



Windsor Police Service  
**Community Survey**  
Town of Amherstburg

January 2023

Prepared by:



# Methodology

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

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**Criteria for Participation** Residents of the Town of Amherstburg who are 16 years of age or older

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**Sample Size** n=313

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**Average Length** 17.4 minutes

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**Margin of Error** ± 5.5%

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**Fieldwork Dates** November 29<sup>th</sup> – December 18<sup>th</sup>, 2022

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**Additional Notes**

- CATI sample was drawn using random digit dialing (RDD) among Town of Amherstburg 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 Amherstburg demographics.

# Detailed Findings

## Feelings of Safety



# 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.

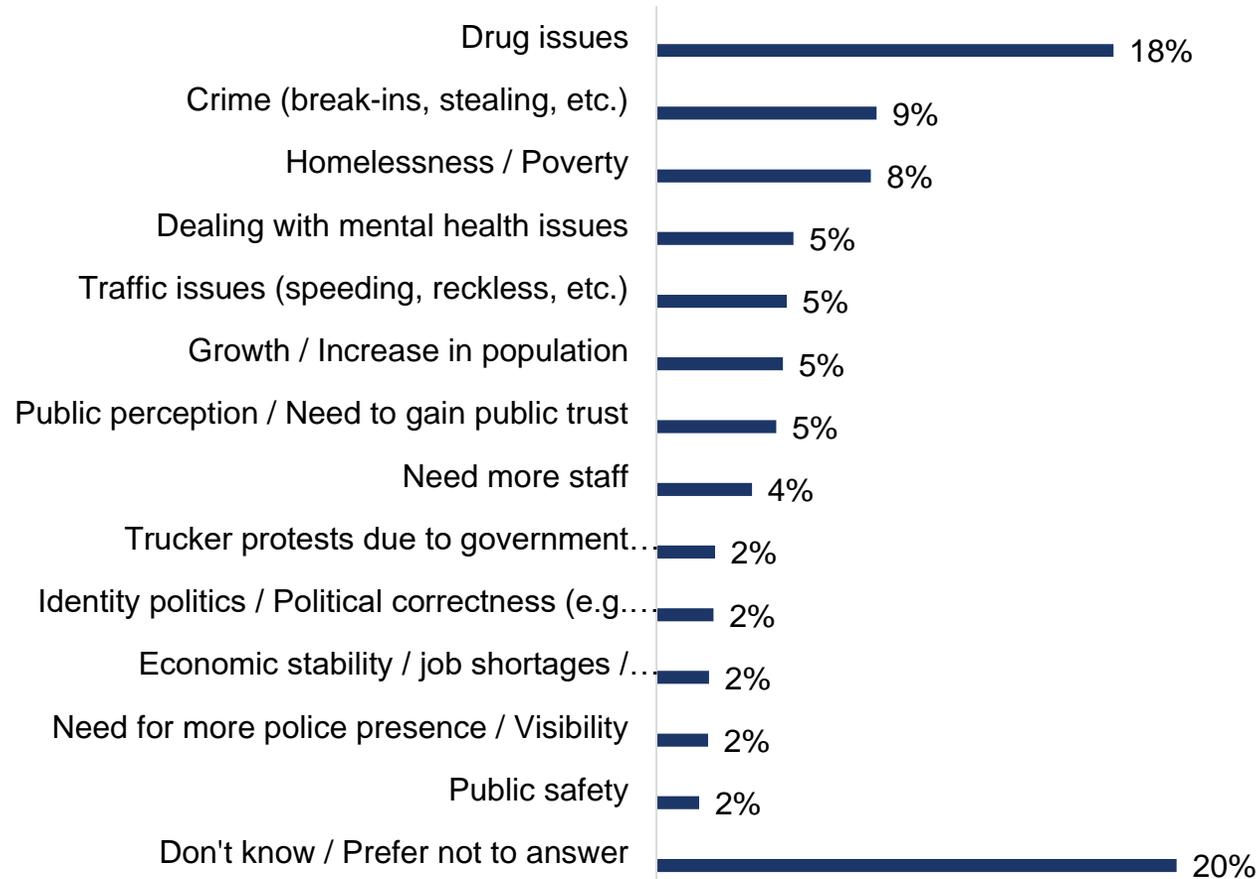
## Multi-mentions

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.



# Greatest Challenge in the Next 3 Years

**Drug issues (18%) are the greatest challenges residents of Amherstburg said the Windsor Police will face in the next 3 years. This is followed by crime (9%) and homelessness/ poverty (8%).**



Female residents (10%) are more likely to perceive that dealing with mental health issues would be Windsor Police's greatest challenge compared to male residents (1%).

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

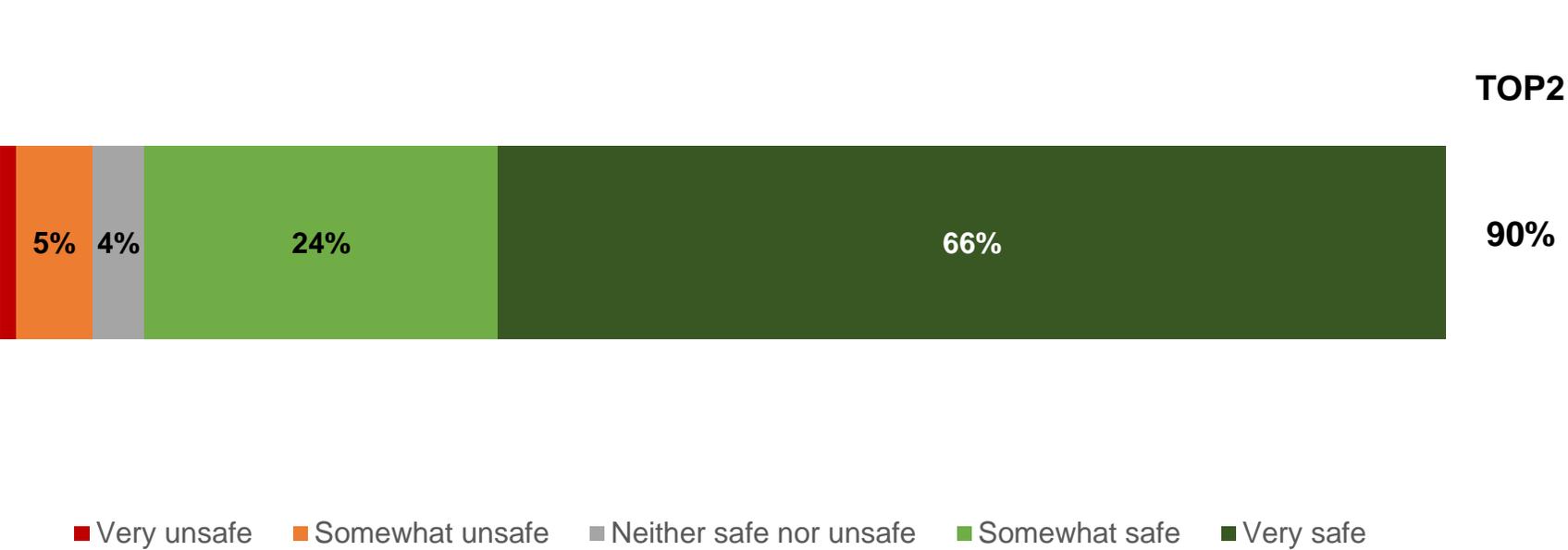
Sample Size: n=313

Framework: All respondents



# Overall Feeling of Safety

The vast majority of Amherstburg residents (TOP2: 90%) said they feel safe overall in the town.



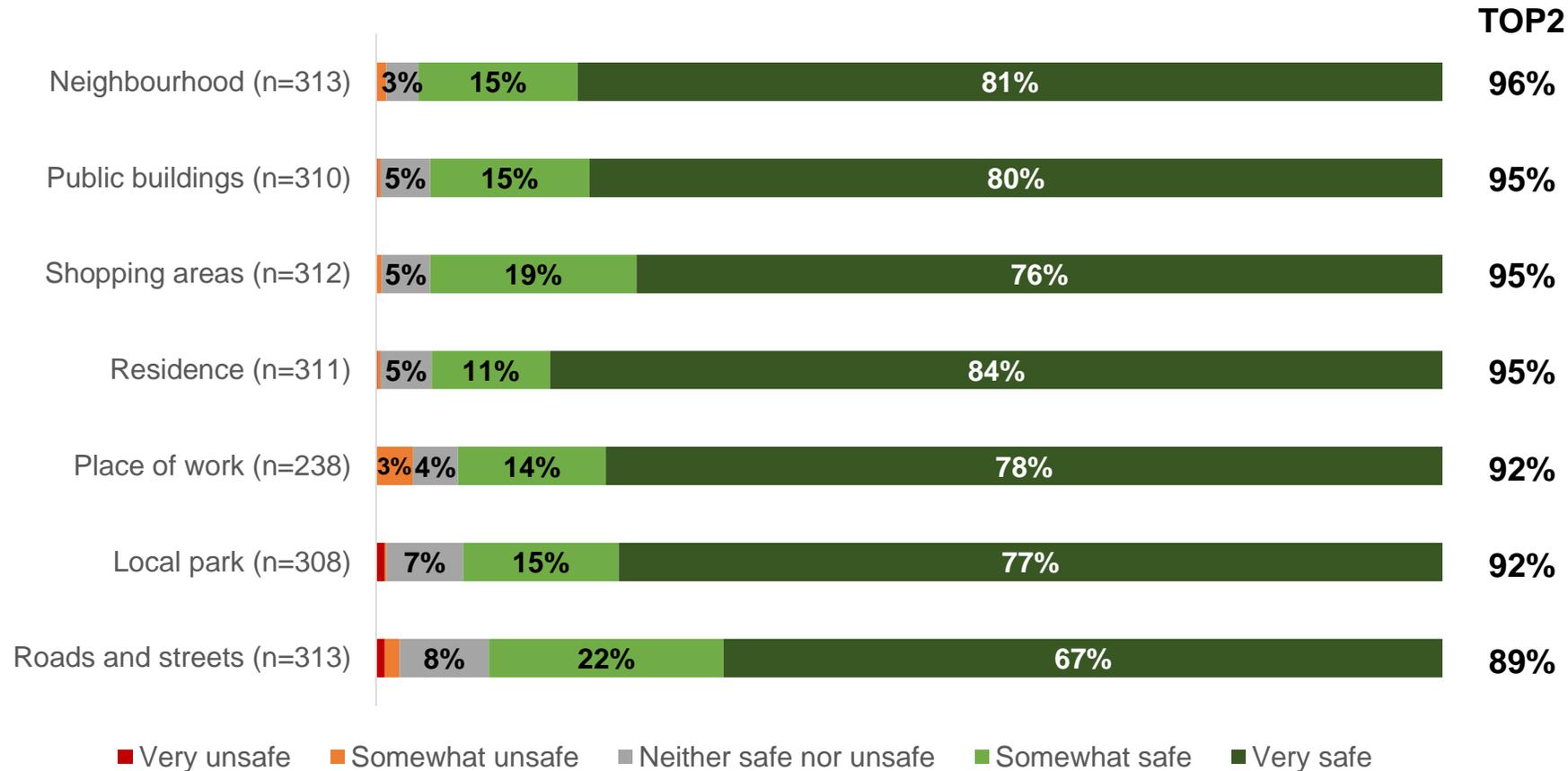
Residents aged 55 to 74 years (TOP2: 97%) feel more safe in the town of Amherstburg compared to residents aged 35 to 54 years (TOP2: 86%). In fact, those aged 55 to 74 years (74%) feel very safe living in the town compared to those aged 35 to 54 years (59%).

Q8. Generally speaking, how safe do you feel overall in the Town of Amherstburg? Do you feel ... (Categories <3% not labelled)  
Sample Size: n=309  
Framework: All respondents (Excluding 'Don't Know')



# Feeling of Safety (Daylight)

The vast majority of Amherstburg residents feel safe in the daylight in all locations throughout the town, especially in their neighbourhood (TOP2: 96%).



Residents aged 55 to 74 years (93%) feel very safe in their neighbourhood compared to residents aged 35 to 54 years (78%).

White residents (TOP2: 98%) feel more safe in their residences compared to BIPOC residents (TOP2: 81%).

Female residents (TOP2: 97%) tend to feel more safe in their place of work than male residents (TOP2: 87%).

