



*June 2020*

# CALIFORNIA APP-BASED DRIVER SURVEY



# METHODOLOGY



**CALIFORNIAN APP-BASED  
RIDESHARE/FOOD DELIVERY  
DRIVERS**

*(Who have driven with any rideshare or food  
delivery app within the past year)*



**20-MINUTE ONLINE  
SURVEY**



**TOTAL AUDIENCE (N=718)  
MARGIN OF ERROR =  $\pm 3.7\%$**



**MAY 19<sup>TH</sup> – JUNE 1<sup>ST</sup> 2020**

*The California App-Based Driver survey was an online survey conducted by global independent research firm Edelman Intelligence. The survey interviewed 718 Californian app-based rideshare and food delivery drivers who have driven with any rideshare or food delivery app within the past year. Data was collected between May 19 and June 1, 2020. The margin of error is +/- 3.7 percentage points. The research was commissioned by Uber.*

*Edelman Intelligence is an expert research firm around the gig economy. Notable gig economy research has included the annual [Freelancing in America report](#) and the annual [Postmates' Economic Impact Report](#).*



# PROFILE OF CALIFORNIA APP-BASED DRIVERS

## GENDER



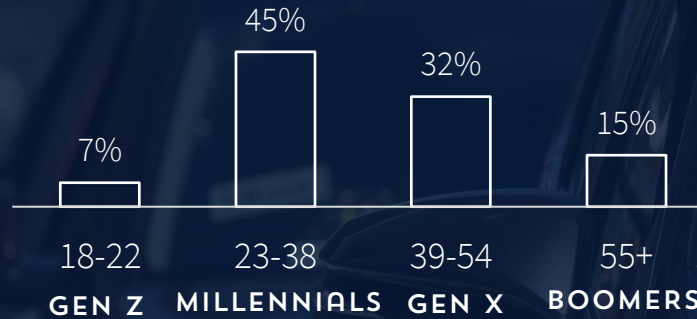
**30% FEMALE**



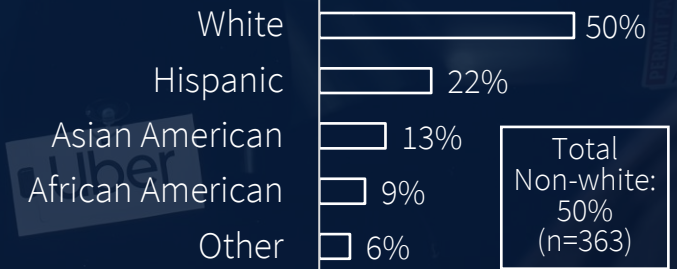
**67% MALE**

*3% non-binary*

## AGE



## RACE/ETHNICITY



## REGION

**22% BAY AREA**   **53% SOCAL/LA**   **9% SACRAMENTO AREA**  
**7% SO. BORDER/SAN DIEGO**   **9% OTHER**

## # OF APPS THEY'VE DRIVEN WITH IN THE PAST YEAR

46%	4+ Apps
12%	3 Apps
22%	2 Apps
20%	1 App

## SCHEDULE

**84%** DRIVE FEWER THAN 40 HOURS/WK  
**16%** DRIVE 40 OR MORE HOURS/WK



## KEY FINDINGS

More than 7 in 10 app-based drivers in California support the ballot measure that is scheduled to appear on the November ballot which would protect their right to be **independent contractors**. They report they support the ballot measure because it provides them the flexibility, freedom, and empowerment that allows them to “be in the driver’s seat” of their own lives while also guaranteeing them benefits that make their lives more secure.

The flexibility app-based drivers value as independent contractors is not just a **necessity, it’s a deal breaker** – 2 in 3 drivers say they would stop driving if this flexibility was compromised.

**App-based driving is a side hustle, not a full-time job** – more than 5 in 6 drivers have another job, and 3 in 4 drivers say the income they make from driving is supplemental, not primary income.

