



Vancouver Police Community Policing Assessment Report

Business Survey Results

2017

NRG Research Group

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Executive Summary – Survey of Businesses

Overall Satisfaction with the Vancouver Police Department

In total, just under nine in ten (89%) business owners and/or managers were very or somewhat satisfied with the service provided by the VPD in 2017. This was consistent with overall satisfaction ratings over the previous three years.

Across Districts, the highest overall satisfaction ratings were in District 3 (91%) and District 1 (90%), though ratings were also strong in District 2 (88%) and District 4 (88%).

Satisfaction with the service provided by the VPD was based on the general perception that the VPD was doing a good job (20%) and the department's quick response/service to businesses (18%). Neutral or negative comments were typically from those with little or no contact with the VPD (12%) and those who consider the police response slow (6%) or ineffective (6%).

Responsiveness, Meeting Safety Needs, and Addressing Street Disorder

The VPD's ability to meet the business community's safety needs (80%), respond quickly in emergency situations (79%), and address street disorder (68%) were all rated positively (4 or 5 out of 5) by business owners and managers Citywide.

Perceptions of the VPD's ability to respond quickly in emergency situations saw a slight but not significant decline of three points compared to 2016 (from 82% in 2016 to 79% in 2017). Perceptions of the VPD's ability to meet the business community's safety needs (80%) increased by one point from 2016, while ratings of the VPD's ability to address street disorder (68%) remained the same as in 2016. Of interest, however, the proportions of businesses giving an 'excellent' rating of 5 out of 5 increased significantly for ability to meet the business community's safety needs and addressing street disorder in 2017.

Time Devoted to Addressing Crime Problems

In general, theft remained the area where business owners and managers felt the VPD currently spends enough time. More than seven in ten (72%) thought the VPD spends enough time addressing thefts of vehicles, while 64% believed the police were devoting sufficient time to the problem of theft from homes. Six in ten believed that enough time was being allocated to theft from businesses (62%) and theft from vehicles (60%).

The crime-related areas that were seen by business managers as priorities where the VPD should spend more time included sexual crimes (60%) followed by drug use (58%), gangs (57%), and violent crime (56%).

Impressions of the VPD on Key Reputation Dimensions

Business owners and managers evaluated the VPD on seven attributes that reflect key dimensions of the VPD's service. All of the attributes saw an increase in positive ratings compared to the results from 2016. Nearly nine in ten business owners and managers Citywide perceived the VPD to be professional (87%). As well, more than eight in ten perceived the VPD to be knowledgeable (84%), respectful (81%), and trustworthy (81%). More than seven in ten business owners and managers consider the VPD to be fair (77%) and visible (73%). The lowest rated quality was accountability (71%), although this rating has continued to see an increase and is now significantly higher than the 2014 rating.

Contact with the VPD

Roughly four in ten (41%) business owners and managers had contact with the VPD in the 12 months preceding the 2017 survey. Citywide, 84% of those who had contact with the VPD were very or somewhat satisfied with the service received, down slightly but not significantly from the 86% achieved in 2016. Satisfaction ratings saw a slight decrease in most Districts in 2017 compared with the 2016 results with the exception of District 3, which increased slightly.

The business managers and owners who were satisfied with the VPD's service were most likely to mention the quick response and service by the police (34%) as a leading reason for satisfaction. Other common themes for satisfaction include the VPD's professionalism (19%) and the caring and helpfulness of officers (15%).

Perceptions of Safety

Consistent with results in previous years, two-thirds (67%) of business owners and managers felt the neighbourhood in which their business was located was safe relative to other neighbourhoods in the city. Safe ratings in District 4 (88%) were again significantly higher than in other Districts, while District 2 continues to have the lowest proportion of safe ratings (37%). Notably, the percentage of District 1 business managers who said that their business was in an unsafe neighbourhood decreased from last year (from 22% to 12%) returning to levels more consistent with 2015.

More than two in ten (22%) of those who felt their business neighbourhoods were safe compared with other neighbourhoods mentioned the low crime rate in the area. Just under two in ten (18%) indicated that their neighbourhood was quiet or there were no problems, leading to the perception of relative safety.

Concerns with drug-related activities (19%) and homelessness/panhandlers (18%) were the most frequently mentioned reasons for considering a business' neighbourhood to be less safe than other neighbourhoods, followed by property theft and break-ins (12%).

Perceptions of Violent Crime and Property Crime in the Business Neighbourhood

Three-quarters (73%) of business managers Citywide said the level of violent crime in their neighbourhood had remained the same in the year preceding the survey, a significant decrease from 2016 results. About one in ten (11%) reported that the level of violent crime in their neighbourhood had increased, while a similar proportion (10%) believed that violent crime had decreased. Business owners and managers in District 4 (15%) were significantly more likely to indicate that violent crime had decreased in their neighbourhood compared with District 1 (6%).

When asked about the levels of property crime in their business' neighbourhood, two-thirds (66%) of business owners and managers Citywide said that property crime rates had stayed about the same in the 12 months preceding the survey, down notably but not significantly from 2016 results (72%). Two in ten (20%) believed that property crime rates had increased, while roughly half that proportion (9%) felt that rates had decreased, similar to the levels in 2016.

Business owners and managers in District 2 were significantly more likely than those in other Districts to perceive a net increase in property crime in their neighbourhood in 2017.

As in previous years, break and enters were considered to be by far the most important crime-related problem on a neighbourhood level, mentioned by three in ten (30%) business owners and managers Citywide.

Perceptions of Violent Crime and Property Crime in the City

Nearly six in ten (58%) business owners and managers Citywide indicated that violent crime levels stayed about the same in the City of Vancouver in the 12 months prior to the survey, slightly down from 62% in 2016. Nearly one in ten (9%) thought that violent crime in the City had decreased, while three in ten (30%) thought that violent crime had increased, both consistent with a year ago.

As in previous years, the proportion of business owners and managers in 2017 who said that the levels of violent crime increased across the City was much higher than the proportion who said there was an increase in violent crime within their own neighbourhood (30% versus 11% respectively). This once again points to a perceptual disconnect between what business owners and managers see in their own neighbourhoods and what they perceive as happening in the rest of the City in general.

In 2017, more than six in ten (64%) business owners and managers said that rates of property crime had stayed the same over the past twelve months in the City as a whole. This is similar, but slightly below, the proportion who said that property crimes rates had stayed the same within their own neighbourhood (66%). In 2017, just under one-quarter (23%) indicated that property crimes in the City had increased, consistent with the prior year.

Drugs (38%) were seen as the most important crime-related problem in the City by business owners and managers, followed by break & enter and thefts (14%).

Experiences with Crime at the Business

Nearly three in ten (28%) business owners and managers indicated that a crime had occurred at their workplace in the 12 months prior to the survey, up slightly from 26% in 2016.

Businesses located in District 2 (49%) were significantly more likely to have experienced a crime at their business within the last year than those in any other District. The proportion of business managers in District 2 who said that a crime had occurred at their business rose significantly from 32% in 2016 to 49% in 2017.

Over one-half (54%) of business owners or managers who had a crime occur at their business said the crime was against the business itself, with just over four in ten (41%) reporting that the crime was against a staff member. Consistent with previous years, the majority (83%) of these crimes experienced by businesses were property crimes, as opposed to violent crimes.

Overall, fewer than six in ten (57%) of crimes were reported in 2017, down from 2016 (63%). The top reason for not reporting a crime to the police was a perception that the incident was not serious enough, followed by feeling that the police could not do anything about the crime.

Importance of Crime Reduction Programs and Services

Consistent with previous years' results, a very small proportion (4%) of business owners and managers said that they or their staff participated in a program or received training in any of the crime reduction programs sponsored by the VPD.

Business owners and managers rated the importance of 12 different VPD programs and services. The programs perceived to be the most important overall (based on very and somewhat important ratings) were Victim Services (93%), DTES Foot Patrols (92%), Community Policing Centres (91%), and Block Watch (89%).

Beach Patrol (69%) and the Granville Entertainment District Street Closures (70%) were perceived to be the least important programs from business owners/managers' point of view, though both were still rated as quite important overall.

Keeping the Public Informed

Businesses' ratings of the VPD's performance on generating news stories informing the public remained generally consistent with 2016, but did increase slightly on all four subjects of major arrests, drug crackdowns, crime prevention, and crime reduction. Compared to 2015 positive ratings for generating news stories informing the public about crime reduction strategies is up significantly (44% up to 54%). As well, positive ratings for generating news stories about crime prevention programs was significantly higher in 2017 (55%) than 2014 (47%).

Citywide, business owners and managers indicated that the VPD was best at communicating information about major arrests (68% gave a rating of 4 or 5 out of 5) followed by the other three subject areas which received positive ratings between 52%-54%. Of note, District 4 tended to have the most positive ratings across the four topics, where positive ratings for all four of these areas increased compared to the prior year with the positive rating for major arrests moving up significantly.

Business owners and managers were also asked which of eight media sources they used for obtaining information regarding the VPD in the previous 12 months. TV news was cited as the top media source used for information about the VPD (58%), followed by the print version of a major newspaper (56%), radio news (51%), and the online version of a major newspaper (51%).

Portrayal of VPD in the Media

Roughly six out of ten (62%) business owners and managers gave positive ratings (4 or 5 out of 5) to the portrayal of the VPD in the local media. This is significantly higher than the 2016 and 2015 positive ratings (51% each year).

Use and Satisfaction with the VPD Website

Consistent with 2016 results, more than one-quarter (27%) of business managers or owners Citywide have ever visited the VPD website. Seven in ten (70%) visited the website for general information. Nearly one-half (47%) used the VPD website for crime reporting purposes, while one-third (33%) searched for crime prevention tips.

Three-quarters (75%) of business owners or managers who visited the VPD website evaluated it favourably (gave a rating of 4 or 5 out of 5). This was an increase from 2016 (69%), though not a significant increase.

Most Common Recommendation from Businesses to Improve Service

Consistent with historical results, the most frequent suggestion that business managers gave for improving service was to increase the visibility and presence of police in the neighbourhood (32%). This was followed by better communication/outreach to businesses (9%). Quicker response time was mentioned significantly more by business managers in District 3 (8%) than those in District 2 (1%).

Consistent with last year, one-quarter (26%) of business managers did not have any suggestions for improving VPD service in their neighbourhoods.

Contact with Non-Police Agency

Eight percent of business owners and managers contacted an organization other than the police to discuss a crime or nuisance problem. City Hall/ Council and the MLA office were the more commonly contacted alternative agencies.

Vancouver Police Foundation

New to the 2017 survey were questions regarding the awareness and familiarity of the Vancouver Police Foundation. Fewer than one-half (43%) of business owners and managers had heard of the Vancouver Police Foundation. One-quarter (26%) of those business managers who had heard of the Vancouver Police Foundation rated themselves as familiar (based on very and somewhat familiar ratings combined) with the work of the Foundation.

Business owners and managers in District 2 were the most likely to have heard of the Vancouver Police Foundation (49%) as well as the most likely to be familiar (very or somewhat) with the work of the Vancouver Police Foundation (29%).



Survey Objectives

The objectives of this survey, which was previously conducted biannually from 2004 to 2008 and now annually (starting in 2009) were to:

- ✓ Assess, among business owners and managers, perceptions of crime and feelings of safety in each of the four VPD Patrol Districts.
- ✓ Determine the prevalence of criminal victimization at businesses and the extent to which crimes are reported to the police.
- ✓ Assess perceptions of VPD officers and the extent to which businesses see officers actively working to stop crime problems.
- ✓ Assess awareness of VPD policing and crime-reduction initiatives.
- ✓ Assess overall satisfaction with the services provided by the VPD.
- ✓ Solicit recommendations regarding how VPD can improve policing services for businesses.



Survey Method & Data Analysis

A similar survey was conducted in 2004, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, and 2016. To maintain consistency across waves of the survey, the same method was employed in 2017 as in previous years. Starting in 2009, the survey has been conducted annually; the 2017 survey is largely the same as the one used in 2016, with a few notable updates and question additions. Results are reported from 2014 to 2017, where applicable.

Details of sampling frame and strategies implemented to ensure representativeness of the sample are outlined below:

- ✓ The sampling frame for this survey was comprised of all businesses located within the VPD Patrol District boundaries.
- ✓ Businesses were randomly selected from each of the four Patrol Districts.
- ✓ Only owners or managers of the business were interviewed.
- ✓ To ensure reliable samples were collected in each Patrol District, 100 interviews were conducted in each District
- ✓ Results were weighted based on the number of businesses in each District to ensure that the aggregate sample reflected the business distribution across the Districts.

This survey contained approximately 80 questions and took an average of 20 minutes to complete. In total, 400 surveys were completed between October 23th and November 9th, 2017. Interviewing was available in English as well as Mandarin, Cantonese, and Punjabi.

The Citywide results have a margin of error of +/- 4.9% at the 95% level of confidence¹. This margin of error assumes a 50/50 distribution on a dichotomous question. In most cases, the margin of error will be smaller than the maximum margin of error, because the distribution will be further from a 50/50 split.

Statistical significance testing is used to analyze the difference in results between Districts and between years. Differences that are statistically significant are not likely to occur by chance at a certain level of probability (usually 95%). Where applicable, we noted in the report the results that are significantly different between Districts or have changed over time.

¹ i.e., if the same sample were collected 20 times, 19 times the value would fall within the observed result plus or minus the margin of error.

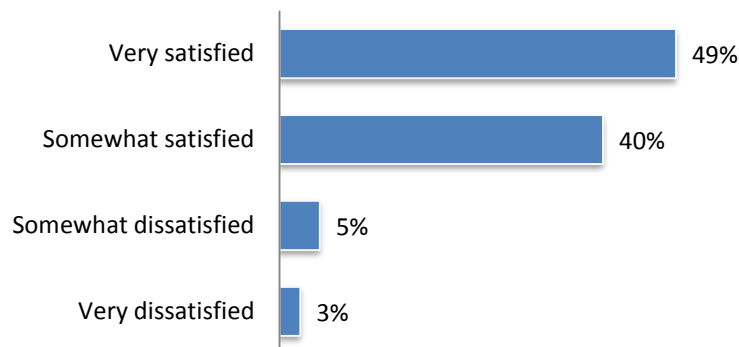


Detailed Survey Results

4.1 *Perceptions of the Vancouver Police Department*

4.1.1 OVERALL SATISFACTION

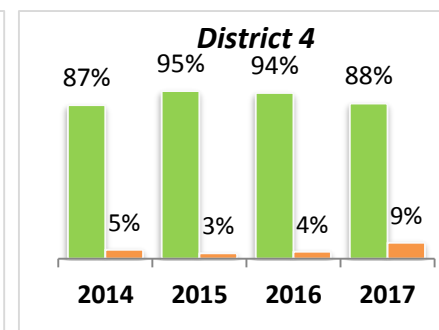
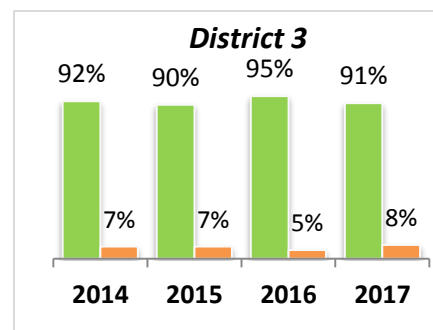
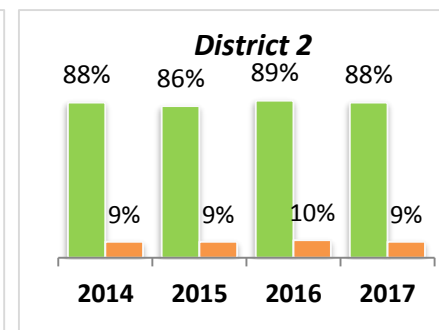
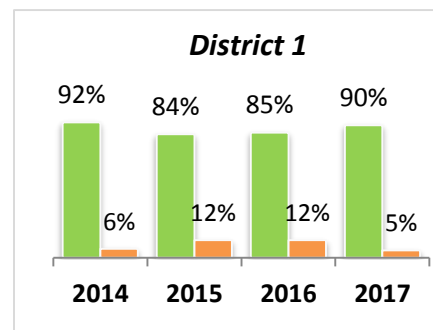
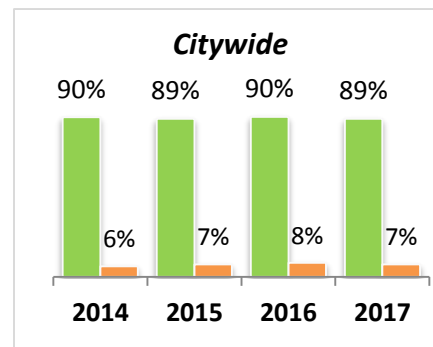
Q1A. Overall, how satisfied are you with the service provided by the VPD? (Citywide, 2017)



Overall, nearly nine in ten business owners and/or managers (89%) were satisfied with the service provided by the VPD. This is consistent with the overall satisfaction levels of the previous three years.

District 3 (91%) and District 1 (90%) had the highest levels of overall satisfaction, with the District 1 score showing a notable five-point increase since 2016. District 3 and District 4 both showed decreases in overall satisfaction, with District 4 decreasing by 6-points since 2016. Overall satisfaction with District 2 remained fairly consistent.

To understand the key sources of satisfaction and dissatisfaction with the VPD services, we asked business managers why they rated the service as they did. Responses were recorded verbatim, then content-coded into the categories on the slide that follows.



Note: Don't know/Refused is not shown in the charts above.

Reasons for Satisfaction/Dissatisfaction - 2017

Positive Comments	Citywide	District 1	District 2	District 3	District 4
Doing a good job/ I am satisfied	20%	17%	18%	19%	24%
Quick response/ service	18%	22%	16%	21%	15%
Caring/ helpful	5%	6%	6%	9%	3%
Low crime area/ Vancouver is safe	4%	4%	4%	4%	5%
Professional	4%	5%	2%	5%	3%
Are visible/ patrol a lot	4%	4%	5%	5%	2%
Courteous	4%	4%	2%	3%	6%
Issue was resolved	2%	1%	1%	5%	1%

Negative Comments	Citywide	District 1	District 2	District 3	District 4
No contact/ little interaction with police	12%	8%	11%	16%	14%
Slow response/ service	6%	5%	6%	7%	7%
Police ineffective/ response ineffective	6%	4%	10%	6%	5%
Should focus on homelessness /drug use violence	4%	4%	9%	4%	3%
Not enough police presence/need more staff	3%	3%	5%	1%	2%
Not caring	2%	2%	2%	-	2%
No dispatch	2%	1%	2%	1%	2%
Need more visibility	2%	3%	3%	-	2%

Base: All participants (n=400).

Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

Note: Responses mentioned by less than 2% of all participants not shown.

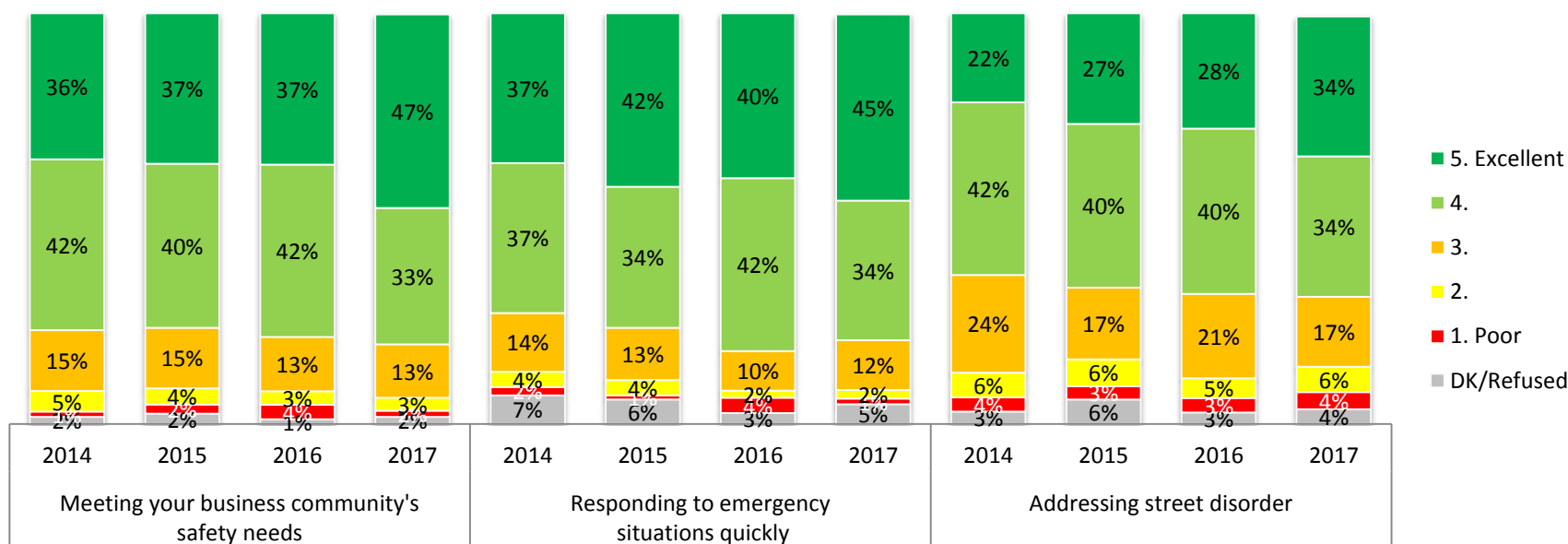
The primary reasons for satisfaction with the VPD were an overall sense of the police doing a good job (20%) and providing quick response/service (18%). Businesses in District 4 were more likely to be satisfied due to the sense that the police are doing a good job compared to other Districts.

Conversely, the primary reason for being dissatisfied with the VPD is that there was little or no contact with police (12%). This was followed by the police being slow to respond (6%) and police being ineffective (6%). Business managers in District 3 were notably but not significantly more likely to indicate they had no contact/ little interaction with the police compared with the managers in District 1.

4.1.2 EVALUATION OF ASPECTS OF VPD SERVICE

4.1.2.1 Evaluation of Responsiveness, Meeting Safety Needs, and Addressing Street Disorder

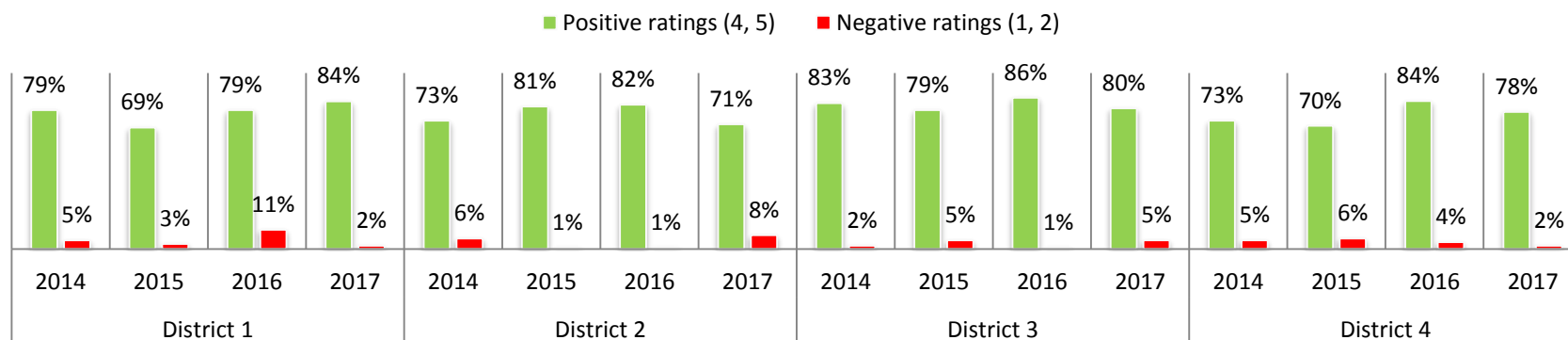
Q2. How do you rate the Vancouver Police Department in terms of...? (Citywide)



Perceptions of the VPD's ability to respond quickly in emergency situations saw a slight decline of three points compared to 2016. Ratings for meeting the business community's safety needs and addressing street disorder remained consistent with the 2016 ratings. Ratings of "excellent" for meeting the business community's safety needs saw a significant increase compared to the last three years.

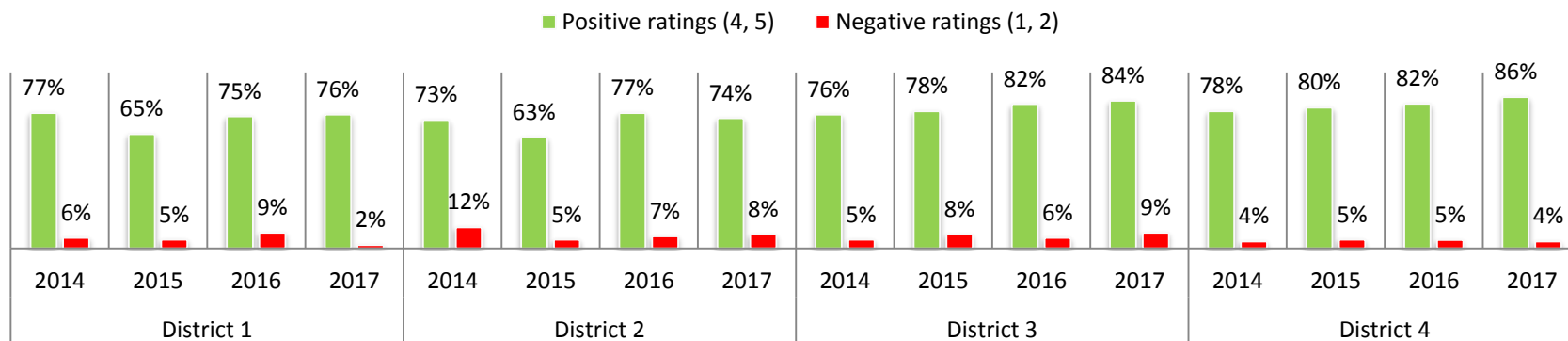
The proportion of business owners and managers who positively rated the VPD's ability to respond to emergencies quickly decreased notably but not significantly in District 2 in 2017 compared with 2016. There was a positive increase in District 1 by five points.

Responding to Emergencies Quickly



Perceptions of the VPD's ability to meet the business community's safety needs remained mostly consistent with results from last year for Districts 1 and 3. District 4 continued to move upward with a four point increase. Meanwhile, District 2 showed a slight decrease from 2016 scores.

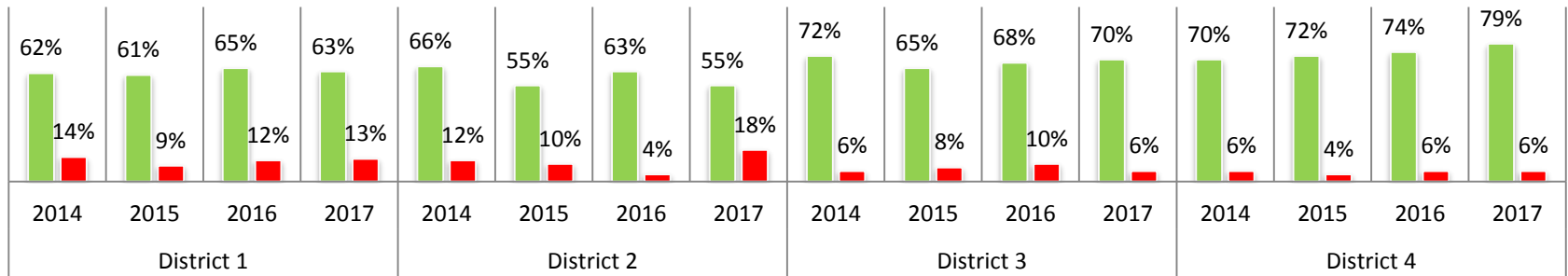
Meeting Business Community's Safety Needs



Business owners' and managers' perceptions of the VPD's ability to address street disorder continued on an upward trend in District 4, though the five point increase was not significant. District 2 experienced a significant increase in the number of negative ratings compared to 2016.

Addressing Street Disorder

■ Positive ratings (4, 5) ■ Negative ratings (1, 2)

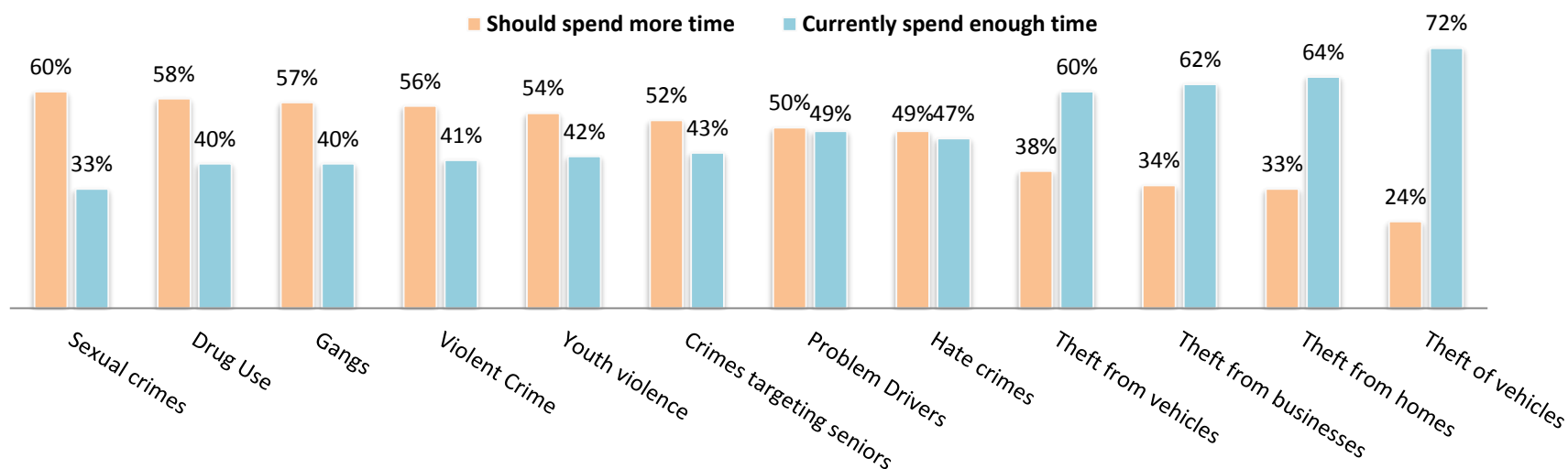


4.1.2.2 Time Devoted to Addressing Various Crime Problems

Q3. Do you think the police should spend more time, the same amount of time, or less time addressing each of the following:

Note: Don't know/Refused is not shown in the chart below.

Citywide (2017)

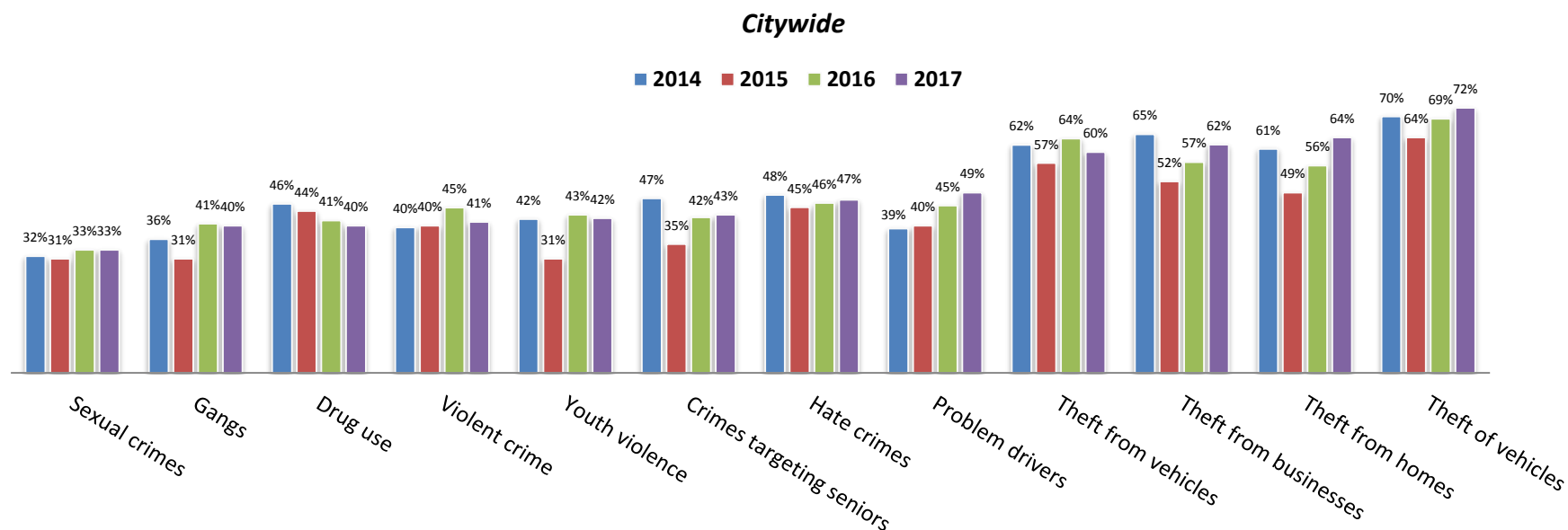


The majority of business owners and managers believed the police were devoting sufficient time to the problem of theft of vehicles (72%) and theft from homes (64%). Theft from businesses and theft from vehicles were other areas where at least six in ten felt that enough time is already being devoted to these areas (62% and 60% respectively).

Sexual crimes (60%) again topped the list of areas where business owners and managers felt more time should be spent by police to address this concern. This was followed by drug use (58%) and gangs (57%) comprising the top three areas where business owners and managers felt that more time should be spent.

4.1.2.2 Time Devoted to Addressing Various Crime Problems

Q3. Do you think the police should spend more time, the same amount of time, or less time addressing each of the following:



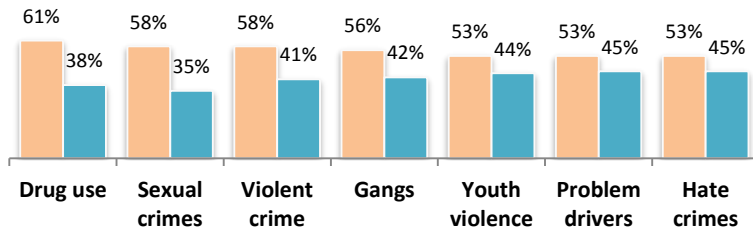
Consistent with previous years, theft remained the area where most business owners and managers believe enough time is being spent (be it theft from homes, from businesses, or from/of vehicles). With the exception of theft *from* vehicles, these proportions have increased slightly from last year.

Most areas showed non-significant differences from year to year in terms of the proportion of business owners and managers who believed the VPD should spend more time addressing the issue.

