

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Sample Size	2501	2040	461	235	271	179	175	147	139	256	194	211

“Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted to census data. Blank cells indicate zero responses were received. Cells containing “0%” are statistically zero, though at least one response was received.”

U1. How familiar would you say you are with Uber?

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Never heard of it until now	3%	3%	5%	3%	3%	2%	2%	2%	4%	1%	2%	8%
Heard about it but don't know much about it	49%	46%	62%	34%	53%	45%	42%	60%	36%	48%	49%	61%
Know about it/Looked into it	31%	32%	27%	47%	36%	30%	31%	28%	25%	35%	32%	26%
Used Uber	16%	18%	5%	16%	8%	24%	25%	9%	36%	15%	17%	5%

U2. Thinking generally, what is your overall view of Uber?

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Very positive	10%	10%	8%	14%	8%	14%	15%	13%	13%	7%	9%	7%
Mostly positive	40%	41%	35%	43%	44%	46%	40%	36%	47%	41%	36%	27%
Mostly negative	20%	20%	24%	14%	17%	15%	19%	21%	14%	22%	28%	29%
Very negative	7%	8%	5%	13%	6%	6%	6%	2%	7%	6%	8%	12%
Don't know enough to say	23%	22%	29%	15%	25%	18%	20%	28%	19%	24%	18%	25%
Net: Positive	49%	51%	43%	58%	52%	60%	55%	48%	60%	48%	46%	35%
Net: Negative	28%	27%	29%	28%	23%	21%	26%	23%	21%	27%	36%	40%

U3. Regardless of whether or not Uber is currently in your community, do you think Uber should be allowed to operate in your city?

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Yes, definitely	34%	36%	28%	40%	37%	55%	42%	38%	41%	33%	30%	23%
Maybe, under the right circumstances	42%	41%	47%	41%	45%	34%	46%	41%	44%	41%	41%	38%
No - definitely not	14%	15%	11%	12%	12%	6%	6%	8%	8%	15%	20%	26%
Really can't say	9%	8%	14%	6%	7%	5%	6%	13%	7%	11%	9%	13%

U4. Would you say you'd like to see the government...?

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Regulate Uber in the same way that it regulates taxis	66%	67%	65%	69%	64%	52%	63%	58%	66%	68%	70%	71%
Allow Uber to continue operating without the same regulations as taxis	34%	33%	35%	31%	36%	48%	37%	42%	34%	32%	30%	29%

U5. Assuming Uber was permitted to operate in your community, and you weren't breaking any rules, which would you prefer if you were out one night and needed a ride home?

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Call an Uber	29%	30%	24%	35%	25%	35%	36%	28%	35%	27%	29%	21%
Call a taxi	39%	39%	37%	33%	33%	35%	35%	35%	34%	41%	42%	45%
No preference	33%	31%	39%	32%	41%	29%	29%	37%	30%	32%	29%	34%

U6. [Top2box] agreement with statements

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
It's difficult to get a cab when I need one	37%	38%	33%	54%	38%	58%	45%	37%	39%	33%	28%	31%
The Uber versus Taxi debate is meaningless to me because I don't use either service	55%	52%	68%	46%	57%	49%	42%	65%	46%	56%	53%	64%
Cab companies should step up their game to compete with Uber	78%	80%	71%	84%	80%	79%	76%	73%	81%	76%	82%	74%
Cities that don't allow Uber are stifling competition	53%	54%	50%	66%	59%	66%	52%	50%	55%	50%	55%	44%
Uber will make working conditions worse for their own drivers and for taxi drivers	41%	42%	36%	34%	33%	32%	34%	34%	36%	39%	57%	57%
I don't feel comfortable with Uber raising prices during peak hours	71%	72%	66%	66%	68%	71%	68%	62%	71%	72%	76%	70%

U6. [Bottom2box] agreement with statements

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
It's difficult to get a cab when I need one	34%	37%	22%	24%	29%	23%	32%	19%	34%	34%	49%	40%
The Uber versus Taxi debate is meaningless to me because I don't use either service	34%	37%	22%	43%	33%	39%	41%	23%	41%	35%	39%	24%
Cab companies should step up their game to compete with Uber	11%	11%	12%	6%	9%	11%	11%	8%	10%	12%	11%	16%
Cities that don't allow Uber are stifling competition	29%	30%	26%	20%	23%	17%	30%	24%	29%	31%	33%	39%
Uber will make working conditions worse for their own drivers and for taxi drivers	31%	31%	30%	39%	31%	39%	34%	29%	37%	30%	27%	23%
I don't feel comfortable with Uber raising prices during peak hours	16%	16%	16%	24%	16%	15%	19%	18%	20%	14%	14%	14%

