



Vancouver Police Community Policing Assessment Report

Residential Survey Results

FINAL
NRG Research Group

www.nrgresearchgroup.com

07/15/2011

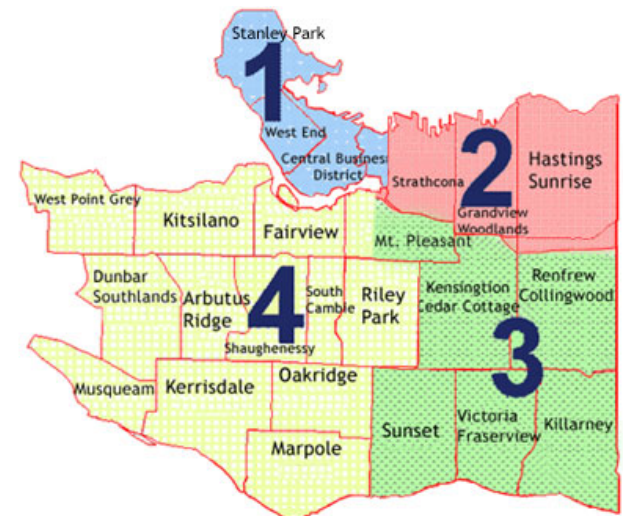


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Executive Summary – Survey of Residents

Overall Satisfaction with the Vancouver Police Department

As in previous years, the 2010 results indicate that four-in-five Vancouver residents are satisfied with the VPD. Over half (52%) were somewhat satisfied, and three-in-ten (29%) were very satisfied.

Satisfaction ratings center on the perception that the VPD is doing a good job (30%), particularly in being quick responders (10%). Reasons for dissatisfaction included little interaction with the VPD (8%) and use of too much force by the VPD (8%).

Responsiveness, Meeting Safety Needs, Addressing Street Disorder

The majority of residents said that the VPD is effective in responding to emergency situations quickly (59%), addressing street disorder (58%), and meeting the safety needs of the community (63%). In 2010 these results remained at similar levels to those measured in 2009.

There were no significant differences in rating among each District, aside from District 1's higher level of satisfaction of the VPD responding to the community's safety needs (72% compared to 63% citywide).

Time Devoted to Addressing Crime Problems

Residents were asked if they thought the VPD spent enough time on 12 crime problems. The majority of residents think that the VPD should be spending more time addressing the problem of gangs (69%), youth violence (64%), violent crime (60%), sexual crimes (57%), and problem drivers (55%), drug use (54%) and crimes targeting seniors (53%).

Of the 12 crime problems residents were asked to evaluate, most think that the VPD already devotes enough time to theft of vehicles (60%), theft from vehicles (57%) and theft from businesses (51%).

Residents' view of crime priorities is largely unchanged from 2009.

Impressions of the VPD on Key Reputation Dimensions

Residents evaluated the VPD on seven attributes that reflect key dimensions of the VPD's reputation. Residents described the VPD as professional, trustworthy, respectful, and knowledgeable. However, ratings of the department's visibility, fairness, and accountability were somewhat lower.

Contact with the VPD

Three-in-ten Vancouver residents had contact with the VPD in the 12 months preceding the survey. Three-quarters of those who contacted the VPD were satisfied with the service they received (71%), mostly as a result of receiving a quick response (32%) and courteous/respectful service (24%). Dissatisfaction stemmed from unsatisfactory results or experiences with the VPD (15%), rude service (10%), and perceived abuse of authority (9%).

Perceptions of Safety

Seven-in-ten said they feel their neighbourhood is safe compared to others in the city. Similar to previous years, Districts are not all alike: residents in District 1 and 4 feel most safe (79% and 82%, respectively), while residents of District 2 and 3 less so (47% and 63%, respectively).

Perceptions of Violent Crime and Property Crime in the Neighbourhood

In 2010, one-in-ten said violent crime has increased in the 12 months preceding the survey, compared to one-in-five in 2009. The proportion who said there has been a decrease in violent crime was 10% (compared to 9% in 2009).

The majority of residents said that the property crime in their neighbourhood had 'stayed about the same' in the 12 months preceding the survey. One-in-ten said property crime had increased, while the same proportion said it had decreased.

When asked what the most important crime-related problem in their neighbourhood is, the most frequent response was break-and-enters (29%). This crime issue was mentioned most in District 4 (41%). Drug dealing and gang activity, as well as drug use and violent crime were other top mentions.

Perceptions of Violent Crime and Property Crime in the City

Approximately one-third of Vancouver residents believed that violent crime in the city has increased in the 12 months preceding the survey, while one-in-five said it had decreased. There were no significant differences in views of the level of violent crime between Districts.

About half (51%) said that the level of property crime remained the same in the 12 months preceding the survey. Approximately one-in-five said it had increased. Again, there were no significant differences between Districts.

Residents considered drug use and gang activity as the most important crime-related problems in the city.

Experiences with Crime

Eleven percent of residents said that they were victims of crime in Vancouver in the 12 months preceding the survey (9% victims of property crime and 2% victims of violent crime). By District, victimization was highest in District 1 (14%) and District 2 (17%).

Just over half (54%) of those victimized by crime reported it to police. The most frequent reasons for not reporting the crime was the perception that it was too small and the feeling that police could not do anything about it.

Importance of Crime Reduction Programs and Services

Residents rated the importance of 10 different VPD programs and services. No program or services were rated as unimportant but several were deemed to be of high value – Victim Services and School Liaison Officers were rated as the most important, followed by The Downtown Eastside foot patrols, Block Watch, and Community Policing Centres.

Beach Patrol, the ConAir Program, and Granville Street closures programs and services were rated to be of lesser importance.

Keeping the Public Informed

Four-in-ten gave positive ratings of the VPD's performance on generating news stories about crime reduction, which was slightly less than 2009 (47%).

Residents thought the VPD was best at communicating information about major arrests (59%) and drug crackdowns (51%).

Sources of Information about the VPD

Vancouver residents were asked about the media outlets from which they had received information about the VPD in the 12 months preceding the survey. TV was clearly the most frequently mentioned source of information (71%), followed by radio (54%) and then newspapers.

One-half (48%) of residents thought the local media presents the VPD in a positive manner.

Use and Satisfaction with the VPD Website

Currently, 12% of Vancouver residents say they have visited the VPD website, which is consistent with the 2009 and 2008 findings. The proportion of residents who visited VPD's website is largely similar by District, ranging from 11% to 16%.

Reasons for visiting the site include obtaining general information (61%) and for crime reporting purposes (59%).

Around three-in-five (55%) residents were highly satisfied with the website (4 or 5 out of 5).

Most Common Recommendation to Improve Service

The most frequent suggestion that residents gave for improving police service was to increase the presence and visibility of the police in the neighbourhood (29%). Also, more than one-in-ten residents suggested increasing the organization's transparency.

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Survey Objectives

The objectives of this **annual** survey, which was conducted biannually from 2004 to 2008 and annually in 2009 and 2010, are to:

- ✓ Obtain Vancouver residents' perceptions of crime and feelings of safety in each of the four VPD patrol Districts.
- ✓ Determine the prevalence of criminal victimization of residents and the extent to which crimes are reported to the police.
- ✓ Assess perceptions of VPD officers and the extent to which residents see officers actively working to stop crime problems.
- ✓ Determine the types of actions residents most commonly take to prevent crime.
- ✓ Assess awareness of VPD policing and crime-reduction initiatives.
- ✓ Assess overall satisfaction with the services provided by the VPD.
- ✓ Solicit recommendations regarding how VPD can improve policing services for residents.



Survey Method & Data Analysis

A similar survey was conducted in 2004, 2006, and 2008. Starting in 2009, the survey will be conducted annually; the 2010 survey is largely a replication of the 2009 survey. Results are reported from 2006 to 2010, where applicable.

Details of sampling frame, and strategies implemented to ensure representativeness of the sample are outlined below:

- ✓ The sampling frame for this survey was all households located within the VPD patrol District boundaries. Households were randomly selected from each of the four patrol Districts. To ensure representation of cell phone and land line telephone numbers, a sample of cell phone numbers registered in the city of Vancouver was also called.
- ✓ In 2010, we conducted 22 interviews with phone numbers from a sample list purchased for the purpose of targeting cell-phone only households; 112 additional interviews were confirmed as cell phones during the interviews. Therefore, a total of 134 surveys were conducted with Vancouver residents on cell phones. It was not possible to determine accurately how many of these households were cell phone-only, due to the high refusal rate in response to enquiries, whether the household also had a landline (49% refused to answer).
- ✓ A random household resident who was 18 years or older, was selected for the interview. Households who had a resident who worked for the police or a private security company were excluded from the survey.
- ✓ At least two hundred interviews were conducted in each District, to provide statistically reliable samples for each patrol District, for a total of 804 interviews.
 - The city-wide results have a margin of error of +/- 3.5% at the 95% level of confidence¹.
 - This margin of error assumes a 50/50 distribution on a dichotomous question. In most cases the margin of error will be smaller than the maximum margin of error, because the distribution will be further from a 50/50 split.

¹ I.e., if the same sample were collected 20 times, 19 times the value would fall within the observed result plus or minus the margin of error.

- Questions based on fewer observations have a larger margin of error. For example, the margin of error at the District level ($n=200$) is +/- 7%.
- ✓ To ensure appropriate ethnic representation, quotas were set for English, Asian-Pacific, and Punjabi households. The latter two ethnic households are often underrepresented in population surveys in Vancouver, and setting quotas ensures that they are represented in the survey.

This survey contained approximately 45 questions and took an average of 22 minutes to complete over the phone. All surveys were conducted between October 22nd and November 15th, 2010.

The survey results are weighted based on the population of the ethnic groups within each District, and on the populations of the Districts, such that the aggregate results reflect the population within each patrol district.

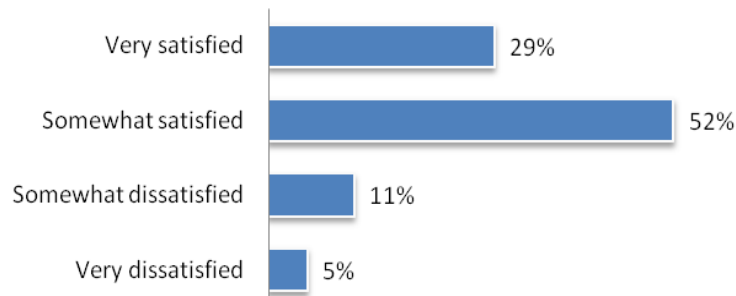


Detailed Survey Results

4.1 *Perceptions of the Vancouver Police Department*

4.1.1 OVERALL SATISFACTION

Overall, how satisfied are with the service provided by the VPD? (Citywide, 2010)

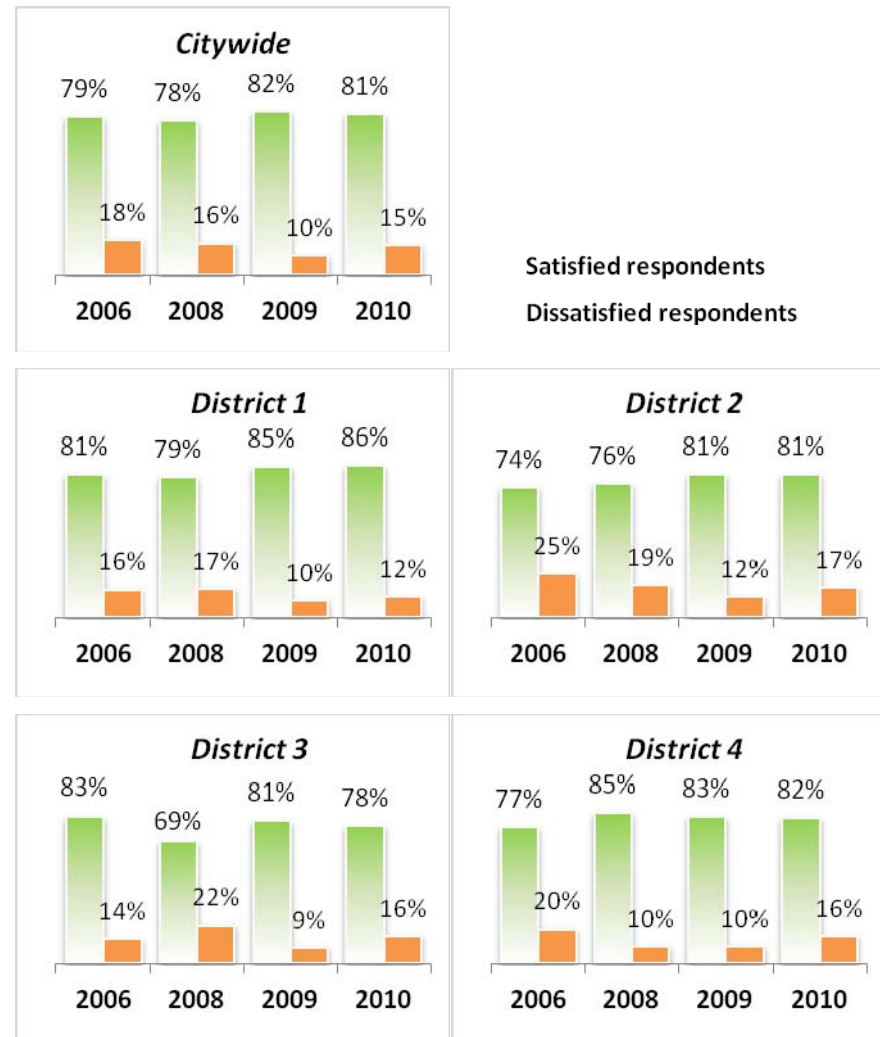


Throughout this report, the results presented in figures and tables are based on the entire sample unless otherwise noted.

Vancouver residents' overall satisfaction with the service provided by the VPD remained relatively high in 2010. Four-in-five residents said they were 'somewhat satisfied' or 'very satisfied' with the VPD's service. The proportion of residents who were satisfied in 2010 (81%) remained unchanged compared to 2009 (82%).

Citywide, dissatisfaction rose to 15% from 10% in 2009.

To understand the key sources of satisfaction and dissatisfaction with the VPD, we asked residents why they felt that way. Responses were recorded verbatim, then content-coded into the reasons on the next slide.



Note: Don't Know/Refused is not shown in the above figures, but amount to the balance of 100%.

Reasons for Satisfaction/Dissatisfaction

	Citywide	District1	District2	District3	District4
Positive comments					
Doing a good job/Vancouver is a safe place	30%	34%	26%	25%	34%
Quick response/problem solved	10%	9%	12%	9%	10%
Courteous / Polite	3%	5%	-	4%	3%
Police are visible/keeps crime rate down	3%	4%	3%	3%	2%
Knowledgeable / professional	2%	1%	2%	<1%	3%
Negative comments					
Little interaction with police/have never called them	8%	8%	8%	8%	9%
Use too much force/police brutality	8%	12%	9%	5%	8%
Not enough officers, need more staff	4%	3%	4%	3%	5%
Slow response/no response at all	3%	2%	7%	5%	1%
Could not solve problem	3%	-	4%	3%	4%
Need more patrols/visibility	3%	3%	2%	2%	5%
Management of resources needs reviewing	3%	6%	4%	2%	3%
Homelessness/drug use/gangs	3%	3%	3%	3%	2%
Did not help/rude	2%	3%	3%	1%	1%

One-third of residents said that they gave a positive rating, because they thought the VPD was doing a good job, and they were satisfied with the police. Another one-in-ten said that they experienced prompt service from the police.

