



***Survey Results:
What went wrong
with Austin's
Prop 1***

UBER/LYFT PROP 1 AUSTIN



THE BASICS

- More than 300 respondents
- All eligible voters
- All reside in Austin or Austin metro area
- 54% took part in Prop 1 election
- 46% did not vote in prop 1 election



FINDINGS SUMMARY

It's speculated that Uber and Lyft spent millions (~\$8M-USA Today) marketing to Austinites to try to get them to vote against stricter regulations for TNCs. Despite that effort, the vote did not go their way

- The aggressive tactics, made many less likely to vote at all
- Of those who did vote, they report aggressive tactics were more likely to pit them against Uber and Lyft than bring them on their side
- Bad decisions around aggressive texts and phone calls that many believe they didn't have permission to send, left voters unmotivated
- Despite all these efforts, a huge number now say they wish they had voted because they do not agree with the new regulations.



TOO MANY TEXTS

Many agreed that Uber and Lyft's marketing was too aggressive, but it was the text and phone campaign leading up to the vote that really turned voters off.

- 63% of those that said they didn't believe Uber had their permission to text them, said they **didn't go vote because of Uber's aggressive marketing tactics** and
- 54% of those that said Uber didn't have permission to text them said the text messages made them more likely to **vote for stricter restrictions (against Uber)**.
- 20% of those that both received the unwanted texts and did not go vote said they **now wish they had voted because the decision went the opposite of their personal desire**.
- It's important to note that this group (text and phone call receivers) is made up entirely of Uber customers, showing the text campaign alienated their core.



WHY DIDN'T YOU VOTE

28% said they didn't vote because they were turned off by Uber and/or Lyft's aggressive marketing tactics.

Other reasons included:

- 9% I didn't know about it
- 23% forgot to vote
- 4% don't care about Prop 1
- 4% don't understand Prop 1
- 2% feel Prop 1 doesn't impact them
- 30% didn't think their vote was needed for the ruling to go the way they wanted



YOU DIDN'T VOTE, BUT DO YOU WISH YOU HAD?

47% of those that didn't vote, said they **wished they had** because the vote went the **opposite way of what they wanted**



WHY DID YOU VOTE AGAINST

Those who voted to have stricter regulations on TNC's such as Uber and Lyft cited the following reasons:

- 35% I believe it will make the services safer
- 65% said they believe TNC's like Uber and Lyft should have the same regulations as taxis
- 55% said I use TNC's like Uber and Lyft and the new regulations would make me feel better as a customer



WHY DID YOU VOTE FOR

Those who voted against bringing new, stricter regulations on TNC's such as Uber and Lyft cited the following reasons:

- 41% said I don't believe TNC's need stricter regulations
- 46% I believe the regulations are "anti-innovation"
- 77% said I believe TNCs are good for the city and I don't want Uber and Lyft to leave Austin
- 67% said I don't agree that the city should regulate my transportation options



HOW MUCH MARKETING DID YOU EXPERIENCE?

The average respondent reported Uber or Lyft marketing to them through at least 4 channel (text, phone, email, etc.)

Those channels included:

- 52% received texts
- 34% received phone calls
- 58% received emails
- 37% received pop ups
- 27% encountered street marketers
- 34% encountered petition signers
- 32% received direct mail



DID THEY HAVE PERMISSION?

Many customers did not feel Uber/Lyft had permission to market to them in the way they did.

- 25% said Uber/Lyft did not have permission to text them
- 11% said Uber/Lyft did not have permission to email them
- 28% said Uber/Lyft did not have permission to call them



MUCH OF THE MARKETING WAS UNWANTED

While some may have thought Uber had permission to market to them, many still didn't like it.

- 36% agreed they received text messages from Uber that they didn't want
 - Only 13% said the same about Lyft
- 27% agreed they received phone calls from Uber that they didn't want
 - Only 12% said the same about Lyft
- 35% said TV and other ads from Uber were too aggressive
 - Only 22% said the same about Lyft
- 49% agreed the advertising from Uber was confusing
 - 37% said the same about Lyft



DID UBER/LYFT ADS HURT MORE THAN HELP?

26% said the aggressive advertising from Uber made me less likely to vote.

The ad strategy may have hurt more than it helped

- 19% said the same about Lyft
- 29% said the advertising from Uber made me more likely to vote for stricter regulations. 20% said the same about Lyft.
- 15% said advertising from Uber made me more likely to vote against stricter regulations. 13% said the same about Lyft's ads.



ABOUT KICKSTAND

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