



Overview of Key Findings

National Police Federation Newfoundland and Labrador **Public Opinion Survey**

Wave 2
August 2025

pollara
40 years of strategic insights

Methodology

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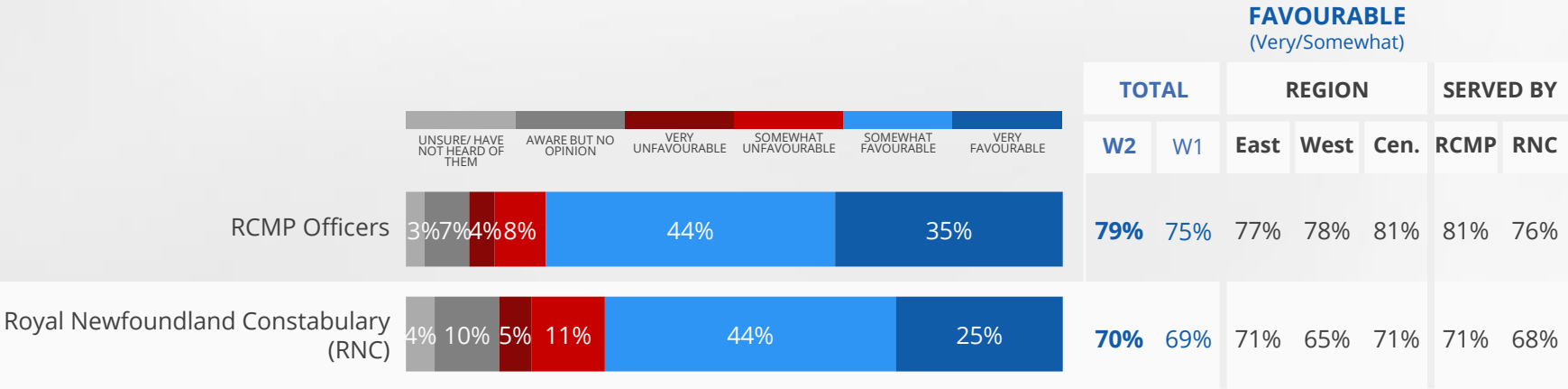
Field Window	July 22 – August 3, 2025
Sampling	Online and telephone survey of randomly selected sample of 704 Adult (18+) Newfoundland and Labrador Residents.
Reliability	Non-probability samples (online) cannot be assigned a margin of error. *As a relative guideline, we have provided margins of error for a probability sample of this size.
Weighting	Data has been weighted using the most current gender, age, & region Census data, to ensure the sample reflects the actual population of adult Newfoundland and Labrador residents.

REGIONAL DISTRIBUTION			WAVES	
REGION	UNWEIGHTED Sample Counts	MARGIN OF ERROR*	W1	July 25 – August 6, 2024
Newfoundland and Labrador	704	±3.7%	W2	July 22 – August 3, 2025

DETAILED FINDINGS

Almost 4-in-5 Newfoundland & Labrador residents have favourable impression of RCMP officers

- Favourable impressions of RCMP officers increased from 75% to 79%, year over year
- Favourable impressions higher in RCMP-served areas (81%)
- 7-in-10 (70%) have favourable impression of Royal Newfoundland Constabulary (RNC)










Q 1. Do you have a favourable or unfavourable impression of the following people or organizations? If you are unaware of any, please click that response option.
Base: Total. W2 (N=704); W1 (N=705)

Affordability/Cost-of-living and Health Care top list of priorities that respondents would like the Premier and government address

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- Affordability and Cost-of-living (40%) and Health Care (36%) are top concerns, respectively, of over three-quarters of respondents. Health care has risen marginally (+4%) compared to 2024.
- Policing and public safety is top priority of 2% of respondents, the same level as 2024.

		REGION			PROV VOTE (NL)				GENDER		AGE		
		East	West	Cen.	Lib	PC	NDP	UNDC	M	F	18-39	40-59	60+
Affordability and Cost-of-living	 40%	45%	35%	36%	39%	42%	35%	42%	40%	40%	47%	48%	28%
Health Care	 36%	34%	35%	42%	37%	39%	35%	38%	30%	42%	25%	33%	48%
Newfoundland & Labrador's Economy	 12%	11%	13%	13%	14%	11%	13%	5%	15%	9%	12%	11%	13%
Policing and Public Safety	 2%	2%	4%	3%	3%	1%	3%	3%	3%	2%	1%	3%	3%
Education	 1%	1%	4%	1%	1%	1%	3%	-	2%	1%	3%	0%	1%
Fisheries	 1%	-	2%	3%	2%	1%	-	-	1%	1%	3%	0%	1%
Climate Change and the Environment	 1%	1%	-	1%	2%	-	2%	-	2%	0%	1%	1%	1%



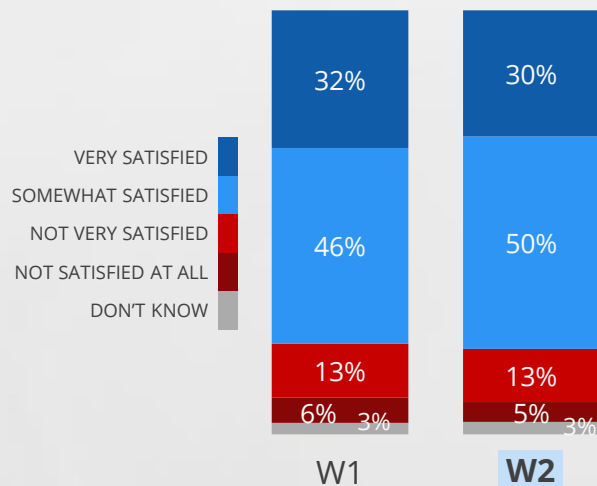
2. When it comes to the following issues facing Newfoundland & Labrador today, which is your top priority that you would like the Premier and the Newfoundland & Labrador government to address? Base: Total (N=704)

4-in-5 in RCMP-served areas satisfied with RCMP's policing

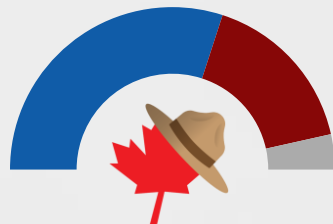
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- 80% of respondents who say they are served by RCMP are satisfied with RCMP policing, including 30% who are very satisfied
- 63% of respondents who say they are served by RNC are satisfied with RNC policing, including 21% who are very satisfied

