

# CITIZEN PERCEPTION SURVEY 2023

Report to Edmonton Police Commission

EDMONTON  
**POLICE**  
SERVICE

# 2023 CITIZEN PERCEPTION SURVEY

- Surveys were collected May – June 2023
- Canada-wide survey conducted annually by Advanis
- Edmonton results can be compared year over year and to other cities

# PAST AND CURRENT CITIZEN PERCEPTION SURVEYS

2016 – 2018

Insight Panel and Online Link

- Invited members of City Insight Panel and posted link to EPS social media and websites
- Self-selection
- Non-random sample
- Under-represented people of colour, young adults, low income households

2021 – 2023

Advanis Police Benchmark Study

- Random selection and invitation to participate
- Weighted based on census data
- Representative of Edmonton population

## PARTICIPANTS

- 1,727 Edmonton residents participated in 2023
- 49% identified as women, 3% identified as gender diverse
- 36% were between 18 and 34 years old
- 64% reported a household income of less than \$60,000 annually
- 6% identified as Indigenous and 27% identified as people of colour



# SATISFACTION WITH EPS IS INCREASING

Compared to 2022, the percent of citizens who...

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Think EPS is doing a good or excellent job overall



Support the police



Agree with how the police behave



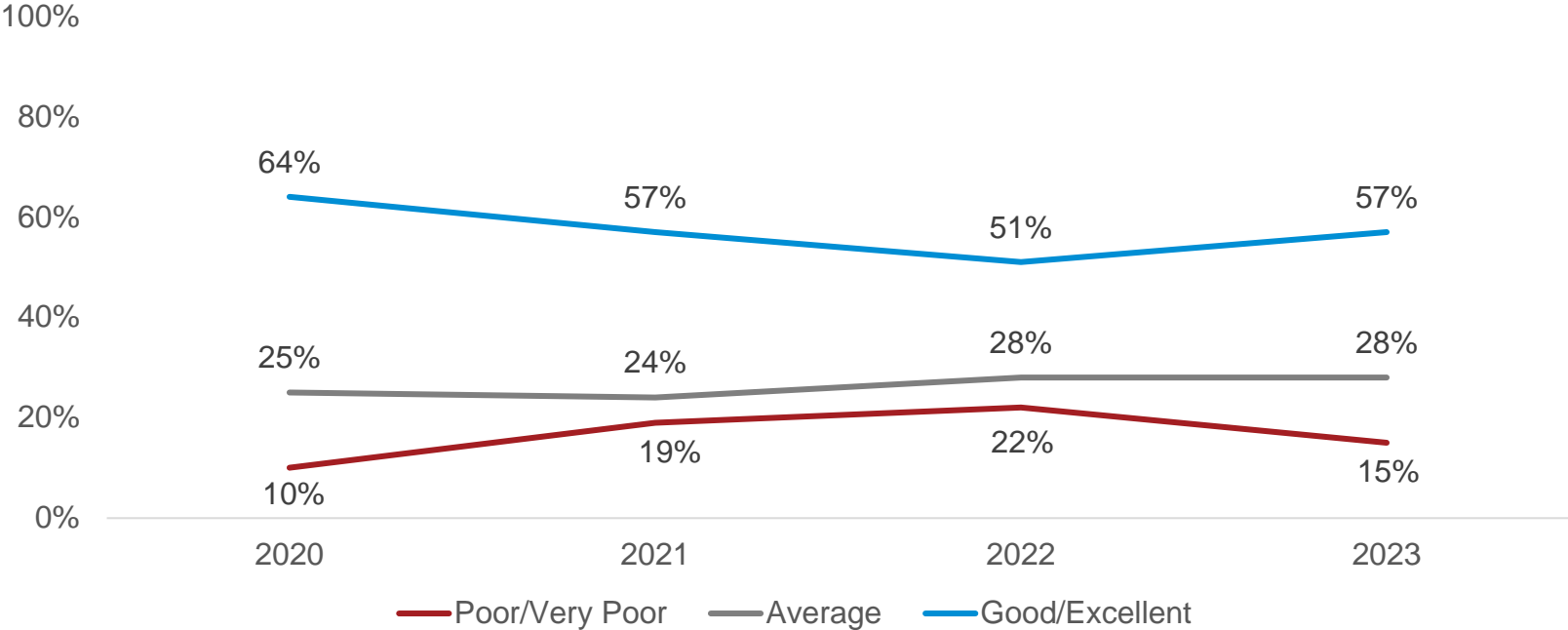
Agree EPS is dealing with the things that matter



