

Considerable majority of Winnipeg residents support or somewhat support allowing residents to use Uber as a transportation option

Uber Winnipeg Survey Summary

submitted by Nanos to Uber Canada, October 2017
(Submission 2017-1100)



Summary

Almost all Winnipeg residents have heard of Uber, and a considerable majority support or somewhat support allowing residents to use Uber as a transportation option, passing a bylaw permitting Uber ridesharing services in Winnipeg and the Manitoba government permitting ridesharing to be regulated at a municipal level. Of those who have heard of Uber, nearly half have a positive or somewhat positive impression of it.

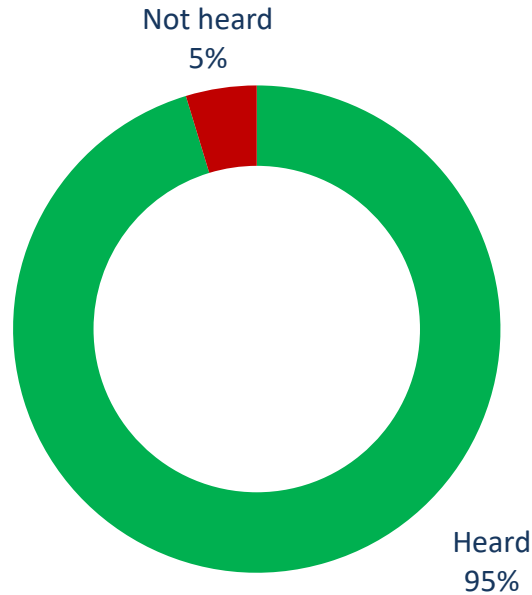
- **More than nine out of ten residents of Winnipeg have heard of Uber** – Almost every resident of the City of Winnipeg have heard of Uber (95%), while five per cent have not heard.
- **Impressions of Uber are three times more positive than negative** – Of the Winnipeg residents who have heard of Uber, almost one in two have a positive (34%) or somewhat positive (14%) impression of Uber, while 34 per cent have a neutral opinion, and over one in ten residents have a negative (seven per cent) or somewhat negative (seven per cent) impression. Three per cent are unsure.
- **Over four in five Winnipeg residents support or somewhat support allowing people to use Uber as a transportation option in Winnipeg** – Over four in five Winnipeg residents support (65%) or somewhat support (19%) allowing people to use Uber as a transportation option in Winnipeg, while more than one in ten residents oppose (seven per cent) or somewhat oppose (five per cent) this. Five per cent are unsure.
- **Close to eight in ten residents support or somewhat support having Winnipeg City Council pass a bylaw permitting Uber and uberX ridesharing services in Winnipeg** – Close to eight in ten Winnipeg residents support (56%) or somewhat support (22%) having Winnipeg City Council pass a bylaw permitting Uber and uberX ridesharing services in Winnipeg, while more than one in ten oppose (10%) or somewhat oppose (five per cent) this. Six per cent are unsure.
- **Nearly eight in ten Winnipeg residents support or somewhat support the Manitoba government permitting taxis and ridesharing to be regulated at the local level** – Nearly eight in ten Winnipeg residents support (55%) or somewhat support (23%) the Manitoba provincial government permitting taxis and ridesharing to be regulated at the local level by the City of Winnipeg, while more than one in ten residents oppose (eight per cent) or somewhat oppose (four per cent) this. Ten per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 400 residents of the City of Winnipeg, 18 years of age or older, between October 18th and 21st, 2017. Participants were randomly recruited by telephone using live agents and administered a survey. The margin of error for a random survey of 400 residents of the City of Winnipeg is ± 5.0 percentage points, 19 times out of 20.

This study was commissioned by Uber Canada and the research was conducted by Nanos Research.

Awareness of Uber

Source: Nanos Research, RDD dual frame random telephone survey, October 18th to 21st, 2017, n=400 residents of Winnipeg, accurate 5.0 percentage points plus or minus, 19 times out of 20.



