

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **TORONTO**

**July 7<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Fully one half are likely to use their smart phone or other device to pay for transit if they could (50%), and as many as one third (32%) say they are "extremely/very likely" to do so.
- Close to one half of monthly or more frequent transit users in the GTHA already use smart touch technology such as "tap and go" or "touch and pay" (45%).
- Just more than one quarter in total claim to use the Presto card to pay for transit (28%).
- One seventh in our sample of transit users employ their smart phones to pay for items (14%).

## **FOR IMMEDIATE RELEASE**

### **One Half Likely To Pay For Transit With Smart Phone**

#### **Three quarters will use social media to complain about/praise transit agency**

TORONTO July 7<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1006 residents of the GTHA (Greater Toronto and Hamilton Area) 18 years of age and older who take transit at least once a month or more, fully one half are likely to use their smart phone or other device to pay for transit if they could (50%), and as many as one third (32%) say they are "extremely/very likely" to do so. Likelihood is common to the youngest (<44 - 41% "extremely/very likely), males (37%), the wealthiest (\$100K to \$250K - 41%), among those who work in York Region (42%) and those who use public transit more often than once a day (39%). Those who use smart touch technology already are more likely to pay by mobile phone (39%) as are, especially, those already using their phones to pay for items (62%).

#### **Close to half now use smart touch technology**

Close to one half of monthly or more frequent transit users in the GTHA already use smart touch technology such as "tap and go" or "touch and pay" (45%), and this behaviour is most common among the youngest (<35 - 55%), males (50%), the wealthiest (\$100K to \$250K - 56%), in Peel (64%) and Halton (61%) Regions and among those who work in York (55%).

#### **One quarter use Presto card to pay for transit**

Just more than one quarter in total claim to use the Presto card to pay for transit (28%), and this is most common to the youngest (41%), in Peel (57%) and Halton (56%), those who work in Peel (46%) and, especially, among those using smart touch technology (52%).

#### **One seventh use smart phones to pay**

One seventh in our sample of transit users employ their smart phones to pay for items (14%), and this is especially characteristic of the youngest (21%), the wealthiest (\$80K to \$250K - 18%), in York (20%) and Durham (19%) Regions and among those who work in York (25%).

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## **Three quarters will use non-traditional media to communicate with a transit agency**

Fully three quarters of our sample are likely to use non-traditional media like email, Twitter and Facebook to communicate with their transit agency (72%), and as many as one half say they are "extremely/very likely" (48%). Being extremely or very likely to engage in this behaviour is common to younger riders (35 to 44 - 56%), the wealthiest (\$100K to \$250K - 63%), in Peel (57%) and Halton (55%) Regions and among those who work in Peel (64%) and among those who use smart touch technology or the Presto card (59% each).

## **Twice as likely to communicate negative as positive transit experience**

Twice as many users would be more likely to tweet or post a negative comment about transit service (40%) than a positive one (18%), while one quarter would do neither (25%) and about one tenth would do both (12%).

## **Two thirds have used non-traditional media to comment on service**

Two thirds of GTHA transit users have commented to a company on products or services using e-mail, Twitter or Facebook (63%), and this is especially common to older users (55 to 64 - 67%), the wealthiest (\$100K to \$250K - 83%), in Halton Region (70%), among those who work in York or Durham (65% each), and among those who use smart touch technology (74%) or the Presto card (71%).

## **One half likely to respond to geo-targeted transit advertising**

One half our sample of users are likely to buy goods or services promoted to them on transit, for businesses located on their routes (52%), and more than a quarter say they are "extremely/very likely" to do so (26%). This increases to twice this proportion among those who already shop or buy drinks and snacks while on their transit route (52%).

## **One quarter shop en route while using transit**

Close to one quarter of riders say they shop or buy drinks or snacks on their transit routes (23%), and this is especially the case among the youngest (31%), mid income groups (\$40K to \$60K - 29%), and among those who work in York (30%) and Peel (33%) Regions.

## **Two thirds concerned about privacy of targeted advertising**

Two thirds of GTHA transit users have concerns about privacy and individually targeted advertising (64%), and this level of concern appears to cut across almost all demographic groups.

