



BeautifulCity.ca

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December 2009 Billboard Tax: Survey of GTA  
City of Toronto Results



EKOS Research Associates

Top-line Report

November 2009

## METHODOLOGY

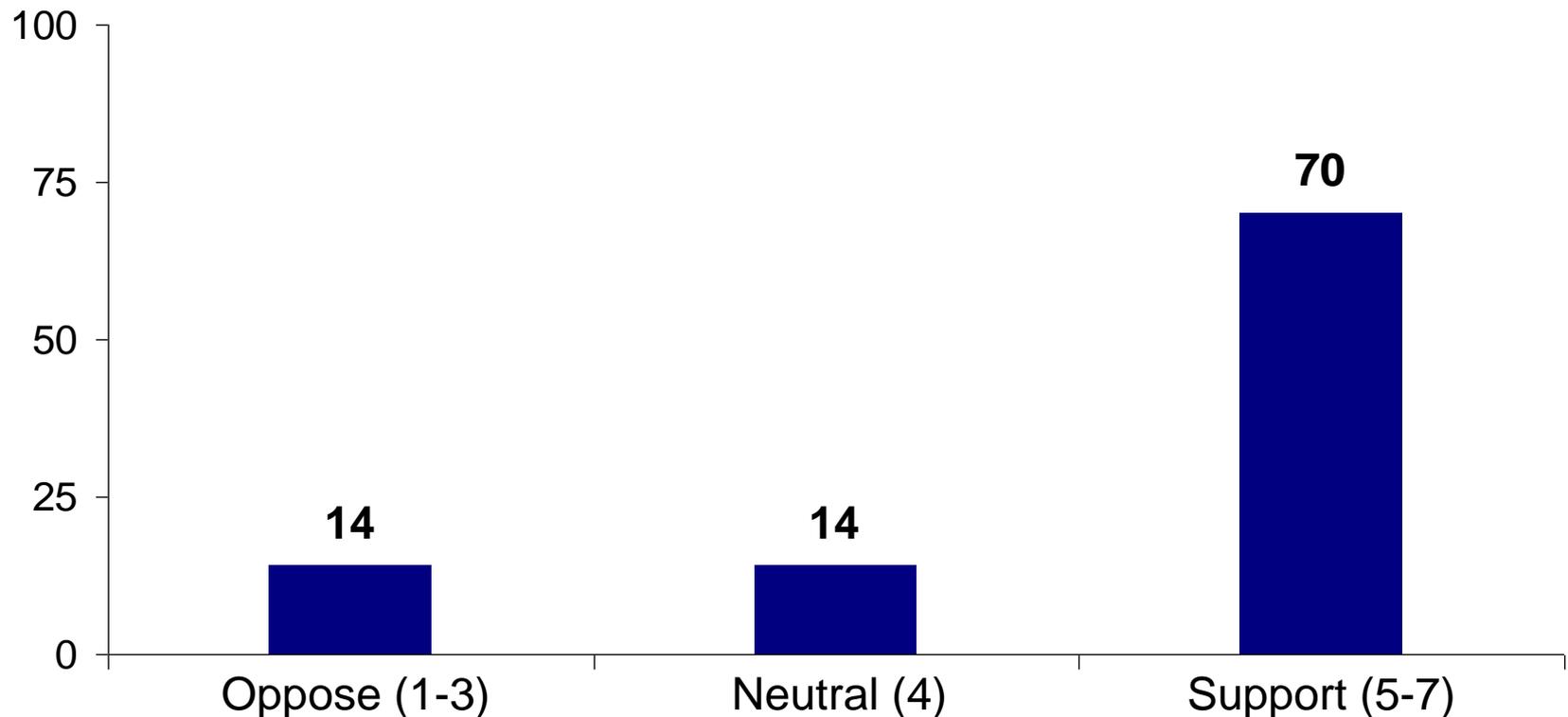
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- The results presented in this report are based on 709 interviews with Torontonians from a broader survey of 1,202 GTA residents using EKOS' innovative *Probit* telephone-online panel.
- Surveying began on November 23<sup>rd</sup> and was completed on November 26<sup>th</sup>, 2009.
- Data are weighted by region, age and gender using the most recent census data.
- Results are valid within +/- 3.7 percentage points, 19 times out of 20.

