



GS STRATEGY GROUP

Independence + Benefits: What Drivers and Voters Want



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OVERVIEW OF THE RESEARCH

The research included in this memo was collected over the past year through surveys of voters and drivers across the United States. All polling was conducted by independent research firms, including Global Strategy Group, ALG Research, Benenson Strategy Group, GS Strategy Group, EMC Research, and Beacon Research.



THE RESEARCH CONSISTENTLY FINDS

1. If drivers have to choose between being employees or independent contractors, drivers overwhelmingly say they want to keep their status as independent contractors.
2. That said, if drivers are given a third option – to keep their independence and also receive additional benefits – they overwhelmingly prefer it over all other options.
3. Voters nationwide and across the political spectrum feel the same way – they support keeping drivers independent and prefer an independence-plus-benefits model.
4. App-based work is popular among groups excluded from the traditional labor market, including women and people of color.
5. App-based services, and specifically rideshare, are incredibly popular with the public.

1. If they have to choose between being employees or independent contractors, drivers overwhelmingly say they want to keep their status as independent contractors.

[August 2020 // GSG // National Driver Poll](#)

Rideshare drivers across the country were asked if they would prefer working as an independent contractor or employee – by a ratio of more than three to one drivers expressed a clear preference for working as independent contractors. An overwhelming majority of drivers — 90% — say their status as independent contractors is a good arrangement for them and their lifestyle.



March 2021 // GSG // Colorado Driver Poll

77%

of CO drivers prefer keeping their current independent contractor status over becoming an employee.

May 2021 // GSG // Arizona Driver Poll

64%

of AZ drivers prefer keeping their current independent contractor status over becoming an employee.

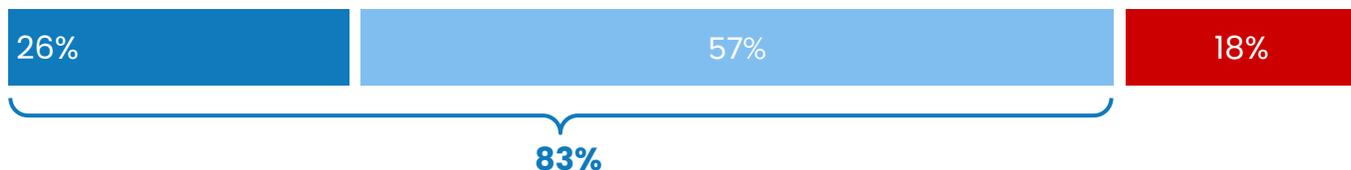
September 2020 // GSG // New York Driver Poll

The vast majority (83%) of NY drivers want to remain independent contractors.

Remain an independent contractor as I am now, and have the freedom and flexibility to choose when I work, even if it means I don't receive employee benefits

Remain an independent contractor as I am now, and have the freedom and flexibility to choose when I work, as well as some but not all of the benefits of being a full employee

Being reclassified as an employee and have full benefits, even if it means sacrificing the freedom and flexibility of choosing when to work



The **freedom** of being an independent contractor outweighs the benefits of being an employee

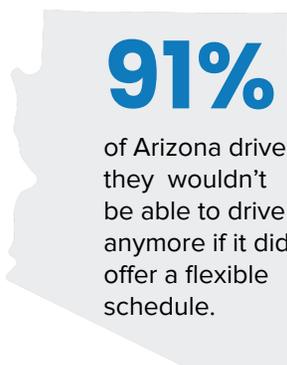
Not Sure

The **benefits** of being an employee outweigh the freedom of being an independent contractor



Most drivers would stop working if it weren't flexible.

March 2021 // GSG // Arizona Driver Poll



March 2021 // GSG // Colorado Driver Poll



- 2. If drivers are given a third option – to keep their independence and also receive additional benefits – they overwhelmingly prefer it over all other options.

[August 2020 // GSG // National Driver Poll](#)

4 out of 5

drivers nationwide support a law that would provide independence-plus-benefits.



California has, and likes, independence-plus-benefits

[September 2021 // EMC // CA Rideshare & Delivery Driver Survey](#)

88%

of CA drivers say Prop 22 is good for them.

