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Public Opinion Survey Report



Prepared for Ports Toronto | April 2024



On behalf of Ports Toronto, Viewpoints Research conducted a survey among Toronto residents aged 18 years and older, with an oversample of residents living along the Waterfront. The survey included weighting to ensure responses reflect the actual distribution of the population by age, gender and region using Statistics Canada Census 2021 data. This survey was conducted online with 2,041 respondents participating between March 15th to 28th 2024. Participants were recruited via probability-sampling. The margin of error of this sample is +/- 2.17%.

The survey explores public's perceptions, opinions, and usage of the Billy Bishop Toronto City Airport (Billy Bishop).

For more information, please contact info@viewpoints.ca

Top Lines

Most residents are familiar with Billy Bishop.

Overall familiarity with the airport has fluctuated over the years, but this year was at its highest since 2009 - 81% said they are somewhat or very familiar with the airport.

Positive experiences with Billy Bishop remain very high at 98%.

As with previous surveys, the vast majority of those who have flown with Billy Bishop report somewhat or very positive experiences, with 70% reporting very positive experiences.

Top Lines

Over half of Toronto residents (56%) who have used Billy Bishop tend to live close to the airport.

Those who have flown from the airport are more likely to be residents from the Waterfront, Old Toronto, and York / East York. They are also more likely to have higher household incomes and to be homeowners.

Residents who have not used Billy Bishop (43%) tend to live further from the airport.

Those who have not flown from the airport are more likely to be residents of Scarborough, North York, and Etobicoke, to be renters, and to have annual household incomes less than \$70k.

Top Lines

A majority think it's important that Billy Bishop continue taking measures to reduce its environmental impact (85%) and support the introduction of alternative fueled aircraft (73%).

Women, younger respondents (aged 18-39), and Waterfront, Old Toronto, and York / East York residents are more likely to think it's very important for the airport to reduce its environmental impact.

A majority of respondents (83%) agree that Billy Bishop's governing agreement should be updated, and the airport should continue to operate.

Support extends across regions, but is especially strong among Waterfront, Old Toronto and York / East York residents. Even residents who have not flown with Billy Bishop agreed (77%).

Methodology

Viewpoints Research conducted this online survey from March 15th to 28th 2024 among a random sample of 2,041 Toronto residents aged 18 years and older with an oversample of residents living along an area called the Waterfront. The Waterfront includes FSA regions that face the water – water's edge communities spanning from Etobicoke to Scarborough.

The margin of error of this sample (n=2,041) is +/- 2.17%. The margin of error is wider among subsets of some questions and crosstabulation breakouts. Data was weighted by region, gender and age using the 2021 Census to ensure that the sample is representative of Toronto's population.

Results are expressed as percentages unless otherwise noted, and response rates include the full sample unless otherwise noted. Results may not add to 100% due to rounding.

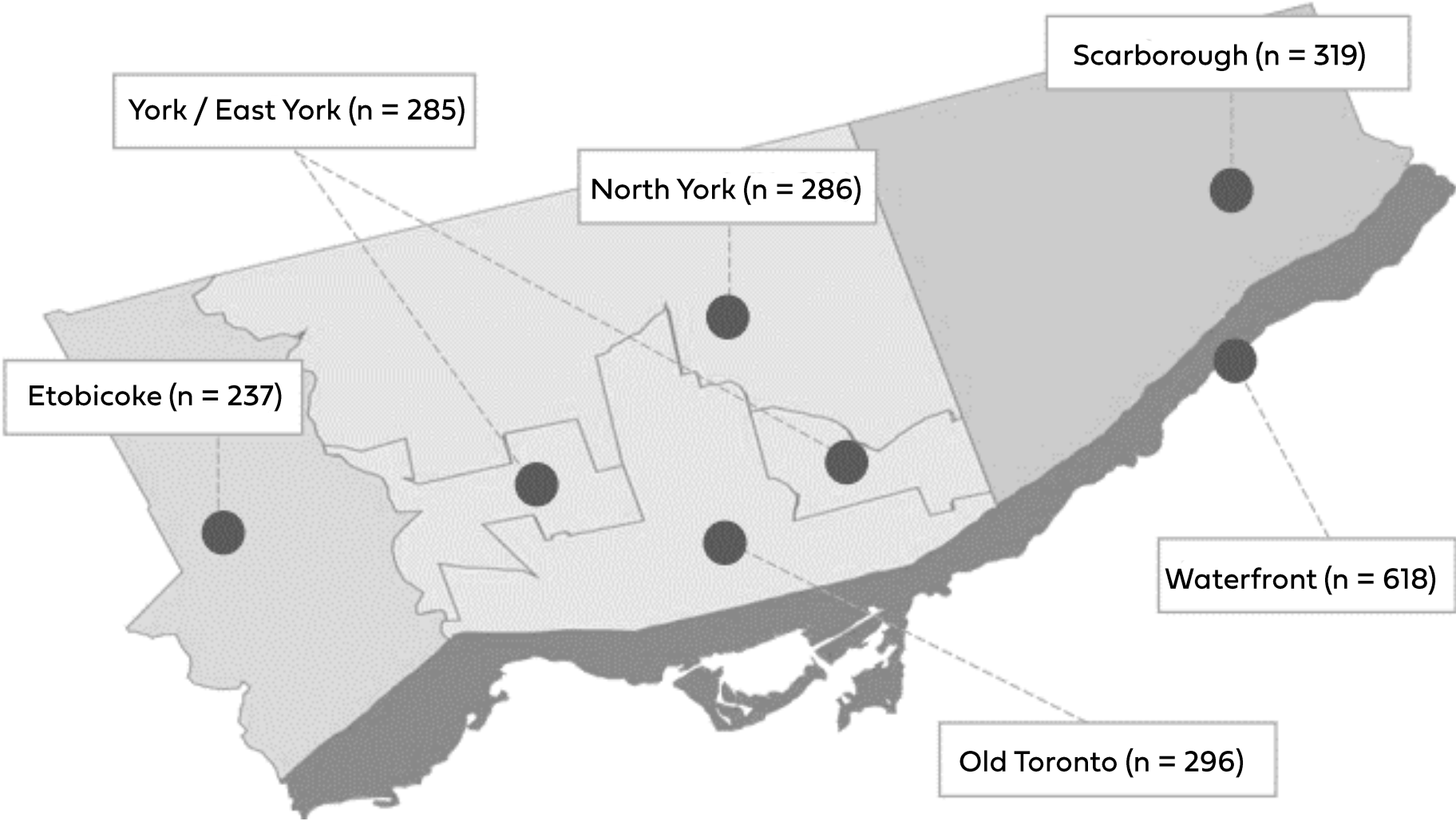
Methodology

This table outlines the unweighted survey completions by region, along with the corresponding margin of error. The margin of error is wider among subsets of the population, as the samples are smaller.

	Total	Waterfront	Old Toronto	North York	Scarborough	Etobicoke	York/East York
n (unweighted)	2,041	618	296	286	319	237	285
Margin of error	+/- 2.17%	+/- 3.94%	+/- 5.70%	+/- 5.79%	+/- 5.49%	+/- 6.37%	+/- 5.80%

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This map shows the regions and their corresponding unweighted sample sizes in the survey. There is an oversample of the Waterfront region which aligns with previous surveys.

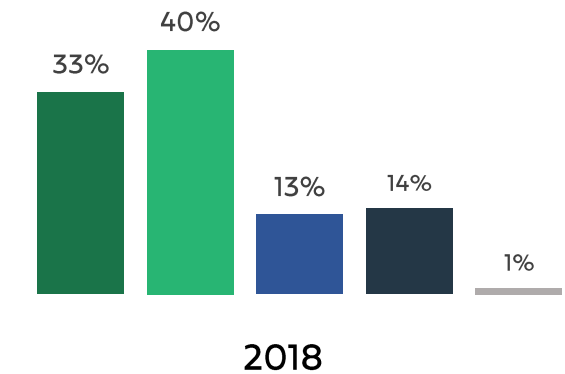
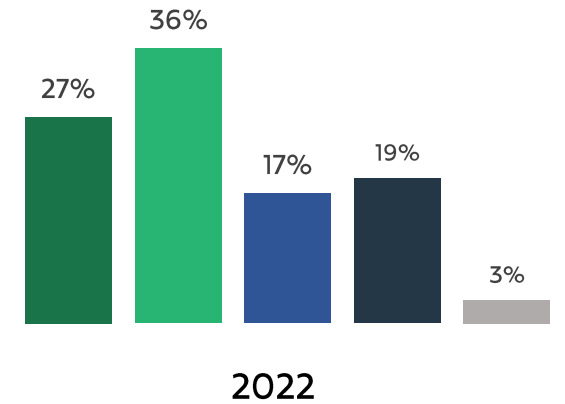
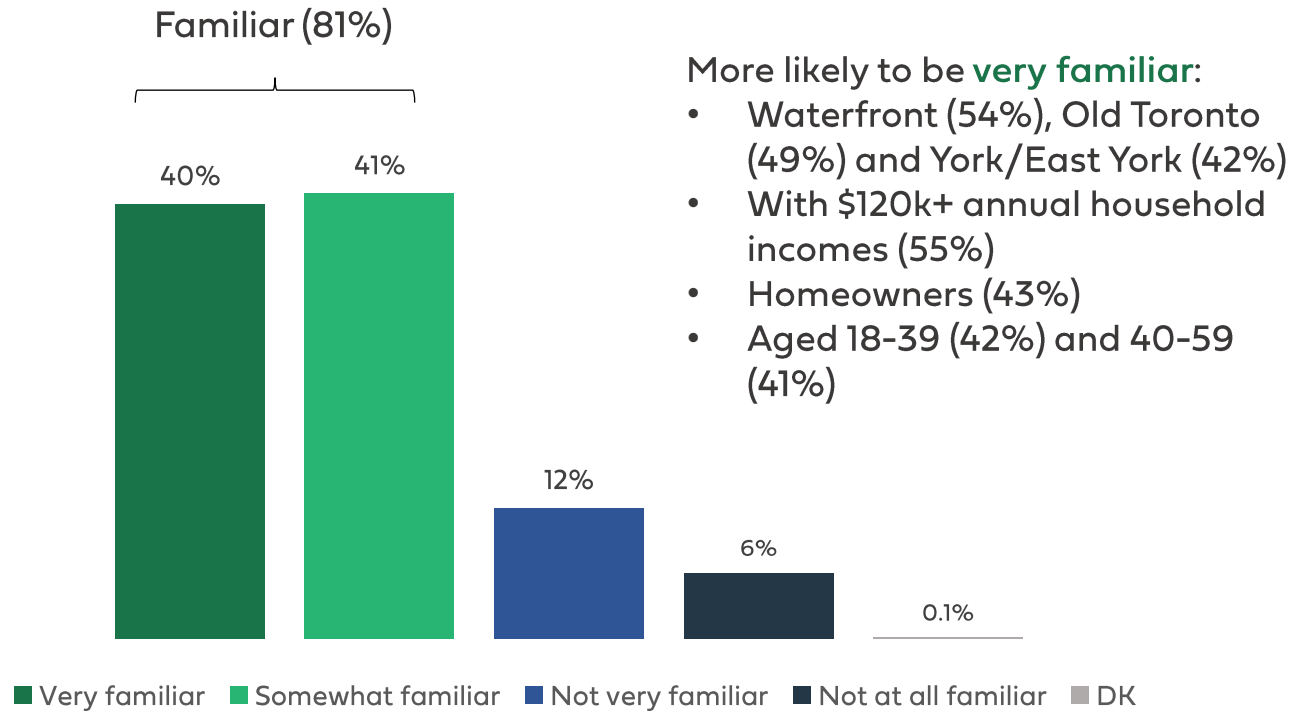


