Report

Edmonton Police Commission Public Survey

New Chief of Police Recruitment

Date: May 2025

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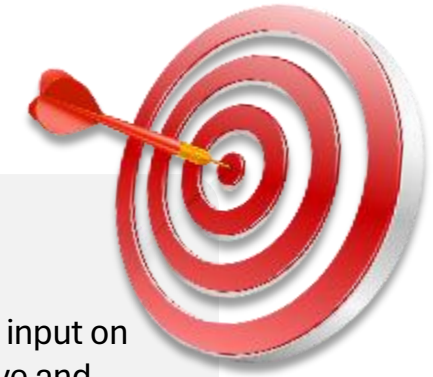
Background, Objectives & Methodology

Background and Objectives



Background

The Edmonton Police Service (EPS), with over 3,000 employees, provides a broad range of policing services to the city. As the organization looks ahead, the Edmonton Police Commission has engaged Leger to conduct public research to help identify the leadership qualities Edmontonians want to see in the next Chief of Police. This effort supports the Commission's commitment to transparency, community engagement, and progressive policing leadership.

Objectives

To help the Edmonton Police Commission gather public input on expectations for the next Chief of Police through inclusive and strategic community engagement.

Key Objectives:

- Identify the leadership qualities and strategic priorities Edmontonians want in the next Chief.
- Understand the personal and professional traits valued by the public.
- Inform the recruitment process.

The community engagement included efforts to ensure a diverse and accessible respondent base that reflects Edmonton's population.

Methodology

Methodology

The purpose of the survey was to determine what is most important to the public when looking for a new Chief of Police. To capture the full opinions of the people of Edmonton, research went beyond the general population to ensure an accessible survey with a diverse mix of respondents. Full breakdown below:

- **Edmonton general population survey** using LEO panel n=1,004
- **Leger DGTL "Hard-to-Reach" approach** using social media advertising campaign with research level quality, targeting the following diversity and accessibility groups to obtain the following totals (including interviews that fell out within the general population survey):
  - Gender diverse (2SLGBTQI+): n=125
  - Newcomers in Canada for 5 years or less: n=81
  - Indigenous residents: n=127
- **Intercept survey** of the unhoused population n=102, using a reduced version of the survey

When

Edmonton general population online survey using LEO panel: March 19 to April 17, 2025

Leger DGTL "Hard-to-Reach" social media campaign: March 25 to April 15, 2025

Unhoused Intercept Survey: March 19 to 24, 2025

Margin of Error & Weighting

LEO Panel
Since data collection was conducted with non-probability sampling, a margin of error is not reported. For comparison purposes, a probability sample of n=1,004 yields a margin of error no greater than ±3.1% (19 times out of 20) for the total Edmonton sample.

Leger DGTL Campaign and In-person Intercept
Due to their targeted approaches, Leger DGTL Hard-to-Reach social media campaign and the in-person intercept surveys do not have a reported margin of error.

Significant Differences

Sub-group data compared for significant differences includes the combined results for the subgroups that fell out from the general population survey together with the additional interviews targeting the subgroups using the hard-to-reach social media campaign approach.

Sub-group data in green indicates there is a significantly higher proportion among that subgroup than in the general population. Conversely, "hard-to-reach" subgroup data in red indicates a significantly lower proportion in that subgroup than in the general population.

In-person intercept data is not included in the significance testing comparisons as it involved a different data collection methodology than the general population survey.

Significant differences shown are at the 95% confidence level.

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Key Findings

Key findings (1 of 2)

1 Perception of Safety in Edmonton and Edmonton Police Service

Overall, the general feeling in Edmonton reflects growing concern about community safety, with varying levels of confidence in the police. This is particularly seen among the general population overall, and to a lesser degree among the diversity and accessibility subgroups that were specifically targeted to ensure representation to hear their voices in the surveys.

- More than two-in-five (44%) general population residents believe safety in Edmonton has declined in the past two years, rising to 57% among the 2SLGBTQI+ community and dropping to 25% among newcomers.
- Feelings of reduced personal safety are reported by 46% of the general population and a similar share of the 2SLGBTQI+ community, increasing to around two-thirds among Indigenous and unhoused survey respondents.
- Confidence in the Edmonton Police Service is at 54% among the general population but is lower across all of the marginalized subgroups that were targeted, with the unhoused subgroup showing the lowest level at 31%.

2 Leadership and Strategic Priorities

Overall, Edmontonians expect the next Chief of Police to prioritize a broad range of issues, with a focus on crime reduction, safety, police accountability, and building stronger community trust, while also addressing mental health concerns as highlighted by the unhoused respondents.

- The top priority among all groups is *reducing crime and improving public safety*, followed by *strengthening relationships between police and the community* and *increasing transparency* (excluding newcomers).
- Most issues are seen as highly important across all subgroups. Crime reduction is the top priority for the general population and newcomers, while 2SLGBTQI+ and Indigenous communities prioritize police accountability.
- Among the unhoused subgroup, all areas are viewed as important, reinforcing the need for broad, multi-issue leadership. Support for mental health and addiction services, reducing crime and improving safety, and maintaining a high level of kindness, understanding, fairness and respect are the most important areas identified by the unhoused.

Key findings (2 of 2)

3

Important Qualities in a Chief of Police

Overall, Edmontonians expect the new Chief of Police to be respectful, experienced, communicative, and inclusive, with a strong focus on public safety, community engagement, and ensuring all voices are heard and represented.

- The most important quality for most Edmontonians is having a respectful Chief of Police, though collaboration ranks first for the unhoused subgroup.
- Edmonton residents value direct experience in police leadership, conflict resolution, and over 20 years of policing. Working with marginalized communities is prioritized by Indigenous and 2SLGBTQI+ subgroups.
- All subgroups agree that crime prevention and public safety should be the top priority. Indigenous and 2SLGBTQI+ communities place greater importance on understanding the struggles of homeless and vulnerable people and respecting Indigenous people.

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Issues and Safety Concerns in Edmonton

Overall, Edmontonians prioritize drug use, repeat offenders, and violent crime as top safety concerns. The unhoused subgroup emphasizes homelessness, poverty, and mental health as top safety issues in addition to addiction. There is strong support for improved police assistance and better support services to enhance safety.

- Drug use, overdoses, and addiction are seen as the top safety risks across all subgroups (including the unhoused subgroup), with variations in secondary concerns. Repeat offenders and lack of consequences are the second most significant issue for the general population and indigenous, while homelessness and lack of housing is for the 2SLGBTQI+ community and newcomers.
- General population residents believe reducing drug trafficking and illegal activity would most benefit Edmonton, followed by fewer assaults, robberies, and homicides. Indigenous and 2SLGBTQI+ communities feel that better police assistance would have a higher benefit relative to the general population.
    - The unhoused subgroup agrees that addressing all safety issues, including mental health and homelessness, would improve safety.

5

Experience with EPS

Direct experience with the EPS is higher among Indigenous and 2SLGBTQI+ communities, mainly due to being victims of crime, and they are more likely to show lower levels of satisfaction compared to the general population. Among the unhoused respondents, direct experience is the highest, with the lowest level of satisfaction.

