



Lethbridge Public Opinion Study – Winter 2010

Police Service Evaluations for Lethbridge Regional Police Service

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Methodology

-  **Population** The city of Lethbridge has a total population of 85,492 residents (2009 municipal census) approximately 80.1% of which are 18 years of age or older (68,988). A total of 41,967 Lethbridge residents are male (49.1%) while 43,525 are female (50.9%). South Lethbridge is home to 30,168 residents (35.3%) while the rapidly expanding west side is now home to 30,489 residents (35.7%). There are 24,835 north Lethbridge residents (29.0%). Coaldale has a total population of 6,943 residents (2009 Census).
-  **Sample** Data were collected by Lethbridge College and Athabasca University students enrolled in STS270 – Social Science Research Methods in the winter of 2010. Students interviewed 888 adult Lethbridge and Coaldale residents by telephone from February 6 to 8, 2010 under the supervision of School of Liberal Arts faculty members Faron Ellis, PhD and Marda Schindeler, MA. Telephone numbers were selected from a sample drawn from InfoCanada directories. We sincerely appreciate and thank all those who took time to respond to our survey. Full methodological notes for samples from previous Lethbridge and Alberta Public Opinion Studies can be obtained by visiting the CSRL web pages at: www.lethbridgecollege.ab.ca/go/csrl
-  **Representativeness** Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the adult population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population (gender, age and area of the city of Lethbridge).
-  **Confidence** The weighted sample yields a margin of error of ± 3.27 percentage points, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data. For example, the margin of error is ± 3.5 percentage points, 19 times out of 20 for the Lethbridge subsample and ± 8.8 percentage points for the Coaldale subsample.
-  **IB Commons Call Centre** Students conducted interviews using the facilities of the Lethbridge College IB Commons Call Centre and applications developed by the Open Source Learning Lab. We thank Dr. James Manis and the OSLI for their efforts in working with us to establish and maintain the IB Commons Call Centre.
-  **Sponsorship** These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at Lethbridge College. This particular set of question was sponsored by Lethbridge Regional Police Service. We thank LRPS for its support of our research efforts.

Executive Summary

Perceptions of Lethbridge Regional Police Service

Performance

A substantial majority of Lethbridge residents (69.9%) believe Lethbridge Regional Police Service is doing a good job policing their community, up from approximately 64% who thought similarly in 2006 and 2007. Only a small minority (5.6%) believes LRPS is doing a poor job, while slightly less than one-quarter (24.5%) say the police are performing adequately. A clear majority of Coaldale residents (68.2%) believe Lethbridge Regional Police Service is doing a good job, up significantly from the 49.6% who thought similarly in 2007.

Meeting Expectations

A clear majority of residents (65.4%) believe LRPS is doing a good job in meeting expectations, similar to what was measured in 2006 and up slightly from the 58.3% in 2007. A clear majority of Coaldale residents (62.6%) believe LRPS is doing a good job meeting expectations, up from 43.3% in 2007.

Changes in Meeting Expectations

Most Lethbridge residents (78.4%) believe LRPS has neither improved nor worsened in meeting expectations in the past year. Of those who believe LRPS has changed in meeting expectations, five times more Lethbridge residents believe LRPS has improved (18.2%) than believe LRPS has gotten worse (3.4%). Most Coaldale residents (80.2%) also state that LRPS has neither improved nor worsened in meeting expectations over the past year. A further 15.6% believe LRPS has improved in meeting expectations while only 4.2% believe LRPS has gotten worse.

Attitudes and Behavior of LRPS Officers

The vast majority of Lethbridge residents (89.2%) believe that LRPS officers are polite and respectful when conducting their duties. Less than one in ten Lethbridge residents (8.1%) believe LRPS officers are impolite and disrespectful, while only 2.7% think they are very impolite and disrespectful. Coaldale residents are just as likely to believe that LRPS officers are polite and respectful (91.8%) with very few (8.1%) thinking LRPS officers are impolite and disrespectful.

