

310 Division Street Business Pulse Survey – April 2025

Data Collection

The Business Pulse Survey was opened for data collection on May 5, 2025 and closed on May 11, 2025. A total of 47 surveys were initiated during the collection window. Of these 47 responses, 13 were incomplete (i.e., surveys that were started but not finished or submitted by the end of the data collection window) and 34 were complete. The 34 complete responses included duplicate entries from two businesses. As per the declarations endorsed by respondents before beginning the survey (see Appendix A), only the most recent submission was retained. This resulted in 32 complete, unique responses. One response was submitted on behalf of a educational institution and one was submitted from a business outside the 500 metre radius of 310 Division Street to which the survey applied; these submissions were not included for analysis, however County Staff are engaging with these entities to follow-up with their concerns and identify appropriate communication channels that may be utilized in the future. Therefore 30 complete responses were received from eligible businesses.

Business Characteristics

Of the 30 unique businesses that completed the survey, most were completed by the individual who owns/operates a business at the provided business address (20 businesses). A smaller number were managers/supervisors at the businesses or owners of a commercial property listed at the address (4 businesses respectively). Only 2 responses from businesses were submitted by employees of the business listed. Most businesses were located between 201 and 300 metres of 310 Division Street (12 businesses).

Experiences

Businesses were asked to “reflect on your business’ experiences specifically with 310 Division Street and the community members who may use their services, during the month of April 2025.” Each business indicated whether 11 categories of experiences either occurred or did not occur on or near their place of business. There were a number of concerns that were reported by the vast majority of businesses during the month of April, such as visible homelessness, waste/abandoned property, substance use, loitering/trespassing, escalated behaviour, and excessive noise (see the *Experiences* section of the attached report). Most businesses reported a very negative or negative overall impact on their business from 310 Division Street (18 businesses and 5 businesses, respectively), with some reporting an overall neutral or no impact (7 businesses).

Points of Contact

In the month of April, most businesses did not contact anyone regarding the experiences that they identified (19 businesses). Reasons for this included contact being made in the past with no satisfactory action or response completed, time constraints, or that no contact was needed due to the experiences or concerns being minor.

Businesses that did contact someone about their experiences (11 businesses) indicated which categories their contacts were made for. Loitering was the most reported category (9 businesses), followed by escalated behaviour (8 businesses), and substance use (7 businesses). In terms of the number of contacts made, the most reported category was loitering (56 contacts), followed by substance use (53 contacts), and escalated behaviour (37 contacts; see the *Points of Contact – Category* section in the attached report).

Points of contact were further analyzed in terms of the number of businesses that contacted any of 6 specified groups (Northumberland County, Transition House, Emergency Services, Security, Town of Cobourg By-law Enforcement, and Elected Official), for each category (see the *Points of Contact – Businesses* section of the attached report), and the number of contacts made to each of the specified groups, for each category (see the *Points of Contact – Groups* section of the attached report). This provides information about where businesses are directing their calls, and for which types of experiences.

In terms of overall contacts, the greatest number of contacts were made to Emergency Services (62 contacts), followed by an Elected Official (58 contacts), and Northumberland County (35 contacts; see attached report section *Points of Contact – Total by Group*).

Limitations

There were two categories of experiences that when asked about the number of contacts businesses made for the specified groups, had no reported contacts (waste/abandoned property and visible homelessness). This could be due to businesses contacting other groups about the experience that were not included in the survey or due to a data entry error. Even if a specific number of contacts was not reported by a business for a specific category, they were still included in counts of businesses reporting contact for a category, but their data did not contribute to the number of contacts reported to a certain group or for a certain category. This means that the number of contacts made for each category is likely an underestimate of the true number of contacts.

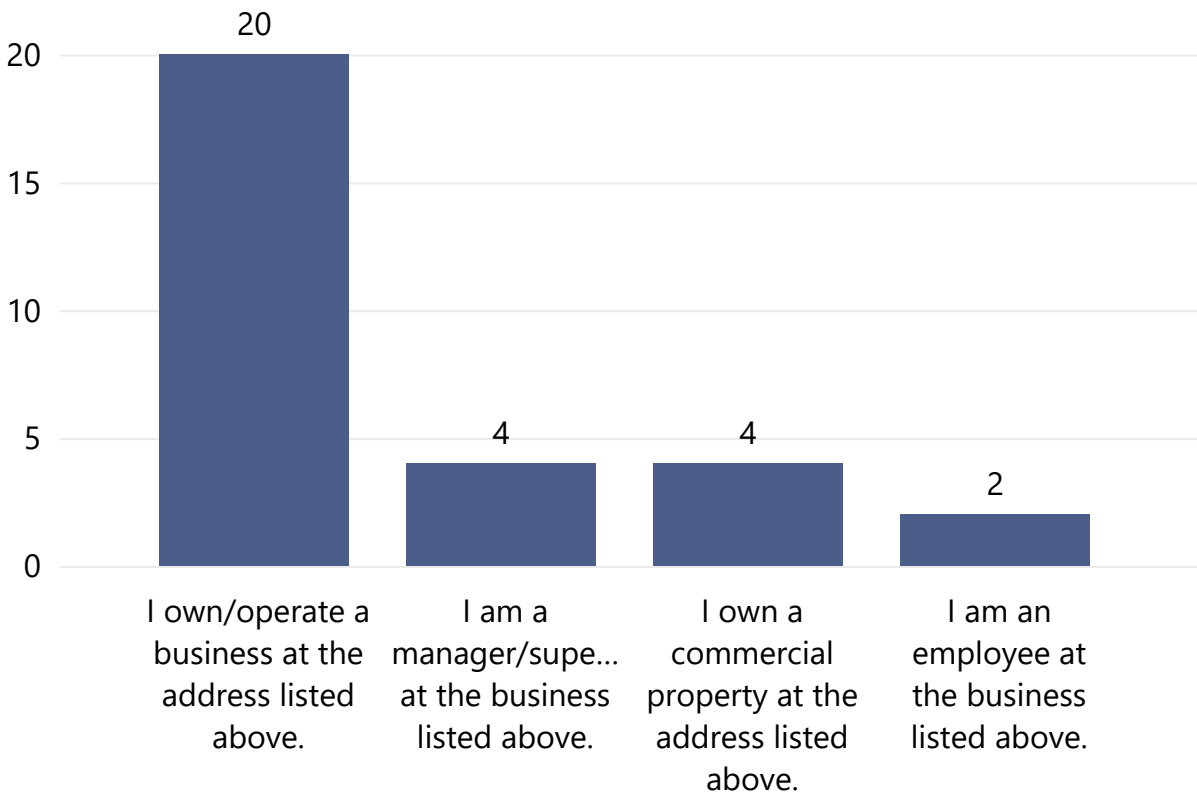
Relatedly, not all eligible businesses completed the survey. Therefore the nature and number of experiences and contacts reported in this report is unlikely to comprehensively

