

TO: Uber Canada

FROM: Craig Worden, Mubashera Kothawala

DATE: February 16, 2022

RE: **Key findings of survey among drivers and delivery people on the Uber Canada platform about the recently-announced UFCW Canada Agreement**

METHODOLOGY IN BRIEF

The following memorandum provides a summary of the key findings of an online survey conducted by Pollara Strategic Insights, on behalf of Uber Canada, amongst a randomly selected, representative sample of N=1,000 rideshare drivers and delivery people on the Uber platform from February 2-9, 2022. Survey results amongst the total sample carry a margin of error of $\pm 3.1\%$, 19 times out of 20. Sub-samples carry higher margins of error, such as BC drivers and delivery people (n=197; $\pm 7.0\%$) and Ontario drivers and delivery people (n=537; $\pm 4.2\%$) Full methodological details can be found at the end of this memorandum.

KEY FINDINGS

- There is **very high and intense support amongst drivers and delivery people for the new agreement between Uber Canada and UFCW Canada.**
 - After reading a description of the agreement, 85% of all drivers and delivery people expressed support for it. Only 6% were opposed. Notably, 87% of drivers and delivery people in BC and Ontario were supportive.
- **Drivers and delivery people also provide resounding support to their provincial government enacting the slate of industry reforms for app-based workers** that are laid out in Uber Canada-UFCW Canada agreement.
 - After reading the list of the reforms, 89% of drivers and delivery people expressed support and only 4% were opposed. Nine-in-ten drivers and delivery people in BC (91%) and Ontario (90%) were supportive.
 - Testing support for each of the reforms individually revealed high, strong support for provincial governments enacting the package of reform, with each element garnering between 86% to 91% support.
- These high levels of support for the Uber Canada-UFCW Canada agreement and their industry reform proposals are not surprising given that **the goals of the agreement and reforms appear to align very strongly with driver and delivery people's values and preferences.**

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- Notably, about nine-in-ten drivers and delivery people indicate that flexibility and control of their schedule (91%) and being their own boss (85%) are extremely or very important to them. And, about nine-in-ten drivers and delivery people agree that their driving/delivering work provides them with the scheduling flexibility they cannot get from a traditional job (95%), that it is work they would not be able to do without the scheduling flexibility (89%), and that it is important that any changes to app-based driving and delivering should protect the flexibility of drivers' schedules (95%).

DETAILED FINDINGS

Awareness and Support for the Uber Canada – UFCW Canada Agreement

- Although the survey was launched within a week of the announcement of the Uber Canada – UFCW Canada agreement, **69% of drivers and delivery people indicate awareness** of it. At the time of the survey fielding, **familiarity with the agreement was moderate**, as only 18% indicated they were very familiar with it, 17% were moderately familiar, and 34% were aware but knew little-to-no details.
- **Among the 69% indicating awareness of the agreement, 60% indicated support** for it – without being given additional information about the agreement. Support was somewhat higher in BC (69%) and Ontario (61%). **Only 9% of aware drivers and delivery people were opposed**, and 31% were unsure – likely due to relatively low familiarity so soon after the announcement.
- Upon reading the description of the agreement below, **85% of all drivers and delivery people expressed support** for it, while only 6% were opposed to it. Notably, 87% of drivers in BC and Ontario were supportive.

Uber Canada and UFCW Canada announced a new agreement that ensures drivers and delivery people who work with Uber will **maintain the same control and flexibility** that they have now, while gaining new benefits and protections, including:

1. A commitment from **Uber Canada and UFCW Canada to call on provincial governments to enact industry-wide reforms for app-based workers that protect flexibility and require companies to provide new benefits to workers.** Examples of potential benefits include a minimum earnings guarantee that is higher than minimum wage, a flexible benefits fund, occupational accident coverage, and notice before termination or termination pay.
2. If requested by drivers and couriers on the Uber platform, UFCW will provide them with representation free of charge when they are facing account deactivations and other disputes with Uber. And, UFCW Canada and Uber Canada have committed to meeting regularly to **discuss and improve health, safety, and other related issues.**

- Support is high across all key segments of drivers and delivery people on the Uber platform, including rideshare drivers (81%), delivery people (86%), and those who are both rideshare drivers and delivery people (86%); those who work full-time (87%), part-time (84%) or

occasionally (86%) as drivers or delivery people; the 18-29 (89%), 30-44 (85%), and 45+ age brackets (81%); women (89%) and men (85%); racialized/visible minority (88%) and white/Caucasian (83%) drivers and delivery people, and no fewer than 80% of drivers and delivery people in any province/region.

Support for Government Action on Industry Reforms

- Upon reading the industry-wide reforms proposed in the Uber Canada-UFCW Canada agreement below, **89% of drivers and delivery people expressed support for their provincial government enacting the slate of reforms**. Only 4% of drivers and delivery people were opposed. Nine-in-ten drivers in BC (91%) and Ontario (90%) were supportive.

And, overall, how much do you support or oppose your provincial government enacting industry-wide reforms for app-based workers that maintains drivers' independent contractor status with the same control and flexibility that they have now, and provides them with new benefits and protections?

