

# ***2016 Sarnia Police Services Residential Survey Report***

*Prepared for*



*By*



**June 2016**

# T a b l e o f C o n t e n t s

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<b>Methodology &amp; Logistics</b>	3
<b>Executive Summary</b>	4
<i>Top of Mind Crime Issues</i>	4
<i>Top of Mind Ways to Reduce Crime</i>	5
<i>Concerns with Crime in Sarnia</i>	6
<i>Concern with Neighbourhood Crime</i>	7
<i>Rating Safety</i>	8
<i>Neighbourhood Issues</i>	9
<i>Neighbourhood Policing</i>	10
<i>Awareness of Programs</i>	11
<i>Concern with Crime Related Issues</i>	12
<i>Concern with Neighbourhood Safety</i>	13
<i>Concern with Sarnia Traffic Issues</i>	14
<i>Rating the Sarnia Police</i>	15
<i>Community Activity Rating</i>	16
<i>Victims of Crime</i>	17
<i>Assistance &amp; Contact</i>	18
<i>Rate Assistance / Contact</i>	19
<i>Rating the Quality of the Services Provided</i>	20
<i>Programs &amp; Services</i>	21
<i>Tax Increase</i>	22
<i>Alternative Reporting Methods</i>	23
<i>Internet Access &amp; Police Website</i>	24
<i>Information</i>	25

# M e t h o d o l o g y   & L o g i s t i c s

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## **Overview**

- The following represents the findings of a May 2016 public opinion survey conducted among Sarnia residents for the Sarnia Police Services by Oraclepoll Research Limited. The results in this report are compared against data that was benchmarked in 2001 and tracked in 2007, 2010 and 2013 by Oraclepoll Research Limited for the Sarnia Police Services.
- The results from a survey of 100 Sarnia businesses are presented in a separate report.
- The objective of the project was to gauge and track the opinions of Sarnia residents on a series of issues relating to policing.

## **Study Sample**

- A total of 600 Sarnia area residents were interviewed by telephone.

## **Survey Method**

- All surveys were conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. The randomized database used was inclusive of landlines as well as cell phone only residences. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100% for quality assurance.

## **Logistics**

- The residential surveys were conducted between the days of May 13<sup>th</sup> and May 31<sup>st</sup> 2016.

## **Confidence**

- The margin of error for the residential survey is +/- 3.9%, 19/20 times

## **Reporting**

- This report contains an executive summary of the findings from the residential survey and compares results over time. A separate Excel report includes the results from the individual questions asked in the survey.

# E x e c u t i v e   S u m m a r y

## Top of Mind Crime Issues

Respondents were first asked in an open ended or unaided question what they considered to be the **most important issue related to crime and policing in Sarnia**. The results below are compared over time.

Top 10 Responses	2001	2007	2010	2013	2016
Drugs	12%	12%	17%	36%	<b>22%</b>
Don't know	26%	27%	29%	11%	<b>20%</b>
Break and enters / thefts	11%	9%	10%	10%	<b>14%</b>
More patrols/ visibility / police officers	13%	10%	8%	12%	<b>7%</b>
Crime prevention / programs	1%	4%	3%	2%	<b>7%</b>
Traffic / Speeding	4%	5%	4%	3%	<b>5%</b>
Safety / safety on the streets	8%	13%	9%	10%	<b>5%</b>
Youth crime	4%	4%	4%	5%	<b>4%</b>
Enforcement	4%	2%	1%	1%	<b>3%</b>
Response time	3%	5%	1%	2%	<b>2%</b>

Drugs related crimes at 22% are the most named top of mind concern as they were in the previous two survey periods although 14% fewer named it in this poll compared to the last (2013). The results are now more aligned with 2010 when 17% named drugs as a top of mind issue. Break and enters was second most named by 14% up 4% over 2013, followed by having more patrols or police visibility at 7% (-5%), having crime prevention programs at 7% (+5%), traffic or speeding concerns at 5% (+2%), safety on the streets at 5% (-5%) and youth crime at 4% (-1%). A total of 20% did not know or had no opinion.

