

MORE OPTIONS.
SHIFTING MINDSETS.
DRIVING BETTER CHOICES.

An UberIMPACT Report

The Uber app was created to ensure reliable access to safe rides whenever, wherever. But a first-of-its-kind, comprehensive study examining Uber's impact on attitudes and behaviors surrounding drunk-driving reveals that Uber is more than just an incredibly convenient option. The choice, reliability and flexibility it affords also make Uber a powerful tool in the fight to reduce the rate of alcohol-related crashes.

A SOBERING SITUATION

Since 2012, nearly 300,000 people have driven drunk every day. To put that in perspective, that's enough to fill the Rose Bowl in Pasadena, California more than three times over. And it's estimated that every 2 minutes, someone is injured in an alcohol-related crash.

Drunk-driving and alcohol-related crashes are a scourge on our society. They wreck lives, shatter families and put communities and innocent bystanders at risk. Uber and MADD are working toward a world where more options make people more empowered to make the right choice. We envision a future where a safe, reliable ride home is always within reach, and where alcohol-related crashes become a thing of the past.

We all have a role to play in eliminating drunk driving: as friends, as neighbors, as Americans. While much work remains, we are making progress, together, toward that goal. This report is an attempt to outline our progress to date.

THE "UBER EFFECT" IN SEATTLE

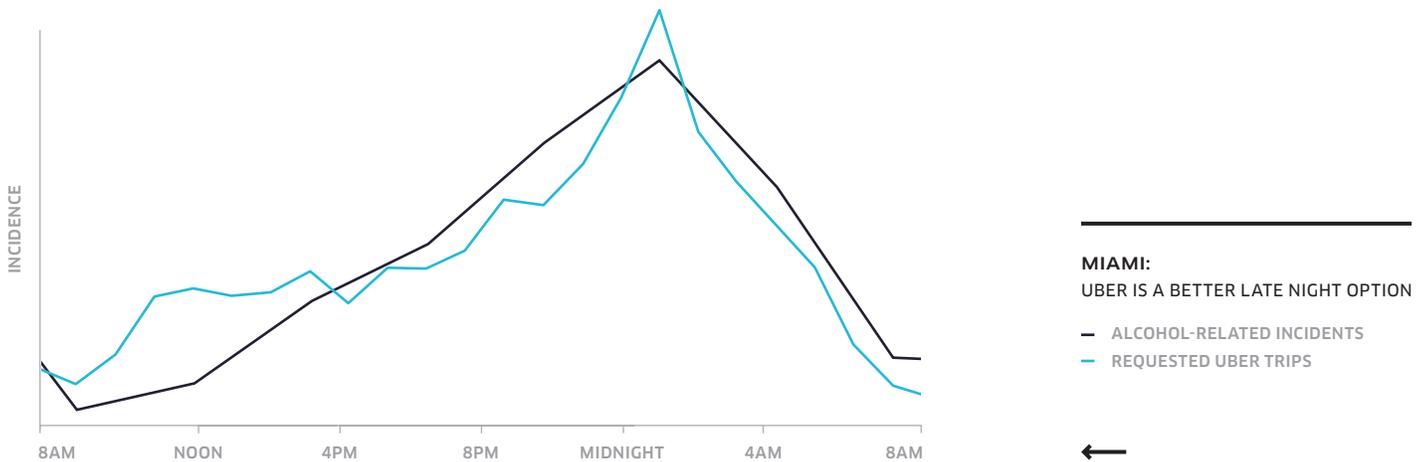
In May 2014, Uber set out to answer a simple but important question: what, if any, effect did the availability of safe, reliable rides on the Uber ridesharing platform have on drunk-driving in Seattle, where prior to Uber's arrival in 2013, approximately 7.6 people per day—or 2,750 per year—were arrested for driving under the influence. Using readily available data and a simple econometric model, we discovered Uber's entry into the Emerald City caused the number of DUI arrests to decrease by 10%. The results were robust and statistically significant, providing a meaningful evidence of the power of Uber's network of safe, reliable rides has on drunk-driving in major metropolitan cities.



