

# Uber Upfront Pay: Evidence from Driver Screenshots

Rideshare Drivers Association of Ontario

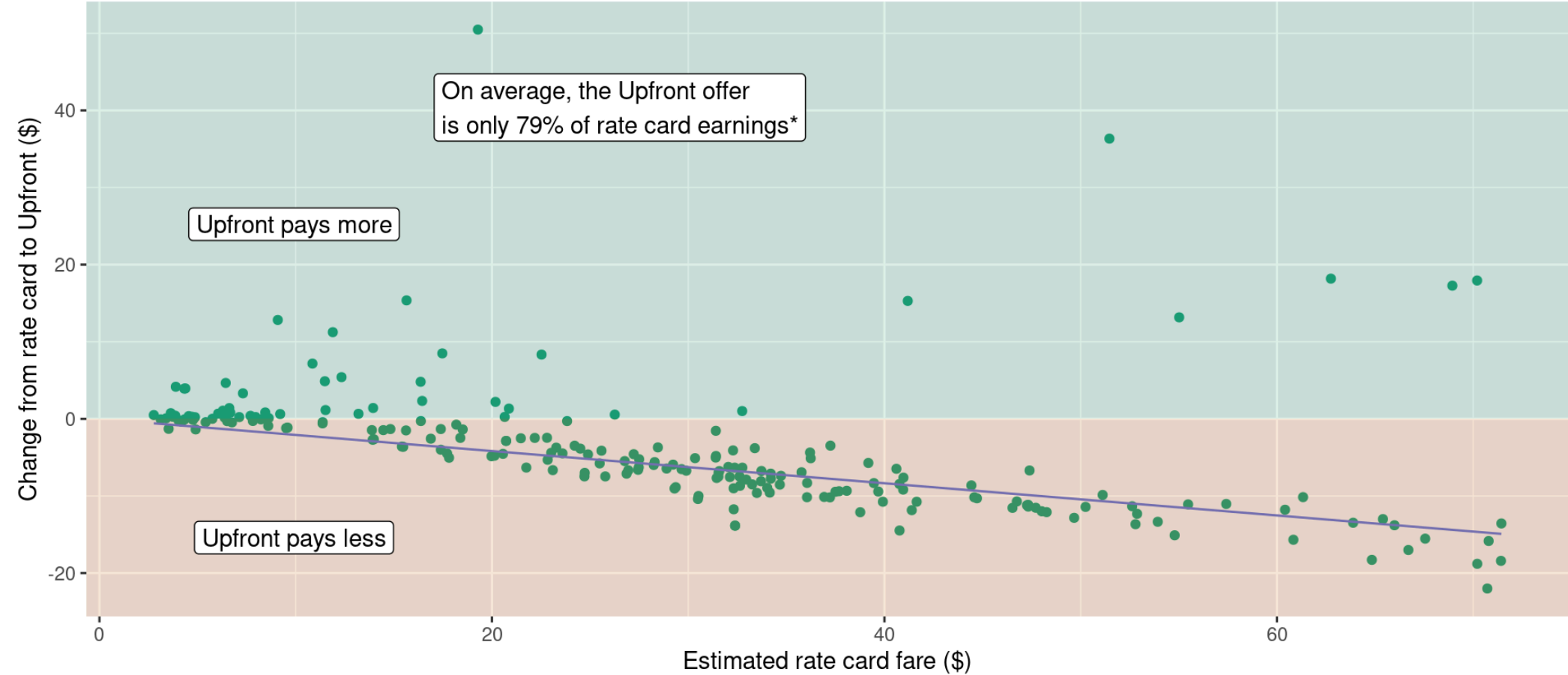
2024-10-28

Following Uber's introduction of "Upfront pricing for drivers" in Ontario on October 8, 2024, rideshare drivers have been sending screenshots of trip offers and trip earnings to The Rideshare Drivers Association of Ontario. This set of charts captures some of what those screenshots show.

The charts compare "upfront" offers to what the previous "rate card" pay would have been for a trip of that time and distance. The rate card pay is calculated from the per km, per minute, and base fare values for the service (UberX, UberXL etc), with 25% removed for Uber's take.