## Top of Mind Ways to Reduce Crime

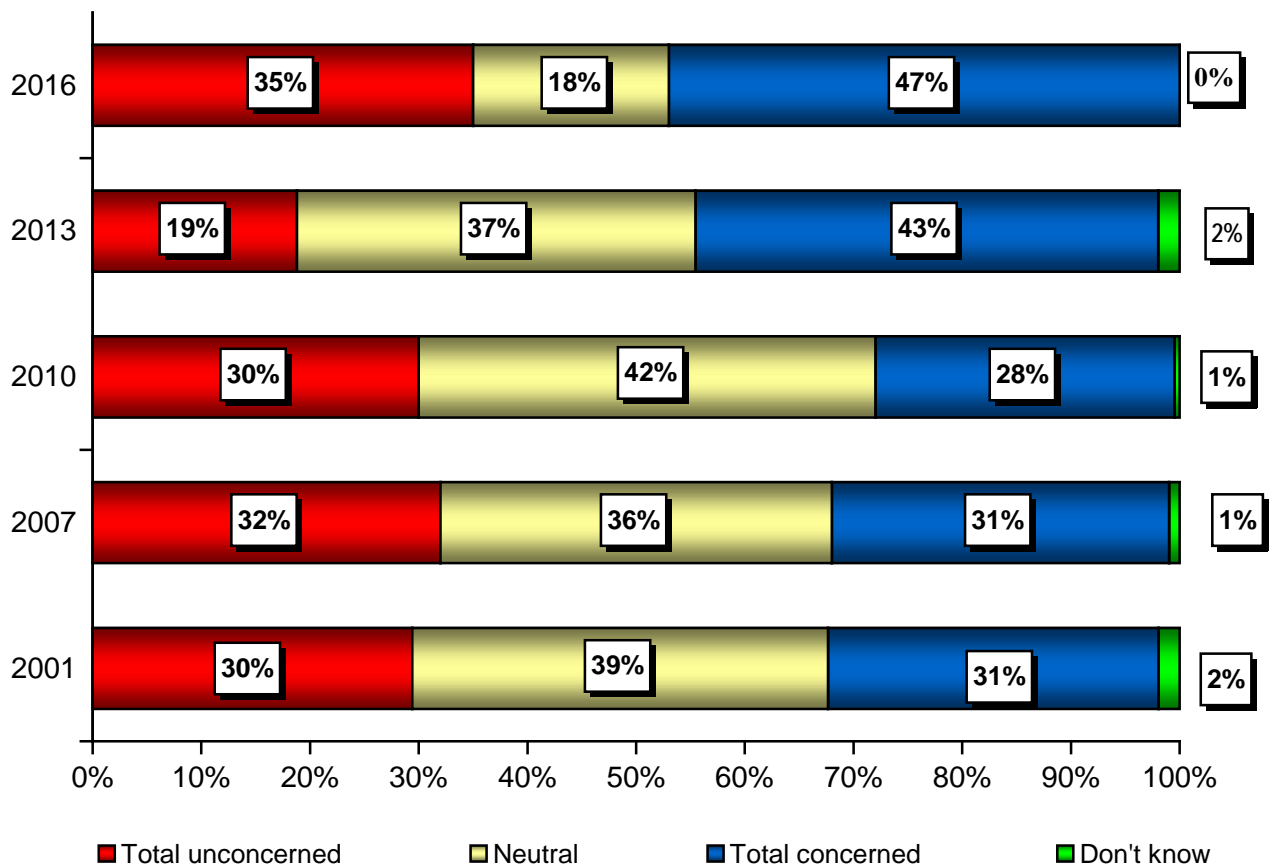
Next residents were asked in another open ended or unaided question what they felt could be done to **reduce crime in Sarnia**. The results below are compared over time.

Top 10 Responses	2001	2007	2010	2013	2016
Don't know	22%	24%	23%	20%	<b>38%</b>
More patrols / visibility / police officers	39%	38%	36%	30%	<b>27%</b>
Clean up the drug problem	>1%	1%	3%	5%	<b>12%</b>
Education / awareness for the community	8%	9%	10%	8%	<b>8%</b>
Stricter laws / stiffer penalties	6%	4%	5%	8%	<b>4%</b>
Programs for youth / children / outreach programs	4%	3%	6%	7%	<b>4%</b>
Have better response times	1%	1%	>1%	1%	<b>2%</b>
More efficient police officers	1%	1%	2%	5%	<b>2%</b>
Crime prevention	>1%	1%	2%	1%	<b>1%</b>
More neighbourhood watch / community watch programs	5%	3%	5%	4%	<b>1%</b>

More respondents in this survey were unaware or did not know what could be done to reduce crime in Sarnia (38%) compared to previous years. However, among those with an opinion the most cited answer was to have more patrols or police visibility by 27% similar findings as in 2013 (30%), next by cleaning up the drug problem by 12% (up 7% over 2013), having more education or awareness by 8% (same as 2013), stricter laws or penalties by 4% (-4%) and youth programs by 4% (-3%).

## Concern with Crime in Sarnia

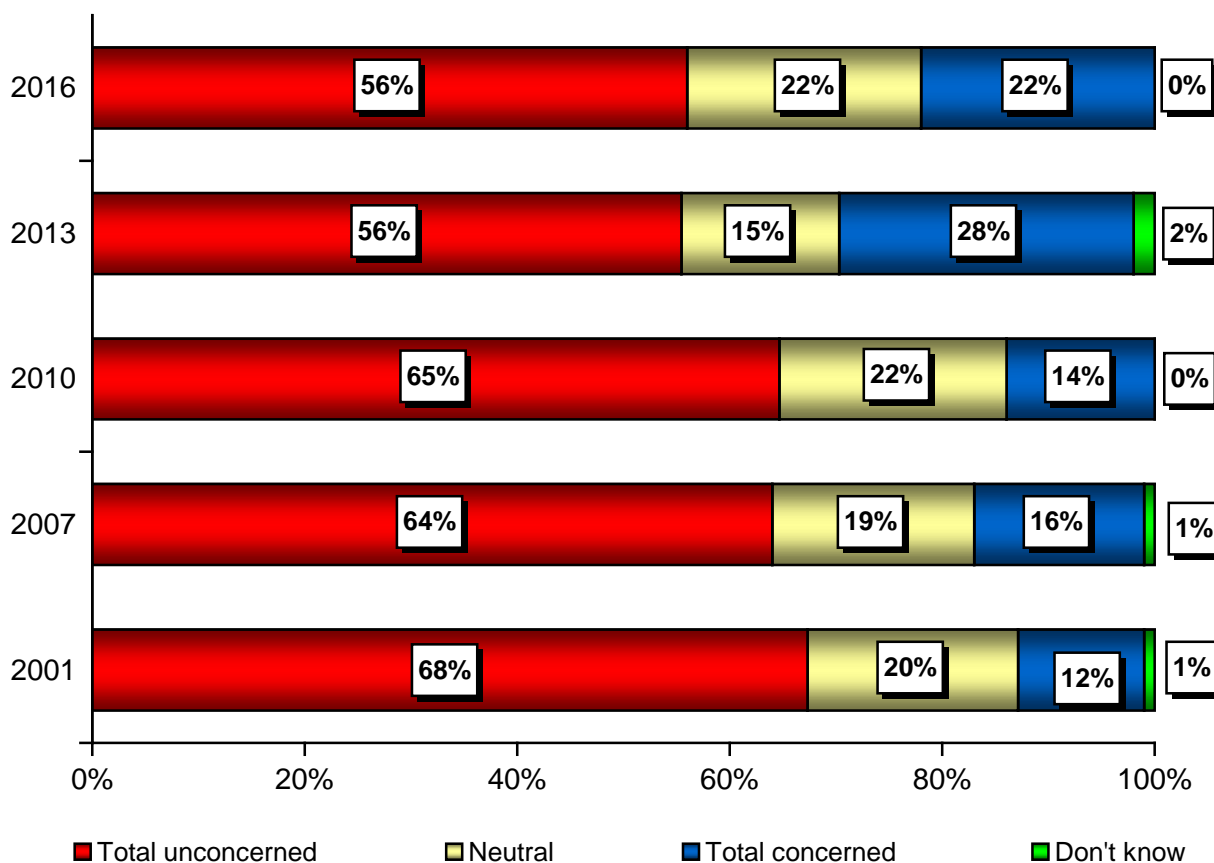
Respondents were then asked to **rate their level of concern with the current level of crime in Sarnia.**



