

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Little increase in UPX ridership since launch

Previous fares seen as too costly, fewer intend to use than at launch

TORONTO February 23rd - In a random sampling of public opinion taken by the Forum Poll™ among 836 Toronto voters immediately before fare reductions were introduced, just one tenth had used the Union-Pearson Express, or UPX (11%), and this is the same ridership noted last summer after the service had launched (August, 2015 - 9%). Ridership is common to the youngest (14%), the least wealthy (18%, often a proxy for youth), in the downtown (18%) and Etobicoke (21%) and among Olivia Chow voters from the last mayoral election.

Sharp increase in those seeing UPX as too costly

Close to 8-in-10 see the UPX as “too expensive” at the previous fare levels (79%), compared to about two thirds who thought this in August (68%). As a corollary, the proportion who think the former fare is “about the right amount” has declined from one quarter (August - 25%) to one seventh now (14%). Thinking this fare too high is characteristic of the youngest (84%), mid income groups (\$40K to \$60K - 87%) and the wealthiest (\$100K to \$250K - 87%), in North York and Scarborough (87% each) and among Olivia Chow voters (85%).

Percentage who intend to use UPX declines slightly

One seventh of non-users are “very likely” to use the UPX if they had to travel to the airport (14%), and this represents a slight decline from August (16%). In total, about one third (34%) are now likely to use the UPX to get to or from the airport, a clear decline from August (39%). Those most likely to use UPX are the mid aged (45 to 54 - 18%), males (16%) rather than females (12%), the least wealthy (23%), in the downtown (23%) and East York (18% - caution: small base size), and among Olivia Chow voters (17%).

“What we have seen is that, the more Torontonians got to know the UPX, the more expensive they thought it was and the less likely they were to ride it. It is also curious to find that what was designed as a premium service is most used by the youngest and least wealthy,” 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.

TORONTO

February 23rd, 2016

HIGHLIGHTS:

- Just one tenth had used the Union-Pearson Express, or UPX (11%).
- Close to 8-in-10 see the UPX as “too expensive” at the previous fare levels (79%), compared to about two thirds who thought this in August (68%).
- One seventh of non-users are “very likely” to use the UPX if they had to travel to the airport (14%).
- “What we have seen is that, the more Torontonians got to know the UPX, the more expensive they thought it was and the less likely they were to ride it. It is also curious to find that what was designed as a premium service is most used by the youngest and least wealthy,” 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 836 randomly selected voters in Toronto, Ontario. The poll was conducted on February 22nd, 2016.

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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UPX Usage - Trending

%	February 23 rd , 2016	August 4 th , 2015
Sample	836	892
Yes	11	9
No	89	91

UPX Cost - Trending

%	February 23 rd , 2016	August 4 th , 2015
Sample	836	892
Too expensive	79	68
Too cheap	2	4
About the right amount	14	25
Don't know	5	4

UPX: Likelihood of Usage - Trending

%	February 23 rd , 2016	August 4 th , 2015
Sample	836	808
Very likely	14	16
Somewhat likely	22	23
Not very likely	35	38
Not at all likely	24	20
Don't know	5	4

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UPX Usage

'Have you used the Union-Pearson Express, or UPX airport rail link?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	836	167	135	165	177	192	460	376
Yes	11	14	11	11	13	5	11	12
No	89	86	89	89	87	95	89	88

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	836	357	163	164	152
Yes	11	19	14	3	6
No	89	81	86	97	94

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	836	119	366	138	67
Yes	11	11	10	17	12
No	89	89	90	83	88

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UPX Cost

‘The UPX costs \$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	836	167	135	165	177	192	460	376
Too expensive	79	84	73	78	77	81	79	79
Too cheap	2	3	2	0	1	1	2	1
About the right amount	14	11	14	17	17	13	15	13
Don't know	5	3	10	5	5	6	3	8

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	836	357	163	164	152
Too expensive	79	83	73	80	79
Too cheap	2	1	2	2	0
About the right amount	14	12	19	12	13
Don't know	5	4	5	6	8

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	836	119	366	138	67
Too expensive	79	84	80	85	70
Too cheap	2	1	1	2	1
About the right amount	14	10	16	9	15
Don't know	5	5	3	4	14

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UPX: Likelihood of Usage

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

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	836	167	135	165	177	192	460	376
Very likely	14	16	12	18	16	7	16	12
Somewhat likely	22	19	29	23	20	17	23	20
Not very likely	35	36	26	32	42	43	32	37
Not at all likely	24	23	29	21	20	27	24	25
Don't know	5	6	4	6	3	7	5	6

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	836	357	163	164	152
Very likely	14	19	11	7	19
Somewhat likely	22	24	24	21	16
Not very likely	35	36	34	34	34
Not at all likely	24	20	24	33	22
Don't know	5	1	7	5	9

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	836	119	366	138	67
Very likely	14	8	11	17	20
Somewhat likely	22	19	21	20	28
Not very likely	35	40	40	35	20
Not at all likely	24	25	25	22	29
Don't know	5	7	3	6	3

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