

2016 Woodstock Police Service Business Survey Report

Prepared for



By



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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 of a June 2016 public opinion survey conducted among n=75 Woodstock businesses for the Woodstock Police Service by Oraclepoll Research Limited.
- The results from a survey of 325 Woodstock residences are presented in a separate report.
- The objective of the project was to gauge and track the opinions of Woodstock businesses on a series of issues relating to policing.

Study Sample

- A total of n=75 Woodstock area businesses were interviewed by telephone.

Survey Method

- All 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% for quality assurance.
- Calls to businesses were made during regular business hours, while telephone appointments were made with those unable to complete the survey at the time of contact.

Logistics

- The surveys were conducted between the days of June 7th and June 21st 2016.

Confidence

- The margin of error for the residential survey is +/- 11.3%, 19/20 times

Reporting

- This report contains an executive summary of the findings from the business survey. A separate Excel report includes the results from the individual questions asked in the survey.
- It should also be noted that at the outset of the survey respondents were asked to answer the questions as they related to their business or from their businesses perspective.

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

Top of Mind Crime Issues

Businesses were first asked in an open ended or unaided question what they considered to be the **top policing priorities that the Woodstock Police Service should focus upon.**

Q1. “What do you feel should be the top policing priorities that the Woodstock Police Service should focus on?”

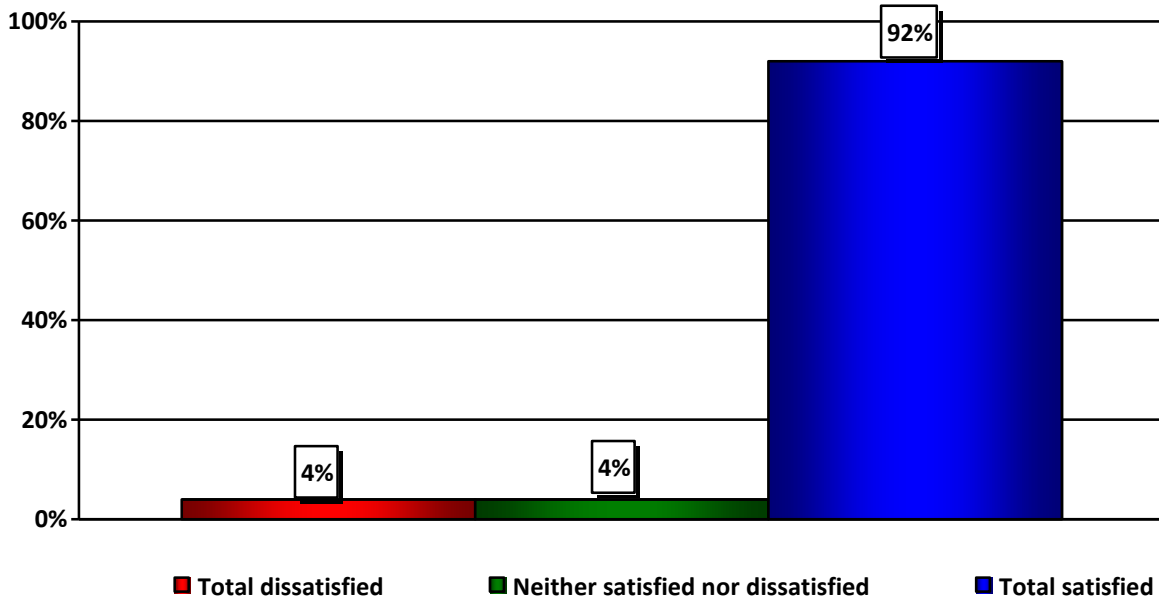
Top 10 Responses	Percentage
Drugs	17%
More patrols / visibility/ police officers	16%
Safety (in neighbourhoods on streets)	11%
Enforcement	9%
Don't know	8%
Beak and enters /thefts	8%
Youth crime	7%
Traffic / speeding	7%
General crime	7%
Suicide prevention	5%

Among those in the commercial sector, drugs were seen as the priority area that the Police should focus on (17%), closely followed by having increased police visibility or having more patrols (16%) and next by creating safety in the community including neighbourhoods and on the streets (11%). A total of 9% said the Police should focus on enforcement, 8% break and enters, 7% youth crime, 7% traffic, 7% reducing crime in general and 5% dealing with suicide prevention. There were 8% that did not know or were unsure.

Overall Satisfaction

An **overall satisfaction** question was then asked to businesses about the quality of policing provided to them.

Q2. “Overall how would you rate your satisfaction with the quality of policing provided by the Woodstock Police Service?”