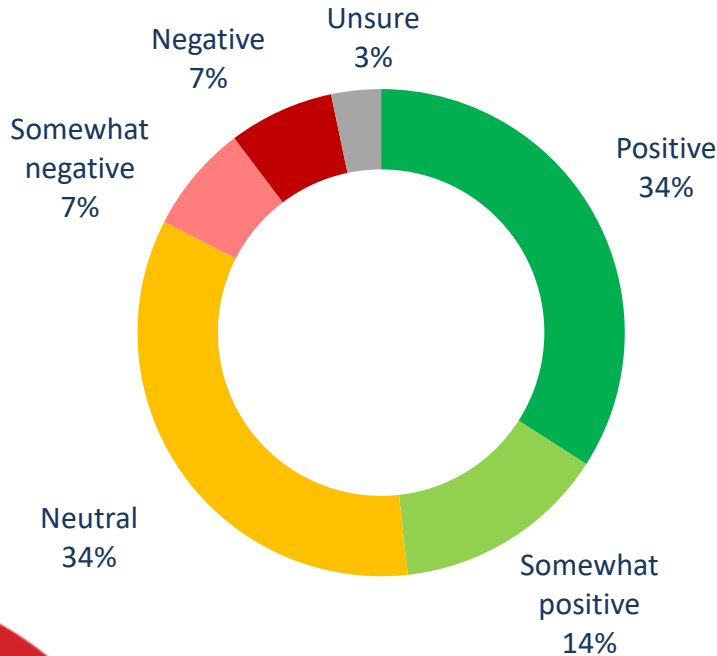
Subgroups	Heard
Male (n=196)	95.0%
Female (n=204)	95.6%
18 to 29 (n=74)	94.8%
30 to 39 (n=57)	96.9%
40 to 49 (n=65)	95.4%
50 to 59 (n=92)	97.7%
60 plus (n=112)	93.1%

***Note:** Charts may not add up to 100 due to rounding

QUESTION – As you may know, a technology company called Uber has a smartphone app which connects riders to drivers and which operates in 70 countries around the world, including Canada. Prior to today, have you heard or not heard of Uber?

Impression of Uber

Source: Nanos Research, RDD dual frame random telephone survey, October 18th to 21st, 2017, n=381 residents of Winnipeg, accurate 5.1 percentage points plus or minus, 19 times out of 20. [HEARD OF UBER ONLY]



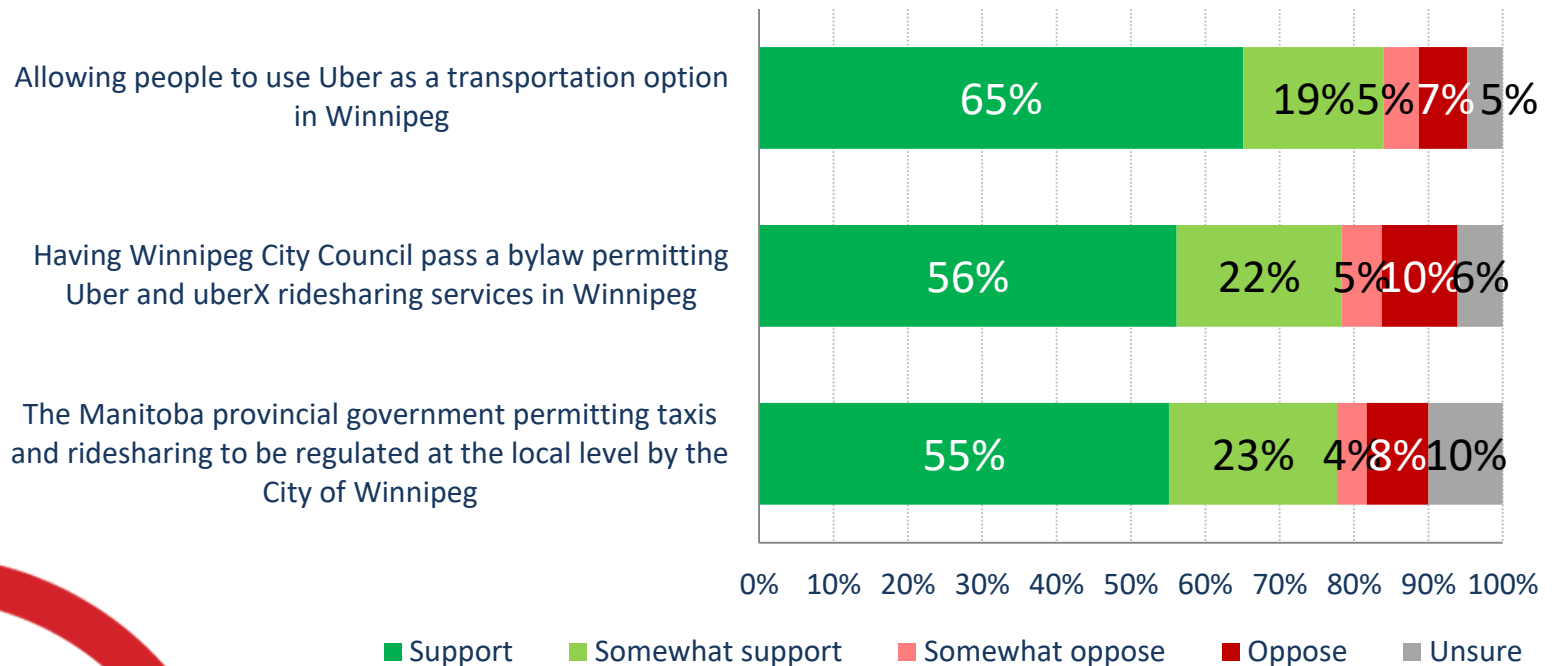
Subgroups	Positive/ Somewhat positive
Male (n=187)	46.8%
Female (n=194)	49.5%
18 to 29 (n=70)	66.0%
30 to 39 (n=55)	53.2%
40 to 49 (n=62)	53.2%
50 to 59 (n=90)	42.4%
60 plus (n=104)	31.5%

