

SUMMARY OF FINDINGS

SURVEY OF COMMUNITY ATTITUDES & OPINIONS

2013

RESIDENTIAL COMMUNITY & BUSINESS COMMUNITY

In 1994, Peel Regional Police (PRP) conducted its first comprehensive survey of public opinions and attitude. Since that time, it has continued to engage the citizens of Brampton and Mississauga in active dialogue. Findings from the Residential and Business Community surveys have been critical to the formation of policing priorities and are reflected in the Strategic Plan.

The survey process reported in this document was conducted in April 2013.

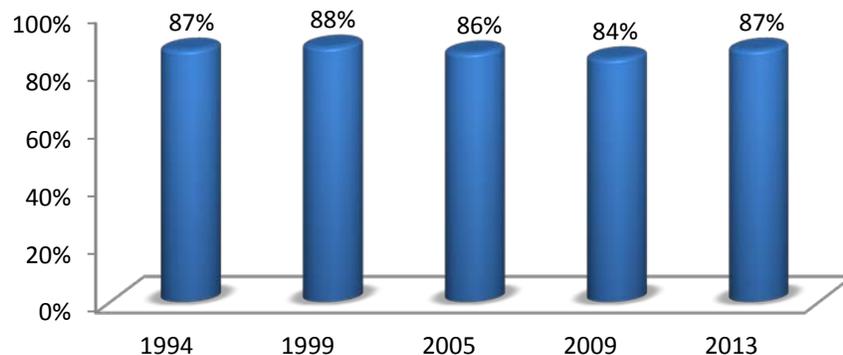
Forum Research Inc. conducted the survey on behalf of Peel Regional Police, and provided their expertise in the development and design of the questionnaires, as well as completed an analysis of the findings. This report is a summary of their findings. PRP chose a telephone survey methodology using random digit dialing. The survey was also made available online during the 2 week survey period. For the Residential Community Survey, the total sample surveyed was 1,200, 300 per Divisional boundaries. Results can be considered significant at the 95% Confidence Level, and accurate to within 2.3 percentage points. For the Business Community Survey, the total sample size was 268 with a 95% Confidence Level and accurate to within 6 percentage points.

COMMUNITY SURVEY REPORT RESULTS 2013

Overall Satisfaction with the Work of Peel Regional Police

Overall satisfaction with the work of Peel Regional Police remains high having increased in 2013 following a slight decline in previous surveys. The following chart shows overall percentages of respondents in past surveys who indicated favourable responses (very satisfied and reasonably satisfied).

Overall Satisfaction with the work of Peel Regional Police



The majority of residents agree that PRP staff is professional (91%), knowledgeable and competent (90%), and they treat people with respect (87%). Ninety-percent (90%) would feel comfortable talking to any police officer and 88% are proud of the police service in the area. Of those residents surveyed who have had interactions with a member of Peel Regional Police, 92% agreed they were professional, were courteous (90%), and cared about their situation (80%).

Satisfaction with Quality of Services Provided by PRP

It was found that residents are satisfied with the services provided by PRP, including response to problems within the community (86%), and enforcement of traffic laws (85%). Residents were less satisfied with patrolling neighbourhoods (79%) and Police interactions with the youth in the community (70%). The chart below shows the findings.

Satisfaction with Quality of Services Provided



Satisfaction with Police Response – Phone Contact

Almost 6 out of 10 (59%) of those surveyed, have spoken to or contacted police in the last 3 years. Of those respondents who have contacted PRP by phone, 60% indicated they were told how long it would take for police to respond to their problem, with 71% satisfied with the amount of time it took for police to respond.

