

TO: Uber Canada

FROM: Craig Worden, Mubashera Kothawala

DATE: January 9, 2024

RE: **Key findings of survey among Uber Earners in Canada about the Uber-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=2,010 rideshare drivers, delivery people and cross-dispatch drivers (collectively referred to as “earners”) on the Uber platform from December 14-22, 2023. Survey results amongst the total sample carry a margin of error of $\pm 2.2\%$, 19 times out of 20. Sub-samples carry higher margins of error, such as BC earners (n=581; $\pm 4.1\%$), Ontario earners (n=655; $\pm 3.8\%$) and Quebec earners (n=648; $\pm 3.8\%$). Full methodological details can be found at the end of this memorandum.

KEY FINDINGS

- There is **very high and intense approval amongst Uber earners for the agreement between Uber Canada and UFCW Canada.**
 - After reading a description of the agreement, 82% of all Uber earners approve of it. Only 5% express disapproval. Between 78% to 80% of earners in BC, Ontario, and Quebec approve of the agreement.
- **Uber earners also provide resounding support to their provincial government enacting the slate of industry reforms for app-based workers** that are laid out in the Uber Canada-UFCW Canada agreement.
 - After reading the list of reforms, 79% of earners express support and only 6% oppose. Eight-in-ten earners in BC (79%), Ontario (78%), and Quebec (80%) are supportive.
 - Testing support for each of the reforms individually reveals high, strong support for provincial governments enacting the reform package, with each element garnering between 85% to 88% support in BC, 84% to 85% in Ontario, 86% to 90% in Quebec, and 83% to 95% support among earners in the remaining provinces.
- 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 earners’ values and preferences.**

Craig Worden, President & Chief Innovation Officer: craigworden@pollara.com
Mubashera Kothawala, Associate Vice President: mubasherakothawala@pollara.com
www.pollara.com

- Notably, at least eight-in-ten earners indicate that flexibility and control of their schedule (88-89%) and being their own boss (83%) are extremely or very important aspects of working with Uber. Moreover, over nine-in-ten earners also 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 (91%), and that it is important that any changes to app-based driving and delivering should protect the flexibility of drivers' schedules (96%).

DETAILED FINDINGS

Awareness and Approval of the Uber Canada – UFCW Canada Agreement

- The Uber Canada-UFCW Canada Agreement was announced in January 2022. Almost two years later, **about half (52%) of Uber earners indicate they are aware of it, without being provided additional information about the agreement (unaided awareness).**
- **Among the 52% indicating unaided awareness of the agreement, 67% approve of it.** Seven-in-ten approve of the agreement on an unaided basis in BC (71%) and almost two-thirds (64%) feel the same in Ontario and Quebec. **Only 10% of these unaided-aware Uber earners disapprove of the agreement,** and 24% are unsure.
- Upon reading the description of the agreement below, **82% of all Uber earners express approval** for it, while only 5% express disapproval. 83% of earners in BC and Ontario, and 81% in Quebec, approve of the agreement.

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.**

- Approval is high across all key segments of earners on the Uber platform, including rideshare drivers (81%), delivery people (82%), and those who do both (85%); those who work full-time (84%), part-time (81%) or occasionally (81%) as earners on the Uber platform; across age groups – 18-29 (84%), 30-39 (83%), 40-49 (82%) and 50+ (81%); women (82%) and men (82%); racialized/visible minority (83%) and white/Caucasian (81%) earners; and 80% in AB, 88% in the Prairies and 70% of Atlantic Canada earners.

- Among Uber earners, 2% report having taken advantage of the Uber-UFCW agreement provisions by asking a UFCW representative to represent them (free of charge) either when facing account deactivation or another dispute with Uber. *Among those who utilized these provisions, the majority were satisfied with their experience and the results, and indicated that having UFCW represent them in their discussions with Uber had an overall positive impact on their level of satisfaction of working with Uber. (*Note: the base size of those who have had UFCW represent them is very low. Thus, these results are considered directional in nature, and not statistically significant).