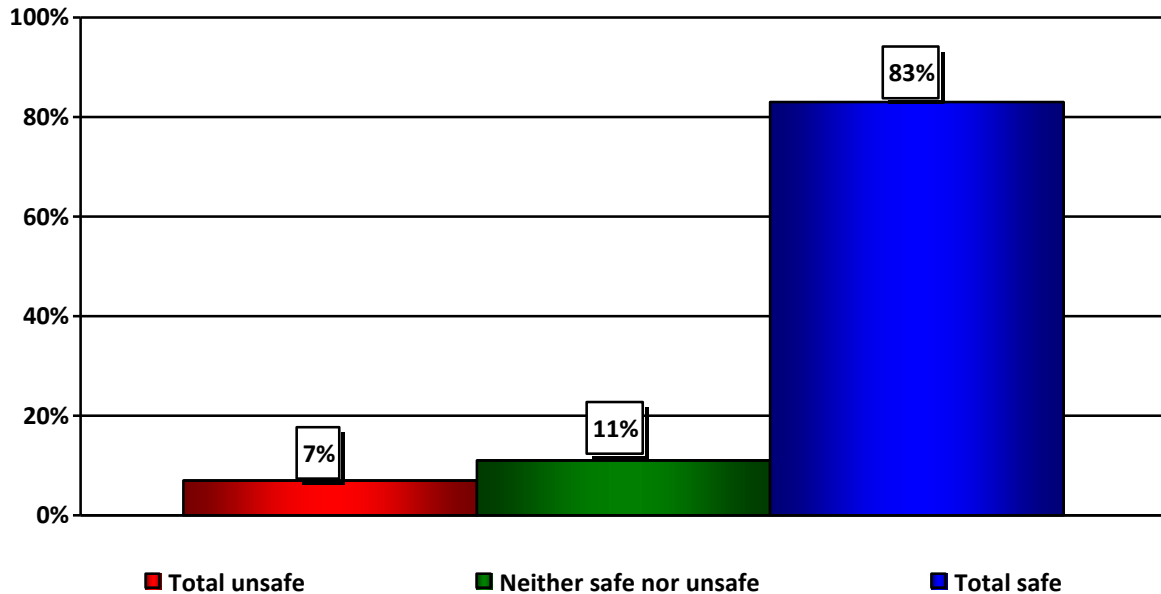


Woodstock area businesses are very pleased with the quality of policing provided to them. More than nine in ten businesses or 92% claimed to be satisfied or very satisfied, in relation to only 4% dissatisfied, while 4% had a neutral opinion of neither satisfied nor dissatisfied.

Safety Rating

Businesses were next asked to rate their **overall sense of safety** in the City of Woodstock.

Q3. “Overall how would you rate your sense of safety in the City of Woodstock?”

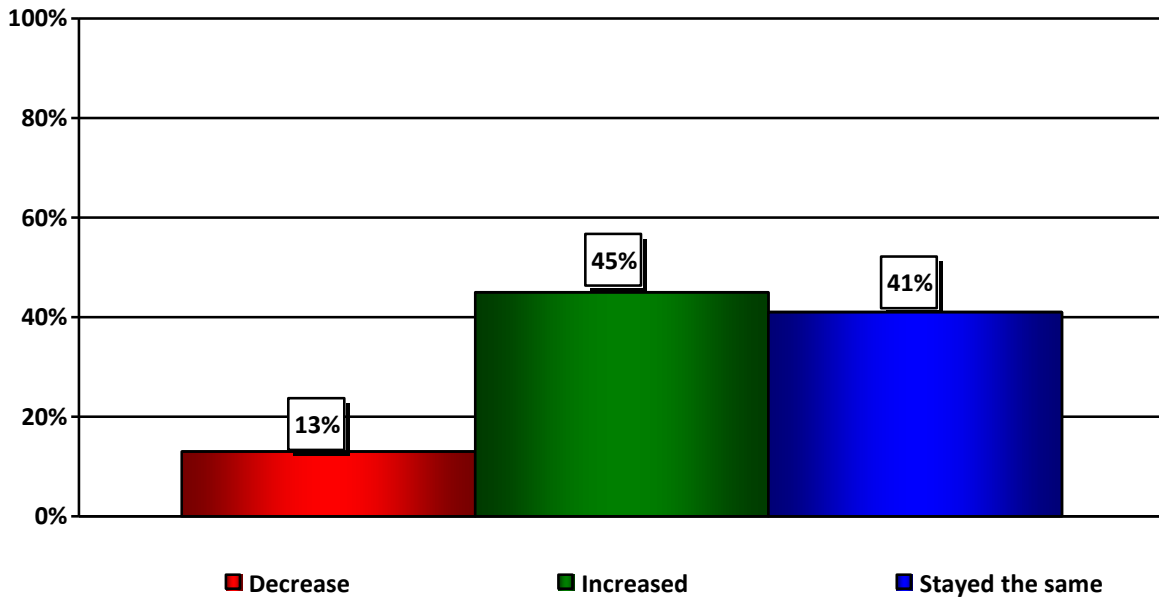


Businesses tend to have a strong sense of safety in the City as evidenced by the 83% that stated they feel safe or very safe in the community, compared to 7% that feel unsafe, while 11% were neutral providing a rating of neither safe nor unsafe.

Level of Crime

Businesses were then asked about **crime in the City and their opinions on whether it has decreased, increased or remained the same** over the past three years.

Q4. “Over the past three years do you feel crime in the City of Woodstock has decreased, increased or stayed the same?”

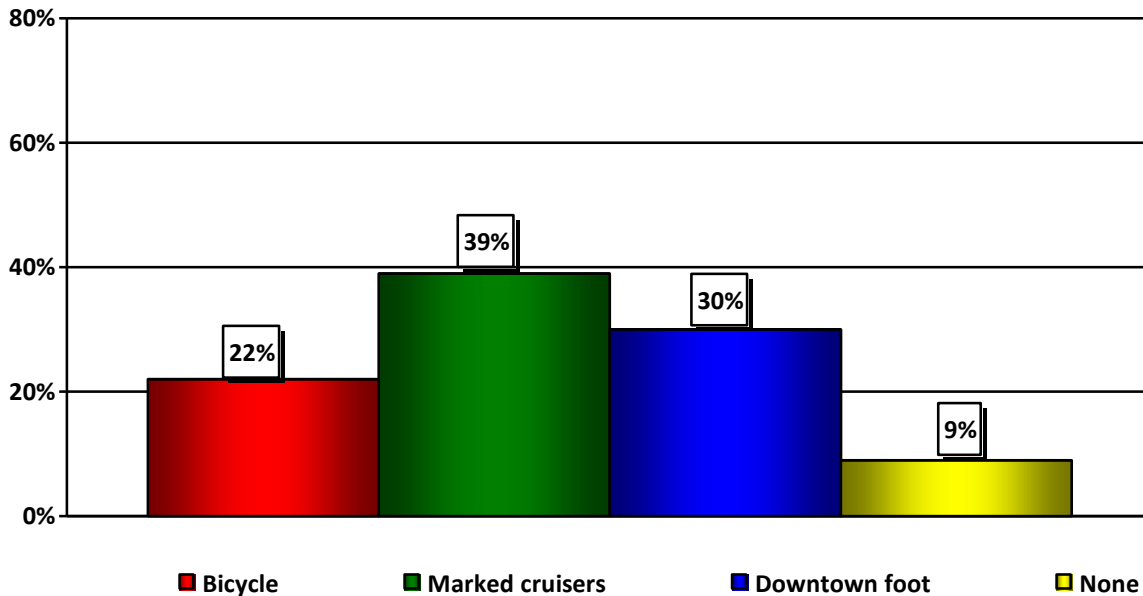


While there was a split of opinion on the issue of the direction of crime over the past three years, more or 45% feel that it has increased in relation to 41% that said it has stayed the same, with only 13% being of the opinion that it has decreased.

