

Ridesharing Attitude Survey Metro Vancouver January 30 – February 2, 2016 n=900 - Margin of Error \pm 3.3%

Summary:

- Metro Vancouver residents strongly support the sharing economy (**73%**) and ridesharing coming to the region (**76%**)
- **More than 1/3** of those polled know someone who would be interested in driving a ridesharing vehicle if they required additional income
- Metro Vancouver residents want province-wide rules that ensure safety and protection (**87%**) but reflect the differences between ridesharing, limousines and taxi (**80%**)
- Metro Vancouver residents overwhelmingly support (**68%**) provincial politicians and regulators experiencing ridesharing in BC before determining how best to regulate it

Questions & Results:

The sharing economy is an idea that people should be allowed to offer and accept services like ridesharing and temporary home rental through services like Uber, Airbnb and Lyft. This allows drivers and homeowners to earn extra money while giving consumers additional choice and possible savings. Would you say you support or oppose the sharing economy? Would that be strongly or somewhat?

Strongly support	34%
Somewhat support	39%
Somewhat oppose	11%
Strongly oppose	9%
Don't know/refused	7%

Ridesharing services provide safe transportation options in Toronto, Edmonton, Seattle and most major cities across North America and over 360 cities in 67 countries around the world. Would you support, somewhat support, somewhat oppose or strongly oppose allowing these ridesharing service companies to operate in British Columbia?

Strongly support	35%
Somewhat support	41%
Somewhat oppose	10%
Strongly oppose	10%
Don't know/refused	5%

There are over 22,000 Uber drivers across Canada right now. They are able to determine if, when and for how long they want to work in a day or even a year. There are no upfront fees or rent. If ridesharing was clearly legal in BC how likely would you, or someone you know, consider trying driving on occasion if you, or that person, required additional income?

Very likely	12%
Somewhat likely	26%
Unlikely	31%
Never	28%
Not applicable	4%

The BC government has said that ridesharing is inevitable. There are several issues the government will need to consider if they pass ridesharing laws. Do you strongly support, somewhat support, somewhat oppose or strongly oppose each of the following ideas...

Recognizing the differences between limousines, taxis and ridesharing, there should be separate rules for ridesharing that ensure consumer safety and protection, but reflect its unique business model.

Strongly support	44%
Somewhat support	36%
Somewhat oppose	6%
Strongly oppose	8%
Don't know/refused	7%

It is important to have a province wide standard to ensure that people who want to offer ridesharing services do not have a criminal or dangerous driving record.

Strongly support	87%
Somewhat support	7%
Somewhat oppose	2%
Strongly oppose	2%
Don't know/refused	3%

Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree that provincial politicians and regulators should have the opportunity to experience ridesharing in BC before determining how best to regulate it?

Strongly agree	35%
Somewhat agree	33%
Somewhat disagree	13%
Strongly disagree	12%
Don't know/refused	7%

Before today, had you heard of Uber, Lyft both or neither?

Uber	50%
Lyft	0%
Both	40%
Neither	8%
Don't know/refused	2%

So far in 2016, have you taken a taxi, or a service like Uber or Lyft?

Yes - taxi	22%
Yes - Uber/Lyft	2%
Yes - both	2%
No	72%
Don't know/refused	2%