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THE EVOLUTION OF PANEL RESEARCH

by

**BeautifulCity.ca  
Billboard Tax Survey  
Data Tables, Weighted**

**Date:** November 27, 2009

**Target Population:** Greater Toronto Area (GTA)

**Sample:** Toronto only (n=702) (MOE: +/- 3.7; 19 times out of 20)

**Field Dates:** November 23<sup>rd</sup> to 26<sup>th</sup>

**Method:** Probit Hybrid (Telephone and Online)

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL1												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Oppose (1-3)</b>	14%	<b>100%</b>	<b>0%</b>	<b>0%</b>	14%	15%	17%	<b>55%</b>	<b>25%</b>	<b>8%</b>	15%	13%
		++++	----	----				++++	++	----		
<b>Neutral (4)</b>	14%	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>11%</b>	16%	18%	14%	<b>27%</b>	<b>12%</b>	13%	15%
		----	++++	----	---				+++	--		
<b>Support (5-7)</b>	70%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>74%</b>	69%	64%	<b>31%</b>	<b>46%</b>	<b>78%</b>	71%	69%
		----	----	++++	+++			----	----	++++		
<b>1 - Strongly oppose</b>	9%	61%	0%	0%	10%	8%	6%	43%	16%	4%	9%	7%
<b>2</b>	3%	19%	0%	0%	3%	3%	3%	7%	3%	2%	2%	4%
<b>3</b>	3%	19%	0%	0%	1%	4%	8%	5%	5%	2%	3%	3%
<b>4 - Neutral</b>	14%	0%	100%	0%	11%	16%	18%	14%	27%	12%	13%	15%
<b>5</b>	11%	0%	0%	16%	12%	6%	17%	9%	11%	12%	12%	7%
<b>6</b>	20%	0%	0%	29%	18%	28%	18%	9%	13%	23%	19%	26%
<b>7 - Strongly support</b>	39%	0%	0%	55%	44%	36%	29%	13%	22%	44%	39%	36%
<b>No response</b>	2%	0%	0%	0%	1%	0%	1%	0%	3%	2%	1%	3%
Chi2:	-	001			-			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.36	<b>1.58</b>	<b>4.00</b>	<b>6.39</b>	5.46	5.34	5.09	<b>3.17</b>	<b>4.43</b>	<b>5.73</b>	5.34	5.38
Standard Deviation:	1.90	0.80	0.00	0.75	1.95	1.87	1.77	2.28	2.07	1.58	1.92	1.84

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL1																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Oppose (1-3)</b>	14%	17%	<b>23%</b>	<b>11%</b>	<b>26%</b>	14%	13%	14%	14%	14%	12%	<b>10%</b>	<b>20%</b>	12%	<b>18%</b>	<b>11%</b>
			++++	----	++							--	+++		+++	---
<b>Neutral (4)</b>	14%	<b>27%</b>	<b>19%</b>	<b>10%</b>	22%	11%	16%	13%	13%	12%	8%	<b>19%</b>	12%	12%	12%	16%
		+++	++	----								+++				
<b>Support (5-7)</b>	70%	<b>52%</b>	<b>58%</b>	<b>77%</b>	<b>53%</b>	73%	70%	72%	71%	73%	77%	70%	65%	75%	68%	72%
		----	----	++++	---								-			
<b>1 - Strongly oppose</b>	9%	11%	14%	7%	11%	10%	10%	10%	9%	8%	6%	5%	11%	11%	12%	6%
<b>2</b>	3%	0%	5%	3%	5%	1%	2%	2%	4%	4%	3%	2%	5%	0%	3%	2%
<b>3</b>	3%	6%	4%	2%	9%	3%	2%	2%	1%	2%	3%	3%	4%	1%	3%	2%
<b>4 - Neutral</b>	14%	27%	19%	10%	22%	11%	16%	13%	13%	12%	8%	19%	12%	12%	12%	16%
<b>5</b>	11%	13%	9%	12%	11%	8%	14%	12%	12%	10%	3%	13%	11%	15%	11%	12%
<b>6</b>	20%	13%	20%	21%	6%	29%	23%	10%	21%	26%	36%	16%	21%	17%	19%	21%
<b>7 - Strongly support</b>	39%	26%	28%	45%	36%	36%	33%	50%	38%	37%	38%	41%	34%	43%	39%	39%
<b>No response</b>	2%	4%	1%	2%	0%	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%
Chi2:	-	.001			-						.05				.05	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.36	<b>4.80</b>	<b>4.80</b>	<b>5.63</b>	4.78	5.41	5.26	5.48	5.35	5.41	5.68	5.45	<b>5.09</b>	5.44	5.21	5.49
Standard Deviation:	1.90	1.91	2.08	1.77	2.10	1.90	1.87	1.97	1.93	1.86	1.73	1.73	2.04	1.92	2.06	1.73

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL2												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Less likely</b>	55%	53%	<b>42%</b>	<b>58%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>44%</b>	46%	<b>58%</b>	57%	50%
			---	+++	++++	----	----	--		+++		
<b>Neutral</b>	23%	24%	27%	23%	<b>0%</b>	<b>100%</b>	<b>0%</b>	22%	<b>12%</b>	<b>25%</b>	22%	27%
					----	++++	----		--	++		
<b>More likely</b>	19%	22%	25%	17%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>31%</b>	<b>41%</b>	<b>15%</b>	19%	20%
			+	-	----	----	++++	+++	++++	----		
<b>A lot less likely</b>	33%	44%	27%	31%	59%	0%	0%	34%	29%	33%	35%	26%
<b>Less likely</b>	22%	9%	15%	27%	41%	0%	0%	9%	17%	25%	22%	24%
<b>Neutral</b>	23%	24%	27%	23%	0%	100%	0%	22%	12%	25%	22%	27%
<b>More likely</b>	10%	12%	14%	10%	0%	0%	56%	6%	22%	10%	10%	11%
<b>A lot more likely</b>	8%	10%	11%	8%	0%	0%	44%	25%	18%	5%	8%	9%
<b>No response</b>	3%	1%	6%	1%	0%	0%	0%	3%	1%	2%	3%	3%
Chi2:	-	-			001			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	2.37	2.34	<b>2.64</b>	2.34	<b>1.41</b>	<b>3.00</b>	<b>4.44</b>	<b>2.77</b>	<b>2.83</b>	<b>2.28</b>	2.33	2.51
Standard Deviation:	1.28	1.40	1.35	1.23	0.49	0.00	0.50	1.62	1.53	1.18	1.30	1.26

