

theurbanreport

Final Results

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**Halifax Regional Police and
RCMP Halifax District**

Prepared for:

**Halifax Regional Police and
RCMP Halifax District**

Second Quarter 2013



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1-888-414-1336



Study Methodology

Study Methodology

Questionnaire Design

The questions commissioned by the Halifax Regional Police and RCMP Halifax District and used in this study were designed by Corporate Research Associates Inc., in consultation with Halifax Regional Police and RCMP Halifax District staff.

Sample Design and Selection

The sample for this study was drawn using systematic sampling procedures from a list of randomly-selected households compiled from listed telephone numbers in the Halifax Regional Municipality, drawn from a database that is updated quarterly. The sample was selected to match the geographical distribution of the population within the region and was designed to complete interviews with a representative sample of 400 adult residents, 18 years of age and older, of the Halifax Regional Municipality.

Survey Administration

The survey was conducted by telephone from April 22 to May 13, 2013. All interviewing was conducted by fully-trained and supervised interviewers and a minimum of 10 percent of all completed interviews were subsequently monitored or verified.



Completion Results

Among all eligible respondents contacted, the rate of interview completion was 14 percent. Completion rate is calculated as the number of cooperative contacts (542) divided by the total of eligible numbers attempted (3 909).

The final disposition of all telephone numbers called is shown below in the Marketing Research and Intelligence Association's *Standard Record of Contact Format*.

A. Total Numbers Attempted	5 043
Disconnect / Not in service	977
Fax / Modem	40
Cell Phone / Pager	11
Non Residential Number / Incorrect Number	73
Blocked Number	31
Duplicate	2
B. Eligible Numbers	3 909
Busy	8
Answering Machine	1 511
No Answer	253
Scheduled Call Back / Mid Call Back / Qualified Not Available	182
Illness / Incapable	16
Language Problem	10
C. Total Asked	1 929
Respondent / Gatekeeper Refusal	774
Mid Terminate / Hang up	555
Never Call List	58
D. Co-operative Contacts	542
Did Not Qualify / Quota Full	140
Complete	402



Sample Distribution

The overall results are based on 402 interviews with individuals from the HRM population. A sample of 402 respondents would be expected to provide results accurate to within plus or minus 4.9 percentage points in 95 out of 100 samples.

Sample Distribution		
Region	Sample	Margin of Error ¹
Halifax	183	± 7.2%
Dartmouth	74	± 11.4%
Bedford/Sackville	53	± 13.5%
Other HRM	92	± 10.2%
Halifax Regional Municipality	402	± 4.9%

¹95% confidence interval



Survey Questions

theurbanreport

Corporate Research Associates Inc.—Second Quarter, 2013

Final Commissioned Questions

for

Halifax Regional Police and RCMP Halifax District

HP1. [12-2] Overall, how satisfied are you with the quality of policing provided in your community? Are you ...?:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Completely satisfied
- 2 Mostly satisfied
- 3 Mostly dissatisfied, or
- 4 Completely dissatisfied

VOLUNTEERED

- 8 Don't know/No answer

HP2. [12-2] And how satisfied are you in terms of police visibility or presence in your community? Are you ...?:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Completely satisfied
- 2 Mostly satisfied
- 3 Mostly dissatisfied, or
- 4 Completely dissatisfied

VOLUNTEERED

- 8 Don't know/No answer



HP3. [12-2] How confident are you in the ability of the police to respond to emergency calls in a timely and efficient manner? Are you ...?:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Completely confident
- 2 Somewhat confident
- 3 Not very confident, or
- 4 Not at all confident

VOLUNTEERED

- 8 Don't know/No answer

HP4. [12-2] How satisfied are you with peace and order issues in your local neighbourhood, such as noise, speeding, petty crime, nuisance-related complaints, and so on? Are you...?:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Completely satisfied
- 2 Mostly satisfied
- 3 Mostly dissatisfied, or
- 4 Completely dissatisfied

VOLUNTEERED

- 8 Don't know/No answer

HP5. [12-2] In general, how safe do you feel in the community where you live? Do you feel...?:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Completely safe
- 2 Very safe
- 3 Not very safe, or
- 4 Not at all safe

VOLUNTEERED

- 7 Neither safe nor unsafe
- 8 Don't know/No answer

HP6. [12-2] And how safe do you feel in the local areas you go for shopping, recreation, and work? Do you feel...?:

READ RESPONSES IN ORDER – CODE ONE ONLY

- 1 Completely safe
- 2 Very safe
- 3 Not very safe, or
- 4 Not at all safe

VOLUNTEERED

- 7 Neither safe nor unsafe
- 8 Don't know/No answer



Tabular Results

HALIFAX URBAN REPORT - SECOND QUARTER 2013
~ Halifax Regional Police and RCMP Halifax District ~

TABLE HP1:

Overall, how satisfied are you with the quality of policing provided in your community? Are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied?

