

Poll of Florida Consumers' Views on Uber in Major Metro Areas

February 2014

- Sample Size: n=3,024 TOTAL
- Area: Duval: n=500
Central: n=760
Tampa-St. Pete: n=804
South Florida: n=960
- Interview Method: Telephone: mix landline and cell
- Eligibility: Adults 21+
- Margin of Error: Total: 1.8% Tampa-St. Pete: 3.5%
Duval: 4.4% South Florida: 3.2%
Central: 3.6%
- Interview Dates: January 7-February 13, 2014

TABLE 1: Uber Eligible – Only 43% to 52% in any metro Florida market are eligible to use Uber (have both Smartphone and credit card).

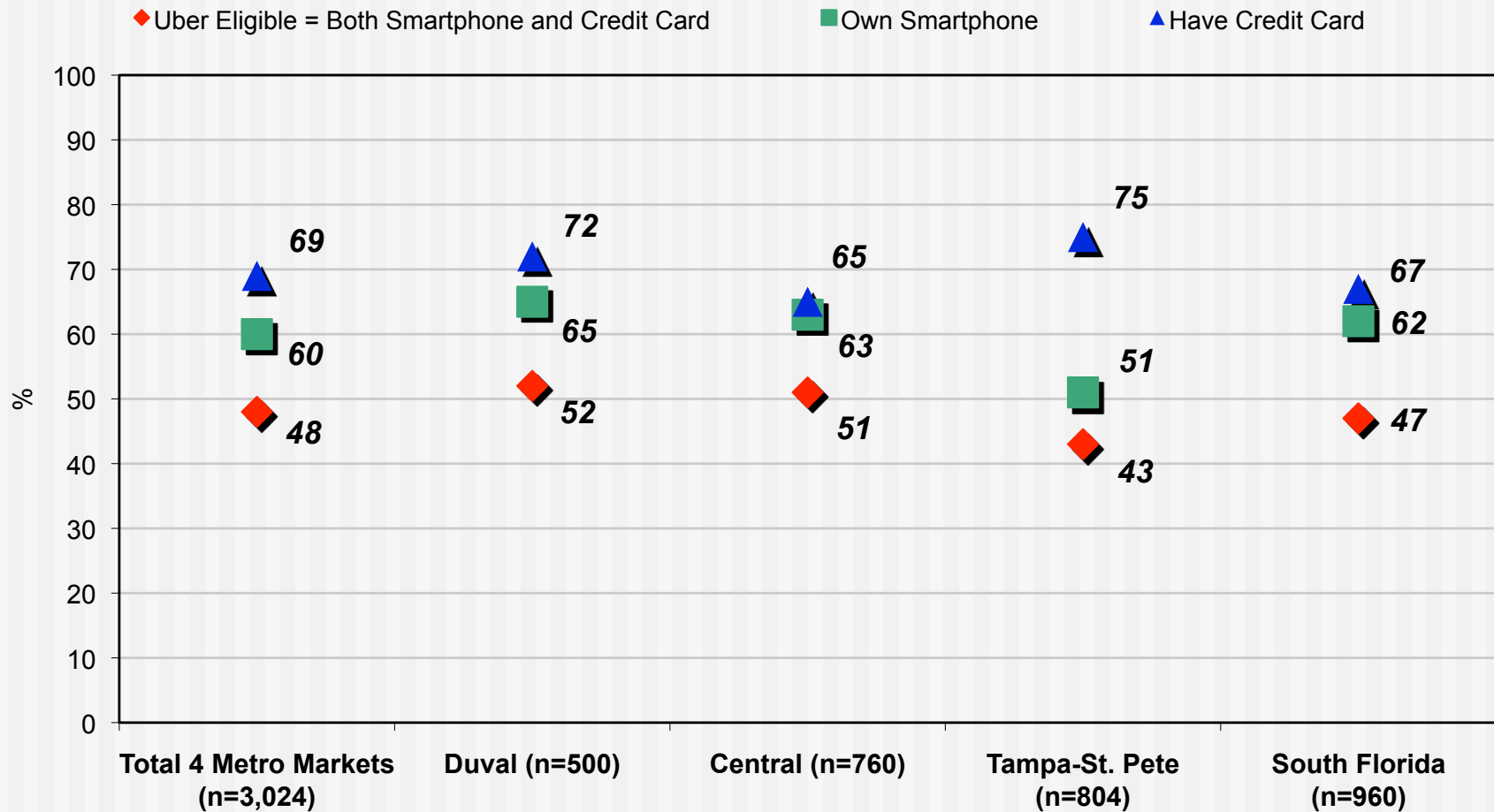


TABLE 2: Uber Eligible: By Demographics – DUVAL – Higher Uber ineligible are low income, seniors – especially senior women, Hispanics, and African Americans.

