

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Familiarity with Pilot Close to Unchanged

Approval down, disapproval up

Toronto, February 9th – In a random sampling of public opinion taken by The Forum Poll™ among 977 Toronto voters, two-thirds (TOP2: 68%) say they are familiar with the details of Toronto’s transit pilot project on King Street, with almost 4 in 10 (37%) saying they are very familiar. This is a similar proportion to when we last asked the same question (Nov 23: 73%).

A quarter (BTM2: 26%) say they are unfamiliar with the pilot project, with 1 in 10 (11%) saying they are very unfamiliar. This is a similar proportion to November (Nov 23: 21%).

The shift in familiarity since November is equally proportioned between familiarity and unfamiliarity, with each changing by 5 points.

Few (6%) say they do not know, equal to November (Nov 23: 6%).

Respondents most likely to say they are familiar (TOP2) with the pilot include those aged 55-64 (78%), males (78%), earning \$80,000-\$100,000 (80%), with a post-graduate degree (80%), living in downtown Toronto (75%) or East York (n=88) (73%), and supporting the PCs (73%), NDP (71%), or Green Party (73%).

Respondents most likely to say they are unfamiliar (BTM2) include those aged 34 and younger (35%), females (30%), the least wealthy (50%), the least educated (39%) and those with some college or university (38%), living in Etobicoke (30%) or Scarborough (32%), and supporting the Liberals (31%).

Plurality approves of the pilot, but support is down

The plurality, about 4 in 10 (TOP2: 42%) say they approve of the pilot, with a quarter (24%) saying they strongly approve. Both measures are down from November where half (Nov 23: TOP2 50%) said they approved, and a third (Nov 23: 33%) did so strongly.

Just under a third (BTM2: 29%) say they disapprove, with one-sixth (17%) saying they disapprove strongly. Overall disapproval is up since November (Nov 23: BTM2 24%), but strong disapproval (Nov 23: 15%) is effectively unchanged.

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“Approval for the pilot is down, and disapproval is up,” said Dr. Lorne Bozinoff, President of Forum Research. “But overall, more people still approve than disapprove. Generally, both drivers and transit users are saying their usage of King isn’t going to change because of the pilot, so making sure the data supports the changes will be important as the pilot progresses.”



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Just under a quarter (21%) say they neither approve nor disapprove of the pilot.

Respondents most likely to say they approve of the pilot (TOP2) include those aged 35-44 (43%), 55-64 (43%), or 65+ (45%), earning \$20,000-\$40,000 (46%) or the most wealthy (48%), with a post-graduate degree (47%), that take public transit to work (49%), living in downtown Toronto (59%), and supporting the Liberals (51%) or NDP (52%).

Respondents that are generally satisfied with the TTC, are more likely to say that they approve of the pilot than disapprove.

Respondents most likely to say that they disapprove (BTM2) of the pilot include those aged 45-54 (35%) or 55-64 (32%), males (32%), earning \$60,000-\$80,000 (37%) or \$80,000-\$100,000 (35%), that drive to work (44%), living in North York (34%), Etobicoke (34%), or York (n=60) (33%), and supporting the PCs (41%).

Respondents that are dissatisfied or very dissatisfied with the TTC, are much more likely to disapprove of the pilot.

Approval is higher amongst those that say that use transit to commute to work or school, with almost half (49%) saying they approve, one-third strongly (30%), with one-sixth (18%) saying they disapprove. 1 in 10 (8%) say they disapprove strongly.

Plurality's travel habits unchanged in response to pilot

4 in 10 (39%) say their usage of King Street won't change, with a quarter (23%) saying they will travel on King Street less, just over 1 in 10 (12%) saying they will use King Street more, and a quarter (25%) saying they do not know.

One-fifth (20%) of those that take transit to work say they will travel on King Street more, with few (5%) drivers saying they will use King Street more.

Similar proportions of drivers and transit users say their usage of King Street isn't going to change in response to the pilot, with 4 in 10 (38%) drivers and 4 in 10 (41%) public transit users saying it won't affect their usage one way or the other.

One third (35%) of drivers said they will use King Street less, with one-sixth (15%) of transit users saying the same.



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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 977 randomly selected Toronto Voters. The poll was conducted February 7-8, 2017.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.

