### RAILWAYS & PUBLIC OPINION IN CANADA

STUDY FOR THE RAILWAY ASSOCIATION OF CANADA SPRING 2019





# CANADA'S RAILWAYS ENJOY A 85% POSITIVE REPUTATION





# **REPUTATION OF RAILWAY SECTOR**

**GRAIN PRODUCERS** CANADA'S RAILWAYS COMMUTER RAILWAYS INTERCITY RAILWAYS FREIGHT RAILWAYS MARINE SHIPPING FOREST PRODUCTS CO'S AIRLINES INTERNET SERVICE LONG HAUL TRUCKING WIRELESS MINING COMPANIES PIPES OIL CHEMICALS



### **FAVOURABLE OPINION**

For each one, please tell me if you have a very favourable, somewhat favourable, somewhat unfavourable or very unfavourable impression?

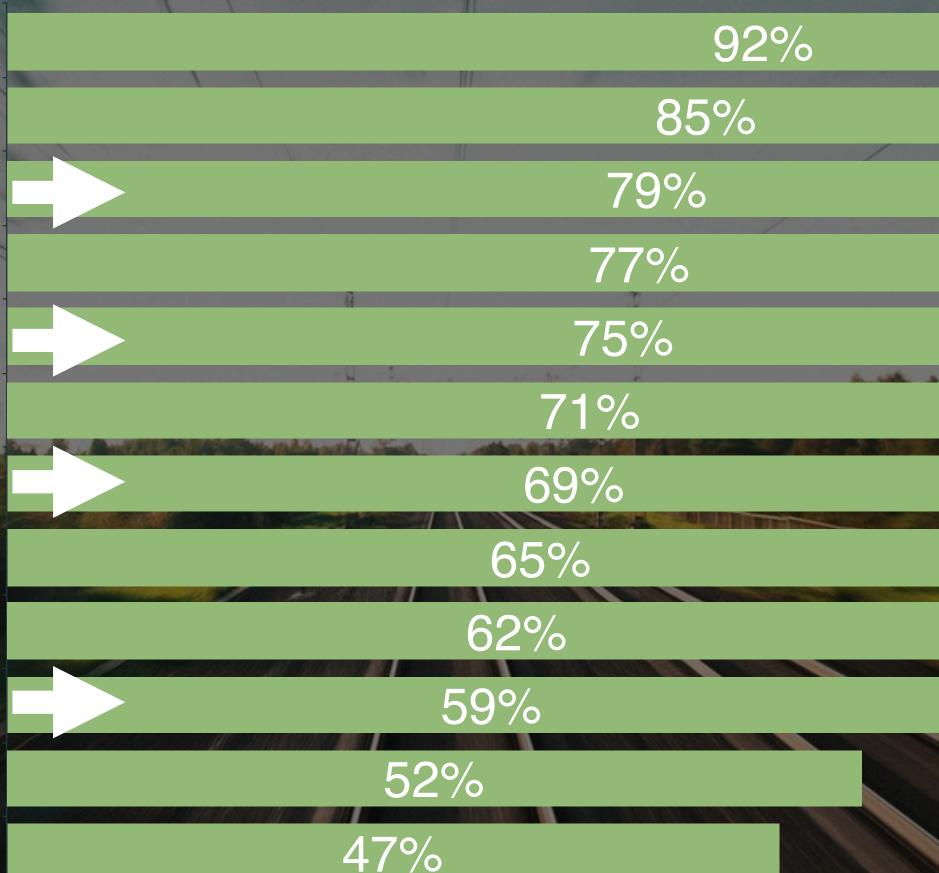


92%	
85%	
83%	
82%	
81%	
79%	
77%	
75%	
71%	
69%	
65%	
62%	
59%	
%	



# **REPUTATION OF RAILWAY SECTOR**

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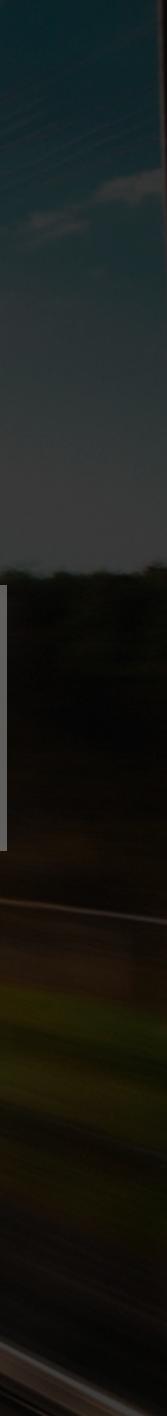
## **REPUTATION OF RAILWAYS**

