

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

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## **TORONTO**

**May 19<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- 3-in-10 have used the Uber ride sharing mobile app in the city (31%).
- In total, almost all of those who have used Uber are satisfied (93%) and an improbable 8-in-10 say they are “very satisfied” (82%).
- “It appears Ottawa is having the same love affair with Uber that Toronto is having, except Bytowners are even more enthusiastic about the service than Hogtowners” said Forum Research President, Dr. Lorne Bozinoff.

## **FOR IMMEDIATE RELEASE**

### **3-IN-10 HAVE USED UBER RIDE SHARING APP IN OTTAWA**

#### **Satisfaction with Uber four times higher than with taxis**

OTTAWA, May 19<sup>th</sup>, 2016 – In a random sampling of public opinion taken by the Forum Poll™ among 890 Ottawa voters, 3-in-10 have used the Uber ride sharing mobile app in the city (31%), and this is similar to levels noted in Toronto (April 13, 2016 - 32%). Uber use is characteristic of the youngest (52%), males (37%) rather than females (26%), the wealthy (\$80K to \$100K - 46%), renters (41%) rather than homeowners (25%), the best educated (post grad - 35%) and those who disapprove of Chief Bordeleau (37%).

In total, almost all of those who have used Uber are satisfied (93%) and an improbable 8-in-10 say they are “very satisfied” (82%). In comparison, just one half of all voters say they are satisfied with taxi service they receive (48%) and fewer than one fifth are “very satisfied” (17%). This is in comparison to Toronto, where satisfaction with Uber is slightly lower (April 13, 2016 - satisfied - 85%, “very satisfied” - 68%). However, satisfaction scores for taxis in Toronto are very similar to Ottawa (April 13, 2016 - satisfied - 49%, “very satisfied” - 18%).

“It appears Ottawa is having the same love affair with Uber that Toronto is having, except Bytowners are even more enthusiastic about the service than Hogtowners” 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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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 890 randomly selected voters in Ottawa, Ontario. The poll was conducted on May 18<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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### ***Comparison Chart – Ottawa and Toronto***

#### ***Toronto vs. Ottawa Uber Satisfaction Rating (% Approval)***

<b>%</b>	<b>Toronto</b>	<b>Ottawa</b>
Sample	858	890
Overall Approval	85	93
Very Satisfied	68	82
Satisfied	17	11

#### ***Toronto vs. Ottawa Uber Taxi Satisfaction Rating (% Approval)***

<b>%</b>	<b>Toronto</b>	<b>Ottawa</b>
Sample	858	890
Overall Approval	49	48
Very Satisfied	18	17
Satisfied	31	31

#### ***Toronto vs. Ottawa Incidence of Use (% Use)***

<b>%</b>	<b>Toronto</b>	<b>Ottawa</b>
Sample	858	890
Yes	32	31

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## TORONTO

May 19<sup>th</sup>, 2016

### **Uber Ride Sharing**

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

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	890	173	111	183	209	214	444	438
Yes	31	52	36	25	14	6	37	26
No	69	48	64	75	86	94	63	74

### **Last Provincial Vote**

%	Total	Progressive Conservative	- Liberal	NDP	Green	Other parties
Sample	890	269	329	85	40	39
Yes	31	24	34	27	24	38
No	69	76	66	73	76	62

### **Language**

%	Total	EN	FR
Sample	890	815	75
Yes	31	32	13
No	69	68	87

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## TORONTO

May 19<sup>th</sup>, 2016

### Uber Satisfaction

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

[Used Uber]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	222	92	41	47	28	14	135	84
NET: TOP2	93	93	88	98	96	79	95	89
NET: BTM2	4	5	4	2	0	14	4	4
Very satisfied	82	84	76	83	90	57	86	75
Somewhat satisfied	11	9	12	15	7	21	9	14
Not very satisfied	3	2	4	2	0	7	3	2
Not at all satisfied	2	3	0	0	0	7	2	2
Don't know	3	1	8	0	4	7	0	7

### Last Provincial Vote

%	Total	Total	Progressive Conservative	- Liberal	NDP	Green
Sample	222	53	88	19	8	11
NET: TOP2	93	91	96	98	100	86
NET: BTM2	4	9	2	2	0	10
Very satisfied	82	83	85	76	94	78
Somewhat satisfied	11	8	11	22	6	7
Not very satisfied	3	4	1	0	0	10
Not at all satisfied	2	5	1	2	0	0
Don't know	3	0	2	0	0	4

### Language

%	Total	EN	FR
Sample	222	213	9
NET: TOP2	93	92	93
NET: BTM2	4	5	0
Very satisfied	82	82	66
Somewhat satisfied	11	10	27
Not very satisfied	3	3	0
Not at all satisfied	2	2	0
Don't know	3	3	7

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**TORONTO**

**May 19<sup>th</sup>, 2016**

**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	890	173	111	183	209	214	444	438
NET: TOP2	48	40	46	55	52	53	43	52
NET: BTM2	34	50	37	24	25	18	41	27
Very satisfied	17	16	12	18	20	20	14	19
Somewhat satisfied	31	24	34	37	31	33	29	33
Not very satisfied	20	28	24	11	18	13	24	17
Not at all satisfied	14	21	13	13	8	5	17	11
Don't know	18	10	17	22	23	28	16	21

**Last Provincial Vote**

%	Total	Progressive Conservative	- Liberal	NDP	Green	Other parties
Sample	890	269	329	85	40	39
NET: TOP2	48	46	50	51	47	45
NET: BTM2	34	33	32	39	21	39
Very satisfied	17	18	18	17	12	14
Somewhat satisfied	31	28	32	35	35	31
Not very satisfied	20	18	20	22	10	17
Not at all satisfied	14	15	13	16	11	22
Don't know	18	21	18	10	32	15

**Language**

%	Total	EN	FR
Sample	890	815	75
NET: TOP2	48	48	45
NET: BTM2	34	34	26
Very satisfied	17	17	15
Somewhat satisfied	31	31	30
Not very satisfied	20	21	12
Not at all satisfied	14	14	14
Don't know	18	18	29

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