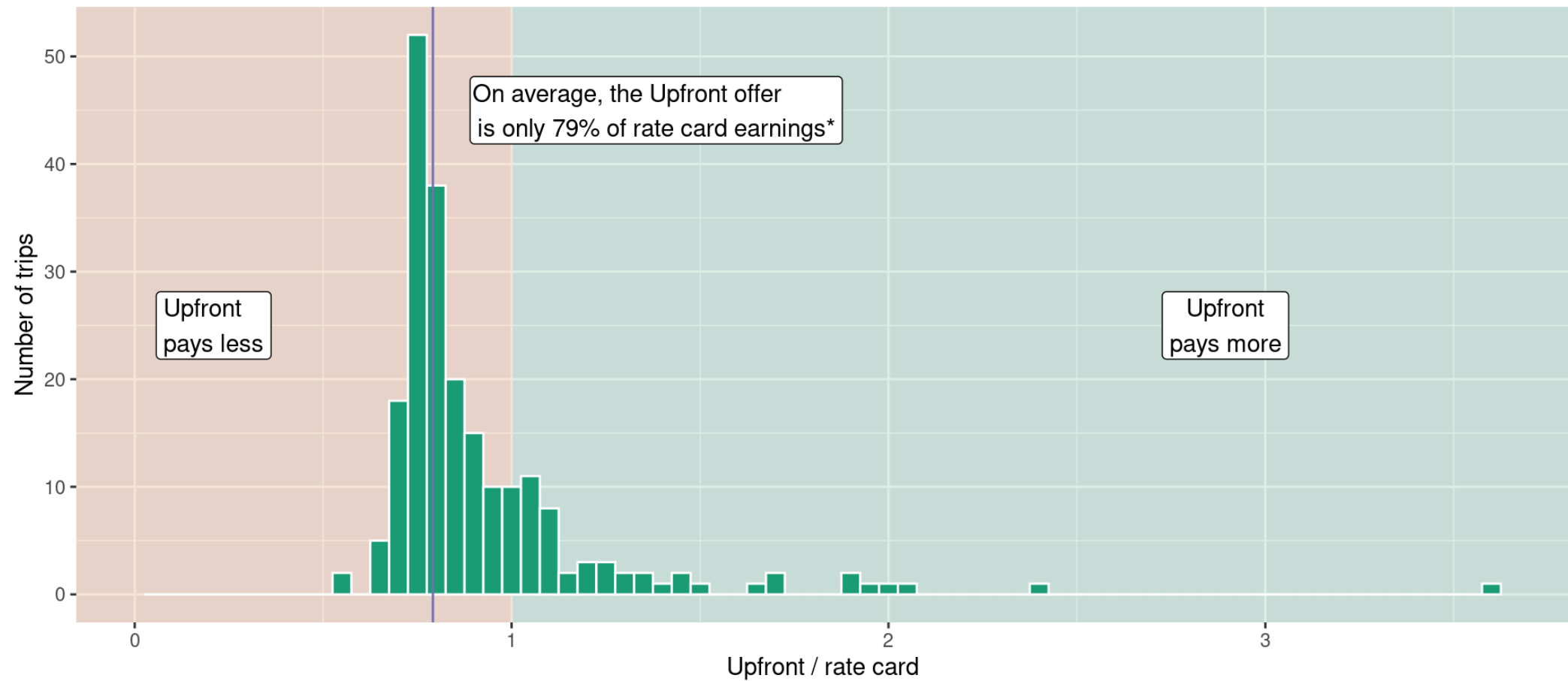
The first two charts show the same overall averages in two different ways, as a scatterplot and as a histogram.

Upfront offers and rate card estimates (215 UberX screenshots)



