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# **CITIZENS' SATISFACTION AND TRUST SURVEY (CSTS) 2023**

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Sept 2023 to March 2024



THUNDER BAY POLICE SERVICE

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Conducted by  
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## Executive Summary

The Citizen Satisfaction and Trust Survey (CSTS) was initially developed in 2018 to provide the Thunder Bay Police Service (TBPS) and the wider community with valuable insights into citizens' perceptions and experiences concerning the delivery of policing services in Thunder Bay and Oliver Paipoonge. Building on the foundational work of earlier satisfaction surveys, the CSTS includes comprehensive questions that measure various dimensions of trust and satisfaction in the TBPS by the Thunder Bay and Oliver Paipoonge residents.

The 2023 CSTS made significant updates to reflect the evolving landscape of community-police relations and the pressing need for renewed trust and transparency in the wake of recent controversies and the impact of the COVID-19 pandemic. The survey aims to capture the current sentiment of residents in Thunder Bay and Oliver Paipoonge regarding their trust and confidence in the TBPS.

**Key enhancements** in the 2023 survey include:

- **Broadened Data Collection Methods:** In addition to online surveys via Survey Monkey, the 2023 CSTS incorporates in-person surveys conducted at community hubs such as soup kitchens, Grace's Place, TB public libraries, Thunder Bay encampment areas, and other locations with higher marginalized population dwellings. This ensures inclusivity for those without internet access and better represents marginalized communities.
- **Focused Community Engagement:** Collaborations with local organizations such as Diversity Thunder Bay, Salvation Army, Matawa Centre, and the Thunder Bay Indigenous Friendship Centre to facilitate broader dissemination and participation.
- **Detailed Analysis Charts:** The report aimed to provide comprehensive data that enables comparison of yearly results to better understand trends over time. This detailed analysis allows the TBPS to identify areas of improvement, monitor changes in community perceptions, and measure the effectiveness of initiatives implemented to enhance trust and satisfaction within the community.

### Limitation of CSTS 2023

One notable limitation of the CSTS 2023 survey is the potential overrepresentation of marginalized communities. Targeting these groups to ensure their voices are heard risks skewing the data, as their opinions may disproportionately reflect the overall results. This overrepresentation could impact the generalizability of the findings, potentially leading to conclusions that do not accurately reflect the broader population's views. Another limitation is voluntary participation, which may lead to response bias, as those with strong opinions might be more likely to participate.

### Strength of CSTS 2023

The targeted approach to including marginalized communities is also a significant strength of the CSTS 2023 survey. By ensuring that the perspectives of those who are often

underrepresented and disproportionately affected by policing are included, the survey provides valuable insights into the experiences and concerns of these populations. This focus enhances the understanding of the specific issues faced by marginalized groups, allowing for more informed and equitable policymaking and intervention strategies.

## Survey Details

A total of 1,991 participants completed the survey (online and in-person). The ethnic representation among respondents was as follows: 76% identified as White, 12% as Indigenous Peoples, 2% as South Asian, 4% as Other, and 6% did not specify their ethnicity. The gender distribution among respondents was 54% female, 45% male, and 1% non-binary or other, ensuring that the survey captured a wide range of perspectives.

## Experiences with Members of TBPS

Respondents who had direct contact with members of the TBPS reported being treated with respect. This was a significant finding from online and in-person responses, with 78% of respondents indicating respectful treatment. However, satisfaction regarding respect was lower among Indigenous communities, particularly those who called 911, where 39% felt they were not treated with respect.

## Perception of the Organization

**Professionalism:** The perception of professionalism within the TBPS is largely positive, with 69% of respondents viewing the police service positively. However, 31% expressed concerns about the professionalism of the police, particularly among younger and Indigenous respondents.

**Integrity and Honesty:** Respondents had mixed perceptions of the TBPS's integrity and honesty. While 60% of respondents held a positive view, significant concerns were noted, especially among marginalized communities, where only 43% of Indigenous respondents held a positive perception.

## Community Engagement:

- **Sensitivity to Community Needs:** 66% of respondents held a positive view of the TBPS's sensitivity to community needs, but 34% expressed concerns, particularly among younger and Indigenous respondents.
- **Understanding of Community Issues:** 67% of respondents felt the TBPS officers understood community issues, though 33% indicated dissatisfaction, highlighting areas for improvement.

**Perception of Safety:** The perception of safety in Thunder Bay revealed a divided sentiment. While 80% of respondents felt safe during the day, only 51% felt safe at night. Significant concerns were noted, particularly among female respondents. Overall, safety perception is concerning, as only 45% of the respondents felt Thunder Bay was safe.

**Confidence in Calling 911:** 70% of respondents expressed confidence in calling 911, though 30% indicated a lack of confidence, highlighting areas needing improvement.

**Overall Confidence in TBPS:** 53% of respondents had great confidence in the TBPS, while 26% had limited to no confidence. These concerns were higher, particularly among younger, Indigenous, and female respondents.

**Overall Satisfaction with TBPS Services:** 62% of respondents were satisfied with TBPS services, but 38% expressed dissatisfaction, indicating the need for targeted improvements.

**Quality of Service:** 70% of the respondents thought that TBPS provides an average job or better when considering quality of service.

**Conclusion:** The 2023 CSTS highlights positive perceptions and areas requiring significant improvements within the TBPS. The survey indicates higher levels of trust and confidence among certain demographics, such as older residents and homeowners. At the same time, younger, Indigenous, and marginalized communities expressed lower levels of trust and confidence. These findings emphasize the need for the TBPS to engage more effectively with diverse community members, address specific concerns, and rebuild trust through transparent communication, improved response times, and targeted community engagement initiatives.

## Recommendations

### Survey Question Re-evaluation

The Thunder Bay Police Service (TBPS) survey would benefit from several enhancements. Firstly, "My Group" should be clearly defined in survey questions to ensure respondents understand and can provide accurate answers. Additionally, a question should be included to determine if respondents' perceptions of TBPS have changed since the last survey, with options to indicate whether the change is for the better or worse. Lastly, people with safety concerns should be asked further questions to increase their knowledge of why they feel Thunder Bay is unsafe.

### Qualitative Survey Side by Side

It is also recommended that a qualitative study be incorporated alongside the quantitative survey. This could involve interviews or focus groups to gain deeper insights into respondents' opinions and the reasons behind any changes in perception or their opinions. Implementing a scoring system to quantify qualitative data can help pinpoint specific areas of concern.

### Yearly Comparisons

Finally, it is advisable to include a section for yearly comparisons to track changes in perceptions over time. This will help identify trends and assess the impact of new initiatives or changes within the TBPS. These enhancements will improve the effectiveness of the survey and provide a more comprehensive understanding of community perceptions

### Developments Involving Thunder Bay Police Service during the Survey

Before and during the implementation of this survey, activities regarding Thunder Bay Police Service (TBPS) leadership were prominent in local, provincial and national news. This includes an Ontario Provincial Police (OPP) investigation into allegations of misconduct within the TBPS and the suspension of the then Chief, the Deputy Chief, and other leaders. Subsequently, charges were laid by the OPP against the former Chief and the former in-house lawyer for TBPS.

Additionally, the TBPS and Board faced several human rights complaints filed by current and former police officers. The Thunder Bay Police Services Board was overseen by a provincial administrator until March 31, 2024.

## Methodology of the Citizen Satisfaction & Trust Survey 2023

### Survey Design

The survey questions were the same quantitative questions used in the 2019 survey, with 30 questions designed to capture various aspects of community-police interactions. Demographics, such as age, gender, ethnicity, and residence location, were included to ensure the responses represented the region's diverse population. Questions focused on key areas such as the quality of service provided by the TBPS, visibility of police in the community, professionalism, honesty, and integrity of the police officers.

### Data Collection Methods

The survey was conducted using two primary methods: online and in-person. Both online and in-person surveys were distributed and recorded via Survey Monkey. Online surveys were promoted through the social media channels of Thunder Bay Police Service, and local organizations such as Diversity Thunder Bay, Grace Place, TB public libraries, and the Thunder Bay Indigenous Friendship Centre assisted in sharing the survey. In-person surveys were meticulously conducted at community hubs like soup kitchens, Grace Place, public libraries, Salvation Army, outside "tent-city" areas and other accessible locations to ensure the inclusion of marginalized communities. The in-person data were manually entered into Survey Monkey for analysis, ensuring the thoroughness of the data collection process.

### Participant Recruitment

The survey targeted Thunder Bay and Oliver Paipoonge residents, aiming for a representative sample based on the latest Statistics Canada data. Efforts were made to include participants from diverse backgrounds, especially Indigenous, racialized, and marginalized communities. The in-person participants were chosen based on interest and willingness to participate, ensuring an inclusive and respectful participant recruitment process.

### Survey Success Criteria

To be considered successful, the survey aimed to obtain responses from 2000 participants. The ethnic representation was targeted to align with the demographic composition of Thunder Bay and Oliver Paipoonge: European (78.41%), Indigenous Peoples (14.12%), South Asian (2.57%), and Others (4.57%).

