

Interview Schedule

Good morning/afternoon/evening. My name is () at POLLARA, the national public opinion research company. We are conducting a survey of attitudes and opinions of people living in your local area. All your responses will be kept strictly confidential and used for research purposes only.

A. May I please speak to the person in your household who is 18 years of age or older, and whose birthday comes next?

- Yes - Same Person (CONTINUE)
- Yes - Different Person (RE-DO INTRODUCTION)
- No - Person Not Available (SCHEDULE APPOINTMENT)
- No - Refusal (THANK AND TERMINATE)
- Don't Know/Refused (THANK AND TERMINATE)

PERSUADERS (IF NECESSARY):

(IF NECESSARY, READ: This is not an attempt to sell anything - you have been chosen at random to obtain your opinions and input. Your opinions are important. Your responses will be kept strictly confidential and used for statistical purposes only. Individual participants in the survey will not be identified in any way.)

(HOW LONG IS THE SURVEY? The survey is about 10 minutes in length, depending on your answers.)

(WHAT IS THE SURVEY ABOUT? The survey is about various different social issues that affect Torontonians.)

B. Are you, or is any member of your household, a member of the news media or a public opinion polling firm?

No (100%)

1. Do you mind telling me what year you were born? (RECORD YEAR)

- 18 To 24 (4%)
- 25 To 34 (16%)
- 35 To 44 (25%)
- 45 To 54 (23%)
- 55 To 64 (15%)
- 65 And Over..... (17%)

2. Roughly how often would you say you visit the waterfront area in Toronto? (READ IN ORDER)

- At Least Once A Week (12%)
- 2 To 3 Times A Month (12%)
- 4 To 6 Times A Year (24%)
- 1 To 2 Times A Year (26%)
- Less Often Than Once A Year (14%)
- Never (11%)
- Don't Know/Refused (DO NOT READ) (1%)



3. What is the main reason you visit the waterfront? (OPEN END; ACCEPT ONE MENTION ONLY)

Walk/Walking My Dog	(13%)
Attractions/Events/Entertainment (GENERAL)	(12%)
The Beach/Water	(8%)
Leisure/Pleasure/Enjoy It	(7%)
Recreation	(7%)
View/Scenery/Nice Area	(6%)
Visit/Guests/Tourists	(6%)
Outing/Family Outing	(5%)
The Island/Central Island	(5%)
Boating/Water Sports	(3%)
Biking/Cycling/Rollerblading	(3%)
Relaxation	(2%)
I Work There	(2%)
Exercise/Health Reasons	(2%)
I Live There	(2%)
Curiosity	(1%)
Shopping	(1%)
Dinner/Restaurants	(1%)
Weather	(1%)
Driving By	(1%)
Birding/Wildlife	(1%)
Other	(3%)
No Reason	(2%)
Don't Know/Refused	(6%)

4. As you may know, Toronto's waterfront has been going through a process of revitalization in recent years, with the development and creation of new communities, parks and green spaces along the waterfront. Do you think these changes along Toronto's waterfront are headed in the (ROTATE: right direction or wrong direction)?

Right Direction	(65%)
Wrong Direction	(17%)
Don't Know/Refused (DO NOT READ)	(18%)

5. Can you identify any organizations or groups that have been involved in the revitalization of Toronto's waterfront? (OPEN END; DO NOT READ LIST; ACCEPT UP TO 3 MENTIONS; PROBE: Any others?)

City Of Toronto	(13%)
Waterfront Toronto.....	(7%)
Government Of Ontario.....	(3%)
Government Of Canada	(2%)
Toronto Economic Development Corporation (TEDCO)	(2%)
Toronto Port Authority	(2%)
Environmental Group (GENERAL)	(1%)
Toronto Harbour Commission	(1%)
Construction/Architect Company	(1%)
Private Developer/Company	(<1%)
Toronto Conservation Authority	(<1%)
Don River Group	(<1%)
Olivia Chow	(<1%)
Centennial College	(<1%)
Comfort Air	(<1%)
Don Ellis	(<1%)
Fishing Groups	(<1%)
Huang And Dansky	(<1%)
Hydro	(<1%)
Music Garden	(<1%)
Omer's Company	(<1%)
Planners	(<1%)
Red Park	(<1%)
Taxpayers	(<1%)
Tech Co.	(<1%)
The Frog Association	(<1%)
The Sierra Club	(<1%)
Other	(<1%)
None	(<1%)
Don't Know/Refused (DO NOT READ)	(78%)

6. Before today, had you ever heard of the Toronto Port Authority?

Yes	(78%)
No	(21%)
Don't Know/Refused	(1%)



7. (IF YES AT Q6) As far as you know, what does the Toronto Port Authority do? What is it responsible for? (OPEN END; ACCEPT UP TO 3 MENTIONS; PROBE: Any thing else?)