3

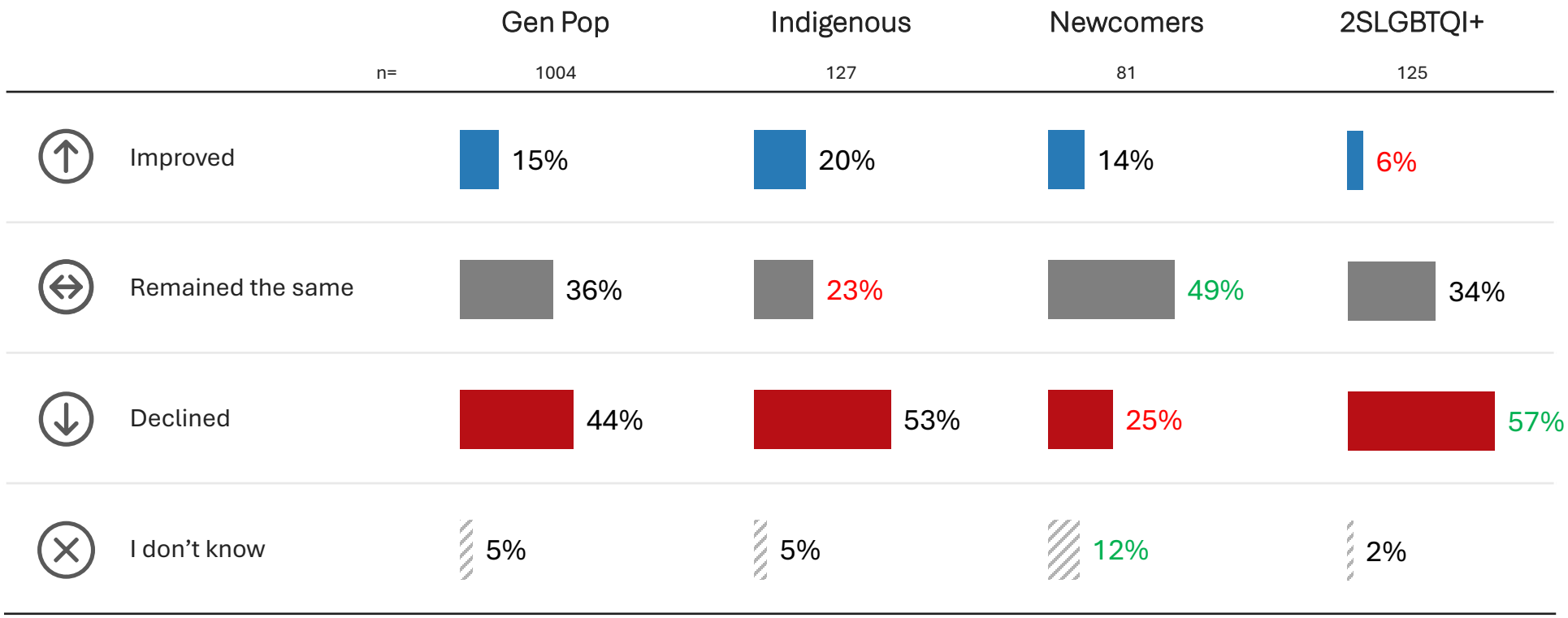
Detailed Findings

3.1

Perception of
safety in Edmonton and Edmonton Police Service

Perceptions of Edmonton's Community Safety Over the Past 2 Years – *General Population & Social Media Surveys*

More than two-in-five (44%) general population residents believe community safety in Edmonton has declined over the past two years. This increases to almost three-in-five (57%) for members of the 2SLGBTQI+ community and decreases for newcomers (25%). Across all subgroups, one fifth or fewer (6%-20%) report community safety has improved.



Subgroup Differences – General Population

Those more likely see a **decline in safety** include:

- Women (51%);
- Those aged 35-54 (49%);
- Those in the 2SLGBTQI+ community (56%); and
- Those with a disability (58%).

More likely to safety has **improved**:

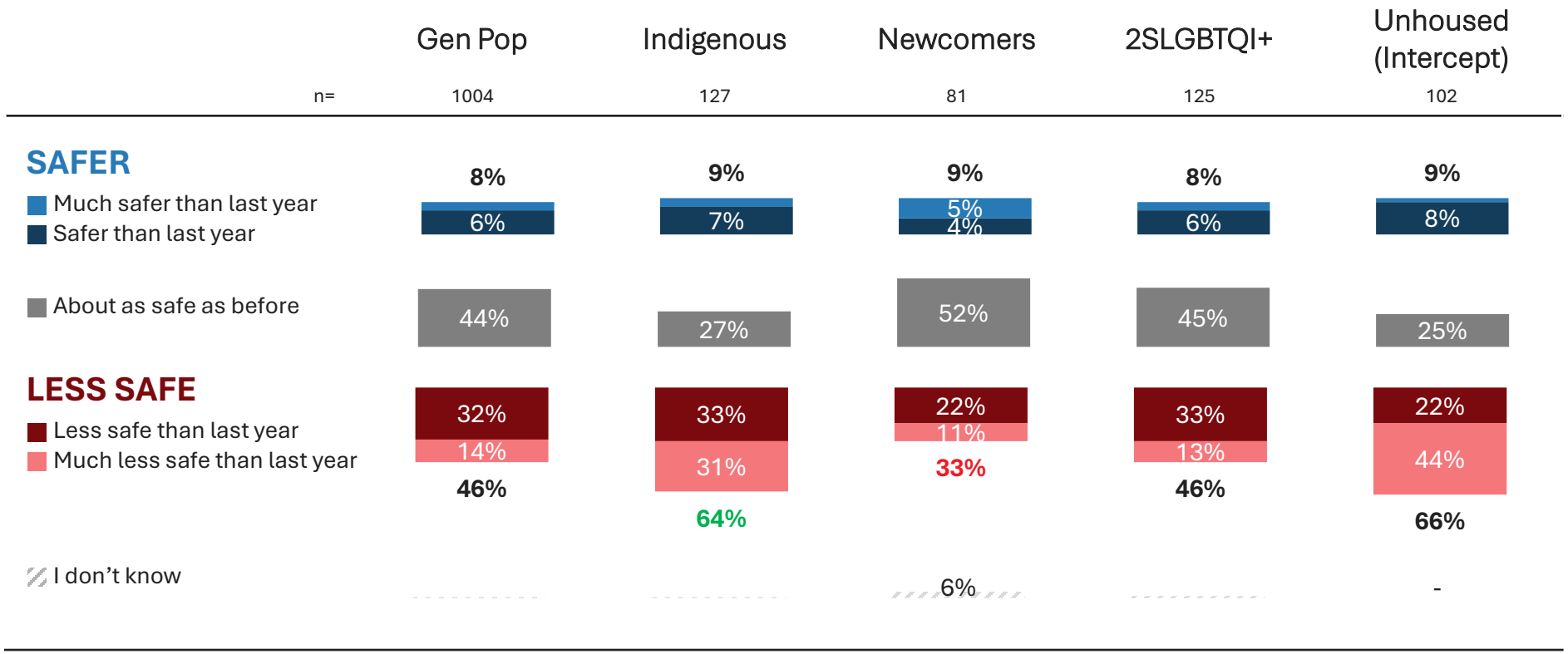
- Men (22%);
- Those aged 18-34 (24%);
- Indigenous communities (35%); and
- High income ($100k) (24%).

NOTE: Question not asked in the Unhoused Intercept survey. Base: All respondents
Q. Over the past 2 years, community safety in Edmonton has, in your opinion:...

% / % Statistically significantly higher/lower than general population

Perceptions of Edmonton's Safety

Compared to last year, there is a relatively even split among general population residents for feeling less safe (46%) and feeling as safe as before (44%). A similar split is seen among the 2SLGBTQI+ community. Higher proportions, around two-thirds, of those who identity as Indigenous (64%) and individuals who took part in the unhoused intercept survey (66%) report feeling less safe.



