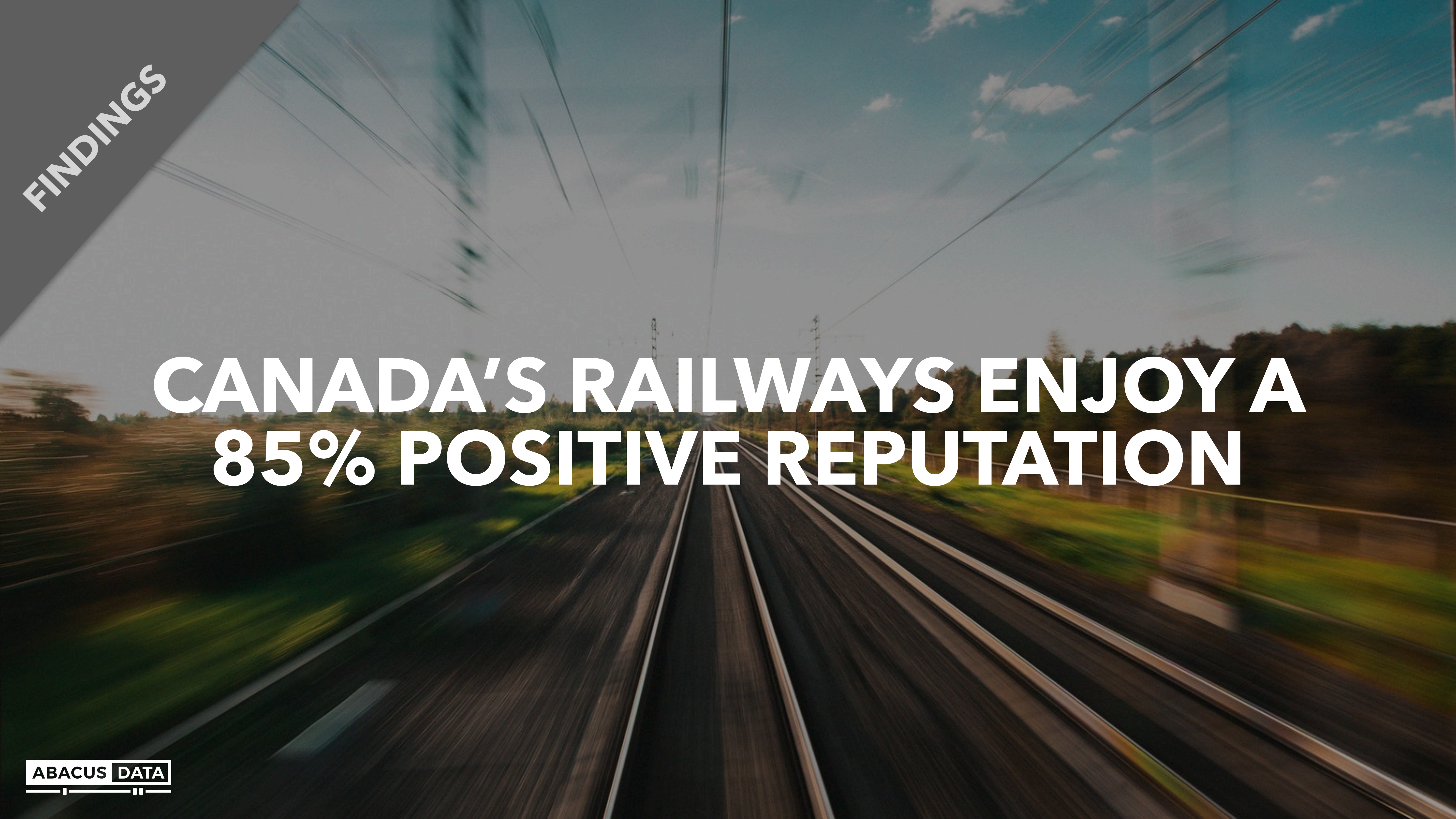


RAILWAYS & PUBLIC OPINION IN CANADA

STUDY FOR
THE RAILWAY ASSOCIATION OF CANADA
SPRING 2019

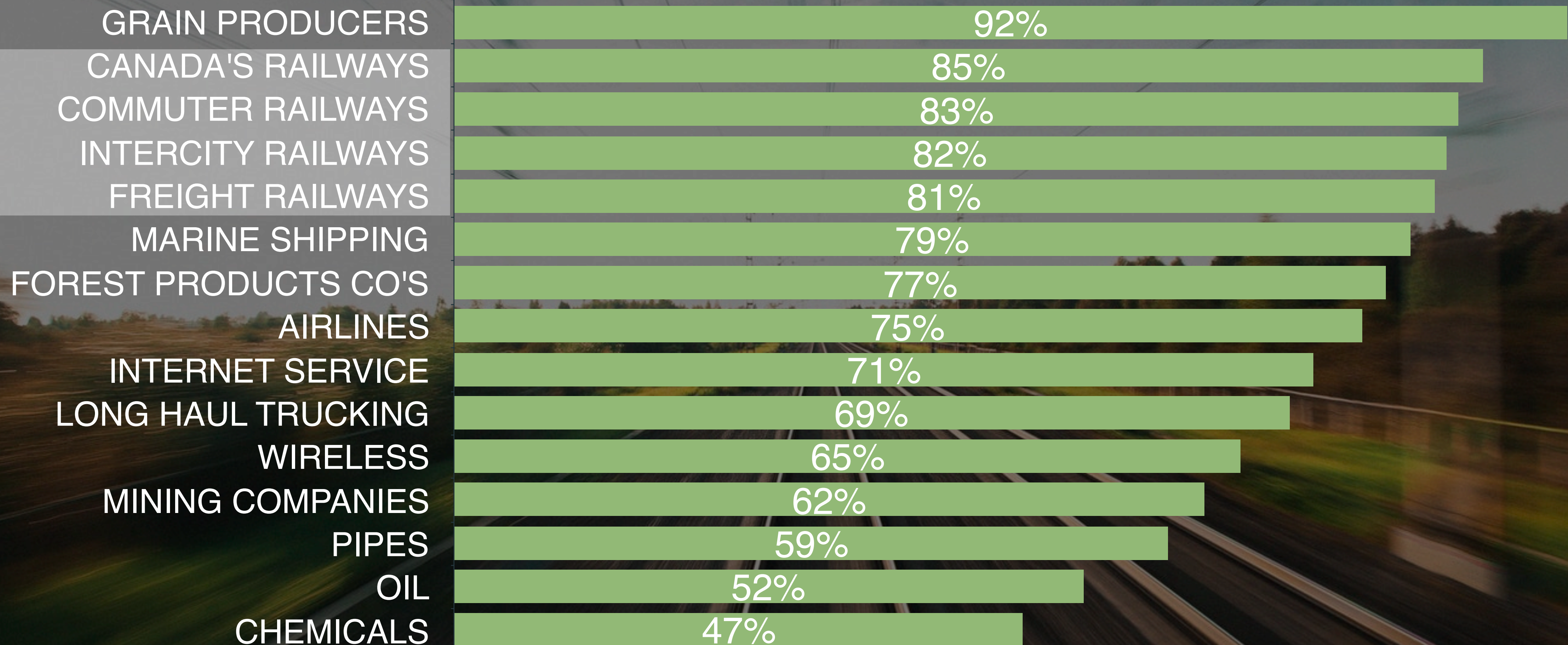




FINDINGS

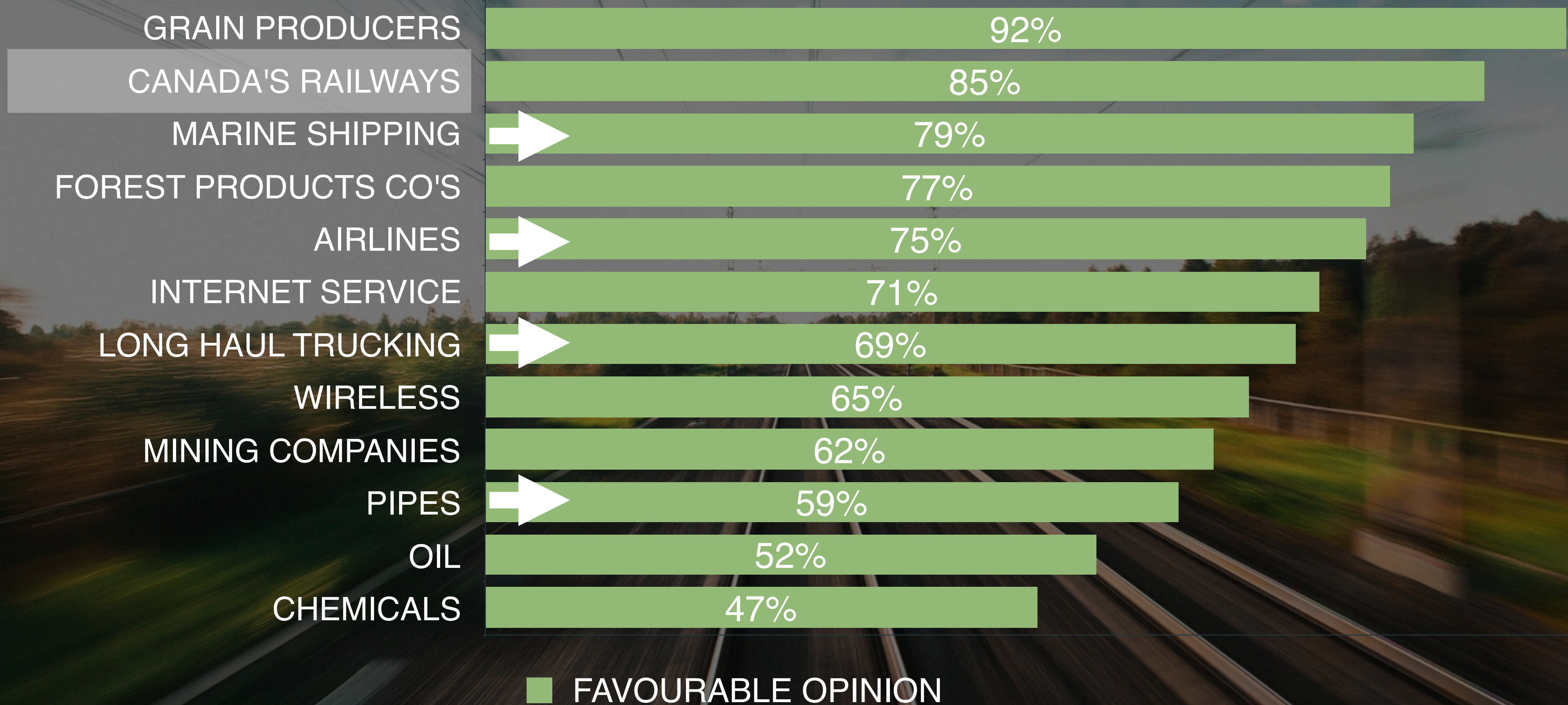