	OVERALL %	HRP			HRP TOTAL	RCMP			RCMP TOTAL	GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		Dart.	Hfx.	Bed.		Col Har.	Sack.	Other HRM		M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Completely satisfied	19	20	17	25	18	29	16	19	21	15	22	19	21	17	40	15	17	19	24	10	18
Mostly satisfied	67	65	70	71	69	60	72	60	64	64	70	67	62	73	45	64	73	68	63	73	68
Mostly dissatisfied	9	9	9	4	9	9	10	11	10	13	6	9	11	7	10	15	6	8	8	13	8
Completely dissatisfied	3	6	2	0	3	0	2	4	2	4	1	2	3	2	5	2	5	2	2	4	2
Don't know/No answer	2	1	2	0	2	2	0	6	3	4	1	4	2	1	0	4	0	2	2	0	4
WEIGHTED SAMPLE SIZE (#)	400	74	183	16	273	36	37	55	127	184	216	121	150	129	14	75	49	260	107	85	155
UNWEIGHTED SAMPLE SIZE (#)	400	79	164	17	260	38	41	61	140	183	217	54	159	187	20	80	43	254	107	78	156
% SATISFIED	86	84	87	96	87	89	88	79	84	79	92	85	84	90	86	79	89	87	87	82	87

TABLE HP2:

And how satisfied are you in terms of police visibility or presence in your community? Are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied?

	OVERALL %	HRP			HRP TOTAL	RCMP			RCMP TOTAL	GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		Dart.	Hfx.	Bed.		Col Har.	Sack.	Other HRM		M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Completely satisfied	22	27	16	44	21	37	16	20	24	17	26	22	25	18	40	24	18	21	30	15	20
Mostly satisfied	61	59	66	48	63	50	72	50	56	63	59	61	56	66	40	64	56	62	53	61	67
Mostly dissatisfied	12	7	13	8	11	12	10	19	15	12	12	11	13	12	10	8	22	12	14	19	8
Completely dissatisfied	3	4	4	0	4	0	2	3	2	4	2	2	5	2	10	4	5	2	1	4	3
Don't know/No answer	2	2	2	0	2	0	0	7	3	4	1	4	1	2	0	1	0	3	1	1	3
WEIGHTED SAMPLE SIZE (#)	400	74	183	16	273	36	37	55	127	184	216	121	150	129	14	75	49	260	107	85	155
UNWEIGHTED SAMPLE SIZE (#)	400	79	164	17	260	38	41	61	140	183	217	54	159	187	20	80	43	254	107	78	156
% SATISFIED	83	86	82	92	84	88	88	70	80	80	85	83	81	84	81	88	74	83	84	76	87

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TABLE HP3:

How confident are you in the ability of the police to respond to emergency calls in a timely and efficient manner? Are you completely confident, somewhat confident, not very confident, or not at all confident?

	OVERALL %	HRP			HRP TOTAL	RCMP			RCMP TOTAL	GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		Dart.	Hfx.	Bed.		Col Har.	Sack.	Other HRM		M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Completely confident	33	30	36	22	33	42	27	28	31	29	36	35	32	32	61	38	24	31	41	28	27
Somewhat confident	55	56	54	78	56	53	68	44	53	55	55	50	59	55	25	46	64	58	46	59	62
Not very confident	8	12	8	0	8	0	2	12	6	9	6	9	5	9	14	10	12	6	10	9	5
Not at all confident	2	1	1	0	1	0	0	8	4	2	1	2	2	2	0	0	0	3	1	3	2
Don't know/No answer	3	1	2	0	1	4	4	8	6	4	2	4	2	3	0	5	0	3	3	1	3
WEIGHTED SAMPLE SIZE (#)	400	74	183	16	273	36	37	55	127	184	216	121	150	129	14	75	49	260	107	85	155
UNWEIGHTED SAMPLE SIZE (#)	400	79	164	17	260	38	41	61	140	183	217	54	159	187	20	80	43	254	107	78	156
% CONFIDENT	88	86	89	100	89	96	94	71	85	84	91	85	91	87	86	85	88	89	87	87	89

TABLE HP4:

How satisfied are you with peace and order issues in your local neighbourhood, such as noise, speeding, petty crime, nuisance-related complaints, and so on? Are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied?

