

VANCOUVER POLICE DEPARTMENT

Beyond the Call

2024 Community Satisfaction Survey Results

Leger



September 11, 2025

METHODOLOGY

2,060 responses in total

Online Panel Survey*: 1,760 respondents



Street Interviews*: 300 participants



Decision Point Research

* English, Traditional Chinese, Simplified Chinese, Punjabi, Tagalog, and French

When you think about the Vancouver Police Department (VPD), to what extent do you agree or disagree with each of the following statements?



The VPD treats people with respect.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Do not know
- ☐ Prefer not to answer

The VPD provides the same quality of service to all citizens.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neither Agree nor Disagree
- ☐ Disagree
- ☐ Strongly Disagree
- ☐ Do not know
- ☐ Prefer not to answer

Overall, how concerned are you about crime in Vancouver?



- ☐ Very concerned
- ☐ Somewhat concerned
- ☐ Not too concerned
- ☐ Not at all concerned
- ☐ No opinion / Don't know
- ☐ Prefer not to answer

Overall, how satisfied were you with the service you received from the Vancouver Police Department? Would you say you were very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?



- ☐ Very satisfied
- ☐ Somewhat satisfied
- ☐ Somewhat dissatisfied
- ☐ Very dissatisfied
- ☐ No opinion / Don't know
- ☐ Prefer not to answer

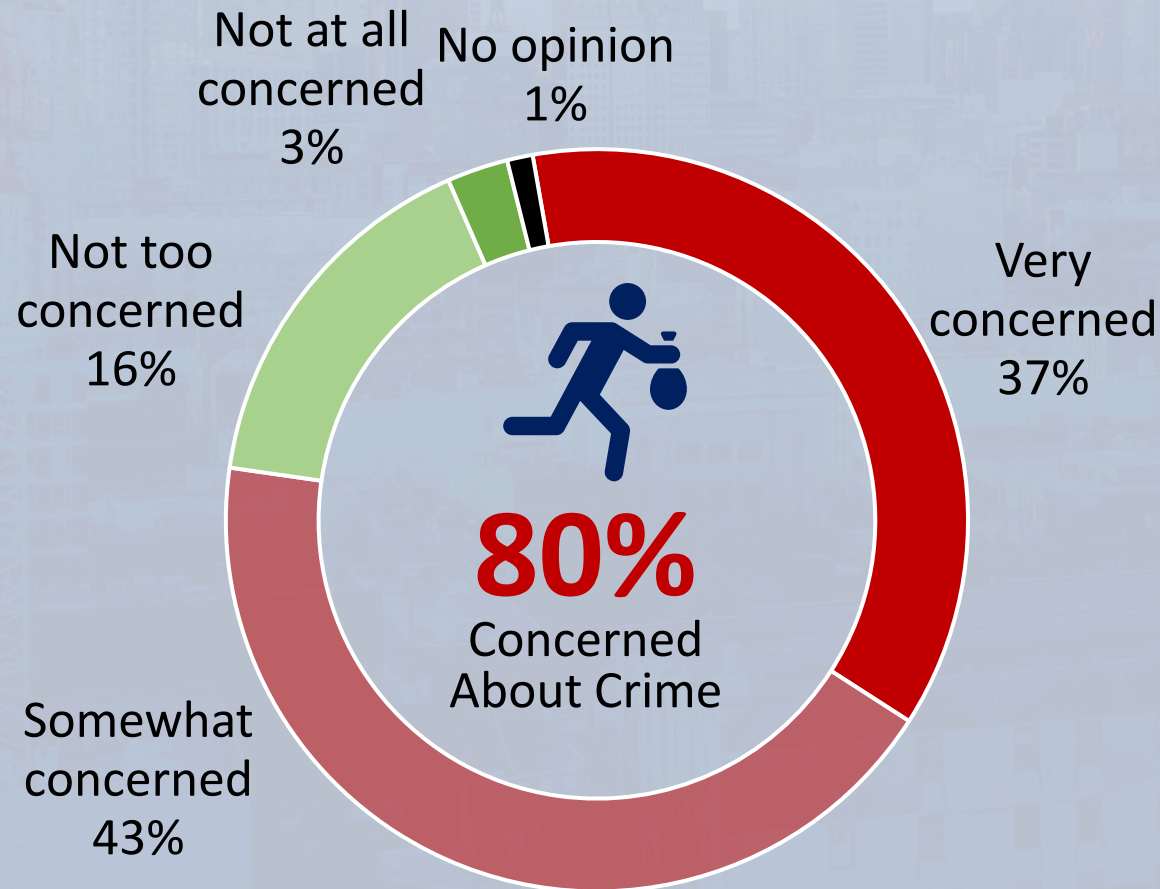
	2021 Online Census Panel		Street Interviews
	Residents	1,760	300
Gender			
Female	51%	49%	48%
Male	49%	50%	52%
Age Group			
18-34	33%	30%	49%
35-54	33%	33%	43%
55+	34%	37%	8%
Ethnicity			
White	43%	45%	12%
Chinese	26%	28%	28%
South Asian	7%	9%	34%
Filipino	6%	4%	7%
Southeast Asian	3%	3%	4%
Latin American	3%	2%	3%
Indigenous	2%	2%	-
Japanese	2%	2%	1%
Korean	2%	1%	2%
Black	1%	2%	5%
Other Not Listed	5%	2%	3%



PERCEPTION OF CRIME



How concerned are you about crime in Vancouver?



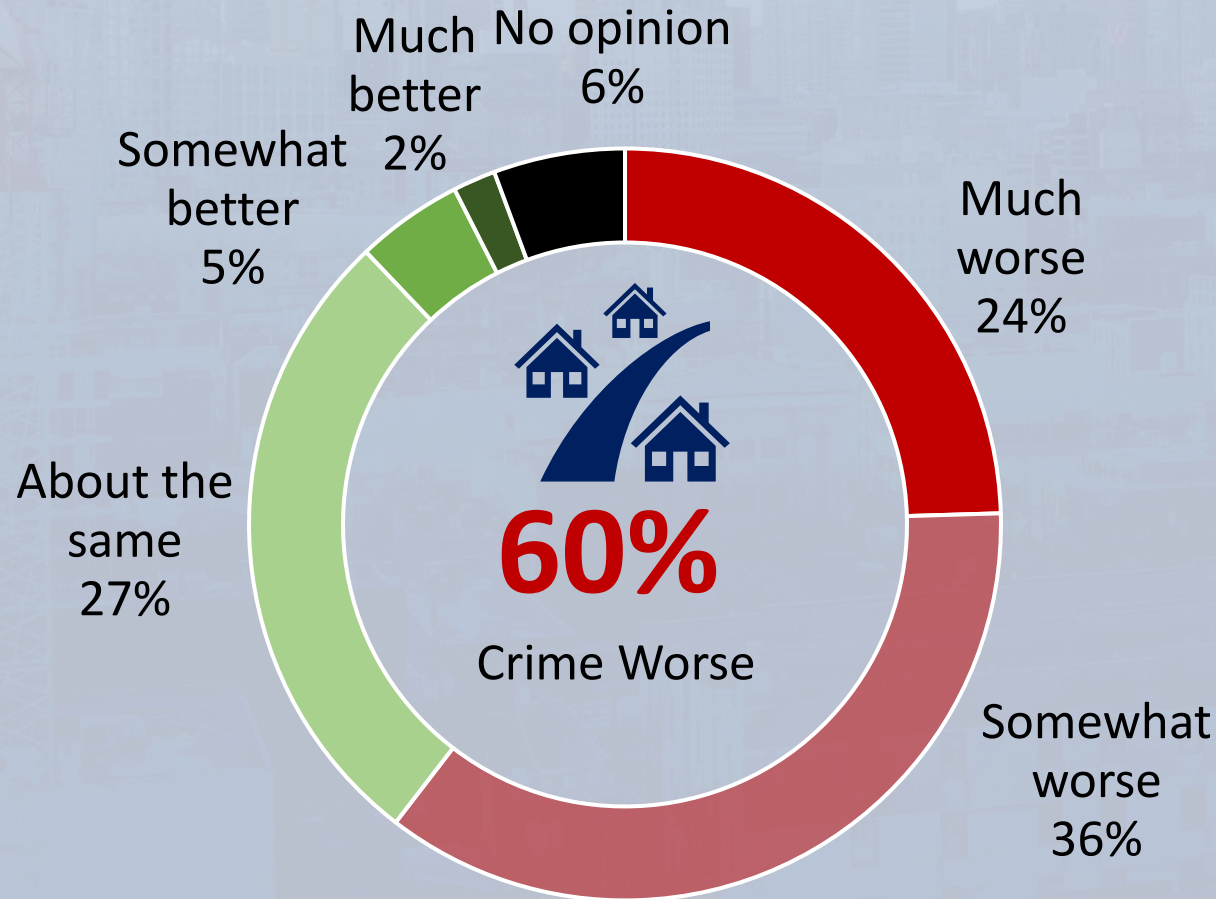
78%

2020

77%

2022

In your opinion, how has crime in Vancouver changed in the past year?