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)

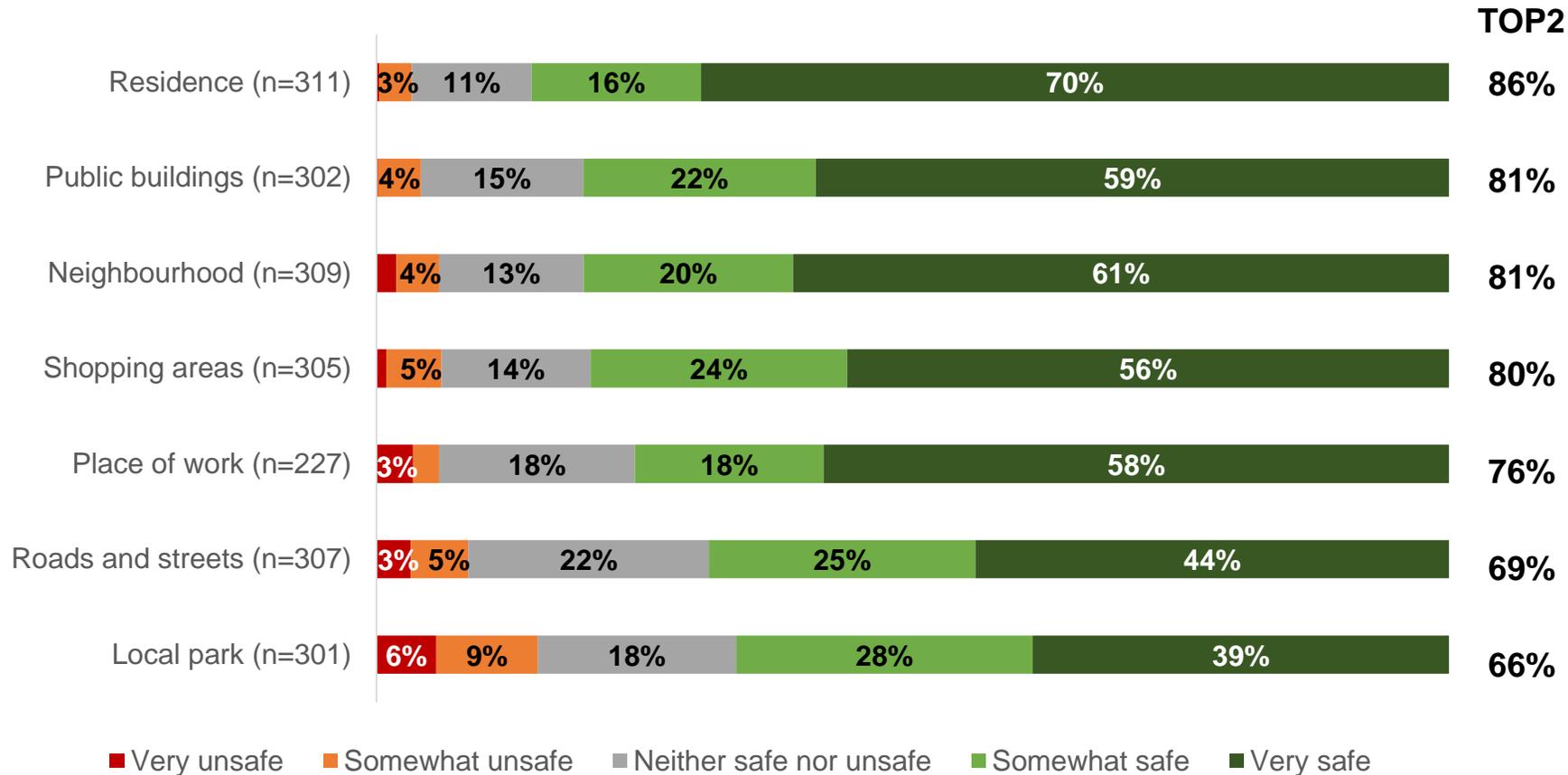
Sample size: Shown in chart above

Framework: All respondents



# Feeling of Safety (Night)

Most residents say they feel safe at night in different parts of the town with at least 8 in 10 residents saying they feel safe at night in their residences (TOP2: 86%, public buildings (TOP2: 81%) neighbourhoods (TOP2: 81%), and shopping areas (TOP2: 80%).



Residents aged 55 to 74 years feel more safe in shopping areas (TOP2: 92%) and public buildings (TOP2: 91%) than residents aged 16 to 34 years (TOP2: 69%, 69% respectively), and 35-54 years (TOP2: 78%, 77% respectively).

Place of work is perceived as a safe place among residents aged 55 to 74 years (TOP2: 87%) more than residents aged 16 to 34 years (TOP2: 56%).

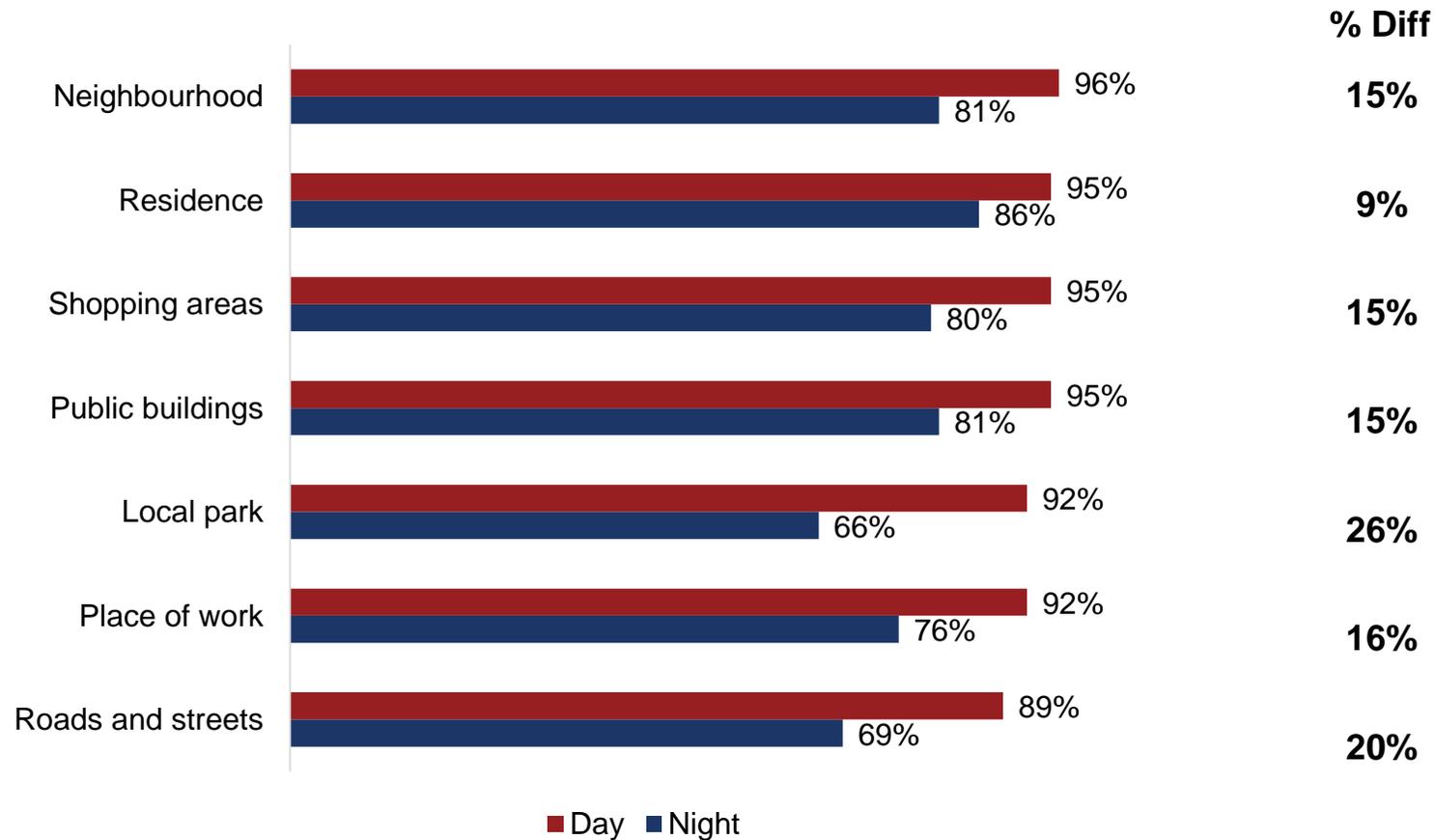
Residents aged 55 to 74 years (TOP2: 90%) also see their neighbourhoods as a safer place compared to those aged 35 to 54 years (TOP2: 77%).

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



# Feeling of Safety (Daylight vs Night)

Generally, residents feel more safe during the day compared to night. Feelings of safety in the local park drops the most during the night compared to other locations (26% decrease).



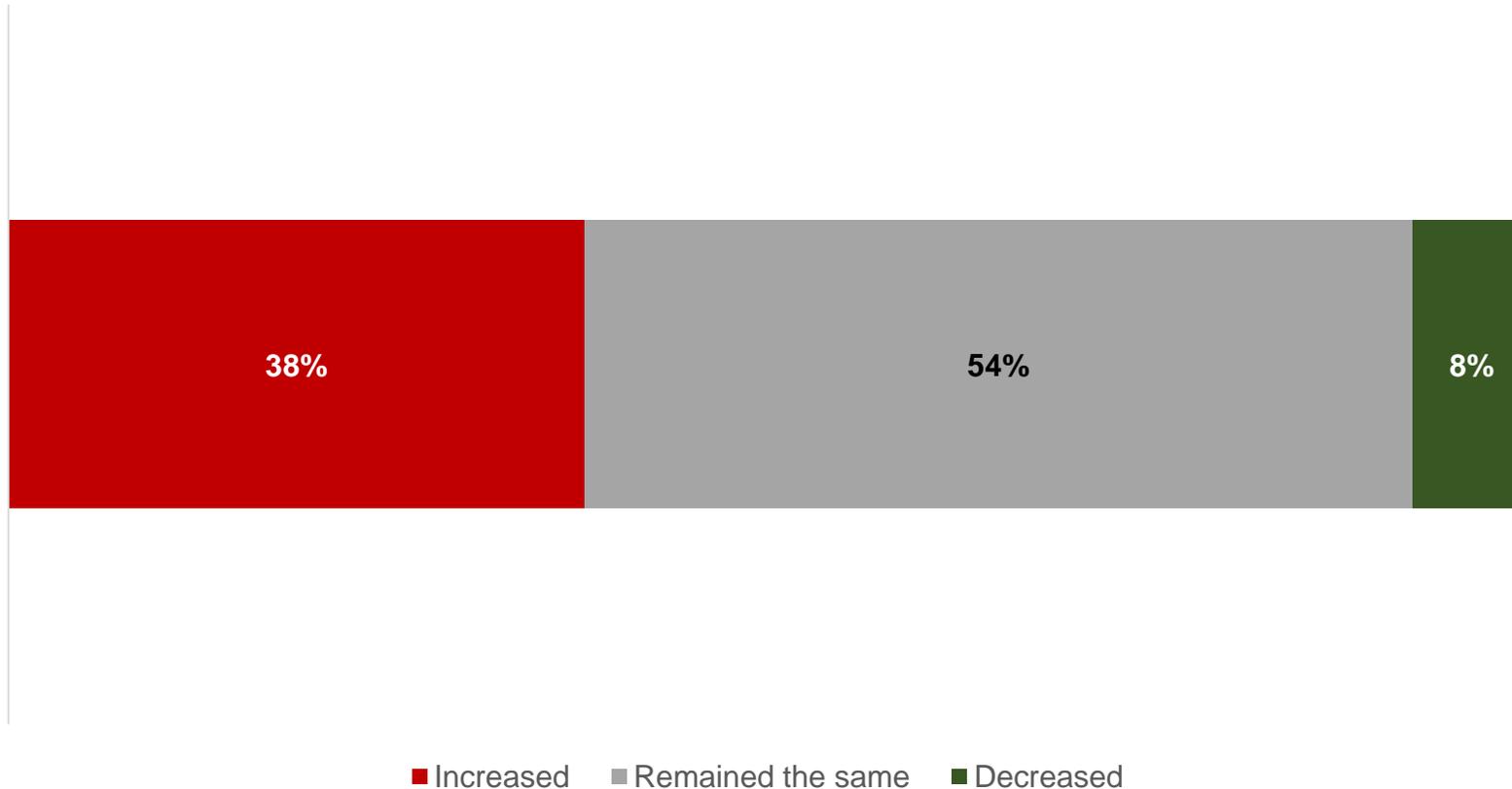
Residents feel most safe in the daylight in the neighbourhood, residence, shopping areas and public buildings. Meanwhile, they feel most safe at night in their residence.