Satisfaction with Police Response – 9-1-1 Contact

Almost 60% of respondents indicated they have had contact with PRP in the past 3 years. Of those respondents who have called 9-1-1 and emergency response was required, 83% were satisfied with the services provided. With respect to when police arrived at the scene of their emergency, 82% agreed they were treated fairly and 85% were treated with respect. Seventy-nine percent (79%) agreed police staff cared about their situation and 86% agreed they were knowledgeable and competent. Of those who have dialed 9-1-1 requiring police response, 42% said the response was within the expected time frame, and one in four indicated they arrived faster than expected (24%). Six percent (6%) said the response was much faster than expected.

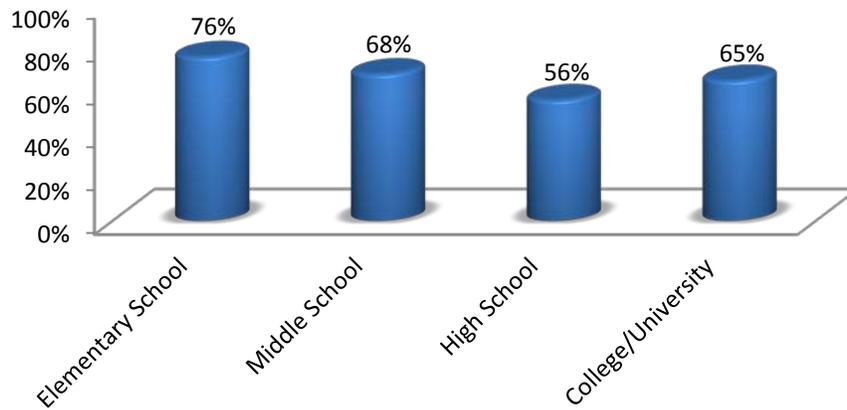
Neighbourhood Safety

The overall feeling of safety in the respondents' neighbourhoods was high, with almost 9 out of 10 indicating they feel safe (89%).

Feeling of Safety in Schools

Respondents were asked how safe they felt local schools in Brampton and Mississauga are during daytime school hours. Overall, elementary schools had a higher rating of safety (76%) compared to middle schools (68%), high schools (56%) and college/university (65%).

How safe are schools in Brampton & Mississauga during school hours



Crime in Peel Region

Fifty-six percent (56%) of residents have the impression that crime has remained the same in their neighbourhood with 28% indicating it has appeared to increase, while 9% indicated a decreased impression of crime. Residents are most concerned with school safety/bullying, followed by break-ins and thefts.

Residents were asked to list the crimes that were of most concern to them in their community. The following table displays the top crime concerns.

Crimes of Concern	Rank
School safety/Bullying	1
Break-ins/thefts (eg. residences, local businesses)	2
Drug related crime	3
Serious motor vehicle accidents	4
Youth crime	5

Residents were asked if they had been a victim of crime, such as assault, break-in, theft, drunken driver, etc., in the past 3 years. In 2013, 18%, less than 1 in 5 who responded, have personally been a victim. Of those who have been victimized, 31%, almost one third, indicated the crime has since been repeated.

Traffic Issues in Peel Region

When asked about traffic issues, residents indicated the number one issue PRP should be focused on is impaired driving, followed by distracted driving. The following chart lists residents' top 5 traffic concerns.

Traffic Offense Focus	Rank
Impaired driving	1
Distracted driving (cell phone/wireless devices)	2
Aggressive driving (tailgating/unsafe lane changes)	3
School zones (speeding)	4
Speeding	5

Police Programs

Residents were given the opportunity to rate on a scale of 1 to 10 (with 1 being low and 10 being high) the importance of various police programs. Based on their average score out of 10, top rated programs are: Impaired Driving Programs (8.9), Crime Prevention Programs (8.6) and Traffic Enforcement (8.4), Divisional Neighbourhood Policing Unit (8.0), Road Watch (8.0), Bike Patrol (7.5) and Foot Patrol (7.4).

Solutions to Problems of the Community

The most common response for improving the way police deal with problems of the community was to educate the public regarding crime reduction strategies (91%). The table below summarizes all responses.

