

NEWS RELEASE



FOR IMMEDIATE RELEASE

UPX price drop dramatically improves likelihood of riding

Fare much more likely now to be seen as “about right”

TORONTO February 26th - In a random sampling of public opinion taken by the Forum Poll™ among 530 Toronto voters, as many as one half now say they are likely to use the UPX to get to or from the airport with the new, lower fares (51%), compared to just one third who said this 3 days ago, immediately before fares were reduced (34%). The percentage who are “very likely” to use the UPX has increased dramatically since then (February 23 - 14%, now - 22%). Those most likely to ride are the mid-aged (28% very likely), mid income groups (\$40K to \$60K - 30%), in the downtown (33%), and Etobicoke (27%).

One half see UPX fare as “about right” now

About one half of voters see the UPX fare as “about the right amount” at \$12 one way or \$9 with a Presto card (51%), and this represents a quadrupling of this percentage from three days ago (February 23 - 14%). The proportion finding the fare “too expensive” has declined by more than half, from three quarters (79%) three days ago to just one third now (32%).

“It is apparent the price reductions devised by Metrolinx have had the desired outcome, the majority now see the fare as fair and they are now likely to use the service, unlike three days ago,” said Forum Research President, Dr. Lorne Bozinoff.

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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TORONTO

February 26th, 2016

HIGHLIGHTS:

- As many as one half now say they are likely to use the UPX to get to or from the airport with the new, lower fares (51%).
- About one half of voters see the UPX fare as “about the right amount” at \$12 one way or \$9 with a Presto card (51%).
- “It is apparent the price reductions devised by Metrolinx have had the desired outcome, the majority now see the fare as fair and they are now likely to use the service, unlike three days ago,” said Forum Research President, Dr. Lorne Bozinoff.

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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 530 randomly selected voters in Toronto, Ontario. The poll was conducted on February 26th, 2016.

Results based on the total sample are considered accurate +/- 4%, 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 www.forumresearch.com/polls.asp

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UPX Cost - Trending

%	February 26 th , 2016	February 23 rd , 2016	August 4 th , 2015
Sample	530	836	892
Too expensive	32	79	68
Too cheap	7	2	4
About the right amount	51	14	25
Don't know	10	5	4

UPX: Likelihood of Usage - Trending

%	February 26 th , 2016	February 23 rd , 2016	August 4 th , 2015
Sample	530	836	808
Very likely	22	14	16
Somewhat likely	29	22	23
Not very likely	29	35	38
Not at all likely	16	24	20
Don't know	4	5	4

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UPX Cost

'UPX fares were cut from \$27 one way from downtown to the airport, and \$19 if a Presto card is used, to \$12 one way, and \$9 if a Presto card is used. Is this now too expensive, too cheap or about the right amount for this trip?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	530	121	101	87	99	122	285	245
Too expensive	32	38	32	24	33	26	35	29
Too cheap	7	2	9	11	8	5	5	8
About the right amount	51	50	49	57	49	53	49	53
Don't know	10	10	10	8	10	16	10	11

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	530	201	94	132	103
Too expensive	32	30	29	31	39
Too cheap	7	8	6	6	5
About the right amount	51	55	51	55	44
Don't know	10	7	14	8	13

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	530	83	225	72	39
Too expensive	32	46	28	31	28
Too cheap	7	8	6	4	11
About the right amount	51	33	59	58	52
Don't know	10	13	6	7	9

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UPX: Likelihood of Usage

‘How likely would you be to take the UPX if you were traveling to or from Pearson Airport?’

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	530	121	101	87	99	122	285	245
Very likely	22	20	24	28	20	20	20	25
Somewhat likely	29	34	36	24	26	17	29	29
Not very likely	29	28	24	28	25	39	28	29
Not at all likely	16	13	12	17	22	20	19	13
Don't know	4	5	3	3	8	4	4	4

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	530	201	94	132	103
Very likely	22	31	9	28	19
Somewhat likely	29	30	37	21	28
Not very likely	29	25	30	31	29
Not at all likely	16	11	17	16	21
Don't know	4	4	6	4	3

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	530	83	225	72	39
Very likely	22	23	20	22	25
Somewhat likely	29	23	29	38	29
Not very likely	29	24	34	28	22
Not at all likely	16	23	14	12	20
Don't know	4	7	4	1	4

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