



LONDON POLICE SERVICES BOARD

“Deeds Not Words”

Report #: 19-120

To: Chair and Members of the London Police Services Board

Date: November 21, 2019

Subject: **Leger Survey Results: London Police Service Reputation 2019**

Board Action:

- ☒ Update / Information Purposes Only
- ☐ Seeking Input
- ☐ Seeking Decision
- ☐ Evaluation

Synopsis:

This report is being submitted to provide the Board with the results of a recent public opinion poll conducted by Leger. Leger is an independent research firm, and was commissioned by the London Police Service, to gauge the public sentiment regarding the reputation of the London Police among the residents of the City.

The poll was conducted by staff employed by Leger between September 16, 2019, and September 30, 2019, during which 500 residents of London were telephoned and asked a series of questions. The questions were designed to determine to what extent the public has trust in the London Police Service. During this period, Leger conducted a similar national police reputation study among 1566 Canadians asking about their local police service, in general to provide a benchmark against which the London Police Service could be assessed. The margin of error for the study was deemed to be +/- 2.5%, 19 times out of 20.

The window during which the survey was conducted was intentionally short to minimize the likelihood of positive or negative local events influencing the results of the survey; however, part way through the survey, a local media outlet released a six-part news story focused on past events that involved a London Police officer and the Police Service generally.

A decision was made to continue with the survey, leveraging the opportunity to assess the impact local media may have on the reputation of the London Police. Leger agreed to provide aggregate results of the survey prior to the media release and compare them against the survey findings during and after the media release in the form of a ‘reputation score’. The results were largely unaffected, with Leger noting that “the LPS’s Reputation Score did dip by four points after September 25 in response to a slight though not statistically significant increase in bad opinion (+3 percentage points). The news story does not appear to affect “Good Opinion” levels; however, a shift in those who are unfamiliar with LPS may be contributing to the lift in bad opinion (even though these differences are not statistically significant).”

The following are some key findings from the Leger report:

- 87% of those surveyed trust the LPS (compared to a national rate of 73%)
- 87% of are satisfied with the LPS (compared to a national rate of 72%)
- 84% believe the LPS is committed to meeting expectations (compared to a national rate of 65%)
- 79% believe the LPS is honest and transparent (compared to a national rate of 64%)
- 79% believe the LPS is concerned about people like me (compared to a national rate of 59%)
- 61% have a good opinion of the LPS (compared to a national rate of 55%) while 9% have a bad opinion (compared to a national rate of 13%) while 30% said they don't know the LPS well enough to have an opinion (compared to a national rate of 33%)

The Leger Reputation Survey accompanies this report.

Background:

The London Police Service's 2019 to 2021 Business Plan 'Vision for a Safer London' provides direction and focus for the organization during the three years of the plan. A strategic priority of the plan is to enhance public trust and confidence in police, including an increase in satisfaction with the police services provided. (Priority #2 Community Well-Being).

The public opinion survey was deemed an appropriate means of assessing the level of trust, confidence, and satisfaction the public has of the London Police Service.

The Corporate Services Division considered various means for applying a survey, including utilizing results from the General Social Survey released by Statistics Canada which include questions around trust and confidence in policing, in addition to the standardized questions surrounding trust and confidence in policing as endorsed by the Canadian Association of Chiefs of Police (CACP), as well as utilizing the independent research firm, Leger, to administer the survey. Leger had presented the survey methodology at the 2018 CACP Conference.

Neither the GSS Survey nor the CACP endorsed questions were deemed to meet the immediate needs of the Service. The GSS Survey is not geared toward specific police agencies, and the CACP endorsed questions are designed to be included in the next community satisfaction survey in advance of the 2022 to 2024 Business Plan, making a delay ineffective for the purposes of gauging public sentiment for the current Business Plan.

Leger had made a presentation to police leaders at the 2018 CACP conference in Toronto, and they were invited by the London Police Service for further consultation to determine how their services may benefit the organization.

Early in 2019, after consulting with Leger, it was determined that Leger could provide the Police Service with a viable option to augment the findings of both the GSS and CACP survey questions. The Leger survey results also provide for national benchmarking, and the results will assist in establishing how the citizens of London feel about their police service. Leger provided the survey questions in advance of the survey and utilized the same or similar questions in their national surveys. The results of the survey will be reviewed to inform efforts towards enhancing public trust and confidence in police, including an increase in satisfaction with the police services provided by the London Police.

A media release was issued prior to the Leger survey being launched, and a follow-up media release will also be provided announcing the findings.

Financial Implications

The contract with Leger to conduct the survey and provide a full report of its findings, including national benchmarking, was \$16,000. A review will be conducted to determine if future Leger surveys will be conducted.

Recommendation:

It is recommended that the Board receive this survey for their information.

SUBMITTED BY: Stuart Betts, Deputy Chief – Administration

Attachment: Leger Survey Results – London Police Service

Report

LONDON POLICE SERVICE

REPUTATION 2019

DATE 2019-10-07 **PROJECT NUMBER** 82788-001





METHODOLOGY



QUANTITATIVE RESEARCH INSTRUMENT

A telephone survey.



