

# NEWS RELEASE



## **MEDIA INQUIRIES:**

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## **FOR IMMEDIATE RELEASE**

### **Uber usage up**

#### **Uber rides strongly preferred to taxi rides**

TORONTO, April 11<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 865 Toronto voters, close to one fifth have used the Uber ride-sharing app (17%), up from about one tenth in November of last year, when Uber first started operating in the city (12%). Users tend to be the youngest (28%), males (22%), the wealthiest (\$100K to \$250K - 27%) and among NDP voters (23% - a proxy for youth).

#### **Three quarters prefer Uber ride to taxi ride**

Fully three quarters of Uber users say the service is better than the average taxi ride (74%), and more than half say it is "much better" (52%). This mirrors findings from November (78% better, 53% much better).

#### **Very few approve of banning Uber**

Just one sixth of Toronto voters want Uber banned (14%), similar to levels seen in November (18%). However, the proportion disapproving of a ban has increased from just more than two thirds then (68%) to more than three quarters now (77%).

"It is clear the service Uber provides is popular, and more so than taxi service. Moreover, Toronto voters don't support any attempt to ban it. This will be a thorny issue for the mayor, but it is one which he appears to have picked the correct side," 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.

## **TORONTO**

**April 11<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- Close to one fifth have used the Uber ride-sharing app (17%), up from about one tenth in November of last year, when Uber first started operating in the city (12%).
- Fully three quarters of Uber users say the service is better than the average taxi ride (74%), and more than half say it is "much better" (52%).
- Just one sixth of Toronto voters want Uber banned (14%), similar to levels seen in November (18%).
- "It is clear the service Uber provides is popular, and more so than taxi service. Moreover, Toronto voters don't support any attempt to ban it. This will be a thorny issue for the mayor, but it is one which he appears to have picked the correct side," 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 865 randomly selected voters in Toronto, Ontario. The poll was conducted on April 7-8<sup>th</sup>, 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](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)

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**April 11<sup>th</sup>, 2015**

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## **TORONTO**

**April 11<sup>th</sup>, 2015**

### ***Uber Use - Trending***

%	April 11 <sup>th</sup> , 2015	November 25 <sup>th</sup> , 2014
Sample	865	950
Yes	17	12
No	76	80
Never heard of Uber	6	8

### ***Uber vs. Average Taxi Ride Comparison - Trending***

%	April 11 <sup>th</sup> , 2015	November 25 <sup>th</sup> , 2014
Sample	131	102
Much better than average taxi ride	52	53
Somewhat better than average taxi ride	22	25
Neither better nor worse than average taxi ride	16	12
Somewhat worse than average taxi ride	3	2
Much worse than average taxi ride	0	0
Don't know	6	8

### ***Uber Restriction or Ban - Trending***

%	April 11 <sup>th</sup> , 2015	November 25 <sup>th</sup> , 2014
Sample	131	102
Approve	14	18
Disapprove	77	68
Don't know	9	14

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**TORONTO**

**April 11<sup>th</sup>, 2015**

**Uber Use**

*'Have you used the Uber ride-sharing mobile app?'*

*[All Respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>865</b>	<b>188</b>	<b>128</b>	<b>183</b>	<b>159</b>	<b>207</b>	<b>450</b>	<b>415</b>
<b>Yes</b>	17	28	21	13	10	4	22	13
<b>No</b>	76	70	71	82	85	84	73	80
<b>Never heard of Uber</b>	6	2	8	6	5	13	6	7

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
<b>Sample</b>	<b>865</b>	<b>327</b>	<b>183</b>	<b>192</b>	<b>163</b>
<b>Yes</b>	17	19	12	19	19
<b>No</b>	76	76	80	74	76
<b>Never heard of Uber</b>	6	5	8	7	6

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
<b>Sample</b>	<b>865</b>	<b>105</b>	<b>124</b>	<b>117</b>	<b>102</b>	<b>74</b>	<b>175</b>	<b>37</b>
<b>Yes</b>	17	17	15	12	16	12	27	52
<b>No</b>	76	73	77	82	82	83	69	46
<b>Never heard of Uber</b>	6	11	9	5	3	5	4	3

