

In general, how would you describe the current state of the Toronto region's economy today?

|                                 | Gender |      |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|--------|------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 | Total  | Male | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A      | B    | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000   | 470  | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Good (NET)                      | 265    | 167  | 97     | 90    | 81    | 93   | 25     | 20     | 50   | 111     | 42   | 17       | 71         | 89                   | 39                    | 46         |
|                                 | 27%    | 35%  | 19%    | 31%   | 24%   | 25%  | 27%    | 26%    | 25%  | 28%     | 27%  | 21%      | 28%        | 27%                  | 23%                   | 33%        |
| Excellent (5)                   | C      |      |        |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 42     | 33   | 9      | 30    | 9     | 3    | 1      | 5      | 10   | 17      | 6    | 3        | 10         | 12                   | 5                     | 14         |
|                                 | 4%     | 7%   | 2%     | 10%   | 3%    | 1%   | 1%     | 6%     | 5%   | 4%      | 4%   | 4%       | 4%         | 4%                   | 3%                    | 10%        |
| Good (4)                        | C      |      |        | EF    | F     |      | *      | *      |      |         |      | *        |            |                      |                       | XYZ        |
|                                 | 224    | 134  | 88     | 60    | 72    | 91   | 24     | 15     | 40   | 95      | 36   | 14       | 61         | 77                   | 34                    | 32         |
|                                 | 22%    | 28%  | 17%    | 21%   | 21%   | 25%  | 26%    | 20%    | 21%  | 24%     | 23%  | 17%      | 24%        | 23%                  | 20%                   | 23%        |
| Fair (3)                        | C      |      |        |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 421    | 180  | 234    | 110   | 129   | 183  | 37     | 34     | 89   | 160     | 63   | 39       | 98         | 133                  | 83                    | 55         |
|                                 | 42%    | 38%  | 46%    | 37%   | 38%   | 49%  | 40%    | 44%    | 46%  | 40%     | 40%  | 47%      | 39%        | 40%                  | 48%                   | 40%        |
| Poor (NET)                      | B      |      |        |       |       |      | DE     | *      | *    |         |      | *        |            |                      |                       |            |
|                                 | 314    | 132  | 179    | 94    | 126   | 93   | 30     | 24     | 56   | 123     | 54   | 26       | 83         | 109                  | 51                    | 38         |
|                                 | 31%    | 28%  | 35%    | 32%   | 38%   | 25%  | 33%    | 31%    | 29%  | 31%     | 34%  | 32%      | 33%        | 33%                  | 29%                   | 27%        |
| Poor (2)                        | B      |      |        |       | F     |      | *      | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 244    | 107  | 136    | 70    | 98    | 75   | 24     | 24     | 40   | 97      | 40   | 19       | 65         | 87                   | 40                    | 30         |
|                                 | 24%    | 22%  | 27%    | 24%   | 29%   | 20%  | 26%    | 31%    | 21%  | 25%     | 25%  | 23%      | 26%        | 26%                  | 23%                   | 21%        |
| Very poor (1)                   | F      |      |        |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 70     | 25   | 42     | 24    | 28    | 17   | 7      | -      | 16   | 27      | 13   | 7        | 18         | 22                   | 11                    | 9          |
|                                 | 7%     | 5%   | 8%     | 8%    | 8%    | 5%   | 7%     | -      | 8%   | 7%      | 8%   | 9%       | 7%         | 7%                   | 7%                    | 6%         |
| Sigma                           | F      |      |        |       | F     |      | L*     | *      | L    | L       | L    | L*       |            |                      |                       |            |
|                                 | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
|                                 | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
| Mean                            | 2.9    | 3.1  | 2.8    | 3     | 2.8   | 3    | 2.9    | 3      | 2.9  | 2.9     | 2.9  | 2.8      | 2.9        | 2.9                  | 2.9                   | 3.1        |
| Standard deviation              | C      |      |        | E     |       | E    | *      | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 1      | 1    | 0.9    | 1.1   | 1     | 0.8  | 0.9    | 0.9    | 1    | 1       | 1    | 0.9      | 1          | 0.9                  | 0.9                   | 1          |

How confident are you in the Toronto region's economy over the next 12 months?

