



Overview of Key Findings

National Police Federation

British Columbia Survey

Wave 3
August 2024

pollara
strategic insights

Methodology

- **Sampling:** Online survey of randomly selected sample of **2,000 adult (18+)** British Columbia Residents
- **Field Window: August 15 – 27, 2024**
- **Reliability:** A margin of error cannot be calculated on a non-probability sample. For comparison purposes, a probability sample of N=2,000 respondents would have a margin of error of + 2.2%, 19 times out of 20. Data has been weighted by region, age and gender to be representative of the population of British Columbia.

NUMBER OF INTERVIEWS			
REGION	Weighted	Unweighted	Margin of error*
Lower Mainland	1,218	1,034	± 3.0%
BC Interior/North	439	542	± 4.2%
Vancouver Island	343	424	± 4.8%
BRITISH COLUMBIA	2,000	2,000	± 2.2%

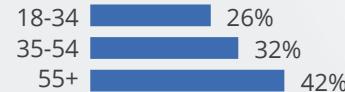
Demographic Profile

3

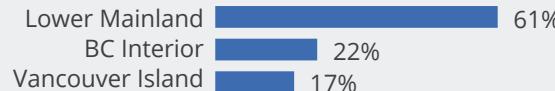
GENDER



AGE



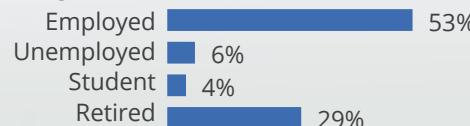
REGION



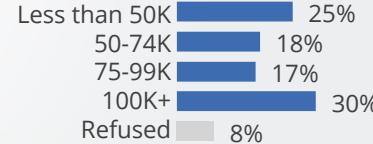
EDUCATION



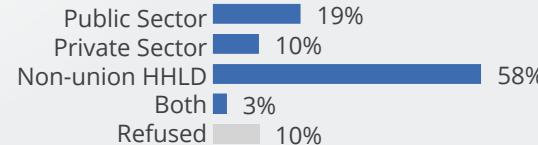
EMPLOYMENT



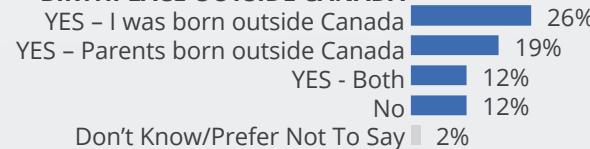
INCOME



UNION



BIRTHPLACE OUTSIDE CANADA



ETHNICITY

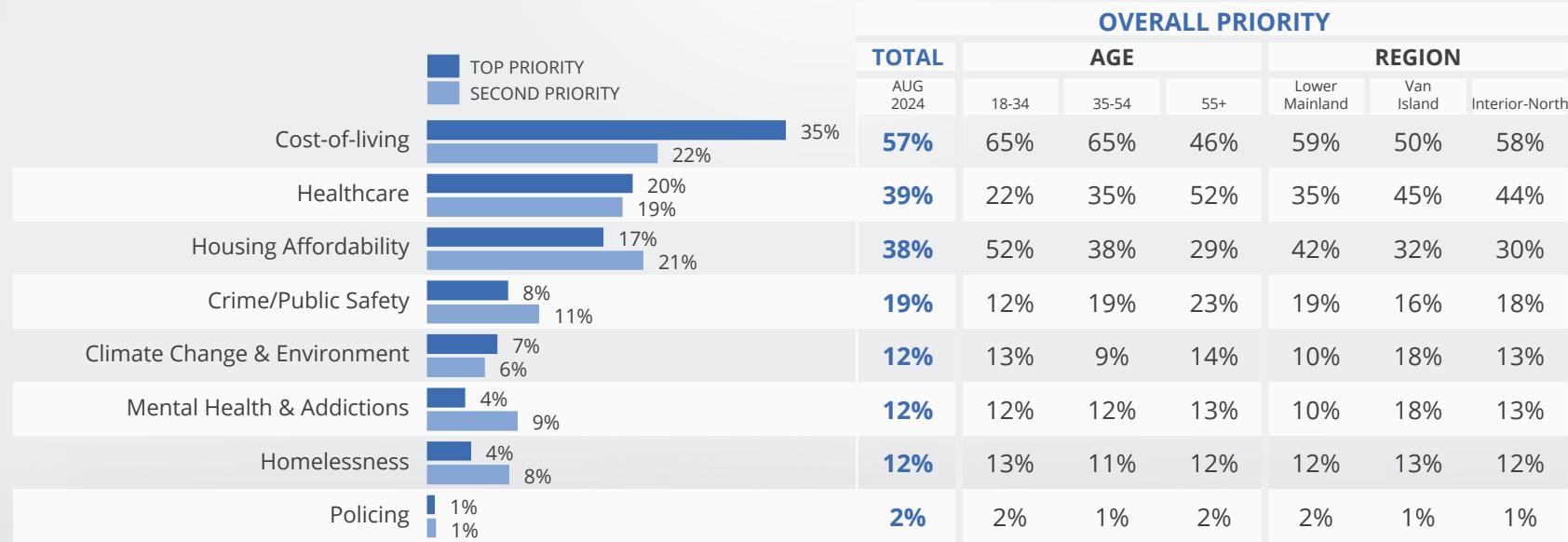


Base: Total (N=2,000)

