

# The Rideshare Guy

# 2018 Reader Survey

*An update on the experience, income and demographics of rideshare drivers working for services like Uber and Lyft.*

By Harry Campbell

*For further information on this report:*

Harry Campbell, Founder & CEO at The Rideshare Guy

310-428-2765

[harry@therideshareguy.com](mailto:harry@therideshareguy.com)

## About The Rideshare Guy

The Rideshare Guy was founded by [Harry Campbell](#) in 2013 and is one of the premiere destinations for rideshare drivers across the country. The blog, podcast and Youtube channel reach hundreds of thousands of drivers every single month, and Harry has personally corresponded with tens of thousands of drivers over the past five years. The mission of the site is to provide high quality information and training to anyone looking to participate in the on-demand economy and serve as a resource for drivers looking to maximize their income and experience.

## Table of Contents

|   |           |
|---|-----------|
| <b>About The Rideshare Guy</b>                | <b>1</b>  |
| <b>Table of Contents</b>                      | <b>2</b>  |
| <b>The Rideshare Guy - 2018 Reader Survey</b> | <b>3</b>  |
| Drivers and their earnings                    | 4         |
| Demographics of drivers                       | 6         |
| Satisfaction with driving                     | 7         |
| <b>Methodology</b>                            | <b>12</b> |
| <b>Topline Questions</b>                      | <b>13</b> |

## **The Rideshare Guy - 2018 Reader Survey**

As one of the largest third-party and independent sources of information for rideshare drivers, The Rideshare Guy conducts an annual survey of our readers each January. This survey is intended to highlight key information around demographics, worker pay, and satisfaction with on demand companies.

The on-demand economy has changed the way millions of people work and get paid, yet there are wide-ranging opinions on the experience of the workers. We've seen the meteoric increase in valuation for companies like Uber and Lyft, yet there is significant turnover among workers and dissatisfaction with certain aspects of the experience.

With millions of drivers now working for rideshare services like Uber and Lyft, it's more important than ever though to take into account the perspective of the drivers themselves when trying to craft regulations and form policy.

In light of all this, The Rideshare Guy has conducted a detailed study of drivers working in the on-demand economy. The goal of this research is to highlight the demographics and experiences of drivers participating in this industry.

The entirety of this data comes from an online survey that was sent out via e-mail to nearly 52,000 Rideshare Guy subscribers during the week of 1/25/18-2/7/18. An overwhelming majority of responses came from these e-mail subscribers, with small numbers also coming in from social media pages and direct traffic to the site during the week the survey was posted.

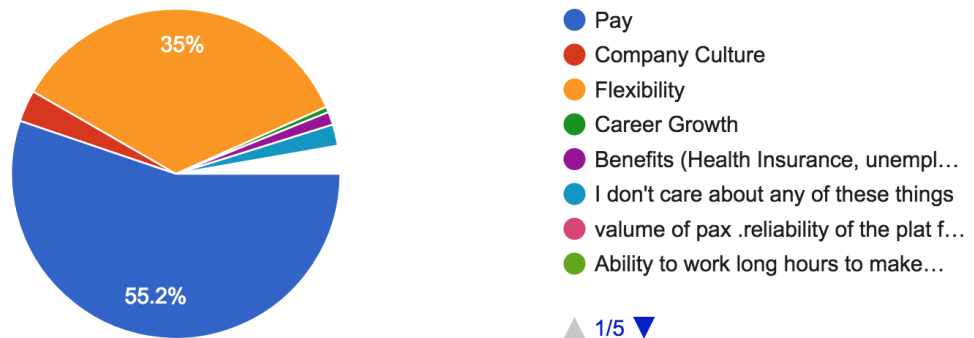
In total, 1,143 responses were received over a one and a half week period and drivers were incentivized to participate with several giveaways ranging from merchandise to \$20 Amazon gift cards. Each participant received one entry for their survey submission.

## Drivers and their earnings

Drivers overwhelmingly indicated that pay (55.2%) and flexibility (35%) are the most important things to them as a worker in the on-demand economy. Pay was slightly more important in 2018 than in 2017 (55.2% vs. 53.5% respectively). There have been many policymakers and private individuals looking to bring portable benefits to on-demand workers, yet benefits do not seem to be high on drivers' priority list.