There was a slight increase in the number of residents concerned with crime in the community (+4%) over 2013 to 47% and a 16% increase in the number that are unconcerned to 35%. Fewer or 19% less now hold a neutral opinion of neither concerned nor unconcerned.

## Concern with Neighbourhood Crime

Next residents were asked to rate their **level of concern with the current level of crime in their respective neighbourhoods**.



Despite their being a higher level of concern with overall community wide crime, fewer residents have concerns over crime in their neighbourhoods. A total of 22% are concerned with crime in their neighbourhoods a 6% drop over 2013, while a similar 56% remain unconcerned and 22% had a neutral opinion of neither concerned nor unconcerned (-7%).

Most residents or 78% also feel that the **level of crime in their neighbourhood** has remained the same over the past 24 months higher than the 70% in 2013, while 7% said it decreased compared to only 3% in 2013 and a lower 16% claimed that it increased in related to a higher 22% in 2013.

## Rating Safety

Respondents then **rated their level of safety** in the following four areas using a scale from 1-very unsafe to 5-very safe. The table below illustrates the combined safety ratings of 4-somewhat safe and 5-very safe and compares the results over time.

*“I am now going to ask you to rate your level of safety in the following areas. For each one that I read please use the scale where one is very unsafe and five is very safe.”*

Safety Rating	2001	2007	2010	2013	2016
	(Total safe rating – somewhat & very)				
Walking alone in their neighbourhood during the day	94%	97%	96%	89%	<b>90%</b>
Walking alone or visiting public parks during the day	87%	87%	89%	95%	<b>84%</b>
Walking alone in their neighbourhood at night	53%	56%	60%	52%	<b>61%</b>
Walking alone in other public areas	50%	54%	58%	53%	<b>42%</b>
Walking alone or visiting public parks at night	18%	31%	37%	27%	<b>31%</b>

There remains a very high sense of safety with respect to daytime activities and especially for walking in their respective neighbourhoods at 90%, a similar finding compared to 2013, as well as for visiting public parks at 84%, an 11% drop compared to 2013 but closer to the 2010 number.

More residents also feel safe walking in their neighbourhoods at night at 61% an increase of 9% over 2013 and aligned with 2010 results. There was an 11% drop over 2013 in the number of those that feel safe walking in other public areas at 42% and there were similar findings for walking alone or visiting public parks at night (31%)



## Neighbourhood Issues

Next residents were asked if they felt that a series of **issues in their neighbourhood have increased, decreased or remained the same over the past two years.**

*“Do you feel the following issues in your neighbourhood have increased, decreased or remained the same over the past 24 months?”*

Neighbourhood Issues	Increased	Decreased	Remained the same	Don't know
Mental Health	38%	7%	31%	24%
Addiction issues	47%	5%	31%	18%
Homelessness	22%	20%	33%	25%

The area that residents feel issues have increased in their neighbourhood were related to addictions (47%) and mental health (38%) compared to a lower 22% that named homelessness. Homelessness was also the category that a higher 20% said has decreased while there were consistent findings for all three areas for these issues remaining the same. There were significant numbers of respondents that answered do not know for all three areas.

## Neighbourhood Policing

A question was asked to residents about the **how often they see police officers in their neighbourhood.**

Frequency of Seeing Police	2001	2007	2010	2013	2016
	(Total frequency rating )				
Very often	11%	19%	10%	15%	14%
Often	26%	23%	20%	17%	18%
Sometimes	32%	29%	35%	30%	40%
Rarely	24%	25%	33%	30%	27%
Never	6%	4%	4%	6%	2%
Don't know	1%	-	1%	2%	-

Results are for the most part similar compared to 2013 with 32% seeing Police often or very often (32% in 2013). A lesser claimed that they (29%) rarely or never see the Police (36% in 2013) and higher 40% sometimes (30% in 2013).

There were also similar finding with respect to the level of neighbourhood policing. A total of 64% of respondents also stated that the **current level of policing in their neighbourhood** is just right (68% in 2013), 31% too low (28% in 2013), 2% too high (3% in 2013) and 2% did not know (1% in 2013).

In addition, 56% of Sarnia residents correctly **recalled the name of Chief Phil Nelson** an increase from 2013 when 44% were able to provide his name.