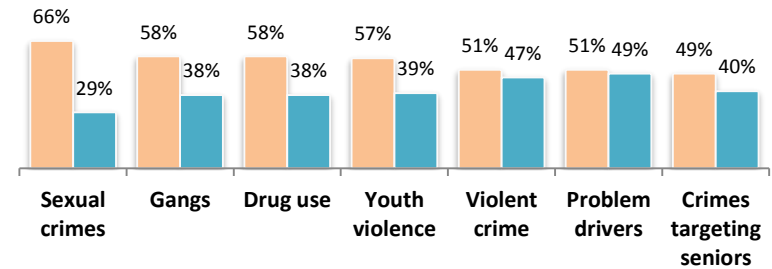
Top seven crime-related problems the VPD should spend more time addressing by District

■ Should spend more time ■ Currently spend enough time

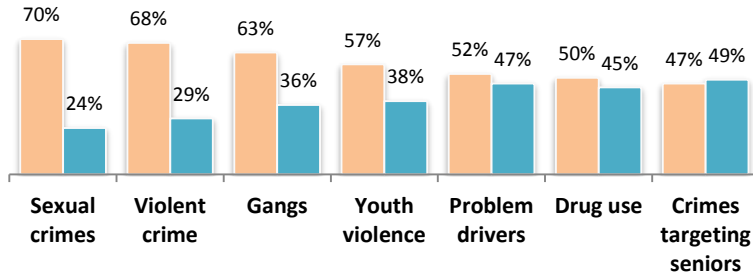
District 1 (2017)



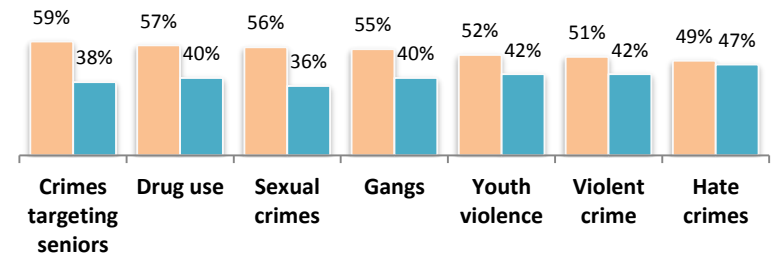
District 2 (2017)



District 3 (2017)



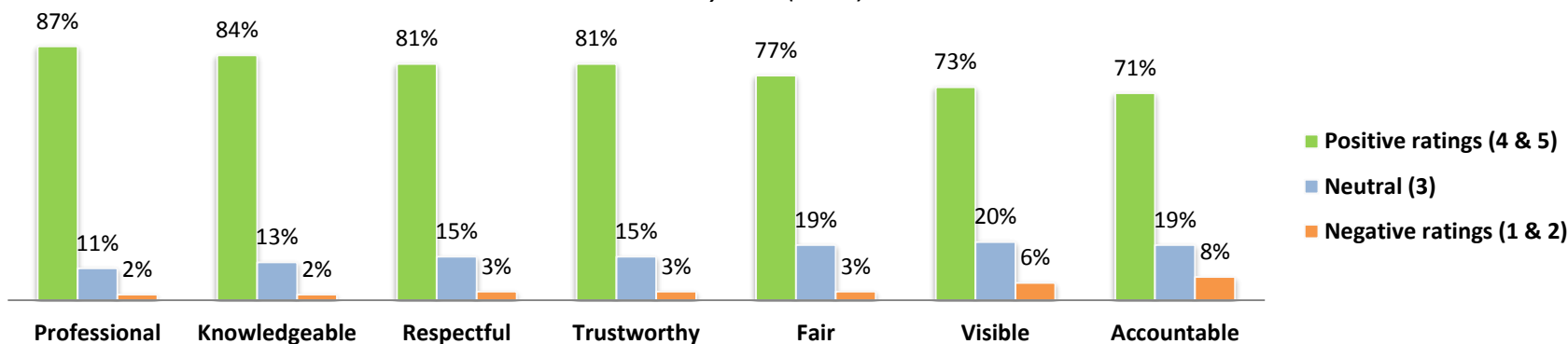
District 4 (2017)



There were notable differences between Districts when looking at crime-related areas where business managers felt the VPD should spend more time. Sexual crimes were the top priority for Districts 2 and 3. Drug use was the top problem seen needing more attention in District 1, and crimes targeting seniors were seen as the top problem in District 4. Sexual crimes and drug use were also among the top crime-related problems in all Districts.

4.1.3 PERCEIVED QUALITIES OF THE VPD

Q4. How well do the following qualities best describe the Vancouver Police Department?
Citywide (2017)



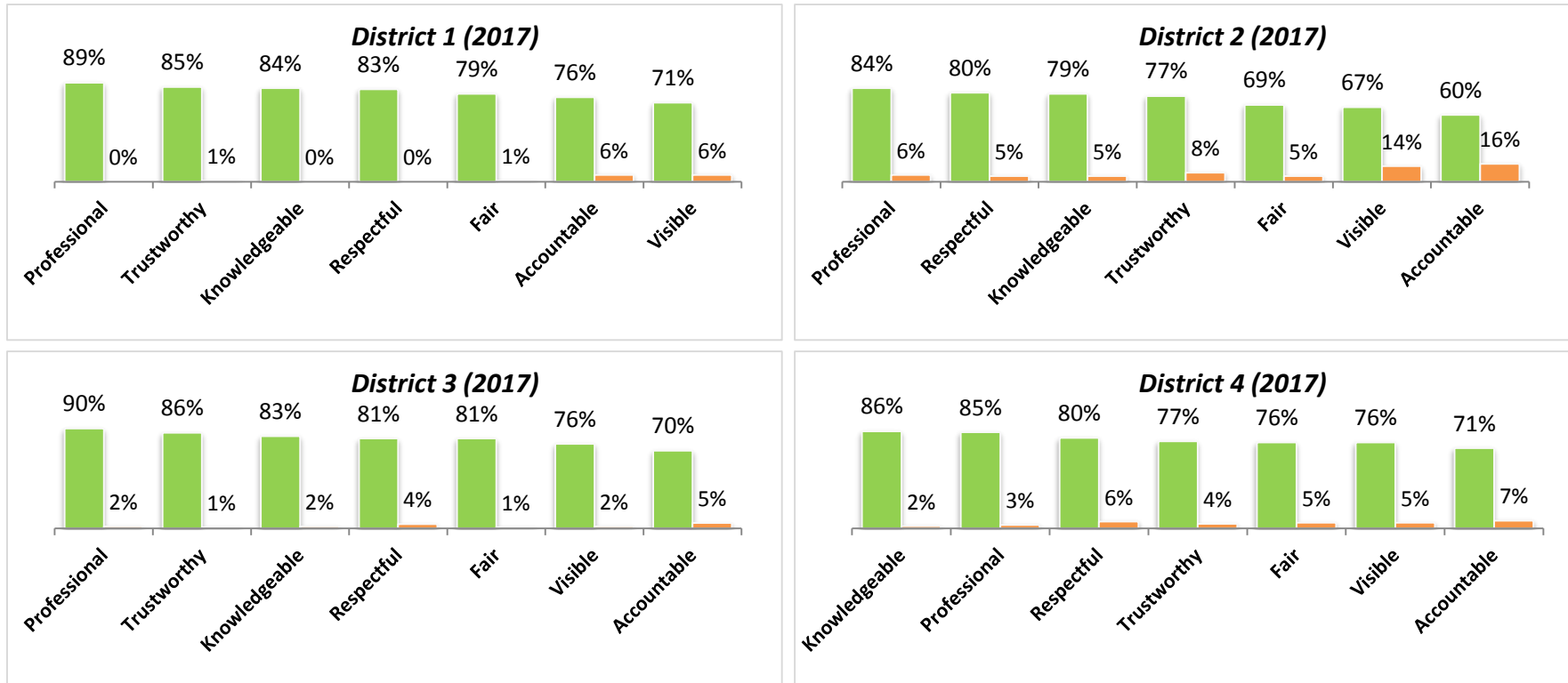
Business owners and managers evaluated the VPD on seven qualities that reflect key dimensions of the Vancouver Police Department's service. All of these attributes received positive ratings (4 or 5 out of 5) from the majority of businesses, consistent with 2016 results. As well, all of the attributes saw at least a small increase in positive ratings compared to the 2016 ratings.

Citywide, nearly nine in ten business managers perceived the VPD to be professional (87%). As well, more than eight in ten perceived the VPD to be knowledgeable (84%), respectful (81%), and trustworthy (81%). More than seven in ten business owners and managers also believed the VPD to be fair (77%) and visible (73%). As in previous years, the lowest rated quality was accountability (71%), although this rating has seen an increase and is significantly higher than the 2014 rating.

Note: Don't know/Refused is not shown in the charts above.

Perceived Qualities of the VPD by District

■ Positive ratings (4 & 5) ■ Negative ratings (1 & 2)



Business owners and managers in most Districts tended to perceive the VPD most keenly as professional, with the exception of District 4 where businesses rated the VPD higher for being knowledgeable than for being professional.

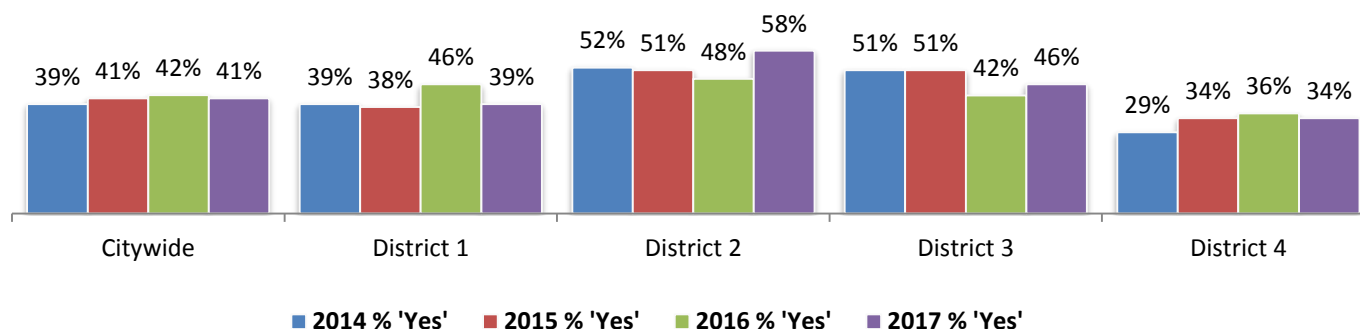
Businesses in District 3 were significantly more likely to perceive the district as fair than those in District 2.

Those in District 2 were less likely than those in any other District to rate VPD officers as accountable.

4.1.4 CONTACT WITH THE VPD

4.1.4.1 Contact with the VPD

Q5. During the past 12 months, has your business had contact with the Vancouver Police Department? (Citywide)



Forty-one percent of business managers Citywide had contact with the VPD in the 12 months preceding the 2017 survey, consistent with 42% in 2016 and 41% in 2015. Those in District 2 were more likely to have had contact with the Vancouver Police Department in 2017; this difference was significantly greater than the difference noted in District 1.

District 4 continued to have the lowest number of reported contacts with the VPD in 2017 (34%), whereas those in District 2 had the highest number of contacts (58%).

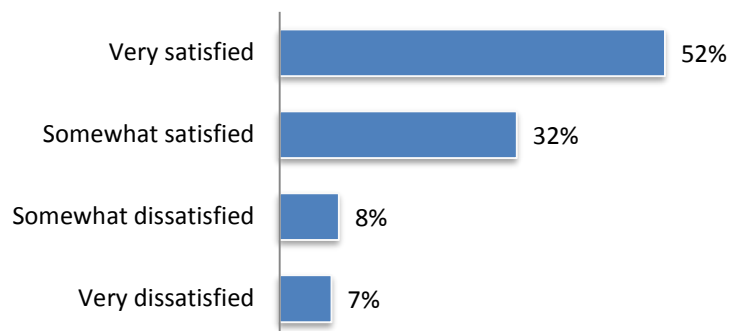
Note: The full text of the question emphasized contact with the VPD directly, not with a 911 dispatcher. The full text of the question, as it was read to participants in the 2017 survey, was:

This next section will ask some questions about any contact you may have had with the Vancouver Police Department because of your business. This could include a conversation with a police officer in person or on the phone, a call to the police non-emergency number or any number of other ways that you may have been in contact with the Vancouver Police Department.

We are interested here in your contact with the members of the Vancouver Police Department – not contact with a 911 dispatcher or police from other jurisdictions.

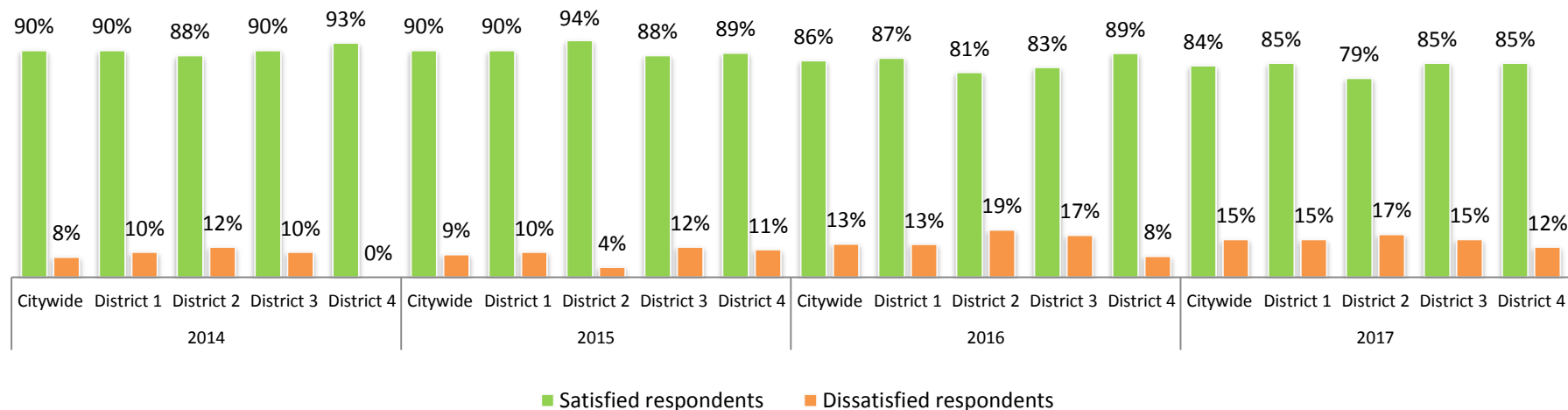
4.1.4.2 Satisfaction with Service Received (Among those who contacted VPD)

Q6A. Overall, how satisfied were you with the service your business received from the Vancouver Police Department? (Citywide, 2017)



Citywide, 84% of the business managers who had contact with the VPD in 2017 were satisfied with the service they received. This was down slightly, but not significantly, from the overall satisfaction ratings from the previous three years.

Satisfaction ratings saw a slight decrease in most Districts in 2017 compared with the 2016 results, with the exception of District 3 which increased slightly.



Base: Business managers who had contact with the VPD in the 12 months preceding the survey (n=177 for 2017; n=172 for 2016; n=179 for 2015; n=171 for 2014)

Note: Don't know/Refused is not shown in the charts above.

Reasons for Satisfaction/Dissatisfaction

Positive Comments	Citywide	District 1	District 2	District 3	District 4
Quick response/service	34%	34%	29%	37%	35%
Professional	19%	21%	22%	11%	18%
Caring/ helpful	15%	11%	19%	17%	15%
Courteous	9%	3%	10%	9%	15%
Doing a good job/I am satisfied	7%	8%	5%	2%	12%
Issue resolved	5%	3%	2%	11%	6%
Thorough investigation	3%	-	5%	2%	6%
Knowledgeable	3%	5%	5%	2%	-

The business managers who were satisfied with the VPD's service were most likely to mention the quick response and service by the police (34%) as their reason for satisfaction. The other leading themes contributing to satisfaction with the VPD include being professional (19%), caring/helpfulness of officers (15%), and VPD staff being courteous (9%).

Negative Comments	Citywide	District 1	District 2	District 3	District 4
Police ineffective/response ineffective	8%	8%	10%	4%	9%
Slow response/service	7%	5%	9%	17%	-
Lack of info about case	6%	8%	5%	11%	3%
No dispatch	5%	8%	2%	-	6%
Not caring/not helpful	3%	5%	-	-	3%
Issue not solved	2%	-	-	4%	6%
Not enough police presence/need more staff	2%	5%	2%	-	-
Poor telephone service	2%	3%	2%	2%	-

The primary sources of dissatisfaction with VPD contact were due to feeling that there was an ineffective police response (8%) and police were slow to respond or provide service (7%). The next leading reason for dissatisfaction was that there was a lack of information about the case (6%).

Base: Business managers who had contact with the VPD in the past 12 months, 2017 n=176.

Note: Responses mentioned by less than 2% of all participants not shown.

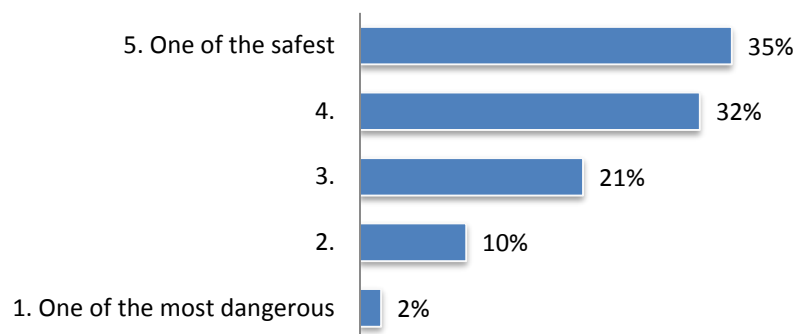
Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

4.2 *Perceptions of Safety and Crime*

4.2.1 PERCEPTIONS OF BUSINESS NEIGHBOURHOOD SAFETY

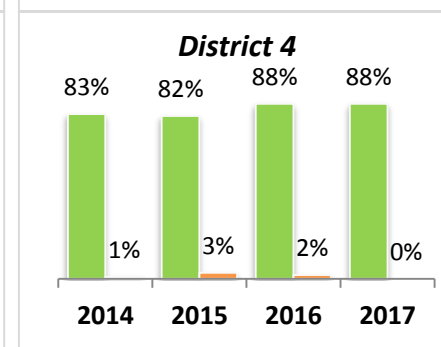
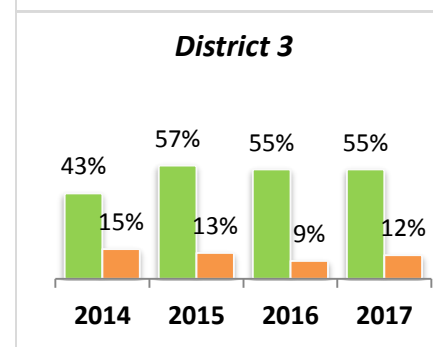
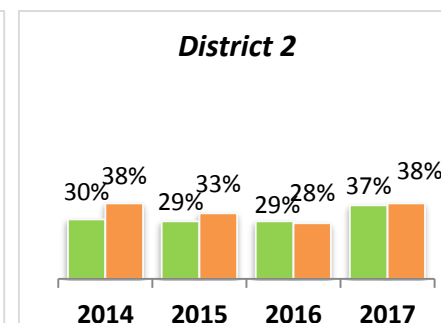
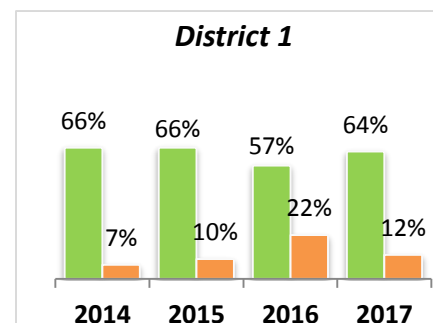
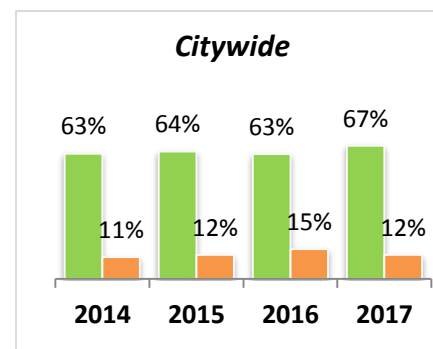
4.1.2.1 Perceived Level of Safety of the Business' Neighbourhood

Q8A. How safe do you feel your business' neighbourhood is compared to other neighbourhoods in the City? (Citywide, 2017)



Perceptions of businesses' neighbourhood safety in 2017 remained generally high, consistent with the last few years. Two-thirds (67%) of business managers felt their business' neighbourhood was safe relative to other neighbourhoods in the City.

