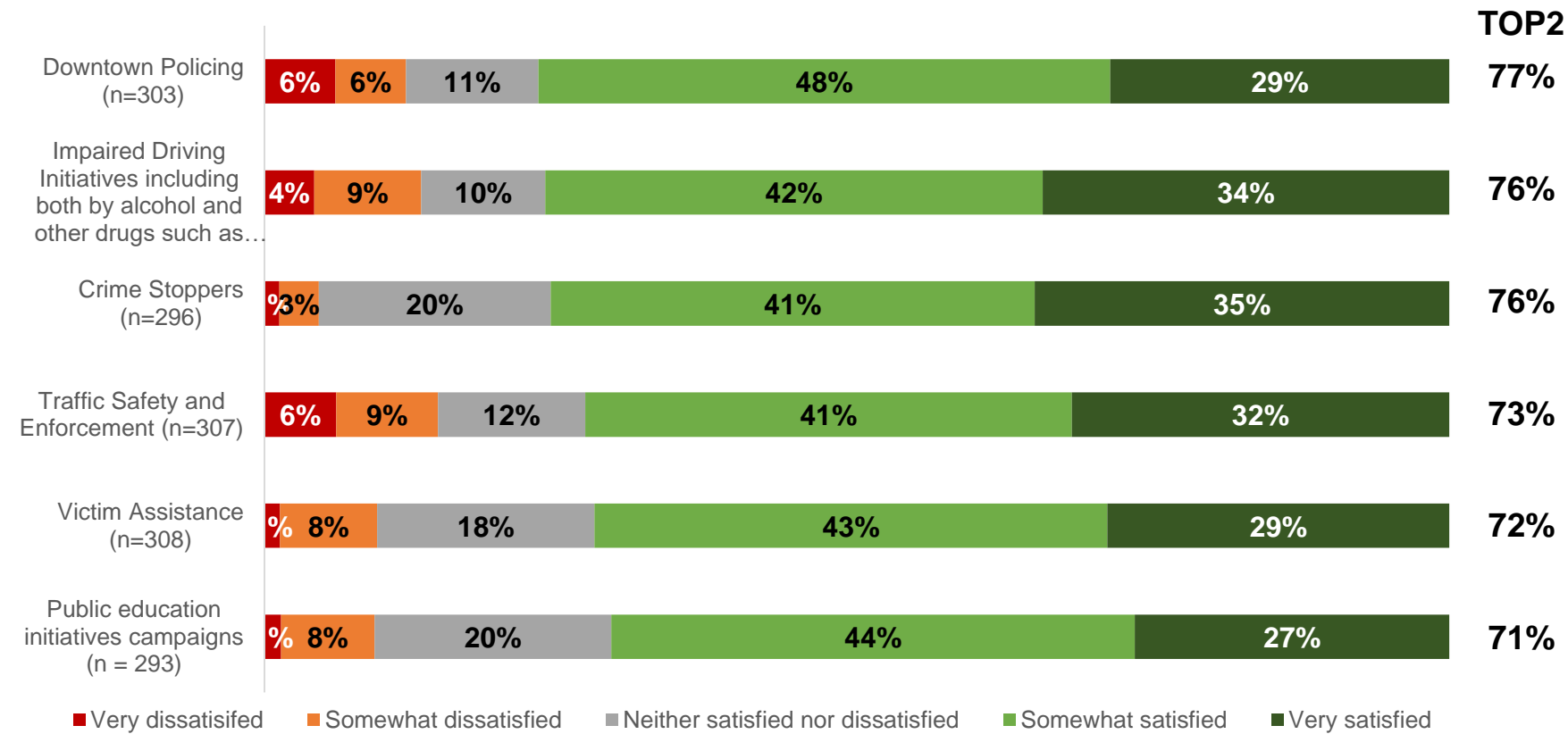


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# Satisfaction with Police Services

Residents are most satisfied with the Windsor Police Service when it comes to Downtown Policing (TOP2: 77%), Impaired Driving Initiatives (TOP2: 76%), and Crime Stoppers (TOP2: 76%).

