

Business Survey:

Report on Community Policing

Prepared for



Greater Sudbury Police Service

"Our Community Our Commitment"

"Notre Communauté - Notre Engagement"

By



June 2007

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M e t h o d o l o g y & L o g i s t i c s

Overview

- The following represents the findings from a survey conducted by Oraclepoll Research Limited for the City of Greater Sudbury Police Service and is a follow up to a baseline survey conducted in 2004.
- The objective of the project was to gauge and track the opinions of City of Greater Sudbury businesses on a series of issues relating to policing.

Study Sample

- A total of 100 City of Greater Sudbury area businesses were interviewed between the days of May 14th and May 18th, 2007.
- The margin of error for this survey is $\pm 9.8\%$, 19/20 times.

Survey Method

- The surveys were conducted using computer-assisted techniques of telephone interviewing (CATI) and random number selection. A total of 20% of all interviews were monitored and the management of Oraclepoll Research Limited supervised 100%.

E x e c u t i v e S u m m a r y

Summary

- Having more patrols and police visibility is seen as the top of mind issue as it relates to crime and policing among businesses in the City.
- More businesses are concerned with city wide and neighborhood crime as compared to 2004, but a majority of those surveyed feel that the level of police service has either improved or stayed the same over the past three years.
- Despite this almost six in ten businesses see a need for more officers and they would be willing to pay more in taxes if the money went to hiring more of them.
- Vandalism, break and enters, impaired driving and aggressive driving topped the list of crime related concerns. There is also a greater sense of safety with respect to undertaking activities during the day as compared to during the night. The lowest sense of safety related to being in parks and taking public transit at night.
- Those that have had a recent contact with the Greater Sudbury Police continue to be satisfied with the service provided. An area for improvement relates to police follow up and advising victims as to length of time it takes or it should take to respond especially as it relates to non-emergency calls. This given the fact that those dissatisfied with the length of time to respond tend to want immediate service.
- Overall, there is a perception that the Police Service is doing a good job as it relates to their performance with the exception of foot or bicycle patrols. Opportunities also exist with respect to educating the public of education programs including those in schools and for various cultural groups.

Top of Mind Crime Issues

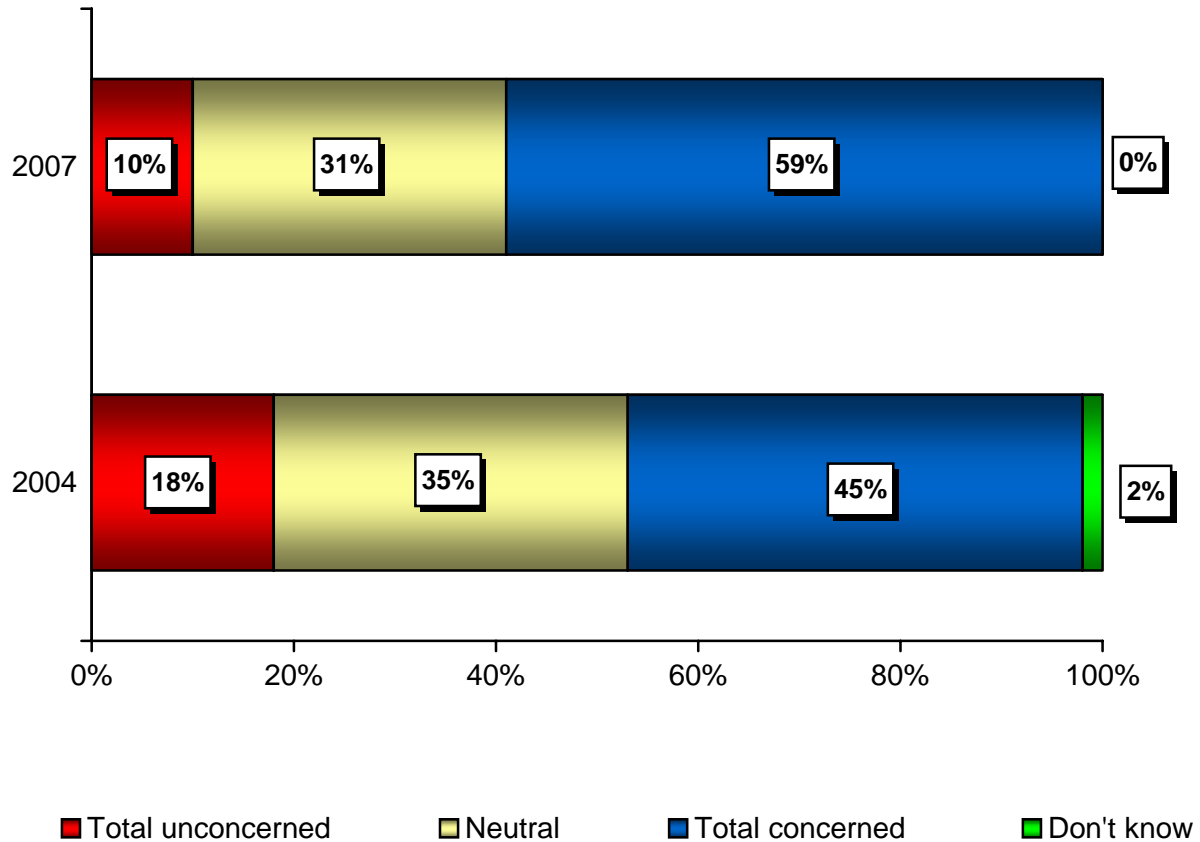
Businesses were first asked what they considered to be the most important issue related to crime and policing in City of Greater Sudbury.