CANADA'S RAILWAYS ENJOY A 85% POSITIVE REPUTATION

REPUTATION OF RAILWAY SECTOR

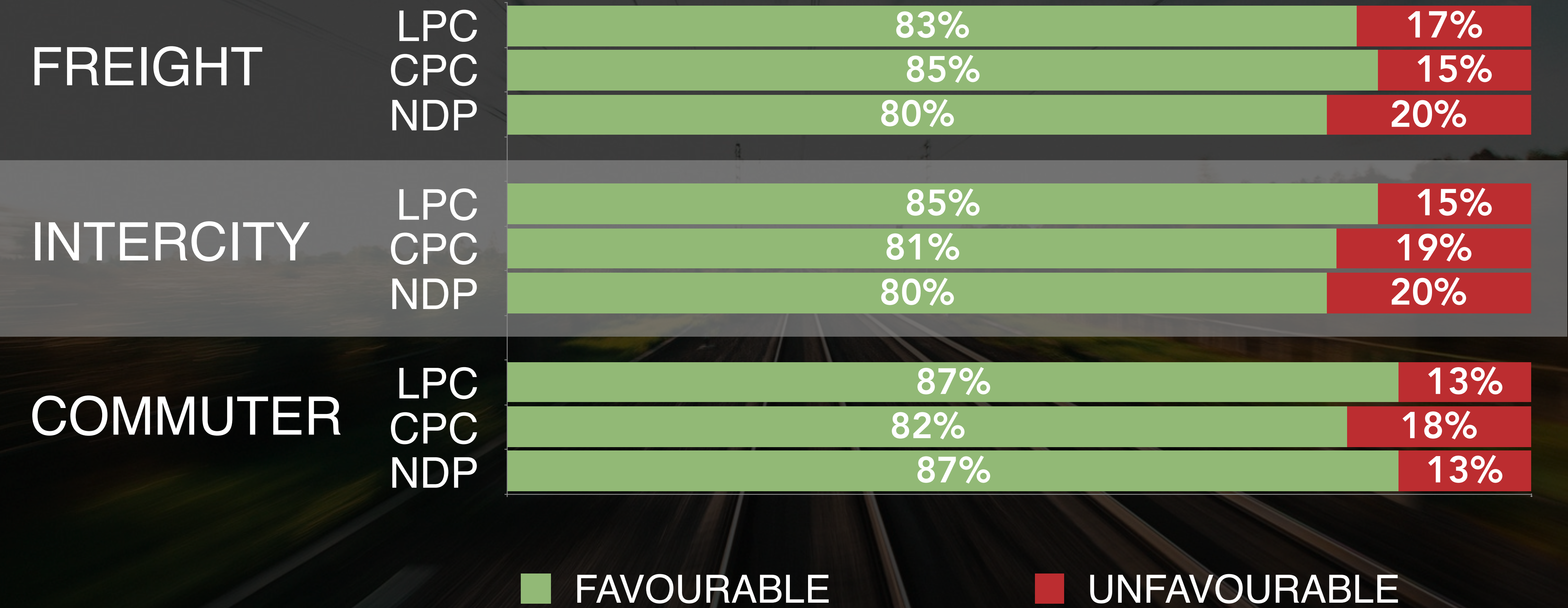


■ FAVOURABLE OPINION

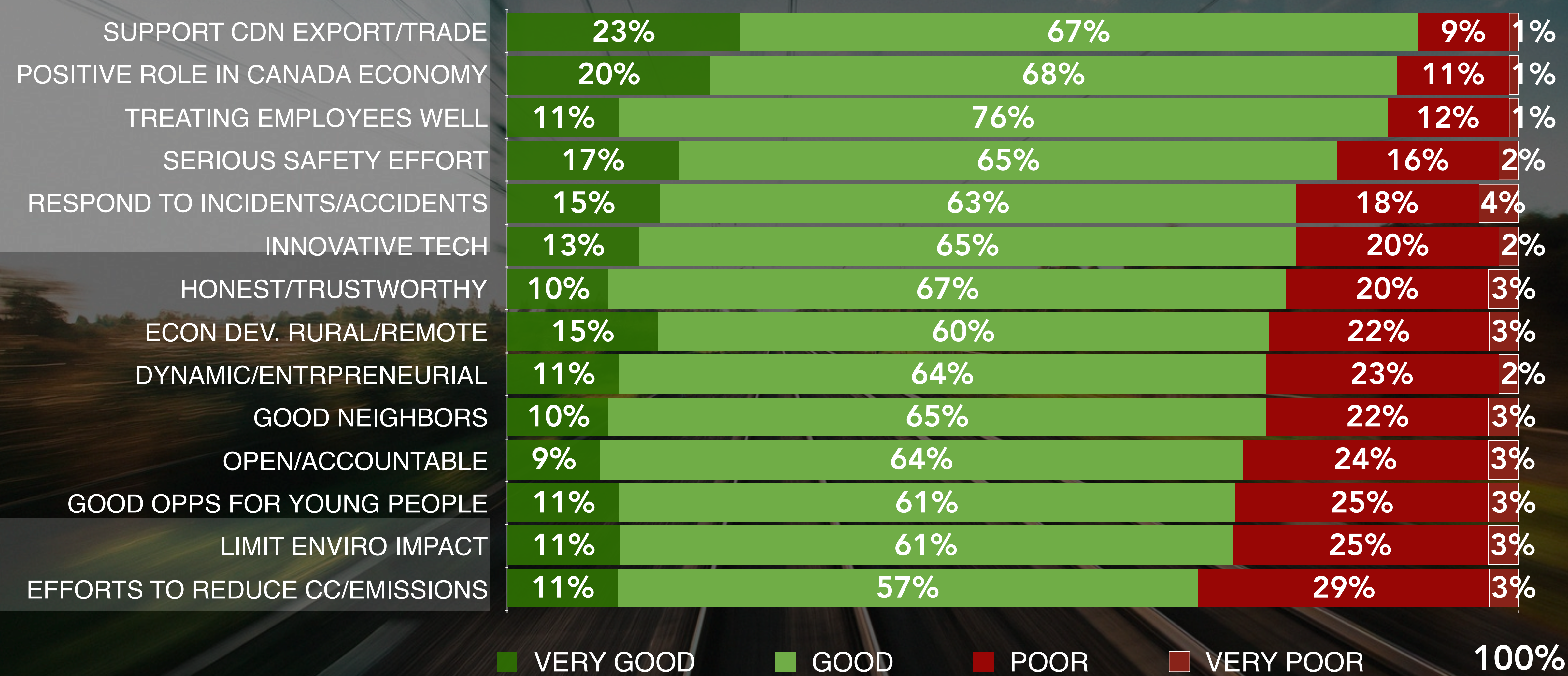
REPUTATION OF RAILWAY SECTOR



REPUTATION OF RAILWAYS

