



Windsor Police Service Community Survey

December 2024

Prepared by:



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Methodology

Method CATI (Computer Aided Telephone Interview)
CAWI (Computer Aided Web Interview)

Criteria for Participation Residents of the City of Windsor and Town of Amherstburg who are 16 years of age or older

Weighted Sample Size Windsor: n=672
Amherstburg: n=329

Average Length Windsor: 17.4 minutes
Amherstburg: 16.2 minutes

Margin of Error Windsor: ±3.8%
Amherstburg: ± 5.4%

Fieldwork Dates September 4th – September 30th

Additional Notes

- CATI sample was drawn using random digit dialing (RDD) among City of Windsor residents. A mix of landline and cell phone sample was used to reach cell phone-only households.
- 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.
- Significant differences across sub-groups are noted where they exist.
- 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 Windsor demographics.

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



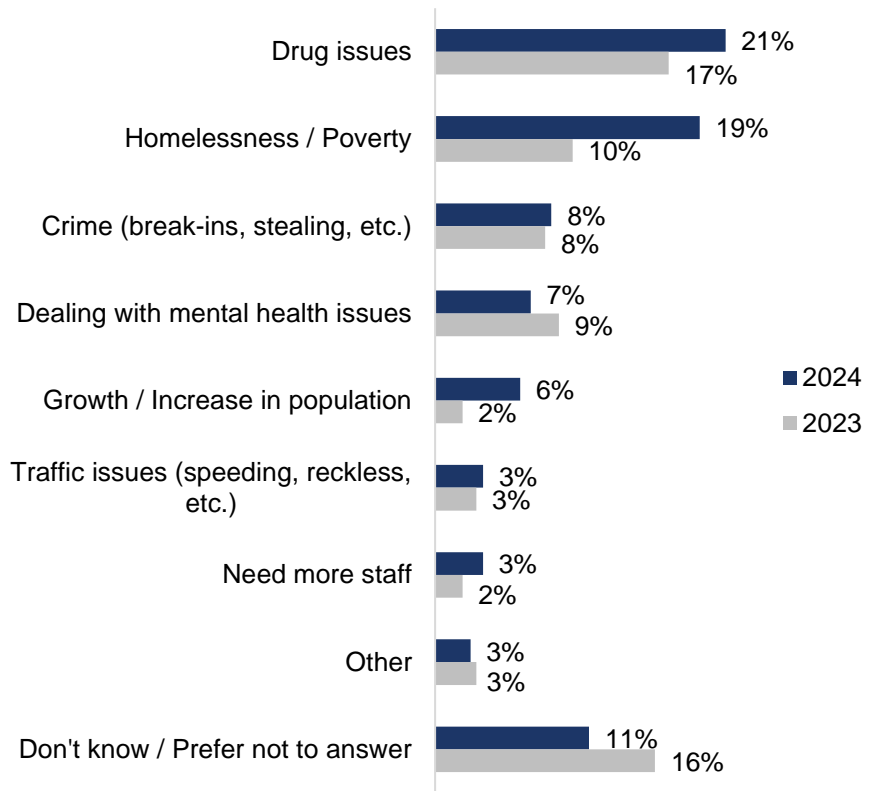
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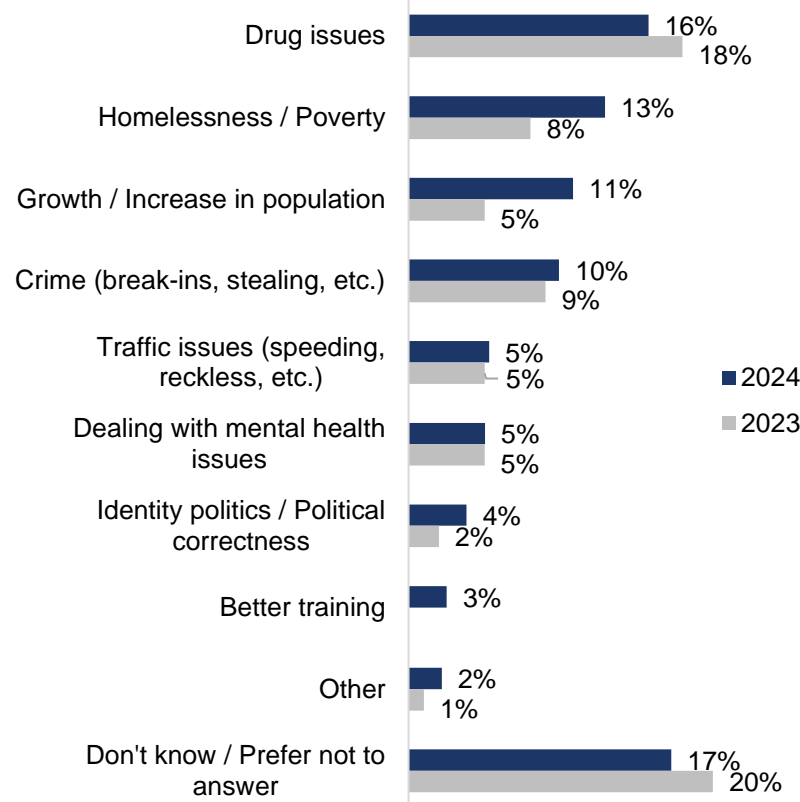
Greatest Challenge in the Next 3 Years

Drug issues (Windsor: 21%, Amherstburg: 16%) continue to be seen as the greatest challenge that the Windsor Police will face in the next 3 years. There is an increase in residents who say homelessness/poverty is the greatest challenge for both Windsor (19%) and Amherstburg (13%) compared to 2022 (10% and 8% respectively).

Windsor



Amherstburg



Windsor

- Residents who do not feel safe in the city (31%) and those aged 55-74 (23%) are more likely to identify drug issues as the greatest challenge for the WPS than those who feel safe (19%) and those aged 75+ (15%).
- Residents aged 55-74 (11%), women (10%), and White residents (10%) are more likely to say mental health issues will be a challenge compared to residents of other age group (5%-6%), men (4%) and BIPOC (1%).
- BIPOC residents (12%) are more likely to say population growth will be a challenge than White residents (4%).

Amherstburg

- White residents (12%) are more likely to say population growth (12%) and traffic issues (6%) will be a challenge than BIPOC (0%, 0% respectively).
- Crime is more likely to be seen as a challenge for those aged 55-75 (12%-13%) than those aged 35-54 (4%).

Q14. What do you see as the greatest challenge the Windsor Police will face in the next 3 years? (Mentions <2% in 2024 not shown)

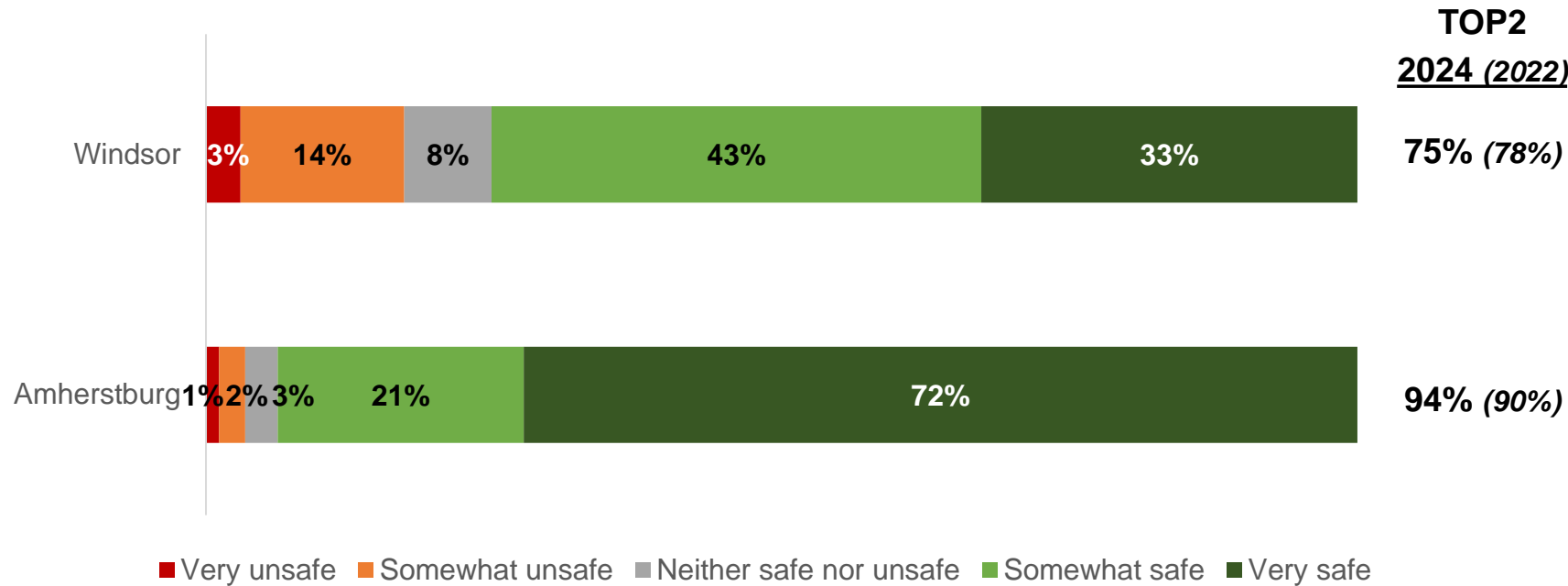
Sample Size: Windsor: n=672 / Amherstburg: n=329

Framework: All respondents



Overall Feeling of Safety

While 3 in 4 Windsor residents (TOP2: 75%) generally feel safe in the city, the majority of Amherstburg residents (TOP2: 94%) report feeling safe, up from 90% in 2022.



Windsor

- Residents aged 75+ feel safer in the City of Windsor (TOP2: 93%) compared to other age groups (TOP2: 69%-78%).
- Residents who say that Windsor Police treat people with respect feel safer in the City of Windsor (79%) compared to those who have a contrasting view (47%).

Amherstburg

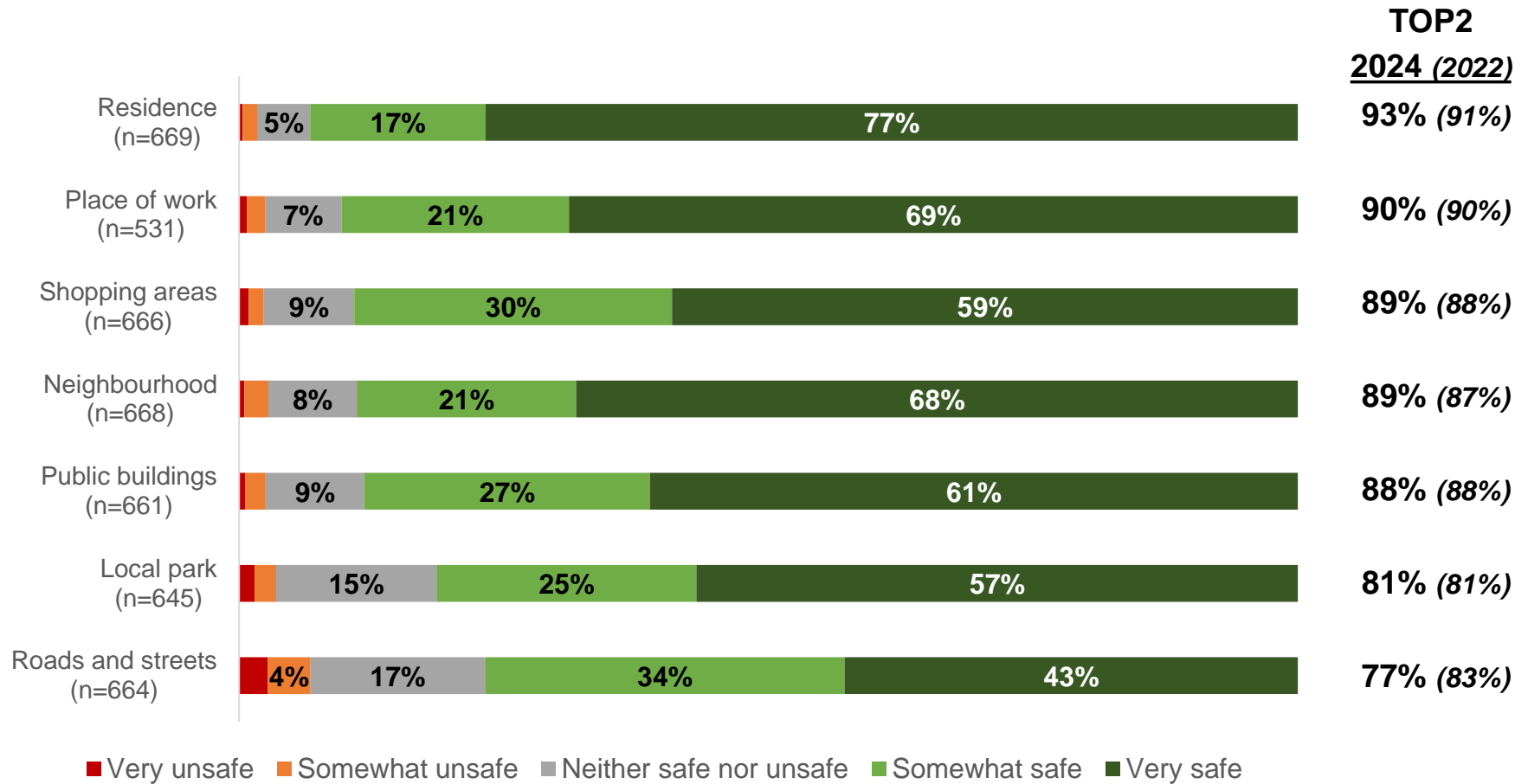
- All residents aged 16-34 (TOP2: 100%) feel Amherstburg is safe, which is significantly higher than those aged 35-54 and 55-74 (87%, 94% respectively).

Q8. Generally speaking, how safe do you feel overall in Windsor/Amherstburg? Do you feel ...
 Sample Size: Windsor: n=668 / Amherstburg: n=329
 Framework: All respondents (Excluding 'Don't Know'/ 'Prefer not to Answer')



Feeling of Safety (Daylight – Windsor)

In general, Windsor residents feel safe in various locations in the city. Their residences (TOP2: 93%) continue to be considered the safest place. However, roads and streets continue to be regarded as the least safe (TOP2: 77%), which is also a drop from 83% in 2022.



- Residents aged 75+ feel safer in several areas compared to other age groups
 - Shopping areas (TOP2: 95% vs 85% for those aged 55-74)
 - Their residence (TOP2: 98% vs 92%-93% for those aged 35-74)
 - Roads and streets (TOP2: 85% vs 73%-76% for those aged 35-74)
 - Their neighborhood (TOP2: 96% vs 88%-89% for other age groups)
- Men generally feel safer than women across multiple settings: place of work (97% vs. 87%), neighborhood (92% vs. 87%), roads and streets (81% vs. 73%), and public buildings (92% vs. 85%).
- Additionally, feeling safe in shopping areas is higher among those who feel respected by the police (TOP2: 92%) than those who feel otherwise (TOP2: 74%). This trend is consistent for roads and streets (TOP2: 80% vs. 58%), local parks (TOP2: 84% vs. 62%), and public buildings (TOP2: 90% vs. 71%).