FREIGHT	LPC	83%	17%
	CPC	85%	15%
	NDP	80%	20%
INTERCITY	LPC	85%	15%
	CPC	81%	19%
	NDP	80%	20%
COMMUTER	LPC	87%	13%
	CPC	82%	18%
	NDP	87%	13%





### UNFAVOURABLE



## PERFORMANCE OF CANADA'S RAILWAYS

239	%	67%		9% 1
20%		58%		11% 1
11%	76%			12% 1
17%	65%	0	10	5% 2°
15%	63%		18%	<b>4%</b>
13%	65%		209	% 29
10%	67%		20%	s 3%
15%	60%		22%	3%
11%	64%		23%	29
10%	0% 65%			3%
9%	64%			3%
11%	1% 61%		25%	3%
11%	61%		25%	3%
11%	57%		29%	3%
VERY G	OOD GOOD P	OOR VERY	POOR	100

SUPPORT CDN EXPORT/TRADE POSITIVE ROLE IN CANADA ECONOMY TREATING EMPLOYEES WELL SERIOUS SAFETY EFFORT **RESPOND TO INCIDENTS/ACCIDENTS INNOVATIVE TECH** HONEST/TRUSTWORTHY ECON DEV. RURAL/REMOTE DYNAMIC/ENTRPRENEURIAL GOOD NEIGHBORS OPEN/ACCOUNTABLE GOOD OPPS FOR YOUNG PEOPLE LIMIT ENVIRO IMPACT **EFFORTS TO REDUCE CC/EMISSIONS** 

Thinking specifically about railway companies in Canada, please rate their performance in these areas





## SHIPPING FREIGHT

### SAFER

### MORE ENVIRONMENATALLY FRIENDLY





All else being equal, do you think it is safer to ship freight between two cities by rail or by truck? / Do you think it is more environmentally friendly to ship freight between two cities by rail or by truck?







11%







RAIL TRANSP SAFER THAN	ORT IS A LO IT USED TO	OTBE	
ALL	19%	66%	15%
	DISTANCE I LIVE FRO	M RAIL LINE	
LESS THAN 10 KM	30%	61%	9%
10 TO 25 KM	30%	61%	9%
26 TO 50KM	24%	62%	14%
OVER 50 KM	20%	66%	14%
ABACUS DATA	STRONGLY AGRE	E AGREE DISAGREE	1009





## WORD ASSOCIATIONS WITH RAILWAYS

INDUSTRY WE NEED GOOD JOBS GOOD FOR PROVINCE CARE ABOUT CANADA ETHICAL CHANGING FOR THE BETTER PRIDE JOBS HUMBLE INTERESTING ACCOUNTABLE CLIMATE CHANGE SOLUTIONS INDUSTRY OF FUTURE INNOVATIVE NEW ECONOMY FUTURE



Out of the following pairs, which ones best describe how you feel when you think of railways in Canada?

	87	,	
	86		
	86		
	80		
	79		
	76		
	74		
	71		
	68		
	67		
	62		
	58		
	53		
5	0		
49	9		
45			



## WORD ASSOCIATIONS WITH RAILWAYS

HISTORY OLD ECONOMY OLD FASHIONED **INDUSTRY OF PAST** CONTRIBUTING TO CC PROBLEM **INDIFFERENT TO PUBLIC OPINION** DULL ARROGANT ACCIDENTS NO PRIDE CHANGING/WORSE UNETHICAL DON'T CARE ABOUT CANADA BAD JOBS **BAD FOR PROV** INDUSTRY DO WITHOUT



Out of the following pairs, which ones best describe how you feel when you think of railways in Canada?