Types of Patrol

Businesses respondents were read three **types of patrols and were asked which one that they would like to see more of**. Multiple responses were accepted and the results below includes the results from the N=539 mentions.

Q5. “What types of police patrols would you like to see more of in the community?” (Multiple responses accepted)

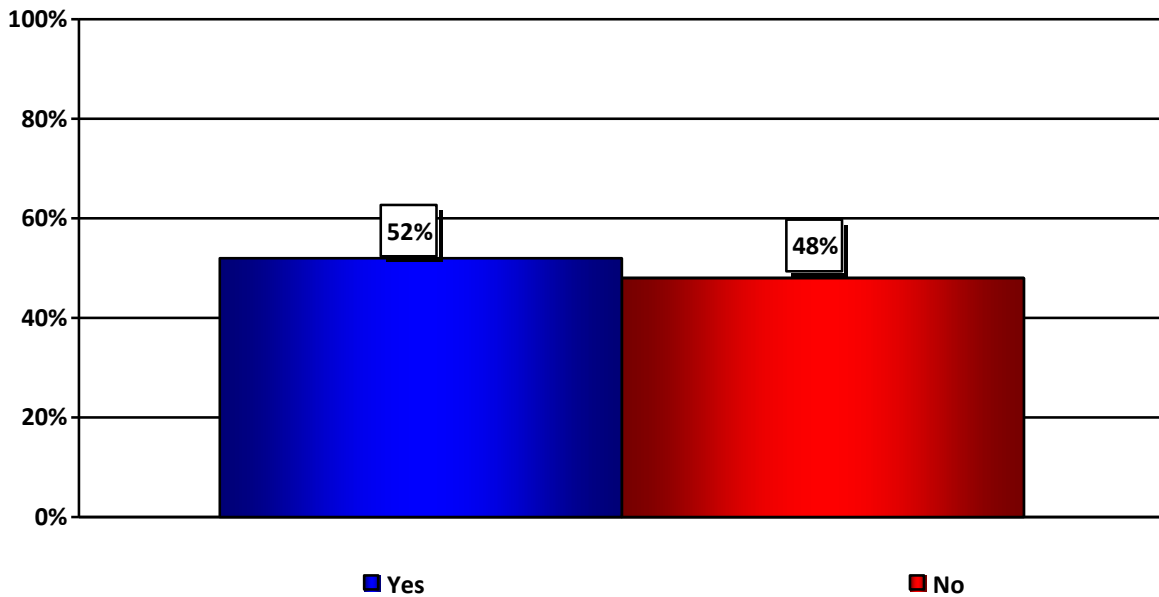


Local businesses most want to see increased patrols by marked police cruisers (39%), next by downtown foot patrols (30%), while a lesser 22% prefer more bicycle patrols. A total of 9% were unsure or did not know.

Online reporting

A question on the usage of **online self-reporting for minor crimes** was asked.

Q6. “Would you like to see the opportunity to have more online self-reporting of minor crimes as opposed to seeing an officer in person?”

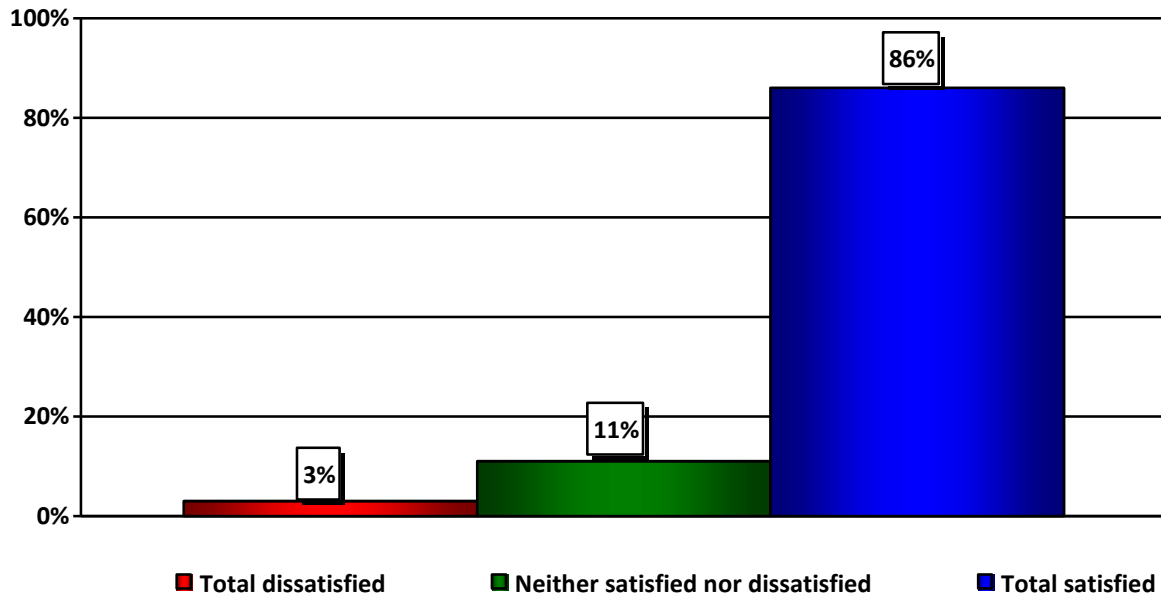


While there was a split of opinion on this issue, more than half or 52% of those surveyed would like the opportunity to have more online self-reporting of minor crimes.