## Awareness of Programs

All respondents were asked if they were **aware of each of the following Sarnia Police Services community programs.**

*“Have you heard of any of the following Sarnia Police Services community activities?”*

<b>Police Service Program Awareness</b>	<b>2001</b>	<b>2007</b>	<b>2010</b>	<b>2013</b>	<b>2016</b>
RIDE Program	96%	93%	96%	95%	<b>96%</b>
Crime-stoppers	99%	99%	98%	97%	<b>95%</b>
Neighbourhood Watch	87%	90%	93%	91%	<b>89%</b>
Sarnia-Lambton Victims Service	64%	65%	83%	83%	<b>87%</b>
Bicycle Patrol	-	29%	73%	72%	<b>82%</b>
Values Influences and Peers (VIP) Program	44%	41%	40%	37%	<b>43%</b>
Crime Prevention Through Design	-	-	24%	23%	<b>27%</b>

Program awareness remains highest for the Ride program (96%) and Crime Stoppers (95%), next followed by Neighbourhood Watch (89%) and Sarnia-Lambton Victims Services (87%) all consistent findings compared to 2013. A total of 82% are now aware of Bicycle Patrols, 10% higher than in 2013, 42% the VIP Program (+6%), while the lowest recall remains for Crime Prevention Through Design at 27% (+4%).

## Concern with Crime Related Issues

Respondents were asked to **rate their level of concern with each of the following crime related areas** in Sarnia from a scale of 1-not at all concerned to 5-very concerned. The table below illustrates and combines the 4-concerned and 5-very results and compares them over the five survey periods.

*“I am now going to ask you to rate your level of concern with each of the following series of crime related issues that may affect the Sarnia area.”*

Areas of Crime Concern	2001	2007	2010	2013	2016
	(Total concerned rating – somewhat & very)				
Break-ins / theft from homes	61%	53%	57%	71%	<b>68%</b>
Drug control issues	66%	62%	67%	78%	<b>65%</b>
Theft from vehicles	57%	54%	63%	65%	<b>61%</b>
Traffic violations	57%	55%	47%	57%	<b>61%</b>
Violent crimes (sexual assault, homicide, child abuse)	61%	52%	58%	70%	<b>57%</b>
Cyber bullying	-	-	-	75%	<b>56%</b>
Domestic violence / family disputes	65%	56%	55%	65%	<b>55%</b>
Child pornography on the internet	-	-	-	67%	<b>51%</b>
Crimes against seniors	-	-	-	-	<b>53%</b>
Youth violence	69%	57%	61%	60%	<b>53%</b>
Damage to property as a result of crime	55%	56%	60%	56%	<b>53%</b>
Shoplifting	42%	36%	36%	37%	<b>34%</b>
Noise and other disturbances	22%	25%	22%	20%	<b>11%</b>

Break-ins are the area of most concern among 68% of residents, a similar result compared to 2013, while drug control issues were of next higher concern by 65% but 13% lower than in 2013. Next highest concern was expressed for theft from vehicles at 61% (-4%) and traffic violations (+4%). A total of 57% are concerned with violent crime, however this number dropped 13% over 2013, 56% are concerned with cyber bullying a 19% decrease, 55% are concerned with domestic violence a 10% dip and 51% with child pornography, 16% lower than in 2013. The areas of lowest concern remain in the areas of shoplifting (34%) and noise and other disturbances (11%)

In a new question residents were asked if they felt **crimes against seniors were a problem in Sarnia** of which 51% said yes that they are.

## Concern with Neighbourhood Safety

Respondents **rated their level of concern with each of the following neighbourhood safety areas** from a scale of 1-not at all concerned to 5-very concerned. The table below illustrates and combines the 4-concerned and 5-very concerned results and compares them over the four survey periods.

*“I am going to read a list of factors that may affect the safety of your neighbourhood. After I read each one please rate your level of concern using the scale where one is not at all concerned and five is very concerned.”*

Neighbourhood Concern Areas	2001	2007	2010	2013	2016
	(Total concerned rating – somewhat & very)				
Reckless & speeding drivers	67%	68%	61%	58%	<b>53%</b>
Drunk / impaired drivers	54%	57%	46%	47%	<b>41%</b>
Presence of drug dealers or users	35%	37%	35%	41%	<b>38%</b>
Strangers / youth loitering	30%	42%	29%	37%	<b>33%</b>
Poorly lit streets	35%	37%	24%	30%	<b>18%</b>
Noise from neighbours	11%	18%	17%	16%	<b>18%</b>

There were concern drops in five of the six areas with the largest being for poorly lit streets (-12%), while there was a slight 2% increase for noise. While concern levels were not high, the areas of most unease were for reckless and speeding drivers (53%), next by drunk or impaired drivers (41%), the presence of drug dealers (38%) and strangers and youth loitering (33%). Of the lowest concern was poorly lit streets (18%) and noise from neighbours (18%).

## Concern with Sarnia Traffic Issues

Respondents were also asked to rate their level of **concern with traffic specific issues in Sarnia.**

*“Next, I am going to read a list of traffic related concerns or problems that may be affecting Sarnia. Using the scale where one is not at all concerned and five is very concerned please rate your concern with each.”*

Traffic Issues Concern Ratings	2001	2007	2010	2013	2016
	(Total concerned rating – somewhat & very)				
Distracted driving	-	-	75%	80%	<b>77%</b>
Impaired driving	67%	63%	67%	59%	<b>62%</b>
Aggressive driving	69%	72%	63%	60%	<b>58%</b>
Speeding	62%	67%	65%	55%	<b>57%</b>
Disobeying signs & signals	65%	60%	60%	58%	<b>55%</b>
Heavy truck safety issues	46%	44%	44%	40%	<b>48%</b>
School bus & crossing guard violations	47%	38%	40%	49%	<b>42%</b>
Seat belt / child restraint violations	40%	40%	41%	36%	<b>35%</b>
Unsafe vehicles	44%	39%	40%	37%	<b>33%</b>

Results have remained for the most part consistent in terms of concern over various traffic areas. Distracted driving remains the top traffic concern at 77% as it has been over the past three survey periods, followed by impaired or drunk driving (62%), aggressive driving (58%), speeding (57%) and disobeying signs and signals (55%). Lower rated were heavy truck issues (48%), school bus or crossing guard violations (42%), while lowest scored were seat belt or child restraint violations (35%) and concerns over unsafe vehicles (33%).

