

NEWS RELEASE



FOR IMMEDIATE RELEASE

Two thirds approve of 'kids ride free'

Low income families, seniors seen to be more deserving

TORONTO, April 11th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 865 Toronto voters, two thirds approve of the policy of offering free TTC rides to children 12 and under (64%), 3-in-10 disapprove (31%) and very few have no opinion (5%). These numbers are exactly the same as the last time we polled this proposal, when it was first made in January.

Low income families, seniors seen to be more deserving than children

Despite the approval seen above, voters see low income families as the most deserving of free transit (34%), followed by seniors (22%). Only about half this proportion think kids are the most deserving (13%). After kids come the unemployed (9%), the homeless (8%) or some other group (5%). One tenth don't know who is most deserving (9%).

Fewer now see the UPX as too expensive

Close to 6-in-10 voters see the Union Pearson Express (UPX) as too expensive to ride at \$27 one way or \$19 with a Presto card (58%), and this is down considerably from the number saying this noted in December, 2014 (69%). The proportion who think this is an appropriate price has increased from one quarter then (23%) to one third now (32%).

One fifth say they are very likely to take UPX to or from Pearson

Just one fifth of Toronto voters say they are very likely to use the UPX if they have to get to or from Pearson (20%) and this is stable since December (18%). In total, fewer than one half say they are at all likely to use the UPX (46%), up slightly from December (42%). Those very likely to use the UPX are commonly lower income (\$20K to \$40K - 27%) and those in York (where the UPX makes its only stop - 29% - caution: small base size).

"It appears that Torontonians are getting a little more used to the idea of paying a premium to ride public transit directly to the airport, although it still doesn't appear that likelihood of usage is as high as it needs to be for large scale adoption," 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

April 11th, 2015

HIGHLIGHTS:

- Two thirds approve of the policy of offering free TTC rides to children 12 and under (64%), 3-in-10 disapprove (31%) and very few have no opinion (5%).
- Voters see low income families as the most deserving of free transit (34%), followed by seniors (22%).
- Voters see low income families as the most deserving of free transit (34%), followed by seniors (22%).
- Just one fifth of Toronto voters say they are very likely to use the UPX if they have to get to or from Pearson (20%).
- "It appears that Torontonians are getting a little more used to the idea of paying a premium to ride public transit directly to the airport, although it still doesn't appear that likelihood of usage is as high as it needs to be for large scale adoption," 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 865 randomly selected voters in Toronto, Ontario. The poll was conducted on April 7-8th, 2015.

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 www.forumresearch.com/polls.asp

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Free Transit for Children Approval - Trending

%	April 11 th , 2015	January 25 th , 2014
Sample	865	843
Approve	64	64
Disapprove	31	31
Don't know	6	5

UPX Trip Price - Trending

%	April 11 th , 2015	December 18 th , 2015
Sample	865	1001
Too expensive	58	69
Too cheap	2	3
About the right amount	32	23
Don't know	8	5

UPX Likelihood of Use - Trending

%	April 11 th , 2015	December 18 th , 2015
Sample	865	188
Very likely	20	18
Somewhat likely	26	24
Not very likely	33	40
Not at all likely	17	14
Don't know	4	4

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Free Transit for Children Approval

'Do you approve or disapprove of the new policy of free transit for children 12 years old and under?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	865	188	128	183	159	207	450	415
Approve	64	75	69	56	57	50	63	65
Disapprove	31	21	26	39	36	40	31	30
Don't know	6	5	5	5	7	9	6	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	865	327	183	192	163
Approve	64	65	57	72	60
Disapprove	31	29	35	25	34
Don't know	6	6	7	3	6

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	865	105	124	117	102	74	175	37
Approve	64	61	61	63	62	71	68	67
Disapprove	31	28	33	31	34	26	27	31
Don't know	6	11	7	7	4	3	5	2

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	865	149	351	126	59
Approve	64	53	65	70	53
Disapprove	31	42	31	24	40
Don't know	6	5	4	6	7

Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Approve	64	51	66	66	68	61
Disapprove	31	44	28	31	27	28
Don't know	6	5	6	3	5	11

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Group Most in Need of Free Transit

