



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: n=1,202 (MOE: +/- 2.8; 19 times out of 20)

Field Dates: November 23rd to 26th

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												
BASE: All respondents												
Unweighted Total:	1202	205	214	761	671	281	215	132	120	940	654	515
Oppose (1-3)	17%	100%	0%	0%	17%	16%	18%	55%	28%	10%	16%	17%
		++++	----	----				++++	++++	----		
Neutral (4)	19%	0%	100%	0%	13%	25%	25%	20%	40%	16%	15%	22%
		----	++++	----	----	+++	++		++++	----	---	+++
Support (5-7)	62%	0%	0%	100%	68%	58%	56%	25%	28%	73%	67%	59%
		----	----	++++	++++		-	----	----	++++	+++	--
1 - Strongly oppose	10%	57%	0%	0%	11%	10%	5%	41%	18%	4%	10%	9%
2	4%	25%	0%	0%	3%	4%	7%	10%	6%	3%	4%	5%
3	3%	19%	0%	0%	3%	2%	6%	4%	4%	3%	3%	3%
4 - Neutral	19%	0%	100%	0%	13%	25%	25%	20%	40%	16%	15%	22%
5	13%	0%	0%	20%	12%	11%	16%	13%	6%	13%	13%	12%
6	16%	0%	0%	26%	16%	20%	14%	6%	6%	19%	17%	15%
7 - Strongly support	34%	0%	0%	54%	40%	27%	26%	6%	16%	40%	36%	32%
No response	2%	0%	0%	0%	2%	1%	0%	0%	4%	2%	2%	2%
Chi2:	-	001			001			001			01	
Std Error Around 50%:	2.83	6.84	6.70	3.55	3.78	5.85	6.68	8.53	8.95	3.20	3.83	4.32
Mean:	5.07	1.62	4.00	6.34	5.23	4.94	4.88	2.98	3.96	5.53	5.19	5.00
Standard Deviation:	1.95	0.78	0.00	0.79	2.03	1.90	1.77	2.01	1.96	1.66	1.95	1.93

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		Toronto vs. Outer GTA		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female	Tor	O-GTA
QBILL1																		
BASE: All respondents																		
Unweighted Total:	1202	123	300	776	63	117	164	162	138	379	50	457	456	193	613	589	709	493
Oppose (1-3)	17%	18%	21%	15%	18%	17%	15%	19%	13%	18%	12%	15%	20%	16%	21%	14%	14%	19%
			++	--									++		+++	---	--	++
Neutral (4)	19%	26%	27%	14%	28%	15%	20%	18%	22%	16%	13%	20%	19%	20%	16%	22%	14%	23%
		++	++++	----	++										--	++	----	++++
Support (5-7)	62%	54%	50%	69%	53%	65%	64%	61%	63%	64%	73%	63%	59%	61%	62%	62%	70%	55%
		--	----	++++							+		-				++++	----
1 - Strongly oppose	10%	11%	12%	8%	9%	9%	8%	9%	7%	11%	6%	7%	11%	13%	13%	6%	9%	10%
2	4%	3%	7%	3%	3%	6%	5%	5%	3%	4%	4%	4%	5%	2%	4%	4%	3%	5%
3	3%	4%	3%	3%	6%	2%	3%	5%	2%	4%	1%	4%	4%	2%	3%	3%	3%	4%
4 - Neutral	19%	26%	27%	14%	28%	15%	20%	18%	22%	16%	13%	20%	19%	20%	16%	22%	14%	23%
5	13%	14%	10%	13%	10%	13%	11%	12%	15%	12%	10%	15%	11%	12%	12%	13%	11%	14%
6	16%	8%	15%	18%	6%	19%	19%	13%	12%	21%	32%	14%	15%	12%	15%	17%	20%	12%
7 - Strongly support	34%	32%	25%	38%	37%	33%	33%	37%	36%	32%	31%	34%	33%	37%	35%	32%	39%	29%
No response	2%	3%	2%	2%	1%	2%	1%	2%	2%	1%	1%	1%	2%	3%	1%	3%	2%	2%
Chi2:	-	001			-						1				01		001	
Std Error Around 50%:	2.83	8.84	5.66	3.52	12.35	9.06	7.65	7.70	8.34	5.03	13.86	4.58	4.59	7.05	3.96	4.04	3.68	4.41
Mean:	5.07	4.86	4.66	5.30	4.95	5.11	5.16	5.09	5.19	5.07	5.40	5.11	4.95	5.06	4.98	5.16	5.36	4.83
Standard Deviation:	1.95	1.96	1.99	1.89	1.95	1.96	1.87	1.98	1.85	1.98	1.76	1.86	2.02	2.05	2.09	1.80	1.90	1.96

