

Presentation

City of Kelowna

Community Safety Survey



Presentation to Kelowna City Council
May 16, 2022



PRESENTATION STRUCTURE

- **Background**
- **Methodology**
- **Results**
 - Perceptions of Safety
 - Experiences with Crime
- **Key Takeaways**
- **Questions?**



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BACKGROUND

BACKGROUND & OBJECTIVES

- City of Kelowna commissioned Leger to conduct a statistically valid survey with residents of the City of Kelowna.
- Main goal of the study is to better understand residents' perception of safety in the City of Kelowna to help develop programs and services that will best serve the community.
- Follow-up to 2019 survey also conducted by Leger (as NRG Research Group).
- Results from the 2022 survey are compared to 2019 results wherever applicable.



BACKGROUND & OBJECTIVES

SPECIFIC SURVEY OBJECTIVES ARE TO DETERMINE...

- ✓ How do Kelowna residents feel about belonging to their neighbourhoods and their relationships with neighbours?
- ✓ What are Kelowna residents' perceptions of safety within their neighbourhoods and the city?
- ✓ How have Kelowna residents' perceived levels of crime changed within the last 24 months?
- ✓ Which crime-related problems cause worry for Kelowna residents?
- ✓ What role the potential for crime and victimization and crime in general plays in residents' daily lives?
- ✓ What is the prevalence of criminal victimization of residents and to what extent are crimes are reported to the police?



METHODOLOGY

METHODOLOGY



APPROACH

- Telephone survey (landlines and cellular phones)
- In field February 9 to 24, 2022
- 301 total respondents, of which 183 completed the survey via landline and 118 completed it via cell phone.
- The survey instrument was developed by Leger in collaboration with the City of Kelowna.
- The results weighted to reflect the known age, gender and area parameters of the City of Kelowna according to the 2016 Census.



RESPONSE RATE

For the sample of 301 respondents, the margin of error is +/- 5.7%, at the 95% level of confidence.



NOTES FOR INTERPRETATION

Where more than one response is allowed for certain single questions (multiple response), percentages do not add to 100%. Responses for a single-response question also may also not add to 100% due to rounding.



