

# UBER

## CALGARIAN SUPPORT SURVEY

Project #15415-003  
April 2016



THE RESEARCH INTELLIGENCE GROUP

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# Context & Objectives

In the aftermath of the suspension of ridesharing services in Calgary and the coming into effect of the City of Calgary's revised vehicle-for-hire bylaw on April 4, Uber commissioned a Leger poll to get a better understanding of the perception of Calgarians relative to these recent developments

The main objectives of the study were as follows:

- Evaluate perception on the new for hire transportation bylaw;
- Evaluate Calgarians' perceptions on ridesharing.

# Methodology

# Methodology

In order to meet the research objectives, a Web survey was conducted from March 28 to April 2, 2016 among a representative sample of 501 adults living in Calgary.

Using data from Statistics Canada, results were weighted according to age, gender, mother tongue and education in order to ensure a representative sample of the entire population under review.

For the purpose of comparison, a probabilistic sample of 500 respondents would yield a margin of error of  $\pm 4.90\%$ , 19 times out of 20.

## Notes:

- The numbers presented in this report have been rounded out and their sum in graphs and tables (based on the actual numbers before rounding) might not correspond to the manual addition of rounded numbers.
- Results presenting statistically significant differences in their profile are indicated next to the results in the colored bubbles.

# Key Insights

## Calgarians have a positive perception of ridesharing

- Calgary's citizens agree that ridesharing can help bring affordable and reliable transportation options to their city and they believe it can help create needed earning opportunities in tough economic times in Alberta.

## Calgary's residents think there is room for discussion about transportation regulation

- Most Calgarians did not receive any official notification to directly provide their city council with input on their views regarding ridesharing regulations during the development of the new for hire transportation bylaw.
- They agree that barriers to ridesharing, such as the new rule stating that short-term and occasional drivers must pay hundreds of dollars in registration fees before they can use ridesharing platforms to earn, should be removed.
- In fact, the majority think their city should continue to work on new amendments to its for hire transportation bylaw to bring alternative transportation options – like ridesharing – back to Calgary.



