

Shock Resistant

How platform workers managed
inflation and the pandemic



Uber
Uber Eats



MANDALA

JUNE 2025



This document is intended for general informational purposes only. The analysis in this report was commissioned by Uber and prepared by Mandala.

Mandala is an economics research and advisory firm. Mandala specialises in combining cutting-edge data and advanced analytical techniques to generate new insights and fresh perspectives on the challenges facing businesses and governments.

Views and opinions expressed in this document are prepared in good faith and based on Mandala's knowledge and understanding of its area of business, markets and technology. Opinions expressed herein are subject to change without notice. No part of this document may be reproduced in any manner without the written permission of Mandala.

Mandala would like to thank and acknowledge Professor Greg Kaplan of the University of Chicago for his advice, comments, and feedback on this paper.

© June 2025

Note: All dollar figures are US dollars unless indicated otherwise.

mandalapartners.com

admin@mandalapartners.com | media@mandalapartners.com

Contents

Executive summary	4
1. In quick succession, Americans were exposed to two different economic shocks	7
1.1 Since 2019, the US economy experienced a sharp increase in unemployment, followed by the highest level of inflation since the 1980s	8
1.2 Real household incomes fell by 4.5% from 2019 to 2022, before starting to recover in 2023	9
1.3 Platform work played an important role in mitigating the impact of successive economic shocks on workers	10
2. Pandemic and inflation joiners responded to different challenges and used platform work in different ways	11
2.1 Inflation joiners were more likely to start platform work to manage the cost of living, while pandemic joiners were more likely to be seeking new income after being laid off	12
2.2 Inflation joiners worked less than pandemic joiners when they first started	13
2.3 Looking back on their experience, pandemic joiners think platform work had a positive impact on their lives	14
3. Platform work has relieved cost of living pressure on individuals	15
3.1 People with jobs use platform work to combat higher cost of living	16
3.2 Those who turned to platform work in response to rising living costs were more likely to be women and caregivers	17
3.3 Platform work was successful in enabling workers to manage the increased cost of living	18
4. Workers use platforms to mitigate the impact of unemployment	19
4.1 The role of platform work in mitigating the impacts of unemployment was evident in the direct responses of laid off workers and those transitioning between jobs	20
4.2 Platform work can reduce the financial burden of involuntarily unemployed workers by providing access to income	20
4.3 Platform work can facilitate transitions between other jobs or businesses	21
5. Platform work is particularly well-suited to support workers during economic crises	22
5.1 The flexibility of platform work enables workers to pursue different earnings strategies	23
5.2 Platform workers highly value easy access to work, and cite the ability to start earning immediately as an important feature	24
5.3 The low barriers to start platform work makes it easier for people to enter the workforce for the first time or re-enter after a long break	25
5.4 Workers who joined platforms during economic shocks were overwhelmingly satisfied with platform work	27
6. Methodology	28
7. Reference list	30
8. Appendix	33

Executive Summary

The US has recently been hit by two distinct economic shocks that have put pressure on Americans and their families—the spike in unemployment due to the COVID-19 pandemic and the subsequent spike in the cost of living

In the past, when confronted with these types of crises, Americans have had limited options to make ends meet. Loss of work and living through a period when prices went up and remained high left some Americans experiencing material hardships including not paying all bills and skipping medical care because of the cost.¹ On top of this are the impacts to mental wellbeing.²

The COVID-19 pandemic and ensuing period of elevated inflation was the first time that major economic shocks have occurred when platform work is widely available. These events therefore provide a unique opportunity to examine the impact of platform work on Americans during economic crises.

About this study:

To assess the impact, this report draws on four key data sources: (1) a survey of 1,555 individuals who engaged in platform work (2) Uber administrative data, (3) academic literature, and (4) publicly available datasets.

The report splits survey respondents into two groups – pandemic joiners (who started working with Uber from March 2020 to January 2021) and inflation joiners (who started working with Uber between October 2021 and early July 2024). The report seeks to examine the distinct ways in which platform work affected each group, as well as the common threads.

Among the key insights

Platform work offered a real option for Americans during these challenging times to get income when they needed it quickly.



88% cited that the ability to start earning immediately was an important factor in their decision to start platform work.



92% of inactive workers reported they would consider engaging in platform work again in the future. The top cited circumstances were:

- If workers needed additional income to supplement their current job (**50%**).
- If workers needed income due to another increase in the cost of living (**33%**).

Pandemic and inflation joiners used platform work to help manage different economic challenges.



Inflation joiners were more likely to have joined platform work to help them manage higher cost of living (**41%** vs **33%**).



Pandemic joiners were more likely to have joined because they had been laid off or furloughed from another job (**19%** vs **14%**).

While most Americans that joined platform work during the pandemic or as the cost of living rose have since moved on, they were overwhelmingly satisfied with their experience.



Platform work was a temporary source of support for many—**55%** of all joiners have since moved on from platform work.



64% of all joiners (importantly, including those who are no longer active) were satisfied or very satisfied with their overall experience with platform work, versus **15%** who were dissatisfied or very dissatisfied.



Platform work supported many Americans during spells of unemployment and kept them engaged in the labor market—**69%** of platform workers who joined because they had been laid off or furloughed are now employed in a traditional job, while **11%** now own a business.

¹ Federal Reserve (2024)

² Bierman et al. (2023); Hertz-Palmor et al. (2021)

Among pandemic joiners who remained active on platforms, engagement declined as economic conditions changed.



The share of those working <10 hours per week across all platforms rose significantly from **16%** during the pandemic to **30%** at the time of the survey.



In turn, financial dependence on platforms decreased, with **54%** of pandemic joiners earning more than a quarter of their total income from platforms at the time of the survey, down from **60%** when they first joined.



At the time of the survey, **76%** of pandemic joiners were engaged in a non-platform job, either instead of, or alongside platform work.

The low barriers to entry in platform work made it easier for people to get into work and earn extra income, especially if they were joining the workforce for the first time or re-entering after a long break.



5% of pandemic joiners and **8%** of inflation joiners used platform work to either work for the first time or start working again after a long break.



This was significantly higher than the **2.8%** of newly hired workers in the broader US labor market who were not previously in the labor force.

Entering platform work was attractive to workers who may face barriers in the traditional labor market.



Workers who used platforms to either work for the first time or start again after a long break were significantly more likely to cite the lack of an interview process as an important factor for why they joined (**72%** vs **35%**).



Of those who started platform work to either work for the first time or after a long break:

- **3 out of 10** had a health problem or disability that limits their day-to-day activities.
- **1 out of 10** were retirees.

Platform workers valued the ability to engage with multiple apps and combine platforms with other forms of work.



1 in 2 active drivers reported that they had used multiple apps in the past month.



79% of respondents who had used multiple apps reported that working on multiple apps enabled them to better choose when and where they work.



72% of respondents who combined platform work with other work agreed that this helped them achieve their financial goals faster.

“This report seeks to examine the distinct ways in which platform work affected each group, as well as the common threads.”



1.

**In quick succession,
Americans were exposed
to two different economic
shocks: the pandemic and
the inflation crises**

1.1

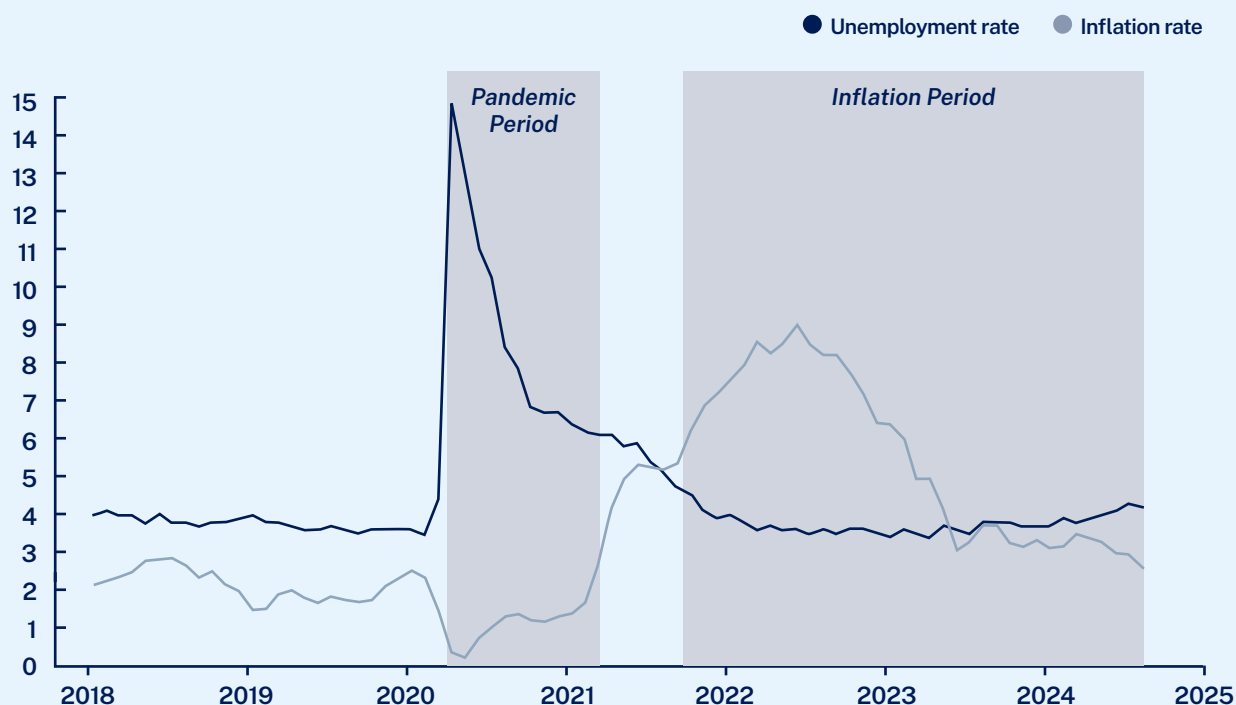
Since 2019, the US economy experienced a sharp increase in unemployment, followed by the highest level of inflation since the 1980s³

After an extended period of low unemployment and inflation during the mid- to late-2010s, unemployment increased sharply to nearly 15% in April 2020 due to the COVID-19 pandemic. The labor force participation rate fell by three percentage points, as some Americans left the workforce altogether due to lockdown-induced interruptions to business operations and wariness around exposure to COVID-19.⁴ Unemployment remained elevated for several months before declining rapidly to pre-pandemic levels by the beginning of 2022, as states started to lift pandemic restrictions.

