



Ipsos Reid



# Saint John Police Force Community Policing Survey, 2010

April 2011





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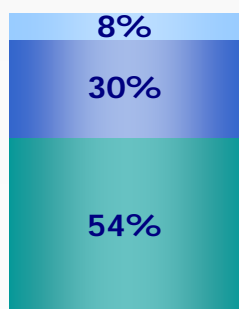
## Key Study Conclusions



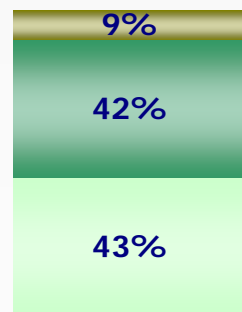
In 2010, fewer residents believe crime in the City overall has increased; crime in neighbourhoods however is seen as trending much the same now as it was in 2006

## CRIME OVER THE PAST THREE YEARS

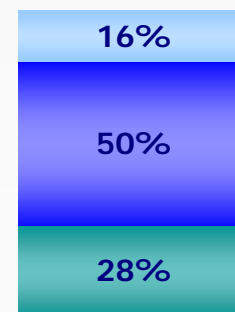
■ Increased    ■ Remained The Same    ■ Decreased



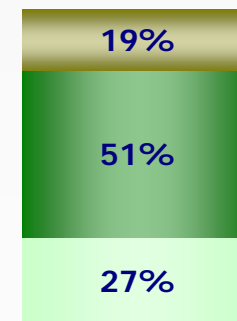
Crime In City Overall, 2006



Crime In City Overall, 2010



Crime In Own Neighbourhood, 2006



Crime In Own Neighbourhood, 2010

2006 (n=454) 2010 (n=400)

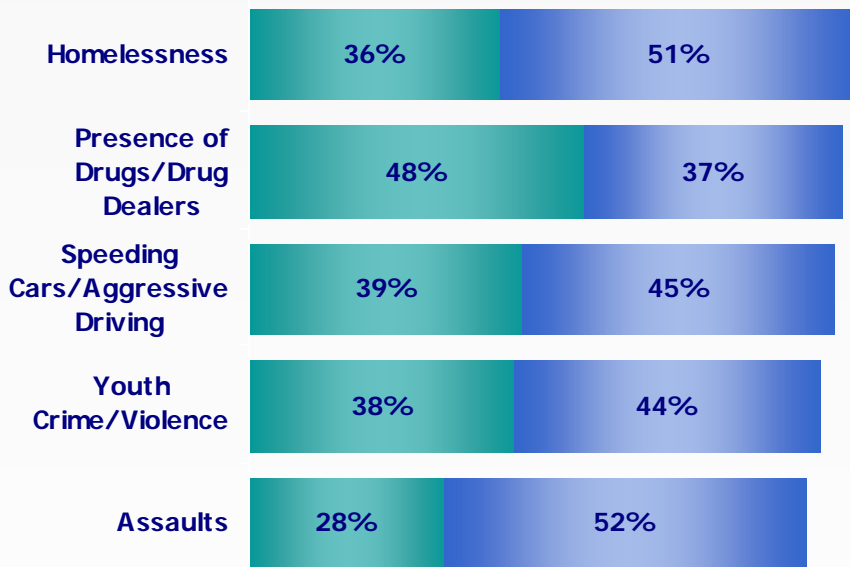
# Crimes of Most Concern to Citizens – City Overall



- Fewer residents appear to have the highest levels of concern with youth crime/violence and the presence of drugs/drug dealers in the City overall in 2010 compared to 2006.

## IN THE CITY OVERALL, 2006

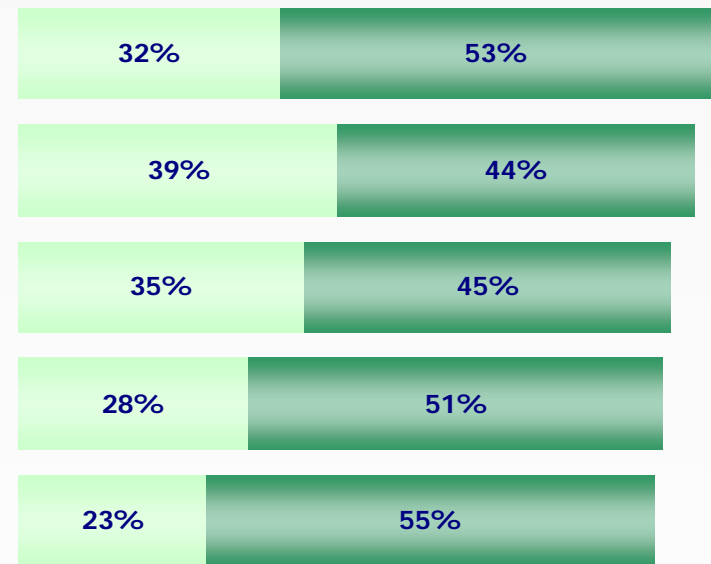
■ Very Concerned ■ Concerned



(n=454)

## IN THE CITY OVERALL, 2010

■ Very Concerned ■ Concerned



(n=400)



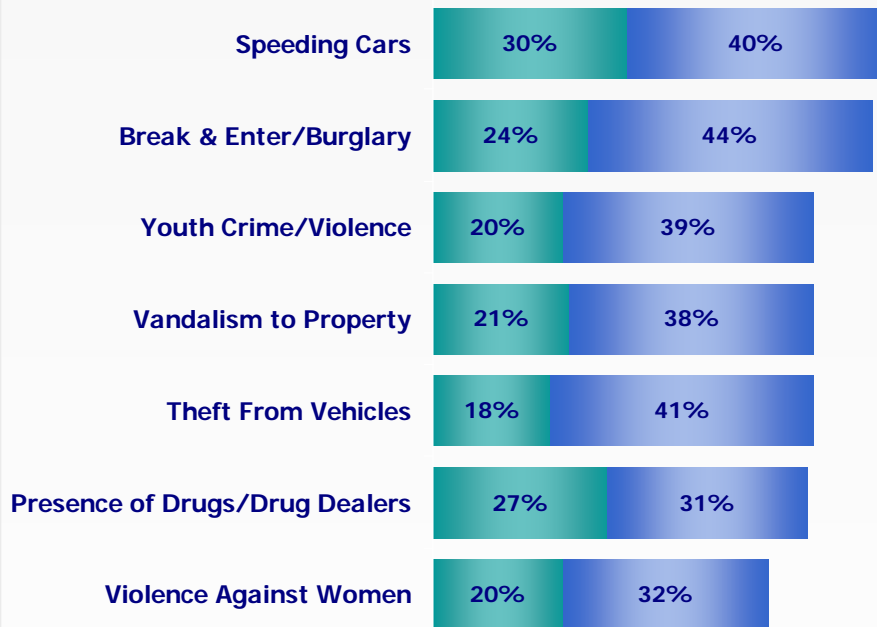
# Crimes of Most Concern to Citizens - Neighbourhood



- Concerns among residents in their own neighbourhood remain very consistent in 2010 with those of four years ago.

