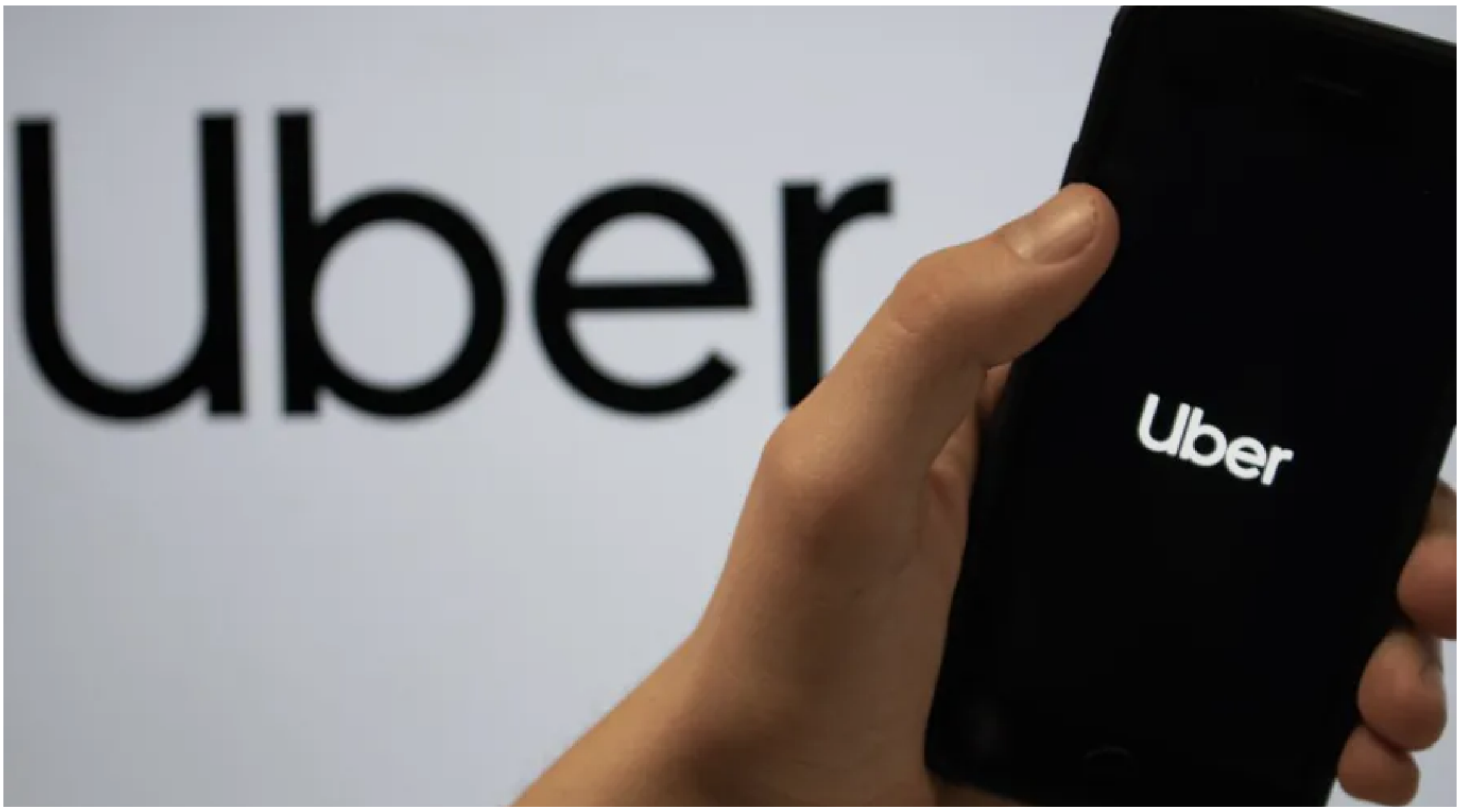
Uber

Uber driver's earnings to be analysed in dynamic pricing study



GMB is asking members who driver for Uber to sign up to a project to analyse the impact of dynamic pricing on their earnings.

The project - which launches today [Thursday] - will see drivers earnings, their driving and waiting time analysed to reveal the impact of the dynamic pricing model used by Uber.

Similar projects both here and overseas has shown that dynamic pricing has had a negative impact on driver earnings.

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Drivers regularly report:

- The same trips being offered at different prices;
- Trips below a £1 per mile, even before costs are taken into account;
- Uber taking increasing levels of commission;
- Declining earnings overall and;
- Having to work longer to make the same money.

The first results are expected in the lead up to Christmas 2027.

Eamon O'Hearn, GMB National Officer, said:

"Dynamic pricing is a tool for making bosses more money - and our members believe that Uber's profits are now coming at the expense of their earnings.

"It's another example of algorithms in our economy controlling workers and should be stamped out.

"This project will help shine a light on dynamic pricing and why it can't be allowed drive down our members earnings"

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Member requiring help?

Click to contact your local GMB Region

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