Cost-of-living, healthcare, housing affordability, and crime/public safety top priorities for British Columbians

4

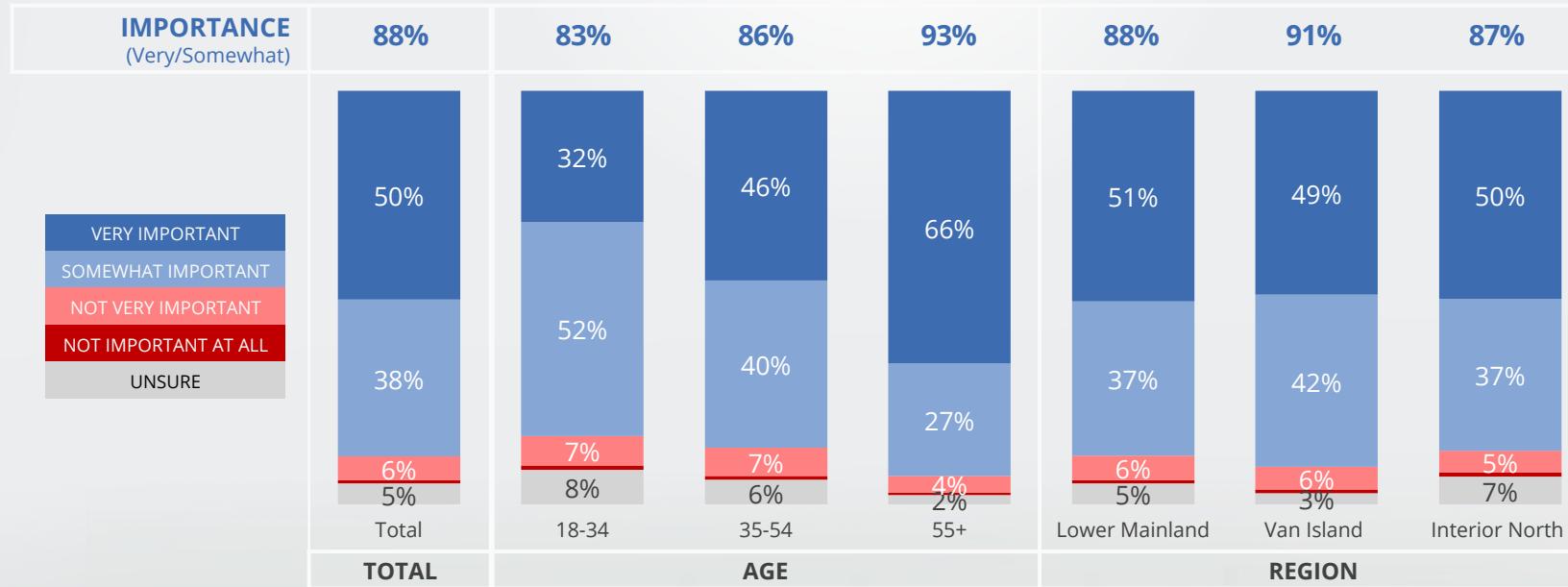
- Cost-of-living is top or second priority for 65% of adults under the age of 55
- Healthcare is top or second priority of majority (52%) of those over age of 55
- Housing affordability is top or second priority of majority of 18-34s (52%) but only 29% of those over age 55



4. When it comes to the following issues facing British Columbia today, which is your top priority that you would like provincial political parties to address in the upcoming provincial election?
 5. And what would be your second highest priority?
 Base: Total (N=2,000)

Almost 9-in-10 voters say it's important to them that BC political parties have a comprehensive plan for policing and public safety

- Two-thirds (66%) of 55+ voters say it's "very important" to have a comprehensive plan for policing and public safety (93% overall)



7. Thinking of the upcoming provincial election in British Columbia, how important is it to you that political parties have a comprehensive plan for policing and public safety?
Base: Total (N=2,000). Note: Data <2% not shown.

