

BESPOKE SURVEYS

## RIDE SHARING VOL 13

1250+ Consumers Per Wave



## CHECK BREAKDOWN:

### INDUSTRY TRENDS

#### **AWARENESS AND BROAD CONSUMER OPINION**

Awareness of ride sharing and food delivery platforms has trended higher over the history of our survey. Opinions of these platforms are positive and have held consistent over time.

#### **USER SATISFACTION**

Users of both Lyft and Uber rate the user experience very highly. The data has softened a touch q/q, but remains positive and near series highs. Additionally, those who have Uber and Lyft downloaded on their phone have a net positive view on whether the experience has gotten better or worse over time. Over time, user views toward the value of using Uber and Lyft has held up and has remained net positive, as have customer views related to convenience.

#### **PRICING**

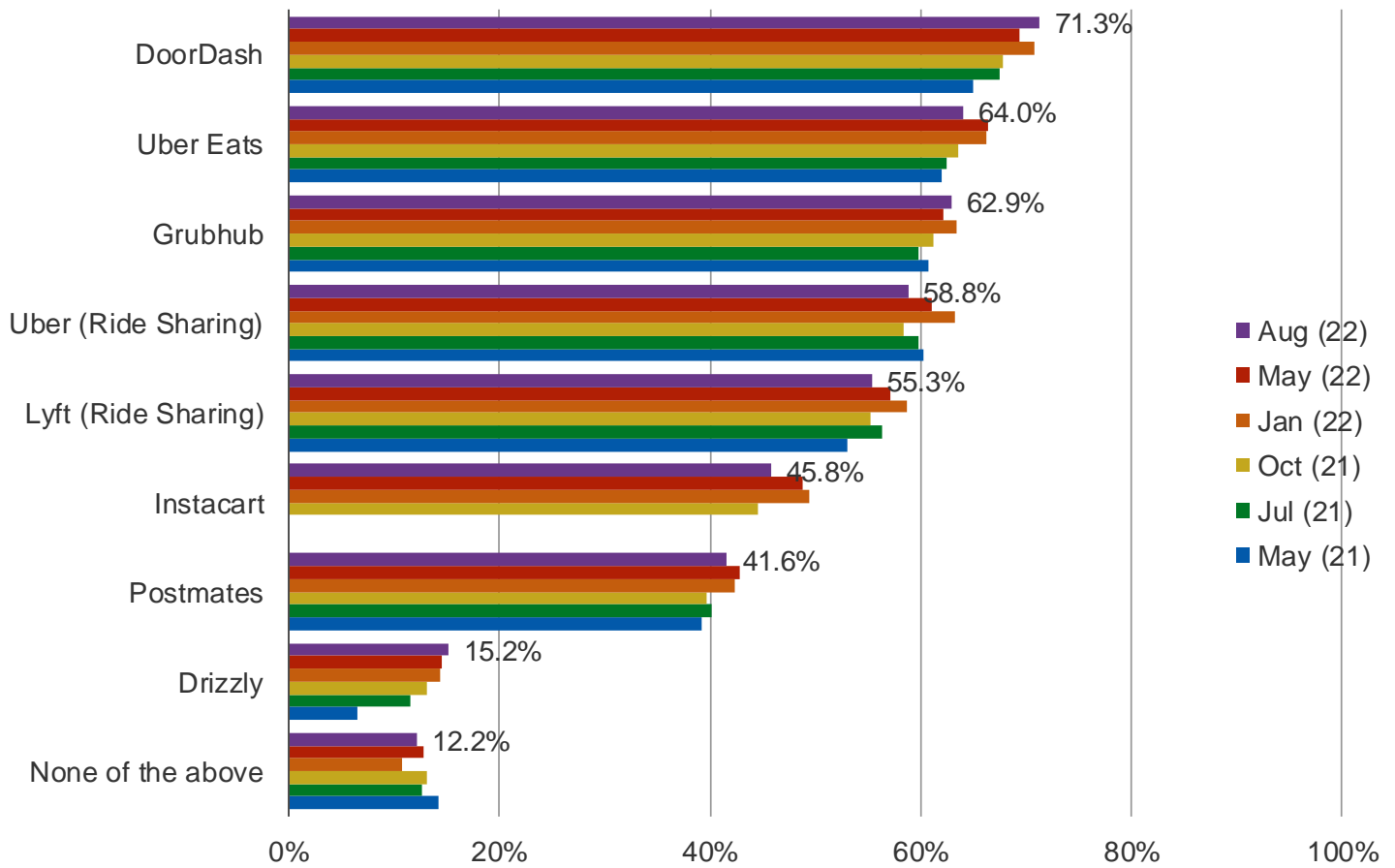
Relative to prior waves, customers have become slightly more wary of price increases – but the data still sits within historical ranges.

