Pandemic Disrupts Demand for Gig Economy Amidst Safety Concerns

Conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research
With funding from NORC at the University of Chicago

Interviews: 7/16-20/2020
1,002 adults
Margin of error: +/- 4.3 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

GIG1. About how often did you use each of the following services <u>before</u> the coronavirus outbreak?

[GRID ITEMS RANDOMIZED]

AP-NORC 7/16-20/2020	Never	Less than monthly	A few times a month	A few times a week	Daily	DK	SKP/ REF
Transportation service that allows you to pay for a ride in someone's personal car using smartphone application, such as Uber or Lyft	58	29	10	2	1	*	1
Housing rental service that allows you to rent a house, apartment, or room owned by someone else, such as Airbnb or VRBO	70	24	3	1	1	*	1
Delivery service that allows you to have groceries or household items delivered by someone else, such as Instacart or Amazon Fresh	60	19	14	4	1	*	1
Delivery service that allows you to have prepared food delivered from a restaurant by someone else, such as DoorDash, Grubhub, Postmates, or UberEats	59	23	14	2	*	*	1

N= 1,002

GIG2. About how often did you use each of the following services <u>since</u> the coronavirus outbreak began?

[GRID ITEMS RANDOMIZED]

AP-NORC 7/16-20/2020	Never	Less than monthly	A few times a month	A few times a week	Daily	DK	SKP/ REF
Transportation service that allows you to pay for a ride in someone's personal car using smartphone application, such as Uber or Lyft	83	10	5	1	*	-	1
Housing rental service that allows you to rent a house, apartment, or room owned by someone else, such as Airbnb or VRBO	85	9	3	1	1	-	1
Delivery service that allows you to have groceries or household items delivered by someone else, such as Instacart or Amazon Fresh	60	16	16	5	2	-	1
Delivery service that allows you to have prepared food delivered from a restaurant by someone else, such as DoorDash, Grubhub, Postmates, or UberEats	61	15	16	6	1	-	1

N= 1,002

Summary of change in usage of a transportation service that allows you to pay for a ride in someone's personal car using a smartphone application

	AP-NORC 7/16-20/2020
Use of transportation services increased since coronavirus outbreak	2
Use of transportation services decreased since coronavirus outbreak	29
Use of transportation services same before and since coronavirus outbreak	11
No use of delivery services before or since coronavirus outbreak	57
DON'T KNOW/SKIPPED/REFUSED	1
N=	*1,002*

Summary of change in usage of delivery services that allows you to get groceries, household items, or prepared food from a restaurant.

	AP-NORC 7/16-20/2020
Use of delivery services stopped since coronavirus outbreak	6
Use of delivery services started since coronavirus outbreak	7
Use of delivery services same before and since coronavirus outbreak	44
No use of delivery services before or since coronavirus outbreak	41
DON'T KNOW/SKIPPED/REFUSED	2
N=	*1,002*

Show if usage of transportation services higher since coronavirus outbreak.

REASON1. Are each of the following a major reason, a minor reason, or not a reason at all for why you <u>increased your usage of </u>a transportation service that allows you to pay for a ride in someone's personal car using a smartphone application?[1]

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	*	*	*	*	*
Cost	*	*	*	*	*
Safety	*	*	*	*	*
My needs have changed	*	*	*	*	*

N= 18

Show if usage of transportation services lower since coronavirus outbreak.

REASON1. Are each of the following a major reason, a minor reason, or not a reason at all for you <u>reduced your usage of </u>a transportation service that allows you to pay for a ride in someone's personal car using a smartphone application?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	8	12	80	-	*
Cost	6	15	78	-	*
Safety	44	13	42	-	*
My needs have changed	38	17	45	-	*

N= 288

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[1] Estimates suppressed due to small sample size.

Show if usage of transportation services same before and since coronavirus outbreak.
REASON1. Are each of the following a major reason, a minor reason, or not a reason at all for why you use transportation services that allow you to pay for a ride in someone's personal car using a smartphone application?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	29	33	36	-	2
Cost	16	46	36	-	2
Safety	29	30	38	-	2
Convenience	53	17	28	-	2

N= 81

Show if no usage of transportation services before or since coronavirus outbreak.
REASON1. Are each of the following a major reason, a minor reason, or not a reason at all for why you don't use transportation services that allow you to pay for a ride in someone's personal car using a smartphone application?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	15	7	77	-	1
Cost	17	12	70	-	1
Safety	23	14	63	-	1
Convenience	11	9	79	*	1

