

SUPPORT FOR THE TORONTO WORLD EXPO BID

An Ipsos Reid Survey Of The City Of Toronto And Greater Toronto Area



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STUDY INTRODUCTION

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THE PURPOSE OF THE STUDY

To conduct two robust surveys within the Toronto and Greater Toronto Areas (n=400 in each for a total of 800 adults) that will measure support and attitudes towards Toronto's bid to host the World Expo in 2015. Additionally, the survey sought to measure key drivers of receptiveness towards hosting the event.

METHODOLOGY

An Ipsos Reid survey was conducted from October 19th to 22nd, 2006 in the City of Toronto and surrounding Greater Toronto Area (GTA) communities. The survey was conducted among 800 adult respondents: 400 in the GTA, 400 in the City of Toronto. The total results were weighted to represent the population of these two regions combined. Overall results can be considered accurate to within 3.5 percentage points 19 times out of 20, while results within both the GTA and the City of Toronto regions have accuracy to within 4.9 percentage points, 19 times out of 20.

REGIONAL DEFINITIONS

Respondents were regionally categorized by postal code. Those living in the City of Toronto proper are referred to as those in the "City of Toronto", while those living in the surrounding Greater Toronto Area communities are referred to in the report as "GTA".

Respondents were prompted with the following contextual preamble:

“As you may know, once every five years a World Expo is held. An Expo provides a city with the opportunity to become a focal point of international attention and achievement. In September, 2006, Toronto City Council unanimously approved a bid for Expo 2015.

Hosting a world Expo differs significantly from hosting a major international sporting event like the Olympics. The Olympics are a short duration and media driven event. By contrast, a world Expo lasts for six months, and is directly experienced by millions of visitors.

Currently, the federal and provincial governments are considering whether or not they should support this Expo bid”.

Each question is detailed in the attached report and the accompanying data tables.

KEY FINDINGS

- Overall, Seventy-Five Percent Personally Support The Expo Bid
- Level of Support Is Equally High Among City Of Toronto And GTA Residents
- Three-Quarters (75%) Want To See Federal Government Lend Support To The Bid
- And Approximately Same Proportion (73%) Want To See The Provincial Government Back Bid
- Eight In Ten (78%) Would Attend The World Expo If It Were Held IN Toronto IN 2015
- 78% Say Hosting The World Expo Would Provide Them With A Sense Of Community Pride
- Jobs And Potential Economic Boon Are Strongest Messages To Raise Support For Hosting The World Expo in 2015

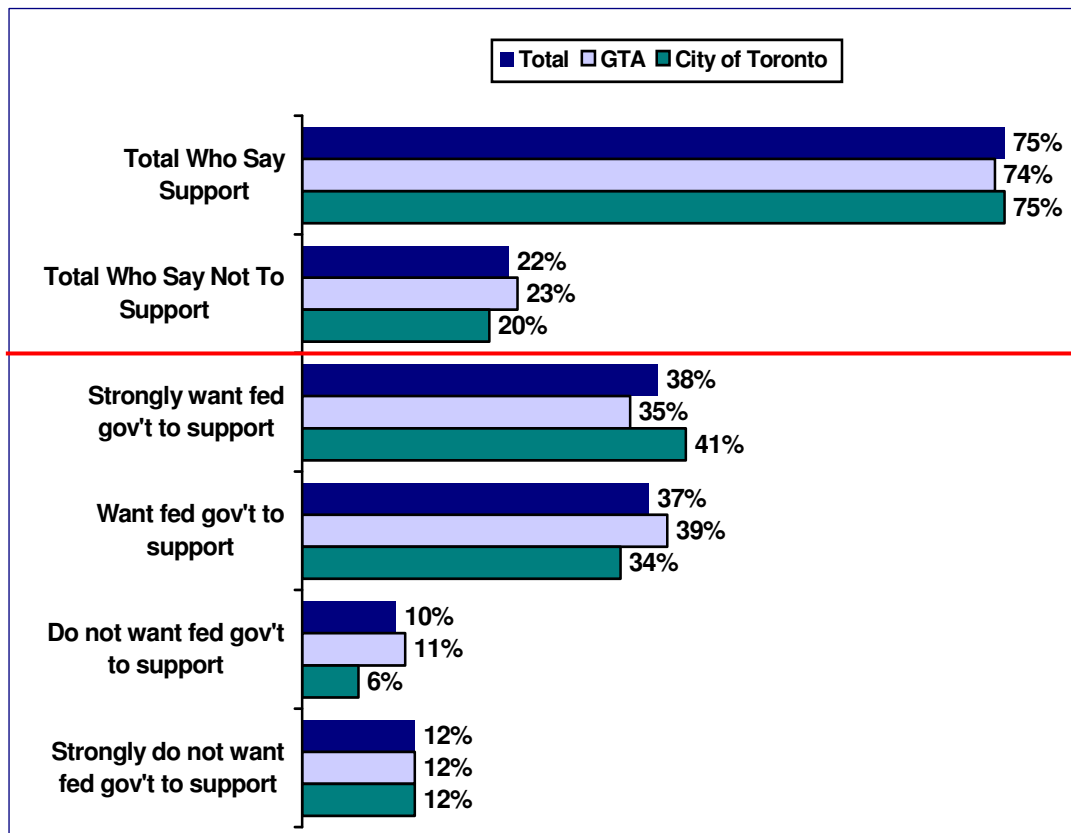
BACKING OF FEDERAL AND PROVINCIAL GOVERNMENT SUPPORT FOR EXPO BID...