	OVERALL %	HRP			HRP TOTAL	RCMP			RCMP TOTAL	GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		Dart.	Hfx.	Bed.		Col Har.	Sack.	Other HRM		M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Completely satisfied	28	27	25	21	25	35	35	34	35	26	31	28	29	28	35	31	16	29	30	23	26
Mostly satisfied	55	64	57	79	60	48	47	40	44	59	52	54	55	56	46	52	74	53	51	67	56
Mostly dissatisfied	10	8	9	0	9	17	10	16	14	8	12	11	10	10	0	9	8	12	11	8	10
Completely dissatisfied	2	0	4	0	2	0	4	1	2	4	1	2	2	3	10	1	0	3	1	2	3
Don't know/No answer	4	1	5	0	4	0	4	9	5	3	5	6	3	4	10	7	1	4	6	0	5
WEIGHTED SAMPLE SIZE (#)	400	74	183	16	273	36	37	55	127	184	216	121	150	129	14	75	49	260	107	85	155
UNWEIGHTED SAMPLE SIZE (#)	400	79	164	17	260	38	41	61	140	183	217	54	159	187	20	80	43	254	107	78	156
% SATISFIED	83	91	82	100	85	83	82	74	79	84	82	81	84	83	81	83	90	82	81	90	82

HALIFAX URBAN REPORT - SECOND QUARTER 2013
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TABLE HP5:

In general, how safe do you feel in the community where you live? Do you feel completely safe, very safe, not very safe, or not at all safe?

	OVERALL %	HRP			HRP TOTAL	RCMP			RCMP TOTAL	GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		Dart.	Hfx.	Bed.		Col Har.	Sack.	Other HRM		M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Completely safe	32	31	29	29	30	30	40	42	38	33	32	33	31	33	62	32	25	32	42	18	32
Very safe	57	58	59	67	59	59	54	48	52	57	57	63	53	56	24	54	67	58	50	73	58
Not very safe	7	5	9	4	8	10	4	4	6	6	8	2	11	7	10	9	6	6	6	7	7
Not at all safe	1	2	1	0	1	0	0	0	0	1	1	0	1	1	0	1	0	1	0	0	1
Neither safe nor unsafe	2	3	1	0	2	2	2	6	3	3	2	2	3	2	0	4	2	2	2	0	2
Don't know/No answer	1	1	1	0	1	0	0	1	1	1	1	0	1	2	5	0	0	1	1	2	0
WEIGHTED SAMPLE SIZE (#)	400	74	183	16	273	36	37	55	127	184	216	121	150	129	14	75	49	260	107	85	155
UNWEIGHTED SAMPLE SIZE (#)	400	79	164	17	260	38	41	61	140	183	217	54	159	187	20	80	43	254	107	78	156
% SAFE	89	89	88	96	89	88	94	89	90	90	89	96	84	89	86	87	92	90	92	91	90

TABLE HP6:

And how safe do you feel in the local areas you go for shopping, recreation, and work? Do you feel completely safe, very safe, not very safe, or not at all safe?