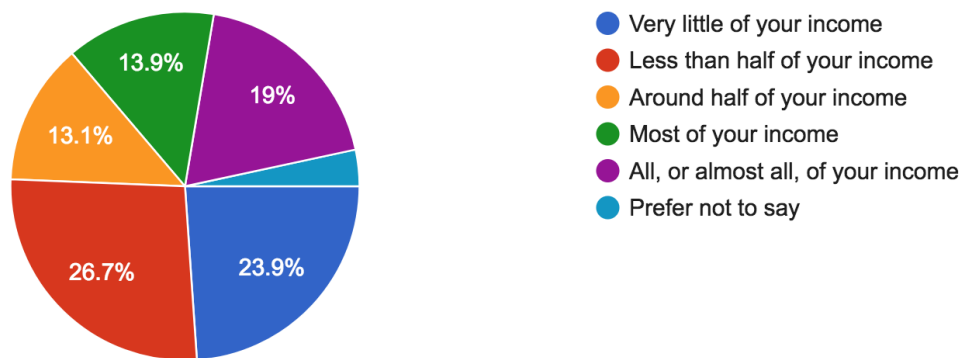
### What's the most important thing to you as a driver?

1,096 responses



### How much of your total monthly income comes from driving?

1,096 responses

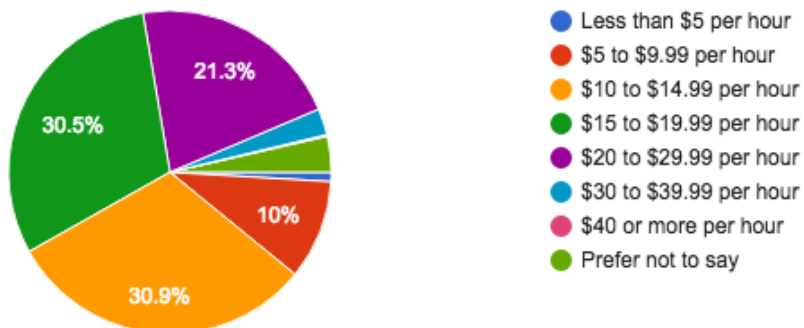


Pay can vary widely for drivers depending on the city they're based in and the times they drive, but we found an **average hourly Uber driver pay of \$16.90 before expenses**. Drivers

reported earning more than a dollar less per hour in 2017 (\$15.68/hour). And it's important to note that drivers are responsible for all expenses related to their vehicle, so the **net earnings** of a driver will be lower than this figure (our [estimate](#) is \$3-5 per hour)

## How much do you earn per hour BEFORE expenses?

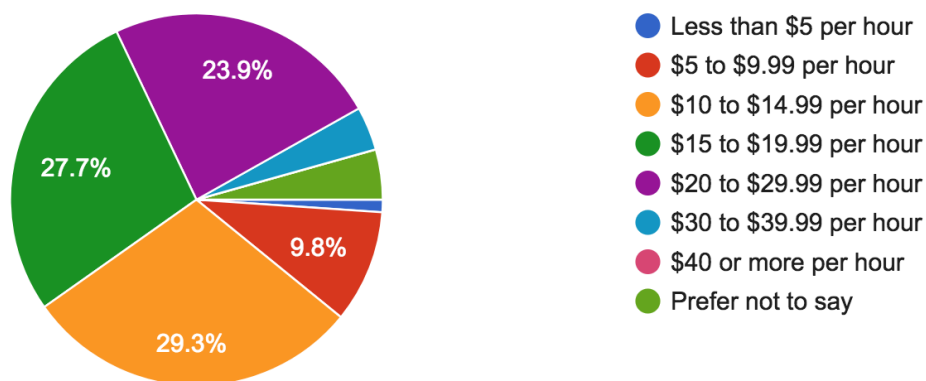
643 responses



We also asked the same question of Lyft drivers, and they reported **gross hourly earnings of \$17.37 per hour**. This figure is slightly lower than the previous year's figure of \$17.50 per hour.