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RESULTS



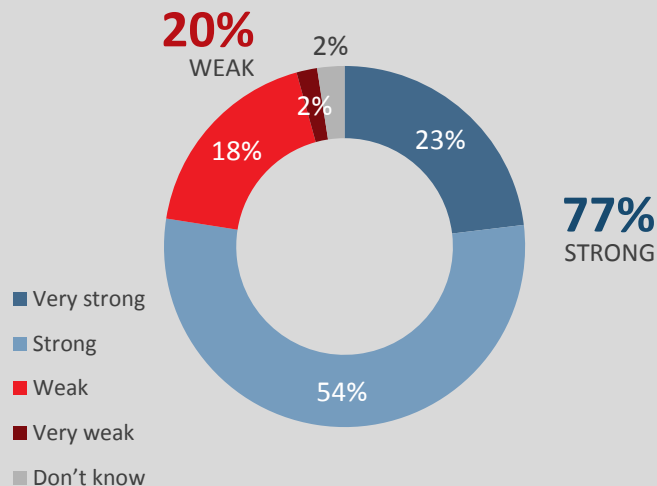


PERCEPTIONS OF SAFETY IN KELOWNA

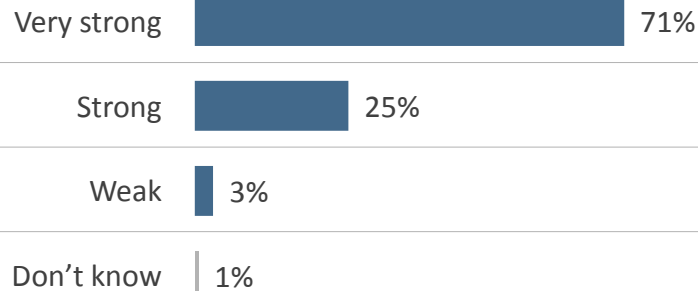
NEIGHBOURHOOD BELONGING



SENSE OF BELONGING



HAPPY WITH NEIGHBOURHOOD RELATIONSHIPS

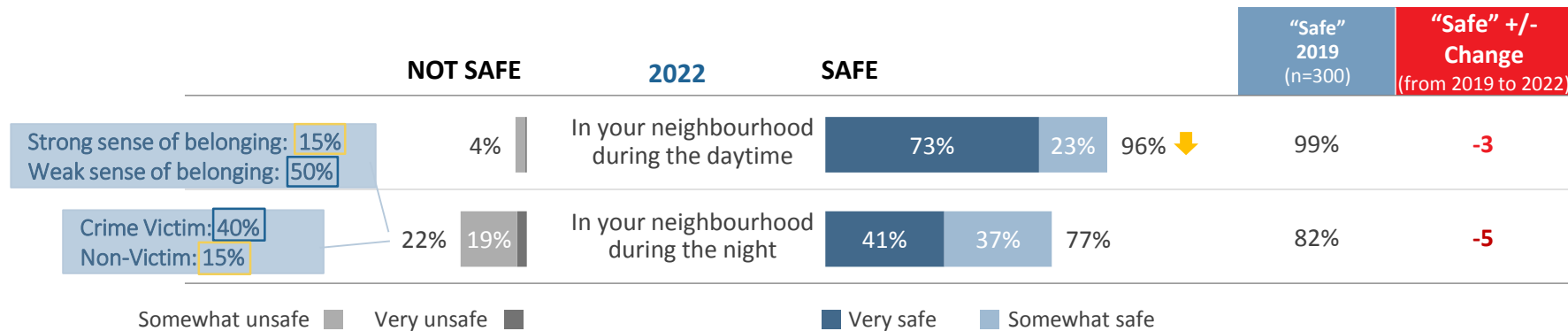


Base: All respondents (n=301)

P1A. To start, how would you describe your feeling of belonging to your neighbourhood?

P1B. Generally speaking, how happy do you feel about your relationships with your neighbours?

NEIGHBOURHOOD SAFETY



Base: All respondents (n=301)

P2C. Again, thinking about the neighbourhood you live in, how do you feel about your personal safety in the following situations.

In your neighbourhood during the daytime?

P2D. Again, thinking about the neighbourhood you live in, how do you feel about your personal safety in the following situations.

In your neighbourhood during the night

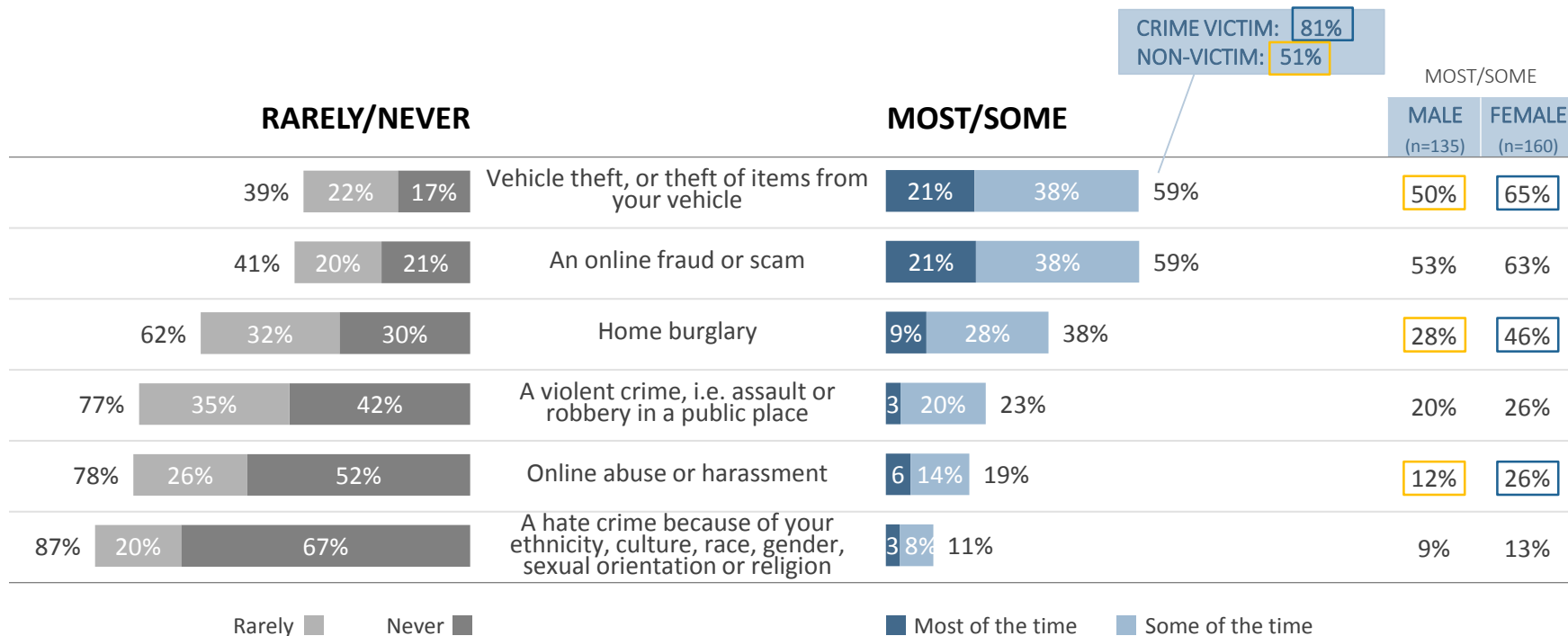
↑ Statistically significantly higher than previous wave.

↓ Statistically significantly lower than previous wave.

□ Statistically significantly higher than comparison group.

