

Fear of Crime in Waterloo Region and Beyond:

Crime Prevention and Social Capital
Re-Examined



Fear of Crime in Waterloo Region and Beyond: Crime Prevention and Social Capital Re-Examined

Ryan Maharaj Master of Social Work Candidate, Wilfrid Laurier University

With Support from:

Anthony Piscitelli Supervisor, Planning & Research,
Waterloo Region Crime Prevention Council
Dianne Heise Bennett Coordinator Community Development & Research,
Waterloo Region Crime Prevention Council
Jessica Deming Epidemiologist, Region of Waterloo Public Health
James Lane Health Data Analyst, Region of Waterloo Public Health

The Advisory Group on Research & Evaluation:

Steve Brown Professor Emeritus, University of Waterloo
Owen Gallupe Assistant Professor, University of Waterloo
Mark Pancer Professor, Wilfrid Laurier University
James Popham Knowledge Mobilization Officer, Wilfrid Laurier University
Jennifer Robinson Professor, Conestoga College
Amy Romagnoli Data Analysis Coordinator, Kitchener-Waterloo YMCA
Jennifer Schulenberg Assistant Professor, University of Waterloo

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For more information please contact Anthony Piscitelli at apiscitelli@regionofwaterloo.ca

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Executive Summary

This report is a follow up to the Waterloo Region Crime Prevention Council Fear of Crime reports from 2009, 2011 and 2012 that measured fear of crime and social capital (the extent to which individuals trust their neighbours) in Waterloo Region. This report primarily makes use of the results from the 2013 Waterloo Region Area Survey and the 2013 Omnibus Survey which describe levels of fear of crime, social capital and attitudes towards crime prevention in Waterloo Region.

To measure levels of fear of crime, participants were asked to rate how strongly they agreed or disagreed with the following question: “How safe do you feel from crime walking **alone** in your area after dark?” The majority of the respondents felt ‘very safe’ or ‘somewhat safe’ when walking alone in their area after dark. Females felt less safe than males and individuals living Kitchener felt less safe than those living in other areas of Waterloo Region.

The second key question addresses social capital and asked participants to respond to the following question: “Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?” Most participants believed people can be trusted in their community; however, there was a statistically significant 5% drop in levels of trust when compared to the results from the 2012 Waterloo Region Area Survey.

The results of the Focus Canada Survey, the General Social Survey, the Canadian Election Study and the Canadian Community Health Survey are included to further measure the multiple dimensions of social capital. These surveys cover a total of 16 questions which measure 13 dimensions of social capital and provide a clearer understanding of social capital in Waterloo Region. Generally these questions show that Waterloo Region has comparable or slightly higher social capital than Ontario and Canada.

Attitudes towards crime prevention were measured by asking participants to respond to the following question: “As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on: law enforcement including detecting crime and punishing law breakers; crime prevention which includes education and programs to prevent crime and reduce risks; or both equally?” 58% of participants prefer crime prevention strategies ahead of law enforcement strategies (33%) or ‘both’ strategies combined (8%) which is comparable to provincial and national figures.

Introduction

Every neighbourhood experiences some level of fear of crime. A certain degree of fear of crime in a community ensures that appropriate precautions are taken by residents while still allowing for high levels of social capital and the establishment of a healthy, thriving community. When fear of crime becomes too prominent or is absent from a community, problems ensue. If levels of fear of crime rise too high they begin to negatively impact quality of life; if they drop too low they invite risk-taking behaviours. To better understand public opinion of crime in Waterloo Region, this report examines public fear of crime and levels of social capital.

In 2009 the Waterloo Region Crime Prevention Council (WRCPC) made a commitment to track fear of crime throughout the Region and reports on fear of crime have been published in 2009, 2011 and 2013. The 2009 report provides a review of literature related to fear of crime and uses survey data to examine levels of fear. The 2011 report examines additional survey data and explores local attitudes with qualitative interviews. The 2013 report maps the spatial distribution of respondent's perceptions of crime while establishing baseline levels of social capital, mapping social capital and fear of crime throughout the Region.

This report continues to track levels of fear of crime and social capital in Waterloo Region. Social capital is the total actual and potential resources produced by the connection and collaboration of community members in a community (Bourdieu, 1985; Massey, 2002). Putnam (1995, p.67) defines social capital as the "networks, norms and social trust" that facilitate community cooperation. Stronger relationships and fewer conflicts between community members indicate how 'socially successful' a community is. Increased social capital reduces neighborhood violence and thus it is important to identify levels of social capital in Waterloo Region to better understand perceptions of fear of crime and neighborhood violence (Sampson, Raudenbush, & Earls, 1997).

The focus and purpose of this report are:

- a) To investigate perceptions of fear of crime in Waterloo Region;
- b) To investigate multiple dimensions of social capital in Waterloo Region in comparison to national and provincial data;
- c) To track social capital over time in Waterloo Region;
- d) To investigate the public's preference for crime prevention in addressing crime.

The 2014 report draws on data from multiple regional, provincial and national surveys including: the General Social Survey (GSS); the Canada Election Survey (CES); the Canadian Community Health Survey; the Waterloo Region Area Survey (WRAS); the PMG Omnibus Survey (Omnibus) and the Environics Institute Focus Canada Survey (Focus Canada) (see Table #1). The primary focus is on three questions. The first

addresses resident's fear of crime, the second addresses social capital¹ and the third addresses approaches to tackling crime problems:

- 1) How safe do you feel from crime walking **alone** in your area after dark?
("Very safe"; "Reasonably safe"; "Somewhat unsafe"; or "Very unsafe")
- 2) Generally speaking, would you say that: "Most people can be trusted"; or that "You cannot be too careful in dealing with people"?
- 3) As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on: "law enforcement including detecting crime and punishing law breakers"; "crime prevention which includes education and programs to prevent crime and reduce risks"; or "both equally"?

Table #1: Surveys Consulted			
Survey Title	Conducted by:	Year	Method
Focus Canada Survey	Environics Institute	2001	Phone
Focus Canada Survey	Environics Institute	2005	Phone
Canadian Election Study	York University	2008	Phone & Mail
Focus Canada Survey	Environics Institute	2008	Phone
General Social Survey	Statistics Canada	2008	Phone
Waterloo Region Area Survey	UW Survey Research Centre	2008	Mail
General Social Survey	Statistics Canada	2009	Phone
Focus Canada Survey	Environics Institute	2010	Phone
Canadian Election Study	York University	2011	Phone & Mail
Focus Canada Survey	Environics Institute	2011	Phone
Waterloo Region Area Survey	UW Survey Research Centre	2011	Phone

¹ This question is the standard measure of social capital in a community (Halpern, 2005, p. 33).

Canadian Community Health Survey	Epidemiology and Health Analytics of Region of Waterloo Public Health	2011-2012	Phone
Waterloo Region Area Survey	UW Survey Research Centre	2012	Phone
Focus Canada Survey	Environics Institute	2013	Phone
Omnibus Survey	PMG Intelligence	2013	Phone
Waterloo Region Area Survey	UW Survey Research Centre	2013	Phone

Six different surveys were used to identify local patterns in the Region and to compare these findings to provincial and national data.

The **Waterloo Region Area Survey** (WRAS) is “a random sample of residents in Waterloo Region” (2011 WRAS). They have used consistent questions over the past decade to collect perceptions of crime in Waterloo Region. WRAS has served as the basis for each of the Fear of Crime reports in order to maintain consistent tracking over time.

The **Omnibus Survey** allows organizations to purchase space in order “to collect statistically valid answers to questions that are relevant to your organization” (2013 Omnibus). This survey includes data for Question 1 on fear of crime which allow for a triangulation of the data on fear of crime. This provides an additional source to help validate WRAS results.

The **General Social Survey** (GSS) “gather[s] data on social trends in order to monitor changes in the living conditions and well-being of Canadians over time and to provide information on specific social policy issues of current or emerging interest” (Statistics Canada, 2014). This survey includes data for Question 2 which provides for a comparison of the multiple dimensions of social capital between Waterloo Region, Ontario and Canada.

The **Canadian Election Study Survey** (CES) “provide[s] a thorough account of [Canadian elections], to underline the main reasons why people vote the way they do, to indicate what does and does not change during the campaign and from one election to another and to highlight similarities and differences between voting and elections in

Canada and in other democratic countries” (2011 CES). This survey includes data for Question 2 on social capital which provides comparison data between Waterloo Region and Canada.

The **Canadian Community Health Survey (CCHS)** aims “to gather health-related data at the sub-provincial levels of geography (health region or combined health regions)” (Statistics Canada, 2012). It does not include any of the three primary questions verbatim but does measure social capital.

The **Focus Canada Survey** addresses “perceptions of crime rates, the priority for governments emphasizing law enforcement versus crime prevention, as well as opinions about capital punishment and assisted suicide” (The Environics Institute, 2013). This survey provides comparisons for Question 3 on crime prevention.

Each of the three questions addressed in the 2014 Fear of Crime report are included in at least two of these six surveys. The purpose of including multiple yearly versions of each of these six surveys is: to compare differences within a single survey (i.e. the different versions of the WRAS survey); to compare differences between multiple surveys (i.e. the WRAS versus the Omnibus); and to support findings using multiple sources.

Methodology

The results of multiple surveys are compared to better understand fear of crime and social capital in Waterloo Region. This report will make use of the results of the following surveys: Waterloo Region Area Survey (2009, 2011, 2012 and 2013); General Social Survey (2008 and 2009); Omnibus Survey (2013); Canadian Election Survey Study (2008 and 2011); Canadian Community Health Survey (2011-2012); and Focus Canada Survey (2008, 2010, 2011 and 2013).

The 2013 WRAS was conducted between October 21 and November 10, 2013 as a telephone survey investigating feelings of fear of crime in Waterloo Region. The sample for the survey was purchased from “ASDE Survey Sampler” which made use of the phonebook for listed numbers and used a connection probability to collect unlisted numbers. Both landline and cell phone numbers were included. The “Next Birthday Method” was used for landlines where “after contact is made with the household, the interviewer determines if the household contains two or more adults and then asks to speak with the adult household member with the next birthday” (Battaglia, Link, Frankel, Osborn, & Mokdad, 2008, p. 459). Each number was contacted a maximum of eight times or until the call was answered and all participants were required to be 18 years or older. In total, 3,044 houses were contacted throughout Waterloo Region and a total of 400 surveys were fully completed. A number of the questions included in the survey have been repeated from previous WRAS for purposes of comparison.