61%

2020

67%

2022

Have you changed your routines or behaviours because of the amount of crime in Vancouver?



Online
Panel

38%

Street
Interviews

11%

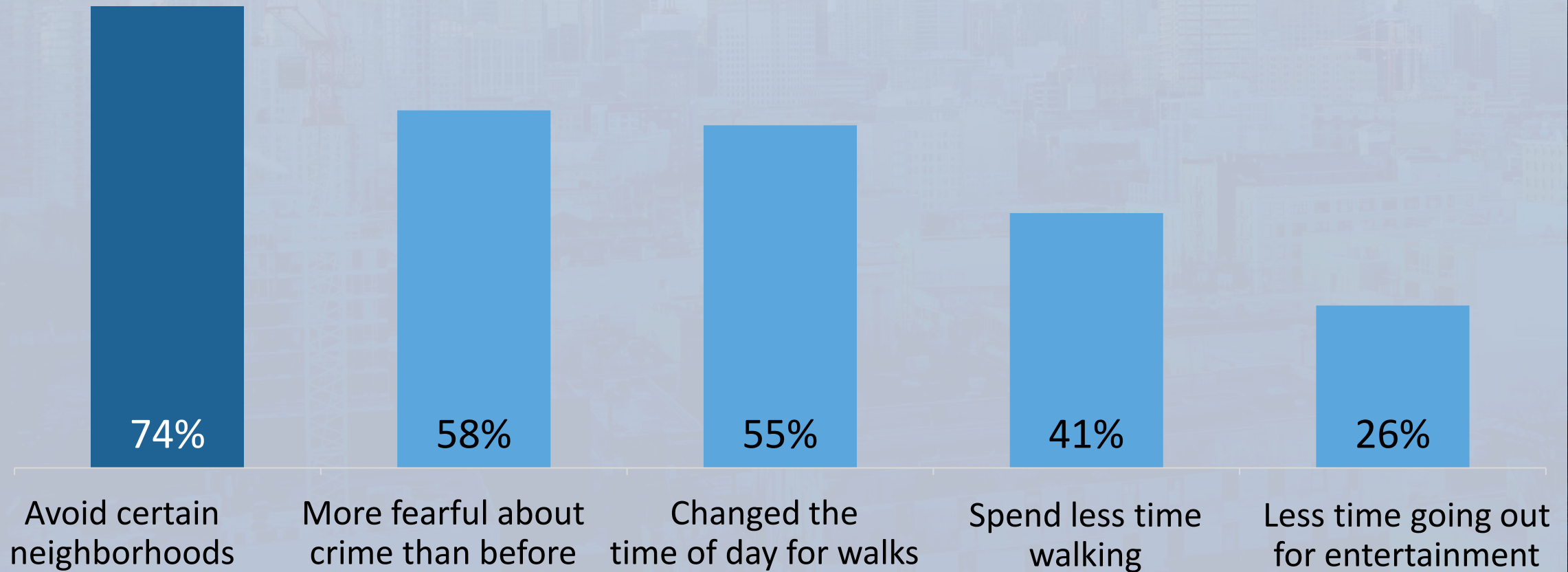
33%

2020

42%

2022

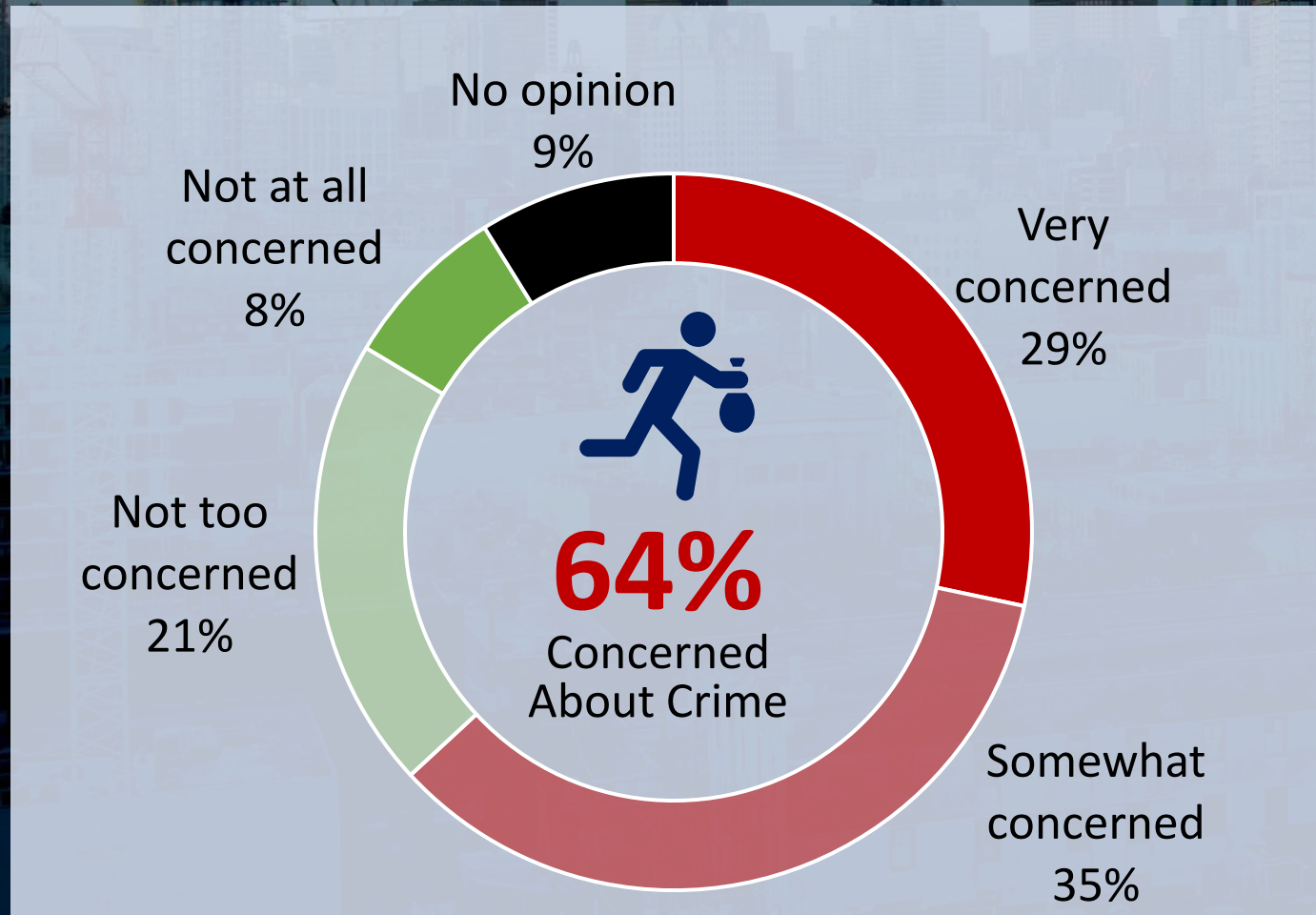
What have you changed in the past year because of the amount of crime in Vancouver?





RESPONSES OF BUSINESSES

How concerned are your staff about crime in the neighborhood of your business?



55% **61%**
2020 2022

Responses of businesses

- 31% hired security.
- 30% considered closing or moving.
- 30% had staff afraid to come to work.
- 29% lost customers because of crime concerns.
- 23% had customers afraid to visit.

Base: Business owners (n=176)

Q17. If you own or manage a business in Vancouver, has crime affected your business in the following ways?