Top 10 Responses	2004	2007
More patrols/ visibility / police officers	21%	23%
Safety / safety on the streets	4%	13%
<i>Don't know</i>	22%	12%
Youth crime	2%	9%
Vandalism	3%	9%
Enforcement	1%	8%
Break and enters / thefts	17%	6%
Drugs	2%	6%
Response time	7%	4%
Justice / punishment / sentencing	3%	3%
Community Outreach programs	0%	2%

Having more patrols and police visibility remains the number one issue related to crime and policing, while safety is now the second most named issues taking the place of break and enters / theft.

Concern with Crime in City of Greater Sudbury

Businesses were then asked to rate their level of concern with the current level of crime in City of Greater Sudbury.



Almost six in ten business respondents are now concerned with the current level of crime in the City of Greater Sudbury an increase of 14% over the last survey period. In addition, 57% of those surveyed were of the opinion that crime in the City has increased in the past three years, compared to 9% that said it decreased, while 31% felt it has remained the same. 3% did not know or were unsure.

Concern with City of Greater Sudbury Issues

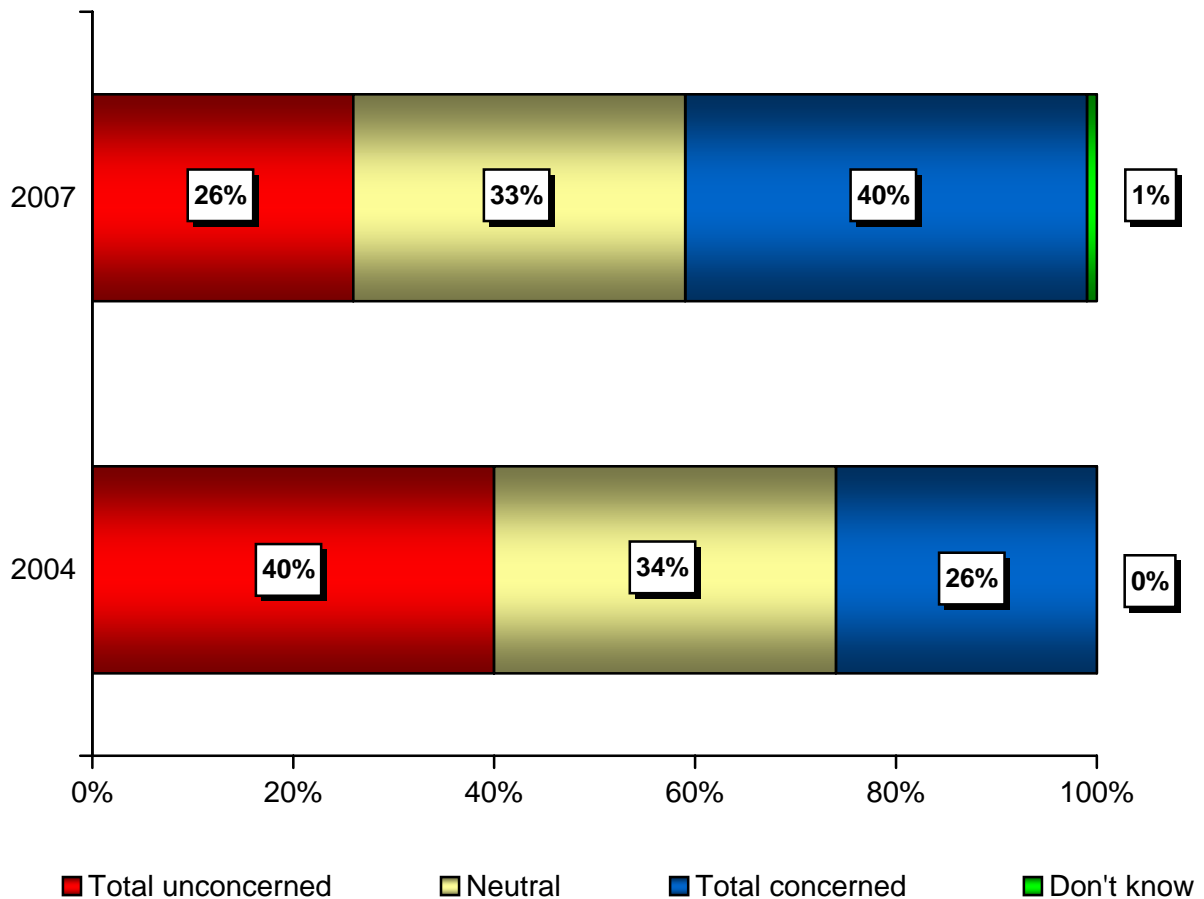
Businesses rated their level of concern in each of crime related issues within the City of Greater Sudbury.

Areas of Concern	2004	2007
	(Total concerned rating – somewhat & very)	
Vandalism to property	70%	84%
Break and enters / theft from homes	74%	78%
Driving while impaired (drugs, alcohol)	68%	77%
Drug control issues (presence of drugs and drug dealers)	53%	76%
Aggressive and unsafe driving	58%	75%
