

SATOV

WWW.SATOVCONSULTANTS.COM

Phone: 416.777.9000

250 The Esplanade
Suite 200 Toronto, ON
Canada, M5A 1J2

SATOV

UBER research study

29 September 2015

Research Methodology

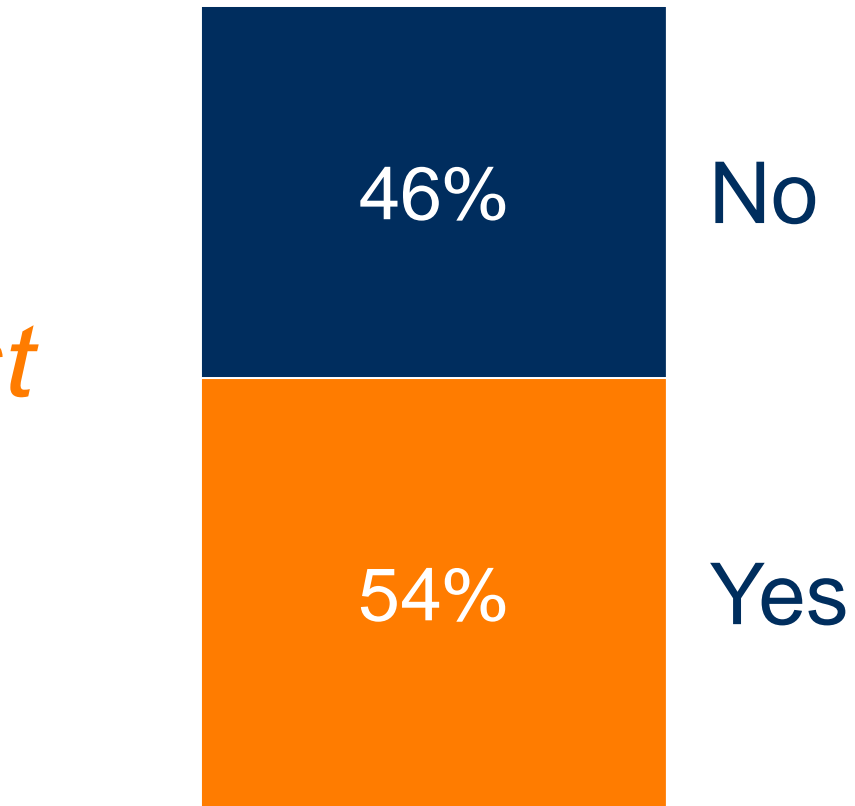
Online survey conducted among UBER and non UBER users across North America

- N = 1,000
 - Note: 2,554 were not included due to not meeting panel restrictions, full quotas, or incomplete surveys
- Cities surveyed: Montreal, Toronto, Edmonton, Dallas, Chicago, Seattle
- Panel restrictions:
 - UBER must be available in their area
 - Respondent can not work for UBER or another taxi company
- Additional quotas:
 - One city cannot make up more than 33% of the survey
 - At least 200 respondents from Toronto
- Survey fielded from August 28 – September 4

| City | Respondents |
|--------------|--------------|
| Montreal | 79 |
| Toronto | 221 |
| Edmonton | 70 |
| Seattle | 146 |
| Dallas | 153 |
| Chicago | 331 |
| Total | 1,000 |

