

Two in Three (69%) Torontonians 'Agree' that Billy Bishop City Airport is an 'Economic Engine of the City'

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Two in Three (69%) Torontonians ‘Agree’ that Billy Bishop City Airport is an ‘Economic Engine of the City’

Toronto, ON – Two thirds (69%) of Toronto residents ‘agree’ (23% strongly/46% somewhat) that Billy Bishop Toronto City Airport (BBTCA) is an ‘economic engine of the city’, according to a new Ipsos Reid poll conducted on behalf of the Toronto Port Authority (TPA). This compares with three in ten (28%) who ‘disagree’ (8% strongly/21% somewhat), and 3% who don’t know.

Further, eight in ten (83%) Toronto residents ‘agree’ that Billy Bishop Toronto City Airport (BBTCA) ‘is great for the economy of Toronto’ – including 85% of those living downtown south of Queen Street, Just one in ten (14%), overall, ‘disagree’ (3% strongly/11% somewhat), while 2% don’t know.

Moreover, Eight in ten (81%) residents of Toronto ‘agree’ (45% strongly/36% somewhat) that ‘Billy Bishop Toronto City Airport is an important part of Toronto’s future economic growth’, while two in ten (17%) ‘disagree’ (6% strongly/11% somewhat) and 2% don’t know. In fact, most (87%) ‘agree’ (52% strongly/36% somewhat) that the BBTCA is ‘a valuable asset for the city’, while just 11% ‘disagree’ (4% strongly/7% somewhat), and 2% don’t know.

The survey reveals that nearly three in ten (28%) Torontonians have used BBTCA, including nearly half of all downtown residents living north (50%) or south (45%) of Queen Street.

Being a hub for residents and tourists alike, eight in ten (84%) Torontonians ‘agree’ (44% strongly/39% somewhat) that the airport ‘is a great gateway for the city and tourists’, while 15% ‘disagree’ (4% strongly/11% somewhat) and 1% don’t know. Furthermore, most (83%) ‘agree’ (45% strongly/38% somewhat) that the airport ‘makes a great first impression for



visitors who use it to travel to Toronto'. Conversely, one in ten (14%) 'disagree' (4% strongly/10% somewhat), and 3% don't know.

Billy Bishop Toronto City Airport is owned and operated by the Toronto Port Authority, which is involved in a variety of activities along the harbourfront, including removing pollution and contaminated garbage from the Don River and the inner harbour, regulating the movement of ships in the harbour, creating a wetland to protect wildlife habitats, conducting dredging to prevent flooding, long-term investments in improving environmental sustainability, sponsoring festivals, exhibits and at-risk youth, and working with the city and all levels of government to build the tunnel that connects Toronto island with the mainland.

Reflecting on these activities, nine in ten (89%) Torontonians 'agree' (38% strongly/52% somewhat) that 'the Toronto Port Authority provides important economic benefits to the City of Toronto', while one in ten (8%) 'disagree' and 2% don't know. Thinking about these activities in which the TPA is involved, three-quarters (77%) of Toronto residents 'agree' (25% strongly/52% somewhat) that the TPA 'is a forward-thinking organization', while two in ten (17%) 'disagree' (7% strongly/10% somewhat), and 6% don't know.

These are some of the findings of an Ipsos Reid poll conducted on behalf of the Toronto Port Authority from July 24 to August 5, 2012. For the survey, a representative randomly-selected sample of 700 adults living in Toronto was interviewed by telephone, including a sample of 300 Torontonians living downtown south of Queen Street. Ipsos employed weighting to balance demographics and ensure that the sample's composition reflected that of the adult population according to Census data. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of sample of ± 3.7 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Toronto been polled. The margin of error would be larger within regions and for other sub-groupings of the survey population. All sample surveys and polls may be

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subject to other sources of error, including, but not limited to, methodology change, coverage error and measurement error.

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