Appendix A:

2018 York Regional Police Business Survey Highlights

Prepared by Planning, Research and Evaluation Unit

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EXECUTIVE SUMMARY

The purpose of the 2018 Business Survey was to gain important feedback from business owners in York Region to determine their overall satisfaction on:

- Quality of service provided by YRP

- Familiarity and participation in business crime prevention programs

- Level of concern for crime affecting their business

- Knowledge of online reporting mechanisms and satisfaction with the online reporting tool

Results of the Business Survey will be used to inform the development of the York Regional Police 2020-2022 Business Plan

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6,500 surveys sent out
to randomly selected registered businesses:

1,066 surveys completed

16.5% response rate

(up 2.6% from 2015)

♦ ♦ ♦

Survey made available online and via hardcopy:

27.4% of responses were completed online

(up 3.0% from 2015)

95.4% are satisfied
with York Regional Police

♦ ♦ ♦

96.2% agreed that YRP is trusted by the Public

♦ ♦ ♦

Only **21.0%** aware of YRP's online reporting capability

Respondents were most concerned
with **Break-ins**
Property damage/Graffiti
Fraud/Cyber fraud

(Top 3 concerns are the same as 2015)

Overall, respondents were quite satisfied with YRP, trusted the service and believed the interactions with members were positive. Respondents generally felt safe in their business environment, however, a large percentage still showed concern about being a victim of crime. Many were not familiar with YRP's crime prevention programs and online reporting capabilities. A large number of the respondents who were familiar with online reporting did not report their crimes online for various reasons. One such reason is that many respondents value the personal interaction with a police officer for reporting crimes.

METHODOLOGY

The first Business and Industry Survey was sent in 2009 to 5,900 randomly selected registered businesses; with subsequent surveys being conducted every three years in accordance with our business planning cycle. In 2018, the survey was sent to 6,500 businesses. The 2018 Business Survey used the same methodology as in previous surveys, but several questions were modified to reflect current issues. Where possible, comparisons between the 2015 and 2018 surveys have been made.

Randomly selected addresses were obtained from the Region of York's 2017 Business Directory. A stratified sampling approach was used in order to attempt to create a representative sample from each of the nine municipalities. A letter from the Chief of Police was mailed on April 23, 2018 with the survey and a postage-paid return envelope. On May 14, 2018, a follow-up reminder postcard was sent out. The survey deadline was June 4, 2018. There were 1,066 surveys completed that translated into a response rate of 16.5%, which was an increase of 2.6% from 2015.
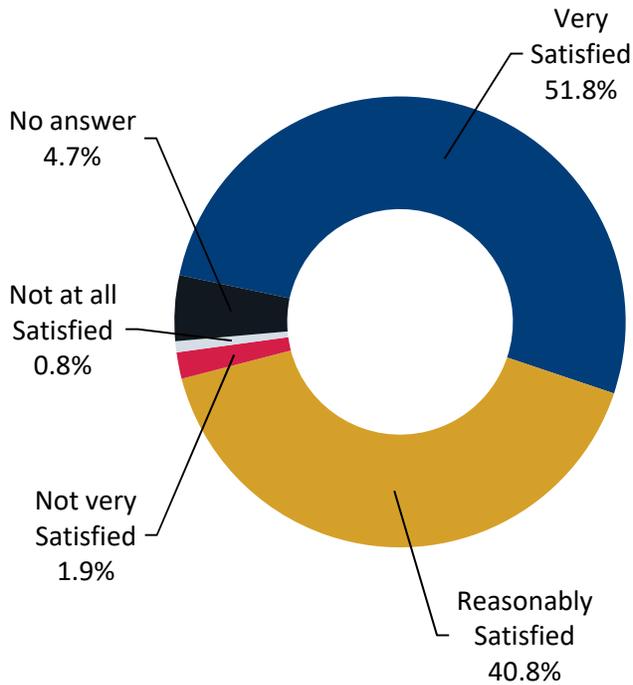
Respondents completed the survey by hardcopy or online. This was the second time the online option was made available to respondents. 27.4% of respondents utilized the online version. This was up slightly from 24.3% in 2015. The survey results are statistically significant 99% of the time with a margin of error of ± 3.6% at the region level. Due to the number of responses received, statistical significance was not achieved at the municipal level.

OVERALL FINDINGS

Level of Satisfaction

How satisfied are you with the service provided by York Regional Police?

Very Satisfied 51.8%

No answer 4.7%

Not at all Satisfied 0.8%

Not very Satisfied 1.9%

Reasonably Satisfied 40.8%

"In any of the interactions we have had with the police [they] have been pleasant and professional."