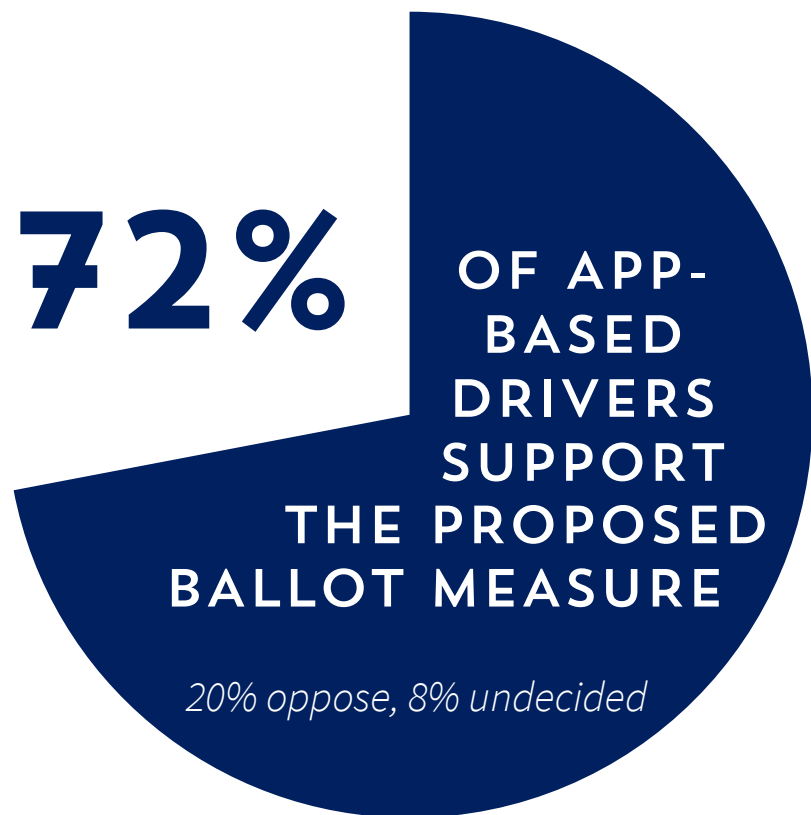
**Driving helps drivers feel empowered, in control of their lives** – 78% say driving helps them feel in control of their own lives, and 67% say driving helps them feel empowered.

**App-based driving has been a lifeboat to many who have lost jobs due to COVID-19** – 2 in 3 drivers agree driving gave them an opportunity to earn money after losing a job or having their hours cut.

**During a time when mental health is top of mind, driving can be a key outlet for mental wellbeing** – driving can provide a sense of pride, purpose, and community during a time when many are looking for ways to cope.

**APP-BASED DRIVERS WOULD PREFER TO  
MAINTAIN THE FLEXIBILITY THEY  
CURRENTLY GET AS INDEPENDENT  
CONTRACTORS THAN RECEIVE FULL-  
TIME EMPLOYEE BENEFITS**

# MORE THAN 7 IN 10 APP-BASED DRIVERS SUPPORT THE PROPOSED BALLOT MEASURE THAT WOULD ALLOW THEM TO MAINTAIN THEIR INDEPENDENT CONTRACTOR STATUS



Support: 72% Bay Area, 72% SoCal/LA, 71% Sacramento Area  
Support: 69% White, 75% Non-White

Survey respondents were shown the following description of the ballot measure from a TechCrunch article:

“Funded by Uber, Lyft and DoorDash — the measure aims to ensure drivers and couriers can continue to be independent contractors with flexible work hours.

The ballot measure looks to implement an earnings guarantee of at least 120% of minimum wage while on the job, 30 cents per mile for expenses, a healthcare stipend, occupational accident insurance for on-the-job injuries, protection against discrimination and sexual harassment and automobile accident and liability insurance.

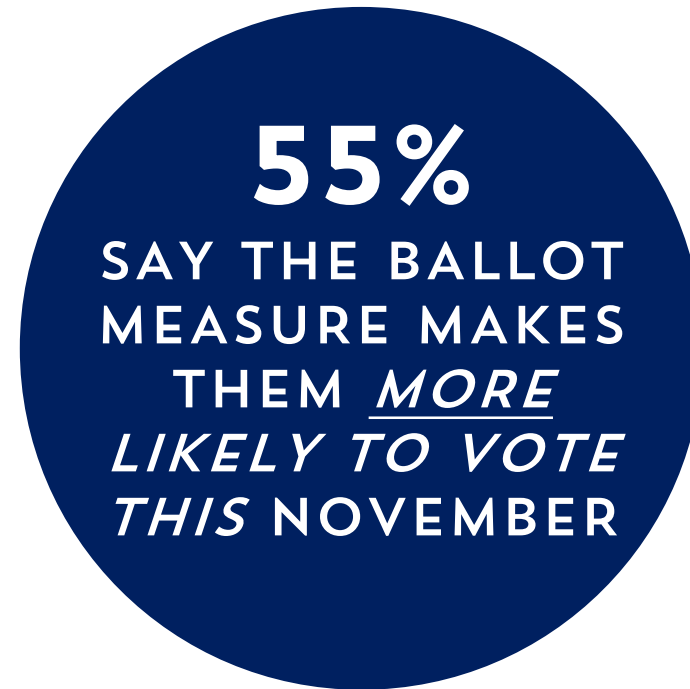
This initiative is a direct response to the legalization of AB-5, the gig worker bill that will make it harder for the likes of Uber, Lyft, DoorDash and other gig economy companies to classify their workers as 1099 independent contractors.”