500 residents of London, Ontario, 18+.



Completed between September 16 and 30, 2019, using Leger's online panel.

The margin of error for this study was +/-4.4%, 19 times out of 20.

Where applicable, data from this study was compared to the results of an online national police reputation study among 1566 Canadians, which fielded between September 23 and 30, 2019, using Leger's online panel. This surveyed used similar questions, but instead of asking about a specific police service, such as the London Police Service, the national survey asked Canadians about their local police service, in general. The margin of error for this study was +/-2.5%, 19 times out of 20.

ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

QUALITY CONTROL

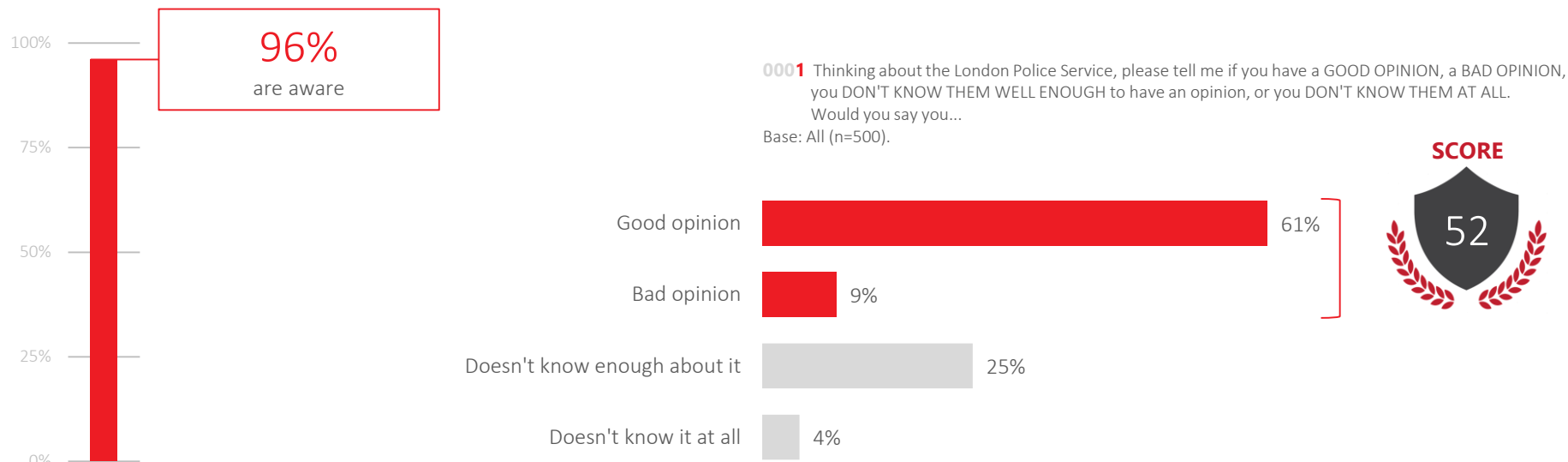
Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

DETAILED RESULTS

VIRTUALLY EVERYONE HAS HEARD OF THE LPS, AND MOST HAVE A POSITIVE OPINION OF IT.

Overall, **96% are aware of the London Police Service (the LPS)**, with 70% familiar enough to have an opinion. **Good opinions far outweigh negative ones, giving the LPS a positive Reputation Score of 52** (61 – 9 = 52, within a possible range of -100 to +100). To help put this score into perspective, 2019 Reputation Scores** for major companies, like UPS and Hudson's Bay, hover around the 50-point mark (54 and 51, respectively). Demographically, positive opinion remains stable across key demographics like age, gender, and region (i.e. urban, suburban, and rural). It also remains stable regardless of whether or not a respondent believes crime their community has increased or decreased over the last two years. It is, however, statistically higher among those making at least \$80K per year (74%), relative to those making less than that per year (<\$80K: 57%).

