

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Uber usage continues to climb**

### **Approval of banning Uber characteristic of one quarter**

TORONTO JULY 16<sup>th</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 825 Toronto adults, close to one quarter of voters have used the Uber ride sharing app (22%) and this is up from less than a fifth in April (18%) and just a tenth last November, 2014 (12%). Uber usage is common to the youngest, medium to high income groups in downtown Toronto.

### **One quarter approve of banning or restricting Uber**

One quarter approve of a ban or restrictions on Uber (26%). Wanting to ban Uber is common to the oldest, females, the less wealthy, in East York (caution: small sample size).

"While more and more and more people use Uber, it appears that familiarity is breeding a type of rejection. It is interesting that females are among the groups with the highest approval for banning the service, and this may be the result of apocryphal tales of attacks by Uber drivers," 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.

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### **TORONTO**

**July 16<sup>th</sup>, 2015**

### **HIGHLIGHTS:**

- Close to one quarter of voters have used the Uber ride sharing app (22%).
- Almost twice as many voters now approve of a ban or restrictions on Uber (26%) as did in April (14%), and also the previous fall (November 2014 - 18%).
- "While more and more and more people use Uber, it appears that familiarity is breeding a type of rejection. It is interesting that females are among the groups with the highest approval for banning the service, and this may be the result of apocryphal tales of attacks by Uber drivers," 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 825 randomly selected voters in Toronto, Ontario. The poll was conducted on July 14-15<sup>th</sup>, 2015.

Results based on the total sample are considered accurate +/- 4%, 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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**July 16<sup>th</sup>, 2015**

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**TORONTO**

**July 16<sup>th</sup>, 2015**

***Uber Use - Trending***

%	July 16 <sup>th</sup> , 2015	April 11 <sup>th</sup> , 2015	November 25 <sup>th</sup> , 2014
Sample	825	865	950
Yes	22	17	12
No	74	76	80
Never heard of Uber	4	6	8

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## **TORONTO**

**July 16<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>825</b>	<b>175</b>	<b>116</b>	<b>181</b>	<b>179</b>	<b>174</b>	<b>435</b>	<b>390</b>
<b>Yes</b>	22	38	27	12	11	4	23	20
<b>No</b>	74	60	67	85	86	90	72	76
<b>Never heard of Uber</b>	4	2	5	3	3	6	4	4

### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
<b>Sample</b>	<b>825</b>	<b>349</b>	<b>168</b>	<b>173</b>	<b>135</b>
<b>Yes</b>	22	25	20	18	20
<b>No</b>	74	72	76	78	75
<b>Never heard of Uber</b>	4	3	4	4	5

### **Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
<b>Sample</b>	<b>825</b>	<b>147</b>	<b>341</b>	<b>164</b>	<b>37</b>
<b>Yes</b>	22	17	24	23	19
<b>No</b>	74	78	74	74	71
<b>Never heard of Uber</b>	4	5	2	3	10

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## **TORONTO**

**July 16<sup>th</sup>, 2015**

### **Uber: Ban Support**

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

*[All respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	825	175	116	181	179	174	435	390
Approve	26	12	36	28	30	30	21	30
Disapprove	62	78	52	60	55	50	68	56
Don't know	13	10	12	12	15	20	12	14

### **Region**

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	825	349	168	173	135
Approve	26	27	24	25	26
Disapprove	62	61	63	61	63
Don't know	13	12	13	14	12

### **Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	825	147	341	164	37
Approve	26	31	25	24	25
Disapprove	62	59	62	60	70
Don't know	13	11	12	16	5

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