

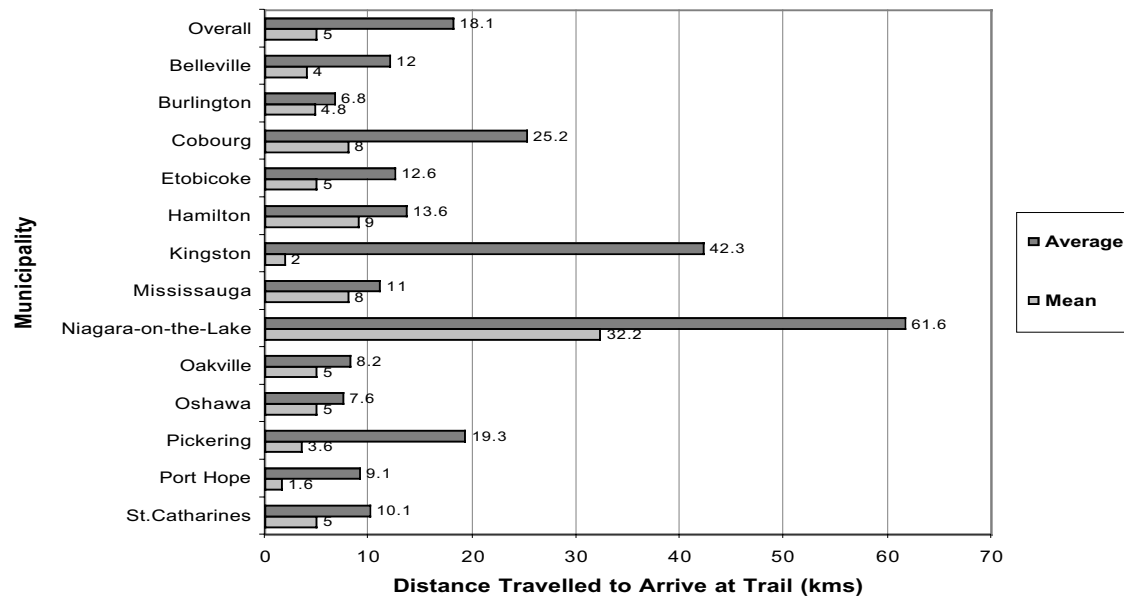
# 4 Results

## 4.1 Trail Arrival

### *Distance Traveled to Arrive at the Trail*

**Question 1: Estimate how far you traveled to get to the Trail today.**

**Response:**



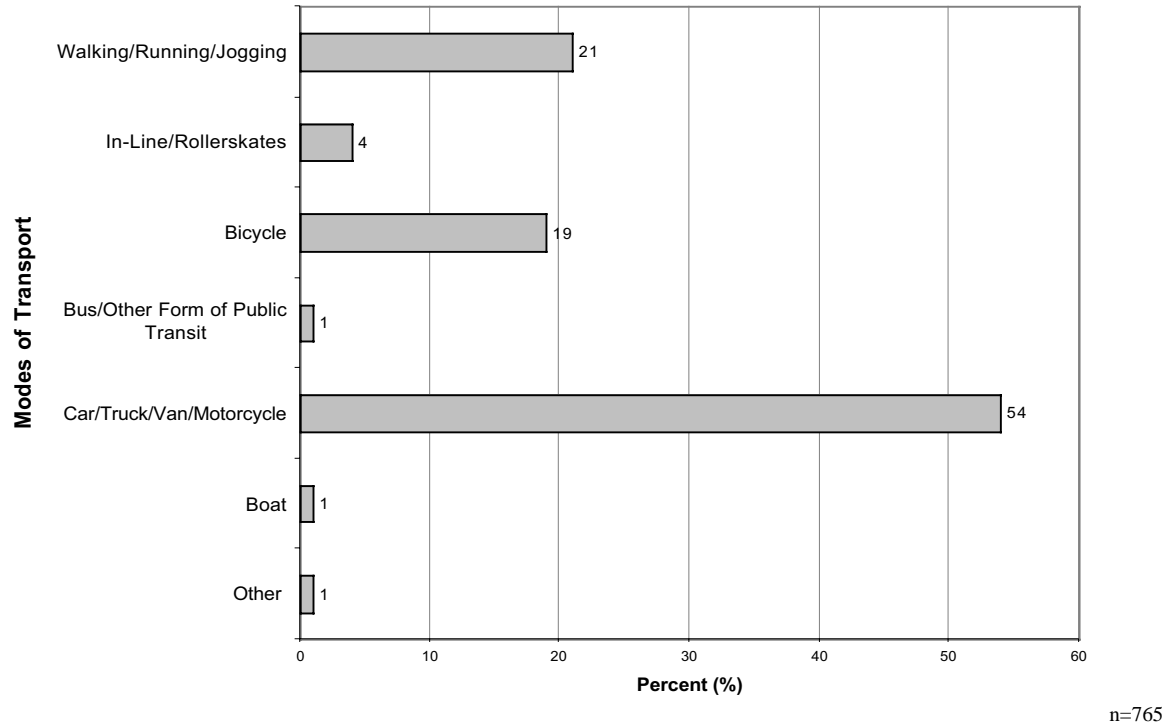
n=714

- Respondents reported traveling the farthest distance to Niagara-on-the-Lake (61.6km) and Kingston (42.3km) probably because of the inherent tourist attraction associated with these cities.
- It is assumed that in most cases respondents reported the distance from their house to the Trail. However it is possible in some cases that the distance traveled to arrive at the Trail could have been from a hotel, campground, relative's house, etc.
- Overall respondents reported traveling an average of 18.1 kilometers to arrive at the Trail. However, the median was 5 kilometers.

## *Mode of Transportation Used to Arrive at the Trail*

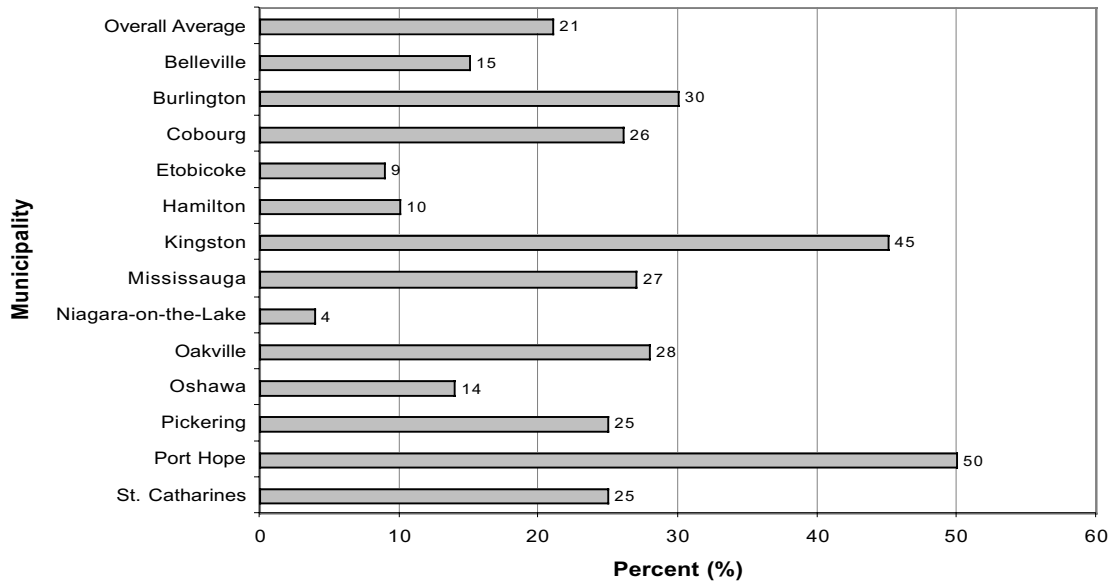
**Question 2: What type of transportation did you use to get to the Trail today?**

**Response:**



- The main mode of transportation used to arrive at the Trail was car/van/truck/motorcycle (54%). This indicates the importance of adequate parking as an amenity to the Trail.
- The low percentage of respondents reporting public transport use (1%) could indicate that many sections of the Trail cannot be easily accessed by public transit or that people who use the Trail simply don't use public transportation.

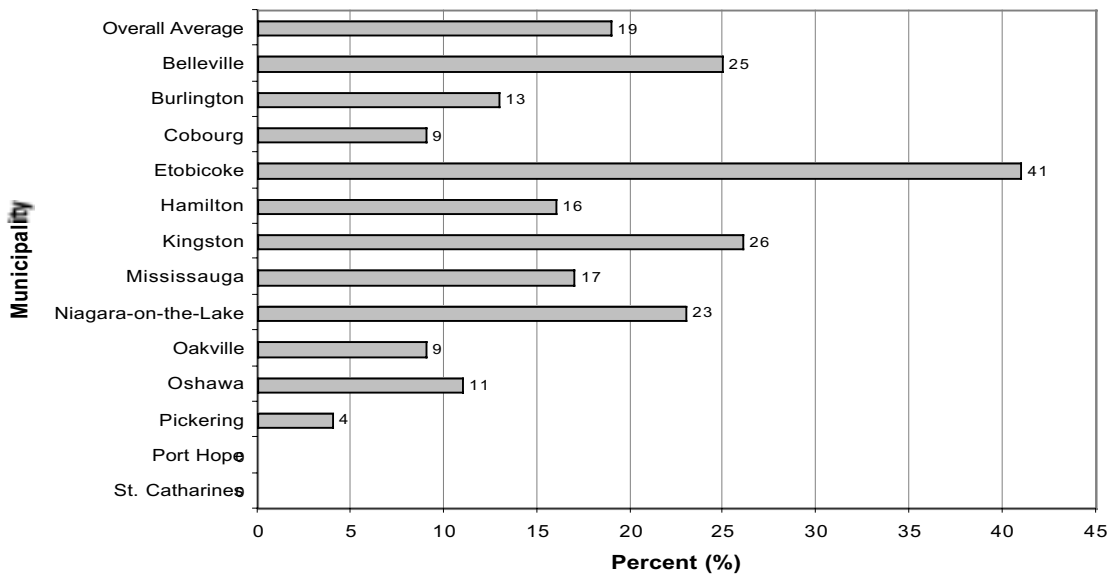
### Walking/Running/Jogging Mode



n=765

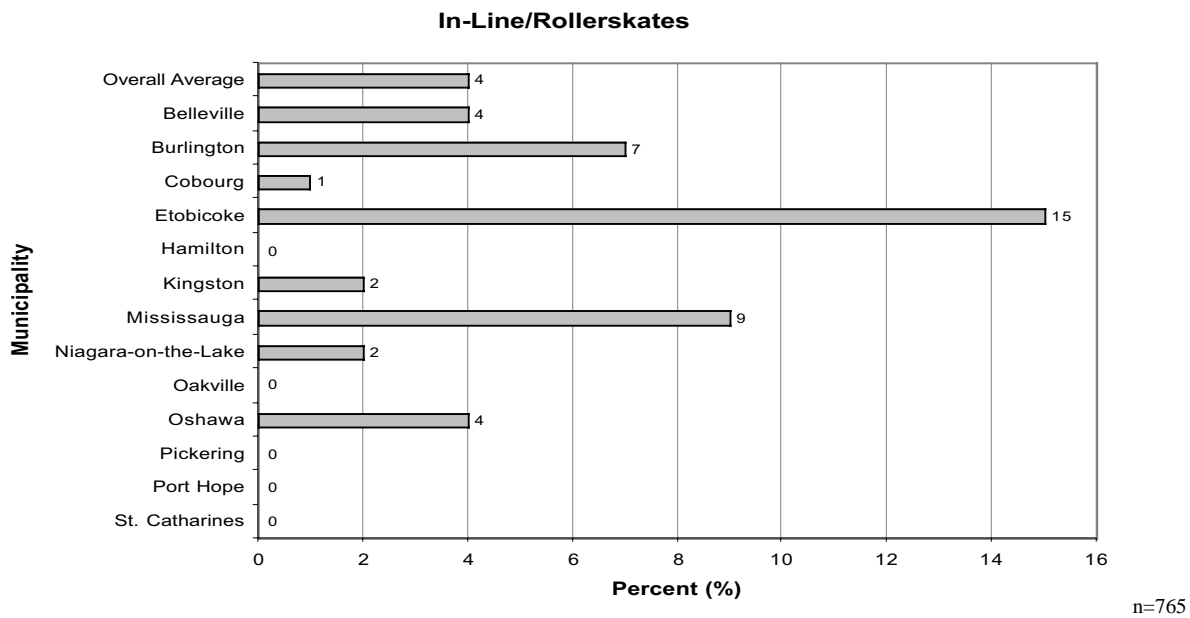
- Overall, 21% of people reported walking to the Trail, though this varied throughout the different municipalities.

### Bicycle Mode

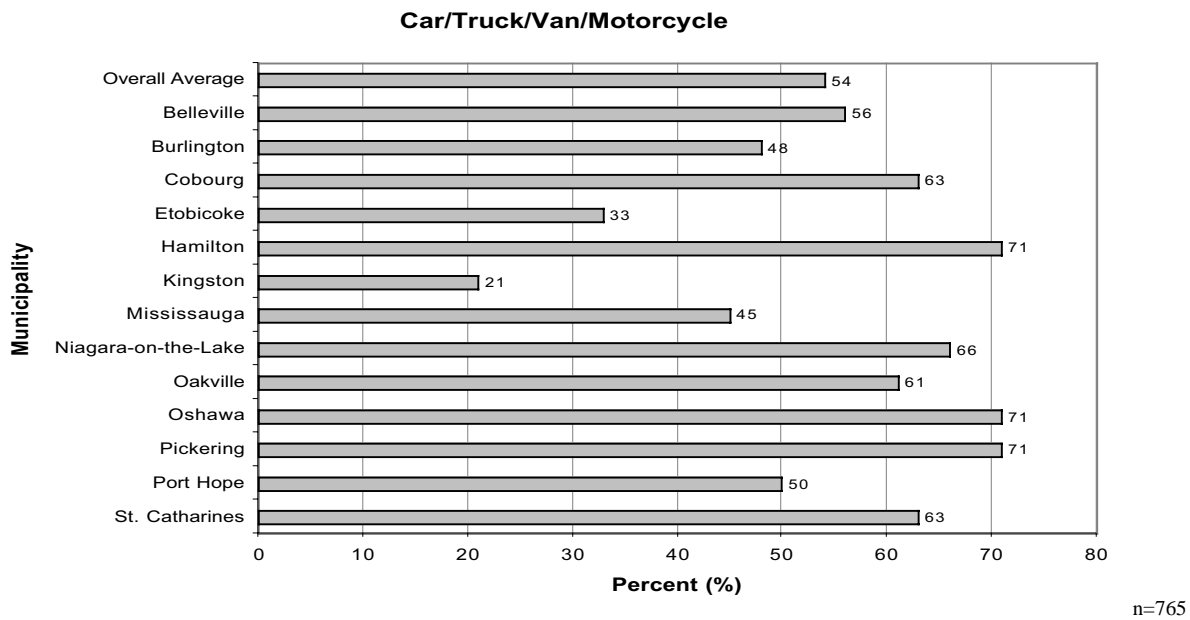


n=765

- 19% of respondents reported using a bicycle to arrive at the Trail, although this number also varied considerably from one municipality to the next.



- 4% of respondents reported traveling by In-Line or Rollerskate to the Trail, although this number varied by municipality, with the highest percentage in Etobicoke.



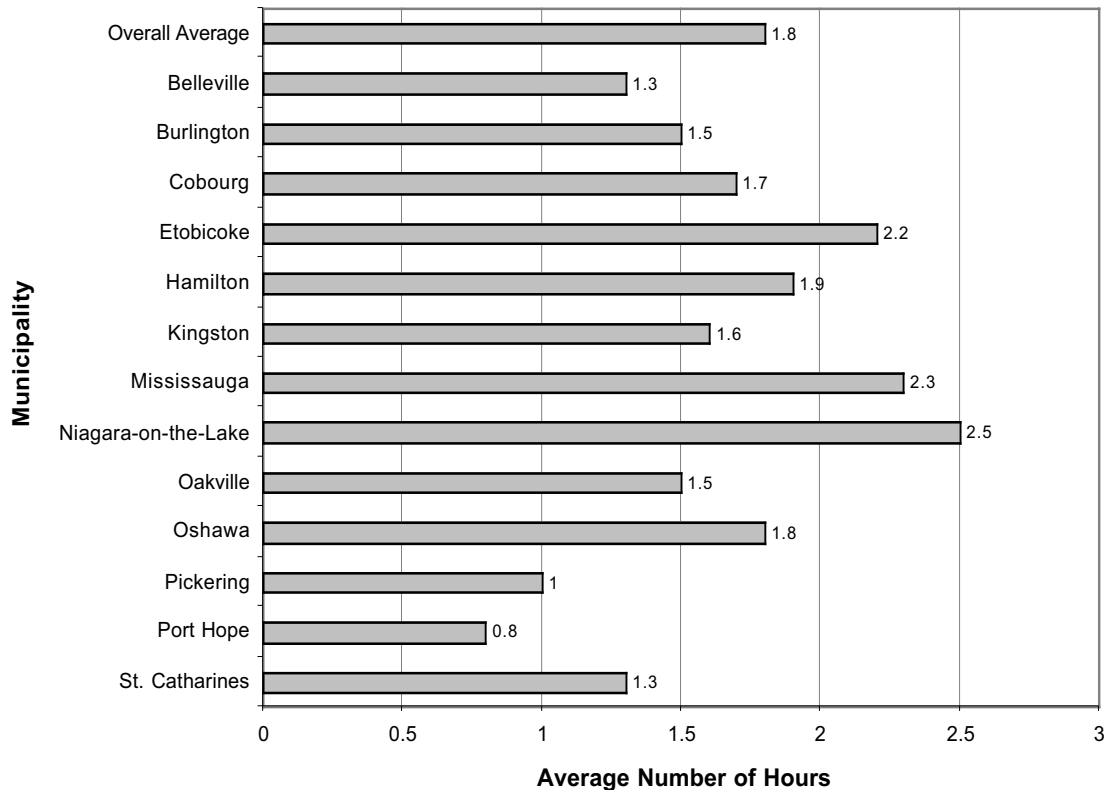
- 54% of respondents reported arriving at the Trail by motorized vehicle. The percentage of use varied by municipality with Hamilton, Oakville and Oshawa the highest at 71% and Kingston with the lowest motorized vehicle use at 21%.

## 4.2 Trail Use

### *Amount of Time Spent on the Trail*

#### Question 3: How long do you plan to be on the Trail today?

#### Response:



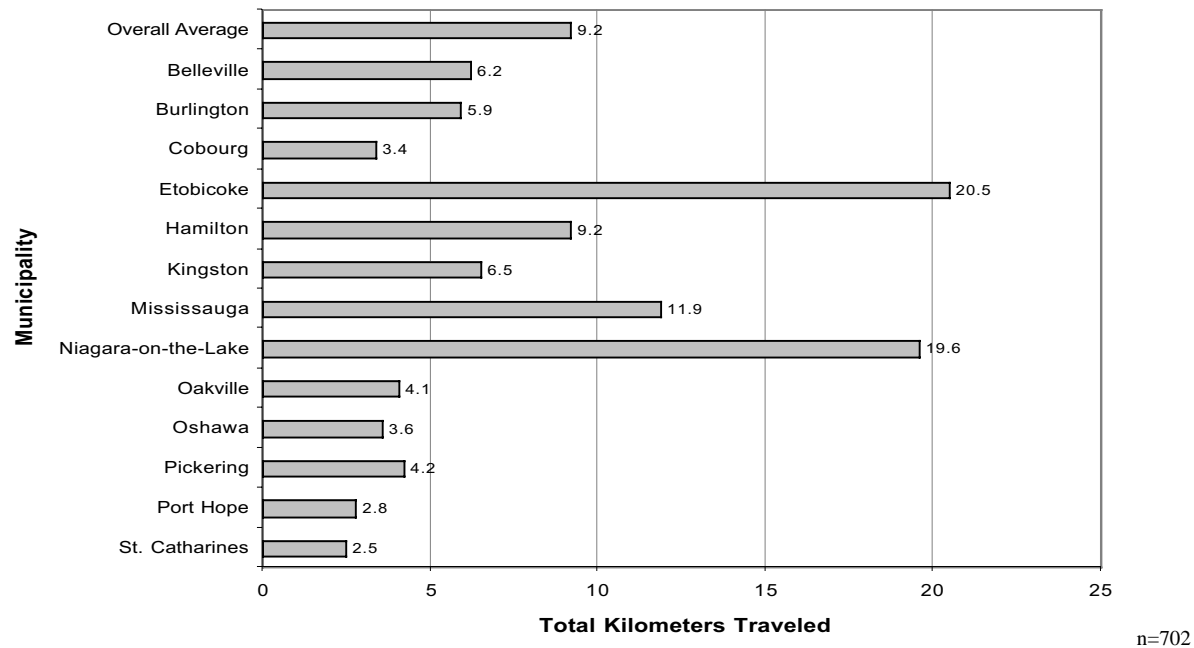
n=735

- Overall, respondents reported spending an average of almost two hours on the Trail.
- On average, respondents reported spending the longest amount of time at the Niagara-on-the-Lake trail section (2.5 hours) and at the Mississauga trail section (2.3 hours). The least amount of time was spent in Port Hope (0.8 hours) and Pickering (1 hour). Length of stay may relate to the length of trail, for example, Port Hope's off-road trail measures 2.9 kms and at this time it is not connected to neighbouring municipalities. Mississauga, on the other hand, has close to 19 kms of trail and is well connected to its neighbours. See page 3 for a table listing the length of trail in participating municipalities.

## *Distance Traveled on the Trail*

**Question 4: Estimate how far you plan to travel on the Trail today.**

**Response:**

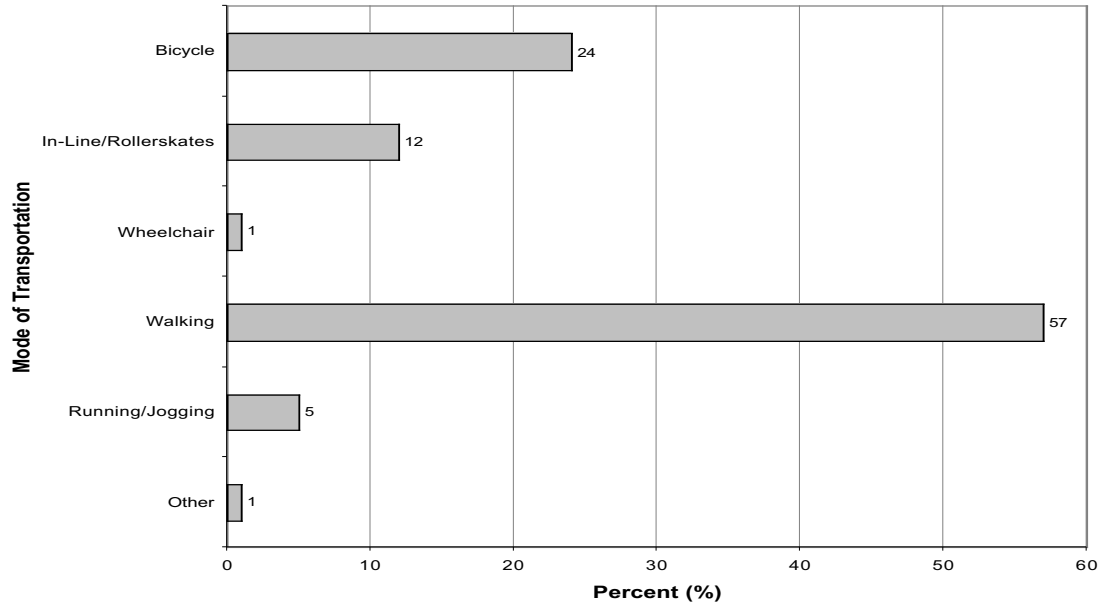


- The overall average that respondents reported traveling on the Trail was 9.2 kilometers.
- Respondents reported traveling the longest distance on the Trail in Etobicoke (20.5kms) and Niagara-on-the-Lake (19.6kms). The amount of kilometers traveled could depend on the mode of transportation used, and differences in Trail design and amenities, including such factors as the length of the Trail section and whether it links to other trails or other sections of the Waterfront Trail.

# Type of Transportation Used on the Trail

## Question 5: What type of transportation are you using on the Trail today?

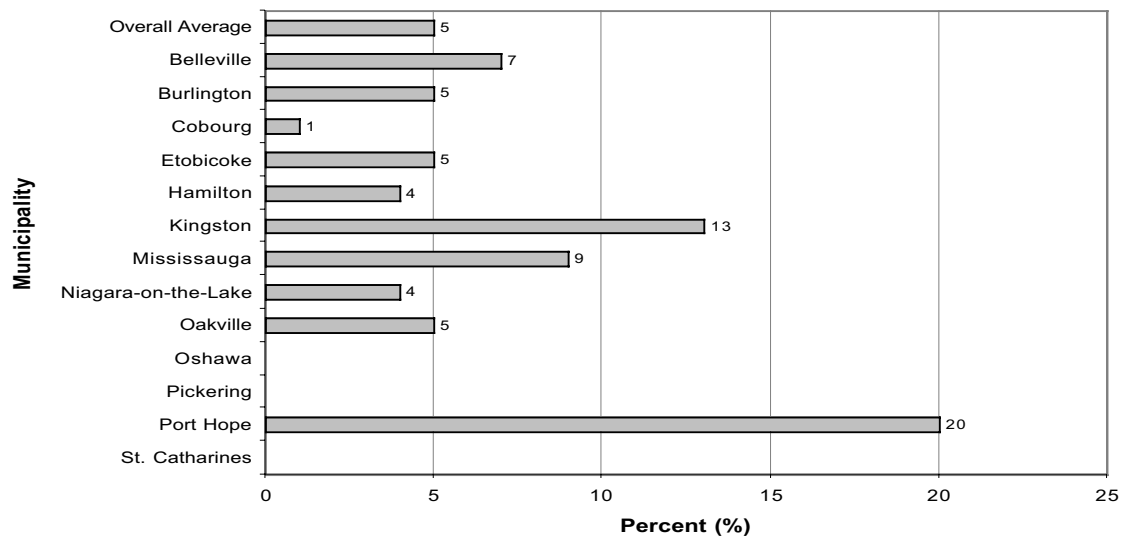
### Response:



\*percentages in this table are based on responses, not cases  
n=801

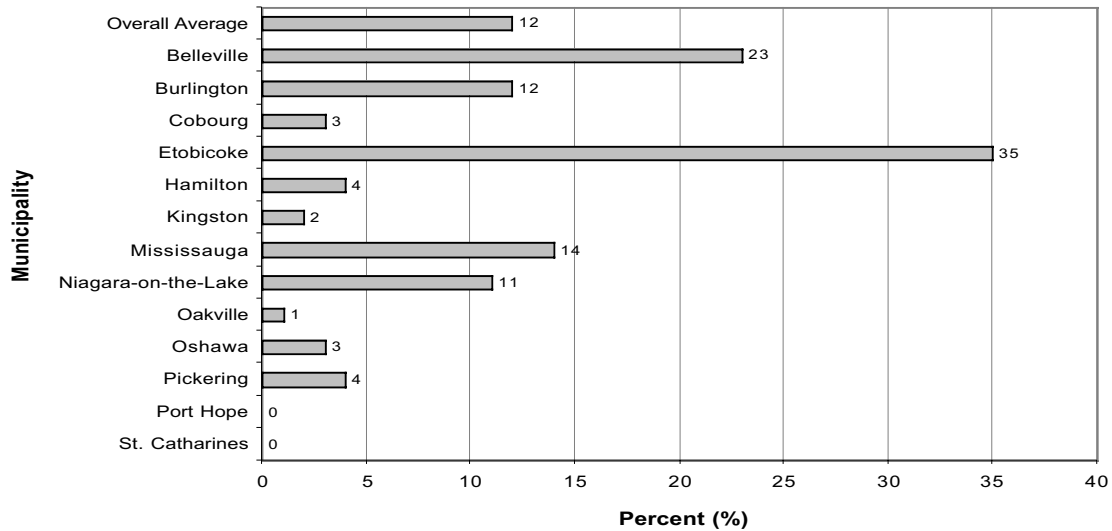
- Walking was the most frequently used mode of transportation on the Trail at 57%. This was followed by Bicycling (24%) and Inline/Rollerskating (12%).