Direct Contact with LRPS Officer in Past Year

A majority of Lethbridge residents (57.9%) had some direct in-person contact with a LRPS officer over the course of the past year. A similar proportion of Coaldale residents (60.2%) had contact with a LRPS officer in the past year.

Executive Summary

Community Safety

Neighborhood Safety

A majority of Lethbridge residents (59.9%) feel very safe in their neighborhoods and a further one-third (36.2%) feel somewhat safe. Very few feel somewhat unsafe (3.5%) while fewer still (0.4%) feel very unsafe in their neighborhoods. A majority of Coaldale residents feel very safe in their neighborhoods (67.9%) with a further 30.3% feeling somewhat safe. Only 1.8% feels somewhat unsafe and no Coaldale residents stated that they feel very unsafe in their neighborhood.

Downtown Safety

Lethbridge and Coaldale residents also feel safe in downtown Lethbridge, although less safe than they feel in their own neighborhoods. A majority of Lethbridge residents feels somewhat safe (53.6%) while another quarter (25.1%) feel very safe downtown. About one-fifth of all Lethbridge residents don't feel safe downtown, with most of those (18.3%) saying they feel somewhat unsafe. Only 3.2% state that they feel very unsafe when they visit downtown.

Coaldale residents feel just as safe when visiting downtown Lethbridge as do Lethbridge residents. Over three-quarters of all Coaldale residents feel safe in downtown Lethbridge, with 24.5% feeling very safe and a further 57.8% feeling somewhat safe. Less than one-fifth of Coaldale residents feel unsafe in downtown Lethbridge, with most of those feeling somewhat unsafe (15.7%). Only 2.0% of all Coaldale residents feel very unsafe in downtown Lethbridge.

Perceptions of Lethbridge Regional Police Service

Performance

A substantial majority of Lethbridge residents (69.9%) believes Lethbridge Regional Police Service is doing a good job policing the city of Lethbridge, up from the approximately 64% who thought similarly in 2006 and 2007. Only a small minority (5.6%) believes the police are doing a poor job, while slightly less than one-quarter (24.5%) say the police are performing adequately.

Within the city of Lethbridge, majorities in all demographic groups provide Lethbridge Regional Police Service with positive evaluations. Women (73.7%), lower income earners (76.7%), the youth (75.5%) and seniors (73.7%) are most positive. Upper income earners (64.1%), men (65.6%) and middle aged residents are less positive, although still much more positive than negative. Interestingly, although those who had direct personal contact with a LRPS officer in the past year are more likely to state that LRPS is doing a poor job (8.4%) than are those who had no contact (1.5%), those with contact are almost as likely to state LRPS is doing a good job (68.1%) compared to those with no contact (72.3%). Further, these slight differences are not statistically significant. Only the gender and income differences are statistically significant.

A clear majority of Coaldale residents (68.2%) believes Lethbridge Regional Police Service is doing a good job, up significantly from the 49.6% who thought similarly in 2007. Very few Coaldale residents (2.8%) believe LRPS is doing a poor job, down from more than one in five (21.5%) who thought poorly of LRPS in 2007. Slightly over one-quarter of Coaldale residents (29.0%) think the police are performing adequately.

Performance	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Good	63.7	64.1	69.9	49.6	68.2
Adequate	27.7	28.7	24.5	28.9	29.0
Poor	8.6	7.2	5.6	21.5	2.8

Performance	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Very good	19.9	23.7	17.3	11.1	20.6
Good	43.8	40.4	52.6	38.5	47.7
Adequate	27.7	28.7	24.5	28.9	29.0
Poor	6.1	5.5	3.4	12.6	1.9
Very Poor	2.5	1.7	2.2	8.9	0.9

Note: Due to rounding, proportions may not total exactly 100%

Lethbridge Regional Police Service Performance (February 2010)

Gender*/Municipality	Male	Female	All Lethbridge	Coaldale
Good	65.6	73.7	69.9	68.2
Adequate	25.8	23.2	24.5	29.0
Poor	8.6	3.1	5.6	2.8