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?  
 Framework: All respondents



# Level of Crime in Neighbourhood

Around 4 in 10 (38%) residents think the level of crime in their neighbourhood had increased, meanwhile 5 in 10 (54%) residents said it has remained the same. Only 1 in 10 (8%) think the level of crime in their neighbourhood has decreased.



Residents aged 16-34 (50%) and 35-54 (45%) are more likely to think the level of crime in their neighbourhood has decreased compared to older age groups (between 24% to 25%).

Level of crime remaining the same are observed more by residents aged 55 to 74 years (68%) than residents aged 35 to 54 years (52%).

Residents who feel unsafe in the town (98%) are more likely to say the level of crime has increased compared to residents who feel safe in the town (34%).

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

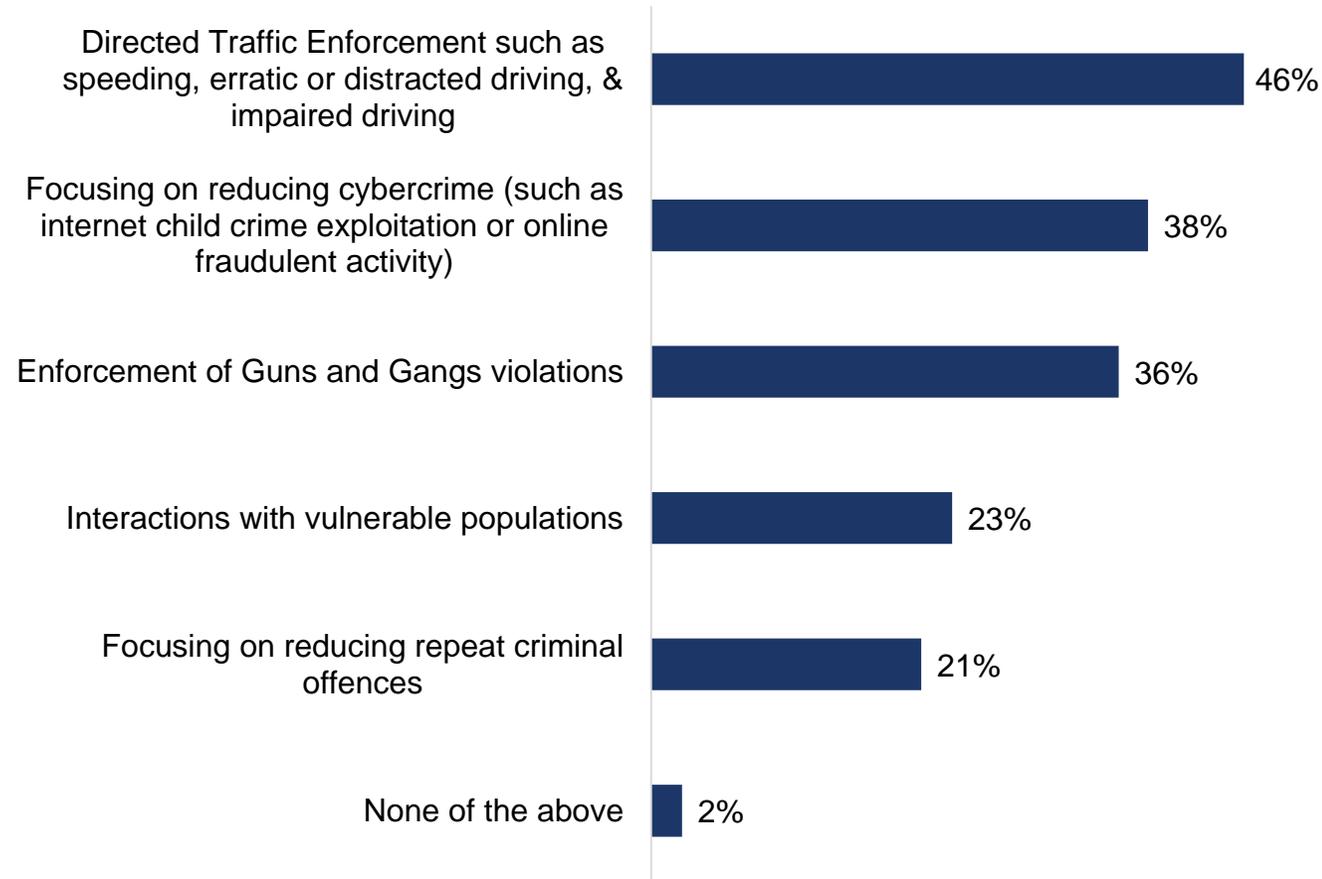
Sample Size: n=298

Framework: All respondents (Excluding 'Don't Know')



# Strategies to Enhance Public Safety

**Directed traffic enforcement (46%) was identified by nearly half of the Amherstburg residents as the top focus of the Windsor Police Service on its strategies for enhancing public safety.**



Men (53%) are more likely to say directed traffic enforcement is an area the Windsor Police should continue to do compared to women (40%).

Residents aged 35-54 (27%) are not as likely to say enforcement of guns and gangs violations compared to residents aged 55 to 74 years (43%).

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: n=313

Framework: All respondents (Excluding 'Don't Know')



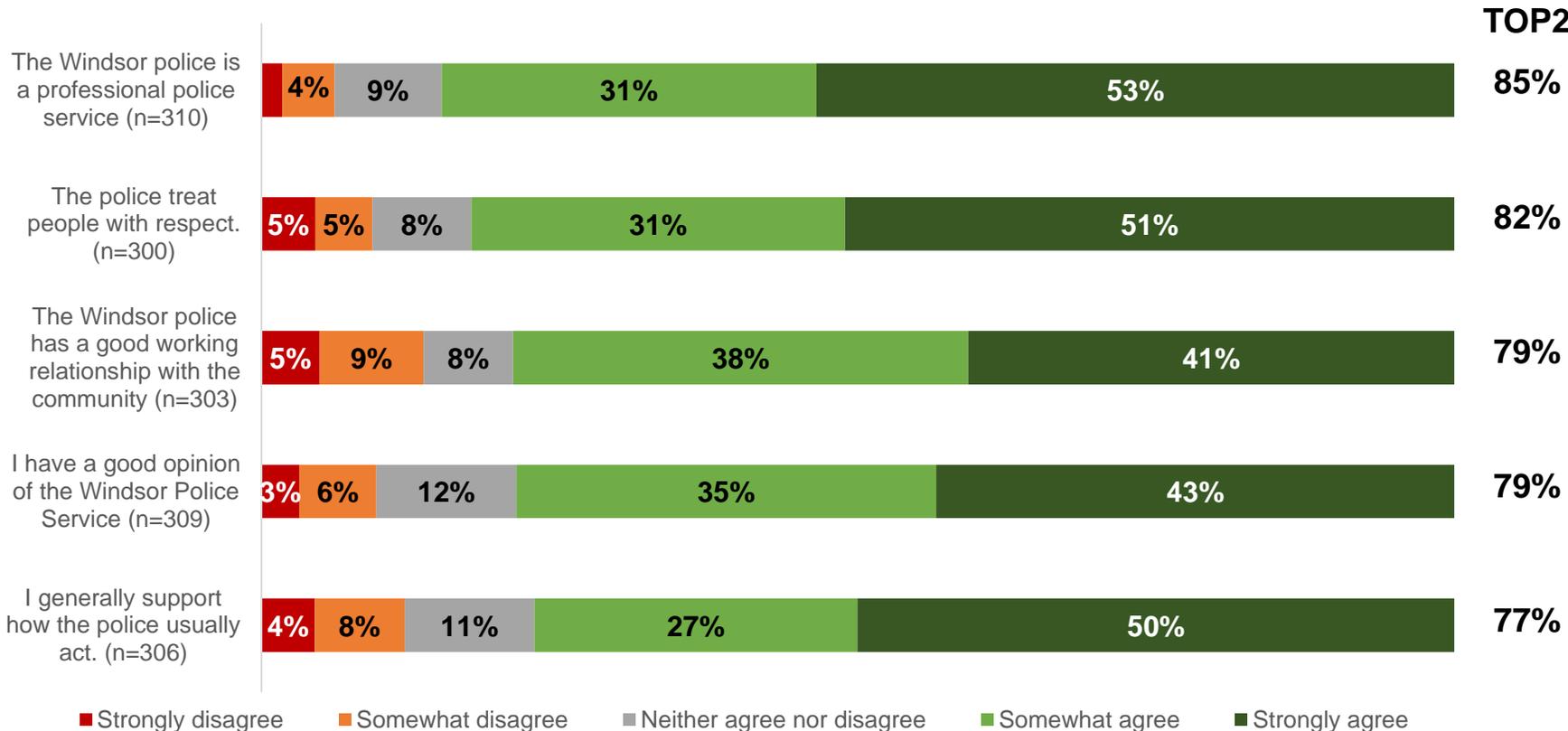
# Detailed Findings

## Opinions of the Police



# Perception of Police

Amherstburg residents tend to have a positive opinion of the Windsor Police Service. At least 8 in 10 think that the police are professional (TOP2: 85%) and that they treat people with respect (TOP2: 82%)



Majority of the residents agree that the Windsor police has a good working relationship with the community (TOP2: 79%), thereby earning the residents' good opinion of their services (TOP2: 79%), and support on how the police acts (TOP2: 77%).

Females (TOP2: 90%) are more likely to agree the police treat people with respect than males (TOP2: 76%).

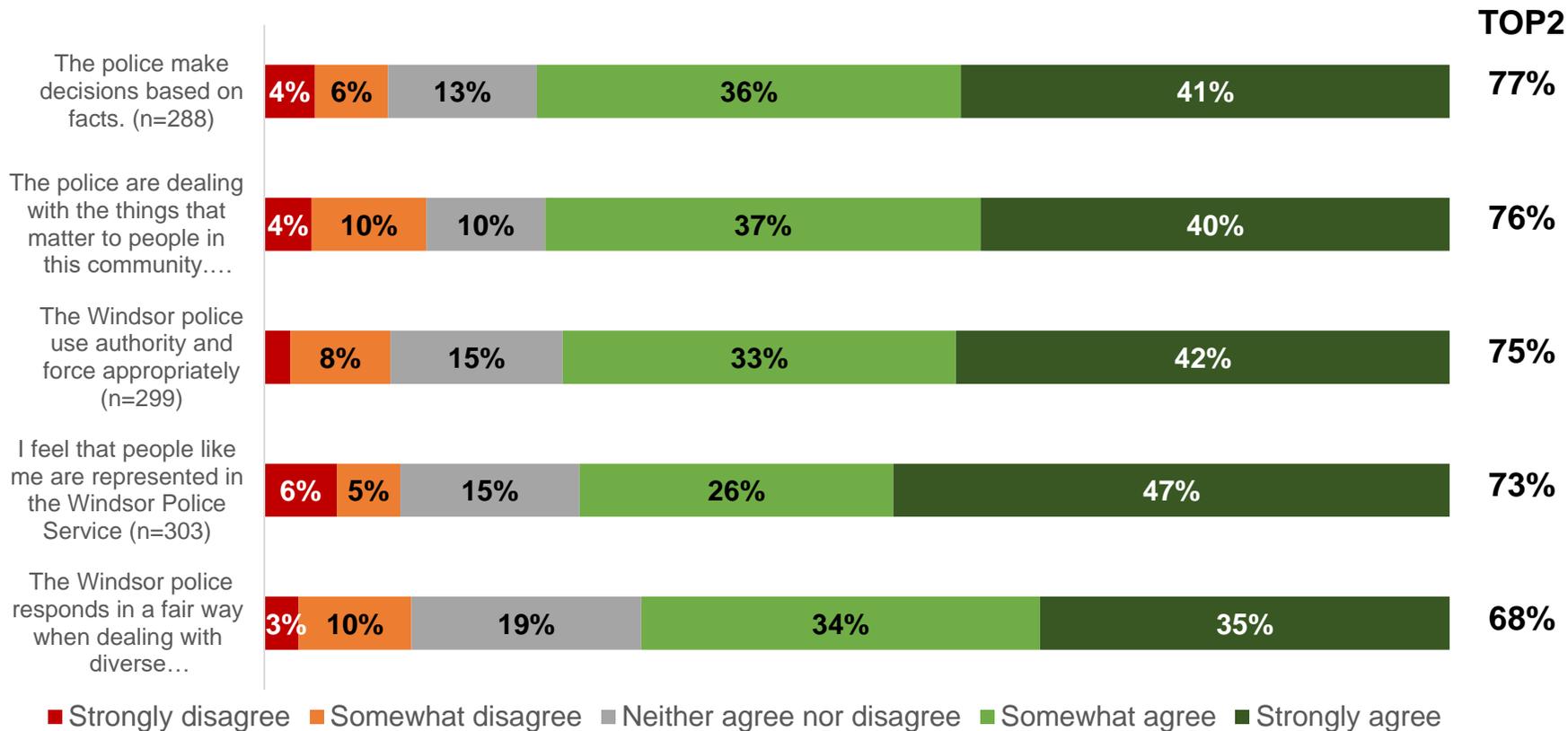
Females (TOP2: 83%) are also more likely to support how the police usually act compared to males (TOP2: 69%).