Reception Desk

Business respondents were first asked (Q7) if they have **attended the Woodstock Police Service Station reception desk**. A total of 47% (n=35) said that they have, after which they were asked to **rate their satisfaction** with the service provided.

Q8. “Please rate your level of satisfaction with the service you received at the front desk using a scale from one very dissatisfied to five very satisfied.”

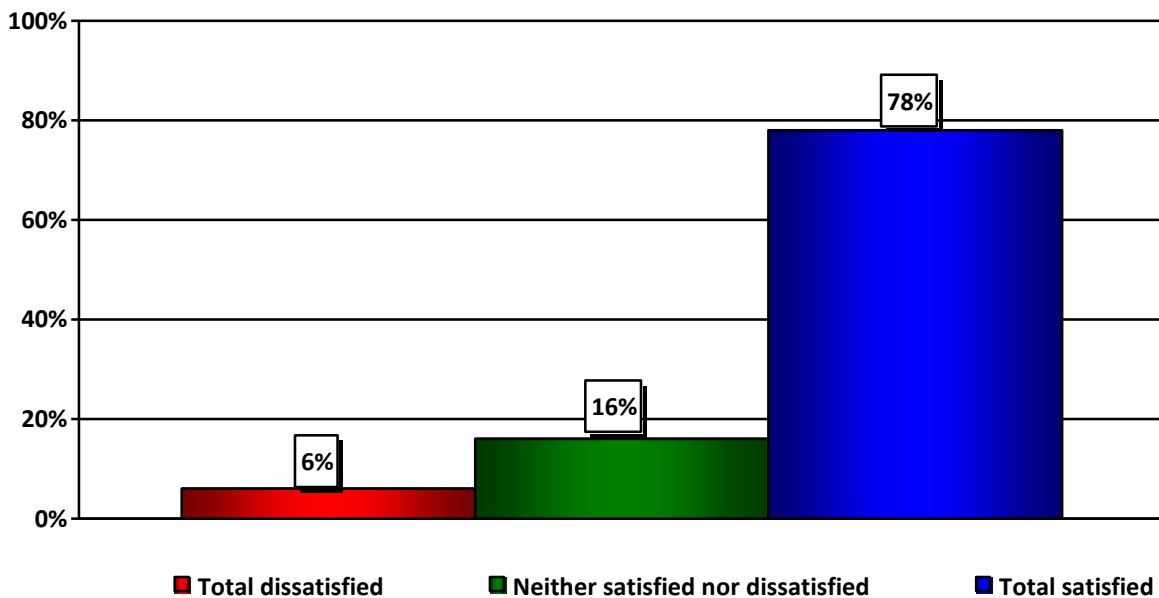


Users of the front reception desk appear for the most part to be satisfied with the service accorded to them. A total of 86% claimed to be satisfied to very satisfied, only 3% dissatisfied, while 11% had a neutral opinion (neither satisfied nor dissatisfied).

Communication Centre

Businesses were asked (Q9) if they have **telephoned the Woodstock Police Service communications centre**. A total of 67% (n=50) said that they have, after which they were asked to **rate their satisfaction** with the centre.

Q10. “Please rate your level of satisfaction with the communications centre using a scale from one very dissatisfied to five very satisfied”

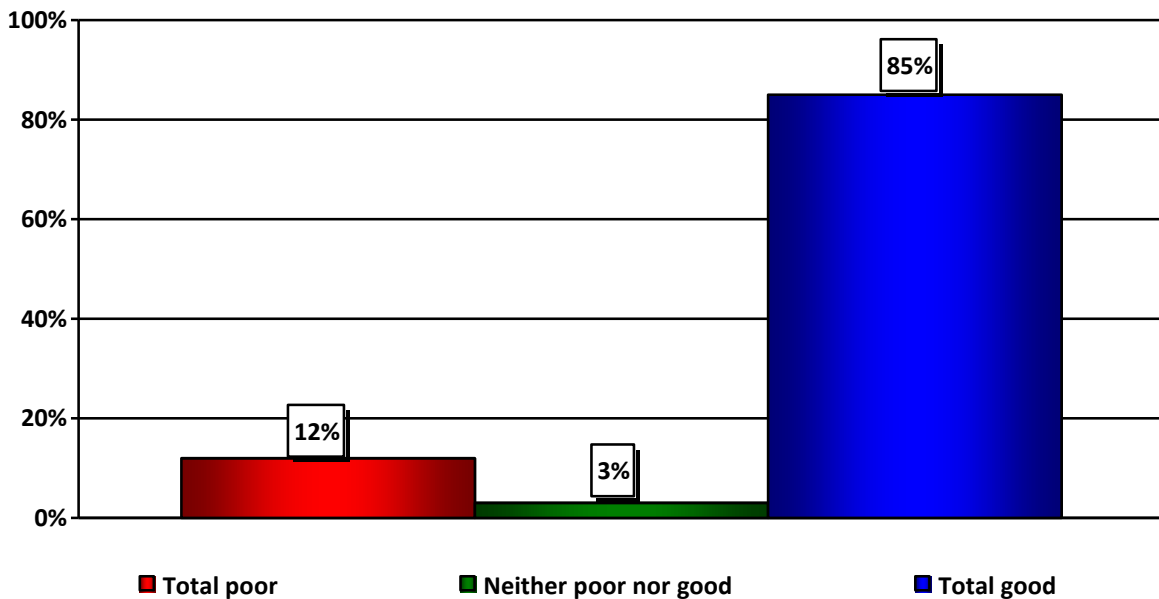


A total of 78% of those calling the communications centre were satisfied or very satisfied with the service that was provided. Only 6% expressed dissatisfaction with the communications centre and 16% held a neutral view of neither satisfied nor dissatisfied.