### Strengths

Surveying marginalized communities, such as those frequenting soup kitchens or living in underserved areas, presents several significant strengths. Firstly, these communities often experience higher levels of policing and other forms of state intervention. By capturing their perspectives, the survey provides valuable insights into the effectiveness and fairness of these interactions, which is crucial for developing policies that can improve trust and satisfaction with public services among these groups. Secondly, including marginalized communities helps to



illuminate specific needs and disparities that might otherwise be overlooked. This approach ensures that the voices of those frequently underrepresented in general surveys are heard, fostering a more comprehensive understanding of community-wide issues and promoting more inclusive policy-making. Lastly, engaging these communities provides direct feedback on the impact of existing policies and services, helping to identify areas requiring immediate attention or reform. This can lead to more effective and equitable policy solutions that address the root causes of dissatisfaction and mistrust.

## Limitations

However, there are notable limitations to consider when including marginalized communities in such surveys. One key limitation is the potential for bias, as data collected from marginalized groups may not be representative of the broader population. These groups may have unique experiences and perspectives that differ significantly from the general public, potentially skewing overall survey results. This bias must be accounted for during data analysis to ensure accurate and balanced interpretations. Another significant limitation is non-representative sampling, where the inclusion of marginalized communities can lead to an over-representation of their views relative to their proportion in the general population. This over-sampling might mislead policymakers about the prevalence of certain issues or the level of dissatisfaction within the wider community. By acknowledging these strengths and limitations, the survey can provide a more balanced view that underscores the importance of including marginalized communities while also addressing the potential challenges and biases that must be managed in the analysis and reporting phases.

## The Survey

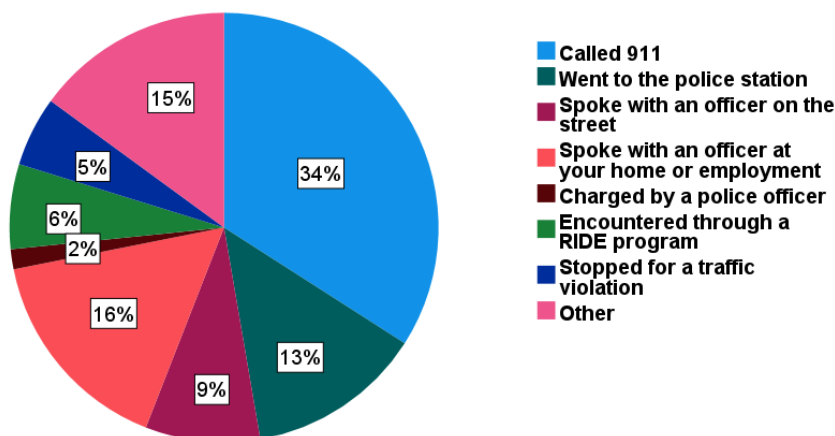
A total of 1991 participants completed the survey, which was just shy of the target of 2000 responses. The ethnic representation among respondents was as follows: 76% identified as White, 12% as Indigenous Peoples, 2% as South Asian, 4% as Other, and 6% did not specify their ethnicity. The gender distribution among respondents was 54% female, 45% male, and 1% non-binary or other, ensuring that the survey captured a wide range of perspectives.



## Findings Respect

Respect was measured by asking the respondents about the contact that they had with Thunder Bay Police Services, which included calling 911 (34%), Going to the Police Station (13%), speaking with an officer (25%), encountering ride program(6%) Stopped for a traffic violation (6%) and other (15%).

If yes, What type of contact did you have?



About 73 % of respondents reported contact with TBPS. Out of these respondents, **78%** were treated with respect when they came in contact with TBPS members.

When you had this contact, were you treated with respect by the Thunder Bay Police Service officer or other staff member you dealt with?



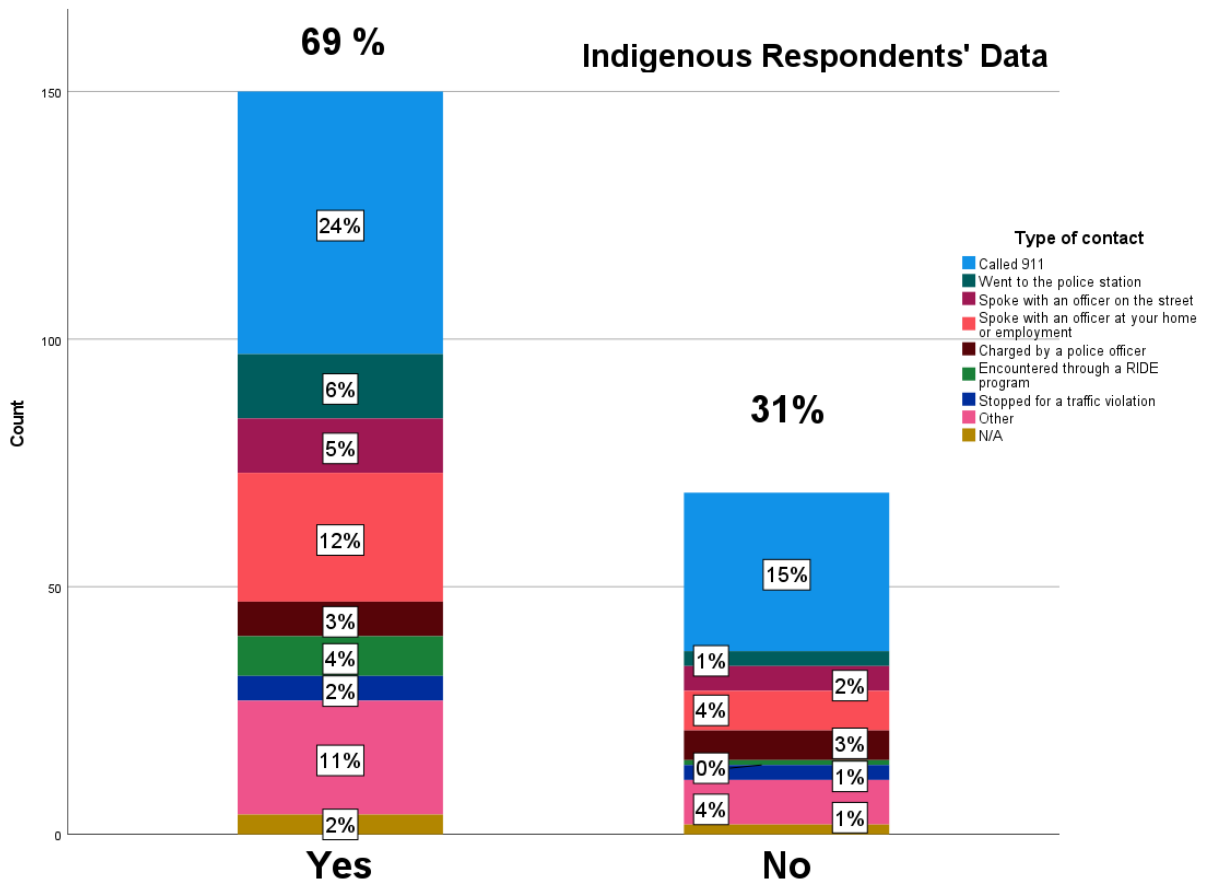
n=1299 Not Included in this graph N/A (n=498)

Perception of respect was lower with Indigenous respondents who had contact with the Thunder Bay Police Service (TBPS). Only **69%** (n=217) felt they were treated with respect. Within the Indigenous respondents, the perception of respect was highest when Indigenous respondents came into contact with police officers (going to the police station, spoke with an officer at home



or street), where **76 %** (n=85) of Indigenous respondents felt that they were treated with respect. The perception levels of respect were lowest amongst 911 callers, where 39% (n=85) of the Indigenous respondents felt like they were not treated with respect.

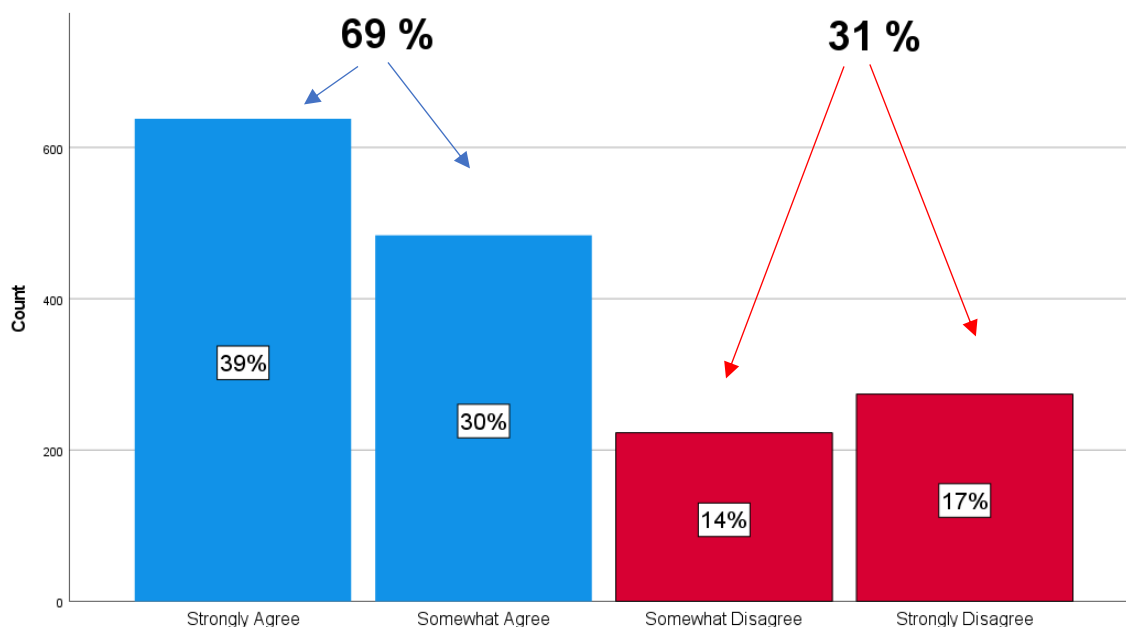
## When you had this contact, were you treated with respect by the TBPS?



