

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Wide majority see UPX as too costly to ride**

#### **High approval for SmartTrack, but few see benefit to them**

TORONTO DECEMBER 18<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 1001 Toronto voters, close to 7-in-10 say the Union-Pearson Express or UPX is too expensive at \$27 one way or \$19 with a Presto Card (69%), while fewer than a quarter see it as being priced correctly (23%). Those who think the price is right are most likely Boomers (55 to 64 - 29%), mid income groups (\$60K to \$80K - 28%), those who drive rather than take transit (27%) and John Tory voters (29%).

#### **Fewer than one fifth are very likely to use UPX, 1-in-4 in total**

Just fewer than one fifth say they are very likely to use UPX to get to the airport at these fares and with the two planned stops (18%). Those most likely to take UPX are male (22%), the least wealthy (24%), residents of the downtown (28%), Olivia Chow voters (23%) and those who live in wealthy neighbourhoods (22%) or those getting more wealthy (27%). In total just more than 4-in-10 say they are likely to use UPX to get to the airport if that was a trip they had to take (42%).

#### **High approval for SmartTrack among those aware of it**

In total, two thirds of Torontonians have heard about the SmartTrack transit plan (67%) and, of these, an identical proportion approve of it (67%). Those most likely to approve of SmartTrack are the youngest (73%), the oldest (73%), those in North York (74%) and those who take transit (72%), the best educated (post grad - 71%), provincial Liberals (73%) and in neighbourhoods wealthier than others (72%) and those getting wealthier than others (71%).

#### **Majority see no benefit to themselves, neighbourhood from SmartTrack**

Despite the high approval for the SmartTrack plan, the majority of those aware of it say it will not benefit themselves or their neighbourhoods (55%), while just more than a quarter say it will (28%). One fifth have no opinion (17%). Believing it will benefit oneself and one's neighbourhood is characteristic of the youngest (49%), males (32%), the least wealthy (32%), mid income groups (\$60K to \$80K - 31%), in Scarborough (32%), among transit users (33%), renters (31%), those with some college or university (31%), residents of the downtown (34%), in neighbourhoods seen to be less wealthy than others (37%) and among those who approve of SmartTrack (38%). Thus, among those who approve of SmartTrack, more feel it will be of no benefit to themselves and their neighbours (41%) than think it will be a benefit (38%).

## **TORONTO**

**December 18<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Close to 7-in-10 say the Union-Pearson Express or UPX is too expensive at \$27 one way or \$19 with a Presto Card (69%).
- Just fewer than one fifth say they are very likely to use UPX to get to the airport at these fares and with the two planned stops (18%).
- Two thirds of Torontonians have heard about the SmartTrack transit plan (67%) and, of these, an identical proportion approve of it (67%).
- Despite the high approval for the SmartTrack plan, the majority of those aware of it say it will not benefit themselves or their neighbourhoods (55%), while just more than a quarter say it will (28%).

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## **One quarter cast mayoral ballot to support SmartTrack**

In answer to a question often posed, just more than a quarter of Toronto voters voted for a mayoral candidate because they themselves wanted to support SmartTrack (26%). Fully 6-in-10 were not motivated to vote by their support for SmartTrack (60%), and one tenth have no opinion (13%). Those who cast their ballot in favour of SmartTrack include the youngest (32%), the least educated (36%), provincial Liberals (31%), in Etobicoke (30%), in neighbourhoods seen to be wealthier than others (32%) and among more than a third of those who approve of SmartTrack (37%). John Tory voters were the most likely to say they had voted to support SmartTrack (44%). Ford (12%) and Chow voters (13%) didn't cast their ballots to favour the plan.

"Unfortunately, it appears the Union-Pearson Express appeals primarily to the wealthy, which was not its planned role. The SmartTrack plan, on the other hand, has high approval across the board, and a surprisingly large number of mayoral voters say it was the reason they cast their ballot the way they did. This bodes well for its future uptake," 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.

## **TORONTO**

**December 18<sup>th</sup>, 2014**

## **HIGHLIGHTS:**

- Just more than a quarter of Toronto voters voted for a mayoral candidate because they themselves wanted to support SmartTrack (26%).
- "Unfortunately, it appears the Union-Pearson Express appeals primarily to the wealthy, which was not its planned role. The SmartTrack plan, on the other hand, has high approval across the board, and a surprisingly large number of mayoral voters say it was the reason they cast their ballot the way they did. This bodes well for its future uptake," 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 1001 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on December 17<sup>th</sup> and 18<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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**December 18<sup>th</sup>, 2014**

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**December 18<sup>th</sup>, 2014**

**UPX: Trip Price**

*‘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	1001	203	131	188	203	276	503	498
Too expensive	69	74	69	71	64	59	67	70
Too cheap	3	4	3	3	1	1	3	3
About the right amount	23	18	22	23	29	31	24	23
Don't know	5	4	5	4	6	8	5	5