Governing Port/Harbour	(21%)
Maintaining/Monitoring Waterfront	(19%)
Watercraft/Ferry/Ships	(17%)
Airport	(15%)
Traffic/Waterways/Transportation	(13%)
Waterfront Development	(9%)
Shipping/Import/Export	(9%)
Policing/Security	(9%)
Create Problems	(4%)
Appointed By Federal Government	(2%)
Tourism/Public Service	(1%)
Other	(4%)
Don't Know/Refused	(16%)

8. Using a scale of 1 to 10, where 1 is very unfavourable and 10 is very favourable, please rate your impression of the Toronto Port Authority.

Very Unfavourable	(7%)
2	(4%)
3	(5%)
4	(3%)
5	(23%)
6	(6%)
7	(7%)
8	(7%)
9	(2%)
Very Favourable	(3%)
Don't Know/Refused (DO NOT READ)	(32%)
Mean Score:	5.15

I'd like to read you a list of things that the Toronto Port Authority is responsible for. For each, please tell me whether it (ROTATE: improves or worsens) your impression of the Toronto Port Authority, using a scale from 1 to 10, where 1 means the statement "significantly worsens" your impression and 10 means the statement "significantly improves" your impression of the Toronto Port Authority. "5" means the statement does not change your impression either way. (READ AND ROTATE)

9. Carries out dredging to prevent flooding around the Don River

1 Significantly Worsens	(2%)
2	(<1%)
3	(1%)
4	(2%)
5 Does Not Change Impression	(23%)
6	(9%)
7	(12%)
8	(17%)
9	(8%)
10 Significantly Improves	(17%)
Don't Know/Refused	(10%)
Mean Score:	7.09



-
10. Provides transportation, distribution, storage and container services to businesses
- | | |
|------------------------------|-------|
| 1 Significantly Worsens | (2%) |
| 2 | (2%) |
| 3 | (3%) |
| 4 | (2%) |
| 5 Does Not Change Impression | (40%) |
| 6 | (5%) |
| 7 | (12%) |
| 8 | (8%) |
| 9 | (4%) |
| 10 Significantly Improves | (10%) |
| Don't Know/Refused | (12%) |
| Mean Score: | 6.14 |
11. Designed and constructed the Leslie Street Spit, a breakwater protection for the harbor area, including Centre Island
- | | |
|------------------------------|-------|
| 1 Significantly Worsens | (1%) |
| 2 | (1%) |
| 3 | (2%) |
| 4 | (2%) |
| 5 Does Not Change Impression | (21%) |
| 6 | (7%) |
| 7 | (16%) |
| 8 | (16%) |
| 9 | (9%) |
| 10 Significantly Improves | (16%) |
| Don't Know/Refused | (8%) |
| Mean Score: | 7.08 |
12. Ensures safe and efficient movement of ships in the harbor, including sailboats
- | | |
|------------------------------|-------|
| 1 Significantly Worsens | (1%) |
| 2 | (1%) |
| 3 | (1%) |
| 4 | (1%) |
| 5 Does Not Change Impression | (28%) |
| 6 | (8%) |
| 7 | (13%) |
| 8 | (11%) |
| 9 | (9%) |
| 10 Significantly Improves | (20%) |
| Don't Know/Refused | (7%) |
| Mean Score: | 7.10 |

-
13. Grants permits to recreational boaters in the harbour of Toronto
- | | |
|------------------------------|-------|
| 1 Significantly Worsens | (2%) |
| 2 | (1%) |
| 3 | (1%) |
| 4 | (3%) |
| 5 Does Not Change Impression | (39%) |
| 6 | (8%) |
| 7 | (12%) |
| 8 | (11%) |
| 9 | (4%) |
| 10 Significantly Improves | (10%) |
| Don't Know/Refused | (10%) |
| Mean Score: | 6.29 |
14. Removes pollution and contaminated garbage from the Don River and the inner harbour
- | | |
|------------------------------|-------|
| 1 Significantly Worsens | (3%) |
| 2 | (2%) |
| 3 | (3%) |
| 4 | (2%) |
| 5 Does Not Change Impression | (14%) |
| 6 | (6%) |
| 7 | (10%) |
| 8 | (13%) |
| 9 | (9%) |
| 10 Significantly Improves | (31%) |
| Don't Know/Refused | (6%) |
| Mean Score: | 7.49 |
15. Created a wetland in cooperation with conservation authorities to protect wildlife habitats along the waterfront
- | | |
|----------------------------------|-------|
| 1 Significantly Worsens | (2%) |
| 2 | (1%) |
| 3 | (1%) |
| 4 | (3%) |
| 5 Does Not Change Impression | (15%) |
| 6 | (8%) |
| 7 | (11%) |
| 8 | (15%) |
| 9 | (10%) |
| 10 Significantly Improves | (26%) |
| Don't Know/Refused (DO NOT READ) | (8%) |
| Mean Score: | 7.49 |

Again using a scale of 1 to 10, where 1 means you “strongly disagree” and 10 means you “strongly agree”, to what extent do you agree or disagree with the following statements?

