Appendix D: Online Survey — Summary

Online Survey Information:

Date: March 19, 2018, and May 9, 2018

Responses: 119 complete; 58 incomplete

Promotion approach: emailing all participants of the public lecture and workshop and encouraging them to share the survey with friends, family, and neighbours; through the City website; twice promoted to organizations related to the community and focused on history and heritage in Ontario; Facebook advertising targeting people interested in urban, heritage, and historical themes.

Summary of survey goals: Broaden the reach of the in-person engagement sessions; offer an accessible alternative to in-person engagement sessions; and support the work of the in-person engagement sessions.

Between March 19, 2018, and May 9, 2018, the Real Estate Services Division of the City of Toronto held an online survey. 119 respondents completed the entire survey and 58 respondents partially completed it partially. All responses were anonymous by design.

The survey consisted of 17 primary questions that included: multiple choice and multiple answer questions, multiple choice and single answer questions, ranking questions, and several open-ended questions. Some responses triggered additional questions (open text and ranking) to better comprehend the reasoning of respondents. Throughout the survey, respondents had the opportunity to provide their own answers in open text fields.

The survey consisted of an introduction with instructions and three sections designed to collect: key descriptive factors about each respondent related to their relationship to the site and basic demographic information; respondents' historical/heritage interests related to the site; respondents' motivations related to visiting other historical sites; and preferred experiences related to their future visits to the First Parliament site.

The survey served as an opportunity to broaden the scale and scope of participation in the overall engagement process and to provide an engagement point for those who could not participate in the in-person sessions.

What We Observed:

Geography

The majority (95% Percentage of Completed Responses) of the respondents were from within the Greater Toronto Area (See Figure 1 and Figure 2 below).
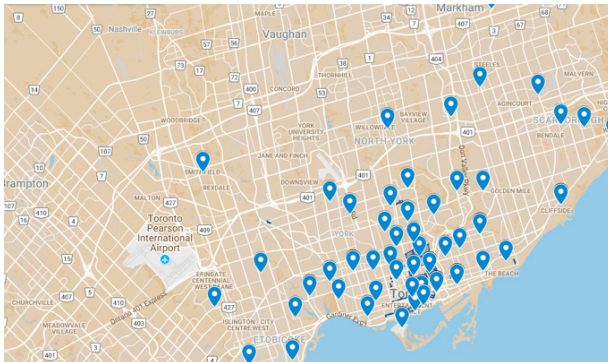

Figure 1 Reponses to survey mapped over central Toronto (approximate locations).

Figure 2 Reponses to survey mapped over the Golden Horseshoe region (approximate locations).

Relationship to the site

- The most common response from respondents about how they knew the site was they live nearby (36%)

- The second most common response from respondents about how they knew the site as they were member of a group that advocated for its protection. (26%)

- Respondents that chose to include an open text response (36%) generally knew about the site through indirect means, such as through social and traditional media, or through general interest in Toronto history.

Knowledge of the site

- The majority of the respondents stated they know the site moderately (45%) or extremely (24%) well.

Age of respondents

- The majority of the respondents were 45 years old and over (73%).

Importance of the site to respondents

- The majority of the respondents stated the site was very important (65%).

- As a numerical response, with 1 = not important at all and 5 = very important, the average score was 4.2.

- There was a positive correlation between those respondents who know the site well and those who stated the site was very important.

- Likewise, there was a positive correlation between those respondents who know the site well and those who live nearby or are members of a group that advocated for its protection.

Open text observations — "other submissions":

- Many respondents see the site as "lost" and relate this to the demolition of other heritage buildings during downtown Toronto's growth. Given its relevance to the founding of the city, province, and country, this "loss," and therefore the site's "recovery," is considered important.

  Examples: "There is little left from the really early days of Toronto's history…"; "We need to recover some of Toronto's historical past."; or "It's essentially the start of it all! The first parliament."

Importance of the site to related geographic perception

- The majority of the respondents stated the site was important or very important equally across the Neighbourhood (82%), the City (Toronto) (90%), the Province (Ontario) (83%), or the Nation (Canada) (73%).

- As a numerical response, with 1 = not important at all and 5 = very important, the Nation (Canada) represented the lowest average importance at 4.061 of 5 among all the options.

Interest in heritage eras or stories

- The majority of the respondents stated they were interested (14%) or very interested (74%) in the heritage eras or stories of the First and Second Parliament Buildings.