## IN THEIR NEIGHBOURHOOD, 2006

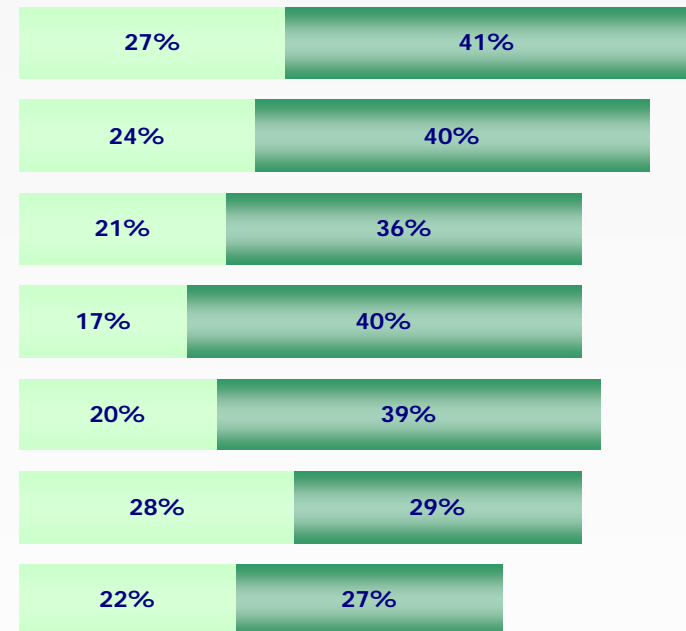
Very Concerned Concerned



(n=454)

## IN THEIR NEIGHBOURHOOD, 2010

Very Concerned Concerned



(n=400)



# Performance of the Saint John Police Force



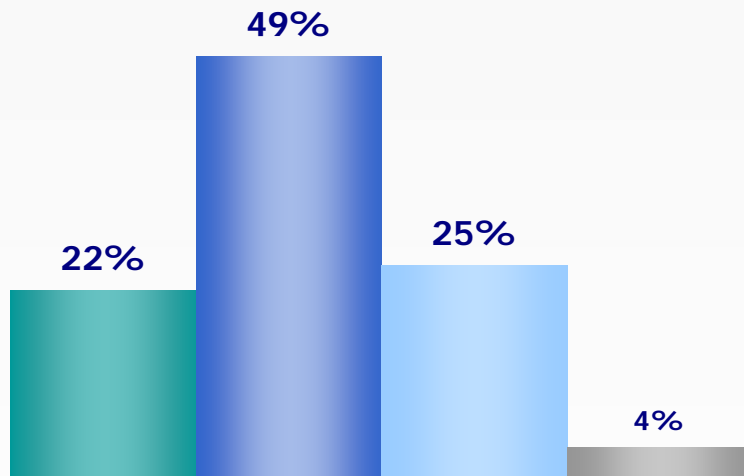
- Residents of the City of Saint John continue to believe in 2010 that the Saint John Police Force is doing a good job in ensuring the safety and security of citizens

## Ensuring the Safety/Security of Citizens

### 2006

(n=454)

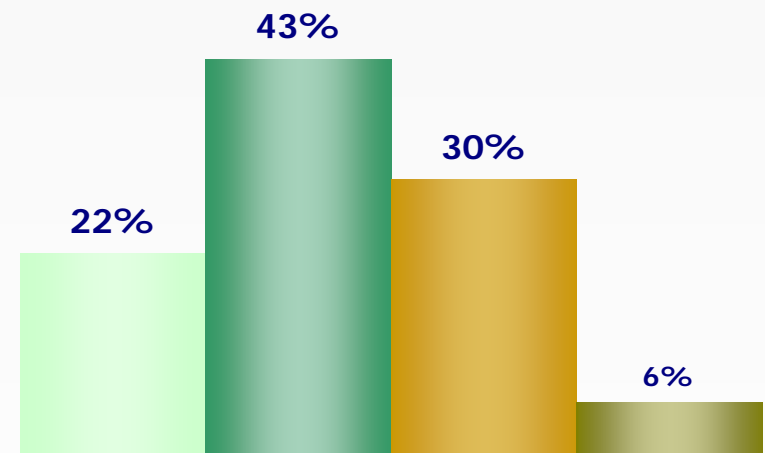
Very Good Good Average Poor



### 2010

(n=400)