The 2013 Omnibus Survey was conducted between November and December of 2013. Contacting landline numbers was the primary means of connecting with participants, however a limited amount of cell phone numbers were included for purposes of randomization. A total of 3,300 numbers within Waterloo Region were called and 747 surveys were completed.

The 2011 CES addressed perceptions of election related issues and was conducted between May and June of 2011. A total of 7,670 phone numbers were contacted (4308 campaign period surveys (CPS) 3,362 post-election surveys (PES)) via telephone. CPS surveyors collected participant’s email addresses while PES surveyors collected participant’s mailing address. A mail back survey (MBS) with 1,567 respondents and a web-based survey of 767 were conducted.

The 2009 GSS on victimization used random digit dialing to contact approximately 19,500 households from February to November 2009. “Households without telephones or with only cellular phone service were excluded”, representing roughly 9% of the population of Waterloo Region (Statistics Canada, 2009).

The 2011-2012 Canadian Community Health Survey (CCHS) made use of random digit dialing to contact approximately 130,000 respondents nation-wide aged 12 or older. (Statistics Canada, 2012).

The 2013 Focus Canada survey is a telephone survey that was conducted between October 1 through 17, 2013. A total of 1,002 nation-wide participants age 18 and older responded (The Environics Institute, 2013).

Previous versions of these surveys used similar methodologies, with the exception of the 2008 WRAS which was a mail back survey as opposed to a phone survey.

Results and Discussion

Fear of Crime in Waterloo Region

“Fear of crime can often act as a barrier in preventing people from participating in or performing certain activities” (Woolnough, 2009, p.41). When moderated, however, fear of crime can act as a beneficial aspect of a community, allowing community members to live freely while maintaining caution and safe practices (Bourke, 2010; Moore & Trojanowicz, 1988). Thus, fear of crime is an inherent aspect of community vitality, be it positive or negative. Tracking citizen’s fear of crime allows for a better understanding of fear stimuli so that changes can be made to alleviate such causes of fear. To measure perceptions of fear of crime, the 2009 GSS², the 2013 Omnibus and the 2011, 2012 and 2013 WRAS’ asked the question: “How safe do you feel from crime walking **alone** in your area after dark?” (see Figure #1).

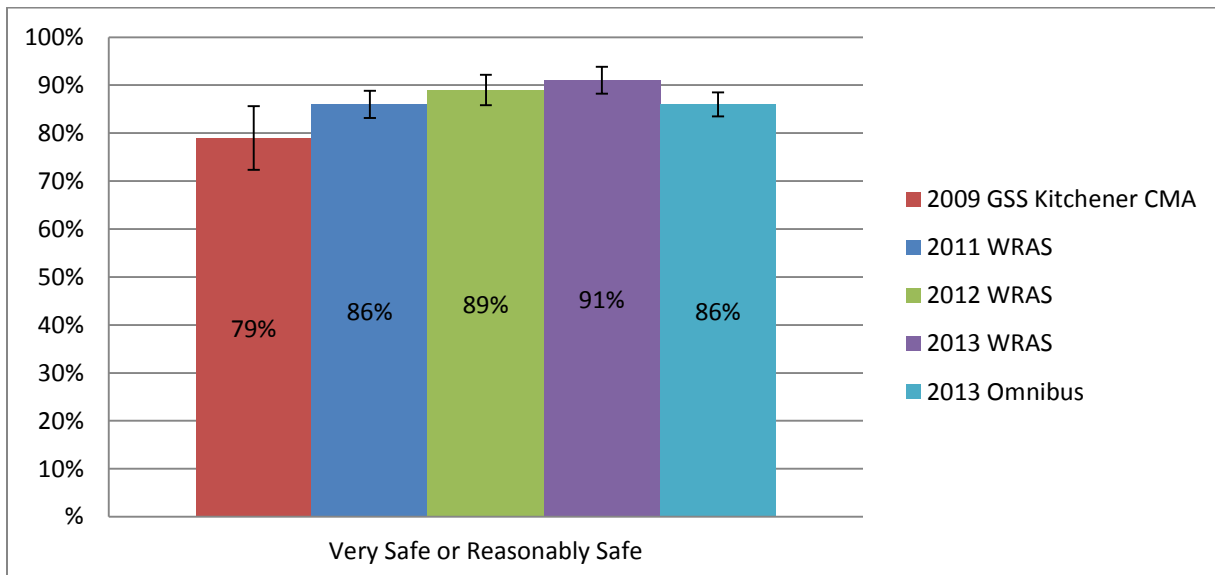


Figure #1: How safe do you feel from crime walking alone in your area after dark?

Overall, most Canadians feel satisfied with their personal safety from crime. “In 2009, more than 8 in 10 (83.0%) Canadians said that they were not at all worried when home alone in the evening” (Brennan, 2011, p.3). Similar findings have been shown in Waterloo Region. The results for the 2013 WRAS depict a consistent decrease in participant’s fear of crime when walking alone after dark in Waterloo Region in comparison to the 2009 GSS³, the 2011 WRAS and the 2012 WRAS. The 2013 WRAS showed a 2.0% decrease

² The General Social Survey is a quinquennial survey (occurs every five years) and, thus, 2009 is the most recent edition. It is a Canada wide survey but the results included in this section apply only to the Kitchener-Cambridge-Waterloo Census Metropolitan Area (CMA), not the entire Region.

³ If only the respondents from the Kitchener-Cambridge-Waterloo CMA are considered the results still show a statistically significant decrease in fear of crime compared to the 2009 GSS.

in fear of crime from the 2012 WRAS (see Table #2). Likewise, the 2012 WRAS showed a 4.0% decrease from the 2011 WRAS. The 2011 WRAS showed a 6.0% decrease from the 2009 GSS; however this comparison should be used with caution as the 2009 GSS does not address the entire Region but rather the Kitchener-Cambridge-Waterloo Census Metropolitan Area (CMA). The most accurate comparison is between the 2011 WRAS and the 2013 WRAS as there are no confounding methodological differences. There is a statistically significant difference between the two surveys indicating a clear decrease in fear of crime in Waterloo Region⁴. This four year collection of data indicates a statistically significant decrease in fear of crime and increase in feelings of security⁵.

Table #2: Responses to the question “How safe do you feel from crime walking ALONE in your area after dark?”

	2009 GSS	2011 WRAS	2012 WRAS	2013 WRAS	2013 Omnibus Survey
	Kitchener-Cambridge-Waterloo CMA	Waterloo Region	Waterloo Region	Waterloo Region	Waterloo Region
Very Safe	37.5%	40.1%	39.5%	40.3%	38.8%
Reasonably Safe	41.5%	45.2%	49.7%	50.3%	47.2%

The 2013 WRAS and the 2013 Omnibus showed statistically significant differences in results for this question⁶. The 2013 Omnibus shows a 3.2% higher fear of crime compared to the 2012 WRAS and a 4.7% difference to the 2013 WRAS despite using samples from the same geographical areas and each being weighted to reflect the actual population of Waterloo Region. The 2013 WRAS and the 2013 Omnibus indicate that the primary differences are in the ‘reasonably safe’ and ‘somewhat unsafe’ categories rather than the more extreme responses (‘very safe’ and ‘very unsafe’). Between the 2013 WRAS (Figure #2) and the 2013 Omnibus (Figure #3) there is a 3% difference in the ‘reasonably safe’ category (WRAS 50%, Omnibus 47%) and a 4% difference in the ‘somewhat unsafe’ category (WRAS 7%, Omnibus 11%). This difference could be a result

⁴ 2.78% margin of error between 2011 and 2013 polls at the 99% confidence level.

⁵ 3.99% margin of error between 2011 and 2012 polls at the 99% confidence level and 0.67% margin of error between 2009 and 2013 poll at the 99% confidence level.

⁶ 3.35% margin of error between 2013 WRAS and 2013 Omnibus polls at the 99% confidence level.

of methodological differences between the surveys. It is also possible that the inaccurate sampling of Waterloo (largely overrepresented) and Cambridge (largely underrepresented) in the 2013 Omnibus have distorted these results. Weighting techniques are used when certain groups in a survey sample are overrepresented or underrepresented when compared to the actual population. Weighting adds more or less importance to these groups in order to create a more accurate survey sample (see Appendix B). The weighting technique can normally correct for a skew but the level of underrepresentation for Cambridge has caused some respondents to be weighted so heavily that they may be skewing the overall survey results⁷.

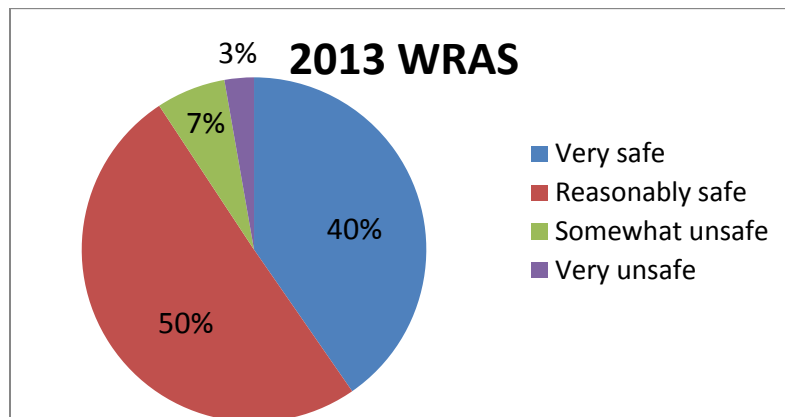


Figure #2: 2013 WRAS: How safe do you feel from crime walking alone in your area after dark?