THREE-QUARTERS (75%) WANT TO SEE FEDERAL GOVERNMENT LEND SUPPORT TO THE BID...

Overall, three-quarters of respondents (75%) indicate they would like to see the Federal government give their support for the World Expo bid for 2015 –this is consistent within both the GTA (74%) and the City of Toronto (75%).

Figure 1. Backing Of Federal Government Support For Expo Bid

All Respondents



Question: "In your opinion, do you feel the **FEDERAL** government should give their support for the World Expo bid for 2015? Would you say that you...?"

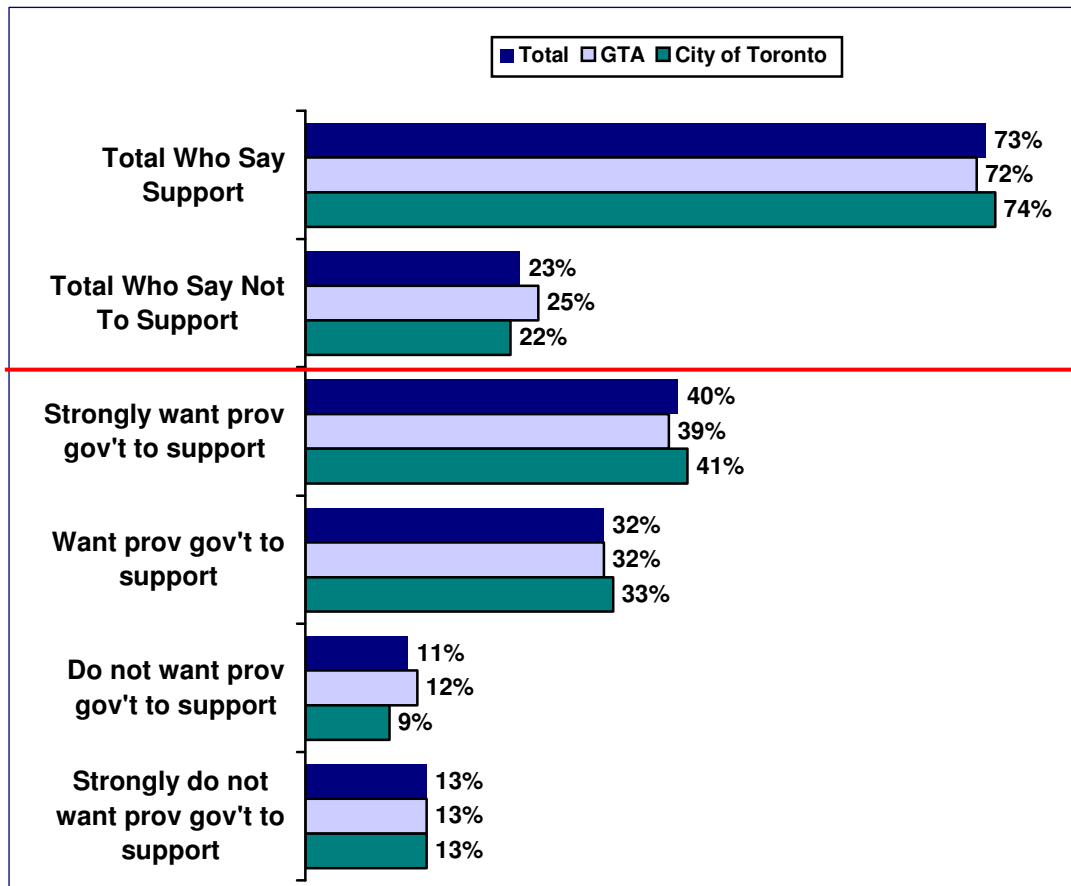
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...AND APPROXIMATELY SAME PROPORTION (73%) WANT TO SEE THE PROVINCIAL GOVERNMENT BACK BID

Seventy-three percent of all respondents think that the provincial government should support the Expo bid (72% in the GTA, 74% in the City of Toronto).