That said, it is not surprising that some Districts were perceived to be safer than others. Safe ratings in District 4 (88%) continued to be significantly higher than other Districts. District 2 continues to have the lowest proportion of safe ratings (37%), on par with its unsafe rating (38%). In 2017, the percentage of District 1 business managers who said that their business was in an unsafe neighbourhood decreased, returning to levels more consistent with 2015.



Note: Don't know/Refused is not shown in the charts above.

4.1.2.2 Reasons for the Perceived Level of Safety

Positive Comments	Citywide	District 1	District 2	District 3	District 4
Low crime area/safe	22%	18%	9%	15%	36%
No problems/quiet	18%	17%	9%	18%	22%
Police presence/patrols	8%	10%	5%	7%	8%
Lots of people/populated area	7%	8%	7%	3%	7%
Private security/patrols	2%	2%		1%	3%

Negative Comments	Citywide	District 1	District 2	District 3	District 4
Drug-related activities	19%	21%	34%	19%	10%
Homeless/panhandlers	18%	23%	23%	14%	11%
Property theft/break-ins	12%	7%	21%	21%	10%
Suspicious people around	4%	3%	4%	2%	7%
High crime area (non-specified)	4%	6%	9%	3%	1%
Not the safest area but not the worst	4%	4%	2%	6%	4%
Physical assault (other than sexual)	3%	5%	4%	2%	1%
Vandalism	3%	2%	6%	4%	2%
General feelings of unease	3%	3%	3%	5%	1%
Could be better/more police needed	2%	1%	5%	1%	2%

Base: All participants (n=400).

Note: Responses mentioned by less than 2% of all participants not shown.

Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

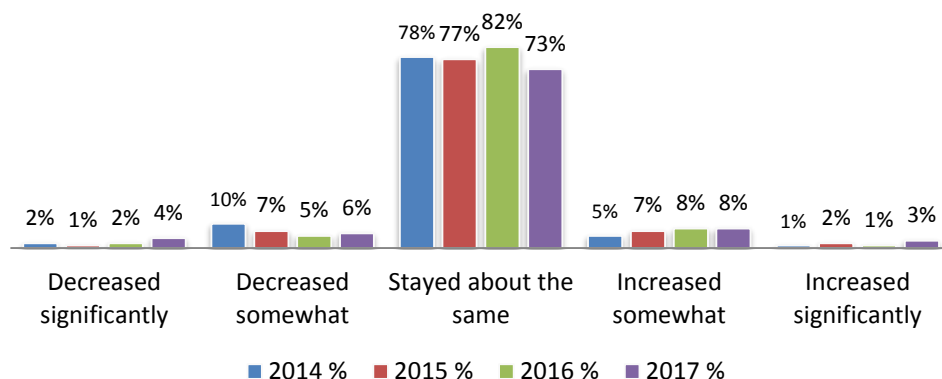
More than two in ten (22%) of those who felt their business neighbourhoods were relatively safe mentioned the lack of criminal activity in the area. Nearly as many mentioned that the area was relatively quiet and there were no problems (18%). Police presence and patrols (8%) and lots of people/populated area (7%) are other key reasons for the perceived safety in the business' neighbourhood.

The reasons a neighbourhood was considered relatively unsafe were more varied. Concerns regarding drug-related activities (19%) and homelessness/panhandlers (18%) were the top two reasons for considering a neighbourhood unsafe. The next strongest contributor to feeling unsafe was property theft/break-ins (12%).

District 4 business owners were less likely to mention each of the top three reasons for considering a neighbourhood unsafe than those in any other District.

4.1.2.3 Violent Crime in the Business Neighbourhood

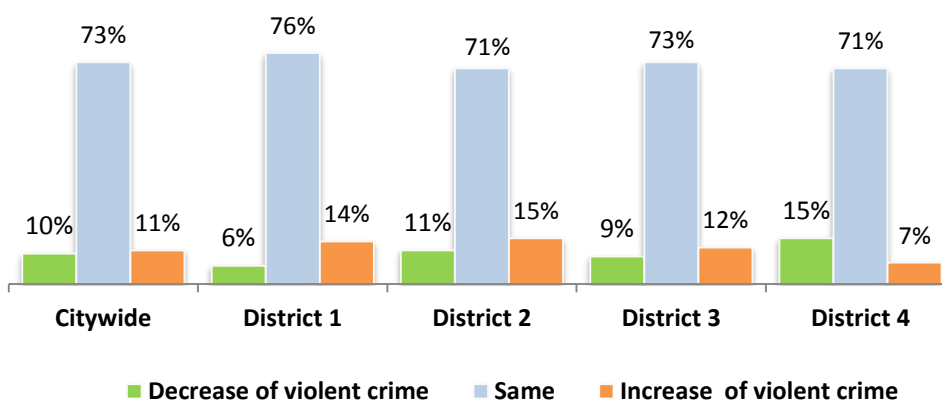
Q9A. In the past 12 months, would you say the level of violent crime in your business' neighbourhood has... (Citywide)



Business owners and managers were asked about their perceptions of violent and property crime *at the neighbourhood level*. These results are reported in the next two slides.

Nearly three-quarters (73%) of business managers Citywide said the level of violent crime in their neighbourhood had remained about the same in the year preceding the survey, significantly lower than 2016 results. One in ten (11%) reported that the level of violent crime in their neighbourhood had increased, while another one in ten (10%) believed that violent crime had decreased.

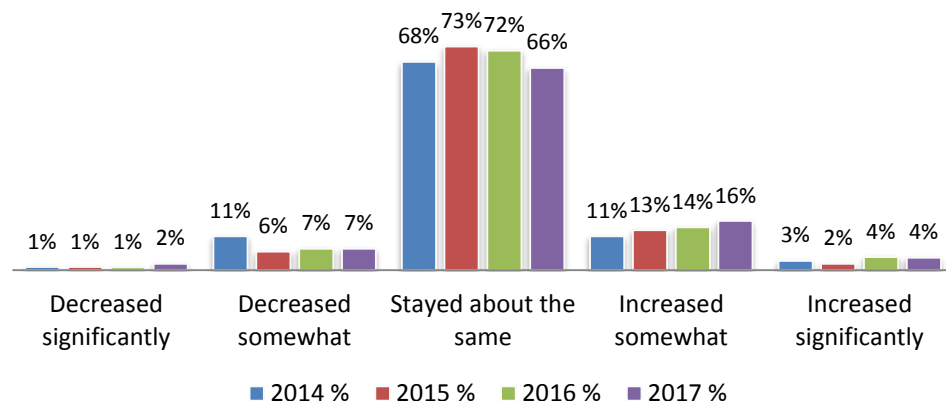
Business owners and managers in District 4 were significantly more likely to indicate that violent crime had decreased in their neighbourhood compared with District 1.



Note: Don't know/Refused is not shown in the charts above.

4.1.2.4 Property Crime in the Business Neighbourhood

Q9B. In the past 12 months, would you say the level of property crime in your business' neighbourhood has... (Citywide)

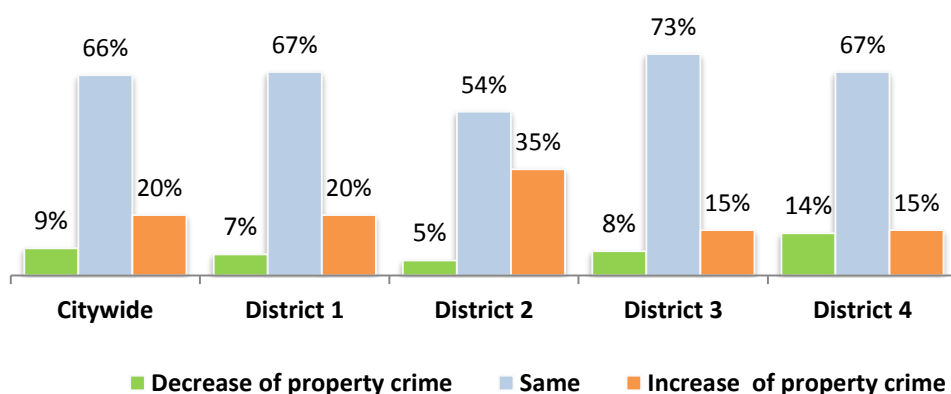


Business owners and managers were more likely to indicate that the level of property crime had increased (20%) in their business' neighbourhood than they were to say that violent crime had increased (11%).

Citywide, about two-thirds (66%) of business managers said that property crime in their neighbourhood had stayed about the same.

Far more business owners and managers in District 2 felt there had been an increase in property crime as opposed to a decrease in their neighbourhood, with those perceiving an increase rising significantly from 16% in 2016 to 35% in 2017.

Business owners and managers in District 2 were significantly more likely than those in other Districts to perceive a net increase in property crime in their neighbourhood in 2017.



Note: Don't know/Refused is not shown in the charts above.

4.1.2.5 Most Important Crime-related Problem in the Business Neighbourhood

Most Important Problem	Citywide	District 1	District 2	District 3	District 4
Break & enter, that is theft from property - break-in to a house or business	30%	24%	33%	36%	32%
Drugs (non-specific)	12%	15%	21%	13%	5%
Loitering/homelessness	9%	12%	5%	7%	10%
Theft -from cars	7%	10%	5%	5%	7%
Shoplifting	4%	3%	3%	4%	6%
Vandalism	4%	4%	5%	5%	3%
Assaults on individuals	4%	4%	6%	3%	3%
Traffic problems, such as speeding cars or cruising	2%	-	2%	1%	5%
Graffiti	2%	2%	3%	2%	2%

Base: All participants (n=400).

Note: Responses mentioned by less than 2% of all participants not shown.

Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

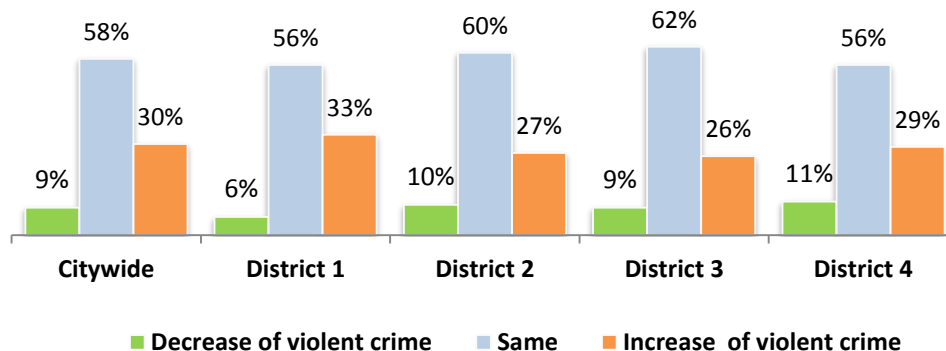
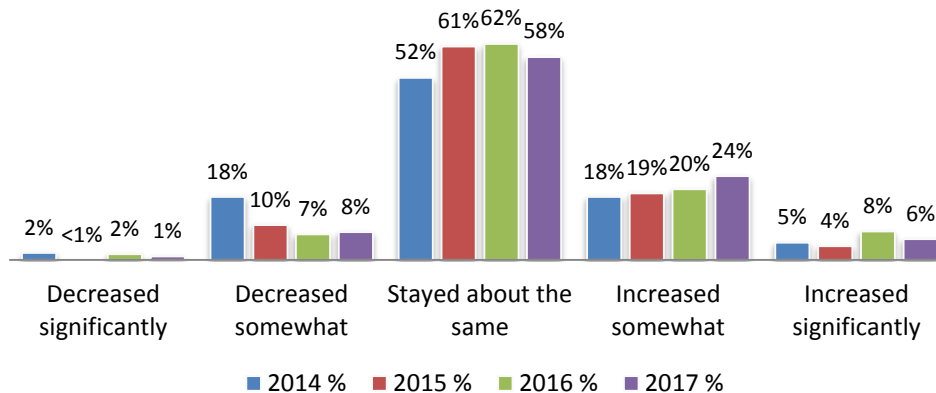
Break & enter was the most frequently-mentioned crime-related problem at the neighbourhood level, mentioned by three in ten (30%) business owners and managers Citywide. This has consistently been the most important crime-related problem cited by business managers over the last four years.

Those in District 1 were less likely, though not significantly, than those in other Districts to mention break & enter as the most important problem in their neighbourhood, although it was still their leading concern. Business owners and managers in District 4 were significantly less likely to mention drugs in general than those in other Districts.

4.2.2 PERCEPTIONS OF CRIME IN THE CITY

4.2.2.1 Violent Crime in the City

Q10A. In the past 12 months, would you say the level of violent crime in the City of Vancouver has... (Citywide)



Business owners and managers were next asked about their perceptions of violent and property crime *at the City level*. These results are reported in the next two slides.

Nearly six in ten business managers (58%) indicated that violent crime levels stayed about the same Citywide in the 12 months prior to the survey, slightly less than the 62% observed in 2016. About one in ten (9%) said that violent crime had decreased Citywide in 2017. On the other hand, three in ten (30%) thought that violent crime had increased in the City, a slight increase from the previous year.

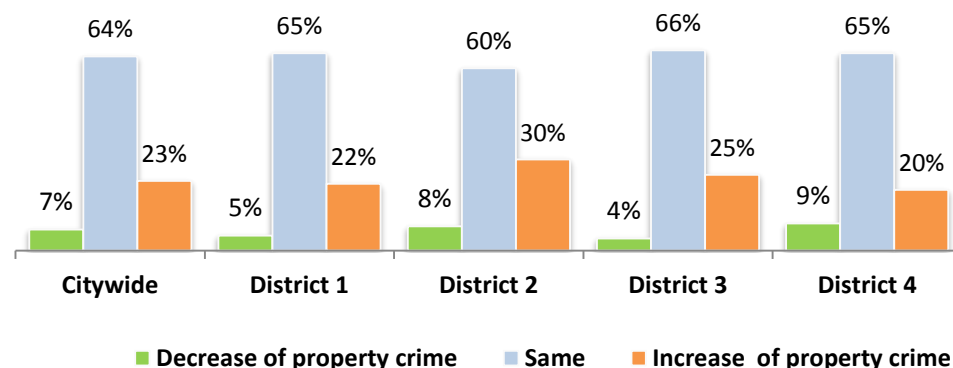
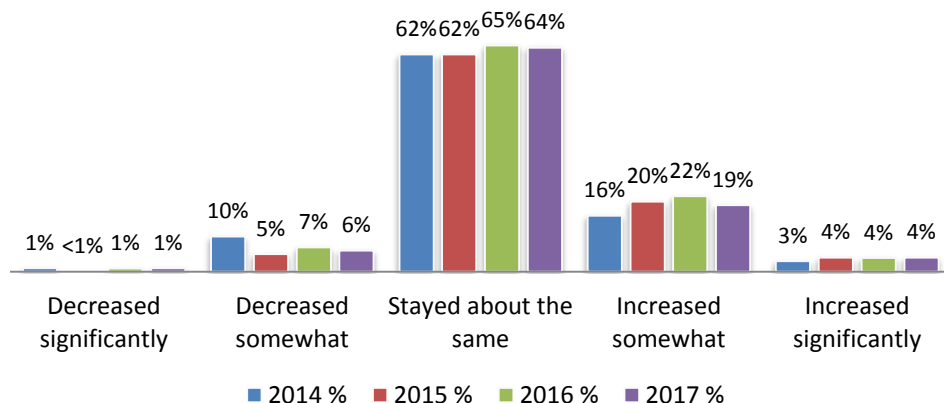
The proportion of business managers Citywide who said that the levels of violent crime increased across the City was higher than the proportion who said there was a decrease within their neighbourhood. This gap was even more notable in 2017 than in 2016. Those in District 1 were more likely to perceive an increase in violent crime Citywide (33%) than those in other Districts.

There continues to be a perceptual disconnect between what business people saw in their own neighbourhoods and what they believed was happening in the rest of the City.

Note: Don't know/Refused is not shown in the charts above.

4.2.2.2 Property Crime in the City

Q10B. In the past 12 months, would you say the level of property crime in the City of Vancouver has... (Citywide)



The majority of business owners and managers (64%) thought that property crime had stayed about the same in the City overall, consistent with 65% in 2016.

That said, the proportion of business managers who felt the level of property crime had increased in the 12 months prior to the survey continued to increase since 2013 (from 17% to 25%).

Business managers in District 2 (30%) were more likely to say property crime had increased Citywide in 2017 than those in other Districts.

Business managers were slightly more likely to say property crime rates had decreased in their own neighbourhoods compared to the City as a whole (9% and 7% respectively). Similarly business managers seemed slightly more likely to say property crime had increased in the city (23%) compared with their own neighbourhoods (20%).

Note: Don't know/Refused is not shown in the charts above.

4.2.2.3 Most Important Crime-related Problem in the City

Most Important Problem	Citywide	District 1	District 2	District 3	District 4
Drugs (non-specific)	38%	42%	39%	40%	32%
Break & enter, that is theft from property - break-in to a house or business	14%	15%	13%	14%	12%
Gang activity	9%	4%	8%	7%	15%
Violence/violent crime	6%	6%	5%	7%	7%
Loitering/homelessness	5%	6%	5%	3%	6%
Assaults on individuals	4%	4%	5%	3%	4%
Traffic problems, such as speeding cars or cruising	3%	3%	3%	3%	2%
Drug dealing on the street/parks	2%	2%	1%	2%	3%

Base: All participants (n=400).

Note: Responses mentioned by less than 2% of all participants not shown.

Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

Drugs were the most frequently mentioned crime-related problem at the City level (38%) by business owners and managers. Break & enter/theft from property (14%) was also perceived as an important crime-related issue facing the City of Vancouver.

There was a significant increase in the number of business owners and managers mentioning drugs as a key crime-related problem in the City compared to the prior year (from 30% to 38%).

