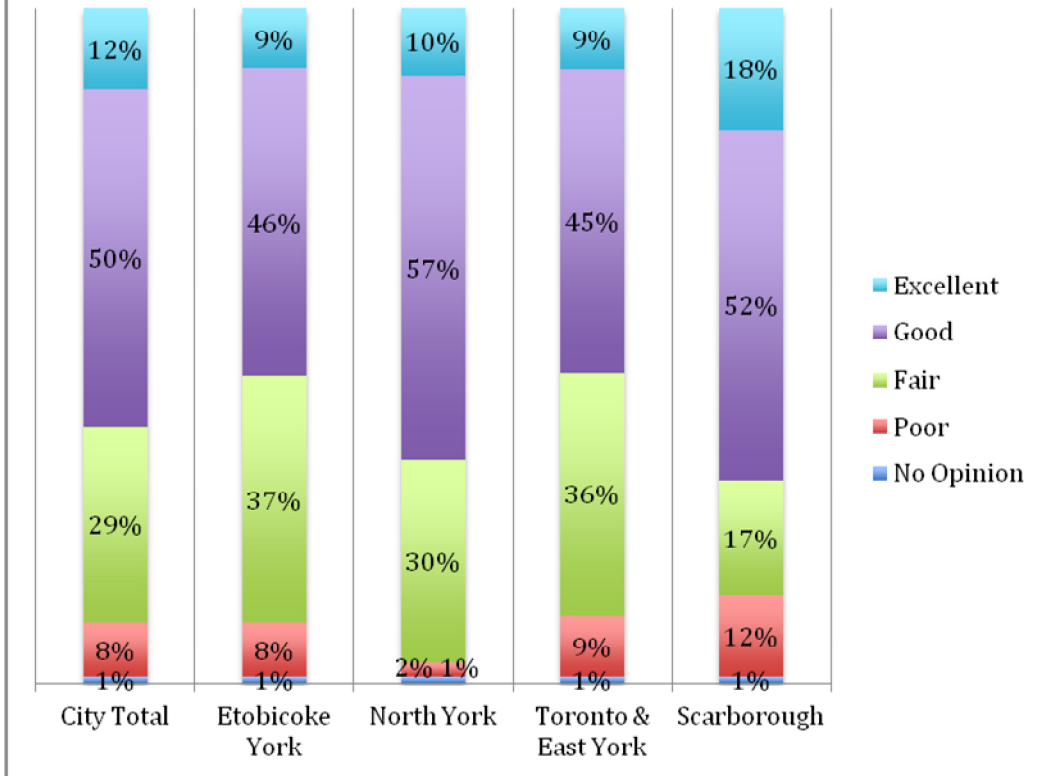APPENDIX 6
TORONTO WINTER MAINTENANCE SURVEY FINDINGS

The telephone survey was conducted by HDR Inc. in English with randomly selected Toronto residents (18 years of age and older). The survey was in the field between September 29th - October 7th, 2013 and the interviews averaged about 9-10 minutes in length.

In total, 411 interviews were completed distributed as follows across the City's Operational Districts: 101 in Etobicoke York; 107 in North York; 100 in Toronto and East York; and 103 in Scarborough.

The results for the proportionately weighted sample of 411 for the City total are accurate to within approximately ±5%, 19 times out of 20. The findings for the samples in each of the four districts are accurate to within about ±10%, 19 times out of 20.

For all tables and charts that follow, numbers may not sum to 100% due to rounding.

Q1: Rating of overall job done by City of Toronto providing winter maintenance services

	City Total	Etobicoke York	North York	Toronto & East York	Scarborough
Excellent	12%	9%	10%	9%	18%
Good	50%	46%	57%	45%	52%
Fair	29%	37%	30%	36%	17%
Poor	8%	8%	2%	9%	12%
No Opinion	1%	1%	1%	1%	1%

- Respondents 60 years of age and older, and those with a high school or less education are more likely than others to rate the job done by the City as 'good/excellent.'

- Respondents with three or more vehicles belonging to their household and those whose primary mode of travel is by bicycle are more likely than others to rate the job done by the City as 'poor/fair.'

- Not surprisingly, those rating the job done by the City as 'good/excellent' are more likely than others to also say that the job being done by the City has 'improved' compared to three years ago and to 'agree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities. Conversely, those rating the job done by the City as 'poor/fair' are more likely than others to also say that the job being done by the City has 'worsened' compared to three years ago and to 'disagree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities.

