

LISTENING TO TORONTO SURVEY

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Service Excellence Committee Presentation
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01 INTRODUCTION

Background and Objectives

Background

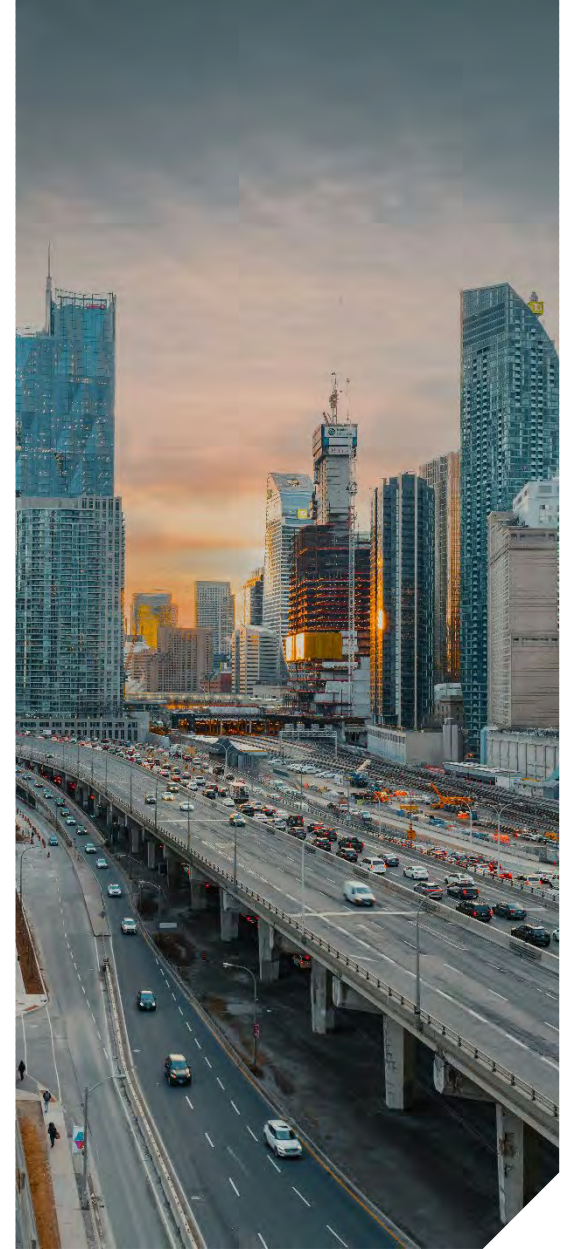
The City of Toronto sought to understand opinions on different focus areas related to municipal services in the city of Toronto and gather feedback from residents on topics including quality of life and satisfaction with the city, social and community services, public safety, cleanliness, experiences of contacting the city and resident opinions on the focus of the 2024 budget.

The research would help inform the City of Toronto in making decisions about municipal services.

Objectives

The objectives of the Listening to Toronto survey were to engage Torontonians to better understand opinions, attitudes, and preferences concerning a number of important issues in the city of Toronto, including (but not limited to):

- Most important issues requiring attention from the City of Toronto
- Perceptions of quality of life and other aspects of living in Toronto
- Priorities for the City budget
- Deep-dive into perceptions and satisfaction with transportation, recreation and library programs, parks, social services, public safety, cleanliness, public safety, and service interactions.
- Opinions about communication with residents from the City
- And other topics





Methodology

A representative sample of n=1,142 Toronto residents 18 years of age and older have been surveyed online.

A representative sample ensures that the research findings are reflective of the opinions of adult Toronto residents.

The sample includes:

- n=1,018 respondents recruited from an online panel
- n=124 in-language surveys conducted online n= 26 Cantonese, n= 25 Mandarin, n=25 Portuguese, n=24 Punjabi, n= 23 Tamil
- n=1,142 in total

Fieldwork Period

The survey was fielded between August 28, 2024– September 18, 2024.

Sampling Quotas and Weighting .

Quotas and weighting were used to ensure the sample was representative of the surveyed population by:

- Age
- Gender
- Region

Sampling quotas and weighting were designed to match the latest Statistics Canada Census figures (2021).

02 KEY FINDINGS

Key Findings

- Over six in ten (64%) Torontonians rate **the quality of life in Toronto as good or very good**, however half (50%) of Torontonians feel that the quality of life in Toronto in the past 12 months has worsened.
- Almost six in ten (59%) Torontonians **are satisfied with Toronto's streets and transportation system overall**.
- Among those who **have used recreation programs or services provided** by the City of Toronto (33%), satisfaction is very high with nine in ten saying they are satisfied with their experience using recreation programs (90%).
- A large majority of **Torontonians are satisfied with parks or outdoor spaces** (80%) but are least satisfied with washrooms in parks (52%).
- **Satisfaction is high among those who have used social services** with over eight in ten (81%) satisfied with their experience of using the City's social services and a similar proportion (84%) satisfied with the quality of service.
- Overall, almost six in ten (59%) Torontonians **feel safe in Toronto**. Around two in five (39%) reported they do not feel safe.
- Almost six in ten (58%) Torontonians are **satisfied with the overall cleanliness in Toronto**, with 16% saying they are "very satisfied".
- Among those who contacted the City, three quarters (75%) say they are **satisfied with their most recent interaction**.
- Almost six in ten (58%) Torontonians are **very or somewhat satisfied with the overall quality of general information and communication from the City**.

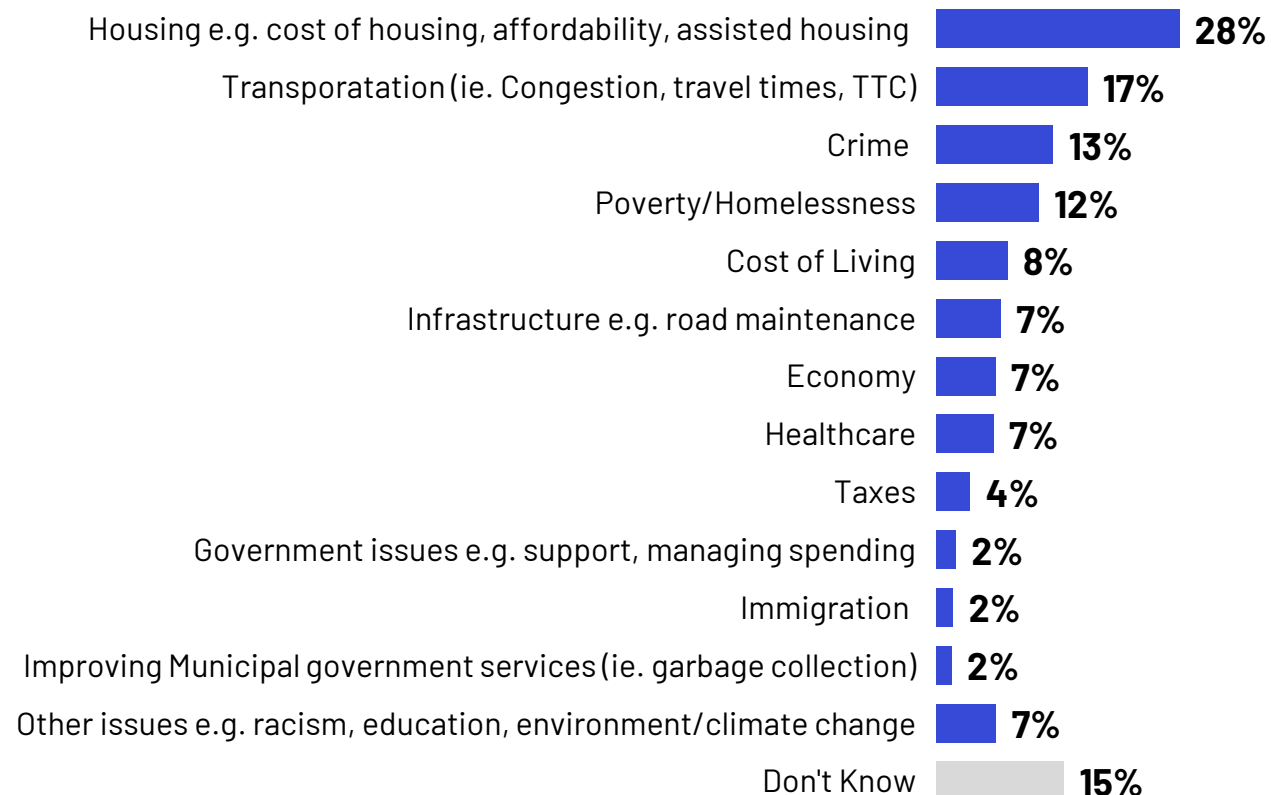
03 QUALITY OF LIFE AND SATISFACTION

Top Local Issue in Toronto Needing Attention

Torontonians were asked what the most important “local” or “municipal” issue is which they feel should receive the greatest attention from their local leaders in the city of Toronto. Nearly three in ten (28%) said “housing”, for example cost of housing, affordability or assisted housing.

The second most important issue which should receive the greatest attention is transportation (17%), for example, traffic, congestion, increased commute times and public transportation. This is followed by crime (13%) and poverty/homelessness (12%).

A similar proportion (15%) however said they did not know what the most important issue is.



Base: All respondents (n=1142)

Q4. In your view, in the City of Toronto, what is the most important “local” or “municipal” issue you feel should receive the greatest attention from your local leaders?

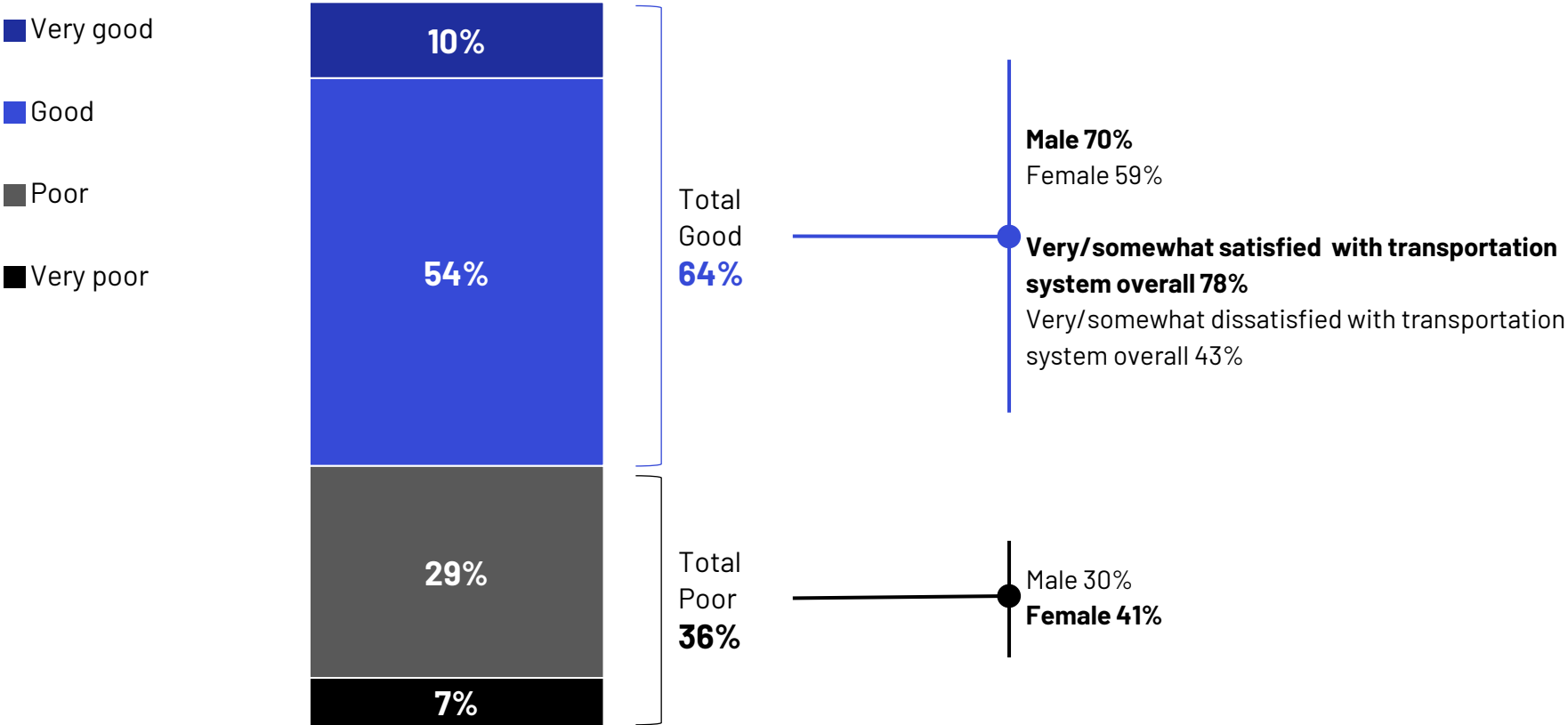
Current Quality of Life in Toronto

Over six in ten (64%) Torontonians rate the quality of life in the city of Toronto as good or very good. Over a third (36%) however rate the quality of life as poor or very poor.

Males (70%) are more likely to rate the quality of life in the city of Toronto today as good or very good, compared to females (59%).

Those who are satisfied with the transportation system overall rate the quality of life as good or very good (78%) compared to those who are dissatisfied with the transportation system overall (43%).

There are no significant differences in ratings of quality of life by age nor by region.



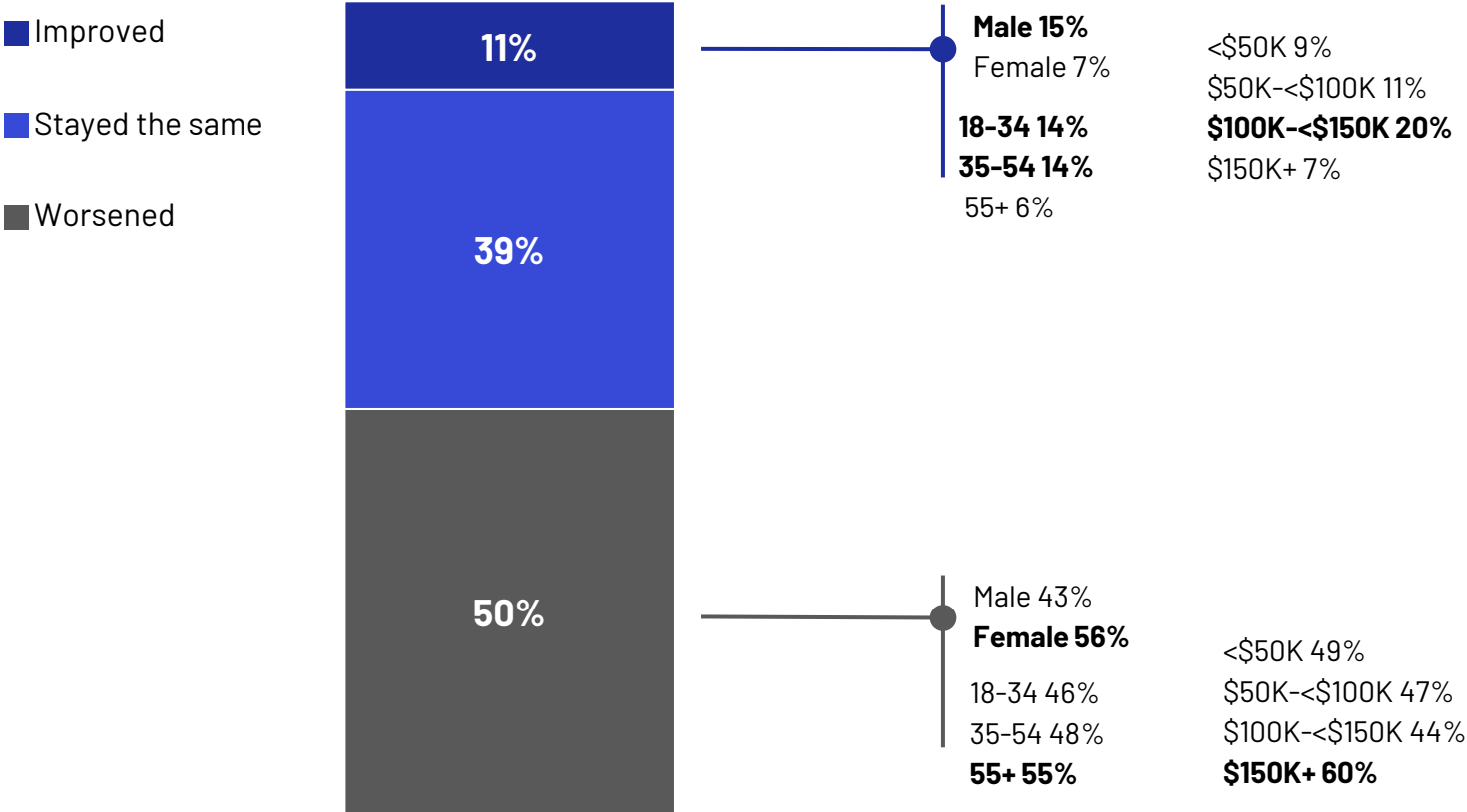
Base: All respondents (n=1142)
Q5. Overall, how would you rate the quality of life in the City of Toronto today?