The industry-wide reforms would require app-based companies to provide workers with some benefits, which could include things like:

- **Protecting flexibility for** drivers in deciding if, when, and where they want to work
- **A minimum earnings guarantee of 120% of minimum wage**, with no maximum on what drivers can earn
- **A company paid flexible benefits fund** for drivers and delivery people who work a minimum amount where the driver gets to pick what benefit(s) to use their funds for
- **Occupational accident coverage** that covers injury on the job
- **Notice before termination or termination pay** for non-safety-related account deactivations
- **Worker access rights**, including organizing and collective bargaining rights if existing thresholds of support are met

- Testing support for each of the reforms individually revealed **high, strong support for provincial governments enacting the package of reform**, with each element garnering between 86% to 91% support from drivers and delivery people. Support in BC (87% to 93%) and Ontario (87% to 92%) was slightly stronger than the national results.
 - **Occupational accident coverage** (91% support) and **protecting the flexibility for drivers and delivery people** choosing when, where and how they work (91% support) garner the highest levels of support, followed closely by the **minimum earnings guarantee** of 120% minimum wage, with no maximum on earnings (90% support).
 - In BC, these three reforms were supported by 93%, 90%, and 91% of drivers and delivery people, respectively. In Ontario, they were supported by 92%, 92%, and 91% of drivers and delivery people, respectively.

- The **flexible benefits fund** (89% support) and **termination notice/pay** provisions (89% support) were supported by just shy of nine-in-ten drivers and delivery people. And, 86% supported **worker access rights**.
 - In BC, these three reforms were supported by 89%, 87%, and 89% of drivers and delivery people, respectively. In Ontario, they were supported by 90%, 89%, and 87% of drivers and delivery people, respectively.
- Notably, almost nine-in-ten drivers and delivery people agree that the proposed reforms are ***“a better alternative than forcing drivers to be employees with no schedule flexibility”*** (88%) and ***“a better alternative than letting them be independent contractors with no benefits or protections”*** (86%).
- Almost nine-in-ten drivers and delivery people also agree that the proposed reforms are ***“a good compromise for drivers”*** (89%), and that ***“these reforms should be enacted by the government”*** (87%). Finally, almost all drivers and delivery people (95%) feel that ***“when considering changes to employment laws dealing with app-based rideshare or delivery drivers, the government should also respect and honour the wishes of drivers”***.

Drivers and Delivery People’s values, preferences, and views on app-based driving work

- Nine-in-ten drivers and delivery people across Canada (91%) indicate that ***“flexibility and control over my schedule, in terms of when and where I work”*** is extremely or very important to them in terms of their work with Uber. This is also true of BC (89%) and Ontario (90%) drivers and delivery people.
- Another nine-in-ten drivers and delivery people also indicate it is extremely or very important to them that their work with Uber ***“allows me to schedule - or turn off - work so that I can take care of family, health, education, and/or other work responsibilities”***. This is also true of BC (88%) and Ontario (92%) drivers and delivery people.
 - The importance of flexibility is driven by drivers and people’s circumstances, as just a quarter (26%) describe themselves as a full-time driver or deliver person, whereas three-quarters (74%) describe their driving/delivering as part-time (49%) or occasional (25%).
- An overwhelming majority (85%) of drivers and delivery people also say it is extremely or very important to them that their work with Uber ***“allows me to be my own boss”***. This is also true of BC (79%) and Ontario (86%) drivers and delivery people.
- These values, preferences, and needs align with the nature of drivers and delivery people’s work on the Uber platform as well as the objectives of the new Uber Canada – UFCW Canada agreement, as nine-in-ten drivers and delivery people agree that their driving/delivering work provides them with the ***“flexibility to choose when, where, and how I work, which I can’t get from a traditional job”*** (95%), and that it is work that they ***“wouldn’t be able to do anymore if it didn’t offer a flexible schedule”*** (89%).

FULL METHODOLOGICAL DETAILS

This memorandum provides a summary of the key findings of an online survey conducted by Pollara Strategic Insights, on behalf of Uber Canada, amongst a randomly selected, representative sample of N=1,000 rideshare drivers and delivery people (app-based workers) on the Uber platform from February 2-9, 2022.

- *Specifically, from Uber's database, Pollara invited drivers who had driven or delivered with Uber in the past 3 months. An email invitation was issued by Pollara to drivers and delivery people, which contained a secure, unique, single-use link to the survey hosted on Pollara's secure survey platform servers. The invitation stressed the confidentiality and anonymity of the respondent's answers and that Pollara was an independent research firm.*

In order to ensure the reliability and representativeness of the sample, the final dataset was weighted using standard statistical techniques in order to match the actual demographics and driving patterns of drivers and delivery people on the Uber platform within the past 3 months.

- *Specifically, the data is statistically weighted according to the following characteristics of the past 3-month driver and delivery person population: gender identity, age, province, driving type (rideshare drivers only, delivery people only, and those who fall into both categories), number of months since the first trip, number of weeks since the last trip, number of trips in the past 90 days, and number of lifetime trips completed.*

Survey results amongst the total sample carry a margin of error of $\pm 3.1\%$, 19 times out of 20. Sub-samples carry higher margins of error, such as BC drivers and delivery people ($n=197$; $\pm 7.0\%$) and Ontario drivers and delivery people ($n=537$; $\pm 4.2\%$).