Q1/Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements?  
 (Categories <3% not labelled)  
 Sample size: Shown in chart above  
 Framework: All respondents (Excluding 'Don't Know')



# Perception of Police (cont'd)

Only 2 in 3 (TOP2: 68%) Amherstburg residents think the Windsor Police Service responds in a fair way dealing with diverse communities.



Residents who feel safe in the town (TOP2: 79%) are more likely to agree the police makes decisions based on facts compared to those who feel unsafe (TOP2: 43%).

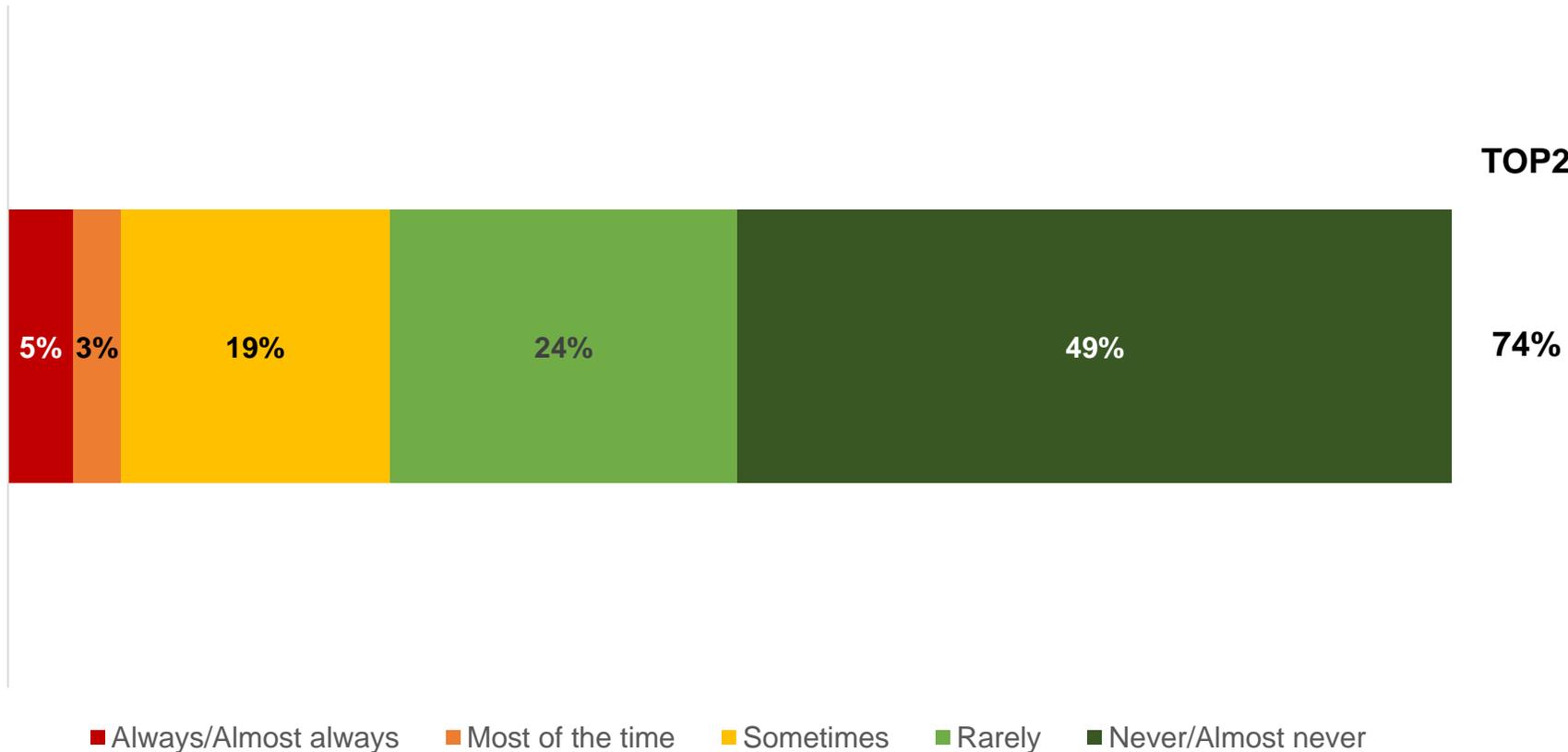
Residents aged 55 to 74 (TOP2: 87%) are more likely to agree the police are dealing with the things that matter to people in the community compared to younger residents aged 16 to 34 (TOP2: 59%). Females (TOP2: 82%) are also more likely to say this than males (TOP2: 70%).

Q1/Q7. When you think about the Windsor Police Service, to what extent do you agree or disagree with each of the following statements? (Categories <3% not labelled)  
 Sample size: Shown in chart above  
 Framework: All respondents (Excluding 'Don't Know')



# Police Exceeding Authority

Half (49%) of residents say the police in their neighbourhood never or almost never exceed their authority, while a quarter (24%) say they rarely exceed their authority.



Residents who say the police treat people with respect (54%) are more likely to say they never exceed their authority than those who think the opposite (28%).

Q2. About how often would you say that the police in your neighbourhood exceed their authority?

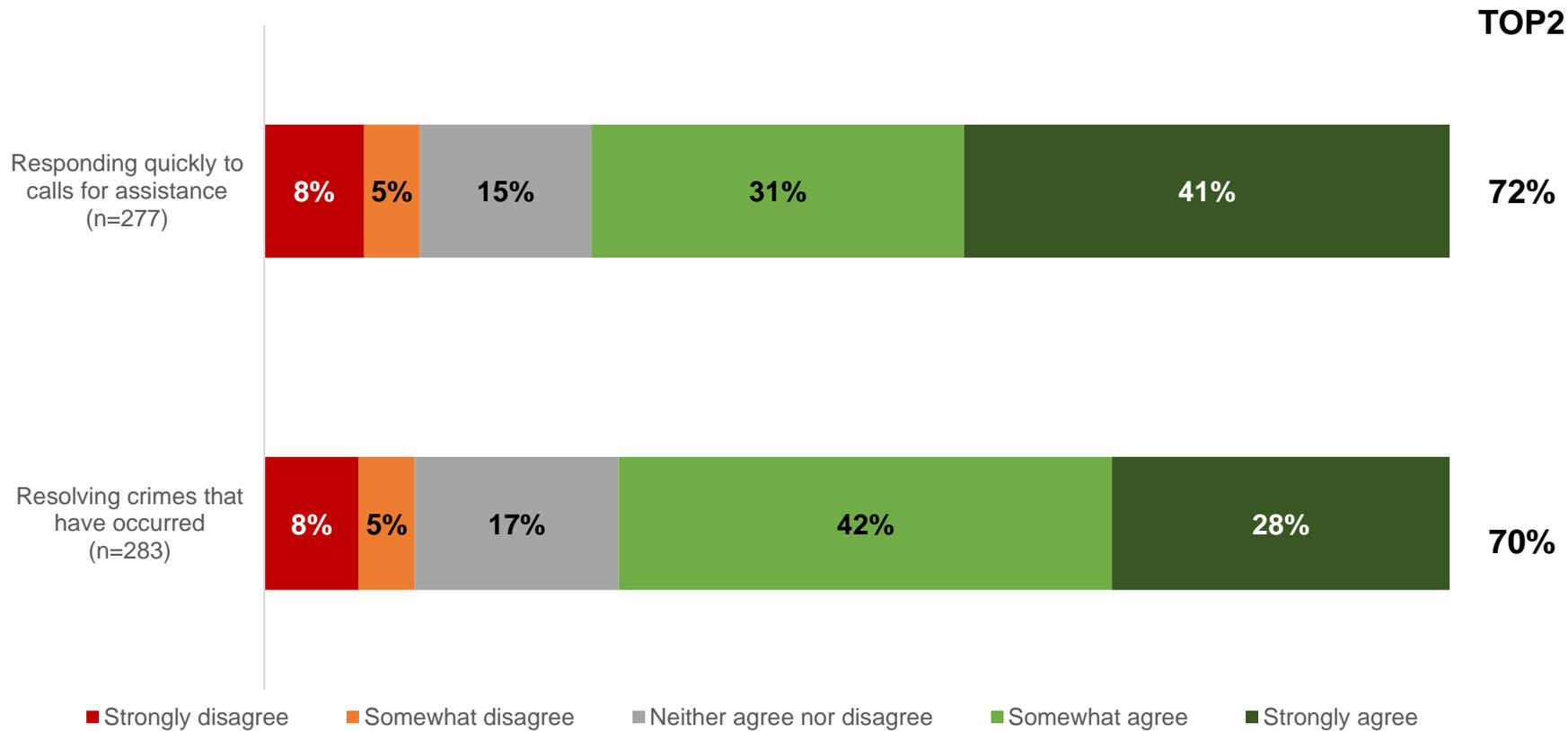
Sample Size: n=278

Framework: All respondents (Excluding 'Don't Know')



# Police Qualities

Around 7 in 10 residents say the police are effective at responding quickly to calls for assistance (72%) and resolving crimes that have occurred (TOP2: 70%).



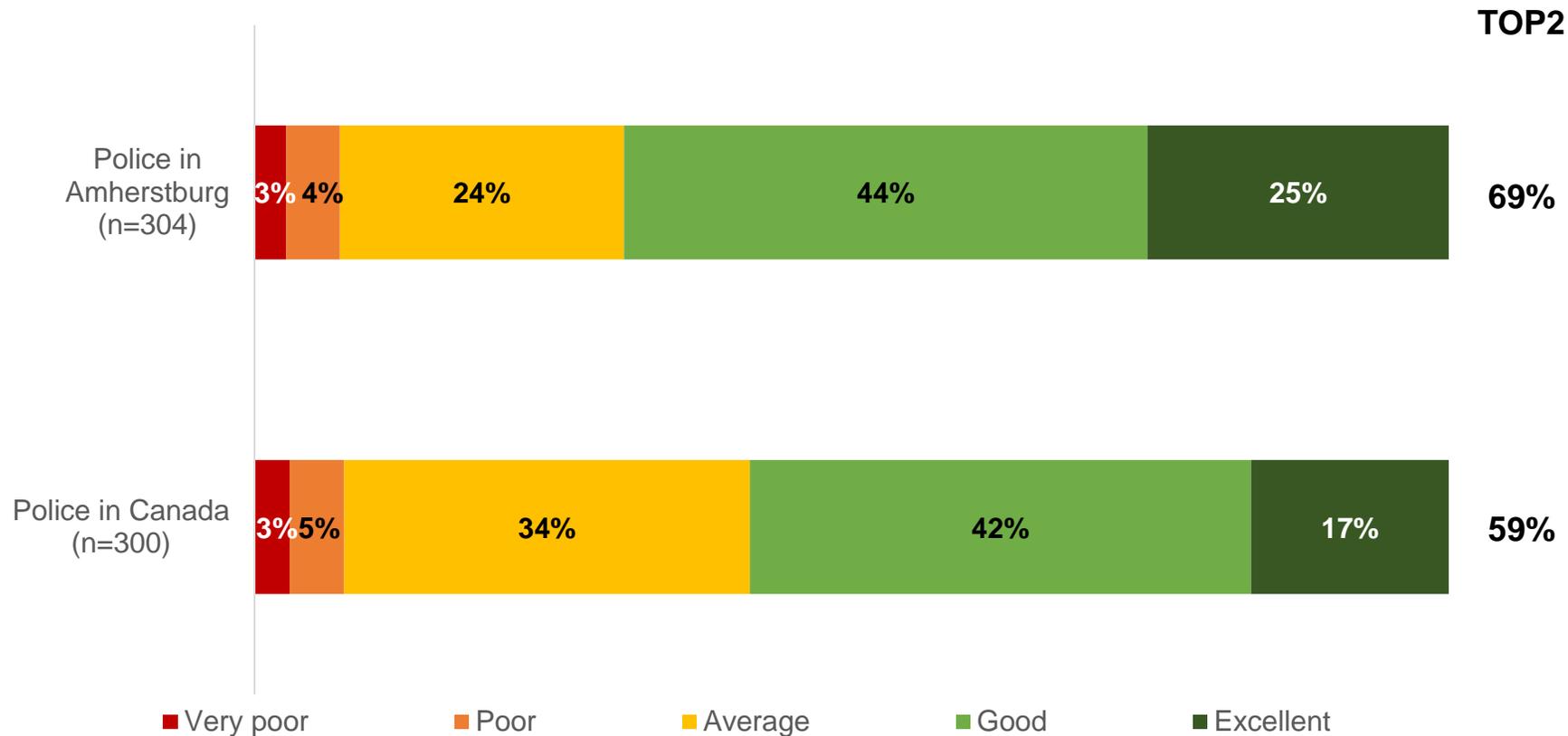
Residents aged 55 to 74 (TOP2: 78%) are more likely to say the police are effective at resolving crimes than younger residents aged 16 to 34 (TOP2: 53%).