## Professionalism

The perception of professionalism within the Thunder Bay Police Service is largely positive but reveals areas for improvement. Excluding neutral responses, **69%** of participants (39% strongly agree, 30% agree) think the Thunder Bay Police Service exhibits professionalism in its work. However, a significant minority, 31%, disagree (14% somewhat disagree and 17% strongly disagree), highlighting concerns among nearly a third of the respondents about the professionalism of the police.

### The Thunder Bay Police Service shows professionalism in it's work.



**n=1619**, not including neutral responses n=218

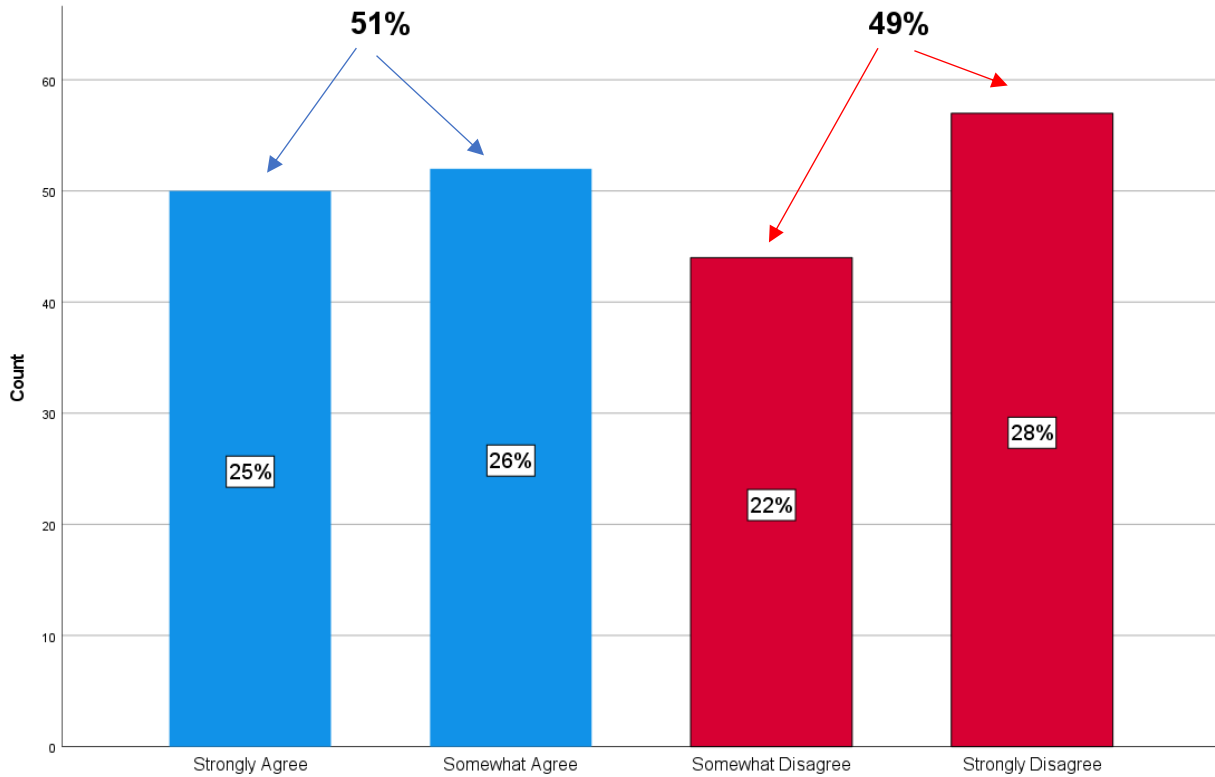
The demographic breakdown provides further insights into these perceptions. Among age groups, **87%** of 273 respondents aged 65-74 years old showed the highest level of satisfaction with professionalism. In contrast, 18-24 years and 25-34 years showed the least with 68% of 263 respondents.

Excluding neutral responses, 51% of Indigenous respondents (25% strongly agree, 26% somewhat agree) think the Thunder Bay Police Service exhibits professionalism in its work. Conversely, 49% disagree (22% somewhat disagree and 28% strongly disagree), indicating concerns about the professionalism of the police.



## The Thunder Bay Police Service shows professionalism in it's work.

Indigenous Respondents' Data



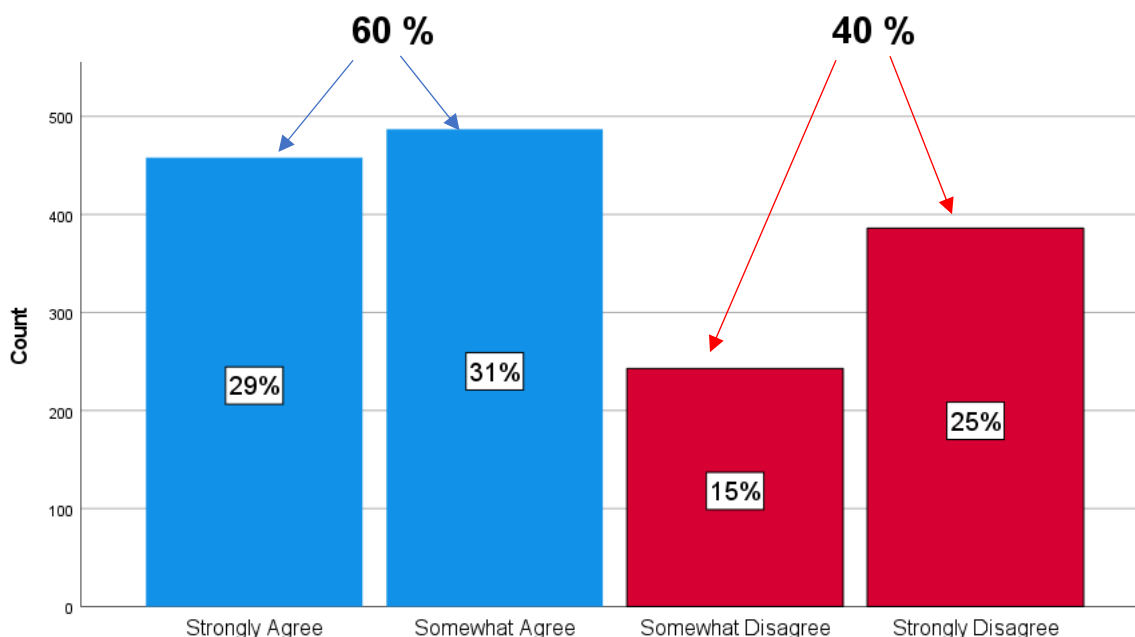
n=203, not including neutral responses n=39 \*



### Integrity and Honesty

The perception of integrity and honesty within the Thunder Bay Police Service is positive. 60% of respondents believe that the TBPS demonstrates integrity and honesty, with 29% strongly agreeing and 31% somewhat agreeing. However, 40% of respondents expressed concerns (15% somewhat disagree and 25% strongly disagree), indicating significant areas for improvement.