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL2																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Less likely</b>	55%	<b>34%</b>	57%	<b>58%</b>	55%	<b>41%</b>	50%	62%	46%	<b>64%</b>	52%	53%	57%	59%	54%	57%
<b>Neutral</b>	23%		21%		14%		26%	19%	29%	21%	27%	<b>28%</b>	23%	<b>14%</b>	24%	23%
<b>More likely</b>	19%	<b>28%</b>	20%	17%	26%	<b>29%</b>	22%	16%	22%	<b>13%</b>	18%	17%	17%	<b>25%</b>	20%	17%
<b>A lot less likely</b>	33%		38%	33%	24%		31%	36%	32%	27%	35%	20%	29%	35%	44%	31%
<b>Less likely</b>	22%	13%	19%	25%	31%	10%	14%	31%	20%	29%	32%	23%	22%	14%	22%	22%
<b>Neutral</b>	23%	27%	21%	23%	14%	30%	26%	19%	29%	21%	27%	28%	23%	14%	24%	23%
<b>More likely</b>	10%	13%	13%	9%	17%	17%	11%	8%	11%	7%	12%	11%	7%	13%	10%	11%
<b>A lot more likely</b>	8%	15%	7%	8%	9%	12%	11%	9%	10%	6%	6%	5%	10%	12%	10%	6%
<b>No response</b>	3%	12%	1%	2%	5%	0%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%
Chi2:	-	05			05						-				-	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	2.37	<b>2.86</b>	2.31	2.33	2.54	<b>2.69</b>	2.46	2.30	2.58	<b>2.18</b>	2.50	2.39	2.33	2.32	2.45	2.31
Standard Deviation:	1.28	1.39	1.31	1.24	1.31	1.38	1.38	1.25	1.30	1.19	1.13	1.19	1.31	1.47	1.32	1.24

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL3 BASE: All respondents												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Disagree (1-3)</b>	10%	<b>39%</b>	10%	<b>4%</b>	<b>8%</b>	9%	<b>17%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	9%	13%
		++++		----	--		+++	++++	---	----		
<b>Neutral (4)</b>	9%	<b>15%</b>	<b>17%</b>	<b>6%</b>	7%	<b>4%</b>	<b>19%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	10%	6%
		++	+++	----	--		++++	---	++++	----		
<b>Agree (5-7)</b>	80%	<b>45%</b>	<b>72%</b>	<b>89%</b>	<b>84%</b>	<b>86%</b>	<b>64%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	80%	80%
		----	--	++++	+++	++	----	----	----	++++		
<b>1 - Strongly disagree</b>	5%	23%	2%	2%	5%	3%	7%	47%	0%	0%	4%	6%
<b>2</b>	2%	10%	3%	1%	2%	3%	3%	24%	0%	0%	3%	2%
<b>3</b>	3%	6%	5%	2%	2%	4%	6%	29%	0%	0%	2%	5%
<b>4 - Neutral</b>	9%	15%	17%	6%	7%	4%	19%	0%	100%	0%	10%	6%
<b>5</b>	20%	21%	27%	18%	15%	31%	20%	0%	0%	25%	18%	26%
<b>6</b>	22%	12%	24%	23%	23%	23%	19%	0%	0%	27%	21%	25%
<b>7 - Strongly agree</b>	39%	13%	21%	48%	46%	33%	24%	0%	0%	49%	41%	29%
<b>No response</b>	1%	1%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%
Chi2:	-	001			001			(001)			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.60	<b>3.89</b>	<b>5.21</b>	<b>6.02</b>	<b>5.82</b>	5.56	<b>4.98</b>	<b>1.82</b>	<b>4.00</b>	<b>6.24</b>	5.64	5.38
Standard Deviation:	1.62	2.10	1.44	1.27	1.57	1.47	1.76	0.86	0.00	0.82	1.62	1.63

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	Education			Household income					Age group			Gender			
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL3																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Disagree (1-3)</b>	10%	12%	<b>14%</b>	<b>8%</b>	15%	11%	10%	7%	5%	12%	8%	9%	10%	14%	<b>15%</b>	<b>6%</b>
<b>Neutral (4)</b>	9%	<b>17%</b>	12%	<b>6%</b>	<b>17%</b>	10%	6%	7%	11%	<b>5%</b>	3%	7%	7%	<b>17%</b>	7%	11%
<b>Agree (5-7)</b>	80%	<b>67%</b>	<b>73%</b>	<b>85%</b>	<b>68%</b>	77%	83%	87%	82%	83%	88%	84%	82%	<b>66%</b>	78%	83%
<b>1 - Strongly disagree</b>	5%	7%	7%	3%	10%	7%	4%	4%	2%	5%	6%	3%	4%	8%	7%	3%
<b>2</b>	2%	2%	6%	1%	5%	1%	3%	1%	0%	3%	0%	2%	3%	3%	3%	1%
<b>3</b>	3%	3%	1%	3%	0%	4%	3%	2%	2%	4%	3%	3%	3%	2%	5%	1%
<b>4 - Neutral</b>	9%	17%	12%	6%	17%	10%	6%	7%	11%	5%	3%	7%	7%	17%	7%	11%
<b>5</b>	20%	19%	20%	20%	14%	21%	20%	13%	26%	23%	39%	19%	14%	12%	20%	19%
<b>6</b>	22%	19%	16%	24%	26%	19%	22%	21%	21%	25%	29%	26%	19%	17%	21%	22%
<b>7 - Strongly agree</b>	39%	29%	37%	41%	28%	37%	40%	53%	34%	35%	20%	38%	49%	37%	36%	41%
<b>No response</b>	1%	4%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	0%	3%	0%	1%
Chi2:	-	01			-						01				001	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.60	5.20	<b>5.29</b>	<b>5.76</b>	5.10	5.46	5.66	<b>5.98</b>	5.66	5.53	5.38	5.71	<b>5.80</b>	<b>5.26</b>	<b>5.41</b>	<b>5.77</b>
Standard Deviation:	1.62	1.77	1.85	1.49	1.91	1.72	1.60	1.51	1.34	1.64	1.42	1.48	1.62	1.90	1.78	1.44