	OVERALL %	HRP			HRP TOTAL	RCMP			RCMP TOTAL	GENDER		AGE			EDUCATION				HOUSEHOLD INCOME		
		Dart.	Hfx.	Bed.		Col Har.	Sack.	Other HRM		M	F	18-34	35-54	55+	L.T. H.S.	Grad H.S.	Some P.S.	Grad P.S.	< \$50K	\$50K- \$74.9K	\$75K+
Completely safe	30	27	30	27	29	23	27	41	32	35	25	41	24	26	46	34	32	27	36	26	28
Very safe	59	64	58	69	60	68	65	43	56	57	60	52	64	60	30	55	56	62	53	61	64
Not very safe	7	6	7	4	7	7	8	7	7	3	10	4	8	9	19	8	3	7	7	11	3
Not at all safe	0	1	0	0	0	0	0	1	1	0	0	0	0	1	5	0	0	0	1	0	0
Neither safe nor unsafe	3	1	4	0	3	0	0	6	2	3	3	4	3	2	0	0	8	3	2	2	4
Don't know/No answer	1	1	1	0	1	2	0	3	2	1	1	0	1	3	0	3	1	1	1	0	1
WEIGHTED SAMPLE SIZE (#)	400	74	183	16	273	36	37	55	127	184	216	121	150	129	14	75	49	260	107	85	155
UNWEIGHTED SAMPLE SIZE (#)	400	79	164	17	260	38	41	61	140	183	217	54	159	187	20	80	43	254	107	78	156
% SAFE	89	91	88	96	89	91	92	84	88	92	86	93	88	86	76	89	88	89	89	87	92

Table Interpretation

How To Use The Tables

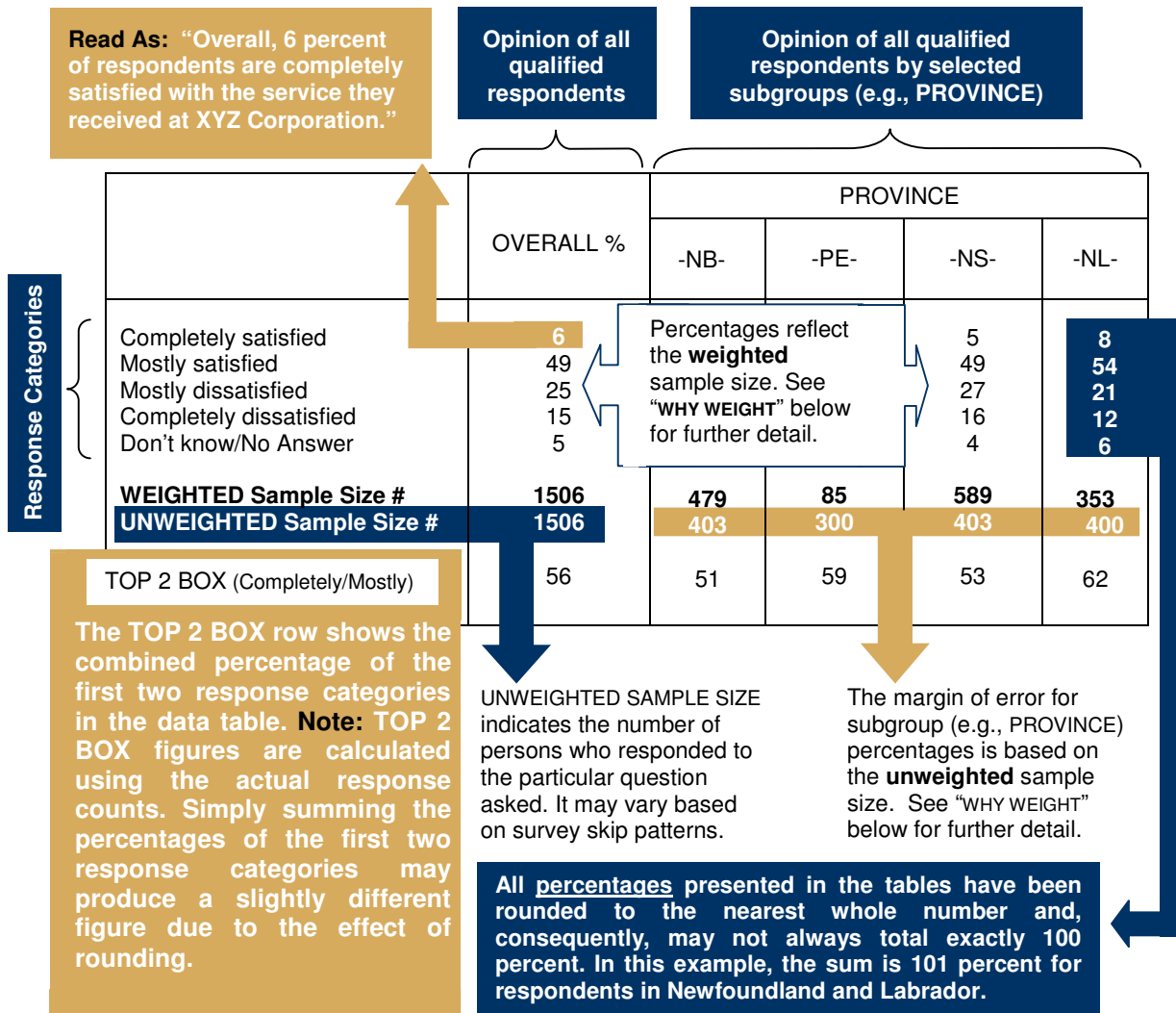
The following section presents a brief overview of how to interpret the various tables included in this report.

