

# NEWS RELEASE



**FOR IMMEDIATE RELEASE**

## **Uber use continues to climb; satisfaction high**

### **Two thirds approve of Uber HOP, half would use if available**

TORONTO December 29<sup>th</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 802 Toronto adults, close to 3-in-10 have used the Uber mobile ride sharing app (28%), and this is up from just more than a fifth in July (22%) and less than this in April, 2015 (18%). Uber usage is common to the youngest (44%), males (38%), the wealthiest (\$100K to \$250K - 42%) and those in the downtown (39%).

### **Satisfaction with Uber much higher than with taxis**

Overall, virtually all those who have used Uber are satisfied (93%) with the experience, most of them “very satisfied” (86%). By contrast, just one half of Torontonians are satisfied with the taxi experience (52%) and just one fifth are “very satisfied” (21%).

### **More favour Uber than cabbies in dispute**

Close to 4-in-10 Torontonians favour the Uber side in the current dispute (38%), compared to less than 3-in-10 who favour the cabbies (29%). One quarter sides with both (22%) and fewer than a tenth side with neither (6%). Favouring the cab drivers is characteristic of the oldest (44%), females (31%), the less wealthy (\$20K to \$40K - 35%), in North York (30%) and East York (37%), among Olivia Chow voters (40%) and those whose background is in the British Isles (40%).

### **More favour deregulating taxis than regulating Uber**

One third of Toronto voters favour loosening taxi regulations so they can compete with Uber (34%), rather than the 3-in-10 who suggest regulating Uber just like cabs are regulated now (30%). Close to one fifth think the entire cab industry should be deregulated (17%). Very few suggest banning Uber (7%).

### **Two thirds approve of Uber HOP**

Two thirds of adult Torontonians approve of Uber HOP, the multiple-passenger, scheduled Uber service from condo districts into the financial district (65%), while just one fifth disapprove (20%), and about 1-in-7 don't have an opinion (14%). Favouring Uber HOP is especially characteristic of younger voters (35 to 44 - 73%), the wealthiest (71%) in Etobicoke (73%).

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#### **TORONTO**

**December 29<sup>th</sup>, 2015**

#### **HIGHLIGHTS:**

- Close to 3-in-10 have used the Uber mobile ride sharing app (28%).
- Virtually all those who have used Uber are satisfied (93%) with the experience.
- Close to 4-in-10 Torontonians favour the Uber side in the current dispute (38%), compared to less than 3-in-10 who favour the cabbies (29%).
- One third of Toronto voters favour loosening taxi regulations so they can compete with Uber (34%).
- Two thirds of adult Torontonians approve of Uber HOP, the multiple-passenger, scheduled Uber service from condo districts into the financial district (65%).

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## **One half would use Uber HOP if available**

One half of Toronto adults would use Uber HOP if it were available in their communities (48%), and this is especially the case with the youngest (62%), least wealthy (62%), in Etobicoke (60%) and among those who voted for Doug Ford last time (55%).

## **Most approve of TTC transit monopoly**

Close to half of Toronto adults approve of the fact the TTC has a monopoly on transit in Toronto (46%), while about 4-in-10 disapprove of this (36%). Approval of the TTC monopoly is characteristic of the oldest (63%), the wealthiest (53%), in the old city of York (57%) and John Tory voters (52%).

## **Majority don't consider Uber HOP to be transit**

More than half do not consider Uber HOP to be transit (54%), while about one third would categorize it that way (35%).

## **Most don't want either taxis or transit deregulated**

Close to 4-in-10 Torontonians agree neither the taxi industry nor the transit sector should be deregulated in Toronto (38%), while one fifth suggests deregulating the taxi industry only (21%). Just fewer think both sectors should deregulated (16%), and few think only transit should be freed of regulation (7%).

"While Toronto clearly sees the benefit of sensible transportation regulation, they also think very highly of Uber, are using it more, are interested in Uber HOP and would favour deregulating the taxi industry to enough of an extent that it can compete with Uber as it exists now," 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**

**December 29<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- One half of Toronto adults would use Uber HOP if it were available in their communities (48%).
- Close to half of Toronto adults approve of the fact the TTC has a monopoly on transit in Toronto (46%).
- More than half do not consider Uber HOP to be transit (54%).
- Close to 4-in-10 Torontonians agree neither the taxi industry nor the transit sector should be deregulated in Toronto (38%).
- "While Toronto clearly sees the benefit of sensible transportation regulation, they also think very highly of Uber, are using it more, are interested in Uber HOP and would favour deregulating the taxi industry to enough of an extent that it can compete with Uber as it exists now," said Forum Research President, Dr. Lorne Bozinoff.

