

NORTH BAY POLICE SERVICE

PUBLIC CONSULTATION RESULTS

AUGUST 3 – AUGUST 25, 2021

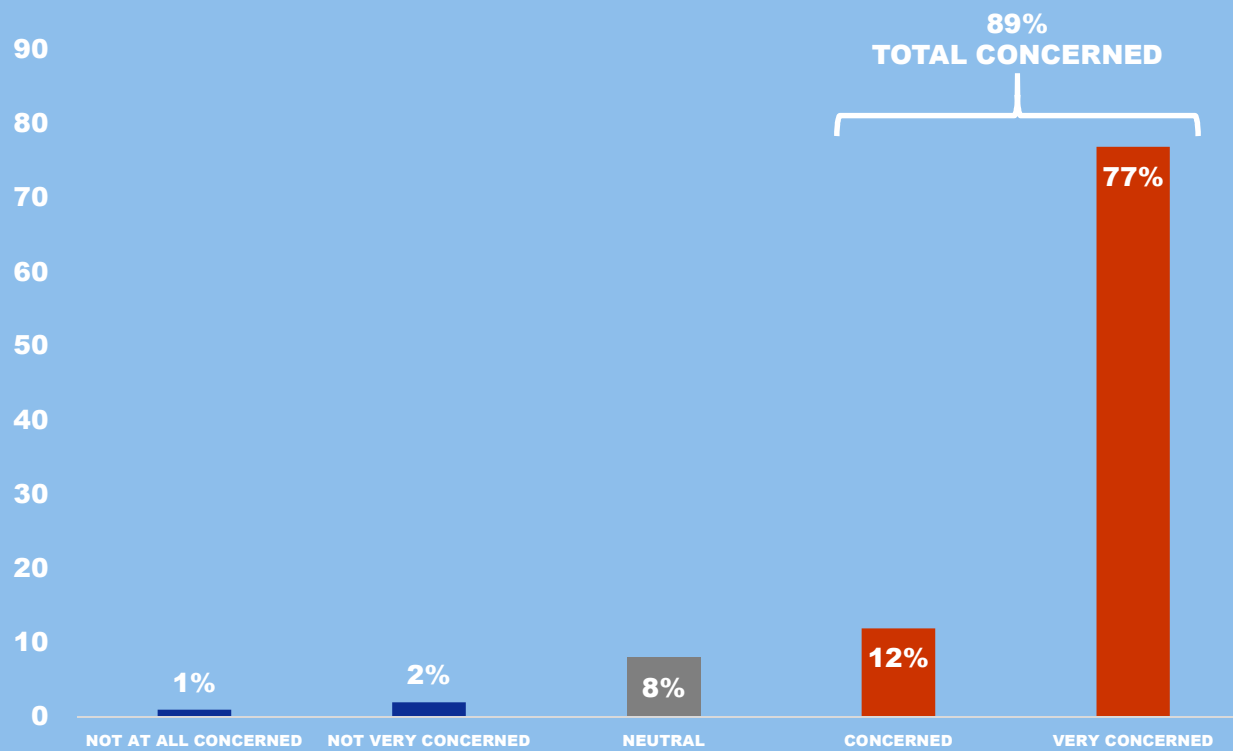


METHODOLOGY

- **CONDUCTED BY ORACLEPOLL RESEARCH**
- **RANDOM TELEPHONE SURVEY**
- **RESIDENTS OF NORTH BAY**
- **AGE 18+**
- **N=500**
- **MARGIN OF ERROR +/- 4.4%**



