



LEGER SURVEY DATA

HARNESSING THE POWER OF THE SHARING ECONOMY

NEXT STEPS FOR ONTARIO

40% of young Ontarians are consumers in the sharing economy – a trend that should grow as they do.

Q1: In the past year, have you been a consumer of services or goods in the so-called ‘sharing economy’ such as Uber, Airbnb, Autoshare, Kickstarter, Zipcar, etc.?

DATA BASED ON REGION

	Total	GTA	Niagara/ Hamilton	South	East	North
WEIGHTED TOTAL	1003	408	96	275	146	77
Unweighted Total	1003	451	110	245	137	60
Yes	20.5%	29.7%	17.0%	13.0%	18.6%	6.3%
No	74.7%	65.1%	79.3%	81.8%	75.8%	92.1%
I don't know / I prefer not to answer	4.9%	5.2%	3.8%	5.2%	5.6%	1.6%

DATA BASED ON AGE

	18-34	35-44	45-54	55-64	65+
WEIGHTED TOTAL	283	204	198	143	176
Unweighted Total	158	188	244	191	222
Yes	40.0%	22.3%	11.3%	9.4%	6.2%
No	54.8%	70.9%	84.4%	85.4%	91.2%
I don't know / I prefer not to answer	5.2%	6.7%	4.3%	5.1%	2.5%

DATA BASED ON GENDER

	Male	Female
WEIGHTED TOTAL	481	522
Unweighted Total	566	437
Yes	22.6%	18.4%
No	73.4%	75.8%
I don't know / I prefer not to answer	3.9%	5.7%



2/3rds of Ontarians believe that the growth of companies in the sharing economy is good for Ontario's economy.

Q2: Please indicate the extent to which you agree or disagree with the following statements: The growth of companies in the so-called "sharing economy" (for example Airbnb, Zipcar, Autosshare, and others) is a good thing for the Ontario economy.

DATA BASED ON REGION

	Total	GTA	Niagara/ Hamilton	South	East	North
WEIGHTED TOTAL	1003	408	96	275	146	77
Unweighted Total	1003	451	110	245	137	60
AGREE	66.8%	73.3%	58.4%	63.7%	70.1%	47.9%
Strongly agree	20.8%	27.3%	14.7%	13.8%	24.9%	11.3%
Somewhat agree	46.1%	46.0%	43.7%	49.9%	45.3%	36.7%
DISAGREE	18.3%	12.5%	26.2%	20.3%	17.9%	32.5%
Somewhat disagree	12.0%	8.1%	17.3%	13.5%	11.5%	21.4%
Strongly disagree	6.3%	4.5%	8.9%	6.8%	6.5%	11.1%
I don't know/I prefer not to answer	14.9%	14.2%	15.3%	16.0%	11.9%	19.6%

DATA BASED ON AGE

	18-34	35-44	45-54	55-64	65+
WEIGHTED TOTAL	283	204	198	143	176
Unweighted Total	158	188	244	191	222
AGREE	76.6%	72.3%	62.2%	59.6%	55.9%
Strongly agree	26.3%	27.3%	15.1%	19.4%	11.9%
Somewhat agree	50.3%	45.0%	47.2%	40.2%	44.0%
DISAGREE	10.1%	15.1%	23.3%	23.4%	25.3%
Somewhat disagree	7.9%	10.1%	14.9%	14.8%	15.0%
Strongly disagree	2.2%	5.1%	8.3%	8.6%	10.3%
I don't know/I prefer not to answer	13.3%	12.6%	14.5%	17.1%	18.7%



2/3rds of Ontarians believe that the growth of companies in the sharing economy is good for Ontario's economy.

Q2 Continued: Please indicate the extent to which you agree or disagree with the following statements: The growth of companies in the so-called "sharing economy" (for example Airbnb, Zipcar, Autosshare, and others) is a good thing for the Ontario economy.

DATA BASED ON GENDER

	Male	Female
WEIGHTED TOTAL	481	522
Unweighted Total	566	437
AGREE	70.3%	63.6%
Strongly agree	22.6%	19.1%
Somewhat agree	47.8%	44.5%
DISAGREE	18.7%	17.9%
Somewhat disagree	11.9%	12.0%
Strongly disagree	6.8%	5.9%
I don't know/I prefer not to answer	11.0%	18.5%



1 in 5 GTA residents have used Uber.

Q3: Have you used Uber?

DATA BASED ON REGION

	Total	GTA	Niagara/ Hamilton	South	East	North
WEIGHTED TOTAL	1003	408	96	275	146	77
Unweighted Total	1003	451	110	245	137	60
Yes	12.2%	20.2%	7.1%	5.3%	12.1%	1.6%
No	85.9%	77.7%	90.6%	93.3%	86.0%	96.8%
I don't know / I prefer not to answer	1.9%	2.2%	2.3%	1.4%	1.9%	1.6%

DATA BASED ON AGE

	18-34	35-44	45-54	55-64	65+
WEIGHTED TOTAL	283	204	198	143	176
Unweighted Total	158	188	244	191	222
Yes	28.5%	11.5%	4.3%	3.1%	3.2%
No	69.9%	85.9%	93.0%	95.4%	95.8%
I don't know / I prefer not to answer	1.6%	2.5%	2.7%	1.5%	1.0%

DATA BASED ON GENDER

	Male	Female
WEIGHTED TOTAL	481	522
Unweighted Total	566	437
Yes	13.9%	10.7%
No	84.6%	87.1%
I don't know / I prefer not to answer	1.5%	2.2%



BUT almost 50% of GTA residents say they are likely to use Uber.