reflect the true range of businesses' experiences concerning 310 Division Street – both positive and negative. Additional communications about the next survey available may help to increase the number of unique businesses that agree to participate. Finally, some open-ended responses about experiences suggested that some businesses may have drawn on experiences outside of the specified data collection month (e.g., April 2025) which may have resulted in an overestimate of concerns for April. Continuing to collect this data monthly will contribute to a more accurate picture of the variability in these measures.

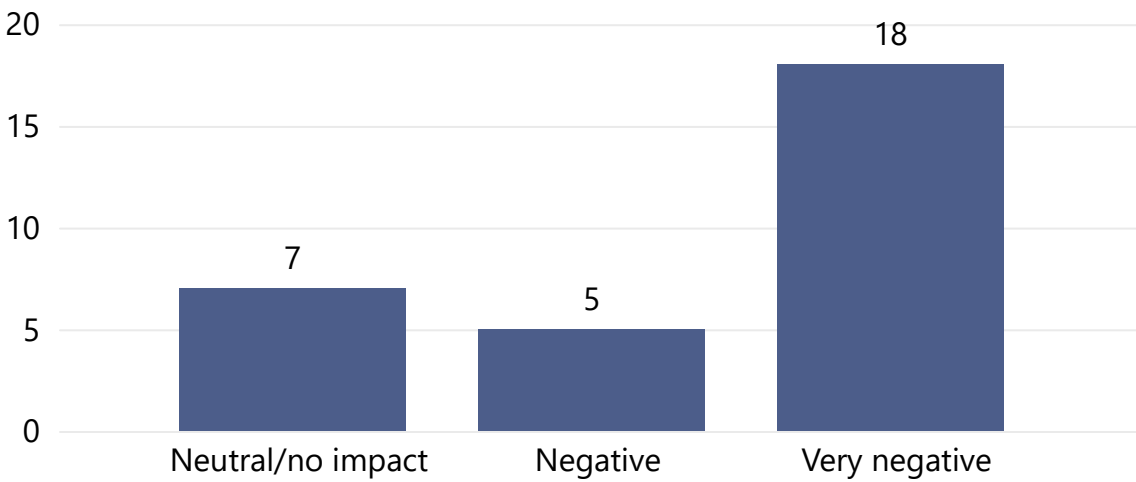
Overview

30 responses from eligible businesses were received.

