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The Future of Transit in Toronto

January 2011



Methodology

INSTRUMENT

- ▶ The survey was completed on-line from January 12th, 2011 to January 16th, 2011 using Leger Marketing's online panel, *LegerWeb*, with a sample of 550 Toronto residents, 18 years of age or older.
- ▶ A probability sample of the same size would yield a margin of error of $\pm 4.5\%$.

ONLINE PANEL

- ▶ Leger Marketing's online panel has approximately 360,000 members nationally – with between 10,000 and 20,000 new members added each month, and has a retention rate of 90%.
- ▶ Panel members are randomly selected to receive email invitations to the individual surveys.
- ▶ We ensure the protection of privacy via the usage of unique URLs and respondent IDs in combination with survey IDs.

QUALITY CONTROL

- ▶ Stringent quality assurance measures allow Leger Marketing to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.

Key Findings

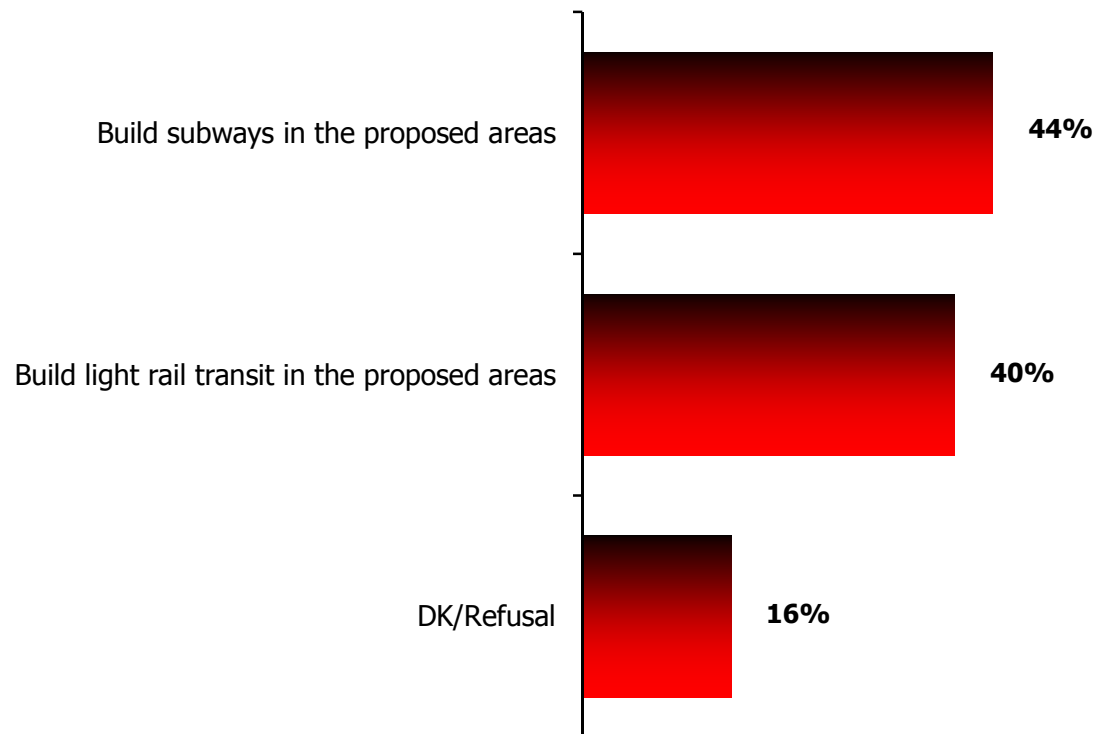
- **Almost two thirds (65%) saw the TTC's "Transit City" plan as an effective step forward, versus 18% who disagree.**
- **Most people (62%) would oppose cancelling or changing the current plan if it means higher costs or a longer wait to get new transit.**
- **There is a close tie on the decision to build subways vs. light rail transit in Toronto.**
- **Further questioning reveals that most people agree that transit plans should not change every time that a new government is elected (89%) to ensure long term needs are met.**
- **Another four out of five Toronto residents would like to see a good mix of subways, light rail, streetcars, and buses in various neighbourhoods (83%).**
- **Two in five Toronto residents feel that traffic congestion would be helped by putting light rail underground (44%).**

Residents of Toronto Are Split on the Direction to Build Transit

- **Torontonians are tied over the direct choice of building subways vs. building light rapid transit in the proposed areas.**
 - Men are stronger supporters of building subways (49%) over women (39%), as are those who have a university education (49%).
 - Light rail is well supported by the senior citizens of Toronto (47% aged 65+).

Q1. Recently, there has been a lot of discussion around light rail transit and subway development in Toronto. Based on what you have heard, do you believe Toronto should ...

Base: n=550



Nine Out of 10 Toronto Residents Feel That Smart Transit Planning Is Done For the Long Term and Shouldn't be Changed

- Most people feel that transit plans should not change every time a new government is elected (89%) to ensure long term city needs are met.
- Another four out of five Toronto residents would like to see a good mix of subways, light rail, streetcars, and buses in various neighbourhoods (83%).
 - Those with a college or university education strongly support a mix of transit elements (86% for both), as well as those with incomes over \$80K annually (87%).
- Two thirds (65%) believe that the TTC's Transit City plan was an effective step forward to meet Toronto's transit needs, versus 18% who disagree.
- Most people (62%) would oppose cancelling or changing the current plan if it means higher costs or a longer wait to get new transit.
 - Women strongly support both of these statements (69% and 68% respectively).