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 Windsor? (Categories <3% not labelled)

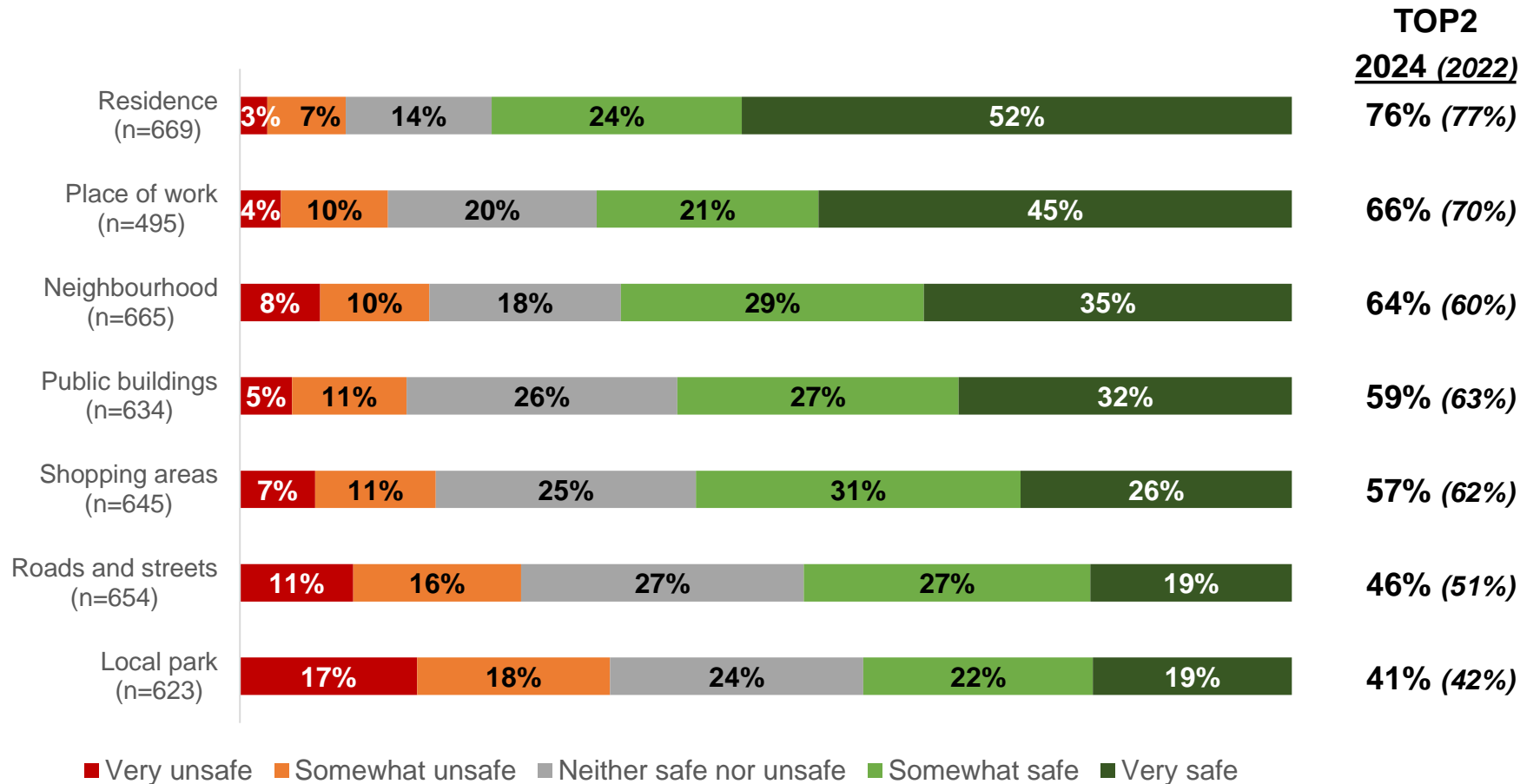
Sample Size: Shown in chart above

Framework: All respondents (excluding Don't Know/ Prefer Not to Answer)



Feeling of Safety (Night - Windsor)

During night hours, residences (TOP2: 76%) are considered the safest place for Windsor residents compared to other locations.



- Residents aged 75+ feel safer in their residences (TOP2: 87%) and on roads and streets (TOP2: 59%) compared to those aged 16-54 (TOP2: 69%-77%, 39%-46%, respectively). They also feel safer in their neighborhoods (TOP2: 75%) than those aged 35-74 (TOP2: 60%-64%).
- Those aged 35-54 feel less safe at workplaces (BTM2: 20%) compared to those aged 55-74 (BTM2: 9%).
- Men feel safer than women in all settings: shopping areas (TOP2: 65% vs. 49%), residences (TOP2: 81% vs. 72%), workplaces (TOP2: 74% vs. 58%), neighborhoods (TOP2: 73% vs. 56%), local parks (TOP2: 52% vs. 30%), roads and streets (TOP2: 55% vs. 38%), and public buildings (TOP2: 69% vs. 49%).
- Additionally, those who feel respected by the police report feeling safer in shopping areas (TOP2: 60%), local parks (TOP2: 44%), and roads and streets (TOP2: 50%) compared to those who feel otherwise (TOP2: 40%, 25%, 28%, respectively).

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 Windsor?

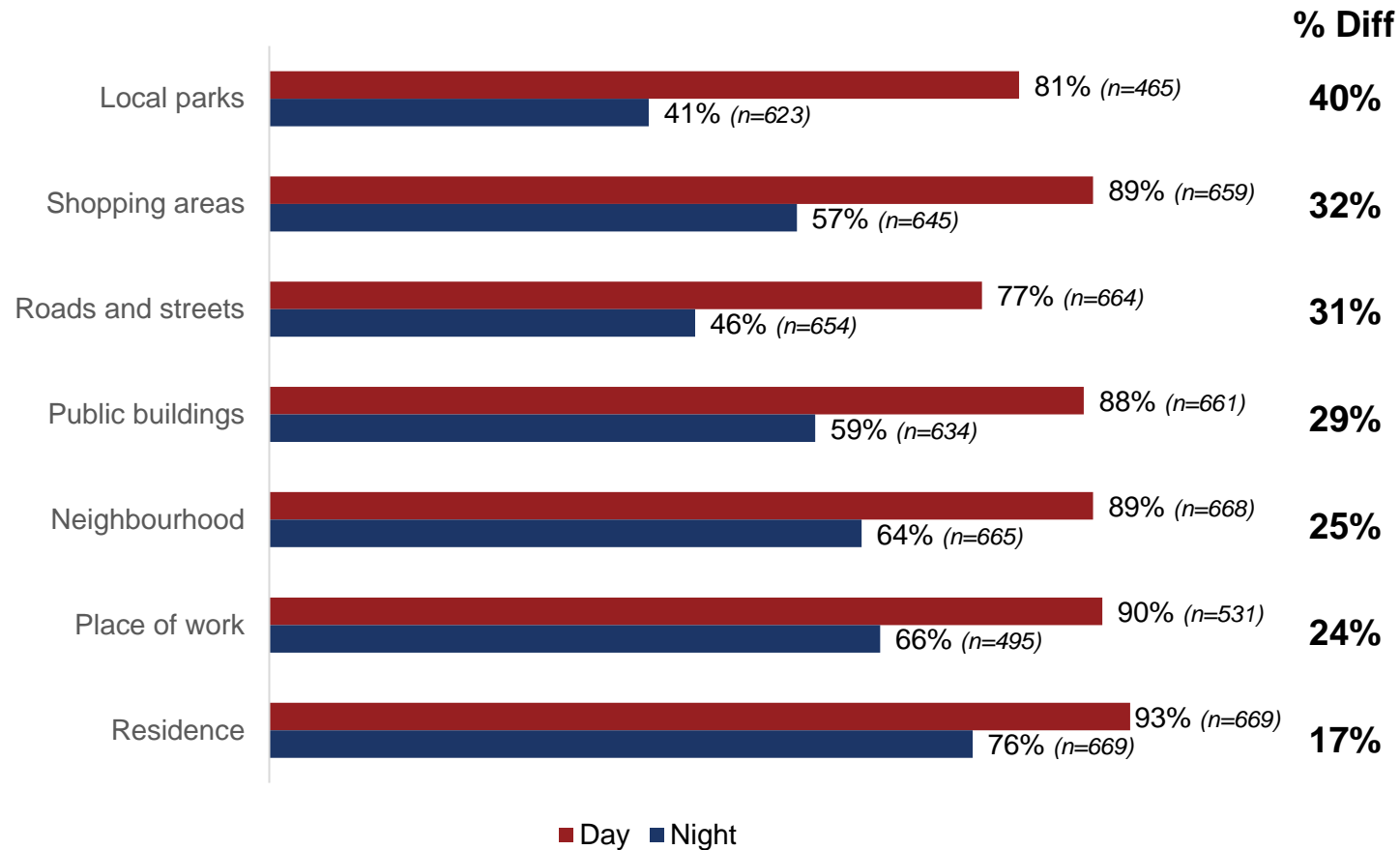
Sample Size: Shown in chart above

Framework: All respondents (excluding Don't Know/ Prefer Not to Answer)



Feeling of Safety (Daylight vs Night – Windsor)

Residents feel safer during the day compared to at night. Local parks, shopping areas, and roads and streets have seen the greatest discrepancy between day and night (40%, 32% and 31% respectively).



Shopping areas are considered one of the safest places during daytime. The feeling of safety dropped by 32% at night.

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 Windsor?

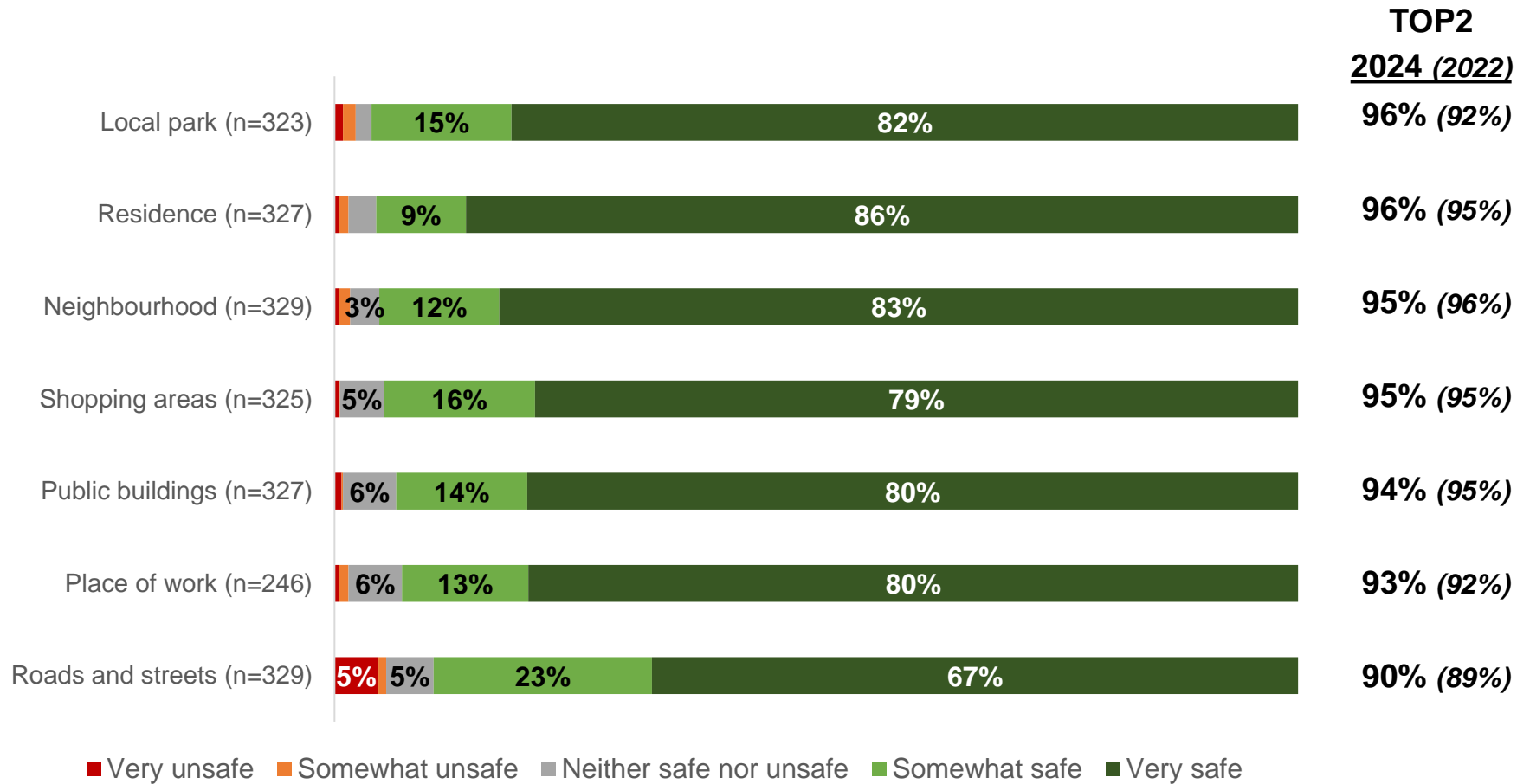
Sample Size: Shown in chart above

Framework: All respondents (excluding Don't Know/ Prefer Not to Answer)



Feeling of Safety (Daylight – Amherstburg)

The vast majority of Amherstburg residents feel safe during daylight in all areas of the town, particularly in local parks and at their residences (TOP2: 96% each).



- All residents aged 16-34 years feel safe in their residence, their neighbourhood and public buildings (TOP2: 100% each), which is significantly higher than other age groups (TOP2: residence: 92%-96%, neighbourhood: 92%-95%, public buildings: 89%-96%).
- Those aged 16-34 years (TOP:100%) are also more likely to feel safe in shopping areas than those aged 55-74 and 75+ (TOP2: 92%, 93% respectively).
- BIPOC residents feel safer in their residences (TOP2: 100%), public buildings (TOP2: 100%), and roads and streets (TOP2: 98%) compared to White residents (TOP2: 95%, 93%, 88% respectively).

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? (Categories <3% not labelled)

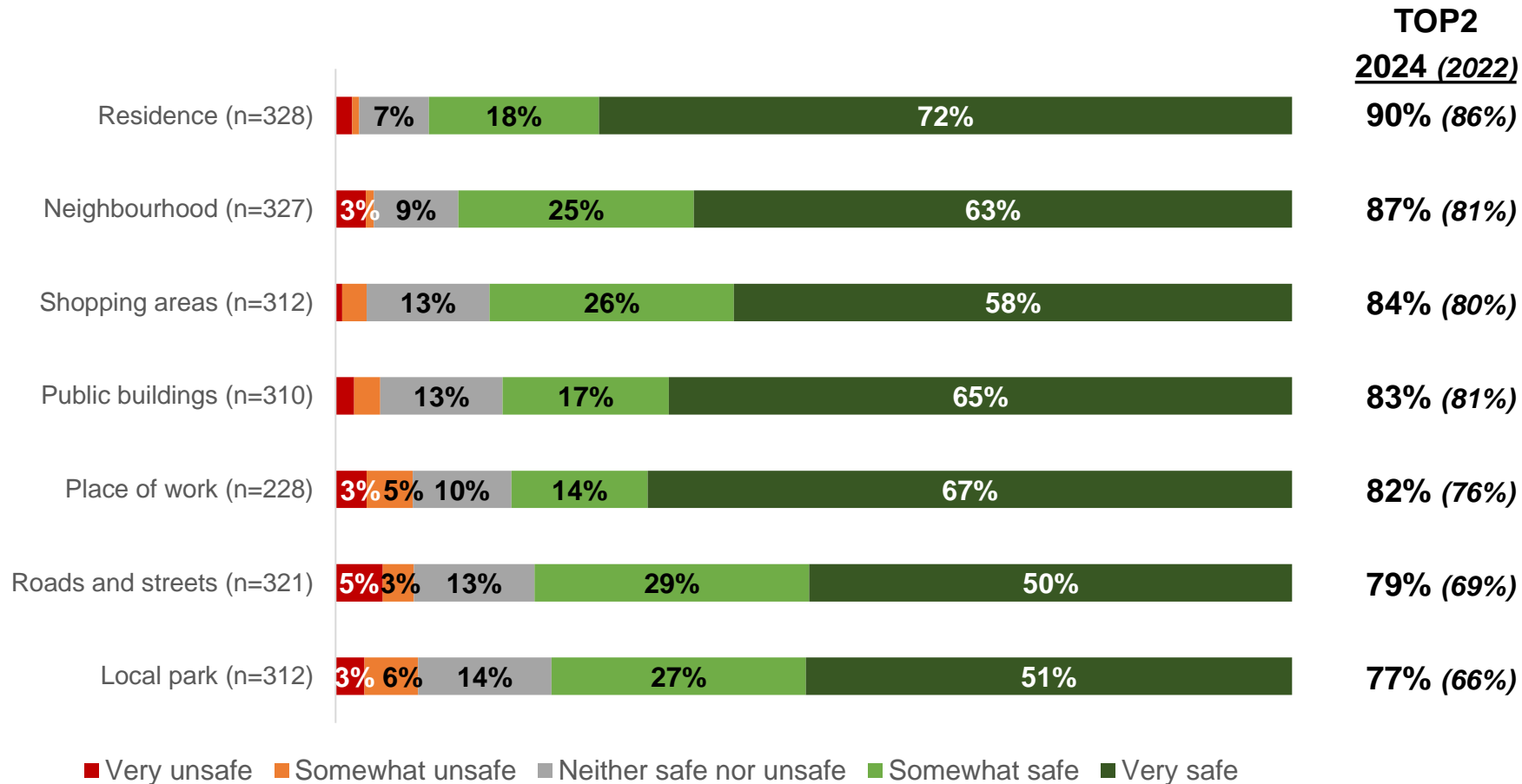
Sample Size: Shown in chart above

Framework: All respondents (excluding Don't Know/ Prefer Not to Answer)



Feeling of Safety (Night - Amherstburg)

More Amherstburg residents feel safe at night in various locations around the town compared to 2022, with increases ranging from 2% to 11%.



- Men (TOP2: 90%) feel safer in their workplaces than women (TOP2: 73%).
- Residents aged 16-34 feel safer in shopping areas and public buildings (TOP2: 95%, 95% respectively) compared to those aged 35-54 and 55-74 (TOP2: 76%, 82% for shopping areas and 76%, 80% for public buildings, respectively).
- Additionally, residents aged 16-34 (TOP2: 89%) are more likely to consider local parks safe than those aged 75+ (TOP2: 65%).