Q2A: Reasons underlying the 'Excellent/Good' ratings of the job currently done by the City of Toronto providing winter maintenance services
(Responses to an open-end question — that is, one without defined answer categories)

Key Identified Reasons	%
Snow is cleared quickly/in a timely manner	26
Have had no issues/problems personally — generally satisfied	22
Streets are cleared reasonably well	20
The City generally does a good job overall/no problem getting around	18
The sidewalks are reasonably well cleared	8
Reasonable/adequate salting and sanding	3

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses (and the exclusion of selected 'other' responses — e.g. 'because I live there'; 'my experience'; 'depends on where you live'; etc.).
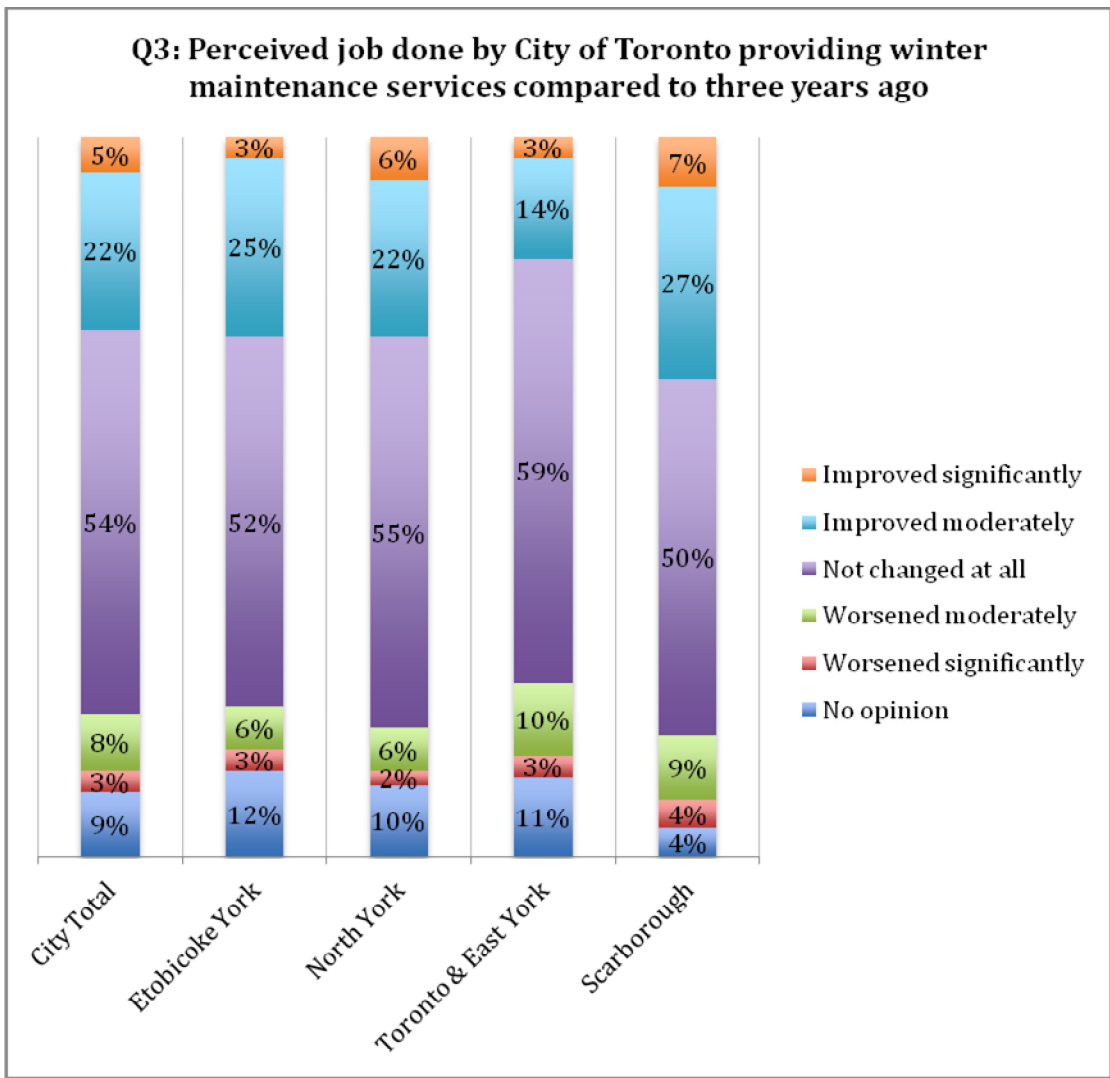
Q2A: Reasons underlying the 'Fair/Poor' ratings of the job currently done by the City of Toronto providing winter maintenance services
(Responses to an open-end question — that is, one without defined answer categories)