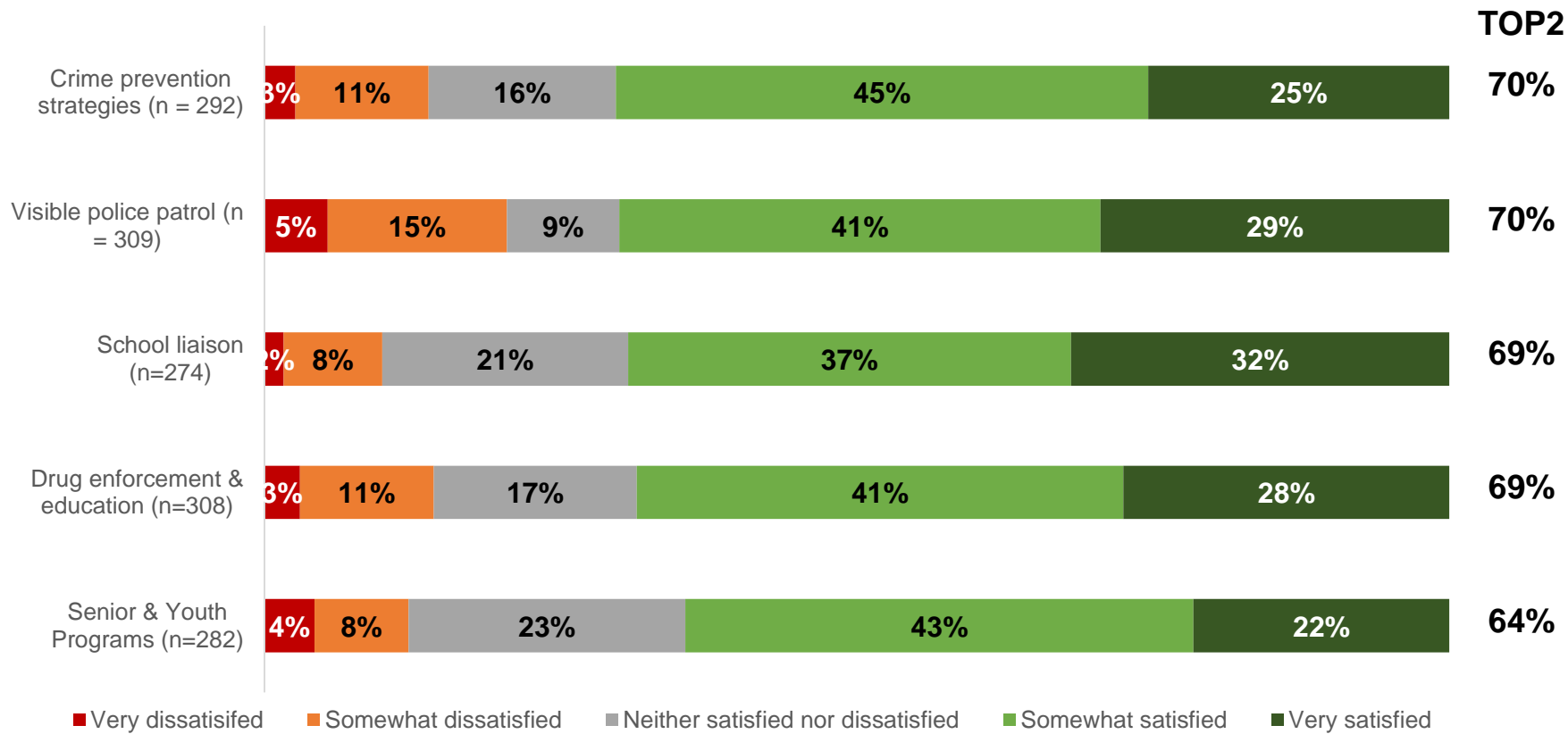


NEWQ20. How satisfied are you with Windsor police performance in each of the following areas? Are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied? (Excluding 'don't know')  
Framework: All respondents



# Satisfaction with Police Services

Residents are least satisfied with the Senior & Youth programs provided by the Windsor Police (TOP2: 64%).