|                                 | Gender |      |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|--------|------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 | Total  | Male | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A      | B    | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000   | 470  | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Confident (NET)                 | 496    | 267  | 223    | 157   | 157   | 182  | 50     | 43     | 99   | 196     | 74   | 34       | 132        | 158                  | 89                    | 72         |
|                                 | 50%    | 56%  | 44%    | 53%   | 47%   | 49%  | 54%    | 55%    | 51%  | 50%     | 47%  | 42%      | 52%        | 48%                  | 51%                   | 51%        |
|                                 |        | C    |        |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Very confident (4)              | 75     | 60   | 15     | 41    | 25    | 10   | 2      | 8      | 18   | 24      | 16   | 8        | 27         | 15                   | 14                    | 16         |
|                                 | 8%     | 13%  | 3%     | 14%   | 7%    | 3%   | 2%     | 10%    | 9%   | 6%      | 10%  | 10%      | 11%        | 5%                   | 8%                    | 12%        |
|                                 |        | C    |        | EF    | F     |      | *      | K*     | K    |         | K    | K*       | Y          |                      |                       | Y          |
| Somewhat confident (3)          | 421    | 207  | 208    | 116   | 132   | 172  | 48     | 35     | 82   | 172     | 58   | 26       | 105        | 144                  | 75                    | 55         |
|                                 | 42%    | 43%  | 41%    | 40%   | 39%   | 47%  | 52%    | 45%    | 42%  | 44%     | 37%  | 32%      | 42%        | 43%                  | 43%                   | 40%        |
|                                 |        |      |        |       |       | E    | OP*    | *      |      |         |      | *        |            |                      |                       |            |
| Not Confident(NET)              | 504    | 212  | 287    | 137   | 180   | 187  | 42     | 35     | 96   | 199     | 84   | 48       | 120        | 172                  | 85                    | 68         |
|                                 | 50%    | 44%  | 56%    | 47%   | 53%   | 51%  | 46%    | 45%    | 49%  | 50%     | 53%  | 58%      | 48%        | 52%                  | 49%                   | 49%        |
|                                 |        |      | B      |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Not too confident (2)           | 412    | 171  | 237    | 112   | 140   | 161  | 32     | 32     | 75   | 163     | 70   | 40       | 96         | 137                  | 70                    | 59         |
|                                 | 41%    | 36%  | 47%    | 38%   | 42%   | 44%  | 35%    | 41%    | 38%  | 41%     | 44%  | 49%      | 38%        | 42%                  | 41%                   | 42%        |
|                                 |        |      | B      |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Not at all confident (1)        | 92     | 40   | 49     | 25    | 40    | 26   | 10     | 3      | 21   | 36      | 14   | 8        | 24         | 34                   | 14                    | 9          |
|                                 | 9%     | 8%   | 10%    | 9%    | 12%   | 7%   | 11%    | 3%     | 11%  | 9%      | 9%   | 10%      | 10%        | 10%                  | 8%                    | 7%         |
|                                 |        |      |        |       | F     |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Sigma                           | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
|                                 | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
|                                 |        |      |        |       |       |      |        |        |      |         |      |          |            |                      |                       |            |
| Mean                            | 2.5    | 2.6  | 2.4    | 2.6   | 2.4   | 2.4  | 2.5    | 2.6    | 2.5  | 2.5     | 2.5  | 2.4      | 2.5        | 2.4                  | 2.5                   | 2.6        |
|                                 |        | C    |        | EF    |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Standard deviation              | 0.8    | 0.8  | 0.7    | 0.8   | 0.8   | 0.7  | 0.7    | 0.7    | 0.8  | 0.7     | 0.8  | 0.8      | 0.8        | 0.7                  | 0.8                   | 0.8        |

[ The Toronto region's economy overall ] - Would you say that the following are in the right direction or the wrong direction?

[illegible]

What, if any, factors do you think are preventing businesses in the Toronto Region from growing?