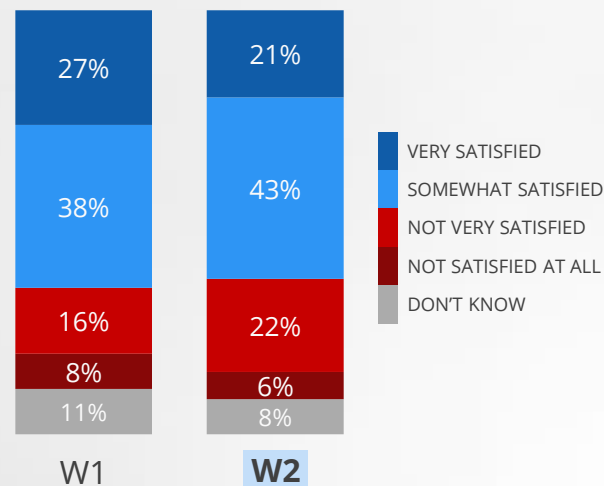
SATISFACTION WITH RCMP'S POLICING



YES 60% | NO 33% & NOT SURE 7%



SATISFACTION WITH RNC's POLICING



3. Is your municipality or local area served by a local RCMP detachment? Base: Total. W2 (N=704); W1 (N=705)

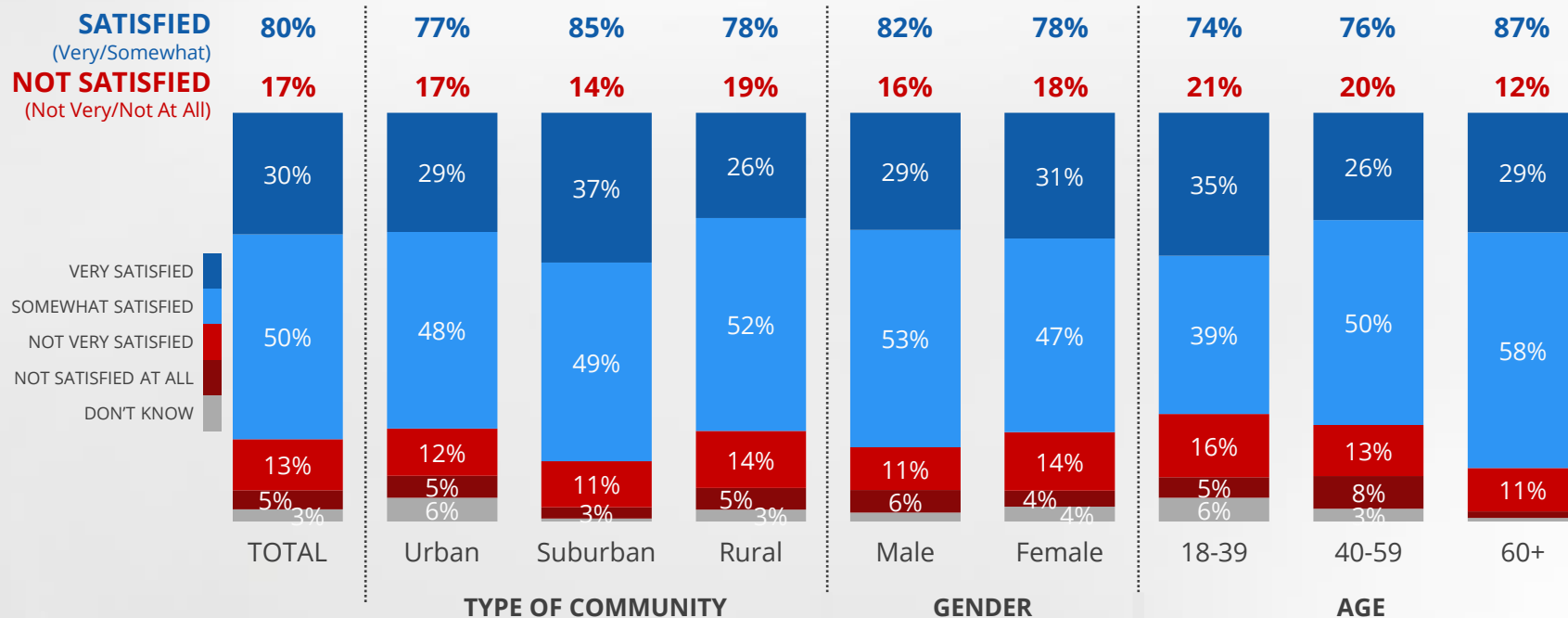
4. How satisfied are you with the RCMP's policing of your community? Base: [RCMP Served] Total. W2 (N=445); (N=407)

6. How satisfied are you with the Royal Newfoundland Constabulary's (RNC's) policing in your community? Base: [RNC Served] Total. W2 (n=259); W1 (N=298)

Satisfaction with RCMP policing highest among men and 60+

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- Satisfaction with RCMP policing is high across types of communities, gender, and age groups