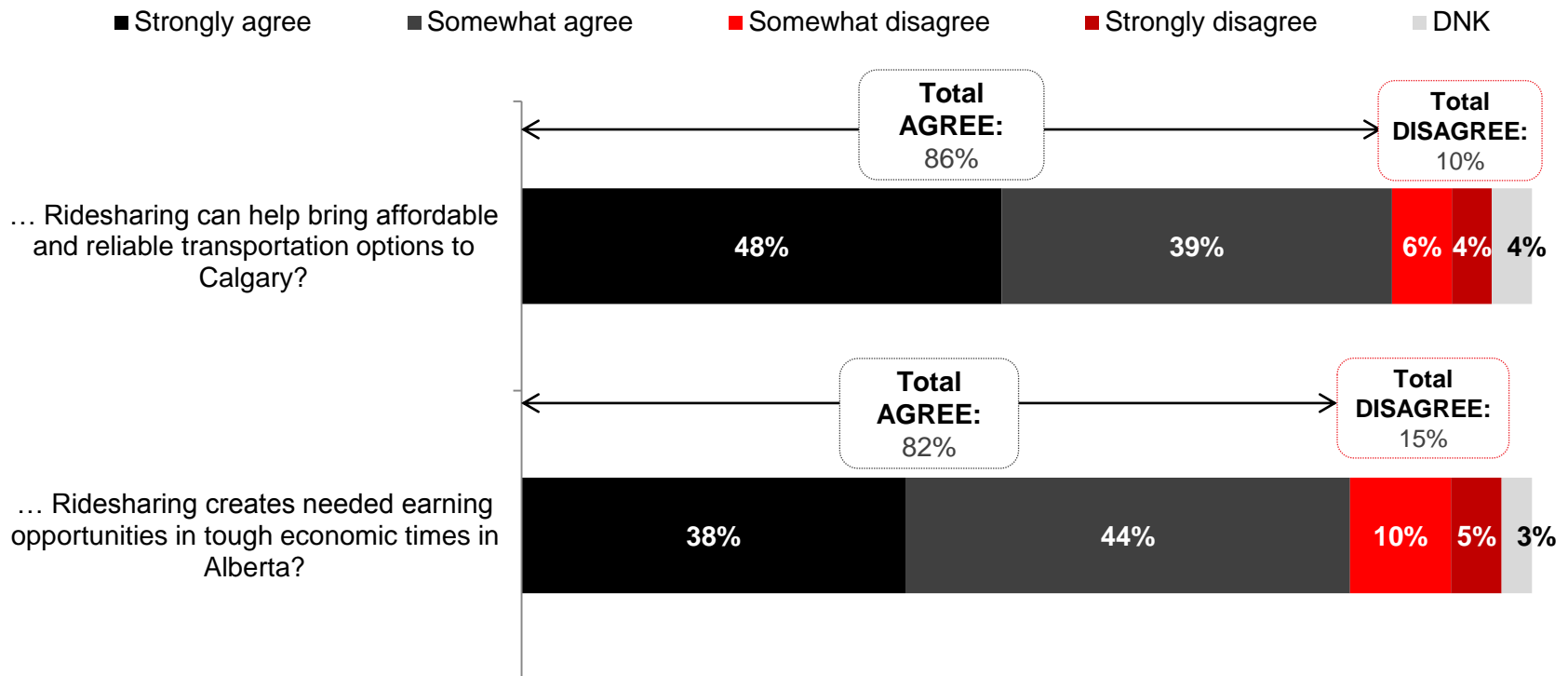
# Detailed Results

# Level of Agreement with Various Statements about Ridesharing

A vast majority of Calgarians (86%) agree that ridesharing can help bring affordable and reliable transportation options to their city and a majority of them (82%) believe it can help create needed earning opportunities in tough economic times in Alberta..