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
<b>Sample</b>	<b>865</b>	<b>149</b>	<b>351</b>	<b>126</b>	<b>59</b>
<b>Yes</b>	17	14	18	21	23
<b>No</b>	76	77	79	69	70
<b>Never heard of Uber</b>	6	9	3	10	7

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## *Last Provincial Vote*

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	865	178	351	111	40	36
Yes	17	18	15	22	23	16
No	76	74	79	74	74	81
Never heard of Uber	6	7	7	4	3	3

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**April 11<sup>th</sup>, 2015**

**Uber vs. Average Taxi Ride Comparison**

*'How would you compare your ride with Uber to your average taxi ride?'*

*[Have used Uber]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	131	54	30	24	16	7	89	42
Much better than average taxi ride	52	52	61	46	50	18	57	44
Somewhat better than average taxi ride	22	22	23	25	26	0	22	24
Neither better nor worse than average taxi ride	16	15	9	19	12	82	11	24
Somewhat worse than average taxi ride	3	1	4	5	7	0	3	4
Much worse than average taxi ride	0	0	0	0	4	0	1	0
Don't know	6	9	3	5	0	0	7	5

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	131	56	21	30	24
Much better than average taxi ride	52	58	54	59	34
Somewhat better than average taxi ride	22	28	20	7	33
Neither better nor worse than average taxi ride	16	7	23	26	12
Somewhat worse than average taxi ride	3	6	3	3	0
Much worse than average taxi ride	0	1	0	0	0
Don't know	6	0	0	5	21

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**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	131	13	15	10	14	9	43	19
Much better than average tax ride	52	25	25	56	62	62	63	64
Somewhat better than average tax ride	22	21	28	30	22	0	22	27
Neither better nor worse than average tax ride	16	21	27	8	16	38	9	9
Somewhat worse than average tax ride	3	0	11	6	0	0	4	0
Much worse than average tax ride	0	0	0	0	0	0	1	0
Don't know	6	34	9	0	0	0	0	0

**TORONTO**

**April 11<sup>th</sup>, 2015**

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	131	19	61	16	13
Much better than average tax ride	52	64	59	44	46
Somewhat better than average tax ride	22	8	27	24	11
Neither better nor worse than average tax ride	16	13	12	12	37
Somewhat worse than average tax ride	3	4	1	3	6
Much worse than average tax ride	0	0	1	0	0
Don't know	6	12	0	17	0

**Last Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	131	28	43	19	9	6
Much better than average tax ride	52	48	67	40	32	56
Somewhat better than average tax ride	22	34	18	22	8	11
Neither better nor worse than average tax ride	16	3	8	23	60	15
Somewhat worse than average tax ride	3	0	3	4	0	17
Much worse than average tax ride	0	0	1	0	0	0
Don't know	6	14	3	12	0	0

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**Uber Restriction or Ban**

*'Toronto's taxi industry claims Uber hurts their business and wants it restricted or banned. Do you approve or disapprove of banning Uber?'*

*[Have used Uber]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	131	54	30	24	16	7	89	42
Approve	14	20	6	5	11	30	9	22
Disapprove	77	79	79	76	81	41	86	65
Don't know	9	1	16	19	8	30	6	13

**Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	131	56	21	30	24
Approve	14	6	3	7	40
Disapprove	77	88	84	79	56
Don't know	9	6	14	14	4

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	131	13	15	10	14	9	43	19
Approve	14	14	22	26	6	0	10	0
Disapprove	77	58	65	68	85	100	85	91
Don't know	9	27	13	6	8	0	5	9

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	131	19	61	16	13
Approve	14	8	5	27	32
Disapprove	77	86	90	69	39
Don't know	9	6	6	5	29

**Last Provincial Vote**

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	131	28	43	19	9	6
Approve	14	10	3	29	15	17
Disapprove	77	88	91	54	79	83
Don't know	9	2	6	17	5	0

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