



COMMUNITY SAFETY AND WELL-BEING SURVEY REPORT

2025

TERRITORIAL ACKNOWLEDGEMENTS

TOWN OF INNISFIL • TOWN OF BRADFORD WEST GWILLIMBURY

In line with the South Simcoe Police Service's ongoing commitment to reconciliation, the service acknowledges that the Town of Innisfil is situated on Treaty land that is steeped in rich Indigenous history. We also acknowledge that this land is the Traditional Territories of the First Peoples of Turtle Island. It is shared between the Anishinaabe peoples of Beausoleil First Nation, Chippewas of Rama First Nation, and Chippewas of Georgina Island First Nation and we thank them for generations of stewardship.

The service further acknowledges that the Town of Bradford West Gwillimbury is the traditional territory of the Anishinaabek Nation, which includes Ojibwe, Odawa, and Potawatomi Nations, collectively known as the Three Fires Confederacy. We recognize that the Huron-Wendat, Chippewa and Haudenosaunee Nations have walked on this territory over time. In times of great change, we recognize more than ever the importance of honouring Indigenous history and culture and are committed to moving forward in the spirit of reconciliation, respect and good health with all First Nation, Métis and Inuit peoples.



EXECUTIVE SUMMARY

The South Simcoe Police Service (SSPS) conducted the 2025 Community Safety and Well-Being Survey to better understand how residents perceive safety, policing, and community priorities in Bradford West Gwillimbury and Innisfil.

The survey was released on October 1st, 2025 and available until November 7th, 2025. The survey asked the public about whether they had interacted with the service, their perceptions of safety within their community, awareness of service initiatives, the perceived effectiveness and legitimacy of the service, and what their main concerns were within their communities.

A total of 580 community members responded to our survey. The findings suggest that residents generally feel safe in their communities and express strong trust and willingness to engage with police, while also identifying clear opportunities to improve visibility, communication and responsiveness.



EXECUTIVE SUMMARY

This report is broken into five sections.

1

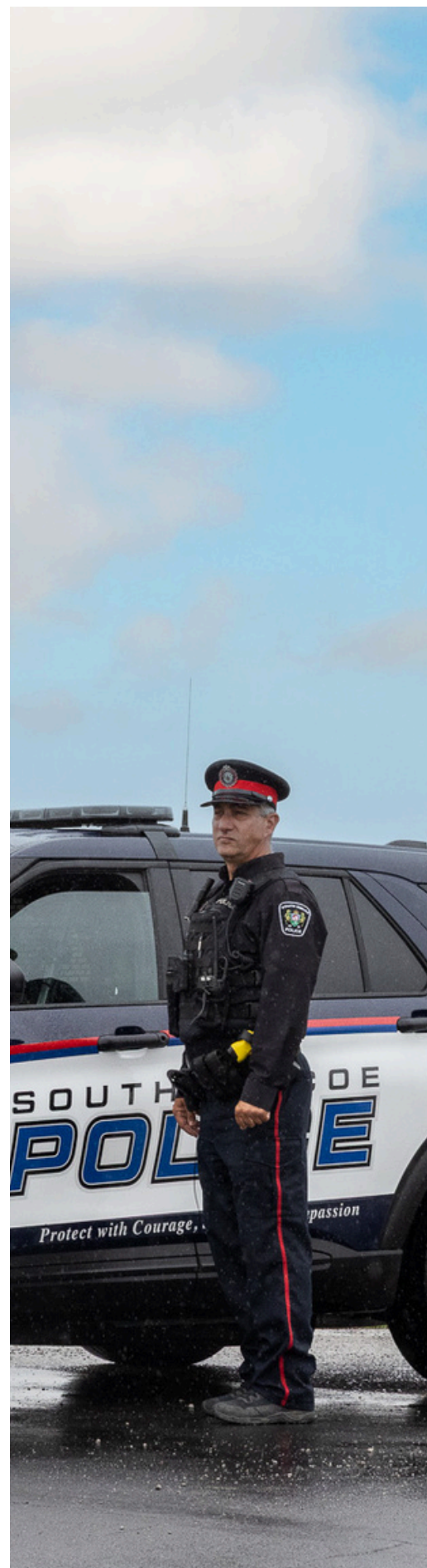
RESPONDENT PROFILE

- Residents from both municipalities participated in the survey in nearly equal proportions.
- Most respondents were women and identified as white.
 - However, participants reflected a variety of ages, household income levels, and other identities.

2

ENGAGEMENT WITH SSPS

- Most respondents did not have contact with SSPS in 2025, but when they did it was most often while attending a community event.
- Most respondents had not been a victim or witness to a crime.
 - However, when they had, it was most often a traffic-related concern or a theft and they used the non-emergency line to report the offence.
- When respondents chose not to report an offence, the most common reasons were that they did not feel it was important, they felt police could not do anything, or someone else reported it on their behalf.
- Awareness of SSPS programs varies considerably, with the Auxiliary Program and online reporting more widely recognized, while other programs such as the Bail Compliance and Warrant Apprehension Team, and the Newcomers Academy were less recognized.



EXECUTIVE SUMMARY

3

PERCEPTIONS OF SSPS

- Community perceptions of SSPS show high levels of trust, confidence, and willingness to cooperate.
- Most respondents said they would call police if needed and felt comfortable approaching SSPS.
- Residents also expressed moderate to high confidence in the professionalism, fairness, and effectiveness of the service in carrying out its duties and conducting investigations to solve crime.
- At the same time, satisfaction was more moderate overall, with 59% satisfied and 27% neutral, and lower levels of agreement were reported in relation to response times, community visibility, cultural sensitivity, and openness and transparency.

4

PERCEPTIONS OF SAFETY

- Perceptions of safety were strong overall and during the day, but more mixed at night and in parks.
- Residents identified high-frequency, highly visible issues as their top safety concerns.
- Theft and property crime were the most commonly cited concerns, followed by traffic safety and violent crime.
- When asked about their top priorities for good policing and actions to improve community safety, respondents most often emphasized quick emergency response, visible police presence, stronger crime prevention, proactive enforcement and enhanced traffic safety measures.

5

HOW WE'RE USING THE FINDINGS

Overall, residents view SSPS as a trusted and professional service, while also identifying opportunities to strengthen visibility, communication, responsiveness and community engagement. The findings from this survey, along with other community consultations we conducted were used to inform the development of our **2026-2029 Strategic Plan**, which is a roadmap that lays out the SSPS' priorities for the next four years. Priority 4 of our Plan, Enhance Community Safety, Visibility, and Trust, was developed based on the feedback from community engagement and is our commitment to addressing the primary concerns of our communities.



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MESSAGE FROM THE BOARD CHAIR



A handwritten signature in white ink, appearing to read 'Chris'.

Chris Gariepy
Chair, Bradford West
Gwillimbury/Innisfil Police
Service Board

On behalf of the Board, I am pleased to share the findings of the 2025 Community Safety and Well-Being Survey. I would like to sincerely thank the many community members who participated in this survey and shared their perspectives, experiences, and priorities.

Community feedback is essential to effective police governance. It helps the Board understand how residents perceive safety and policing within our communities, assess how effectively the service is meeting community needs, and identify opportunities for continued improvement. Most importantly, it ensures that the Board is informed by the voices of those we serve when setting priorities and providing strategic oversight of the service.

The insights gathered through this survey have been invaluable in informing the Service's strategic direction. The Board will use these findings to help ensure that future priorities, investments, and initiatives reflect the needs, concerns, and expectations of our communities. By listening, learning, and responding to community feedback, we can continue to strengthen community safety and well-being while maintaining public trust and confidence in policing across South Simcoe.



MESSAGE FROM THE CHIEF



A stylized white signature of John Van Dyke on a blue background.

John Van Dyke
Chief of Police

On behalf of the members of South Simcoe Police Service, I would like to thank everyone who participated in the 2025 Community Safety and Well-Being Survey. Your feedback, perspectives, and experiences provide valuable insight into the issues that matter most to our communities.

The findings in this report offer an important snapshot of how people in Bradford West Gwillimbury and Innisfil experience safety, view policing, and identify opportunities for improvement. As a police service, we recognize that effective policing depends on more than responding to calls for service—it requires listening to the people we serve and understanding their concerns, expectations, and evolving needs.

Community feedback is essential to ensuring that our programs, services, and resources remain responsive and relevant. The insights gathered through this survey have played an important role in informing our strategic direction and will help guide future decision-making, resource allocation, and service delivery. We look forward to reporting back on the steps we have taken to address community concerns and to continuing to work collaboratively with our communities to enhance safety and well-being across South Simcoe.



INTRODUCTION

The South Simcoe Police Service (SSPS) conducted the 2025 Community Safety and Well-Being Survey to better understand local experiences, perceptions, and priorities related to safety in the municipalities of Bradford West Gwillimbury (BWG) and Innisfil.

The survey was shared online through SSPS communication channels, including social media, and posters were put up in high traffic locations in both municipalities. The survey was open to residents, workers, and community members in both municipalities. It was available from October 1st, 2025 to November 7th, 2025.

This research summary highlights what respondents told us about their communities and their experiences with safety, crime, and policing. The findings are organized into five sections that offer a snapshot of how residents of BWG and Innisfil view safety in their communities, how they perceive the role of SSPS in supporting it, and how SSPS is using the findings to better serve our communities.



Report Sections



1

RESPONDENT PROFILE

This section provides a profile of who participated in the survey, including demographic characteristics such as age, gender, income, and residency.



2

ENGAGEMENT WITH SSPS

This section outlines residents' experiences with crime, including victimization, reporting patterns, and their awareness of SSPS programs and initiatives.



3

PERCEPTION OF SSPS

This section summarizes residents' perceptions of SSPS, including trust, confidence and satisfaction.



4

PERCEPTIONS OF SAFETY

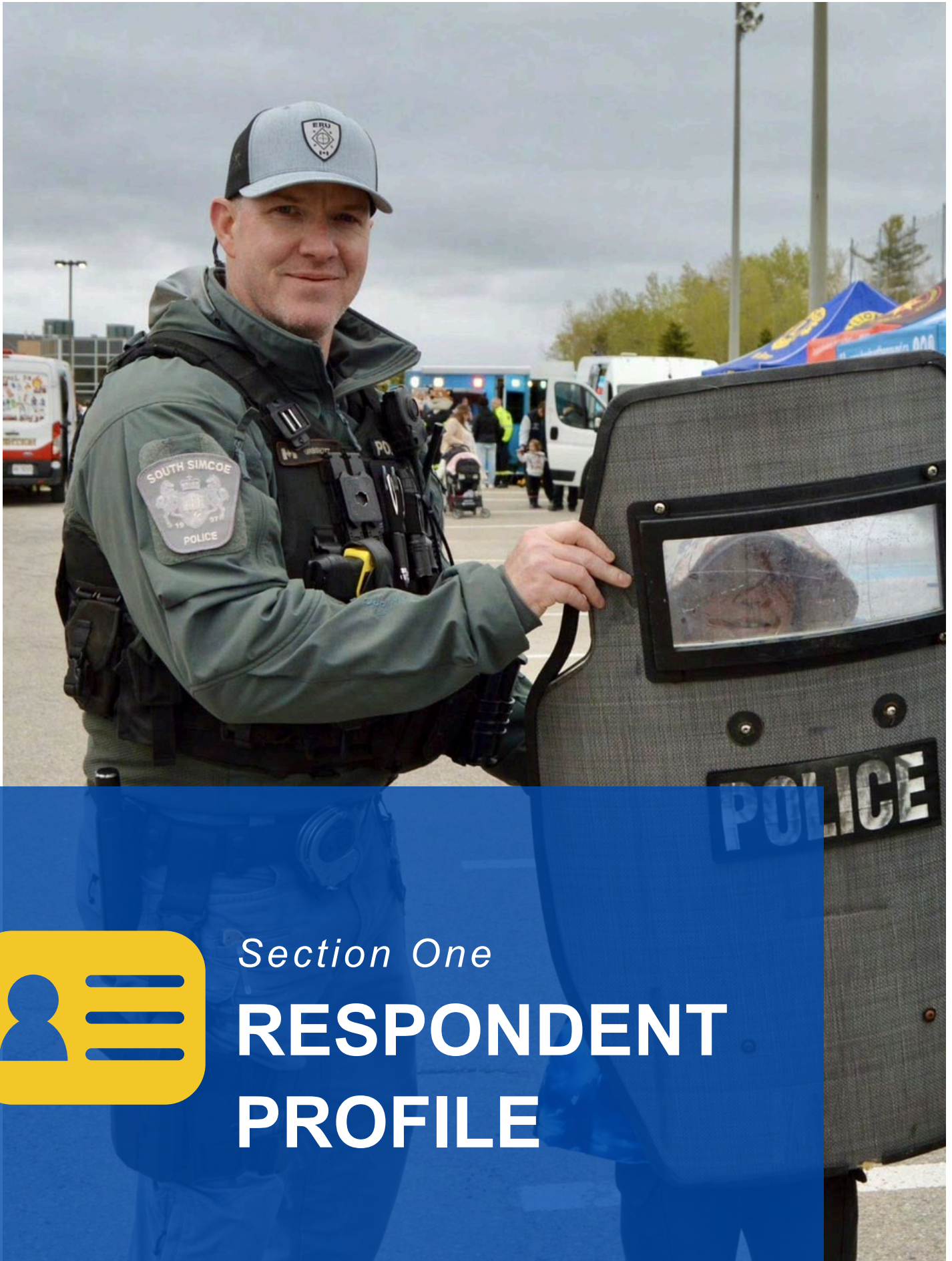
This section presents community perceptions of safety, covering feelings of safety during the day and at night, in parks, and overall.