Satisfaction with Policing

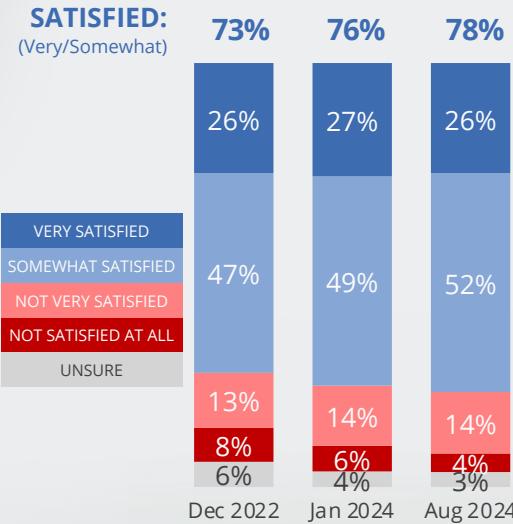
pollara
strategic insights

Satisfaction with RCMP and other police services

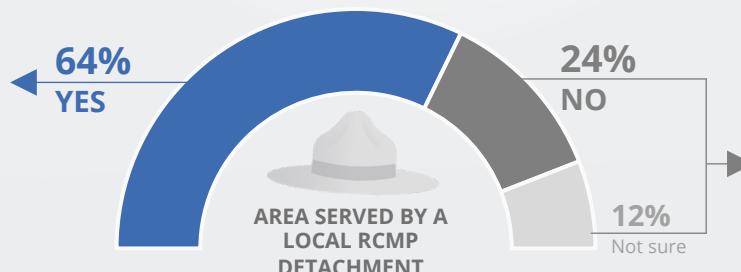
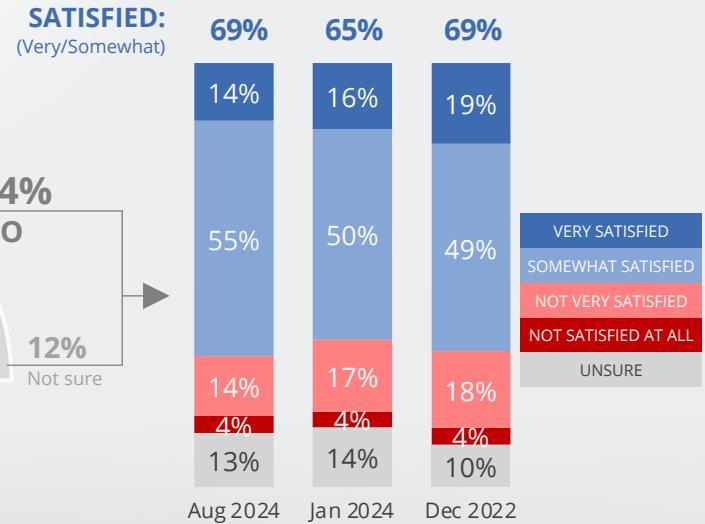
7

- RCMP satisfaction increases from 73% to 78%, compared to 2022 BC survey
- Satisfaction in non-RCMP served communities at 69%, the same level as December 2022 and an increase from January 2024

Satisfied With RCMP'S Policing



Satisfied With Policing In Community



8. Is your municipality or local area served by a local RCMP detachment? Base: Total W3 (N=2,000); W2 (N=2,096); W1(N=1,887)