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Pilot

Based on what you have seen or heard, how familiar or unfamiliar are you with the details of the city of Toronto’s transit pilot project on King St?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	148	133	188	200	308	466	497
NET: TOP2	68	59	66	73	78	71	70	65
NET: BTM2	26	35	25	22	18	25	22	30
Very familiar	37	37	34	41	38	32	43	31
Somewhat familiar	31	21	32	32	39	38	28	34
Somewhat unfamiliar	15	18	11	15	12	18	11	20
Very unfamiliar	11	17	13	6	6	7	11	11
Don't know	6	6	9	5	5	4	7	5

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	79	121	128	125	93	187
NET: TOP2	68	40	55	60	66	80	73
NET: BTM2	26	50	39	33	25	19	22
Very familiar	37	21	19	33	36	38	47
Somewhat familiar	31	19	36	27	31	42	27
Somewhat unfamiliar	15	27	27	21	14	8	13
Very unfamiliar	11	23	12	12	11	11	10
Don't know	6	11	6	7	9	1	4



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	977	100	244	374	259
NET: TOP2	68	51	54	71	80
NET: BTM2	26	39	38	22	17
Very familiar	37	22	23	41	49
Somewhat familiar	31	29	31	31	31
Somewhat unfamiliar	15	21	24	12	10
Very unfamiliar	11	18	14	10	7
Don't know	6	10	8	6	2

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	977	313	88	188	169	60	159
NET: TOP2	68	75	73	65	64	70	63
NET: BTM2	26	20	25	27	30	23	32
Very familiar	37	47	49	36	33	23	29
Somewhat familiar	31	28	24	29	31	47	34
Somewhat unfamiliar	15	11	13	16	20	9	18
Very unfamiliar	11	8	12	11	10	15	14
Don't know	6	6	3	8	6	6	5



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	977	351	301	23	54	25	223
NET: TOP2	68	71	62	77	77	60	70
NET: BTM2	26	24	32	19	17	37	22
Very familiar	37	41	34	58	40	31	29
Somewhat familiar	31	30	28	19	37	29	41
Somewhat unfamiliar	15	11	21	11	10	32	14
Very unfamiliar	11	13	11	8	6	6	8
Don't know	6	5	6	4	6	2	9

Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	977	377	295	160	35	15
NET: TOP2	68	73	63	71	73	46
NET: BTM2	26	22	31	27	19	23
Very familiar	37	43	32	34	53	19
Somewhat familiar	31	31	30	37	20	27
Somewhat unfamiliar	15	11	20	16	12	5
Very unfamiliar	11	10	11	11	8	18
Don't know	6	5	6	2	8	31



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Approval trending

%	Nov 23	Feb 8
Sample	843	977
NET: TOP2	50	42
NET: BTM2	24	29
Strongly approve	33	24
Somewhat approve	17	18
Neither approve nor disapprove	18	21
Somewhat disapprove	8	12
Strongly disapprove	15	17
Don't know	9	8

Approval

Overall, do you approve or disapprove of the transit pilot on King St?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	148	133	188	200	308	466	497
NET: TOP2	42	41	43	38	43	45	40	43
NET: BTM2	29	26	30	35	32	23	32	26
Strongly approve	24	25	25	22	23	21	26	21
Somewhat approve	18	16	18	16	19	24	14	22
Neither approve nor disapprove	21	23	18	18	21	24	20	22
Somewhat disapprove	12	10	12	12	13	12	10	14
Strongly disapprove	17	15	18	23	19	11	22	12
Don't know	8	9	9	8	4	8	8	9



Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	79	121	128	125	93	187
NET: TOP2	42	40	46	41	38	32	48
NET: BTM2	29	26	21	27	37	35	27
Strongly approve	24	20	23	24	24	13	31
Somewhat approve	18	20	23	17	14	19	17
Neither approve nor disapprove	21	21	26	25	14	29	16
Somewhat disapprove	12	7	12	10	19	10	10
Strongly disapprove	17	19	10	17	17	26	16
Don't know	8	13	6	7	11	4	10

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	977	100	244	374	259
NET: TOP2	42	42	37	42	47
NET: BTM2	29	27	24	30	32
Strongly approve	24	28	23	19	31
Somewhat approve	18	14	15	23	15
Neither approve nor disapprove	21	20	30	20	13
Somewhat disapprove	12	10	7	14	13
Strongly disapprove	17	18	17	17	18
Don't know	8	11	8	8	8

