U B E R
The Driver Roadmap 2.0

Benenson
Strategy
Group

How Uber Fits Drivers' Lives

Drivers' satisfaction with Uber and the role it plays in their lives remains high

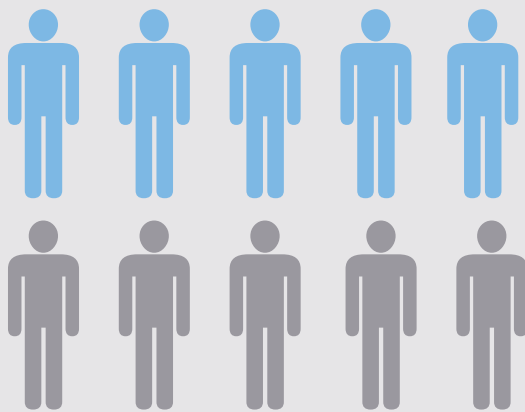**81%** Satisfied with experience overall

97% Satisfied with the flexibility of their schedule

91% Satisfied with ability to balance their work with Uber and the rest of their life
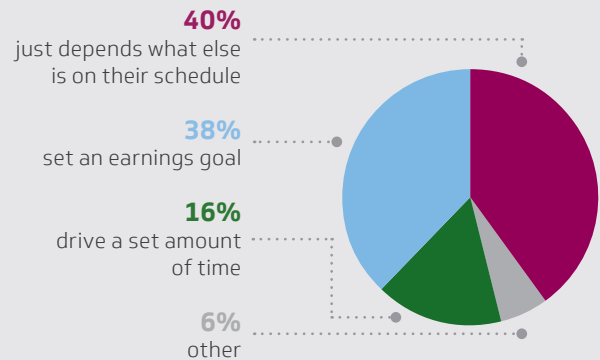
More drivers are using Uber on the side

HAVE OTHER FULL-TIME OR PART-TIME WORK

DEC '14 — 62%

NOV '15 — 69%

50% Drive with Uber fewer than 10 hours per week on average

More than **1 in 4** drivers take Uber (as a passenger) at least once a month

Flexibility is key for drivers

HOW DO THEY DECIDE WHEN TO DRIVE?

40% just depends what else is on their schedule
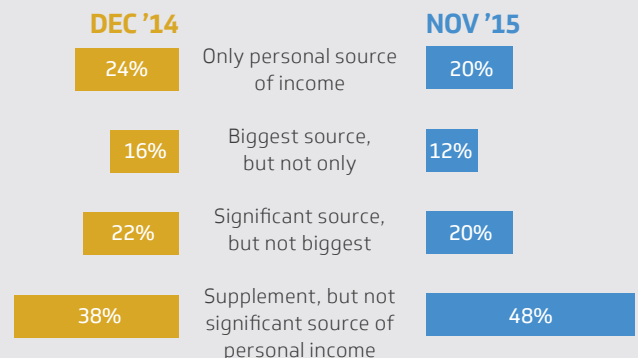
38% set an earnings goal

16% drive a set amount of time

6% other

Uber fits the bill

88% Started driving with Uber because it fit their life well, not because it was their only option

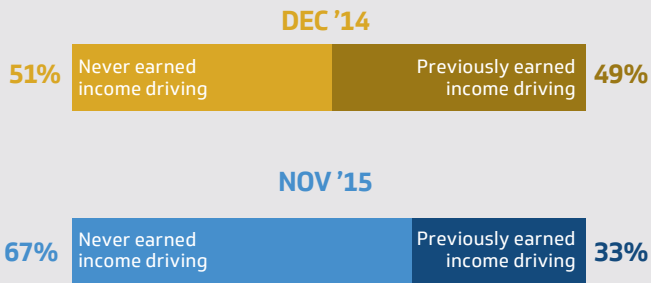### Uber is an additional opportunity for drivers, rather than their only opportunity

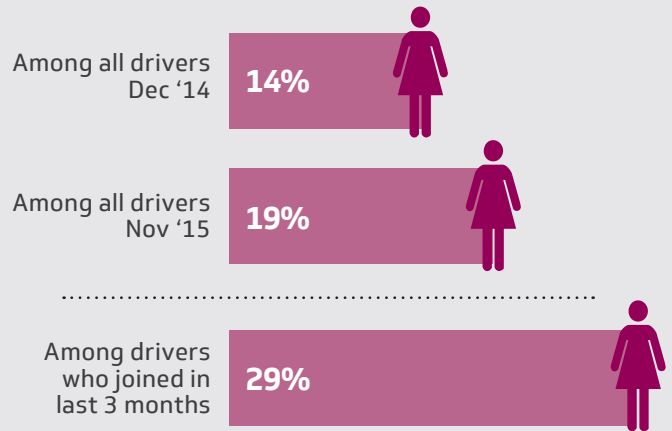|	DEC '14	NOV '15
Only personal source of income	24%	20%
Biggest source, but not only	16%	12%
Significant source, but not biggest	22%	20%
Supplement, but not significant source of personal income	38%	48%