***Note:** Charts may not add up to 100 due to rounding

QUESTION – [IF HEARD OF UBER] Based on what you have heard, do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of Uber which includes the uberX ridesharing service?

Level of support for Uber initiatives

Source: Nanos Research, RDD dual frame random telephone survey, October 18th to 21st, 2017, n=400 residents of Winnipeg, accurate 5.0 percentage points plus or minus, 19 times out of 20.

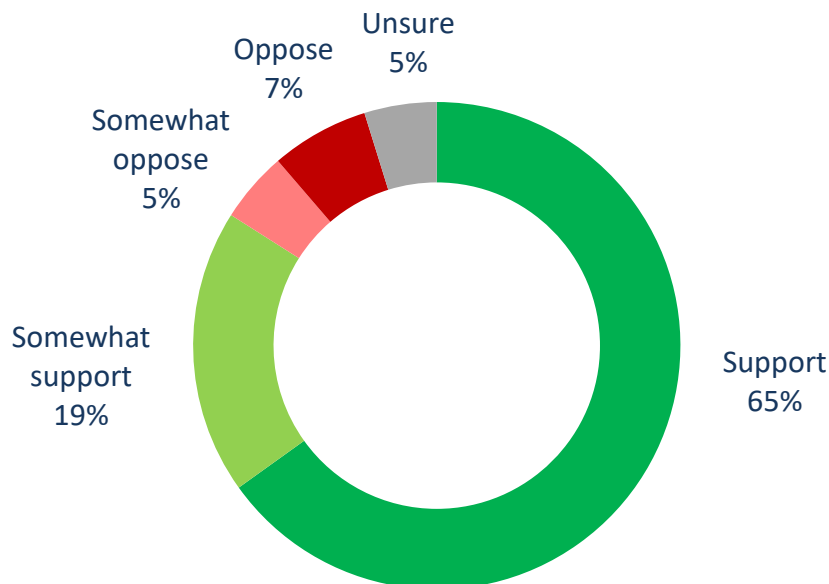


*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

Level of support for allowing use Uber

Source: Nanos Research, RDD dual frame random telephone survey, October 18th to 21st, 2017, n=400 residents of Winnipeg, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Male (n=196)	84.9%
Female (n=204)	83.2%
18 to 29 (n=74)	93.6%
30 to 39 (n=57)	92.8%
40 to 49 (n=65)	84.6%
50 to 59 (n=92)	88.2%
60 plus (n=112)	67.8%