Assault	46%	66%
Theft from vehicles	57%	64%
Family violence / domestic disputes	43%	62%
Sexual offences	49%	61%
Internet crime	36%	57%
Speeding	58%	52%
Drunk / intoxicated persons	27%	50%
Loitering - Groups of people hanging around corners or streets	31%	49%
Theft of vehicles	57%	48%
Homicide	37%	47%
Fraud and white collar crime	51%	47%
Noise and other disturbances	9%	9%

When asked to rate their level of concern with a series of crime issues, vandalism to property was the highest rated by 84% an increase of 14% over 2004. The next highest area of concern was break and enters, followed by impaired driving, drug control issues and unsafe driving. Other areas were of moderate to lower levels of importance with noise and other disturbances being a very low concern.

Concern with Neighbourhood Crime

Business owners were then asked to rate their level of concern with the current level of crime in their respective neighbourhoods where their businesses or organizations are located.



While there was a 14% increase in the number of businesses concerned about neighbourhood crime, this number (40%) is still low in relation to those businesses that are concerned with community wide crime in the City of Greater Sudbury (59%).

Most businesses also feel that neighbourhood crime has remained the same (54%) over the past three years and another 6% said it decreased. On the other hand more than a third (36%) said it has increased while 4% were unsure.

Rating Daytime Safety

Respondents rated their level of safety in each of the following areas during the day.