|                                                | Total | Gender |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|------------------------------------------------|-------|--------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                                |       | Male   | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                                | A     | B      | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd)                | 1000  | 470    | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)                  | 1000  | 479    | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Cost and availability of housing               | 668   | 307    | 355    | 196   | 229   | 243  | 61     | 53     | 127  | 268     | 104  | 55       | 169        | 212                  | 122                   | 95         |
|                                                | 67%   | 64%    | 70%    | 67%   | 68%   | 66%  | 66%    | 68%    | 65%  | 68%     | 66%  | 67%      | 67%        | 64%                  | 70%                   | 68%        |
| Traffic congestion                             | 570   | 255    | 309    | 125   | 188   | 258  | 59     | 53     | 119  | 198     | 103  | 37       | 107        | 186                  | 113                   | 93         |
|                                                | 57%   | 53%    | 61%    | 42%   | 56%   | 70%  | 64%    | 68%    | 61%  | 50%     | 65%  | 46%      | 43%        | 56%                  | 65%                   | 67%        |
| High taxes                                     | 548   | 245    | 299    | 151   | 209   | 188  | 48     | 41     | 121  | 196     | 98   | 44       | 143        | 175                  | 93                    | 79         |
|                                                | 55%   | 51%    | 59%    | 51%   | 62%   | 51%  | 52%    | 53%    | 62%  | 50%     | 62%  | 53%      | 57%        | 53%                  | 54%                   | 57%        |
| Uncertainty from trade disputes with the US    | 548   | 235    | 309    | 128   | 166   | 254  | 54     | 43     | 96   | 210     | 105  | 40       | 125        | 185                  | 100                   | 83         |
|                                                | 55%   | 49%    | 61%    | 44%   | 49%   | 69%  | 58%    | 56%    | 49%  | 53%     | 66%  | 48%      | 50%        | 56%                  | 58%                   | 60%        |
| High commercial property, lease, or rent costs | 528   | 222    | 298    | 109   | 195   | 223  | 55     | 47     | 99   | 206     | 81   | 40       | 145        | 169                  | 89                    | 66         |
|                                                | 53%   | 46%    | 59%    | 37%   | 58%   | 61%  | 59%    | 60%    | 51%  | 52%     | 51%  | 49%      | 58%        | 51%                  | 51%                   | 47%        |
| High interest rates                            | 361   | 156    | 201    | 119   | 134   | 109  | 38     | 22     | 77   | 131     | 60   | 33       | 96         | 127                  | 60                    | 44         |
|                                                | 36%   | 33%    | 39%    | 40%   | 40%   | 29%  | 41%    | 28%    | 39%  | 33%     | 38%  | 41%      | 38%        | 38%                  | 34%                   | 31%        |
| Too much regulation and red tape               | 292   | 154    | 136    | 48    | 95    | 149  | 33     | 20     | 49   | 105     | 62   | 22       | 68         | 94                   | 47                    | 46         |
|                                                | 29%   | 32%    | 27%    | 16%   | 28%   | 40%  | 36%    | 26%    | 25%  | 27%     | 39%  | 27%      | 27%        | 29%                  | 27%                   | 33%        |
| High electricity costs                         | 263   | 119    | 142    | 70    | 95    | 98   | 28     | 25     | 43   | 90      | 48   | 30       | 76         | 81                   | 46                    | 32         |
|                                                | 26%   | 25%    | 28%    | 24%   | 28%   | 27%  | 30%    | 32%    | 22%  | 23%     | 30%  | 37%      | 30%        | 25%                  | 27%                   | 23%        |
| Lack of qualified workers in key sectors       | 206   | 98     | 105    | 50    | 74    | 82   | 21     | 14     | 37   | 80      | 42   | 12       | 47         | 65                   | 35                    | 35         |
|                                                | 21%   | 20%    | 21%    | 17%   | 22%   | 22%  | 22%    | 18%    | 19%  | 20%     | 27%  | 15%      | 19%        | 20%                  | 20%                   | 25%        |
| Poor business' strategy or culture             | 188   | 100    | 87     | 59    | 73    | 57   | 20     | 12     | 40   | 73      | 30   | 14       | 55         | 50                   | 33                    | 28         |
|                                                | 19%   | 21%    | 17%    | 20%   | 22%   | 15%  | 21%    | 15%    | 20%  | 19%     | 19%  | 17%      | 22%        | 15%                  | 19%                   | 20%        |
| Lack of innovation                             | 178   | 87     | 87     | 75    | 68    | 34   | 11     | 15     | 41   | 64      | 33   | 13       | 37         | 65                   | 29                    | 28         |
|                                                | 18%   | 18%    | 17%    | 26%   | 20%   | 9%   | 12%    | 20%    | 21%  | 16%     | 21%  | 16%      | 14%        | 20%                  | 17%                   | 20%        |
| *Government                                    | 11    | 6      | 5      | -     | 6     | 5    | 1      | -      | -    | 3       | 4    | 3        | 1          | 4                    | 1                     | 1          |
|                                                | 1%    | 1%     | 1%     | -     | 2%    | 1%   | 1%     | -      | -    | 1%      | 3%   | 3%       | 0%         | 1%                   | 1%                    | 1%         |
| *Immigration                                   | 11    | 8      | 3      | 5     | 2     | 4    | 2      | -      | 1    | 5       | -    | 3        | 2          | 5                    | 3                     | 1          |
|                                                | 1%    | 2%     | 1%     | 2%    | 1%    | 1%   | 2%     | -      | 0%   | 1%      | -    | 3%       | 1%         | 1%                   | 2%                    | 1%         |
| *Policing/ public safety                       | 2     | 2      | -      | -     | 1     | 1    | -      | -      | -    | 1       | 1    | -        | -          | 1                    | -                     | 1          |
|                                                | 0%    | 0%     | -      | -     | 0%    | 0%   | -      | -      | -    | 0%      | 1%   | -        | -          | 0%                   | -                     | 1%         |
| *Too much construction/ expansion              | 2     | -      | 2      | -     | 1     | 1    | -      | -      | 1    | 1       | -    | -        | -          | -                    | 1                     | -          |
|                                                | 0%    | -      | 0%     | -     | 0%    | 0%   | -      | -      | 1%   | 0%      | -    | -        | -          | -                    | 1%                    | -          |
| Other                                          | 14    | 5      | 9      | -     | 6     | 8    | 3      | -      | 1    | 3       | 3    | 4        | 6          | 2                    | 2                     | 1          |
|                                                | 1%    | 1%     | 2%     | -     | 2%    | 2%   | 3%     | -      | 1%   | 1%      | 2%   | 5%       | 3%         | 1%                   | 1%                    | 1%         |
| Don't Know                                     | 5     | 1      | 4      | -     | 2     | 3    | 2      | -      | -    | 1       | -    | 2        | 3          | -                    | 1                     | -          |
|                                                | 0%    | 0%     | 1%     | -     | 1%    | 1%   | 2%     | -      | -    | 0%      | -    | 2%       | 1%         | -                    | 1%                    | -          |
| None of the above                              | 25    | 12     | 11     | 9     | 8     | 7    | 4      | 3      | 7    | 9       | -    | 3        | 6          | 7                    | 5                     | 3          |
|                                                | 2%    | 3%     | 2%     | 3%    | 3%    | 2%   | 4%     | 4%     | 4%   | 2%      | -    | 4%       | 2%         | 2%                   | 3%                    | 2%         |
| Sigma                                          | 4417  | 2012   | 2361   | 1144  | 1551  | 1722 | 438    | 349    | 858  | 1644    | 775  | 353      | 1087       | 1428                 | 781                   | 637        |
|                                                | 442%  | 420%   | 463%   | 389%  | 460%  | 467% | 475%   | 449%   | 439% | 417%    | 489% | 433%     | 431%       | 432%                 | 450%                  | 457%       |