5

HOW WE'RE USING THE FINDINGS

This section summarizes respondents' feedback and top priorities for SSPS and how we are using community feedback moving forward.



Section One
**RESPONDENT
PROFILE**



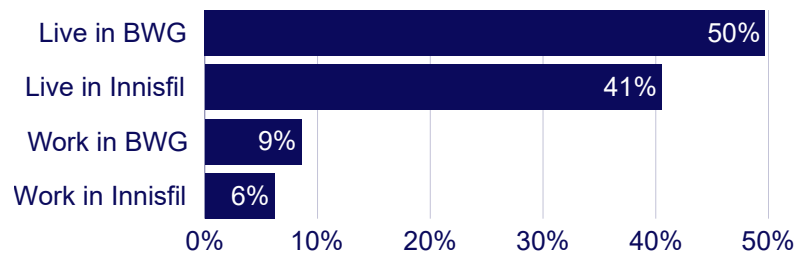
 **580**
Respondents

A total of 580 people participated in the survey, representing a wide range of people living and working in BWG and Innisfil. Residents from both municipalities participated in the survey in nearly equal proportions.

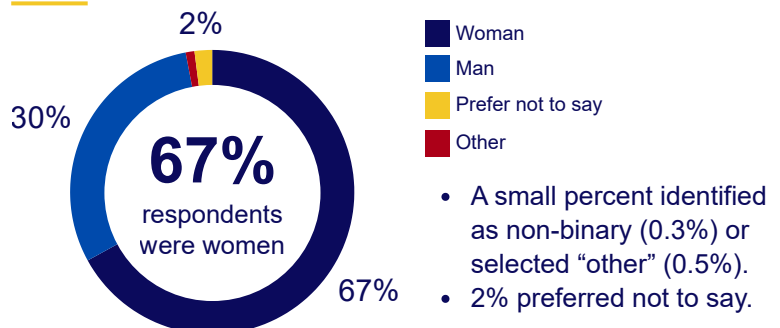


LOCATION

There was similar representation from Bradford West Gwillimbury (BWG) and Innisfil.

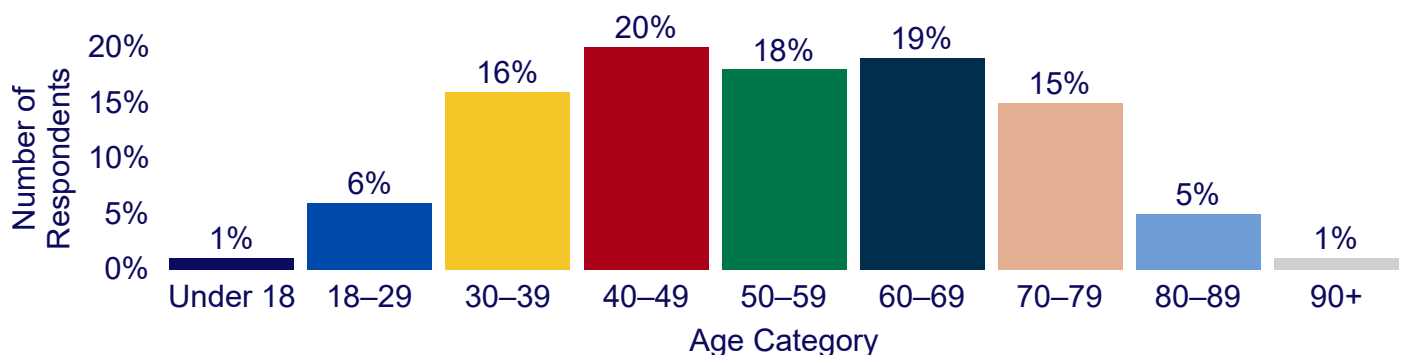


GENDER



AGE OF RESPONDENTS

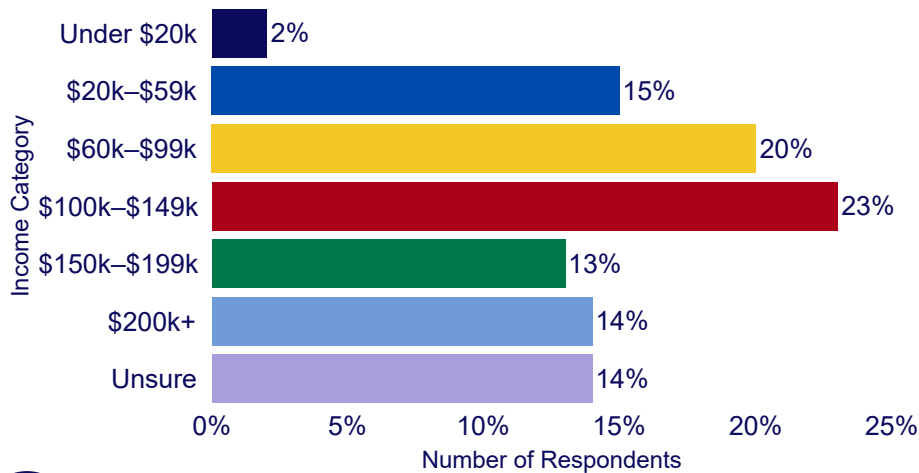
Respondents represented a variety of age categories.





HOUSEHOLD INCOME

(BEFORE TAX)

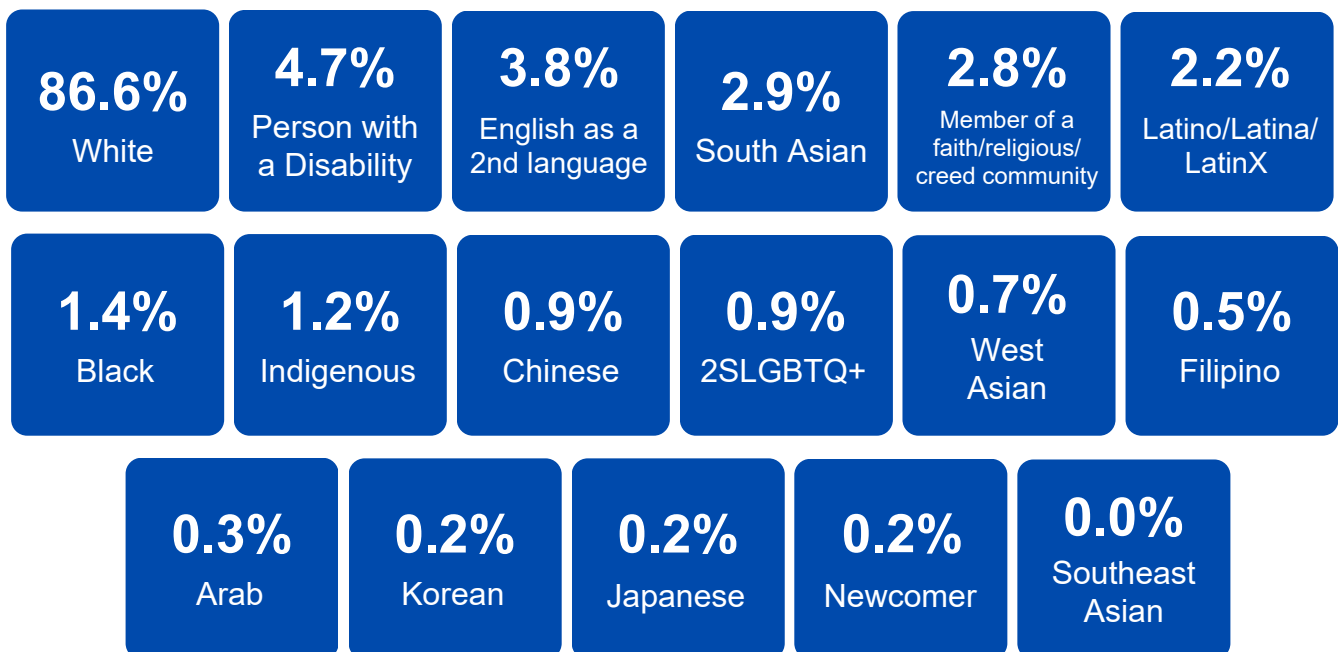


Respondents reported a variety of household incomes (before tax).

Most commonly respondents reported their income was **\$60,000 to \$99,000 (20%)** and **\$100,000 to 149,000 (23%)**.



IDENTITY





Section Two

ENGAGEMENT WITH SSPS

ENGAGEMENT WITH SSPS

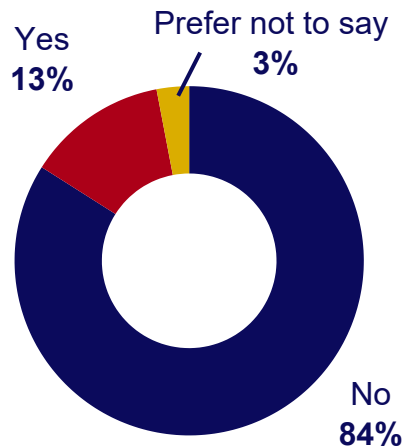


EXPERIENCE WITH CRIME

Respondents were asked if they had been a victim or witness of a crime.

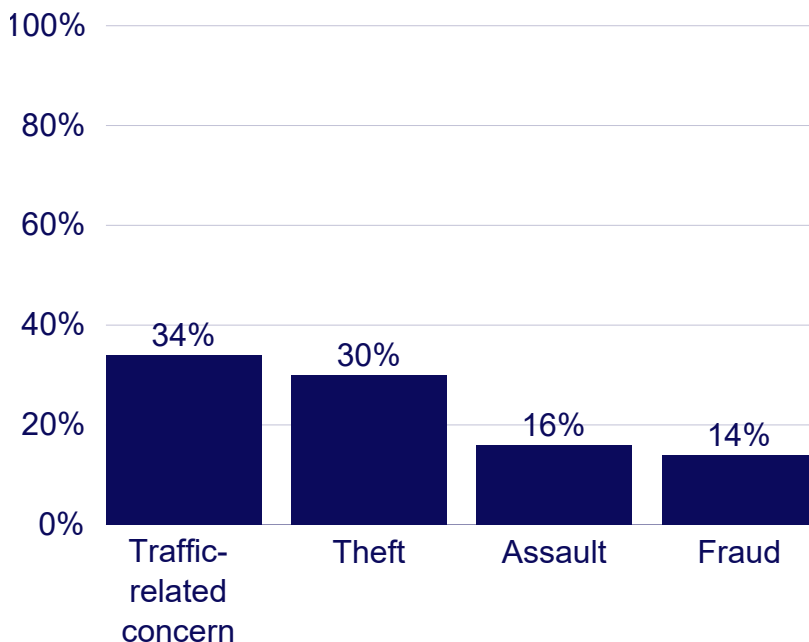
13%

of respondents reported being a victim or witness of a crime



TYPE OF OFFENCE

Respondents who reported being a victim or witness of a crime were asked to indicate the type of offence(s). Of the respondents who reported having experience with crime, the most common types of offences reported are presented below.



Less commonly reported offences included:

- cyberbullying (8%)
- criminal harassment (8%)
- breaking and entering (7%)
- intimate partner violence (5%)
- family violence (5%)
- motor vehicle theft (5%)
- robbery (4%)
- sexual assault (1%)
- child victimization (1%)

ENGAGEMENT WITH SSPS



CONTACT WITH SOUTH SIMCOE POLICE

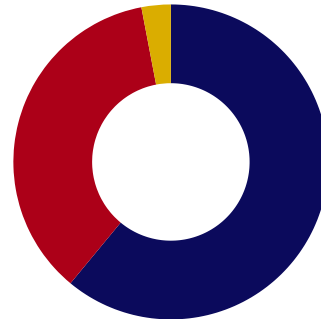
Respondents were asked if they had contact with SSPS in 2025.

36%

of respondents reported having contact with South Simcoe Police in 2025.

Contact with SSPS
36%

Prefer not to answer
3%



No Contact with SSPS
61%



REASONS FOR CONTACT

Respondents who reported having contact with SSPS were asked to indicate the reasons for the contact. Of the respondents who reported contact, the most common reasons are presented below.



