

A person wearing a white helmet and a red jacket is riding a red scooter with a red delivery bag on the back. They are riding past a large, leafy tree and a house with a bay window. The scene is overlaid with a blue-to-red gradient.

Potential Reforms for BC App-Based Workers

January 2024

A survey conducted for  DOORDASH

pollara
strategic insights

Methodology

Research Design: Pollara conducted an online survey of 2,000 British Columbia adults.

Field Dates: January 8th to 16th, 2024.

Reliability: While online surveys cannot be assigned a margin of error, the margin of error for a probability sample of this size is $\pm 2.2\%$, 19 times out of 20. The margin of error will be larger when looking at sub-populations.

Weighting: Data was weighted by region, gender, and age within British Columbia, using the most recent census figures.

46%

of British Columbians would oppose a special \$20.10 minimum wage for app-based workers, while only **39% would support it.**

pollara
strategic insights

Key Findings

3

- 38% of British Columbians have used rideshare apps in the past year and 46% have used food delivery apps. Over three-in-four report a positive experience.
- Most of the reforms to app-based work proposed by the BC government are popular: 84% support allowing app-based workers to keep 100% of their tips, 77% support fair and transparent deactivation procedures, and 71% support pay transparency before accepting orders.
- Six-in-ten (60%) support giving app-based workers the same \$16.75 minimum wage as other workers for active hours worked, with 23% opposed.
- However, support falls considerably for a special \$20.10 minimum wage for app-based workers: 39% support and 46% are opposed to this. Among those who feel strongly, 17% *strongly* support this initiative and 25% *strongly* oppose it.
 - When presented with arguments for and against a special minimum wage, twice as many British Columbians oppose (55%) rather than support (28%) this.



Views on App-Based Work

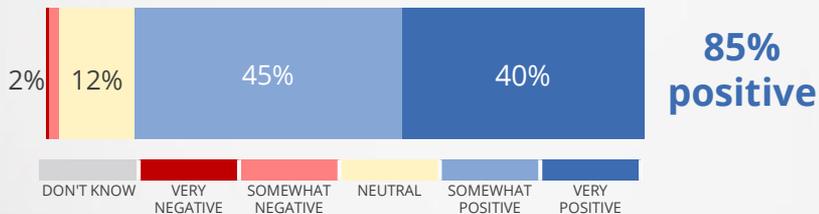
pollara
strategic insights

Users of rideshare and food delivery apps overwhelmingly positive about their experience

Rideshare Apps



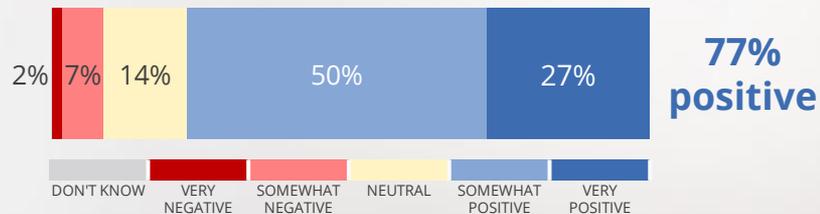
Experience Rating



Food Delivery Apps



Experience Rating



Have you used rideshare apps like Uber or Lyft in the past 12 months? Base: Total (N=2000)