Subgroup Differences – General Population

Those more likely to **feel less safe** include:

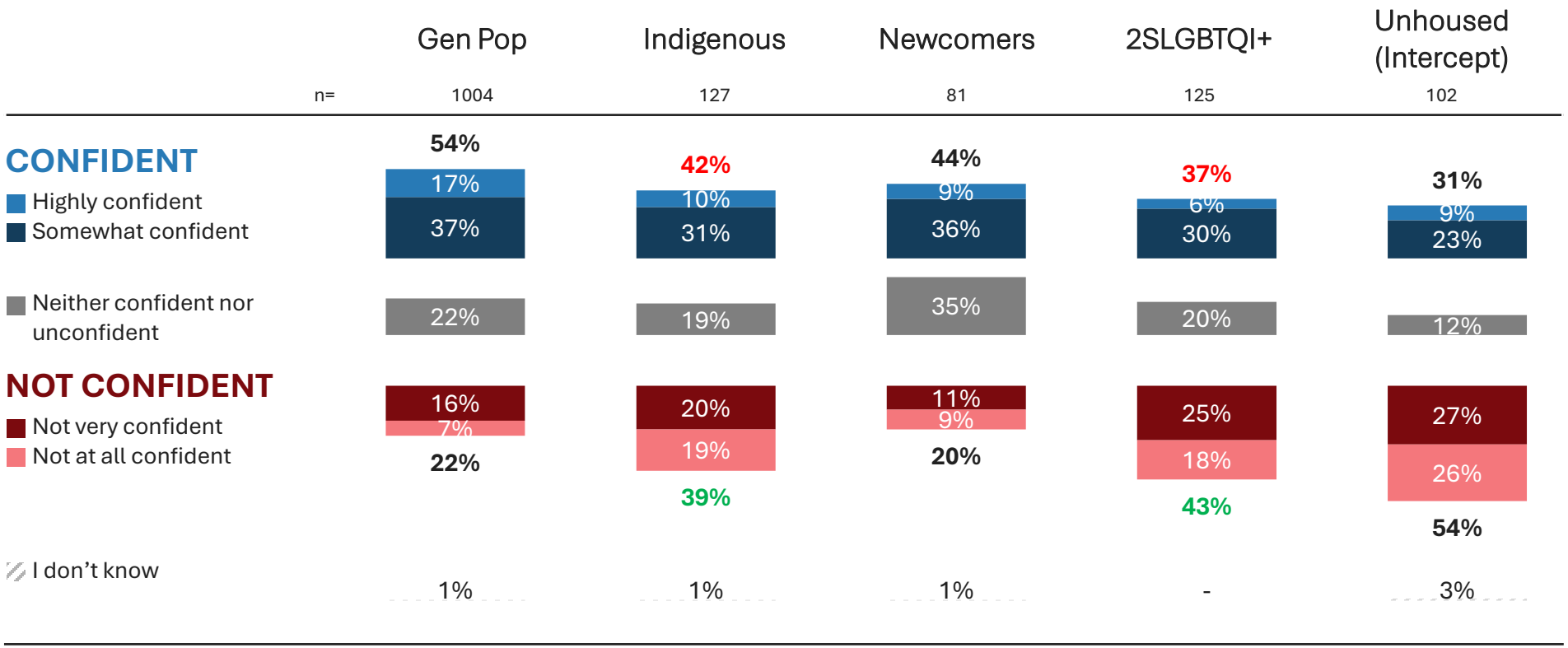
- Women (50%);
- Those aged 18-34 (52%);
- Indigenous communities (65%); and
- Mid income group ($40K - <$100K) (52%).

Base: All respondents 2% or less not labelled
Q. Generally, how safe do you feel in Edmonton?

% / % Statistically significantly higher/lower than general population

Confidence in Edmonton Police Service

Over half (54%) of general population residents are confident in the EPS. This drops for all the hard-to-reach subgroups, with the unhoused reporting the lowest levels of confidence (31%) and over one-quarter (26%) feeling not at all confident.



Subgroup Differences – General Population

Those more likely to **feel confident** include:

- Those aged 55+ (64%);
- Living in NW (59%); and
- High income group ($100K+) (62%).

Those more likely to **NOT feel confident** include:

- Those aged 35-54 (27%);
- Indigenous (34%), with a disability (31%); and
- 2SLGBTQI+ members (37%).

Base: All respondents
Q. How confident are you in the Edmonton Police Service?

% / % Statistically significantly higher/lower than general population

3.2

Leadership and Strategic Priorities

Leadership Priorities – *General Population & Social Media Campaign Surveys*

The top priority among all groups is *reducing crime and improving public safety*, followed by *strengthening relationships between police and the community* and *increasing transparency* (for all groups excluding newcomers). For newcomers, *addressing concerns about fairness and bias in policing* holds higher importance than it does for the general population.

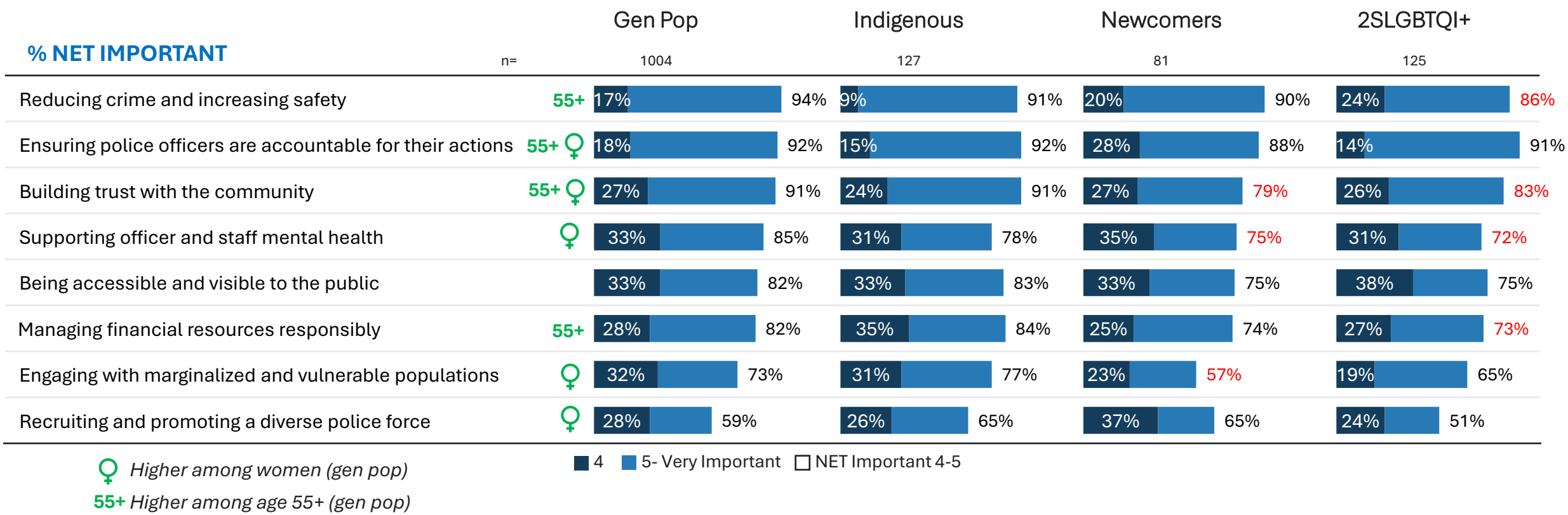
Higher among -
- Women (75%)
- Those aged 55+ (80%)

MOST IMPORTANT LEADERSHIP PRIORITIES	Gen Pop	Indigenous	Newcomers	2SLGBTQI+
n=	1004	127	81	125
Reducing crime and improving public safety	70%	58%	64%	58%
Strengthening relationships between police and the community	43%	45%	30%	43%
Increasing transparency and public accountability	38%	37%	28%	35%
Addressing concerns about fairness and bias in policing	26%	33%	38%	32%
Strengthening partnerships with social services and community groups	26%	26%	23%	30%
Improving officer and staff well-being and mental health	25%	23%	17%	30%
Adopting modern policing strategies and technology	25%	18%	23%	20%
Supporting diversity and inclusion within the police force	14%	22%	22%	19%
Other	1%	2%	2%	6%
I don't know	2%	1%	2%	2%

NOTE: Question not asked in the Unhoused Intercept survey. Base: All respondents
Q. In your opinion, what are the most important leadership priorities for the next Chief of Police? (select up to 3)

Strategic Priorities - *General Population & Social Media Campaign Surveys*

All priorities carry importance with a majority of residents, indicating that the next Chief of Police should not narrow in on just one issue. Reducing crime and increasing safety holds the highest level of importance among general population and newcomers, whereas the highest importance for the 2SLGBTQI+ and Indigenous communities is *ensuring police officers are accountable for their actions;* both priorities are important to a minimum of 86% of residents across all subgroups.