Figure 2. Backing Of Provincial Government Support For Expo Bid

All Respondents



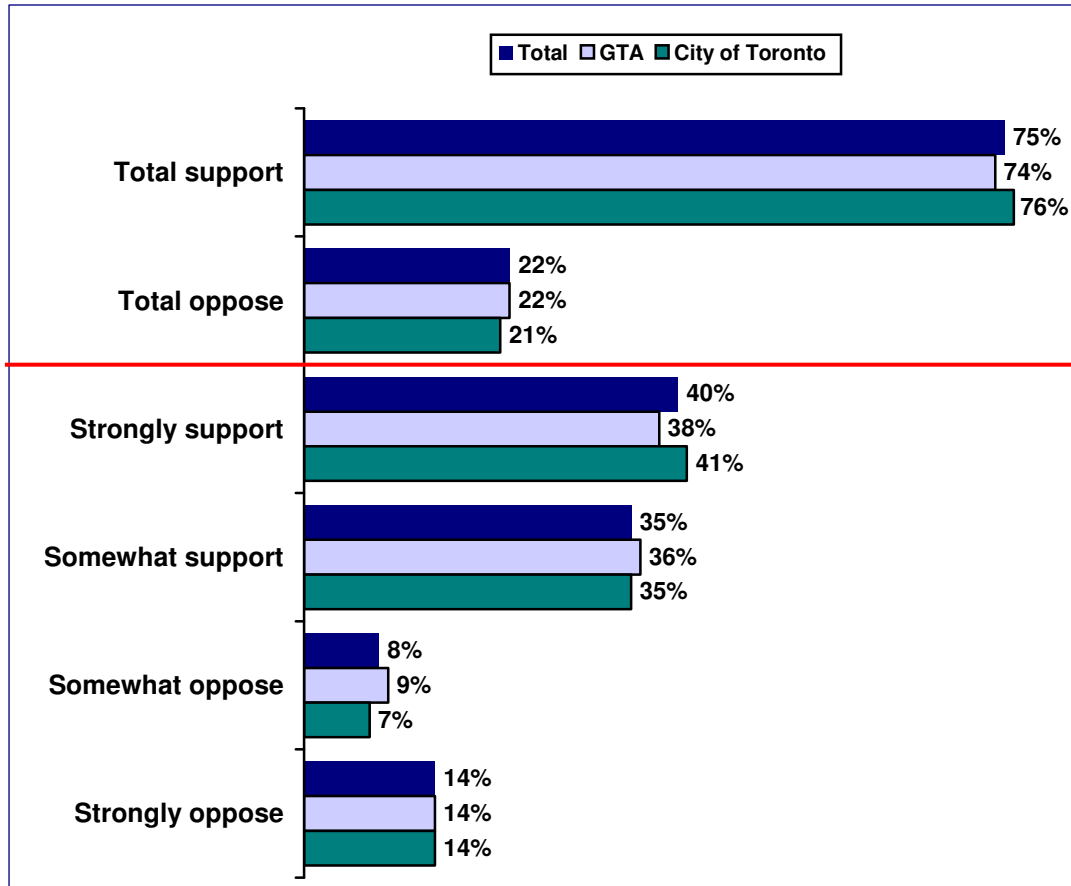
Question: "And what about the **PROVINCIAL** government, would you say that you...?"
Base=800

OVERALL, SEVENTY-FIVE PERCENT PERSONALLY SUPPORT THE EXPO BID

Speaking personally, 75% of respondents say they support the bid for the World Expo (40% strongly support it). Just one in five (22%) oppose the bid.

Figure 3. Personal Support For The World Expo Bid

All respondents



Questions: "Now, speaking personally, do you support or oppose the bid for the World Expo? Would you say you...?"
Base=800