# SURROUNDING IMPRESSIONS

GOV'T SHOULD ENCOURAGE EXPANSION OF PASSENGER RAIL SERVICES

GOV'T SHOULD ENCOURAGE EXPANSION OF COMMUTER RAIL SERVICES

GOV'T SHOULD ENCOURAGE EXPANSION OF FREIGHT RAIL USAGE

A STRONG RAIL SECTOR IMPORTANT FOR A STRONG ECONOMY IN CANADA

I'D ENCOURAGE A YOUNG PERSON TO WORK FOR A RAILWAY COMPANY



STRON

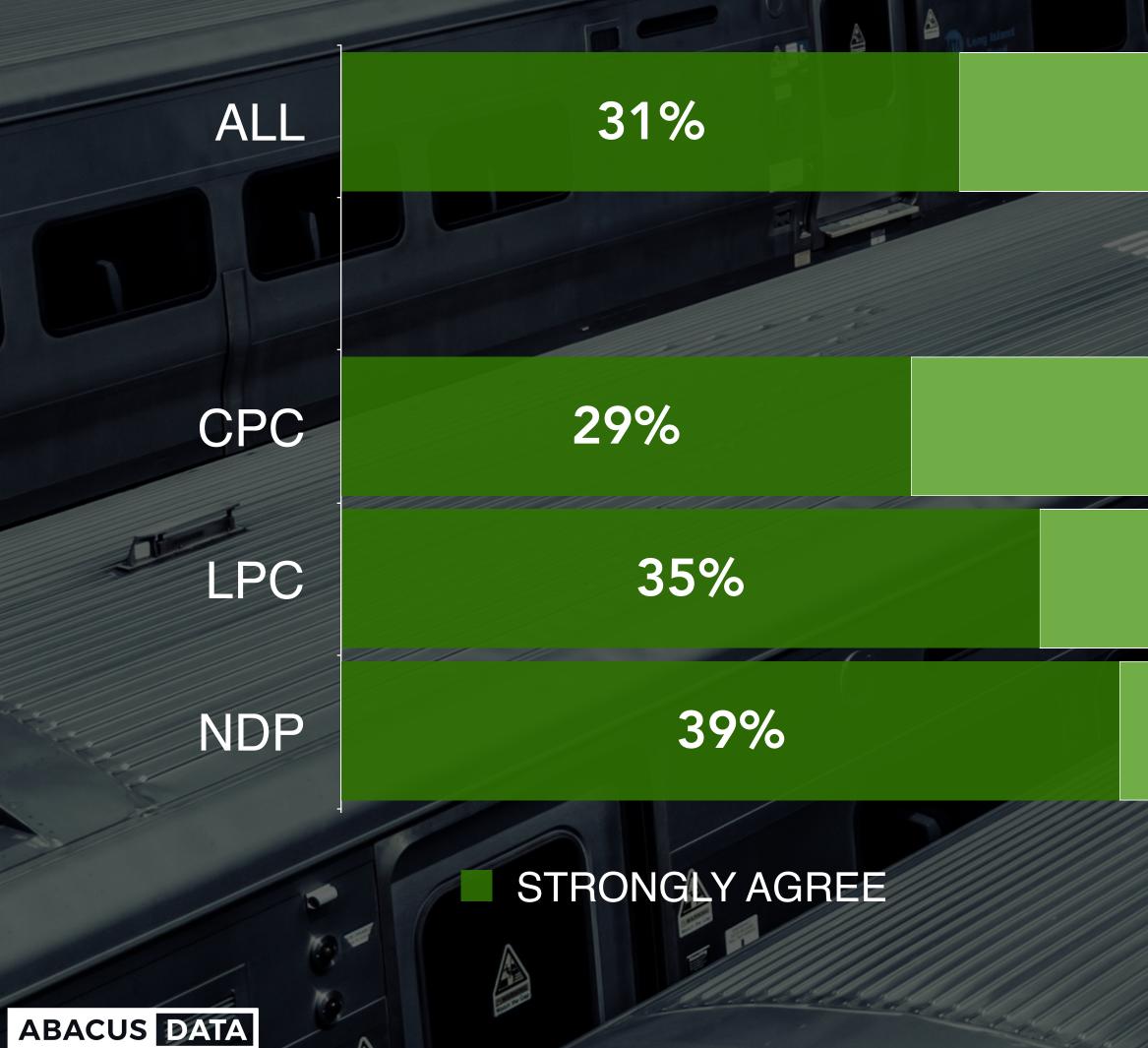


Please indicate if you agree or disagree

	54%	7%
	60%	9%
	62%	10%
	61%	9%
	62%	20%
IGLY	AGREE DISAG	REE 10

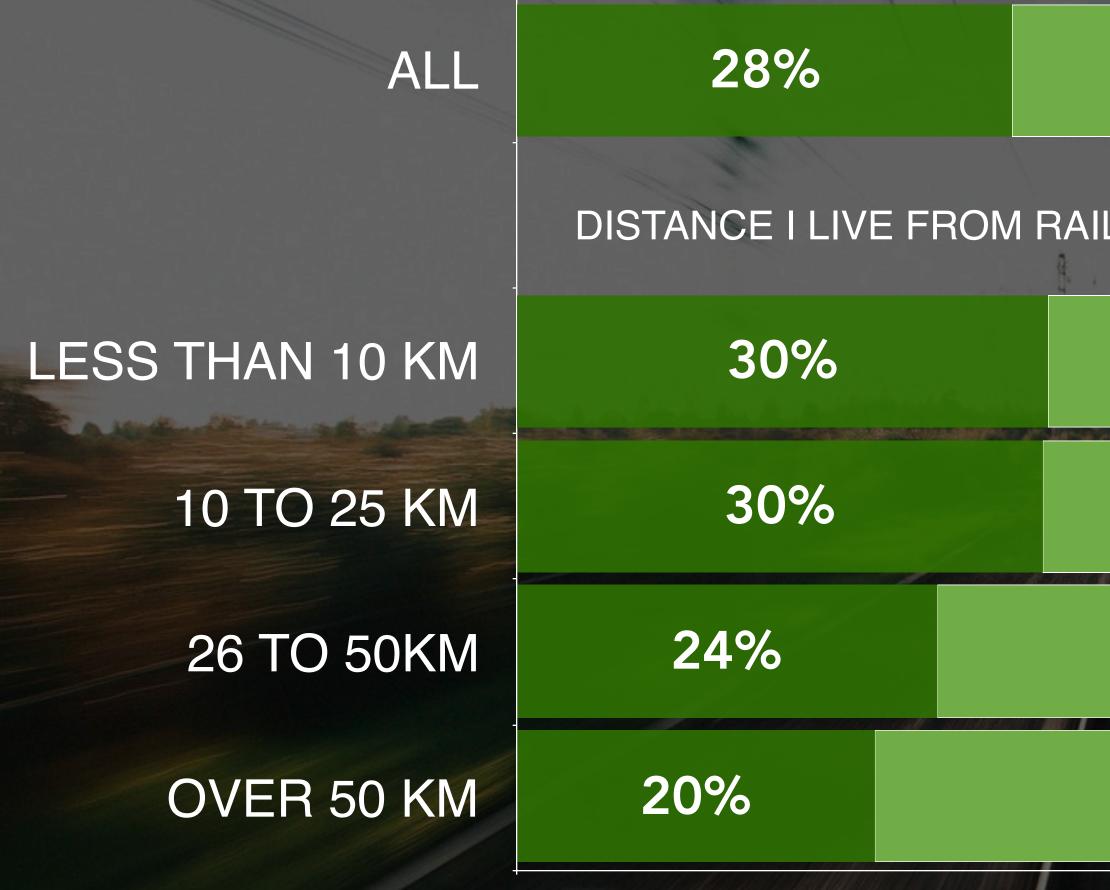


### GOV'T SHOULD ENCOURAGE EXPANSION OF COMMUTER RAIL SERVICES ALL 31% 10% 59% 29% 61% 10% CPC LPC 8% 57% 35% 8% 39% 53% NDP STRONGLY AGREE AGREE DISAGREE