NEWQ20. How satisfied are you with Windsor police performance in each of the following areas? Are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied? (Excluding 'don't know')  
Framework: All respondents





# Detailed Findings

## Experiences with the Police

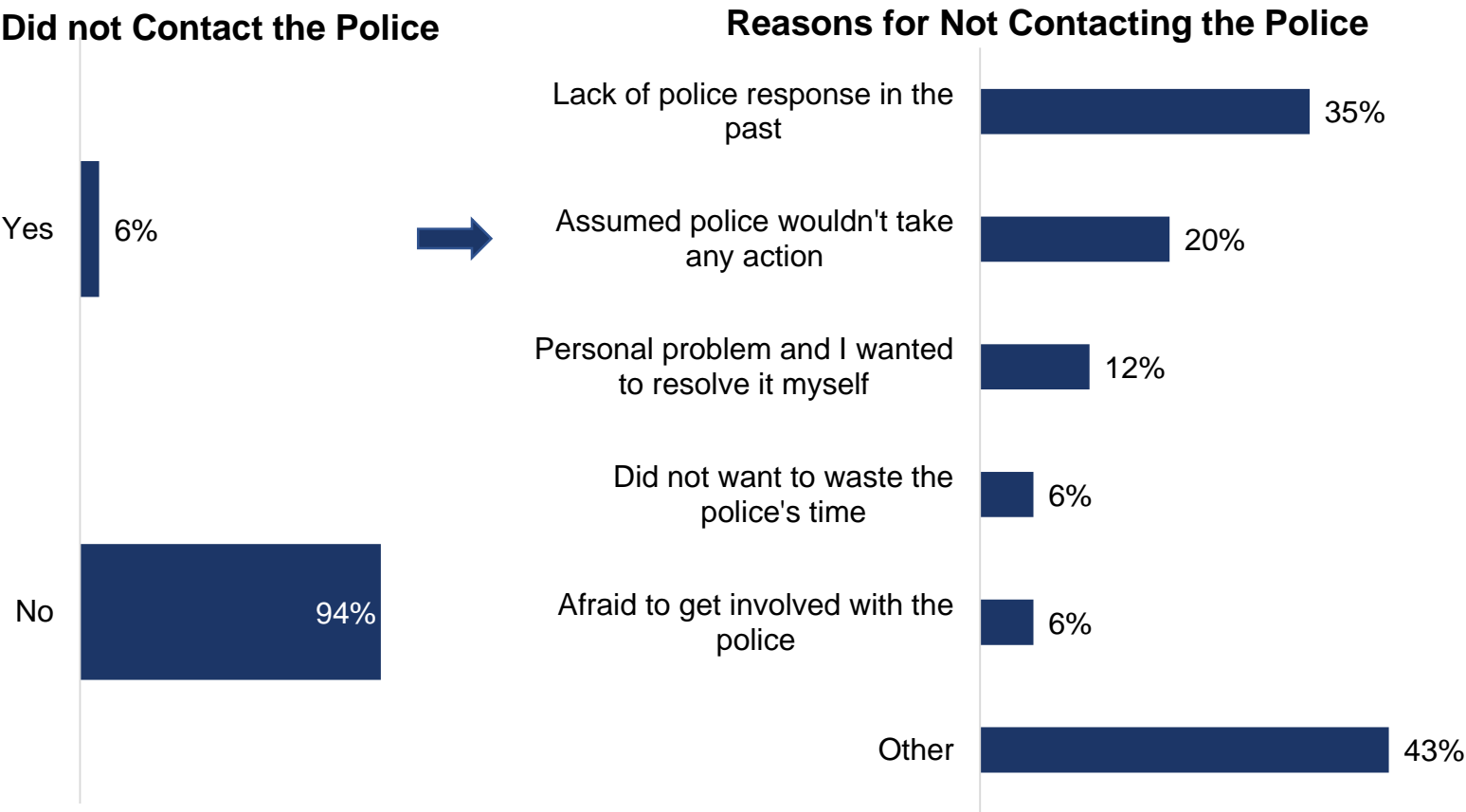


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# Reporting Crime

Of the less than 1 in 10 residents who opted not to contact the police for police assistance, over a third (35%) said it was due to the lack or police response in the past.