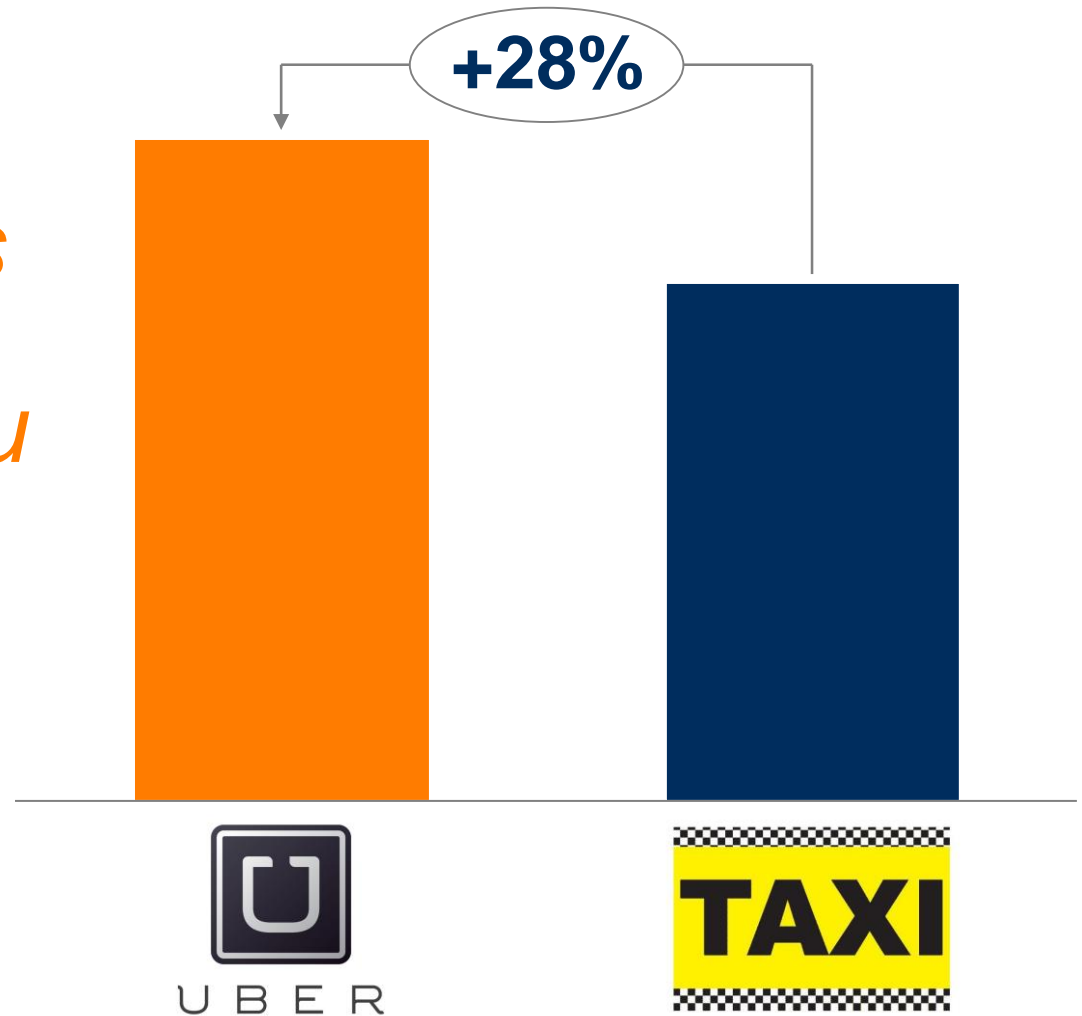
UBER serves more than half of its potential market

Have you used UBER in the past two months?