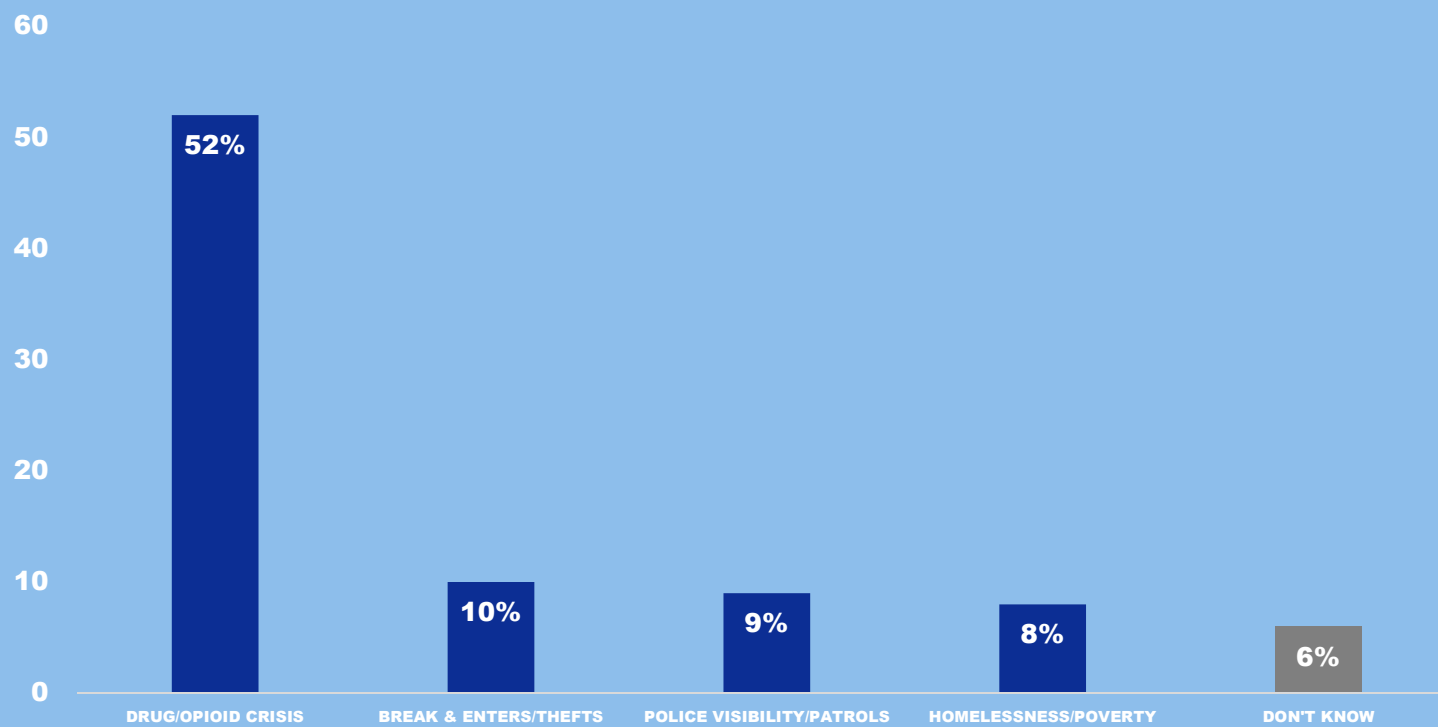
HIGH LEVELS OF CONCERN ABOUT CRIME



Q: USING A SCALE FROM ONE (NOT AT ALL CONCERNED) TO FIVE (VERY CONCERNED), HOW WOULD YOU RATE YOUR CONCERN WITH THE CURRENT LEVEL OF CRIME IN NORTH BAY?
N=500; MOE: +/- 4.4%



