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FOR IMMEDIATE RELEASE

Strong Majority Familiar with King Street Pilot

Half approve, overall

Toronto, November 23rd – In a random sampling of public opinion taken by The Forum Poll™ among 843 Toronto voters, three-quarters (TOP2: 73%) say that they are familiar with the details of Toronto's transit pilot project on King Street, with 4 in 10 (41%) saying they are very familiar.

2 in 10 (BTM2: 21%) say that they are unfamiliar with the pilot project, with half that proportion (10%) saying that they are very unfamiliar.

Few (6%) said they do not know.

Respondents most likely to say they are familiar (TOP2) with the project include those aged 34 and younger (76%) or 35-44 (75%), males (80%), the most wealthy (85%), with a college/university (77%) or post-graduate (80%) degree, living in Toronto (85%), and supporting the Ontario Liberals (77%), NDP (76%), or Green (78%).

Respondents most likely to say they are unfamiliar (BTM2) with the project include females (25%), the least wealthy (43%), the least educated (30%), and living in Etobicoke (30%) or Scarborough (27%).

Approval of the pilot is strong

The plurality, half of all respondents (TOP2: 50%), say they approve of the pilot on King, with a third (33%) saying they strongly approve.

Approval is high amongst those living in the former city of Toronto, with two-thirds (TOP2: 67%) saying they approve. Approval is lowest in suburban Toronto, with residents in North York (TOP2: 42%), Etobicoke (TOP2: 42%), and Scarborough (TOP2: 42%) showing the lowest levels of support.

Drivers and public transit users differ, with (TOP2: 37%) of Drivers saying they approve, and (TOP2: 63%) of public transit users saying they approve.

Of those that say they are very familiar with the pilot, almost two-thirds (TOP2: 63%) approve of the project, overall.

Approval is high amongst those that travel on King St every day, with more than two-thirds (TOP2: 68%) saying they approve.

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"Awareness of the King Street pilot is very high, which suggests the city has done an excellent job on getting the word out," said Dr. Lorne Bozinoff, President of Forum Research. "Overall, half approve of the pilot, but it looks like the people who are most likely to benefit from it, such as those living downtown or transit users, support it, and those who aren't likely to benefit, such as those living outside of the core and drivers, don't."



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A quarter (BTM2: 24%) say they disapprove, with just under one-sixth (15%) saying they strongly disapprove.

Residents living in the suburbs are most likely to disapprove, particularly in North York (30%) and York (29%, n=51).

Few public transit riders disapprove (BTM2: 14%), and while almost a third (BTM2: 34%) of drivers disapprove, that's statistically tied with the drivers that approve.

Of those that say they are very familiar with the project, one quarter (BTM2: 23%) say they strongly disapprove of the project, overall.

Disapproval is high amongst those that travel on King a couple of times per week (BTM2 44%).

Use of King Street changing in response to pilot

A quarter (23%) of respondents that use King Street at least once per month say they will travel on King more, following the pilot, including (34%) of transit users.

One third (34%) say that their usage of King Street won't change, including almost 4 in 10 (39%) transit users.

One third (34%) say they will travel on King Street less, including more than half (52%) of drivers who previously used the route.

Only 1 in 10 (10%) said they didn't know how the pilot would affect their transit going forward.

"Awareness of the King Street pilot is very high, which suggests the city has done an excellent job on getting the word out," said Dr. Lorne Bozinoff, President of Forum Research. "Overall, half approve of the pilot, but it looks like the people who are most likely to benefit from it, such as those living downtown or transit users, support it, and those who aren't likely to benefit, such as those living outside of the core and drivers, don't."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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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 843 randomly selected Toronto Voters. The poll was conducted November 21st and 22nd, 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	843	140	131	161	156	255	406	412
NET: TOP2	73	76	75	70	71	70	80	67
NET: BTM2	21	23	16	22	21	22	16	25
Very familiar	41	45	42	41	42	31	49	33
Somewhat familiar	32	31	33	29	30	40	31	34
Somewhat unfamiliar	11	10	8	14	14	10	9	13
Very unfamiliar	10	13	7	8	7	12	7	13
Don't know	6	2	9	9	8	8	4	8