Standard Weighted Tables

For presentation of weighted data, CRA tables adhere to the standard illustrated below. Each table is labeled according to its corresponding question number in the survey (i.e., Question 1 becomes Table 1), and the question wording precedes the data table.

TABLE 1:

Please tell me whether you are completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied with the service you received at XYZ Corporation?



Why Weight?

Data “weighting” is simply a process whereby the sample is calibrated during tabulation of survey results to represent the known composition or distribution of subgroups (e.g., gender, regions, age groups) within the larger population. Weighting is required whenever the sample is not representative of the population on one or more key dimensions. In some instances, the sample is purposefully not representative because certain key dimensions or segments of the population have been deliberately oversampled (or undersampled), which is to say accorded more (or fewer) interviews than the size of the population subgroup would proportionately suggest.

Primarily, CRA weights data in if, in addition to the views of the overall population, one is interested in the opinions of a segment of the population that is small relative to size of the entire population. For example, the preceding table presents data that was collected from the four Atlantic Provinces. Looking at the **weighted** sample size row for Prince Edward Island one can see that just 85 interviews would have been conducted in the province if interviews were conducted in each province in proportion to their share of the Atlantic Canadian population. If, in addition to the overall opinions of Atlantic Canadians, one is interested in the opinions of residents of PEI, the smallish sample size (i.e., 85) would make it more difficult to draw reliable conclusions regarding the provincial residents.

To avoid this, one must “oversample” PEI. In other words, one conducts a disproportionate number of interviews in the province relative to its share of the Atlantic Canadian population. Oversampling ensures sample sizes sufficiently large to draw statistically reliable conclusions about “small” subgroups. However, this over-represents the opinion of the small subgroup (e.g., PEI) when looking at the overall population (e.g., Atlantic Canada).

To adjust for this over-representation, the data is weighted during the tabulation of final results according to the subgroups’ (e.g., NB, PEI, NS, NL) proportion within the population of interest (e.g., Atlantic Canada). The **weighted row** indicates the impact introducing weights has on the sample and represents the proportionate distribution of subgroups. The end results are “overall” opinions reflective of the true composition of the population of interest and subgroup results (e.g., Province) from which one can draw statistically reliable conclusions.

Similarly, the data will be weighted if, by random chance, the number of completed interviews in a subgroup either over or under-represents the subgroup’s known distribution within the general population.

Statistics Canada Census data details the distribution of various demographic subgroups (e.g., gender, region of residence, age, etc.) within the general population. Knowing this subgroup distribution allows CRA to develop samples that are representative of the general population on these key demographic variables. However, if by random chance, the number of completed interviews for a subgroup either over or under-represents the subgroup’s known distribution to the extent that the views of the general population are distorted, then CRA will weight the data to bring the sample in line with Statistics Canada Census distributions.

Weighted Multiple Mention Tables

FIRST MENTION & TOTAL MENTIONS

Some interview questions are “open-ended,” meaning respondents can say whatever is on their mind. Such open-ended questions allow respondents to offer multiple responses or reasons for their opinion. These open-ended responses are recorded verbatim and coded (i.e., grouped) into conceptually meaningful categories the when interviewing is completed among all respondents.

Typically, CRA records the first mention (i.e., top of mind or most important factor) separately from the subsequent responses and presents this in a table noted as “First Mention.” The “First Mention” table adheres to the standard table format noted in the preceding section.

To accommodate for the fact that respondents often provide more than one response, CRA also presents all responses in a separate table titled “Total Mentions.” It is important to note that **percentages in a “Total Mentions” table do not sum to 100 percent.** In the example illustrated below, the sample number of respondents is 400. However, since a respondent can offer more than one response to an open-ended question, that respondent may offer two, three, or more responses. For example, the total number of responses to an open-ended question may total 700, while the interview base remains 400 individual respondents. Accordingly, when one calculates total responses as a percentage of the base, the result is greater than 100 percent.