**Thunder Bay Police Service is an organization with integrity and honesty.**



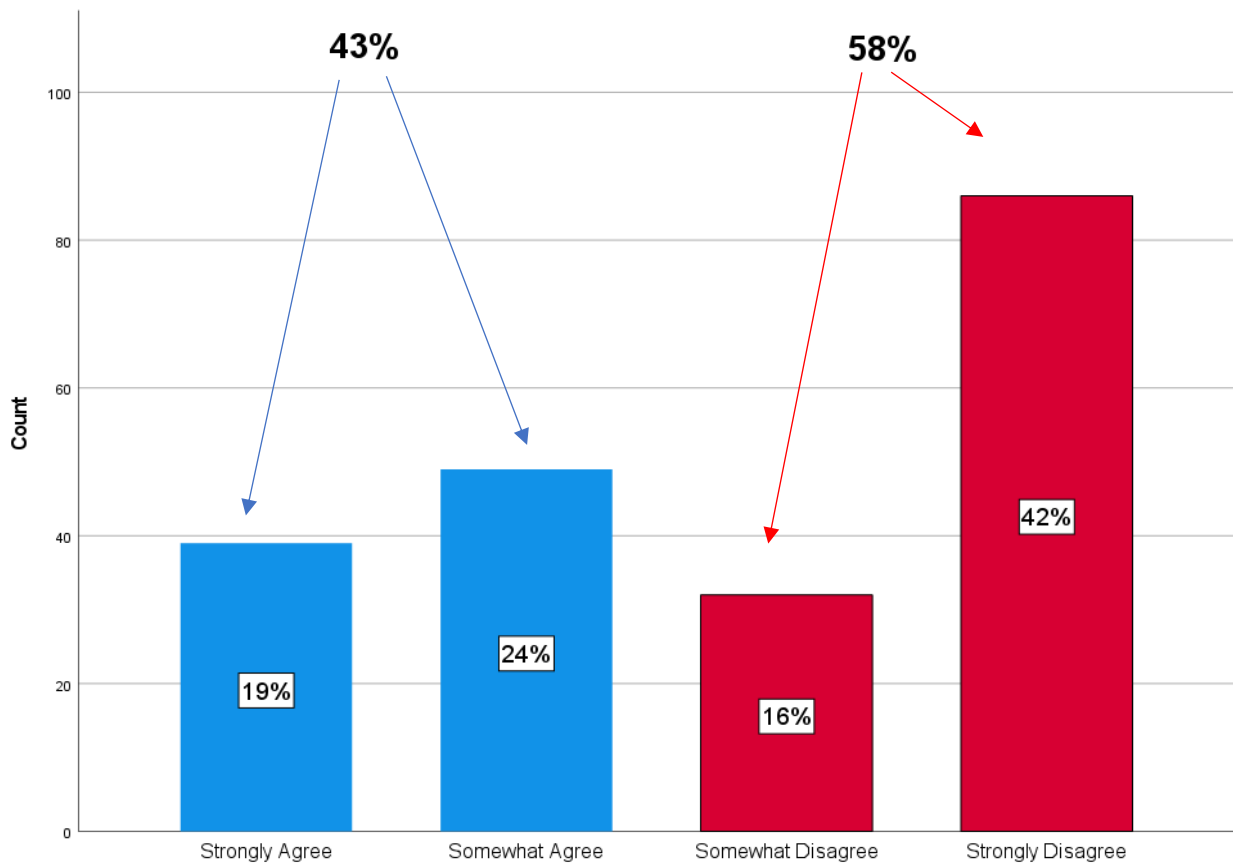
n=1574, not included neutral response n=254

When examining Indigenous respondents specifically, the perception is notably different. While 60% of Indigenous respondents agree that the TBPS demonstrates integrity and honesty (29% strongly agree and 31% somewhat agree), 40% expressed concerns, 15% somewhat disagree, and 25% strongly disagree.



### The Thunder Bay Police Service is an organization with integrity and honesty.

Indigenous Respondents' Data



n=206, not included neutral response n=34 \*

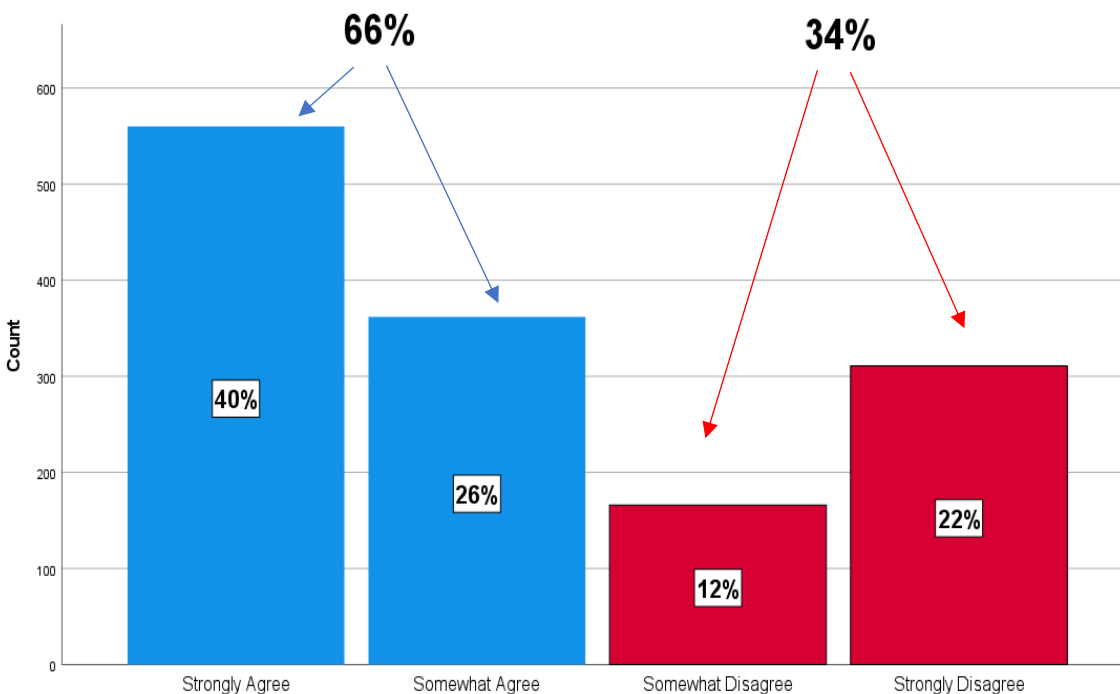




## Community Engagement

The perception of the Thunder Bay Police Service's sensitivity to community needs is mixed, with notable differences based on demographic factors. Excluding neutral responses, 40% of respondents strongly agree that the police are sensitive to their needs, while 26% somewhat agree, resulting in a combined **66%** of participants holding a positive view. However, a significant minority, 34%, disagree (12% somewhat disagree and 22% strongly disagree), highlighting concerns among a considerable portion of the population about the police's sensitivity. This indicates that while the majority view the police favourably, a substantial group feels underserved or overlooked.

The Thunder Bay Police Service is sensitive to the needs of MY group.

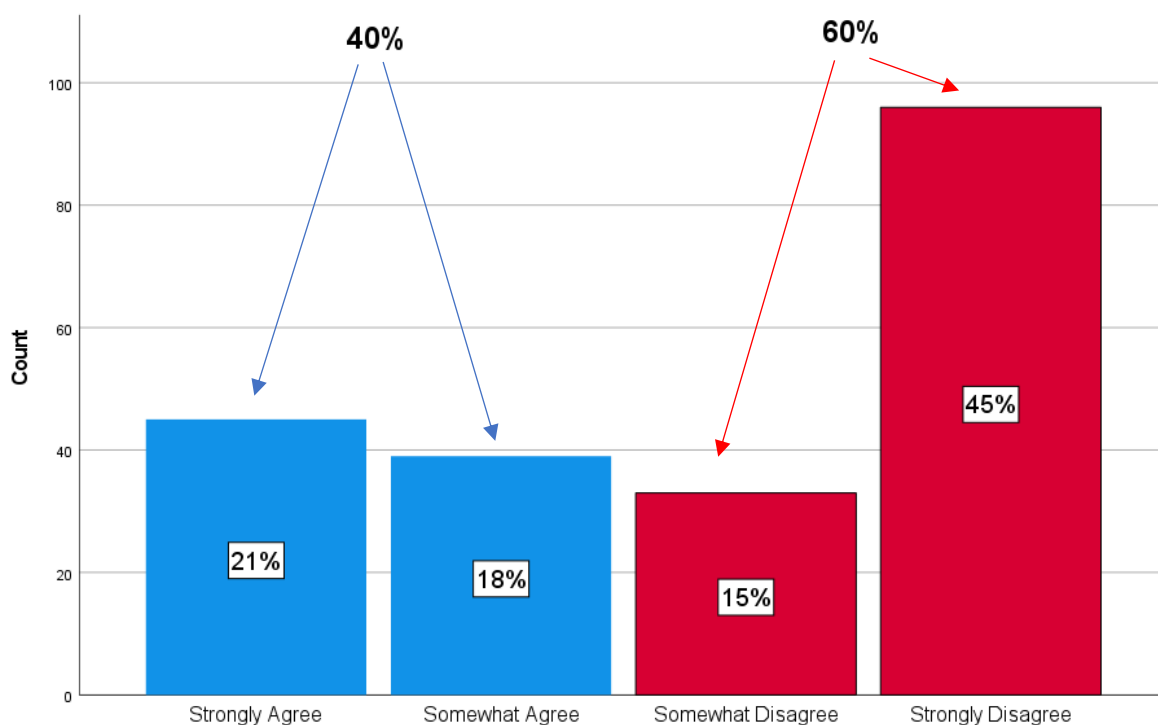


n=1399, not included neutral responses n=313

Perceptions of the TBPS's sensitivity to community needs show considerable room for improvement. While 38% of respondents believe that the TBPS is sensitive to the needs of their group (20% strongly agree and 18% somewhat agree), a notable 62% expressed dissatisfaction. Specifically, 15% somewhat disagree and 47% strongly disagree, indicating that a significant portion of the community feels their needs are not being adequately addressed. This underscores the importance of the TBPS engaging more effectively with the community to better understand and meet their needs.