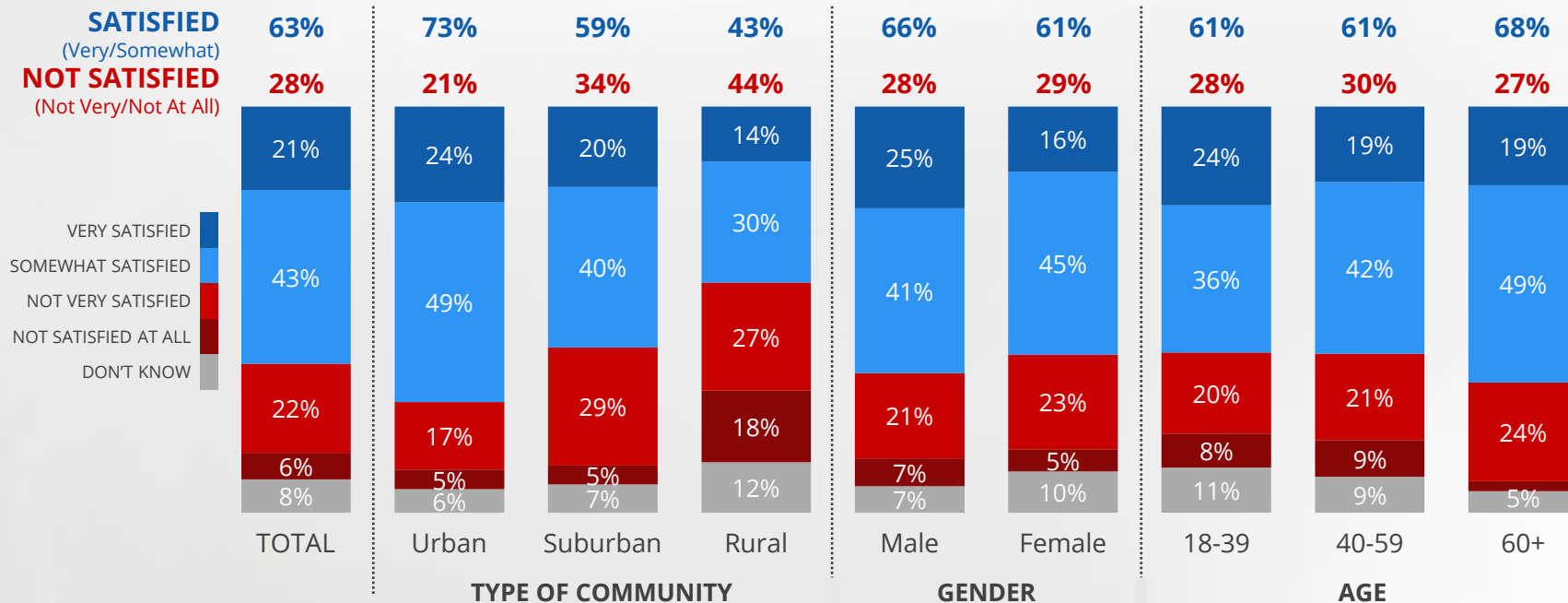


4. How satisfied are you with the RCMP's policing of your community?
Base: [RCMP Served] Total (N=445). Note: Data <2% not labelled.

Majority satisfied with RNC policing across community, gender, and age groups

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- Higher satisfaction among men and 60+ age group

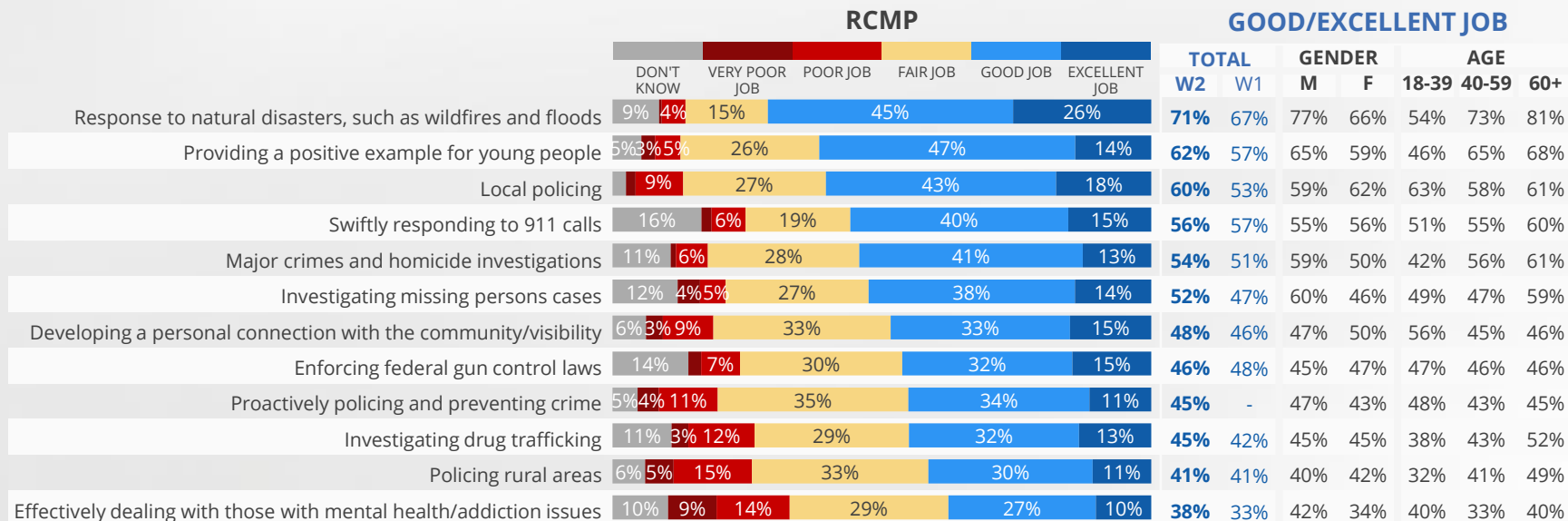


6. How satisfied are you with the Royal Newfoundland Constabulary's (RNC's) policing in your community?
Base: RNC Served. Total (N=259)

RCMP: Responding to natural disasters, positive example to young people, and local policing are top 3 of 12 metrics tested

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- 77% of men, 81% of 60+ age group rate response to natural disasters as excellent/good
- Local policing is 3rd highest excellent/good score (60%), an increase of 7% compared to 2024
- Effectively dealing with those with mental health and/or addiction issues is split between excellent/good (38%) and poor/very poor job (23%), though this is an improvement compared to 2024 (+5% excellent/good)
- The average score across 12 metrics is 52% (excellent/good job), an increase of 3% compared to 2024



7. Do you feel that the RCMP is doing an excellent, good, fair or poor job on each of these services?
Base: RCMP Served. Total (N=281-309). Note: Data <2% not labelled.

RNC: Responding to natural disasters, positive example to young people, and local policing are top 3 of 12 metrics tested

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- Top 3 metrics in same order as RCMP-served communities, but excellent/good ratings are significantly lower than 2024 levels
- Local policing is third-rated metric (44%), but a decrease (-4%) compared to 2024, and lower than RCMP-served areas (60%)
- Effectively dealing with those with mental health and/or addiction issues is split between excellent/good (20%) and poor/very poor job (33%). Compared to 2024, excellent/good decreased by 5%.
- The average score across 12 metrics is 37% (excellent/good job), a decrease of 3% compared to 2024.

