



Vancouver Police Community Policing Assessment Report

Business Survey Results

2018

NRG Research Group

www.nrgresearchgroup.com

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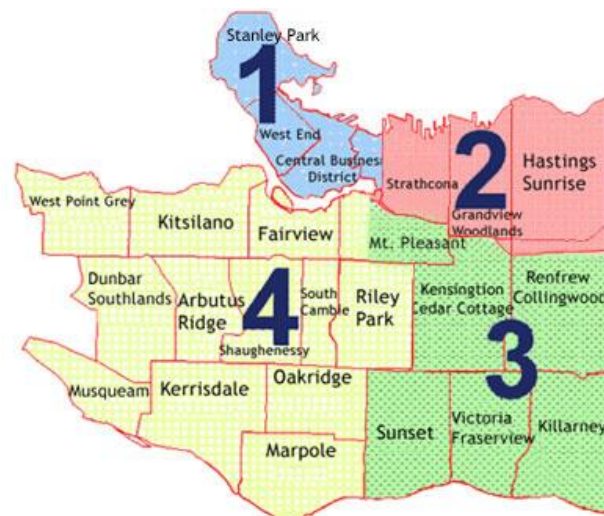


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Executive Summary – Survey of Businesses

Overall Satisfaction with the Vancouver Police Department

Nearly nine in ten (89%) business owners and/or managers were very or somewhat satisfied with the service provided by the VPD in 2018. This was consistent with overall satisfaction ratings over the previous three years. Satisfaction levels were also consistent between Districts, ranging from 90% in Districts 1 and 2 to 87% in District 3.

Satisfaction with the service provided by the VPD was based on the department's quick response/service to businesses (22%) and a general perception that the VPD was doing a good job (12%). Neutral or negative comments were typically from those with little or no contact with the VPD (16%) and those who consider the police response slow (7%) or ineffective (6%).

Responsiveness, Meeting Safety Needs, and Addressing Street Disorder

The VPD's ability to respond quickly in emergency situations (77%), meet the business community's safety needs (76%), and address street disorder (67%) 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 small but not significant decline of two points since 2017. Perceptions of the VPD's ability to meet the business community's safety needs also decreased slightly but not significantly by four points, while ratings of the VPD's ability to address street disorder went down by one point since 2017.

In general, business owners and managers in District 2 tended to give lower ratings than those in other Districts to each of these attributes, though the difference was not always significant.

Time Devoted to Addressing Crime Problems

In general, theft remained the area where business owners and managers felt the VPD currently spends enough time, though these proportions saw notable drops from 2017. Six in ten (61%, down significantly from 72% in 2017) thought the VPD spends enough time addressing thefts of vehicles, while 55% believed the police were devoting sufficient time to the problem of theft from homes (also a significant drop from 64% in 2017). Six in ten believed that enough time was being allocated to theft from businesses (59%) and 53% thought enough time was devoted to theft from vehicles.

The crime-related areas that were seen by business managers and owners as priorities where the VPD should spend more time included problem drivers (59%, up significantly from 50% in 2017), as well as sexual crimes (58%), gangs (58%), drug use (57%), youth violence (54%), and violent crime (51%).

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. The top four qualities perceived to best describe the VPD were professional (88%), knowledgeable (86%), respectful (86%), and trustworthy (83%). Each of these ratings increased slightly but not significantly from 2017 results, most notably respectful, which increased by five points.

Three-quarters (75%) of business owners and managers believe the VPD to be fair, followed by 71% who agree that the VPD is visible and 69% who agree that the VPD is accountable. Levels of agreement for each of these four attributes all decreased slightly but not significantly from 2017.

Generally speaking, businesses in District 2 were less likely than those in other Districts to agree that each of these seven attributes described the VPD.

Contact with the VPD

Forty-four percent of business owners and managers had contact with the VPD in the 12 months preceding the 2018 survey, up non-significantly from 41% in 2017. Citywide, 85% of those who had contact with the VPD were very or somewhat satisfied with the service received, similar to 84% in 2017 and 86% in 2016.

Key reasons for satisfaction with the VPD's service were the quick response and service by the police (33%), followed by the caring and helpfulness of officers (22%), and the VPD's professionalism (12%).

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 (90%) were again significantly higher than in other Districts, while District 2 continues to have the lowest proportion of safe ratings (35%). For the second year in a row, no business owner or manager in District 4 rated their neighbourhood as unsafe.

Reasons for perceiving the business' neighbourhood as safer than other neighbourhoods in the City include the area being low in crime (33%), and the neighbourhood being quiet with no problems (10%).

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 (11%).

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, consistent with 2017 results. About one in ten (2%) 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 (81%) were significantly more likely to indicate that violent crime had stayed the same in their neighbourhood compared with District 2 (66%) and District 3 (64%).

When asked about the levels of property crime in their business' neighbourhood, 72% of business owners and managers Citywide said that property crime rates had stayed about the same in the 12 months preceding the survey, up non-significantly from 66% in 2017. Two in ten (18%) believed that property crime rates had increased, while one-third that proportion (6%) felt that property crime rates had decreased on the neighbourhood level.

Business owners and managers in District 4 were significantly more likely than those in other Districts 2 and 3 to perceive that the property crime rate had remained the same in 2018.

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 one-third (33%) of business owners and managers Citywide.

Perceptions of Violent Crime and Property Crime in the City

Fifty-four percent of 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, continuing a downward trend since 2016. Nearly one in ten (9%) thought that violent crime in the City had decreased, while three in ten (31%) thought that violent crime had increased, both consistent with 2017 results.

As in previous years, the proportion of business owners and managers who said that the levels of violent crime increased across the City in 2018 was much higher than the proportion who said there was an increase in violent crime within their own neighbourhood (31% versus 12% 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.

Six in ten business owners and managers in 2018 (61%) believed that rates of property crime had stayed the same over the past twelve months in the City as a whole. This is down three points from 2017, though the difference is not significant. In 2017, one-quarter (26%) indicated that property crimes in the City had increased.

Drugs (30%) were seen as the most important crime-related problem in the City by business owners and managers, followed by break & enter and thefts (15%) and gang activity (13%).

Experiences with Crime at the Business

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 28% in 2017.

Nearly one-half (48%) of businesses in District 2 had experienced a crime at their business within the last year, significantly more than those in any other District. The proportion of business managers in District 2 who said that a crime had occurred at their business was consistent with 49% in 2017.

One-half (51%) of business owners or managers who had a crime occur at their business said the crime was against the business itself, with one-third (33%) reporting that the crime was against a staff member. Consistent with previous years, the majority (75%) of these crimes experienced by businesses were property crimes, as opposed to violent crimes.

Overall, more than six in ten (63%) of crimes experienced by businesses were reported in 2017, up from 57% in 2016. 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 (5%) 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 DTES Foot Patrols (96%), Community Policing Centres (94%), Victim Services (94%), Citizen's Crime Watch (92%), and School Liaison Officers (92%). Aside from Bar and Restaurant Watch, which decreased by one point, most importance ratings increased between 2017 and 2018.

Beach Patrol (73%) and the Granville Entertainment District Street Closures (73%) 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 2017, but did decrease slightly on all four subjects of major arrests, drug crackdowns, crime prevention, and crime reduction.

Citywide, business owners and managers indicated that the VPD was best at communicating information about major arrests (60% gave a rating of 4 or 5 out of 5) followed by the other three subject areas which received positive ratings between 47% and 51%. Of note, District 3 tended to have the most positive ratings across the four topic areas; scores were significantly higher than District 1 for informing the public on crime reduction project, while scores were also significantly higher than District 2 for stories informing the public about drug crackdowns.

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 (57%), followed by the print version of a major newspaper (51%), the online version of a major newspaper (48%), and radio news (45%).

Portrayal of VPD in the Media

More than six out of ten (63%) 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 consistent with 62% in 2017.

Businesses in District 2 were significantly less likely than those in other Districts (particularly those in Districts 1 and 3) to provide positive ratings to this question.

Use and Satisfaction with the VPD Website

Up one point from 2017 results, 28% of business managers or owners Citywide have ever visited the VPD website. Nearly eight in ten (78%) visited the website for general information, while one-half (51%) used the VPD website for crime reporting purposes, and one-third (32%) searched for crime prevention tips.

Seventy-two percent 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 a slight but not significant decrease from 2017 (75%).

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 (35%). This was followed by better communication/outreach to businesses (4%), as well as training officers for better service (4%), quicker response time (4%), and a desire to address issues related to poverty and homelessness (4%).

Three in ten business owners and managers (31%) did not have any suggestions for improving VPD service in their neighbourhoods.

Contact with Non-Police Agency

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

Vancouver Police Foundation

Four in ten business owners and managers Citywide (41%) had heard of the Vancouver Police Foundation, compared with 43% in 2017. Twenty-eight percent 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 (46%), while those in District 1 were the most likely to be familiar (very or somewhat) with the work of the Vancouver Police Foundation (37%).



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, and 2008; beginning in 2009, the study has been conducted annually. To maintain consistency across waves of the survey, the same method was employed in 2018 as in previous years. The 2018 survey is largely the same as the one used in 2017. Results are reported from 2015 to 2018, 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 September 10th and September 29th, 2018. 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.

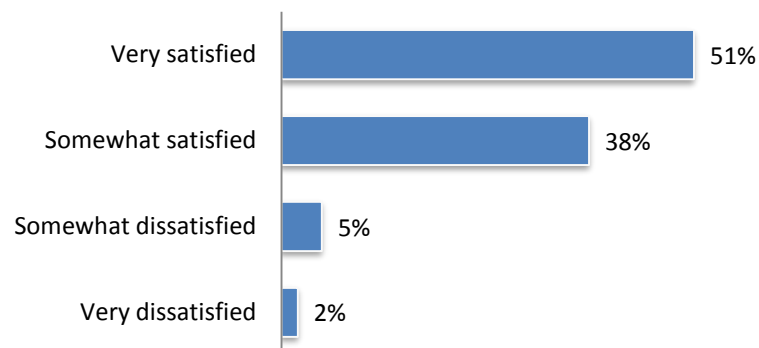


Detailed Survey Results

4.1 *Perceptions of the Vancouver Police Department*

4.1.1 OVERALL SATISFACTION

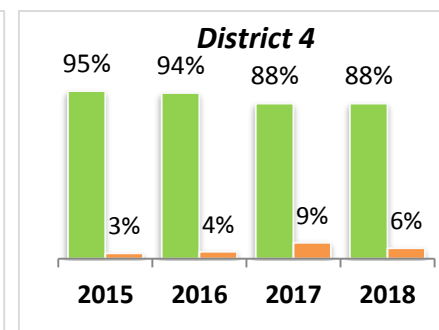
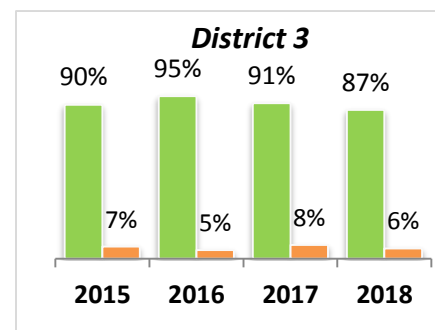
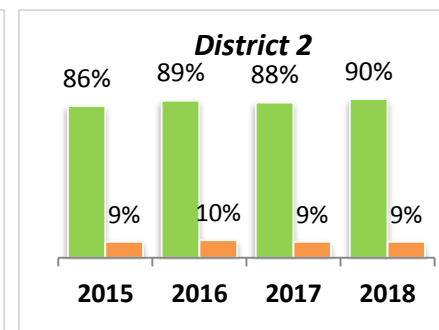
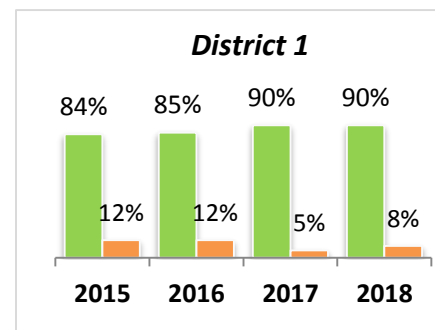
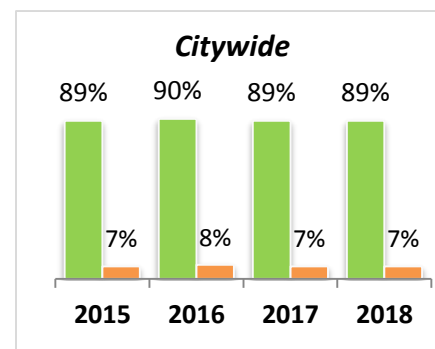
Q1A. Overall, how satisfied are you with the service provided by the VPD? (Citywide, 2018)



Consistent with the previous three years, nearly nine in ten business owners and/or managers Citywide (89%) were satisfied with the service provided by the VPD.

Businesses in Districts 1 and 2 had the highest levels of overall satisfaction at 90% each. Districts 1 and 2 had satisfaction scores consistent with the previous year, whereas District 2 showed a two-point increase and District 3 showed a four-point decrease from 2017.

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 - 2018

Positive Comments	Citywide	District 1	District 2	District 3	District 4
Quick response/ service	22%	23%	15%	29%	22%
Doing a good job/ I am satisfied	12%	10%	10%	15%	15%
Are visible/ patrol a lot	8%	7%	8%	6%	9%
Caring/ helpful	7%	8%	6%	7%	7%
Low crime area/ Vancouver is safe	6%	7%	4%	4%	8%
Courteous	4%	4%	1%	6%	5%
Professional	3%	5%	-	2%	4%
Issue was resolved	3%	1%	3%	3%	4%

Negative Comments	Citywide	District 1	District 2	District 3	District 4
No contact/ little interaction with police	16%	18%	10%	13%	19%
Slow response/ service	7%	8%	13%	5%	4%
Police ineffective/ response ineffective	6%	7%	8%	6%	5%
Should focus on homelessness /drug use violence	6%	9%	11%	1%	3%
Not enough police presence/need more staff	4%	6%	7%	2%	1%

The primary reasons for satisfaction with the VPD were quick response/service (22%) and an overall sense of the police doing a good job (12%). Businesses in District 3 were significantly more likely to be satisfied because of quick response than those in District 3.

Conversely, the primary reason for neutral feelings or being dissatisfied with the VPD is that there was little or no contact with police (16%). This was followed by the police being slow to respond (7%). Business managers in District 2 were more likely to mention slow response time compared to those in Districts 3 and 4.