Change in Toronto's Quality of Life Over the Past Year

One in two (50%) Torontonians feel the quality of life in the city of Toronto has worsened over the past 12 months, with almost four in ten (39%) saying it has stayed the same. Only around one in ten (11%) say it has improved.

Torontonians aged over 55 (55%) are more likely to say quality of life in the city has worsened compared to those aged 18-34 (46%).

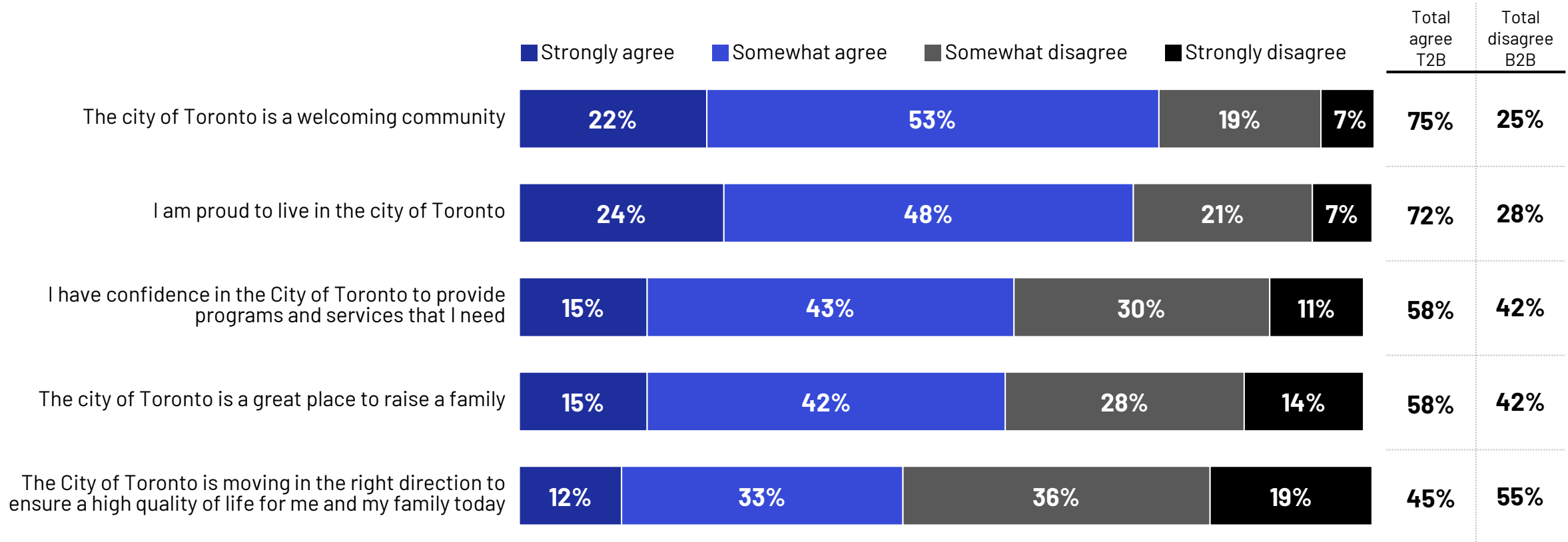
Torontonians with a household income of \$150,000 and over are more likely to say the quality of life in the city has worsened over the past year (60%) compared to lower income households.



Base: All respondents (n=1142)
Q6. Do you feel that the quality of life in the City of Toronto in the past 12 months has improved, stayed the same, or worsened?

Agreement with Statements About the City of Toronto

Three quarters (75%) of Torontonians say the city of Toronto is a welcoming community and a similar proportion (72%) are proud to live in the city. Over half (58%) say they have confidence in the City of Toronto to provide programs and services they need, and the same proportion say that that the city is a great place to raise a family (58%). There is less certainty that the city of Toronto is moving in the right direction to ensure a high quality of life for them and their family today with just over four in ten agreeing with this statement (45%) but over half (55%) disagreeing.



Base: All respondents (n=1142)

Q7. To what extent would you agree or disagree with the following statements about the City of Toronto?

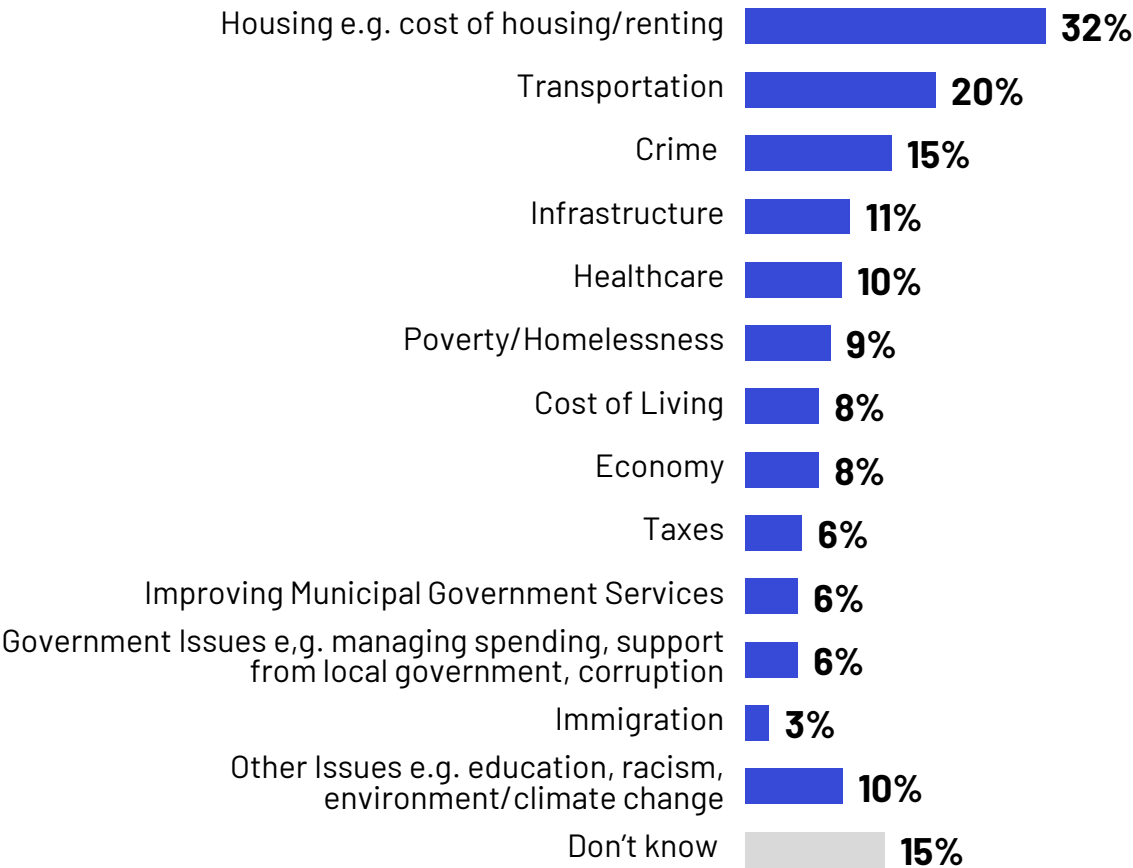
04 2025 CITY BUDGET

Priorities for Toronto's 2025 City Budget

When asked what the City's budget should focus on and prioritize for 2025, almost a third (32%) of Torontonians said housing, including the cost of housing and renting in the City.

One in five (20%) said the City's budget should focus on transportation, followed by crime (15%) and infrastructure (11%).

A similar proportion (15%) don't know what priorities the budget should focus on for 2025.

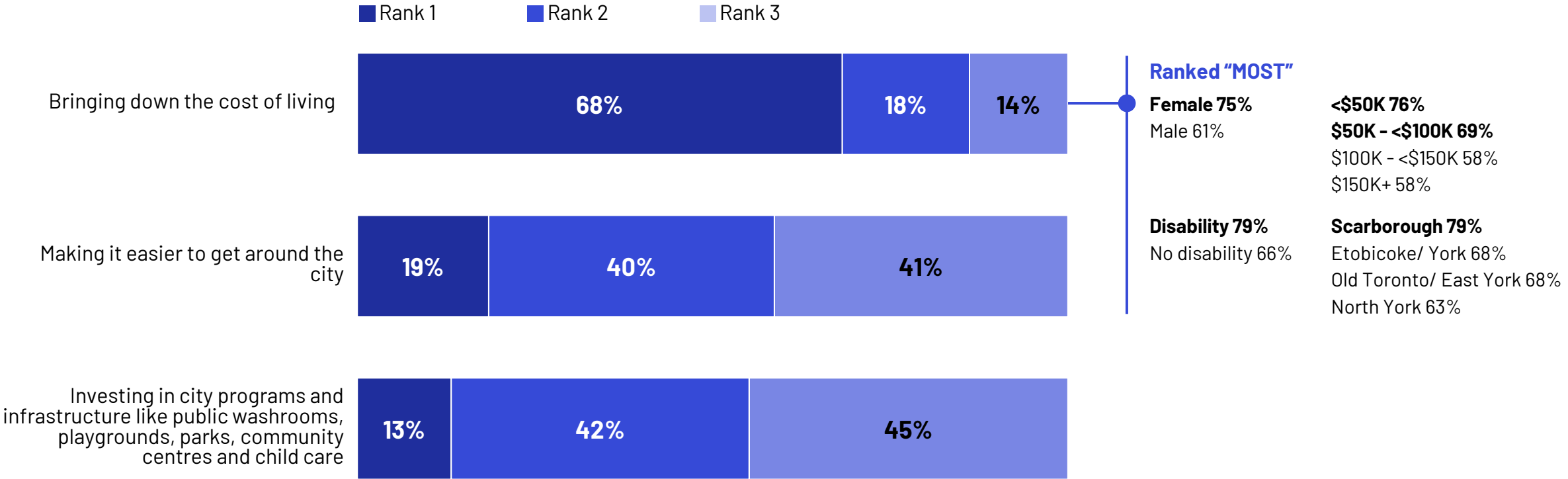


Base: All respondents (n=1142)
Q8. The City is beginning to prepare its 2025 City budget. The City budget is a financial plan that describes how much money the City will raise and spend within a year. In your opinion, what should the City's budget focus on and prioritize for 2025?



Key Focus Areas for Toronto's 2025 Budget

When asked to rank three key areas the budget could focus on, over two thirds (68%) of Torontonians ranked “bringing down the cost of living” as the main area the budget should focus on. Almost two in ten (19%) rank “making it easier to get around the city” as the City’s number one focus for the budget, followed by just over one in ten (13%) say this should be “investing in city programs and infrastructure like public washrooms, playgrounds, parks, community centres and childcare”. Females, those with a disability, on household incomes of less than \$100,000 and who live in Scarborough are more likely to say “bringing down the cost of living” should be the City’s number one focus for the budget.



Base: All respondents (n=1142)
Q9. Considering the following areas below, in your opinion, what should the budget focus most on? Please rank the following from 1 to 3 where 1 is what the City should focus on most and 3 the least.



An aerial photograph of a city waterfront, likely Toronto. In the foreground, a large, semi-circular stadium with a dark roof and visible seating is prominent. To its left is a green park area with trees and a small water feature. A multi-lane highway with heavy traffic runs horizontally across the middle of the image. Above the highway, there are several high-rise buildings, including a distinctive cylindrical one. To the right of the highway, there's a marina with many boats docked, and further right, a large, flat area with green spaces and trees. The city extends to the water's edge, with various buildings and infrastructure visible. The sky is clear and blue.

05 GETTING AROUND THE CITY

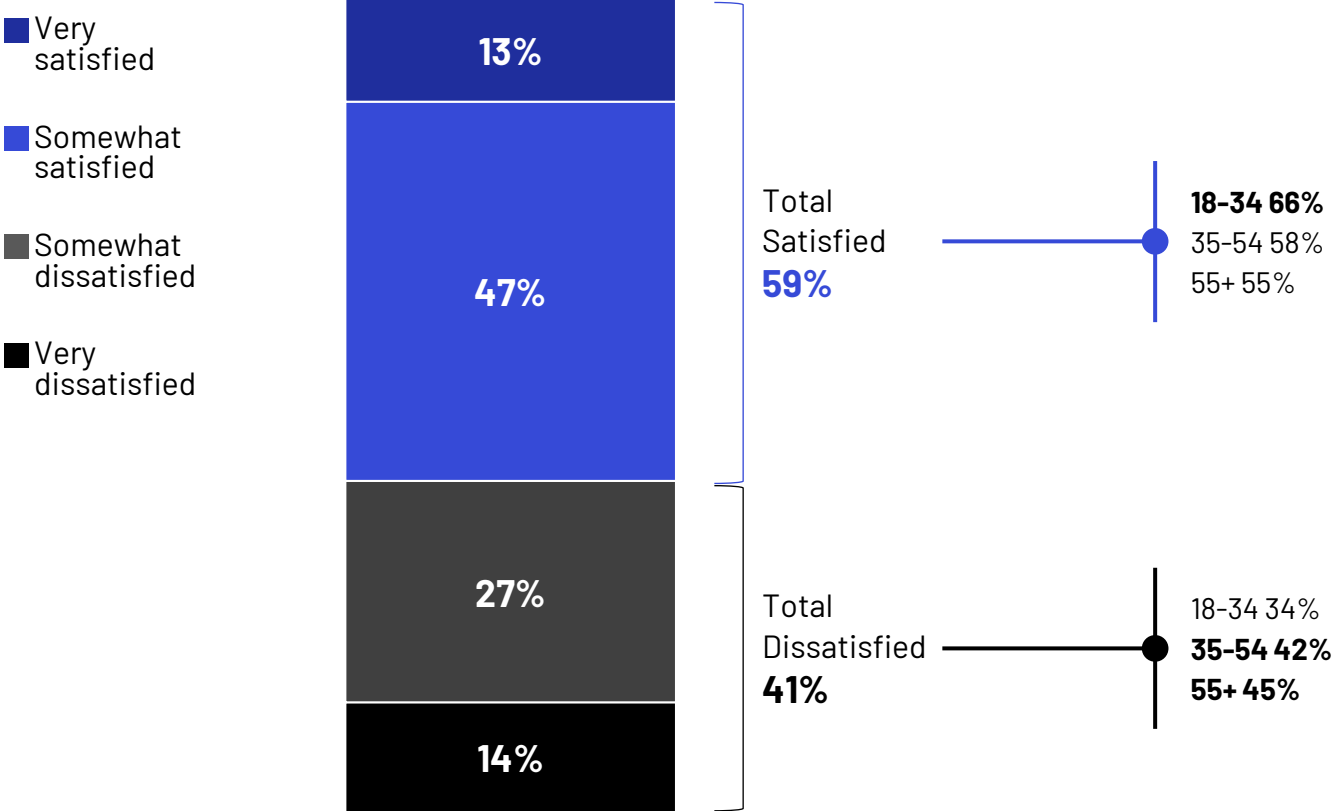
Satisfaction with Toronto's Streets and Transportation System

Almost three in five (59%) Torontonians are very or somewhat satisfied with Toronto's streets and transportation system overall.

