

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### Uber ridership up since last year

#### Conflict with taxis becomes more polarized

TORONTO February 23<sup>rd</sup> - In a random sampling of public opinion taken by the Forum Poll™ among 836 Toronto voters, 3-in-10 have ever used the Uber ride sharing app (30%), and this is relatively stable since the end of last year (December, 2015 - 28%), after increasing since July 2015 (22%) and April, 2015 (16%). Usage of Uber is common to the youngest (48%), the wealthiest (\$80K to 250K - 35%) and in the former cities of York and Scarborough (35% each).

#### A tenth of users ride daily

One tenth of those who have used Uber take the service daily (10%), while similar proportions take it several times a week (13%) or at least once a week (9%), for a total of one third of users who ride once a week or more often (32%). On average users ride with Uber about once a week or 5 times a month.

#### Conflict with cabbies now more polarized

More than 4-in-10 now favour Uber over Toronto's cabbies in this dispute (42%) than did at the New Year (December 29, 2015 - 38%), while, at the same time, more now favour the cabbies (but fewer than favour Uber - 34%) than did in December (29%). What has happened is that the proportion that says they favour both sides has declined sharply, from about one quarter in December (22%) to about one sixth now (16%). Favouring Uber in this dispute is characteristic of the youngest (53%), males (45%), the wealthiest (\$100K to \$250K - 57%) and the former cities of York (55%) and Scarborough (57%).

"Ridership is still growing, and more voters take Uber's side than the cabbies' side in this ongoing dispute, but the real change is that the battle is becoming more entrenched. The rider base for Uber is young and upwardly mobile, and the hardcore are using the service in place of a vehicle, developments which should worry the Toronto taxi industry," 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.

## TORONTO

February 23<sup>rd</sup>, 2016

## HIGHLIGHTS:

- 3-in-10 have ever used the Uber ride sharing app (30%).
- One tenth of those who have used Uber take the service daily (10%).
- More than 4-in-10 now favour Uber over Toronto's cabbies in this dispute (42%).
- "Ridership is still growing, and more voters take Uber's side than the cabbies' side in this ongoing dispute, but the real change is that the battle is becoming more entrenched. The rider base for Uber is young and upwardly mobile, and the hardcore are using the service in place of a vehicle, developments which should worry the Toronto taxi industry," 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 836 randomly selected voters in Toronto, Ontario. The poll was conducted on February 22<sup>nd</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

%	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	836	802	825	865	950
Yes	30	28	22	17	12
No	70	72	74	76	80
Never heard of Uber	0	0	4	6	8

## TORONTO

February 23<sup>rd</sup>, 2016

### Uber Dispute - Trending

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

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## TORONTO

February 23<sup>rd</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	836	167	135	165	177	192	460	376
Yes	30	48	35	22	16	7	30	29
No	70	52	65	78	84	93	70	71

### Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	836	357	163	164	152
Yes	30	44	28	23	19
No	70	56	72	77	81

### Income

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	836	119	366	138	67
Yes	30	22	31	33	29
No	70	78	69	67	71

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**TORONTO**  
 February 23<sup>rd</sup>, 2016

**Uber: Usage**

*'How frequently do you use Uber?'*

*[Have used Uber]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	224	86	55	36	33	14	137	87
Daily	10	9	16	5	9	21	15	7
Several times a week	13	16	11	9	11	0	12	14
Weekly	9	12	6	4	2	9	9	8
Several times a month	17	16	16	20	23	14	18	16
Once a month or less often	32	30	31	36	45	22	30	34
Once or twice only	19	17	20	26	9	34	16	22

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	224	134	36	29	25
Daily	10	10	16	9	4
Several times a week	13	20	5	7	12
Weekly	9	12	8	3	7
Several times a month	17	15	14	23	22
Once a month or less often	32	26	36	41	33
Once or twice only	19	17	22	17	23

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	224	23	102	41	16
Daily	10	13	10	7	13
Several times a week	13	0	11	15	11
Weekly	9	5	9	7	11
Several times a month	17	26	14	19	15
Once a month or less often	32	39	33	47	15
Once or twice only	19	18	23	6	35

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**TORONTO**

February 23<sup>rd</sup>, 2016

**Uber: 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	836	167	135	165	177	192	460	376
Uber	42	53	47	45	28	20	45	39
The cab drivers	34	19	33	37	44	55	34	34
Both	16	21	13	11	14	15	14	17
Neither	5	6	3	4	6	4	4	5
Don't know	3	1	2	4	8	6	2	5

**Region**

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	836	357	163	164	152
Uber	42	47	42	44	32
The cab drivers	34	30	35	39	35
Both	16	17	16	9	21
Neither	5	4	4	5	5
Don't know	3	2	3	2	7

**Last Mayoral Vote**

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	836	119	366	138	67
Uber	42	39	43	34	51
The cab drivers	34	39	36	40	21
Both	16	14	13	17	18
Neither	5	4	5	6	3
Don't know	3	4	3	4	7

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