

PEEL POLICE BUSINESS SURVEY

September 2023



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INTRODUCTION



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Methodology



Method: CATI (Computer Aided Telephone Interview) using a randomly generated sample of business phone numbers.

Criteria for Participation: Business owners/managers in the Peel Region (Mississauga and Brampton) who have awareness of Peel Regional Police.

Sample Size: N=300 (Mississauga: n=180; Brampton: n=120)

Average Length: 15.2 min

Margin of Error: $\pm 5.66\%$

Fieldwork Dates: July 17th – August 8th, 2023



Reporting Consideration

TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) refer to the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “satisfied,” where a grouping of “dissatisfied” (BTM2) may be the combined result of “dissatisfied” and “very dissatisfied.”

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Significance Testing

Throughout the report, statistically significant differences (at 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes.

Trending

Trending data has been included where possible.



EXECUTIVE SUMMARY



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Executive Summary

The findings of the 2023 Business Survey provides the Peel Regional Police (PRP) a foundation of information that allows them to better understand the needs of our business owners. As a diagnostic tool, this survey offers a way to identify and track the public's shifting perceptions of different programs and service delivery. This survey also included the core questions from Public Safety Canada guideline.

In summary, there has been a decline in overall results when comparing the current year to 2020. The level of general satisfaction with personal safety remains relatively stable compared to 2020; however, it is noteworthy that compared to 2020, a higher percentage of respondents believed that crime in the neighbourhood of their business has increased over the past year.

Perception of Police

- Overall, business owners' perceptions of the Peel Regional Police are positive – they would help the police if asked (TOP2: 97%), feel a moral duty to follow police orders (TOP2: 92%), and are generally support how the police usually act (TOP2: 80%). *(Slide 12)*
 - Most business owners agree that the Peel Regional Police does well in treating people with respect (TOP2: 86%) and making fact-based decisions (TOP2: 79%). However, they are less in agreement that the police are dealing with the things that matter to people in the community (TOP2: 65%). *(Slide 12)*
- Half of Peel business owners (TOP2: 50%) say the police rarely or never exceed their authority, with 1 in 3 (34%) saying the police have never done so in their neighbourhood. *(Slide 13)*
- Moreover, the majority of Peel business owners (TOP2: 57%) think the Peel police are doing a good or excellent job, and a similar proportion (TOP2: 54%) also say the police in this country are doing a good or excellent job. *(Slide 15)*



Executive Summary

Community Safety

- Overall, 2 in 3 Peel business owners (TOP2: 65%) feel satisfied with their personal safety. However, more than half of Peel business owners think that crime in their businesses neighbourhood has increased (60%). *(Slides 17-18)*
- In general, theft of vehicles (BTM2: 73%) and fraud scams (BTM2: 72%), theft from vehicles (BTM2: 66%), and break-ins at local business (BTM2: 61%) are the largest problems Peel business owners face. *(Slide 19)*
 - On the other hand, 2 in 5 Peel business owners think school safety (TOP2: 46%), gang violence (TOP2: 44%) and family and domestic violence (TOP2: 43%) are small problems or not problems at all. *(Slide 19)*
- Regarding road safety, aggressive driving (BTM2: 80%), speeding (BTM2: 80%) and distracted driving (BTM2: 75%), are the largest problems Peel business owners face. *(Slide 20)*
 - On the other hand, around 1 in 3 Peel business owners think pedestrian safety (TOP2: 37%) and impaired driving (TOP2: 30%) are small problems or not problems at all. *(Slide 20)*
- Overall, over 4 in 5 Peel business owners (TOP2: 82%) agree that Peel Regional Police employees are reflective of the Peel community, with nearly 1 in 3 Peel business owners (31%) reporting that direct contact or personal experience had the most influence on their impressions of Peel Regional Police. *(Slides 21-22)*

Executive Summary

Contact And Communication

- Nearly 2 in 5 Peel business owners (38%) have contacted Peel Regional Police in the last 2 years. Among those who did, about 2 in 5 (42%) recently contacted the police for being a victim of a crime or reporting a crime. *(Slide 24)*
- Overall, about two-thirds of Peel business owners (TOP2: 64%) who have contacted Peel Regional Police in the last 2 years felt satisfied with the way the police treat them. *(Slide 25)*
- Nearly 3 in 10 Peel business owners (28%) have been a victim of a crime, and of those who did, 3 in 4 (76%) reported the crime. *(Slide 26)*
- Moreover, nearly 9 in 10 Peel business owners (87%) have personally been the victim of a crime committed in the Brampton or Mississauga area at least once. *(Slide 27)*
- A small number of Peel business owners (7%) have contacted Peel Regional Police on matters related to mental health. *(Slide 28)*

Police Services

- Awareness of PRP initiatives are low, with around half of Peel business owners being not at all aware about the Mobile Crisis Rapid Response Teams (48%), Anti-racism Advisory Committee (53%), and Human Rights Project (58%). *(Slide 30)*
 - Meanwhile, awareness is lower on 2 additional initiatives: nearly 7 in 10 are not at all aware about the Divisional Mobilization Units (67%) or Safe Centre Response Team (66%). *(Slide 30)*
- Awareness is higher on PRP services, specifically as they relate to Accident Reporting Centres (TOP2: 72%) and Body Worn Cameras (65%). *(Slide 31)*
 - However, more than half (56%) are not at all aware about the Crime Mapping. *(Slide 31)*
- Overall, over 4 in 5 Peel business owners (TOP2: 82%) think it is important for Peel Regional Police to continue to focus on working with community partners and supporting individuals impacted by mental health and other vulnerable populations, with nearly two-thirds (64%) saying it is very important. *(Slide 32)*



DETAILED FINDINGS



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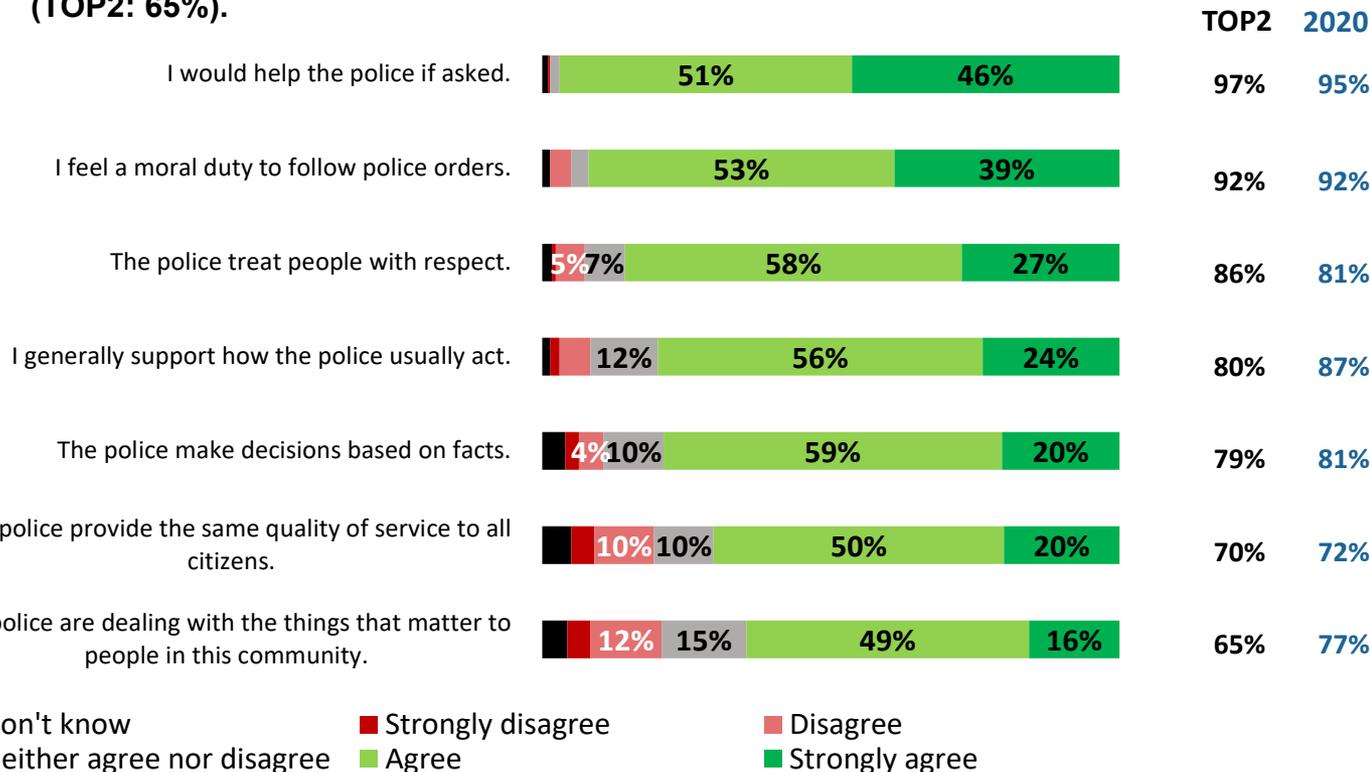
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PERCEPTION OF PRP



Perception of Police

Nearly all Peel business owners would comply with and help the police (TOP2: 97%). According to businesses', the Peel Regional Police does well in treating people with respect (TOP2: 86%) and making fact-based decisions (TOP2: 79%), but are less in agreement that the police are dealing with the things that matter to people in the community (TOP2: 65%).