UBER gets more rides than all taxis combined

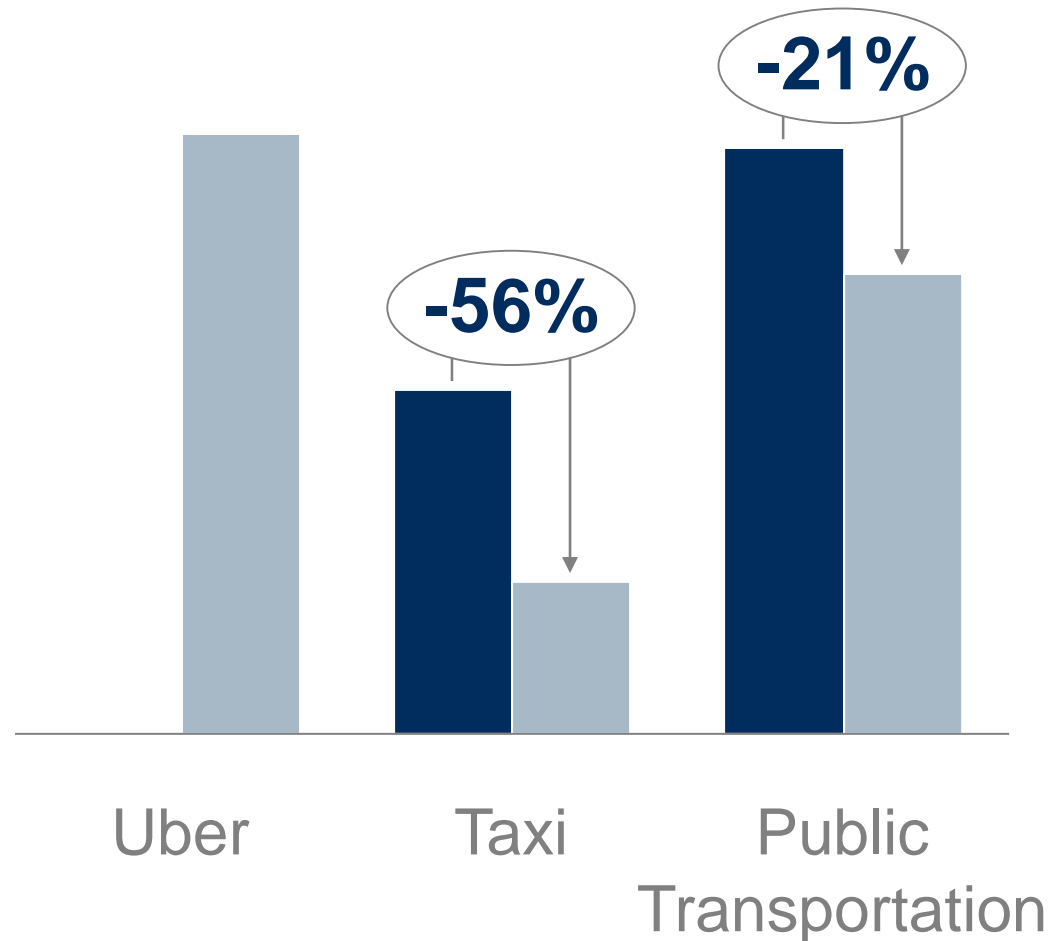
How many times in the past two months have you used....?