N= 604

Show if stopped using delivery services since coronavirus outbreak.
REASON2. Are each of the following a major reason, a minor reason, or not a reason at all for why you <u>stopped</u> using a delivery service that allows you to get groceries, household items, or prepared food from a restaurant?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	17	12	69	-	1
Cost	25	15	58	-	1
Safety	37	17	45	-	1
My needs have changed	24	17	58	-	1

N= 61

Show if started using delivery services since coronavirus outbreak.
REASON2. Are each of the following a major reason, a minor reason, or not a reason at all for why you started using a delivery service that allows you to get groceries, household items, or prepared food from a restaurant?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	28	19	52	-	1
Cost	8	23	67	-	1
Safety	41	14	44	-	1
My needs have changed	32	22	45	-	1

N= 89

Show if usage of delivery services same before and since coronavirus outbreak.
REASON2. Are each of the following a major reason, a minor reason, or not a reason at all for why you use a delivery service that allows you to get groceries, household items, or prepared food from a restaurant?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	36	22	41	-	1
Cost	23	27	49	-	1
Safety	33	27	39	-	1
Convenience	39	25	35	-	1

N= 379

Show if no usage of delivery services before or since coronavirus outbreak.
REASON2. Are each of the following a major reason, a minor reason, or not a reason at all for why you don't use a delivery service that allows you to get groceries, household items, or prepared food from a restaurant?

AP-NORC 7/16-20/2020	Major reason	Minor reason	Not a reason at all	DK	SKP/ REF
Availability	14	8	77	-	1
Cost	19	16	64	-	1
Safety	10	10	79	-	1
Convenience	6	8	85	-	1

N= 457

COMFORT1. If you had to go somewhere today that required taking transportation, how comfortable would you be using each of the following options? If the option is not available to you, you can indicate that too.

[GRID ITEMS RANDOMIZED]

AP-NORC 7/16-20/2020	Extremely /Very comfort able NET	Extremely comfort able	Very comfort able	Moderately comfort able	Not very/Not comfort able at all	Not very comfort able	Not comfort able at all	Not available to me	DK	SKP/ REF
Air travel	14	7	7	22	57	21	37	5	-	*
Your own car	88	77	12	5	2	1	1	3	-	1
A friend or relative's car	50	21	29	29	16	9	7	4	*	1
Taxi or cab	12	5	8	19	57	25	32	11	-	1
Ride-hailing service, such as Uber or Lyft	11	4	7	21	54	23	31	12	*	2
Rental car service, such as Hertz or Enterprise	32	14	18	32	26	14	12	9	*	1
Short term car rental service, such as Zipcar or Getaround	15	7	9	21	33	16	16	30	*	1
Public transportation	9	4	5	18	59	19	40	13	*	1

N= 1,002

COMFORT2. How comfortable are you doing each of the following activities these days? If the option is not available to you, you can indicate that too.

[GRID ITEMS RANDOMIZED]

AP-NORC 7/16-20/2020	Extremely /Very comfort able NET	Extremely comfort able	Very comfort able	Moderately comfort able	Not very/Not comfort able at all	Not very comfort able	Not comfort able at all	Not available to me	DK	SKP/ REF
Indoor dining at a restaurant	**22**	11	11	**22**	**51**	17	35	3	*	2
Using a delivery service to buy prepared meals from a restaurant or bar	**27**	11	16	**32**	**28**	13	15	12	*	1
Using a delivery service to buy groceries	**33**	13	20	**27**	**26**	14	12	11	*	2
Going to a grocery store to buy groceries	**43**	20	23	**36**	**19**	12	7	1	-	1
Going to a restaurant to pick up a prepared meal and eat at home	**57**	23	34	**26**	**15**	9	5	2	*	1

N= 1,002

WORKER1. How confident are you that working conditions are safe during the coronavirus outbreak for each of the following workers?

[GRID ITEMS RANDOMIZED]

AP-NORC 7/16-20/2020	**Extremely /Very confident NET**	Extremely confident	Very confident	**Somewhat confident**	**Not too/Not at all confident**	Not too confident	Not at all confident	DK	SKP/REF
Grocery store workers	**24**	9	16	**39**	**35**	25	10	*	2
Drivers of ride-hailing services, such as Uber or Lyft	**12**	5	8	**32**	**53**	34	19	1	2
Drivers of delivery services, such as Grubhub or Instacart	**18**	6	12	**41**	**38**	25	13	1	2
Restaurant and bar employees	**16**	6	10	**33**	**49**	34	15	*	2
Public transit workers	**12**	5	7	**34**	**51**	34	17	1	2