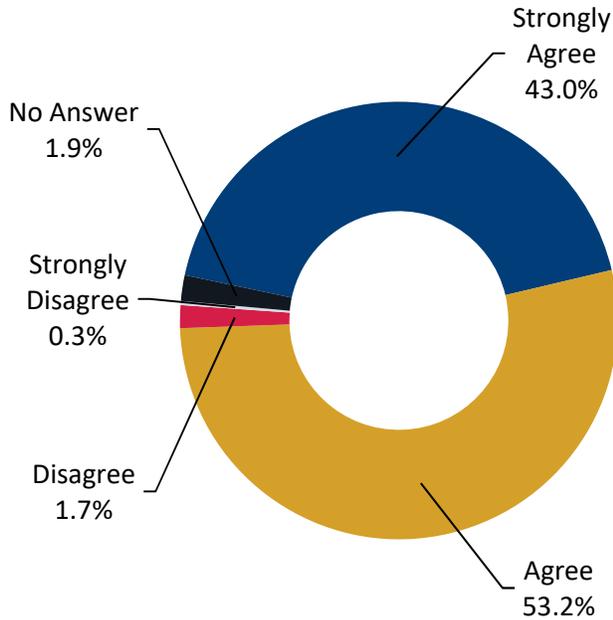*"Keep up the great job and service. Thanks men and women in blue."*

- *Survey respondents*

- 95.4% of respondents were satisfied or very satisfied with York Regional Police, an increase of 2.8% from 2015

Public Trust

"York Regional Police has the trust of the public."

Strongly
Agree
43.0%

No Answer
1.9%

Strongly
Disagree
0.3%

Disagree
1.7%

Agree
53.2%

"We are very confident of our police service and their abilities"

- *Survey respondent*

- 96.2% of respondents agreed or strongly agreed that York Regional Police has the public's trust
- No comparison to the 2015 survey is available as this question was introduced in the 2018 survey

Continue active engagement with York Region businesses to maintain trust and service satisfaction

Interactions with Police

Interactions with Police at your business in the last three years

Category	Percentage
No Answer	1.0%
Unsure	4.0%
6 or more	5.5%
2 to 5	16.1%
Once	18.3%
Never	55.0%
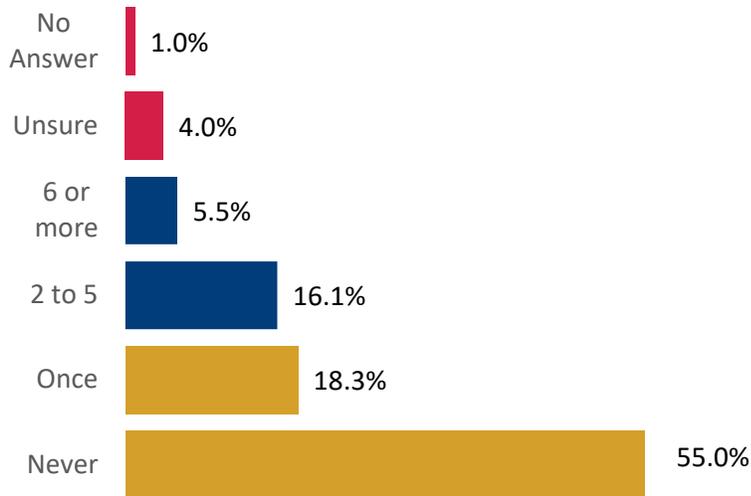
Most Common Interactions:

1. Victim of a crime
2. Alarm call
3. Reported a crime
4. General inquiry
5. Community event

"We always appreciate seeing the officers around and participating in community events"
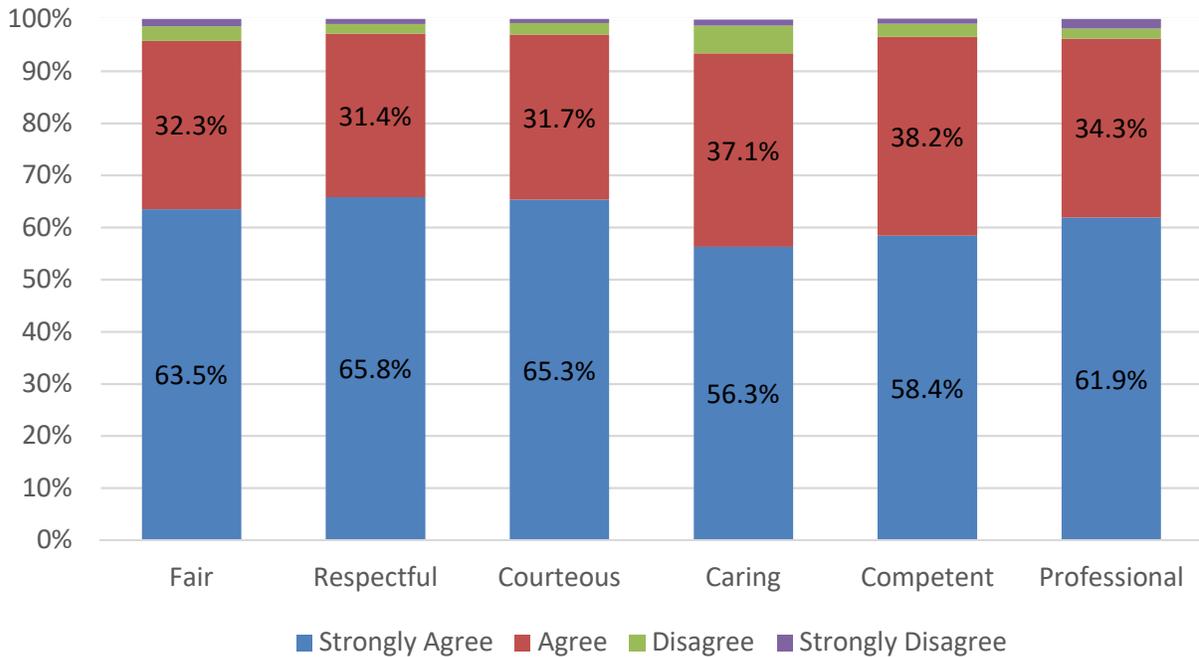
- *Survey respondent*

