

PRODUCTIVITY PUBLIC OPINION SURVEY

Final Report

June 2025



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Region

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01 INTRODUCTION

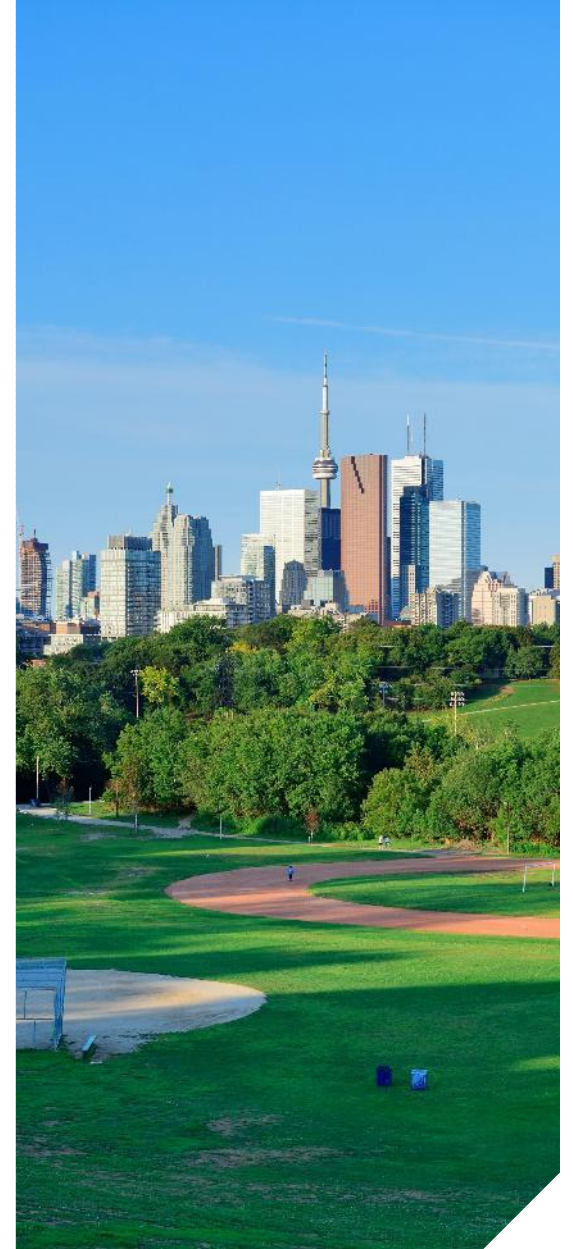
Methodology

A representative sample of n=1,000 Greater Toronto and Hamilton Area (GTHA) residents 18 years of age and older have been surveyed online by Ipsos between May 9 and 22, 2025.

Quota sampling and weighting were utilized to design a sample frame that is representative of the population of adult (18+) residents in the GTHA according to age, gender, and region. The GTHA regions included: the City of Toronto, Durham Region, Halton Region, Peel Region, York Region, and the City of Hamilton. The latest Statistics Canada Census data (2021) was utilized for the quota sample and weighting scheme.

The survey covered numerous topics including:

- Overall perceptions towards the Toronto region's economy.
- The role of government and business in the growth and competitiveness of the region.
- Enhancing business competitiveness in the Toronto region.
- Beliefs about personal finances.
- Beliefs about the region's prosperity.



Reporting Conventions

For the purpose of analyzing the data, this report has grouped selected scale points to allow for more comprehensive data analysis.

Please note that, depending on the scale, strong agreement/strong disagreement (T2B/B2B) scale points have been reported together, and appropriate data labels have been used to indicate accordingly.

Where figures do not sum to 100, this is due to the effects of rounding.

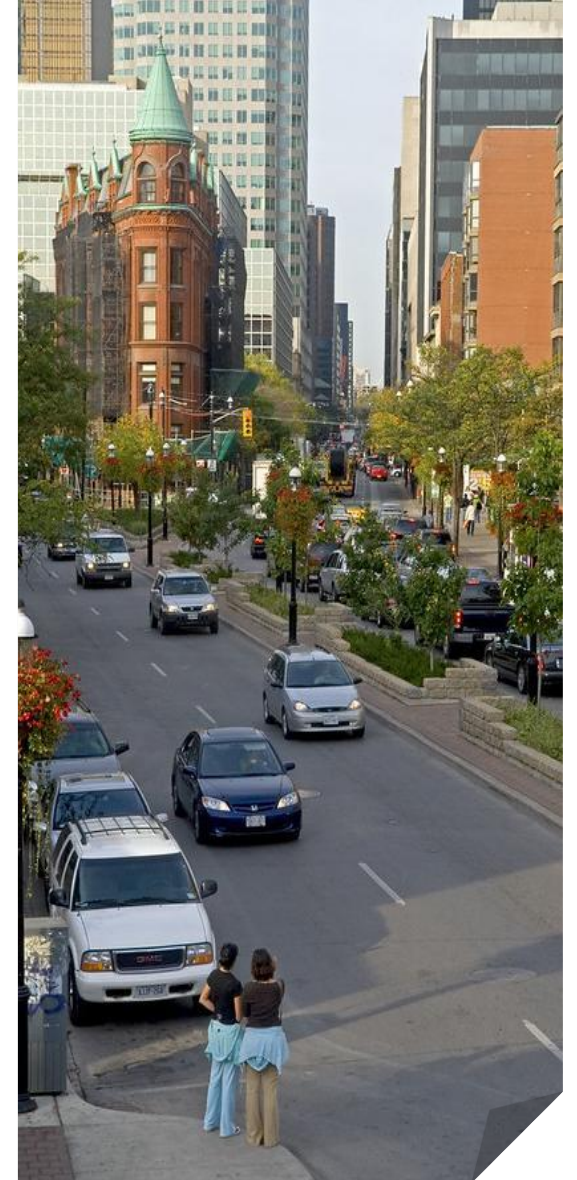
Toronto vs. the rest of the GTHA

Throughout the report, the City of Toronto is compared to the rest of the Greater Toronto and Hamilton Area (GTHA), which consists of the Regional Municipality of Durham, Halton Region, the

Regional Municipality of Peel, the Regional Municipality of York, and the City of Hamilton.

Other Reporting Conventions

- Subgroup comparisons are presented where relevant and statistically significant.
- Subgroups represented in callouts are compared with each other using statistical significance testing and **bold text** represents significantly higher than one or more of the other sub-groups.
- Small sample sizes (≤ 50) indicated with a * and a footnote. Results of small sample sizes should be treated with caution.



Toronto Region Board of Trade's Perspective

New polling from the Business Council of Toronto reveals a region at a tipping point. Residents still believe in Toronto's potential, but many are losing confidence in our economic direction.

Only 26% say the economy is in good or excellent shape. Half aren't confident about the year ahead. And more people think we're moving in the wrong direction than the right one.

The public is picking up on what the business community has long understood: growth is being held back by real barriers: housing costs, congestion, high taxes, and uncertainty from trade and regulation.

This is a call to accelerate economic growth.

The vast majority of residents agree that strong businesses create good jobs and thriving communities. They want to see governments make growth a real priority, with better infrastructure, smarter tax policy, faster permitting, and stronger support for innovation and skills.

They're not asking for promises. They're asking for a plan and results.

People are ready to believe in the future of this region. They just want to see action.