Business owners' perceptions of the Peel Regional Police are generally positive in most aspects – they also agree that they support how the police usually act (TOP2: 80%), that the police make decisions based on facts (TOP2: 79%), and that they provide the same quality of service to all citizens (TOP2: 70%).

Q1. I'm going to read a series of statements, as I read each please tell me if you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree, when you think about Peel Regional Police?

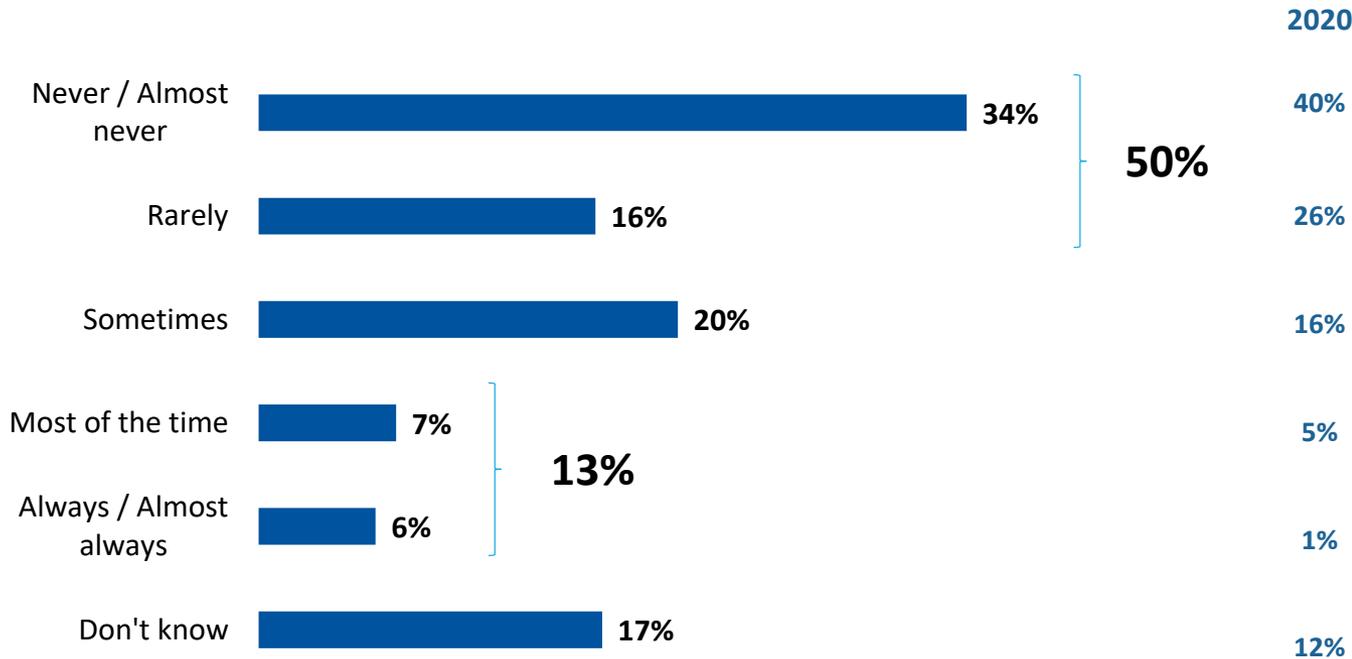
Sample size: n = 300

Framework: All Respondents



Police Exceeding Authority

Half of Peel business owners (TOP2: 50%) say the police rarely or never exceed their authority, with 1 in 3 (34%) saying the police have never done so in their neighbourhood. On the contrary, 1 in 7 (BTM2: 13%) say the police exceed their authority always or most of the time.



Business owners in Brampton are more likely to say the police most of the time or always exceed their authority, compared to business owners in Mississauga (TOP2: 18% vs 8%).

Q2. About how often would you say that the police in your neighborhood exceed their authority?

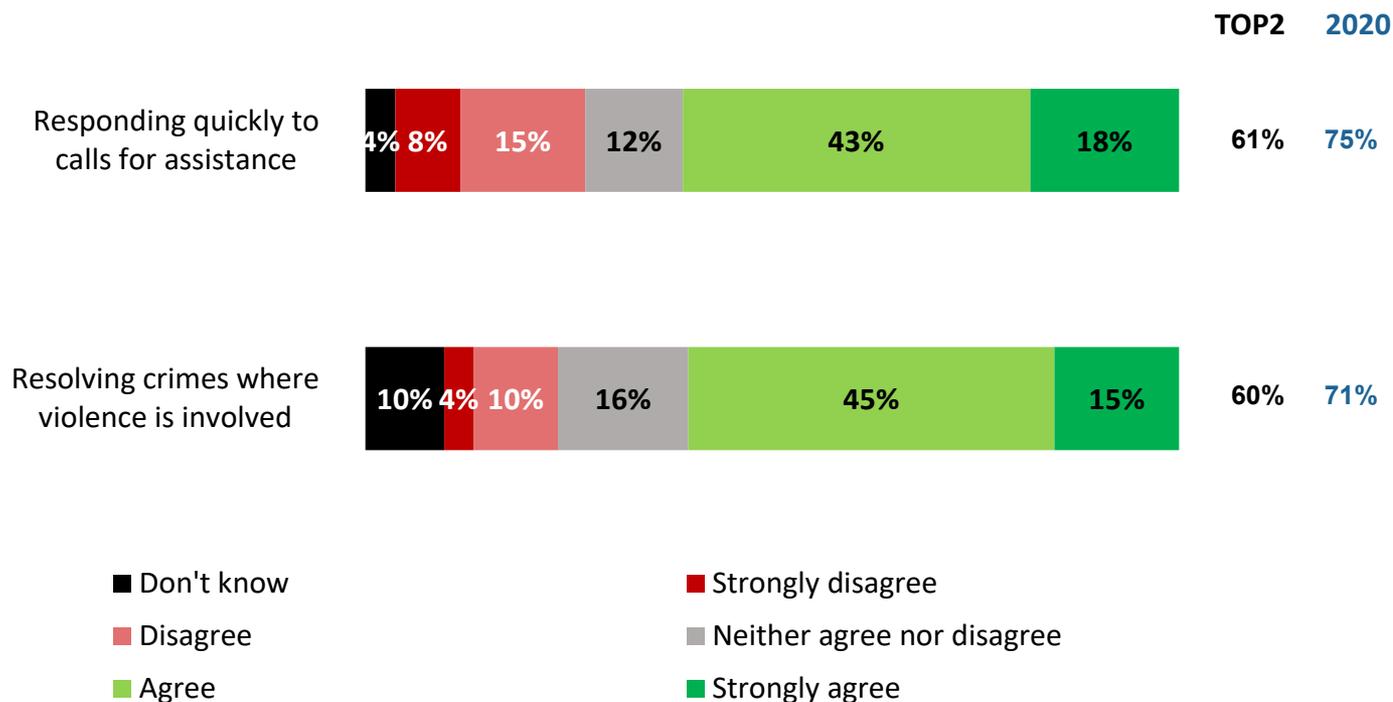
Sample size: n = 300

Framework: All Respondents



Police Qualities

6 in 10 Peel business owners (TOP2: 61%) say the Peel Regional Police is effective at responding quickly to calls for assistance. Similarly, another 6 in 10 (TOP2: 60%) say they are effective at resolving crimes where violence is involved.



Business owners in the services sector are more likely to say the police is effective at resolving crimes where violence is involved compared to business owners in transportation, communication, utilities sector (TOP2: 65% vs 43%), and are also more likely to mention that police are effective at responding quickly to calls for assistance (TOP2: 70% vs 41%).

Q3. In general, do you strongly agree, agree, neither disagree nor agree, disagree, or strongly disagree that the Peel Regional Police are effective at...