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THE EVOLUTION OF PANEL RESEARCH

by



**BeautifulCity.ca  
Billboard Tax Survey  
Data Tables, Weighted**

**Date:** November 27, 2009

**Target Population:** Greater Toronto Area (GTA)

**Sample:** Toronto only (n=702) (MOE: +/- 3.7; 19 times out of 20)

**Field Dates:** November 23<sup>rd</sup> to 26<sup>th</sup>

**Method:** Probit Hybrid (Telephone and Online)

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL1												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Oppose (1-3)</b>	14%	<b>100%</b>	<b>0%</b>	<b>0%</b>	14%	15%	17%	<b>55%</b>	<b>25%</b>	<b>8%</b>	15%	13%
		++++	----	----				++++	++	----		
<b>Neutral (4)</b>	14%	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>11%</b>	16%	18%	14%	<b>27%</b>	<b>12%</b>	13%	15%
		----	++++	----	---				+++	--		
<b>Support (5-7)</b>	70%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>74%</b>	69%	64%	<b>31%</b>	<b>46%</b>	<b>78%</b>	71%	69%
		----	----	++++	+++			----	----	++++		
<b>1 - Strongly oppose</b>	9%	61%	0%	0%	10%	8%	6%	43%	16%	4%	9%	7%
<b>2</b>	3%	19%	0%	0%	3%	3%	3%	7%	3%	2%	2%	4%
<b>3</b>	3%	19%	0%	0%	1%	4%	8%	5%	5%	2%	3%	3%
<b>4 - Neutral</b>	14%	0%	100%	0%	11%	16%	18%	14%	27%	12%	13%	15%
<b>5</b>	11%	0%	0%	16%	12%	6%	17%	9%	11%	12%	12%	7%
<b>6</b>	20%	0%	0%	29%	18%	28%	18%	9%	13%	23%	19%	26%
<b>7 - Strongly support</b>	39%	0%	0%	55%	44%	36%	29%	13%	22%	44%	39%	36%
<b>No response</b>	2%	0%	0%	0%	1%	0%	1%	0%	3%	2%	1%	3%
Chi2:	-	001			-			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.36	<b>1.58</b>	<b>4.00</b>	<b>6.39</b>	5.46	5.34	5.09	<b>3.17</b>	<b>4.43</b>	<b>5.73</b>	5.34	5.38
Standard Deviation:	1.90	0.80	0.00	0.75	1.95	1.87	1.77	2.28	2.07	1.58	1.92	1.84

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL1																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Oppose (1-3)</b>	14%	17%	<b>23%</b>	<b>11%</b>	<b>26%</b>	14%	13%	14%	14%	14%	12%	<b>10%</b>	<b>20%</b>	12%	<b>18%</b>	<b>11%</b>
			++++	----	++							--	+++		+++	---
<b>Neutral (4)</b>	14%	<b>27%</b>	<b>19%</b>	<b>10%</b>	22%	11%	16%	13%	13%	12%	8%	<b>19%</b>	12%	12%	12%	16%
		+++	++	----								+++				
<b>Support (5-7)</b>	70%	<b>52%</b>	<b>58%</b>	<b>77%</b>	<b>53%</b>	73%	70%	72%	71%	73%	77%	70%	65%	75%	68%	72%
		----	----	++++	---								-			
<b>1 - Strongly oppose</b>	9%	11%	14%	7%	11%	10%	10%	10%	9%	8%	6%	5%	11%	11%	12%	6%
<b>2</b>	3%	0%	5%	3%	5%	1%	2%	2%	4%	4%	3%	2%	5%	0%	3%	2%
<b>3</b>	3%	6%	4%	2%	9%	3%	2%	2%	1%	2%	3%	3%	4%	1%	3%	2%
<b>4 - Neutral</b>	14%	27%	19%	10%	22%	11%	16%	13%	13%	12%	8%	19%	12%	12%	12%	16%
<b>5</b>	11%	13%	9%	12%	11%	8%	14%	12%	12%	10%	3%	13%	11%	15%	11%	12%
<b>6</b>	20%	13%	20%	21%	6%	29%	23%	10%	21%	26%	36%	16%	21%	17%	19%	21%
<b>7 - Strongly support</b>	39%	26%	28%	45%	36%	36%	33%	50%	38%	37%	38%	41%	34%	43%	39%	39%
<b>No response</b>	2%	4%	1%	2%	0%	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%
Chi2:	-	001			-						05				05	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.36	<b>4.80</b>	<b>4.80</b>	<b>5.63</b>	4.78	5.41	5.26	5.48	5.35	5.41	5.68	5.45	<b>5.09</b>	5.44	5.21	5.49
Standard Deviation:	1.90	1.91	2.08	1.77	2.10	1.90	1.87	1.97	1.93	1.86	1.73	1.73	2.04	1.92	2.06	1.73

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL2												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Less likely</b>	55%	53%	<b>42%</b>	<b>58%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>44%</b>	46%	<b>58%</b>	57%	50%
			---	+++	++++	----	----	--		+++		
<b>Neutral</b>	23%	24%	27%	23%	<b>0%</b>	<b>100%</b>	<b>0%</b>	22%	<b>12%</b>	<b>25%</b>	22%	27%
					----	++++	----		--	++		
<b>More likely</b>	19%	22%	25%	17%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>31%</b>	<b>41%</b>	<b>15%</b>	19%	20%
			+	-	----	----	++++	+++	++++	----		
<b>A lot less likely</b>	33%	44%	27%	31%	59%	0%	0%	34%	29%	33%	35%	26%
<b>Less likely</b>	22%	9%	15%	27%	41%	0%	0%	9%	17%	25%	22%	24%
<b>Neutral</b>	23%	24%	27%	23%	0%	100%	0%	22%	12%	25%	22%	27%
<b>More likely</b>	10%	12%	14%	10%	0%	0%	56%	6%	22%	10%	10%	11%
<b>A lot more likely</b>	8%	10%	11%	8%	0%	0%	44%	25%	18%	5%	8%	9%
<b>No response</b>	3%	1%	6%	1%	0%	0%	0%	3%	1%	2%	3%	3%
Chi2:	-	-			001			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	2.37	2.34	<b>2.64</b>	2.34	<b>1.41</b>	<b>3.00</b>	<b>4.44</b>	<b>2.77</b>	<b>2.83</b>	<b>2.28</b>	2.33	2.51
Standard Deviation:	1.28	1.40	1.35	1.23	0.49	0.00	0.50	1.62	1.53	1.18	1.30	1.26