### Running/Jogging Mode



\*percentages in this table are based on responses, not cases  
n=801

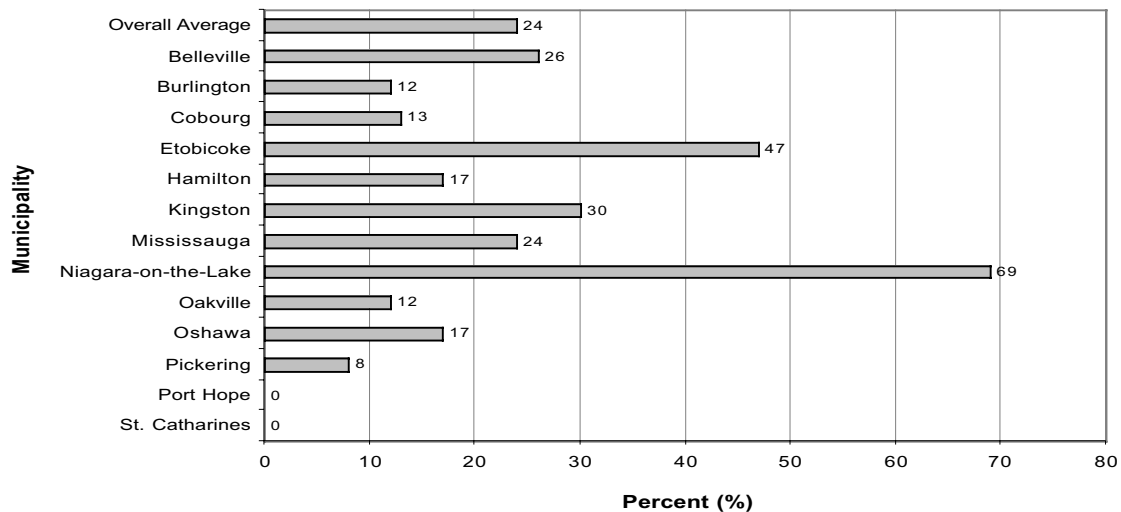
### In-Line/Rollerskates Mode



\*percentages in this table are based on responses, not cases  
n=801

- The use of In-Line/Rollerskates appears to be related to the surface and length of the Trail. In-Line/Rollerskate use was highest in Etobicoke (35%).
- Both Runners/Joggers and In-Line/Rollerskaters were less likely to stop and take the survey than walkers or bikers.

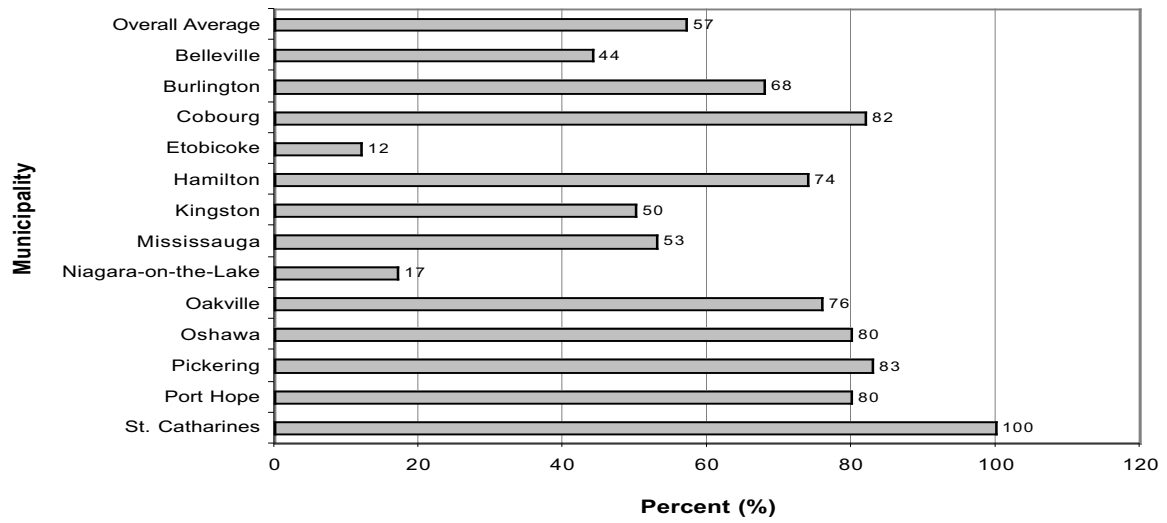
### Bicycle Mode



\*percentages in this table are based on responses, not cases  
n=801

- The use of bicycles on the Trail appears to relate to the surface and length of the Trail. Bicycle use was highest in Niagara-on-the-Lake (69%) and lowest in Port Hope (0%) and St. Catharines (0%).

### Walking Mode



\*percentages in this table are based on responses, not cases  
n=801

- Overall, walking was the most popular mode of transportation on the Trail, perhaps because it is suitable for all Trail surfaces.

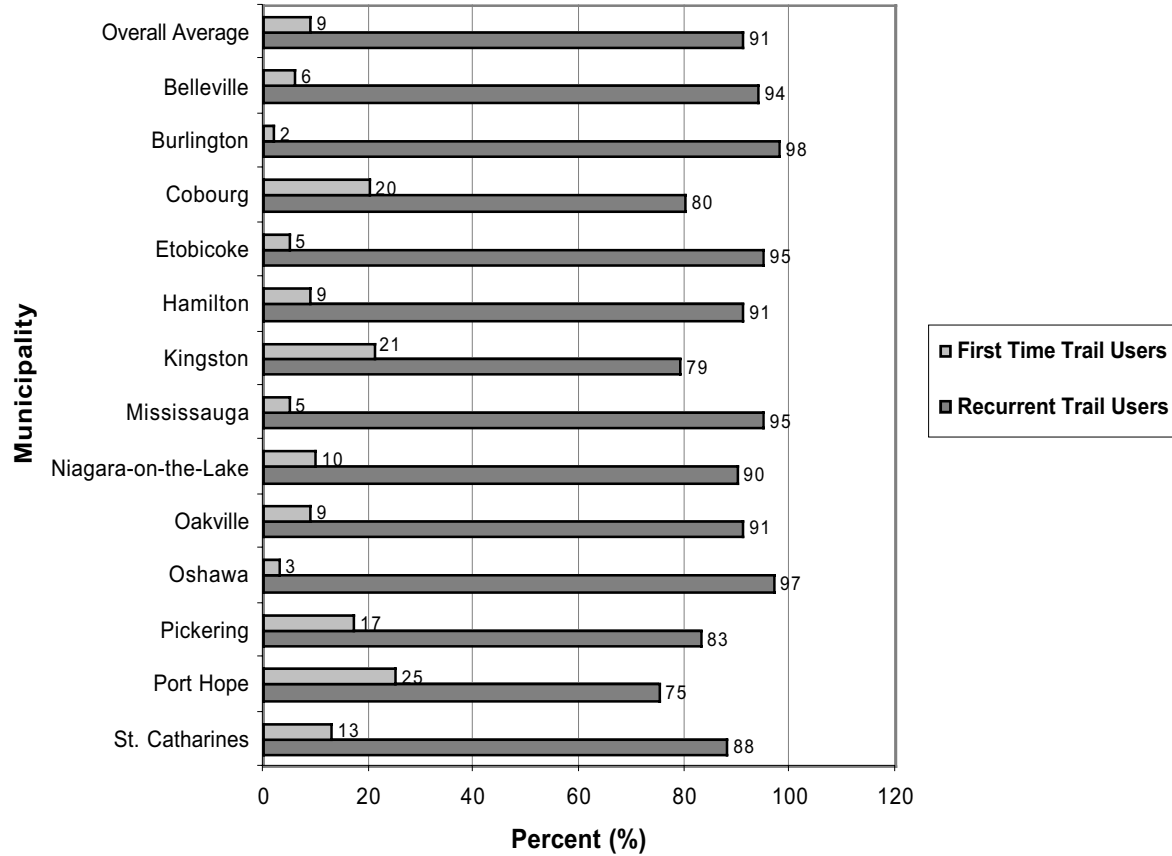


Nikki Rendle, Waterfront Regeneration Trust

## Use of the Trail

### Question 6: Is this the first time you have ever visited the Waterfront Trail?

#### Response:



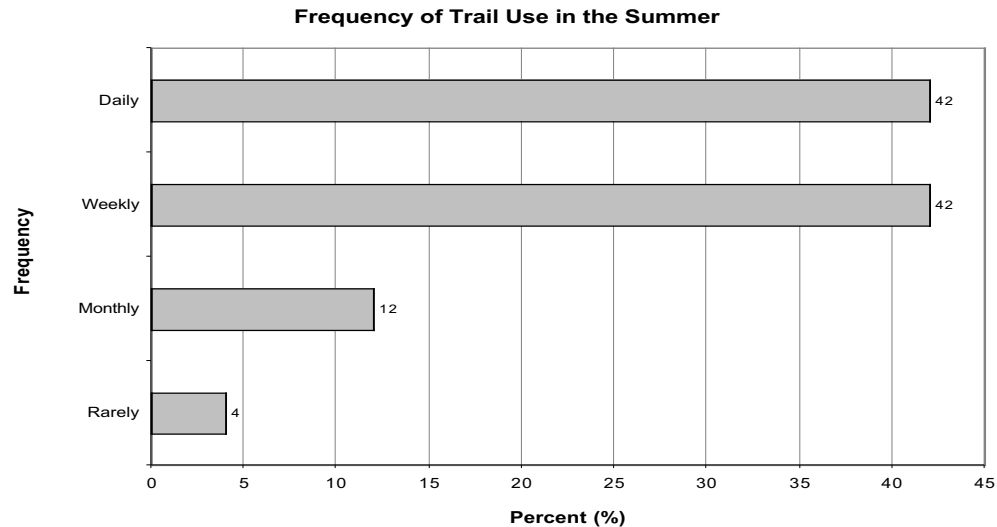
n=744

- The majority of Trail users surveyed were recurrent users (91%). Only 9% of respondents reported using the Trail for the first time.

## Seasonal Trail Use

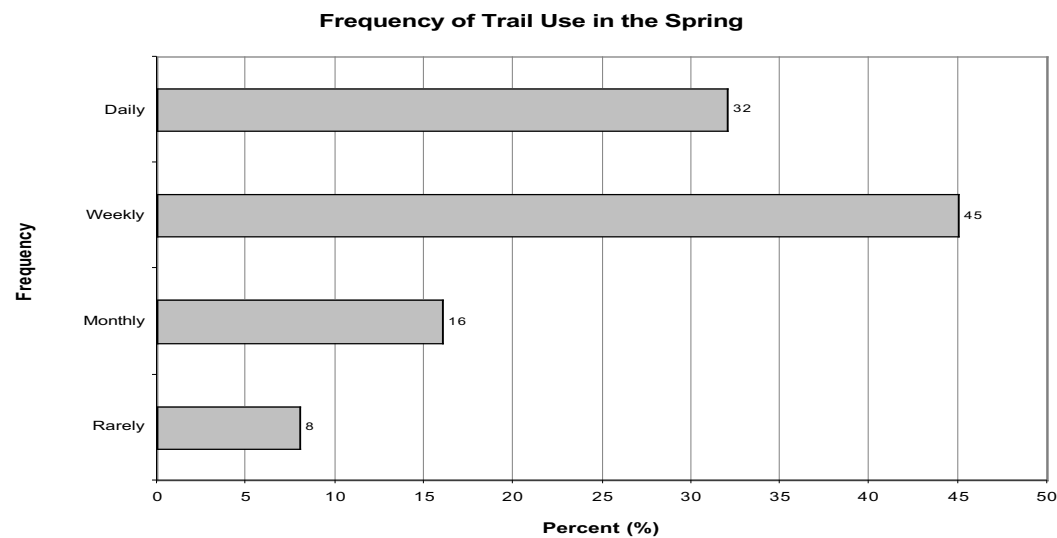
**Question 6a: Rate, approximately, your Trail use in each of the seasons listed below.**

**Response:**



percentages in this table are based on responses, not cases  
n=593

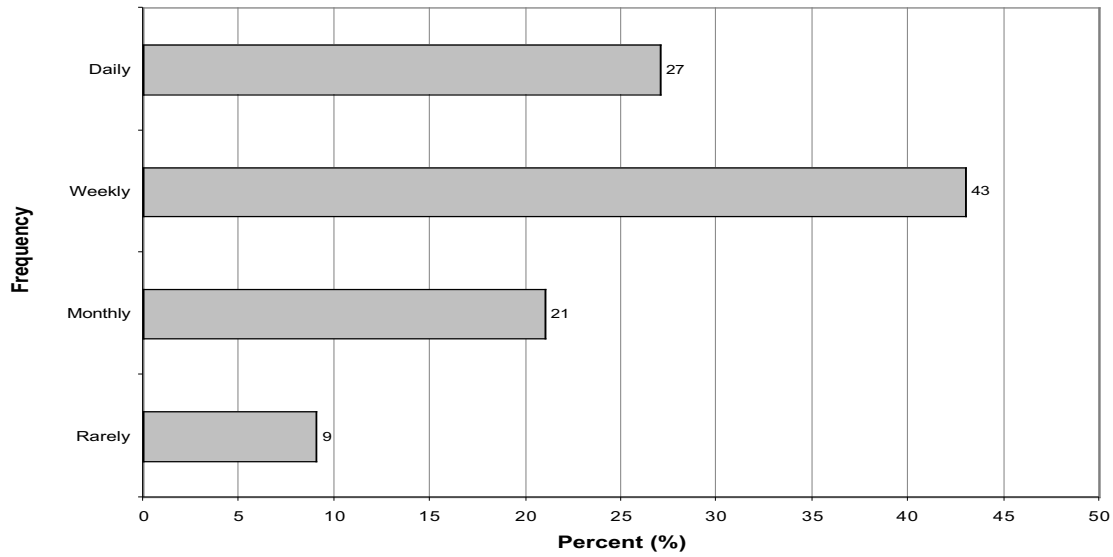
- Overall, respondents who reported they had used the Trail more than once were most likely to use the Trail on a daily (42%) and weekly (42%) basis in the summer.



\*percentages in this table are based on responses, not cases  
n=593

- Respondents who reported they had used the Trail more than once indicated they were most likely to use the Trail on a weekly basis (45%) in the spring.

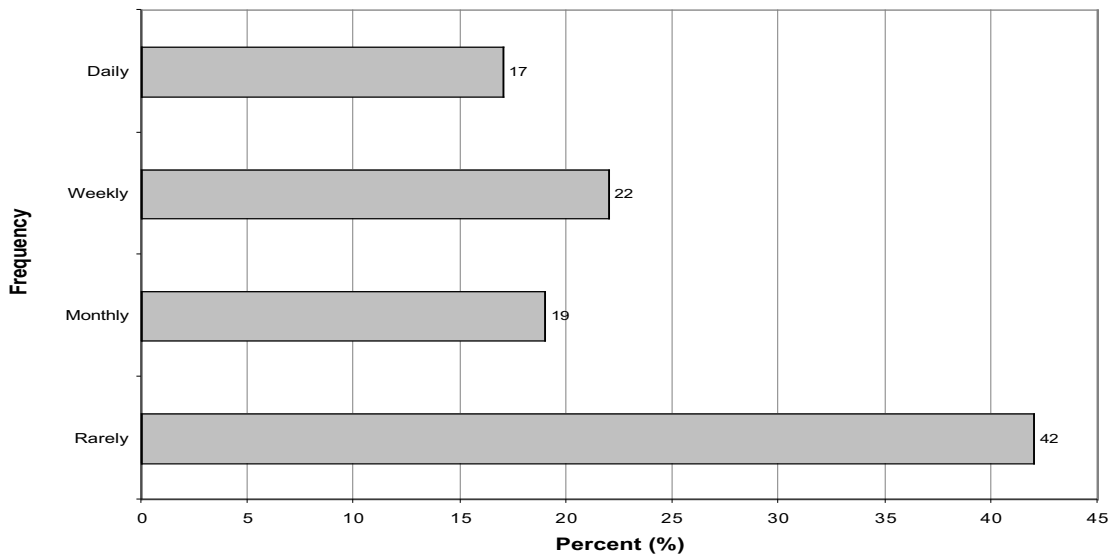
**Frequency of Trail Use in the Fall**



\*percentages in this table are based on responses, not cases  
n=593

- Respondents who reported they had used the Trail more than once also indicated they were most likely to use the Trail weekly (43%) in the fall.

**Frequency of Trail Use in the Winter**



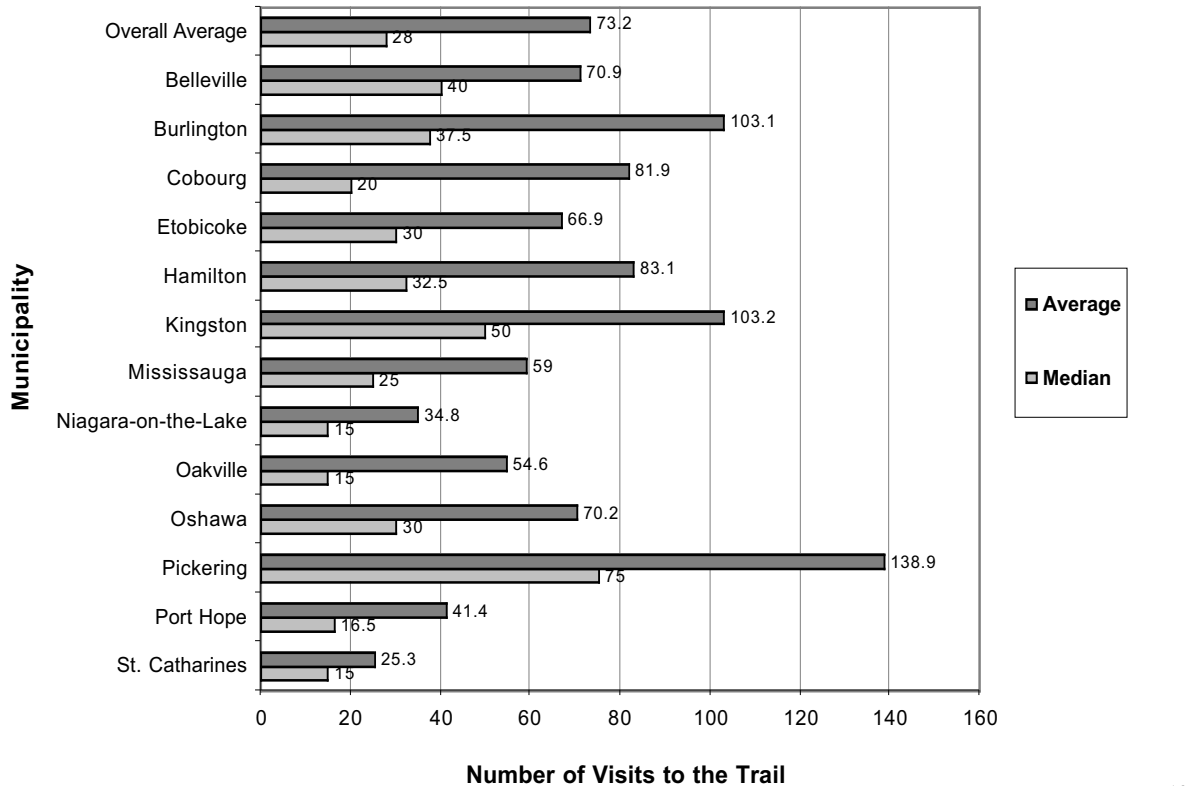
\*percentages in this table are based on responses, not cases  
n=593

- Respondents who reported they had used the Trail more than once indicated they were most likely to use the Trail rarely in the winter (42%) indicating that for many the trail remains a three-season amenity.

## *The Number of Times Spent Visiting the Trail in the Past Year*

**Question 6b: Overall, about how many times have you visited the Trail in the past year?**

**Response:**



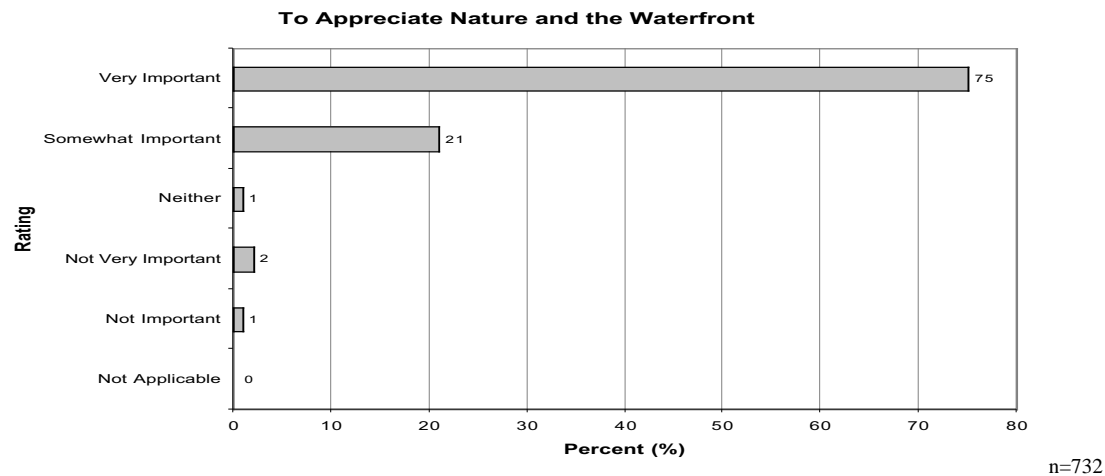
- Respondents reported visiting the Trail an estimated average of 73.2 times in the past year with a median of 28 times. Annual visitations ranged from a low average of 25.3 times in St. Catharines to a high of 138.9 times in Pickering.

### 4.3 Activities on the Trail

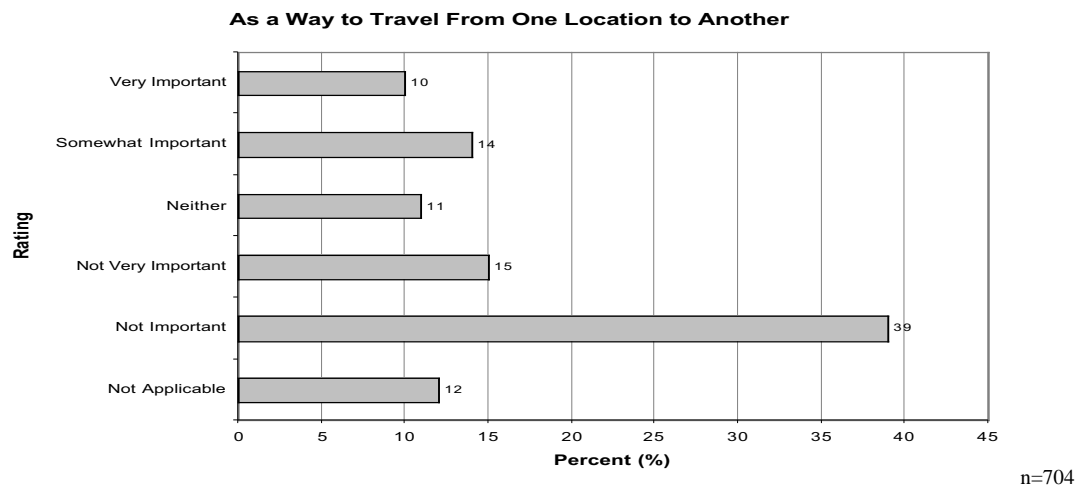
#### *Reasons For Using the Waterfront Trail*

**Question 7: Please rank your reasons for using the Trail.**

**Response:**

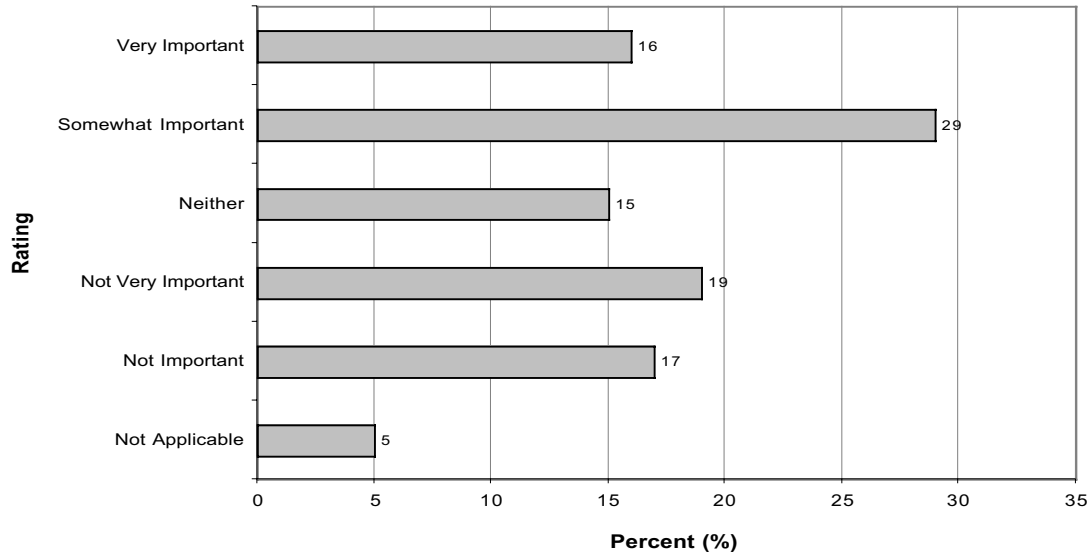


- 96% of respondents reported that appreciating nature and the waterfront was either a somewhat or very important reason for using the Trail.
- Respondents also reported that being close to Lake Ontario (90%), being able to see Lake Ontario (87%), and being surrounded by nature (94%) were either somewhat or very important to their experience of the Trail (*see Question 13*). In addition, 89% percent of respondents reported that the natural views from the Trail were either “good” or “excellent” (*see Question 16*).



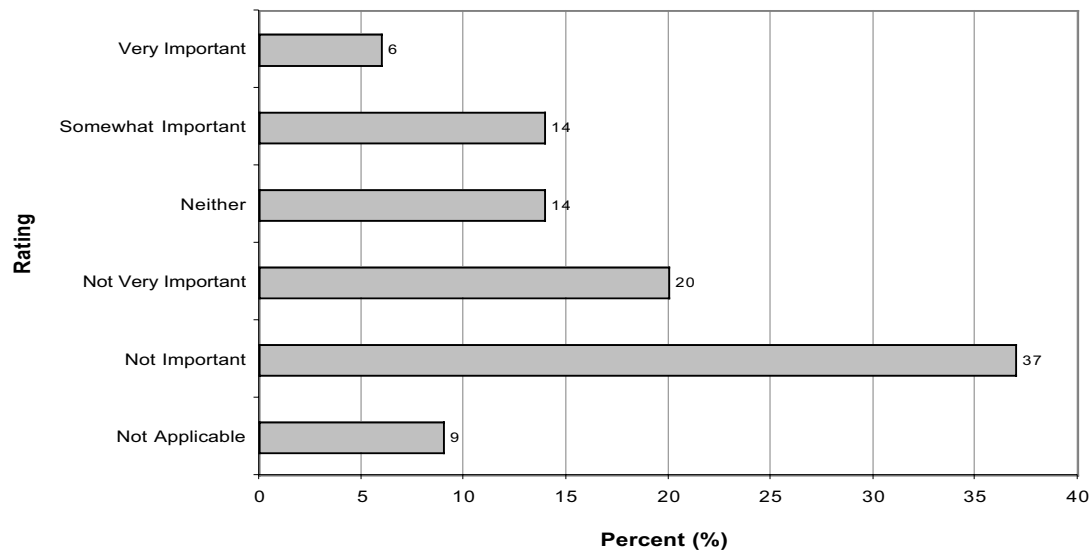
- 24% of respondents reported that using the Trail, as a way to travel from one location to another, was either somewhat or very important. This increased from 14% in 1996.