Key Identified Reasons	%
Snow not cleared in a timely manner	36
Side streets/sidewalks are often neglected	18
Clearing generally could be better performed	18
Plows sometimes put or pack snow back into driveway/onto sidewalk	9
City generally does not do a good job/clearing does not get done	7
It is difficult to get around in winter — snow clearing insufficient	5
Too much snow around bus shelters	5
Too much salt/don't like the salt	3
Not enough salting	2
Bike lanes not cleared	2

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses (and the exclusion of selected 'other' responses — e.g. 'because I live there'; 'my experience'; 'depends on where you live'; 'depends on the severity of the winter'; etc.).
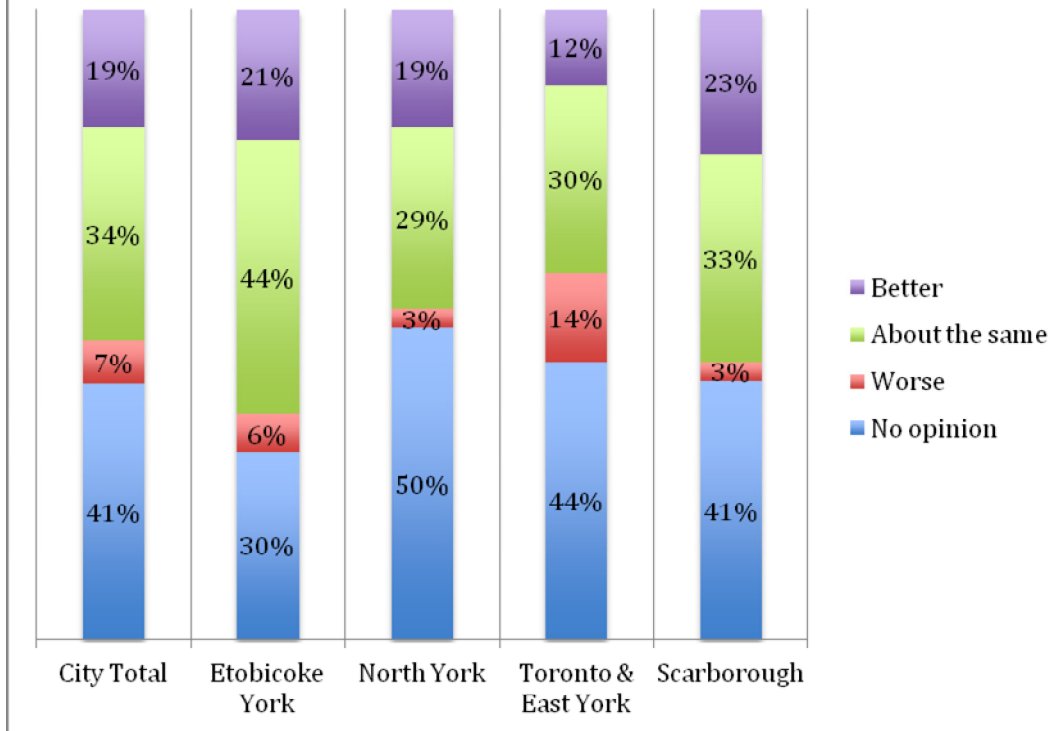
- [There are no notable significant demographic differences in response.]

Q3: Perceived job done by City of Toronto providing winter maintenance services compared to three years ago

Legend:
- Improved significantly
- Improved moderately
- Not changed at all
- Worsened moderately
- Worsened significantly
- No opinion

Category	City Total	Etobicoke York	North York	Toronto & East York	Scarborough
Improved significantly	5%	3%	6%	3%	7%
Improved moderately	22%	25%	22%	14%	27%
Not changed at all	54%	52%	55%	59%	50%
Worsened moderately	8%	6%	6%	10%	9%
Worsened significantly	3%	3%	2%	3%	4%
No opinion	9%	12%	10%	11%	4%

- Respondents with a high school or less education, those with total annual household incomes of less than $50,000, and those who have lived in the City for ten years or less are more likely than others to say that the job done by the City has 'improved' compared to three years ago.

- There are no significant demographic differences among those who say that the job done by the City has 'worsened' compared to three years ago.

- Those with total annual household incomes of $100,000 or higher are more likely than others to say that the job done by the City has not changed at all.

- Those who say that the job being done by the City has 'improved' compared to three years ago are more likely than others to 'agree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities. Conversely, those saying that the job being done by the City has 'worsened' are more likely to 'disagree' with the statement.