In that time, significant supply chain disruptions, rising food and energy prices from the war in Ukraine, and pandemic stimulus packages triggered a sharp increase in inflation beginning in 2021.⁵ Elevated inflation peaked at around 9% in June 2022,⁶ which prompted one of the steepest monetary policy tightening episodes in modern US history, with interest rates rising over five percentage points by mid-2023.⁷

EXHIBIT 1

US monthly unemployment rate and year-on-year inflation rate over time



Note: Shaded periods align with the two cohorts of platform workers that were surveyed for this research. See Box 2: *Defining pandemic and inflation joiners*. While inflation decreased to 3-4% in mid-2023, the sample of inflation joiners extends beyond this point since households were still exposed to the increased cost of living due to elevated price levels.

Source: Federal Reserve Economic Data (2024).

³ Congdon & Vroman (2022); Federal Reserve Economic Data (2024)

⁴ Federal Reserve Economic Data (2024)

⁵ Blanchard & Bernanke (2023)

⁶ Bernanke & Blanchard (2023)

⁷ Federal Reserve Economic Data (2024)

1.2

Real household incomes fell by 4.5% from 2019 to 2022, before starting to recover in 2023

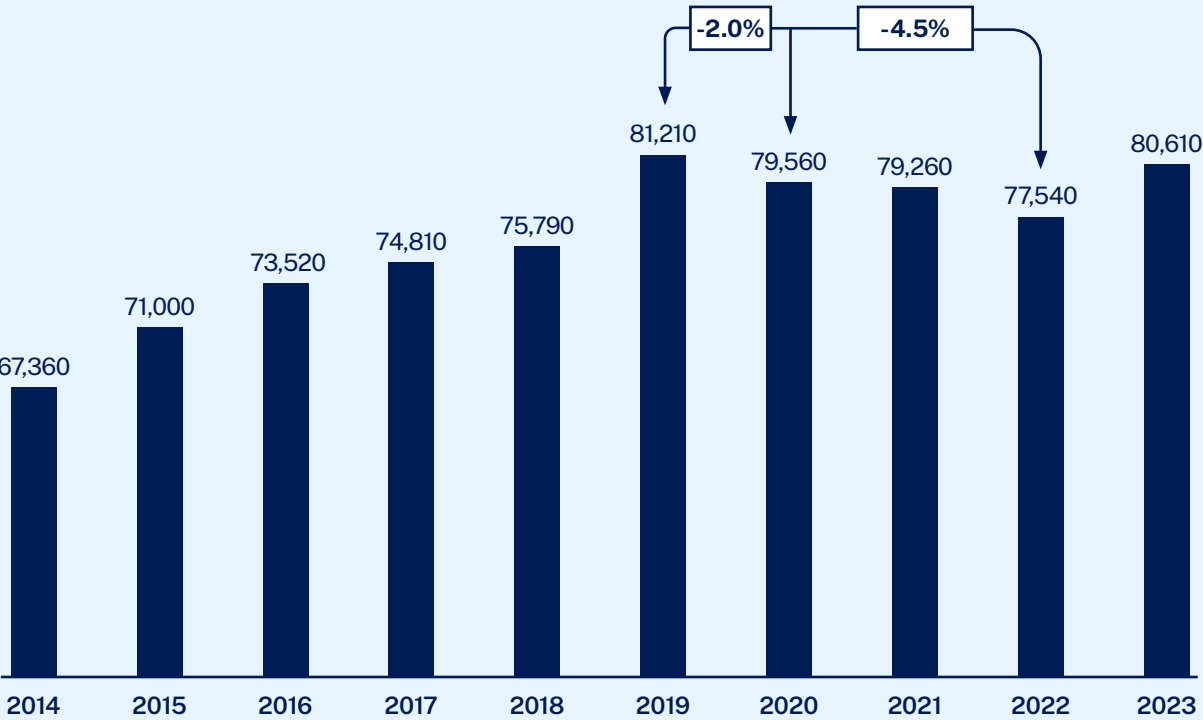
High unemployment caused real median household income to fall by 2% from 2019 to 2020. By 2022, real income had fallen by 4.5% relative to 2019 levels as a result of high inflation eroding household purchasing power. As inflation started to ease in 2023, the tight labor market contributed to a rebound in median household incomes towards 2019 levels.⁸ This labor market tightness was particularly correlated with real wage growth among low-wage workers.⁹

Despite this partial recovery in household income, many workers remain worse off than they were five years ago, with real median household income in 2023 still somewhat lower than 2019 levels. In 2024, only 52% of surveyed workers reported that they were not better off than they were four years ago.¹⁰ Many workers also continue to hold negative views on the US economy and cite high prices as their top economic concern.¹¹

Consequently, this stagnation in real incomes prompted many Americans to seek additional or alternative sources of income. A 2022 survey of full-time workers found that 38% had actively looked for a second job amidst the rising cost of living, while an additional 14% planned to.¹²

EXHIBIT 2

Real median household income over time
constant 2023 USD



Source: Federal Reserve Economic Data (2024); Mandala analysis.

8 Hajdini (2024)
9 Autor et al. (2024)
10 Evans (2024)
11 Pew Research (2024)
12 Qualtrics (2022)

1.3

Platform work played an important role in mitigating the impact of successive economic shocks on workers

Currently, a sizable share of the US population engage in platform work. A 2022 study put the number of rideshare and delivery platform workers at 7.3 million.¹³

This report aims to understand how people used platform work in response to two distinctive economic shocks.

In August 2024, we surveyed over 1,500 individuals across the US who started platform work either during the pandemic lockdowns in 2020, or during the period of high inflation and increased cost of living starting from the second half of 2021 (see Box 2). The survey investigates worker motivations for starting platform work during each economic event and the patterns of work for these new joiners.

In the results, platform work emerged as an effective tool for workers seeking to manage the impacts of both the pandemic and cost of living crisis. As such, this research highlights an important role that the gig economy can play in supporting a more resilient labor market.

Demographic characteristics of survey respondents are in Tables 1-11 in the Appendix.

BOX 1

What is platform work?

Platform work can be defined as labor performed by individuals who use a digital platform to provide services to individuals or businesses. That work or service may be performed online or in a specific geographic location.

For the purposes of this report, the term platform work is limited to focus on rideshare and delivery work facilitated by digital marketplaces. Rideshare platforms, like Uber and Lyft, connect people looking for a ride with drivers. Delivery platforms, like Uber Eats and DoorDash, connect people ordering food with local restaurants and delivery workers.

Platform work has low barriers to access and offers unique flexibility, which makes it attractive for those seeking additional income. Platform drivers and couriers enjoy significant flexibility in when, where, and how they work. There is no interview process, no language requirements, a quick onboarding process, and, in most markets, very low barriers to entry. Traditional labor markets contain many structural barriers to work, such as skill, experience, and education requirements, biased interviews and hiring practices, and unequal access to professional networks.¹⁴ These hurdles are low or non-existent in platform work.

BOX 2

Defining pandemic joiners and inflation joiners

We define “**pandemic joiners**” as individuals who started working with Uber from March 2020 to January 2021. “**Inflation joiners**” are defined as those who started working with Uber between October 2021 and early July 2024. We use these terms throughout the report to refer to observations relating to each specific cohort. Where findings are reported for the entire surveyed population – pandemic joiners and inflation joiners collectively – we use the term “**all joiners**”.

¹³ Flex and Public First (2024)

¹⁴ Chalise & Rodgers (2023). The benefits of platform work and its ability to overcome some of these barriers is discussed further in Section 4.



2.

Pandemic and inflation joiners responded to different challenges and used platform work in different ways

2.1

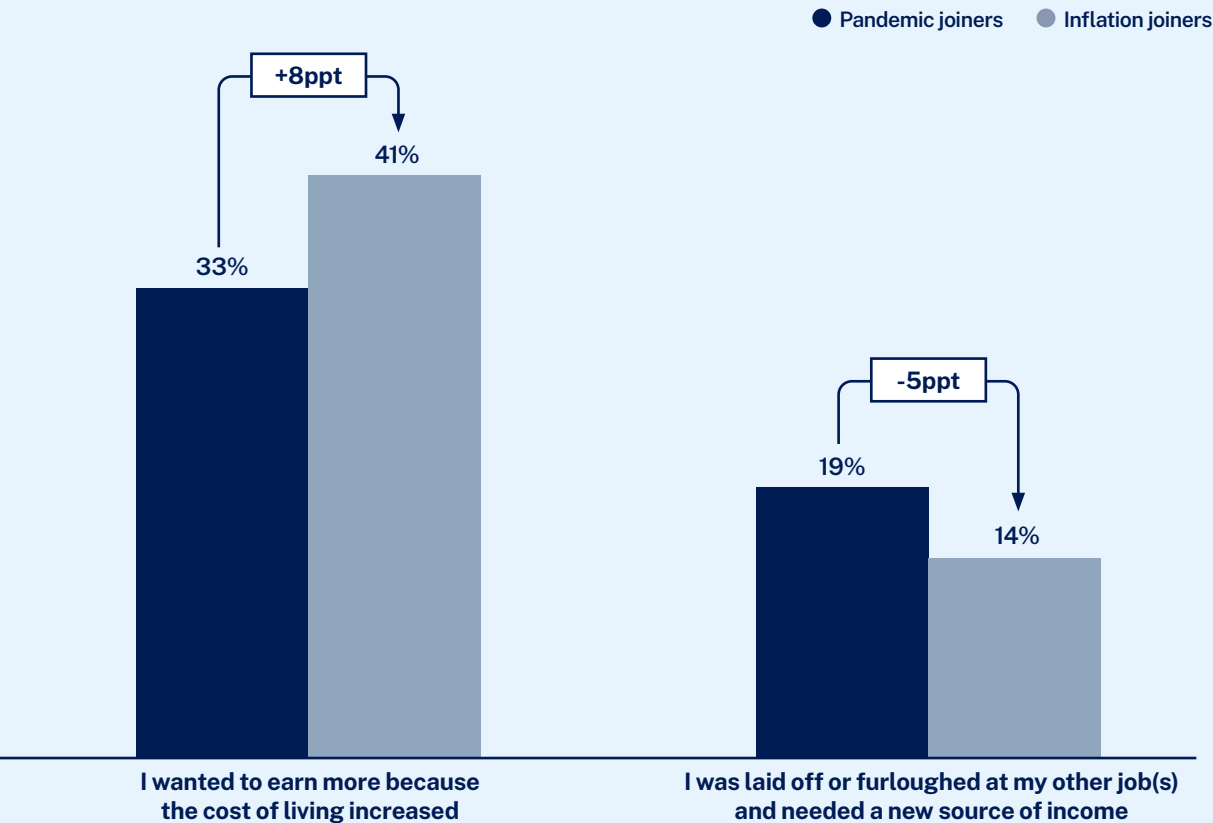
Inflation joiners were more likely to start platform work to manage the cost of living, while pandemic joiners were more likely to be seeking new income after being laid off

While platform work attracts a diverse population of workers who start driving or delivering for various reasons, the top motivation for inflation joiners was the higher cost of living, with 41% citing this as a motivation. This was significantly higher than the 33% of pandemic joiners who reported the same. By comparison, pandemic joiners were more likely to report having been laid off or furloughed (19% versus 14%).¹⁵

EXHIBIT 3

Share of platform workers who cited joining because of cost of living or being laid off or furloughed

% of cohort respondents



Source: Mandala analysis.