### GOV'T SHOULD ENCOURAGE MORE USE OF RAIL TO TRANSPORT GOODS



STRONGLY AGREE



62%		10%
LLINE		
61%		9%
61%		9%
62%		4%
66%	1	4%
AGREE DISAGREE		100



## PASSENGER RAIL

**IT'S BETTER FOR THE ENVIRONMENT** IF MORE PEOPLE TRAVEL BY TRAIN THAN BY CAR

**GOVERNMENTS SHOULD ENCOURAGE EXPANSION OF INTERCITY** PASSENGER RAIL SERVICES

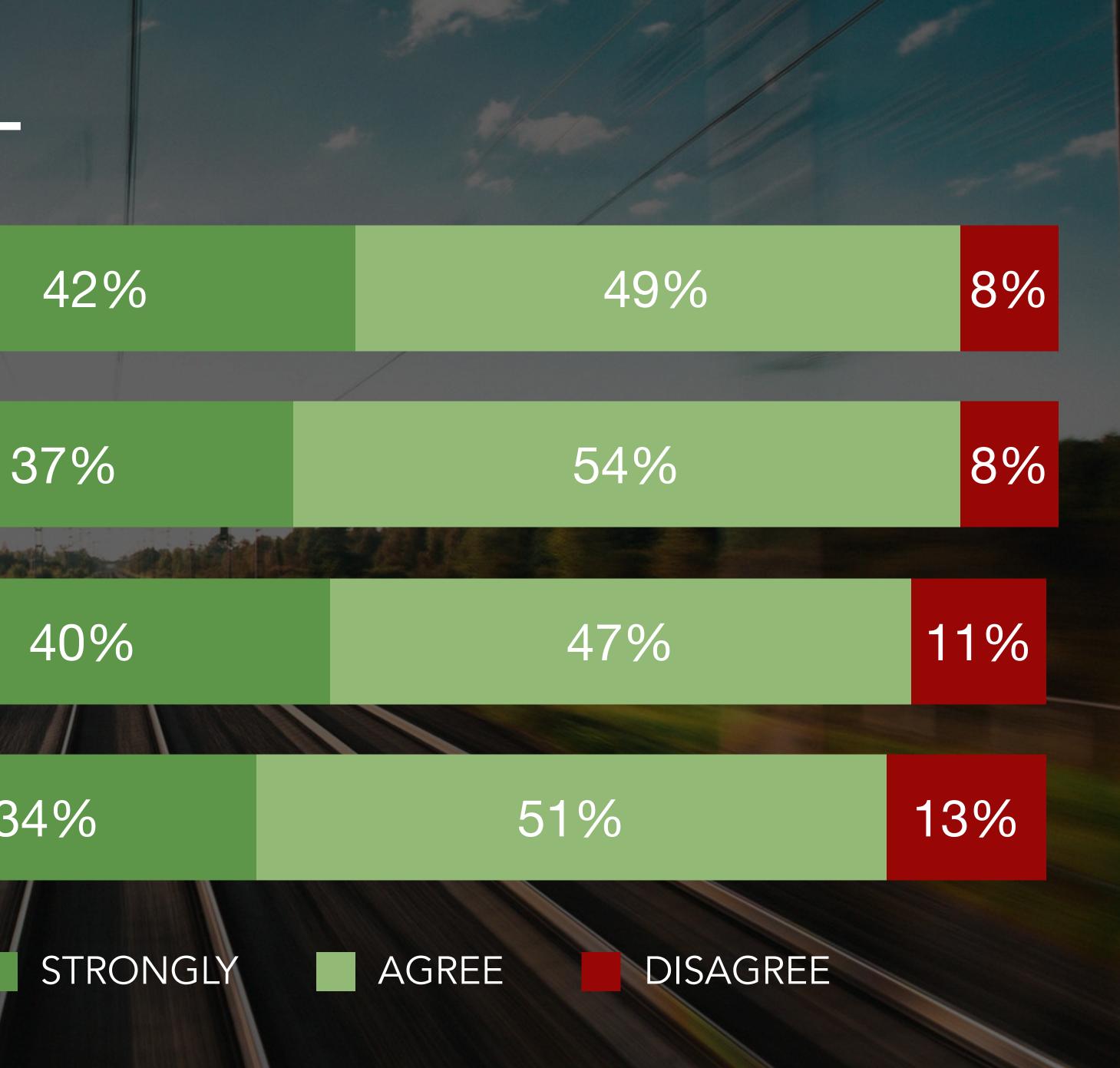
> **GOVERNMENT SHOULD INVEST** IN BUILDING MORE HIGH SPEED PASSENGER RAIL SERVICES

> > **GOVERNMENT SHOULD INVEST IN BUILDING MORE** PASSENGER RAIL LINES

34%



Please indicate if you agree or disagree...



