

NEWS RELEASE



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FOR IMMEDIATE RELEASE

UPX seen to be more expensive now, fewer likely to use

Incorporate UPX into TTC at lower fare – majority

TORONTO AUGUST 4th- In a random sampling of public opinion taken by the Forum Poll™ among 892 Toronto voters, about one tenth have taken the Union-Pearson Airport Express (UPX - 9%), and usage is common to mid age groups (35 to 44 - 13%), males (11%) rather than females (6%), the less wealthy (\$20K to \$40K - 14%) and Olivia Chow voters from the last mayoral election (14%).

More than two thirds say \$27 fare “too expensive”

Close to 7-in-10 Torontonians find the \$27 full price one way fare too expensive (68%), and just one quarter finds it “about right” (25%). This represents a sharp increase in those finding it too expensive since the last time we polled this question (April, 2015 - 58%). The fare is seen to be too dear especially by the youngest (72%), the least wealthy (\$20K to \$40K - 75%), Olivia Chow voters (75%), residents of the downtown (74%) and provincial New Democrats (74%).

Those who have not used less likely to use now than previously

Fewer than one fifth of those who have not used the UPX say they are likely to use it if traveling to or from Pearson (16%), and this is a decline from the last time we measured this, before service started (April, 2015 - 20%). In total, fewer than 4-in-10 are at all likely to use the UPX (39%), and this is down from close to half in the spring (46%). Those most likely to use it include Doug Ford voters (19%), in Etobicoke and York (22% each).

Majority agree UPX should be TTC commuter express, with lower fare, more stops

A large majority of Toronto voters agree with the proposition that the UPX should be incorporated into the TTC as a commuter express with a lower fare and more stops (70%), and very few disagree (15%). Agreement is common to the mid aged (44 to 54 - 75%), the wealthy (\$80K to \$100K - 77%), Chow voters (76%), in York (74%) and Scarborough (76%).

TORONTO

August 4th, 2015

HIGHLIGHTS:

- About one tenth have taken the Union-Pearson Airport Express (UPX - 9%).
- Close to 7-in-10 Torontonians find the \$27 full price one way fare too expensive (68%).
- Fewer than one fifth of those who have not used the UPX say they are likely to use it if traveling to or from Pearson (16%).
- A large majority of Toronto voters agree with the proposition that the UPX should be incorporated into the TTC as a commuter express with a lower fare and more stops (70%).

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\$12 seen as appropriate one way fare for UPX as TTC Commuter Express

When asked the appropriate one way fare for a UPX designated as a TTC commuter express with more stops, the average suggested is about \$12, and this is common to all demographic groups. The suggested range ran from “less than \$5” to “\$27, the same as it is now”.

“It appears Torontonians use and accept the necessity of an airport link, it’s just that they think it should cost half as much and stop more. It’s instructive that, after 6 weeks of operation, voters think it’s more expensive than they did initially, and are less likely to use it,” 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.

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HIGHLIGHTS:

- When asked the appropriate one way fare for a UPX designated as a TTC commuter express with more stops, the average suggested is about \$12.
- “It appears Torontonians use and accept the necessity of an airport link, it’s just that they think it should cost half as much and stop more. It’s instructive that, after 6 weeks of operation, voters think it’s more expensive than they did initially, and are less likely to use it,” 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 892 randomly selected voters in Toronto, Ontario. The poll was conducted on August 1-2nd, 2015.

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: Use

'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	892	203	145	150	194	200	479	413
Yes	9	7	13	8	11	5	11	6
No	91	93	87	92	89	95	89	94

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Yes	9	8	14	5	7	11	10
No	91	92	86	95	93	89	90

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Yes	9	11	9	6	9
No	91	89	91	94	91

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Yes	9	9	6	14	0
No	91	91	94	86	100

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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	892	203	145	150	194	200	479	413
Too expensive	68	72	66	67	65	65	72	64
Too cheap	4	4	6	3	3	1	4	3
About the right amount	25	20	26	28	27	26	20	29
Don't know	4	4	3	2	5	8	3	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Too expensive	68	69	75	67	69	66	70
Too cheap	4	6	0	3	9	2	6
About the right amount	25	19	23	23	19	30	23
Don't know	4	6	2	7	3	1	1

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Too expensive	68	73	62	64	71
Too cheap	4	2	2	7	4
About the right amount	25	23	30	26	20
Don't know	4	2	5	4	5

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Too expensive	68	68	66	75	71
Too cheap	4	5	3	3	6
About the right amount	25	24	26	19	19
Don't know	4	3	5	3	4

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UPX: Use Likelihood

'The UPX has 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?'

