

Report

# POLICE REPUTATION

A SPECIAL UPDATE TO LEGER'S  
ANNUAL POLICE REPUTATION  
INDEX

DATE 2020-06-11 PROJECT NUMBER 82654-045

The Leger logo is located in the top right corner of the page. It consists of the word "Leger" in a bold, sans-serif font. The letter "e" is stylized with a red outline and a white fill, while the other letters are black. The logo is set against a dark grey rectangular background.

Leger

# METHODOLOGY

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## QUANTITATIVE RESEARCH INSTRUMENT



An online survey.



1523 Canadians.



Completed between June 05 and 08, 2020, using Leger's online panel.



The margin of error for this study was +/-2.5%, 19 times out of 20.



Where applicable, this year's data has been compared to similar data collected in 2019 and 2018.

## ABOUT LEGER'S ONLINE PANEL

Leger's online panel has approximately 400,000 members nationally and has a retention rate of 90%.

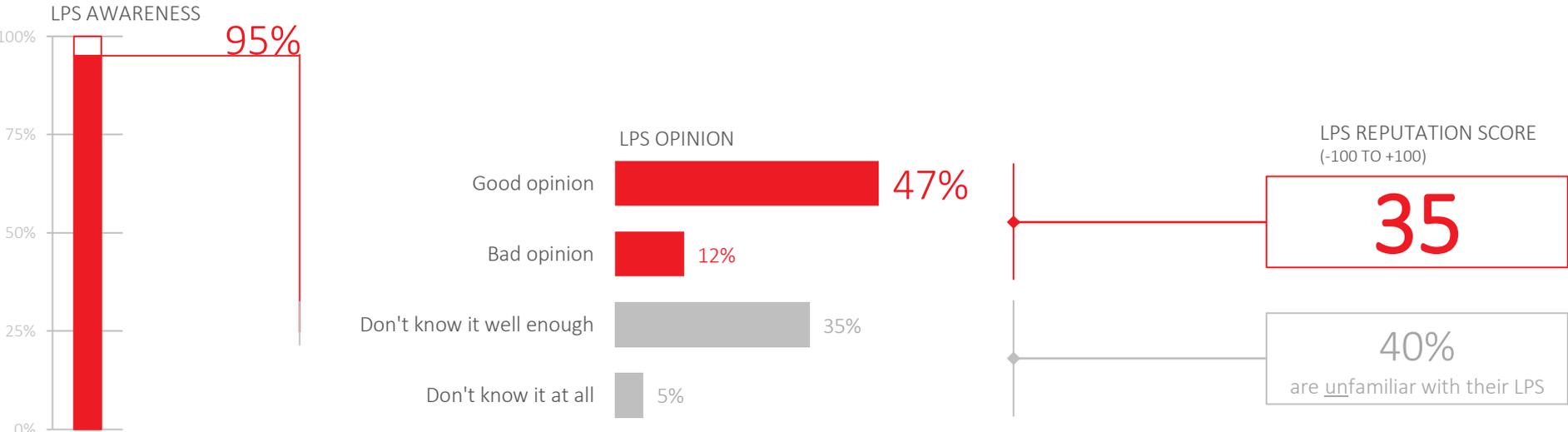
## QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

# DETAILED RESULTS

# DURING THIS TIME OF PROTESTS, THE REPUTATION SCORE DIPS TO 35.

Virtually everyone is aware of their local police service (LPS), and **nearly half of those surveyed (47%) have a good opinion of it, contributing to an overall score of 35** (47 – 12 = 35). Four-in-ten, on the other hand, are unfamiliar with their LPS (though only five percent indicate that they *don't know it at all*).



0001 Thinking about your local Police Service (LPS), please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL.

Would you say you...

