



TORONTO

Toronto survey for the **National Ethnic Press
and Media Council of Canada**

Field Dates: November 8-10, 2024

Release Date: November 13, 2024



Liaison surveyed a random sample of 855 Torontonians through Interactive Voice Recording (IVR) from November 8-10, 2024

Responses were weighted using demographic and geographic information to targets based on the 2021 Census.

The margin of error for survey results is ± 3.35 percentage points, 19 times out of 20 for the total. Margins of error are higher for sub samples.

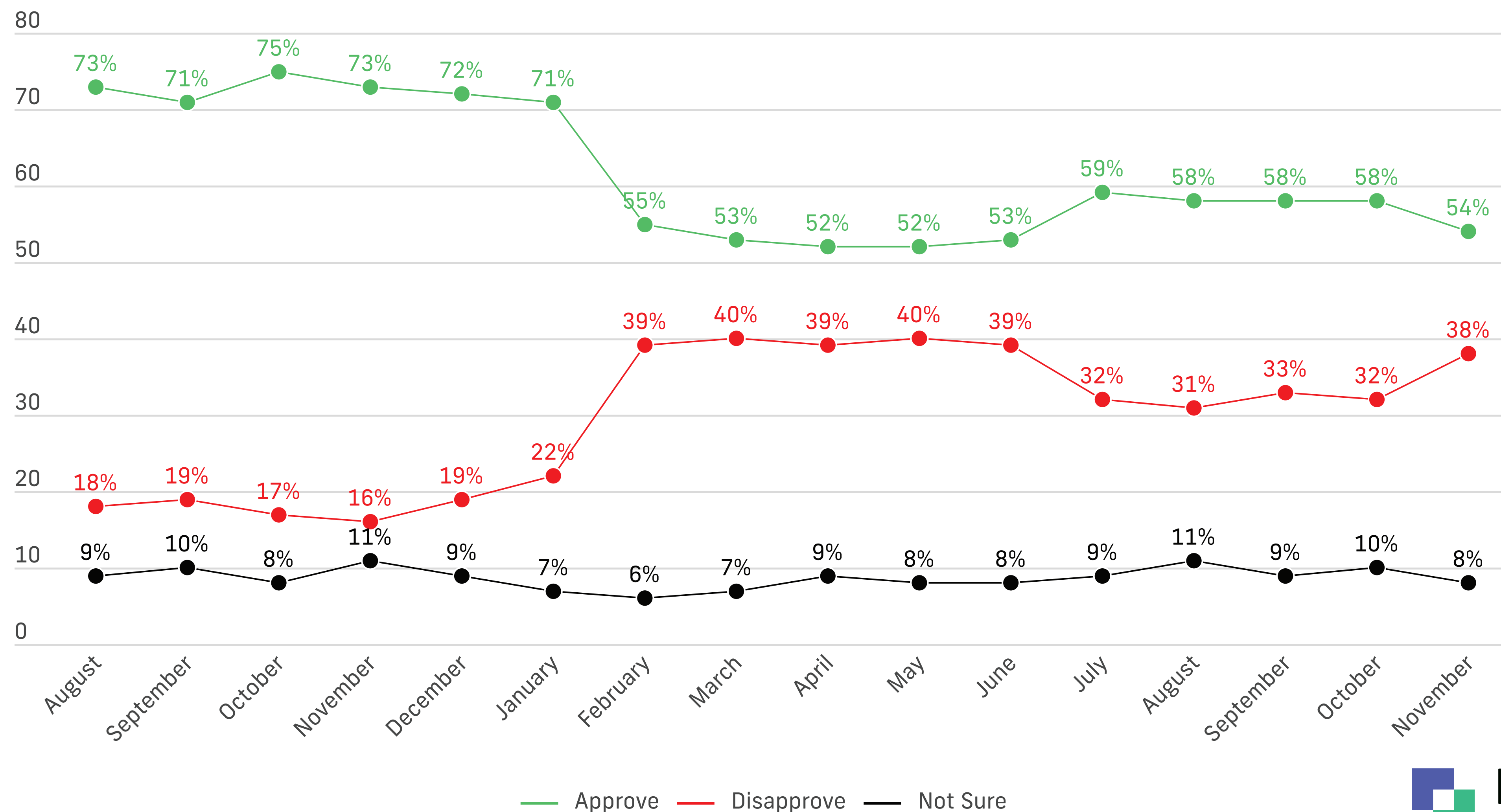
Results may not add up to 100 due to rounding.