How much of a priority do you think supporting economic growth in the Toronto Region should be for government?

|                                 | Gender |      |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|--------|------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 | Total  | Male | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A      | B    | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000   | 470  | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| A Priority (NET)                | 937    | 453  | 473    | 275   | 307   | 354  | 89     | 71     | 181  | 375     | 151  | 69       | 226        | 315                  | 167                   | 135        |
|                                 | 94%    | 95%  | 93%    | 94%   | 91%   | 96%  | 96%    | 92%    | 93%  | 95%     | 95%  | 85%      | 90%        | 95%                  | 96%                   | 97%        |
| High Priority (4)               |        |      |        |       |       | E    | P*     | *      |      | P       | P    | *        |            | X                    | X                     | X          |
|                                 | 504    | 263  | 237    | 128   | 175   | 201  | 41     | 32     | 92   | 225     | 92   | 23       | 118        | 154                  | 92                    | 91         |
|                                 | 50%    | 55%  | 47%    | 43%   | 52%   | 55%  | 44%    | 41%    | 47%  | 57%     | 58%  | 28%      | 47%        | 47%                  | 53%                   | 65%        |
| Moderate Priority (3)           |        | C    |        |       |       | D    | P*     | *      | P    | KLMP    | KLP  | *        |            |                      |                       | XYZ        |
|                                 | 433    | 190  | 236    | 147   | 133   | 153  | 48     | 40     | 89   | 150     | 59   | 47       | 109        | 161                  | 75                    | 44         |
|                                 | 43%    | 40%  | 46%    | 50%   | 39%   | 41%  | 52%    | 51%    | 46%  | 38%     | 37%  | 57%      | 43%        | 49%                  | 43%                   | 31%        |
| Not A Priority (NET)            |        |      |        | E     |       |      | NO*    | *      |      |         |      | NO*      | a          | a                    | a                     |            |
|                                 | 63     | 25   | 36     | 19    | 30    | 15   | 4      | 6      | 15   | 19      | 7    | 12       | 26         | 15                   | 7                     | 5          |
|                                 | 6%     | 5%   | 7%     | 7%    | 9%    | 4%   | 4%     | 8%     | 7%   | 5%      | 5%   | 15%      | 10%        | 5%                   | 4%                    | 3%         |
| Lower Priority (2)              |        |      |        |       | F     |      | *      | *      |      |         |      | KNO*     | YZa        |                      |                       |            |
|                                 | 45     | 20   | 23     | 13    | 20    | 12   | 3      | 4      | 11   | 15      | 5    | 8        | 17         | 12                   | 6                     | 4          |
|                                 | 5%     | 4%   | 5%     | 5%    | 6%    | 3%   | 3%     | 5%     | 5%   | 4%      | 3%   | 10%      | 7%         | 4%                   | 3%                    | 3%         |
| Not a Priority (1)              |        |      |        |       |       |      | *      | *      |      |         |      | NO*      |            |                      |                       |            |
|                                 | 18     | 5    | 13     | 6     | 10    | 2    | 1      | 3      | 4    | 5       | 2    | 4        | 9          | 3                    | 1                     | 1          |
|                                 | 2%     | 1%   | 3%     | 2%    | 3%    | 1%   | 1%     | 4%     | 2%   | 1%      | 1%   | 5%       | 3%         | 1%                   | 1%                    | 1%         |
| Sigma                           |        |      |        |       | F     |      | *      | *      |      |         |      | N*       | Y          |                      |                       |            |
|                                 | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
|                                 | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
| Mean                            | 3.4    | 3.5  | 3.4    | 3.3   | 3.4   | 3.5  | 3.4    | 3.3    | 3.4  | 3.5     | 3.5  | 3.1      | 3.3        | 3.4                  | 3.5                   | 3.6        |
|                                 |        | C    |        |       |       | DE   | P*     | *      | P    | LMP     | LP   | *        |            |                      | X                     | XY         |
| Standard deviation              | 0.7    | 0.6  | 0.7    | 0.7   | 0.7   | 0.6  | 0.6    | 0.7    | 0.7  | 0.6     | 0.6  | 0.8      | 0.8        | 0.6                  | 0.6                   | 0.6        |