Q23. Has anything happened to you or a member of your household within the last year that required police assistance, but you did not contact the police? / Q25. Why did you or someone in your household not report the incident to the police? (Excluding 'don't know')

Sample Size: Q23: n = 309 / Q25: n = 19

Framework: Q23: All respondents / Q25: Those who had something happened to themselves or a member of their household within the last year that required police assistance, but did not contact the police



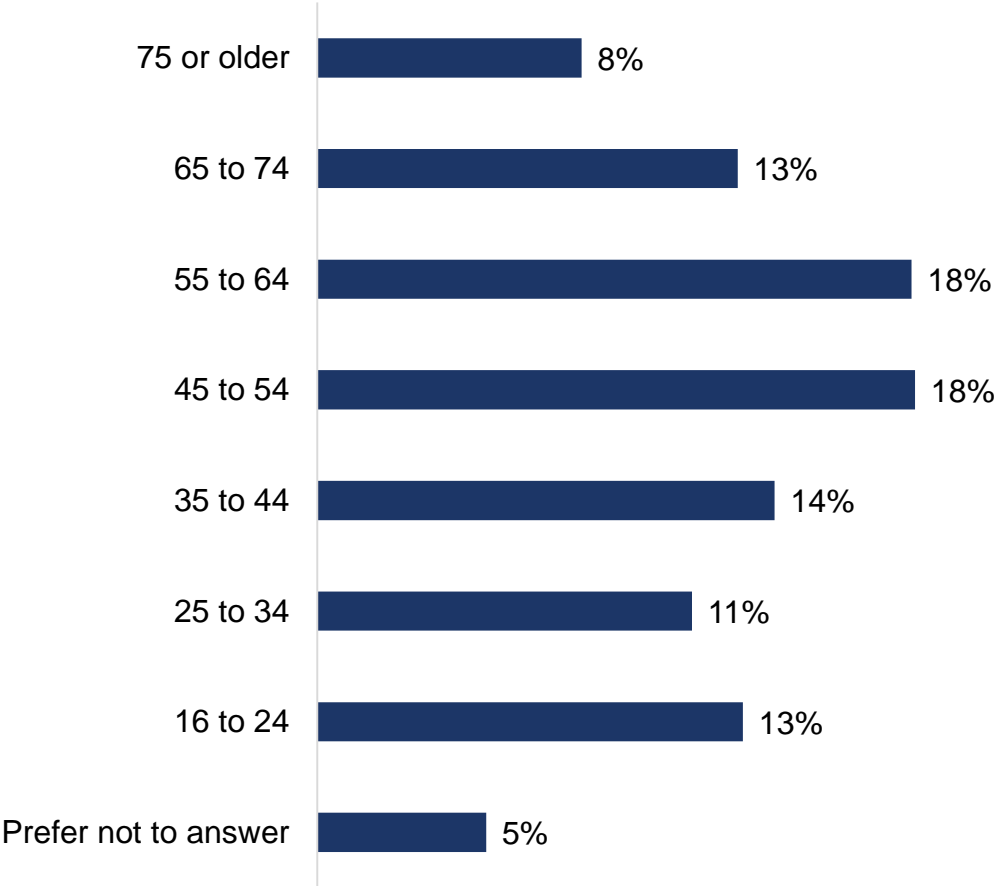
# Respondent Profile



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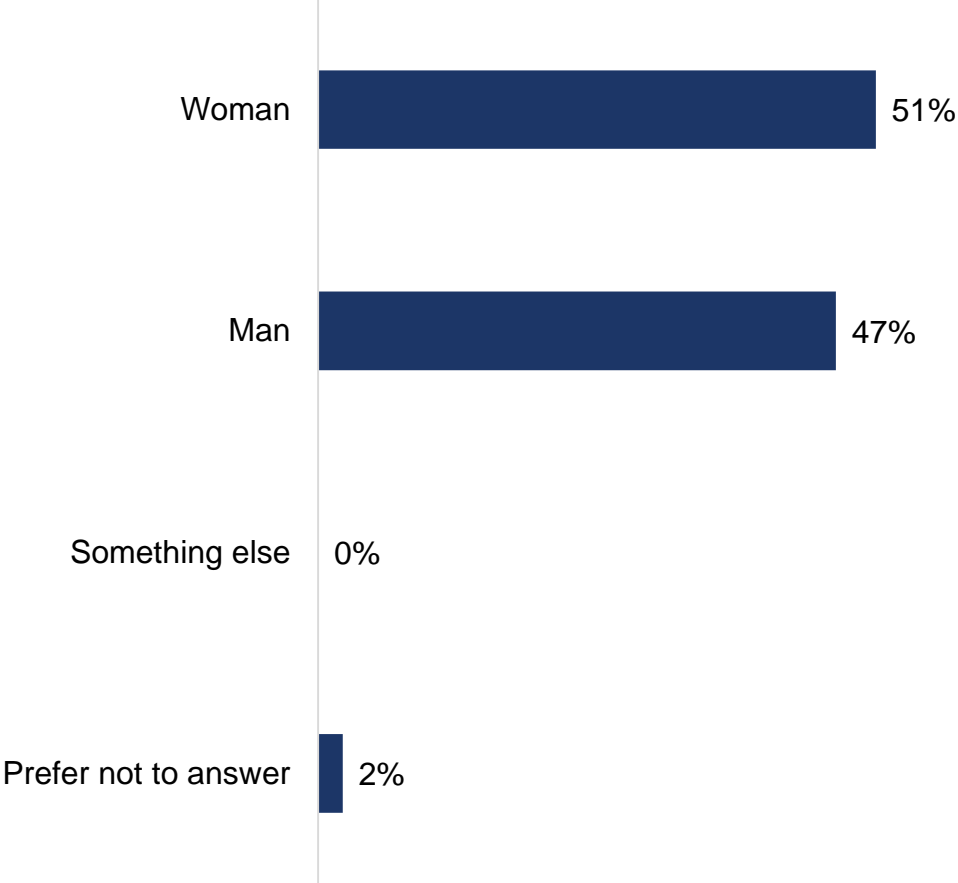
# Respondent Profile

Age



Sample Size: n = 313  
Framework: All respondents

Gender



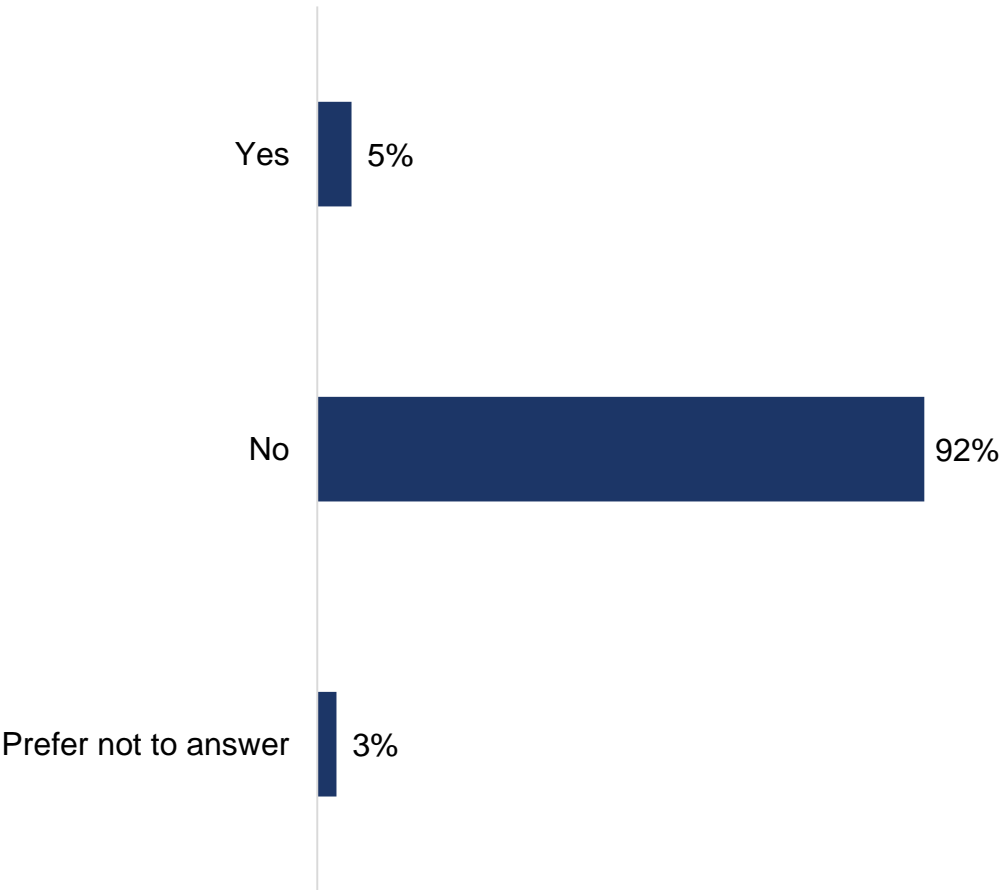
Sample Size: n = 313  
Framework: All respondents