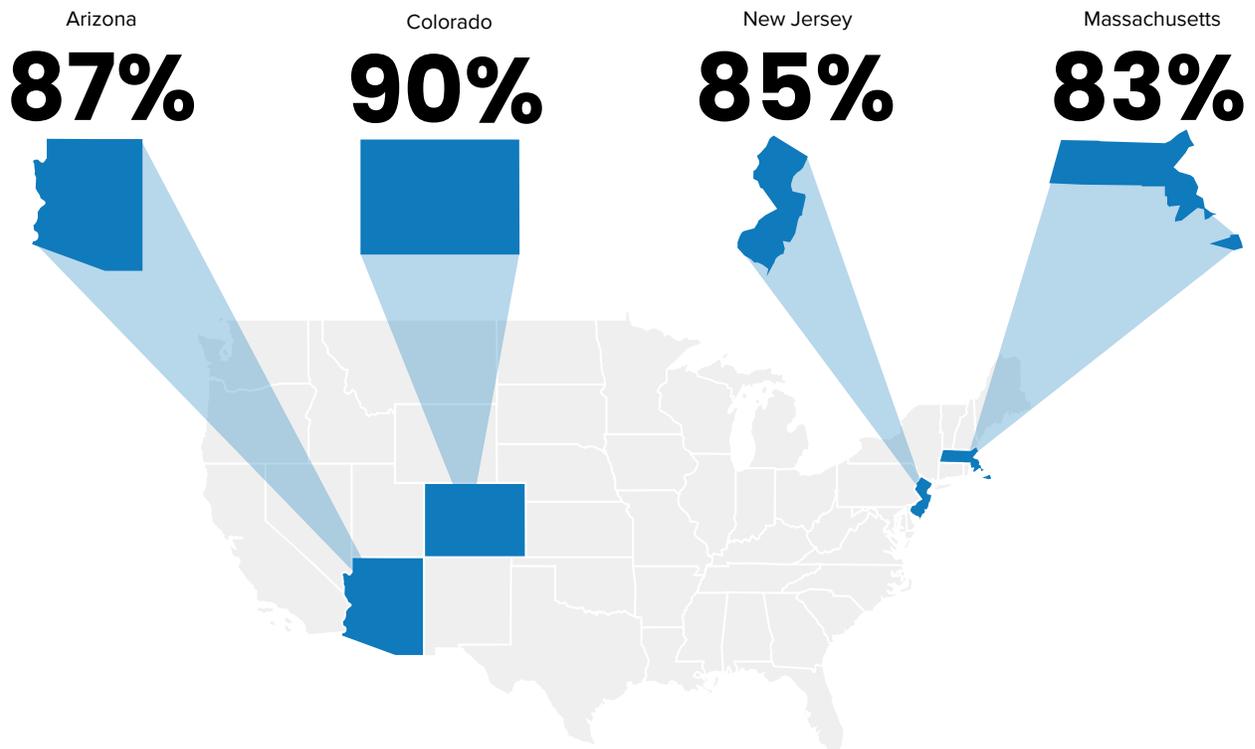
85%

of CA drivers would recommend other states pass laws like Prop 22.



Support for an independence-plus-benefits model

[August 2020 // GSG // National Driver Poll](#)

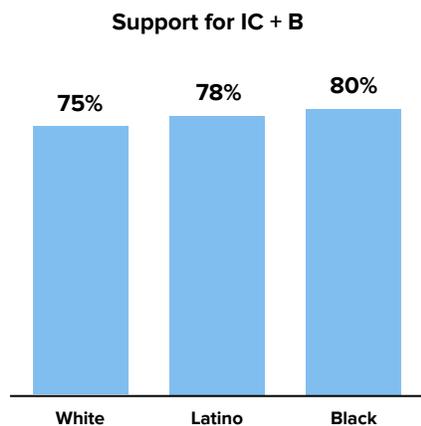


3. Voters nationwide and across the political spectrum feel the same way – they support keeping drivers independent and an independence-plus-benefits model.

3 in 4 voters support an independence + benefits model

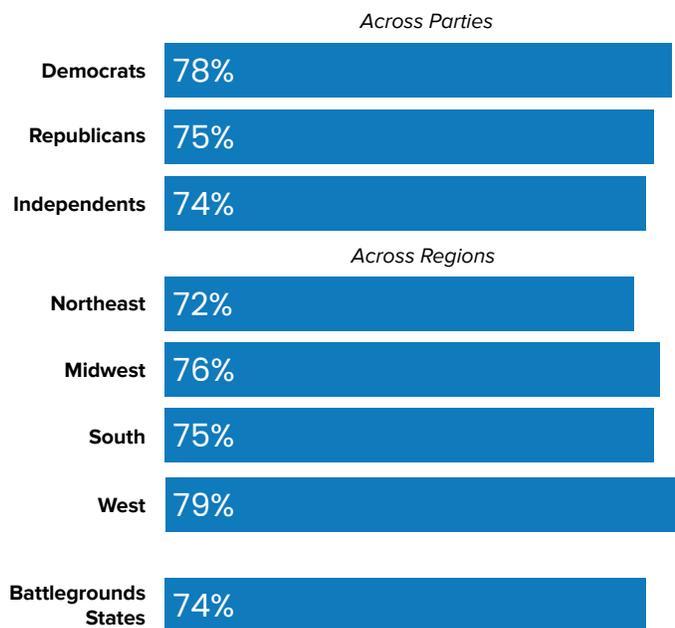
[July 2021 // ALG // National Voter Poll](#)

Voters overwhelmingly want IC + B legislation, including voters of color.