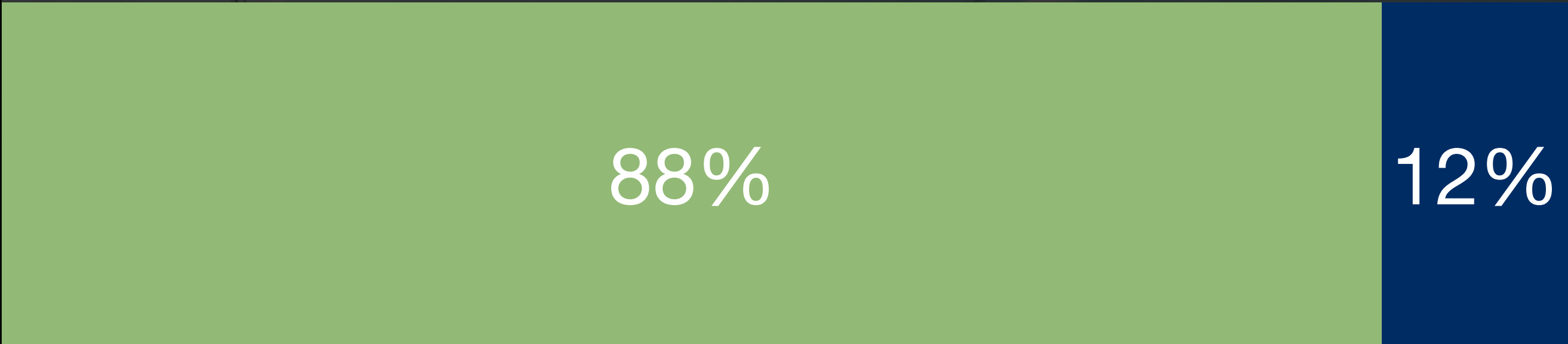


PERFORMANCE OF CANADA'S RAILWAYS

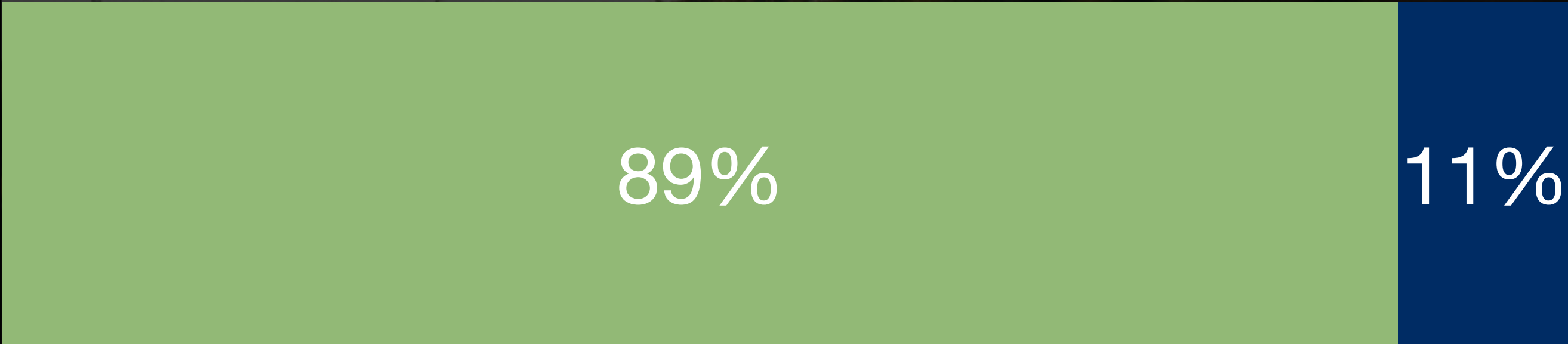


SHIPPING FREIGHT

SAFER



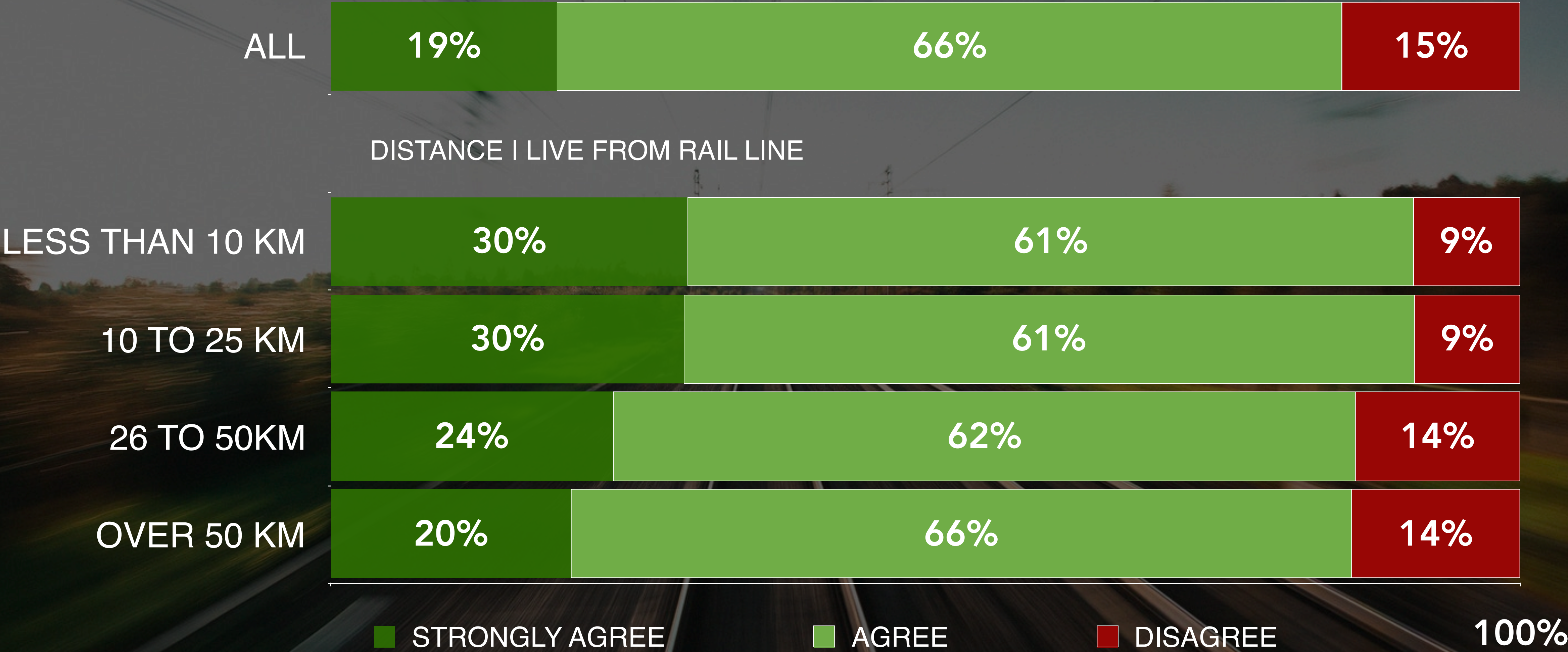
MORE ENVIRONMENATALLY FRIENDLY



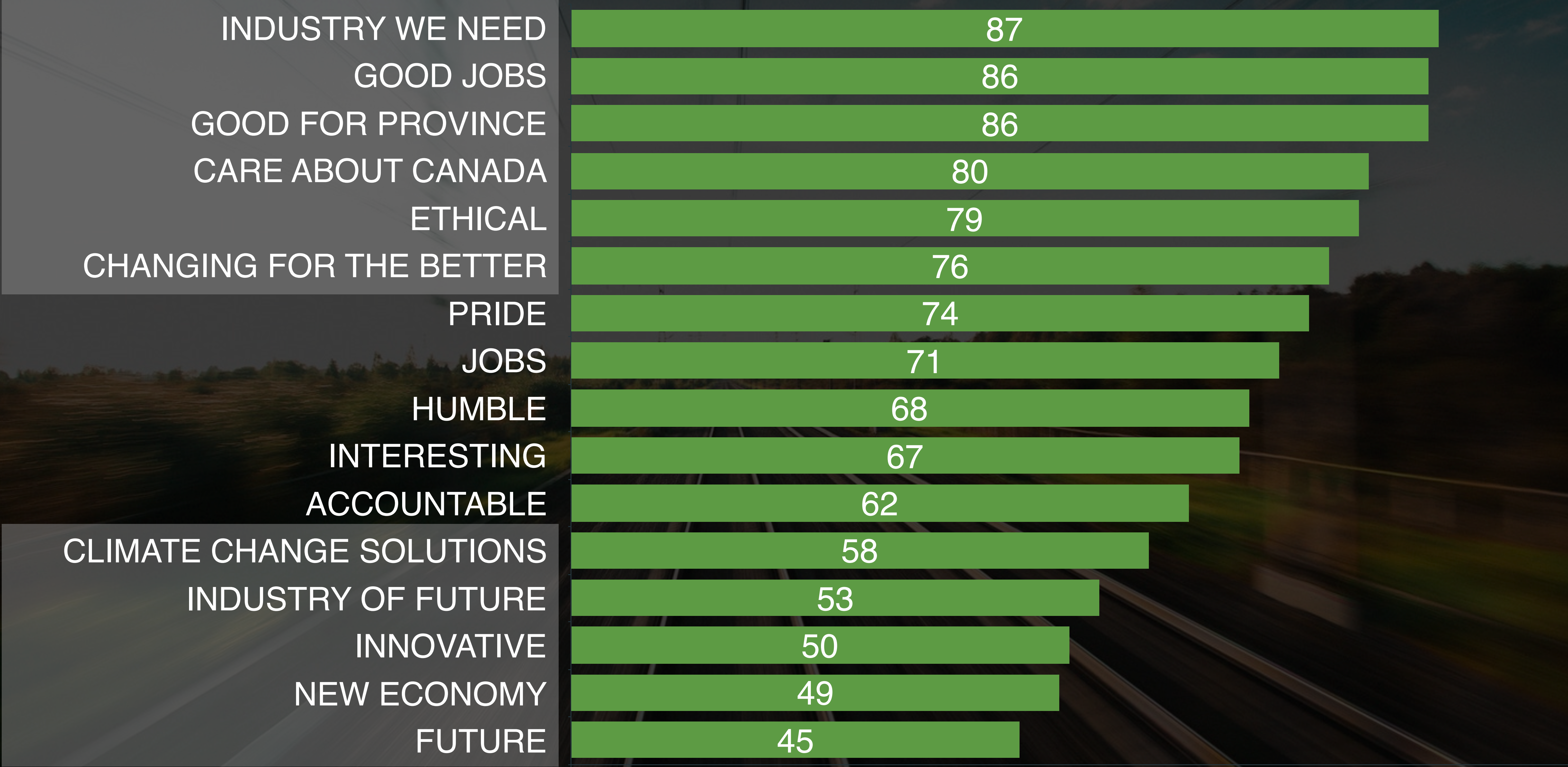