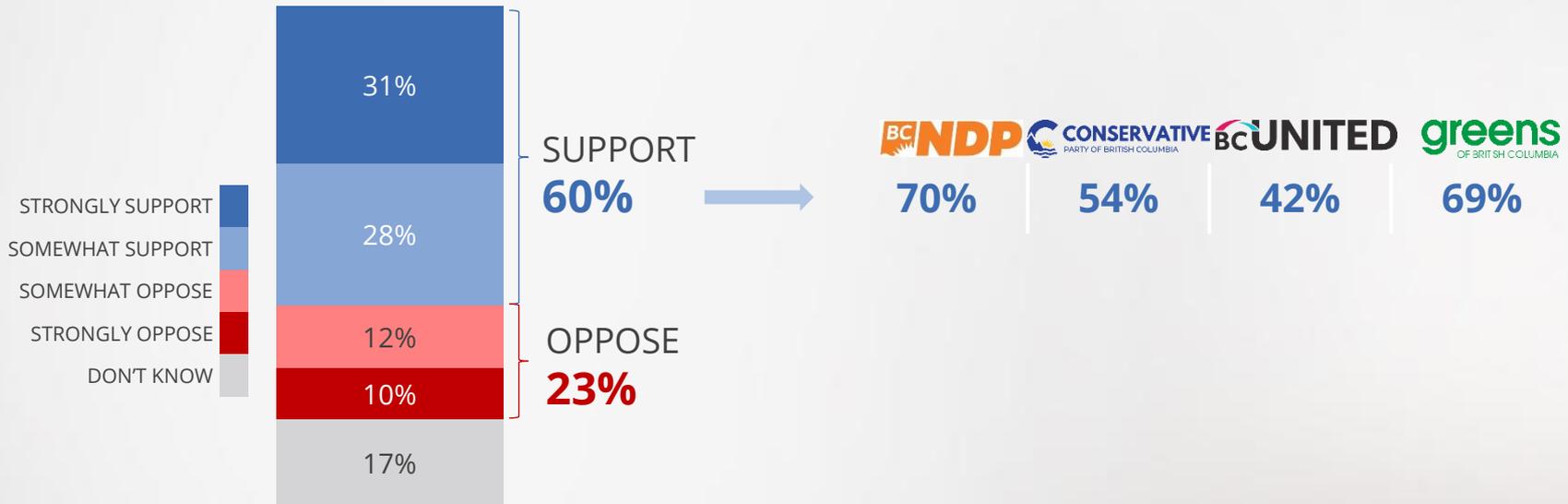
How would you rate your experience with rideshare apps? Base: Those who have used rideshare apps (N=742)

Have you used food delivery apps like Skip the Dishes, Uber Eats, DoorDash, or Instacart in the past 12 months? Base: Total (N=2000)

How would you rate your experience with food delivery apps? Base: Those who have used food delivery apps (N=878)

Majority support law requiring app-based workers to be paid at least minimum wage during active work hours

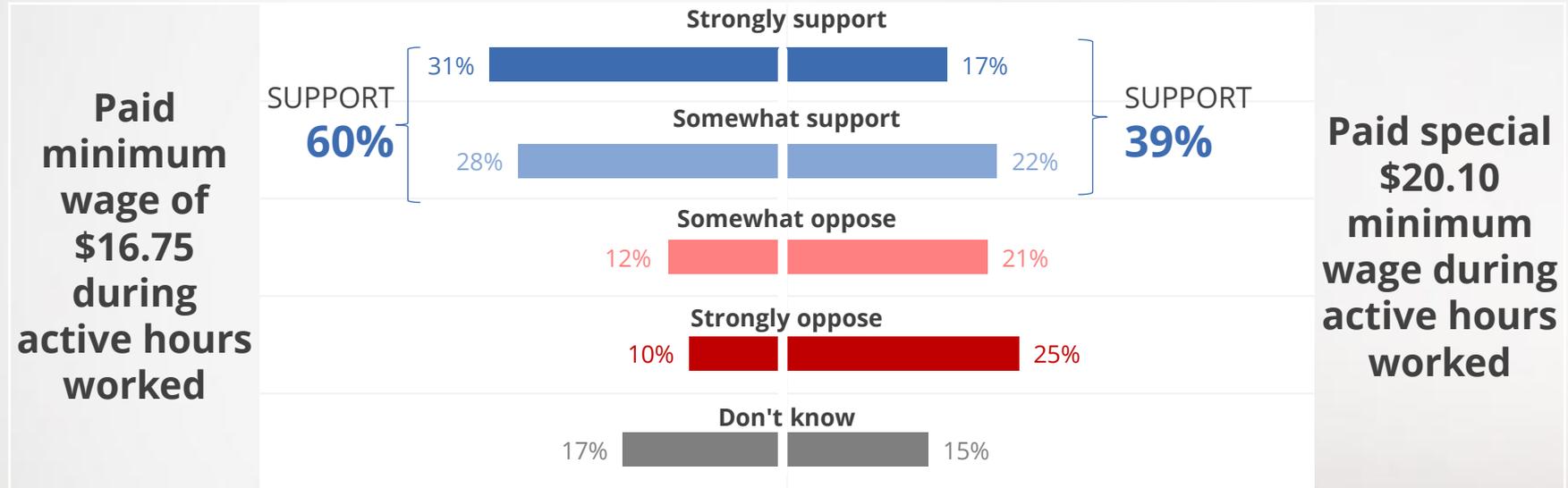
- Support for this is higher among British Columbians 18-34 (support 67% / oppose 14%).
- Women (61% / 19%) are a bit more supportive than men (58% / 28%).