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? (Categories <3% not labelled)

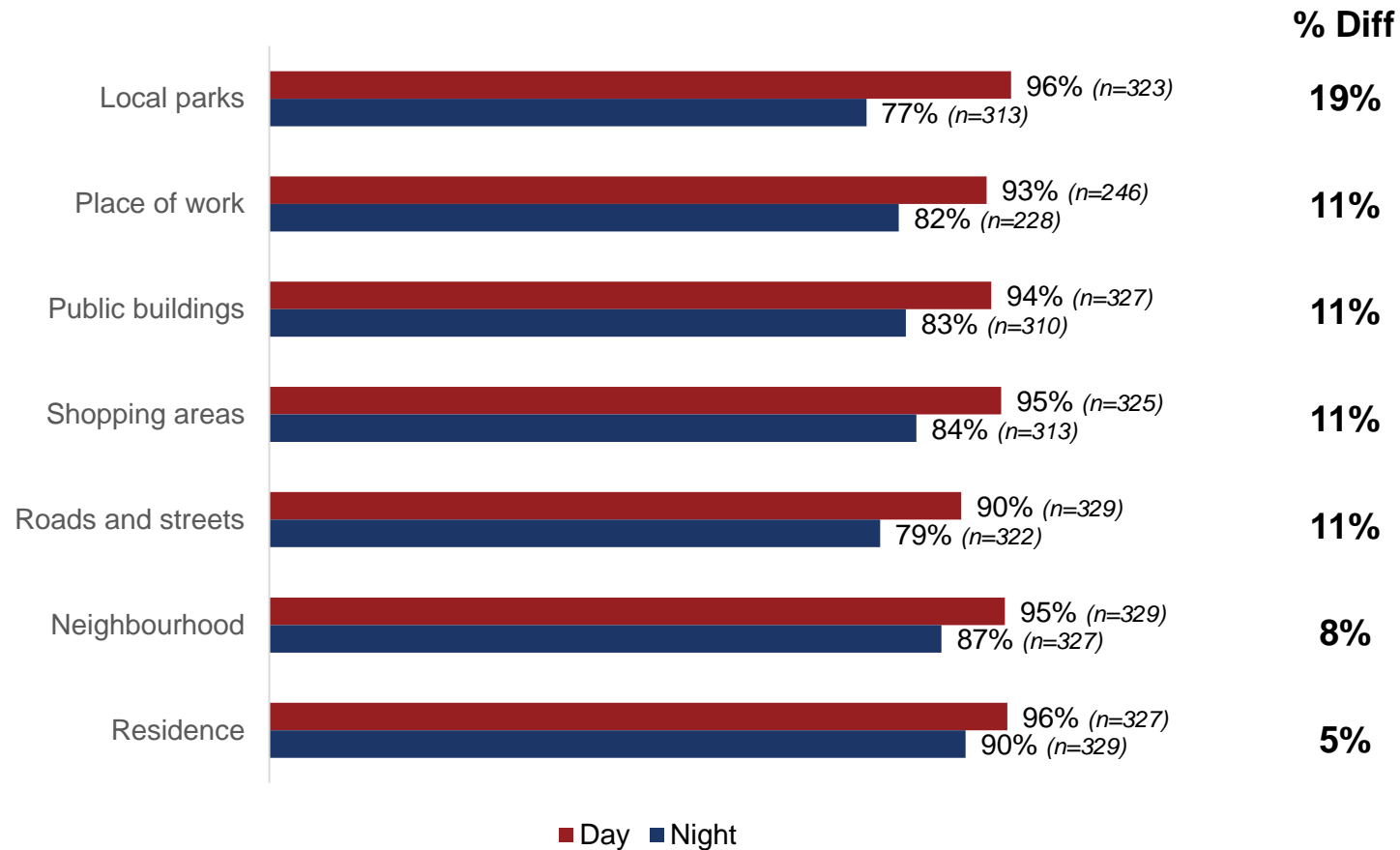
Sample Size: Shown in chart above

Framework: All respondents (excluding Don't Know/ Prefer Not to Answer)



Feeling of Safety (Daylight vs Night – Amherstburg)

Similarly, Amherstburg residents feel safer during the day compared to at night. Feelings of safety in the local park dropped the most at night compared to other locations, with a 19% decrease.



Local parks are considered one of the safest places during the daytime. Feelings of safety dropped by 19% at night..

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?

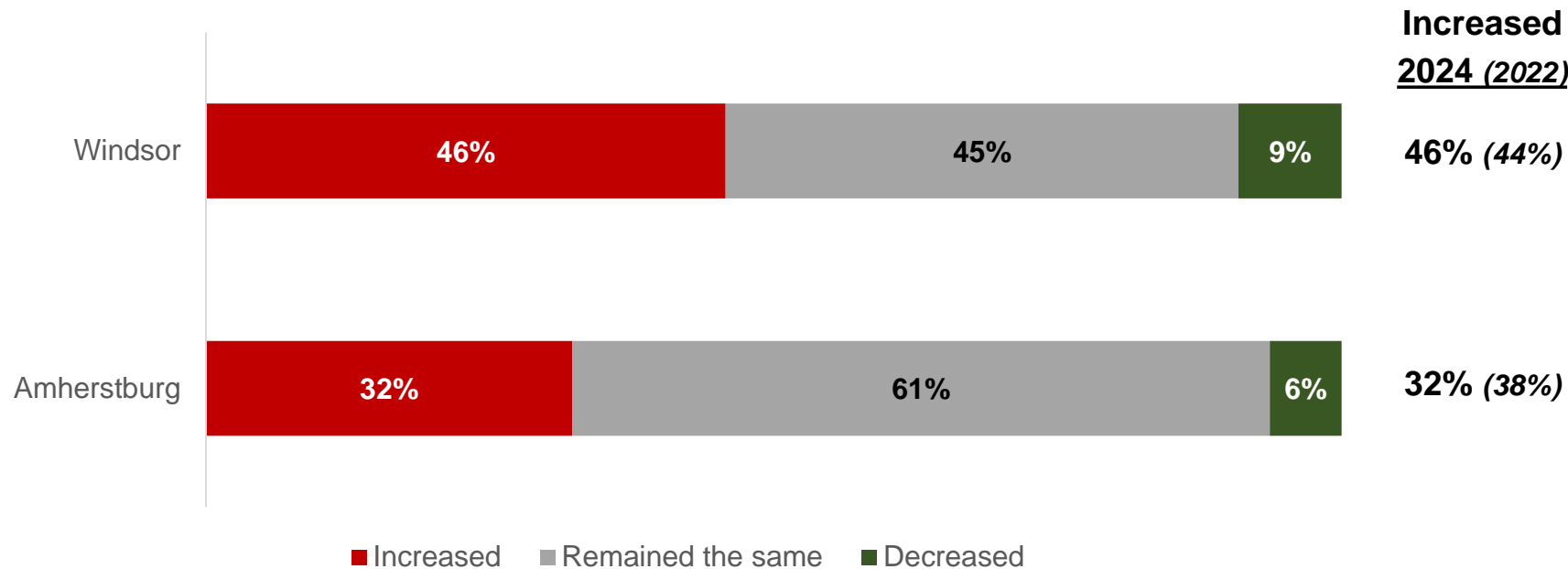
Sample Size: Shown in chart above

Framework: All respondents (excluding Don't Know/ Prefer Not to Answer)



Level of Crime in Neighbourhood

In comparison to 2022, a slightly higher percentage of Windsor residents feel that crime in their neighbourhood has increased over the past 1 to 2 years (46% in 2024 vs. 44% in 2022). Meanwhile, in Amherstburg, fewer residents think crime has increased (32% in 2024 vs. 38% in 2022).



Windsor:

- Residents aged 35-54 and 55-74 (53%, 51% respectively) perceived an increased crime rate in the neighbourhood compared to residents aged 16 to 34 years and 75 years+ (38%, 24% respectively).
- Those aged 75+ (64%) are more likely to say the crime level remained the same than other age groups (42%-48%).
- Women (53%) tend to think that the level of crime increased than men (38%).
- Residents who do not feel safe living in the city (71%) are more likely to say that the level of crime in the city increased compared to those who feel otherwise (38%).

Amherstburg:

- Residents aged 55-74 and 75+ (7% and 8%, respectively) are more likely to believe that crime rates have decreased, compared to residents aged 35-54 (0%).

Q12. During the past one to two years, do you think that the level of crime in your neighbourhood has ...?

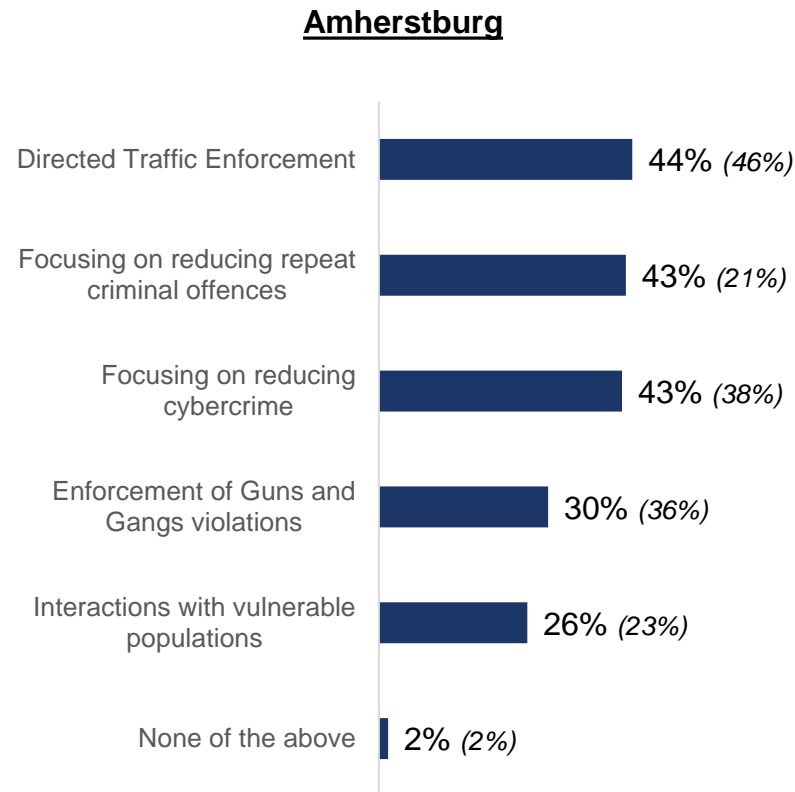
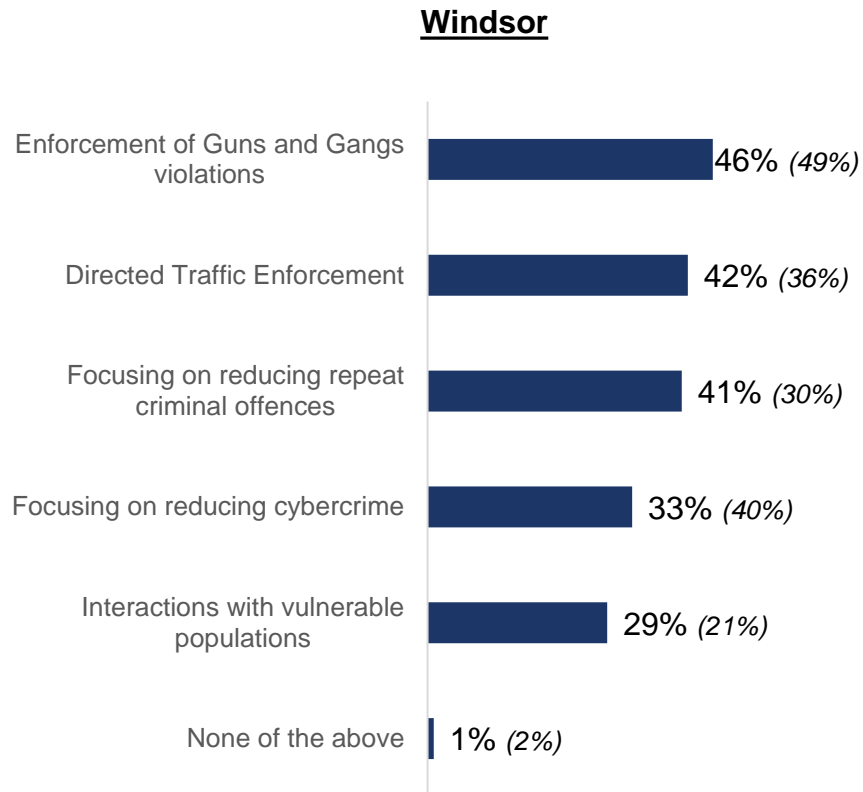
Sample Size: Windsor: n=630 / Amherstburg: n=324

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Strategies to Enhance Public Safety

For Windsor, enforcement of gun and gang violations (49%) continues to be the top strategy that the Windsor Police Service should pursue to enhance public safety. In Amherstburg, while directed traffic enforcement (44%) remains the top strategy, residents have raised concerns about the need to focus on reducing repeat criminal offenses (43% in 2024 vs. 21% in 2022).



2022 result in bracket

Windsor:

- Enforcement of guns and gang violations is a greater focus for residents aged 55+ (51%-58%) compared to those aged 35-54 (39%).
- Directed traffic enforcement is more emphasized by those aged 75+ (56%) than by residents aged 16-54 (38%-40%).
- In contrast, reducing repeat criminal offences is identified as a focus area for residents aged 16-54 years (44%-47%) compared to those aged 75 years+ (26%).
- Reducing cybercrime is more concerned by BIPOC residents (40%) than White residents (29%).

Amherstburg:

- Residents aged 35-54 years (50%) are more concerned about reducing repeat criminal offence than those aged 75 years+ (28%).

Q29. Of the following types of strategies, which TWO would you most like to see the Windsor Police Service continue to enhance public safety?

Sample Size: Windsor: n=649 / Amherstburg: n=317

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Detailed Findings

Opinions of the Police

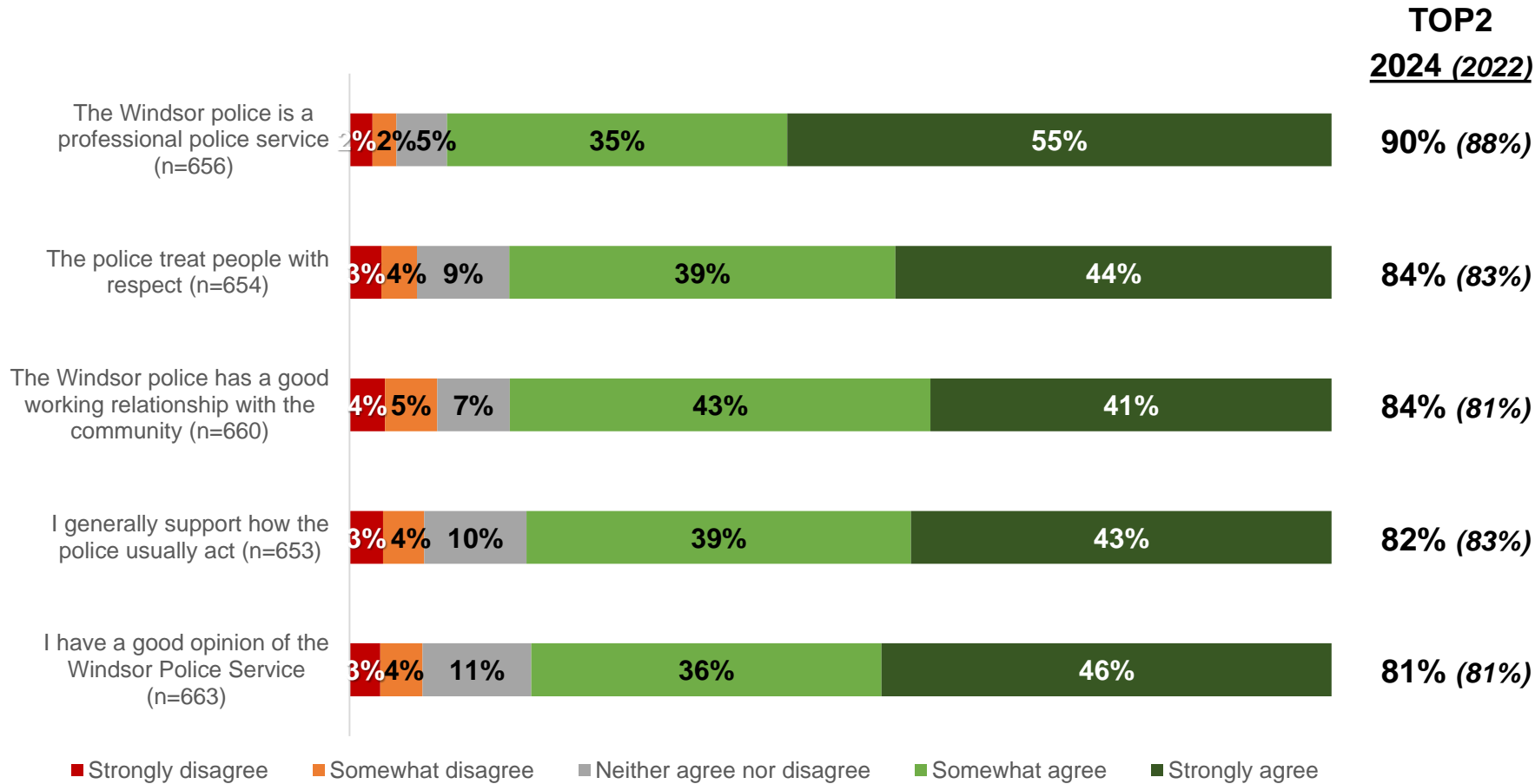


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Perception of Police – Windsor

Windsor residents have a positive perception of the Windsor Police Service, with 9 in 10 residents (TOP2: 90%) viewing the Windsor police as a professional organization.