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Familiarity, Usage & Impressions

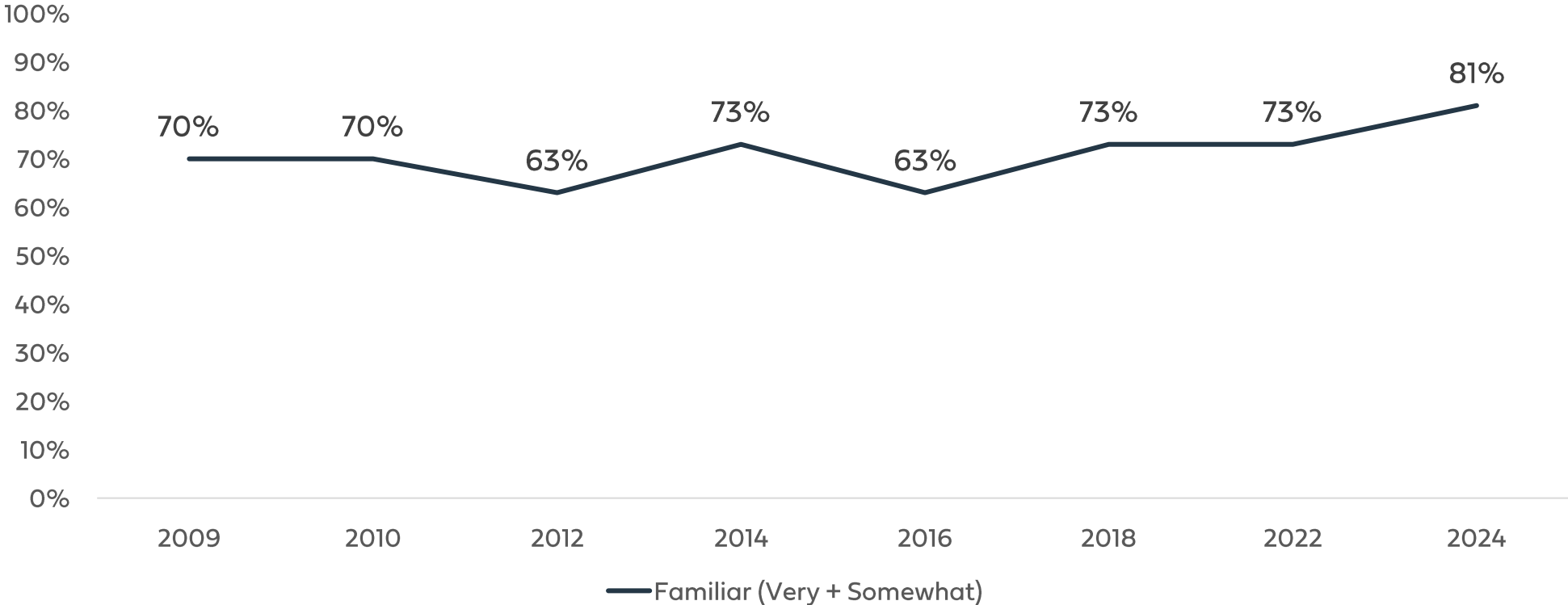


Most respondents are familiar with Billy Bishop.



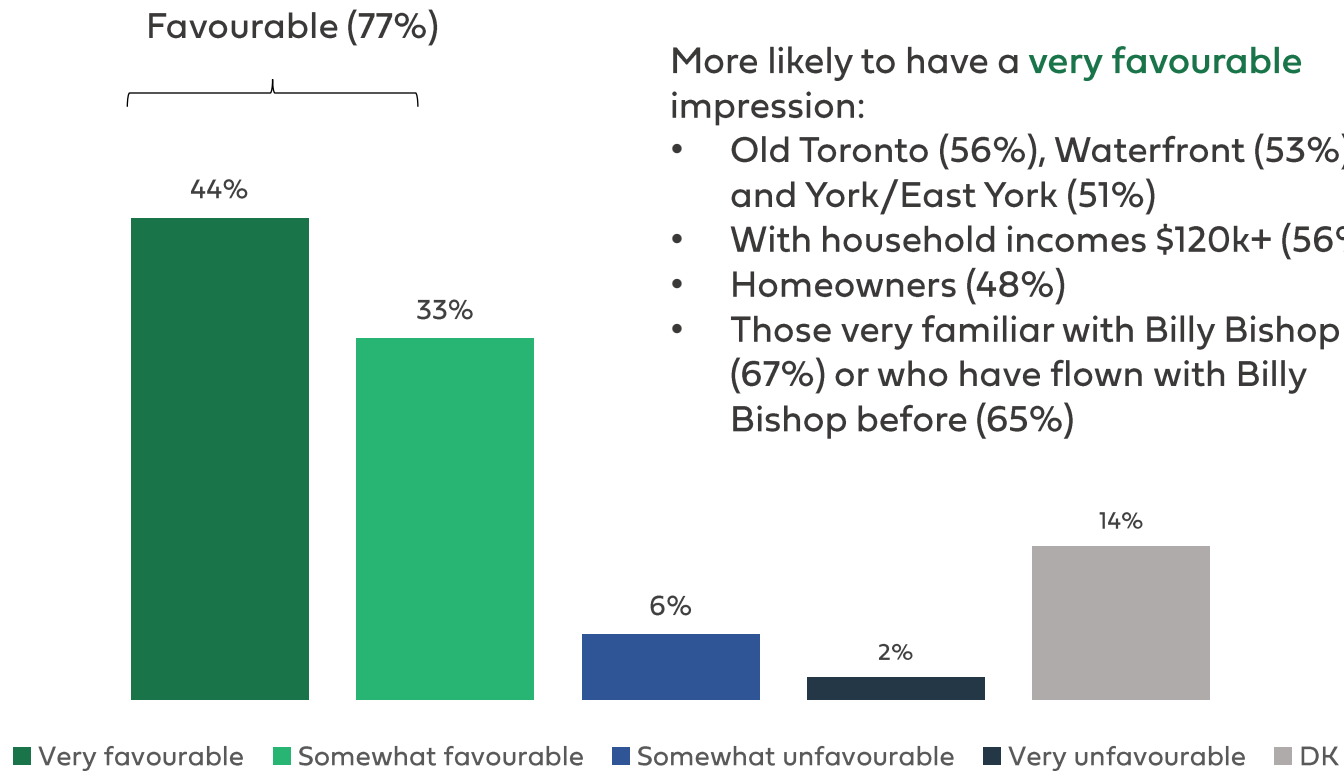
Q4: How familiar are you with the Billy Bishop Toronto City Airport, which is located on Toronto Island downtown? (n = 2,041)

Familiarity with Billy Bishop has fluctuated since 2009. This survey recorded the highest rate of familiarity.



Q4: How familiar are you with the Billy Bishop Toronto City Airport, which is located on Toronto Island downtown?

A majority of respondents have favourable impressions of Billy Bishop.



14% of respondents were unsure about their impression of Billy Bishop. This was especially common among younger residents aged 18-39 (20%), those who earn <\$40k (38%), and residents of North York (23%), Scarborough (27%) and Etobicoke (19%).

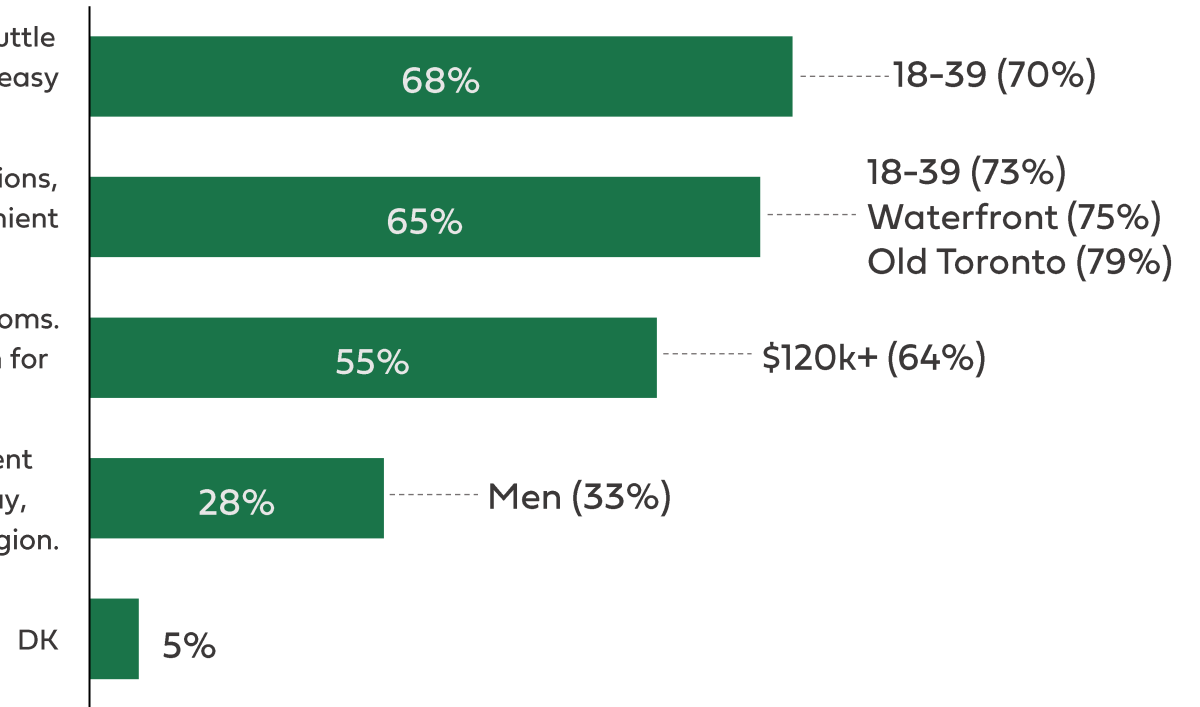
Most residents report a favourable opinion of Billy Bishop due to its location, accessibility and convenience.