Since app-based workers are paid by the job, not by the hour, minimum wage does not apply to them. Would you support or oppose the BC government passing a law that app-based workers need to be paid at least BC's \$16.75 minimum wage during the time they are actively working on a job? Base: Total (N=2000)

Support for app-based workers minimum wage falls 20 points for minimum wage above the regular level

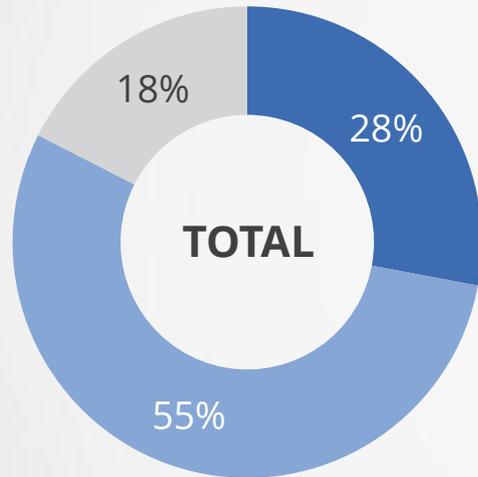
- When asked about a minimum wage for app-based workers of \$20.10 for active hours, 39% support and 46% oppose the idea.
- Among those who feel *strongly* about it, 17% strongly support and 25% strongly oppose it.



Since app-based workers are paid by the job, not by the hour, minimum wage does not apply to them. Would you support or oppose the BC government passing a law that app-based workers need to be paid at least BC's \$16.75 minimum wage during the time they are actively working on a job? | The BC government has proposed a special minimum wage just for app-based workers of \$20.10 per hour while they are working on a job, which is higher than BC's minimum wage of \$16.75. Base: Total (N=2000)

When presented with arguments on both sides, majority feel app-based workers don't need special minimum wage

- When presented with the arguments below in favour of and against paying app-based workers for time between jobs, 55% feel they should not receive a special minimum wage and 28% feel they should.
- Among provincial NDP voters, 51% feel they should not receive a special minimum wage and 32% feel they should.



A minimum wage for app-based workers should be higher than for other jobs, because app-based-workers' get paid only for the time they're actually driving passengers or delivering orders, not downtime between jobs.

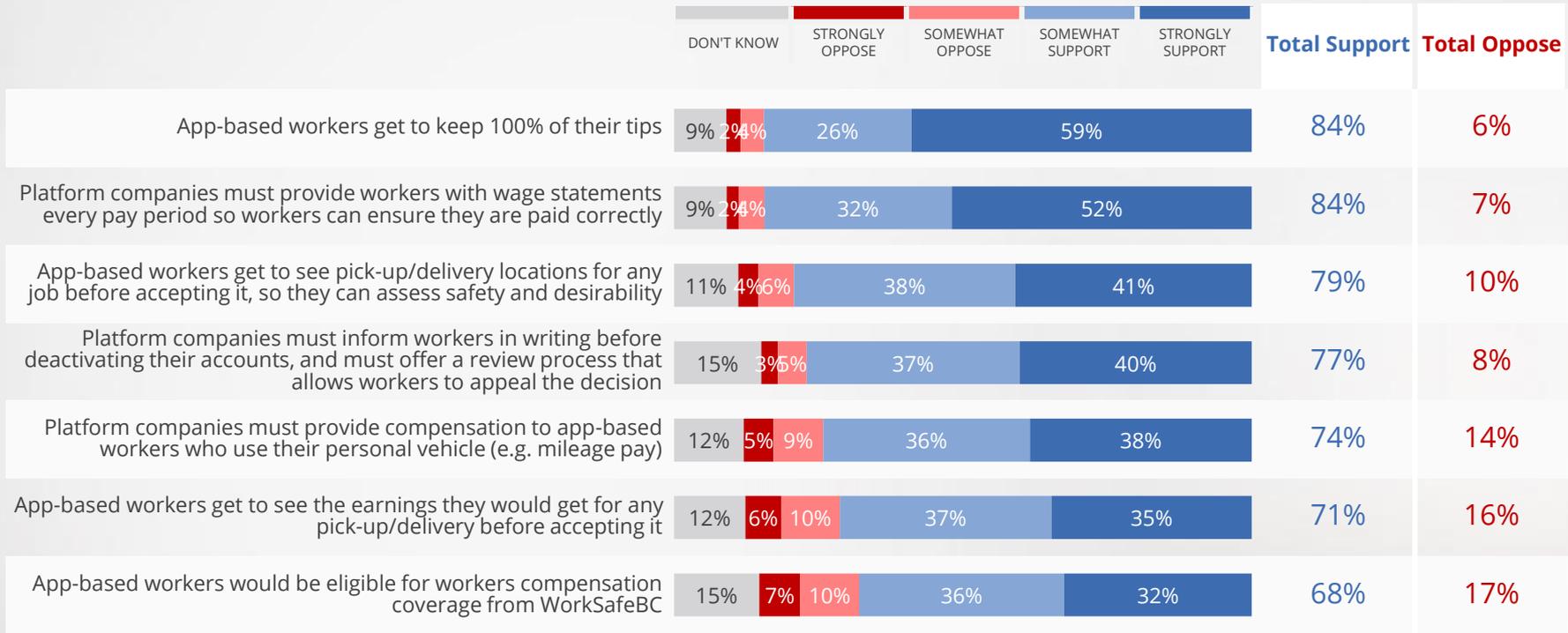
App-based workers don't need a special minimum wage of \$20.10 per hour because they're free to use the downtime between jobs to do other things, like take a break, run personal errands, or look for work on other apps.