- [TechCrunch](#), October 2019

# IN FACT, THE BALLOT MEASURE HAS THE POTENTIAL TO IMPACT VOTER TURNOUT, WITH OVER HALF OF DRIVERS SAYING THE MEASURE MAKES THEM *MORE* LIKELY TO VOTE IN NOVEMBER

*“ I believe this vote is very important for drivers like us. This vote will change the way we will work and will benefit our lives. ”*

*- Female, Gen Z, Los Angeles*



49% Bay Area, 57% SoCal/LA, 55% Sacramento Area  
53% White, 56% Non-White

# DRIVERS SUPPORT THE BALLOT MEASURE DUE TO THE FLEXIBILITY, INDEPENDENCE, AND FREEDOM IT PROTECTS

## IN THEIR OWN WORDS

“

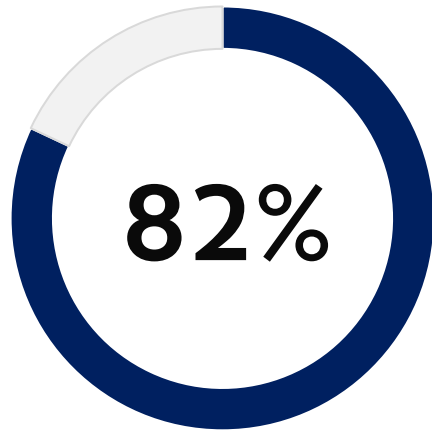
*I want **the freedom and flexibility to work on my own terms**. The “benefits” of employment classification come with restrictions that are the reason that I chose not to be an employee.” – Female, Millennial, Los Angeles*

*“I have a young child... and as a single parent without help I need to be able to make money when convenient for me...between taking her to school, picking her up, running errands and looking for housing. **It gives me the opportunity to earn honest money when I need it right away.**” – Female, Millennial, Bay Area*

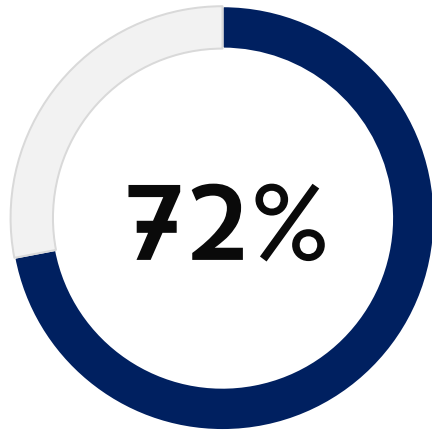
*“It’s exactly as the ballot describes, I’d like **the flexibility and freedom**. It is a “gig” not a job and I really want to supplement my income but be able to dictate when/where I do it.” – Male, Gen X, Bay Area ”*