■ BY RAIL

■ BY TRUCK

RAIL TRANSPORT IS A LOT SAFER THAN IT USED TO BE



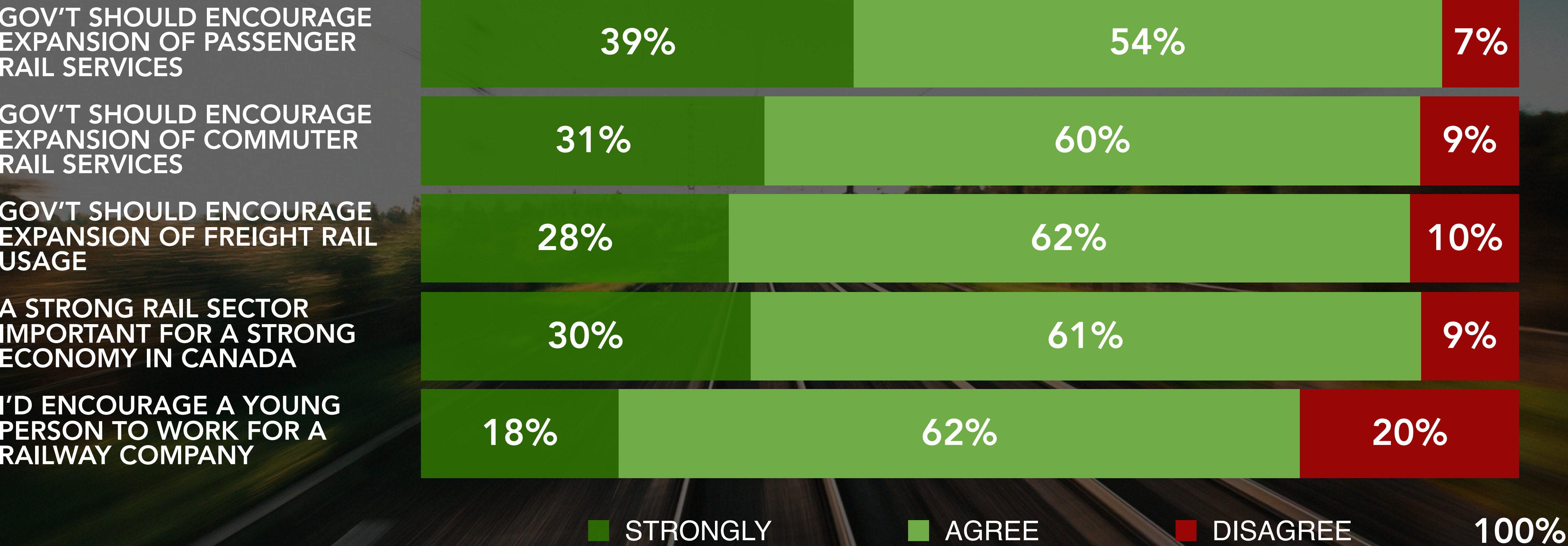
WORD ASSOCIATIONS WITH RAILWAYS



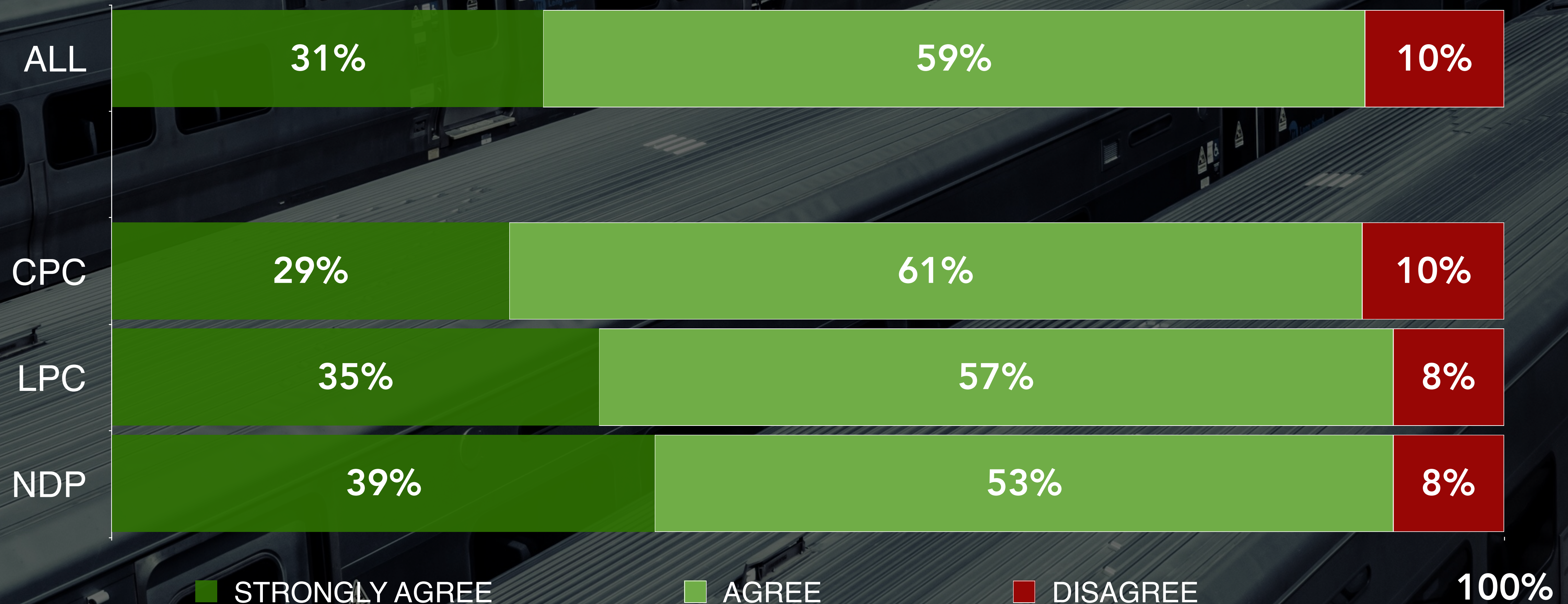
WORD ASSOCIATIONS WITH RAILWAYS