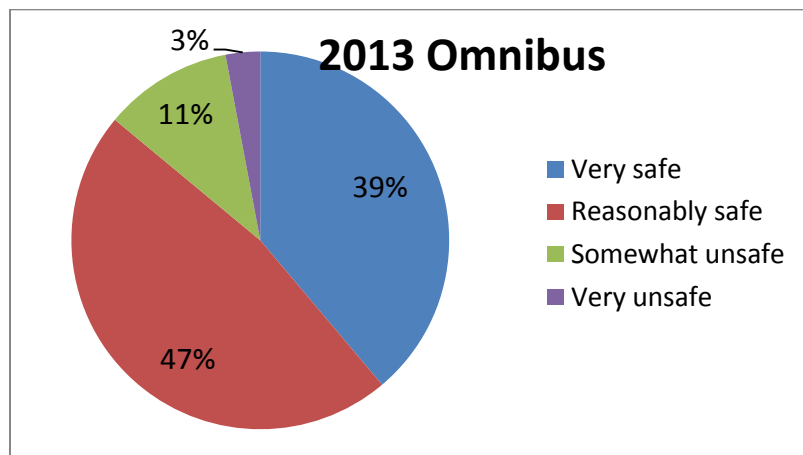


Figure #3: 2013 Omnibus: How safe do you feel from crime walking alone in your area after dark?

⁷ When examining the data in detail, a lower proportion of the cases were given weights above 3.0 (77%) indicating they felt 'very safe' or 'reasonably safe' compared to the overall results.

Fear of Crime by Gender

When both the 2013 WRAS and the 2013 Omnibus responses to the question ‘How safe do you feel from crime walking **alone** in your area after dark?’ are compared against gender, the results suggest a statistically significant gender difference in fear of crime⁸ (see Figures #4 and #5). This correlation between gender and fear of crime was also seen in 2012 ($p = <.001$) indicating a consistent relationship.

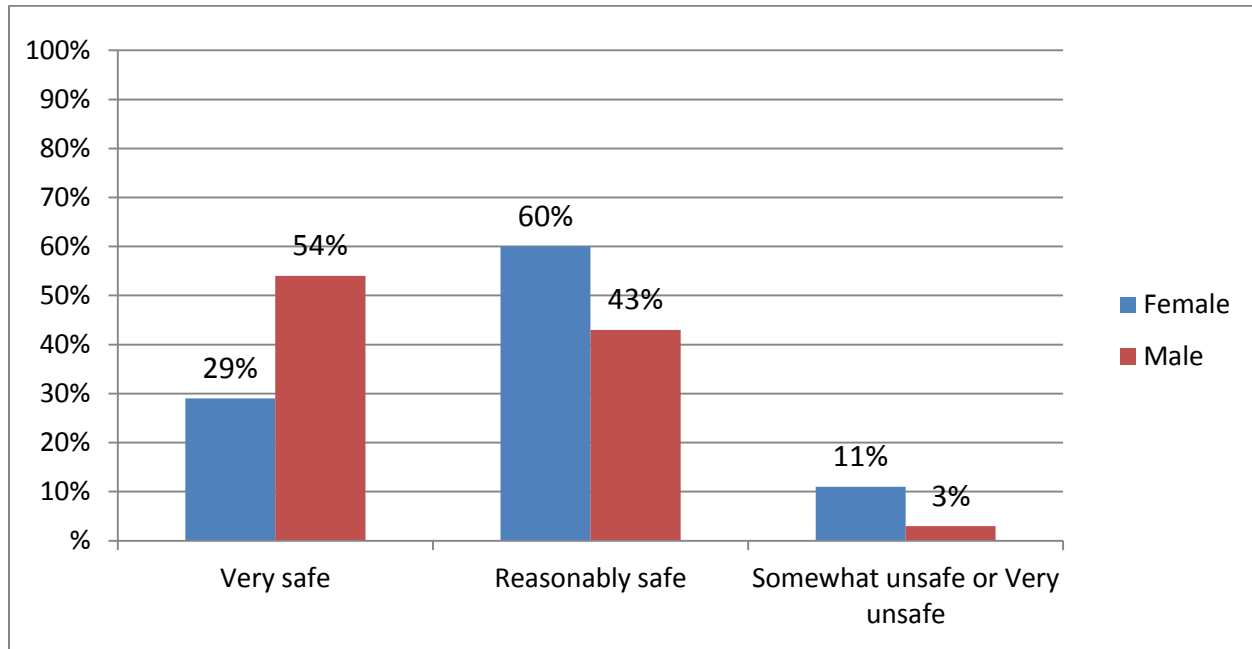


Figure #4: 2013 WRAS: How safe do you feel from crime walking alone in your area after dark? By 'Gender 'n = 399 $\chi^2 = 33.523$ df = 3, $p = <.001$

⁸ $p = <.001$ for both surveys indicating that there is less than a 0.1% chance that the gender difference in fear of crime can be attributed to random chance.

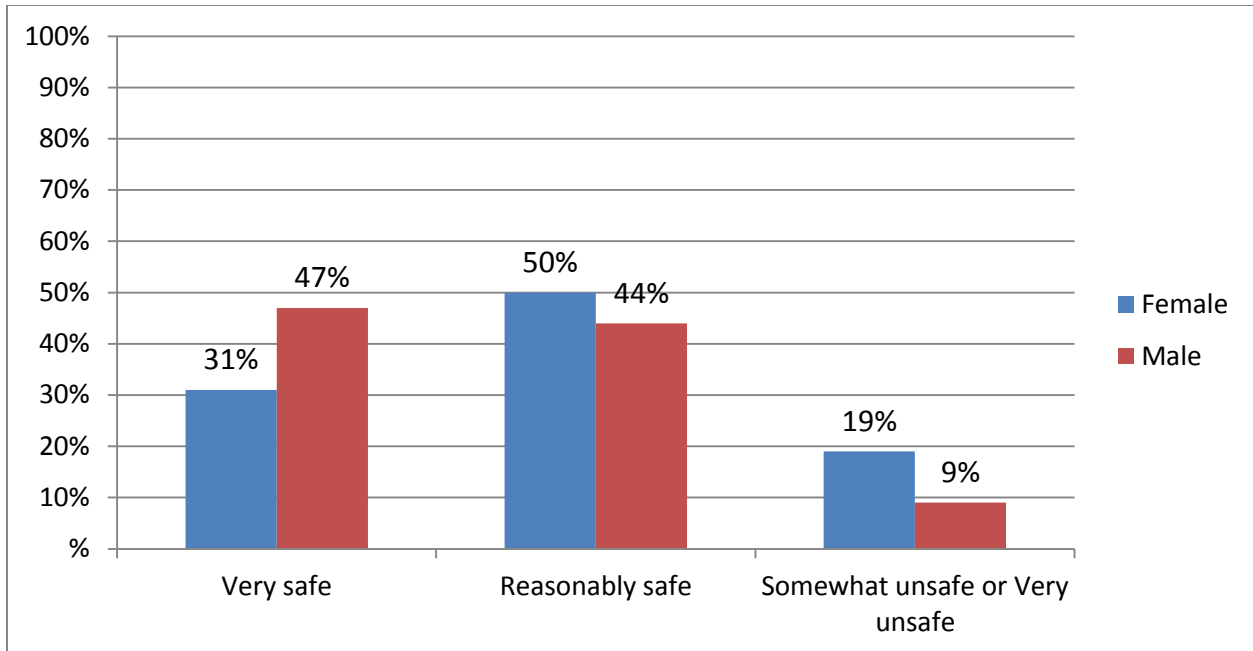


Figure #5: 2013 Omnibus: How safe do you feel from crime walking alone in your area after dark? By 'Gender' n = 744 $\chi^2 = 36.288df = 3, p = <.000$

Both surveys show that females are more likely than males to respond 'Reasonably safe' and 'Somewhat unsafe/Very unsafe' to this question. These data are consistent with other published research, in that women consistently show higher rates of fear of crime, particularly of being assaulted by a stranger (Brennan, 2011; Haggerty, 2003; Kitchen & Williams, 2010). "Although the greatest fear of many women – and the majority of policies aimed at addressing those fears – is that they will be victimized by a stranger at a public locale, most research shows that crimes against women are more likely to be committed by somebody within their social network or even their own home" (Broll, 2014, p. 4).

This issue has been addressed by many scholars who have attempted to connect certain instances of females' fear of crime to past occurrences of intimate partner violence (Broll, 2014). "One's personal experiences with crime play, at most, a limited role in experiencing that person's fear of crime. Many feminist researchers, however, have argued that physical, sexual and psychological abuse by male intimates is a major predictor of women's overall fear of crime (Broll, 2014, p. 2)". This is not to say that all females fear crime as a result of intimate partner violence, but that the higher percentage of females to males may reflect this dynamic. This dynamic also may be the result of intersecting influences such as the media, gendered socialization patterns, a culture of fear and the fact that fear of crime extends far beyond intimate partner violence.

Fear of Crime by Community of Residence

The primary focus of the 2012 Fear of Crime Report was to map fear of crime geographically within Waterloo Region. While the 2012 WRAS responses showed a statistically significant relationship among areas in the Region (Cambridge, Kitchener, Waterloo and the Townships) and feelings of safety (“How safe do you feel from crime walking **alone** in your area after dark?”), the 2013 WRAS did not find statistically significant results⁹ (see Figure #6).