Satisfaction is higher among younger residents, with two thirds of those aged 18-34 saying they are very or somewhat satisfied, compared to just over half (55%) of Torontonians aged 55+.

Two in five (41%) are very or somewhat dissatisfied with Toronto's streets and transportation system overall.

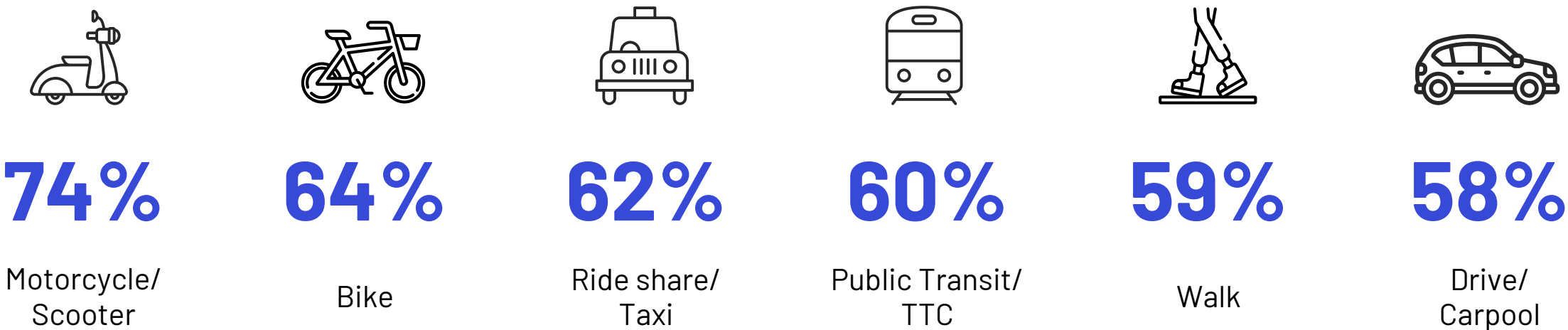
Dissatisfaction is higher among Torontonians aged 55+ (45%) or 35-54 (42%) compared to those aged 18-34 (34%).



Base: All respondents (n=1142)
Q14. How satisfied are you with the City of Toronto's streets and transportation system overall? This includes roads, sidewalks, cycling infrastructure in addition to street signs, traffic lights, etc.

Satisfaction with the City of Toronto’s Streets and Transportation System Overall by Mode of Transport Used

Satisfaction with streets and the transportation system overall is highest among those who use motorcycles/scooters with seven in ten (74%) saying they are very or somewhat satisfied, followed by cyclists (64%), ride share/taxi users (62%), public transit users (60%), pedestrians (59%) and drivers (58%).

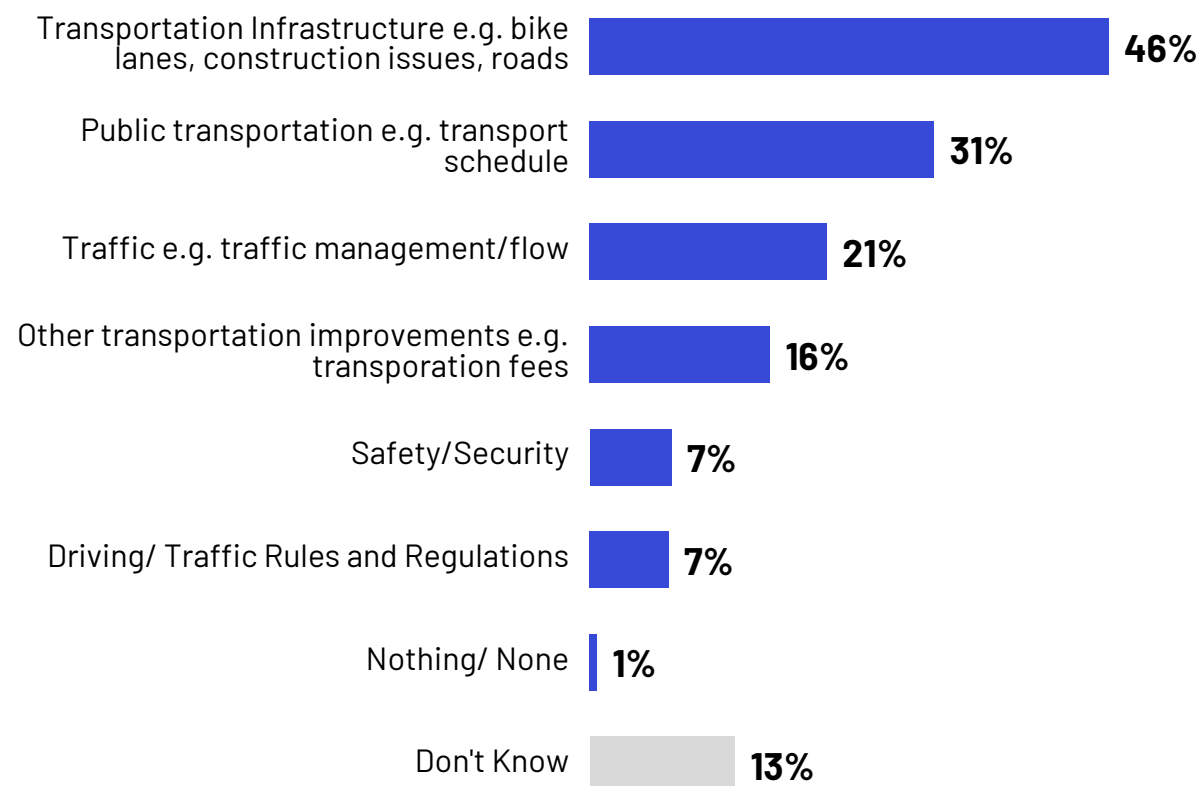


Base: All respondents(n=1142)
Q13. How often do you use each of the following types of transportation in the City of Toronto?
Base: All respondents(n=1142)
Q14. How satisfied are you with the City of Toronto’s streets and transportation system overall? This includes roads, sidewalks, cycling infrastructure in addition to street signs, traffic lights, etc.
Note: some respondents were in more than one category.

Improving Your Transportation Experience in Toronto

When asked how their transportation experience in the city of Toronto could be improved, almost half of Torontonians (46%) cited changes to transportation infrastructure e.g., bike lanes, construction issues and roads. Among this group:

- 17% Bike Lanes (10% reduce vs 7% improve)
- 16% Construction (7% faster, 5% reduce closures, 4% less construction)
- 16% Roads (5% fix roads, 4% more lanes, 4% more roads)



Base: Those who are very or somewhat dissatisfied with the City of Toronto's streets and transportation system overall (n=466)
Q15. Overall, how could your transportation experience in the City of Toronto be improved? Please be as specific as possible.

Challenges in Getting Around Toronto

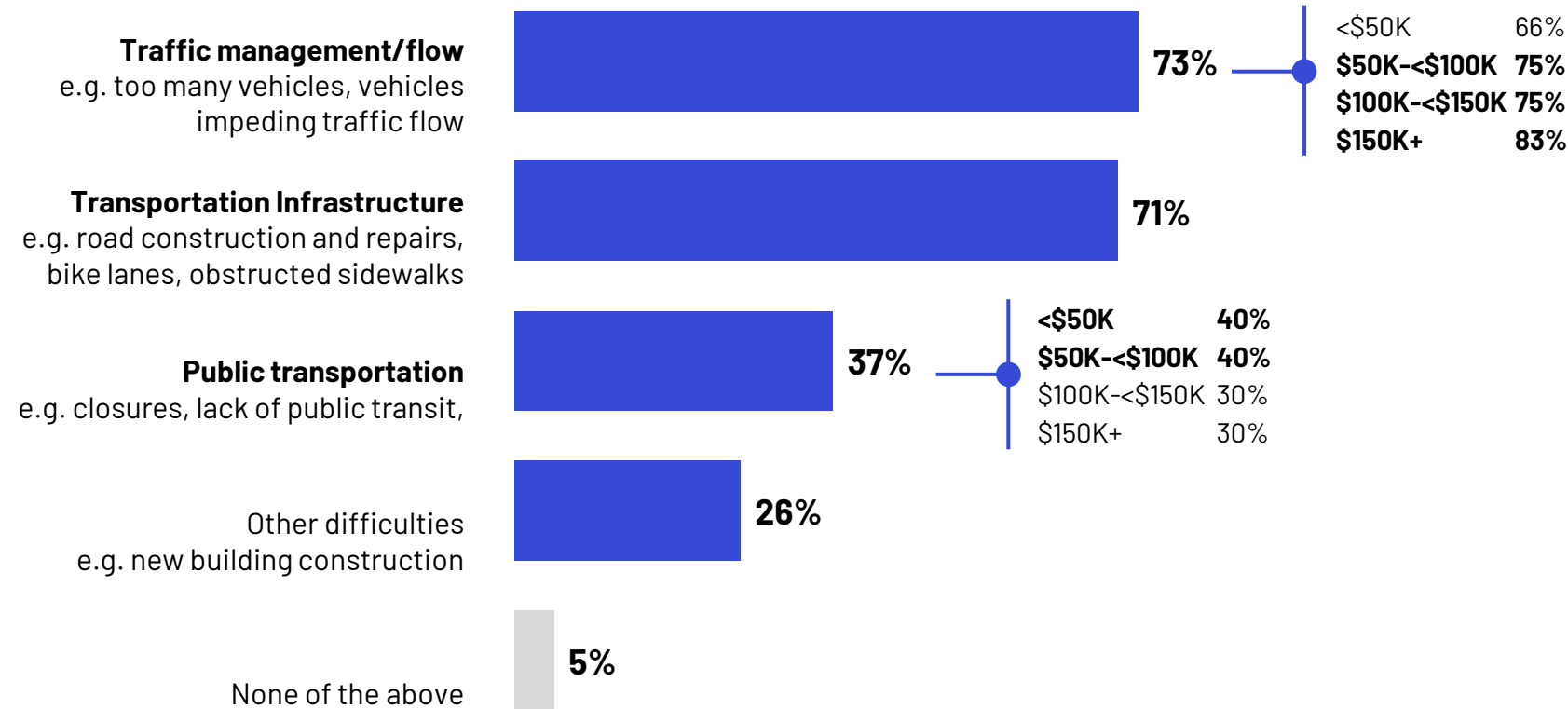
When asked to select up to three aspects which make it more difficult for them to get around the City, just over seven in ten (73%) selected traffic management/flow issues such as too many vehicles or vehicles impeding traffic.

A similar proportion (71%) said transportation infrastructure makes it difficult for them to get around the city.

Almost four in ten (37%) said public transportation makes it difficult for them to get around the city for example closures or lack of or slow public transit.

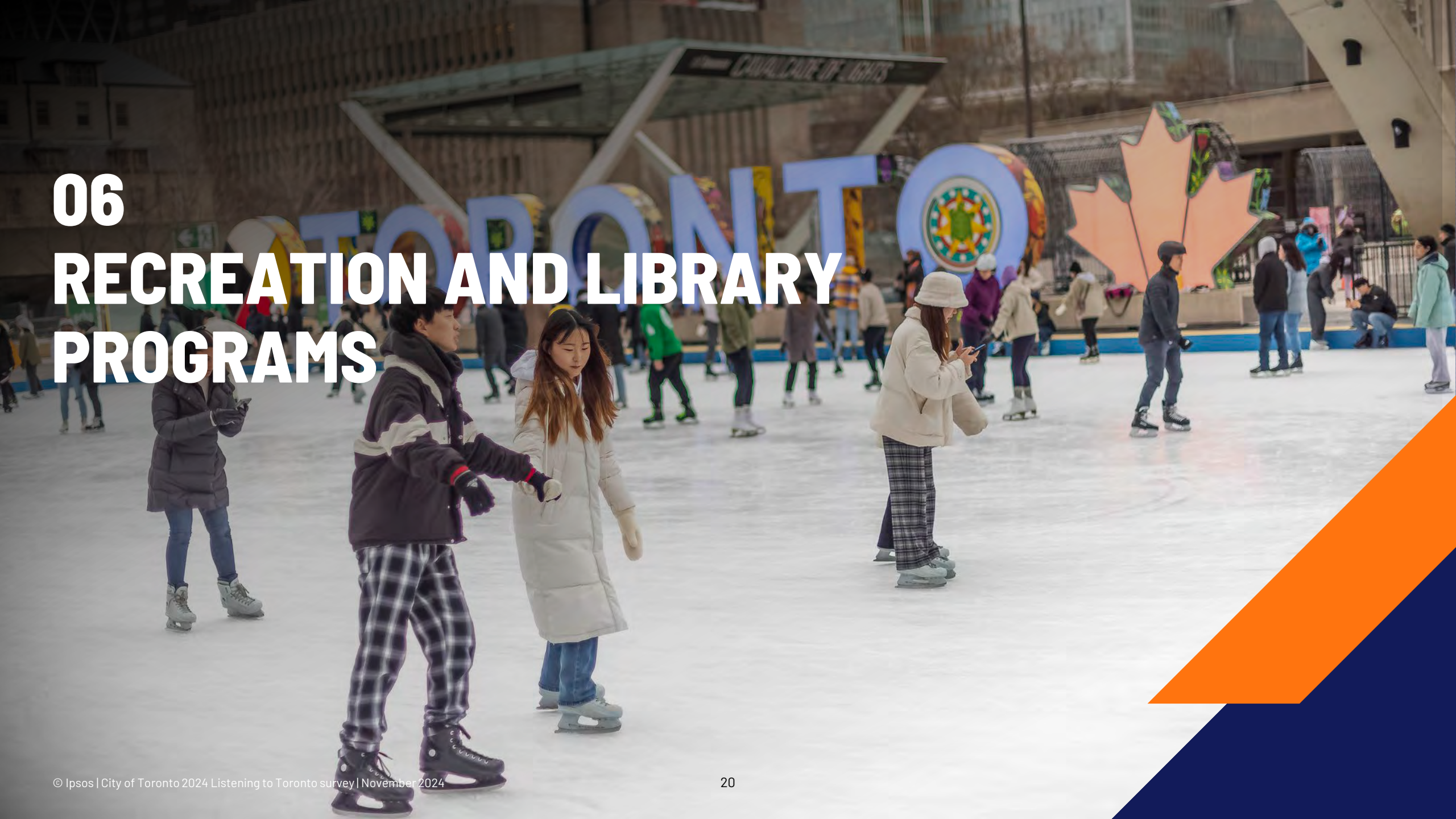
Just over a quarter (26%) cited other difficulties such as those created by new building construction.