- The second majority of the respondents stated they were interested (29%) or very interested (57%) in the heritage eras or stories of the Early Settlement (Both Indigenous and European settlement).

- As a numerical response, with 1 = not interested at all and 5 = very interested, the Rise of the Automobile represented the lowest average importance at 2.947 of 5.

- There was a positive correlation between those respondents who know the site well and

those who stated they had a higher interest in the First and Second Parliament Buildings and the Consumers' Gas Company.

- There was a strong positive correlation between those respondents who stated the site was important to them and those who stated they had a higher interest in the First and Second Parliament Buildings.

Open text observations — "other submissions":

- Many of the participants that indicated a high level of interest in the presented narratives provided an open text response.
- Several core themes were present, and they were similar to those observed during the face-to-face engagement sessions.
- Indigenous heritage/histories linked to the site (or city) is of high interest to respondents;
- First and Second Parliament heritage was a gateway or draw to the site during the promotion of the survey. This draw was also represented by its high rank within the interests of the respondents, but this does not discount the fact that respondents have a high interest in the majority of the other narratives as presented — less the Age of the Automobile.

Text questions — Summaries:

1. Why did you indicate a high level of interest in The Natural Landscape? (n=77)

> I am interested in...

- Understanding the relationship between Indigenous peoples and the land, as well as Indigenous people and settlers;
- Learning about what Toronto looked like from the past to the present;
- Learning about the wildlife (flora and fauna) from the past to the present.

2. Why did you indicate a high level of interest in First and Second Parliament Buildings? (n=85)

> I am interested in...

- How the site can contribute to the understanding of Canadian history prior to 1867, which is not that well known;
- How the site and the history contributed to the early era of government in Canada;
- Understanding the maturation of Canadian government from the past to the present.

3. Why did you indicate a high level of interest in Home District Gaol (Jail)? (n=66)

> I am interested in...

- The lack of awareness about the jail and its story;
- Learning about who was imprisoned there and why;
- Comparing treatment of prisoners then to treatment of prisoners now.

4. Why did you indicate a high level of interest in the Consumers' Gas Company? (n=43)

> I am interested in...

- The role that industry played in the development of Toronto;
- How this history relates to the historical and future changes in energy sources and their consumption.

5. Why did you indicate a high level of interest in Railways? (n=61)

> I am interested in...

- How the railway contributed to the building of Canada and what role it played in the development of Toronto.

6. Why did you indicate a high level of interest in the Rise of Automobiles? (n=28)

> I am interested in...

- How automobiles shaped Toronto and our lives today;
- How this era sets the context in the current move away from automobile use.

7. Is there anything missing from the listed historical narratives? (n=31)

> I am interested in...

- Role of women in the city and across the historical narratives.

Motivations to visit heritage sites, museums, or historical places:

- The majority of the respondents stated they were most motivated to visit heritage sites, museums, or historical places because of a love (for) history, and (that they) always look for first-hand, on-site experiences.

References to Enjoyable Heritage or Historical Experiences:

- Sixty-three percent (63%) of the respondents provided open text references to museums, heritage sites, or historic locations that they considered enjoyable and explained why;
- Those respondents that listed reasons beyond fulfilling a general interest indicated enjoyment in learning and specifically understanding how people in the past had lived and what their experiences were on a daily and societal level. Examples: "ROMs Vikings exhibit gave you a feel of how these people lived and they influenced today's world"; "Visualizing a historic site as it was back in its heyday, to see how people lived and went about their lives daily. People do not change, but the circumstances they live in do"; "I enjoy hearing about the history of a piece, who owned it/used it/, how and why - interesting tidbits or stories behind it. These stories bring the piece to life and help us envision how people before us lived."
- Respondents also listed locations ranging from small town museums to the Royal Ontario Museum, old colonial forts and villages, etc.

Preference for experiencing the site and learning about its history:

- Sixty-six percent (66%) of the respondents stated they have a preference for the way they would like to experience the site and learn about its history.

- The majority of respondents ranked (weighted scores) non-technological methods for experiencing the site and learning about its history. The <u>top three</u> methods were Interpretive Architectural Design Elements (640); Interpretive Landscape Design Elements (618); Interpretive Museum Exhibits (612). The <u>bottom three</u> methods —those that achieved the lowest weighted scores— were Virtual Online Exhibits (411); Augmented or Virtual Reality (404); and Apps (262).