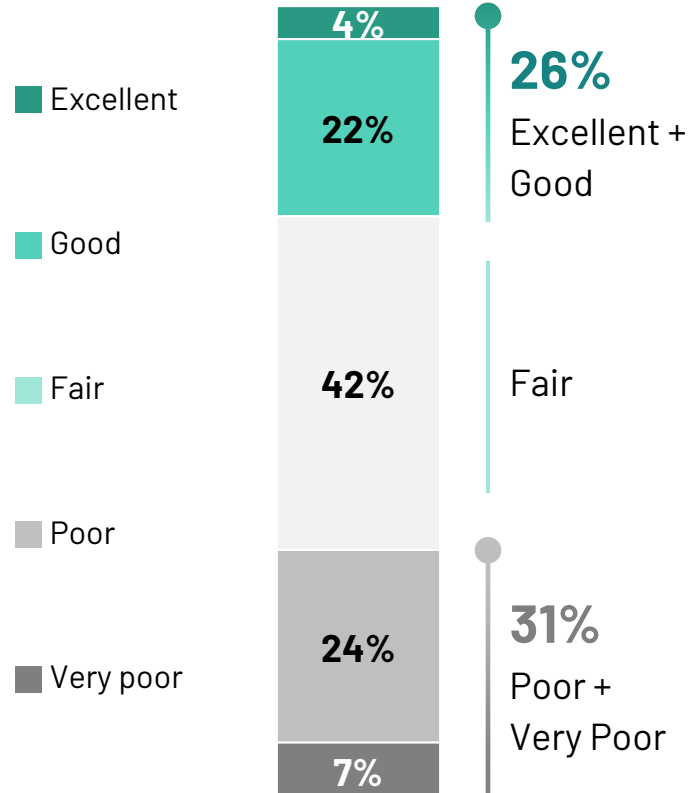
To learn more about the BCT's advocacy for a stronger, more productive Toronto Region, visit StrongerStarsHere.ca

02 ECONOMIC OUTLOOK FOR THE TORONTO REGION



One quarter of Toronto Region residents have a positive impression of the region's economy.

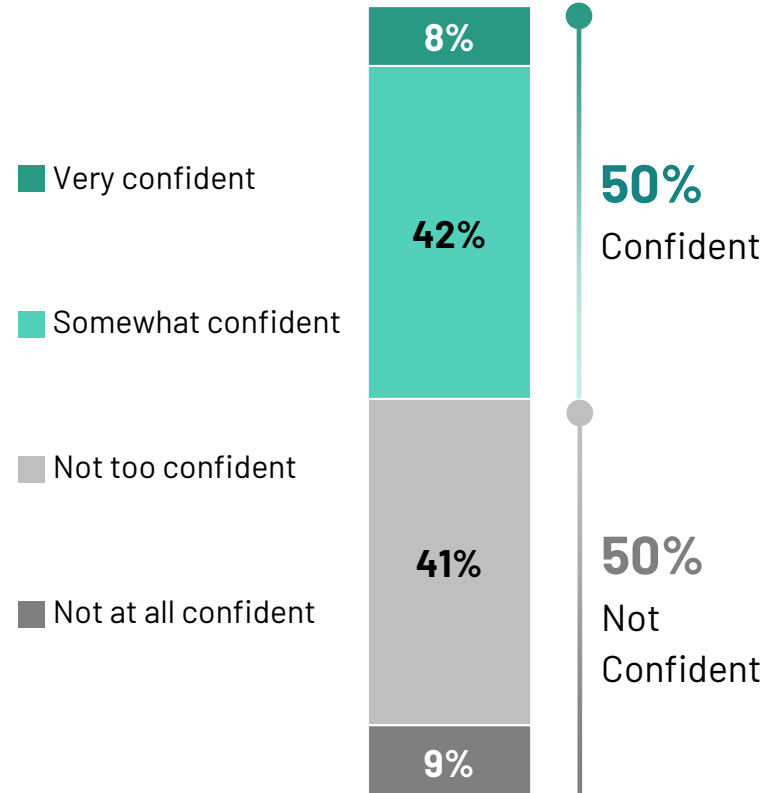
- About one quarter (26%) of Toronto region residents describe the current state of the Toronto region's economy as either excellent (4%) or good (22%), compared to three in ten (31%) who describe it as poor (24%) or very poor (7%).
- Men (35%) are significantly more likely to provide a positive rating of the economy, compared to women (19%).
- Those who assess their personal financial status as 'Good' (44%) are more likely to express a positive view about Toronto's economy than those who assess their financial status as 'Poor' (8%).
- Residents between the ages of 18 and 34 are the most likely to provide an excellent outlook (10%).



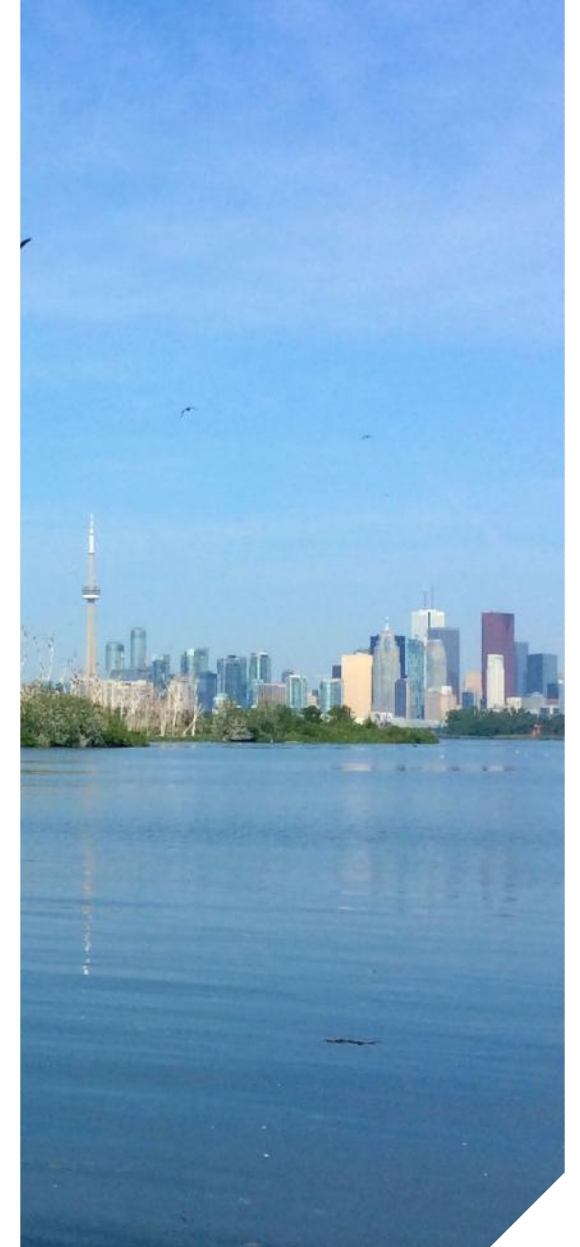
Base: All respondents (n=1000)
Q1. In general, how would you describe the current state of the Toronto region's economy today?

Confidence in Toronto's economy over the next year is sharply divided.

- Toronto region residents are split about the outlook for the Toronto region's economy over the next 12 months; half (50%) are confident, while half are not confident (50%).
- Men (56% vs. women 44%) and those with children in their household (57% vs. without children in household 47%) are more inclined to express confidence in Toronto's economic outlook over the next 12 months.
- Residents 55 years of age and older are the least likely to be 'very confident' (3%), compared to 35 to 54 (7%) or 18- to 34-year-olds (14%).