Contact

In the next question, businesses were asked if they had **dealt directly with or interacted with a Woodstock Police Service Officer** (Q11) over the last 24 months. A high total of 80% (n=60) of respondents have had contact with an Officer and they were then asked to **rate their last experience**.

Q12. “Thinking about the last time you had contact with a Member of the Woodstock Police Service how would rate that experience?”



With respect to their last contact with an Officer, most or 85% provided a positive or total good rating for this experience. A total of 12% had a negative experience providing a poor or very poor score and 3% were neutral on this contact (neither poor nor good).

Satisfaction Ratings

All respondents then **rated the Woodstock Police Service across ten areas.**

“I would now like you to rate your satisfaction with the Woodstock Police Service in each of the following areas using a scale from one very dissatisfied to five very satisfied.”

	Total Poor	Neither Poor nor Good	Total Good
Q13. Respectfulness	8%	7%	85%
Q14. Competency	8%	12%	80%
Q15. Overall Level of Service	8%	5%	87%
Q16. Professional Appearance	8%	3%	89%
Q17. Trustworthiness	8%	9%	83%
Q18. Response Time	4%	23%	73%
Q19. Visible Presence	7%	23%	71%
Q20. Showing Concerns for your Problems	7%	31%	63%
Q21. Being Approachable	11%	5%	84%
Q22. Protecting the Community from Crime	4%	17%	79%

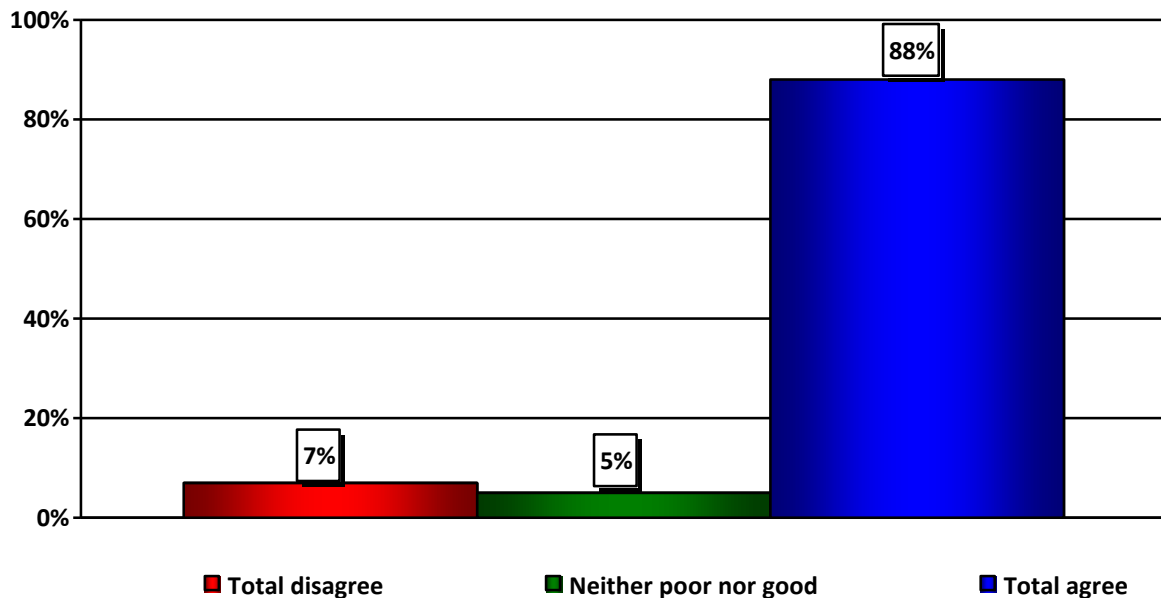
Businesses had opinions on all of the ten indicators as no respondents provided answers of do not know. Overall, ratings were high for most areas (7 of 10) with scores in the eighty percentile range or stronger. Highest rated by businesses was the indicator for professional appearance (89%), followed by the overall level of service provided (87%), next by respectfulness (85%), approachability (84%), trustworthiness (83%), competency (80%) and protecting the community from crime (79%). Lower rated (total good) but still by more than seven in ten were the two areas of response time (73%) and providing a visible presence (71%), while the lowest score was for showing concerns for problems (63%).

Treatment of Public

In another question, businesses were asked to rate their level of agreement with a statement related to **Members of the Woodstock Police Service treating the public with courtesy and respect.**

Q23. “Please rate your level of agreement with the following statement using a scale from one strongly disagree to five strongly agree.”

“Members of the Woodstock Police Service treat members of the public with courtesy and respect”



A very strong 88% of businesses agreed that Members of the Service treat the public with courtesy and respect. Only 7% disagreed, while 5% had a neutral opinion of neither agree nor disagree.

Time Spent on Issues

Businesses were then read a list of eleven issues and were asked if the **Police should spend more or less time on each or if they are currently spending the right amount of time on them.**

“Do you think the Woodstock Police Service should spend more time, less time or are they currently spending the correct amount of time dealing with the following issues?”