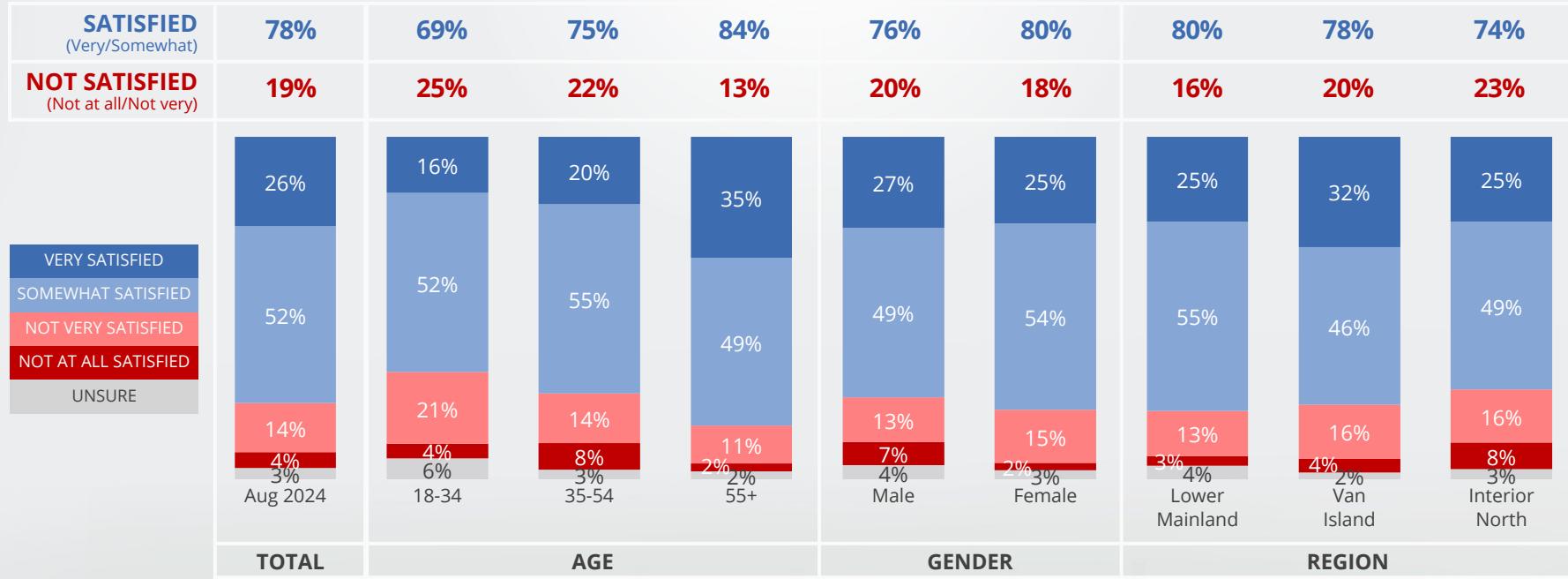
9. How satisfied are you with the RCMP's policing of your community? Base: (Yes at Q7) W3 (N=1,346); W2 (N=1,389); W1 (N=1,328)

10. How satisfied are you with the policing in your community? Base: (No or Not Sure at Q7) W3 (N=654); W2 (N=707); W1 (N=559)

RCMP satisfaction consistent among regions and genders with 55+ standing out among age groups

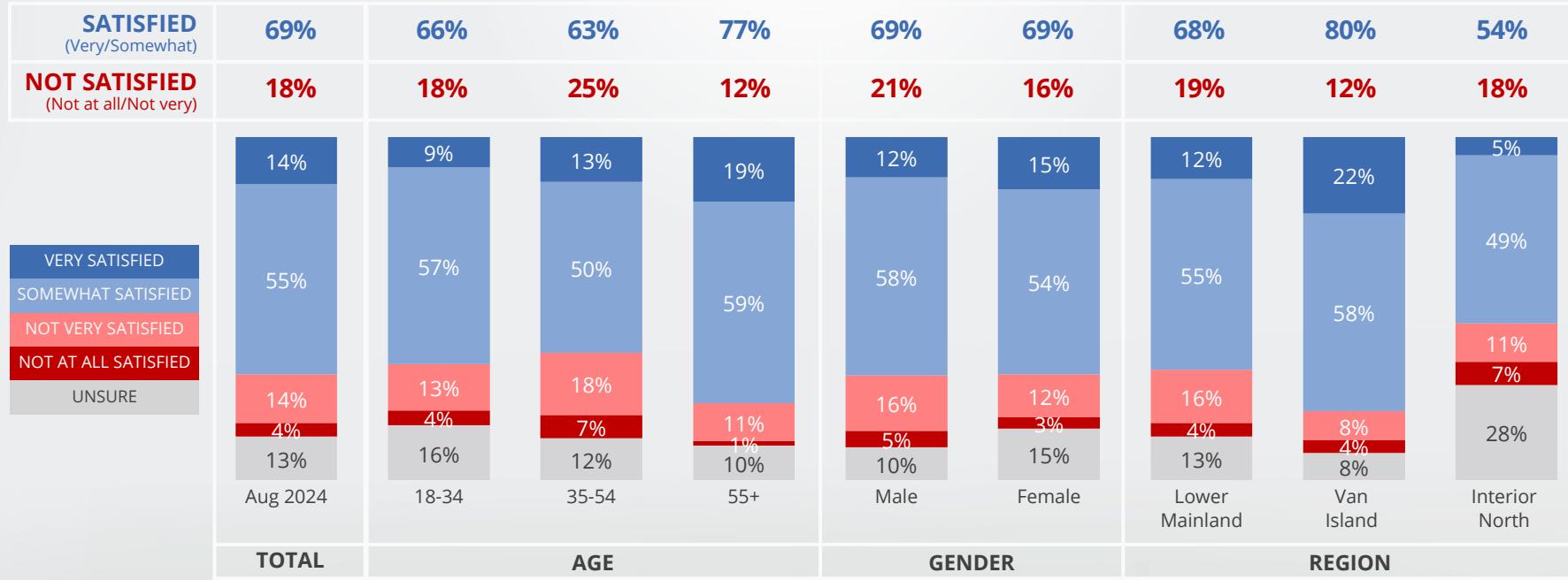
8

- Over one-third of 55+ age group “very satisfied” with RCMP policing in their community (84% overall)