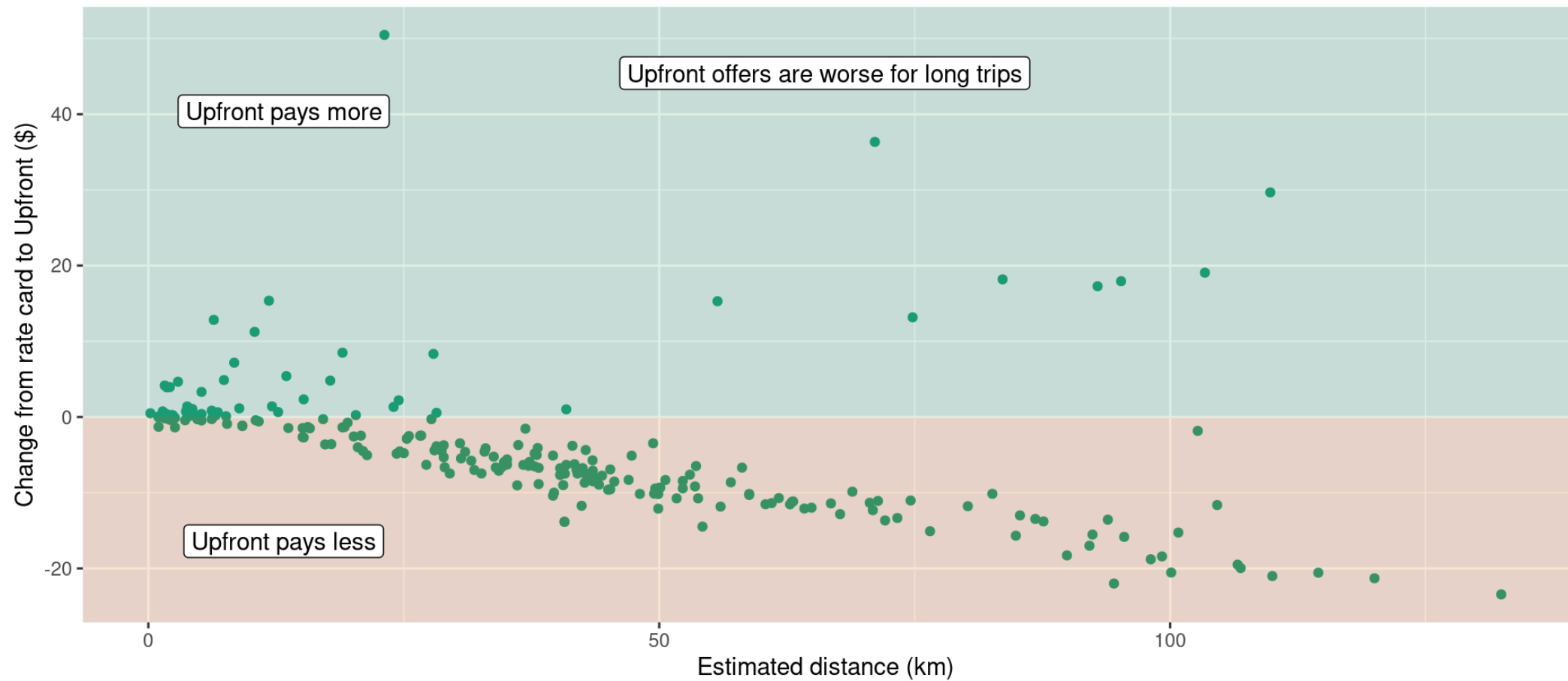
Estimated rate card fare = 0.75 \* (\$0.18/min + \$0.81/km + \$3.17).  
\* Fit excludes the 6 outliers that have rate card > 40 and upfront change > 0.

Upfront offers and rate card estimates (215 UberX screenshots)



