

Ride Sharing and Mobility Services - Canada - March 2020

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This report looks at the following areas:

- Older groups less likely to use ride sharing and mobility services
- Taxi operators face challenging times
- Some hold unfavourable views of ride sharing

The future of transportation services like ride hailing appears to be in a healthy state as leading sentiment among consumers displays positive perceptions of ride sharing.

Areas covered in the Report include transportation service usage and frequency, personal mobility situation, mobility factors, car ownership attitudes, ride sharing behaviours and attitudes toward mobility services. This Report also examines the challenges that ride sharing and mobility services face, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.



"While most consumers utilize public transportation, alternative services such as ride sharing are gaining momentum with usage near that of taxis. Advances in technology have disrupted traditional transportation options including public transportation, taxis, as well as the way consumers use their personal vehicles."

- Andrew Zmijak, Research Analyst

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Table of Contents

OVERVIEW

- What you need to know
- Definition

EXECUTIVE SUMMARY

- **The issues**
- **Older groups less likely to use ride sharing and mobility services**
Figure 1: Transportation service usage, 18-44s vs over-45s, October 2019
- **Taxi operators face challenging times**
Figure 2: Transportation service usage, October 2019
- **Some hold unfavourable views of ride sharing**
Figure 3: Negative attitudes towards ride sharing, October 2019
- **The opportunities**
- **Frequent usage of certain services a boon for category**
Figure 4: Transportation service usage frequency, October 2019
- **Convenience is critical**
Figure 5: Mobility factors, October 2019
- **Key sentiment displays positive views on ride sharing**
Figure 6: Positive attitudes towards ride sharing, October 2019
- **What it means**

THE MARKET - WHAT YOU NEED TO KNOW

- Public transit infrastructure projects to meet demand
- Population growth to drive demand in category
- Gasoline prices affect consumers' mobility choices
- Economic indicators can influence demand

MARKET FACTORS

- **Public transit infrastructure projects to meet demand**
- **Category will benefit from population growth**
Figure 7: Population growth, high-growth scenario, Canada, 2019-24
- **Gasoline prices affect consumers' mobility choices**
Figure 8: Average retail prices for regular gasoline in Canada, 2017-20
- **Economic indicators can influence demand**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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KEY PLAYERS – WHAT YOU NEED TO KNOW

- Ride sharing expanding into new markets
- Taxi industry faces tough competition
- Image problems with dockless scooters
- Toyota alliance with Uber to develop driverless cars
- Ride share start-ups serving consumer niches

WHAT'S WORKING?

- Ride sharing brands expanding into new markets

WHAT'S STRUGGLING?

- Taxi industry faces tough competition
- Image problems with dockless scooters

WHAT'S NEXT?

- Toyota alliance with Uber to develop driverless cars
- Ride share start-ups serving consumer niches

THE CONSUMER – WHAT YOU NEED TO KNOW

- Ride sharing in close proximity to taxi usage
- Heavy usage of public transit and car sharing
- A car is the main way to get around
- Convenience is critical
- Most have used ride sharing instead of public transit
- Most have access to a car, although it's not always the preferred choice

USAGE OF TRANSPORTATION SERVICES

- **Ride sharing in close proximity to taxi usage**
Figure 9: Transportation service usage, October 2019
- **Usage of bikes or scooters still low**
Figure 10: Transportation service usage, bike or scooter sharing usage, October 2019
- **Men are attracted to newer transport concepts**
Figure 11: Transportation service usage, by gender, October 2019
- **Car sharing and public transport see heavy usage**
Figure 12: Transportation service usage frequency, October 2019
- **Younger consumers are avid users of car and ride sharing**
Figure 13: Transportation service usage, 18-44s vs over-45s, October 2019
Figure 14: ZipCar, online ad, October 2019
Figure 15: ZipCar, online ad, October 2019

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 16: Heavy users of select transportation services, 18-44s vs over-45s, October 2019

Figure 17: Heavy users of select transportation services, urban vs suburban users, October 2019

Figure 18: Hertz, online ad, February 2020

- **Parents are key targets**

Figure 19: Important Transit Message | It's Happening, February 2020

Figure 20: Heavy users of select transportation service usages, by parental status, October 2019

MOBILITY FACTORS

- **Most rely on a car to get around**

Figure 21: Personal mobility situation, October 2019

- **The rural-urban divide**

Figure 22: Personal mobility situation, by type of geographical area, October 2019

- **Convenience is key**

Figure 23: Mobility factors, October 2019

- **Older cohorts find sensible mobility factors most important**

Figure 24: Mobility factors, 18-44s vs over-45s, October 2019

RIDE SHARING BEHAVIOURS

- **Half using ride sharing instead of public transit**

Figure 25: Ride sharing behaviours (select), October 2019

Figure 26: So, what's ridesharing? | Lyft, June 2018

- **Ride share users seek economical rates**

Figure 27: Uber is all in for the Raptors Playoffs | Uber, June 2019

Figure 28: Uber, online ad, June 2019

Figure 29: Select ride sharing behaviours, October 2019

- **Most have access to a car, although it's not always the preferred choice**

Figure 30: Car ownership attitudes, October 2019

Figure 31: Car ownership attitudes, 18-34s vs over-45s, October 2019

Figure 32: Car ownership attitudes, by parental status, October 2019

- **Urban living presents challenges**

Figure 33: A Region United | Metrolinx, September 2018

Figure 34: Car ownership attitudes, by geographical area, October 2019

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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ATTITUDES TOWARDS MOBILITY SERVICES

- **Leading sentiment displays positive perceptions of ride sharing**
Figure 35: Lyft, acquisition email, February 2020
Figure 36: Positive attitudes towards ride sharing, October 2019
- **Nearly two thirds have a preferred ride share app**
Figure 37: Uber, informational email, August 2019
Figure 38: Uber, informational email, October 2019
Figure 39: Select attitudes towards ride sharing, October 2019
- **Most believe in better compensation for ride share drivers**
Figure 40: Attitudes towards ride sharing drivers, October 2019
- **There are some with unfavourable views of ride sharing**
Figure 41: Negative attitudes towards ride sharing, October 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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