

A citywide survey was recently conducted to see how people felt about **ridesharing and its value for all 77 of Chicago's neighborhoods**. Overall, Chicagoans believe companies like Lyft and Uber provide affordable and convenient transportation options to all neighborhoods, especially to those that lack other transportation options.

What we learned:



87%
of Chicagoans say
ridesharing makes
getting around the city
easy and affordable.

81% > of Chicagoans agree ridesharing gives people an affordable and reliable transportation option.

80% > of Chicagoans agree ridesharing benefits all neighborhoods, not just downtown.

Communities of color say it's hard to get a taxi downtown or to their neighborhoods. They feel ridesharing has benefited their communities.



55% > of all Chicagoans agree increasing fees on ridesharing would harm the city's African American and Latino communities the most.

Chicagoans say ridesharing provides economic and safety benefits:



73%
of the riders who have
taken a rideshare over
the past year have said
it makes them feel safe.

81% > also feel ridesharing reduces drunk-driving accidents.

81% > say ridesharing companies create jobs and economic opportunities for drivers

With widespread public support for ridesharing, it is hard to understand why City Hall would want to **increase fees on rides by nearly 300%**, making it cost-prohibitive for many users.

TELL CITY HALL TO REJECT THIS TAX INCREASE AND TO KEEP RIDESHARING AFFORDABLE

Source: ALG Research Survey, August 20-26

September 13, 2019

To: Interested Parties
 From: Brian Stryker / Oren Savir
 Re: Chicago Citywide Poll Findings

Chicago voters believe ridesharing companies like Uber and Lyft provide affordable, convenient transportation, and in particular provide options to people and neighborhoods that often lack other transit options. In large part this is because they believe taxi cabs discriminate against Black and Latino Chicago and do not serve often-diverse neighborhoods far from Downtown as well as ridesharing companies do. They additionally see rideshares as safe and an important source of economic opportunity for drivers.

KEY FINDINGS:

- **Ridesharing is seen reliable, accessible, and fills critical transportation gaps.**
 - Chicagoans think ridesharing is reliable and accessible. Four-in-five Chicagoans, 81%, agree that ridesharing companies give people an affordable, reliable transportation option. An even greater share, 87%, say ridesharing makes getting around the city easy and convenient. Importantly, 80% of Chicago voters agree that ridesharing benefits all neighborhoods, as opposed to just downtown.
 - Chicagoans, particularly Chicagoans of color, say ridesharing fills gaps in the transportation system. Overall, 62% of Chicagoans say that ridesharing provides options to Black and Latino neighborhoods that often lack transit. This is especially true among Black (78%) and Latino (72%) city residents.

- **Ridesharing has particularly been a benefit to communities of color.**
 - Rideshare users in Chicago are majority people of color, while taxi riders are about two-thirds white. Overall 75% of Chicagoans report using a rideshare such as Lyft or Uber within the last year. Of those, 32% are African American and another 19% Latino – or just over half. On the other hand, among the 31% of Chicagoans who report having used a taxi cab at least once in the past year, 62% are white and 52% live on the North Side.

ALG Research conducted an online poll of n=710 registered voters in Chicago from August 20-26, 2019. By definition, a probability-based survey must be sampled randomly. Given that online survey respondents all have internet access, they do not qualify as a random sample of the true population, and are therefore not assigned a statistical margin of error. By sampling and weighting the demographic composition of the survey to the true population, this online survey is representative of Chicago's demographic composition.

- People of color have a harder time getting taxis to and from their neighborhoods, but not rideshares. Only about half of people of color say it's easy to get a taxi to or from their neighborhood, far worse than the experience of whites. Extremely high shares of whites and people of color find it easy to get a Lyft or Uber ride to their neighborhood and in it.

Trait (% Agree)	White	People of Color
It's easy to get a <u>taxi</u> IN my neighborhood	63	44
It's easy to get a <u>taxi</u> TO my neighborhood	76	51
It's easy to get a ride from <u>Lyft or Uber</u> IN my neighborhood	86	86
It's easy to get a ride from <u>Lyft or Uber</u> TO my neighborhood	85	83

- Chicagoans think taxis discriminate against people of color, while Lyft and Uber do not. Two thirds (67%) of Chicago voters agree that “when it comes to getting a taxi, Black and Latino people face discrimination in Chicago”, including a majority of African Americans (81%) and Latinos (63%). On the other hand, 67% of African Americans and 71% of Latino Chicagoans agree that “ridesharing companies serve Chicagoans of every race and neighborhood equally”.
- Chicagoans think that increasing fees on ridesharing companies or limiting the number of rideshares on the road would harm Chicago's Black and Latino communities more than others. 55% of all Chicagoans agree with this statement (only 21% disagree) – and fully 76% of African Americans and 60% of Latinos agree. This lines up with the high share of African Americans and Latinos who say they have a hard time getting a taxi downtown and say they face discrimination when trying to hail a taxi.
- **Chicagoans say ridesharing provides economic and safety benefits.**
 - Majorities think ridesharing is safe, and reduces drunk driving. Strong majorities say rideshares make riders feel safe (73%), including 83% of those who have used one in the past year. Most Chicagoans also think ridesharing reduces drunk-driving accidents and deaths (81%).
 - Chicagoans think ridesharing creates jobs. 81% say that ridesharing companies like Uber and Lyft create jobs and economic opportunity for drivers.