Base: All participants (n=400).

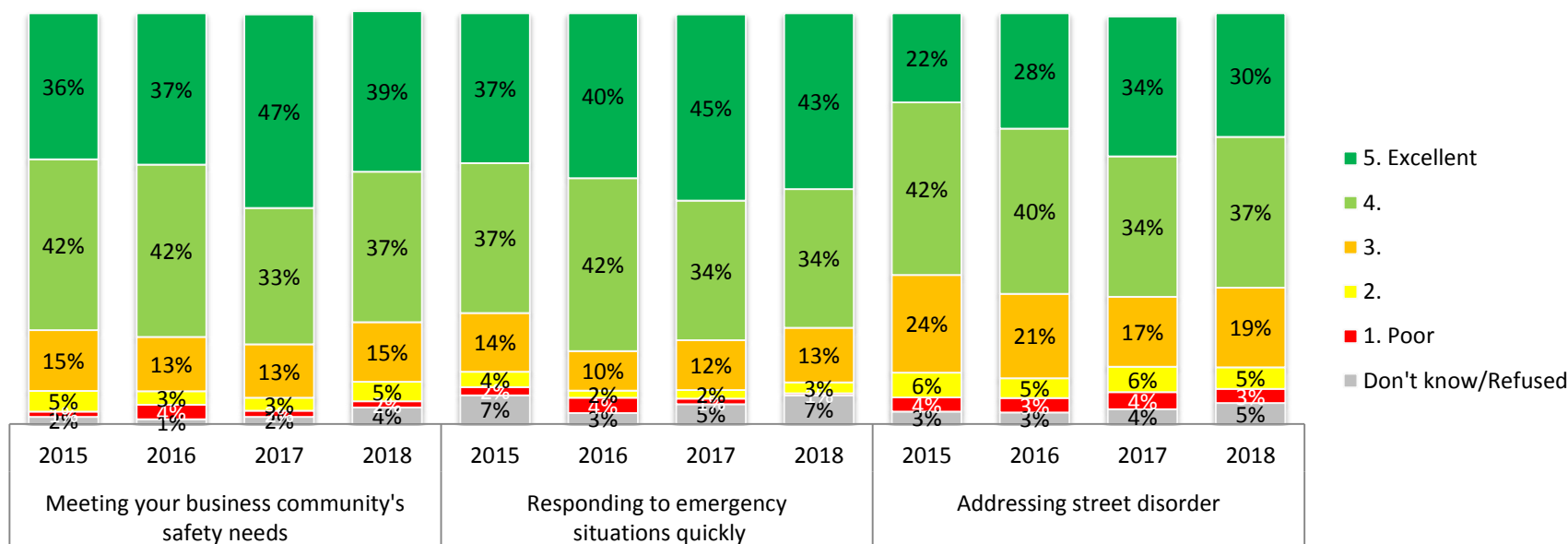
Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

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

4.1.2 EVALUATION OF ASPECTS OF VPD SERVICE

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

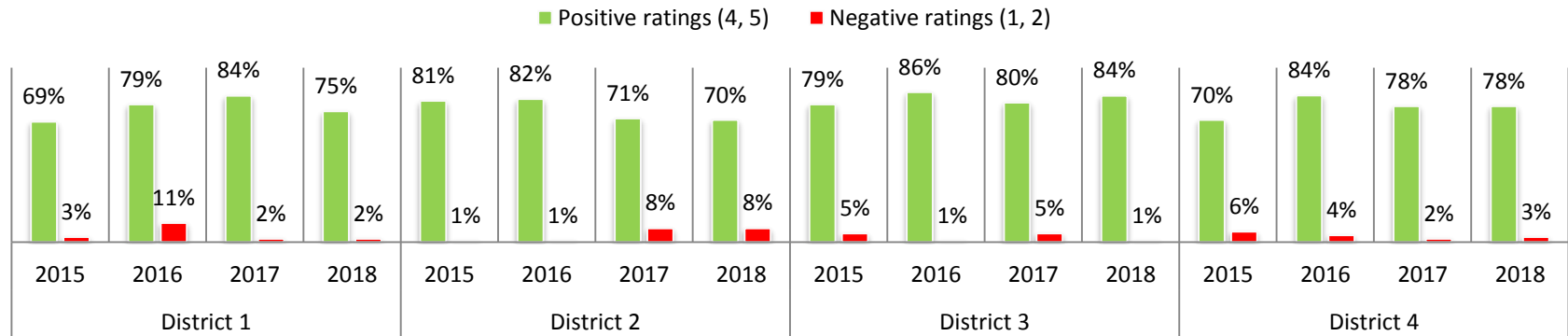
Q2. How do you rate the Vancouver Police Department in terms of...? (Citywide)



Ratings for all three aspects of VPD service saw a slight but not significant decrease compared to the previous year. Compared to 2017, ratings for addressing street disorder declined the least with a one-point decrease, followed by perceptions of the VPD's ability to respond quickly in emergency situations which decreased by two points. Ratings for meeting the business community's safety needs saw the largest decline, decreasing by four points.

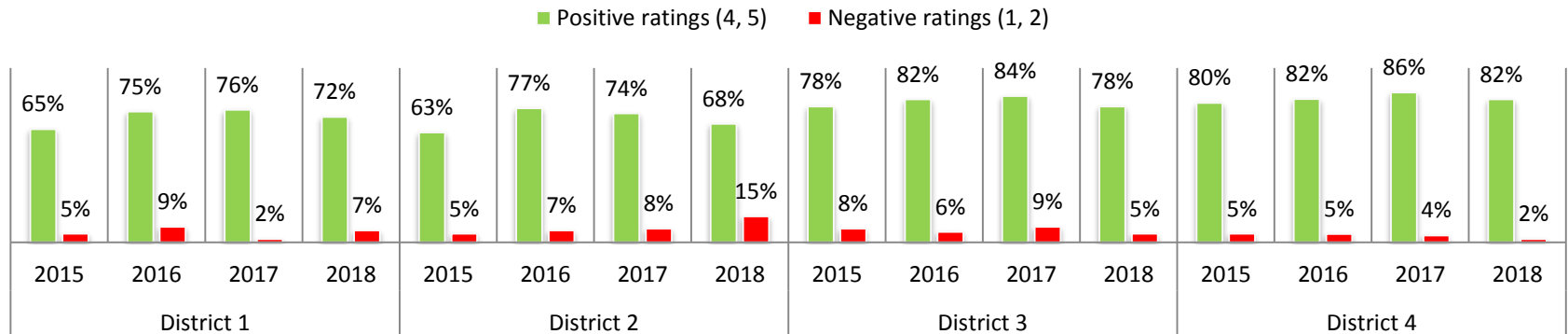
The proportion of business owners and managers who positively rated the VPD's ability to respond to emergencies quickly notably decreased by nine points (but not significantly) in District 1 in 2018 compared with 2017. There was a positive increase in District 3 by four points, which was also not significant.

Responding to Emergencies Quickly



In 2018, perceptions of the VPD's ability to meet the business community's safety needs declined (though not significantly) by four points in Districts 1 and 4 and by six points in Districts 2 and 3.

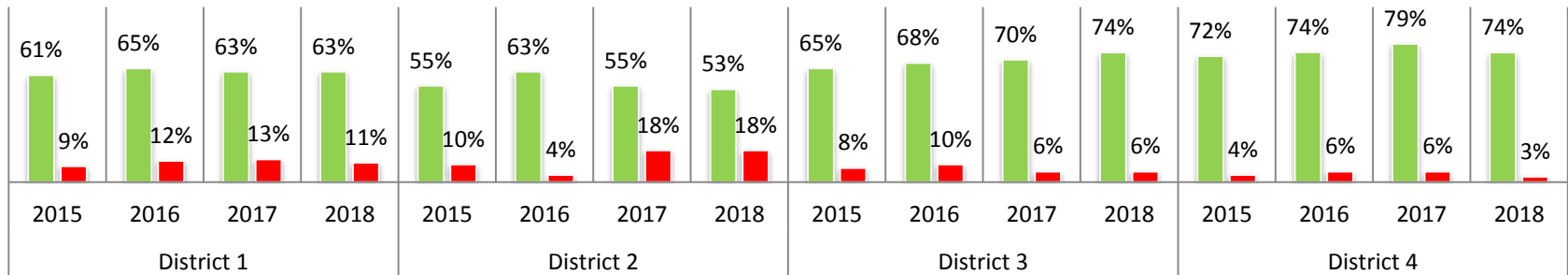
Meeting Business Community's Safety Needs



District 2 continues to have the highest negative ratings out of any District for the VPD's ability to address street disorder. Although the District that experienced the largest decline in positive ratings compared to the previous year was District 4, District 4's negative ratings also decreased making it the District with the lowest proportion of negative ratings. None of the District-level year-over-year changes were significant.

Addressing Street Disorder

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

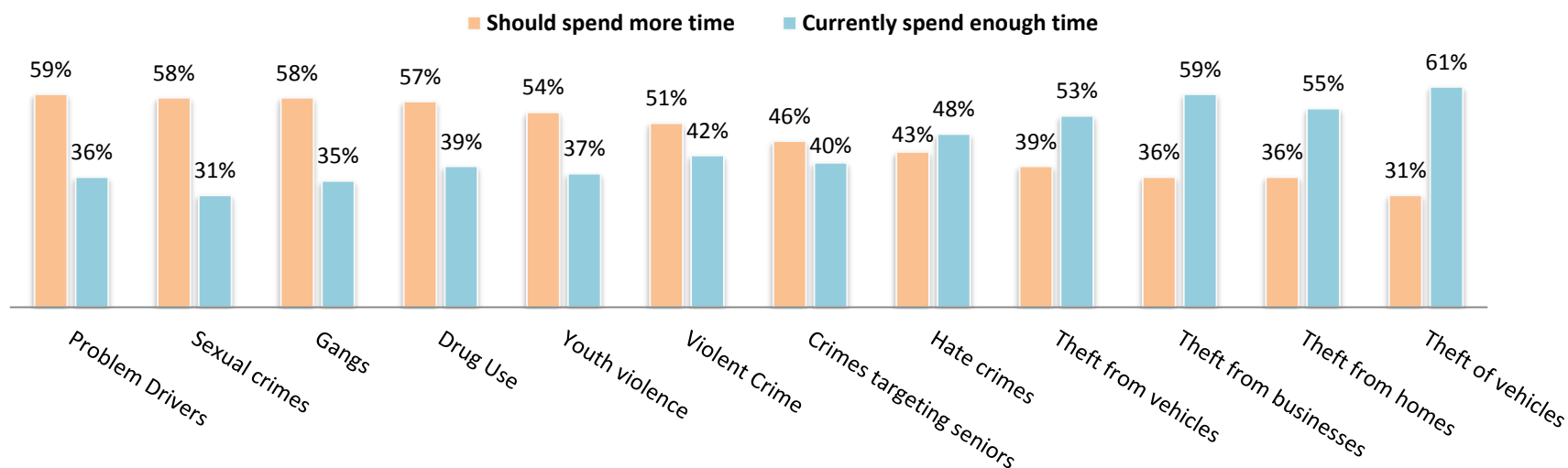


4.1.2.2 Time Devoted to Addressing Various Crime Problems

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 (2018)

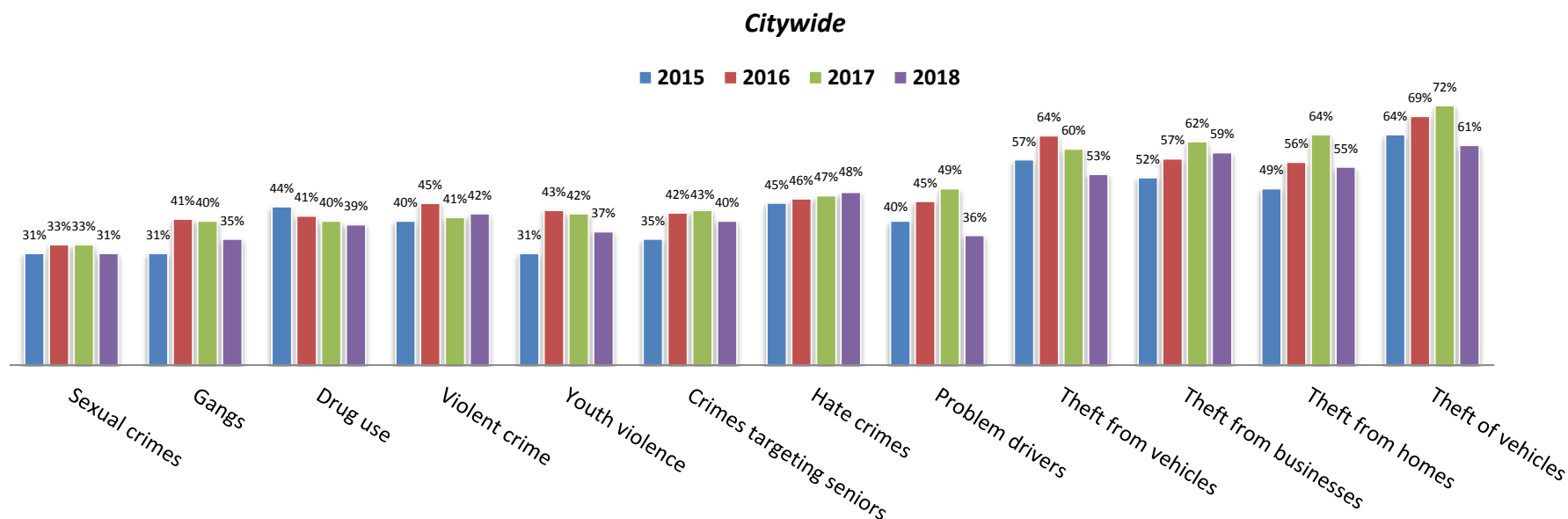


In 2018, problem drivers (59%) topped the list as the concern the VPD should spend more time addressing. Compared with the previous year, business owners and managers indicating that the VPD should spend more time addressing problem drivers saw a significant increase from 50% in 2017. The other top areas business owners and managers believed the VPD should spend more time addressing include sexual crimes (58%), gangs (58), and drug use (57%).