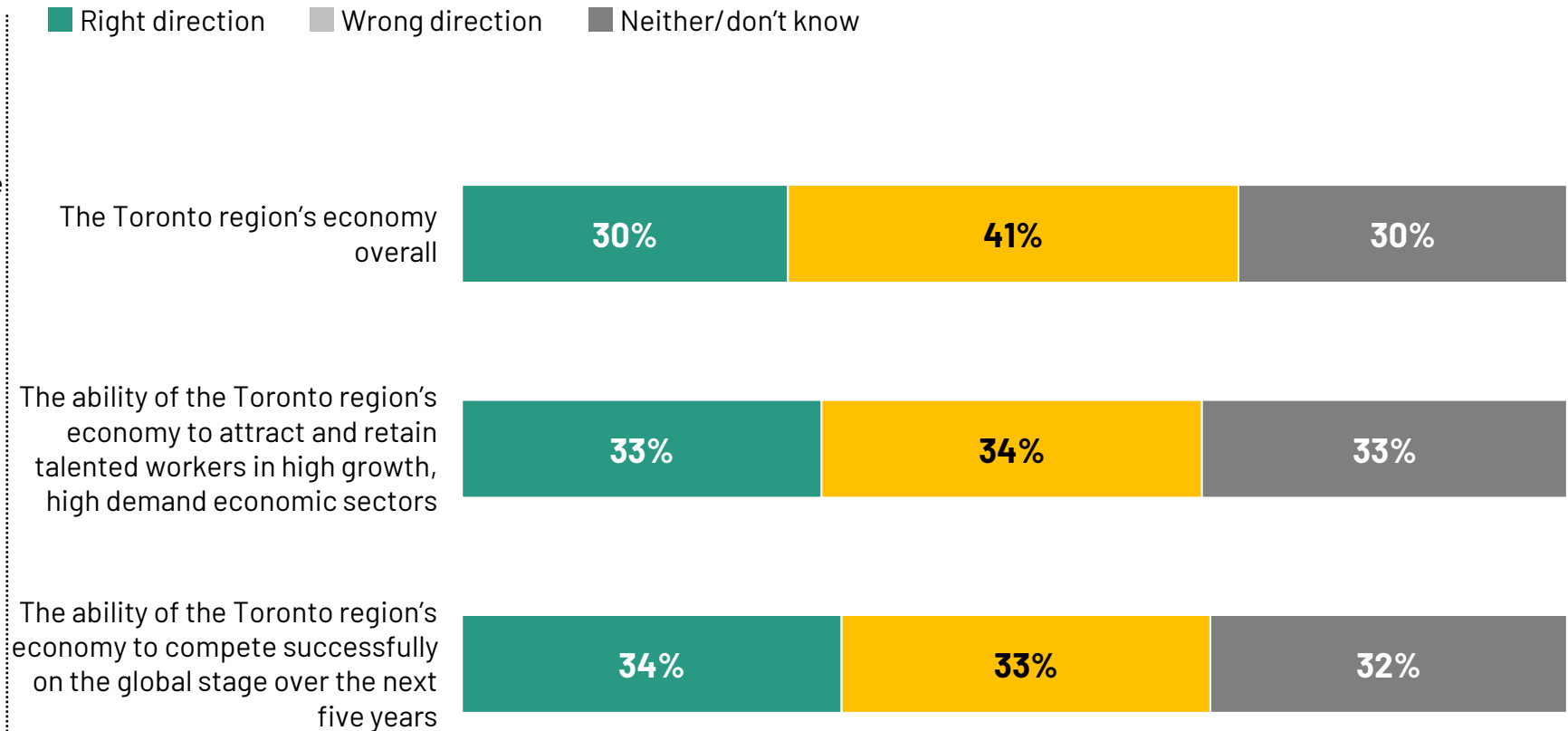


Base: All respondents (n=1000)
Q2. How confident are you in the Toronto region's economy over the next 12 months?



More residents feel the economy is going in the wrong direction, residents are divided on the Region's economic competitiveness and ability to attract top talent.

- More Toronto region residents feel the economy is going in the wrong direction (41%), compared to the right direction (30%).
- Residents are split on the ability of the region's economy to compete on the global stage over the next five years, or the ability of the economy to attract and retain talented workers in high-demand sectors.
- Men (37% vs. 23% women), those with children (37% vs. 27% without children), and those who assess their personal financial status as good (41% vs. 15% poor) are most likely to say that the Toronto region's economy is going to the right direction.
- Similarly, those with higher income of \$100K to \$150K (35%) and more than \$150K (40%), and those with education level of up to some college (27%) and some university (35%, vs. graduated from college (17%) are most likely to say that the Toronto region's economy is going to the right direction.

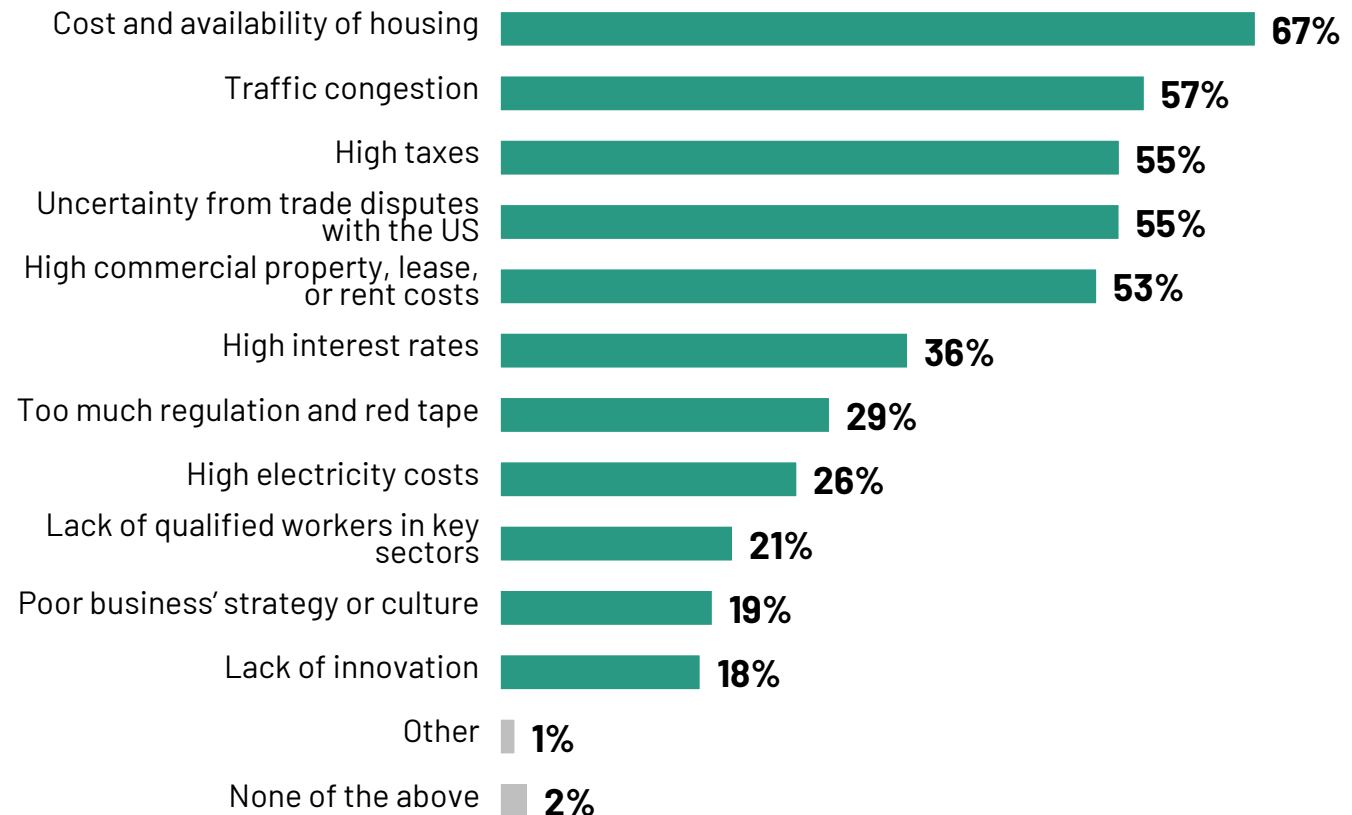


Base: All respondents (n=1000)

Q3. Would you say that the following are in the right direction or the wrong direction?

Toronto region residents highlight housing as the most significant barrier to business growth in the region.

- Two-thirds (67%) of Toronto region residents cite the cost and availability of housing as the primary barrier that is preventing businesses from growing.
- Other barriers to business growth include traffic congestion (57%), high taxes (55%), uncertainty from trade disputes (55%), and high commercial property costs (53%).
- Barriers for business growth that are mentioned less often include a lack of innovation (18%), poor business strategy (19%), and a lack of qualified workers in key sectors (21%).