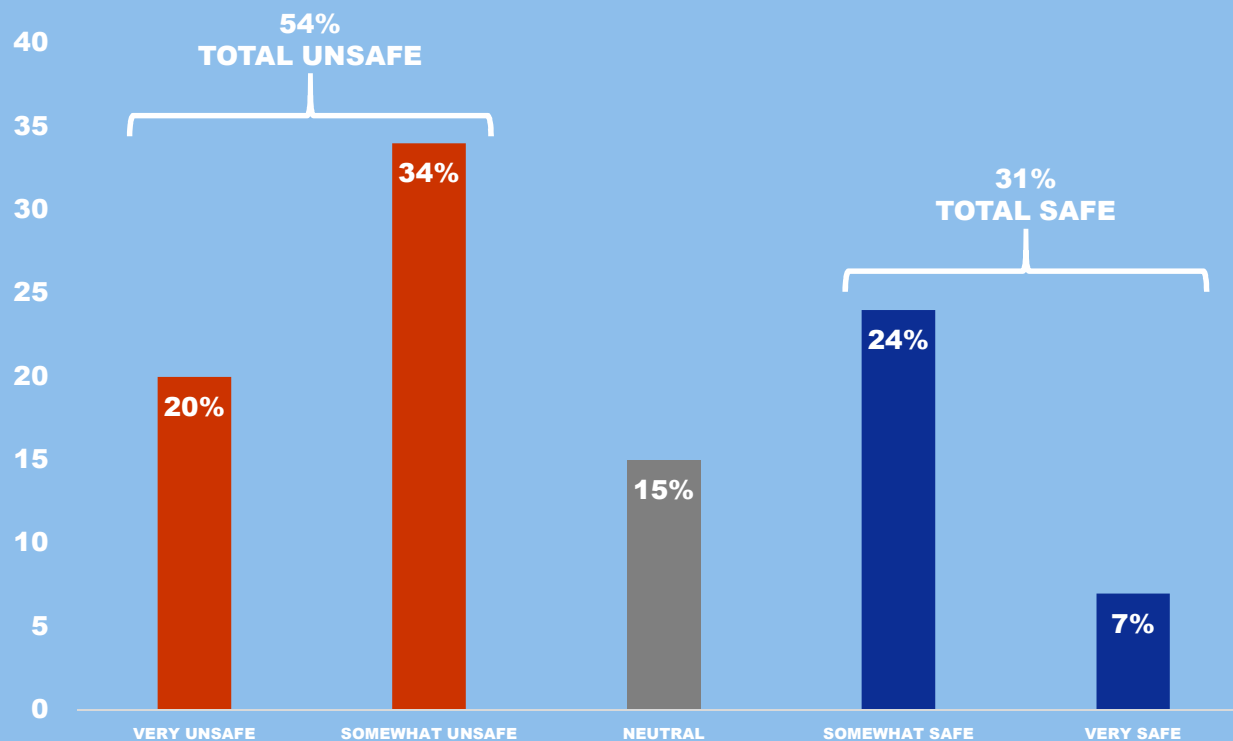
OPIOID EPIDEMIC & DRUG USE TOP OF MIND CONCERNS



Q: IN YOUR OPINION, WHAT IS THE SINGLE MOST IMPORTANT ISSUE RELATED TO CRIME & POLICING IN NORTH BAY? [UNPROMPTED]
N=500; MOE: +/- 4.4%



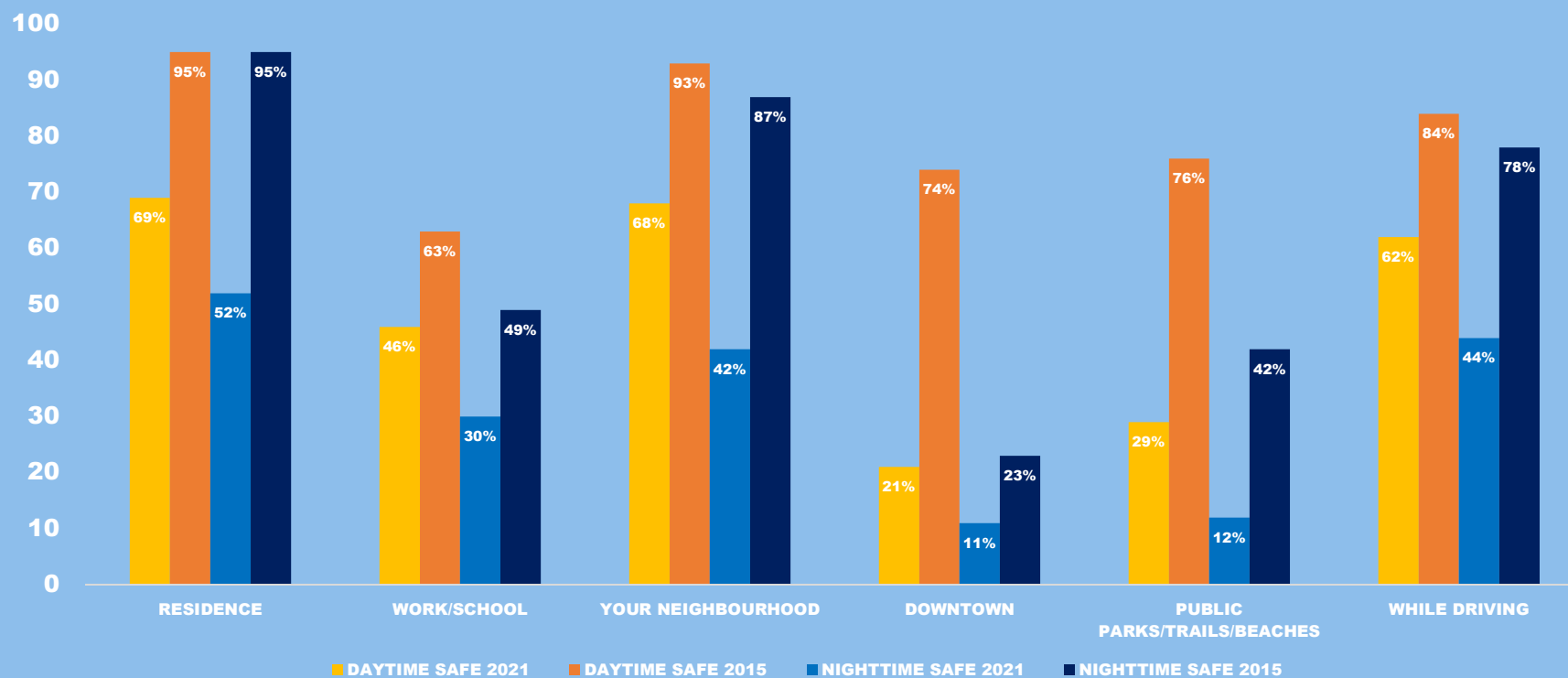
MAJORITY FEEL UNSAFE OVERALL IN NORTH BAY