## Rating the Sarnia Police

All respondents were then asked to **rate the Sarnia Police Services** in each of the following areas.

*“How would you rate the quality of each of the following services provided by the Sarnia Police Service?”*

Performance Ratings	2001	2007	2010	2013	2016
	(Total good rating – somewhat & very)				
Traffic enforcement	50%	52%	59%	58%	<b>61%</b>
Violent crimes	57%	57%	56%	61%	<b>60%</b>
Drug control issues	42%	48%	42%	48%	<b>51%</b>
Domestic violence / family disputes	47%	51%	47%	53%	<b>49%</b>
Noise and other disturbances	38%	45%	53%	46%	<b>44%</b>
Damage to property as a result of crime	35%	41%	33%	41%	<b>40%</b>
Youth crime	42%	40%	42%	41%	<b>39%</b>
Break ins / theft	44%	49%	48%	40%	<b>38%</b>
Shoplifting	36%	40%	39%	35%	<b>36%</b>
Theft from vehicles	30%	45%	40%	39%	<b>35%</b>

Performance ratings have remained stable over 2013, with the Police rating highest for traffic enforcement (61%) and violent crimes (60%), next by drug control (51%), domestic disputes (49%) and noise or other disturbances (44%). Lowest rated continues to be the areas of shoplifting (36%) and theft from vehicles (35%). It should be noted that do not know or answers related to being unaware of performance were high for shoplifting (27%), theft from vehicles (22%), break and enters (22%), damage to property (20%) and family disputes (20%).

## Community Activity Rating

Respondents were also asked to rate the Sarnia Police Services for each of the following **community activity areas**.

*“And using the scale where one is very poor and five is very good, how would you rate the performance of the Sarnia Police Services in each of the following community activities?”*

Community Activity Ratings	2001	2007	2010	2013	2016
	Total good rating – somewhat & very)				
Visibility in the community	54%	59%	64%	60%	63%
Working with the community to solve problems	51%	57%	60%	59%	62%
Dealing with youth in the community	50%	52%	51%	52%	47%
Interacting with multicultural & minority groups	40%	42%	50%	40%	38%

Visibility (63%) and working with the community to solve problems (62%) rated highest once again, while lower ratings were accorded for dealing with youth (47%) and especially interacting with multicultural and minority groups (38%). A high number of respondents or 36% answered do not know or were unsure of how the Police interact with minority groups.



## **Victims of Crime**

- 16% of residential respondents have been **victims of crime** within the past 24 months compared to 19% in 2013.
- A total of 44% of these residents had the **crime committed to** person and 29% to property and 28% to both property and person.
- When asked if the **crime had been repeated**, 28% claimed that they had, compared to 27% in 2013.

## Assistance & Contact

- A total of 38% of residents surveyed had **contact with The Sarnia Police Services** in the past 24 months.
- In addition, 23% have **requested assistance from The Sarnia Police Services**. Among those that requested assistance:
  - 42% **described their request** as being not at all or not very urgent, compared to 59% that said it was either urgent or very urgent.
  - Break and enters or theft (13%) was the single most named **reason for contacting the Police**, followed by traffic accidents (11%), domestic violence (10%), mental health issues (10%) and youth crimes (8%), bullying (7%), telephone or other scams (6%) and traffic violations (5%). A total of 21% refused to say or answered do not know.
  - A total of 59% of respondents requesting assistance said that the **Police contacted them after their complaint**.
  - A total of 65% **rated the length of time to respond to their call** as good or very good, 7% as satisfactory or neither poor nor good and 27% as poor or very poor.
  - When asked about their **expectations for the amount of time for Police to respond**, 22% said in less than 5 minutes and 9% immediately. A total of 3% mentioned between 11-15 minutes, 8% 6-10 minutes, 30% would like a response of 20 minutes or more, 10% the same day and 7% were unsure.
- Only 9% of residents had **something happen to them in the past 24 months but decided not to report it** to the Police Services. The **type of incidents not reported** included loitering (26%), vandalism (24%), vehicle break-ins (24%) or vehicle accidents (15%). The **reasons cited for not contacting the Police** related to the belief that nothing would be done (27%), that there was no damage or anything taken (24%), or they did not believe that they would be taken seriously (15%).
- A total of 38% of residents have **had casual contact with The Sarnia Police Services** in the past 24 months (33% in 2013).
- A total of 77% of respondents prefer the same **amount of contact** that they currently have with the Police, 16% would like more, and only 7% less contact. In 2013, 74% preferred the same amount of contact with the Police Services compared to 20% that favoured more and only 4% less.

## Rating Assistance / Contact

The 23% (N=135) of Sarnia residents that requested Police Services assistance in the past 24 months were asked to **rate their contact with Police** in each of the following areas. For most indicators respondents were asked to rate the performance of the Police using a scale from one very poor to five very good. Where indicated with an asterisk (\*) an agreement scale was used (1-strongly disagree to 5-strongly agree).