For the presentation of “Total Mentions” data, CRA tables adhere to the standard illustrated below. Each table is labeled according to its corresponding question number in the survey (i.e., Question 2 becomes Table 2), and the question wording precedes the data table.

TABLE 2: TOTAL MENTIONS

In your opinion, what is the most important issue facing country XYZ today? PROBE: And what other important issues are there?

		OVERALL %	INCOME		
			L.T. \$35K	\$35 - \$50K	\$50K+
Grouped Responses	Health Care	51	50	54	51
	Debt	45	52	42	36
	Safety	26	22	26	31
	Taxes	24	19	41	20
	Don't Know	12	13	7	11
WEIGHTED Sample Size #		1504	613	278	457
UNWEIGHTED Sample Size #		1504	624	271	455

Read As: “Overall, 51 percent of respondents mention health care as *one of* the most important issues facing country XYZ today.”

Read As: “Fifty percent of respondents from households with annual incomes of less than \$35K mention health care as *one of* the most important issues facing country XYZ today.”

Number of completed interviews

The INCOME subgroup may not sum to the full sample size, in this example 1504, due to certain respondents refusing to disclose an income range.

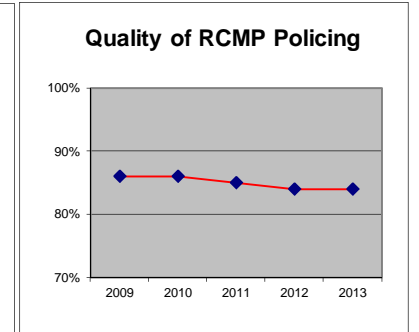
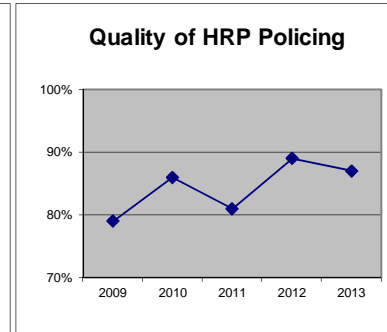
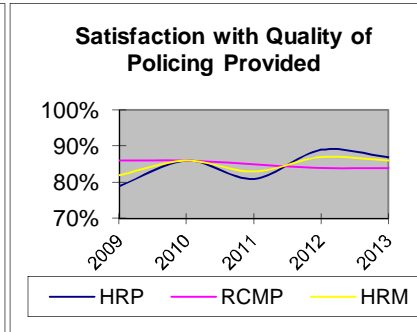
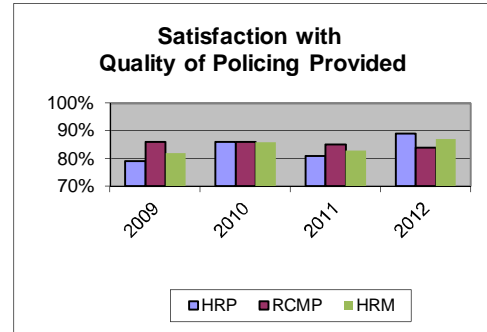
As noted above, due to multiple responses, the category percentages may not sum to 100%, in this example the sum is 149%.

	CRA Interviewed	% of Pop Interviewed	Population (2006 Census)	Actual % of HRM Pop
CITY OF HALIFAX	183	45.5%	55,580	38.5%
CITY OF DARTMOUTH	74	18.4%	28,060	19.4%
BEDFORD/SACKVILLE	53	13.2%	25,059	17.4%
<i>Bedford</i>	16	4.0%	6,305	4.4%
<i>Sackville</i>	37	9.2%	18,754	13.0%
OTHER HRM	92	22.9%	35,985	24.9%
<i>St. Margarets/Hubbards</i>	16	4.0%	4,935	3.4%
<i>Ketch Harbour/Prospect</i>	15	3.7%	5,850	4.1%
<i>Cole Harbour</i>	36	9.0%	13,755	9.5%
<i>Lake Echo/Chezzetcook</i>	17	4.2%	7,340	5.1%
<i>Tangier/Lake Charlotte</i>	5	1.2%	2,505	1.7%
<i>Musquodoboit/Sheet Harbour</i>	3	0.7%	1,600	1.1%
HRM OVERALL	402		144,414	