POLICING PRIORITIES



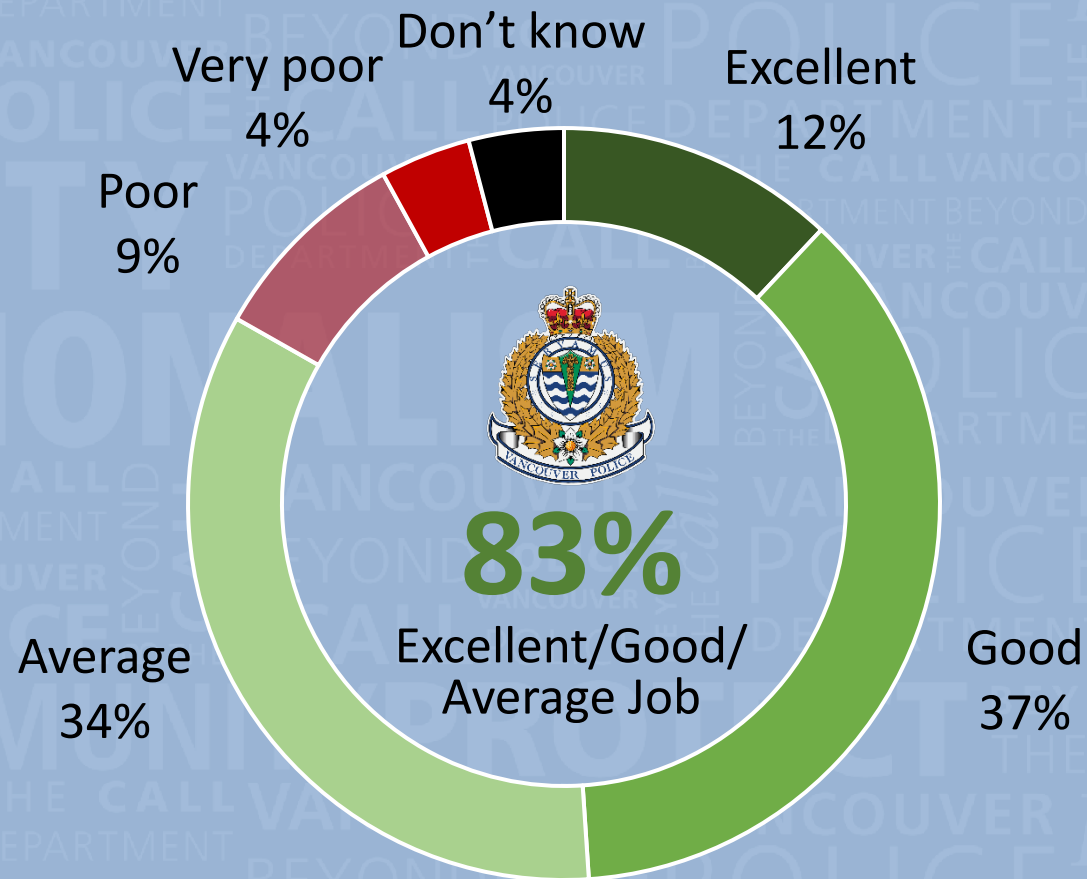
What policing priority is most important to you?

Rank	
1	Violent crime
2	Sexual crimes
3	Gangs
4	Drug trafficking
5	Human trafficking
6	Internet child exploitation
7	Crimes targeting seniors
8	Hate crimes
9	Intimate partner violence
10	Theft from homes
11	Street disorder
12	Youth violence
13	Fraud and cybercrime
14	Checking on the wellbeing of vulnerable people
15	Theft from businesses
16	Theft of vehicles
17	Theft from vehicles
18	Problematic residences or businesses
19	Traffic enforcement



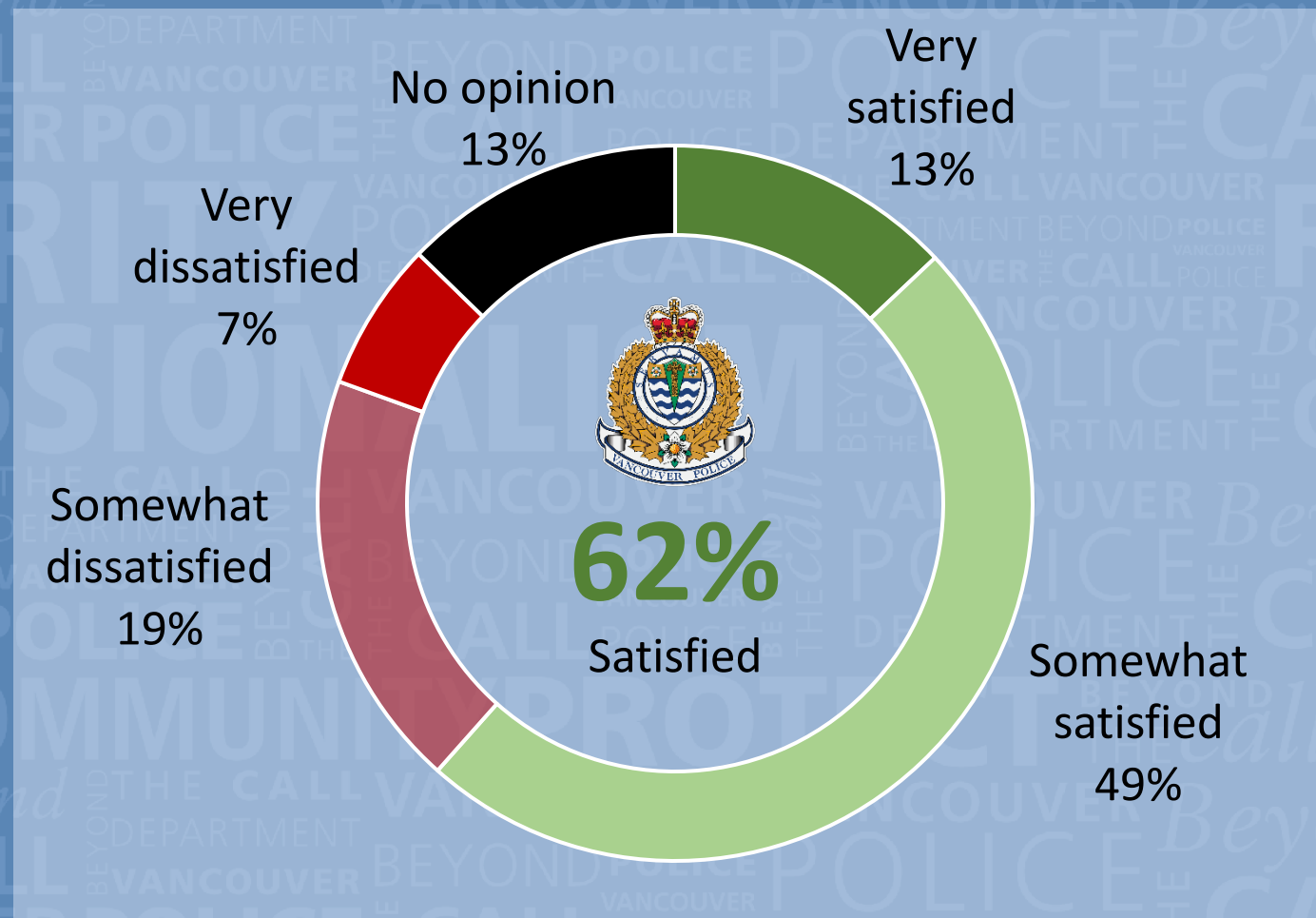
SATISFACTION WITH POLICE

Taking everything into account, how good of a job do you think the VPD is doing?



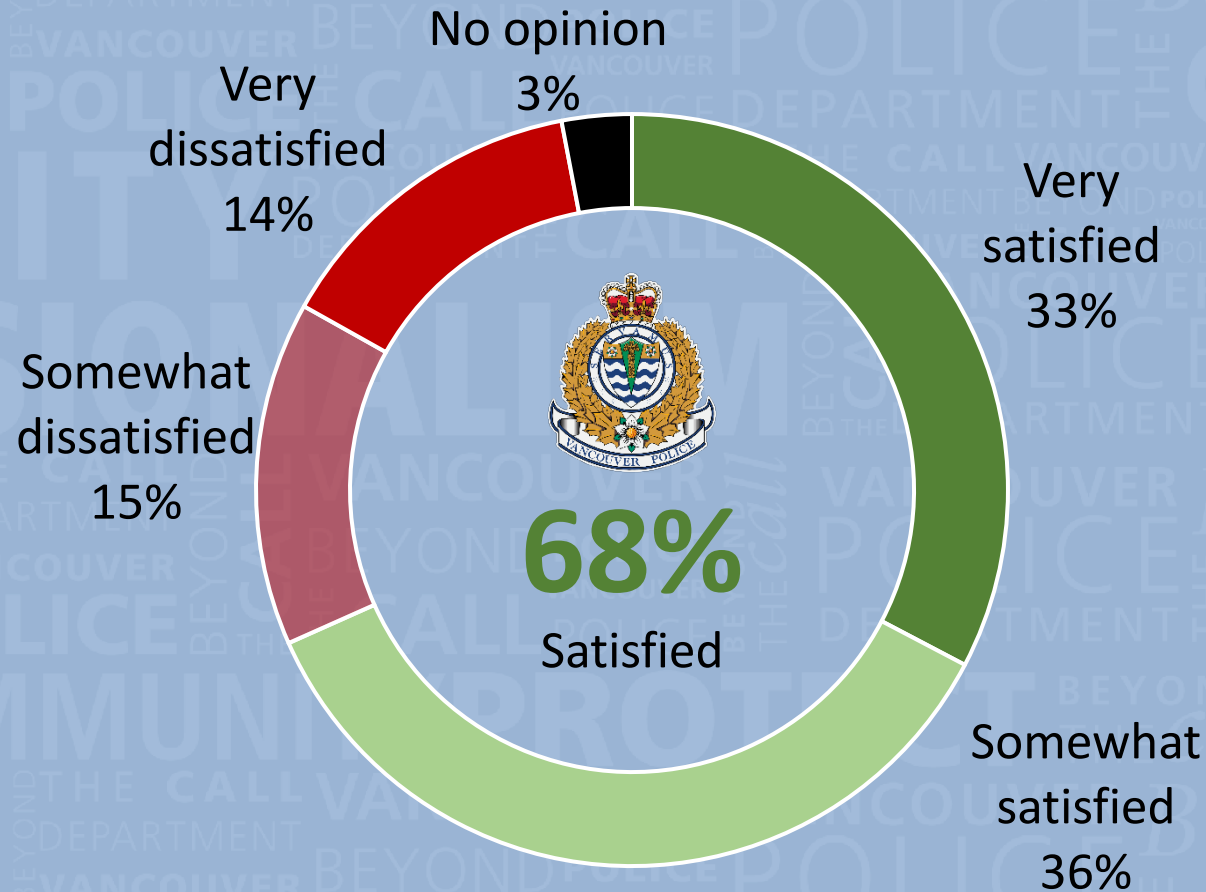
84%
2022

Overall, how satisfied are you with the service provided by the VPD?



