

CITIZEN PERCEPTION SURVEY 2025

Report to Edmonton Police Commission

EDMONTON
POLICE
SERVICE

2025 CITIZEN PERCEPTION SURVEYS

Advanis Survey

- Collected May – June 2025
- Canada-wide conducted annually by Advanis
- Edmonton results can be compared year over year and to other cities

Zencity Surveys

- Collected monthly since September 2024
- Edmonton residents only
- Results can be compared month over month

ADVANIS PARTICIPANTS

- 1,819 Edmonton residents participated in 2025
- 50% identified as women, 1% identified as gender diverse
- 32% were between 18 and 34 years old
- 22% reported a household income of less than \$60,000 annually
- 4% identified as Indigenous and 28% identified as people of colour





CONSISTENT SUPPORT FOR EPS

Compared to 2024, the percent of citizens who...

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

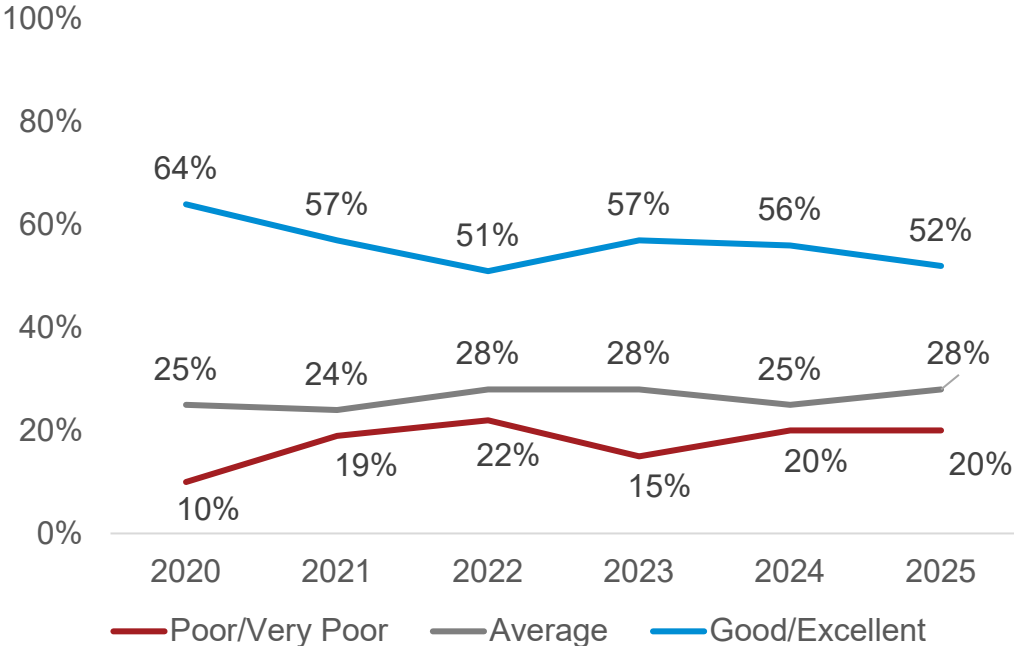


Agree EPS provides the same quality of service for all citizens



SATISFACTION WITH EPS...