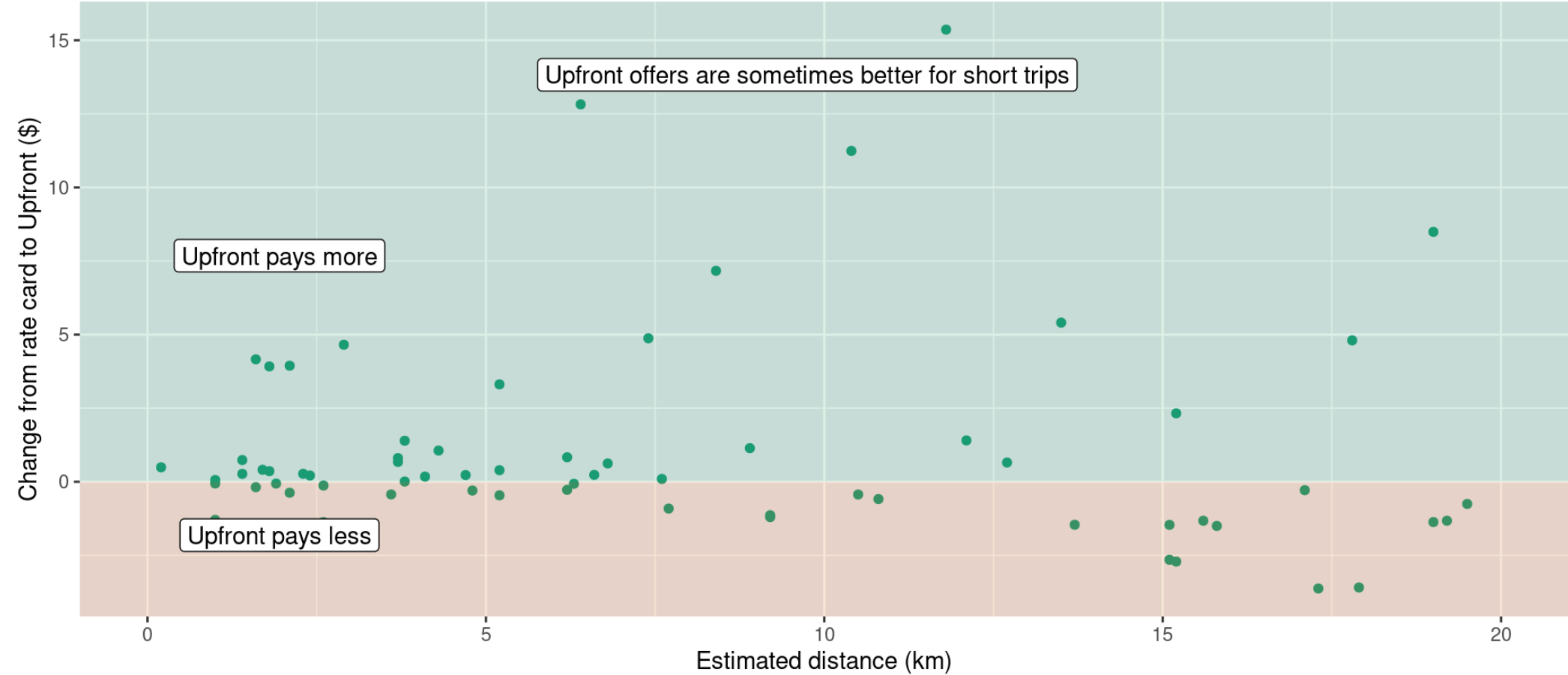
Estimated rate card fare =  $0.75 * (\$0.18/\text{min} + \$0.81/\text{km} + \$3.17)$ .  
\* Fit excludes the 6 outliers that have rate card > 40 and upfront change > 0.

Upfront offers and trip distances (227 UberX screenshots)



Estimated rate card fare = 0.75 \* (\$0.18/min + \$0.81/km + \$3.17)  
Points below the grey line show upfront offers lower than rate card would give.

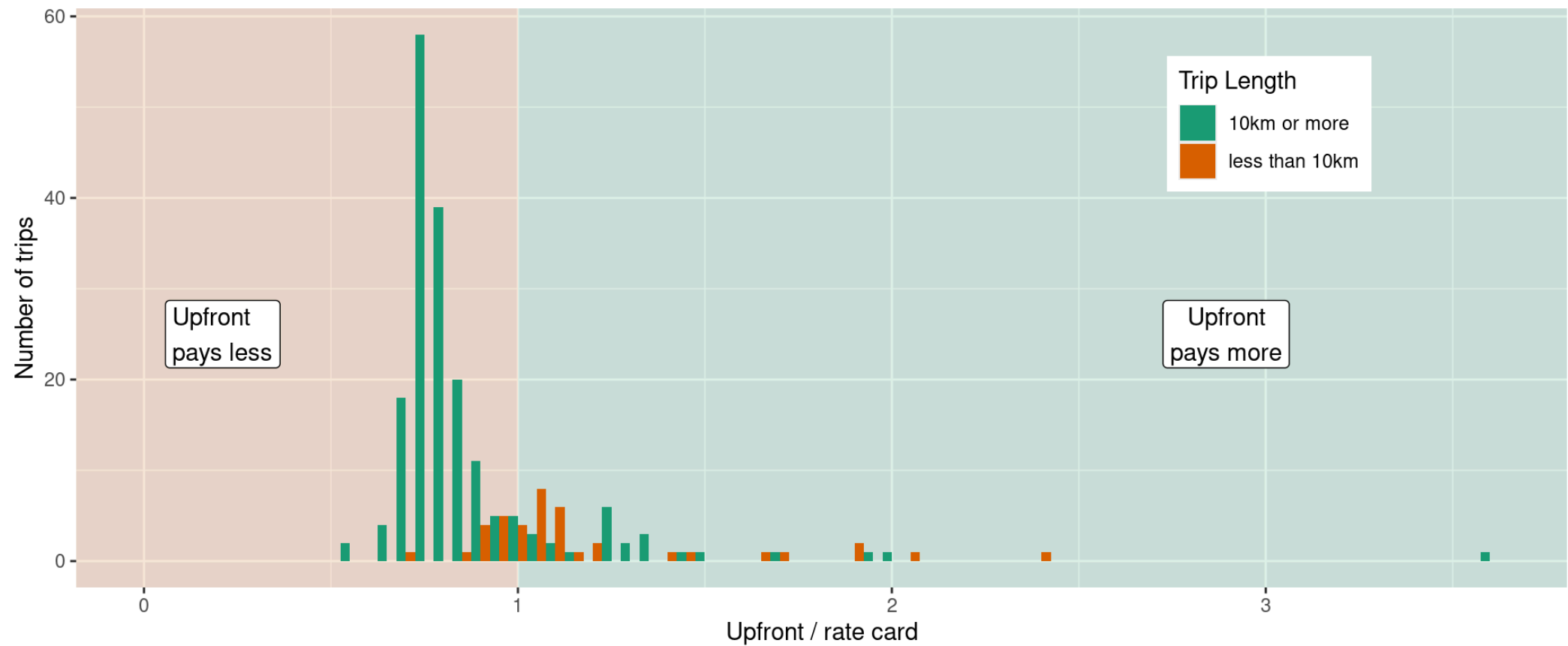
Upfront offers and rate card estimates for short trips (66 UberX screenshots)