**For a Self Guided Tour (interpretive signage, natural, or historic)**



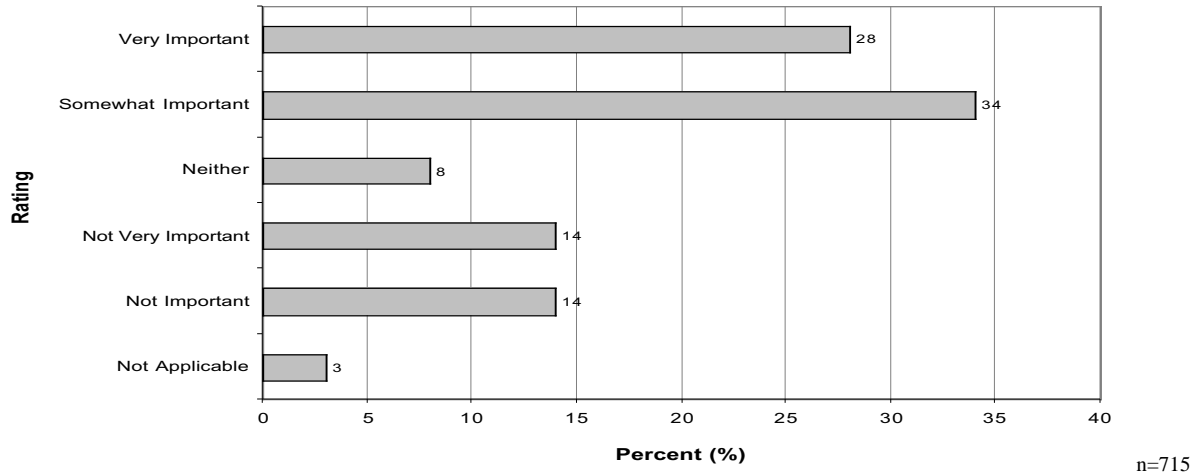
- Overall, 45% of respondents reported that a self-guided tour was either a somewhat or very important reason for using the Trail. This suggests that almost half of the respondents are interested in learning about aspects of the Waterfront Trail during their visits.

**For a Guided Tour (interpretive signage, natural, or historic)**



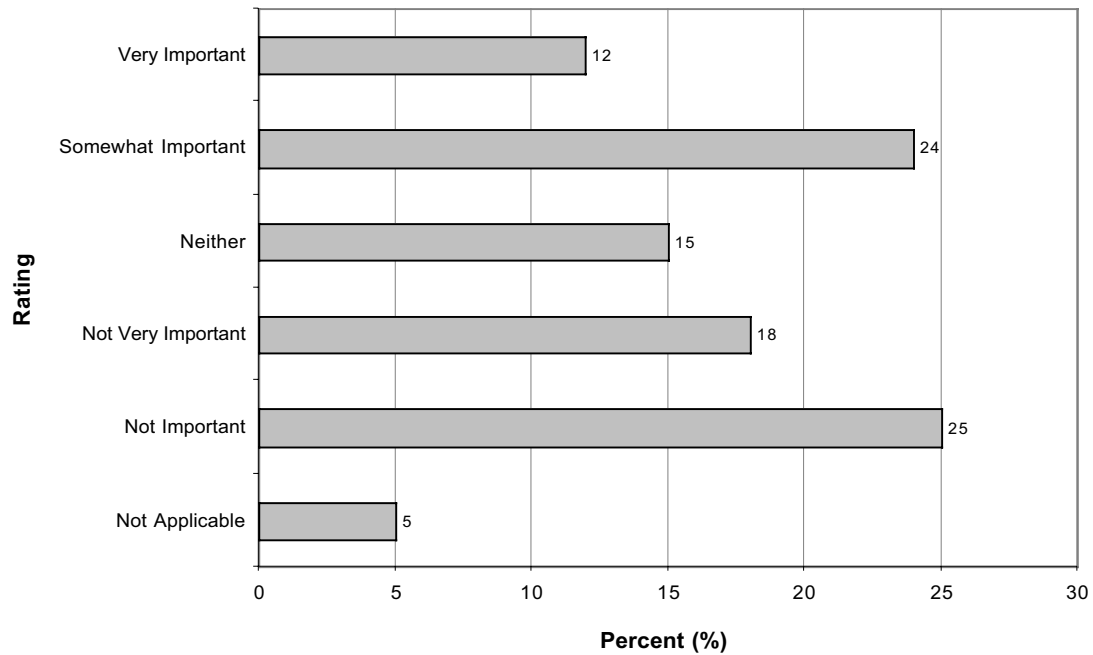
- 20% of respondents reported a guided tour to be either a somewhat or very important reason for using the Trail.
- 34% of respondents also reported that they would be interested in an organized tour (see Question 9).

**To Experience Cultural Attractions (waterfront festivals, plays and concerts)**



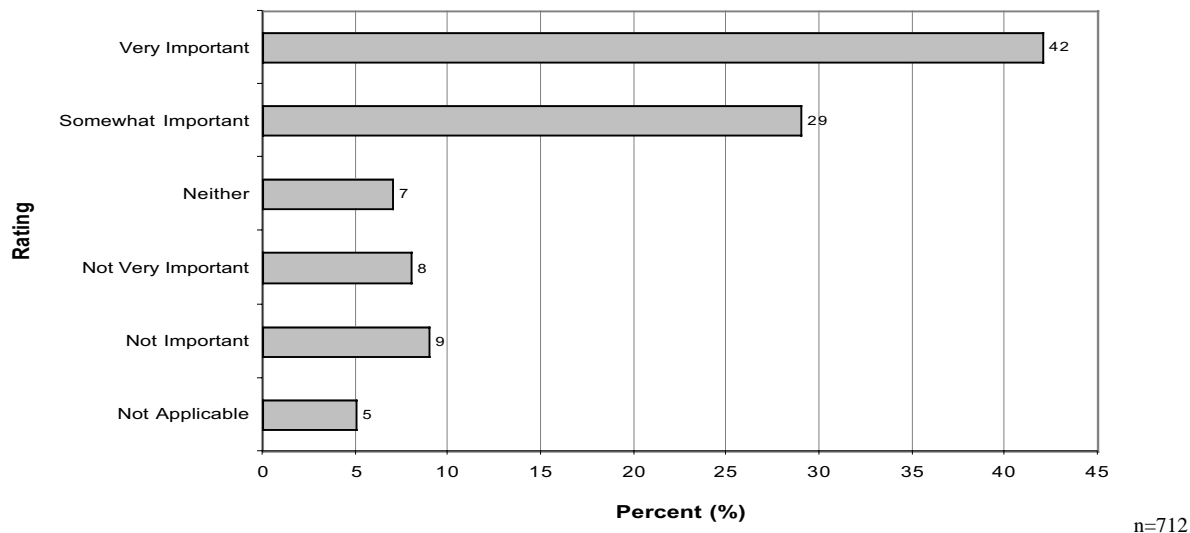
- Almost two out of three respondents (62%) reported that experiencing cultural attractions was either a somewhat or very important reason for using the Trail.
- While indicating various programs they would be likely to frequent if they were located along the Trail, respondents expressed the most interest in concerts (19%), festivals (18%), and plays (12%) (*see Question 11*).
- 37% of users rated the number of cultural/heritage attractions as “good”/”excellent” and 40% of users rated the quality of cultural/heritage attractions as “good”/”excellent” (*see Question 14*).

### To Visit Heritage Sites



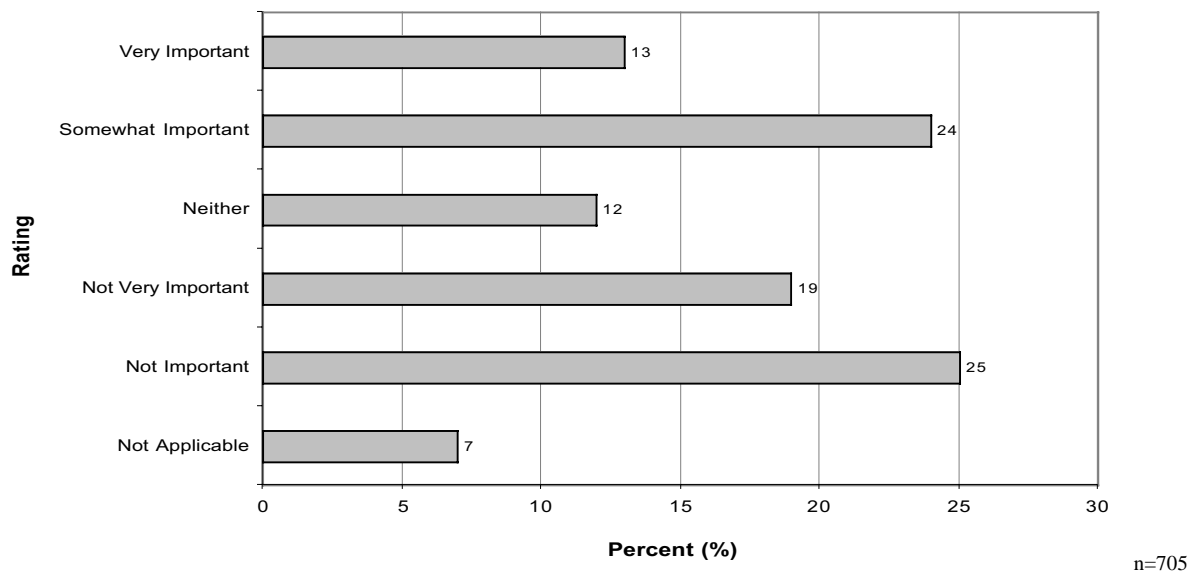
- 36% of respondents indicated that visiting heritage sites was somewhat or very important.
- Respondents also reported interest in attending museums (10%) and first nations heritage sites (9%) if they were located along the Trail (*see Question 11*).
- 37% of users rated the number of cultural/heritage attractions as “good”/”excellent” and 40% of users rated the quality of cultural/heritage attractions as “good”/”excellent” (*see Question 14*).

### To Access Parks and Playgrounds



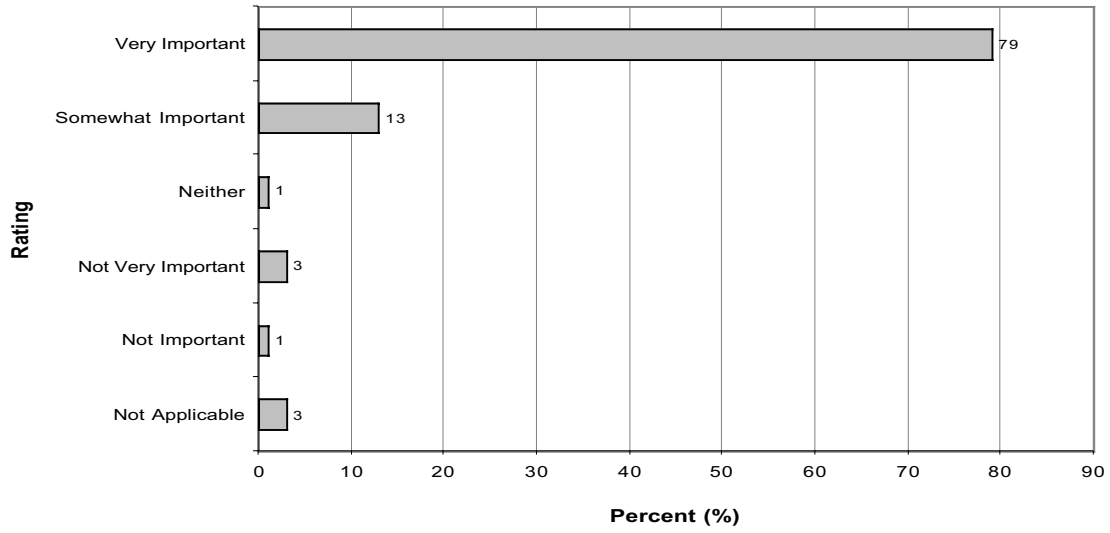
- Overall, 71% of respondents reported that accessing parks and playgrounds was either a somewhat or very important reason for using the Trail.
- 59% of respondents also reported that both the number and quality of playgrounds on the Trail was either “good” or “excellent” (*see Question 14*).
- 28% of respondents indicated their household comprised a couple with children under 21 at home.

### To Participate in the Programs Offered



- 37% of respondents indicated that participating in the programs offered was either a somewhat or very important reason for using the Trail.
- The number and quality of family/children’s programs was rated as “good” or “excellent” by 24% and 25% (respectively) of respondents (*see Question 14*).

### For Physical Fitness



- Overall, 92% of respondents reported that using the Trail for physical fitness was either a somewhat or very important reason for visiting the Trail.

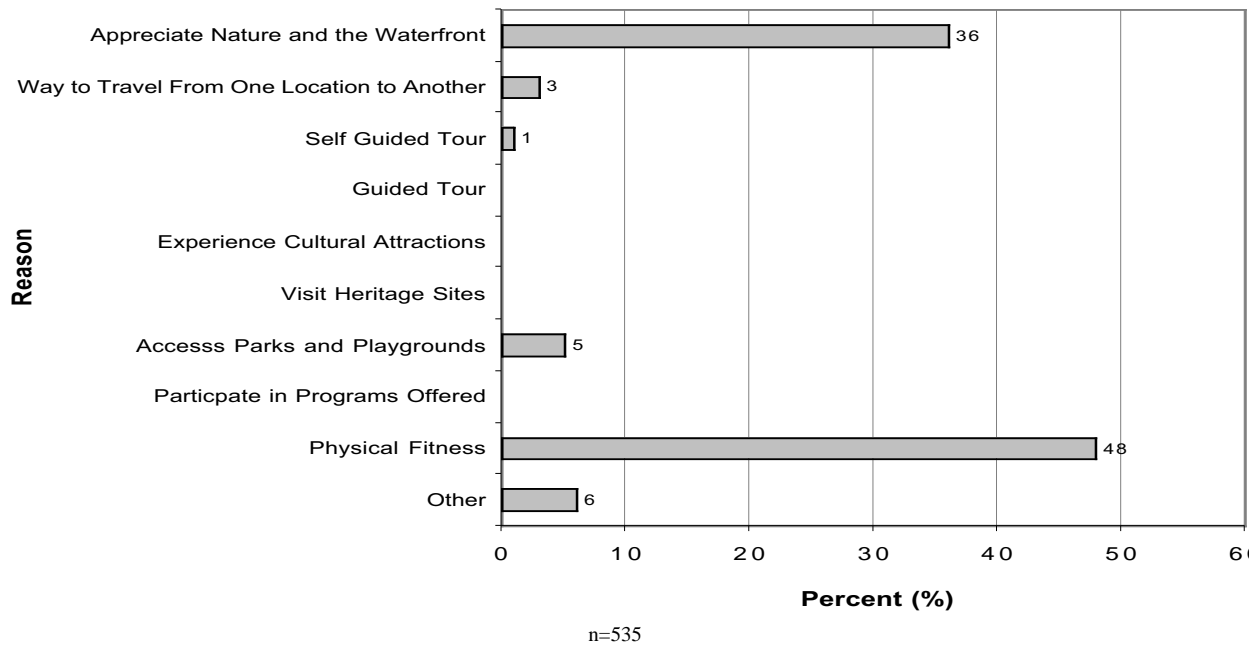


David Ritter, Waterfront Regeneration Trust

## *Most Important Reason for Using the Trail*

**Question 8: On the previous chart, please circle your most important reason for visiting the Waterfront Trail.**

**Response:**

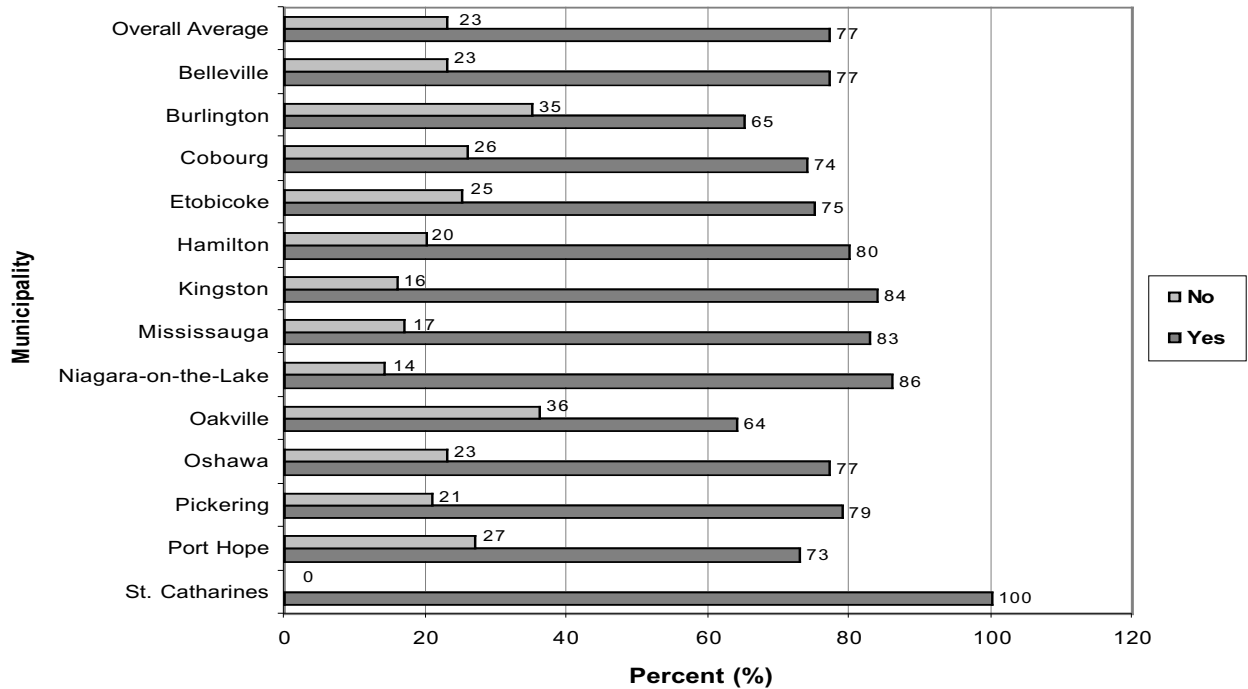


- Respondents reported that physical fitness (48%) and appreciating nature and the waterfront (36%) were their most important reasons for using the Trail.

# Spending Personal Vacation Time on the Trail

**Question 9: Would you consider spending a part or all of your vacation exploring other areas of the Lake Ontario Waterfront Trail?**

**Response:**



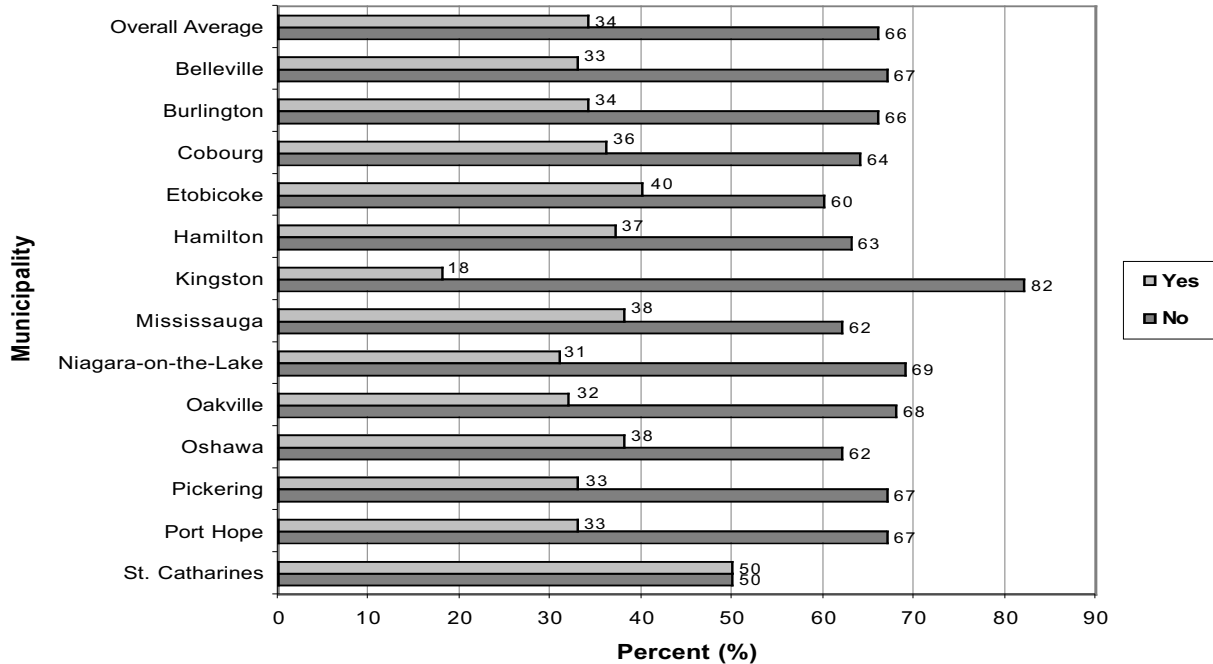
n=719

- 77% of respondents reported that they would consider spending part or all of their vacation on the Waterfront Trail, indicating a strong potential for tourism.

## Interest in an Organized Tour

### Question 9a: Would you be interested in an organized tour?

#### Response:



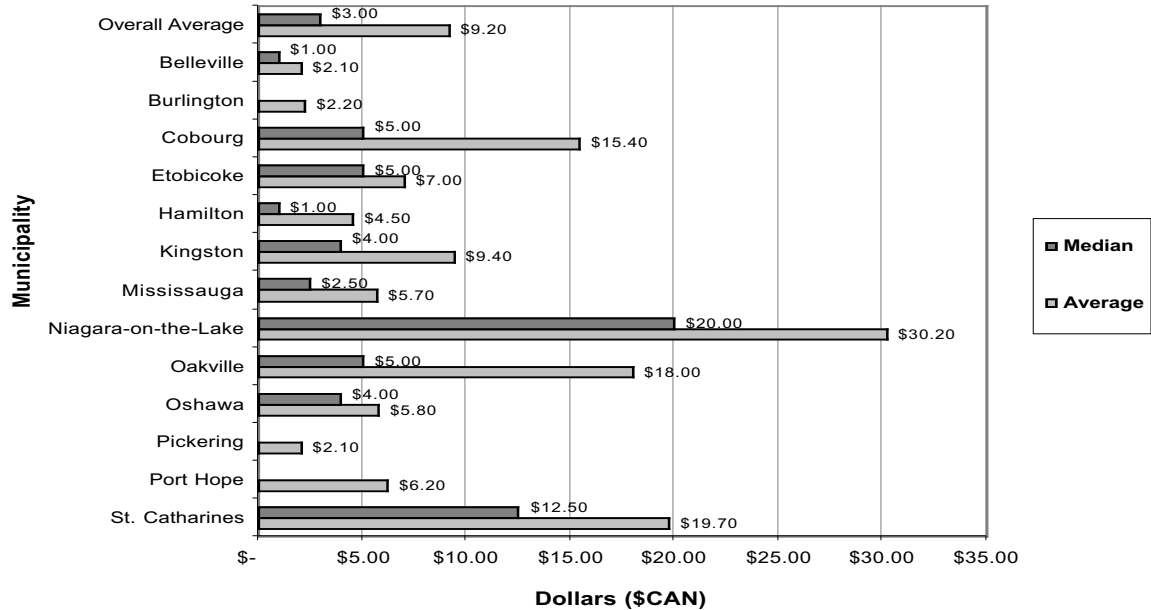
n=714

- Two out of three respondents reported that they would not be interested in an organized tour. This could reflect the trend toward self-directed, experience-based tourism.
- 45% of respondents indicated that taking a self-guided tour was an either somewhat or very important reason for using the Trail. 20% said that a guided tour was either somewhat or very important (*see Question 14*).

# Average Amount of Money Spent, in Total, Per Trip

**Question 10: Approximately how much do you spend, in total, per trip on the Trail?**

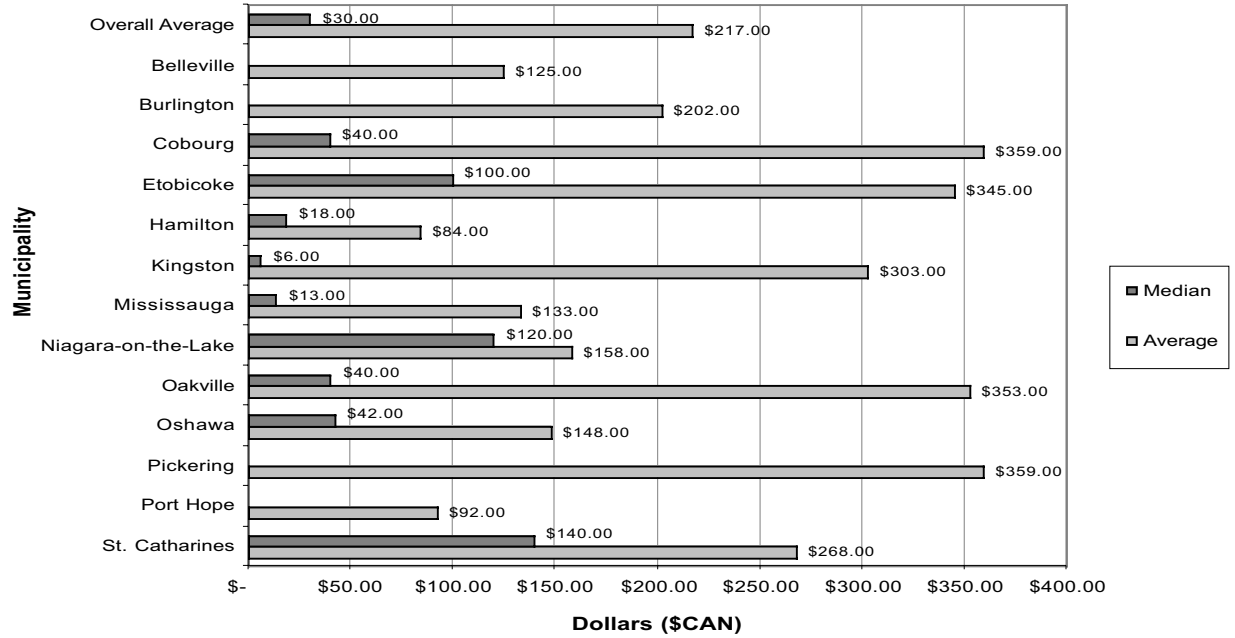
**Response:**



n=652

- Across the sample, respondents reported spending an average of \$9.20 and a median of \$3.00 per trip on the Trail
- Respondents from the Niagara-on-the-Lake section reported spending the most money on the Trail with an average of \$30.20 per trip (with a \$20 median). Respondents in St. Catharines reported spending an average of \$19.70 (with a \$12.50 median).