Very Good Good Average Poor

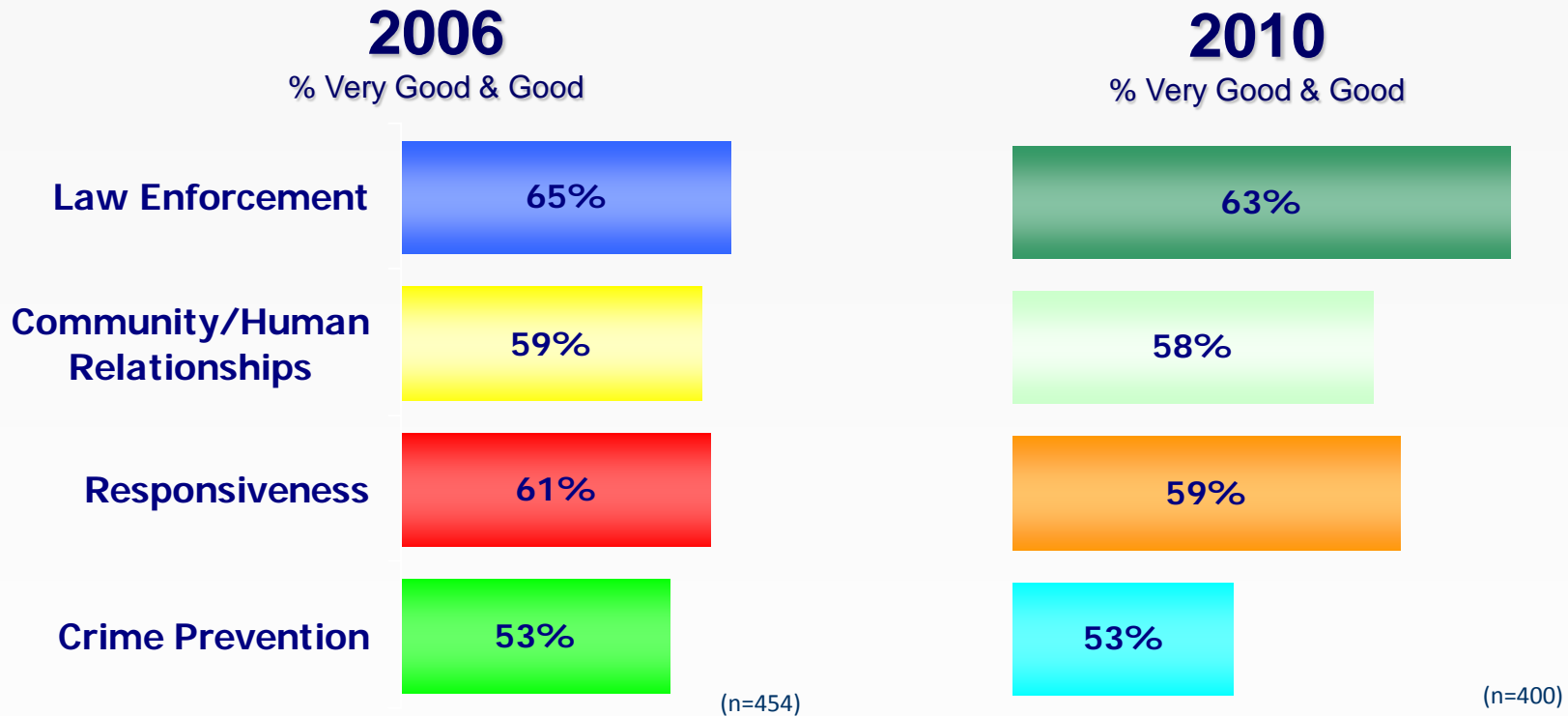


# Performance of the Saint John Police Force



- Residents in 2010 continue to rate the Saint John Police Force as doing a good job in all functional performance areas

## Functional Performance Areas

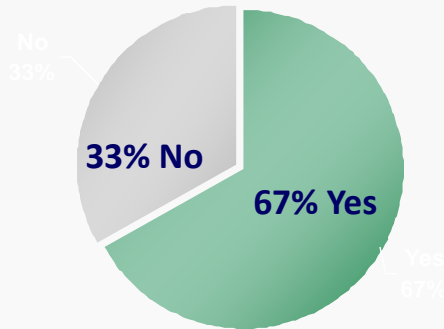


Residents who have had some contact with Police in past 2-3 years are generally satisfied with the quality of service they received

**CONTACT WITH SAINT JOHN POLICE FORCE OFFICER (PAST 3 YEARS)**

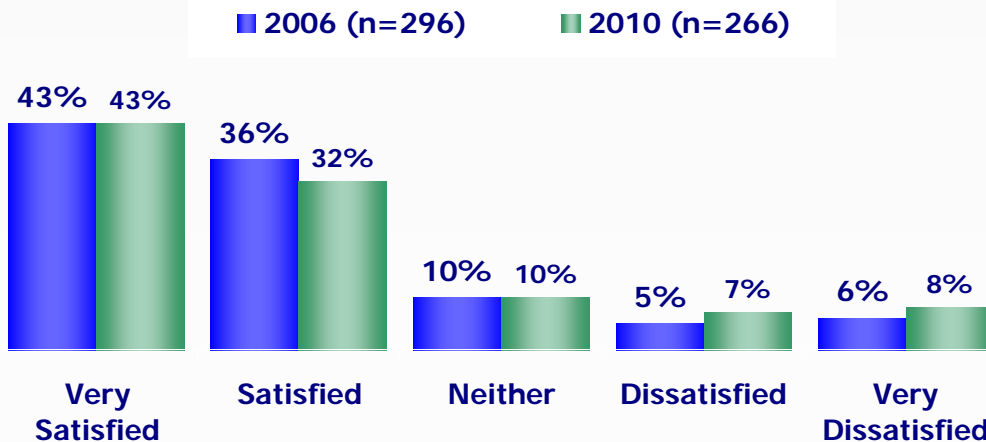
**Contact With SJPF  
In Past 3 Years**

(n=400)



	2006	2010
North	66%	61%
South/Central	73%	68%
East	61%	67%
West	65%	70%

**Quality of Police Service Received**

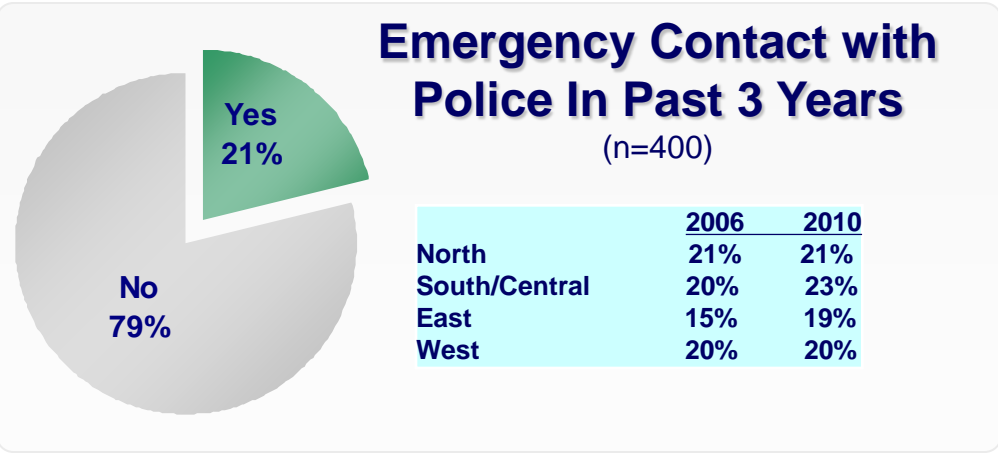


- Just over six in ten City residents report having had some contact with Police in the past three years (67%), varying somewhat by neighborhood (see inset) and the majority were satisfied, to at least some degree, with the overall quality of police service received
- The primary reasons for the contact with police was generally as follows:
  - Officer offered assistance/information (71%)
  - Victim of a crime (28%)
  - Witness/report a crime (23%)
  - Traffic violation/accident (11%)
- Citizens who dealt with police officers virtually all agreed they were courteous and professional (89%) in their personal interactions
- Almost nine in ten citizens (87%) who had contact with police in the past three years agreed they were confident in the officers ability to handle the situation

# Residents who have had emergency contact with Police in past 2-3 years are quite satisfied with the quality of the 911 service received