Support for Provincial Government Action on Industry Reforms

- Upon reading the industry-wide reforms proposed in the Uber Canada-UFCW Canada agreement, **79% of Uber earners, overall, express support for their provincial government enacting the slate of reforms.** Only 6% oppose, while 14% are unsure.
 - Note: As displayed on the following page, somewhat different reforms were shown to earners in each of BC, Ontario, and the remaining provinces.
 - 79% in BC and 78% in Ontario express support for their province-specific reforms. Among other provinces, 80% in Quebec, 91% in Alberta, 79% in the Prairies and 88% in Atlantic Canada express support.
- Testing support for each of the reforms individually reveals **high support for provincial governments enacting the package of reforms.**
 - In BC, these five reforms are individually supported by 85% to 88% of BC earners. There is stronger support (68% strong support) expressed for ensuring drivers receive upfront fare and destination information on every ride and delivery.
 - In Ontario, these three reforms are supported by 84% to 85% of earners, with over half (54-58%) expressing strong support.
 - In Quebec, support ranges from 86% to 90%, with occupational accident coverage and protecting the flexibility for drivers garnering the highest levels of support (90% total support; 76% and 73% strong support respectively.)
 - Among other provinces, each element garners between 83% to 95% support from earners.
- Notably, nine-in-ten earners agree that the proposed reforms are ***“a better alternative than forcing drivers to be employees with no schedule flexibility”*** (90%) and ***“a better alternative than letting them be independent contractors with no benefits or protections”*** (87%).
- Nine-in-ten also agree that the proposed reforms are ***“a good compromise for drivers”*** (89%), and that ***“these reforms should be enacted by the government”*** (88%). Finally, almost all earners (96%) 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”***.

And, overall, how much do you support or oppose your provincial government enacting **industry-wide reforms for app-based workers like yourself**, 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:

[REFORMS SHOWN TO EARNERS IN BC]

- Establishing a set of benefits and protections specifically for **"Online Platform Workers"**, meaning app-based drivers and delivery people fall within a distinct category of worker (not a traditional employee), and can continue to work when, where, and if they want – protecting drivers' work flexibility.
- Ensuring drivers and delivery people receive **at least 120% of the provincial Minimum Wage for engaged time** (i.e. the time period when they accept a ride/delivery to when it is completed) – with no maximum limit on earnings
- Ensuring drivers **receive upfront fare and destination information** on every ride and delivery.
- Requiring the app-based rideshare or delivery platforms to provide **written notice and a review process for account suspensions and deactivations**.
- Providing Online Platform Workers with **workers compensation (WorkSafeBC) coverage**.

[REFORMS SHOWN TO EARNERS IN ONTARIO]

- Establishing a set of benefits and protections specifically for **"Digital Platform Workers"**, meaning app-based drivers and delivery people fall within a distinct category of worker (not a traditional employee), and can continue to work when, where, and if they want – protecting drivers' work flexibility.
- Ensuring drivers and delivery people receive the provincial **Minimum Wage for engaged time** (i.e. the time period when they accept a ride/delivery to when it is completed) – with no maximum limit on earnings
- Providing Digital Platform Workers with **additional transparency measures**, including the right to know the results of the previous 5 customer ratings

[REFORMS SHOWN TO EARNERS IN QUEBEC, ALBERTA, PRAIRIES & ATLANTIC CANADA]

- **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

Earners' values, preferences, and views on app-based driving work

- Nine-in-ten earners across Canada (89%) 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. Ontario (89%), Quebec (88%) and BC (84%) earners feel the same, with over half (55-57%) strongly feeling this way.
- Close to nine-in-ten (88%) 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 Ontario (87%), Quebec (87%), and BC (84%) earners.
 - The importance of flexibility is driven by personal circumstances, as four-in-ten (39%) describe themselves as a full-time driver, delivery person, or cross-dispatch driver, whereas 61% describe their driving/delivering as part-time (45%) or occasional (16%).
- An overwhelming majority (83%) 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”***. 81% of BC and Ontario, and 80% of Quebec earners express similar opinions.
- These values, preferences, and needs align with the nature of the earners' work on the Uber platform as well as the objectives of the Uber Canada - UFCW Canada agreement, as over nine-in-ten 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”*** (91%).

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=2,010 rideshare drivers, delivery drivers and cross-dispatch drivers (driver that do both delivery and rideshare) on the Uber platform from December 14-22, 2023.

- *Specifically, Uber invited earners from their database, and they were screened to have had driven or delivered with Uber in the past 3 months. An email invitation was issued by Uber, 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 of earners on the Uber platform.

- *Specifically, the data is statistically weighted according to the following characteristics of the Uber-Canada earners' population: gender identity, age and province.*

Survey results amongst the total sample carry a margin of error of $\pm 2.2\%$, 19 times out of 20.

- *Sub-samples carry higher margins of error, such as BC earners (n=581; $\pm 4.1\%$), Ontario earners (n=655; $\pm 3.8\%$) and Quebec earners (n=648; $\pm 3.8\%$).*
- *The sample size for Alberta earners (n=65) is small – these results are to be interpreted with caution.*
- *The sample size for Prairie (MB/SK) earners (n=30) and Atlantic Canada earners (n=31) is very small – these results only provide direction and are not statistically representative.*