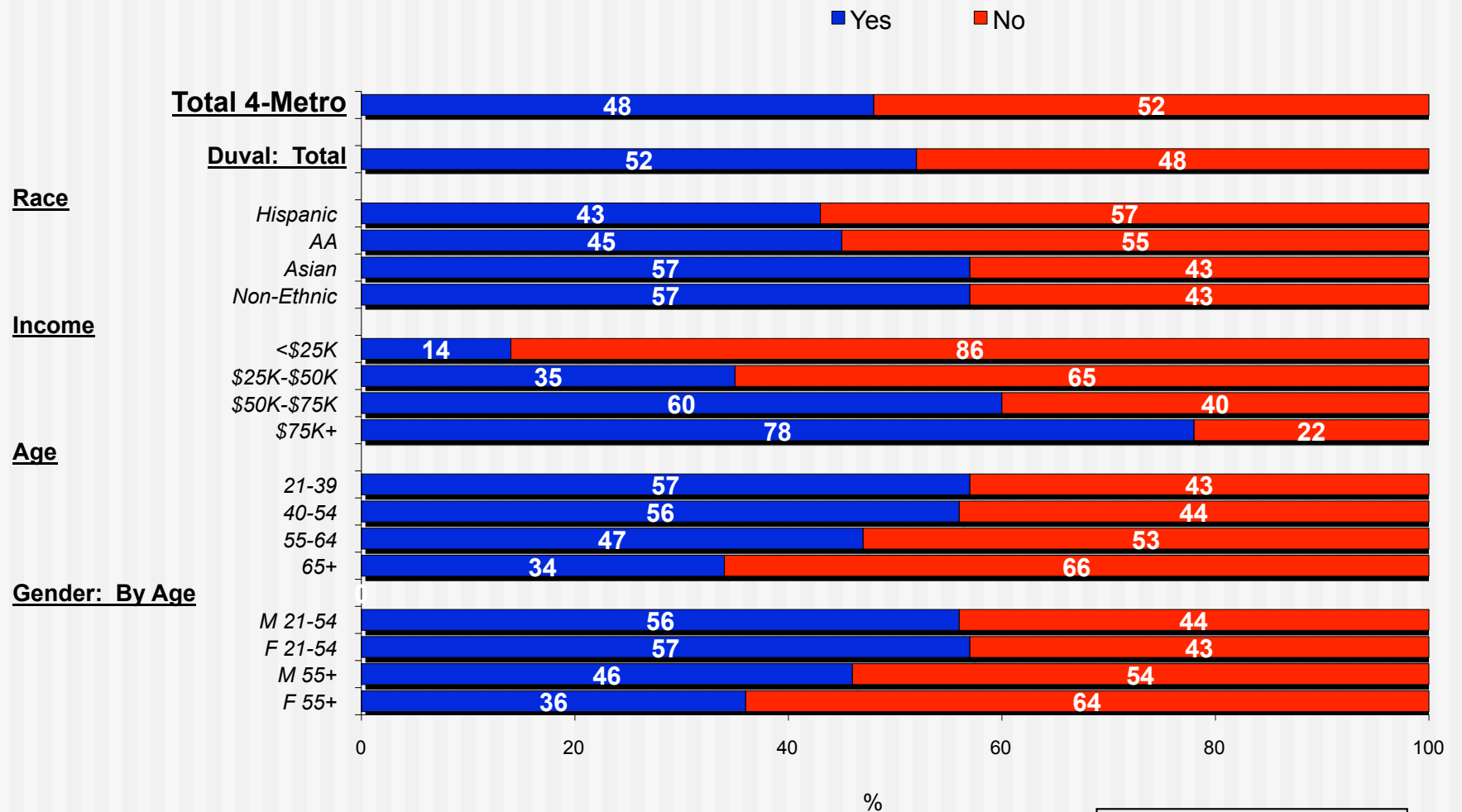


TABLE 3: Uber Eligible: By Demographics – CENTRAL – Higher Uber ineligible are low income, seniors – especially senior women, Hispanics, and African Americans.

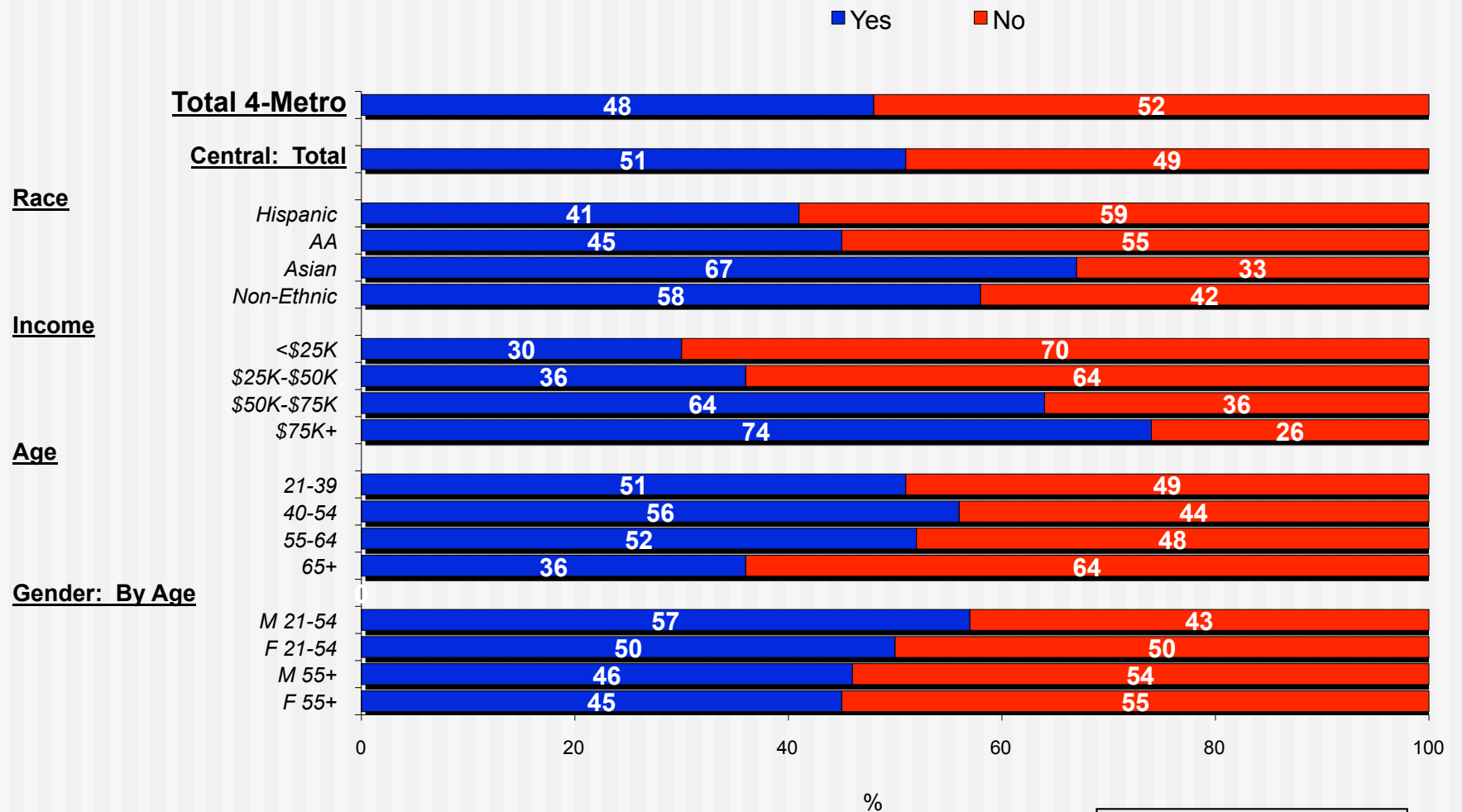


TABLE 4: Uber Eligible: By Demographics – TAMPA-ST. PETE – Higher Uber ineligible are low income, seniors – especially senior women, Hispanics, and African Americans.