## How much do you earn per hour before expenses?

184 responses



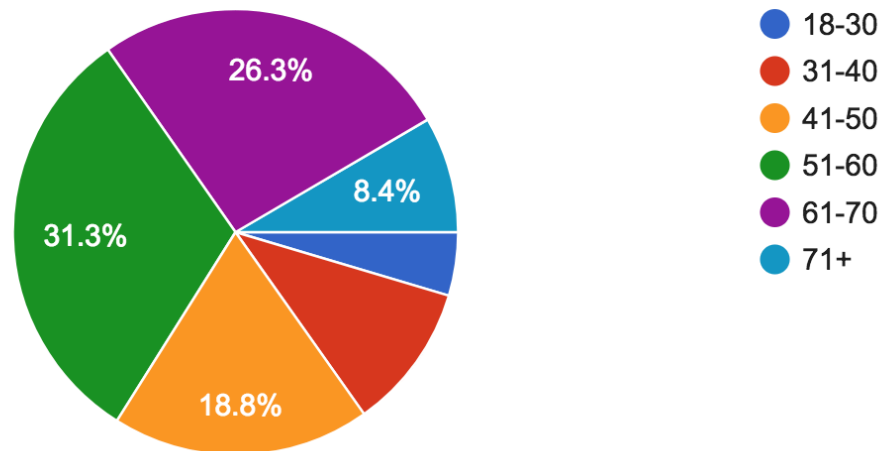
## Demographics of drivers

Only 18.4% of drivers are female, which is roughly on target with the percent classified as ride-hailing drivers (18.9%) by the [Bureau of Labor Statistics](#). This percent is much higher than the [1%](#) of New York cabbies that are women.

Despite passenger demographics that [favor the young](#), driver demographics are skewed the other direction with 66% of drivers indicating that they are 51 or over and 84.8% of drivers indicating that they are 41 or older.

## What's your age?

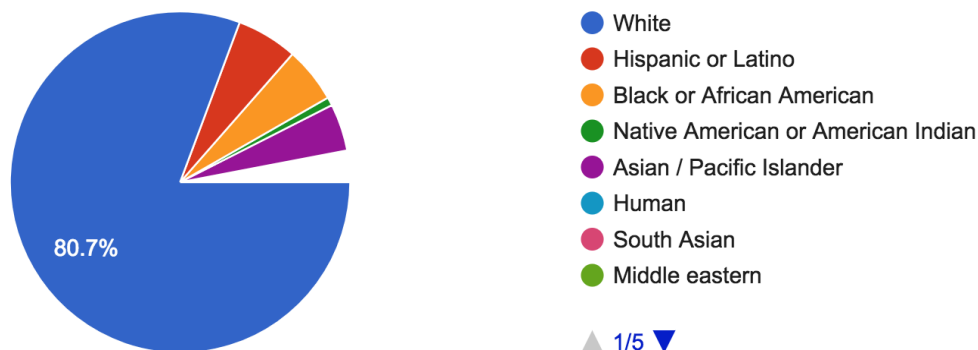
1,152 responses



Rideshare drivers on our e-mail list reported as being predominantly white, making up 80.7% of total drivers, which is higher than the national average of [61.3%](#). Other ethnicities like Hispanic/Latino reported just 5.8% compared to the national average of 17.8% and Black/African Americans reported 5.3% compared to the national average of 12.7%.

## Ethnicity origin (or Race): Please specify your ethnicity.

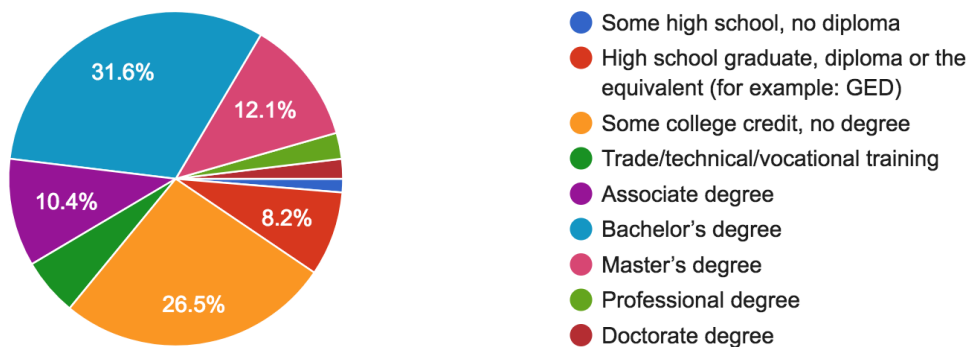
1,140 responses



Drivers are well educated, with 48.1% of drivers reporting they have achieved a bachelor's degree or higher compared to the [national average of 33%](#). This decreased from last year, when 53.3% of respondents reported having a bachelor's degree or higher, but is still a significant difference from the national average.