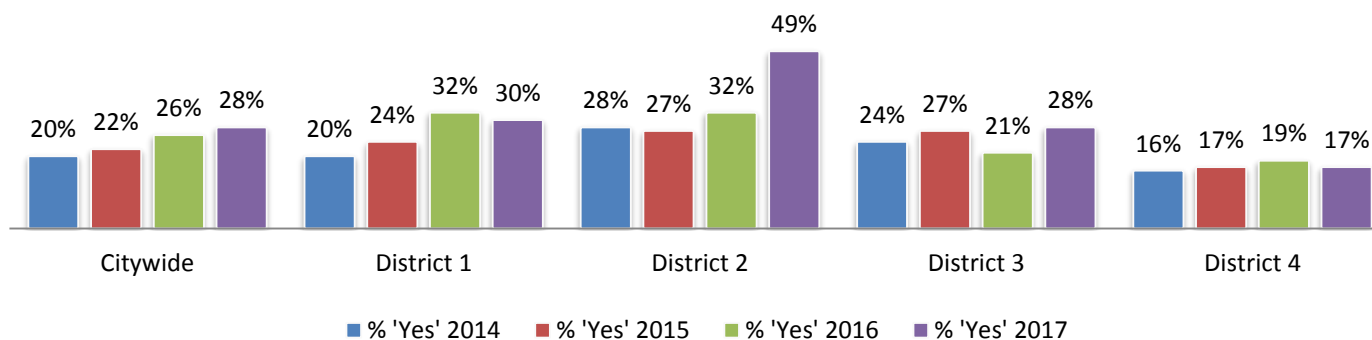
Gang activity was mentioned significantly less frequently in District 1 than in District 4.

4.3 *Experience with Crime*

4.3.1 EXPERIENCE WITH CRIME

4.3.1.1 Crime at the Business

Q11. In the past 12 months, have you, or any of your employees been a victim of a crime while at work (e.g., vandalism, theft, or physical assault) in the City of Vancouver?



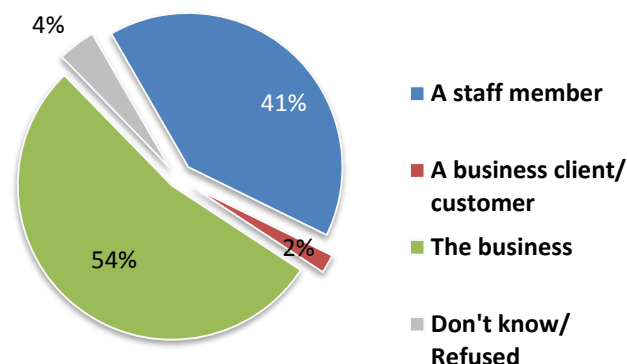
Nearly three in ten (28%) business managers Citywide said that a crime had occurred at their place of work in the 12 months prior to the survey, continuing a small upward trend since 2014.

The rate of crime experienced in District 2 (49%) was significantly higher than all other Districts. The proportion of business managers in District 2 who said that a crime had occurred at their business has risen significantly from 32% in 2016 to 49% in 2017. Experience with crime increased, but not significantly, in District 3 and decreased very slightly in Districts 1 and 4 in 2017.

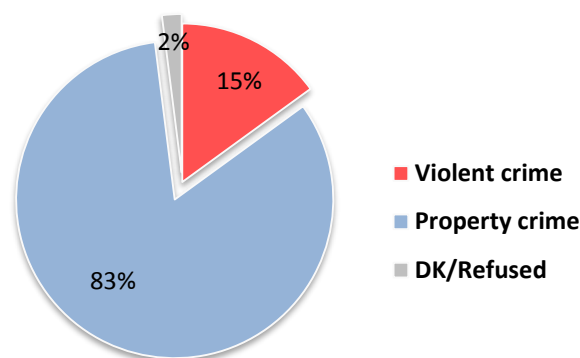
4.3.1.2 Type of Crime

Thinking about the last contact your business had with the Vancouver Police Department...

Q12. Was the crime committed against...?
(Citywide, 2017)



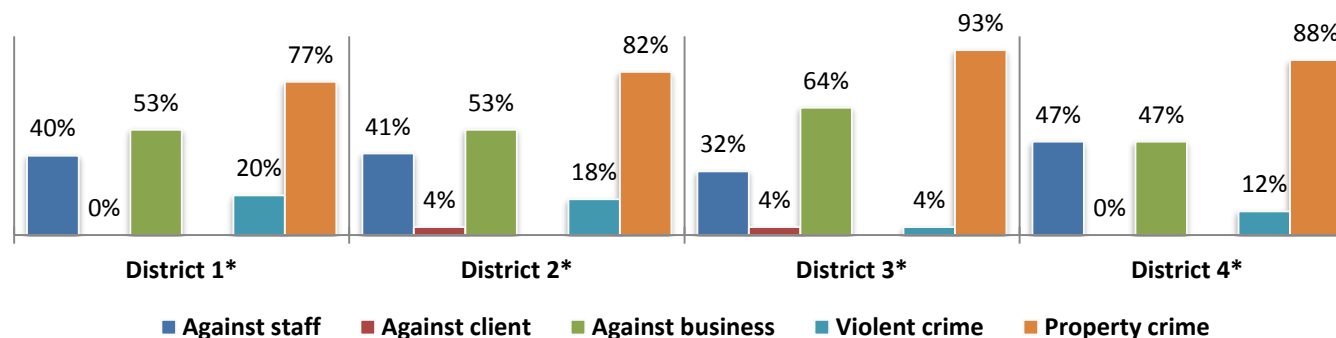
Q13. Was it... (Citywide, 2017)



More than one-half (54%) of business managers who had a crime occur at their business said the crime was against the business. Four in ten (41%) reported that the crime was against a staff member. More than eight in ten (83%) of these crimes were property crimes (as opposed to violent crimes).

Businesses in District 3 were more likely to have experienced property rather than violent crimes than those in District, though not significantly.

Note that base sizes for individual Districts are very small and should be interpreted with caution.

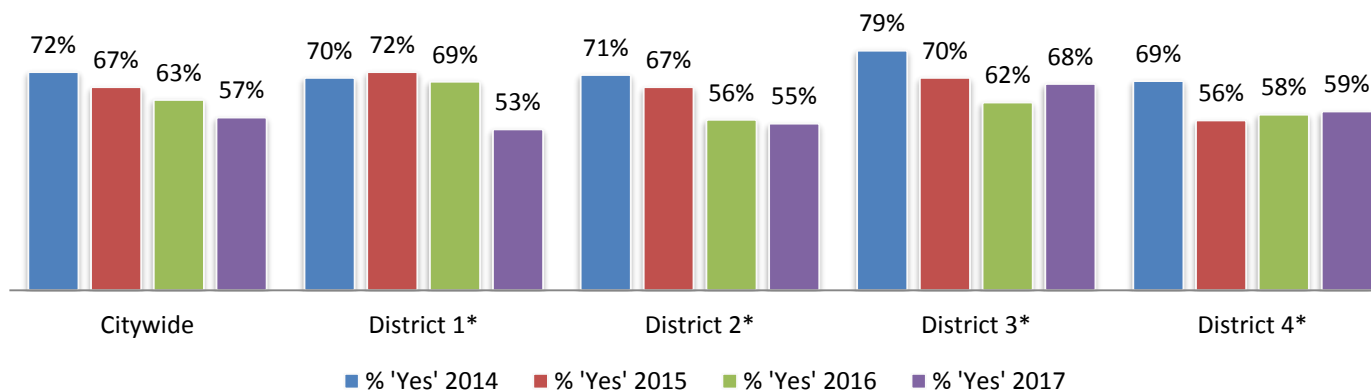


Base: Business managers who experienced a crime against themselves, their staff or the business in the past 12 months; Total n=124 for 2017. Note: Don't know/Refused is not shown in the charts above.

*Caution: District base sizes are small / very small and should be used for directional purposes only

4.3.2 REPORTING THE CRIME

Q14. Was this crime reported to the police?



Base: Business managers who experienced a crime against themselves, their staff or the business in the past 12 months; n=124 for 2017.

*Caution: District base sizes are small and should be used for directional purposes only.

Reasons for not reporting the crime	2017
Incident was not serious enough	57%
Felt that the police could not do anything about it	28%
Not satisfied with police in previous dealings	8%
Nothing was taken/the items were recovered	5%
Did not feel comfortable discussing incident with anyone	3%
Waited too long on the phone/hung up	3%
Did not want to get involved with police	3%

Base: Business owners and managers who did not report the crime they experienced while at work in the past 12 months (n=46); interpret with extreme caution due to small sample size.

Note: Allows multiple responses per participant.

Business owners and managers who had experienced crime at their business were asked if this crime had been reported to police. Overall, fewer than six in ten (57%) of these crimes were reported in 2017. There appears to be a trend of declining reporting of crimes among business managers since 2014. Of note, there is a significant difference between reporting crimes in 2014 compared with 2017 (72% and 57% respectively).

There were no significant differences between Districts. That said, District 3 had the highest rate of reporting, with 68% of crimes being reported to the VPD.

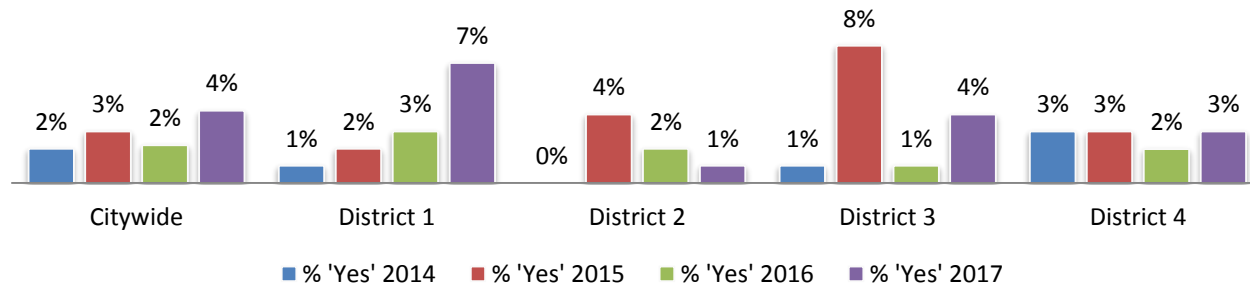
Note that base sizes for individual Districts are very small and thus these results should be interpreted with caution.

As in previous years, the top reason given for not reporting crimes to police was the incident was not serious enough, followed by feeling that the police could not do anything about the crime.

4.4 *Community Participation*

4.4.1 PARTICIPATION IN A VPD-SPONSORED TRAINING PROGRAM FOR THE BUSINESS

Q16. In the past 12 months, have you, or anyone on your staff, participated in a program or received training for your business sponsored by the VPD?

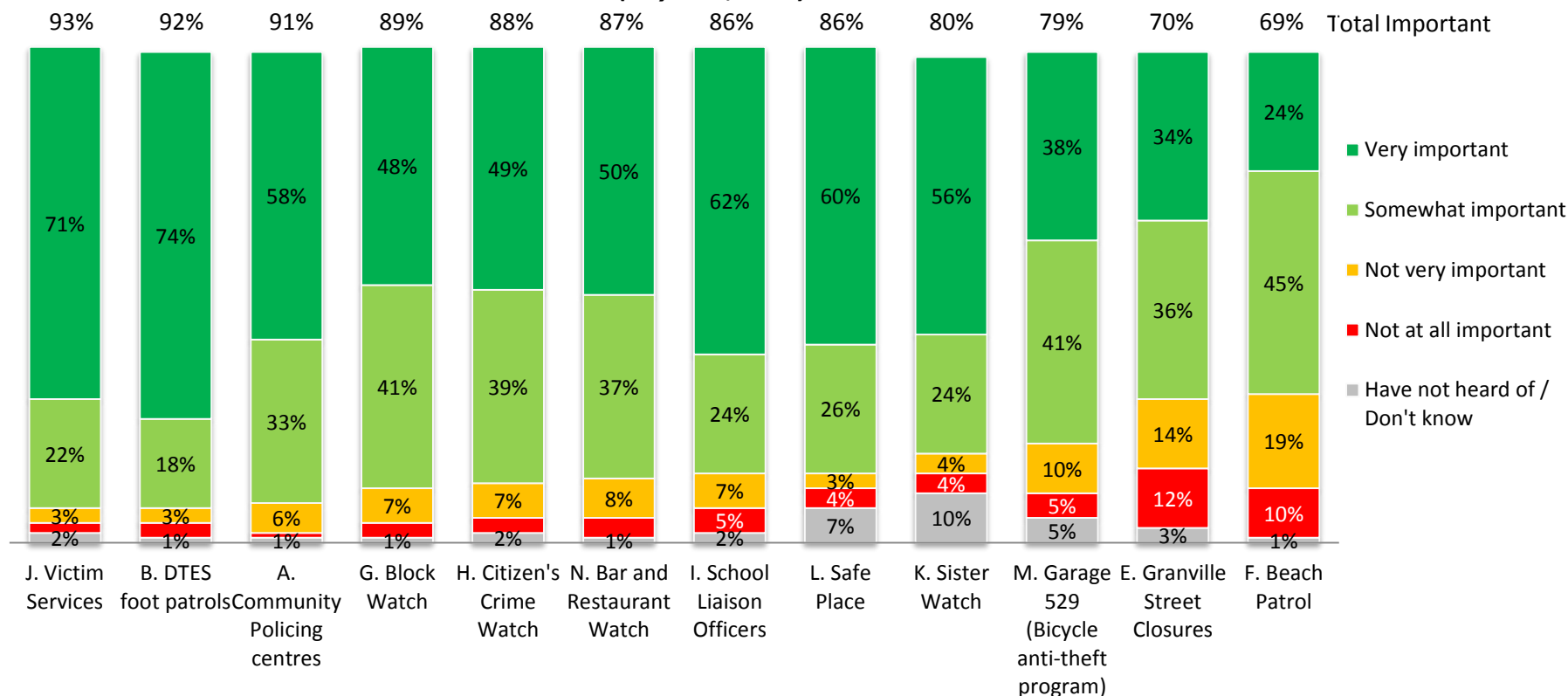


Only 4% of business managers in 2017 said that they, or anyone on their staff, had participated in a program or received training sponsored by the VPD in the past 12 months. Participation rates were significantly higher in District 1 than District 2 in 2017.

The programs that participants were involved in include commercial crime prevention programs, bar and restaurant watch programs, and community policing, although some also referred to other types of programs.

4.4.2 IMPORTANCE OF VARIOUS VPD PROGRAMS TO BUSINESS MANAGERS AND OWNERS

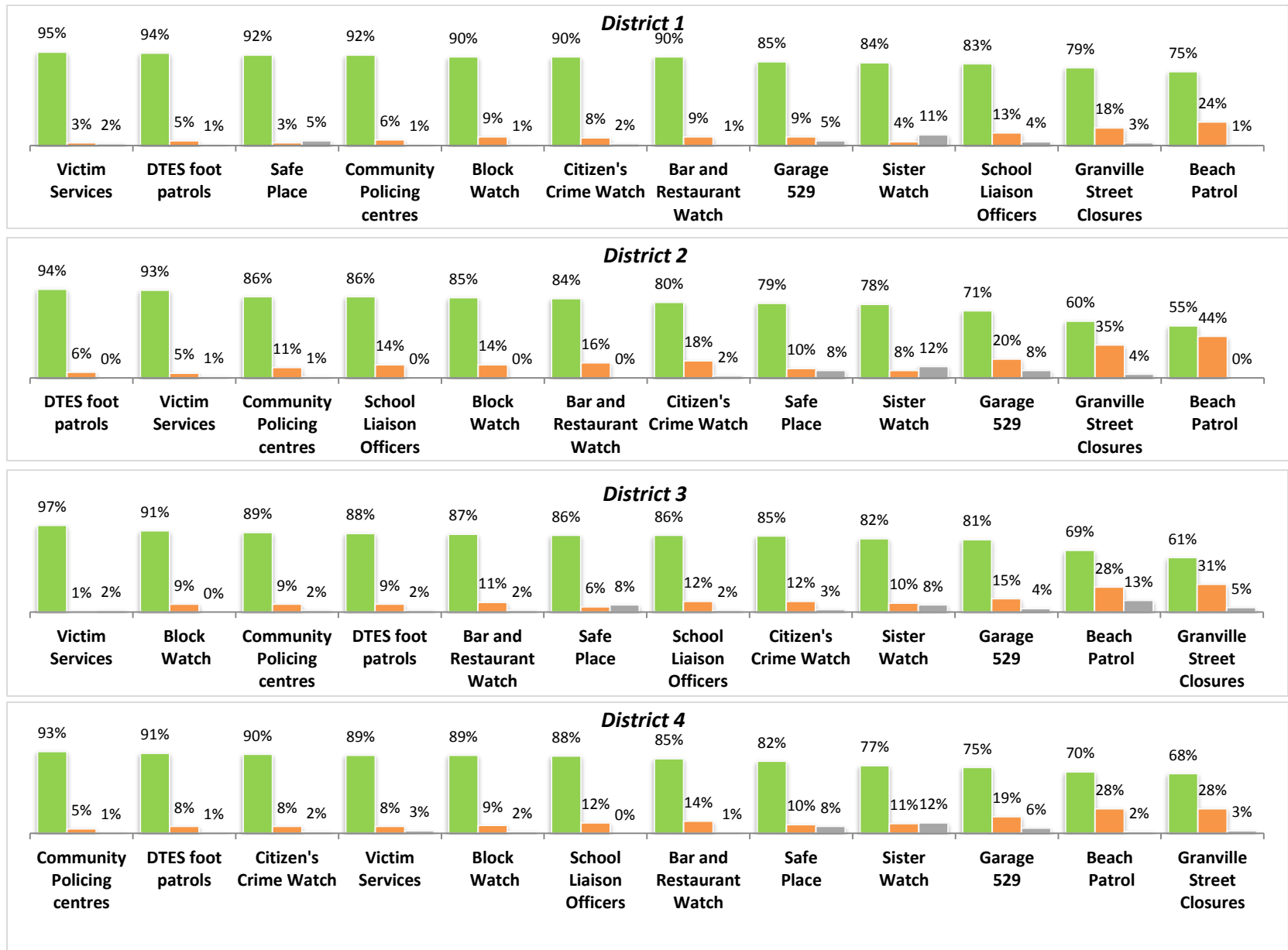
*Please indicate how important each is to you as a business owner or manager in Vancouver...?
(Citywide, 2017)*



Businesses rated the importance of 12 different VPD programs and services. The programs perceived to be the most important (based on very and somewhat important combined ratings) were Victim Services (93%), DTES Foot Patrols (92%), Community Policing Centres (91%), and Block Watch (89%). Beach Patrol (69%) and the Granville Entertainment District Street Closures (70%) were perceived to be the least important programs from business owners/managers' point of view, though still important overall.