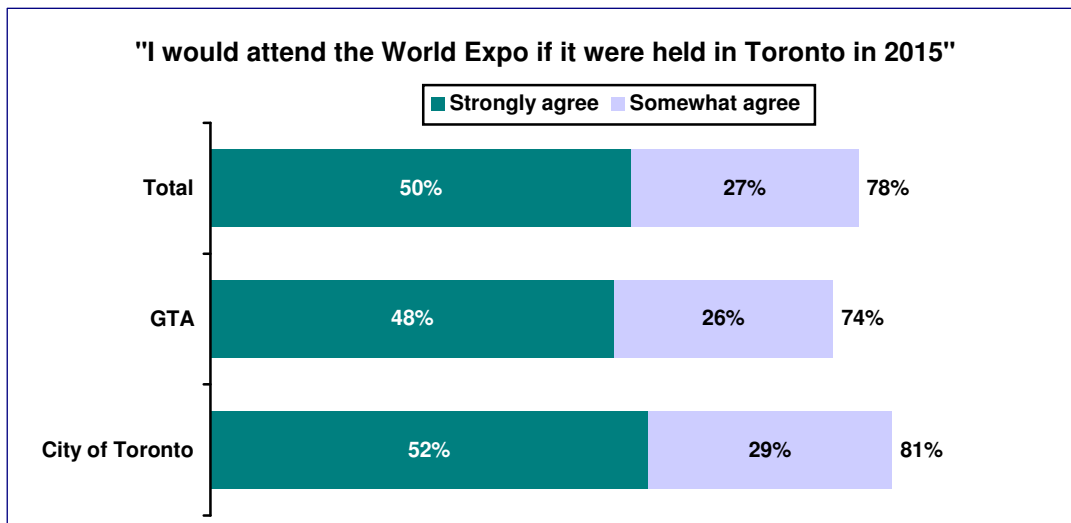
- Support is lowest among adults age 55 or older (69% vs. 77% among those ages 18-54).

EIGHT IN TEN (78%) WOULD ATTEND THE WORLD EXPO IF IT WERE HELD IN TORONTO IN 2015

Eight in ten respondents agree with the statement “I would attend the World Expo if it were held in Toronto in 2015” (50% strongly agree). One in five (20%) of respondents disagrees with this statement. Agreement is somewhat higher in the City of Toronto (81%) than in the GTA (74%).

Figure 4. Attitudes towards the World Expo Bid (1)

All Respondents



Questions: “Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...”
Base=800

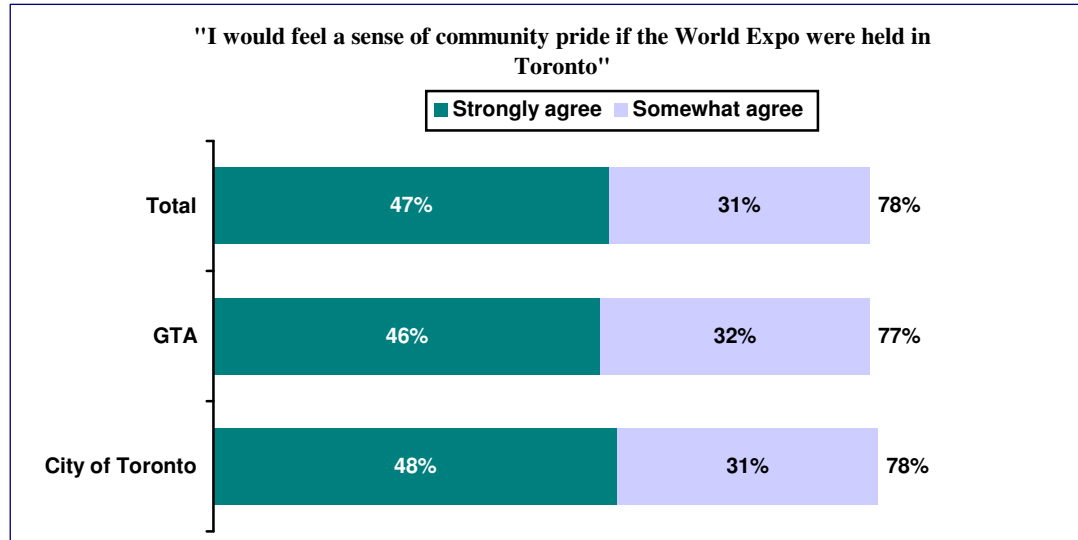
- Agreement with this statement runs highest among those with higher annual household incomes (81% among those with an income over \$30,000 vs. 72% among those with less than \$30,000).

AND, SAME PROPORTION (78%) SAY HOSTING THE WORLD EXPO WOULD PROVIDE THEM WITH A SENSE OF COMMUNITY PRIDE

Seventy-eight percent agree with the statement that “I would feel a sense of community pride if the World Expo were held in Toronto” (47% strongly agree). Twenty-one percent disagree with this statement.