Contact in past year	Yes	No
Good	68.1	72.3
Adequate	23.5	26.2
Poor	8.4	1.5

Area	South	North	West
Good	71.0	67.8	70.4
Adequate	25.4	25.5	22.9
Poor	3.5	6.7	6.7

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	76.7	71.7	64.1
Adequate	17.8	24.6	28.7
Poor	5.5	3.8	7.2

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	65.2	73.3	68.6	71.3
Adequate	28.0	23.3	21.9	25.3
Poor	6.7	3.5	9.5	3.4

Age	18-29	30-44	45-64	65 and older
Good	75.5	66.3	65.5	73.7
Adequate	16.5	28.6	28.8	22.3
Poor	8.0	5.1	5.6	4.0

Visits Downtown	Daily	Weekly	Monthly or less
Good	61.3	76.0	66.7
Adequate	31.9	18.9	27.6
Poor	6.7	5.1	5.7

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Perceptions of Lethbridge Regional Police Service

Meeting Expectations

Lethbridge residents are similarly positive when asked to rate how LRPS is meeting residents' expectations of what a police service should be doing to make the community a safe and secure place to live. A clear majority of Lethbridge residents (65.4%) believe the police are doing a good job in meeting expectations, similar to what was measured in 2006 and up slightly from the 58.3% who thought LRPS was meeting expectations in 2007. A further 29.6% believe the police are adequately meeting expectations. Only 5.0% think the police are doing a poor job meeting residents' expectations, very similar to what was measured in 2006 and 2007.

Within the city of Lethbridge, women (69.1%), lower income earners (69.0%), seniors (71.4%) and the youth (71.1%) are most likely to believe LRPS is meeting their expectations of what a police service should be doing. North Lethbridge residents (62.4%) and baby boomers (58.3%) are the least likely to state LRPS is meeting their expectations, but all of these groups are still much more positive than negative. Again, no statistically significant differences are measured between those who had direct personal contact with a LRPS officer in the past year and those who did not. Nearly two-thirds of both groups state that LRPS is doing a good job meeting expectations, although those with contact (7.8%) are somewhat more likely to think LRPS is doing a poor job meeting expectations than are those who had no contact (0.9%).

LRPS has improved in meeting the expectations of Coaldale residents. A clear majority of Coaldale residents (62.6%) believe LRPS is doing a good job meeting their expectations, up from 43.3% in 2007. A further 31.8% believe the police are adequately meeting expectations while only 5.6% state the police are doing a poor job meeting expectation, down from the 16.4% who thought poorly of LRPS on this measure in 2007.

Meeting Expectations	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Good	64.3	58.3	65.4	43.3	62.6
Adequate	30.2	35.0	29.6	40.3	31.8
Poor	5.6	6.7	5.0	16.4	5.6

Meeting Expectations	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Very good	15.9	14.8	14.5	6.7	16.8
Good	48.4	43.5	50.9	36.6	45.8
Adequate	30.2	35.0	29.6	40.3	31.8
Poor	3.6	5.5	4.3	9.0	5.6
Very Poor	2.0	1.2	0.7	7.5	0.0

Note: Due to rounding, proportions may not total exactly 100%

Meeting Expectations (February 2010)

Gender*/Municipality	Male	Female	All Lethbridge	Coaldale
Good	61.3	69.1	65.4	62.6
Adequate	31.7	27.8	29.6	31.8
Poor	7.0	3.1	5.0	5.6

Contact in past year	Yes	No
Good	64.6	66.4
Adequate	27.6	32.7
Poor	7.8	0.9

Area	South	North	West
Good	66.5	62.4	66.7
Adequate	29.9	32.1	27.0
Poor	3.5	5.5	6.3

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Good	69.0	67.1	60.4
Adequate	28.0	28.8	33.9
Poor	3.0	4.1	5.7

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Good	62.7	68.0	62.8	67.2
Adequate	30.7	29.7	30.0	28.6
Poor	6.6	2.3	7.2	4.2