Q: THINKING SPECIFICALLY ABOUT NORTH BAY, OVERALL, HOW WOULD YOU RATE YOUR SENSE OF PERSONAL SAFETY IN THE COMMUNITY?
N=500; MOE: +/- 4.4%



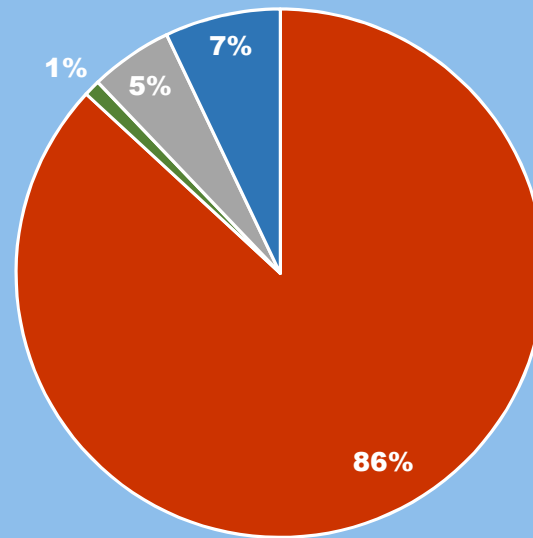
SENSE OF SAFETY HAS DECREASED ACROSS ALL AREAS MEASURED



Q: I WOULD LIKE YOU TO RATE HOW SAFE YOU FEEL IN NORTH BAY DRIVING THE <DAYTIME> <NIGHTTIME> BEING IN OR DOING EACH OF THE FOLLOWING. FOR EACH AREA, PLEASE RESPOND USING A SCALE OF VERY UNSAFE, UNSAFE, SAFE, OR VERY SAFE.
N=500; MOE: +/- 4.4%