SAFETY RATING AREAS (Excluding not applicable responses)	2004	2007
	(Total safe rating – somewhat & very)	
Being in your residence	93%	89%
Walking in your neighborhood	87%	77%
Being in your place of work	88%	87%
Driving	65%	76%
Being in public parks	78%	72%
Using public transit	84%	67%

Overall, there is a high sense of safety with respect to taking part in daytime activities. Results were consistent despite small ratings drops with respect to being at their residence and their place of work, while there was an 11% increase in the feeling safe driving category. There were larger drops with respect to walking in their neighborhood (-10%), being in public parks (-6%) and especially for using public transit (-17%).

Rating Nighttime Safety

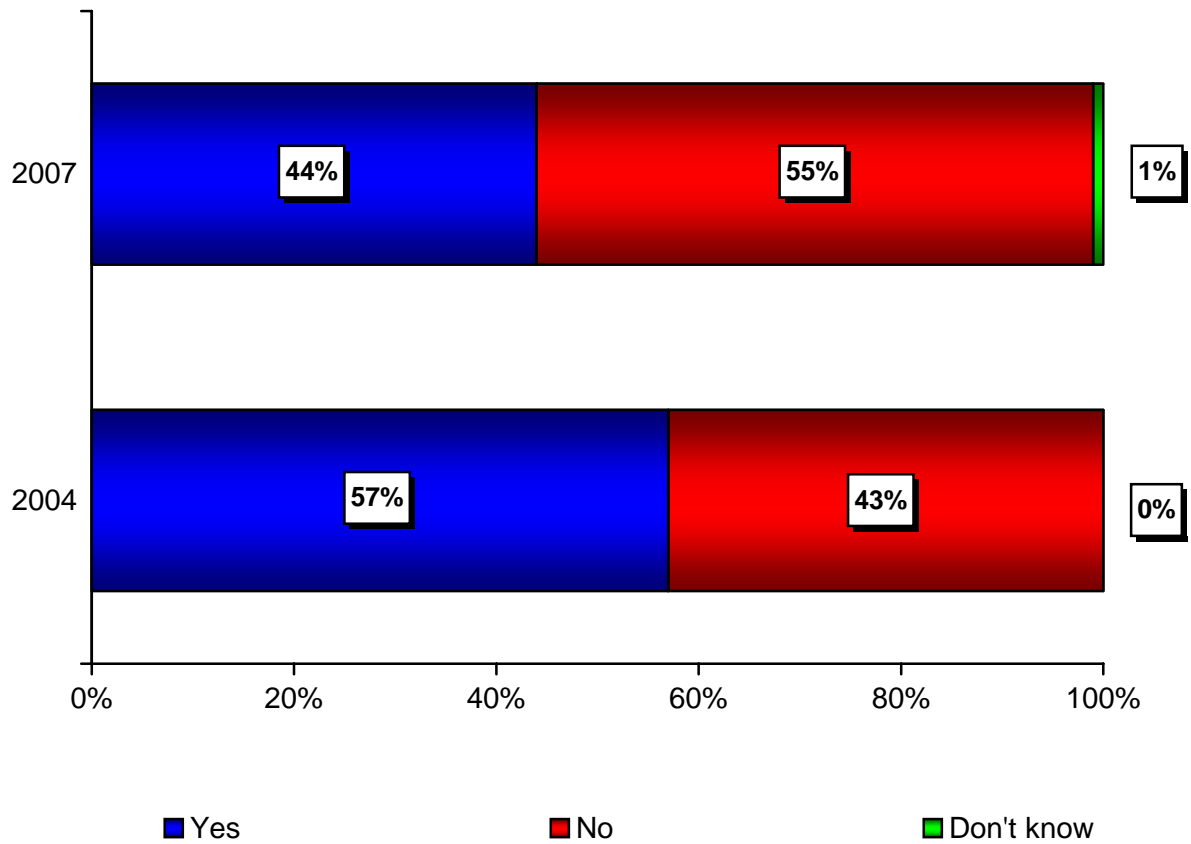
Respondents rated their level of safety in each of the following areas during the night.

