



Quantitative research report

Research performed among ridesharing drivers

JANUARY 2023

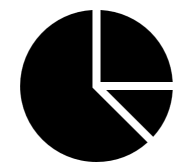


What is the proposition?

Identifying driver needs with regards to an instrument which comes about when having questions about their daily job, and determining the most important subjects they would like to see in a guide for them.

Secondarily, it is desired to measure the usage intention and perceived utility of such an application / digital guide.

Quantitative study methodology



Study targeted towards Bolt and Uber drivers



Target: men and women over 18yrs old, who are currently working for at least one ridesharing company in Romania.

Sample:



• N=200 drivers distributed as follows

- N=96 working for less than a year
- N=104 working for more than a year



Methodology: auto administered online questionnaire

Collecting period: December 2022 – January 2023

Average completion duration: 7 minutes



Respondents profiling

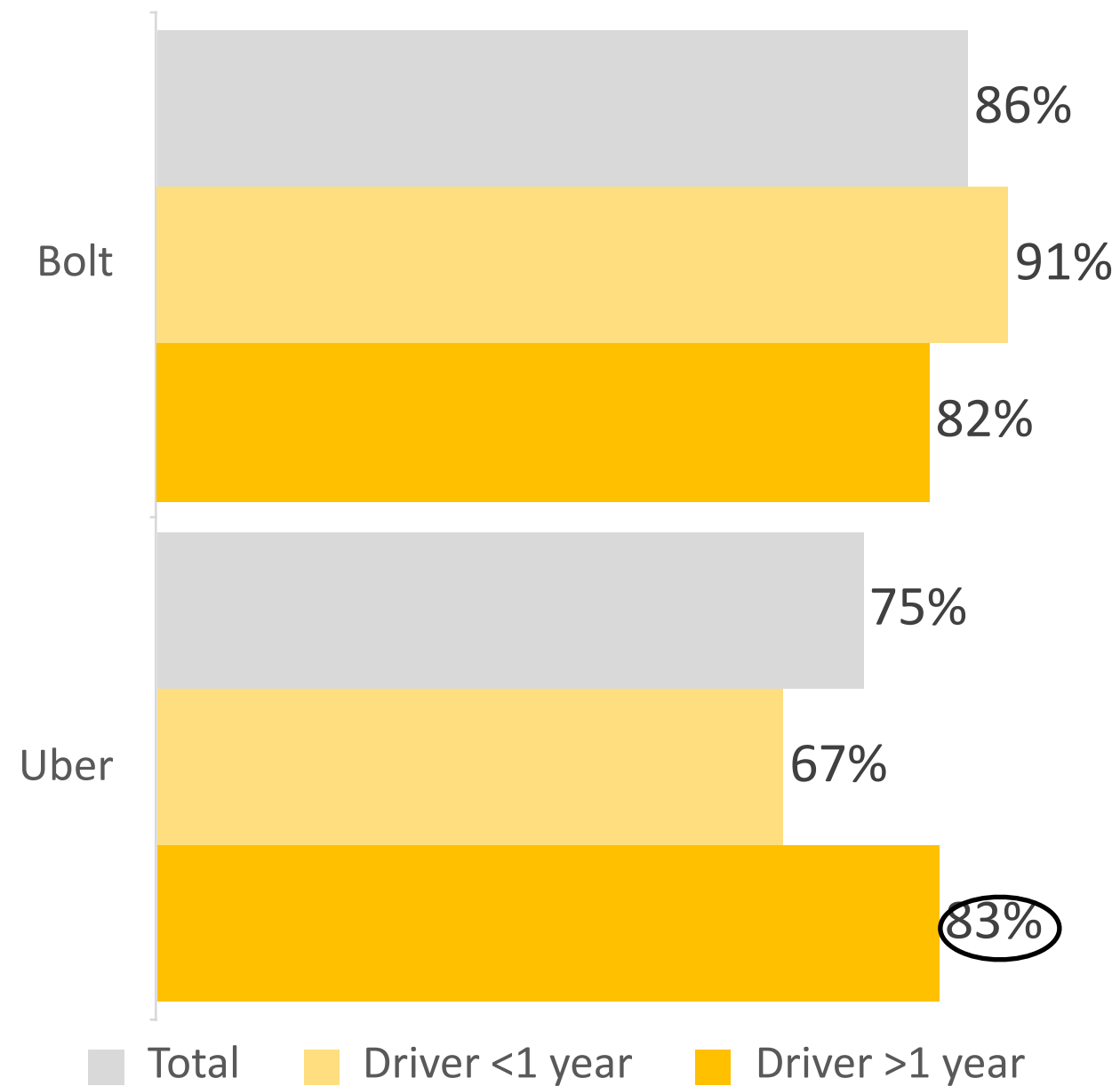


Partner companies

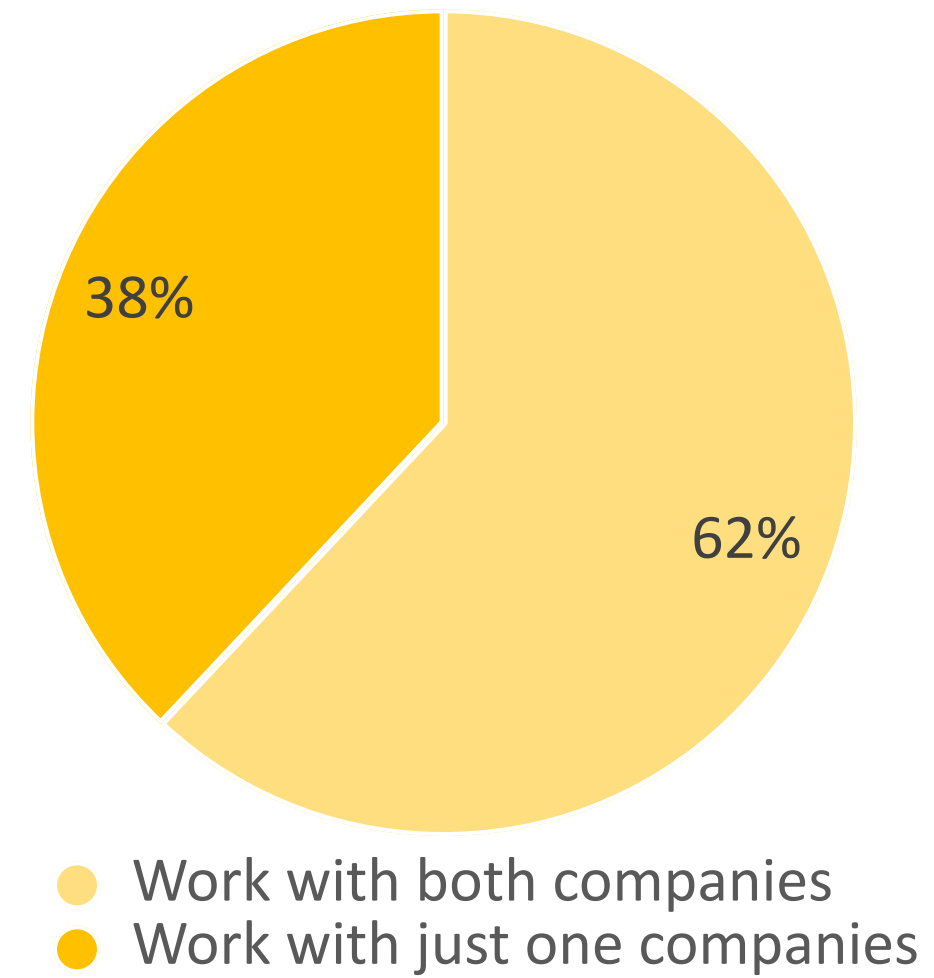
Q: Which companies do you currently work with as a ridesharing driver?



Greater than the other target at 95% level of trust



Most interviewed drivers work with Bolt, followed by Uber, and 6 out of 10 are active on both platforms.

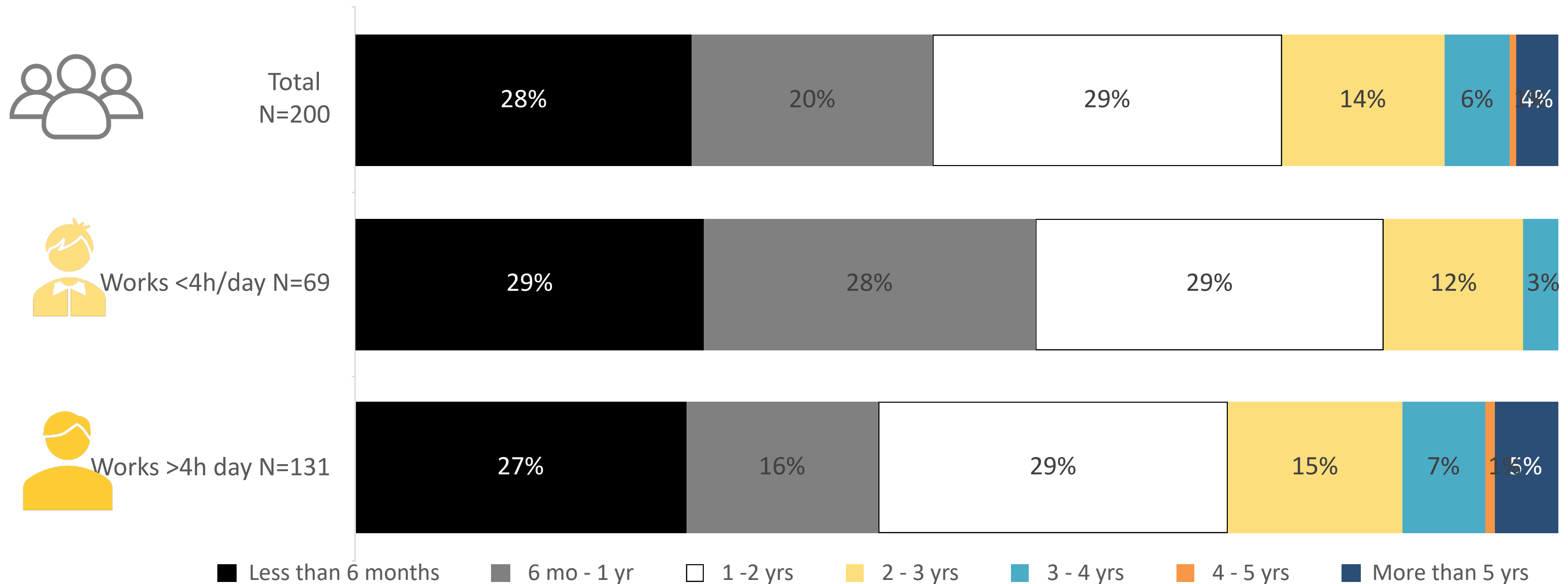


Collaboration period

Q: Approximately for how long have you been working with the aforementioned company? If you have multiple collaborations, tell us the longest time spent with the oldest one. Unique answer.

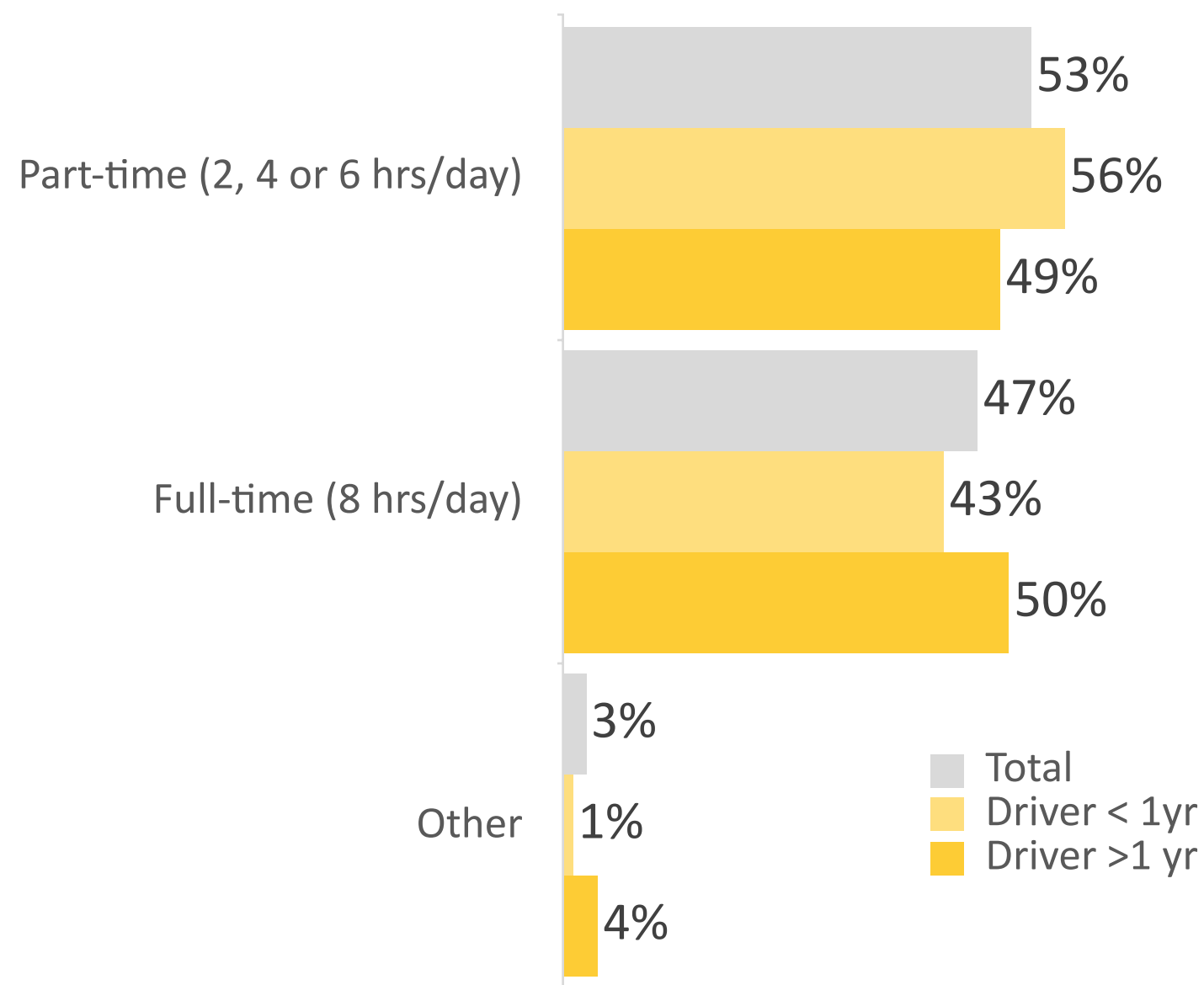
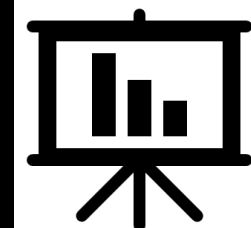