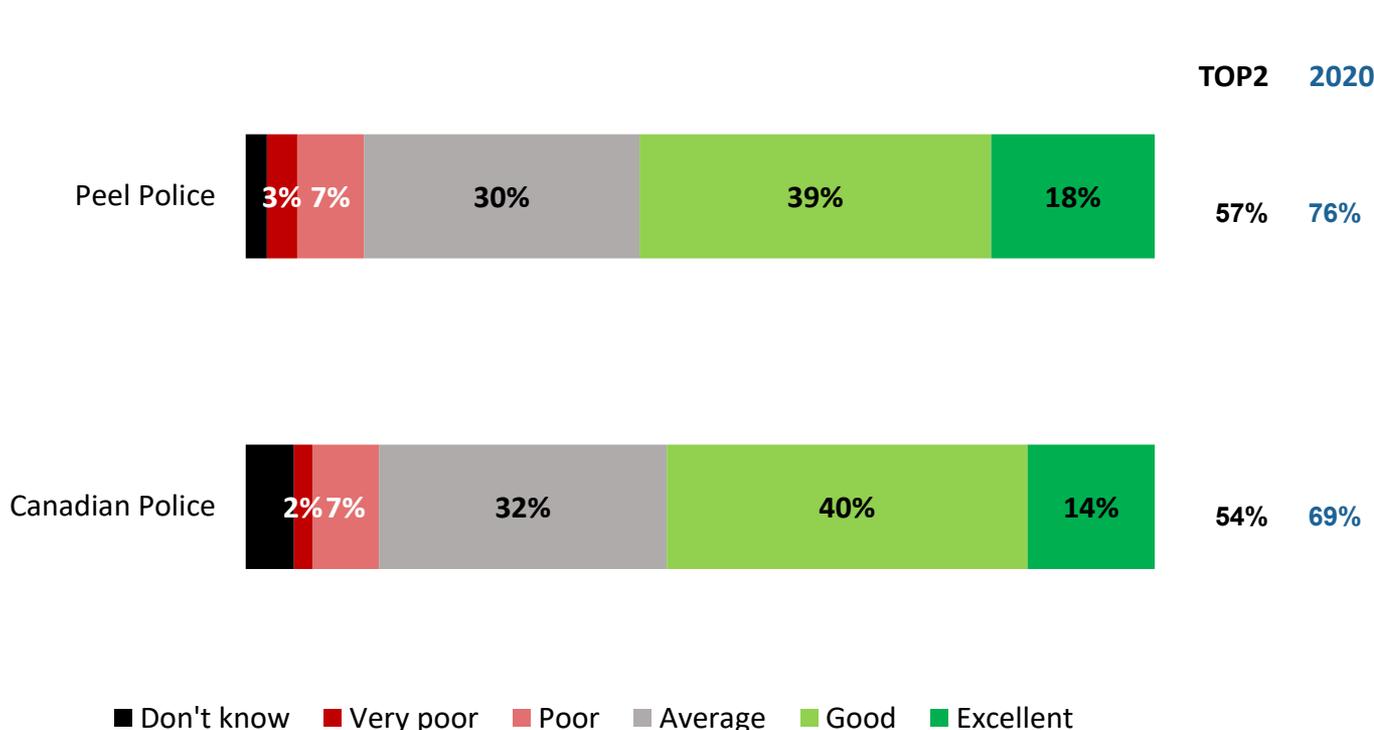
Sample size: n = 300

Framework: All Respondents



Peel vs Canadian Police

Overall, the majority of Peel business owners (TOP2: 57%) think the Peel police are doing a good or excellent job. A similar proportion (TOP2: 54%) also say the police in this country are doing a good or excellent job.



Compared to business owners in transportation, communication, utilities sector, business owners in the services sector are more likely to say the Peel police are doing a good or excellent job (TOP2: 63% vs 41%).

Q4. Taking everything into account, how good a job do you think the police in this area are doing? Are they doing a very poor, poor, average, good, or excellent job? / **Q5.** Taking everything into account, how good a job do you think the police in this country are doing? Again, are they doing a very poor, poor, average, good, or excellent job?

Sample size: n = 300

Framework: All Respondents



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COMMUNITY SAFETY



Satisfaction with Personal Safety

2 in 3 Peel business owners (TOP2: 65%) feel satisfied with their personal safety.



- Very dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Very satisfied

Business owners in the retail and services sectors are more likely to say the Peel police are doing a good or excellent job compared to business owners in the transportation, communication and utilities sector (TOP2: 70% and 70% vs 35%, respectively).

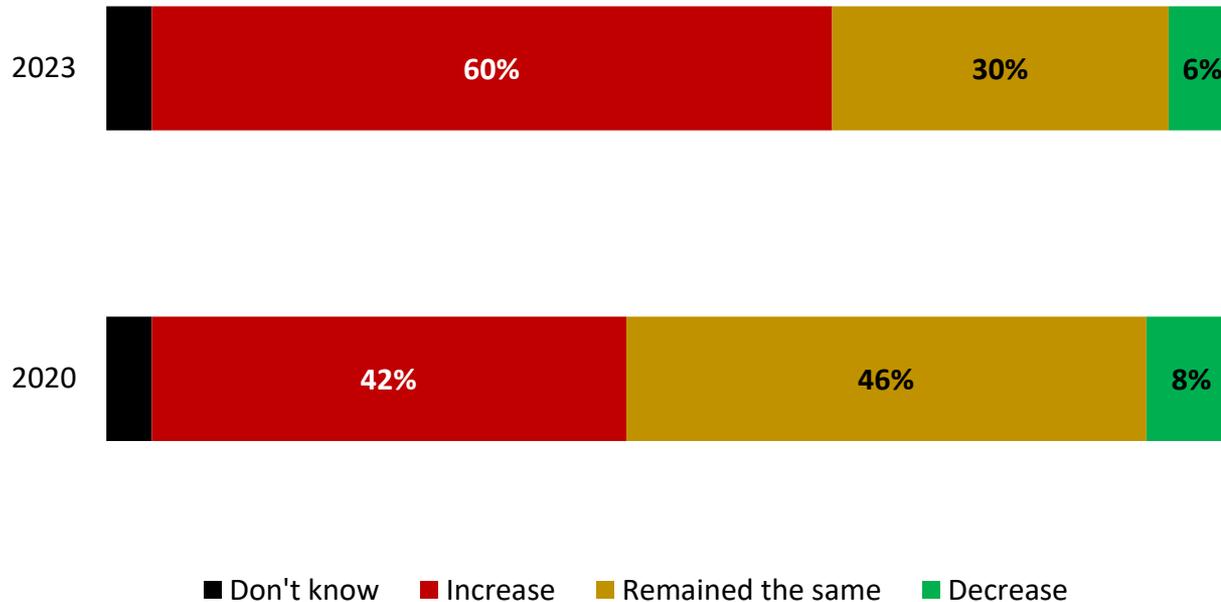
Q6. In general, are you very satisfied, satisfied, neither dissatisfied nor satisfied, dissatisfied, or very dissatisfied, with your personal safety from crime?

Sample size: n = 300

Framework: All Respondents

Crime in Neighbourhood

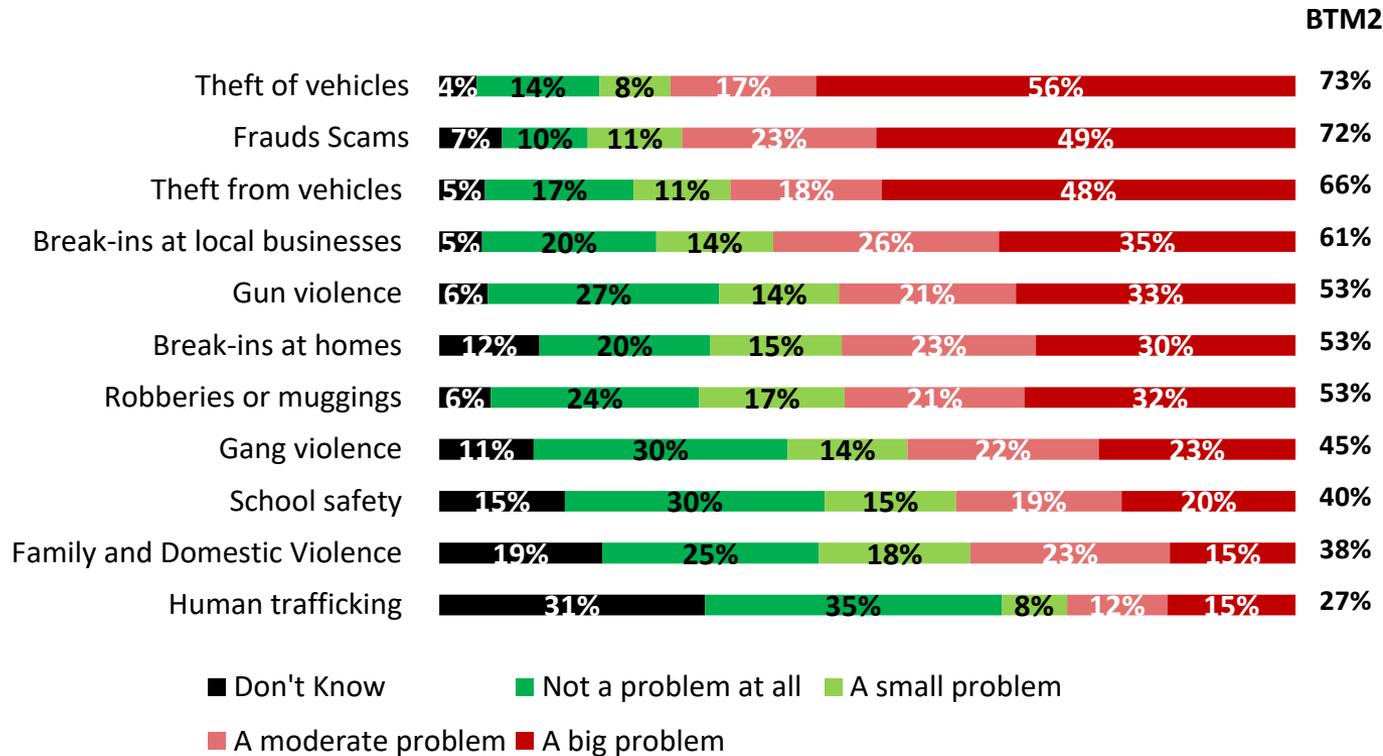
More than half of Peel business owners think that crime in their businesses neighbourhood has increased (60%).