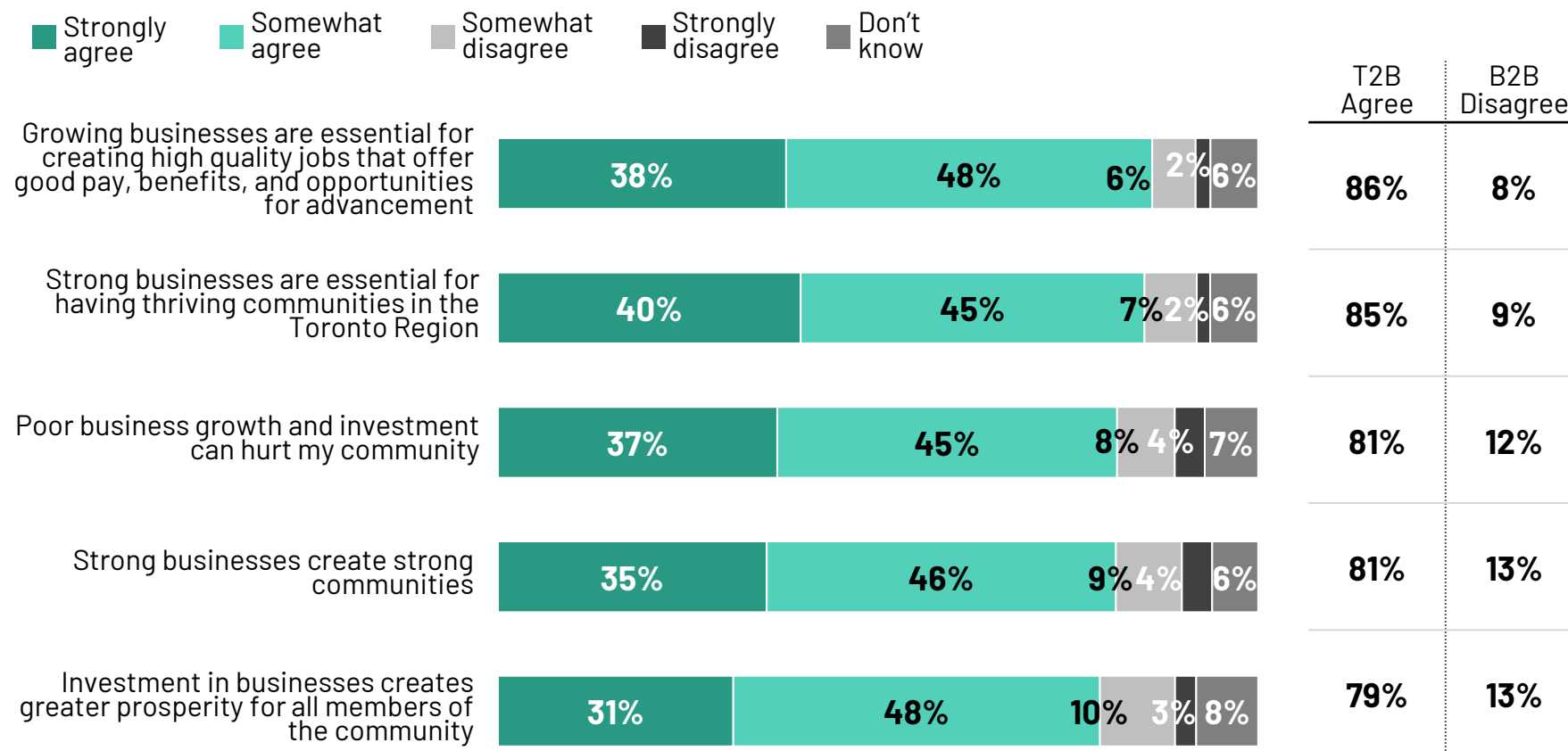
Base: All respondents (n=1000)

Q4. What, if any, factors do you think are preventing businesses in the Toronto Region from growing? Select all that apply.

<1% Data labels are not showing

The overwhelming majority view growing and strong businesses as vital for high-quality job creation and thriving communities.

- The vast majority of Toronto region residents agree that growing businesses are essential for creating high-quality jobs (86%), that strong businesses are essential for thriving communities (85%)
- Eight in ten residents also agree that poor business growth can hurt their community (81%), that strong businesses create strong communities (81%), and that investment in businesses creates greater prosperity for all members of the community (79%).

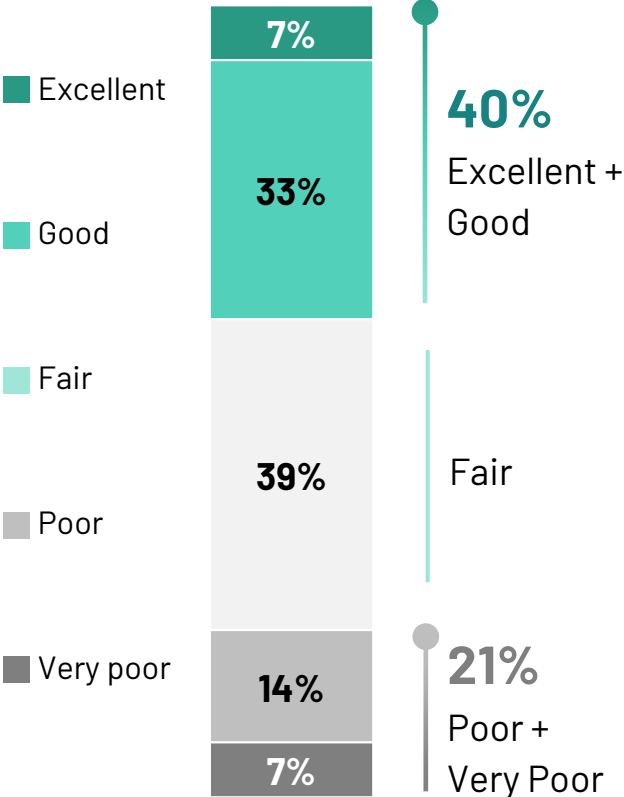


Base: All respondents (n=1000)
Q15. To what extent do you agree or disagree with the following statements?

03 FINANCIAL SECURITY AND CONFIDENCE IN THE FUTURE

Four in ten Toronto residents assess their personal financial situation as excellent or good.

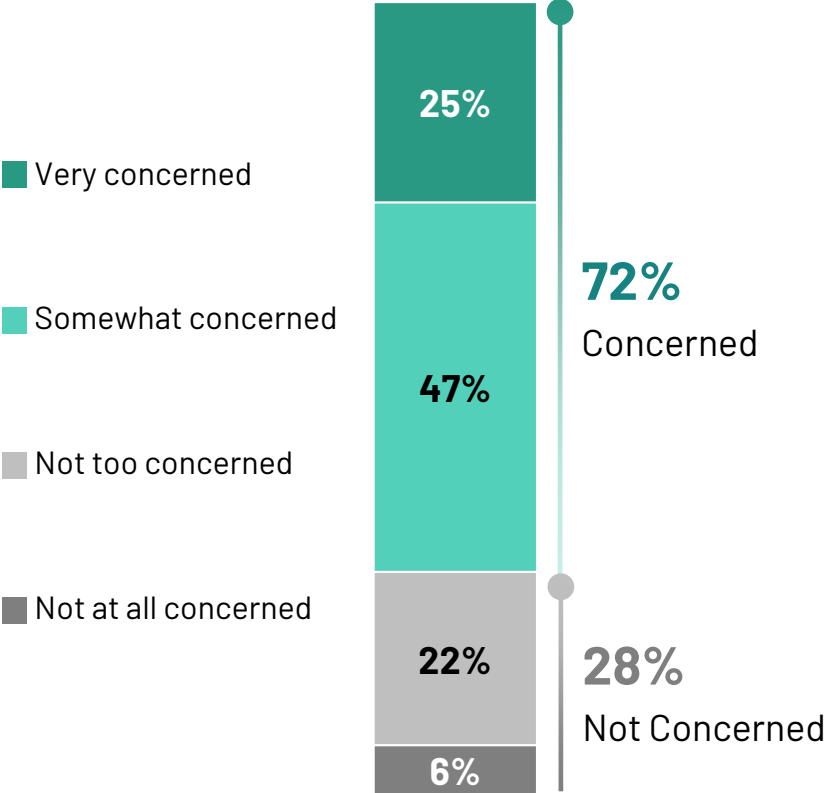
- Overall perception of personal financial status is positive, with four in ten (40%) assessing it as excellent or good and a similar proportion (39%) saying it's fair. One in five (21%) view it as poor.
- Men (43%), those aged 55+ (50%), and those who were born in Canada (43%) are most likely to rank their personal financial status as either excellent or good.
- A significant difference exists in evaluating personal financial status as excellent or good between those who have a good opinion about the Toronto region's economy (65%) and those who view it as poor (17%).