Q3. 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



# Police in Amherstburg vs Canada

Around 7 in 10 (TOP2: 69%) think the police in Amherstburg do a good or excellent job. This is higher than their opinion of the police in Canada in general (TOP2: 59%)



**TOP2**

Residents who think the police treat people with respect (TOP2: 77%) are more likely to view the Windsor police doing a good or excellent job compared to those who perceive the Windsor police otherwise (20%).

Residents who feel safe living in the town (TOP2: 73%) are also more likely to view the Windsor police doing a good job compared to their counterpart (TOP2: 39%).

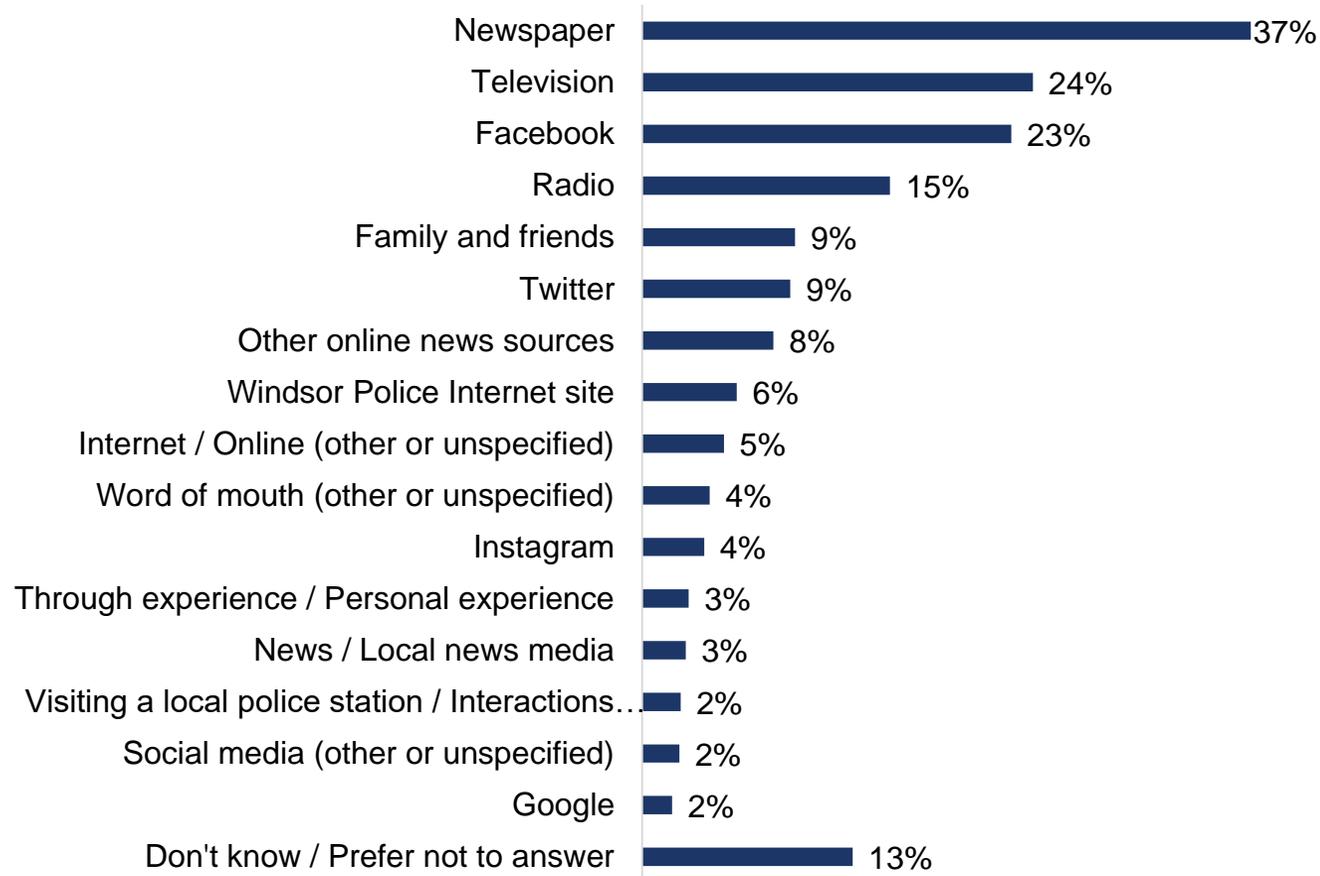
The country's police are also doing a good or excellent job as observed more by residents aged 35 to 54 years (TOP2: 68%) and 55 to 74 years (TOP2: 61%) than residents aged 75 years and over (TOP2: 43%).

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')



# Sources of Information

Residents of Amherstburg get their information about the Windsor Police Service most commonly from the newspapers (37%), television (24%) and Facebook (23%).



Residents aged 35 years and over (between 41% to 47%) are more likely to get information about the Windsor Police from the newspaper than younger residents under 35 years (19%).

BIPOC residents are not as likely to get their information about the police from the television (4%) compared to White residents (29%).

Q15. What are your primary sources of information about the activity, programs and services provided by the Windsor Police Service?

(Mentions <2% not shown)

Sample Size: n=313

Framework: All respondents



# Detailed Findings

## Police Services

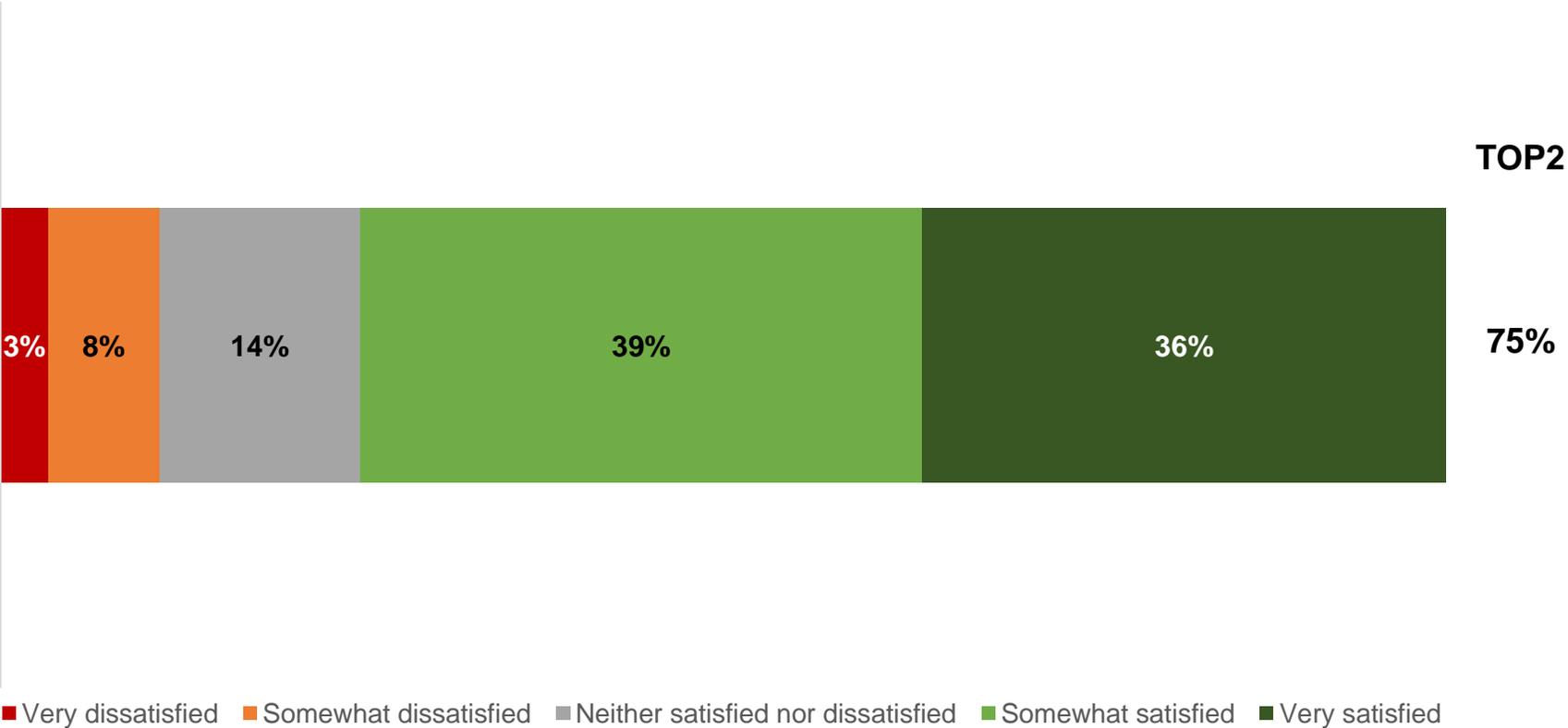


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# Overall Satisfaction

Three quarters of Amherstburg residents (TOP2: 75%) are satisfied with the overall performance of the Windsor police.



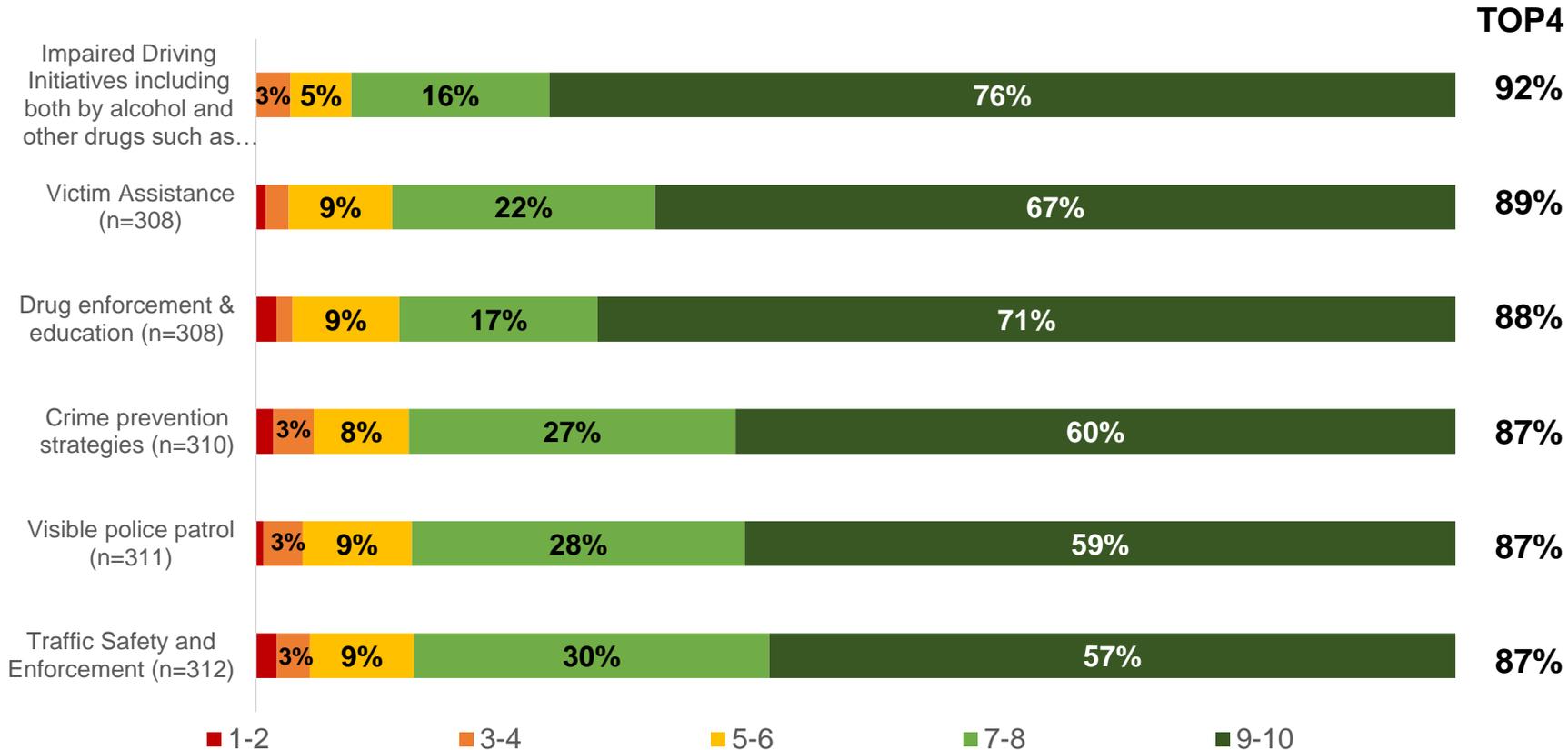
Male residents (16%) are more likely to be satisfied with Windsor police's overall performance compared to female residents (7%).