	RNC						GOOD/EXCELLENT JOB								
							TOTAL		GENDER		AGE				
	DON'T KNOW	VERY POOR JOB	POOR JOB	FAIR JOB	GOOD JOB	EXCELLENT JOB	W2	W1	M	F	18-39	40-59	60+		
Response to natural disasters, such as wildfires and floods	21%	3%	27%		33%	15%	48%	58%	42%	54%	37%	47%	57%		
Providing a positive example for young people	10%	3%	11%	30%	33%	13%	46%	48%	51%	41%	53%	41%	43%		
Local policing	6%	3%	15%	32%	35%	9%	44%	48%	52%	37%	32%	40%	61%		
Major crimes and homicide investigations	14%	5%	9%	30%	32%	11%	43%	53%	50%	38%	26%	40%	56%		
Investigating drug trafficking	10%	4%	12%	31%	32%	10%	42%	43%	44%	41%	47%	35%	46%		
Swiftly responding to 911 calls	15%	3%	10%	31%	31%	10%	41%	45%	45%	37%	37%	31%	54%		
Developing a personal connection with the community/visibility	12%	6%	15%	30%	26%	10%	36%	38%	38%	34%	34%	31%	43%		
Investigating missing persons cases	14%	5%	18%	29%	28%	6%	34%	33%	31%	39%	28%	32%	41%		
Enforcing federal gun control laws	27%	3%	9%	28%	24%	8%	32%	37%	31%	34%	27%	39%	31%		
Proactively policing and preventing crime	4%	8%	16%	40%	25%	7%	32%	-	30%	36%	29%	27%	40%		
Policing rural areas	19%	5%	18%	32%	21%	7%	27%	28%	32%	23%	27%	27%	28%		
Effectively dealing with those with mental health/addiction issues	11%	14%	19%	36%	12%	9%	20%	25%	24%	17%	25%	18%	18%		

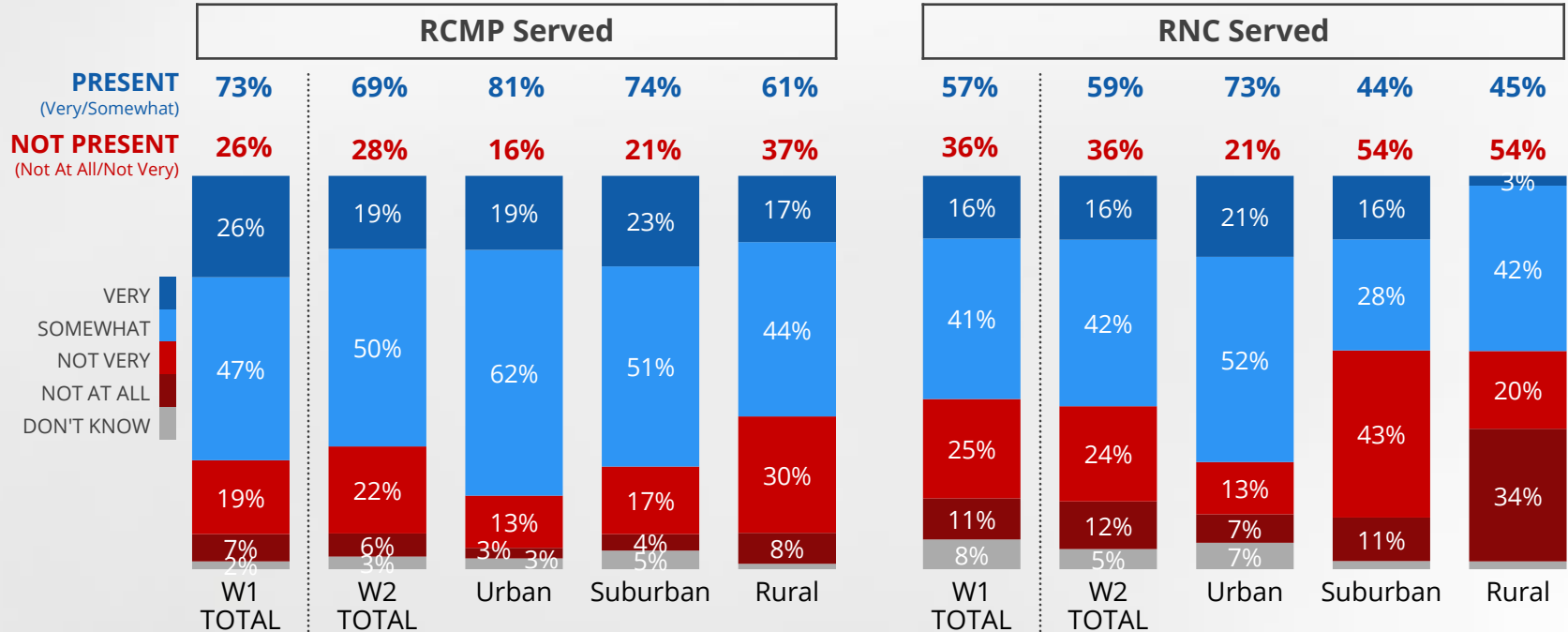


7. Do you feel that the RNC is doing an excellent, good, fair or poor job on each of these services?
Base: RNC Served. Total (N=164-191). Note: Data <2% not labelled.

Almost 7-in-10 in RCMP-served areas say RCMP patrolling presence and police visibility is very or somewhat present

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- Visibility level for RCMP-served communities decreased (-4%) while visibility increased in RNC-served areas (+2%)
- Urban areas more likely to say police services are present compared to rural areas



8. Do you think the level of [INSERT: RCMP/RNC] patrolling presence and police visibility in your community is...?
Base: RCMP Served (N=445); RNC Served (N=259). Note: Data <2% not labelled.