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	977	313	88	188	169	60	159
NET: TOP2	42	59	46	32	36	39	39
NET: BTM2	29	19	27	34	34	33	28
Strongly approve	24	37	27	16	20	19	21
Somewhat approve	18	22	19	16	16	20	18
Neither approve nor disapprove	21	15	20	22	25	23	23
Somewhat disapprove	12	9	13	11	15	11	12
Strongly disapprove	17	10	14	23	19	22	16
Don't know	8	8	7	11	4	5	10



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Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	977	351	301	23	54	25	223
NET: TOP2	42	31	49	61	55	41	45
NET: BTM2	29	44	18	11	18	32	20
Strongly approve	24	16	30	47	34	16	24
Somewhat approve	18	15	20	14	21	25	21
Neither approve nor disapprove	21	18	24	13	17	20	24
Somewhat disapprove	12	14	10	3	8	7	12
Strongly disapprove	17	30	8	9	9	25	8
Don't know	8	7	8	14	10	7	11

Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	977	377	295	160	35	15
NET: TOP2	42	35	51	52	43	13
NET: BTM2	29	41	18	16	32	62
Strongly approve	24	13	33	38	32	5
Somewhat approve	18	22	18	14	11	8
Neither approve nor disapprove	21	16	23	24	20	20
Somewhat disapprove	12	14	8	8	14	37
Strongly disapprove	17	27	10	8	17	25
Don't know	8	9	8	8	5	4



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TTC Satisfaction [Base=ridden the TTC in the past month]

%	Total	Very satisfied	satisfied	Sw satisfied	Sw d-satisfied	D-satisfied	Very d-satisfied	DK
Sample	977	73	204	176	76	50	49	3
NET: TOP2	42	55	50	54	46	24	35	100
NET: BTM2	29	20	18	23	26	36	47	0
Strongly approve	24	37	25	38	28	12	31	71
Somewhat approve	18	19	25	16	18	12	4	29
Neither approve nor disapprove	21	11	25	18	18	34	13	0
Somewhat disapprove	12	7	10	9	8	14	13	0
Strongly disapprove	17	13	8	14	17	22	34	0
Don't know	8	14	7	5	11	5	5	0



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Usage

What effect, if any, will the transit pilot have on your how often you will travel on King St going forward?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	977	148	133	188	200	308	466	497
I will travel on King Street More	12	16	13	11	9	8	14	10
My usage of King Street won't change	39	43	37	36	39	40	37	41
I will travel on King Street less	23	19	26	30	27	16	27	20
Don't know	25	22	24	23	26	37	21	29

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	977	79	121	128	125	93	187
I will travel on King Street More	12	12	12	15	11	8	15
My usage of King Street won't change	39	24	35	34	36	46	48
I will travel on King Street less	23	20	22	22	25	29	21
Don't know	25	44	32	29	28	17	15

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	977	100	244	374	259
I will travel on King Street More	12	11	11	11	16
My usage of King Street won't change	39	30	34	42	44
I will travel on King Street less	23	16	23	25	24
Don't know	25	42	32	22	17



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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	977	313	88	188	169	60	159
I will travel on King Street More	12	24	17	8	9	7	6
My usage of King Street won't change	39	44	38	32	41	43	41
I will travel on King Street less	23	16	25	29	26	25	21
Don't know	25	15	20	30	24	25	32

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	977	351	301	23	54	25	223
I will travel on King Street More	12	5	20	27	22	2	5
My usage of King Street won't change	39	38	41	44	36	28	41
I will travel on King Street less	23	35	15	5	24	31	13
Don't know	25	22	24	25	19	38	40



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Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	977	377	295	160	35	15
I will travel on King Street More	12	7	15	20	22	5
My usage of King Street won't change	39	37	39	49	43	19
I will travel on King Street less	23	32	19	13	23	38
Don't know	25	24	27	18	12	38

Approval

%	Total	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
Sample	977	245	191	202	114	155	70
I will travel on King Street More	12	36	14	3	1	3	1
My usage of King Street won't change	39	45	49	46	39	14	38
I will travel on King Street less	23	9	14	15	33	65	7
Don't know	25	10	23	37	28	18	54



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