- Over half (55%) of respondents had not interacted with York Regional Police in the last 3 years. This is slightly higher than in 2015 when 48.3% of respondents had not interacted with York Regional Police
- At least 21.6% of respondents had multiple interactions, most commonly as a victim of crime

Increase police interactions and presence at businesses through community engagement

"Regarding your last interaction with YRP, do you agree the members were..."


"I'm very satisfied with YRP services. They are respectful, kind, professional and make my employees and I feel safe. Thank you."

- *Survey respondent*

- Over 93% of respondents agreed or somewhat agreed that YRP members were fair, respectful, courteous, caring, competent and professional
- Although interactions were rated highly across all categories, there was a slightly lower rating for having a caring disposition

Continue to maintain high quality engagements with York Region businesses that demontrate empathy and caring

Safety at Your Business Location

"How safe do you feel at the location of your business?"
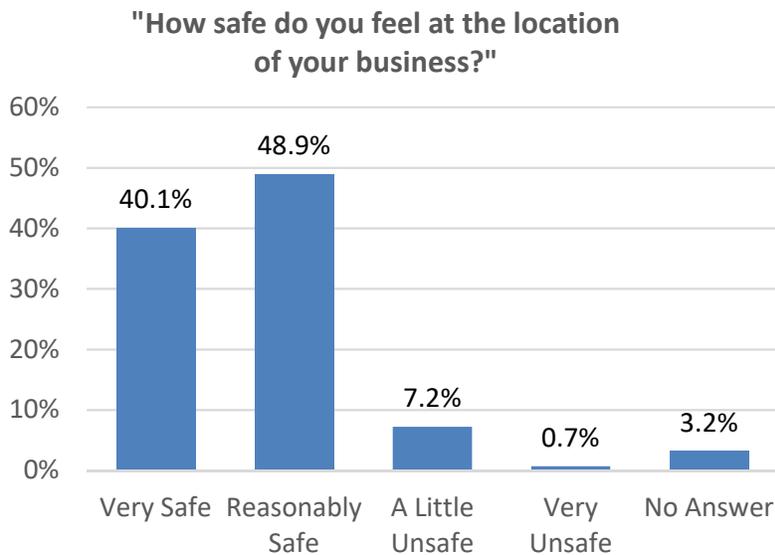
> *"We feel fairly safe in this area and we see YRP vehicles quite a bit around here."*
>
> *"Patrol would help. A presence in the neighbourhood once in a while would help assure us."*
>
> - *Survey respondents*

- Almost 90% of respondents felt their business location was either very safe or reasonably safe. This is consistent with the 2015 survey
- 7.9% of respondents felt some lack of safety at their business, with only 0.7% feeling very unsafe. This was a slight increase from 2015
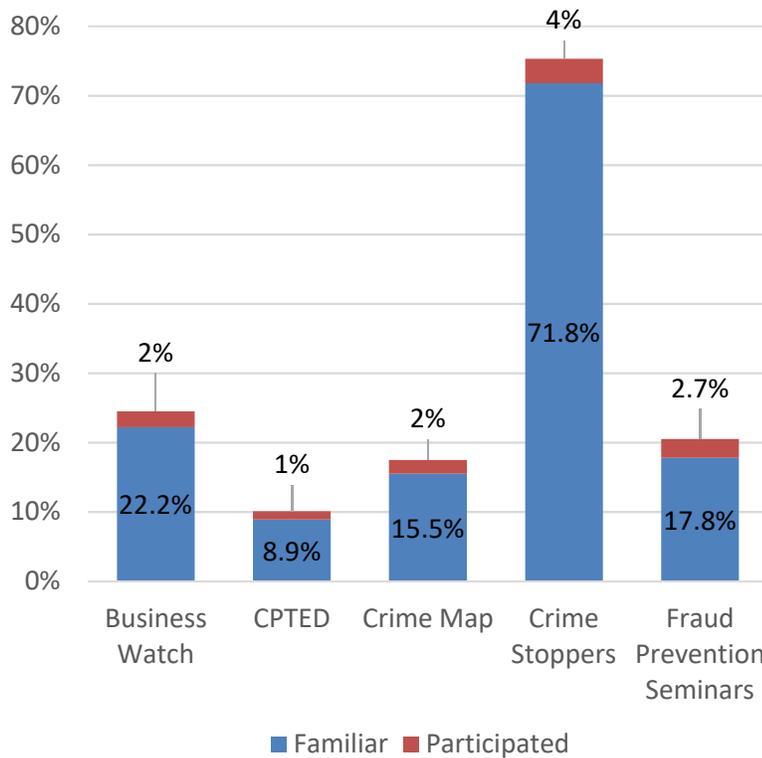
Be attentive to concerns about safety by businesses and continue to collaborate with them to address the causes for concern