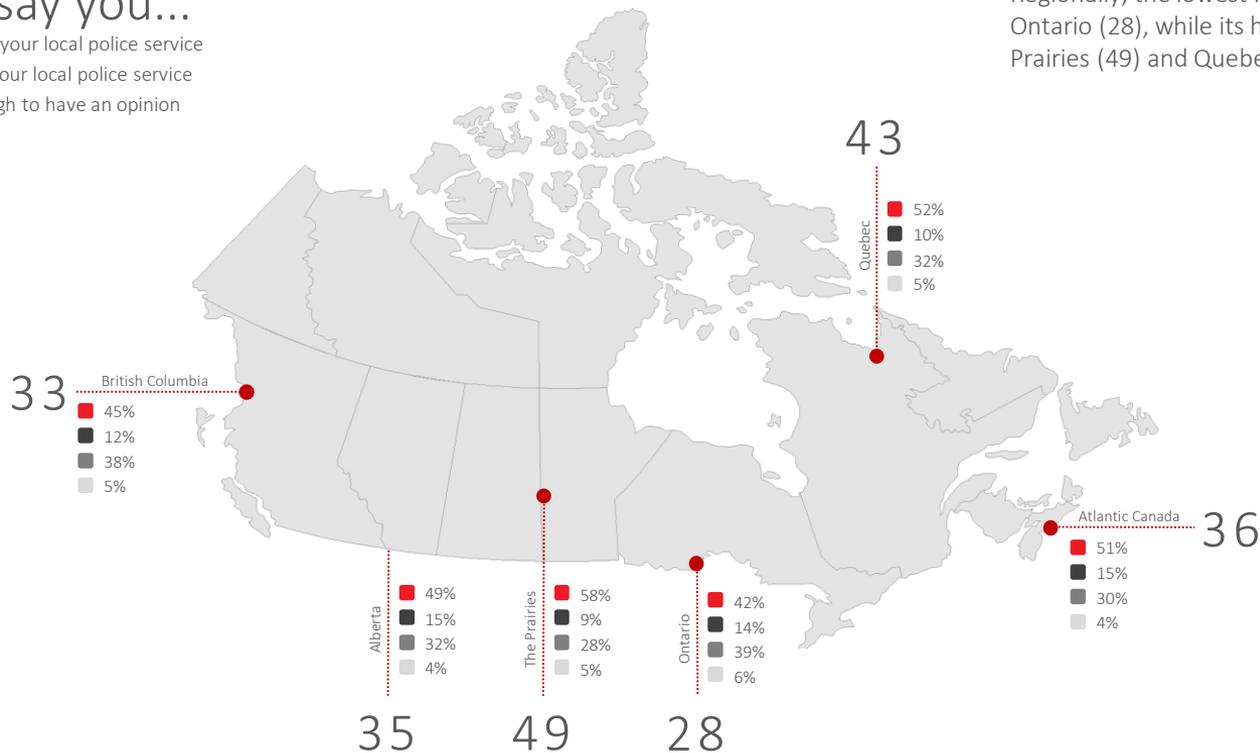
Base: All (2020 n=1523).

# ONTARIO POLICE HAVE SEEN THE LARGEST DROP IN REPUTATION.

Would you say you...

- ...have a good opinion of your local police service
- ...have a bad opinion of your local police service
- ...don't know them enough to have an opinion
- ...don't know them at all