U6. Agree with - It's difficult to get a cab when I need one

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Strongly Agree	15%	15%	14%	28%	20%	28%	19%	16%	13%	11%	10%	8%
Moderately Agree	23%	24%	19%	25%	19%	30%	26%	21%	25%	22%	18%	23%
Moderately Disagree	20%	21%	13%	17%	20%	17%	22%	12%	13%	22%	29%	19%
Strongly Disagree	15%	16%	10%	7%	10%	6%	11%	7%	21%	12%	21%	21%
Don't know/Can't say	28%	25%	45%	23%	32%	20%	23%	44%	27%	32%	22%	29%
Top2box	37%	38%	33%	54%	38%	58%	45%	37%	39%	33%	28%	31%
Bottom2box	34%	37%	22%	24%	29%	23%	32%	19%	34%	34%	49%	40%

U6. Agree with - The Uber versus Taxi debate is meaningless to me because I don't use either service

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Strongly Agree	27%	24%	39%	19%	24%	21%	15%	30%	20%	30%	24%	38%
Moderately Agree	28%	28%	29%	27%	33%	28%	27%	35%	26%	26%	29%	26%
Moderately Disagree	19%	20%	12%	26%	22%	18%	27%	13%	23%	18%	17%	13%
Strongly Disagree	16%	17%	10%	18%	12%	21%	14%	10%	19%	17%	23%	12%
Don't know/Can't say	10%	11%	10%	10%	9%	12%	17%	13%	13%	9%	8%	12%
Top2box	55%	52%	68%	46%	57%	49%	42%	65%	46%	56%	53%	64%
Bottom2box	34%	37%	22%	43%	33%	39%	41%	23%	41%	35%	39%	24%

U6. Agree with - Cab companies should step up their game to compete with Uber

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Strongly Agree	42%	44%	38%	55%	42%	44%	37%	37%	45%	38%	48%	43%
Moderately Agree	35%	36%	33%	29%	38%	35%	39%	36%	36%	38%	34%	31%
Moderately Disagree	7%	7%	5%	4%	6%	6%	6%	4%	8%	6%	7%	9%
Strongly Disagree	5%	4%	7%	2%	3%	5%	5%	4%	2%	6%	4%	7%
Don't know/Can't say	11%	9%	18%	10%	11%	10%	13%	19%	9%	12%	7%	10%
Top2box	78%	80%	71%	84%	80%	79%	76%	73%	81%	76%	82%	74%
Bottom2box	11%	11%	12%	6%	9%	11%	11%	8%	10%	12%	11%	16%

U6. Agree with - Cities that don't allow Uber are stifling competition

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Strongly Agree	21%	22%	15%	35%	22%	29%	20%	21%	22%	17%	22%	18%
Moderately Agree	32%	32%	35%	31%	37%	37%	32%	29%	33%	33%	33%	26%
Moderately Disagree	17%	18%	14%	10%	12%	10%	20%	15%	17%	20%	17%	21%
Strongly Disagree	12%	12%	12%	10%	12%	7%	10%	8%	11%	11%	16%	18%
Don't know/Can't say	18%	16%	24%	15%	18%	17%	18%	26%	16%	20%	12%	17%
Top2box	53%	54%	50%	66%	59%	66%	52%	50%	55%	50%	55%	44%
Bottom2box	29%	30%	26%	20%	23%	17%	30%	24%	29%	31%	33%	39%

U6. Agree with - Uber will make working conditions worse for their own drivers and for taxi drivers

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Strongly Agree	17%	17%	16%	17%	11%	9%	13%	10%	12%	13%	27%	30%
Moderately Agree	25%	26%	20%	17%	22%	23%	21%	23%	24%	26%	31%	27%
Moderately Disagree	21%	21%	23%	26%	22%	28%	26%	15%	21%	21%	18%	16%
Strongly Disagree	10%	11%	7%	13%	10%	11%	8%	13%	16%	9%	8%	7%
Don't know/Can't say	28%	26%	34%	27%	36%	29%	32%	38%	27%	31%	16%	20%
Top2box	41%	42%	36%	34%	33%	32%	34%	34%	36%	39%	57%	57%
Bottom2box	31%	31%	30%	39%	31%	39%	34%	29%	37%	30%	27%	23%

U6. Agree with - I don't feel comfortable with Uber raising prices during peak hours

	Total	Urban/Rural		BC		Alberta			Ontario		Quebec	
		Urban	Rural	Vancouver	BC Other	Calgary	Edmonton	AB Other	Toronto	ON Other	Montréal	QC Other
Strongly Agree	49%	50%	47%	45%	46%	49%	45%	39%	39%	53%	61%	56%
Moderately Agree	21%	22%	18%	21%	22%	23%	23%	23%	32%	19%	16%	14%
Moderately Disagree	10%	10%	10%	17%	12%	10%	10%	15%	13%	9%	8%	9%
Strongly Disagree	6%	6%	5%	7%	4%	5%	9%	3%	7%	5%	5%	5%
Don't know/Can't say	13%	12%	18%	10%	16%	13%	13%	19%	9%	14%	10%	16%
Top2box	71%	72%	66%	66%	68%	71%	68%	62%	71%	72%	76%	70%
Bottom2box	16%	16%	16%	24%	16%	15%	19%	18%	20%	14%	14%	14%