The majority of business owners and managers believed the police were devoting sufficient time to the problems of theft of vehicles (61%), theft from businesses (59%), theft from homes (55%), and theft from vehicles (53%).

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:



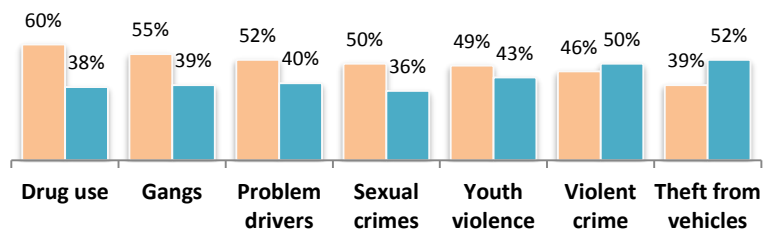
Consistent with previous years, theft remained the area where most business owners and managers believed enough time is being spent (be it theft from homes, from businesses, or from/of vehicles). However, all of these proportions have decreased from last year, and significantly fewer business owners and managers indicated that the VPD currently spend enough time addressing theft of vehicles and theft from homes (72% and 64% respectively in 2017).

The proportion of business owners and managers who believed that enough time was being spent on problem drivers decreased significantly by 13 points between 2017 and 2018. Most other year-over-year changes are not significant.

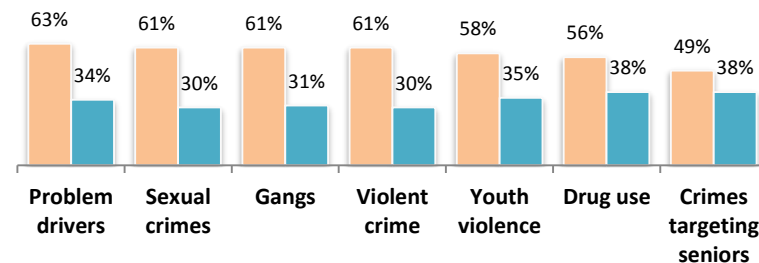
Top seven crime-related problems the VPD should spend more time addressing by District

■ Should spend more time ■ Currently spend enough time

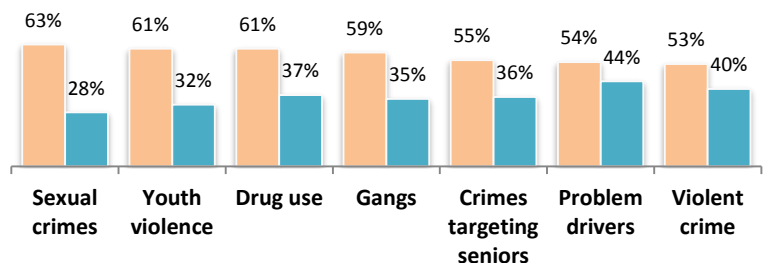
District 1 (2018)



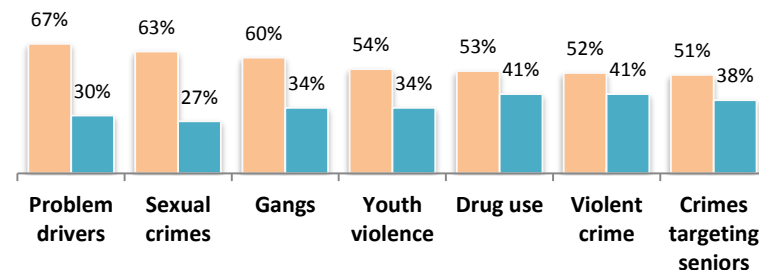
District 2 (2018)



District 3 (2018)



District 4 (2018)

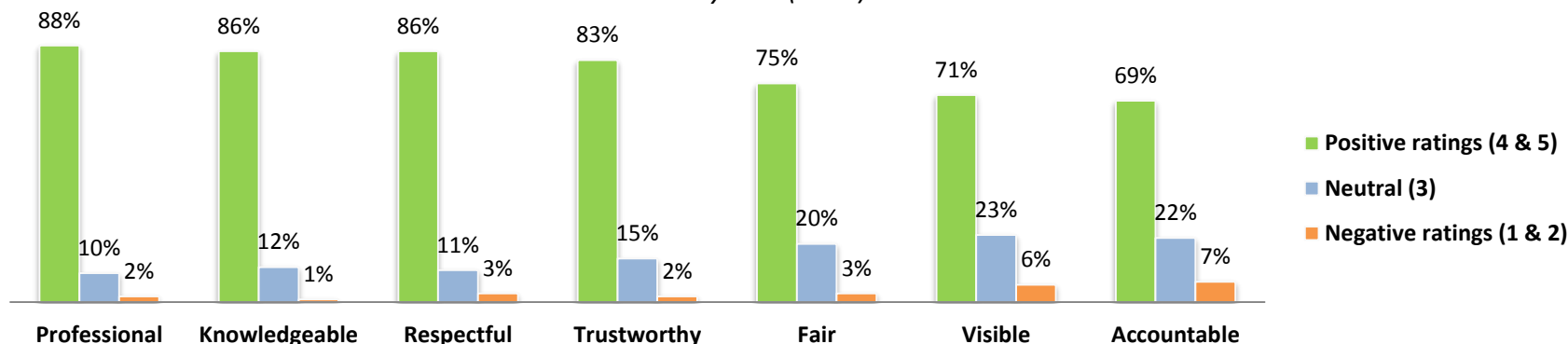


There were notable differences between Districts when looking at crime-related areas where business managers felt the VPD should spend more time. Problem drivers were the top priority for Districts 2 and 4, whereas drug use was the top problem seen needing more attention in District 1, and sexual crimes were seen as the top problem in District 3.

Business owners and managers in District 1 tended to be less likely to indicate that the VPD should spend more time addressing any of the crime-related problems listed than those in other Districts.

4.1.3 PERCEIVED QUALITIES OF THE VPD

Q4. How well do the following qualities best describe the Vancouver Police Department?
Citywide (2018)

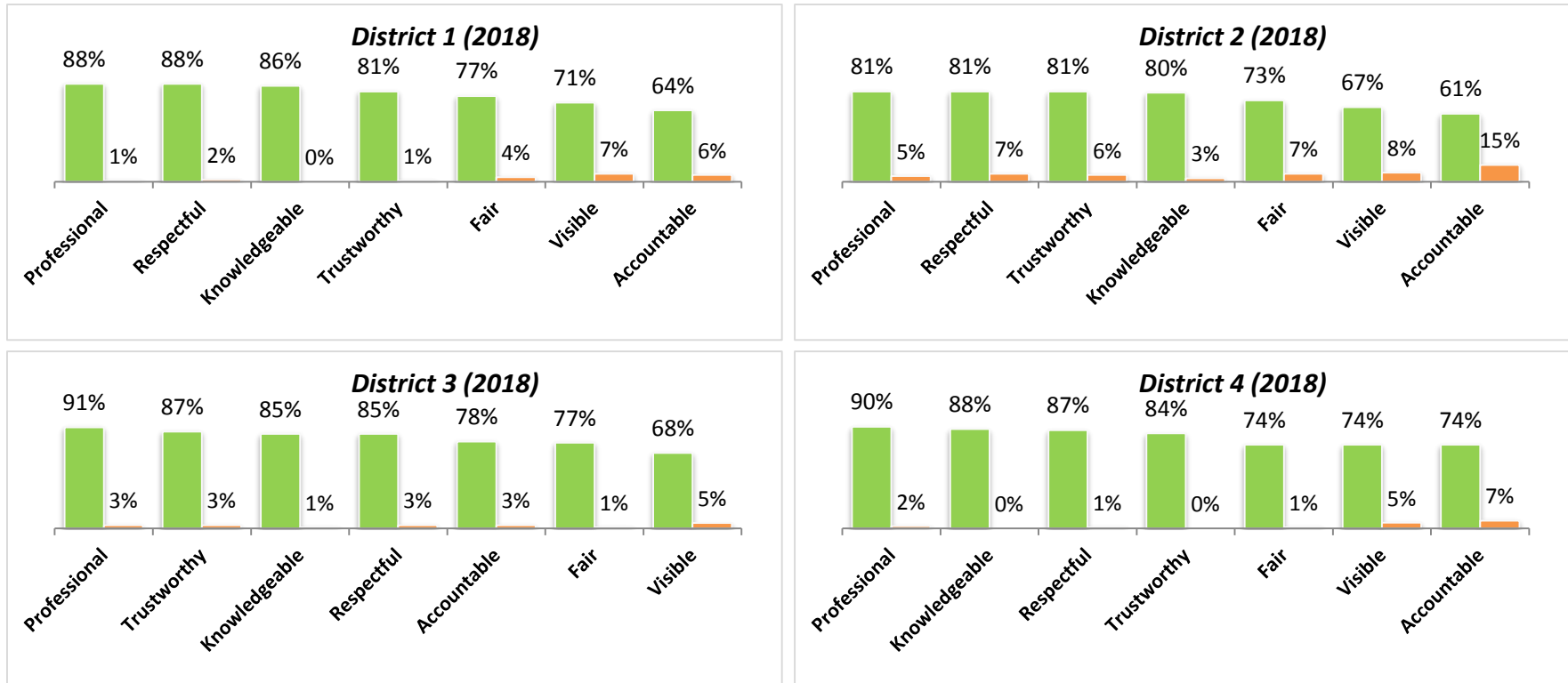


Business owners and managers evaluated the VPD on seven qualities that reflect key dimensions of the Vancouver Police Department's service. Consistent with previous years, all of these attributes received positive ratings (4 or 5 out of 5) from the majority of businesses. In 2018, the top four qualities (professional, knowledgeable, respectful, and trustworthy) all saw an increase in positive ratings whereas the bottom three scores (fair, visible, and accountable) all saw a decrease in positive scores. The biggest year-over-year change was for ratings of respectful, which increased by five points (81% in 2017 to 86% in 2018), though this difference is not significant.

Citywide, nearly nine in ten business managers perceived the VPD to be professional (88%). As well, more than eight in ten perceived the VPD to be knowledgeable (86%), respectful (86%), and trustworthy (83%). More than seven in ten business owners and managers also believed the VPD to be fair (75%) and visible (71%). As in previous years, the lowest rated quality was accountability (69%).

Perceived Qualities of the VPD by District

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



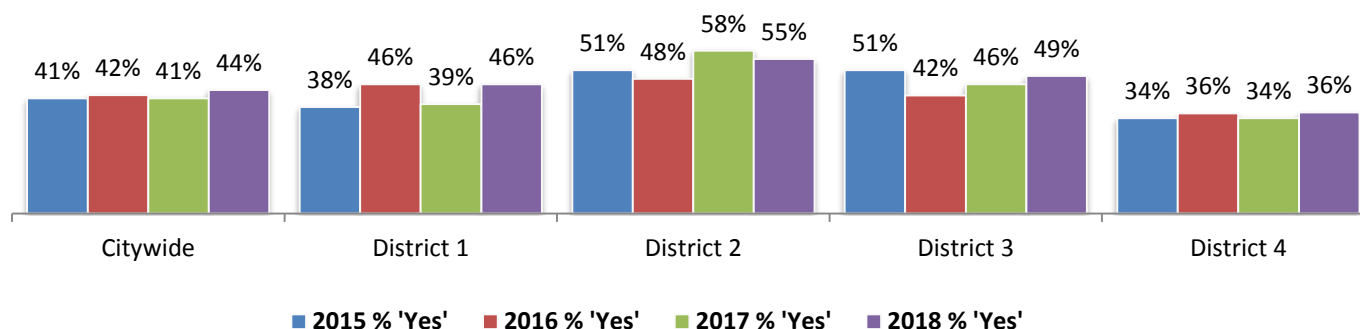
Business owners and managers in all Districts perceived the VPD as professional although those in District 3 were significantly more likely to perceive the VPD this way than those in District 2.

Businesses in District 2 tended to provide lower positive ratings for the perceived qualities of the VPD than other Districts. In particular, those in District 2 were less likely than those in any other District to rate VPD officers as accountable, significantly lower than those in Districts 3 and 4.

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-four percent of business managers or owners Citywide had contact with the VPD in the 12 months preceding the 2018 survey, up slightly from in 2017 (41%). Those in District 2 were more likely to have had contact with the Vancouver Police Department than those in other districts in 2018, significantly more likely than those in District 4.

With the exception of District 2, all Districts saw an increase in the proportion of businesses who reported contacts with the VPD in 2018 relative to 2017 (though not significant increases).

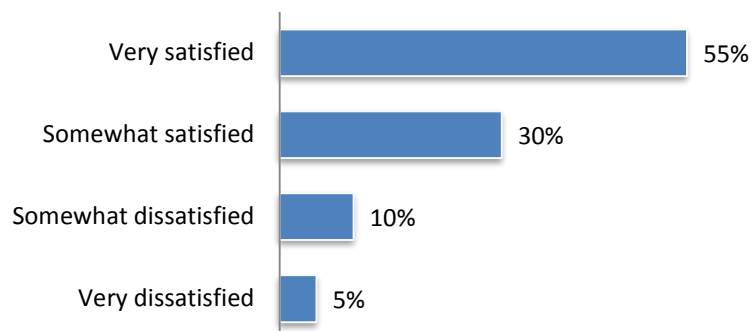
Note: The full text of the question emphasized contact with the VPD directly, not with a 911 dispatcher. The full text of the question, as it was read to participants in the 2018 survey, was:

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.

