

SURVEILLANCE CAMERAS

Canadians Back the Use of Surveillance Cameras, Dismiss Privacy Concerns

Majority wants to follow Toronto's plan to install over 10,000 security cameras in transit vehicles

[TORONTO – Mar. 12, 2008] – The vast majority of Canadians support the widespread use of surveillance cameras and most take no issue with the potential breach of privacy this entails, a new Angus Reid Strategies poll has found.

In the online survey of a representative national sample, over two-thirds of Canadians (69%) support the use of surveillance cameras to prevent and solve crime. Furthermore, 70 per cent want to see more security cameras installed in their own municipal transit systems and public spaces.

The use of video surveillance has been criticized due to concerns over privacy rights. However, 63 per cent of Canadians think that, when it comes to security cameras, the need for safety trumps the need to safeguard individual privacy rights. One-in-five respondents (20%) disagree.

More than two-thirds of Canadians think a Toronto Transit Commission (TTC) plan to install more than 10,000 new security cameras in buses, street cars and subway cars in the Greater Toronto Area is not only justified but should serve as an example to other major cities across the country.

However, the TTC's initiative does not come without criticism. Three-in-ten (30%) respondents think the ambitious project sets a negative precedent in Canada because it promotes the breach of privacy rights in the name of security. Additionally, 40 per cent of respondents think the \$21 million investment in the devices is too expensive and will not necessarily prove effective.

KEY FINDINGS

- » **69% of Canadians support the use of surveillance cameras to fight crime**
- » **Seven-in-ten want more cameras in local transit systems and public spaces**
- » **63% say security is more important than privacy when it comes to surveillance cameras**
- » **In Ontario: 80% think heavy investment in TCC cameras is justified; but 25% think Toronto's plan sets negative precedent for encouraging breach of privacy in the name of safety; 37% think TTC's plan too expensive and not necessarily effective**

Full topline results are at the end of this release.

From March 5 to March 6, 2008, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,006 adult Canadians. The margin of error for the total sample is +/- 3.1 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.

In the survey, respondents over the age of 55 were more supportive of the use of surveillance cameras. Three-in-four (76%) respondents in this demographic think Canadian cities should follow Toronto's example and invest heavily in security cameras. Support is lower among respondents ages 35 to 54 (69%) and respondents ages 18 to 34 (58%).

Older respondents (81%) are also more likely to want security cameras in their own municipality's public spaces. When asked about privacy concerns, 76 per cent of Canadians over the age of 55 favour safety over privacy rights, more than those aged 35 to 54 (62%) and those aged 18 to 34 (51%).

In Ontario, seven-in-ten respondents generally support the use of surveillance cameras for security purposes. Also, four-in-five think the massive TTC project is justified, although more than a third (37%) regard it as too expensive and not necessarily effective in fighting crime. A quarter of respondents in the province think the plan could set a negative precedent in Canada, for promoting safety needs over privacy rights.

Overall, do you think the use of security cameras is necessary to prevent and solve crime?

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Yes	69%	66%	74%	78%	70%	69%	56%	67%	70%	62%	69%	76%
No	21%	25%	14%	13%	20%	23%	33%	24%	19%	27%	21%	17%
Not sure	10%	10%	12%	10%	10%	8%	11%	8%	11%	11%	11%	8%

Surveillance Cameras

As you may know, the Toronto Transit Commission (TTC) is preparing to install 10,000 additional surveillance cameras on buses, streetcars and subway cars. The plan is expected to be completed by the summer of 2009 and will cost about \$21 million. Do you agree or disagree with the following statements?

“Mass transit systems like the TTC require special security measures, and the use of surveillance cameras in this case is justified.”

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Strongly agree	39%	31%	44%	35%	44%	38%	35%	40%	38%	25%	42%	49%
Moderately agree	38%	35%	34%	45%	36%	40%	39%	36%	39%	45%	37%	31%
Moderately disagree	11%	19%	10%	8%	9%	10%	18%	13%	10%	14%	10%	11%
Strongly disagree	8%	9%	3%	4%	8%	10%	7%	9%	7%	9%	7%	8%
Not sure	4%	6%	9%	9%	3%	2%	2%	2%	6%	7%	4%	1%

Surveillance Cameras

As you may know, the Toronto Transit Commission (TTC) is preparing to install 10,000 additional surveillance cameras on buses, streetcars and subway cars. The plan is expected to be completed by the summer of 2009 and will cost about \$21 million. Do you agree or disagree with the following statements?

“Other Canadian cities should follow the TTC’s example and invest in surveillance cameras for their own transportation systems.”