Crime Prevention

"Which of the crime pervention programs are you familiar with/participated in?"

Familiar ■ Participated

> *"I would have not known about these [Crime Prevention] programs if I had not received the survey."*
>
> *"With all the experiences you have on crimes, you should give the information for prevention to the owner…I discover many things by myself."*
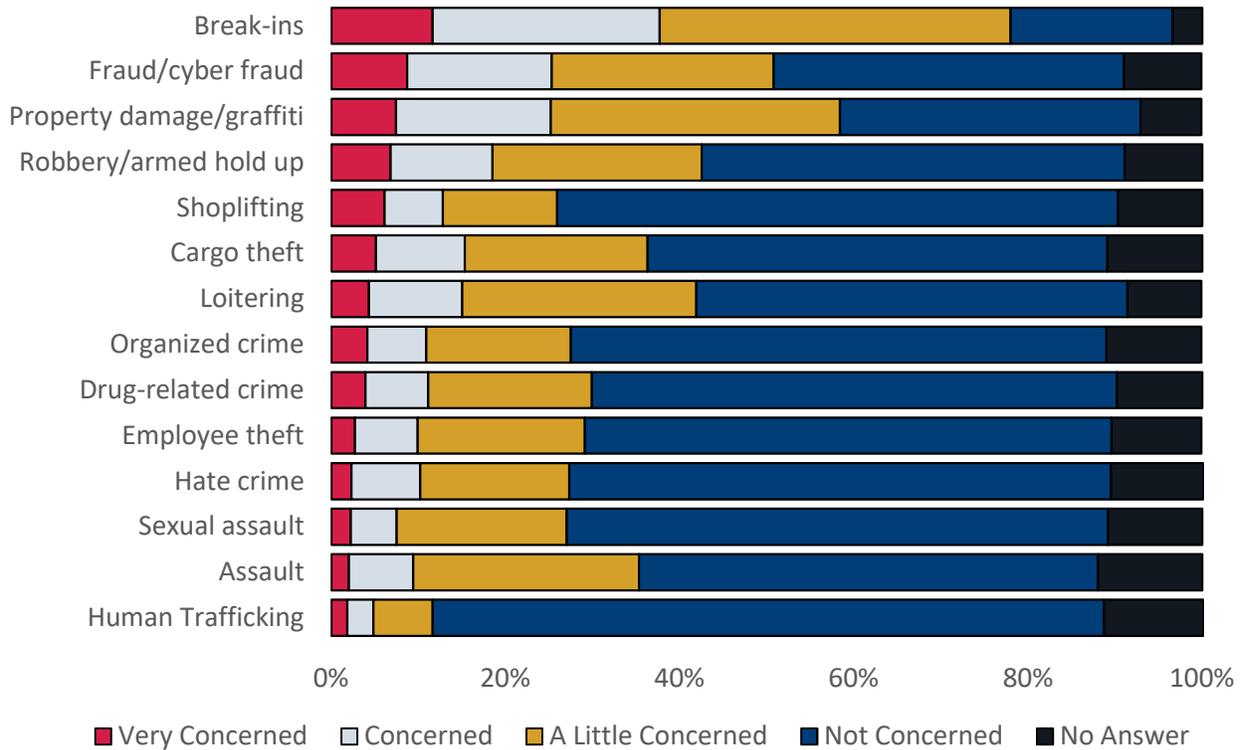>
> - *Survey respondents*

- 71.8% of respondents were familiar with Crime Stoppers; however, other crime prevention programs and overall participation were significantly lower
- Respondents' familiarity with Crime Stoppers, CPTED and Crime Map has continued to decrease since 2012

Enhance communication using multiple languages and formats on our business-focused crime prevention programs

"Are you concerned your business could be affected by the following..."