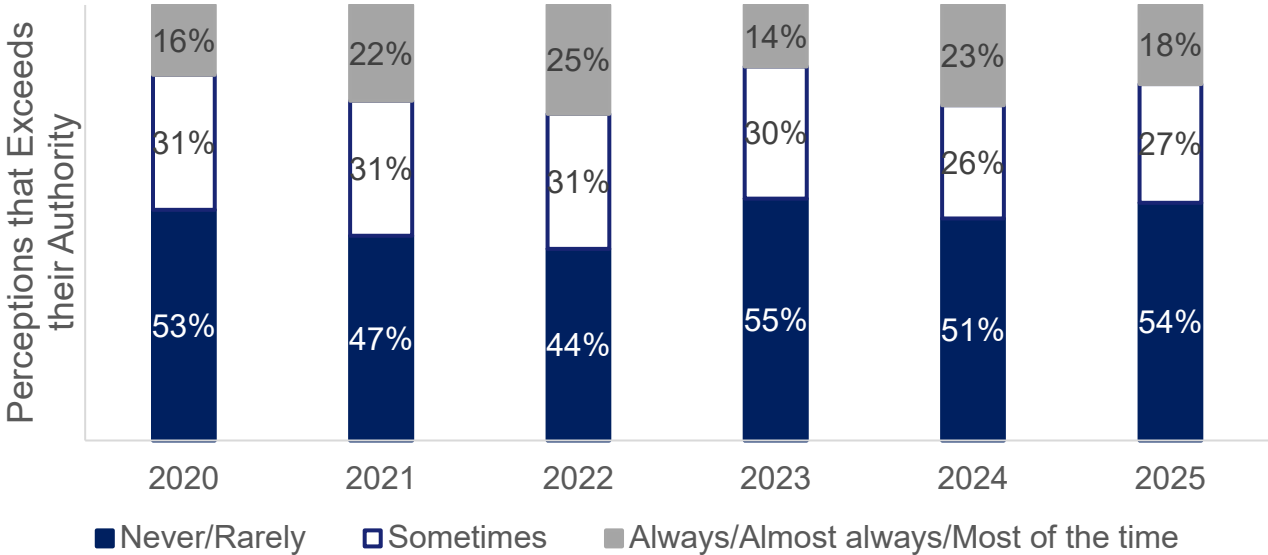
Is decreasing year-over-year. However, majority of responses continue to rate EPS average, good, or excellent.



Source: Advanis Annual Survey

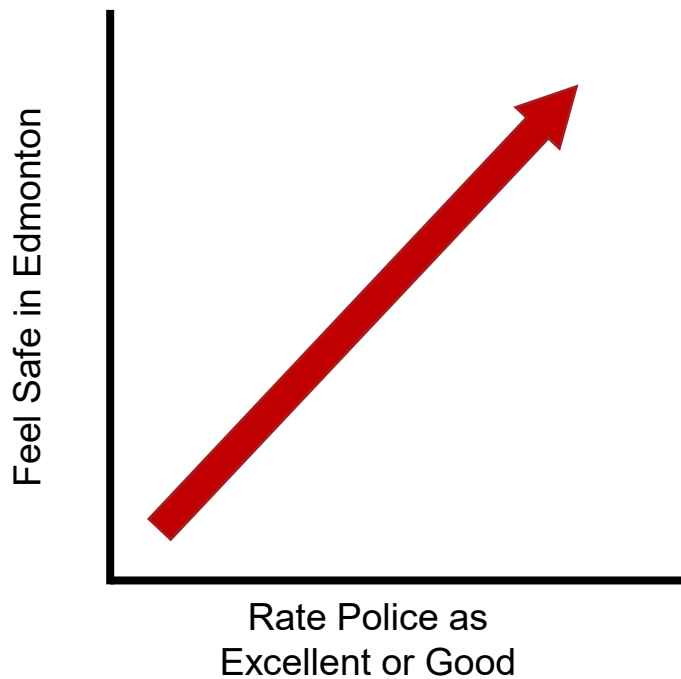
TRUST IN POLICE

Edmonton citizens are less likely to believe police exceed their authority than 2024.