Base: All respondents (n=1000)
Q12. How would you rate your current personal financial situation?

The majority of residents express concerns over their personal financial status in the next two years.

- Despite most Toronto region residents rating their current financial status as excellent, good, or fair, a significant majority (72%) are concerned about their finances over the next two years. This concern particularly exists among those who rate their current financial status as poor (95%), compared to others (48%).
- Concerns about the financial outlook are particularly prevalent among younger residents (18-34: 78%, 45-54: 76%) and those with a negative view of Toronto's economy (82%). Lack of confidence in the region's economy also correlates with increased financial worry (79% vs. 64%).

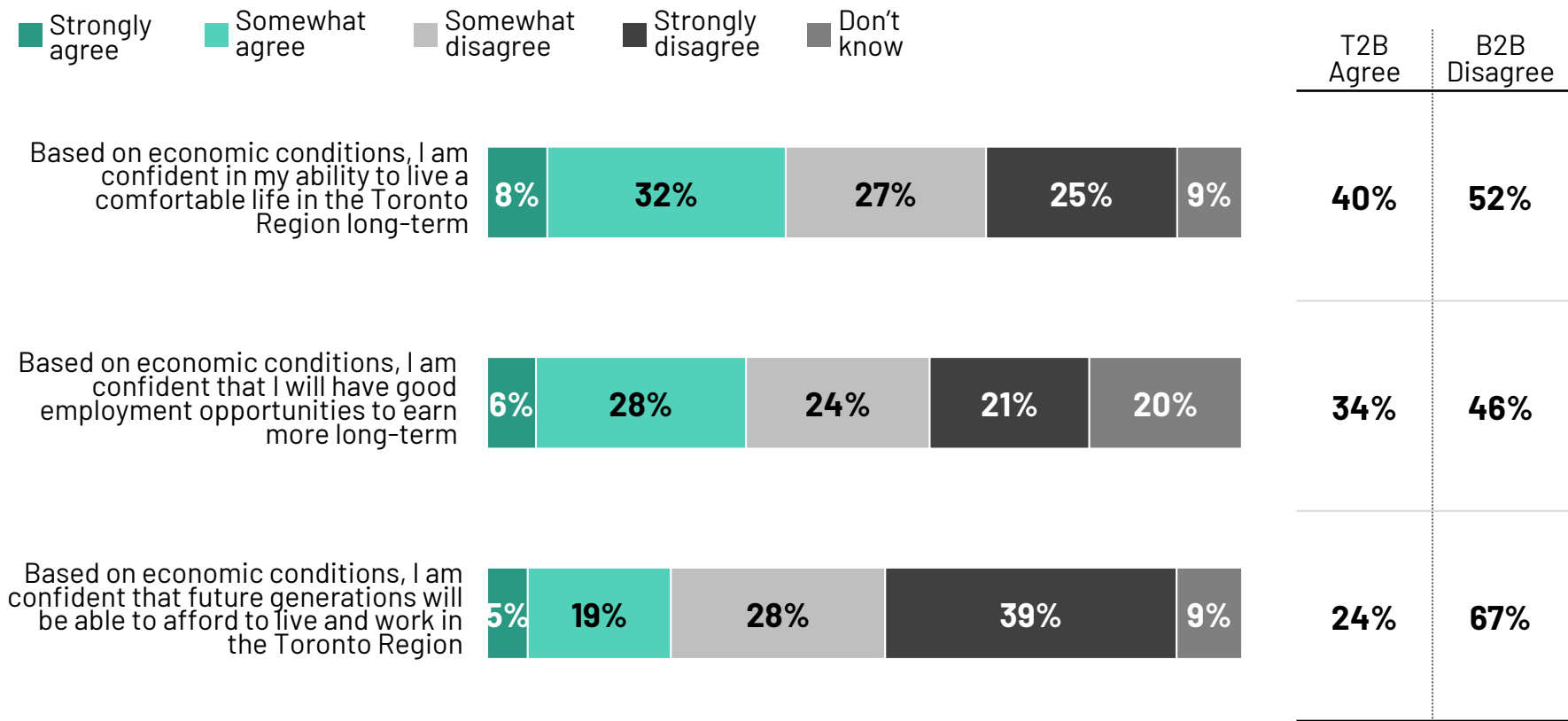


Base: All respondents (n=1000)
Q13. How concerned are you about your personal financial situation over the next two years?



Two thirds of residents are not confident that future generations will be able to afford to live and work in the Toronto Region.

- Half (52%) of residents disagree that they are confident in their ability to live a comfortable life in the Toronto region long-term, compared to four in ten (40%) who agree.
- Almost half (46%) also disagree that they are confident that they will have good employment opportunities to earn more in the long-term, compared to one-third (34%) who agree with this statement.



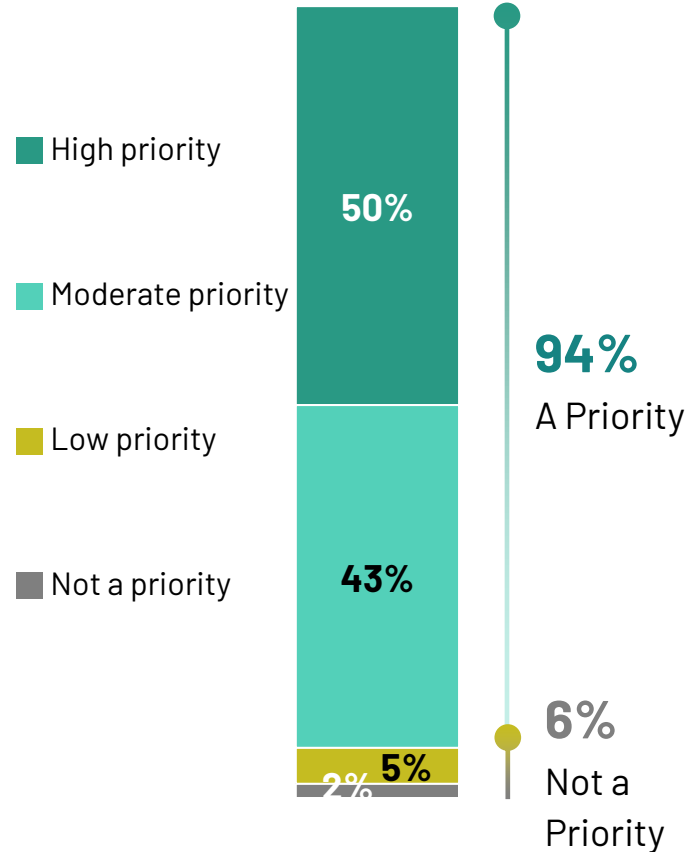
Base: All respondents (n=1000)
Q14. To what extent do you agree or disagree with the following statements?