Billy Bishop’s downtown location and accessibility via tunnel, ferry and shuttle makes it convenient for travelers. Whether for business or leisure, it offers easy access from home or work.

With its small size, reduced congestion, and destination and carrier options, Billy Bishop is a great alternative to Pearson. It’s a practical and convenient choice.

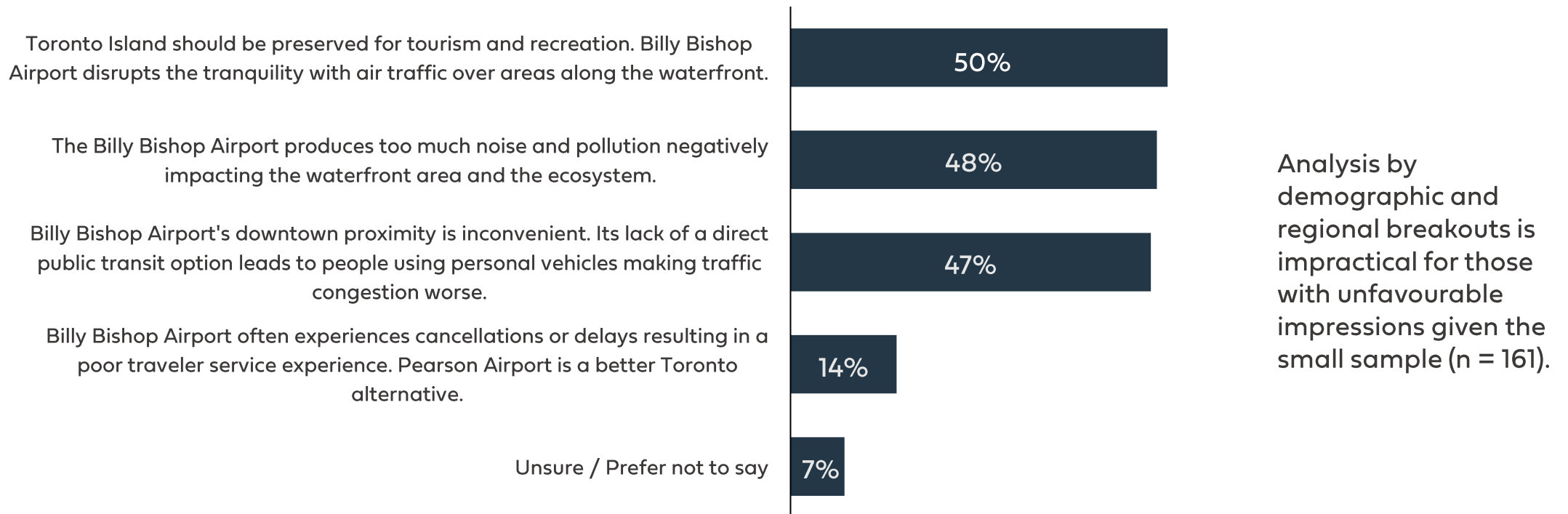
Billy Bishop Airport offers efficient service with short lines and faster customs. It provides a stress free travel experience while maintaining a reputation for excellence.

Billy Bishop boosts the regional economy by generating employment opportunities and supporting local jobs. It serves as a vital gateway, enhancing connectivity and fostering economic growth within the region.



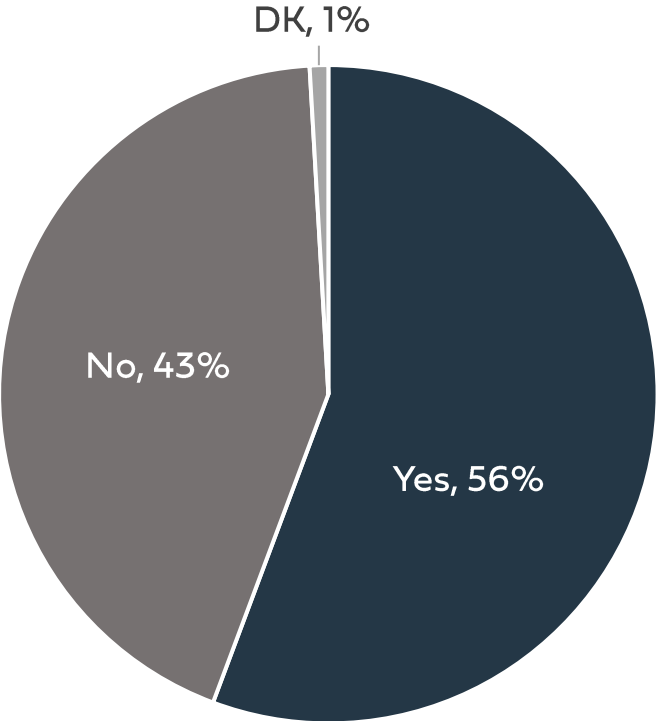
Q11: Which of the following reflects the reason(s) you have a favourable impression of Billy Bishop Airport? (n = 1,635)

Unfavourable impressions are attributed to the airport's impact on recreation, the ecosystem, and a lack of direct transit options.



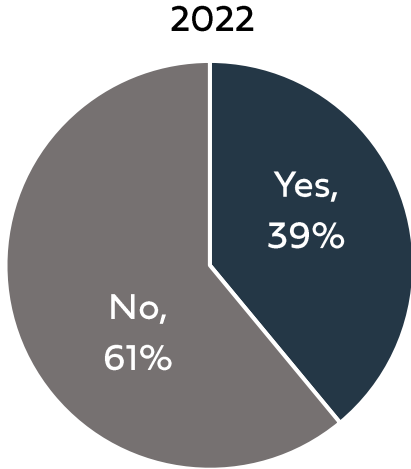
Q12: Which of the following reflects the reason(s) you have an unfavourable impression of Billy Bishop Airport? (n = 161)

Residents are about equally split in their usage of Billy Bishop.



- More likely to **have flown** Billy Bishop:
- Waterfront (69%), Old Toronto (72%) and York/East York residents (65%)
 - Those with household incomes \$120k+ (56%)
 - Homeowners (63%)

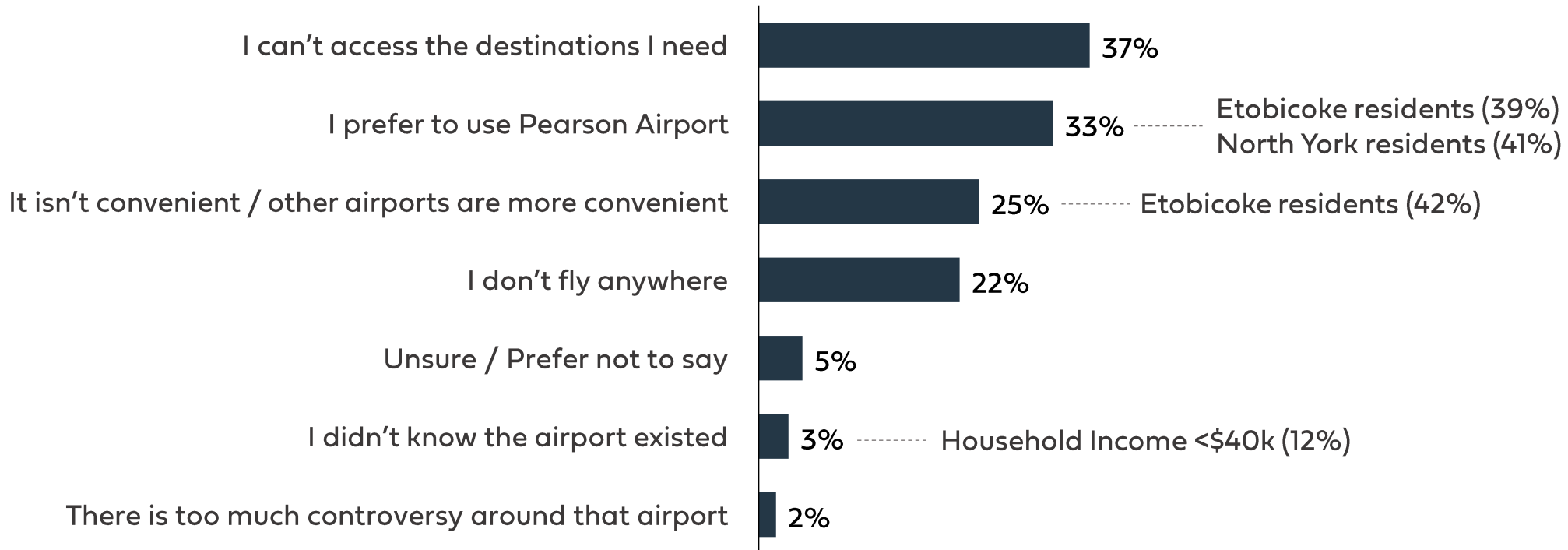
- More likely **not to have flown** Billy Bishop:
- Scarborough (69%), North York (61%) and Etobicoke (53%) residents
 - Those with household incomes <\$40k (77%) and up to \$70k (62%)
 - Renters (54%)



Q5: Have you flown from or landed at Billy Bishop Airport before? (n = 2,041)

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Most who haven't used Billy Bishop cited destination limitations. Preference for Pearson highlighted regional differences.