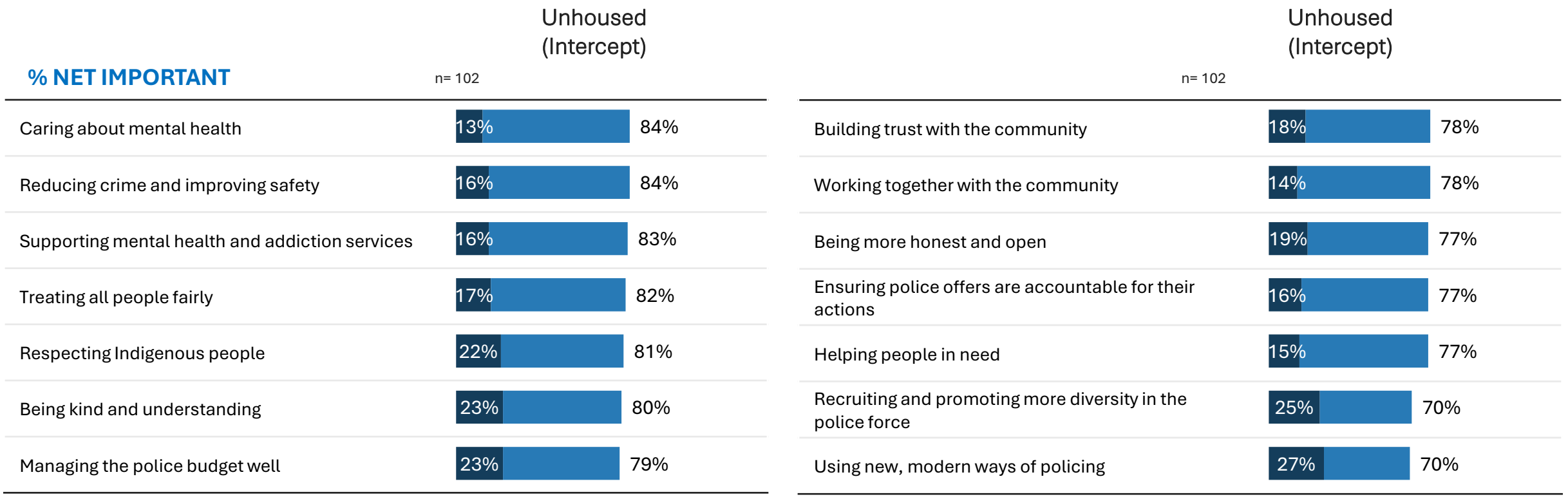


NOTE: Question was worded differently in the Unhoused Intercept survey. Base: All respondents
Q. How important is it for the next Chief to focus on the following areas? Rate each from 1 = Not Important to 5 = Very Important, I don't know

% / % Statistically significantly higher/lower than general population

Strategic Priorities – *Unhoused Intercept Survey*

Among the unhoused subgroup, high levels of importance are placed on each priority (70% + net important). Again, this suggests that the next Chief of Police needs to focus on many different areas of concern. The top areas for this subgroup are mental health related (caring [84%] and supporting, including addiction services [83%]) and reducing crime and improving safety (83%).



Base: All respondents
Q. How important is it for the new Chief to focus on these areas? Please rate each of these from 1 to 5 where 1 is Not Important and 5 is Very Important, I don't know

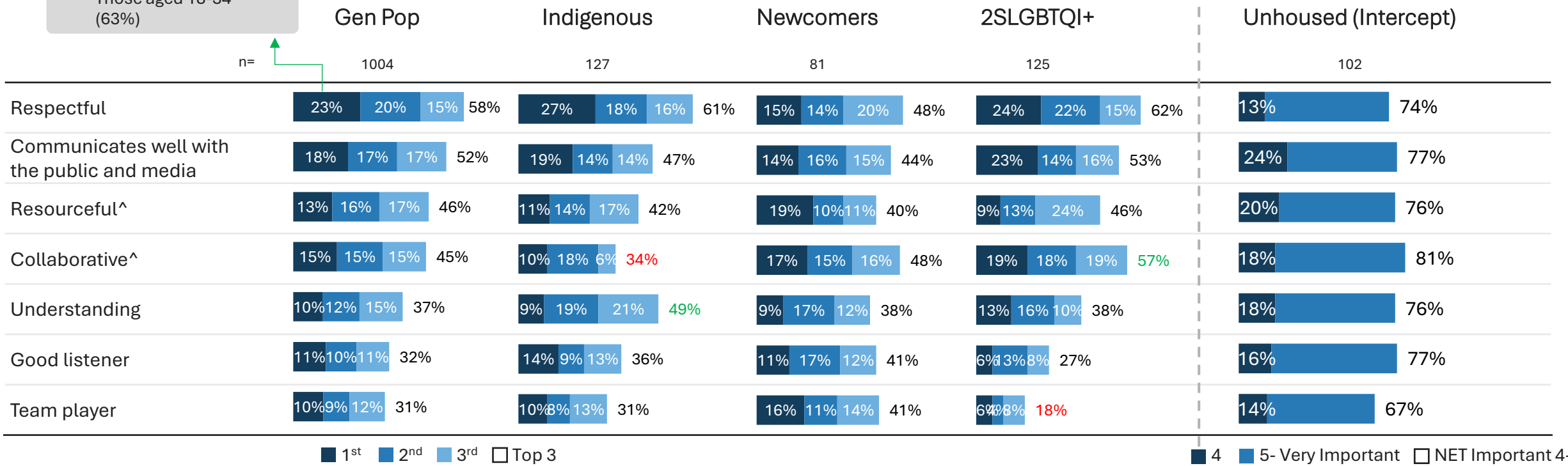
3.3

Important Qualities
in a Chief of Police

Important Personal Qualities for Chief

The most important quality among all groups except for unhoused is having a ***respectful*** Chief of Police. ***Collaborative*** is highly ranked by most, ranking 1st for the unhoused subgroup, although this is the among the lowest ranked qualities for the Indigenous community (34%), who place more importance on ***understanding*** *(49%)*. Another quality important to all groups is the ability to ***communicate well with the public and media.***

Higher among -
- Women (62%)
- Those aged 18-34 (63%)