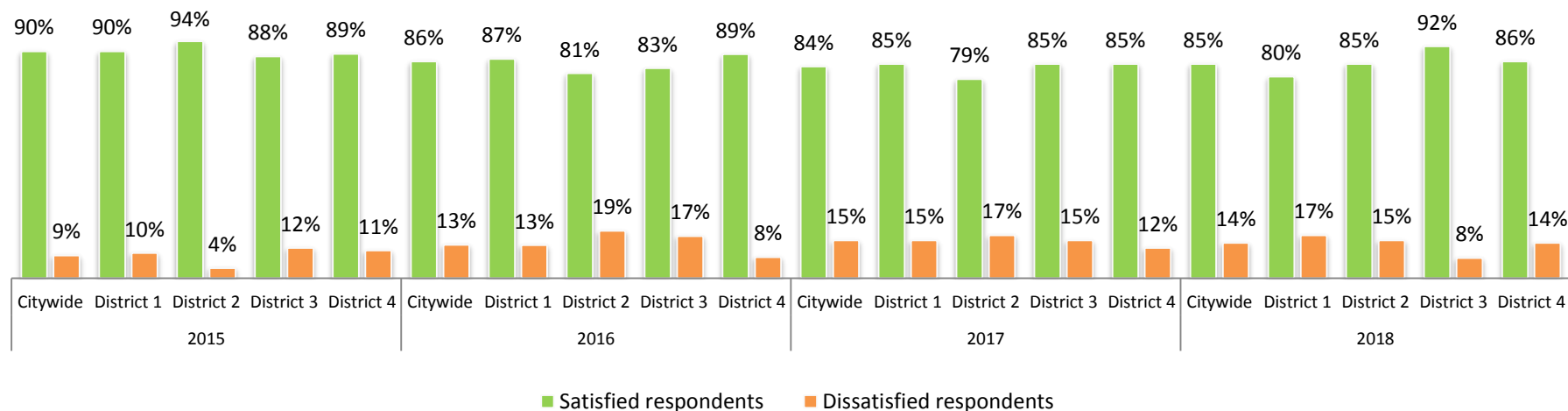
4.1.4.2 Satisfaction with Service Received (Among those who contacted VPD)

Q6A. Overall, how satisfied were you with the service your business received from the Vancouver Police Department? (Citywide, 2018)



Citywide, 85% of the business managers who had contact with the VPD in 2018 were satisfied with the service they received. This was consistent with 84% in 2017 and 86% in 2016.

Business owners and managers in District 1 provided the lowest satisfied ratings and highest dissatisfied ratings in 2018, though there were no significant differences across Districts.



Base: Business managers who had contact with the VPD in the 12 months preceding the survey (n=186 for 2018; n=177 for 2017; n=172 for 2016; n=179 for 2015)

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	33%	28%	24%	33%	44%
Caring/ helpful	22%	26%	7%	14%	31%
Professional	12%	11%	9%	12%	17%
Courteous	9%	2%	5%	14%	17%
Issue resolved	8%	9%	7%	14%	6%
Doing a good job/I am satisfied	6%	7%	4%	8%	6%
Knowledgeable	3%	4%	4%	6%	-
Thorough investigation	3%	-	4%	6%	6%

One-third (33%) of business managers mentioned the quick response and service by the police as their reason for satisfaction with the service they received from the VPD. This was followed by mentions of the VPD's caring/helpfulness (22%) and the professionalism displayed by officers (12%).

Negative Comments	Citywide	District 1	District 2	District 3	District 4
Police ineffective/response ineffective	9%	11%	5%	10%	8%
Slow response/service	6%	4%	18%	2%	-
Not caring/not helpful	5%	4%	4%	2%	8%
Issue not solved	4%	2%	7%	8%	-
Poor telephone service	2%	2%	4%	-	-
Not enough police presence/need more staff	2%	2%	4%	-	-

The primary sources of dissatisfaction with VPD contact were due to feeling that there was an ineffective police response (9%) or that police were slow to respond or provide service (6%). Businesses in District 2 were significantly more likely than other Districts to indicate that the VPD were slow to respond or provide service.

Base: Business managers who had contact with the VPD in the past 12 months, 2018 n=186.

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

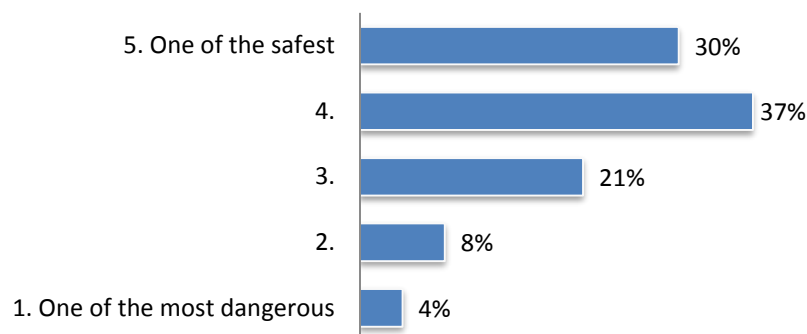
Values circled are significantly different from the squared values in the same row at a 95% confidence interval.

4.2 *Perceptions of Safety and Crime*

4.2.1 PERCEPTIONS OF BUSINESS NEIGHBOURHOOD SAFETY

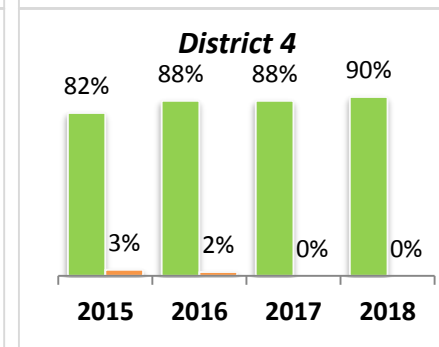
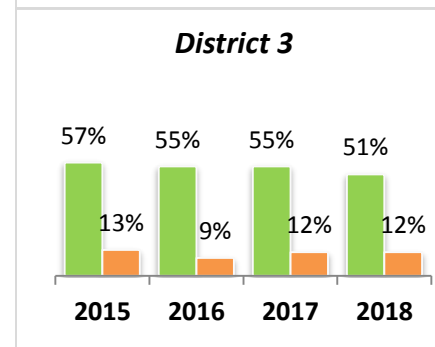
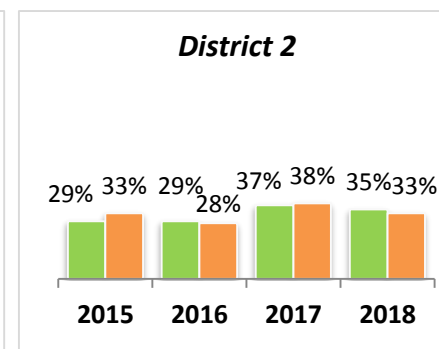
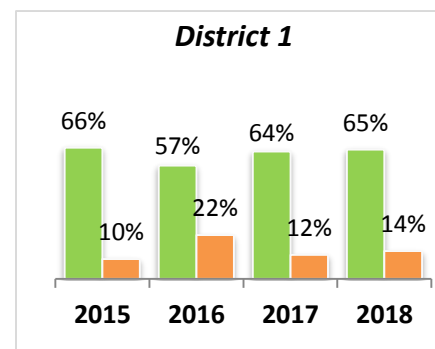
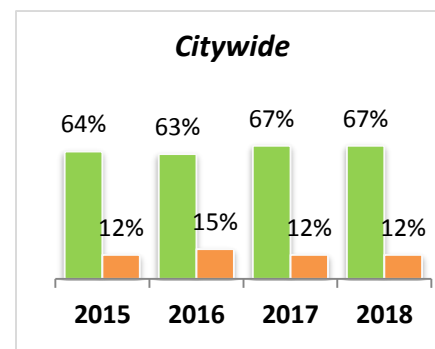
4.1.2.1 Perceived Level of Safety of the Business' Neighbourhood

Q8A. How safe do you feel your business' neighbourhood is compared to other neighbourhoods in the City? (Citywide, 2018)



Perceptions of businesses' neighbourhood safety in 2018 remained consistent with the previous year with two-thirds (67%) of business managers believing their business' neighbourhood is safe and roughly one in ten (12%) feeling that their neighbourhood is unsafe 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 (90%) continued to be significantly higher than other Districts. District 2 continues to have the lowest proportion of safe ratings (35%), on par with its unsafe rating (33%). There were no significant year-over-year changes Citywide or at the District level.



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	33%	34%	16%	26%	42%
No problems/quiet	10%	6%	6%	10%	16%
Police presence/patrols	7%	9%	4%	8%	7%
Lots of people/populated area	6%	6%	4%	8%	7%

Negative Comments	Citywide	District 1	District 2	District 3	District 4
Drug-related activities	19%	25%	30%	17%	8%
Homeless/panhandlers	18%	24%	24%	16%	11%
Property theft/break-ins	11%	9%	19%	15%	7%
General feelings of unease	4%	3%	6%	4%	5%
Suspicious people around	4%	5%	7%	3%	1%
Could be better/more police needed	2%	3%	4%	3%	1%
Vandalism	2%	1%	3%	5%	2%
High crime area (non-specified)	2%	1%	2%	5%	1%

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.

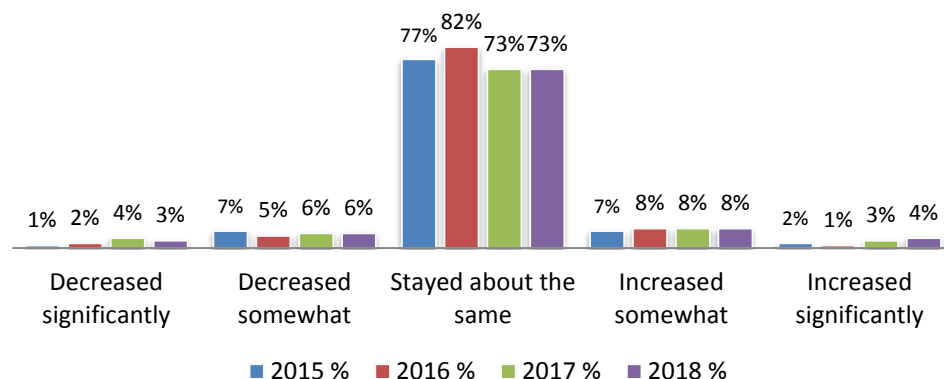
The biggest reason provided for perceiving a business' neighbourhood as relatively safe was the lack of criminal activity in the area (33%). This mention was significantly higher in 2018 than in 2017 (22%). One in ten (10%) said that the area was relatively quiet and there were no problems. This reason was significantly lower in 2018 than 2017 (18%).

Consistent with the previous year, 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 and break-ins (11%).

Considering the neighbourhood safety rating, it is unsurprising that 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)

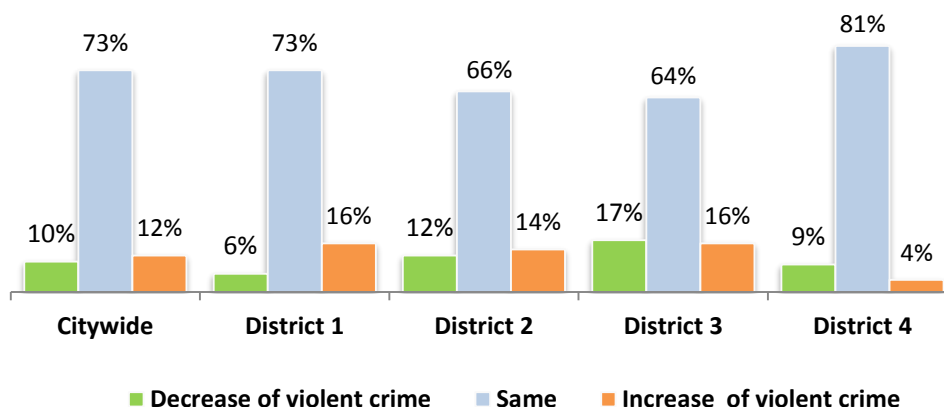


Business owners and managers were asked about their perceptions of violent and property crime *at the neighbourhood level*. These results are reported in the next two slides.

Remaining consistent with 2017, 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. Roughly one in ten (12%) 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 than those in Districts 2 and 3 to indicate that the level of violent crime had remained the same in their neighbourhood in the past 12 months preceding the survey.

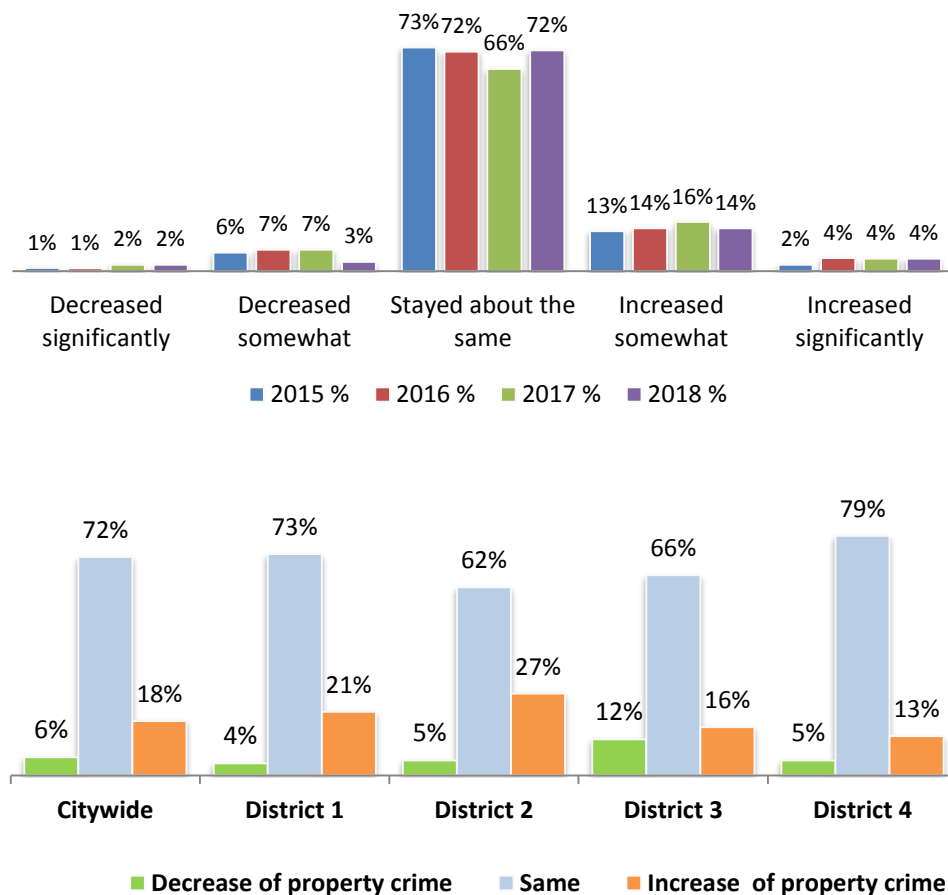
Businesses in District 4 were also significantly less likely to indicate that violent crime had increased in their neighbourhood compared with all other Districts.



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)



Consistent with perceptions of violent crime in their neighbourhoods, nearly three-quarters (72%) of business owners indicated that the level of property crime in their neighbourhoods had remained the same in the year preceding the survey. However, business owners and managers were more likely to indicate that the level of *property* crime had increased (18%) in their business' neighbourhood than they were to say that *violent* crime had increased (12%).

