

Interview Schedule

Q1B: Do you mind telling me what year you were born?

18 To 24	5%
25 To 34	14%
35 To 44	19%
45 To 54	22%
55 To 64	18%
65 And Over	23%
N Size	500

Mean 50.73

Q2: Roughly how often would you say you visit the waterfront area in Toronto?

At Least Once A Week	13%
2 To 3 Times A Month	12%
4 To 6 Times A Year	23%
1 To 2 Times A Year	26%
Less Often Than Once A Year	16%
Never	10%
N Size	500

Q3: What is the main reason you visit the waterfront?

Attractions/Events/Entertainment(Gen)	18%
Leisure/Pleasure/Enjoy It	16%
Walk/Walking My Dog	16%
The Beach/Water	9%
View/Scenery/Nice Area	6%
Recreation	5%
Visit/Guests/Tourists	5%
Biking/Cycling/Rollerblading	3%
I Work There	2%
Outing/Family Outing	2%
The Island/Central Island	2%
Boating/Water Sports	2%
Dinner/Restaurants	2%
Driving By	2%
Relaxation	2%
Exercise/Health Reasons	2%
I Live There	1%
No Reason	1%
I Am A Club Member	1%
Visit Friends/Family	<1%
Shopping	<1%
Birding/Wildlife	<1%
Other	<1%

Don't Know/Refused 3%

N Size 451

Q4: 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 right direction or wrong direction?

Right Direction	64%
Wrong Direction	14%
Don't Know/Refused	22%
N Size	500

Q5: Can you identify any organizations or groups that have been involved in the revitalization of Toronto's waterfront?

City Of Toronto	11%
Government Of Ontario	6%
Toronto Waterfront Rvtlztm Corp/Wtrfrnt Trnt	5%
Toronto Port Authority	4%
Government Of Canada	3%
Toronto Economic Development Corp (Tedco)	2%
Mayor/Mayor Of Toronto	1%
Environmental Group (GENERAL)	1%
Toronto Harbor Commission	1%
David Crombie/Former Mayor	1%
Movie Industry/Film Studio	1%
Federal/Federal Group	<1%
Construction/Architect Company	<1%
Olivia Chow	<1%
Porter/Airport	<1%
Leslie Street Spit	<1%
Toronto Conservation Authority	<1%
Private Developer/Company	<1%
Hydro	<1%
Music Garden	<1%
Other	3%
Don't Know/Refused	78%
N Size	500

Q6: Before today, had you ever heard of the Toronto Port Authority?

Yes	77%
No	22%
Don't Know/Refused	1%
N Size	482

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Q7: As far as you know, what does the Toronto Port Authority do? What is it responsible for?

Watercraft/Ferry/Ships	28%
Governing Port/Harbour.....	24%
Maintaining/Monitoring Waterfront.....	18%
Airport	18%
Waterfront Development.....	15%
Traffic/Waterways/Transportation	13%
Shipping/Import/Export.....	9%
Policing/Security	8%
Appointed By Federal Government	3%
Tourism/Public Service.....	2%
Create Problems	1%
Spend Money/Coat Their Pockets	1%
Building The Bridge	1%
Own The Land.....	1%
Other	1%
Don't Know/Refused	19%
N Size.....	391

Q8: 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.....	5%
2	3%
3	5%
4	4%
5	25%
6	6%
7	9%
8	8%
9	1%
Very Favourable.....	2%
Don't Know/Refused	33%
N Size.....	500
Mean	5.28

Q9: Were you aware that the Toronto Port Authority is responsible for the operation of the Toronto City Centre airport, home of Porter Airlines?

Yes.....	50%
No	47%
Don't Know	3%
Refused.....	<1%
N Size.....	500

Q10: 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 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 - Carries out dredging to prevent flooding around the Don River?

