



**NARRATIVE**  
RESEARCH

# Public Perception & Engagement Study Proposal

February 2020

Prepared for:

Halifax Regional Police &  
RCMP Halifax District



## Research Objectives

It is understood the key research objectives will be to:



*Measure citizen satisfaction with police services from HRP and RCMP Halifax District;*



*Determine public perceptions of police service providers and how they might differ across HRM;*



*Assess residents' perceptions of police service priorities;*



*Understand how perceptions vary across key diverse audiences; and*



*Ensure key measures are established that provide a benchmark for regular tracking of performance.*



We are recommending a two (2) phased research approach to achieve these objectives:

## Phase 1: Public Engagement Sessions

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- *Professionally moderated discussions with members of the general public;*
  - *Sessions will be with 15-20 people and held in the evening in a public space (e.g., North End Public Library);*
  - *The purpose is to identify factors to be measured that are most important to the public in terms of satisfaction with the police service. This would guide development of the surveys and future satisfaction tracking.*

## Phase 2: Quantitative Telephone and Online Surveys

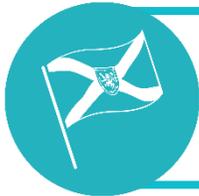
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- *A **telephone survey** will be conducted with a **representative random sample** of the public (n=400 with margin of error of  $\pm 4.9\%$ );*
  - *Simultaneously, the **online survey** would be publicly accessible via the HRM website. Narrative Research would host the survey and aim to collect as many surveys as possible;*
  - *Each survey is expected to take participants 8-10 minutes to complete;*
  - *Feedback from phase 1 will be incorporated in the survey's design.*



## Who We are



Formerly Corporate Research Associates (founded in 1978)



Full Service Market Research Company Based in Halifax, NS



Team of 30 Researchers

- *11 Certified Analytics and Insights Professionals (CAIP)*
- *11 Professionally Trained Moderators*
- *1 PhD Statistician*



Has worked on research with HRM and HRP-RCMP for more than 20 years



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Every insight tells a story.