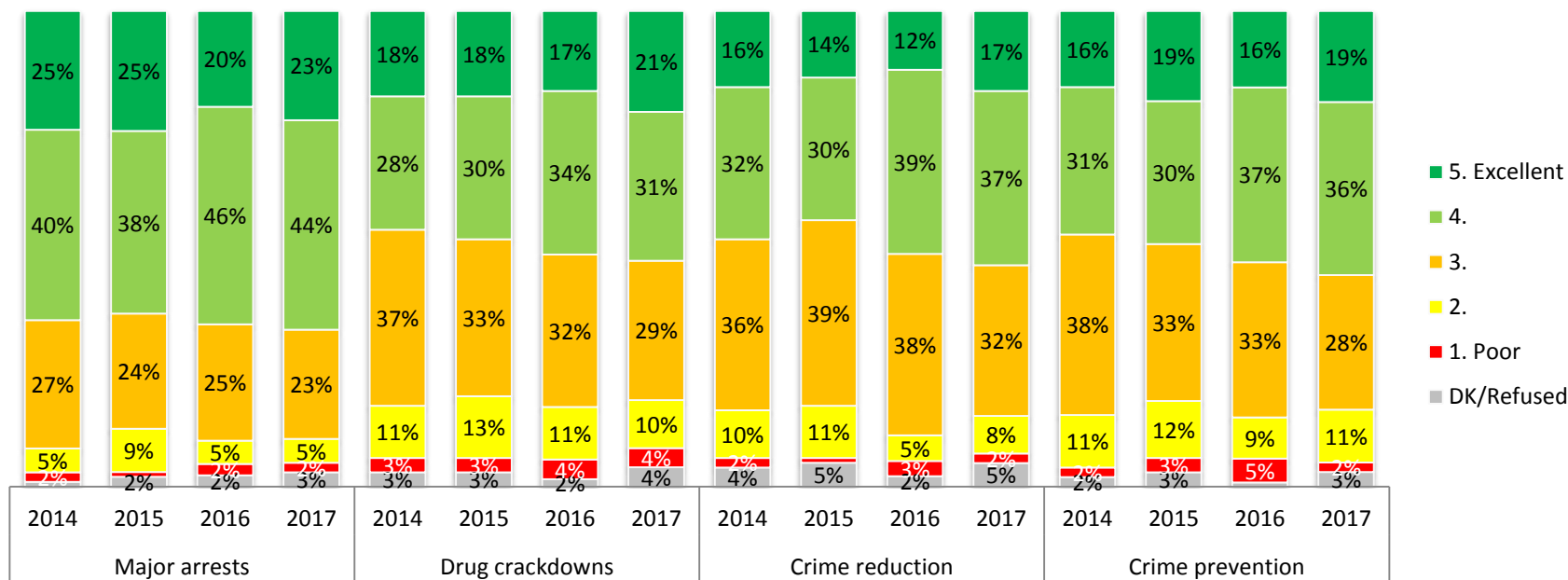
The next page shows the perceptions of program importance by District.

Importance of various VPD programs by Districts (2017)



4.4.3 INFORMING THE PUBLIC

Q18. On a scale of 1 to 5, where five is excellent and one is poor, how would you rate the job of the VPD at generating news stories informing the public about...? (Citywide)



Businesses' ratings of the VPD's performance on generating news stories informing the public on all topics (major arrests, crime reduction, drug crackdowns, and crime prevention) remained fairly consistent with 2016, but all scores saw a slight increase.

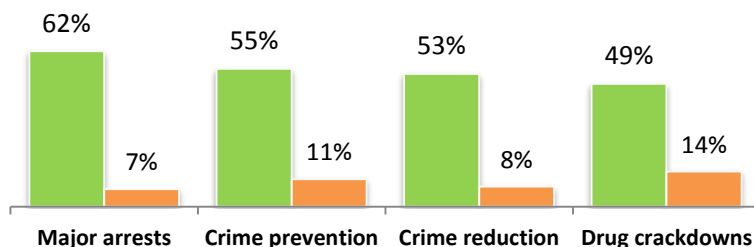
Consistent with 2016, Vancouver business owners and managers indicated that the VPD was best at generating news stories in 2017 about major arrests (68%), while the other three subject areas all rated between 52%-54% for positive ratings.

Q18. On a scale of 1 to 5, where five is excellent and one is poor, how would you rate the job of the VPD at generating news stories informing the public about...? (By District)

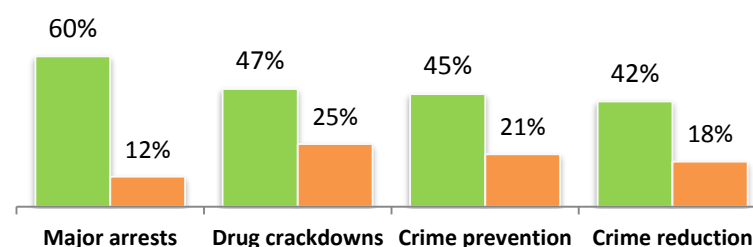
■ Positive ratings (4 & 5)

■ Negative ratings (1 & 2)

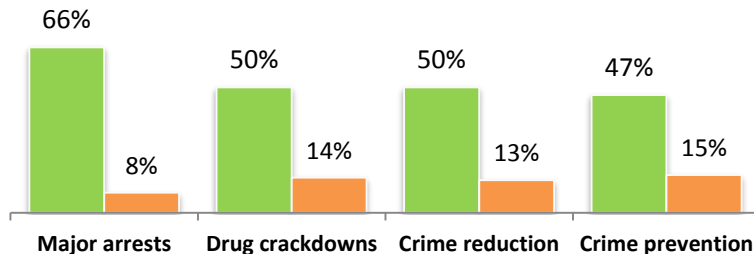
District 1 (2017)



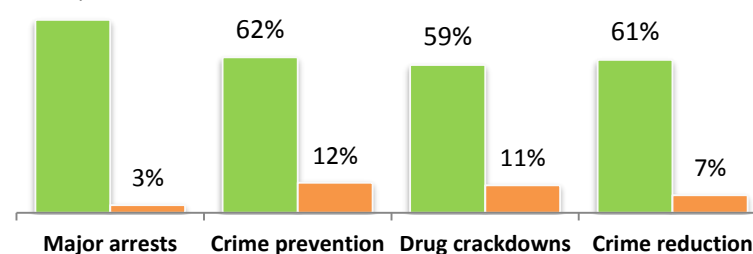
District 2 (2017)



District 3 (2017)



District 4 (2017)



The District-level results for business ratings of the VPD's performance on generating news stories informing the public on the topics of major arrests, crime reduction, drug crackdowns, and crime prevention tended to reflect those of the City overall.

District 4 had significantly higher ratings for generating news stories informing the public on crime prevention programs than Districts 2 and 3. As well, positive ratings for major arrests in District 2 were significantly higher than positive ratings in Districts 1 and 2 and positive ratings in District 4 for crime reduction projects was significantly higher than positive ratings in District 2. Overall, District 4 tended to have the most positive ratings across the four topics.

4.4.4 SOURCE OF INFORMATION ABOUT THE VPD

4.4.4.1 Sources of Information about the VPD in Past 12 months

Information Source	Citywide	District 1	District 2	District 3	District 4
TV News	58%	65%	58%	58%	51%
Major newspaper, print version	56%	58%	58%	49%	55%
Radio news	51%	46%	47%	60%	55%
Major newspaper, online version	51%	52%	59%	47%	47%
Community newspaper	39%	38%	32%	49%	39%
Facebook	27%	25%	25%	20%	32%
Other forms of social media	24%	22%	21%	20%	28%
Twitter	19%	25%	19%	11%	16%

Base: All participants (n=400)

Note: List was read to participants, who could say “Yes” or “No” to each one.

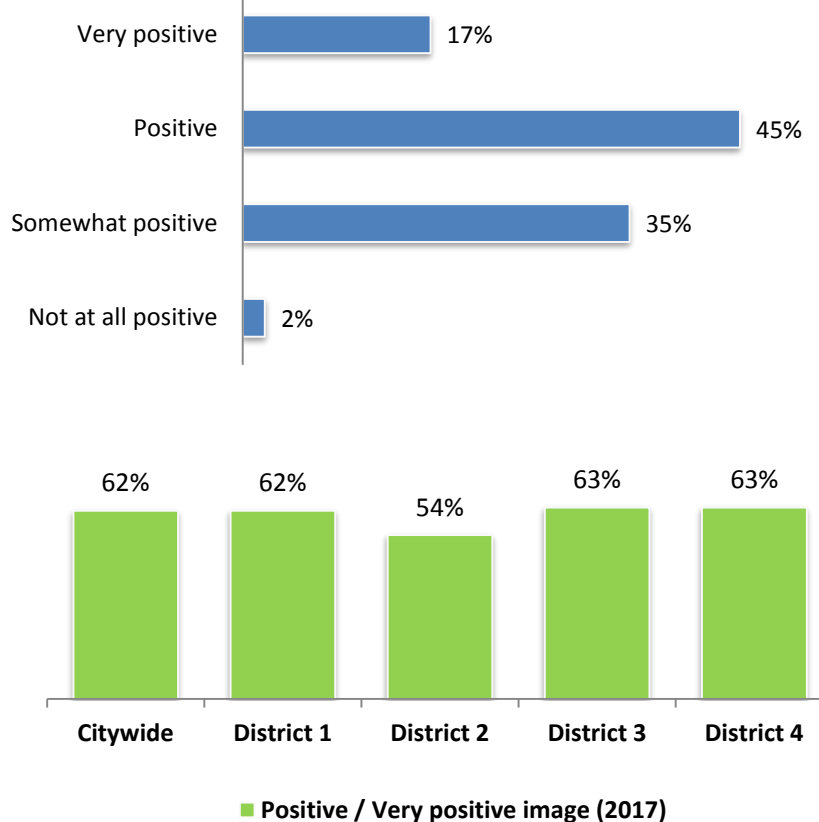
Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

Business managers were asked which of eight media sources they used in the previous 12 months for information regarding the VPD. TV news was cited as the top media source used for information about the VPD (58%) followed closely by the print version of a major newspaper (56%). One half of business managers also cited radio news and the online version of a major newspaper as a media source used in the past 12 months for information regarding the VPD (51% each). Of note, this question was adjusted in 2017.

There were many notable differences in information sources across the Districts. Business managers in District 1 were very likely to mention TV news as the primary source used for information regarding the VPD, whereas TV news was not as important among those in District 4. Meanwhile, radio was a significantly greater source of information about the VPD in District 3 than in District 1. Those in District 1 were also significantly more likely to mention Twitter as a source used for information regarding the VPD compared to those in District 3.

4.4.4.2 Perceptions of How the Media Portrays the VPD

Q20. Overall, what impression do you have of the Vancouver Police Department based on local media coverage? (Citywide, 2017)



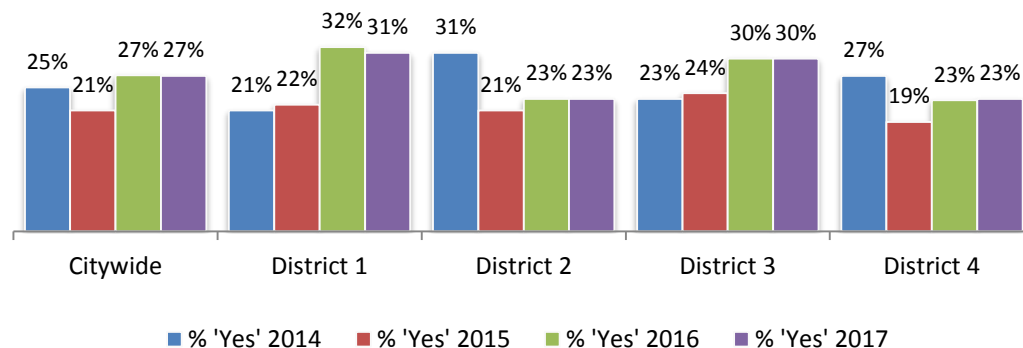
Just over six out of ten (62%) businesses Citywide had either a 'positive' or 'very positive' impression of the VPD based on their portrayal in local media. This was significantly higher than the 2016 and 2015 positive ratings (51% each 'positive' or 'very positive').

With the exception of District 2, most Districts saw a notable, but not significant increase in positive perceptions of media coverage since 2016.

Note: Don't know/Refused is not shown in the charts above.

4.4.4.3 Use and satisfaction with the VPD website

Q21. Have you ever visited the Vancouver Police Department website?



Citywide, the VPD website was visited by over one-quarter (27%) of business managers, consistent with 2016.

Visitation to the VPD website was highest in Districts 1 and 3, although the differences by District were not statistically significant.

Among business owners and managers who visited the VPD website, seven in ten (70%) visited for general information. Almost one-half (47%) used the website for crime reporting purposes, while one-third searched for crime prevention tips (33%).

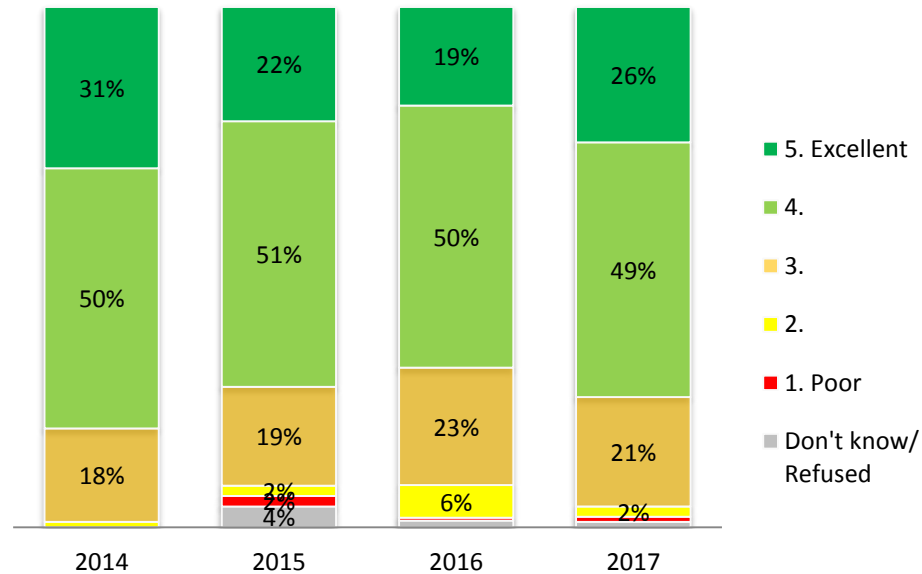
Information Type	Citywide	District 1	District 2	District 3	District 4
General information about the Vancouver Police Department	70%	74%	70%	63%	70%
Crime reporting purposes	47%	52%	48%	43%	43%
Crime prevention tips	33%	39%	17%	30%	35%
To learn about current news on the public affairs page	24%	26%	26%	13%	26%
Career information	23%	29%	17%	13%	22%
Contact information	12%	13%	13%	17%	9%
Non Emergency Phone Line Info	9%	6%	4%	13%	13%
Events/Notifications/Programs	6%	10%	13%	3%	-

Base: Business managers who visited the VPD website (n=107).

Note: Allows multiple mentions. Responses mentioned by less than 5% of all participants not shown.

Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

Q23. On a scale of 1 to 5, where five is high and one is low, how would you rate your overall satisfaction with the website? (Citywide)



Base: Business managers who visited the VPD website (n=107 in 2017).

Three-quarters (75%) of those business managers who visited the VPD website in 2017 evaluated it favourably. This represents a fair but not-significant increase from 2016 (69%).

4.4.5 SUGGESTIONS FOR IMPROVING SERVICE IN THE BUSINESS NEIGHBOURHOOD

Suggestions	Citywide	District 1	District 2	District 3	District 4
More visibility/ presence	32%	35%	35%	32%	28%
Better communication/ outreach to businesses	9%	6%	6%	10%	13%
Quicker response time	4%	4%	1%	8%	5%
Emphasize community policing/ work closer with community	4%	1%	6%	6%	5%
Deal with traffic related problems	4%	4%	4%	2%	4%
Train officers for better service/ more courteous/ better PR	3%	4%	6%	2%	2%
Doing a good job/ all is great	3%	2%	5%	2%	3%
Do something about poverty/ street people	2%	5%	2%	1%	
Fix drug problem	2%	3%	3%	2%	1%
Get tougher on crime/ work harder	1%	1%	3%	2%	1%
Crack down on break-ins/ thefts from cars/ theft of cars	1%	1%	2%	2%	1%
Hire more police/ staff	1%		2%	2%	2%
More staff to answer phones/ answer quicker	1%	1%	1%		2%
Prioritize crimes/ improve efficiency	1%	1%	1%	1%	1%

Base: All participants in 2017 (n=400).

Note: Allows multiple mentions.

Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

Note: Responses mentioned by less than 1% of participants not shown.

As in previous years, the most frequent suggestion that business managers gave for how the VPD could improve service was to increase the visibility and presence of the police in the neighbourhood (32%). This was followed by better communication/ outreach to businesses (9%).

Quicker response time was mentioned significantly more by business managers in District 3 than those in District 2.

One-quarter (26%) of business managers did not have any suggestions for improving service in their neighbourhoods.

4.4.6 CONTACT WITH A NON-POLICE AGENCY

Agency contacted	2017
City Hall/ Council	27%
MLA	13%
Neighbourhood Associations	8%
COV Engineering-Sanitation	8%
Business Associations	6%
COV By-law Enforcement	4%
COV Fire Department	4%
Private Security	4%
Other	46%

Base: Business managers who contacted an agency in the last 12 months (n=36); interpret with caution due to very small sample size.

Note: Responses mentioned by less than 3% of participants are not shown.

In 2017, 8% of business owners and managers contacted an organization other than the police to discuss a crime or nuisance problem.

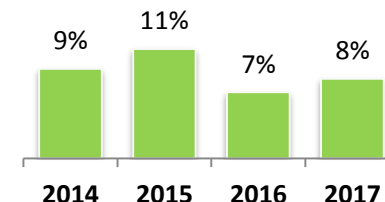
Business owners and managers in District 2 were significantly more likely than those in Districts 3 and 4 to have contacted an organization other than the police in the last 12 months.