Don't know

VOTERS

	NDP	United	Green	Conservative
A minimum wage for app-based workers should be higher than for other jobs, because app-based-workers' get paid only for the time they're actually driving passengers or delivering orders, not downtime between jobs.	32%	21%	39%	29%
App-based workers don't need a special minimum wage of \$20.10 per hour because they're free to use the downtime between jobs to do other things, like take a break, run personal errands, or look for work on other apps.	51%	67%	49%	59%
Don't know	17%	12%	12%	12%

Widespread support for other proposed app-based worker reforms

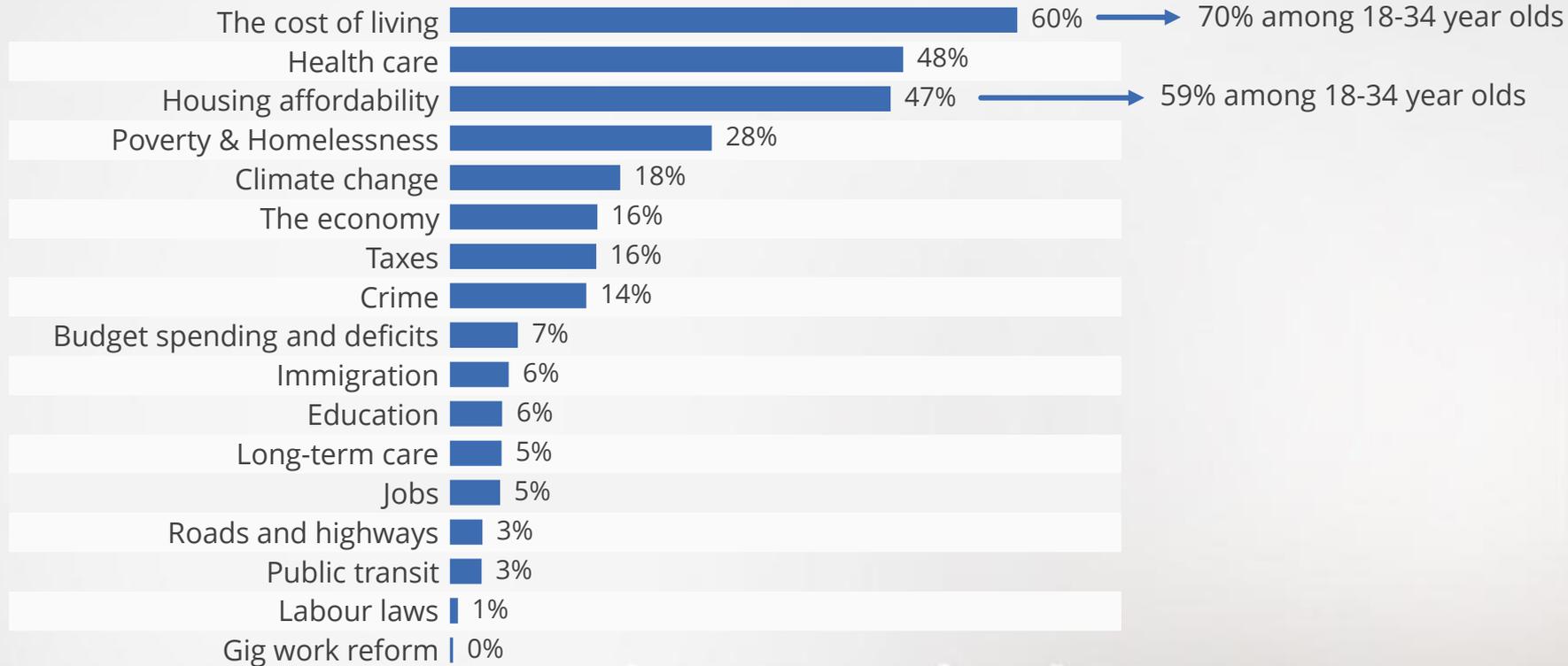




Issue Context

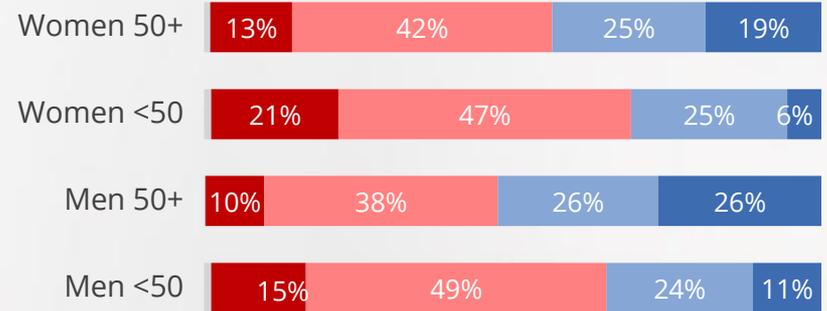
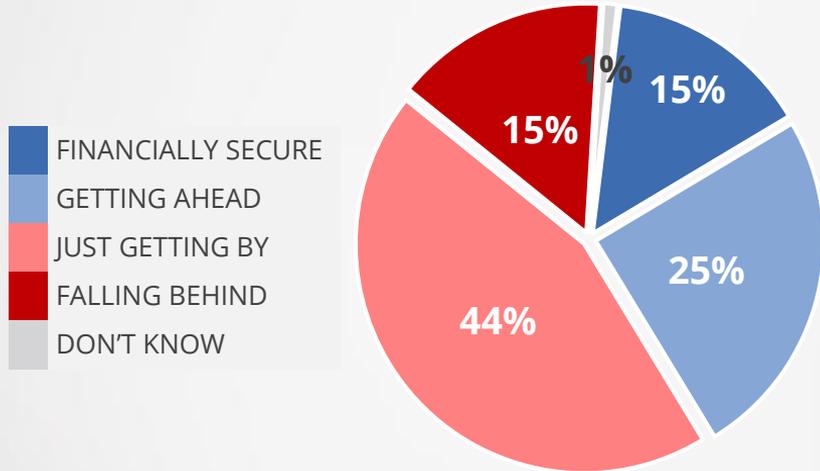
pollara
strategic insights