Agree EPS provides the same quality of service for all citizens

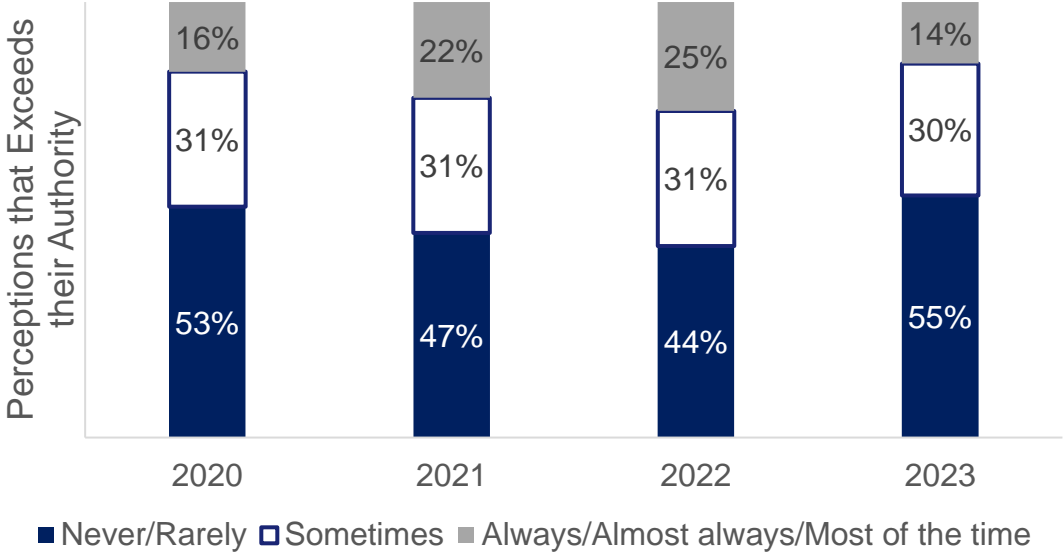


# SATISFACTION WITH EPS IS INCREASING



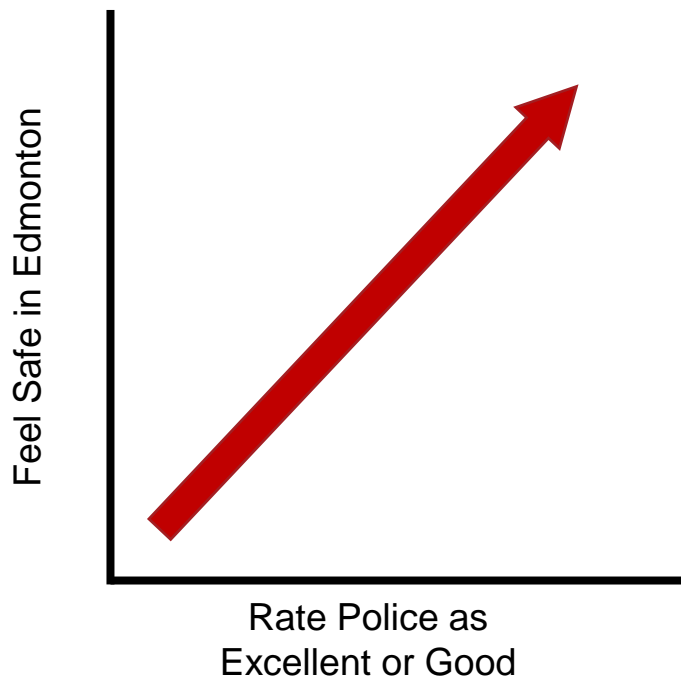
# TRUST IN POLICE

Edmonton citizens are less likely to believe police exceed their authority than previous years.