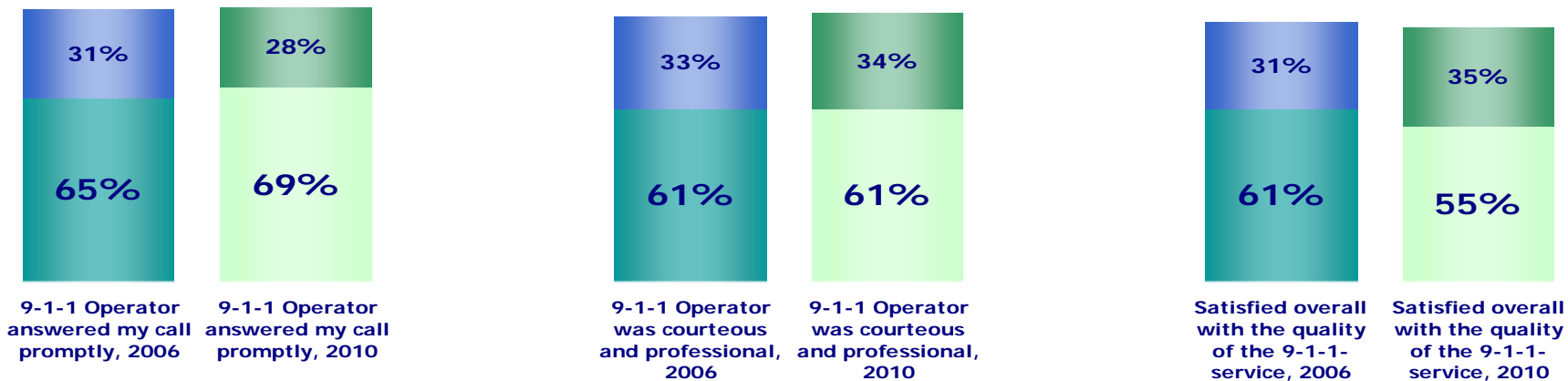


## EMERGENCY CONTACT WITH SAINT JOHN POLICE OFFICER (PAST 3 YEARS)



- One in five city residents report having called the police for an emergency during the past three years. Results are fairly consistent across all regions of the City.
- There is a high level of complete agreement among residents that the 9-1-1 service they received in their emergency was both prompt and professional, with virtually all agreeing to some extent, most in complete agreement.
- Overall, nine in ten of those residents who did have emergency contact with the Saint John Police Force agree or completely agree they were satisfied overall with the quality of the 9-1-1 service they received.

■ Completely Agree    ■ Agree  
 2006 (n=86)    2010 (n=83)



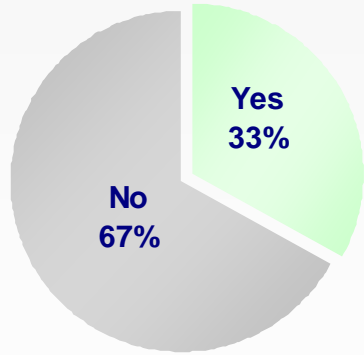
Residents in 2010 were more positive in their assessment of non-emergency telephone service contact with Saint John Police Force in the past 2-3 years



**NON-EMERGENCY CONTACT WITH SAINT JOHN POLICE OFFICER (PAST 3 YEARS)**

**Non-Emergency Contact with Police In Past 3 Years**

(n=400)



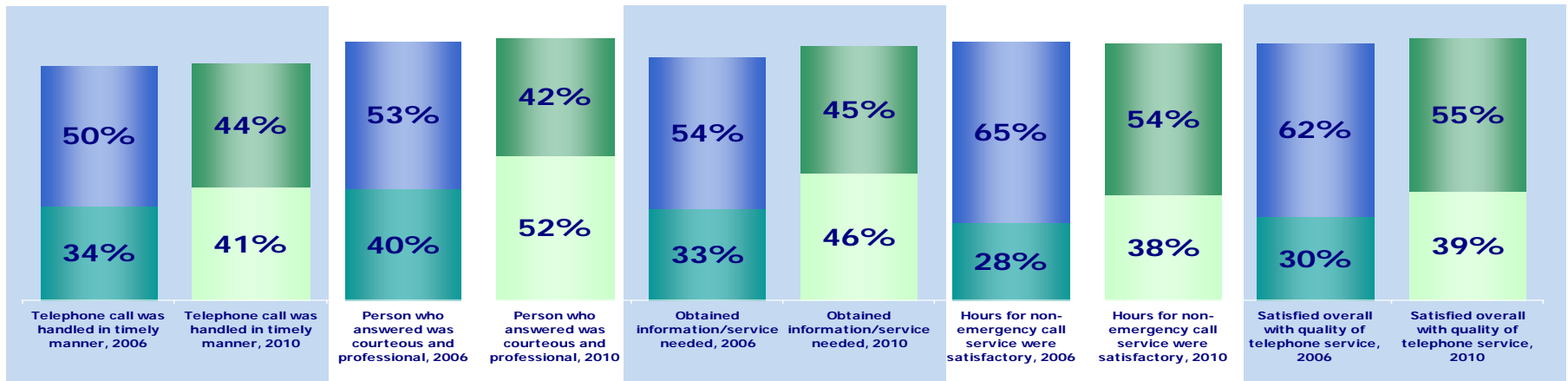
	2006	2010
North	35%	34%
South/Central	33%	39%
East	32%	31%
West	34%	26%

- One in three city residents called police for a non-emergency during the past three years.
- Residents dealing with the police on non-emergency matters agree they were treated courteously, efficiently and received the information or service they required; this is an area of some noted improvement in 2010
- Overall, nine in ten were satisfied overall with the quality of service received in this service encounter.

**Non-Emergency Telephone Service**

2006 (n=149) 2010 (n=130)

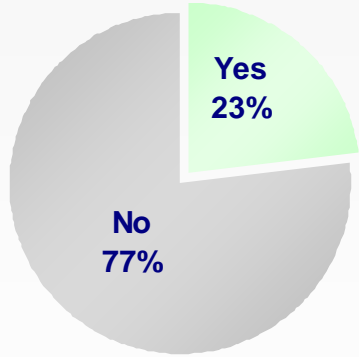
■ Completely Agree ■ Agree



Visits to the Police Station overall were up in the past, driven primarily by an increase in visits in the North region of the City

**VISITED SAINT JOHN POLICE STATION/OFFICE (PAST 3 YEARS)**

**Visit to SJPF Station Past 3 Years**



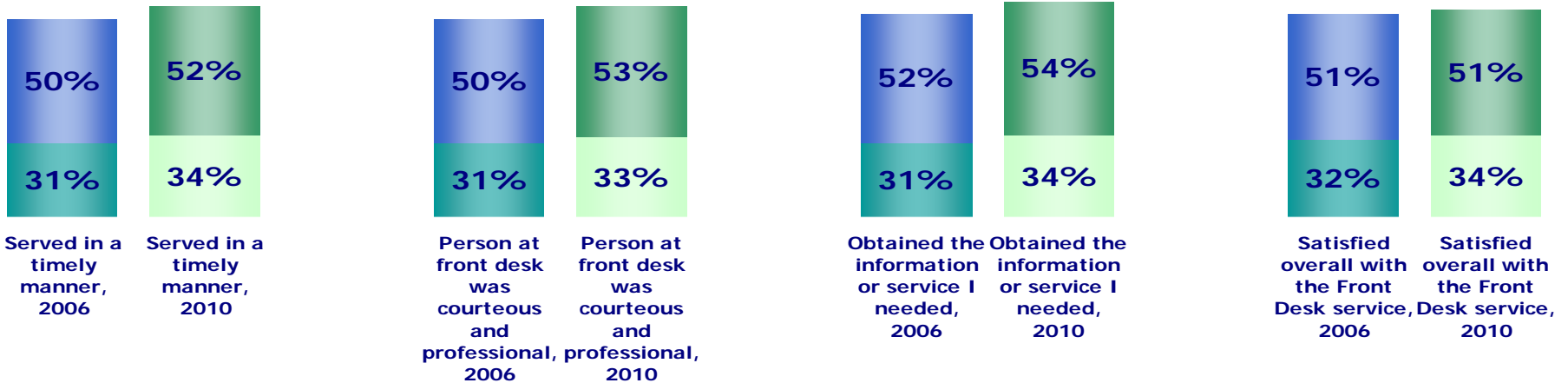
	2006	2010
North	10%	38%
South/Central	18%	22%
East	17%	21%
West	14%	12%

