



*North Bay Police Service  
Customer Satisfaction  
Report*

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September 2015

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# Methodology & Logistics

## Overview

- This report represents the findings from an in person customer satisfaction survey conducted at the North Bay Police Service Station. The surveys were conducted by summer students among a cross section of visitors to the Station.

## Study Sample

- A total of n=272 visitors to the Station were interviewed.

## Survey Method

- All surveys were conducted by summer students using the in person survey approach.
- Interviews were conducted using computer-assisted techniques of personal interviewing (CAPI) with hand held tablets.

## Logistics

- Persons entering and exiting the Station were interviewed during weekdays during normal business hours.
- Surveys were conducted between the days of July 27<sup>th</sup> and August 25<sup>th</sup> 2015.

## Profile of Visitors

- There was an almost equal distribution of males and females surveyed, while most or 73% fell into age categories under 49 years of age with 41% being 30-49 and 32% 18-29.

AGE (Excluding Refusals)	
	Percent
18-29	32.5
30-49	40.7
50-64	19.0
65 and over	7.8
Total	100.0

GENDER	
	Percent
Male	40.8
Female	59.2
Total	100.0

# EXECUTIVE SUMMARY

Respondents were first asked about their main reason for visiting the Station.

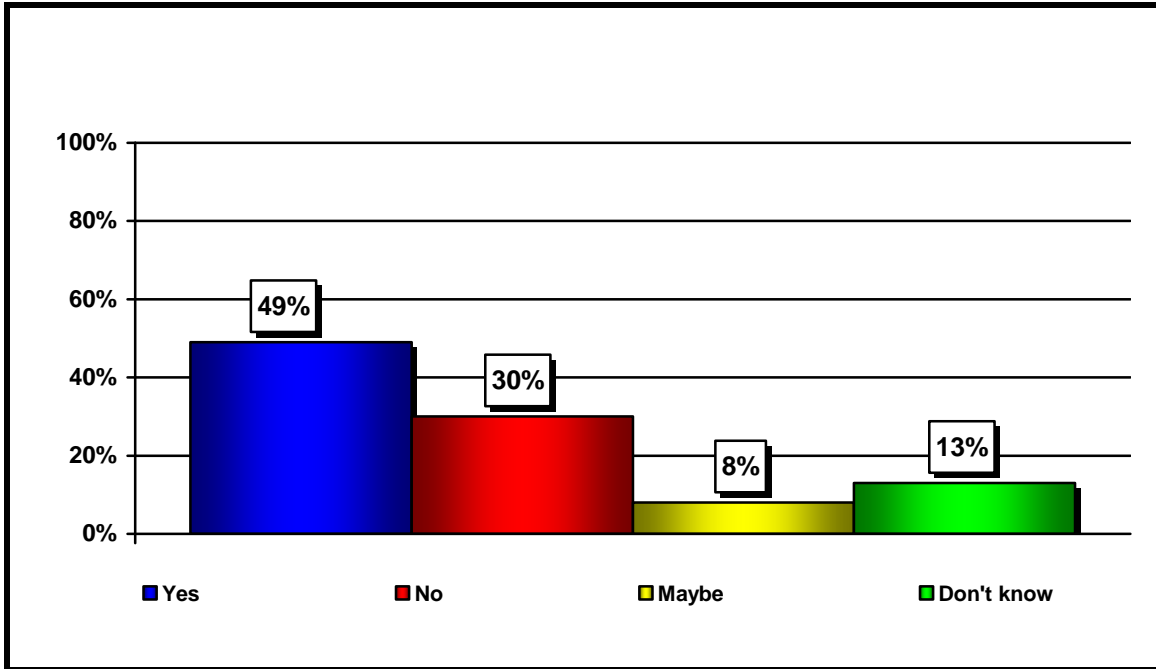
*“What is your main reason for visiting the Station today and what services did you use?”*

	<i>Percent</i>
Criminal Record Check	57%
Accident report (Collision Reporting Centre)	10%
Meeting with North Bay Police Service staff	6%
Reporting a minor crime (e.g. theft or mischief under \$5000)	4%
72-hour traffic ticket	4%
Fingerprints	4%
Release order sign-in	4%
Found property drop-off	2%
Request for police reports	1%
Meeting with Victim Services or Crime Stoppers	1%
Give a statement / information	1%
Collect fundraiser items	1%
Claim property	1%
Incident report	1%
<b>OTHER COMMENTS</b>	<b>2%</b>
<b>Total</b>	<b>100%</b>

The most cited reason for visiting was for a criminal records check by 57%, next followed by reporting an accident (10%) and meeting with Police Service Staff (6%). A total of 4% named each of reporting a minor crime, for a 72 hour ticket, fingerprinting and signing a release order.

The next question was asked only to those that said they were visiting the Station for a criminal record check and to report a minor crime.

***“If you had a choice to have this service done online instead of in person would you have preferred to do this online?”***