Age	18-29	30-44	45-64	65 and older
Good	71.1	64.2	58.3	71.4
Adequate	20.9	34.1	35.1	25.7
Poor	8.0	1.7	6.6	2.9

Visits Downtown	Daily	Weekly	Monthly or less
Good	60.7	69.7	61.8
Adequate	31.9	25.5	34.4
Poor	7.4	4.8	3.8

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Perceptions of Lethbridge Regional Police Service

Changes in Meeting Expectations

Overall, the vast majority of Lethbridge residents (78.4%) believe LRPS has neither improved nor worsened in meeting expectations in the past year. Further, of those who did see change in the past year, Lethbridge residents who saw improvement (18.2%) as those who believe LRPS has gotten worse at meeting expectations (3.4%) by a margin of five to one.

Within the city of Lethbridge, statistically significant differences in opinion are measures between income, education and age groups with seniors (30.1%), lower income residents (32.5%) and those with less formal education most likely to state LRPS has improved in meeting their expectations. No statistically significant differences are measures between those who had contact and those who did not.

Coaldale residents (80.2%) are also most likely to state that LRPS has neither improved nor worsened in meeting expectations over the past year. A further 15.6% believe the police have improved in meeting expectations while only 4.2% believe LRPS has gotten worse, much less than in 2007 when 15.9% thought LRPS had gotten worse.

	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Improved	24.3	17.4	18.2	16.7	15.6
Stayed the same	71.9	77.2	78.4	67.5	80.2
Gotten worse	3.7	5.4	3.4	15.9	4.2

Note: Due to rounding, proportions may not total exactly 100%

Changes in Meeting Expectations (February 2010)

Gender/Municipality	Male	Female	All Lethbridge	Coaldale
Improved	17.4	18.8	18.2	15.6
Stayed the same	78.4	78.7	78.4	80.2
Worsened	4.2	2.5	3.4	4.2

Contact in past year	Yes	No
Improved	18.7	17.7
Stayed the same	76.6	80.8
Worsened	4.8	1.6

Area	South	North	West
Improved	14.8	23.9	16.5
Stayed the same	81.5	73.5	79.6
Worsened	3.7	2.6	3.9

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Improved	32.5	17.4	9.1
Stayed the same	65.0	79.4	87.4
Worsened	2.5	3.2	3.5

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Improved	25.0	20.7	17.1	13.0
Stayed the same	72.0	78.1	78.9	82.2
Worsened	3.0	1.2	4.0	4.9

Age*	18-29	30-44	45-64	65 and older
Improved	17.9	13.6	13.7	30.1
Stayed the same	82.1	82.2	80.9	66.3
Worsened	0.0	4.1	5.3	3.6

Visits Downtown	Daily	Weekly	Monthly or less
Improved	17.5	17.5	19.8
Stayed the same	77.5	80.3	75.9
Worsened	5.0	2.3	4.3

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Perceptions of Lethbridge Regional Police Service



Attitudes and Behavior of LRPS Officers

The vast majority of Lethbridge residents (89.2%) believe that LRPS officers are polite and respectful when conducting their duties. More than one in four Lethbridge residents (40.8%) think LRPS officers are very polite and respectful while a further 48.4% believe they are somewhat polite and respectful. Less than one in ten Lethbridge residents (8.1%) believe LRPS officers are somewhat impolite and disrespectful, while only 2.7% think they are very impolite and disrespectful.

All demographic groups within the city of Lethbridge agree by overwhelming majorities that LRPS officers are polite and respectful. Statistically significant differences can be measured in only three demographic categories with the youth (78.6%) somewhat less likely than other age groups (all more than 90%) to think LRPS are polite and respectful. But even here it must be noted that the youth are almost three times more likely to think LRPS officers are polite and respectful than to think they are impolite and disrespectful (21.4%). Similarly, where other sub-group differences are measured (contact and income) they are slight and those believing LRPS officers to be polite and respectful outnumber those who think otherwise by a margin of at least seven to one.

Coaldale residents are just as likely to believe that LRPS officers are polite and respectful (91.8%) with very few thinking LRPS officers are somewhat (7.1%) or very (1.1%) impolite and disrespectful.