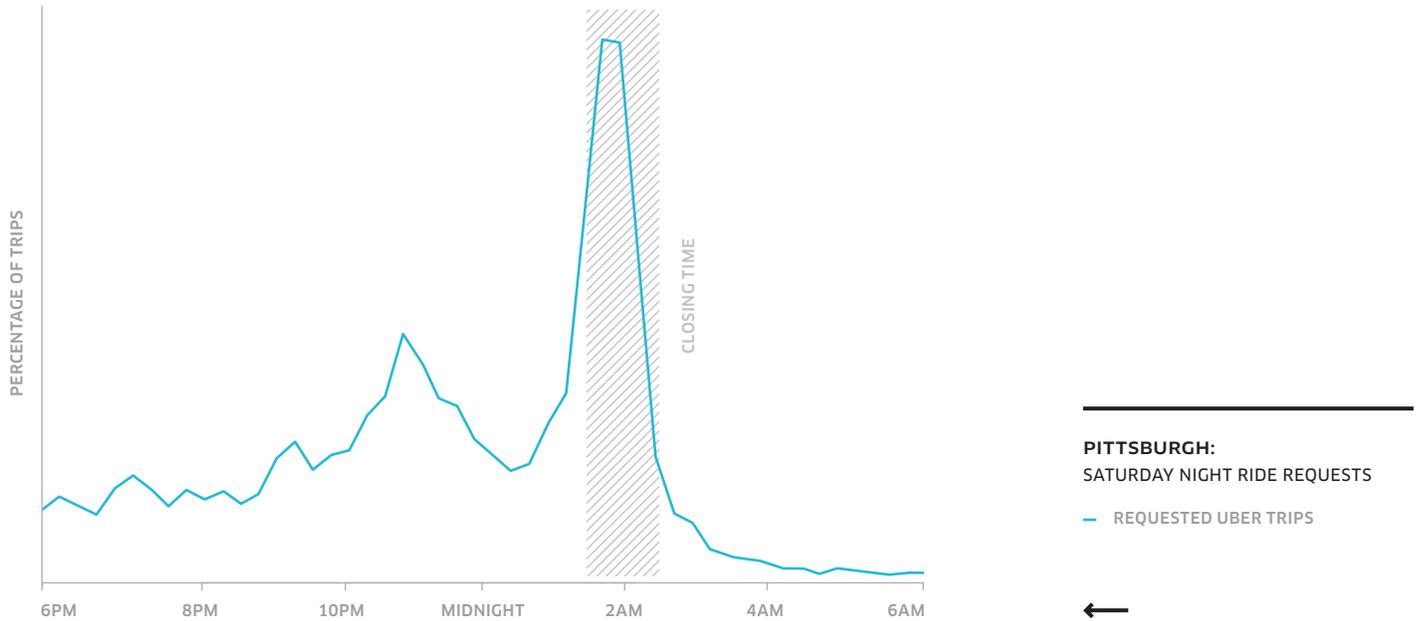
IMPACT AT SCALE

Heartened and energized by what we discovered in Seattle, we asked ourselves a bigger, more audacious question: if Uber is having such a tremendous impact in Seattle, what effect is Uber's network of safe, reliable rides having in other markets where Uber operates? We discovered that when people have more options, they make the right choice. Our study examined data and trends in several metropolitan cities across the United States. While intuition led us to believe that the reliability and flexibility of Uber makes it easy to make the responsible choice, we did not have a way to quantify this effect. But, there is evidence that riders use Uber to get home from bars and restaurants after drinking.

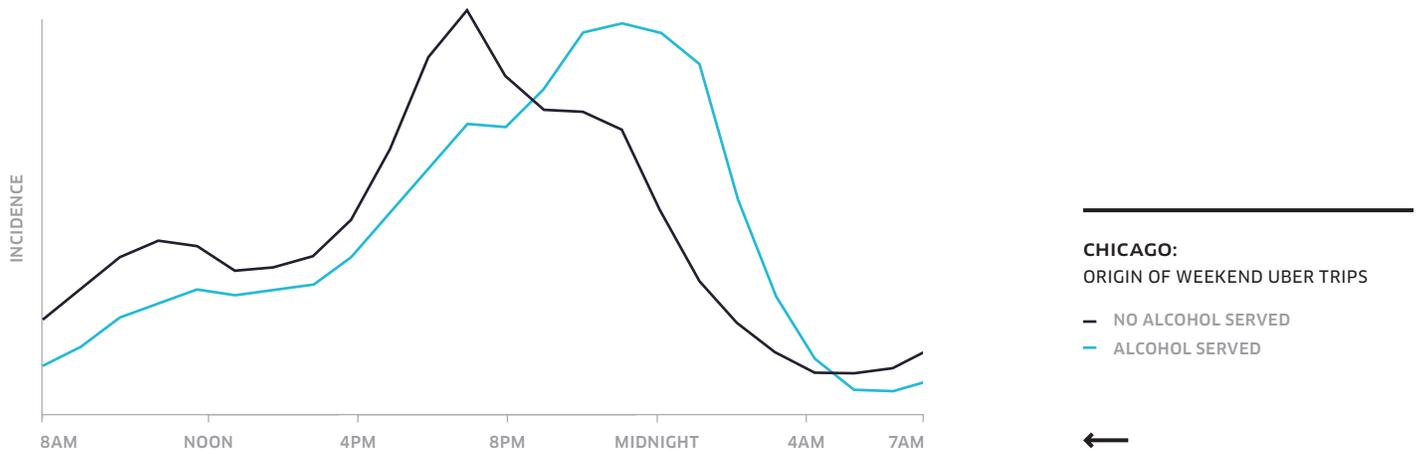
In Miami, Florida, we discovered that Uber ridership peaks at the same time as historical drunk-driving related incidents. The graph below shows how the distribution of Uber requests on the weekend in Miami coincides closely with alcohol-related crashes.