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## **HIGHLIGHTS:**

- Fully three quarters of our sample are likely to use non-traditional media like Twitter and Facebook to communicate with their transit agency (72%), and as many as one half say they are "extremely/very likely" (48%).
- Twice as many users would be more likely to tweet or post a negative comment about transit service (40%) than a positive one (18%).
- Two thirds of GTHA transit users have commented to a company on products or services using e-mail, Twitter or Facebook (63%).
- Close to one quarter of riders say they shop or buy drinks or snacks on their transit routes (23%).
- Two thirds of GTHA transit users have concerns about privacy and individually targeted advertising (64%)
- There is strong potential for non-traditional forms of payment, communications and advertising on public transit.

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## **Conclusion**

There is strong potential for non-traditional forms of payment, communications and advertising on public transit, and this potential is highest among those in York, Peel and Halton who are already using smart touch technology, or the Presto card.

"Smart touch technology is growing more common all the time and it will not be long before people wonder why they can't "tap and go" on the bus, rather than why they can. And the idea of location-specific advertising is obvious - you fish where the fish are, and transit is where people gather to go places. We can see that one quarter will respond to geo-targeted transit advertising, but twice as many of those who are already shopping en route will do so as well," 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

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## **HIGHLIGHTS:**

- "Smart touch technology is growing more common all the time and it will not be long before people wonder why they can't "tap and go" on the bus, rather than why they can. And the idea of location-specific advertising is obvious - you fish where the fish are, and transit is where people gather to go places. We can see that one quarter will respond to geo-targeted transit advertising, but twice as many of those who are already shopping en route will do so as well," 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 1006 randomly selected Torontonians 18 years of age and older. The poll was conducted on June 30<sup>th</sup> and July 7<sup>th</sup>, 2014.

Results based on the total sample are considered accurate  $\pm 3\%$ , 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](http://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](http://www.forumresearch.com/polls.asp)

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### **Mobile Device Use for Transit Payment Likelihood**

*'How likely would you be to use your mobile phone or other device to pay for transit in the Greater Toronto and Hamilton Area?'*

[All Respondents]

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
NET: Top2	32	41	41	32	27	13	37	27
NET: Btm2	47	35	39	50	53	71	44	50
Extremely likely	17	24	22	15	11	5	23	10
Very likely	15	17	18	17	16	8	14	17
Somewhat likely	18	22	19	18	18	12	16	21
Not very likely	27	17	21	28	28	49	25	29
Not at all likely	20	18	18	22	25	23	19	21
Don't know	2	2	2	0	3	4	3	2

#### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
NET: Top2	32	37	29	32	30	34	41
NET: Btm2	47	43	53	46	51	36	41
Extremely likely	17	20	17	12	16	18	22
Very likely	15	17	13	20	14	16	19
Somewhat likely	18	18	13	21	18	28	16
Not very likely	27	25	34	29	28	22	23
Not at all likely	20	18	19	17	23	14	18
Don't know	2	3	4	1	1	2	1

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**Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	City of Hamilton
Sample	1006	499	122	92	122	50	121
NET: Top2	32	35	33	28	30	28	28
NET: Btm2	47	43	48	59	44	54	57
Extremely likely	17	18	21	14	16	5	13
Very likely	15	17	12	13	14	23	15
Somewhat likely	18	19	19	12	23	15	14
Not very likely	27	23	28	31	22	42	42
Not at all likely	20	20	21	28	22	13	15
Don't know	2	3	0	2	2	3	1

**TORONTO**

**July 7<sup>th</sup>, 2014**

**Region Work**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	City of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
NET: Top2	32	35	42	32	34	27	30	14
NET: Btm2	47	42	42	55	43	63	50	76
Extremely likely	17	18	23	17	18	16	15	7
Very likely	15	17	19	16	17	11	16	7
Somewhat likely	18	21	15	9	21	10	19	8
Not very likely	27	22	24	36	18	53	39	45
Not at all likely	20	20	18	19	25	10	11	32
Don't know	2	3	0	3	2	0	1	2

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**Smart Touch Technology Use**