Q4: Regardless of whether or not a service like Uber is available in your area, if it were available, how likely would you be/are you to use such a service?

DATA BASED ON REGION

	Total	GTA	Niagara/ Hamilton	South	East	North
WEIGHTED TOTAL	1003	408	96	275	146	77
Unweighted Total	1003	451	110	245	137	60
LIKELY	38.7%	46.6%	28.5%	30.5%	43.8%	29.4%
Very likely	11.7%	16.1%	6.8%	5.1%	18.8%	4.3%
Somewhat likely	27.1%	30.5%	21.7%	25.4%	25.0%	25.1%
NOT LIKELY	52.3%	46.3%	60.8%	58.8%	48.0%	57.8%
Not very likely	26.1%	25.6%	33.7%	29.2%	21.2%	17.7%
Not at all likely	26.2%	20.7%	27.2%	29.6%	26.8%	40.1%
I don't know / I prefer not to answer	9.0%	7.1%	10.7%	10.6%	8.2%	12.8%

DATA BASED ON AGE

	18-34	35-44	45-54	55-64	65+
WEIGHTED TOTAL	283	204	198	143	176
Unweighted Total	158	188	244	191	222
LIKELY	60.8%	42.7%	30.7%	22.0%	21.2%
Very likely	18.9%	12.8%	6.7%	8.0%	7.3%
Somewhat likely	41.9%	30.0%	23.9%	14.0%	13.9%
NOT LIKELY	32.6%	45.6%	58.4%	71.1%	69.4%
Not very likely	20.2%	26.7%	27.6%	27.5%	32.2%
Not at all likely	12.4%	18.9%	30.8%	43.7%	37.2%
I don't know / I prefer not to answer	6.6%	11.7%	11.0%	6.8%	9.4%



BUT almost **50% of GTA residents** say they are likely to use Uber.

Q4 continued: Regardless of whether or not a service like Uber is available in your area, if it were available, how likely would you be/are you to use such a service?

DATA BASED ON GENDER

	Male	Female
WEIGHTED TOTAL	481	522
Unweighted Total	566	437
LIKELY	44.0%	33.8%
Very likely	13.1%	10.3%
Somewhat likely	30.9%	23.5%
NOT LIKELY	50.4%	54.0%
Not very likely	26.3%	25.9%
Not at all likely	24.1%	28.1%
I don't know / I prefer not to answer	5.6%	12.2%



AND only **1 in 5 Ontarians** believe Uber should be banned from operating in Ontario.

Q5: Please indicate the extent to which you agree or disagree with the following statements: Consumers of car-sharing and home-sharing services should have the same protection as consumers
Municipal governments should ban Uber, the car-sharing app, from operating in Ontario cities.

DATA BASED ON REGION

	Total	GTA	Niagara/ Hamilton	South	East	North
WEIGHTED TOTAL	1003	408	96	275	146	77
Unweighted Total	1003	451	110	245	137	60
AGREE	21.7%	22.7%	26.1%	20.7%	15.7%	25.6%
Strongly agree	8.6%	10.0%	7.5%	7.5%	9.2%	5.6%
Somewhat agree	13.1%	12.8%	18.6%	13.2%	6.5%	20.1%
DISAGREE	62.7%	63.5%	53.5%	63.3%	69.4%	54.8%
Somewhat disagree	30.6%	30.7%	31.8%	33.3%	25.2%	29.8%
Strongly disagree	32.1%	32.9%	21.7%	30.0%	44.2%	25.1%
I don't know/I prefer not to answer	15.6%	13.7%	20.4%	16.0%	14.9%	19.5%

DATA BASED ON AGE

	18-34	35-44	45-54	55-64	65+
WEIGHTED TOTAL	283	204	198	143	176
Unweighted Total	158	188	244	191	222
AGREE	19.0%	19.2%	24.0%	23.9%	24.5%
Strongly agree	7.6%	6.6%	10.5%	7.8%	11.1%
Somewhat agree	11.4%	12.6%	13.5%	16.1%	13.4%
DISAGREE	65.1%	67.7%	59.4%	60.0%	59.0%
Somewhat disagree	28.5%	34.0%	30.4%	30.8%	30.5%
Strongly disagree	36.7%	33.7%	29.0%	29.2%	28.6%
I don't know/I prefer not to answer	15.9%	13.2%	16.6%	16.1%	16.5%



AND only **1 in 5 Ontarians** believe Uber should be banned from operating in Ontario.

Q5 continued: Please indicate the extent to which you agree or disagree with the following statements: Consumers of car-sharing and home-sharing services should have the same protection as consumers
Municipal governments should ban Uber, the car-sharing app, from operating in Ontario cities.

DATA BASED ON GENDER

	Male	Female
WEIGHTED TOTAL	481	522
Unweighted Total	566	437
AGREE	25.8%	17.9%
Strongly agree	11.4%	6.0%
Somewhat agree	14.3%	12.0%
DISAGREE	64.6%	60.9%
Somewhat disagree	28.8%	32.3%
Strongly disagree	35.8%	28.6%
I don't know/I prefer not to answer	9.6%	21.1%

Leger Survey of 1003 Ontarians, completed online between August 3 and August 6, 2015 using Leger's online panel, LegerWeb. The margin of error is +/-3.0%, 19 times out of 20.