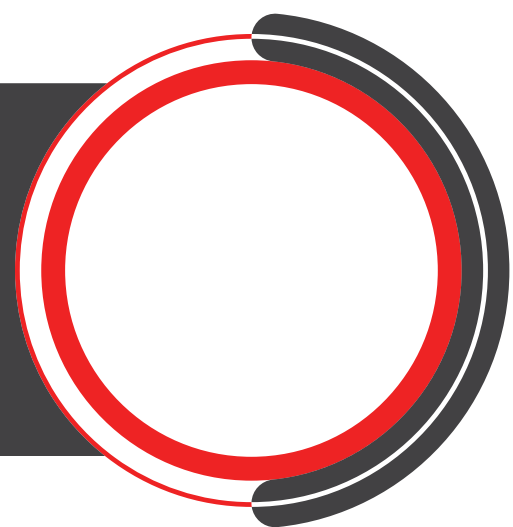
Liaison is a member of the Canadian Research Insights Council.



Mayoral Approval - Toronto Residents

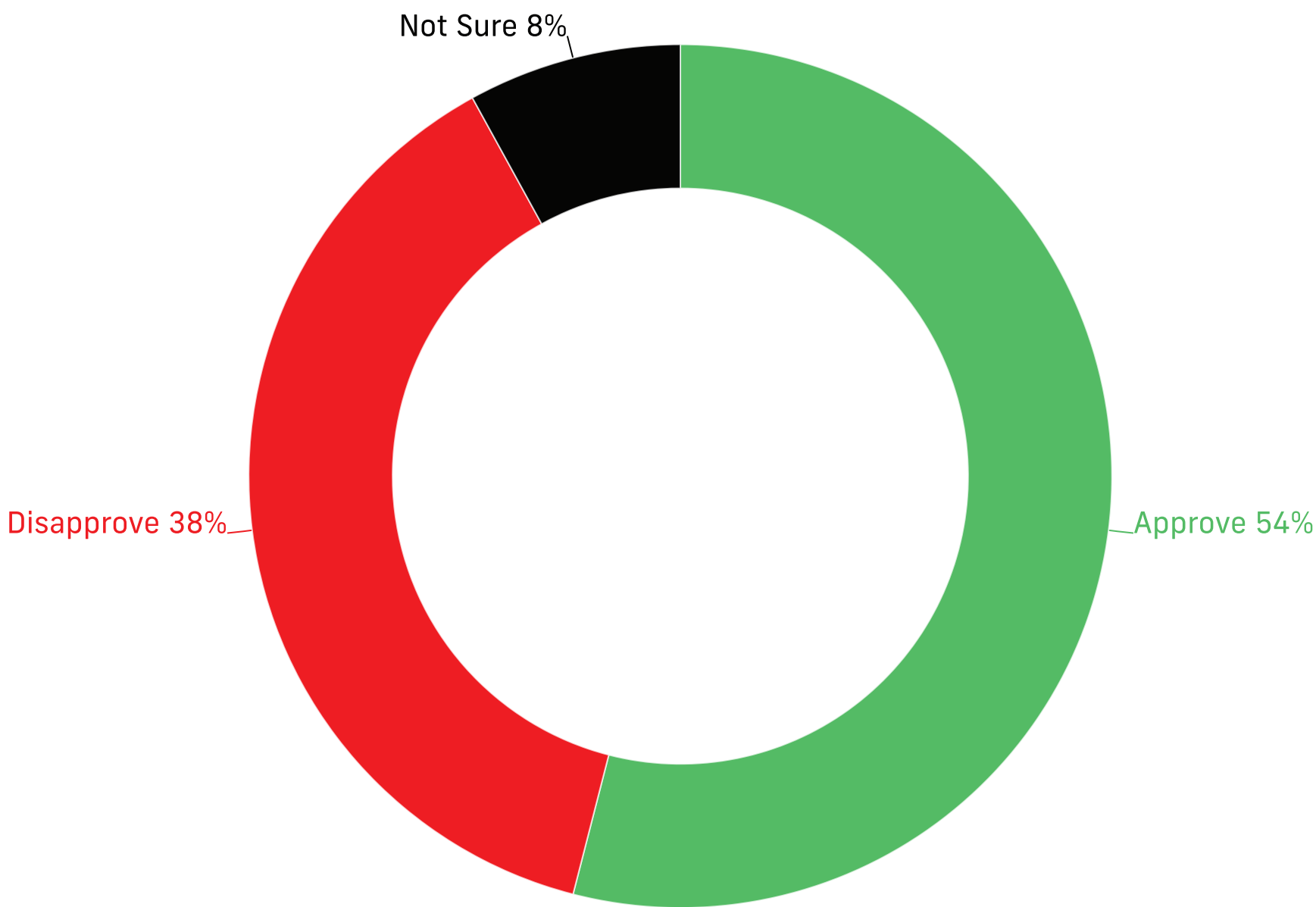
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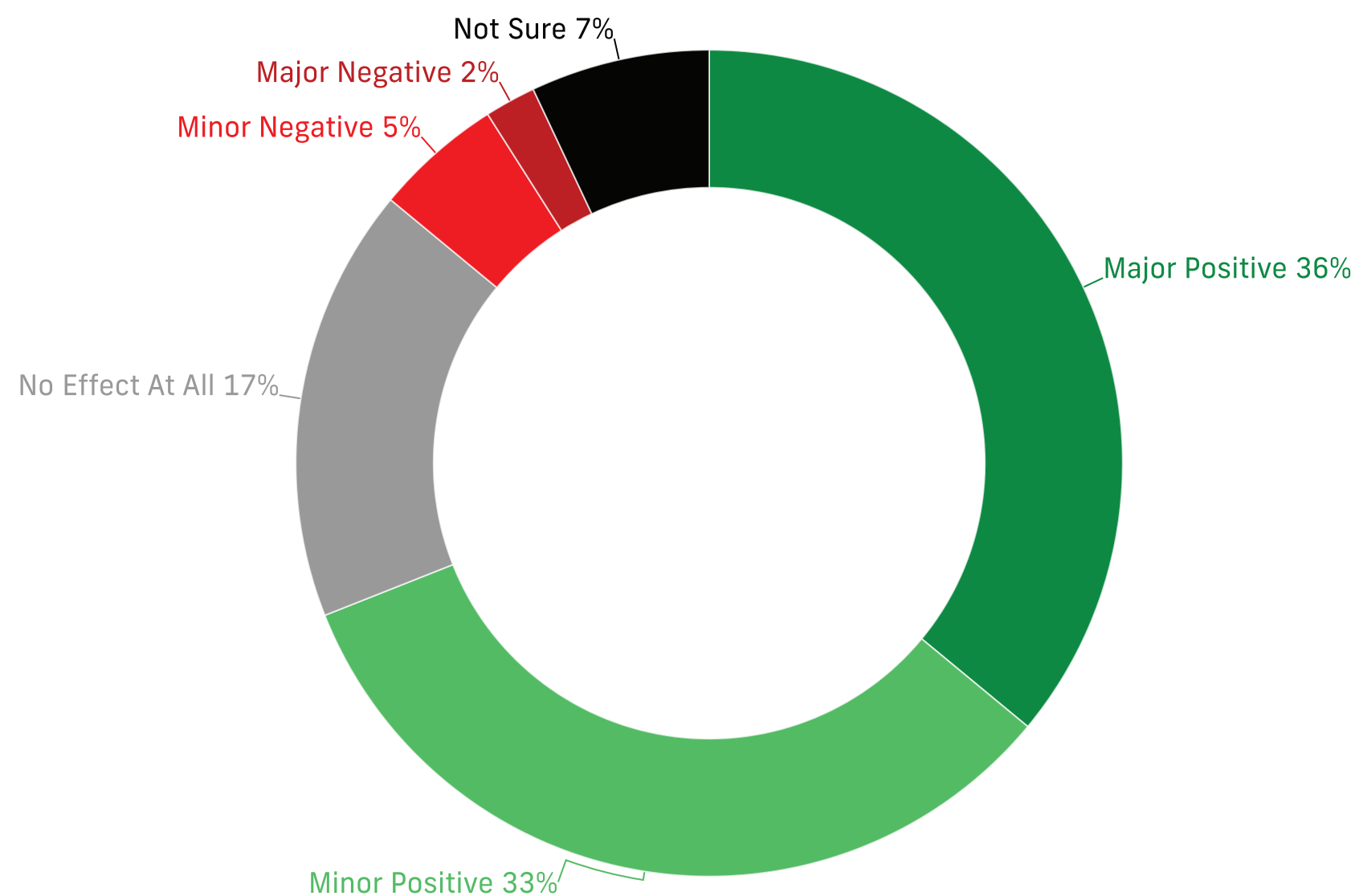