## Education: What is the highest degree or level of school you have completed?

1,152 responses



## Satisfaction with driving

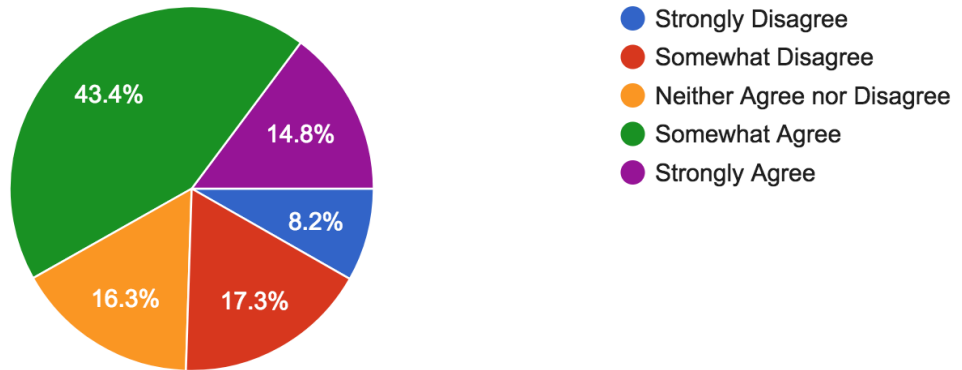
Uber has released data that shows [68% of all drivers quit](#) after just six months and, while our study focused on active drivers, 58.2% of drivers agreed with the statement that they were satisfied with their experience driving for Uber compared to just 25.5% who disagreed with this



statement. This is a big increase from last year, when less than half (49.4%) expressed being satisfied with Uber.

## Overall, I am satisfied with my experience driving for UBER.

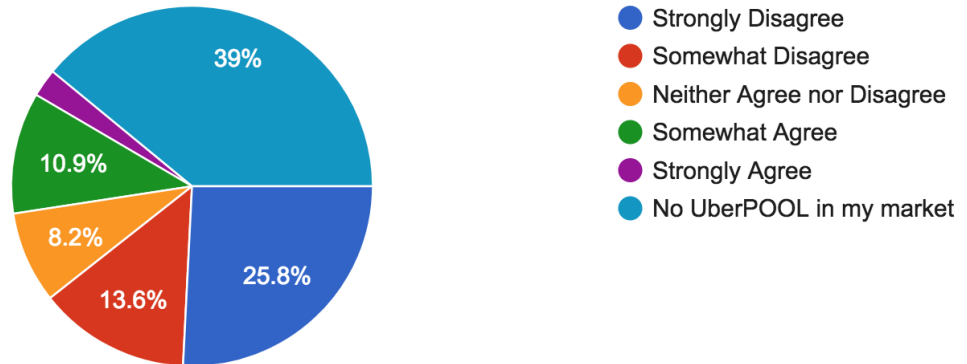
643 responses



But as we've learned from our numerous discussions with drivers, there are certain aspects of the job that can take a toll on driver psyche. Uber launched UberPOOL in 2015 but the obfuscating [pay structure](#) and additional hassle of picking up and dropping off multiple riders has been a major pain point for drivers. Of note, we found 65% of drivers in UberPOOL markets indicated that they were dissatisfied with their UberPOOL experience.