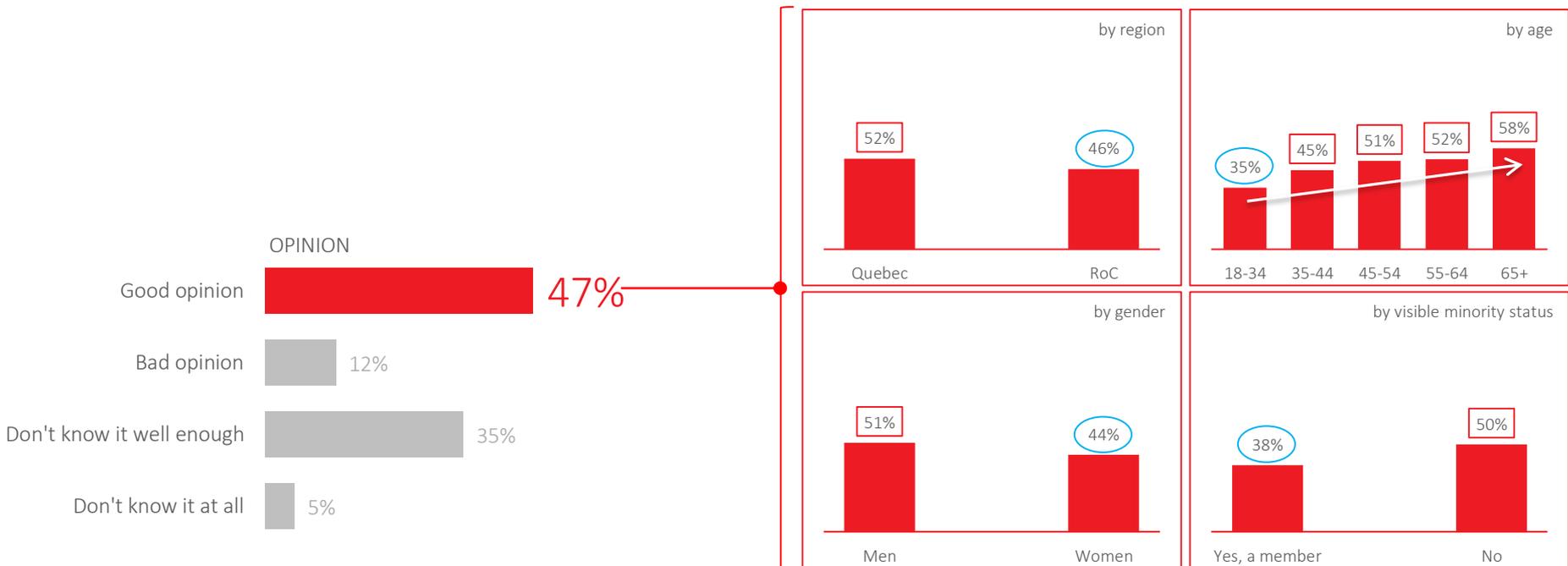
Regionally, the lowest reputation score is found in Ontario (28), while its highest scores are found in the Prairies (49) and Quebec (43).



0001 Thinking about your local Police Service (LPS), please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL.  
 Would you say you...  
 Base: All (2020 n=1523).

# STATISTICALLY FEWER MEMBERS OF A VISIBLE MINORITY CONTINUE TO HAVE A GOOD OPINION OF THEIR LPS.

Demographically, **levels of good opinion are statistically higher in several key sub-groups**, like Quebecers, men, those 35+, and those who aren't part of a visible minority. Those who later indicate that (a) they're satisfied with their LPS, and that (b) they trust their LPS, both show much higher levels of *good opinion* (64% and 63%, respectively), relative to those who aren't as satisfied or as trusting (just 8% and 5%, respectively).



0001 Thinking about your local Police Service (LPS), please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL.

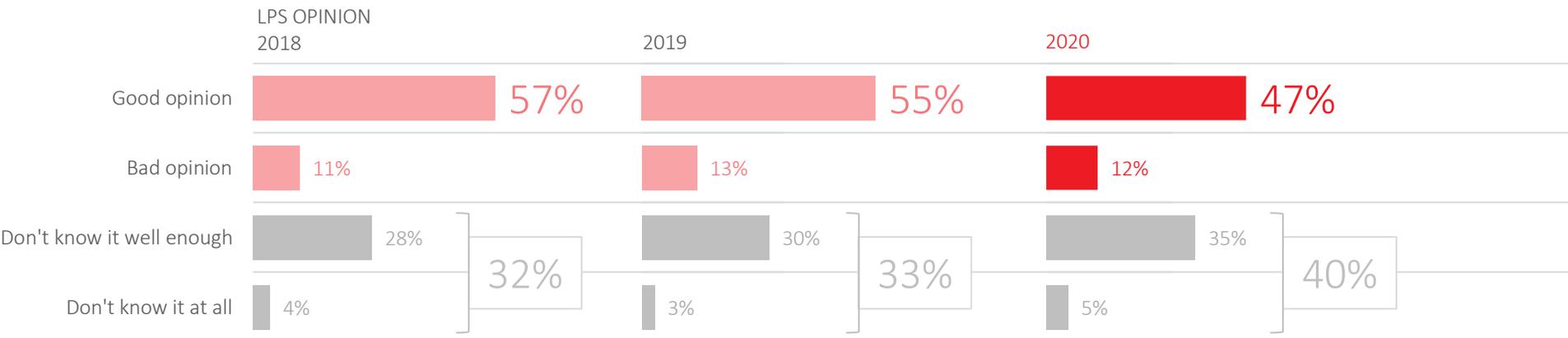
Would you say you...