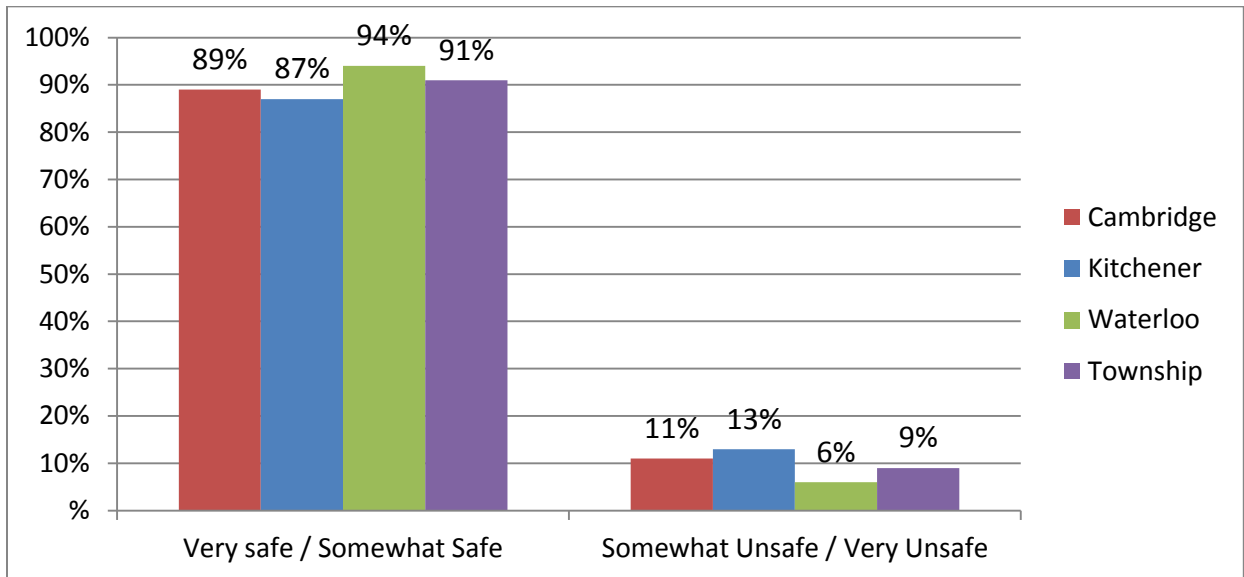


Figure #6: 2013 WRAS: How safe do you feel from crime walking alone in your area after dark? By ‘City/Township’ n = 400 $\chi^2 = 9.869$ df = 9, p = .361

The 2013 Omnibus data suggest statistically significant differences in fear of crime among areas of the Region (see Figure #7). Sample sizes may have affected results as the 2013 Omnibus data were non-reflective of Regional demographics and the Cambridge data were created from a sample of only 47 individuals.

⁹ WRAS 2012: (n = 616 $\chi^2 = 28.08$, df = 9, $p < .005$); WRAS 2013: n = 400 $\chi^2 = 9.869$ df = 9, $p = .361$

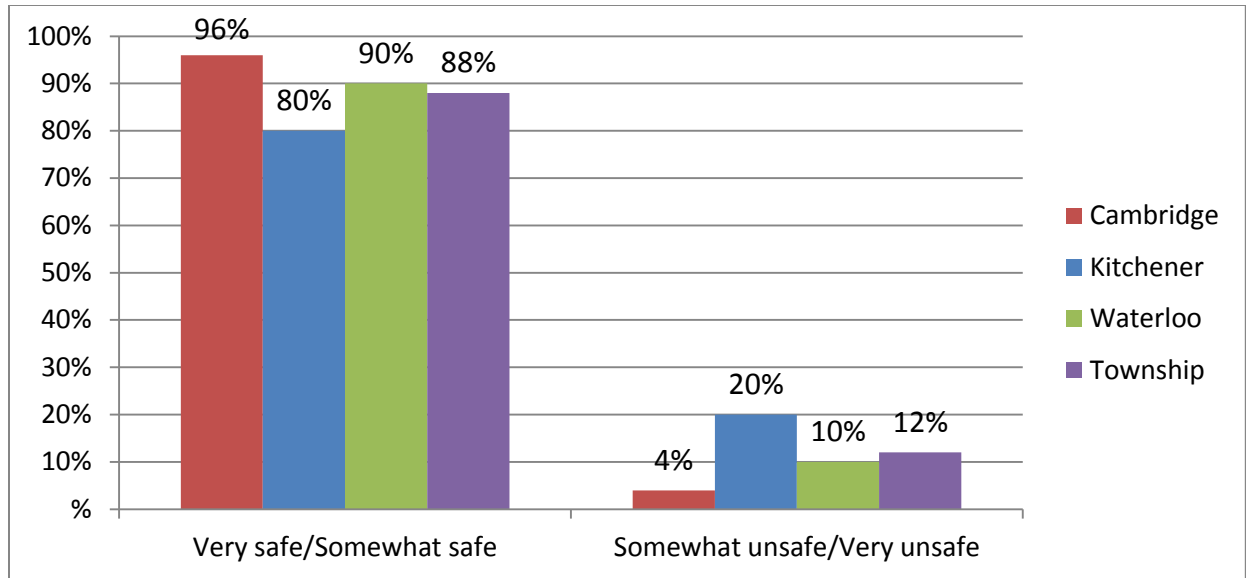


Figure #7: 2013 Omnibus: How safe do you feel from crime walking alone in your area after dark? By 'City/Township' n = 743 $\chi^2 = 48.214$ df = 9, $p = <.000$

Each of the surveys found that Kitchener had the highest representation of 'Somewhat unsafe/Very unsafe' responses. There is a large discrepancy between the 2013 WRAS and the 2013 Omnibus data regarding Cambridge. The 2013 WRAS shows Cambridge 7% higher in the 'Very safe/Somewhat safe' category.

Attitudes Related to Crime Prevention

Attitudes towards crime prevention are an indicator of a community's cohesion and overall community atmosphere. This can be interpreted in two ways: (1) Increases in cohesion allow communities to devote more attention to crime prevention initiatives; (2) as the number of crime prevention initiatives increase, often times there is a consequent rise in social cohesion (Vallée, 2010). Communities that are more invested in crime prevention approaches, therefore, develop higher levels of social cohesion and have more interest in long term crime and justice strategies.

Attitudes on crime prevention approaches were collected by the Focus Canada survey over 13 years. This includes Canada-wide perceptions on government spending on crime and justice regarding law enforcement versus crime prevention (see Table #3). Over the past 13 years there has been an increased preference for crime prevention and a decreased focus on law enforcement (response range from 53% to 63% supporting crime prevention).

Table #3: Focus Canada - Canadian Wide Survey: As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on:

	Law enforcement including detecting crime and punishing law breakers	Crime prevention; which includes education and programs to prevent crime and reduce risks	Both Equally
2001 Focus Canada	34%	59%	7%
2005 Focus Canada	39%	54%	8%
2008 Focus Canada	35%	53%	11%
2010 Focus Canada	36%	58%	4%
2011 Focus Canada	31%	63%	4%
2013 Focus Canada	33%	58%	8%

Ontario data suggests a similar inclination towards crime prevention with an average of 59% of respondents favouring crime prevention over the past 13 years (median 58.5) (see Table #4). The proportion of responses mirrors that of Canadian responses.

Table #4: Focus Canada - Ontario Wide Survey: As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on:

	Law enforcement including detecting crime and punishing law breakers	Crime prevention; which includes education and programs to prevent crime and reduce risks	Both Equally
2001 Focus Canada	38%	56%	5%
2005 Focus Canada	39%	56%	10%
2008 Focus Canada	37%	58%	7%
2010 Focus Canada	34%	61%	5%
2011 Focus Canada	31%	64%	5%
2013 Focus Canada	33%	59%	8%

The Focus Canada survey, used to collect data for Canada and Ontario regarding government spending regarding crime and justice, includes data on Waterloo Region. However, these data cannot be separated from national and provincial data. In order to collect Regional responses that are comparable to the findings in Canada and Ontario, the 2012 and 2013 WRAS included identical questions to these regarding spending on crime and justice. These data also show an inclination towards crime prevention that is comparable in level to that of both Canada and Ontario (see Table #5).

Table #5: Waterloo Region Area Survey: As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on:

	Law enforcement including detecting crime and punishing law breakers	Crime prevention; which includes education and programs to prevent crime and reduce risks	Both Equally
2012 WRAS	30%	59%	11%
2013 WRAS	31%	57%	12%

In 2013, Canada, Ontario and Waterloo Region all have similar ratios between the three participant response categories (See Figure #8)¹⁰. There are no significant differences between these three areas and their responses to government spending regarding crime and justice.

¹⁰ Comparing 2013 WRAS and 2013 Environics Data.



Figure #8: “As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on: law enforcement including detecting crime and punishing law breakers; crime prevention; which includes education and programs to prevent crime and reduce risks; or both equally.”¹¹

Crime prevention movements and organizations promote community health and vitality allowing for higher levels of social capital. When the 2009 GSS participants were asked whether they “know of any community organizations working to prevent crime and improve safety in your neighbourhood?”, Kitchener-Cambridge-Waterloo respondents reported higher knowledge than Canada (1.4% higher) but lower scores than Ontario (0.6% lower) (see Table #6). These results must be interpreted with caution however, as the Ontario data may be inaccurate due to a high coefficient of variation (denoted with an ‘E’)¹² and the difference between Canada and Kitchener-Cambridge-Waterloo was non-significant.

Table #6			
Questions	Respondents who answered ‘yes’		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
Do you know of any community organizations working to prevent crime and improve safety in your neighbourhood?	33.4%	35.4% ^E	34.8%

¹¹ The ‘both equally’ responses have been removed from this chart in order to compare preferences towards crime prevention versus law enforcement.

¹²“The coefficient of variation (CV) is a measure of sampling error which indicates the reliability of the estimates of survey data (Statistics Canada, 2014). Any data marked with an ‘E’ has a CV denoting low reliability and should be used with caution due to sample size issues.

Social Capital in Waterloo Region

Social capital can be defined as the total actual and potential resources that are produced by the connection and collaboration of community members in a community (Bourdieu, 1985; Massey, 2002). As residents successfully interact, resources are produced which increases social capital for that community. The success of this interaction is dependent upon the establishment of healthy, thriving and trusting relationships (Chung, 2008; Lin, 2001). To be successful in increasing social capital for the community, community members must have: ongoing connections and communication with other members (can occur with other members within the community or members from other communities); established relationships and trust that is founded on past interactions; and, common goals and understood norms that are shared as a collective (Adler & Kwon, 2009; Nahapiet and Ghoshal, 1998; Ying, Daud, Kiong, 2011).

Social capital features multiple dimensions.

