

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **Presto Use Increasing**

### **Users satisfied with the experience**

Toronto, January 21<sup>st</sup> — In a random sampling of public opinion taken by the Forum Poll™ among 1427 Torontonians 18 years of age or older, more than half (58%) say they have used a Presto card while using transit in Toronto, up from half (50%) in September.

4 in 10 (42%) say they have not used a Presto card.

### **Three-quarters satisfied with the experience**

Three-quarters (TOP2: 72%) of those who said they've used a Presto card are satisfied with the experience, with a third (35%) saying they are very satisfied.

A quarter (BTM2: 28%) say they aren't satisfied, with one-sixth (16%) saying they are not satisfied at all.

### **Approval of replacing tickets and tokens with Presto remains steady**

Half (51%) say that they approve of replacing older forms of TTC payment, such as tickets or tokens, with the Presto smart card, a similar proportion as September (53%). Approval amongst those who have used a Presto card is higher, with almost two-thirds (62%) saying they approve of the switch.

A third (35%) say they disapprove of the move, unchanged since September (36%).

One-sixth (14%) say they do not know.

### **Half of those who haven't used Presto rarely, if ever, use transit**

When those that said they have never used a Presto card were asked why, half (47%) said it was because they rarely, if ever, use transit.

One-sixth (15%) said it was not convenient, while a similar proportion said something else.

1 in 10 (11%) said it was the cost of the card itself, while a similar proportion (8%) said it was privacy concerns.

About 1 in 20 (5%) identified technical difficulties as the reason.

"Presto users are fairly satisfied with the experience of using the card," said Dr. Lorne Bozinoff, President of Forum Research. "And half of all Torontonians approve of dispensing with tickets and tokens in favour of the Presto card."

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 1427 randomly selected Torontonians. The poll was conducted January 15-17, 2019.

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 [forumpoll.com](http://forumpoll.com).



***Top2/Btm2 (or 3 or 4 where applicable) refers to the combined results of the most answered positive and negative responses:***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	631	112	91	133	119	176	303	315
NET: TOP3	66	57	60	68	78	86	67	64
NET: BTM3	34	43	39	32	21	14	32	36
Very satisfied	9	9	6	6	13	20	11	8
Satisfied	28	17	29	35	32	45	25	31
Somewhat satisfied	28	31	26	28	32	20	31	25
Somewhat dissatisfied	12	11	16	14	11	8	13	12
Dissatisfied	11	15	15	9	5	3	9	13
Very dissatisfied	11	18	9	8	5	3	9	12
Don't know	0	0	1	0	1	0	1	0

*Top 3 here collects very satisfied, satisfied, and somewhat satisfied into one category, and Btm 3 collects very dissatisfied, dissatisfied, and somewhat dissatisfied.*

**Due to rounding some numbers may not add up to 100**

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**Presto Card Use**

*Have you ever used a Presto card while using transit in Toronto?*

**Age/gender**

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>67</b>	<b>163</b>	<b>236</b>	<b>271</b>	<b>302</b>	<b>388</b>	<b>756</b>	<b>637</b>
Yes	58	72	76	63	53	45	37	54	61
No	42	28	24	37	47	55	63	46	39

**Community**

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>512</b>	<b>137</b>	<b>266</b>	<b>200</b>	<b>67</b>	<b>245</b>
Yes	58	65	64	57	51	69	50
No	42	35	36	43	49	31	50

**Income**

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>132</b>	<b>143</b>	<b>176</b>	<b>183</b>	<b>138</b>	<b>326</b>	<b>78</b>
Yes	58	48	47	57	55	60	66	58
No	42	52	53	43	45	40	34	42

**Education**

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>158</b>	<b>287</b>	<b>561</b>	<b>421</b>
Yes	58	37	54	59	68
No	42	63	46	41	32



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**Presto Card Approval**

*Do you approve or disapprove of the TTC replacing older types of payment options such as tickets or tokens with the Presto smart card?*

**Age/gender**

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>67</b>	<b>163</b>	<b>236</b>	<b>271</b>	<b>302</b>	<b>388</b>	<b>756</b>	<b>637</b>
Approve	51	51	61	51	49	47	44	54	49
Disapprove	35	28	32	34	40	35	40	34	35
Don't know	14	22	8	14	12	17	16	12	16

**Community**

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>512</b>	<b>137</b>	<b>266</b>	<b>200</b>	<b>67</b>	<b>245</b>
Approve	51	59	46	48	50	44	48
Disapprove	35	29	44	39	33	45	35
Don't know	14	12	9	13	18	11	17

**Income**

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>132</b>	<b>143</b>	<b>176</b>	<b>183</b>	<b>138</b>	<b>326</b>	<b>78</b>
Approve	51	48	36	49	53	57	61	51
Disapprove	35	42	42	34	36	32	29	34
Don't know	14	10	22	17	12	11	10	15

**Education**

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>158</b>	<b>287</b>	<b>561</b>	<b>421</b>
Approve	51	40	47	50	58
Disapprove	35	50	33	34	32
Don't know	14	10	20	15	10

**Presto Users**

%	TOTAL	Q2 - Yes	Q2 - No
<b>TOTAL (u/w)</b>	<b>1427</b>	<b>753</b>	<b>674</b>
Approve	51	62	35
Disapprove	35	28	44
Don't know	14	10	21



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**Presto Card Satisfaction**

Overall, how satisfied are you with the experience of using a Presto Card?