NEWQ17. How satisfied are you with the overall performance of the Windsor police?  
Sample Size: n=312  
Framework: All respondents



# Importance of Police Services

Residents find Impaired Driving Initiatives (TOP4: 92%), Victim Assistance (TOP4: 89%) and Drug enforcement & education (TOP4: 88%) to be the most important services the Windsor Police Service provides.



Female residents of Amherstburg perceive crime prevention strategies (TOP4: 93%), and drug enforcement and education (TOP4: 96%) as the most important services from the Windsor police more than male residents (TOP4: 84%, 82% respectively).

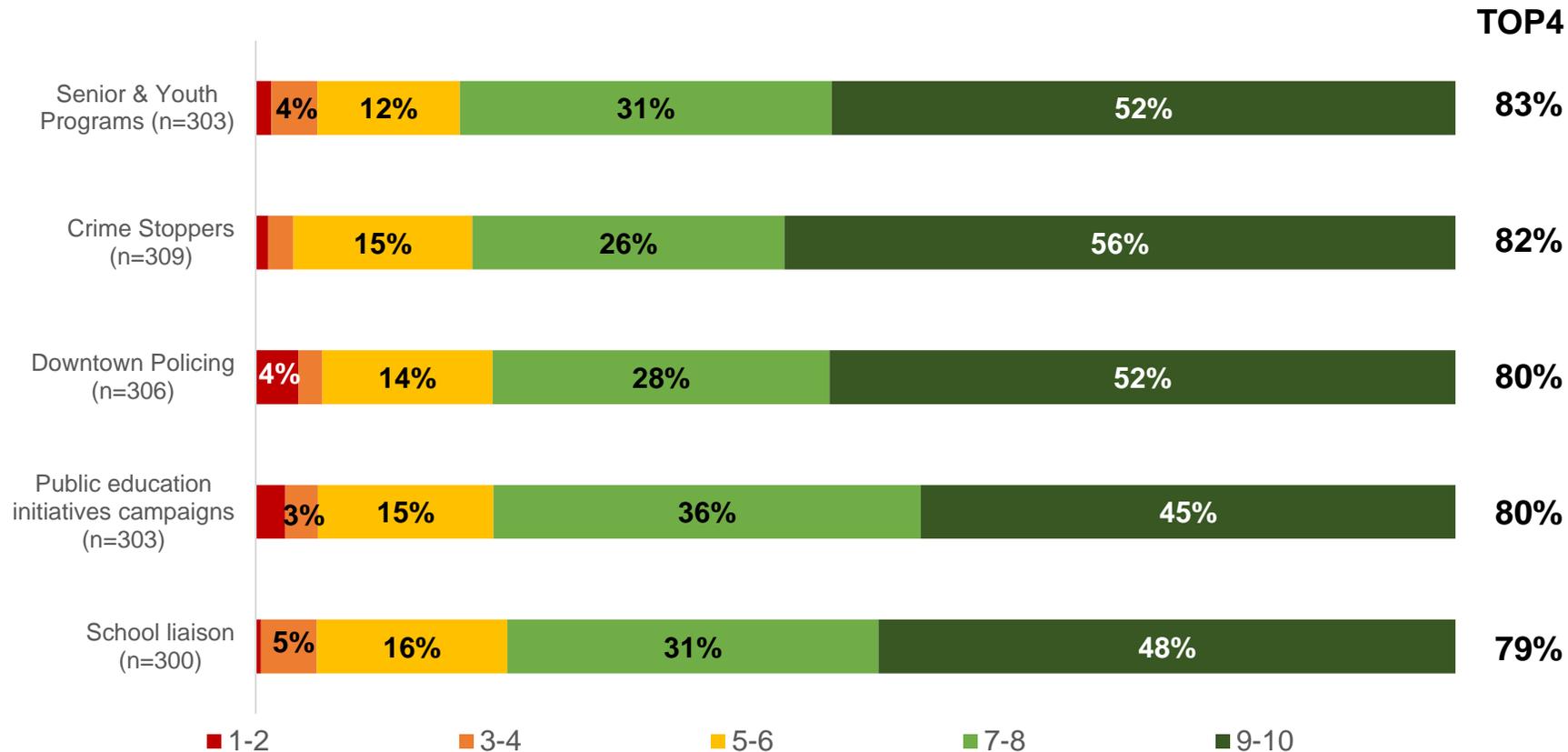
BIPOC residents are more likely to consider traffic safety and enforcement (66%), drug enforcement and education (80%), and crime prevention strategies (79%) with the highest importance compared to White residents (40%, 59%, 42% respectively).

Q19. While you may not have had direct experience with the following services, how important are each of the following to you as a resident of Amherstburg. Please use the scale of 1 to 10 where 1 means not at all important and 10 means very important. You may use a 1 or a 10 or any number in between. How important is: (Categories <3% not labelled)  
 Sample size: Shown in chart above  
 Framework: All respondents (Excluding 'Don't Know')



# Importance of Police Services (cont'd)

Most residents also find other police services to be important with at least 8 in 10 saying so. School liaisons are the least important service for Amherstburg residents.



Female residents (TOP4: 91%) are likely to give higher importance on Windsor Police's services on senior and youth programs compared to male residents (TOP4: 76%).

Public education initiative campaigns are viewed as the most important service from Windsor Police Service by residents aged 35 to 54 years (TOP4: 87%) more than residents aged 55 to 74 years (TOP4: 74%).

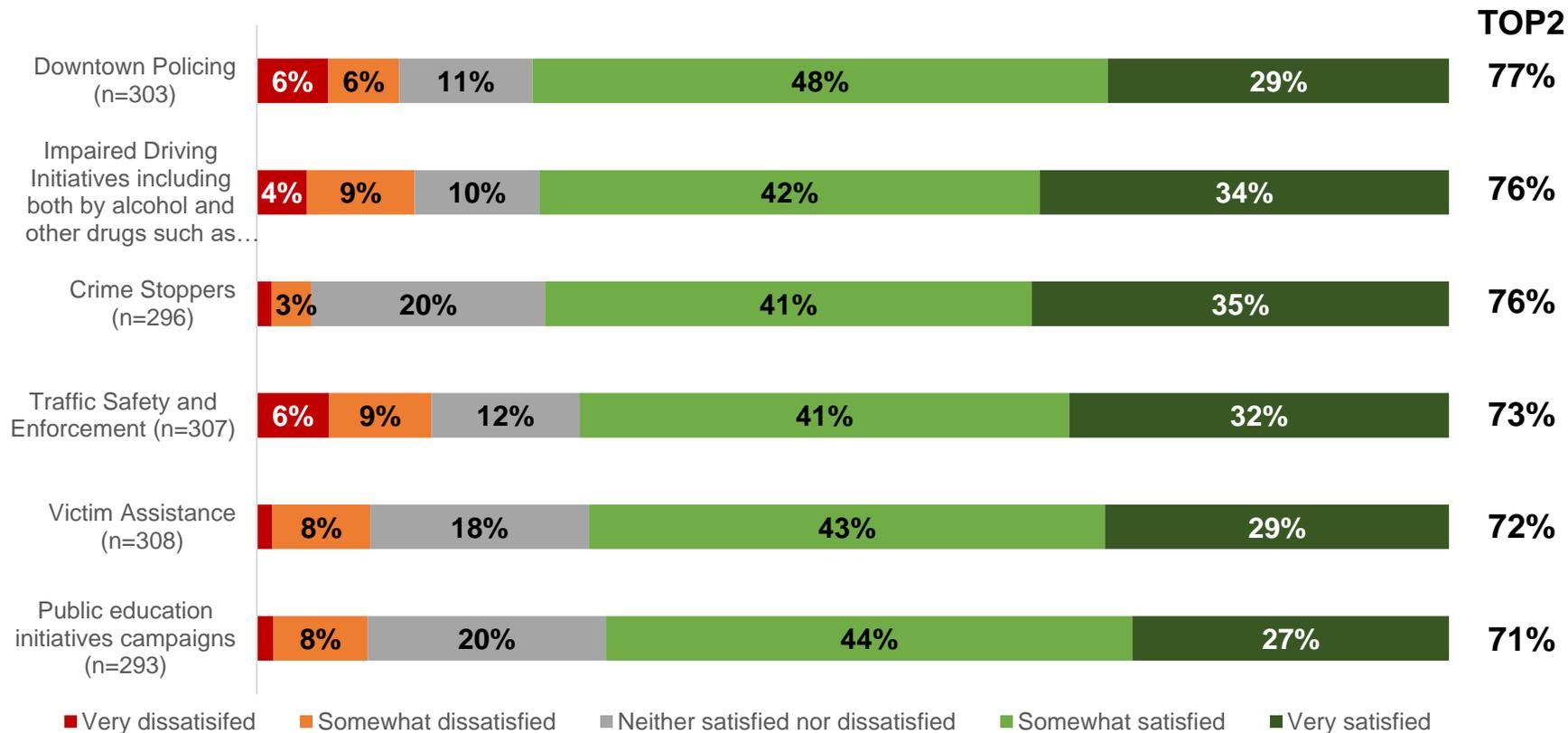
BIPOC residents tend to give highest importance on Windsor Police's services on school liaison (60%), and senior and youth programs (63%) compared to White residents (36%, 37% respectively).

Q19. While you may not have had direct experience with the following services, how important are each of the following to you as a resident of Amherstburg. Please use the scale of 1 to 10 where 1 means not at all important and 10 means very important. You may use a 1 or a 10 or any number in between. How important is: (Categories <3% not labelled)  
 Sample size: Shown in chart above  
 Framework: All respondents (Excluding 'Don't Know')



# Satisfaction with Police Services

Residents are most satisfied with the Windsor Police Service when it comes to Downtown Policing (TOP2: 77%), Impaired Driving Initiatives (TOP2: 76%), and Crime Stoppers (TOP2: 76%).



Amherstburg residents aged 55 to 74 years (TOP2: 79%) are more satisfied on Windsor Police's traffic safety and enforcement than residents aged 16 to 34 years (TOP2: 58%).