Business owners and managers in District 4 were significantly more likely than those in Districts 2 and 3 to believe that the level of property crime had stayed the same in their neighbourhood. Those in District 2 were significantly more likely than those in District 4 to say that property crime had increased in their business' neighbourhood.

In District 4, the proportion of business owners and managers who thought that property crime had decreased dropped significantly between 2017 and 2018.

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	33%	26%	32%	37%	40%
Drugs (non-specific)	12%	21%	16%	10%	3%
Vandalism	6%	6%	7%	5%	7%
Loitering/homelessness	6%	12%	4%	1%	3%
Theft -from cars	5%	3%	6%	11%	5%
Shoplifting	5%	6%	2%	3%	6%
Theft -of cars	3%	3%	2%	1%	5%
Graffiti	3%	1%	8%	4%	2%
Assaults on individuals	2%	1%	5%	1%	2%
Disruptive street behavior, such as fighting or intimidation	2%	2%	1%	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.

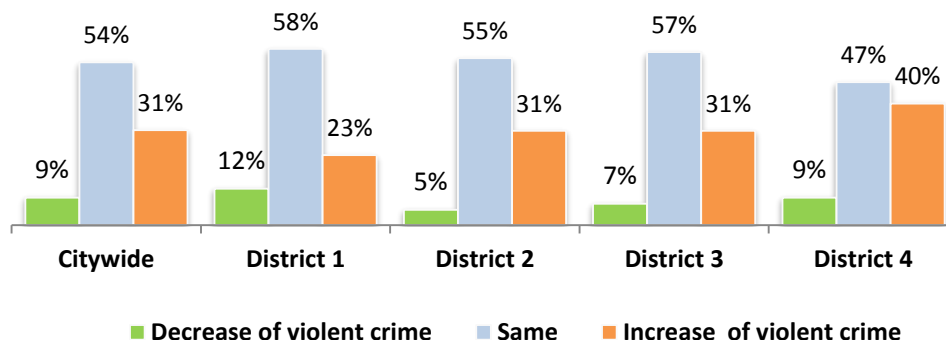
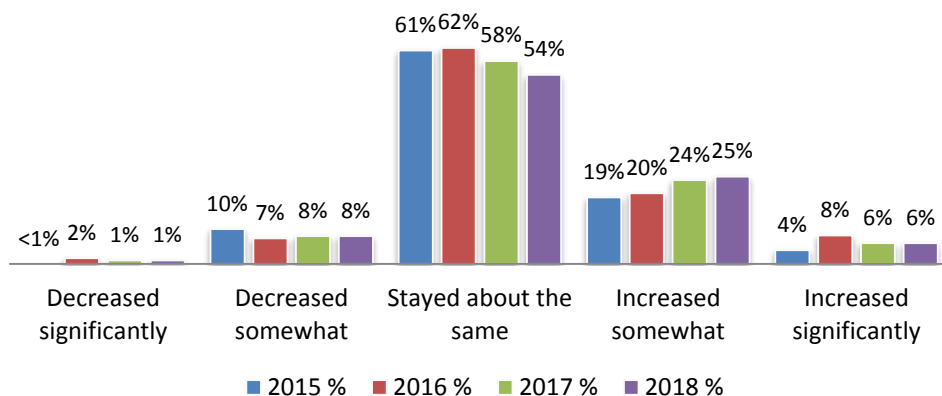
Break & enter was the most frequently-mentioned crime-related problem at the neighbourhood level, mentioned by one-third (33%) of business owners and managers Citywide. This has consistently been the most important crime-related problem cited by business managers over the last four years.

Although it was still their leading concern, those in District 1 were less likely than those in other Districts to mention break & enter as the most important problem in their neighbourhood, and significantly less likely to do so than those in District 4. Loitering and homelessness, on the other hand, were more likely to be mentioned by those in District 1 than in any of the 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.

Fifty-four percent of business managers indicated that violent crime levels stayed about the same Citywide in the 12 months prior to the survey, moving in a downward trend from 2016. Consistent with the previous year, roughly one in ten (9%) said that violent crime had decreased Citywide in 2018. On the other hand, three in ten (31%) thought that violent crime had increased in the City.

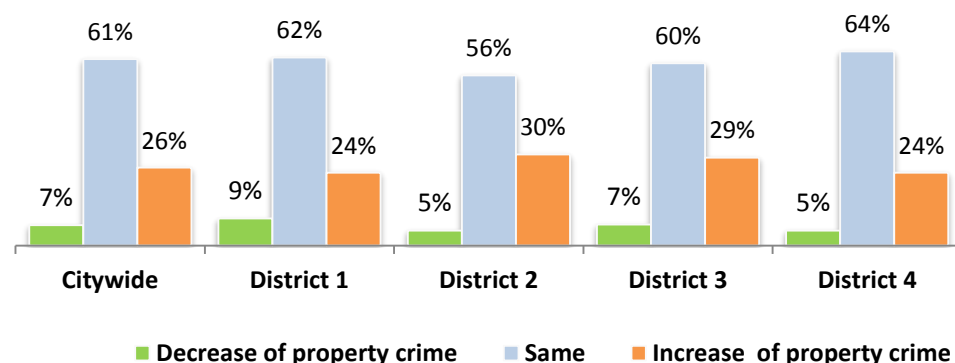
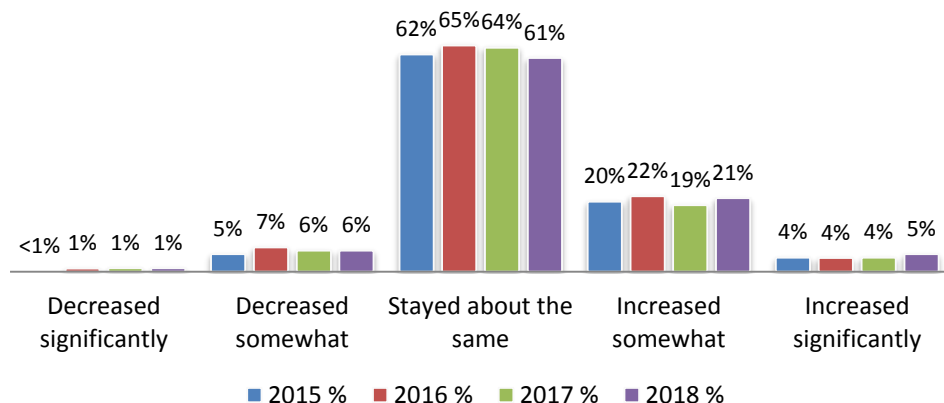
The proportion of business managers Citywide who said that the levels of violent crime increased across the City was higher than the proportion who said there was a decrease within their neighbourhood. Those in District 4 were more likely to perceive an increase in violent crime Citywide (40%) than those in other Districts; and significantly more so than those in District 1 (23%).

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)



Six in ten business owners and managers (61%) thought that property crime had stayed about the same in the City overall, down slightly but not significantly from 64% in 2017.

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 the upward trend seen since 2013 (from 17% to 26%).

Business managers in District 2 (30%) and District 3 (29%) were more likely to say property crime had increased Citywide in 2018 than those in other Districts, but not significantly.

Business managers were nearly equally as likely to say property crime rates had decreased in their own neighbourhoods compared to the City as a whole (6% and 7% respectively). In contrast, business managers seemed more likely to say property crime had increased in the city (26%) compared with their own neighbourhoods (18%).

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)	30%	26%	35%	27%	34%
Break & enter, that is theft from property - break-in to a house or business	15%	16%	11%	15%	16%
Gang activity	13%	18%	8%	9%	11%
Violence/violent crime	7%	6%	3%	8%	10%
Loitering/homelessness	3%	5%	5%	1%	1%
Traffic problems, such as speeding cars or cruising	2%	1%	1%	5%	3%
Theft -from cars	2%	1%	-	4%	3%
Theft -of cars	2%	2%	3%	3%	1%
Assaults on individuals	2%	1%	2%	3%	2%
Drug dealing on the street/parks	2%	3%	3%	1%	-

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 with three in ten business owners and managers (30%) mentioning the problem. Break & enter/theft from property (15%) was also perceived as an important crime-related issue facing the City of Vancouver.

There was a significant decrease 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 38% to 30%).

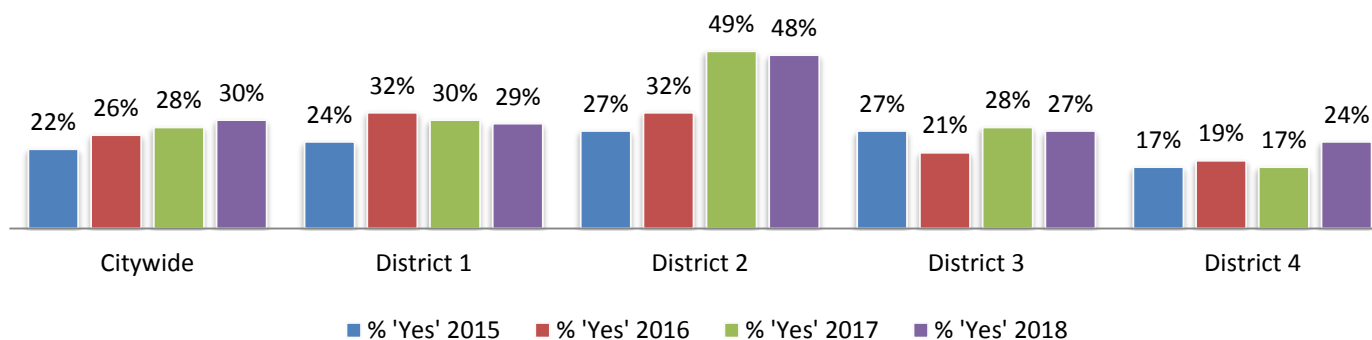
Gang activity was mentioned significantly more frequently by businesses in District 1 than in District 2. Violence/violent crime was mentioned significantly more by those in District 4 than those in District 2.

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?



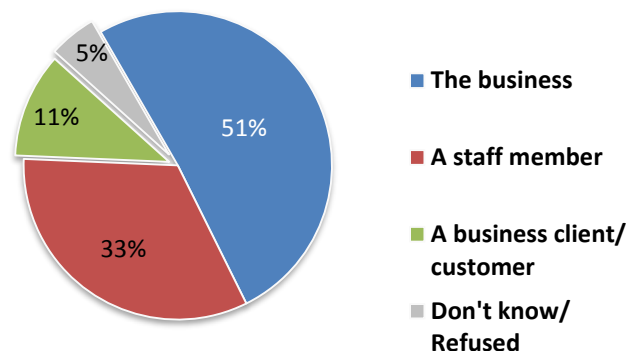
Three in ten (30%) business managers Citywide said that a crime had occurred at their place of work in the 12 months prior to the survey, continuing a small upward trend since 2014.

Nearly one-half (48%) of all business owners and managers in District 2 had experienced a crime in the past 12 months, which was significantly higher than all other Districts. Experience with crime increased, but not significantly, in District 4 and decreased very slightly in Districts 1 and 3 in 2018 compared to 2017.

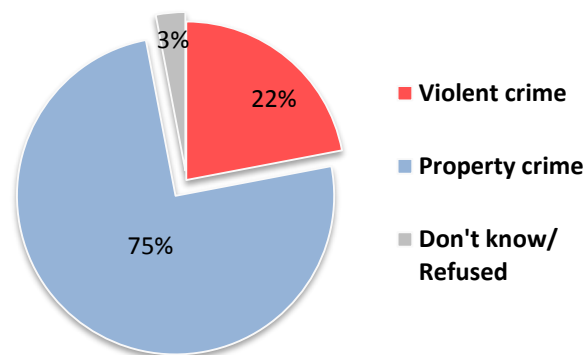
4.3.1.2 Type of Crime

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

Q12. Was the crime committed against...?
(Citywide, 2018)



Q13. Was it... (Citywide, 2018)

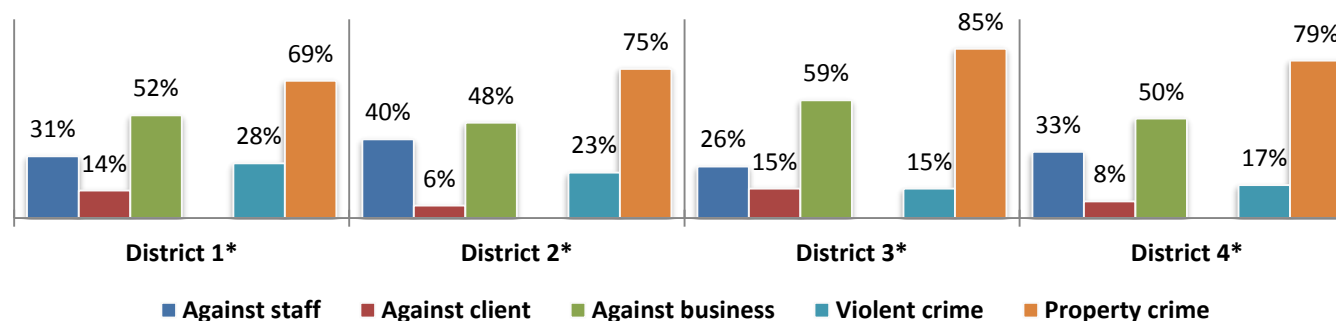


Roughly one-half (51%) of business owners and managers who had a crime occur at their business said the crime was against the business itself. One-third (33%) reported that the crime was against a staff member.

Three-quarters (75%) of these crimes were property crimes (as opposed to violent crimes).

Businesses in District 3 were least likely to have experienced violent crimes than those in other Districts, though not significantly.