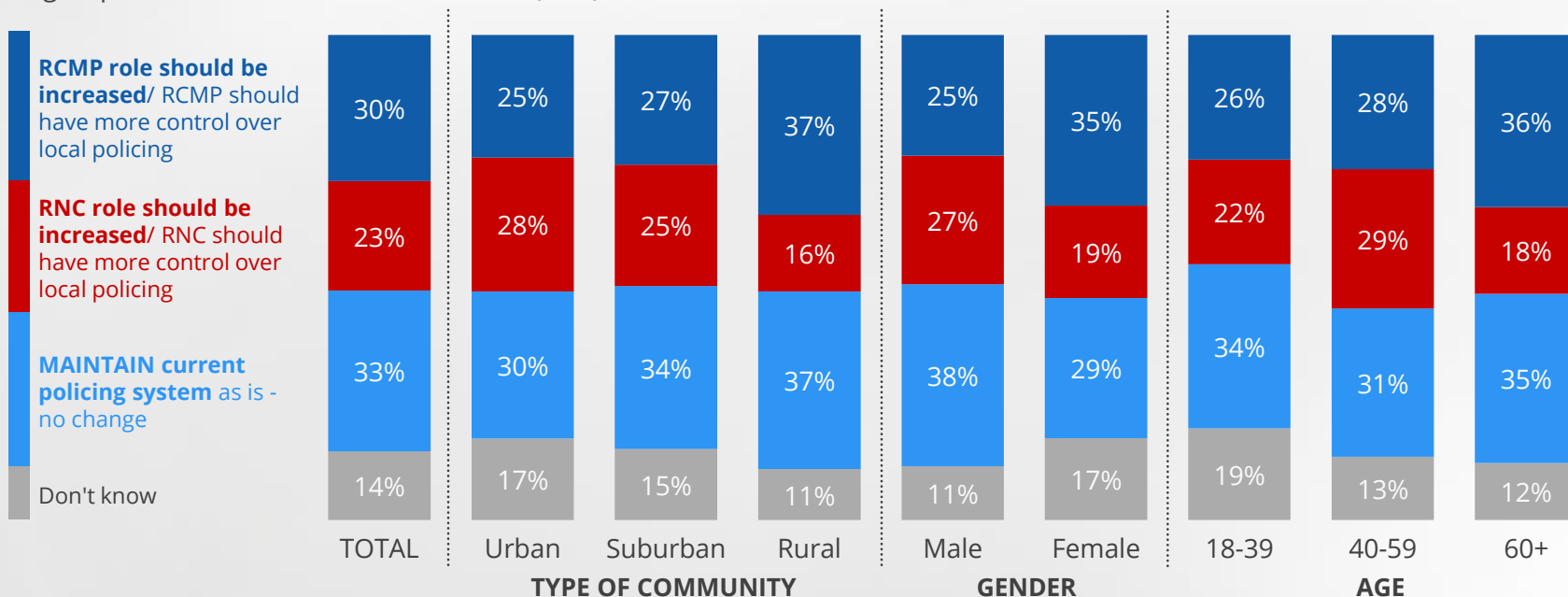
PROVINCIAL POLICE REVIEW



1-in-3 choose “maintain current police system as is – no change”; more prefer increased role for RCMP than RNC

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- Men more likely to favour status quo (38%) than women (29%); women more likely to favour increased role for RCMP (35%)
- Increased role for RCMP (37%) strongest in rural areas; status quo more top option in urban and suburban (30-34%)
- Older residents (60+) split between increased role for RCMP (36%) and status quo (35%); 40-59 age group more likely of age groups to favour increased role for RNC (29%)

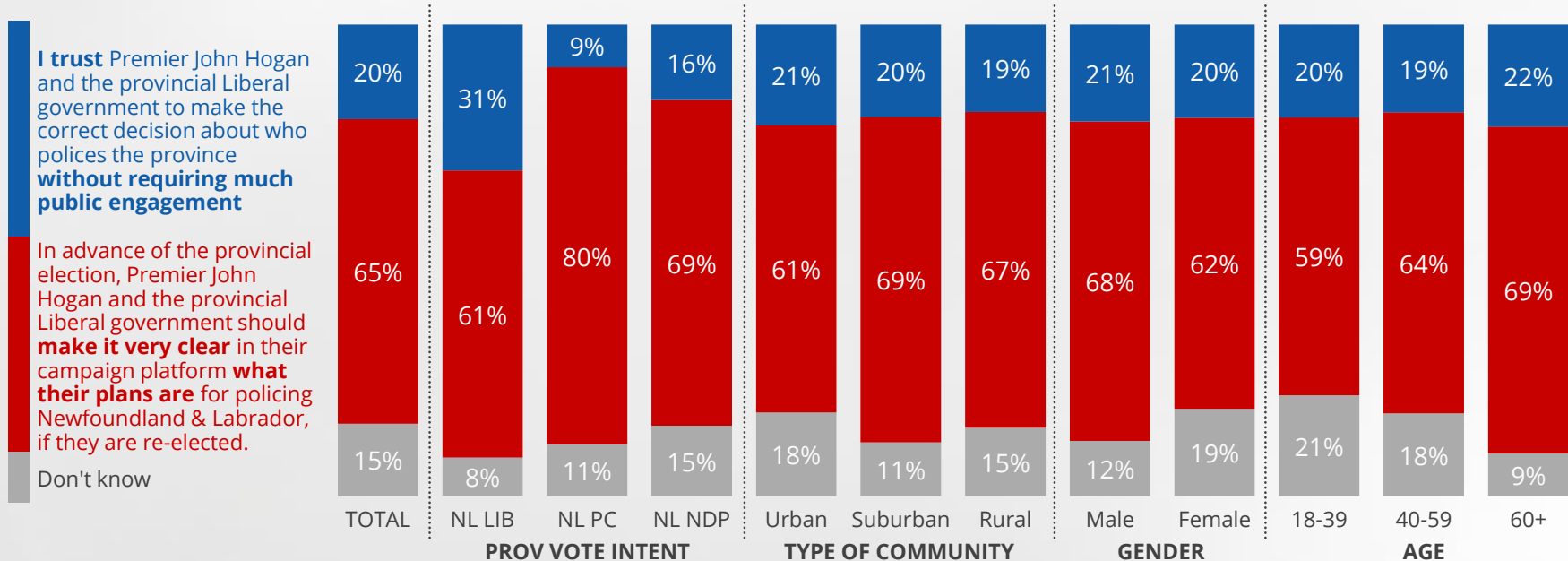


13. As you may know, policing services in Newfoundland & Labrador are currently divided between the Royal Newfoundland Constabulary (RNC) and the Royal Canadian Mounted Police (RCMP). Below are some details... Thinking about community policing in Newfoundland and Labrador in the future, which of the following statements best represents your opinion? Base: Total (N=704)