Estimated rate card fare =  $0.75 * (\$0.18/\text{min} + \$0.81/\text{km} + \$3.17)$   
Points below the grey line show upfront offers lower than rate card would give.

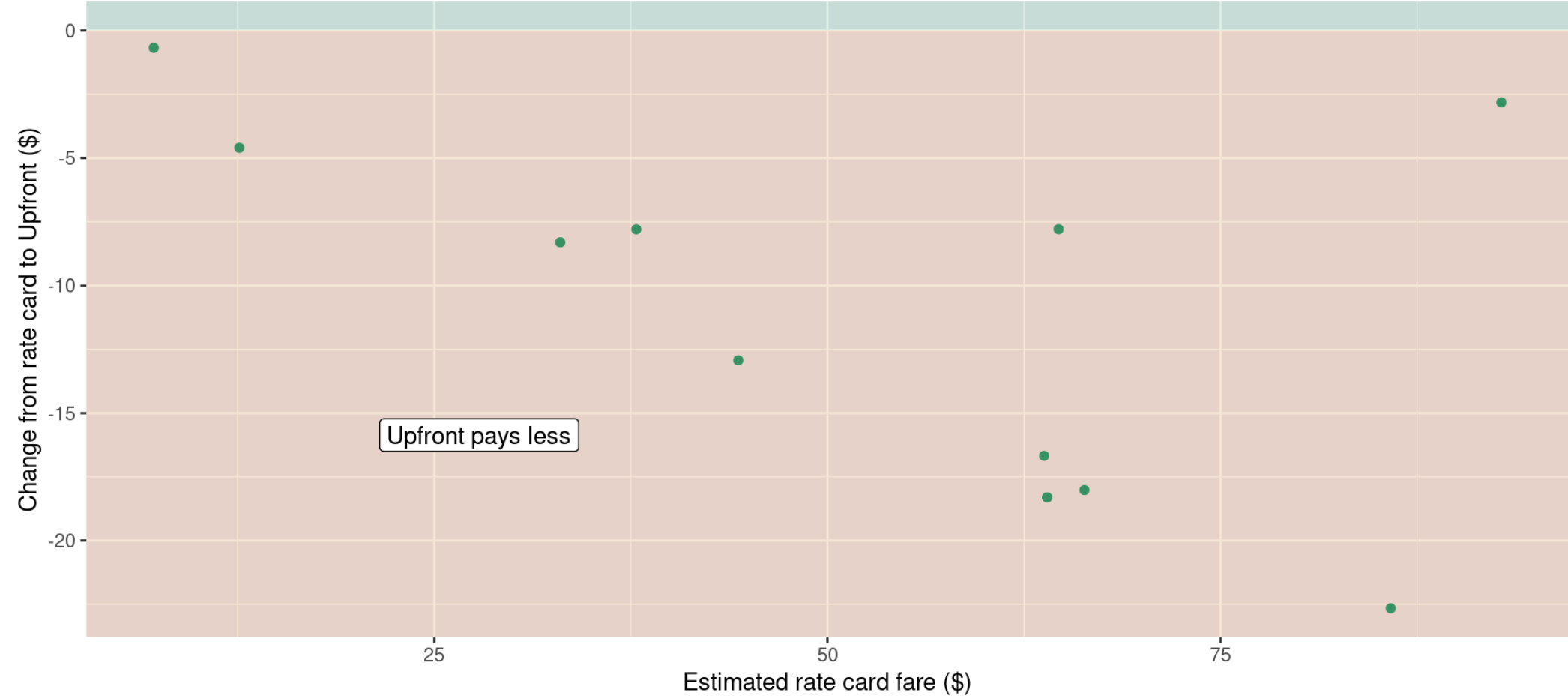
# Upfront offers and rate card estimates (225 UberX screenshots)

Data set includes offers with estimated distance between 1 km and 400 km



Splitting the trips into two groups: longer and shorter than 10km shows how the groups are treated differently. 10km may not be an exact cutoff.

