

NEWS RELEASE



FOR IMMEDIATE RELEASE

Uber ride-sharing app strongly preferred to taxis by users

Two thirds disapprove of ban

TORONTO NOVEMBER 25th, 2014 - In a random sampling of public opinion taken by the Forum Poll™ among 950 Torontonians 18 years of age and older, one tenth had used the Uber mobile ride-sharing app (12%). Users are commonly younger (under 35 - 16%, 35 to 44 - 18%), male (16%), CBC viewers (16%), cellphone-only respondents (16%), the wealthiest (16%), those who walk or bike to work or school (22%) and the best educated (post grad - 16%).

Majority see Uber as "much better" than taxi

More than one half of Uber users characterize the experience as "much better" than the taxi experience (53%) and a further one quarter characterize the experience as "somewhat better" than a cab ride (25%), for a total of three quarters who find the Uber experience superior to taxi service (78%).

Two thirds disapprove of banning Uber

When it is explained that the Taxi industry has complained to the government about Uber and wants it banned, two thirds disapprove of this idea (68%) and just fewer than one fifth approve (18%). One sixth or so do not have an opinion (14%).

"You would think, with the increasing success and high user satisfaction of Uber, the taxi industry might try to learn something from the enterprise, rather than trying to shut it down. Its users are younger, sophisticated, well-educated early adopters, and they define the future. The city will ignore their preferences at its peril," 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:

- One tenth had used the Uber mobile ride-sharing app (12%).
- More than one half of Uber users characterize the experience as "much better" than the taxi experience (53%).
- When it is explained that the Taxi industry has complained to the government about Uber and wants it banned, two thirds disapprove of this idea (68%).
- "You would think, with the increasing success and high user satisfaction of Uber, the taxi industry might try to learn something from the enterprise, rather than trying to shut it down. Its users are younger, sophisticated, well-educated early adopters, and they define the future. The city will ignore their preferences at its peril," 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 950 randomly selected voters in Toronto, Ontario, who were absolutely certain to vote or had voted already. The poll was conducted on November 24th and 25th, 2014.

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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Uber Ride-Sharing App: 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
Sample	950	198	164	168	205	215	503	447
Yes	12	16	18	11	4	3	16	8
No	80	76	76	79	89	85	77	83
Have not heard of Uber	8	8	6	11	7	11	8	9

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	950	340	219	175	216
Yes	12	14	11	13	8
No	80	82	77	78	82
Have not heard of Uber	8	4	12	9	10

TV Channel / Newspaper

%	Total	CP24	CityTV	CTV or CFTO	CBC or CBC News Network	Toronto Star	Globe And Mail	National Post	Toronto Sun
Sample	950	305	116	155	206	121	68	22	54
Yes	12	11	10	10	16	6	15	9	12
No	80	78	87	85	73	86	74	91	76
Have not heard of Uber	8	11	3	5	11	8	11	0	12

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	950	189	373	142	30	30
Yes	12	11	13	13	35	8
No	80	84	82	78	61	74
Have not heard of Uber	8	4	4	9	5	17

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Uber vs. Average Taxi

'How would you rate your ride with Uber compared to your average taxi ride?'

[Used Uber]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	102	36	30	19	9	8	72	30
Much better than an average taxi ride	53	62	48	47	43	34	58	43
Somewhat better than an average taxi ride	25	18	38	15	26	38	20	35
Neither better nor worse than the average taxi ride	12	18	3	16	11	15	9	18
Somewhat worse than the average taxi ride	2	0	6	0	0	0	3	0
Much worse than the average taxi ride	0	0	0	0	10	0	1	0
Don't know	8	3	5	22	10	13	9	5

TV Channel / Newspaper

%	Total	CP24	CityTV	CTV or CFTO	CBC or CBC News Network	Toronto Star	Globe And Mail	National Post	Toronto Sun
Sample	102	32	12	14	27	6	10	1	5
Much better than an average taxi ride	53	51	66	65	46	19	62	100	66
Somewhat better than an average taxi ride	25	30	19	35	27	63	29	0	34
Neither better nor worse than the average taxi ride	12	6	15	0	13	10	9	0	0
Somewhat worse than the average taxi ride	2	0	0	0	7	0	0	0	0
Much worse than the average taxi ride	0	0	0	0	2	0	0	0	0
Don't know	8	13	0	0	6	8	0	0	0

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Banning Uber

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

[Uber Use]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	102	36	30	19	9	8	72	30
Approve	18	8	29	16	21	39	14	25
Disapprove	68	86	59	57	43	34	73	60
Don't know	14	6	12	27	36	26	13	16

Region

%	Total	Former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	102	44	22	19	17
Approve	18	18	10	21	26
Disapprove	68	72	74	66	50
Don't know	14	10	17	13	24

TV Channel / Newspaper

%	Total	CP24	CityTV	CTV or CFTO	CBC or CBC News Network	Toronto Star	Globe And Mail	National Post	Toronto Sun
Sample	102	32	12	14	27	6	10	1	5
Approve	18	24	38	0	18	0	11	0	25
Disapprove	68	64	49	88	74	59	69	100	59
Don't know	14	12	12	12	8	41	20	0	16

Provincial Party Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	102	17	44	17	7	3
Approve	18	21	17	30	0	62
Disapprove	68	62	66	54	100	38
Don't know	14	17	17	16	0	0

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