Solutions to Problems of the Community	
Educate the public regarding crime reduction strategies	91%
Provide more information and advice	88%
Do more patrolling/be more visible in the community	87%
Do more crime prevention work in the area	85%
Spend more time talking to people	80%
Hire more officers	70%

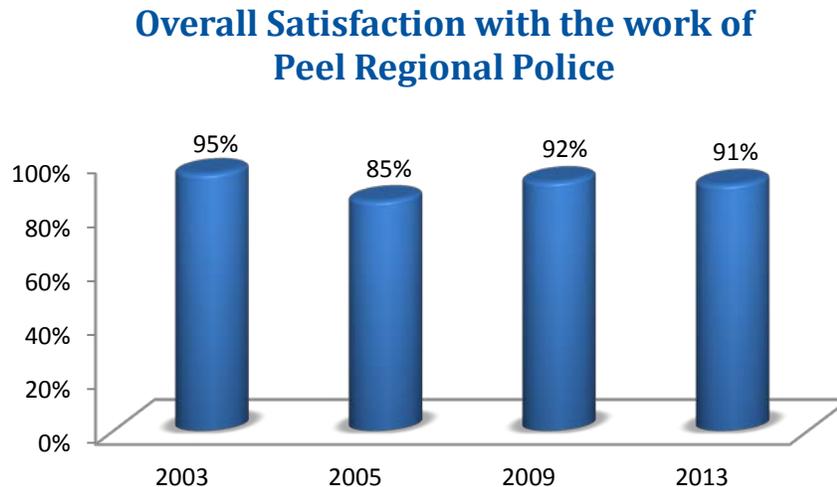
Communication

Most residents surveyed prefer to get information about policing in the community through their newspapers (28%) television (27%), and social media (21%). Residents also receive information from the PRP website (16%) and radio (6%).

BUSINESS COMMUNITY SURVEY RESULTS 2013

Overall Satisfaction with the Work of Peel Regional Police

Satisfaction with the work of Peel Regional Police remains high and is consistent with the 2009 results. The following chart shows overall percentages of respondents in past surveys who indicated favourable responses (very satisfied and reasonably satisfied).

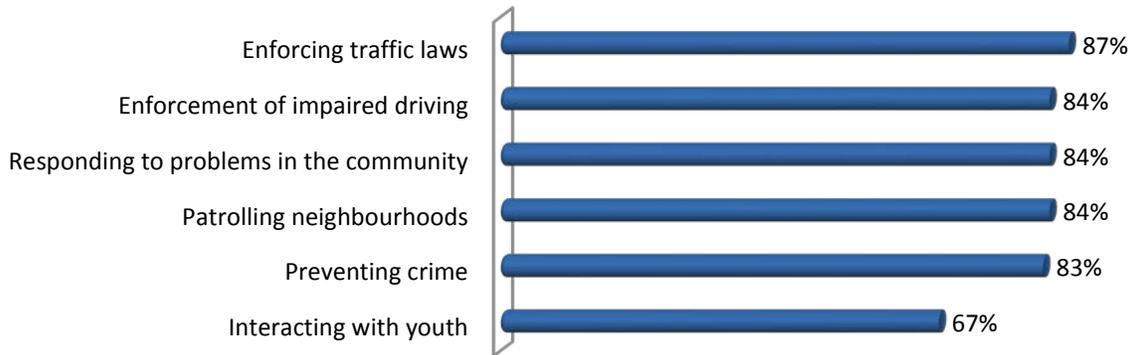


The majority of business owners/operators surveyed agree that Peel Regional Police is professional (93%), knowledgeable and competent (89%), and they treat people with respect (89%). Ninety-one percent (91%) are proud of their police service and 93% feel comfortable talking to any police officer and 79% feel police use authority and force appropriately. Of the business owners/operators who have had interactions with a member of Peel Regional Police, 92% agreed they were professional and were treated with respect, 90% felt they were knowledgeable and 85% felt the police staff cared about their situation. Among the business owners surveyed, most impressions of PRP members have been influenced either by direct experience (49%) or by just seeing them around (36%).