62%
2022

How satisfied were you with the service you received from the VPD?



72%
2022



Leger



QUESTIONS



VANCOUVER POLICE DEPARTMENT

REPORT TO THE VANCOUVER POLICE BOARD

REPORT DATE: August 13, 2025
COMMITTEE MEETING DATE: August 21, 2025
BOARD REPORT # 2509V10

Regular

TO: **Vancouver Police Board Governance Committee**
FROM: Simon Demers, Director, Planning, Research & Audit Section
SUBJECT: **Results from the 2024 Community Satisfaction Survey by Léger**

RECOMMENDATION:

THAT the Vancouver Police Board (“Board”) receive this report for information.

SUMMARY:

The survey firm Léger administered the 2024 Community Satisfaction Survey (the “2024 Survey”) in December 2024 and January 2025.

Out of a total of 1,760 online panel survey respondents who were living, working, or regularly visiting Vancouver at the time the survey was conducted:

- 12%** self-reported being a victim of a crime in Vancouver in the previous 12 months. This is lower than the 2018, 2019 and 2022 VPD Community Satisfaction Surveys (15%). One third did not report the crime(s) to police, which is consistent with 2022.
- 16%** were dissatisfied with their experience calling 9-1-1. This service is operated by E-Comm, the designated Public Safety Answer Point (PSAP) for most BC communities. This is a slight improvement over 2022 (19% dissatisfied).
- 21%** were dissatisfied with their experience calling the non-emergency line. This service is also operated by E-Comm, a third-party provider. This is a slight improvement over 2022 (25% dissatisfied).
- 31%** of those who owned or managed a business in Vancouver hired security. Furthermore, 30% considered closing or moving, 30% had staff afraid to come to work, 29% lost customers because of crime concerns in the area around their business, and 23% had customers afraid to visit. This is consistent with 2022.
- 38%** of the Vancouver residents surveyed changed their routines due to crime concerns. This is down from 2022 (42%).

- 60%** believed that crime had gotten worse compared to the previous year. This is down from 2022 (67%).
- 62%** were satisfied or very satisfied with the service provided by the VPD and another 12% didn't know or had no opinion. Respondents were more likely to be satisfied if they received service from the VPD (68%). This pattern is consistent with 2022.
- 80%** were concerned about crime in Vancouver. This is up slightly from 2022 (77%).
- 83%** thought the Vancouver Police Department (VPD) was doing an excellent, good, or average job. This is consistent with 2022. Respondents who were satisfied with their experience calling 9-1-1 or the non-emergency line were more likely to think the VPD was doing an excellent, good, or average job (90%).

A total of 300 in-person respondents also participated in on-site street interviews at three Vancouver locations: Robson Square / Vancouver Art Gallery, Downtown Eastside / Chinatown, and Langara College / Punjabi Market (Main Street & 49th Avenue). These street interview participants had markedly different experiences and perceptions of crime, as only:

- 5%** self-reported being a victim of a crime in Vancouver in the previous 12 months. Half of these victims did not report the crime(s) to police.
- 11%** had contact with VPD in the previous 12 months.
- 11%** changed their routines due to crime concerns in Vancouver.
- 19%** believed that crime in Vancouver had gotten worse compared to the previous year.
- 25%** were concerned about crime in Vancouver.

Despite persistent crime concerns throughout Vancouver, support for the VPD remains good. Consistently across both survey modes (online and in-person) and most survey questions related to satisfaction with or confidence in police, between 13% and 26% of all respondents had a bad opinion or low satisfaction with the VPD specifically. The remaining respondents had a positive view of police in general and the VPD in particular. This is consistent with previous VPD surveys and public satisfaction surveys conducted in other police jurisdictions, including the latest Canada-wide *Police Reputation Survey* conducted by Léger.

POLICY:

The BC Provincial Policing Standard (BCPPS) 6.1.2(6) on Community Engagement (“the Provincial Standard”), which became effective in July 2023, requires police services to conduct community surveys at least once every three years, but the VPD has historically exceeded this requirement and will continue to do so.

- 6.1.2 (6)** A survey of citizen satisfaction with and attitudes toward police services, consistent with [Public Safety Canada's standardized metrics](#) endorsed by the Canadian Association of Chiefs of Police is conducted at least once every three years, in a manner that supports accessibility and mitigates systemic barriers to participation.

The VPD has conducted community satisfaction surveys for more than two decades. These community satisfaction surveys provide the VPD with regular data on public opinion and perceptions. The results from the 2022 Survey were presented during the public Board meeting on September 21, 2023 ([Board Report #2309V06](#)). The Board's Governance Committee reviewed and approved the 2024 Survey Plan in August 2024.

The VPD hires external survey providers to ensure the highest methodological standards and inclusion principles are upheld. The VPD historically relied on the survey firm National Research Group (NRG) to conduct its community satisfaction surveys. Léger purchased NRG in 2019 and has provided survey services to the VPD since the acquisition. This included the 2020 *Crime Perception Survey*, 2021 *Policing Priorities Survey* and 2022 *Community Satisfaction Survey*. Following a competitive bidding process, the survey firm Léger was selected to conduct the 2024 Survey. Léger is the largest Canadian-owned market research and analytics company. It administers the Canada-wide *Police Reputation Survey* and the Conference Board of Canada's *Index of Consumer Confidence Survey*, among many others.

BACKGROUND:

The 2024 Survey consisted of an online panel survey administered in English, Traditional Chinese, Simplified Chinese, Punjabi, Tagalog, and French as well as low-barrier "street interviews" conducted on-site and in-person at select Vancouver locations to reach individuals who may be less likely to engage online, supporting accessibility and mitigating survey participation barriers.

Online respondents are able to complete the survey whenever it is convenient for them and at their own pace, typically faster than a telephone survey. This contributes to maximizing response rates and minimizing participation bias. Online respondents can also consider the questions and response choices more carefully. As a result, they can provide more thoughtful and true-to-life responses. By applying structured quotas and weights, the survey firm can also ensure that the online sample is representative of the general population make-up along various demographic variables such as age, gender, and ethnicity.

This online panel methodology is the same proven methodology employed by other surveys such as the 2020 VPD Crime Perception Survey as well as polling firms such as Environics Research and the Angus Reid Forum. In fact, the online panel methodology is now in standard use for almost all general population surveys by market research companies and has proven to deliver accurate voting intention predictions ahead of general election results, the ultimate test for polling firms. Out of all market research companies, Léger predicted most accurately the vote proportions for the 2020 and 2024 BC Provincial Elections as well as the 2019 and 2021 Canadian Federal Elections. All of these surveys relied on the same online panel as the Community Satisfaction Survey.

The full survey questionnaire is in Appendix 1. The questionnaire contains 38 questions and is structured as follows:

- 3 screening questions,

- 5 core questions endorsed by the Canadian Association of Chiefs of Police (CACP) as a common data standard for public attitude surveys on policing in Canada and required by the Provincial Standard,
- 13 crime perception questions,
- 13 satisfaction with police questions,
- 1 policing priorities exercise, and
- 3 demographic questions.

Street Interviews

Street interviews supplement the online survey. They are intended to collect opinion data from traditionally “hard-to-reach” or historically under-represented community members who otherwise may face barriers to survey participation (e.g. not comfortable using technology, limited Internet access, accessibility limitations) and may have systematically different experiences of safety and perceptions of police compared to traditional survey respondents. In particular, street interviews represent a unique opportunity to reach transitional or transient community members (e.g. tourists, commuters, park users).

Specially trained field interviewers who speak multiple languages were equipped with tablets and deployed across three Vancouver locations believed to be frequented by people less likely to have access to, or the propensity to participate in, an online survey via a cell phone or computer:

1. Downtown: Robson Square / Vancouver Art Gallery – 100 respondents
2. East: Downtown Eastside / Chinatown – 100 respondents
3. South: Langara College / Punjabi Market (Main Street & 49th Avenue) – 100 respondents

Field interview teams spent approximately 25-30 hours at each of the three locations, over a period of 12 days in December 2024.