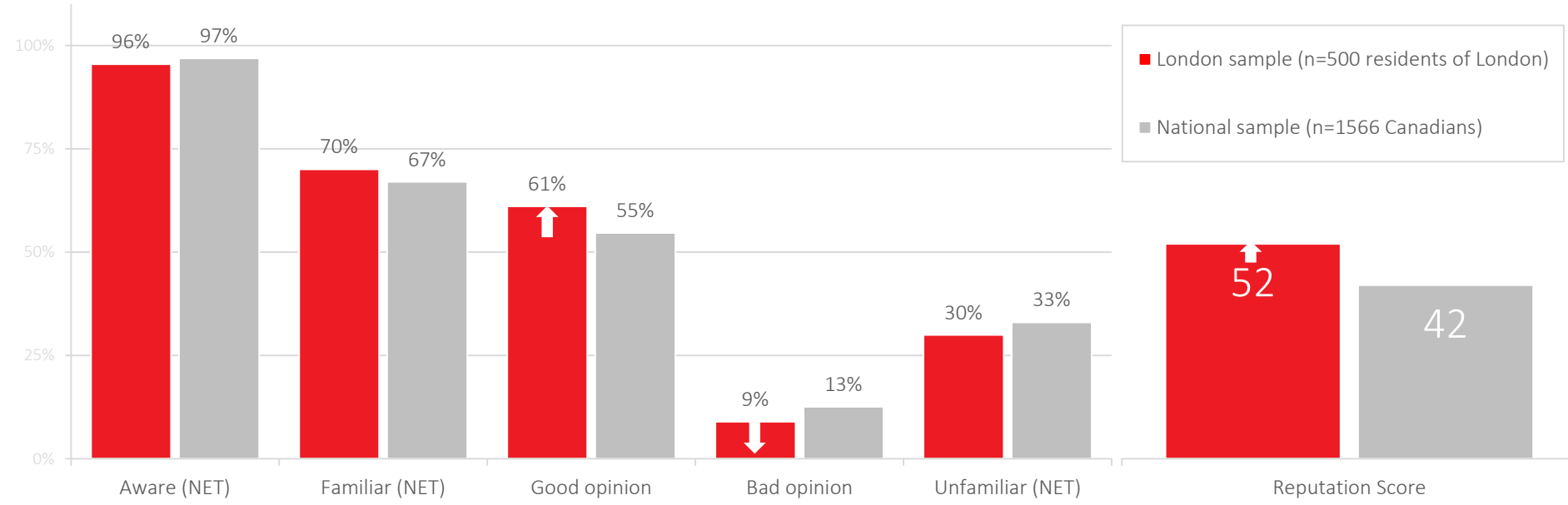
Three-in-ten (30%) aren't familiar enough with the LPS to form an opinion of it, particularly 18-34 year-olds (40%), relative to most older respondents.



COMPARED TO NATIONAL SCORES, THE LONDON POLICE SERVICE FARES BETTER.

While awareness and familiarity are similar among the LPS's results, and the national results for police services in general, the LPS results show a significantly higher percentage of good opinion, and a significantly lower percentage of bad opinion, resulting in a higher Reputation Score.

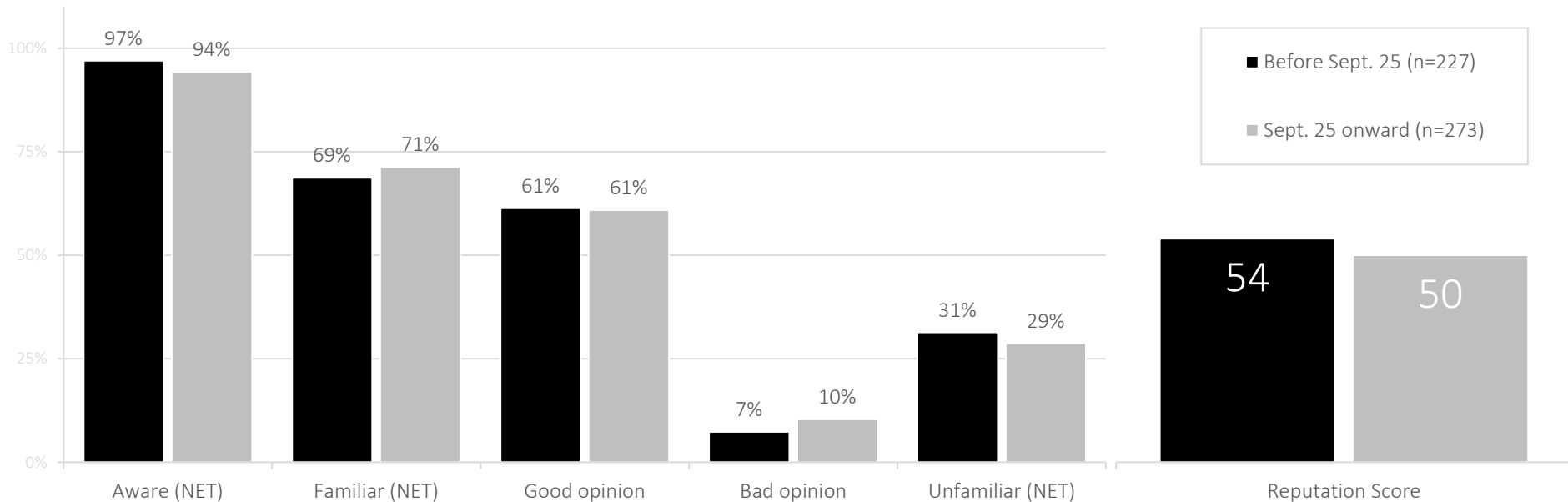
0001 Thinking about the London Police Service/your local police service, please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL. Would you say you...



PRE AND POST SEPTEMBER 25TH NEWS STORY SHOWS LITTLE SIGNIFICANT CHANGE.