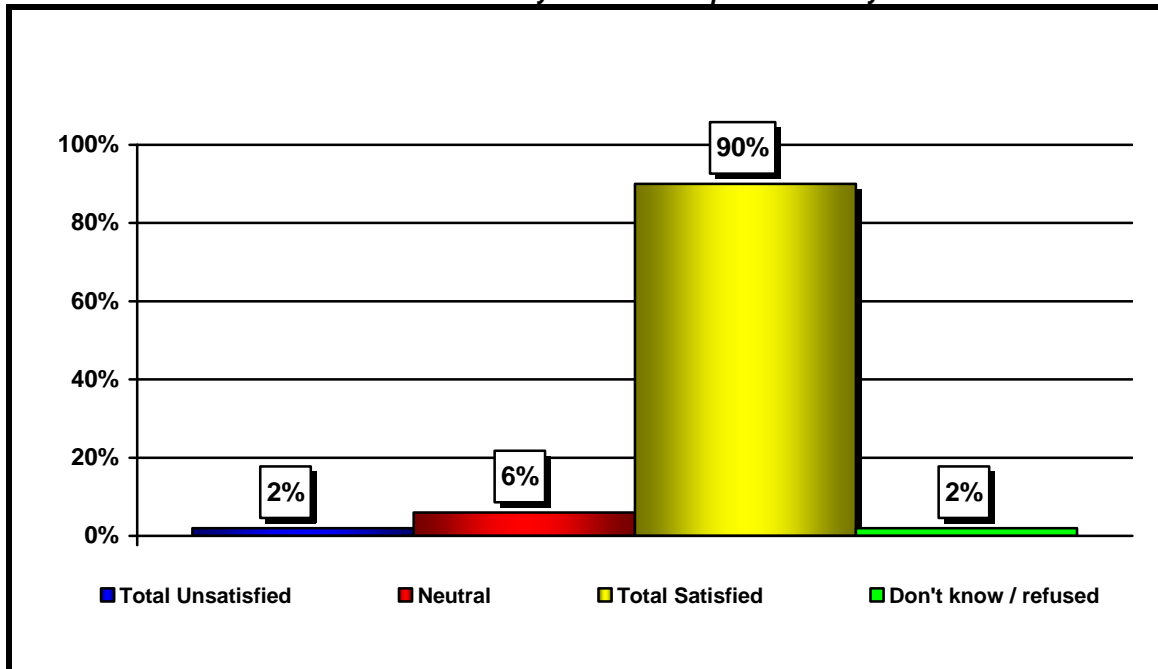


*(Refusals excluded from the totals presented)*

Almost half of those asked said that they would be willing to reporting their minor crime or have their criminal records check conducted online and 8% may consider this option. A total of 30% were opposed to this method and 13% were unsure. Among criminal records check visitors 52% would use the online option and 9% may, while only 11% of those reporting a minor crime would use this service online and 89% would not.

All respondents were then asked to rate their level of satisfaction with the service provided to them.

*“Using a scale from one being very dissatisfied to five very satisfied, how would you rate your overall satisfaction with your service experience today?”*



There was a very high level of satisfaction expressed by visitors with 90% being satisfied (29%) or very satisfied (61%), only 2% dissatisfied, while 6% had a neutral opinion (neither satisfied nor dissatisfied and 2% were unsure or had no opinion.

Dissatisfaction was expressed only by 18-29 year olds (6%) and by more females (3%) compared to males (1%), those reporting a minor crime (17%) and a criminal records check (3%)

When finally asked if they had any comments related to the service accorded to them, 45% did not, but most of those with an opinion or 41% said that the service provided was good. A total of 8% said the service was courteous or friendly, 2% stated it was helpful, 2% that the service was slow and 1% would like easier online service access.

# Results by Question

**Q1. What is your main reason for visiting the Station today and what services did you use?**

	Frequency	Percent
Criminal Record Check	154	56.6
Accident report (Collision Reporting Centre)	27	9.9
Meeting with North Bay Police Service staff	17	6.3
Reporting a minor crime	12	4.4
72-hour traffic ticket	12	4.4
Fingerprints	12	4.4
Release order sign-in	10	3.7
Found property drop-off	5	1.8
Request for police reports	3	1.1
Meeting with Victim Services or Crime Stoppers	3	1.1
Give a statement / information	3	1.1
Collect fundraiser items	2	.7
Claim property	2	.7
Incident report	2	.7
Refused	2	.7
A tour of the station	1	.4
Impaired driving	1	.4
SOR reporting	1	.4
Advice from PRO	1	.4
Picking up license plate	1	.4
Other	1	.4
<b>Total</b>	<b>272</b>	<b>100.0</b>



**Q2 ONLY ASKED TO THOSE THAT STATED CRIMINAL RECORD CHECK AND REPORTING A MINOR CRIME IN Q1**

**Q2. If you had a choice to have this service done online instead of in person would you have preferred to do this online?**

	Frequency	Percent
Yes	80	49.1
No	48	29.4
Maybe	13	8.0
Don't know / unsure	21	12.9
Refused	1	.6

**Q3. Using a scale from one being very dissatisfied to five very satisfied, how would you rate your overall satisfaction with your service experience today?**

	Frequency	Percent
1-not at all satisfied	2	.7
2-not satisfied	4	1.5
3-neither satisfied nor dissatisfied	15	5.5
4-satisfied	80	29.4
5-very satisfied	166	61.0
Don't know / unsure	4	1.5
Refused	1	.4
Total	272	100.0

**Q4. Do you have any comments related to the service that you received today?**

	Frequency	Percent
None	122	44.9
Good / good service	111	40.8
Polite / courteous / friendly	22	8.1
Helpful	4	1.5
Slow / long wait	4	1.5
Easier online	2	.7
Unsure of which station to go to	1	.4
Type of ID required was an hassle	1	.4
I had to go to the OPP	1	.4
I didn't have the proper identification	1	.4
Cyber bullying should be handled at the station	1	.4
Didn't know what level of check was needed	1	.4
From Sturgeon Communication	1	.4
Total	272	100.0

**Q5. Finally, which of the following age groups  
may I place you in?**

	Frequency	Percent
30-49	109	40.1
18-29	87	32.0
50-64	51	18.8
65 and over	21	7.7
Refused	4	1.5
Total	272	100.0

**Q6. Gender**

	Frequency	Percent
Female	161	59.2
Male	111	40.8
Total	272	100.0