## POSITION ON BILLBOARD TAX

**Q.** 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).

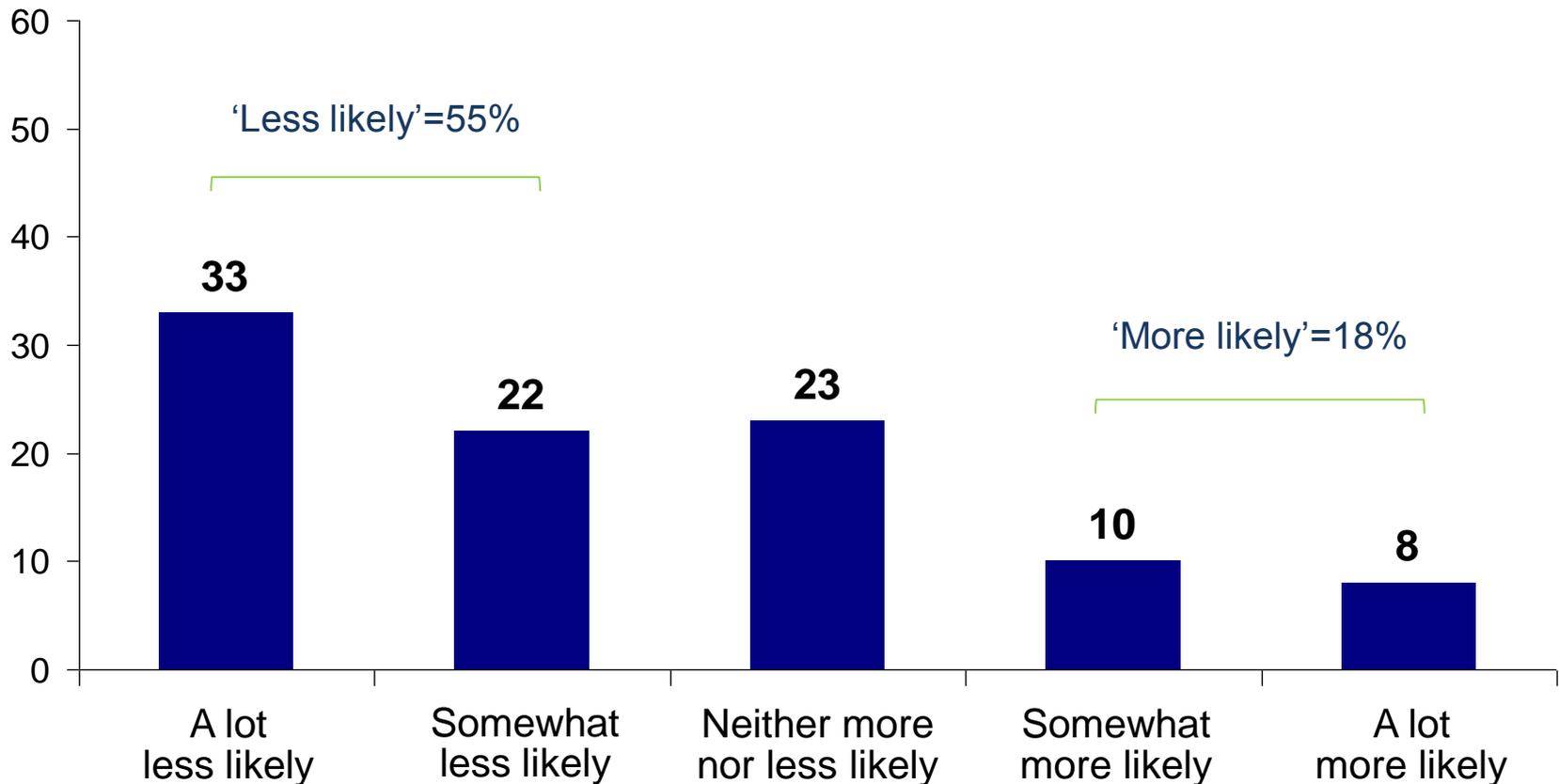
How strongly do you support or oppose this billboard tax?