	Very Concerned	Concerned	A Little Concerned	Not Concerned	No Answer
Break-ins					
Fraud/cyber fraud					
Property damage/graffiti					
Robbery/armed hold up					
Shoplifting					
Cargo theft					
Loitering					
Organized crime					
Drug-related crime					
Employee theft					
Hate crime					
Sexual assault					
Assault					
Human Trafficking					

Legend: ■ Very Concerned □ Concerned ■ A Little Concerned ■ Not Concerned ■ No Answer

> *"Drop into businesses to ask owners about their concerns. I believe physical police presence is the best deterrent."*
>
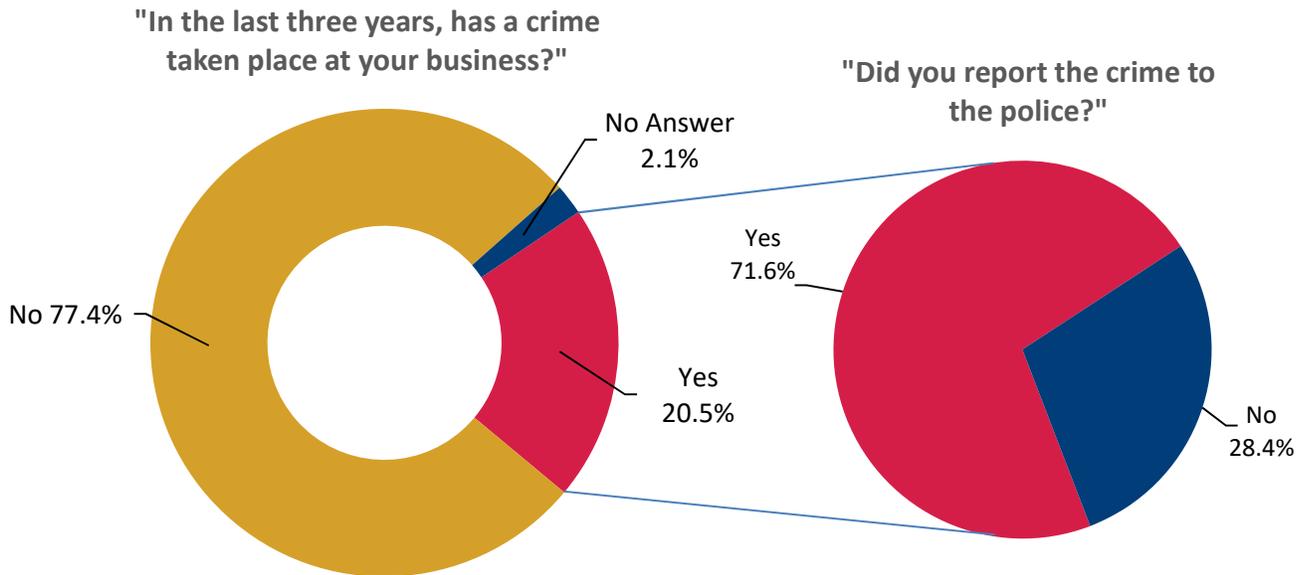> *"How can owners and police work together and not make it so easy for theft to happen?"*
>
> - *Survey respondents*

- The type of crimes respondents were most concerned about:
  1. Break-ins (78.0%)
  2. Property Damage/Graffiti (58.4%)
  3. Fraud/Cyber fraud (50.8%)
- Top three categories are the same as the 2015 survey

Target crime through policing initiatives and collaboration with the business and community

Crime at Your Business Location

"In the last three years, has a crime taken place at your business?"

"Did you report the crime to the police?"

No Answer 2.1%

No 77.4%

Yes 20.5%

Yes 71.6%

No 28.4%

- 20.5% of respondents stated that a crime took place at their business in the past three years, a decrease of 2.4% from the 2015 survey
- Of those who experienced a crime at their business, 71.6% reported it to the police which is down slightly from 72.6% in 2015

Top reasons stated by respondents for why crimes were not reported:

1. Police would not be able to find/identify property or offender
2. Police would not have considered the incident important enough
3. Crime was minor and not worth the time to report

Most commonly unreported crimes:
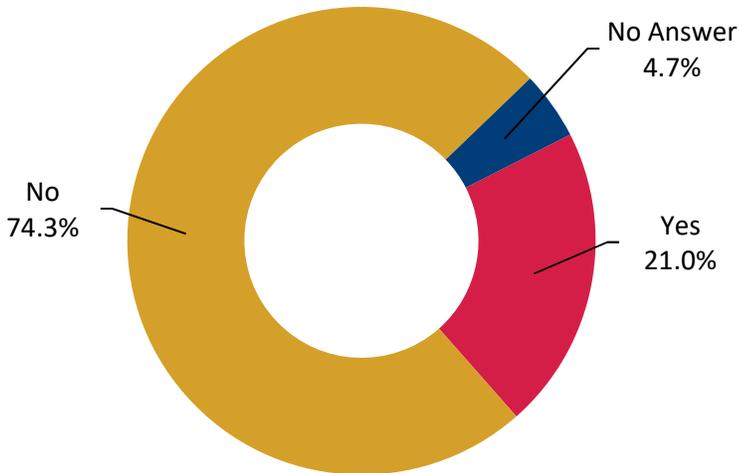
1. Break-ins
2. Employee thefts
3. Fraud/Cyber fraud