Households with income above \$50,000 are more likely to identify traffic management/flow as a key issue compared to lower income households which identify public transportation as a key issue.



Base: All respondents (n=1142)
Q17. Which, if any, of the following makes it more difficult for you to get around the City of Toronto? Select up to three options.



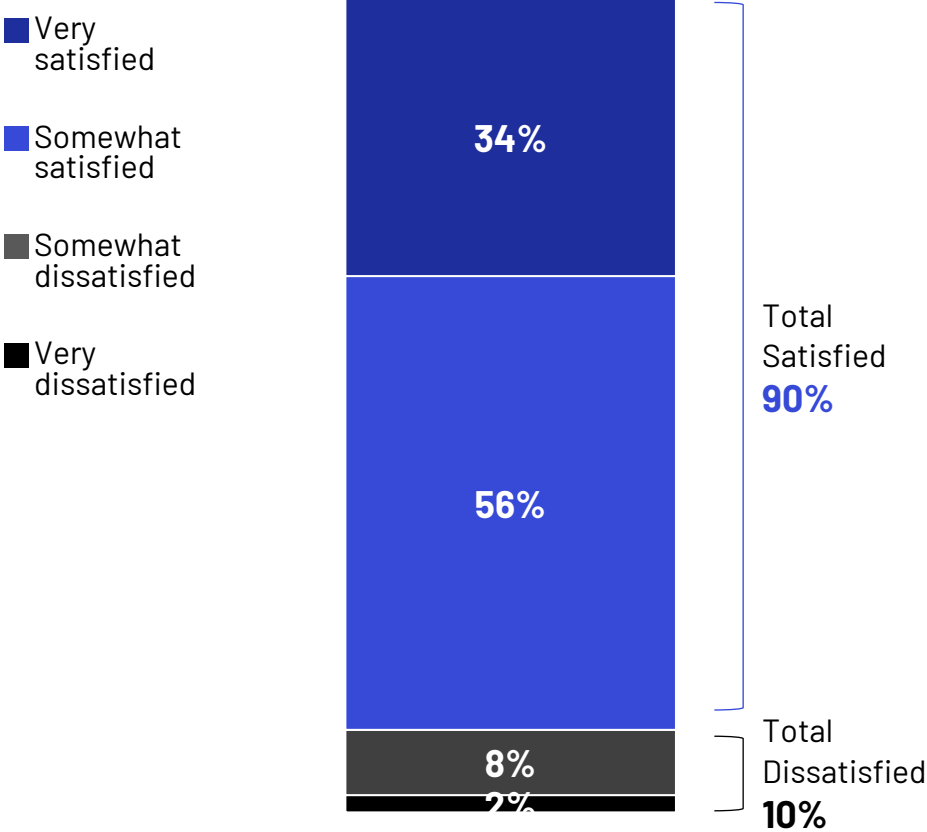
A photograph of a busy outdoor ice skating rink. In the background, the large, colorful 'TORONTO' sign is visible, with a stylized orange maple leaf to its right. People of various ages are skating on the ice. In the foreground, a young man in a dark jacket and plaid pants is skating towards a young woman in a long white coat. Other skaters are scattered across the rink, some looking at their phones. The scene is set in an urban environment with buildings in the background.

06 RECREATION AND LIBRARY PROGRAMS

Overall Satisfaction with Recreation and Library Program Experience

Among those who used recreation and library programs or services provided by the City of Toronto in the past 12 months, nine in ten (90%) say they are satisfied with their experience using recreation and library programs, with over a third (34%) saying they are “very satisfied”.

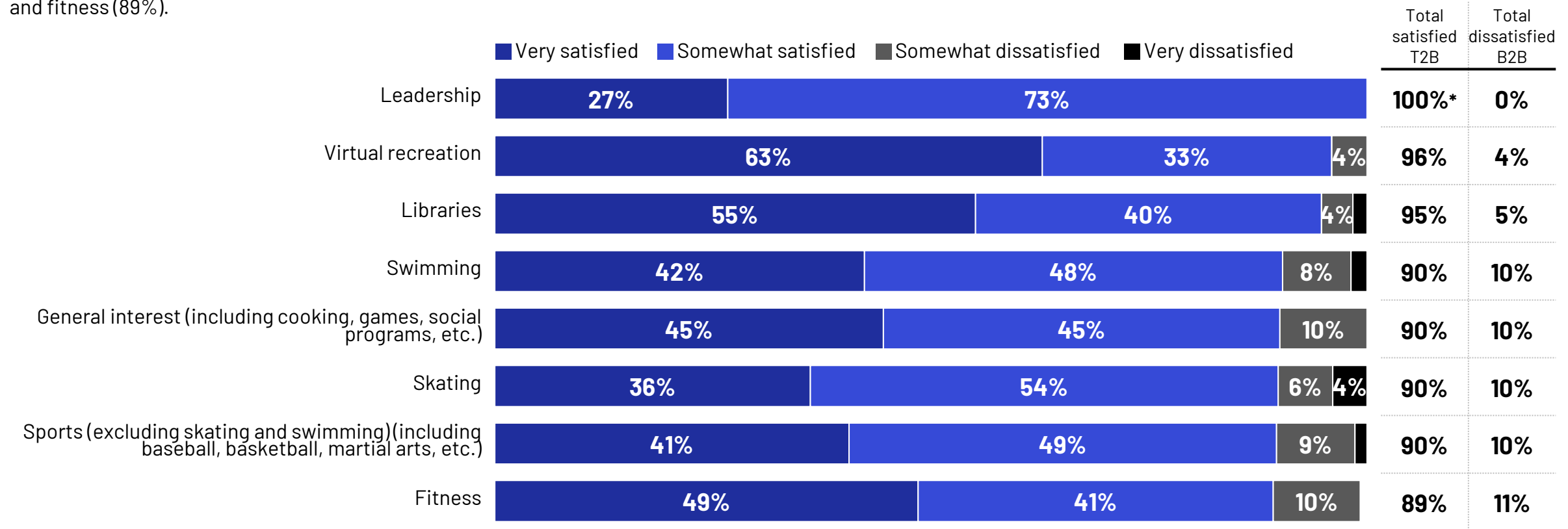
Dissatisfaction is low with only one in ten (10%) saying they are dissatisfied with their experience using recreation and library programs.



Base: Those who used recreation programs or services provided by the City of Toronto in the past 12 months (n=376)
Q23. Overall, how satisfied are you with your experience using recreation programs?

Overall Satisfaction with Programs and Services Used Past 12 Months

While Leadership programs are the least used (only 7% say they used them in the past 12 months), among those who have taken part in Leadership programs, all are satisfied. Satisfaction is also high among those who take part in virtual recreation (96%) and use libraries (95%). Over half of Torontonians who take part in recreation and library programs or services say they have taken part in swimming (53%) and among them, the vast majority (90%) say they are satisfied with swimming, with only one in ten (10%) saying they are dissatisfied. Satisfaction is high for other sports, with nine in ten saying they are satisfied with skating (90%), sports excluding skating and swimming (90%) and fitness (89%).



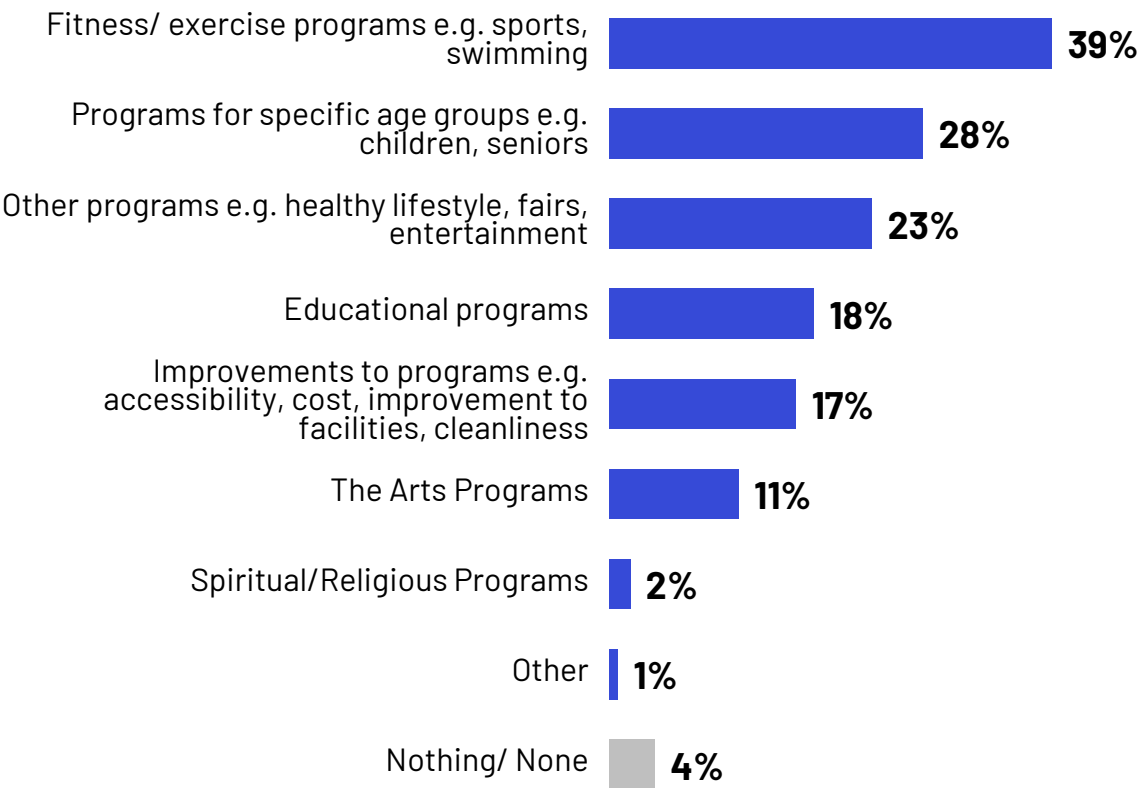
Responses <4% not shown

Base: Those who used recreation programs or services provided by the City of Toronto in the past 12 months (n=varies)
Q26. Overall, how satisfied are you with each of the following programs and services used in the past 12 months?
*Low base size, interpret with caution.

Desired Programs and Services for the Local Community Centre

When asked what programs or services Torontonians would like to see in their local community centre, half (50%) of Torontonians said they do not know what programs or services they would like to see.

However, among those who provided a response, almost four in ten (39%) said fitness or recreation and library programs such as sports or swimming, followed by just under three in ten (28%) who said programs for specific age groups such as children or seniors.



Don't know: 50%

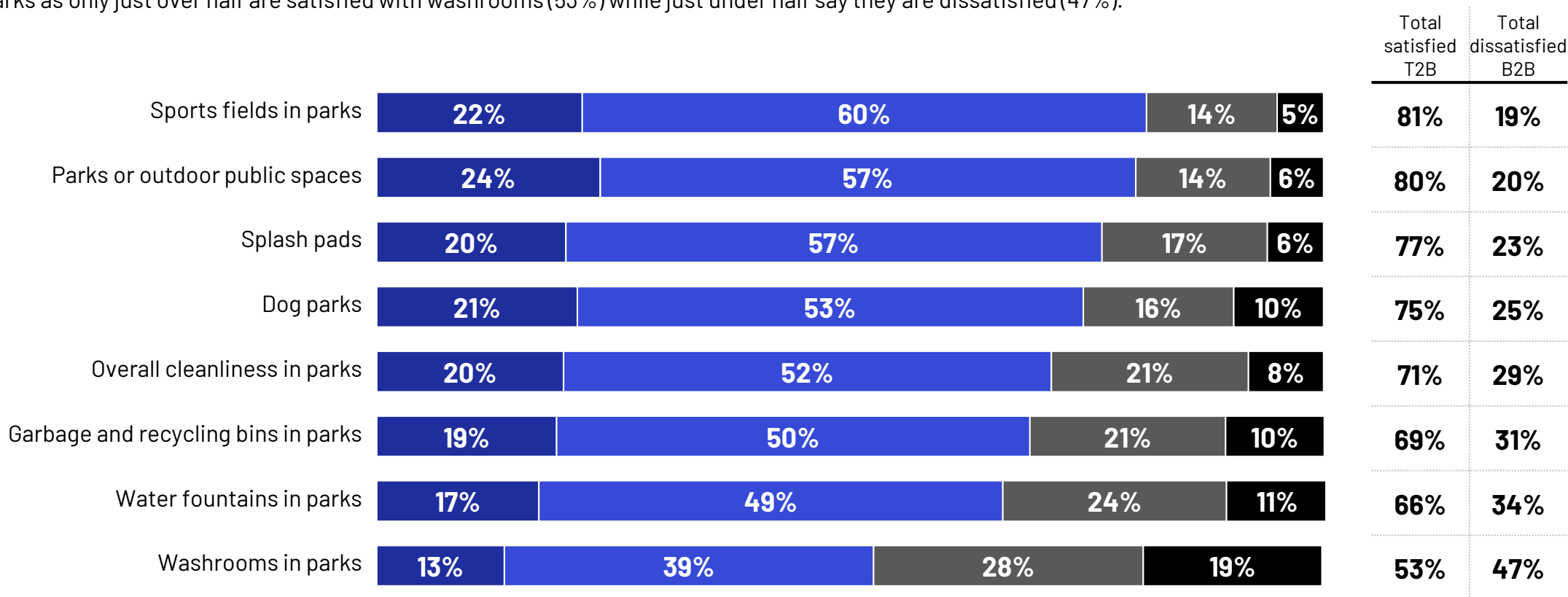
Base: All respondents excluding don't know (n=577)
Q28. What, if any, programs or services would you like to see in your local community centre?



07 PARKS

Overall Satisfaction with Parks and Outdoor Amenities in Toronto

Satisfaction is highest for sports fields in parks (81%) and parks or outdoor public spaces (80%) followed by splash pads (77%) and dog parks (75%). Just over seven in ten are satisfied with the overall cleanliness of parks (71%) with lowest levels of satisfaction for garbage and recycling bins in parks (69%), water fountains in parks (66%) and washrooms in parks as only just over half are satisfied with washrooms (53%) while just under half say they are dissatisfied (47%).