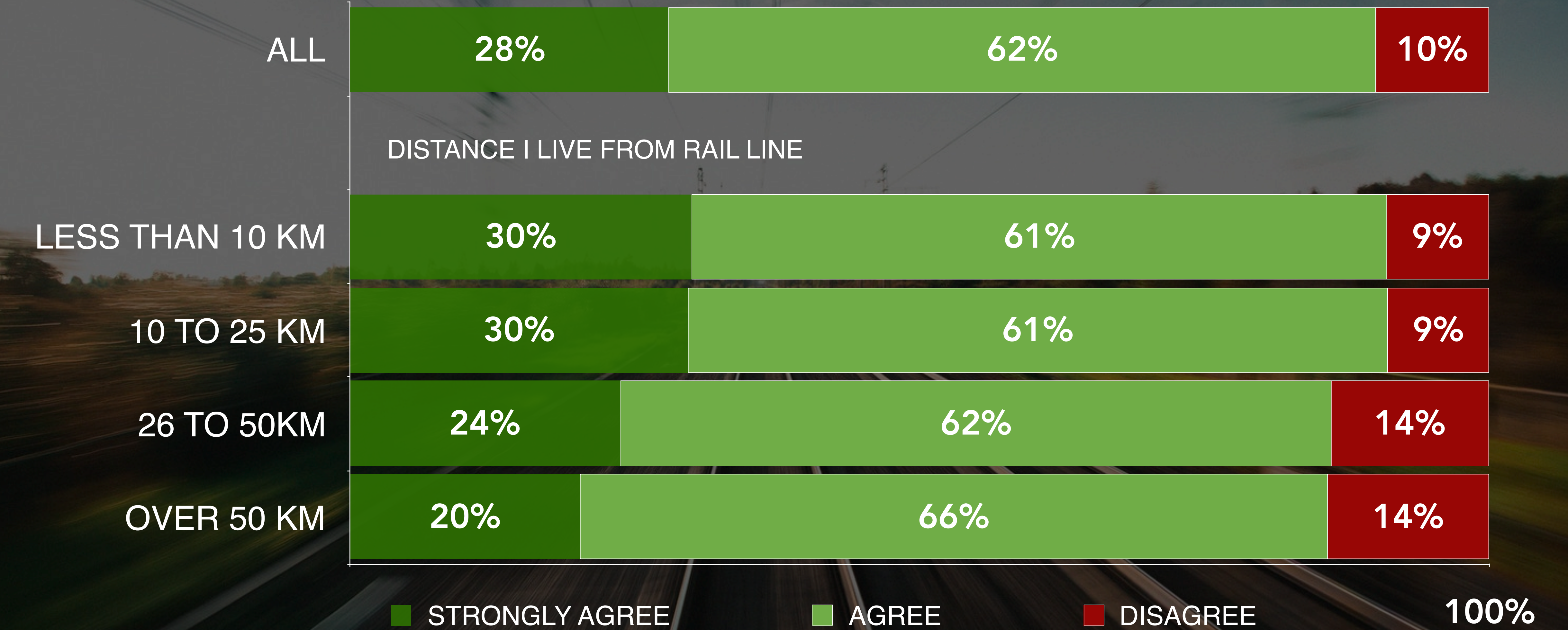
SURROUNDING IMPRESSIONS



GOV'T SHOULD ENCOURAGE EXPANSION OF COMMUTER RAIL SERVICES



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



PASSENGER RAIL

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

42%