15 Full results for this question are reported in the Appendix, Table 12.

2.2

Inflation joiners worked less than pandemic joiners when they first started

The difference in the nature of the cost of living crisis and the pandemic was reflected in how many hours drivers and couriers worked on platforms. When they first started driving, 29% of inflation joiners worked less than 10 hours a week on average, as many were using platform work to supplement their existing income. By contrast, only 16% of pandemic joiners worked less than 10 hours a week on average, likely indicating a higher portion were trying to replace lost income.

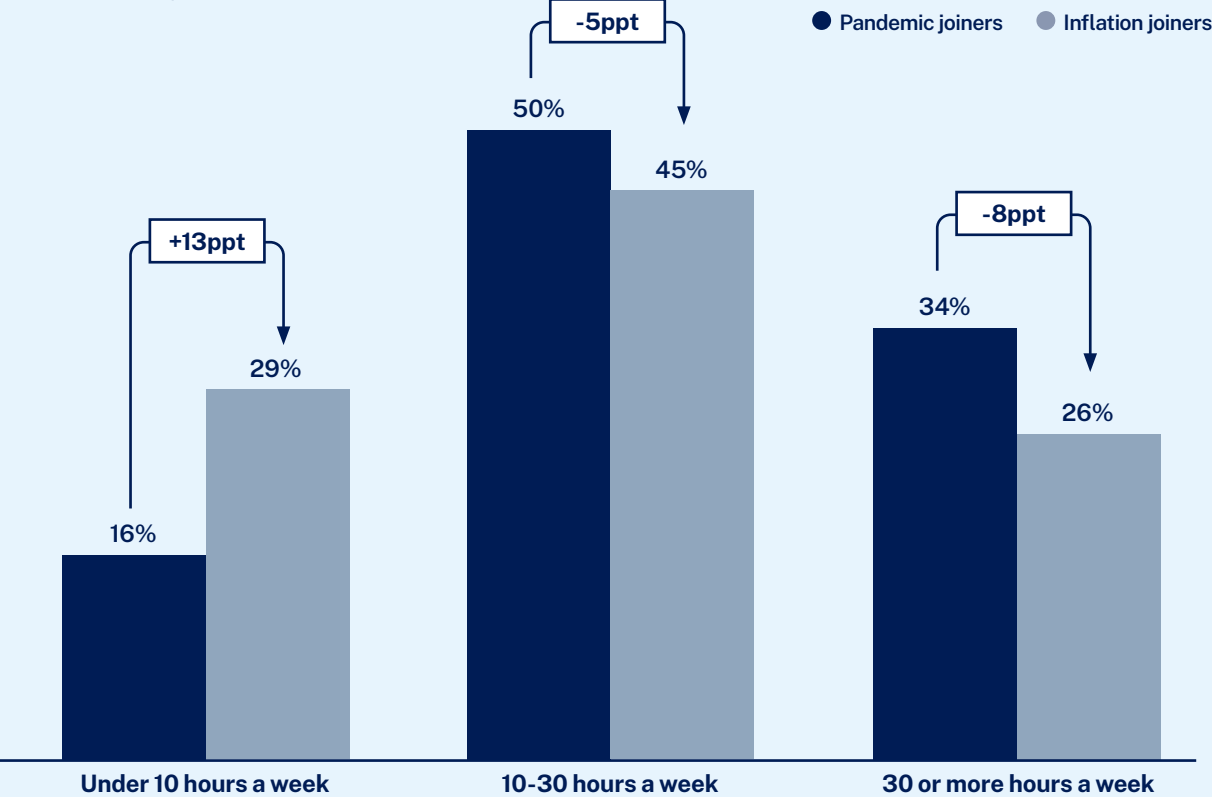
When they first started, inflation joiners were more likely to earn a smaller share of their income from platform work – 47% reported that platform work comprised less than a quarter of their total income, versus 40% of pandemic joiners.

Among pandemic joiners who remained active on platforms – defined as workers who had completed a trip in the past month – engagement declined over time. The proportion working 30+ hours on all platforms dropped from 34% initially to 31% by mid-2024. Meanwhile, the share of pandemic joiners working <10 hours per week increased significantly, from 16% when they first joined to 30% at the time of the survey. Similarly, their financial dependence on platform income decreased. Fifty-four percent of pandemic joiners earned more than a quarter of their total income from platforms at the time of the survey, down from 60% when they first joined.¹⁶ These changes highlight the role of platform work as a ‘stepping stone’ for workers.

EXHIBIT 4

Average hours worked per week when starting platform work for the first time

% of cohort respondents



Source: Mandala analysis.

¹⁶ Based on when the survey was fielded.

2.3

Looking back on their experience, pandemic joiners think platform work had a positive impact on their lives

Five years on, most pandemic joiners viewed platform work as having had a positive impact on their lives. Sixty-four percent reported being either satisfied or very satisfied with platform work overall. This is inclusive of both currently active drivers and drivers who have since moved on from platform work. This insight is novel relative to most platform surveys, which are typically restricted to active workers. The high satisfaction of platform work even amongst workers who are currently inactive highlights the broad appeal that it has for many Americans. When asked what type of impact platform work had had on their lives, the top three answers were that it: ¹⁷

- Helped to increase workers’ income (reported by 47%)
- Helped to maintain workers’ lifestyle while they were looking for other opportunities (33%)
- Helped to cover gaps or changes in workers’ income from other sources (31%).

These top responses were considerably more popular than the more negative options:

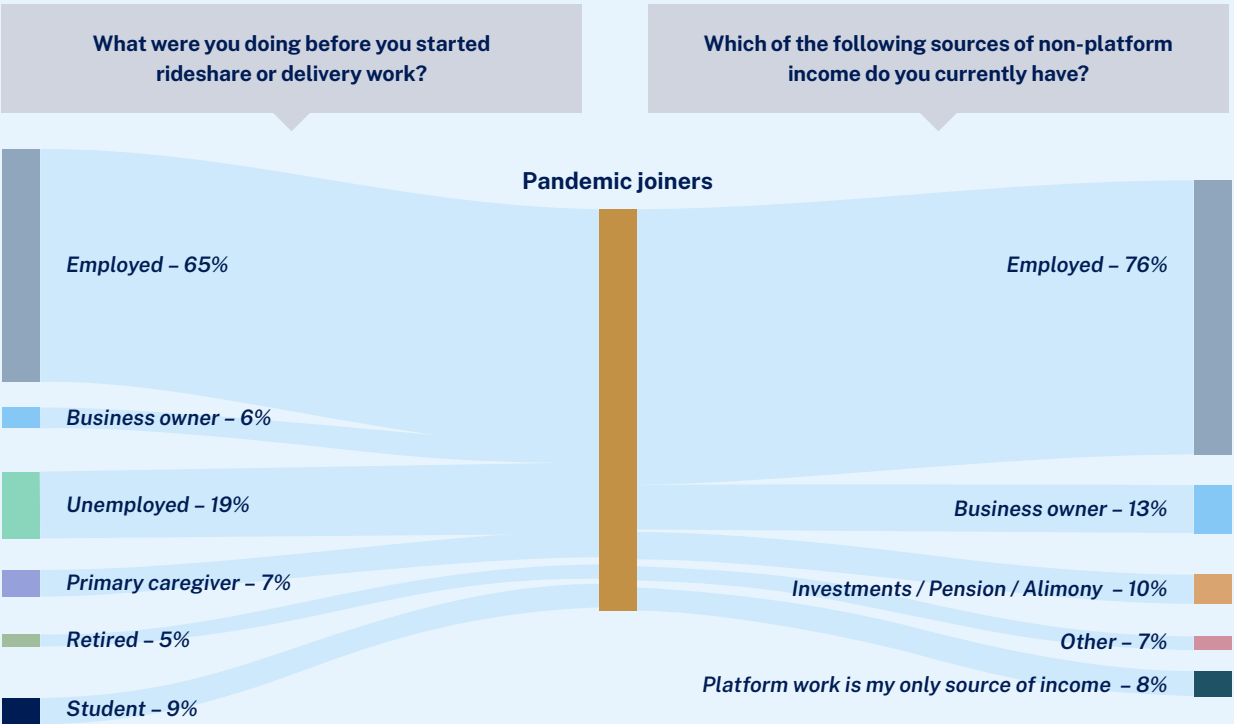
- Workers’ income became less stable (reported by 13%)
- Workers’ work-life balance became worse (reported by 7%)
- Workers’ income decreased (reported by 6%).¹⁸

Many pandemic joiners used platform work to assist them through a period of economic uncertainty, but have not relied on it as a long-term, exclusive source of income. Seventy-one percent of pandemic joiners are now employed in a non-platform job, either instead of or alongside platform work. Before they started platform work, just 6% of pandemic joiners owned a business. Today, that share has doubled to 13%. Only 7% of pandemic joiners now use platform work as their only source of income. Strikingly, 66% of those who reported being unemployed when they started are now employed outside of platform work.

EXHIBIT 5

Comparison of past and current activities of pandemic joiners

% of pandemic joiners



Note: The proportions in the exhibit do not add to 100 as respondents could select multiple options.
Source: Mandala analysis. Distribution of sources of income by cohorts are in the Appendix, Table 13.

¹⁷ Respondents could select multiple options.
¹⁸ Full results for this question are reported in the Appendix, Table 15.



3.

**Platform work has
relieved cost of living
pressure on individuals**

3.1

People with jobs use platform work to combat higher cost of living

Thirty-three percent of pandemic joiners and 41% of inflation joiners started platform work because the cost of living increased. Most of those who reported the increased cost of living as a reason to start platform work were also employed in a traditional job (70%). This was higher than the 53% reported amongst those who did not cite increased cost of living as a reason for starting, suggesting that most workers who turned to platforms as a result of the elevated cost of living were supplementing existing work.

The cost of living crisis pushed some workers to seek more work, and platforms were an attractive option to those who place a high value on flexibility. For those who cited higher cost of living as a reason to start platform work, access to scheduling flexibility and the ease of getting started were particularly valuable. Ninety-one percent found that the flexibility to work hours that suited their schedule was an appealing feature of platform work, higher than the 79% amongst those who did not cite cost of living as a reason for joining. Furthermore, 43% of those who reported joining because of higher cost of living found the ease of getting started with platform work appealing. Again, larger than the 34% reported amongst other joiners.