Base: All (2020 n=1523).

Significantly higher. Significantly lower.

# GROWING UNFAMILIARITY IS AT THE ROOT OF IT. CDNS SEEM MORE UNCERTAIN ABOUT THEIR LOCAL POLICE

Interestingly, **it isn't bad opinion hampering LPS's scores, but rather growing unfamiliarity**: this year, four-in-ten (40%), are unfamiliar with their LPS (particularly women [46%]), with most admitting they simply *don't know their LPS enough* to have an opinion. In previous years, those unfamiliarity was closer to 30%.

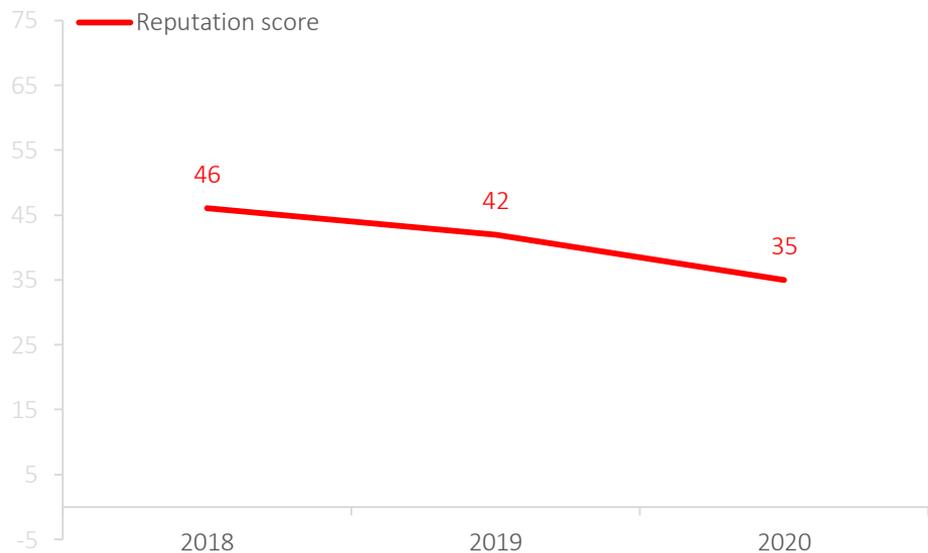


**0001** Thinking about your local Police Service (LPS), please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL. Would you say you...

Bases: All (2020 n=1523 | 2019 n=1566 | 2018 n= 1547).

# REPUTATION IS ON A DOWNWARD TREND EXCEPT IN QUEBEC AND ATLANTIC CANADA.

Overall, **LPS reputation is falling**. Regionally, though, it's not as straightforward. While views in Eastern Canada (i.e. Quebec and Atlantic Canada) appear to be on the rebound (albeit quietly), scores in the rest of the country are on a downward trend. This is especially true in Ontario, where the score dropped 14 points, as well as in BC and Alberta, where both scores dropped by at least 10 points (10 and 11, respectively).