As is standard practice, street interview participants were offered a small pecuniary incentive to compensate them for their time and efforts (e.g. gift card). They also had access to interviewers who spoke Mandarin, Cantonese, and Punjabi – the most common languages outside of English in Vancouver.

While all street interview participants were offered the option of completing the full survey questionnaire, a shorter, simplified questionnaire was designed to minimize the time commitment and cognitive burden for participants. Léger experts recommended that the in-person street interview questionnaire should not exceed 7-8 minutes in duration.

DISCUSSION:

The key insights from the 2024 Survey are summarized below. Unless otherwise noted, the results below are based on a total of 1,760 online respondents who were living, working, or visiting Vancouver at least once a week at the time the survey was conducted. This sample included 176 respondents who owned or managed a business in Vancouver.

A total of 275 participants across both survey modes responded in a language other than English: Chinese (154 respondents), Punjabi (54), French (42), and Tagalog (25). The ratio of non-English

respondents was roughly proportional to the percentage of Vancouver residents who do not speak English at home according to the 2021 Census data.

Feelings of Safety and Fear of Crime

Regarding perceptions of safety and crime:

- 80% were concerned about crime in Vancouver.
- 60% believed that crime had gotten worse compared to the previous year.
- 38% changed their routines due to crime concerns. As in 2022, many Vancouver residents said that they avoided the Downtown Eastside, Chinatown, and Gastown areas specifically.
- 12% reported being a victim of a crime in the previous 12 months. Of these victims, 34% did not report the crime to the VPD, which is consistent with 2022. For violent crime victims specifically, the non-reporting rate was 43%. For property crime, it was 30%.

As shown by Table 1, these results were generally consistent with the results from the 2020 VPD Crime Perception Survey and the 2022 Community Satisfaction Survey. The most noteworthy change occurred with the self-reported victimization rate in the 2024 VPD Community Satisfaction Survey, which has fallen three percentage points since the 2018, 2019 and 2022 VPD Community Satisfaction Surveys as well as the 2020 Crime Perception Survey (15%).

Table 1. Crime Concerns for All Online Respondents

	2020	2022	2024
Online Respondents (N)	755	1,755	1,760
Concerned about crime in Vancouver	78%	77%	80%
Crime worse than previous year	61%	67%	60%
Changed routines because of crime	33%	42%	38%
Victim of a crime in Vancouver	15%	15%	12%

Out of the 176 respondents who owned or managed a business in Vancouver:

- 64% said their staff were concerned about crime in the area around their business;
- 31% hired security;
- 30% had staff afraid to come to work;
- 29% lost customers because of crime concerns;
- 23% had customers afraid to visit.

As shown by Table 2, these results were also generally consistent with the results from the 2020 VPD Crime Perception Survey and the 2022 Community Satisfaction Survey.

Table 2. Crime Concerns for Business Respondents

	2020	2022	2024
Owned or managed business in Vancouver (n)	40	210	176
Staff concerned about crime in the area	55%	61%	64%
Hired security	18%	31%	31%
Considered closing or moving	18%	27%	30%
Staff afraid to come to work	18%	27%	30%
Lost customers because of crime concerns	15%	27%	29%
Customers afraid to visit	20%	29%	23%

Satisfaction with VPD

Regarding the VPD specifically:

- 83% of all respondents thought the VPD was doing an excellent (12%), good (37%), or average (34%) job. This is consistent with 2022. Respondents who were satisfied with their experience calling 9-1-1 or the non-emergency line were more likely to think the VPD was doing an excellent, good, or average job (90%).
- 62% were satisfied or very satisfied with the service provided by the VPD and another 12% didn't know or had no opinion. Respondents who had contact with the VPD were more likely to be satisfied with the service received (68%).

Consistently across most survey questions related to satisfaction with or confidence in police, roughly one fifth to one quarter of all respondents had a bad opinion or low satisfaction with the VPD specifically. This is consistent with previous VPD surveys and public satisfaction surveys conducted in other police jurisdictions, including the latest Canada-wide *Police Reputation Survey* conducted by Léger.

Regarding their experience calling E-Comm, 21% of the respondents were dissatisfied with their experience with the non-emergency line and 16% were dissatisfied with their experience with the 9-1-1 service. Satisfaction was up slightly since 2022. E-Comm call takers are typically the first point of contact for members of the community who require police assistance, and therefore provide an important first impression. The customer service level provided by E-Comm impacts VPD reputation and public perception of police because many members of the public do not differentiate the two organizations.

Appendix 2 summarizes what proportion of respondents by ethnicity group were concerned about crime, self-reported being victimized by crime in the previous 12 months, and thought the VPD was doing an excellent, good, or average job.

Appendix 3 summarizes what proportion of respondents from each area of Vancouver were concerned about crime, self-reported being victimized by crime in the previous 12 months, and thought the VPD was doing an excellent, good, or average job. Caution is required when interpreting these disaggregated survey results, as some of them are based on a small number of respondents and are therefore subject to a large amount of variability and statistical uncertainty.

Policing Priorities

As part of the online survey, respondents were asked to choose policing priorities they felt were most important and least important within a small subset of different options (MaxDiff). When the results are aggregated, this reveals what policing priorities respondents consider to be relatively more important and relatively less important.

Violent crime was decisively and consistently the top-of-mind policing issue prioritized by respondents across all demographic groups. Specific policing issues also prioritized by respondents included: sex crimes, gangs, drug trafficking, human trafficking, online child exploitation, crimes targeting seniors, and hate crimes. Intimate partner violence specifically was of particular importance for female respondents. Youth violence specifically was of particular importance for Black respondents. Not surprisingly, crimes targeting seniors specifically was top-of-mind amongst respondents aged 55 years or older.

Property crime, street disorder, checking on the wellbeing of vulnerable people, and traffic enforcement were all prioritized lower by survey respondents. However, theft from homes (i.e. residential break & enters) specifically was of particular importance for male respondents as well as East Asian (e.g. Chinese, Japanese, Korean) respondents. Fraud and cybercrime specifically were of particular importance for Southeast Asian (e.g. Filipino, Vietnamese) respondents.

Street Interviews

Appendix 4 summarizes the experience and perceptions of street interview participants.

Street interview participants had a significantly different experience of public safety compared to online respondents. For example, they were significantly less likely to be concerned about crime (25% street vs. 80% online) and half as likely to self-report victimization (6% street vs. 12% online). Much of these differences can be explained because street interview participants, as a group, differed significantly from online survey respondents along several key dimensions. For example, they were less likely to favor English as their language of choice for the survey (54% street vs. 92% online), they were younger on average and significantly less likely to be 55 years or older in particular (8% vs. 37%), they were significantly less likely to identify as White (12% street vs. 45% online), and more likely to identify as South Asian (34% street vs. 9% online).

Despite these differences, street interview participants had similar overall views of the VPD. The proportion of street interview participants who had a bad opinion of the VPD was 19%, which is roughly consistent with the proportion of online respondents who had a similarly bad opinion of the VPD (19.9%), thought the VPD was doing a poor job (12.7%), or were dissatisfied with the service provided by the VPD (25.7%).

CONCLUSION

Feedback from the community informs operational deployment and resource allocation at the VPD. It also provides key metrics that can be used to assess and track VPD performance over time.

The results of the 2024 survey echoed the results of the 2022 Community Satisfaction Survey and 2020 Crime Perception Survey. Despite persistent crime concerns in Vancouver, support for the VPD remains good overall.

Author: Simon Demers

Date: July 29, 2025

Submitting Executive Member:

Superintendent Tyrone Sideroff

Date: August 5, 2025

Appendix 1 – Survey Questionnaire

PINK: ASK IN ONLINE SURVEY

ORANGE: ASK IN STREET INTERVIEW

INTRO [ONLINE/STREET]

We are conducting a survey on the perceptions of the police and crime in Vancouver and would like to include your opinions. All your responses will be kept entirely confidential and anonymous.

LOCATION (not shown to respondents)

Label	Value	Notes
Online Panel Survey	01	
Chinatown/Downtown Eastside	02	Classify as Street Interview
Vancouver Art Gallery/Robson Square	03	Classify as Street Interview
Punjabi Market/Langara College	04	Classify as Street Interview

SCR1 [ONLINE/STREET]

With which of the following do you identify with the most?

Label	Value	Notes
Male	01	
Female	02	
Non-Binary	03	
Not specified above (please specify)	95	SPECIFY
Prefer not to answer	99	

SCR2b – QUESTION FOR STREET INTERVIEWS ONLY

Are you age 18 or older? (only ask if not apparent)

Label	Value	Notes
Yes	01	GO TO SCR2
No	02	THANK AND TERMINATE

SCR2 [ONLINE]

What year were you born?

[LIST ALL POSSIBLE YEARS]

[PREFER not to answer]

[Terminate if >2006]

SC2c – QUESTION FOR STREET INTERVIEWS ONLY

Have you already completed an in-person or online survey about police and crime in Vancouver in the past week?