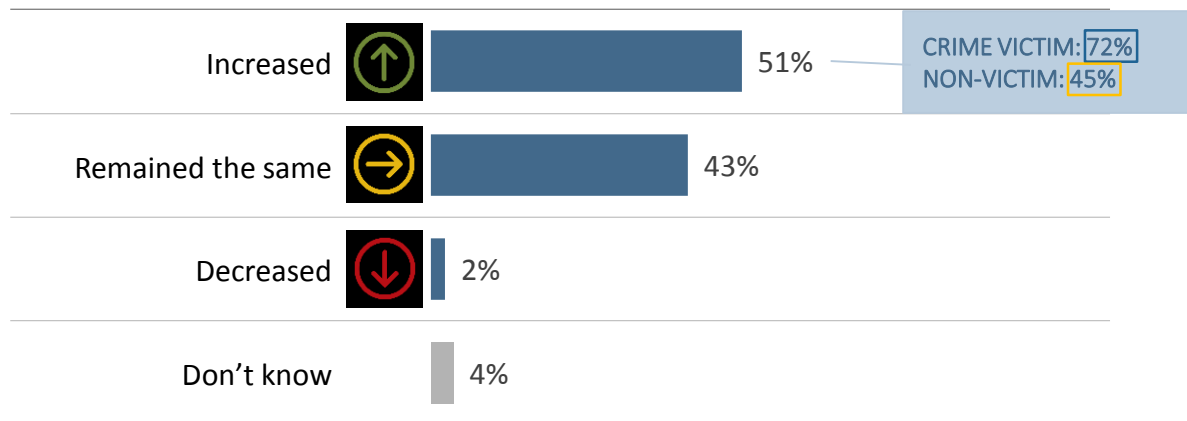
□ Statistically significantly lower than comparison group.

NEIGHBOURHOOD SAFETY AND CRIME CONCERN



PERCEPTIONS OF CRIME OVERALL IN THE COMMUNITY



“Crime in your community has...”



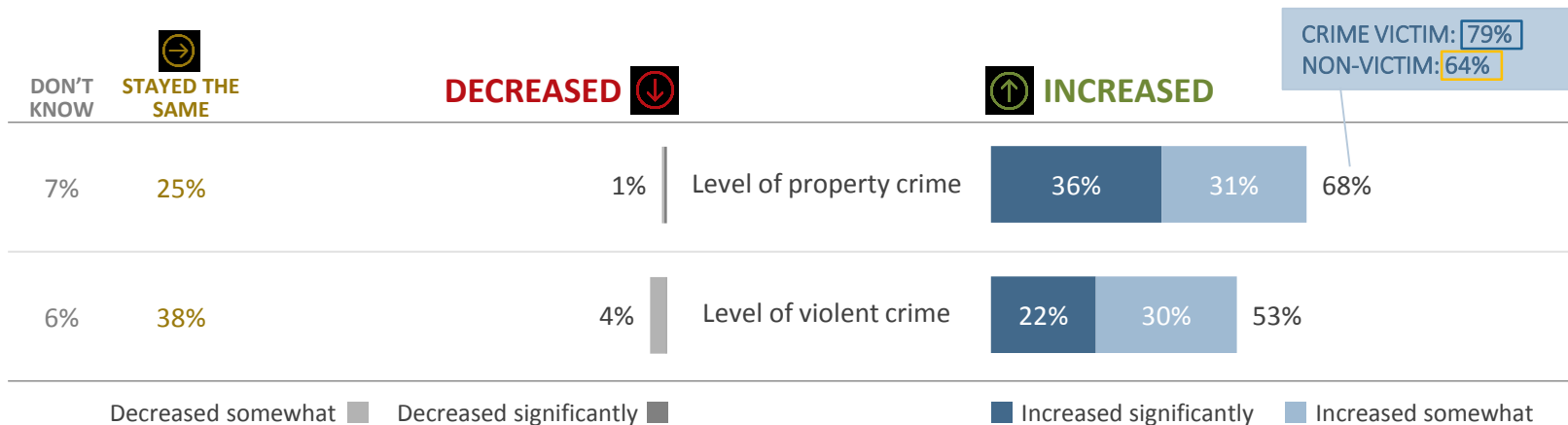
Base: All respondents (n=301).

Note – statements marked with and asterisk * are from the 2020 Leger Police Reputation Survey and are not directly comparable with the results in this survey ; the Leger study was conducted via online research panel while the data in this survey was collected via RDD telephone. Please interpret with caution.

P4. Do you feel that crime in your community has increased, decreased, or remained the same over the past 24 months?

 Statistically significantly higher than comparison group.
 Statistically significantly lower than comparison group.

PERCEIVED LEVELS OF PROPERTY AND VIOLENT CRIME



Base: All respondents (n=301).

P5. In the past 24 months, would you say the level of property crime in the city has increased significantly, increased somewhat, stayed about the same, decreased somewhat, or decreased significantly?