City Hall/ Council and the MLA office were the most commonly contacted agencies.

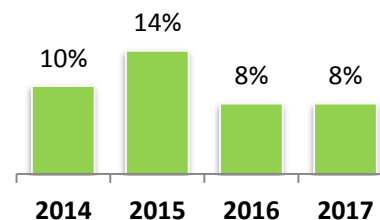
Q25. In the last 12 months has your business contacted an agency or public official, other than the police, to discuss a crime or nuisance problems, in the City of Vancouver?

■ % Yes

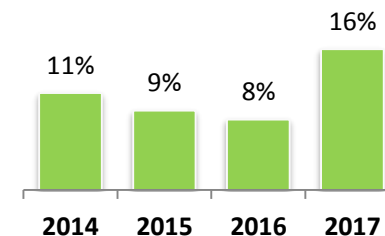
Citywide



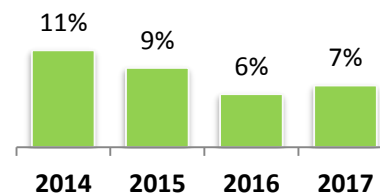
District 1



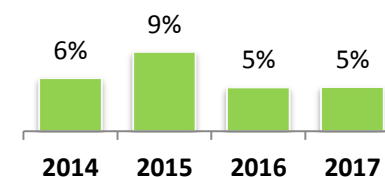
District 2



District 3

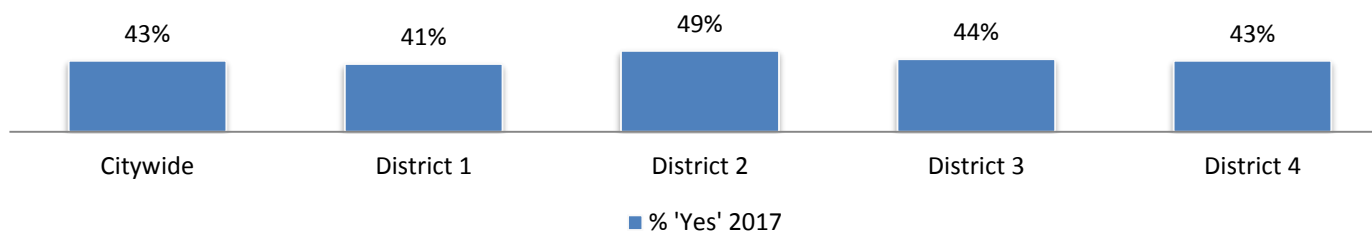


District 4

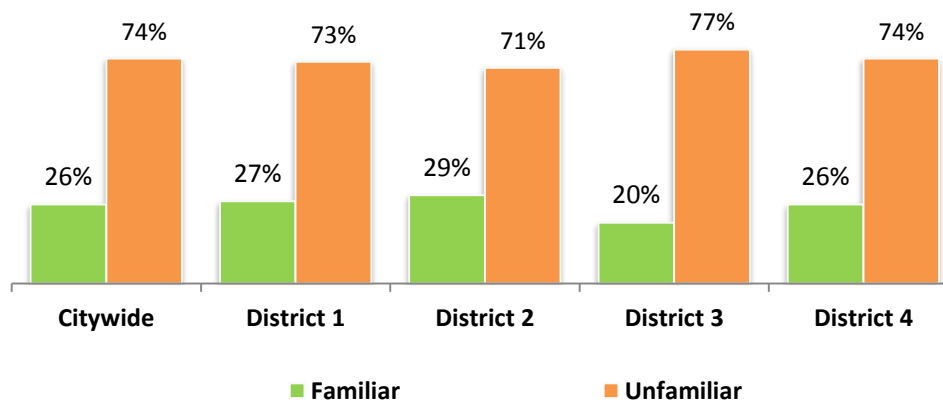


4.4.7 The Vancouver Police Foundation

Q41A. Have you heard of the Vancouver Police Foundation?



Q41B. How familiar are you with the work of the Vancouver Police Foundation?



Base: Business managers who have heard of the Vancouver Police Foundation (n=177 in 2017).

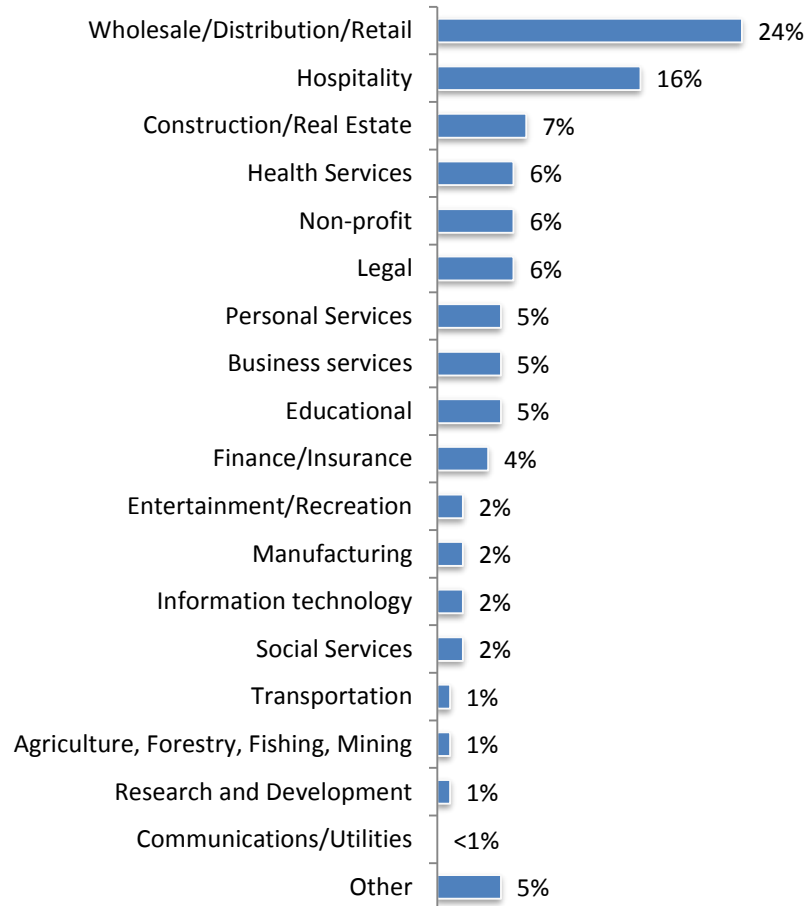
Citywide, 43% of business owners and managers had heard of the Vancouver Police Foundation. Of note, questions on the Vancouver Police Foundation were added in 2017.

One-quarter (26%) of those business owners and managers who had heard of the Vancouver Police Foundation were familiar with the work of the Foundation (based on very and somewhat familiar ratings combined). District managers in District 2 were more likely to say they were familiar with the Vancouver Police Foundation's work compared to business managers in District 3, though not significantly.

4.5 ***Demographics— Business Profile***

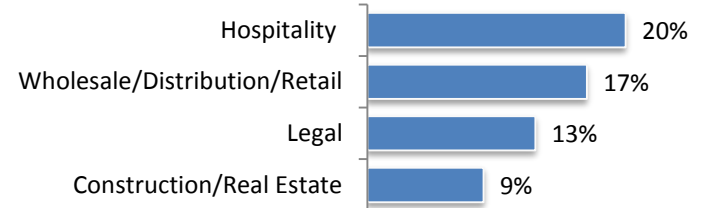
4.5.1 INDUSTRY

Q27. In what industry or field of business is your firm primarily involved? (Citywide, 2017)

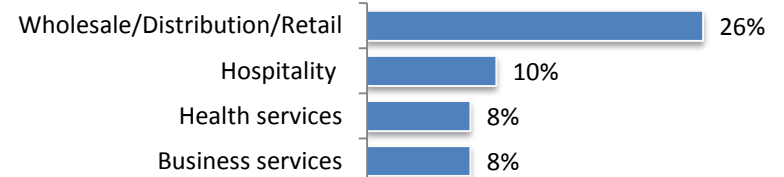


Top four industries of business by Districts

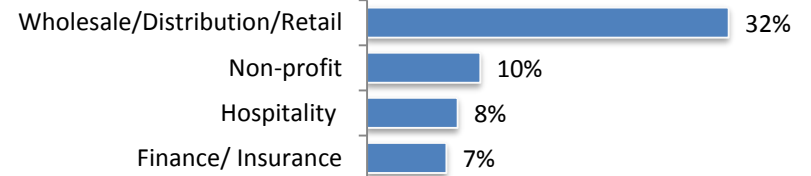
District 1 (2017)



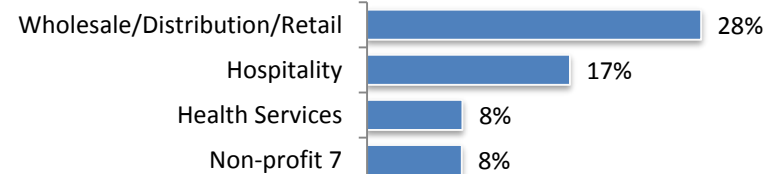
District 2 (2017)



District 3 (2017)



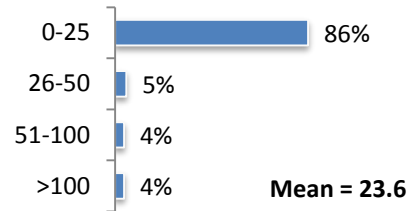
District 4 (2017)



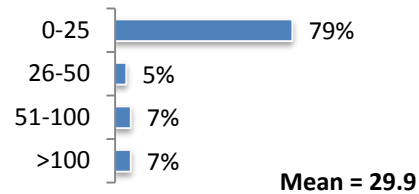
Note: Don't know/Refused is not shown in the charts above.

4.5.2 BUSINESS SIZE

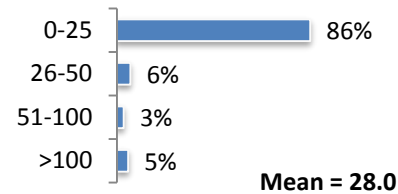
Q30. How many people does your business employ? (Citywide, 2017)



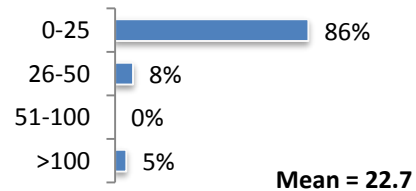
District 1 (2017)



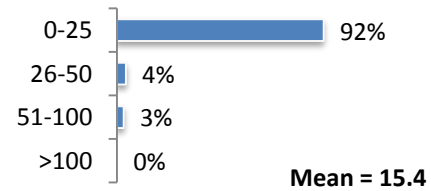
District 2 (2017)



District 3 (2017)



District 4 (2017)

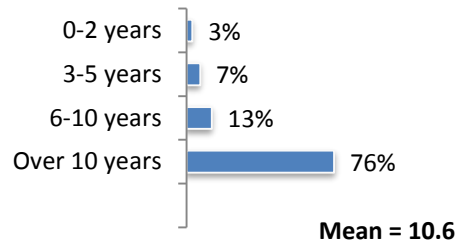


Note: Don't know/Refused is not shown in the charts above.

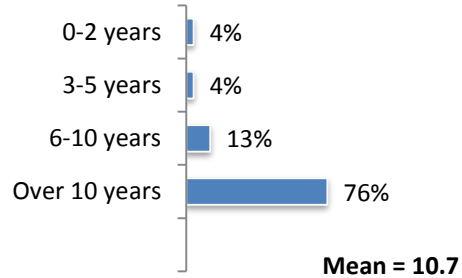
4.5.3 HISTORY OF OPERATION

4.5.3.1 Number of Years Operating in the City

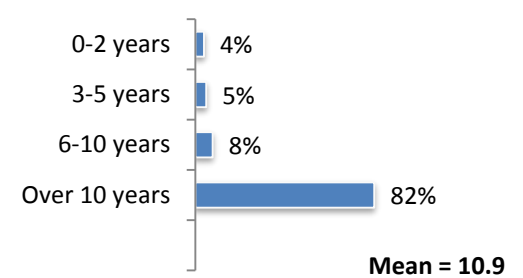
Q28. How long has your business been in operation in the City of Vancouver? (Citywide, 2017)



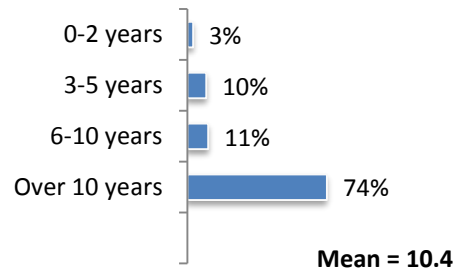
District 1 (2017)



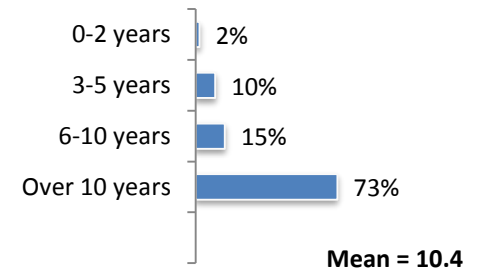
District 2 (2017)



District 3 (2017)



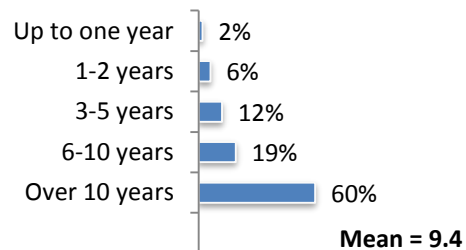
District 4 (2017)



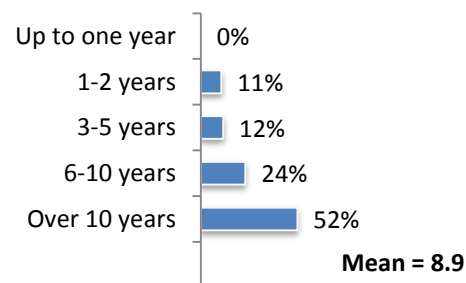
Note: Don't know/Refused is not shown in the charts above.

4.5.3.2 Number of Years Operating in the Neighbourhood

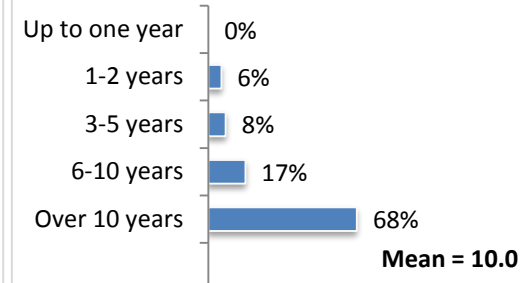
Q29. How long has your business been in operation in its current neighbourhood? (Citywide, 2017)



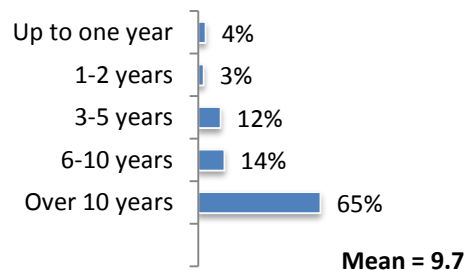
District 1 (2017)



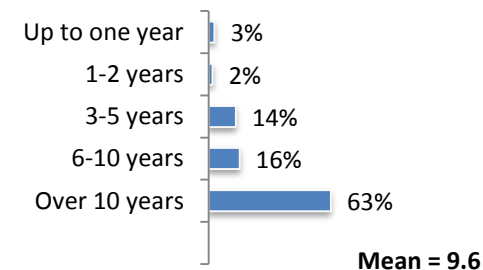
District 2 (2017)



District 3 (2017)



District 4 (2017)



Note: Don't know/Refused is not shown in the charts above.



VANCOUVER POLICE DEPARTMENT

COMMUNITY POLICING ASSESSMENT 2017

BUSINESS QUESTIONNAIRE – Revised September 2017**INTRODUCTION**

Hello, this is (NAME) from NRG Research Group, calling on behalf of the Vancouver Police Department. We are conducting a survey among Vancouver businesses about the services that the Vancouver Police Department provides.

May I please speak with the manager or owner of this business?

REINTRODUCE AS NECESSARY THEN ADD BELOW:

Your input is important to the Vancouver Police Department because the opinions and comments collected will be presented to the Police Department for consideration in the next Police budget. Please be assured, however, that your views will remain confidential and anonymous.

IF NOT AVAILABLE, MAKE CALLBACK APPOINTMENT FOR FIRST POSSIBLE TIME.

PERSUADERS AND ANSWERS TO FREQUENTLY ASKED QUESTIONS

This survey will take between 20 and 25 minutes, depending on your answers.

Your feedback will help the Vancouver Police Department understand how the public feels about police services and how services can be improved.

Even if you have had no contact with the police, your views are still important for us to include in this survey.

I can assure you that this is a legitimate survey being conducted on behalf of the Vancouver Police Department. You can verify this by calling the Project Director for this study at NRG Research Group (at 604.676.5641) or you can contact the Vancouver Police Department at (604.717.2685).

Everything you say will be kept confidential and anonymous.

SCREENING

1. Is your business located within the Vancouver City limits?

Yes.....	1		CONTINUE
No	2		THANK AND TERMINATE
Don't know	97		THANK AND TERMINATE

THANK AND TERMINATE FOR 51. Given that we are conducting the survey among Vancouver City Businesses, those will be all of my questions today. Thank you for your time.

RECORD GENDER

Male
Female

2. To determine which Vancouver Police District your business is located in, could I please have the postal code of this business location?

RECORD POSTAL CODE; DETERMINE DISTRICT FROM LIST.

IF PARTICIPANT REFUSES OR DOES NOT KNOW POSTAL CODE, USE POSTAL CODE FROM SAMPLE.

PERCEPTIONS OF THE VANCOUVER POLICE DEPARTMENT

The Vancouver Police Department is very interested in knowing what Vancouver businesses think about the services they provide to the city. Thinking about the Vancouver Police Department as a whole.....

