UBER

The Driver Roadmap
Where Uber Driver-Partners Have Been,
And Where They're Going

Benenson
Strategy
Group

Research Highlights

Uber attracts driver-partners from a wide range of backgrounds...

- Half drove for a living at some point in their lives.
- There is great age and racial diversity.
- Driver-partners are mostly male, though the percent of females is higher than typically seen in the transportation industry.

...And Uber is an attractive option.

- 59% were working at least one full-time job before they came to Uber. Just 8% were unemployed.
- 36% of driver-partners weren't even looking for a job before signing up with Uber. Most of those looking for a job had been looking for less than 2 months.
- Among Uber driver-partners who previously drove taxis, 88% no longer drive with another taxi company.

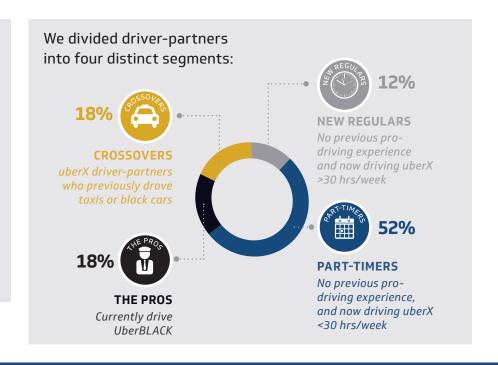## 78% ARE SATISFIED WITH THEIR EXPERIENCE DRIVING ON THE UBER PLATFORM

Uber is significantly improving driver-partners' financial situations...

- 71% report their income is better since signing up with Uber.
- Perhaps even more importantly in this age of wage stagnation, 57% expect their income to increase now that they use Uber – compared to just 38% who saw incomes rise in their previous jobs.
- Among those who also still drive directly for a taxi, ride-sharing or black car company, 49% make more when on the Uber platform and 29% make about the same.

...Ultimately, Uber is what driver-partners need it to be.

- 73% of driver-partners would rather have a job where you choose your own schedule and are your own boss, than a steady 9-to-5 job with some benefits and a set salary.
- 76% of driver-partners say earning more income is a major reason to use Uber.
- 63% use Uber to have more flexibility so they can balance work and family.

We divided driver-partners into four distinct segments:

18% CROSSOVERS
uberX driver-partners who previously drove taxis or black cars

12% NEW REGULARS
No previous pro-driving experience and now driving uberX >30 hrs/week

18% THE PROS
Currently drive UberBLACK

52% PART-TIMERS
No previous pro-driving experience, and now driving uberX <30 hrs/week

Driver Segments

	BASIC DEMOS	DIFFERENTIATING ATTRIBUTES	MOTIVATIONS

THE PROS — 18%
Currently drive UberBLACK

BASIC DEMOS
- **Nearly all male**
- **Middle of the pack on age:** 66% 30-49
- 66% less than college education; 34% college or higher

DIFFERENTIATING ATTRIBUTES
- **55% drive more than 30 hrs/week** on platform
- **Longest-serving cohort:** 61% been with Uber >6 months

MOTIVATIONS
- **Family men:** 6 in 10 have kids, 1 in 4 support parent/spouse's parent

CROSSOVERS — 18%
uberX driver-partners who previously drove taxis or black cars

BASIC DEMOS
- **Nearly all male**
- **Skew older:** 38% over 50
- 60% less than college education; 40% college or higher

DIFFERENTIATING ATTRIBUTES
- 10% veterans
- **New-ish arrivals:** 70% have been with Uber <6 months

MOTIVATIONS
- **Family men:** 6 in 10 have kids, 1 in 5 support parent/spouse's parent

NEW REGULARS — 12%
No previous pro-driving experience & now driving uberX >30 hrs/week

BASIC DEMOS
- **Skew older:** 39% over 50
- Just 26% have kids
- 42% less than college education; 58% college or higher

DIFFERENTIATING ATTRIBUTES
- 1 in 5 worked in Arts & Entertainment before Uber
- 9% veterans
- 1 in 5 worked as a delivery person

MOTIVATIONS
- More likely than others to say: 1) they drive to maintain steady income because other sources unstable, and 2) like meeting/talking with new people

PART-TIMERS — 52%
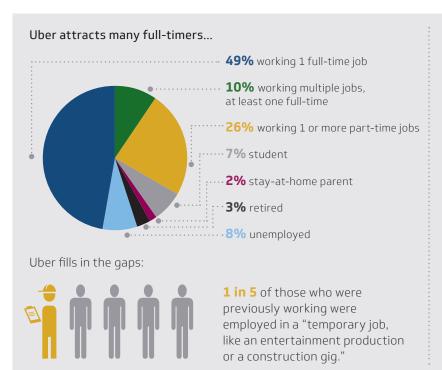*No previous pro-driving experience & now driving uberX <30 hrs/week*

44% <12 hrs/week   **35%** 12-19 hrs/week   **21%** 20-29 hrs/week

BASIC DEMOS
- **Youngest cohort:** 60% under 40
- **Most female cohort,** at 21% female
- 47% less than college education; 53% college or higher

DIFFERENTIATING ATTRIBUTES
- **Tend to be short-term:** 6 in 10 came on in past 3 months
- **75% have other jobs besides Uber**
- Most common previous industries: health care (10%), hospitality (12%), business services (12%)

MOTIVATIONS
- More likely to have been actively looking for a part-time job, and that's what they found
- **8% were students when started** driving uberX
- **40% drive to pay for a specific thing** (car, vacation, student loan)

Life Before Uber

Uber attracts many full-timers...