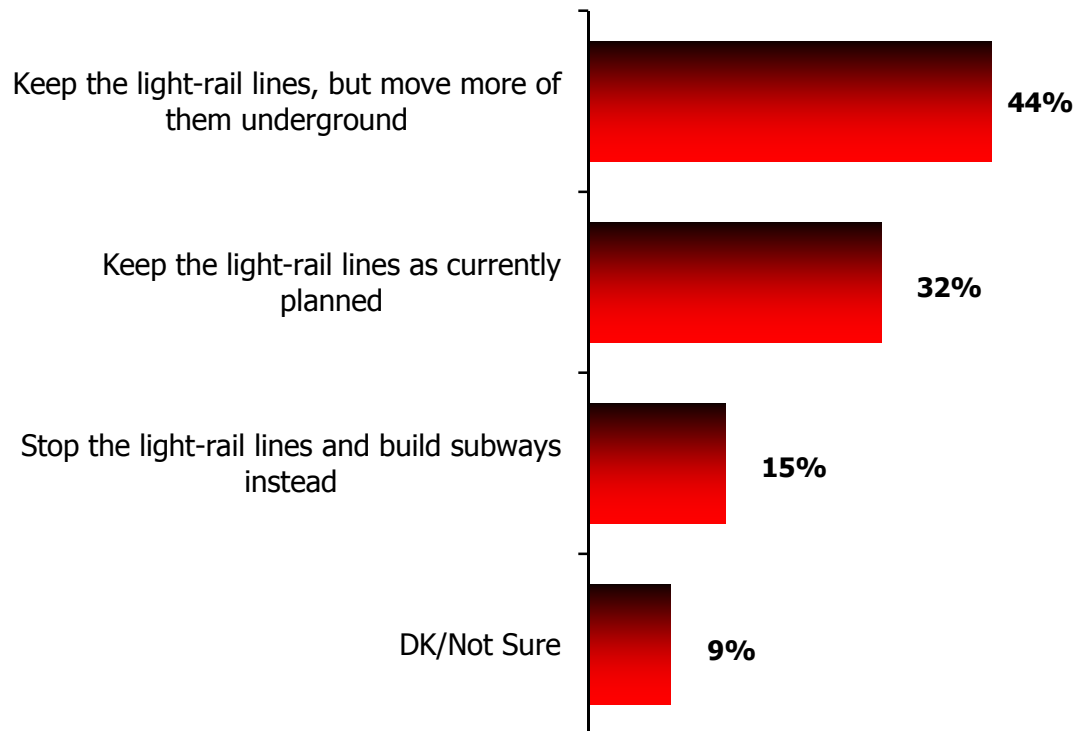
Q2. To what extent do you agree with each of the following statements?
 Base: n=550

Statement	% of Agree (Top Two Box Scores)	% of Disagree (Top Two Box Scores)
Smart transit planning is done for the long term and should not be changed every time a new government is elected	89%	8%
Toronto should have a mix of subways, light-rail, streetcars and buses, depending on the number of people living in the neighbourhoods	83%	14%
The TTC's Transit City plan was an effective step forward in helping meet Toronto's transit needs	65%	18%
Toronto should not cancel or change the current plan if it means higher costs or a longer wait to get new transit	62%	29%
We should build subways in Toronto, because underground transit would be less disruptive to cars, even if it costs more and takes longer to build.	55%	41%
We should build subways because it's what Rob Ford promised in the election, and he has a mandate, even if it means stopping the projects that are underway	26%	67%

Torontonians Want to Keep the Light-Rail Lines, But Move More of Them Underground

- Given the mix of transit options and their implications, further questioning reveals that two in five feel that traffic congestion is better handled by underground light rail (44%).
- Almost one third would rather stick with the current plan to keep the light-rail lines as they already are (32%), while only about one in ten would say keep the subways instead of the light rail lines (15%).
 - Women would prefer to shift the light rail transit underground (48%), while men give more support to the subways over LRT (20%).

Q3. If you had to decide today, which of the following would you choose:
Base: n=550



Being the Cheaper Option and Being More Efficient Were the Reasons For People's Selections As To Which Transit Plan to Follow

- One in three respondents (29%) that felt that the planning of light rail should be kept the same say it is because this is a cheaper and more efficient option. Almost half (45%) of those who said that the city should stop light rail and build subways instead say it is because an above ground system would increase road traffic congestion.
- One in five of those who said keep light rail but move it underground feel this way because they believe it will avoid traffic disruptions and reduce traffic congestion. This was also true of those who said stop light rail and build subways instead.

Q4. Why do you prefer the option you chose?

Base: n=550

Statement	Total % (N=550)	Keep light rail, but move underground (N=241)	Keep light rail as planned (N=175)	Stop light rail, build subways instead (N=84)
Because it is the cheaper option / it is the more efficient option	17%	16%	29%	6%
The needs of the city of Toronto require an underground transit system / an above ground system would increase road traffic congestion	15%	18%	1%	45%
Avoid traffic disruptions / reduces traffic congestion	14%	22%	4%	21%
The planning and funding is already in place	11%	8%	22%	3%
Because I prefer this type of transit / because this type of transit will benefit the most people / because I use this form of public transit	9%	9%	11%	11%
Because of the associated costs	6%	5%	12%	3%
It is a compromise / I think transit projects for both above and below ground should be undertaken / both projects should compromise	6%	10%	3%	--



Contact Information

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