Promote crime reporting and emphasize the importance of reporting even when the crime is perceived to be minor or unsolvable

Online Crime Reporting

"Are you aware of Online Reporting?"
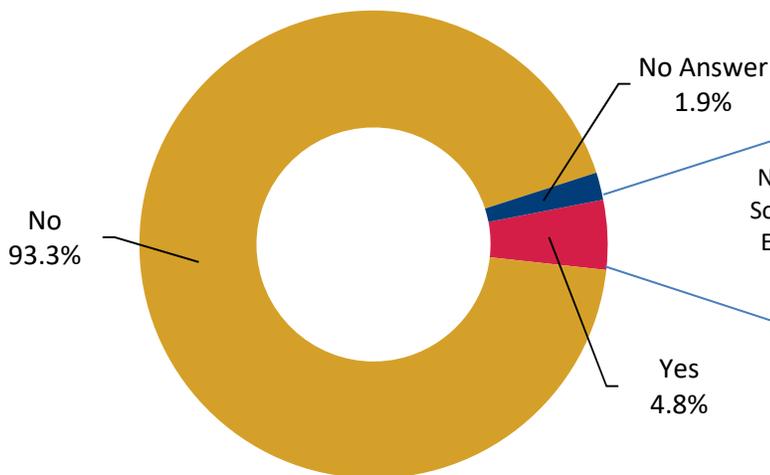
No Answer
4.7%

No
74.3%

Yes
21.0%

"I sell a lot of goods online and did not know I can report credit fraud online."

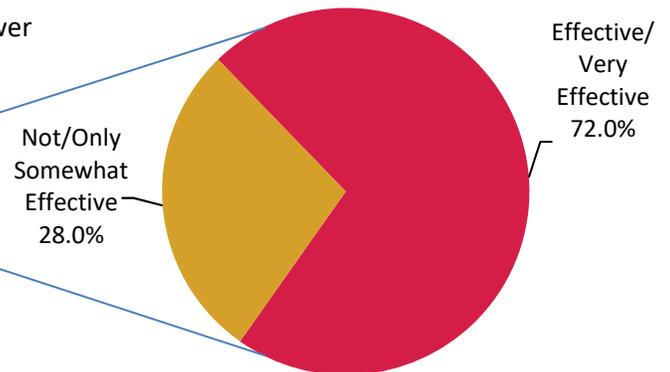*"Online is the future of everything."*

- *Survey respondents*

- 21.0% of respondents were aware of Online Reporting, a 3.8% decrease from 2015

"Have you used the Online Reporting tool to report a crime?"

"Was Online Reporting effective?"

No Answer
1.9%

No
93.3%

Not/Only
Somewhat
Effective
28.0%

Effective/
Very
Effective
72.0%

Yes
4.8%

"The concern about reporting online is that there is no one to follow up on or it takes too long for a response."

"This isn't like buying socks online. I feel the need for personal attention when I've been a victim".

- *Survey respondents*

- Only 4.8% of all respondents used the Online Reporting tool, consistent with the 2015 survey results
- Of those who used the tool, 72.0% felt it was an effective or a very effective reporting method. This was an increase from 2015 when only 55% of respondents thought that online reporting was effective.
- A common theme was the need for a better follow-up process between police and the complainant after an online report has been submitted

"Would you like to be able to report other types of crimes online?"

Yes 36.7%

No 63.3%
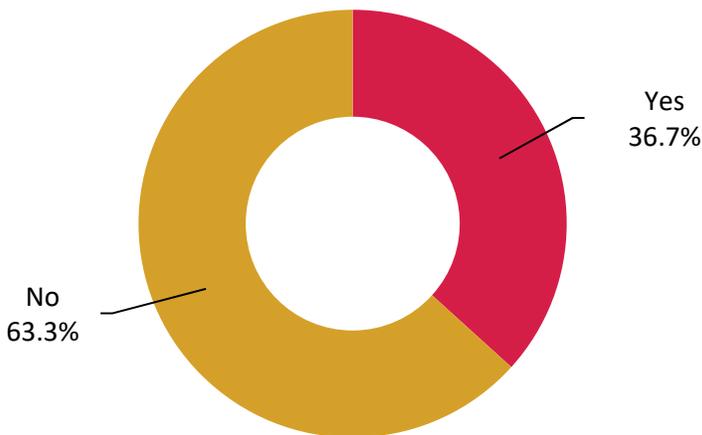
"No, I like to speak to an actual person who can answer my questions and put me at ease that someone is actually taking care of my incident."

-   Survey respondent

- Only 36.7% of respondents would like to be able to report other types of crimes online, which is a decrease from the 52.6% who responded in 2015
- However, the willingness to initiate a report online would be dependent on timely personal follow-up and interaction with an actual police officer to progress the investigation

Promote the Online Reporting tool; educate businesses when to use it. Ensure proper and timely follow-up throughout the investigation into the incident

Comments

Most frequent open-ended comments*:

1. There should be an increase in the level of police patrol/visibility.
2. York Regional Police is doing a great job, keep up the good work.
3. Business owners would like to have more face-to-face interaction with the police.
4. There should be better education and awareness of crime trends and crime prevention tips.
5. Police should focus on serious crime and less on minor traffic enforcement.
6. Police should do a better job following up with complainants/business owners and witnesses on investigations.