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL2																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Less likely</b>	55%	<b>34%</b>	57%	<b>58%</b>	55%	<b>41%</b>	50%	62%	46%	<b>64%</b>	52%	53%	57%	59%	54%	57%
<b>Neutral</b>	23%		21%		14%		26%	19%	29%	21%	27%	<b>28%</b>	23%	<b>14%</b>	24%	23%
<b>More likely</b>	19%	<b>28%</b>	20%	17%	26%	<b>29%</b>	22%	16%	22%	<b>13%</b>	18%	17%	17%	<b>25%</b>	20%	17%
<b>A lot less likely</b>	33%		38%	33%	24%		31%	36%	32%	27%	35%	20%	29%	35%	44%	31%
<b>Less likely</b>	22%	13%	19%	25%	31%	10%	14%	31%	20%	29%	32%	23%	22%	14%	22%	22%
<b>Neutral</b>	23%	27%	21%	23%	14%	30%	26%	19%	29%	21%	27%	28%	23%	14%	24%	23%
<b>More likely</b>	10%	13%	13%	9%	17%	17%	11%	8%	11%	7%	12%	11%	7%	13%	10%	11%
<b>A lot more likely</b>	8%	15%	7%	8%	9%	12%	11%	9%	10%	6%	6%	5%	10%	12%	10%	6%
<b>No response</b>	3%	12%	1%	2%	5%	0%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%
Chi2:	-	05			05						-				-	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	2.37	<b>2.86</b>	2.31	2.33	2.54	<b>2.69</b>	2.46	2.30	2.58	<b>2.18</b>	2.50	2.39	2.33	2.32	2.45	2.31
Standard Deviation:	1.28	1.39	1.31	1.24	1.31	1.38	1.38	1.25	1.30	1.19	1.13	1.19	1.31	1.47	1.32	1.24

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL3												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Disagree (1-3)</b>	10%	<b>39%</b>	10%	<b>4%</b>	<b>8%</b>	9%	<b>17%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	9%	13%
		++++		----	--		+++	++++	---	----		
<b>Neutral (4)</b>	9%	<b>15%</b>	<b>17%</b>	<b>6%</b>	7%	<b>4%</b>	<b>19%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	10%	6%
		++	+++	----	--		++++	---	++++	----		
<b>Agree (5-7)</b>	80%	<b>45%</b>	<b>72%</b>	<b>89%</b>	<b>84%</b>	<b>86%</b>	<b>64%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	80%	80%
		----	--	++++	+++	++	----	----	----	++++		
<b>1 - Strongly disagree</b>	5%	23%	2%	2%	5%	3%	7%	47%	0%	0%	4%	6%
<b>2</b>	2%	10%	3%	1%	2%	3%	3%	24%	0%	0%	3%	2%
<b>3</b>	3%	6%	5%	2%	2%	4%	6%	29%	0%	0%	2%	5%
<b>4 - Neutral</b>	9%	15%	17%	6%	7%	4%	19%	0%	100%	0%	10%	6%
<b>5</b>	20%	21%	27%	18%	15%	31%	20%	0%	0%	25%	18%	26%
<b>6</b>	22%	12%	24%	23%	23%	23%	19%	0%	0%	27%	21%	25%
<b>7 - Strongly agree</b>	39%	13%	21%	48%	46%	33%	24%	0%	0%	49%	41%	29%
<b>No response</b>	1%	1%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%
Chi2:	-	001			001			(001)			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.60	<b>3.89</b>	<b>5.21</b>	<b>6.02</b>	<b>5.82</b>	5.56	<b>4.98</b>	<b>1.82</b>	<b>4.00</b>	<b>6.24</b>	5.64	5.38
Standard Deviation:	1.62	2.10	1.44	1.27	1.57	1.47	1.76	0.86	0.00	0.82	1.62	1.63

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	Education			Household income					Age group			Gender			
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL3																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Disagree (1-3)</b>	10%	12%	<b>14%</b>	<b>8%</b>	15%	11%	10%	7%	5%	12%	8%	9%	10%	14%	<b>15%</b>	<b>6%</b>
<b>Neutral (4)</b>	9%	<b>17%</b>	12%	<b>6%</b>	<b>17%</b>	10%	6%	7%	11%	<b>5%</b>	3%	7%	7%	<b>17%</b>	7%	11%
<b>Agree (5-7)</b>	80%	<b>67%</b>	<b>73%</b>	<b>85%</b>	<b>68%</b>	77%	83%	87%	82%	83%	88%	84%	82%	<b>66%</b>	78%	83%
<b>1 - Strongly disagree</b>	5%	7%	7%	3%	10%	7%	4%	4%	2%	5%	6%	3%	4%	8%	7%	3%
<b>2</b>	2%	2%	6%	1%	5%	1%	3%	1%	0%	3%	0%	2%	3%	3%	3%	1%
<b>3</b>	3%	3%	1%	3%	0%	4%	3%	2%	2%	4%	3%	3%	3%	2%	5%	1%
<b>4 - Neutral</b>	9%	17%	12%	6%	17%	10%	6%	7%	11%	5%	3%	7%	7%	17%	7%	11%
<b>5</b>	20%	19%	20%	20%	14%	21%	20%	13%	26%	23%	39%	19%	14%	12%	20%	19%
<b>6</b>	22%	19%	16%	24%	26%	19%	22%	21%	21%	25%	29%	26%	19%	17%	21%	22%
<b>7 - Strongly agree</b>	39%	29%	37%	41%	28%	37%	40%	53%	34%	35%	20%	38%	49%	37%	36%	41%
<b>No response</b>	1%	4%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	0%	3%	0%	1%
Chi2:	-	01			-						01				001	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.60	5.20	<b>5.29</b>	<b>5.76</b>	5.10	5.46	5.66	<b>5.98</b>	5.66	5.53	5.38	5.71	<b>5.80</b>	<b>5.26</b>	<b>5.41</b>	<b>5.77</b>
Standard Deviation:	1.62	1.77	1.85	1.49	1.91	1.72	1.60	1.51	1.34	1.64	1.42	1.48	1.62	1.90	1.78	1.44



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THE EVOLUTION OF PANEL RESEARCH