SAFETY RATING AREAS (Excluding not applicable responses)	2004	2007
	(Total safe rating – somewhat & very)	
Being in your residence	88%	80%
Being in your place of work	68%	61%
Driving	60%	64%
Walking in your neighborhood	61%	56%
Using public transit	56%	38%
Being in public parks	31%	25%

Respondents have a lower sense of safety conducting the same activities at night although a high eight in ten still feel safe being at their residence. Driving was the one area that saw an improvement, while the lowest safety ratings continue to be for using public transit and being in public parks.

Contact with Police

“Over the past 12 months have you had any contact with a Greater Sudbury Police officer for any other police related matter?”



A total of 44% of business respondents have had contact with a Greater Sudbury Police officer in the past 12 months compared to 57% in 2004.

Respondents that had requested assistance were asked to rate their Police Service contact in the following series of areas.

RATING ASSISTANCE / CONTACT	2004	2007
	(Total positive rating)	
Being courteous and professional	93%	82%
The officer's ability to handle the situation	82%	75%
Overall quality of the police service received	77%	73%

Most businesses that have had contact with the Police continue to be satisfied especially for them being courteous and professional.

When asked why they were satisfied with the overall quality of the service received 16% (n=5) said they were happy, 16% (n=5) professional and 13% (n=4) prompt. Those dissatisfied or neutral (neither satisfied nor dissatisfied) claimed a lack of professionalism (n=2), that there was no follow up (n=2) and a long response time (n=1).

In addition, a new series of questions were asked to those that have had contact with the Police Service.

RATING ASSISTANCE / CONTACT	2007 (Total positive rating)
Overall satisfaction with the police that handled your call	75%
When calling the police by telephone to either report an incident or get in touch with a specific officer or department for assistance	71%
The length of time for police to respond to your call	65%
The level of service you received when visiting the CGS Police Headquarters and attending one of our service counters	43%
The officer in following up with you after the initial investigation to provide additional information / updates on the status of their investigation	36%

The Police rated highest for overall satisfaction, contacting Police, followed by the length of time to respond. A high number of respondents or 46% had no experience or did not know when they were asked to rate the service provided at 190 Brady Street when visiting and 27% responded the same to the question regarding Police follow-up.

After rating their overall quality of the handling of the call, respondents were then asked to explain why they provided their rating. The most named reason for being satisfied was that the service was quick (42% or n=14), followed by doing a good job (12% or n=12), while 9% (n=3) said there were no problems and 9% (n=3) that they were professional. On the other hand those that provided a 1-3 rating (very dissatisfied, dissatisfied or neither satisfied nor dissatisfied) said that the handling of the call was not informative (n=2), that there was a long response time (n=2), while there was one comment each of the call not being followed up, that they were not treated fairly, not much was done, no one showed up, that they did not get priority and had a bad experience.