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Too expensive	69	69	71	71	62
Too cheap	3	3	2	2	5
About the right amount	23	24	22	22	26
Don't know	5	4	5	5	7

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Too expensive	69	71	72	69	63	66	73	65
Too cheap	3	2	3	1	2	4	6	6
About the right amount	23	19	20	26	28	25	19	29
Don't know	5	8	5	4	7	4	3	0

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**December 18<sup>th</sup>, 2014**

**UPX: Likelihood of Use**

*'The UPX will have two stops between Pearson Airport and Union Station, at Bloor Street West and in Weston. 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	1001	203	131	188	203	276	503	498
NET: TOP2	42	47	39	45	40	33	44	39
NET: BTM2	54	49	53	54	57	62	52	56
Very likely	18	20	20	18	15	13	22	14
Somewhat likely	24	27	19	27	25	20	22	25
Not very likely	40	33	40	41	46	49	39	42
Not at all likely	14	16	13	13	11	13	13	14
Don't know	4	4	9	1	3	5	4	5

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
NET: TOP2	42	56	36	34	37
NET: BTM2	54	40	58	61	60
Very likely	18	27	15	13	14
Somewhat likely	24	29	21	21	23
Not very likely	40	33	40	49	41
Not at all likely	14	7	18	13	19
Don't know	4	4	6	5	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
NET: TOP2	42	48	43	49	41	39	41	44
NET: BTM2	54	42	45	49	59	59	57	56
Very likely	18	24	22	21	10	13	19	24
Somewhat likely	24	24	21	28	30	26	23	21
Not very likely	40	27	38	37	47	37	44	48
Not at all likely	14	15	8	12	11	22	13	8
Don't know	4	10	12	2	1	2	1	0

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**Smart Track: Awareness**

*'Have you heard anything about the Smart Track transit plan?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1001	203	131	188	203	276	503	498
Yes	67	55	72	71	73	73	74	60
No	33	45	28	29	27	27	26	40

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	1001	419	186	227	169
Yes	67	68	69	69	60
No	33	32	31	31	40

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	1001	116	137	126	130	112	191	42
Yes	67	58	43	71	69	70	82	77
No	33	42	57	29	31	30	18	23

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1001	147	234	386	234
Yes	67	48	67	71	73
No	33	52	33	29	27

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**December 18<sup>th</sup>, 2014**

### **Smart Track: Approval**

*'Do you approve or disapprove of the Smart Track transit plan?'*

*[Have heard about Smart Track transit plan]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	698	113	98	135	148	204	376	322
Approve	67	73	54	68	72	73	66	69
Disapprove	33	27	46	32	28	27	34	31

### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	698	297	128	164	109
Approve	67	66	74	68	60
Disapprove	33	34	26	32	40

### **Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	698	68	64	93	94	76	158	33
Approve	67	65	64	63	68	66	70	77
Disapprove	33	35	36	37	32	34	30	23

### **Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	698	76	161	279	182
Approve	67	66	64	68	71
Disapprove	33	34	36	32	29

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**Smart Track: Benefit**

*'Will Smart Track benefit you and your neighbourhood or not?'*

*[Have heard about Smart Track]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	698	113	98	135	148	204	376	322
Will benefit you and your neighbourhood	28	43	27	26	20	16	32	23
Will not benefit you and your neighbourhood	55	49	58	59	53	58	54	57
Don't know	17	8	15	15	27	25	14	20

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	698	297	128	164	109
Will benefit you and your neighbourhood	28	30	29	22	32
Will not benefit you and your neighbourhood	55	52	58	57	55
Don't know	17	18	13	21	13

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	698	68	64	93	94	76	158	33
Will benefit you and your neighbourhood	28	37	26	21	31	25	30	29
Will not benefit you and your neighbourhood	55	47	60	55	50	65	54	60
Don't know	17	16	13	23	18	10	16	11

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**Smart Track: Municipal Vote**

*‘Did you cast your vote for mayor in the municipal election because you supported the Smart Track transit plan or not?’*

*[Have heard about Smart Track]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	698	113	98	135	148	204	376	322
Voted to support Smart Track	26	32	24	22	22	29	28	24
Did not vote to support Smart Track	60	56	62	62	67	58	61	60
Don't know	13	11	14	16	11	14	11	16

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	698	297	128	164	109
Voted to support Smart Track	26	26	27	29	22
Did not vote to support Smart Track	60	66	58	53	65
Don't know	13	9	15	17	13

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	698	68	64	93	94	76	158	33
Voted to support Smart Track	26	19	29	23	24	25	27	39
Did not vote to support Smart Track	60	59	57	67	58	63	65	61
Don't know	13	22	14	11	18	12	9	0

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