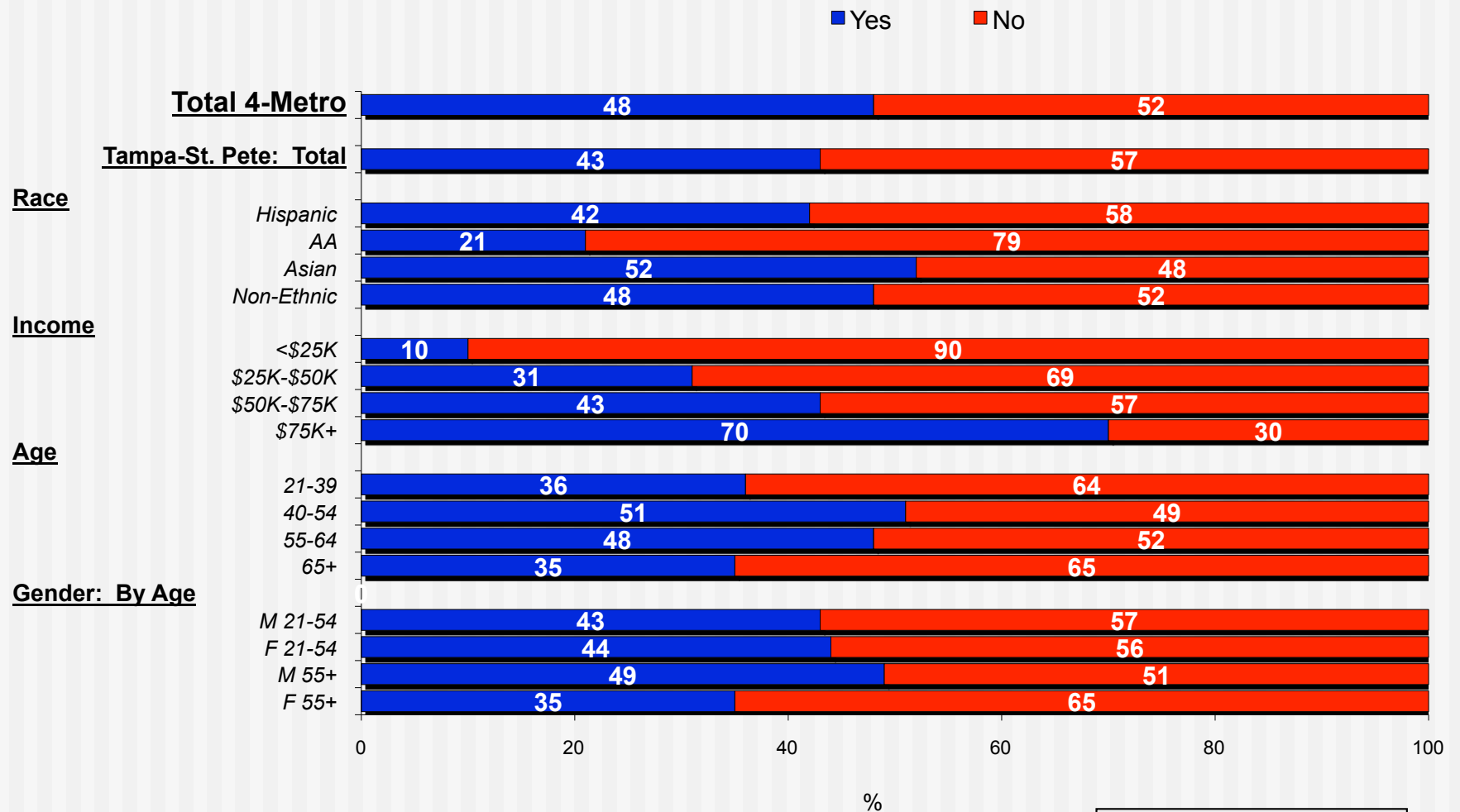


TABLE 5: Uber Eligible: By Demographics – SOUTH FLORIDA – Higher Uber ineligible are low income, seniors – especially senior women, Hispanics, and African Americans.

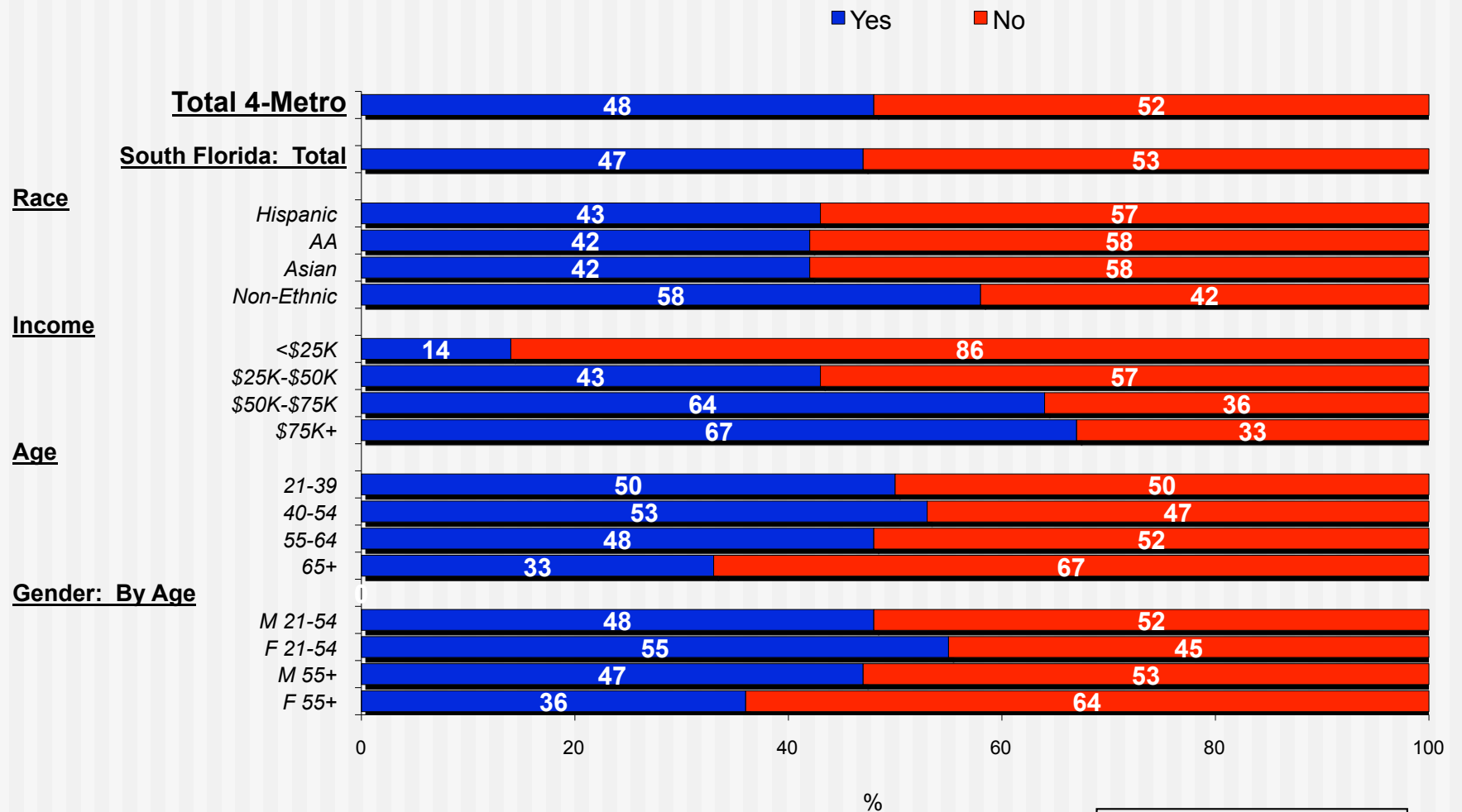


TABLE 6: Opinion of Uber (Informed) – Sounds like good idea to around two-thirds in all markets.

