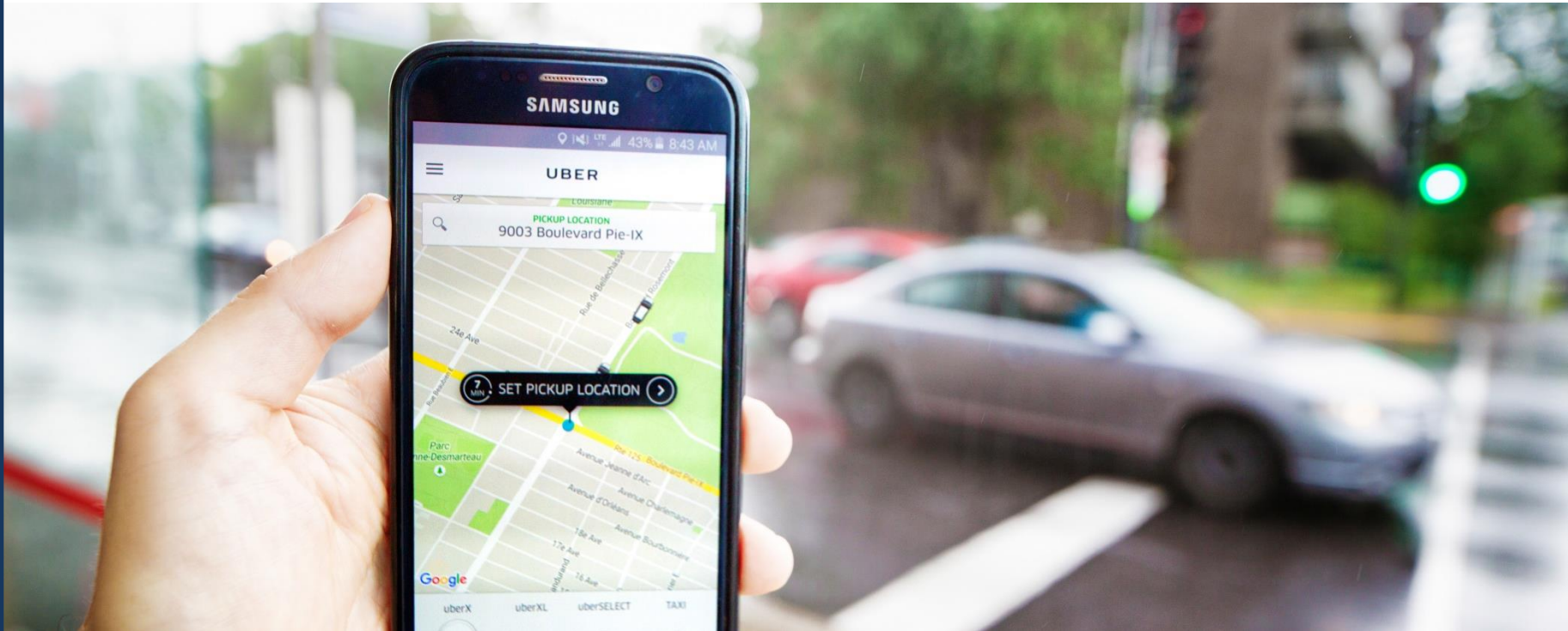


# Considerable majority of Saskatchewan residents support or somewhat support requiring an electronic criminal record search for all new ridesharing drivers in Saskatchewan

## Uber Saskatchewan Summary

submitted by Nanos to Uber Saskatchewan, November  
(Submission 2017-1107)



# Summary

The majority of Saskatchewan residents have heard of Uber and support or somewhat support allowing people to use Uber as a transportation option, although only half are aware of the new provincial legislation to allow ridesharing companies to operate in Saskatchewan. More than half think that the presence of ridesharing companies will decrease the number of impaired drivers. A comfortable majority support or somewhat support providing insurance that ridesharing companies such as Uber could purchase, and requiring an electronic criminal record check for anyone who wants to be a ridesharing driver.