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Strongly agree	32%	25%	41%	28%	31%	34%	32%	34%	30%	18%	33%	42%
Moderately agree	36%	36%	31%	48%	36%	37%	25%	34%	38%	39%	35%	33%
Moderately disagree	15%	14%	16%	11%	15%	12%	33%	16%	15%	21%	15%	10%
Strongly disagree	11%	16%	2%	6%	11%	13%	8%	13%	9%	14%	9%	11%
Not sure	7%	9%	11%	6%	7%	4%	3%	4%	9%	6%	8%	4%

Surveillance Cameras

As you may know, the Toronto Transit Commission (TTC) is preparing to install 10,000 additional surveillance cameras on buses, streetcars and subway cars. The plan is expected to be completed by the summer of 2009 and will cost about \$21 million. Do you agree or disagree with the following statements?

“The TTC’s purchase of surveillance cameras sets a negative precedent in Canada, because it encourages the breach of individual privacy in the name of security.”

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Strongly agree	12%	15%	3%	7%	10%	17%	14%	14%	9%	14%	12%	10%
Moderately agree	18%	14%	15%	17%	15%	21%	32%	16%	20%	25%	17%	15%
Moderately disagree	29%	29%	34%	33%	29%	28%	21%	28%	30%	32%	27%	27%
Strongly disagree	38%	40%	39%	37%	44%	30%	29%	39%	36%	25%	40%	47%
Not sure	4%	3%	9%	7%	2%	3%	3%	2%	5%	4%	5%	2%

Surveillance Cameras

As you may know, the Toronto Transit Commission (TTC) is preparing to install 10,000 additional surveillance cameras on buses, streetcars and subway cars. The plan is expected to be completed by the summer of 2009 and will cost about \$21 million. Do you agree or disagree with the following statements?

“The TTC’s plan to install 10,000 surveillance cameras is too expensive and will not necessarily lead to a reduction in criminal activity.”

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Strongly agree	12%	13%	8%	7%	10%	17%	11%	13%	11%	12%	12%	12%
Moderately agree	27%	23%	24%	20%	27%	31%	32%	24%	31%	33%	26%	24%
Moderately disagree	33%	39%	26%	44%	33%	30%	30%	34%	32%	38%	31%	31%
Strongly disagree	23%	20%	31%	22%	27%	18%	21%	25%	21%	11%	26%	31%
Not sure	5%	6%	11%	8%	3%	4%	6%	5%	5%	7%	5%	2%

Surveillance Cameras

Would you support or oppose the use of surveillance cameras for security purposes in your municipality's public transportation system?

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Strongly support	41%	45%	48%	37%	40%	42%	31%	38%	43%	23%	43%	54%
Moderately support	36%	30%	31%	46%	38%	35%	30%	35%	36%	47%	35%	25%
Moderately oppose	10%	14%	11%	8%	7%	10%	21%	11%	10%	14%	10%	8%
Strongly oppose	8%	10%	1%	3%	8%	9%	7%	10%	5%	10%	7%	7%
Not sure	2%	1%	7%	1%	2%	1%	4%	2%	3%	3%	3%	1%

Surveillance Cameras

Would you support or oppose the use of surveillance cameras for security purposes in your municipality's public spaces?

	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
Strongly support	34%	38%	36%	37%	30%	35%	36%	32%	36%	19%	36%	45%
Moderately support	39%	29%	35%	45%	44%	43%	22%	39%	40%	45%	37%	37%
Moderately oppose	14%	19%	19%	12%	10%	12%	22%	15%	12%	17%	14%	9%
Strongly oppose	10%	14%	7%	6%	10%	10%	15%	13%	8%	16%	8%	8%
Not sure	3%	0%	3%	1%	5%	1%	5%	1%	5%	3%	4%	1%

Surveillance Cameras												
Which of these statements comes closer to your own point of view?												
	Region							Gender		Age		
	Total	BC	AB	MB/SK	ONT	PQ	ATL	Male	Female	18-34	35-54	55+
On the topic of surveillance cameras, <u>the need for safety</u> trumps individual privacy rights	63%	63%	70%	63%	69%	54%	61%	58%	68%	51%	62%	76%
On the topic of surveillance cameras, <u>individual privacy rights</u> should always come before safety concerns	20%	23%	16%	13%	16%	26%	19%	22%	17%	27%	18%	14%
Not sure	17%	14%	14%	24%	15%	20%	20%	19%	15%	22%	19%	10%

Angus Reid Strategies is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto, and Montreal, our team of specialists provides solutions across every type and sector of research.

Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel (www.angusreidforum.com), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.

Angus Reid Strategies has been successful in predicting the outcome of last year's provincial elections in:

Quebec: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=37>

Manitoba: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=56>

Ontario: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=129>

Saskatchewan: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=138>

More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF%20WHITE%20PAPER.pdf>

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**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
www.angusreidstrategies.com**