Urban Report Comparison for years 2009 - 2012

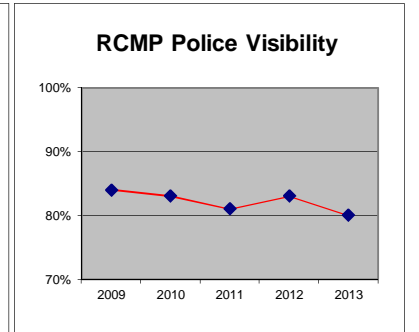
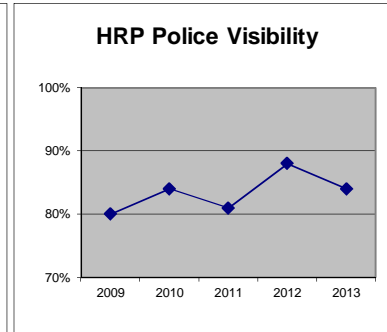
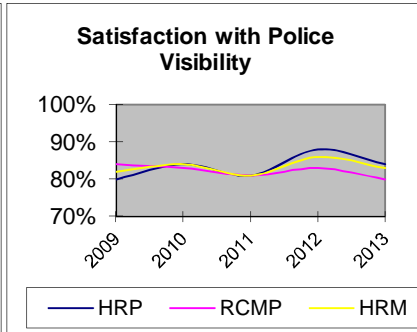
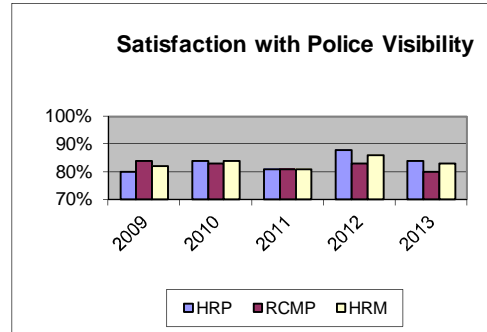
Quality of Policing Provided

	2009	2010	2011	2012	2013
HRP	79%	86%	81%	89%	87%
RCMP	86%	86%	85%	84%	84%
HRM	82%	86%	83%	87%	86%



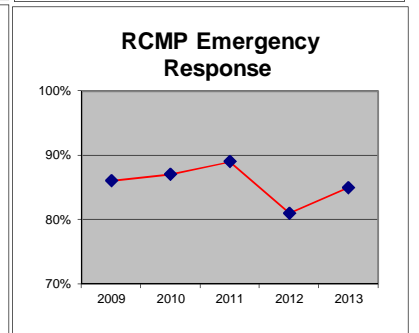
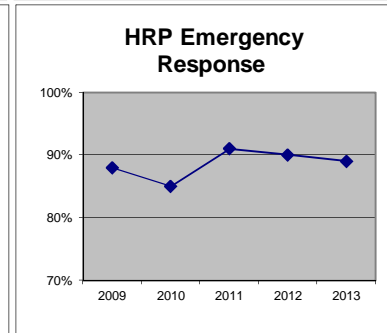
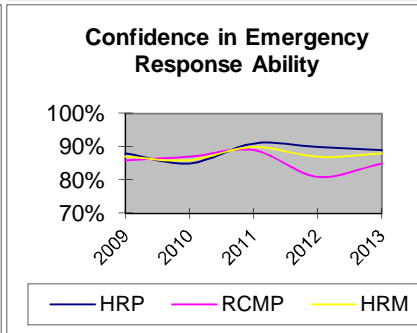
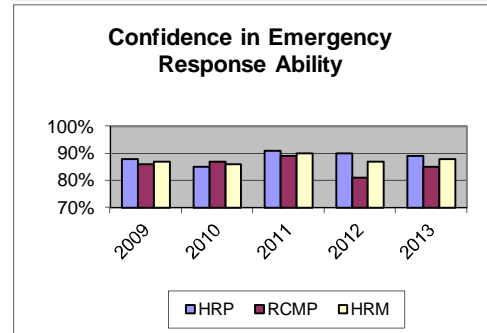
Satisfaction with Police Visibility