# FLEXIBILITY IS CRITICAL – IT'S WHY APP-BASED DRIVERS STARTED DRIVING IN THE FIRST PLACE



ARE SATISFIED  
WITH THEIR  
WORK



FEEL THAT APP-  
BASED DRIVING  
IS THE BEST  
OPTION FOR  
THEIR LIFESTYLE

## 9 IN 10 BEGAN APP-BASED DRIVING BECAUSE...

They needed a job where they could  
**CHOOSE WHEN AND WHERE  
TO WORK (88%)**

They needed a work option with a  
**FLEXIBLE SCHEDULE (86%)**

THIS IS ESPECIALLY TRUE FOR  
CAREGIVERS

**80%**  
REPORT DRIVING WITH APP-BASED  
COMPANIES ALLOWS THEM THE FLEXIBILITY  
THAT THEY NEED AS A CAREGIVER

# AND FLEXIBILITY IS NOT JUST A NECESSITY, IT'S A DEALBREAKER

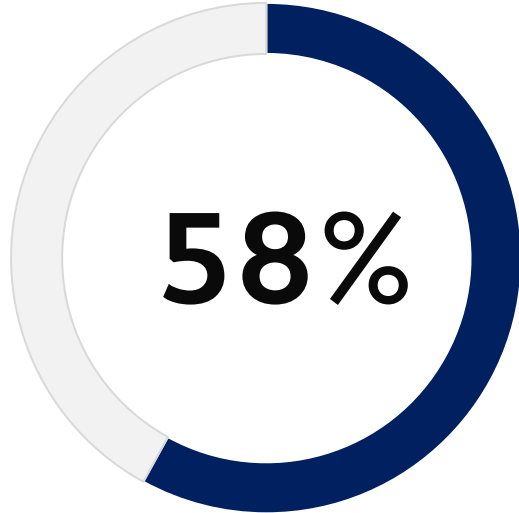
2 IN 3 DRIVERS WOULD STOP DRIVING IF FLEXIBILITY WAS COMPROMISED



68% report they wouldn't continue driving if they didn't have the flexibility they have now and were required to work a fixed shift

64% Bay Area, 69% SoCal/LA, 79% Sacramento Area  
70% White, 67% Non-White

# THE FLEXIBILITY ALSO ALLOWS FOR ENRICHMENT



**SAY THAT APP-BASED DRIVING HAS GIVEN THEM THE TIME AND MONEY THEY NEEDED TO TAKE A BREAK FROM A 9-5 JOB AND MAKE A MAJOR LIFE DECISION**

## FOR 3 IN 4

The flexibility that app-based driving provides has allowed them to **pursue other interests** that they couldn't before (74%)

*“I need a flexible schedule so I can focus on what I would like to do as an entrepreneur.”*

*- Female, Gen Z, Sacramento Area*

*“I like to have free time to study and have hobbies and shift my work time to fit my free time and sleep schedule.”*

*- Male, Gen Z, Los Angeles*

”

**APP-BASED DRIVING IS A SIDE HUSTLE  
AND NOT A FULL-TIME JOB FOR THE  
MAJORITY OF DRIVERS, PROVIDING AN  
OPPORTUNITY TO MAKE SUPPLEMENTAL  
INCOME**

# MAJORITY OF APP-BASED DRIVERS DRIVE PART TIME WITH IRREGULAR SCHEDULES

DRIVERS DRIVE FEWER THAN  
40 HOURS PER WEEK  
(84%)

5 IN 6

DRIVERS HAVE ANOTHER JOB  
(84%)

3 IN 4

DRIVERS SAY THEIR  
DRIVING SCHEDULE  
CHANGES FROM  
WEEK TO WEEK  
(71%)

HALF

OF DRIVERS SAY  
THEY GO LONG  
STRETCHES OF TIME  
WITHOUT DRIVING  
(47%)

# APP-BASED DRIVING ALSO PROVIDES AN ESSENTIAL WAY TO EARN SUPPLEMENTAL INCOME

## % USING DRIVING FOR SUPPLEMENTAL INCOME VS. PRIMARY SOURCE OF INCOME



Additional: 71% Bay Area, 74% SoCal/LA, 83% Sac. Area  
77% White, 71% Non-White

“ At the end of the day, it's about being able to supplement my income. For all their faults, *ride share apps have allowed me to work for extra money at the time when I need it most desperately.*”

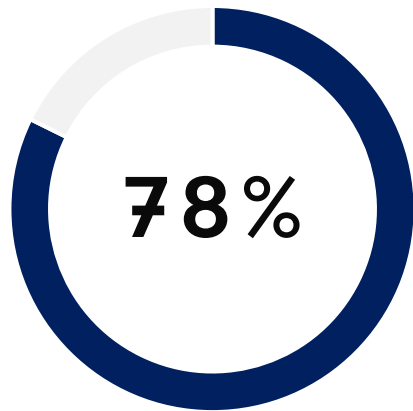
- Male, Gen X, Bay Area

*"I am a stay at home/work from home mother of 5 children. My week is already hectic as it is with extra curricular activities... I am a Mom-On-The-Go and I needed an extra source of income to try to supplement my income so I needed a job that would be extra flexible that I could slip into between activity shifts as well.*

