



October 4, 2007

Environics conducted a telephone survey for the BCBF. The survey was conducted among a random sample of 216 residents of the City of Toronto, aged 18 years of age and older. The margin of error for a sample of this size is plus or minus 6.7 percentage points, 19 times out of 20. The survey was conducted during the period September 6-9 & 20-26, 2007.

The question format used and findings are summarized below:

Currently, there is a campaign in Toronto aimed at enhancing and protecting public space. This could include beautifying the city, funding the arts and reducing the number of billboards that violate city of Toronto bylaws (e.g., too big, no permit, too close to existing signs). Several actions have been suggested to address this, and some or all of them could be implemented.

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following mix of actions?

a) The City of Toronto should introduce a tax on billboards with revenues directed to public art through the Toronto Arts Council.

	Total Toronto	Will/Have Voted in Municipal election
Agree	65%	68%
Disagree	29%	26%
Refused/DK/NA	6%	7%

b) The City of Toronto should remove billboards that violate city bylaws and implement fines to a level that discourages future violation of city bylaws.

	Total Toronto	Will/Have Voted in Municipal election
Agree	78%	79%
Disagree	18%	17%
Refused/DK/NA	4%	4%

c) The City should work to reduce the number of billboard advertisements and corporate posters in general.

	Total Toronto	Will/Have Voted in Municipal election
Agree	68%	70%
Disagree	29%	26%
Refused/DK/NA	3%	4%