- TOP2 2024 (2022)**
- Residents aged 75+ are more likely to agree that the police have a good working relationship with the community (TOP2: 94%) and support their actions (TOP2: 95%) compared to other age groups (TOP2: 80%-85% for community relationships, 76%-87% for supporting police actions).
 - Those aged 75+ (TOP2: 94%) are more likely to view police as a professional organization than those aged 35-54 (TOP2: 87%).
 - Those aged 55+ (TOP2: 89%-94%) are more likely to have a favorable opinion of overall police services compared to those aged 16 to 54 (TOP2: 76%-77%).
 - Residents who feel safe living in the city (TOP2: 79%-95%) and those who believe the police treat people with respect (TOP2: 77%-100%) are more likely to agree with all statements compared to those who feel otherwise (TOP2: 43%-75% and 0%-52%, respectively).

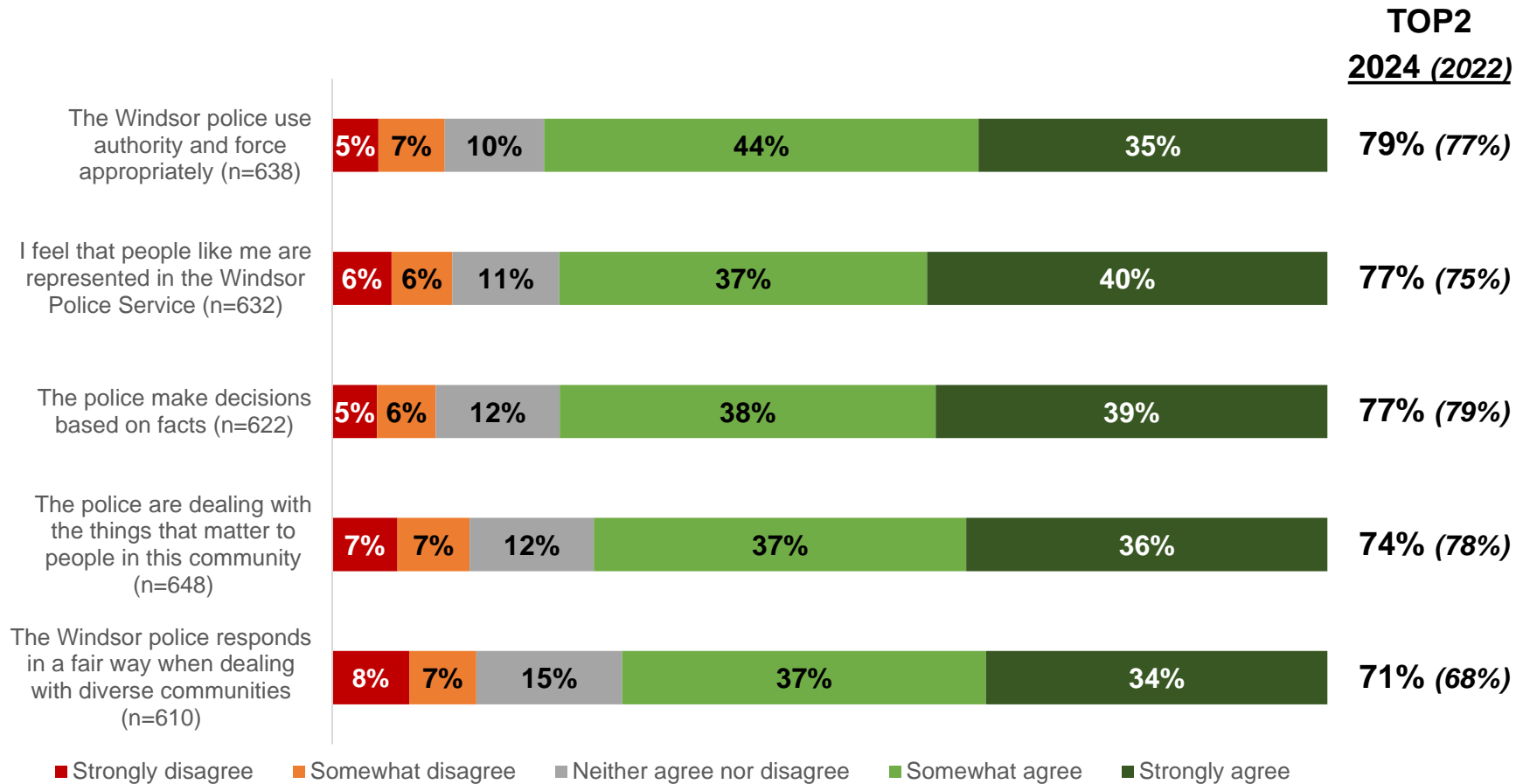
Q1a-Q1d, Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Perception of Police – Windsor (cont'd)

At least 7 in 10 (TOP2: 71%) residents agree that the Windsor police responds in a fair way when dealing with diverse communities.



- Residents aged 75+ are more likely to believe that the police make decisions based on facts (TOP2: 91%), address issues that matter to people (TOP2: 89%), and respond fairly when dealing with diverse communities (TOP2: 87%) compared to other age groups (TOP2: 74%-77%, 69%-78%, and 66%-74%, respectively).
- BIPOC residents are more likely than White residents to believe that the police responds fairly to diverse communities (TOP2: 78% vs 69%) and addresses important issues (TOP2: 83% vs 72%).
- In contrast, White residents (TOP2: 82%) feel more represented by the Windsor Police than BIPOC residents (TOP2: 70%).
- Additionally, men (TOP2: 76%) are more likely than women (TOP2: 66%) to view police responses fairly when dealing with diverse communities.

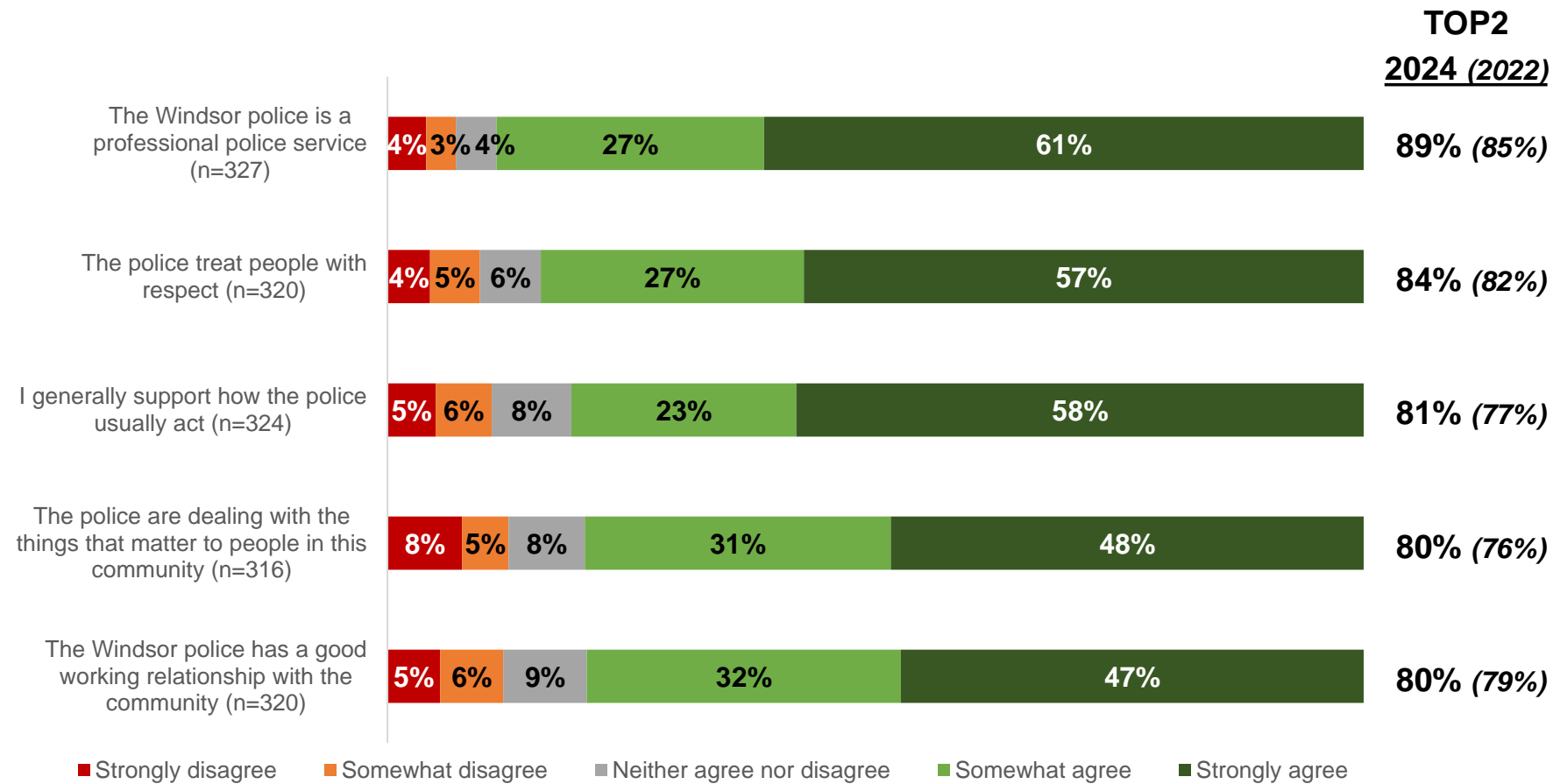
Q1a-Q1d, Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?

Framework: All respondents (Excluding 'Don't Know'/ 'Prefer not to Answer')



Perception of Police – Amherstburg

Amherstburg residents also have a positive opinion of the Windsor Police Service. At least 8 in 10 think that the police are professional (TOP2: 89%) and that they treat people with respect (TOP2: 84%).



- Women are more likely than men to agree that the police is a professional organization (TOP2: 94% vs. 84%), treats people with respect (TOP2: 92% vs. 77%), deals with important matters (TOP2: 89% vs. 71%), and has their support (TOP2: 89% vs. 73%).
- Residents aged 75+ are more likely than those aged 35-74 to agree that the police is a professional organization (TOP2: 97% vs. 85%-86%) and has their support (TOP2: 94% vs. 77%-85%).
- Residents aged 75+ (TOP2: 92%) are also more likely to feel the police treat people with respect than those aged 55-74 (TOP2: 83%).
- Moreover, residents who say police treated people with respect are more likely to agree with all the statements (TOP2: 83%-100%) than those who say otherwise (TOP2: 0%-42%)

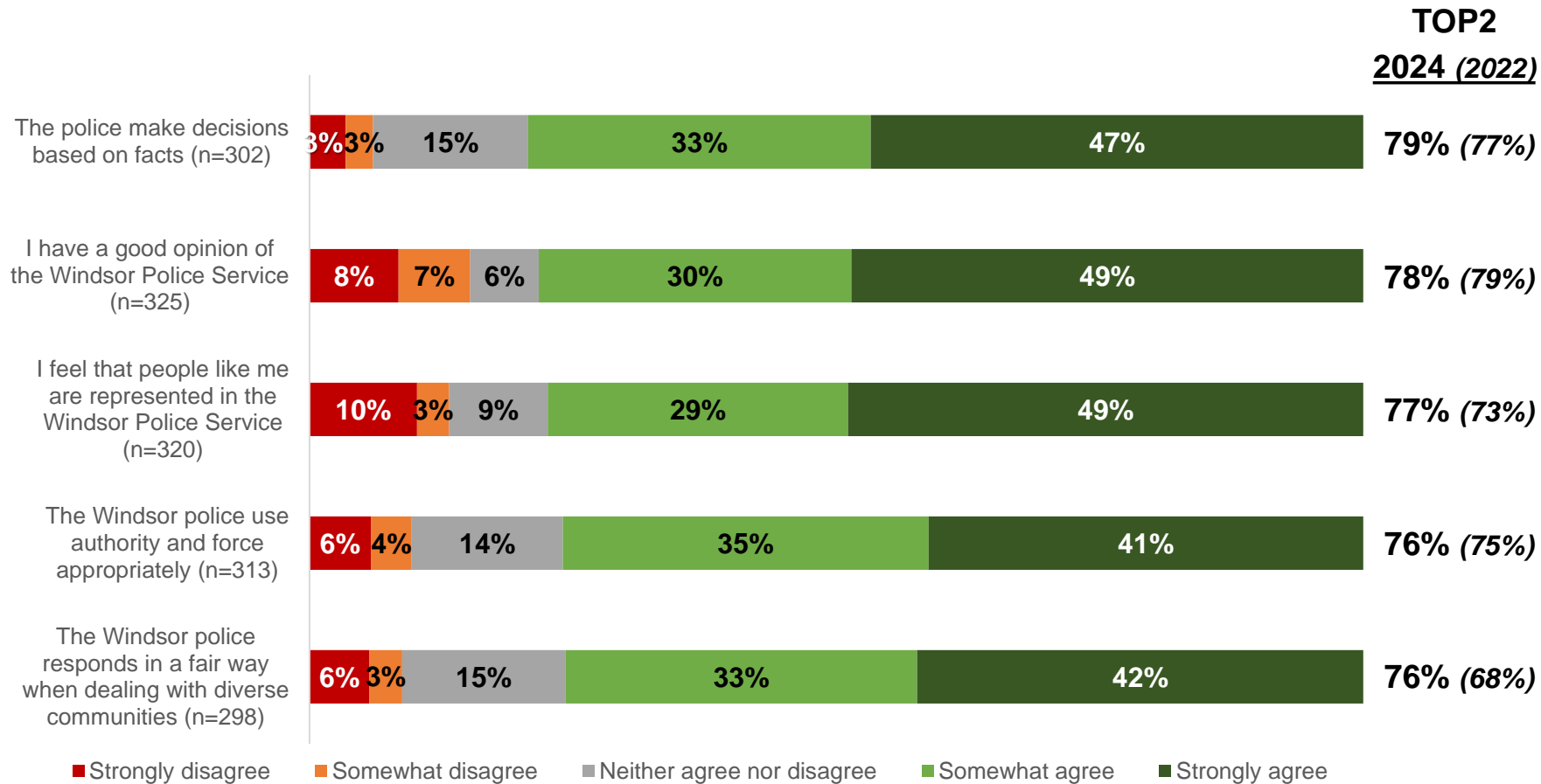
Q1a-Q1d, Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Perception of Police – Amherstburg (cont'd)

More than 7 out of 10 residents (TOP2: 76%) agree that Windsor police deal fairly with diverse communities – a significant increase from 68% in 2022.



- Residents aged 55-74 (TOP2: 84%) are more likely to have positive opinions of Windsor Police Service than those aged 35-54 (TOP2: 69%).