Q6: Which of the following reflects the reason(s) you have not used the Billy Bishop Airport? (n = 860, only those who have not flown from or landed at the airport before)

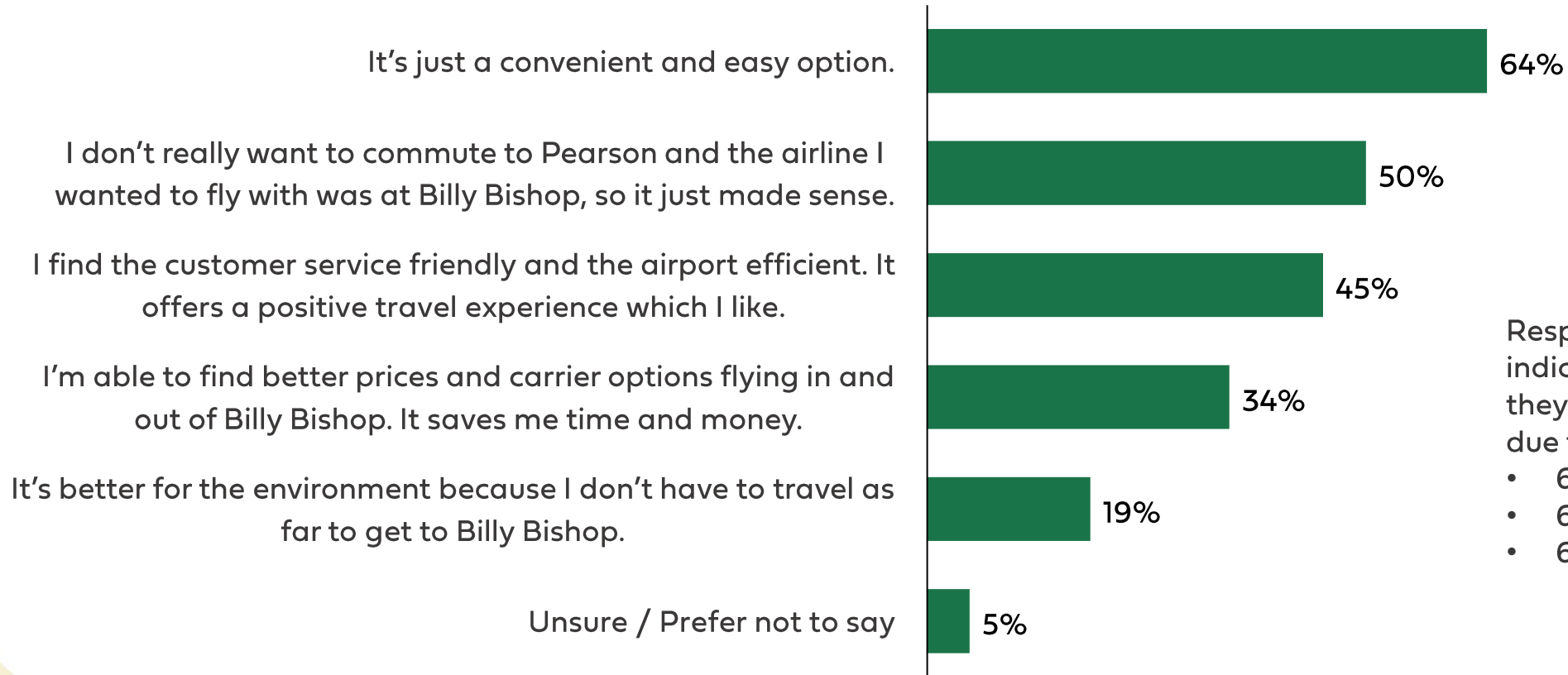
Respondents are primarily interested in traveling to other destinations in Canada and the US from Billy Bishop.

Many want to use Billy Bishop to fly to destinations further south and to the west, as well as Europe to the east. Some of the most common responses were Vancouver (10%), Europe (9%), the Caribbean (9%), Florida (7%), New York (7%), Mexico (5%), and Calgary (5%). 30% of responses mentioned other destinations in the USA, 13% mentioned other international destinations, and 12% mentioned other Canadian destinations.



Q27: What destinations would you like to use Billy Bishop Airport to fly to that aren't currently offered? (n = 725)

Convenience remains the top reason residents choose Billy Bishop

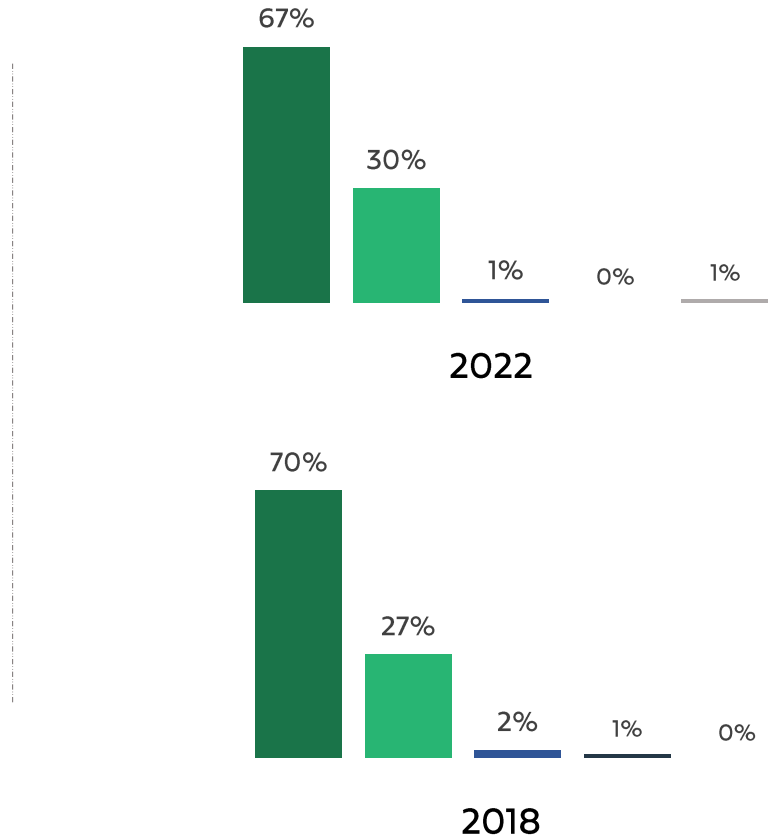
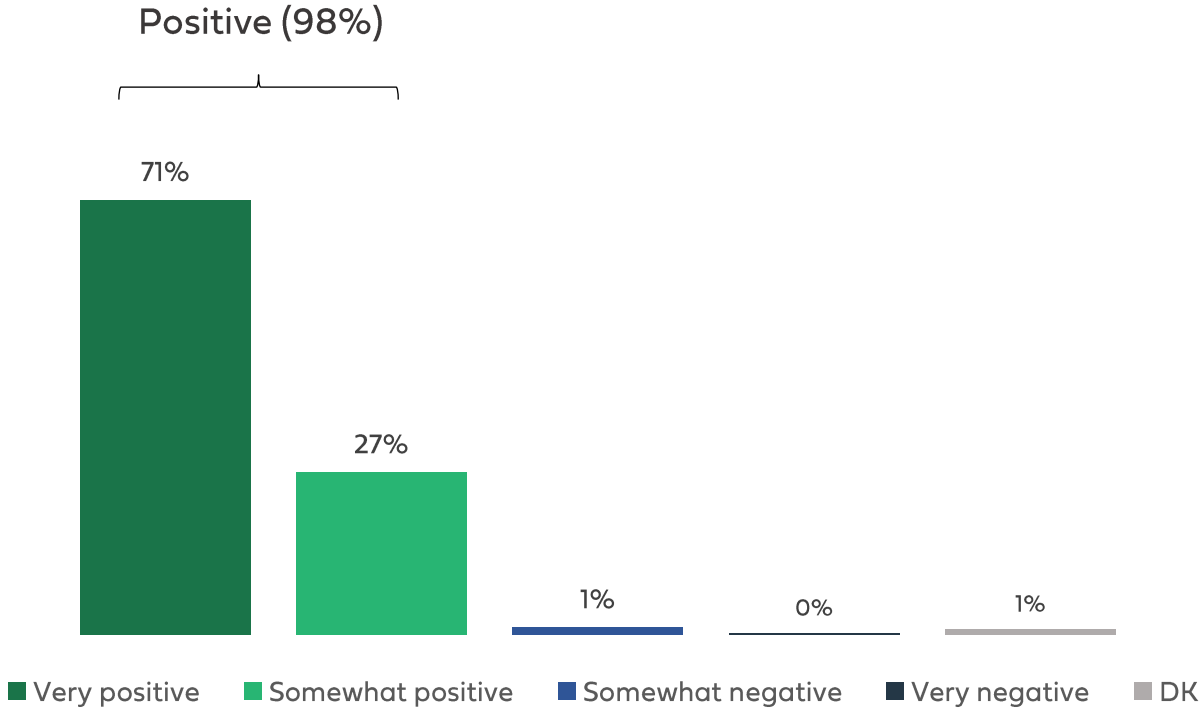


Respondents have consistently indicated that the main reason they choose the Billy Bishop is due to its convenience:

- 61% in 2022
- 63% in 2018
- 60% in 2016

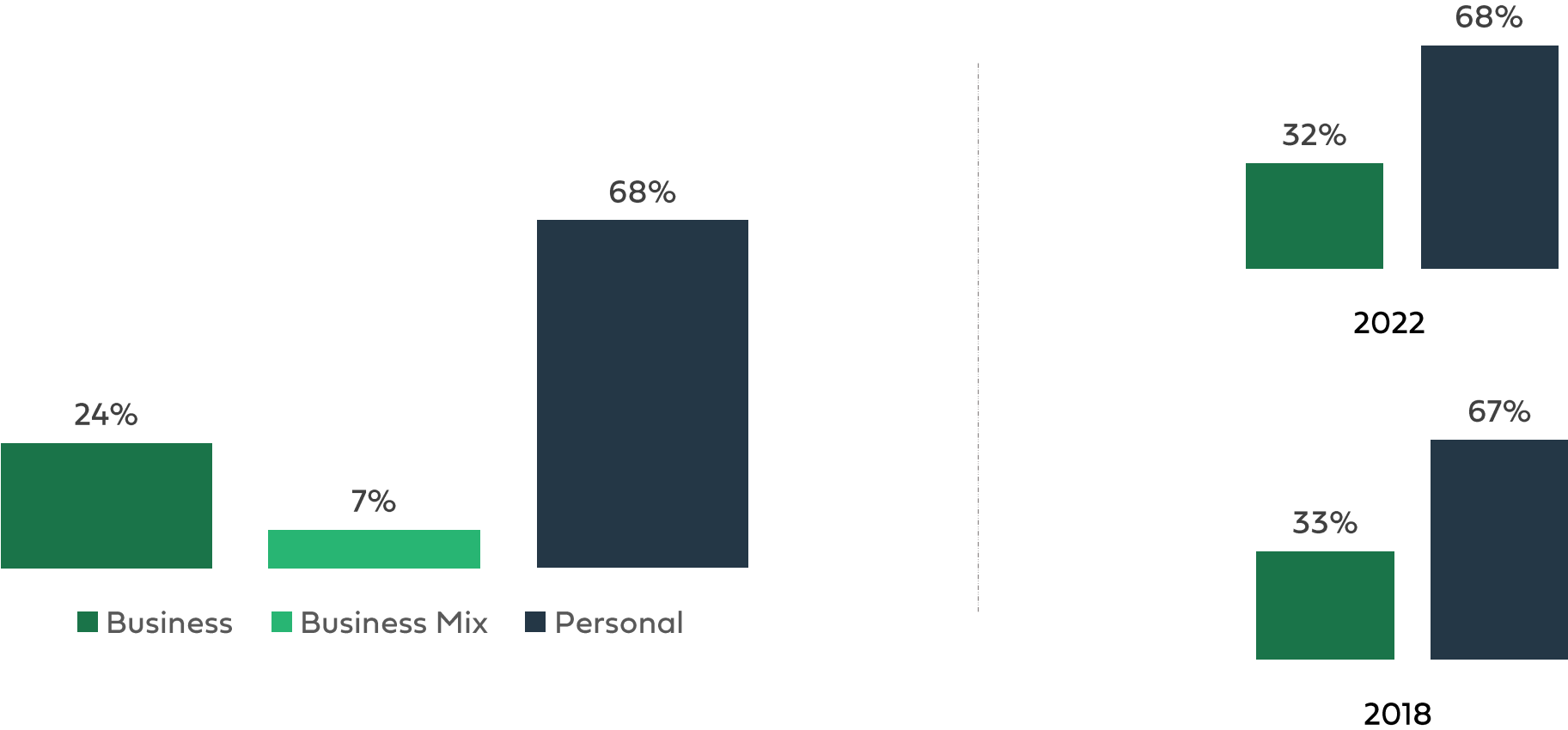
Q7: Which of the following reflects the reason(s) you chose to fly out of the Billy Bishop Airport? (n = 1,181)

Most who have flown with Billy Bishop report very positive experiences, like previous surveys



Q8: How would you rate your overall experience using the Billy Bishop Airport (n = 1,170)

Most Billy Bishop trips are for personal reasons, on par with previous surveys.