And the pattern is the same in cities across America. In Pittsburgh, Pennsylvania, we found further evidence of Uber's popularity as a form of late-night transportation. Here, bars close at 2AM. Thus, we'd expect to see a temporary and unusual spike in requests at closing time if people were using Uber as a method to get home after drinking. Indeed, demand for Uber spikes right around the times bars close.



What is more: this pattern is replicated in almost every city where Uber operates. Of course, this isn't hard proof that requests were coming from drinking establishments such as bars and restaurants. So we dug deeper. In Chicago, Illinois, we identified whether rides were requested within 50 meters of a bar, restaurant, or hotel that serves alcohol. Our findings revealed that a disproportionate number of weekend, late-night Uber requests come from businesses with liquor licenses, with 45.8% of rides requested from these locations coming during the peak drinking hours of 10PM and 3AM, compared to 28.9% at off peak times.



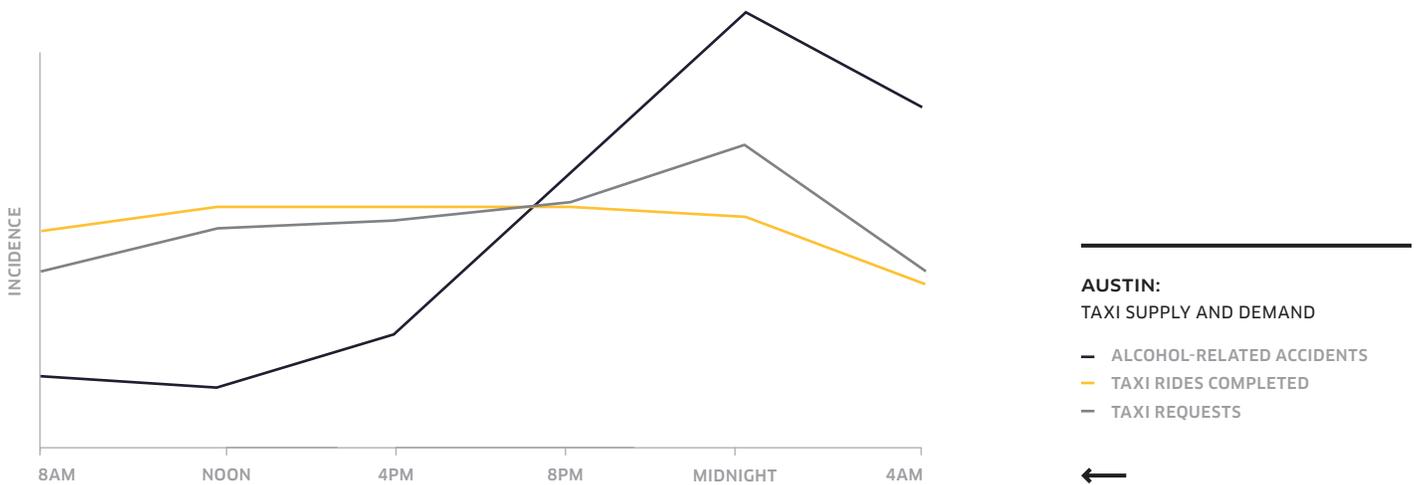
Trips from alcohol-serving establishments peak in Chicago late at night.

ADDITIONAL INFOGRAPHIC?