No significant differences were found between the respondents who completed survey before September 25 and those who completed it on September 25 or later. The LPS's Reputation Score did dip by four points after September 25 in response to a slight – though not statistically significant – increase in bad opinion (+3 percentage points). The news story does not appear to affect “Good Opinion” levels; however, a shift in those who are unfamiliar with LPS may be contributing to the lift in bad opinion (even though these differences are not statistically significant), so it is important to counter-balance positive news stories over the next few months

0001 Thinking about the London Police Service, please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL. Would you say you...



TRUST AND SATISFACTION LEVELS ARE BOTH HIGH . . .

Regarding the seven statements shown to respondents:

- **Roughly nine-in-ten both trust the LPS and are satisfied with it.** Satisfaction is highest among those who believe that crime in their community has either *stayed the same* (92%) or *decreased* (95%) in the last two years.
- **At least eight-in-ten believe the LPS is (a) committed to meeting their expectations, (b) honest and transparent, and (c) concerned about people like themselves. Most (70%) also believe that people like themselves are represented in the LPS,** but statistically fewer people belonging to a visible minority agree this statement (53% vs. 74% among those who aren't part of a visible minority).
- **Less than half (40%) believe they can influence the decisions or direction of the LPS,** with elevated levels of agreement recorded among those who believe that crime in their community has either *stayed the same* (45%) or *decreased* (66%) in the last two years.
- **Agreement levels among those with a *good* opinion of the LPS are higher for each statement** (vs. those with a *bad* opinion of the LPS).

0002 Thinking about the London Police Service, to what extent do you agree or disagree with each of the following statements?

Base: All (n=500).

Those with a good opinion of the LPS
(n=318)

% WHO AGREE (strongly or somewhat)

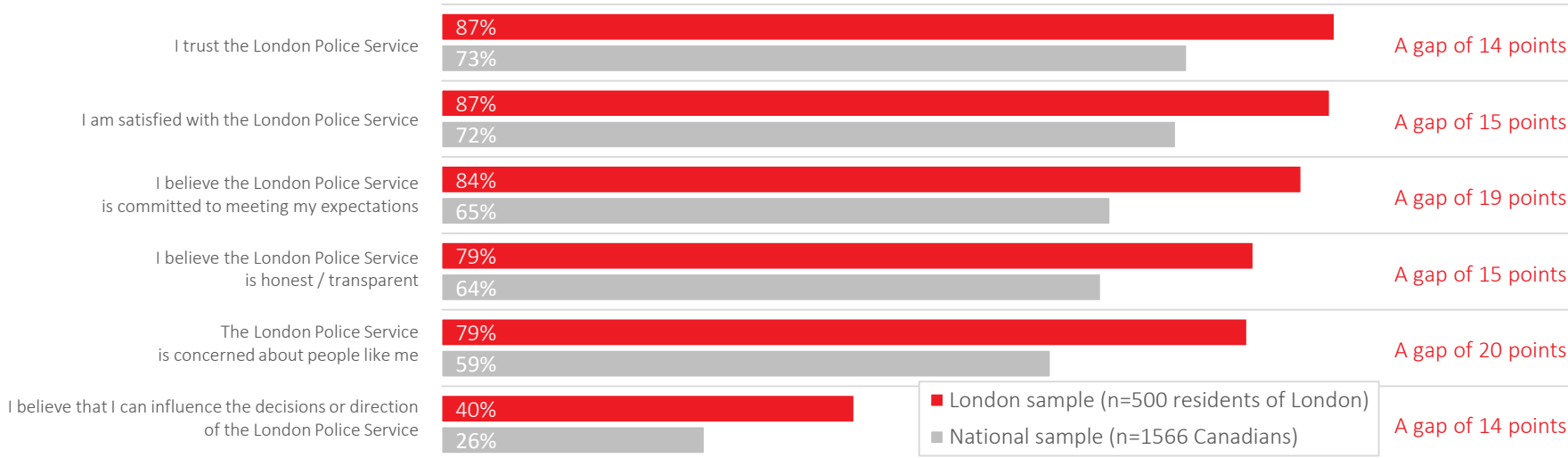


COMPARED TO NATIONAL RESULTS, COMPARABLE LPS SCORES ARE ALL HIGHER.

Compared to the national results for local police services in general, the LPS's scores are significantly higher for each statement, especially when it comes to residents believing their police force is (a) concerned about people like themselves (a gap of 20 points), and (b) committed to meeting their expectations (a gap of 19 points).

0002 Thinking about the London Police Service/your local police service, to what extent do you agree or disagree with each of the following statements?

% WHO AGREE (strongly or somewhat)



... BUT BELIEF IN THE LPS'S HONESTY AND TRANSPARENCY REDUCED AFTER THE SEPT. 25TH ARTICLE.

Respondents completing the survey on September 25 or later were *less* likely to agree that the LPS was honest and transparent. No other significant differences were found.

0002 Thinking about the London Police Service, to what extent do you agree or disagree with each of the following statements?