by

**BeautifulCity.ca  
Billboard Tax Survey  
Data Tables, Weighted**

**Date:** November 27, 2009

**Target Population:** Greater Toronto Area (GTA)

**Sample:** Toronto only (n=702) (MOE: +/- 3.7; 19 times out of 20)

**Field Dates:** November 23<sup>rd</sup> to 26<sup>th</sup>

**Method:** Probit Hybrid (Telephone and Online)

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL1												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Oppose (1-3)</b>	14%	<b>100%</b>	<b>0%</b>	<b>0%</b>	14%	15%	17%	<b>55%</b>	<b>25%</b>	<b>8%</b>	15%	13%
		++++	----	----				++++	++	----		
<b>Neutral (4)</b>	14%	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>11%</b>	16%	18%	14%	<b>27%</b>	<b>12%</b>	13%	15%
		----	++++	----	---				+++	--		
<b>Support (5-7)</b>	70%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>74%</b>	69%	64%	<b>31%</b>	<b>46%</b>	<b>78%</b>	71%	69%
		----	----	++++	+++			----	----	++++		
<b>1 - Strongly oppose</b>	9%	61%	0%	0%	10%	8%	6%	43%	16%	4%	9%	7%
<b>2</b>	3%	19%	0%	0%	3%	3%	3%	7%	3%	2%	2%	4%
<b>3</b>	3%	19%	0%	0%	1%	4%	8%	5%	5%	2%	3%	3%
<b>4 - Neutral</b>	14%	0%	100%	0%	11%	16%	18%	14%	27%	12%	13%	15%
<b>5</b>	11%	0%	0%	16%	12%	6%	17%	9%	11%	12%	12%	7%
<b>6</b>	20%	0%	0%	29%	18%	28%	18%	9%	13%	23%	19%	26%
<b>7 - Strongly support</b>	39%	0%	0%	55%	44%	36%	29%	13%	22%	44%	39%	36%
<b>No response</b>	2%	0%	0%	0%	1%	0%	1%	0%	3%	2%	1%	3%
Chi2:	-	001			-			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.36	<b>1.58</b>	<b>4.00</b>	<b>6.39</b>	5.46	5.34	5.09	<b>3.17</b>	<b>4.43</b>	<b>5.73</b>	5.34	5.38
Standard Deviation:	1.90	0.80	0.00	0.75	1.95	1.87	1.77	2.28	2.07	1.58	1.92	1.84

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL1																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Oppose (1-3)</b>	14%	17%	<b>23%</b>	<b>11%</b>	<b>26%</b>	14%	13%	14%	14%	14%	12%	<b>10%</b>	<b>20%</b>	12%	<b>18%</b>	<b>11%</b>
			++++	----	++							--	+++		+++	---
<b>Neutral (4)</b>	14%	<b>27%</b>	<b>19%</b>	<b>10%</b>	22%	11%	16%	13%	13%	12%	8%	<b>19%</b>	12%	12%	12%	16%
		+++	++	----								+++				
<b>Support (5-7)</b>	70%	<b>52%</b>	<b>58%</b>	<b>77%</b>	<b>53%</b>	73%	70%	72%	71%	73%	77%	70%	65%	75%	68%	72%
		----	----	++++	---								-			
<b>1 - Strongly oppose</b>	9%	11%	14%	7%	11%	10%	10%	10%	9%	8%	6%	5%	11%	11%	12%	6%
<b>2</b>	3%	0%	5%	3%	5%	1%	2%	2%	4%	4%	3%	2%	5%	0%	3%	2%
<b>3</b>	3%	6%	4%	2%	9%	3%	2%	2%	1%	2%	3%	3%	4%	1%	3%	2%
<b>4 - Neutral</b>	14%	27%	19%	10%	22%	11%	16%	13%	13%	12%	8%	19%	12%	12%	12%	16%
<b>5</b>	11%	13%	9%	12%	11%	8%	14%	12%	12%	10%	3%	13%	11%	15%	11%	12%
<b>6</b>	20%	13%	20%	21%	6%	29%	23%	10%	21%	26%	36%	16%	21%	17%	19%	21%
<b>7 - Strongly support</b>	39%	26%	28%	45%	36%	36%	33%	50%	38%	37%	38%	41%	34%	43%	39%	39%
<b>No response</b>	2%	4%	1%	2%	0%	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%
Chi2:	-	001			-						05				05	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.36	<b>4.80</b>	<b>4.80</b>	<b>5.63</b>	4.78	5.41	5.26	5.48	5.35	5.41	5.68	5.45	<b>5.09</b>	5.44	5.21	5.49
Standard Deviation:	1.90	1.91	2.08	1.77	2.10	1.90	1.87	1.97	1.93	1.86	1.73	1.73	2.04	1.92	2.06	1.73

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL2												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Less likely</b>	55%	53%	<b>42%</b>	<b>58%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>44%</b>	46%	<b>58%</b>	57%	50%
			---	+++	++++	----	----	--		+++		
<b>Neutral</b>	23%	24%	27%	23%	<b>0%</b>	<b>100%</b>	<b>0%</b>	22%	<b>12%</b>	<b>25%</b>	22%	27%
					----	++++	----		--	++		
<b>More likely</b>	19%	22%	25%	17%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>31%</b>	<b>41%</b>	<b>15%</b>	19%	20%
			+	-	----	----	++++	+++	++++	----		
<b>A lot less likely</b>	33%	44%	27%	31%	59%	0%	0%	34%	29%	33%	35%	26%
<b>Less likely</b>	22%	9%	15%	27%	41%	0%	0%	9%	17%	25%	22%	24%
<b>Neutral</b>	23%	24%	27%	23%	0%	100%	0%	22%	12%	25%	22%	27%
<b>More likely</b>	10%	12%	14%	10%	0%	0%	56%	6%	22%	10%	10%	11%
<b>A lot more likely</b>	8%	10%	11%	8%	0%	0%	44%	25%	18%	5%	8%	9%
<b>No response</b>	3%	1%	6%	1%	0%	0%	0%	3%	1%	2%	3%	3%
Chi2:	-	-			001			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	2.37	2.34	<b>2.64</b>	2.34	<b>1.41</b>	<b>3.00</b>	<b>4.44</b>	<b>2.77</b>	<b>2.83</b>	<b>2.28</b>	2.33	2.51
Standard Deviation:	1.28	1.40	1.35	1.23	0.49	0.00	0.50	1.62	1.53	1.18	1.30	1.26

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL2																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Less likely</b>	55%	<b>34%</b>	57%	<b>58%</b>	55%	<b>41%</b>	50%	62%	46%	<b>64%</b>	52%	53%	57%	59%	54%	57%
<b>Neutral</b>	23%		21%		14%		26%	19%	29%	21%	27%	<b>28%</b>	23%	<b>14%</b>	24%	23%
<b>More likely</b>	19%	<b>28%</b>	20%	17%	26%	<b>29%</b>	22%	16%	22%	<b>13%</b>	18%	17%	17%	<b>25%</b>	20%	17%
<b>A lot less likely</b>	33%		38%	33%	24%		31%	36%	32%	27%	35%	20%	29%	35%	44%	31%
<b>Less likely</b>	22%	13%	19%	25%	31%	10%	14%	31%	20%	29%	32%	23%	22%	14%	22%	22%
<b>Neutral</b>	23%	27%	21%	23%	14%	30%	26%	19%	29%	21%	27%	28%	23%	14%	24%	23%
<b>More likely</b>	10%	13%	13%	9%	17%	17%	11%	8%	11%	7%	12%	11%	7%	13%	10%	11%
<b>A lot more likely</b>	8%	15%	7%	8%	9%	12%	11%	9%	10%	6%	6%	5%	10%	12%	10%	6%
<b>No response</b>	3%	12%	1%	2%	5%	0%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%
Chi2:	-	05			05						-				-	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	2.37	<b>2.86</b>	2.31	2.33	2.54	<b>2.69</b>	2.46	2.30	2.58	<b>2.18</b>	2.50	2.39	2.33	2.32	2.45	2.31
Standard Deviation:	1.28	1.39	1.31	1.24	1.31	1.38	1.38	1.25	1.30	1.19	1.13	1.19	1.31	1.47	1.32	1.24