Social capital has many dimensions including trust, reciprocity and social cohesion. “Trust is the expectation that arises within a community of regular, honest and cooperative behavior, based on commonly shared norms, on the part of other members of that community” (Fukuyama, 1996, p.26). The interactions between members of a community can only successfully occur with sufficient levels of trust. These successful interactions also increase levels of trust and perpetuate “regular, honest and cooperative behavior” (Fukuyama, 1996, p.26). Trust can function as a foundational pre-condition of social capital or it can be generated as a product of high levels of social capital (Adler and Kwon, 2000).

Reciprocity, which is inherently linked with trust, has been defined as “a social dynamic whereby persons give, receive and return” (Torche & Valenzuela, 2011, p.188). It is a mutual participation of community members where resources offered by one group or individual (i.e. time, energy, money, support) are returned in some other form by the receiving group or individual. Like social capital, reciprocity is both founded upon and produces trust. A significant aspect of raising social capital is the equal participation and motivation by all involved members or groups which is manifested as reciprocity.

Social cohesion is loosely defined as the interactions between members of a society based on trust, inclusivity, a sense of belonging and willingness to participate (Chan, To & Chan, 2006). The success of social capital requires healthy social cohesion and, thus, social capital can be considered as a subset of social cohesion. Healthy relationships require moderate to high levels of trust, a sense of belonging and mutual/reciprocal participation. It is necessary to measure each of these various dimensions including trust, reciprocity and social cohesion in order to understand community vitality in Waterloo Region.

Social Capital and Fear of Crime

Another important aspect of both social capital and social cohesion is 'collective efficacy' which is defined as "social cohesion among neighbors combined with their willingness to intervene on behalf of the common good" and is a product of levels of trust, inclusivity, cohesion and interpersonal interaction (Sampson et al., 1997, p. 1). If individual community members or groups of community members are unable and unwilling to be a part of the community, collective efficacy is low and social capital will ultimately suffer (Friedkin, 2004). This relationship between willingness to participate and social capital is directly related to crime levels as "higher levels of social capital, all else being equal, translate into lower levels of crime" (Putnam, 2000, p. 308). Actual crime and fear of crime can inhibit cohesion which is why it is important to understand levels of social capital and fear of crime simultaneously for the purposes of increasing community health and vitality. By raising social capital and collective efficacy we can effectively reduce levels of crime and by reducing fear of crime, social capital will increase.

Broken Windows theory (Kelling & Wilson, 1982) directly addresses this relationship between perceptions of crime and levels of social capital. It suggests that minor indicators of social disorder (i.e. graffiti) which are left unattended perpetuate further social disorder (graffiti encourages petty crime). This theory can be applied to social capital, social cohesion and collective efficacy as well. Low levels of trust, feelings of isolation and unreciprocated participation are easily perpetuated which can lead to progressive social decay (Friedkin, 2004). This decay then reduces levels of social capital as community members become less invested and unmotivated to input resources (time, money and energy) into the community. This is perceived as an overall decrease in community vitality which, in turn, increases distrust and perceptions of fear of crime¹³.

In order to track social capital in Waterloo Region we have made use of the 2009 GSS, the 2008 and 2011 CES, the 2011-2012 CCHS and the 2012/2013 WRAS which have collected data on 12 variables indicating levels of community trust, justice, sense of belonging and inclusivity and willingness to participate. Each of these indicators of social capital is discussed individually in order to compare to national and provincial data and to identify and isolate gaps in feelings of cohesion in Waterloo Region.

¹³ It must be mentioned that broken windows theory has been challenged by authors such as Harcourt (2005) and Harcourt and Ludwig (2006) who argue that there is little empirical evidence of the theory and that few scholars have investigated the direct effects of 'broken windows theory'.

Indicators of Social Capital

In the 2012 WRAS, 65.0% of respondents felt that most people can generally be trusted (see Figure #9). In the 2013 WRAS that number decreased to 60.0% which is a statistically significant decline at the 95% confidence level.

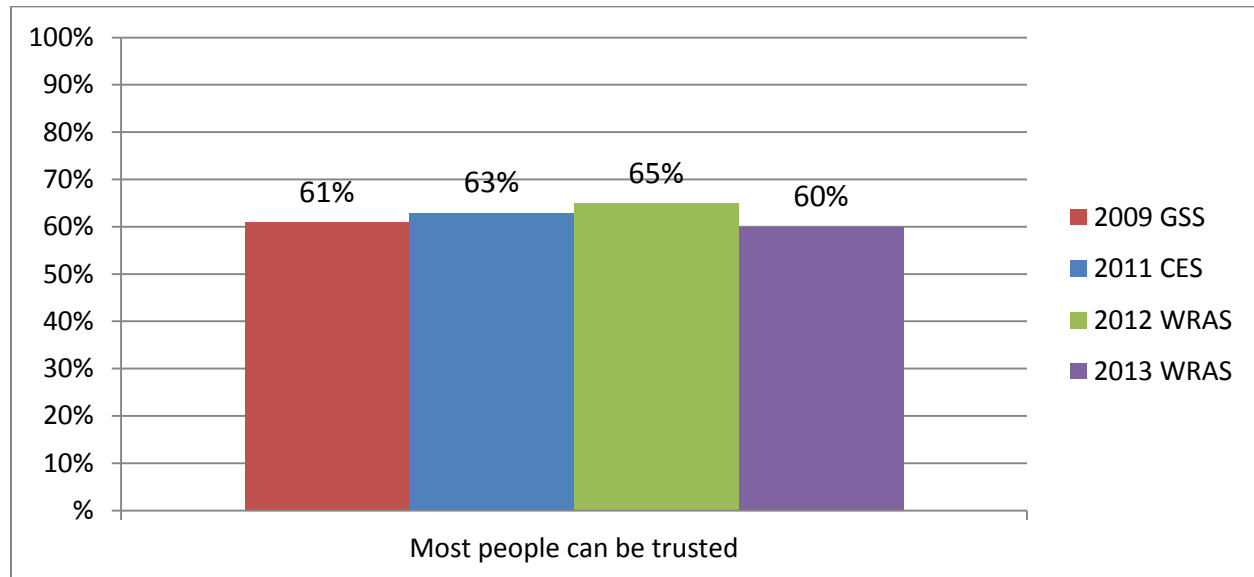


Figure #9: Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?¹⁴

When considering the most recent nation-wide data however (the 2011 CES), trust and social capital are higher in Waterloo Region than in Canada or Ontario (see Table 7). The 2011 CES reports Ontario's level of trust at 36.8%, Canada's at 48.6% (9.8% higher than Ontario) and Waterloo Region's at 63.2% (14.6% higher than Canada and 26.4% higher than Ontario). Considering the fact that the regional numbers are higher than national and provincial numbers and that regional numbers remain reasonably consistent amongst the four surveys, there is a clear difference in social trust nationally, provincially and regionally. This dynamic warrants further attention in future studies.

Table #7: Responses to the question "Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people"

Survey	Region of Waterloo	Ontario	Canada
2008 CES	N/A ¹⁵	53.2%	52.1%
2009 GSS	61% ¹⁶	49%	46%

¹⁴ 2009 GSS and 2012 CES data are from the Kitchener-Cambridge-Waterloo Census Metropolitan Area and not representative of the entire Region.

¹⁵ These data were suppressed as only 13 responses were collected.

2011 CES	63.2% ¹⁷	36.8%	48.6%
2012 WRAS	65.3%	-	-
2013 WRAS	60.2%	-	-

Based on the results of the 2011 CES question asking ‘Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?’, Waterloo Region shows higher reported levels of social capital than Canada and Ontario.

To grasp a more developed understanding of social capital it is important to understand its multiple dimensions and go beyond basic measurements of ‘trust’. The 2009 GSS explored these various dimensions of social capital with a series of 12 questions. Waterloo Region continues to have higher levels of social capital than Canada and Ontario when measuring levels of community trust, willingness to help neighbours and knowledge of local sports clubs, ethnic/cultural centers and crime prevention organizations. The Region is lower, however, when measured for community member’s sense of belonging and whether they personally know their neighbours.

The first dimension of social capital involves ‘inclusive practice’ which indicates community members’ (individuals or groups) willingness to collaborate and interact with diverse populations (Chan, To & Chan, 2006; Heuser, 2005; Koonce, 2011). Knowledge of and participation in ethnic/cultural clubs can be used to measure levels of inclusion. Kitchener-Cambridge-Waterloo respondents report a significantly higher knowledge of local ethnic or cultural associations/clubs (51.9%) when compared to both Canada (40.5%) and Ontario (41.1%)¹⁸ (see Table #18)¹⁹. In Waterloo Region 2013, individuals born outside-of-Canada represent 24.9% of the population which is 4.3% higher than Canada-wide figures (20.6%). The results of the 2009 GSS show that a higher knowledge of local ethnic or cultural associations/clubs in Kitchener-Cambridge-Waterloo. This is likely a result of the higher percentage of individuals born outside-of-Canada in the region when compared to Canada. Therefore Waterloo Region is either providing more opportunities for ethnically or culturally inclusive spaces or is better at advertising/disseminating these spaces when compared to Canada and Ontario. It would be more accurate, however, to compare Waterloo Region with other large cities rather than provincial or national figures as smaller communities, which are included in

¹⁶ These data reflect the Kitchener-Cambridge-Waterloo Census Metropolitan Area not the entire Waterloo Region.

¹⁷ These data reflect the Kitchener-Cambridge-Waterloo Census Metropolitan Area not the entire Waterloo Region.

¹⁸ Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = 6.506$ df = 1, $p = < 0.05$). Ontario – Kitchener-Cambridge-Waterloo: ($\chi^2 = 6.654$ df = 1, $p = < 0.01$).

¹⁹ Cross tabulation tests of significance in this section were created using an online analysis software found at <http://www.graphpad.com/>.

provincial and national surveys, are less likely to have many ethnic or cultural associations because of less diverse populations and limitations on resources.

When those who answered 'yes' to the previous question were asked whether they participated in local ethnic or cultural clubs, however, participants in the Kitchener-Cambridge-Waterloo survey responses were 1.5% less than Canada and 5.7% less than Ontario but differences are not statistically significant (see Table #8).