% WHO AGREE (strongly or somewhat)

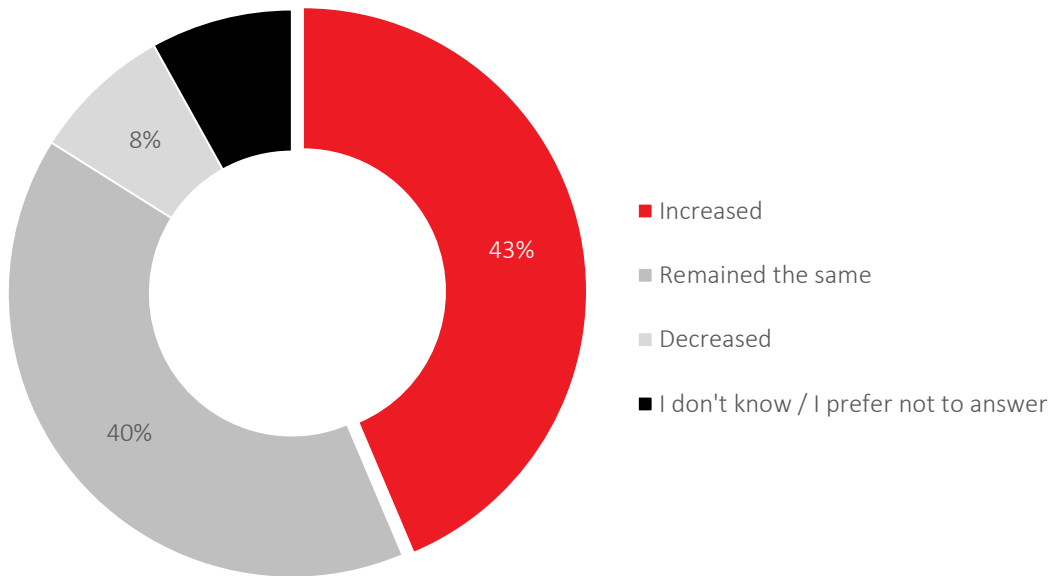


HAS CRIME INCREASED OR DECREASED?

RESPONDENTS ARE DIVIDED.

While many (43%) believe crime in their community has *increased* over the last two years, roughly half (48%) believe otherwise, with eight percent believing crime has **actually gone down**. Demographically, those 35+ are far more likely to believe crime's *gone up* (51% vs. 28% among those 18-34); so have those who have a *bad* opinion of the LPS (75% vs. 42% among those with a *good* opinion), and those who were born here in Canada (50% vs. half that [25%] among those who immigrated here). Those who immigrated here are more likely to believe crime in their community has *decreased* (14% vs. just 6% among those who were born here in Canada).

0003 Do you feel that crime in your community has increased, decreased, or remained the same over the past 24 months?
Base: All (n=500).

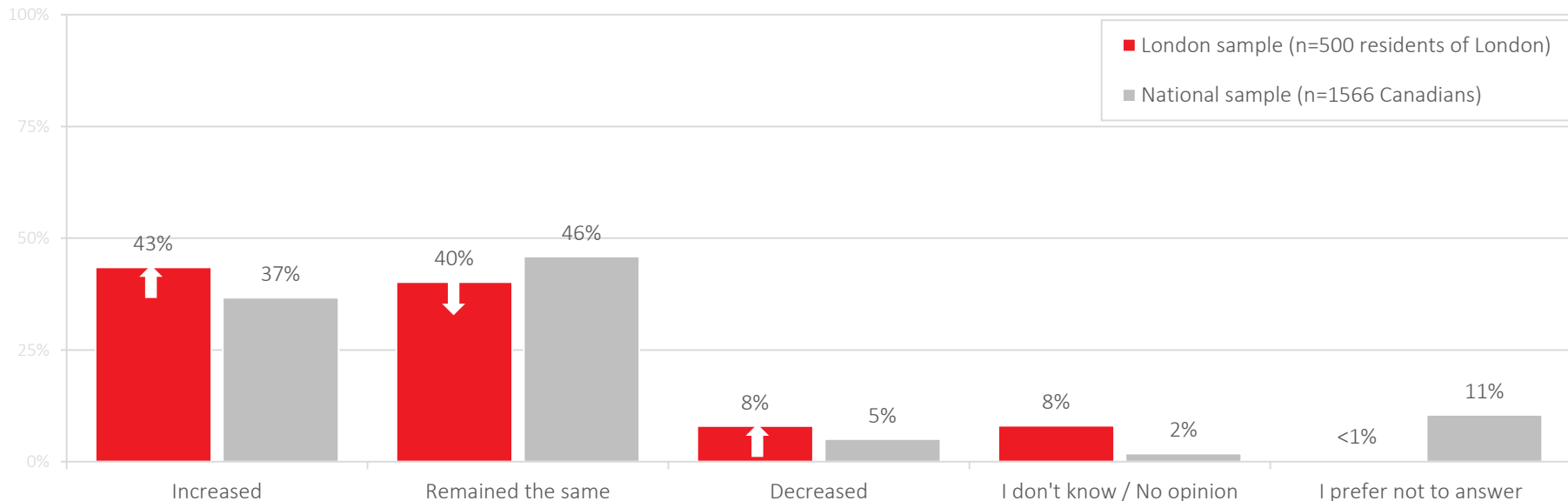


MORE OF LONDON'S RESIDENTS BELIEVE CRIME HAS INCREASED IN THEIR COMMUNITY.

