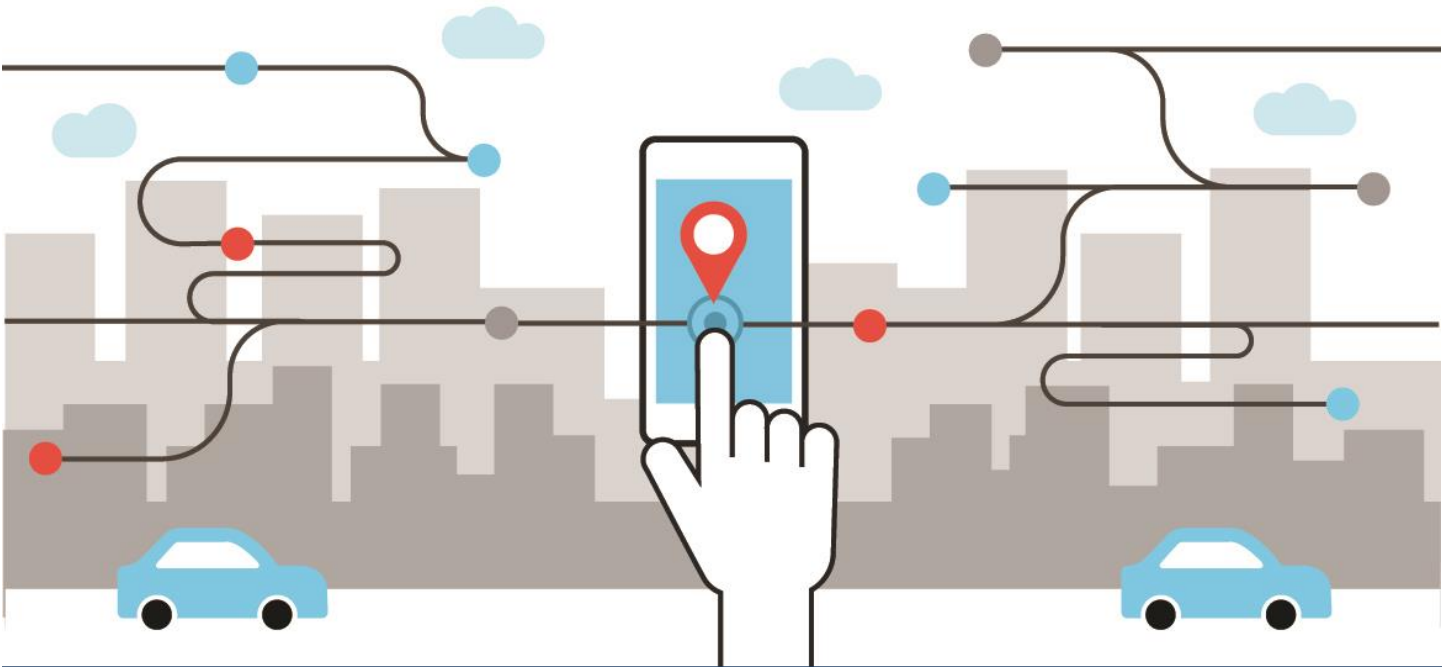


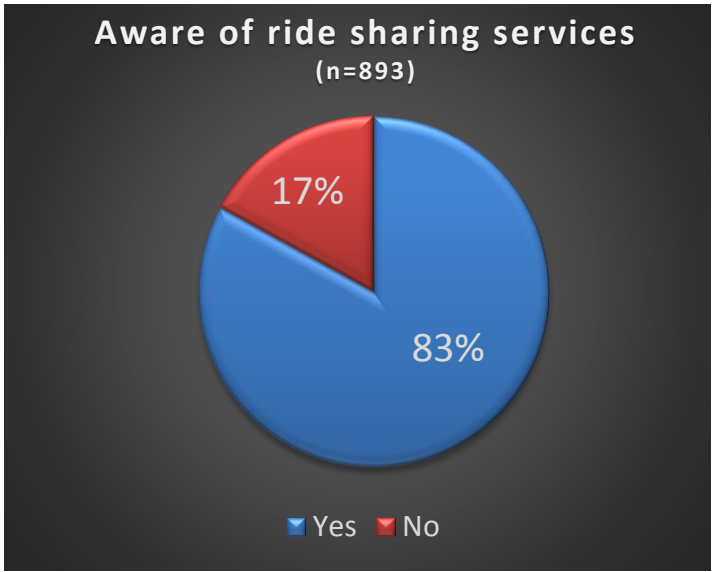
Most Winnipeggers are aware of new ride sharing services in the city



Surprisingly, younger adults are least likely to be aware of the new service.

About 8 in 10 Winnipeggers (83%) report that they are aware of new ride sharing services available in Winnipeg. Young adults 18 to 29 years of age are the least likely to be aware of the new service (68%), while those 45 years of age and older are the most aware (90%).

So far, only 1% of Winnipeggers have used the new ride sharing services. However, this varies by age, with those 30 to 44 years of age being the most likely to use ride sharing services (5%).



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METHODOLOGY

PRA conducted the April 2018 survey from April 9–11, 2018 using its Manitoba Panel. In total, 893 Winnipeggers completed the survey. Because this sample is a non-probability sample, no error rate can be calculated. A random population survey of this size would yield an error rate of $\pm 3.34\%$ (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure that the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information.

PRA, an independent research company with its head office in Winnipeg, houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.

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