**Q. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the idea that:**

*Base: all respondents (n=501)*

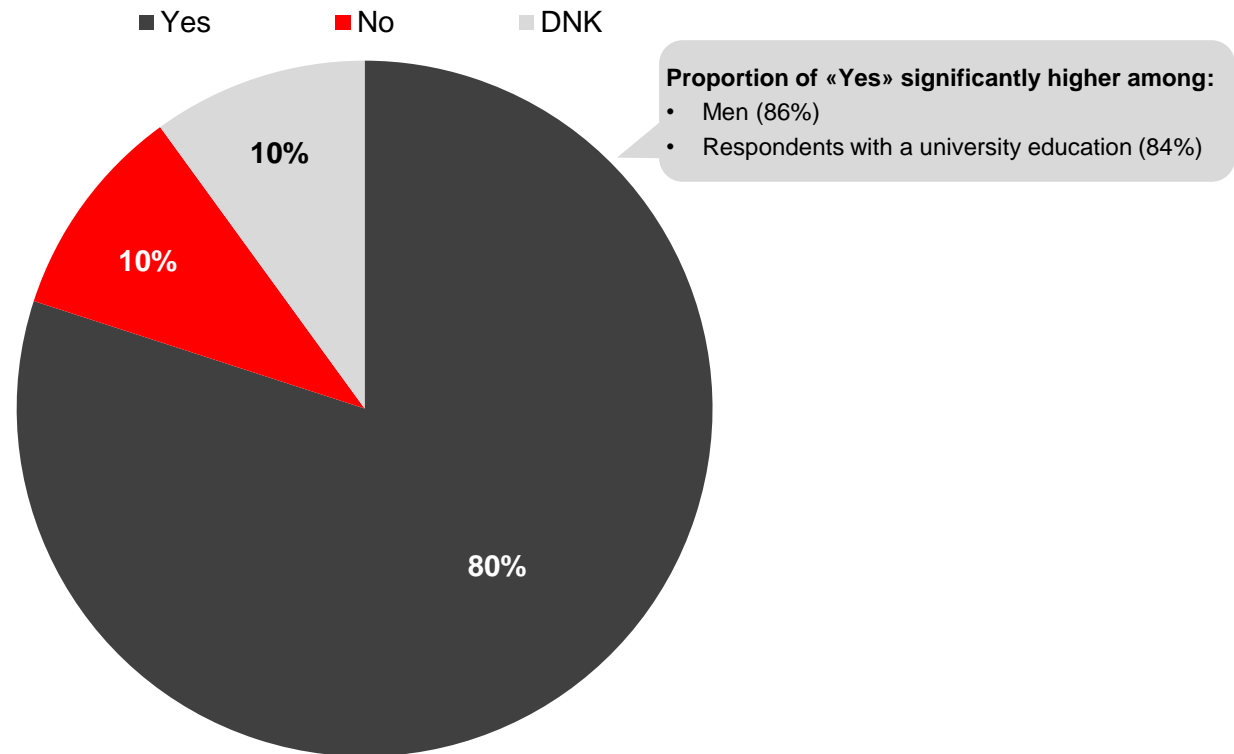


## Perception that the City of Calgary Should Continue to Work on New Amendments to its For Hire Transportation Bylaw

A majority of Calgarians (80%) believe the City of Calgary should continue to work on new amendments to its for hire transportation bylaw to bring alternative transportation options – like ridesharing – back to Calgary. This wish for more work on ridesharing is more frequently expressed by men (86%) and respondents with a university education (84%).

**Q. Do you believe the City of Calgary should continue to work on new amendments to its for hire transportation bylaw to bring alternative transportation options like ridesharing back to Calgary?**

*Base: all respondents (n=501)*

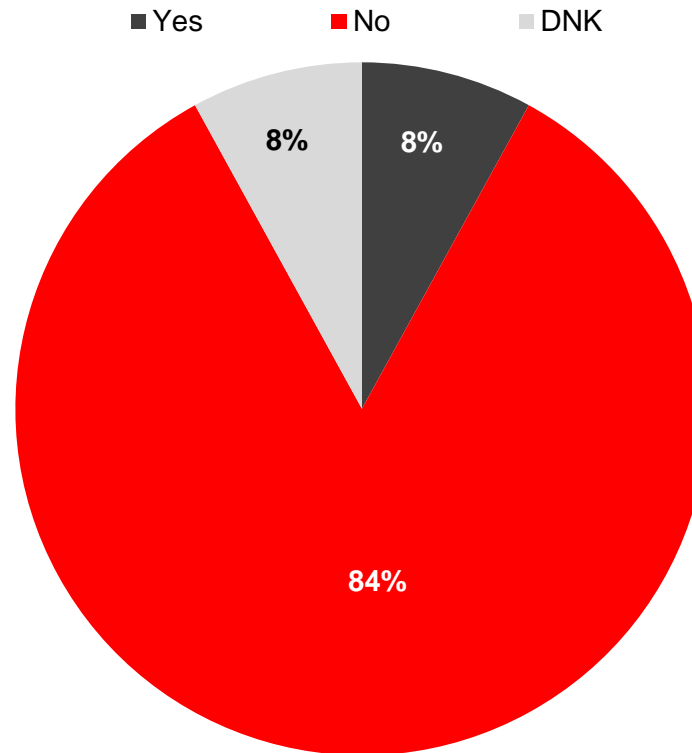


## Receiving Official Notification to Directly Provide Calgary City Council with Input Regarding Ridesharing

The majority of Calgary's residents (84%) did not receive any official notification to directly provide Calgary City Council with input on their views regarding ridesharing regulations during the development of the new for hire transportation bylaw.

**Q. Did you receive any official notification to directly provide Calgary City Council with input on your views regarding ridesharing regulations during the development of the new for hire transportation bylaw?**