## The Thunder Bay Police Service is sensitive to the needs of MY group.

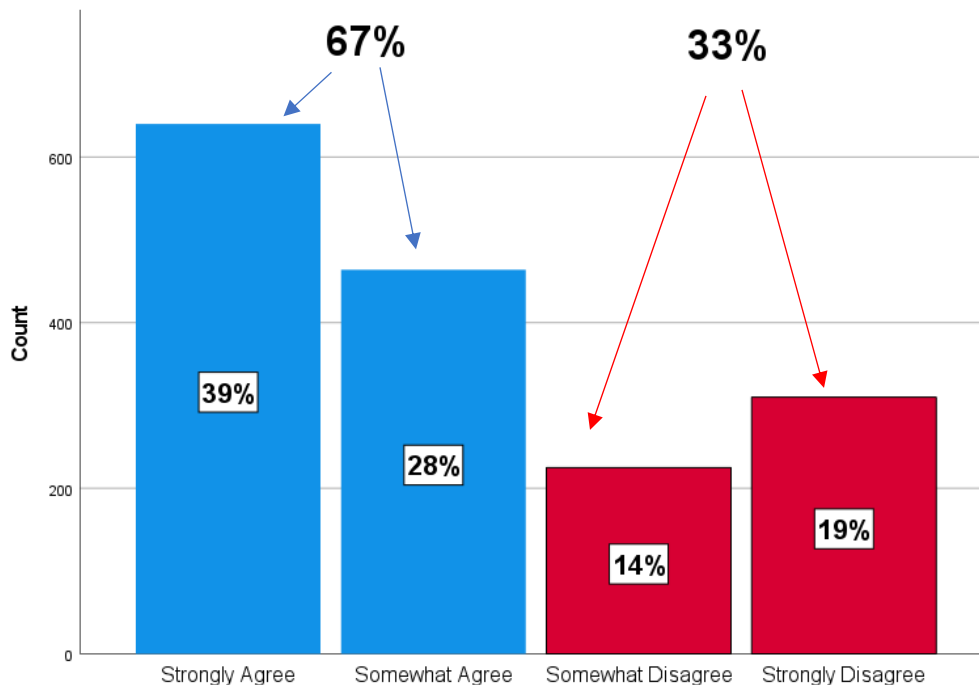
Indigenous Respondents' Data



n=213, not included neutral responses n=24 \*

The perception of the Thunder Bay Police officers' understanding of community issues is relatively positive, though with notable areas for improvement. Excluding neutral responses, 39% of respondents strongly agree that the police understand the issues affecting their community, while 28% somewhat agree. This combined 67% of participants reflects a significant confidence in the police's awareness and engagement with local concerns. However, a notable minority, 33%, disagrees (14% somewhat disagree and 19% strongly disagree), indicating dissatisfaction and unmet expectations among a considerable portion of the population. These findings suggest a need for enhanced engagement strategies to address the concerns of the dissatisfied minority.

**The Thunder Bay Police officers understand the issues that affect my community.**



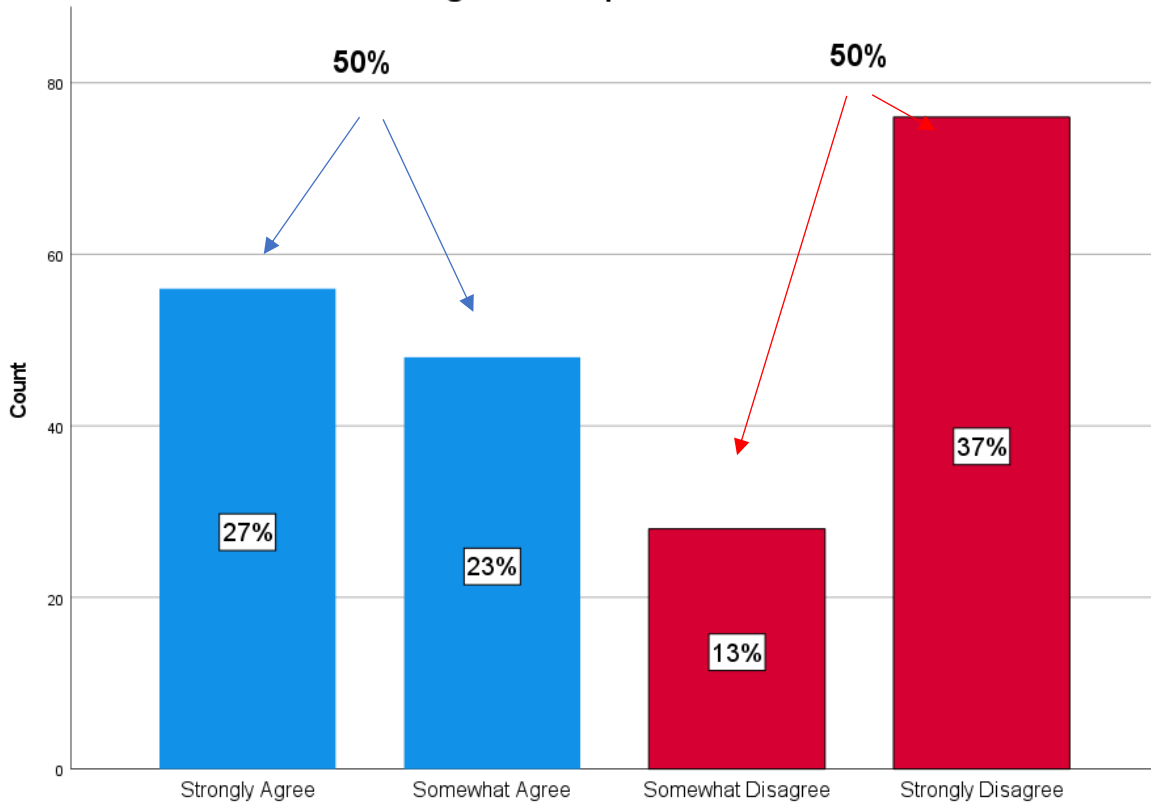
n=1639, not included neutral responses n=194

Excluding neutral responses, 50% of Indigenous respondents (27% strongly agree, 23% somewhat agree) think the Thunder Bay Police officers understand the issues that affect their community. Conversely, 50% disagree (13% somewhat disagree, 37% strongly disagree), indicating equal concern about the officers' understanding of community issues.



### The Thunder Bay Police officers understand the issues that affect my community.

Indigenous Respondents' Data



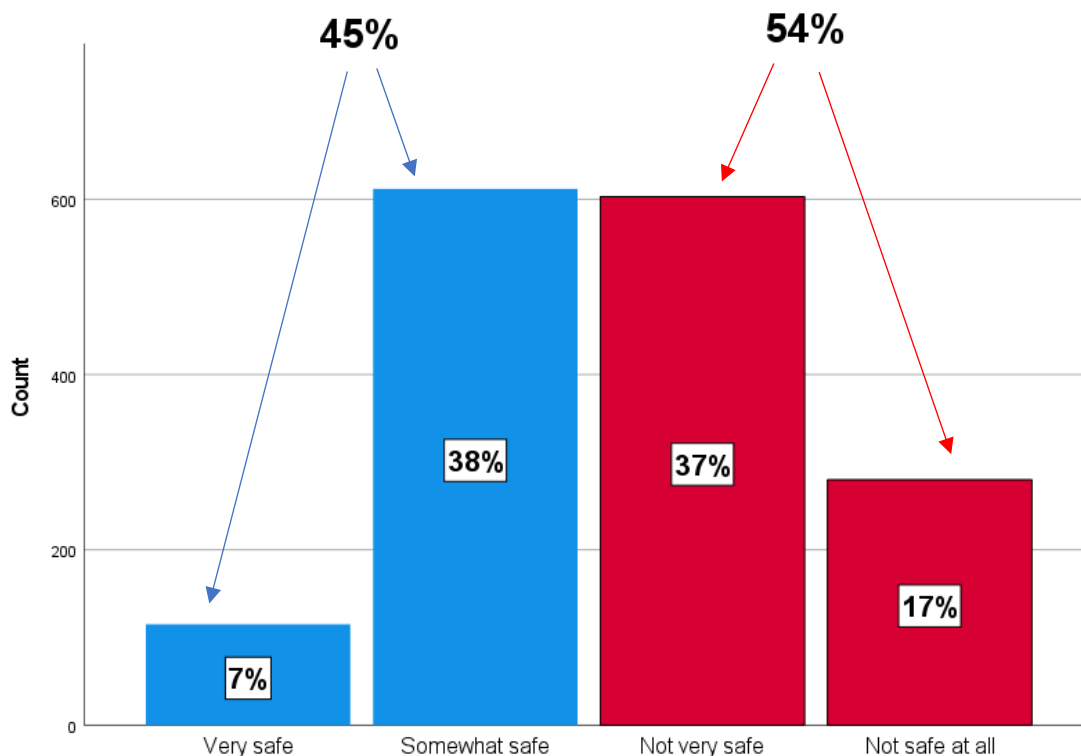
n=208, not included neutral responses n=34 \*



## Safety of Thunder Bay and Oliver Paipoonge

The perception of safety in Thunder Bay reveals a divided sentiment among its residents. According to the survey, only 7% of respondents consider Thunder Bay to be very safe, indicating a high level of confidence among a small minority. On the other hand, 33% of respondents view the city as somewhat safe, suggesting moderate confidence with some underlying concerns. Notably, an equal proportion of respondents (33%) believe Thunder Bay is not very safe, highlighting significant apprehensions regarding safety. Moreover, 15% of the population feel that Thunder Bay is not safe at all, reflecting a substantial level of dissatisfaction and worry about the city's safety environment. These findings point to a polarized perception of safety, with nearly half of the respondents (48%) expressing considerable safety concerns.