ADDITIONAL REASONS REPORTED BY FEWER THAN 10% OF RESPONDENTS INCLUDED:

- reporting an accident
- being a victim of a crime
- participating in a R.I.D.E. program
- witnessing a crime
- school-related concerns
- volunteer or employment inquiries
- requests through the Information Support/Records Unit
- court services

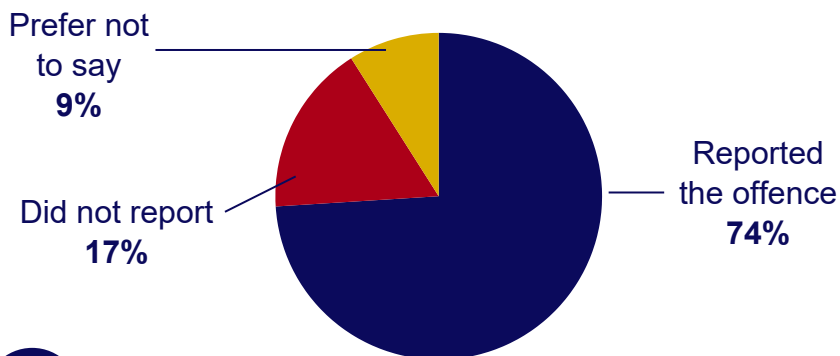
NO RESPONDENTS REPORTED BEING ARRESTED AS A REASON FOR CONTACT.

ENGAGEMENT WITH SSPS



REPORTING CRIME

Respondents who were victims or witnesses to a crime were asked whether they reported it.



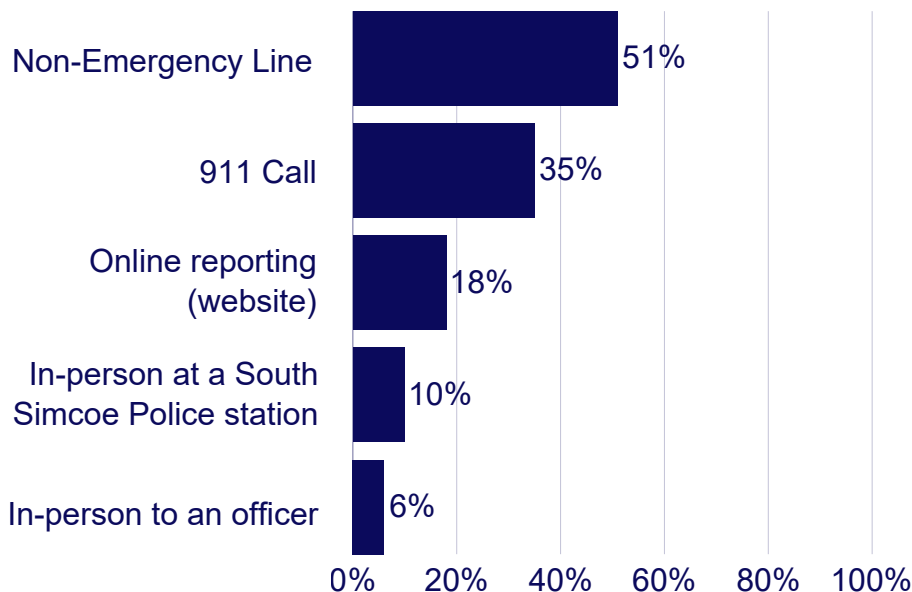
74%

of respondents who were a victim or witness of a crime indicated they reported it to police



REPORTING METHOD

Of the 51 respondents who indicated they reported the offence they experienced, the most common method of reporting was the non-emergency line (51%) followed by 911 (35%).

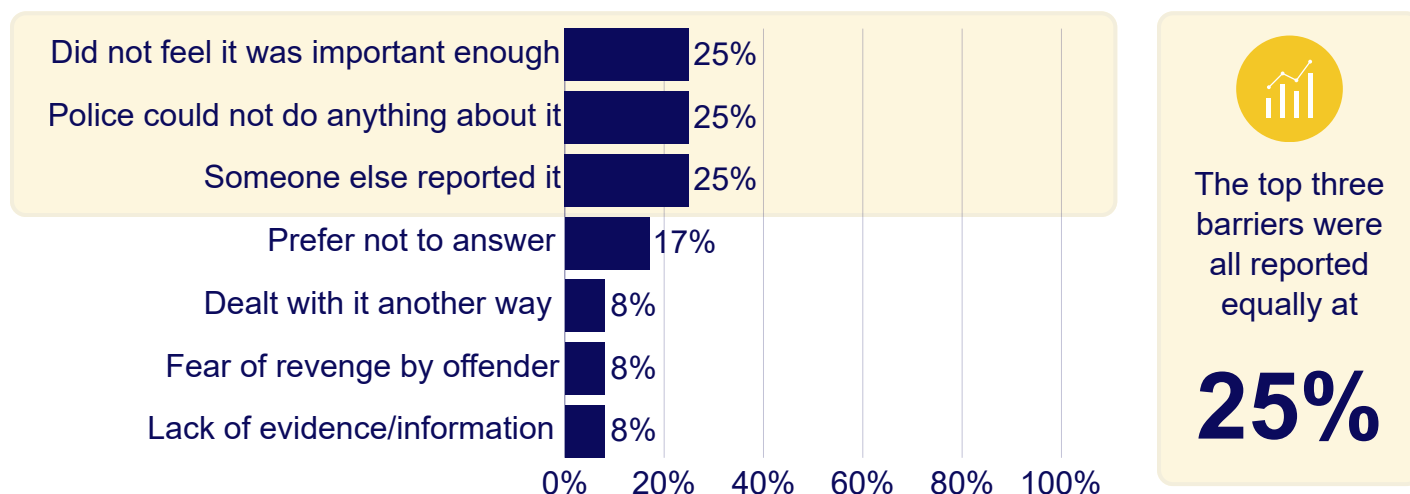


ENGAGEMENT WITH SSPS



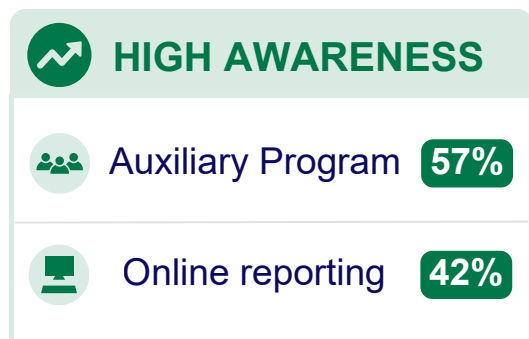
REASONS FOR NOT REPORTING CRIME EXPERIENCES

The 12 respondents who did not report their experience as a victim or witness of a crime were asked about barriers to reporting. Their responses are presented below:



AWARENESS OF SSPS PROGRAMS INITIATIVES

Respondents were asked if they were aware of various SSPS programs and initiatives. The results suggest that many residents are unaware of police programs, which likely results in underuse and may reduce understanding of public safety work in their communities.



^[1] The Crisis Outreach and Support Team (COAST) has since been renamed to the Mobile Crisis Response Team (MCRT) but was referred to as COAST in the survey.



PERCEPTION OF SSPS



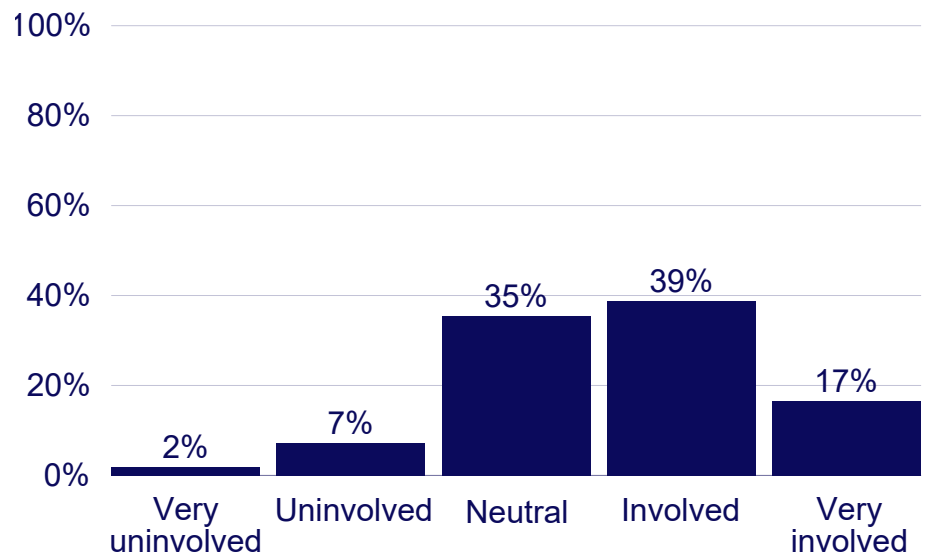
COMMUNITY CONNECTION AND RESPONSIVENESS

Respondents were asked a variety of questions that speak to whether they feel SSPS provides a visible presence, is connected to the community, responsive to local needs, and works collaboratively to solve problems.

How involved do you view the South Simcoe Police Service to be in your community?

56%

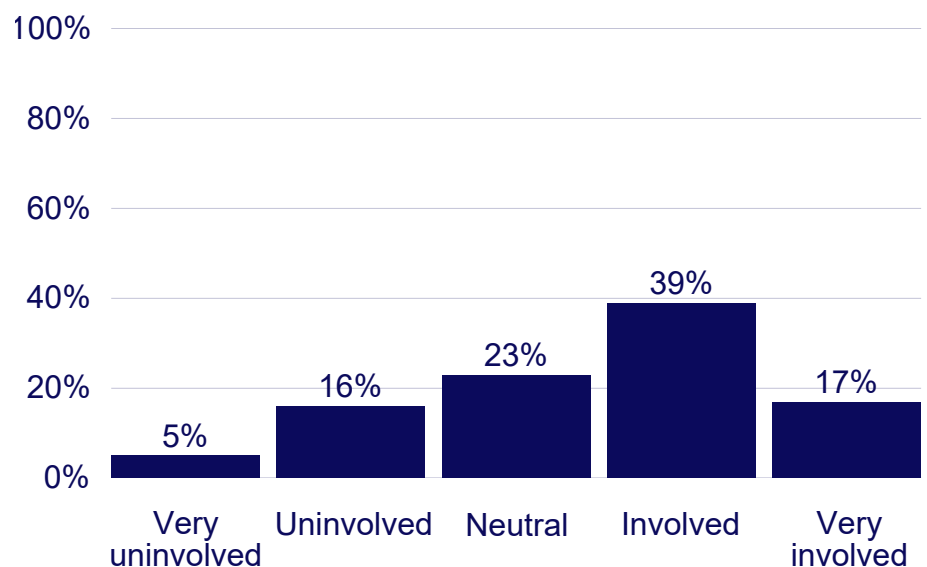
of respondents indicated SSPS is involved in the community, while **35%** felt neutral.



I feel the South Simcoe Police Service provides a visible presence within South Simcoe.

56%

of respondents agreed that the SSPS provides a visible presence, while **23%** indicated they neither agreed nor disagreed.



PERCEPTION OF SSPS

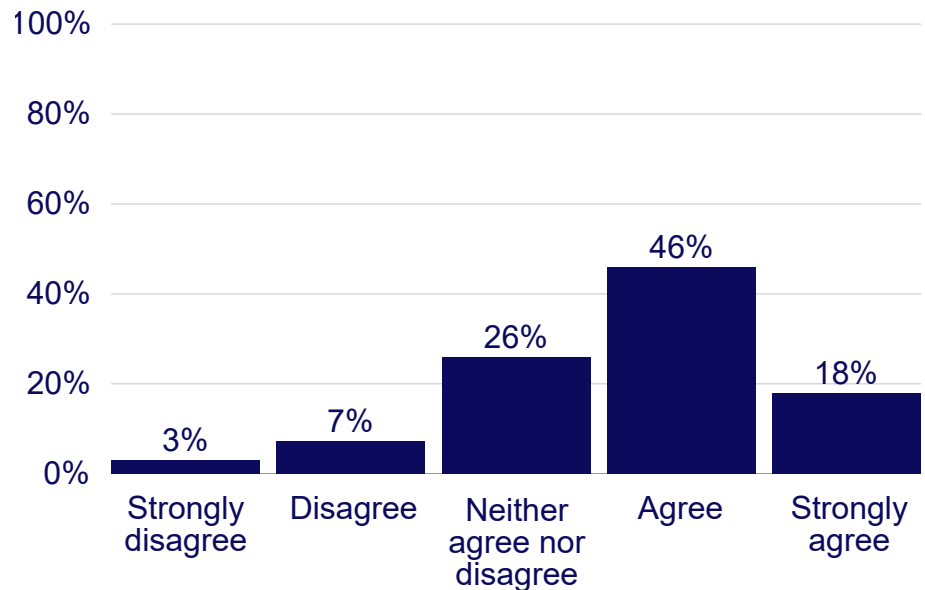


COMMUNITY CONNECTION AND RESPONSIVENESS

I believe the South Simcoe Police understands the issues that affect the community.