Cost-of-living and healthcare concerns dominate



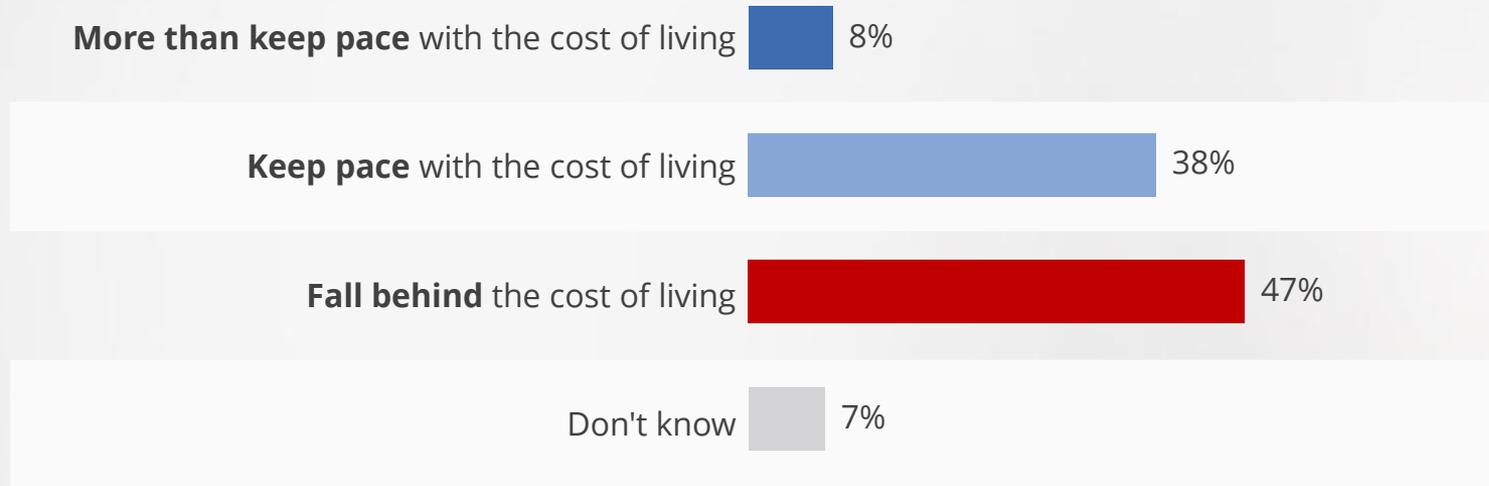
Majority of British Columbians are just getting by with no savings, or falling behind

Cost of Living and Personal Financial Situation, Currently

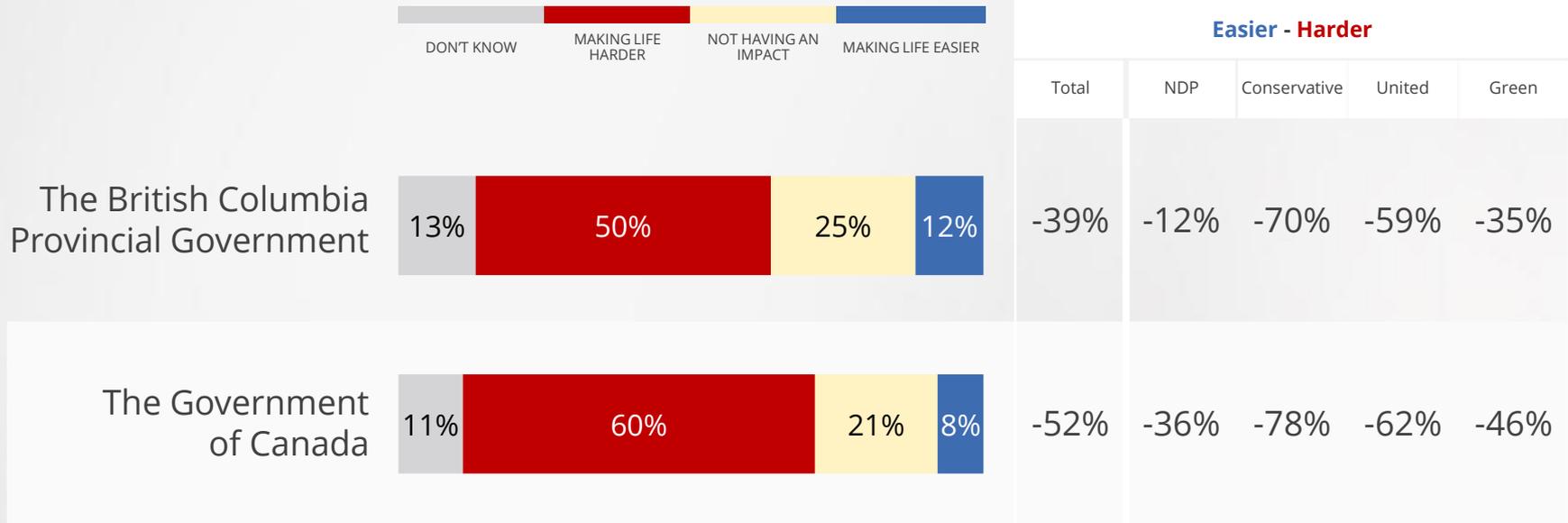


Nearly half (47%) of British Columbians expect their household income will fall behind the cost of living this year

- App-based workers are a bit more optimistic about their financial outlook than the broader public, with 21% expecting their income will more than keep pace with the cost of living and 40% expecting it to fall behind the cost of living this year.