### How safe do you consider Thunder Bay to be?



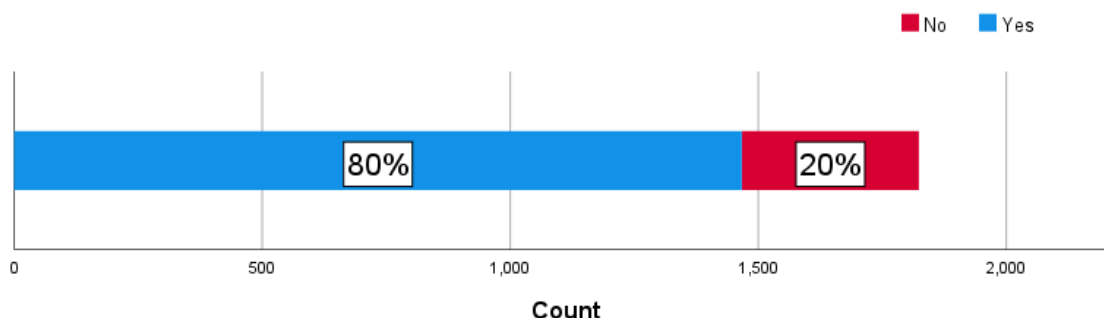
n=1610, not included neutral responses n=229

### Safety in daytime



The perception of daytime safety in Thunder Bay is generally positive, with a significant majority of respondents (80%) reporting that they feel safe in their neighbourhood during the day. This indicates strong confidence in the community's safety measures and a generally secure environment for most residents. However, a notable proportion of respondents (20%) reported that they do not feel safe during the day, highlighting a concern for nearly one-fifth of the population. These findings suggest that while the overall perception of daytime safety is favourable, there are specific concerns and experiences that need to be addressed to improve the sense of security for all residents.

## Do you feel safe in your neighbourhood during the day?



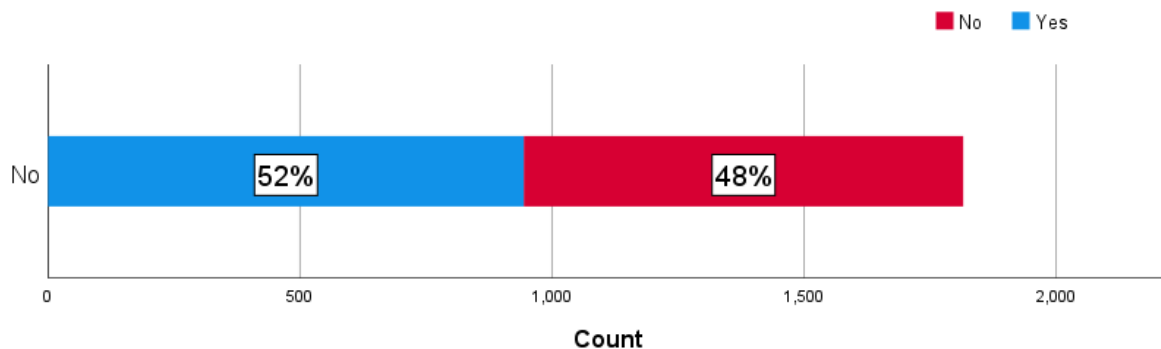
n=1824

### Safety at nighttime

The perception of nighttime safety in Thunder Bay reveals a divided sentiment among residents. A slight majority of respondents (51%) reported feeling safe in their neighbourhood at night, indicating that just over half of the participants have a positive view of nighttime safety. However, a significant proportion (47%) expressed that they do not feel safe at night, highlighting substantial concerns regarding nighttime safety.



### Do you feel safe in your neighbourhood at night?



**n=1816**

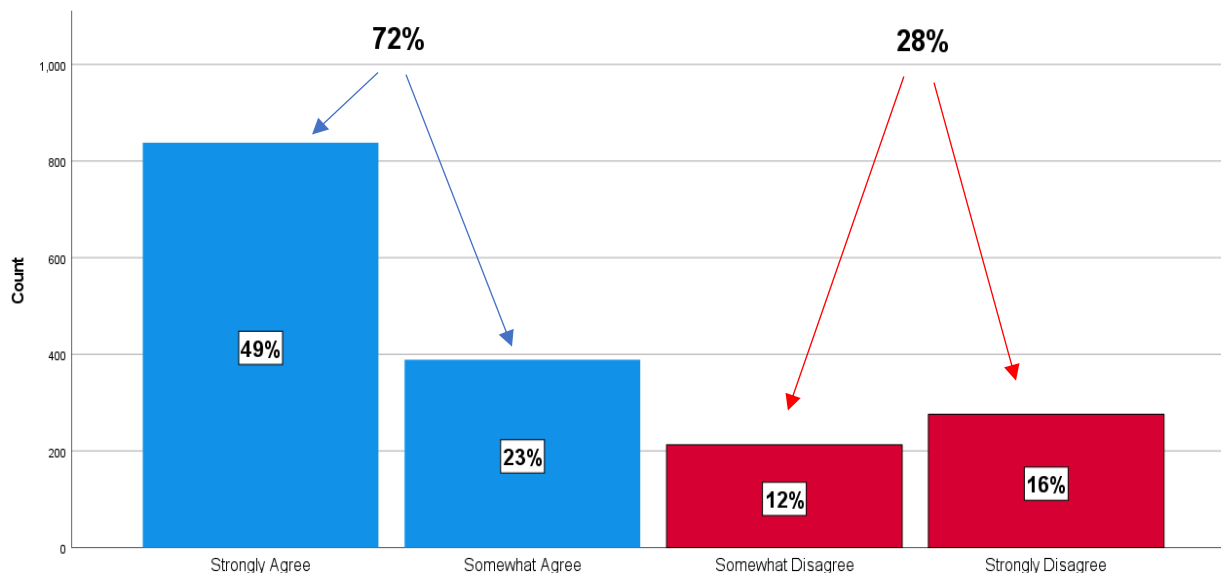
In Thunder Bay, there is a notable difference in safety perception between renters and homeowners. A significant portion of renters, 62%, feel that the city is not safe, with only 38% perceiving it as safe. On the other hand, 48% of homeowners consider Thunder Bay to be safe, while 52% feel that it is not safe. A similar trend is observed among those who chose the "N/A" category, indicating that the perception of safety is generally lower among non-homeowners.

This pattern is also reflected in the differences between genders. A larger portion of females, 59%, feel that the city is not safe, with only 41% perceiving it as safe. In contrast, 46% of males consider Thunder Bay unsafe, while 54% feel safe.



## Confidence

I would have confidence in calling 911 if I was in an emergency situation requiring police assistance.



n=1716, not included neutral response n=129

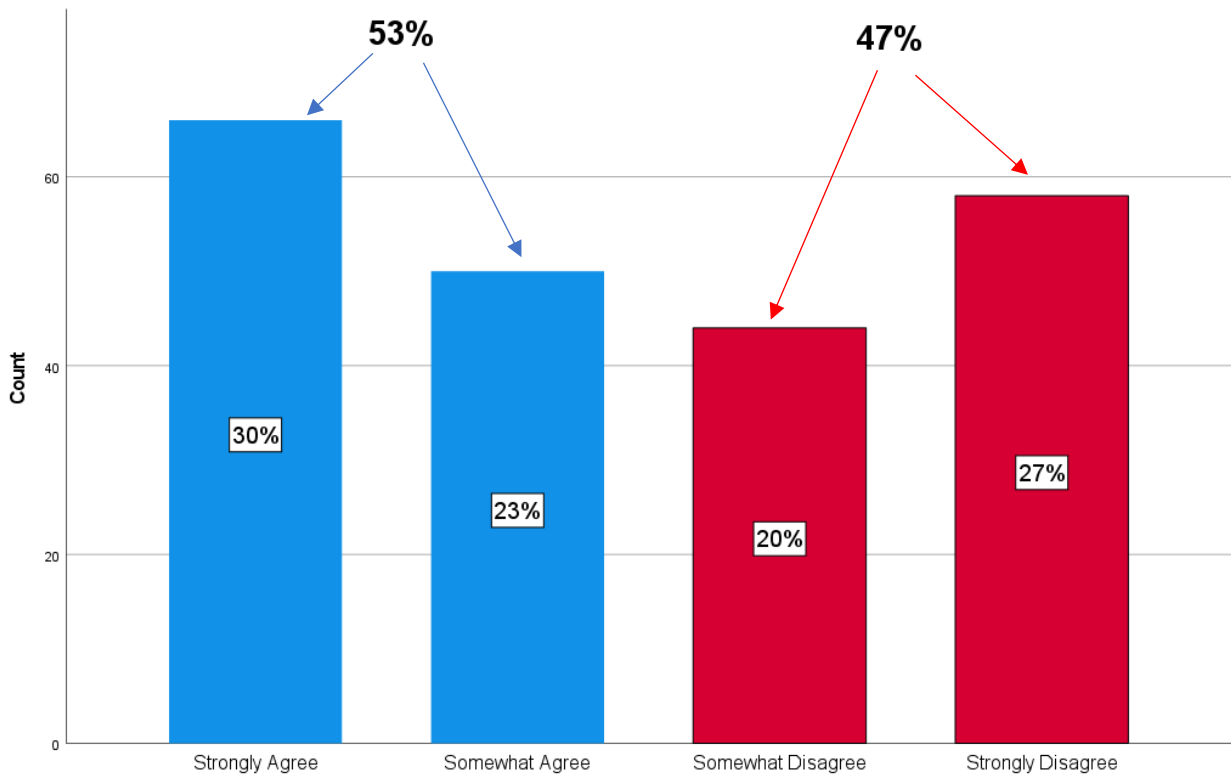
The perception of confidence in calling 911 in Thunder Bay during an emergency reveals a mix of strong trust and notable concerns among residents. Excluding neutral responses, 49% of respondents strongly agree they have confidence in calling 911, while 23% somewhat agree, leading to a combined **72%** of participants expressing trust in the emergency response system. However, a significant minority, **28%**, disagree (12% somewhat disagree and 16% strongly disagree), indicating a lack of confidence that could stem from previous unsatisfactory experiences, perceived response delays, or doubts about the effectiveness of police intervention during emergencies. These findings emphasize the importance of addressing public concerns to maintain and improve the trust in emergency services.