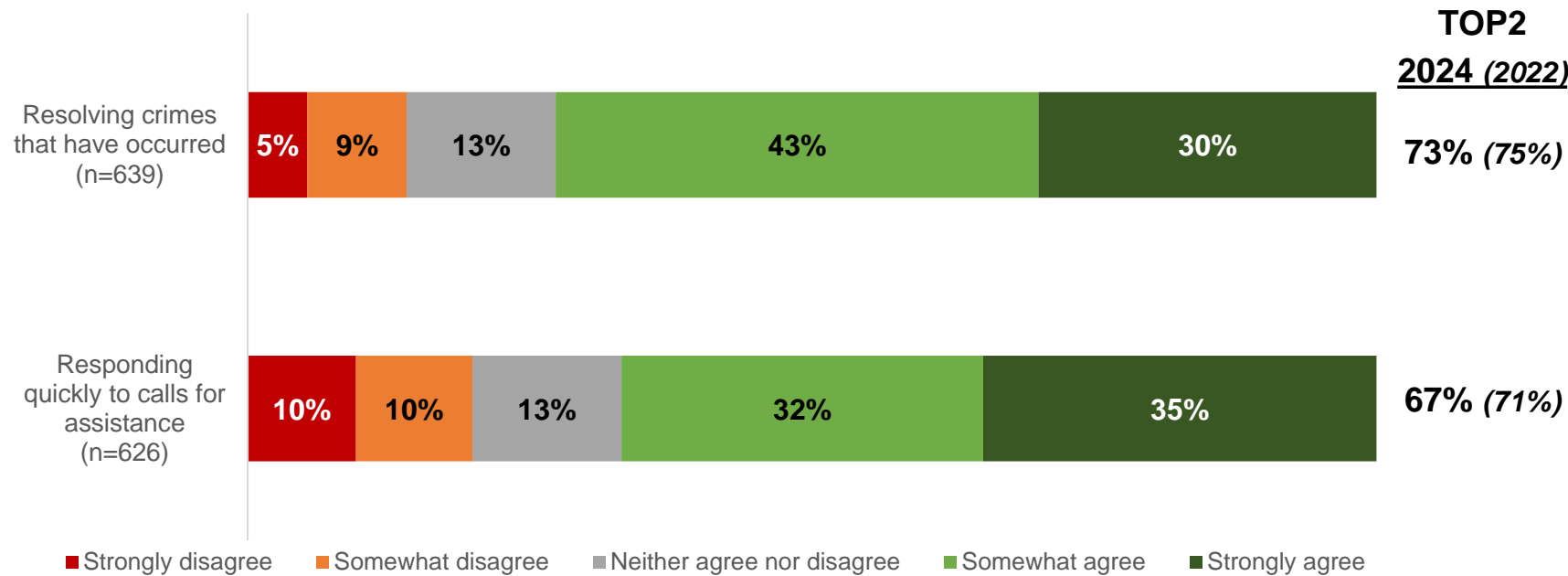
Q1a-Q1d, Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Police Qualities – Windsor

At least 2 in 3 Windsor residents believe the Windsor Police Service is effective in resolving crimes (TOP2: 73%) and responding quickly to calls for assistance (TOP2: 67%).



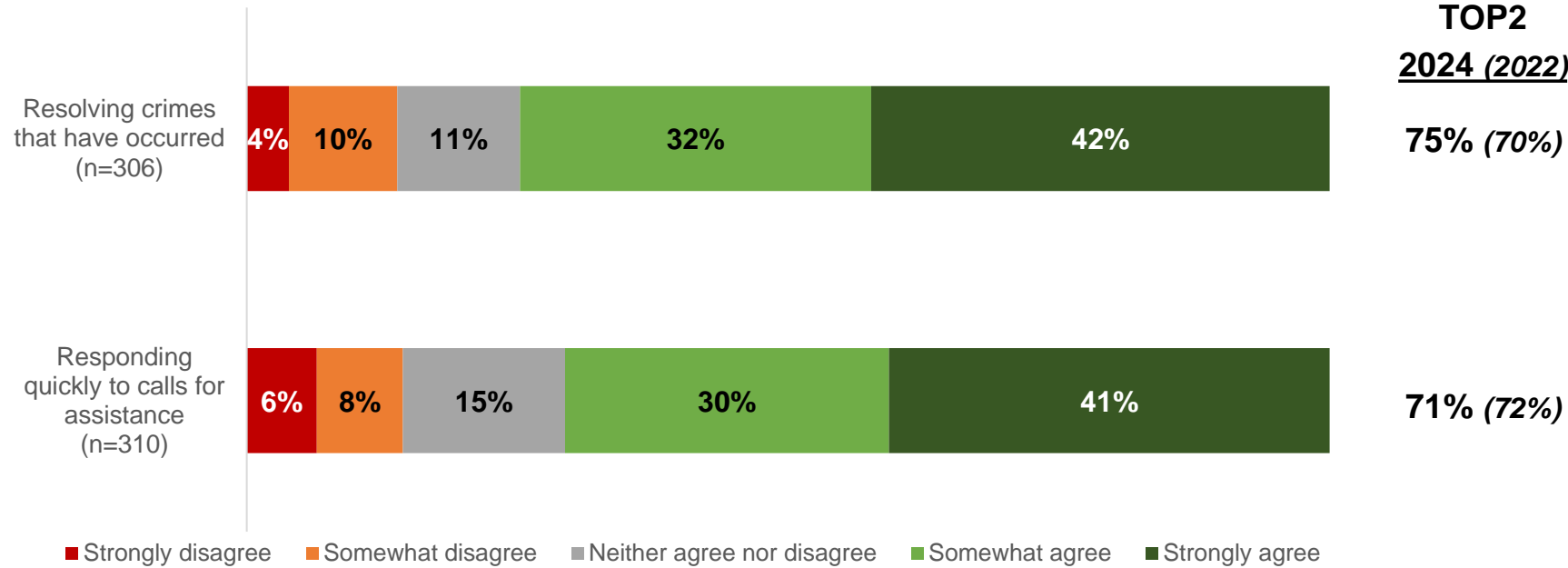
- Residents aged 55+ are more likely to agree that the Windsor Police are effective in resolving crimes (TOP2: 77%-85%) and responding quickly to calls for assistance (TOP2: 71%-78%) compared to those aged 35 to 54 (TOP2: 67% and 60%, respectively).
- Residents who believe the police treat people with respect are more likely to view them as effective in resolving crimes (TOP2: 80%) and responding to calls (TOP2: 73%) compared to those who do not share this view (TOP2: 38% and 28%, respectively).
- Similarly, residents who feel safe living in Windsor rate the police as more effective in these areas (TOP2: 80% and 75%) compared to those who feel unsafe (TOP2: 46% and 39%, respectively).

Q1e/Q1f. In general, to what extent do you agree that the Windsor Police Service is effective at:
 Sample Size: Shown in chart above
 Framework: All respondents (Excluding 'Don't Know'/ 'Prefer not to Answer')



Police Qualities – Amherstburg

More than 7 in 10 residents say the Windsor police are effective at resolving crimes that have occurred (TOP2: 75%) and responding quickly to calls for assistance (71%).



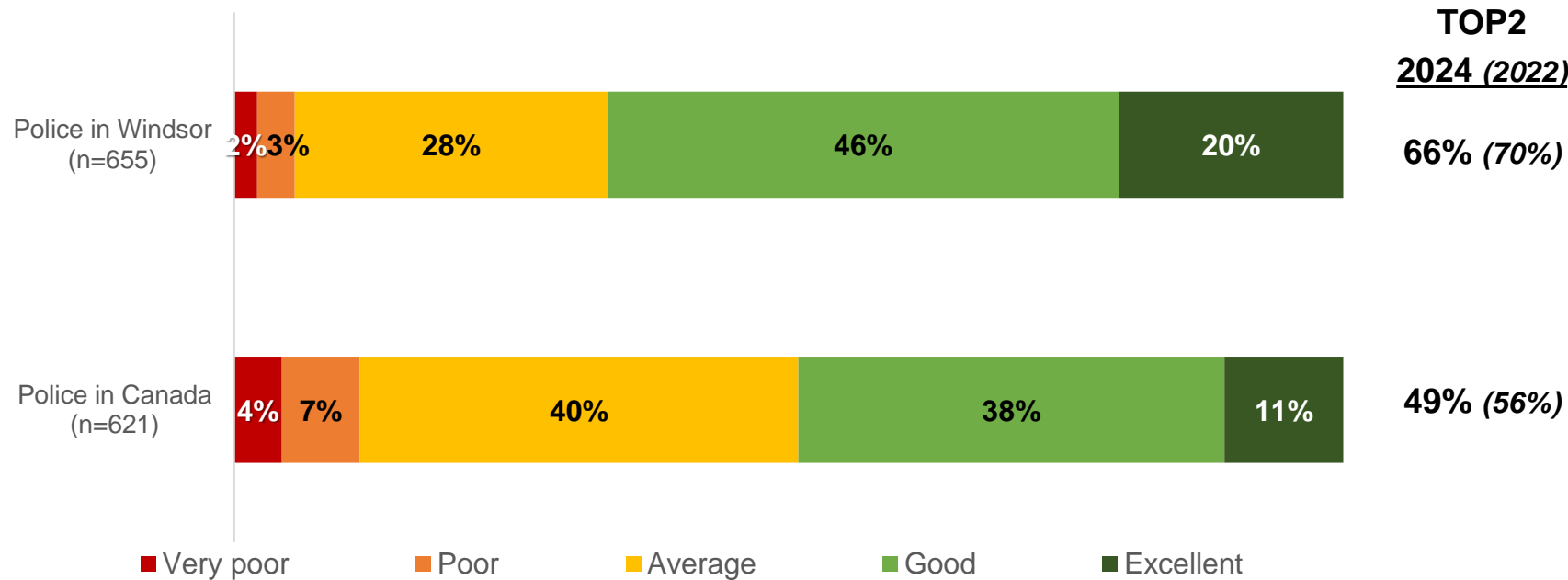
- Women are more likely to agree that the police effectively resolve crime (TOP2: 85%) and respond quickly to calls (TOP2: 79%) compared to men (TOP2: 63%, 61% respectively).
- Those aged 35-54 (TOP2: 59%) are also less likely to agree that police are responding calls quickly than those aged 55-74 (TOP2: 81%).

Q1e/Q1f. In general, to what extent do you agree that the Windsor Police Service is effective at:
 Sample Size: Shown in chart above
 Framework: All respondents (Excluding 'Don't Know'/ 'Prefer not to Answer')



Windsor Police vs Canada

Windsor residents have a more positive view of the police performance in Windsor (TOP2: 66%) compared to the overall performance of police across Canada (TOP2: 49%).



TOP2
2024 (2022)
66% (70%)

49% (56%)

- Residents aged 75+ have a more positive perception of the Windsor Police's performance (TOP2: 84%) compared to younger age groups (TOP2: 59%-71%).
- BIPOC residents also rate the performance of both the Windsor Police (TOP2: 73%) and the police in Canada (TOP2: 58%) more favorably than White residents (TOP2: 64%, 45% respectively).
- Residents who feel safe living in Windsor tend to agree that both the Windsor Police and the police in Canada are doing a good job (TOP2: 76%, 56%, respectively) compared to those who think otherwise (TOP2: 31%, 30% respectively).
- Residents who believe that police treat people with respect are more likely to view the performance of both the Windsor Police and the police in Canada positively (TOP2: 75%, 54% respectively) compared to those who do not share this belief (TOP2: 18% and 26%, respectively).

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?

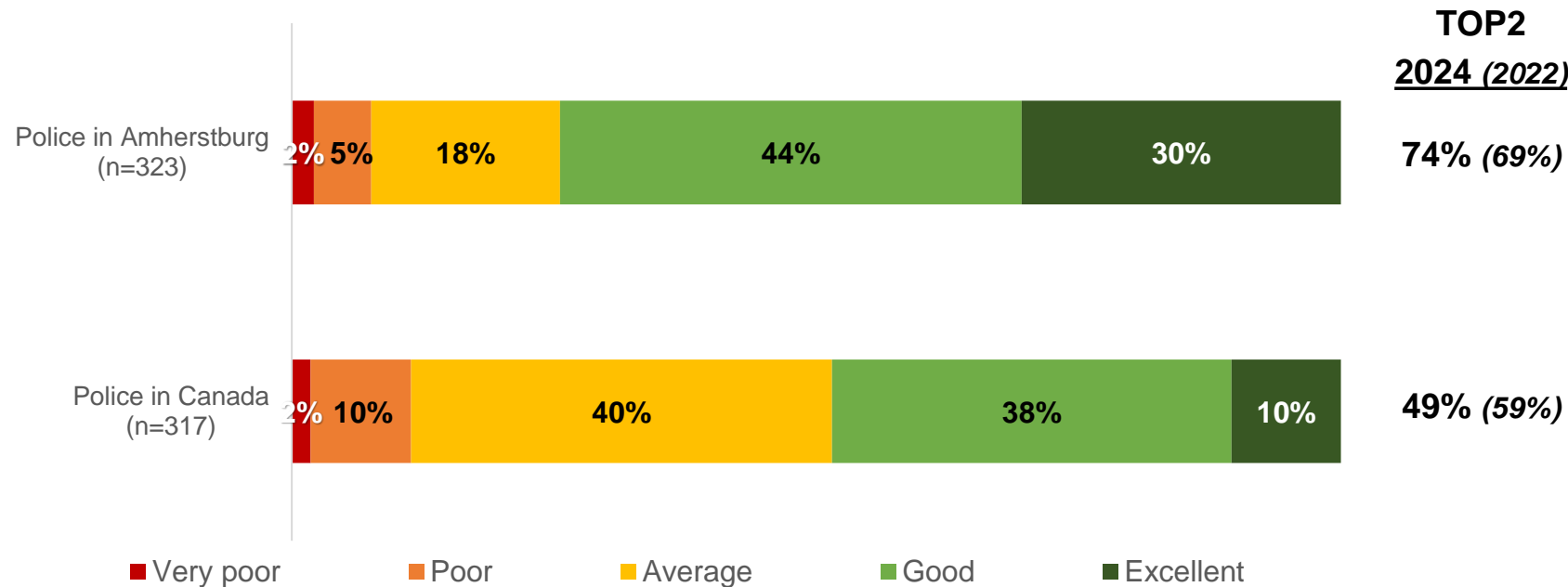
Sample size: Shown in chart above

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Amherstburg Police vs Canada

About three-quarters of Amherstburg residents (TOP2: 74%) believe the police in Amherstburg do a good or excellent job, which is a 5% increase from 2022. In contrast, less than half of residents (TOP2: 49%) think that police in Canada do a good job.



- Residents who believe the police treat people with respect (TOP2: 56%) are more likely to think police in Canada are doing a good job compared their counterparts (TOP2: 19%).
- Residents aged 75+ are more likely to say Amherstburg police are doing a good job (TOP2: 84%) than those aged 35-54 and 55-74 (TOP2: 66%, 71% respectively).
- Residents aged 75+ (TOP2: 65%) are also more positive about police in Canada compared to those aged 16-34 (TOP2: 34%).

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?

Sample size: Shown in chart above

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Detailed Findings

Satisfaction

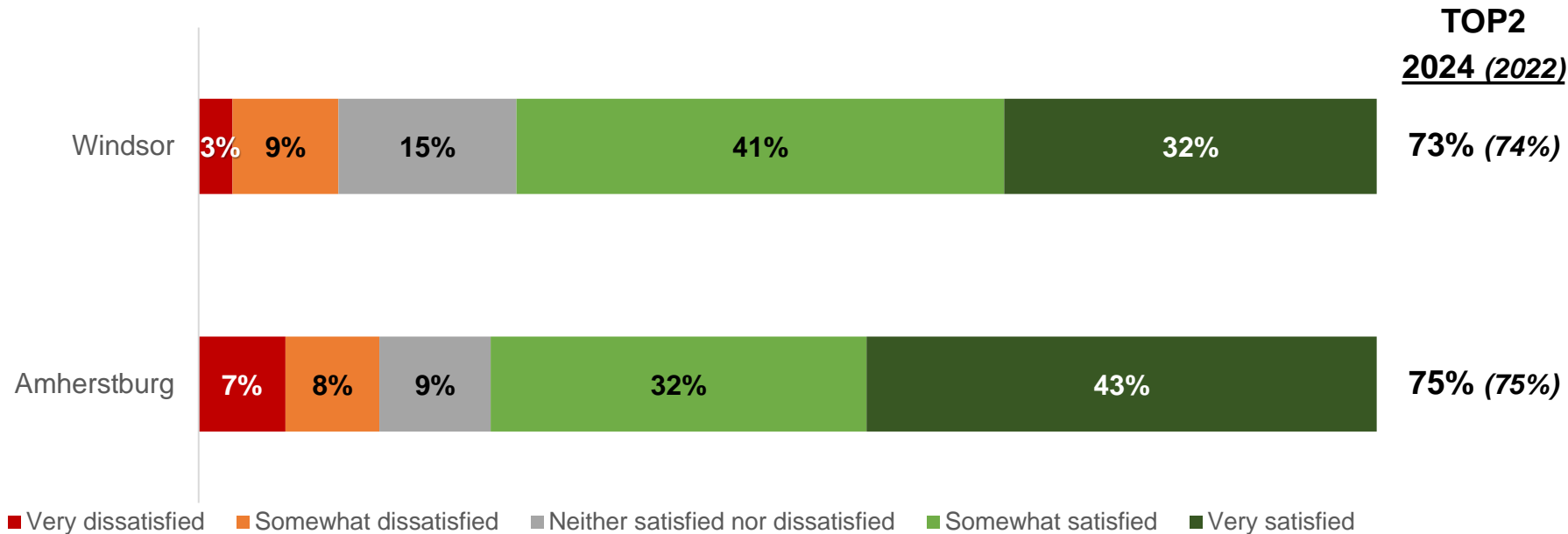


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Overall Satisfaction

Consistent with the previous wave, approximately three-quarters of residents in Windsor and Amherstburg are satisfied with the overall performance of the Windsor Police (TOP2: 73% and 75%, respectively).