	Lethbridge 2010	Coaldale 2010
Polite & respectful	89.2	91.8
Impolite & disrespectful	10.8	8.2

	Lethbridge 2010	Coaldale 2010
Very polite & respectful	40.8	45.9
Somewhat polite & respectful	48.4	45.9
Somewhat impolite & disrespectful	8.1	7.1
Very impolite & disrespectful	2.7	1.1

Note: Due to rounding, proportions may not total exactly 100%

Attitudes and Behavior (February 2010)

Gender/Municipality	Male	Female	All Lethbridge	Coaldale
Polite and respectful	91.0	87.5	89.2	91.8
Impolite and disrespectful	9.0	12.5	10.8	8.2

Contact in past year*	Yes	No
Polite and respectful	86.9	93.1
Impolite and disrespectful	13.1	6.9

Area	South	North	West
Polite and respectful	89.0	90.9	87.9
Impolite and disrespectful	11.0	9.1	12.1

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Polite and respectful	90.3	92.4	84.5
Impolite and disrespectful	9.7	7.6	15.5

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Polite and respectful	90.1	88.5	87.8	89.9
Impolite and disrespectful	9.9	11.5	12.2	10.1

Age*	18-29	30-44	45-64	65 and older
Polite and respectful	78.6	90.1	92.7	95.5
Impolite and disrespectful	21.4	9.9	7.3	4.5

Visits Downtown	Daily	Weekly	Monthly or less
Polite and respectful	85.7	92.2	87.3
Impolite and disrespectful	14.3	7.8	12.7

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Attitudes and Behavior (February 2010)

Gender/Municipality	Male	Female	All Lethbridge	Coaldale
Very polite/respectful	36.1	45.6	40.8	45.9
Somewhat polite/respectful	54.9	41.9	48.4	45.9
Somewhat impolite/disrespectful	5.7	10.4	8.1	7.1
Very impolite/disrespectful	3.3	2.1	2.7	1.1

Contact in past year	Yes	No
Very polite/respectful	40.0	42.2
Somewhat polite/respectful	46.7	50.9
Somewhat impolite/disrespectful	9.9	5.1
Very impolite/disrespectful	3.4	1.8

Area	South	North	West
Very polite/respectful	44.7	41.7	36.2
Somewhat polite/respectful	44.7	49.1	51.8
Somewhat impolite/disrespectful	8.4	7.4	8.6
Very impolite/disrespectful	2.3	1.7	3.5

Household Income	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Very polite/respectful	39.4	40.7	37.0
Somewhat polite/respectful	51.0	51.6	47.5
Somewhat impolite/disrespectful	7.1	6.2	11.0
Very impolite/disrespectful	2.6	1.5	4.6

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very polite/respectful	47.4	35.2	40.0	41.1
Somewhat polite/respectful	42.8	53.3	48.2	49.2
Somewhat impolite/disrespectful	6.6	9.1	7.7	8.5
Very impolite/disrespectful	3.3	2.4	4.1	1.3

Age*	18-29	30-44	45-64	65 and older
Very polite/respectful	34.0	34.0	41.1	55.8
Somewhat polite/respectful	44.7	56.2	51.6	39.6
Somewhat impolite/disrespectful	16.0	9.3	4.9	2.6
Very impolite/disrespectful	5.3	0.6	2.4	1.9

Visits Downtown	Daily	Weekly	Monthly or less
Very polite/respectful	38.5	44.2	37.3
Somewhat polite/respectful	47.2	48.0	50.0
Somewhat impolite/disrespectful	9.9	6.9	8.1
Very impolite/disrespectful	4.3	0.9	4.7

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Perceptions of Lethbridge Regional Police Service

Direct Contact with LRPS Officer in Past Year

A majority of Lethbridge residents (57.9%) had some direct in-person contact with a LRPS officer over the course of the past year. West (65.2%) and North Lethbridge (60.9%) residents were more likely than South Lethbridge residents (48.5%) to have had contact. Upper income residents (66.8%) had more contact than did lower income residents (52.6%), while the youth (76.3%) were much more likely to have had contact with a LRPS officer than were other age groups, especially seniors (31.8%). Also, those who visit downtown most (66.9%) were more likely to have had direct contact with a LRPS officer in the past year than were those who visit downtown less frequently.