Earlier, I asked about Uber. Here is a short detailed explanation of how it works.

Uber is an on-demand car service operating in many U.S. cities today. To use Uber, customers must download an Uber app to their Smartphone and enter their credit card information. Then, they use their Smartphone to contact Uber when they want a ride. This communicates the passenger's location to a black-car service driver.

The driver then confirms pick-up, provides a ride to the passenger's destination, and then passenger's credit card is billed for payment on the next month's statement.

Hearing this, what is your opinion of Uber -- very positive, somewhat positive, somewhat negative, or very negative?

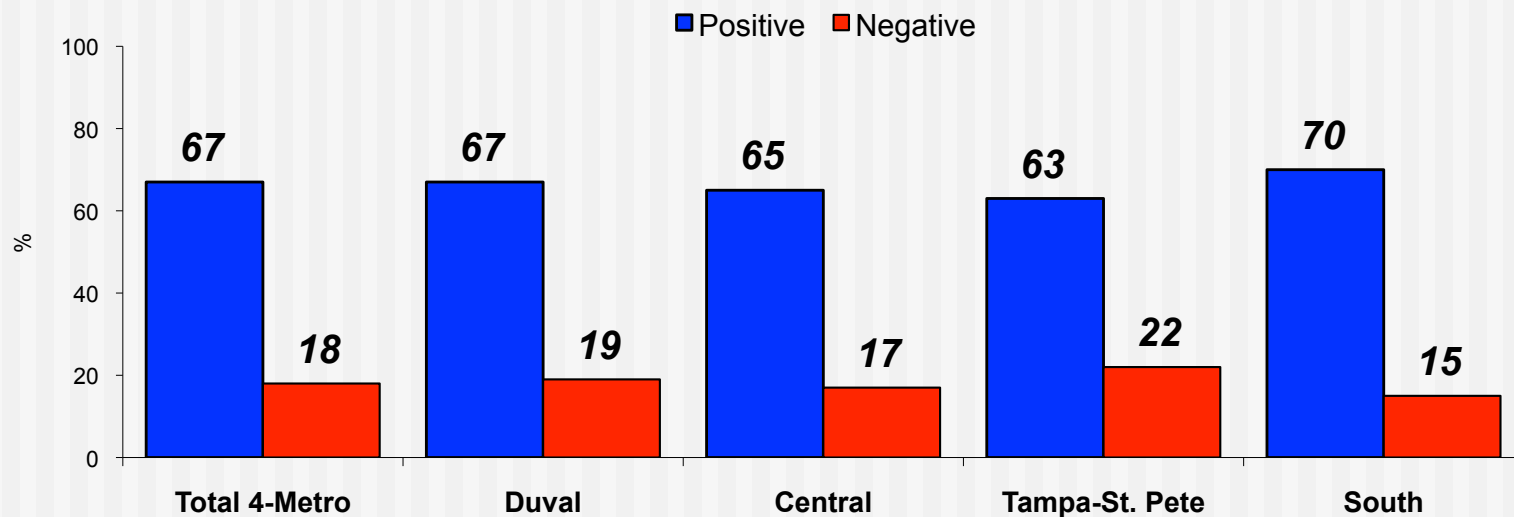
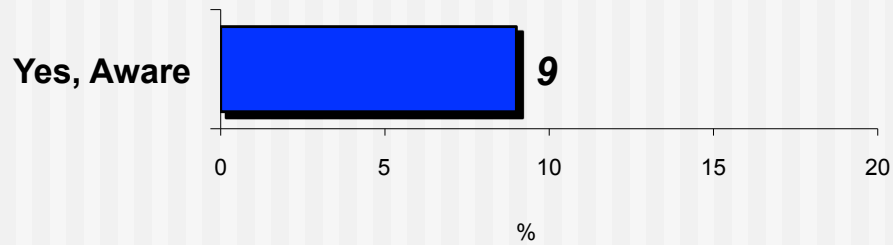


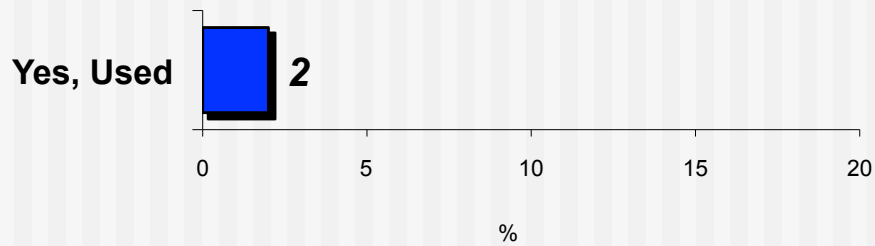
TABLE 7: Actual Awareness and Experience with Uber – Less than one-in-ten know of Uber; few have ever used it.

Aware: Have you ever heard of a service called “Uber”?



<u>Duval</u>	<u>Central</u>	<u>T/SP</u>	<u>South</u>
%	%	%	%
16	10	8	7

Used: Have you ever used “Uber”?



<u>Duval</u>	<u>Central</u>	<u>T/SP</u>	<u>South</u>
%	%	%	%
1	2	2	2

TABLE 8: Support for Uber Regulation Across Florida’s Four Major Metro Markets –
Two-thirds or more support each of six (6) regulations on Uber; 93% support requiring Uber to carry liability insurance.