9. How satisfied are you with the RCMP's policing of your community?
Base: Local Area Served by RCMP: (N=1,346)

Satisfaction in non-RCMP served communities

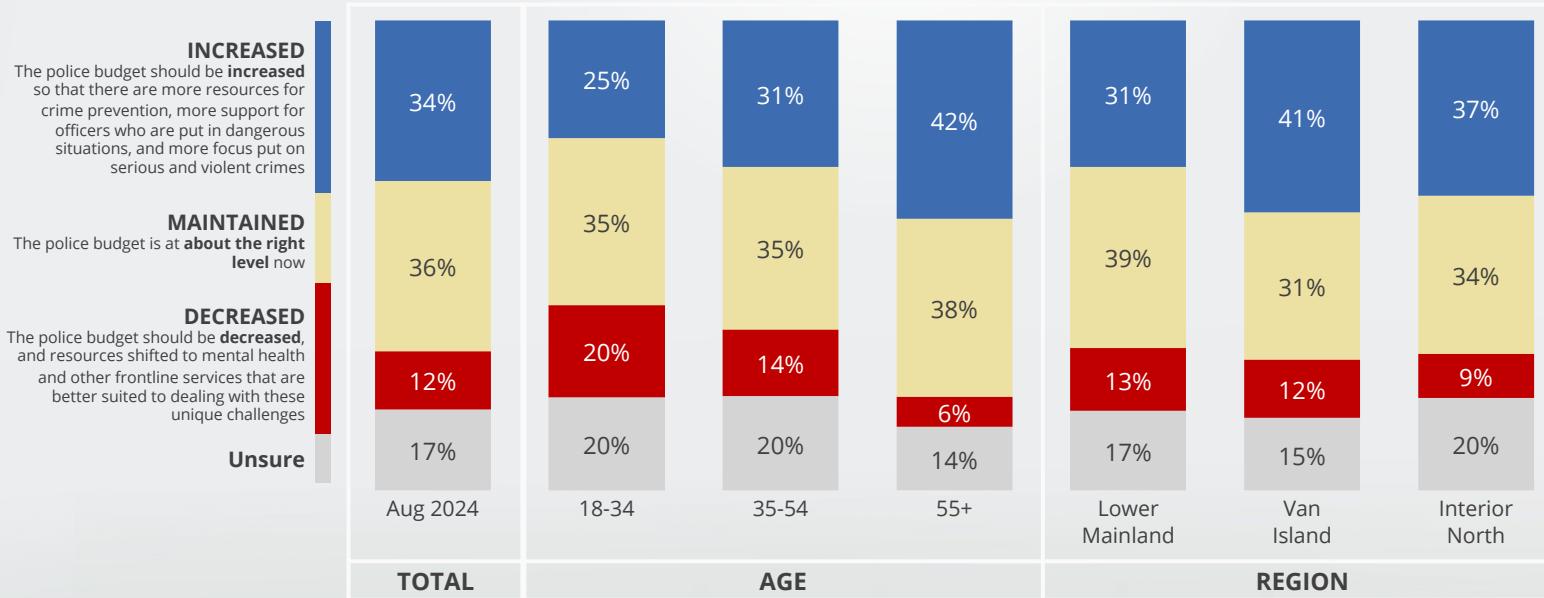


10. How satisfied are you with the policing of your community?
Base: Local Area NOT Served by RCMP (N=654) Note: Interior North (N=37)

7-in-10 say police budget should be increased or maintained, while under 1-in-8 say police budget should be decreased

10

- Support for increasing police budgets higher among 55+ age group (42%), while only 6% of 55+age group says police budget should be decreased.