Almost two-thirds want Hogan government to “make it very clear” their plans for policing in their campaign platform

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- Only 1-in-5 (20%) prefer to trust Premier Hogan and government to “make the correct decision about who polices the province without requiring much public engagement”
- NL Liberal voters want policing plans made “very clear” in platform by 2:1 margin (61% very clear, 31% trust Premier/govt)
- Preference to see policing plans in campaign platform consistent among gender and age groups

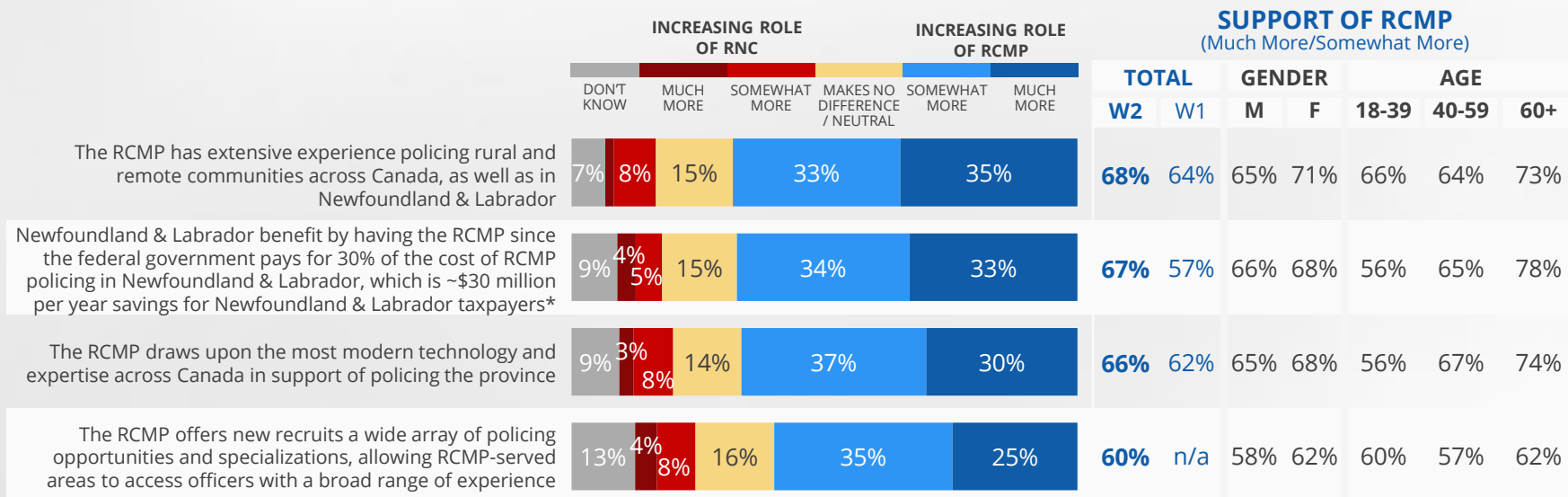


Q 21. Upon taking office earlier this year, Premier John Hogan said his government would take a hard look at policing in Newfoundland & Labrador with a view to increasing the role of the RNC and expanding its service province-wide. A provincial election is expected on or before October 14th this year. Which statement best represents your view: Base: Total (N=704)

RCMP extensive experience and federal subsidy for policing drive support for increasing role of the RCMP

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- Rural and remote experience highest among 60+ (73%). It is the top message among 18-39s (66%).
- With modified wording, "federal government pays for 30% of cost of RCMP policing" increased from 57% (2024) to 67% (2025) in terms of driving support for increased RCMP role.
- RCMP modern technology and expertise is top message among 40-59s (67%).



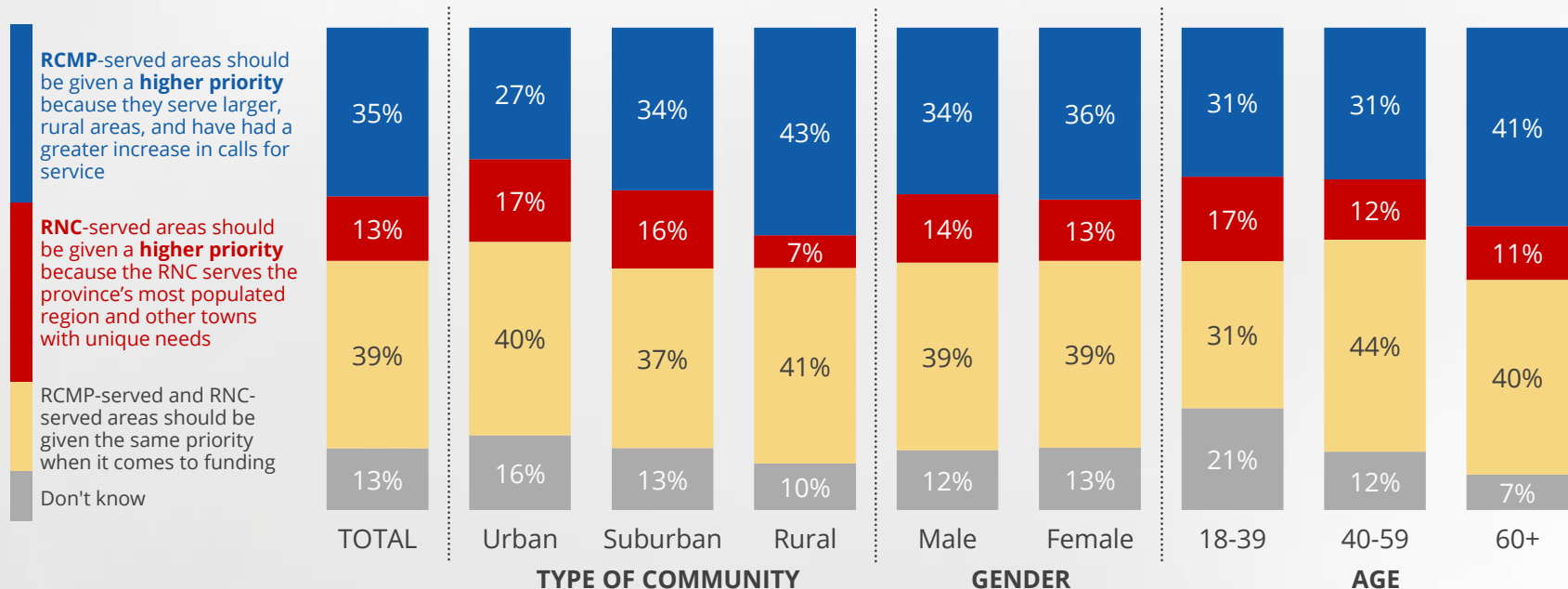
14. Now, here are some statements about policing in Newfoundland and Labrador. Please indicate if the following make you more supportive of increasing the role of the RCMP, or more supportive of increasing the role of the RNC? Base: Total (N=340-437).