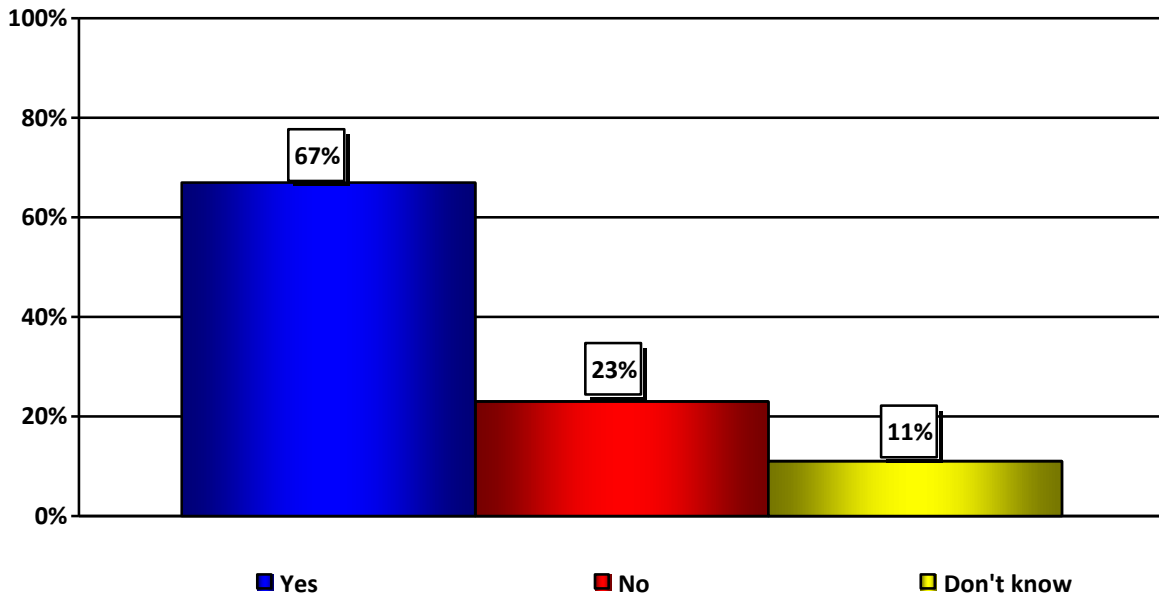
	More Time	Less Time	Correct amount of time	Don't know
Q24. Drug enforcement	72%	3%	25%	-
Q25. Youth crime	53%	5%	41%	-
Q26. Hate crimes	47%	5%	40%	8%
Q27. Human Trafficking	33%	20%	27%	20%
Q28. General Traffic Enforcement	7%	20%	73%	-
Q29. Distracted driving	52%	12%	36%	-
Q30. Speed Enforcement	13%	11%	76%	-
Q31. Property Crimes	40%	7%	47%	7%
Q32. Impaired driving	61%	7%	32%	-
Q33. School resources / education	47%	7%	33%	13%
Q34. Downtown foot patrol	60%	7%	27%	7%

The issues that businesses want the Police to dedicate more time towards were for drug enforcement (72%), impaired driving (61%), downtown foot patrols (60%), next followed by youth crimes (53%) and distracted driving (52%). Respondents most feel the Police are dedicating the right amount of time related to speed enforcement (76%) and general traffic enforcement (73%), the two areas that also had the lowest answers of “more time” (13% and 7% respectively). Overall, businesses do not appear to want the Police to spend less time on issues, but the areas that had the highest responses in this category related to human trafficking (20%) and general traffic enforcement (20%). Businesses were most unsure or did not know how the Police should spend time on the issues of human trafficking (20%) and school resources or education (13%).

Keeping Public Informed

The following question asked businesses to **rate the Woodstock Police Service in keeping the public informed on key issues.**

Q35. Do you feel the Woodstock Police Service does a good job keeping the public informed about on-going issues in Woodstock?

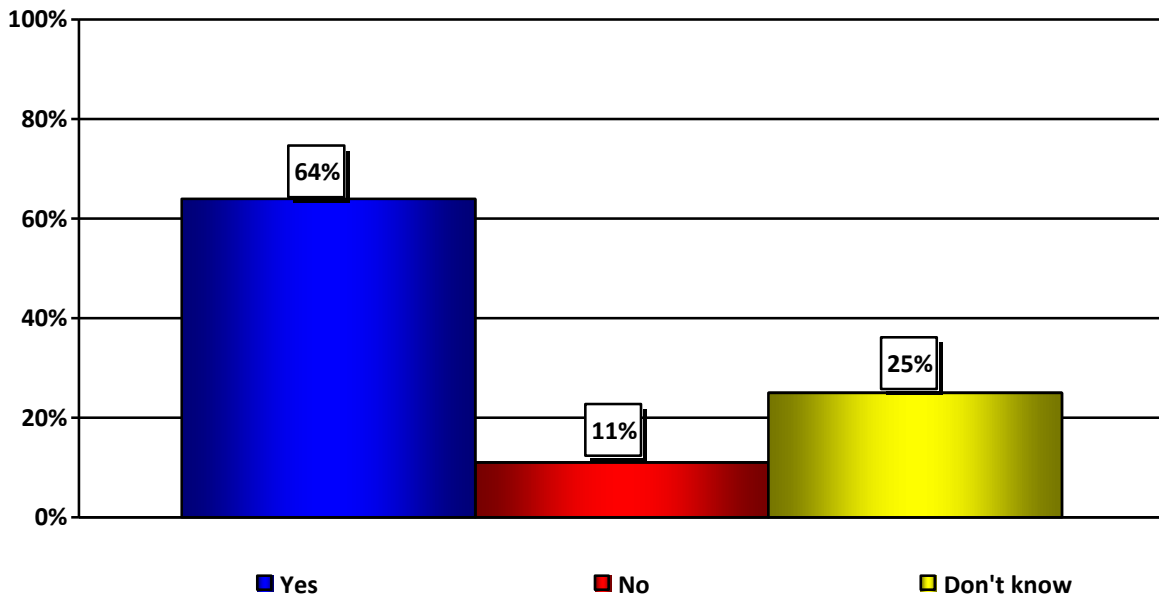


A two-thirds majority (67%) are of the opinion that the Police keep them informed about on-going issues, while less than one-quarter or 23% do not, while 11% were unsure or had no opinion.

Attending Community Events

In another related indicator, businesses were asked if they felt **Members of the Police Service attend enough community events.**

Q36. “Do you feel the Members of the Woodstock Police Service attend enough community events?”



A total of 64% of businesses feel that Members of the Woodstock Police Service attend enough community events, while only 11% said that they do not. A significant number of businesses or 25% were unsure or unaware of Police community outreach activities.