*Base: all respondents (n=501)*

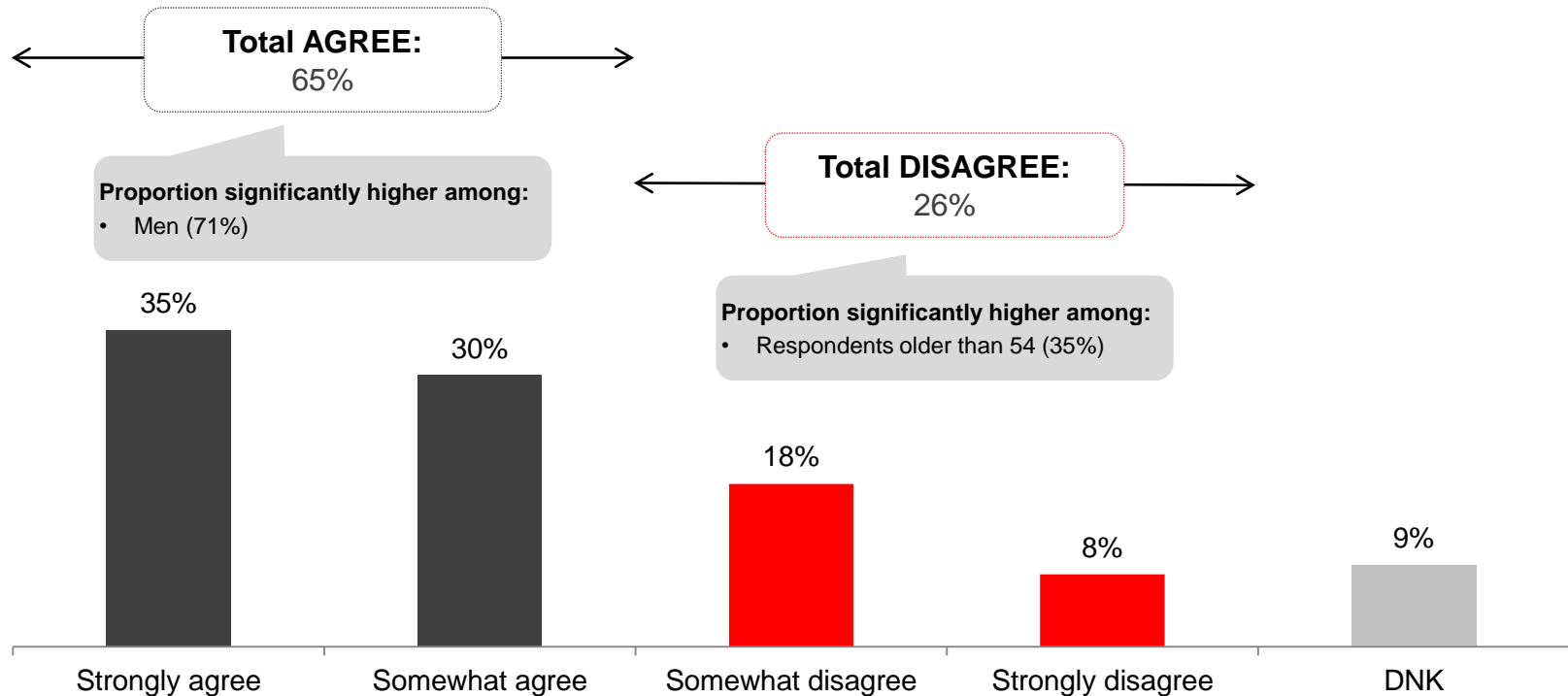


# Level of Agreement with Requirement of Short-term and Occasional Drivers to Pay Registration Fees Before Using Ridesharing Platforms

Two-thirds of Calgarians (65%) agree that barriers to ridesharing, such as the new rule stating that short-term and occasional drivers must pay hundreds of dollars in registration fees before they can use ridesharing platforms to earn, should be removed. This position is more popular among men (71%). On the other hand, a quarter of City residents (26%) disagree that these barriers should be removed and about one out of ten (9%) can't make up their minds.

**Q. Certain provisions of the new City of Calgary bylaw require short-term and occasional drivers to pay hundreds of dollars in registration fees before they can use ridesharing platforms to earn. In close to 70 jurisdictions across the world where ridesharing has been regulated, these costs do not exist. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that these barriers should be removed?**

Base: all respondents (n=501)



# Profile of Respondents

# Profile of Respondents

	Total (n=501)
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
Between 18 and 34	34%
Between 35 and 44	20%
Between 45 and 54	20%
Between 55 and 64	14%
65 and older	13%
<b>Language</b>	
English	81%
Other	19%
<b>Education</b>	
Elementary/High school	16%
College	27%
University	57%
<b>Marital Status</b>	
Married	54%
Single	26%
Common law	9%
Divorced	6%
Widowed	3%
<b>Main Residence</b>	
Own	73%
Rent	26%

	Total (n=501)
<b>Income (Household)</b>	
\$39,999 or less	15%
\$40,000 - \$59,999	8%
\$60,000 - \$79,999	13%
\$80,000 - \$99,999	16%
Over \$100,000	32%
<b>Occupation</b>	
Professionals	24%
Managers/Administrators/Owners	12%
Office worker	10%
Personnel specialized in sales	5%
Personnel specialized in services	5%
Science and technology workers	5%
Skilled, semi-skilled workers	4%
Manual workers	1%
Homemaker	7%
Student	3%
Retired	15%
Unemployed	4%

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