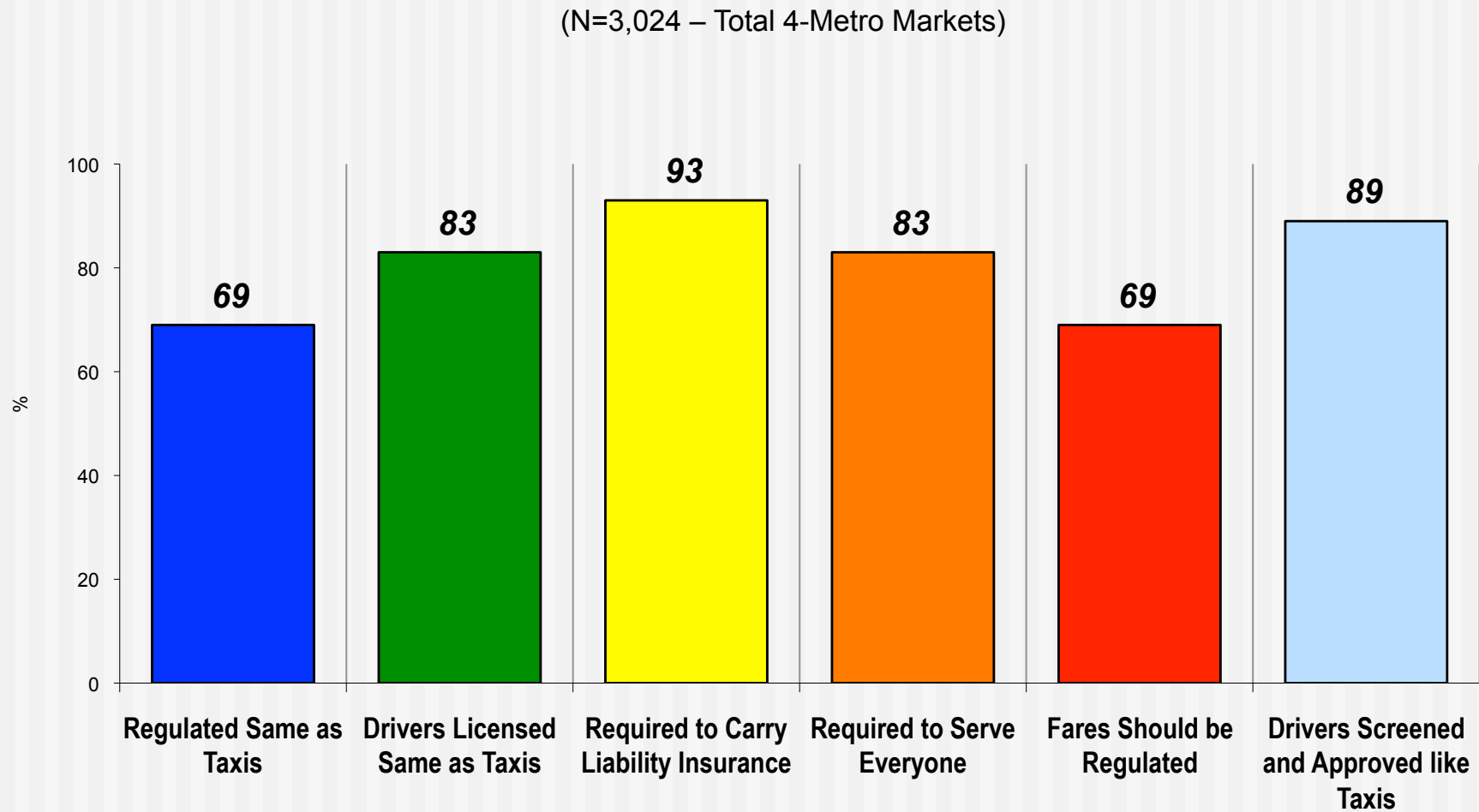


TABLE 9: Require Uber to Carry Liability Insurance – More than nine-in-ten in each market want Uber to carry liability coverage.

Uber charges your credit card, chooses your driver and dispatches your car, but does not provide any liability insurance for damage or injury if there is an accident. Do you think Uber should be required to carry insurance like taxis and other transportation companies are required to have?

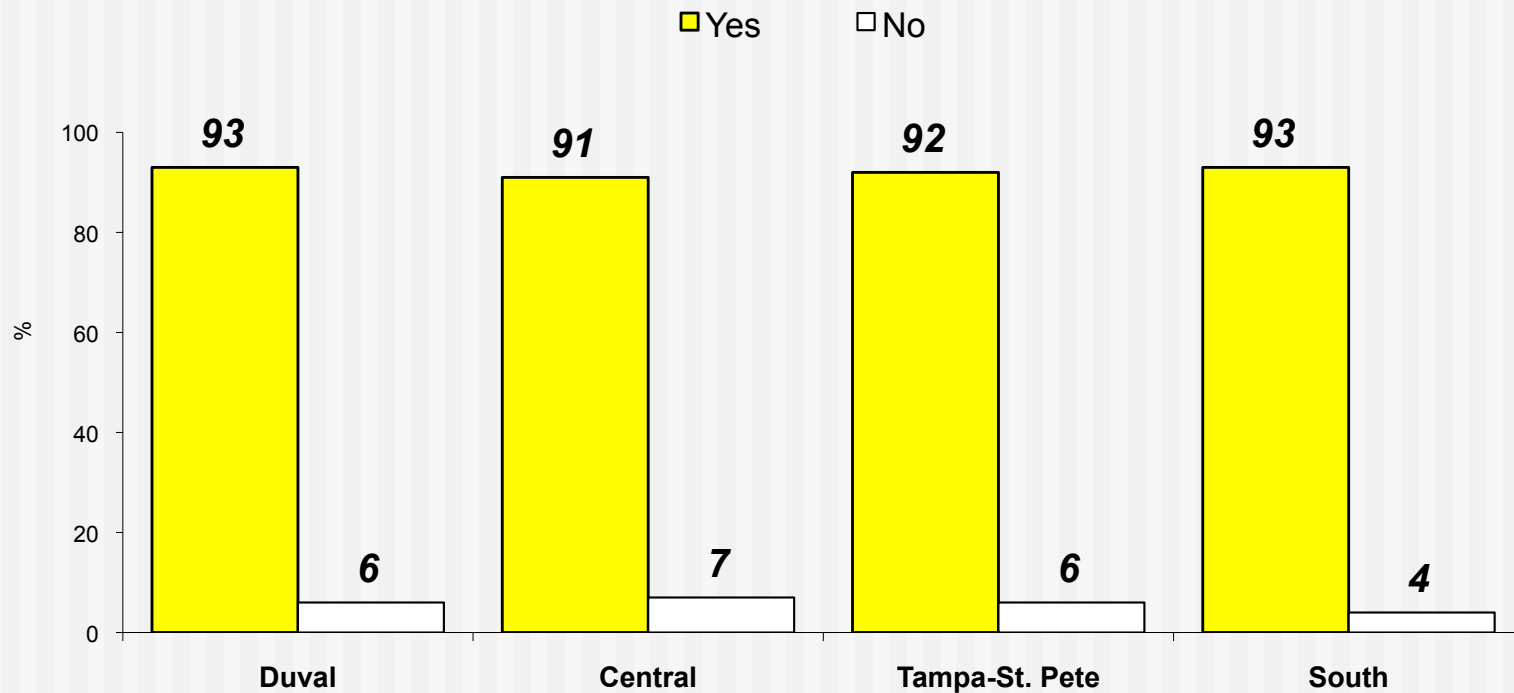


TABLE 10: Background Check Screen and Approve Uber Drivers – Between 88% and 90% in each market want Uber drivers licensed and screened with background checks same as regulated taxi drivers.