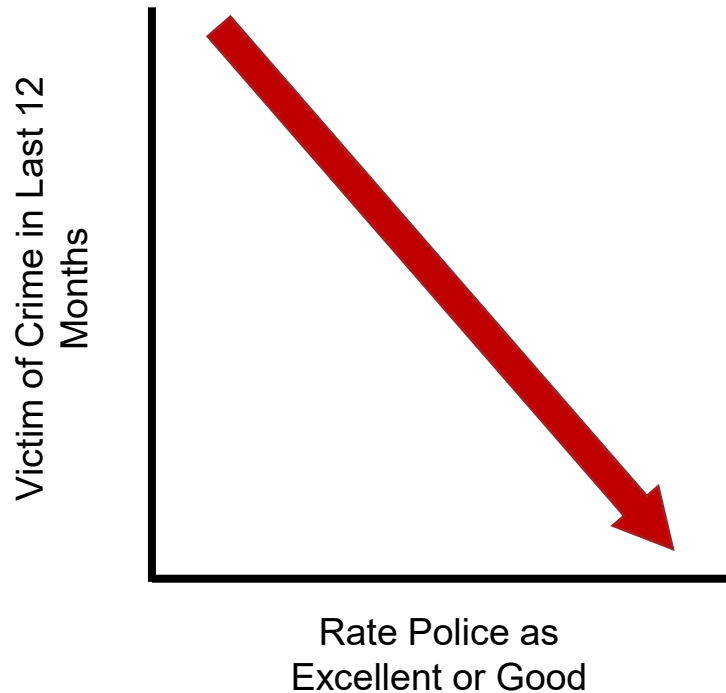


SATISFACTION WITH EPS IS RELATED TO...