Excluding neutral responses, 53% of Indigenous respondents (30% strongly agree, 23% somewhat agree) have confidence in calling 911 in an emergency situation requiring police assistance. Conversely, 47% do not have confidence (20% somewhat disagree, 27% strongly disagree), indicating significant concerns about relying on 911 for police assistance.



I would have confidence in calling 911 if I was in an emergency situation requiring police assistance.

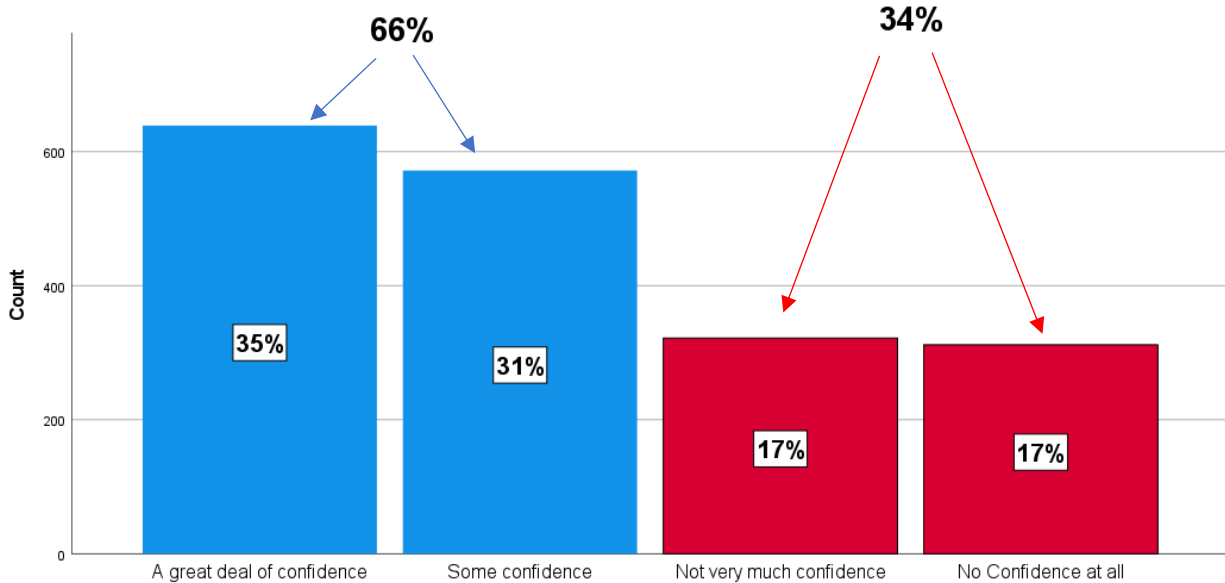
Indigenous Respondents' Data



n=218, not including neutral responses n=24 \*



### How much confidence do you have in the Thunder Bay Police Service?



n=1845

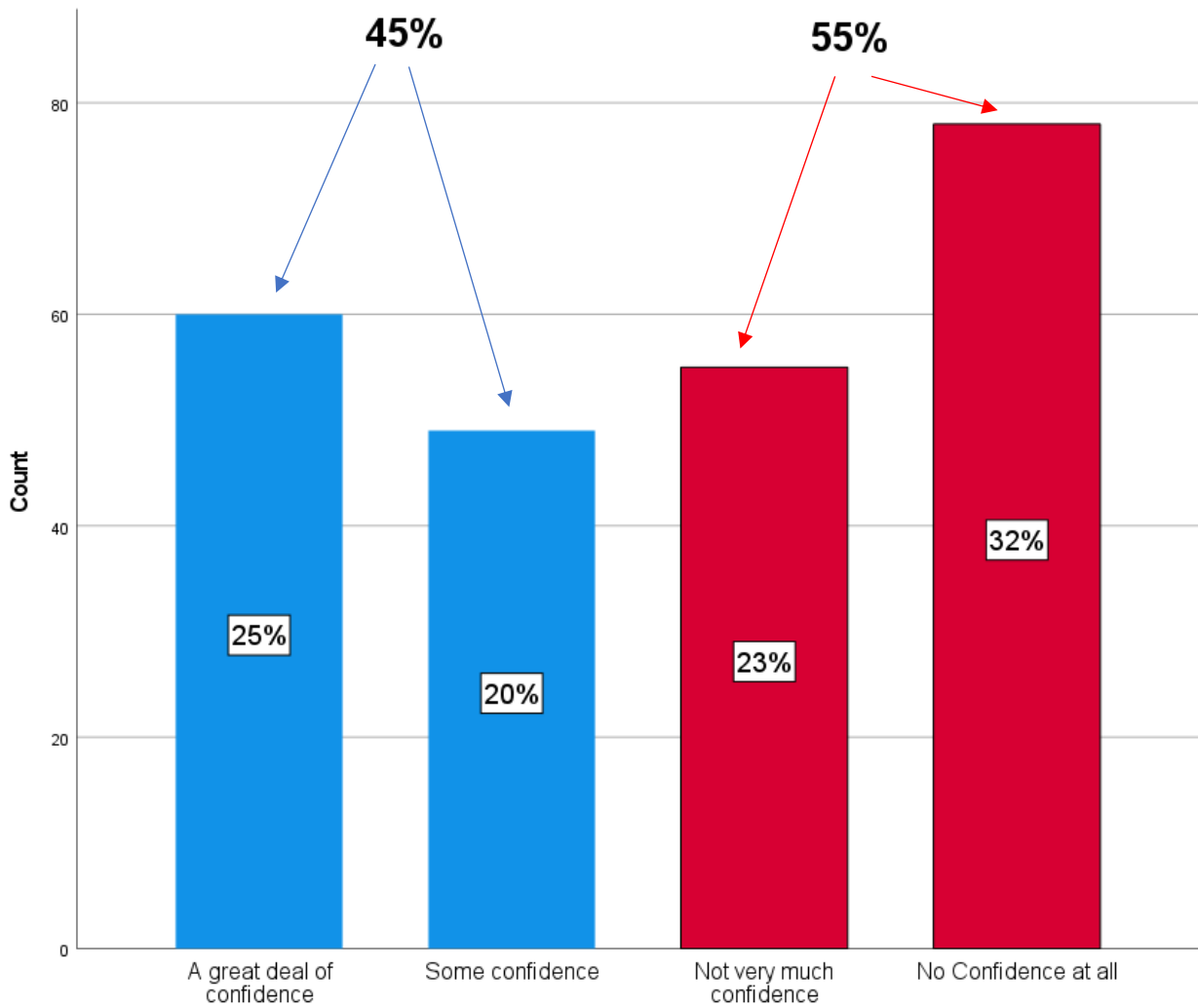
The perception of confidence in the Thunder Bay Police Service shows a community that is generally supportive but also has significant reservations. Excluding neutral responses, 35% of respondents have great confidence in the police service, while 31% have some confidence, leading to a combined **66%** expressing trust. However, a considerable portion, **34%**, has limited to no confidence, with 17% not having much confidence and another 17% having no confidence at all. This split indicates that while a majority trust the police, there is a substantial minority with concerns that need addressing, potentially stemming from personal experiences, perceived effectiveness, or broader community issues. These findings underscore the need for the police service to continue building trust and addressing the specific concerns of the less confident segment to enhance overall community relations.