64%

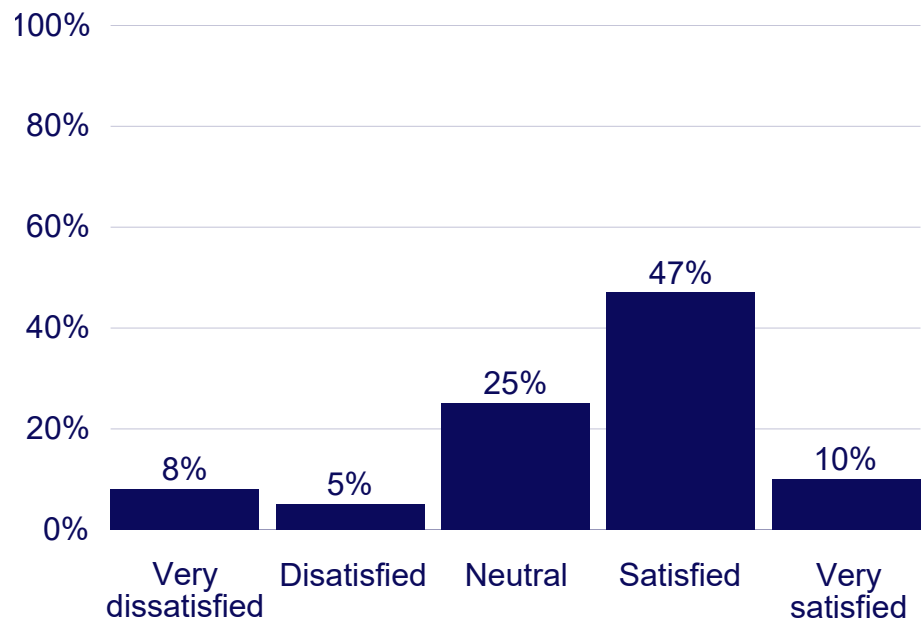
of respondents agreed that the SSPS understands issues that affect the community.



How satisfied are you with the South Simcoe Police Service's ability to work with the local communities to solve local problems?

57%

of respondents were satisfied with SSPS' ability to work with local communities to solve local problems.



PERCEPTION OF SSPS

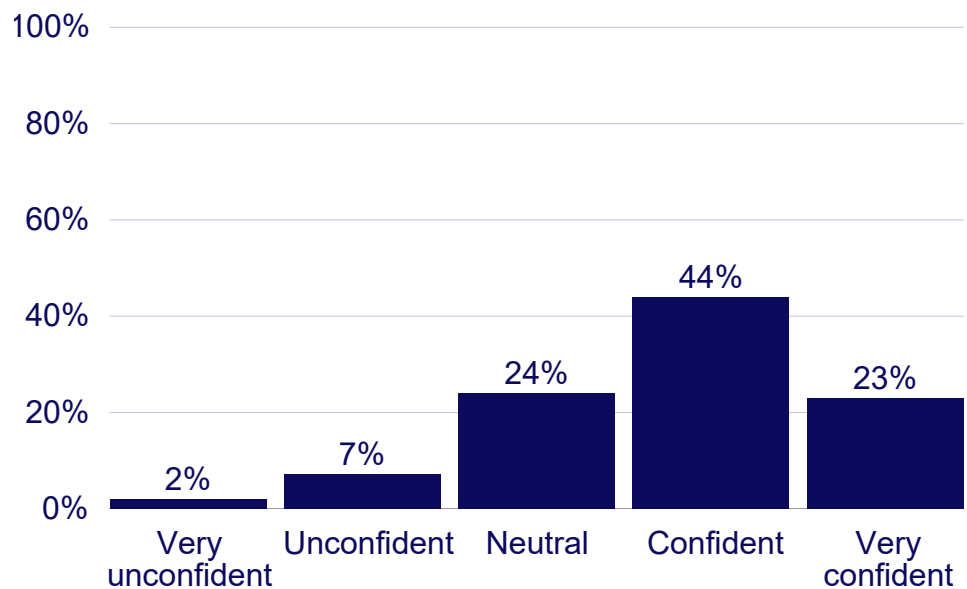


COMMUNITY CONNECTION AND RESPONSIVENESS

How confident are you in the South Simcoe Police Service to deal with things that matter to people in the community?

67%

of respondents were confident in SSPS' ability to deal with things that matter to the community.



PERCEPTION OF SSPS



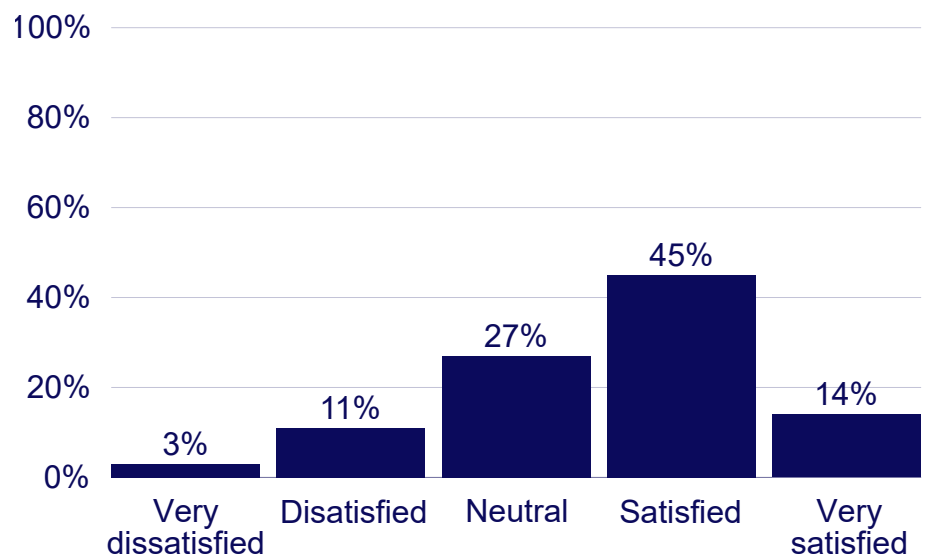
SERVICE EXPERIENCE AND PUBLIC CONFIDENCE

Respondents were asked a variety of questions that focus on satisfaction with service, comfort interacting with police, and confidence in SSPS' performance.

I am satisfied with the service provided by the South Simcoe Police Service.

59%

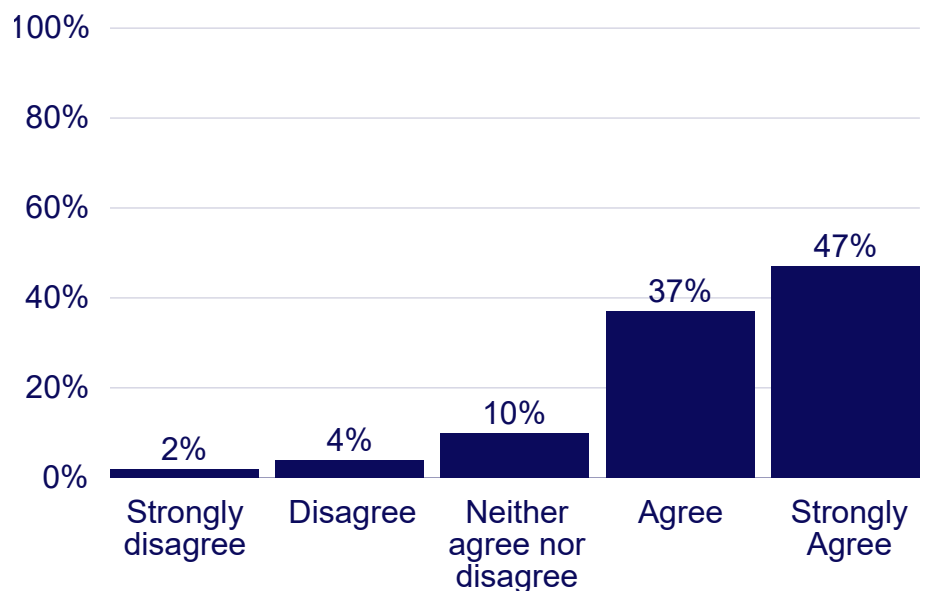
of respondents were satisfied with the service provided by SSPS.



I feel comfortable and confident approaching a South Simcoe Police Service officer.

84%

of respondents agreed they felt comfortable and confident approaching a SSPS officer.



PERCEPTION OF SSPS

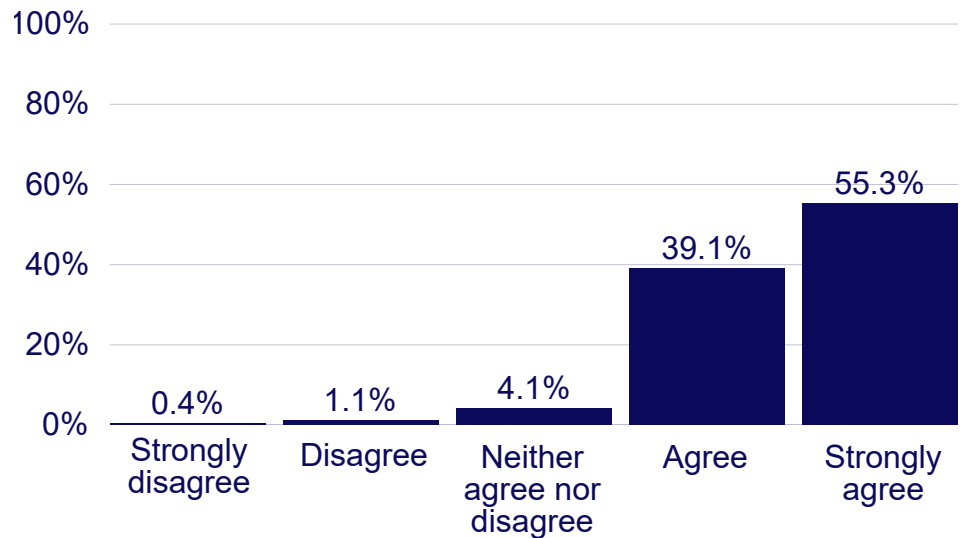


SERVICE EXPERIENCE AND PUBLIC CONFIDENCE

I would call the police for assistance.

94%

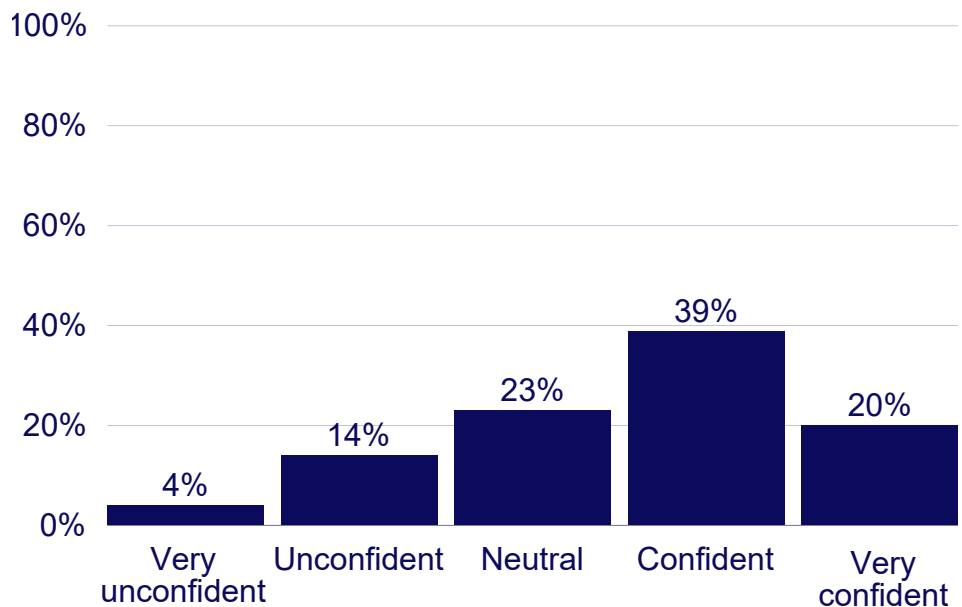
of respondents agreed they would call the police for assistance if needed.



How confident are you in the South Simcoe Police Service to respond quickly to calls for assistance?

59%

of respondents were confident in SSPS' ability to respond quickly to calls for assistance.