The reasons for less satisfactory ratings were that residents had little or no contact with the VPD; perceived use of too much force, particularly in District 1; and perceived lack of officers/staff.

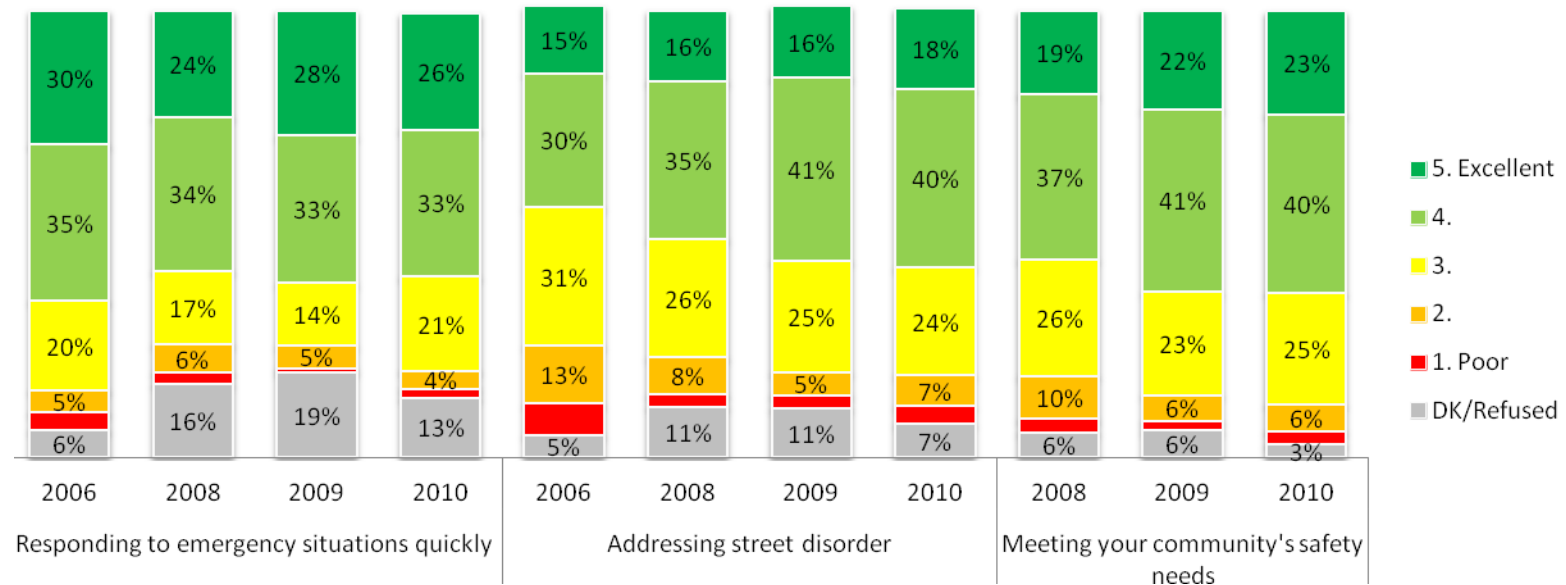
Base: All participants (n=804). Values that are circled are significantly different from the non-circled values in the same row.

Note: Responses mentioned by less than 2% of participants not shown.

4.1.2 EVALUATION OF ASPECTS OF VPD SERVICE

4.1.2.1 Evaluation of Responsiveness, Meeting Safety Needs, and Addressing Street Disorder

How would you rate the Vancouver Police Department in...



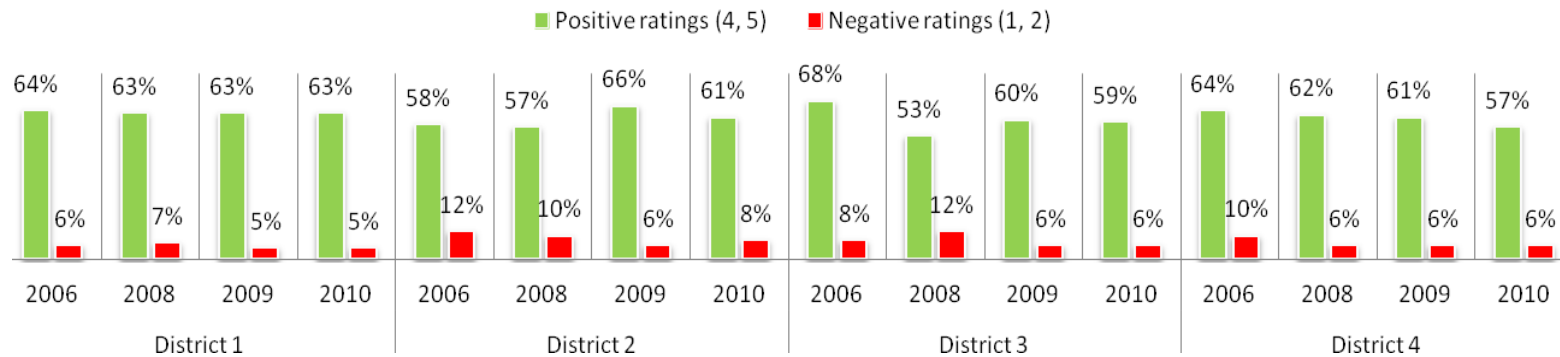
The VPD’s ability to respond to emergency situations quickly, address street disorder, and meet the safety needs of the community, were all perceived favourably by Vancouver residents. From 2009 to 2010, the proportion of residents who gave ‘good to excellent’ ratings (4 and 5 out of 5) remained the same in the areas of responding to emergency situations (59% in 2010 and 62% in 2009); addressing street disorder (58% in 2010 and 57% in 2009); and meeting the community’s safety needs (63% in 2010 and 62% in 2009).

District 1 was most satisfied with responding to the community’s needs (72% compared to 63% citywide).

There were no significant differences in the ratings from each District in terms of the VPD’s speed of response to emergencies, or addressing street disorder.

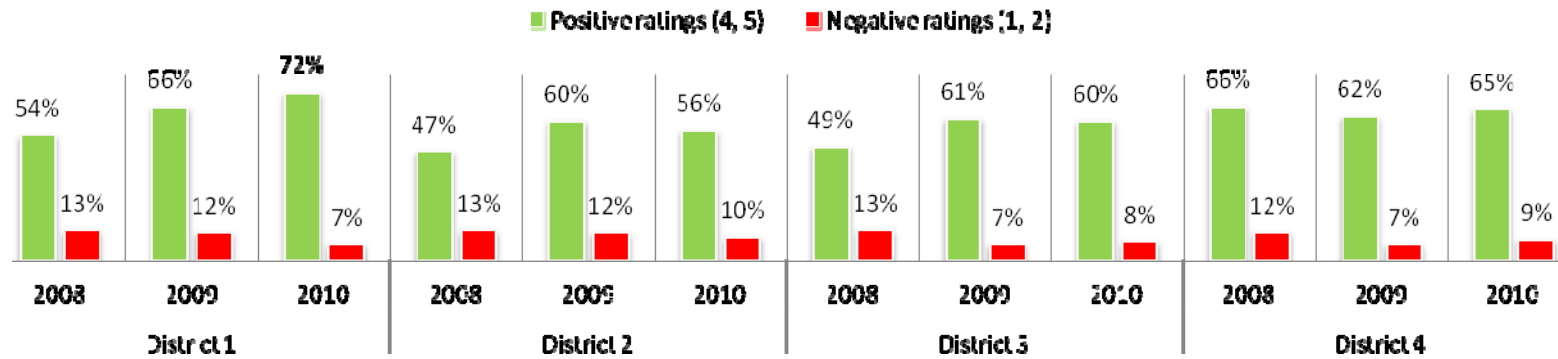
Positive ratings of VPD’s quick response to emergencies remain consistent in 2010 as compared to 2009. Likewise, negative ratings are similarly consistent as compared to 2009.

Quick response to emergencies



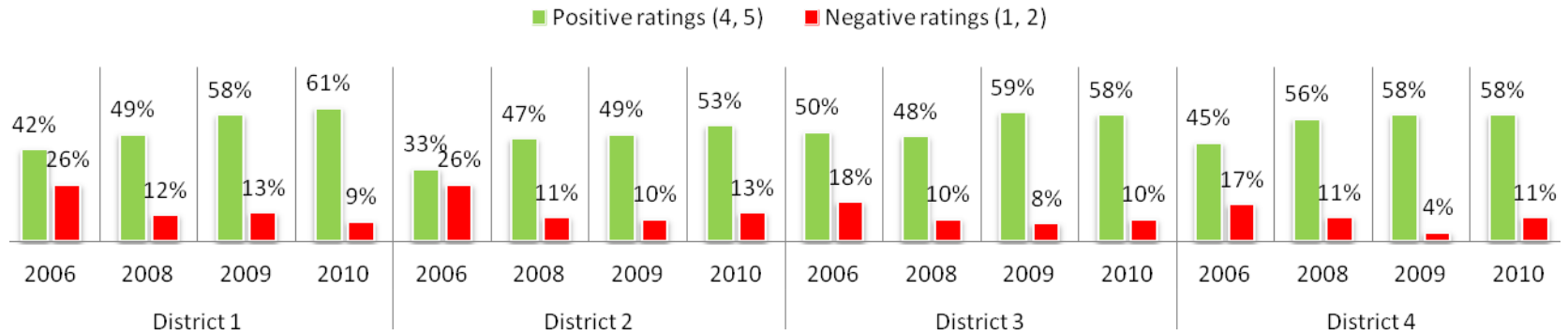
District 1 continues to be the most satisfied with VPD meeting the community’s safety needs. Citywide, positive ratings remained unchanged in 2010 compared to 2009; however District 1 saw an increase to 72% from 66% in 2009.

Meeting your community's safety needs



Satisfaction with the VPD addressing street disorder in 2010 remained at similar levels, as compared to 2009. Moreover, there were no significant differences between districts; positive ratings ranged between a low of 53% in District 2 to 61% in District 1.

Addressing street disorder

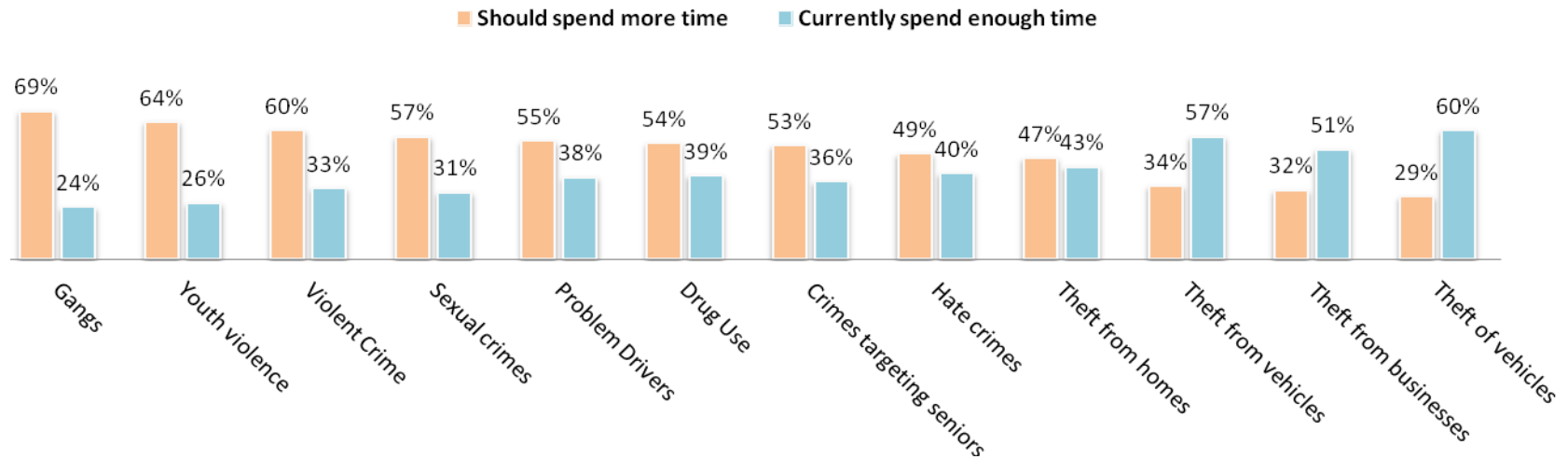


4.1.2.2 Time Devoted to Addressing Various Crime Problems

Do you think the police should spend more time addressing each of the following, or do you think they currently spend enough time addressing each of the following...

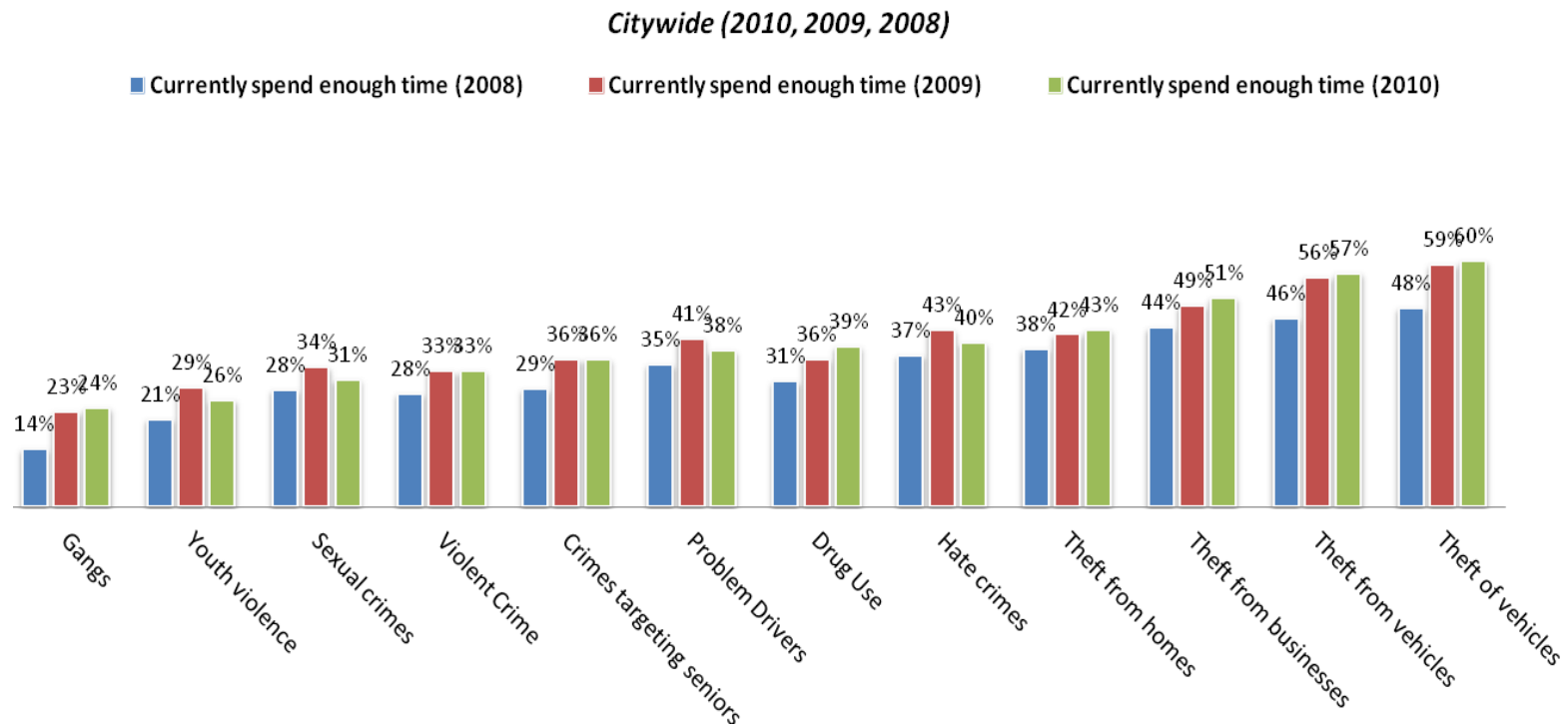
Note: Don't know/Refused is not shown in the figure below.