Q4: Perceived job done by the City of Toronto providing winter maintenance services compared to other communities in the GTA

Legend:
- Better (purple)
- About the same (green)
- Worse (red)
- No opinion (blue)

	City Total	Etobicoke York	North York	Toronto & East York	Scarborough
Better	19%	21%	19%	12%	23%
About the same	34%	44%	29%	30%	33%
Worse	7%	6%	3%	14%	3%
No opinion	41%	30%	50%	44%	41%

- [There are no notable significant demographic differences in response.]

- Not surprisingly, those saying that the City of Toronto does a 'better' job providing winter maintenance services compared to other GTA communities are more likely than others to also rate the job the City does providing such services as 'good/excellent,' to say that the job being done by the City has 'improved' compared to three years ago and to 'agree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities. Conversely, those saying that the City does a 'worse' job providing winter maintenance services compared to other GTA communities are more likely than others to rate the job the City does providing such services as 'poor/fair,' to say that the job being done by the City has 'worsened' compared to three years ago and to 'disagree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities.
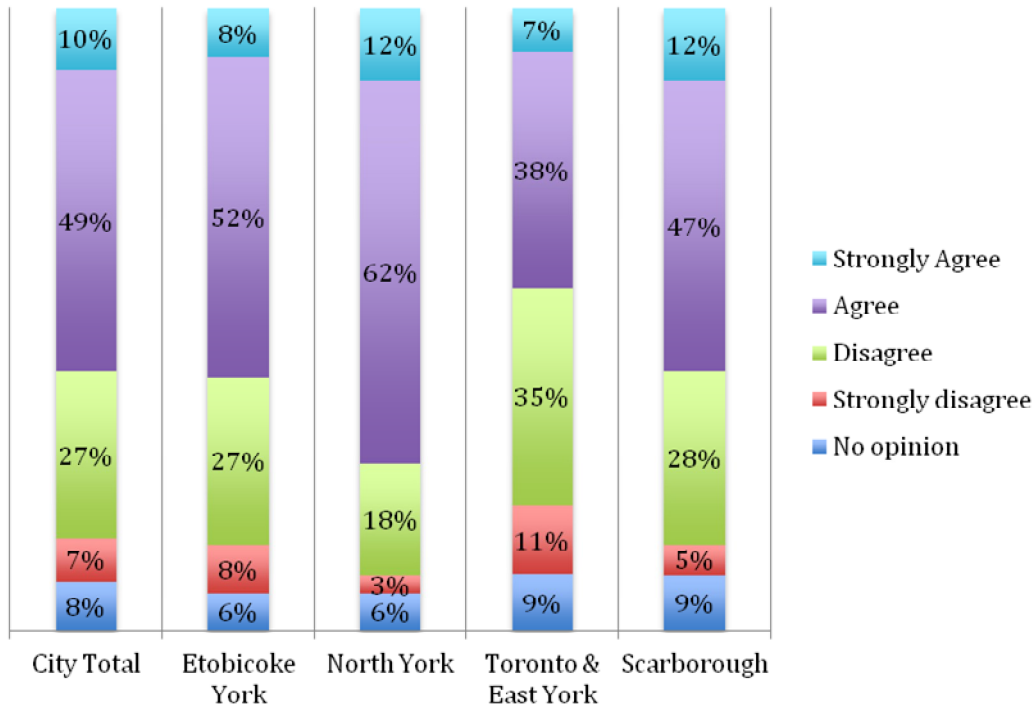
Winter Maintenance Service	City Total Mean* (Top/ Bottom Box scores**)	Etobicoke York Mean* (Top/ Bottom Box scores**)	North York Mean* (Top/ Bottom Box scores**)	Toronto & East York Mean* (Top/ Bottom Box scores**)	Scarborough Mean* (Top/ Bottom Box scores**)
Q5-11: Satisfaction levels with specific winter maintenance services delivered by the City of Toronto					
Q5: Salting and snow clearing of City roads and streets	7.0 (67/6)	6.7 (59/8)	7.3 (75/1)	6.5 (58/11)	7.3 (76/4)
Q6: Salting and snow clearing of City sidewalks and walkways	6.3 (55/10)	6.2 (59/12)	6.8 (63/6)	6.0 (48/14)	6.5 (59/8)
Q7: Salting and snow clearing of bicycle lanes/routes	6.0 (28/7)	5.9 (28/7)	6.1 (23/6)	5.5 (22/12)	6.5 (37/4)
Q8: Salting and snow clearing of transit stop areas	6.9 (55/5)	6.6 (46/7)	7.3 (61/1)	6.8 (57/7)	6.9 (58/5)
Q9: Snow clearing of driveway windrow openings	5.2 (36/25)	4.5 (27/32)	5.8 (42/21)	4.7 (29/26)	5.8 (46/20)
Q10: The removal of snow and its hauling to storage sites	6.4 (46/9)	6.2 (42/10)	6.7 (49/5)	5.9 (47/15)	6.7 (49/5)
Q11: Snow clearing services generally for seniors and people with disabilities	6.0 (30/9)	5.6 (30/13)	6.4 (28/6)	6.0 (31/10)	6.1 (32/8)