P6. In the past 24 months, would you say the level of violent crime in the city has increased significantly, increased somewhat, stayed about the same, decreased somewhat, or decreased significantly?

Statistically significantly higher than comparison group.
Statistically significantly lower than comparison group.

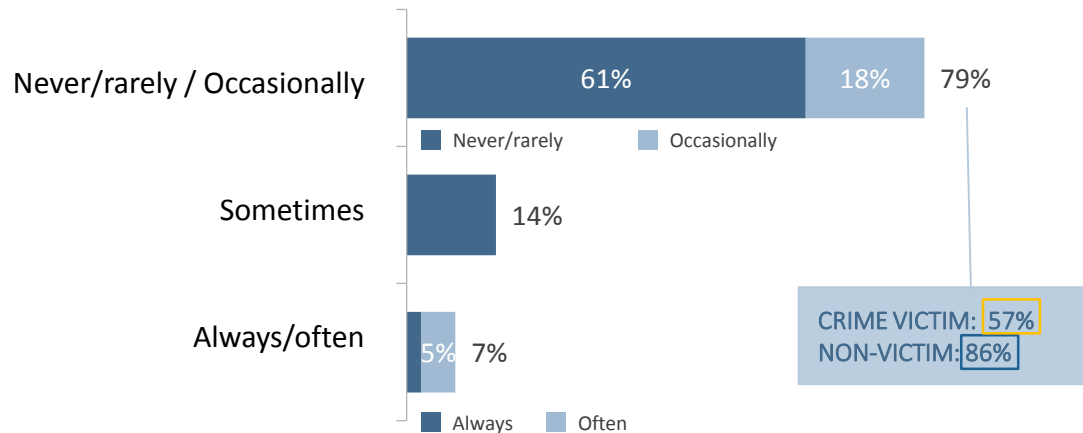
MOST IMPORTANT CRIME-RELATED PROBLEMS

| | 2022 | | 2019 (n=300) | +/- Change (from 2019 to 2022) |
|---|------------------------------|--|-----------------|-----------------------------------|
| Breaking and entering / Property crimes | <div><div></div></div> 43% | | 45% | -2 |
| Drug related / use | <div><div></div></div> 29% ↓ | | 38% | -9 |
| Assault / Violence / Shooting | <div><div></div></div> 13% ↑ | | 8% | +5 |
| Social issues | <div><div></div></div> 7% | | 6% | +1 |
| Petty crime / Small claims crime | <div><div></div></div> 6% | | N/A | - |
| Car theft | <div><div></div></div> 4% | | 4% | 0 |
| Other | <div><div></div></div> 4% | | 6% | -2 |
| Don't know | <div><div></div></div> 4% | | 5% | -1 |

CRIME AFFECTING QUALITY OF LIFE



“To what extent does crime in general affect your quality of life...”



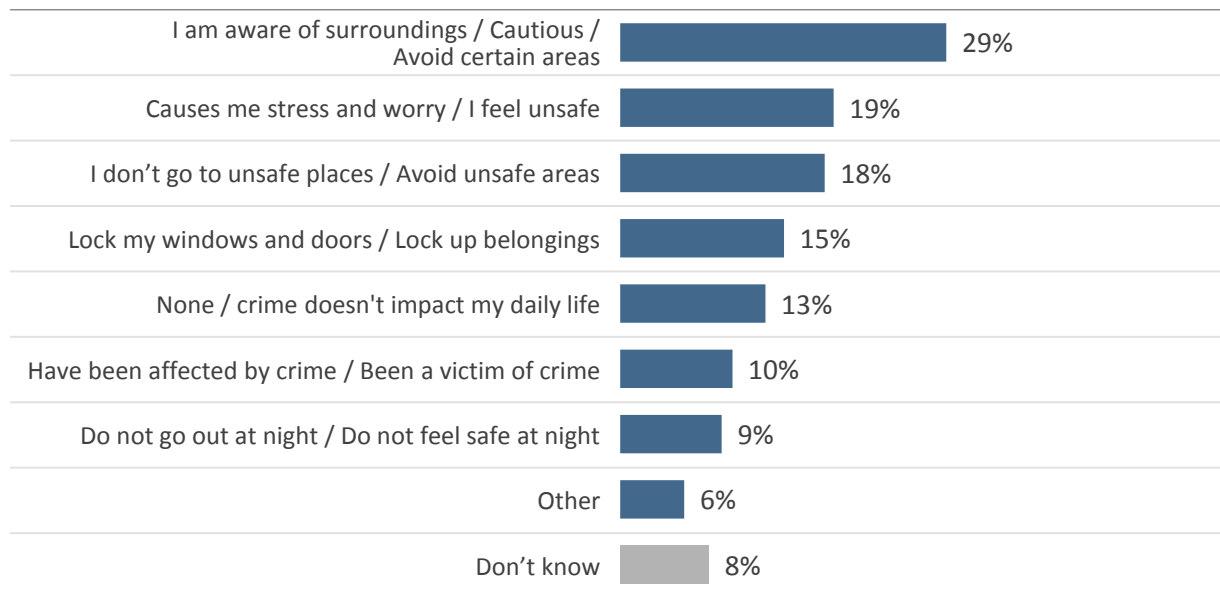
Base: All respondents (n=301).

