

Nine in Ten (90%) Torontonians Agree that Billy Bishop Toronto City Airport is an Asset to Toronto

*Six in Ten (61%) Support the Use of Jets at Billy Bishop Provided they Make
No More Noise than the Current Turboprops*

Public Release Date: Tuesday, February 25, 2014



Ipsos Reid is Canada's market intelligence leader and the country's leading provider of public opinion research. With operations in eight cities, Ipsos Reid employs more than 300 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in Canada, as well as the largest pre-recruited household and on-line panels. Ipsos Reid's

Canadian marketing research and public affairs practices are staffed with seasoned research consultants with extensive industry-specific backgrounds, offering the premier suite of research vehicles in Canada—including the Ipsos Trend Report, the leading source of public opinion in the country—all of which provide clients with actionable and relevant information. Ipsos Reid is an Ipsos company, a leading global survey-based market research group. To learn more, visit www.ipsos.ca

***For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>***

© Ipsos Reid

***Washington • New York • Chicago • Minneapolis • Seattle • San Francisco
Vancouver • Edmonton • Calgary • Winnipeg • Toronto • Ottawa • Montreal***



Nine in Ten (90%) Torontonians Agree that Billy Bishop Toronto City Airport is an Asset to Toronto

Six in Ten (61%) Support the Use of Jets at Billy Bishop Provided they Make No More Noise than the Current Turboprops

Toronto, ON – Nine in ten (90%) Torontonians ‘agree’ (54% strongly/36% somewhat) that ‘the Billy Bishop Toronto City Airport is a valuable asset for the city’ (up 3 points since polling conducted in the summer of 2013), according to a new Ipsos Reid poll conducted on behalf of the Toronto Port Authority. Conversely, one in ten (10%) ‘disagree’ (5% strongly/5% somewhat) that it is.

The live operator telephone poll of over 700 residents, including 300 interviews downtown South of Queen Street, also found that most (88%) Torontonians ‘agree’ (46% strongly/42% somewhat) that ‘Billy Bishop Airport is great for the economy of Toronto’, while one in ten (11%) ‘disagree’ (5% strongly/5% somewhat). Further, eight in ten (77%) ‘agree’ (43% strongly/34% somewhat) that ‘the island airport makes a great first impression for visitors who use it to travel to Toronto’, while two in ten (18%) ‘disagree’ (7% strongly/11% somewhat).

One in three (34%) Torontonians have flown out of Billy Bishop Toronto City Airport, with the average resident of Toronto having used the airport 2.5 times (up from 2.1 last summer). The average user has used it 7.4 times, up from 6.7.

Attitudes towards the airport have remained relatively consistent over the last four years. Two in three (66%) residents of Toronto say they’re personally in favour of having an airport on the island and believe it’s good for Toronto’. On the other hand, one in ten (11%) are

‘personally dead set against having an airport on the island and believe it’s bad for Toronto’. Two in ten (20%) ‘really don’t care one way or the other about having an airport on the island’.

An issue that has received a lot of attention lately is Porter Airline’s desire to introduce jet aircraft to the island airport. Some people might support the use of jet aircraft at the Billy Bishop Toronto City Airport and say that it would increase competition and lower prices for flights out of Toronto, give Torontonians more access to more destinations, and help the Canadian economy and aerospace companies like Bombardier due to increased manufacturing orders for jet aircraft. Other people oppose the use of jet aircraft at BBTCA and say that allowing jets to fly out of Billy Bishop Toronto City Airport would lead to more noise coming from the airport and skies, require a runway extension, increase traffic congestion due to higher passenger volumes, and open the door for other airlines to fly jets out of the Billy Bishop Toronto City Airport.

Reflecting on this, six in ten (61%) ‘support’ the use of jet aircraft at Billy Bishop Toronto City Airport provided the jets make no more noise than the current turboprops (up 1 point since the summer). One in three (35%) ‘oppose’ the use of jet aircraft at Billy Bishop Toronto City Airport under any circumstances’ (down 2 points). Three percent don’t know. Interestingly, south of Queen Street, 63% support the use of jet aircraft under these provisions, while 35% oppose.

These are some of the findings of an Ipsos Reid poll conducted on behalf of the Toronto Port Authority from January 13 to 17, 2014. For the survey, a representative randomly-selected sample of 702 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 subject to other sources of error, including, but not limited to, methodology change, coverage error and measurement error.

For more information on this news release, please contact:

***John Wright
Senior Vice President
Ipsos Reid
Public Affairs
(416) 324-2002***

**For full tabular results, please visit our website at www.ipsos.ca. News Releases are available at:
<http://www.ipsos-na.com/news/>**