* "savings for Newfoundland & Labrador taxpayers" not mentioned in W1

Budget priorities: Plurality says RCMP and RNC-served areas should be given same funding priority; more prioritize RCMP over RNC

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- Combined 74% say higher priority should be given to RCMP-served areas (35%) or RCMP-served and RNC-served areas should be given same priority (39%)
- Rural and 60+ respondents more likely to say RCMP-served areas should be given a higher priority

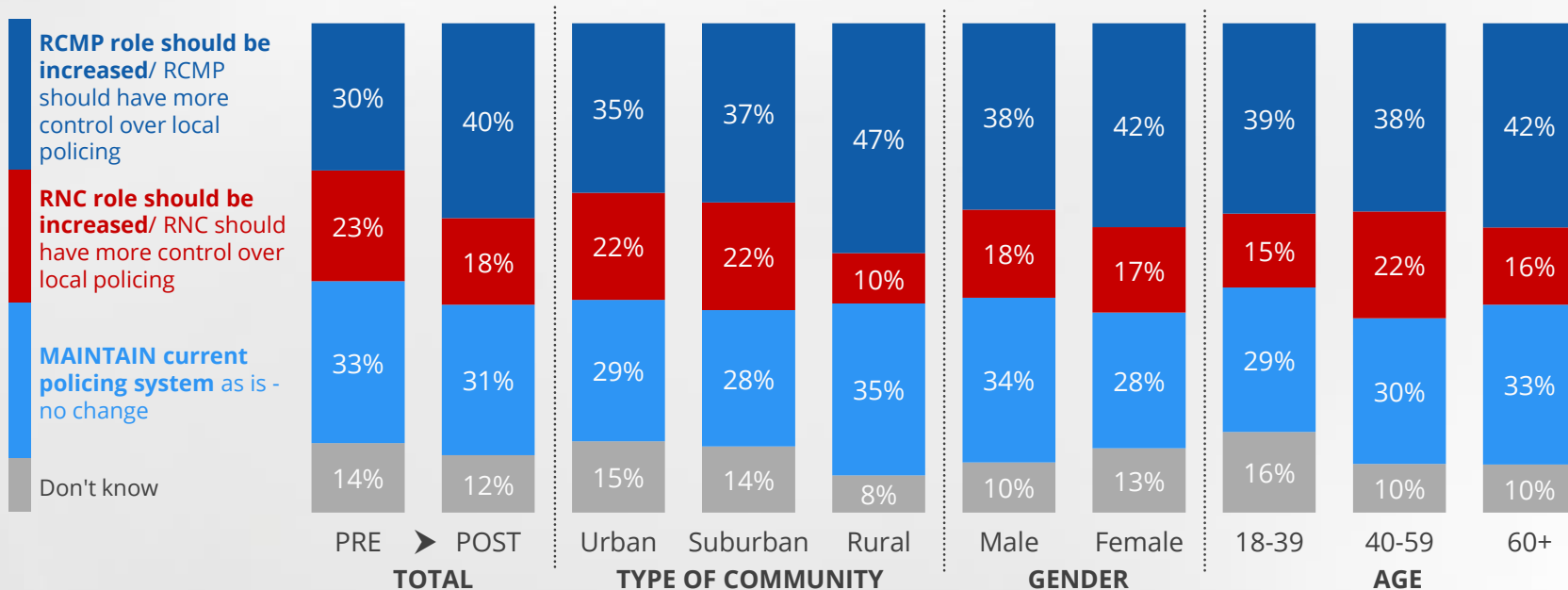


22. In the 2025-2026 provincial budget tabled by the Liberal government earlier this spring, additional funding was provided for 10 new RNC officers but no new funding for RCMP officers. Between 2019-2023, there was a 12% increase in the number of calls for service in RCMP-served areas and an 8% increase in the number of calls for service in RNC-served areas. Thinking about this, which of the following statements best represents your view? Base: Total (N=704)

POST-TEST: increased role for RCMP increases 10% after statements are reviewed

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- Support for increased role for RCMP increases 10% from pre-test (30%) to post-test (40%), while support for increasing RNC role decreases by 5% from pre-test (23%) to post-test (18%).
- About 3-in-10 (29%) of those preferring increased RNC role on pre-test moved to increased RCMP role in post-test