49% working 1 full-time job

10% working multiple jobs, at least one full-time

26% working 1 or more part-time jobs

7% student

2% stay-at-home parent

3% retired

8% unemployed

Uber fills in the gaps:

1 in 5 of those who were previously working were employed in a "temporary job, like an entertainment production or a construction gig."

...and even many who weren't looking for a job

1/3 not actively looking

2/3 were actively looking

AMONG THOSE LOOKING...

Were looking for a new job for:

Less than 2 months 50%
3 to 6 months 25%
6 months or more 24%

Driver-partners come from a variety of backgrounds

Nearly half drove for a living at some point in life, some in more than 1 way
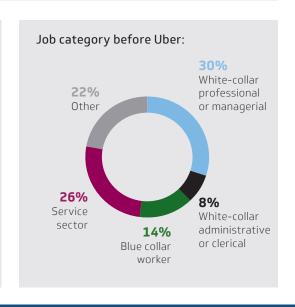
14% Taxi

20% Black car, limo or other for-hire car service

10% Another ride-sharing platform

15% Delivery service (non-passenger)

Industry before Uber:

TRANSPORTATION **19%**

BUSINESS **10%**

HOSPITALITY **9%**

MANUFACTURING **8%**

HEALTH CARE **7%**

Job category before Uber:

30% White-collar professional or managerial

22% Other

26% Service sector

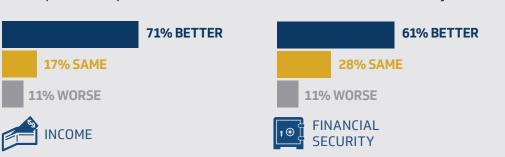**14%** Blue collar worker

8% White-collar administrative or clerical

Their Bottom Line
Driver-partners and Income

Driver-partners report that Uber boosts their income, financial security...

71% BETTER
17% SAME
11% WORSE
INCOME

61% BETTER
28% SAME
11% WORSE
FINANCIAL SECURITY

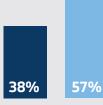### ...And on average, driver-partners make $19 per hour.

$19

average hourly earnings

They finally feel some chance of getting ahead

THEN
said their income increased in the few years before signing up with Uber
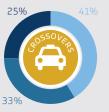*18% say declined, 43% say same*

38%

57%

NOW
expect their income to increase now that they are driving with Uber
14% say declined, 30% say same

Major reasons they work with Uber

76%
say *"earning more income to better support myself or my family"*

51%
say *"maintaining a steady income because your other sources of income are unstable or unpredictable"*

63%
say *"to have more flexibility in my schedule and balance work with my life and family"*

Uber rarely the sole source of income

THE PROS
25% / 36% / 39%

CROSSOVERS
25% / 41% / 33%

NEW REGULARS
21% / 30% / 49%

PART-TIMERS
50% / 12% / 38%

Your only personal source of income
A significant source of personal income
A supplement but not a significant source of personal income

Uber is what they need it to be

Driver-partners spend Uber income on:

Monthly bills	71%	Saving for emergencies	23%
Car payments	49%	Paying medical bills	20%
House payments	31%	Student loan	19%
Treats for yourself/family	27%	Saving for a big purchase	9%
Expenses for your children	25%	Saving for retirement	9%

62% of people who lease/finance their car use Uber to help with car payments

45% of parents use Uber income to pay for child-related expenses

28% of people under 30 use Uber to pay student loans

When Professional Drivers Go Uber...

Many past transportation industry workers choose to switch completely over to Uber

Among people who drove taxis before Uber,

88% now drive with the Uber platform instead of another taxi company

Among people who drove black cars before Uber,

74% now drive with the Uber platform instead of another black car company

Greater income, personal safety big motivators for many pros to drive with Uber

63% a reason to drive w/ Uber

64% a reason to drive w/ Uber

$ Average $/hour (on Uber)

$23
Drove taxis before Uber

$27
Drove black cars before Uber

Uber Partners Who Previously Drove Taxis

Among Uber driver-partners who came from the taxi world...

(small sample size (N=93) so results are directional only)

59% say their income has increased since joining Uber *(24% say it has stayed the same)*

And **51%** believe their income will increase each year –

while only **36%** were seeing income rise before Uber

71% say "being their own boss" was a major reason to join Uber

73% say they have more control over their schedule now

15% of all Uber driver-partners also previously worked for a delivery service... and they are among the most satisfied with Uber.