Label	Value	Notes
Yes	01	THANK AND TERMINATE
No	02	GO TO SCR3

SCR2a [ONLINE]

In which of the following municipalities do you live?

Label	Value	Notes
Anmore	01	
Belcarra	02	
Bowen Island	03	
Burnaby	04	
Coquitlam	05	
Langley City	06	
Langley Township	07	
Lions Bay	08	
Maple Ridge	09	
New Westminister	10	
North Delta	11	
South Delta (including Tsawwassen/ Ladner/ Tsawwassen First Nation)	12	
North Vancouver – City	13	
North Vancouver – District	141	
Pitt Meadows	15	
Port Coquitlam	16	
Port Moody	17	
Richmond	18	
Surrey	19	
University Endowment Lands	20	
Vancouver – City	21	
West Vancouver (including Horseshoe Bay)	22	
White Rock	23	
None of the above	96	TERMINATE
Don't know/Prefer not to answer	99	TERMINATE

SCR3 [ONLINE/STREET]

Which of these options best describe you? If you would usually go to work in the city of Vancouver but are currently working from home please consider yourself as working in Vancouver.

Label	Value	Notes
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I live in Vancouver (excluding University Endowment Lands).	01	CONTINUE TO SCR5A
I work and/or conduct business in Vancouver (excluding University Endowment Lands).	02	CONTINUE TO SCR5B
I both live and work in Vancouver (excluding University Endowment Lands).	03	CONTINUE TO SCR5A
I visit Vancouver for various activities including shopping, appointments, entertainment, and social activities, among others.	04	ASK SCR4
Don't know	98	TERMINATE
Prefer not to answer	99	TERMINATE

[ASK IF (04) VISIT VANCOUVER IN SCR3]

SCR4 [\[ONLINE\]](#)

How often do you travel into the city of Vancouver?

Label	Value	Notes
Once a week or more	01	CONTINUE TO Q1
Less than once a week	02	TERMINATE
Don't know	98	
Prefer not to answer	99	

[ASK IF (01, 03) LIVE IN VANCOUVER IN SCR3]

SCR5A [\[ONLINE\]](#)

Which area within Vancouver do you live in?

	Label	Value	Notes
Downtown neighbourhoods	Coal Harbour	01	
	Chinatown	02	
	Davie Village	03	
	Downtown Eastside	04	
	English Bay	05	
	Financial District	06	
	Gastown	07	
	Granville Mall and the Granville Entertainment District	08	
	Robson	09	
	Stanley Park	10	
	Victory Square	11	
	West End	12	
	Yaletown	13	
West Side neighbourhoods	Arbutus Ridge	14	
	Dunbar–Southlands	15	
	Fairview	16	
	False Creek	17	
	Granville Island	18	

	Greektown	19	
	Kerrisdale	20	
	Kitsilano	21	
	Marpole	22	
	Oakridge	23	
	Shaughnessy	24	
	South Cambie	25	
	South Granville		
	West Point Grey	26	
East Vancouver Neighbourhoods	Champlain Heights	28	
	Commercial Drive	29	
	Grandview–Woodland	30	
	Hastings–Sunrise	31	
	Kensington–Cedar Cottage	32	
	Killarney	33	
	Mount Pleasant	34	
	Punjabi Market / Little India	35	
	Renfrew–Collingwood	36	
	Riley Park–Little Mountain	37	
	Strathcona	38	
	Sunset	39	
	Victoria–Fraserview	40	
Other (Please specify)		96	SPECIFY
Don't know		98	
Prefer not to answer		99	

[ASK IF (02) WORK IN VANCOUVER IN SCR3]

SCR5B [ONLINE]

Which area within Vancouver do you work? This would be the office or business location you would usually go to work at even if you are currently working from home.

Label	Value	Notes
PN - DISPLAY SAME LIST AS SCR5A		See SCR5A for criteria

QFILT1

Views on Police

Q1 [ONLINE ASK ALL /STREET ONLY ASK STATEMENT 2 AND 3]

When you think about the Vancouver Police Department (VPD), to what extent do you agree or disagree with each of the following statements?

[COLUMNS: LIST]

Label	Value	Notes
Strongly Agree	01	
Agree	02	

Neither Agree nor Disagree	03	
Disagree	04	
Strongly Disagree	05	
Do not know	98	
Prefer not to answer	99	

[ROWS: RANDOMIZE]

Label	Value	Notes
The VPD makes decisions based on facts.	01	
The VPD treats people with respect.	02	Ask in Street Interview
The VPD provides the same quality of service to all citizens.	03	Ask in Street Interview
The VPD deals with the things that matter to people in this community.	04	
I feel a moral duty to follow orders given out by VPD officers.	05	
I support how VPD officers act.	06	
I would help VPD officers if asked.	07	

Q2 [ONLINE]

Do you think that police in your neighbourhood work within their authority?

Label	Value	Notes
Always	01	
Often	02	
Sometimes	03	
Rarely	04	
Never	05	
Don't know	98	
Prefer not to Answer	99	

Q3 [ONLINE]

In general, to what extent do you agree that the VPD is effective at:

[COLUMNS: LIST]

Label	Value	Notes
Strongly Agree	01	
Agree	02	
Neither Agree nor Disagree	03	
Disagree	04	
Strongly Disagree	05	
Don't know	98	
Prefer not to answer	99	

[ROWS: RANDOMIZE]

Label	Value	Notes
-------	-------	-------

Resolving crimes where violence is involved?	01	
Responding quickly to <u>emergency situations</u> ?	02	
Responding quickly to <u>routine calls for service</u> ?	03	
Meeting your community's safety needs?	04	
Addressing street disorder?	05	

Q4 [ONLINE]

Taking everything into account, how good a job do you think the VPD is doing?

Label	Value	Notes
Very poor	01	
Poor	02	
Average	03	
Good	04	
Excellent	05	
Don't know	98	
Prefer not to answer	99	

Q5 [ONLINE]

Taking everything into account, how good a job do you think the police in this country are doing?

Label	Value	Notes
Very poor	01	
Poor	02	
Average	03	
Good	04	
Excellent	05	
Don't know	98	
Prefer not to answer	99	

Perceptions of Crime

Q6. [ONLINE/STREET]

Overall, how concerned are you about crime in Vancouver?

Label	Value	Notes
Very concerned	01	
Somewhat concerned	02	
Not too concerned	03	
Not at all concerned	04	
No opinion / Don't know	98	
Prefer not to answer	99	

Q7 [ONLINE/STREET]

In your opinion, how has the amount of crime in Vancouver changed in the past year? Would you say the amount of crime is...?

Label	Value	Notes
Much worse	01	
Somewhat worse	02	
About the same	03	
Somewhat better	04	
Much better	05	
No opinion / Don't know	98	
Prefer not to answer	99	

[ASK IF "I live in Vancouver" OR "I both live and work in Vancouver" IS SELECTED IN SCR3]

Q8 [ONLINE]

How concerned are you about crime in the neighbourhood you live in?

Q8a – ASK FOR STREET INTERVIEWS ONLY

How concerned are you about crime in this area?

Label	Value	Notes
Very concerned	01	Those who answer SCR3 with 1 or 3 asked this question
Somewhat concerned	02	
Not too concerned	03	
Not at all concerned	04	
No opinion / Don't know	98	
Prefer not to answer	99	

[ASK IF "I live in Vancouver" OR "I both live and work in Vancouver" IS SELECTED IN SCR3]

Q9 [ONLINE]

In your opinion, how has the amount of crime in the neighbourhood you live in changed in the past year? Would you say the amount of crime is...?

Label	Value	Notes
Much worse	01	Those who answer SC3 with 1 or 3 asked this question
Somewhat worse	02	
About the same	03	
Somewhat better	04	
Much better	05	
No opinion / Don't know	98	
Prefer not to answer	99	

[ASK IF "I work and/or conduct business in Vancouver" OR "I both live and work in Vancouver" IS SELECTED IN SCR3]

Q10 [ONLINE]

How concerned are you about crime in the neighbourhood you work in?

Label	Value	Notes
Very concerned	01	Those who answer SCR3 with 2 or 3 asked this question
Somewhat concerned	02	
Not too concerned	03	
Not at all concerned	04	
No opinion / Don't know	98	
Prefer not to answer	99	

[ASK IF "I work and/or conduct business in Vancouver" OR "I both live and work in Vancouver" IS SELECTED IN SCR3]

Q11 [ONLINE]

In your opinion, how has the amount of crime in the neighbourhood you work in changed in the past year? Would you say the amount of crime is...?

Label	Value	Notes
Much worse	01	Those who answer SCR3 with 2 or 3 asked this question
Somewhat worse	02	
About the same	03	
Somewhat better	04	
Much better	05	
No opinion / Don't know	98	
Prefer not to answer	99	

Q12 [ONLINE]

In your opinion, how has the amount of crime in the following neighbourhoods changed in the past year?

