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

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

**...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.

**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:

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

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

- **THE PROS**
  - 18% Currently drive UberBLACK

- **CROSSOVERS**
  - 18% uberX driver-partners who previously drove taxis or black cars
### Driver Segments

#### BASIC DEMOS

<table>
<thead>
<tr>
<th><strong>THE PROS</strong></th>
<th>Currently drive UberBLACK</th>
<th>18%</th>
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</table>
- 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 |

<table>
<thead>
<tr>
<th><strong>CROSSOVERS</strong></th>
<th>uberX driver-partners who previously drove taxis or black cars</th>
<th>18%</th>
</tr>
</thead>
</table>
- 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 |

<table>
<thead>
<tr>
<th><strong>NEW REGULARS</strong></th>
<th>No previous pro-driving experience &amp; now driving uberX &gt;30 hrs/week</th>
<th>12%</th>
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</table>
- 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 |

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<tr>
<th><strong>PART-TIMERS</strong></th>
<th>No previous pro-driving experience &amp; now driving uberX &lt;30 hrs/week</th>
<th>52%</th>
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</table>
- Youngest cohort: 60% under 40
- Most female cohort, at 21% female
- 47% less than college education; 53% college or higher

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

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

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

...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%

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

Uber fills in the gaps:

Taxi drove for a living at some point in life, some in more than 1 way
Driver-partners report that Uber boosts their income, financial security... 

INCOME

71% BETTER
17% SAME
11% WORSE

FINANCIAL SECURITY

61% BETTER
28% SAME
11% WORSE

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

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

Uber rarely the sole source of income

THE PROF

25% 36%

CROSSOVERS

25% 41%

REGULAR

21% 30%

PART-TIMERS

50% 12%

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

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”

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

average hourly earnings

$19
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. Among all Uber driver-partners, 63% say a reason to drive with Uber is a greater income, and 64% say personal safety is a reason to drive with Uber.

Average $/hour (on Uber)

- $23: Drove taxis before Uber
- $27: Drove black cars before Uber

Of all Uber driver-partners who previously worked for a delivery service... 15% are among the most satisfied with Uber.

Among Uber Partners Who Previously Drove Taxis:

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Better</th>
<th>About Same</th>
<th>Total Worse</th>
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</thead>
<tbody>
<tr>
<td>Control over your schedule</td>
<td>74%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>71%</td>
<td></td>
<td></td>
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<tr>
<td>Flexibility in work-life balance</td>
<td>70%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sense of financial security</td>
<td>61%</td>
<td></td>
<td></td>
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<tr>
<td>Quality of life</td>
<td>58%</td>
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<tr>
<td>Sense of confidence</td>
<td>56%</td>
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### 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

Income isn’t the only thing that’s gotten better. Control over your schedule, income, flexibility in work-life balance, sense of financial security, quality of life, and sense of confidence have all improved for driver-partners.
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

**Age:** Spread across the spectrum
- 19% 18-29
- 30% 30-39
- 26% 40-49
- 24% 50+

**Driver-partners and their families**
- 50% are married
- 46% have children
- 25% financially supporting parents/others relatives

**Gender**
- 86%
- 14%

**Education**
- 28% no college degree
- 24% AA degree or trade school
- 48% college or advanced degree

7% of driver-partners are veterans
7% of driver-partners are currently students
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%.