Citywide (2010)



The majority of residents think that the police should be spending more time addressing the challenges of gangs (69%), youth violence (64%), violent crime (60%), sexual crimes (57%), problem drivers (55%), drug use (54%) and crimes targeting seniors (53%).

Areas where the majority of residents think the VPD already devotes enough time are theft of vehicles (60%), theft from vehicles (57%) and theft from businesses (51%).

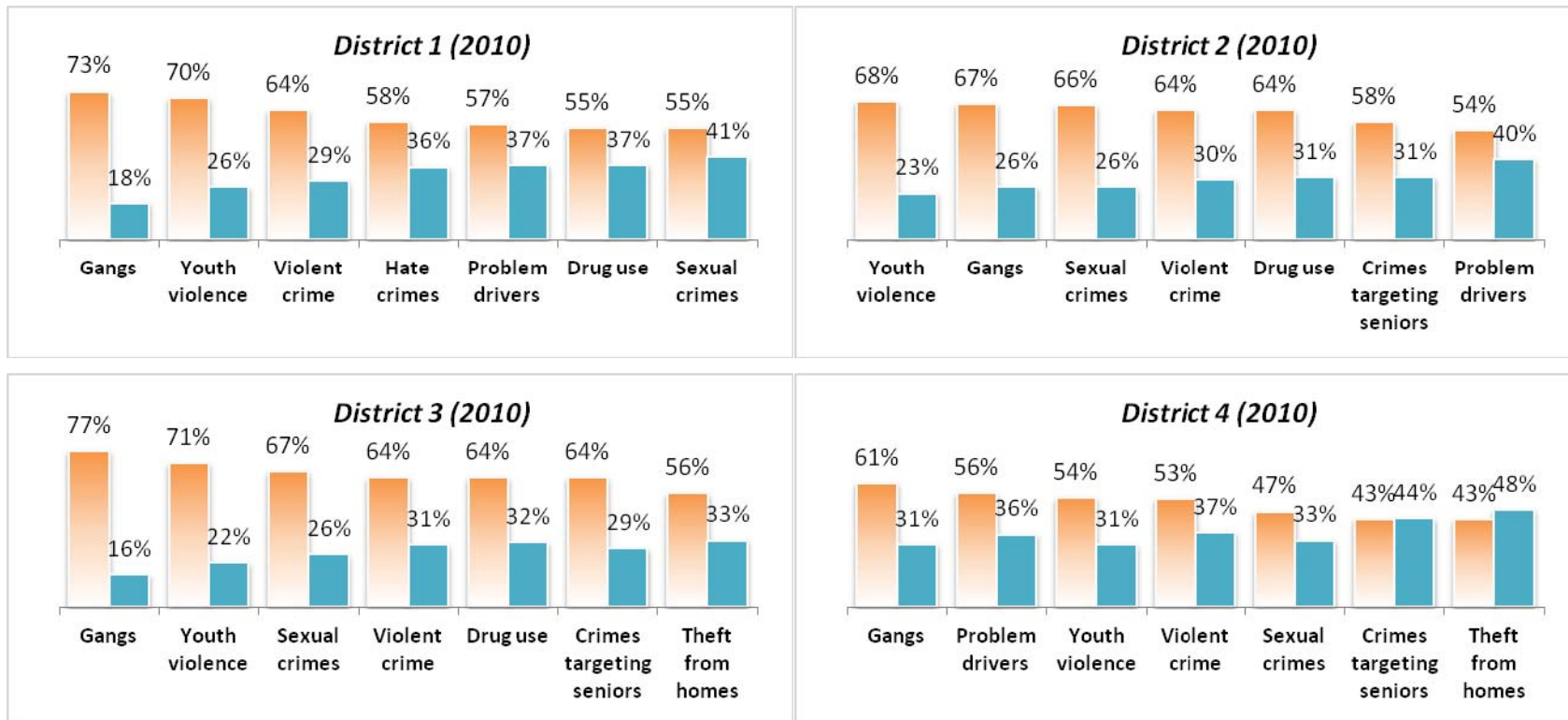


Largely, opinions about the areas where the VPD is currently spending enough time remains the same in 2010 as compared to 2009. Theft of vehicles was again viewed as the prime area in which police are spending enough time (60% in 2010 and 59% in 2009), followed closely by theft from vehicles (57% in 2010 and 56% in 2009).

There are several crime-related areas in which the public sees an improvement in the amount of time being devoted (yet the levels remain relatively low) including: gangs (24% in 2010, 23% in 2009, 14% in 2008), and youth violence (26% in 2010, 29% in 2009, 21% in 2008).

Top crime-related problems the VPD should spend more time addressing by District

Should spend more time (orange bar) Currently spend enough time (blue bar)



Residents in all four Districts recommended that the VPD devote more time to similar issues, which most frequently included gangs, youth violence, violent crime, and sexual crime.

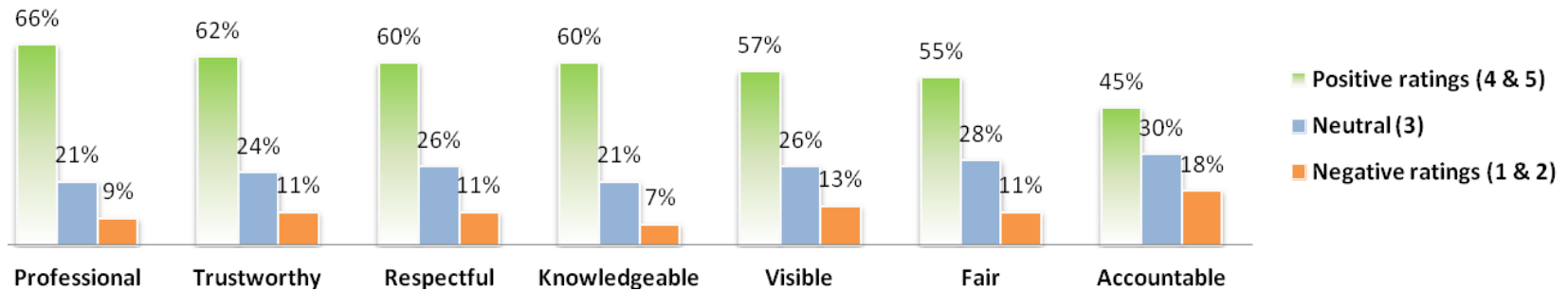
As in 2009, residents in District 3 were more concerned about crimes targeting seniors, and were more likely to suggest the VPD ‘should spend more time’ in this area (64% compared to 53% overall).

District 1 residents were more likely to suggest that the VPD spend more time on hate crimes (58%), an increase of 16-points since 2009 (42%).

Increasing policing on drugs was less of a concern for residents in Districts 1 and 4, where more residents thought the VPD ‘currently spends enough’ time addressing drugs compared to residents in Districts 2 and 3.

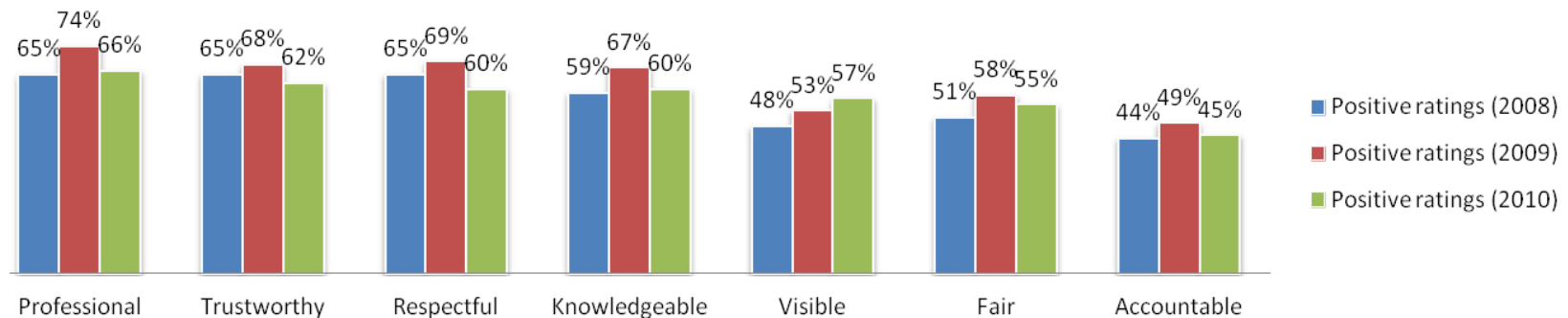
4.1.3 PERCEIVED QUALITIES OF THE VPD

Q7. How well do the following qualities describe the Vancouver Police Department?
City wide (2010)



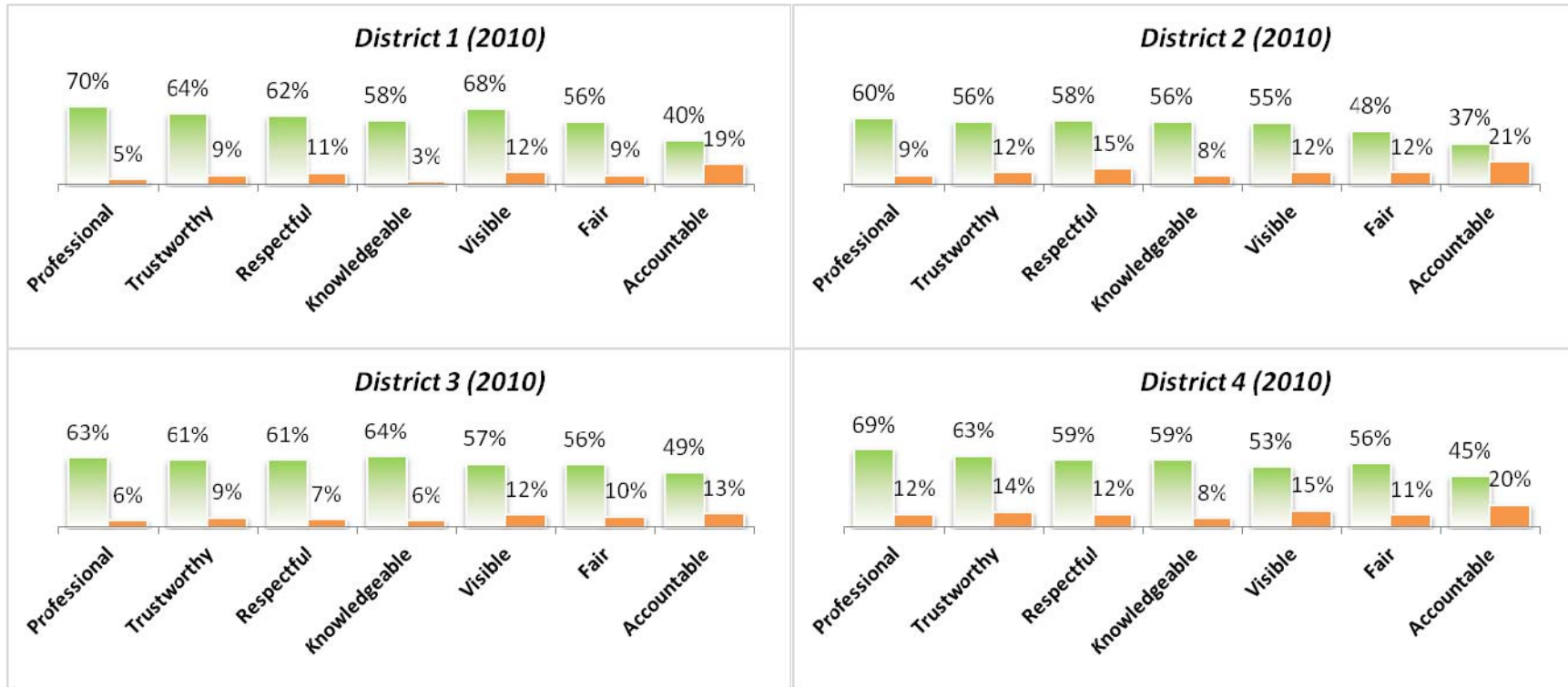
Residents evaluated the VPD on seven attributes that reflect key dimensions of the VPD’s reputation. The results show that residents tend to describe the VPD as a professional, trustworthy, respectful, and knowledgeable organization. Ratings of the department’s visibility, fairness, and accountability were somewhat lower, however.

Compared to 2009, positive ratings were lower for professionalism, trustworthiness, respectfulness, level of knowledge, fairness, and accountability, generally closer to 2008 ratings. Visibility was the only dimension to see an increase in positive ratings compared to 2009.



Perceived qualities of the VPD by District

■ Positive ratings (4 & 5) ■ Negative ratings (1 & 2)



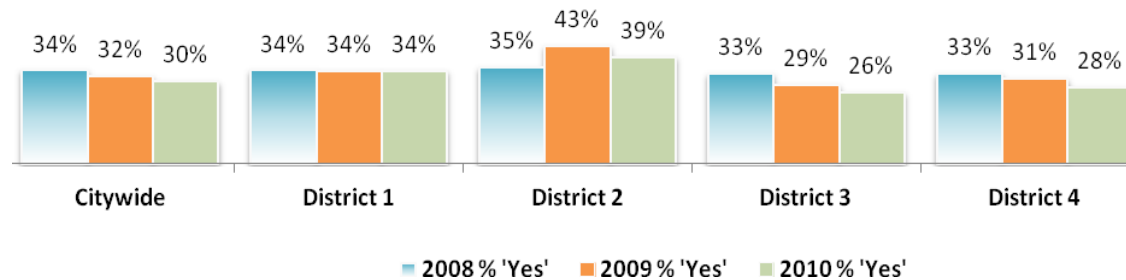
There were some perceptual differences between residents in the four Districts, although, for the most, part the views are consistent citywide. Notable perceptual differences include:

- Residents in District 4 were more likely to have a negative view of VPD’s professionalism (12% negative compared to 9% overall).
- Residents in District 1 were more likely to have a positive view of VPD’s visibility (68% positive compared to 57% overall).

- 4.1.4 CONTACT WITH THE VPD

4.1.4.1 Contact with the VPD

Q8. During the past 12 months, have you had contact with the Vancouver Police Department?