PERCEPTION OF SSPS

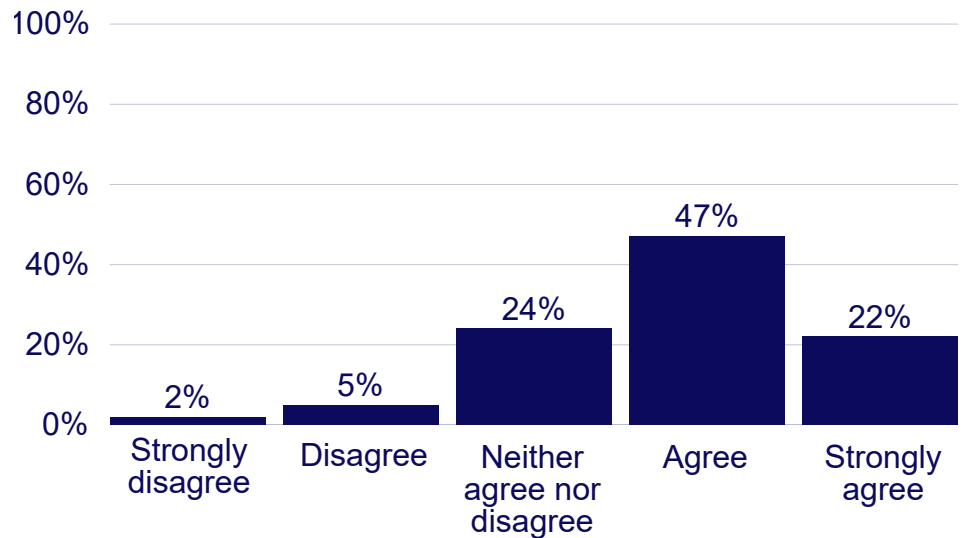


SERVICE EXPERIENCE AND PUBLIC CONFIDENCE

How confident are you in the South Simcoe Police Service to do its job well?

69%

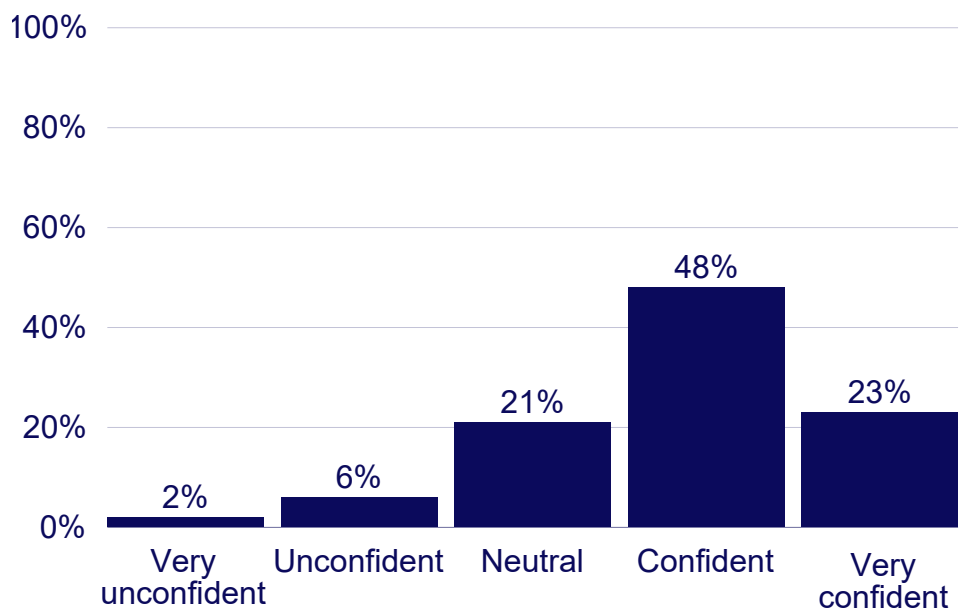
of respondents were confident in SSPS' ability to do its job well.



How confident are you in the South Simcoe Police Service to be effective at resolving crimes where violence is involved?

71%

of respondents were confident in SSPS' ability to resolve crimes when violence is involved.



PERCEPTION OF SSPS



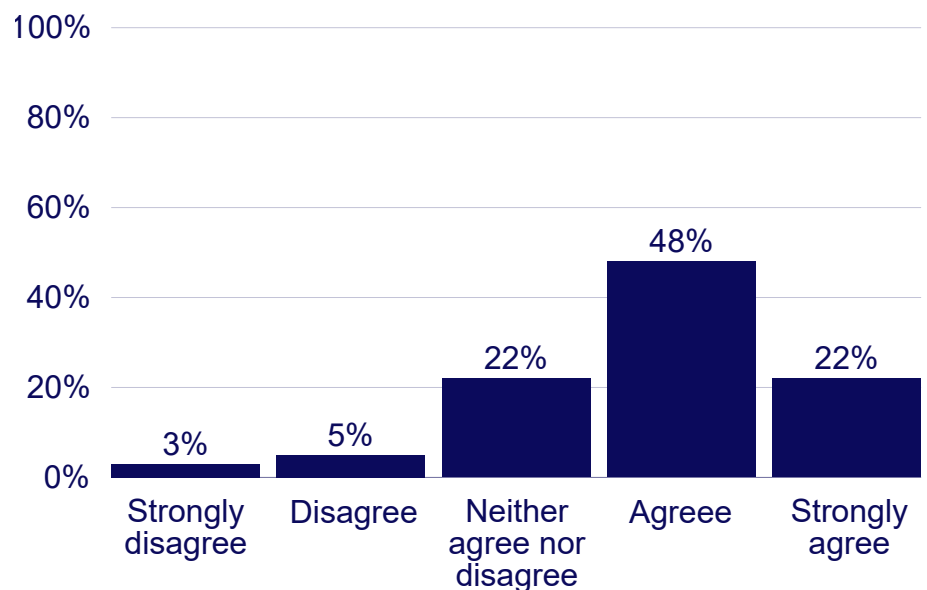
TRUST, LEGITIMACY AND PUBLIC SUPPORT

Respondents were asked a variety of questions that focus on trust in police decision-making, willingness to co-operate and general support for police.

I trust that the South Simcoe Police Service will be objective in their investigations.

70%

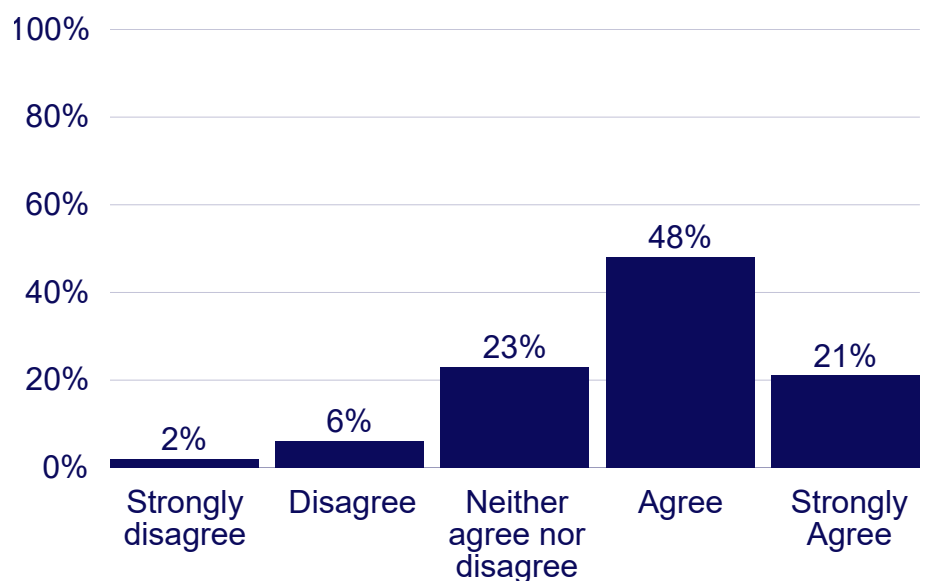
of respondents agreed they trusted SSPS to be objective in their investigations.



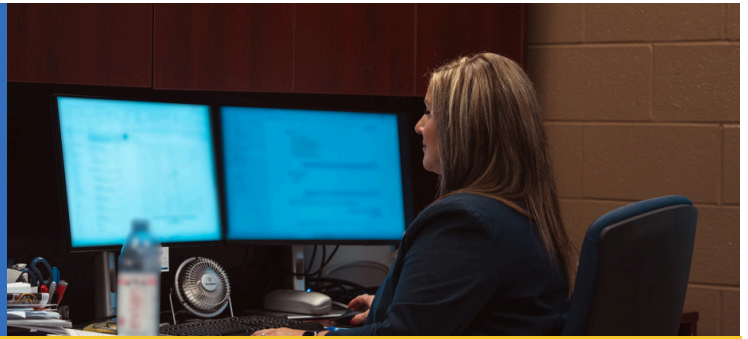
I trust the South Simcoe Police Service will make decisions that are good for everyone in South Simcoe.

69%

of respondents agreed they trusted SSPS to make decisions that would be good for everyone in South Simcoe.



PERCEPTION OF SSPS

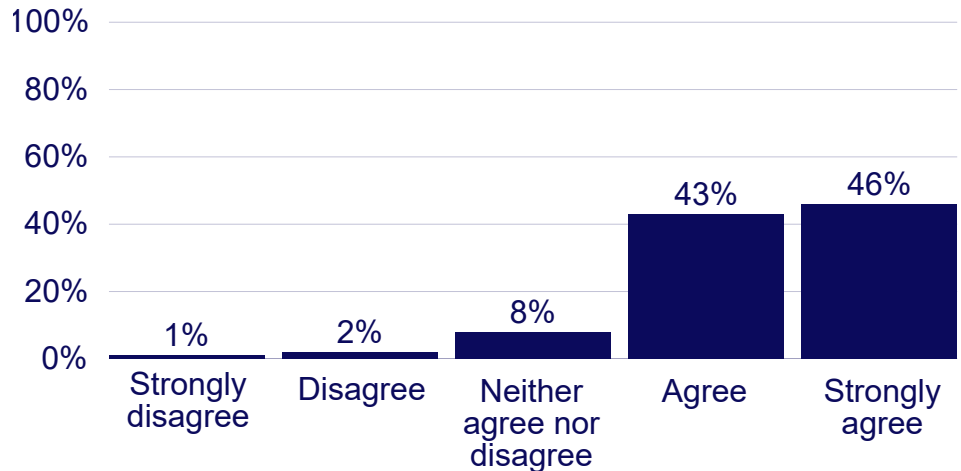


TRUST, LEGITIMACY AND PUBLIC SUPPORT

I support the South Simcoe Police Service.

89%

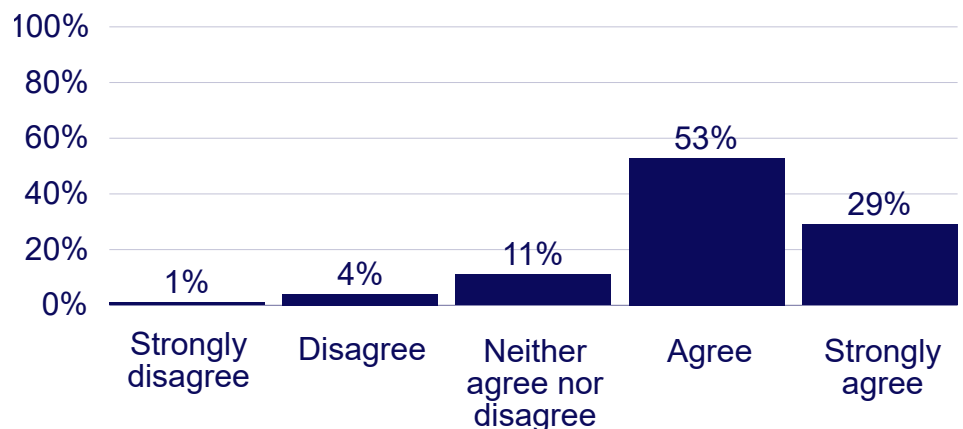
of respondents agreed they supported the service.



I generally support how the police act.

82%

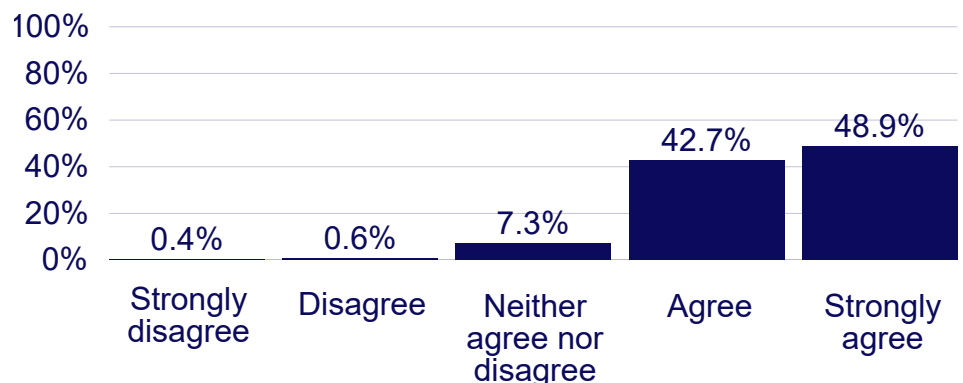
of respondents agreed they generally support how the police act.



I would help the police if asked.

92%

of respondents agreed they would help the police if asked.