A similar proportion of Coaldale residents (60.2%) had contact with a LRPS officer in the past year.

Direct Contact with LRPS Officer in the Past Year (February 2010)

Gender/Municipality	Male	Female	All Lethbridge	Coaldale
Yes	60.8	55.1	57.9	60.2
No	39.2	44.9	42.1	39.8

Area*	South	North	West
Yes	48.5	60.9	65.2
No	51.5	39.1	34.8

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Yes	52.6	60.1	66.8
No	47.4	39.9	33.2

Education	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Yes	51.5	62.8	59.9	57.2
No	48.5	37.2	40.1	42.8

Age*	18-29	30-44	45-64	65 and older
Yes	76.3	65.4	56.9	31.8
No	23.7	34.6	43.1	68.2

Visits Downtown*	Daily	Weekly	Monthly or less
Yes	66.9	59.2	50.4
No	33.1	40.8	49.6

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Community Safety

Neighborhood Safety

For the most part, Lethbridge and Coaldale residents feel very safe in their neighborhoods.

A majority of Lethbridge residents (59.9%) feel very safe in their neighborhoods; up from 2007 (49.8%) and similar to what was measured in 2006 (60.7%). A further one-third (36.2%) feel somewhat safe while only 3.5% feel somewhat unsafe, half as many who felt somewhat unsafe in 2007. Very few Lethbridge residents (0.4%) feel very unsafe in their neighborhoods.

Women are almost as likely to feel safe as are men, while seniors are just as likely to feel safe in their neighborhoods as are other age groups. The youth (69.2%), west Lethbridge residents (74.1%) and upper income residents (66.4%) are most likely to feel very safe.

The vast majority of Coaldale residents feel safe in their communities (98.2%) with more than two-thirds thinking their neighborhoods are very safe (67.9%) and a further 30.3% feeling somewhat safe. Only 1.8% feels somewhat unsafe while no Coaldale residents stated that they feel very unsafe in their neighborhood.

	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Very safe	60.7	49.8	59.9	48.2	67.9
Somewhat safe	32.2	42.9	36.2	43.9	30.3
Somewhat unsafe	4.9	6.6	3.5	5.8	1.8
Very unsafe	2.1	0.7	0.4	2.2	0.0

Note: Due to rounding, proportions may not total exactly 100%

Evaluations of Neighborhood Safety (February 2010)

Gender/Municipality	Male	Female	All Lethbridge	Coaldale
Very safe	61.0	58.6	59.9	67.9
Somewhat safe	36.0	36.3	36.2	30.3
Somewhat unsafe	3.0	4.2	3.5	1.8
Very unsafe	0.0	0.9	0.4	0.0

Contact in past year	Yes	No
Very safe	60.0	59.7
Somewhat safe	35.6	36.9
Somewhat unsafe	3.8	3.1
Very unsafe	0.6	0.3

Area*	South	North	West
Very safe	55.1	48.1	74.1
Somewhat safe	40.9	44.4	24.5
Somewhat unsafe	3.7	6.2	1.4
Very unsafe	0.3	1.2	0.0

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Very safe	59.1	56.2	66.4
Somewhat safe	30.4	40.5	31.9
Somewhat unsafe	8.8	2.9	1.7
Very unsafe	1.8	0.3	0.0

Education *	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very safe	53.0	62.4	56.6	64.6
Somewhat safe	39.3	32.0	40.1	33.9
Somewhat unsafe	6.0	5.5	2.8	1.5
Very unsafe	1.8	0.0	0.5	0.0

Age*	18-29	30-44	45-64	65 and older
Very safe	69.2	55.9	58.1	55.9
Somewhat safe	26.3	43.0	36.8	39.1
Somewhat unsafe	3.5	1.1	4.7	4.5
Very unsafe	1.0	0.0	0.4	0.6

Visits Downtown*	Daily	Weekly	Monthly or less
Very safe	59.8	67.5	49.3
Somewhat safe	36.1	28.9	46.3
Somewhat unsafe	2.4	3.4	4.5
Very unsafe	1.8	0.3	0.0

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Community Safety

Downtown Safety

Overall, Lethbridge and Coaldale residents also feel safe in downtown Lethbridge, although less safe than they feel in their own neighborhoods.

