

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Presto Use Increasing

Users satisfied with the experience

Toronto, January 21st — 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.



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

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

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.



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

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

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 |
|-------------|-------|------|----------|----------|----------|----------|------|------|--------|
| TOTAL (u/w) | 1427 | 67 | 163 | 236 | 271 | 302 | 388 | 756 | 637 |
| 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 |
|-------------|-------|------------------------|-----------|------------|-----------|------|-------------|
| TOTAL (u/w) | 1427 | 512 | 137 | 266 | 200 | 67 | 245 |
| 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 + |
|-------------|-------|---------|---------------|---------------|---------------|----------------|-----------------|----------|
| TOTAL (u/w) | 1427 | 132 | 143 | 176 | 183 | 138 | 326 | 78 |
| 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 |
|-------------|-------|--------------------------|----------------------------|---------------------------------|----------------------|
| TOTAL (u/w) | 1427 | 158 | 287 | 561 | 421 |
| Yes | 58 | 37 | 54 | 59 | 68 |
| No | 42 | 63 | 46 | 41 | 32 |



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

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 |
|-------------|-------|------|----------|----------|----------|----------|------|------|--------|
| TOTAL (u/w) | 1427 | 67 | 163 | 236 | 271 | 302 | 388 | 756 | 637 |
| 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 |
|-------------|-------|------------------------|-----------|------------|-----------|------|-------------|
| TOTAL (u/w) | 1427 | 512 | 137 | 266 | 200 | 67 | 245 |
| 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 + |
|-------------|-------|---------|---------------|---------------|---------------|----------------|-----------------|----------|
| TOTAL (u/w) | 1427 | 132 | 143 | 176 | 183 | 138 | 326 | 78 |
| 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 |
|-------------|-------|--------------------------|----------------------------|---------------------------------|----------------------|
| TOTAL (u/w) | 1427 | 158 | 287 | 561 | 421 |
| 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 |
|-------------|-------|----------|---------|
| TOTAL (u/w) | 1427 | 753 | 674 |
| Approve | 51 | 62 | 35 |
| Disapprove | 35 | 28 | 44 |
| Don't know | 14 | 10 | 21 |



**FORUM
RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

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 |



**FORUM
RESEARCH**

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

Income

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

Education

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



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

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 |
|------------------------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|
| TOTAL (u/w) | 674 | 22 | 36 | 82 | 130 | 161 | 243 | 361 | 301 |
| 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 |
|------------------------------|------------|------------------------|-----------|------------|------------|-----------|-------------|
| TOTAL (u/w) | 674 | 199 | 60 | 131 | 113 | 26 | 145 |
| 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 |



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
forumresearch.com

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

Income

| % | TOTAL | < \$20K | \$20K - \$40K | \$40K - \$60K | \$60K - \$80K | \$80K - \$100K | \$100K - \$250K | \$250K + |
|------------------------------|------------|-----------|---------------|---------------|---------------|----------------|-----------------|-----------|
| TOTAL (u/w) | 674 | 76 | 83 | 89 | 90 | 66 | 123 | 32 |
| 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 |
|------------------------------|------------|--------------------------|----------------------------|---------------------------------|----------------------|
| TOTAL (u/w) | 674 | 107 | 167 | 248 | 152 |
| 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 |



For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com