[August 2020 // Benenson + GS // National Voter Poll](#)

Voters across the country and across party lines overwhelmingly support IC + B.



79% of people nationwide are *more likely* to vote for a representative that *supports* independence + benefits – while 71% are *less likely* to vote for someone who *blocks* it.

84%

of voters say that an independence-plus-benefits model for drivers would be better than forced employment, and 85% say it would be better than drivers being ICs without benefits.

81%

of voters also believe that the government should remove barriers to enacting this plan.

78%

believe that the plan should be encouraged by the government.

Arizona voters are firmly in favor of a third way proposal.

71%

want to keep drivers classified as independent contractors.

57%

of Democrats

81%

of Independents

80%

of Republicans

73%

of women

61%

of voters of colors

“independence-plus-benefits”

76%

of Arizona voters support an independence-plus-benefits model.

Support

Not Sure

Oppose

76%

10%

14%

85%

of voters of color are “strongly in support”.

A plurality of union members believe that drivers should remain independent contractors and support a new employment model that provides some benefits and protects independence.

54%

of union members support a new employment model that provides independence + benefits, while 41% oppose.

54%

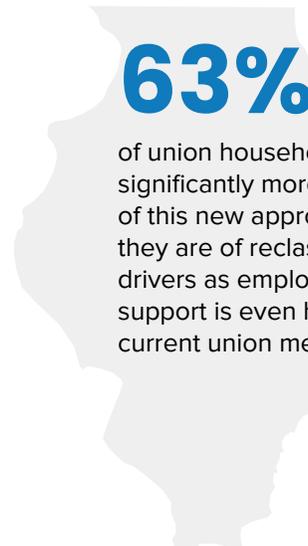
Remain independent contractors with benefits.

41%

Classified as employees.

63%

of union households are significantly more supportive of this new approach than they are of reclassifying drivers as employees, and support is even higher among current union members (70%).



4. **App-based work is popular among groups excluded from the traditional labor market, including women and people of color.**

[2021 // Lyft Economic Impact Report](#)

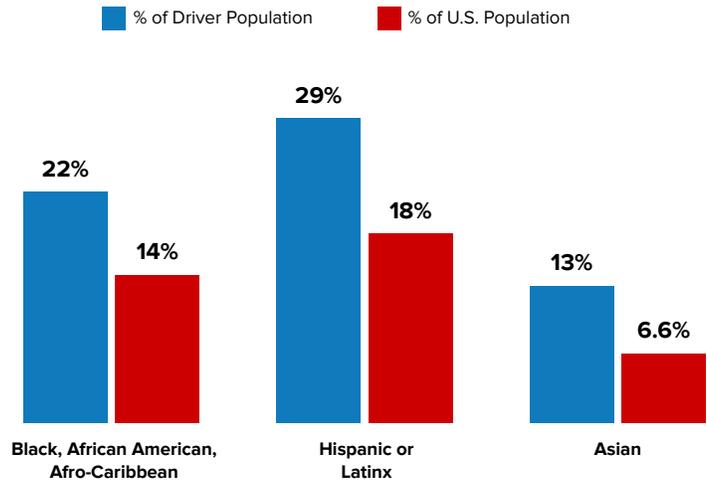
69%

of Lyft drivers identify as members of racial and/or ethnic minority groups.

7.0%

identify as members of the LGBT+ community, compared to an estimated 4.5% of the U.S. population.

Percent of Driver Population in Comparison to U.S. Population



[March 2021 // GSG // Colorado Driver Poll](#)

“Extra income that I need to provide for myself and my family”

57%

of Black and Hispanic drivers say driving provides “extra income that I need to provide for myself and my family” – **compared to 44% of white drivers.**

The split between women and men drivers is 56% / 43%.

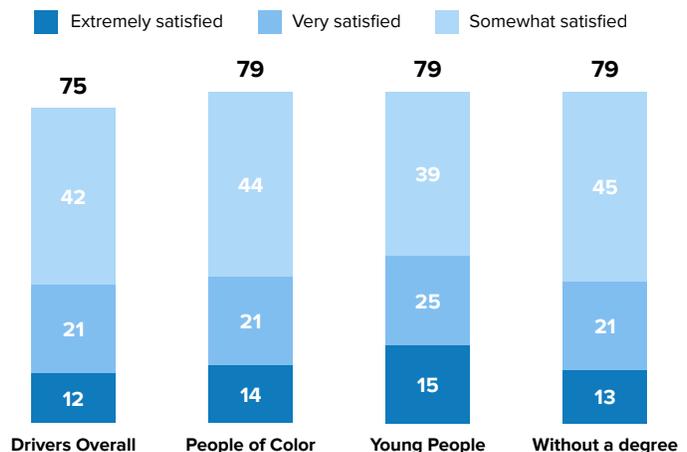
[April 2021 // ALG // Chicago Driver Poll](#)

Communities of color, young people, and people without college degrees are most satisfied with gig work.