PERCEPTION OF SSPS

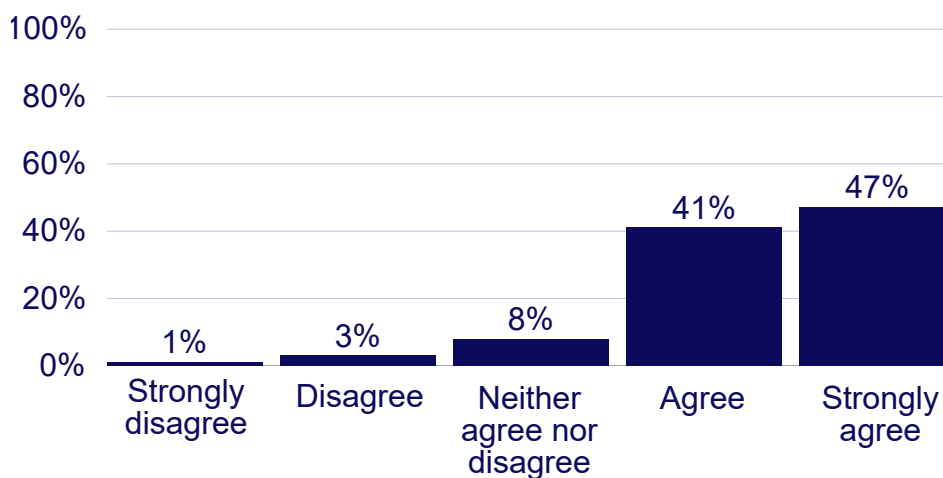


TRUST, LEGITIMACY AND PUBLIC SUPPORT

I feel a moral duty to follow police orders.

88%

of respondents agreed they feel a moral duty to follow police orders.



PERCEPTION OF SSPS



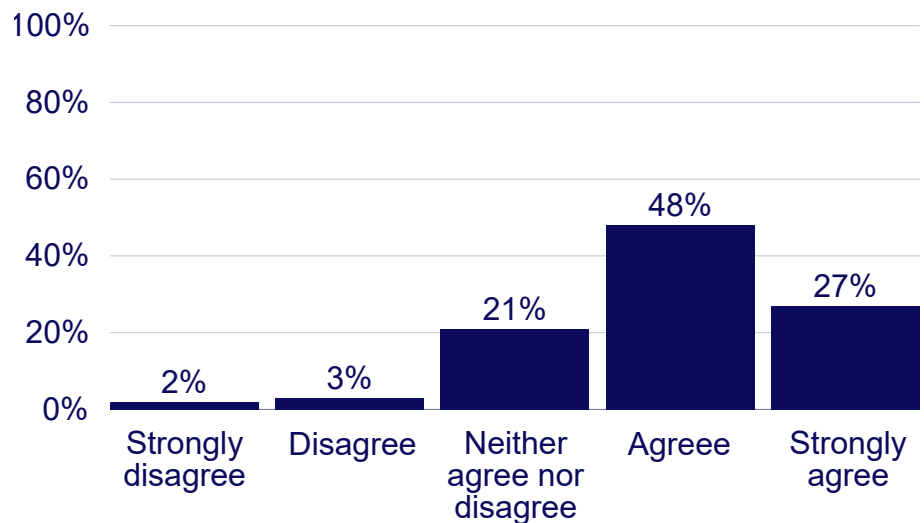
FAIRNESS, RESPECT AND ORGANIZATIONAL INTEGRITY

Respondents were asked a variety of questions that focus on perceptions of fairness, equity, ethics, professionalism and organizational integrity.

I feel the South Simcoe Police Service treats people with respect.

75%

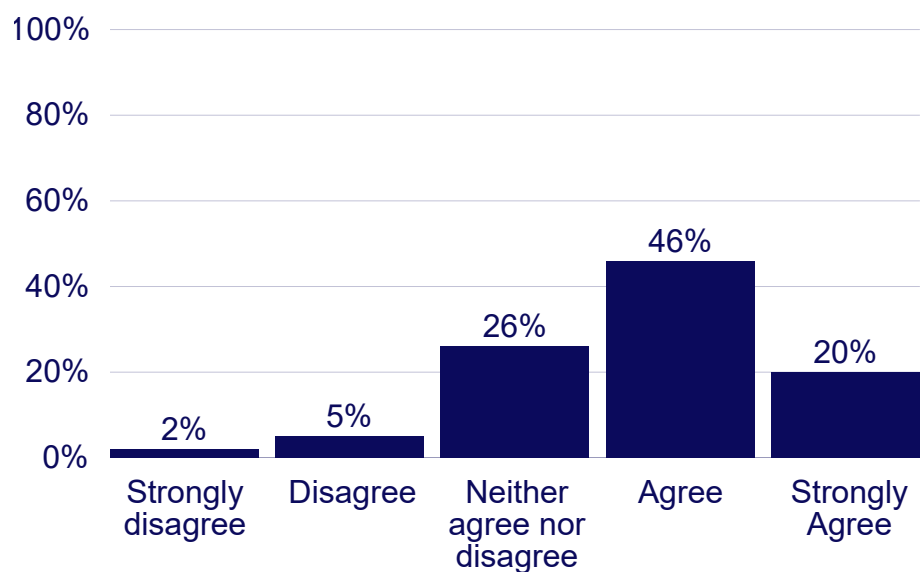
of respondents agreed they feel SSPS treats people with respect.



I believe the South Simcoe Police treat everyone fairly.

66%

of respondents agreed they believe SSPS treats everyone fairly.



PERCEPTION OF SSPS

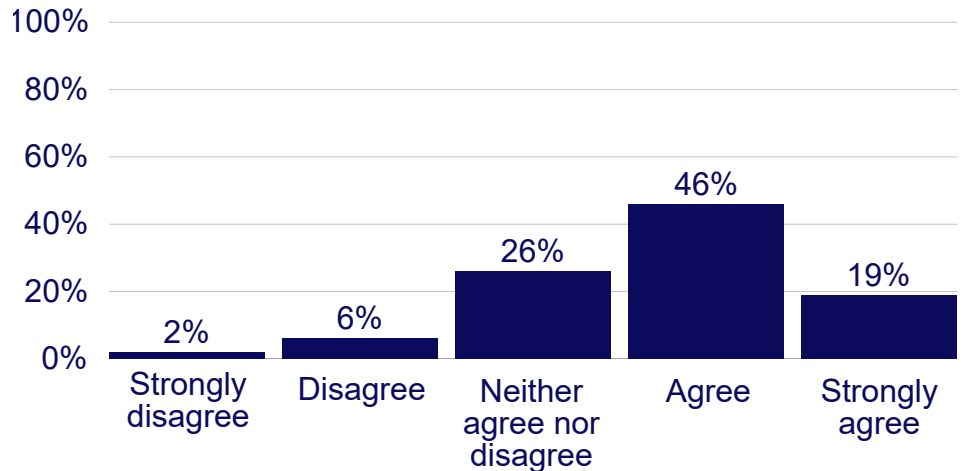


FAIRNESS, RESPECT AND ORGANIZATIONAL INTEGRITY

I believe the South Simcoe Police enforces the law consistently when dealing with people.

65%

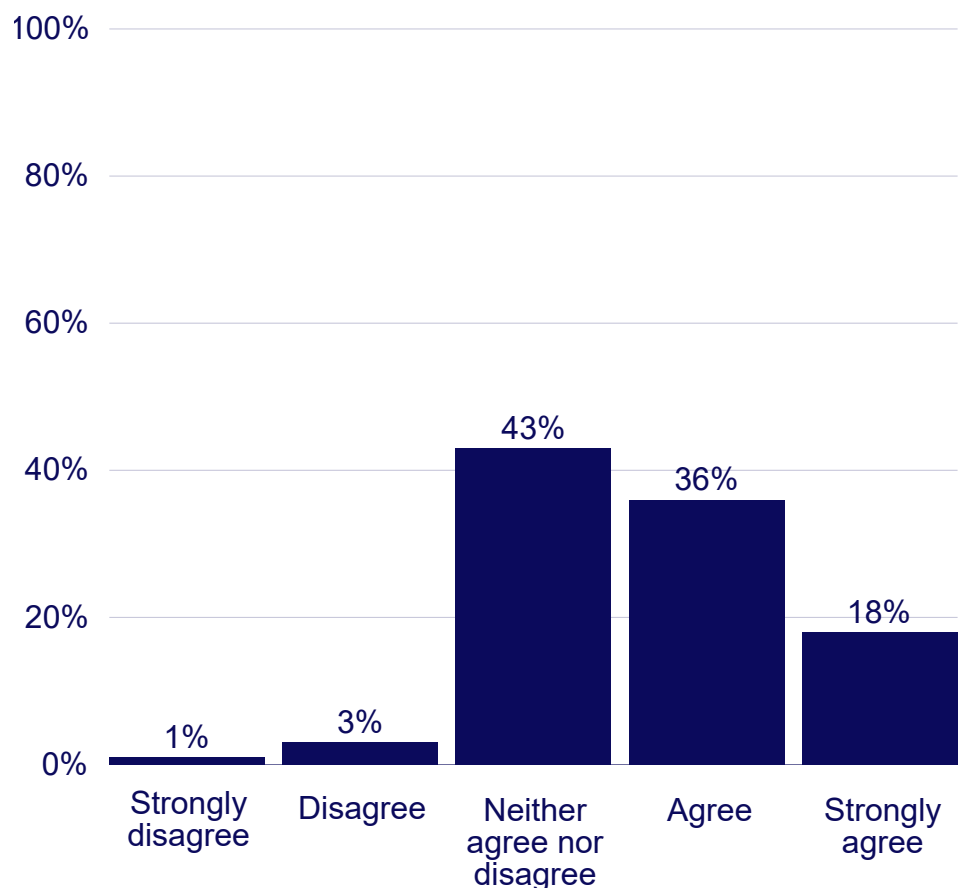
of respondents agreed they believe SSPS enforces the law consistently.



I believe the South Simcoe Police is sensitive to the needs of different cultures.

53%

of respondents agreed they believe SSPS is sensitive to the needs of different cultures.



However,

43%

indicated they neither agreed or disagreed with the statement.

PERCEPTION OF SSPS

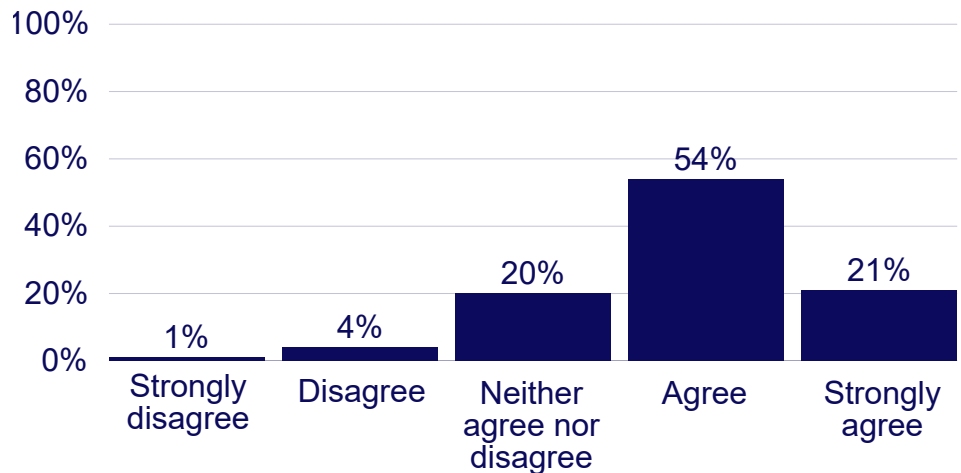


FAIRNESS, RESPECT AND ORGANIZATIONAL INTEGRITY

I believe the South Simcoe Police knows how to carry out their official duties properly.

75%

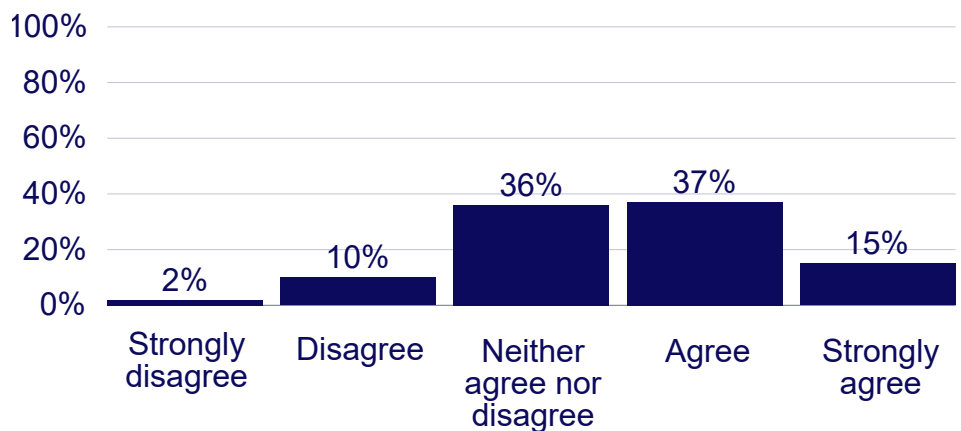
of respondents agreed they believed SSPS knows how to carry out their duties properly



I believe the South Simcoe Police is an open and transparent organization.