There is no restriction, background check, or control over who Uber contracts with to be a, quote, black-sedan driver; taxi drivers must be specially licensed and screened by the local government. Do you think Uber drivers should be screened and approved by the same process as taxi drivers?

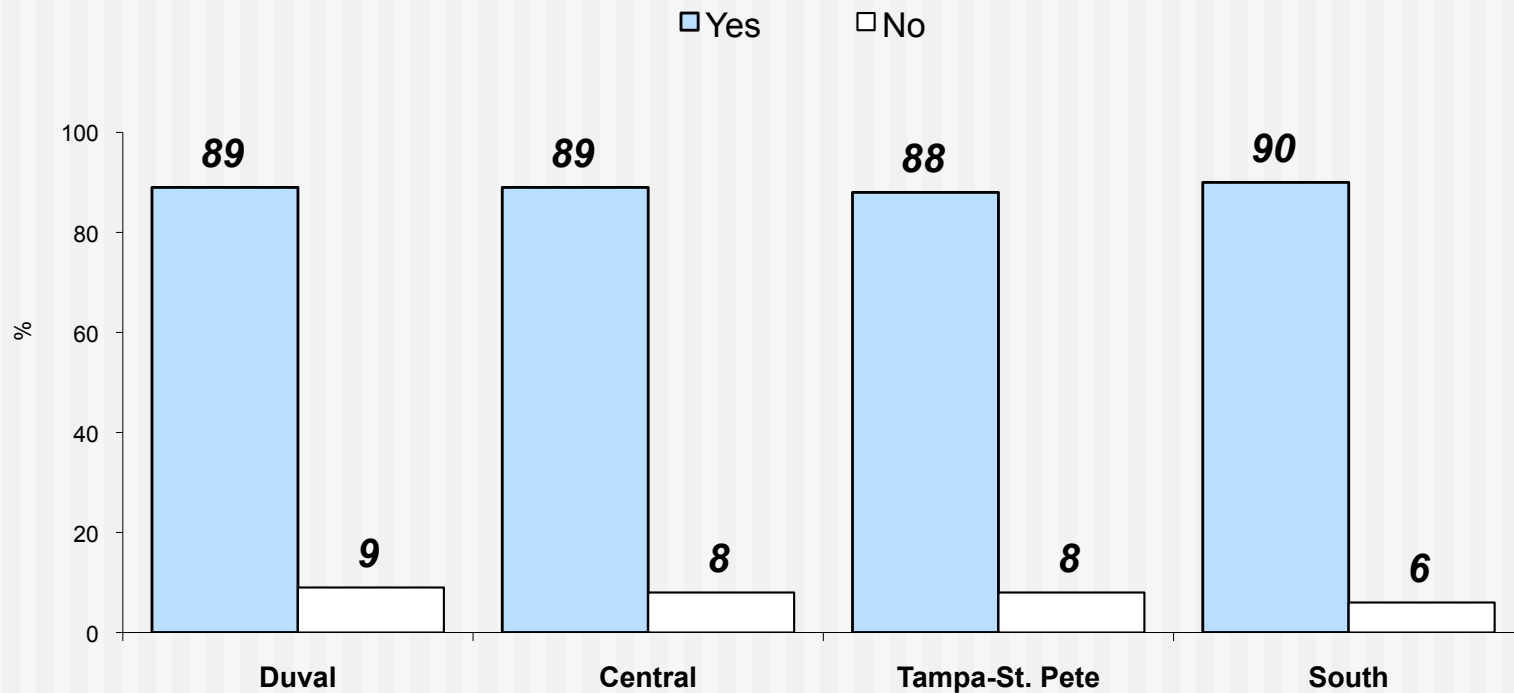


TABLE 11: Require Uber Drivers to be Licensed Like Taxis – Between 81% and 84% in each market want Uber drivers licensed the same as regulated taxi drivers.

Uber drivers do not have to be licensed; taxi drivers must have special licenses to operate. Do you think Uber drivers should be required to be licensed the same as taxi drivers?