3. a) Overall, how satisfied are you with the service provided by the Vancouver Police Department? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Very dissatisfied.....	1	
Somewhat dissatisfied.....	2	
Somewhat satisfied.....	3	
Very satisfied.....	4	
DON'T KNOW.....	97	SKIP TO Q4
REFUSED.....	98	SKIP TO Q4

- b) Can you explain why you feel this way? (ALL)

RECORD VERBATIM

- c) Now, thinking ONLY of your OWN experience with the VPD, and NOT including anything else that you may have read, seen, or heard.... can you please tell me how satisfied are you with the service provided

by the Vancouver Police Department? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Very dissatisfied.....1
 Somewhat dissatisfied.....2
 Somewhat satisfied.....3
 Very satisfied.....4
 Have not had any contact/ experience with the VPD.....96
 DON'T KNOW.....97
 REFUSED.....98

4. The following is a list of ways that the Vancouver Police Department serves the community. Using a scale of one to five where 5 is excellent – you are completely satisfied with how the police are doing in this area and 1 is poor – you are completely dissatisfied with how police are doing, how do you rate the Vancouver Police Department in terms of...

RANDOMIZE ABC BELOW

a. Responding to emergency situations quickly	1	2	3	4	5,	97, 98
b. Meeting your business community's safety needs	1	2	3	4	5,	97, 98
c. Addressing street disorder	1	2	3	4	5,	97, 98

5. And do you think the police should spend more time addressing each of the following, or do you think they currently spend enough time addressing each of the following?

- Theft from homes
- Theft from businesses
- Theft from vehicles
- Theft of vehicles
- Crimes targeting seniors
- Problem Drivers
- Violent Crime
- Drug Use
- Gangs
- Sexual crimes
- Youth violence
- Hate crimes

1. Should spend more time addressing
 2. Currently spend enough time addressing
 97. DON'T KNOW
 98. REFUSED

6. How well do the following qualities describe the Vancouver Police Department? Using a scale of one to five where 5 is 'excellent – you agree completely that this quality describes the Vancouver Police Department' and 1 is 'poor- you completely disagree that this quality describes that Vancouver Police Department', (RANDOMIZE)

a. Fair
b. Professional
c. Knowledgeable
d. Trustworthy
e. Visible
f. Respectful
g. Accountable

This next section will ask some questions about any contact you have had with the Vancouver Police Department because of your business. This could include a conversation with a police officer in person or on the phone, a call to the police non-emergency number or any number of other ways that you may have been in contact with the Vancouver Police Department.

We are interested here in your contact with the members of the Vancouver Police Department – not contact with a 911 dispatcher or police from other jurisdictions.

7. During the past 12 months, has your business had contact with the Vancouver Police Department?

YES.....1	CONTINUE
NO.....2	GO TO PERCEPTIONS OF SAFETY
DON'T KNOW97	GO TO PERCEPTIONS OF SAFETY
REFUSED.....98	GO TO PERCEPTIONS OF SAFETY

8. a) Overall, how satisfied were you with the service your business received from the Vancouver Police Department? Would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied?

Very dissatisfied.....1
 Somewhat dissatisfied.....2
 Somewhat satisfied.....3
 Very satisfied.....4
 DON'T KNOW.....97 GOTO Q9
 REFUSED.....98 GOTO Q9

- b) Can you explain why you feel this way? (ALL)

RECORD VERBATIM

9. Thinking of your most recent contact with the Vancouver Police Department, can you tell me what type of contact it was?

RECORD VERBATIM

PERCEPTIONS OF SAFETY

Now, I have some questions about the neighbourhood in which your business is located.

10. a) Now we would like your impression of how safe you feel your business' neighbourhood is compared to other neighbourhoods in the city. Using a scale of one to five, where '5' means you feel that your neighbourhood is one of the safest in the city and a '1' means that you feel your neighbourhood is one of the most dangerous in the city, how safe do you feel your neighbourhood is?

ONE OF THE MOST Dangerous				ONE OF THE safest		DK	REF
1	2	3	4	5		97	98

- b) [ASK ONLY IF Q8<97] Can you tell me the primary reason you feel this way?

RECORD VERBATIM

Thinking about your neighbourhood.....

11. a) In the past 12 months, would you say the level of violent crime in your business' neighbourhood has: (READ LIST IN ORDER)

IF NECESSARY, PROVIDE DEFINITION OF VIOLENT CRIME: offences that deal with the application, or threat of application, of force to a person. These include homicide, attempted murder, various forms of sexual and non-sexual assault, robbery and abduction. Traffic incidents that result in death or bodily harm are included under Criminal Code traffic incidents.

Increased significantly.....	1
Increased somewhat.....	2
Stayed about the same.....	3
Decreased somewhat.....	4
Decreased significantly.....	5
DO NOT READ: DON'T KNOW OR HAS NOT OPERATED IN NEIGHBOURHOOD LONG ENOUGH TO FORM OPINION.....	97
REFUSED.....	98

- b) In the past 12 months, would you say the level of property crime in your business' neighbourhood has: (READ LIST IN ORDER)

IF NECESSARY, PROVIDE DEFINITION OF PROPERTY CRIME: unlawful acts with the intent of gaining property but do not involve the use or threat of violence against an individual. Theft, breaking and entering, fraud and possession of stolen goods are examples of property crimes.

Increased significantly.....	1
Increased somewhat.....	2
Stayed about the same.....	3
Decreased somewhat.....	4
Decreased significantly.....	5
DO NOT READ: DON'T KNOW OR HAS NOT OPERATED IN NEIGHBOURHOOD LONG ENOUGH TO FORM OPINION.....	97
REFUSED.....	98

- c) What do you think is the most important crime-related problem in your business' neighbourhood?
DO NOT READ LIST. RECORD ONE RESPONSE.

RECORD VERBATIM

Thinking about the city of Vancouver.....

12. a) In the past 12 months, would you say the level of violent crime in the city of Vancouver has: (READ LIST IN ORDER) [IF NECESSARY, PROVIDE DEFINITION OF VIOLENT CRIME]

Increased Significantly.....	1
Increased somewhat.....	2
Stayed about the same.....	3
Decreased somewhat.....	4
Decreased significantly.....	5
DO NOT READ: DON'T KNOW OR HAS NOT OPERATED IN NEIGHBOURHOOD LONG ENOUGH TO FORM OPINION.....	97
REFUSED.....	98

- b) In the past 12 months, would you say the level of property crime in the city of Vancouver has: (READ LIST IN ORDER) [IF NECESSARY, PROVIDE DEFINITION OF PROPERTY CRIME]

Increased Significantly.....	1
Increased somewhat.....	2
Stayed about the same.....	3
Decreased somewhat.....	4
Decreased significantly.....	5
DO NOT READ: DON'T KNOW OR HAS NOT OPERATED IN NEIGHBOURHOOD LONG ENOUGH TO FORM OPINION.....	97

REFUSED.....98

c) What do you think is the most important crime-related problem in the city of Vancouver?
DO NOT READ LIST. RECORD ONE RESPONSE.

RECORD VERBATIM

UNREPORTED CRIME

Thinking of your business experiences with crime.....

13. In the past 12 months, have you, or any of your employees been a victim of a crime while at work (for example, vandalism, theft, or physical assault) in the city of Vancouver?

YES.....1	CONTINUE
NO.....2	GO TO COMMUNITY PARTICIPATION
DON'T KNOW97	GO TO COMMUNITY PARTICIPATION
REFUSED.....98	GO TO COMMUNITY PARTICIPATION

14. Now thinking only about the last contact your business had with the Vancouver Police Department: was the crime...

a. Committed against the business	01
b. Committed against a staff member at the business	02
c. Committed against a client/ customer of the business	03
d. DON'T KNOW	97
e. REFUSED	98

15. Was it a property crime or violent crime? [IF NECESSARY, PROVIDE DEFINITION OF VIOLENT AND PROPERTY CRIME]

a. Property
b. Violent
c. DON'T KNOW
d. REFUSED

16. Still thinking only about the last contact your business had with the Vancouver Police Department, was this crime reported to the police?

YES.....1	GO TO COMMUNITY PARTICIPATION
NO.....2	CONTINUE
DON'T KNOW97	GO TO COMMUNITY PARTICIPATION
REFUSED.....98	GO TO COMMUNITY PARTICIPATION

17. Why did you or your employee(s) decide not to report this crime to the police?

RECORD VERBATIM. PROBE AS NECESSARY.

COMMUNITY PARTICIPATION

The Vancouver Police Department runs various training programs for the community to increase safety in Vancouver.

18. a) In the past 12 months, have you, or anyone on your staff, participated in a program or received training for your business that was sponsored by the Vancouver Police Department?

YES.....1	CONTINUE
NO.....2	GO TO Q19
DON'T KNOW97	GO TO Q19
REFUSED.....98	GO TO Q19

b) Which ones? (DO NOT READ LIST – INCLUDE ALL RESPONSES)

1 'FALSE ALARM REDUCTION PROGRAM'
2 'BLOCK WATCH PROGRAM'
3 'HASTINGS SUNRISE PROGRAM'
4 'COMMUNITY POLICING'
5 'BUSINESS LIAISON (COMMERCIAL CRIME PREVENTION PROGRAM)'
90 'COMMUNITY AWARENESS PROGRAMS (NON-SPEC)'
91 'POLICE PRESENTATIONS (NON-SPEC)'
95 OTHER (SPECIFY)
99 DON'T KNOW

19. While you may not have direct experience with the following programs, please indicate how important each is to you as a business owner or manager in Vancouver? If you have not heard of one of these initiatives before, just tell me. Would you say the program is very important, somewhat important, not very important or not important at all?

01.....	VERY IMPORTANT
02.....	SOMEWHAT IMPORTANT
03.....	NOT VERY IMPORTANT
04.....	NOT IMPORTANT AT ALL
05.....	HAVE NOT HEARD OF THIS
96.....	DON'T KNOW
97.....	REFUSED

a) Community Policing Centres
b) Downtown Eastside foot patrols
c)
d)
e) Granville Entertainment District Street Closures
f) Beach Patrol
g) Block Watch
h) Citizen's Crime Watch
i) School Liaison Officers
j) Victim services
k) Sister Watch

- l) Safe Place
- m) Garage 529 (Bicycle anti-theft program)
- n) Bar and Restaurant Watch

20. On a scale of 1 to 5, where five is excellent and one is poor, how would you rate the job of the Vancouver Police Department at generating news stories informing the public about:

	1	2	3	4	5	DK	REF
a. Major arrests?	1	2	3	4	5	97	98
b. Crime reduction projects?	1	2	3	4	5	97	98
c. Drug crackdowns?	1	2	3	4	5	97	98
d. Crime prevention programs?	1	2	3	4	5	97	98

21. From which of these sources did your business receive news or information about the Vancouver Police Department in the last 12 months? READ LIST. RECORD MULTIPLES. YES/NO FOR EACH ITEM; INCLUDE DK, REF AS OPTION FOR EACH ITEM

TV news.....	01	
Radio news.....	02	
Major newspaper, print version (e.g., Vancouver Sun, Globe & Mail, The Province)	11	
Major newspaper, online version (e.g., Vancouver Sun, Globe & Mail, The Province)	12	
Community Newspaper, print version.....	08	
Twitter	13	
Facebook.....	14	
Other forms of social media	15	

22. Overall, what impression do you have of the Vancouver Police Department based on local media coverage? Would you say it is...

- Very positive.....01
- Positive.....02
- Somewhat positive.....03
- Not at all positive.....04

23. Have you ever visited the Vancouver Police Department website?

- YES.....01
- NO.....02, Skip to Q26
- REFUSE..98

24. When visiting the website, do you visit for...

- a) General information about the Vancouver Police Department?
 - YES.....01
 - NO.....02
 - REFUSE..98
- b) Career information?
 - YES.....01
 - NO.....02
 - REFUSE..98

c) Crime reporting purposes?

- YES.....01
- NO.....02
- REFUSE..98

d) Crime prevention tips?

- YES.....01
- NO.....02
- REFUSE..98

e) To learn about current news on the public affairs page?

- YES.....01
- NO.....02
- REFUSE..98

f) Can you think of any other reason you visited the Vancouver Police Department website?

RECORD ANSWER.

- 1 'CONTACT INFORMATION'
- 2 'NON EMERGENCY PHONE LINE INFO'
- 3 'EVENTS/NOTIFICATIONS/PROGRAMS'
- 95 'OTHER' SPECIFY
- 97 'NO OTHER REASON'
- 98 'DON'T KNOW/REFUSED'.

25. On a scale of 1 to 5, where five is high and one is low, how would you rate your overall satisfaction with the website?

1	2	3	4	5		DON'T KNOW	REFUSE
						97	98

26. If you could make one recommendation to the Vancouver Police Department about how they could improve services to your neighbourhood, what would it be?

RECORD VERBATIM

27. In the last 12 months has your business contacted an agency or public official, other than the police, to discuss a crime or nuisance problem, in the City of Vancouver?

[FORMERLY Q21A]

- Yes..... 1 CONTINUE
- No 2 GO TO DEMOGRAPHICS

28. Which other agencies, *other than the police*, has your business been in contact with to discuss a crime or nuisance problem in the last 12 months?

DO NOT READ. RECORD MULTIPLES.

- 1 'COV Animal Control' (COV = City of Vancouver)
- 2 'COV Buildings Inspections/Permits'
- 3 'COV Parks and Recreation'
- 4 'B.C. Transit/TransLink'
- 5 'Ministry of Social Services'
- 6 'COV Health Department'
- 7 'Department of Motor Vehicle'
- 8 'COV Housing'
- 9 'Neighbourhood Associations'
- 10 'R.C.M.P.'
- 11 'COV By-law Enforcement'
- 12 'COV Fire Department'
- 13 'COV Engineering-Water Works'
- 14 'COV Engineering-Sanitation'
- 15 'COV Officials, non-police'
- 16 'COV Graffiti Reports'
- 17 'CITY HALL/COUNCIL'
- 19 "MLA"
- 20 'PRIVATE SECURITY'
- 95 'Other (Specify)'
- 97 "Don't know"
- 98 'None'

Q41a) Have you heard of the Vancouver Police Foundation?

- | | |
|-------------------|------------------|
| YES.....1 | CONTINUE TO Q41B |
| NO.....2 | GO TO Q29 |
| DON'T KNOW.....97 | GO TO Q29 |
| REFUSED.....98 | GO TO Q29 |

Q41b) How familiar are you with the work of the Vancouver Police Foundation

- 01.....VERY FAMILIAR
- 02.....SOMEWHAT FAMILIAR
- 03.....SOMEWHAT UNFAMILIAR
- 04.....VERY UNFAMILIAR
- 97.....DON'T KNOW

98.....REFUSED

DEMOGRAPHIC QUESTIONS

29. In what industry or field of business is your firm primarily involved? READ LIST IF NECESSARY.
[IF 'SELF-EMPLOYED', PROBE WITH: In what industry or field of business would that be?]

- Agriculture, Forestry, Fishing, Mining 01
- Business services 02
- Communications/Utilities..... 03
- Construction/Real Estate..... 04
- Educational 05
- Entertainment/Recreation 06
- Health Services 07
- Finance/Insurance 08
- Hospitality (e.g. hotels, motels, restaurants, tourism) 09
- Information technology..... 10
- Legal..... 11
- Manufacturing..... 12
- Non-profit..... 13
- Personal Services..... 14
- Research and Development 15
- Social Services..... 16
- Transportation (truck, ship, rail, air) 17
- Wholesale/Distribution/Retail 18
- Other, SPECIFY: 95
- Don't Know..... 97

30. How long has your business been in operation in the city of Vancouver?

- Up to one year..... 1
- 1-2 years 2
- 3-5 years 3
- 6-10 years 4
- Over 10 years..... 5
- Don't know..... 97
- REFUSED..... 98

31. How long has your business been in operation in its current neighbourhood?

- Up to one year..... 1
- 1-2 years 2
- 3-5 years 3
- 6-10 years 4
- Over 10 years..... 5
- DON'T KNOW..... 97
- REFUSED..... 98

32. How many people does your business employ? (full-time equivalents at your location)

0-25..... 1
 26-50..... 2
 51-100..... 3
 101-250..... 4
 251-500..... 5
 Over 500..... 6
 DON'T KNOW..... 97
 REFUSED..... 98

33. What is the name of the business association that represents your neighborhood's business community?

(DO NOT READ LIST)

IF DON'T KNOW, RECORD "DK"

1 'CHINESE BUSINESS ASSOCIATION'
 2 'COLLINGWOOD BA'
 3 'COMMERCIAL DRIVE BA'
 4 'DOWNTOWN BIA/BA'
 5 'DUNBAR BA'
 6 'GASTOWN BIA'
 7 'KITSILANO CHAMBER OF COMMERCE'
 8 'MOUNT PLEASANT BIA'
 9 'YALETOWN BA'
 10 'KITSILANO BUSINESS ASSOCIATION'
 11 'MOUNT PLEASANT BUSINESS ASSOCIATION'
 12 'SOUTH GRANVILLE BUSINESS ASSOCIATION'
 13 'STRATHCONA BUSINESS IMPROVEMENT'
 14 'GRANVILLE ISLAND BUSINESS ASSOCIATION'
 15 'CHINESE BUSINESS ASSOCIATIONS'
 16 'OTHER NEIGHBOURHOOD ASSOCIATIONS'
 17 'OTHER HOSPITALITY ASSOCIATIONS'
 18 'OTHER COMPANY NAMES'
 19 'BC BAR ASSOCIATION'
 20 'BETTER BUSINESS BUREAU'
 21 'DUNBAR BUSINESS ASSOCIATION'
 22 'FRASER STREET BUSINESS ASSOCIATION'
 23 'HAIRDRESSERS ASSOCIATION'
 24 'KERRISDALE BUSINESS ASSOCIATION'
 25 'PUNJABI MARKET'
 26 'UPTOWN BUSINESS ASSOCIATION'
 27 'YALETOWN MERCHANTS ASSOCIATION'
 28 'CHURCH/ NON-PROFIT ASSOCIATION'
 29 'BUSINESS IMPROVEMENT ASSOCIATION (NEC)'
 30 'MEDICAL/ HOSPITAL ASSOCIATION'
 31 'MEDICAL/ HOSPITAL ASSOCIATION'
 32 'MARPOLE BUSINESS ASSOCIATION'
 90 'BIA - BUSINESS INDUSTRY ASSOCIATION'
 95 'OTHER'
 96 'NONE'

97 'DK'

99 'N/A'.

34. So that my supervisor can check my work, may I have your first name or initial?

RECORD

Thank you very much for participating in this survey. Your responses will be combined with those of other Vancouver businesses and will provide valuable input to the Vancouver Police Department.