49%

8%

GOVERNMENTS SHOULD ENCOURAGE
EXPANSION OF INTERCITY
PASSENGER RAIL SERVICES

37%

54%

8%

GOVERNMENT SHOULD INVEST
IN BUILDING MORE HIGH SPEED
PASSENGER RAIL SERVICES

40%

47%

11%

GOVERNMENT SHOULD
INVEST IN BUILDING MORE
PASSENGER RAIL LINES

34%

51%

13%

STRONGLY

AGREE

DISAGREE

GOVERNMENT SHOULD INVEST IN BUILDING MORE HIGH SPEED PASSENGER RAIL SERVICES



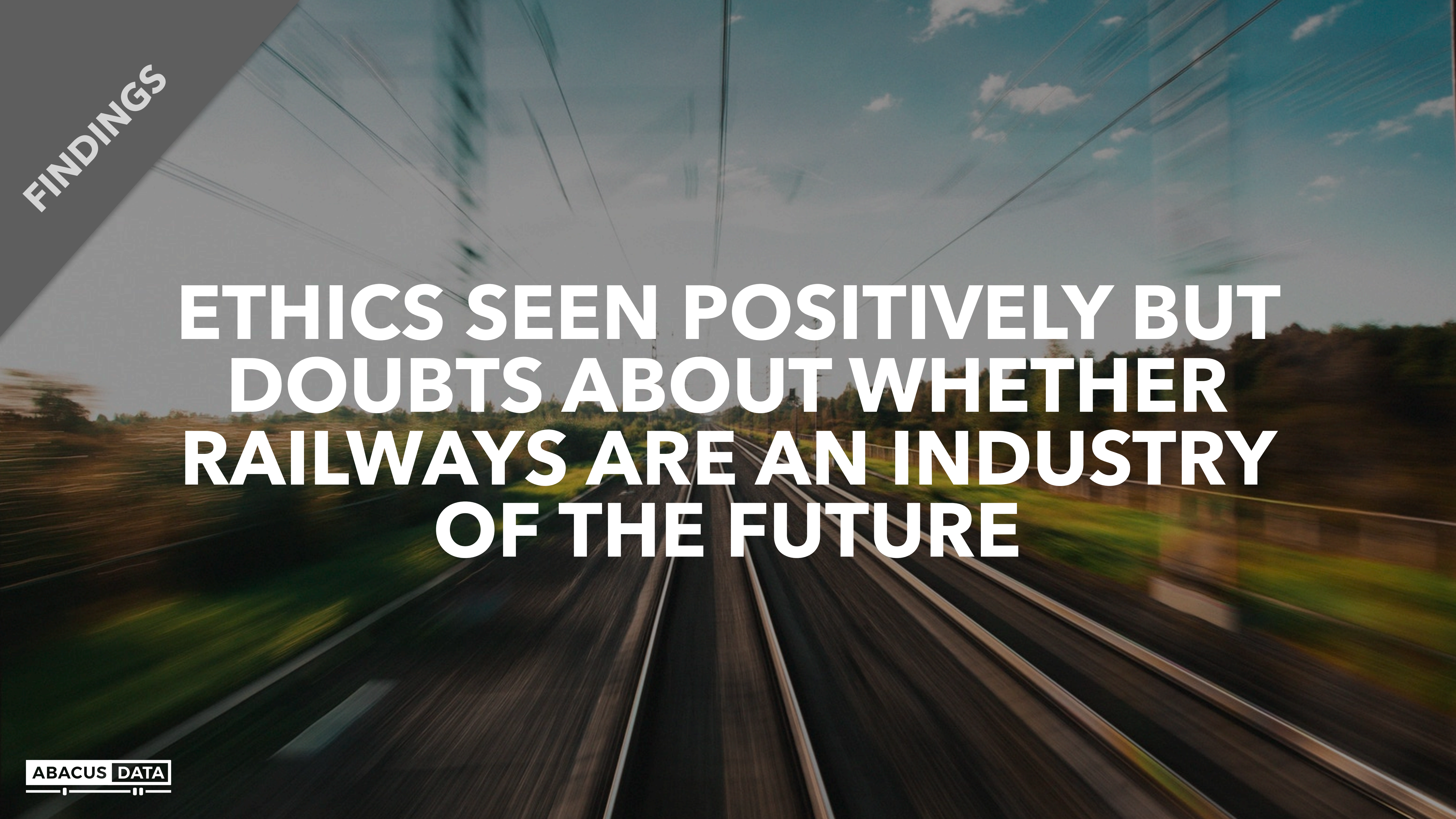
CONCLUSIONS





FINDINGS

ECONOMIC BENEFITS WIDELY SEEN, CLIMATE CHANGE STORY NOT WELL UNDERSTOOD



FINDINGS

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



FINDINGS

BROAD SUPPORT TO EXPAND USE OF PASSENGER AND FREIGHT RAIL



FINDINGS

ACROSS GENERATIONS AND PARTY LINES, PEOPLE WANT SUPPORTIVE POLICY