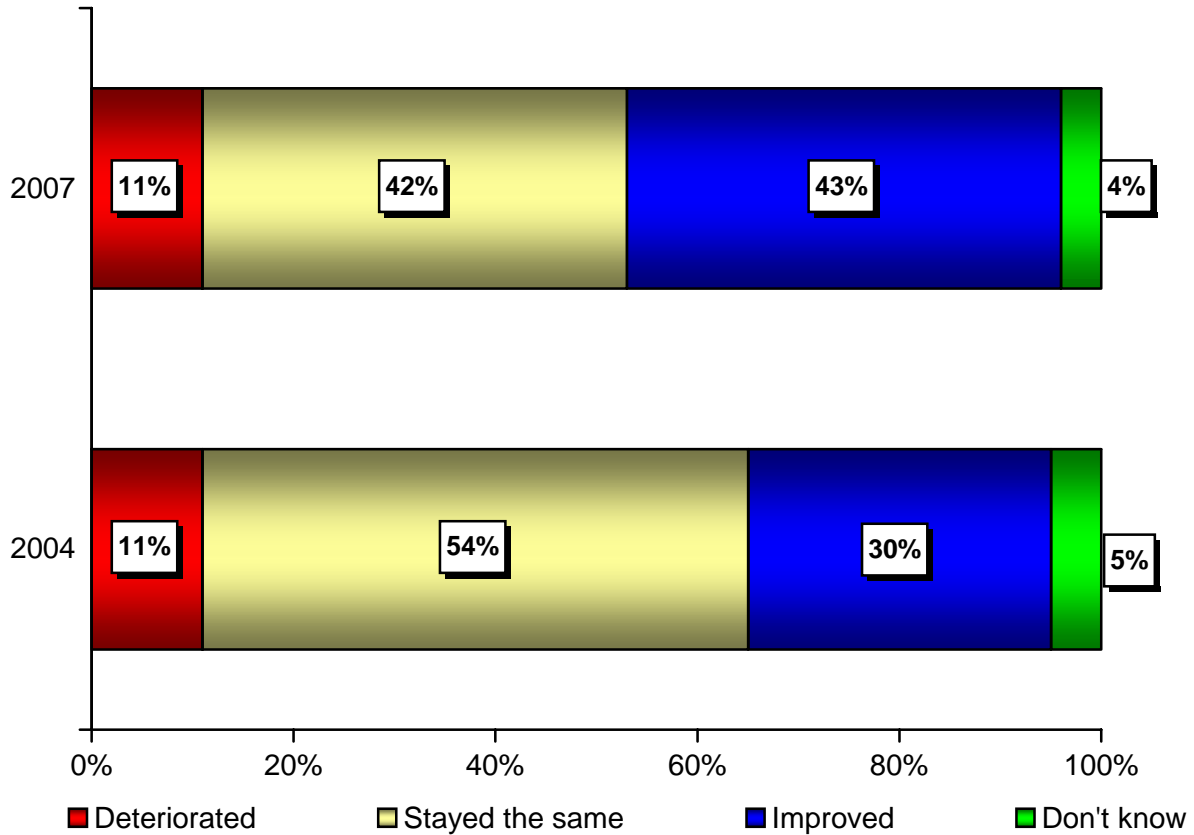
Rating the City of Greater Sudbury Police

All business respondents were asked to rate the Greater Sudbury Police Services in each of the following areas.

PERFORMANCE RATINGS	2004	2007
	(Total positive rating –good & very good)	
Being approachable and easy to talk to	74%	82%
Enforcing the law	70%	78%
Treating people fairly	66%	72%
Enforcing traffic laws	66%	72%
Being accessible	N / A	70%
Overall quality of service	69%	69%
Responding promptly to emergencies	51%	69%
Patrolling in police vehicles	63%	64%
Working with residents in your neighbourhood to solve local crime	49%	60%
Investigating crime	51%	59%
Helping victims of crime	51%	59%
Preventing crime	45%	55%
Police presence in local schools	45%	50%
Responding to inquiries and non-emergency calls	42%	49%
Relations with different cultural communities	58%	46%
Patrolling on foot or by bicycle	26%	28%

With the exception of dealing with different cultural communities that saw a ratings drop (37% did not know) all other areas witnessed improvements, especially for responding to emergencies (+18%) and working with residents in neighborhoods (+11). Foot and bicycle patrols continue to rate low and remains at the bottom of the list.