Rating Assistance / Contact	2001	2007	2010	2013	2016
	(Top two positive rating)				
Professional appearance	92%	88%	90%	88%	<b>87%</b>
Honesty	81%	81%	50%	82%	<b>81%</b>
Courtesy	77%	82%	80%	84%	<b>80%</b>
Operator as helpful & efficient	82%	73%	83%	89%	<b>78%</b>
Dealing with issues effectively	68%	69%	80%	88%	<b>75%</b>
Fairness	76%	72%	70%	88%	<b>74%</b>
Knowledge	80%	80%	50%	81%	<b>74%</b>
Being helpful	71%	71%	60%	89%	<b>73%</b>
Members of the Sarnia Police Services are approachable*	85%	81%	73%	82%	<b>72%</b>
Showing concerns for needs	72%	65%	40%	87%	<b>70%</b>
I was satisfied with the amount of time for Officers to arrive*	57%	69%	17%	73%	<b>67%</b>
I was told how long it would take to respond*	34%	35%	17%	51%	<b>50%</b>

The Sarnia Police Services rated highest for professional appearance (87%), honesty (81%), their courtesy (80%) and for the operators being helpful and efficient (78%). The remaining indicators while lower than in 2013 do fall in line with results from 2007 to 2010. The lowest scored in terms of agreement (agree and strongly) agree were the statements related to time to arrive (67%) and especially being told the response time (50%).

## Rating the Quality of the Services Provided

All respondents were then asked to **rate the Sarnia Police Services** in each of the following areas.

*“And how would you rate the quality of each of the following services provided by the Sarnia Police Service? For each area use the scale where one is very poor and five is very good.”*

Service Ratings (Top two positive rating)	2001	2007	2010	2013	2016
Enforcing the laws against drunk driving	65%	75%	73%	75%	74%
Creating a sense of safety	64%	67%	73%	74%	71%
Enforcing the law	65%	70%	70%	66%	67%
Ensuring safe travel on roads	55%	62%	64%	64%	66%
Public relations	56%	54%	59%	60%	57%
Investigating crime	54%	56%	58%	63%	56%
Crime prevention	55%	57%	64%	54%	55%
Providing information on crime prevention	50%	56%	57%	59%	54%
Assisting victims of crime	56%	53%	60%	52%	53%
Working with residents of the community	48%	52%	58%	54%	51%
Communicating with victims of crime	43%	45%	51%	50%	51%
Enforcing the laws against aggressive driving	47%	49%	56%	54%	50%
Foot & bicycle patrol	46%	44%	40%	43%	42%

Ratings provided by residents were highest for enforcing the laws against drunk driving (74%) and creating a sense of safety (71%) as they have been since 2010, while the next highest scored were for enforcing the law (67%) and ensuring safe travel on roads (66%). Most other results remain consistent and fall within a similar range of the findings from 2010 to 2013.

## Programs & Services

Residents were asked in an open ended or unaided question about **what improvements they would like to see made to existing programs and services** offered by the Sarnia Police Services. While almost half or 49% did not know or had no opinion, the most named answers included having more Officers (9%), youth programs (9%), more public awareness and education (7%), better drug control (7%), more patrols or visibility (7%), seniors programs (2%), traffic enforcement (1%) and crime prevention programs (1%).

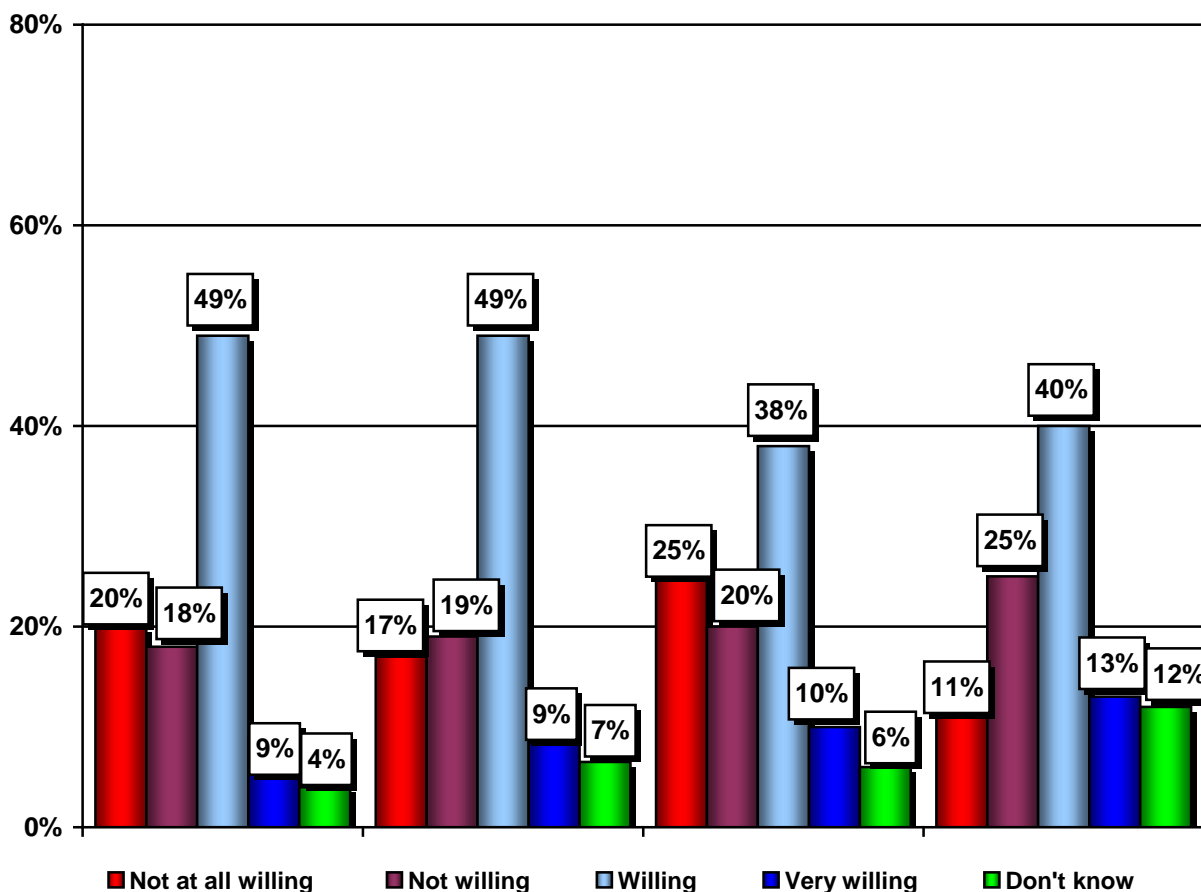
Respondents were then asked if they felt the Sarnia Police should **perform or offer a series of initiatives**.