Driver Demographics and Shifts over Time

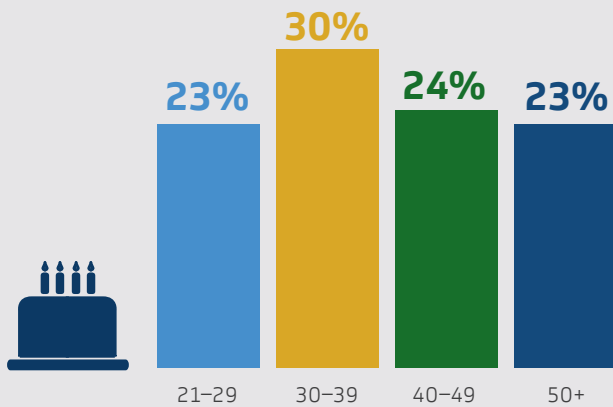## 2 in 3 drivers have never earned income from driving before Uber
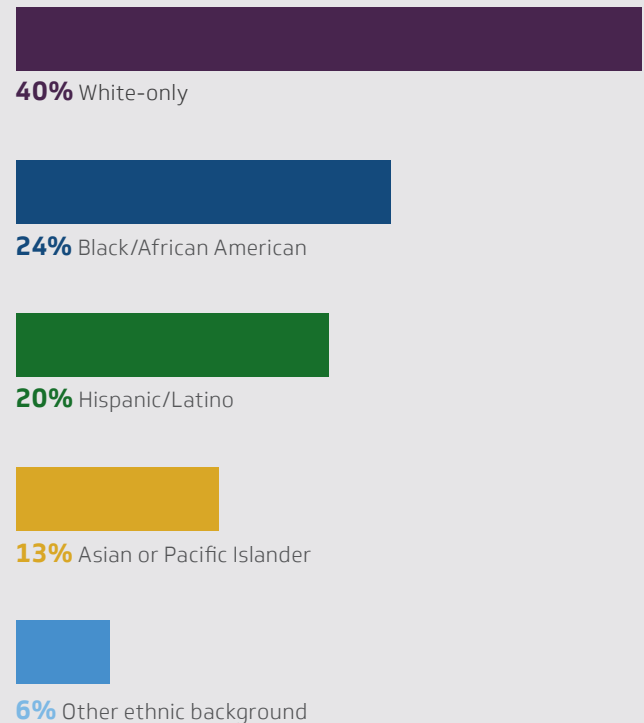*(black/private car, taxi, other ride-sharing service, or delivery service)*

DEC '14
51% Never earned income driving | Previously earned income driving 49%

NOV '15
67% Never earned income driving | Previously earned income driving 33%

More women are starting to drive with Uber

Among all drivers Dec '14 — **14%**

Among all drivers Nov '15 — **19%**

Among drivers who joined in last 3 months — **29%**

Drivers are spread across the age spectrum

- **23%** 21–29
- **30%** 30–39
- **24%** 40–49
- **23%** 50+

Drivers: A diverse group

- **40%** White-only
- **24%** Black/African American
- **20%** Hispanic/Latino
- **13%** Asian or Pacific Islander
- **6%** Other ethnic background

Respondents could provide more than one answer; does not add to 100%

11% Of drivers are currently students

48% Of drivers have children age 18 or under at home

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Methodology

This research was conducted by Benenson Strategy Group. Both the 2014 and 2015 surveys were conducted among Uber driver-partners in top U.S. markets who provided at least 4 rides in the month prior to fielding. All interviews were conducted over the Internet. Quotas and weights were used to ensure the samples were representative of the actual Uber driver-partner population at the time of fielding. Respondents were given a financial incentive and guaranteed anonymity to further encourage representative participation.

The December 2014 survey included 601 interviews with Uber driver-partners from 20 of Uber's largest markets, including Atlanta, Austin, Baltimore, Boston, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Minneapolis, New Jersey, New York City, Orange County (CA), Philadelphia, Phoenix, San Diego, San Francisco, Seattle, and Washington, D.C. The margin of error for the entire data set is ±4.0% at the 95% confidence level.

The November 2015 survey included 833 interviews with Uber driver-partners from 24 of Uber's largest markets, including Atlanta, Baton Rouge, Boston, Charlotte, Chicago, Columbus, Dallas, Denver, Detroit, Fresno, Houston, Indianapolis, Los Angeles, Miami, New York City, Oklahoma City, Philadelphia, Phoenix, Providence, Salt Lake City, San Antonio, San Francisco, Seattle, and Washington, D.C. The margin of error for the entire data set is ±3.4% at the 95% confidence level.

Due to rounding, answer choices may not add up to 100%.