### Estimated Average and Annual Expenditures Per Person



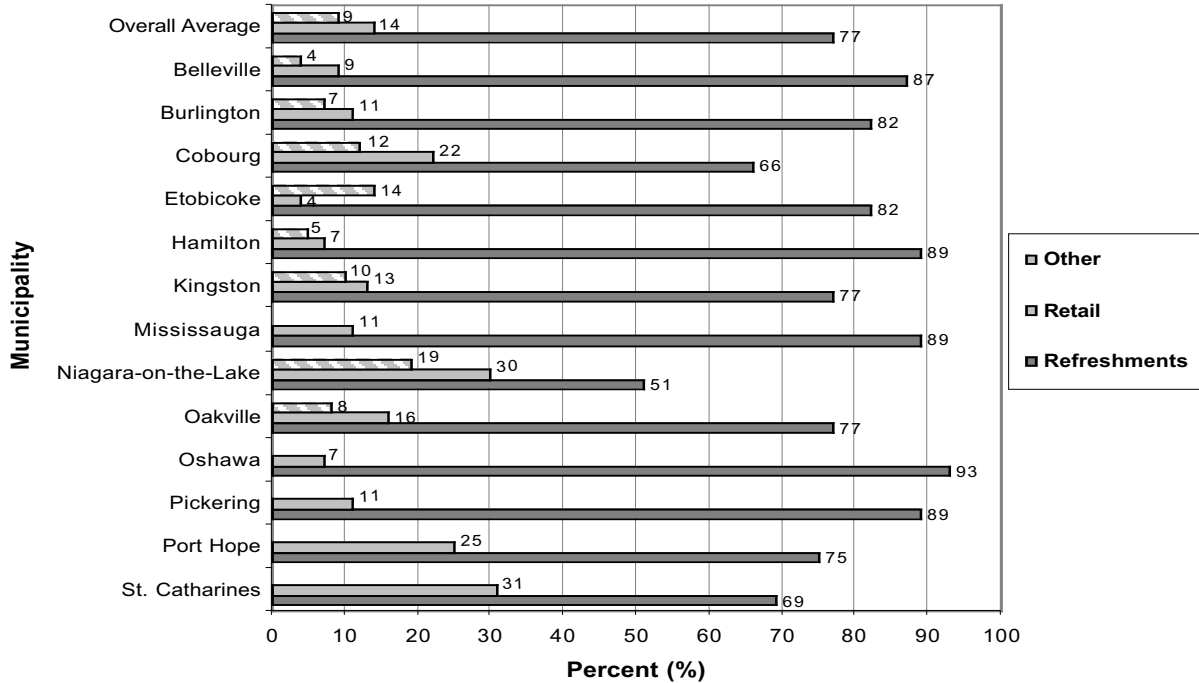
n=584

- The dollar values in the above graph were obtained by multiplying the amount respondents reported spending per trip by their total estimated trips per year on the Trail.
- The average and median annual expenditures fluctuated across the municipalities. Respondents reported spending the most annually in Cobourg (\$359 on average, with a median of \$40) and Pickering (\$359 on average, with a median of \$0).

## Items Purchased

**Question 10a: Please specify [what you buy while on the Trail].**

**Response:**



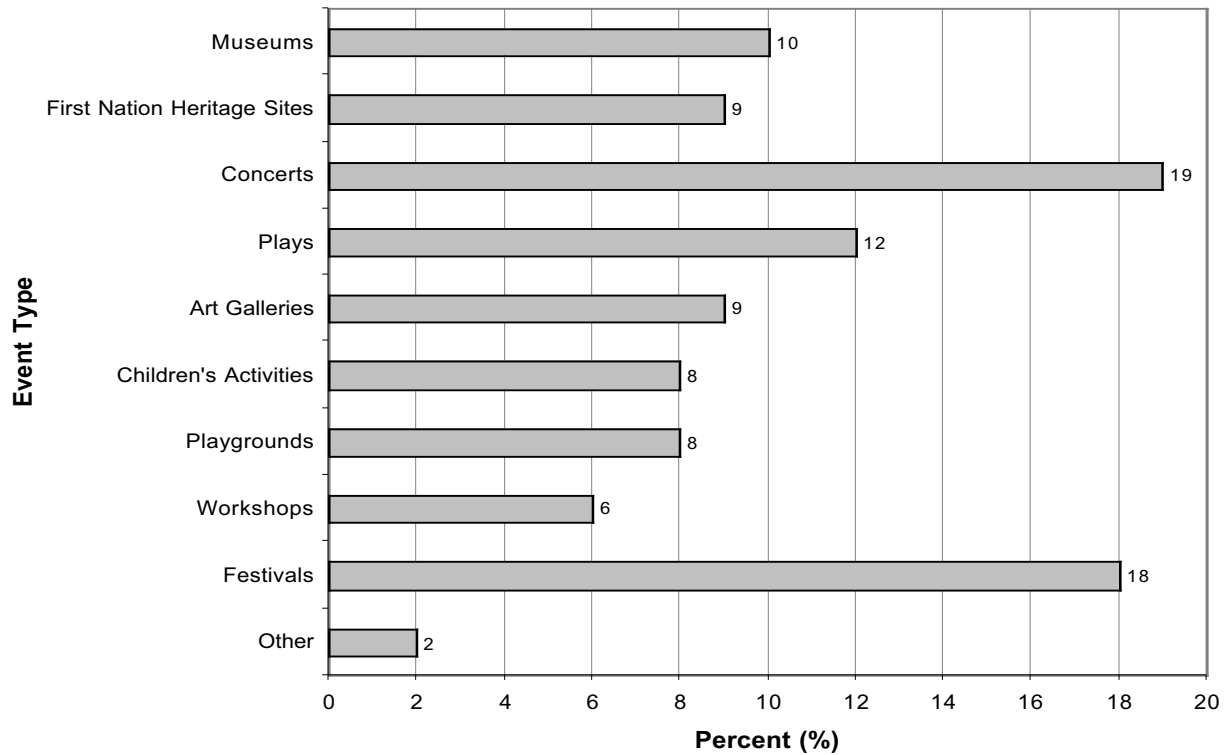
\*percentages in this table are based on responses, not cases  
n=530

- Overall, refreshments were reported to be the most popular category for spending along the Trail (77%). This was the case in all municipalities.
- Retail spending was highest in Niagara-on-the-Lake (30%) probably because this trail section is located in a tourist area.

## *The Types of Programs Users Would be Likely to Frequent*

**Question 11: What kinds of cultural, heritage, or family programs would you be likely to frequent if they were located along the trail?**

**Response:**



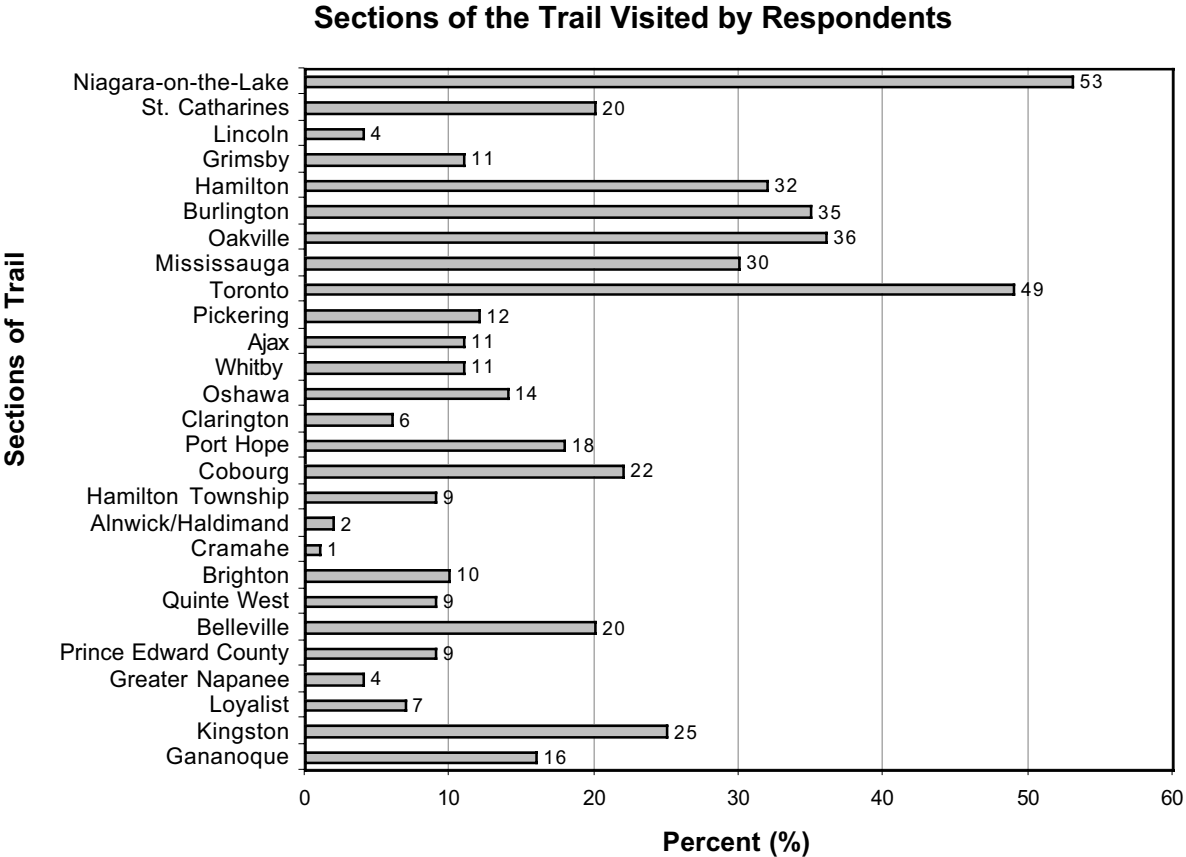
\*percentages in this table are based on responses, not cases  
n=2619

- Overall, respondents reported that they would be most likely to frequent concerts (19%) and festivals (18%) if they were located on the Waterfront Trail.

# Use of Other Trail Sections

**Question 12: Have you visited any portions of the Trail located in the following communities?**

**Response:**



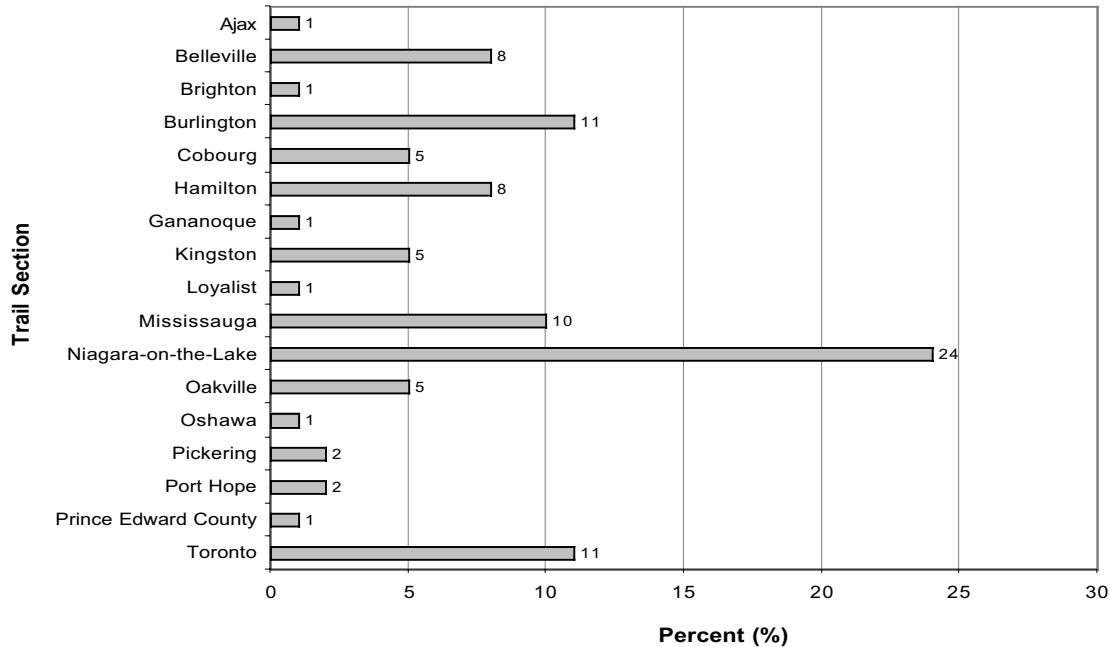
n=751

- Niagara-on-the-Lake and Toronto were reported to be the most popular sections of the Trail.
- Responses to this question varied by municipality, often resulting in a relatively higher mention of visits to neighbouring sections of the Trail. 66% of Oshawa respondents, for example, had visited Whitby’s waterfront, an amount six times the average of 11%.

## Trail Users Favourite Trail Sections

Question 12a: Do you have a favourite section of the trail? If yes, which?

Response:



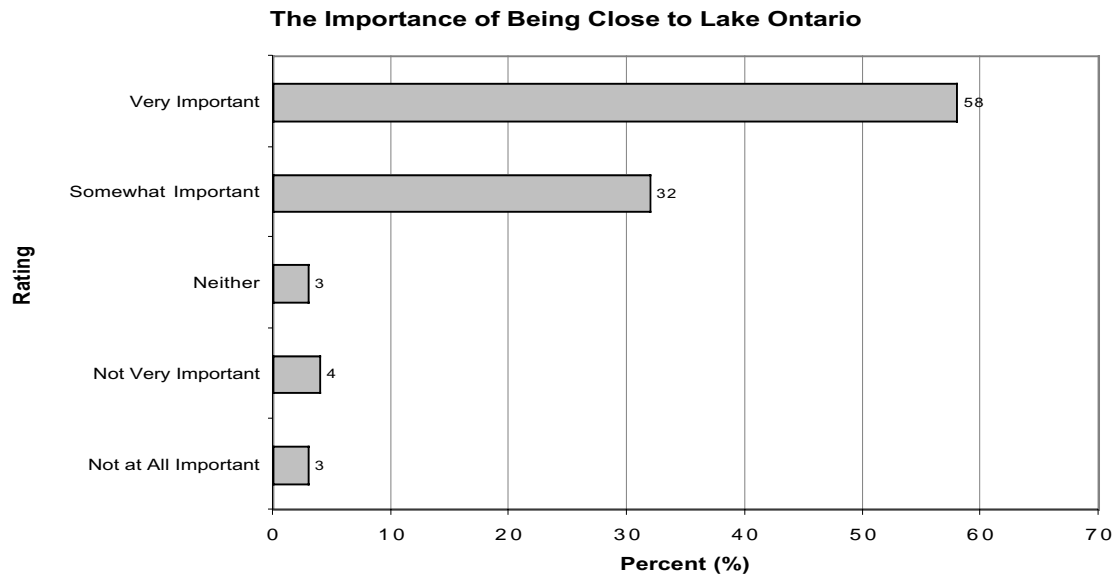
n=313

- This graph shows sections of the Trail where at least one respondent reported the section as their favourite. Those sections of the Trail with 0% responses are not shown.
- Niagara-on-the-Lake received the most responses for favourite trail section with 24%, followed by Toronto and Burlington, both at 11%.
- The majority of respondents from each municipality where the survey was conducted choose their own section of the Trail as their favourite.

## Experience of the Trail

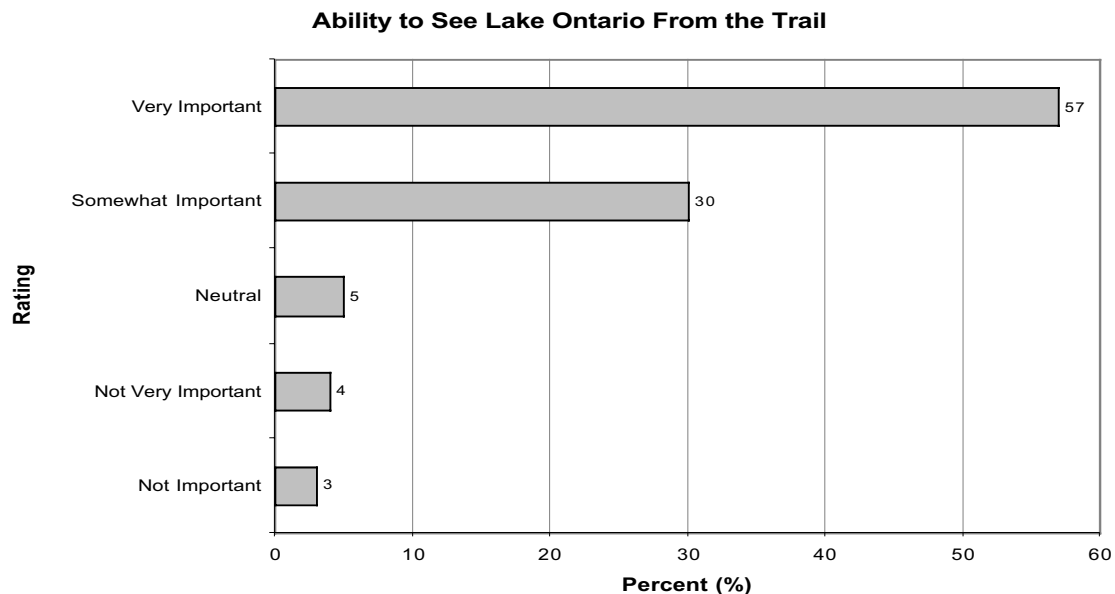
**Question 13: Please rate the following considerations, in terms of how they affect your experience of the Trail.**

**Response:**



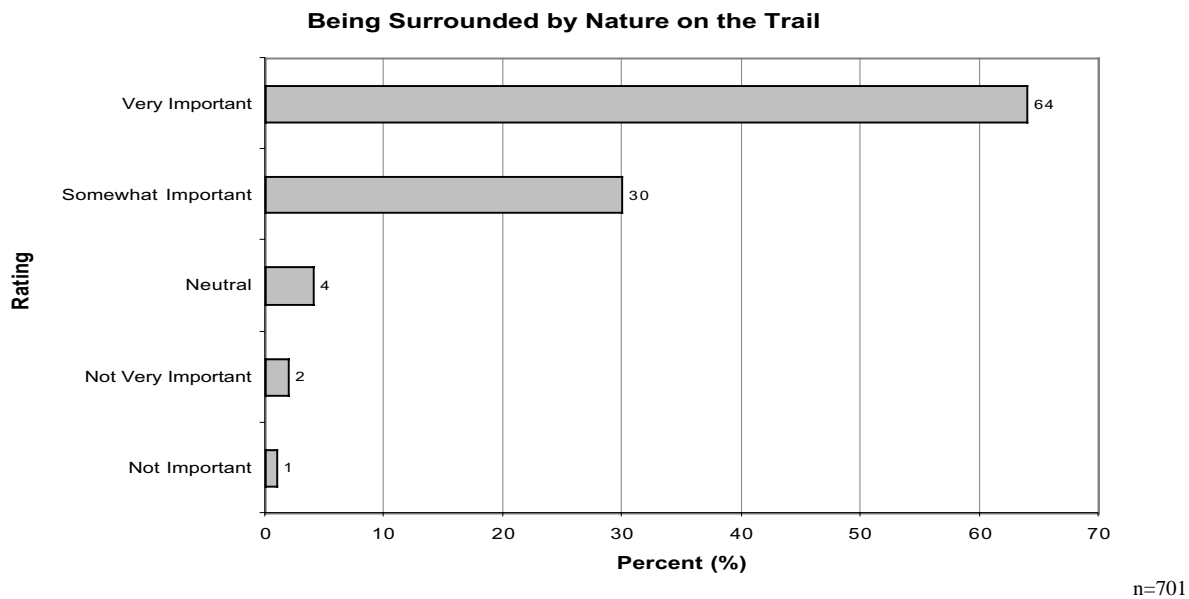
n=719

- 90% of respondents reported that being close to Lake Ontario was either somewhat or very important to their experience on the Trail.

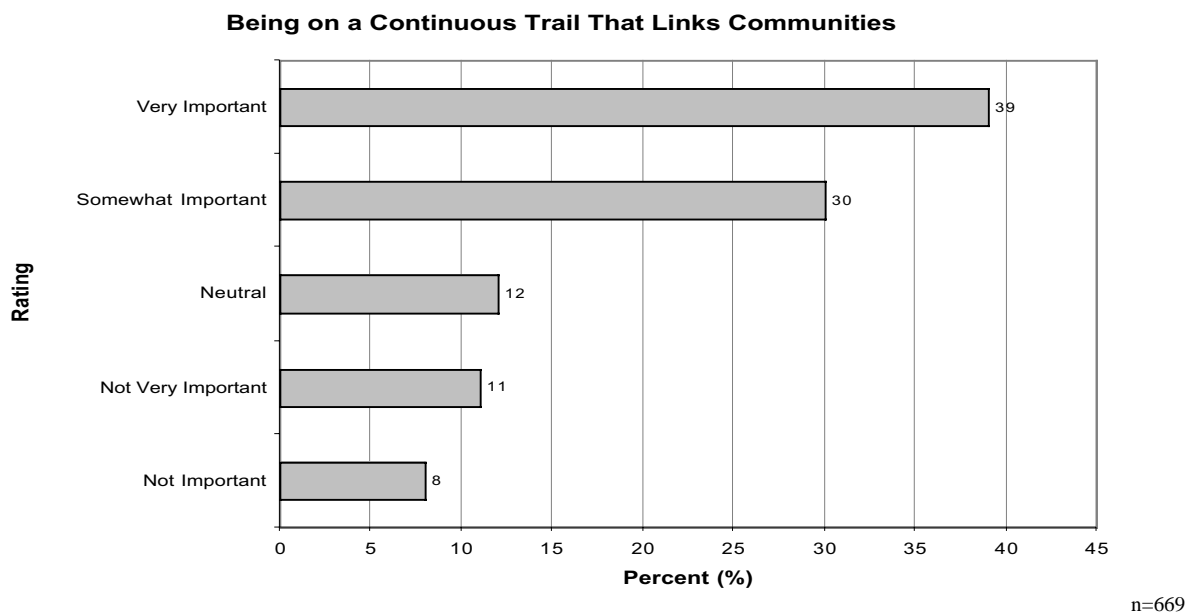


n=700

- 87% of reported that being able to see Lake Ontario from the Trail was either somewhat or very important to their experience on the Trail.



- Overall, 94% of respondents reported that being surrounded by nature on the Trail was either somewhat or very important to their experience on the Trail.



- Overall, 69% of respondents reported that being on a continuous trail was either somewhat or very important to their experience on the Trail.
- 96% of respondents indicated that appreciating nature and the waterfront was either a somewhat or very important reason for visiting the Trail (*see Question 7*), while 89% reported that the natural views from the Trail were either “good” or “excellent” (*see Question 16*).

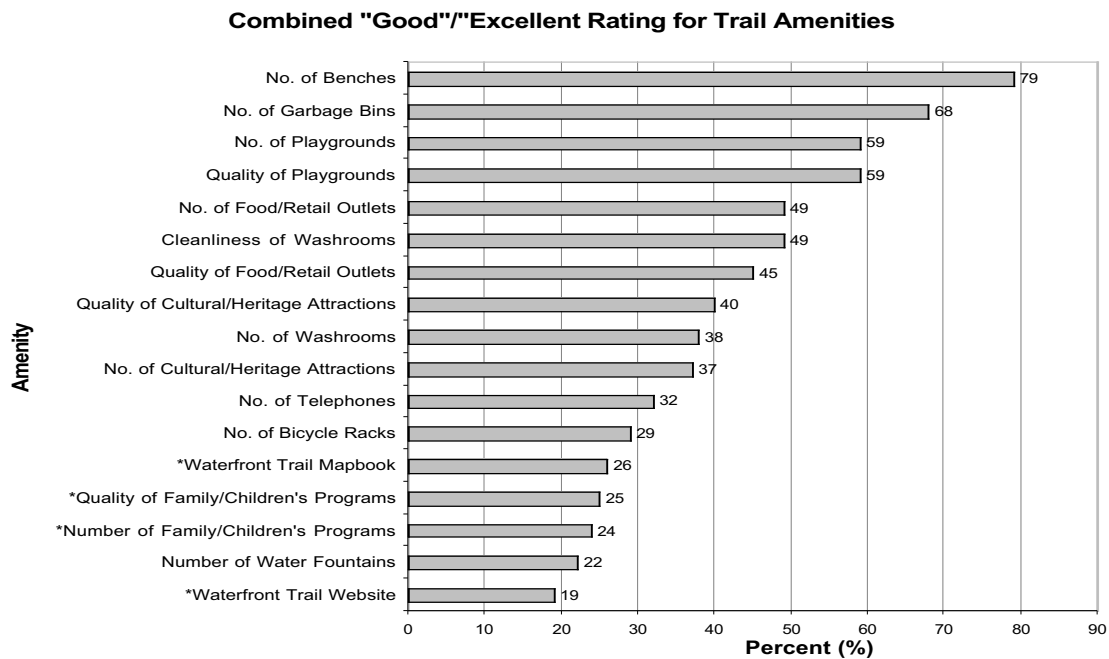
## 4.4 Rating the Trail

### *Trail Amenity Ratings*

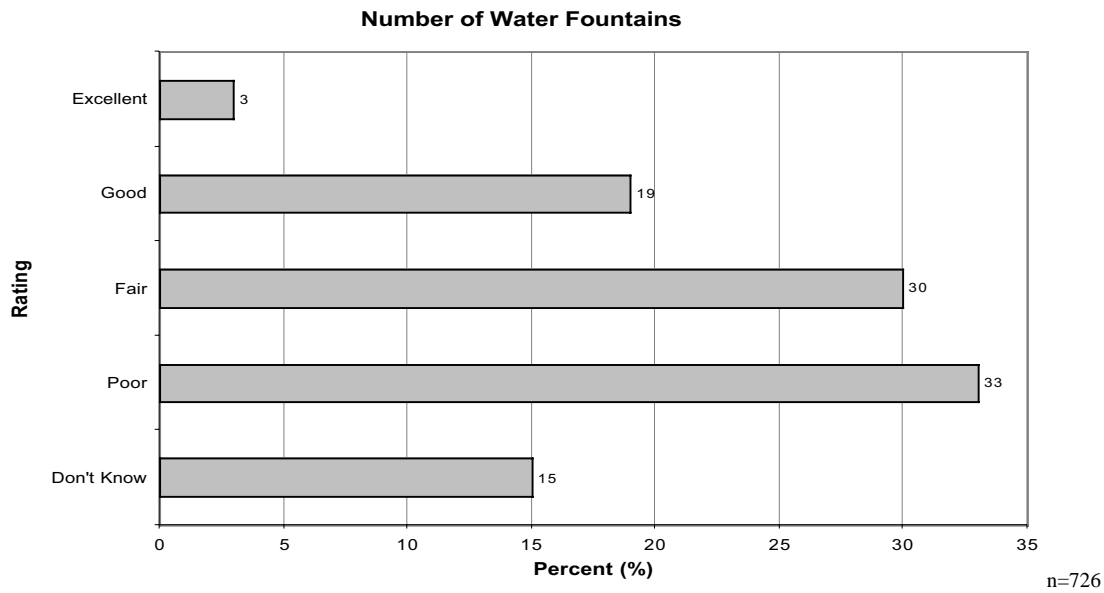
Note: “don’t know” responses for amenities could have been interpreted by respondents as meaning either “not known” or “not applicable”.