*‘Do you currently use any smart touch technology to pay for items like gasoline, transit or groceries? This could include Presto, “tap and go” or “wave and pay” payment systems.’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
Yes	45	55	50	47	35	29	50	41
No	53	44	50	52	63	66	49	57
Don't know	2	1	0	1	3	4	1	2

**Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
Yes	45	38	51	48	64	61	38
No	53	61	46	51	35	39	60
Don't know	2	2	3	1	1	0	2

**Region Work**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
Yes	45	49	55	23	49	35	44	29
No	53	50	44	77	51	65	53	68
Don't know	2	1	1	0	1	0	3	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
Yes	45	34	40	43	44	46	56
No	53	63	59	56	56	51	43
Don't know	2	3	1	0	1	3	1

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### ***Presto Card Use***

*'Do you use a Presto card to pay for transit?'*

*[All Respondents]*

### ***Age / Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
Yes	28	41	29	28	18	13	28	27
No	72	59	71	72	82	87	72	73

### ***Region Live***

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
Yes	28	11	39	40	57	56	28
No	72	89	61	60	43	44	72

### ***Region Work***

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
Yes	28	27	36	29	46	26	27	16
No	72	73	64	71	54	74	73	84

### ***Household Income***

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
Yes	28	27	29	28	24	25	28
No	72	73	71	72	76	75	72

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### **Mobile Device Use for Payment**

*'Do you currently use your mobile phone or other device to pay for items?'*

*[All Respondents]*

#### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
Yes	14	21	17	11	11	6	17	12
No	86	79	83	89	89	94	83	88

#### **Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
Yes	14	13	20	19	14	12	11
No	86	87	80	81	86	88	89

#### **Region Work**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
Yes	14	15	25	15	12	17	13	8
No	86	85	75	85	88	83	87	92

#### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
Yes	14	15	13	13	13	18	18
No	86	85	87	87	87	82	82

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**Use of Non-traditional Media to Communicate Customer Experience with a Local Transit Agency**

*‘How likely would you be to use non-traditional media such as e-mail, Twitter or Facebook to communicate with your local transit agency about your customer experience?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
NET: Top2	48	50	56	51	50	27	50	46
NET: Btm2	27	17	26	21	27	52	27	28
Extremely likely	30	35	34	30	27	16	32	27
Very likely	18	15	22	20	23	11	18	18
Somewhat likely	24	32	17	25	21	20	22	26
Not very likely	19	13	19	16	15	37	16	22
Not at all likely	8	5	7	5	12	15	10	6
Don't know	1	0	1	3	2	2	1	1

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
NET: Top2	48	43	39	52	42	54	63
NET: Btm2	27	30	38	23	26	18	17
Extremely likely	30	26	22	30	22	36	46
Very likely	18	17	17	22	20	18	17
Somewhat likely	24	26	21	25	31	28	21
Not very likely	19	20	24	14	22	13	12
Not at all likely	8	10	14	8	5	5	5
Don't know	1	1	2	1	1	1	0

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**Likelihood of Communicating a Negative or a Positive Experience**

*'Are you more likely to communicate a negative or a positive customer experience to your local transit agency, if you could do so through e-mail, Twitter or Facebook?'*

[All Respondents]

**Age / Gender**

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		1006	135	121	238	242	270	448	558
More likely to communicate positive experience		18	20	19	18	21	13	13	23
More likely to communicate negative experience		40	50	37	37	40	28	46	34
Neither		25	16	27	25	22	39	25	25
Both		12	11	14	13	13	11	10	14
Don't know		4	2	2	6	4	9	5	4

**Household Income**

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		1006	126	167	116	104	108	139
More likely to communicate positive experience		18	21	25	18	13	16	15
More likely to communicate negative experience		40	33	29	49	41	51	52
Neither		25	25	27	19	33	19	19
Both		12	15	12	11	9	11	14
Don't know		4	7	8	3	4	2	0

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**Use of Non-traditional Media to Communicate Customer Experience with a Company**

*‘Have you ever used non-traditional media, such as e-mail, Twitter or Facebook to communicate with a company about your customer experience, whether positive or negative?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
Yes	63	61	69	66	67	49	66	59
No	37	39	31	34	33	51	34	41

**Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
Yes	63	64	61	58	63	70	57
No	37	36	39	42	37	30	43

**Region Work**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
Yes	63	66	65	65	55	65	59	47
No	37	34	35	35	45	35	41	53

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
Yes	63	55	44	61	65	76	83
No	37	45	56	39	35	24	17

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**Geo-targeted Advertising**

*‘How likely would you be to buy goods and services that were promoted to you because of the transit you take regularly, for businesses located along that route? These promotions could be communicated to you on your mobile phone or other device, and you would be allowed to opt in or opt out of receiving them.’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
NET: Top2	26	35	30	24	22	10	29	23
NET: Btm2	46	36	35	46	51	70	43	48
Extremely likely	14	21	15	11	11	5	16	11
Very likely	12	14	15	13	11	5	12	12
Somewhat likely	26	28	32	25	23	18	26	26
Not very likely	31	25	26	31	30	49	28	34
Not at all likely	14	11	8	15	21	21	15	14
Don't know	3	1	3	5	4	3	3	3

**Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
NET: Top2	26	25	31	24	29	31	19
NET: Btm2	46	45	42	44	48	38	55
Extremely likely	14	14	16	11	14	6	11
Very likely	12	10	15	13	15	25	8
Somewhat likely	26	27	25	26	22	27	23
Not very likely	31	31	29	30	31	24	40
Not at all likely	14	14	13	14	17	13	15
Don't know	3	3	2	7	1	5	2

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### Region Work

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
NET: Top2	26	28	33	28	30	17	23	9
NET: Btm2	46	44	30	43	41	40	46	69
Extremely likely	14	15	18	12	15	2	14	6
Very likely	12	13	15	15	15	15	9	4
Somewhat likely	26	25	35	26	26	43	28	16
Not very likely	31	30	22	31	26	33	34	45
Not at all likely	14	14	8	12	15	7	12	25
Don't know	3	3	2	3	4	0	3	5

### Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
NET: Top2	26	30	26	29	16	26	26
NET: Btm2	46	36	48	41	51	39	51
Extremely likely	14	22	13	14	8	15	10
Very likely	12	8	12	14	8	11	16
Somewhat likely	26	29	23	30	32	31	21
Not very likely	31	26	32	28	34	30	35
Not at all likely	14	11	16	13	16	9	16
Don't know	3	4	3	0	1	4	2

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**TORONTO**  
**July 7<sup>th</sup>, 2014**

**Shopping While on Transit**

*‘Do you stop to shop or buy drinks or snacks while on your transit route?’*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
Yes, frequently	23	31	26	20	20	11	21	24
Yes, sometimes	66	60	63	66	70	78	68	65
No	11	9	12	15	10	11	12	10

**Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
Yes, frequently	23	25	20	24	21	14	20
Yes, sometimes	66	65	64	59	67	82	74
No	11	10	16	17	12	4	6

**Region Work**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
Yes, frequently	23	22	30	28	33	5	25	13
Yes, sometimes	66	66	62	51	57	93	69	76
No	11	12	8	21	10	2	5	11

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
Yes, frequently	23	26	21	29	19	23	21
Yes, sometimes	66	65	68	59	76	67	63
No	11	9	11	12	5	10	16

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**Privacy Concerns due to Targeted Advertising**

*'Are you concerned about your privacy when advertising and promotions are targeted directly at you as an individual?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1006	135	121	238	242	270	448	558
Yes	64	61	68	61	69	63	62	65
No	25	31	23	24	21	24	29	22
Don't know	11	8	9	15	10	13	9	12

**Region Live**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton
Sample	1006	499	122	92	122	50	121
Yes	64	64	68	56	68	59	60
No	25	25	17	29	23	36	29
Don't know	11	10	14	16	9	5	10

**Region Work**

%	Total	Toronto	York Region	Durham Region	Peel Region	Halton Region	the city of Hamilton	Other
Sample	1006	583	54	40	71	21	86	151
Yes	64	67	59	48	58	73	60	59
No	25	22	27	40	39	19	29	26
Don't know	11	11	15	12	3	7	11	15

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1006	126	167	116	104	108	139
Yes	64	58	62	53	67	67	69
No	25	31	24	31	20	22	27
Don't know	11	11	14	16	13	11	4

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