Windsor:

- Residents aged 55-74 and 75+ (TOP2: 82%, 94% respectively) are more satisfied than those aged 16-34 and 35-54 (TOP2: 69%, 64% respectively).
- Residents who say that Windsor Police treat people with respect (TOP2: 79%) and feel safe in Windsor (TOP2: 82%) are more satisfied than those who says not (TOP2: 28%, 44% respectively).

Amherstburg

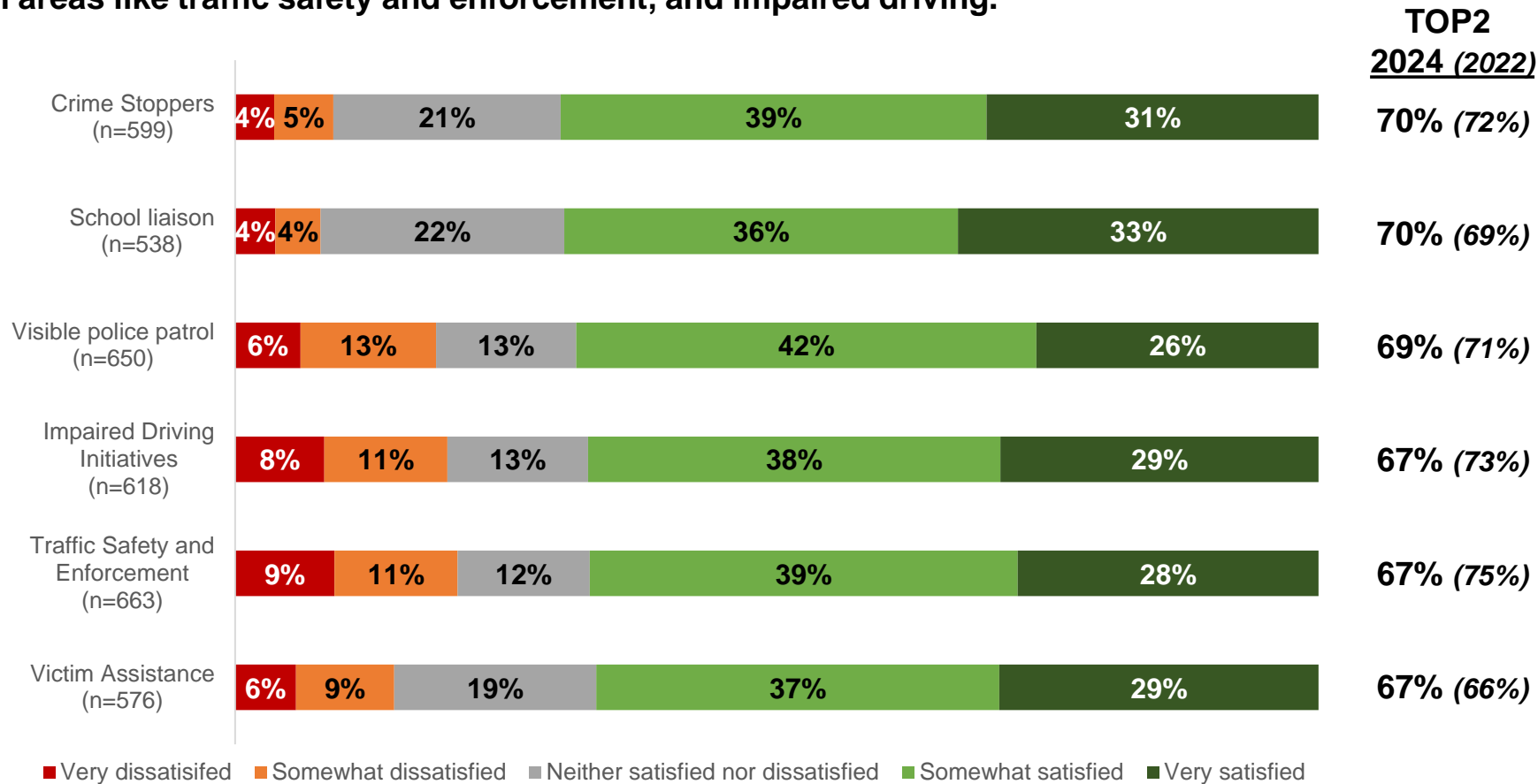
- Residents aged 75+ (TOP2: 89%) are more satisfied than those aged 35-54 and 55-74 (TOP2: 74%, 78% respectively).
- Similarly, residents who say that Windsor Police treat people with respect (TOP2: 85%) are more satisfied than those who says not (TOP2: 13%).

Q17. How satisfied are you with the overall performance of the Windsor police?
 Sample Size: Windsor: n=666 / Amherstburg: n=329
 Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Satisfaction with Police Services – Windsor

Windsor residents are generally satisfied with WPS's performance across all 11 areas. They are particularly pleased with WPS's efforts in crime stoppers and school liaison programs (TOP2: 70% each). However, compared to 2022, satisfaction has decreased by 5% or more in areas like traffic safety and enforcement, and impaired driving.



- Residents aged 75+ are more satisfied with crime stoppers (TOP2: 92%) and victim assistance (TOP2: 88%) than other age groups (TOP2: 58%-76% and 58%-71%, respectively).
- Those aged 35-74 (BTM2: 22%-25%) are less satisfied with visible police patrols than those aged 16-34 (BTM2: 10%).
- Residents who feel safe in the city are more satisfied with all areas (TOP2: 63%-77%) than those who do not feel safe (TOP2: 31%-55%).
- While White residents are more satisfied with crime stoppers (TOP2: 74%) than BIPOC residents (TOP2: 64%), BIPOC residents are more satisfied with visible police patrols (TOP2: 77% vs. 64%), school liaison programs (TOP2: 77% vs. 67%), and traffic safety/enforcement (TOP2: 75% vs. 65%).
- Residents who believe the police treat people with respect are more satisfied with crime stoppers (TOP2: 76%), victim assistance (TOP2: 73%), impaired driving initiatives (TOP2: 72%), and traffic safety/enforcement (TOP2: 72%) compared to those who feel otherwise (TOP2: 42%, 37%, 49%, and 41%, respectively).
- Men are more satisfied with victim assistance (TOP2: 72%) than women (TOP2: 62%).

Q20. 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?

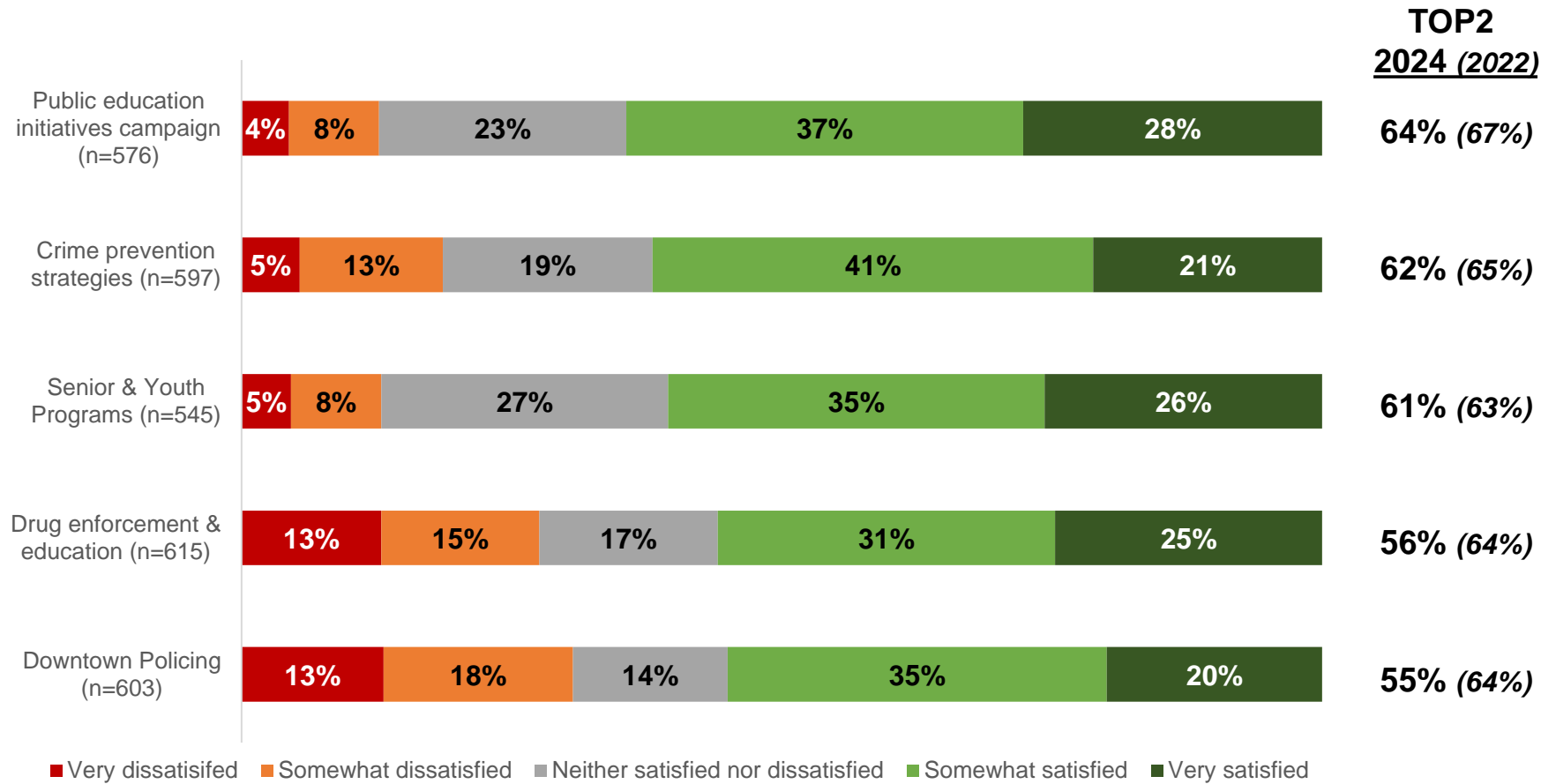
Sample Size: Shown in chart above

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Satisfaction with Police Services – Windsor (cont'd)

Windsor residents are least satisfied with drug enforcement and education (TOP2: 56%) and downtown policing (TOP2: 55%), with satisfaction in these areas dropping by 8%-9% compared to 2022.



- Residents aged 75+ (TOP2: 77%) are more satisfied with crime prevention strategies than those aged 16-54 (TOP2: 52%-63%), and they are also more satisfied with drug enforcement and education than those under 75 (TOP2: 74% vs 47%-59%).
- Residents aged 16-34 (TOP2: 65%) and 55+ (TOP2: 63-86%), men (TOP2: 66%), are more satisfied with senior and youth programs than their counterparts, including those aged 35-54 (TOP2: 48%) and women (TOP2: 56%).
- Regarding downtown policing, residents aged 16-34 and 55+ are more satisfied (TOP2: 58%, 57%-66% respectively) than those aged 35-54 (TOP2: 46%). Satisfaction is also higher among men (TOP2: 60%) than women (TOP2: 50%).
- Residents who think police treat people with respect (TOP2: 59%- 69%) are more satisfied with all areas than those who feel otherwise (TOP2: 24%-47% respectively).

Q20. 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?

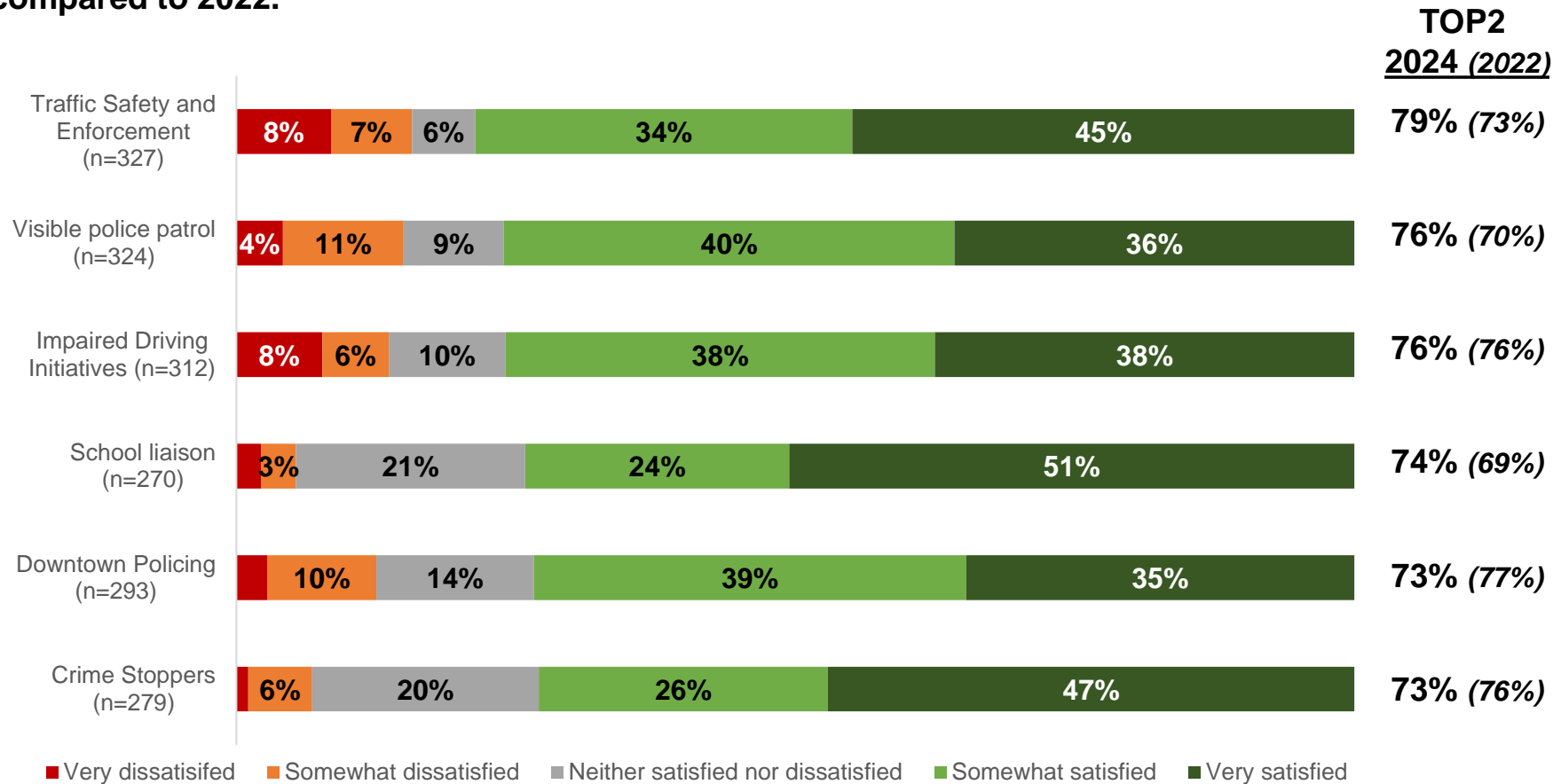
Sample Size: Shown in chart above

Framework: All respondents (Excluding 'Don't Know'/ 'Prefer not to Answer')



Satisfaction with Police Services – Amherstburg

Amherstburg residents are also satisfied with the performance of the WPS across all areas, particularly regarding their efforts in traffic safety and enforcement (TOP2: 79%) and visible police patrols (TOP2: 76%). Notably, satisfaction in these areas has increased by 6% compared to 2022.



- Residents aged 16-34 (TOP2: 93%) report higher satisfaction with traffic safety and enforcement compared to those aged 35-74 (TOP2: 71%-74%).
- Similarly, those aged 16-34 (TOP2: 93%) are more satisfied with visible police patrols than residents aged 35-74 (TOP2: 61%-75%). Women (TOP2: 83%) are also more satisfied than men (TOP2: 69%).
- Furthermore, residents aged 55-74 are more satisfied with crime stoppers (TOP2: 77%) and impaired driving initiatives (TOP2: 83%) than those aged 35-54 (TOP2: 57%, 66% respectively).
- In contrast, White residents are less satisfied with downtown policing than BIPOC (BTM2: 1%).