Federal and provincial government policies both seen to have done more harm than good when it comes to making life easier for British Columbians



When it comes to the cost of living, are the policies of the following governments making life easier for you, harder for you, or not having an impact?
 Base: Total (N=2000)

Strategic Insights

pollara
 strategic insights

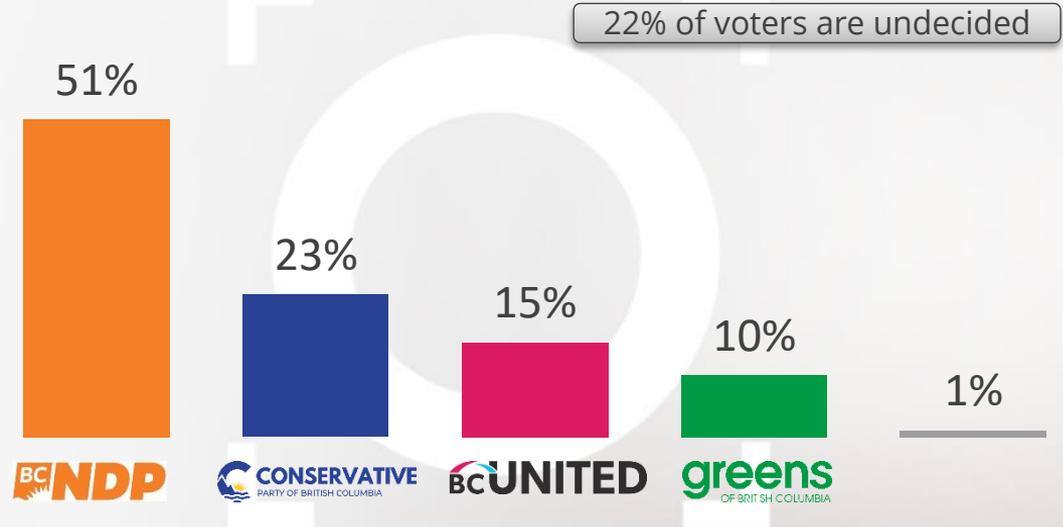


Political Context

pollara
strategic insights

Decided Vote: BC NDP have dominant lead

- NDP support is up 3 points since the 2020 provincial election, while BC United is polling down 19 points from what the BC Liberals received in the last election.



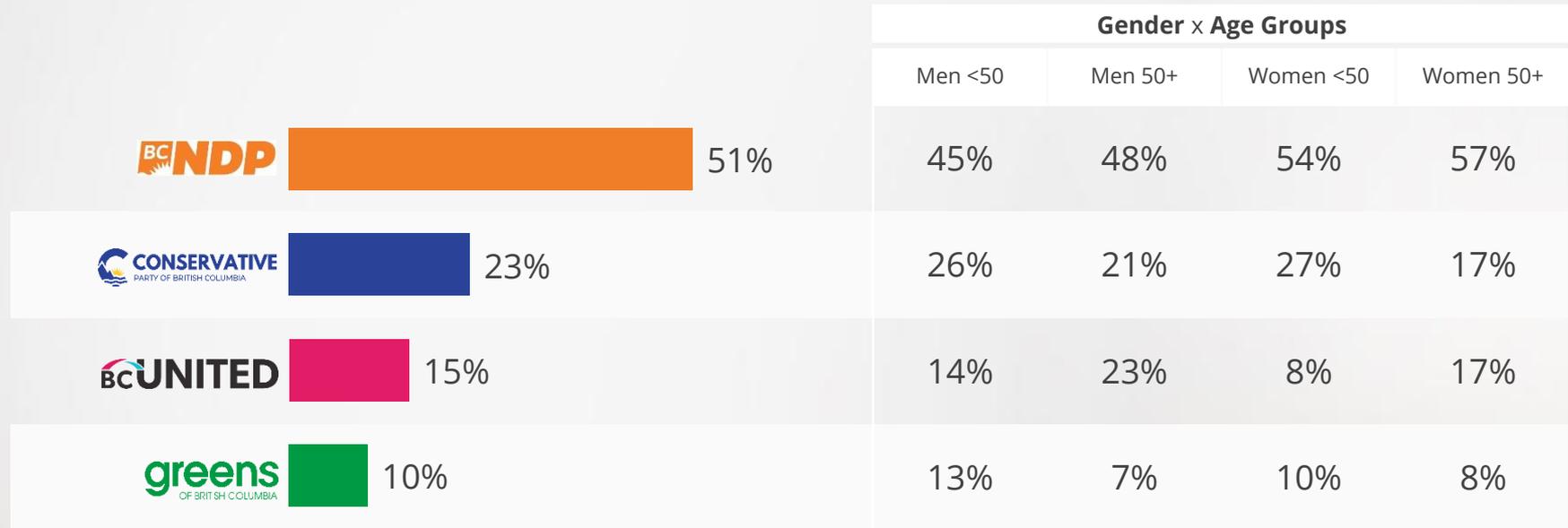
pollara
strategic insights



Who would you be most likely to vote for or lean towards if a British Columbia provincial election were held today? Base: Decided Voters (N=1512)