Business owners operating in Brampton are more likely to think that crime in their neighbourhood has increased, compared to business owners operating in Mississauga (71% vs 53%).

Problems in Neighbourhood

In general, theft of vehicles (BTM2: 73%) and fraud scams (BTM2: 72%), theft from vehicles (BTM2: 66%), and break-ins at local business (BTM2: 61%) are the largest problems Peel business owners face.



On the other hand, 2 in 5 Peel business owners think school safety (TOP2: 46%), gang violence (TOP2: 44%) and family and domestic violence (TOP2: 43%) are small problems or not problems at all.

Q8. Thinking about the neighborhood around your business, would you say that each of the following aspects are a big problem, a moderate problem, a small problem or not a problem at all?

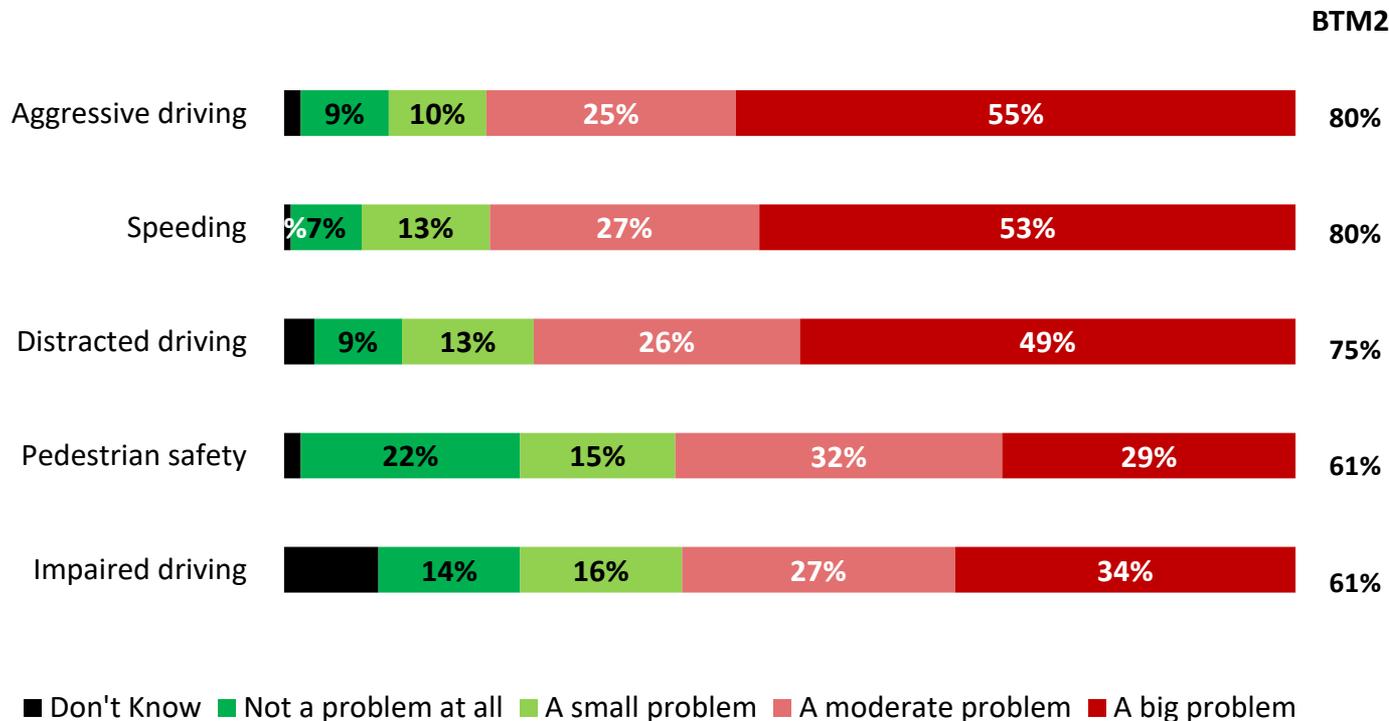
Sample size: n = 300

Framework: All Respondents



Road Safety Issues

In general, regarding road safety, aggressive driving (BTM2: 80%), speeding (BTM2: 80%) and distracted driving (BTM2: 75%), are the largest problems Peel business owners face.



On the other hand, around 1 in 3 Peel business owners think pedestrian safety (TOP2: 37%) and impaired driving (TOP2: 30%) are small problems or not problems at all.

Q9. Thinking about the community around your business how much of problem are the following road safety issues.

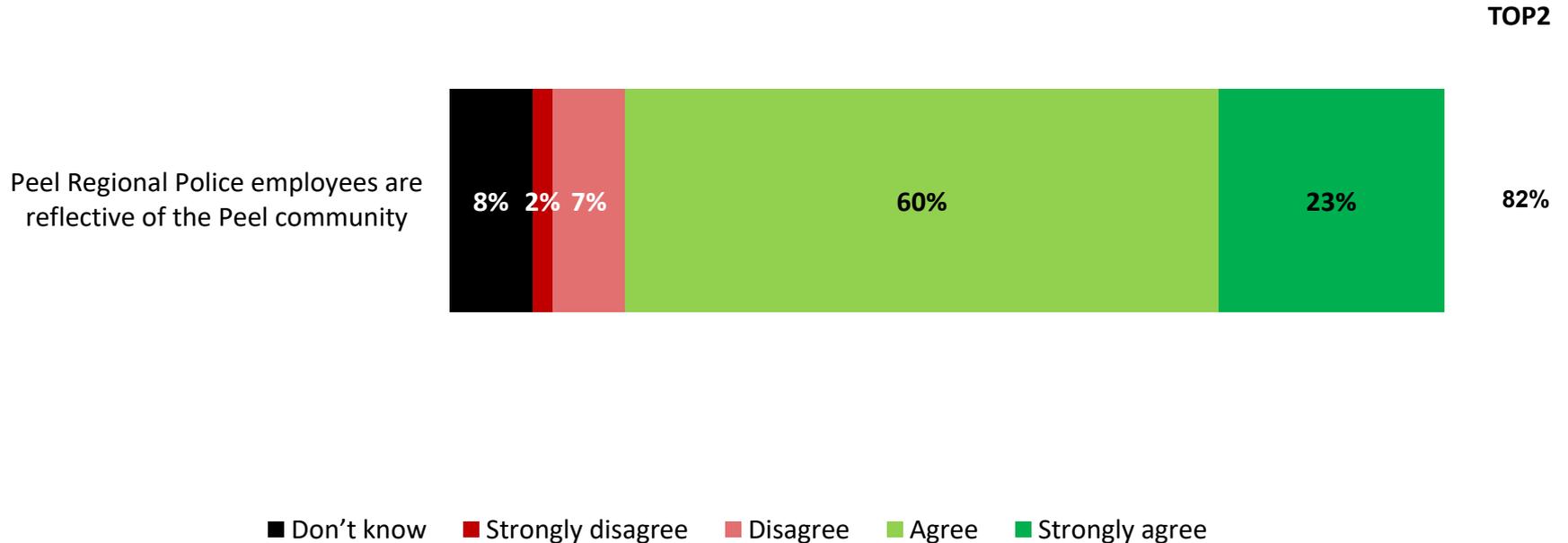
Sample size: n = 300

Framework: All Respondents



Reflection on Community

Overall, over 4 in 5 Peel business owners (TOP2: 82%) agree that Peel Regional Police employees are reflective of the Peel community.



Q10. Please tell me if you strongly agree, agree, disagree or strongly disagree this statement:

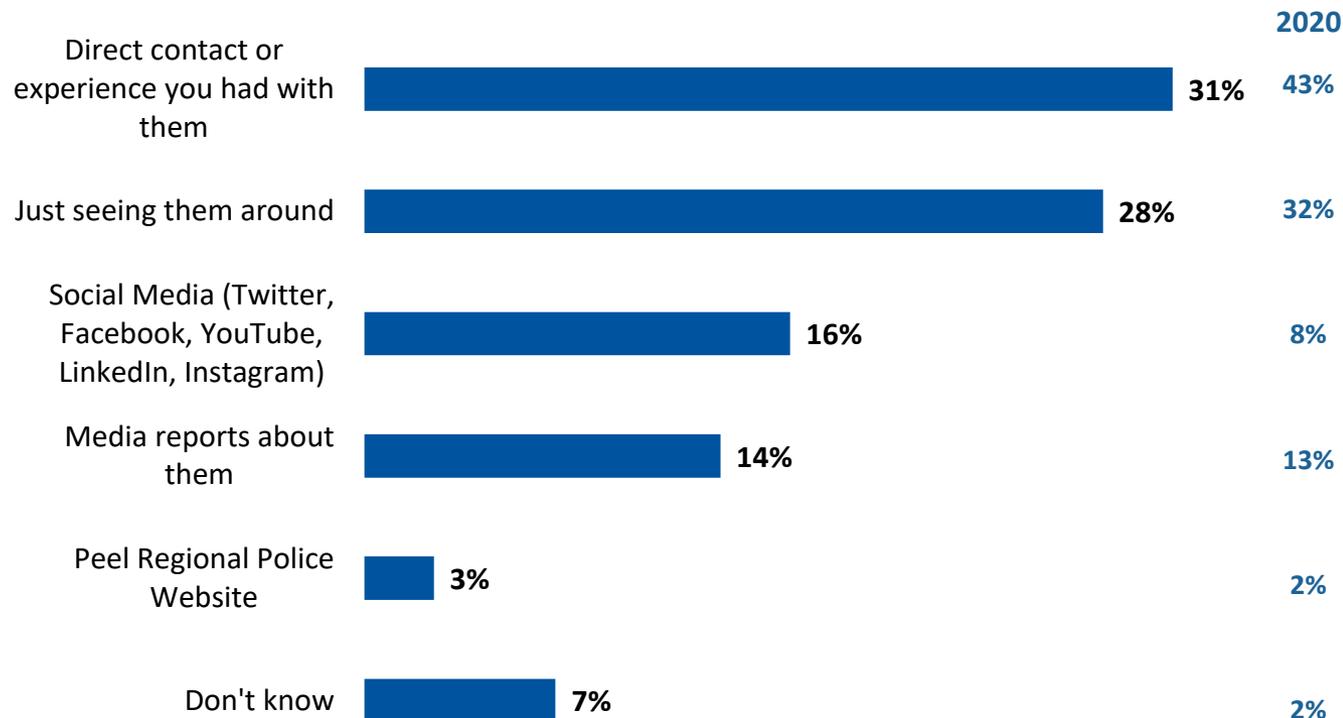
Sample size: n = 300

Framework: All Respondents



Ways of Impression

About one-third of Peel business owners (31%) report that direct contact or personal experience had the most influence on their impressions of Peel Regional Police.



Another main influence on their impressions of Peel Regional Police include seeing the Police around (28%).

Business owners who were in business in Peel for 6 years or more are more likely to report that direct contact or personal experience had the most influence on their impressions of Peel Regional Police, compared to business owners who were in business in Peel for 1 to 5 years (35% vs 16%).

Note: not shown if <1%

Q11. Which one of the following has had the most influence on your impressions of Peel Regional Police?

Sample size: n = 300

Framework: All Respondents

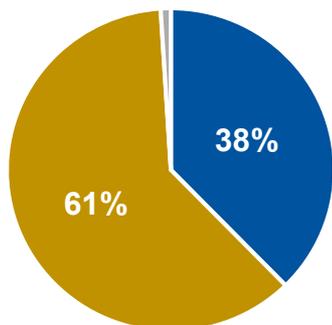


CONTACT AND COMMUNICATION

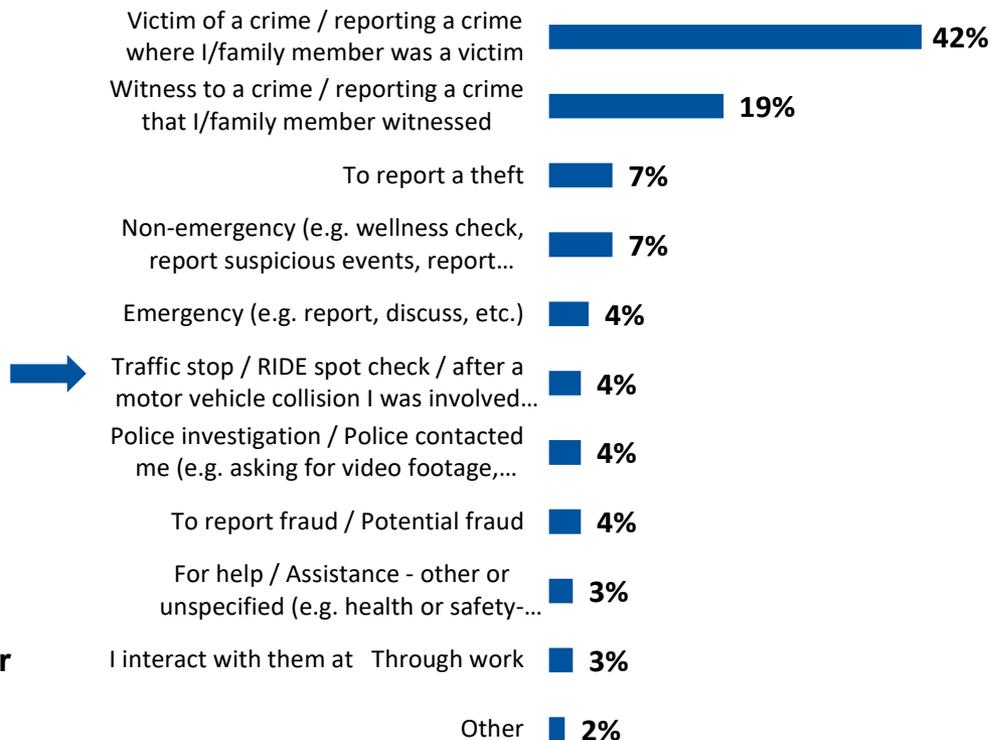
Contact with Peel Police

Nearly 2 in 5 Peel business owners (38%) have contacted Peel Regional Police in the last 2 years. Among those who did, about 2 in 5 (42%) recently contacted the police for being a victim of a crime or reporting a crime.

Contacted with Police



- Yes
- No
- Don't know/Can't remember



Note: not shown if <2%

Business owners in Brampton are more likely to have contacted Peel Regional Police in the last 2 years, compared to business owners in Mississauga (45% vs 33%).

Similarly, retail business owners are more likely to have contacted Peel Regional Police in the last 2 years, compared to services business owners (61% vs 37%).

Q12. Have you had contact with Peel Regional Police in the last 2 years? / Q13. Which of the following best describes your MOST RECENT CONTACT with Peel Regional Police?

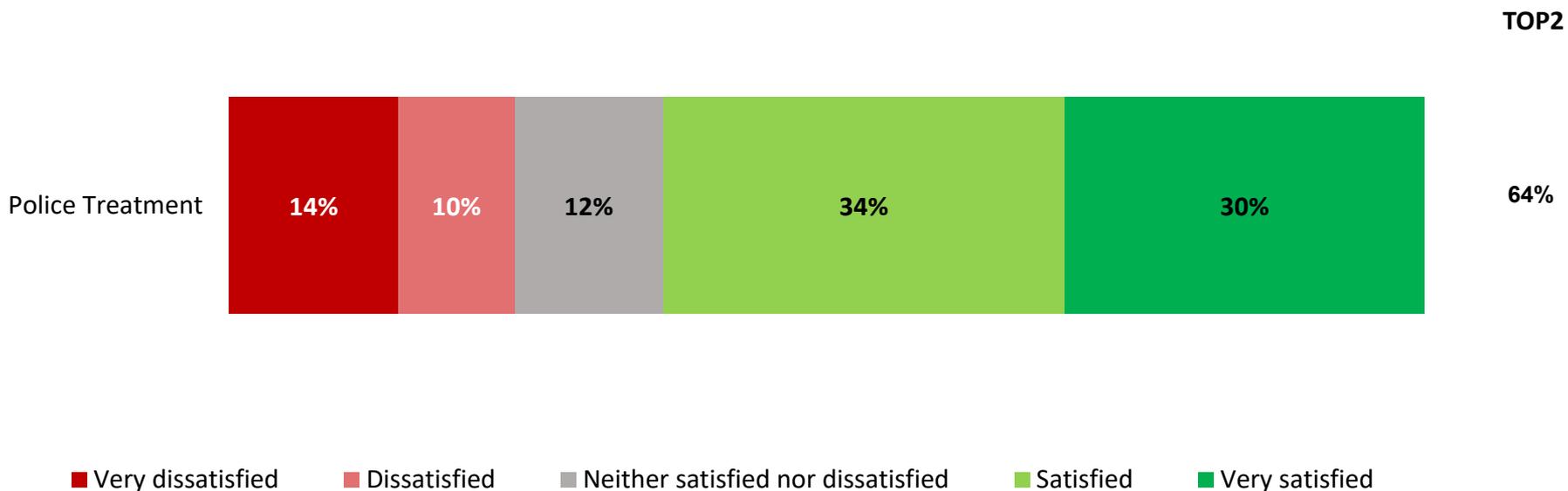
Sample size: n = 300 (Q12) / n = 113 (Q13)

Framework: All Respondents (Q12) / Respondents who have contacted the police in the last 2 years (Q13)



Satisfaction with Police Treatment

Overall, about two-thirds of Peel business owners (TOP2: 64%) who have contacted Peel Regional Police in the last 2 years feel satisfied with the way the police treat them.