Table #8			
Questions	Respondents who answered 'yes'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
Do you know of any ethnic or cultural associations or clubs in or near your city, town or community? ²⁰	40.5%	41.1%	51.9%
In the past 12 months, were you a member or participant in any of these organizations?	20.1%	24.3%	18.6% ^E

Participation in sports and recreation in community centres is another dimension of social capital (Friedkin, 2004). Leisure time spent among community members develops levels of trust and a sense of camaraderie. Respondents in Kitchener-Cambridge-Waterloo showed higher reported knowledge of sports or recreational centres and higher participation rates in such centres than Canada and Ontario. These differences, however, are not significant²¹ (see Table #9). Knowledge of sports or recreational centres was higher in Waterloo Region when compared to Canada and Ontario by 1.5% and 1.6% respectively. Likewise amongst those who knew about a recreation centre, the Region had higher participation rates by 3.3% and 3.0%.

Table #9			
Questions	Respondents who answered 'yes'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
In your neighbourhood, are there any sports or recreational centres?	85.5%	85.4%	87.0%
In the past 12 months, were you a member or participant in any of these centres?	43.7%	44.0%	47.0%

²⁰ Data for Ontario should be used with caution.

²¹ Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = 0.709$ df = 1, $p = > 0.1$) $p = .3998$; Ontario – Kitchener-Cambridge-Waterloo: ($\chi^2 = 0.728$ df = 1, $p = > 0.1$) $p = .3937$

Sense of belonging relates to these concepts of inclusion and community engagement through leisure. Individuals and groups of community members who do not feel connected to their community are less likely to invest time and resources towards increasing social capital. Higher senses of belonging are related to increased levels of social capital and decreased levels of fear of crime. Although Kitchener-Cambridge-Waterloo (72.0%) shows lower numbers for sense of belonging in the local community when compared to Canada (78.9%) and Ontario (74.3%) (4.6% lower than Canada and 8.1% lower than Ontario), these comparisons are likely skewed by low reliability rates for Kitchener-Cambridge-Waterloo data (see Table #10) and should be interpreted with caution. There is a statistically significant difference between Canada and Kitchener-Cambridge-Waterloo but not between Ontario and Kitchener-Cambridge-Waterloo²².

Table #10			
Questions	Respondents answered 'Very Strong/Somewhat Strong'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
How would you describe your sense of belonging to your local community?	78.9%	74.3%	72.0% ^E

2011-2012 CCHS also addressed participant's sense of belonging in Kitchener-Cambridge-Waterloo by measuring participant's "Sense of belonging to local community?" (see Table # 11). 57.6% of participants in Kitchener-Cambridge-Waterloo responded 'Very strong/Somewhat strong' compared to 65.3% of Ontario respondents (7.7% higher in Ontario). The responses to these questions cannot be directly compared to the 2009 GSS as the question and year of response are different. Also, the 2011-2012 survey only collected Ontario responses.

Table #11			
Questions	Respondents answered 'Very Strong/Somewhat Strong'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
Sense of belonging to local community	N/A	65.3%	57.6% ^E

²²Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = .669$ df = 1, $p = > 0.1$). Ontario – Kitchener-Cambridge-Waterloo: ($\chi^2 = 4.322$ df = 1, $p = < 0.05$).

Knowledge of and interaction with other community members is a direct indicator of social capital (Putnam, 1995).. Respondents in Kitchener-Cambridge-Waterloo show significantly lower numbers than Canada (9.2% lower) and Ontario (7.9% lower) when asked if they 'know most, many, a few or none of the people in your neighbourhood?'²³ (see Table #12). These numbers should be interpreted with caution however, due to the low reliability rates of the Kitchener-Cambridge-Waterloo data.

Table #12			
Question	Respondents answered 'Most of the people in your neighbourhood/ Many of the people in your neighbourhood'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
Would you say that you know most, many, a few or none of the people in your neighbourhood?	47.3%	46.0%	38.1% ^E

The question asking “How many relatives and friends do you have who you feel close to” considers the interpersonal social connectedness of respondents. Overall, there are few responses in the 0-4 close relatives/friends category. Almost half of all participants reside in the 5-14 close relatives/friends category (see Table #13). Respondents in Kitchener-Cambridge-Waterloo who report to having more than 15 close relatives/friends are 2.0% higher than in Ontario and 1.5% higher than in Canada although this is not a statistically significant difference. Respondents were then asked how many of these close relatives/friends lived in the same locality as they do. These data show that most respondents have 0-14 close relatives/friends living in the same locality as they do (Canada 82.7%, Ontario 82.0%, Kitchener-Cambridge-Waterloo 86.9%). Canada and Ontario had very similar results for the 15+ close relatives/friends category while Kitchener-Cambridge-Waterloo had much lower numbers. These figures are to be interpreted with caution however, as the Kitchener-Cambridge-Waterloo results in this category are low in reliability due to a small sample size.

²³Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = 4.462$ df = 1, $p = < 0.05$). Ontario – Kitchener-Cambridge-Waterloo: ($\chi^2 = 3.574$ df = 1, $p = < 0.1$).

Table #13				
Questions	Answers	Canada	Ontario	Kitchener-Cambridge-Waterloo
How many relatives and friends do you have who you feel close to, (that is, who you feel at ease with, can talk to about what is on your mind, or call on for help)?	Responses in the 0-4 category	14.9%	15.2%	12.7%
	Responses in the 5-14 categories	49.4%	48.7%	48.6%
	Responses in the 15+ categories	35.6%	36.1%	37.6%
Of these relatives and close friends you feel at ease with, how many live in the same city or local community as you?	Responses in the 0-4 category	42.9%	43.3%	42.7%
	Responses in the 5-14 categories	39.8%	38.7%	44.2%
	Responses in the 15+ categories	17.3%	17.1%	9.2% ^E

Cooperation and collaboration between community members is a key measure of social capital (Heuser 2005). When community members are mutually trusting and offer reciprocal support to one another, the community has high levels of social capital. The 2009 GSS indicates that 84.3% of Kitchener-Cambridge-Waterloo respondents have reported to have done a favour for a neighbour or had a favour done for them by a neighbour which is 5.8% higher than Canada reflecting a marginally significant difference²⁴ (see Figure #10).

²⁴Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = 3.571$ df = 1, $p = < 0.1$)

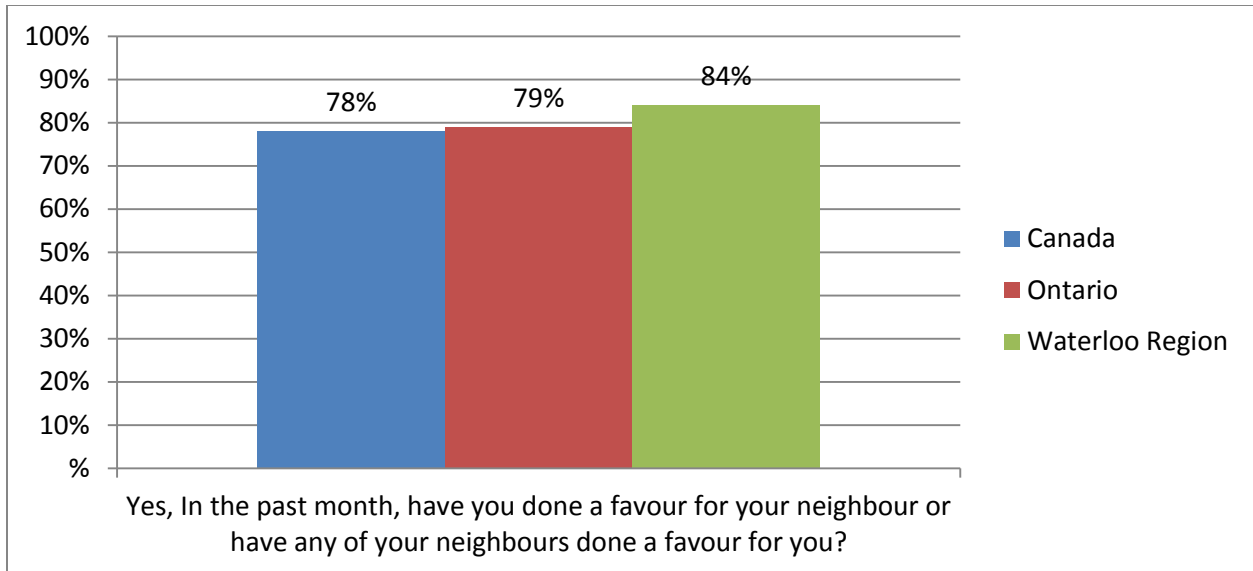


Figure #10: “In the past month, have you done a favour for your neighbour or have any of your neighbours done a favour for you?”

When asked whether their neighbourhood is a place where neighbours help each other, Kitchener-Cambridge-Waterloo responses were 1.6% lower than Canada and 4.2% lower than Ontario) although these differences are not statistically significant²⁵ (see Table #14). Overall, the responses are high regionally, provincially and nationally with over 80% of respondents reporting that their neighbourhood is a place where neighbours help each other (mean 86.6%).

Questions	Respondents who answered 'yes'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
Would you say this neighbourhood is a place where neighbours help each other?	86.4%	88.6%	84.8%

Canada, Ontario and Kitchener-Cambridge-Waterloo all report high levels of trust when asked whether they believe that 'neighbours would call the police if they heard or witnessed what seemed like criminal behaviour in your neighbourhood?' (see Table #15). Regional, Provincial, and National data are all within 1.5% of each other which does not demonstrate a statistically significant difference.

²⁵Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = 0.007$ df = 1, $p = >0.1$). Ontario – Kitchener-Cambridge-Waterloo: ($\chi^2 = 0.761$ df = 1, $p = > 0.1$).

Table #15			
Question	Respondents answered 'Very likely/somewhat likely'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
How likely do you think it is that your neighbours would call the police if they heard or witnessed what seemed like criminal behaviour in your neighbourhood?	93.2%	93.8%	92.3% ^E

Canada, Ontario and Kitchener-Cambridge-Waterloo all report relatively low levels of knowledge of crime prevention initiatives (See Table #16). Respondents in Waterloo Region report slightly more knowledge of crime prevention initiatives than Canada and a slightly less than Ontario although neither of these comparisons yield significant results²⁶.