* This is the mean score (or average) using an eleven-point scale from 0-10, where 0 means 'not at all satisfied' and 10 means 'very satisfied.'
** The 'Top Box' includes the percentage answering 7, 8, 9 or 10 on the eleven-point scale. The 'Bottom Box' includes the percentage answering 0, 1, 2 or 3 on the eleven-point scale.

- On balance, there were relatively few significant demographic differences in response across the range of City winter maintenance services described in the table above.

- Respondents between the ages of 18-39 are more likely than others to express higher satisfaction levels with the job done by the City salting and snow clearing bicycle lanes/routes. Those whose primary mode of travel is the bicycle are more likely to express lower satisfaction levels.

- Respondents with total annual household incomes of $50,000 or less and those with two vehicles belonging to members of the household are more likely than others to express higher satisfaction levels with the job done by the City clearing snow from driveway windrow openings. Conversely, those with three or more vehicles belonging to members of the household are more likely than others to be less satisfied.

- As a general rule, those attributing higher ratings (identified through both mean and 'top box' scores) to the winter maintenance services tested are more likely than others to rate the job the City does providing winter maintenance services as 'good/excellent,' to say that the job being done by the City has 'improved' compared to three years ago and to 'agree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities. Conversely, those attributing lower ratings are more likely than others to rate the job the City does providing such services as 'poor/fair,' to say that the job being done by the City has 'worsened' compared to three years ago and to 'disagree' with the statement that the City of Toronto does a good job communicating to the public.

Q12: Level of agreement with the statement...
The City of Toronto does a good job communicating to the
public about its winter maintenance activities

	City Total	Etobicoke York	North York	Toronto & East York	Scarborough
Strongly Agree	10%	8%	12%	7%	12%
Agree	49%	52%	62%	38%	47%
Disagree	27%	27%	18%	35%	28%
Strongly disagree	7%	8%	3%	11%	5%
No opinion	8%	6%	6%	9%	9%

- Respondents with total annual household incomes of under $50,000, those who are separated/divorced and those who have lived in Toronto for ten or fewer years, are more likely than others to 'agree' that the City does a good job communicating to the public about its winter maintenance activities. Conversely, those with total annual household incomes of $100,000 and above, those with post-graduate degrees and those with three or more vehicles belonging to members of the household are more likely than others to disagree.

- Those who 'agree' with the Q12 statement above (and the Q13 and Q14 statements on the following pages) are more likely than others to rate the overall job the City does providing winter maintenance services as 'good/excellent' and to say that the job being done by the City has 'improved' compared to three years ago. Conversely, those who 'disagree' with the Q12 statement above (and the Q13 and Q14 statements on the following pages) are more likely than others to rate the overall job the City does providing winter maintenance services as 'poor/fair' and to say that the job being done by the City has 'worsened' compared to three years ago.