Approximately one-third (30%) of Vancouver residents had contact with the VPD in the 12 months preceding the survey. In 2010, District 2 residents were significantly more likely to have had contact with the VPD (39%) compared to residents of all other areas.

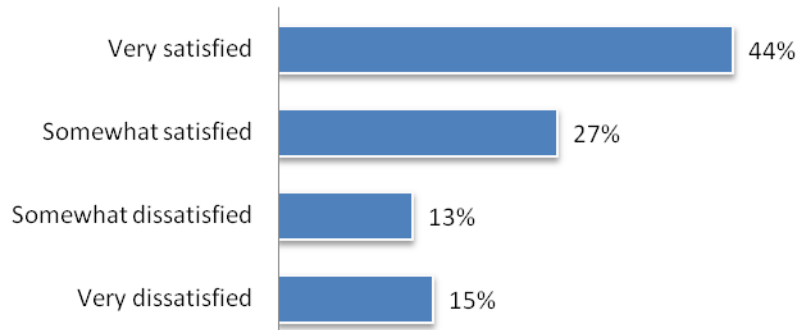
Please note that the full text of the question emphasized contact with the VPD directly, not with a 911 dispatcher. The full text of the question, as it was read to participants, was:

This next section will ask some questions about any personal contact you have had with the Vancouver Police Department. This could include a conversation with a police officer in person or on the phone, a call to the police non-emergency number or any number of other ways that you may have been in contact with the Vancouver Police Department.

We are interested here in your contact with the members of the Vancouver Police Department – not contact with a 911 dispatcher or police from other jurisdictions. Please also exclude contacts you may have had in connection with your place of work or business.

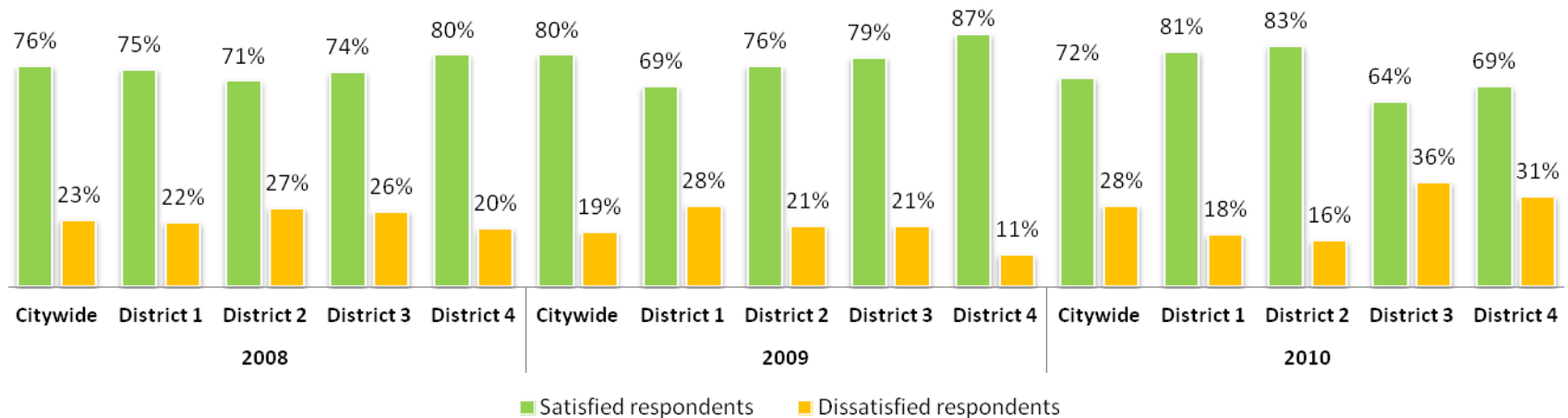
4.1.4.2 Satisfaction with Service Received

Overall, how satisfied were you with the service you received from the Vancouver Police Department? (Citywide, 2010)



The majority of residents who had contact with the VPD were generally content with their experience. Approximately three-in-four (71%) who had contact with the VPD in the 12 months preceding the survey were satisfied with the service received.

In 2010, there were clear differences in resident satisfaction depending on the District of residence. Residents of District 1 and 2 were less likely to be dissatisfied with the service (18% and 16%, respectively), compared to District 3 and 4 (36% and 31%).



Base: Residents who had contact with the VPD in the 12 months preceding the survey (n=262 in 2010; n=300 for 2009; n=295 for 2008).

Reasons for Satisfaction/Dissatisfaction

	Citywide	District1	District2	District3	District4
Positive comments					
Quick response / helped me	32%	29%	37%	30%	34%
Courteous / respectful	24%	22%	22%	24%	27%
Did a good job	16%	28%	16%	13%	14%
Professional / knowledgeable	11%	16%	9%	16%	7%
Good follow-up/kept me informed	5%	6%	7%	3%	5%
Negative comments					
Did not do a good job / Bad experience with VPD	15%	6%	12%	15%	21%
Did not listen / were rude	10%	2%	5%	12%	13%
Police abused authority	9%	4%	1%	9%	15%
Lack of response / help	5%	4%	7%	3%	5%
No / slow follow-up	4%	6%	4%	7%	2%

The top two reasons for positive views of VPD service are a quick response and courteousness/respectfulness.

The primary sources of dissatisfaction were an unsatisfactory performance or bad experience, the perception that the VPD representative did not listen, was rude, or abusing authority. Such responses were most significant in District 4.

Base: Residents who had contact with the VPD in the past 12 months, 2010 n=262.

Note: Responses mentioned by less than 2% of participants not shown.

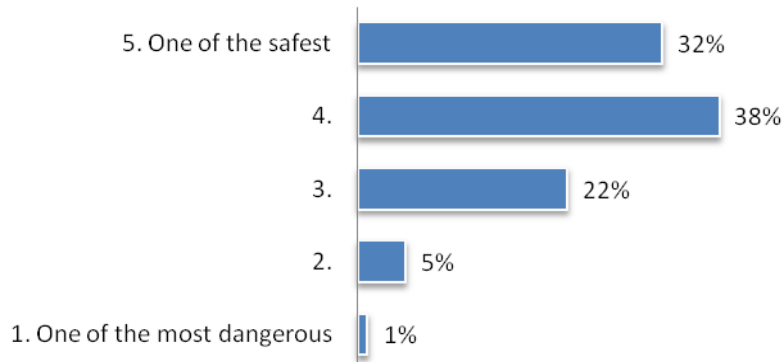
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4.2 *Perceptions of Safety and Crime*

4.2.1 PERCEPTIONS OF NEIGHBOURHOOD SAFETY

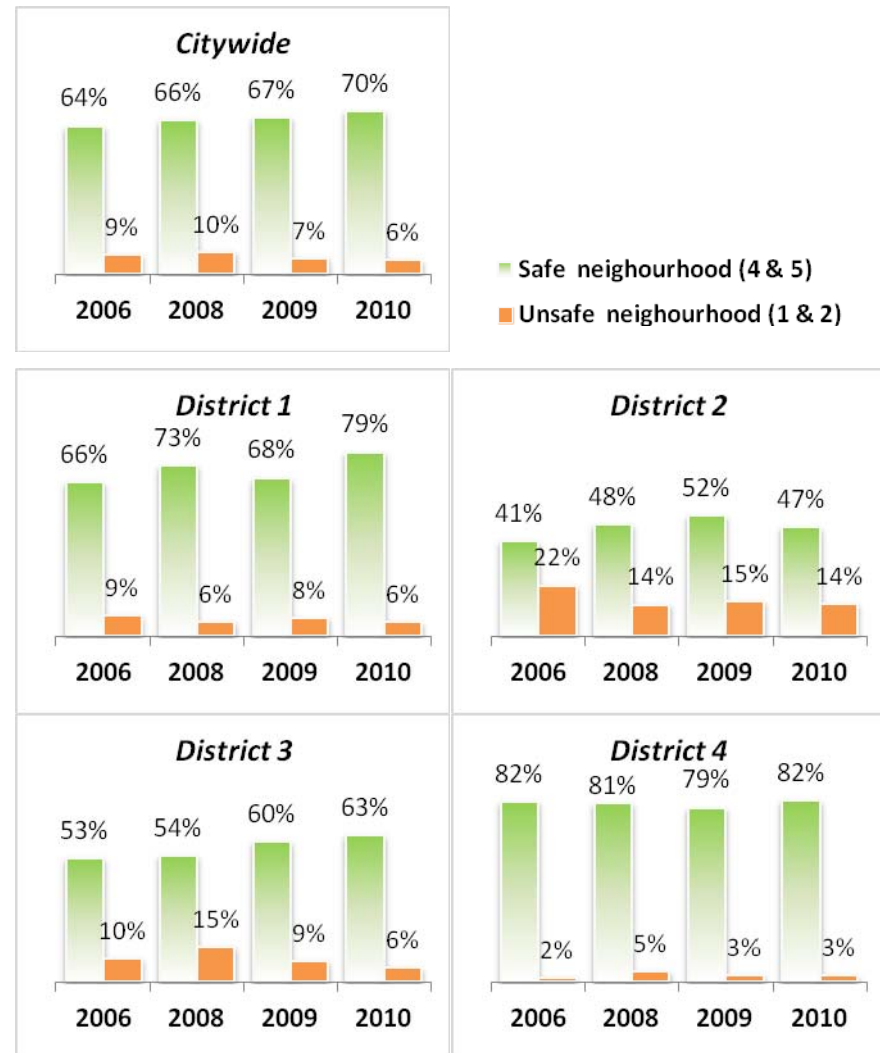
4.1.2.1 Perceived Level of Safety of the Neighbourhood

How safe do you feel your neighbourhood compared to other neighbourhoods in the city? (Citywide, 2010)



Overall, residents' perception of neighbourhood safety continues to improve (70% feeling safe in 2010, from 64% in 2006).

As observed in previous years, the Districts have significant variation in residents' ratings. Residents in District 1 and 4 feel most safe (79% and 82%, respectively), while residents of District 2 and 3 less so (47% and 63%, respectively).



4.1.2.2 Reasons of the Perceived Level of Safety

	Citywide	District1	District2	District3	District4
Positive comments					
Low crime rate	21%	18%	9%	19%	29%
See police often/feel safe in community	19%	30%	12%	13%	24%
Neighbourhood is quiet	17%	20%	14%	13%	21%
Negative comments					
Do not feel safe/not enough police presence	16%	14%	31%	18%	10%
High crime rate	16%	8%	16%	26%	10%
Drug dealing and gang activity	6%	5%	14%	10%	1%

Base: All participants (n=799).

Note: Responses mentioned by less than 2% of participants not shown.

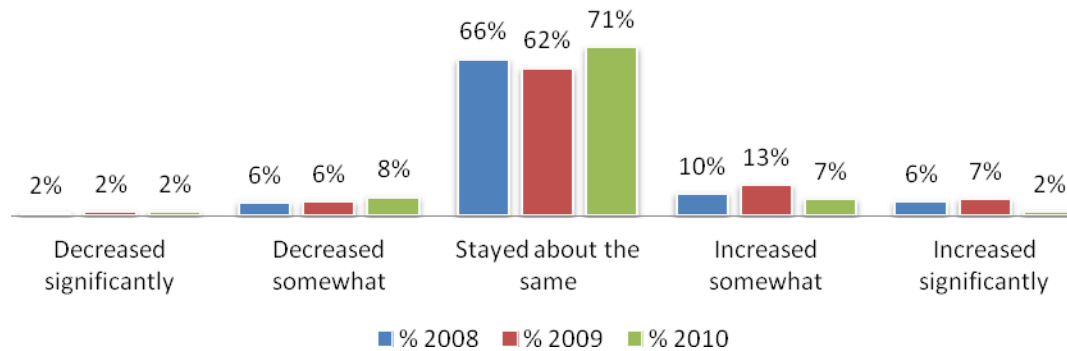
Values that are circled are significantly different from the non-circled values in the same row.

Residents who said that their neighbourhoods were safe tended to say it was because of a low crime rate, visibility of police, and the quietness of the neighbourhood. These comments were most frequent in District 1 and 4.

Residents who do not feel safe in their neighbourhood cited lack of police presence, a high crime rate, drug dealing and gang activity. Almost one-third of residents in District 2 said they did not feel safe due to lack of police presence.

4.1.2.3 Violent Crime in the Neighbourhood

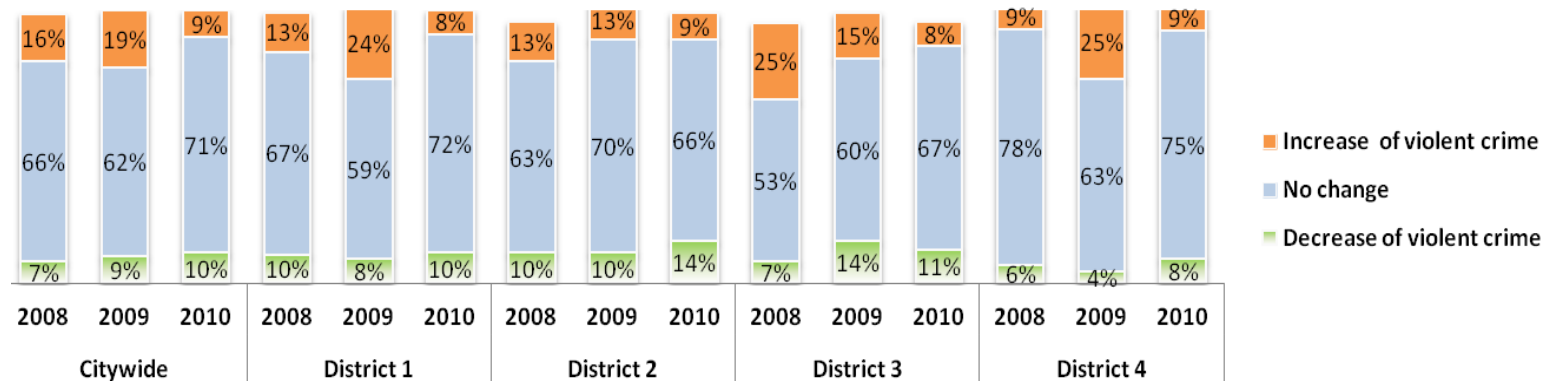
In the past 12 months, would you say the level of violent crime in your neighbourhood has... (Citywide)



Note: Participants who said 'Don't know' are excluded from the figure above.

Seven-in-ten Vancouver residents said that the violent crime rate in their neighbourhood had 'stayed about the same' in the 12 months preceding the survey. Approximately the same number of respondents said the crime rate in their neighbourhood 'increased' in the same time period (9%) as the proportion who said it 'decreased' (10%).

In the past 12 months, would you say the level of violent crime in your neighbourhood has...



Note: Participants who said 'Don't know' are excluded from the figure above.