**Question 14: Please circle the number that best represents how you rate each amenity where 1 is poor, 2 is fair, 3 is good, 4 is excellent, and 9 is I don’t know.**

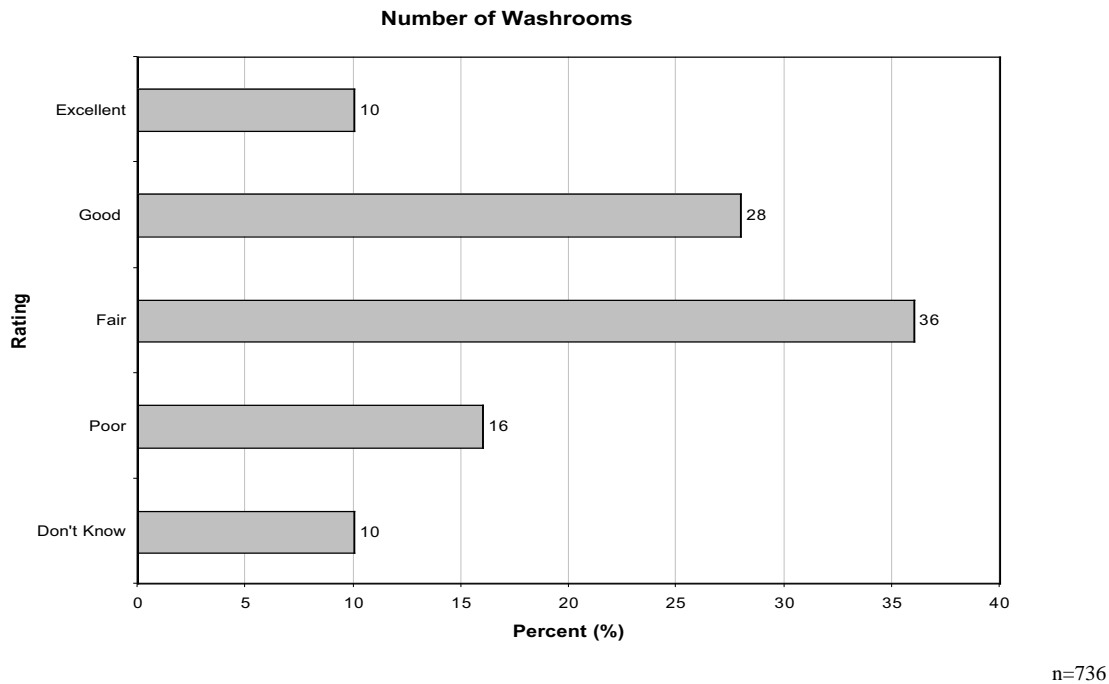
**Response:**



- The number of benches and the number of garbage cans received the highest percentage of combined “good”/“excellent” ratings at 79% and 68%, respectively.
- Amenities with an asterisk (\*) next to their title scored over 50% for “don’t know”, which may explain their low rating.

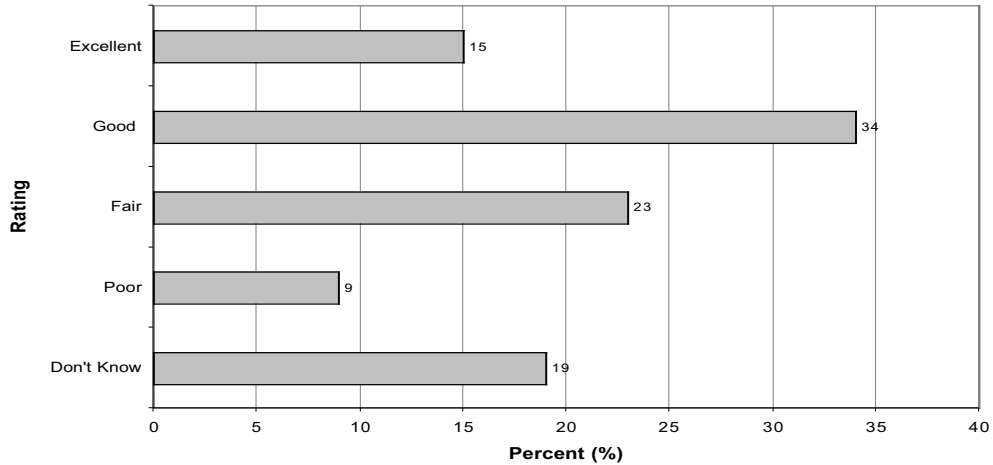


- The municipalities that received the highest “good”/”excellent” ratings for the number of water fountains included Hamilton (35%) and Mississauga (27%). Those with the lowest ratings included Kingston (13%) and Burlington (17%).



- Only 38% of respondents rated the number of washrooms as either “good” or “excellent”.
- The municipalities with the highest “good”/”excellent” ratings were Hamilton (65%) and Oshawa (61%). Those with the lowest ratings included Kingston (25%) and Cobourg (30%).

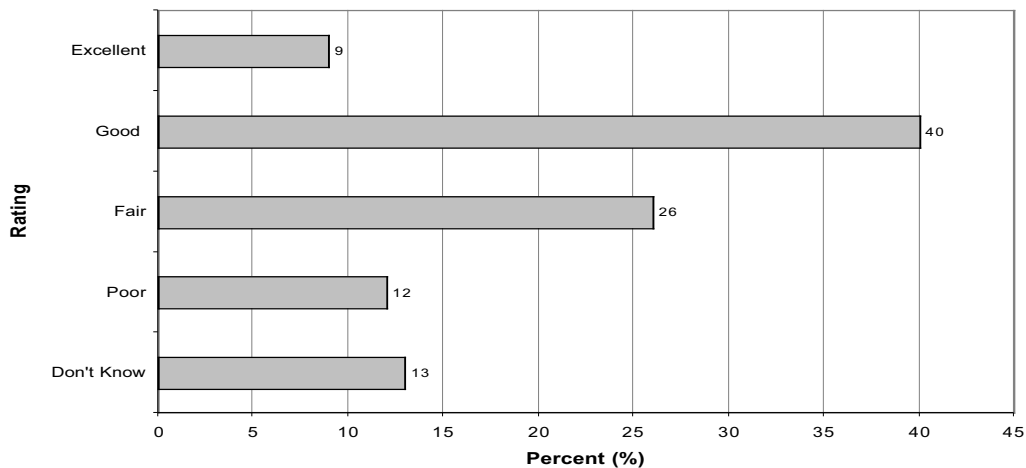
### Cleanliness of the Washrooms



n=717

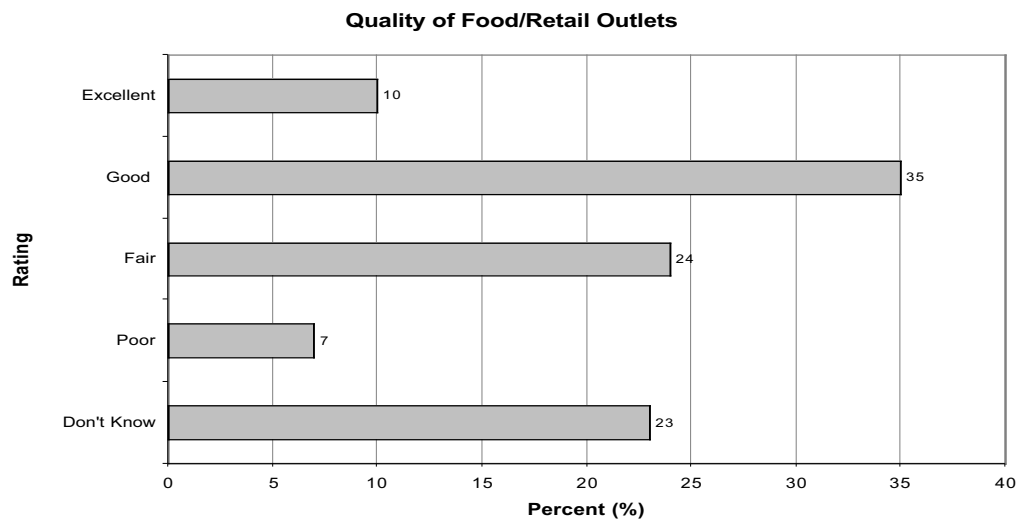
- Overall, 49% of the sample rated washroom cleanliness as either “good” or “excellent”.
- Municipalities with the highest “good”/“excellent” ratings were Hamilton (77%) and Niagara-on-the-Lake (71%). Those with the lowest ratings were Etobicoke (28%) and Kingston (32%).

### Number of Food/Retail Outlets



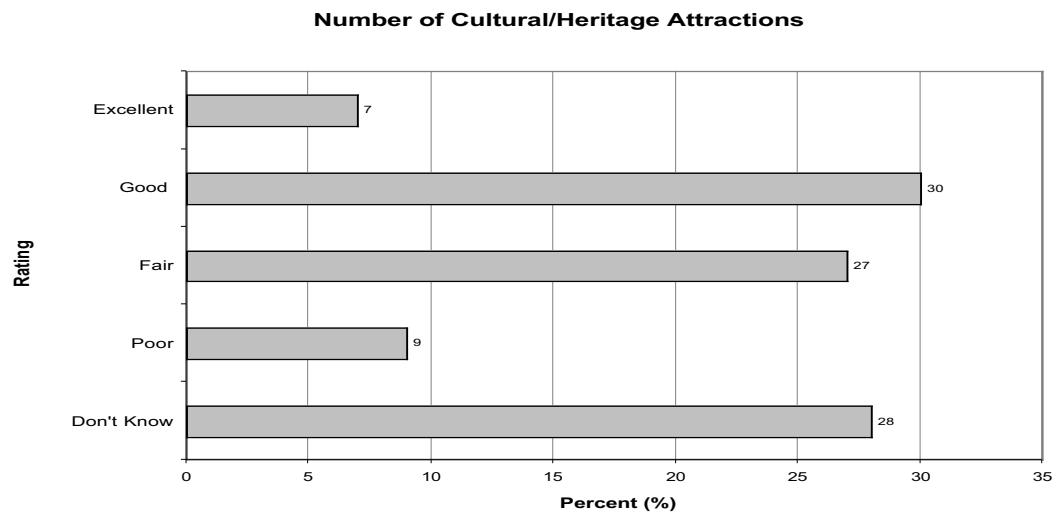
n=714

- With respect to the number of retail outlets, Oakville and Hamilton were above the average, with combined “good”/“excellent” ratings of 69%.
- Kingston, Belleville and Niagara-on-the-Lake rated below average with combined “good”/“excellent” ratings of 38%, 41%, and 41% respectively.
- Since the question asked respondents to rate the number of food/retail outlets, this question measures user satisfaction within the existing situation. It is difficult to determine if those dissatisfied would like to see more or fewer food/retail outlets.



n=688

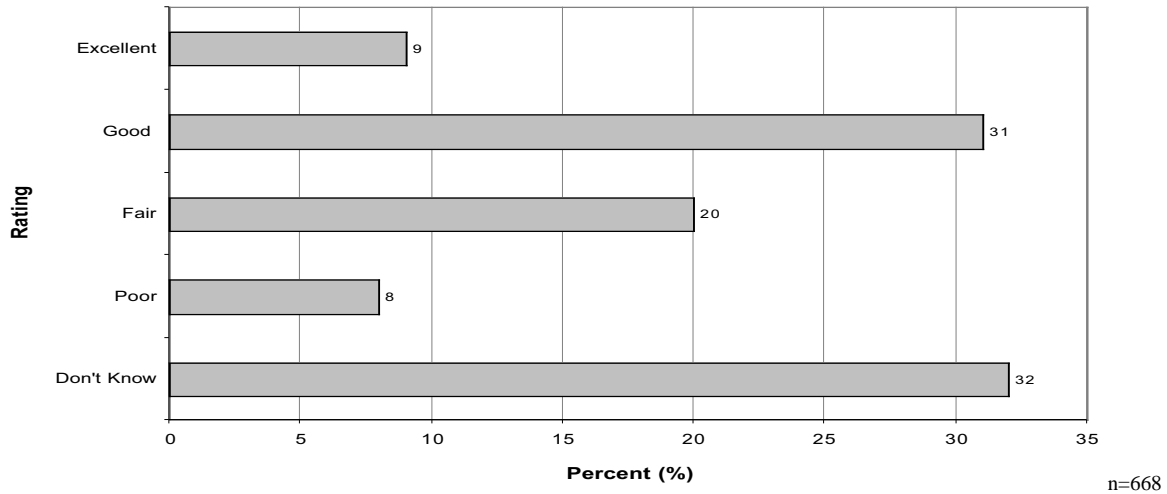
- Hamilton and Oakville had above average combined “good”/“excellent” ratings of 71% and 64%.
- Below average ratings of combined “good”/“excellent” ratings were received by Kingston (32%), and Etobicoke (36%).



n=680

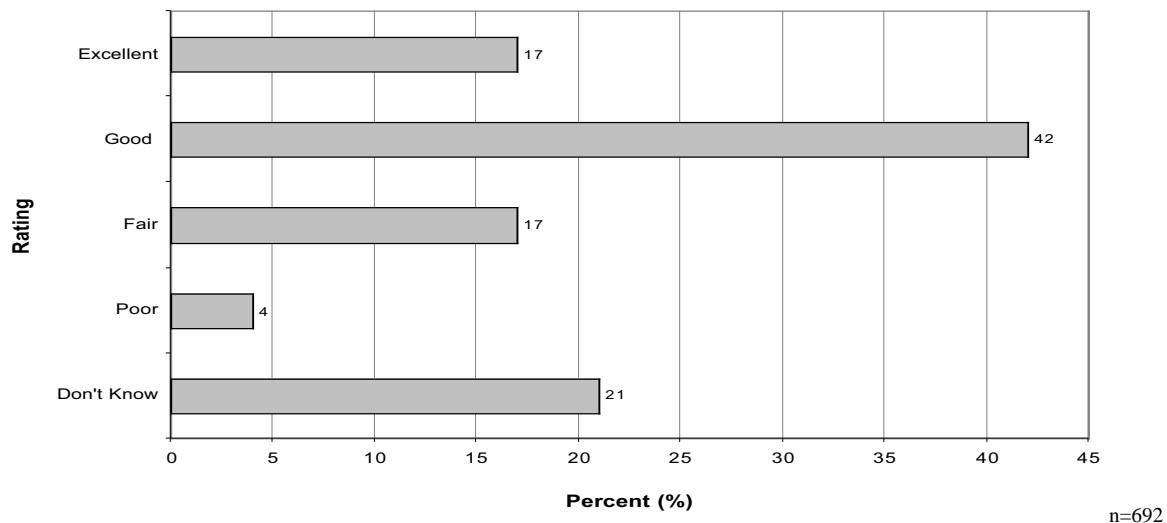
- Municipalities that had the highest percentage of “good”/“excellent” ratings included Niagara-on-the-Lake (66%) and Kingston (57%). Those with the lowest ratings included Belleville (24%) and Etobicoke (28%).
- Municipalities that had “don’t know” as their highest option included Belleville, and Mississauga, perhaps indicating either the absence of cultural/heritage attractions, respondents’ lack of awareness, or confusion about the nature of cultural/heritage attractions.

### Quality of Cultural/Heritage Attractions

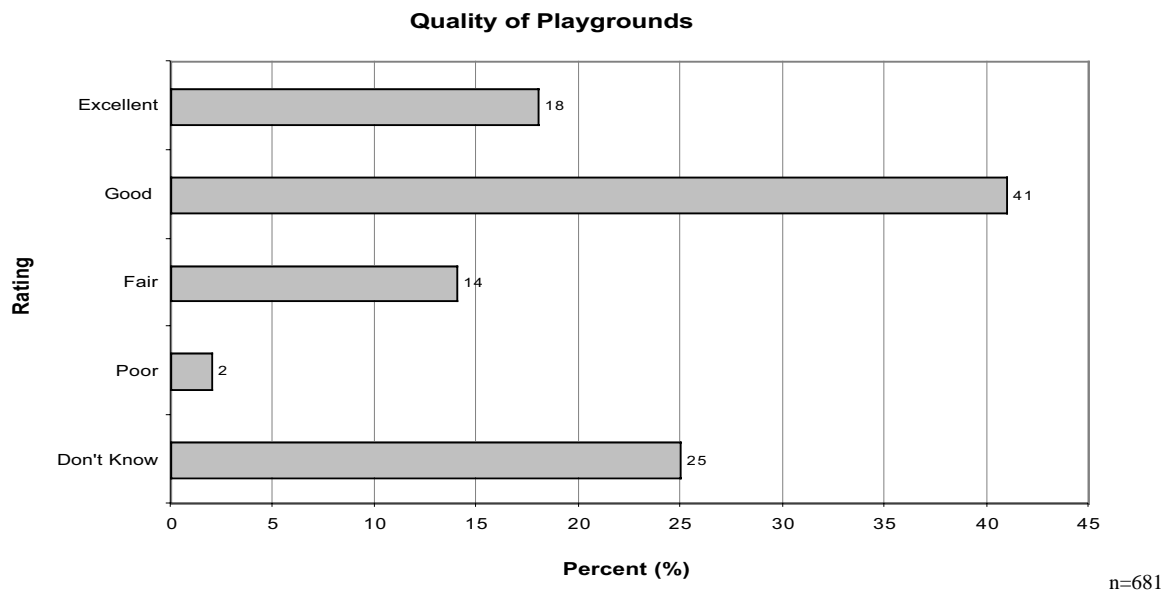


- The high percentage of respondents answering “don’t know” (32%) could indicate either a lack of attractions on the Trail, or a lack of respondent awareness.
- Municipalities with the highest “good”/“excellent” ratings were Kingston (61%) and Niagara-on-the-Lake (59%). Those with the lowest ratings were Etobicoke (26%) and Belleville (29%).
- In a related finding to the number and quality of cultural/heritage attractions, 62% of respondents reported that experiencing cultural attractions was either a somewhat or very important reason for using the Trail (*see Question 7*).

### Number of Playgrounds

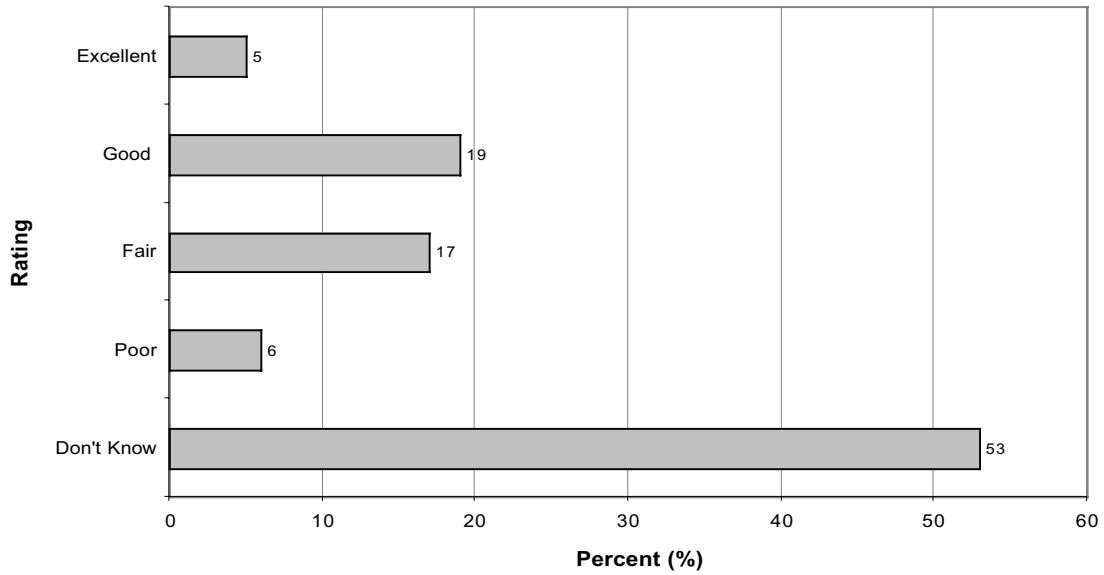


- Mississauga (76%) and Burlington (73%) received a relatively higher percentage of respondents rating the number of playgrounds as either “good” or “excellent”: Municipalities with the lowest ratings were in Niagara-on-the-Lake (36%) and Kingston (44%).



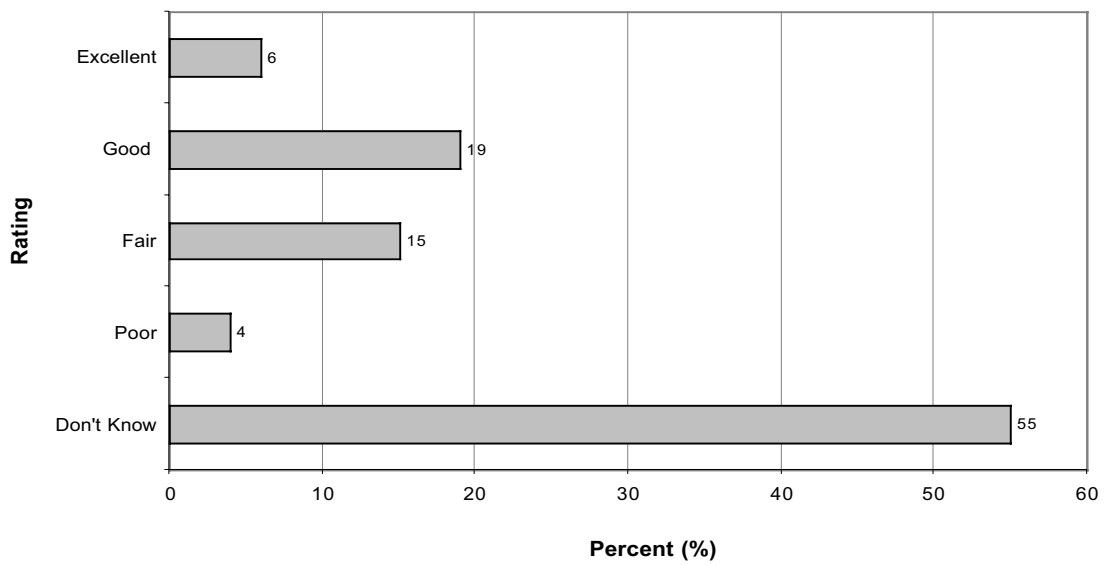
- The list of municipalities who received a relatively higher percentage of either “good” or “excellent” ratings to this question is similar to the results of the previous question. These were Burlington (69%), Cobourg (69%), and Mississauga (76%). Municipalities with relatively lower ratings included Etobicoke (42%) and Niagara-on-the-Lake (43%).
- The above municipalities who scored particularly well on this criterion may have done so because the survey site was located in a main municipal waterfront park with playgrounds close by. Other survey sites were more secluded and without playgrounds.
- A finding related to the number and quality of playgrounds was the fact that 71% of respondents reported that accessing parks and playgrounds was either a somewhat or very important reason for using the Trail (*see Question 7*).

**Number of Family/Children's Programs**



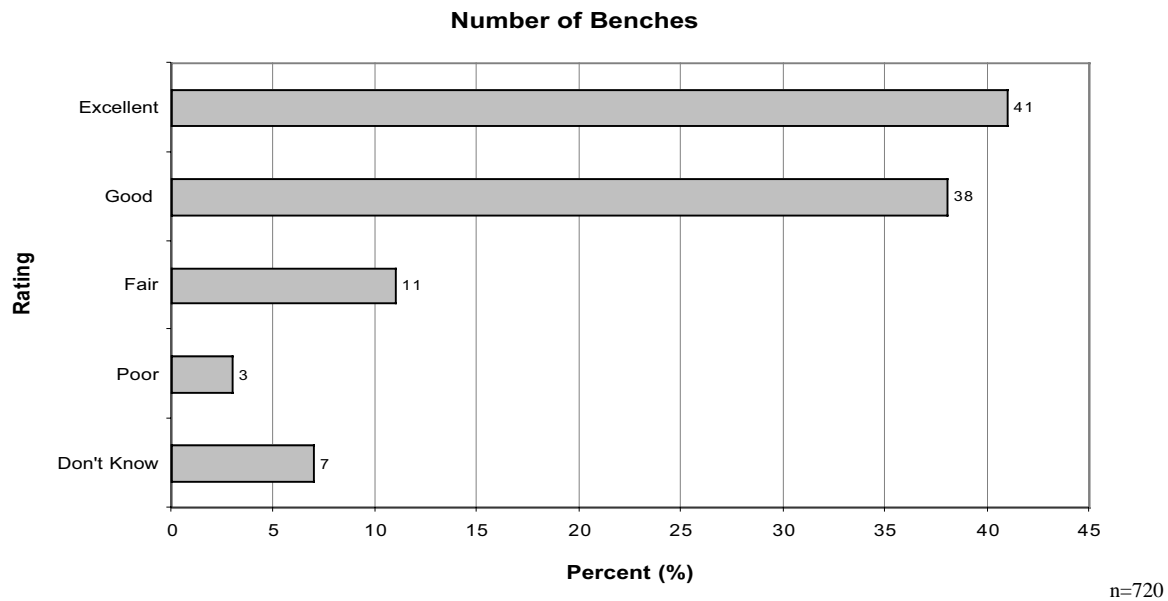
n=667

**Quality of Family/Children's Programs**

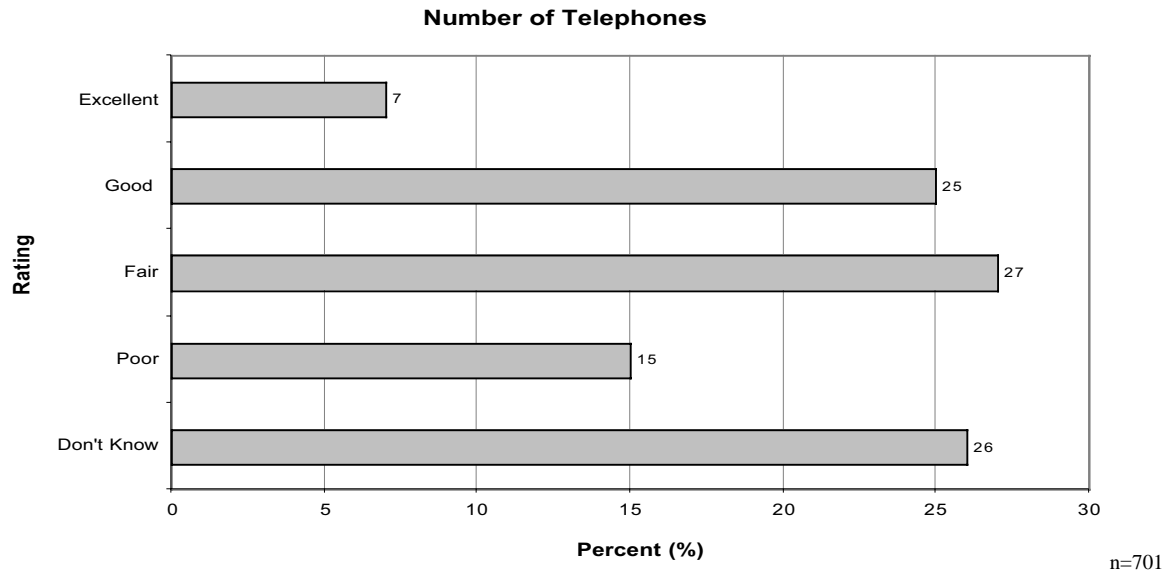


n=658

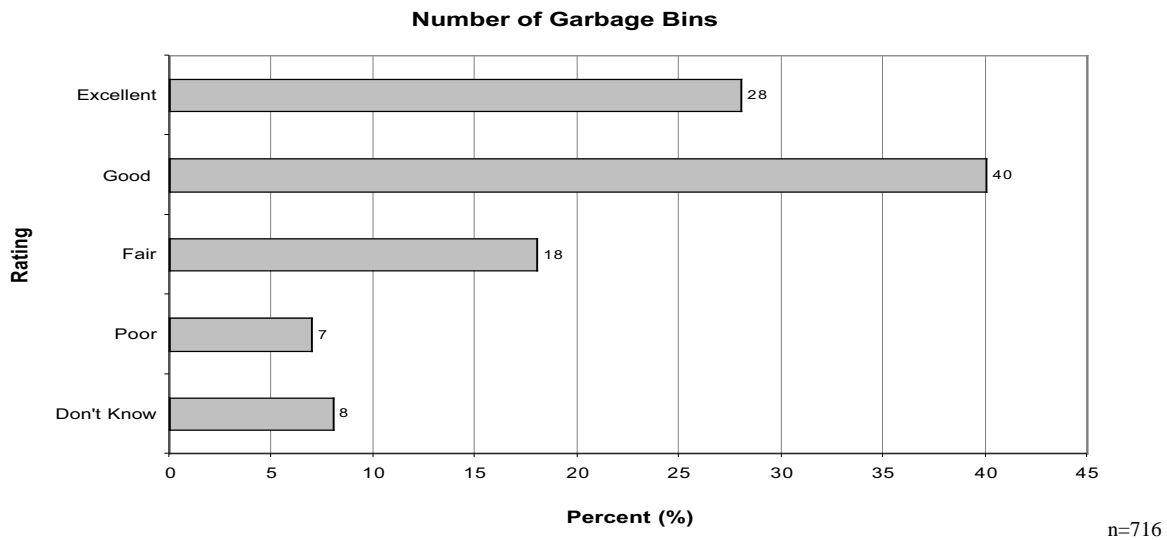
- The high overall percentage of “don’t know” ratings at 55% might indicate either an absence of programs, or a lack of respondent awareness of such programs.