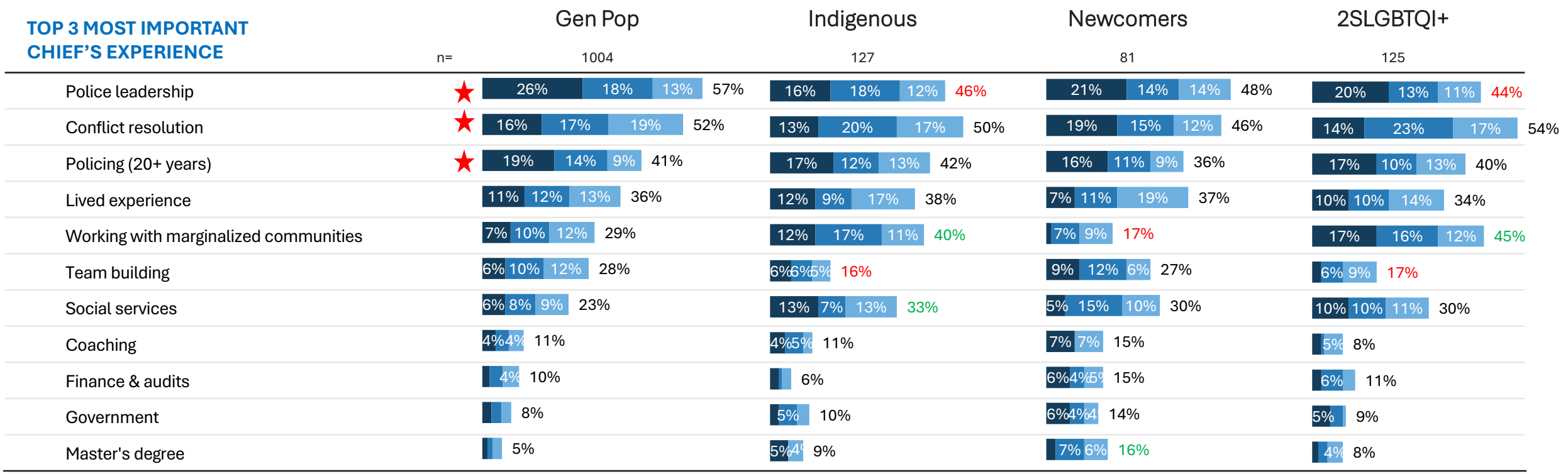


NOTE: Question was worded differently in the Unhoused Intercept survey. Base: All respondents
Q [General Population / Hard to Reach Social Media] What personal qualities should the chief have?
Q [Unhoused Intercept] How important is it for the new Chief to have these personal qualities?
^Full wording in the Unhoused Intercept survey: "Collaborative, working well with the community", "Resourceful, knows how to get things done"

% / % Statistically significantly higher/lower than general population

Important Experience for Chief - *General Population & Social Media Campaign Surveys*

Edmonton residents value direct work experience in *police leadership, conflict resolution* and *20+ years of policing* when thinking of the new Chief. Experience related to *government, finance, and graduate education* are low on the list of importance. *Working with marginalized communities* is seen as more important by the Indigenous and 2SLGBTQI+ communities.



NOTE: Question not asked in the Unhoused Intercept survey. Base: All respondents
Q. What experience is most important for the new Chief to have? 3% or less not labelled

% / % Statistically significantly higher/lower than general population

Most Important Leadership Qualities for Chief: Understanding MaxDiff Analysis

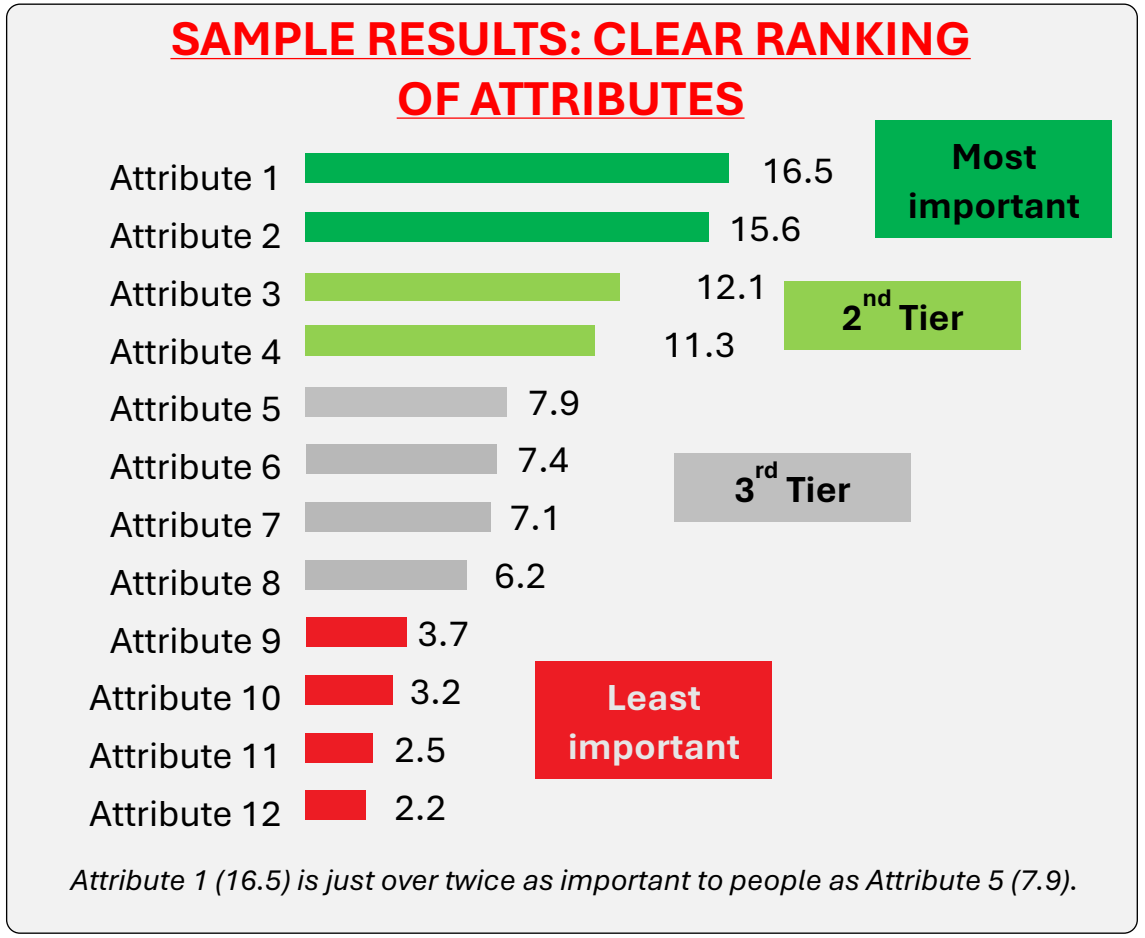
Edmonton Police Commission (EPC) sought to understand which leadership qualities are of highest priority for the people of Edmonton when selecting the next Chief. Although all qualities are seen to be important when evaluating and comparing candidates, EPC would like to find the leadership qualities which hold higher importance among Edmontonians and should be strongly considered in the selection process. To help meet this objective, Leger implemented a MaxDiff exercise.

What is MaxDiff?

Maximum Difference Scaling (MaxDiff) trade-off analysis (also known as best-worst scaling) is used to assess the relative importance of key factors on a certain outcome. Rather than ranking a list of choices, respondents are asked to choose the most and least important attributes among sets of attributes presented. After respondents are presented with **several different combinations** (for this study, each combination had 6 different attributes), we can **derive the importance of each, relative to each other**.

The results of the MaxDiff analysis method are presented in the form of scores, the values of which are between 0 and 100. Each score represents the relative weight (its importance) given to each of the items by the respondents.

A higher score signifies that the leadership quality is seen as more important when considering a candidate for the job of Chief of Police. As well, an item with a score twice as high as another means that it is twice as important than the other element (e.g., an item which has a score of 10 is twice as important as an element with a score of 5).