MAJORITY BELIEVE CRIME HAS INCREASED OVER PAST THREE YEARS

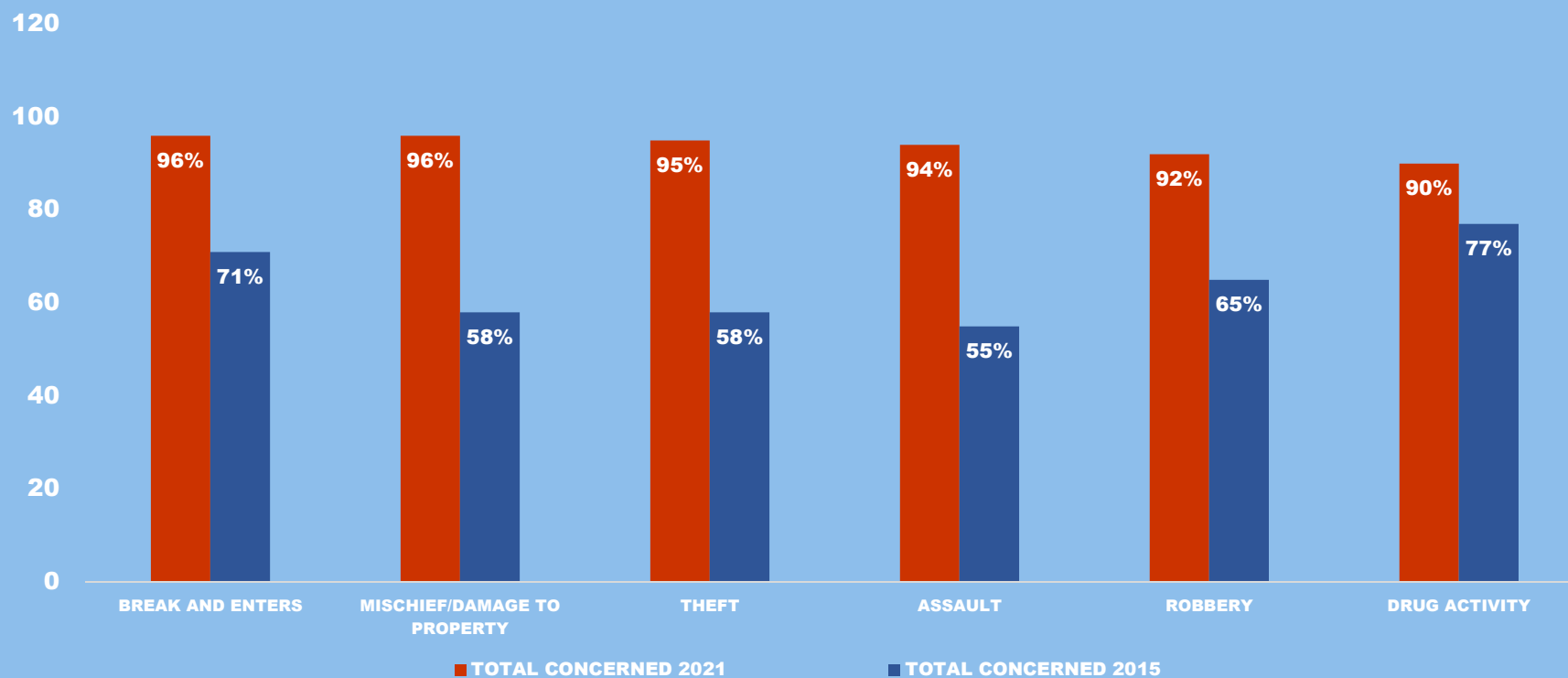


■ INCREASED ■ DECREASED ■ UNSURE ■ STAYED THE SAME

Q: THINKING ABOUT THE AMOUNT OF CRIME TODAY IN NORTH BAY COMPARED TO THREE YEARS AGO, DO YOU FEEL THAT IT HAS INCREASED, DECREASED, OR REMAINED ABOUT THE SAME?
N=500; MOE: +/- 4.4%