UBER has stolen share from public and private rides

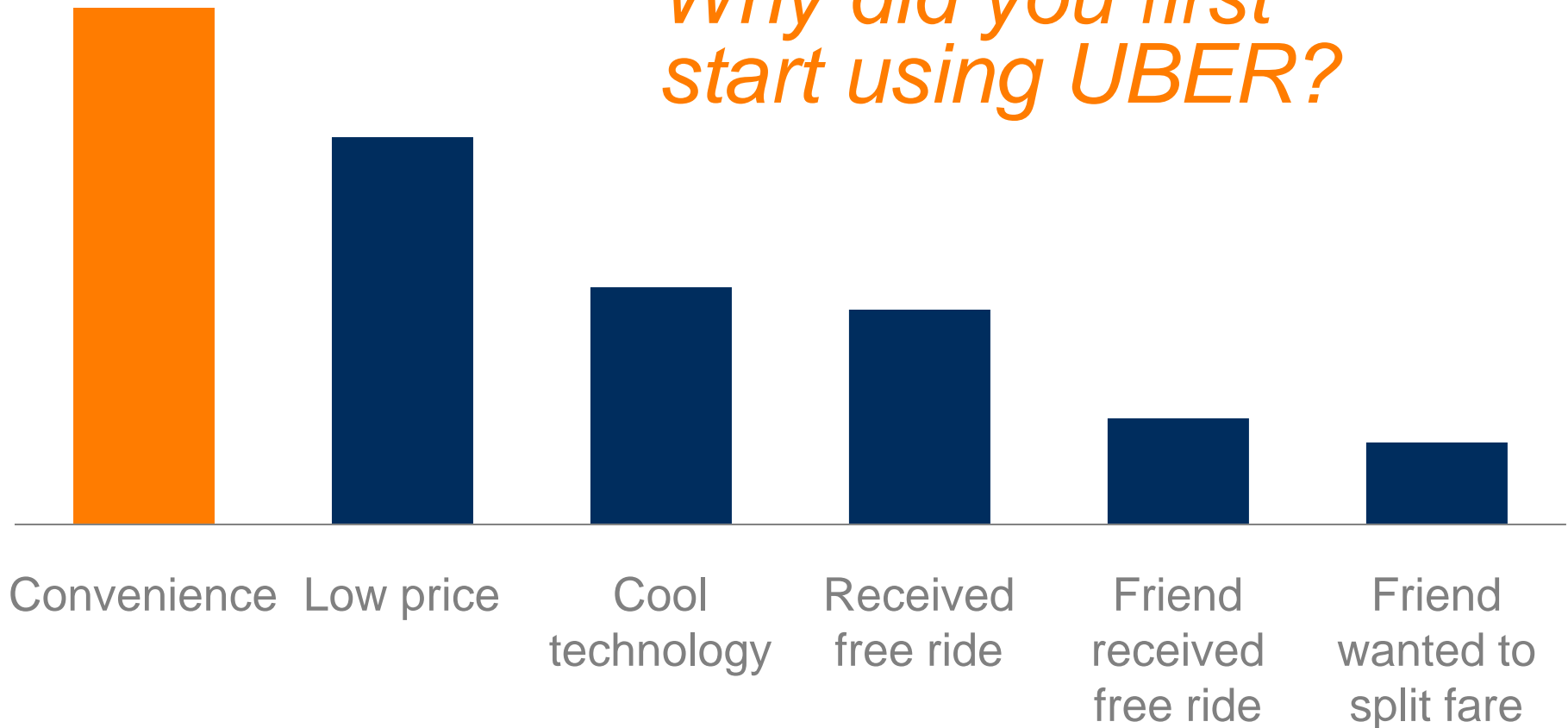
What percentage of the time do you use...?