[ Strong businesses are essential for having thriving communities in the Toronto Region ] - To what extent do you agree or disagree with the following statements?

|                                 | Gender |      |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|--------|------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 | Total  | Male | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A      | B    | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000   | 470  | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Top 2 Box (NET)                 | 851    | 419  | 422    | 235   | 278   | 338  | 79     | 71     | 156  | 342     | 146  | 57       | 201        | 286                  | 156                   | 122        |
|                                 | 85%    | 88%  | 83%    | 80%   | 82%   | 92%  | 85%    | 91%    | 80%  | 87%     | 92%  | 69%      | 80%        | 87%                  | 90%                   | 87%        |
|                                 |        | C    |        |       |       | DE   | P*     | MP*    |      | MP      | MP   | *        |            | X                    | X                     |            |
| Strongly agree                  | 398    | 197  | 198    | 91    | 129   | 178  | 37     | 31     | 77   | 168     | 61   | 24       | 80         | 136                  | 70                    | 75         |
|                                 | 40%    | 41%  | 39%    | 31%   | 38%   | 48%  | 40%    | 39%    | 39%  | 43%     | 39%  | 30%      | 32%        | 41%                  | 40%                   | 54%        |
|                                 |        |      |        |       |       | DE   | *      | *      |      |         |      | *        |            | X                    |                       | XYZ        |
| Somewhat agree                  | 452    | 222  | 224    | 144   | 148   | 160  | 41     | 40     | 79   | 175     | 85   | 32       | 121        | 149                  | 86                    | 46         |
|                                 | 45%    | 46%  | 44%    | 49%   | 44%   | 43%  | 45%    | 52%    | 40%  | 44%     | 54%  | 39%      | 48%        | 45%                  | 50%                   | 33%        |
|                                 |        |      |        |       |       | *    | *      |        |      |         | M    | *        | a          | a                    | a                     |            |
| Bottom 2 Box (NET)              | 86     | 35   | 50     | 35    | 36    | 15   | 5      | 2      | 26   | 33      | 8    | 12       | 26         | 25                   | 14                    | 13         |
|                                 | 9%     | 7%   | 10%    | 12%   | 11%   | 4%   | 6%     | 3%     | 13%  | 8%      | 5%   | 14%      | 10%        | 8%                   | 8%                    | 9%         |
|                                 |        |      |        | F     | F     |      | *      | *      | LO   |         |      | LO*      |            |                      |                       |            |
| Somewhat disagree               | 69     | 25   | 43     | 29    | 27    | 13   | 4      | 2      | 21   | 24      | 7    | 11       | 22         | 18                   | 10                    | 11         |
|                                 | 7%     | 5%   | 8%     | 10%   | 8%    | 3%   | 4%     | 3%     | 11%  | 6%      | 4%   | 13%      | 9%         | 6%                   | 6%                    | 8%         |
|                                 |        |      |        | F     | F     |      | *      | *      |      |         |      | KLNO*    |            |                      |                       |            |
| Strongly disagree               | 18     | 11   | 7      | 6     | 9     | 2    | 1      | -      | 6    | 9       | 1    | 1        | 4          | 7                    | 4                     | 2          |
|                                 | 2%     | 2%   | 1%     | 2%    | 3%    | 1%   | 1%     | -      | 3%   | 2%      | 1%   | 1%       | 2%         | 2%                   | 2%                    | 2%         |
|                                 |        |      |        | F     | F     |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Don't know                      | 63     | 24   | 38     | 25    | 23    | 16   | 9      | 5      | 13   | 19      | 5    | 13       | 25         | 19                   | 4                     | 5          |
|                                 | 6%     | 5%   | 7%     | 8%    | 7%    | 4%   | 9%     | 6%     | 7%   | 5%      | 3%   | 16%      | 10%        | 6%                   | 2%                    | 3%         |
|                                 |        |      |        |       |       |      | O*     | *      |      |         |      | MNO*     | Za         |                      |                       |            |
| Sigma                           | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
|                                 | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
| Mean                            | 3.3    | 3.3  | 3.3    | 3.2   | 3.3   | 3.5  | 3.4    | 3.4    | 3.2  | 3.3     | 3.3  | 3.2      | 3.2        | 3.3                  | 3.3                   | 3.4        |
| Standard deviation              |        |      |        |       |       | DE   | *      | *      |      |         |      | *        |            |                      |                       | X          |
|                                 | 0.7    | 0.7  | 0.7    | 0.7   | 0.7   | 0.6  | 0.6    | 0.5    | 0.8  | 0.7     | 0.6  | 0.7      | 0.7        | 0.7                  | 0.7                   | 0.7        |