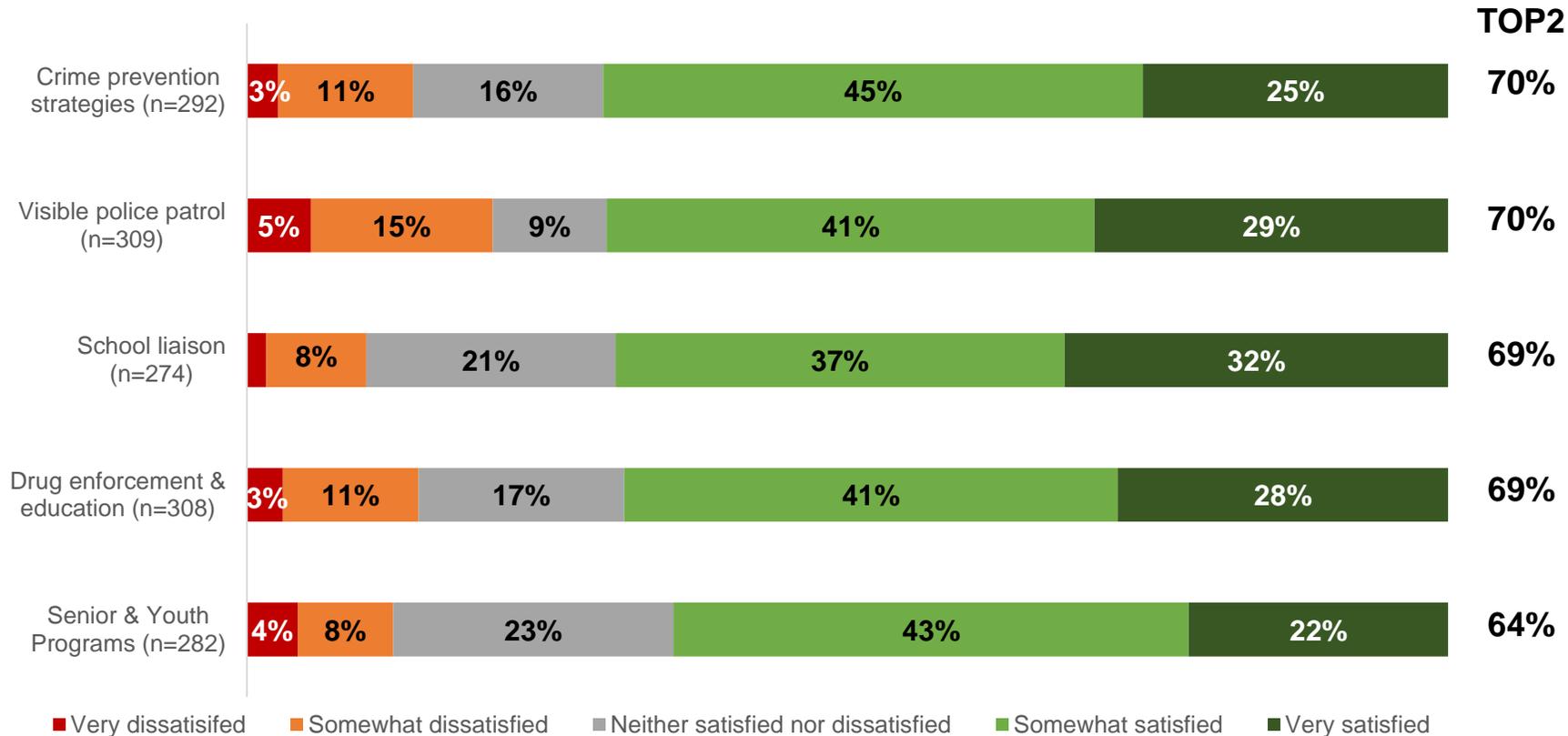
Residents aged 16 to 34 years (BTM2: 25%) are least satisfied with Windsor Police's impaired driving initiatives compared to residents aged 55 to 74 years (BTM2: 6%).

NEWQ20. 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')



# Satisfaction with Police Services

Residents are least satisfied with the Senior & Youth programs provided by the Windsor Police (TOP2: 64%).



Residents aged 35 to 54 years (TOP2: 78%) tend to be more satisfied with Windsor Police's drug enforcement and education compared to residents aged to 16 to 34 years (TOP2: 54%).

NEWQ20. 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')



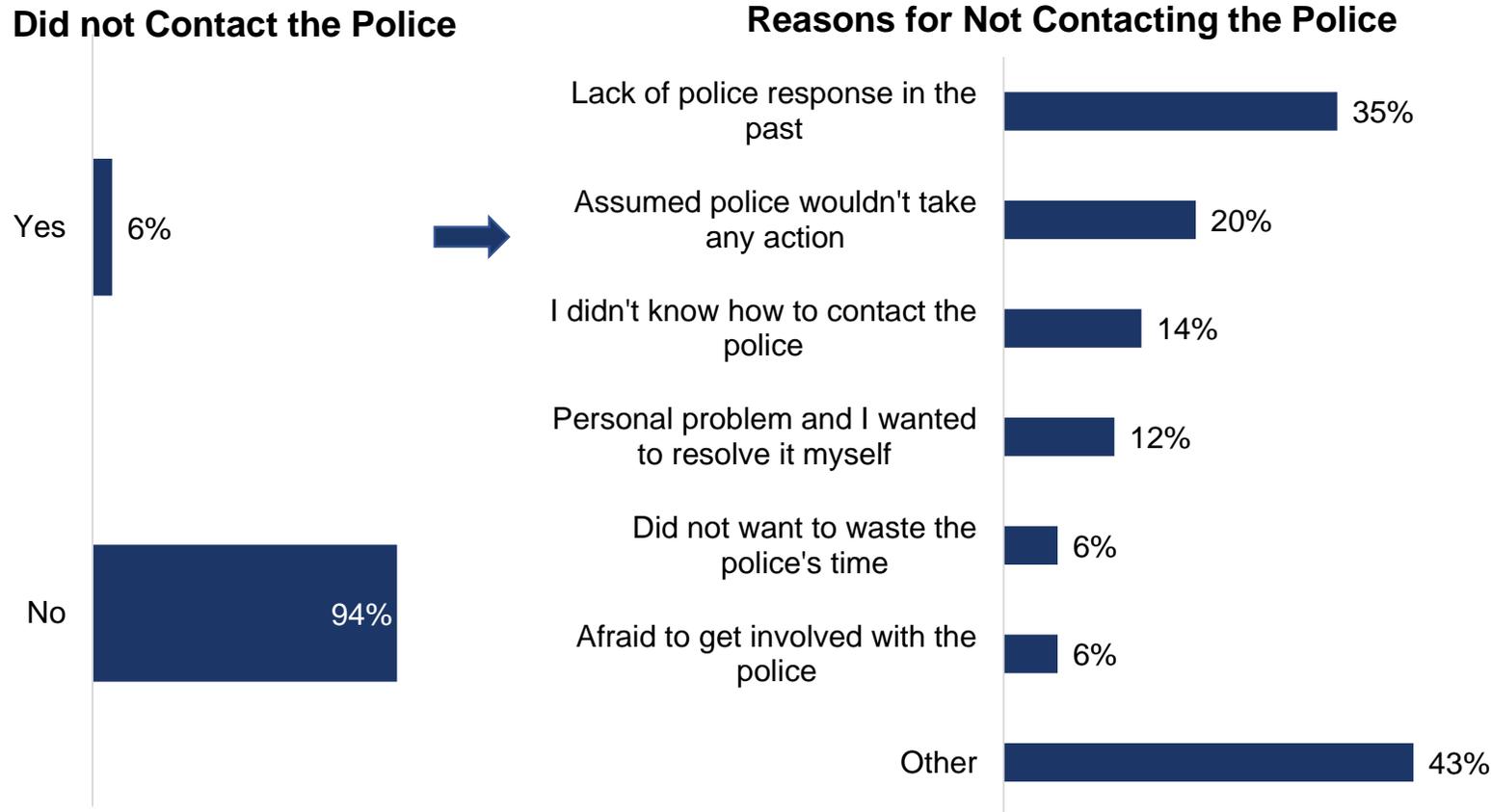
# Detailed Findings

Experiences with the Police



# Reporting Crime

Of the less than 1 in 10 residents who opted not to contact the police for police assistance, over a third (35%) said it was due to the lack of police response in the past.



Residents who did not contact the police due the lack of police response in the past were all aged 16 to 34 years (100%) and tend to be male (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? / Q25. Why did you or someone in your household not report the incident to the police?

Sample Size: Q23: n=309 / Q25: n=19

Framework: Q23: All respondents / 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 (Excluding 'Don't Know')