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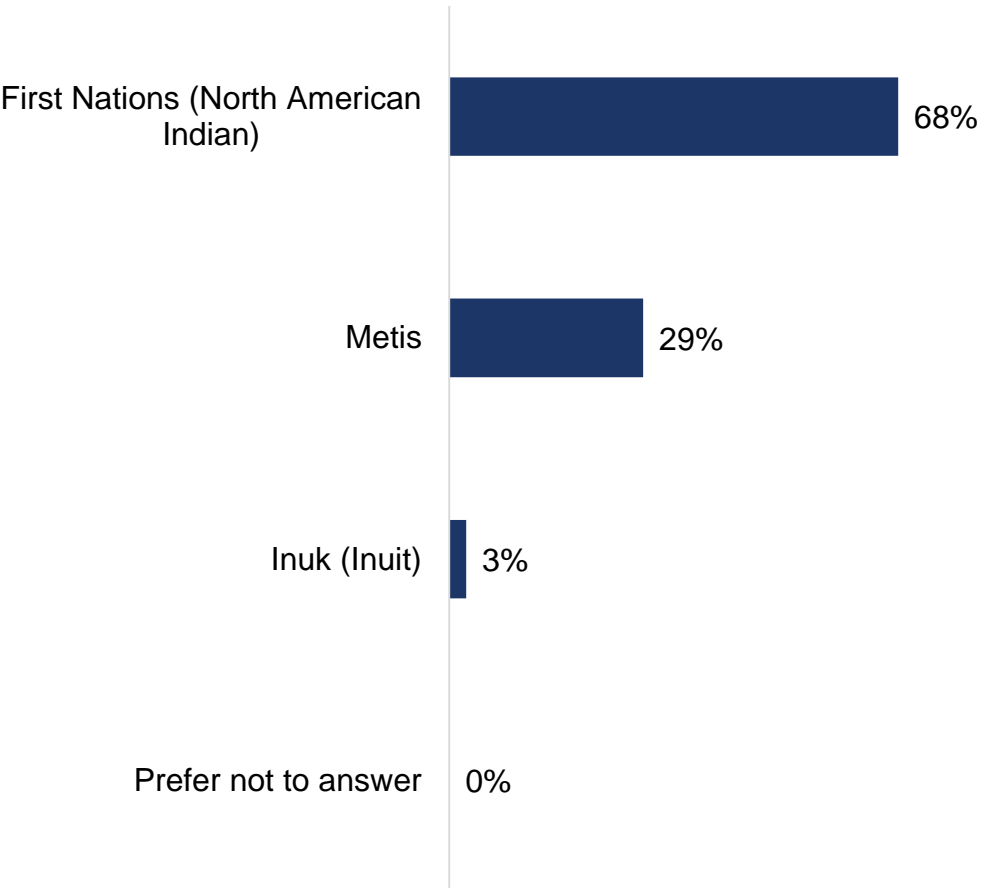
# Respondent Profile