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL3												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Disagree (1-3)</b>	10%	<b>39%</b>	10%	<b>4%</b>	<b>8%</b>	9%	<b>17%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	9%	13%
		++++		----	--		+++	++++	---	----		
<b>Neutral (4)</b>	9%	<b>15%</b>	<b>17%</b>	<b>6%</b>	7%	<b>4%</b>	<b>19%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	10%	6%
		++	+++	----	--		++++	---	++++	----		
<b>Agree (5-7)</b>	80%	<b>45%</b>	<b>72%</b>	<b>89%</b>	<b>84%</b>	<b>86%</b>	<b>64%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	80%	80%
		----	--	++++	+++	++	----	----	----	++++		
<b>1 - Strongly disagree</b>	5%	23%	2%	2%	5%	3%	7%	47%	0%	0%	4%	6%
<b>2</b>	2%	10%	3%	1%	2%	3%	3%	24%	0%	0%	3%	2%
<b>3</b>	3%	6%	5%	2%	2%	4%	6%	29%	0%	0%	2%	5%
<b>4 - Neutral</b>	9%	15%	17%	6%	7%	4%	19%	0%	100%	0%	10%	6%
<b>5</b>	20%	21%	27%	18%	15%	31%	20%	0%	0%	25%	18%	26%
<b>6</b>	22%	12%	24%	23%	23%	23%	19%	0%	0%	27%	21%	25%
<b>7 - Strongly agree</b>	39%	13%	21%	48%	46%	33%	24%	0%	0%	49%	41%	29%
<b>No response</b>	1%	1%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%
Chi2:	-	001			001			(001)			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.60	<b>3.89</b>	<b>5.21</b>	<b>6.02</b>	<b>5.82</b>	5.56	<b>4.98</b>	<b>1.82</b>	<b>4.00</b>	<b>6.24</b>	5.64	5.38
Standard Deviation:	1.62	2.10	1.44	1.27	1.57	1.47	1.76	0.86	0.00	0.82	1.62	1.63

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	Education			Household income					Age group			Gender			
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL3																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Disagree (1-3)</b>	10%	12%	<b>14%</b>	<b>8%</b>	15%	11%	10%	7%	5%	12%	8%	9%	10%	14%	<b>15%</b>	<b>6%</b>
<b>Neutral (4)</b>	9%	<b>17%</b>	12%	<b>6%</b>	<b>17%</b>	10%	6%	7%	11%	<b>5%</b>	3%	7%	7%	<b>17%</b>	7%	11%
<b>Agree (5-7)</b>	80%	<b>67%</b>	<b>73%</b>	<b>85%</b>	<b>68%</b>	77%	83%	87%	82%	83%	88%	84%	82%	<b>66%</b>	78%	83%
<b>1 - Strongly disagree</b>	5%	7%	7%	3%	10%	7%	4%	4%	2%	5%	6%	3%	4%	8%	7%	3%
<b>2</b>	2%	2%	6%	1%	5%	1%	3%	1%	0%	3%	0%	2%	3%	3%	3%	1%
<b>3</b>	3%	3%	1%	3%	0%	4%	3%	2%	2%	4%	3%	3%	3%	2%	5%	1%
<b>4 - Neutral</b>	9%	17%	12%	6%	17%	10%	6%	7%	11%	5%	3%	7%	7%	17%	7%	11%
<b>5</b>	20%	19%	20%	20%	14%	21%	20%	13%	26%	23%	39%	19%	14%	12%	20%	19%
<b>6</b>	22%	19%	16%	24%	26%	19%	22%	21%	21%	25%	29%	26%	19%	17%	21%	22%
<b>7 - Strongly agree</b>	39%	29%	37%	41%	28%	37%	40%	53%	34%	35%	20%	38%	49%	37%	36%	41%
<b>No response</b>	1%	4%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	0%	3%	0%	1%
Chi2:	-	01			-						01				001	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.60	5.20	<b>5.29</b>	<b>5.76</b>	5.10	5.46	5.66	<b>5.98</b>	5.66	5.53	5.38	5.71	<b>5.80</b>	<b>5.26</b>	<b>5.41</b>	<b>5.77</b>
Standard Deviation:	1.62	1.77	1.85	1.49	1.91	1.72	1.60	1.51	1.34	1.64	1.42	1.48	1.62	1.90	1.78	1.44



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THE EVOLUTION OF PANEL RESEARCH

by



**BeautifulCity.ca  
Billboard Tax Survey  
Data Tables, Weighted**

**Date:** November 27, 2009

**Target Population:** Greater Toronto Area (GTA)

**Sample:** Toronto only (n=702) (MOE: +/- 3.7; 19 times out of 20)

**Field Dates:** November 23<sup>rd</sup> to 26<sup>th</sup>

**Method:** Probit Hybrid (Telephone and Online)

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL1												
<b>BASE: All respondents</b>												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Oppose (1-3)</b>	14%	<b>100%</b>	<b>0%</b>	<b>0%</b>	14%	15%	17%	<b>55%</b>	<b>25%</b>	<b>8%</b>	15%	13%
		++++	----	----				++++	++	----		
<b>Neutral (4)</b>	14%	<b>0%</b>	<b>100%</b>	<b>0%</b>	<b>11%</b>	16%	18%	14%	<b>27%</b>	<b>12%</b>	13%	15%
		----	++++	----	---				+++	--		
<b>Support (5-7)</b>	70%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>74%</b>	69%	64%	<b>31%</b>	<b>46%</b>	<b>78%</b>	71%	69%
		----	----	++++	+++			----	----	++++		
<b>1 - Strongly oppose</b>	9%	61%	0%	0%	10%	8%	6%	43%	16%	4%	9%	7%
<b>2</b>	3%	19%	0%	0%	3%	3%	3%	7%	3%	2%	2%	4%
<b>3</b>	3%	19%	0%	0%	1%	4%	8%	5%	5%	2%	3%	3%
<b>4 - Neutral</b>	14%	0%	100%	0%	11%	16%	18%	14%	27%	12%	13%	15%
<b>5</b>	11%	0%	0%	16%	12%	6%	17%	9%	11%	12%	12%	7%
<b>6</b>	20%	0%	0%	29%	18%	28%	18%	9%	13%	23%	19%	26%
<b>7 - Strongly support</b>	39%	0%	0%	55%	44%	36%	29%	13%	22%	44%	39%	36%
<b>No response</b>	2%	0%	0%	0%	1%	0%	1%	0%	3%	2%	1%	3%
Chi2:	-	001			-			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.36	<b>1.58</b>	<b>4.00</b>	<b>6.39</b>	5.46	5.34	5.09	<b>3.17</b>	<b>4.43</b>	<b>5.73</b>	5.34	5.38
Standard Deviation:	1.90	0.80	0.00	0.75	1.95	1.87	1.77	2.28	2.07	1.58	1.92	1.84