[ Growing businesses are essential for creating high quality jobs that offer good pay, benefits, and opportunities for advancement ] - To what extent do you agree or disagree with the following statements?

|                                 | Total | Gender |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|-------|--------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 |       | Male   | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A     | B      | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000  | 470    | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000  | 479    | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Top 2 Box (NET)                 | 860   | 412    | 438    | 234   | 289   | 337  | 79     | 70     | 159  | 347     | 145  | 61       | 215        | 278                  | 156                   | 125        |
|                                 | 86%   | 86%    | 86%    | 80%   | 86%   | 91%  | 86%    | 91%    | 81%  | 88%     | 91%  | 74%      | 85%        | 84%                  | 90%                   | 90%        |
| Strongly agree                  |       |        |        |       |       | DE   | *      | P*     |      | MP      | MP   | *        |            |                      |                       |            |
|                                 | 379   | 171    | 204    | 85    | 128   | 166  | 39     | 34     | 78   | 142     | 63   | 24       | 87         | 112                  | 69                    | 68         |
| Somewhat agree                  | 38%   | 36%    | 40%    | 29%   | 38%   | 45%  | 42%    | 44%    | 40%  | 36%     | 39%  | 29%      | 35%        | 34%                  | 40%                   | 49%        |
|                                 |       |        |        | D     | DE    | *    | *      |        |      |         |      | *        |            |                      |                       | XY         |
| Bottom 2 Box (NET)              | 481   | 242    | 234    | 149   | 161   | 171  | 40     | 37     | 81   | 205     | 82   | 37       | 127        | 166                  | 87                    | 57         |
|                                 | 48%   | 50%    | 46%    | 51%   | 48%   | 46%  | 44%    | 47%    | 41%  | 52%     | 52%  | 45%      | 50%        | 50%                  | 50%                   | 41%        |
| Strongly disagree               |       |        |        |       |       | *    | *      |        | M    |         | *    |          |            |                      |                       |            |
|                                 | 77    | 41     | 35     | 39    | 26    | 12   | 6      | 4      | 22   | 29      | 7    | 10       | 16         | 32                   | 14                    | 9          |
| Somewhat disagree               | 8%    | 9%     | 7%     | 13%   | 8%    | 3%   | 7%     | 5%     | 11%  | 7%      | 4%   | 12%      | 6%         | 10%                  | 8%                    | 6%         |
|                                 |       |        |        | EF    | F     | *    | *      | O      |      |         |      | O*       |            |                      |                       |            |
| Don't know                      | 57    | 26     | 32     | 29    | 20    | 9    | 6      | 4      | 15   | 20      | 7    | 6        | 10         | 25                   | 9                     | 7          |
|                                 | 6%    | 5%     | 6%     | 10%   | 6%    | 3%   | 7%     | 5%     | 7%   | 5%      | 4%   | 7%       | 4%         | 8%                   | 5%                    | 5%         |
| Sigma                           |       |        |        | F     | F     | *    | *      |        |      |         |      | *        |            |                      |                       |            |
|                                 | 19    | 16     | 4      | 10    | 6     | 3    | -      | -      | 7    | 9       | -    | 4        | 6          | 7                    | 5                     | 1          |
| Standard deviation              | 2%    | 3%     | 1%     | 4%    | 2%    | 1%   | -      | -      | 4%   | 2%      | -    | 5%       | 2%         | 2%                   | 3%                    | 1%         |
|                                 |       | C      |        | F     |       |      | *      | *      | O    |         |      | O*       |            |                      |                       |            |
| Mean                            | 63    | 25     | 36     | 21    | 22    | 20   | 7      | 4      | 15   | 19      | 7    | 11       | 21         | 20                   | 3                     | 6          |
|                                 | 6%    | 5%     | 7%     | 7%    | 7%    | 5%   | 7%     | 5%     | 8%   | 5%      | 5%   | 14%      | 8%         | 6%                   | 2%                    | 4%         |
| Standard deviation              |       |        |        |       |       |      | *      | *      |      |         |      | NO*      | Z          |                      |                       |            |
|                                 | 1000  | 479    | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Mean                            | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
|                                 | 3.3   | 3.3    | 3.3    | 3.1   | 3.3   | 3.4  | 3.4    | 3.4    | 3.3  | 3.3     | 3.4  | 3.1      | 3.3        | 3.2                  | 3.3                   | 3.4        |
| Standard deviation              |       |        | B      |       | D     | DE   | P*     | P*     |      |         | P    | *        |            |                      |                       | XY         |
|                                 | 0.7   | 0.7    | 0.6    | 0.7   | 0.7   | 0.6  | 0.6    | 0.6    | 0.8  | 0.7     | 0.6  | 0.8      | 0.7        | 0.7                  | 0.7                   | 0.7        |