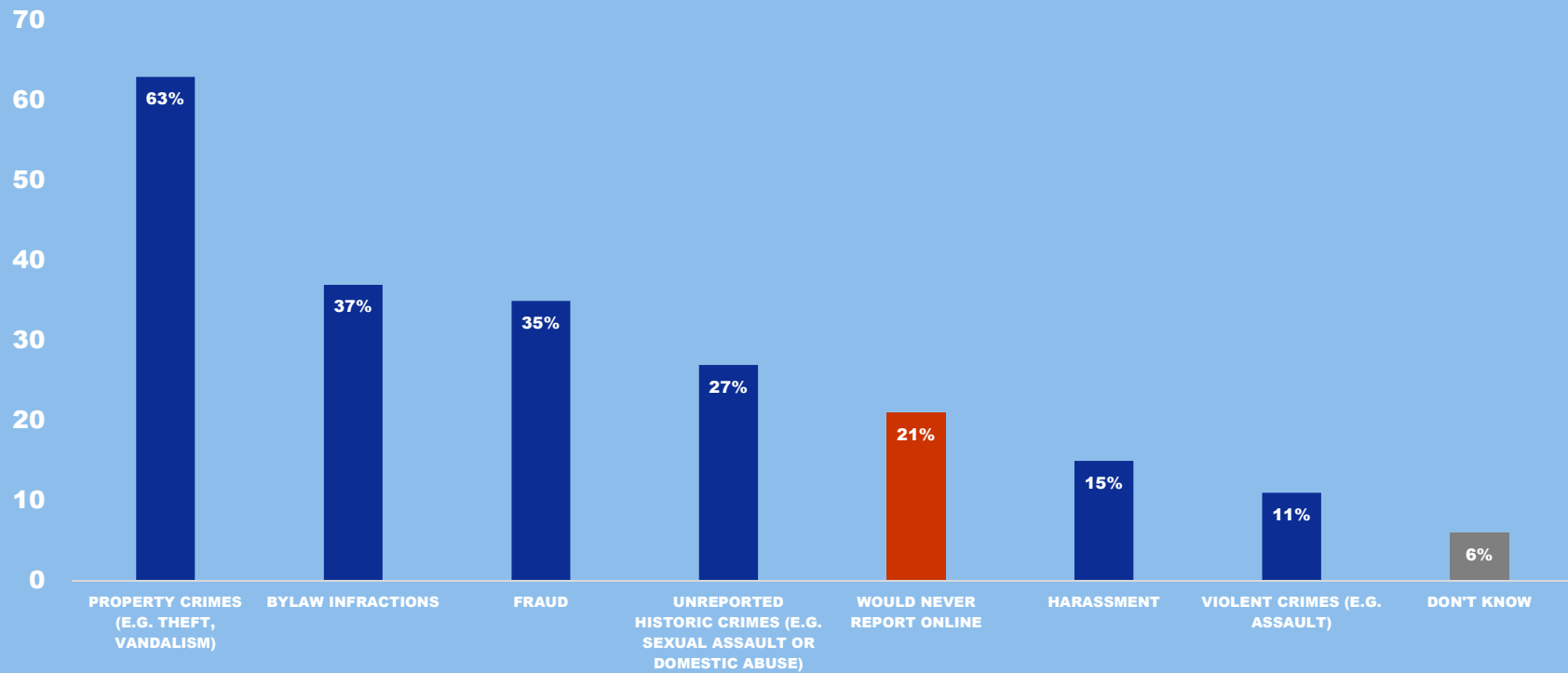
PROPERTY CRIME, ASSAULT, & DRUG ACTIVITY TOP CONCERNS AMONG PUBLIC



Q: I AM NOW GOING TO ASK YOU TO RATE YOUR LEVEL OF CONCERN WITH EACH OF THE FOLLOWING CRIME-RELATED ISSUES AS THEY RELATE TO NORTH BAY. FOR EACH ISSUE, PLEASE RESPOND USING A SCALE OF NOT AT ALL CONCERNED, NOT VERY CONCERNED, SOMEWHAT CONCERNED, OR VERY CONCERNED.
N=500; MOE: +/- 4.4%