| November 2024 | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ | Downtown | Etobicoke | North York | Scarborough |
|---------------------|-----|--------|------|-------|-------|-------|-------|-----|----------|-----------|------------|-------------|
| Approve | 54% | 58% | 50% | 50% | 54% | 50% | 56% | 56% | 61% | 38% | 51% | 58% |
| Disapprove | 38% | 34% | 43% | 44% | 36% | 42% | 38% | 37% | 27% | 55% | 44% | 36% |
| Not Sure | 8% | 9% | 7% | 6% | 10% | 8% | 6% | 7% | 12% | 7% | 5% | 6% |
| Sample (Unweighted) | 855 | 437 | 383 | 35 | 273 | 213 | 188 | 181 | 293 | 120 | 277 | 165 |
| Weighted | 855 | 428 | 394 | 33 | 291 | 209 | 187 | 168 | 276 | 109 | 288 | 182 |



Issue Question - Toronto Residents

Q: As you may know, Taylor Swift will be performing six concerts in the City of Toronto. From everything you have seen or heard would you say the concerts will have a major positive effect, a minor positive effect, a major negative effect, a minor negative effect or no effect at all on the Toronto economy?

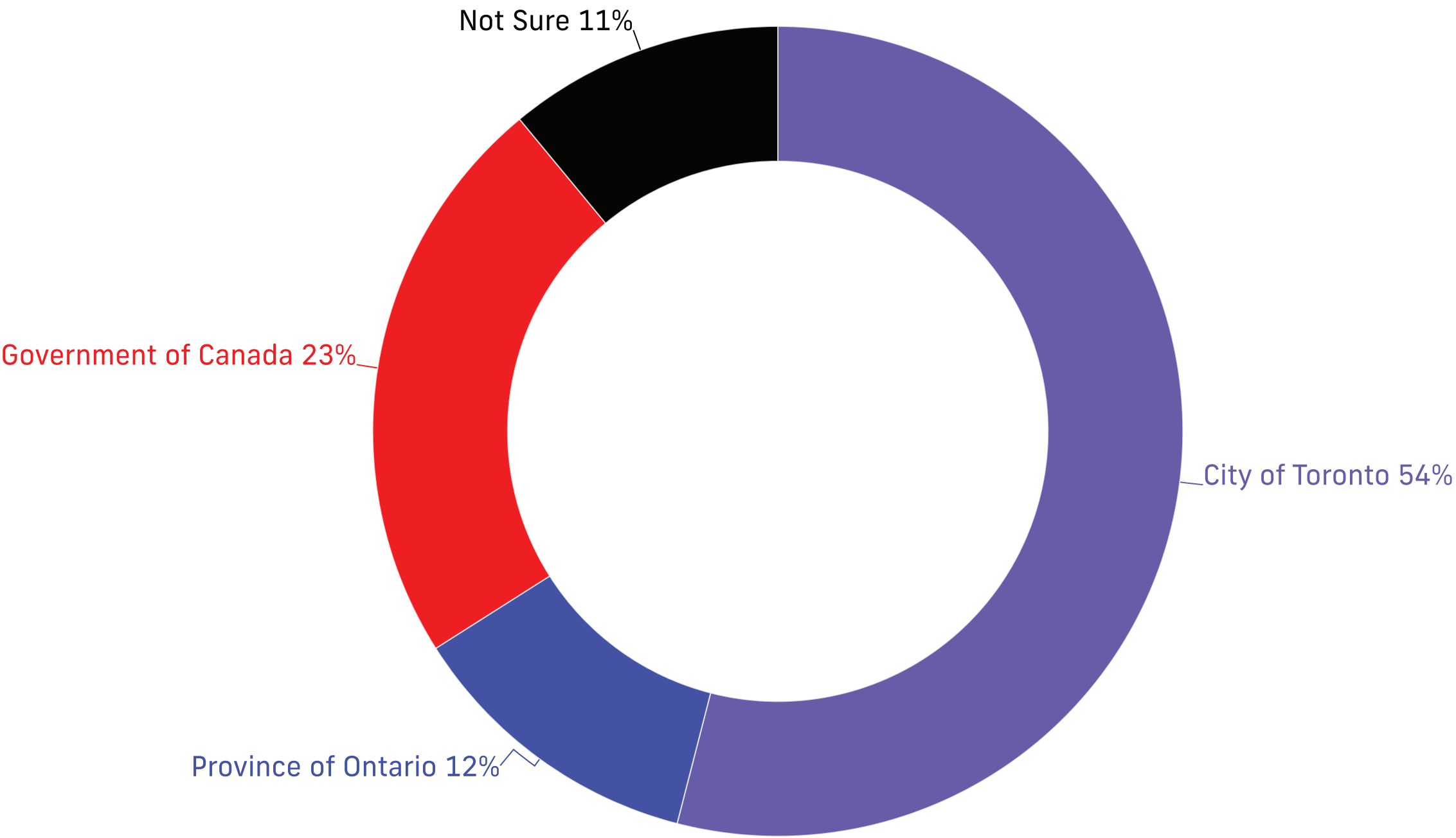


| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ | Downtown | Etobicoke | North York | Scarborough |
|------------------|-----|--------|------|-------|-------|-------|-------|-----|----------|-----------|------------|-------------|
| Major Positive | 36% | 46% | 24% | 45% | 43% | 50% | 23% | 21% | 38% | 30% | 32% | 42% |
| Minor Positive | 33% | 26% | 40% | 35% | 34% | 18% | 41% | 40% | 28% | 34% | 43% | 25% |
| No Effect At All | 17% | 17% | 18% | 9% | 15% | 18% | 19% | 18% | 16% | 22% | 16% | 18% |
| Minor Negative | 5% | 4% | 6% | 2% | 4% | 6% | 5% | 6% | 8% | 5% | 3% | 5% |
| Major Negative | 2% | 2% | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 4% | 1% | 2% |
| Not Sure | 7% | 5% | 9% | 6% | 2% | 8% | 8% | 13% | 8% | 6% | 6% | 8% |



Issue Question - Toronto Residents

Q: If there is new revenue from economic activity related to the concerts which level of government do you expect to benefit the most? The City of Toronto, The Province of Ontario or the Government of Canada?