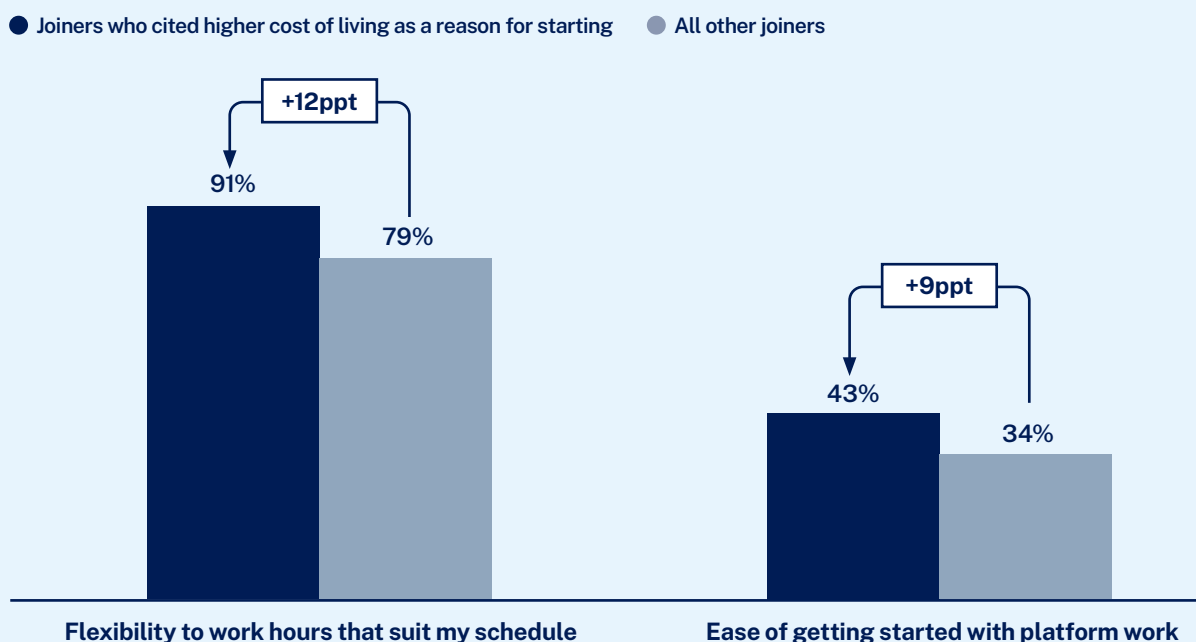
This observation that workers pick up platform work alongside their traditional job to help manage cost of living pressure aligns with recent empirical work that highlights the impact of inflation on labor supply decisions. A 2024 survey of a representative sample of the US population found that 47% of workers had looked for an additional job due to inflation, while 36% had increased their hours worked.¹⁹ While many households have reported delaying or reducing their purchases of goods in response to higher inflation, these observations suggest that another important mechanism that workers use to manage elevated prices is to increase their nominal income.²⁰ Flexible and accessible earnings opportunities, such as those offered by platform work, are one effective method of achieving this goal.

Those who cited cost of living as a reason for joining were more likely to adopt a flexible schedule. Fifty-seven percent of these workers chose their hours depending on their other responsibilities, higher than the 48% amongst other joiners.

EXHIBIT 6

Appealing features of platform work for joiners who started because of higher cost of living

% of cohort respondents



Source: Mandala analysis.

¹⁹ Stantcheva (2024), Figure 14

²⁰ Stantcheva (2024), Figure 11

3.2

Those who turned to platform work in response to rising living costs were more likely to be women and caregivers

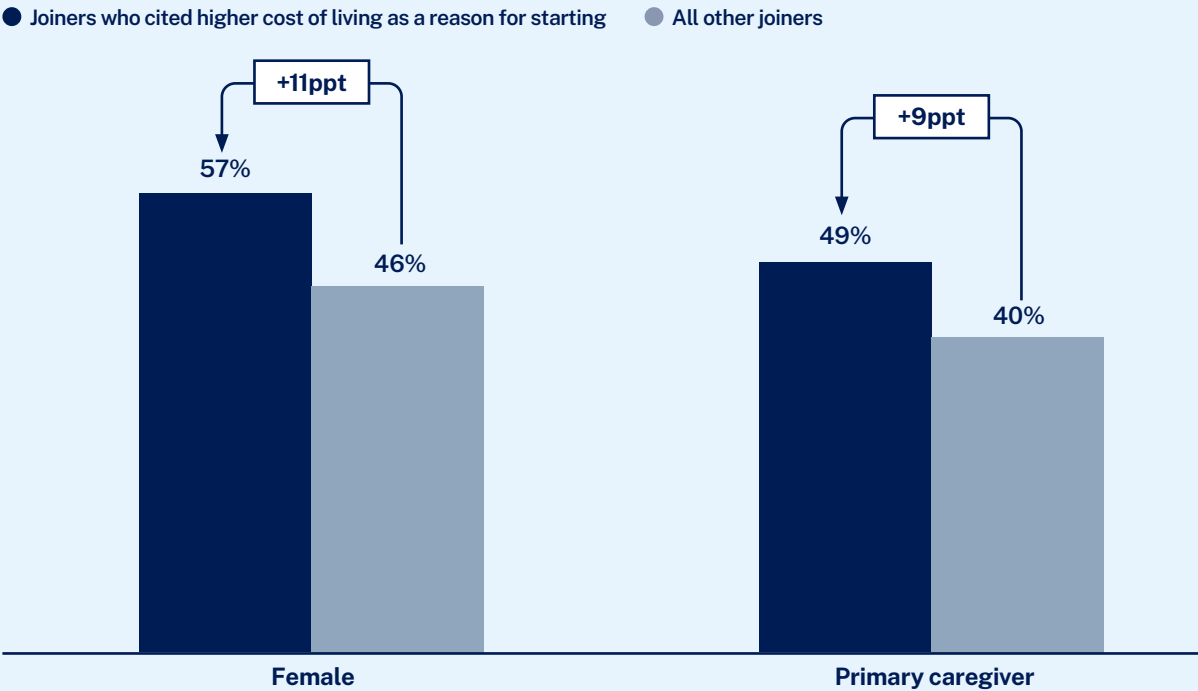
Women appeared to be more likely to respond to the higher cost of living by turning to platform work. Fifty-seven percent of those who cited higher cost of living as a reason for joining were female. By comparison, only 46% of those who did not cite this reason were female. Joiners who cited higher cost of living were also more likely to be primary caregivers (49% versus 40%). Sixty-four percent of primary caregivers were female.

These observations aligned with other research findings. A 2024 survey from the US Census Bureau found that households with children were 56% more likely to report inflation as being ‘very stressful’, versus 40% for households without children. Similarly, 75% of women reported feeling ‘very’ or ‘moderately’ stressed versus 68% of men.²¹

EXHIBIT 7

Share of female joiners and primary caregivers amongst those who started platform work because of higher cost of living versus those who did not

% of cohort respondents



Source: Mandala analysis.

21 Horwich (2024)

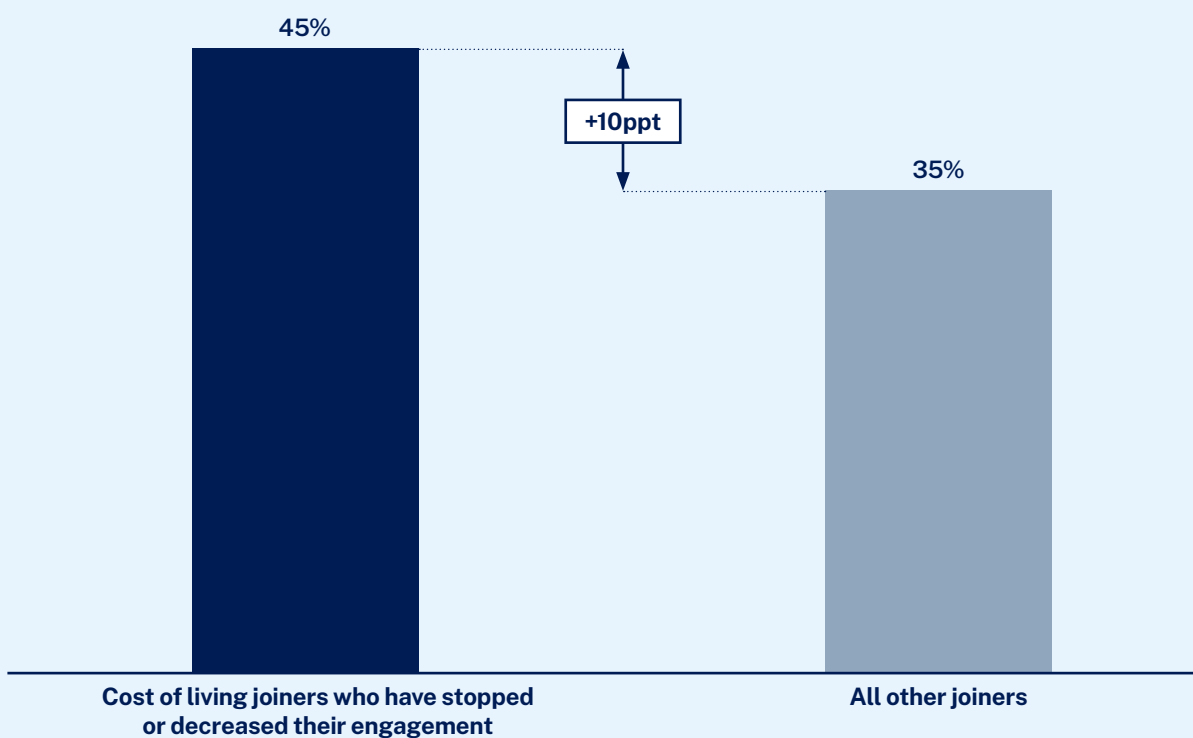
3.3

Platform work was successful in enabling workers to manage the increased cost of living

Many households use platforms as a practical way of navigating the cost of living crisis, as they engaged with platforms temporarily and expressed willingness to use them again if living expenses were to rise. Many of those who started driving because of the cost of living crisis either decreased their level of their engagement (15%) or moved on from platform work altogether (50%).²² However, of those who joined platforms because of higher cost of living but have since decreased their hours or stopped working, 45% would increase their engagement if the cost of living were to change. This was 10 percentage points higher than other platform workers.

EXHIBIT 8

Share of workers who would increase their platform engagement if the cost of living rose again % of cohort



Source: Mandala analysis.

²² Decreasing their level of engagement was defined as moving from one bracket of weekly work hours on platform work to a bracket of weekly work hours with fewer hours (e.g., from 10-30 hours a week to less than 10 hours a week).



4.