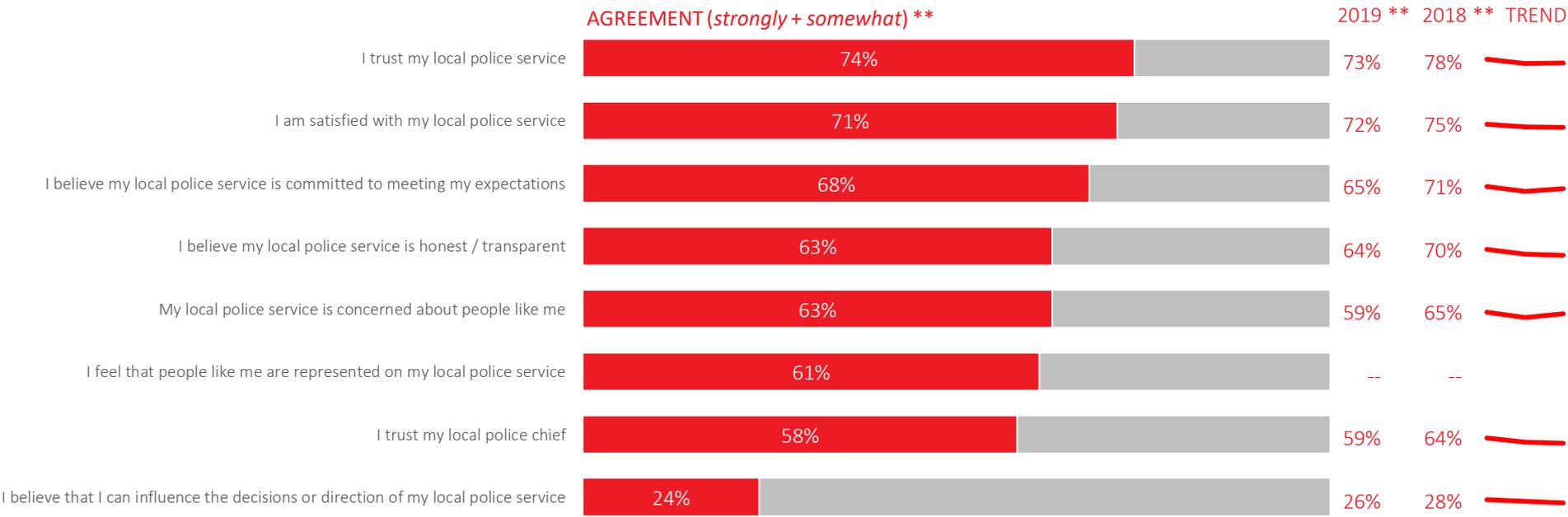
	Regional scores			Trend
	2018	2019	2020	
British Columbia	50	43	33	
Alberta	52	46	35	
The Prairies	39	57	49	
Ontario	45	42	28	
Quebec	44	39	43	
Atlantic Canada	53	32	36	

**0001** Thinking about your local Police Service (LPS), please tell me if you have a GOOD OPINION, a BAD OPINION, you DON'T KNOW THEM WELL ENOUGH to have an opinion, or you DON'T KNOW THEM AT ALL.  
Would you say you...

Bases: All (2020 n=1523 | 2019 n=1566 | 2018 n= 1547).

# RELATIONSHIP SCORES HAVE CHANGED LITTLE

Trust in one’s local police service has traditionally been higher than one’s police chief, and this year is no different. Both measures have changed little since last year. Satisfaction levels have held firm, too, hovering just above the 70% mark. Despite consistently high trust and satisfaction scores, only about a quarter believe they can influence the decisions and/or direction of the their LPS.