FLEXIBILITY = RELIABILITY

One of the reasons that Uber is able to coordinate so many late night rides from drinking establishments is the flexibility of supply on the platform. Uber's model works to ensure supply keeps up with demand. Driver-partners are free to log on to the platform at any time, and higher demand serves as a strong incentive to log on and drive.

The same can't be said for taxis in the many cities with "medallion" systems. In Austin, Texas (one of the few cities that actually shares taxi supply data with the public) the average supply of taxi rates actually *drops* at midnight due to restrictions on supply, leaving many ride-seekers stranded and more likely to make unwise driving decisions.



Taxi supply decreases when people most want rides, and when DUI's are most common.

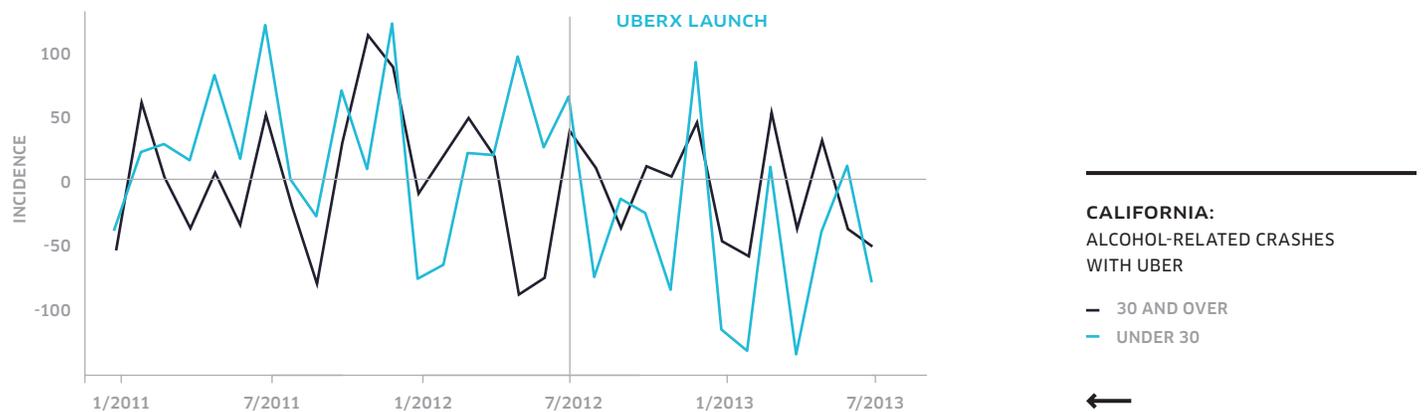
The freedom and flexibility of the Uber platform—in which driver-partners are free to log-on or log-off whenever they want—does not suffer from this problem. Supply increases when demand increases, and people have a safe, reliable option to get home.

UBER: DRIVING BETTER CHOICES

Uber is a young company (driving a small fraction of the nation's trillions of yearly vehicle miles). However, we see some evidence in publicly available crash data in our most mature markets that Uber is having a measurable impact on driving down alcohol-related crashes.

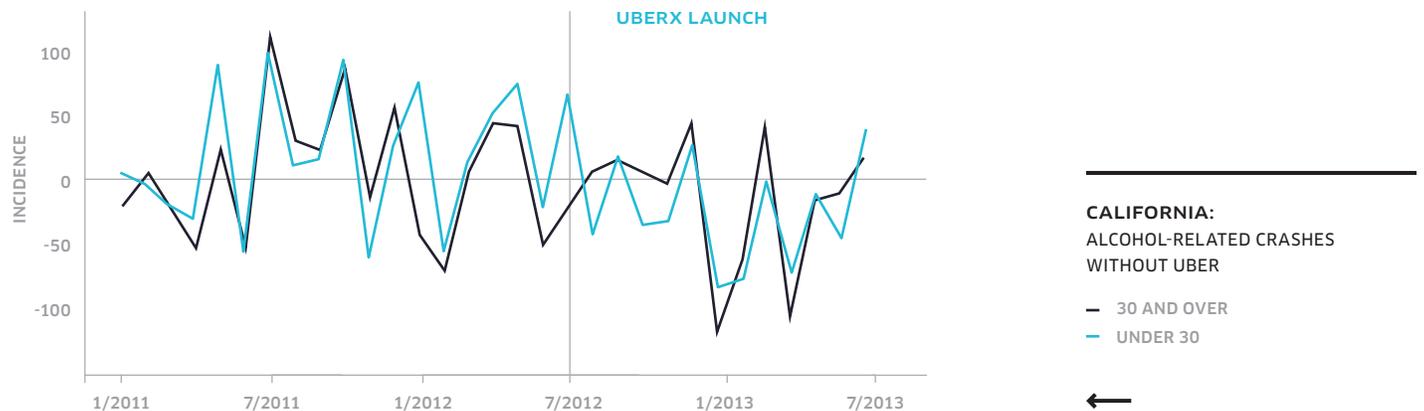
San Francisco, California was the first place Uber launched both UberBLACK and uberX, and in California Uber has become increasingly available in markets across the state. Inspired by Nate Good's analysis—which demonstrated a clear downward trend in alcohol-related crashes in Pennsylvania's youngest cohort once ride-sharing was available—we decided to replicate that study in California at large using data procured from the State.