Workers use platforms to mitigate the impact of unemployment

4.1

The role of platform work in mitigating the impacts of unemployment was evident in the direct responses of laid off workers and those transitioning between jobs

When a worker becomes unemployed, their search for a new job is usually hampered by the continual loss of income they experience alongside the mental burden of being unemployed. These pressures could induce unemployed workers to accept job offers that may not be a good match for their skills, experience or preferences.²³

It is already well-documented that platforms benefit unemployed workers through these periods of income loss.²⁴ Responses to our survey from previously laid-off workers highlight these benefits, with some reporting that they used platform work as a tool for transitioning into other non-platform jobs.²⁵

4.2

Platform work can reduce the financial burden of involuntarily unemployed workers by providing access to income

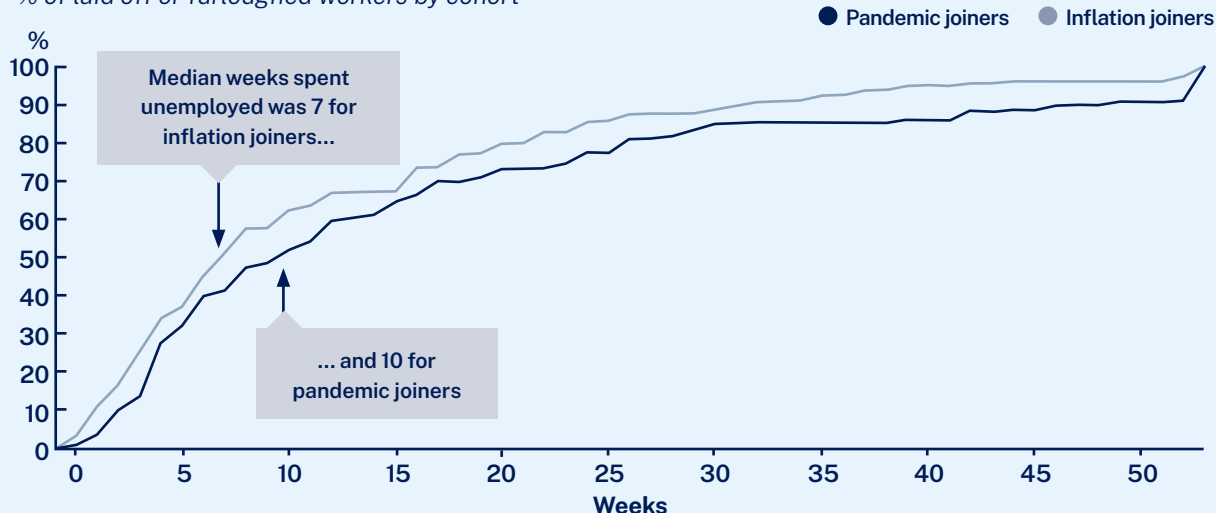
A subset of both pandemic and inflation joiners reported that they started platform work partially because they had been laid off or furloughed from another job. Of those who reported this reason, inflation joiners were faster to pick up platform work than pandemic joiners. The median duration of unemployment prior to starting platform work was 7 weeks for inflation joiners compared to 10 weeks for pandemic joiners. Since workers can onboard to platforms almost immediately, this result suggests that many laid off workers don't necessarily choose to start platform work straight away. Rather, they turn to it after a number of weeks of job search or after a break from working entirely.

Twenty-one percent of those who started platform work after being laid off or furloughed said that it gave them more time to find employment or start a business that better suited their preferences. This was significantly higher than the 11% reported by those who did not cite being laid off or furloughed prior to starting platform work.

EXHIBIT 9

Time before platform work entry for those who said that a layoff or furlough was a reason for starting platform work

% of laid off or furloughed workers by cohort



Note: In the broader US labor market, median weeks spent unemployed was 17.5 in 2020 and 9.9 in 2024.²⁶ Note that this is not directly comparable to the surveyed unemployment spells, since it both does not filter for laid off or furloughed workers explicitly, and captures incomplete unemployment spells (versus the complete unemployment spells captured by the survey).

Source: Mandala analysis.

23 Faberman and Mueller (2021) find that the employed are more likely to successfully find a job than the unemployed, and are more likely to receive a higher paying offer. Faberman and Ismail (2020) observe that unemployed workers try harder to find suitable work, especially when they have access to unemployment benefits. However, if their search extends past their period of benefit eligibility, workers reduce the intensity of their search and are more willing to accept work that pays considerably less than their previous job.

24 Koustas (2018) finds that workers who used platform work after losing their income from main payroll jobs replaced 73% of their lost income. Jackson (2022) and Fos et al. (2019) both find that access to gig work mitigates the negative impacts of unemployment and reduces short-term losses in household income. Furthermore, Farrell et al. (2019) find that families that experience involuntary job loss increase their participation in transportation gig work by 72%, with participation declining sharply in the few weeks prior to a first paycheck from a new employer. Koustas (2019) observes that workers' non-gig income and liquid assets decrease quickly in the quarter prior to starting gig work, and when non-gig income starts to partially recover, gig income falls.

25 The benefits of job transitions are outlined in Autor et al. (2024), which documents that following the pandemic, wage gains of non-college workers were concentrated among workers who changed employers.

26 Based on figures for September 2020 and 2024 from FRED (2025).

The majority of those who started platform work because they were laid off or furloughed have since found other opportunities aside from platforms

Among workers who were laid off or furloughed prior to entering platform work, 69% are now employed in traditional jobs, and 11% now own their business. Only 5% are now inactive on platforms, unemployed, and are looking for work. Around half of all joiners who started platform work after being either laid off or furloughed have since stopped engaging with platforms. The other half have continued to do platform work, but in many instances, the nature of their engagement has changed. More than 60% of these workers now also have a traditional job, while more than 15% also run their own business.

4.3

Platform work can facilitate transitions between other jobs or businesses

Platforms can facilitate labor market mobility for those who want to switch jobs or start their own business. Using platform work as a temporary source of income between traditional jobs is not exclusive to those who have been laid off or furloughed: 6% of all respondents reported they wanted to use platform work for a purposeful transition between jobs or businesses.

While the two data points cannot be compared directly, it is useful to put this data in the context of US job switching rates which includes data on those who left their old jobs voluntarily and involuntarily. In the second quarter of 2022, when inflation was high, around 4.6% of US workers switched jobs.²⁷

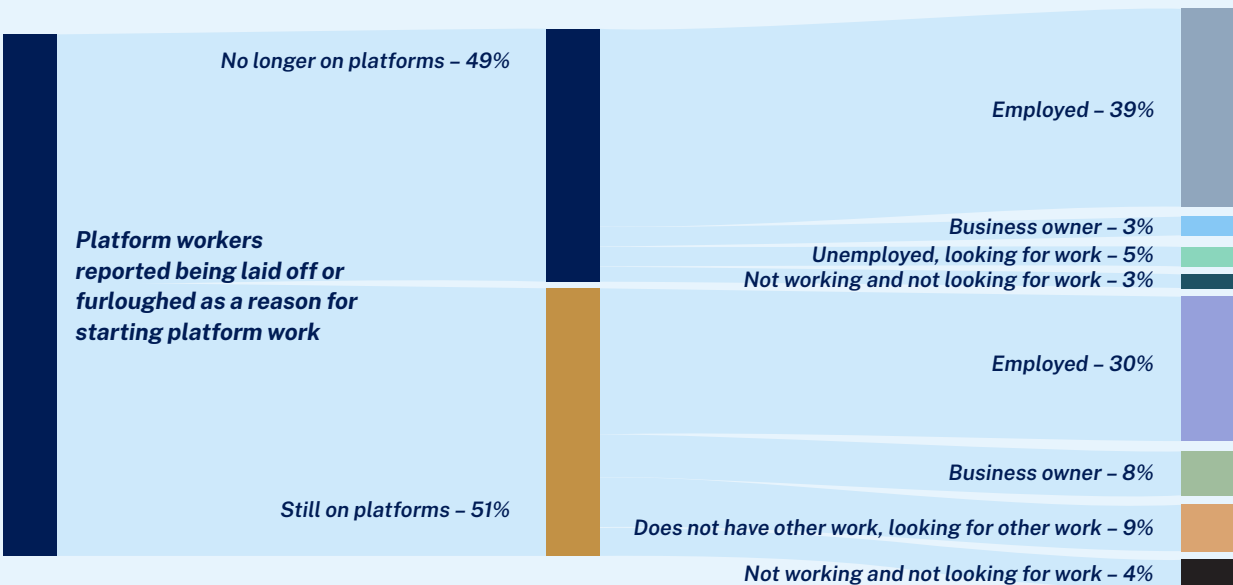
Similar to workers who started platform work after a layoff, some workers (33%) who used platforms to facilitate transition between non-platform jobs said it gave them more time to find employment or start a business.

This cohort of voluntary job switchers may reflect broader trends that have been observed in the US labor market during the period of elevated inflation. Higher inflation reduces workers' real income. In response, workers in the traditional labor market may elect to negotiate with their employer or seek to switch jobs in pursuit of higher pay.²⁸ This effect can induce higher rates of job-to-job transitions, as has been observed in the US in the post-COVID period. It's possible that access to platform work enhances this effect by making it easier for workers to engage in voluntary job switching through lowering the costs of job search. This may explain the relatively high share of respondents who reported using platform work as a purposeful transition between jobs or businesses (6%) and highlights a novel benefit of platform work that helps workers to manage shocks to their real income.

EXHIBIT 10

Current work status of platform workers who stated being laid off or furloughed as a reason for starting platform work

% of laid off or furloughed workers by cohort



Source: Mandala analysis.

²⁷ Autor et al. (2024), Figure 16

²⁸ Guerreiro et al. (2024); Afrouzi et al. (2024)



5.

Platform work is particularly well-suited to support workers during economic crises

5.1

The flexibility of platform work enables workers to pursue different earnings strategies

A central benefit of platform work is the flexibility it offers.²⁹ Workers can choose the days and hours they wish to spend earning on platforms, allowing them to work around their traditional jobs, businesses, or other responsibilities.

Most traditional work is completed on weekdays between 9am and 5pm.

In contrast, Uber administrative data shows significant variation in the days and hours drivers and couriers choose to work.