Significantly Worsens	1%
2	1%
3	1%
4	3%
Does Not Change Impression	21%
6	8%
7	15%
8	17%
9	8%
Significantly Improves	16%
Don't Know.....	8%
Refused	<1%
N Size	500
Mean.....	7.12

Q11: 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 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 - Provides transportation, distribution, storage and container services to businesses?

Significantly Worsens	1%
2	1%
3	2%
4	2%
Does Not Change Impression	40%
6	8%
7	12%
8	9%
9	3%
Significantly Improves	11%
Don't Know.....	10%
Refused	<1%
N Size	500
Mean.....	6.20

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Q12: 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 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 - Designed and constructed the Leslie Street Spit, a breakwater protection for the harbor area, including Centre Island?

Significantly Worsens.....	1%
2.....	1%
3.....	2%
4.....	1%
Does Not Change Impression.....	21%
6.....	9%
7.....	17%
8.....	19%
9.....	7%
Significantly Improves.....	13%
Don't Know.....	8%
Refused.....	<1%
N Size.....	500

Mean 6.98

Q13: 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 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 - Ensures safe and efficient movement of ships in the harbor, including sailboats?

Significantly Worsens.....	1%
2.....	1%
3.....	2%
4.....	1%
Does Not Change Impression.....	22%
6.....	8%
7.....	15%
8.....	17%
9.....	8%
Significantly Improves.....	17%
Don't Know.....	7%
Refused.....	<1%
N Size.....	500

Mean 7.11

Q14: 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 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 - Grants permits to recreational boaters in the harbor of Toronto?

Significantly Worsens.....	2%
2.....	1%
3.....	2%
4.....	2%
Does Not Change Impression.....	41%
6.....	8%
7.....	9%
8.....	14%
9.....	3%
Significantly Improves.....	9%
Don't Know.....	8%
N Size.....	500

Mean..... 6.17

Q15: 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 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 - Removes pollution and contaminated garbage from the Don River and the inner harbour?

Significantly Worsens.....	4%
2.....	1%
3.....	2%
4.....	3%
Does Not Change Impression.....	13%
6.....	6%
7.....	13%
8.....	17%
9.....	10%
Significantly Improves.....	27%
Don't Know.....	5%
Refused.....	<1%
N Size.....	500

Mean..... 7.45

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Q16: 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 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 - Created a wetland in cooperation with conservation authorities to protect wildlife habitats along the waterfront?

Significantly Worsens.....	3%
2	<1%
3	1%
4	2%
Does Not Change Impression	13%
6	6%
7	13%
8	21%
9	12%
Significantly Improves	23%
Don't Know	4%
N Size.....	500
Mean	7.51

Q17: 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 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 - Operates the Toronto City Centre Airport, home of Porter Airlines, Cameron Air, and Air Bravo, among other passenger aviation services?

Significantly Worsens.....	3%
2	2%
3	3%
4	3%
Does Not Change Impression	29%
6	6%
7	11%
8	14%
9	7%
Significantly Improves	14%
Don't Know	7%
Refused.....	<1%
N Size.....	500
Mean	6.53

Q18: 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 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 - Operates the Toronto City Centre Airport, used often in medical emergencies by Ontario's air ambulance service?

Significantly Worsens.....	2%
2	1%
3	1%
4	1%
Does Not Change Impression	18%
6	7%
7	13%
8	15%
9	10%
Significantly Improves	26%
Don't Know.....	7%
N Size	500
Mean.....	7.52

Q19: 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 - The Toronto Port Authority should help manage the sustainable growth of Toronto?

Strongly Disagree	8%
2	3%
3	3%
4	4%
5	13%
6	9%
7	13%
8	14%
9	5%
Strongly Agree.....	23%
Don't Know.....	6%
N Size	500
Mean.....	6.74

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Q20: 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 - The Toronto Port Authority plays a vital role in the environmental well-being of Toronto?