A clear majority of Lethbridge residents feels somewhat safe (53.6%) while another quarter of all residents (25.1%) feel very safe downtown. About one-fifth of all Lethbridge residents don't feel safe downtown, with most of those (18.3%) saying they feel somewhat unsafe. Only 3.2% state that they feel very unsafe when they visit downtown. Lethbridge residents' opinions about downtown safety are virtually unchanged since 2006.

Women feel slightly less safe when they are downtown than do men. Interestingly, seniors (33.5%) are more likely than any other age group to feel very safe downtown, while the youth (17.8%) are the least likely to feel very safe when visiting downtown Lethbridge.

Coaldale residents feel just as safe when visiting downtown Lethbridge as do Lethbridge residents. Over three-quarters of all Coaldale residents feel safe in downtown Lethbridge, with 24.5% feeling very safe and a further 57.8% feeling somewhat safe. Less than one-fifth of Coaldale residents feel unsafe in downtown Lethbridge, with most of those feeling somewhat unsafe (15.7%). Only 2.0% of all Coaldale residents feel very unsafe in downtown Lethbridge.

	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Very safe	24.1	23.2	25.1	16.2	24.5
Somewhat safe	54.9	53.1	53.6	56.2	57.8
Somewhat unsafe	16.9	19.6	18.1	22.3	15.7
Very unsafe	4.0	4.0	3.2	5.4	2.0

Note: Due to rounding, proportions may not total exactly 100%

Evaluations of Downtown Safety (February 2010)

Gender*/Municipality	Male	Female	All Lethbridge	Coaldale
Very safe	31.7	18.7	25.1	24.5
Somewhat safe	50.1	57.1	53.6	57.8
Somewhat unsafe	16.4	19.7	18.1	15.7
Very unsafe	1.8	4.6	3.2	2.0

Contact in past year*	Yes	No
Very safe	22.4	29.0
Somewhat safe	53.2	53.8
Somewhat unsafe	20.1	15.4
Very unsafe	4.3	1.8

Area	South	North	West
Very safe	31.9	18.6	23.8
Somewhat safe	50.0	54.0	56.6
Somewhat unsafe	14.9	22.4	17.6
Very unsafe	3.2	5.1	2.1

Household Income	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Very safe	25.9	25.7	24.0
Somewhat safe	48.2	56.1	55.8
Somewhat unsafe	22.3	16.2	15.5
Very unsafe	3.6	2.0	4.7

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Very safe	21.3	24.9	20.2	31.3
Somewhat safe	51.9	47.5	53.2	58.9
Somewhat unsafe	23.8	23.7	21.7	8.3
Very unsafe	3.1	4.0	4.9	1.5

Age*	18-29	30-44	45-64	65 and older
Very safe	17.8	21.1	27.5	33.5
Somewhat safe	54.8	58.5	53.9	47.1
Somewhat unsafe	23.9	14.6	16.7	17.1
Very unsafe	3.6	5.8	1.9	2.4

Visits Downtown	Daily	Weekly	Monthly or less
Very safe	33.1	24.9	20.5
Somewhat safe	47.6	56.4	52.8
Somewhat unsafe	14.5	17.1	22.0
Very unsafe	4.8	1.6	4.7

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Downtown Lethbridge

Frequency of Visits to Downtown Lethbridge

Most Lethbridge residents frequent downtown on a regular basis. About one in five (20.4%) go downtown daily, while a further 47.0% visit downtown on a weekly basis. On in five Lethbridge residents (21.3%) visits downtown at least monthly, while only 11.3% go downtown infrequently. Men, west Lethbridge residents, upper income earners, and younger residents are among those who visit downtown Lethbridge most frequently.