Almost half of the drivers have been working for a year or less with the ridesharing company. Drivers working for more than a year fall into the 1-2 years interval the most.



Work schedule

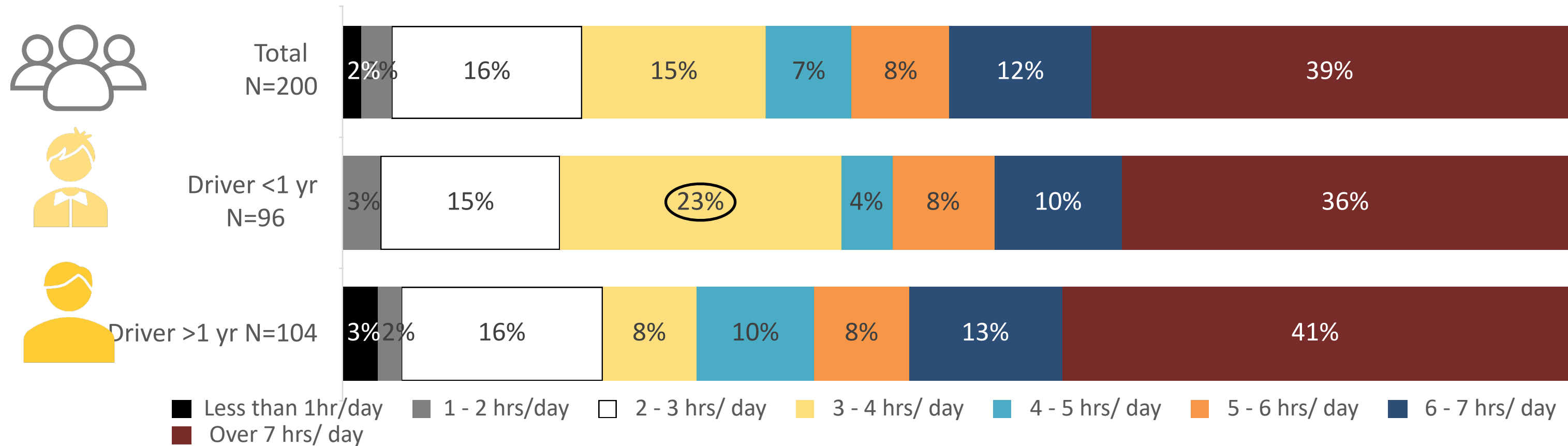
Q: How do you collaborate with the aforementioned company? Tick all the options that apply.



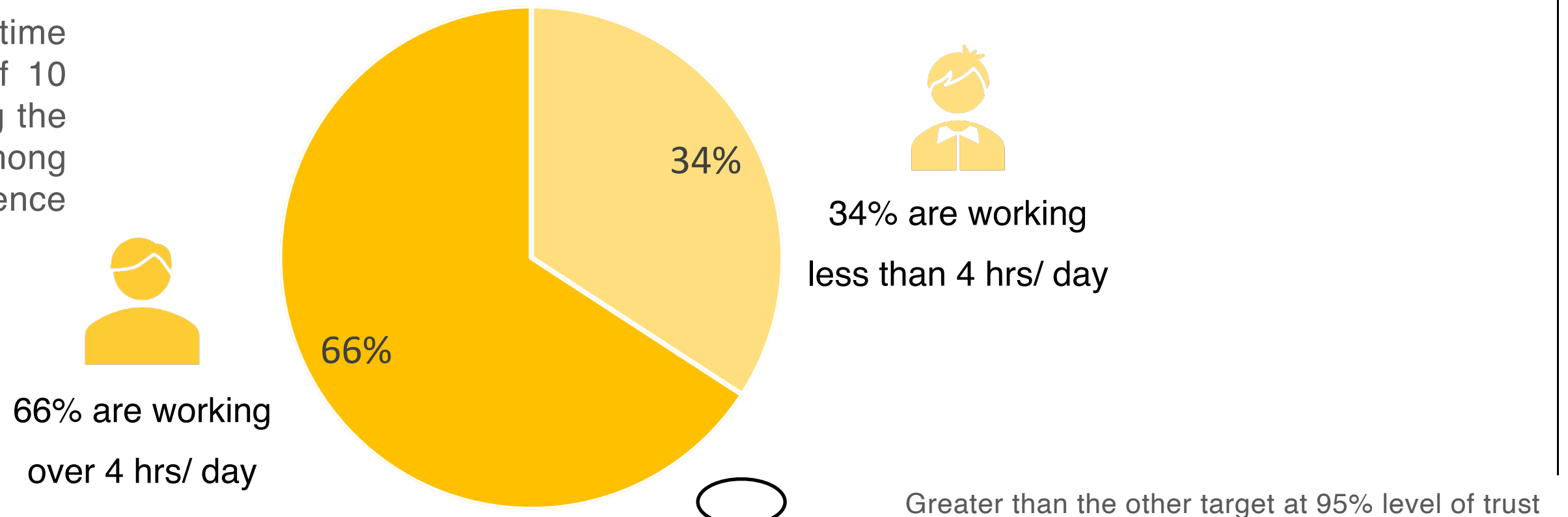
When it comes to the **work schedule**, the sample organically divided into 2 approximately equal segments: **53% working part-time and 47% working full-time**. This distribution is balanced when it comes to length of service, with a slight tendency for drivers working for less than a year to have a part-time schedule (56%) instead of full-time (43%).

Daily work hours

Q: Approximately, how many hours do you work on a daily basis, while collaborating with the aforementioned company? Unique answer.



Taking a more in-depth look at the working time intervals, we observe that even if ~4 out of 10 drivers choose to work over 7 hrs/day, among the beginners 41% work up to 4 hrs/day, and among the ones with more than a year of experience 71% work over 4 hrs/day.

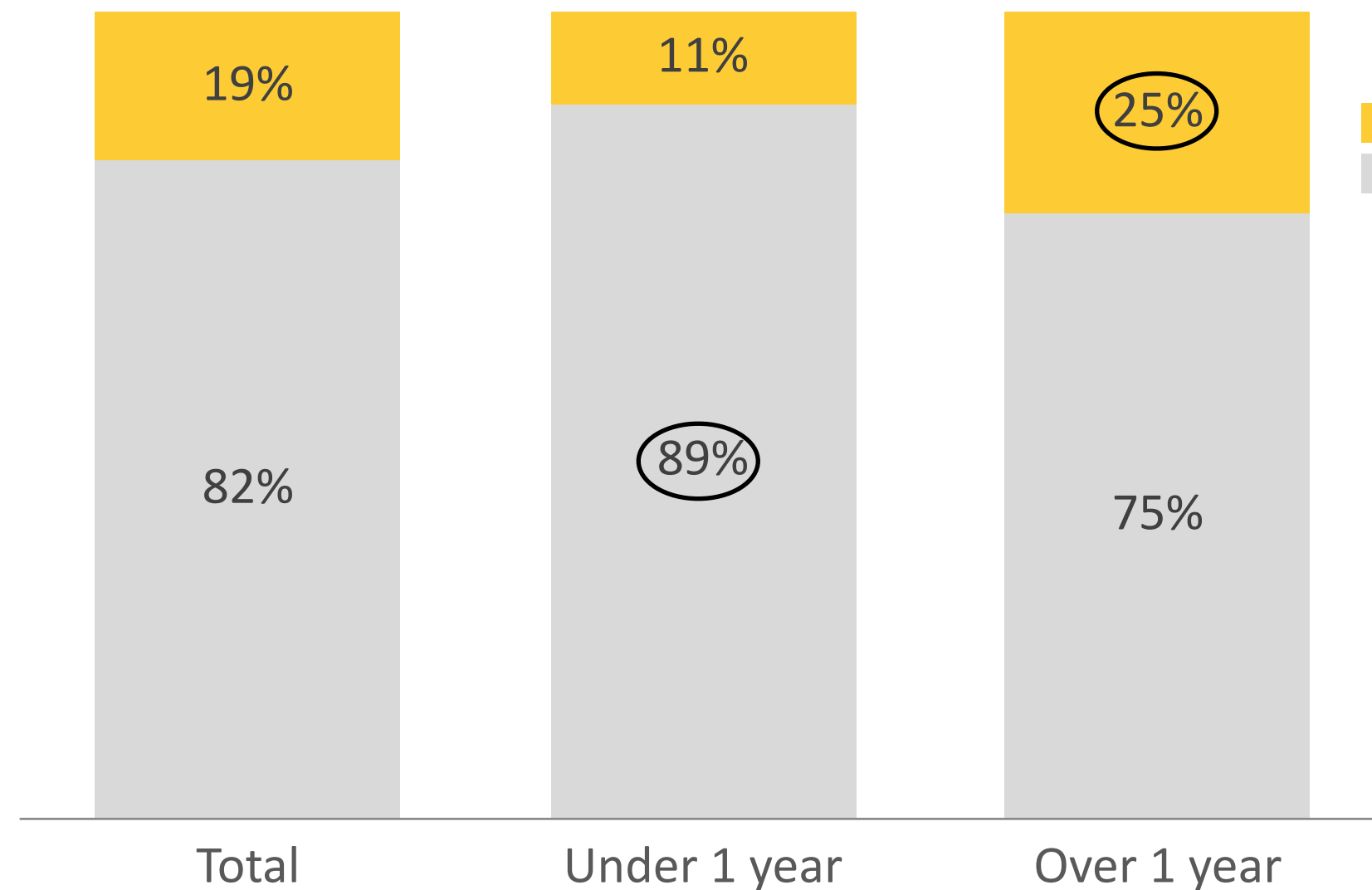


Previous Experiences

Q: Before becoming a ridesharing driver, have you previously worked as a taxi driver or as a driver for a private company, or did you have other jobs that involved passenger transportation? Unique answer.



Greater than the other target at 95% level of trust



- Yes, I worked as a passenger driver before.
- No, it's the first experience with passenger transportation

8 out of 10 respondents are working in the passenger transportation industry for the first time and as expected, among those with under 1 year of experience there are fewer who previously worked as drivers compared to those with more than 1 year of experience.



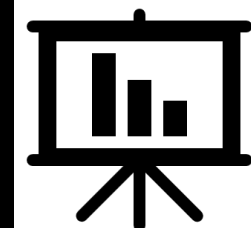


Attitudes with regards to the ridesharing-format passenger transportation job



Main advantages of the job

Q: Which are the main advantages that this job has for you? Multiple choice answer.