[ Investment in businesses creates greater prosperity for all members of the community ] - To what extent do you agree or disagree with the following statements?

|                                 | Gender |      |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|--------|------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 | Total  | Male | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A      | B    | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000   | 470  | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Top 2 Box (NET)                 | 792    | 383  | 400    | 207   | 265   | 321  | 77     | 60     | 146  | 322     | 129  | 57       | 186        | 274                  | 140                   | 116        |
|                                 | 79%    | 80%  | 79%    | 70%   | 79%   | 87%  | 84%    | 77%    | 75%  | 82%     | 81%  | 70%      | 74%        | 83%                  | 81%                   | 83%        |
| Strongly agree                  | 310    | 153  | 154    | 70    | 107   | 133  | 28     | 19     | 65   | 126     | 52   | 20       | 69         | 99                   | 59                    | 55         |
|                                 | 31%    | 32%  | 30%    | 24%   | 32%   | 36%  | 30%    | 25%    | 33%  | 32%     | 33%  | 24%      | 27%        | 30%                  | 34%                   | 39%        |
| Somewhat agree                  | 482    | 230  | 246    | 136   | 158   | 188  | 50     | 41     | 81   | 197     | 77   | 38       | 117        | 175                  | 81                    | 61         |
|                                 | 48%    | 48%  | 48%    | 46%   | 47%   | 51%  | 54%    | 53%    | 41%  | 50%     | 49%  | 46%      | 46%        | 53%                  | 47%                   | 44%        |
| Bottom 2 Box (NET)              | 127    | 65   | 60     | 60    | 41    | 26   | 7      | 12     | 28   | 46      | 20   | 14       | 35         | 36                   | 28                    | 16         |
|                                 | 13%    | 14%  | 12%    | 20%   | 12%   | 7%   | 7%     | 16%    | 15%  | 12%     | 12%  | 17%      | 14%        | 11%                  | 16%                   | 11%        |
| Somewhat disagree               | 99     | 48   | 49     | 44    | 34    | 21   | 7      | 9      | 17   | 34      | 20   | 12       | 31         | 27                   | 21                    | 12         |
|                                 | 10%    | 10%  | 10%    | 15%   | 10%   | 6%   | 7%     | 12%    | 8%   | 9%      | 12%  | 15%      | 12%        | 8%                   | 12%                   | 9%         |
| Strongly disagree               | 28     | 18   | 10     | 16    | 7     | 5    | -      | 3      | 12   | 11      | -    | 2        | 4          | 9                    | 8                     | 4          |
|                                 | 3%     | 4%   | 2%     | 6%    | 2%    | 1%   | -      | 4%     | 6%   | 3%      | -    | 2%       | 2%         | 3%                   | 4%                    | 3%         |
| Don't know                      | 81     | 30   | 50     | 28    | 31    | 23   | 9      | 6      | 21   | 26      | 10   | 10       | 30         | 20                   | 5                     | 8          |
|                                 | 8%     | 6%   | 10%    | 9%    | 9%    | 6%   | 9%     | 7%     | 11%  | 7%      | 6%   | 12%      | 12%        | 6%                   | 3%                    | 6%         |
| Sigma                           | 1000   | 479  | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
|                                 | 100%   | 100% | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
| Mean                            | 3.2    | 3.2  | 3.2    | 3     | 3.2   | 3.3  | 3.3    | 3.1    | 3.1  | 3.2     | 3.2  | 3        | 3.1        | 3.2                  | 3.1                   | 3.3        |
| Standard deviation              | 0.7    | 0.8  | 0.7    | 0.8   | 0.7   | 0.6  | 0.6    | 0.7    | 0.9  | 0.7     | 0.7  | 0.7      | 0.7        | 0.7                  | 0.8                   | 0.7        |

[ Poor business growth and investment can hurt my community ] - To what extent do you agree or disagree with the following statements?