[RESPONSE LIST]

Label	Value	Notes
Much worse	01	
Somewhat worse	02	
About the same	03	
Somewhat better	04	
Much better	05	

No opinion / Don't know	98	
Prefer not to answer	99	

[STATEMENT LIST]

Label	Value	Notes
Chinatown	01	
Gastown	02	
Yaletown	03	
Downtown	04	NEW FOR 2024
Downtown Eastside	05	NEW FOR 2024

Q13 [ONLINE/STREET]

Have you changed any of your routines or behaviours over the last year because of the amount of crime in Vancouver?

Label	Value	Notes
Yes	01	
No	02	SKIP TO Q15
Don't know	98	SKIP TO Q15
Prefer not to answer	99	SKIP TO Q15

[ASK IF "YES" IS SELECTED IN Q13]

[MULTI-SELECT]

Q14 [ONLINE]

What routines, behaviours, or perceptions have you changed in the past year because of the amount of crime in Vancouver?

Label	Value	Notes
Reduced the amount of time I walk	01	
Changed the time of day that I go for a walk	02	
Reduced the amount of time I take my children outside	03	
Changed the times I take my children outside	04	
Reduced the times I take my children to a playground	05	
Avoid certain neighbourhoods	06	ASK Q14B
Reduced the times I go out to eat	07	
Reduced the times I go out for entertainment	08	
Changed how I shop for groceries	09	
Changed how I get to work	10	
Changed the time of day I invite people to my residence	11	
Have thought about moving away from Vancouver	12	
Have thought about looking for work outside of Vancouver	13	

Am more fearful about crime in Vancouver than I was before	14	
Other (please specify)	95	SPECIFY
Don't know	98	
Prefer not to answer	99	

[ASK IF "AVOID CERTAIN NEIGHBORHOODS" IS SELECTED IN Q14]

[MULTI-SELECT]

Q14B [ONLINE]

You mentioned you avoid certain neighbourhoods because of the amount of crime. Which neighbourhoods in Vancouver do you avoid?

Label	Value	Notes
PN - DISPLAY SAME LIST AS SCR5A		

Q15 [ONLINE]

Do you own or manage a business in Vancouver?

Label	Value	Notes
Yes	01	GO TO Q16
No	02	GO TO Q17b
Don't know	98	GO TO Q17b
Prefer not to answer	99	GO TO Q17b

[ASK IF "YES" IS SELECTED IN Q15]

Q16 [ONLINE]

How concerned are your staff about crime in the neighbourhood of your business?

Label	Value	Notes
Very concerned	01	
Somewhat concerned	02	
Not too concerned	03	
Not at all concerned	04	
No opinion / Don't know	98	
Prefer not to answer	99	

[ASK IF "YES" IS SELECTED IN Q15]

Q17 [ONLINE]

If you own or manage a business in Vancouver, has crime affected your business in the following ways?

[COLUMNS: LIST]

Label	Value	Notes
Yes	01	
No	02	
Don't know	98	
Prefer not to answer	99	

[ROWS: RANDOMIZE]

Label	Value	Notes
I have considered closing or moving to a new location	01	
I have staff that are afraid to come to work	02	
I have had staff resign because of the crime in or near my business	03	
I have arranged for staff transportation (e.g., paid for a taxi so that they can leave or arrive safely)	04	
I have hired security	05	
My business has been the victim of a property crime in the past year	06	
My business has been the victim of a violent crime in the past year	07	
My customers are more afraid to come to my business	08	
I have lost customers because of crime in the neighbourhood	09	

[ASK ALL]

Q17b [ONLINE/STREET]

Thinking about the Vancouver Police Department, would you say you have a...

Label	Value	Notes
Good opinion	01	
Bad opinion	02	
Don't know it well enough	03	
Don't know it at all	04	

Community Satisfaction

Q18 [ONLINE]

Overall, how satisfied are you with the service provided by the Vancouver Police Department? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Label	Value	Notes
Very satisfied	01	GO TO Q19A
Somewhat satisfied	02	GO TO Q19A
Somewhat dissatisfied	03	GO TO Q19B
Very dissatisfied	04	GO TO Q19B
No opinion / Don't know	98	GO TO Q20
Prefer not to answer	99	GO TO Q20

[ASK IF SELECTED "VERY SATISFIED" OR "SOMEWHAT SATISFIED" IN Q18]

[ORDER: RANDOMIZE]

[MULTI-SELECT TOP 3]

Q19A [ONLINE]

Can you explain why you feel this way?

Label		Value	Notes
Professional/ knowledgeable		01	
Courteous/ respectful		02	
Quick response/ helped		03	
Dealt with the issue		04	
Helpful		05	
Understanding/ listened to me		06	
Personable/ friendly		07	
Did a good job		08	
Good follow up/ kept me informed		09	
Other (Please Specify)		95	SPECIFY

[ASK IF SELECTED “VERY DISSATISFIED” OR “SOMEWHAT DISSATISFIED” IN Q18]

[ORDER: RANDOMIZE]

[MULTI-SELECT]

Q19B [ONLINE]

Can you explain why you feel this way?

Label	Value	Notes
Lack of response/ no help	01	
Did not do a good job/ bad experience with police	02	
Poor attitude/ lack of effort	03	
No follow up/ slow	04	
Other (Specify)	95	SPECIFY
Don't know	98	
Prefer not to answer	99	

QFILT2**Q20 [ONLINE]**

Now, thinking ONLY of your OWN experience with the VPD, and NOT including anything else that you may have read, seen, or heard... can you please tell me how satisfied are you with the service provided by the Vancouver Police Department?

Label	Value	Notes
Very satisfied	01	
Somewhat satisfied	02	
Somewhat dissatisfied	03	
Very dissatisfied	04	
No opinion / Don't know	98	
Prefer not to answer	99	

Q21 – MAXDIFF EXERCISE [ONLINE]

The Vancouver Police Department (VPD) is interested in understanding what people who live and/or work in Vancouver think the VPD's main policing priorities should be in the next few years. Each of the following 17 questions will present to you six potential policing priorities for VPD. For these six options, we'd like you to think how important they would be in terms of what the VPD should be focusing their policing efforts on in the next few years.

Out of all these 6 options, please indicate the ONE item that would be the MOST important to you, and the one item that would be the LEAST important.

[DISPLAY LIST OF 6 PRIORITIES – REPEAT QUESTION 17 TIMES]

[RESPONSE LIST]

Label	Value	Notes
MOST IMPORTANT	1	
LEAST IMPORTANT	2	

[STATEMENT LIST]

Label	Value	Notes
Gangs	01	
Problematic residences/businesses	02	
Street disorder	03	
Checking on the wellbeing of vulnerable people	04	
Youth violence	05	
Violent crime	06	
Sexual crimes	07	
Crimes targeting seniors	08	
Drug trafficking	09	
Hate crimes	10	
Fraud and cybercrime	11	
Theft from homes	12	
Theft from vehicles	13	
Theft of vehicles	14	
Theft from businesses	15	
Human trafficking	16	NEW for 2024
Internet child exploitation	17	NEW for 2024
Intimate partner violence	18	NEW for 2024
Traffic enforcement	19	NEW for 2024

Q22 [ONLINE]

To what extent do you agree that the VPD and its officers exhibit the following qualities?

[COLUMNS: LIST]

Label	Value	Notes
Strongly Agree	01	

Somewhat Agree	02	
Neither Agree nor Disagree	03	
Somewhat disagree	04	
Strongly Disagree	05	
Don't know	98	
Prefer not to answer	99	

[ROWS: RANDOMIZE]

Label	Value	Notes
Professional	01	
Trustworthy	02	
Knowledgeable	03	
Visible	04	
Accountable	05	
Compassionate	06	

Q23 [ONLINE/STREET]

During the past 12 months, have you had contact with the Vancouver Police Department?

Label	Value	Notes
Yes	01	GO TO Q24
No	02	GO TO Q26
Don't know	98	GO TO Q26
Prefer not to answer	99	GO TO Q26

[ASK IF "YES" (01) IS SELECTED IN Q23]

Q24 [ONLINE/STREET]

Overall, how satisfied were you with the service you received from the Vancouver Police Department?

Would you say you were very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Label	Value	Notes
Very satisfied	01	
Somewhat satisfied	02	
Somewhat dissatisfied	03	
Very dissatisfied	04	
No opinion / Don't know	98	GO TO Q26
Prefer not to answer	99	GO TO Q26

[OPEN ENDED]

[ASK IF (01 to 04) IS SELECTED IN Q24]

Q25 [ONLINE]

Can you explain why you feel this way?

[ASK ALL]

[MULTI-SELECT]

Q26 [ONLINE/STREET]

In the past 12 months, have you been a victim of a property crime (for example, vandalism, theft, or a break and enter of a home) or a violent crime (e.g. physical assault, robbery) in the city of Vancouver?
Choose all that apply.