52%

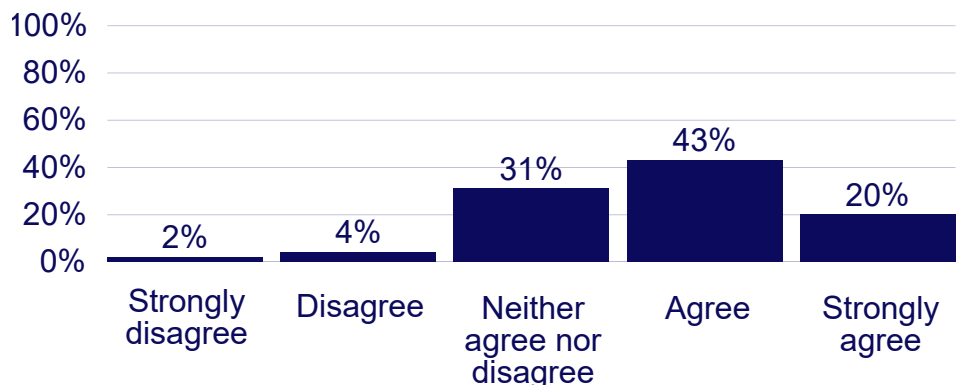
of respondents agreed they believe SSPS is open and transparent



I believe South Simcoe Police officers are honest.

63%

of respondents agreed they believe SSPS officers are honest.



PERCEPTION OF SSPS

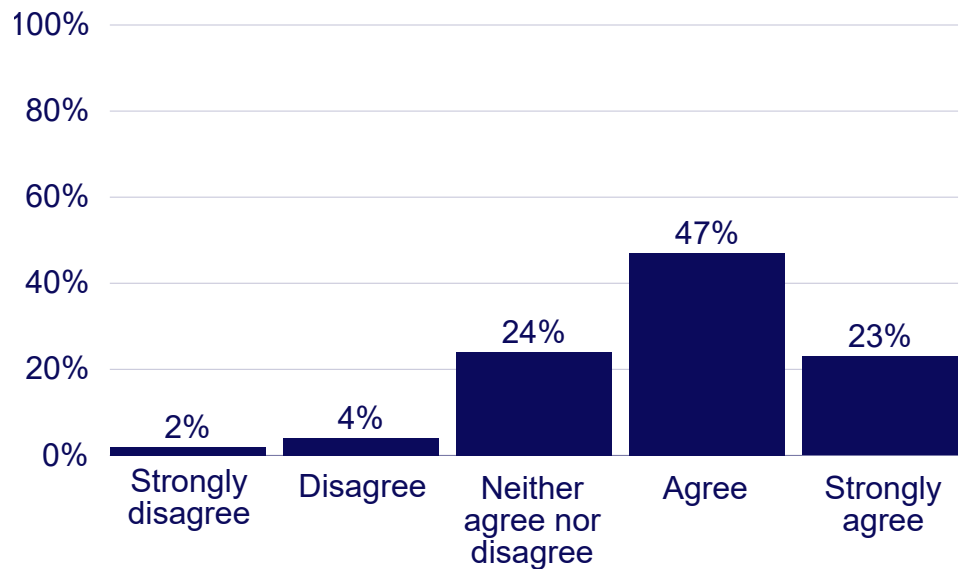


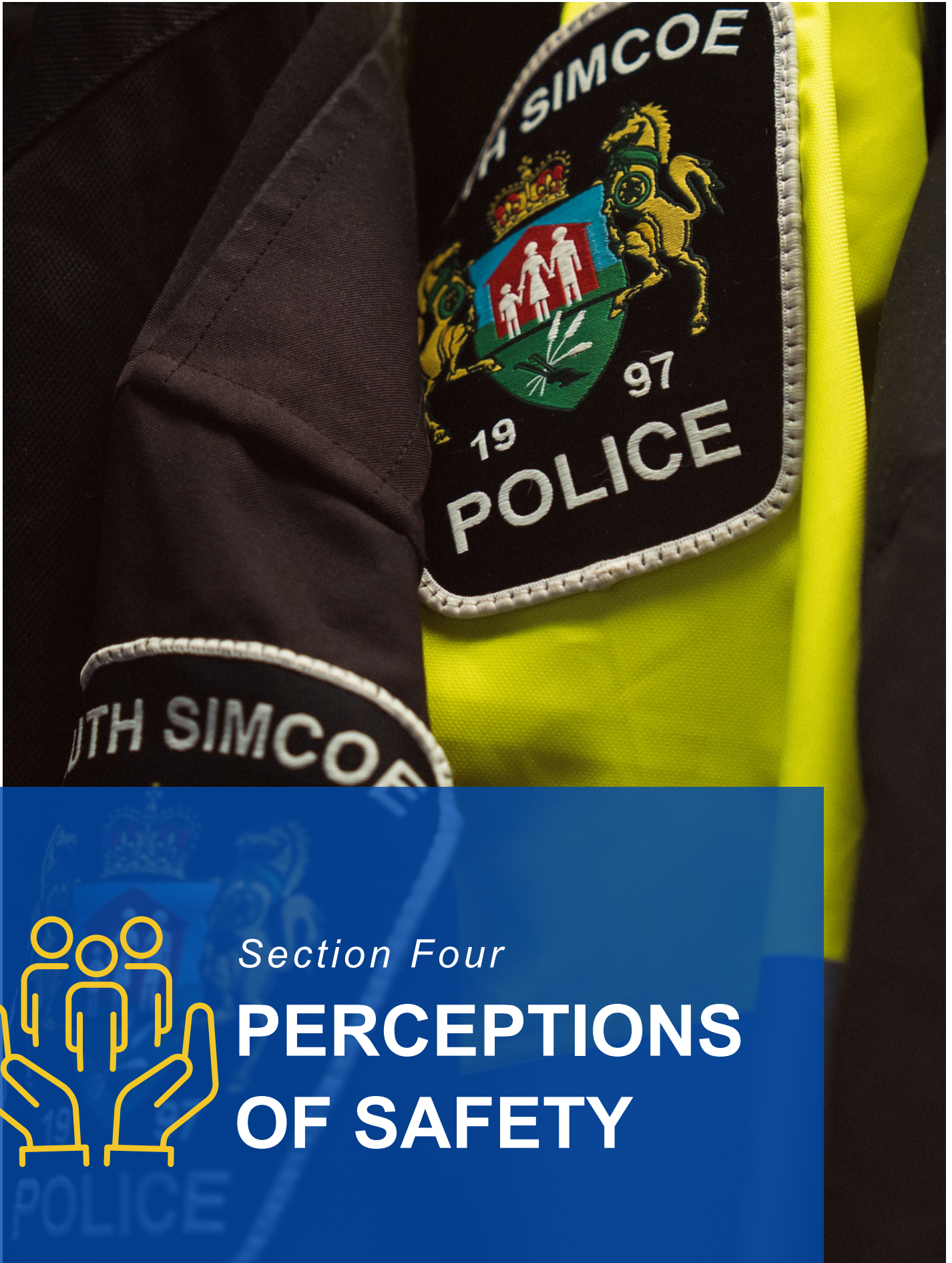
TRUST, LEGITIMACY AND PUBLIC SUPPORT

I believe the South Simcoe Police upholds a high standard of professionalism.

70%

of respondents agreed they believe SSPS upholds a high standard of professionalism





Section Four

PERCEPTIONS OF SAFETY

PERCEPTIONS OF SAFETY

Respondents were asked to rate how safe they felt overall, during the daytime, at night and in parks.

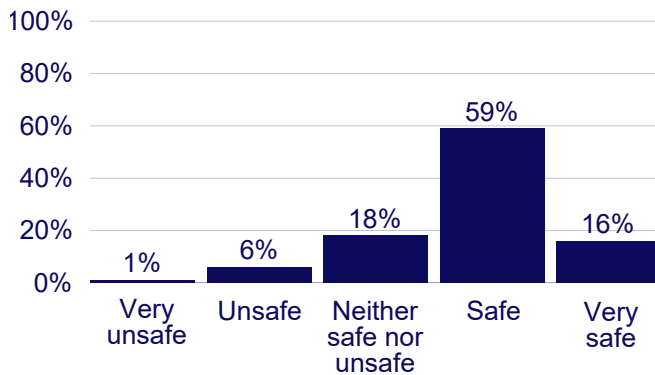
01



OVERALL SAFETY

75%

of respondents feel safe overall



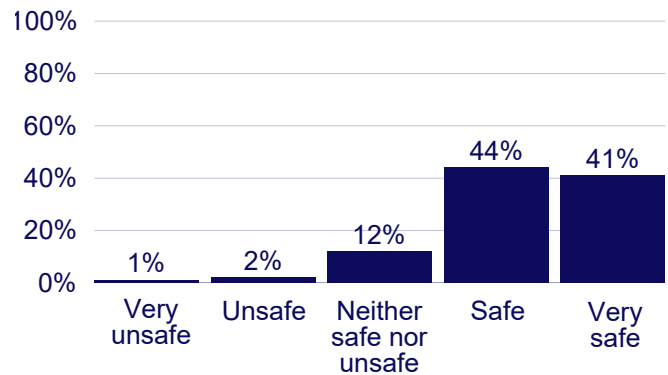
02



DAYTIME SAFETY

85%

of respondents feel safe during the day



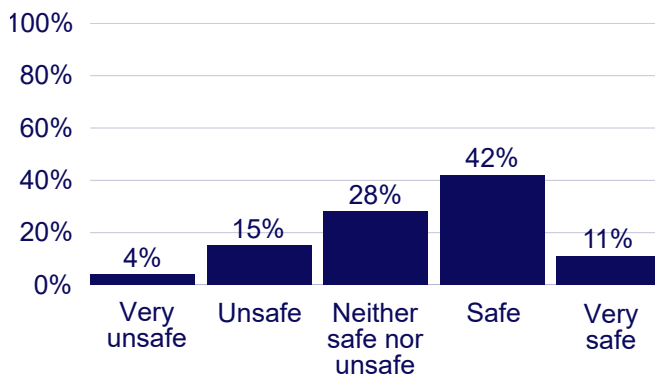
03



NIGHT SAFETY

53%

of respondents feel safe at night



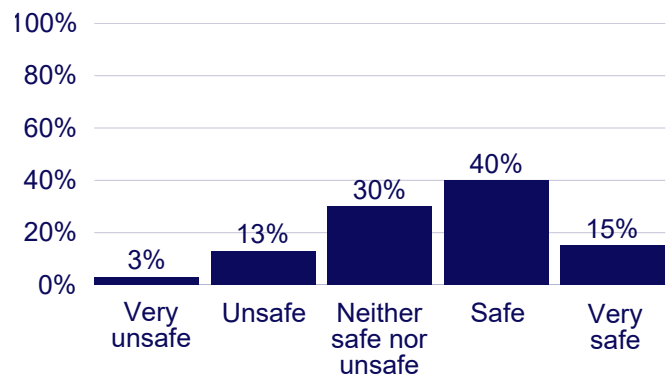
04



PARK SAFETY

55%

of respondents feel safe in parks



PERCEPTIONS OF SAFETY

Respondents were asked to select their top 3 safety concerns in South Simcoe. Residents identified high-frequency and high-visibility crimes as their top safety concerns:

TOP COMMUNITY SAFETY CONCERNS

01



**Theft or
Property Crime**

02



**Traffic
Safety**

03



**Violent
Crime**



PERCEPTIONS OF SAFETY

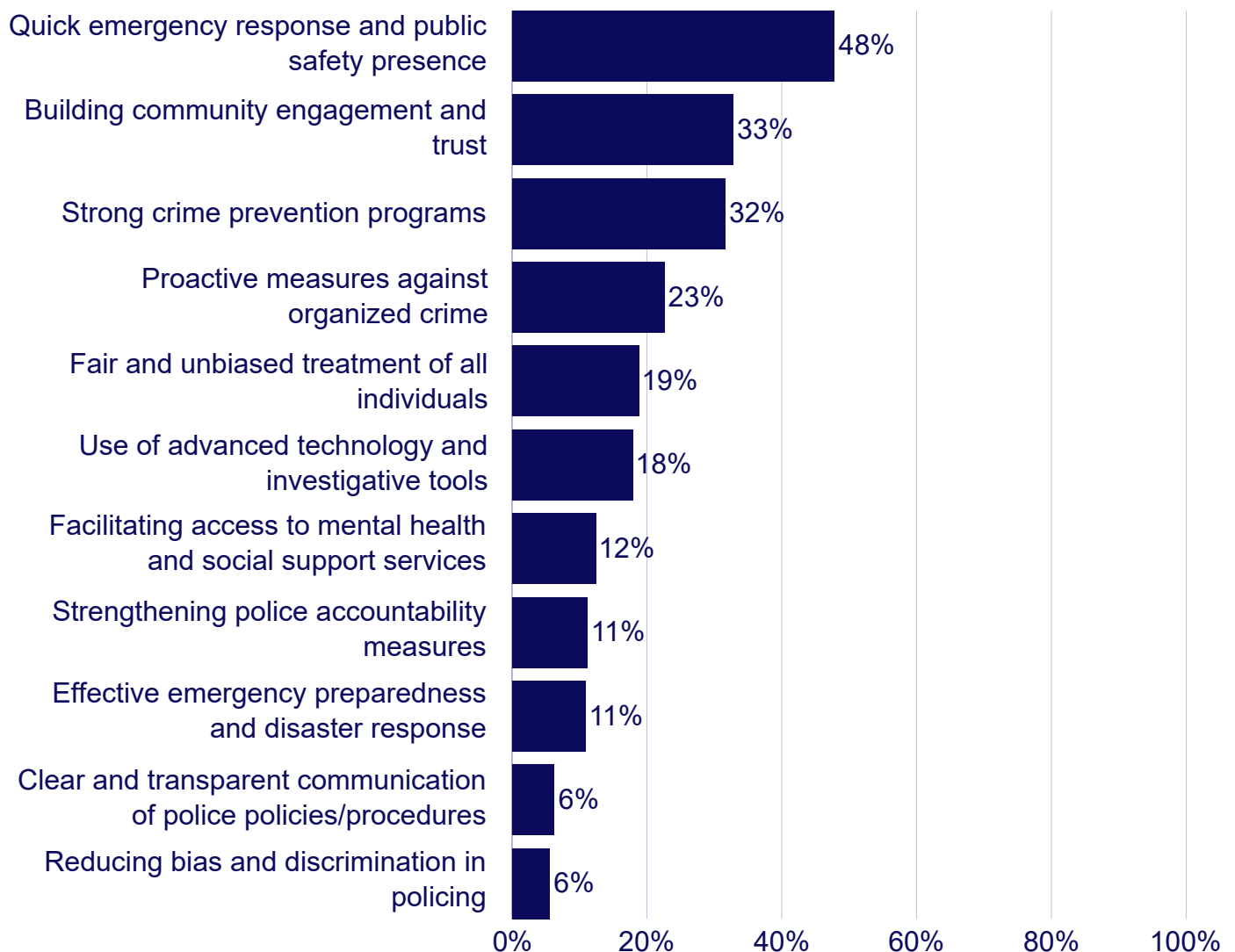
COMMUNITY VOICE

Respondents were asked their top priorities for policing, actions they would like to see SSPS take to improve community safety and well-being, and how they would like SSPS to communicate with them.



WHICH OF THESE ARE MOST IMPORTANT FOR GOOD POLICING IN YOUR COMMUNITY?

Respondents' top 3 priorities for good policing are quick emergency response and public safety presence, building community engagement and trust, and strong crime prevention programs.



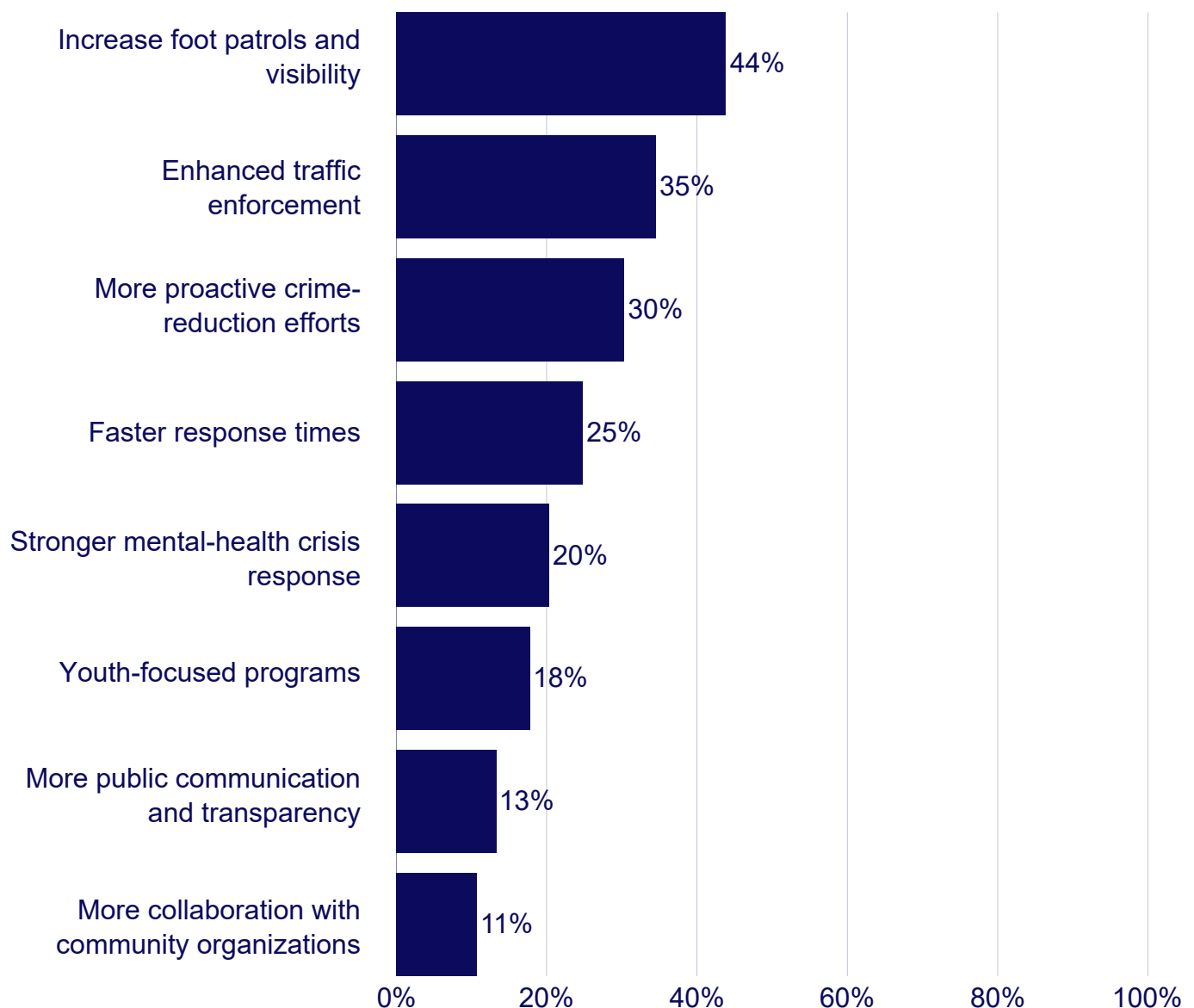
PERCEPTIONS OF SAFETY

COMMUNITY VOICE



WHAT ACTIONS WOULD YOU MOST LIKE TO SEE FROM THE SOUTH SIMCOE POLICE SERVICE TO IMPROVE COMMUNITY SAFETY AND WELL-BEING?

Respondents' top 3 actions to improve community safety and well-being were increased foot patrols and visibility, enhanced traffic enforcement, and more proactive crime reduction efforts.



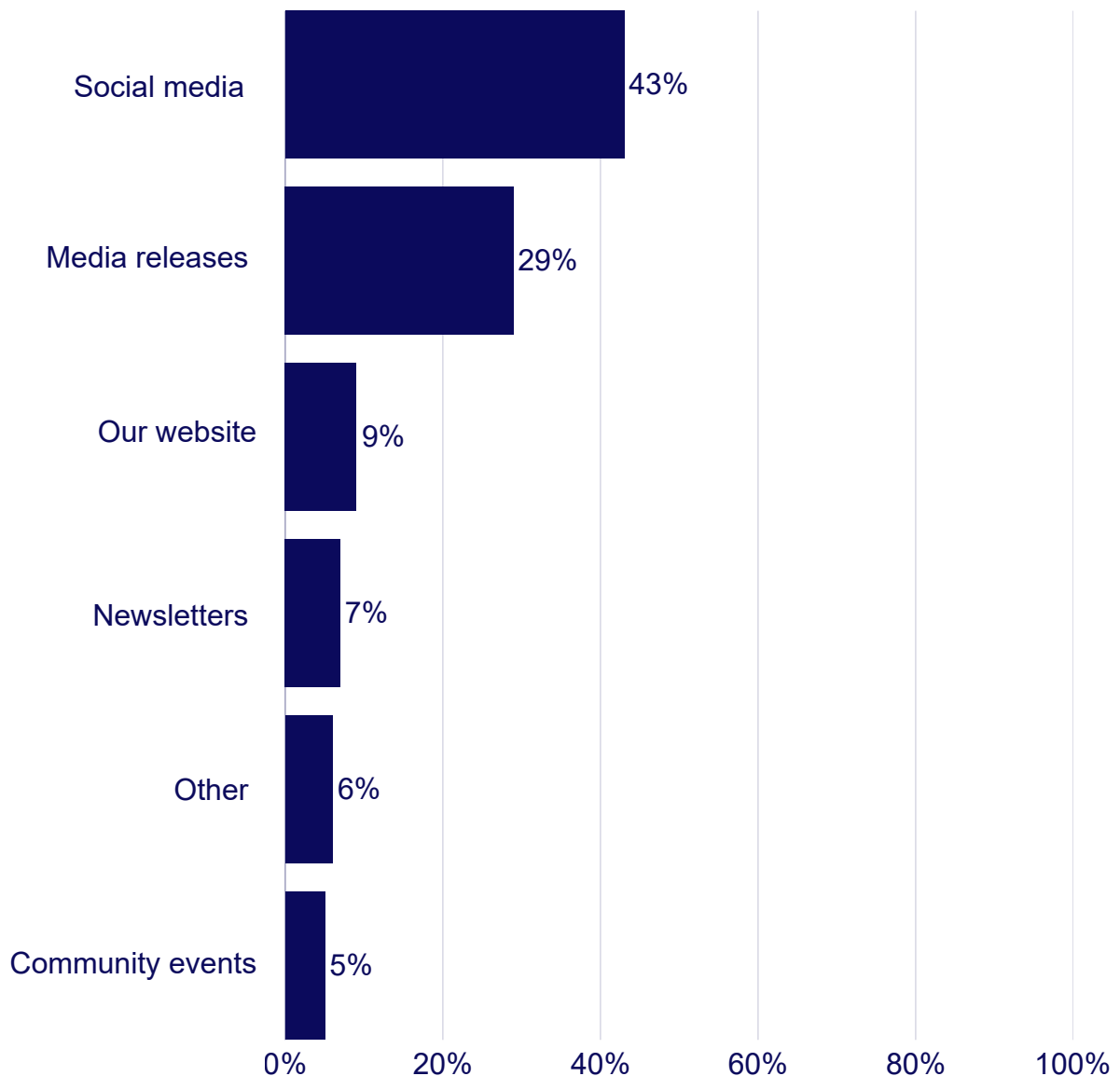
PERCEPTIONS OF SAFETY

COMMUNITY VOICE



HOW WOULD YOU LIKE THE SOUTH SIMCOE POLICE TO COMMUNICATE WITH YOU?

Respondents identified social media posts and media releases as the top 2 ways they wanted SSPS to communicate with them.





Section Five

HOW WE'RE USING THE FINDINGS



Overall, the survey results suggest that residents view SSPS as a **trusted and professional service**,
but also expect



stronger visibility, faster response, greater communication and more inclusive outreach.

The findings highlight clear opportunities to



raise awareness of police programs



improve engagement through social media and community-based communication



strengthen transparency



enhance visible police presence



while working with municipal partners on environmental design and prevention strategies to support community safety and build confidence in service delivery

HOW WE'RE USING THE FINDINGS



The findings from this survey, along with other community consultations we conducted, were used to inform the development of our 2026-2029 Strategic Plan, which is a roadmap that lays out the SSPS' priorities for the next four years.

Priorities 3 and 4 in our Plan are our commitment to addressing the primary concerns of our community partners and our communities.



PRIORITY 3

Strengthen Partnerships and Collaborative Problem Solving

Main objective:

- ✓ Improve collaboration and joint problem solving with partners



PRIORITY 4

Enhance Community Safety, Visibility and Trust

Two objectives:

- ✓ Increase police visibility and improve community safety
- ✓ Build community engagement and trust

We encourage residents to take a look at our Strategic Plan to see where we aim to focus moving forward. We will be reporting back on our progress in our annual reports.

southsimcoepolice.on.ca



HOW WE'RE USING THE FINDINGS



As we continue to address your concerns, our new vision, mission, and values will continue to guide how we serve.



OUR VISION

People Focused. Community Driven. Future Ready.



OUR MISSION

To promote safety and well-being by protecting the public, upholding the law and building trusted partnerships through service rooted in our values.



OUR VALUES

**Integrity. Trust. Leadership. Accountability.
Courage. Compassion.**

Thank you to everyone who took the time to complete the 2025 Community Safety and Well-Being Survey. Your feedback is vital in helping us better serve the communities of Bradford West Gwillimbury and Innisfil. We look forward to reporting back on the progress we've made in addressing community concerns.



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SouthSimcoePolice



SouthSimcoePS

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