N= 1,002

WORKER2. Do you favor, oppose, or neither favor nor oppose …

AP-NORC 7/16-20/2020	Strongly/ Somewhat favor NET	Strongly favor	Somewhat favor	Neither favor nor oppose	Strongly/ Somewhat oppose NET	Somewhat oppose	Strongly oppose	DK	SKP /REF
Government regulations to increase wages and benefits for drivers of ride-hailing and delivery services (N=363)	**35**	11	24	**48**	**14**	6	7	-	3
Government regulations to increase wages and benefits for drivers of ride-hailing and delivery services that would lead to a 5% increase in the cost of rideshare or delivery services for consumers (N=307)	**42**	16	26	**34**	**22**	11	11	1	1
Government regulations to increase wages and benefits for drivers of ride-hailing and delivery services that would lead to a 25% increase in the cost of rideshare or delivery services for consumers (N=332)	**22**	7	15	**45**	**31**	16	14	1	2

GIG3. A year from now, how likely do you think it is that you will use each of the following services?

[GRID ITEMS RANDOMIZED]

AP-NORC 7/16-20/2020	**Extremely /Very likely NET**	Extremely likely	Very likely	**Somewhat likely**	**Not very/Not at all likely NET**	Not too likely	Not at all likely	DK	SKP/ REF
Transportation service that allows you to pay for a ride in someone's personal car using smartphone application, such as Uber or Lyft	**17**	5	12	**20**	**61**	21	40	*	1
Housing rental service that allows you to rent a house, apartment, or room owned by someone else, such as Airbnb or VRBO	**14**	5	9	**21**	**64**	23	41	*	1
Delivery service that allows you to have groceries or household items delivered by someone else, such as Instacart or Amazon Fresh	**21**	9	12	**26**	**52**	20	31	*	1
Delivery service that allows you to have prepared food delivered from a restaurant by someone else, such as DoorDash, Grubhub, Postmates, or UberEats	**26**	9	17	**23**	**50**	19	31	*	1

N= 1,002

PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
If Democrat:
PIDA. Do you consider yourself a strong or moderate Democrat?

If Republican:
PIDB. Do you consider yourself a strong or moderate Republican?

If independent, none of these, don't know, skipped, or refused:
PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

	AP-NORC 7/16-20/2020
Democrat NET	**48**
Strong Democrat	16
Moderate Democrat	20
Lean Democrat	12
Independent/None – Don't lean	**14**
Republican NET	**38**
Lean Republican	9
Moderate Republican	16
Strong Republican	13
N=	*1,002*

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:
D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:
D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	AP-NORC 7/16-20/2020
Liberal NET	**23**
Very liberal	11
Somewhat liberal	12
Moderate	**44**
Conservative NET	**31**
Somewhat conservative	17
Very conservative	14
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	2

N=	*1,002*

DM5. How would you describe the community you live in now?

	AP-NORC 7/16-20/2020
Urban	24
Suburban	47
Rural	28
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

N=	*1,002*

AGE

	AP-NORC 7/16-20/2020
18-29	20
30-39	18
40-59	33
60-64	8
65+	22

N=	*1,002*

GENDER

	AP-NORC 7/16-20/2020
Male	48
Female	52

N=	*1,002*

RACE/ETHNICITY

	AP-NORC 7/16-20/2020
White	63
Black or African American	12
Hispanic	16
Other	9

N=	*1,002*

MARITAL STATUS

	AP-NORC 7/16-20/2020
Married	47
Widowed	3
Divorced	9
Separated	6
Never married	31
Living with partner	5
N=	*1,002*

EMPLOYMENT STATUS

	AP-NORC 7/16-20/2020
Employed	58
Not employed	42
N=	*1,002*

EDUCATION

	AP-NORC 7/16-20/2020
Less than a high school diploma	10
High school graduate or equivalent	28
Some college	28
College graduate or above	35
N=	*1,002*

INCOME

	AP-NORC 7/16-20/2020
Under $10,000	5
$10,000 to under $20,000	10
$20,000 to under $30,000	11
$30,000 to under $40,000	10
$40,000 to under $50,000	8
$50,000 to under $75,000	20
$75,000 to under $100,000	14
$100,000 to under $150,000	13
$150,000 or more	9
N=	*1,002*

Study Methodology

This survey was conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research with funding from NORC at the University of Chicago. Staff from Harris Public Policy and The AP-NORC Center collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between July 16 and 20, 2020, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,002 completed the survey—949 via the web and 53 via telephone. Interviews were conducted in English. The final stage completion rate is 15.11 percent, the weighted household panel response rate is 23.6 percent, and the weighted household panel retention rate is 84.8 percent, for a cumulative response rate of 3.02 percent. The overall margin of sampling error is +/- 4.32 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under- and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2020 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

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- The Associated Press (AP) is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, independent research institutions in the world.

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

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