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Flexible schedule - flexible start/finish, however many hours I want

I like driving

An extra source for income when relaxing while driving

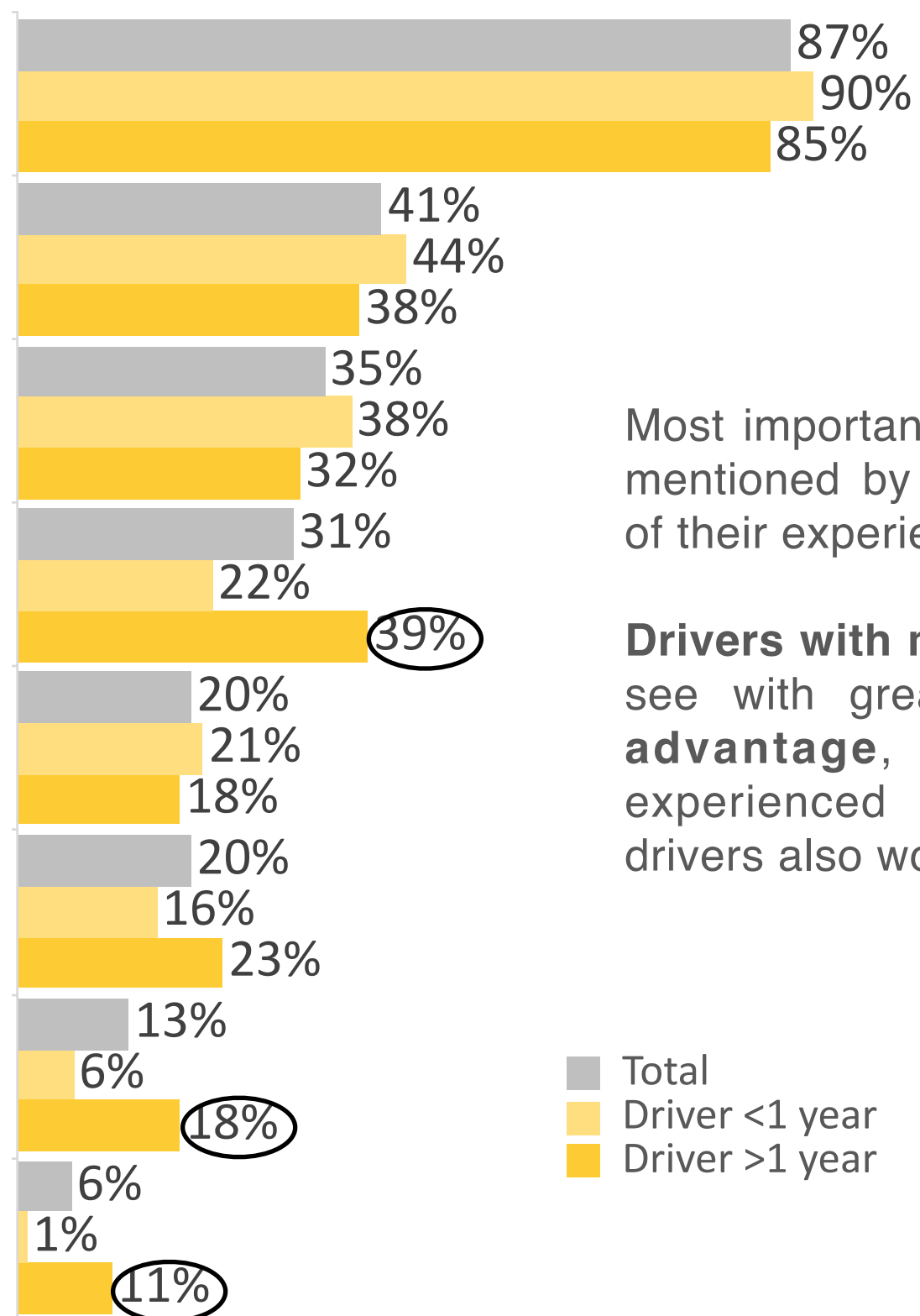
Motivating earnings

It's not static - I'm always on the move

I like interacting with new people

I want to be able to have my own fleet

Doesn't require superior education



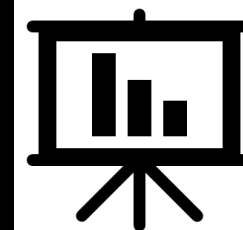
Most important benefit is **schedule flexibility**, mentioned by the greater majority, regardless of their experience.

Drivers with more than a year of experience see with greater importance the **monetary advantage**, when compare to the less experienced ones. The more experienced drivers also work longer hours.

■ Total
 ■ Driver <1 year
 ■ Driver >1 year

Main disadvantages of the job

Q: What about the disadvantages, negative aspects, if any - what would these be? Multiple choice answer.



Greater than the other target at 95% level of trust

Problematic customers (unannounced cancellations, poor communication, etc)

Financial uncertainty - earn as much as you work. No guaranteed minimum income.

Bad roads which damage my car

Gas cost

Low ratings wrongfully

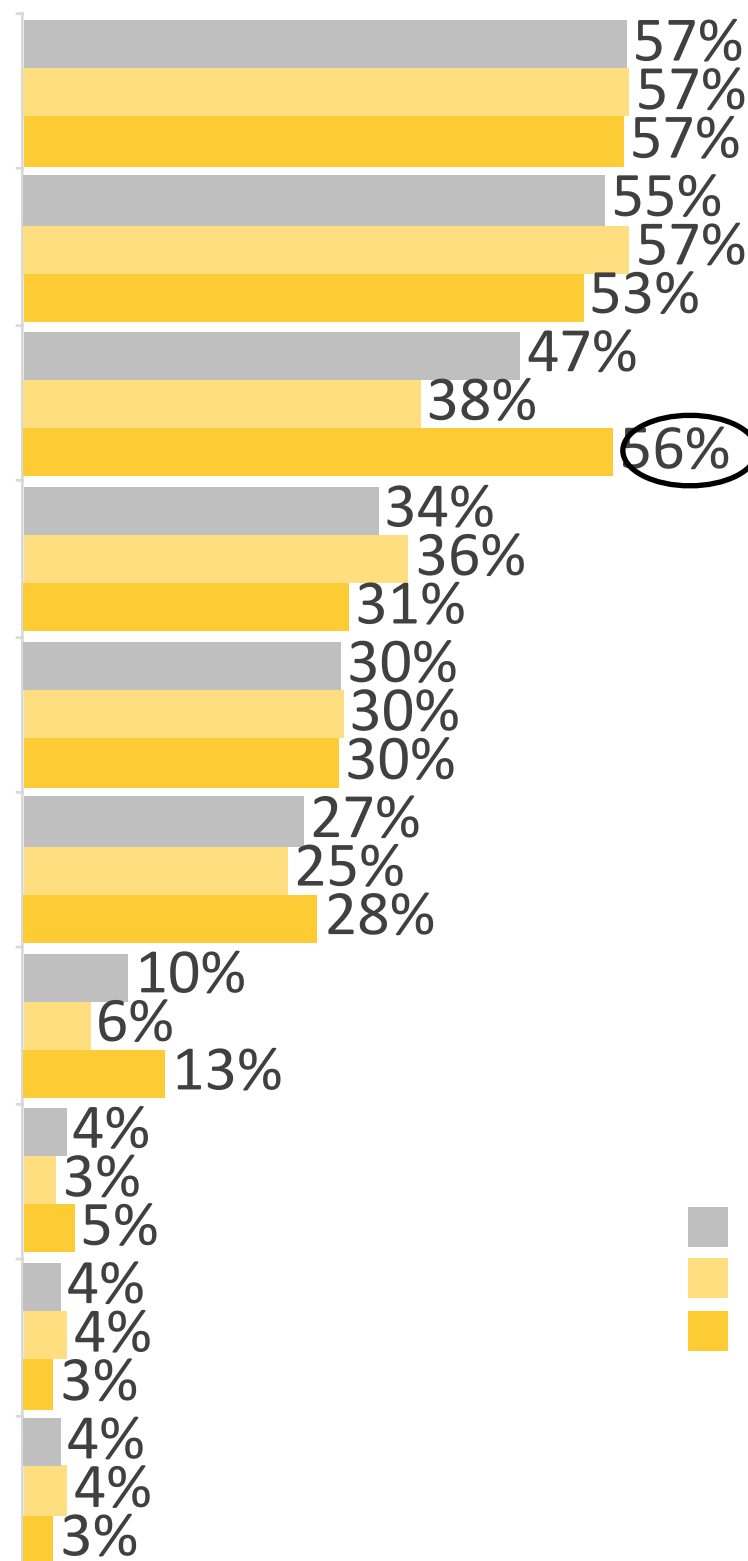
Unpaid cash rides and company does not reimburse

App issues

Rides with children / pets

No disadvantages

Other



Problematic customers and lack of financial certainty are the top two job **disadvantages** mentioned. On top of these, the bad road quality which damages the car in time is another impactful factor for the more experienced drivers.

Total
 Driver <1 yr
 Driver >1 yr

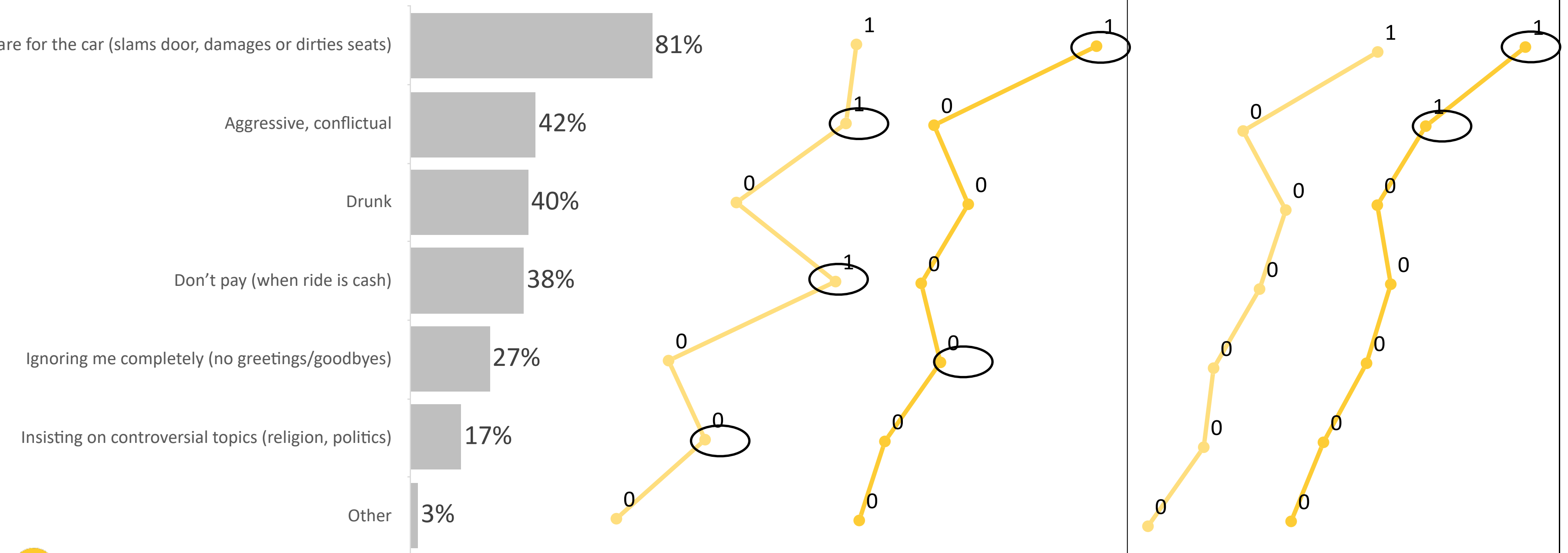
Difficulties with problematic customers

Q: What difficulties do you encounter when interacting with problematic customers?



Greater than the other target at 95% level of trust

Not being careful with the car is mentioned by 8 out of 10 drivers when it comes to problematic customers, followed by **conflictual customers** mentioned especially by drivers with more than 1 year of experience.