P9. To what extent does crime in general affect your quality of life?












Statistically significantly higher than comparison group.
Statistically significantly lower than comparison group.

CRIME AFFECTING DAILY LIFE?

- Among those who indicate that crime impacts their quality of life, three in ten feel that crime makes them more aware of their surroundings/cautious/ avoid certain areas.





LESS SAFE NEIGHBOURHOODS

| | 2022 | 2019 (n=300) | +/- Change |
|--|--|-----------------|------------|
| Downtown Kelowna (general) |  41%  | 31% | +10 |
| Rutland Area (general) |  21%  | 14% | +7 |
| Downtown Core / Leon Ave / Lawrence Ave |  13%  | 22% | -9 |
| Hein Road / Ben Lee Park |  4% | 3% | +1 |
| Other |  6% | 8% | -2 |
| None |  27%  | 12% | +15 |
| Don't know |  4% | 4% | 0 |

Base: All respondents (n=301). *Note: Responses 4% and greater are shown.

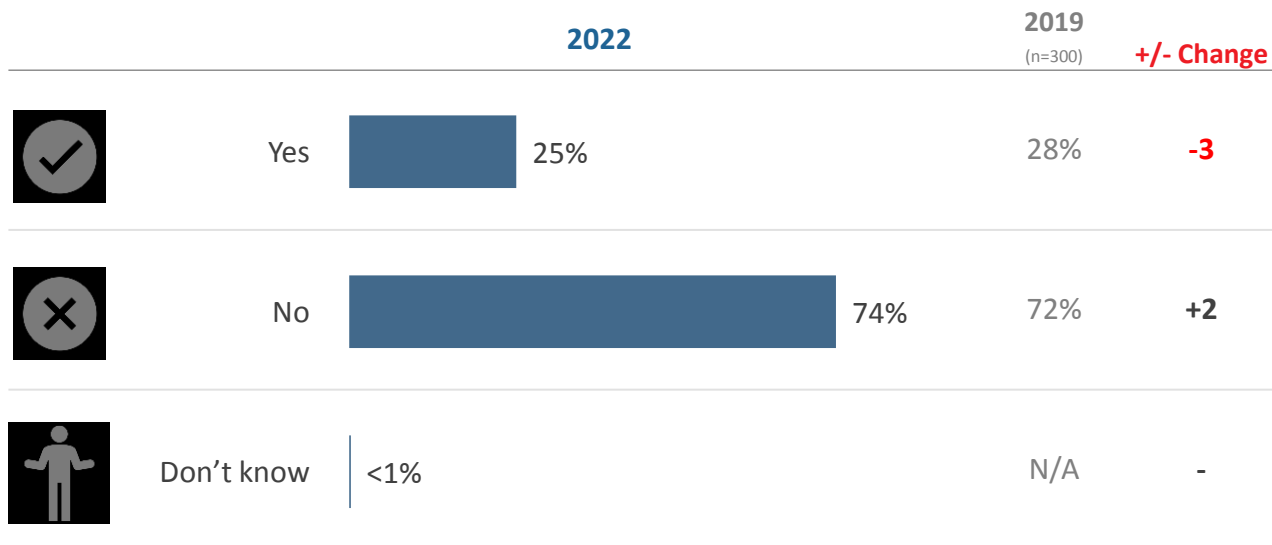
P3B. Are there any particular areas or neighbourhoods in Kelowna that you do not feel safe in or that you consider less safe relative to other neighbourhoods?

 Statistically significantly higher than previous wave.
 Statistically significantly lower than previous wave.