- One in four city residents have actually visited a Saint John Police Force office to request information or a service in the past three years.
- Residents overwhelmingly rate the service they received on-site at stations/offices as being positive and meeting their needs.

**Service Received During Visit to SJPF Station**

2006 (n=68) 2010 (n=93)

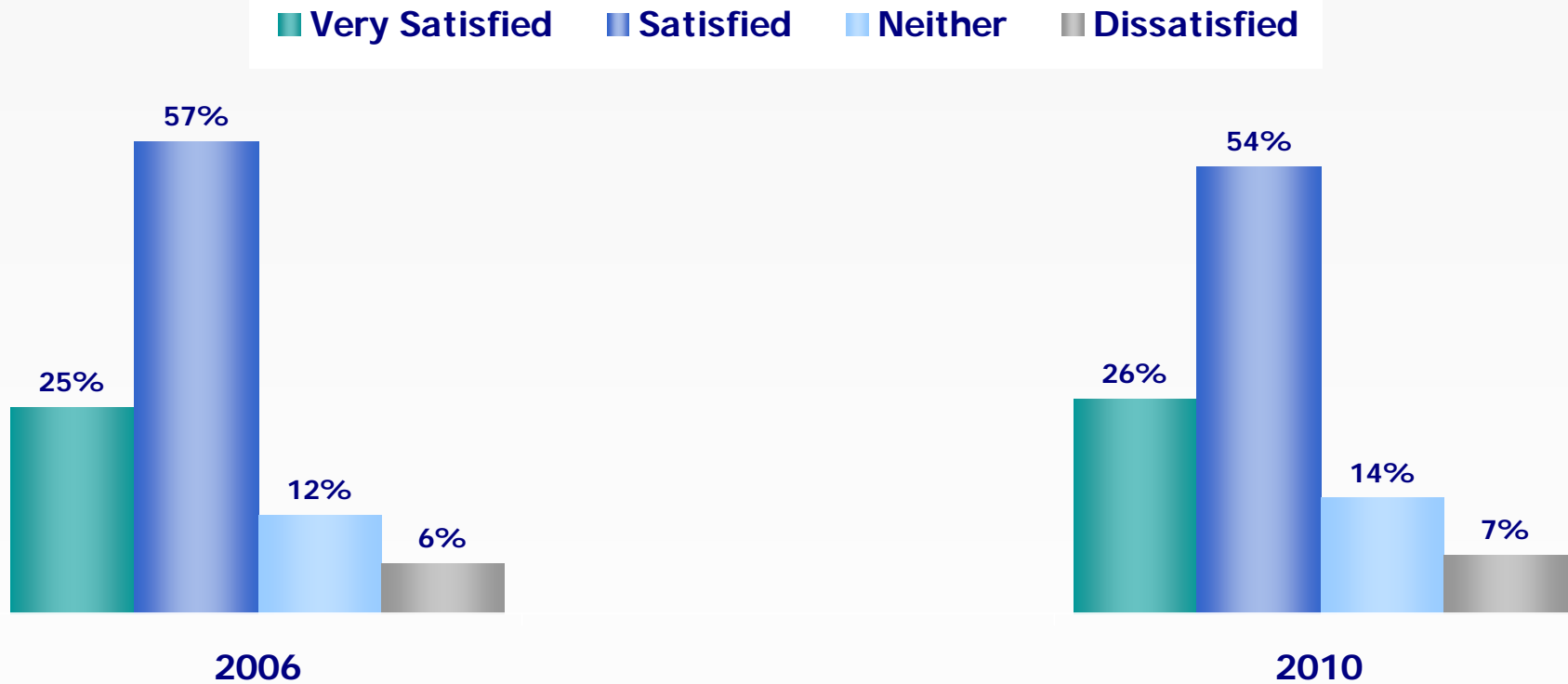
■ Completely Agree ■ Agree



# Residents continue to be satisfied in 2010 with the overall quality of service provided to them by the Saint John Police Force



## OVERALL SATISFACTION WITH QUALITY OF SERVICE PROVIDED BY SAINT JOHN POLICE FORCE



2006 (n=454) 2010 (n=400)