Q9: What percentage of your trips in and out of Billy Bishop Airport would you say are for business, a mix of business and leisure, and for personal or pleasure? (n = 1,087)

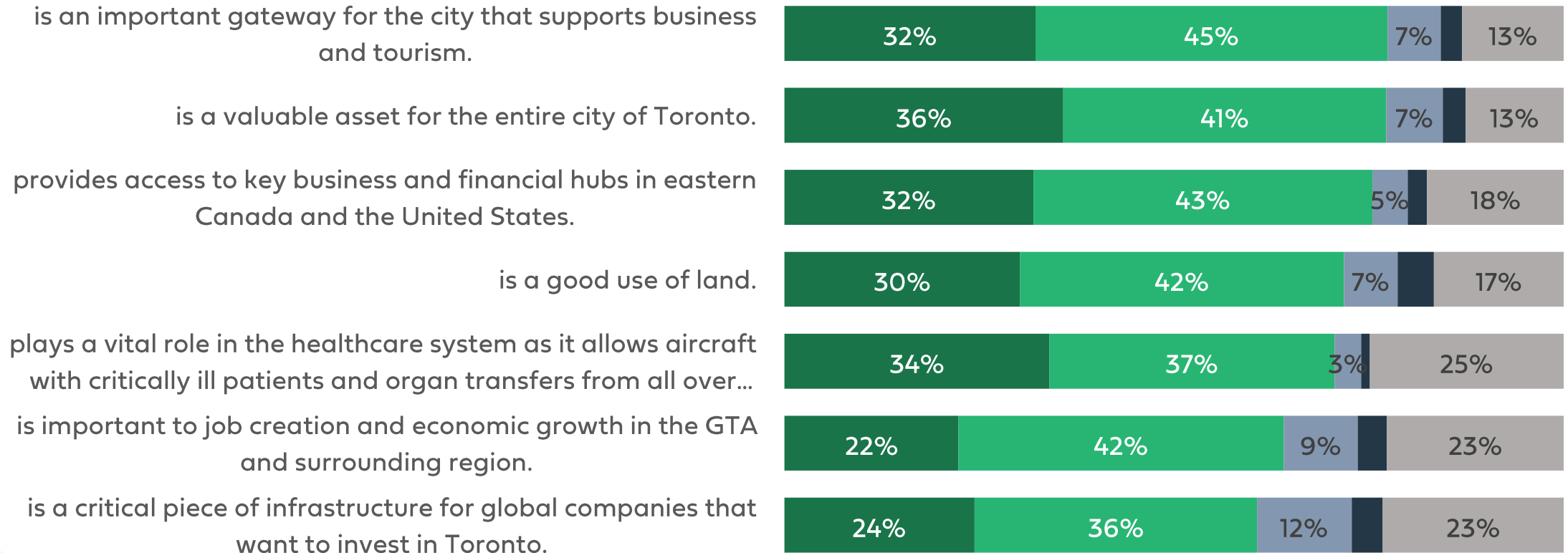
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Opinions of Billy Bishop



Most agree that Billy Bishop has positive impacts on business, tourism, healthcare, and the economy.

Q13-23: Below are statements some people have made about Billy Bishop Airport. For each one, please indicate whether you strongly agree, agree, disagree, or strongly disagree. (n = 2,041)



■ Strongly agree
 ■ Agree
 ■ Disagree
 ■ Strongly disagree
 ■ DK

Most residents agree that Billy Bishop is convenient, and that it makes sense for the city to have an airport downtown.

Q13-23: Below are statements some people have made about Billy Bishop Airport. For each one, please indicate whether you strongly agree, agree, disagree, or strongly disagree. (n = 2,041)

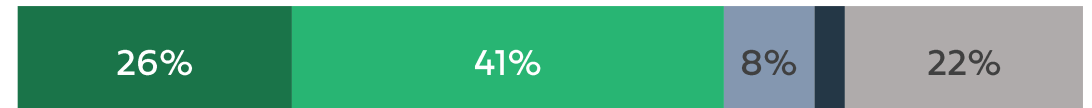
It's convenient and connects passengers with where they want to go.



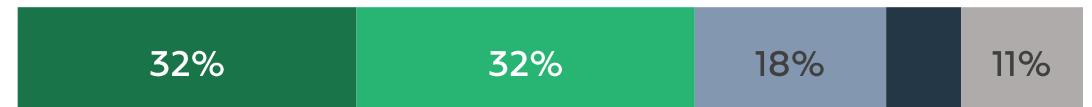
It makes sense for the city to have an airport right downtown.



It allows passengers more time to get home to their families.



If Toronto wants to be considered a world-class city, it needs an airport downtown.



Strongly agree Agree Disagree Strongly disagree DK

Who is Unsure?

Between 10-25% of residents are unsure about the statements made about Billy Bishop. These tend to be residents who live far from the airport and earn less than \$40k annually.

Q13-23: Below are statements some people have made about Billy Bishop Airport. For each one, please indicate whether you strongly agree, agree, disagree, or strongly disagree. (n = 1,625)

Statement	% Unsure	Statistical Differences
Billy Bishop plays a vital role in the healthcare system as it allows aircraft with critically ill patients and organ transfers from all over Ontario to access Toronto's hospitals.	25%	Those aged 18-39 (28%) and 40-59 (27%) are much more likely to be unsure than those 60+ (19%) Old Toronto residents (33%)
Billy Bishop is important to job creation and economic growth in the GTA and surrounding region.	23%	No differences
Billy Bishop allows passengers more time to get home to their families.	22%	North York residents (31%) Scarborough residents (27%) Etobicoke residents (26%)
Billy Bishop provides access to key business and financial hubs in eastern Canada and the United States.	18%	<\$40k (31%)

Who is Unsure?

Between 10-25% of residents are unsure about the statements made about Billy Bishop. These tend to be residents who live far from the airport and earn less than \$40k annually.

Q13-23: Below are statements some people have made about Billy Bishop Airport. For each one, please indicate whether you strongly agree, agree, disagree, or strongly disagree. (n = 1,625)

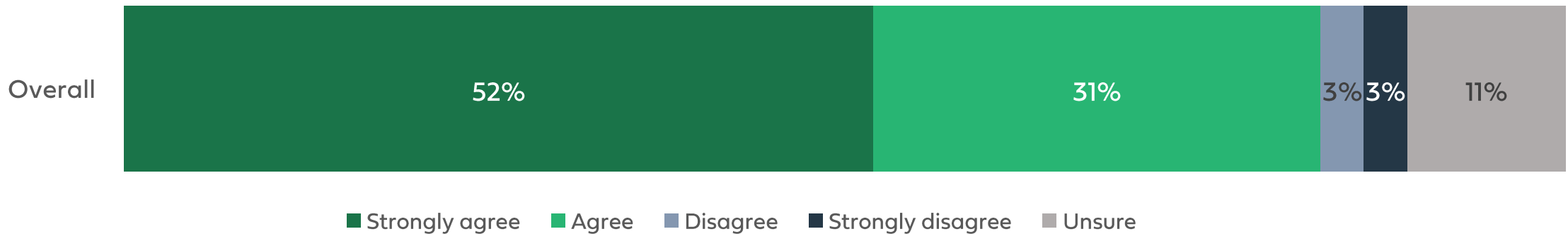
Statement	% Unsure	Statistical Differences
Billy Bishop is good use of land.	17%	North York residents (24%)
Billy Bishop is a valuable asset for the entire city of Toronto.	13%	<\$40k (24%)
Billy Bishop is an important gateway for the city that supports business and tourism.	13%	<\$40k (23%) 18-39 (17%)
Billy Bishop is convenient and connects passengers with where they want to go.	11%	<\$40k (29%)
If Toronto wants to be considered a world-class city, it needs an airport downtown.	11%	No differences
It makes sense for the city to have an airport right downtown.	9%	Those aged 18-39 (11%) and 40-59 (10%) are much more likely to be unsure than those 60+ (6%)

Most residents agree that Billy Bishop should continue to operate beyond the current governing agreement expiration date.

Q24: In 2033, the current governing agreement for the airport expires. Toronto's Billy Bishop Airport is Canada's 9th busiest airport, Ontario's 3rd busiest airport and the 5th busiest air border between Canada and the United States. It connects 20 communities to Toronto and connects Toronto to Ontario, eastern Canada and the United States.