	2009	2010	2011	2012	2013
HRP	80%	84%	81%	88%	84%
RCMP	84%	83%	81%	83%	80%
HRM	82%	84%	81%	86%	83%



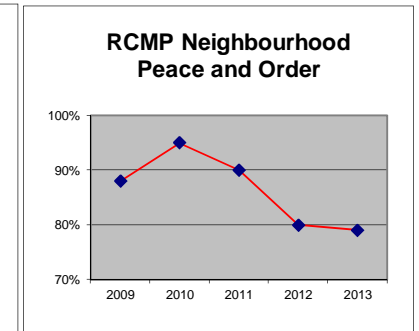
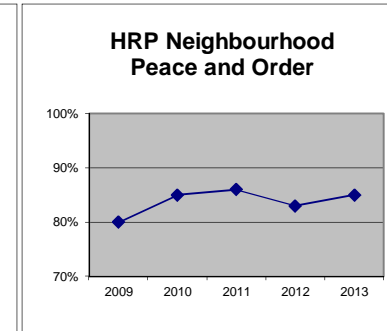
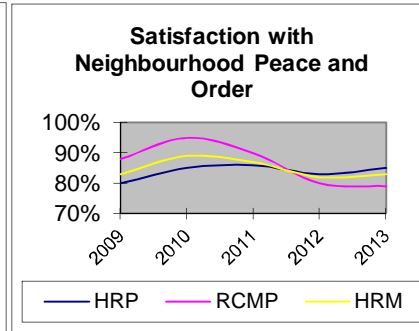
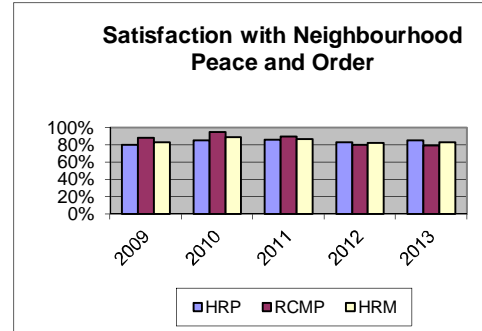
Confidence in Emergency Response

	2009	2010	2011	2012	2013
HRP	88%	85%	91%	90%	89%
RCMP	86%	87%	89%	81%	85%
HRM	87%	86%	90%	87%	88%



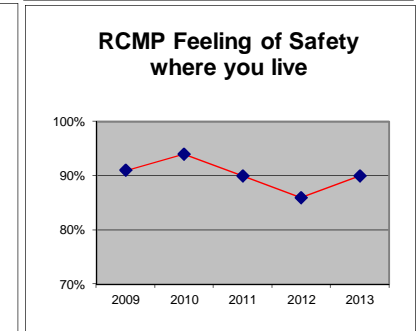
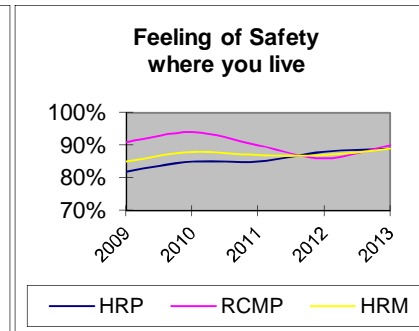
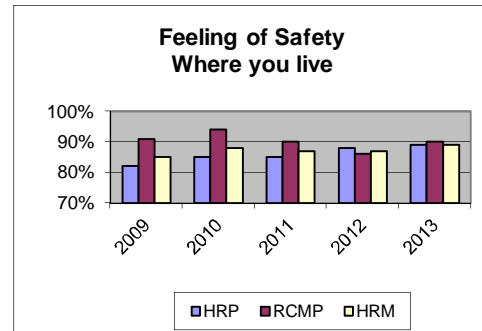
Satisfaction with Neighbourhood Peace and Order
(Quality of life issues)

	2009	2010	2011	2012	2013
HRP	80%	85%	86%	83%	85%
RCMP	88%	95%	90%	80%	79%
HRM	83%	89%	87%	82%	83%



Feeling of Safety where you live
(Home Community)

	2009	2010	2011	2012	2013
HRP	82%	85%	85%	88%	89%
RCMP	91%	94%	90%	86%	90%
HRM	85%	88%	87%	87%	89%



Feeling of Safety where you go for shopping, recreation and work

	2009	2010	2011	2012	2013
HRP	83%	90%	89%	90%	89%
RCMP	86%	90%	92%	87%	88%
HRM	84%	90%	90%	89%	89%

