



PRESS RELEASE | British Columbia

#### **Methodology:**

Results are based on an online study conducted from October 29 to October 31, 2020, among 800 adults in British Columbia. The data has been statistically weighted according to Canadian census figures for age, gender and region in British Columbia. The margin of error—which measures sample variability—is +/- 3.5 percentage points, nineteen times out of twenty.

**As you may know, ride-hailing services have started operating in British Columbia. From what you have seen, read, heard or experienced, do you support or oppose allowing ride-hailing services to operate in British Columbia?**

Support – 72%  
Oppose – 20%  
Not sure – 8%

#### **Majority of British Columbians Support Ride-Hailing**

While 15% of residents have used the services in the province, the proportion rises to 26% among those aged 18-to-34.

Vancouver, BC [November 6, 2020] – Most residents of British Columbia are satisfied with the presence of ride-hailing services in the province, a new Research Co. poll has found.

In the online survey of a representative provincial sample, 72% of British Columbians support allowing ride-hailing services to operate, while 20% are opposed and 8% are undecided.

British Columbians aged 18-to-34 are more likely to be in favour of ride-hailing in the province (78%) than those aged 35-to-54 (74%) and those aged 55 and over (65%).

On a regional basis, support for ride-hailing operations is highest in the Fraser Valley (79%), followed by Metro Vancouver (76%), Northern BC (68%), Vancouver Island (66%) and Southern BC (62%).

Three-in-four residents of the province who voted for the BC New Democratic Party (NDP) (76%) and the BC Liberals (also 76%) in last month's provincial election hold positive views on ride-hailing companies having a presence in British Columbia, along with 66% of those who cast a ballot for BC Green Party candidates.

Across the province, 15% of British Columbians have used ride-hailing services since they became available earlier this year, including 26% of those aged 18-to-34, 18% of men and 19% of Metro Vancouverites.

More than half of British Columbians who have relied on ride-hailing services in the province say they rate them more favourably than taxis on two features: overall cost (55%) and payment options (55%).

Half of the province's residents who ride-hailed were also satisfied with the cleanliness of the vehicles (50%) and with how long they waited for the vehicle to pick them up (also 50%).

The rating is lower on three other issues. Just over two-in-five British Columbians who used ride-hailing services consider them better than taxis on accountability (44%) and transparency (41%), while slightly fewer feel the same way about the safety of passengers (39%).

"Few British Columbians aged 55 and over (4%) have actually experienced ride-hailing in the province," says Mario Canseco,



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President of Research Co. "However, they are more likely to be satisfied than their younger counterparts on issues such as price (72%) and wait times (73%)."

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**About Research Co.**

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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