Excluding neutral responses, 45% of Indigenous respondents (25% have a great deal of confidence, 20% have some confidence) expressed confidence in the Thunder Bay Police Service. Conversely, 55% do not have confidence (23% have not very much confidence, 32% have no confidence at all), indicating many respondents have concerns about their confidence in the police service.



# How much confidence do you have in the Thunder Bay Police Service?

## Indigenous Respondents' Data

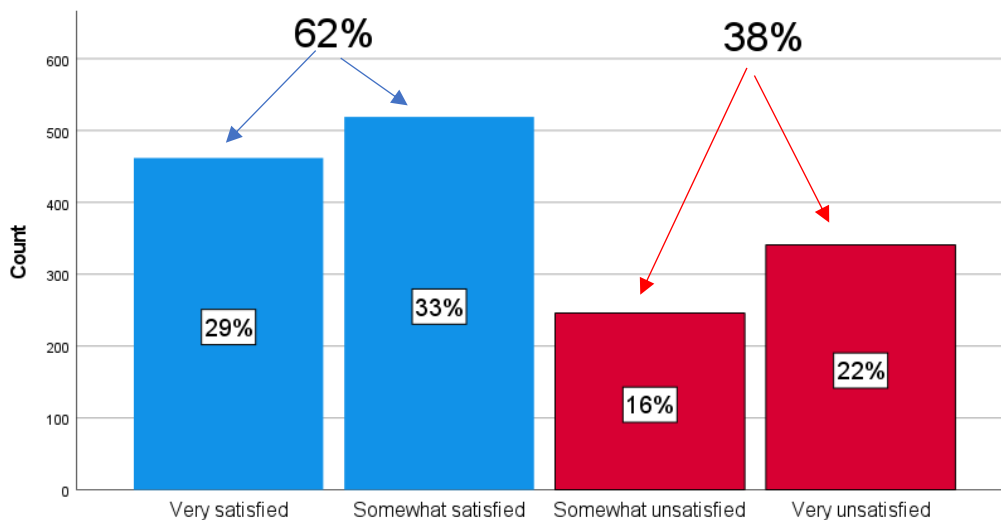


n=242 \*



## Satisfaction

Please indicate your overall level of satisfaction with the services provided by the Thunder Bay Police Service.



n=1568, not included neutral response n=248

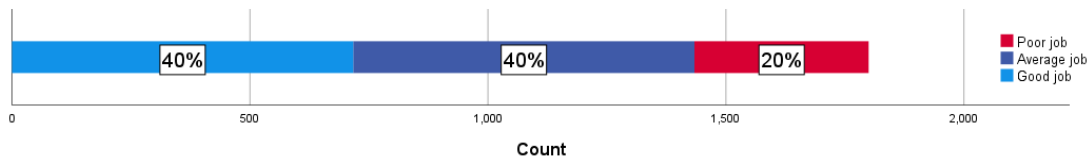
The overall satisfaction with the services provided by the Thunder Bay Police Service (TBPS) shows a range of opinions among the community. Excluding neutral responses, 29% of respondents are very satisfied, and 33% are somewhat satisfied, indicating that a majority (62%) holds a positive view of the TBPS services. However, a significant minority, 38%, express dissatisfaction (16% somewhat unsatisfied and 22% very unsatisfied), highlighting areas where improvements are needed. These findings suggest that while there is a general level of satisfaction, addressing the concerns of the dissatisfied minority is crucial for improving overall perceptions.





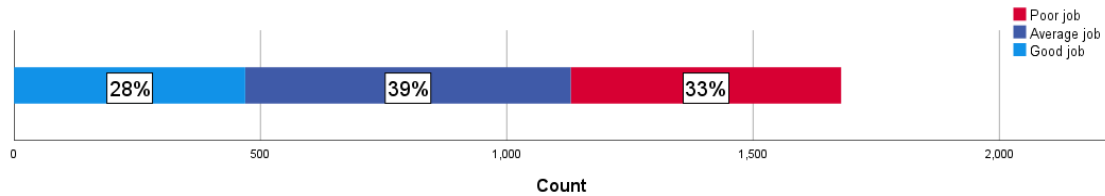
## Quality of Service

### Enforcing the law



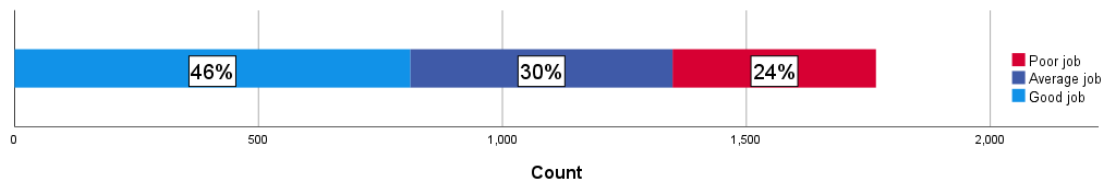
n=1800

### Promptly responding to calls.



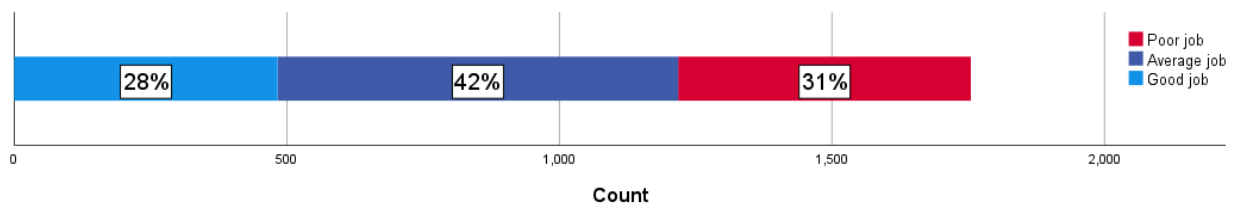
n=1679

### Being approachable and easy to talk to.



n=1766

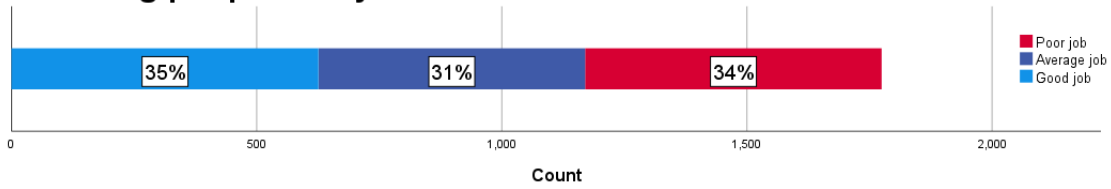
### Supplying information to the public on ways to prevent crime.



n=1755

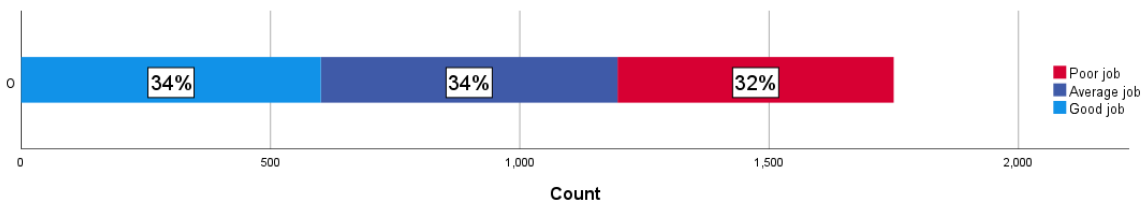


## Treating people fairly.



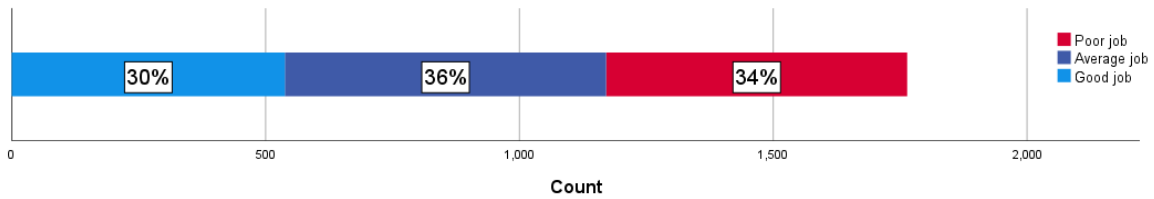
n=1775

## Building relationships with community members and groups.



n=1750

## Working with the public to address their concerns.



n=1764



The perception of the overall quality of the Thunder Bay Police Service (TBPS) was evaluated based on the average of several key performance areas, including enforcing the law, promptly responding to calls, being approachable and easy to talk to, supplying information to the public on ways to prevent crime, treating people fairly, building relationships with community members and groups, and working with the public to address their concerns. On average, 34% of respondents rated the TBPS as doing a good job in these areas, while 36% felt that the TBPS was performing at an average level. However, 30% of respondents rated the TBPS as doing poorly. These results suggest that while a significant portion (**70%**) of the community views TBPS positively, a notable proportion (30%) still perceives room for improvement in the overall quality of service provided.

## Appendix

\* Statistical analysis shows that the differences between the Indigenous population and the general population are statistically significant for age grouping and gender ( $p < .001$ ) with moderate and small effect sizes respectively.