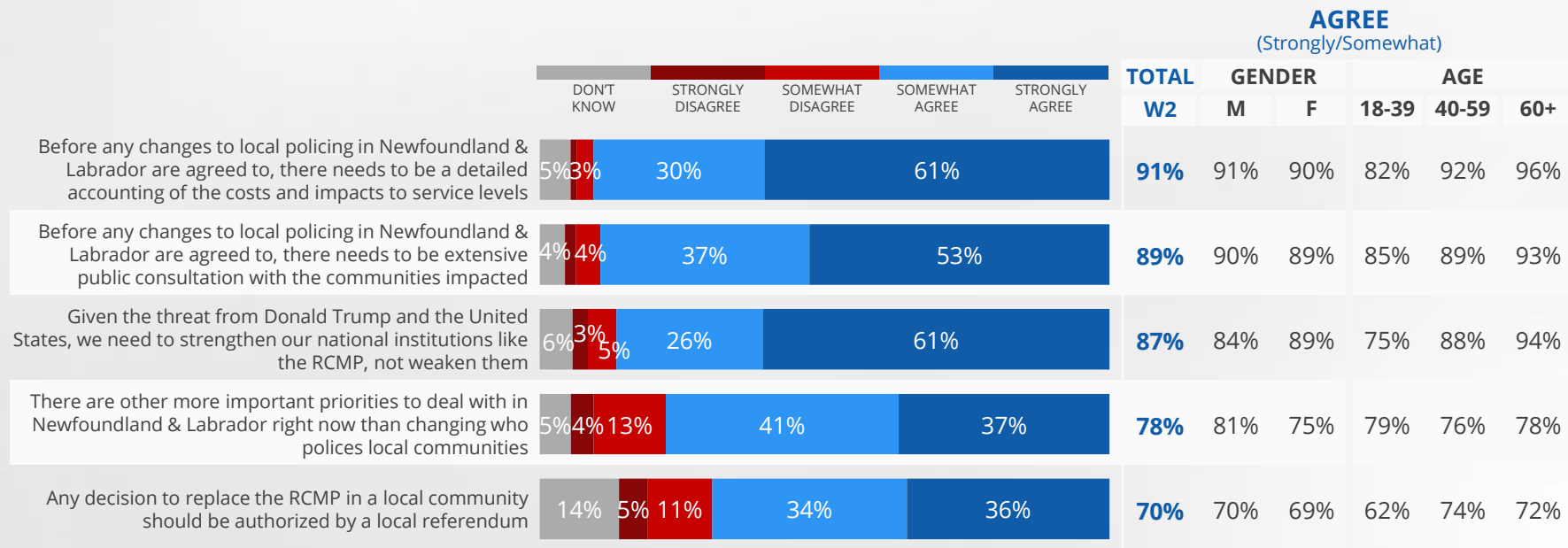


15. Now that you have reviewed more information about policing in Newfoundland and Labrador, which of the following statements best represents your opinion?
Base: Total (N=704). Pre-Test = Q.13.

NL residents agree that there should be a detailed accounting of costs and impacts to service levels before any changes to local policing, including majority that strongly agree

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- Over 9-in-10 (91%) say there are more important priorities to deal with in Newfoundland & Labrador right now than changing who polices local communities, including 61% that strongly agree.
- About 9-in-10 (87%) agree, and majority (61%) strongly agree, that “given the threat from Donald Trump ... we need to strengthen our national institutions, like the RCMP, not weaken them”

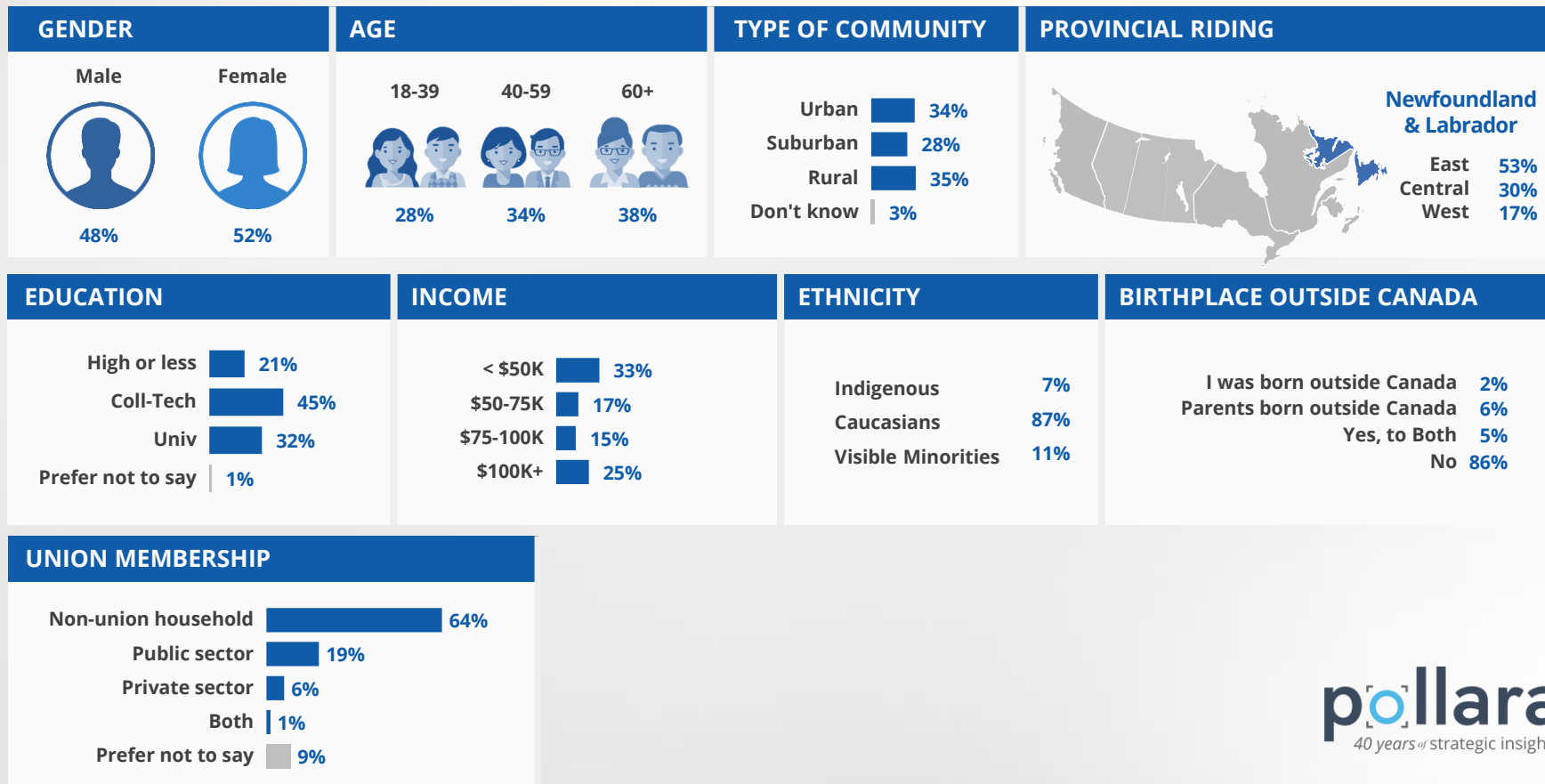


17. Do you agree or disagree with the following statements:
Base: Total (N=704)

DEMOGRAPHICS

Demographic Profile

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