16. The Toronto Port Authority should help manage the sustainable growth of Toronto
- | | |
|---------------------|-------|
| 1 Strongly Disagree | (7%) |
| 2 | (4%) |
| 3 | (3%) |
| 4 | (2%) |
| 5 | (12%) |
| 6 | (8%) |
| 7 | (12%) |
| 8 | (16%) |
| 9 | (6%) |
| 10 Strongly Agree | (23%) |
| Don't Know/Refused | (7%) |
| Mean Score: | 6.84 |
17. The Toronto Port Authority plays a vital role in the environmental well-being of our City
- | | |
|---------------------|-------|
| 1 Strongly Disagree | (4%) |
| 2 | (2%) |
| 3 | (4%) |
| 4 | (2%) |
| 5 | (14%) |
| 6 | (8%) |
| 7 | (12%) |
| 8 | (15%) |
| 9 | (6%) |
| 10 Strongly Agree | (25%) |
| Don't Know/Refused | (8%) |
| Mean Score: | 7.13 |
18. The Toronto Port Authority provides important economic benefits to the City
- | | |
|----------------------------------|-------|
| 1 Strongly Disagree | (5%) |
| 2 | (1%) |
| 3 | (4%) |
| 4 | (2%) |
| 5 | (19%) |
| 6 | (8%) |
| 7 | (13%) |
| 8 | (15%) |
| 9 | (6%) |
| 10 Strongly Agree | (18%) |
| Don't Know/Refused (DO NOT READ) | (8%) |
| Mean Score: | 6.74 |



DEMOGRAPHIC QUESTIONS

Finally, for statistical purposes only, I'd like to ask you a few questions about yourself. First,

19. What is the highest level of schooling that you have completed? (READ LIST)
- | | |
|----------------------------------|-------|
| Elementary School | (3%) |
| High School | (23%) |
| Community College | (20%) |
| University | (33%) |
| Post-Graduate/Professional | (21%) |
| Don't Know (DO NOT READ) | (<1%) |
| Refused (DO NOT READ) | (1%) |
20. Which of the following categories best describes your current employment status?
- | | |
|--|-------|
| Self-Employed | (14%) |
| Employed Full Time | (51%) |
| Employed Part Time | (6%) |
| Unemployed | (3%) |
| Student | (2%) |
| Retired | (19%) |
| Homemaker | (2%) |
| Other | (2%) |
| Don't Know/Refused (DO NOT READ) | (1%) |
21. Do you own or rent your home?
- | | |
|--|-------|
| Own | (67%) |
| Rent | (30%) |
| Don't Know/Refused (DO NOT READ) | (3%) |
22. In addition to being Canadian, what is your main ancestry or ethnic group, that is, what country did you or your ancestors come from? (IF RESPONDENT ANSWERS CANADIAN, AMERICAN, OR EUROPEAN, PROBE FOR COUNTRY OF ORIGIN) (IF RESPONDENT ANSWERS INDIAN, ASK: ARE YOU NORTH AMERICAN (First Nations) OR EAST INDIAN?) (DO NOT READ LIST)
- | | |
|-------------------------------------|-------|
| British/Irish | (34%) |
| East European | (6%) |
| Chinese | (5%) |
| Italian | (5%) |
| West/North European | (4%) |
| South European | (3%) |
| German | (3%) |
| French | (3%) |
| South Asian | (3%) |
| East Indian | (3%) |
| Polish | (3%) |
| Caribbean/West Indian | (3%) |
| West Asian/Middle East/Arabic | (2%) |
| Canada | (2%) |
| Russian | (2%) |
| Portuguese | (2%) |
| South East Asian | (2%) |

22. (CONT'D) In addition to being Canadian, what is your main ancestry or ethnic group, that is, what country did you or your ancestors come from? (IF RESPONDENT ANSWERS CANADIAN, AMERICAN, OR EUROPEAN, PROBE FOR COUNTRY OF ORIGIN) (IF RESPONDENT ANSWERS INDIAN, ASK: ARE YOU NORTH AMERICAN (First Nations) OR EAST INDIAN?) (DO NOT READ LIST)

Pakistani	(1%)
American	(1%)
Aboriginal/First Nations	(1%)
Greek	(1%)
African.....	(1%)
Latin/Central/South American	(1%)
Japanese	(1%)
East Asian	(1%)
Australia	(<1%)
Korean	(<1%)
Other	(<1%)
Don't Know/Refused	(6%)