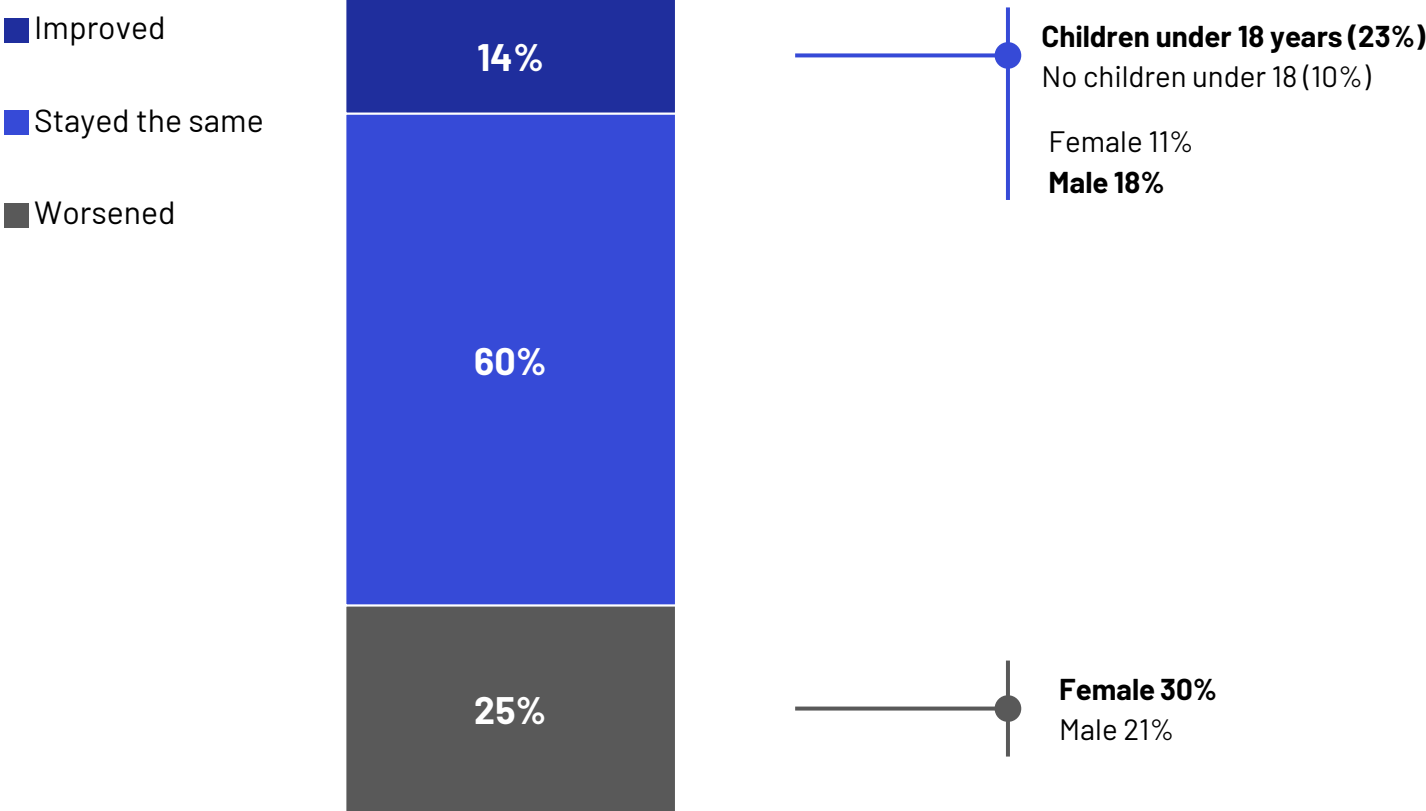
Base: All respondents (n=1142) Excluding 'Don't know' responses.
Q29. Overall, how satisfied are you with the following in the City of Toronto?

Change in City of Toronto's Park Quality over the Past Year

Six in ten (60%) Torontonians feel the quality of Toronto parks has stayed the same over the past 12 months, while a quarter (25%) say the quality has worsened.

Males (18%) are more likely to think the quality of parks has improved (vs 11% females), while females (30%) are more likely to think the quality of parks has worsened (vs 21% males).

Just over one in ten (14%) feel the quality of Toronto parks has improved, including almost a quarter of those with children under 18 (23%) compared to those with no children under 18 (10%).



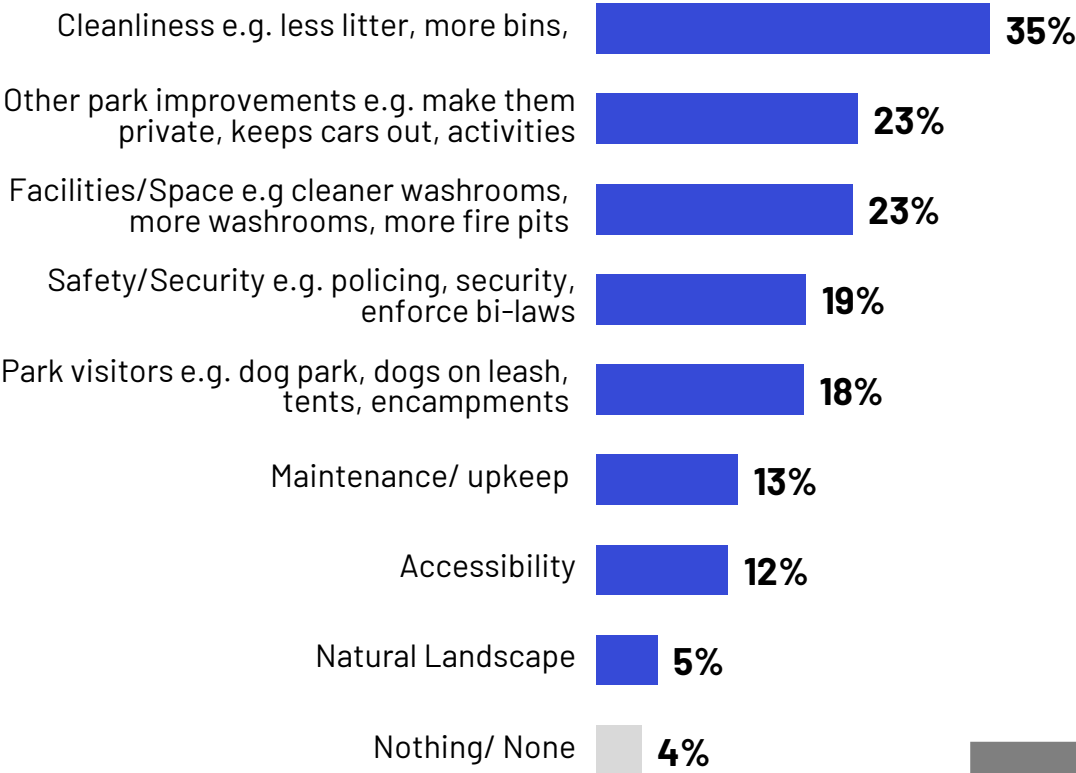
Base: All respondents (n=1142)
Q30. Do you feel the quality of City of Toronto parks has improved, stayed the same, or worsened over the past 12 months?

Suggestions for Improving Parks

Almost four in ten (37%) Torontonians say they do not know how parks can be improved. Excluding these responses, over a third (35%) of Torontonians say the main way parks can be improved is by having cleaner parks, including less litter and more bins.

Just under quarter say other park improvements like keeping cars out or having family activities would help improve parks (23%) while the same proportion say better facilities, particularly washrooms, will improve parks.

Around one in five (19%) cite safety and security as a way to improve parks, for example by enforcing bi-laws. A similar proportion cite improvements to behaviour by park visits particularly related to dogs e.g. keeping dogs on leashes.



Don't know: 37%

Base: All respondents excluding don't know (n=729)
Q31. Overall, how can parks be improved? Please be as specific as possible.





08 SOCIAL SERVICES FOR CHILDREN AND SENIORS

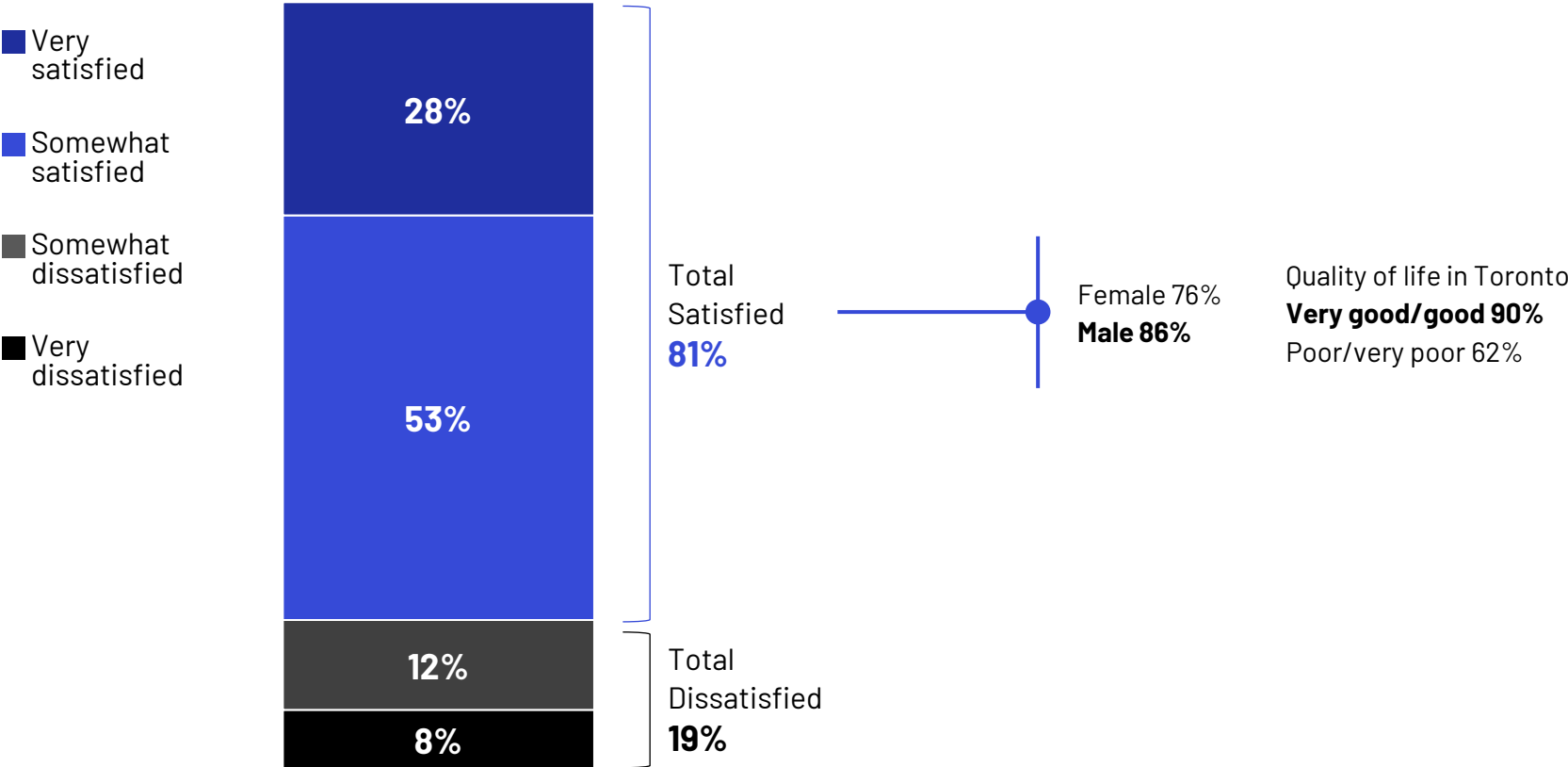
Overall Satisfaction with the City's Social Services

Among those who used social services provided by the City of Toronto in the past 12 months, over eight in ten (81%) are satisfied with their experience of using the City's social services, with almost three in ten (28%) saying they are 'very satisfied'.

Just under one in five (19%) say they are dissatisfied with their experience of using the City's social services.

Those who say they satisfied are more likely to be:

- Males (86%) compared to females (76%)
- Those who think the quality of life in Toronto today is good or very good (90%) compared to poor or very poor (62%)

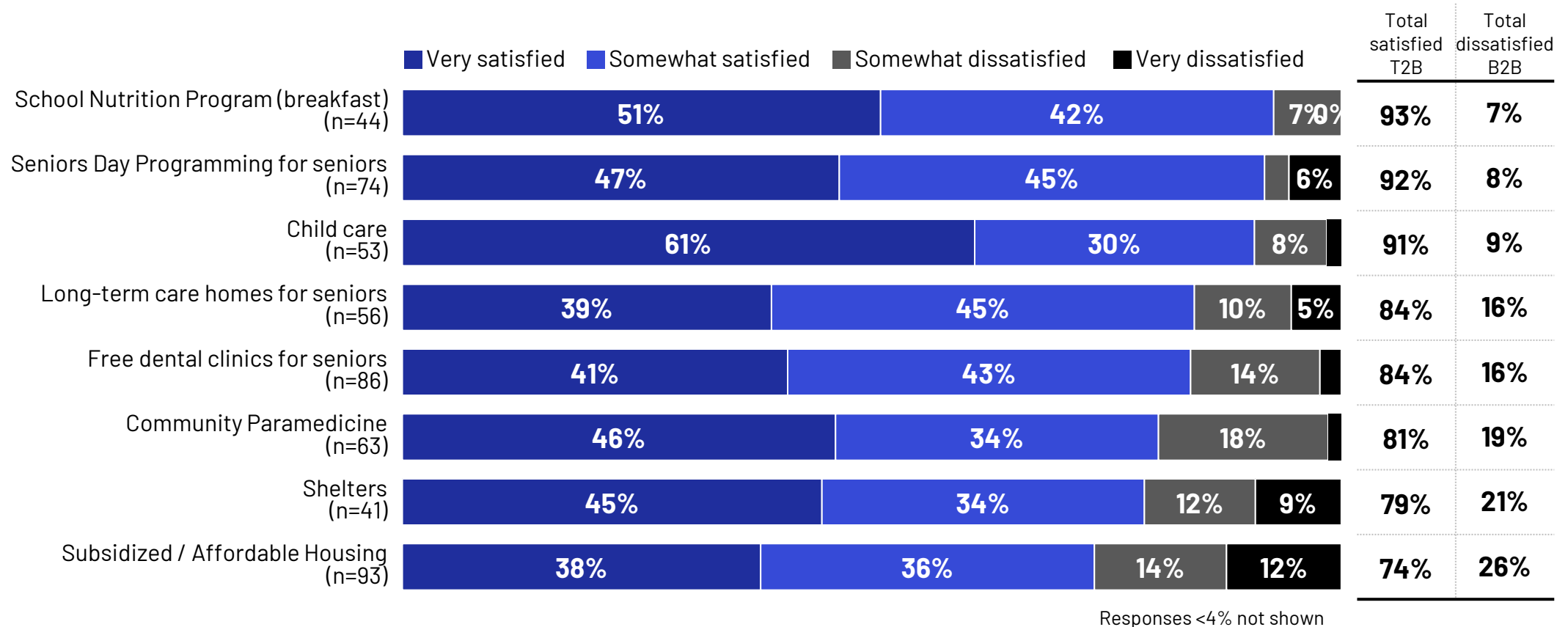


Base: Those who used social services provided by the City of Toronto in the past 12 months (n=351)
Q34. Overall, how satisfied are you with your experience using the City's social services?



Overall Satisfaction with Services Used Past 12 Months

Among those who have used this social and employment service provided by the City of Toronto in the past 12 months, the vast majority are satisfied with services for children namely, the School Nutrition Program (93%), and childcare (91%). Satisfaction with services for seniors is also high with the vast majority saying they are satisfied with the Seniors Day Programming for seniors (92%), long-term care homes for seniors (84%), and free dental clinics for seniors (84%). Satisfaction is also high for the majority of Torontonians who used shelters (79%) or subsidized/affordable housing (74%) although over a quarter (26%) say they are dissatisfied with subsidized/affordable housing.