Q13: Level of agreement with the statement...
The City of Toronto's snow clearing activities typically
occur within a reasonable amount of time
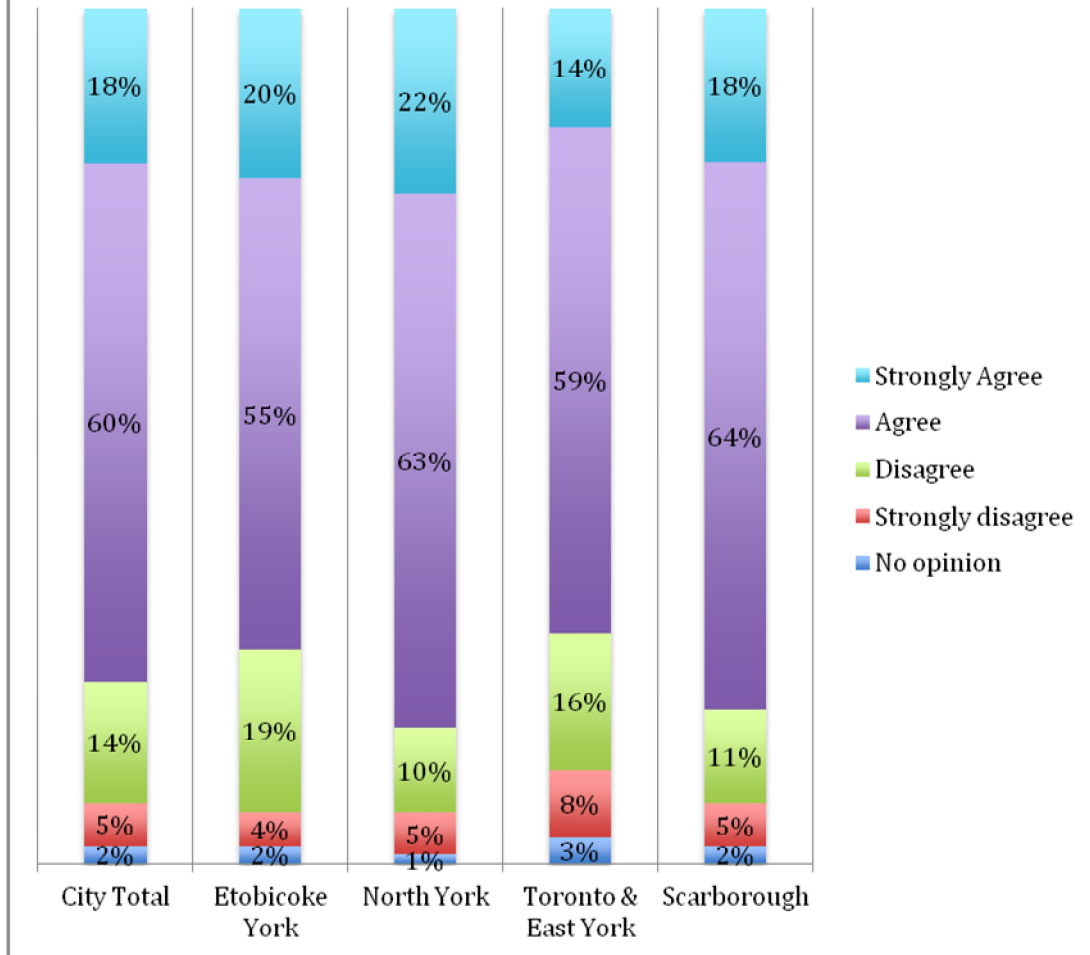
- Respondents with three or more vehicles belonging to members of the household and those whose primary mode of travel is the bicycle are more likely than others to 'disagree' with the statement that the City of Toronto's snow clearing activities typically occur within a reasonable amount of time. Those who have lived in the City for ten or fewer years are more likely than others to 'agree' with the statement.

Q14: Level of agreement with the statement...
The current level of winter maintenance services are appropriate to meet the City of Toronto's needs
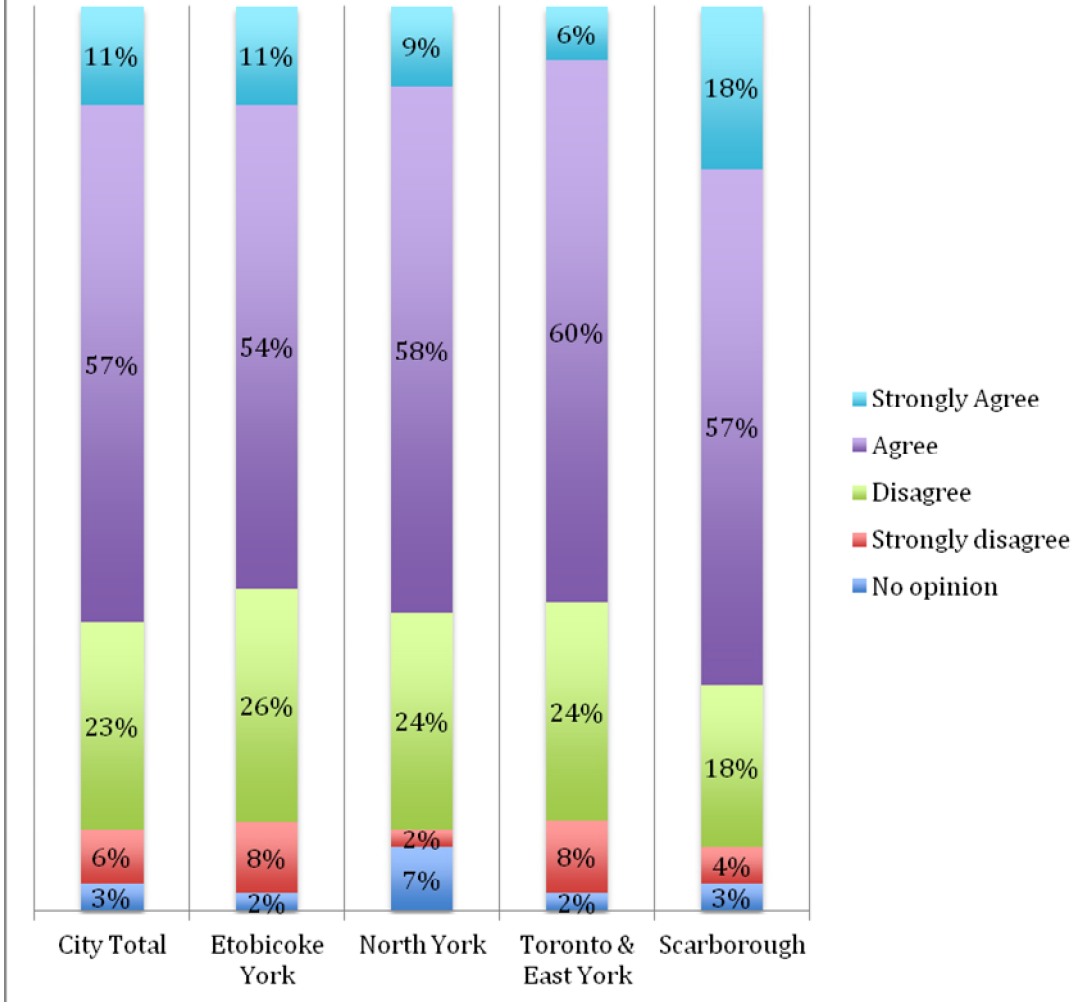
- Respondents who have lived in Toronto for 10 or fewer years, those with no vehicles belonging to members of the household and those who live in an apartment building are more likely than others to agree with the statement that the current level of winter maintenance services are appropriate to meet the City of Toronto's needs. Respondents with three or more vehicles belonging to members of the household and those whose primary mode of travel is the bicycle are more likely than others to 'disagree.'