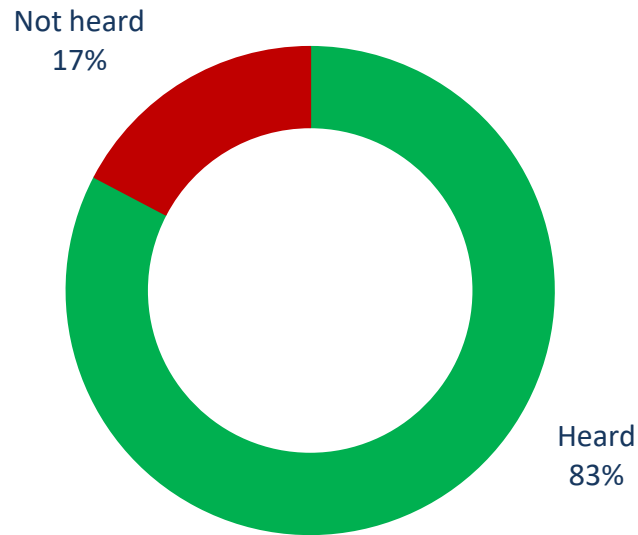
- **More than four in five Saskatchewan residents have heard of ridesharing companies like Uber and LYFT** – Eighty-three per cent of Saskatchewan residents have heard of ridesharing companies like Uber and LYFT, while 17 per cent have not heard of them.
- **Residents are split in terms of their awareness towards the government's new legislation to allow ridesharing companies to operate in Saskatchewan** – Fifty-one per cent have heard that the provincial government is planning to introduce legislation to allow ridesharing companies such as Uber and LYFT to operate in Saskatchewan, while 49 per cent have not heard of this.
- **More than half of Saskatchewan residents think that the presence of ridesharing companies will decrease the number of impaired drivers in Saskatchewan** – Fifty-three per cent of Saskatchewan residents think that the presence of ridesharing companies such as Uber and LYFT will decrease the number of impaired drivers in Saskatchewan, and this jumps to 65% among people younger than 40. Twenty-seven per cent think it will have no impact and six per cent think it will increase the number of impaired drivers. Fifteen per cent are unsure.
- **Nine in ten residents support or somewhat support requiring an electronic criminal record for any Saskatchewan resident who wants to be a ridesharing driver** – Nine in ten support (84%) or somewhat support (six per cent) the provincial government requiring an electronic criminal record search of convictions and driver history of any Saskatchewan resident who wants to be a ridesharing driver, while one per cent somewhat oppose this and four per cent oppose this. Five per cent are unsure.
- **Eight in ten residents support or somewhat support allowing people to use Uber in Saskatchewan** – Eight in ten support (68%) or somewhat support (12%) allowing people to use Uber or other ridesharing companies as a transportation option in Saskatchewan, while more than one in ten somewhat oppose (four per cent) or oppose (eight per cent) this. Nine per cent are unsure.
- **Eight in ten residents support or somewhat support providing insurance that ridesharing companies could purchase** – Eight in ten support (66%) or somewhat support (14%) having Saskatchewan Government Insurance provide insurance that ridesharing companies could purchase to allow personal vehicles to safely be used for ridesharing, while more than one in ten somewhat oppose (three per cent) or oppose (eight per cent) this. Eight per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) random telephone survey of 400 residents of Saskatchewan, 18 years of age or older, between November 1<sup>st</sup> and 5<sup>th</sup>, 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 Saskatchewan is  $\pm 5.0$  percentage points, 19 times out of 20.

This study was commissioned by Uber Canada.

# Awareness of ridesharing companies

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.