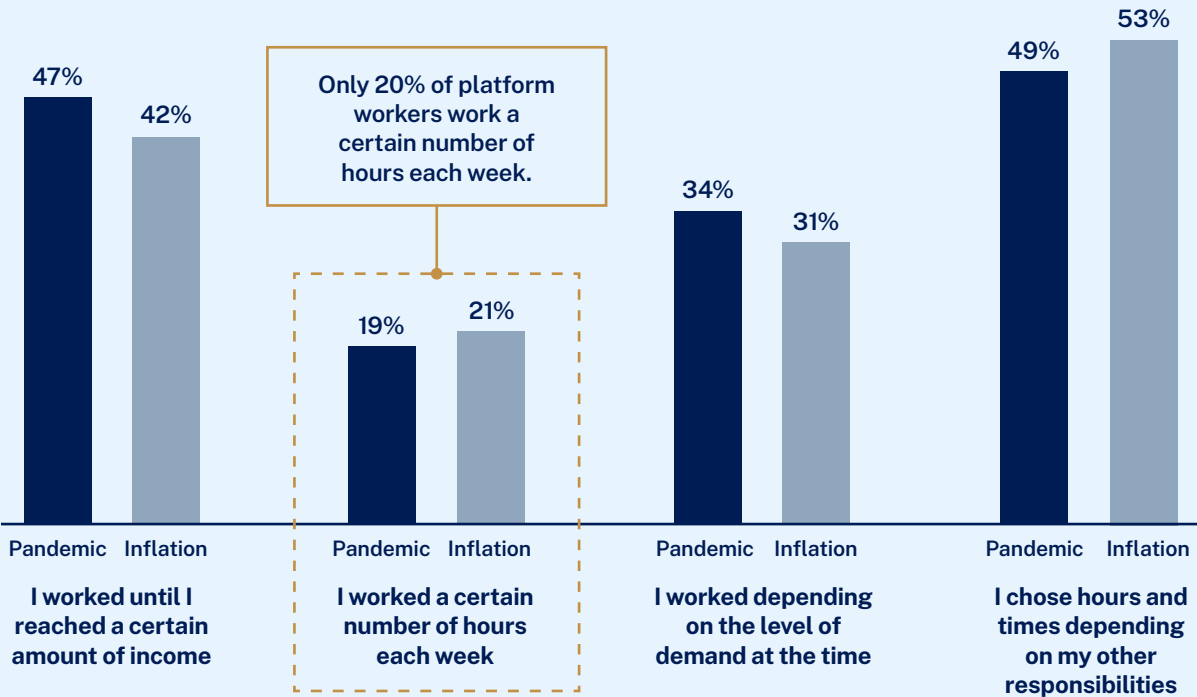
- Sixty-seven percent of inflation joiners adjusted their total weekly hours worked by more than 25%.
- Based on hours worked by inflation joiners, 62% of platform hours occur outside of the traditional work week, including 34% worked on a weekday outside of 9am to 5pm and 28% on weekends.
- Inflation joiners log into platform work two days per week on average.³⁰

While platform workers use a variety of strategies in determining when to log on, the most common strategy was to choose hours and times based on workers' other responsibilities (51% of all joiners). Only about 20% of all joiners said they work a fixed number of hours each week, and of these joiners, more than half selected multiple strategies in response to the question.

EXHIBIT 11

Strategies of platform engagement

% of cohort respondents



Note: The percentages do not add up to 100% because the respondents could select multiple options.
Source: Mandala analysis.

²⁹ Features of platform work that appealed to respondents can be found in the Appendix, Table 14.

³⁰ This data reflects hours online on Uber and does not take into account work on other platforms. Similar patterns are evident amongst active pandemic joiners for each of the measures above.

5.2

Platform workers highly value easy access to work, and cite the ability to start earning immediately as an important feature

Platforms are a uniquely accessible source of work, and this was recognized and valued by platform workers. Eighty-eight percent of all joiners cited the ability to start earning immediately as the important factor in their decision to start platform work.

CASE STUDY

Using platforms to enable multi-working

Platforms enable workers to combine income from multiple sources, both outside of the platform economy and within it. Most drivers (82%) combined platforms with other work or businesses. Seventy-two percent of all joiners who combined platform work with traditional work, agreed or strongly agreed that this helped them achieve their financial goals faster. Similarly, 65% agreed or strongly agreed that combining work provided them with better financial stability and security.³¹ Eighty-three percent reported that combining platform work with other work enabled them to better choose when they work, although 26% reported it negatively affected their work-life balance.

Platform workers are also able to switch between different platforms, with 48% of active drivers reporting that they had used multiple apps in the past month. Most drivers (76%) found it easy to switch between apps. Seventy-nine percent of “multi-apping” drivers said using this strategy enabled better choice of where and when to work. Drivers also agreed that working on multiple apps allowed them to achieve their financial goals faster (71%), emphasizing benefits of income source diversification. While the overwhelming majority of drivers (82%) said they preferred to have access to multiple platforms, 30% reported that it was exhausting and confusing, and 38% report it was distracting.



³¹ These observations align with existing research. Scott et al. (2020) finds that 18.2% of US households held multiple jobs and that these secondary earnings reduced household poverty. In a Pew Research survey, 58% of platform workers mentioned that the income earned from platform jobs has been essential or important for meeting their basic needs, while 68% reported using platform work as a side job (Pew Research, 2021).

5.3

The low barriers to start platform work makes it easier for people to enter the workforce for the first time or re-enter after a long break

Traditional employment often comes with frictions like interview processes or skill and training requirements, which can exclude many from work opportunities. Platform work lowers these barriers and allows individuals to access work opportunities more easily and autonomously. Seven percent of all respondents either started working for the first time or after a long break when they joined platform work. This is much higher than the 2.8% of hires in the broader US labor market who were individuals not previously in the labor force.³²

Of those who entered platform work to either work for the first time or to re-start working after a long break:

- 29% had a health problem or disability that limits their day-to-day activities
- 12% were retirees.

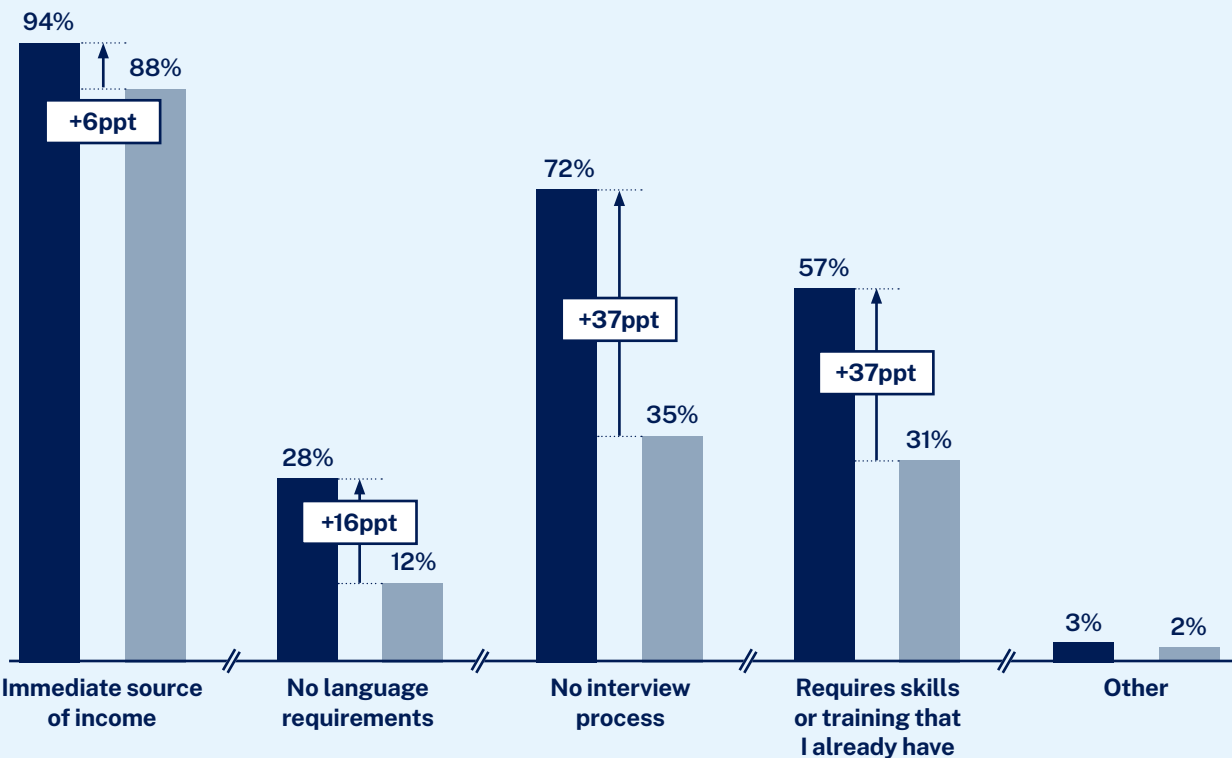
New entrants to the workforce were more likely to mention access to an immediate source of income (94% versus 88% of other respondents) and the flexibility to work hours that fit their schedule (88% versus 83% of other respondents) as key features that attracted them to platform work. The share of this group that cited the lack of an interview process as an important factor was strikingly higher than that reported by all platform workers (72% vs 35%).

EXHIBIT 12

Features of platform work that appealed to workers

% of cohort respondents

● Entering/re-entering workforce ● All other joiners



Note: The percentages do not add up to 100% because the respondents could select multiple options.
Source: Mandala analysis.

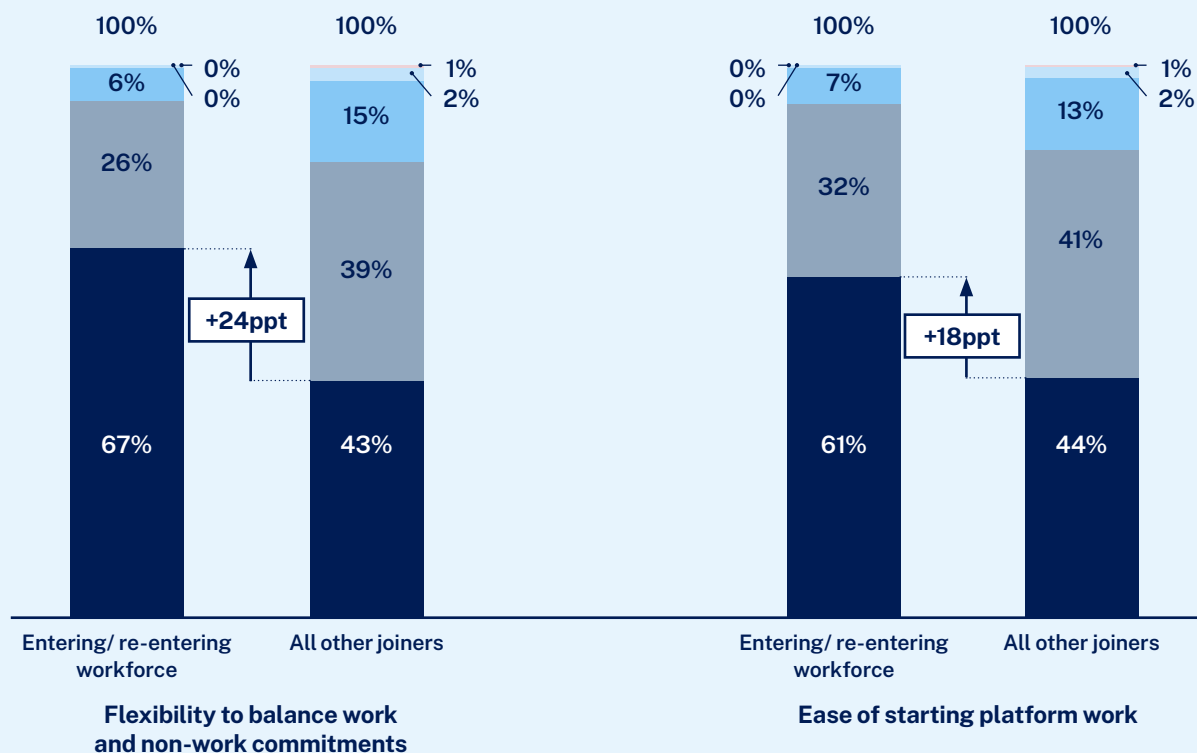
³² Based on the share of workers entering employment from outside the labor force. Average from Jan 2020 to Dec 2024. Source: FRED, Labor Force Flows Not in Labor Force to Employed (2025); FRED, Civilian Labor Force Level (2025)

While all groups of joiners were generally satisfied with the flexibility that platform work offers, this was especially true for those who were entering or re-entering the workforce. Two-thirds of joiners who were entering the workforce for the first time or starting work again after a long break were very satisfied with platform work's flexibility. This was 24 percentage points higher than the rate reported by other platform workers, of which 43% were very satisfied with the flexibility of platform work and an additional 39% satisfied. A similar share of this cohort was also strongly satisfied with how easy it is to start platform work.