Q20. 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? (Categories <3% not labelled)

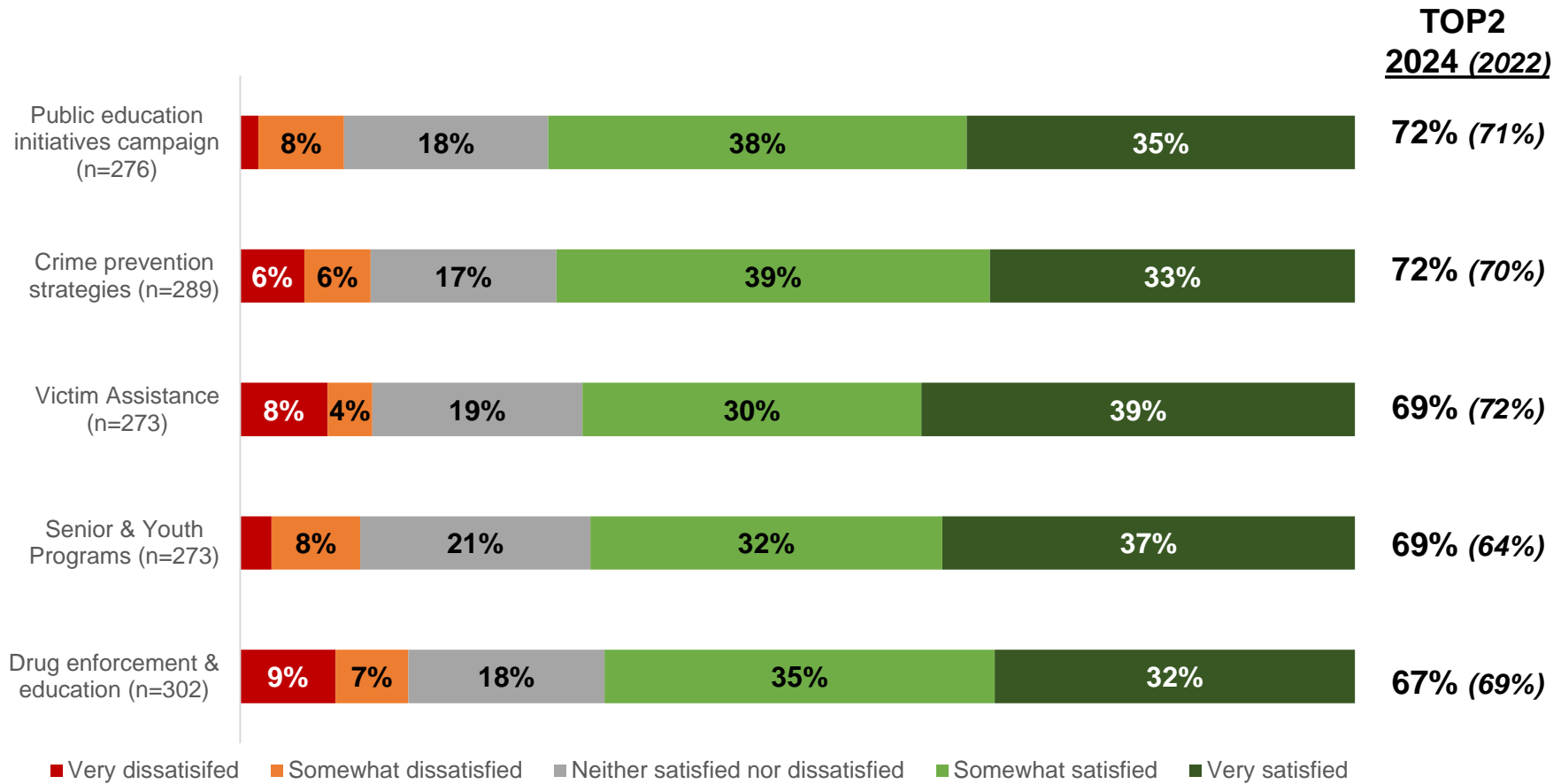
Sample size: Shown in chart above

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Satisfaction with Police Services – Amherstburg (cont'd)

Residents' satisfaction with Senior & Youth programs has improved, rising from 64% in 2022 to 69% in 2024.



- Residents aged 55-74 are more satisfied with public education initiatives (TOP2: 76%) and crime prevention (TOP2: 74%) than those aged 35-54 (TOP2: 58%, 55% respectively).

Q20. 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? (Categories <3% not labelled)

Sample size: Shown in chart above

Framework: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer')



Detailed Findings

Gap Analysis



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Interpreting the Gap Analysis

The Gap analysis shows the difference between how satisfied residents are with each police service and the impact of the services to residents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual police services.
- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service (“independent variable”) contributes to residents' overall satisfaction with the services (“dependent variable”). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, police services have distributed among four areas:

1. Primary Areas for Improvement:

Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the police can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with police services.

2. Secondary Areas for Improvement:

Services that have lower impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

3. Primary Areas for Maintenance:

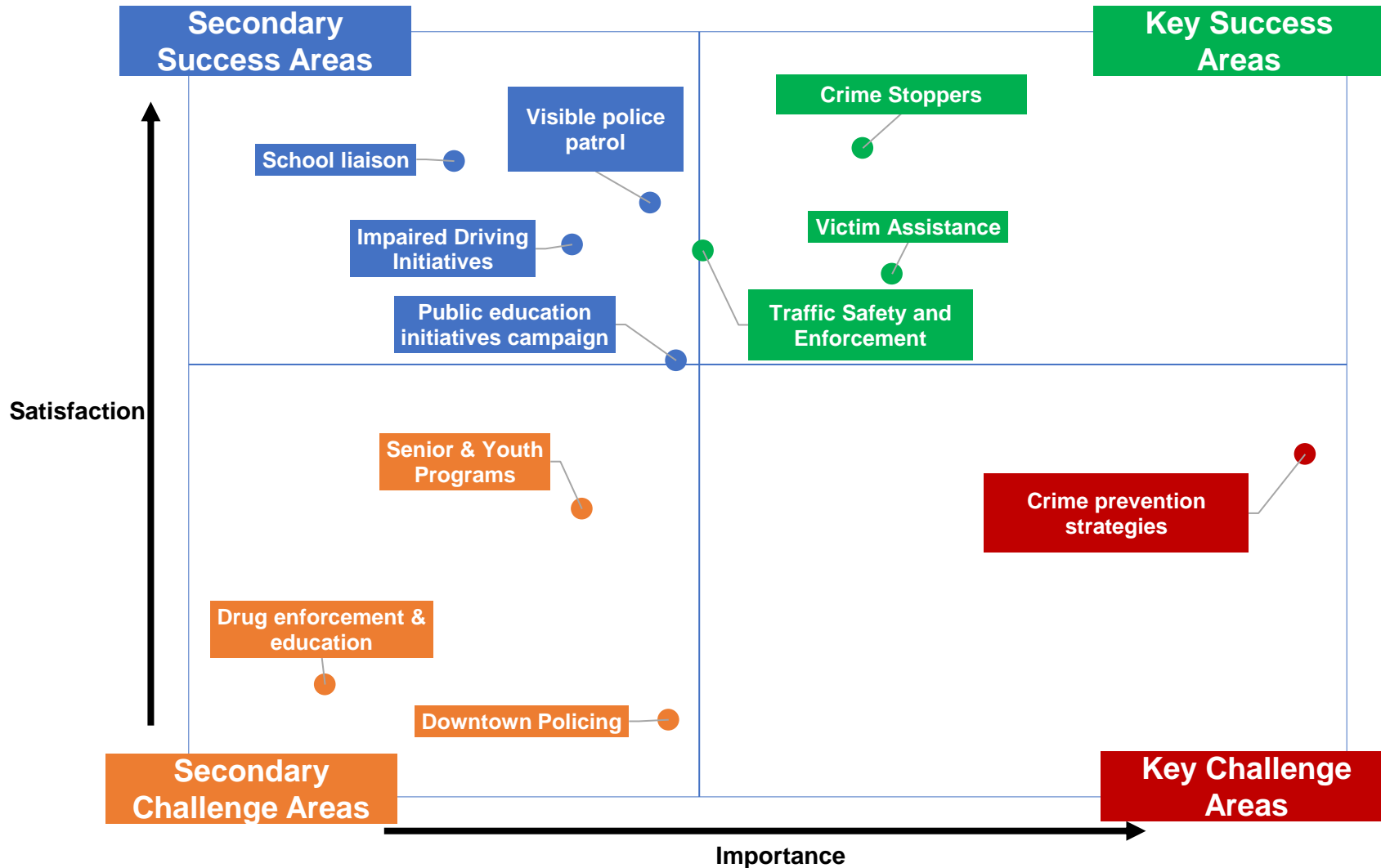
Services that have a relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. Secondary Areas for Maintenance:

Services that have a lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.



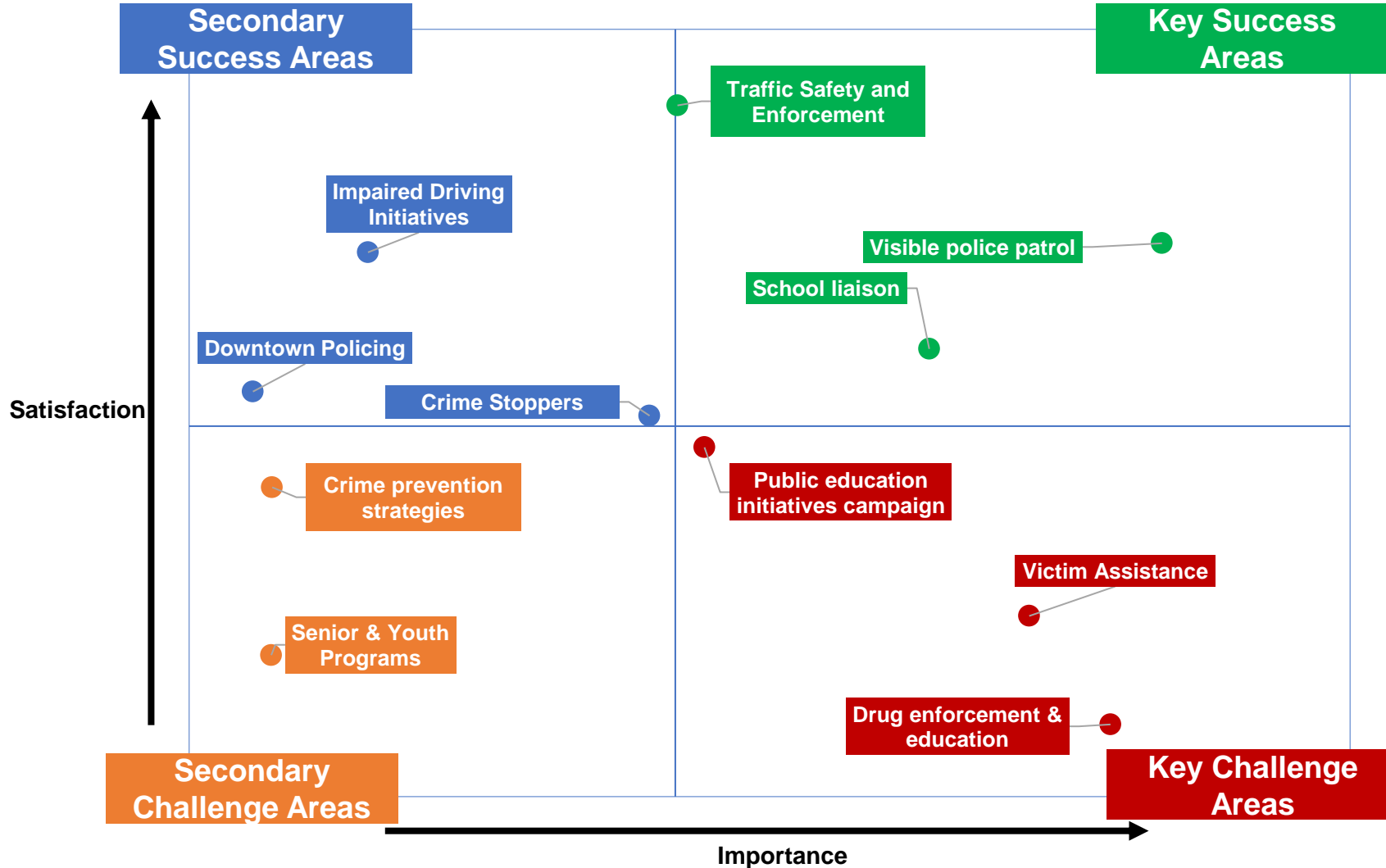
Gap analysis – Windsor



The Windsor police should consider crime prevention strategies as **primary area for improvement**.



Gap analysis – Amherstburg



The services that the Amherstburg police should consider as **primary areas for improvement** include:

- Public education initiatives campaign
- Victim Assistance
- Drug enforcement & education



Detailed Findings

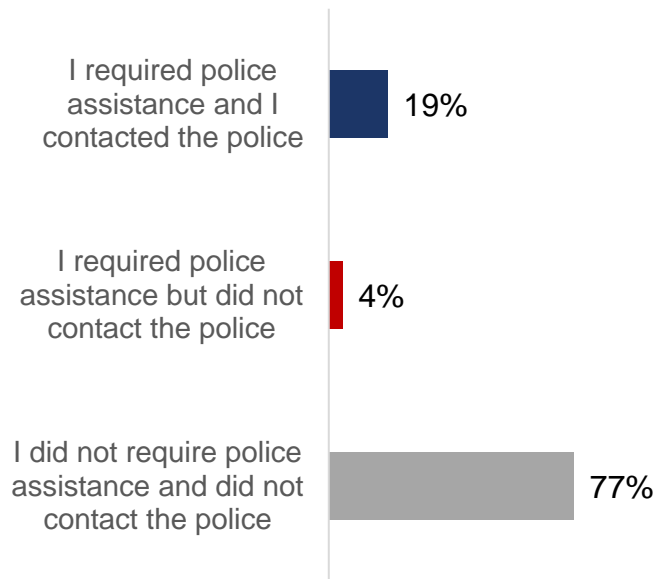
Experiences with the Police



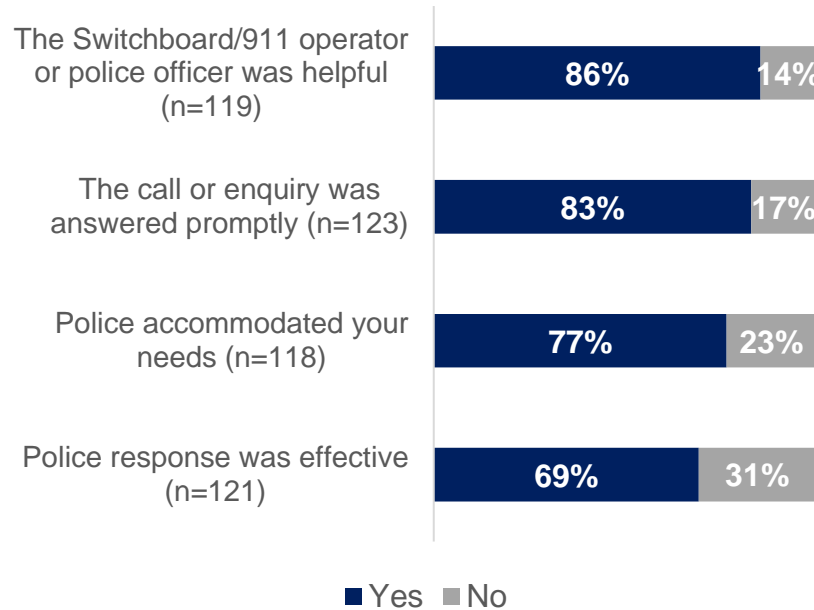
Contacted the Police for assistance - Windsor

1 in 5 (19%) residents sought help from the police. They generally had positive feedback about the experience, with more than 4 in 5 stating that the 911 operator or police officer was helpful (86%) and that the call or inquiry was answered promptly (83%).

Contacted the Police for Assistance



Perceptions of Police Response



- Residents aged under 75 (19-21%) are more likely to seek help than those aged 75+ (10%)

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? / Q26: Did you or they feel that ...