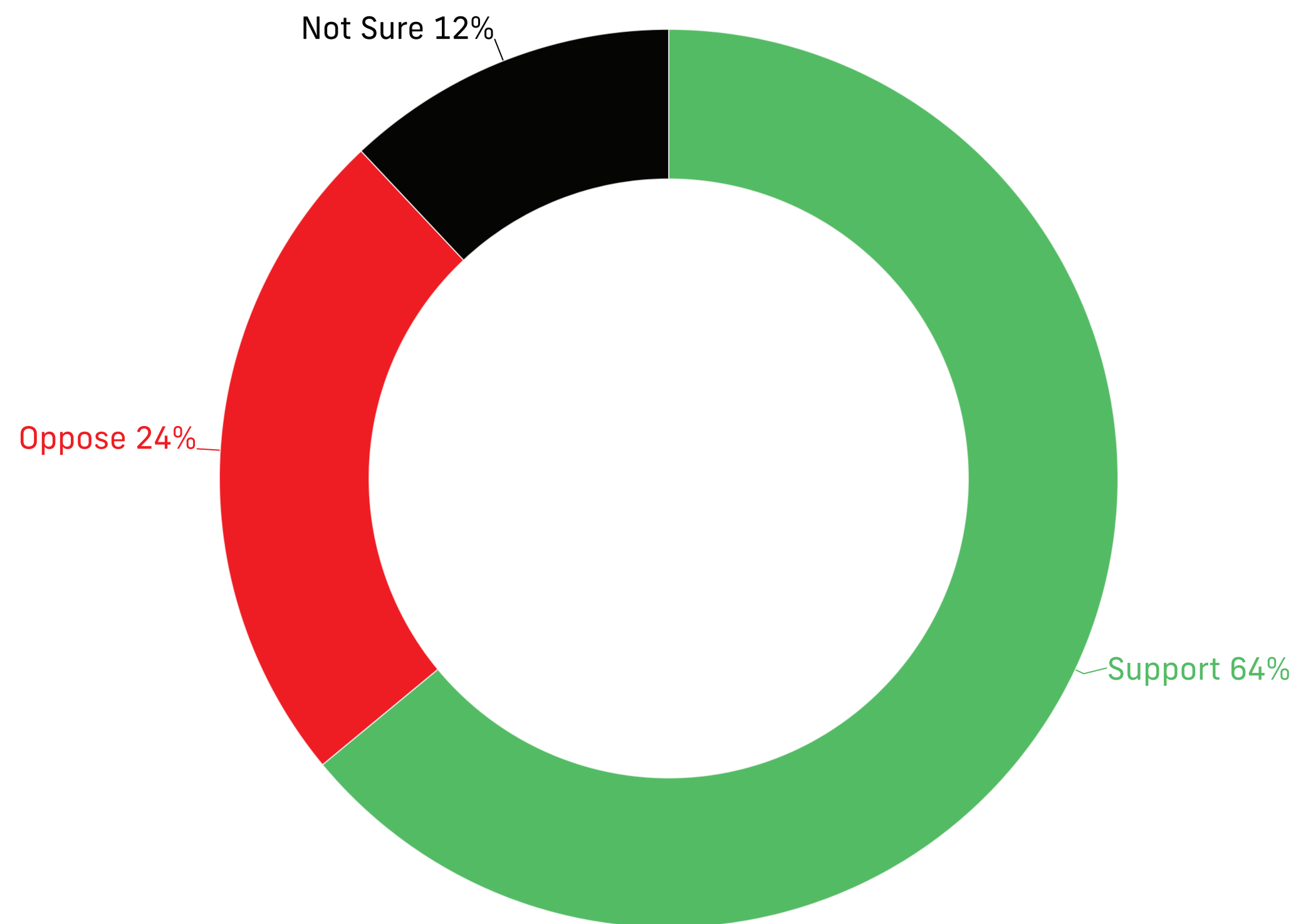


| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ | Downtown | Etobicoke | North York | Scarborough |
|----------------------|-----|--------|------|-------|-------|-------|-------|-----|----------|-----------|------------|-------------|
| City of Toronto | 54% | 55% | 53% | 55% | 58% | 40% | 56% | 62% | 46% | 55% | 59% | 57% |
| Province of Ontario | 12% | 10% | 14% | 15% | 11% | 16% | 12% | 9% | 12% | 22% | 8% | 13% |
| Government of Canada | 23% | 23% | 23% | 23% | 19% | 33% | 24% | 16% | 29% | 13% | 24% | 18% |
| Not Sure | 11% | 13% | 9% | 8% | 11% | 12% | 8% | 13% | 13% | 10% | 9% | 12% |



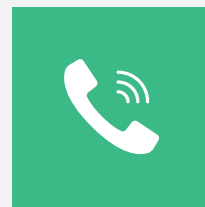
Issue Question - Toronto Residents

Q: In 2018 the Government of Ontario passed an anti-scalping law that prohibited the resale of tickets with markups of over 50%. It was later scrapped by a new government. Thinking about the proposal, do you support or oppose limiting the markup of resale tickets to 50%?



| | All | Female | Male | Other | 18-34 | 35-49 | 50-64 | 65+ | Downtown | Etobicoke | North York | Scarborough |
|----------|-----|--------|------|-------|-------|-------|-------|-----|----------|-----------|------------|-------------|
| Support | 64% | 70% | 57% | 63% | 66% | 61% | 63% | 66% | 66% | 66% | 62% | 63% |
| Oppose | 24% | 20% | 30% | 15% | 28% | 26% | 20% | 19% | 23% | 23% | 29% | 17% |
| Not Sure | 12% | 10% | 13% | 23% | 6% | 14% | 17% | 15% | 11% | 11% | 8% | 20% |

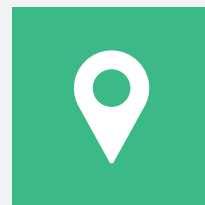
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+1 416-483-2335



liaison.ca



2586A Yonge Street, Suite 2B
Toronto, Ontario, Canada

