



Press Release

10th April, 2019, Hong Kong

Vast Majority of Hongkongers Support Legalization of Uber

74% believe legalizing Uber can facilitate service monitoring

(Hong Kong Uber and the Hong Kong University Public Opinion Programme (HKUPOP) announced public opinion survey results on Hong Kong's transport services, and found that the vast majority of Hongkongers support the legalization of Uber.

Uber as a catalyst to Hong Kong's Smart City ambition

Hongkongers' desire for smarter, more innovative transportation choices to advance smart city development is clearly showcased in the survey – an overwhelming 82% of those surveyed believe that promoting innovative technology can raise Hong Kong's competitive standing. In addition, 60% of respondents believe that the government should take steps to encourage ride sharing developments in its smart city blueprint.

Émilie Potvin, Uber's Head of Public Policy for North Asia said: "Our goal is to provide a meaningful alternative to car ownership but we need a combination of public and private partnerships to make this vision a reality. As the Hong Kong government pursues its smart city ambitions we urge them to consider smart mobility. Urban planners tackling traffic congestion issues, and Hongkongers travelling around the city could equally benefit from Uber's technology and data, as well as more transport options in the city."

Elevating industry standards to empower consumers

Today, consumers are empowered to demand better quality of services from providers. When asked about their opinion on existing point-to-point services, 64% are of the opinion that taxi services remained stagnant in the past year, and only 11% felt that the services have improved.

In Hong Kong, taxi driver-partners are seeing an increase in their daily earnings while on the Uber App. Aside from boosting earnings, Uber also sees its App as a way to help taxi drivers increase utilization rates and drive service advancement in the industry. Both riders and driver-partners can also gain from Uber's mutual rating system, intelligent matching, cashless payment, dynamic pricing, in-app mapping, safety features, and 24/7 customer service.

Hong Kong's Consumer Council, in a 2017 proposal on regulating e-hailing apps, also recommended that the government reform its approach to e-hailing and taxi services in order to raise the bar in service quality and provide consumers with more choice.

The telephone survey, conducted from March 25-27 in 2019 by HKUPOP, polled 515 Hong Kong residents, aged 18 and above, to gauge their satisfaction level with Hong Kong's personalized point-to-point transport services. The survey was commissioned by Uber to better understand the stance and opinions of Hongkongers as they look to open discussions with stakeholders towards the legalization of ride-sharing services locally.



Survey showed that 74% of respondents support legalization of Uber. Émilie Potvin, Uber's Head of Public Policy for North Asia urges the Hong Kong government to consider smart mobility as it pursues its smart city ambitions.

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About Uber

Uber's mission is to create opportunity through movement. We started in 2010 to solve a simple problem: how do you get access to a ride at the touch of a button? More than 10 billion trips later, we're building products to get people closer to where they want to be. By changing how people, food, and things move through cities, Uber is a platform that opens up the world to new possibilities.

Please follow us on:

Website: <https://www.uber.com/en-HK/ride/>

Facebook: <https://www.facebook.com/UberHongKong/>

Instagram: [@uber_hk](https://www.instagram.com/uber_hk)

For Uber's latest news and updates in Hong Kong, visit our newsroom:

<https://www.uber.com/en-HK/newsroom/>

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Appendix:

2019 Hong Kong University Public Opinion Programme (HKUPOP) public opinion survey results on Hong Kong's transportation services

Appraisal of taxi and Uber service

- 1. Hongkongers' satisfaction rate towards taxi services in the past four years**
 - 38% are half satisfied and half dissatisfied with the taxi services
 - 17% are dissatisfied with the taxi services

- 2. Hongkongers' view towards the quality of taxi services**
 - 11% believe that the quality of taxi services is improving
 - 64% believe that there is no change in the quality of taxi services
 - 15% believe that the quality of taxi services is worsening

- 3. Hongkongers' satisfaction rate towards Uber services**
 - 84% of interviewees who took Uber before are satisfied with Uber's services

Views on innovative technology of transportation services

- 1. Hongkongers believe the government should include measures that promote ride sharing when developing smart city**
 - 60% of interviewees believe the government should include measures that promote ride sharing

- 2. Hongkongers agree that promoting "innovative technology" helps elevate competitiveness of Hong Kong**
 - 82% of interviewees agree that promoting "innovative technology" can raise Hong Kong's competitive standing

- 3. Hongkongers agree that regarding facilitation of "innovative technology", the government overprotects existing industries and vested interests**
 - 64% of interviewees agree that regarding facilitation of "innovative technology", the government overprotects existing industries and vested interests

Views on legalizing Uber

Ever since Uber started to provide services in Hong Kong in 2014, there have been controversies on related legal issues, most Hongkongers think that the government should legalize Uber and monitor the services

- 74% of interviewees believe the government should legalize Uber and monitor the services
- 8% of interviewees believe the government should put it aside first
- 8% of interviewees believe the government should impose tough enforcement and combat related services

Uber

Survey Methodology:

Date of survey: 25 - 27 March, 2019
Target population: Cantonese speaking Hong Kong residents of age 18 or above
Survey method: Telephone survey conducted by telephone interviewers
Sample size: 515 successful cases
Effective response rate: 70.1%
Gender ratio: Male 47% | Female 53%

Full results may be viewed at the HKUPOP link here:

<https://www.hkupop.hku.hk/chinese/report/uber2019/index.html>