How Uber Works For Driver-Partners

Driver-partners would rather have:

73%
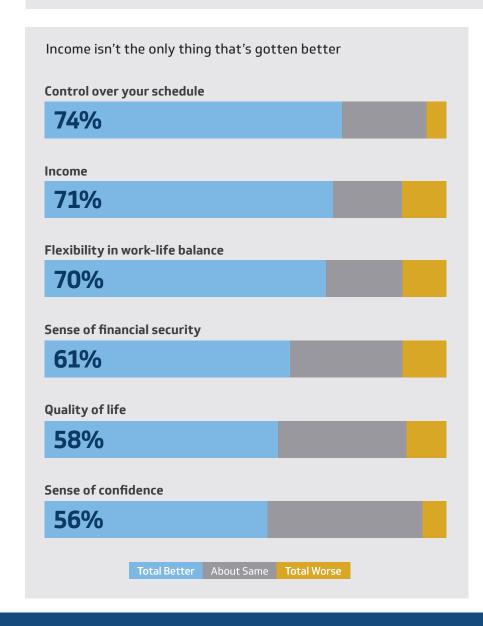A job where you choose your own schedule and be your own boss

27%
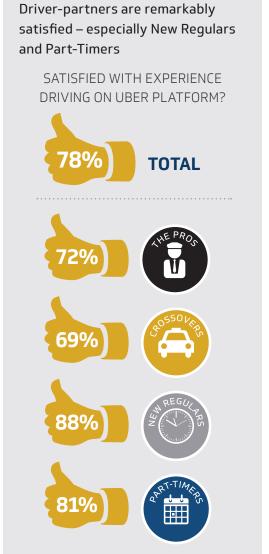A steady 9-to-5 job with some benefits and a set salary

42% of women who work with Uber say the need for "part-time or flexible scheduling" is a major reason they drive with Uber
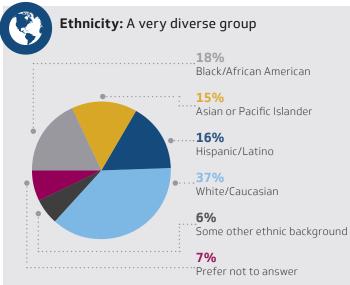
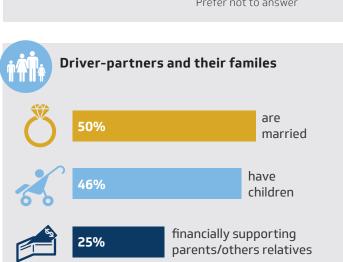**32%** say "to earn money while looking for a full-time job" is a major reason they drive with Uber

Income isn't the only thing that's gotten better

Control over your schedule
74%

Income
71%

Flexibility in work-life balance
70%

Sense of financial security
61%

Quality of life
58%

Sense of confidence
56%

Total Better | About Same | Total Worse

Driver-partners are remarkably satisfied – especially New Regulars and Part-Timers

SATISFIED WITH EXPERIENCE DRIVING ON UBER PLATFORM?

78% **TOTAL**

72% THE PROS

69% CROSSOVERS

88% NEW REGULARS

81% PART-TIMERS

Driver Basics: The Demographics

Ethnicity: A very diverse group

18%
Black/African American

15%
Asian or Pacific Islander

16%
Hispanic/Latino

37%
White/Caucasian

6%
Some other ethnic background

7%
Prefer not to answer

7% of driver-partners are veterans

7% of driver-partners are currently students

Age: Spread across the spectrum

18-29	30-39	40-49	50+
19%	30%	26%	24%

Driver-partners and their familes

50% are married

46% have children

25% financially supporting parents/others relatives

Education

28% no college degree

24% AA degree or trade school

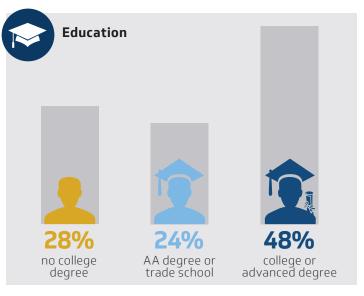**48%** college or advanced degree

Gender

86% **14%**

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Methodology

This research was conducted by Benenson Strategy Group. The interviews took place from December 16th through 22nd, 2014 and included 601 interviews with current Uber driver-partners from 20 markets where Uber operates.

All interviews were conducted over the internet. The markets polled included Atlanta, Austin, Baltimore, Boston, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Minneapolis, New Jersey, New York City, Orange County, Philadelphia, Phoenix, San Diego, San Francisco, Seattle, and Washington, D.C.

Quotas and weights were used to ensure the sample is representative of the actual Uber driver population based on the service they use (uberX, UberBLACK etc.), income earned through Uber, average hours worked each week and tenure with Uber. Respondents were given a financial incentive and guaranteed anonymity to further encourage representative participation.

The margin of error for the entire data set is ±4.0% at the 95% confidence level. Due to rounding, answer choices may not add up to 100%.