- 93% support offering education **lectures in schools on internet safety and cyber bullying** with community partners
- 89% back the continued **distribution of information to seniors** in conjunction with the Sarnia Lambton Elder Abuse Awareness Network
- 82% would support **education lectures on internet safety and cyber bullying to children below grade seven**
- 65% said the Police should invest more of their annual budget and resources into **preventing internet crimes**

## Tax Increases

Residents were once again asked to what extent that they would be willing to have **an increase in their municipal taxes to increase the level of policing in their area.**

*"To what extent would you be willing to have an increase in your municipal taxes to increase the level of policing in your area?"*

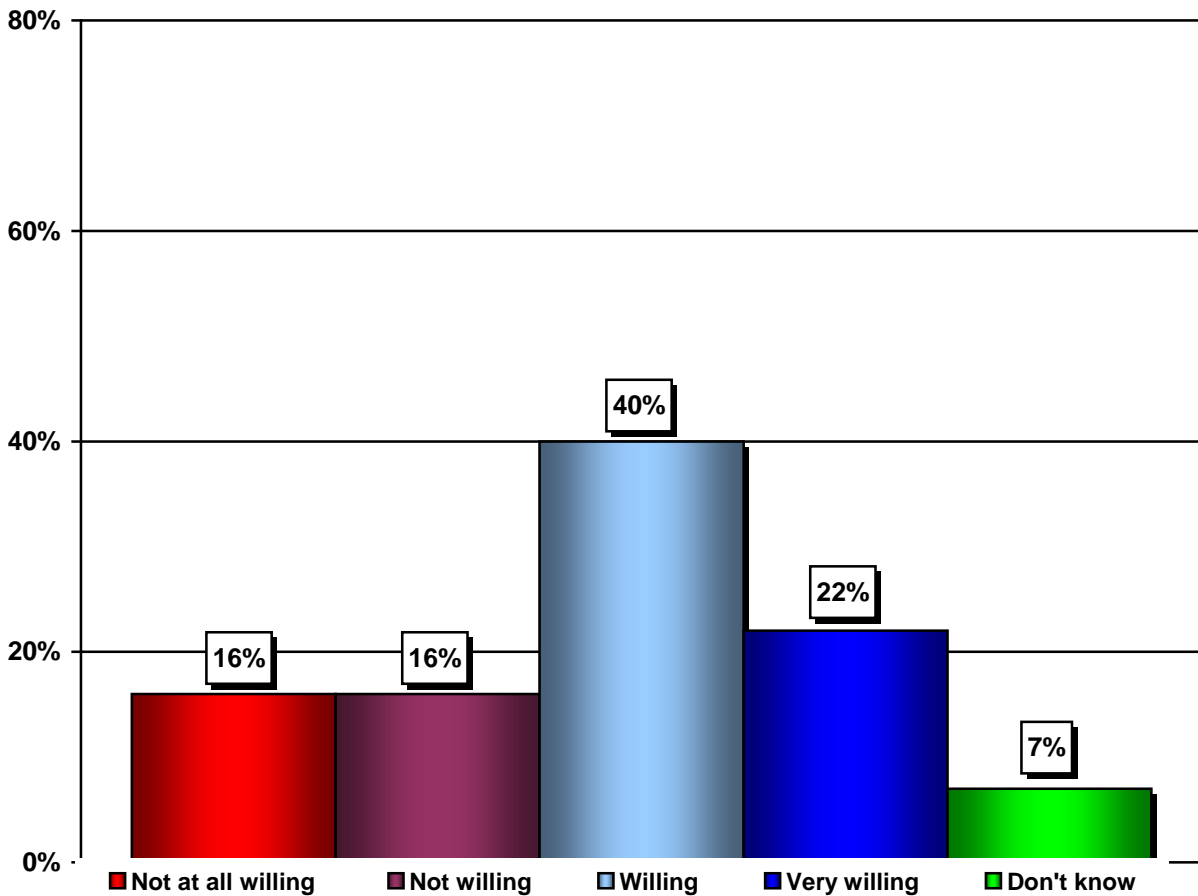


A total of 53% (+5% over 2013) of those surveyed would be willing (40%) or very willing (13%) to have an increase in their municipal taxes in order to increase the level of policing in their area, compared to 36% (-9% compared to 2013) that would be not at all (11%) or not willing (25%), while 12% (+6% in relation to 2013) were unsure.

## Alternative Reporting

In a new indicator, residents were asked about their **willingness to report minor offences through alternative methods**.