What did we find? Using a "difference-to-difference" regression to control for seasonality and other factors, our findings uncovered that monthly alcohol-related crashes decreased by 6.5% (or 59.21 per month) among drivers under 30 following the launch of uberX ridesharing in California in markets where Uber operates.



As the total # of crashes for the age groups are often different, the graph has normalized the total # of crashes, with 0 being the average for the age group (a negative number of crashes means that for that month crashes were below normal).

Our findings revealed this pattern is not seen at all in areas of California where Uber isn't operating. Outside Uber-serviced parts of California, there are an average of 697 alcohol-related crashes per month, with the above-30 crowd averaging 353.8 vs 343 for below 30.



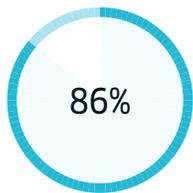
In other words, there is a direct correlation between the presence of uberX in a city and the amount of alcohol-related crashes involving younger populations.

SHIFTING MINDSETS

In light of our findings, a simple but important question remained: what shift in mindsets, which to date has been largely anecdotal, is behind these outcomes? To answer that question, we conducted a survey to better understand attitudes around drunk-driving and the perceived role ridesharing platforms like Uber play in reducing it.

More specifically, the survey—conducted externally by the Benenson Group—aimed to uncover the level of priority people placed on ending drunk-driving in more “mature” Uber cities; whether ridesharing platforms like Uber are viewed as a reliable alternative to drunk- or impaired-driving, and whether people see Uber as a meaningful tool to reduce the rate of alcohol-related crashes.

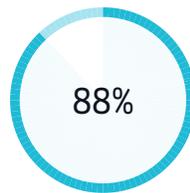
Here are some key findings from the poll:



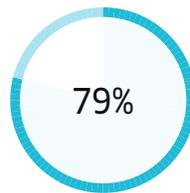
86% of respondents are concerned about drunk-driving. People resoundingly see driving under the influence as a serious problem in their cities.



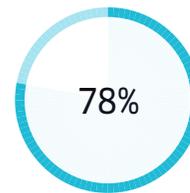
93% of people would recommend Uber to a friend if they have been drinking. Not only would people take Uber themselves—they would trust Uber to take their drunk friend home safely.



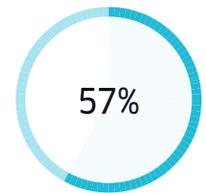
88% of respondents over the age of 21 agree with the statement that “Uber has made it easier for me to avoid driving home when I’ve had too much to drink.”



79% of people agree Uber is a more reliable option than taxi when they are out drinking with their friends.



78% of people say that since Uber launched in their city, their friends are less likely to drive after drinking.



57% of respondents agreed with the statement “Without Uber, I’d probably end up driving more after drinking at a bar or restaurant.”

The results of our survey show that the availability of more, reliable transportation options is shifting mindsets and driving people to make the right choice.

THE ROAD AHEAD

Uber offers a safe, convenient and reliable transportation alternative that didn’t exist just 4 years ago. Indeed, just one year ago, Uber was operating in 60 cities and 21 countries. Today, we are operational in over 250 cities and 50 countries around the globe.

Our study and survey provide strong evidence that Uber is making a meaningful and positive impact on mindsets and the rate of alcohol-related crashes. But these findings are not reason enough to let up. They only add new energy to our efforts to bring the choice, reliability and flexibility of to more people in more cities around the nation and the world.

If Uber has helped prevent nearly 2,000 alcohol-related crashes in California since the launch of uberX in late 2012, why not set a goal of 10,000 fewer alcohol-related crashes by 2020? This is the future we are working toward: one in which more people in more cities are empowered with more choices that lead them to do the right thing.