Relative to the national results, more of London's residents believe crime in their community has actually *increased* (43% vs. 37% for Canadian residents nationally). More London residents believe crime in their community has *decreased*, too (8% vs. 5% nationally).

0003 Do you feel that crime in your community has increased, decreased, or remained the same over the past 24 months?

Base: All (n=500).



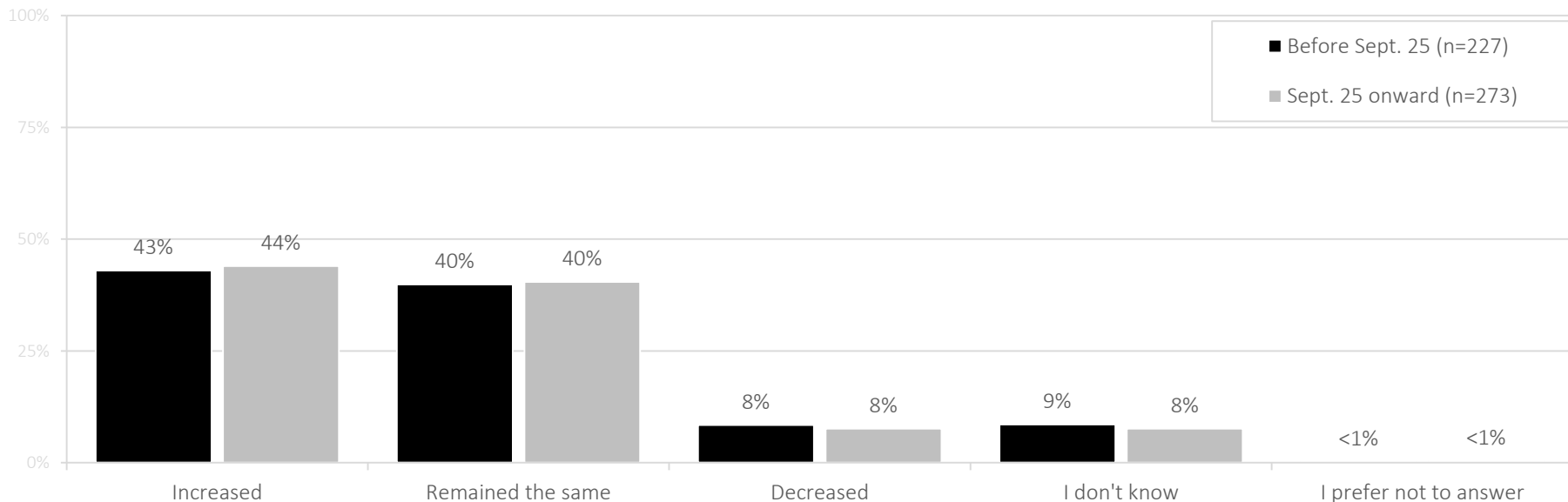
HAS CRIME INCREASED OR DECREASED?

RESPONDENTS ARE DIVIDED.

No significant differences were found between the respondents who completed survey before September 25 and those who completed it on September 25 or later.