Table #16			
Question	Respondents answered 'Yes'		
	Canada	Ontario	Kitchener-Cambridge-Waterloo
Do you know of any community organizations working to prevent crime and improve safety in your neighbourhood	33.1%	35.1%	34.8%

This report included measurements of 13 dimensions of social capital. Overall, Waterloo Region has higher or equal levels of social capital when compared to Ontario and Canada in ten of these dimensions: knowledge of local ethnic or cultural clubs; knowledge of and participation in local sports centers; number of available friends and relatives living in the same locality; recent favours done for or by neighbours; trust in neighbours to call the police in emergency situations; and knowledge of local crime prevention organizations. In particular, Waterloo Region had far higher levels of social trust than Canada and Ontario. For the standard measurement of social capital²⁷, Regional responses are 14.6% higher than national responses and 26.4% higher than provincial responses (Ontario). There are lower numbers in the Region, however, for the following three dimensions of social capital when compared nationally and provincially: overall sense of belonging within the

²⁶ Canada – Kitchener-Cambridge-Waterloo: ($\chi^2 = 0.126$ df = 1, $p = > 0.1$) $p = .7225$

Ontario – Kitchener-Cambridge-Waterloo: ($\chi^2 = 0.013$ df = 1, $p = > 0.1$) $p = .9076$

²⁷ "Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?"

community; knowledge and personal relationship with neighbours; and trusting/ helpful neighbours.

Conclusions

Based on the results of the 2013 Waterloo Region Area Survey, there are reasons to be positive about conditions in Waterloo Region. Fear of Crime is on the decline, social trust remains higher than provincial and national figures and crime prevention strategies are supported by the majority of respondents.

The 2013 WRAS depicts a consistent decrease in fear of crime in Waterloo Region over the past four years. Over 91% of residents feel very safe or somewhat safe walking in their area after dark. Despite this impressive decline, females remain more fearful of crime than males and citizens of Kitchener continue to show higher feelings of insecurity. While the 2013 Omnibus data indicates that fear of crime is on the rise, the survey's lack of inconsistent sampling of residents by city may have skewed the results.

Social capital in Waterloo Region remains significantly higher than that of Canada and Ontario; however, there has been a significant drop within Waterloo Region. Between 2012 and 2013, social trust declined by 5% from 65% to 60%. In looking at other dimensions of social capital based on data from the 2009 GSS, Waterloo Region shows high levels of inclusion when compared to Canada and Ontario. Participants report a significantly lower sense of belonging and know fewer members of their community when compared to Canada and Ontario. Otherwise, there are relatively equal levels of social capital regionally, provincially and nationally.

The vast majority of regional, provincial and national participants continue to favor crime prevention over law enforcement as the primary focus of Canadian crime and justice initiatives. This is not surprising considering the fact that “experts have demonstrated how every \$1 invested in proven prevention programs such as parent training and mentoring avoids \$7 in prison costs” (Mackrael, 2013). These data, however, are not reflected in government funding towards crime prevention initiatives. Despite the consistent preference towards crime prevention, enforcement and correction approaches receive the bulk of funding.

Canadians pay at least \$18 billion to react to victimization – some \$12 billion for policing, \$4 billion for prisons and \$2 billion for criminal courts. About \$5 billion of the reaction to victimization comes from the federal government, who can only spare approximately \$65 million to test prevention projects that are known to work and around \$15 million into its fund for victim initiatives (Waller & Piche, 2012).

A renewed Canada wide focus on crime prevention warrants consideration. A larger focus on crime prevention initiatives could reduce the amount of necessary spending on reactive approaches to crime (Mackrael, 2013). Creating safer communities by focusing on the root causes of crime has the potential to simultaneously improve social capital and create trusting communities where Canadians are less fearful and prosper.

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Appendix A:

Selected 2013 Waterloo Region Area Survey Questions

1. Please tell me which age group you belong to
 - (18-24; 25-34; 35-44; 45-54; 55-64; 65+)
2. In which city or township do you live?
 - (Cambridge; Kitchener; Waterloo; Townships)
3. Please confirm your gender
 - (Male; Female)
- 4) How safe do you feel from crime walking ALONE in your area after dark?
 - (“Very safe”; “Reasonably safe”; “Somewhat unsafe”; or “Very unsafe”)
- 5) Generally speaking, would you say that most people can be trusted or that You cannot be too careful in dealing with people?
 - (Most people can be trusted; You cannot be too careful in dealing with people?)
- 6) As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on: law enforcement including detecting crime and punishing law breakers; crime prevention which includes education and programs to prevent crime and reduce risks; or both equally?
 - (law enforcement including detecting crime and punishing law breakers; crime prevention which includes education and programs to prevent crime and reduce risks; both equally)

Selected 2013 Omnibus Questions

1. Age?
2. In which city or township do you reside?
3. Gender?
4. How safe do you feel from crime walking ALONE in your area after dark?

Appendix B:

Response Rates

Three ways to measure the success of a survey's sampling methodology are by calculating the response rate, the cooperation rate and the contact rate. The response rate measures the likelihood of a respondent completing the survey²⁸. The cooperation rate measures the likelihood of a respondent who has been reached completing the survey²⁹. The contact rate measures the likelihood of reaching a potential participant³⁰.

This report will rely on the results of the 2013 WRAS and the 2013 Omnibus surveys for data on Waterloo Region. The 2012 WRAS was able to contact 54.4% of respondents and had an 8.9% fully completed rate which is relatively low in comparison to other WRAS years (see Table #17)³¹.

Total Numbers Called	No Answer	Not Eligible	Refused	Partial Complete	Fully Completed
4,234	1,584	950	1306	18	376
100%	37.4%	22.4%	30.9%	0.4%	8.9%

The 2013 WRAS was more successful than the 2012 WRAS when contacting respondents in all regards (see Table #18). The 2013 WRAS made contact more often (16.9% higher than in 2012) and had more fully completed surveys (4.2% higher). The 2013 WRAS also had fewer refusals (14.7% lower than in 2012).

Total Numbers Called	No Answer	Not Eligible	Refused	Partial Complete	Fully Completed
3,044	623	1,183	492	50	400
100%	20.5%	38.9%	16.2%	1.6%	13.1%

²⁸ (Completes + Partials) / (Completes + Refusals + other Non-Contact + % Eligible Unknowns)

²⁹ (Completes + Partials) / (Completes + Partials + Refusals)

³⁰ (Completes + Partials + Refusals) / (Completes + Refusals + Other Non-Contact + % Eligible Unknowns)

³¹ 58.5% in 2008, 13% in 2011. The completion rates are particularly high in 2008 due to the fact that it was a mail back survey rather than a telephone survey.

In comparison to the 2012 WRAS data, there has been an improvement in contact rates in the 2013 WRAS (see Table #19). The 2013 surveyors were able to reach a 71.2% contact rate, a 16.8% increase from 2012. Of the total 3,044 numbers in 2013, 623 were either unanswered, busy, or went to voicemail. A total of 1,183 were ineligible for a number of reasons including language barriers, incompetency, business/fax, changed or not-in-service number, or demographic ineligibility (age, out of Region, quota filled). The refusal rate in 2013 was 16.2% (a 14.6% decrease from 2012) referring to respondents who refused to participate, disconnected, or were unavailable. As a whole, the 2013 survey yielded more successful contact rates than that of 2012 as a result of the increase in answered calls and decrease in refusals.

Table #19: 2012 Survey Sampling Success Rates

	2012 WRAS	2013 WRAS	2013 Omnibus
Response Rate	13.4%	25.0%	30.0%
Cooperation Rate	24.7%	35.1%	75.0%
Contact Rate	54.4%	71.2%	40.0%

When comparing the 2013 WRAS and the 2013 Omnibus response rates, the Omnibus survey received a higher completion rate (9.5% higher than 2013 WRAS) and a lower refusal rate (8.7% lower) (See Table #20). However, the 2013 Omnibus included the 'partial completed' figures in their 'fully completed' category thus complicating comparisons.

Table #20: 2013 Omnibus Response Rate

Total Numbers Called	No answer	Not Eligible	Refused	Not In Service/ Wrong Number	Fully Completed
3,300	1,531	39	249	734	747
100%	46.4%	1.2%	7.5%	22.2%	22.6%

Demographic Data: 2013 WRAS

The 2011 Census contains the most recent census data for Waterloo Region. Based on these data the 2013 WRAS was not representative of Waterloo Region's demographics by either age or gender (females and older individuals are over represented). In

particular, females in the 65+ category are represented twice as often as that of the actual population (18.3% in the survey, versus 9.1% in the Region) (see Table #21). These discrepancies are typical of social surveys as older individuals and females are more likely to participate (Rourke & Lakner, 1989).

	2011 Census of Adult Population		2013 Waterloo Region Area Survey	
	Male (%)	Female (%)	Male (%)	Female (%)
18 to 24	6.7	6.4	3.0	3.5
25 to 34	8.9	8.9	5.3	5.3
35 to 44	9.1	9.3	7.5	10.8
45 to 54	9.8	10.0	7.8	14.3
55 to 64	7.2	7.6	6.3	9.8
65+	7.1	9.1	8.5	18.3
Total adult	48.7	51.3	38.3	61.8

The weighting technique, measured against the 2011 census, uses actual demographic data of the population (in this case the age, gender and city of Waterloo Region; see Table #22) and modifies the results accordingly. For overrepresented groups (i.e. females ages 65+) weighting decreases the importance of their responses while increasing the importance of individuals who are underrepresented (i.e. males ages 18-24). In this example, the responses of males 18-24 who participated would count for 2.2 while the responses of females 65+ would count for 0.5. (All weighted and unweighted data are in appendices B and C for purposes of comparison.)

Weights	Males	Females
18-24	2.2	1.8
25-34	1.7	1.7
35-44	1.2	0.9
45-54	1.2	0.7
55-64	1.2	0.8
65 plus	0.8	0.5

Weights were applied to the 2013 WRAS data to make them more reflective of the actual population of the Region based on the 2011 census. The 2013 WRAS data were also weighted to remain consistent with the 2012 Fear of Crime Report and to maintain a representative sample of the population of Waterloo Region.