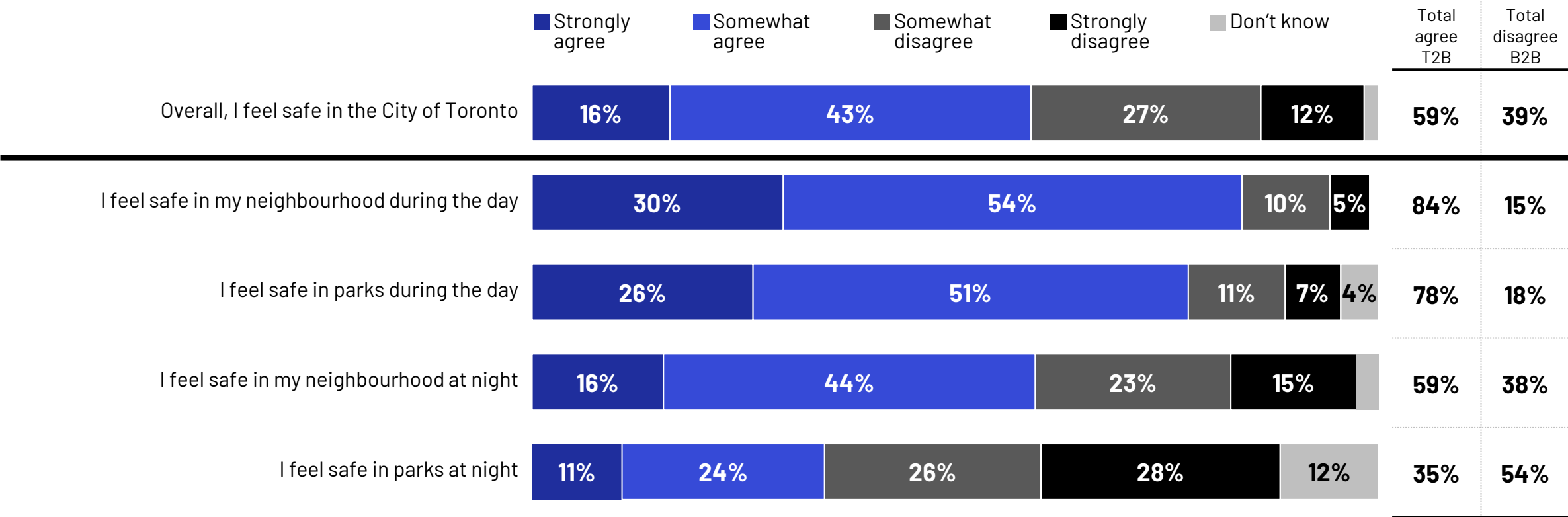


Base: Those who have used this social and employment service provided by the City of Toronto in the past 12 months (n=varies)
Q37. Overall, how satisfied are you with each of the following services you used in the past 12 months?

09 PUBLIC SAFETY

Perceptions of Safety During the Day and Night

Overall, almost six in ten (59%) Torontonians feel safe in the city of Toronto, with around two in five (39%) saying they do not feel safe. However, safety varies by area and whether it is day or night, with eight in ten saying they feel safe in their neighbourhood during the day but dropping to six in ten feeling safe in their neighbourhood at night. A drop in feeling safe is also seen when looking at safety in parks, with over three quarters (78%) feeling safe in parks in the day but dropping to just over a third feeling safe in parks at night (35%).



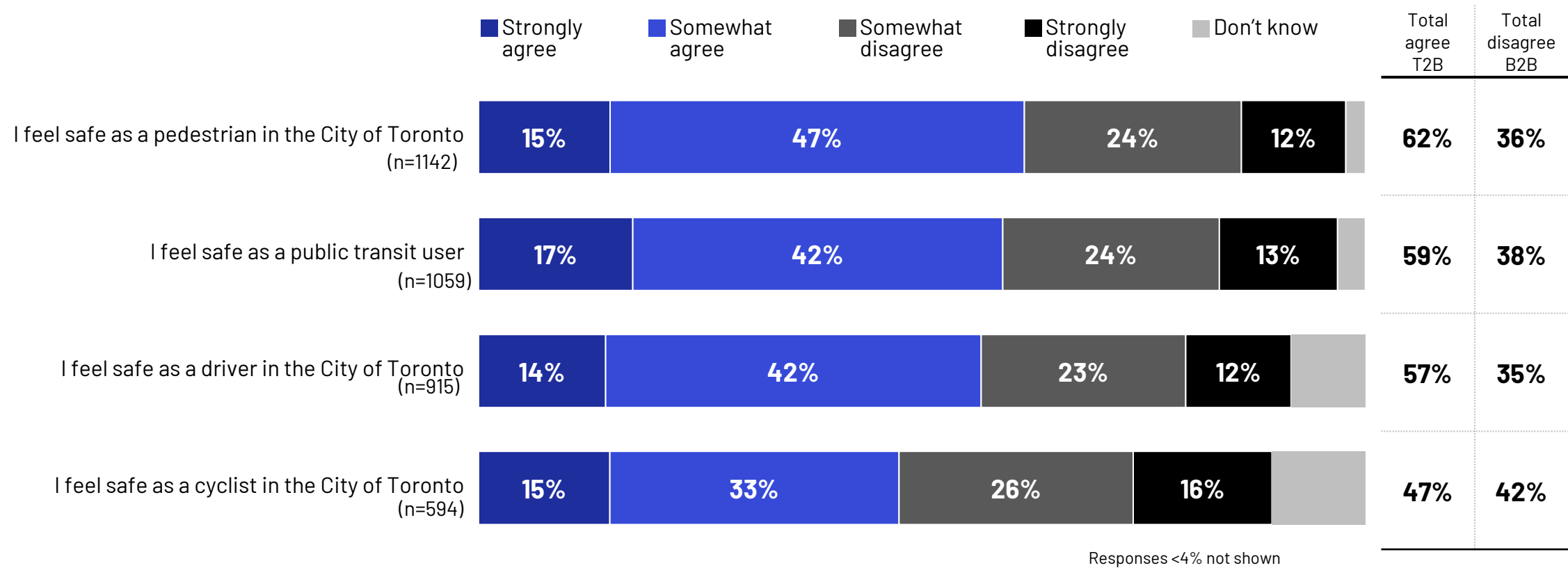
Responses <4% not shown

Base: All respondents (n=1142)
Q39. To what extent do you agree or disagree with the following statements?



Perceptions of Safety while Travelling in the City

Over six in ten (62%) of those who walk in the city feel safe as pedestrians, similar to public transit users, of which almost six in ten (59%) feel safe as public transit users. Drivers feel third safest with 57% saying they feel safe as a driver in the city of Toronto, while cyclists feel the least safe with under half of cyclists (47%) saying they feel safe as a cyclist in the city of Toronto. Cyclists are most likely to say they do not feel safe (42%).



Base: Respondents who regularly, sometimes or rarely use public transit (n=1059), drive or carpool (n=915) or cycle (n=594). Q39. To what extent do you agree or disagree with the following statements?

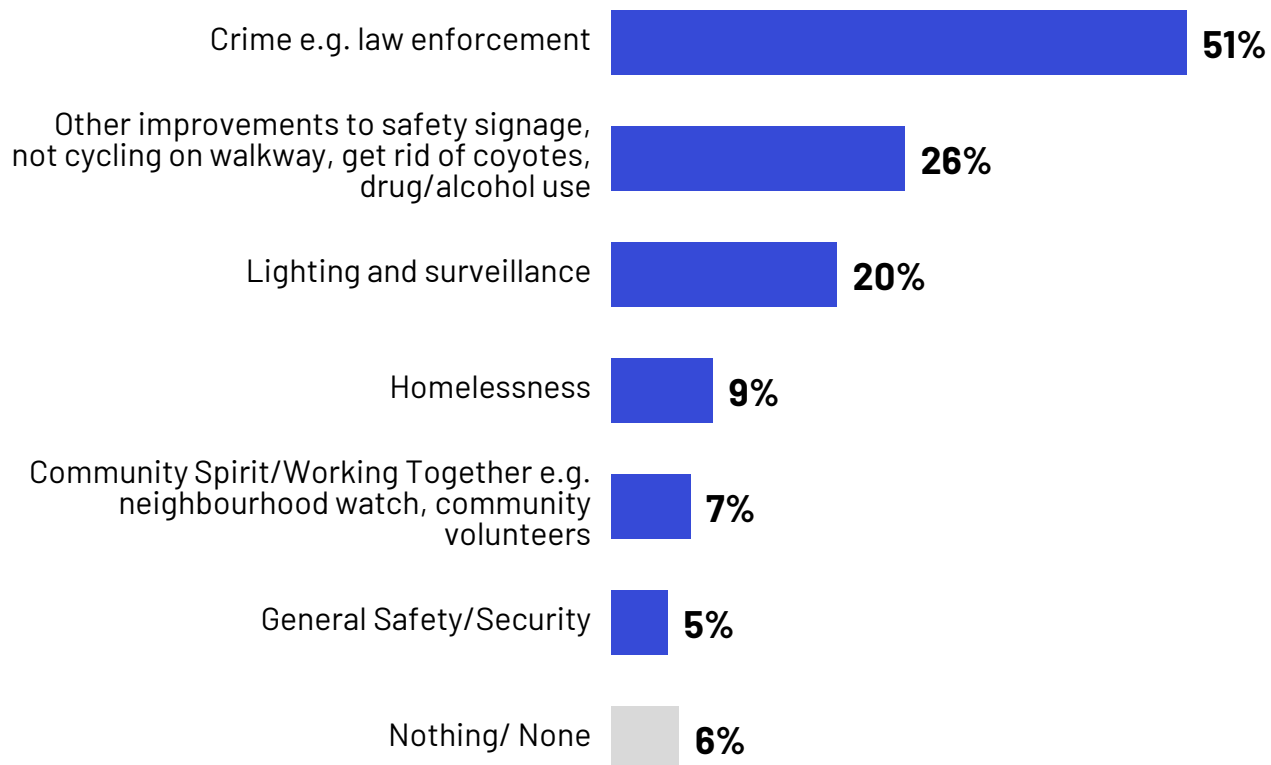


Suggestions for Improving Neighbourhood Safety

When asked how safety in their neighbourhood could be improved, two in five (40%) said they did not know.

Among those who provided a response, over half (51%) said improvements to crime e.g. with law enforcement, increased patrolling etc.

Just over a quarter mentioned other improvements such as tackling drug/alcohol use (26%) while one in five (20%) said safety in their neighbourhood would be improved with better lighting and surveillance.

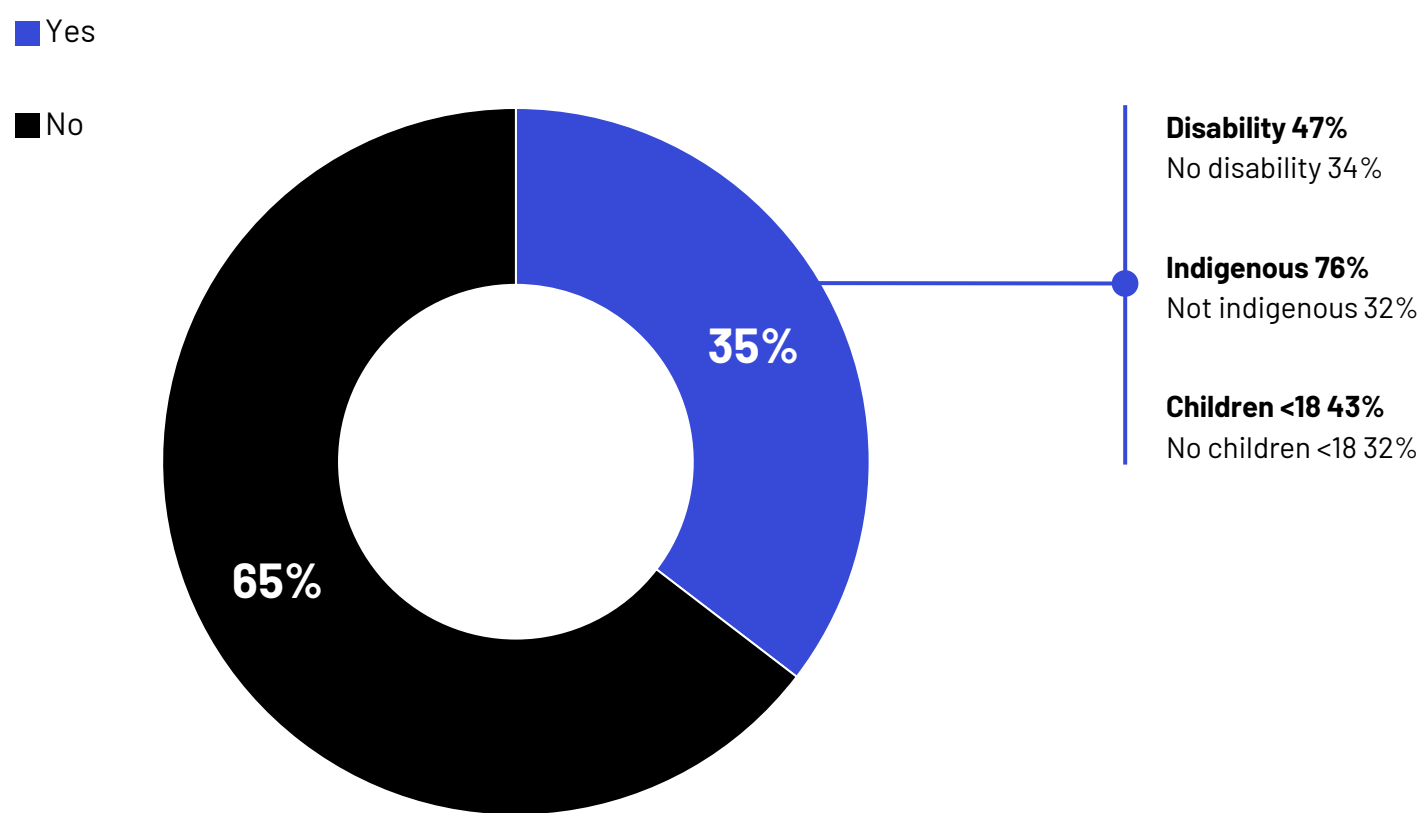


Base: Respondents who didn't answer "don't know" (n=694)
Q40. Overall, how can safety in your neighbourhood be improved? Please be as specific as possible.

Awareness of Toronto Community Crisis Response for Mental Health Support

Just over a third (35%) of Torontonians say they are aware of the City's new Toronto Community Crisis Response, which provides mental and social support for people experiencing mental health crisis.

- Those most likely to be aware of the Toronto Community Crisis Response are those:
 - With a disability (47% vs 34% with no disability)
 - Indigenous (76% vs not indigenous 32%)
 - With children under 18 years (43% vs those without children <18 32%).
- Almost two thirds (65%) however, are not aware of the Toronto Community Crisis Response.