0003 Do you feel that crime in your community has increased, decreased, or remained the same over the past 24 months?

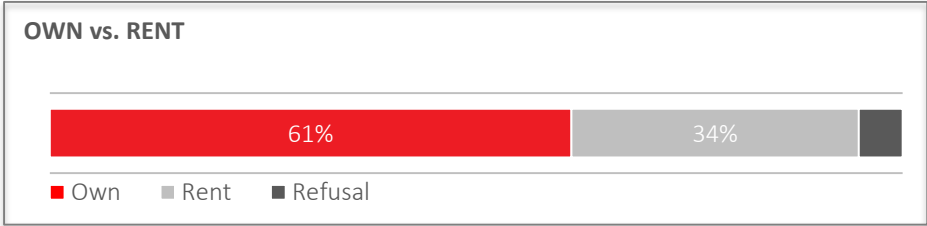
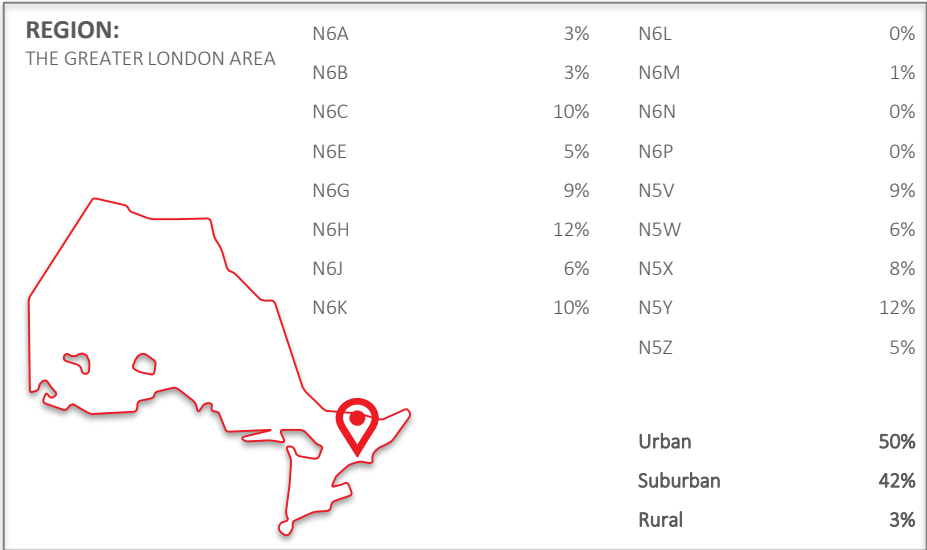
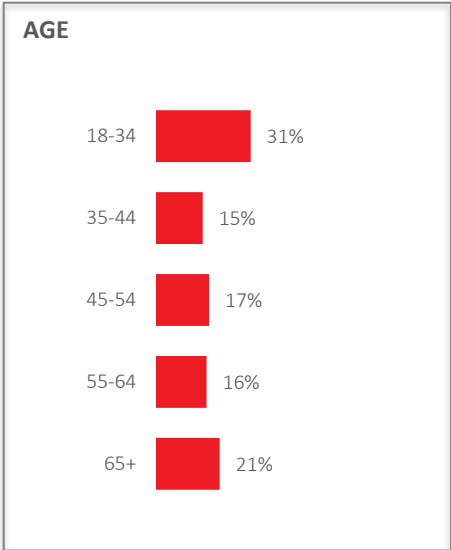
Base: All (n=500).



RESPONDENT PROFILE

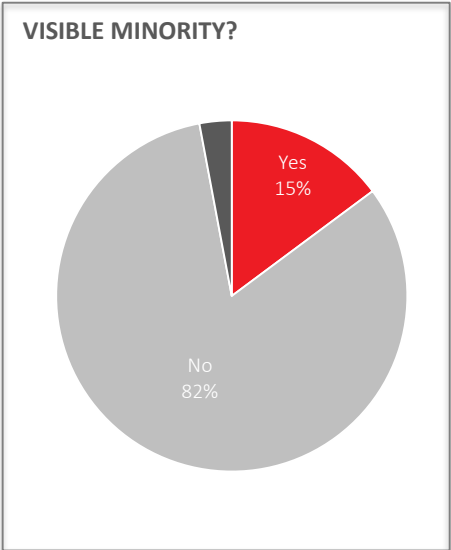
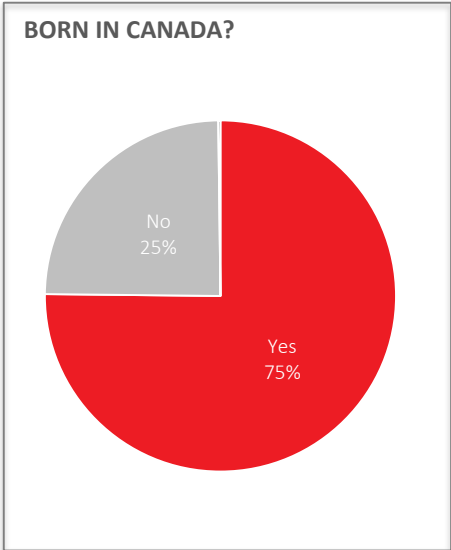
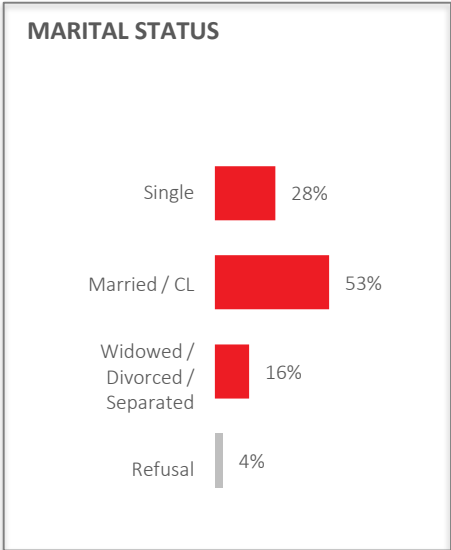
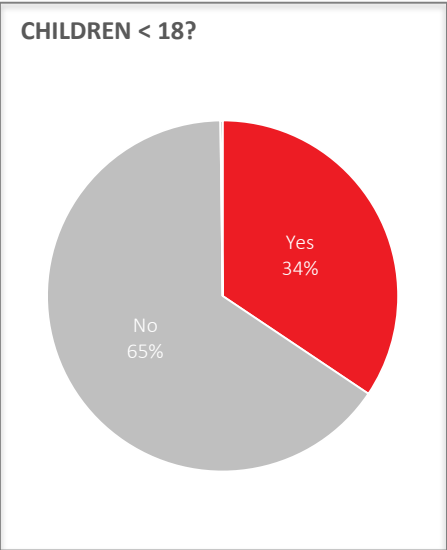
RESPONDENT PROFILE

Base: All (n=500).