The sample of the 2013 WRAS is relatively representative of each city or township in the Region (see Table #23). All of the areas are representative within 2.0%. Individuals born

outside-of-Canada represent 24.9% of the 2013 sample which is a 5.9% increase from 2012 (19.0%) and a 4.9% increase from 2011 (20.0%). No further weighting was applied to correct these relatively minor discrepancies.

Table #23: 2011 Census and 2013 WRAS Population Distributions

City ³²	Population 2011	Percentage of Population	Survey Respondents	Percentage of Survey Respondents
Cambridge	126,748	25.0%	97	23.9%
Kitchener	219,153	43.2%	179	44.1%
Waterloo	98,780	19.5%	83	20.5%
Townships	62,415	12.3%	46	11.5%
Waterloo Region	507,096		400	

Demographic Data: Omnibus 2013

As was the case in the 2013 WRAS, the 2013 Omnibus was unreflective of the population of Waterloo Region. Overrepresentation was prominent in the following categories: ages '55 to 64' (males: 12.0% in survey, 7.2% in Region; females: 12.0% in survey, 7.6% in Region) and ages '65+' (females: 16.7% in survey, 9.1% in Region). Underrepresentation was shown in both the '18 to 24' and the '25 to 34' categories for males and females (see Table #24). This can also be attributed to the generally higher survey cooperation rates of older females and the generally lower rates of younger males (Rourke & Lakner, 1989). The 2013 Omnibus data were also weighted to become reflective of Regional demographics in the 2011 census based on age, gender and city.

Table #24: 2013 Omnibus Unweighted Frequencies

	2011 Census Adult Population		2013 Omnibus Survey	
	Male (%)	Female (%)	Male (%)	Female (%)
18 to 24	6.7	6.4	1.5	2.9
25 to 34	8.9	8.9	3.8	5.4
35 to 44	9.1	9.3	4.7	10.7
45 to 54	9.8	10.0	7.2	14.3
55 to 64	7.2	7.6	12.0	12.0
65+	7.1	9.1	8.8	16.7
Total adult	48.7	51.3	38.0	62.0

The 2013 Omnibus is weighted based on age, gender and city/township but the data is likely skewed due to heavy weighting (see Table #25). While the 2013 WRAS data were

³²The figures in this table have all been weighted by age and gender.

weighted by age and gender, it was necessary to also weight the 2013 Omnibus data by city/township due to large discrepancies between the 2011 census and the 2013 Omnibus city/township results. (All weighted and unweighted data are available in appendices C,D, E and F for purposes of comparison).

Table #25: 2011 Census and 2013 Omnibus Population Distributions

City	Population 2011	Percentage of Population	Survey Respondents	Percentage of Survey Respondents
Cambridge	126,748	25.0%	47	6.3%
Kitchener	219,153	43.2%	306	41.0%
Waterloo	98,780	19.5%	323	43.2%
Townships	62,415	12.3%	71	9.5%
Waterloo Region	507,096		747	

Cambridge is underrepresented by 17.9% and the Townships by 2.8%. Waterloo is overrepresented by 20.8%. As a result of this non-reflective sample, a different style of weighting for the Omnibus data was necessary. A 'manual iterative solution' was employed which applies weights to the data numerous times to ensure accurate representation. Weighting by age, gender and city simultaneously would cause each category (i.e. 65+ females in Waterloo) to contain too few respondents to have accurate data. Instead, the data were weighted by (1) age and gender, then by (2) city/township. Once the data are weighted by one of these weightings however, (i.e. (2) city/township), the data are no-longer reflective of the other weighting (i.e. (1) age and gender). By repeating this process³³ multiple times the data become reflective of the actual population of the Region (Johnson, 2008).

A comprehensive chart depicting the weighting for the 2013 Omnibus is too detailed to include in this report, however it is worth noting which data received heavy weighting and is consequently overrepresented. Twenty-two respondents have a weighting of above 3.0 which means that their response is valued at least three times as much as it should be if sampling was perfectly balanced. Particularly concerning are the five categories of respondents who received weights of over 5.0, indicating these results counted for more than 5 responses in the final results (see Table #26).

Table #26: 2013 Omnibus Weighting Over 5.0

³³ The manual iterative process, in this case, involved weighting in the following way: (1) age and gender > (2) city/township > (1) age and gender > (2) city/township > (1) age and gender > (2) city/township. After three series of weighting, the data were statistically reflective of the Waterloo Region.

Respondent			Weighting
Age	Gender	City/township	
18-24	Male	Cambridge	13.2
18-24	Female	Cambridge	6.4
25-34	Male	Cambridge	6.1
25-34	Females	Cambridge	5.1
35-44	Male	Cambridge	5.3

Appendix C:

2013 Waterloo Region Area Survey Weighted Results

How safe do you feel from crime walking ALONE in your area after dark?		
	Frequency	Percentage
Very safe	161	40.3%
Reasonably safe	201	50.3%
Somewhat unsafe	26	6.6%
Very unsafe	11	2.8%

Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?		
	Frequency	Percentage
Most people can be trusted	221	60.2%
You cannot be too careful in dealing with people	146	39.8%

As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on:		
	Frequency	Percentage
Law enforcement including detecting crime and punishing law breakers	121	30%
Crime prevention; which includes education and programs to prevent crime and reduce risks	222	56%
Both Equally	56	14%

How safe do you feel from crime walking ALONE in your area after dark?

Age	Very safe	Reasonably safe	Somewhat unsafe or Very unsafe
18 to 24	17	30	6
25 to 34	39	29	3
35 to 44	29	36	9
45 to 54	38	37	5
55 to 64	19	36	3
65+	18	32	12

$n = 398$ $\chi^2 = 25.576$ $df = 15$, $p = <.05$

Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?		
Age	Most people can be trusted	You cannot be too careful in dealing with people
18 to 24	29	15
25 to 34	38	33
35 to 44	42	24
45 to 54	42	31
55 to 64	40	13
65+	29	30

$n = 366$ $\chi^2 = 10.617$ $df = 5$, $p = <.1$

How safe do you feel from crime walking ALONE in your area after dark?			
Gender	Very safe	Reasonably safe	Somewhat unsafe or Very unsafe
Female	57	117	22
Male	103	84	5

$n = 399$ $\chi^2 = 33.523$ $df = 3$, $p = <.001$

Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?		
Age	Most people can be trusted	You cannot be too careful in dealing with people
Female	112	86
Male	109	60

$n = 367$ $\chi^2 = 2.394$ $df = 1$, $p = .122$

How safe do you feel from crime walking ALONE in your area after dark?			
Residence	Very safe	Reasonably safe	Somewhat unsafe or Very unsafe
Cambridge	43	42	10
Kitchener	58	100	19
Waterloo	37	40	5
Township	23	19	4

n = 400 $\chi^2 = 9.869$ df = 9, $p = .361$

Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?		
Residence	Most people can be trusted	You cannot be too careful in dealing with people
Cambridge	50	40
Kitchener	98	66
Waterloo	50	19
Township	23	21

n = 367 $\chi^2 = 6.310$ df = 3, $p = <.1$

Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?			
		Most people can be trusted	You cannot be too careful in dealing with people
How safe do you feel from crime walking ALONE in your area after dark?	Safe	209	119
	Unsafe	8	26

n = 362 $\chi^2 = 20.724$ df = 1, $p = <.001$

As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on:			
		Law enforcement including detecting crime and punishing law breakers	Crime prevention; which includes education and programs to prevent crime and reduce risks
How safe do you feel from crime walking ALONE in your area after dark?	Safe	106	210
	Unsafe	15	16

n = 347 $\chi^2 = 2.739$ df = 1, $p = <.1$

As you know governments today are limited in the amount they can spend in all areas. When it comes to crime and justice, do you think the major emphasis should be on:			
		Law enforcement including detecting crime and punishing law breakers	Crime prevention; which includes education and programs to prevent crime and reduce risks
Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?	Most people can be trusted	56	139
	You cannot be too careful in dealing with people	57	71

n = 323 $\chi^2 = 8.496$ df = 1, $p = <.005$

Appendix D:

2013 Waterloo Region Area Survey Unweighted Results

How safe do you feel from crime walking ALONE in your area after dark?		
	Frequency	Percentage
Very safe	144	36.3%
Reasonably safe	206	51.9%
Somewhat unsafe	32	8.1%
Very unsafe	15	3.8%

Generally speaking, would you say that most people can be trusted or that you cannot be too careful in dealing with people?		
	Frequency	Percentage
Most people can be trusted	220	59.3%
You cannot be too careful in dealing with people	151	40.7%

Appendix E:

2013 OMNIBUS Survey Weighted Results

How safe do you feel from crime walking ALONE in your area after dark?		
	Frequency	Percentage
Very safe	289	38.8%
Reasonably safe	351	47.2%
Somewhat unsafe	82	11.0%
Very unsafe	22	3.0%

How safe do you feel from crime walking ALONE in your area after dark?			
Age	Very safe	Reasonably safe	Somewhat unsafe or Very unsafe
18 to 24	14	53	20
25 to 34	49	52	21
35 to 44	67	50	8
45 to 54	58	65	12
55 to 64	35	52	14
65+	44	45	22

n = 681 $\chi^2 = 56.708$ df = 15, $p = <.000$

How safe do you feel from crime walking ALONE in your area after dark?			
Gender	Very safe	Reasonably safe	Somewhat unsafe or Very unsafe
Female	118	192	73
Male	171	159	31

n = 744 $\chi^2 = 36.288$ df = 3, $p = <.000$

How safe do you feel from crime walking ALONE in your area after dark?			
Residence	Very safe	Reasonably safe	Somewhat unsafe or Very unsafe
Cambridge	52	30	3
Kitchener	108	143	61
Waterloo	80	71	17
Township	49	107	22

n = 743 $\chi^2 = 48.214$ df = 9, $p = <.000$

Appendix F:

2013 OMNIBUS Survey Unweighted Results

How safe do you feel from crime walking ALONE in your area after dark?		
	Frequency	Percentage
Very safe	299	40.0%
Reasonably safe	338	45.2%
Somewhat unsafe	78	10.4%
Very unsafe	32	4.3%