Ride Sharing

## PLATFORM DYNAMICS

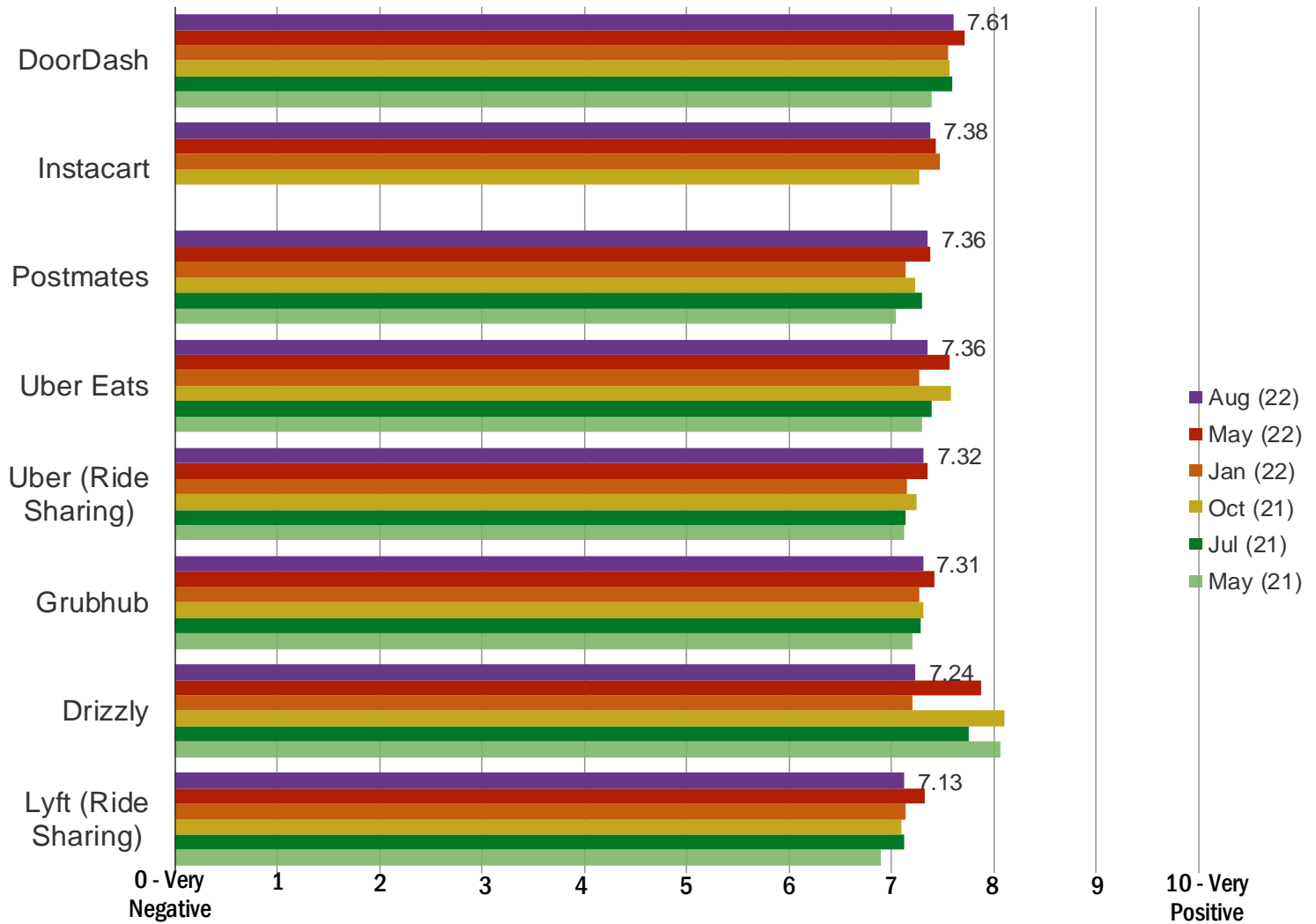
HAVE YOU HEARD OF ANY OF THE FOLLOWING APPS/PLATFORMS?

Posed to all respondents.



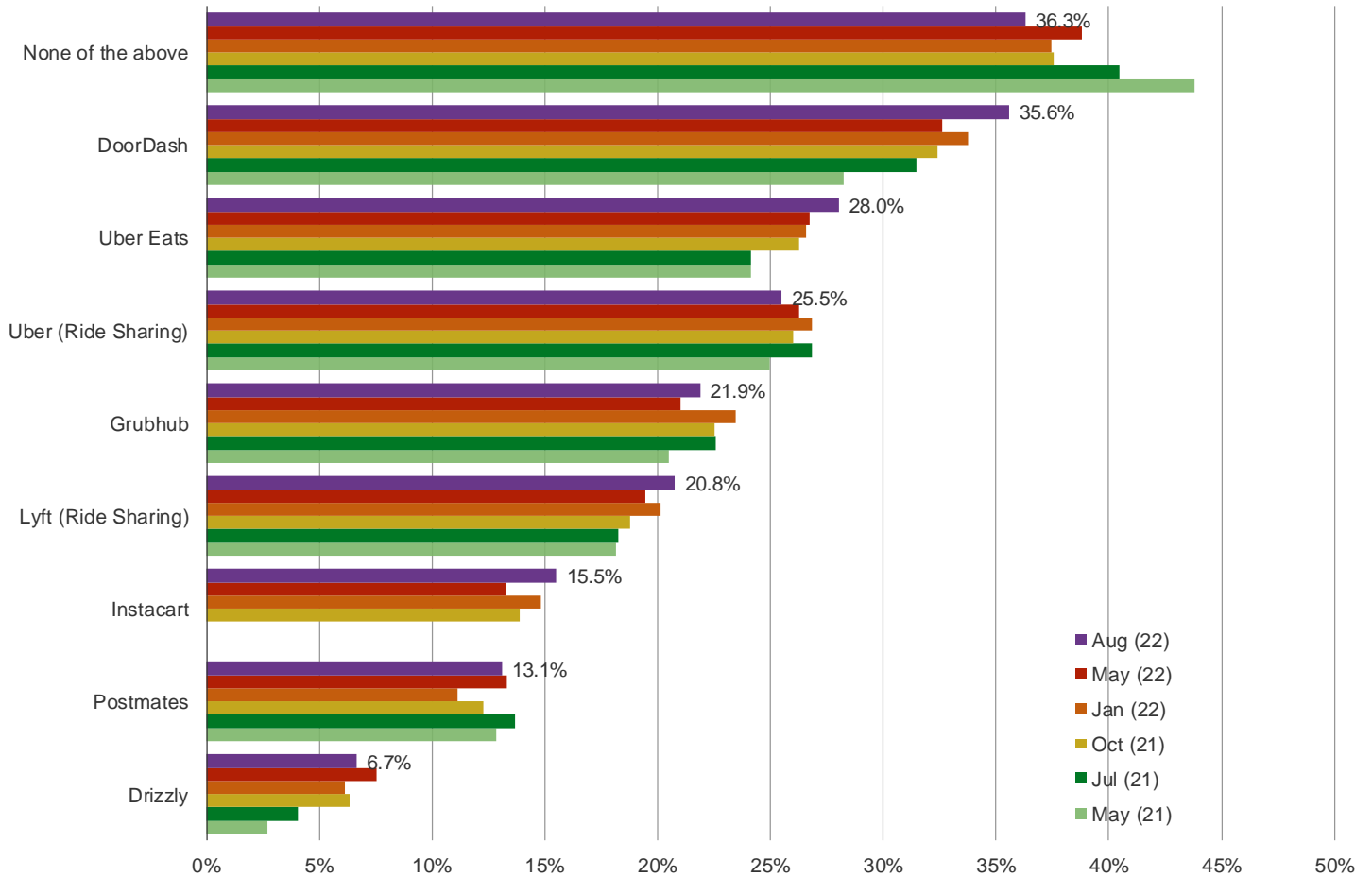
WHAT IS YOUR OPINION OF EACH OF THE FOLLOWING?

Posed to respondents who are aware of each of the following.



