

National Survey May 2005

Submitted to
Mounted Police Members' Legal Fund

SES Research (Ottawa)



SES Toronto
401-250 Consumers Road,
Toronto, CANADA M2J 4V6
Phone (416) 493- 1965
Fax (416) 493-6403

SES Ottawa
1001-100 Sparks Street,
Ottawa, ON K1P 5B7
Phone (613) 234-4666
Fax (613) 235-1444

SES Halifax
407-1959 Upper Water Street,
Halifax, CANADA B3J 3N2
Phone (902) 420-9523
Fax (902) 422-2388

SES St. John's
140 Water Street, Suite 140
St. John's, NL A1C 6H6
Phone (709) 726-6339
Fax (709) 737-3572

SES General Mail
Postal Station A,
Box 5804
Toronto, CANADA M5W 1P2
Toll-free 1 888 737-5505

1.0 METHODOLOGY

The purpose of public opinion research is to identify perceptions within reliable and acceptable statistical margins of accuracy. To that end, SES was retained to conduct a public opinion survey of Canadians on behalf of the Mounted Police Members' Legal Fund.

Between April 30th and May 4th, 2005 SES completed a random telephone survey of 1,000 Canadians 18 years of age and older. It is accurate ± 3.1 percentage points, 19 times out of 20.

Ten percent of the fieldwork was monitored as part of the firm's quality and data integrity procedures. Validation and testing of key demographic cohorts indicate that the sample profiles were representative of the populations within acceptable margins of statistical accuracy.

This report includes an executive summary and an analysis of the poll findings. The research was completed in accordance with the standards of the Marketing Research and Intelligence Association (MRIA) and was registered with the MRIA.

Readers should note that percentages may not add up to 100% due to rounding and the margins of accuracy for sub-samples are greater than the aggregate margin of accuracy.

Nikita Nanos, CMRP
SES Canada Research Inc.
nnanos@sesresearch.com
(613) 234-4666

2.0 EXECUTIVE SUMMARY

SES Research's national telephone survey of 1,000 Canadians revealed that Canadians have very favourable views of the men and women who make up the RCMP. Canadians are 11 times more likely to have a positive impression than a negative impression. Canadians were also twelve times more likely to say they valued the services the men and women of the RCMP provided than not valued the services. Survey research also indicates that Canadians clearly want the men and women who make up the RCMP to be compensated at a level at or above Canada's leading police forces.

Almost nine of ten Canadians (87.2%) said that they considered the services the men and women of the RCMP provide as either very valuable or somewhat valuable, while only 7.3% said their services were not very valuable or not at all valuable. In regards to Canadians' impressions of the men and women who make up the RCMP, over seven in ten respondents (70.9%) said their impressions were either very positive (42.3%) or somewhat positive (28.6%), while 16% had a neutral impression. Only 6.1% of Canadians had a negative impression of the RCMP.

When asked whether compensation for officers of the RCMP should be above, below or the same as the major police forces in Canada, six in ten Canadians (60.9%) said that compensation should be the same, while less than one in four (23.3%) believed that RCMP officers should be compensated more than the major police forces in Canada. Of note is the fact that less than four percent of Canadians (3.5%) believed that RCMP officer compensation should be below that of Canada's major police forces.

Canadians were also given three RCMP officer compensation options. Research indicated that a majority of Canadians (52.0%) preferred either compensation based on the average of the top three paying Canadian police forces (27.5%) or compensation equal to the top paying police force in Canada (24.5%). Three in ten Canadians (30.6%) preferred RCMP officer compensation to be based on the average of the major police forces in Canada.



STAT SHEET – MOUNTED POLICE MEMBERS' LEGAL FUND - SES NATIONSTATE 2005Q2

Question - Would you say you have a very positive, somewhat positive, neutral, somewhat negative or very negative impression of the men and women who make up the RCMP?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very positive	423	42.3	42.3	42.3
Somewhat positive	286	28.6	28.6	70.9
Neutral	161	16.1	16.1	87.0
Unsure	69	6.9	6.9	93.9
Somewhat negative	47	4.7	4.7	98.6
Very negative	14	1.4	1.4	100.0
Total	1000	100.0	100.0	

Question - Thinking about the men and women who make up the RCMP, would you say the services they provide are very valuable, somewhat valuable, not very valuable or not at all valuable?

	Frequency	Percent	Valid Percent	Cumulative Percent
Very valuable	594	59.4	59.4	59.4
Somewhat valuable	278	27.8	27.8	87.2
Not very valuable	59	5.9	5.9	93.1
Unsure	55	5.5	5.5	98.6
Not at all valuable	14	1.4	1.4	100.0
Total	1000	100.0	100.0	



STAT SHEET – MOUNTED POLICE MEMBERS' LEGAL FUND - SES NATIONSTATE 2005Q2

Question - Thinking about the pay scale for RCMP officers, do you believe that the compensation should be above, the same or below the major police forces in Canada?

	Frequency	Percent	Valid Percent	Cumulative Percent
Same	609	60.9	60.9	60.9
Above	233	23.3	23.3	84.2
Unsure	123	12.3	12.3	96.5
Below	35	3.5	3.5	100.0
Total	1000	100.0	100.0	

Question - I am going to read a list of three ways in which RCMP officer salaries can be determined. I would like you to tell me which option, if any, would you prefer. Compensation based on the average of the major polices forces in Canada; compensation equal to the top paying police force in Canada; or, compensation based on the average of the top three paying police forces in Canada?

	Frequency	Percent	Valid Percent	Cumulative Percent
Compensation based on the average of the major police forces in Canada	306	30.6	30.6	30.6
Compensation based on the average of the top three paying police forces in Canada	275	27.5	27.5	58.1
Compensation equal to the top paying police force in Canada	245	24.5	24.5	82.6
Unsure	141	14.1	14.1	96.7
None	33	3.3	3.3	100.0
Total	1000	100.0	100.0	