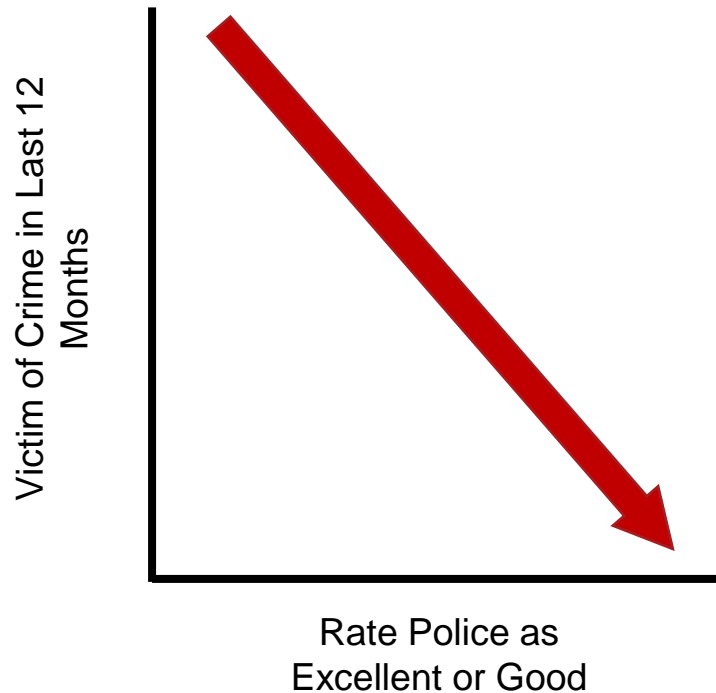


# SATISFACTION WITH EPS IS RELATED TO...

## Feeling Safe



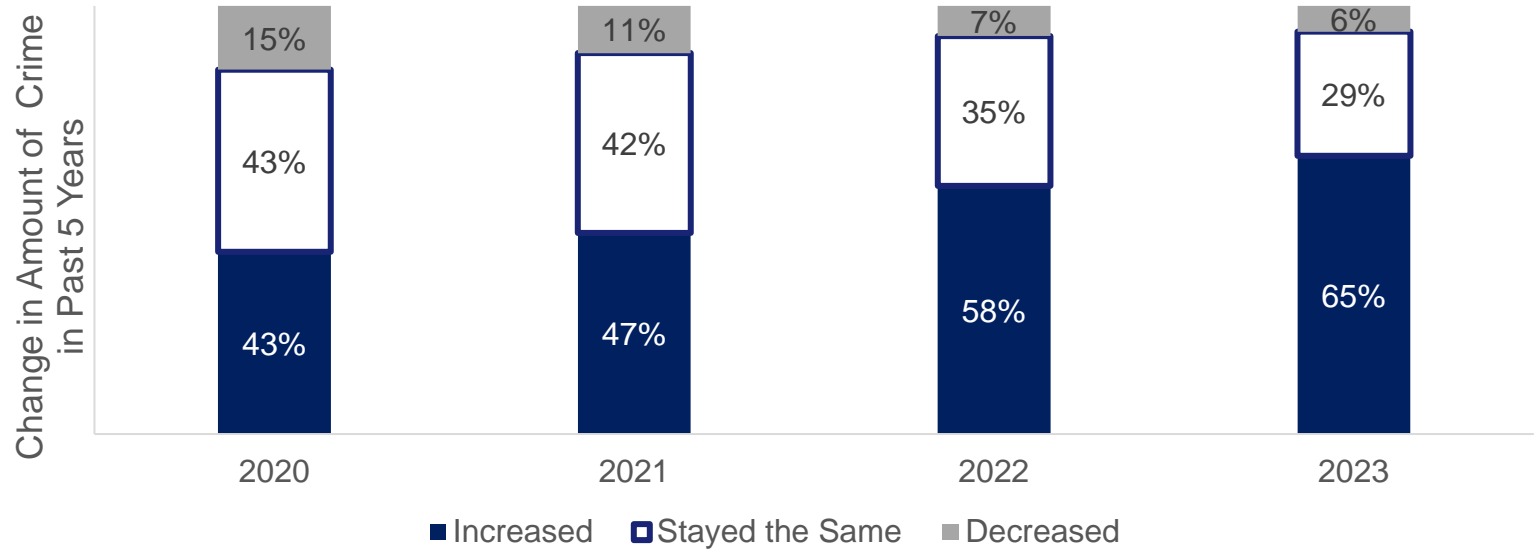
## Victimization





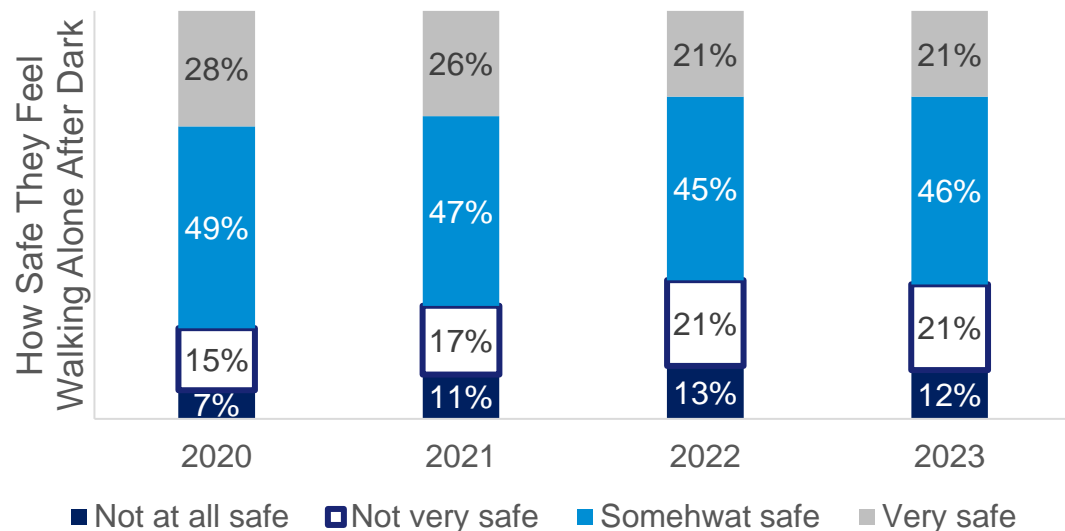
# PERCEPTIONS OF SAFETY

Edmonton citizens believe crime is increasing... continuing the trend over the past four years



# PERCEPTIONS OF SAFETY

Edmonton citizens continue to feel unsafe walking and alone after dark.