Attributes Evaluated for Most Important Leadership Qualities for Chief

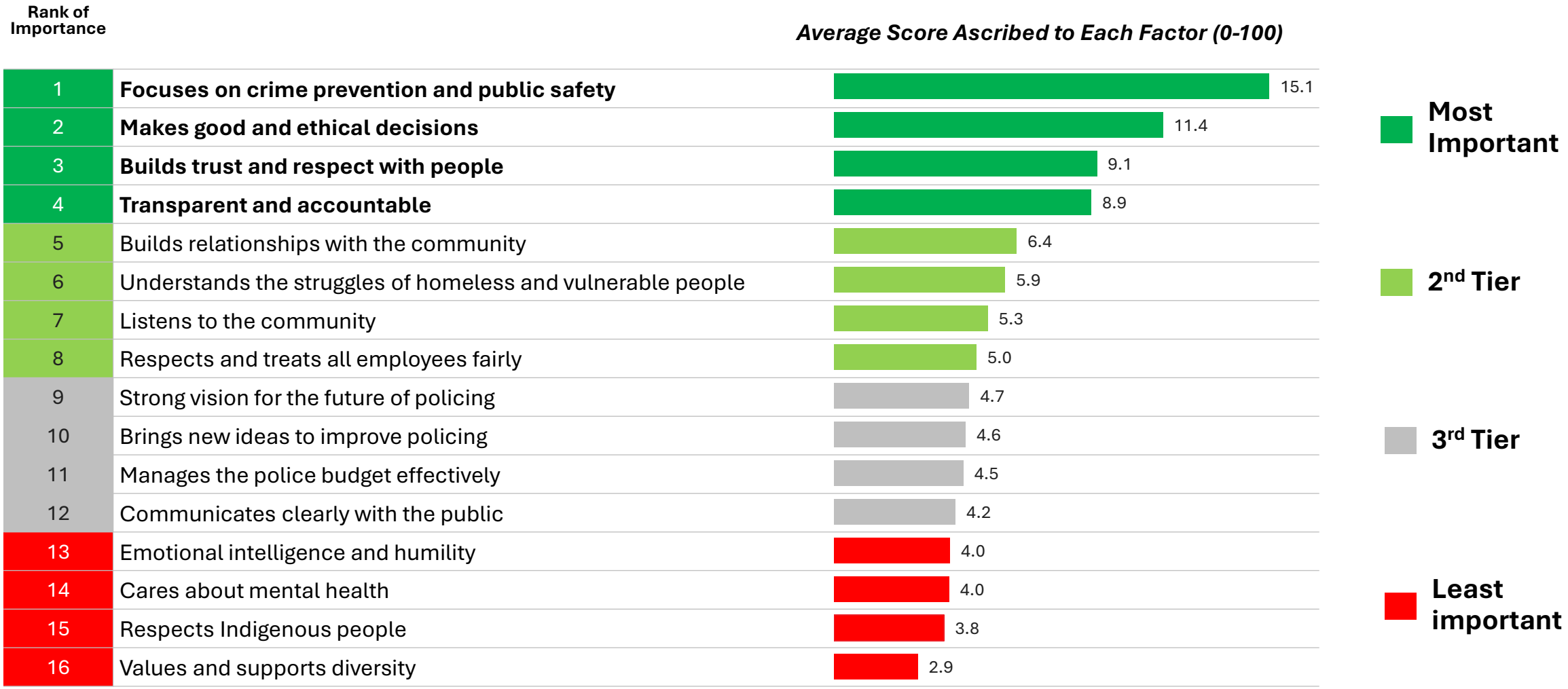
For each combination screen in this study's MaxDiff exercise, respondents were asked to identify the leadership qualities that they think would be MOST IMPORTANT and LEAST IMPORTANT for the Edmonton Police Commission to consider when selecting the next Chief of Police.

LIST OF ATTRIBUTES USED FOR MAXDIFF	
Brings new ideas to improve policing	Respects and treats all employees fairly
Builds relationships with the community	Respects Indigenous people
Builds trust and respect with people	Strong vision for the future of policing
Cares about mental health	Transparent and accountable
Communicates clearly with the public	Understands the struggles of homeless and vulnerable people
Emotional intelligence and humility	Values and supports diversity
Focuses on crime prevention and public safety	
Listens to the community	
Makes good and ethical decisions	
Manages the police budget effectively	

Q You will see several sets of leadership qualities. In each set, please choose the ONE quality you think is the most important for the next Chief of Police and the ONE quality that is the least important.

Most Important Leadership Qualities for Chief - MaxDiff Results (p. 1 of 2) - *General Population Survey*

The MaxDiff exercise was used to help understand and rank the importance of various leadership qualities and see which ones stand out the most. General population residents rank *focusing on crime prevention and public safety* as the most important quality, followed by *making ethical decisions*, *building trust and respect*, and being *transparent and accountable*.



Base: All general population respondents

Most Important Leadership Qualities for Chief - MaxDiff Analysis (p. 2 of 2) *- General Population & Social Media Campaign Surveys*

All subgroups have the same top ranked quality: *focusing on crime prevention and public safety*. Indigenous and 2SLGBTQI+ communities place greater importance on *understanding the struggles of homeless and vulnerable people and respecting Indigenous people*. All qualities in the **most important** tier across all subgroups should be considered highly important when selecting the new Chief to ensure all voices feel heard and represented.

	Gen Pop	Indigenous	Newcomers	2SLGBTQI+
n=	1,004	127	81	125
Focuses on crime prevention and public safety	15.1	11.1	15.3	11.3
Makes good and ethical decisions	11.4	10.0	9.4	11.9
Builds trust and respect with people	9.1	8.0	7.7	8.3
Transparent and accountable	8.9	6.9	8.5	8.3
Builds relationships with the community	6.4	6.3	5.3	6.5
Understands the struggles of homeless and vulnerable people	5.9	10.0	4.3	8.6
Listens to the community	5.3	5.9	5.0	5.7
Respects and treats all employees fairly	5.0	3.7	6.0	4.3
Strong vision for the future of policing	4.7	3.7	5.6	3.8
Brings new ideas to improve policing	4.6	3.7	5.3	3.4
Manages the police budget effectively	4.5	3.6	6.1	4.6
Communicates clearly with the public	4.2	4.1	4.7	4.0
Emotional intelligence and humility	4.0	5.4	4.7	5.5
Cares about mental health	4.0	5.4	3.8	4.5
Respects Indigenous people	3.8	8.2	3.8	5.6
Values and supports diversity	2.9	4.0	4.5	3.8

Most Important **2nd Tier** **3rd Tier** **Least Important**

Q You will see several sets of leadership qualities. In each set, please choose the ONE quality you think is the most important for the next Chief of Police and the ONE quality that is the least important.

3.4

Issues and Safety

Concerns in Edmonton

Safety Risks of Edmontonians - *General Population & Social Media Campaign Surveys*

Drug use, overdoses and addiction is believed to be the top risk to the safety of people in Edmonton across all subgroups. After this, some variation can be seen among the subgroups; *repeat offenders and lack of consequences* holds the 2nd spot for all subgroups excluding newcomers, and *violent crime* holding the 3rd spot for all except the 2SLGBTQI+ subgroup. The 2SLGBTQI+ community see greater safety risks relative to the general population regarding *lack of coordination among support services, poverty and marginalized communities*.