By December 1st, Toronto city councillors will vote on a billboard tax to fund art in public spaces. The tax being considered would be charged to billboard advertising companies. Revenue will be used to fund the enforcement of billboard bylaws as well as investments in art in public spaces and other initiatives to beautify the city (e.g., festivals, public art, murals).

**How strongly do you support or oppose this billboard tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL1																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Oppose (1-3)</b>	14%	17%	<b>23%</b>	<b>11%</b>	<b>26%</b>	14%	13%	14%	14%	14%	12%	<b>10%</b>	<b>20%</b>	12%	<b>18%</b>	<b>11%</b>
			++++	----	++							--	+++		+++	---
<b>Neutral (4)</b>	14%	<b>27%</b>	<b>19%</b>	<b>10%</b>	22%	11%	16%	13%	13%	12%	8%	<b>19%</b>	12%	12%	12%	16%
		+++	++	----								+++				
<b>Support (5-7)</b>	70%	<b>52%</b>	<b>58%</b>	<b>77%</b>	<b>53%</b>	73%	70%	72%	71%	73%	77%	70%	65%	75%	68%	72%
		----	----	+++++	---								-			
<b>1 - Strongly oppose</b>	9%	11%	14%	7%	11%	10%	10%	10%	9%	8%	6%	5%	11%	11%	12%	6%
<b>2</b>	3%	0%	5%	3%	5%	1%	2%	2%	4%	4%	3%	2%	5%	0%	3%	2%
<b>3</b>	3%	6%	4%	2%	9%	3%	2%	2%	1%	2%	3%	3%	4%	1%	3%	2%
<b>4 - Neutral</b>	14%	27%	19%	10%	22%	11%	16%	13%	13%	12%	8%	19%	12%	12%	12%	16%
<b>5</b>	11%	13%	9%	12%	11%	8%	14%	12%	12%	10%	3%	13%	11%	15%	11%	12%
<b>6</b>	20%	13%	20%	21%	6%	29%	23%	10%	21%	26%	36%	16%	21%	17%	19%	21%
<b>7 - Strongly support</b>	39%	26%	28%	45%	36%	36%	33%	50%	38%	37%	38%	41%	34%	43%	39%	39%
<b>No response</b>	2%	4%	1%	2%	0%	1%	1%	1%	2%	1%	3%	1%	2%	1%	2%	2%
Chi2:	-	001			-						05				05	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.36	<b>4.80</b>	<b>4.80</b>	<b>5.63</b>	4.78	5.41	5.26	5.48	5.35	5.41	5.68	5.45	<b>5.09</b>	5.44	5.21	5.49
Standard Deviation:	1.90	1.91	2.08	1.77	2.10	1.90	1.87	1.97	1.93	1.86	1.73	1.73	2.04	1.92	2.06	1.73

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL2 BASE: All respondents												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Less likely</b>	55%	53%	<b>42%</b>	<b>58%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	<b>44%</b>	46%	<b>58%</b>	57%	50%
			---	+++	++++	----	----	--		+++		
<b>Neutral</b>	23%	24%	27%	23%	<b>0%</b>	<b>100%</b>	<b>0%</b>	22%	<b>12%</b>	<b>25%</b>	22%	27%
					----	++++	----		--	++		
<b>More likely</b>	19%	22%	25%	17%	<b>0%</b>	<b>0%</b>	<b>100%</b>	<b>31%</b>	<b>41%</b>	<b>15%</b>	19%	20%
			+	-	----	----	++++	+++	++++	----		
<b>A lot less likely</b>	33%	44%	27%	31%	59%	0%	0%	34%	29%	33%	35%	26%
<b>Less likely</b>	22%	9%	15%	27%	41%	0%	0%	9%	17%	25%	22%	24%
<b>Neutral</b>	23%	24%	27%	23%	0%	100%	0%	22%	12%	25%	22%	27%
<b>More likely</b>	10%	12%	14%	10%	0%	0%	56%	6%	22%	10%	10%	11%
<b>A lot more likely</b>	8%	10%	11%	8%	0%	0%	44%	25%	18%	5%	8%	9%
<b>No response</b>	3%	1%	6%	1%	0%	0%	0%	3%	1%	2%	3%	3%
Chi2:	-	-			001			001			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	2.37	2.34	<b>2.64</b>	2.34	<b>1.41</b>	<b>3.00</b>	<b>4.44</b>	<b>2.77</b>	<b>2.83</b>	<b>2.28</b>	2.33	2.51
Standard Deviation:	1.28	1.40	1.35	1.23	0.49	0.00	0.50	1.62	1.53	1.18	1.30	1.26

The proposal before Toronto city council specifically targets the tax revenue to be invested in art in public spaces and other measures to beautify Toronto.

**If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?**

	Total	Education			Household income						Age group			Gender		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL2																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Less likely</b>	55%	<b>34%</b>	57%	<b>58%</b>	55%	<b>41%</b>	50%	62%	46%	<b>64%</b>	52%	53%	57%	59%	54%	57%
<b>Neutral</b>	23%		21%		14%		26%	19%	29%	21%	27%	<b>28%</b>	23%	<b>14%</b>	24%	23%
<b>More likely</b>	19%	<b>28%</b>	20%	17%	26%	<b>29%</b>	22%	16%	22%	<b>13%</b>	18%	17%	17%	<b>25%</b>	20%	17%
<b>A lot less likely</b>	33%		38%	33%	24%		31%	36%	32%	27%	35%	20%	29%	35%	44%	31%
<b>Less likely</b>	22%	13%	19%	25%	31%	10%	14%	31%	20%	29%	32%	23%	22%	14%	22%	22%
<b>Neutral</b>	23%	27%	21%	23%	14%	30%	26%	19%	29%	21%	27%	28%	23%	14%	24%	23%
<b>More likely</b>	10%	13%	13%	9%	17%	17%	11%	8%	11%	7%	12%	11%	7%	13%	10%	11%
<b>A lot more likely</b>	8%	15%	7%	8%	9%	12%	11%	9%	10%	6%	6%	5%	10%	12%	10%	6%
<b>No response</b>	3%	12%	1%	2%	5%	0%	2%	2%	3%	2%	3%	3%	2%	3%	2%	3%
Chi2:	-	05			05						-				-	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	2.37	<b>2.86</b>	2.31	2.33	2.54	<b>2.69</b>	2.46	2.30	2.58	<b>2.18</b>	2.50	2.39	2.33	2.32	2.45	2.31
Standard Deviation:	1.28	1.39	1.31	1.24	1.31	1.38	1.38	1.25	1.30	1.19	1.13	1.19	1.31	1.47	1.32	1.24

