



Ridesharing Study

Report • April 2016

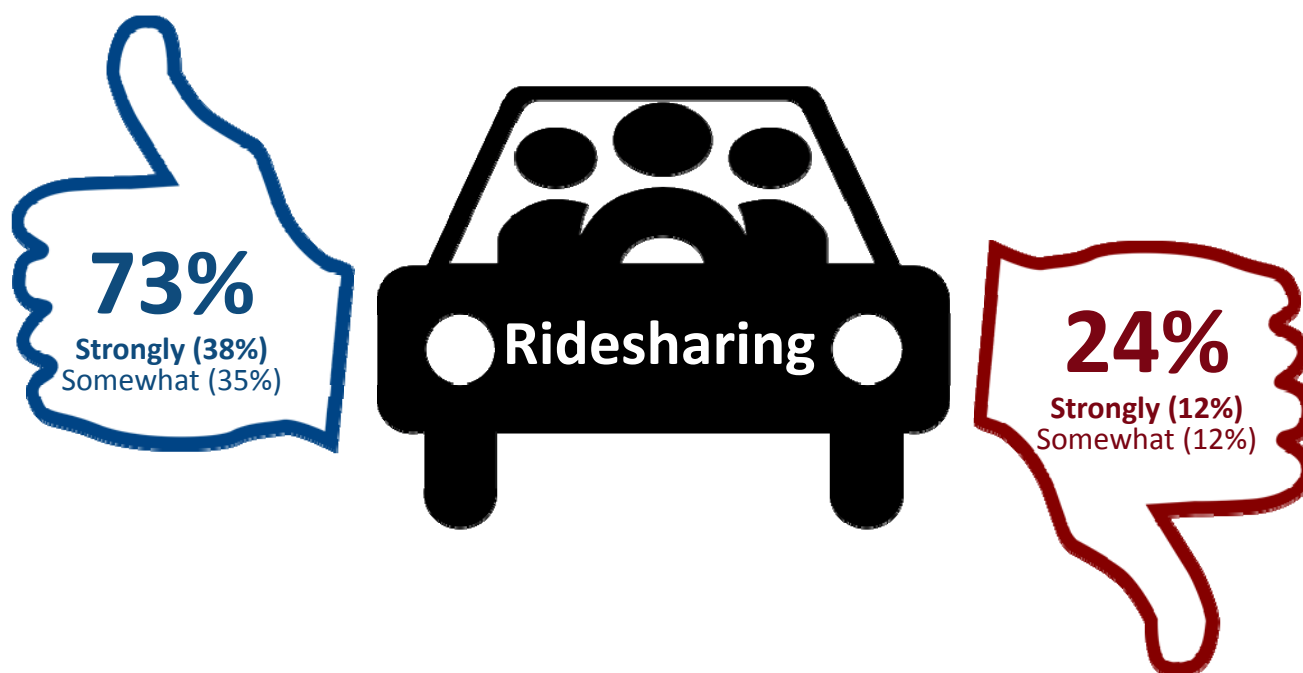
POLLARA 
STRATEGIC INSIGHTS

Methodology

- Between **March 31 and April 10, 2016**, Pollara conducted a survey of **809 Oakville residents** aged 18 years and older through a hybrid telephone and online survey methodology. As a guideline, the **margin of error for a probability sample of this size is $\pm 3.5\%$** , 19 times out of 20.
- The telephone survey component was conducted among a randomly-selected, representative sample of 609 residents. The online survey was conducted among a randomly-selected sample of 200 Oakville residents from among the membership of Canada's largest nationally-representative online research panels.
- To ensure confident and comparable regional analysis of the results, ward-based quotas were enforced, ensuring between 117-155 completed survey interviews per ward.
- The phone and online data were combined and statistically weighted to ensure the gender, age, and ward distribution in the dataset accurately reflected the demographic and geographic characteristics of the entire Town, according to the most recent Census.
- The survey was devoted to measuring cultural activities/consumption and support/opposition to cultural investments. However, at the conclusion of the survey, the following question about ridesharing legislation was asked.

Strong support for ridesharing

- Oakville residents are strongly in support of allowing ridesharing companies such as Uber to operate legally in the city. Supporters (73%) outnumber opponents (24%) three to one. Moreover, support is more than three times as intense (38% strongly) than opposition (12% strongly).
- Support for ridesharing varies between 73% and 75% in all wards *with the exception of ward 2 where only 54% support this measure and 41% oppose it.*
- Support for ridesharing in Oakville is much higher among people under 35 (92%) than people 35 to 54 (69%) or 55 and older (58%). This is the only apparent difference related to demographics.



On a completely unrelated matter, how much would you support or oppose the development of regulations to allow ridesharing companies like Uber to legally operate in Oakville if they choose to? N=528



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