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

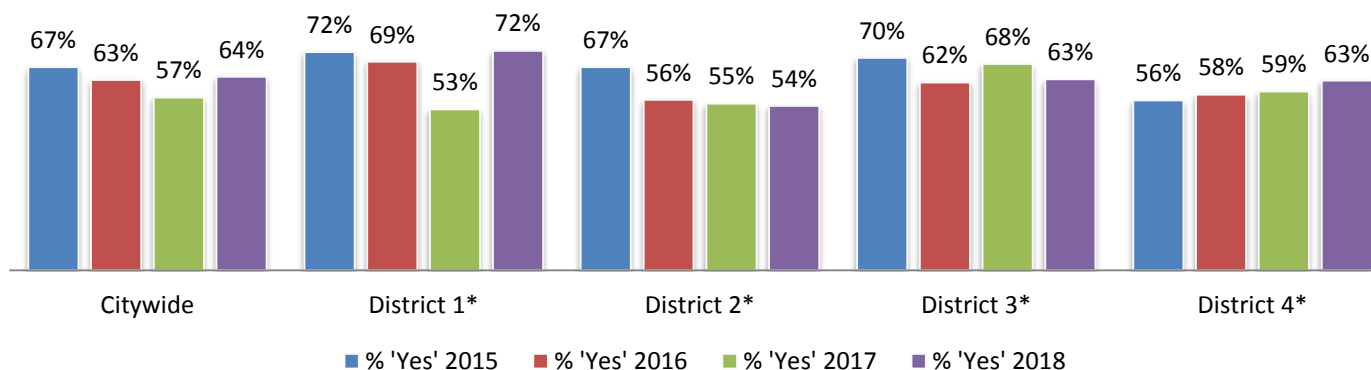


Base: Business managers who experienced a crime against themselves, their staff or the business in the past 12 months; Total n=128 for 2018. Note: Don't know/Refused is not shown in the charts above.

*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=128 for 2018.

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

Reasons for not reporting the crime	2018
Incident was not serious enough	61%
Felt that the police could not do anything about it	18%
Nothing was taken/the items were recovered	5%
Not satisfied with police in previous dealings	1%
Other	13%

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, 64% of these crimes were reported in 2018, up from 2017 (57%), though this difference is not significant.

Businesses in District 1 had the highest rate of reporting, with nearly three-quarters (72%) of crimes being reported to the VPD; this was notably but not significantly higher than the rate of reporting in District 2 (54%).

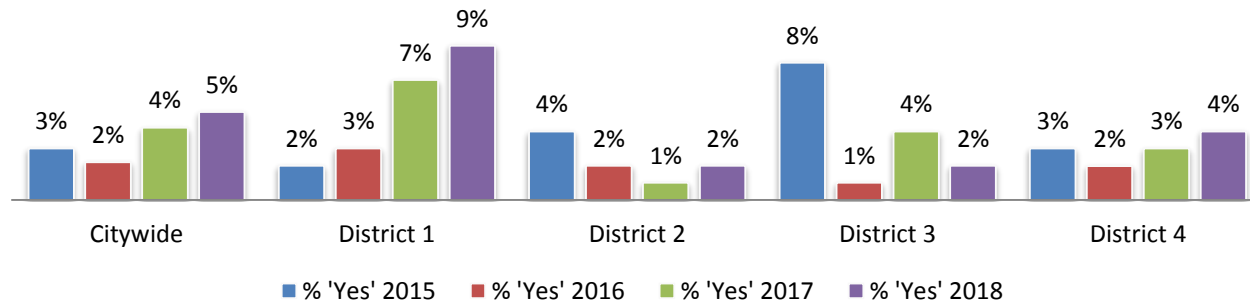
Note that base sizes for individual Districts are very small and thus these results should be interpreted with caution.

As in previous years, the top reason given for not reporting crimes to police was the incident was not serious enough (61%), followed by feeling that the police could not do anything about the crime (18%).

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?

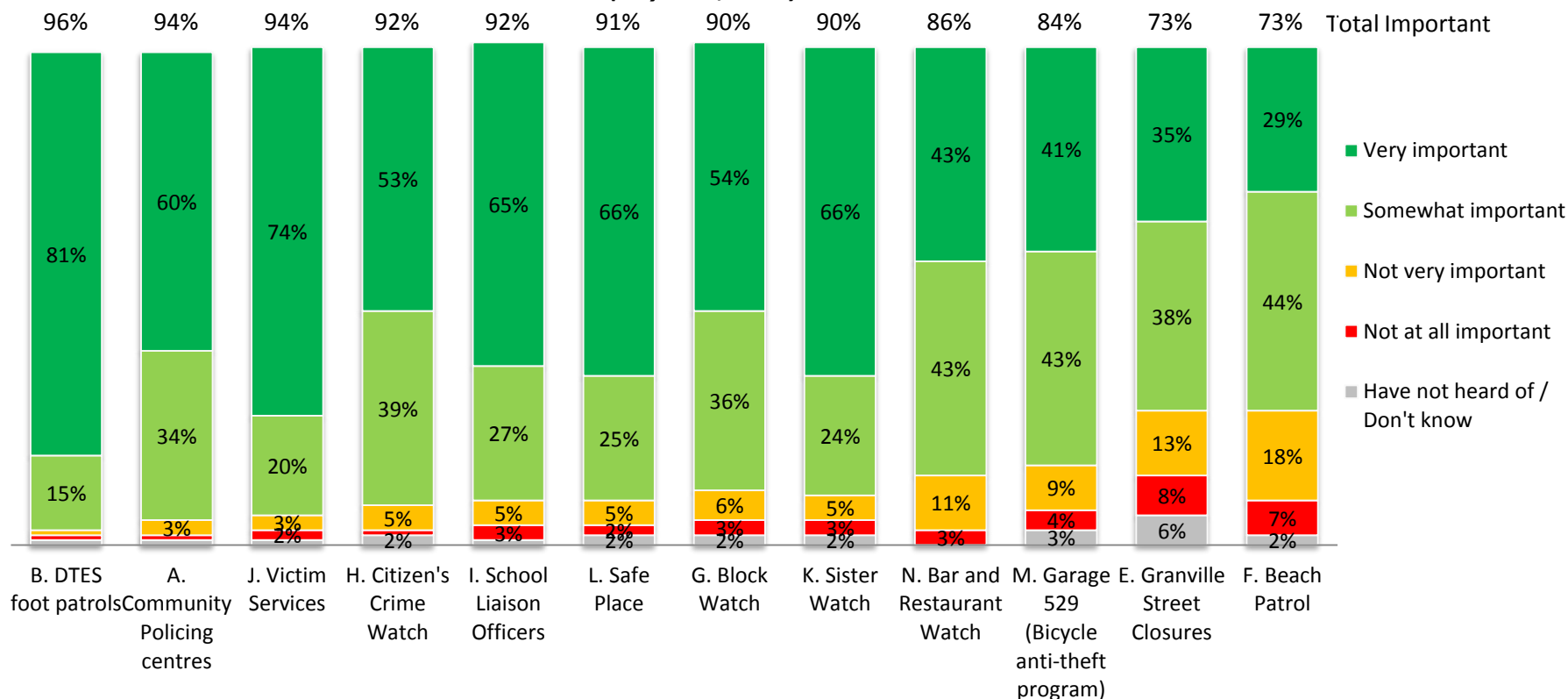


Citywide, only 5% of business owners or managers in 2018 said that they, or anyone on their staff, had participated in a program or received training sponsored by the VPD in the past 12 months. Participation rates were significantly higher among businesses in District 1 than in Districts 2 and 3.

The programs that participants were involved in include community policing, block watch programs, bar and restaurant watch programs, and commercial crime prevention programs, 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, 2018)*

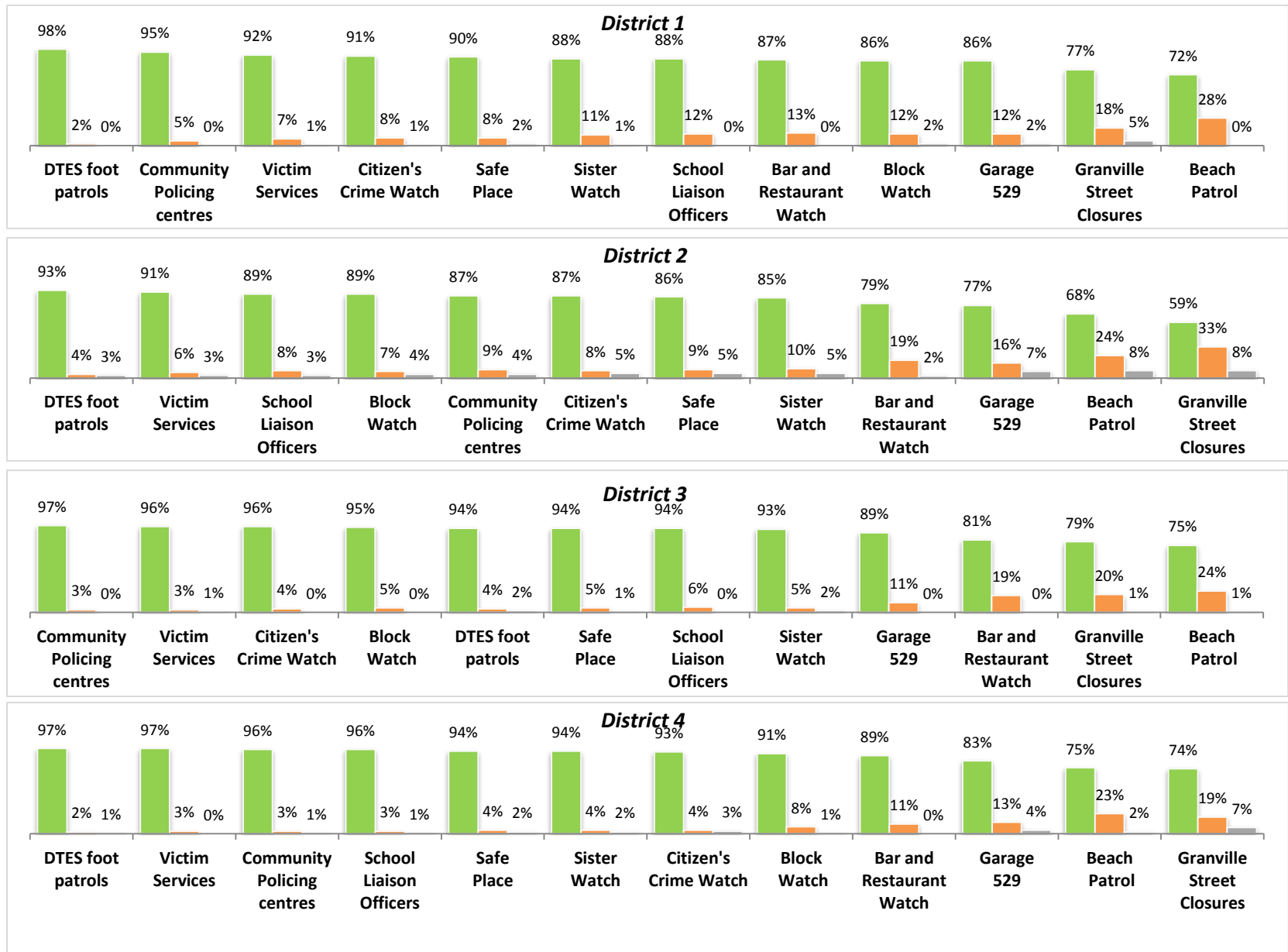


Businesses rated the importance of 12 different VPD programs and services. The programs perceived to be the most important (based on very and somewhat important combined ratings) were DTES Foot Patrols (96%), Community Policing Centres (94%), and Victim Services (94%). Beach Patrol and the Granville Entertainment District Street Closures (73% each) were perceived to be the least important programs from business owners/managers' point of view, though still important overall.

Importance ratings for all programs, except for bar and restaurant watch, were higher in 2018 than in 2017. Of note, ratings for DTES foot patrols, School Liaison Officers, Sister Watch, and Safe Place all showed significant year-over-year increases.

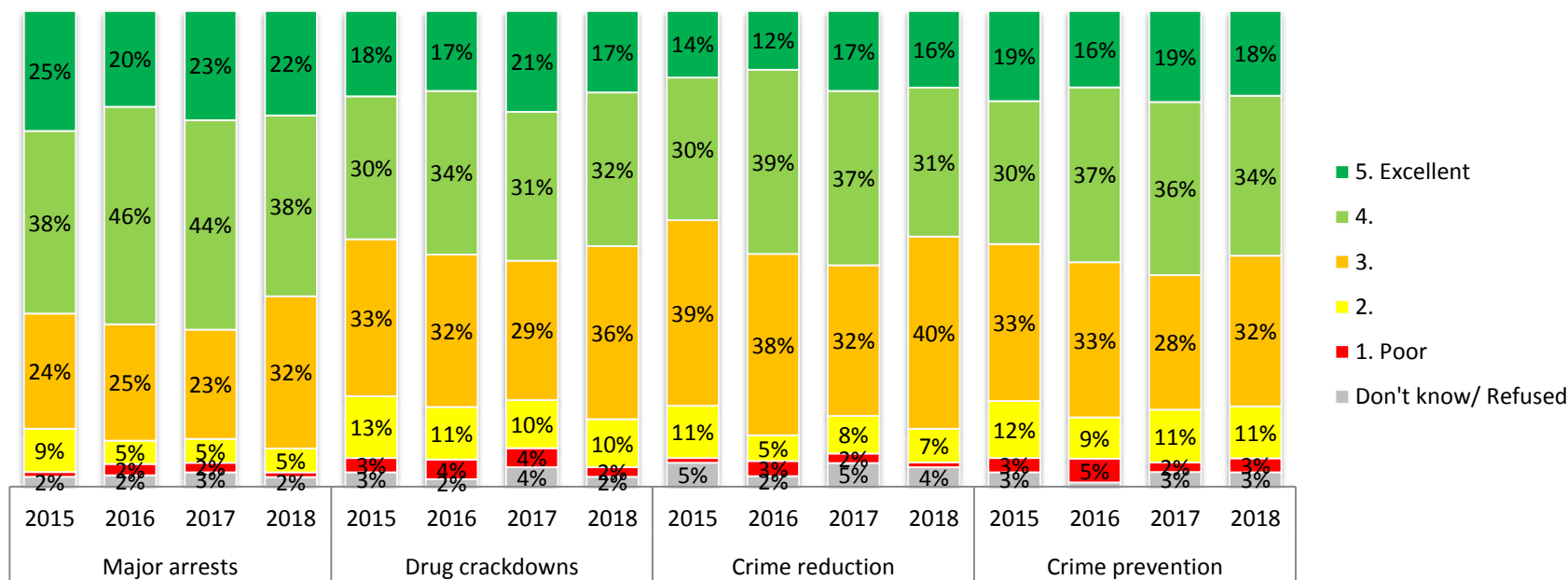
The next page shows the perceptions of program importance by District.