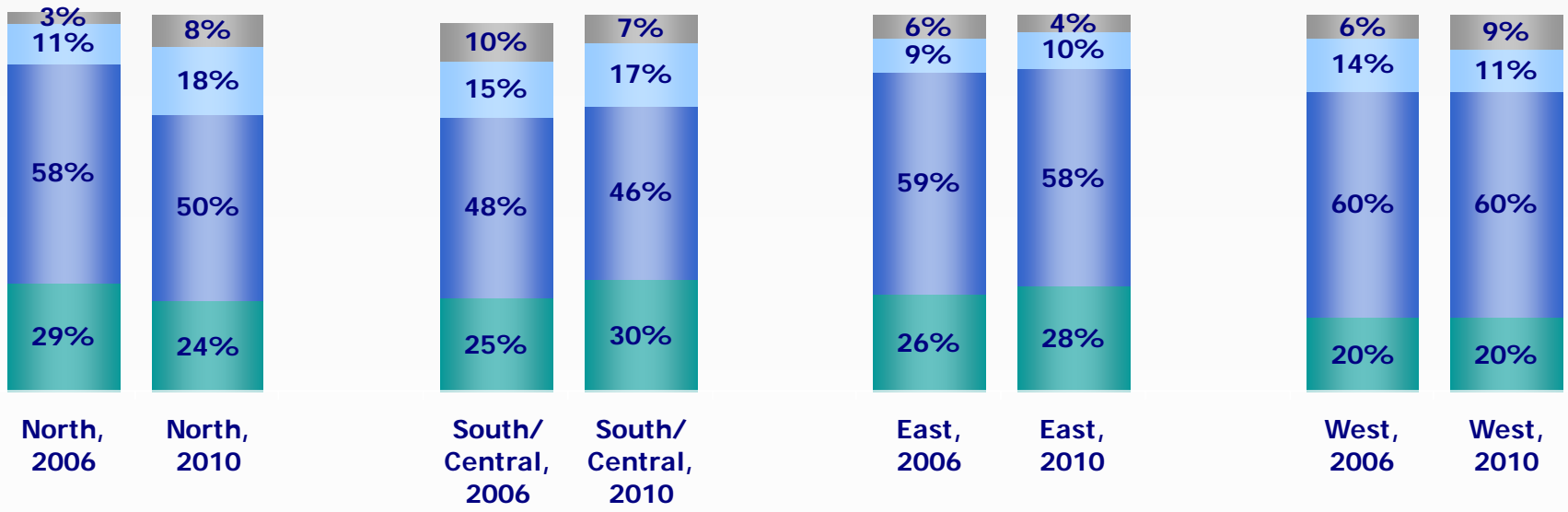


# On a regional basis, residents in all areas of the City are satisfied with the quality of service received from the Saint John Police Force



## OVERALL SATISFACTION WITH QUALITY OF SERVICE PROVIDED BY SAINT JOHN POLICE FORCE BY REGION OF THE CITY

■ Very Satisfied   
 ■ Satisfied   
 ■ Neither   
 ■ Dissatisfied

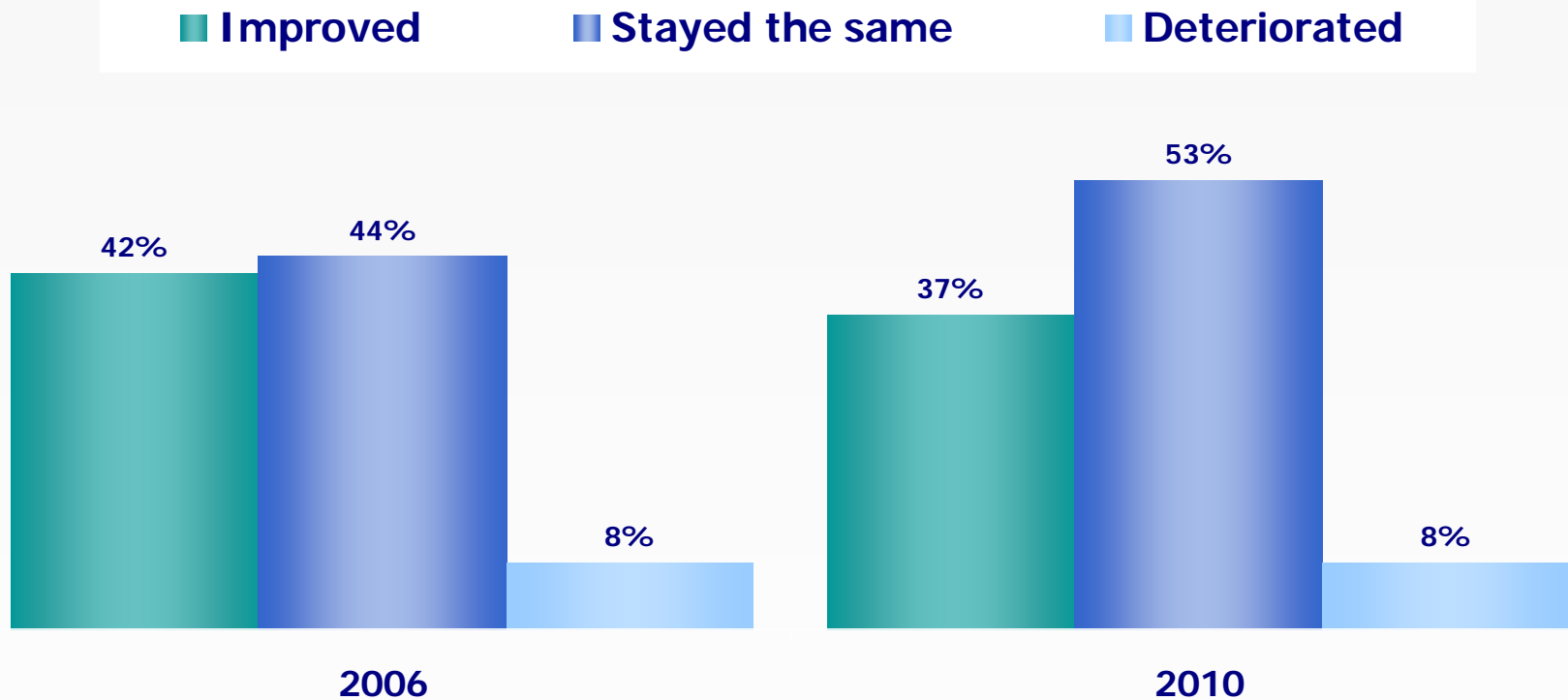


2006 (n=454) 2010 (n=400)



Four years later, residents in the City continue report an improvement in the quality of police service with less than one in ten of the opinion service has declined over the past 2-3 years.