### GOVERNMENT SHOULD INVEST IN BUILDING MORE HIGH SPEED PASSENGER RAIL SERVICES

40%

46% 32%

49%

LPC CPC NDP

ALL

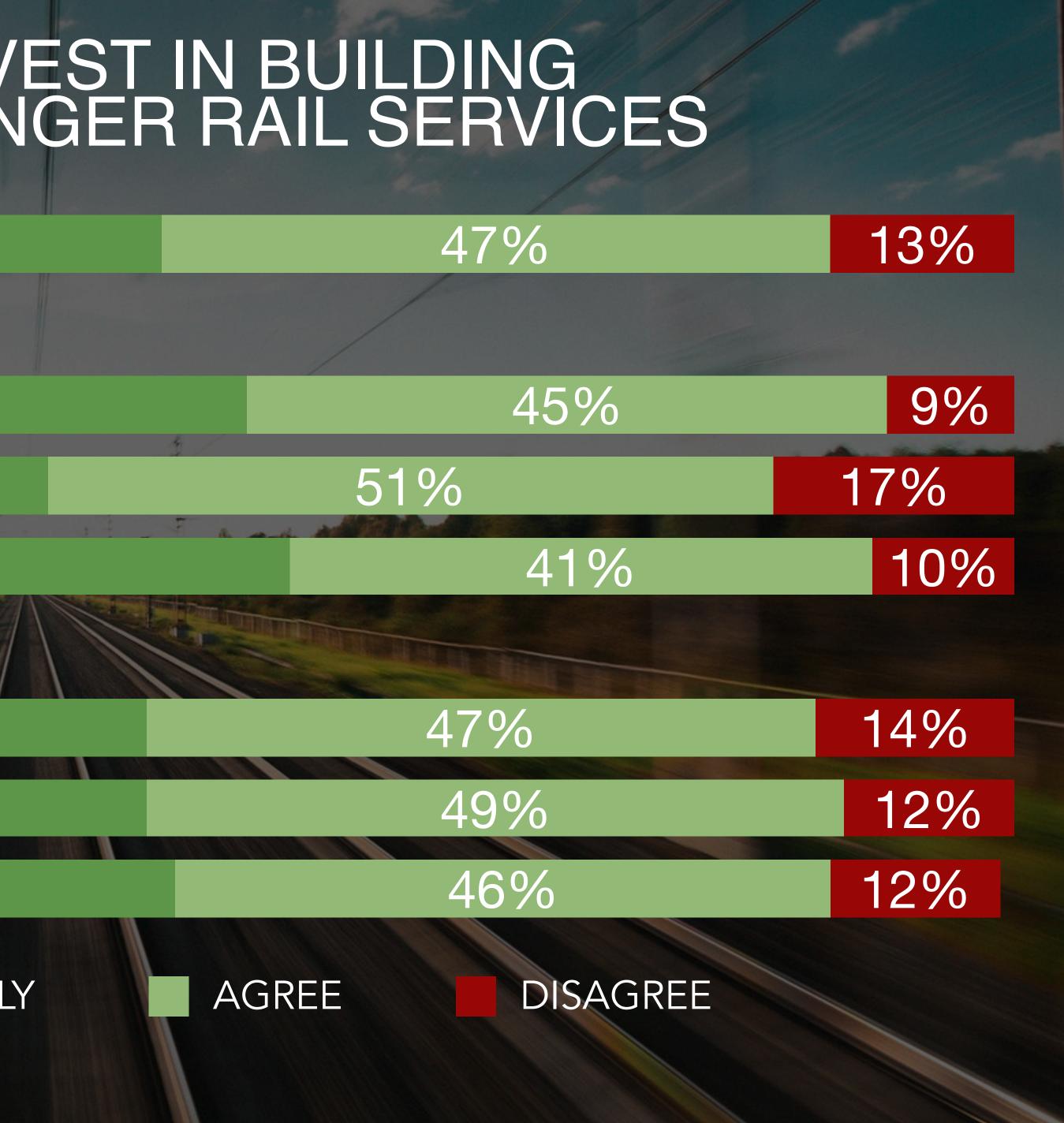
## BOOMER GEN X MILLENNIALS



41%

STRONGLY





## CONCLUSIONS





## ECONOMIC BENEFITS WIDELY SEEN, CLIMATE CHANGE STORY NOT WELL UNDERSTOOD



NOINCE



## ETHICS SEEN POSITIVELY BUT DOUBTS ABOUT WHETHER RAILWAYS ARE AN INDUSTRY OF THE FUTURE





## BROAD SUPPORT TO EXPAND USE OF PASSENGER AND FREIGHT RAIL





# ACROSS GENERATIONS AND PARTY LINES, PEOPLE WANT SUPPORTIVE POLICY