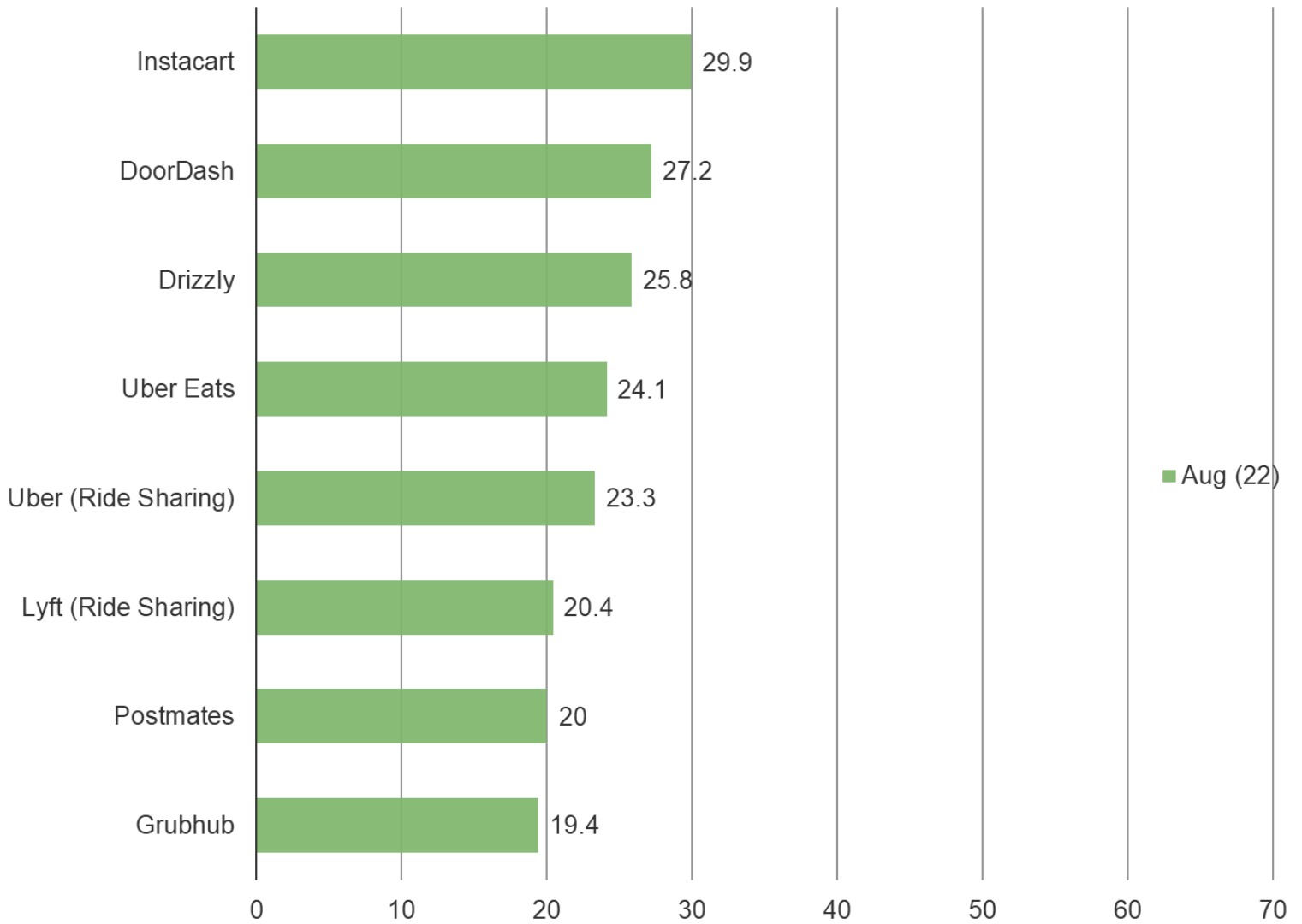
HAVE YOU EVER USED ANY OF THE FOLLOWING APPS/PLATFORMS?

Posed to all respondents.



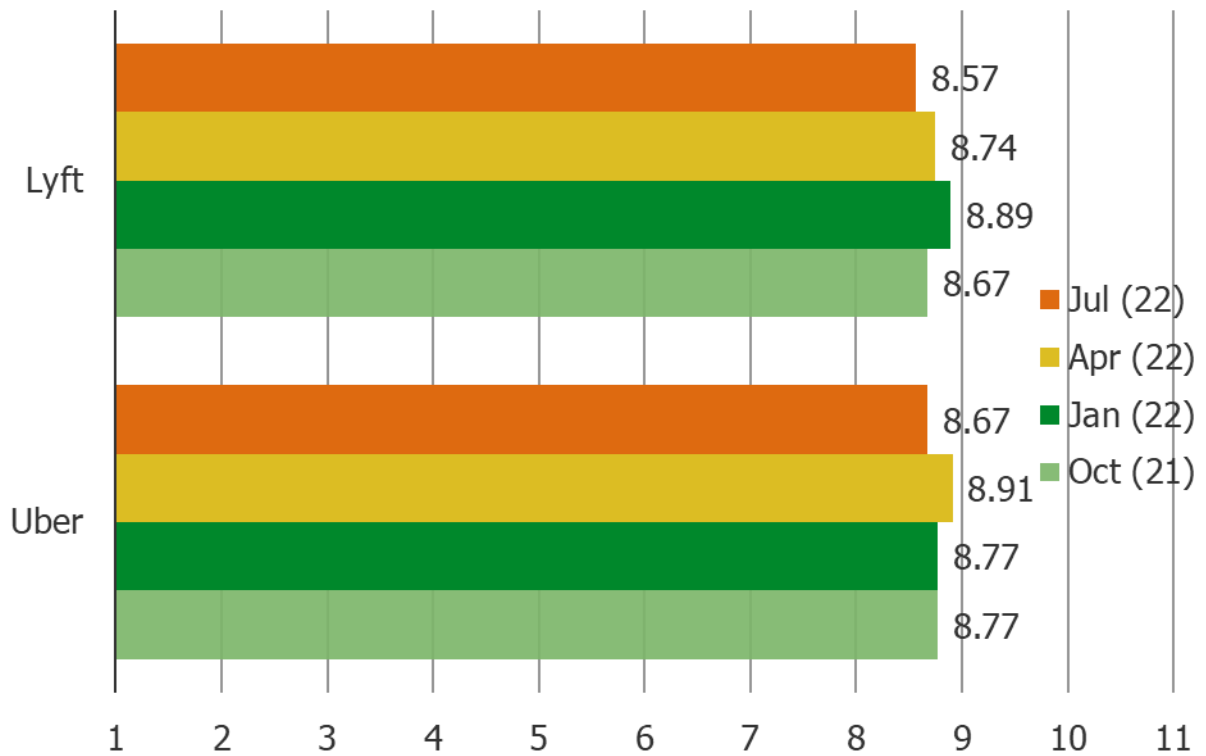
NET PROMOTER SCORE

Posed to respondents who have EVER used each of the following.



HOW WOULD YOU RATE THE USER EXPERIENCE WHEN INTERACTING WITH THE FOLLOWING?