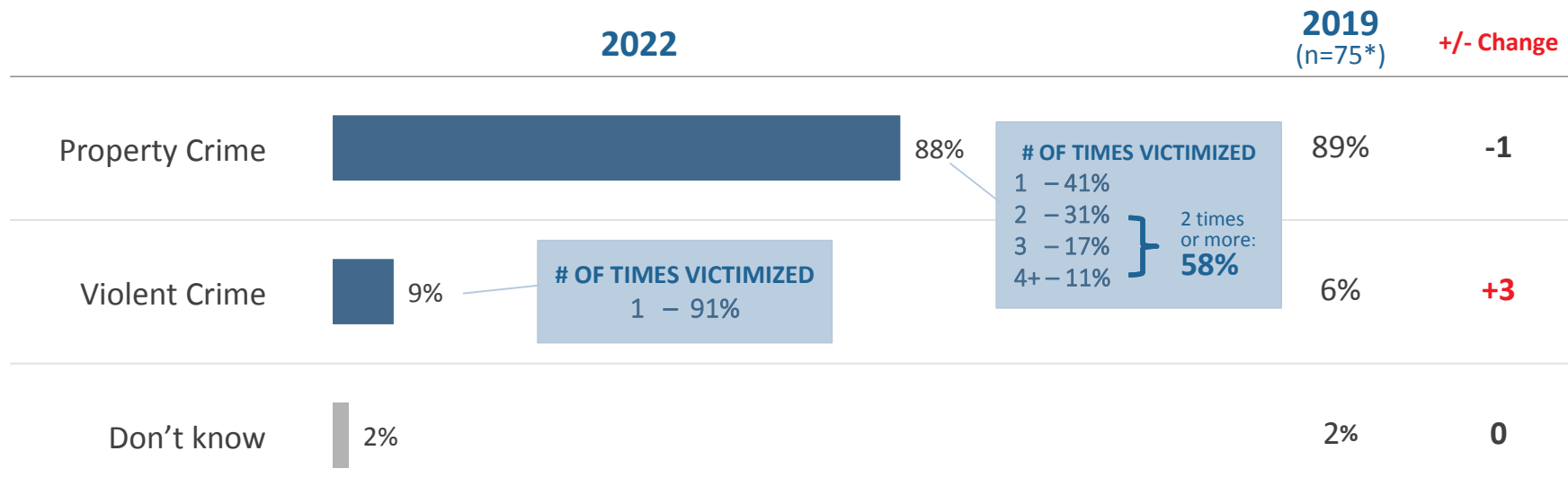


EXPERIENCES WITH CRIME IN KELOWNA

VICTIM OF A CRIME IN KELOWNA

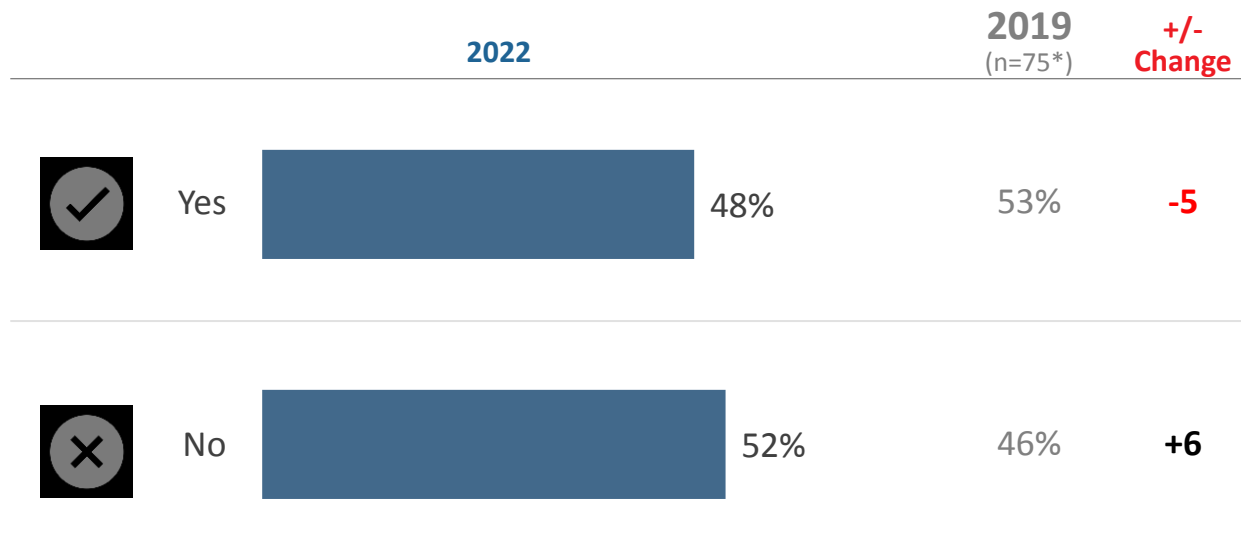


TYPE OF CRIME












Base: Those victim of a crime (n=63). *Low base size - interpret results with caution.
 U2. Was it a property crime or violent crime?
 U2A. How many times were you a victim of property crime in the past 12 months?
 U2B. How many times were you a victim of violent crime in the past 12 months?