75%

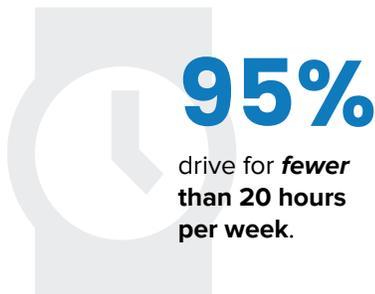
of drivers are satisfied with their work.

How satisfied are you with your work as a driver for rideshare or food delivery apps?



Most drivers are not full-time

[2021 // Lyft Economic Impact Report](#)



70%
have a **job** or are looking for a job outside of app-based work.

57%
are **caregivers** for family members or other loved ones.

16%
are **entrepreneurs** who own their own business.

12%
are **students.**

[March 2021 // GSG // Colorado Driver Poll](#)

Only 20% of Colorado drivers report driving full-time.

For nearly two-thirds, driving does not make up the majority of their work.



[August 2020 // Benenson and GS // National Voter Poll](#)

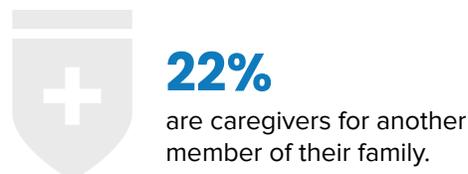
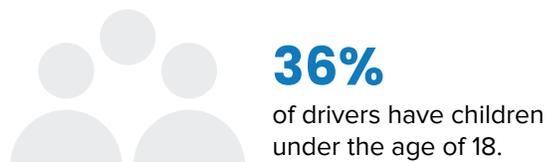
86%

of drivers say a reason they chose app-based driving was to have flexibility in their schedule – **71% say this was a major reason.**

80%

of drivers say the ability to schedule their work around their family, health, or education needs is a reason they choose to drive with rideshare or delivery apps.

Family obligations are important for a large proportion of drivers:



5. Rideshare and app-based services are popular with the public, and quickly growing.

[Pew Research 2019](#)

Share of Americans who use ride-hailing services doubled from 2015 to 2019.

Who are Lyft riders?

48%

identify as members of racial or ethnic minority groups.

16%

identify as LGBTQ+.

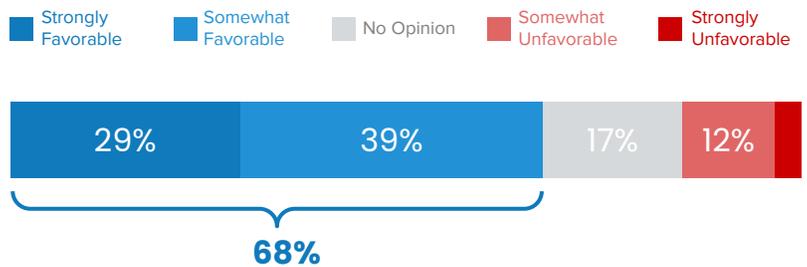
3 million

riders live with a disability – 87% of riders living with a disability state that the Lyft platform has increased their independence.

[October 2020 // EMC // California Voter Poll](#)

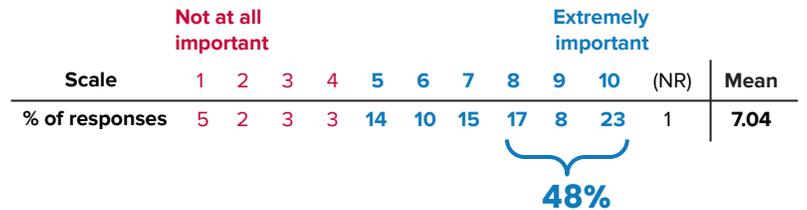
68%

of voters have a favorable view of Lyft, and 15% have an unfavorable view.



[November 2020 // EMC Research // California Voter Poll](#)

When asked to rate on a scale of 1-10 how important rideshare companies are to the people of California, **48% rated 8 or higher.**



85%

of voters said that if Lyft and Uber left California it would be bad for drivers.

Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	No Response	TOTAL Agree	TOTAL Disagree
53	33	8	6	1	85	14

[March 2021 // Beacon Research // Massachusetts Voter Poll](#)

86%

of voters said it's important for their community that app-based transportation services continue to be available.

How important do you think it is for your community that app-based transportation services like Uber and Lyft continue to be available?

Extremely important	25%
Very important	30%
Somewhat important	31%
Not important	10%
Not sure	4%



lyft