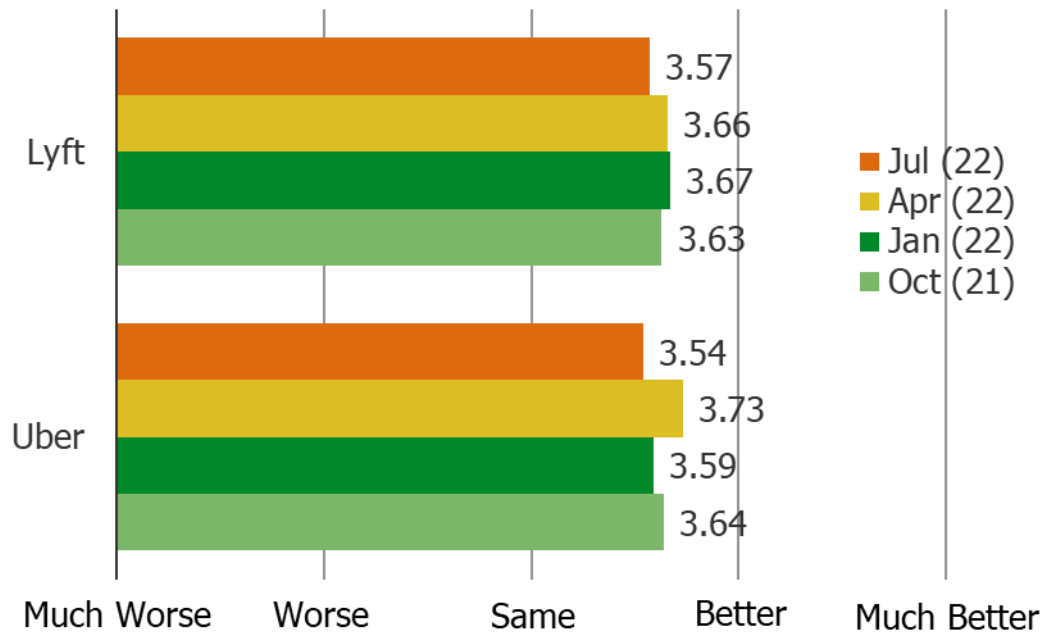
Posed to respondents who have the following downloaded on their phone.





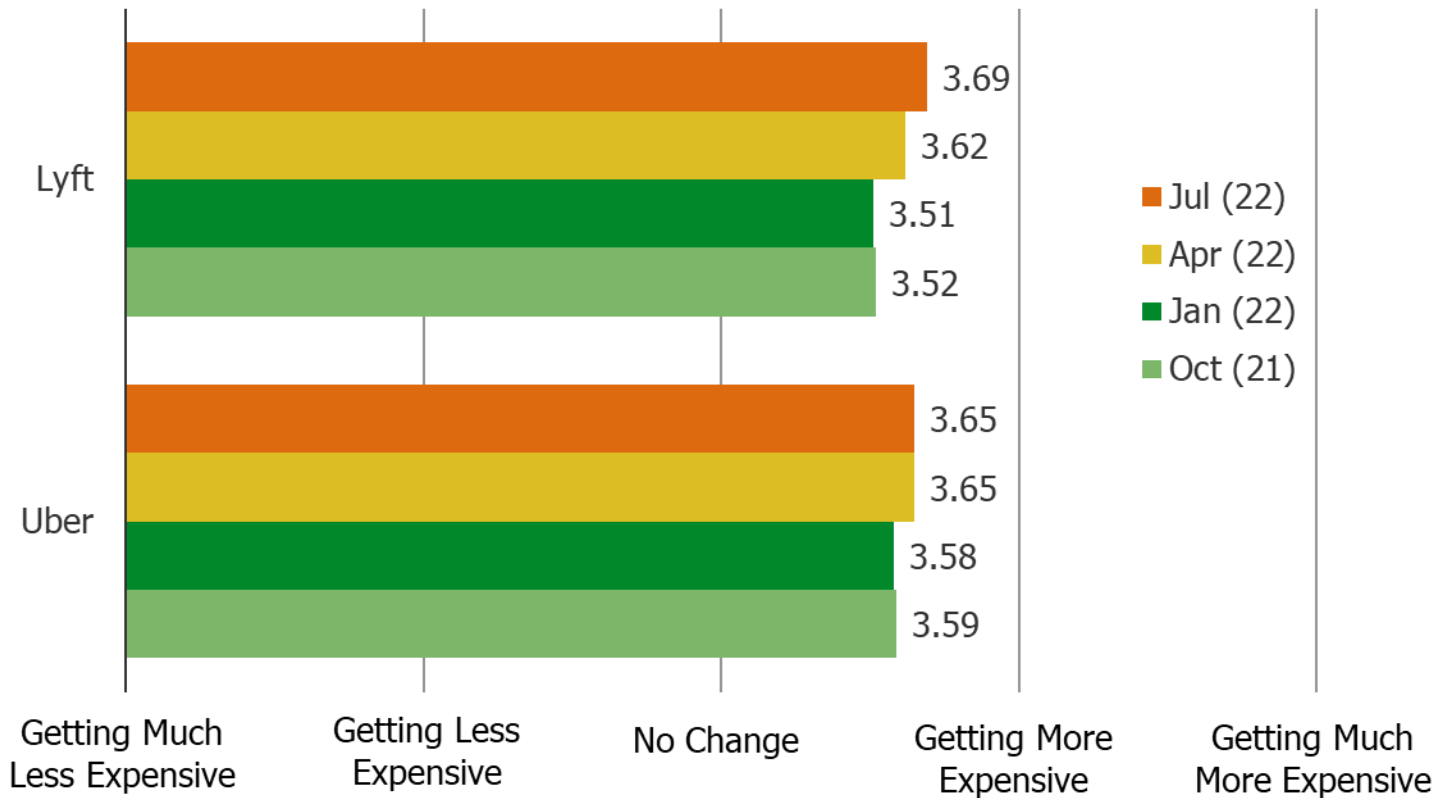
IN YOUR OPINION, HAS THE EXPERIENCE OF USING THE FOLLOWING GOTTEN BETTER OR WORSE OVER TIME?

Posed to respondents who have the following downloaded on their phone.