23. What is the total annual household income of your family, before taxes? Is it...? (READ LIST)

Less Than \$25,000	(9%)
\$25,000 To Less Than \$50,000	(16%)
\$50,000 To Less Than \$75,000	(19%)
\$75,000 To Less Than \$100,000	(15%)
More Than \$100,000	(21%)
Don't Know (DO NOT READ)	(3%)
Refused (DO NOT READ)	(16%)

24. Gender

Male	(50%)
Female	(50%)

25. Generation

Male - 18 To 34	(9%)
Male - 35 To 54	(25%)
Male - 55+	(16%)
Female - 18 To 34	(10%)
Female - 35 To 54	(23%)
Female - 55+	(16%)

26. Region

Etobicoke	(18%)
North York	(26%)
Toronto/East York	(30%)
Scarborough	(26%)



Collapsed Scales

8. IMPRESSION: OF THE TORONTO PORT AUTHORITY:
- 10 Very Favourable (3%)
 - 7-9 Favourable (16%)
 - 4-6 Fair (33%)
 - 2-3 Unfavourable (9%)
 - 1 Very Unfavourable (7%)
 - Don't Know/Refused (32%)
9. RATE: CARRIES OUT DREDGING:
- 10 Significantly Improves (17%)
 - 6-9 Somewhat Improves (37%)
 - 5 Does Not Change Impression (33%)
 - 2-4 Somewhat Worsens (2%)
 - 1 Significantly Worsens (2%)
 - Don't Know/Refused (10%)
10. RATE: PROVIDES SERVICES TO BUSINESSES:
- 10 Significantly Improves (10%)
 - 6-9 Somewhat Improves (24%)
 - 5 Does Not Change Impression (48%)
 - 2-4 Somewhat Worsens (4%)
 - 1 Significantly Worsens (2%)
 - Don't Know/Refused (12%)
11. RATE: DESIGNED & CONSTRUCTED:
- 10 Significantly Improves (16%)
 - 6-9 Somewhat Improves (41%)
 - 5 Does Not Change Impression (31%)
 - 2-4 Somewhat Worsens (3%)
 - 1 Significantly Worsens (1%)
 - Don't Know/Refused (8%)
12. RATE: ENSURES SAFE & EFFICIENT MOVEMENT OF SHIPS:
- 10 Significantly Improves (20%)
 - 6-9 Somewhat Improves (33%)
 - 5 Does Not Change Impression (37%)
 - 2-4 Somewhat Worsens (2%)
 - 1 Significantly Worsens (1%)
 - Don't Know/Refused (7%)
13. RATE: GRANTS PERMITS TO RECREATIONAL BOATERS:
- 10 Significantly Improves (10%)
 - 6-9 Somewhat Improves (27%)
 - 5 Does Not Change Impression (49%)
 - 2-4 Somewhat Worsens (2%)
 - 1 Significantly Worsens (2%)
 - Don't Know/Refused (10%)

-
14. RATE: REMOVES POLLUTION & CONTAMINATED GARBAGE:
- 10 Significantly Improves (31%)
 - 6-9 Somewhat Improves..... (33%)
 - 5 Does Not Change Impression (22%)
 - 2-4 Somewhat Worsens (4%)
 - 1 Significantly Worsens (3%)
 - Don't Know/Refused (6%)
15. RATE: CREATED A WETLAND:
- 10 Significantly Improves (26%)
 - 6-9 Somewhat Improves..... (36%)
 - 5 Does Not Change Impression (25%)
 - 2-4 Somewhat Worsens (3%)
 - 1 Significantly Worsens (2%)
 - Don't Know/Refused (8%)
16. AGREE: TORONTO PORT AUTHORITY SHOULD HELP MANAGE THE GROWTH:
- 10 Strongly Agree (23%)
 - 7-9 Somewhat Agree (34%)
 - 4-6 Neither Agree Nor Disagree (22%)
 - 2-3 Somewhat Disagree (6%)
 - 1 Strongly Disagree (7%)
 - Don't Know/Refused (7%)
17. AGREE: TORONTO PORT AUTHORITY PLAYS ROLE IN ENVIRONMENTAL WELL-BEING:
- 10 Strongly Agree (25%)
 - 7-9 Somewhat Agree (34%)
 - 4-6 Neither Agree Nor Disagree (23%)
 - 2-3 Somewhat Disagree (6%)
 - 1 Strongly Disagree (4%)
 - Don't Know/Refused (8%)
18. AGREE: TORONTO PORT AUTHORITY PROVIDES ECONOMIC BENEFITS:
- 10 Strongly Agree (18%)
 - 7-9 Somewhat Agree (34%)
 - 4-6 Neither Agree Nor Disagree (30%)
 - 2-3 Somewhat Disagree (5%)
 - 1 Strongly Disagree (5%)
 - Don't Know/Refused (8%)