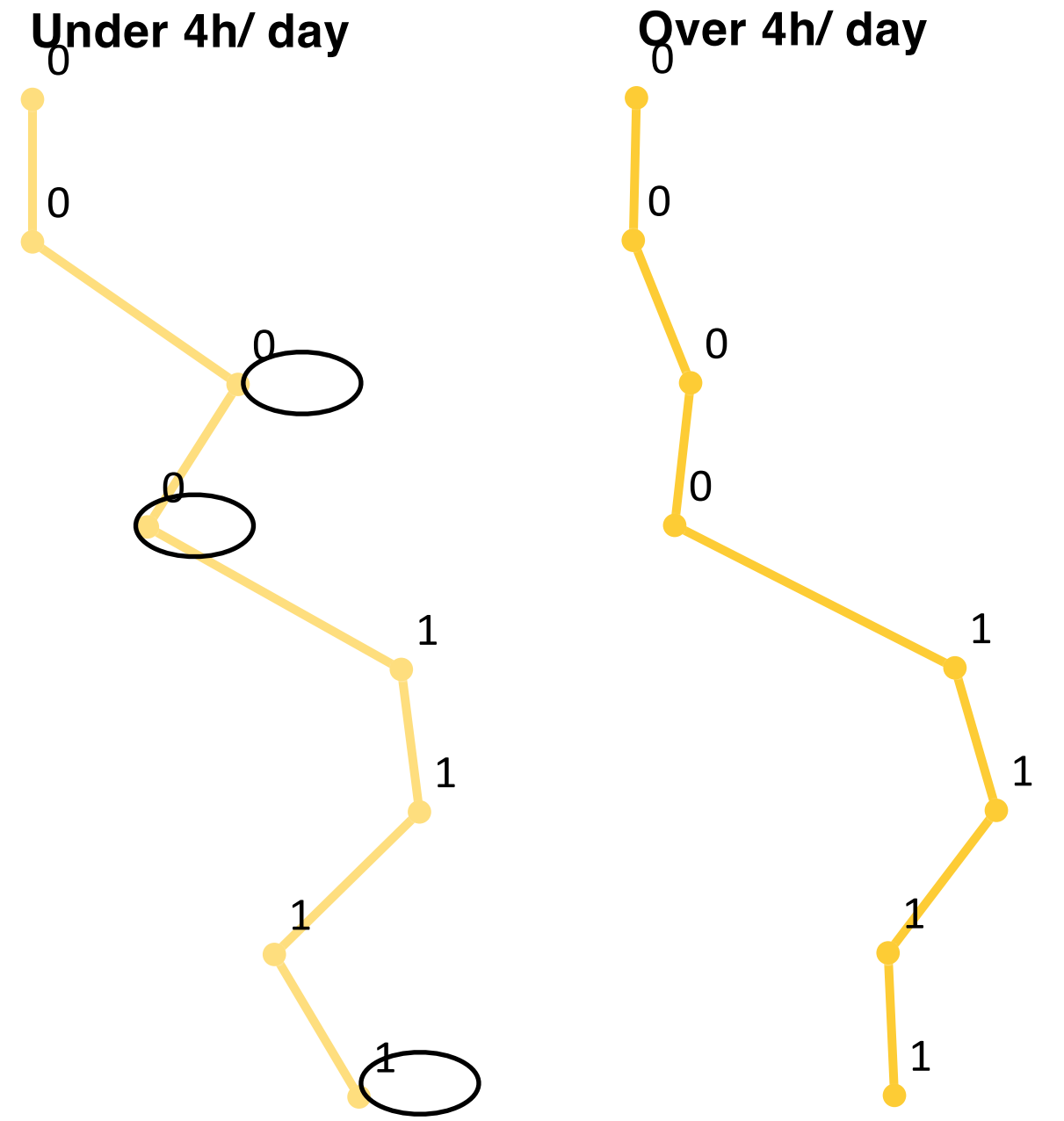
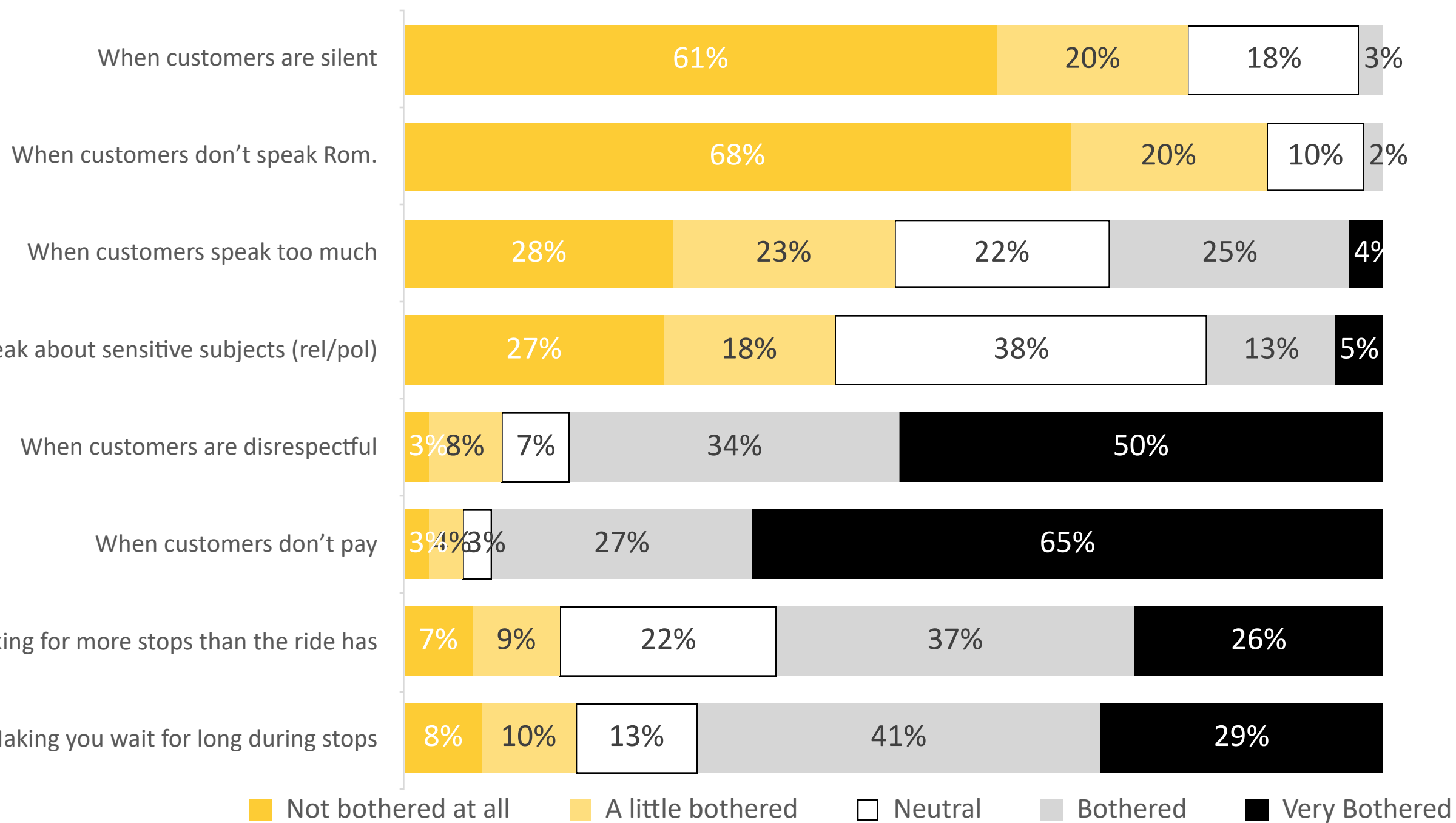


Annoying attitudes for drivers (1/2)



Q: To what extent would you be / are you annoyed by the following affirmations, when it comes to customers' attitude?

Not paying for the ride, being disrespectful and customers that **dirty the car** are by far the most bothersome attitudes which a customer can have, followed by **lengthy wait times** and **multiple stops** (asked for or not during the in-app car renting phase). These are annoying especially for drivers who allocate under 4 hours a day for this job.

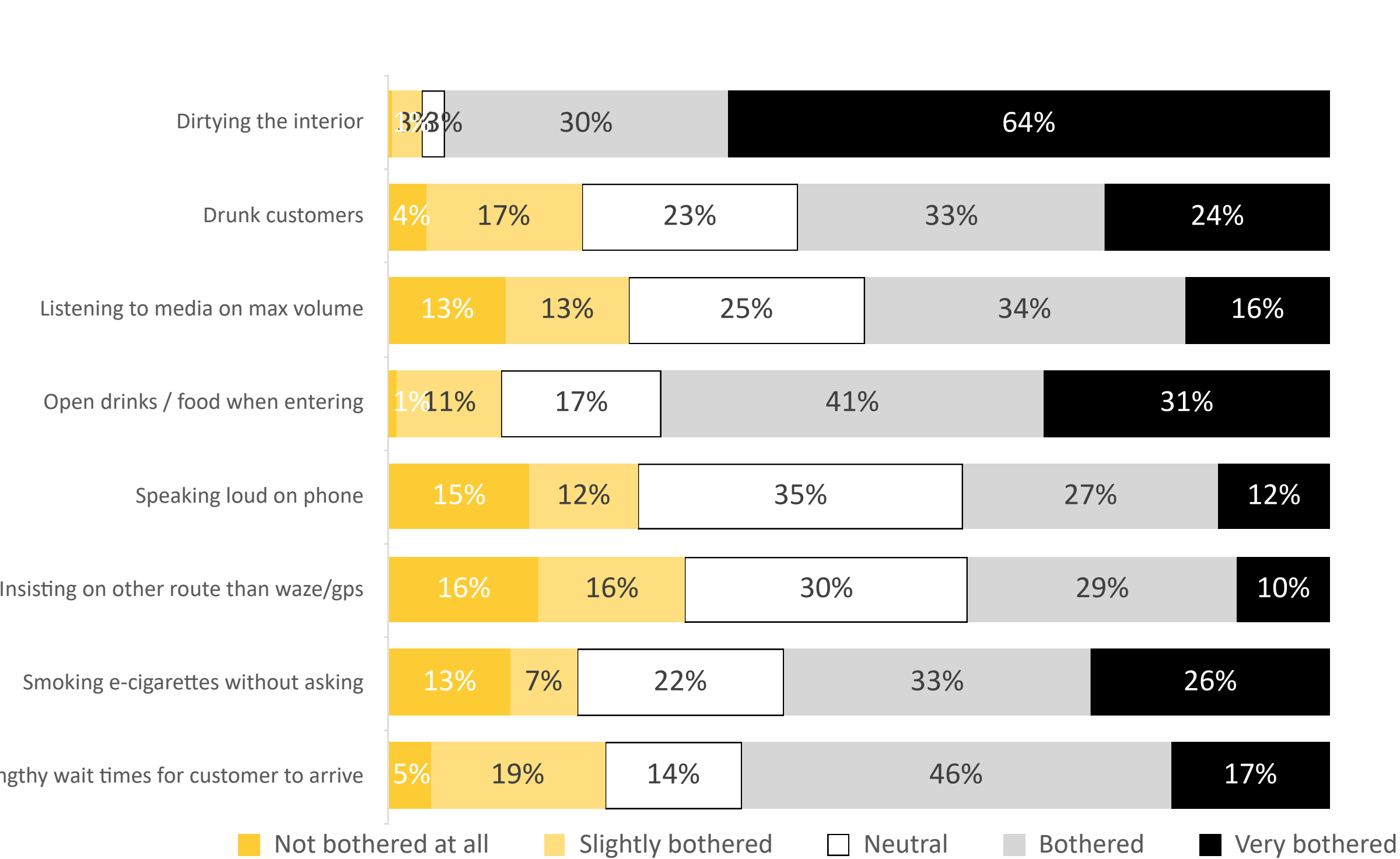


Visualised scores for **Bothered & Very Bothered**

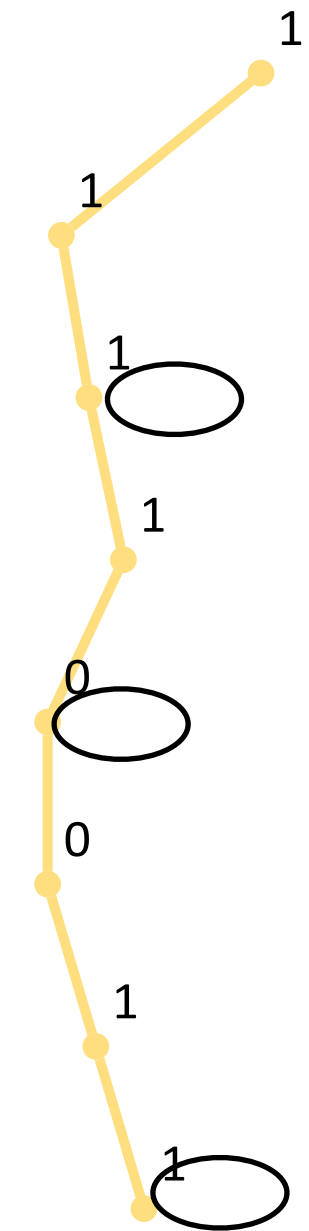
Greater than the other target at 95% level of trust

Annoying attitudes for drivers (2/2)

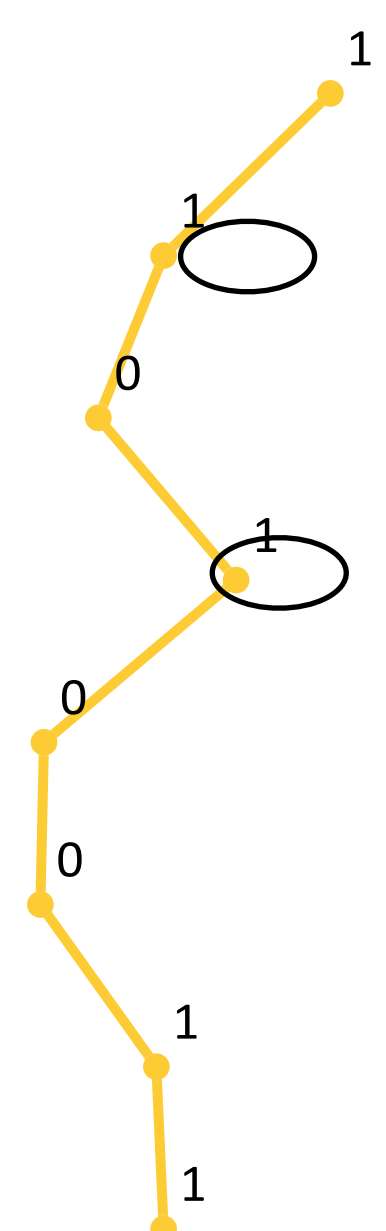
Q: To what extent would you be / are you annoyed by the following affirmations, when it comes to customers' attitude?



