

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **TORONTO**

**September 8<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- One half say they prefer a 7 stop LRT in Scarborough (51%) to a 3 stop subway (40%).
- Among the one third who have used or seen the new streetcars (36%), as many as 8-in 10 (79%) approve of them.
- Fully 6-in-10 voters want the Downtown Relief Line prioritized and built before the Scarborough subway (60%), while just half this proportion opt for the subway first (31%).
- Exactly equal proportions, just less than half, approve or disapprove of Rob Ford's transit plan, involving 32 kilometers of new subways (46% approve, 46% disapprove).

## **FOR IMMEDIATE RELEASE**

### **LRT Preferred to Subway for Scarborough**

#### **Whole lotta love for new streetcars**

TORONTO September 8<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1069 Toronto voters, one half say they prefer a 7 stop LRT in Scarborough (51%) to a 3 stop subway (40%). One tenth don't have an opinion (9%). The only community in Toronto where the subway is preferred is Scarborough itself, and not by very much (56% subway, 41% LRT). An LRT is especially preferred by downtown residents (66%), although less so by residents of Etobicoke/York (46%). Supporters of John Tory (60%), David Soknacki (75%) and Olivia Chow (78%) support the LRT, while Rob Ford voters support the subway (74%).

#### **High approval for new streetcars**

Among the one third who have used or seen the new streetcars (36%), as many as 8-in 10 (79%) approve of them, and this is especially the case among the least wealthy (92%), the wealthier (\$60K to \$80K - 92%), the least educated (84%), among Chow supporters (88%) and among those who take transit (86%).

#### **Priority to be given to DRL over Scarborough Subway**

Fully 6-in-10 voters want the Downtown Relief Line prioritized and built before the Scarborough subway (60%), while just half this proportion opt for the subway first (31%). The DRL is preferred in all communities (downtown - 79%, North York - 56%, Etobicoke/York - 73%) except Scarborough (DRL - 27%, subway 70%). Tory voters (71%) and Chow supporters both prefer the DRL (66%), while Ford voters want to prioritize the Scarborough subway (55%).

#### **Even split on Rob Ford's transit plan**

Exactly equal proportions, just less than half, approve and disapprove of Rob Ford's transit plan, involving 32 kilometers of new subways (46% approve, 46% disapprove). Disapproval is high in the downtown (65%), whereas approval is higher in North York (55%) and Scarborough (63%). Rob Ford voters, of course, mainly approve (91%), while Tory and Chow supporters disapprove (60% and 72%, respectively).

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"It's almost as if there were two cities involved in Toronto's transit planning, Scarborough and everywhere else, and Scarborough wants to be the tail that wags the dog. It doesn't surprise us that Rob Ford's subway plans are very popular there, as that increasingly may be the only way they get a subway in the east end of the city," 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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**September 8<sup>th</sup>, 2014**

**HIGHLIGHTS:**

- "It's almost as if there were two cities involved in Toronto's transit planning, Scarborough and everywhere else, and Scarborough wants to be the tail that wags the dog. It doesn't surprise us that Rob Ford's subway plans are very popular there, as that increasingly may be the only way they get a subway in the east end of the city," 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 1069 randomly selected voters in Toronto, Ontario. The poll was conducted on September 8<sup>th</sup>, 2014.

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](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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**September 8<sup>th</sup>, 2014**

**Scarborough: LRT vs. Subway**

*'If both cost the same, which do you think should be built In Scarborough, a 7 stop LRT or a 3 stop subway?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1069	74	114	215	289	377	463	606
7 stop LRT	51	52	54	43	53	53	52	50
3 stop subway	40	38	42	47	40	35	45	36
Don't know	9	11	4	10	7	12	3	14

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1069	366	244	234	225
7 stop LRT	51	66	45	46	41
3 stop subway	40	24	44	43	56
Don't know	9	10	10	11	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1069	83	152	165	117	89	219	42
7 stop LRT	51	41	42	48	64	50	61	39
3 stop subway	40	38	46	43	32	46	35	58
Don't know	9	20	11	9	4	5	4	3

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1069	157	286	363	263
7 stop LRT	51	44	41	56	57
3 stop subway	40	40	49	37	37
Don't know	9	16	10	7	6

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**TORONTO**

**September 8<sup>th</sup>, 2014**

***Seen or Ridden New Streetcars***

*'Have you seen or ridden on the new streetcars?'*

*[Ridden on the new streetcars]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1069	74	114	215	289	377	463	606
Yes	36	42	40	38	28	23	42	30
No	64	58	60	62	72	77	58	70

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1069	366	244	234	225
Yes	36	42	28	40	33
No	64	58	72	60	67

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1069	83	152	165	117	89	219	42
Yes	36	41	42	35	26	51	39	47
No	64	59	58	65	74	49	61	53

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1069	157	286	363	263
Yes	36	28	32	37	44
No	64	72	68	63	56

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## *New Streetcars Approval*

*'Do you approve or disapprove of the new streetcars?'*

*[Ridden on the new streetcars]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	331	31	47	82	83	88	173	158
Approve	79	81	77	76	80	81	79	79
Disapprove	15	15	16	16	11	14	14	16
Don't know	6	4	7	8	8	4	7	5

### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	331	147	53	76	55
Approve	79	77	75	82	82
Disapprove	15	16	19	11	14
Don't know	6	6	5	7	4

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	331	24	42	44	33	39	83	16
Approve	79	92	71	81	92	82	76	69
Disapprove	15	6	24	12	6	6	19	30
Don't know	6	2	5	7	2	11	5	2

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	331	38	72	121	100
Approve	79	84	75	80	80
Disapprove	15	11	19	13	15
Don't know	6	5	6	7	5

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**Top Priority Transit Project**

*'Which of the following transit projects should be given priority and started first, the Downtown Relief Line or the Scarborough Subway?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1069	74	114	215	289	377	463	606
Downtown Relief Line	60	56	62	61	65	63	62	59
Scarborough Subway	31	32	33	34	29	28	30	33
Don't know	8	12	5	5	6	9	8	8

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1069	366	244	234	225
Downtown Relief Line	60	79	56	73	27
Scarborough Subway	31	11	33	21	70
Don't know	8	10	12	6	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1069	83	152	165	117	89	219	42
Downtown Relief Line	60	50	59	57	64	61	67	55
Scarborough Subway	31	28	29	38	27	29	31	44
Don't know	8	22	12	6	8	10	2	1

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1069	157	286	363	263
Downtown Relief Line	60	49	52	65	69
Scarborough Subway	31	35	36	30	27
Don't know	8	16	12	5	4

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**Rob Ford's Transit Plan**

*'Do you approve or disapprove of Rob Ford's transit plan, which will cost \$9 billion and calls for 32 kilometers of new subways including Scarborough, Finch, Sheppard, Eglinton East and a Downtown Relief Line?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1069	74	114	215	289	377	463	606
Approve	46	50	52	48	37	32	48	44
Disapprove	46	45	40	41	52	58	48	44
Don't know	8	5	8	11	11	9	4	12

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1069	366	244	234	225
Approve	46	25	55	46	63
Disapprove	46	65	39	44	32
Don't know	8	10	7	10	5

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1069	83	152	165	117	89	219	42
Approve	46	41	63	44	35	56	35	59
Disapprove	46	49	29	50	56	42	58	37
Don't know	8	11	8	6	9	2	7	4

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1069	157	286	363	263
Approve	46	46	56	43	38
Disapprove	46	37	36	50	56
Don't know	8	17	8	7	6

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