04 THE ROLE OF GOVERNMENT

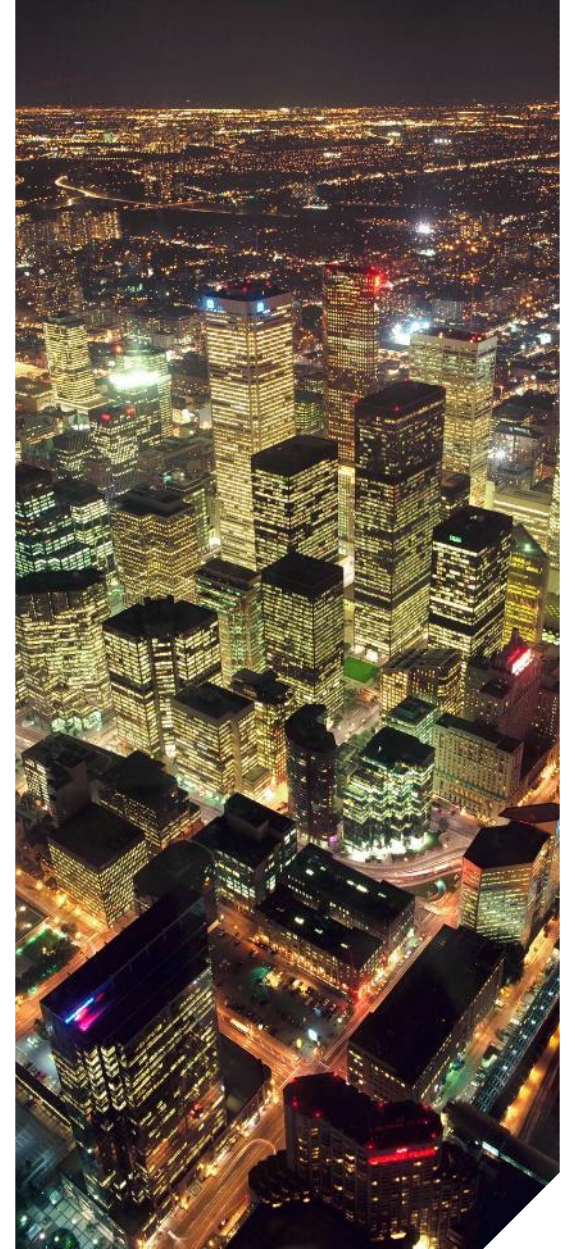
Almost all Toronto region residents indicate that supporting economic growth in the Toronto Region should be a top priority for government.

- Half (50%) of residents believe that supporting economic growth in the Toronto Region should be a high priority for government, while four in ten (43%) believe this should be a moderate priority.
- Residents in the City of Toronto (57%) are more likely to say that supporting growth should be a high priority, compared to residents in other areas of the GTHA (46%).
- Men, older generations, and those employed, or students, are more likely to say that economic growth in the Toronto region should be a priority for the government.



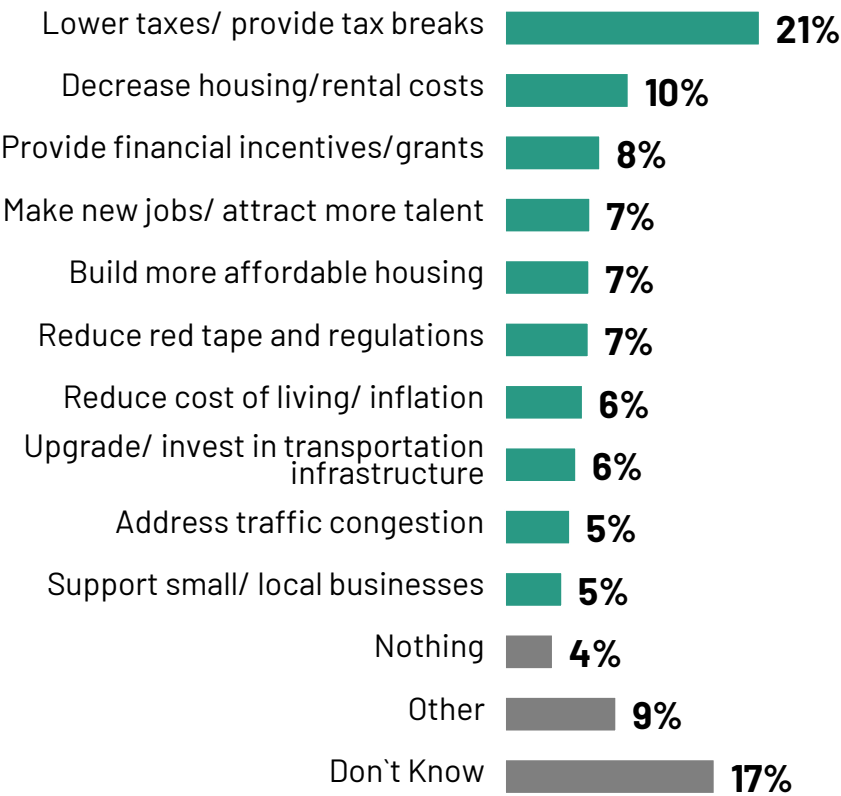
Base: All respondents (n=1000)

Q5. How much of a priority do you think supporting economic growth in the Toronto Region should be for government?



Reducing taxes and providing tax incentives are regarded as key priorities for the government to enhance the Toronto region's business competitiveness.

- Perspectives on boosting Toronto's competitiveness vary by income and location.
- Higher-income individuals with household income of more than \$150K (25%) prioritize lower taxes and tax breaks, while those with negative economic outlooks (13%) focus on housing costs.
- Toronto residents (11%) favor financial incentives more than other Greater Toronto and Hamilton Area (GTHA) residents (6%).



From Verbatims:

“Build a great deal of affordable housing. It makes no sense to accept a job in an area that you can't afford to live in or near.”

“To make the Toronto region more competitive to do business, the government should prioritize investing in infrastructure, streamlining regulations and supporting workforce development.”

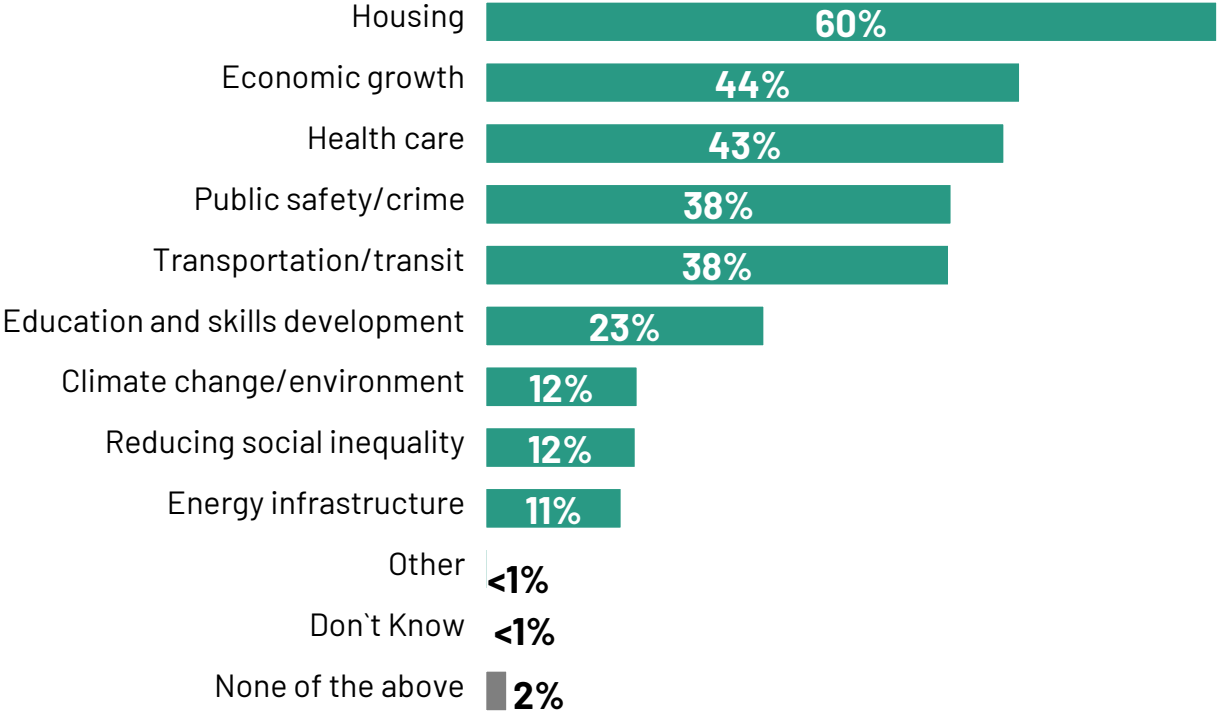
Base: All respondents (n=1000)
Q6. What, if anything, do you think governments should prioritize or do differently to make the Toronto region a more competitive place to do business?

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Government investment priorities for the Toronto region: housing leads, with economic growth and healthcare following.