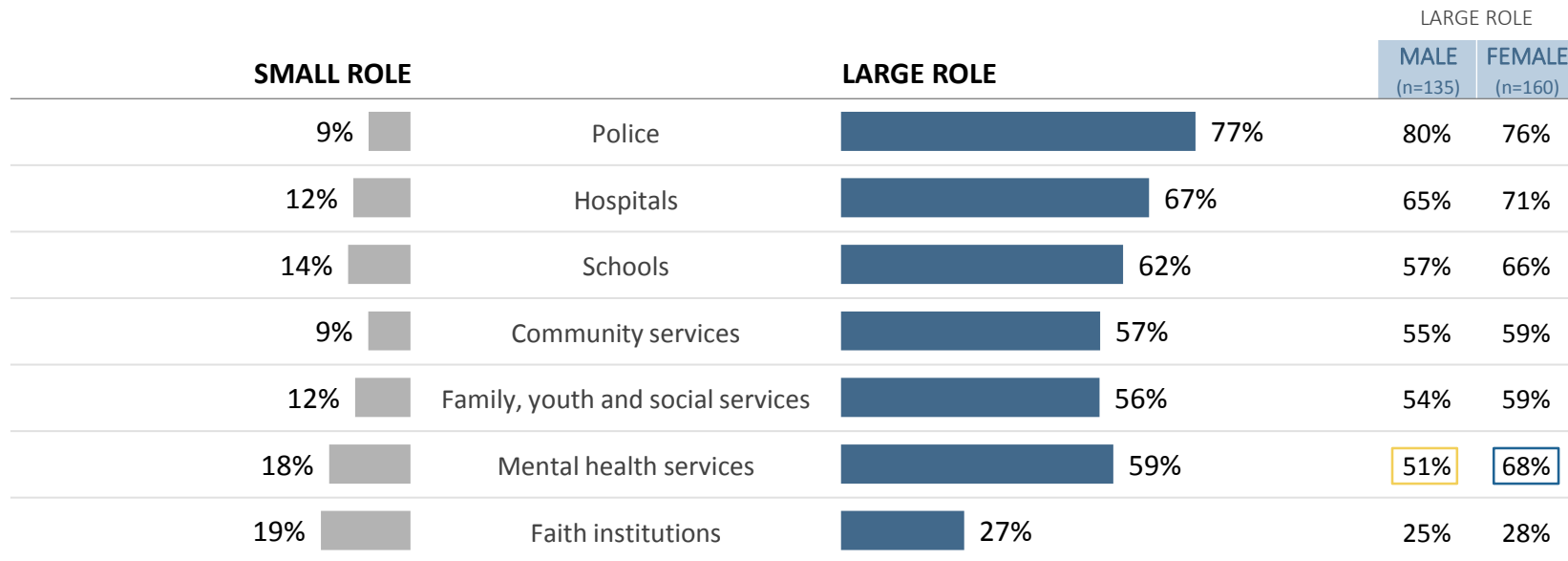
REPORTING CRIMES



REASONS FOR NOT REPORTING CRIME



| | | | 2019 (n=35*) | +/- Change |
|---|--|-----|-----------------|------------|
| Felt that the police could not do anything about it |  | 42% | 61% | -19% |
| Crime was small / Too much effort to report |  | 28% | 50% | -22% |
| They won't do anything / No follow through |  | 22% | - | - |
| They have more important issues / Already too busy |  | 6% | - | - |
| Negative past experience |  | 5% | - | - |
| Was my fault / Didn't lock vehicle / Left items out |  | 3% | 9% | -6% |
| Other |  | 20% | - | - |
| Don't know |  | 2% | - | - |
| Refused |  | 3% | - | - |