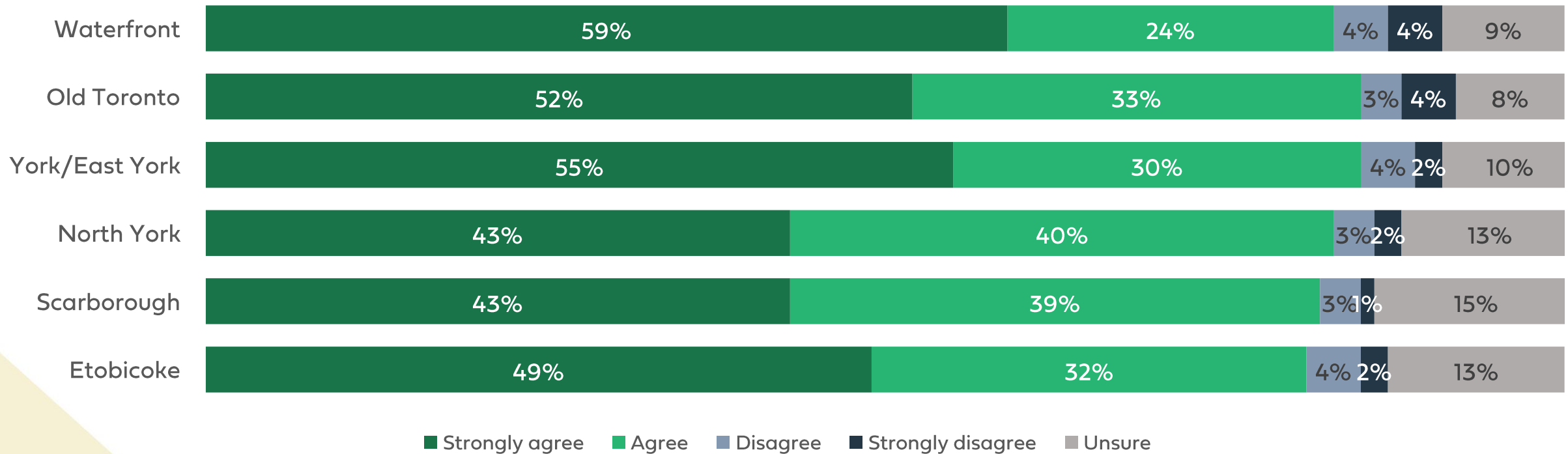
To what extent do you agree or disagree that the governing agreement should be updated, and the airport should continue to operate? (n = 2,041)

83% agree or strongly agree that the airport should continue to operate

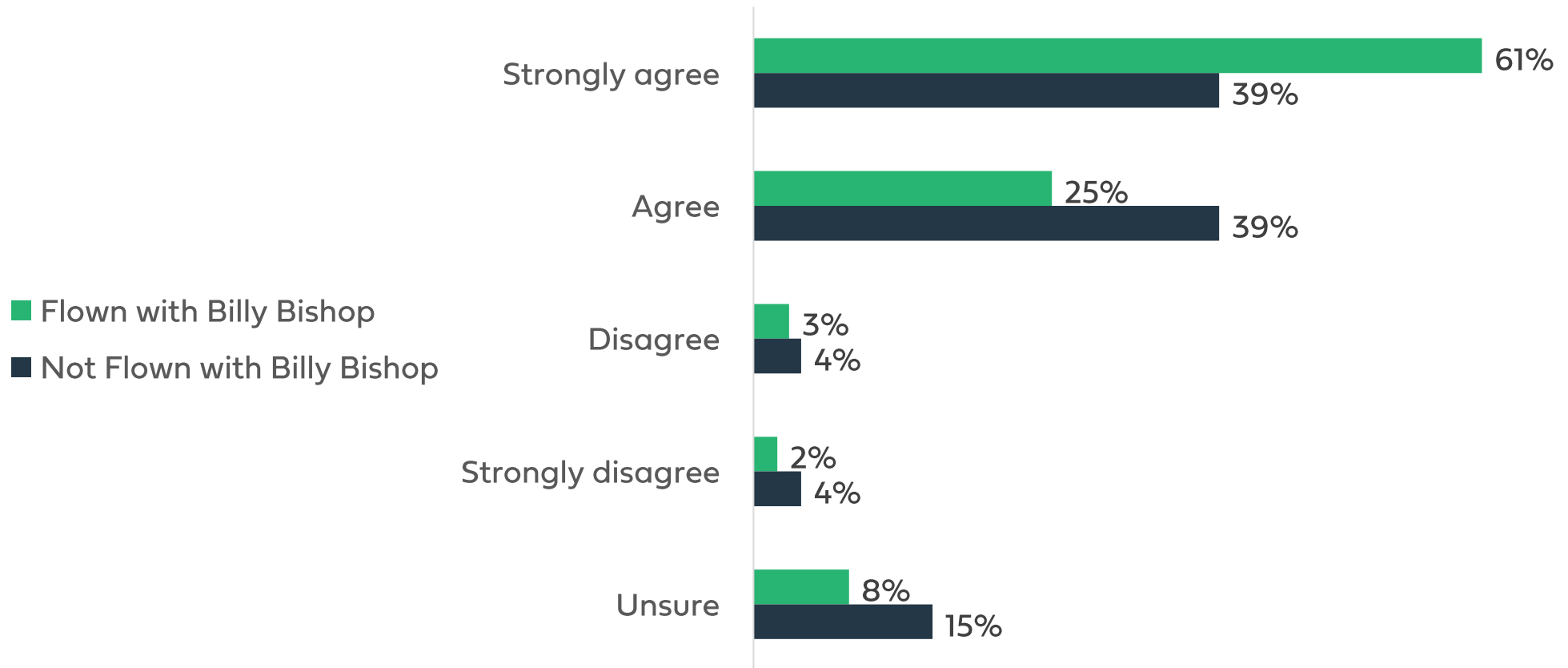


Support for Billy Bishop’s continued operation is especially strong among Waterfront, Old Toronto, and York/East York residents.

Q24: To what extent do you agree or disagree that the governing agreement should be updated, and the airport should continue to operate? (n = 2,041)



There is very strong support for the continued operation of the airport, even among those who have not flown with Billy Bishop.

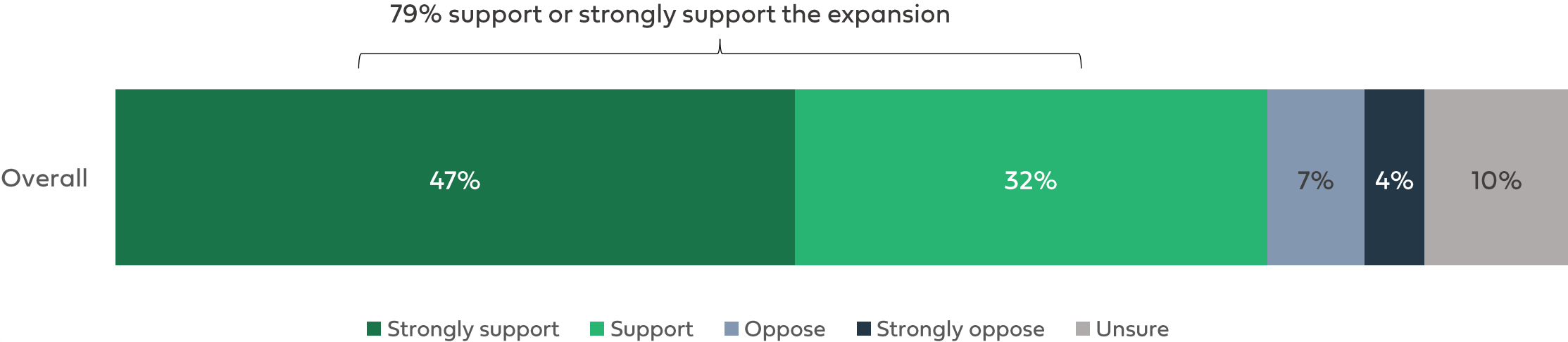


Q24: To what extent do you agree or disagree that the governing agreement should be updated, and the airport should continue to operate? (n = 2,041)

Most residents support the airport expanding connections across Canada and the US.

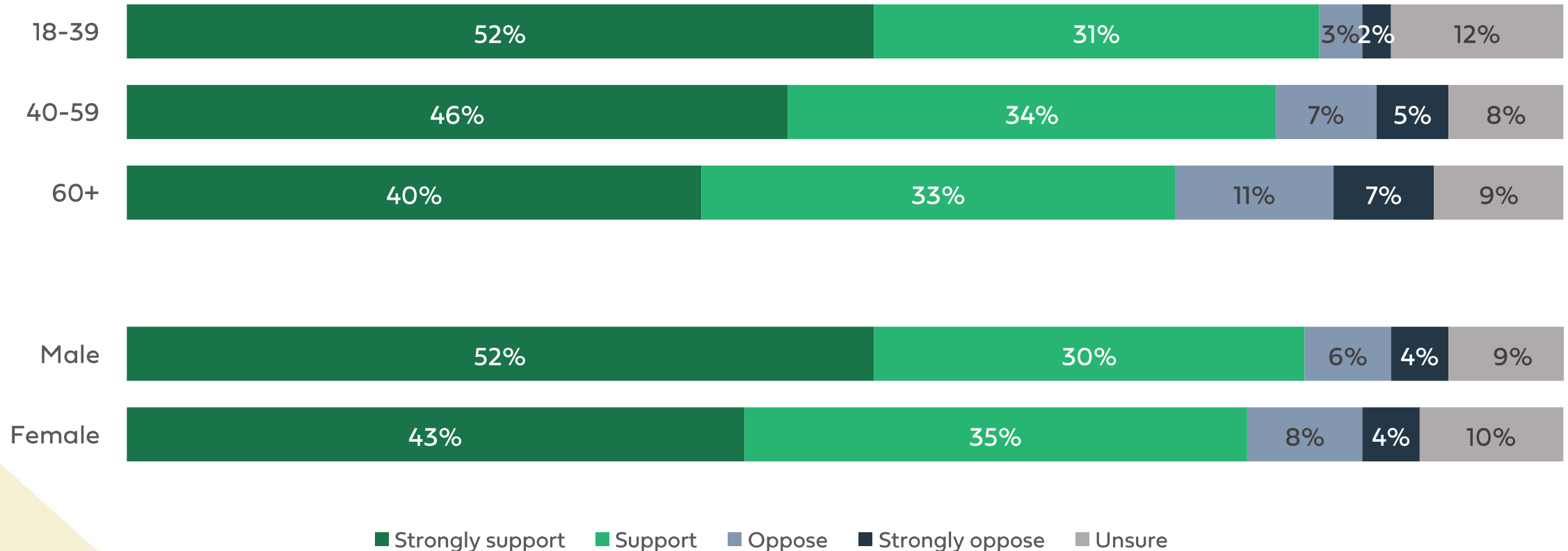
Q25: In 2023, the airport announced that US preclearance would be coming to the airport which will potentially open 10 new direct connections between Canada and the United States from downtown Toronto.