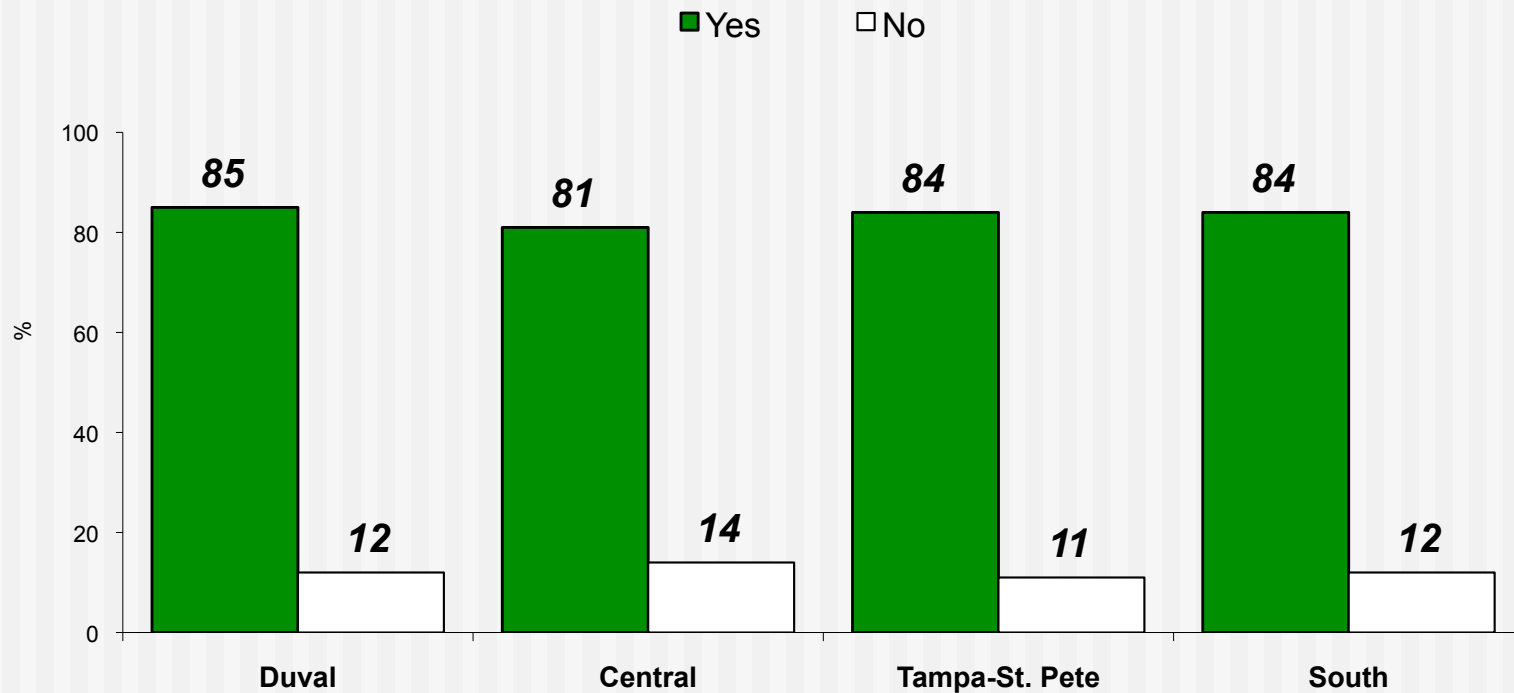


TABLE 12: Require Uber to Serve Everyone – Between 79% and 86% in every market want Uber to be required to serve all customers with no discrimination.

Uber is free to choose who they serve with no regulations against any form of discrimination; taxis are required to serve all customers who request service with no discrimination. Do you think Uber should be required to serve everyone with no discrimination?

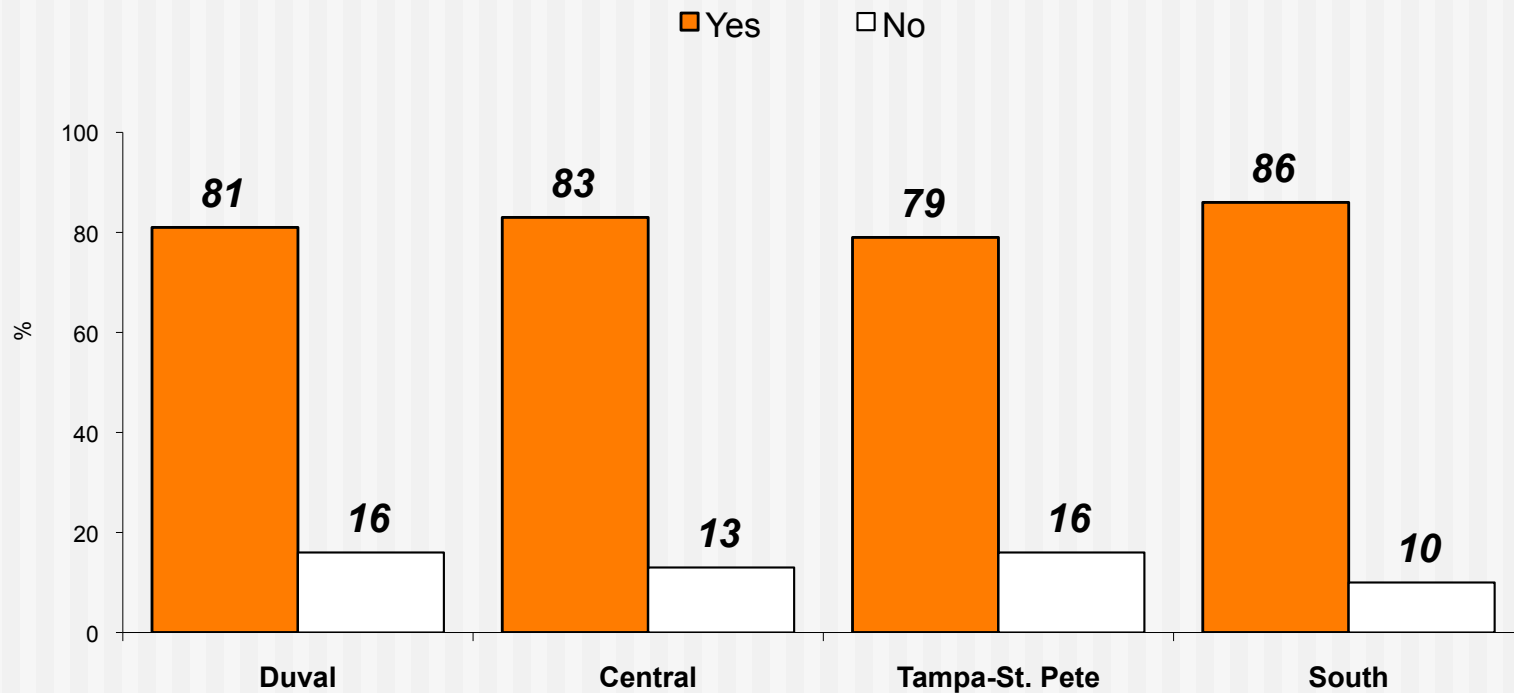


TABLE 13: Regulate Uber Same as Taxis – Between 66% and 70% in each market want Uber regulated the same as taxi services...rejecting Uber claims they are not in the transportation business.

Uber claims they are not in the transportation business and therefore are not regulated by local government like taxi and other transportation services, even though Uber operates to make arrangements for a ride and transacts the payment between a passenger and driver. Do you think Uber should be regulated the same as taxis and other transportation services?