■ Before UBER
■ After UBER



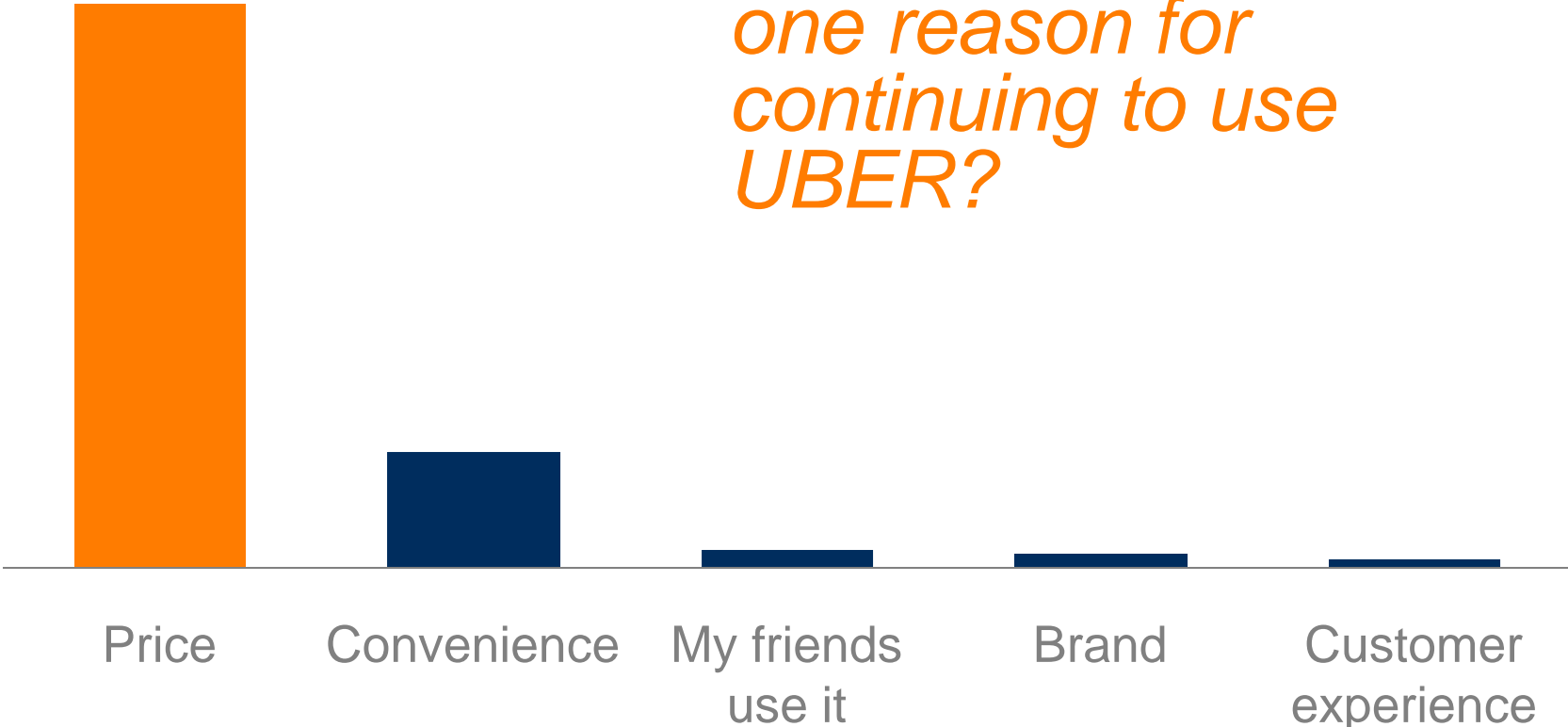
Convenience draws people in

Why did you first start using UBER?



Price drives continued usage

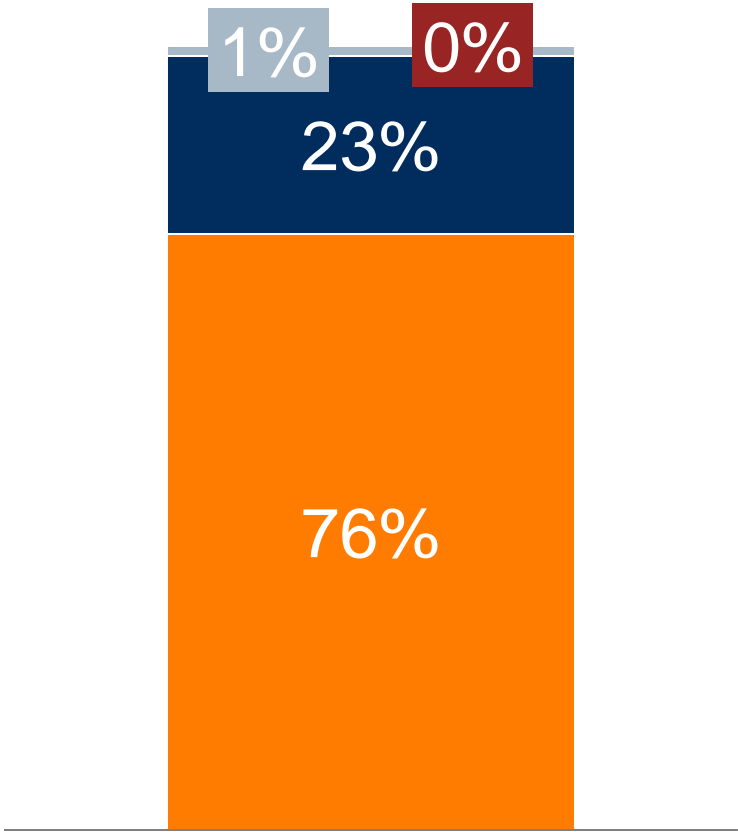
What is your number one reason for continuing to use UBER?



UBER is here to stay

In the next two years what do you expect will happen to your UBER usage?

- Stop completely
- Decrease
- Stay the same
- Increase



Regulation is UBER's friend

What would encourage you to start using UBER?



The old way of getting a taxi is over...

Angry dispatchers



Uncertain wait times



Dirty Cabs



Inconvenient payment



...UBER wins

**Effortless
dispatch**



**Accurate
wait times**



Clean cars



**Automatic
payment**