Importance of various VPD programs by Districts (2018)



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) decreased from 2017, but not significantly.

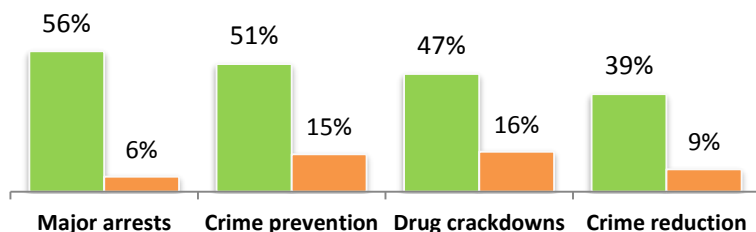
Consistent with previous years, Vancouver business owners and managers indicated that the VPD was best at generating news stories in 2018 about major arrests (60%), while the other three subject areas all rated between 47%-51% for positive ratings.

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)

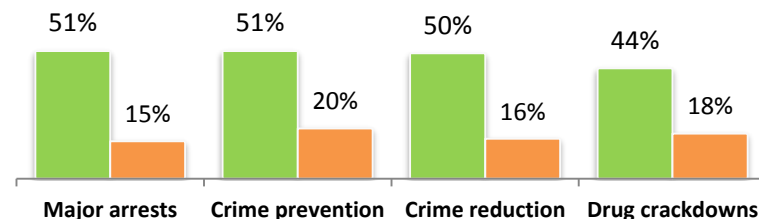
■ Positive ratings (4 & 5)

■ Negative ratings (1 & 2)

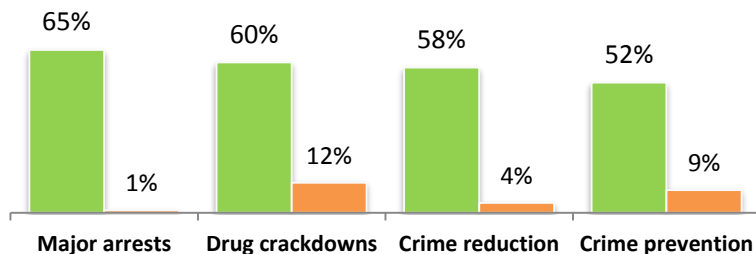
District 1 (2018)



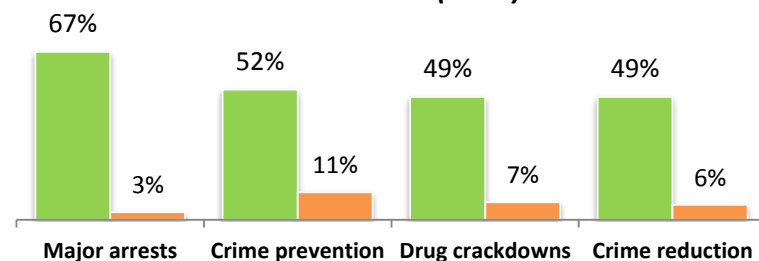
District 2 (2018)



District 3 (2018)



District 4 (2018)



Similar to the City overall, the VPD's performance on generating news stories informing the public on major arrests was the highest rated topic in each District.

Overall, District 3 tended to provide higher positive ratings across the four topics than other Districts. Districts 3 and 4 provided significantly higher ratings for generating news stories informing the public on major arrests than District 2. As well, businesses in District 3 gave significantly higher positive ratings than those in District 1 on informing the public on crime reduction projects, and significantly higher ratings than those in District 2 on informing the public on drug crackdowns.

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	57%	55%	58%	60%	57%
Major newspaper, print version	51%	53%	40%	46%	55%
Major newspaper, online version	48%	52%	42%	49%	45%
Radio news	45%	39%	51%	60%	43%
Community newspaper	38%	31%	44%	38%	42%
Facebook	27%	24%	29%	30%	28%
Other forms of social media	23%	19%	30%	27%	22%
Twitter	20%	26%	16%	12%	18%

Base: All participants (n=400)

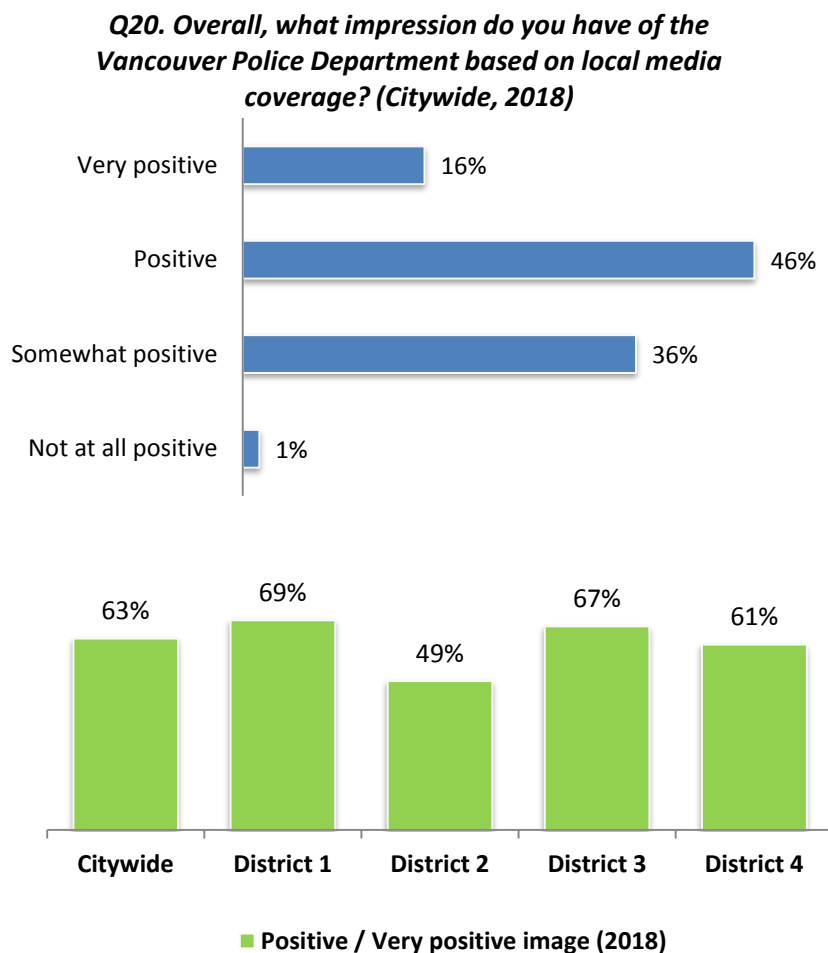
Note: List was read to participants, who could say “Yes” or “No” to each one.

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

Business owners and managers were asked which of eight media sources they used in the previous 12 months for information regarding the VPD. Consistent with the previous year, TV news was cited as the top media source used for information about the VPD (57%) followed by the print version of a major newspaper (51%). Nearly one-half of business managers also cited online versions of a major newspaper (48%) or radio news (45%) as media sources used in the past 12 months for information regarding the VPD.

Business managers in District 4 were significantly more likely to mention print versions of a major newspaper as a source used for information regarding the VPD than those in District 2. Radio was a significantly greater source of information about the VPD in District 3 than in Districts 1 and 4. However, those in District 1 were significantly more likely to mention Twitter as a source of information than those in District 3.

4.4.4.2 Perceptions of How the Media Portrays the VPD



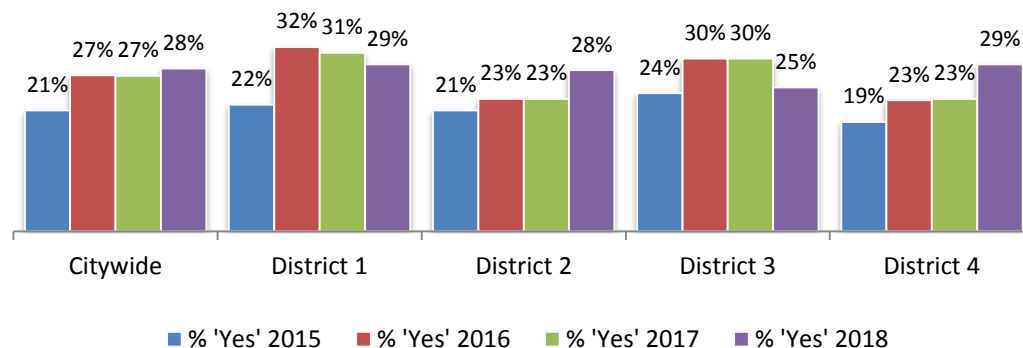
More than six out of ten (63%) of all businesses Citywide had either a “positive” or “very positive” impression of the VPD based on their portrayal in local media. Businesses’ increased two points in 2018 after a larger increase between 2016 and 2017.

Businesses in District 2 were significantly less likely than businesses in Districts 1 and 3 to provide positive ratings for the VPD on impressions based on local media coverage, with just under one-half (49%) giving “positive” or “very positive” ratings.

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 nearly three in ten business owners and managers (28%).

Visitation to the VPD website was fairly consistent across Districts, but lowest in District 3 compared to other Districts.

Among business owners and managers who visited the VPD website, nearly eight in ten (78%) visited for general information followed by one-half (51%) visiting the website for crime reporting purposes. Another common reason listed for visiting the website was crime prevention tips, though this was significantly more likely to be mentioned by businesses in District 3 than those in District 4.

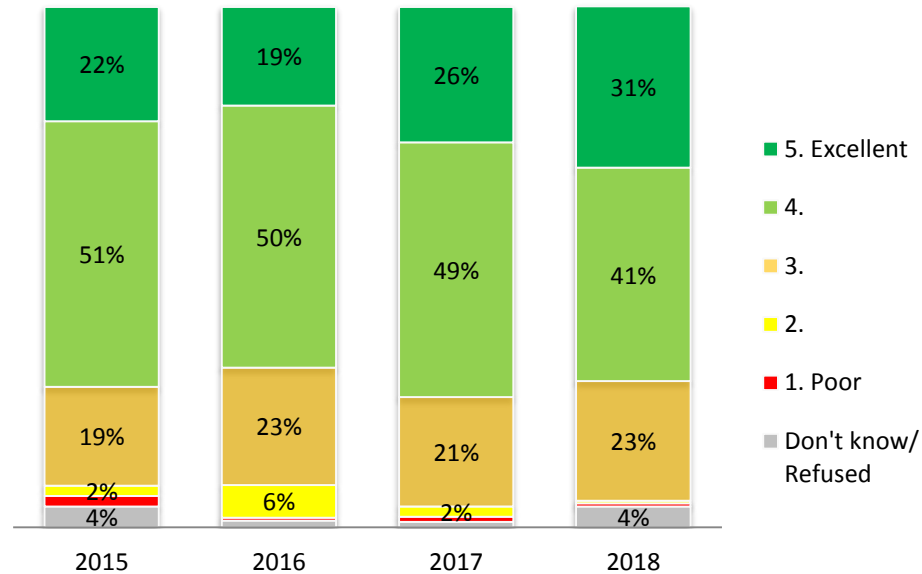
Information Type	Citywide	District 1	District 2	District 3	District 4
General information about the Vancouver Police Department	79%	86%	68%	84%	76%
Crime reporting purposes	51%	52%	61%	64%	41%
Crime prevention tips	32%	41%	25%	48%	21%
To learn about current news on the public affairs page	28%	34%	25%	24%	24%
Contact information	20%	14%	25%	12%	28%
Career information	16%	21%	14%	12%	14%
Non-emergency phone line info	10%	7%	11%	4%	14%
Criminal record check	5%	7%	4%	8%	3%

Base: Business managers who visited the VPD website (n=111).

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=111 in 2018).

Seventy two percent of those business managers who visited the VPD website in 2018 evaluated it favourably. This represents a slight, but not significant, decrease from 2017 (75%).

4.4.5 SUGGESTIONS FOR IMPROVING SERVICE IN THE BUSINESS NEIGHBOURHOOD

Suggestions	Citywide	District 1	District 2	District 3	District 4
More visibility/ presence/ more patrol	35%	33%	37%	40%	33%
Increase communication/ awareness	4%	4%	7%	3%	4%
Train officers for better service/ more courteous/ better PR	4%	2%	1%	4%	7%
Quicker response time	4%	5%	2%	2%	4%
Do something about poverty/ street people	4%	5%	5%	2%	2%
Emphasize community policing/ work closer with community	3%	2%	4%	5%	3%
Doing a good job/ all is great	3%	3%	2%	4%	3%
Better communication/ outreach to businesses	2%	3%	6%	-	1%
Hire more police/ staff	2%	3%	3%	3%	1%
Fix drug problem	2%	4%	2%	2%	-
Deal with traffic related problems	1%	-	3%	2%	1%
Get tougher on crime/ work harder	1%	2%	-	-	1%

Base: All participants in 2018 (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 (35%).

There were few significant differences between Districts in terms of suggestions, with the exception of training officers for better services which was mentioned significantly more by business managers in District 4 than those in District 2.

Roughly three in ten business managers and owners (31%) did not have any suggestions for improving service in their neighbourhoods.

4.4.6 CONTACT WITH A NON-POLICE AGENCY

Agency contacted	2018
Private Security	11%
City Hall/ Council	10%
R.C.M.P.	7%
COV Engineering-Sanitation	7%
Business Associations	7%
COV Parks and Recreation	5%
COV By-law Enforcement	5%
COV Housing	4%

Base: Business managers who contacted an agency in the last 12 months (n=42); interpret with caution due to very small sample size.

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

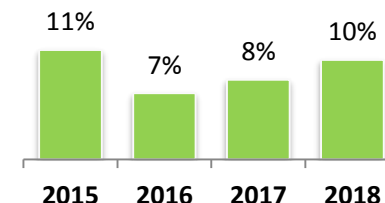
Citywide in 2018, one in ten (10%) business owners and managers contacted an organization other than the police to discuss a crime or nuisance problem.

Private security and City Hall/ Council were the most commonly contacted agencies.

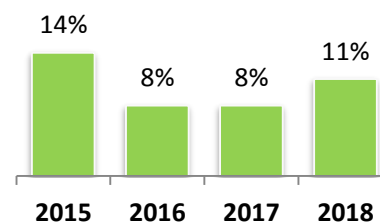
Q25. In the last 12 months has your business contacted an agency or public official, other than the police, to discuss a crime or nuisance problems, in the City of Vancouver?

