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Funding for the Arts

A Survey of Toronto Residents | Top-line Results

Market Pulse | December 2012

Methodology

This survey was conducted by Interactive Voice Response (IVR) among a randomly selected sample of 1,085 residents of Toronto, aged 18 years of age and older.

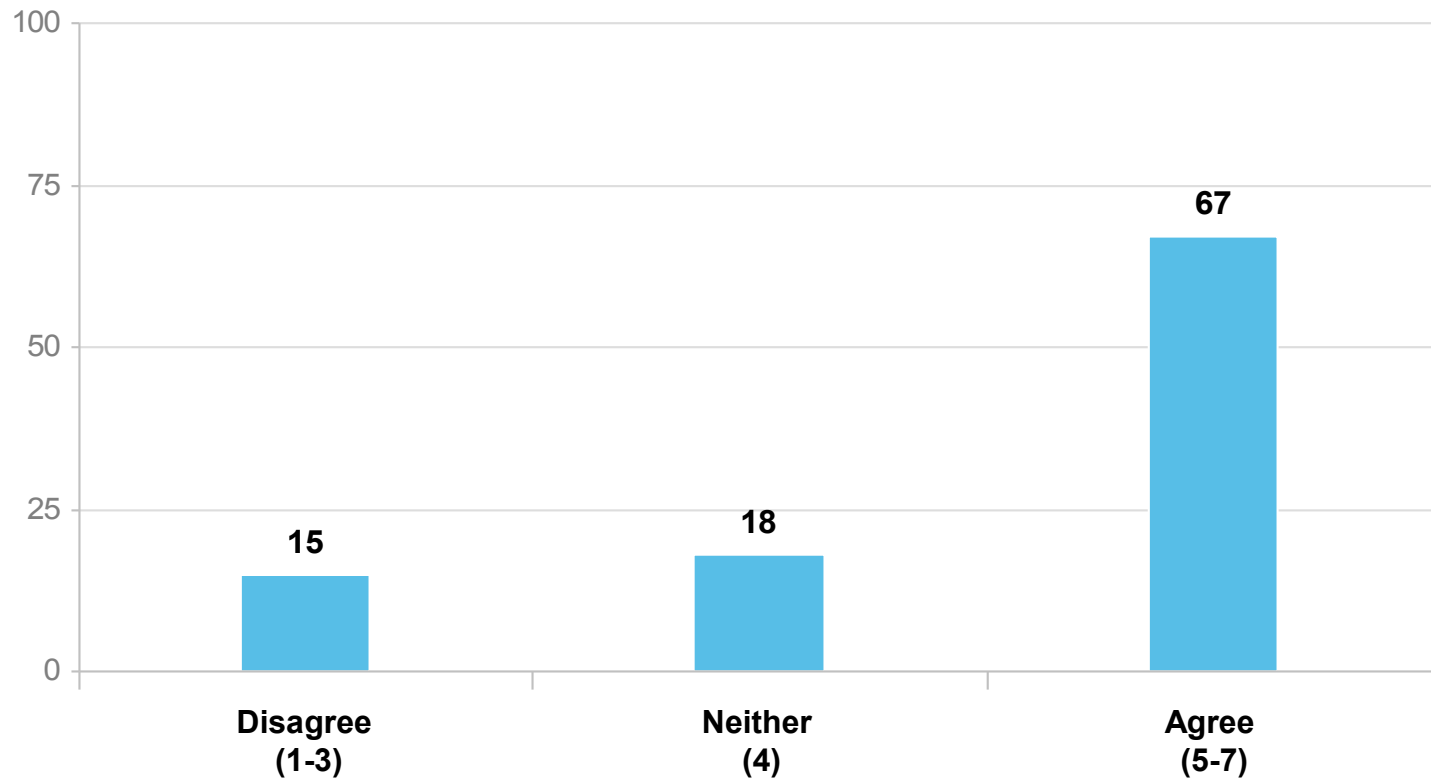
The survey was fielded by Market Pulse and ran from December 8 to 9, 2012.

Data are weighted by gender and region using the most recent census data.

Results are valid within +/- 2.97 percentage points, 19 times out of 20.