## Overall, I am satisfied with my experience doing UberPOOL rides.

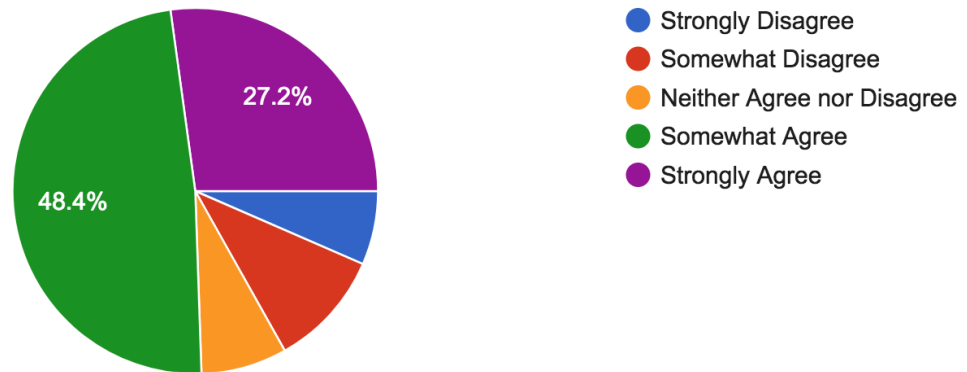
597 responses



Some say that Lyft has positioned themselves as a driver-friendly version of Uber from the get-go with features like in-app tipping and [Power Driver Bonus](#). The data confirms that Lyft drivers as a whole are more satisfied with their experience than Uber drivers are respectively with theirs. In fact, an astounding 75.6% of Lyft drivers agreed with the statement that they were satisfied with their experience driving for Lyft.

## Overall, I am satisfied with my experience driving for LYFT.

184 responses

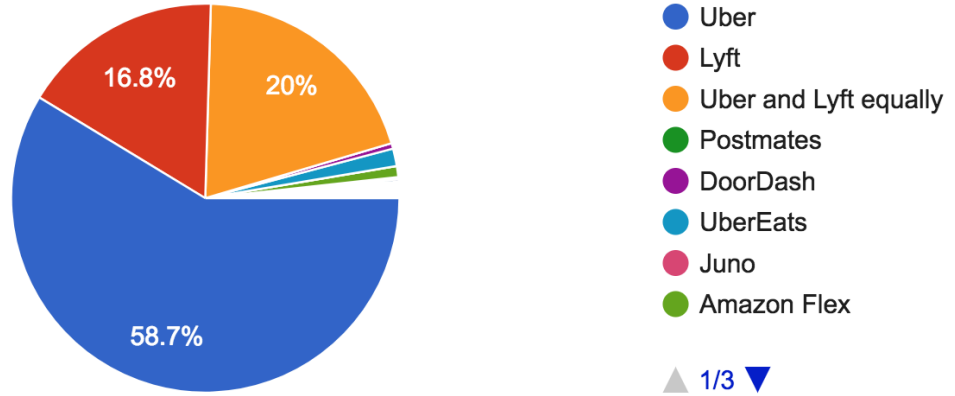


And when it comes to comparing the two companies, we also found that the average Lyft driver maintained a rating of 4.87 compared to an average driver rating of 4.89 on Uber. Lyft drivers also tend to be less experienced with just 1,969 average trips per driver compared to 2,516 on Uber.

And despite Uber receiving a lower satisfaction level in general, a majority of drivers are still primarily working for Uber.