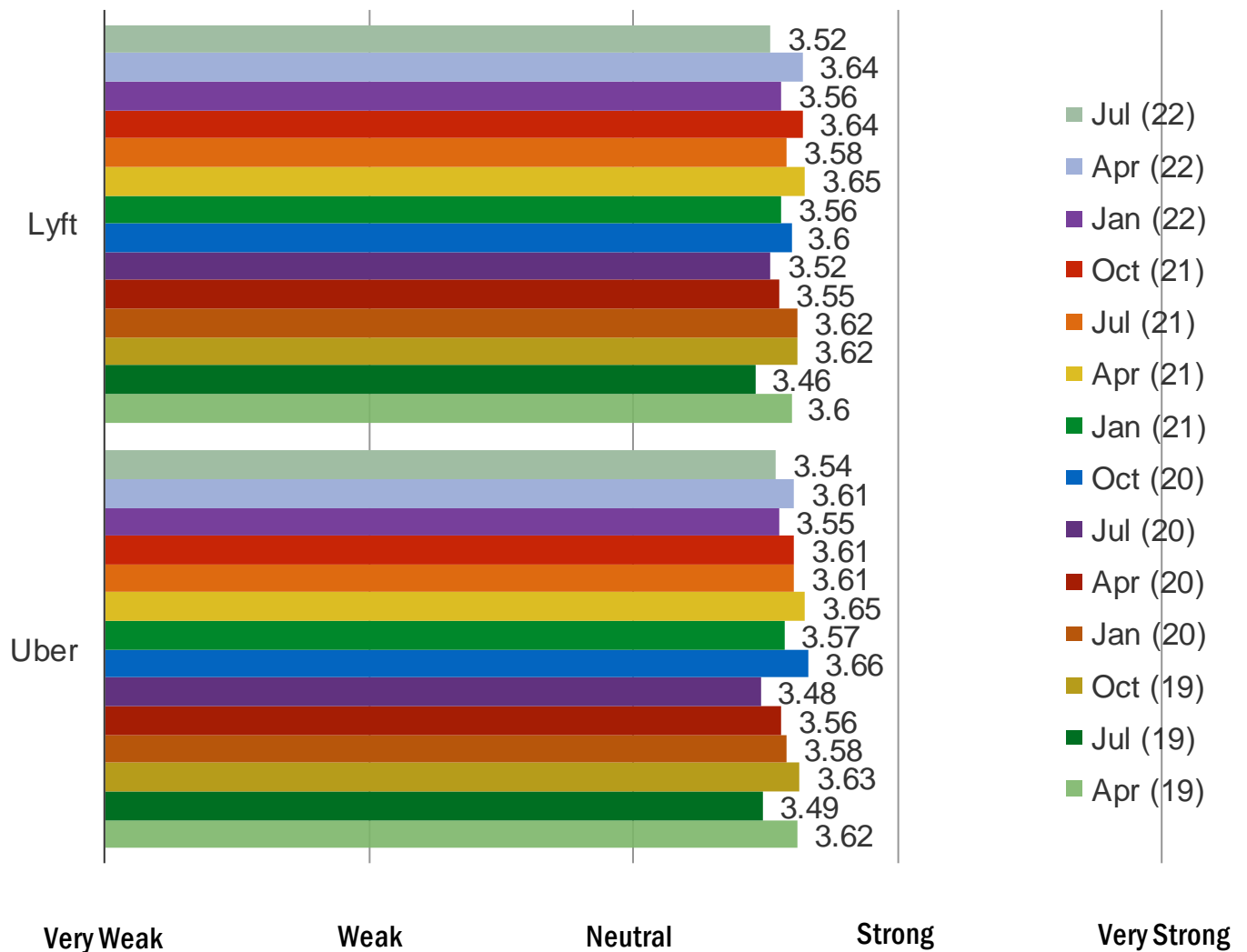
TO YOUR KNOWLEDGE, HAVE THE PRICES TO USE THE FOLLOWING BEEN CHANGING AT ALL?

Posed to respondents who have the following downloaded on their phone.



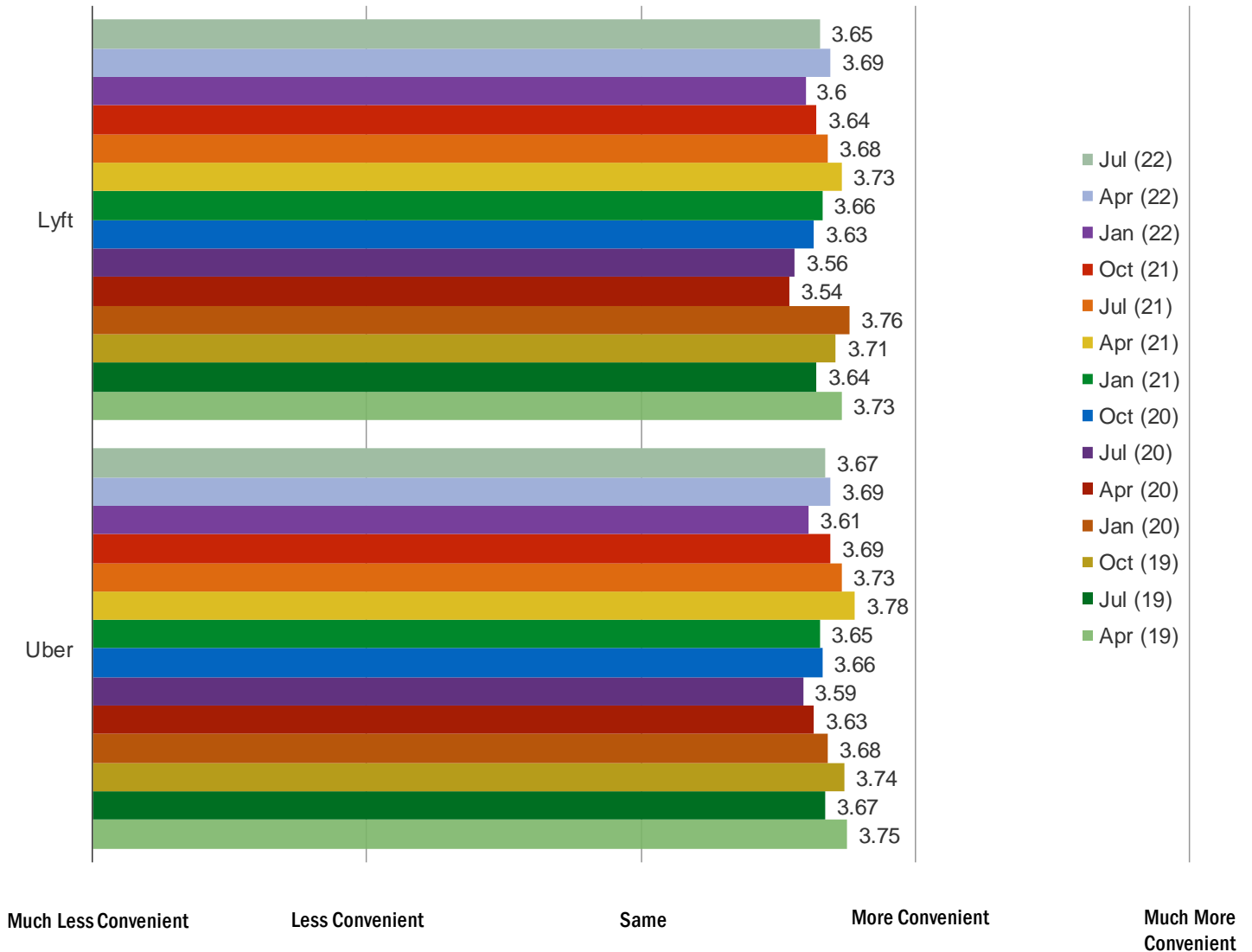
WHAT IS YOUR OPINION OF THE VALUE OF USING EACH OF THESE SERVICES?