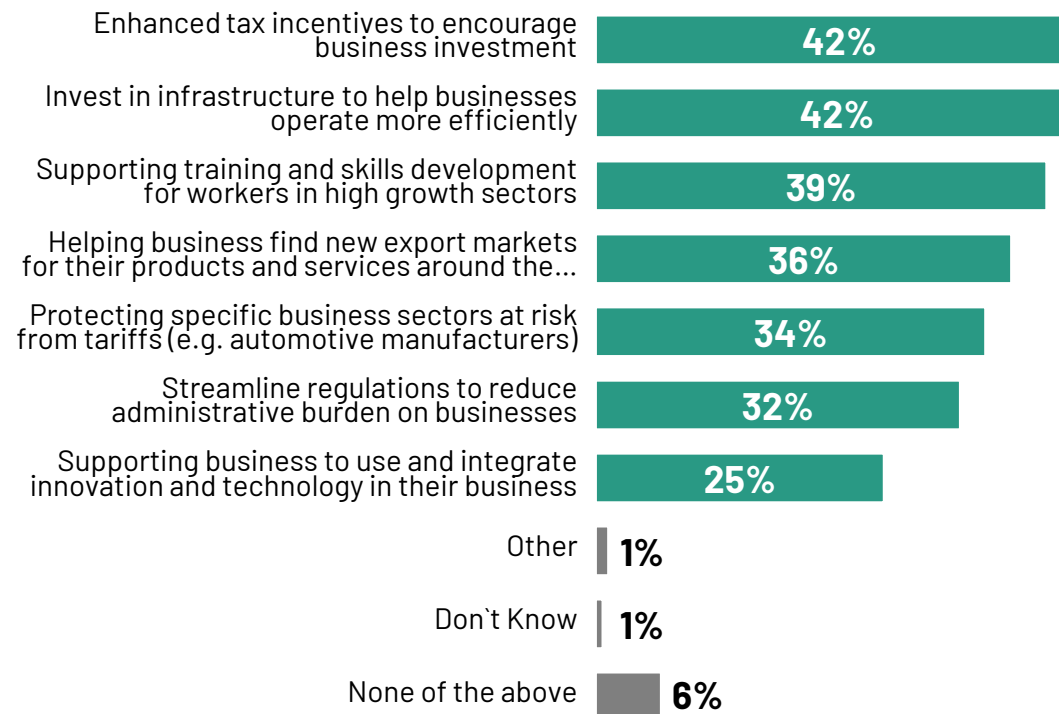
- Residents are most likely to call for government investment in housing (60%), followed by economic growth (44%), and health care (43%). Other priorities also include public safety and transportation (38%, respectively).
- Housing is the top priority for younger generations (65%), while individuals aged 35 to 54 (51%) are more likely to prioritize economic growth.
- Healthcare is of particular importance to women (48%), older generations aged 55+ (48%), and those who are not employed or students (48%).



Base: All respondents (n=1000)
Q8. Which of the following should be the top three priorities for government investment in the Toronto region? Select up to three.

Government priorities to support business in the Toronto region: tax incentives, infrastructure investment, and workforce training in high-growth sectors

- Toronto region residents cite enhanced tax incentives (42%), investments in infrastructure (42%), and supporting training and skills development as the top supports that government can provide businesses in the Toronto region.

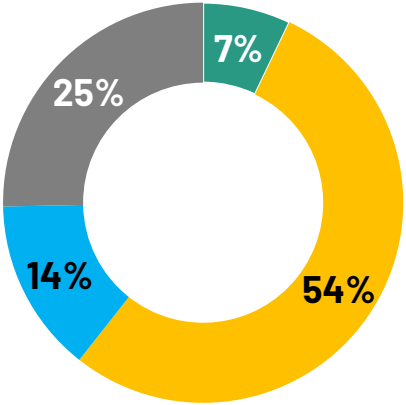
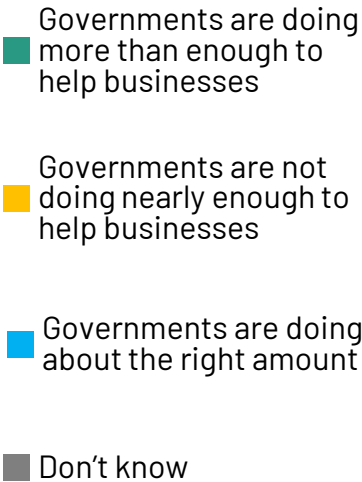


Base: All respondents (n=1000)

Q9. When thinking about how government can best support businesses in the Toronto Region, which of the following should be the top three priorities for government? Select up to three.

Over half believe that governments are not doing nearly enough to invest in innovative tools and technology to improve the way they do business.

- Less than one in ten (7%) residents feel that governments are doing more than enough to help businesses. While 14% feel that the government is doing about the right amount.
- Several groups express strong concerns that governments aren't investing enough in innovative business tools and technology. These include immigrants (61%), employed individuals or students (57%), those with a negative view of Toronto's economy (65%), those lacking confidence in the region's economy (60%), and those with poor personal finances (66%).

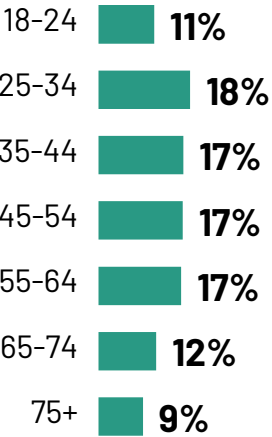
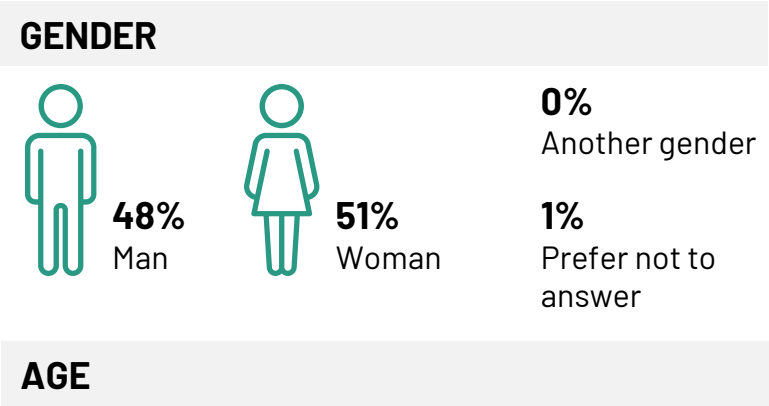


Base: All respondents (n=1000)
Q11. In your opinion, are governments doing more than enough, not nearly enough, or about the right amount to help businesses invest in innovative tools and technology to improve the way they do business?