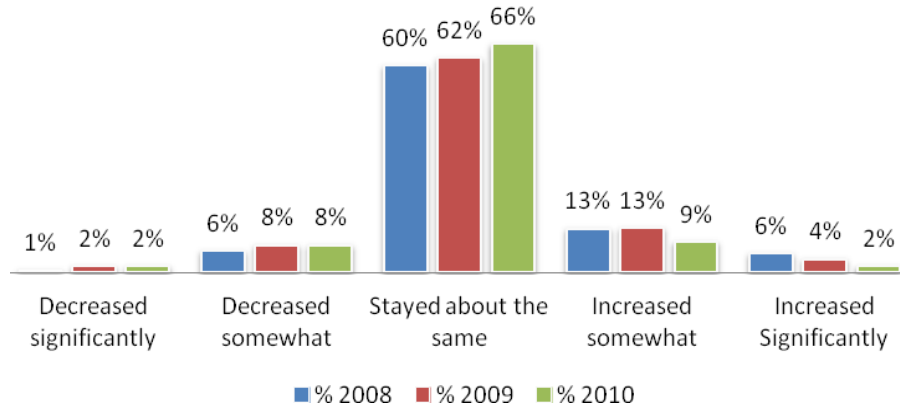
At the citywide level, one-in-ten said violent crime has increased, compared to two-in-ten in 2009. The proportion saying there has been a decrease in violent crime remains the same, however, at 10% in 2010 and 9% in 2009.

Compared to 2009, residents in Districts 1, 2, and 4 in 2010 were more likely to say there has been a decrease in violent crime. While In District 3, 11% said there was a decrease in violent crime in 2010 compared to 14% who said so in 2009.

Residents in District 4 were much less likely to say there has been an increase in violent crime in 2010 (9% in 2010 compared to 25% in 2009).

4.1.2.4 Property Crime in the Neighbourhood

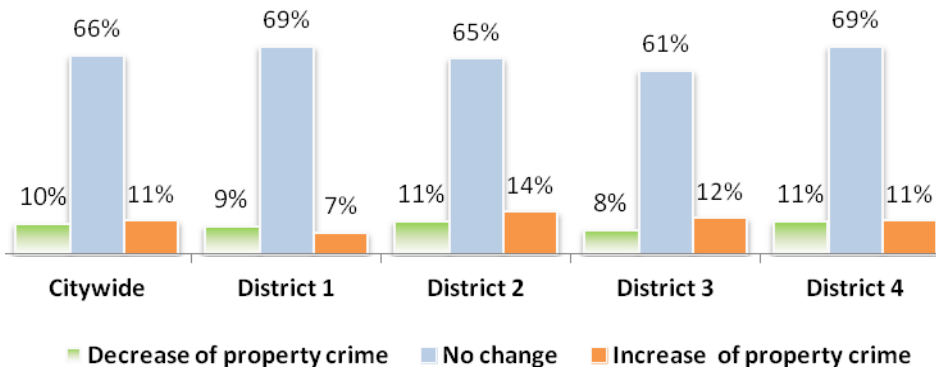
In the past 12 months, would you say the level of property crime in your neighbourhood has... (Citywide)



Two-thirds of Vancouver residents said that the property crime in their neighbourhood had ‘stayed about the same’ in the 12 months preceding the survey.

Residents in District 2 were most likely to say that property crime ‘increased’ in the 12 months preceding the survey than to have said it ‘decreased’ (14% compared to 11% overall).

Approximately one-in-ten in each District said that property crime in their neighbourhood had ‘decreased’.



4.1.2.5 Most Important Crime-related Problem in the Neighbourhood

Crime-related problem in the neighbourhood	Citywide	District1	District2	District3	District4
Break and enter	29%	13%	27%	23%	41%
Drug dealing and gang activity	7%	5%	11%	13%	1%
Drug use	6%	10%	14%	6%	2%
Violence/violent crime	6%	6%	5%	9%	5%
Theft from vehicles	4%	6%	4%	3%	5%
Vandalism	4%	5%	3%	4%	5%
Theft of vehicles	3%	5%	3%	3%	3%
Robbery	3%	2%	4%	4%	1%
Traffic offenses like speeding	2%	3%	2%	1%	3%
Hate crimes	2%	10%	-	-	1%

Base: All participants (n=804).

Note: Responses mentioned by less than 2% of participants not shown.

Values that are circled are significantly different from the non-circled values in the same row.

Break and enters, drug dealing and gang activity were the most frequently mentioned ‘most important’ crime-related problems when residents spoke about their neighbourhoods.

Though only mentioned by 13% of residents in District 1, problems with breaking and entering were the most frequently mentioned crime-related problem in District 2 and 3, and overwhelmingly so in District 4 (41%).

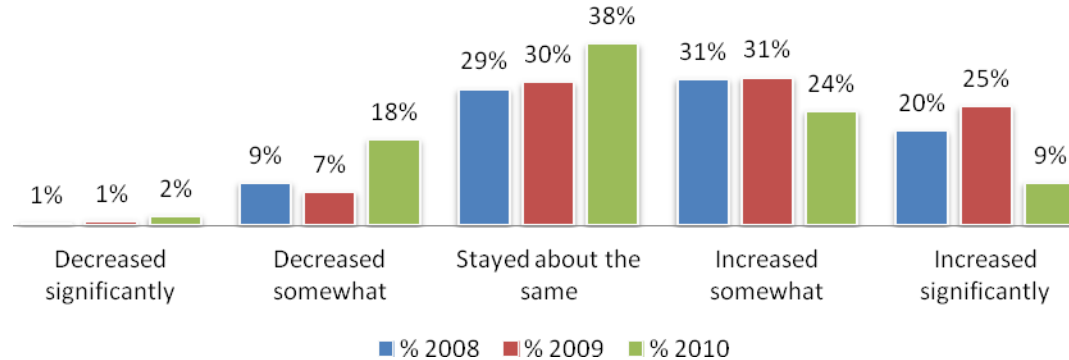
Drug dealing and gang activity, as well as drug use and violent crime are seen as important crime-related problems, but not considered a serious concern in District 4.

Notably, one-in-ten residents in District 1 cited hate crimes as an important crime-related problem in their neighbourhood. This response was not mentioned in District 2 or 3, and by only 1% (2 respondents) in District 4.

4.2.2 PERCEPTIONS OF CRIME IN THE CITY

4.2.2.1 Violent Crime in the City

In the past 12 months, would you say the level of violent crime in the city of Vancouver has... (Citywide)

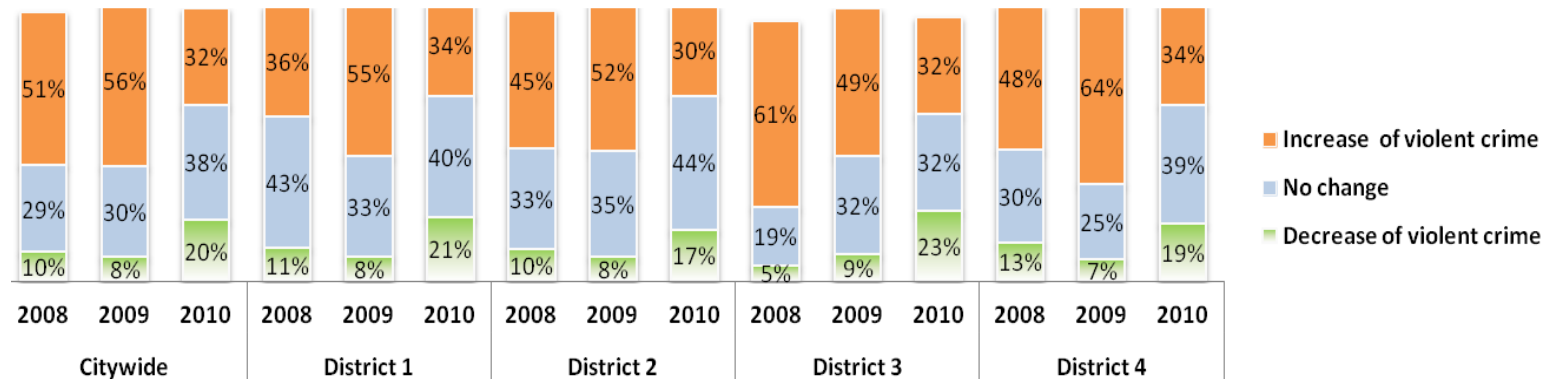


Note: Participants who said 'Don't know' are excluded from the figure above.

Approximately four-in-ten (38%) Vancouver residents said that violent crime in the city has increased in the 12 months preceding the survey. As in 2009, this is at odds with residents' responses when they were asked about their own neighbourhoods, where only 9% said that violent crime had increased.

This difference between perceptions of what is happening in each neighbourhood and what is happening in the city at large suggests that residents believe that the city is becoming a more unsafe place but not at the 'street-level' in their neighbourhoods.

In the past 12 months, would you say the level of violent crime in the city of Vancouver has...



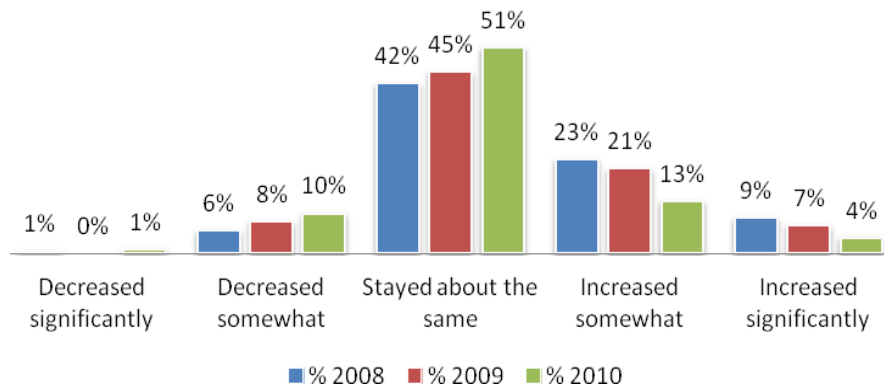
Note: Participants who said 'Don't know' are excluded from the figure above.

Citywide, one-third (32%) said violent crime has increased in the city during 2010; this is a favourable decline from the majority of residents who said so in 2009 and 2008 (56% and 53%, respectively). Conversely, 20% said there has been a decrease in violent crime in 2010, compared to 8% in 2009 and 10% in 2008.

There were no significant differences between Districts in 2010.

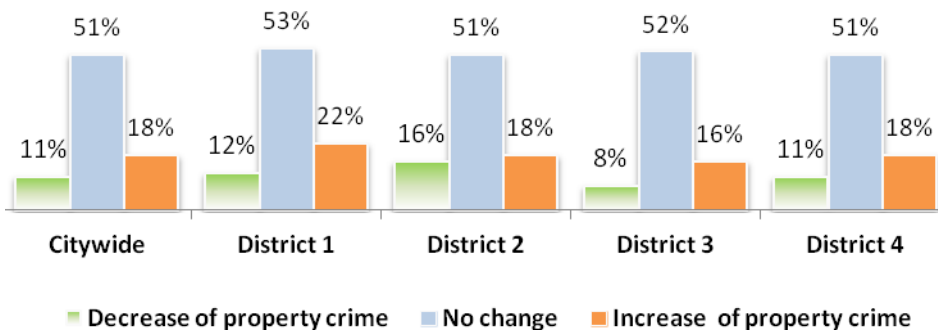
4.2.2.2 Property Crime in the City

In the past 12 months, would you say the level of property crime in the city of Vancouver has... (Citywide)



The majority of residents said that the level of property crime in the city has 'stayed about the same' (51%) in the 12 months preceding the survey. Approximately one-in-six (17%) said that property crime has increased, while one-in-ten (11%) said it has decreased.

Results were largely similar across all Districts; however, residents of District 2 were more likely to say that property crime has decreased (16% compared to 11% overall).



4.2.2.3 Most Important Crime-related Problem in the City

Crime-related problem in the City	Citywide	District1	District2	District3	District4
Drug use	24%	30%	26%	23%	22%
Gang activity	23%	30%	17%	22%	24%
Drug dealing	9%	7%	10%	9%	9%
Assaults & violent crime	9%	5%	12%	8%	10%
Break & enters	7%	4%	10%	8%	8%
Gun crime (Shootings)	4%	3%	1%	6%	3%
Robbery	2%	3%	2%	3%	2%

Base: All participants (n=804).

Note: Responses mentioned by less than 2% of participants not shown.

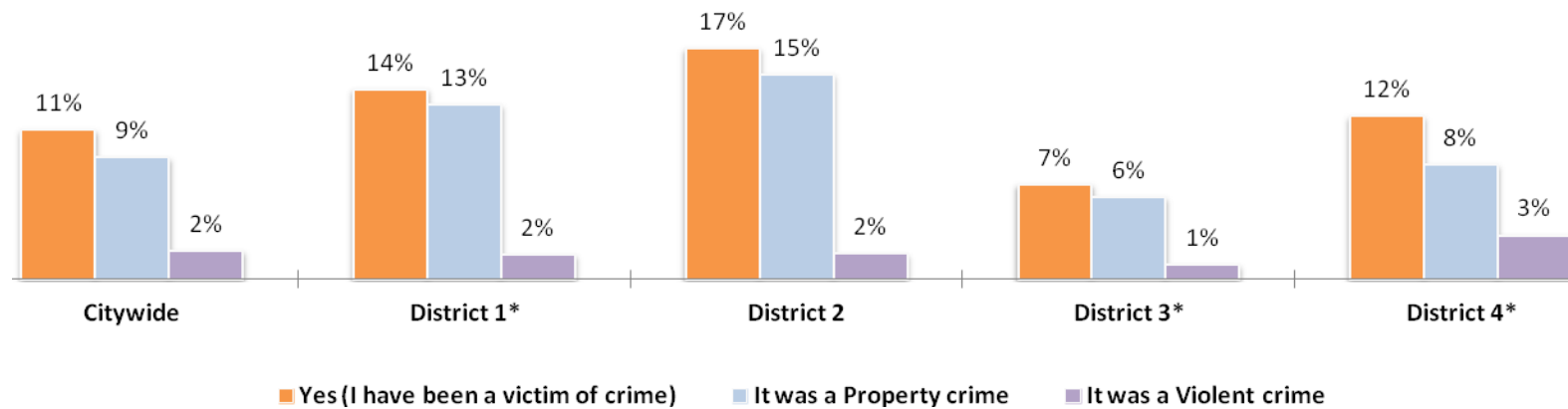
Values that are circled are significantly different from the non-circled values in the same row.

Residents were asked “What do you think is the most important crime-related problem in the city of Vancouver? The most frequency response was drug use, followed by gang activity - and to a lesser extent - drug dealing, assaults and violent crime. Drug use was of particular concern in District 1, and assaults and violent crime in District 2.

