



## Uber Driver & Delivery Partners' Preferences New Zealand

In recent years, there has been increased focus on the conditions and benefits surrounding rideshare and delivery economy workers, with some jurisdictions seeking additional regulation. This has led to specific discussions regarding the preferences and priorities of Uber drivers and delivery partners and their status as either contractors or employees. As a leader in the sector and to inform this discussion in New Zealand, Uber commissioned Ipsos, an independent global research agency, to undertake research to understand drivers and delivery partners' preferences towards employment status.

### Research Methodology

Ipsos was commissioned by Uber to conduct an independent online survey with drivers and delivery partners on the Uber platform within New Zealand between 4<sup>th</sup> April - 7<sup>th</sup> April, 2023. Throughout fieldwork a total of 597 drivers (300) and delivery partners (297) completed the survey (95% CI, 3.96% ± MoE). All participants were aged 18 years or above and must have driven with Uber in the last 6 months. Three responses were removed due to duplicate email addresses. For their participation, drivers and delivery partners were offered \$10 NZD credits from Uber. The identities of all research participants were kept confidential and only reported on at an aggregate level.

### Key Findings

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

- **Flexibility is crucial to drivers and delivery partners:** Nine-in-10 (91%) drivers and delivery partners say they would not keep driving or delivering if it didn't offer flexibility.
- **Drivers and delivery partners want policymakers to preserve flexibility:** 92% of drivers and delivery partners want any changes to laws regarding app-based driving and delivering to protect their flexibility.
- **Drivers and delivery partners prefer to be independent:** 69% of drivers and delivery partners prefer independent contractor status over employee status.
- **Drivers and delivery partners want flexibility AND benefits:** 79% of drivers and delivery partners support a proposal that would combine the flexibility of being an independent contractor with some benefits and protections typically associated with being an employee.

### Detailed Findings

Drivers and delivery partners are satisfied with their work

- 76% of Uber drivers and delivery partners reported being satisfied with their work as a driver/delivery partner with app-based rideshare or food delivery companies.

- Flexibility and freedom to work when they want were the primary reasons drivers and delivery partners were satisfied with their work (32% of those satisfied mentioned these reasons, unprompted).

#### Flexibility is critical to drivers and delivery partners

- 95% agree driving provides them with flexibility to choose when, where and how they work, which they can't get from traditional employment.
- 91% agree it is important that any changes to laws regarding app-based driving and delivering protect the flexibility of drivers and delivery partners' schedules.
- 84% would prefer to maintain schedule flexibility than to work at certain times defined by the rideshare or delivery company. In addition, 78% would prefer to maintain schedule flexibility rather than drive a minimum number of hours each week set by the rideshare or delivery company.
- 92% agree when considering changes to laws regarding drivers and delivery partners, politicians should respect and honour the wishes of drivers and delivery partners.
- 91% agree driving is something they wouldn't be able to do anymore if it didn't offer a flexible schedule.
- The top two considerations for driving with an app-based rideshare or delivery company among Uber drivers and delivery partners are that it provides flexibility in their schedule (76%) and allows them to be their own boss (72%). These scores are calculated based on the aggregate percentage of a score provided by the research participant, where they have scored between 8 and 10 (inclusive), on a scale of 0-10, where 0 means 'not at all important' and 10 means 'extremely important'.

#### Independent contractor status is preferred by drivers and delivery partners

- Over two-thirds (69%) prefer to be classified as an independent contractor compared to 34% who prefer to be classified as an employee.
- 79% of drivers and delivery partners would support an option which would combine the flexibility of independent contractor status with some benefits and protections typically associated with being an employee. Such an option would not make drivers and delivery partners employees, but they would receive more benefits than they currently receive as an independent contractor.
- 72% agree that such an option would be preferred in comparison to becoming an employee.

#### Dynamic earnings are preferred over a guaranteed hourly rate

- Drivers and delivery partners value dynamic earnings. 76% prefer being paid per ride with increased earnings during surges or promotions over being paid a guaranteed flat rate per hour.

## **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). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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