## FACTOR IN LIKELIHOOD OF SUPPORT

**Q.** 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.

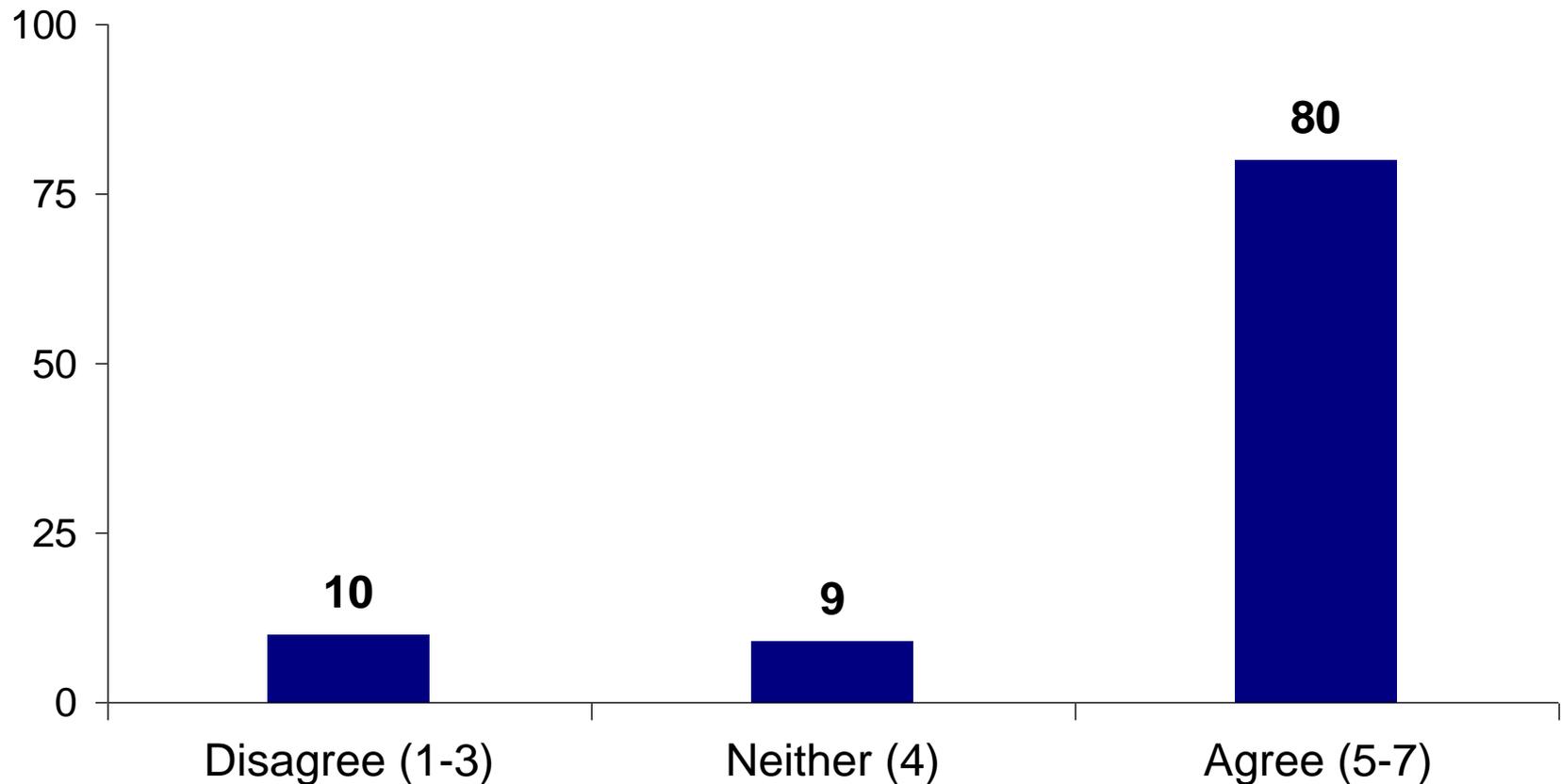
If the provision to invest billboard tax revenues in art in public spaces were dropped and went instead into general revenues to be used for any purpose, would you be more or less likely to support the tax?



## ECONOMIC IMPACT OF CITY BEAUTIFICATION

**Q.** 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.





FOR MORE INFORMATION:

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