4.3 *Experience with Crime*

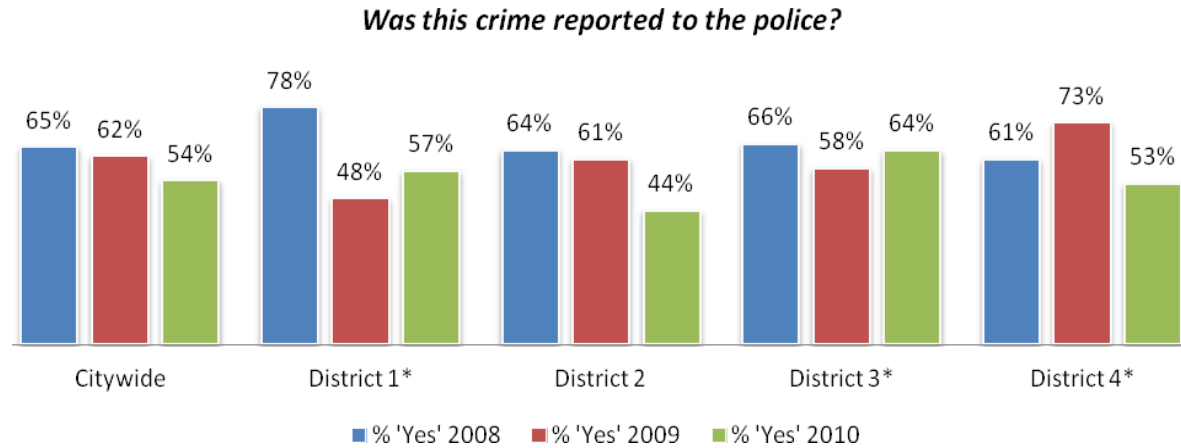
4.3.1 EXPERIENCE WITH CRIME

*In the past 12 months, have you been a victim of a crime in the city of Vancouver?
Was it a property crime or violent crime?*



* Caution: small base sizes

Approximately one-in-ten (11%) said they have been a victim of crime in the 12 months preceding the survey. Of those who were victimized, 81% experienced a property crime, and 54% said that they reported the crime to the police. Victimization was highest in District 2 (17%) followed by District 1 (14%).



4.3.2 REPORTING THE CRIME

** Caution: small base size*

Base: Residents who were victimized in the 12 months preceding the survey (n=99).

Reasons for not reporting the crime

Reason	2010
Crime was too small	48%
Felt that the police could not do anything about it	42%
Previous experience with VPD not helpful	5%
Did not want to get involved with VPD	5%
Fear of person(s) who committed the crime	3%

Base: Residents who did not report the crime (n=42). Only responses mentioned by more than one person shown.

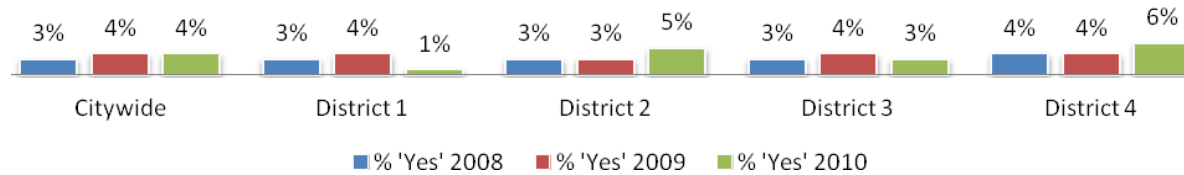
Overall, just over half of victimized residents (54%) said that they reported the crime to the police, compared to just over six-in-ten in 2009 and 2008 (62% and 65%, respectively). *Note that this is not a significant decrease.* Conversely, District 1 residents' likelihood of reporting crime increased significantly compared to 2009. The most frequently mentioned reasons for not reporting crime were that the 'crime was too small' (48%) and a belief 'that the police could not do anything about it' (42%).

Caution should be exercised in interpreting these results due to small base sizes.

4.4 *Community Participation*

4.4.1 PARTICIPATION IN A VPD-SPONSORED TRAINING PROGRAM

Q18. In the past 12 months, have you, or anyone in your household, participated in a program or received training for your business sponsored by the VPD?

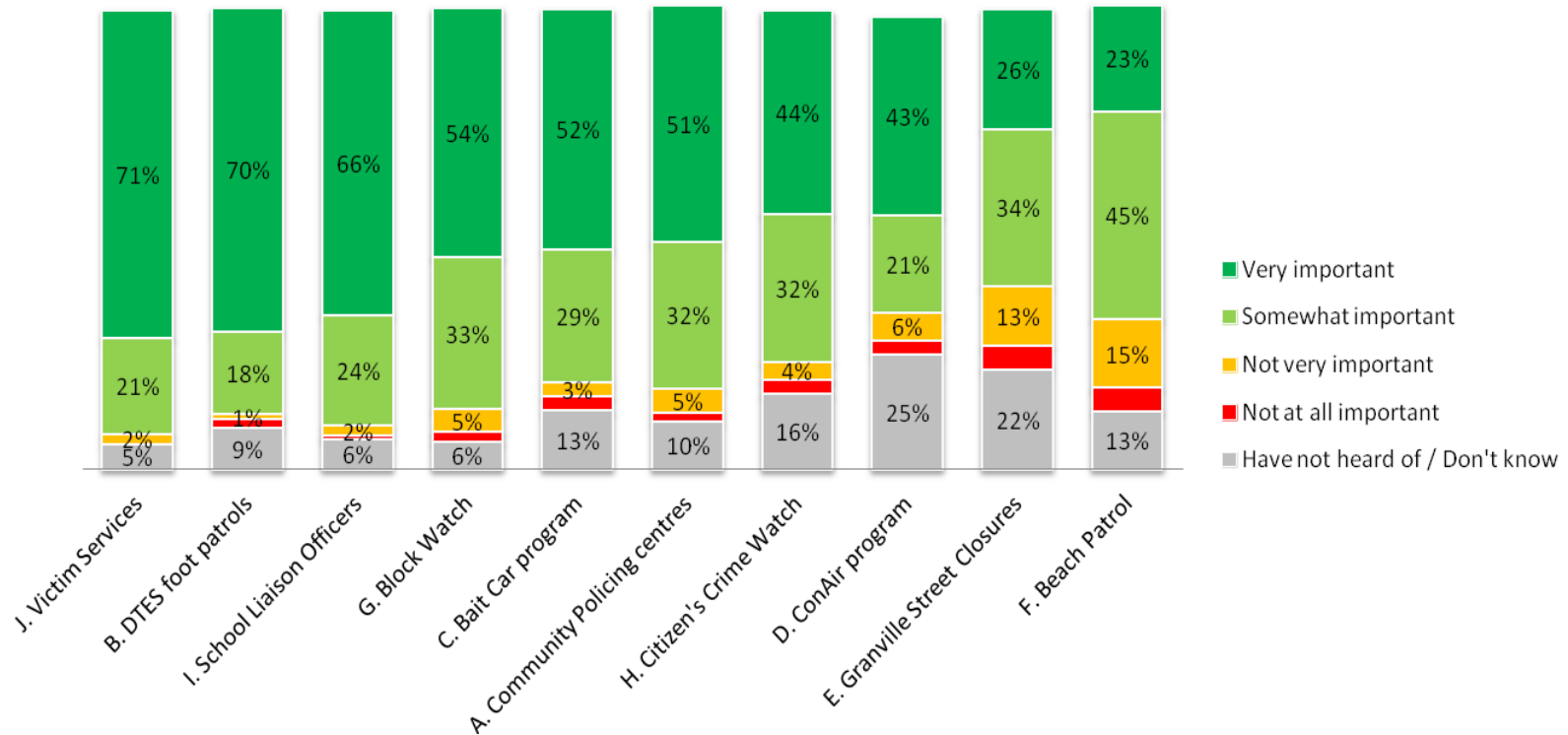


Similar to 2009 and 2008, four percent of Vancouver residents said that they or someone in their household had participated in a VPD-sponsored training program in the 12 months preceding the survey.

Of the 29 people who participated, the most commonly mentioned programs were Block Watch (41%), a community program (9%), community policing/reserve force training (7%), and the Combat Auto Theft Decal (CAT) program (6%).

4.4.2 IMPORTANCE OF VARIOUS VPD PROGRAMS

Please indicate how important each is to you as a resident of Vancouver ...?

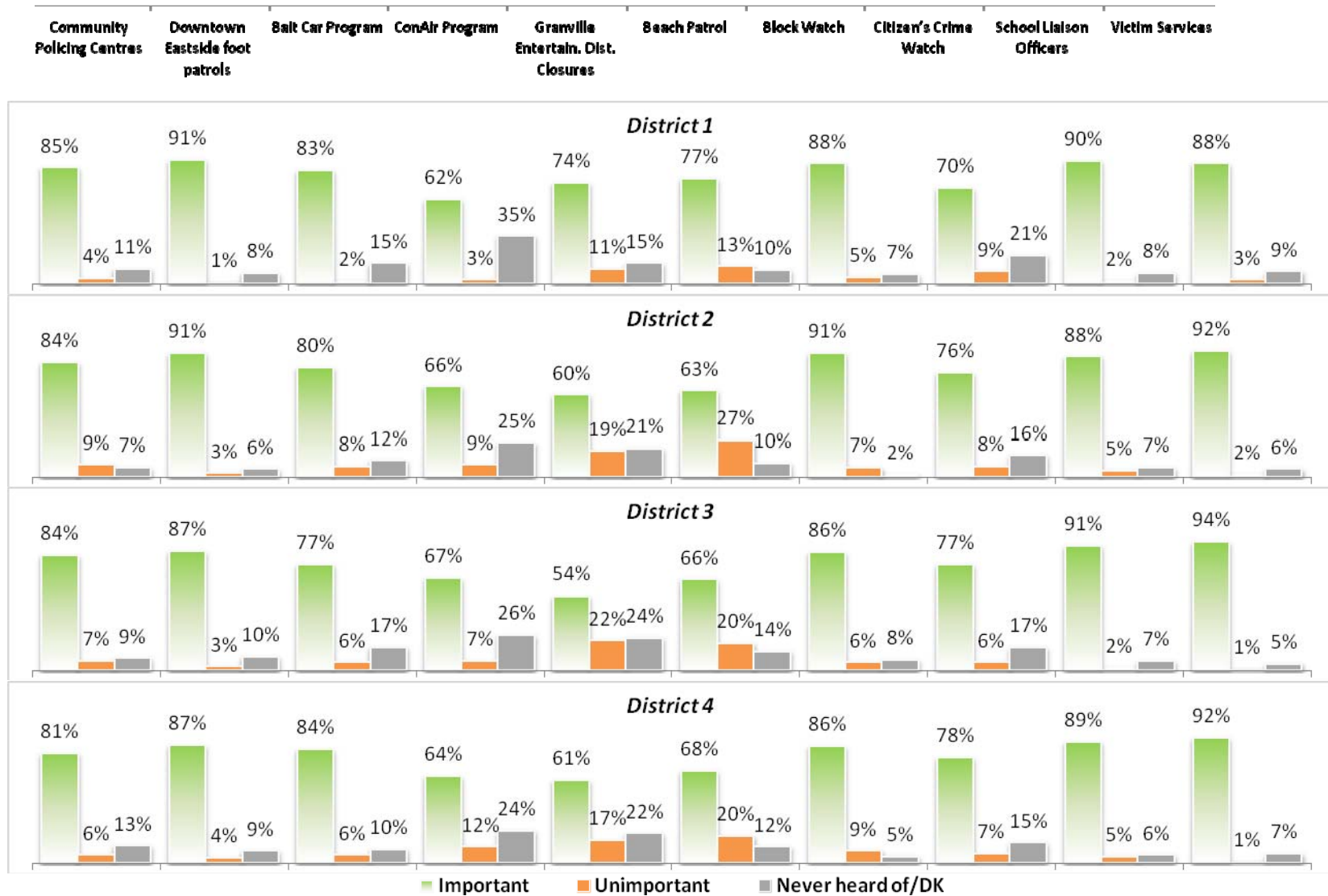


Residents rated the importance of 10 different VPD programs and services. Victim Services and School Liaison Officers were rated as the most important (very important and somewhat important combined), followed by Downtown Eastside foot patrols, Block Watch and Community Policing centres. Beach Patrol, the ConAir program, and Granville Street closures were rated as of lower importance.

Overall, residents in all Districts shared a similar view of importance of the rated programs and services. However, residents of District 1 rated Granville Street closures as important compared to residents in the other Districts (74% compared to 60% overall).

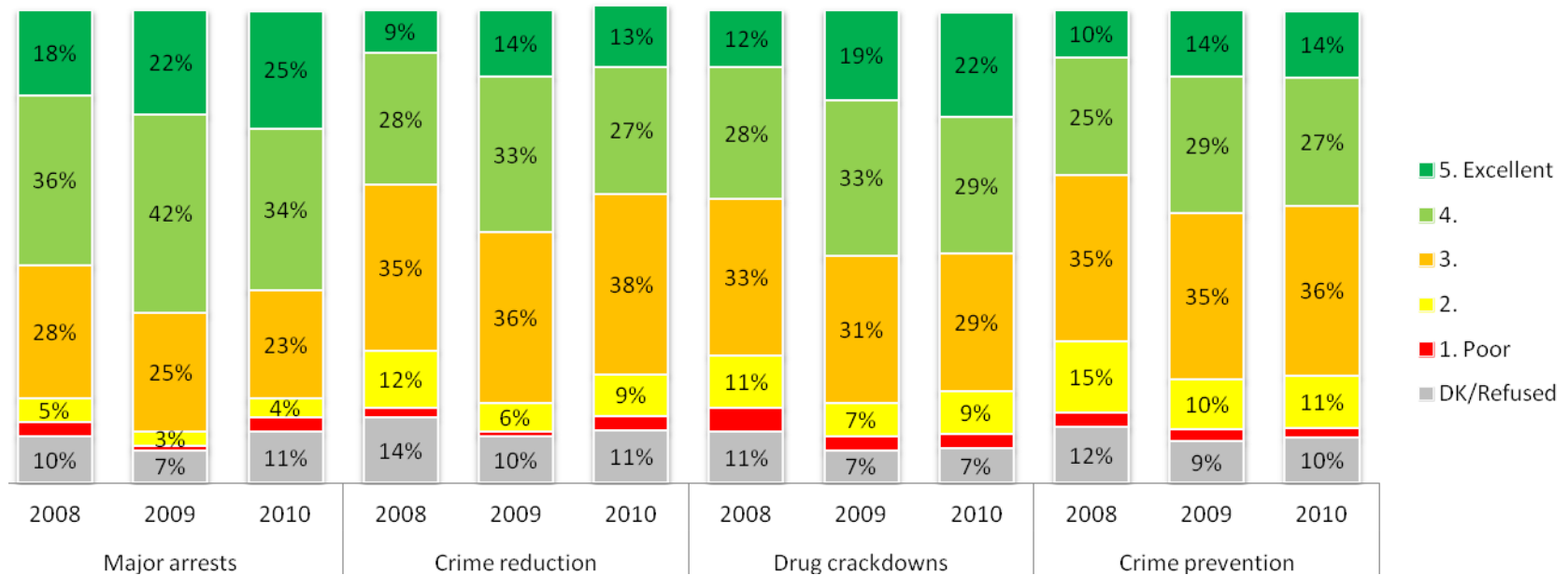
The importance of these programs and services within each District is shown on the slide that follows.