Identification to an Indigenous Group



Sample Size: n = 313  
Framework: All respondents

Indigenous Group Affiliation



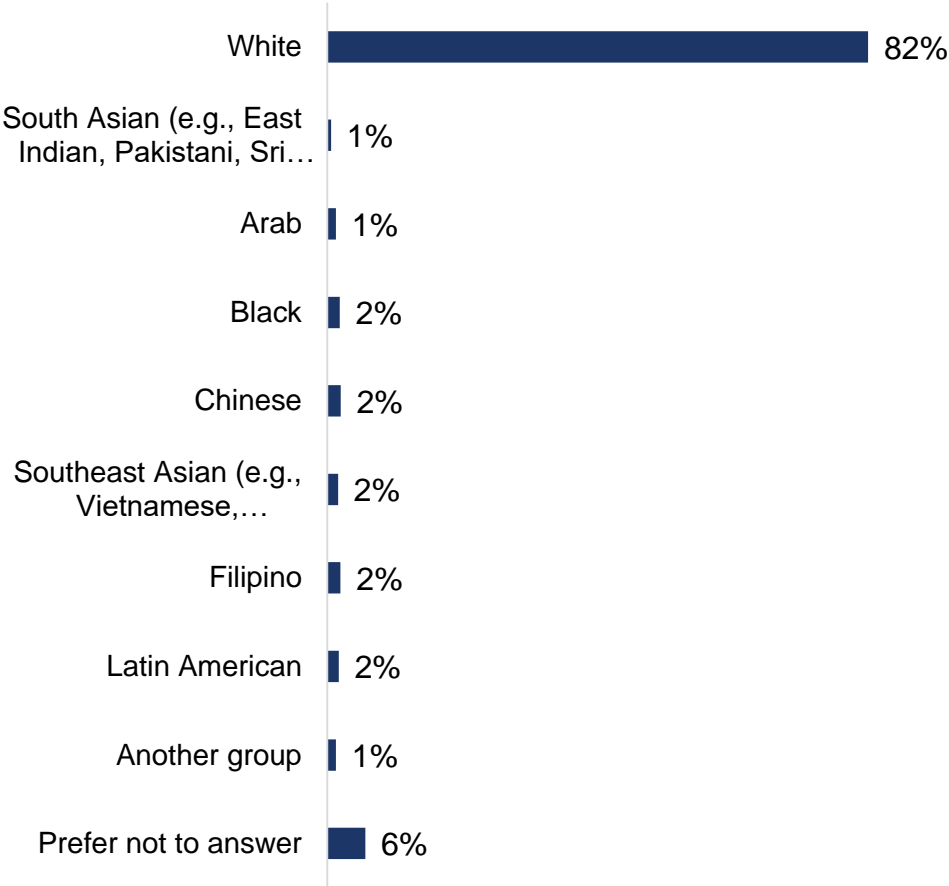
Sample Size: n = 16  
Framework: Those who identify as First Nations, Metis or Inuk (Inuit)



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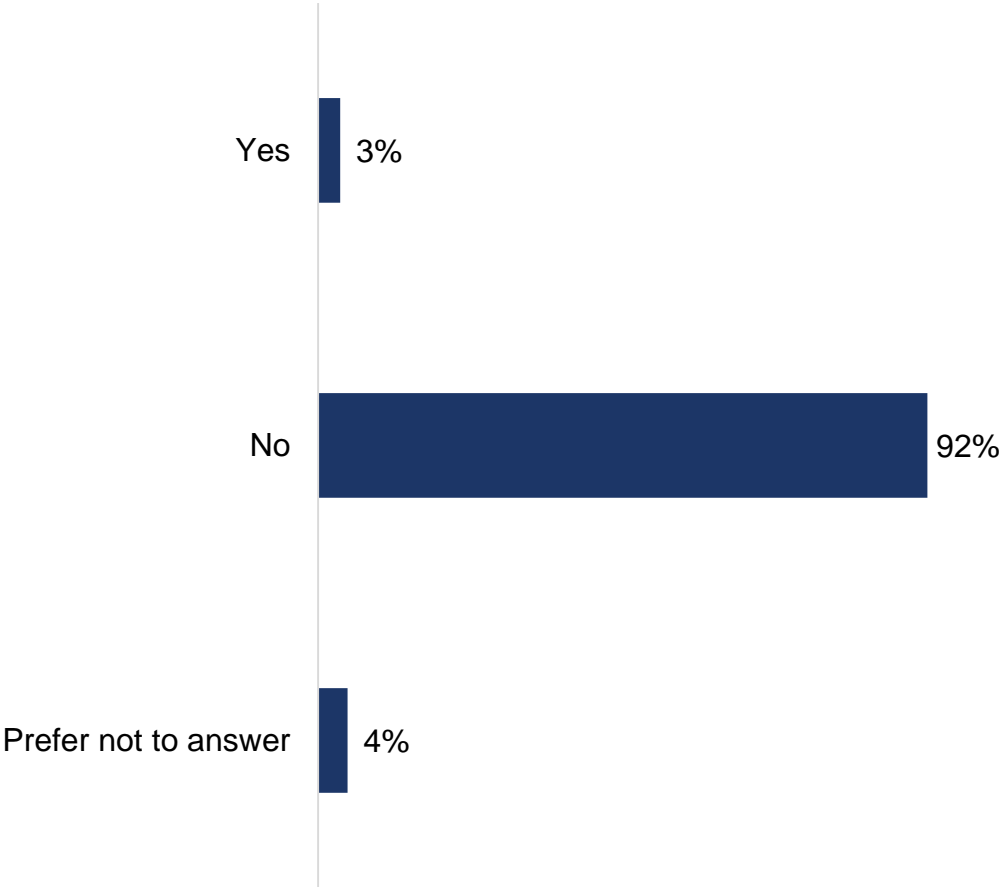
# Respondent Profile