*"Would you be willing to report minor offences (theft, vandalism, by-law issues) through alternative methods such as online reporting opposed to having a uniformed officer attend in person? Are you not at all willing, not willing, willing or very willing"*



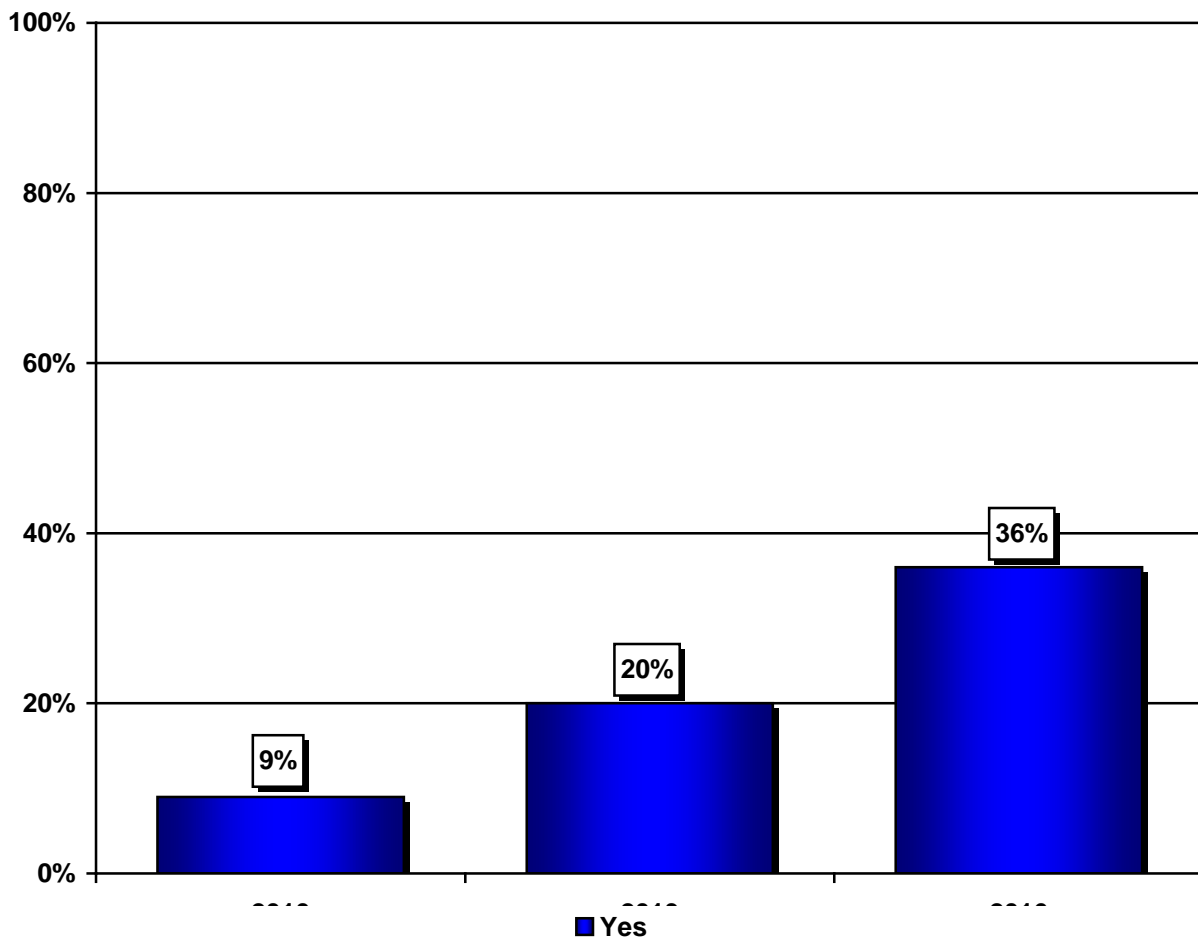
There is a willingness among 62% of Sarnia residents that would be willing (40%) or very willing (22%) to report minor offences using alternative methods including reporting. Less than a third or 32% would not be willing and 7% were unsure.

## Internet Access & the Sarnia Police Services Website

Respondents were asked a series of questions related to their **internet connectivity and their use of wireless devices**. A total of 89% of residents have a computer with internet access, more than half or 52% a cell or Smartphone with internet and email access and 40% another wireless device with internet and email access.

All residents were then asked if they have ever **visited the Sarnia Police Services website?**

*"Have you ever visited the Sarnia Police Services website?"*



A total of 36% of residents surveyed have visited the Sarnia Police Services website compared to 20% in 2013 and only 9% in 2010.



## Information

Respondents were also asked questions related to **social networking and other sources of information that they utilize.**

They were first asked in an open ended question allowing for multiple responses about what **social networking applications** that they use. A total of 37% of responses were for Facebook, 15% Youtube, 8% Twitter, 4% Instagram and 3% Snapchat. There were 29% that said they do not use social networking applications.

A total of 36% of residents **said that they would consider making more use of social networking** if the Sarnia Police used it as a tool to notify the public.

In a general question posed about **primary sources for local news and information**, Radio was most named by 47%, followed by the internet in general by 18%, television by only 13% and hard copy newspaper by 13%. There are 5% that read online papers and 2% word of mouth or talking to others while 2% answered do not know.

In a final question respondents were asked in an open ended or unaided question about **how the Police could improve the way that they communicate.** Almost half 49% were unsure or did not know, but among those with an opinion 11% said using the radio more often, 11% newspapers and 7% through public meetings or information seminars. A total of 5% said a better use of the media in general, 4% the internet in general, 4% would like more information as a whole and 1% honesty or transparency in reporting.