Importance of various VPD programs by District



4.4.3 INFORMING THE PUBLIC

Q20. On a scale of 1 to 5, where five is excellent and one is poor, how would you rate the job of the VPD at generating news stories informing the public about ...? (Citywide)



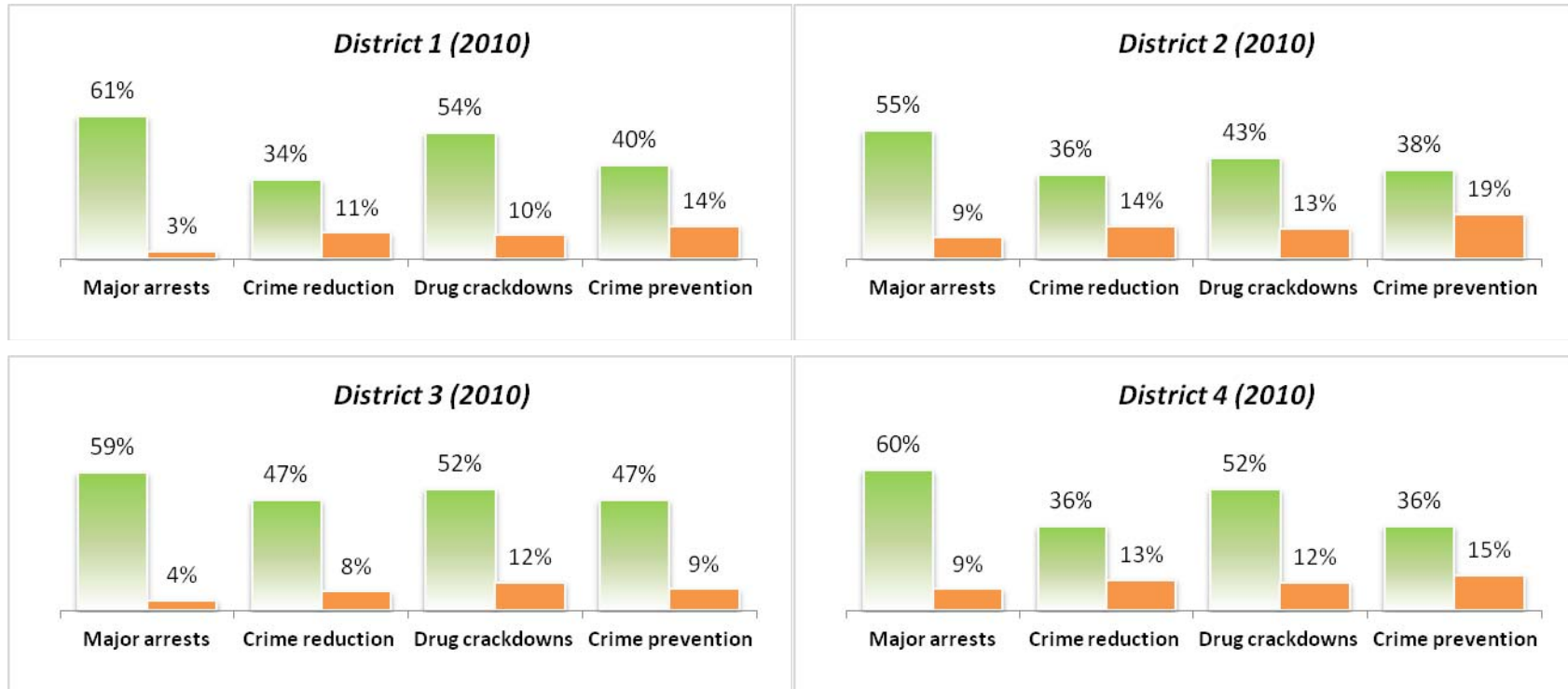
The VPD's performance on generating news stories - in all areas – is generally viewed as of excellent quality throughout 2008-2010.

Assessment of VPD's performance on generating news stories about crime reduction was slightly less positive in 2010 (40% rating 4 or 5 out of 5) as compared to 2009 (47%).

In 2010, Vancouver residents thought the VPD was best at communicating information about major arrests (59%) and drug crackdowns (51%).

Ratings of the VPD keeping the public informed by District

■ Positive ratings (4 & 5) ■ Negative ratings (1 & 2)



The results of the Districts are largely reflective of the city as a whole. Two significant differences were noted between Districts 1, 2 & 4, (as a group) and District 3. Residents in District 3 think the VPD is doing a better job at keeping the public informed about crime prevention and in reducing crime.

4.4.4 SOURCE OF INFORMATION ABOUT THE VPD

4.4.4.1 Sources of Information about the VPD in Past 12 months

Information source	Citywide	District1	District2	District3	District4
TV	71%	74%	68%	76%	67%
Radio	54%	49%	61%	57%	50%
The Vancouver Sun	44%	40%	39%	34%	56%
The Courier Newspaper	28%	22%	31%	24%	34%
The Province	27%	26%	25%	29%	27%
Community Newspaper	23%	22%	25%	26%	20%
The Globe & Mail	18%	20%	20%	12%	21%
Neighbourhood association newsletter	13%	7%	18%	11%	15%
The Westender Newspaper	10%	30%	12%	4%	8%
None	6%	8%	8%	6%	5%

Base: All participants (n=804).

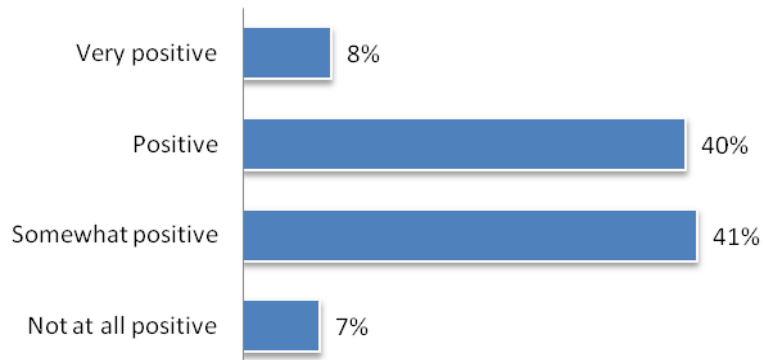
Note: List was read to participants, who could say “Yes” or “No” to each one.

Values that are circled are significantly different from the non-circled values in the same row.

Vancouver residents were asked from which of the nine sources of information listed above they have received information about the VPD. TV was the most frequently mentioned source of information (71%), followed by the radio (54%), and then newspapers (ranging from 44% to 10%). There were some significant differences between the Districts, which are identified by the circled values in the table.

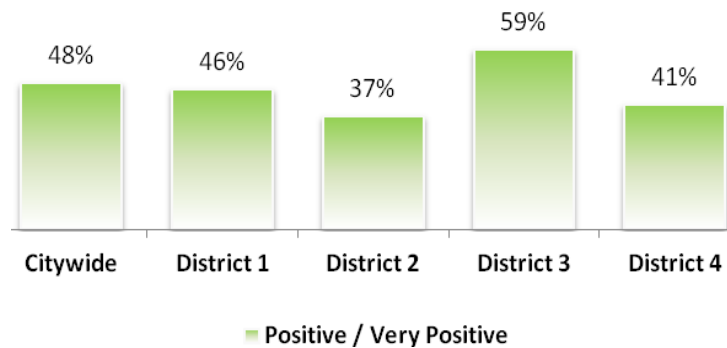
4.4.4.2 Perceptions of How the Media Portrays the VPD

Overall, what impression do you have of the VPD based on local media coverage? (Citywide, 2010)

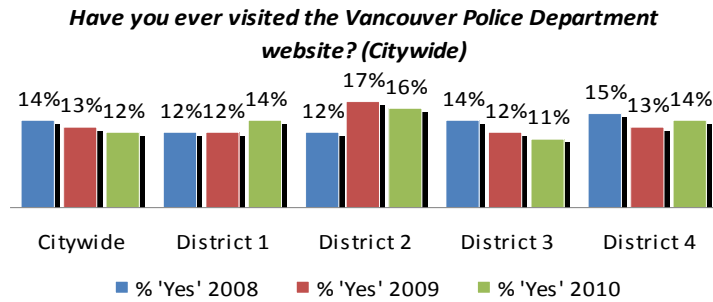


Almost one-half of residents thought that the local media present the VPD in a positive manner; only 8% said that it was portrayed in a ‘very positive’ manner.

Residents in District 3 had a more positive perception of the media’s portrayal of the VPD than others.



4.4.4.3 Use and satisfaction with the VPD website



The number of residents who visited the VPD website remains unchanged from 2009. The proportion of residents who visited VPD's website is largely similar by District, ranging from 11% to 16%.

The most common reasons for visiting the site were for general information (61%) and crime reporting purposes (59%). Other reasons included crime prevention tips, current news on the public affairs page, and career information. Of the District 3 residents who visited the site, almost half were seeking career information.

Around three-in-five (55%) were highly satisfied with the website (4 or 5 out of 5).

Information the VPD website visitors were seeking	Citywide	District1*	District2*	District3	District4
General information	61%	60%	80%	64%	52%
Crime reporting purposes	59%	58%	60%	47%	68%
Crime prevention tips	32%	40%	33%	33%	29%
Current news on the public affairs page	26%	24%	30%	20%	29%
Career information	22%	6%	12%	48%	14%
Contact information	6%	-	5%	9%	6%

Base: Residents who visited the VPD website (n=113).

Values that are circled are significantly different from the non-circled values in the same row.

* Caution: small base size

4.4.5 SUGGESTIONS FOR IMPROVING VPD SERVICE IN THE NEIGHBOURHOOD

Suggestions	Citywide	District1	District2	District3	District4
More police presence/foot patrols/visible patrolling	29%	23%	33%	27%	32%
Increased transparency / more public information	12%	11%	10%	13%	12%
Increase foot patrols	7%	12%	4%	6%	6%
Hire more staff/officers	4%	3%	4%	5%	4%
Less arrogance/professionally	4%	6%	5%	5%	2%
Better trained and educated	4%	2%	3%	3%	5%
Enforce traffic laws	3%	4%	4%	1%	4%
More social training for police	2%	2%	1%	2%	3%
Positive (non-specific)	2%	4%	3%	2%	1%
Tougher drug enforcement	2%	3%	5%	2%	<1%
Faster response	2%	2%	<1%	3%	1%
No response/DK	35%	33%	29%	38%	36%

Base: All participants (n=804).

Values that are circled are significantly different from the non-circled values in the same row.

Note: Responses mentioned by less than 2% of participants not shown.

The most frequent suggestion that residents gave for improving police service was to increase the presence and visibility of the police in the neighbourhood (29%). Also, more than one-in-ten residents suggested increasing the organization’s transparency.

Residents in Districts 1 were significantly more likely to suggest increasing foot patrols.

4.5 *Demographics*

	% of All Participants
Number of years lived in the City of Vancouver	
0-10	19%
11-20	30%
21-30	20%
31-40	12%
41-50	8%
50+	10%
Don't know/Refused	1%
Number of years lived in current neighbourhood	
0-5	20%
6-10	24%
11-15	14%
16-20	12%
21-25	9%
26-30	6%
30+	13%
Don't know/Refused	1%

	% of All Participants
Number of people in a household	
One	20%
Two	29%
Three	14%
Four	18%
Five or more	14%
Refused	3%
Level of Education	
Less than 12th grade (not a high school graduate)	6%
High school graduate	21%
Some college or other post-secondary education	13%
College graduate	12%
University graduate	29%
Some post-graduate	5%
Master's degree or higher	12%
Refused	2%

	% of All Participants
Canadian-born Respondents	
Yes	44%
No	55%
Refused	1%
Number of years lived in Canada (Immigrants)	
0-10	16%
11-20	30%
21-30	17%
31-40	17%
41-50	8%
51-60	7%
60+	3%
Don't know/Refused	2%
Own or Rent	
Own	71%
Rent	27%
Refused	2%

Income	% of All Participants
Under \$15,000	3%
\$15,000 - \$24,999	6%
\$25,000 - \$34,999	7%
\$35,000 - \$49,999	11%
\$50,000 - \$74,999	15%
\$75,000 or over	23%
Don't know	6%
Refused	29%

Age	% of All Participants
18-34	14%
35-54	33%
55+	46%
Refused	7%

Age/Gender	% of All Respondents
Male 18-34	8%
Male 35-54	14%
Male 55+	22%
Female 18-34	6%
Female 35-54	19%
Female 55+	24%



Appendix – Survey Instrument

VANCOUVER POLICE DEPARTMENT

COMMUNITY ASSESSMENT 2009

RESIDENT QUESTIONNAIRE

Revised, Oct. 27, 2009

INTRODUCTION

Hello, I'm **(NAME)** from NRG Research Group, calling on behalf of the Vancouver Police Department. We are conducting a brief study about the services they provide. Your input is important – the opinions and comments collected will be presented to City Council and the Police Department for consideration in the next Police budget. Please be assured that your views will remain confidential and anonymous.

May I please speak with the (male/female) household member who is 18 years of age or older, and who will be having the next birthday?

IF WANTS TO KNOW WHAT KINDS OF QUESTIONS WE ARE ASKING: This study is about your perceptions of police services. It does not include any questions about personal security, or home security, measures.

IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.

PERSUADERS

- This interview will take between 10 and 15 minutes, depending on what you tell me.
- This is a very important survey. Your answers will help the Vancouver Police improve the service they offer
- Even if you have had no contact with the police, it is very important that we talk with you.
- I can assure you that this is a legitimate survey being conducted on behalf of the Vancouver Police Department. You can verify this by calling the Senior Vice President of our firm (at 604.676.5641) or you can contact the Vancouver Police Department at (604.717.3535) and ask for the Planning, Research Department.
- Everything you say will be kept confidential.

TO NEW HOUSEHOLD RESPONDENT: Hello, I'm **(NAME)** from NRG Research Group calling on behalf of the Vancouver Police Department. We are conducting a brief study about the services provided by the Vancouver Police Department. May I confirm that you are 18 years of age or older, and the person in the household who will be having the next birthday?

1. YES – CONTINUE
2. NO – ASK TO SPEAK TO THE PERSON WHO WILL HAVE THE NEXT BIRTHDAY WHO IS OVER THE AGE OF 18

1. We would like to include the opinion of all citizens of Vancouver in this survey, may I have your racial or ethnic background? **READ LIST IF NECESSARY (IE: IF R RESPONDS IN ANOTHER CONTEXT – “JUST CANADIAN”)**

- African Canadian 1
- Asian-Pacific Canadian 2
- Indo-Canadian 3
- Hispanic Canadian 4
- First Nations 5
- White or-Caucasian 6
- Multi-Racial 7
- OTHER, SPECIFY: 95
- DON'T KNOW 97
- REFUSED 98

SCREENING

2. Do you, or does anyone in your household, work for the police or a private security company?

Yes.....1 THANK AND TERMINATE

No.....2 CONTINUE

TERMINATE LANGUAGE: That will be my only question. Thank you very much for your time.

3. DO NOT ASK. RECORD GENDER. CHECK QUOTAS.

Male.....1

Female.....2

4. Do you live within the Vancouver City limits?

Yes.....1 CONTINUE

No.....2 THANK AND TERMINATE

Don't Know.....3 THANK AND TERMINATE

PERCEPTIONS OF THE VANCOUVER POLICE DEPARTMENT

The Vancouver Police Department is very interested in knowing what Vancouver citizens think about the services they provide to the city. Thinking about the Vancouver Police Department as a whole.....

5. a) Overall, how satisfied are you with the service provided by the Vancouver Police Department? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Very dissatisfied.....1

Somewhat dissatisfied.....2

Somewhat satisfied.....3

Very satisfied.....4

DON'T KNOW.....97 | SKIP TO Q5

REFUSED.....98 | SKIP TO Q5

b) Can you explain why you feel this way? (ALL)

RECORD VERBATIM – PROBE FOR UP TO THREE RESPONSES

6. The following is a list of ways that the Vancouver Police Department serves the community. Using a scale of one to five where 5 is excellent – you are completely satisfied with how the police are doing in this area and 1 is poor – you are completely dissatisfied with how police are doing, how do you rate the Vancouver Police Department in terms of...