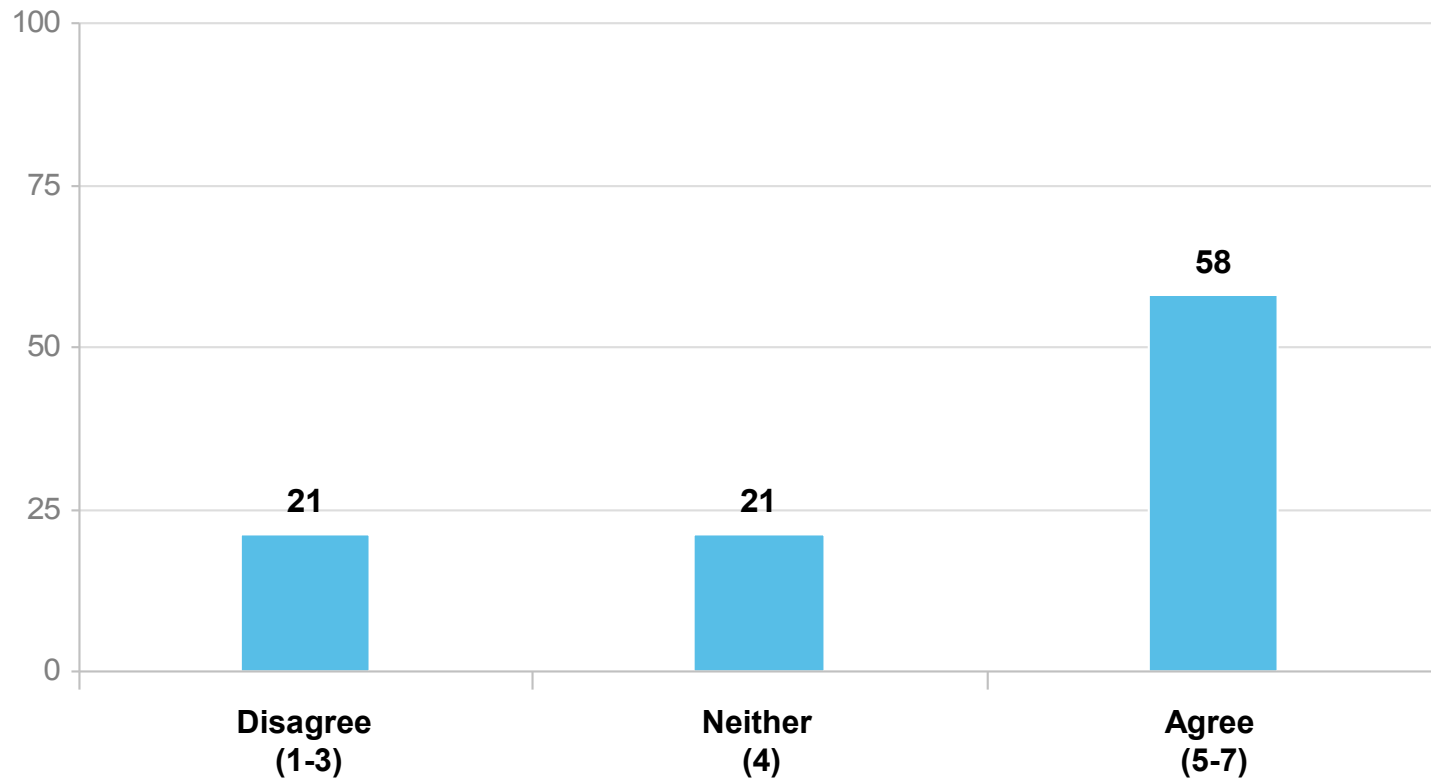
Funding in Arts and Culture in the City of Toronto

“On a per-person basis, the city of Toronto should invest as much funding in arts and culture as other major Canadian cities. Please respond on a scale from 1 to 7, where 7 is strongly agree, 1 is strongly disagree and the midpoint 4 is neither agree nor disagree.”



Support for City Councillors who Support Funding for the Arts

“I would be more likely to vote for a city councillor who supports funding for the arts. Please use the same scale as before where 7 means you strongly agree, 1 means you strongly disagree and the midpoint 4 means you neither agree nor disagree.”



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