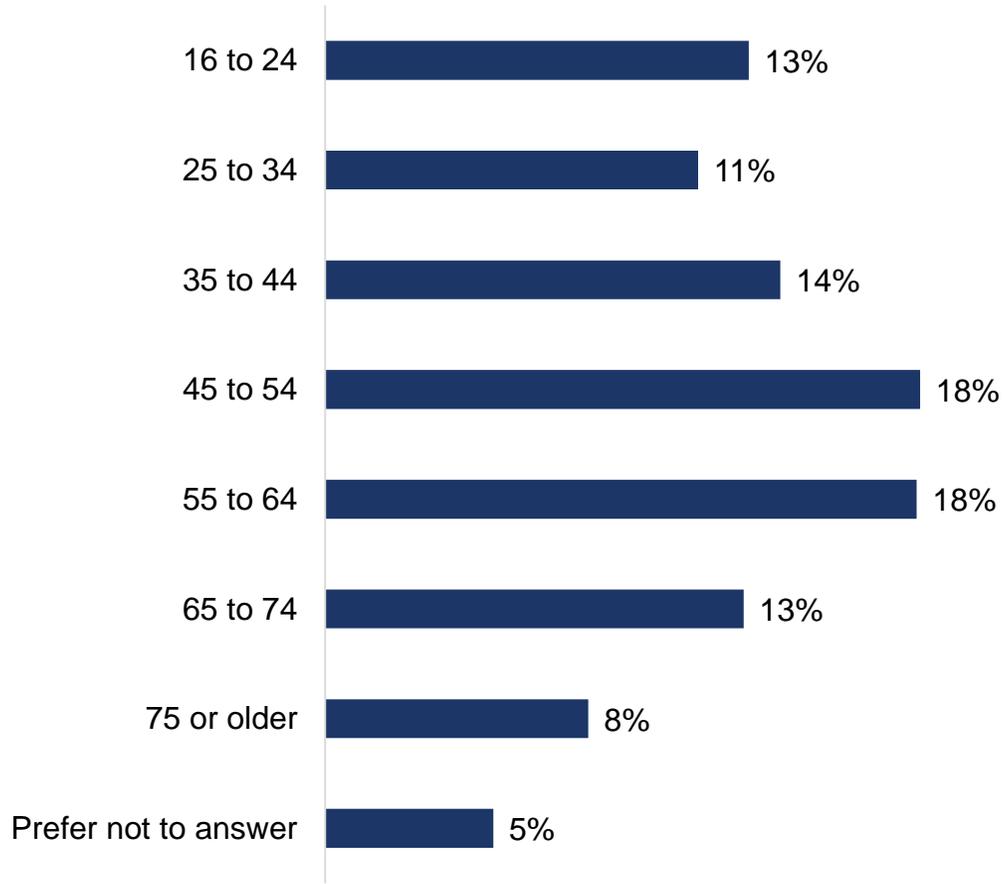


# Respondent Profile



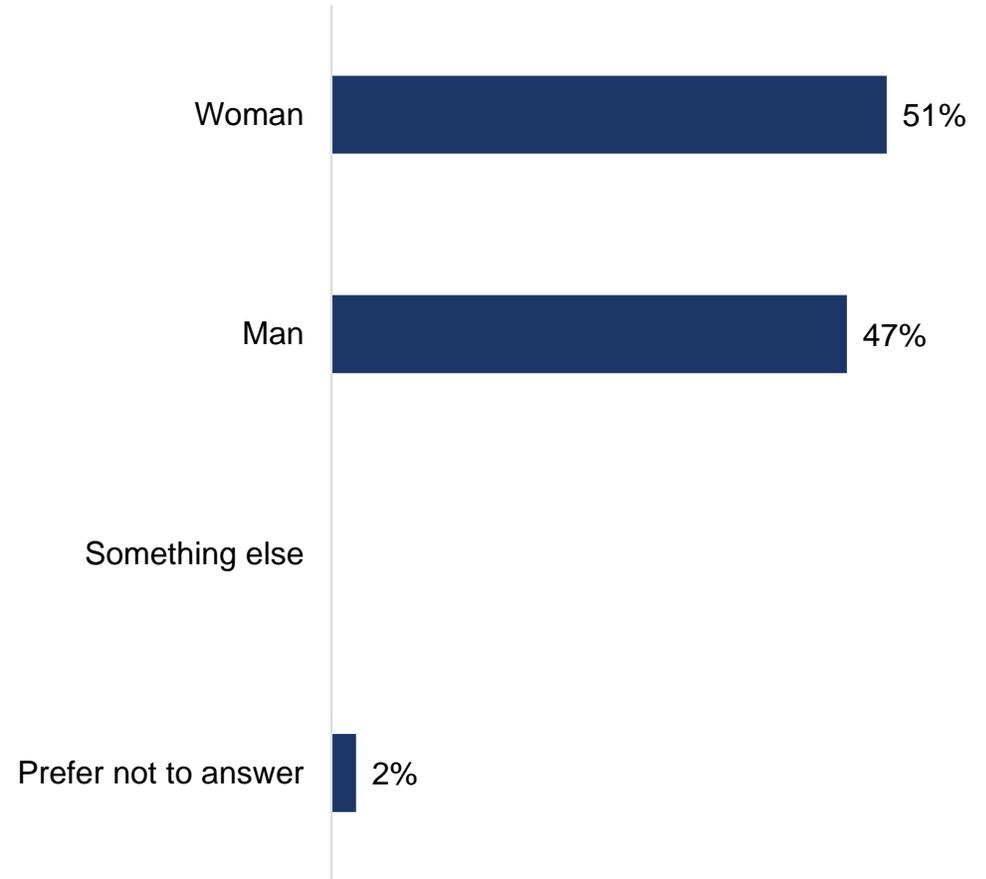
# Respondent Profile

## Age



Sample Size: n=313  
Framework: All respondents

## Gender

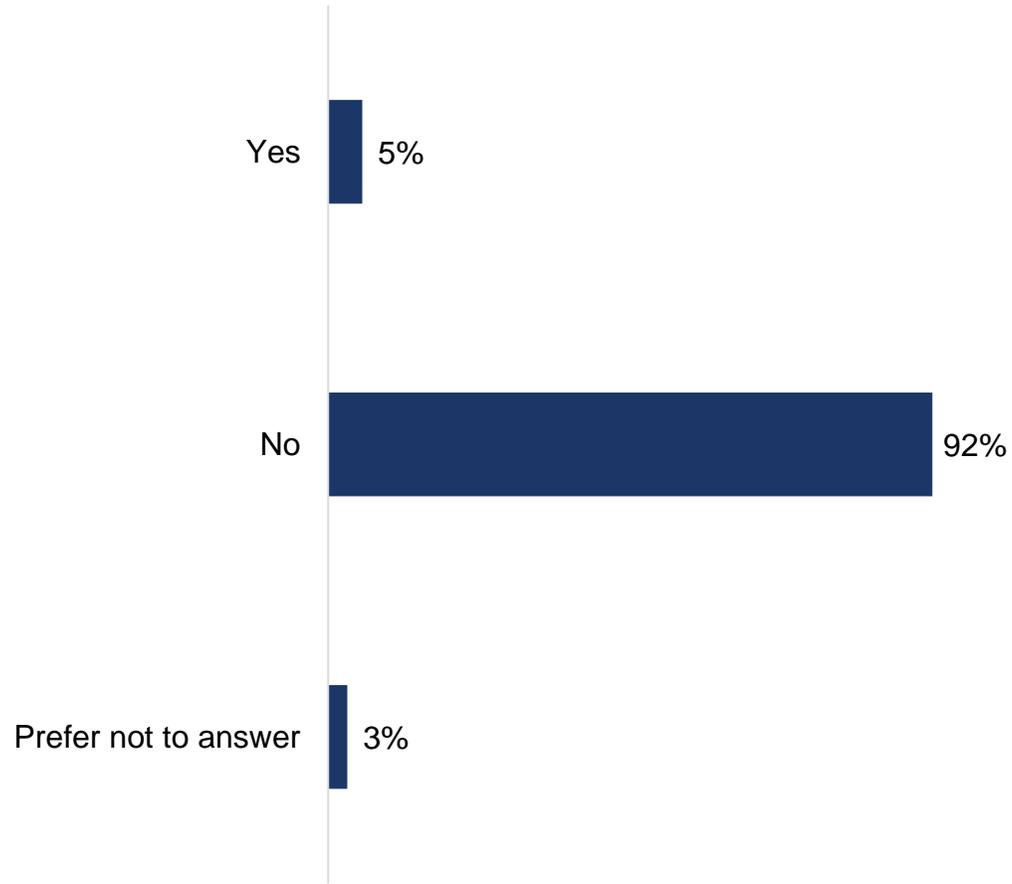


Sample Size: n=313  
Framework: All respondents



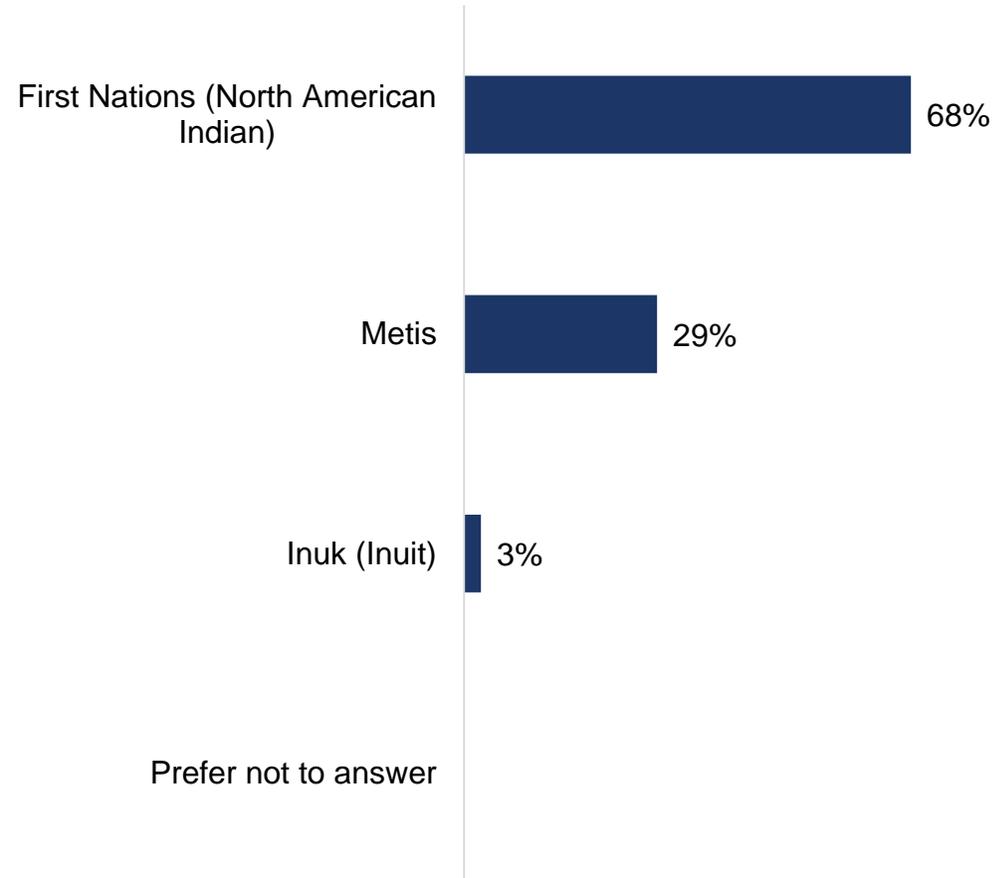
# Respondent Profile

## Identification to an Indigenous Group



Sample Size: n=313  
Framework: All respondents

## Indigenous Group Affiliation

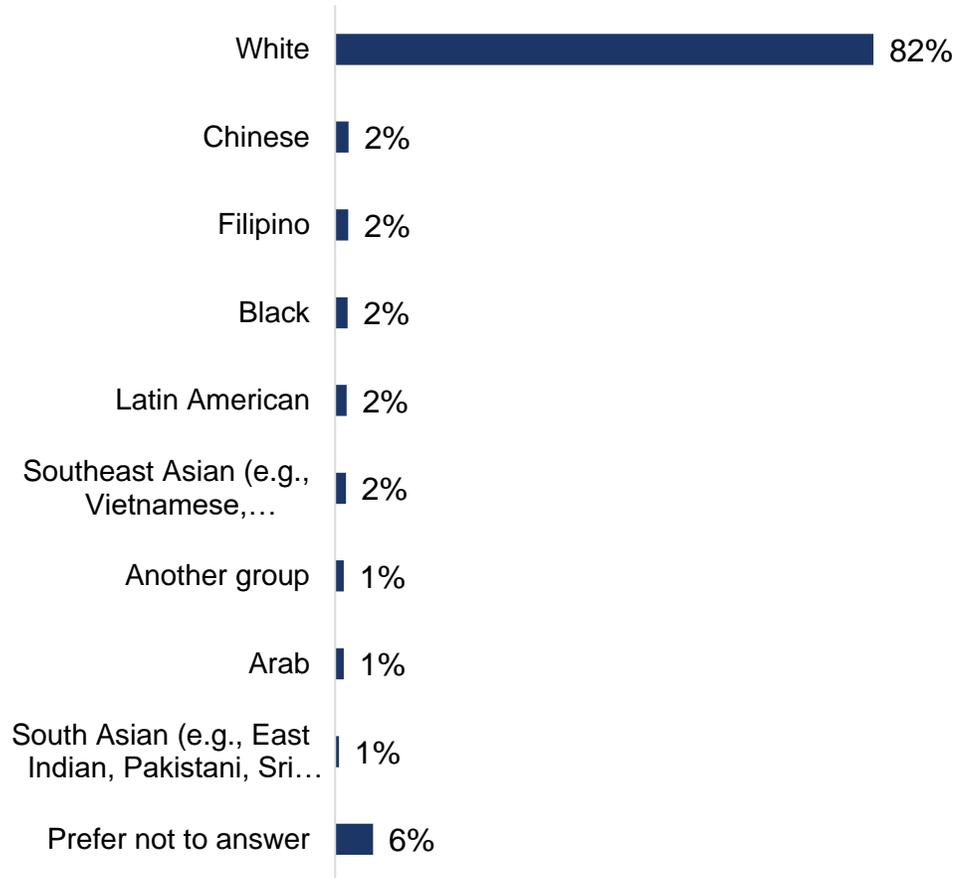


Sample Size: n=16  
Framework: Those who identify as First Nations, Metis or Inuk (Inuit)



# Respondent Profile

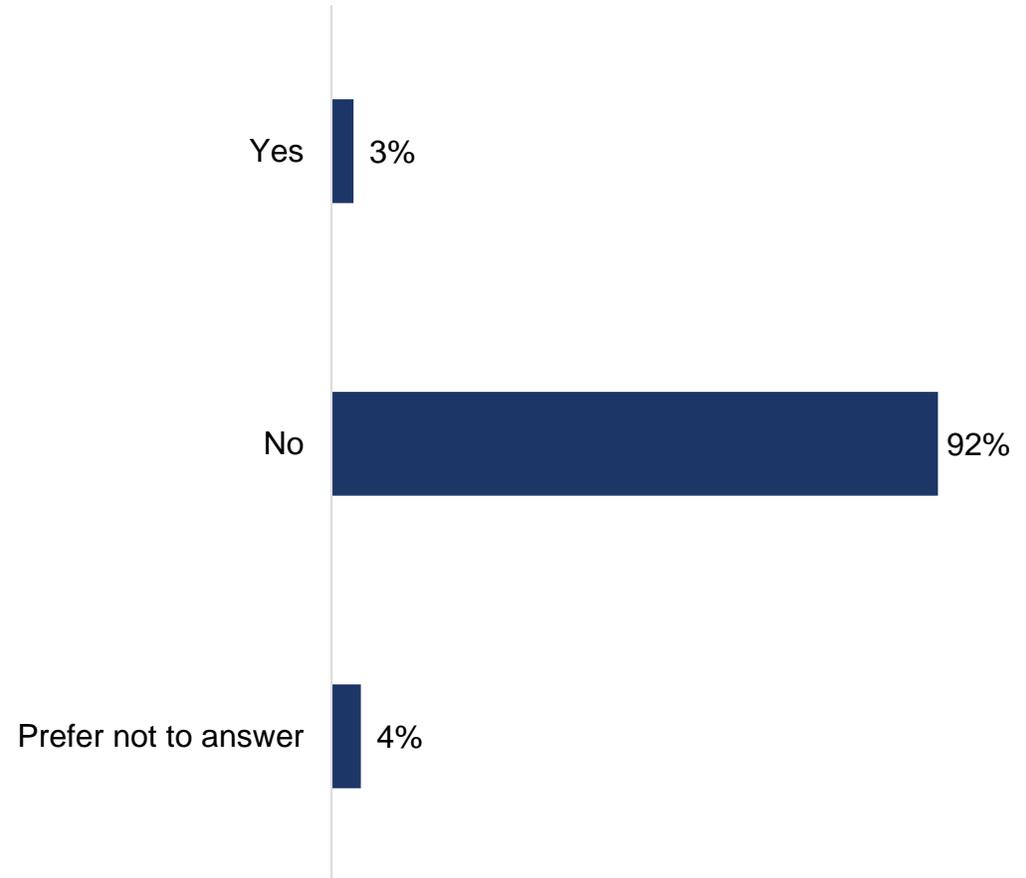
## Ethnicity



Sample Size: n=654

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

## LGBTQ2IA+ Affiliation



Sample Size: n=687

Framework: All respondents