Source of Information

In an open ended or unaided question, businesses were asked to name the **main source by which they get information about police activities in the community.**

Q37. “What sources do you use to obtain information about police activities in the City of Woodstock?”

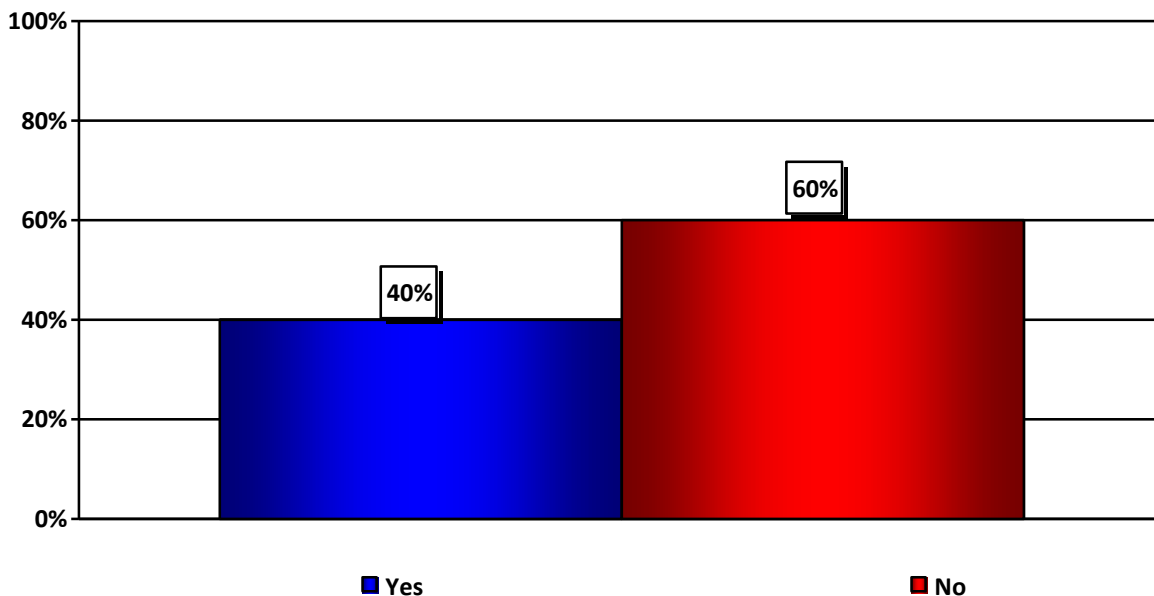
Sources of information	Percentage
Media release through Heart FM 104.7	27%
WPS Internet Web site	20%
Media release through Sentinel Review	20%
Do not	13%
Facebook	13%
Twitter	7%

Among businesses, media releases through Heart FM was the most cited source of information by 27%, followed by the Woodstock Police Service Website by 20% and media releases through the Sentinel Review by 20%. Other named sources of information included Facebook by 13% and Twitter by 7%, while 13% of businesses claimed that they do not get any information.

Website

A specific question was asked about visiting the Woodstock Police Service Website.

Q38. “Have you ever visited the Woodstock Police Service Website?”

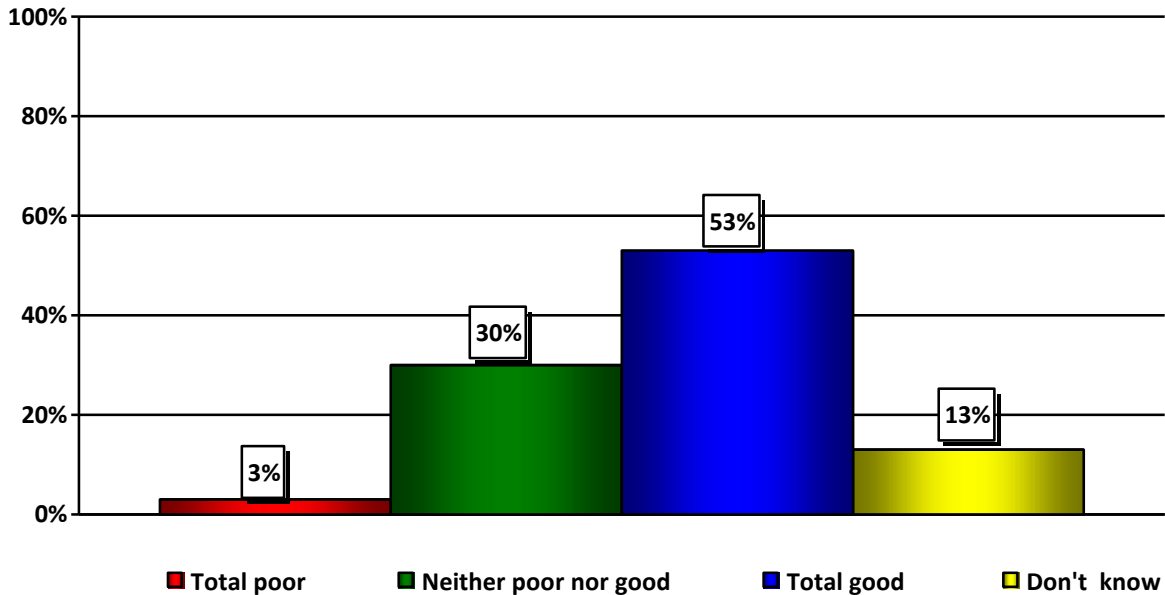


A total of 40% (n=30) of businesses interviewed stated that they have visited the Woodstock Police Service Website.

Website visitors (n=30) were then asked a follow-up question about their reasons for going on the site (Q39). In this open ended question, 43% of the answers related to viewing information about the Service, 16% to get contact information, 14% were just browsing and 7% named each of viewing the Chief’s message, looking for media releases and getting Service Board meeting information. A total of 3% were looking at business opportunities and 3% information on criminal record checks.