Ethnicity



Sample Size: n = 654  
Framework: Those who do not identify as First Nations, Metis or Inuk (Inuit)

LGBTQ2IA+ Affiliation



Sample Size: n = 687  
Framework: All respondents



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# PUBLIC SURVEY ON POLICING SERVICES

## Town of Amherstburg: Comparison of 2020 vs. 2022 data Collection Periods

Prepared by: **Barry Horrobin, B.A., M.A., CLEP, CMM-III**  
Director of Planning & Physical Resources  
WINDSOR POLICE SERVICE

The following is a comparative analysis of the Windsor Police public surveys conducted in 2020 versus 2022 for the Town of Amherstburg. This comparison reviews all questions where a discernible difference existed in response rates between the two study periods. Responses not referenced should be interpreted as having little or no difference between the 2020 vs. 2022 surveys.

### What do you see as the greatest challenge the Windsor Police will face in the next 3 years?

	2020	2023
Drug Issues	24%	16%
Public perception/need to gain public trust	9	2
Dealing with mental health issues	8	5
Don't know/prefer not to answer	38	20

### How safe (somewhat or very) do you feel in the Town of Amherstburg (daylight hours)?

	2020	2023
At your place of work	59%	92%
While driving	80	92

### How safe (somewhat or very) do you feel in the Town of Amherstburg (at night)?

	2020	2023
At your place of work	56%	76%

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While driving	79	69
In public buildings	71	81
In your neighbourhood	76	81
In your local park	60	66

**During the past one to two years, do you think that the level of crime in your neighbourhood has ...?**

	2020	2023
Increased	24%	38%
Stayed the same	68	54

**Which TWO enforcement strategies would you most like to see the Windsor Police Service continue to enhance public safety?**

	2020	2023
Cybercrime (focused on child exploitation, fraud)	60%	38%
Targeting repeat offenders	37	21
Enforcement of guns and gangs	31	36
Focusing on vulnerable populations	N/A	23

**About how often would you say police in your neighbourhood exceed their authority?**

	2020	2023
Rarely/Never	66%	74%
Always/most of the time	12	8

**In general, to what extent do you agree that the Windsor Police Service is effective at?**

	2020	2023
Responding quickly to calls for assistance	82%	72%
Resolving crimes where violence is involved	65	70

**What are your primary sources of information about the activity, programs and services provided by the Windsor Police Service?**

	2020	2023
Newspaper	44%	37%



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Television	42	24
Radio	36	15
Facebook	33	23
Other online news sources	24	8
Twitter	4	9
Don't Know/prefer not to answer	4	13

**How important are each of the following to you as a resident of Amherstburg?**

	2020	2023
Crime prevention strategies	71%	87%
Visible police patrols	64	87
Traffic safety and enforcement	63	87
Public education initiatives	71	80
Crime Stoppers	70	82
Senior and youth programs	69	83
School liaisons	63	79
Downtown policing	63	80
Drug enforcement and education	83	88

**Has anything happened to you or a member of your household within the last year that required police assistance, but you did not contact the police?**

	2020	2023
Did not call the police	18%	6%
Called police	82	94

**Demographic profile of respondents**

- There were no discernible differences in the demographic profiles (age, gender, etc.) of Amherstburg survey respondents in 2023 compared to 2020 except for one variable:
  - In 2020, 90% of survey respondents identified their ethnic origin as “white”, while this number decreased to 82% in the 2022 survey. Of this difference, those identifying as Indigenous rose from 2% to 5% of the total.