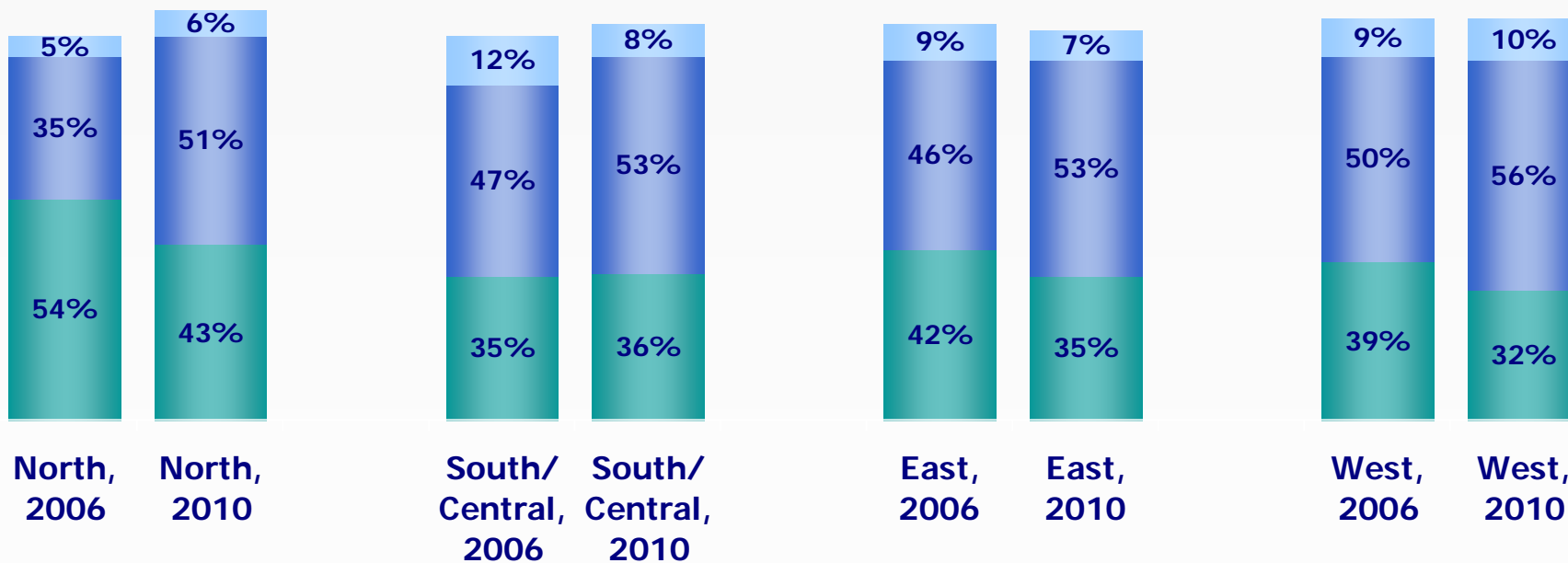
### QUALITY OF POLICE SERVICE IN THE CITY OF SAINT JOHN OVER PAST 2-3 YEARS



2006 (n=454) 2010 (n=400)

On a regional basis, it's interesting to note that in the North End, while there are fewer residents rating the service has having improved, more suggest it has stayed the same, which can be linked to the strong level of improvement noted in this region in 2006

**QUALITY OF POLICE SERVICE IN THE CITY OF SAINT JOHN OVER PAST 2-3 YEARS BY REGION OF THE CITY**

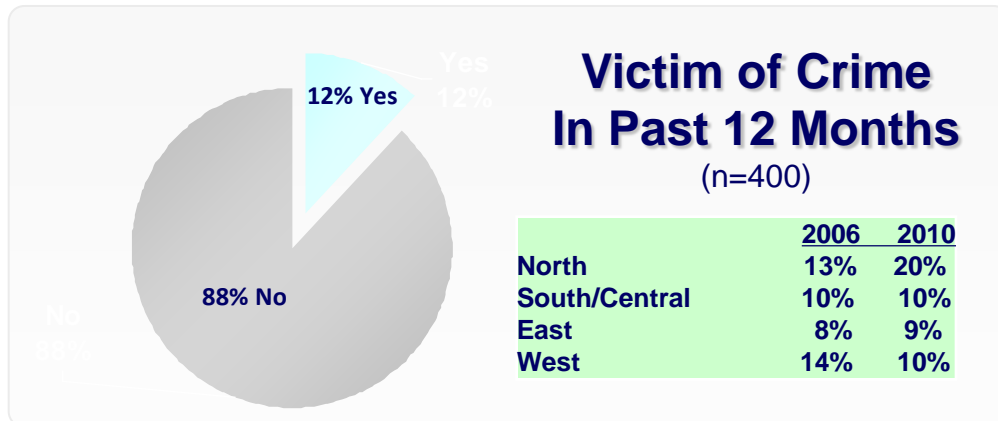


2006 (n=454) 2010 (n=400)



The extent to which crime is present in the community as measured by those who report being a victim of crime in the past 12 months has remained consistent in 2010 compared to 2006

**VICTIM OF CRIME IN PAST 12 MONTHS (SELF OR MEMBER OF FAMILY)**



- Just over one in ten city residents have been the victim of a crime in the City in the past year (12%)
- The crimes committed against persons were most often:
  - Assault (other than sexual assault)
  - Robbery
  - Harassment, Threats
  - Sexual Assault

### Was Crime Committed Against Person or Property

2006 (n=49) 2010 (n=49)

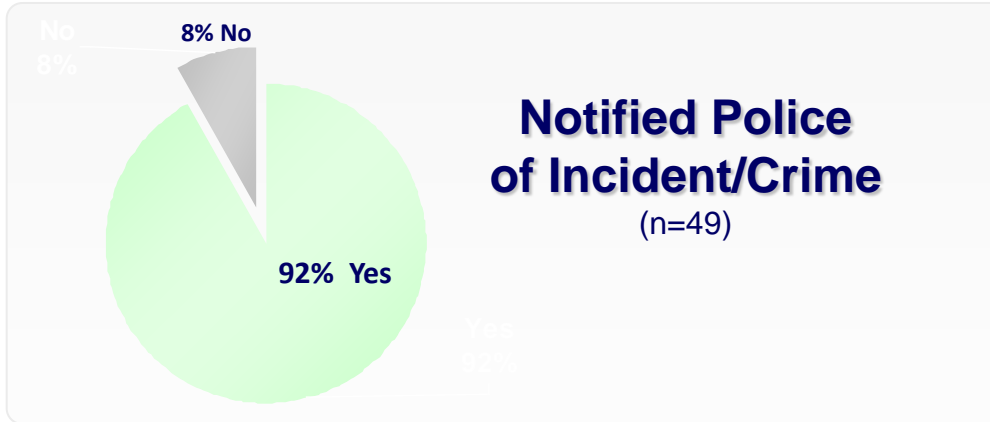


- 14% of these crimes involved a weapon
- While the locations of the crimes varied, most often the crime occurred at the resident's home or on their property (61%), at another private residence (20%), at work (8%), on the street or other public place (6%) or in a commercial or institutional building (4%)

The likelihood of reporting a crime has increased in the past four years with 92% of those victims now indicating they did report the crime to the Police



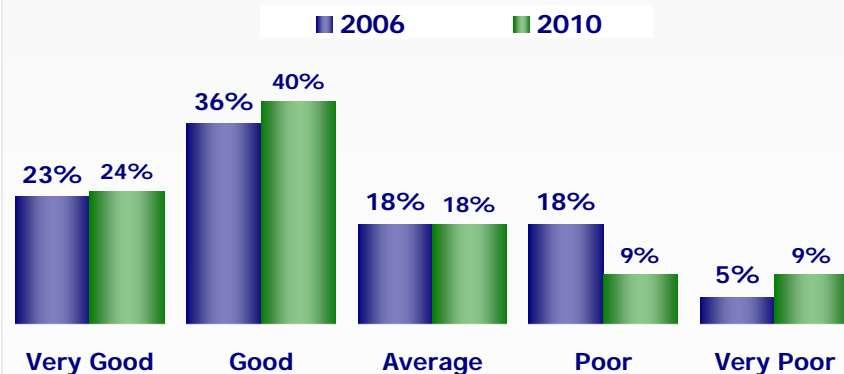
**PAST 12 MONTH CRIMES REPORTED TO SAINT JOHN POLICE FORCE**



- Virtually all residents who experienced a crime in the past year reported the incident to the Saint John Police Force (92%), this is up slightly from four years ago (83%)
- Public opinion in 2010 remains high overall in terms of the professionalism of the force and the satisfaction with actions taken as a result of the incident that was reported