Sample Size: Q23: n=671 / Q26: Shown in chart above

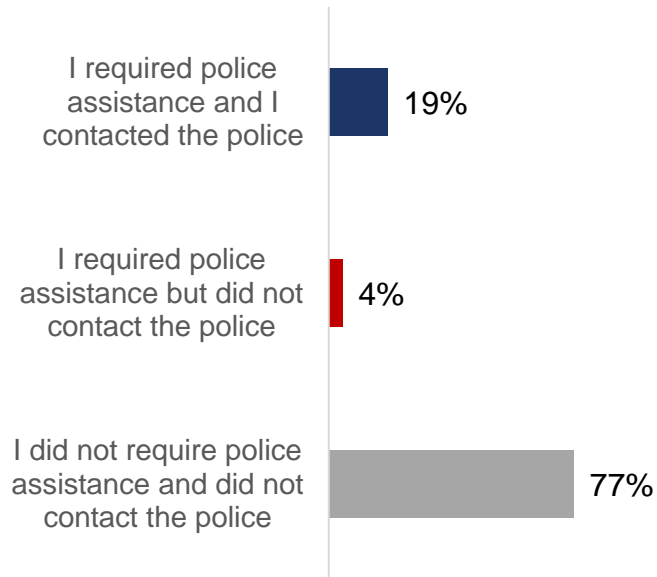
Framework: Q23: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer') / Q26: Those who had something happened to themselves or a member of their household within the last year that required police assistance and contact the police (Excluding 'Don't Know' / 'Prefer not to Answer')



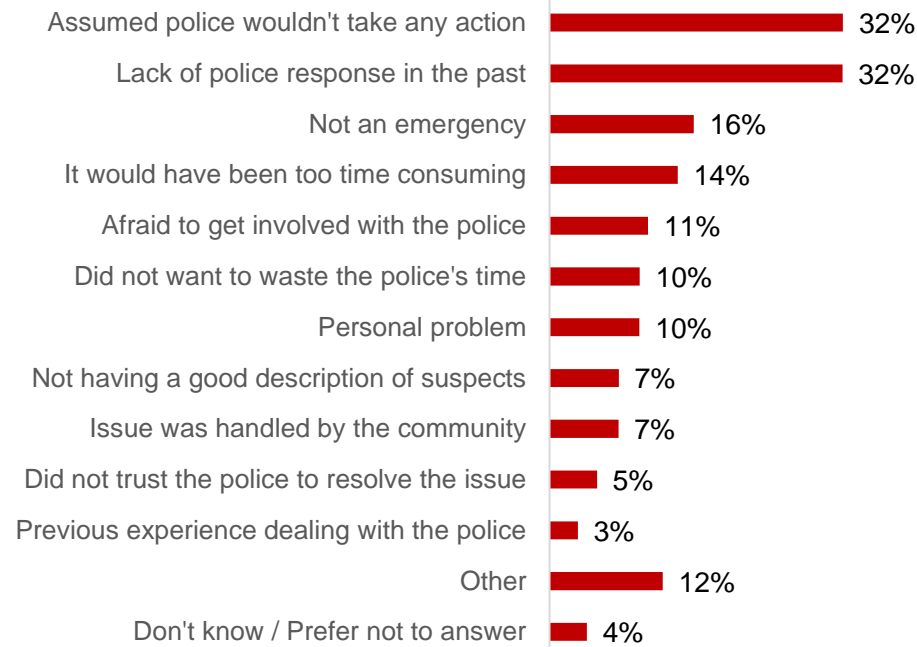
Contacted the Police for assistance - Windsor

4% of residents chose not to contact the police for assistance. About a third of them (32%) cited their assumption that the police would not take any action, along with a lack of response from the police in the past, as reasons for not reaching out.

Contacted the Police for Assistance



Reasons for Not Contacting the Police



- Residents aged 35-74 (5%-7%) tend not to call the police for assistance.
- Also, those who believe police do not treat people with respect (20%) and do not feel safe in the City (12%) are less likely to call police for assistance than their counterparts (3%, 2% respectively)

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? (Mentions <3% not shown)

Sample Size: Q23: n=671 / Q25: n=29

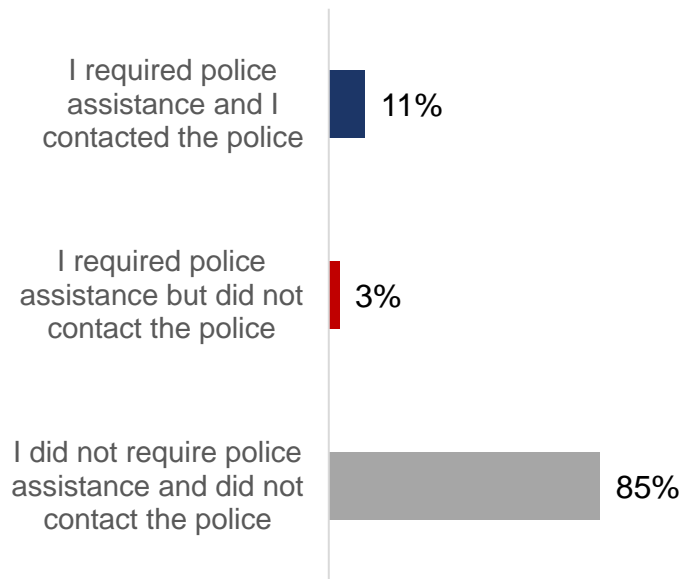
Framework: Q23: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer') / Q25: Those who had something happened to themselves or a member of their household within the last year that required police assistance, but did not contact the police



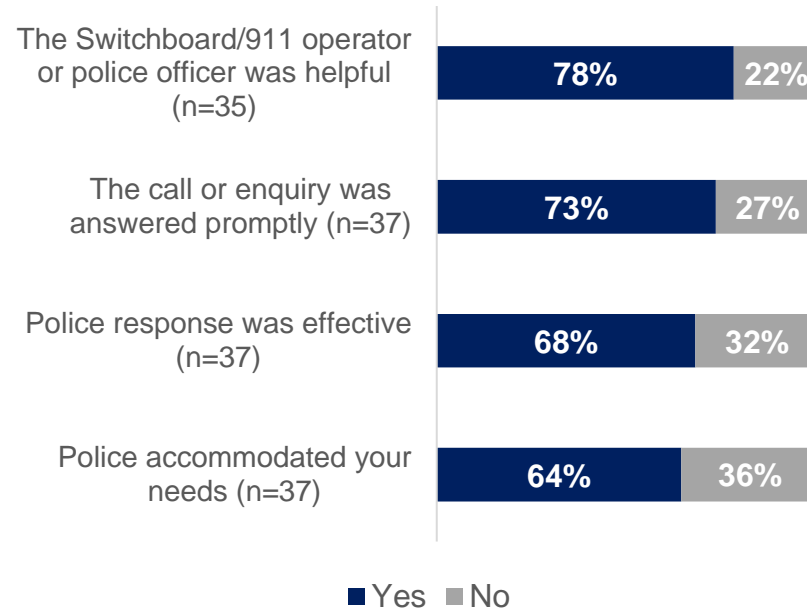
Contacted the Police for assistance - Amherstburg

1 in 10 (11%) Amherstburg residents sought assistance from the police and generally had a positive experience. About three-quarters of those who reached out reported that the 911 operator or police officer was helpful (78%) and that their call or inquiry was answered promptly (73%).

Contacted the Police for Assistance



Perceptions of Police Response



- Among those who contacted the police for assistance, two-thirds found the police response to be effective (68%) and accommodating (64%).

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? / Q26: Did you or they feel that ...

Sample Size: Q23: n=328 / Q26: Shown in chart above

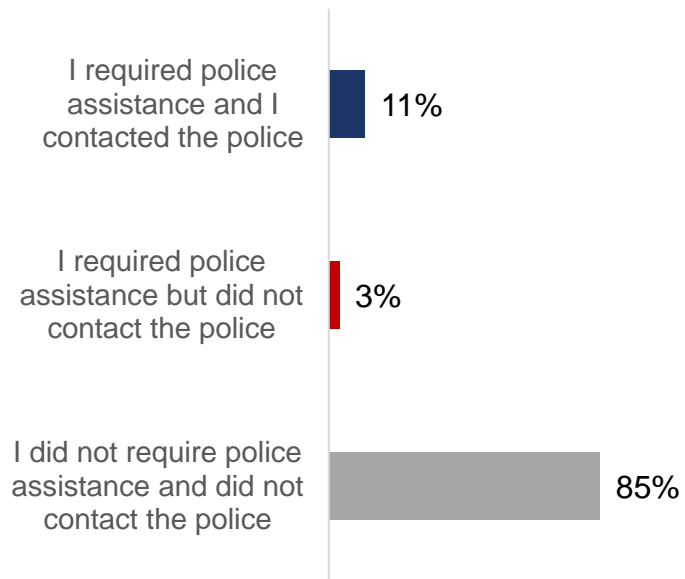
Framework: Q23: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer') / Q26: Those who had something happened to themselves or a member of their household within the last year that required police assistance and contact the police (Excluding 'Don't Know' / 'Prefer not to Answer')



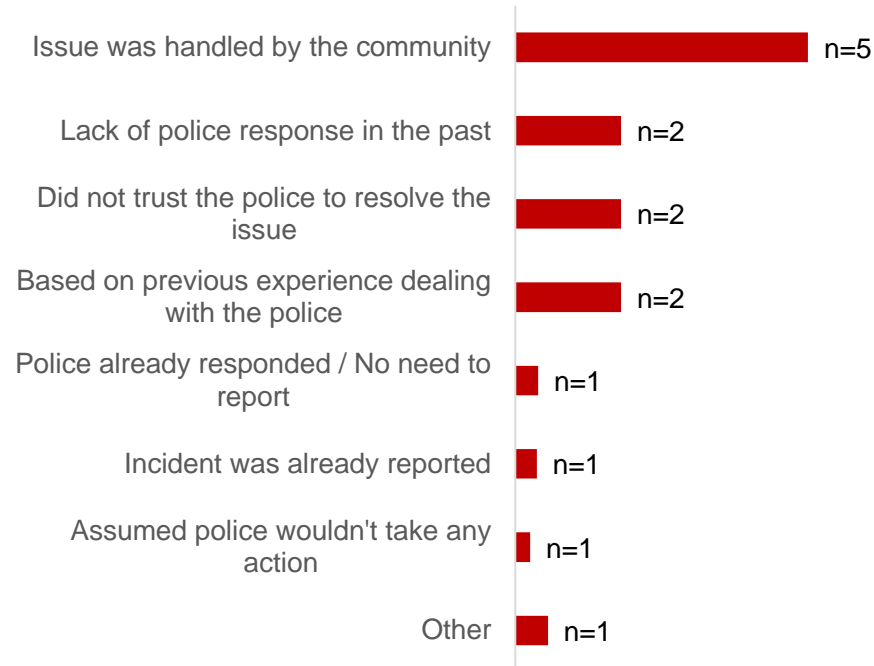
Contacted the Police for assistance - Amherstburg

3% of residents chose not to contact the police for assistance, citing various reasons.

Contacted the Police for Assistance



Reasons for Not Contacting the Police



- White residents (4%) tend not to call the police for assistance.

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?

Sample Size: Q23: n=328 / Q25: n= 11

Framework: Q23: All respondents (Excluding 'Don't Know' / 'Prefer not to Answer') / 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

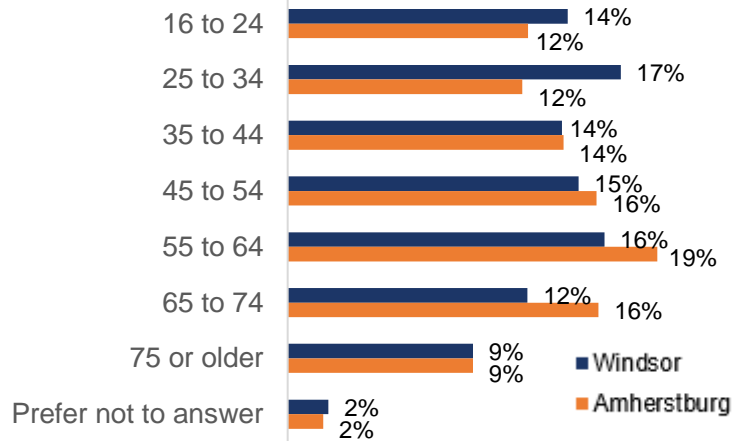


Respondent Profile

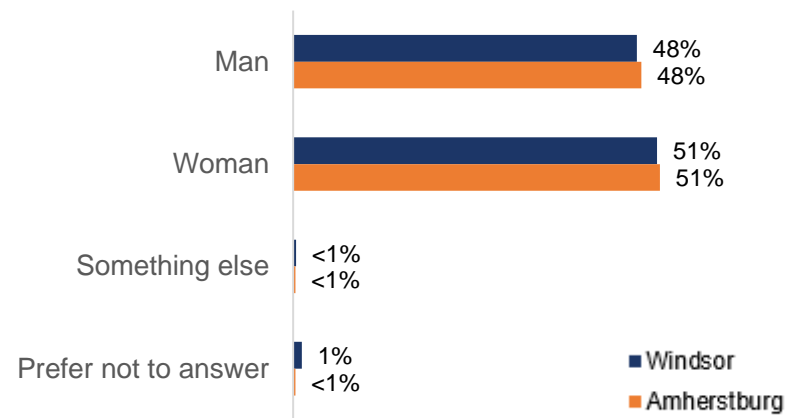


Respondent Profile

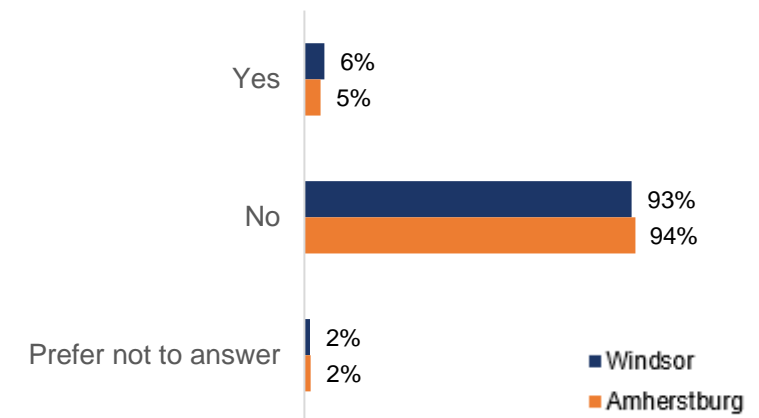
Age



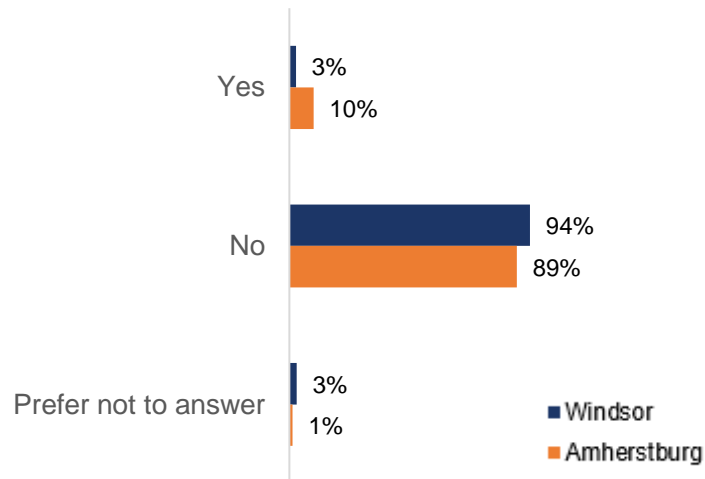
Gender



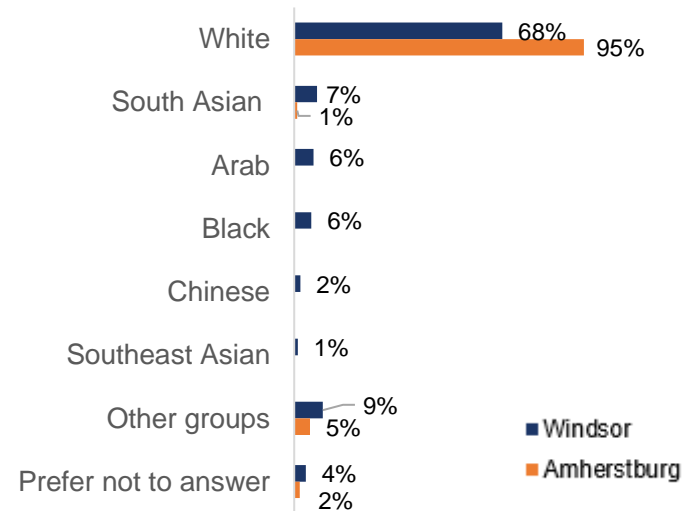
LGBTQ2IA+ Affiliation



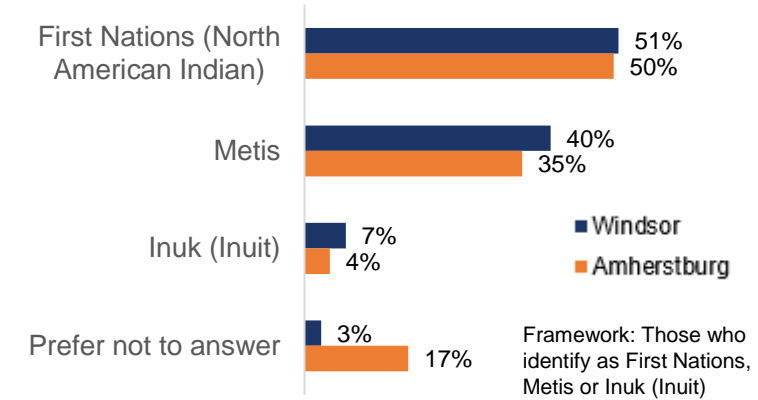
Identification to an Indigenous Group



Ethnicity



Indigenous Group Affiliation



Framework: Those who do not identify as First Nations, Metis or Inuk (Inuit)