Posed to respondents who use each of the following more often than never.



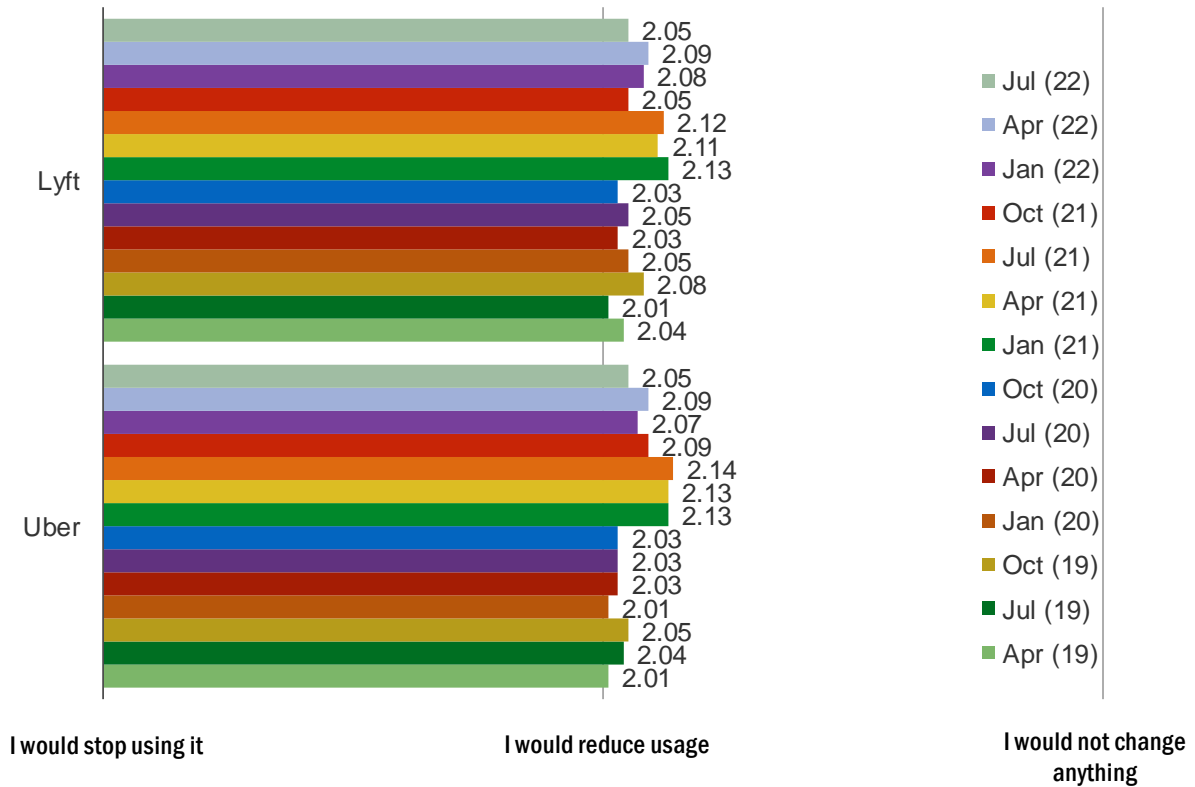
WHAT IS YOUR OPINION OF THE CONVENIENCE OF USING THIS SERVICE COMPARED TO ALTERNATIVE MEANS YOU WOULD USE TO TRAVEL?

Posed to respondents who use each of the following more often than never.



WHAT WOULD YOU DO IF THEY INCREASED PRICES FOR RIDES BY 10-15%?

Posed to respondents who use each of the following more often than never.