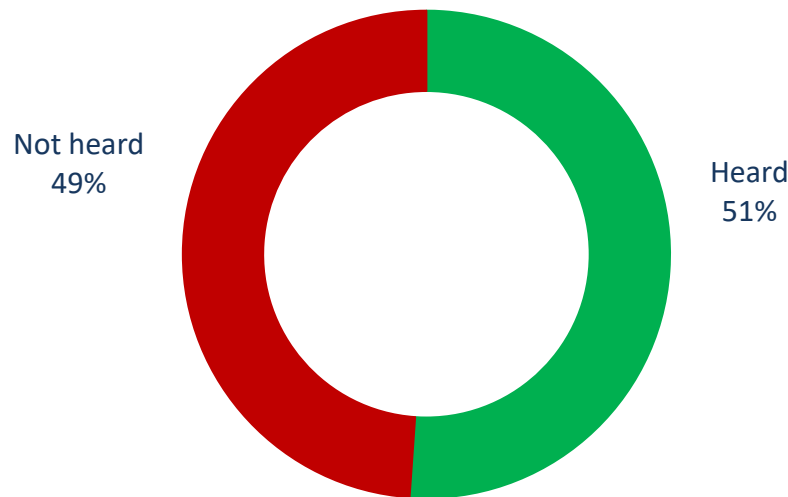
Subgroups	Heard
Male (n=161)	82.8%
Female (n=239)	82.5%
18 to 29 (n=60)	88.4%
30 to 39 (n=57)	80.6%
40 to 49 (n=80)	80.8%
50 to 59 (n=76)	89.6%
60 plus (n=127)	76.3%

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

**QUESTION** – Have you heard or not heard of ridesharing technology companies like UBER and LYFT which have a smartphone apps which connects riders to drivers

# Awareness of legislation to allow ridesharing companies to operate in Saskatchewan

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.



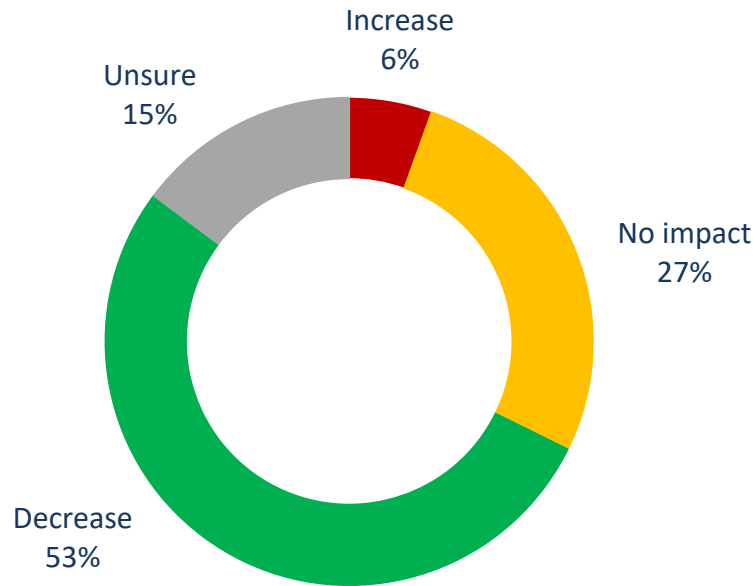
Subgroups	Heard
Male (n=161)	51.4%
Female (n=239)	50.8%
18 to 29 (n=60)	49.9%
30 to 39 (n=57)	47.4%
40 to 49 (n=80)	44.5%
50 to 59 (n=76)	55.4%
60 plus (n=127)	55.1%

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

**QUESTION** – Have you heard or not heard that the provincial government is planning to introduce legislation to allow ridesharing companies like Uber and LYFT to operate in Saskatchewan?

# Impact of ridesharing on impaired drivers

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.