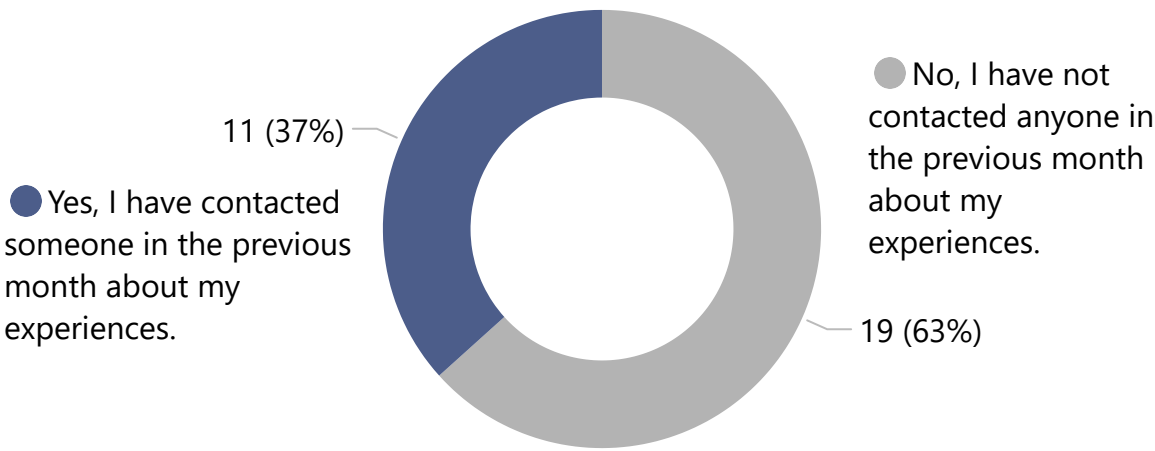
Number of Businesses by Respondent Role



Overall Impact

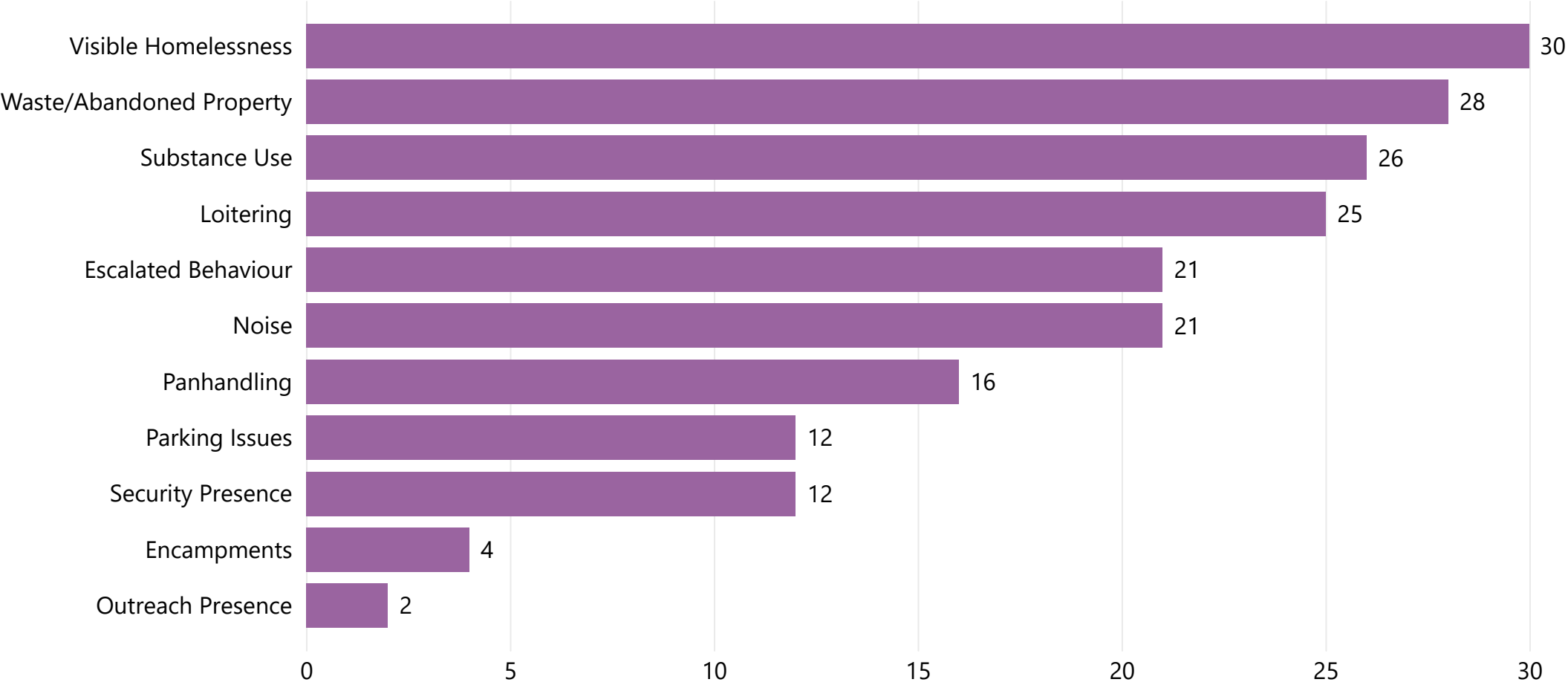


Number of Businesses Reporting Contact About Experiences



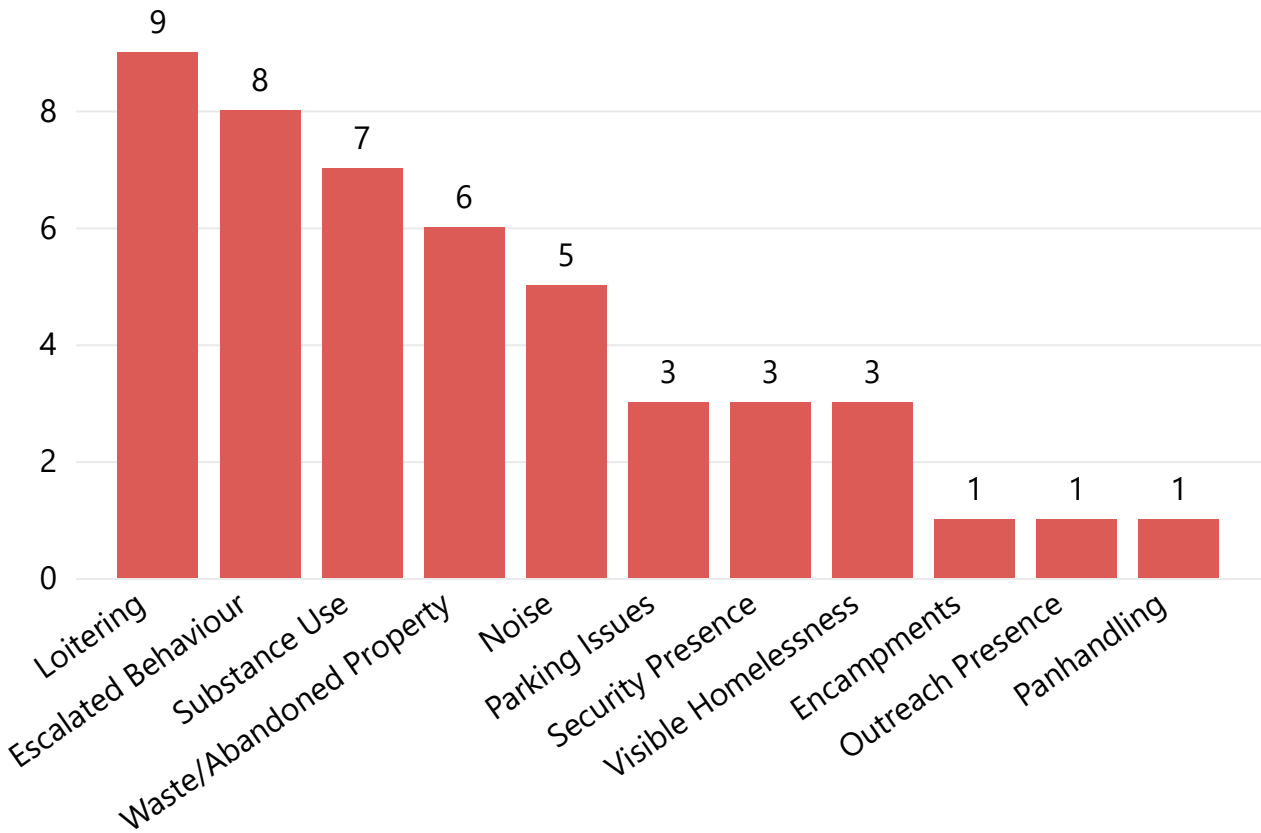
Experiences

Number of Businesses Experiencing Each Category

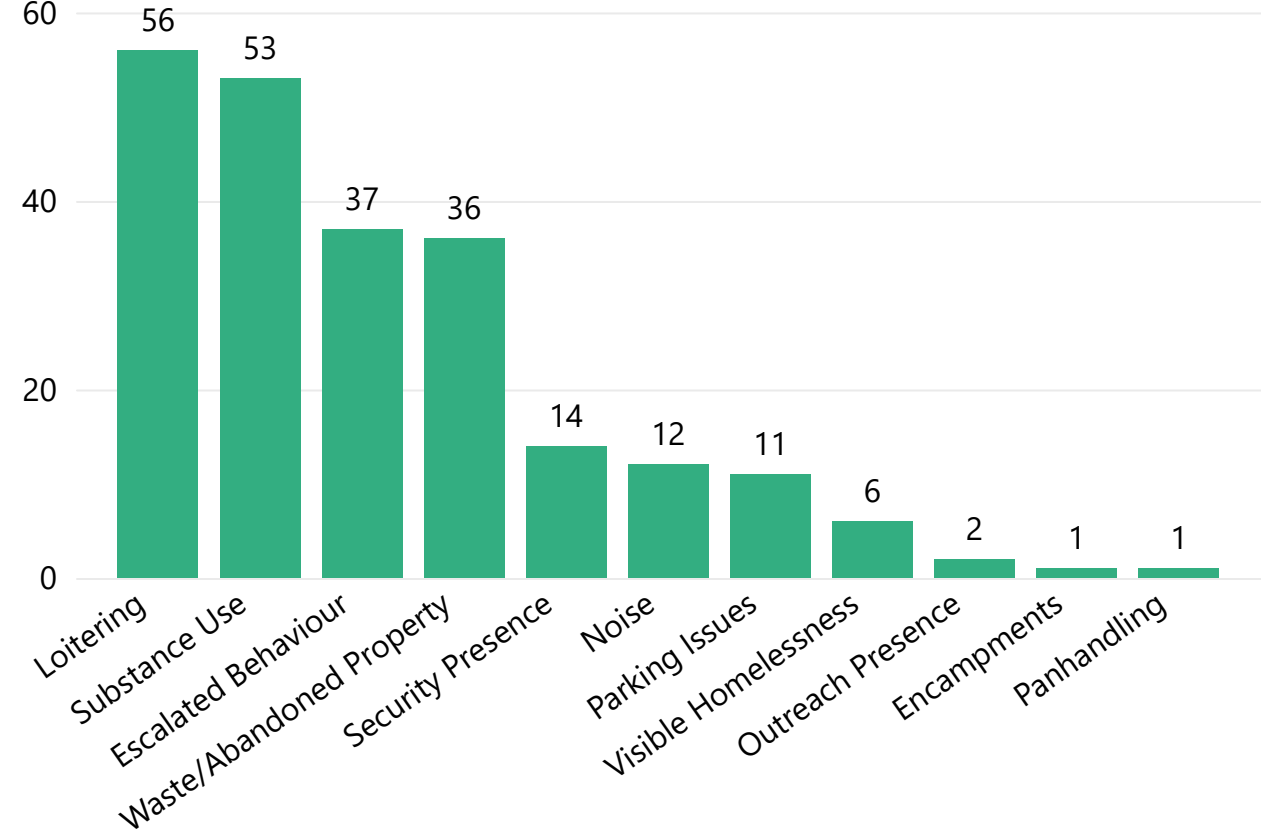


Points of Contact - Category

Number of Businesses Reporting Contact for Each Category



Number of Contacts Made for Each Category



Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

1

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	1
Emergency Services	
Security	
Elected Official	
By-law	
Transition House	

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

8

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	4
Emergency Services	6
Security	2
Elected Official	4
By-law	2
Transition House	2

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

9

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	3
Emergency Services	8
Security	1
Elected Official	4
By-law	3
Transition House	2

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

5

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	2
Emergency Services	3
Security	1
Elected Official	2
By-law	1
Transition House	1

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

1

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	
Emergency Services	1
Security	
Elected Official	
By-law	1
Transition House	

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

1

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	1
Emergency Services	
Security	
Elected Official	
By-law	
Transition House	

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

3

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	1
Emergency Services	1
Security	1
Elected Official	1
By-law	1
Transition House	1

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

3

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	1
Emergency Services	2
Security	
Elected Official	2
By-law	1
Transition House	

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

7 unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	3
Emergency Services	6
Security	1
Elected Official	4
By-law	3
Transition House	2

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

3

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	1
Emergency Services	1
Security	
Elected Official	1
By-law	
Transition House	

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Businesses

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

6

unique business(es) reported contacting someone about this category.

Number of businesses that contacted each group about this category:

Northumberland County	3
Emergency Services	3
Security	1
Elected Official	3
By-law	2
Transition House	2

Note: businesses could report contacting multiple groups about any given category.

Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

1 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

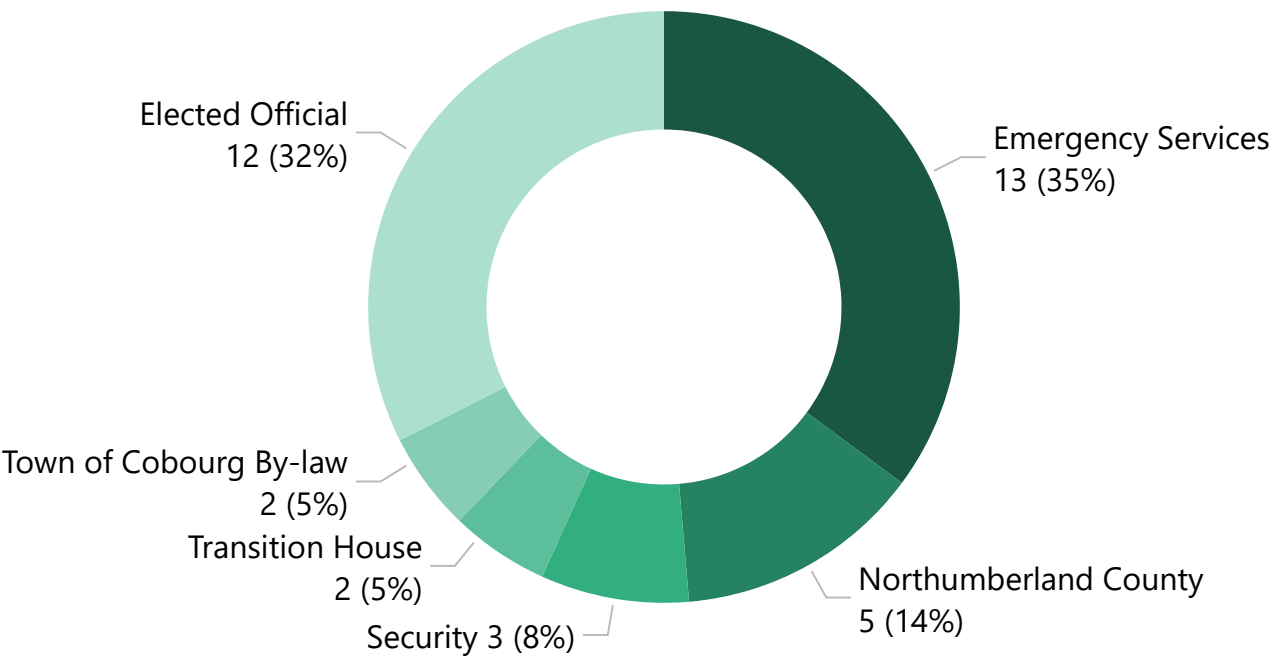


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

37 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

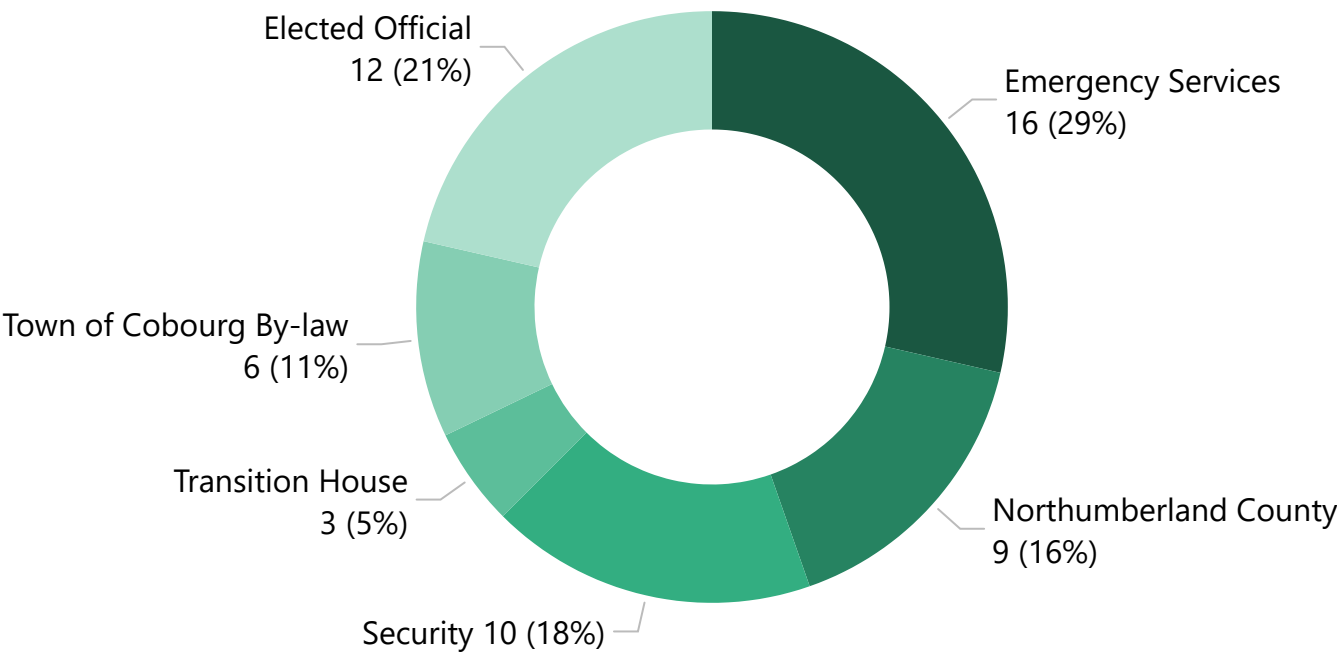


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

56 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

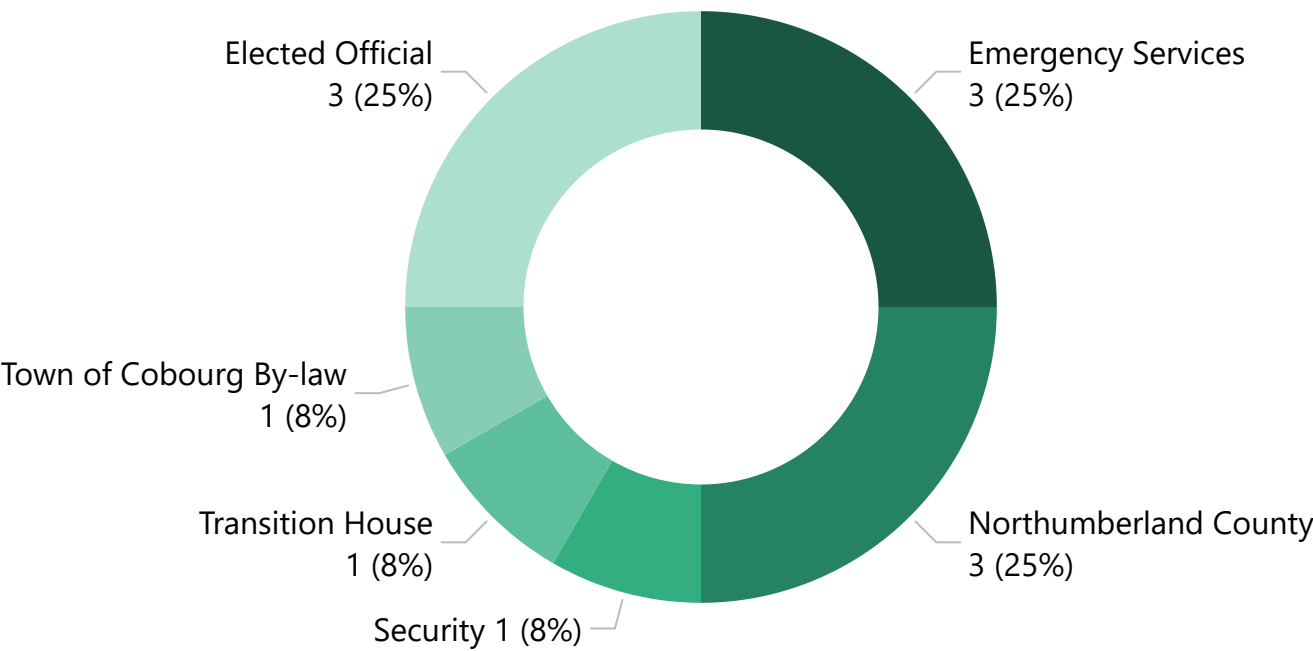


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

12 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:



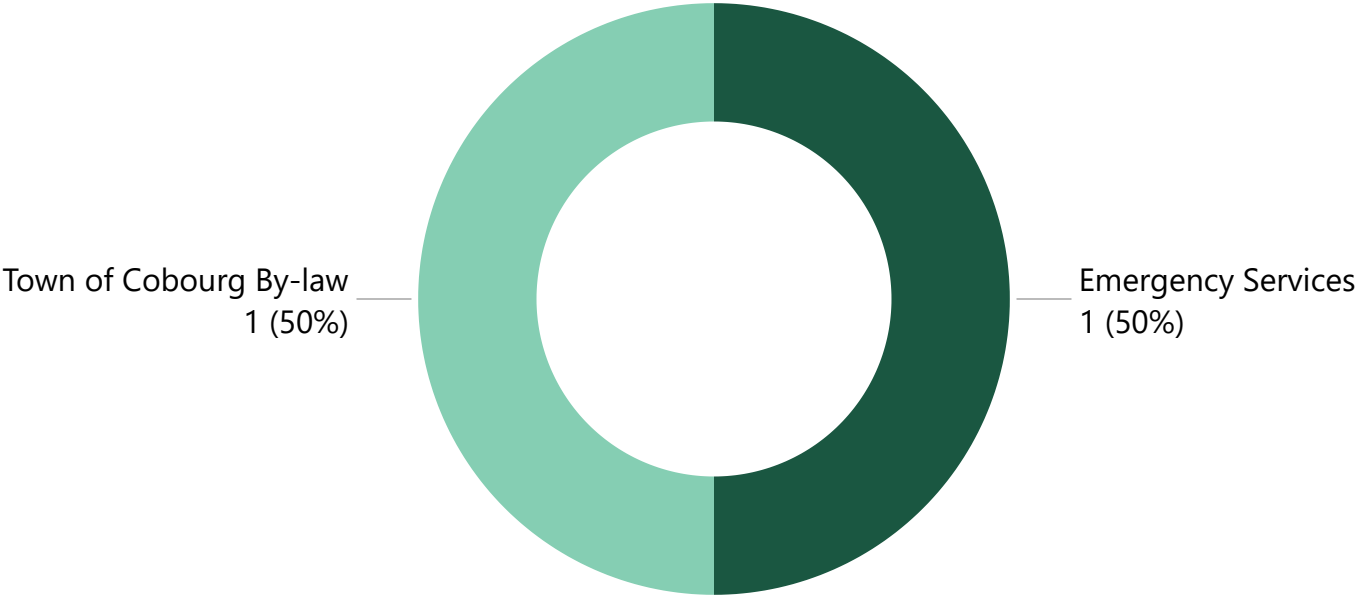
Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

2

total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:



Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

1 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

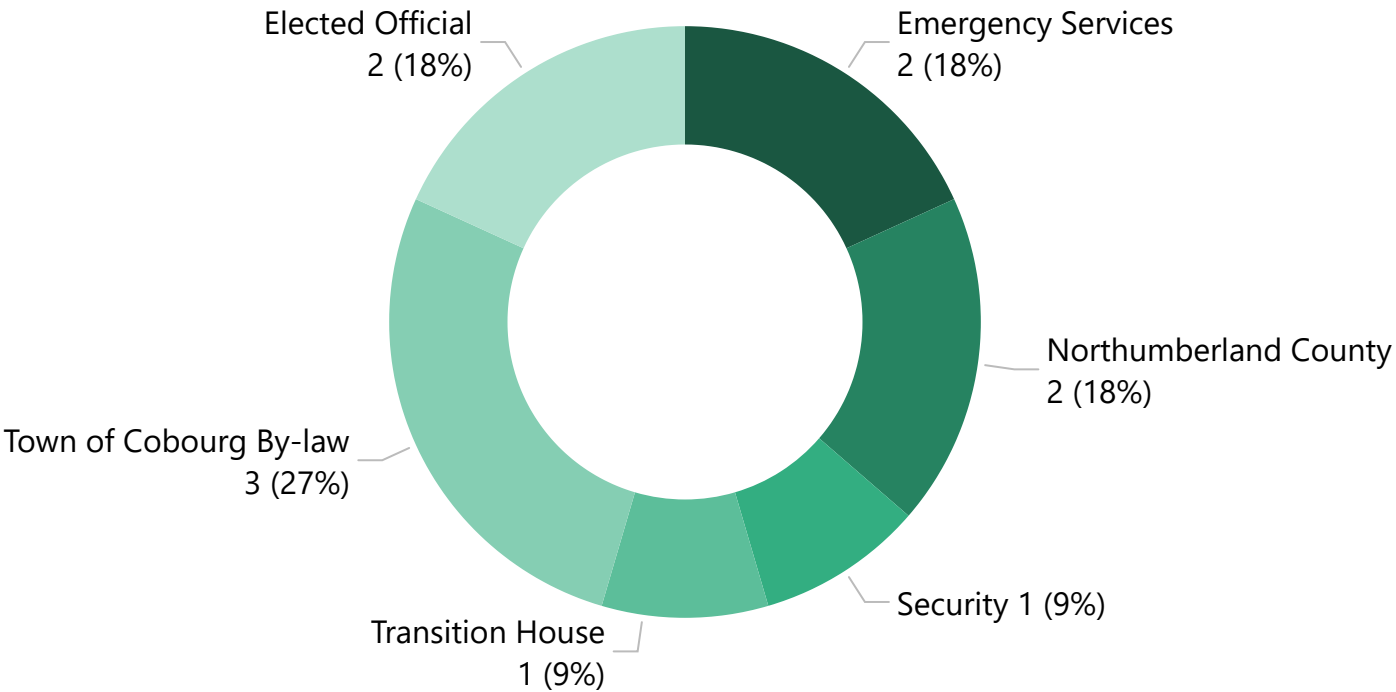


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

11 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

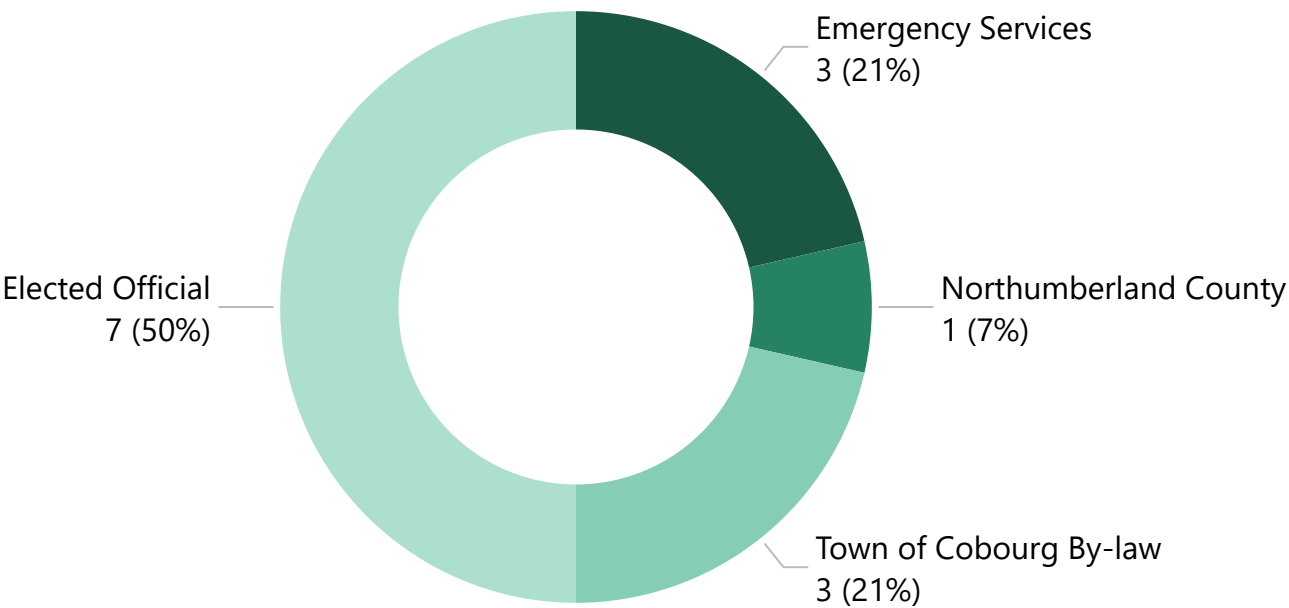


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

14 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

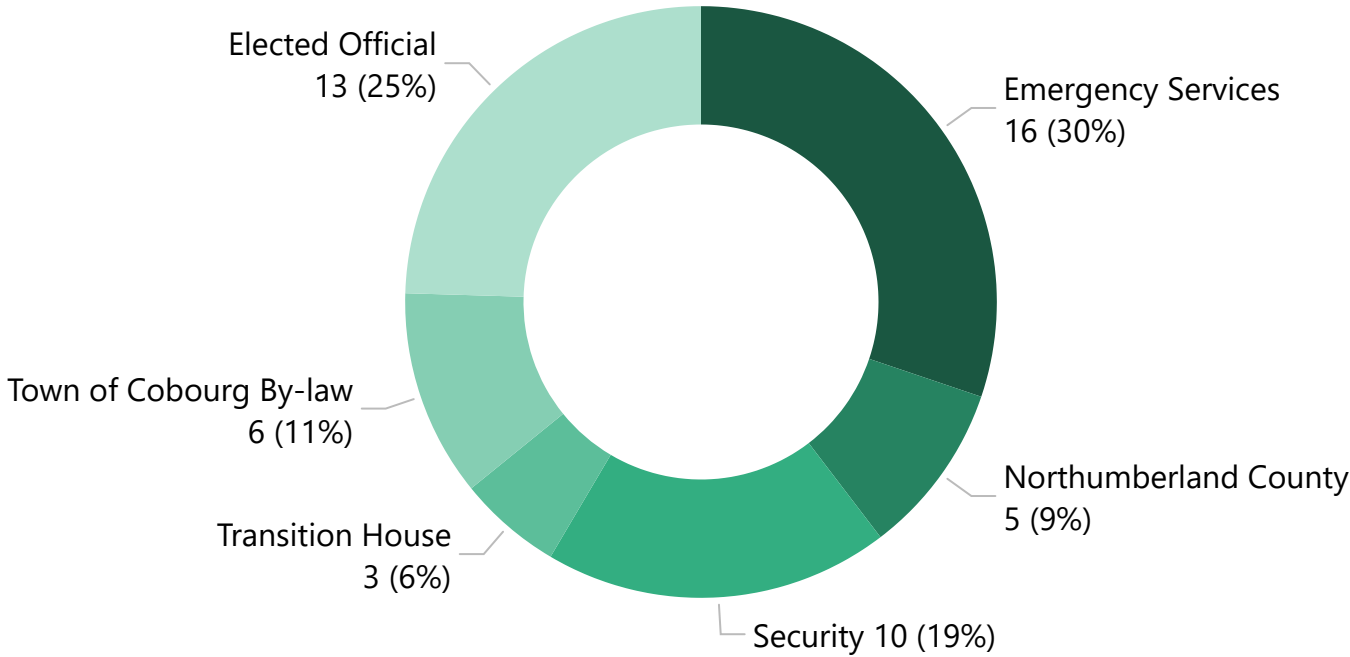


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

53 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

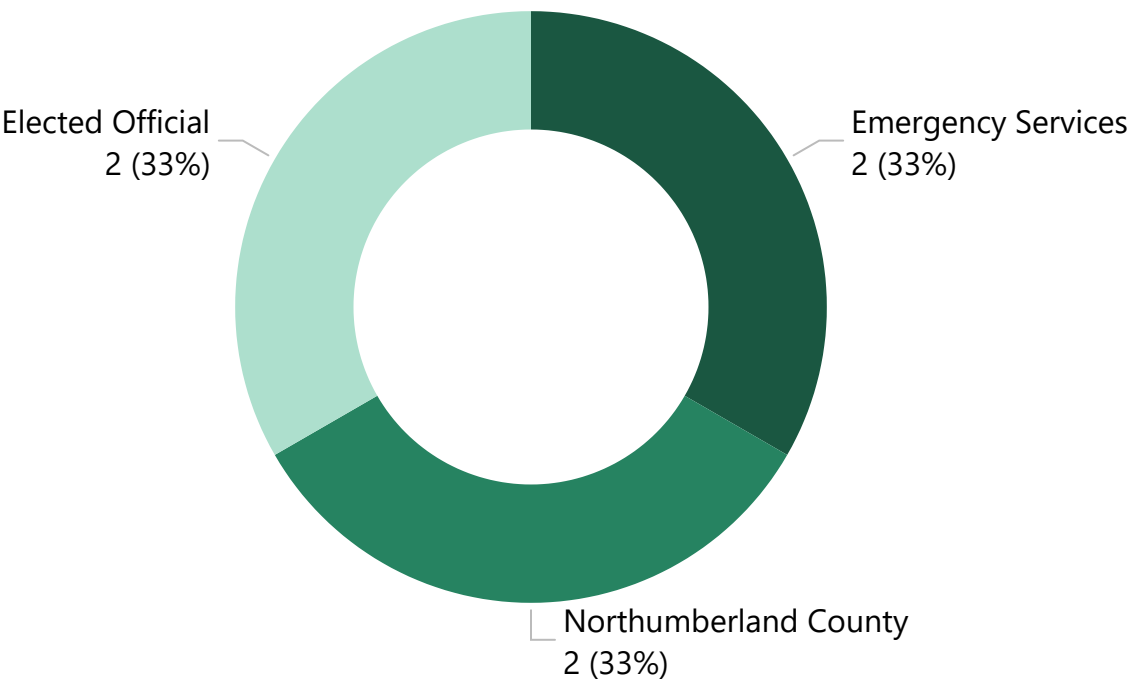


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

6 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:

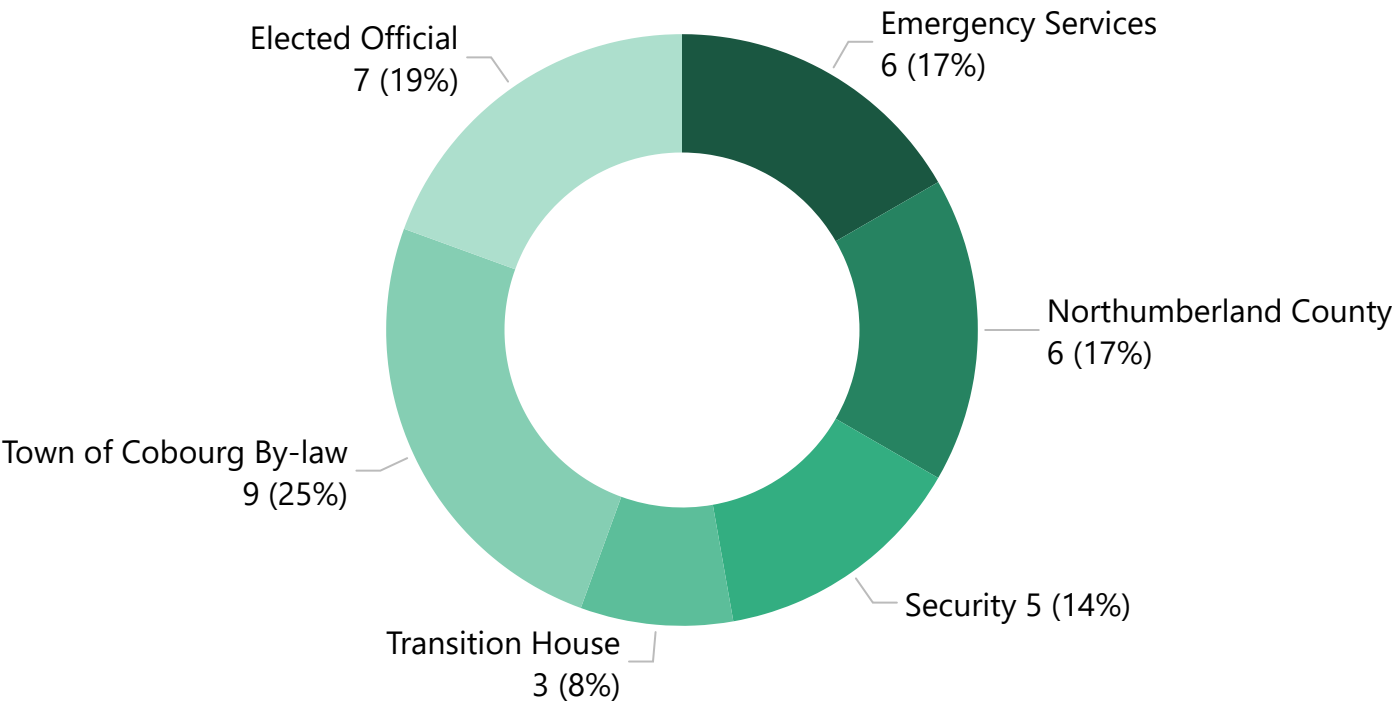


Points of Contact - Groups

Encampments
Escalated Behaviour
Loitering
Noise
Outreach Presence
Panhandling
Parking Issues
Security Presence
Substance Use
Visible Homelessness
Waste/Abandoned Property

36 total point(s) of contact were made about this category from all businesses.

Number of contacts made to each group:



Points of Contact - Total by Group

Total Points of Contact by Group

Northumberland County	35
Transition House	13
Security	30
Emergency Services	62
Elected Official	58
By-law	31

Glossary

Category - the type of experience or concern that businesses reported occurring (or not occurring) on or near their place of business, as a result of 310 Division Street, in the reporting month.

Group - six different organizations/institutions to which points of contact may have been directed; includes Northumberland County, Transition House, Integrity Investigative Solutions Limited ("Security"), Emergency Services (Police, Fire, Paramedics), Elected Officials, and Town of Cobourg By-law ("By-law").

Contact/points of contact - a instance of contact between a business and one of the specified groups. Could take many forms (e.g., email, phone call, in-person conversation).