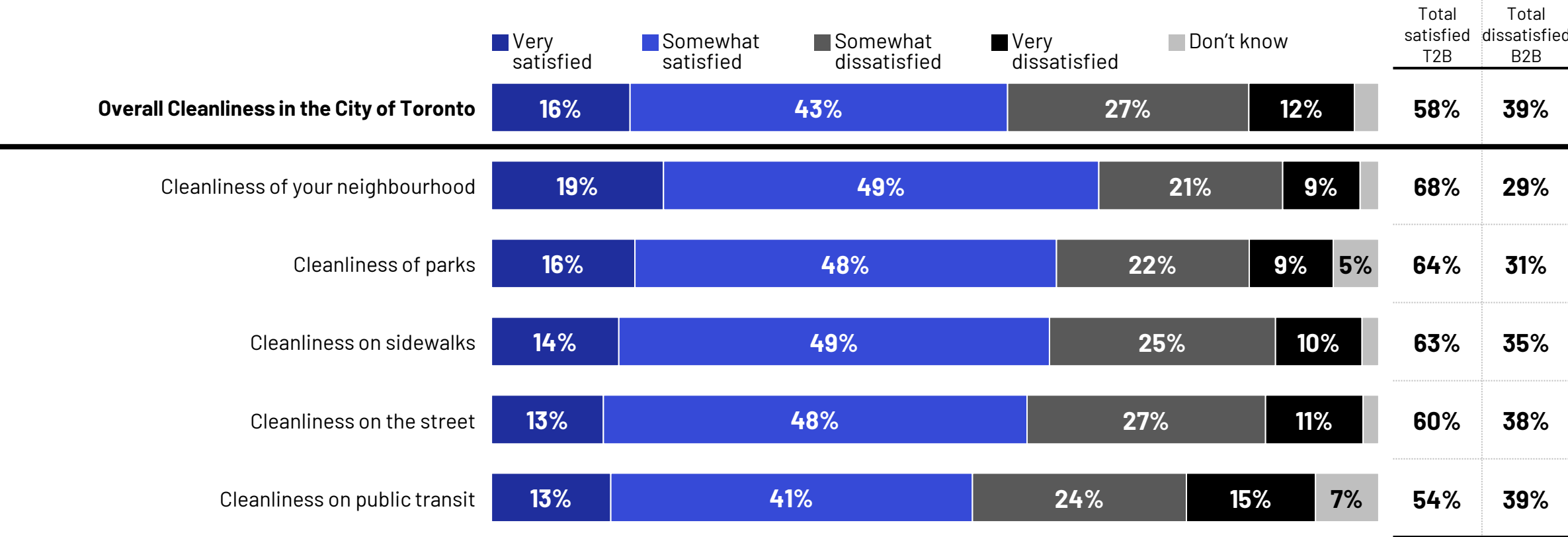


Base: All respondents (n=1142)
Q42. Are you aware of the City's new Toronto Community Crisis Response, which provides mental and social support for people experiencing mental health crisis?

10 CLEANLINESS

Overall Satisfaction with Cleanliness in Toronto

Almost six in ten (58%) Torontonians are satisfied with the overall cleanliness in the city of Toronto, with 16% saying they are “very satisfied”. Over two thirds (68%) are satisfied in the cleanliness of their neighbourhood in Toronto, while closer to six in ten are satisfied with the cleanliness of parks (64%), cleanliness of sidewalks (63%) and cleanliness on the street (60%).



Responses <4% not shown

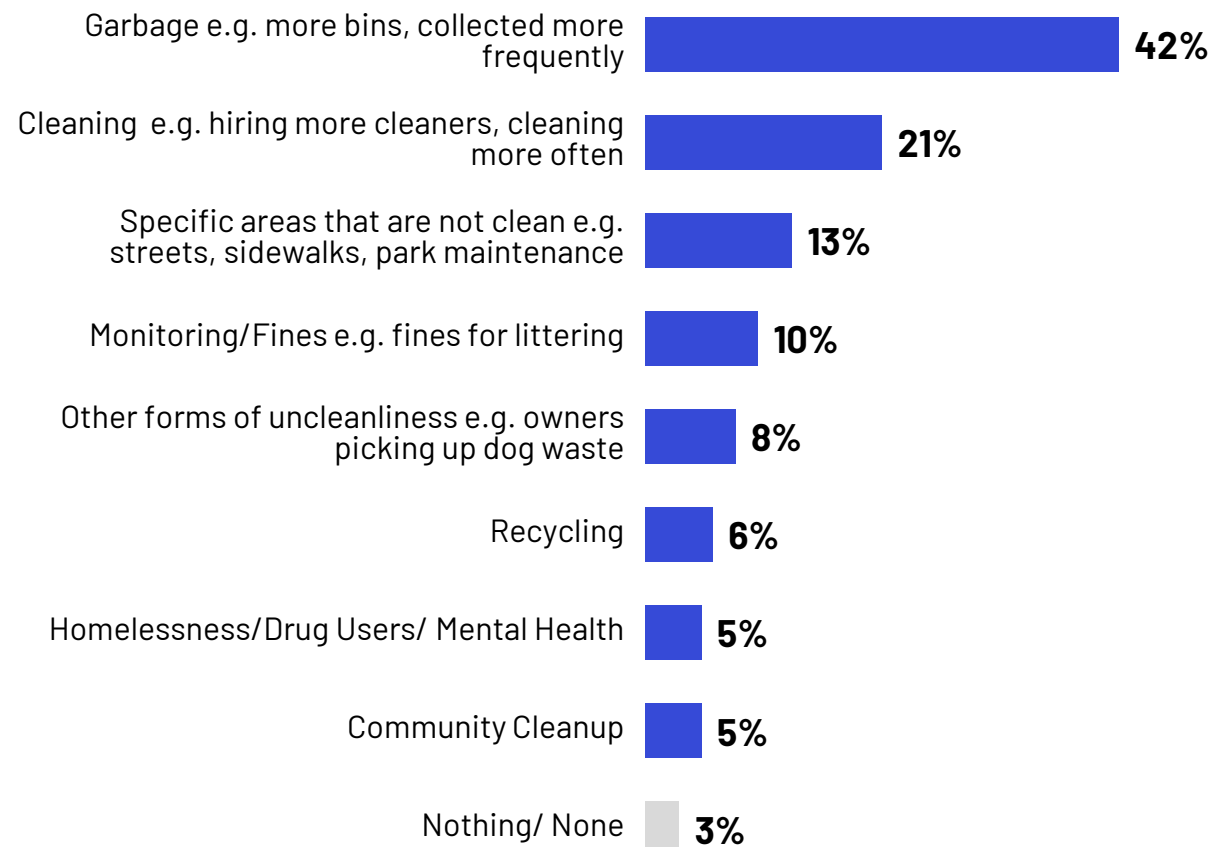
Base: All respondents (n=1142)
Q43. Overall, how satisfied are you with each of the following?



Suggestions for Improving Neighbourhood Cleanliness

Among those who are not satisfied with the cleanliness in Toronto, two in five (42%) think cleanliness can be improved with better management of garbage for example having more bins or more frequent garbage collections.

One in five (21%) think hiring more cleaners or cleaning more often will help improve their neighbourhood, while just over one in ten (13%) say the focus should be on specific area such as the streets, sidewalk or parks.



Base: Those who not satisfied with the cleanliness in Toronto, who did not give "don't know" as a response (n=422)
Q44. Overall, how could cleanliness in your neighbourhood be improved? Please be as specific as possible.

An aerial photograph of the Toronto skyline, featuring the CN Tower prominently in the center. The tower's circular observation deck is visible, surrounded by a dense cluster of high-rise buildings. The image is overlaid with a large white number '11' and the text 'SERVICE INTERACTIONS' in a bold, sans-serif font. A teal and dark blue geometric shape is in the bottom right corner.

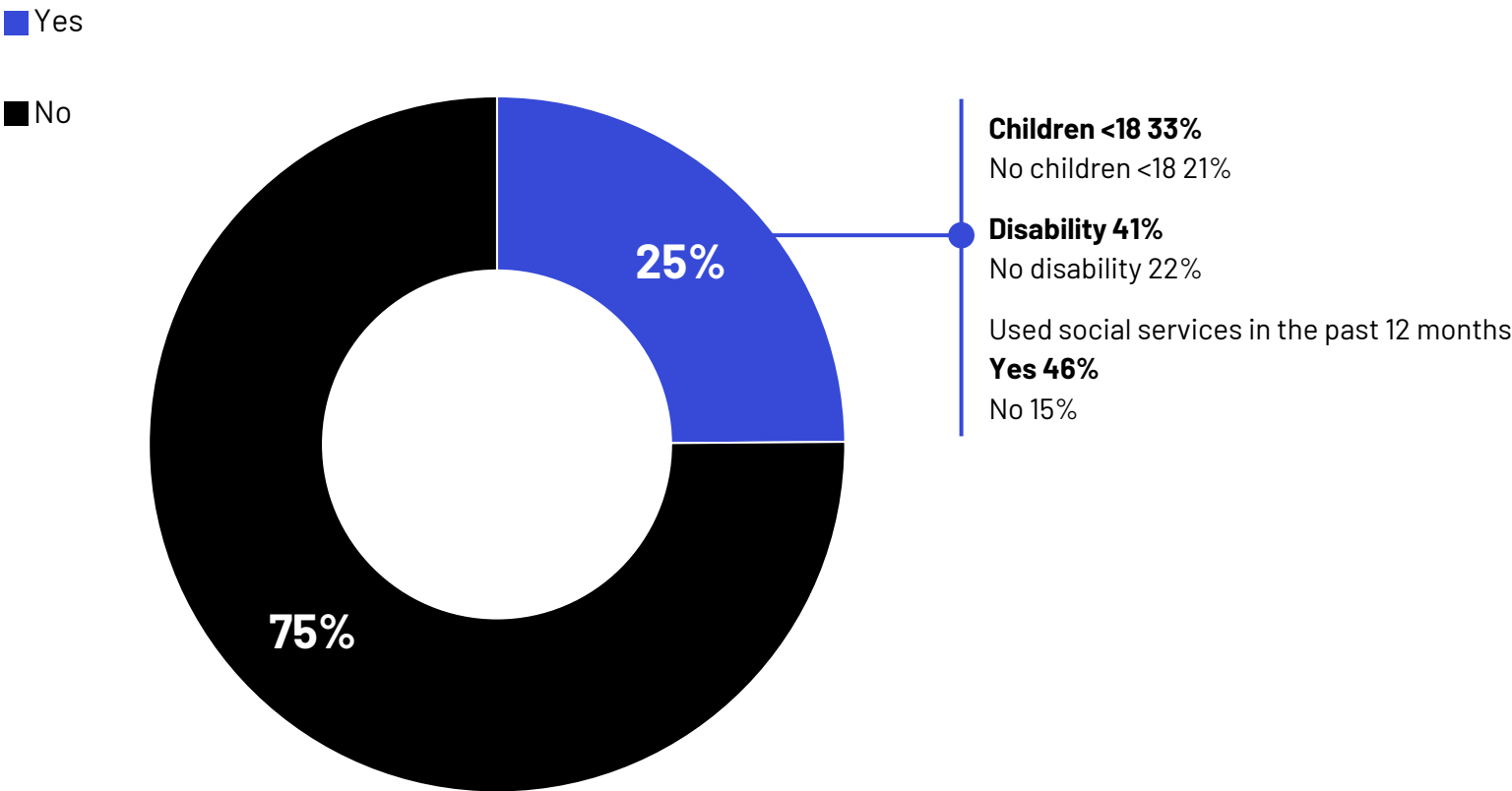
11 SERVICE INTERACTIONS

Contact with the City of Toronto in the Last 12 Months

A quarter (25%) of Torontonians say they have contacted or dealt with the City of Toronto or one of its employees in the last 12 months.

- Those who are more likely to have contacted the City of Toronto or one of its employees in the last 12 months include:

- Those with children under 18 years (33% vs those without children 21%)
- Those with a disability (41% vs 22% no disability)
- Used social services in the past 12 months (46% vs those who did not 15%)



Base: All respondents (n=1142)
Q45. In the last 12 months, have you contacted or dealt with the City of Toronto or one of its employees?

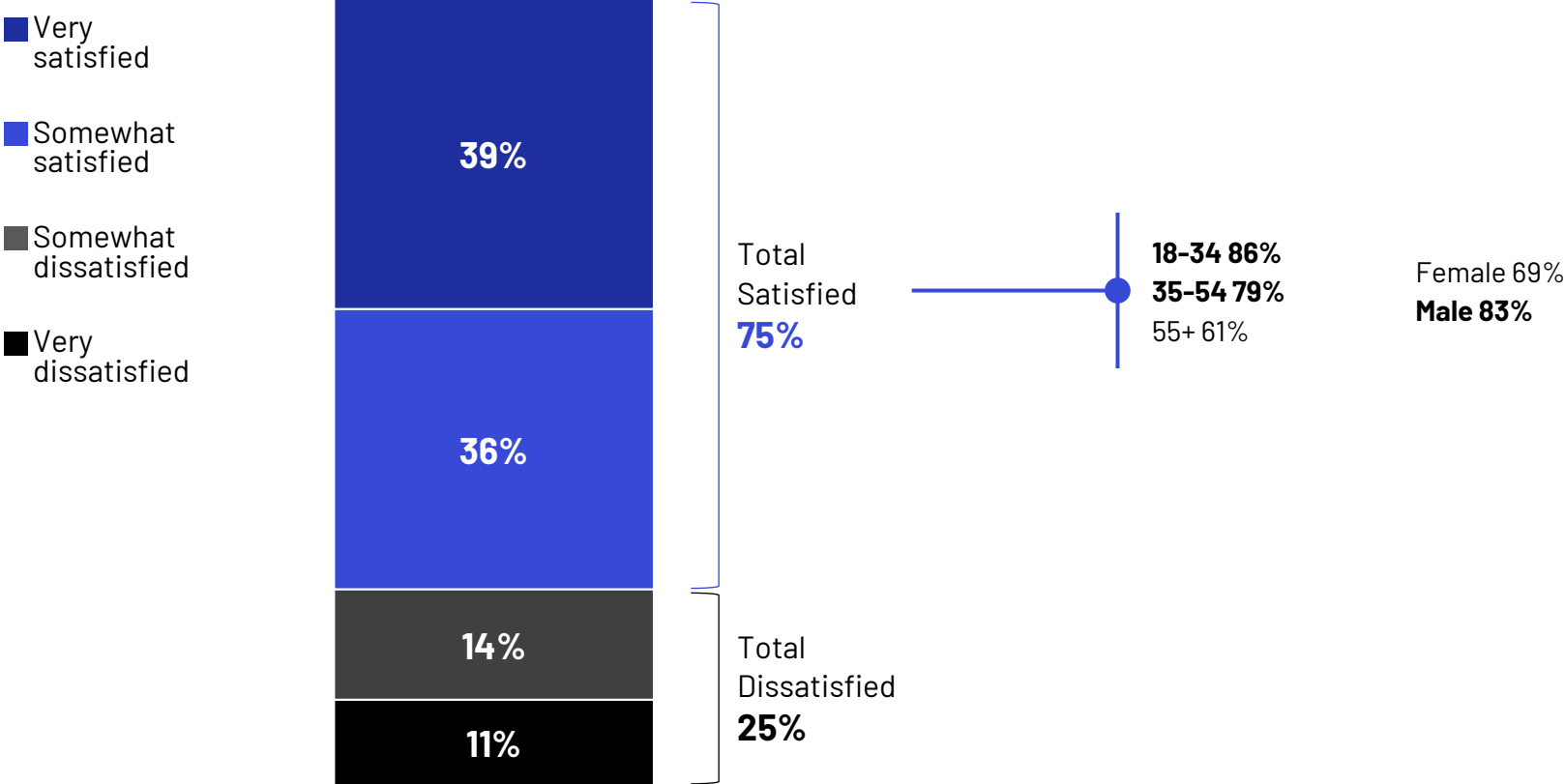


Satisfaction with Most Recent Contact with the City of Toronto

Among those who contacted or dealt with the City of Toronto, three quarters (75%) say they are satisfied with their most recent contact with the City of Toronto. Almost four in ten (39%) say they are “very satisfied”.