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	QBILL1: Do you support or oppose this billboard tax?			QBILL2: More or less likely to support the tax?			QBILL3: Making Toronto a more attractive destination			MAY1: Vote in the 2006 election?	
		Oppose (1-3)	Neutral (4)	Support (5-7)	Less likely	Neutral	More likely	Disagree (1-3)	Neutral (4)	Agree (5-7)	Yes	No
QBILL3 BASE: All respondents												
Unweighted Total:	709	106	102	490	396	171	125	74	59	571	567	130
<b>Disagree (1-3)</b>	10%	<b>39%</b>	10%	<b>4%</b>	<b>8%</b>	9%	<b>17%</b>	<b>100%</b>	<b>0%</b>	<b>0%</b>	9%	13%
		++++		----	--		+++	++++	---	----		
<b>Neutral (4)</b>	9%	<b>15%</b>	<b>17%</b>	<b>6%</b>	7%	<b>4%</b>	<b>19%</b>	<b>0%</b>	<b>100%</b>	<b>0%</b>	10%	6%
		++	+++	----	--		++++	---	++++	----		
<b>Agree (5-7)</b>	80%	<b>45%</b>	<b>72%</b>	<b>89%</b>	<b>84%</b>	<b>86%</b>	<b>64%</b>	<b>0%</b>	<b>0%</b>	<b>100%</b>	80%	80%
		----	--	++++	+++	++	----	----	----	++++		
<b>1 - Strongly disagree</b>	5%	23%	2%	2%	5%	3%	7%	47%	0%	0%	4%	6%
<b>2</b>	2%	10%	3%	1%	2%	3%	3%	24%	0%	0%	3%	2%
<b>3</b>	3%	6%	5%	2%	2%	4%	6%	29%	0%	0%	2%	5%
<b>4 - Neutral</b>	9%	15%	17%	6%	7%	4%	19%	0%	100%	0%	10%	6%
<b>5</b>	20%	21%	27%	18%	15%	31%	20%	0%	0%	25%	18%	26%
<b>6</b>	22%	12%	24%	23%	23%	23%	19%	0%	0%	27%	21%	25%
<b>7 - Strongly agree</b>	39%	13%	21%	48%	46%	33%	24%	0%	0%	49%	41%	29%
<b>No response</b>	1%	1%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%
Chi2:	-	001			001			(001)			-	
Std Error Around 50%:	3.68	9.52	9.70	4.43	4.92	7.49	8.77	11.39	12.76	4.10	4.12	8.60
Mean:	5.60	<b>3.89</b>	<b>5.21</b>	<b>6.02</b>	<b>5.82</b>	5.56	<b>4.98</b>	<b>1.82</b>	<b>4.00</b>	<b>6.24</b>	5.64	5.38
Standard Deviation:	1.62	2.10	1.44	1.27	1.57	1.47	1.76	0.86	0.00	0.82	1.62	1.63

To what extent do you agree or disagree with the following statement?  
**Government investment in arts in public spaces and other forms of city beautification improve the local economy by, for example, making Toronto a more attractive tourist destination or encouraging residents to go out more often.**

	Total	Education			Household income					Age group			Gender			
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female
QBILL3																
<b>BASE: All respondents</b>																
Unweighted Total:	709	63	162	483	46	81	101	94	74	206	34	266	256	124	353	356
<b>Disagree (1-3)</b>	10%	12%	<b>14%</b>	<b>8%</b>	15%	11%	10%	7%	5%	12%	8%	9%	10%	14%	<b>15%</b>	<b>6%</b>
<b>Neutral (4)</b>	9%	<b>17%</b>	12%	<b>6%</b>	<b>17%</b>	10%	6%	7%	11%	<b>5%</b>	3%	7%	7%	<b>17%</b>	7%	11%
<b>Agree (5-7)</b>	80%	<b>67%</b>	<b>73%</b>	<b>85%</b>	<b>68%</b>	77%	83%	87%	82%	83%	88%	84%	82%	<b>66%</b>	78%	83%
<b>1 - Strongly disagree</b>	5%	7%	7%	3%	10%	7%	4%	4%	2%	5%	6%	3%	4%	8%	7%	3%
<b>2</b>	2%	2%	6%	1%	5%	1%	3%	1%	0%	3%	0%	2%	3%	3%	3%	1%
<b>3</b>	3%	3%	1%	3%	0%	4%	3%	2%	2%	4%	3%	3%	3%	2%	5%	1%
<b>4 - Neutral</b>	9%	17%	12%	6%	17%	10%	6%	7%	11%	5%	3%	7%	7%	17%	7%	11%
<b>5</b>	20%	19%	20%	20%	14%	21%	20%	13%	26%	23%	39%	19%	14%	12%	20%	19%
<b>6</b>	22%	19%	16%	24%	26%	19%	22%	21%	21%	25%	29%	26%	19%	17%	21%	22%
<b>7 - Strongly agree</b>	39%	29%	37%	41%	28%	37%	40%	53%	34%	35%	20%	38%	49%	37%	36%	41%
<b>No response</b>	1%	4%	1%	1%	0%	1%	1%	0%	2%	1%	0%	0%	0%	3%	0%	1%
Chi2:	-	01			-						01				001	
Std Error Around 50%:	3.68	12.35	7.70	4.46	14.45	10.89	9.75	10.11	11.39	6.83	16.81	6.01	6.12	8.80	5.22	5.19
Mean:	5.60	5.20	<b>5.29</b>	<b>5.76</b>	5.10	5.46	5.66	<b>5.98</b>	5.66	5.53	5.38	5.71	<b>5.80</b>	<b>5.26</b>	<b>5.41</b>	<b>5.77</b>
Standard Deviation:	1.62	1.77	1.85	1.49	1.91	1.72	1.60	1.51	1.34	1.64	1.42	1.48	1.62	1.90	1.78	1.44