## Which service do you PRIMARILY drive for?

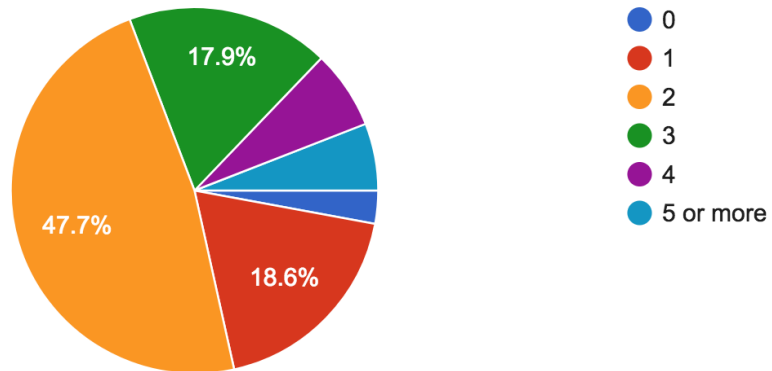
1,096 responses



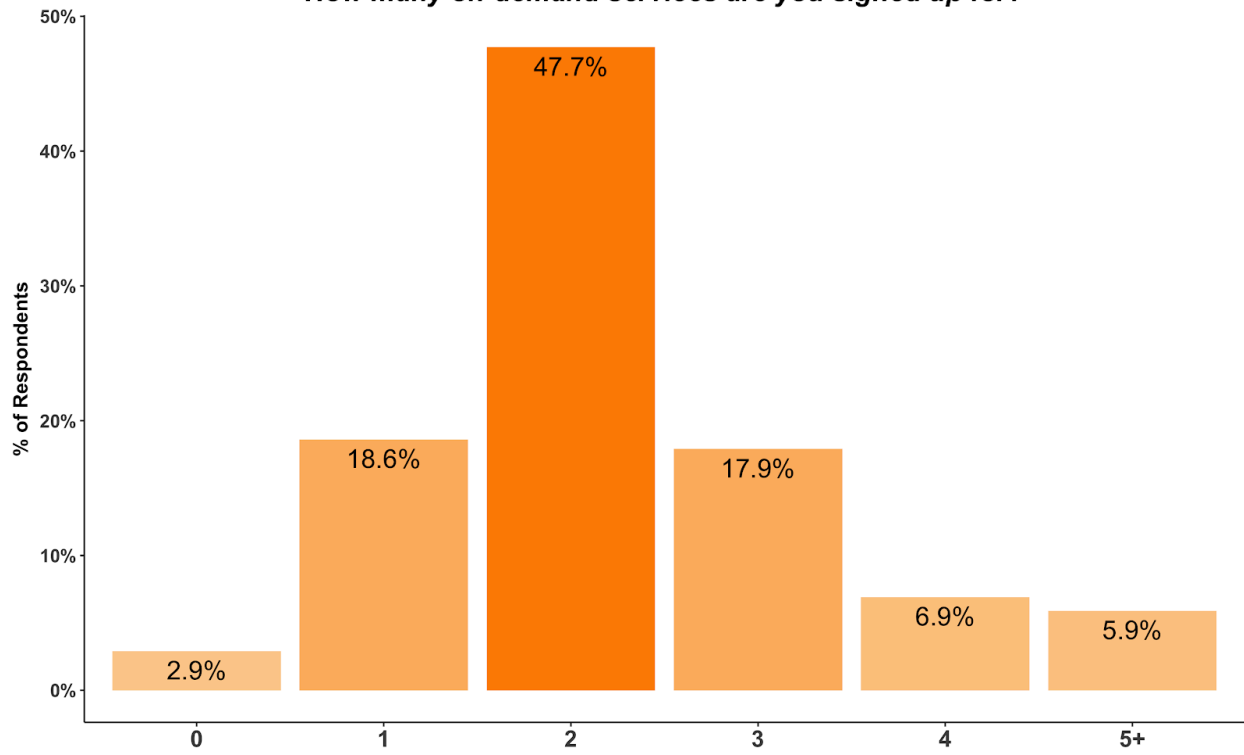
Since drivers are classified as independent contractors, they have the ability to work for multiple services, and we found that 78.4% of drivers surveyed are working for at least two services or more.

## How many on-demand services in total have you signed up to work?

1,096 responses



***How many on-demand services are you signed up for?***



## Methodology

This research was conducted by The Rideshare Guy. Our [2018 survey](#) was sent out to nearly 52,000 email subscribers on Jan. 2, 2017 and drivers had 1 week to respond. The survey took drivers approximately 10-15 minutes to complete, and there was an option to enter into a drawing for monetary prizes.

Drivers were qualified to participate in the survey by asking the question “How long have you been a driver for?” and all those that selected “I’m not a driver yet” were skipped to the final page of the survey.

The final survey results include responses from 1,143 ‘qualified’ drivers from all across the United States.