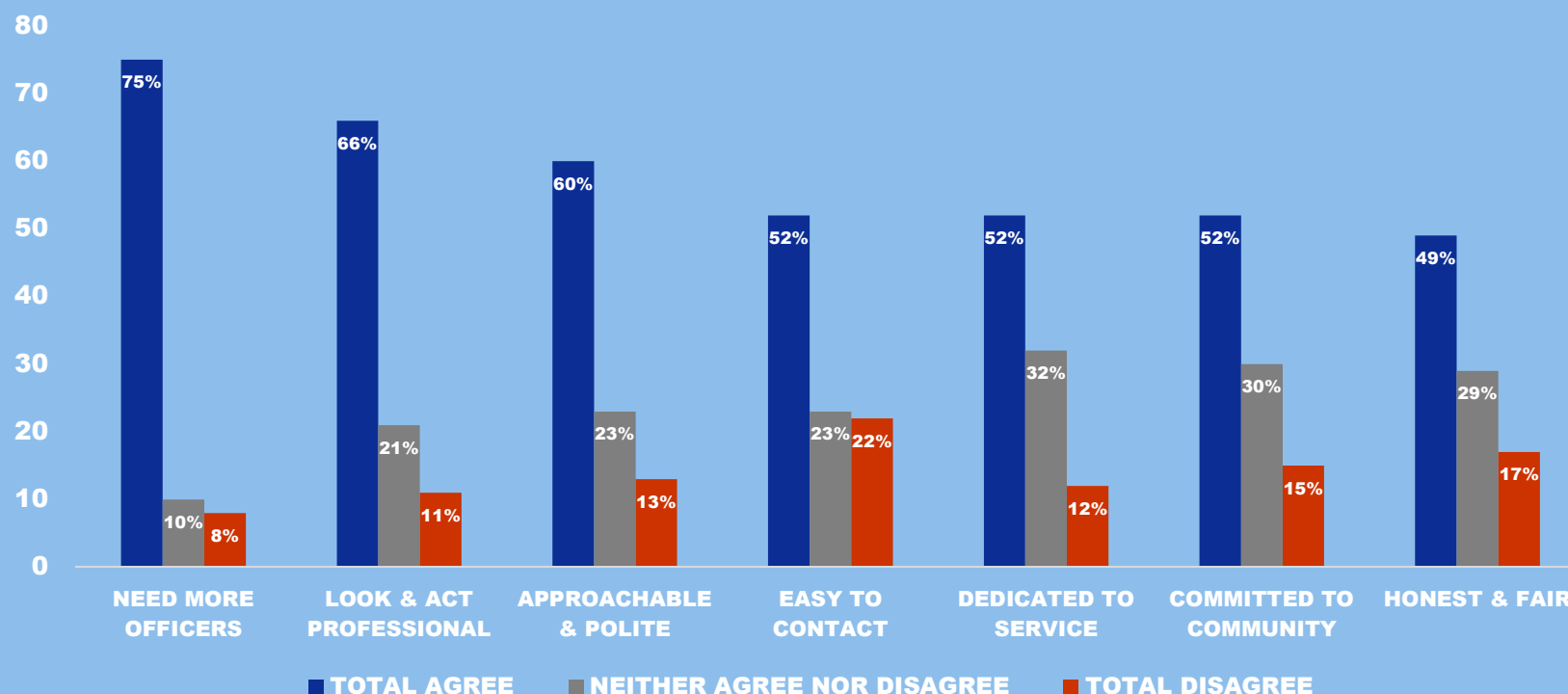
MAJORITY OF THE PUBLIC WILLING TO REPORT AT LEAST SOME TYPES OF CRIMES ONLINE



Q: CURRENTLY, THE NORTH BAY POLICE SERVICE DOES NOT HAVE THE ABILITY FOR CITIZENS TO REPORT CRIMES ONLINE. IF THE NORTH BAY POLICE SERVICE COULD ACCEPT REPORTS ONLINE, WHAT TYPES OF CRIMES WOULD YOU BE WILLING TO REPORT?
N=500; MOE: +/- 4.4%



