



Business Assessment IPS Toolkit: Data & Research



Community Business Assessment

Survey Guide

We are surveying approximately [number] of non-alcohol businesses about their perceptions of the impact of bars, clubs, restaurants and nightlife on businesses in [community]. The survey is completely confidential and your responses will not be reported in a way that could identify you or your place of employment. The survey will take approximately 5 minutes of your time and will provide valuable information about how to improve public health and safety in [community].

Business Information to be gathered separately:

- Business name
- Neighborhood in [community]
- The five digit zip code of the business
- Type of business

Background Information

1. What is your role? (Select one)

- Business owner
- Manager
- Employee
- Other (please specify): _____

2. How long have you been working here?

- 1 year or less
- 2-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- More than 20 years

3. How many staff members currently work here (including full-time and part-time staff, not seasonal workers)?

- _____
- I don't know

4. What are your business hours Monday-Friday?

- _____

5. What are your business hours on Saturday and Sunday?

- _____

Nightlife in [Community]

6. Is heavy drinking at the bars, clubs, and restaurants in this community a problem?

Not a problem	Minor problem	Neutral	Moderate problem	Serious problem
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Sometimes, bartenders will serve alcohol to customers who are already drunk. Do you think this is a problem at the bars, clubs, and restaurants in this community?

Not a problem	Minor problem	Neutral	Moderate problem	Serious problem
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. How frequently do you think the following nightlife-related issues impact the *wider business community* within this community? (Note: Impact is defined as something that has a strong effect on any aspect of a business, e.g. revenue, customer/employee experience, customer/employee safety, etc.)

	Never	1-2 times per year	1-2 times per month	1-2 times per week	Daily	I don't know
Assault, fights, or bullying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car break-ins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drinking in public/public drunkenness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drug use/abuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drunk driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti/Similar vandalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In person robbery/muggings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loitering or trespassing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excessive Noise/Nuisance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Petty crime/theft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sexual Assault of Employees/Patrons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic crashes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Underage drinking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. How often does your business experience any of the following because of nightlife in this community?

	Never	1-2 times per year	1-2 times per month	1-2 times per week	Daily	I don't know
Damage to property	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generates revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brings in new customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loss of revenue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stolen property/shoplifting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customers don't						

feel safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employees don't feel safe	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harassment of customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Harassment of employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. How safe do you feel doing the following activities in this community during the daytime?

	Not safe	Somewhat safe	Very safe	N/A
Working alone in your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking to or from your car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. [If participant answers "not safe" or "somewhat safe" to question 12] If you feel unsafe during the daytime, does the bar, club, and restaurant scene surrounding your business play a role in making you feel unsafe?

- Yes
- No
- N/A

14. How safe do you feel doing the following activities in this community after dark?

	Not safe	Somewhat safe	Very safe	N/A
Working alone in your business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walking to or from your car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using public transportation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. [If participant answers "not safe" or "somewhat safe" to question 14] If you feel unsafe after dark, does the nightlife surrounding your business play a role in making you feel unsafe?

- Yes
- No
- N/A

16. Please indicate your level of agreement with the following policies or laws:

	Strongly oppose	Somewhat oppose	Neutral	Somewhat favor	Strongly favor	I don't know
Policies or laws that restrict where and how many new bars and clubs can locate in West Hollywood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stricter regulations that prevent nuisance activities	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased drunk driving enforcement (e.g. DUI checkpoints)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Police doing regular compliance checks that monitor bartending practices	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better enforcement of ID checks at bars, clubs, and restaurants that serve alcohol	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appointment of a police officer who works directly with bars, clubs, and with laws to help them comply	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. How likely are you to engage with other businesses to advocate for strategies that make nightlife in this community safer? For example, a "responsible hospitality coalition" that brings businesses, police and city officials together to promote policies and practices that improve public health and safety.

Extremely unlikely	Unlikely	Neutral	Likely	Extremely Likely
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation! If you have any questions about this study or would like more information please feel free to reach out to me [provide contact information.]