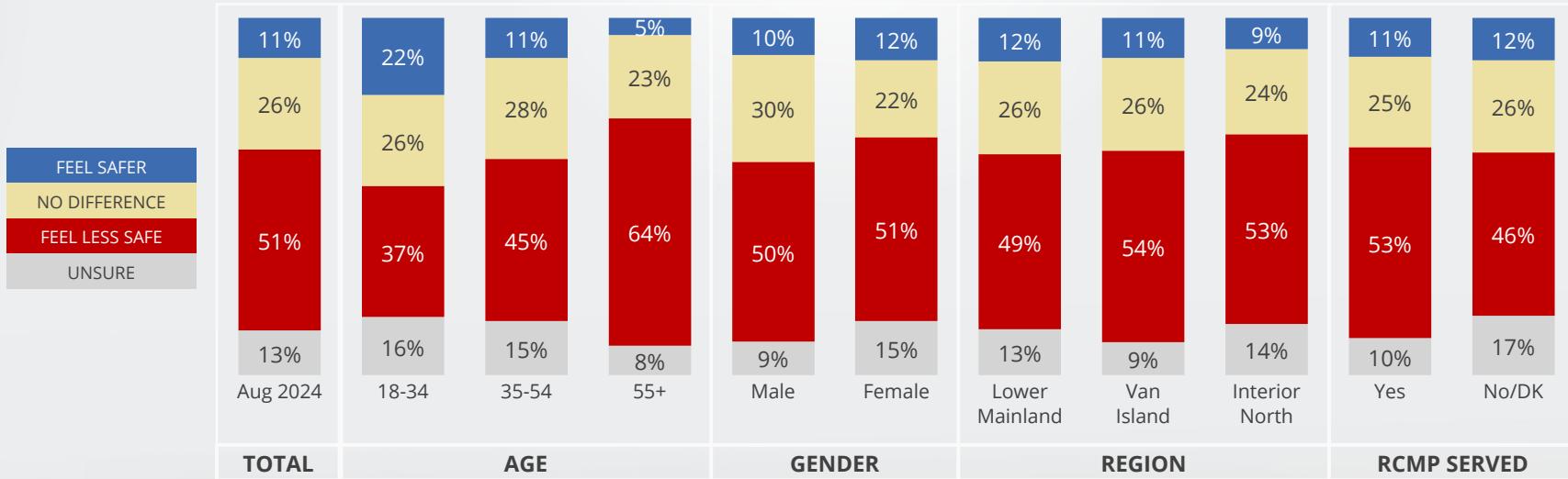


11. Thinking about the police budget in your community, do you think...
Base: Total (N=2,000)

Over half would "feel less safe" if police budgets re-allocated

11

- Majority (51%) say reallocating police budgets to other services would make them feel less safe



12. If the police budget in your community is reduced and funds are reallocated to other services, will it make you...
Base: Total (N=2,000)

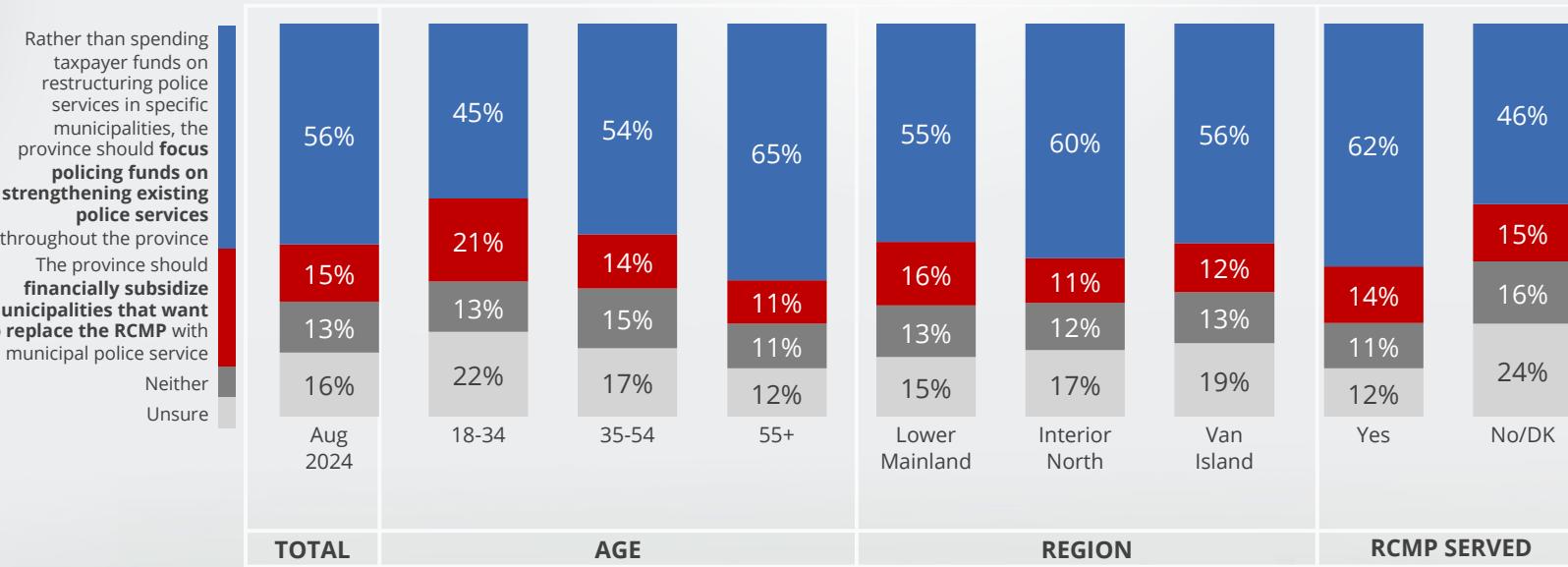
RCMP Funding

pollara
strategic insights

Majority say province should focus policing funds on strengthening existing police services rather than subsidize replacing the RCMP

