Results of Public Opinion Poll on Road Safety

Data analysis is the main driving factor in the selection of emphasis areas, but it is not the only factor as consideration must also be given to social, economic, and political constraints. Therefore, identification of emphasis areas for analysis requires input from the City's residents. CIMA+, with the assistance of Research Now, surveyed 1,253 Toronto-residents regarding traffic safety and road safety improvement priorities.

For the purpose of this assignment, Research Now was instructed to exclude respondents with a place of residence outside of the City of Toronto and the sample size of the survey was limited to 1,253 fully completed survey responses.

This appendix summarizes the results and analysis of the survey and illustrates the public's concerns and recommended emphasis areas. Results from the survey are provided, when relevant, for comparison purposes. The actual survey has been provided at the end of this summary document.

General Information on Survey Respondents

In order to ensure fair and unbiased responses the survey's respondents were a group of diverse individuals of all ages, genders and from various locations throughout the City of Toronto. In the survey, respondents were asked to identify the first three (3) letters/numbers of their postal code. As evidenced by the spatial distribution of respondents throughout the City, as illustrated in Figure 1, each jurisdiction within Toronto was proportionally represented in the survey.

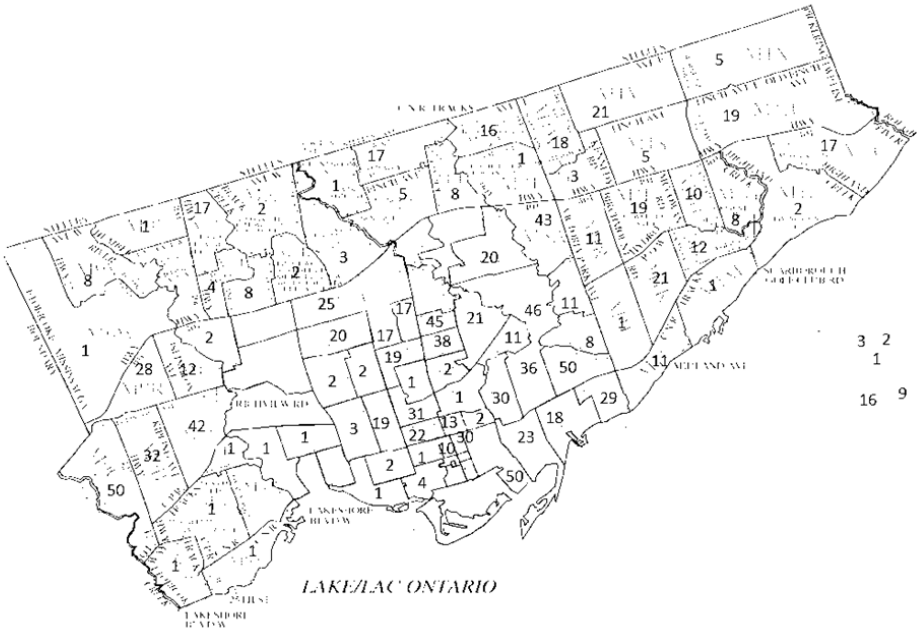

Figure 1 - Spatial Distribution of Survey Participants by Postal Code

Furthermore, respondents were asked to identify their gender, license type and age. According to the results approximately 56% of respondents were female, with the remaining respondents (44%) identifying themselves as male.

With regards to driver's licenses, 83% of respondents reported having a Full License; 13% of respondents reported not having a driver's license, whereas the remainder of the respondents (4%) reported having a Graduate License.

Figure 2 illustrates the age distribution of respondents. It is evident that each age group is proportionally represented in the survey.