Strongly Disagree.....	5%
2.....	2%
3.....	2%
4.....	3%
5.....	12%
6.....	10%
7.....	17%
8.....	16%
9.....	9%
Strongly Agree.....	19%
Don't Know.....	5%
N Size.....	500
Mean.....	7.00

Q21: 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 - The Toronto Port Authority provides important economic benefits to Toronto?

Strongly Disagree.....	4%
2.....	2%
3.....	3%
4.....	3%
5.....	16%
6.....	9%
7.....	15%
8.....	15%
9.....	8%
Strongly Agree.....	18%
Don't Know.....	5%
N Size.....	500
Mean.....	6.89

Q22: Some have suggested that the Toronto Port Authority should be abolished, and that the City of Toronto should take over running all of the Port's duties - including transportation, public safety, and environmental protection responsibilities. Is this something you would...:

Total Support.....	31%
Strongly Support.....	14%

Somewhat Support.....	17%
Total Oppose.....	58%
Somewhat Oppose.....	15%
Strongly Oppose.....	43%
Don't Know.....	11%
Refused.....	<1%
N Size.....	500

Q23: If, as part of this take over, the City of Toronto closed the Toronto City Centre Airport and removed Porter Airlines, how would this impact your support or opposition to the Toronto Port Authority being abolished and the City of Toronto taking over the Port's duties? Would it make you more supportive, more opposed, or would it have no impact on your support or opposition to this move? Is that much more or somewhat more supportive/opposed?

Total More.....	12%
Much More Supportive.....	7%
Somewhat More Supportive.....	6%
No Impact.....	30%
Total Less.....	53%
Somewhat More Opposed.....	14%
Much More Opposed.....	39%
Don't Know.....	5%
Refused.....	<1%
N Size.....	500

Q24: How familiar are you with the Toronto City Centre Airport, also known as the Toronto Island Airport - located on the shore of Lake Ontario near Downtown? Are you... ?

Very Familiar.....	29%
Somewhat Familiar.....	41%
Not Very Familiar.....	15%
Not Familiar At All - You Are Unwr Of It.....	14%
Don't Know.....	1%
Refused.....	1%
N Size.....	500

Q25: As you may know, access to this airport is by a short ferry ride across a distance of 400 feet (or 121 metres) of water. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the construction of a pedestrian tunnel underneath this waterway to improve access to the Toronto City Centre Airport?

Total Support.....	62%
Strongly Support.....	34%
Somewhat Support.....	28%
Total Oppose.....	31%

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Somewhat Oppose.....	10%
Strongly Oppose	21%
Don't Know	7%
Refused.....	<1%
N Size.....	500

Q26: I'd like to read you some statements about the proposed pedestrian tunnel. For each, please tell me if it makes you much more supportive, somewhat more supportive, somewhat more opposed, much more opposed, or has no impact upon your support or opposition to building this pedestrian tunnel to the Toronto City Centre Airport. How about - The tunnel would cost the Toronto Port Authority between \$20 and \$40 million to build?

Total More	35%
Much More Supportive	13%
Somewhat More Supportive	22%
No Impact.....	21%
Total Less.....	38%
Somewhat More Opposed.....	14%
Much More Opposed.....	24%
Don't Know	6%
Refused.....	1%
N Size.....	500

Q27: I'd like to read you some statements about the proposed pedestrian tunnel. For each, please tell me if it makes you much more supportive, somewhat more supportive, somewhat more opposed, much more opposed, or has no impact upon your support or opposition to building this pedestrian tunnel to the Toronto City Centre Airport. How about - The tunnel would help with the construction of a much-needed water main to the Islands, providing residents there with improved water services?