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:	1202	205	214	761	671	281	215	132	120	940	654	515
Less likely (a lot + somewhat)	56%	57%	38%	61%	100%	0%	0%	49%	41%	59%	56%	55%
Neutral	23%	22%	30%	22%	0%	100%	0%	25%	26%	23%	21%	25%
More likely (a lot + somewhat)	18%	19%	24%	16%	0%	0%	100%	23%	24%	17%	20%	17%
A lot less likely	33%	45%	21%	33%	59%	0%	0%	35%	24%	34%	35%	32%
Somewhat less likely	23%	12%	17%	28%	41%	0%	0%	14%	17%	25%	21%	23%
Neutral	23%	22%	30%	22%	0%	100%	0%	25%	26%	23%	21%	25%
Somewhat more likely	11%	12%	17%	9%	0%	0%	61%	9%	11%	11%	11%	12%
A lot more likely	7%	8%	7%	7%	0%	0%	39%	14%	13%	5%	9%	5%
No response	3%	1%	8%	1%	0%	0%	0%	3%	9%	2%	3%	3%
Chi2:	-	001			001			01			-	
Std Error Around 50%:	2.83	6.84	6.70	3.55	3.78	5.85	6.68	8.53	8.95	3.20	3.83	4.32
Mean:	2.35	2.24	2.71	2.29	1.41	3.00	4.39	2.51	2.70	2.28	2.37	2.33
Standard Deviation:	1.25	1.35	1.22	1.22	0.49	0.00	0.49	1.43	1.36	1.20	1.32	1.21

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		Toronto vs. Outer GTA	
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female	Tor	O-GTA
QBILL2																		
BASE: All respondents																		
Unweighted Total:	1202	123	300	776	63	117	164	162	138	379	50	457	456	193	613	589	709	493
Less likely (a lot + somewhat)	56%	51%	50%	59%	50%	46%	53%	58%	49%	60%	54%	51%	58%	62%	56%	55%	55%	56%
			--	+++		--			-	+		--		++				
Neutral	23%	22%	24%	23%	17%	28%	22%	23%	30%	22%	32%	27%	22%	15%	23%	23%	23%	23%
			+++	--	++	+			++		+	++		---				
More likely (a lot + somewhat)	18%	19%	23%	16%	28%	24%	21%	18%	20%	15%	12%	19%	18%	19%	18%	18%	19%	17%
A lot less likely	33%	31%	32%	34%	22%	33%	27%	35%	34%	34%	19%	28%	37%	45%	36%	30%	33%	33%
Somewhat less likely	23%	20%	18%	25%	28%	13%	26%	23%	15%	26%	35%	23%	21%	17%	20%	25%	22%	23%
Neutral	23%	22%	24%	23%	17%	28%	22%	23%	30%	22%	32%	27%	22%	15%	23%	23%	23%	23%
Somewhat more likely	11%	10%	16%	9%	15%	17%	12%	10%	9%	9%	9%	13%	10%	10%	10%	12%	10%	11%
A lot more likely	7%	9%	7%	7%	12%	7%	9%	7%	10%	6%	3%	6%	7%	9%	8%	6%	8%	6%
No response	3%	8%	3%	2%	5%	2%	4%	2%	1%	3%	1%	3%	3%	4%	2%	3%	3%	3%
Chi2:	-	05			05						01				-		-	
Std Error Around 50%:	2.83	8.84	5.66	3.52	12.35	9.06	7.65	7.70	8.34	5.03	13.86	4.58	4.59	7.05	3.96	4.04	3.68	4.41
Mean:	2.35	2.41	2.47	2.28	2.66	2.51	2.48	2.31	2.46	2.25	2.42	2.44	2.28	2.18	2.32	2.37	2.37	2.32
Standard Deviation:	1.25	1.32	1.29	1.22	1.35	1.31	1.29	1.26	1.33	1.20	1.00	1.22	1.28	1.36	1.29	1.22	1.28	1.23