[Has not used UPX]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	808	184	124	136	173	191	426	382
Very likely	16	17	16	18	15	11	17	14
Somewhat likely	23	34	20	18	18	16	21	25
Not very likely	38	30	43	34	42	46	35	39
Not at all likely	20	16	16	24	24	26	23	17
Don't know	4	3	5	6	2	1	3	4

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	808	90	115	105	88	89	146
Very likely	16	16	17	19	17	12	15
Somewhat likely	23	33	20	13	30	31	22
Not very likely	38	27	38	42	39	33	39
Not at all likely	20	13	21	25	13	23	22
Don't know	4	12	5	1	2	1	2

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	808	344	157	176	131
Very likely	16	18	10	22	13
Somewhat likely	23	32	20	20	18
Not very likely	38	33	45	37	36
Not at all likely	20	14	23	17	29
Don't know	4	4	3	4	3

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	808	118	371	142	43
Very likely	16	19	13	16	11
Somewhat likely	23	12	22	35	15
Not very likely	38	46	40	32	40
Not at all likely	20	21	24	15	24
Don't know	4	2	3	1	10

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UPX: TTC Incorporation

'Do you agree or disagree the UPX should be incorporated into the TTC, and designated an express commuter train, with more stops and a lower fare?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Agree	70	68	67	75	73	72	72	69
Disagree	15	18	18	16	11	9	17	14
Don't know.	14	14	15	10	16	18	11	18

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Agree	70	65	72	70	75	77	66
Disagree	15	16	13	10	12	9	24
Don't know.	14	19	14	20	13	14	10

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Agree	70	69	70	68	76
Disagree	15	18	12	15	15
Don't know.	14	13	18	17	9

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Agree	70	70	68	76	69
Disagree	15	16	20	7	7
Don't know.	14	13	13	17	23

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TTC Express Commuter Train: Appropriate One Way Fare

‘What would be an appropriate one way fare for a TTC express commuter train from the airport to downtown?’

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	892	203	145	150	194	200	479	413
Less than \$5	13	15	13	14	13	11	16	11
\$5 to \$9	27	28	26	23	25	33	29	25
\$10 to \$14	27	23	33	29	29	25	29	26
\$15 to \$19	17	20	14	18	18	13	14	20
\$20 to \$26	5	8	5	4	5	3	5	6
\$27, the same as it is now	5	3	8	6	6	6	5	6
Don't know	4	2	2	6	3	10	3	6
Mean	12	12	12	12	12	11	11	13

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	892	100	132	112	97	100	164
Less than \$5	13	16	16	17	12	9	16
\$5 to \$9	27	31	26	29	26	29	27
\$10 to \$14	27	22	23	26	33	36	28
\$15 to \$19	17	15	18	16	17	19	16
\$20 to \$26	5	7	3	1	3	2	6
\$27, the same as it is now	5	4	7	5	8	1	5
Don't know	4	5	7	5	1	3	3
Mean	12	11	12	11	12	11	12

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Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	892	387	174	187	144
Less than \$5	13	13	9	11	22
\$5 to \$9	27	29	26	27	27
\$10 to \$14	27	30	26	29	24
\$15 to \$19	17	16	19	14	18
\$20 to \$26	5	7	5	8	1
\$27, the same as it is now	5	3	8	5	5
Don't know	4	3	7	6	3
Mean	12	12	13	12	11

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August 4th, 2015

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	892	131	399	167	43
Less than \$5	13	24	10	10	11
\$5 to \$9	27	24	25	32	51
\$10 to \$14	27	19	30	36	19
\$15 to \$19	17	16	16	16	11
\$20 to \$26	5	5	7	2	0
\$27, the same as it is now	5	9	7	2	2
Don't know	4	3	5	4	5
Mean	12	12	13	11	9

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