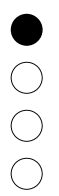
Under 4h/ day
N=69



Over 4h/ day
N=131



○ Greater than the other target at 95% level of trust

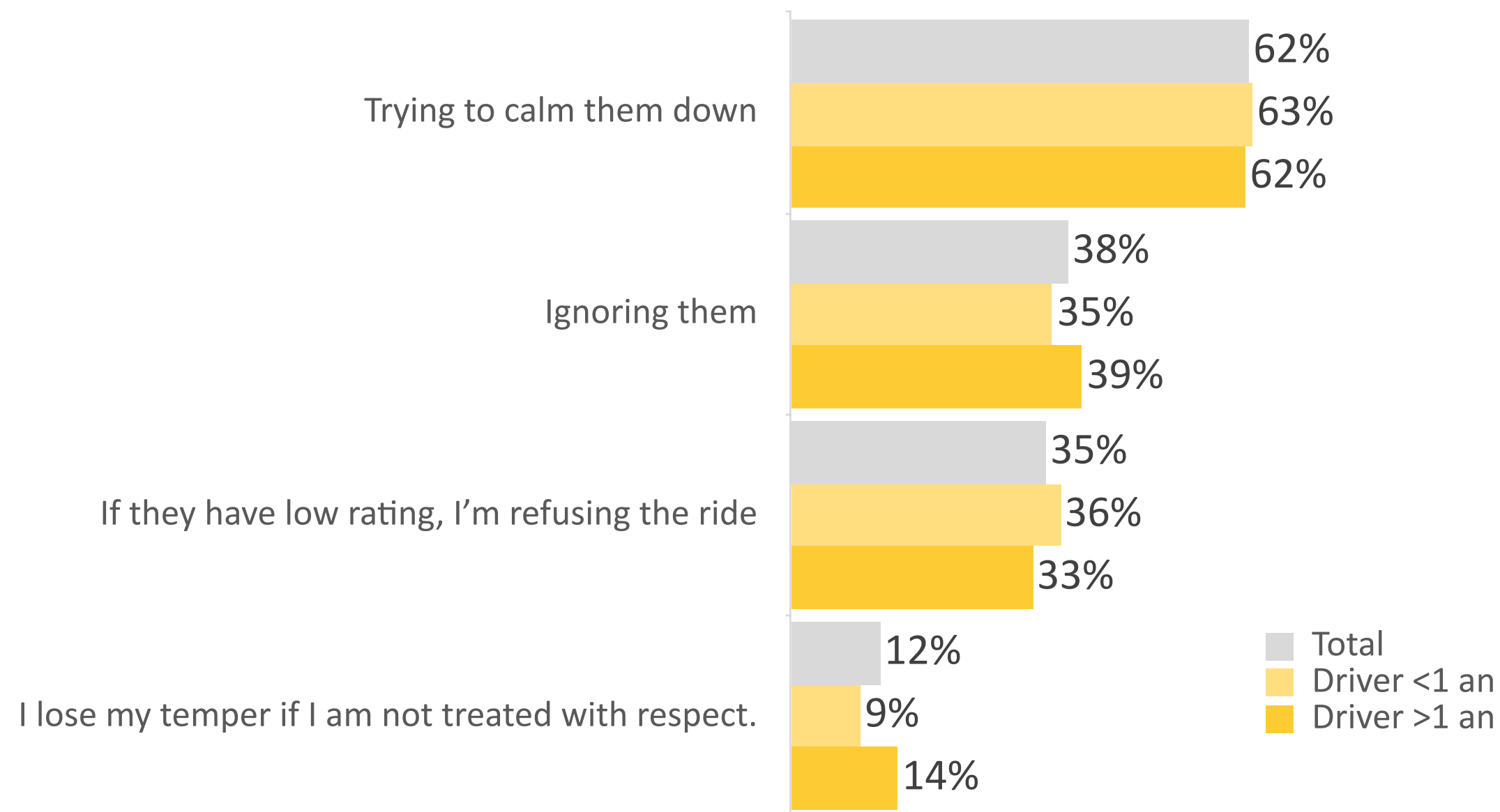


Dealing with problematic clients

Q: How do you deal with problematic customers? Tick everything that is relevant.

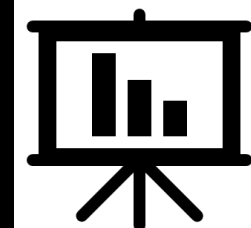


Without any differences in terms of work experience, 6 out of 10 drivers say that they are trying to calm customers which are problematic, and 4 out of 10 are ignoring them. A tactic employed by 1/3 of drivers is to reject a ride requested by customers with low rating.

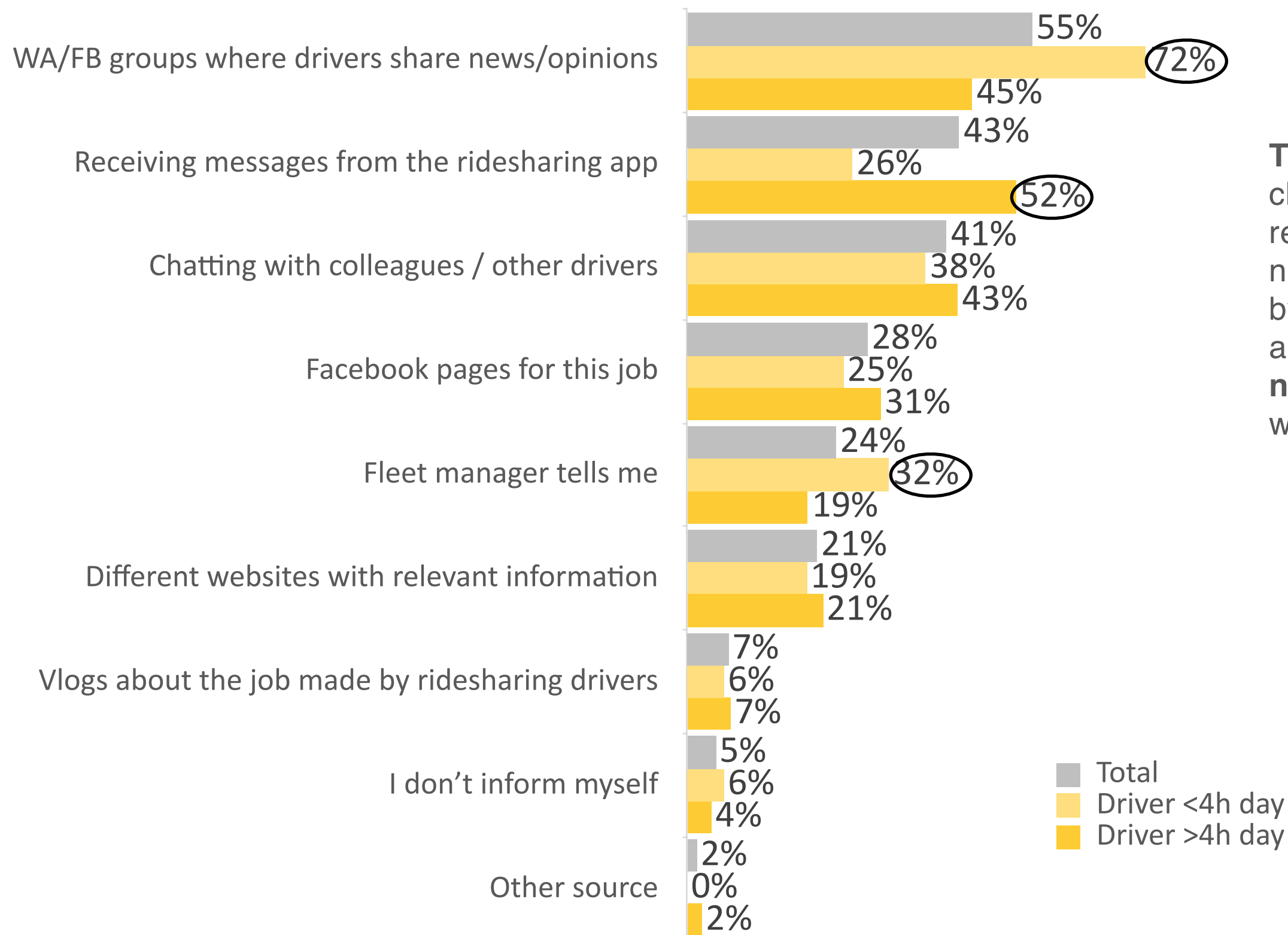


Information about the job benefits

Q: How do you stay up to date with your job benefits, available bonuses, news/updates? Multiple choice answer.



Greater than the other target at 95% level of trust



The **WhatsApp group** is the top choice when it comes to information regarding the job benefits, bonuses, news and updates - mentioned mostly by drivers working fewer than 4 hours a day. Followed by **ridesharing app notifications** mentioned by drivers working more than 4 hours a day.



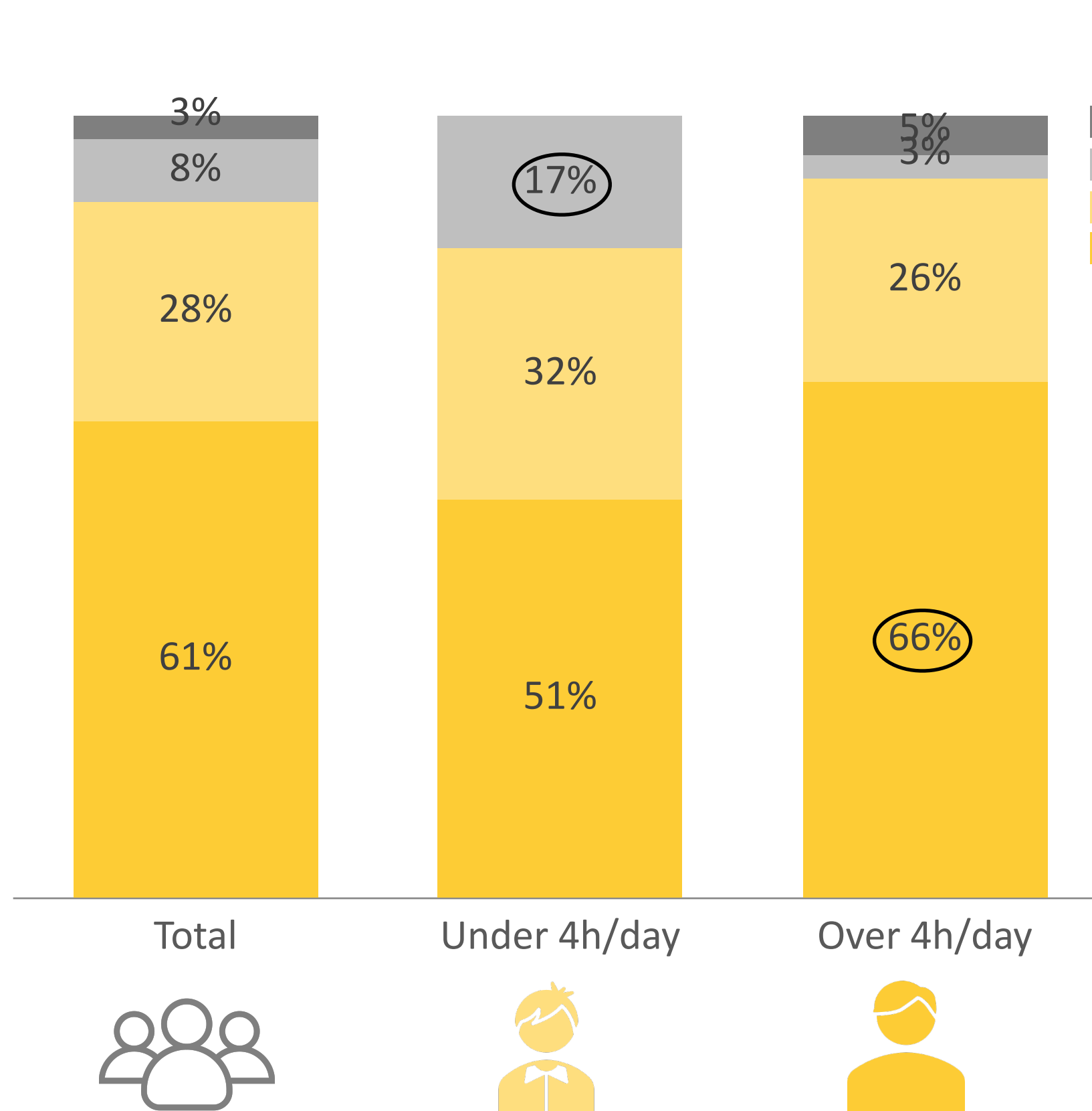
Testing concept: guide for drivers

Concept definition:

Let's assume there is a guide-app dedicated to your job, which aims to help drivers, offering them answers to any job-related questions.

