



## Uber Earner Preferences Australia

### About the Survey

In recent years, there has been increasing focus on the conditions and benefits surrounding gig economy workers with some jurisdictions seeking increased regulation. Both the Federal and State Governments have undertaken significant bodies of work to understand the platform work experience and how to ensure an appropriate safety net exists for these workers. As a leader in the sector and to inform this discussion in Australia, Uber commissioned independent global research agency Ipsos to undertake research to understand drivers and delivery people's preferences.

### Key Findings

The findings below are based on the analysis conducted by Ipsos on behalf of Uber:

- **Flexibility is crucial to driver and delivery partners.** More than 9-in-10 driver and delivery partners say they would not keep driving or delivering if it didn't offer flexibility.
- **Driver and delivery partners want policymakers to preserve flexibility.** More than 9-in-10 (93%) driver and delivery partners want any changes to laws regarding app-based driving and delivering to protect the flexibility of driver and delivery partners' schedules. They also want politicians to respect and honour their views when considering changes that impact how they work.
- **Driver and delivery partners prefer to be independent.** Two-thirds (66%) of driver and delivery partners prefer independent contractor status over employee status.
- **Driver and delivery partners want flexibility AND benefits.** 82% support a proposal that would combine the flexibility of being an independent contractor with some benefits and protections typically associated with being an employee. The majority of driver and delivery partners of every demographic support not making driver and delivery partners employees, and giving them more benefits.

### Detailed Findings

Flexibility is critical to driver and delivery partners

- 93% agree driving provides them with flexibility to choose when, where and how they work, which they can't get from a traditional employment.
- 93% agree it is important that any changes to laws regarding app-based driving and delivering protect the flexibility of driver and delivery partners' schedules.

- 96% agree when considering changes to laws regarding driver and delivery partners, politicians should respect and honour the wishes of driver and delivery partners.
- 91% agree driving is something they wouldn't be able to do anymore if it didn't offer a flexible schedule.
- Illustrating just how important flexibility is, by 70% to 30%, driver and delivery partners prefer being able to maintain a flexible schedule over receiving the benefits of employment
- Most driver and delivery partners drive on the side. 70% consider themselves as part-time or occasional driver and delivery partners and more than 7-in-10 driver and delivery partners have other commitments like another job, school, or their own business.
- 48% of driver and delivery partners have driven with other platforms in the last 6 months.

Independent contractor status is preferred by driver and delivery partners

- Two-thirds (66%) prefer to be classified as an independent contractor compared to 34% who prefer to be classified as an employee. A similar number (64%) oppose being reclassified as an employee.
- 82% of driver and delivery partners support a plan which would combine the flexibility of independent contractor status with some benefits and protections typically associated with being an employee. This plan would not make driver and delivery partners employees, but they would receive more benefits than they currently receive as an independent contractor. Support for employee status drops to just 18% after driver and delivery partners learn of this plan.
- When given a 3-way choice between employment, keeping independent contractor status as is, or the new proposal which provides some additional benefits with maintaining flexibility, the new proposal is by far the most preferred option (68%) while 13% prefer traditional independent contractor status with no additional benefits, and 18% prefer to be classified as an employee even if it means losing flexibility.
- When viewing preferences across different demographic segments, all segments still prefer the new proposal over standard independent contractor or employee status. These demographic segments include age, gender, income whether they drive full-time or part-time/occasionally, migrant status, and health/disability status.

Dynamic earnings preferred over guaranteed hourly rate

- Driver and delivery partners value dynamic earnings. By 78% to 22%, they prefer being paid per ride with increased earnings during surges or promotions over being paid a guaranteed flat rate per hour.

## **Research Methodology**

Ipsos was commissioned by Uber to conduct an independent online survey with driver and delivery partners on the Uber platform within Australia between 4th May - 13th May, 2022. Throughout fieldwork a total of 1,234 driver and delivery partners completed the survey (95% CI, 2.78% ± MoE). All participants were aged 18 year or above and must have driven with Uber in the last 6 months. To ensure the results were representative of all Uber driver and delivery partners, data was weighted according to the latest list of Uber driver and delivery partners as of 8th April, 2022. For their participation, driver and delivery partners were offered a \$10 e-gift card noting that their responses were confidential and would only be reported in aggregate.

## **About Ipsos**

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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