TOP 3 RISKS TO THE SAFETY OF EDMONTONIANS

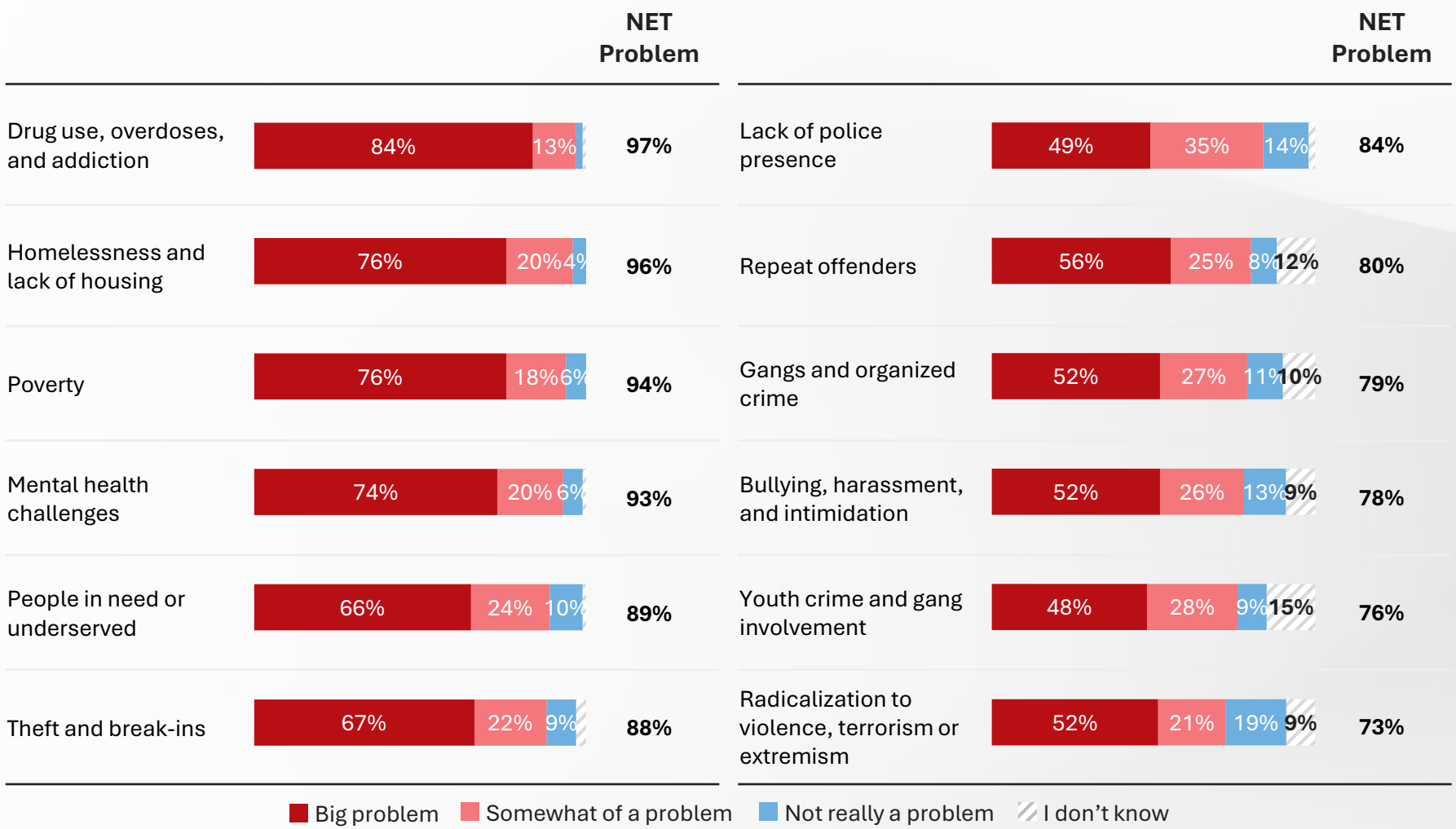
	Gen Pop	Indigenous	Newcomers	2SLGBTQI+
n=	1004	127	81	125
Drug use, overdoses, and addiction	41%	39%	47%	46%
Repeat offenders and lack of consequences	35%	35%	26%	31%
Violent crime (stabbings, shootings, assaults)	34%	32%	38%	23%
Homelessness and lack of housing	29%	31%	38%	34%
Major crimes (vehicle thefts, robberies, break-ins)	25%	20%	26%	18%
Organized crime and gang activity	23%	26%	17%	10%
Mental health challenges (lack of services and support)	19%	21%	11%	26%
Lack of coordination among support services (police, social services, mental health)	17%	15%	9%	26%
Poverty and financial insecurity	17%	20%	14%	29%
Youth crime and gang involvement	14%	11%	19%	12%
Anti-social behaviour and disorder (public disturbances, vandalism)	13%	13%	15%	14%
Bullying, harassment, and intimidation	9%	9%	12%	5%
Radicalization to violence (terrorism, extremism)	9%	10%	9%	7%
Unserved or marginalized communities	7%	9%	6%	14%
Other	1%	2%	1%	2%

Higher / Lower among men♂ / women♀ (Gen Pop)

NOTE: Question was worded differently in the Unhoused Intercept survey. Base: All respondents
Q. In your opinion, what are the top three risks to the safety of people in Edmonton?

% / % Statistically significantly higher/lower than general population

Assessing the Impact of Safety Issues in Edmonton – *Unhoused Intercept Survey*



Among the unhoused subgroup, *drug use, overdoses and addiction* ranks as the top safety problem.

For all safety issues listed, more than seven-in-ten feel they a big problem or somewhat of a problem, rising to over 90% for *homelessness, poverty, mental health challenges*, and *drug use*.

Base: All unhoused intercept respondents n=102. 2% or less not shown
Q. How big of a problem are the following safety issues in Edmonton?

Top Community Safety Improvements for Edmonton – *General Population & Social Media Campaign Surveys*

General population residents believe that *less drug trafficking & illegal drug activity (43%)* would have the most benefit for the people of Edmonton, followed by *fewer assaults, robberies & homicides (33%),* and *less social disorder (33%)*. Indigenous (36%) and 2SLGBTQI+ (37%) communities place higher importance on *better assistance from police when needed*.

TOP 5 COMMUNITY SAFETY IMPROVEMENTS FOR EDMONTON	Gen Pop	Indigenous	Newcomers	2SLGBTQI+
n=	1004	127	81	125
Less drug trafficking & illegal drug activity	43%	39%	35%	38%
Fewer assaults, robberies & homicides	33%	34%	26%	31%
Less social disorder (loitering, intoxication, aggressive panhandling, disturbances)	33%	30%	27%	39%
Better assistance from police when needed	25%	36%	20%	37%
Faster response to emergency calls	24%	31%	23%	19%
Less break & enter (home, business, property crime)	23%	19%	16%	16%
Less gang-related violence	23%	27%	21%	13%
Less vandalism & property damage	20%	9%	20%	17%
Less intimate partner violence & domestic assault	19%	23%	10%	25%
Less child abuse & exploitation	19%	17%	20%	17%

NOTE: Question was worded differently in the Unhoused Intercept survey. Base: All respondents
Q. In your opinion, which of the following community safety improvements would have the most benefit for people in Edmonton?

% / % Statistically significantly higher/lower than general population

Top Community Safety Improvements for Edmonton, cont. – *General Population & Social Media Campaign Surveys*

The 2SLGBTQI+ community place elevated importance on *more support for victims of crime and trauma (30%), less hate crime (26%),* and *less gender-based violence & sexual assaults (27%).*