Figure 5. Attitudes Towards the World Expo Bid (2)

All Respondents



Questions: "Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements..."
Base=800

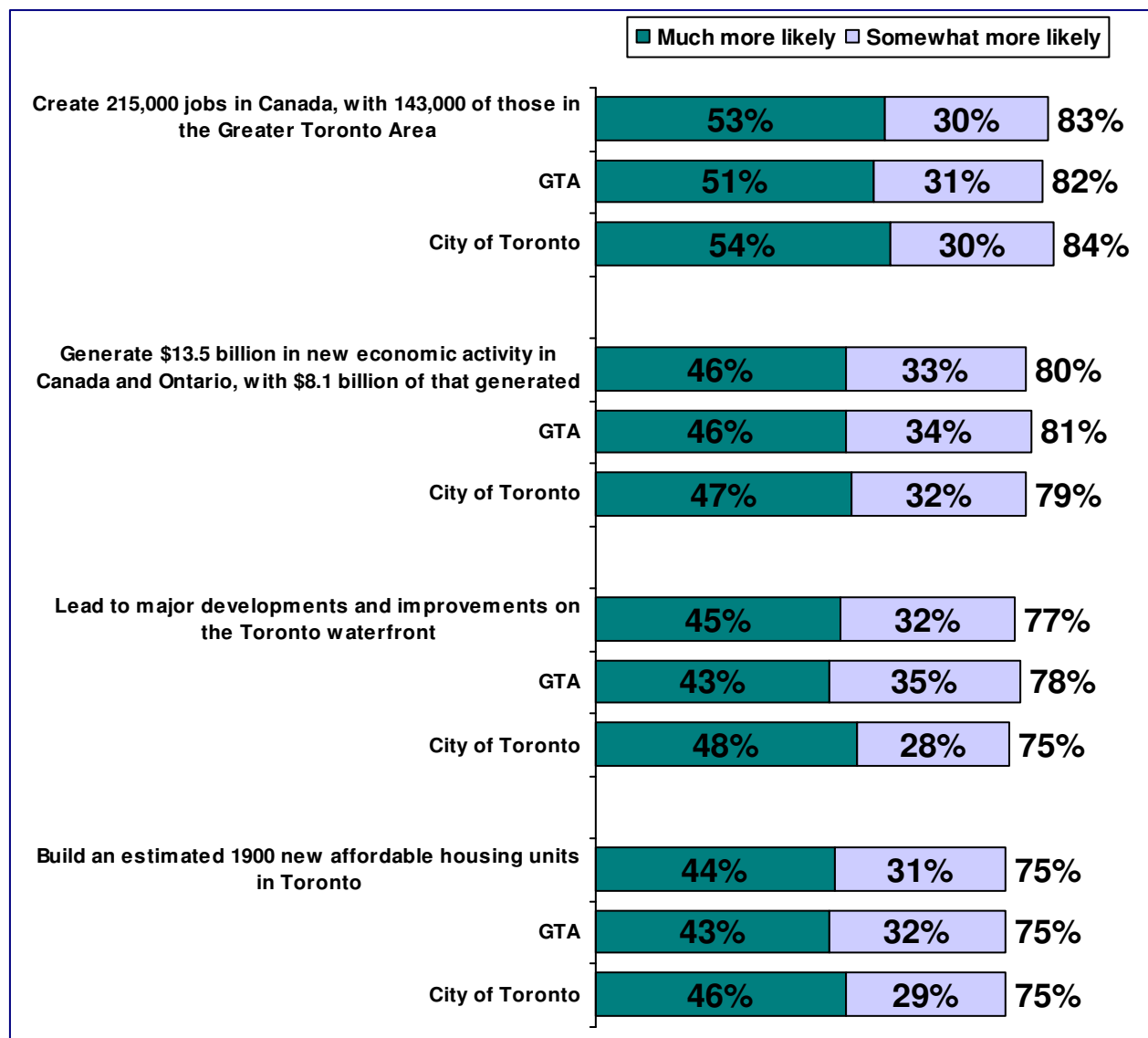
- Agreement with this statement is highest among 18-34 year olds (82%) and is lowest among seniors age 65 and over (67%).

JOBS AND ECONOMIC BOON ARE STRONGEST MESSAGES TO RAISE SUPPORT FOR HOSTING THE WORLD EXPO IN 2015...

Respondents were read a series of statements and asked, upon hearing these, whether they would be more or less likely to support the bid for the World Expo.

Figure 6. Statements Which Most Positively Impact Support For Hosting World Expo

All Respondents



Question: "Now I'm going to read you a series of statements that offer information about the World Expo. After hearing a statement I want you to tell me whether the statement makes you much more likely, somewhat more likely, or much less likely to support the bid for a World Expo in Toronto in 2015?"

Base: 800



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