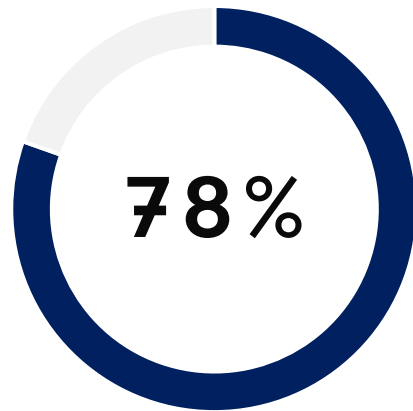
- Female, Millennial, Los Angeles

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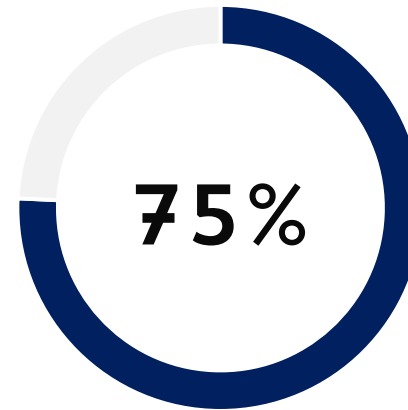
# THE SUPPLEMENTAL INCOME HAS ALLOWED DRIVERS TO TAKE CONTROL OVER THEIR LIVES