To what extent do you support the expansion of connections from Billy Bishop Airport across Canada and to the United States from downtown Toronto? (n = 2,041)

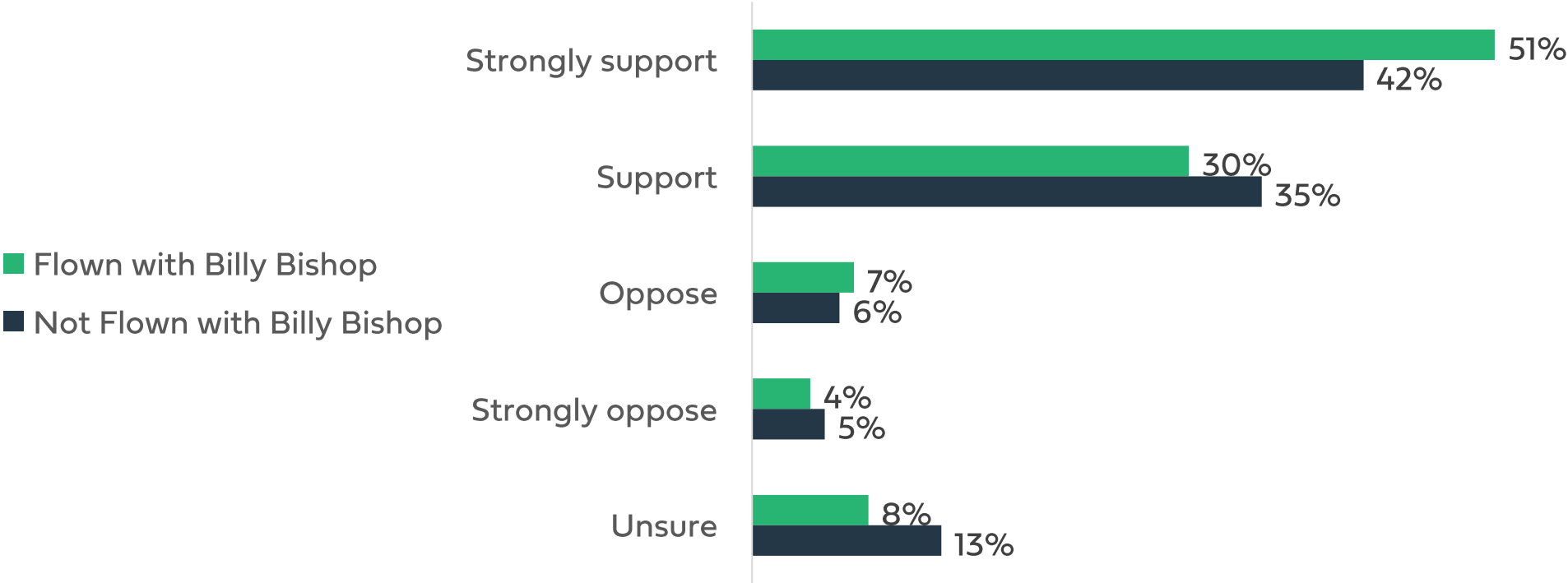


Younger residents and men especially support the airport expanding connections across Canada and the US.

Q25: To what extent do you support the expansion of connections from Billy Bishop Airport across Canada and to the United States from downtown Toronto? (n = 2,041)



There is strong support to expand connections across Canada and the US even among those who have not flown with Billy Bishop.



Q25: To what extent do you support the expansion of connections from Billy Bishop Airport across Canada and to the United States from downtown Toronto? (n = 2,041)

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Most residents think it's somewhat or very important that measures are taken to reduce the airport's environmental impacts.

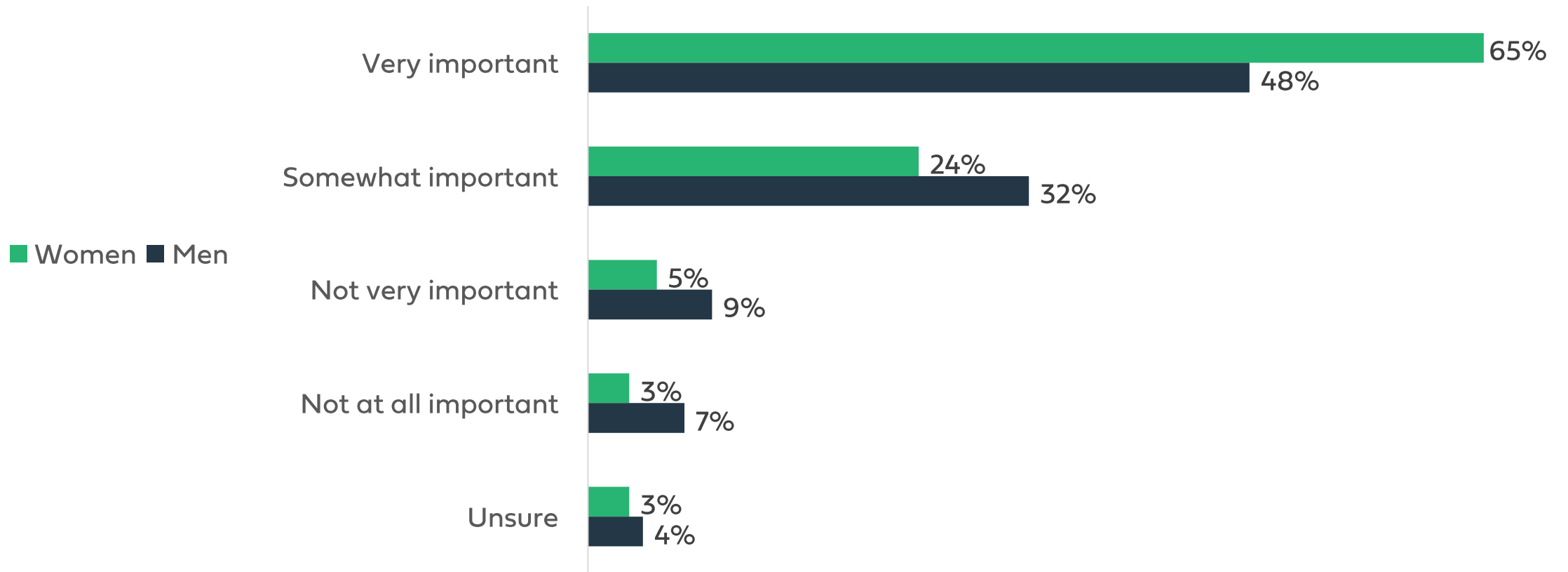
Q26: As a downtown airport, Billy Bishop Airport is committed to become cleaner, greener, and quieter and operating in an environmentally responsible matter. Examples include converting to an electric passenger ferry, offering complimentary electric shuttle buses, using electricity from renewable energy sources, and encouraging people to walk, bike, and take transit to the airport.

How important is it for you that measures like these are being taken to reduce the airport's impacts? (n = 2,041)

85% find it somewhat or very important



Women are more likely than men to say that it is very important to take measures that reduce their environmental impacts.

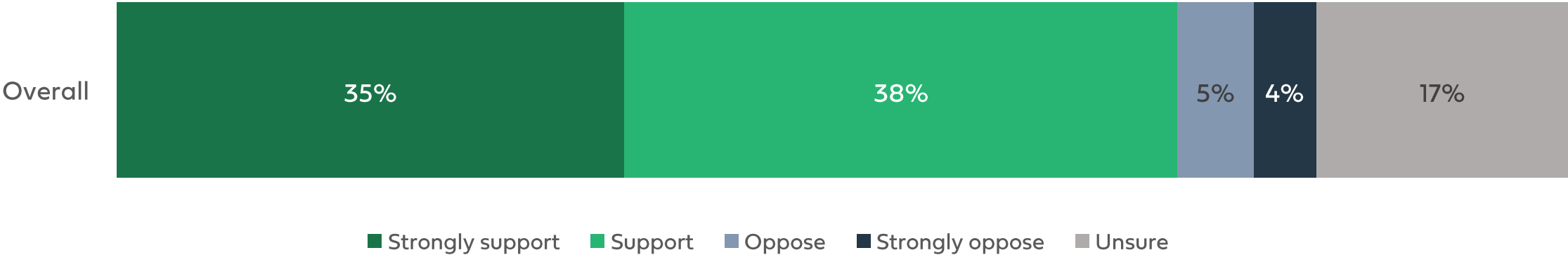


Q26: How important is it for you that measures [to become cleaner, greener, and quieter] are being taken to reduce the airport's impacts? (n = 2,041)

Most residents support the introduction of alternative fueled aircraft.

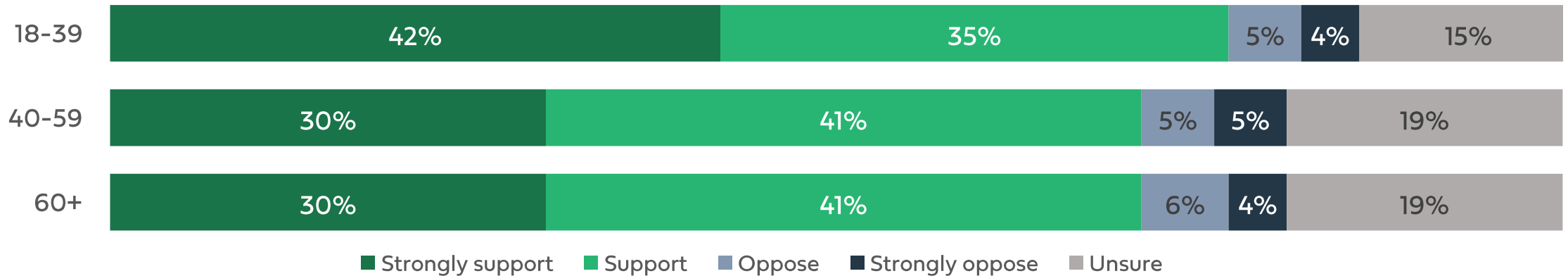
Q28: *Would you support or oppose the introduction of alternative fueled aircraft, including those powered by electricity, alongside the current permitted aircraft, for use at Billy Bishop Airport? (n = 2,041)*

73% support or strongly support introducing alternative fueled aircraft



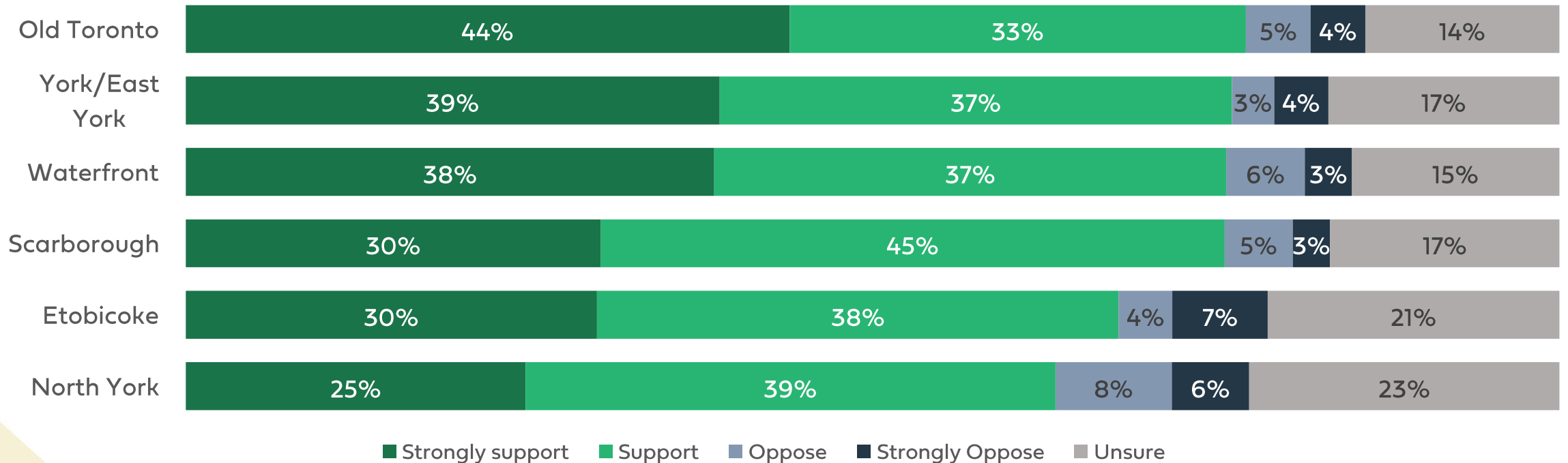
Younger residents are more likely to support alternative fueled aircraft.