Label	Value	Notes
Property Crime Victim	01	ANSWER Q27a
Violent Crime Victim	02	ANSWER Q28a
Not a Victim of Crime [EXCLUSIVE]	03	GO TO Q29
Prefer not to answer [EXCLUSIVE]	99	GO TO Q29

[ASK IF "PROPERTY CRIME VICTIM"(01) IS SELECTED IN Q26]

Q27a [ONLINE/STREET]

Was the property crime reported to the police?

Label	Value	Notes
Yes	01	GO TO Q28a IF Q26=2, OTHERWISE GO TO Q29
No	02	GO TO Q27b
Don't know	98	
Prefer not to answer	99	

[ASK IF "NO" (02) IN Q27a]

[MULTI-SELECT]

Q27b [ONLINE/STREET]

Why did you decide not to report the property crime to the police?

Label	Value	Notes
Waited too long on phone to report	01	
Did not think police could resolve it	02	
No time to report	03	
Wasn't convenient to report	04	
Did not think it was worth reporting to the police due to its minor nature	05	
Other (please specify)	95	SPECIFY
Prefer not to answer	99	

GO TO Q28a IF Q26=2, OTHERWISE GO TO Q29

[ASK IF "VIOLENT CRIME VICTIM"(02) IS SELECTED IN Q26]

Q28a [ONLINE/STREET]

Was the violent crime reported to the police?

Label	Value	Notes
Yes	01	GO TO Q29
No	02	GO TO Q28b
Don't know	98	
Prefer not to answer	99	

[ASK IF “NO” (02) IN Q28a]

[MULTI-SELECT]

Q28b [ONLINE/STREET]

Why did you decide not to report the violent crime to the police?

Label	Value	Notes
Waited too long on phone to report	01	
Did not think police could resolve it	02	
No time to report	03	
Wasn't convenient to report	04	
Did not think it was worth reporting to the police due to its minor nature	05	
Other (please specify)	95	SPECIFY
Prefer not to answer	99	

Q29 [ONLINE]

Which of the following best describe your experience on the phone when calling 911 for a policing related issue in Vancouver.

Label	Value	Notes
Very satisfied	01	
Somewhat satisfied	02	
Somewhat dissatisfied	03	
Very dissatisfied	04	
Did not call 911 for a police related matter in Vancouver in the past 12 months	97	
No opinion / Don't know	98	
Prefer not to answer	99	

Q30 [ONLINE]

Which of the following best describe your experience on the phone when calling the non-emergency line.

Label	Value	Notes
Very satisfied	01	
Somewhat satisfied	02	
Somewhat dissatisfied	03	
Very dissatisfied	04	
Did not call the VPD non-emergency line in the past 12 months	97	
No opinion / Don't know	98	
Prefer not to answer	99	

[OPEN ENDED]

Q31 [ONLINE]

If you could make one recommendation to the Vancouver Police Department about how they could improve services to your neighbourhood, what would it be?

[MULTI-SELECT]**Demographics****D1 [ONLINE/STREET]**

With which of the following do you identify with the most? Please select all that apply.

Label	Value	Notes – Include visible to respondents
Indigenous (First Nations, Inuk/Inuit, Métis)	01	First Nations, Inuk/Inuit, Métis descent
Black	02	
Latin American	04	Hispanic or Latin American descent
Middle Eastern	05	Arab, Persian, West Asian descent (e.g., Afghan, Egyptian, Iranian, Kurdish, Lebanese, Turkish)
South Asian	06	South Asian descent (e.g., Bangladeshi, Indian, Indo-Caribbean, Pakistani, Sri Lankan)
Southeast Asian	07	Cambodian, Indonesian, Thai, Vietnamese, or other Southeast Asian descent
White	08	
Chinese	09	
Filipino	10	
Korean	11	
Japanese	12	
Another race or ethnicity category not listed (please specify):		SPECIFY
Do not know	98	
Prefer not to answer	99	

D2 – ASK IN STREET INTERVIEWS ONLY

What age category do you fall into?

Label	Value	Notes
18-24	01	
25-34	02	
35-44	03	
45-54	04	
55-64	05	
65-74	06	
75+	07	
Prefer not to answer	99	

Appendix 2 – Online Survey Results by Self-Reported Ethnicity

NOTE: Caution is required when interpreting survey estimates based on small sample sizes (e.g. $n < 30$ or $< 3\%$) because they are susceptible to a large amount of uncertainty and variation. They may not accurately reflect the broader population they are intended to represent.

Ethnicity	2021 Census (%)	2024 Online Respondents Sample (%)	Concerned About Crime in Vancouver	Victim of Crime in Past Year	VPD Excellent/Good/Average
Black	1.3%	2.4%	68.6%	16.6%	70.1%
Chinese	25.9%	28.1%	81.6%	7.7%	83.5%
Filipino	5.9%	3.6%	80.1%	5.8%	84.8%
Indigenous (First Nations, Inuk/Inuit, Métis descent)	2.3%	1.6%	84.0%	23.3%	68.4%
Japanese	1.7%	1.6%	85.1%	16.4%	76.6%
Korean	1.7%	1.1%	75.9%	9.1%	76.3%
Latin American (Hispanic or Latin American descent)	2.8%	2.4%	66.4%	25.4%	80.5%
South Asian (e.g., Bangladeshi, Indian, Indo-Caribbean, Pakistani, Sri Lankan)	6.9%	8.6%	80.8%	16.3%	86.0%
Southeast Asian (e.g. Cambodian, Indonesian, Thai, Vietnamese)	3.2%	3.3%	75.4%	11.0%	85.1%
White	43.2%	45.3%	79.3%	11.7%	83.7%
Other not listed	5.2%	2.0%	82.8%	38.6%	88.5%
ALL ONLINE RESPONDENTS	100%	100%	79.7%	11.7%	83.2%

Appendix 3 – Online Survey Results by Area of Respondents

NOTE: Caution is required when interpreting survey estimates based on small sample sizes (e.g. $n < 30$ or $< 3\%$) because they are susceptible to a large amount of uncertainty and variation. They may not accurately reflect the broader population they are intended to represent.

Area of residence or business*	Sample (n)	Concerned About Crime in Vancouver	Victim of Crime in Past Year	VPD Excellent/Good/Average
Arbutus Ridge	15	80.6%	0.0%	67.5%
Downtown	188	83.6%	14.7%	84.2%
Coal Harbour	29	83.4%	30.9%	80.1%
Financial District	44	88.8%	6.7%	87.7%
Gastown	28	71.7%	14.5%	74.2%
Granville Mall	18	82.0%	11.8%	84.7%
Yaletown	64	86.9%	9.2%	85.7%
Dunbar–Southlands	23	74.3%	8.3%	83.9%
Fairview	139	76.0%	10.2%	85.7%
Grandview–Woodland	74	76.9%	19.8%	77.5%
Hastings–Sunrise	61	83.7%	9.8%	84.1%
Kensington–Cedar Cottage	51	72.0%	10.3%	76.5%
Kerrisdale	42	95.5%	10.1%	88.0%
Killarney	77	72.6%	10.0%	85.1%
Kitsilano	65	78.3%	11.6%	91.0%
Marpole	46	85.0%	18.2%	81.8%
Mount Pleasant	73	84.0%	15.3%	71.6%
Oakridge	47	78.5%	8.1%	85.6%
Renfrew–Collingwood	79	82.9%	10.2%	81.7%
Riley Park	21	66.8%	14.6%	77.7%
Shaughnessy	12	64.8%	40.3%	85.7%
South Cambie	21	86.5%	9.7%	86.4%
Strathcona	61	84.1%	24.7%	69.6%
Chinatown	21	81.3%	9.7%	58.3%
Downtown Eastside	28	85.8%	36.8%	76.5%
Sunset	37	78.4%	3.3%	72.0%
Victoria–Fraserview	73	75.2%	14.0%	85.0%
West End and Stanley Park	148	77.9%	14.6%	83.2%
West Point Grey	24	54.6%	3.9%	63.4%
Other or Unknown	116	77.1%	3.2%	96.8%
Visitor**	267	81.7%	7.1%	89.2%
ALL ONLINE RESPONDENTS	1,760	79.7%	11.7%	83.2%

* Official City map available at: <https://vancouver.ca/news-calendar/areas-of-the-city.aspx>.

** Respondents who visit Vancouver at least once a week but do not live nor work in Vancouver.

Appendix 4 – Street Interview Results by Location

Street interview location	Sample (n)	Concerned About Crime in Vancouver	Victim of Crime in Past Year	Opinion of VPD (Good Bad)*
Robson Square / Vancouver Art Gallery	100	22%	5%	53% 16%
Chinatown / Downtown Eastside	100	37%	9%	45% 28%
Langara College / Punjabi Market	100	16%	4%	57% 14%
ALL STREET INTERVIEW PARTICIPANTS	300	25%	6%	52% 19%

* Remaining participants responded “Don’t know VPD well enough” (24% overall) or “Don’t know it at all” (5% overall).