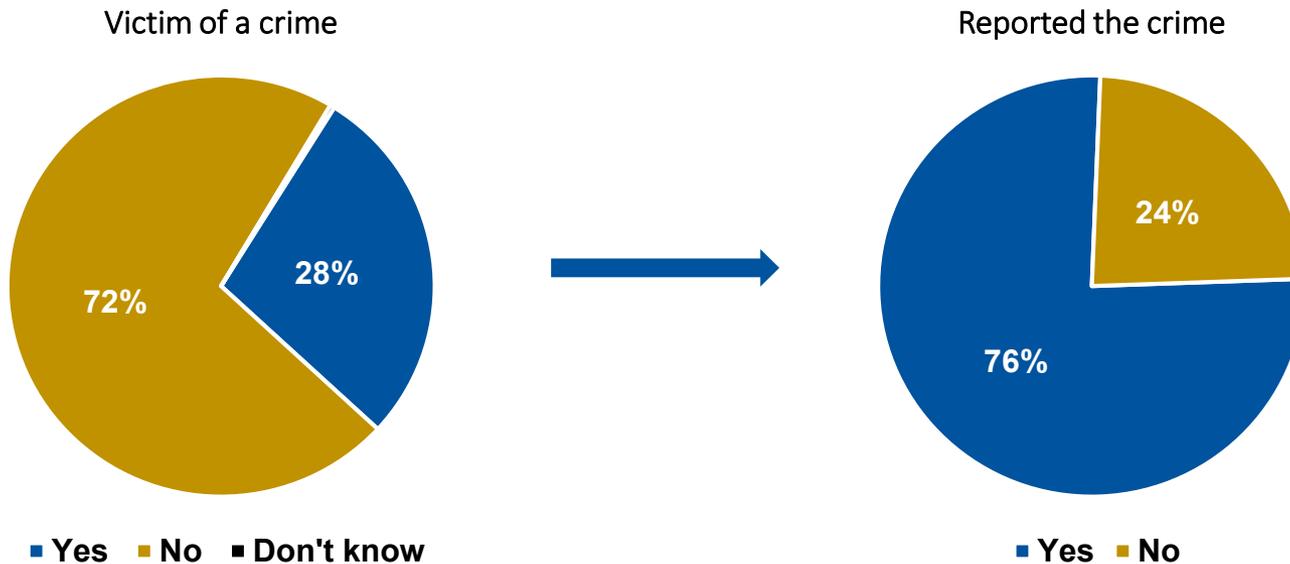
Q14. How satisfied were you with the way the police treated you? Would you say you are...

Sample size: n = 113

Framework: Respondents who have contacted the police in the last 2 years

Crime Reporting

In the past two years, 3 in 10 Peel business owners (28%) have been a victim of a crime. Among those, 3 in 4 (76%) reported the crime.



In the past two years, business owners in Brampton are more likely to have been a victim of a crime, compared to business owners in Mississauga (36% vs 22%).

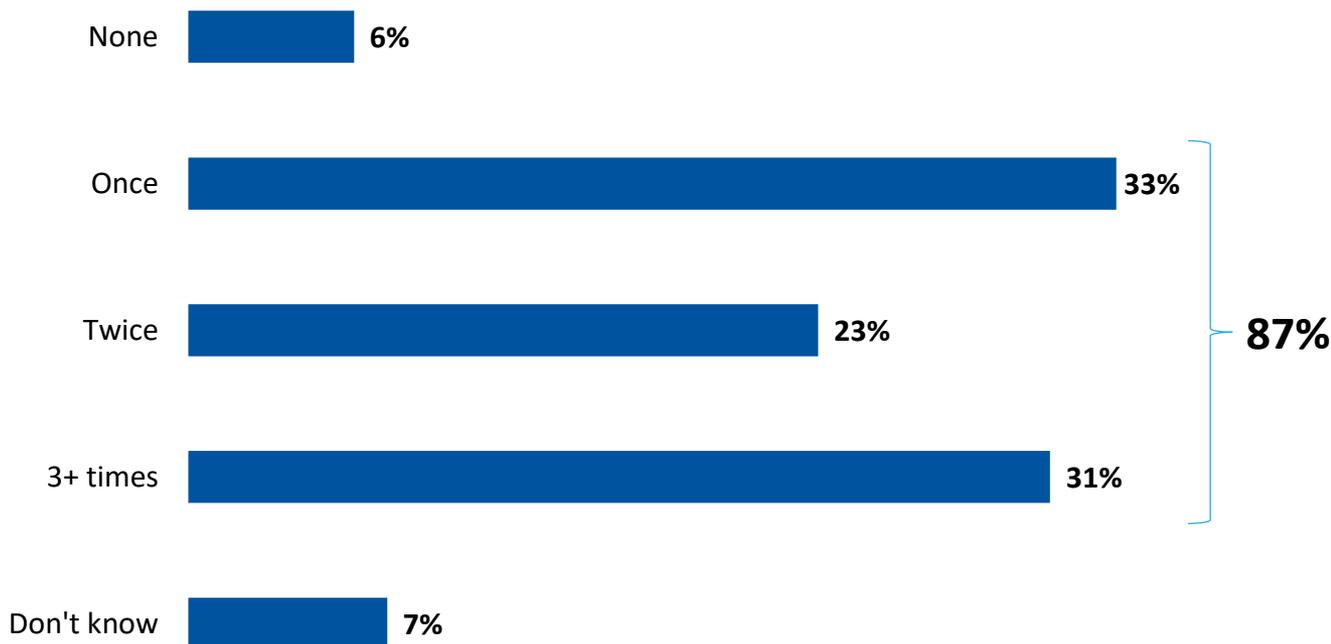
Similarly, retail business owners are more likely to have been a victim of a crime, compared to services business owners and transportation, communication, utilities business owners (64% vs 30% and 38%, respectively).

Q15. In the past two years, has your business been a victim of any crime? / **Q16.** Did you report it?
Sample size: n = 300 (Q15) / n = 84 (Q16)
Framework: All Respondents (Q15) / Respondents who was a victim of a crime (Q16)



Crime Victim in Peel Area

Within the Peel business owners who were victims of a crime, nearly 9 in 10 Peel business owners (87%) have personally been the victim of a crime committed in the Brampton or Mississauga area at least once in the past two years.



1 in 5 Peel business owners (23%) have personally been the victim of a crime committed in the Brampton or Mississauga area twice, and 1 in 3 (31%) have personally been the victim of a crime committed in the Brampton or Mississauga three times or more.

Q17. In the past two years, approximately how many times has your business been the victim of a crime committed in the Brampton or Mississauga area?

Sample size: n = 84

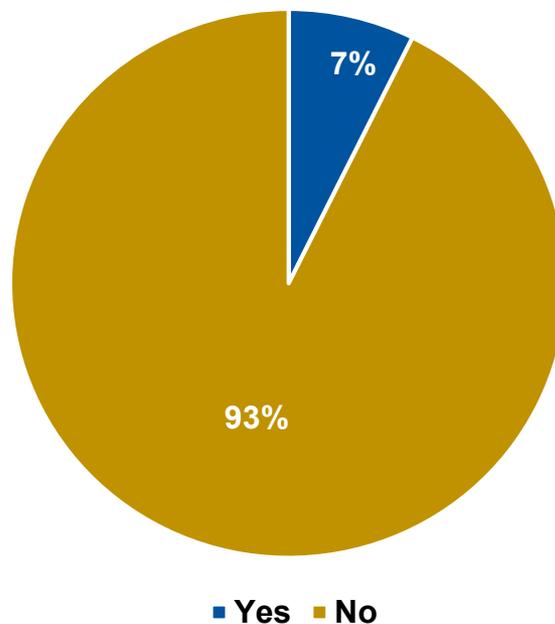
Framework: Respondents who were a victim of a crime in the past two years



Mental Health – Contacting Police

A small number of Peel business owners (7%) has contacted Peel Regional Police for a matter related to mental health.

Contact Police – Mental Health Matter



Q18. In the past two years, have you contacted Peel Regional Police for a matter related to mental health?