■ % Yes

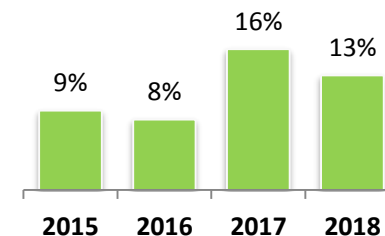
Citywide



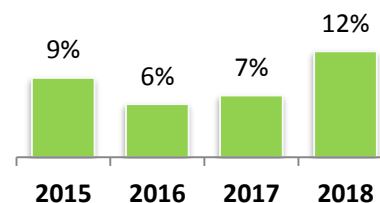
District 1



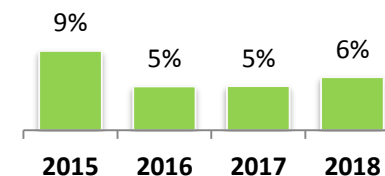
District 2



District 3

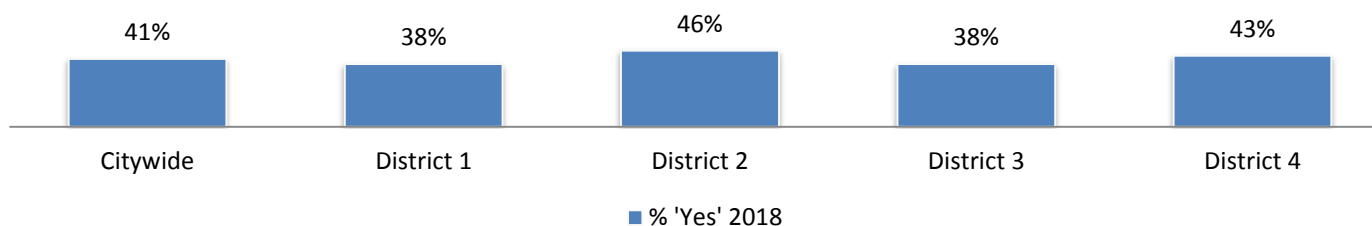


District 4

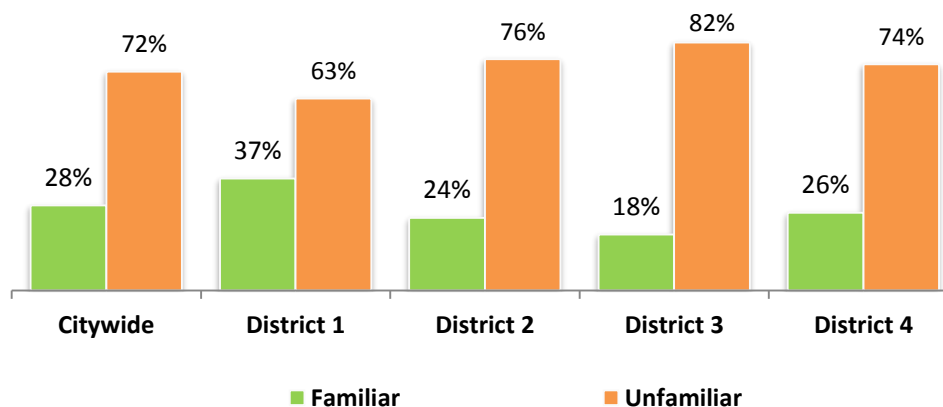


4.4.7 The Vancouver Police Foundation

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=165 in 2018).

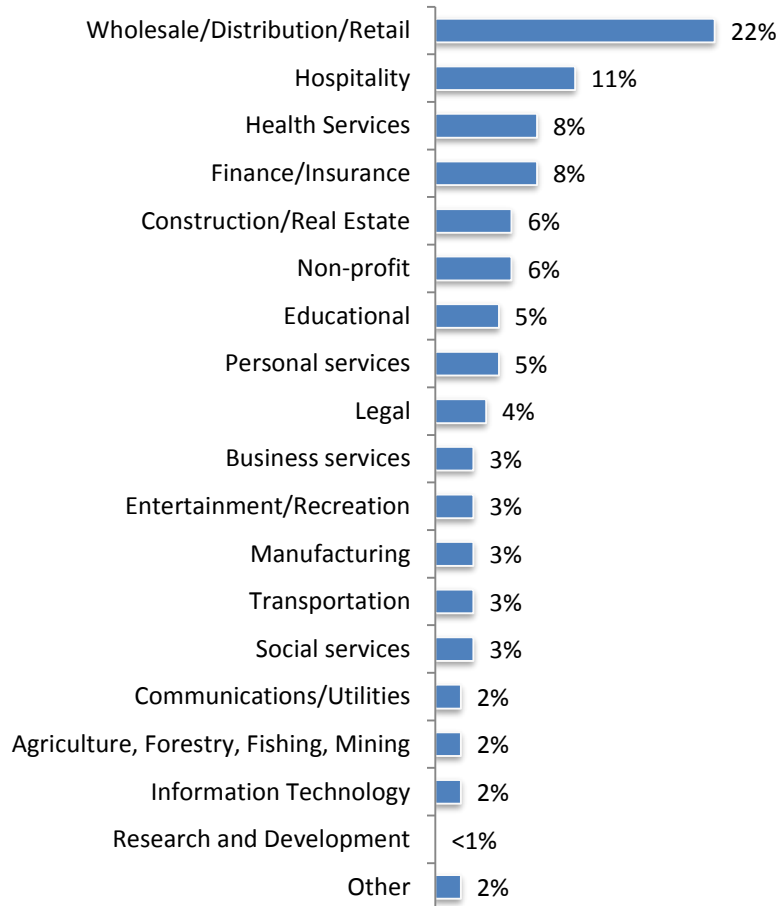
Overall, roughly four in ten (41%) business owners and managers had heard of the Vancouver Police Foundation, consistent with 43% in 2017. Businesses in District 2 were more likely than those in other Districts to have heard of the Vancouver Police Foundation, though not significantly.

Nearly three in ten (28%) 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). Business managers in District 1 were notably, but not significantly, more likely to say they were familiar with the Vancouver Police Foundation's work compared to business managers in District 3.

4.5 ***Demographics— Business Profile***

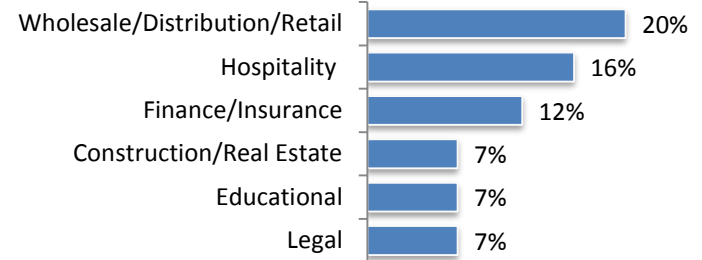
4.5.1 INDUSTRY

Q27. In what industry or field of business is your firm primarily involved? (Citywide, 2018)

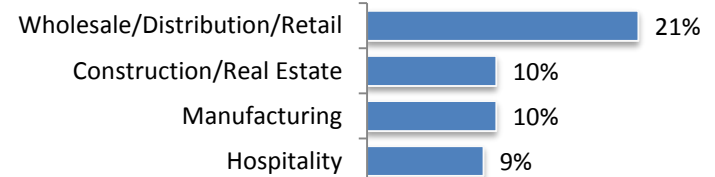


Top four industries of business by Districts

District 1 (2018)



District 2 (2018)



District 3 (2018)



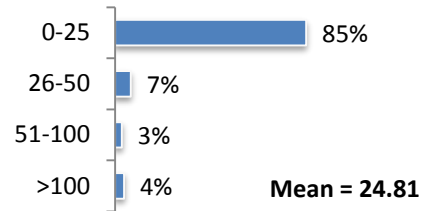
District 4 (2018)



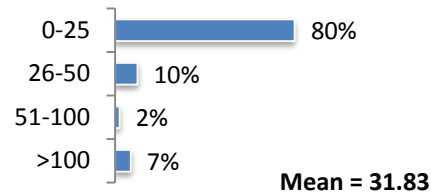
Note: Don't know/Refused is not shown in the charts above.

4.5.2 BUSINESS SIZE

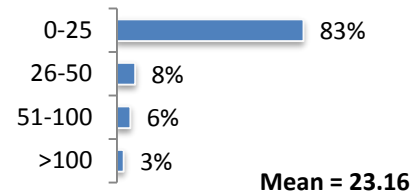
Q30. How many people does your business employ? (Citywide, 2018)



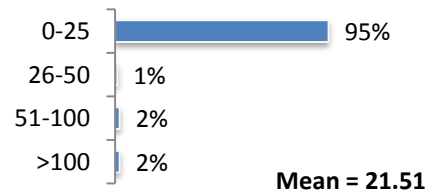
District 1 (2018)



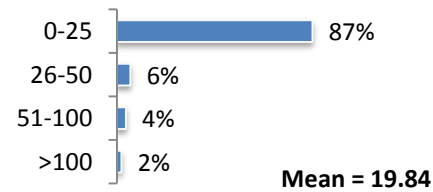
District 2 (2018)



District 3 (2018)



District 4 (2018)

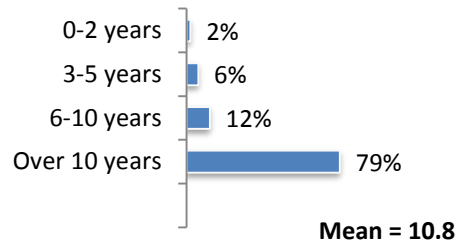


Note: Don't know/Refused is not shown in the charts above.

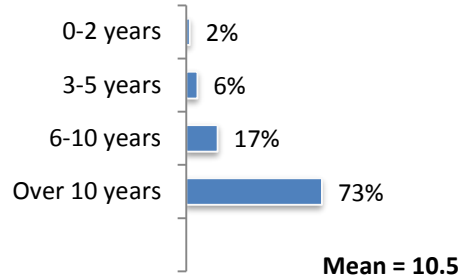
4.5.3 HISTORY OF OPERATION

4.5.3.1 Number of Years Operating in the City

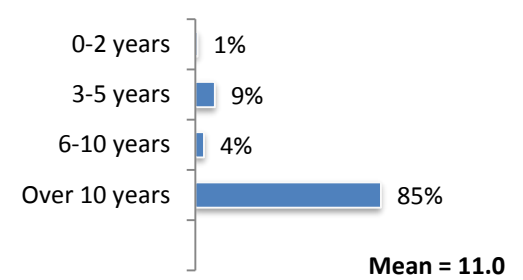
Q28. How long has your business been in operation in the City of Vancouver? (Citywide, 2018)



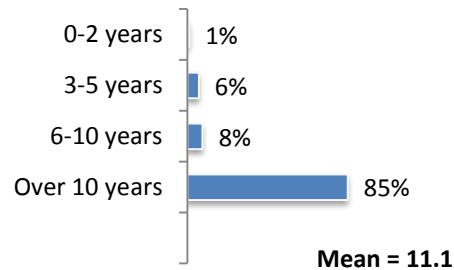
District 1 (2018)



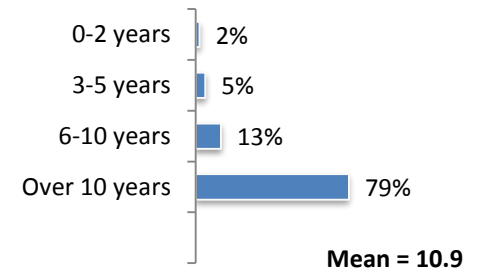
District 2 (2018)



District 3 (2018)



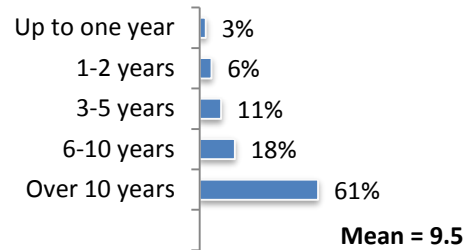
District 4 (2018)



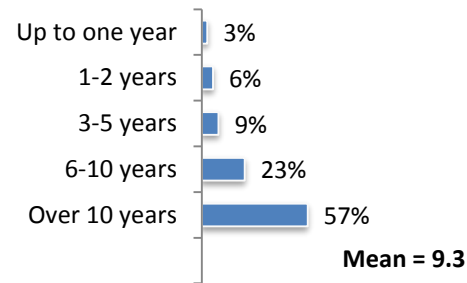
Note: Don't know/Refused is not shown in the charts above.

4.5.3.2 Number of Years Operating in the Neighbourhood

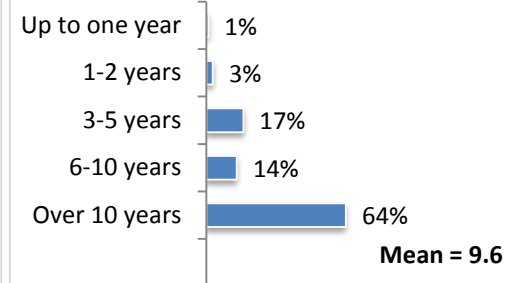
Q29. How long has your business been in operation in its current neighbourhood? (Citywide, 2018)



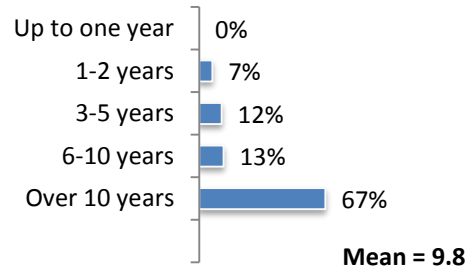
District 1 (2018)



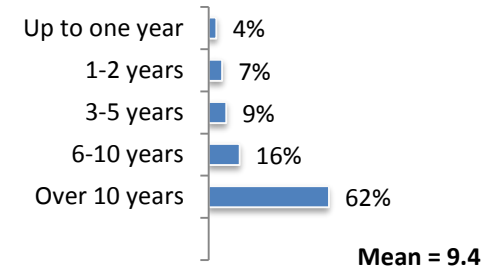
District 2 (2018)



District 3 (2018)



District 4 (2018)



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



VANCOUVER POLICE DEPARTMENT
COMMUNITY POLICING ASSESSMENT 2018

BUSINESS QUESTIONNAIRE – Revised August 2018

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 S1. 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 KNOW.....97	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:

						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?

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>		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.