13

- Majority in each region says province should focus policing funds on strengthening existing police services, ranging from 55% in Lower Mainland to 60% in Interior/North, and 62% in RCMP-served areas



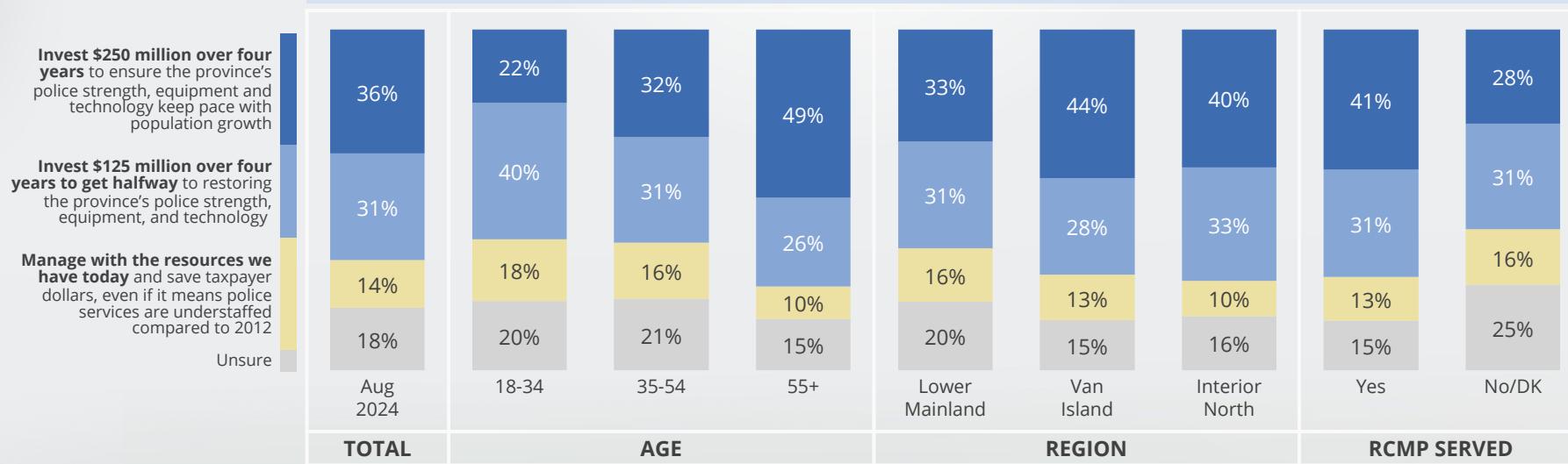
18. Which of the following statements is closest to your view?
Base: Total (N=2,000)

Two-thirds say the province should go half-way or all the way to investing in police to keep pace with population growth

- Those saying the province should invest \$250 million over four years include 55+ (49%), BC Conservatives (42%), and RCMP-served (41%)

14

Since 2012, British Columbia's population has increased by almost 30%, but the size of the police force authorized by the province has not increased. In order to keep pace with population growth, the province would need to invest \$250 million over the next four years to expand the provincial police service by 300 RCMP officer positions and invest in new equipment and technology.