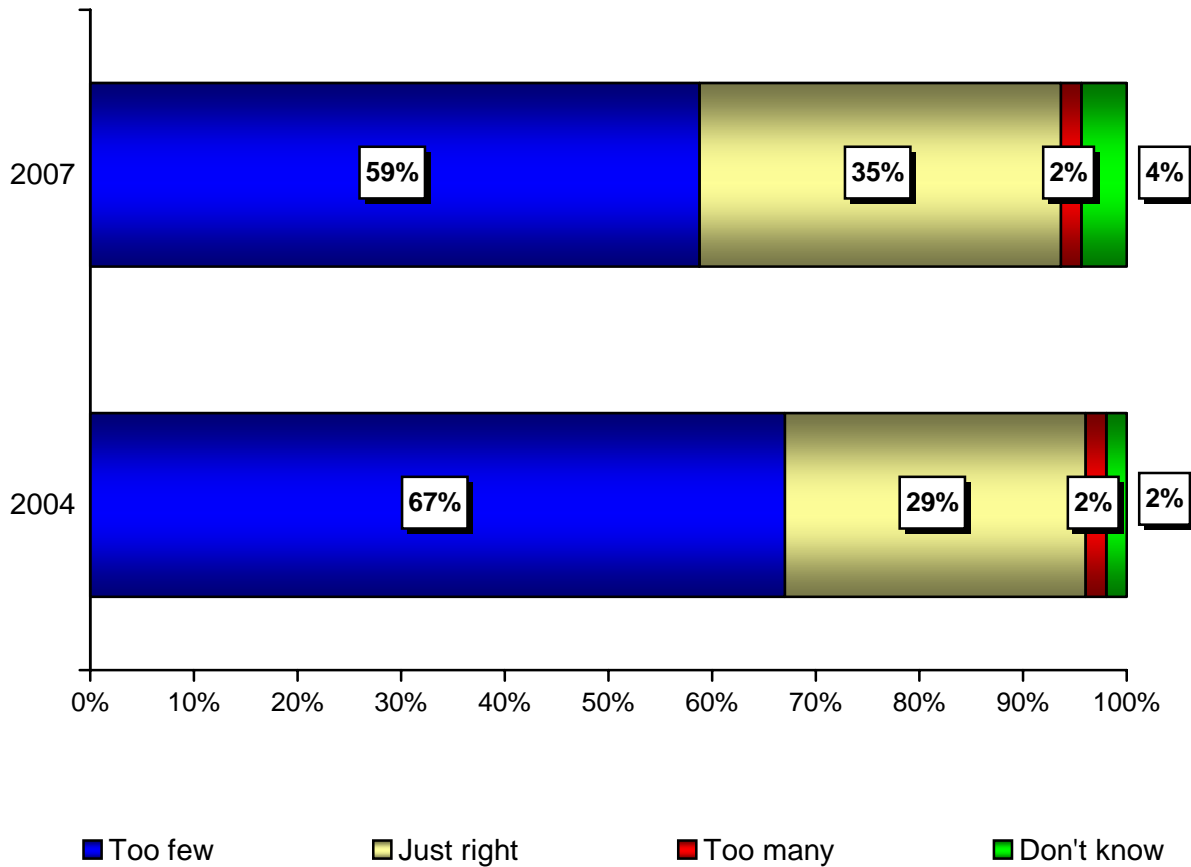
“Overall, would you say that the **quality of police service** in the City of Greater Sudbury has improved, stayed the same, or deteriorated in the last three years?”



43% of businesses also feel that the quality of police service has improved in the past three years up 13% over 2004 and 42% stated things have stayed the same. Only 11% were of the belief that the quality of service has deteriorated.

When asked what could be done to improve police service, 26% said have more patrols and police visibility, 24% hire more officers, 7% more public awareness and 6% improved enforcement.

*“Do you believe that there are too many **front line police officers** in your area, too few or just the right amount?”*



Almost six in ten (59%) business respondents are of the belief that there are too few front line officers down 8% compared to 2004, while 35% claimed there is just the right amount (+6%). Only 2% stated there are too many officers and 4% were unsure.

In addition, 59% of those interviewed said that they would support a municipal tax increase if the funds were to be used specifically to enhance the number of officers employed by the Greater Sudbury Police Service.

Victims of Crime

- 30% of those interviewed said that their organization or someone at it had been a victim of crime in the past 12 months.
- Among victims, a total of 77% had the crime committed to property, 17% to a person. In addition, 73% of these crimes occurred at the workplace.
- 83% of victims reported the incident to the Greater Sudbury Police.
- Among those that contacted the Police Service:
 - 80% said an officer attended in person
 - 65% were satisfied or very satisfied with the length of time for the Greater Sudbury Police to respond, 30% were dissatisfied and 5% did not know.
 - Those dissatisfied (n=20) with the length of time to respond were asked about their expectations of which 65% (n=13) wanted service within an half an hour, 10% (n=2) within an hour, 5% (n=1) within two hours and 15% (n=3) within 12 to 24 hours.