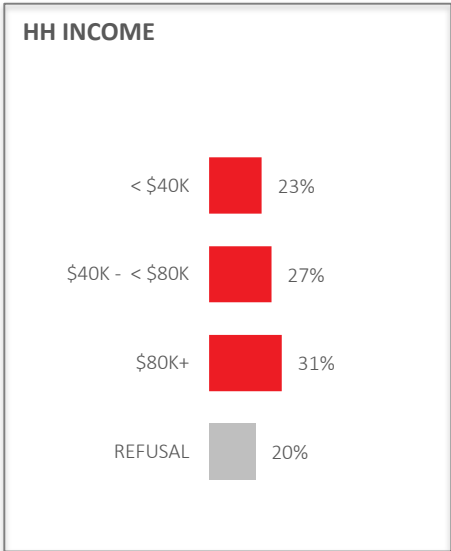
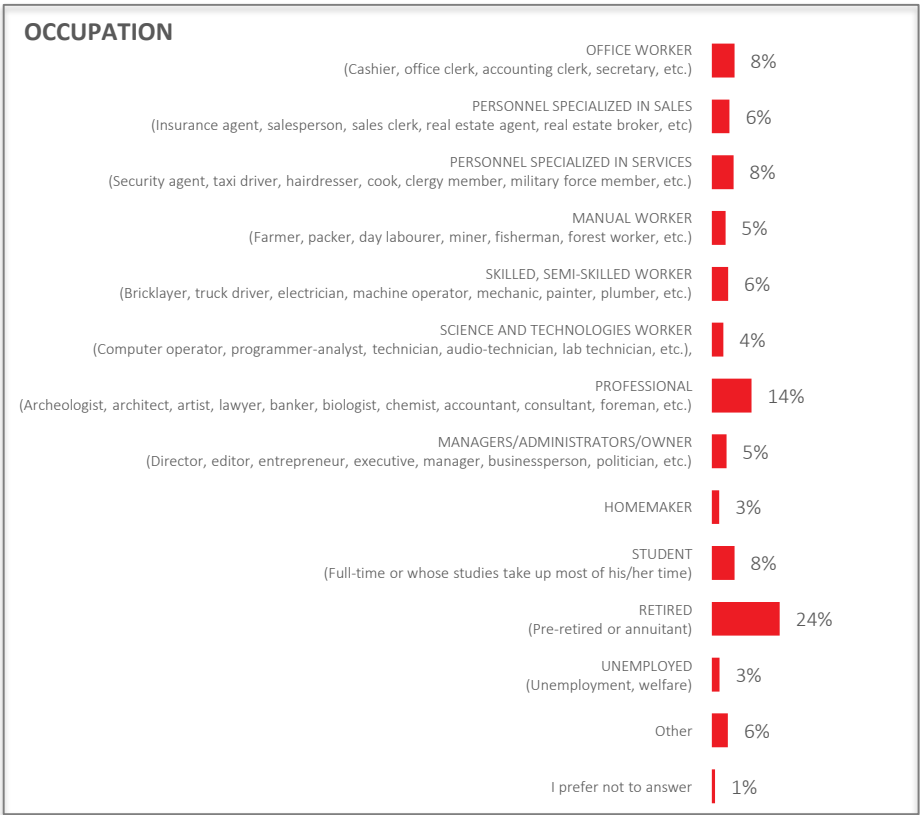
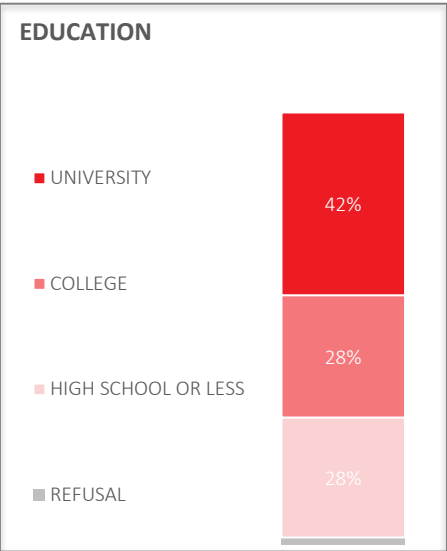
RESPONDENT PROFILE

Base: All (n=500).



RESPONDENT PROFILE

Base: All (n=500).



THE TEAM



Lisa Covens

Vice-President

Communications and Public Affairs

O: 416-964-4107
lcovens@leger360.com



Anne-Marie Newton

Research Director

Communications and Public Affairs

O: 416-964-9222
amnewton@leger360.com



Patrick Ryan

Research Analyst

Communications and Public Affairs

O: 416-964-4117
pryan@leger360.com

Leger

We know Canadians



leger360.com



@leger360



/LegerCanada



/company/leger360



@leger360