



Majority of Global Citizens (63%) Agree That Ride Sharing Services Should Be Regulated Like Taxis

More Than Four in Ten (43%) Would Choose a Ride Sharing Service Over Traditional Taxi Cabs

Toronto, Ontario, August 24, 2017 — A new Ipsos poll for the Centre for International Governance Innovation (CIGI) has found that a majority of global citizens believe ride sharing services should be regulated similarly to the way that traditional taxis are regulated.

Ride sharing services have changed the transportation game, prompting a heated public discussion about if and how, companies like Uber or Lyft should be regulated. More than two in ten (24%) disagree (7% strongly/17% somewhat), and a further 12% say there are no services like Uber where they live. Support for regulating ride-sharing services is strongest in Egypt, where 84% agree (49% strongly/35% somewhat), followed by China (82%), India (82%), Great Britain (78%), Hong Kong (China) (76%), Indonesia (71%), Australia (71%), Canada (69%), the United States (67%), Brazil (65%), Mexico (65%), South Africa (64%), South Korea (61%), Sweden (59%), France (57%), Turkey (57%), Italy (52%), Germany (48%), Poland (39%), and Japan (28%).

Choosing Ride-Sharing Over Taxis

The poll also revealed more than four in ten global citizens (43%) would likely (19% very/24% somewhat) use a ride sharing program like Uber, Lyft or Didi over a normal taxicab at some point in the next year. Nearly as many (42%) say they're not likely to use a ride sharing program (21% not at all/21% not very), and 14% say these services aren't available where they live.

People living in emerging economies such as Brazil, India and China (70%; 37% very/33% somewhat), Latin America (63%; 36% very/27% somewhat) and the Middle East/Africa (58%; 31% very/28% somewhat) regions are the most likely to use a ride sharing program in the next year.

Indonesia (86%) tops the list when it comes to likelihood to use ride sharing in place of a normal taxi cab, followed by India (77%), Egypt (75%), China (71%), Mexico (65%), Brazil (61%), South Africa (57%), Hong Kong (China) (54%), Turkey (43%), the United States (38%), Australia (36%), South Korea (31%), Poland (29%), France (27%), Canada (25%), Sweden (23%), Germany (21%), Great Britain (20%), Italy (19%), and Japan (11%).

These are some of the findings of an Ipsos poll conducted between December 23, 2016, and March 21, 2017, on behalf of the Centre for International Governance Innovations (CIGI). The survey was conducted in 24 economies—Australia, Brazil, Canada, China, Egypt, France, Germany, Hong Kong (China), India, Indonesia, Italy, Japan, Kenya, Mexico, Nigeria, Pakistan, Poland, Republic of Korea, South Africa, Sweden, Tunisia, Turkey, United Kingdom and the United States – and involved 24,255 Internet users. Twenty of the economies utilized the Ipsos Internet panel system while Tunisia was conducted via Ipsos Computer-Aided Telephone Interviewing (CATI), and Kenya, Nigeria and Pakistan utilized face-to-face interviewing. Respondents were aged 18-64 in the US and Canada, and 16-64 in all other economies. Approximately 1,000+ individuals were surveyed in each economy and are weighted to



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match the online population in each economy surveyed. The precision of Ipsos online polls is measured using a credibility interval. In this case, a poll of 1,000 is accurate to within +/- 3.5 percentage points. For those surveys conducted by CATI, the margin of error accuracy is +/- 3.1. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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For full tabular results, please visit our website at www.ipsos-na.com.
News Releases are available at: <http://www.ipsos-na.com/news-polls/>

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