EXHIBIT 13**Satisfaction with the flexibility and ease of starting platform work**

% of cohort respondents

● Very satisfied ● Satisfied ● Neutral ● Dissatisfied ● Very dissatisfied



Source: Mandala analysis.

5.4

Workers who joined platforms during economic shocks were overwhelmingly satisfied with platform work

The advantage of our survey was the inclusion of both active and inactive workers, allowing us to incorporate feedback from those who are currently inactive. The majority of all joiners (64%) were satisfied or very satisfied with their overall experience with platform work. Only 15% were dissatisfied or very dissatisfied.

Most people saw platform work as a secondary source of income that is readily available when they need it. Most pandemic joiners (66%) and almost half of inflation joiners (49%) had not done any platform work in at least a month at the time of the survey. However, the overwhelming majority (92%) of currently inactive drivers said that they would consider working with platforms again.

The three top cited circumstances to do platform work again were:

- If they needed additional income to supplement their current job (50%)
- If the cost of living increased (33%)
- If they needed a temporary source of income after losing work (28%).³³

Platform work has played an important role in supporting Americans through different types of economic shocks. A key finding from this research is that not everyone uses platform work in the same way. Some work more frequently than others. Some use platform work to replace lost income, some use it as a supplement to other sources of work, some use platform work as a full-time job. Platform work is easily accessed by people from different backgrounds and often produces the greatest benefits for those who have faced barriers to traditional work. These experiences highlight the central importance of the flexibility and low barriers to entry of platform work. These features define platform work and have been essential to making it an effective tool for combatting the impact of economic shocks and helping the labor force to be more resilient.

³³ Full results reported in the Appendix, Table 16.

6.

Methodology

Survey methodology

We conducted a survey of 1,555 individuals using a survey vendor.

Two populations were targeted for the survey: the pandemic cohort, which includes those who started platform work between March 2020 and December 2020 and were active in December 2020,³⁴ and the inflation cohort, which includes individuals who started platform work between October 2021 to early July 2024.

The survey was completed online and involved up to 35 questions.³⁵ Respondents were aware that the research was supported by Uber.

The survey consisted of three main sections. This included:

- Worker characteristics such as time spent on the platform, other activities drivers may engage in outside of platform work, and number of hours worked on platforms per week
- Worker experience such as motivations for starting and stopping platform work, satisfaction with platform work and experience with using multiple platform apps
- Worker demographics such as age, gender, income, ethnicity and family characteristics

We have weighted the survey data to ensure the samples are representative of the corresponding cohorts of drivers and couriers on Uber and Uber Eats platforms in the US. The data is weighted by their engagement with the platform, including the main type of platform work they do (rideshare or delivery), active or inactive status, lifetime tenure length and average weekly hours worked.

This data provides insights into the demographics, motivations and experiences of workers during the pandemic and inflation periods. Neither Uber nor Mandala Partners received personally identifiable survey responses. In the survey, workers were assured of this and were encouraged to be candid.

Uber administrative data

The Uber data used in this report includes aggregated data covering delivery and rideshare workers between 2020 and 2022. Data used in this report focus on the different ways drivers use platform work, including variation in weekly days and hours worked and the times of day drivers choose to work.





Existing studies and academic papers

Academic papers and publicly available data were also used to contextualize analysis, supplement data, and augment report findings.

Publicly available data sources

This report utilized data from public statistical agencies, international organizations, think tanks, and university institutes. Where such data are used, we have cited this work.

Data sources used in this report

			
Worker Survey	Uber Admin Data	Academic Papers & Reports	Publicly available data sources
Source New survey of 1,555 delivery and rideshare workers in the US for the report	Source Aggregate data on rideshare and delivery drivers who joined Uber or Uber Eats between 2020 and 2022	Source Multiple (e.g. NBER, DoorDash)	Source Multiple (e.g. FRED, Pew Research Centre)
Use Understanding worker demographics, motivations and experiences	Use Different ways of working, including variation in weekly days and hours worked, and the times of day workers choose to work	Use Augmenting and informing analysis and findings with other relevant reports and academic research	Use Contextualising analysis through key macroeconomic variables and pre-pandemic data

³⁴ This sampling approach followed the Accenture (2021) survey and allows one to compare results across the two studies.

³⁵ The number of questions varied based on respondents' answers.

7.

Reference list

- Accenture (2021). *Platforms Work. Research with workers using the Uber app during the first year of the COVID-19 pandemic*. Retrieved from: <https://www.platformsworkreport.com/>
- Afrouzi, H., Blanco, A., Drenik, A., Hurst, E. (2024). *A Theory of How Workers Keep Up With Inflation?* Retrieved from: https://erikhurst.com/wp-content/uploads/2025/03/labor_market_passthrough_feb2025.pdf
- Anderson, M., McClain, C., Faverio, M., Gelles-Watnick, R. (2021). *The State of Gig Work in 2021*. Retrieved from: https://www.pewresearch.org/internet/wp-content/uploads/sites/9/2021/12/PI_2021.12.08_Gig-Work_FINAL.pdf
- Autor, D., Dube, A., McGrew, A. (2024). *The Unexpected Compression: Competition at Work in the Low Wage Labor Market*. Retrieved from: <https://economics.mit.edu/sites/default/files/2024-04/The%20Unexpected%20Compression%20-%20Competition%20at%20Work%20in%20the%20Low%20Wage%20Labor%20Market.pdf>
- Bernanke, B., Blanchard, O. (2023). *What Caused the U.S. Pandemic-Era Inflation?* Retrieved from: https://www.brookings.edu/wp-content/uploads/2023/06/WP86-Bernanke-Blanchard_6.13.pdf
- Bierman, A., Upenieks, L., Lee, Y. (2023). *Perceptions of Increases in Cost of Living and Psychological Distress Among Older Adults*. Retrieved from: <https://pmc.ncbi.nlm.nih.gov/articles/PMC11287958/>
- Blanchard, O., Bernanke, B. (2023). *What Caused the US Pandemic-Era Inflation?* Retrieved from: <https://www.nber.org/papers/w31417>
- Board of Governors of the Federal Reserve System (US), Federal Funds Effective Rate [FEDFUNDS], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/FEDFUNDS>
- Chalise, N., Rodgers, W, M. (2023). *Barriers to Participation in the Labor Force: A Primer*. Retrieved from: <https://ideas.repec.org/a/fip/fedlbr/96237.html>
- Congdon, W., Vroman, W. (2022). *The Unemployment Insurance System in Two Recent Economic Downturns*. Retrieved from: https://www.dol.gov/sites/dolgov/files/ETA/publications/ETAOP2022-26_The%20Unemployment%20Insurance%20System%20in%20Two%20Recent%20Economic%20Downturns.pdf
- Evans, M, C. (2024). *Majority of Americans Feel Worse Off Than Four Years Ago*. Retrieved from: <https://news.gallup.com/poll/652250/majority-americans-feel-worse-off-four-years-ago.aspx>
- Faberman, J., Ismail, A, H. (2020). *How Do Unemployment Benefits Relate to Job Search Behavior?* Retrieved from: <https://www.chicagofed.org/publications/chicago-fed-letter/2020/441>
- Faberman, R, J., Mueller, A, I., Şahin, A., Topa, G. (2021). *Job Search Behavior among the Employed and Non-Employed*. Retrieved from: <https://www.newyorkfed.org/medialibrary/media/research/economists/topa/Topa-FMST>
- Farrell, D., Greig, F., Hamoudi, A. (2019). *Bridging the Gap. How Families Use the Online Platform Economy to Manage their Cash Flow*. Retrieved from: <https://www.jpmmorganchase.com/content/dam/jpmc/jpmorgan-chase-and-co/institute/pdf/institute-bridging-the-gap-report.pdf>
- Federal Reserve. (2024). *Economic Well-Being of U.S. Households in 2023*. Retrieved from: <https://www.federalreserve.gov/publications/files/2023-report-economic-well-being-us-households-202405.pdf>
- Flex and Public First. (2024). *U.S. App-Based Rideshare and Delivery*. Retrieved from: <https://www.flexassociation.org/wp-content/uploads/2024/03/Flex-Economic-Impact-Report-2024.pdf>
- Fos, V., Hamdi, N., Kalda, A., Nickerson, J. (2019). *Gig-Labor: Trading Safety Nets for Steering Wheels*. Retrieved from: https://www.cbs.dk/files/cbs.dk/paper_vyacheslav_slava_fos.pdf
- Guerreiro, J., Hazell, J., Lian, C., Patterson, C. (2025). *Why Do Workers Dislike Inflation? Wage Erosion and Conflict Costs*. Retrieved from: https://www.christinahydepatterson.com/_files/ugd/32299b_f5fcd713b61144e4a66048e16d422865.pdf
- Gwyn, N. (2022). *Historic Unemployment Programs Provided Vital Support to Workers and the Economy During Pandemic, Offer Roadmap for Future Reform*. Retrieved from: <https://www.cbpp.org/research/economy/historic-unemployment-programs-provided-vital-support-to-workers-and-the-economy>
- Hajdini, I. (2024). *Wage Growth, Labor Market Tightness, and Inflation: A Service Sector Analysis*. Retrieved from: <https://www.clevelandfed.org/publications/economic-commentary/2024/ec-202415-wage-growth-labor-market-tightness-and-inflation-a-service-sector-analysis>
- Hertz-Palmor, N., Moore, T., Gothelf, D., DiDomenico, G., Dekel, I., Greenberg, D., Brown, L., Matalon, N., Visoki, E., White, L., Himes, M., Schwartz-Lifshitz, M., Gross, R., Gur, R., Gur, R., Pessach, I., Barzilay, R. (2021). *Association among income loss, financial strain and depressive symptoms during COVID-19: Evidence from two longitudinal studies*. Retrieved from: <https://www.sciencedirect.com/science/article/pii/S0165032721003864?via%3Dihub>
- Horwich, J. (2024). *Breaking down inflation by race, age, parenthood, and more*. Retrieved from: <https://www.minneapolisfed.org/article/2024/breaking-down-inflation-by-race-age-parenthood-and-more>
- Jackson, E. (2022). *Availability of the Gig Economy and Long Run Labor Supply Effects for the Unemployed*. Retrieved from: <https://www.irs.gov/pub/irs-soi/22rpgigeconomylongrunlaborsupply.pdf>
- Koustaas, D, K. (2019). *What Do Big Data Tell Us about Why People Take Gig Economy Jobs?* Retrieved from: <https://www.aeaweb.org/articles?id=10.1257/pandp.20191041>
- Koustaas, D, K. (2018). *Consumption Insurance and Multiple Jobs: Evidence from Rideshare Drivers*. Retrieved from: <https://dmitrikoustaas.com/DKoustaas-RideSmoothing-WP.pdf>