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	843	68	97	84	96	110	184
NET: TOP2	73	42	61	71	71	76	85
NET: BTM2	21	43	29	25	22	15	11
Very familiar	41	19	26	34	34	49	54
Somewhat familiar	32	23	35	37	37	28	31
Somewhat unfamiliar	11	15	19	14	10	8	7
Very unfamiliar	10	27	9	11	12	7	4
Don't know	6	16	11	4	7	8	4



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	843	108	181	314	240
NET: TOP2	73	57	66	77	80
NET: BTM2	21	30	26	19	15
Very familiar	41	34	42	39	46
Somewhat familiar	32	23	24	38	35
Somewhat unfamiliar	11	19	15	8	7
Very unfamiliar	10	11	11	10	8
Don't know	6	13	8	4	5

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	843	310	64	153	127	51	138
NET: TOP2	73	85	65	73	64	79	66
NET: BTM2	21	12	25	20	30	11	27
Very familiar	41	51	41	42	32	42	35
Somewhat familiar	32	34	24	31	32	37	31
Somewhat unfamiliar	11	8	19	12	17	8	7
Very unfamiliar	10	4	6	8	14	3	20
Don't know	6	3	10	7	6	10	7



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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	843	312	214	42	59	19	197
NET: TOP2	73	73	71	84	81	72	69
NET: BTM2	21	21	21	11	15	28	23
Very familiar	41	40	41	65	52	42	31
Somewhat familiar	32	33	30	19	29	30	38
Somewhat unfamiliar	11	11	10	8	9	16	13
Very unfamiliar	10	10	12	3	6	13	10
Don't know	6	6	7	5	3	0	9

Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	843	254	275	171	56	22	65
NET: TOP2	73	71	77	76	78	53	61
NET: BTM2	21	22	17	20	18	38	23
Very familiar	41	42	47	41	40	23	21
Somewhat familiar	32	29	29	35	38	30	39
Somewhat unfamiliar	11	13	8	12	10	16	7
Very unfamiliar	10	9	9	8	8	22	16
Don't know	6	6	6	4	4	9	17



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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	843	140	131	161	156	255	406	412
NET: TOP2	50	54	58	43	45	42	53	46
NET: BTM2	24	23	20	25	29	25	29	19
Strongly approve	33	39	43	26	26	21	36	30
Somewhat approve	17	14	15	17	19	21	17	16
Neither approve nor disapprove	18	16	18	21	17	17	14	22
Somewhat disapprove	8	10	3	8	10	12	10	7
Strongly disapprove	15	13	17	17	19	13	18	13
Don't know	9	8	4	10	8	16	4	13

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	843	68	97	84	96	110	184
NET: TOP2	50	39	45	41	51	58	62
NET: BTM2	24	15	26	22	23	23	23
Strongly approve	33	32	27	32	29	34	45
Somewhat approve	17	7	18	9	22	24	17
Neither approve nor disapprove	18	21	21	28	19	16	10
Somewhat disapprove	8	4	12	12	4	5	11
Strongly disapprove	15	11	13	10	19	18	12
Don't know	9	25	8	9	7	3	5



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	843	108	181	314	240
NET: TOP2	50	41	48	51	53
NET: BTM2	24	32	22	21	26
Strongly approve	33	30	28	35	37
Somewhat approve	17	12	20	16	17
Neither approve nor disapprove	18	14	17	21	14
Somewhat disapprove	8	14	8	7	9
Strongly disapprove	15	18	14	14	17
Don't know	9	13	13	7	6

Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	843	310	64	153	127	51	138
NET: TOP2	50	67	52	42	42	52	42
NET: BTM2	24	15	24	30	25	29	25
Strongly approve	33	49	42	28	24	40	22
Somewhat approve	17	18	11	14	18	12	20
Neither approve nor disapprove	18	12	20	18	24	11	20
Somewhat disapprove	8	5	3	11	13	12	7
Strongly disapprove	15	10	20	19	12	17	18
Don't know	9	6	4	9	9	8	12



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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	843	312	214	42	59	19	197
NET: TOP2	50	37	63	81	59	50	44
NET: BTM2	24	34	14	11	22	28	22
Strongly approve	33	22	45	71	39	34	23
Somewhat approve	17	15	18	10	19	16	21
Neither approve nor disapprove	18	23	12	5	14	20	19
Somewhat disapprove	8	10	8	0	5	14	9
Strongly disapprove	15	23	6	11	18	14	13
Don't know	9	6	11	3	5	2	15

Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	843	254	275	171	56	22	65
NET: TOP2	50	34	70	50	63	30	29
NET: BTM2	24	41	12	19	16	47	16
Strongly approve	33	17	48	36	49	20	23
Somewhat approve	17	17	22	15	15	10	7
Neither approve nor disapprove	18	19	12	20	21	16	26
Somewhat disapprove	8	12	6	8	1	17	9
Strongly disapprove	15	29	6	11	14	30	7
Don't know	9	6	6	11	0	7	29



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Familiarity

%	Total	Very familiar	Somewhat familiar	Somewhat unfamiliar	Very unfamiliar	Don't know
Sample	843	344	287	88	70	54
NET: TOP2	50	63	57	25	11	26
NET: BTM2	24	30	21	18	23	10
Strongly approve	33	52	28	15	3	16
Somewhat approve	17	11	29	10	9	10
Neither approve nor disapprove	18	5	18	50	31	21
Somewhat disapprove	8	8	11	7	10	3
Strongly disapprove	15	23	10	10	13	7
Don't know	9	2	4	7	35	43

Frequency of use

%	Total	Every day	A couple times per week	Once per week	Once per month	Rarely, if ever	Don't know
Sample	843	66	95	112	201	348	21
NET: TOP2	50	68	48	54	58	43	9
NET: BTM2	24	25	44	32	22	16	15
Strongly approve	33	52	38	39	42	23	2
Somewhat approve	17	16	10	15	17	20	7
Neither approve nor disapprove	18	7	6	13	13	27	23
Somewhat disapprove	8	4	18	5	8	9	2
Strongly disapprove	15	21	26	27	15	8	13
Don't know	9	1	2	1	6	14	53



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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?

[Base=Use King Street once a month or more]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	474	106	85	87	91	105	258	196
I will travel on King Street More	23	26	29	20	16	10	21	24
My usage of King Street won't change	34	40	26	31	30	38	34	33
I will travel on King Street less	34	29	35	36	41	37	39	28
Don't know	10	5	11	13	13	15	6	14

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	474	32	47	36	53	71	124
I will travel on King Street More	23	39	13	22	14	29	30
My usage of King Street won't change	34	35	40	23	49	21	27
I will travel on King Street less	34	11	29	44	20	40	39
Don't know	10	14	17	12	16	10	4



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
Sample	474	42	97	185	150
I will travel on King Street More	23	22	21	20	28
My usage of King Street won't change	34	33	36	38	27
I will travel on King Street less	34	29	31	36	34
Don't know	10	16	13	6	10

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Region

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
Sample	474	221	38	72	56	37	50
I will travel on King Street More	23	37	25	15	18	10	14
My usage of King Street won't change	34	33	20	34	27	36	44
I will travel on King Street less	34	21	42	44	43	39	31
Don't know	10	9	12	7	12	16	11

Method of Travel to Work/School

%	Total	Private vehicle	Public transit	Bicycle	Walking	Some other way	Don't travel to work or school
Sample	474	183	134	35	41	14	67
I will travel on King Street More	23	10	34	59	26	31	6
My usage of King Street won't change	34	27	39	23	45	34	44
I will travel on King Street less	34	52	20	12	16	13	37
Don't know	10	10	8	6	14	21	12



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Provincial voting intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party	Undecided
Sample	474	143	155	98	36	12	30
I will travel on King Street More	23	7	30	31	22	25	38
My usage of King Street won't change	34	33	31	36	35	37	36
I will travel on King Street less	34	47	26	28	33	33	22
Don't know	10	13	13	4	10	5	4

Approval

%	Total	Strongly approve	Somewhat approve	Neither approve nor disapprove	Somewhat disapprove	Strongly disapprove	Don't know
Sample	474	203	78	49	41	90	13
I will travel on King Street More	23	47	7	4	9	2	18
My usage of King Street won't change	34	33	54	39	26	17	66
I will travel on King Street less	34	13	27	36	58	75	0
Don't know	10	8	12	21	7	6	17



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