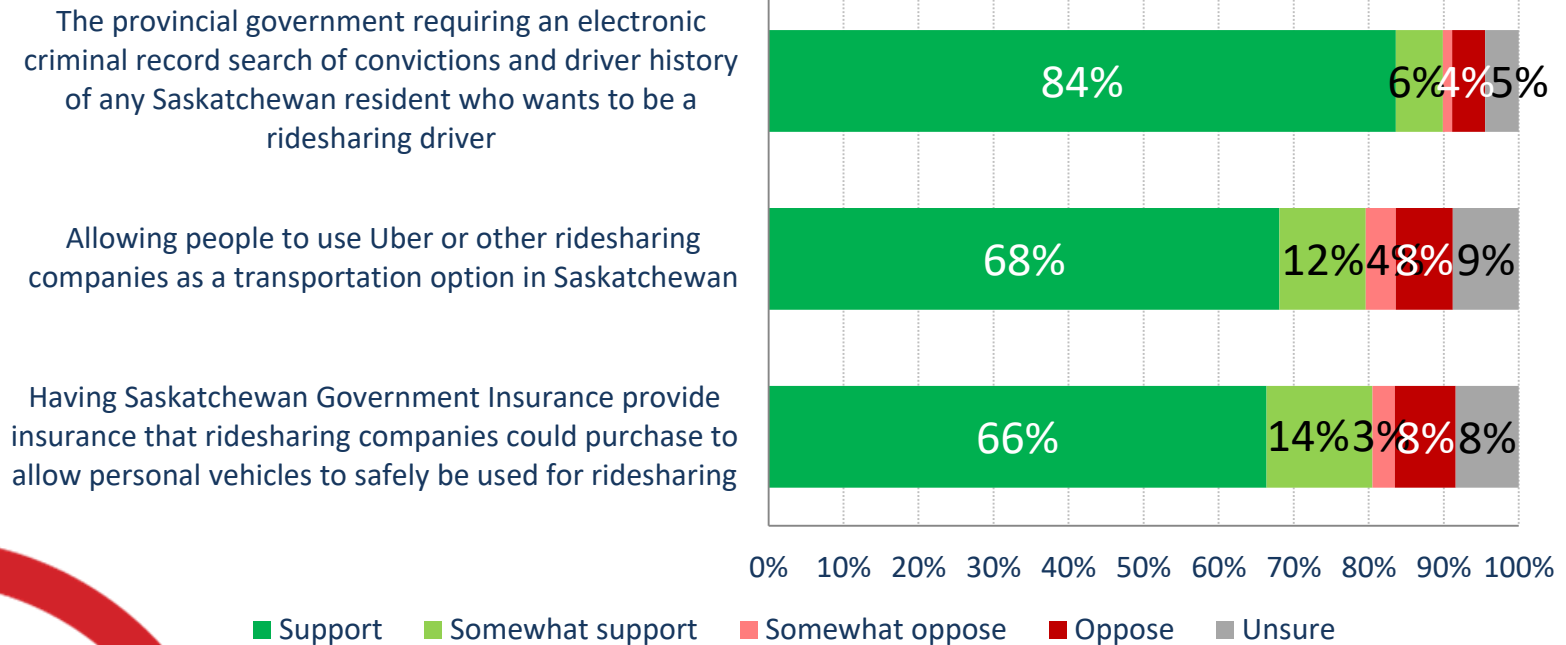
Subgroups	Decrease
Male (n=161)	52.2%
Female (n=239)	53.5%
18 to 29 (n=60)	65.1%
30 to 39 (n=57)	64.7%
40 to 49 (n=80)	49.9%
50 to 59 (n=76)	47.4%
60 plus (n=127)	41.6%

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

**QUESTION** – Do you think that the presence of these ridesharing technology companies in Saskatchewan will increase, have no impact or decrease the number of impaired drivers in Saskatchewan?

# Level of support for Uber initiatives

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.