Guide usage intention before defining the concept

Q: You will see some affirmations made by other ridesharing drivers. Check the affirmation which you agree with.



If there would be a place where I could inform myself with regards to the daily challenges presented at my job...

- I wouldn't access it, it's useless
- I wouldn't access it, but it may be useful for others
- Maybe I would access it sometimes
- I would definitely access it

Generally, the idea of a guide that will provide information with regards to the daily challenges presented at their job is welcome. **6/10 declare they would definitely access such an instrument.**

A significant difference - drivers working under 4 hours a day are less interested in such a guide.



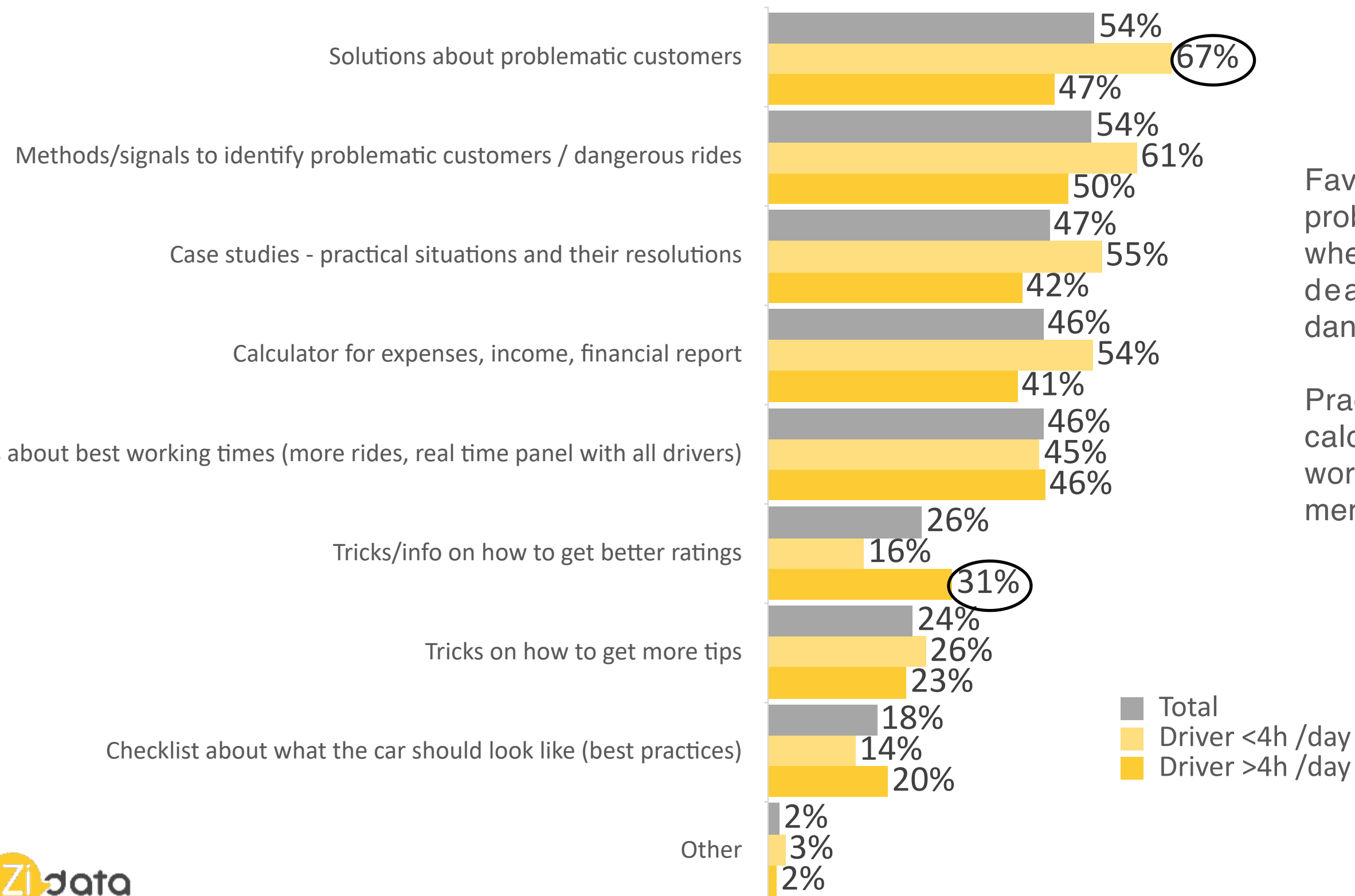
Greater than the other target at 95% level of trust

Topics contained by a guide-app

Q: Which are the topics you think are necessary to be covered in such a guide-app?



Greater than the other target at 95% level of trust



Favourite topics are about dealing with problematic clients. Drivers want a place where they can find solutions - to identify or deal with **problematic customers** / dangerous rides

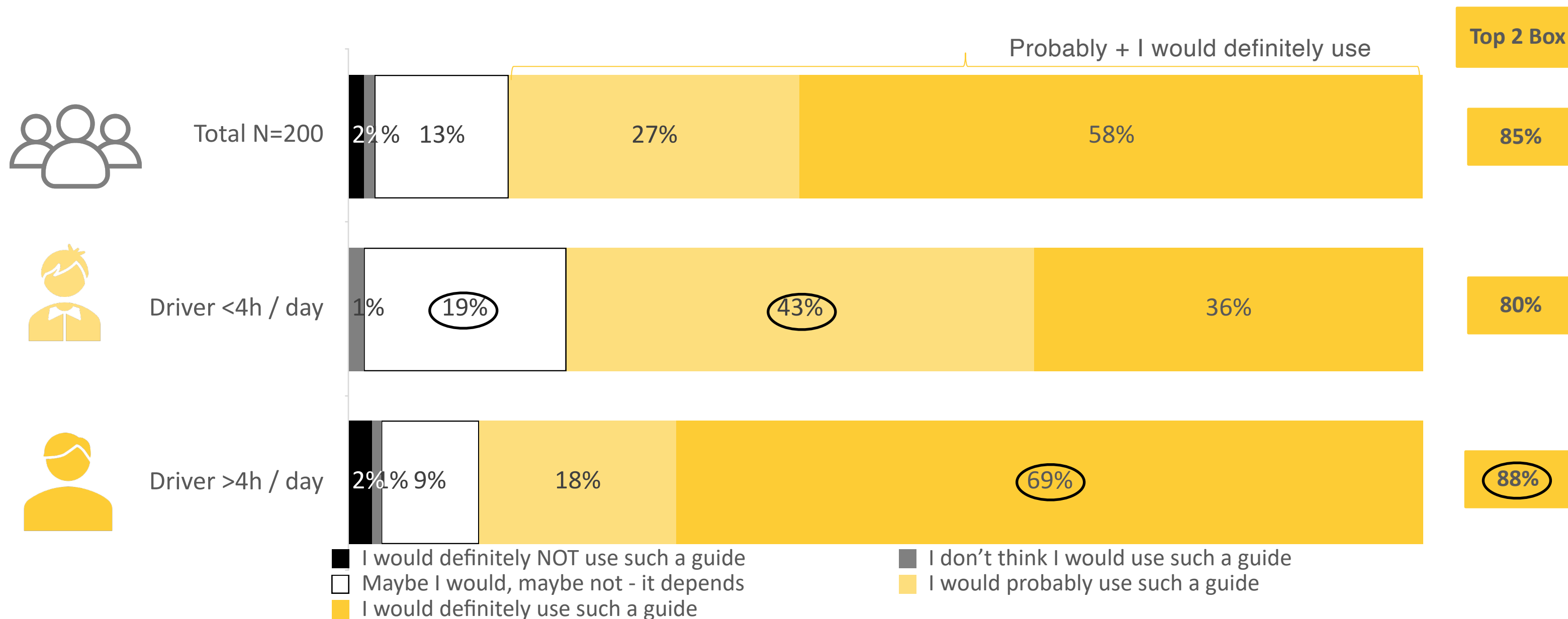
Practical solutions, expenditure / income calculators, tips and tricks about ideal working hours (traffic / demand) are also mentioned quite often.

Guide usage intention after exposure



Q: To what extent do you think you would use a guide-app for drivers if you had queries or unforeseen situation at your job?

The usage intention for such an app after describing the concept is high, with more than 8/10 drivers saying they would use it. The interest is significantly higher among drivers working more than 4 hours a day.

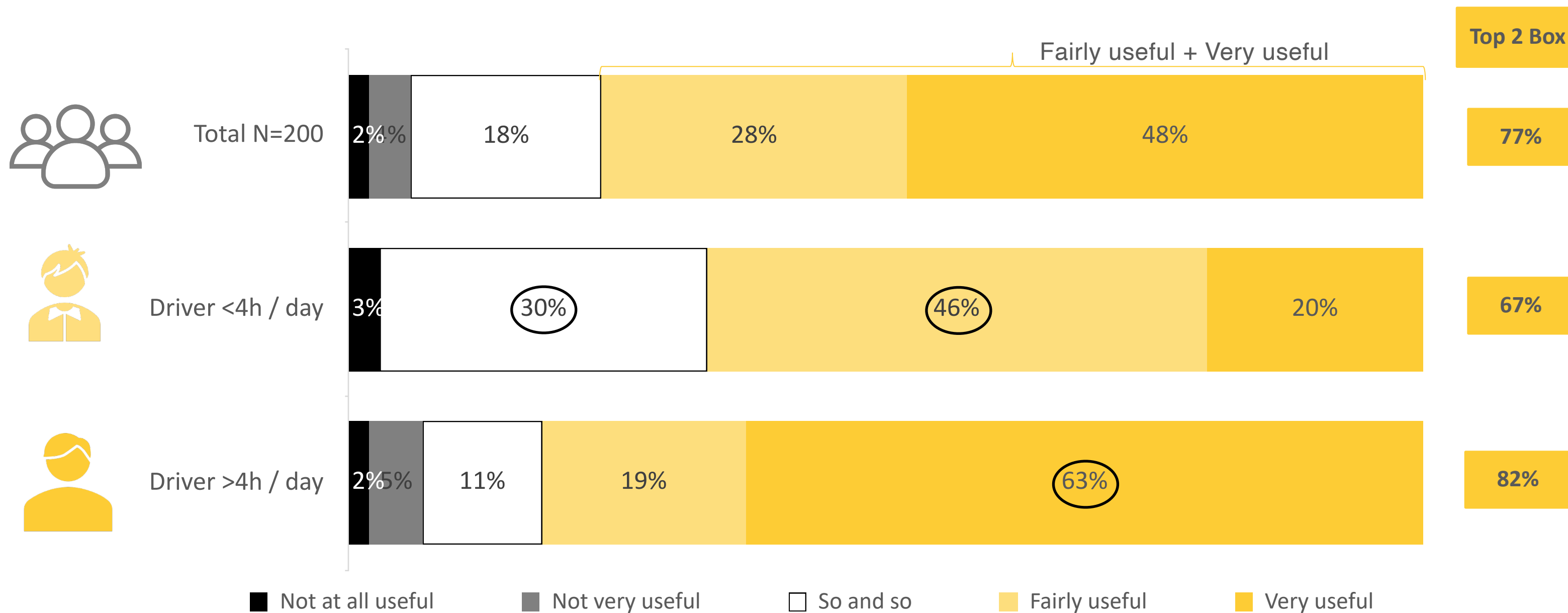


Perceived utility of such a guide

Q: How useful do you think such a guide for drivers is for drivers in general?



Over 3/4 drivers think such a guide is useful and very useful. Drivers working more than 4 hours a day see it most useful. Hypothesis: this segment relies more on this job, seeing it as a main (not side) job in which they wish to get involved - such a guide/app would contribute to their involvement in their job.