'Which group do you think is most in need of free transit?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	865	188	128	183	159	207	450	415
Children 12 and under	13	15	15	14	12	8	14	12
Seniors	22	18	18	23	25	30	20	23
The unemployed	9	6	8	10	10	13	8	9
The homeless	8	9	6	7	9	11	7	10
Lower income families	34	39	34	34	29	26	32	35
Some other group	5	8	6	5	3	2	7	4
Don't know	9	5	13	8	12	11	12	6

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	865	327	183	192	163
Children 12 and under	13	12	13	17	11
Seniors	22	22	22	22	21
The unemployed	9	8	7	7	12
The homeless	8	7	7	10	11
Lower income families	34	39	34	33	27
Some other group	5	2	6	6	8
Don't know	9	10	11	6	10

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	865	105	124	117	102	74	175	37
Children 12 and under	13	14	13	10	15	17	12	25
Seniors	22	22	24	25	22	29	15	18
The unemployed	9	8	10	10	9	10	7	0
The homeless	8	13	11	9	3	2	4	6
Lower income families	34	29	33	28	40	33	42	23
Some other group	5	8	3	4	3	1	11	7
Don't know	9	6	6	14	9	9	8	22

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Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	865	149	351	126	59
Children 12 and under	13	10	16	4	13
Seniors	22	29	21	22	23
The unemployed	9	12	7	8	12
The homeless	8	11	6	13	8
Lower income families	34	24	33	40	27
Some other group	5	4	7	5	0
Don't know	9	10	10	7	18

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Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Children 12 and under	13	10	13	12	5	16
Seniors	22	26	20	24	25	29
The unemployed	9	9	9	6	7	8
The homeless	8	9	8	11	15	7
Lower income families	34	28	36	32	41	18
Some other group	5	9	4	3	3	7
Don't know	9	8	10	13	4	14

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UPX Ticket Cost

‘The Union-Pearson Express, or UPX airport rail link, will cost \$27 one way from downtown to the airport, and \$19 if a Presto Card is used. Is this 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	865	188	128	183	159	207	450	415
Too expensive	58	61	61	53	58	56	59	58
Too cheap	2	2	3	2	4	0	4	0
About the right amount	32	31	28	35	29	37	30	33
Don't know	8	6	8	10	8	8	7	9

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	865	327	183	192	163
Too expensive	58	59	48	64	62
Too cheap	2	2	1	3	3
About the right amount	32	36	38	27	25
Don't know	8	3	13	6	10

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	865	105	124	117	102	74	175	37
Too expensive	58	60	54	68	54	54	59	58
Too cheap	2	2	4	2	4	0	3	2
About the right amount	32	23	33	29	39	33	32	40
Don't know	8	14	10	1	3	13	6	0

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	865	149	351	126	59
Too expensive	58	61	56	70	42
Too cheap	2	4	2	2	1
About the right amount	32	26	37	21	42
Don't know	8	8	5	6	15

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Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Too expensive	58	56	59	51	48	62
Too cheap	2	0	3	3	7	0
About the right amount	32	38	31	35	35	30
Don't know	8	6	7	11	9	8

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UPX Likelihood of Use

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

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	865	188	128	183	159	207	450	415
Very likely	20	20	23	20	18	17	18	22
Somewhat likely	26	30	27	25	23	19	28	24
Not very likely	33	28	30	31	41	43	34	33
Not at all likely	17	18	16	16	16	17	16	17
Don't know	4	4	4	6	2	4	3	5

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	865	327	183	192	163
Very likely	20	22	18	23	16
Somewhat likely	26	29	24	22	27
Not very likely	33	32	36	30	36
Not at all likely	17	15	20	18	14
Don't know	4	2	2	7	6

Household Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K	250K+
Sample	865	105	124	117	102	74	175	37
Very likely	20	20	27	17	19	23	20	17
Somewhat likely	26	23	34	27	31	22	26	26
Not very likely	33	33	25	33	30	30	36	38
Not at all likely	17	17	9	20	17	22	15	17
Don't know	4	8	5	3	3	3	3	2

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Sample	865	149	351	126	59
Very likely	20	20	20	12	22
Somewhat likely	26	27	21	36	29
Not very likely	33	29	37	38	23
Not at all likely	17	21	19	12	11
Don't know	4	4	3	2	14

Last Provincial Vote

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Very likely	20	17	21	16	30	14
Somewhat likely	26	20	25	32	22	31
Not very likely	33	37	35	29	33	35
Not at all likely	17	25	14	19	14	18
Don't know	4	2	5	4	1	2

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