ORGANIZATIONS' ROLES IN COMMUNITY SAFETY

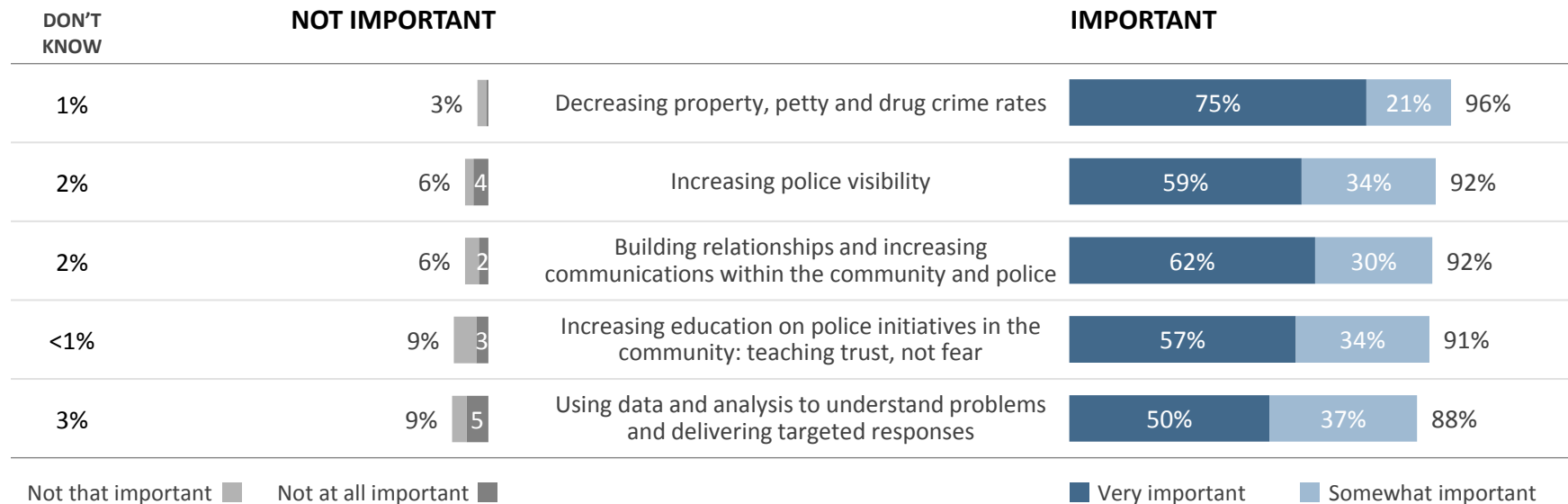


Base: All respondents (n=301)

P3A. To what extent do you feel each of the following services play a role in community safety?

 Statistically significantly higher than comparison group.
 Statistically significantly lower than comparison group.

POLICE/ COUNCIL PRIORITIES IN KEEPING CITY SAFE





KEY TAKEAWAYS



KEY TAKEAWAYS

- **Kelowna residents feel a sense of belonging to their neighbourhood and feel safe overall.**
- **Kelowna residents are increasingly concerned about property crime.**
- **Crime plays a minimal or no role in Kelowna residents' everyday lives, unless they are a recent victim.**

KEY TAKEAWAYS

- **The City of Kelowna may wish to develop programs that support residents who have been a victim of crime to help reduce fear and lower perceptions of crime overall.**
- **The City of Kelowna may consider outreach in the general Downtown Kelowna area and Rutland to alleviate perceptions that these neighbourhoods are less safe.**
- **The City of Kelowna may have to reflect upon how to effectively communicate the levels of crime in the city.**

KEY TAKEAWAYS

- **Police successes in preventing crimes, and more specifically, property crime may need to be better communicated to the public.**
- **Focusing on reducing, tracking and communicating a decrease in property crime rates may help reduce the perceived increase of crime for Kelowna residents.**

Questions?



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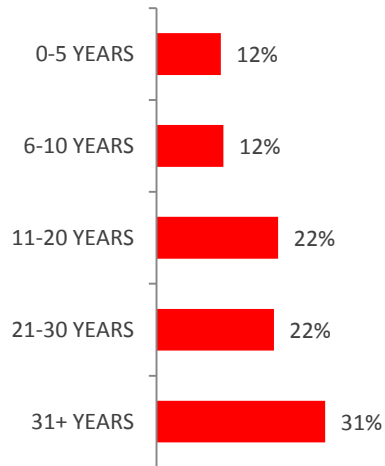


EXTRA SLIDES

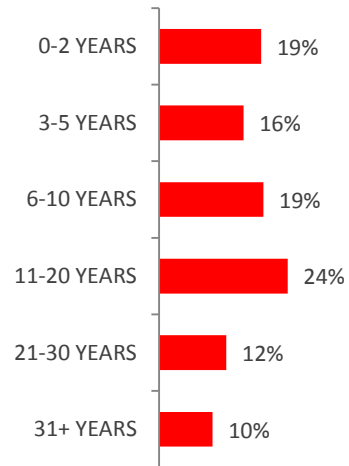
Demographics

RESPONDENT PROFILE

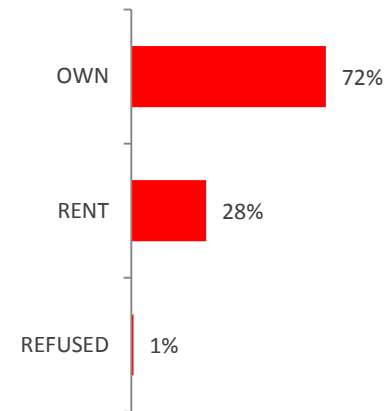
YEARS LIVED IN KELOWNA



YEARS LIVED IN NEIGHBOURHOOD

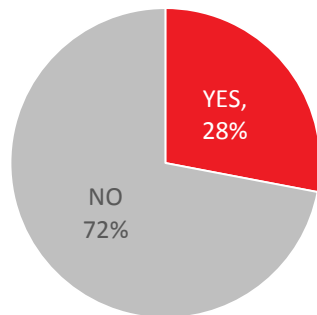


HOUSING SITUATION

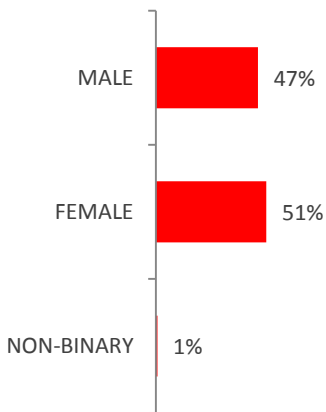


RESPONDENT PROFILE

CHILDREN IN HOUSEHOLD



GENDER



AGE