33% of Edmonton citizens feel unsafe walking alone after dark

66% of Edmonton citizens feel unsafe taking transit alone after dark

# EPS HELPS CITIZENS FEEL SAFER

63%

- Agree that EPS makes Edmonton a safe place to live

52%

- Feel safer when EPS is in their home neighbourhood

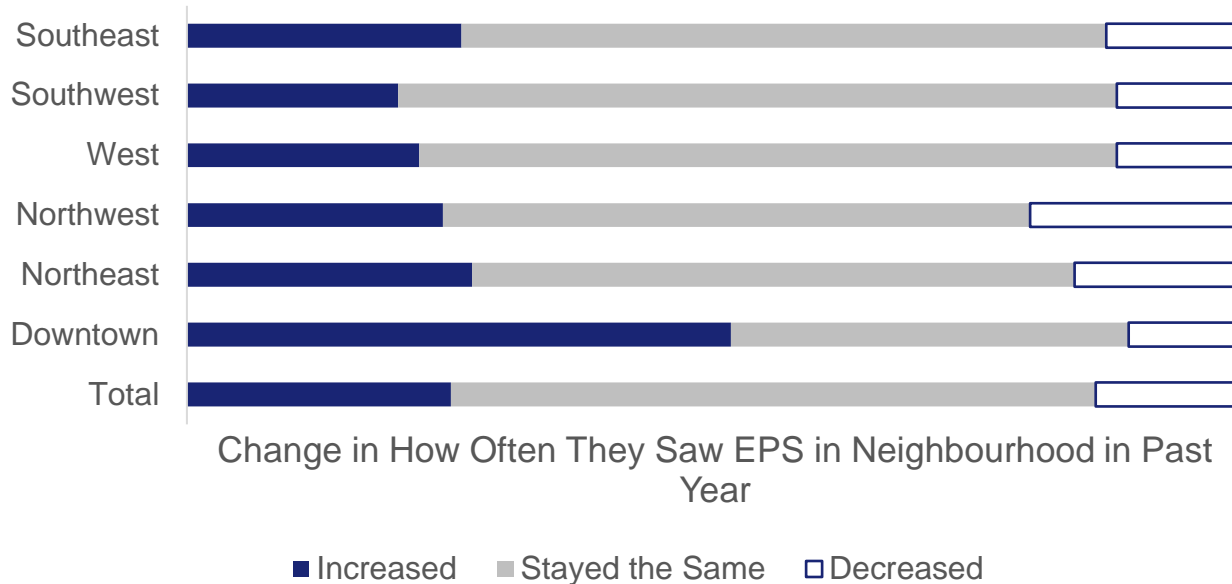
62%

- Agree that EPS resolves violent crimes



# EPS PRESENCE IN NEIGHBOURHOOD

Net 9% of Edmonton citizens noticed an increased EPS member presences in their neighbourhood.

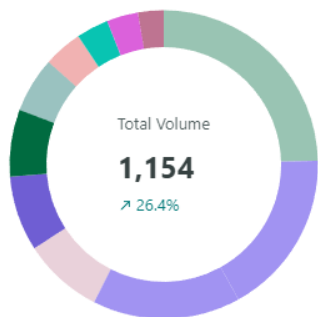


# COMMUNICATIONS MESSAGING

## Volume Breakdown - Outbound

View a breakdown of applied tags on published posts and sent messages during the publishing period.

### Tagged Published Post Volume

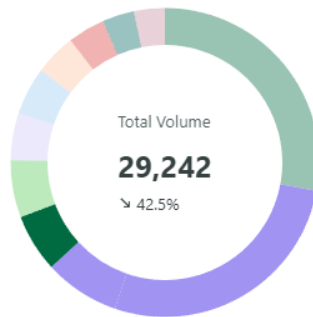


News Releases	24.6%
Community Events & Holidays	17.3%
Public Safety Campaign	8.4%
Traffic Advisory	7.9%
Crime Highlights	7%
Missing Person	5.8%
Memorial & End of Watch	4.1%
(EPF) Edmonton Police Foundation	3.4%
Units and Programs	3.3%
Good News Stories	2.7%
All Other Tags	15.5%

## Volume Breakdown - Inbound

View a breakdown of applied tags on received messages during the publishing period.

### Tagged Received Message Volume



News Releases	27.9%
Community Events & Holidays	7.9%
Crime Highlights	6.1%
Media ADVISORY	6%
Public Conversation	5%
Political Conversation	4.9%
Profanity	4.4%
Memorial & End of Watch	3.9%
Missing Person	3.4%
Public Safety Campaign	3.2%
All Other Tags	27.3%

# NEXT STEPS

- Ongoing public and community relations engagement
- Follow up focused engagement
- Police and Youth Engagement (PYEP)
- Continue recruiting plan
- Training (unconscious bias, cultural sensitivities, trauma informed)

THANK YOU

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