Labonte, M., Weinstock, L. (2022). *Inflation in the U.S. Economy: Causes and Policy Options*. Retrieved from: <https://www.congress.gov/crs-product/R47273>

Pew Research (2025). *Americans Continue to View Several Economic Issues as Top National Problems*. Retrieved from: <https://www.pewresearch.org/politics/2025/02/20/americans-continue-to-view-several-economic-issues-as-top-national-problems/>

Pew Research Center. (2024). *Views of the nation's economy*. Retrieved from: <https://www.pewresearch.org/politics/2024/01/25/views-of-the-nations-economy/>

Qualtrics. (2022). *Side Hustles, Extra Shifts, or a New Job – Inflation Forcing Workers to Raise Their Incomes*. Retrieved from: <https://www.qualtrics.com/news/side-hustles-extra-shifts-or-a-new-job-inflation-forcing-workers-to-raise-their-incomes/>

Scott, J., Edwards, K., Stanczyk, A. (2020). *Moonlighting to the Side Hustle: The Effect of Working an Extra Job on Household Poverty for Households With Less Formal Education*. Retrieved from: https://poverty.ucdavis.edu/sites/main/files/file-attachments/scott_etal_2020.pdf

Stantcheva, S. (2024). *Why Do We Dislike Inflation?* Retrieved from: https://socialeconomicslab.org/wp-content/uploads/2024/05/Why_dislike_inflation.pdf

U.S. Bureau of Labor Statistics, Civilian Labor Force Level [CLF16OV], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/CLF16OV>

U.S. Bureau of Labor Statistics, Labor Force Flows Not in Labor Force to Employed [LNS17200000], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/LNS17200000>

U.S. Bureau of Labor Statistics, Labor Force Participation Rate [CIVPART], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/CIVPART>

U.S. Bureau of Labor Statistics, Median Weeks Unemployed [UEMPMED], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/UEMPMED>

World Bank, Inflation, consumer prices for the United States [FPCPITOTLZGUSA], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/FPCPITOTLZGUSA>



8



Appendix

Additional results

TABLE 1

Distribution of the age of survey respondents

Response	Inflation cohort	Pandemic cohort
18-24	13%	4%
25-34	33%	29%
35-44	26%	24%
45-54	14%	22%
55-64	8%	13%
65+	5%	6%
Prefer not to say	1%	1%

TABLE 2

Distribution of the gender of survey respondents

Response	Inflation cohort	Pandemic cohort
Male	44%	52%
Female	52%	44%
Non-binary	1%	1%
Other	0%	0%
Prefer not to say	2%	3%

TABLE 3

Distribution of the number of income earners in survey respondents' households

Response	Inflation cohort	Pandemic cohort
0-1	41%	45%
2	35%	40%
3	8%	4%
4	2%	0.5%
5	2%	1%
More than 5	3%	4%
Prefer not to say	8%	6%

TABLE 4

Distribution of the number of dependents in survey respondents' households

Response	Inflation cohort	Pandemic cohort
0	37%	38%
1	17%	20%
2	20%	16%
3	9%	11%
4	5%	5%
5	2%	2%
More than 5	1%	1%
Prefer not to say	10%	7%

TABLE 5

Distribution of the racial and ethnic background of survey respondents

Response	Inflation cohort	Pandemic cohort
American Indian or Alaska Native	2%	2%
Asian	8%	10%
Black or African American	20%	15%
Hispanic or Latino	28%	22%
Middle Eastern or North African	1%	2%
Native Hawaiian or Pacific Islander	1%	1%
White	41%	50%
Other	1%	1%
Prefer not to say	6%	6%

TABLE 6

Distribution of survey respondents by limitation of day-to-day activities due to a health problem or disability

Response	Inflation cohort	Pandemic cohort
No	73%	79%
Yes, limited a little	12%	12%
Yes, limited a lot	8%	5%
Prefer not to say	7%	4%

TABLE 7

Distribution of educational attainment of survey respondents

Response	Inflation cohort	Pandemic cohort
I did not complete any formal education	0%	0%
High school or less	19%	15%
Some college, Associate's degree, or equivalent	45%	38%
Bachelors or equivalent	25%	32%
Masters, doctoral or equivalent	7%	12%
Prefer not to say	4%	3%

TABLE 8

Distribution of survey respondents by nativity status (U.S.-born vs. foreign-born)

Response	Inflation cohort	Pandemic cohort
U.S.-born	79%	75%
Foreign-born	18%	23%
Prefer not to say	3%	3%

TABLE 9

Distribution of survey respondents by ability to afford a \$400 emergency expense

Response	Inflation cohort	Pandemic cohort
Cannot afford a \$400 emergency expense	52%	40%
Can afford a \$400 emergency expense	39%	54%
Prefer not to say	10%	6%

TABLE 10

Distribution of survey respondents by total annual personal income from all sources (both platform and non-platform)

Response	Inflation cohort	Pandemic cohort
Less than \$15,000	16%	6%
\$15,000 to less than \$20,000	8%	6%
\$20,000 to less than \$25,000	6%	4%
\$25,000 to less than \$30,000	6%	9%
\$30,000 to less than \$35,000	8%	7%
\$35,000 to less than \$40,000	8%	5%
\$40,000 to less than \$45,000	5%	4%
\$45,000 to less than \$50,000	4%	9%
\$50,000 or more	25%	35%
Prefer not to say	15%	14%

TABLE 11

Distribution of survey respondents by of total annual household income from all sources (both platform and non-platform)

Response	Inflation cohort	Pandemic cohort
Less than \$30,000	19%	14%
\$30,000 to less than \$40,000	13%	9%
\$40,000 to less than \$50,000	11%	10%
\$50,000 to less than \$60,000	8%	7%
\$60,000 to less than \$70,000	7%	6%
\$70,000 to less than \$80,000	5%	8%
\$80,000 to less than \$90,000	4%	4%
\$90,000 to less than \$100,000	3%	5%
\$100,000 or more	11%	21%
Prefer not to say	19%	17%

TABLE 12

Which of the following best describes why you decided to start rideshare or delivery work?

Response	Inflation cohort	Pandemic cohort
I wanted to earn more because the cost of living increased	41%	33%
I wanted to earn more to improve my lifestyle	38%	36%
I was looking for something to do in my free time	24%	25%
I wanted to work more hours than I was working at my current job(s)	19%	19%
I was laid off or furloughed at my other job(s) and needed a new source of income	14%	19%
I was unable to find other work	12%	9%
I preferred platform work to other opportunities I had	9%	9%
I needed a more consistent income and hours	8%	8%
I wanted to work for the first time or start working again after a long break	8%	5%
I was looking to change jobs or establish a business and needed a source of income to support this transition	7%	5%
Other	5%	4%

Note: The percentages do not add up to 100% because the respondents could select multiple options.

TABLE 13

Which of the following sources of non-platform income do you currently have?

Response	Inflation cohort	Pandemic cohort
Full-time employment	48%	57%
Part-time employment	21%	19%
Working for myself as a business owner	10%	13%
Alimony	0.2%	0.2%
Passive income from investments	4%	5%
Pension	5%	4%
Other	7%	7%
Platform work is my only source of income	12%	8%

Note: The percentages do not add up to 100% because the respondents could select multiple options.

TABLE 14

What appealed to you about rideshare or delivery work when you first started?

Response	Inflation cohort	Pandemic cohort
Flexibility to work hours that suit my schedule	82%	85%
The ability to work for myself	54%	51%
I enjoy driving or delivering	36%	40%
Ease of getting started with platform work	36%	38%
Good earnings	30%	41%
Better work/life balance	21%	18%
Providing an important service to my community	13%	14%
The opportunity to develop skills and/or experience	13%	8%
Other	1%	1%

Note: The percentages do not add up to 100% because the respondents could select multiple options.

TABLE 15

What impact has platform work had on your life?

Response	Inflation cohort	Pandemic cohort
Helped me maintain my lifestyle while I was looking for other opportunities	31%	33%
Helped me maintain my lifestyle when the cost of living increased	33%	27%
My income became less stable	13%	13%
Gave me more time to find employment or start a business that is better suited to my preferences	14%	11%
Helped me gain valuable skills and experience	11%	9%
Helped me to balance work with other responsibilities	19%	18%
My work-life balance became worse	6%	7%
Helped me increase my income	43%	47%
Led to a decrease in my income	7%	5%
Helped me cover gaps or changes in my income from other sources	29%	31%
Other	3%	3%
Platform work did not have an impact on my life	4%	2%

Note: The percentages do not add up to 100% because the respondents could select multiple options.

TABLE 16

Under what circumstances would you consider engaging in rideshare or delivery work again?

Response	Inflation cohort	Pandemic cohort
If I needed additional income to supplement my current job	48%	51%
If I needed additional income due to an increased cost of living	35%	31%
As a permanent income source if I lost my current job	15%	11%
As a temporary income source if I lost my current work and was looking for another job or starting a new business	26%	31%
If I wanted more flexible working hours	20%	20%
If I wanted to cover a large one-time expense (e.g., a vacation, new car, unexpected medical bill)	22%	22%
If customer demand on rideshare or delivery platforms increased	26%	29%
Other	16%	11%
I would not consider engaging in rideshare or delivery work again	8%	7%

Note: The percentages do not add up to 100% because the respondents could select multiple options.



mandalapartners.com

admin@mandalapartners.com

media@mandalapartners.com