



North Bay Police Service Community Voice on Policing – Survey 2010

The North Bay Police Service collected the North Bay Community Survey data during the summer of 2010. The Data was collected using paper surveys in public forums such as: The Northgate Mall, Downtown Farmers Market and the Dragon Boat Festival. Surveys were also filled out online using Survey Monkey.

Demographics

A total of 411 responses were collected from members of the community – North Bay and Callander. Of these respondents, 61.6% were female, 35% male. A majority were between the ages of 31-39 (38.7%), 7.3% between 12 and 17, 19.2% 18-30, 22.1% 50-64 and 11.2% over the age of 65. The respondents lived mostly in Birchaven, Downtown and in other areas - not included on the survey.

The Survey

The survey included many questions in regards to the communities' personal safety, how the community perceived the performance of the North Bay Police Service as well as the perceived rate of crime in North Bay. 37% of respondents felt that there was no change in the *crime rate* in their neighborhood, while 21% felt this had increased. For the overall crime rate in the city, 35% felt like it had increased and 10% felt that crime had decreased. Similar to the neighborhood crime rate, 24% saw no change. In regards to perceived *safety*, respondents felt overwhelmingly safe in their homes, neighborhoods, the local mall and the waterfront (85%+). Their level of safety slightly decreased in regards to the downtown area and driving. 35% reported feeling unsafe downtown and 18.2% felt unsafe while driving in North Bay.

For specific crimes, the community respondents felt the most *vulnerable* to Traffic Violations (36%), Vandalism (42%) and Break & Enters (38%). Of least concern was Sexual Assault. The respondents were also asked to rate the *level of importance* of a variety of police issues. Of most importance was Responding to Emergencies (80.3%), followed by Drinking and Driving (84%), Youth (84%), Traffic (79%) and Domestic Violence (71%).

In addition, respondents were asked to indicate which *community programs* they felt were valuable. Overall, the programs were all viewed as equally valuable, except for R.I.D.E, which received an overwhelmingly positive response – (82% viewed as valuable or very valuable). In contrast, Bike Patrol was only viewed as valuable by 61.8% of respondents, which was the lowest rating of all programs.



For those respondents who have had *contact* with the police (26% have had no contact), 13% have come into contact through the R.I.D.E program and 11% through a request for help. Through these contacts, they were asked to rate their *satisfaction* – 30% report being Very Satisfied, and only 6% report being Dissatisfied and 7% Somewhat Dissatisfied. 16% said their opinion of the NBPS had changed in a positive manner after their contact, while 8% reported their opinion changed in a negative manner.

For *police performance*, respondents rated Emergency Response as the most positive aspect of police performance (68.9% VG/Good), while Visibility in Neighborhood was given the worst rating (16.10% Poor/VPoor). Overall, 10 to 20% of respondents were too uninformed to answer any of the above accurately.

When comparing men and women in the sample, it was found that in regards to most responses, they were matched quite evenly. For example, both males and females felt unsafe in the downtown area, and males and females had very similar satisfaction levels with their police interactions. They did however differ in regards to driving – women felt more unsafe than men, and for Traffic Violations, males felt more vulnerable.

Finally, the neighborhood that the respondents lived in was compared to their perceived rate of crime in their neighborhood. Respondents who lived in West Ferris – Mulligan St. to Marshall park, reported the greatest increase (14.1% of those who responded, felt that there was an increase in crime in their neighborhood). Second high was for those who live in the downtown area, 9.4% reported an increase in their neighborhood crime. In regards to neighborhood and police visibility, West Ferris – Marshall Park to Premiere Road, and the Downtown area reported the highest amount of police visibility. Birchaven and Airport Hill reported the lowest amount of police visibility.

Overall, the 411 members of the North Bay and Callander community who answered the community survey were satisfied with the performance of the North Bay Police Service.