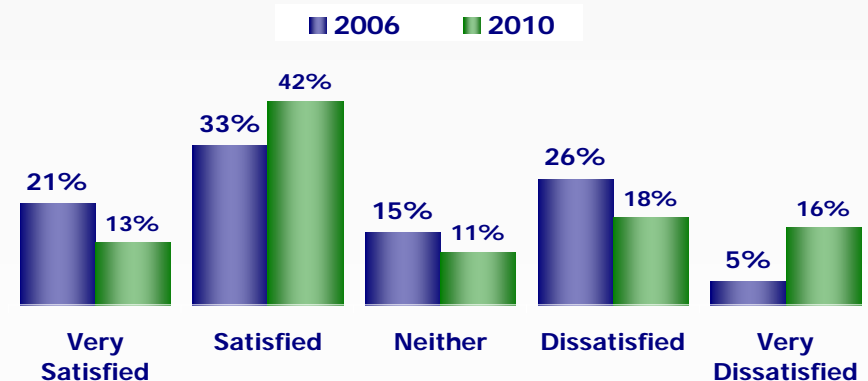
**Professionalism of SJPF Responding To This Incident**

2006 (n=39) 2010 (n=45)



**Satisfaction with Actions Of Police in Incident**

2006 (n=39) 2010 (n=45)

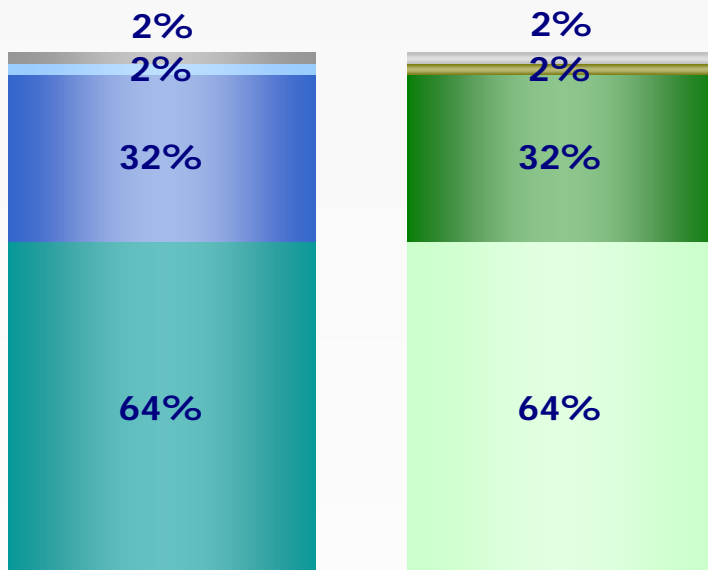


Residents in the City generally feel very safe at home during the daytime hours; the majority of residents also feel safe at home in the evening/night

**DAYTIME HOURS**



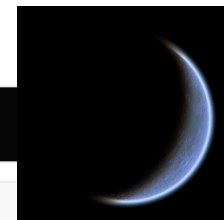
■ Very Safe ■ Safe ■ Neutral ■ Unsafe



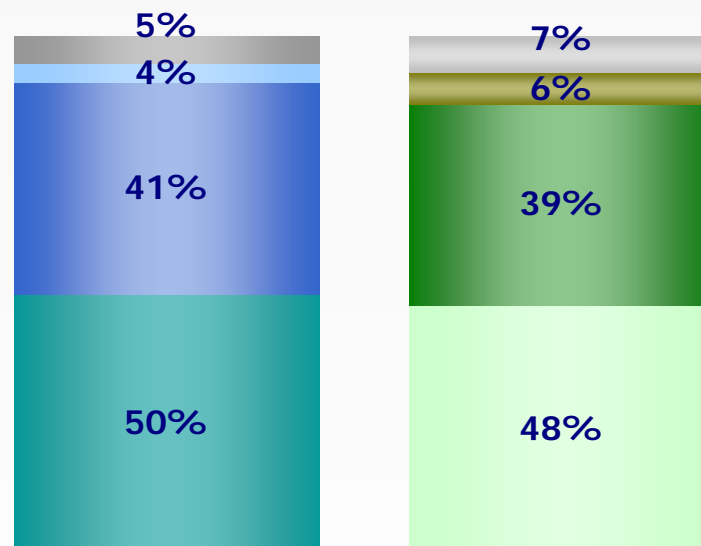
2006

2010

**EVENING/NIGHT TIME**



■ Very Safe ■ Safe ■ Neutral ■ Unsafe



2006

2010

# A Few Additional Findings of Interest



- Residents living in the North End (32%) as well as those in the South/Central region (25%) are more likely than residents in the East (1%) or West side (3%) to believe their neighbourhood has more crime than other neighbourhoods in the City
- Despite the perception their neighbourhood has more crime than others, residents in both the North End and South/Central region generally feel as safe as residents in the other parts of the City do when walking alone in their neighbourhood during the day (North: 83% safe; South/Central: 89%; East: 96%; West: 96%)
- The sense of security residents feel across all parts of the City in walking alone during the day however does not translate into the same sense of security walking alone in their neighbourhood after dark, regardless of where they live (North: 52% safe; South/Central: 53%; East: 64%; West: 61%)
- Just over one in five residents in the City currently have an Alarm System (22%) installed in their home, most rely on exterior lighting (87%), deadbolt locks (83%) and some rely on a dog (26%) for home security.
- Very few residents, regardless of their neighbourhood are currently participating in organized crime prevention programs such as Neighbourhood Watch (4%) or a Block Parent Program (2%)
- While participation overall in a Community Policing Problem Solving Exercise was low (3%), it is worth noting that participation was higher among residents living in the areas of the City which appear to be most troubled by crime (North: 5%; South/Central: 6%)
- Interest levels among residents are notably higher in the North End than any other regions of the City to receive information such as crime alerts, and having crime mapping information available online and crime prevention tips and programs available.
- Consistent with 2006, it is worth noting the much higher proportion of renters living in the South/Central region (74%), the North End (64%) compared to both the East (27%) and West sides (23%) of the City.





# Ipsos Reid



**Any Questions?  
THANK YOU!**



## Target Respondent

Residents living in the City of Saint John, 18 years of age or older

## Sample Size

400 Interviews Completed, 100 per Region (North, South/Central, East, West) While the calls were targeted based on listed postal code, the respondent was classified based on reported postal code, if one provided

## Margin of Error

Overall results may be considered accurate to within  $\pm 4.9\%$  (95% of the time) while regional results are accurate to within  $\pm 10\%$  (95% of the time)

## Method of Data Collection

Telephone, Listed Sample Source by Postal Code, Household Member with Next Birthday (random method of selection); Saint John Police Force provided the survey questionnaire for use in this study

## Survey Length

Average Length was 23 Minutes