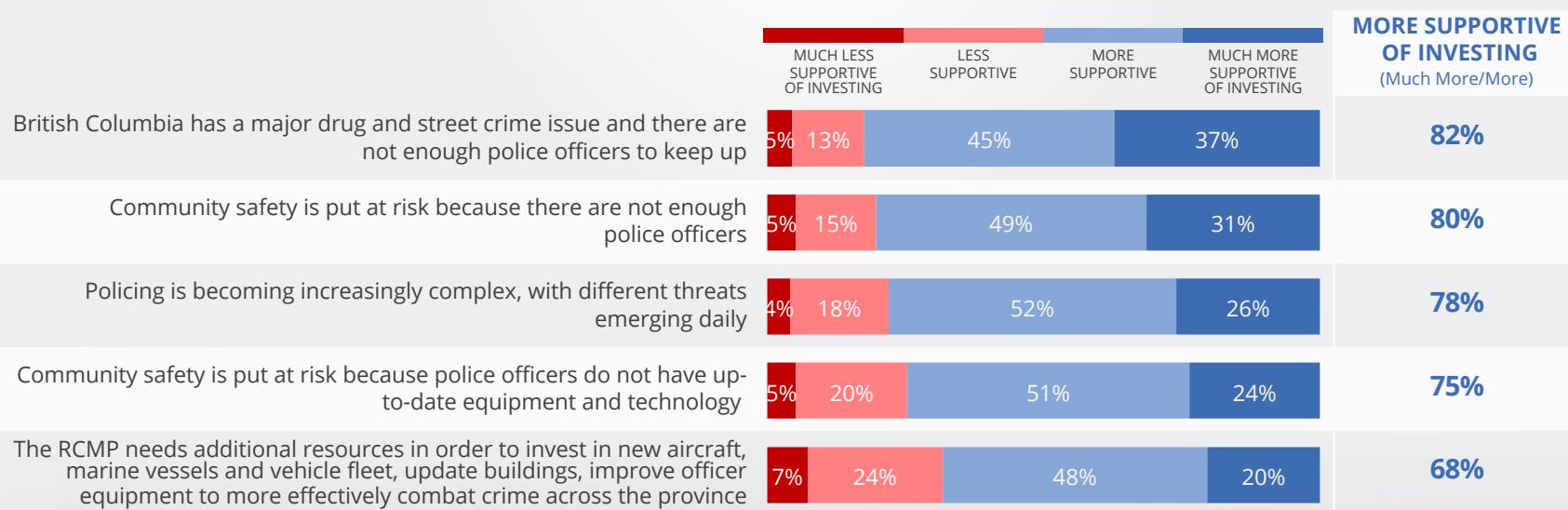


19. Which of the following options best represents your view?
Base: Total (N=2,000)

BC's major drug and street crime issue and community safety drive support for investing \$250 million over four years in policing

15

- All five statements listed made respondents more supportive of investing \$250 million in policing, ranging from 68% to 82%
- Top two statements are related to the number of police officers; the bottom two statements relate to equipment and technology

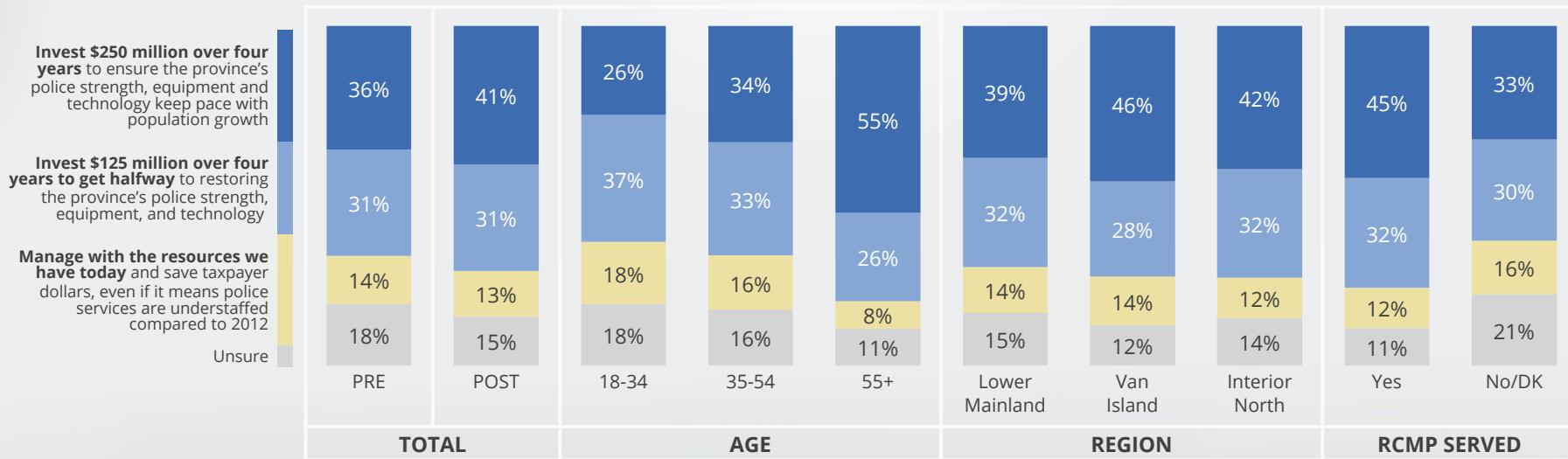


20. For each of the following statements, please indicate whether they make you more supportive or less supportive of investing \$250 million over four years to expand the provincial police service by 300 RCMP officer positions and invest in new equipment and technology:
Base: Total (N=2,000)

Post-Test: Support for investing \$250 million over four years in policing increases 5% after reviewing statements

16

- Increase in support rises across all groups



21. Now that you have reviewed more information regarding provincial police funding, which of the following options best represents your view?
Base: Total (N=2,000)



National Police Federation

British Columbia Survey

Wave 3
August 2024

pollara
strategic insights