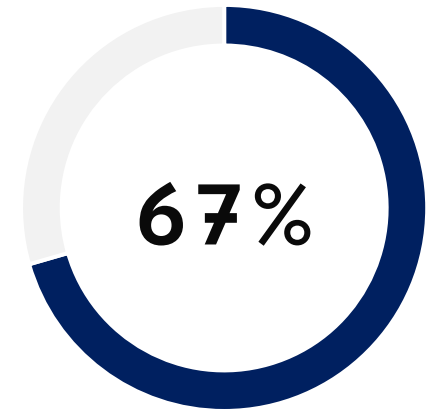
SAY DRIVING HELPS THEM FEEL **IN CONTROL** OF THEIR OWN FUTURE



FEEL THEY WOULD NOT BE ABLE TO **LIVE THEIR LIVES THE WAY THEY WANT TO** WITHOUT THE INCOME FROM DRIVING

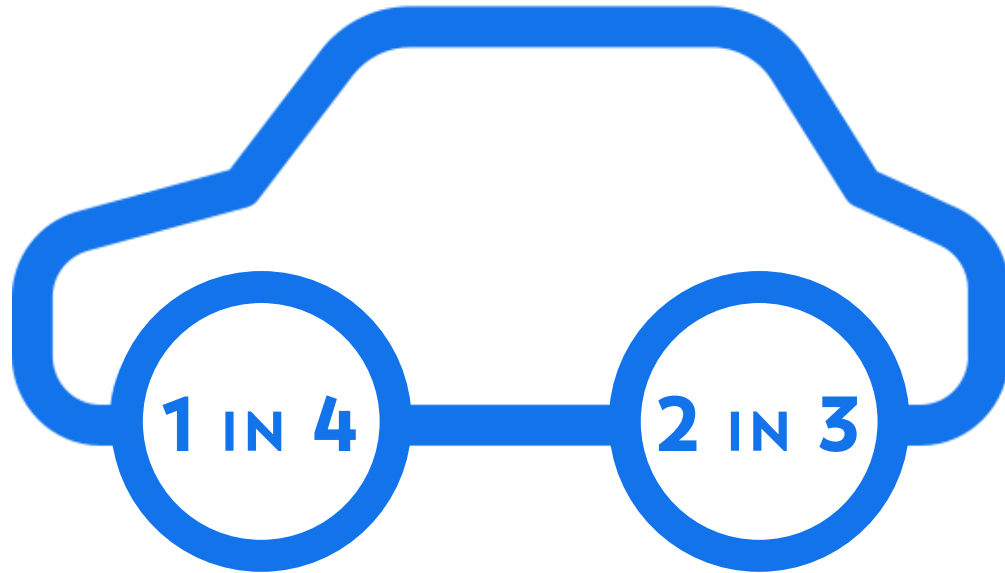


SAY DRIVING WITH APP-BASED COMPANIES HAS **IMPROVED THEIR LIVES**



SAY DRIVING HELPS THEM FEEL **EMPOWERED**

# APP-BASED DRIVING HAS BEEN A LIFEBOAT TO MANY WHO HAVE LOST JOBS DUE TO COVID-19



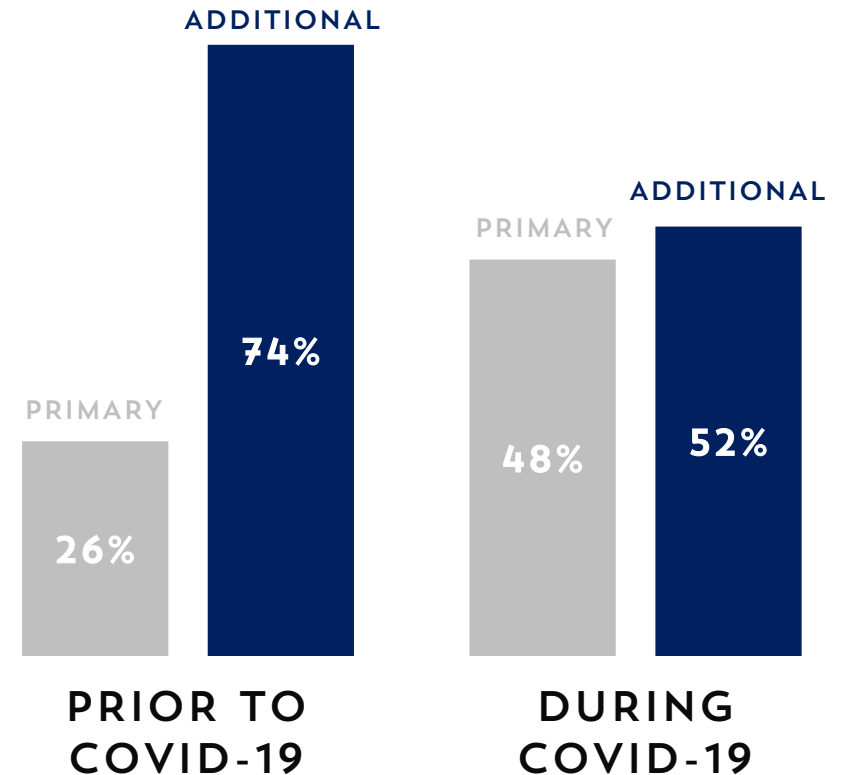
**DRIVERS LOST A PART-TIME OR FULL-TIME JOB DUE TO COVID-19**

*(70% had a part-/full-time job prior to COVID-19 vs. 45% during)*

**AGREE APP-BASED DRIVING GAVE THEM AN OPPORTUNITY TO EARN MONEY AFTER LOSING A JOB OR HOURS**

*(67%)*

## SOURCE OF INCOME FROM APP-BASED DRIVING PRIOR VS. DURING COVID-19





# APP-BASED DRIVING ALSO ACTS AS INSURANCE AGAINST CRISES

WITHOUT INCOME FROM APP-BASED DRIVING, DRIVERS WOULDN'T BE ABLE TO...

PUT MONEY AWAY FOR A RAINY DAY

76%

PROVIDE FOR THEMSELVES AND THEIR FAMILY

73%

PAY THEIR BILLS

73%

PAY RENT/MORTGAGE

67%

PUT FOOD ON THE TABLE

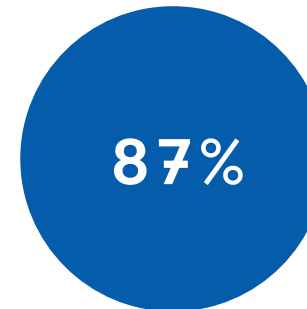
65%

WHILE COVID-19 HAS IMPACTED DRIVERS' ANXIETY AND STRESS, IT'S ALSO PROVIDED SOME COMFORT AS A WAY TO PROVIDE FOR THEMSELVES AND THEIR FAMILY



FEEL *MORE* STRESSED, ANXIOUS DRIVING DURING COVID-19 (50%, 48%)