Sample size: n = 300

Framework: All Respondents

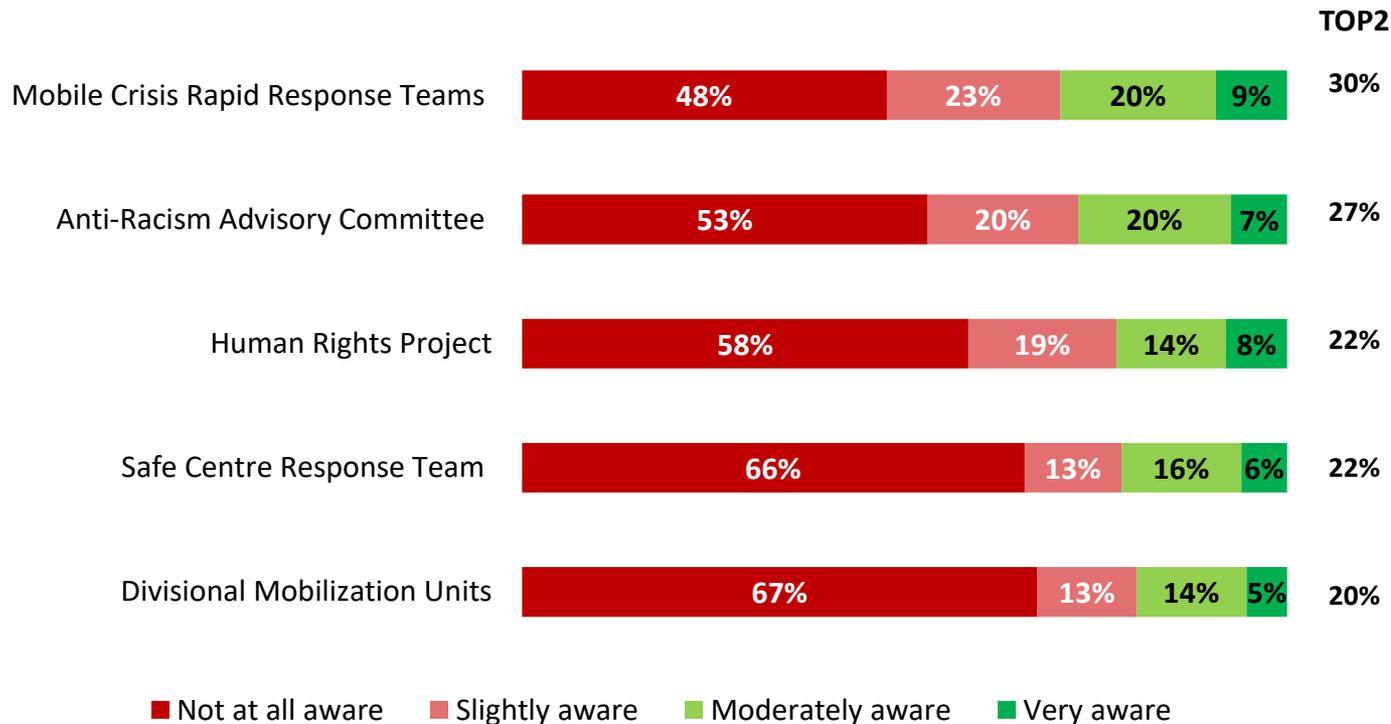


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POLICE SERVICES

Initiatives Awareness

Awareness of PRP initiatives is low, with half or more of Peel businesses indicating they are not at all aware on all initiatives.



TOP2

1 in 3 (TOP2: 30%) are very aware or moderately aware about Mobile Crisis Rapid Response Teams.

On the other hand, only 1 in 5 are very aware or moderately aware about the Divisional Mobilization Units (TOP2: 20%) and Safe Centre Response Team (TOP2: 22%).

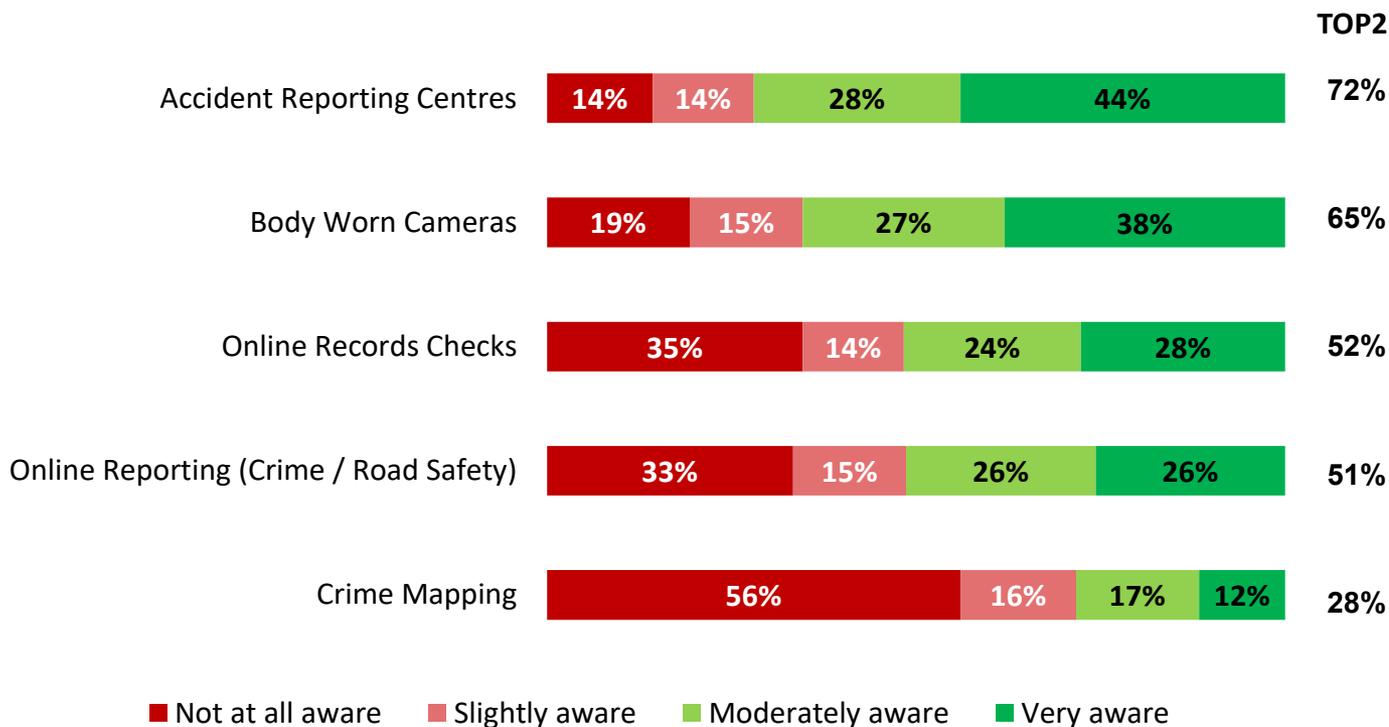
Q19. Please indicate your level of awareness of the following initiatives:

Sample size: n = 300

Framework: All Respondents

Services Awareness

Awareness is higher on PRP services, specifically as they relate to Accident Reporting Centres (TOP2: 72%) and Body Worn Cameras (65%). However, more than half (56%) are not aware about the Crime Mapping.



TOP2

The majority of Peel business owners (TOP2: 72%) are very aware or moderately aware about Accident Reporting Centres.

On the other hand, only 1 in 4 (TOP2: 28%) are very aware or moderately aware about the Crime Mapping.

Q20. Please indicate your level of awareness of the following police services and initiatives:

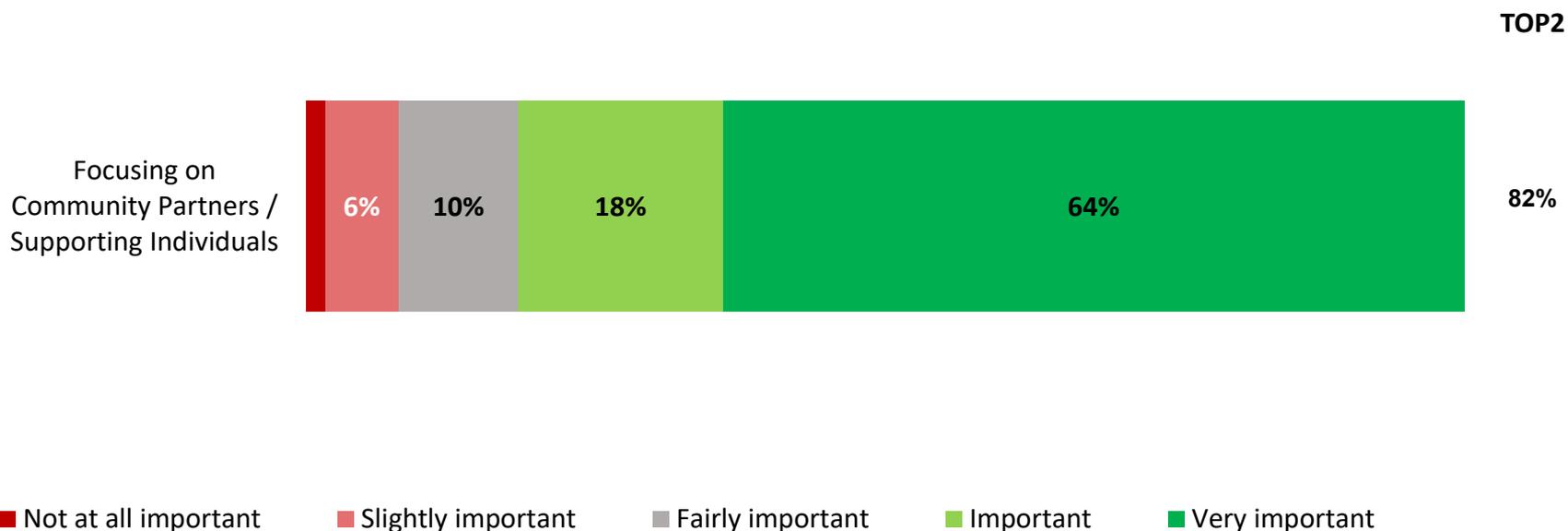
Sample size: n = 300

Framework: All Respondents



Mental Health Focus

Over 4 in 5 Peel business owners (TOP2: 82%) think it is important for Peel Regional Police to continue to focus on working with community partners and supporting individuals impacted by mental health and other vulnerable populations, with nearly two-thirds (64%) saying it is very important.