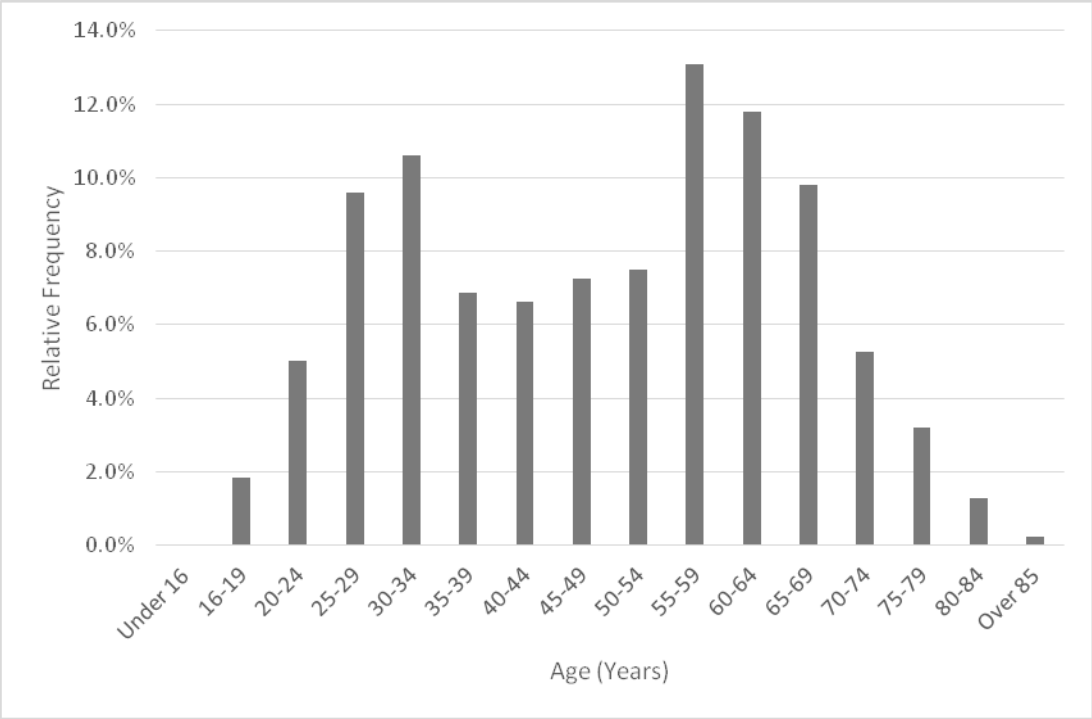

Figure 2 - Survey Participant Age Distribution

Survey Results & Analysis

In order to evaluate the public's recommended emphasis areas, respondents were asked to rank a list of priorities regarding potential traffic safety improvements for the City of Toronto. Respondents felt as if the most important traffic safety improvement for the City of Toronto should be related to distracted road users followed by improving intersection safety. The results of this question are tabulated in Table 1.

Table 1 - Participant's Recommended Safety Priority for the City of Toronto

Traffic Safety Priority	Average Ranking	Overall Ranking
Reducing the number of distracted drivers, pedestrians, and cyclists	2.98	1
Improving intersection safety	3.58	2
Red light running at intersections	4.00	3
Improving pedestrian safety	4.50	4
Improving cycling safety	5.08	5
Increasing the amount of traffic enforcement	5.49	6
Improving snow clearing operations	5.72	7
Improving school zone safety	6.67	8
Reducing speed of traffic (aggressive driving)	6.97	9

Respondents were also given the opportunity to suggest their own traffic safety improvement area. The most commonly requested traffic safety improvements, which did not overlap those above, were:

- Improved driver, pedestrian, and cyclist education on the rules of the roadway; and
- Improved traffic management during roadway construction/closures.

Summary of Findings

The results of the survey analysis can be summarized as follows:

- A total of 1,253 Toronto residents completed the survey;
- Respondents were of all ages, gender, and lived throughout the City of Toronto;
- The primary road safety concerns identified by the residents of Toronto were:
  - Distracted Driving;
  - Intersection-related Safety;
  - Pedestrian Safety; and
  - Cyclist Safety;
- Secondary road safety concerns of the public were:
  - Lack of Traffic Enforcement.