RANDOMIZE 5A TO 5C

- a. Responding to emergency situations quickly
- b. Meeting your community’s safety needs
- c. Addressing street disorder

- 1. Poor
- 2.
- 3.
- 4.
- 5. Excellent
- 97. DON'T KNOW
- 98. REFUSED

7. And do you think the police should spend more time addressing each of the following, or do you think they currently spend enough time addressing each of the following?

RANDOMIZE ITEMS A TO L

- A. Theft from homes
- B. Theft from businesses
- C. Theft from vehicles
- D. Theft of vehicles
- E. Crimes targeting seniors
- F. Problem Drivers
- G. Violent Crime
- H. Drug Use
- I. Gangs
- J. Sexual crimes
- K. Youth violence
- L. Hate crimes

- 1. Should spend more time addressing
- 2. Currently spend enough time addressing

97. DON'T KNOW

98. REFUSED

8. How well do the following qualities describe the Vancouver Police Department? Using a scale of one to five where a 5 is 'excellent – you agree completely that this quality describes the Vancouver Police Department' and 1 'is poor- you completely disagree that this quality describes that Vancouver Police Department', (RANDOMIZE)

A. Fair
B. Professional
C. Knowledgeable
D. Trustworthy
E. Visible
F. Respectful
G. Accountable

- 1. Poor
- 2.
- 3.
- 4.
- 5. Excellent
- 97. DON'T KNOW
- 98. REFUSED

This next section will ask some questions about any personal contact you have had with the Vancouver Police Department. This could include a conversation with a police officer in person or on the phone, a call to the police non-emergency number or any number of other ways that you may have been in contact with the Vancouver Police Department.

We are interested here in your contact with the members of the Vancouver Police Department – not contact with a 911 dispatcher or police from other jurisdictions. Please also exclude contacts you may have had in connection with your place of work or business.

9. During the past 12 months, have you had contact with the Vancouver Police Department?

- YES.....1 CONTINUE
- NO.....2 GO TO Q11
- DON'T KNOW97 GO TO Q11
- REFUSED.....98 GO TO Q11

10. a) Overall, how satisfied were you with the service you received from the Vancouver Police Department? Would you say you were very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

- Very dissatisfied.....1
- Somewhat dissatisfied.....2
- Somewhat satisfied.....3
- Very satisfied.....4
- DON'T KNOW.....97
- REFUSED.....98

b) Can you explain why you feel this way? (ALL)

RECORD VERBATIM – PROBE FOR UP TO THREE RESPONSES

11. Thinking of your most recent contact with the Vancouver Police Department, can you tell me what type of contact it was?

RECORD ONE RESPONSE – PLEASE PROBE FOR SPECIFICS

PERCEPTIONS OF SAFETY

12. a) Now we would like your impression of how safe you feel your neighbourhood is *compared to other neighbourhoods in the city*. Using a scale of one to five, where ‘5’ means you feel that your neighbourhood is one of the safest in the city and a ‘1’ means that you feel your neighbourhood is one of the most dangerous in the city, how safe do you feel your neighbourhood is?

- 1. One of the most dangerous
- 2.
- 3.
- 4

5. One of the safest

97. DON'T KNOW | SKIP TO Q12

98. REFUSED | SKIP TO Q12

b) Can you tell me the primary reason you feel this way? (DO NOT READ LIST)

RECORD ONE RESPONSE – PROBE FOR SPECIFICS

Thinking about your neighbourhood.....

13. a) In the past 12 months, would you say the level of violent crime in your neighbourhood has: **(READ LIST IN ORDER)**

IF NECESSARY, PROVIDE DEFINITION OF VIOLENT CRIME: offences that deal with the application, or threat of application, of force to a person. These include homicide, attempted murder, various forms of sexual and non-sexual assault, robbery and abduction. Traffic incidents that result in death or bodily harm are included under Criminal Code traffic incidents.

- Increased Significantly.....1
- Increased somewhat.....2
- Stayed about the same.....3
- Decreased somewhat.....4
- Decreased significantly.....5
- DO NOT READ: DON'T KNOW OR HAS NOT LIVED IN NEIGHBOURHOOD LONG ENOUGH TO FORM OPINION.....97
- REFUSED.....98

b) In the past 12 months, would you say the level of property crime in your neighbourhood has:

IF NECESSARY, PROVIDE DEFINITION OF PROPERTY CRIME: unlawful acts with the intent of gaining property but do not involve the use or threat of violence against an individual. Theft, breaking and entering, fraud and possession of stolen goods are examples of property crimes.

Increased Significantly.....1
 Increased somewhat.....2
 Stayed about the same.....3
 Decreased somewhat.....4
 Decreased significantly.....5
 DO NOT READ: DON'T KNOW OR
 HAS NOT LIVED IN NEIGHBOURHOOD
 LONG ENOUGH TO FORM OPINION.....97
 REFUSED.....98

c) What do you think is the most important crime-related problem in your neighbourhood?

RECORD ONE RESPONSE – PROBE FOR SPECIFICS AS NECESSARY

Now thinking about the city of Vancouver.....

14. a) In the past 12 months, would you say the level of violent crime in the city of Vancouver has: (READ LIST IN ORDER)

Increased Significantly.....1
 Increased somewhat.....2
 Stayed about the same.....3
 Decreased somewhat.....4
 Decreased significantly.....5
 DO NOT READ: DON'T KNOW OR
 HAS NOT LIVED IN NEIGHBOURHOOD

LONG ENOUGH TO FORM OPINION.....97
 REFUSED.....98

IF NECESSARY, PROVIDE DEFINITION OF VIOLENT CRIME: offences that deal with the application, or threat of application, of force to a person. These include homicide, attempted murder, various forms of sexual and non-sexual assault, robbery and abduction. Traffic incidents that result in death or bodily harm are included under Criminal Code traffic incidents.

b) In the past 12 months, would you say the level of property crime in the city of Vancouver has:

Increased Significantly.....1
 Increased somewhat.....2
 Stayed about the same.....3
 Decreased somewhat.....4
 Decreased significantly.....5
 DO NOT READ: DON'T KNOW OR
 HAS NOT LIVED IN NEIGHBOURHOOD
 LONG ENOUGH TO FORM OPINION.....97
 REFUSED.....98

IF NECESSARY, PROVIDE DEFINITION OF PROPERTY CRIME: unlawful acts with the intent of gaining property but do not involve the use or threat of violence against an individual. Theft, breaking and entering, fraud and possession of stolen goods are examples of property crimes.

c) What do you think is the most important crime-related problem in the city of Vancouver?

RECORD VERBATIM – PROBE FOR SPECIFICS AS NECESSARY

UNREPORTED CRIME

Thinking of your own experiences with crime.....

15. In the past 12 months, have you been a victim of a crime (for example, vandalism, theft, physical assault or a break and enter of a home) in the city of Vancouver?

- YES.....1 CONTINUE
- NO.....2 GO TO Q18
- DON'T KNOW.....97 GO TO Q18
- REFUSED.....98 GO TO Q18

16. Was it a property crime or violent crime? (IF RESPONDENT SAYS THAT THEY HAVE BEEN THE VICTIM OF MORE THAN ONE CRIME, ASK THEM TO THINK ABOUT THE LAST ONE)

- A. Property
- B. Violent
- C. Don't know

IF NECESSARY, PROVIDE DEFINITION OF VIOLENT CRIME: offences that deal with the application, or threat of application, of force to a person. These include homicide, attempted murder, various forms of sexual and non-sexual assault, robbery and abduction. Traffic

incidents that result in death or bodily harm are included under Criminal Code traffic incidents.

IF NECESSARY, PROVIDE DEFINITION OF PROPERTY CRIME: unlawful acts with the intent of gaining property but do not involve the use or threat of violence against an individual. Theft, breaking and entering, fraud and possession of stolen goods are examples of property crimes.

17. Thinking of the last contact you had with the police, was this crime reported to the police?

- YES.....1 GO TO Q17
- NO.....2 CONTINUE
- DON'T KNOW97 GO TO Q17
- REFUSED.....98 GO TO Q17

18. Why did you decide not to report this crime to the police?

RECORD VERBATIM – UP TO THREE RESPONSES

COMMUNITY PARTICIPATION

The Vancouver Police Department runs various training programs for the community to increase safety in Vancouver.

19. a) In the past 12 months, have you, or anyone in your household, participated in a program or received training that was sponsored by the Vancouver Police Department?

- YES.....1 CONTINUE
- NO.....2 GO TO Q19
- DON'T KNOW97 GO TO Q19
- REFUSED.....98 GO TO Q19

b) Which ones? (Do Not Read List – Include all responses)

- FALSE ALARM REDUCTION PROGRAM.....01
- BLOCK WATCH PROGRAM.....02
- OTHER, SPECIFY99

20. While you may not have direct experience with the following initiatives, please indicate how important each is to you as a resident of Vancouver? Would you say the program is very important, somewhat important, not very important, or not important at all? If you have not heard of one of these initiatives before, just tell me.

RANDOMIZE a to i

- 01.....Very Important
- 02.....Somewhat Important
- 03.....Not very important
- 04.....Not important at all
- 05.....HAVE NOT HEARD OF THIS
- 96.....DON'T KNOW
- 97.....REFUSED

IF NECESSARY, PROVIDE DESCRIPTION OF INITIATIVE:

- A. Community Policing Centres (*non-profit community organizations that provide neighbourhood residents with crime prevention and safety programs*)
- B. Downtown Eastside foot patrols (*police officers who conduct primarily proactive police work while patrolling the Downtown Eastside on foot*)
- C. Bait Car Program (*GPS equipped vehicles placed in high theft areas that can be remotely disabled once stolen*)
- D. ConAir Program (*returns offenders to other jurisdictions across Canada where they are wanted on non-returnable warrants*)
- E. Granville Entertainment District Street Closures (*on Friday and Saturday nights, Granville Mall area is closed to vehicular traffic and added police officers patrol the area*)
- F. Beach Patrol (*officers patrol Vancouver's beach areas on All Terrain Vehicles during the summer months conducting proactive policing*)
- G. Block Watch (*neighbours who participate watch out for suspicious activity and report it to the police*)
- H. Citizen's Crime Watch (*volunteers who patrol Vancouver for criminal activity on Friday and Saturday nights throughout the year*)
- I. School Liaison Officers (*officers who work with the Vancouver school board to give training on safety for students, liase between the schools and the VPD, and deal with any criminal issues in the school*)
- J. Victim Services (*staff of the VPD who assist those who have been victims of crime and refer them to services if needed*)

21. On a scale of 1 to 5, where five is excellent and one is poor, how would you rate the job of the Vancouver Police Department at generating news stories informing the public about:

- A. Major arrests?

- B. Crime reduction projects?
- C. Drug crackdowns?
- D. Crime prevention programs?

- 1. Poor
- 2.
- 3.
- 4.
- 5. Excellent

97 DON'T KNOW

98 REFUSED

22. From which of these sources have you received information about the Vancouver Police Department in the last 12 months? READ LIST. RECORD MULTIPLES. YES/NO FOR EACH ITEM; INCLUDE DK, REF AS OPTION FOR EACH ITEM

- TV 01
- Radio 02
- The Vancouver Sun..... 03
- The Province 04
- The Globe and Mail 05
- The Courier Newspaper 06
- The Westender Newspaper..... 07
- Community Newspaper 08
- Neighbourhood Association newsletter..... 09

23. Overall, what impression do you have of the Vancouver Police Department based on local media coverage?

- Very positive.....01
- Positive.....02
- Somewhat positive.....03
- Not at all positive04
- DON'T KNOW96
- REFUSED.....97

24. Have you ever visited the Vancouver Police Department website?

- YES.....01
- NO.....02, Skip to Q26
- REFUSE..98

25. When visiting the website, do you visit for...

- a) General information about the Vancouver Police Department?
 - YES.....01
 - NO.....02
 - REFUSE..98

b) Career information?

YES.....01

NO.....02

REFUSE..98

c) Crime reporting purposes?

YES.....01

NO.....02

REFUSE..98

d) Crime prevention tips?

YES.....01

NO.....02

REFUSE..98

e) To learn about current news on the public affairs page?

YES.....01

NO.....02

REFUSE..98

f) Can you think of any other reason you visited the Vancouver Police Department website?

RECORD ANSWER.

26. On a scale of 1 to 5, where five is high and one is low, how would you rate your overall satisfaction with the website?

1 2 3 4 5

DON'T KNOW....97

REFUSE...98

27. If you could make one recommendation to the Vancouver Police Department about how they could improve services to your neighbourhood, what would it be?

RECORD VERBATIM; CLARIFY IF NECESSARY

DEMOGRAPHIC QUESTIONS

We'd like to ask you a few questions about you and your household. This information is only for comparison purposes.

28. How long have you lived in the City of Vancouver?
RECORD IN YEARS

RECORD NUMBER OF YEARS
 LESS THAN A YEAR.....01
 DON'T KNOW.....97
 REFUSED.....98

29. How long have you lived in your current neighbourhood?

RECORD NUMBER OF YEARS
 LESS THAN A YEAR.....01
 DON'T KNOW.....97
 REFUSED.....98

30. Do you rent or own your current home?

OWN.....01
 RENT.....02
 REFUSED.....98

31. What is the year of your birth?

RECORD FOUR DIGIT YEAR OF BIRTH
 REFUSED.....98

32. And what is the highest level of education you had the opportunity to complete?

Less than twelfth grade
 (not a high school graduate).....1
 High school graduate.....2
 Some college or other post-
 Secondary education.....3
 College graduate4
 University graduate.....5
 Some post-graduate6
 Master's degree or higher.....7
 REFUSED.....98

33. How many people, including yourself, live in your household?

One1
 Two2
 Three3
 Four4
 Five or more.....5

REFUSED98
 34. Was your total household income in 2008 over or under \$35,000?

IF UNDER, ASK: Was it over or under \$25,000?

IF UNDER, ASK: Was it over or under \$15,000?

IF OVER, ASK: Was it over or under \$50,000?

IF OVER, ASK: Was it over or under \$75,000?

Under \$14,999..... 1
 \$15,000 - \$24,999 2
 \$25,000 - \$34,999 3
 \$35,000 - \$49,999 4
 \$50,000 - \$74,999 5
 \$75,000 or over 6
 DON'T KNOW97
 REFUSED98

35. a) Were you born in Canada?

YES.....01
 NO.....02
 REFUSE..98

b) How many years have you been living in Canada?

ENTER NUMBER OF YEARS

LESS THAN A YEAR.....01
 DON'T KNOW.....97
 REFUSED.....98

36. Finally, may I have your postal code?

1. YES – RECORD IF DIFFERENT FROM DATABASE AND CONTINUE
2. NO – USE POSTAL CODE FROM DATABASE AND CONTINUE

IF ASKED, SAY: We need your postal code so that we can be sure that we have coded you in the correct District.

37. So that my supervisor can check my work, may I have your first name or initial?

RECORD.

38. RECORD DISTRICT.

- 1
- 2
- 3
- 4

39. RECORD PHONE NUMBER.

Thank you very much for participating in this survey. Your responses will be combined with those of other Vancouver residents and will

provide valuable input to the City of Vancouver and the Vancouver Police Department.