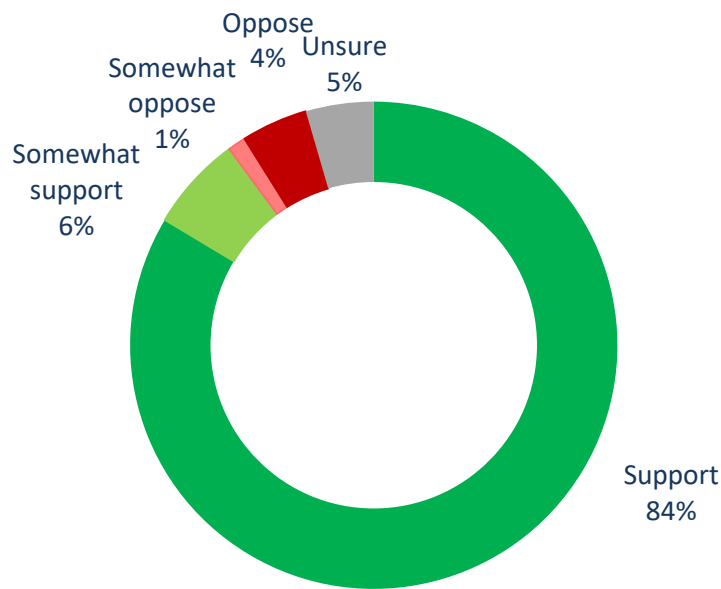


\*Note: Charts may not add up to 100 due to rounding

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

# Level of support for requiring a criminal record search of new ridesharing drivers

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Male (n=161)	88.3%
Female (n=239)	91.5%
18 to 29 (n=60)	88.4%
30 to 39 (n=57)	94.8%
40 to 49 (n=80)	91.9%
50 to 59 (n=76)	94.0%
60 plus (n=127)	84.6%

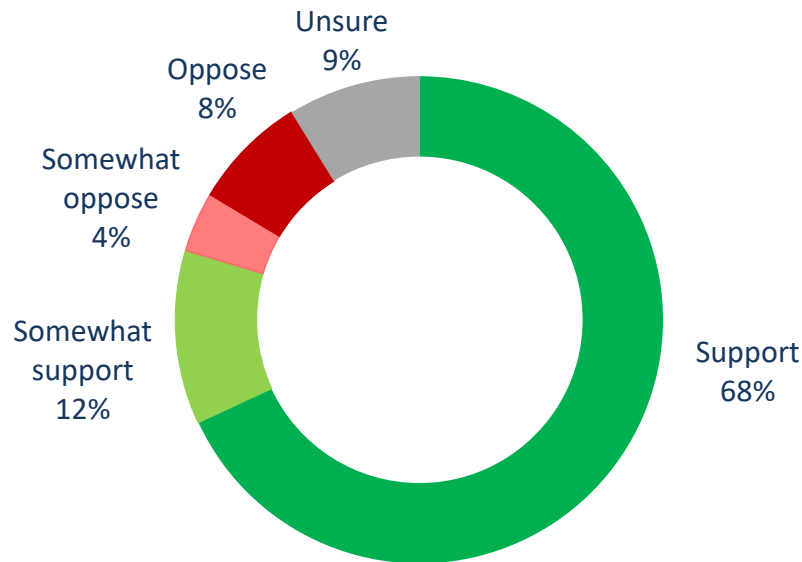
**\*Note:** Charts may not add up to 100 due to rounding

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

The provincial government requiring an electronic criminal record search of convictions and driver history of any Saskatchewan resident who wants to be a ridesharing driver.

# Level of support for allowing use of Uber

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Male (n=161)	79.1%
Female (n=239)	80.1%
18 to 29 (n=60)	86.5%
30 to 39 (n=57)	91.1%
40 to 49 (n=80)	81.1%
50 to 59 (n=76)	70.3%
60 plus (n=127)	72.3%