Torontonians aged 18-34 (86%) or 35 – 54 (79%) their most recent contact, compared to are more likely to be satisfied with those aged 55+ (61%), as are male (83%), compared to female (69%) residents.

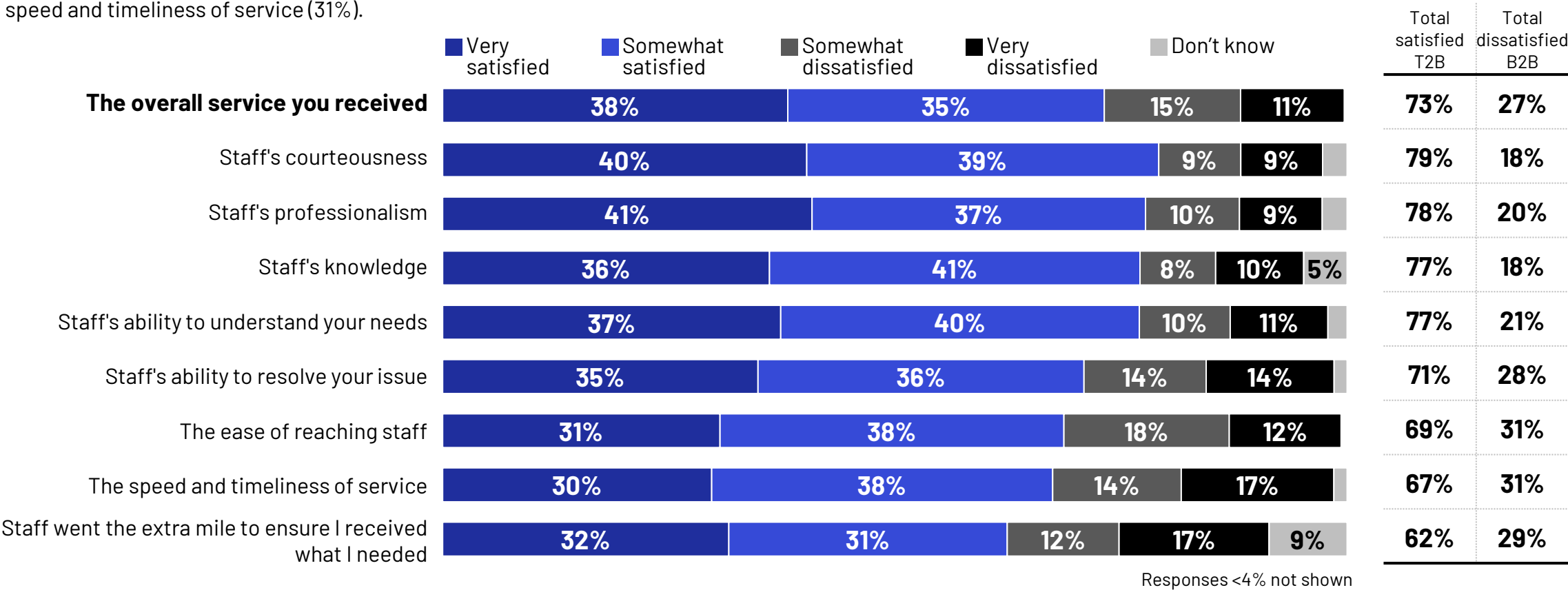
Dissatisfaction is low with a quarter (25%) saying they are dissatisfied



Base: Those who contacted or dealt with the City of Toronto or one of its employees in the last 12 months (n=283)
Q47. How satisfied were you with your most recent contact with the City of Toronto?

Satisfaction with Aspects of Service Received from the City of Toronto

Satisfaction with different aspects of the service received from the City of Toronto is high overall, with over seven in ten (73%) are satisfied, and almost four in ten (38%) are “very satisfied”. Torontonians are particularly satisfied with staff courteousness (79%), staff’s professionalism (78%), staff’s knowledge (77%), and staff’s ability to understand their needs (77%). However, over a quarter (27%) say they are dissatisfied with the overall service they received, and three in ten (31%) say they are dissatisfied with the ease of reaching staff and the speed and timeliness of service (31%).



Base: All respondents (n=283)
Q48. Overall, how satisfied are you with each of the following?



12 COMMUNICATIONS

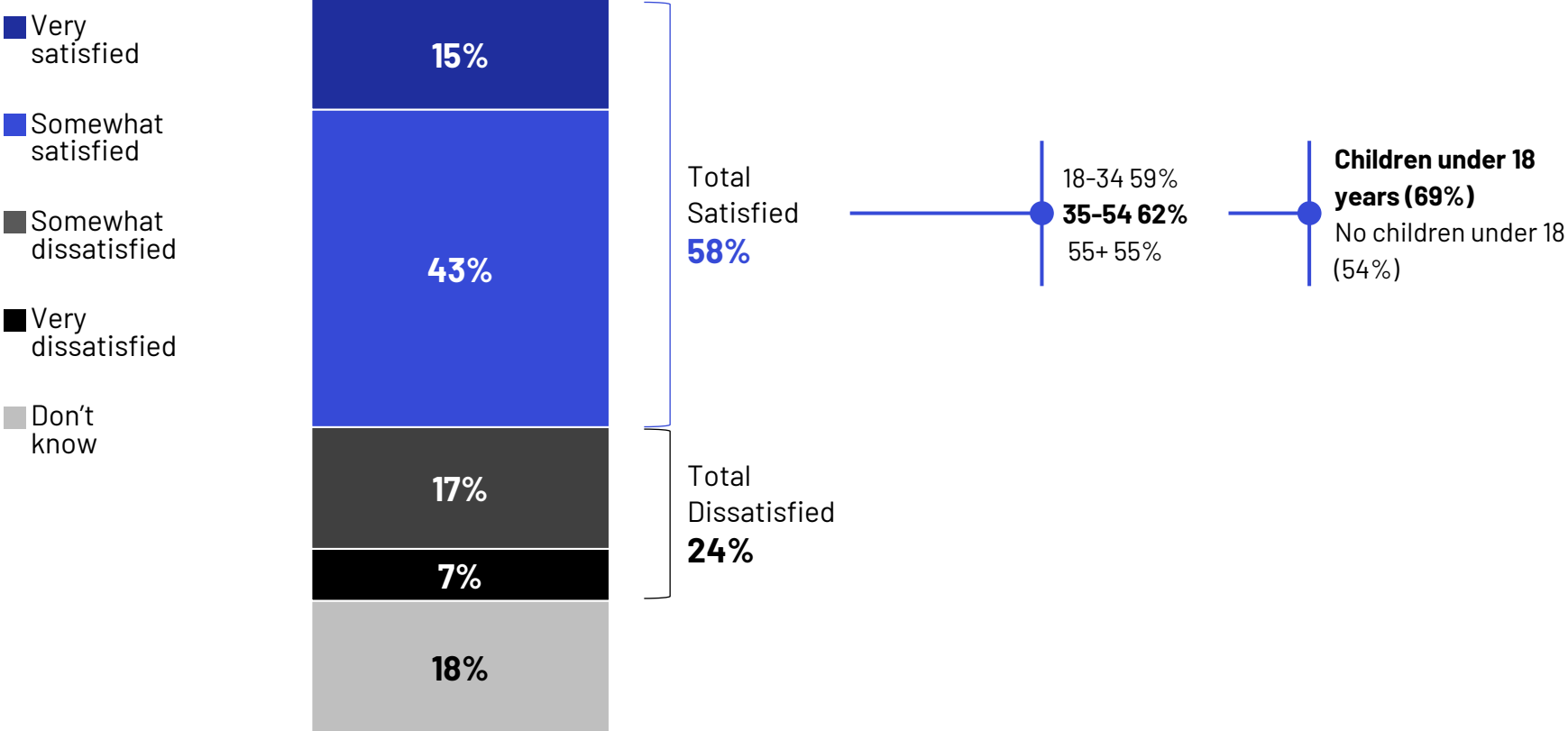


Satisfaction with Overall Quality of General Information and Communication from the City of Toronto

Six in ten (58%) Torontonians are very or somewhat satisfied with the overall quality of general information and communication from the City of Toronto, but just under a quarter (24%) are dissatisfied.

Almost one in five don't know if they are satisfied or dissatisfied with the overall quality of general information and communication from the City of Toronto.

Those who are very or somewhat satisfied are more likely to say the best for the City of Toronto to communicate information to them is via the City website (37%) compared to those who are dissatisfied (30%).



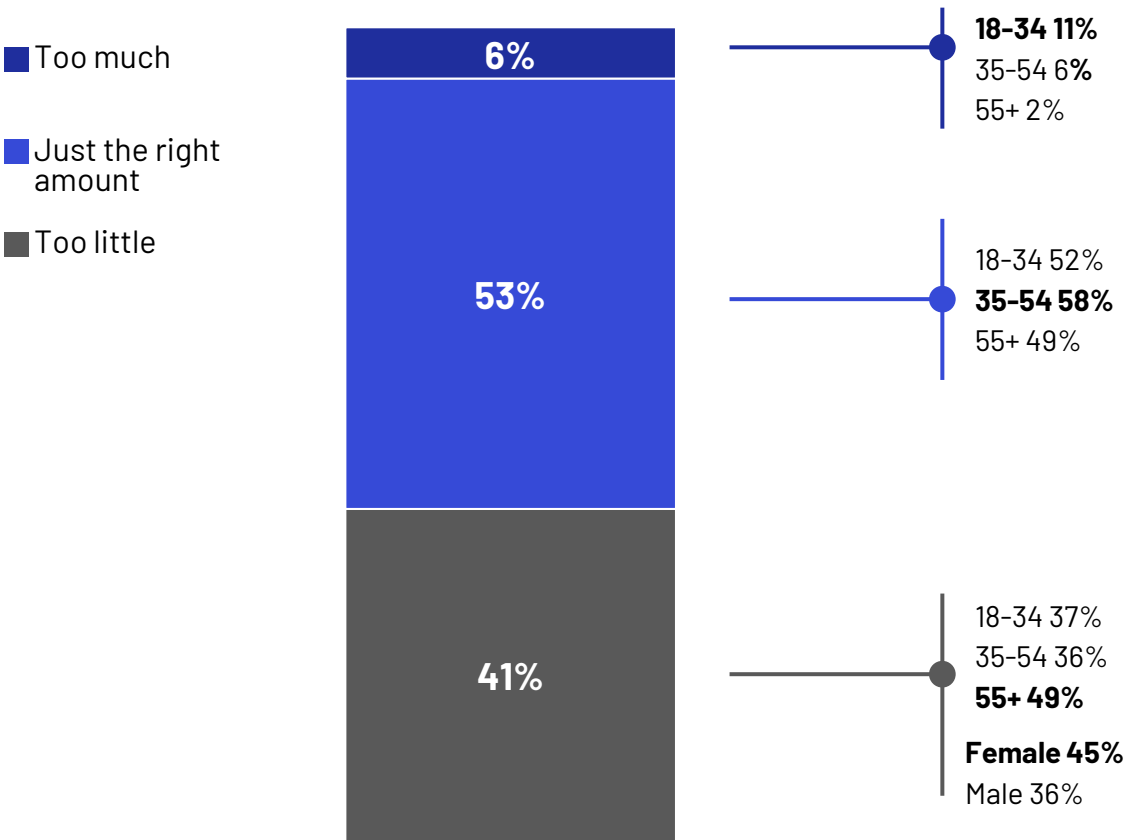
Base: Those who contacted or dealt with the City of Toronto (n=1142)
Q49. How satisfied are you with the overall quality of general information and communication from the City of Toronto?

Information Frequency from the City of Toronto

Over half (53%) of Torontonians say they currently receive just the right amount of information from the City of Toronto.

However, Torontonians may like to receive more information as just over two in five (41%) say the information is too little with only 6% saying it is too much.

Age group differences stand out in Torontonians' perceptions of the information they receive, with younger Torontonians (aged 18-34) saying it is too much, Torontonians aged 35-54 saying it is just the round amount, and those aged 55+ saying it is too little.

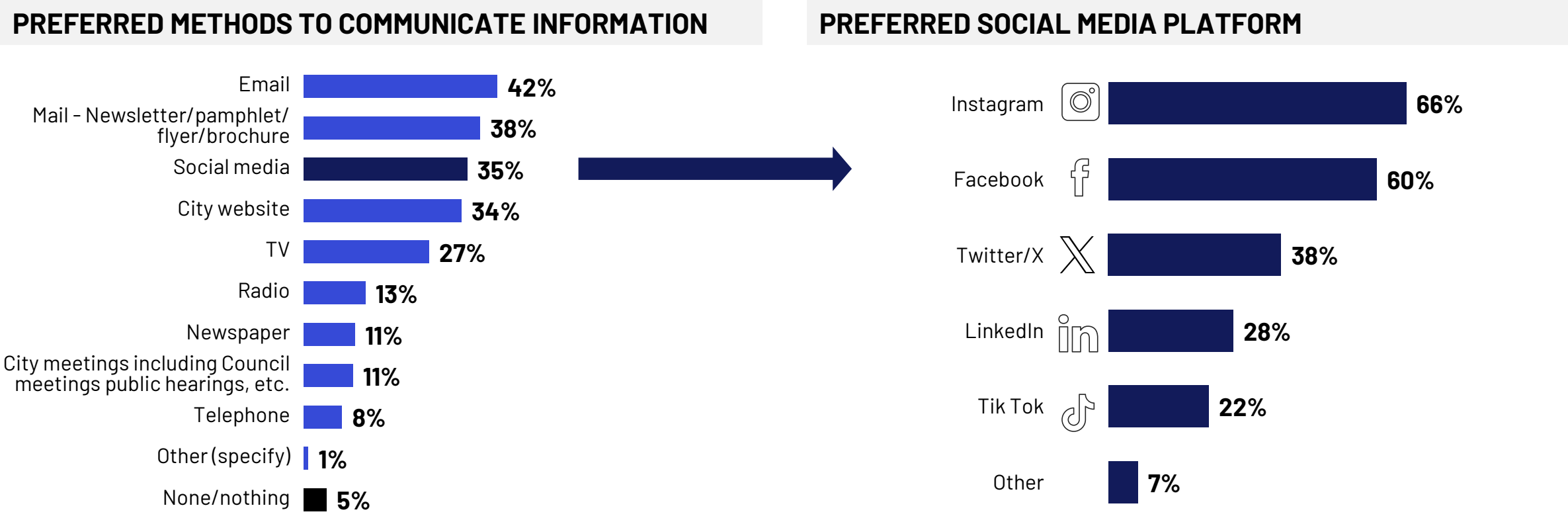


Base: All respondents (n=1142)
Q50. In your opinion, do you currently receive too much, just the right amount, or too little information from the City of Toronto?



Methods for the City of Toronto to Communicate Information

When asked to select up to three preferred methods for the City to contact them, two in five (42%) Torontonians said via email, followed by mail e.g. newsletter/pamphlet/flyer/brochure (38%) and social media (35%), with a similar proportion saying the City website (34%) is one of the best methods. Among those who prefer the City of Toronto use social media, two thirds (66%) say they would like the City to use Instagram to communicate with them, followed by three in five who say Facebook/Meta and almost four in ten (38%) who say Twitter/X.



Base: All respondents (n=1142)
Q51. What methods would be best for the City of Toronto to communicate information to you? Select up to three options.

Base: Those who prefer the City of Toronto to use social media to communicate with them (n=403)
Q52. Which social media platform would you like the City of Toronto to use to communicate with you?



THANK YOU

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