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:	1202	205	214	761	671	281	215	132	120	940	654	515
Disagree (1-3)	11%	35%	11%	4%	10%	12%	14%	100%	0%	0%	10%	11%
		++++		----				++++	----	----		
Neutral (4)	11%	18%	24%	5%	8%	12%	15%	0%	100%	0%	12%	10%
		++++	++++	----	----		++	----	++++	----		
Agree (5-7)	77%	46%	65%	90%	82%	76%	71%	0%	0%	100%	77%	78%
		----	----	++++	++++		--	----	----	++++		
1 - Strongly disagree	4%	19%	2%	1%	4%	4%	3%	38%	0%	0%	4%	4%
2	4%	10%	5%	2%	3%	4%	5%	33%	0%	0%	3%	4%
3	3%	7%	4%	2%	2%	3%	6%	29%	0%	0%	2%	4%
4 - Neutral	11%	18%	24%	5%	8%	12%	15%	0%	100%	0%	12%	10%
5	18%	18%	19%	17%	15%	23%	21%	0%	0%	23%	18%	18%
6	23%	16%	28%	24%	23%	27%	23%	0%	0%	30%	20%	26%
7 - Strongly agree	36%	12%	17%	49%	44%	26%	27%	0%	0%	47%	40%	33%
No response	1%	0%	1%	1%	1%	0%	1%	0%	0%	0%	1%	1%
Chi2:	-	001			01			001			-	
Std Error Around 50%:	2.83	6.84	6.70	3.55	3.78	5.85	6.68	8.53	8.95	3.20	3.83	4.32
Mean:	5.52	4.04	5.07	6.05	5.73	5.31	5.23	1.90	4.00	6.24	5.56	5.49
Standard Deviation:	1.63	2.02	1.47	1.24	1.62	1.60	1.63	0.82	0.00	0.80	1.65	1.61

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		Toronto vs. Outer GTA		
		HS	Coll	Univ	<20K	20-39	40-59	60-79	80-99	100K+	<25	25-44	45-64	65+	Male	Female	Tor	O-GTA
QBILL3																		
BASE: All respondents																		
Unweighted Total:	1202	123	300	776	63	117	164	162	138	379	50	457	456	193	613	589	709	493
Disagree (1-3)	11%	10%	11%	11%	15%	13%	10%	9%	13%	9%	8%	12%	9%	16%	14%	8%	10%	12%
Neutral (4)	11%	21%	16%	7%	22%	10%	12%	10%	10%	6%	11%	9%	11%	16%	11%	12%	9%	13%
Agree (5-7)	77%	66%	72%	82%	61%	75%	78%	80%	76%	84%	82%	79%	80%	66%	75%	79%	80%	74%
1 - Strongly disagree	4%	5%	5%	4%	8%	8%	3%	3%	3%	4%	3%	3%	3%	9%	7%	2%	5%	4%
2	4%	3%	5%	3%	8%	3%	2%	5%	7%	2%	3%	3%	4%	4%	3%	4%	2%	5%
3	3%	2%	2%	4%	0%	2%	4%	2%	4%	4%	1%	5%	2%	2%	4%	3%	3%	3%
4 - Neutral	11%	21%	16%	7%	22%	10%	12%	10%	10%	6%	11%	9%	11%	16%	11%	12%	9%	13%
5	18%	19%	18%	17%	15%	19%	14%	17%	21%	19%	27%	17%	17%	13%	18%	18%	20%	16%
6	23%	15%	24%	25%	19%	21%	21%	26%	24%	27%	27%	29%	21%	16%	23%	23%	22%	25%
7 - Strongly agree	36%	32%	30%	40%	27%	36%	43%	37%	30%	38%	27%	33%	42%	38%	35%	38%	39%	34%
No response	1%	3%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	1%	2%	0%	1%	1%	1%
Chi2:	-	001			01						05				05		05	
Std Error Around 50%:	2.83	8.84	5.66	3.52	12.35	9.06	7.65	7.70	8.34	5.03	13.86	4.58	4.59	7.05	3.96	4.04	3.68	4.41
Mean:	5.52	5.23	5.31	5.67	4.98	5.38	5.67	5.61	5.36	5.70	5.46	5.53	5.68	5.21	5.38	5.64	5.60	5.45
Standard Deviation:	1.63	1.69	1.68	1.58	1.87	1.82	1.58	1.57	1.65	1.51	1.45	1.55	1.57	1.96	1.76	1.50	1.62	1.65