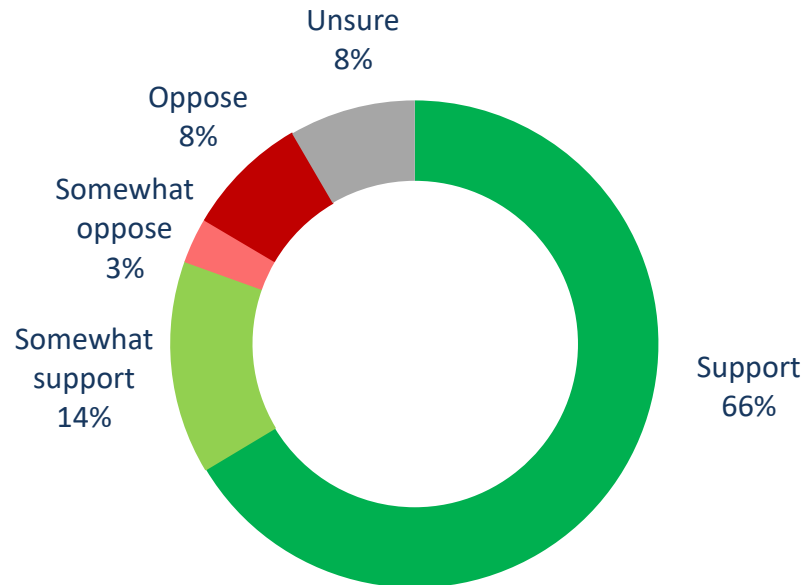
**\*Note:** Charts may not add up to 100 due to rounding

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

**Allowing people to use Uber or other ridesharing companies as a transportation option in Saskatchewan**

# Level of support for providing insurance that ridesharing companies could purchase

Source: Nanos Research, RDD dual frame random telephone survey, November 1<sup>st</sup> to 5<sup>th</sup>, 2017, n=400 residents of Saskatchewan, accurate 5.0 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Male (n=161)	79.2%
Female (n=239)	81.8%
18 to 29 (n=60)	83.0%
30 to 39 (n=57)	91.1%
40 to 49 (n=80)	82.8%
50 to 59 (n=76)	71.8%
60 plus (n=127)	76.4%

**\*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 Saskatchewan Government Insurance provide insurance that ridesharing companies could purchase to allow personal vehicles to safely be use for ridesharing.**



# Methodology

# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) random telephone survey of 400 residents of Saskatchewan, 18 years of age or older, between November 1<sup>st</sup> and 5<sup>th</sup>, 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 Saskatchewan.

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 Saskatchewan is  $\pm 5.0$  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 Saskatchewan. See tables for full weighting disclosure
Final Sample Size	400 Randomly selected residents of Saskatchewan.	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 Saskatchewan.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Saskatchewan.	Estimated Response Rate	Ten percent, consistent with industry norms.
Demographics (Captured)	Saskatchewan; 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	November 1 <sup>st</sup> to 5 <sup>th</sup> , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in English.		

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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## **Nanos Research**

North America Toll-free

1.888.737.5505

[info@nanosresearch.com](mailto:info@nanosresearch.com)



# Tabulations

Confidential



## 2017-1107 – Uber Saskatchewan – STAT SHEET

			Gender			Age				
			Saskatchewan	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			2017-11							
Question 1 - Have you heard or not heard of ridesharing technology companies like UBER and LYFT which have a smartphone apps which connects riders to drivers?	Total	Unwgt N	400	161	239	60	57	80	76	127
		Wgt N	400	196	204	83	71	61	72	113
	Heard	%	82.7	82.8	82.5	88.4	80.6	80.8	89.6	76.3
	Not heard	%	17.3	17.2	17.5	11.6	19.4	19.2	10.4	23.7

			Gender			Age				
			Saskatchewan	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			2017-11							
Question 2 - Have you heard or not heard that the provincial government is planning to introduce legislation to allow ridesharing companies like Uber and LYFT to operate in Saskatchewan?	Total	Unwgt N	400	161	239	60	57	80	76	127
		Wgt N	400	196	204	83	71	61	72	113
	Heard	%	51.1	51.4	50.8	49.9	47.4	44.5	55.4	55.1
	Not heard	%	48.9	48.6	49.2	50.1	52.6	55.5	44.6	44.9