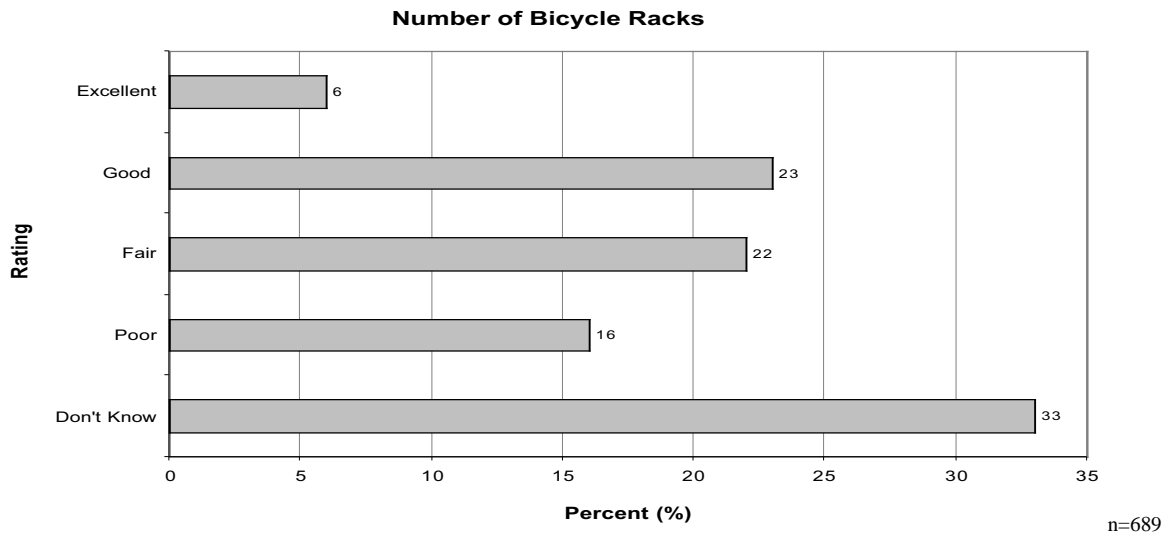
- Overall, 79% of respondents reported the number of benches on the trail to be either “good” or “excellent”.
- Municipalities who received a higher than 45% “excellent” rating included Belleville, Hamilton, Kingston, Oshawa, Pickering, and Port Hope.



- Only 32% of respondents reported that the number of telephones was good or excellent.
- Municipalities that received relatively higher ratings for the number of telephones included Hamilton (50%), and Oakville (40%). Those with relatively lower ratings were Niagara-on-the-Lake (19%) and Belleville (24%).

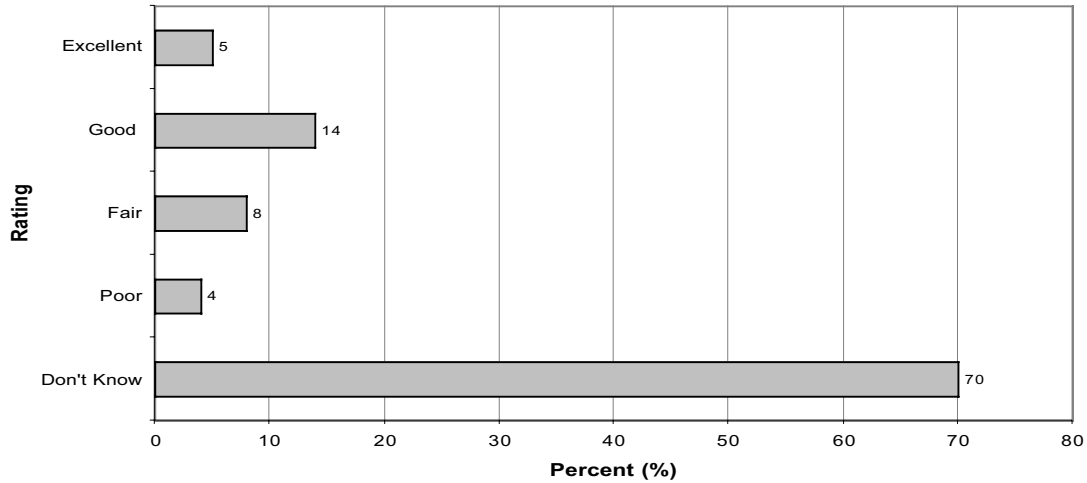


- Overall, 68% of respondents rated the number of garbage bins as either “good” or “excellent”.
- Hamilton scored the highest with 86% of respondents rating the number of garbage bins as either “good” or “excellent”. A relatively lower rating was received by Etobicoke (56%).



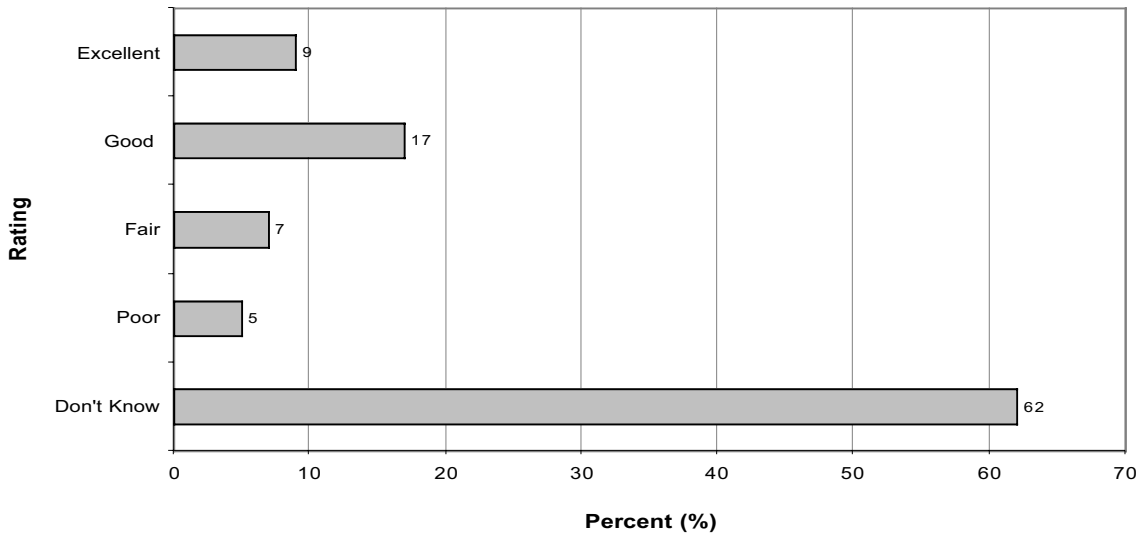
- Overall, 38% of respondents rated the number of bicycle racks as “poor” or “fair”, while 29% rated it as either “good” or “excellent”.
- The highest ratings of “good”/“excellent” were received in Hamilton (39%) and Oakville (38%) and the lowest ratings were received in Kingston (14%) and Belleville (19%).
- The high “don’t know” rating of 33% may indicate the relative absence of bicycle racks on the Trail, or that the respondent has not used a bicycle rack while on the Trail.

### The Waterfront Trail Website



n=650

### Waterfront Trail Mapbook



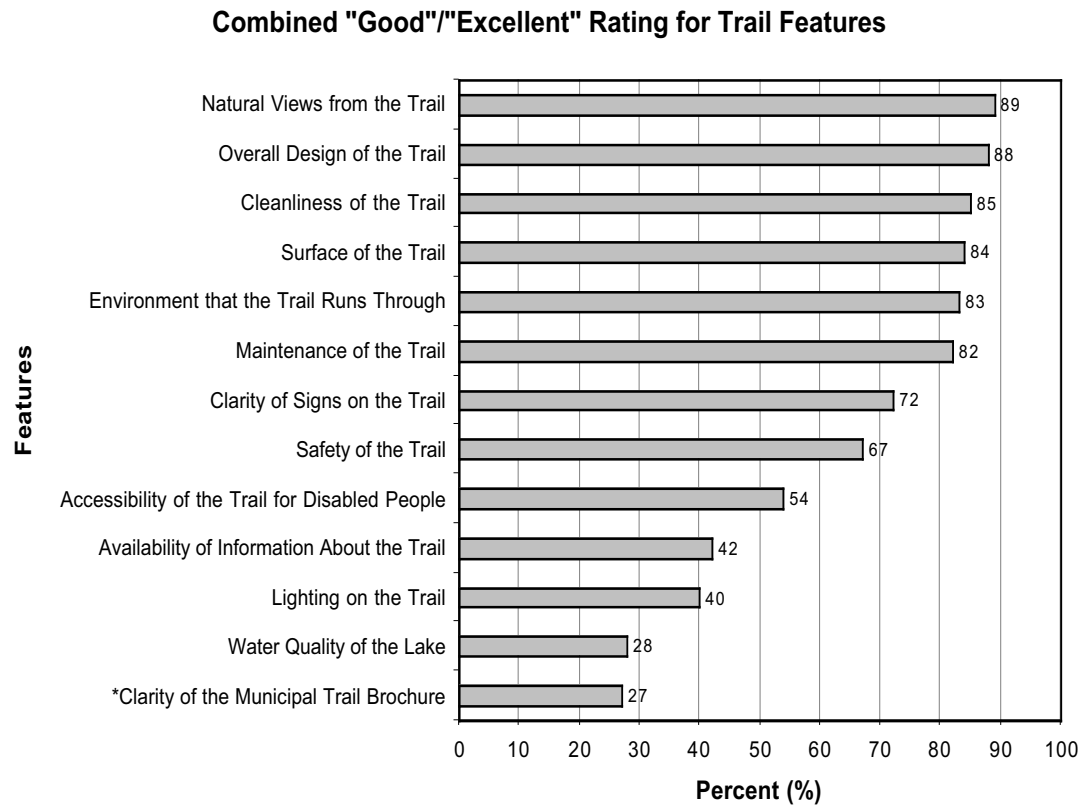
n=657

- A large majority of users did not know about the Waterfront Regeneration Trust website (70%) or the Waterfront Trail Mapbook (62%).
- The Mapbook was published in 1999 with a print run of 20,000. Today, the inventory remaining is under 5,000.
- Related results were found in Question 19a where only 3% of respondents indicated that they used the Waterfront Regeneration Trust website to gain information about the Trail, while 14% reported having used written materials.

## Trail Feature Rating

**Question 16: Please circle the number that best represents how you rate each feature where 1 is poor, 2 is fair, 3 is good, 4 is excellent, and 9 is I don't know.**

**Response:**

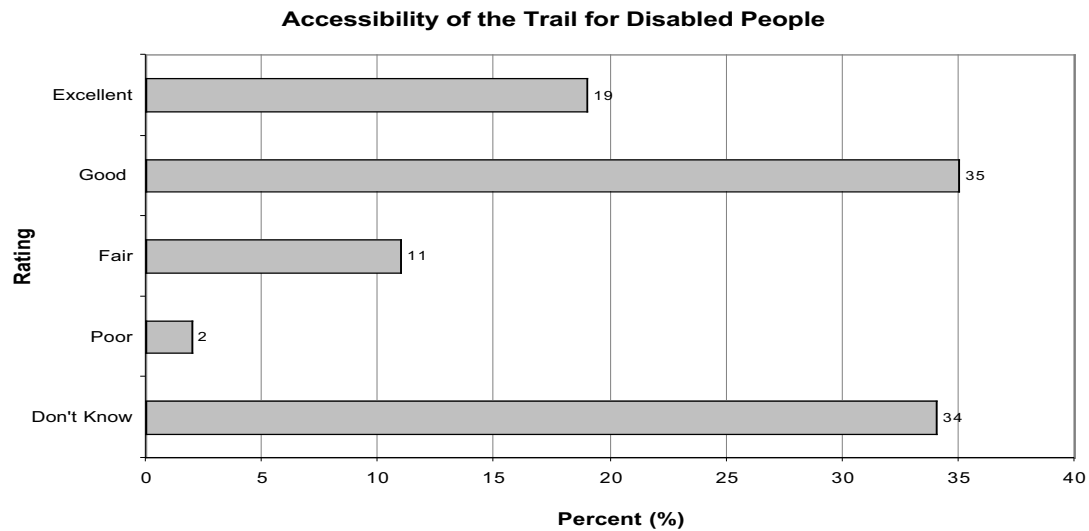


- Amenities with an asterisk (\*) next to their title scored over 50% for “don't know”, which may explain their low rating.



n=729

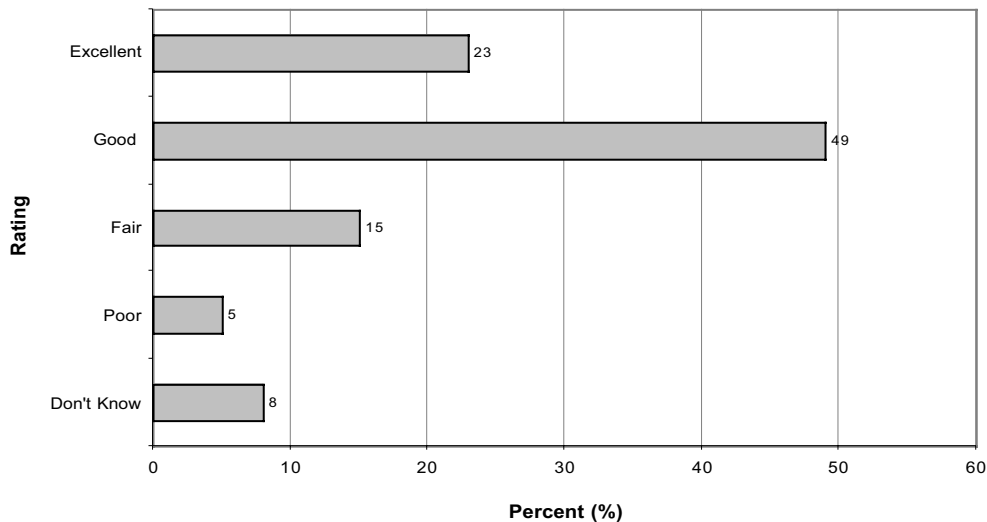
- Response was positive about the trail surface, with 84% of respondents rating it either “good” or “excellent”.
- Municipalities that received the highest combined “good”/“excellent” ratings were Belleville (97%), and Mississauga (94%). Those with the lowest ratings were Kingston (59%) and Etobicoke (74%).



n=710

- Despite 34% of respondents reporting that they did not know about the accessibility of the Trail, the Trail’s accessibility was rated “good”/“excellent” 54% of the time.
- Municipalities that received the highest combined “good”/“excellent” ratings were Belleville (74%), and Oshawa (74%). Those with the lowest ratings were Kingston (32%) and Etobicoke (35%).

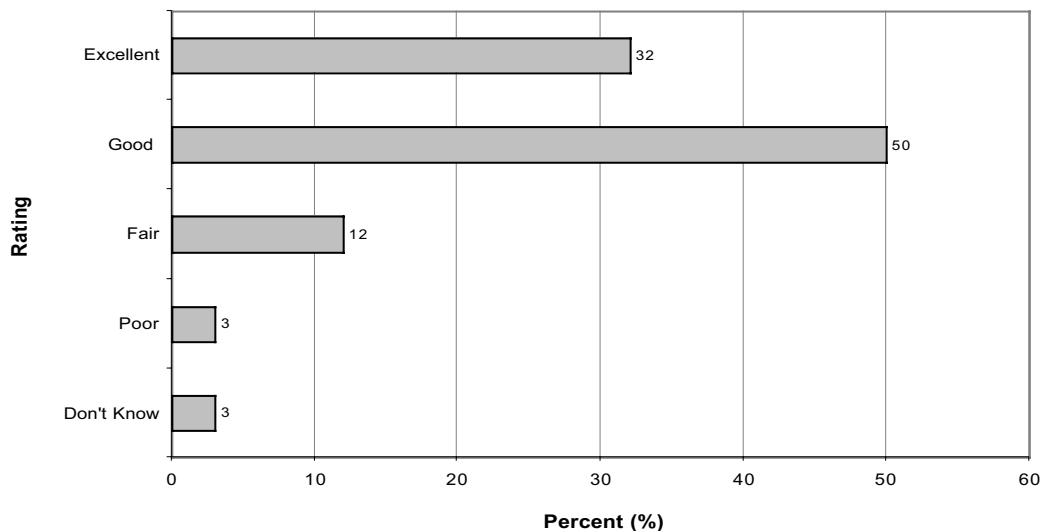
### Clarity of Signs on the Trail



n=722

- The results demonstrated a slight variation depending on location, with some municipalities receiving high percentages of combined “good”/”excellent” scores (Belleville 84%, Hamilton 83%, Mississauga 82%, Oshawa 83%, and Pickering 87%), while others received low ratings in comparison, such as Kingston (46%).
- Kingston’s particularly poor showing reflects the fact that Waterfront Trail signs are not currently installed as they are still in the process of finalizing the route.

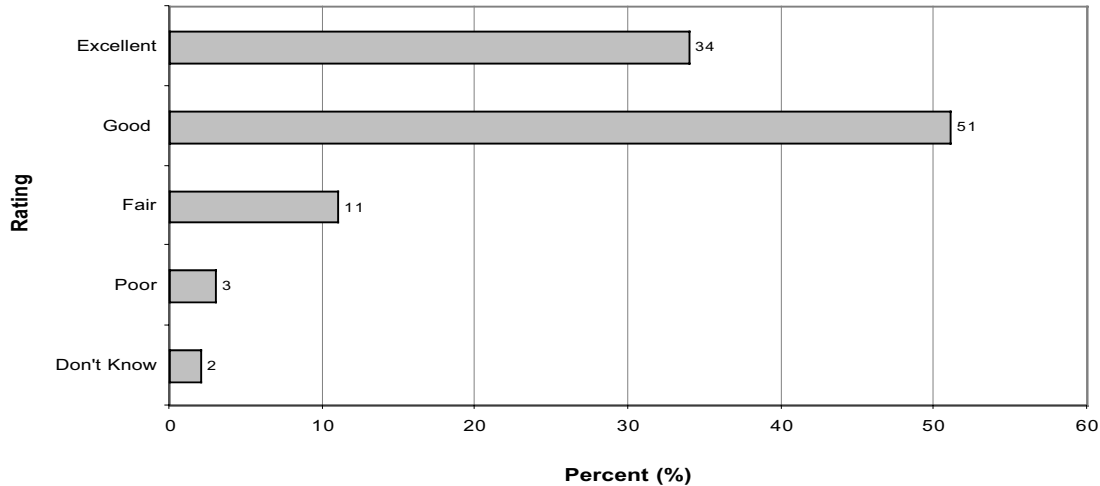
### Maintainance of the Trail



n=730

- Respondents also reported positive ratings about the maintainance of the Trail with 82% indicating either “good” or “excellent”.
- Standouts included Mississauga with 94% of respondents choosing either “good” or “excellent”. Kingston was rated lower at 59%.

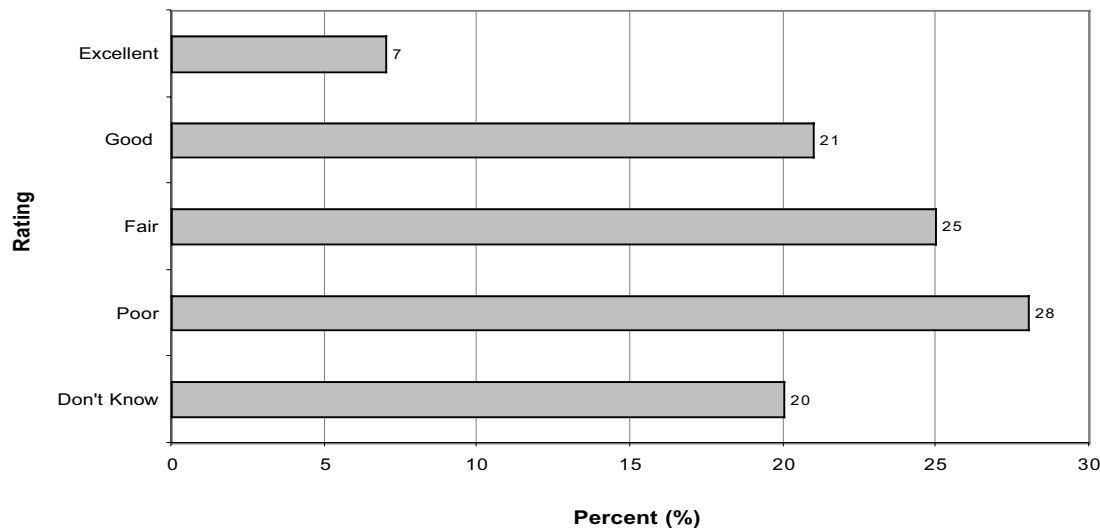
### Cleanliness of the Trail



n=728

- Respondents reported positive ratings for Trail cleanliness with 85% choosing either “good” or “excellent”.
- Municipalities that received the highest combined “good”/”excellent” ratings included Belleville (94%) and Cobourg (91%). Those with the lowest ratings included Oakville (70%) and Kingston (77%).

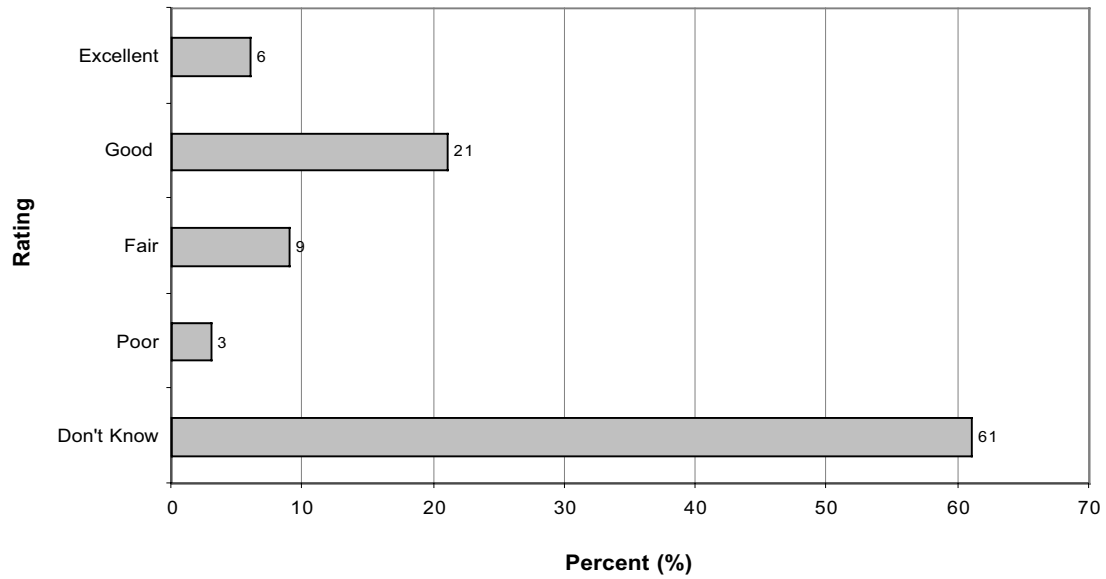
### Water Quality of the Lake



n=719

- 28% of respondents reported that the water quality was “good” or “excellent”, while 53% felt it was either fair (25%) or poor (28%).
- Positive exceptions to this pattern included Kingston (“good” 41%). Less than positive exceptions included Etobicoke (“poor” 46%).

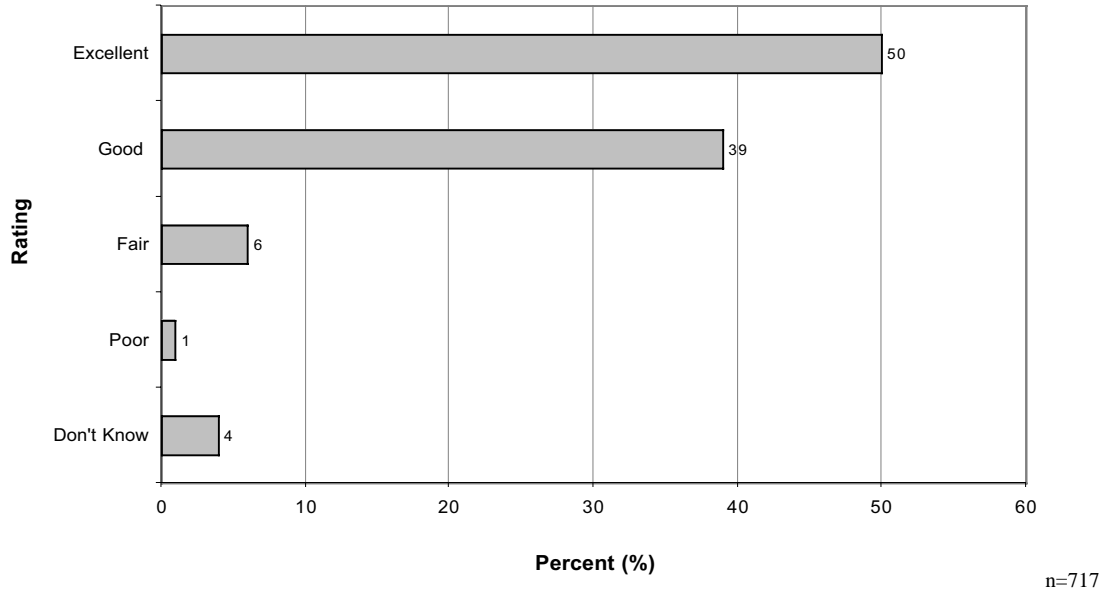
### Clarity of the Municipal Trail Brochure



n=684

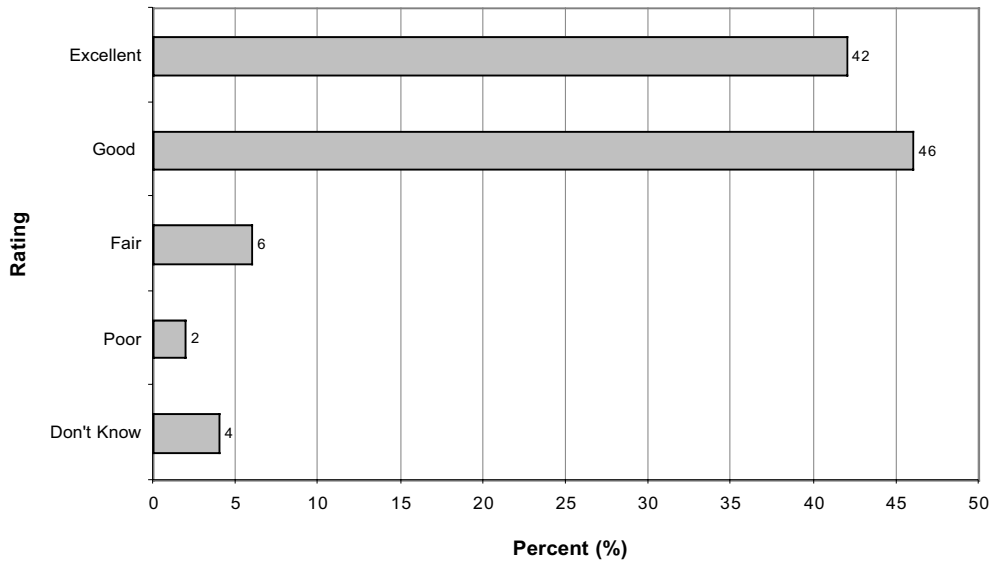
- A high percentage of respondents (61%) chose “don’t know” about the clarity of the municipal brochure. This reinforces the point that most people are discovering the Trail by experiencing it first hand.