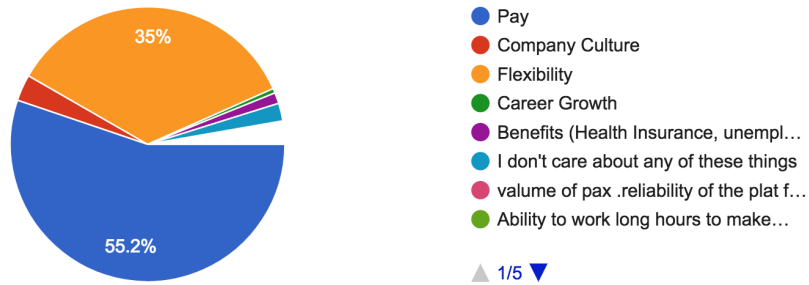
There were 9 duplicate entries recorded and omitted.

## Topline Questions

If you're a media member and would like a full question list and anonymized data/calculations used in this report, please make a request [here](#).

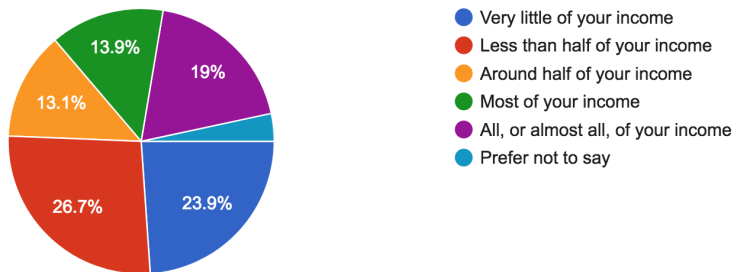
### What's the most important thing to you as a driver?

1,096 responses



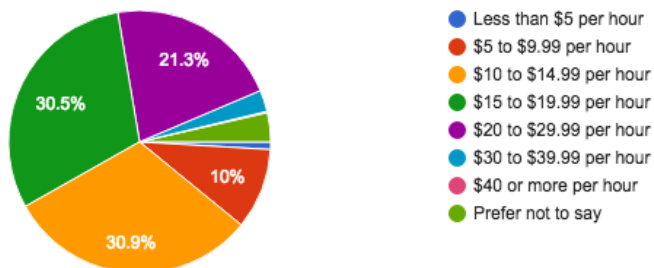
### How much of your total monthly income comes from driving?

1,096 responses

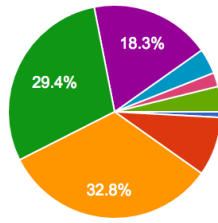


### How much do you earn per hour BEFORE expenses?

643 responses



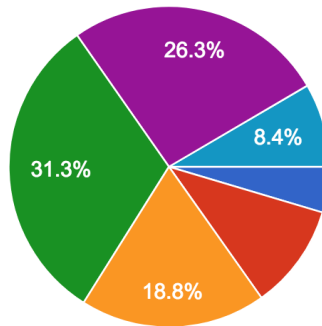
**How much do you earn per hour before expenses?**



|                          |    |       |
|--------------------------|----|-------|
| Less than \$5 per hour   | 2  | 0.9%  |
| \$5 to \$9.99 per hour   | 21 | 8.9%  |
| \$10 to \$14.99 per hour | 77 | 32.8% |
| \$15 to \$19.99 per hour | 69 | 29.4% |
| \$20 to \$29.99 per hour | 43 | 18.3% |
| \$30 to \$39.99 per hour | 9  | 3.8%  |
| \$40 or more per hour    | 5  | 2.1%  |
| Prefer not to say        | 9  | 3.8%  |

**What's your age?**

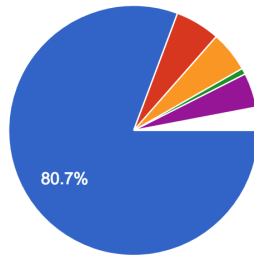
1,152 responses



- 18-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71+

**Ethnicity origin (or Race): Please specify your ethnicity.**

1,140 responses

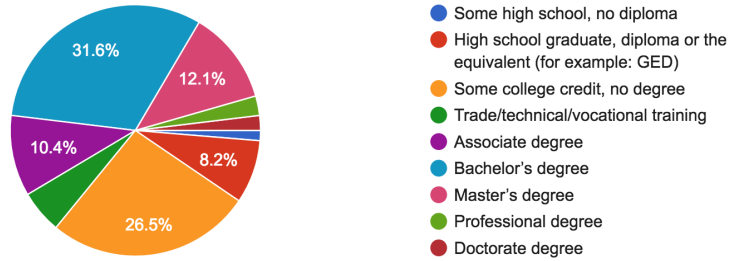


- White
- Hispanic or Latino
- Black or African American
- Native American or American Indian
- Asian / Pacific Islander
- Human
- South Asian
- Middle eastern