In a final question asked to Website visitors (n=39), they were asked to **rate the content of the information available on the site as being relevant and helpful.**

Q40. “Using a scale from one being very poor to five being very good how would you rate the content of the information available on the website as being relevant, useful and helpful?”

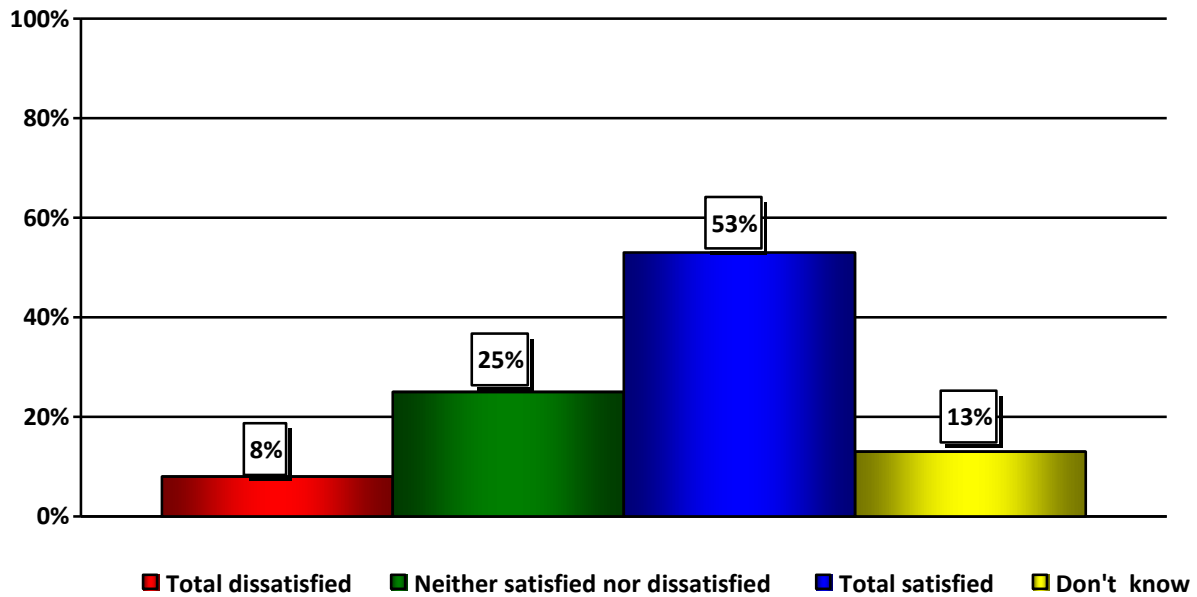


Businesses were tepid on their opinions of the site as being relevant and helpful as only 53% gave it a good or very good rating and 30% a neutral (neither poor nor good) one. Only 3% accorded it a negative poor score and 13% did not know or had no opinion.

Community Engagement

Businesses were then asked to rate their satisfaction with the Woodstock Police Service in **engaging the public through media releases and social media**.

Q41. “How satisfied are you with the Woodstock Police Service’s level of engagement with the community through media releases and through social media?”

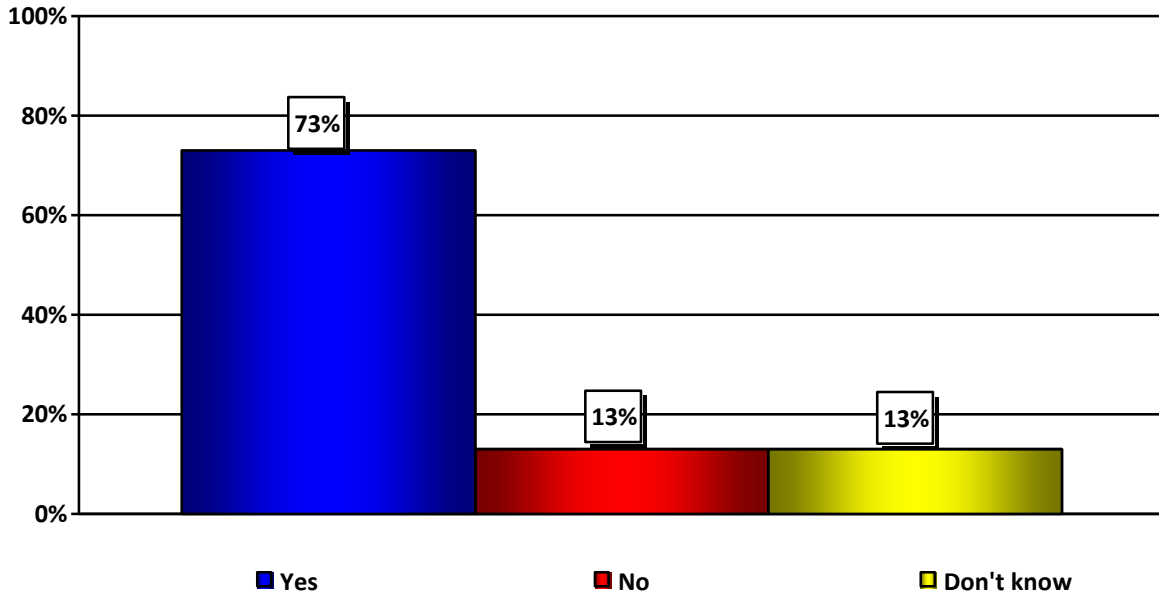


Businesses also gave moderate approval for the Police Service in engaging the community. A total of 53% provided a good or very good score in this area, 25% a neutral one (neither poor nor good), 8% a negative rating and 13% did not know or were unsure.

Tax Dollars

In a final indicator, businesses were asked if they felt they were **getting good policing value for their tax dollars spent**.

Q42. “Do you feel that you are getting good policing value for your tax dollars?”



A majority of businesses or 73% feel that they are getting good policing value for their tax dollars, compared to only 13% that do not, while 13% were undecided on this issue.