**Age/gender**

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
TOTAL (u/w)	753	45	127	154	141	141	145	395	336
NET: TOP2	72	64	77	72	67	79	76	72	74
NET: BTM2	28	36	23	28	33	21	24	28	26
Very satisfied	35	40	31	31	31	43	49	34	38
Somewhat satisfied	37	24	46	40	36	36	27	38	36
Not very satisfied	12	13	11	14	16	8	8	16	9
Not satisfied at all	16	23	12	14	18	13	16	12	18

**Community**

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
TOTAL (u/w)	753	313	77	135	87	41	100
NET: TOP2	72	73	68	71	78	74	70
NET: BTM2	28	27	32	29	22	26	30
Very satisfied	35	35	32	34	42	22	39
Somewhat satisfied	37	38	35	37	36	52	31
Not very satisfied	12	12	10	14	10	6	15
Not satisfied at all	16	15	23	16	12	20	15



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**Income**

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
<b>TOTAL (u/w)</b>	<b>753</b>	<b>56</b>	<b>60</b>	<b>87</b>	<b>93</b>	<b>72</b>	<b>203</b>	<b>46</b>
<b>NET: TOP2</b>	<b>72</b>	<b>78</b>	<b>67</b>	<b>70</b>	<b>77</b>	<b>70</b>	<b>70</b>	<b>69</b>
<b>NET: BTM2</b>	<b>28</b>	<b>22</b>	<b>33</b>	<b>30</b>	<b>23</b>	<b>30</b>	<b>30</b>	<b>31</b>
<b>Very satisfied</b>	<b>35</b>	<b>48</b>	<b>31</b>	<b>35</b>	<b>40</b>	<b>33</b>	<b>31</b>	<b>44</b>
<b>Somewhat satisfied</b>	<b>37</b>	<b>30</b>	<b>35</b>	<b>34</b>	<b>38</b>	<b>37</b>	<b>39</b>	<b>26</b>
<b>Not very satisfied</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>17</b>	<b>11</b>	<b>11</b>	<b>9</b>	<b>15</b>
<b>Not satisfied at all</b>	<b>16</b>	<b>11</b>	<b>19</b>	<b>13</b>	<b>12</b>	<b>19</b>	<b>20</b>	<b>16</b>

**Education**

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>TOTAL (u/w)</b>	<b>753</b>	<b>51</b>	<b>120</b>	<b>313</b>	<b>269</b>
<b>NET: TOP2</b>	<b>72</b>	<b>73</b>	<b>68</b>	<b>73</b>	<b>74</b>
<b>NET: BTM2</b>	<b>28</b>	<b>27</b>	<b>32</b>	<b>27</b>	<b>26</b>
<b>Very satisfied</b>	<b>35</b>	<b>43</b>	<b>41</b>	<b>32</b>	<b>34</b>
<b>Somewhat satisfied</b>	<b>37</b>	<b>30</b>	<b>27</b>	<b>41</b>	<b>40</b>
<b>Not very satisfied</b>	<b>12</b>	<b>11</b>	<b>14</b>	<b>12</b>	<b>12</b>
<b>Not satisfied at all</b>	<b>16</b>	<b>16</b>	<b>18</b>	<b>15</b>	<b>14</b>



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**Reasons for not using Presto card**

*Why have you not used a Presto card while using transit in Toronto?*

**Age/gender**

%	TOTAL	< 25	25 to 34	35 to 44	45 to 54	55 to 64	65 +	Male	Female
<b>TOTAL (u/w)</b>	<b>674</b>	<b>22</b>	<b>36</b>	<b>82</b>	<b>130</b>	<b>161</b>	<b>243</b>	<b>361</b>	<b>301</b>
Privacy concerns	8	23	2	12	8	4	6	9	7
Not convenient	15	20	18	15	12	12	16	14	16
Technical difficulties	5	0	6	6	3	7	6	6	4
Cost of the card itself	11	14	18	7	16	10	6	11	11
Rarely, if ever, use transit	47	12	35	48	47	53	58	45	49
Something else	14	31	20	12	14	13	9	15	13

**Community**

%	TOTAL	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough
<b>TOTAL (u/w)</b>	<b>674</b>	<b>199</b>	<b>60</b>	<b>131</b>	<b>113</b>	<b>26</b>	<b>145</b>
Privacy concerns	8	8	11	8	5	9	9
Not convenient	15	13	15	23	15	4	11
Technical difficulties	5	6	6	5	4	3	5
Cost of the card itself	11	15	6	10	10	23	8
Rarely, if ever, use transit	47	45	54	38	53	62	50
Something else	14	12	9	17	13	0	17



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## Income

%	TOTAL	< \$20K	\$20K - \$40K	\$40K - \$60K	\$60K - \$80K	\$80K - \$100K	\$100K - \$250K	\$250K +
<b>TOTAL (u/w)</b>	<b>674</b>	<b>76</b>	<b>83</b>	<b>89</b>	<b>90</b>	<b>66</b>	<b>123</b>	<b>32</b>
Privacy concerns	8	11	20	6	4	3	3	5
Not convenient	15	16	13	19	23	6	7	17
Technical difficulties	5	7	5	4	8	7	5	8
Cost of the card itself	11	25	6	13	4	12	6	9
Rarely, if ever, use transit	47	22	41	45	46	66	68	52
Something else	14	20	15	13	15	6	11	9

## Education

%	TOTAL	Secondary school or less	Some college or university	Completed college or university	Post graduate degree
<b>TOTAL (u/w)</b>	<b>674</b>	<b>107</b>	<b>167</b>	<b>248</b>	<b>152</b>
Privacy concerns	8	13	10	5	7
Not convenient	15	18	17	13	15
Technical difficulties	5	5	6	4	7
Cost of the card itself	11	9	12	9	16
Rarely, if ever, use transit	47	39	44	54	41
Something else	14	16	12	15	14



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