

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Uber usage continues to climb, one half approves of new regulations

#### Satisfaction, while high, has decreased recently

TORONTO April 13<sup>th</sup>, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 858 Toronto voters, one third have used the Uber ride-sharing app (32%) and this represents a steady increase since we started tracking this (February, 2016 - 30%, December 2015 - 28%, July 2015 - 22%, April 2015 - 18%). In other words, Uber usage has almost doubled in one year. Uber usage is common to the youngest (53%), males (35%) more than females (29%), the wealthy (\$80K to \$100K - 39%), in the downtown (41%), among Olivia Chow voters from the last municipal election (36%) and among college graduates (36%).

#### One half approve of proposed Uber regulation

One half of Toronto voters approve of the new regulations approved for Uber and taxis (53%) when they are briefly explained, while one third disapprove (33%) and half this proportion have no opinion (15%). Approving of the new regime is characteristic of the oldest (60%), the wealthiest (\$100K to \$250K - 57%), in Etobicoke (59%), among John Tory voters (59%) and among those who have not used Uber (55%).

#### Most favour Uber over cabbies in this dispute

More than 4-in-10 Toronto voters take the side of Uber (42%) in the dispute, rather than the side of the cabbies (31%). One half this proportion say they favour both sides (16%), while half again say neither side has their favour (6%), Since December the proportion favouring Uber has increased slightly (from 38%) while the proportion siding with the taxi drivers stayed relatively stable (from 29%).

#### Satisfaction with Uber still much higher than taxis, but it's slipped

Among those who have used Uber, almost all are satisfied (85%), and two thirds are "very satisfied" (68%). This is in contrast to an overall satisfaction score of about one half for taxis (49%), with about one fifth saying they are very satisfied (18%). Nevertheless, Uber's satisfaction scores are down from the last time we polled when, overall, almost every user was satisfied (93%), and close to this many were "very satisfied" (86%). As such, there has been an 18 point drop in high satisfaction with Uber since December of last year, and this should cause concern.

## TORONTO

April 13<sup>th</sup>, 2016

## HIGHLIGHTS:

- One third have used the Uber ride-sharing app (32%).
- One half of Toronto voters approve of the new regulations approved for Uber and taxis (53%).
- More than 4-in-10 Toronto voters take the side of Uber (42%) in the dispute, rather than the side of the cabbies (31%).
- Among those who have used Uber, almost all are satisfied (85%), and two thirds are "very satisfied" (68%).

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“While Uber has been very successful at growing its market, it has been less successful in maintaining the high customer satisfaction ratings that were its hallmark. While their scores are still very good, they were stratospheric last year,” 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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**April 13<sup>th</sup>, 2016**

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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 858 randomly selected voters in Toronto, Ontario. The poll was conducted on April 12<sup>th</sup>, 2016.

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**

%	April 13 <sup>th</sup> , 2016	February 23 <sup>rd</sup> , 2016	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	858	836	802	825	865	950
Yes	32	30	28	22	17	12
No	68	70	72	74	76	80
Never heard of Uber	0	0	0	4	6	8

**TORONTO**

April 13<sup>th</sup>, 2016

**Uber Satisfaction - Trending**

%	April 13 <sup>th</sup> , 2016	December 29 <sup>th</sup> , 2015
Sample	242	212
Very satisfied	68	86
Somewhat satisfied	17	8
Not very satisfied	7	3
Not at all satisfied	5	1
Don't know	3	3

**Uber Dispute - Trending**

%	April 13 <sup>th</sup> , 2016	February 23 <sup>rd</sup> , 2016	December 29 <sup>th</sup> , 2015
Sample	858	836	802
Uber	42	42	38
Cab drivers	31	34	29
Both	16	16	22
Neither	6	5	6
Don't know	6	3	6

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## TORONTO

April 13<sup>th</sup>, 2016

### 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
Sample	858	184	135	168	182	189	461	397
Yes	32	53	34	25	13	9	35	29
No	68	47	66	75	87	91	65	71

### Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	858	351	164	191	152
Yes	32	39	26	31	29
No	68	61	74	69	71

### Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	858	143	359	133	65
Yes	32	22	31	36	43
No	68	78	69	64	57

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**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	242	106	49	44	24	19	143	99
Very satisfied	68	71	68	68	62	43	69	67
Somewhat satisfied	17	17	15	17	18	12	18	15
Not very satisfied	7	6	6	9	5	25	7	8
Not at all satisfied	5	3	10	4	10	0	3	7
Don't know	3	2	0	1	5	20	3	3

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	242	118	37	48	39
Very satisfied	68	72	60	60	80
Somewhat satisfied	17	18	23	15	10
Not very satisfied	7	6	8	8	8
Not at all satisfied	5	3	7	12	0
Don't know	3	1	2	5	3

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	242	30	97	40	27
Very satisfied	68	51	78	60	67
Somewhat satisfied	17	19	13	26	13
Not very satisfied	7	19	1	5	10
Not at all satisfied	5	9	4	7	7
Don't know	3	2	4	2	3

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**Taxi 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	858	184	135	168	182	189	461	397
Very satisfied	18	13	12	21	21	28	15	20
Somewhat satisfied	32	29	29	36	34	33	30	33
Not very satisfied	22	26	30	20	15	11	23	20
Not at all satisfied	12	22	14	7	6	1	12	12
Don't know	17	10	16	16	24	27	19	15

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	858	351	164	191	152
Very satisfied	18	19	18	18	14
Somewhat satisfied	32	32	31	33	31
Not very satisfied	22	23	21	22	20
Not at all satisfied	12	13	10	14	11
Don't know	17	12	19	14	24

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	858	143	359	133	65
Very satisfied	18	23	18	21	18
Somewhat satisfied	32	23	34	28	28
Not very satisfied	22	17	22	27	26
Not at all satisfied	12	13	8	13	11
Don't know	17	24	18	11	17

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**Taxi & Uber Regulations**

*‘Under new regulations, taxis would face fewer restrictions, while Uber would have to pay a license fee and a per trip fee to the city. In addition, Uber drivers would need liability insurance and license checks. Only taxis would be allowed to pick up passengers who hail rides on the street. Do you approve or disapprove of these new regulations?’*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	858	184	135	168	182	189	461	397
Approve	53	45	52	56	59	60	49	56
Disapprove	33	42	35	31	28	17	38	28
Don't know	15	13	13	14	12	23	13	16

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	858	351	164	191	152
Approve	53	60	53	56	39
Disapprove	33	27	32	30	44
Don't know	15	12	16	14	16

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	858	143	359	133	65
Approve	53	50	59	50	54
Disapprove	33	40	28	30	29
Don't know	15	11	13	20	17

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**Uber & Taxi Dispute**

*‘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	858	184	135	168	182	189	461	397
Uber	42	60	44	36	29	20	48	36
Cab drivers	31	16	33	27	41	53	27	34
Both	16	17	7	24	17	16	15	17
Neither	6	3	8	7	8	5	5	6
Don't know	6	4	9	6	4	6	5	7

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	858	351	164	191	152
Uber	42	44	39	41	43
Cab drivers	31	31	31	30	30
Both	16	15	15	16	17
Neither	6	6	4	9	4
Don't know	6	4	10	4	6

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	858	143	359	133	65
Uber	42	42	39	36	32
Cab drivers	31	37	32	35	30
Both	16	15	17	13	20
Neither	6	3	7	10	6
Don't know	6	3	4	6	12

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