Feeling Safe

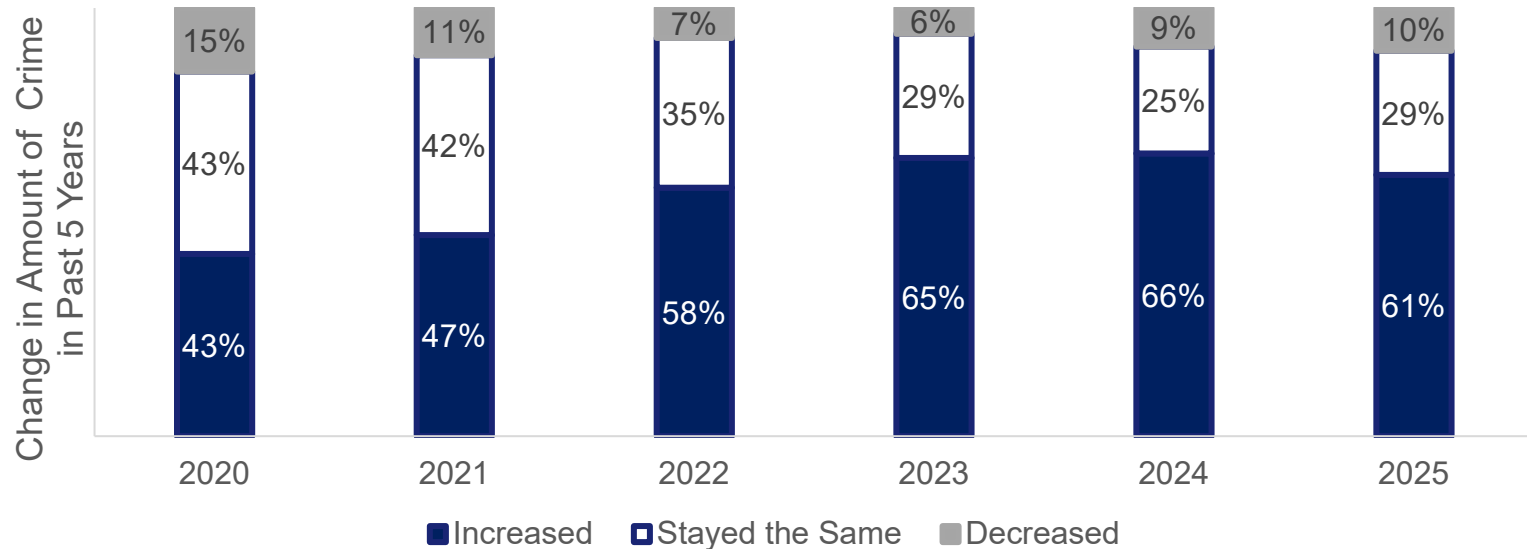


Victimization



PERCEPTIONS OF SAFETY

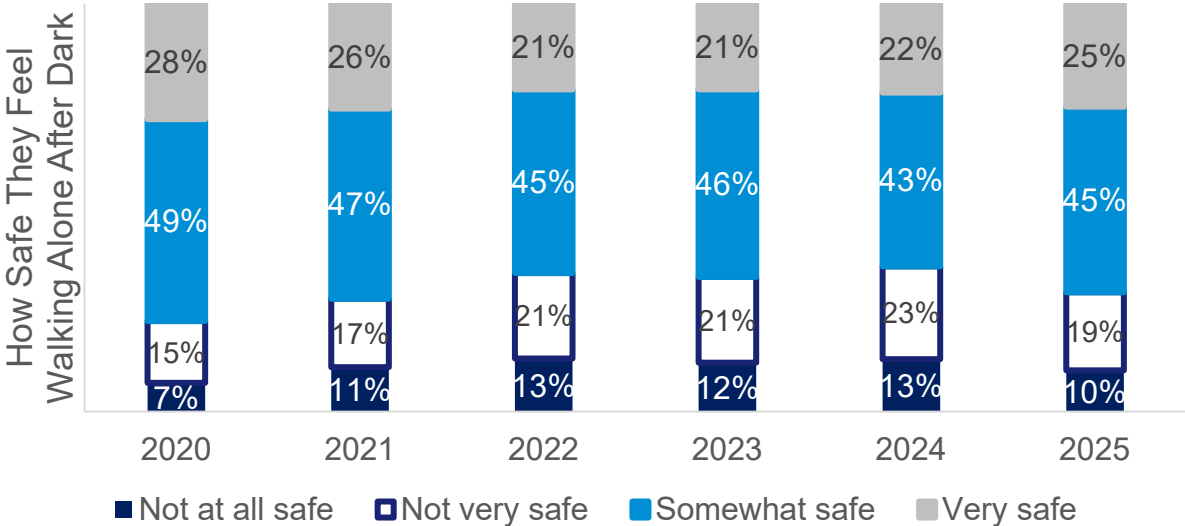
Fewer Edmonton citizens believe crime is increasing... *reversing* the trend





PERCEPTIONS OF SAFETY

Edmonton citizens are starting to feel safer walking and alone after dark.



EPS HELPS CITIZENS FEEL SAFER

53%

- Agree that EPS makes Edmonton a safe place to live

54%

- Feel safer when EPS is in their home neighbourhood

57%

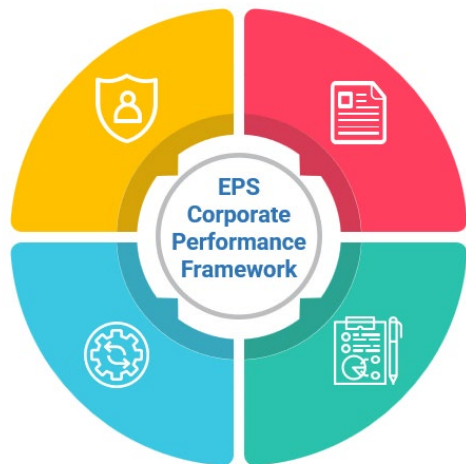
- Agree that EPS resolves violent crimes

65%

- Believe the presence of EPS officers in the neighbourhood stayed the same



Evolving Citizen Perception



Citizen Perception Survey

The survey gathers Edmontonians' views on crime, disorder, neighbourhood safety, community priorities, and the police service

Confidence in Police

Feelings of Safety

Police Response Time

Zencity

ZenCity helps the Edmonton Police Service gather and analyze community feedback to identify priorities, concerns, and perceptions about safety.

Top 5 Community Concerns

Feel Safe in Their Neighbourhood

View the Police as Being Effective

QUESTIONS?

EDMONTON
POLICE
SERVICE