Satisfaction with Quality of Services Provided by PRP

It was found that business owners/operators were most satisfied with PRP service related to the enforcement of traffic laws (87%). All remaining services, with the exception of interactions with youth (67%), were either 83% or 84%. The chart below summarizes the findings.

Satisfaction with Quality of Services Provided



Satisfaction with Police Response - Phone Contact

Over 6 out of 10 (65%) of those surveyed, have spoken to or contacted police in the last 3 years. Of those who have contacted PRP by phone for assistance, 55% of those respondents indicated they were told how long it would take for police to respond to their problem, with 80% satisfied with the amount of time it took for police to respond.

Satisfaction with Police Response - 9-1-1 Contact

Of those surveyed, over 6 out of 10 (65%) have spoken to or contacted a member of PRP in the past 3 years. Of those business owners/operators who have had to contact PRP by 9-1-1 and police response was required, 93% were satisfied with the services provided. With respect to when police arrived at the scene of their emergency, 86% agreed they were treated fairly and, 83% said they were treated with respect. Business owners also agreed police staff cared about their situation (81%) and were knowledgeable and competent (81%). Of those that dialed 9-1-1 and required police response, four in ten said the response time was within the expected timeframe (39%), and four in ten indicated response was faster than expected (39%). Five percent (5%) said the response was much faster than expected.

Neighbourhood Safety

The overall feeling of safety in respondent's neighbourhoods was high, with 91% of business owners/operators surveyed indicating they feel safe. Six out of ten respondents (61%) surveyed indicated they feel crime in the neighbourhood of their business has remained the same.

Crimes in Peel Region

The business owners/operators surveyed are most concerned with Break-ins/thefts and Fraud/Cyber Fraud. Respondents were asked to list the crimes that were of most concern to them in their community. The following table displays their top 5 crime concerns.

Crimes of Concern	Rank
Break-ins/Thefts (residences & local businesses)	1
Fraud/Cyber fraud	2
Serious motor vehicle accidents	3
Property crime	4
Vandalism	5

Incidence of Being a Victim of Crime

Over one third of respondents (34%) indicated their businesses have been a victim of crime in the last 3 years. Of those who have been a victim of crime, over half (54%) indicated it has been repeated. Thirty-nine percent (39%) indicated the crime was repeated more than 6 months after the initial crime and just over 1 in 4 (27%) said within 2 to 6 months after the initial crime.

Police Programs

Respondents were given the opportunity to rate on a scale of 1 to 10 (with 1 being low and 10 being high) the importance of various police programs. Based on their average score out of 10, top rated was the Impaired Driving Programs (9.0), Crime Prevention Programs (8.6), Traffic Enforcement and Divisional Neighbourhood Policing Unit (8.2), followed by the Road Watch Program (7.9), Bike Patrol (7.3) and Foot Patrol (7.2).

Solutions to Problems of the Community

Respondents were asked how PRP could most improve the way it deals with the problems of the community and those who break the law. The most common response was to educate the public regarding crime reduction strategies (91%). The table below summarizes the responses.

Solutions to Problems of the Community	
Educate the public regarding crime reduction strategies	91%
Provide more information and advice	89%
Do more crime prevention work in the area	85%
Do more patrolling/be more visible in the community	84%
Spend more time talking to people	83%
Hire more officers	69%

Communication

Most business owners/operators prefer to get information about policing in the community through their newspapers (25%), television (23%), and social media (21%). Residents also receive information from the PRP website (18%) and radio (9%).

Just over 1 in 5 (22%) indicated they watch “The Police Show” on cable television. Ninety-two percent (92%) find the show informative and relevant. Eighty-four percent (84%) of those who have used the Citizen Online Reporting System agree it was easy to use and fill out the report.