|                                 |       | Gender |        | Age   |       |      | Region |        |      |         |      |          | HH Income  |                      |                       |            |
|---------------------------------|-------|--------|--------|-------|-------|------|--------|--------|------|---------|------|----------|------------|----------------------|-----------------------|------------|
|                                 | Total | Male   | Female | 18-34 | 35-54 | 55+  | Durham | Halton | Peel | Toronto | York | Hamilton | < \$50,000 | \$50,000 to <100,000 | \$100,000 to <150,000 | \$150,000+ |
|                                 | A     | B      | C      | D     | E     | F    | K      | L      | M    | N       | O    | P        | X          | Y                    | Z                     | a          |
| Base: Total Respondents (unwtd) | 1000  | 470    | 518    | 202   | 387   | 411  | 96     | 72     | 173  | 448     | 138  | 73       | 242        | 337                  | 171                   | 145        |
| Base: Total Respondents (wtd)   | 1000  | 479    | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Top 2 Box (NET)                 | 814   | 390    | 415    | 222   | 273   | 319  | 76     | 65     | 156  | 322     | 138  | 57       | 201        | 271                  | 142                   | 115        |
|                                 | 81%   | 81%    | 81%    | 76%   | 81%   | 87%  | 83%    | 83%    | 80%  | 82%     | 87%  | 70%      | 80%        | 82%                  | 82%                   | 83%        |
| Strongly agree                  |       |        |        |       |       | DE   | *      | *      |      | P       | P    | *        |            |                      |                       |            |
|                                 | 368   | 176    | 189    | 94    | 124   | 149  | 39     | 28     | 61   | 149     | 65   | 25       | 86         | 115                  | 70                    | 61         |
| Somewhat agree                  | 37%   | 37%    | 37%    | 32%   | 37%   | 40%  | 42%    | 36%    | 31%  | 38%     | 41%  | 31%      | 34%        | 35%                  | 40%                   | 44%        |
|                                 |       |        |        |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
| Bottom 2 Box (NET)              | 447   | 213    | 225    | 128   | 149   | 170  | 38     | 36     | 95   | 173     | 73   | 32       | 115        | 156                  | 71                    | 54         |
|                                 | 45%   | 45%    | 44%    | 44%   | 44%   | 46%  | 41%    | 47%    | 48%  | 44%     | 46%  | 39%      | 46%        | 47%                  | 41%                   | 39%        |
| Somewhat disagree               |       |        |        |       |       |      | *      | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 115   | 61     | 53     | 50    | 38    | 28   | 6      | 5      | 28   | 47      | 14   | 16       | 27         | 43                   | 22                    | 16         |
| Strongly disagree               | 12%   | 13%    | 10%    | 17%   | 11%   | 8%   | 6%     | 6%     | 14%  | 12%     | 9%   | 20%      | 11%        | 13%                  | 13%                   | 11%        |
|                                 |       |        |        | F     |       |      | *      | *      | K    |         |      | KLO*     |            |                      |                       |            |
| Don't know                      | 76    | 38     | 37     | 31    | 27    | 18   | 2      | 5      | 17   | 34      | 7    | 10       | 15         | 34                   | 14                    | 7          |
|                                 | 8%    | 8%     | 7%     | 11%   | 8%    | 5%   | 2%     | 6%     | 9%   | 9%      | 4%   | 13%      | 6%         | 10%                  | 8%                    | 5%         |
| Sigma                           |       |        |        | F     |       |      | *      | *      |      | K       |      | KO*      |            |                      |                       |            |
|                                 | 39    | 23     | 17     | 19    | 11    | 10   | 3      | -      | 11   | 12      | 7    | 6        | 12         | 9                    | 8                     | 9          |
| Mean                            | 4%    | 5%     | 3%     | 6%    | 3%    | 3%   | 4%     | -      | 6%   | 3%      | 4%   | 7%       | 5%         | 3%                   | 5%                    | 6%         |
|                                 |       |        |        | F     |       |      | *      | *      |      |         |      | L*       |            |                      |                       |            |
| Standard deviation              | 70    | 28     | 41     | 22    | 26    | 22   | 11     | 8      | 11   | 26      | 6    | 8        | 24         | 16                   | 10                    | 8          |
|                                 | 7%    | 6%     | 8%     | 8%    | 8%    | 6%   | 11%    | 11%    | 6%   | 7%      | 4%   | 10%      | 9%         | 5%                   | 6%                    | 6%         |
| Base: Total Respondents (unwtd) |       |        |        |       |       |      | O*     | *      |      |         |      | *        |            |                      |                       |            |
|                                 | 1000  | 479    | 509    | 294   | 337   | 369  | 92     | 78     | 195  | 394     | 158  | 82       | 252        | 330                  | 174                   | 139        |
| Base: Total Respondents (wtd)   | 100%  | 100%   | 100%   | 100%  | 100%  | 100% | 100%   | 100%   | 100% | 100%    | 100% | 100%     | 100%       | 100%                 | 100%                  | 100%       |
| Top 2 Box (NET)                 | 3.2   | 3.2    | 3.3    | 3.1   | 3.2   | 3.3  | 3.4    | 3.3    | 3.1  | 3.2     | 3.3  | 3.1      | 3.2        | 3.2                  | 3.2                   | 3.3        |
| Strongly agree                  |       |        |        |       |       | D    | MP*    | P*     |      |         |      | *        |            |                      |                       |            |
| Standard deviation              | 0.8   | 0.8    | 0.7    | 0.9   | 0.8   | 0.7  | 0.7    | 0.6    | 0.8  | 0.8     | 0.8  | 0.9      | 0.8        | 0.7                  | 0.8                   | 0.8        |