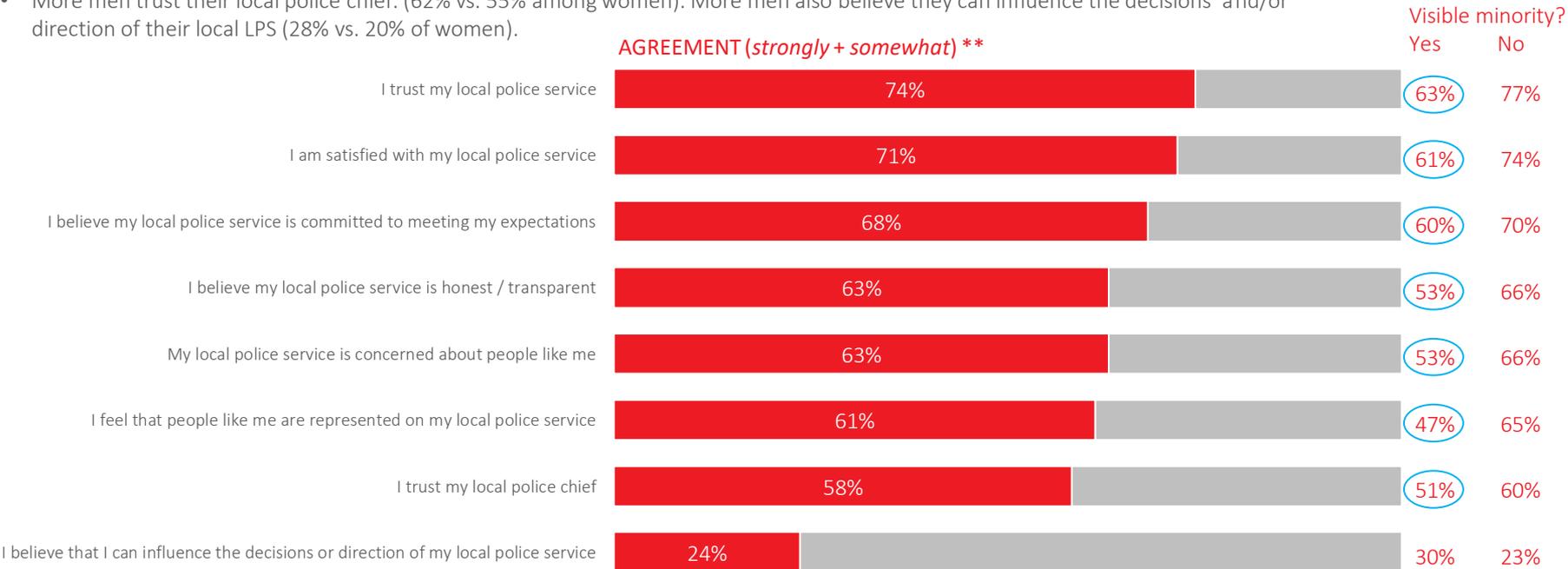


0002 Thinking about your local Police Service, to what extent do you agree or disagree with each of the following statements?  
 \*\* NOTE: In previous years, we excluded those who indicated “Not applicable”. This year, respondents were not allowed to select this option.  
 Bases: All (2020 n=1523 | 2019 n=1566 | 2018 n= 1547).

# VISIBLE MINORITIES SCORE RELATIONSHIP MEASURES LOWER

In all cases, agreement is statistically higher among those who (a) already have a good opinion of their LPS, those who (b) already trust them, and those who are (c) already satisfied with them. Those from a visible minority, however, are usually more critical of the relationship measures (i.e. their scores end up being statistically *lower*). When it comes to age, gender, or region, agreement levels are much more stable, though . . .

- Seniors are much more likely to be (a) satisfied (83% vs. 69% among those <65), and to (b) believe their LPS is committed to meeting their expectations (78% vs. 65% among those <65).
- More men trust their local police chief. (62% vs. 55% among women). More men also believe they can influence the decisions and/or direction of their local LPS (28% vs. 20% of women).



0002 Thinking about your local Police Service, to what extent do you agree or disagree with each of the following statements?

\*\* NOTE: In previous years, we excluded those who indicated “Not applicable”. This year, respondents were not allowed to select this option.

Base: All (2020 n=1523).

Significantly lower.

# QUESTIONS OR NEED MORE INFO?



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