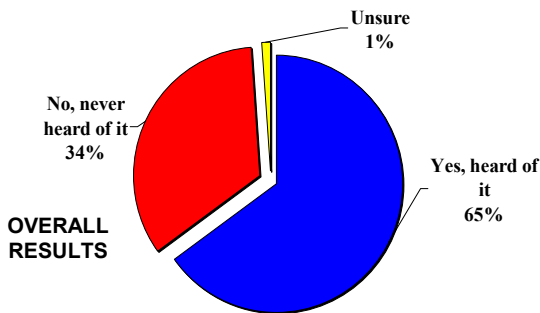


Ohio Survey Results: A majority have heard of ride-sharing service Uber; most prefer taxicabs, but there are notable differences by age and race

QUESTION WORDING:

*“Have you heard of the ride-sharing service known as Uber, which allows people to use apps on their smartphones to pay to get rides from private citizens who sign up to participate in the service?”**

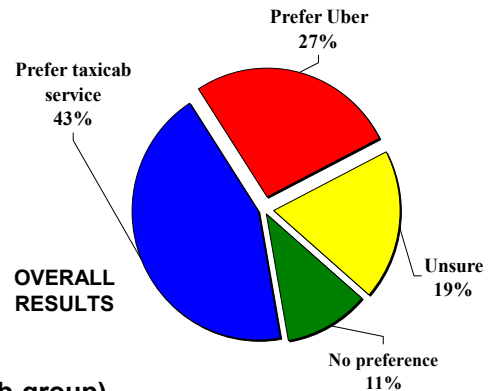
** Lyft was not included because it does not serve Columbus, one of Ohio's largest metropolitan areas*



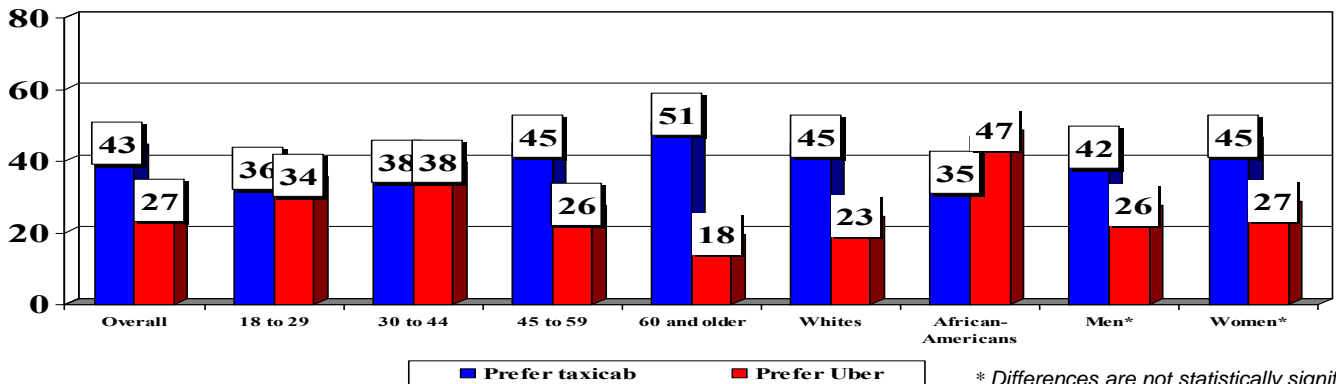
QUESTION WORDING:

*“Generally speaking, when you need to pay for a ride to get to a destination, do you prefer to use taxicab service or Uber?”**

** Asked only to respondents who had indicated in the previous question that they had heard of Uber (n=517, +/- 4.31% margin of sampling error)*



TAXI OR UBER? (by sub-group)



Methods

This survey research data was gathered through telephone interviews that specially-trained interviewers conducted with 800 randomly-selected registered Ohio voters with histories of voting in recent general elections, who had valid residential, VOIP or cellular telephone numbers. The interviews were performed during the period of September 10, 2015 through September 13, 2015. The overall estimated margin of sampling error is +/- 3.46%, based on a confidence level of 95%, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 3.46% of those provided herein. Adjustments were made to weight the results toward demographic and geographic characteristics of the state's electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this opinion survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias. **Please note that these survey questions were not funded or commissioned by any organization or committee, nor was Fallon Research & Communications, Inc. retained by any parties of interest in this matter.**

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