746 respondents (70%) provided open-ended input. The most frequently mentioned responses fell into the above categories.

Respondent Profile

Location of business respondents

Lake Simcoe

Georgina

2.3%

Setting of business respondents

Stand-alone Business 16.1%

Other 6.2%

No answer 4.4%

Shopping mall or plaza 23.3%

Office building 14.8%

Home-based 2.6%

Business/Industrial Park 32.6%
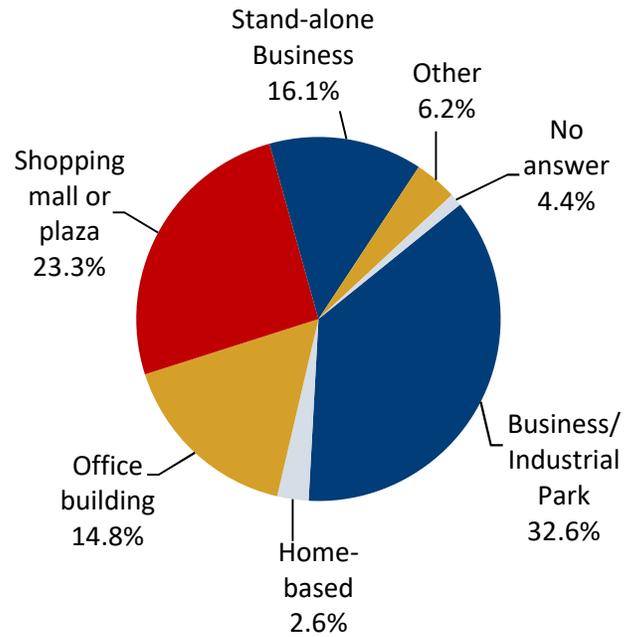
- Proportional representation from businesses across York Region
- Majority of respondents are located in Business/Industrial Parks, Shopping Mall/Plazas and Office Buildings