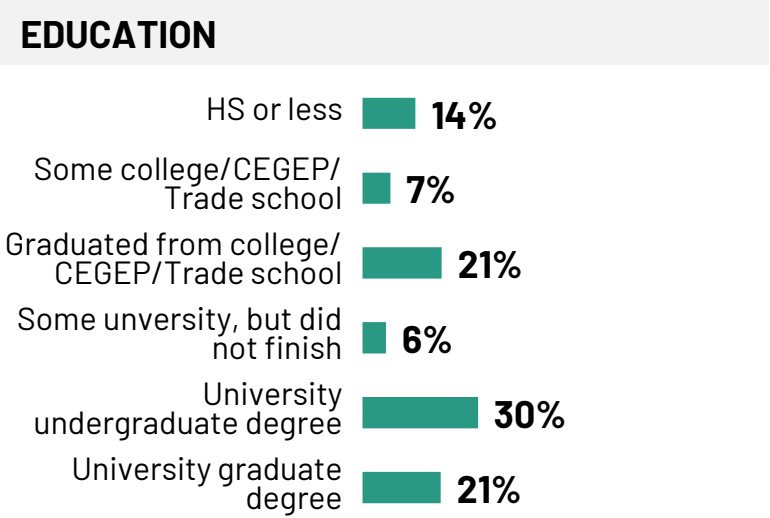
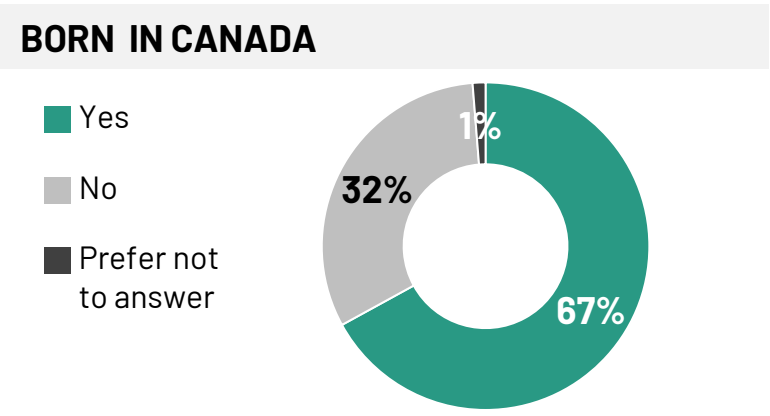
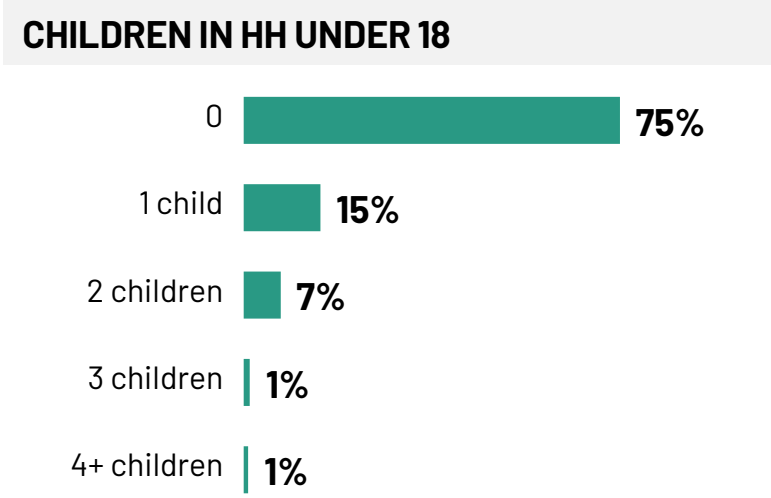
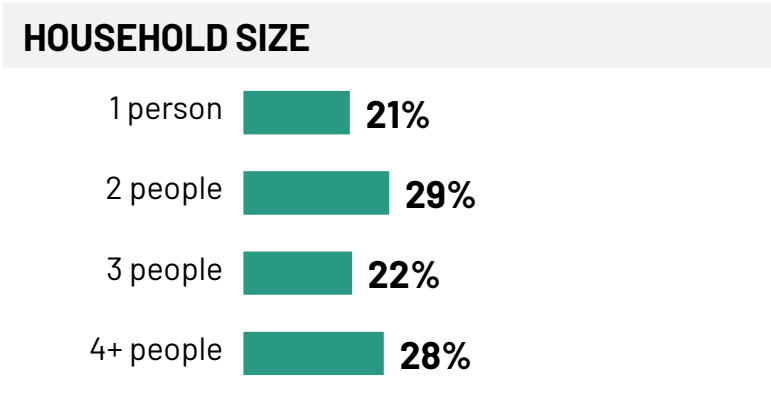
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APPENDIX: DEMOGRAPHICS

Demographics (1/2)

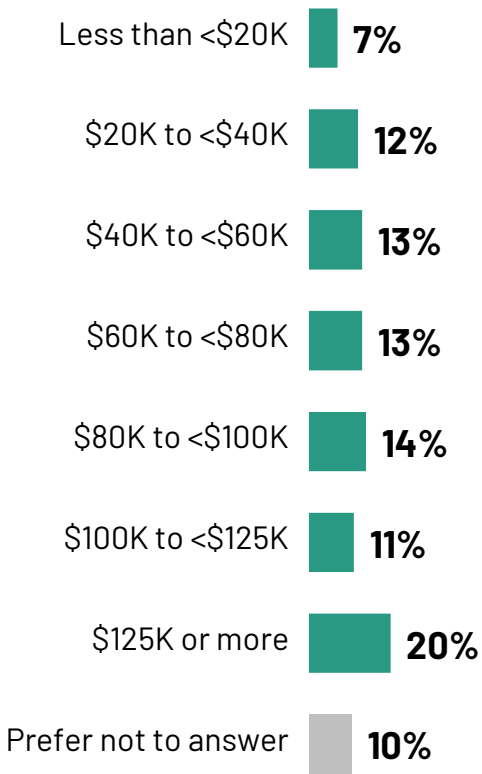


Base: All respondents (n=1000)

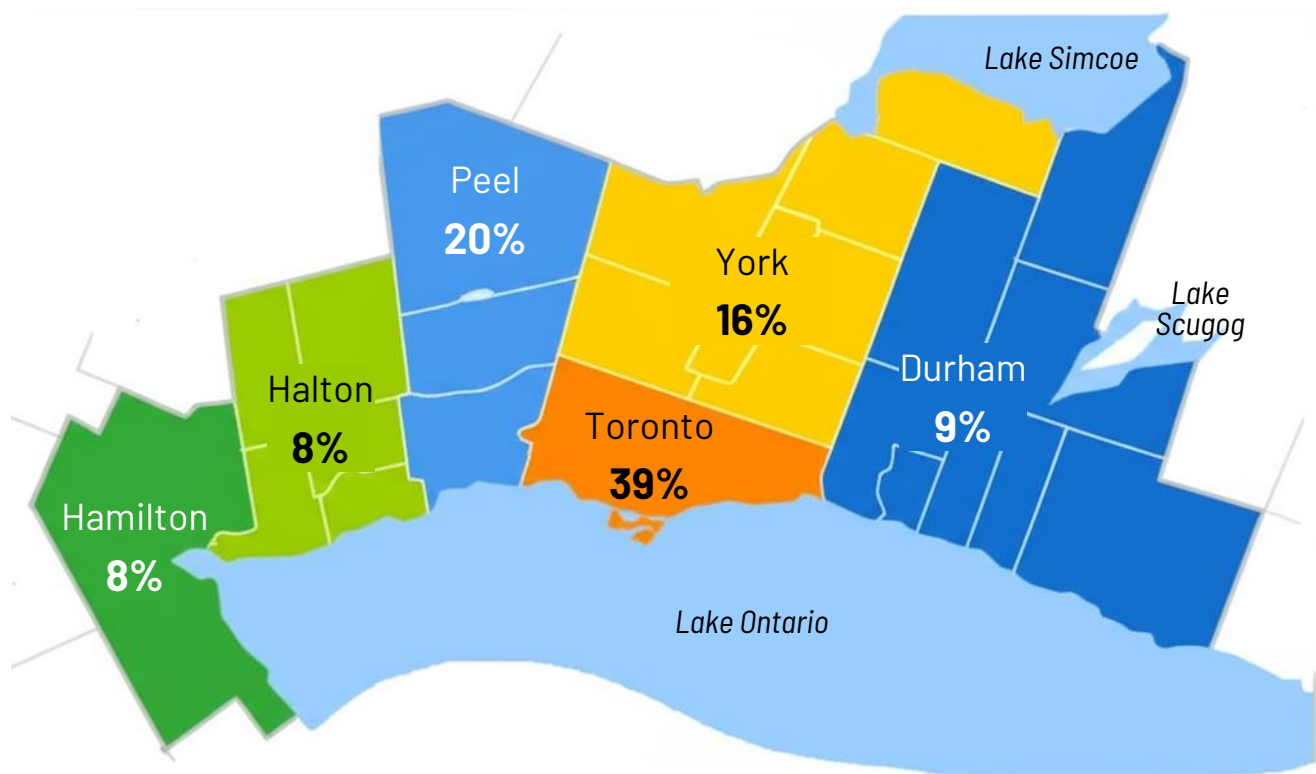


Demographics (2/2)

HOUSEHOLD INCOME



REGION



Base: All respondents (n=1000)

THANK YOU

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