Q15: Perceptions of the amount currently spent by the City of Toronto on winter maintenance activities
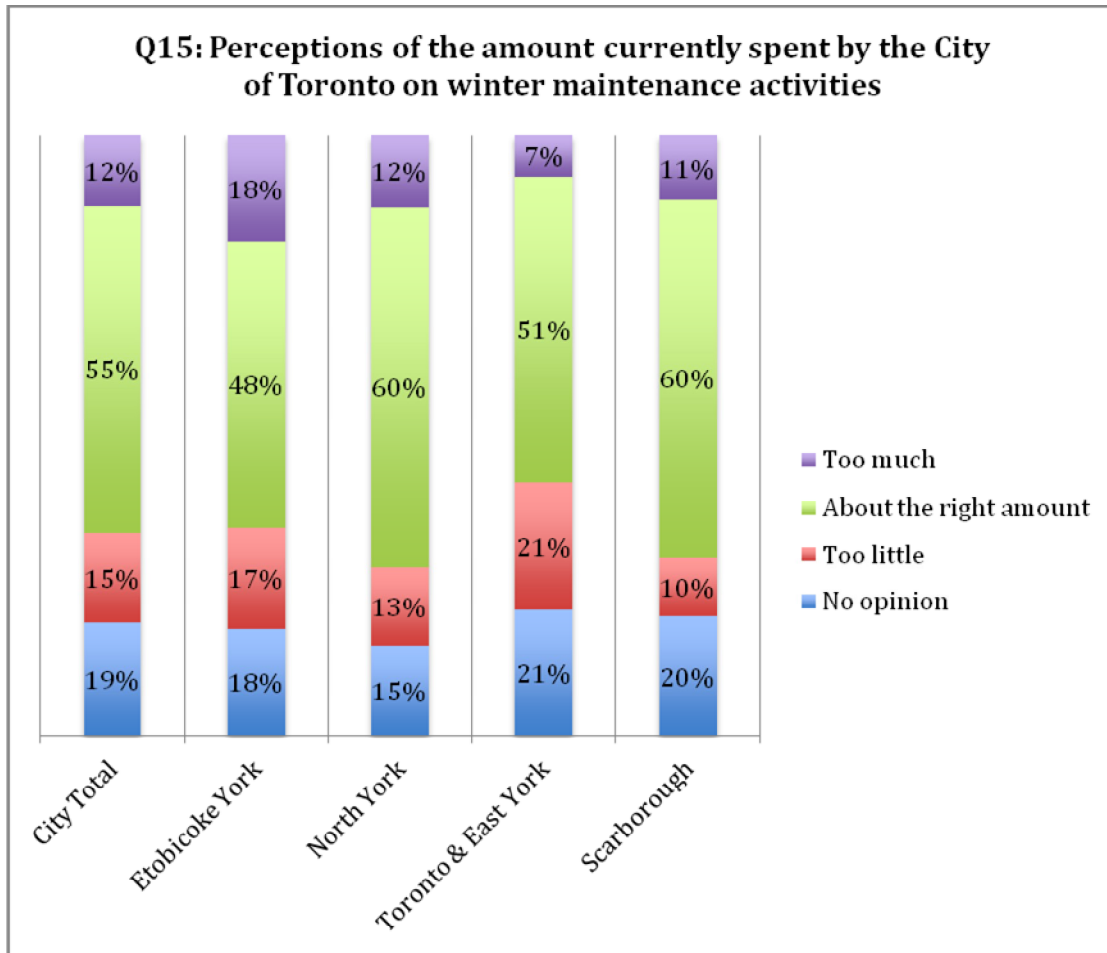
- Respondents with total annual household incomes of less than $50,000 are more likely than others to say that the City currently spends 'too much' on winter maintenance services.