			Gender			Age				
			Saskatchewan	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			2017-11							
Question 3 - Do you think that the presence of these ridesharing technology companies in Saskatchewan will increase, have no impact or decrease the number of impaired drivers in Saskatchewan?	Total	Unwgt N	400	161	239	60	57	80	76	127
		Wgt N	400	196	204	83	71	61	72	113
	Increase	%	5.5	7.1	3.9	4.8	5.3	8.8	5.3	4.4
	No impact	%	26.8	27.9	25.8	16.0	19.5	33.9	35.1	30.3
	Decrease	%	52.9	52.2	53.5	65.1	64.7	49.9	47.4	41.6
	Unsure	%	14.8	12.8	16.7	14.0	10.5	7.4	12.2	23.7

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 400 residents of Saskatchewan, 18 years of age or older, between November 1<sup>st</sup> and 5<sup>th</sup>, 2017. The margin of error for a random survey of 400 residents of Saskatchewan is  $\pm 5.0$  percentage points, 19 times out of 20.

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## 2017-1107 – Uber Saskatchewan – STAT SHEET

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

			Gender			Age				
			Saskatchewan	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			2017-11							
Question 4 - The provincial government requiring an electronic criminal record search of convictions and driver history of any Saskatchewan resident who wants to be a ridesharing driver.	Total	Unwgt N	400	161	239	60	57	80	76	127
		Wgt N	400	196	204	83	71	61	72	113
	Support	%	83.6	78.5	88.5	83.0	91.2	84.8	88.3	75.8
	Somewhat support	%	6.3	9.8	3.0	5.4	3.6	7.1	5.7	8.8
	Somewhat oppose	%	1.2	1.4	1.0	2.0	1.7	.0	1.5	.7
	Oppose	%	4.4	6.3	2.6	5.4	1.8	3.7	4.5	5.7
	Unsure	%	4.5	4.0	4.8	4.3	1.7	4.4	.0	9.1

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

			Gender			Age				
			Saskatchewan	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			2017-11							
Question 5 - Allowing people to use Uber or other ridesharing companies as a transportation option in Saskatchewan.	Total	Unwgt N	400	161	239	60	57	80	76	127
		Wgt N	400	196	204	83	71	61	72	113
	Support	%	68.1	68.8	67.4	82.6	85.9	65.4	55.2	55.9
	Somewhat support	%	11.5	10.3	12.7	3.9	5.2	15.7	15.1	16.4
	Somewhat oppose	%	4.0	4.0	4.0	2.9	1.8	5.4	5.3	4.7
	Oppose	%	7.6	9.5	5.7	3.4	5.3	7.1	12.2	9.4
	Unsure	%	8.8	7.4	10.2	7.2	1.8	6.4	12.2	13.7

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## 2017-1107 – Uber Saskatchewan – STAT SHEET

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

			Gender			Age				
			Saskatchewan	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
			2017-11							
Question 6 - Having Saskatchewan Government Insurance provide insurance that ridesharing companies could purchase to allow personal vehicles to safely be used for ridesharing.	Total	Unwgt N	400	161	239	60	57	80	76	127
		Wgt N	400	196	204	83	71	61	72	113
	Support	%	66.4	65.3	67.5	71.9	80.6	71.7	59.6	55.0
	Somewhat support	%	14.1	13.9	14.3	11.1	10.5	11.1	12.2	21.4
	Somewhat oppose	%	3.0	3.4	2.6	3.9	.0	.0	5.3	4.3
	Oppose	%	8.1	9.1	7.1	5.4	5.3	11.8	14.5	5.6
	Unsure	%	8.4	8.4	8.5	7.7	3.6	5.4	8.3	13.7

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 400 residents of Saskatchewan, 18 years of age or older, between November 1<sup>st</sup> and 5<sup>th</sup>, 2017. The margin of error for a random survey of 400 residents of Saskatchewan is  $\pm 5.0$  percentage points, 19 times out of 20.

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