### Natural Views from the Trail



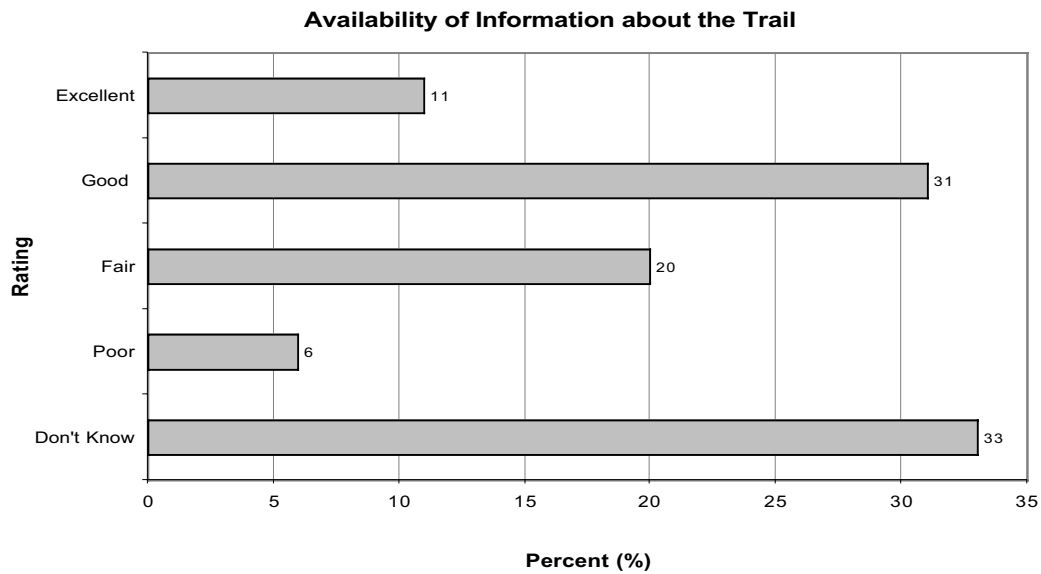
- Overall, 89% of respondents reported that the natural views from the Trail were either “good” or “excellent”.
- Standouts on this aspect included Belleville and Cobourg, both with 97% of respondents reporting “good” or “excellent”, and Niagara on the Lake, which achieved a 0% score for both “poor” and “fair”.
- The Trail sections that received the highest percentage of either “poor” or “fair” ratings were Etobicoke (13%) and Burlington (9%).
- 96% of respondents reported that appreciating nature and the waterfront was either a somewhat or very important reason for using the Trail (*see Question 7*). Respondents also reported that being able to see Lake Ontario from the Trail (87%) was either a somewhat or very important to their experience on the Trail (*see Question 13*).

### Overall Design of the Trail

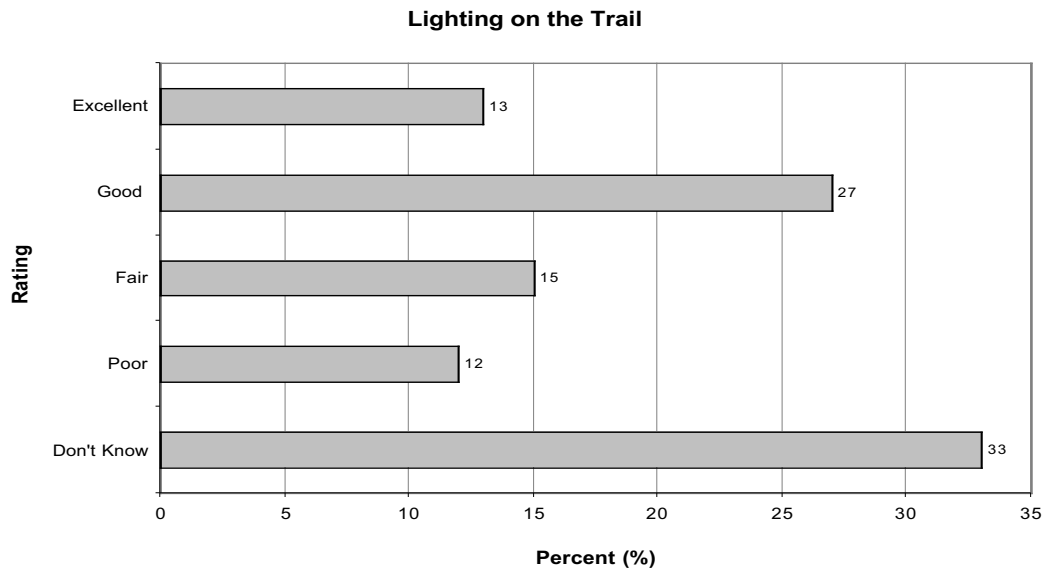


n=708

- Overall, 88% of respondents reported a “good”/”excellent” rating for the design of the Trail.
- Strong scores were received for Belleville (54% “excellent”), and Niagara-on-the-Lake (53%”excellent”).
- Oakville was an exception to this pattern with 63% of respondents rating the design as “good”, and 17% rating it as excellent.
- Respondents also reported the overall quality of the Trail was either “good” or “excellent” (91%) (*see Question 16*).

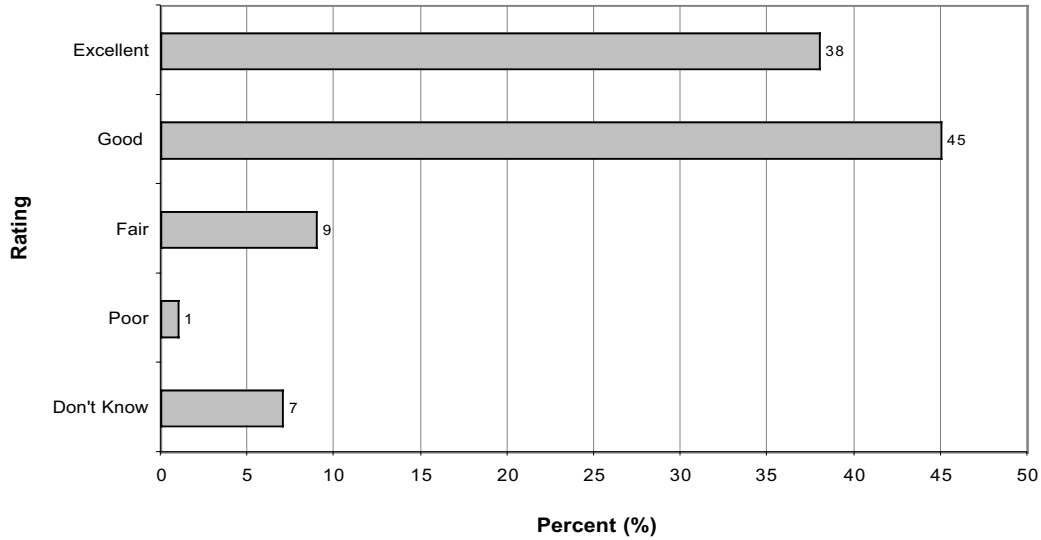


- Overall, 33% of respondents reported they did not know about the availability of information.
- Related results were found in Question 14 where 70% of respondents reported they did not know about the Waterfront Regeneration Trust website, and 62% did not know about the Waterfront Trail Mapbook.



- 40% of respondents reported the lighting on the Trail to be “good” or “excellent”, and the scores for lighting varied considerably from one municipality to another.
- Positive exceptions to the average results include Belleville (74% combined “good” and “excellent”), and Pickering (67% combined “good” and “excellent”). Less than positive results included Hamilton (28% poor), and Kingston (24% poor).

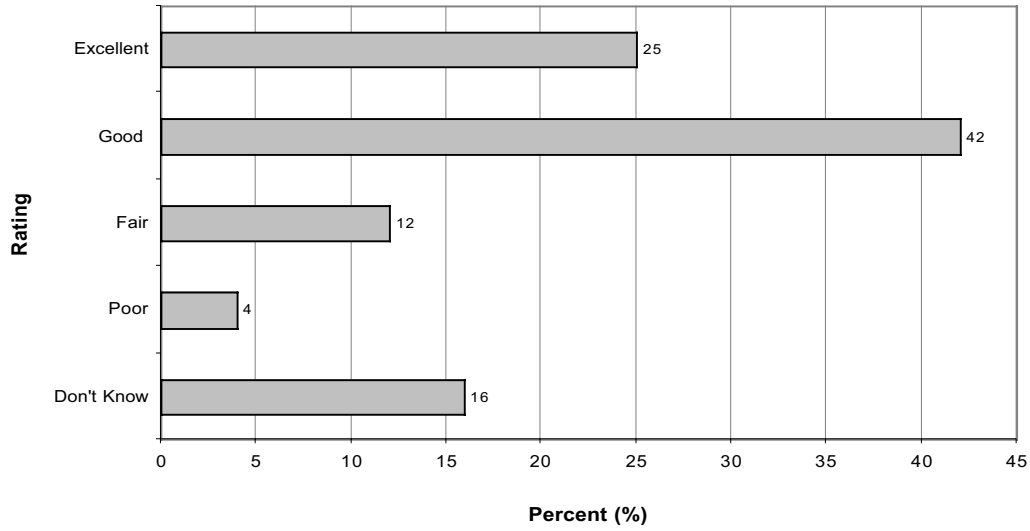
### The Type of Environment That the Trail Runs Through



n=704

- Overall, 83% of respondents reported the type of environment the Trail runs through to be either “good” or “excellent”.
- Notable ratings include Niagara-on-the-Lake (“excellent” 65%), and Mississauga (“excellent” 49%).
- Respondents also reported that appreciating nature and the waterfront was either a somewhat or very important reason for using the Trail (96%) (*see Question 7*).
- Another related result was found in Question 13, where 94% of respondents reported that being surrounded by nature on the Trail was either somewhat or very important to their experience on the Trail (*see Question 13*).

### Safety of the Trail



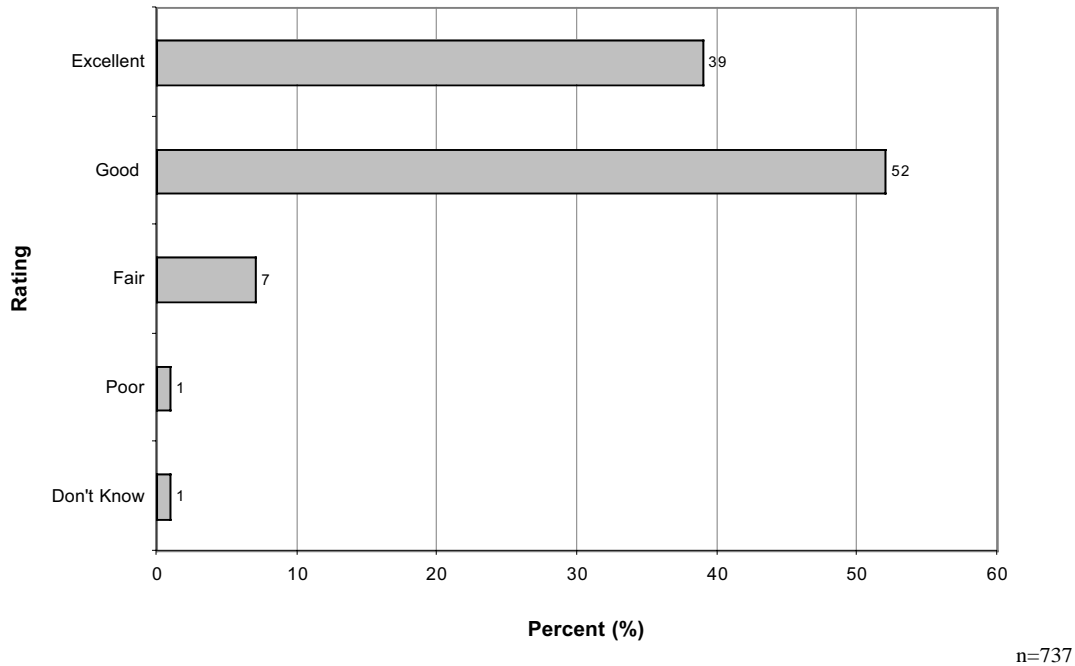
n=696

- Overall, 67% of respondents reported a “good”/”excellent” rating for the safety of the trail.
- Less than positive exceptions to the average ratings include Hamilton (“fair” 22%), and Etobicoke (“fair” 22%).

## Overall Quality of the Trail

### Question 17: How would you rate the overall quality of the Trail?

#### Response:

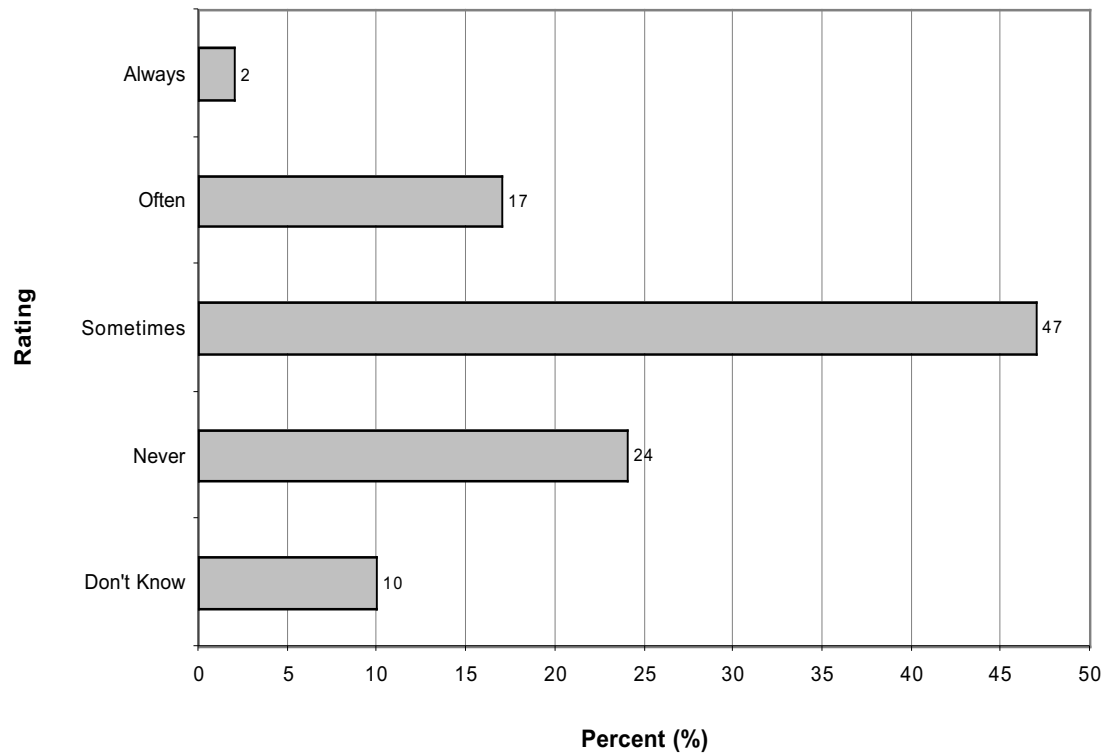


- Overall, 91% of respondents reported that the quality of the Trail was either “good” or “excellent”.
- Exceptional ratings included Niagara-on-the-Lake (“excellent” 67%), and Mississauga (“excellent” 53%). Less than exceptional ratings were found for Oakville (“excellent” 23%).
- Related results were found in Question 16. 88% of respondents reported the design of the Trail to be either “good” or “excellent”, 82% rated the maintenance of the Trail to be either “good” or “excellent”, and 85% rated the cleanliness of the Trail to be either “good” or “excellent”.

## *Frequency of Trail Overcrowding*

**Question 18: How often do you feel that the Trail is overcrowded?**

**Response:**



n=736

- The following municipalities were rated as being busier than average: Hamilton (“often” 34%) and Etobicoke (“often” 30%). Municipalities that rated below average on overcrowding were Oakville (“never” 40%) and Kingston (“never” 38%).

*The Importance Users Place on Different Aspects of the Trail and Their Rating of the Quality of the Aspect*

This section of the report summarizes the comparisons made between the importance users place on different aspects of the Trail and their rating of the quality of the aspect. Although the comparisons are not perfect, the table below shows the percentage of respondents who stated that the aspect or reason was somewhat or very important and the percentage who rated the associated aspect as good or excellent.

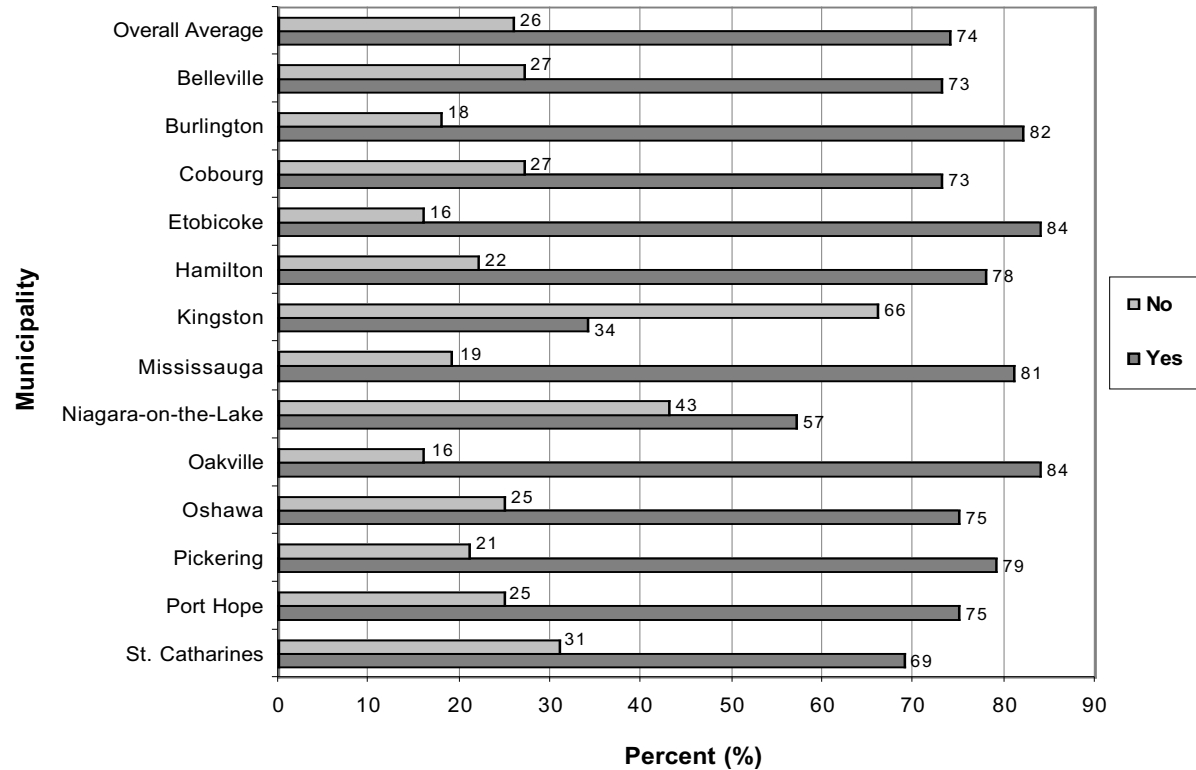
IMPORTANCE OF TRAIL ASPECT IN VISITING THE TRAIL (PERCENTAGE OF RESPONDENTS WHO REPORTED TRAIL ASPECT TO BE SOMEWHAT OR VERY IMPORTANT)		RATING OF QUALITY OF TRAIL ASPECT (PERCENT OF RESPONDENTS WHO REPORTED ASPECT TO BE GOOD OR EXCELLENT)	
Appreciating nature and the waterfront	96%	Natural views from the Trail	89%
Being surrounded by nature	94%	Type of environment that the Trail runs through	83%
Being close to Lake Ontario	90%		
Being able to see Lake Ontario	87%		
Accessing parks and playgrounds	71%	Number and quality of playgrounds	59%
Experiencing cultural attraction	62%	Number of cultural/heritage attractions	37%
		Quality of cultural/heritage attractions	40%
Participating in the programs offered	37%	Number of family/children’s programs	24%
		Quality of family/children’s programs	25%
Visiting heritage sites	36%	Number of cultural/heritage attractions	37%
		Quality of cultural/heritage attractions	40%

- The largest majority of users rated appreciating nature and the waterfront, being surrounded by nature, being close to Lake Ontario and being able to see Lake Ontario as important reasons for using the Trail. They also rated these aspects of the Trail most highly.
- Accessing parks and playgrounds was mentioned by the second largest percentage of respondents as important (in this comparison), yet a lower 59% rated this aspect as good or excellent.
- Experiencing cultural attractions was mentioned by 62% of users as important, yet a noticeably smaller percentage rated this aspect as good or excellent.

# *Knowledge of the User's Trail Section as Part of the Waterfront Trail*

**Question 19: Before taking this survey, did you know that the trail you are on was part of the Lake Ontario Waterfront Trail?**

**Response:**



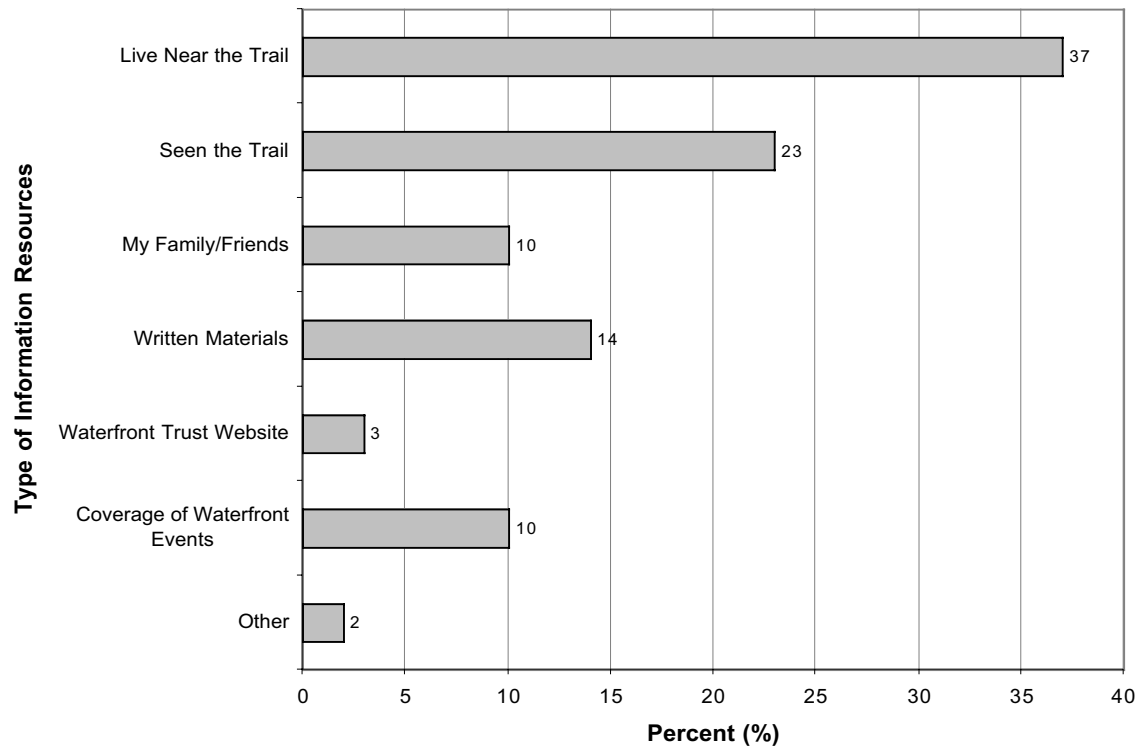
n=738

- Overall, 74% of respondents reported that they knew their trail section was part of the Waterfront Trail, with 26% of respondents learning through the survey that they were on the Waterfront Trail.
- The highest percentage of awareness was in Etobicoke (“yes” 84%), Oakville (“yes” 84%) and Burlington (“yes” 82%). The lowest percentage of awareness was found in Kingston (“no” 66%) and Niagara-on-the-Lake (“no” 43%).

## *Type of Information Used to Gain Knowledge of the Waterfront Trail*

**Question 19a: How did you know [the trail you are on was part of the Waterfront Trail]?**

**Response:**



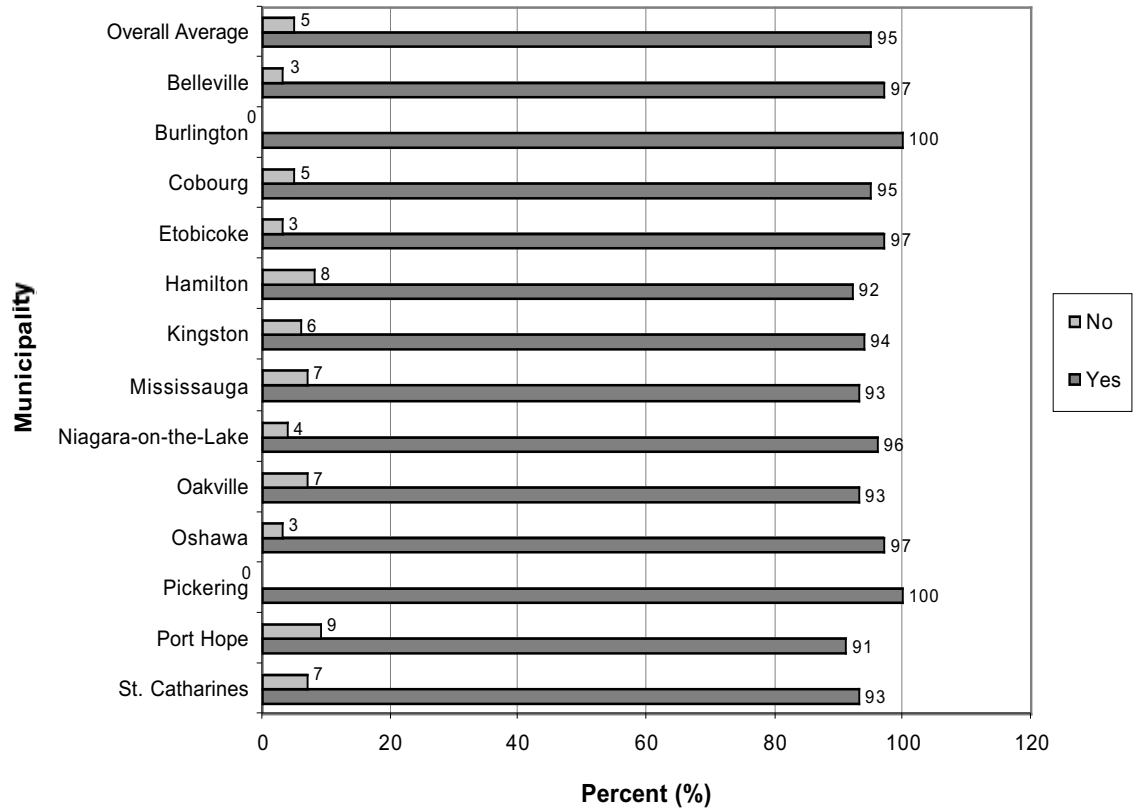
\*percentages in this table are based on responses, not cases  
n=1059

- Of the respondents who knew their section was part of the Waterfront Trail, living near the Trail (37%) and having seen the Trail (23%) were reported by the majority of respondents.
- Overall use of the Waterfront Regeneration Trust website had a low rating of 3%.
- 33% of respondents reported that they did not know about the availability of information related to the Trail (*see Question 16*).

