

## **Majority support for online transportation and ride sourcing services in the Maritimes' largest urban communities**

- At least six in ten residents in Halifax, Moncton, Fredericton and Saint John support online transportation and ride sourcing services operating in each of their respective urban communities
- Support for these services is elevated among residents under 55 years of age, as well as those with higher household incomes

**HALIFAX, NS August 28, 2018:** There is majority support for online transportation and ride sourcing services, such as Uber, in each of the four largest urban communities in the Maritimes, according to the most recent Urban Report survey conducted by **Corporate Research Associates Inc. (CRA)**.

Due to licensing and regulation issues, online transportation and ride sourcing services are not currently available in Halifax, Moncton, Fredericton, or Saint John. That said, at least six in ten residents support online transportation and ride sources services in each of their respective urban communities. Specifically, two-thirds of residents in Halifax (67%) and Saint John (66%) support these services operating in their community, while just over six in ten residents in Fredericton (64%) and Moncton (63%) express support in this regard. Of note, support for online transportation and ride sourcing services is elevated among residents under 55 years of age, as well as those with higher household incomes.

“It seems apparent that the public supports online ride sourcing services, such as Uber,” said Don Mills, Chairman and CEO of Corporate Research Associates. “The question is why are such services not currently available to the public in a supposedly free market environment.”

These results are part of the CRA Urban Report, an independent telephone survey of adult residents and consists of 400 Halifax CMA, 400 Saint John CMA, 300 Moncton CMA, and 400 Fredericton CA residents, conducted from July 19 to August 8, 2018, with overall results for each accurate to within  $\pm 4.9$  percentage points for Halifax, Saint John, and Fredericton, and  $\pm 5.7$  percentage points for Moncton, 95 out of 100 times.

Corporate Research Associates (CRA), [www.cra.ca](http://www.cra.ca), is one of Canada’s leading public opinion and market research companies. Founded in 1978, CRA is dedicated to providing clients with state-of-the-art research and strategic consulting services. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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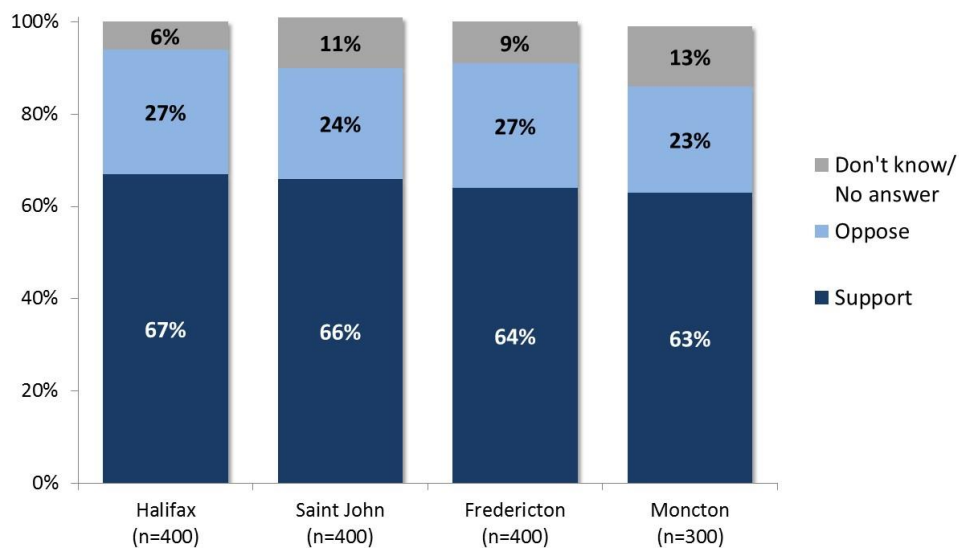
## CRA Urban Report® – Summer 2018

**Sample:** Residents of Halifax CMA (400), Saint John CMA (400), Moncton CMA (300), and Fredericton CA (400)  
18 years plus

**Overall Margin of Sampling Error for each location:** 400 Halifax CMA residents ( $\pm 4.9$  percentage points, 95% confidence level), 400 Saint John CMA residents ( $\pm 4.9$  percentage points), 300 Moncton CMA residents ( $\pm 5.7$  percentage points), and 400 Fredericton CA residents ( $\pm 4.9$  percentage points).

**Interview Dates:** July 19 to August 8, 2018

### Opinion of Online Transportation and Ride Sourcing Services (e.g., Uber) Operating in [Community]



**Question:** As you may know, online transportation and ride sourcing services, such as Uber, are used in various municipalities in Canada. Due to licensing and regulation issues, these services are not currently available in [Community]. All things considered, do you completely support, mostly support, mostly oppose, or completely oppose online transportation and ride sourcing services, such as Uber, operating in [Community]?

**Sample:** Sample: 400 Halifax CMA residents, 400 Fredericton CA residents, 400 Saint John CMA residents, 300 Moncton CMA residents (18 years plus). **Interview Dates:** July 19 to August 8, 2018.

**Overall Margin of Sampling Error:** Halifax, Fredericton and Saint John  $\pm 4.9$  percentage points, 95% confidence level. Moncton  $\pm 5.7$  percentage points, 95% confidence level.