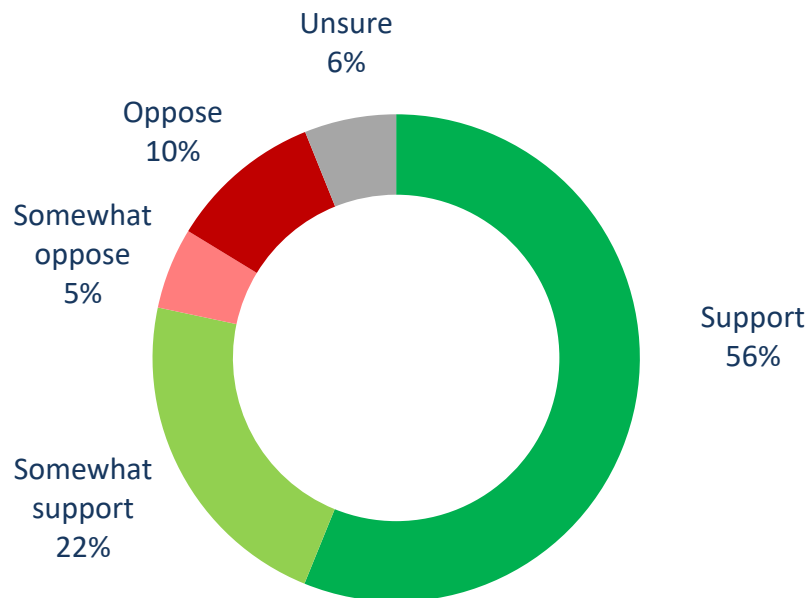
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

Allowing people to use Uber as a transportation option in Winnipeg

Level of support for city bylaw permitting Uber use

Source: Nanos Research, RDD dual frame random telephone survey, October 18th to 21st, 2017, n=400 residents of Winnipeg, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Male (n=196)	74.9%
Female (n=204)	81.5%
18 to 29 (n=74)	91.1%
30 to 39 (n=57)	85.2%
40 to 49 (n=65)	75.3%
50 to 59 (n=92)	82.9%
60 plus (n=112)	62.7%

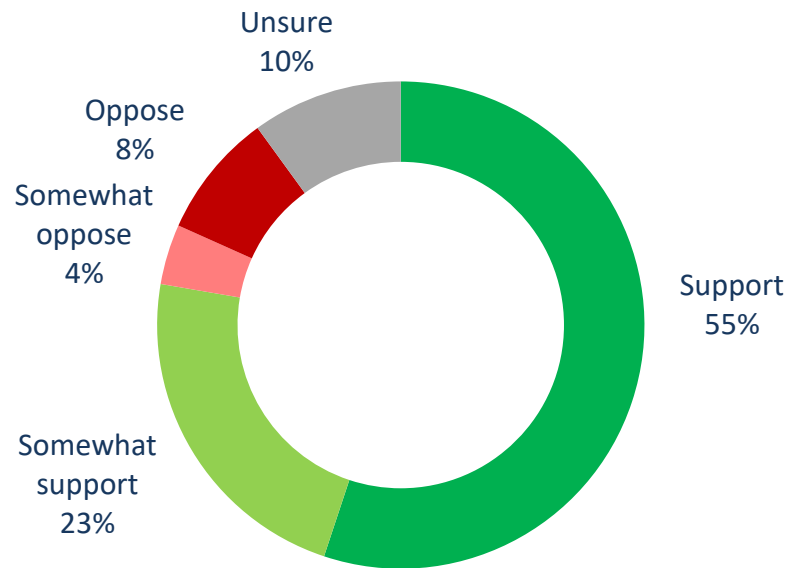
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

Having Winnipeg City Council pass a bylaw permitting Uber and uberX ridesharing services in Winnipeg

Level of support for municipal regulation of taxis and ridesharing

Source: Nanos Research, RDD dual frame random telephone survey, October 18th to 21st, 2017, n=400 residents of Winnipeg, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Male (n=196)	77.2%
Female (n=204)	78.1%
18 to 29 (n=74)	80.2%
30 to 39 (n=57)	83.2%
40 to 49 (n=65)	81.5%
50 to 59 (n=92)	78.2%
60 plus (n=112)	69.7%

***Note:** Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

The Manitoba provincial government permitting taxis and ridesharing to be regulated at the local level by the City of Winnipeg



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 400 residents of the City of Winnipeg, 18 years of age or older, between October 18th and 21st, 2017. Participants were randomly recruited by telephone using live agents and administered a survey. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Winnipeg.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 400 residents of the City of Winnipeg is ± 5.0 percentage points, 19 times out of 20.

The research was commissioned by Uber Canada.

Note: Charts may not add up to 100 due to rounding.



Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Uber Canada	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all of Winnipeg. See tables for full weighting disclosure
Final Sample Size	400 Randomly selected residents of the city of Winnipeg.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±5.0 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey.	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Winnipeg.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across the city of Winnipeg.	Estimated Response Rate	Twelve percent, consistent with industry norms.
Demographics (Captured)	City of Winnipeg; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	All questions asked were contained in the report.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	October 18 th to 21 st , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in English.		

About Nanos

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Tabulations

Confidential



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			Gender			Age				
			Winnipeg 2017-10	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - As you may know, a technology company called Uber has a smartphone app which connects riders to drivers and which operates in 70 countries around the world, including Canada. Prior to today, have you heard or not heard of Uber?	Total	Unwgt N	400	196	204	74	57	65	92	112
		Wgt N	400	192	208	86	71	65	70	109
	Heard	%	95.3	95.0	95.6	94.8	96.9	95.4	97.7	93.1
	Not heard	%	4.7	5.0	4.4	5.2	3.1	4.6	2.3	6.9

			Gender			Age				
			Winnipeg 2017-10	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 (AWARE OF UBER ONLY) - Based on what you have heard, do you have a positive, somewhat positive, neutral, somewhat negative or negative impression of Uber which includes the uberX ridesharing service?	Total	Unwgt N	381	187	194	70	55	62	90	104
		Wgt N	381	182	199	81	69	62	68	101
	Positive	%	34.1	33.2	34.8	50.3	40.0	35.5	28.9	19.7
	Somewhat positive	%	14.2	13.6	14.7	15.7	13.2	17.7	13.5	11.8
	Neutral	%	34.3	33.5	35.0	22.5	40.0	29.0	37.0	41.1
	Somewhat negative	%	7.2	8.1	6.3	2.9	3.7	6.5	10.9	11.0
	Negative	%	7.0	8.6	5.5	7.1	1.6	9.7	4.2	11.0
	Unsure	%	3.3	2.9	3.7	1.6	1.6	1.6	5.5	5.5

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Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			Gender			Age				
			Winnipeg 2017-10	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Allowing people to use Uber as a transportation option in Winnipeg	Total	Unwgt N	400	196	204	74	57	65	92	112
		Wgt N	400	192	208	86	71	65	70	109
	Support	%	65.1	63.2	66.9	80.9	72.4	70.8	63.2	45.8
	Somewhat support	%	18.9	21.7	16.3	12.7	20.4	13.8	25.0	22.0
	Somewhat oppose	%	4.7	3.6	5.7	1.2	.0	7.7	3.2	9.6
	Oppose	%	6.5	7.8	5.3	2.7	3.6	6.2	5.3	12.2
	Unsure	%	4.8	3.8	5.8	2.5	3.6	1.5	3.3	10.4

Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			Gender			Age				
			Winnipeg 2017-10	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - Having Winnipeg City Council pass a bylaw permitting Uber and uberX ridesharing services in Winnipeg	Total	Unwgt N	400	196	204	74	57	65	92	112
		Wgt N	400	192	208	86	71	65	70	109
	Support	%	56.2	55.3	57.0	66.8	63.3	61.5	58.9	38.3
	Somewhat support	%	22.2	19.6	24.5	24.3	21.9	13.8	24.0	24.4
	Somewhat oppose	%	5.4	5.9	4.9	2.5	1.5	9.2	5.3	7.9
	Oppose	%	10.2	13.2	7.4	2.7	8.2	9.2	6.3	20.4
	Unsure	%	6.1	6.0	6.2	3.7	5.1	6.2	5.6	9.0

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Do you support, somewhat support, somewhat oppose or oppose the following [RANDOMIZE]

			Gender			Age				
			Winnipeg 2017-10	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - The Manitoba provincial government permitting taxis and ridesharing to be regulated at the local level by the City of Winnipeg	Total	Unwgt N	400	196	204	74	57	65	92	112
		Wgt N	400	192	208	86	71	65	70	109
	Support	%	55.1	55.9	54.3	58.3	57.7	60.0	52.9	49.3
	Somewhat support	%	22.6	21.3	23.8	21.9	25.5	21.5	25.3	20.4
	Somewhat oppose	%	4.0	3.0	4.9	3.0	5.1	4.6	4.4	3.5
	Oppose	%	8.3	10.4	6.4	5.2	6.6	6.1	7.6	13.7
	Unsure	%	10.0	9.4	10.5	11.6	5.1	7.7	9.9	13.2

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