NDP lead across most demographic groups, and hold 40-point lead among older women

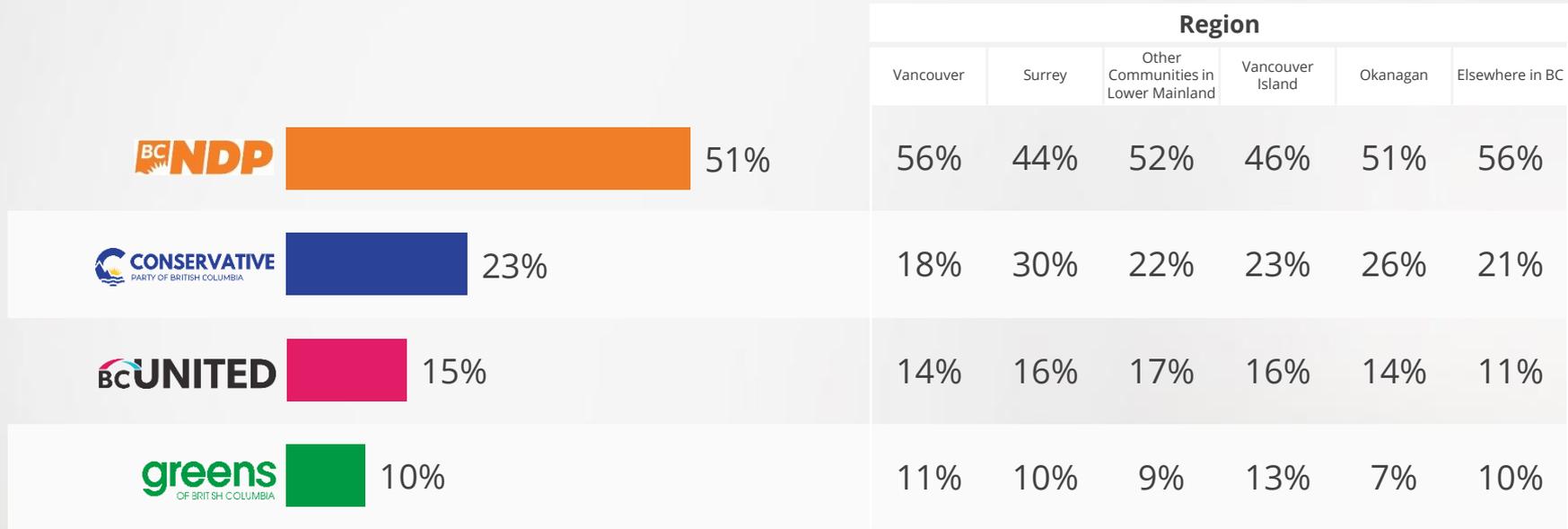
- NDP support is higher among both racialized (56%) and non-racialized (60%) immigrants.
- Among app-based workers, the NDP lead with 43% of the vote, followed by the Conservatives at 29%, the Green Party at 14%, and BC United at 12%.



Who would you be most likely to vote for or lean towards if a British Columbia provincial election were held today?
Base: Decided Voters (N=1512)

NDP showing strength outside of the Lower Mainland

- The NDP hold a 20-point lead over the Conservatives in rural communities (NDP 46%, Con 26%, Green 16%, BCU 11%).



Who would you be most likely to vote for or lean towards if a British Columbia provincial election were held today?
 Base: Decided Voters (N=1512)

A person wearing a white helmet and a red jacket is sitting on a red scooter. The scooter has a red delivery bag on the back. They are parked in front of a house with a large tree. The image has a blue and red color gradient overlay.

Potential Reforms for BC App-Based Workers

Dan Arnold, Chief Strategy Officer
danarnold@pollara.com

pollara
strategic insights