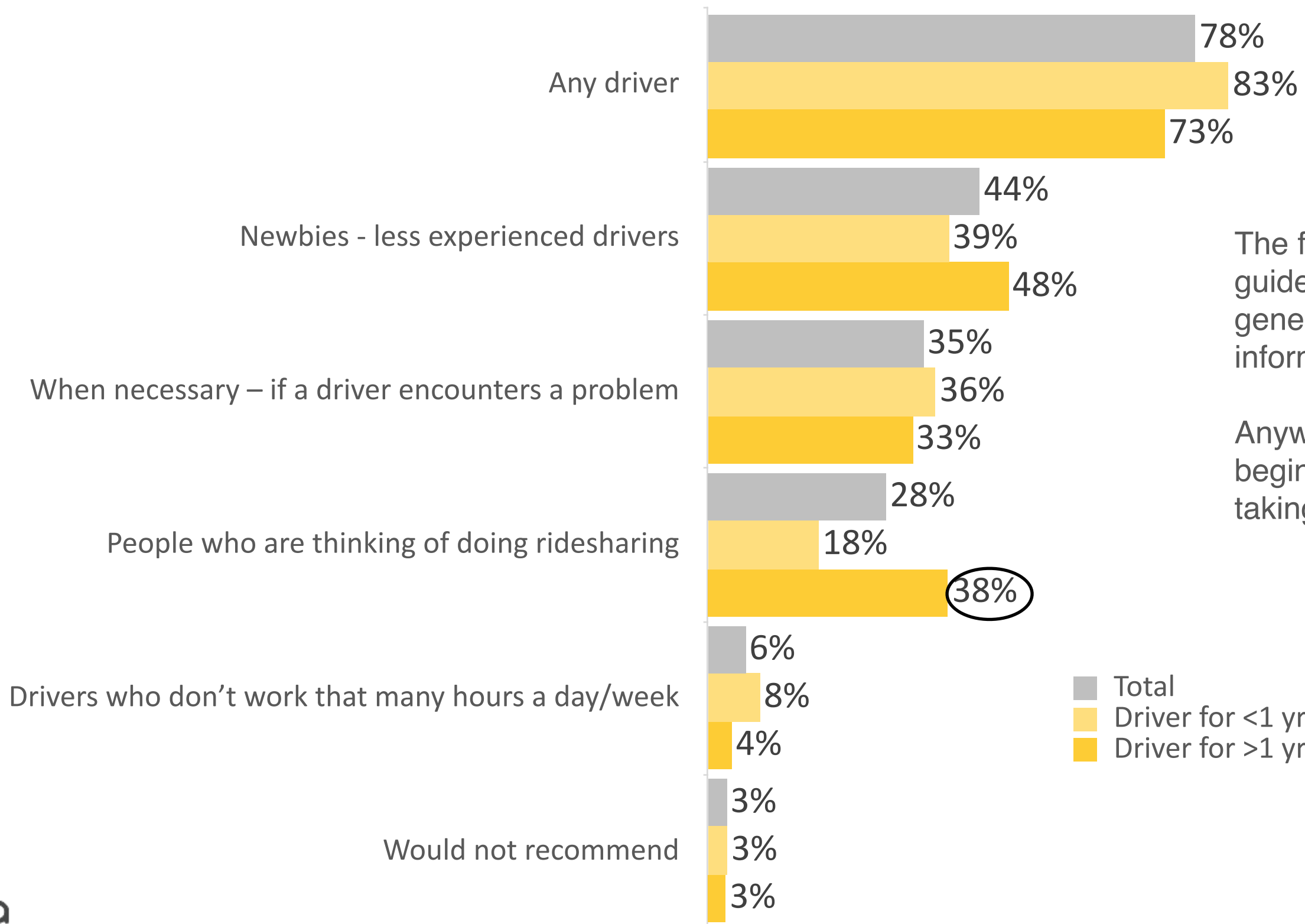


Target audience for the guide/app

Q: Who do you think such a guide/app for drivers addresses to? A maximum of 3 answers only.



Greater than the other target at 95% level of trust

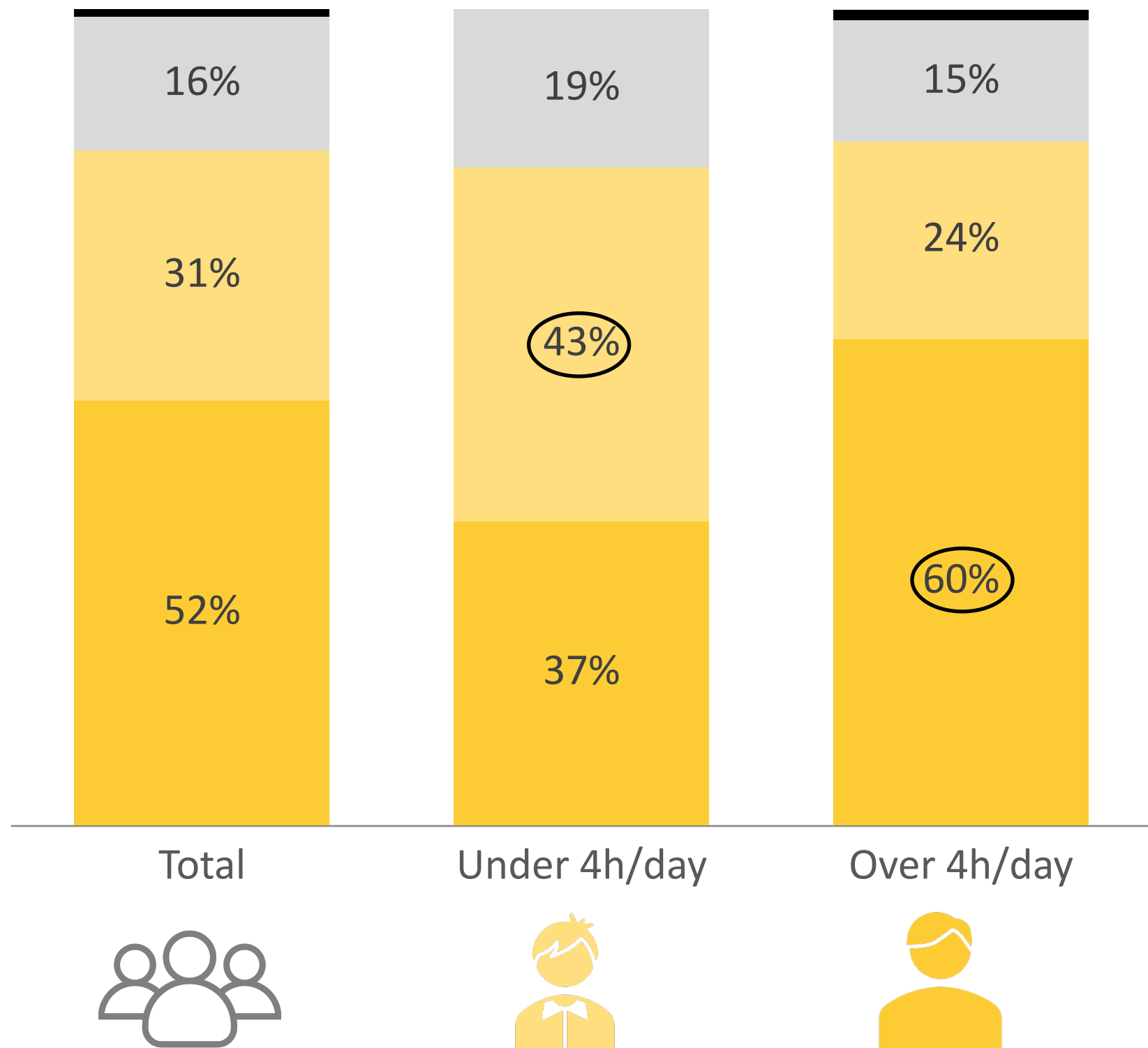
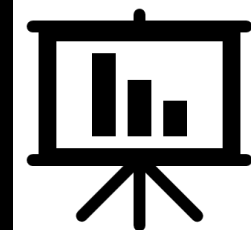


The fact that most respondents see this guide suitable for any driver reveals a general openness towards such a source for information.

Anyway, a third see it more useful for beginners or people that are thinking of taking up ridesharing.

Perception about the company in the context of the guide

Q: How would it change your perception about the company you're working for if it provided you such a guide/app for drivers?

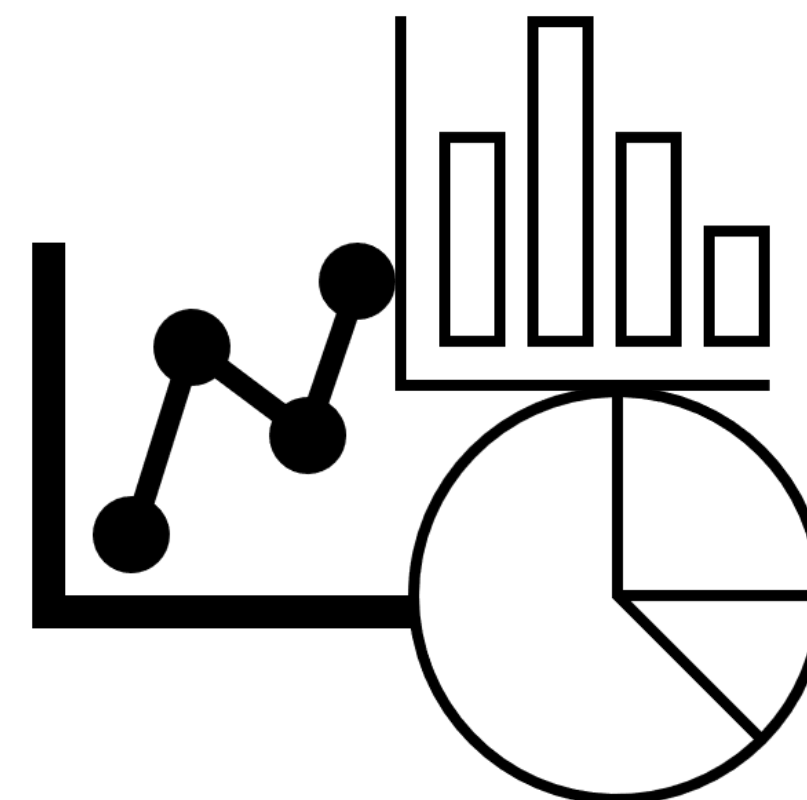
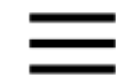
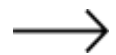


A company who would provide such a guide for drivers would be better seen by 8 out of 10 drivers. Half of them would even see their company considerably better.

Drivers working more than 4 hours a day are again manifesting heightened interest: 6 out of 10 would have a considerably more positive opinion about the company they work for.

- I would have a more negative opinion
- No change
- Slightly better opinion
- Considerably better opinion

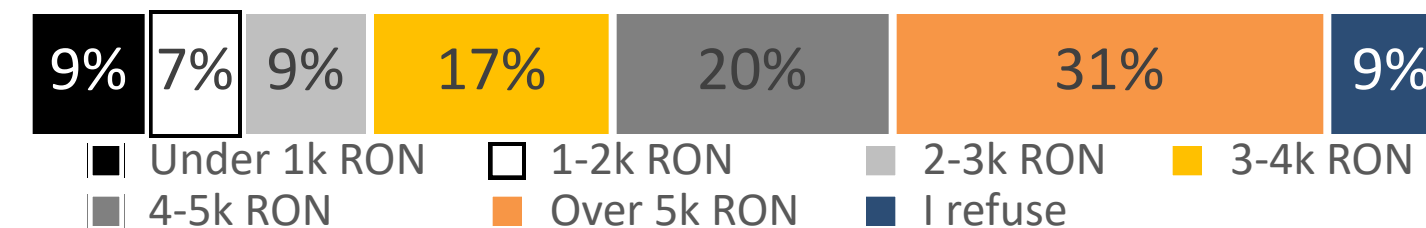
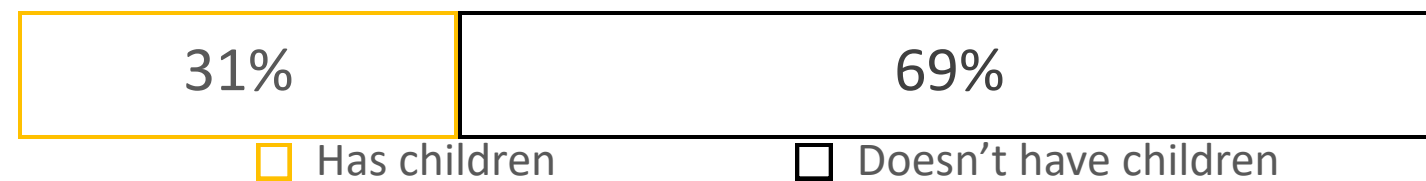
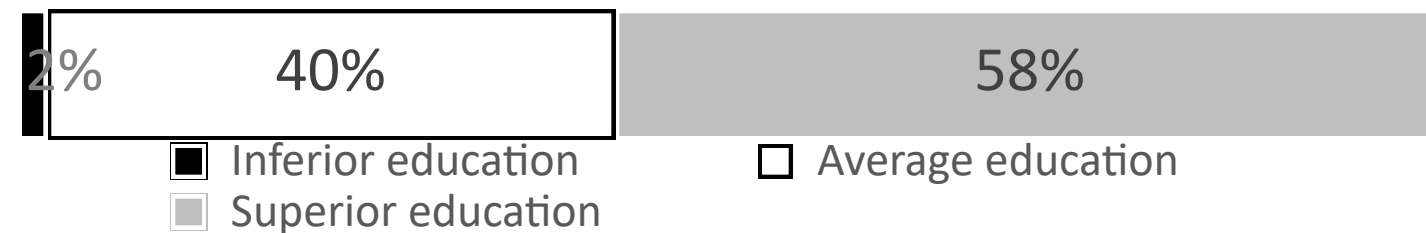
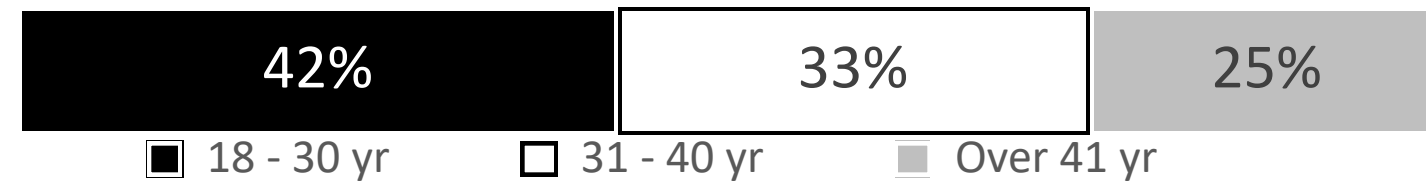
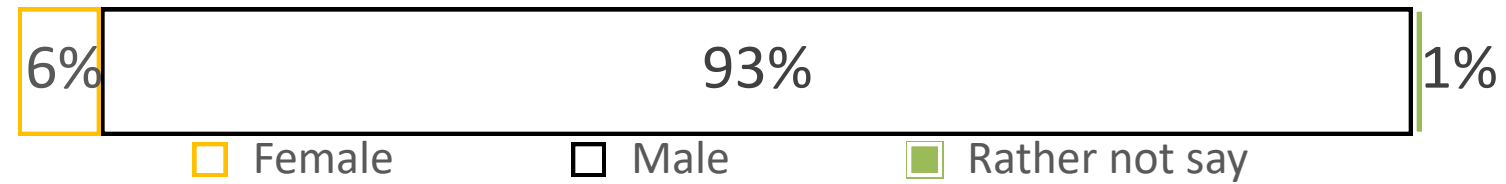
Greater than the TOTAL at 95% trust level