But



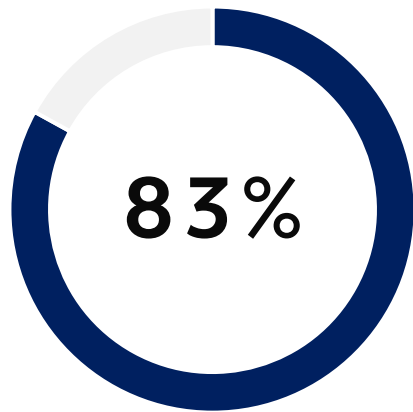
FEEL THANKFUL TO HAVE DRIVING AS AN OPPORTUNITY TO PROVIDE FOR THEMSELVES & FAMILIES

Q12: How much do you agree or disagree with the following statements? If I didn't have driving for rideshare/delivery as an option for work, I wouldn't be able to... (Nets: Somewhat agree/Strongly agree) (N=718) / Q7b: Looking at the same descriptions, please indicate how you feel they currently describe you given your experience and situation with app-based driving/delivering during COVID-19. (n=574) / Q7a: Thinking about your app-based driving/delivering, how well do each of the following describe how it makes you feel on a typical day? (Nets: Describes me somewhat/Describes me completely) (N=718)

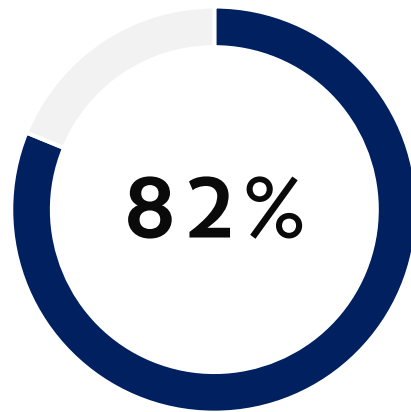
**DURING A TIME WHEN MENTAL HEALTH  
IS TOP OF MIND, DRIVING CAN BE A KEY  
OUTLET FOR MENTAL WELLBEING**

# DRIVING CAN PROVIDE A SENSE OF PRIDE, PURPOSE, AND COMMUNITY DURING A TIME WHEN MANY ARE LOOKING FOR WAYS TO COPE

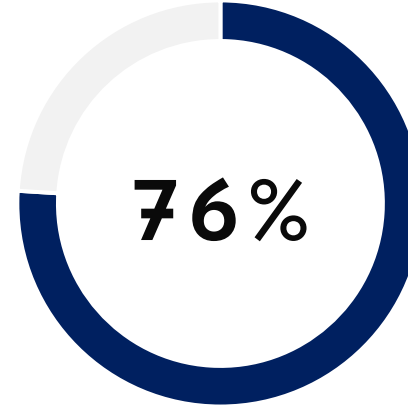
## APP-BASED DRIVING HELPS DRIVERS FEEL... *% DESCRIBES SOMEWHAT/ DESCRIBES COMPLETELY*



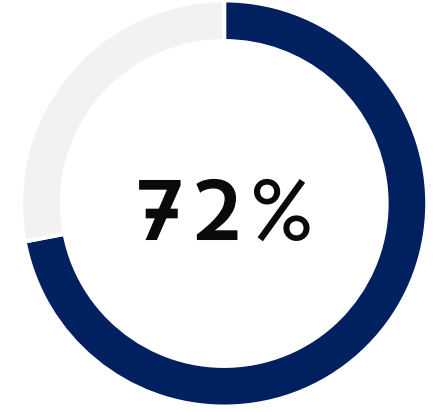
**PROUD TO BE PROVIDING  
AN ESSENTIAL SERVICE  
DURING THIS TIME**



**LIKE THEY'RE A  
PRODUCTIVE MEMBER  
OF SOCIETY**



**CONNECTED TO OTHER  
PEOPLE**



**LIKE THEY HAVE A  
PURPOSE IN LIFE**

# DRIVING ALLOWS DRIVERS TO MAKE MORE TIME FOR THE PEOPLE AND THINGS THAT MATTER MOST TO THEM

WITHOUT INCOME FROM APP-BASED DRIVING, DRIVERS WOULDN'T BE ABLE TO...

PURSUE THEIR HOBBIES/INTERESTS OUTSIDE OF WORK



GO OUT AND DO FUN THINGS WITH FRIENDS AND FAMILY



SPEND MORE QUALITY TIME WITH THEIR FAMILY



**7 IN 10**

**STARTED DRIVING WITH APP-BASED COMPANIES TO HAVE A BETTER WORK-LIFE BALANCE (71%)**

67% Bay Area, 70% SoCal/LA, 80% Sacramento Area  
73% White, 69% Non-White



# THANKS

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