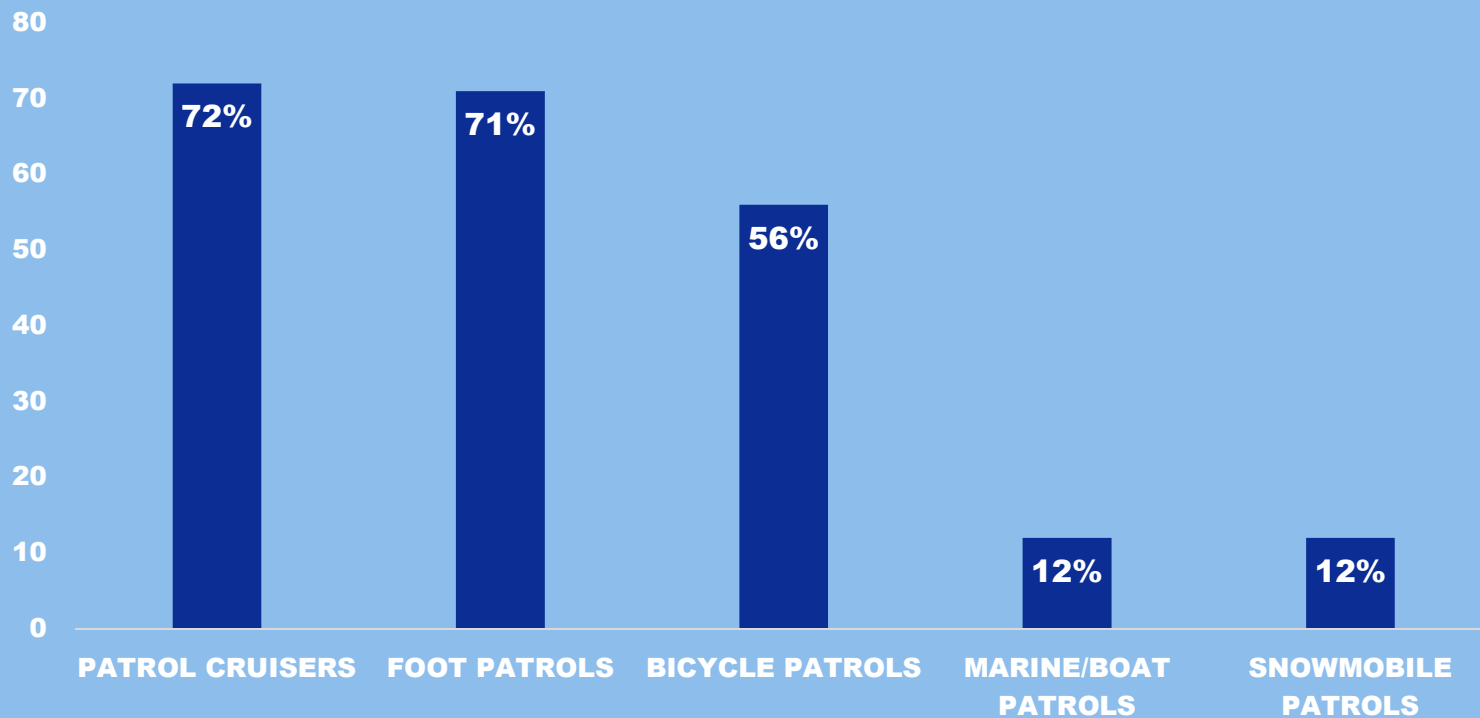
MAJORITY BELIEVE NBPS OFFICERS ARE PROFESSIONAL & APPROACHABLE BUT MORE NEEDED



Q: BASED ON YOUR OWN EXPERIENCE, WHAT YOU KNOW AND WITH WHAT YOU HAVE READ OR HEARD ABOUT THE NORTH BAY POLICE SERVICE, PLEASE RATE YOUR LEVEL OF AGREEMENT WITH EACH OF THE FOLLOWING STATEMENTS USING A SCALE FROM ONE – STRONGLY DISAGREE TO FIVE – STRONGLY AGREE.
N=500; MOE: +/- 4.4%



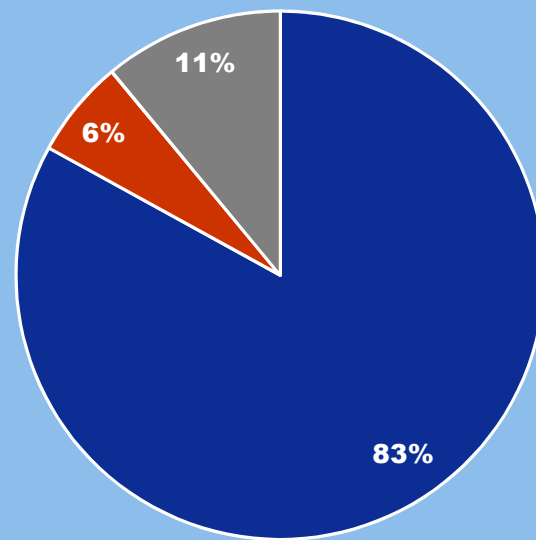
MAJORITIES WANT TO SEE INCREASED POLICE PRESENCE



Q: WHICH OF THE FOLLOWING PATROLS WOULD YOU LIKE TO SEE MORE OF IN NORTH BAY?
N=500; MOE: +/- 4.4%



CLEAR SUPPORT FOR THE ROLLOUT OF POLICE-WORN BODY CAMERAS



■ YES ■ NO ■ DON'T KNOW/UNSURE

Q: "POLICE BODY CAMERAS" ARE WORN BY POLICE OFFICERS ON THEIR CHEST RECORDING REAL-TIME INTERACTIONS WITH CITIZENS. WHILE NORTH BAY POLICE OFFICERS ARE NOT CURRENTLY EQUIPPED WITH BODY CAMERAS, WOULD YOU LIKE TO SEE ALL OFFICERS ON PATROL EQUIPPED WITH THEM?
N=500; MOE: +/- 4.4%



END