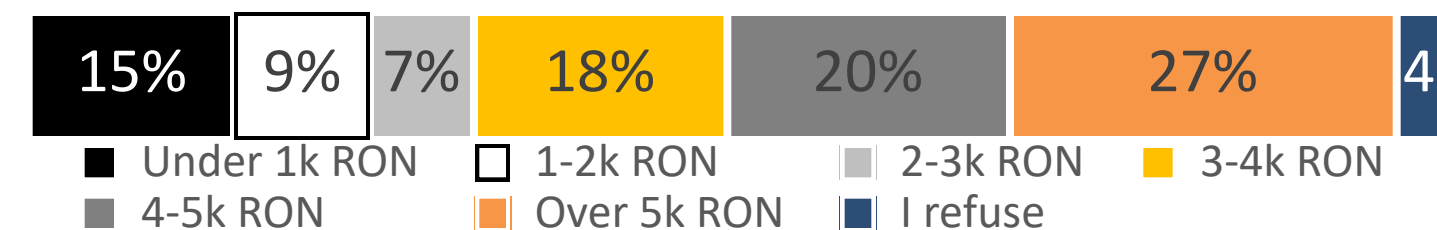
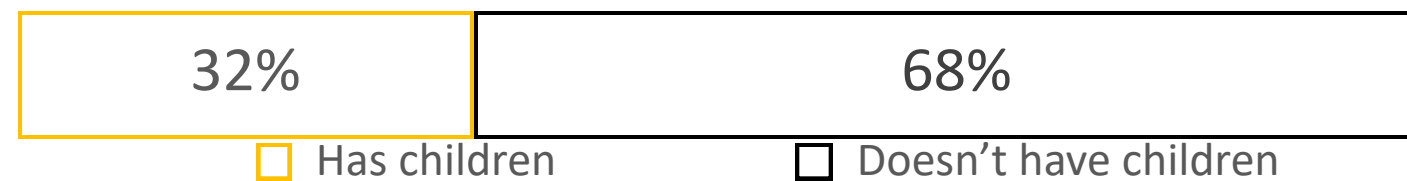
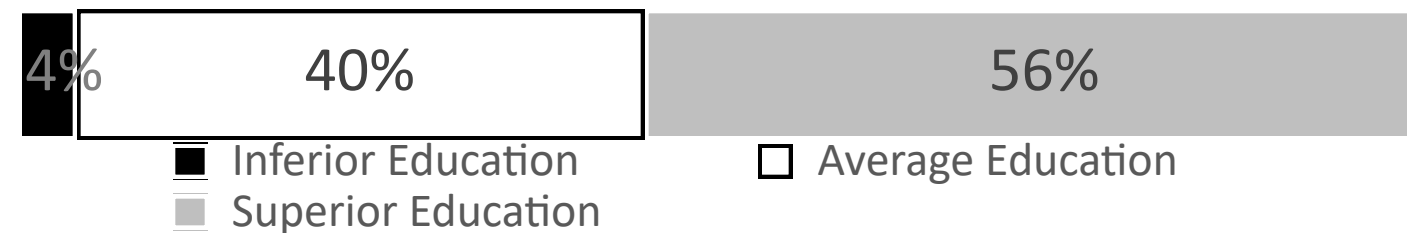
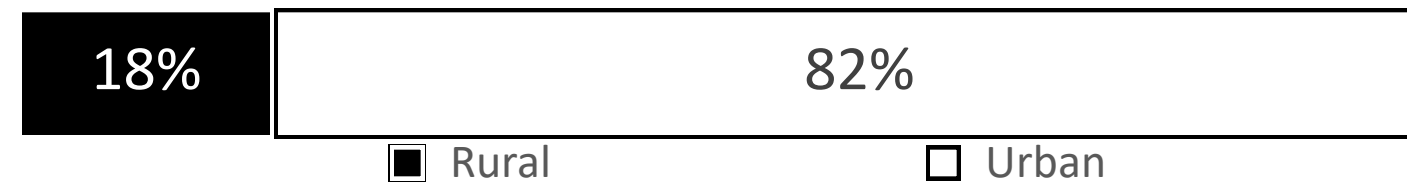
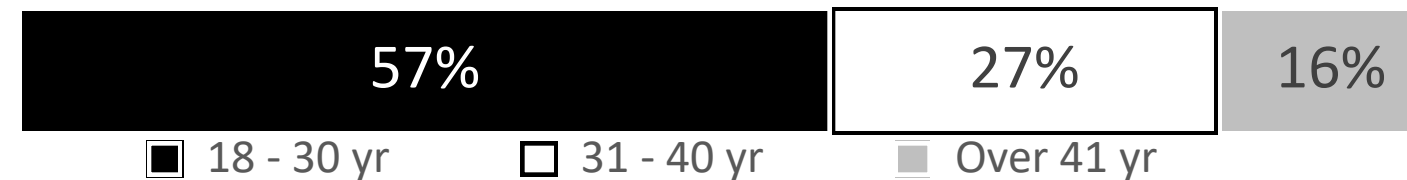
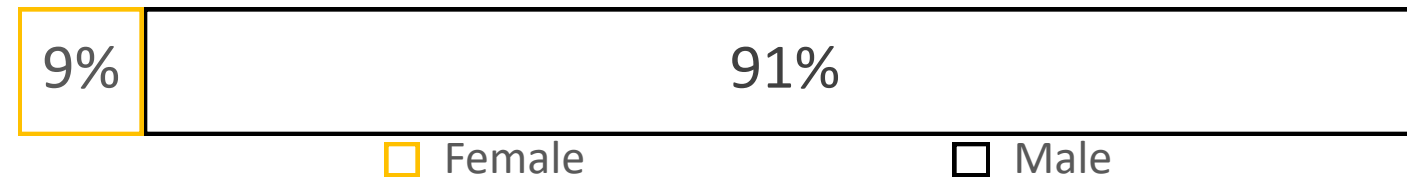
SAMPLE PROFILE:

Sociodemographics

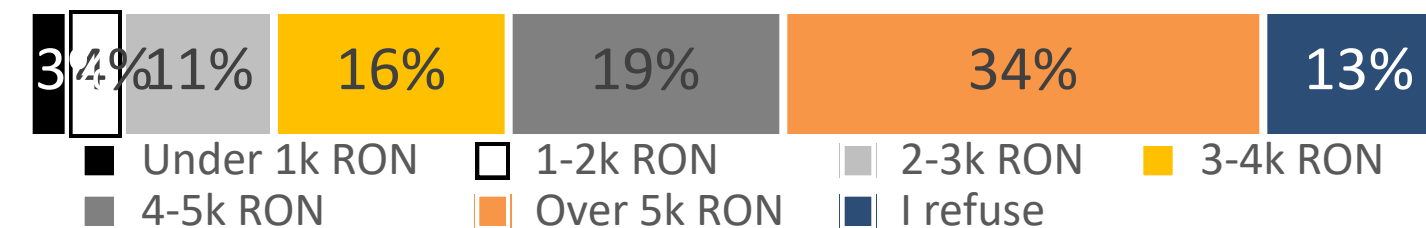
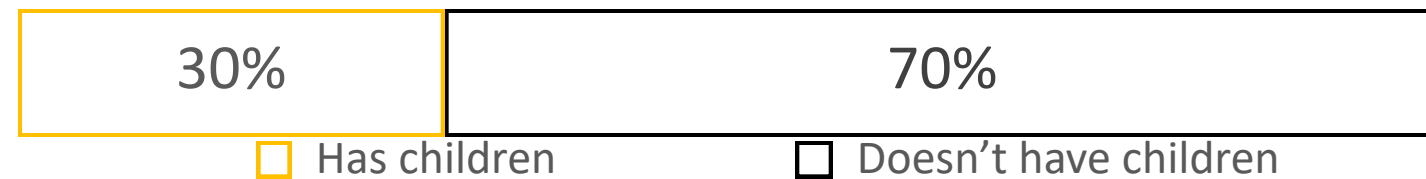
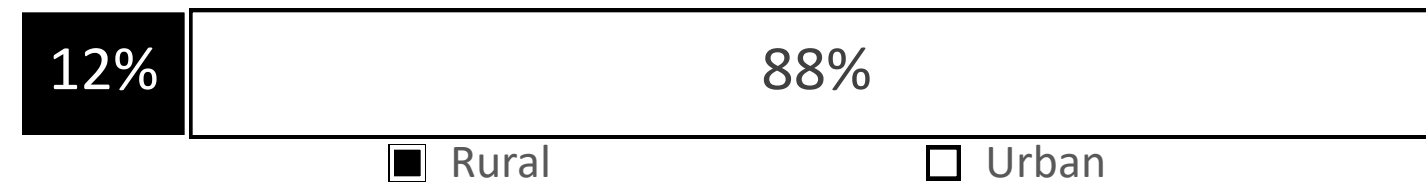
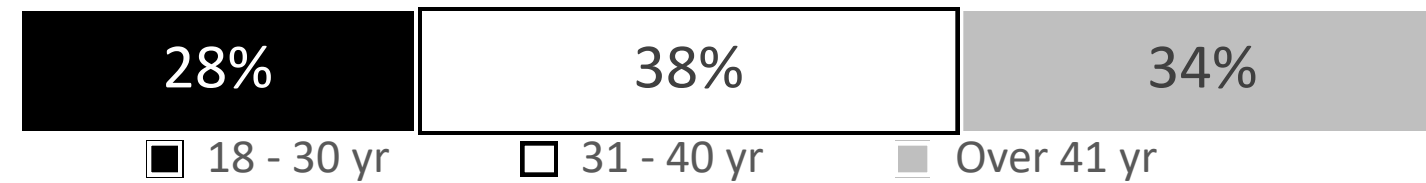
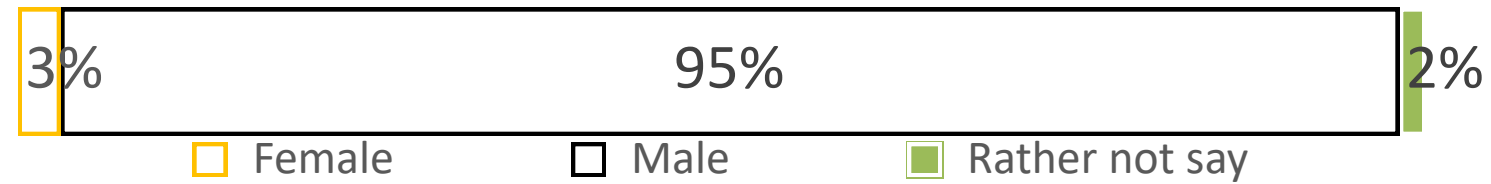
Sociodemographics: total sample



Sociodemographics: drivers working for <1 yr







Sociodemographics: drivers working for >1 yr





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Thank you!

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