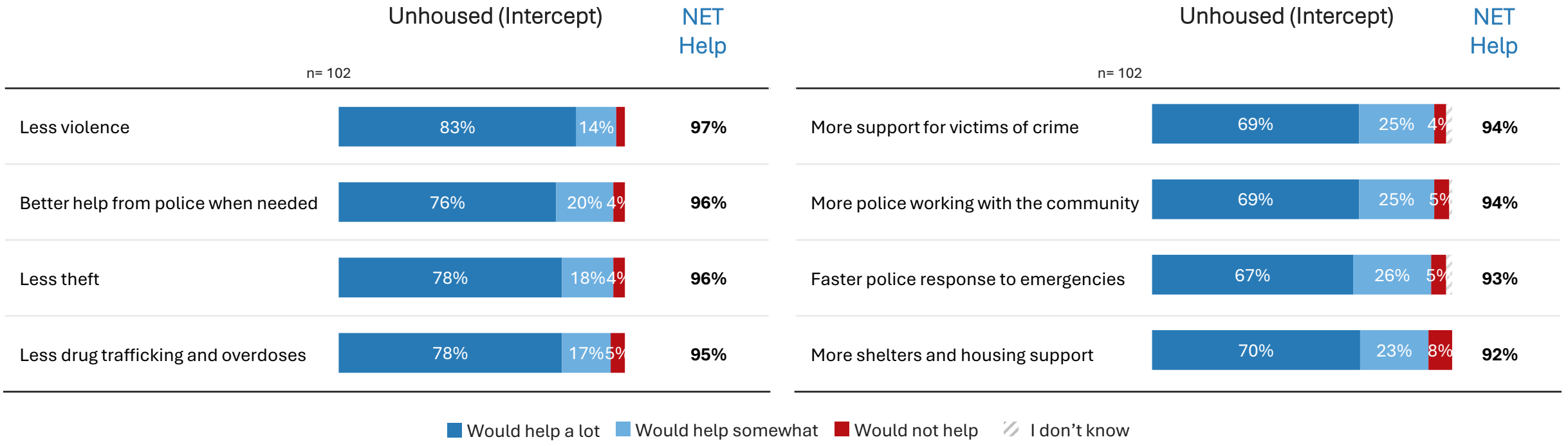
TOP 5 COMMUNITY SAFETY IMPROVEMENTS FOR EDMONTON	Gen Pop	Indigenous	Newcomers	2SLGBTQI+
n=	1004	127	81	125
More support for victims of crime and trauma	18%	17%	14%	30%
Less hate crime	18%	17%	22%	26%
Less gun violence	18%	19%	19%	14%
Less cybercrime & online scams	17%	10%	15%	10%
Less gender-based violence & sexual assaults	15%	13%	17%	27%
Less vehicle theft	14%	11%	15%	12%
Less fraud & identity theft	14%	9%	21%	5%
Less human trafficking	13%	13%	12%	13%
Fewer traffic fatalities & accidents	11%	8%	17%	16%
Less public disorder & riots	7%	10%	9%	7%

NOTE: Question was worded differently in the Unhoused Intercept survey. Base: All respondents
Q. In your opinion, which of the following community safety improvements would have the most benefit for people in Edmonton?

% / % Statistically significantly higher/lower than general population

Perceived Effectiveness of Safety Improvements in Edmonton – *Unhoused Intercept Survey*

The vast majority of unhoused respondents believe that all safety improvements presented to them would help make Edmonton safer, with all improvement areas being seen as helpful to more than nine-in-ten respondents.



Base: All respondents. 3% or less not labelled
Q. How much do you think these things would help make Edmonton safer?

3.5

Experience with EPS

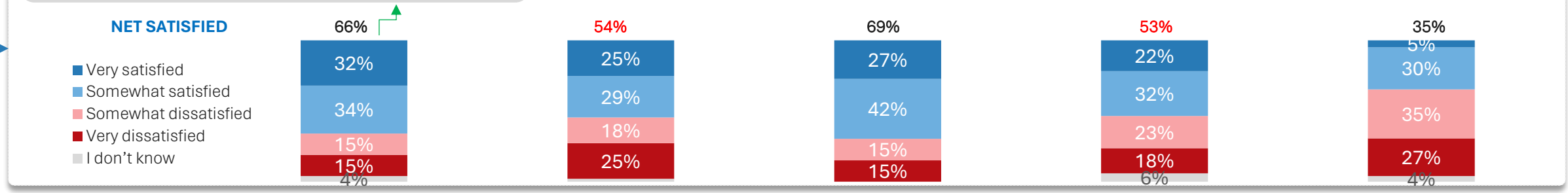
Personal Experience and Satisfaction with Edmonton Police Service

Experiences with the EPS vary between subgroups. Those in Indigenous and 2SLGBTQI+ communities are more likely than the general population to report experiences with EPS and are less likely to be satisfied with their most recent experience. Among the unhoused respondents, direct experience is the highest, with the lowest level of satisfaction.

	Gen Pop	Indigenous	Newcomers	2SLGBTQI+	Unhoused (Intercept)
n=	1,004	127	81	125	102
	40% NET YES	69% NET YES	32% NET YES	70% NET YES	79% NET YES
Yes, as a victim of crime	17%	39%	9%	34%	36%
Yes, as a witness to a crime	12%	22%	11%	28%	41%
Yes, as someone stopped or questioned by police	7%	15%	15%	15%	28%
Yes, in another way	11%	20%	10%	25%	16%
No	60%	31%	68%	30%	21%

Higher satisfaction -
- Those aged 55+ (75%)
- Higher earners ($100k+) (74%)
- Crime witnesses (74%)
- Engaging with EPS (76%)

SATISFACTION WITH MOST RECENT EXPERIENCE WITH EPS



Q. Have you or someone close to you had direct experience with the Edmonton Police Service in the last five years? Base: All respondents
Q. Overall, how satisfied were you with EPS in your most recent experience? Base: Had direct experience with EPS in the last five years (n varies) 2% or less not labelled

% / % Statistically significantly higher/lower than general population

4

Considerations
For the Next Chief

In selecting the next Chief of Police for Edmonton, it's crucial to consider several key areas that reflect the diverse needs of the community and the qualities they most value. Based on the public input gathered, here are some key considerations that may help guide the decision-making process:

1

Experience in Crime Reduction and Public Safety: The next Chief should have strong experience in tackling issues such as **drug use**, **addiction**, **violent crime** and **repeat offenders**, with a clear focus on improving public safety across Edmonton.

2

Commitment to Building Community Trust and Accountability: The Chief must prioritize strengthening **community-police relationships** and ensuring **police accountability**, particularly towards marginalized subgroups like **Indigenous** and **2SLGBTQI+ communities**, to foster trust and transparency.

3

Leadership Skills and Ability to Engage with Diverse Communities: Ideal candidates should demonstrate leadership in **community engagement**, **conflict resolution**, and **working with vulnerable populations**, showing they can bridge gaps and address community concerns effectively.

4

Respectful, Communicative, and Collaborative Leadership: The new Chief must be **respectful**, **communicative**, and **collaborative**, ensuring that all voices, especially those from marginalized communities, are heard and represented in decision-making.

5

Holistic Approach to Public Safety: The Chief should take a **comprehensive approach** to public safety, addressing **crime reduction** while also focusing on issues such as **mental health**, **addiction**, and **homelessness**, integrating social services with policing to create long-term solutions for the city's challenges.

The next Chief of Police for Edmonton should be an experienced, respectful, and communicative leader committed to building trust, reducing crime, and addressing the diverse needs of the community, particularly marginalized subgroups, through a holistic approach to public safety.

5

Respondent Profile

	Gen Pop	Indigenous	Newcomers	2SLGBTQI+	Unhoused (Intercept)*
n=	1,004	127	81	125	102
GENDER					
Male	49%	46%	58%	43%	39%
Female	51%	52%	41%	40%	59%
Non-binary or gender-diverse	-	2%	1%	17%	2%
AGE					
18-34	32%	34%	67%	49%	46%
35-54	36%	46%	28%	42%	37%
55+	32%	20%	5%	9%	16%
INCOME					
Under $40K	18%	30%	35%	26%	n/a
$40K - <$100K	42%	42%	49%	47%	n/a
$100K+	40%	28%	15%	27%	n/a
Other Sub-groups					
Indigenous (First Nations, Métis, Inuit)	7%	100%	2%	10%	53%
Racialized person (e.g., Black, South Asian, East Asian, Latin American, Middle Eastern)	20%	6%	27%	12%	19%
Newcomer to Canada (arrived in the last 5 years)	4%	2%	100%	6%	n/a
Person with a disability	11%	13%	4%	34%	23%
2SLGBTQI+ community member	7%	9%	9%	100%	11%
Region					
NW	35%	39%	47%	36%	n/a
NE	17%	21%	7%	15%	n/a
SW	24%	17%	23%	21%	n/a
SE	24%	22%	22%	28%	n/a

*Excluding prefer not to answer

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Strategic and operational customer experience consulting services

Leger Analytics (LEA)
Data modelling and analysis

Leger Opinion (LEO)
Panel management

Leger Communities
Online community management

Leger Digital
Digital strategy and user experience

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185
consultants

8
offices

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