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## **TORONTO**

**December 29<sup>th</sup>, 2015**

### **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 802 randomly selected voters in Toronto, Ontario. The poll was conducted on December 23<sup>rd</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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### Uber Use - Trending

%	December 29 <sup>th</sup> , 2015	July 16 <sup>th</sup> , 2015	April 11 <sup>th</sup> , 2015	November 25 <sup>th</sup> , 2014
Sample	802	825	865	950
Yes	28	22	17	12
No	72	74	76	80
Never heard of Uber	0	4	6	8

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## TORONTO

December 29<sup>th</sup>, 2015

### Uber

*'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	802	167	125	153	156	201	457	345
Yes	28	44	33	24	16	7	33	24
No	72	56	67	76	84	93	67	76

### Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Yes	28	38	28	27	17
No	72	62	72	73	83

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Yes	28	24	31	22	36
No	72	76	69	78	64

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**TORONTO**

**December 29<sup>th</sup>, 2015**

**Uber: Satisfaction**

*'How satisfied are you with the service you receive from Uber?'*

*[Have used Uber]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	212	84	48	39	25	16	141	71
Very satisfied	86	92	78	88	88	46	83	89
Somewhat satisfied	8	6	9	8	5	18	10	5
Not very satisfied	3	1	5	0	0	28	3	2
Not at all satisfied	1	1	3	0	0	0	2	0
Don't know	3	0	5	4	7	8	2	4

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	212	102	43	42	25
Very satisfied	86	86	83	92	78
Somewhat satisfied	8	9	8	2	12
Not very satisfied	3	0	6	2	5
Not at all satisfied	1	0	2	0	5
Don't know	3	4	1	4	0

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	212	31	100	25	17
Very satisfied	86	88	89	80	84
Somewhat satisfied	8	4	6	13	16
Not very satisfied	3	0	3	7	0
Not at all satisfied	1	5	0	0	0
Don't know	3	3	1	0	0

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**December 29<sup>th</sup>, 2015**

**Taxis: Satisfaction**

*'How satisfied are you with the service you receive from taxis?'*

*[All respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Very satisfied	21	11	24	23	24	29	16	25
Somewhat satisfied	32	26	35	33	33	35	31	32
Not very satisfied	19	25	16	16	20	12	20	18
Not at all satisfied	15	25	17	12	5	3	17	13
Don't know	6	4	4	4	9	11	7	5
Don't take cabs	9	9	4	12	9	11	9	9

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Very satisfied	21	19	20	25	18
Somewhat satisfied	32	40	29	26	30
Not very satisfied	19	18	21	20	15
Not at all satisfied	15	14	18	15	12
Don't know	6	4	4	10	7
Don't take cabs	9	5	7	5	19

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Very satisfied	21	24	19	26	21
Somewhat satisfied	32	24	34	40	33
Not very satisfied	19	15	20	15	23
Not at all satisfied	15	20	13	10	11
Don't know	6	5	7	4	4
Don't take cabs	9	11	7	6	9

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**Uber and Toronto's Cab Drivers**

*'Which side do you favour in the dispute between Uber and Toronto's cab drivers?'*

*[All respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Uber	38	56	37	38	27	14	42	35
Cab drivers	29	17	25	33	39	44	26	31
Both	22	18	26	23	20	22	20	23
Neither	6	6	6	4	7	7	9	3
Don't know	6	3	7	2	8	13	3	8

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Uber	38	39	37	44	31
Cab drivers	29	29	30	27	28
Both	22	23	18	21	23
Neither	6	4	6	4	10
Don't know	6	4	8	4	8

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Uber	38	41	38	26	40
Cab drivers	29	33	27	40	26
Both	22	14	24	25	16
Neither	6	4	6	3	12
Don't know	6	7	5	7	7

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**Best Solution**

*'Which of the following is the best solution to this dispute?'*

*[All respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Banning Uber	7	2	5	10	10	9	8	5
Regulating Uber just like taxis are regulated now	30	24	31	34	31	36	26	34
Loosening regulations for taxis so they can compete with Uber	34	42	33	30	25	30	32	35
Deregulating the taxi industry entirely	17	19	17	18	18	8	23	11
Something else	7	6	8	6	6	7	7	7
Don't know	6	6	6	3	9	10	6	7