▲ 1/5 ▼

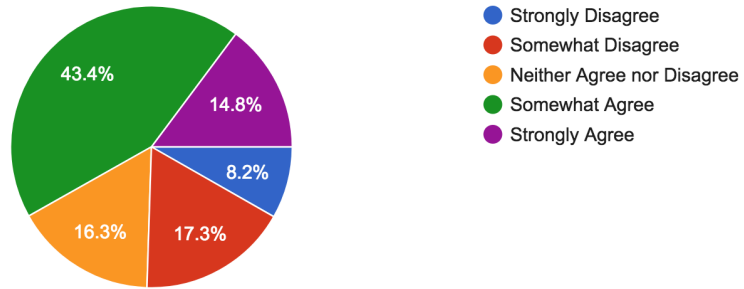
### Education: What is the highest degree or level of school you have completed?

1,152 responses



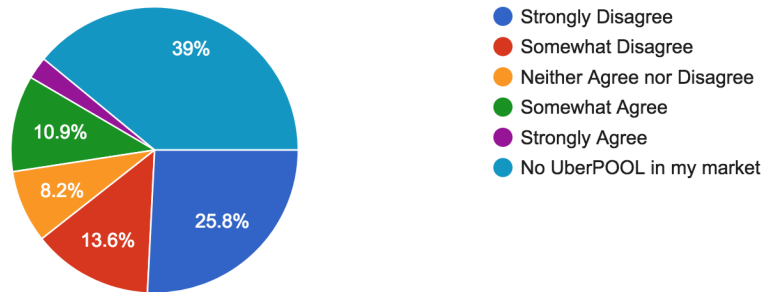
### Overall, I am satisfied with my experience driving for UBER.

643 responses



### Overall, I am satisfied with my experience doing UberPOOL rides.

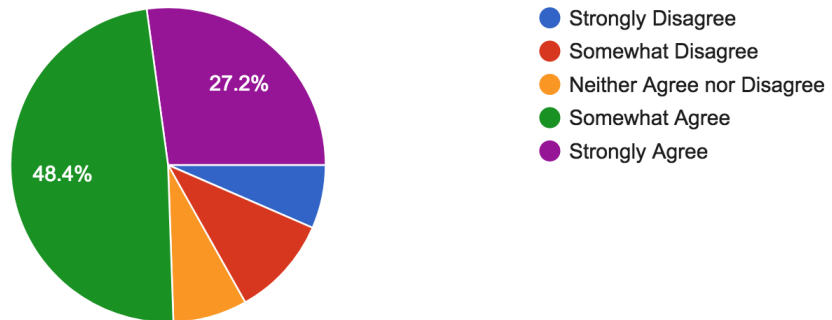
597 responses





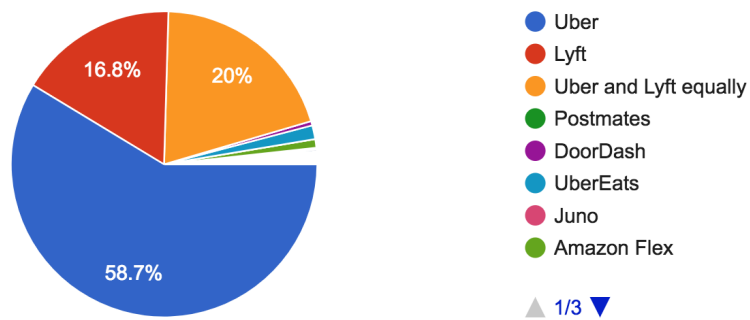
### Overall, I am satisfied with my experience driving for LYFT.

184 responses



### Which service do you PRIMARILY drive for?

1,096 responses



### How many on-demand services in total have you signed up to work?

1,096 responses