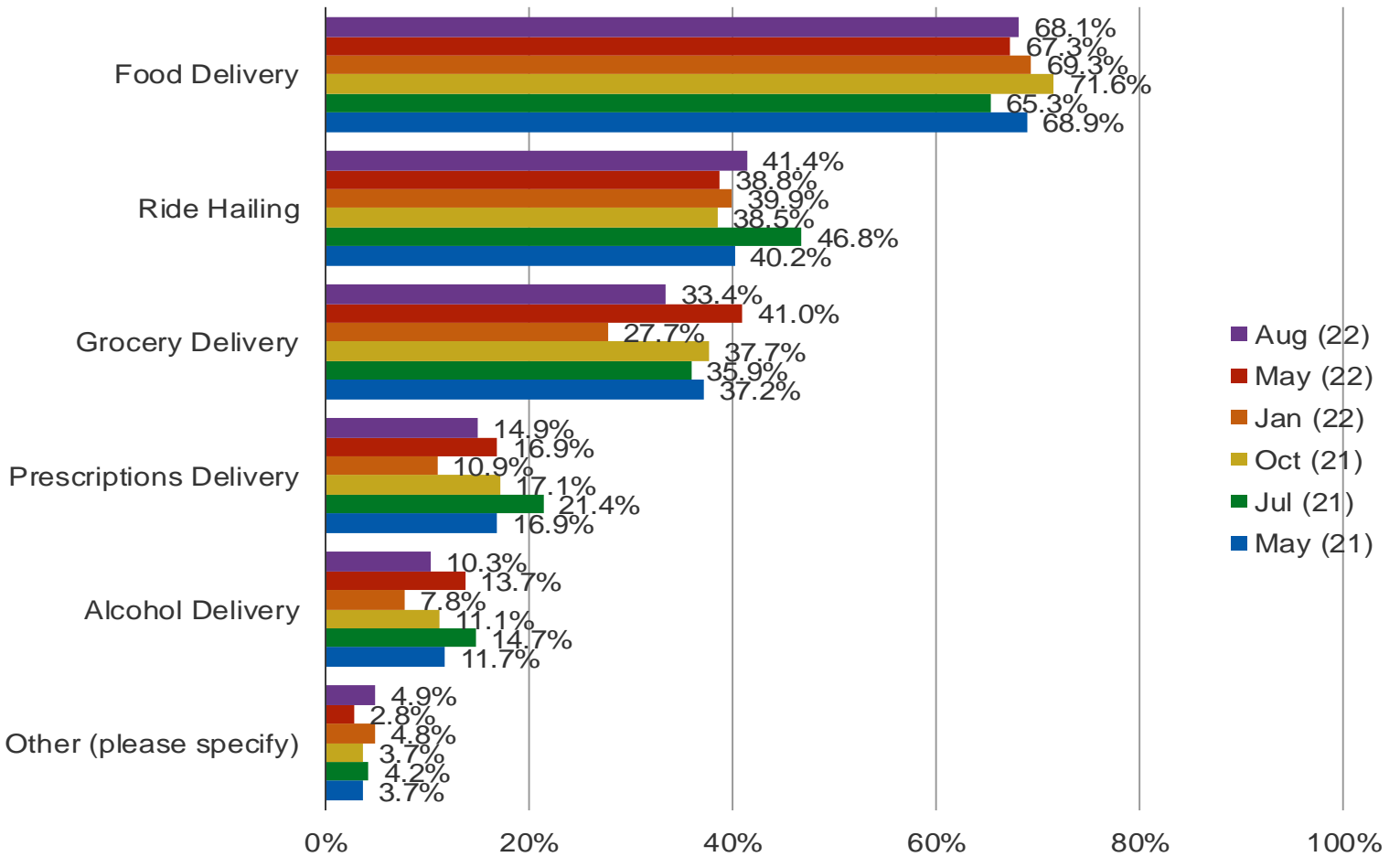


Ride Sharing

## UBER PLATFORM SPECIFIC

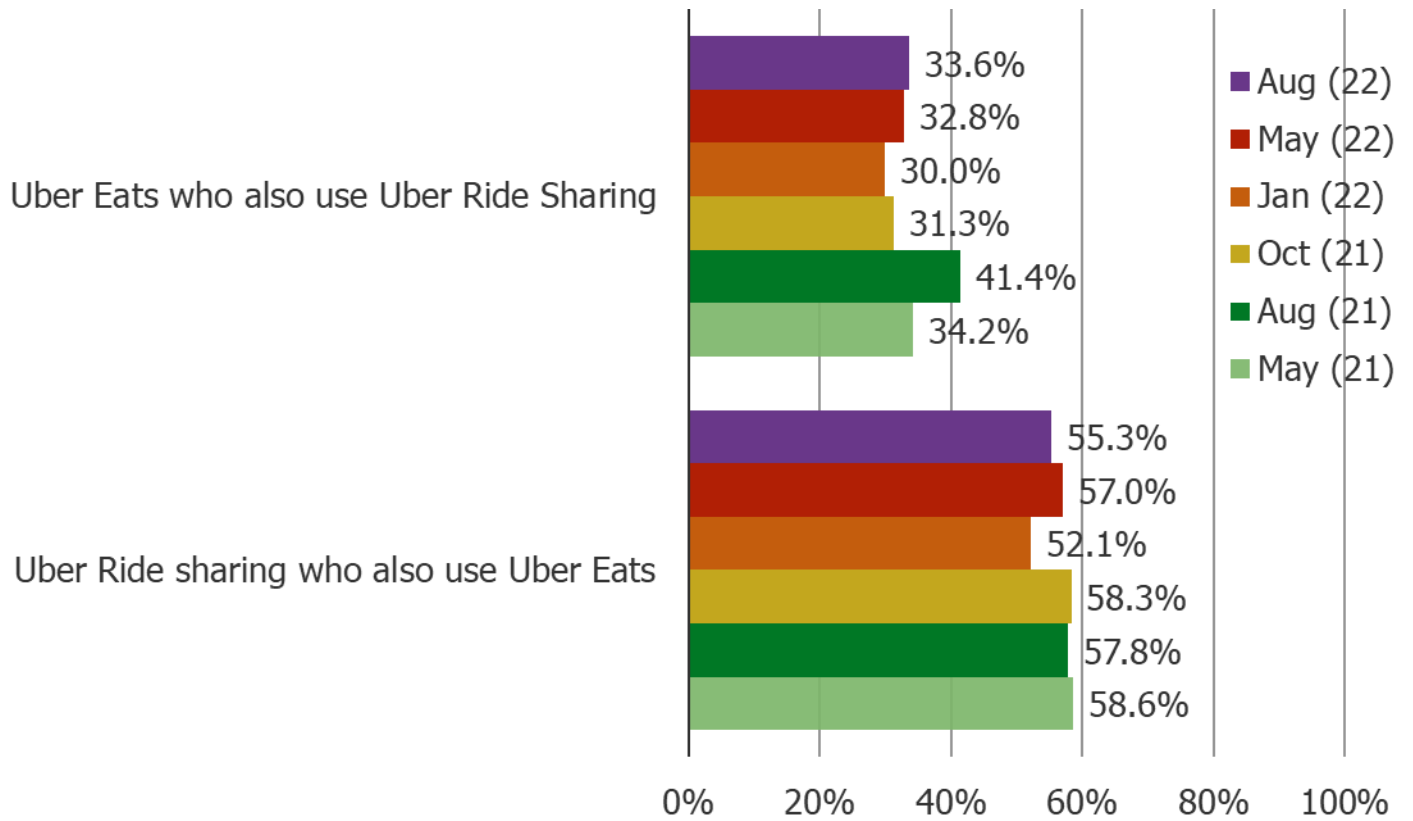
WHICH OF THE FOLLOWING DO YOU USE UBER / UBER EATS FOR?

Posed to respondents who have used Uber and/or Uber Eats.