Total More	57%
Much More Supportive	32%
Somewhat More Supportive	25%
No Impact.....	21%
Total Less.....	15%
Somewhat More Opposed.....	6%
Much More Opposed.....	9%
Don't Know	6%
Refused.....	1%
N Size.....	500

Q28: I'd like to read you some statements about the proposed pedestrian tunnel. For each, please tell me if it makes you much more supportive, somewhat more supportive, somewhat more opposed, much more opposed, or has no impact upon your support or opposition to building this pedestrian tunnel to the Toronto City Centre Airport. How about - The tunnel would save the City of Toronto around \$2.5 million that it currently spends each winter on ferry services for the permanent residents of the Toronto Islands?

Total More	61%
Much More Supportive.....	38%
Somewhat More Supportive.....	24%
No Impact.....	17%
Total Less.....	16%
Somewhat More Opposed.....	6%
Much More Opposed.....	10%
Don't Know.....	5%
Refused.....	1%
N Size.....	500

Q29: I'd like to read you some statements about the proposed pedestrian tunnel. For each, please tell me if it makes you much more supportive, somewhat more supportive, somewhat more opposed, much more opposed, or has no impact upon your support or opposition to building this pedestrian tunnel to the Toronto City Centre Airport. How about - The tunnel's construction costs are eligible to be covered by the federal government's infrastructure stimulus program?

Total More	56%
Much More Supportive.....	34%
Somewhat More Supportive.....	22%
No Impact.....	19%
Total Less.....	19%
Somewhat More Opposed.....	6%
Much More Opposed.....	13%
Don't Know.....	5%
Refused.....	1%
N Size.....	500

Q30: I'd like to read you some statements about the proposed pedestrian tunnel. For each, please tell me if it makes you much more supportive, somewhat more supportive, somewhat more opposed, much more opposed, or has no impact upon your support or opposition to building this pedestrian tunnel to the Toronto City Centre Airport. How about - The tunnel would improve access to the Toronto islands for all residents, not just airport users?

Total More	64%
Much More Supportive.....	37%
Somewhat More Supportive.....	26%
No Impact.....	15%

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Total Less.....	17%
Somewhat More Opposed.....	5%
Much More Opposed.....	12%
Don't Know	4%
Refused.....	1%
N Size.....	500

Q31: I'd like to read you some statements about the proposed pedestrian tunnel. For each, please tell me if it makes you much more supportive, somewhat more supportive, somewhat more opposed, much more opposed, or has no impact upon your support or opposition to building this pedestrian tunnel to the Toronto City Centre Airport. How about - A ferry service for such a short distance is not an efficient way to access the airport?

Total More	47%
Much More Supportive	25%
Somewhat More Supportive	22%
No Impact.....	26%
Total Less.....	17%
Somewhat More Opposed.....	9%
Much More Opposed.....	8%
Don't Know	9%
Refused.....	1%
N Size.....	500

Q32: And, FROM YOUR HOME, do you hear any sound or noise associated with the airplanes that land at, and take off from, the Island Airport?

Yes.....	10%
No	87%
Don't Know	1%
Refused.....	2%
N Size.....	500

Q33: And, overall, would you say that this sound or noise has a very negative impact, a somewhat negative impact, or no impact at all on you and your life?

Very Negative	8%
Somewhat Negative	17%
No Impact At All.....	73%
Don't Know	2%
N Size.....	52

Q34: Finally, for statistical purposes only, I'd like to ask you a few Questions about yourself. First..., What is the total annual household income of your family, before taxes? Is it...?

Less Than \$25,000	8%
\$25,000 To Less Than \$50,000	16%
\$50,000 To Less Than \$75,000	19%
\$75,000 To Less Than \$100,000	14%
More Than \$100,000	24%
Don't Know.....	3%
Refused	16%
N Size	500

Q35: Gender.

Male	50%
Female	50%
N Size	500

Q36: Generation.

Male - 18 To 34	9%
Male - 35 To 54	21%
Male - 55+	20%
Female - 18 To 34	10%
Female - 35 To 54.....	20%
Female - 55+.....	20%
N Size	500

Q37: Region.

Etobicoke	18%
North York	27%
Toronto / East York	30%
Scarborough.....	26%
N Size	500