

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **One quarter of public as likely to use UPX at \$20 as at \$10**

### **One tenth as likely at \$30**

TORONTO AUGUST 26<sup>th</sup>, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 931 Toronto voters, 4-in-10 are very likely to use the Pearson-Union Station Express if the fare is \$10 one way (41%) and this is out of two thirds who are likely to use it in total (63%). By contrast, one quarter this proportion are very likely to use the UPX if the fare mentioned is \$20 (10%), and this is out of 3-in-10 (31%). Finally, if the one way fare is \$30, just one tenth as many are very likely to use it (4%), out of one tenth in total who are likely (12%).

"It may be that a \$10 one way fare is unrealistic for the UPX, but it's clear you can't build a realistic business model with a \$30 fare. In new product research, 10% "very likely" uptake is considered good, so it may be that a \$20 fare is the appropriate price point," 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.

### **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

### **TORONTO**

**August 26<sup>th</sup>, 2014**

### **HIGHLIGHTS:**

- 4-in-10 are very likely to use the Pearson-Union Station Express if the fare is \$10 one way (41%) and this is out of two thirds who are likely to use it in total (63%).
- "It may be that a \$10 one way fare is unrealistic for the UPX, but it's clear you can't build a realistic business model with a \$30 fare. In new product research, 10% "very likely" uptake is considered good, so it may be that a \$20 fare is the appropriate price point," said Forum Research President, Dr. Lorne Bozinoff.

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

**TORONTO**  
**August 26<sup>th</sup>, 2014**

## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 931 randomly selected Torontonians 18 years of age and older. The poll was conducted on August 25<sup>th</sup>, 2014.

Results based on the total sample are considered accurate  $\pm 3\%$ , 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)

## **UPX Fare – Summary Table**

<b>%</b>	<b>Net: Top2</b>	<b>Net: Btm2</b>	<b>Don't Know</b>
<b>\$10 UPX Fare</b>	62	38	0
<b>\$20 UPX Fare</b>	31	68	2
<b>\$30 UPX Fare</b>	12	86	3

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

**\$10 UPX Fare**

*'How likely are you to use the Union Station-Pearson Airport Express Train to get to the airport if the fare is \$10 one way?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	931	60	86	183	248	354	392	539
NET: TOP2	62	57	68	66	62	56	62	61
NET: BTM2	38	43	32	34	38	44	38	39
Very likely	40	34	48	43	41	34	45	34
Somewhat likely	22	22	20	23	21	23	17	27
Not very likely	22	27	14	19	24	23	22	22
Not at all likely	17	16	18	14	14	21	16	17
Don't know	0	0	0	0	0	0	0	0

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	931	302	219	204	206
NET: TOP2	62	82	64	45	54
NET: BTM2	38	18	36	55	46
Very likely	40	62	34	25	34
Somewhat likely	22	20	29	20	20
Not very likely	22	12	22	29	25
Not at all likely	17	6	14	26	21
Don't know	0	0	0	0	0

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	931	72	162	125	121	74	163	32
NET: TOP2	62	53	54	64	63	62	70	68
NET: BTM2	38	47	46	36	37	38	30	32
Very likely	40	30	33	46	35	44	51	58
Somewhat likely	22	23	21	18	28	19	19	9
Not very likely	22	39	22	14	18	18	25	22
Not at all likely	17	7	24	22	19	19	4	10
Don't know	0	0	0	0	0	0	0	0

**TORONTO**  
**August 26<sup>th</sup>, 2014**

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

**\$20 UPX Fare**

*'How likely are you to use the Union Station-Pearson Airport Express Train to get to the airport if the fare is \$20 one way?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	931	60	86	183	248	354	392	539
NET: TOP2	31	28	31	37	33	25	35	26
NET: BTM2	68	72	66	61	65	73	63	72
Very likely	10	6	10	14	12	8	10	9
Somewhat likely	21	21	21	24	22	17	26	17
Not very likely	36	39	34	33	35	37	33	39
Not at all likely	32	33	32	28	30	36	31	33
Don't know	2	0	3	2	2	2	1	2

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	931	302	219	204	206
NET: TOP2	31	43	28	19	30
NET: BTM2	68	55	72	77	69
Very likely	10	16	7	6	8
Somewhat likely	21	27	21	13	22
Not very likely	36	36	45	36	26
Not at all likely	32	19	27	41	43
Don't know	2	2	0	3	1

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	931	72	162	125	121	74	163	32
NET: TOP2	31	19	27	39	27	33	32	60
NET: BTM2	68	78	72	59	70	67	66	39
Very likely	10	5	6	17	5	6	12	28
Somewhat likely	21	15	21	22	22	28	21	31
Not very likely	36	51	37	25	34	39	42	19
Not at all likely	32	27	35	35	36	27	25	21
Don't know	2	3	1	2	3	0	1	1

**TORONTO**  
**August 26<sup>th</sup>, 2014**

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

**\$30 UPX Fare**

*'How likely are you to use the Union Station-Pearson Airport Express Train to get to the airport if the fare is \$30 one way?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	931	60	86	183	248	354	392	539
NET: TOP2	12	16	5	14	12	9	14	9
NET: BTM2	86	80	93	83	86	90	84	87
Very likely	4	3	4	6	3	4	5	3
Somewhat likely	8	13	2	8	9	5	9	6
Not very likely	34	31	32	35	37	40	30	38
Not at all likely	51	49	61	48	49	50	53	50
Don't know	3	4	2	3	2	1	2	3

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	931	302	219	204	206
NET: TOP2	12	14	8	13	12
NET: BTM2	86	84	89	85	85
Very likely	4	4	3	5	4
Somewhat likely	8	10	5	8	8
Not very likely	34	40	37	32	27
Not at all likely	51	44	52	53	58
Don't know	3	2	4	2	3

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	931	72	162	125	121	74	163	32
NET: TOP2	12	6	10	14	6	21	10	49
NET: BTM2	86	87	87	86	92	79	89	51
Very likely	4	4	4	3	2	5	2	24
Somewhat likely	8	2	5	11	4	15	8	24
Not very likely	34	40	40	35	34	28	36	19
Not at all likely	51	47	47	51	58	51	53	33
Don't know	3	8	3	0	2	0	1	0

**TORONTO**  
**August 26<sup>th</sup>, 2014**

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

# NEWS RELEASE



**FORUM RESEARCH INC.**

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

**MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**August 26<sup>th</sup>, 2014**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

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