## Support for a Continuous Waterfront Trail

**Question 20: Do you support a continuous Waterfront Trail that links the entire north shore of Lake Ontario from Gananoque to Niagara-on-the-Lake?**

**Response:**



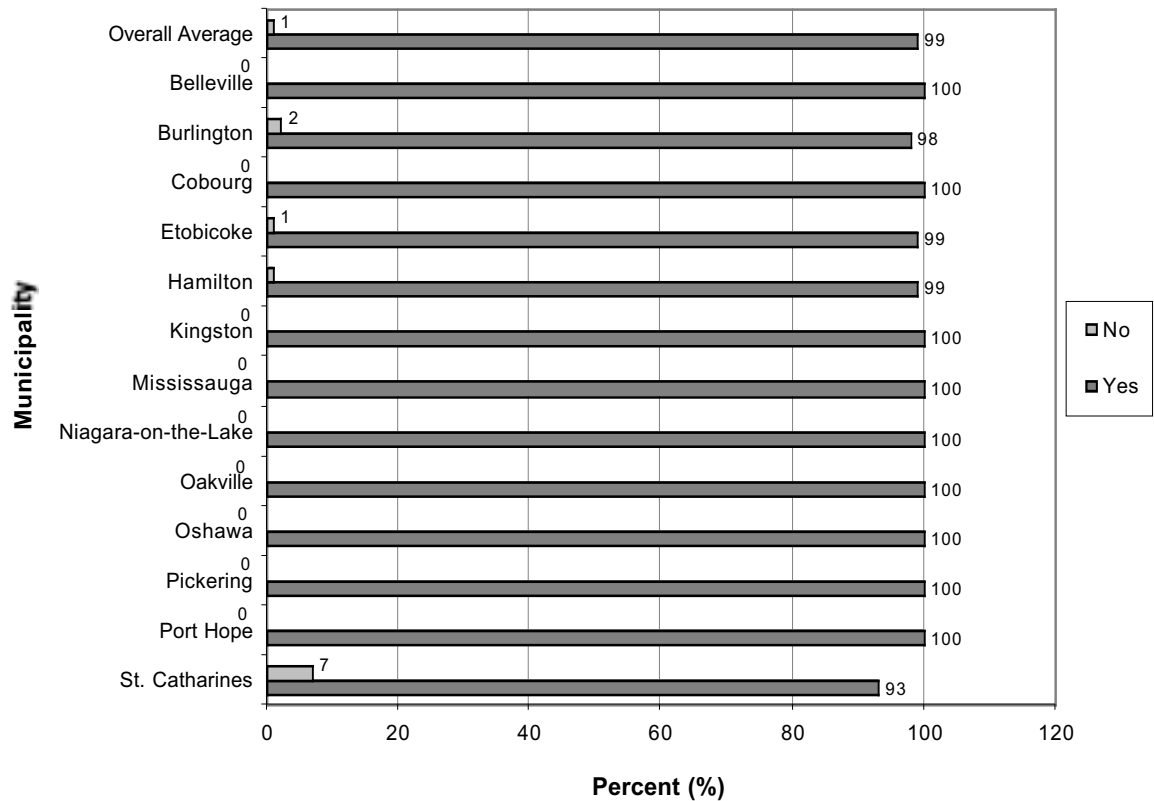
- Overall, 95% of respondents reported that they support a continuous Waterfront Trail.
- A related result was found in Question 13 where 69% of respondents reported that being on a continuous trail was either somewhat or very important to their experience on the Trail.

## 4.5 Personal Information

### *Recommendation of the Trail to Other People*

**Question 22: Would you recommend the Waterfront Trail to other people?**

**Response:**



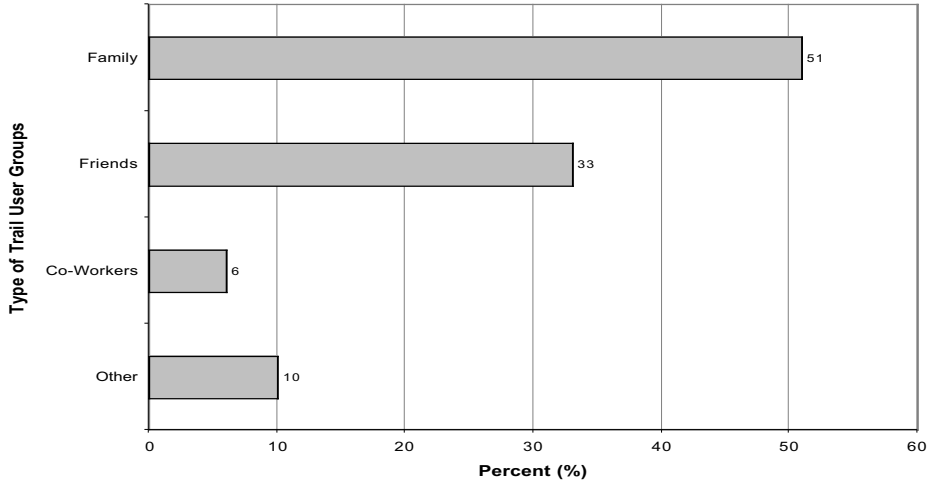
n=728

- Overall, 99% of respondents reported that they would recommend the Waterfront Trail to other people. This demonstrates the high level of user satisfaction with the experience offered by the Trail.

## The Type of Groups Using the Trail

### Question 23: Who is in your party?

#### Response:



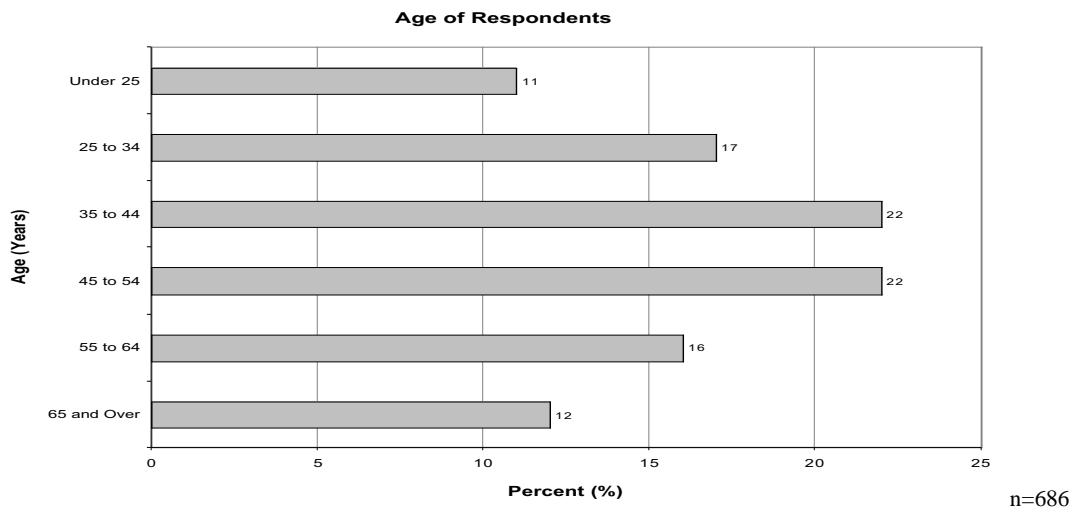
\*percentages based on responses not cases  
n=838

- Overall, “family” was reported as the most common Trail party at 51%.

## Ages of Trail Users

### Question 24: Could you please tell us your age and gender as well as the age and gender of all the other people in your party.

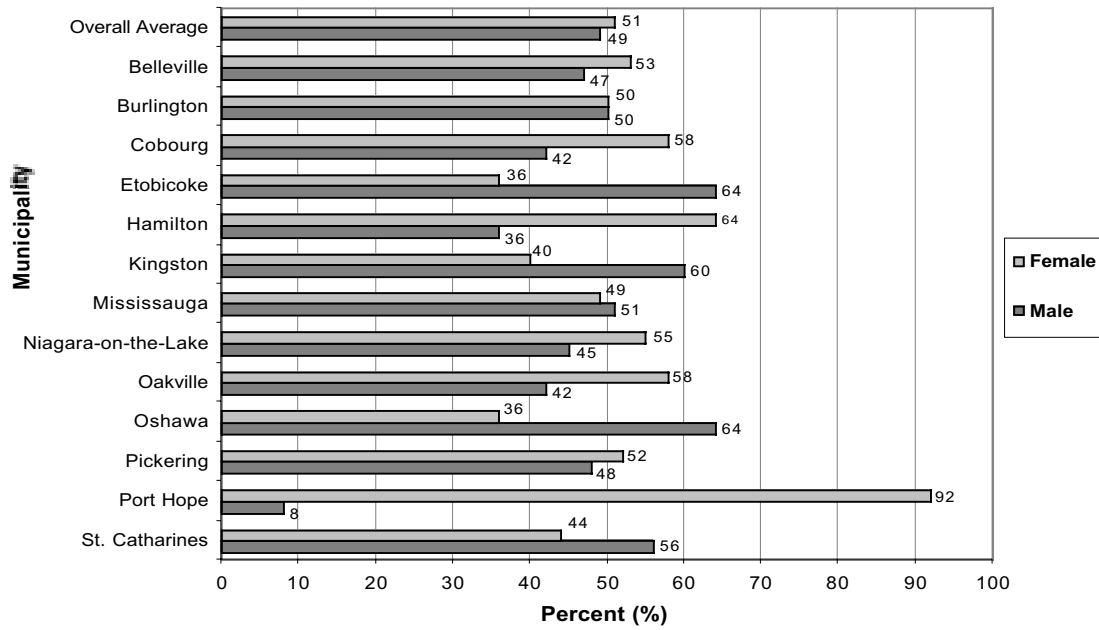
#### Response:



n=686

- Overall, the majority of respondents were between the ages of 35 to 44 (22%) and 45 to 54 (22%).

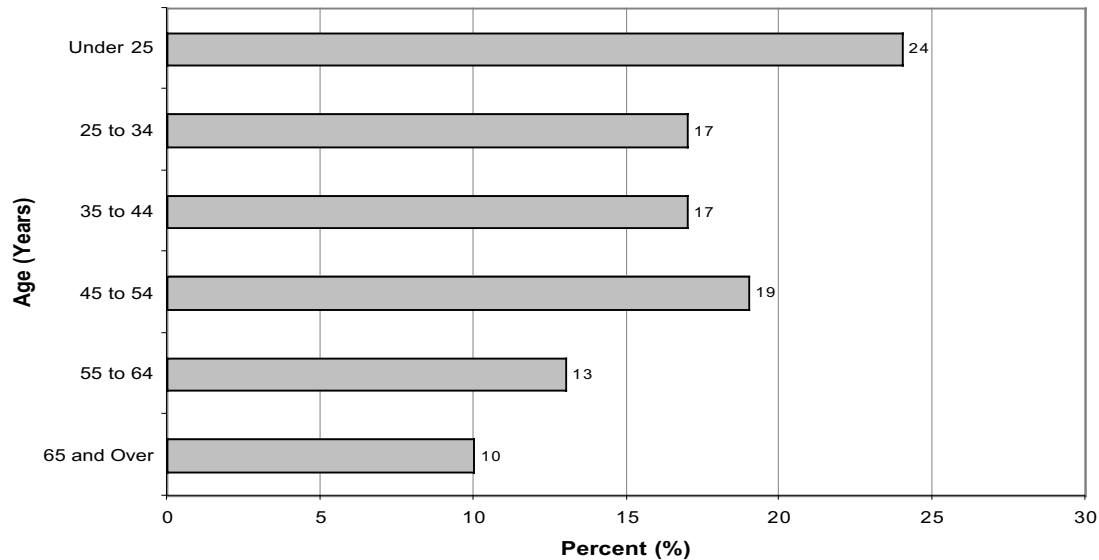
### Gender of Respondents



n=726

- The gender of the respondents was fairly evenly split with 49% being male and 51% being female.

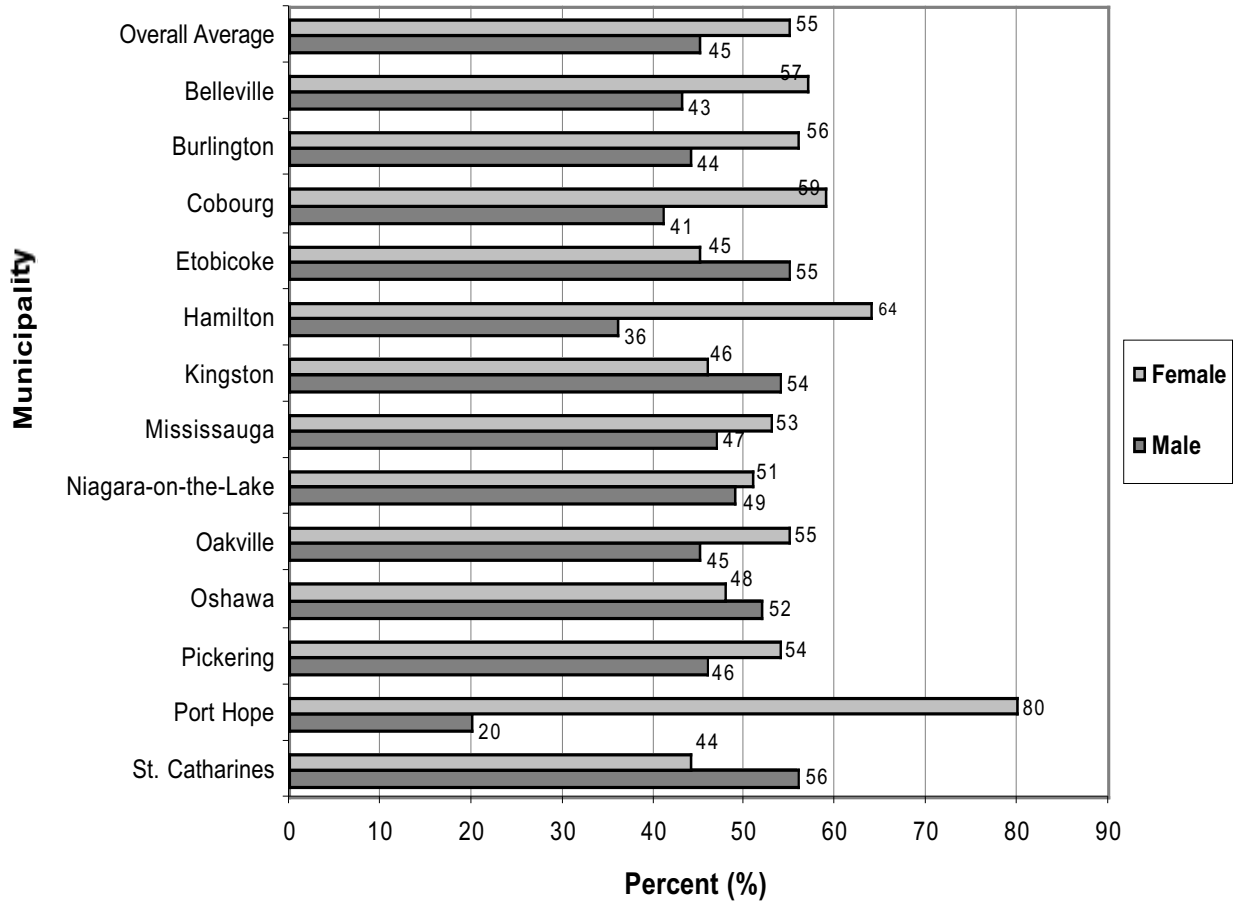
### Age of Party Members Using the Trail



n=1520

- The ages of Trail users in the respondents' parties were most likely to be under 25 (24%).

### Gender of Party Members Using the Trail



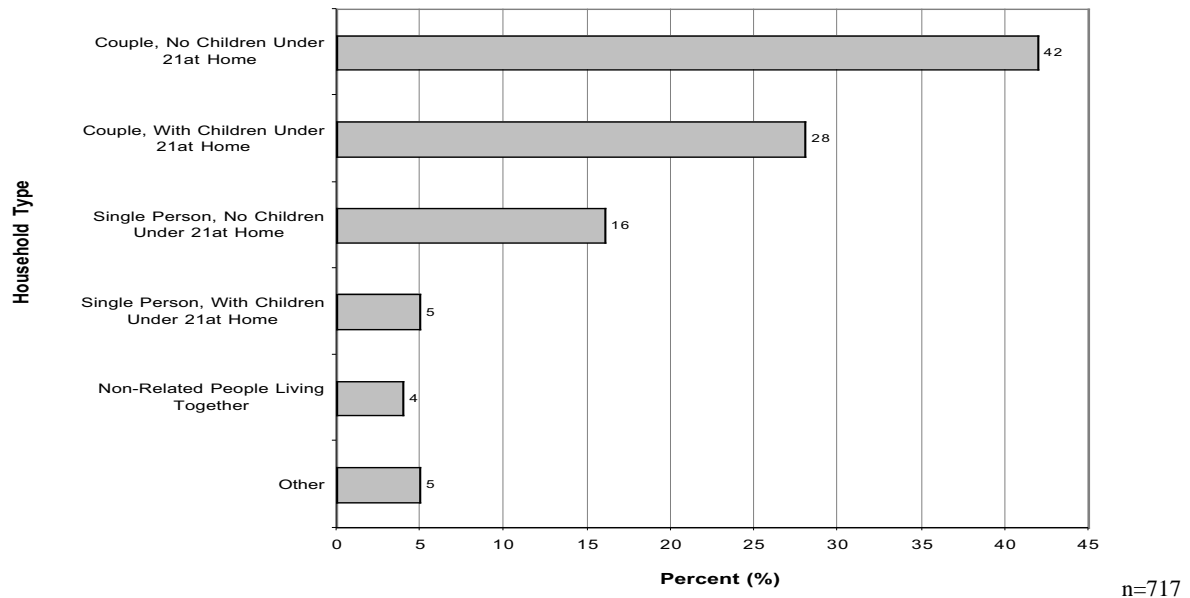
\*percentages in this table are based on respondents, not cases  
n=1607

- The gender of the respondent's party members was split fairly evenly, with 45% being male and 55% being female.

## Type of Household

**Question 25: Please check from the list below, the item which best describes your household.**

**Response:**

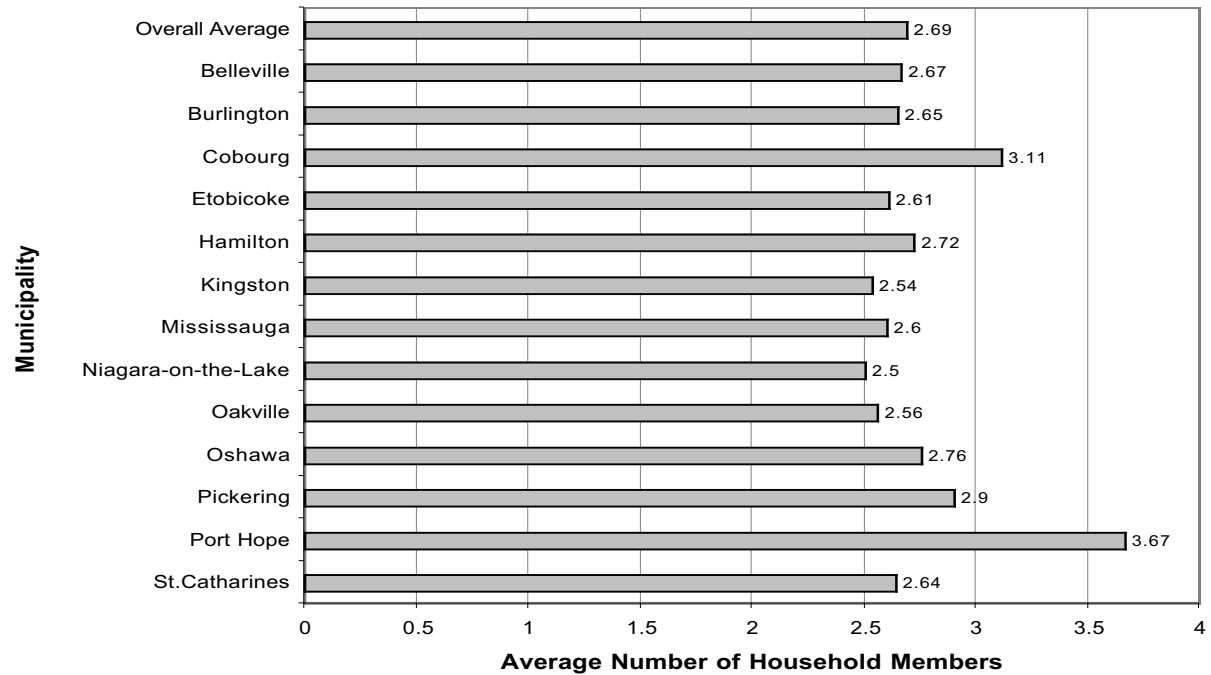


- 42% of respondents indicated that their household was a “couple household with no children under 21 at home”. This type of household was chosen most often by respondents in each municipality. The exception to this pattern was Cobourg where “couple household with children under 21 at home” was chosen the most often.

## Size of Household

**Question 26: How many people live in your household, including yourself?**

**Response:**



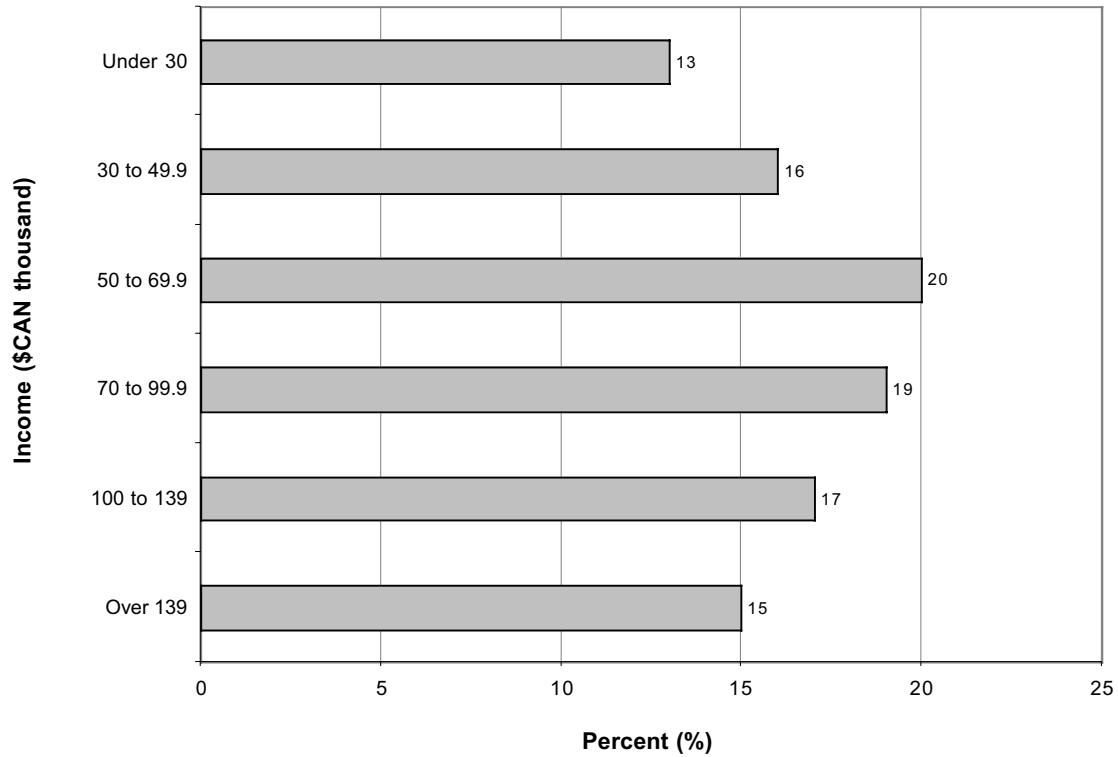
n=751

- The overall average number of people in each respondent's household was 2.69.

## Household Income

**Question 27: How much was earned (before taxes) by all members of your household last year?**

**Response:**

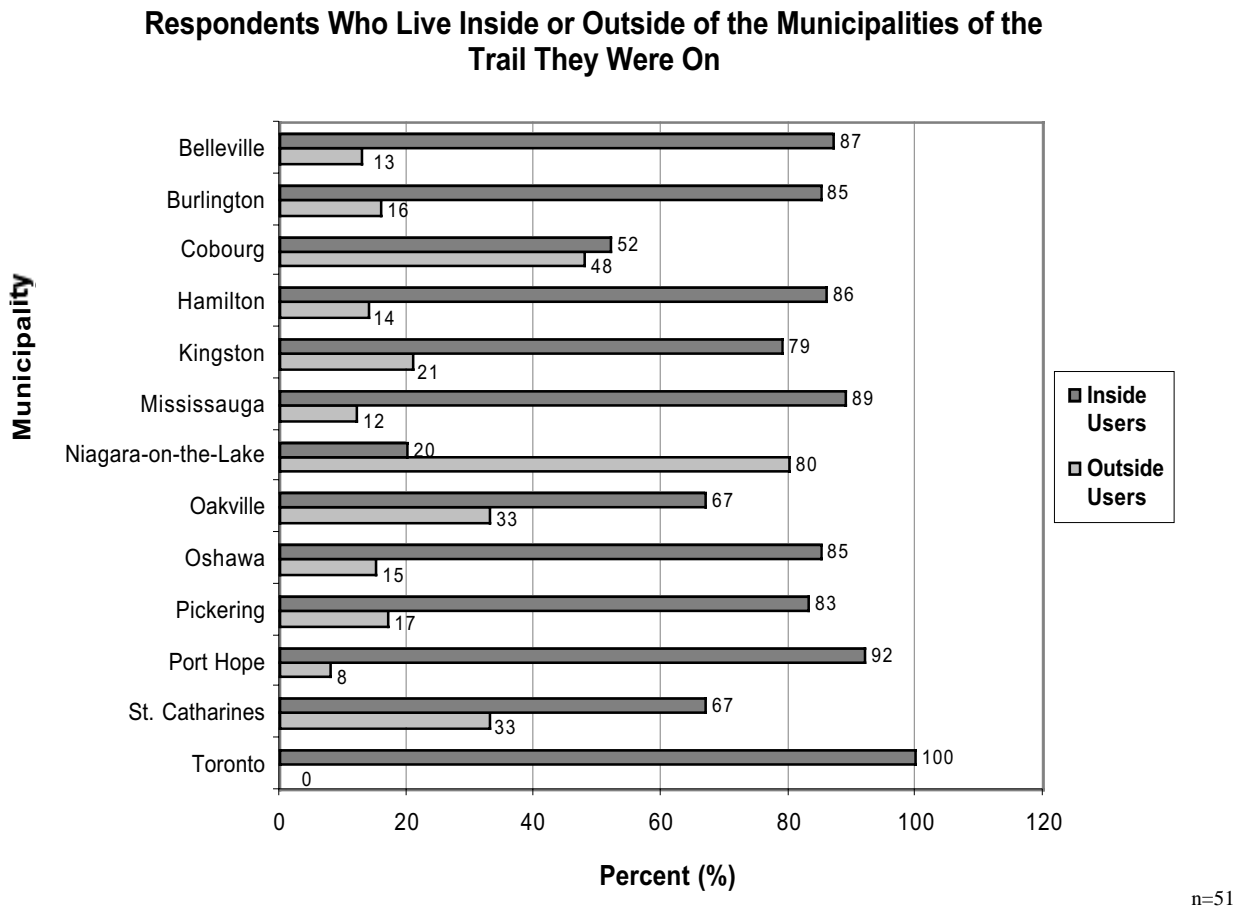


- Overall, the distribution of income levels by respondents is fairly even across all municipalities.

## *Residence Location by Portion of Trail Visited*

**Question 28: Please write your postal code in the space below.**

**Response:**



- Respondents listed their postal codes on the survey. By comparing these responses with the postal codes for the municipality in which the Trail was located, the survey team was able to determine whether or not a respondent lived in the municipality in which the Trail was located, or whether the respondent was visiting from another municipality.
- For the most part, respondents were visiting the portion of the Trail in the municipality in which they live. The exception, however, is Niagara-on-the-Lake, where 80% of respondents visiting the Trail were not from this municipality.