Respondents' business sectors

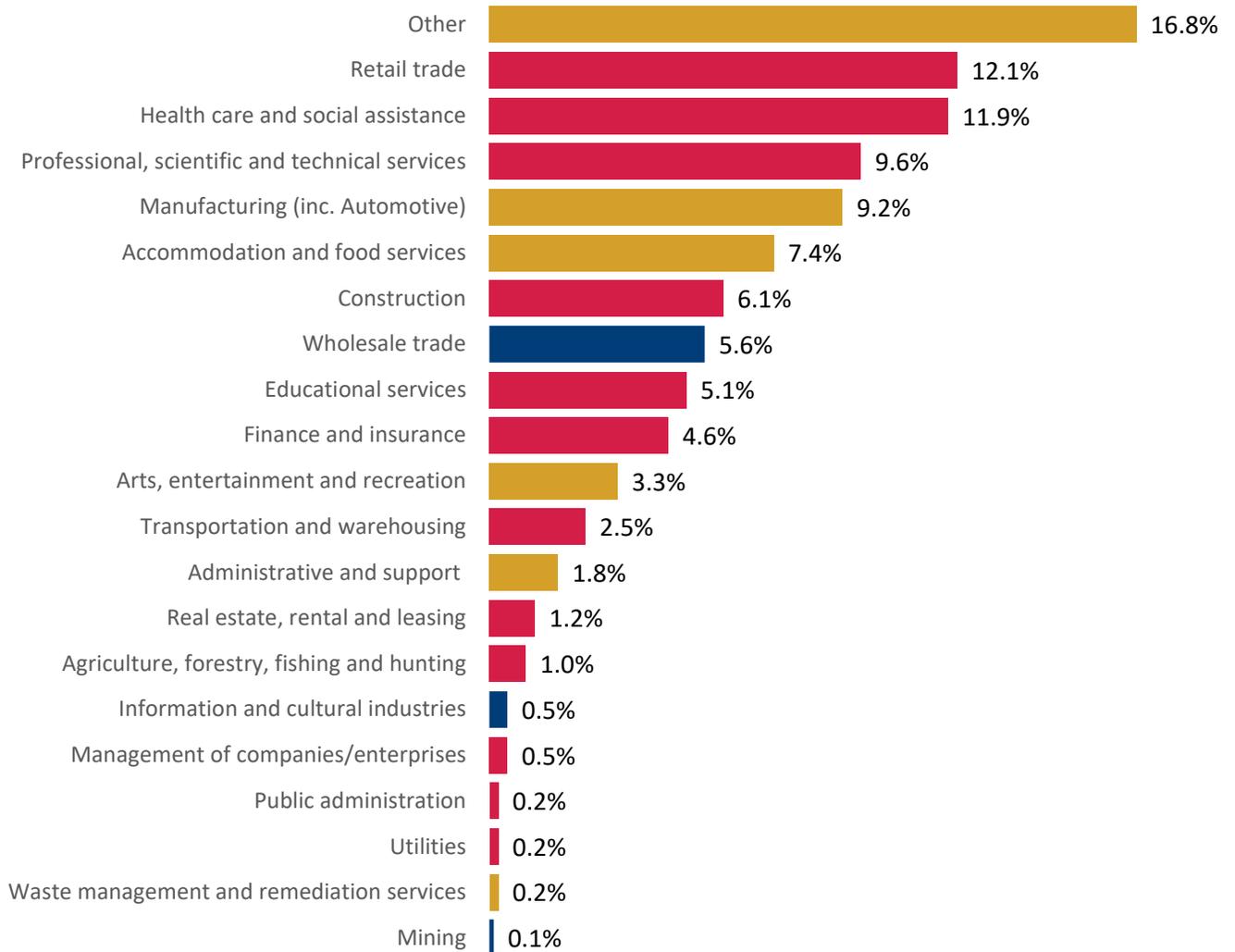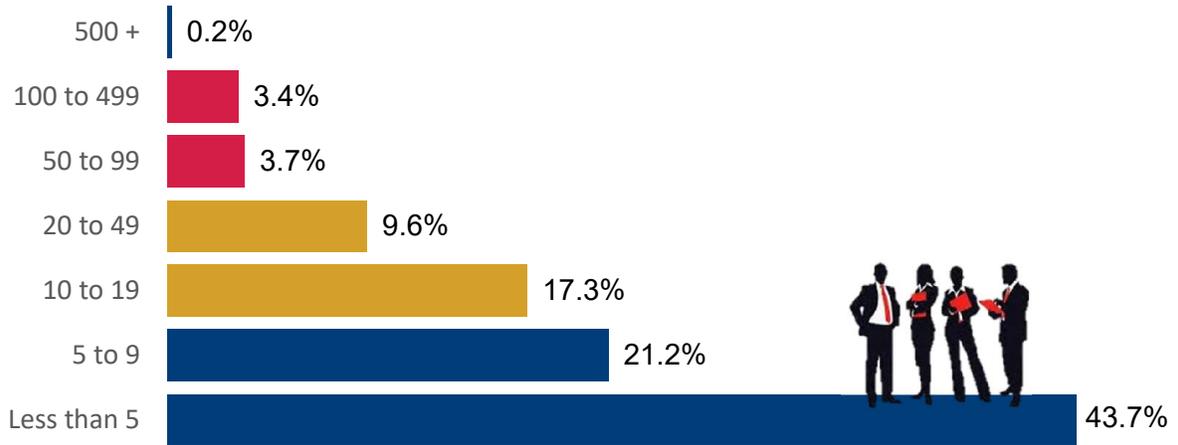| Sector	Percentage
Other	16.8%
Retail trade	12.1%
Health care and social assistance	11.9%
Professional, scientific and technical services	9.6%
Manufacturing (inc. Automotive)	9.2%
Accommodation and food services	7.4%
Construction	6.1%
Wholesale trade	5.6%
Educational services	5.1%
Finance and insurance	4.6%
Arts, entertainment and recreation	3.3%
Transportation and warehousing	2.5%
Administrative and support	1.8%
Real estate, rental and leasing	1.2%
Agriculture, forestry, fishing and hunting	1.0%
Information and cultural industries	0.5%
Management of companies/enterprises	0.5%
Public administration	0.2%
Utilities	0.2%
Waste management and remediation services	0.2%
Mining	0.1%

- Respondents were from a variety of sectors with the largest number being from retail, health care/social assistance, and professional/scientific/technical services

Number of employees

Category	Percentage
500 +	0.2%
100 to 499	3.4%
50 to 99	3.7%
20 to 49	9.6%
10 to 19	17.3%
5 to 9	21.2%
Less than 5	43.7%

- 60% of respondents were small businesses having less than 10 employees

FUTURE OPPORTUNITIES

- Continue to use a hardcopy survey format, as respondents overwhelmingly preferred this format to the online version

- Continue active engagement with York Region businesses to maintain trust and service satisfaction

- Continue to maintain high quality police interactions and presence at businesses that demonstrate empathy and caring

- Be attentive to concerns about safety by businesses and continue to collaborate with them to address the causes for concern

- Enhance communication and education using multiple languages and formats on our business-focused crime prevention programs

- Consider multiple languages and formats for communication and education

- Utilize crime prevention programs to address the most common crime concerns

- Promote crime reporting and emphasize the importance of reporting even when the crime is perceived to be minor or unsolvable

- Promote the online reporting tool and educate businesses when to use it

- Ensure proper and timely follow up throughout investigations of reported crimes

- Improve the follow up process with complainants/business owners regarding investigations