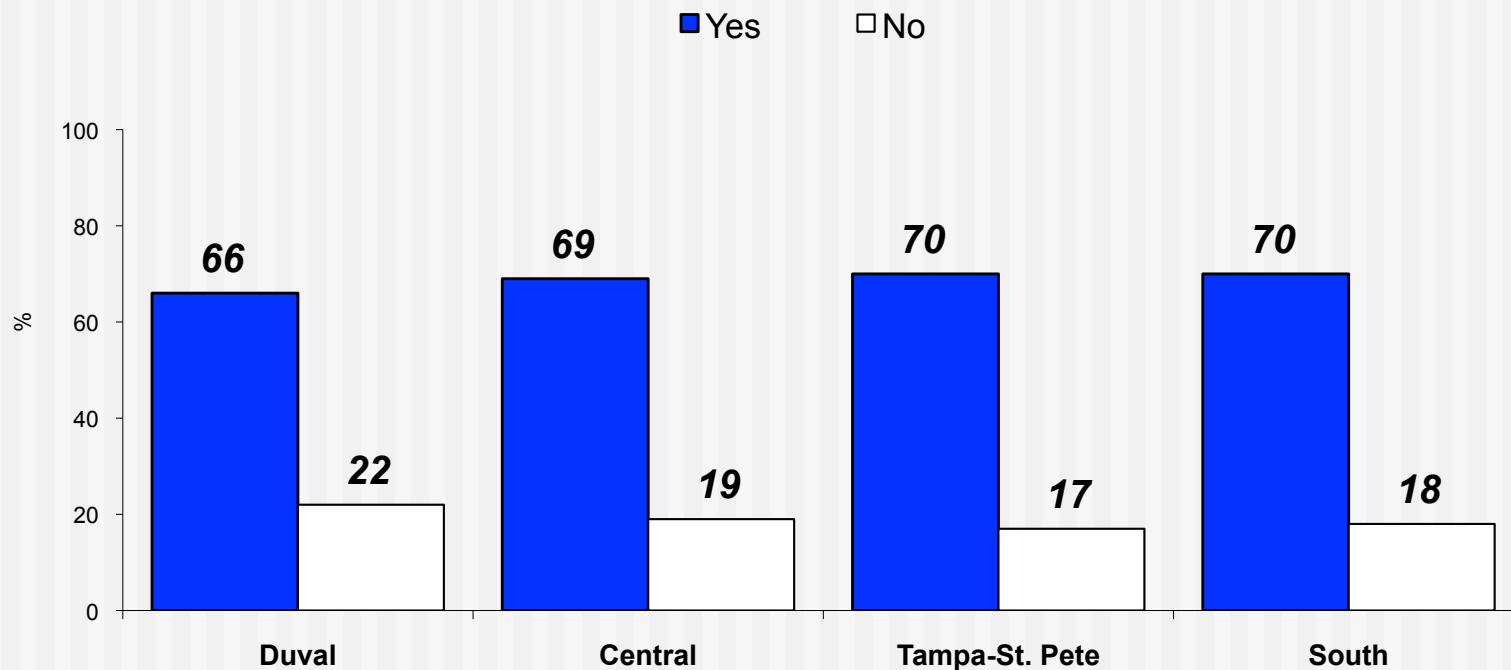


TABLE 14: Regulate Uber Fares Same as Taxis – Between 65% and 72% in all markets reject Uber’s market-based pricing model and instead want Uber fares regulated.

Uber is free to raise its rates at any point when market demand increases, including during bad weather or popular events; taxi fares are strictly regulated to always be the same under all conditions. Do you think Uber fares should be regulated to always stay the same?

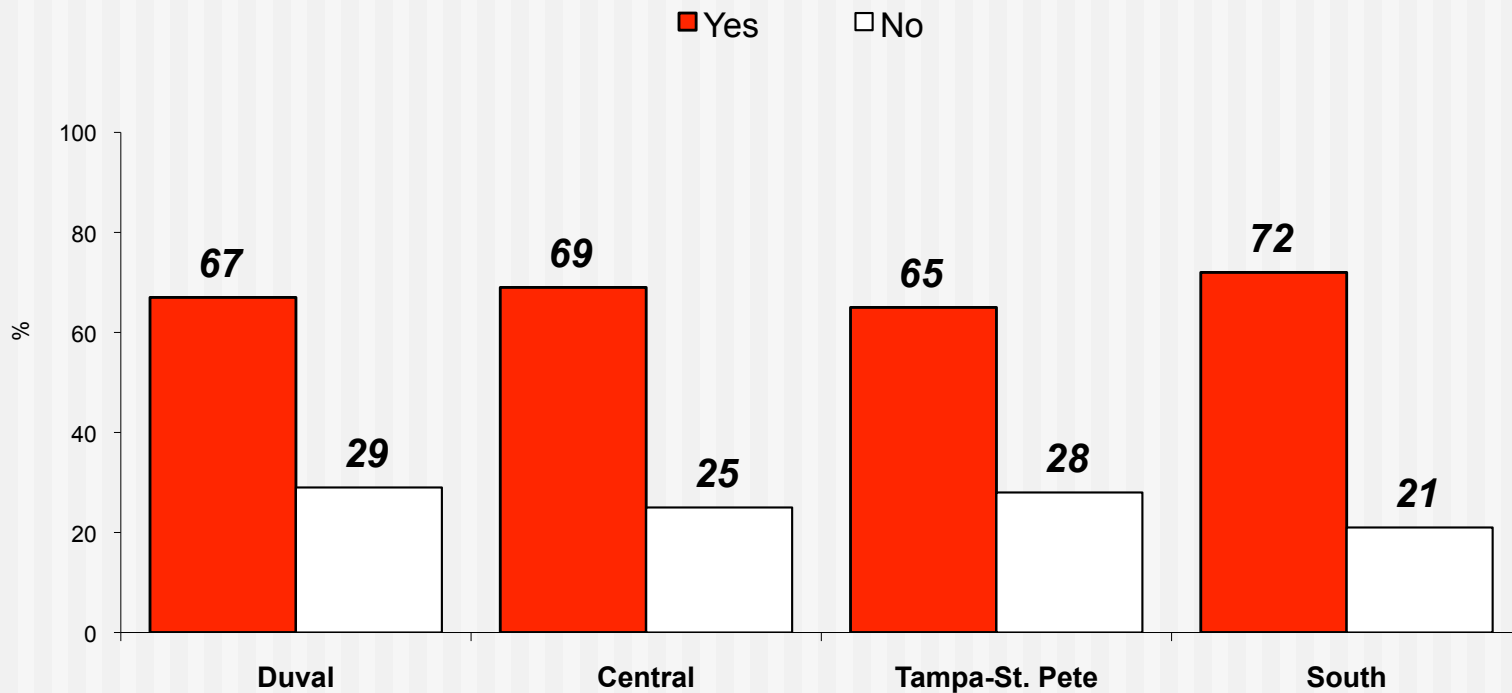


TABLE 15: Bottom Line – Regulate Uber or Operate Differently – Between 77% and 79% in all markets want Uber regulated the same as taxis.

Having heard the way Uber operates in other U.S. cities, do you think if Uber wanted to operate in the [Duval/Central/T-SP/South] area, they should be allowed to be UN-regulated and operate differently than regular taxi service OR be regulated and operate under the same rules and controls as taxis?