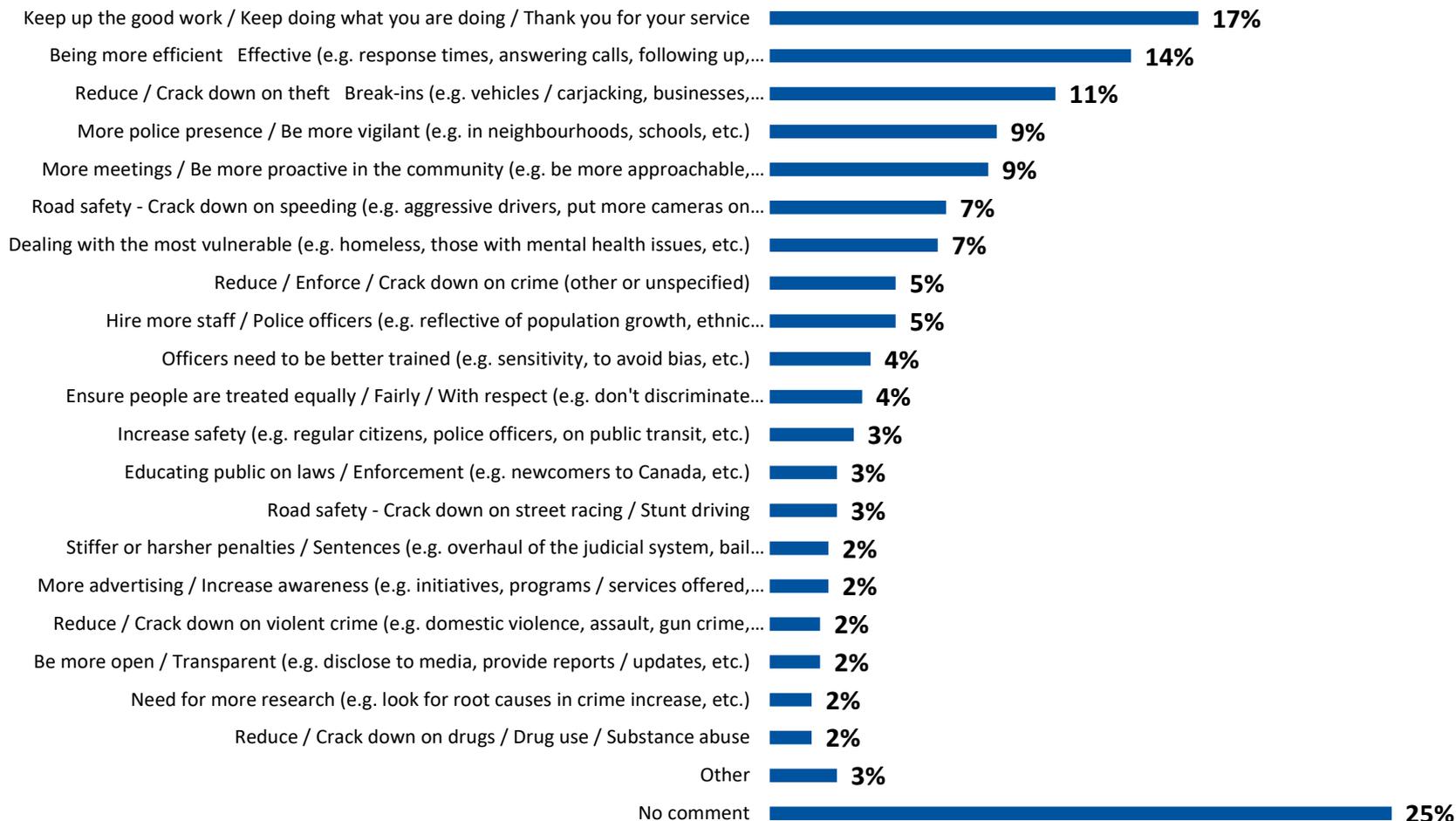
Q21. How important is it that Peel Regional Police continue to focus on working with community partners and supporting individuals impacted by mental health and other vulnerable populations?

Sample size: n = 300

Framework: All Respondents



Other Messages



Note: not shown if <3%

Q22. To wrap up, what one message would you most like to communicate to Peel Regional Police about its current and future work in your community?

Sample size: n = 300

Framework: All Respondents

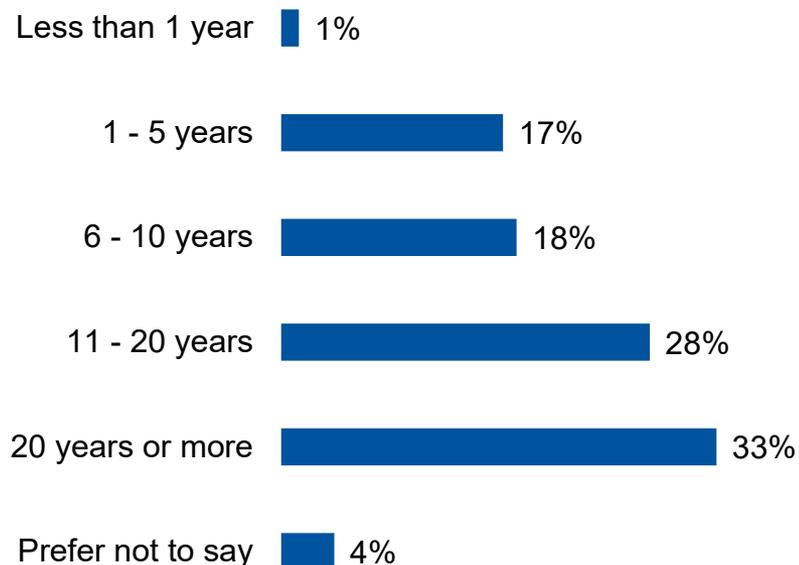


DEMOGRAPHICS

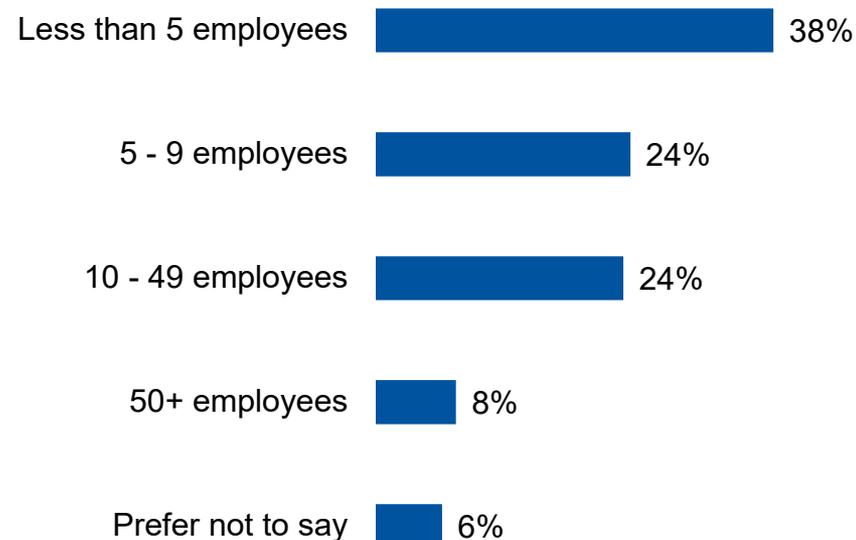


Demographics

Business Time in Peel



Number of Employees



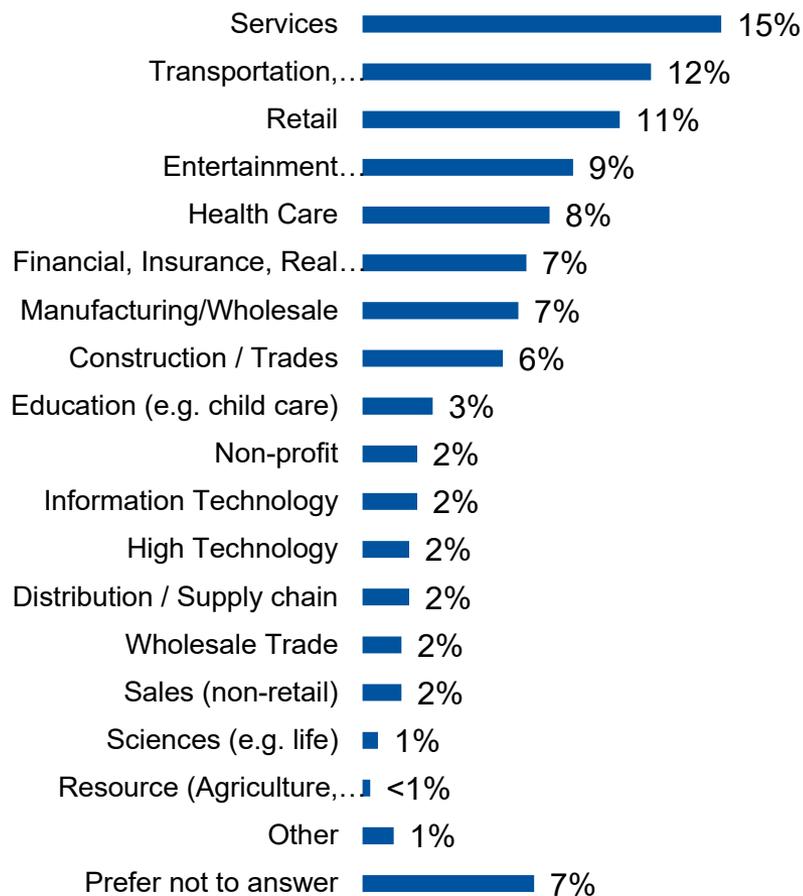
Q23. How many years has this business been located in Mississauga or Brampton? / **Q24.** How many employees are there at this business location?

Sample size: n = 300

Framework: All Respondents

Demographics

Business Industry



Business Location



Q25. What industry is your business in? / Q26. Where is your business located?

Sample size: n = 300

Framework: All Respondents