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Banning Uber	7	4	6	7	9
Regulating Uber just like taxis are regulated now	30	31	32	28	30
Loosening regulations for taxis so they can compete with Uber	34	34	28	40	33
Deregulating the taxi industry entirely	17	14	20	14	19
Something else	7	10	6	8	1
Don't know	6	6	8	3	9

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### Last Mayoral Vote

	%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample		802	122	359	119	52
Banning Uber		7	8	5	7	4
Regulating Uber just like taxis are regulated now		30	27	33	39	31
Loosening regulations for taxis so they can compete with Uber		34	25	35	26	36
Deregulating the taxi industry entirely		17	25	17	11	15
Something else		7	6	7	12	5
Don't know		6	9	3	5	8

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## TORONTO

December 29<sup>th</sup>, 2015

### Uber HOP

*'Uber has announced a service called Uber HOP, which will carry multiple passengers from fixed pick up points around the downtown, to and from the financial district at rush hour, for \$5 a ride. Do you approve or disapprove of this service?'*

[All respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Approve	65	72	73	65	60	46	67	64
Disapprove	20	16	15	25	26	24	20	20
Don't know	14	11	12	10	14	30	13	15

### Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Approve	65	64	64	71	62
Disapprove	20	19	25	18	19
Don't know	14	17	11	11	19

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Approve	65	67	67	54	74
Disapprove	20	24	17	35	12
Don't know	14	9	15	11	13

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**December 29<sup>th</sup>, 2015**

**Using UberHOP**

*'Would you use Uber HOP if it existed in your neighbourhood or not?'*

*[All respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Would use Uber HOP	48	62	48	50	37	24	48	48
Would not use Uber HOP	39	31	36	39	45	53	38	40
Don't know	13	7	16	11	17	22	14	13

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Would use Uber HOP	48	45	43	53	51
Would not use Uber HOP	39	44	43	36	30
Don't know	13	12	14	11	18

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Would use Uber HOP	48	55	46	31	56
Would not use Uber HOP	39	33	38	59	30
Don't know	13	11	16	10	14

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**TORONTO**

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**Uber HOP: Transit**

*'In Toronto, the TTC has a monopoly on providing transit. Do you consider Uber HOP to be transit or not?'*

[All respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Consider Uber HOP to be transit	35	41	35	34	31	30	36	35
Do not consider Uber HOP to be transit	54	52	53	59	53	55	54	54
Don't know	11	8	12	7	16	14	10	11

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Consider Uber HOP to be transit	35	33	37	40	31
Do not consider Uber HOP to be transit	54	57	51	51	57
Don't know	11	10	12	9	12

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Consider Uber HOP to be transit	35	32	30	43	54
Do not consider Uber HOP to be transit	54	58	61	48	32
Don't know	11	10	9	9	14

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**TTC Monopoly on Transit**

*'Do you approve or disapprove of the TTC monopoly on transit in Toronto?'*

[All respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Approve	46	37	45	44	48	63	47	44
Disapprove	36	39	38	40	36	20	41	31
Don't know	19	24	17	16	16	17	12	25

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Approve	46	48	39	48	47
Disapprove	36	35	39	38	29
Don't know	19	17	22	14	23

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Approve	46	32	52	63	40
Disapprove	36	48	34	26	43
Don't know	19	21	14	11	17

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**TORONTO**

**December 29<sup>th</sup>, 2015**

***Deregulation of Taxi and Transit Sectors***

*'Do you think the taxi and transit sectors should be deregulated in Toronto?'*

*[All respondents]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	802	167	125	153	156	201	457	345
Deregulate taxi sector only	21	23	26	19	20	16	23	20
Deregulate transit sector only	7	10	5	8	5	6	9	5
Deregulate both sectors	16	13	14	19	21	17	20	13
Do not deregulate either sector	38	38	39	37	38	41	35	42
Don't know	17	16	17	17	17	21	13	21

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	802	321	175	169	137
Deregulate taxi sector only	21	18	24	22	24
Deregulate transit sector only	7	7	7	4	11
Deregulate both sectors	16	15	16	18	16
Do not deregulate either sector	38	46	37	41	26
Don't know	17	14	17	16	24

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	802	122	359	119	52
Deregulate taxi sector only	21	24	23	10	20
Deregulate transit sector only	7	7	6	3	11
Deregulate both sectors	16	21	16	8	16
Do not deregulate either sector	38	25	41	67	33
Don't know	17	24	14	13	19

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