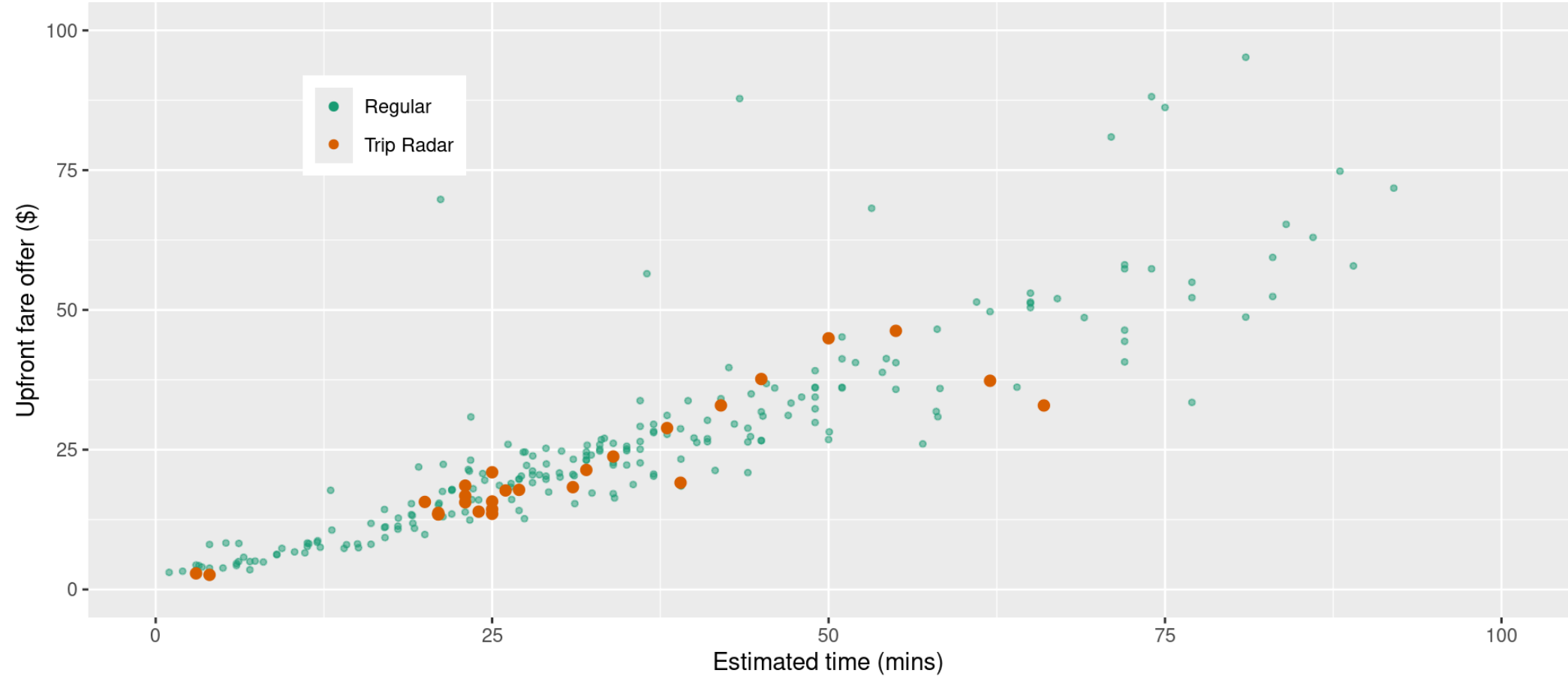
UberXL Upfront offers and rate card estimates (12 screenshots)



Estimated rate card fare = 0.75 \* (\$0.35/min + \$1.55/km + \$5.67).



Regular and Trip Radar upfront offers (252 screenshots)



Trip Radar offers do not include an estimated distance.  
Trip Radar offers do not appear to be lower than regular Upfront offers.