Coaldale residents visit downtown Lethbridge less frequently than do Lethbridge residents. Nevertheless, more than one-third of all Coaldale residents (35.5%) visit downtown Lethbridge on a weekly basis, and a further 7.5% make daily trips to downtown Lethbridge. A further 31.8% report making monthly visits to downtown Lethbridge, while about one-quarter of all Coaldale residents (25.3%) report infrequent visits to downtown Lethbridge.

	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Daily	23.6	19.9	20.4	12.2	7.5
Weekly	47.8	46.2	47.0	36.7	35.5
Monthly	28.7	33.8	32.6	51.0	57.0

	Lethbridge 2006	Lethbridge 2007	Lethbridge 2010	Coaldale 2007	Coaldale 2010
Daily	23.6	19.9	20.4	12.2	7.5
Weekly	47.8	46.2	47.0	36.7	35.5
Monthly	17.4	19.3	21.3	27.3	31.8
Few times per year	4.8	7.3	6.3	12.9	15.0
Rarely or never	6.4	7.3	5.0	10.8	10.3

Note: Due to rounding, proportions may not total exactly 100%

Frequency of Visits to Downtown Core (February 2010)

Gender*/Municipality*	Male	Female	All Lethbridge	Coaldale
Daily	24.1	16.9	20.4	7.5
Weekly	48.9	45.2	47.0	35.5
Monthly or less	27.0	37.9	32.6	57.0

Contact in past year*	Yes	No
Daily	23.7	16.1
Weekly	48.0	45.5
Monthly or less	28.3	38.3

Area*	South	North	West
Daily	18.8	16.0	25.6
Weekly	45.9	43.6	50.9
Monthly or less	35.3	40.3	23.5

Household Income*	Under \$40,000	\$40,000 to \$80,000	Over \$80,000
Daily	14.0	21.5	25.3
Weekly	47.7	50.3	43.5
Monthly or less	38.4	28.1	31.2

Education*	High School or less	Some Post Secondary	College-Tech-Trade	University Grad
Daily	13.8	20.0	22.7	23.2
Weekly	42.5	55.0	39.1	50.6
Monthly or less	43.7	25.0	38.2	26.2

Age*	18-29	30-44	45-64	65 and older
Daily	23.5	23.6	20.7	12.9
Weekly	56.6	45.5	40.7	47.8
Monthly or less	19.9	30.9	38.5	39.3

Notes: Due to rounding, proportions may not total exactly 100%; * sig < 0.05

Demographics

Gender (%)		Area of City (%)		Income (%)		Education (%)		Age (%)	
Male	48.9	South	35.6	Under \$40,000	23.6	H-School/less	21.3	18-29	23.5
Female	51.1	North	29.1	\$40-\$80,000	44.2	Some P-Sec.	21.4	30-44	21.9
		West	35.3	Over \$80,000	32.2	Col-Tech-Grad	26.0	45-64	33.6
						University Grad	31.3	65 or older	21.1

Note: Due to rounding, proportions may not total exactly 100%

Questions

How would you rate the job the Lethbridge police are doing in policing our community?

We would like to know how the Lethbridge Regional Police Service is meeting your expectations about what the police should be doing to keep Lethbridge a safe and secure place to live and work.

In the past year, would you say that Lethbridge Regional Police Service has improved in meeting your expectations of what a police service should be doing, has neither improved nor worsened, or that Lethbridge Police Service has gotten worse in meeting your expectations of what a police service should be doing?

Overall, how would you rate Lethbridge Regional Police Service officers' attitudes and behavior?

Have you had direct contact with a Lethbridge Regional Police Service officer in the past year?

Overall, how safe do you feel in your neighborhood?

Overall, how safe do you feel when visiting, working or shopping in the Downtown core of Lethbridge?

How often do you visit downtown for work, shopping, entertainment or other business?