Q28: Would you support or oppose the introduction of alternative fueled aircraft, including those powered by electricity, alongside the current permitted aircraft, for use at Billy Bishop Airport? (n = 2,041)



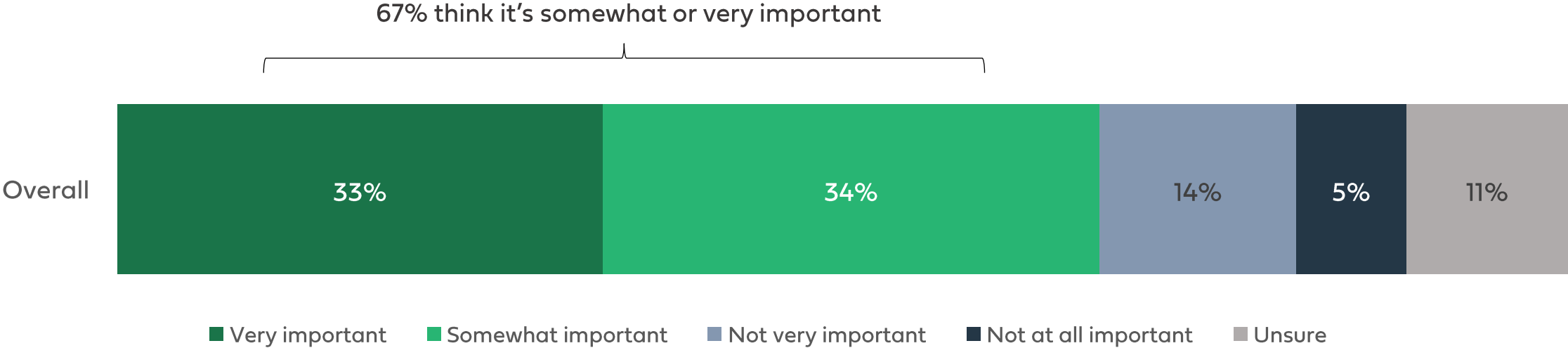
Waterfront, Old Toronto, and York/East York residents are more likely to support alternative fueled aircraft.

Q28: Would you support or oppose the introduction of alternative fueled aircraft, including those powered by electricity, alongside the current permitted aircraft, for use at Billy Bishop Airport? (n = 2,041)



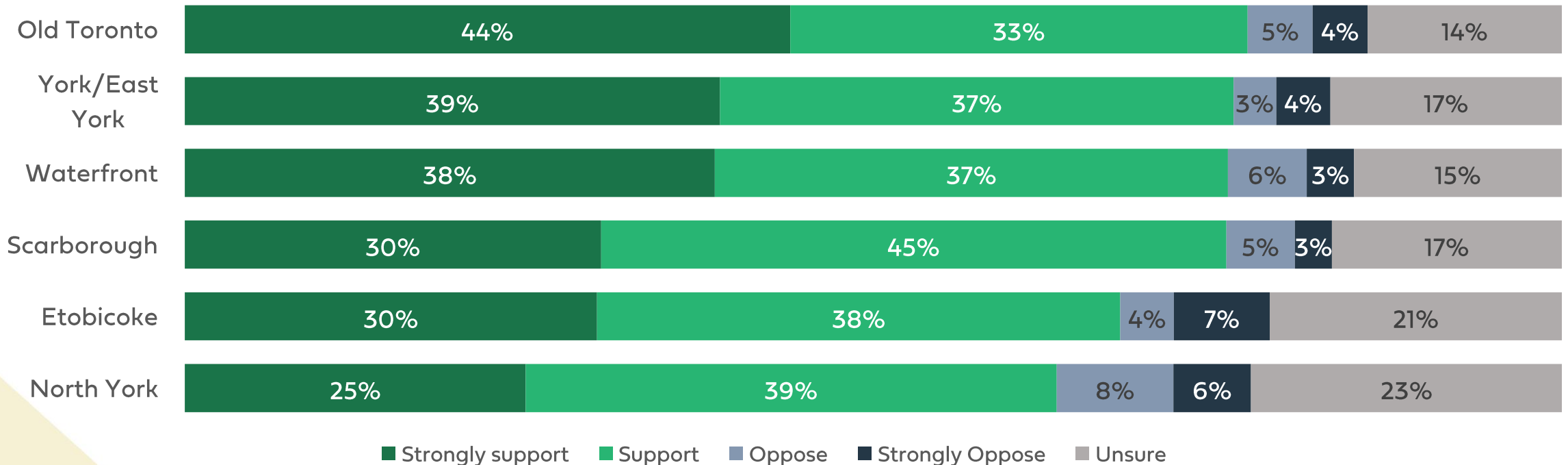
Most residents think that it's somewhat or very important that Billy Bishop support alternative fueled aircraft.

Q29: How important is it for you that Billy Bishop Airport supports alternative fueled aircraft to reduce the airport's impact? (n = 2,041)



Old Toronto and York / East York residents are more likely to find it important that Billy Bishop support alternative fueled aircraft.

Q29: How important is it for you that Billy Bishop Airport supports alternative fueled aircraft to reduce the airport's impact? (n = 2,041)

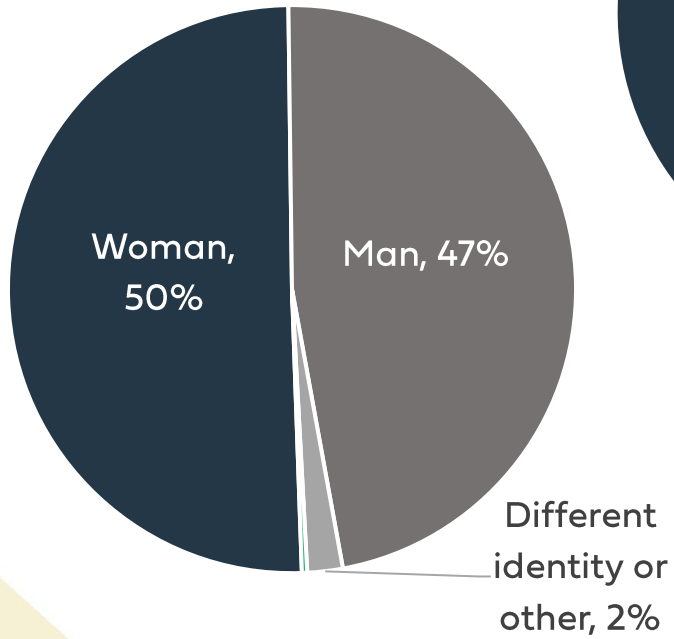


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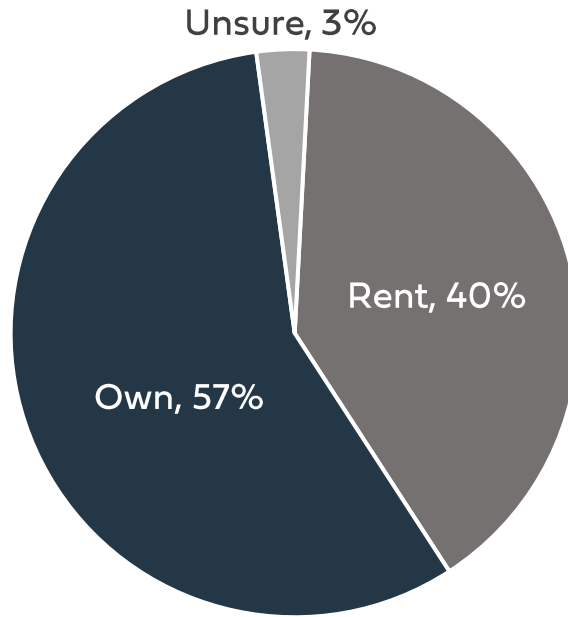
Demographics



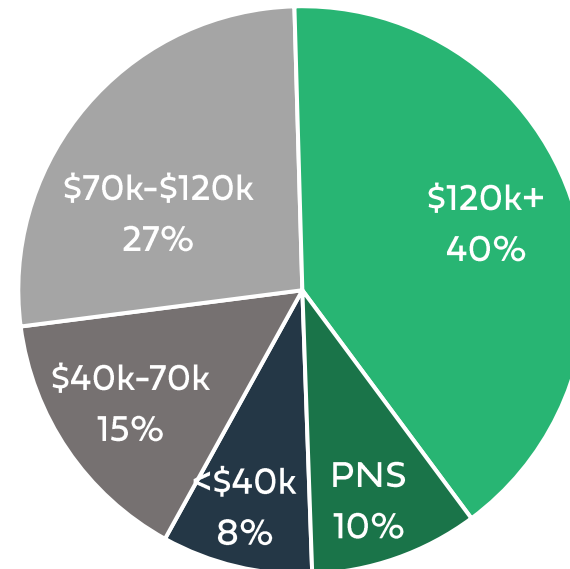
Gender



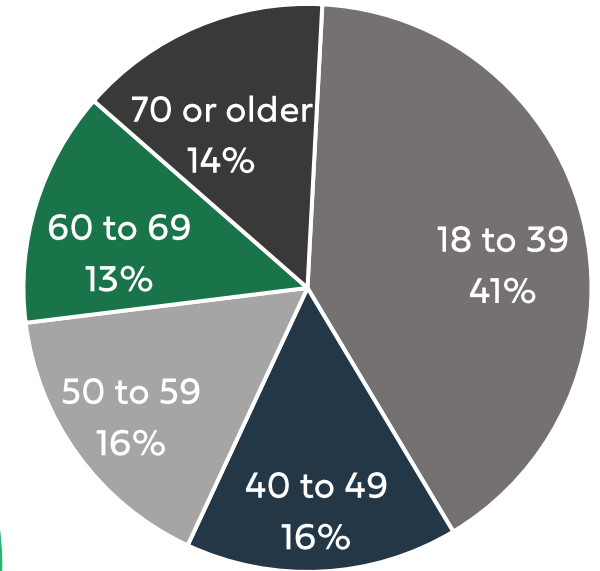
Housing Tenure



Household Income



Age



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Thank you!

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