- Those who feel that the City currently spends 'too little' on winter maintenance activities are more likely than others to rate the overall job the City does providing such services as 'poor/fair,' to say that the job being done by the City has 'worsened' compared to three years ago and to 'disagree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities.

- Those who feel that the City currently spends 'about the right amount' on winter maintenance activities are more likely than others to rate the overall job the City does providing such services as 'good/excellent,' to say that the job being done by the City has 'improved' compared to three years ago and to 'agree' with the statement that the City of Toronto does a good job communicating to the public about its winter maintenance activities.

- Those with 'no opinion' on the amount currently being spent by the City are more likely than others to rate the overall job the City does providing winter maintenance services as 'poor/fair.'

Q16: Perceived top three things the City of Toronto should do to improve its winter maintenance services (Responses to an open-end question — that is, one without defined answer categories)	
Suggestions for Improvement	**%**
Better clearing of sidewalks/crosswalks/walkways	23
Better clearing of streets/side streets/alleys/laneways	23
Faster snow removal (including snow piles/banks/slush)	17
Better clearing of driveways/windrows	16
Improved salting/sanding	13
Faster response to weather conditions	9
Better clearing of transit stops	7
Improved services for seniors	5
Improved communications — road conditions, general information	5
Be more consistent/efficient in activities	4
General road maintenance — ensure drainage, fix potholes, etc.	4
Add more snow plows generally	4
Other (e.g. better clean around school property; don't damage private property; do more for the suburbs; etc.)	7
No suggestions/doing fine as is	6
Don't know/no opinion	16

Note: Percentages do not sum to 100 due to rounding and the inclusion of multiple responses.

- Respondents who are single and whose primary mode of travel is walking are more likely than others to suggest that the City needs to better clear sidewalks/crosswalks/walkways.

- Respondents whose primary mode of travel is public transit are more likely than others to suggest that the City needs to better clear transit stops.

Demographic Variable Table — for City Total Sample
**(Note: Percentages may not sum to 100 due to
rounding and the exclusion of 'no opinion/refusal responses.')**

Q28: Gender	%
Male	47
Female	53
Q17: Age	**%**
18-29 years	7
30-39 years	12
40-49 years	19
50-59 years	24
60-69 years	19
70 years or older	17
Q18: Education	**%**
Grade 8 or less	1
Some high school	2
High school graduate	13
Some technical school/college	5
Technical school/college graduate	18
Some university	7
University graduate	30
University post-graduate	22
Q19: Total Annual Household Income	**%**
Less than $30,000	10
$30,000-49,999	13
$50,000-69,999	13
$70,000-99,999	13
$100,000 or more	29
Q20: Marital Status	**%**
Single	23
Living common law	5
Married	55
Separated or divorced	7
Widowed	7
Q21: Years Lived in City of Toronto	**%**
10 years or less	13
11-20 years	18
21-30 years	15
31 years and over	51
Q22: Number of Vehicles Belonging to Members of Household	**%**
None/no vehicles	14
1 vehicle	46
2 vehicles	30
3 or more vehicles	9
Q23: Type of Residence	**%**
Unit in building with five floors or more	29
Unit in building with less than five floors	5
Townhouse or row house	7
Semi-detached house	11
Single-detached house	47

Q24: Relationship to Property	%
Own current residence	71
Rent current residence	27
Q25: Primary Mode of Travel	**%**
Personal vehicle	58
Motorcycle	0.2
Public transit (including Wheel Trans)	30
Bicycle	3
Walking	8
Other	0.4