**% OF UBER EATS USERS WHO USE UBER, AND % OF UBER USERS WHO USE UBER EATS**

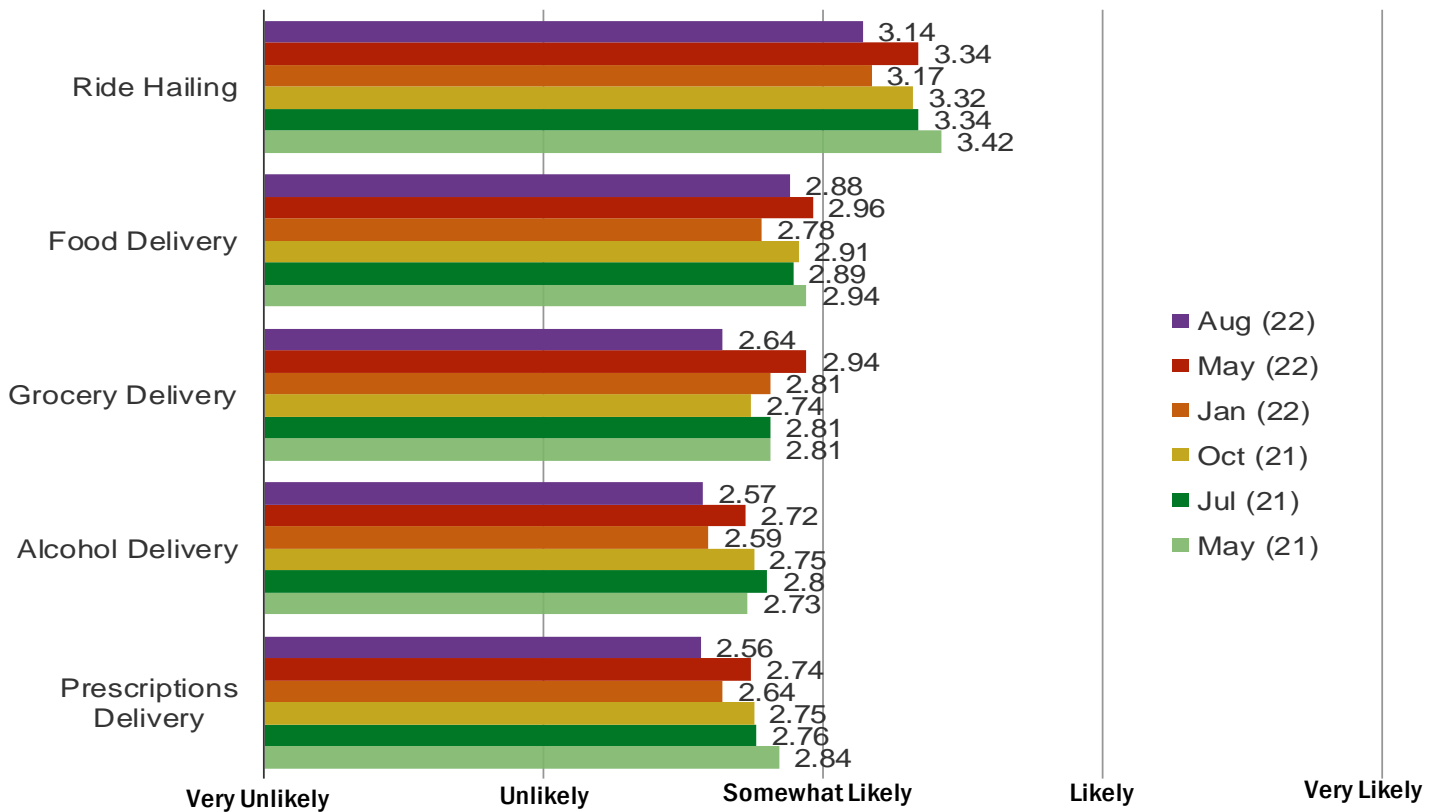
Posed to respondents who have used Uber and/or Uber Eats.





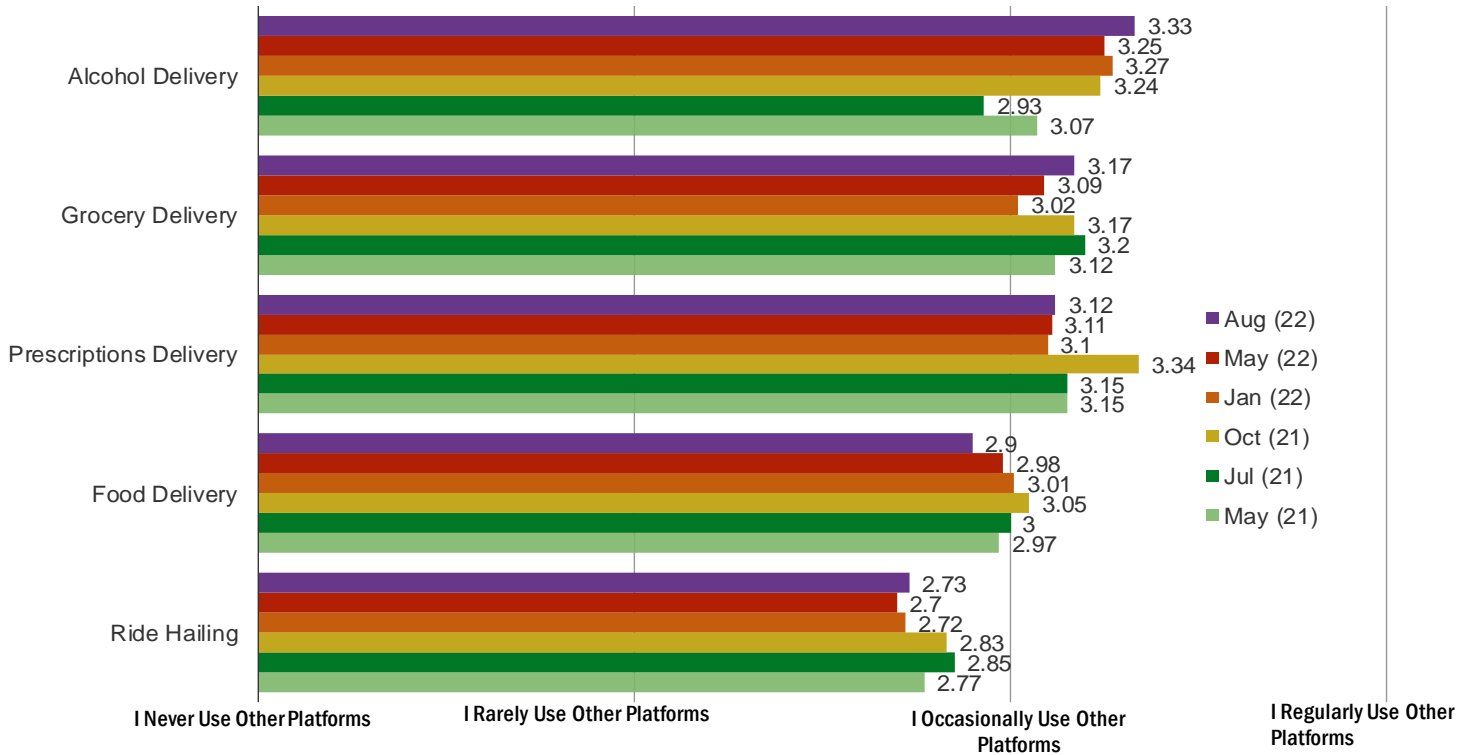
HOW LIKELY ARE YOU TO USE UBER / UBER EATS FOR THE FOLLOWING IN THE FUTURE?

Posed to respondents who have used Uber and/or Uber Eats BUT did not select that they currently use Uber / Uber Eats for the following.



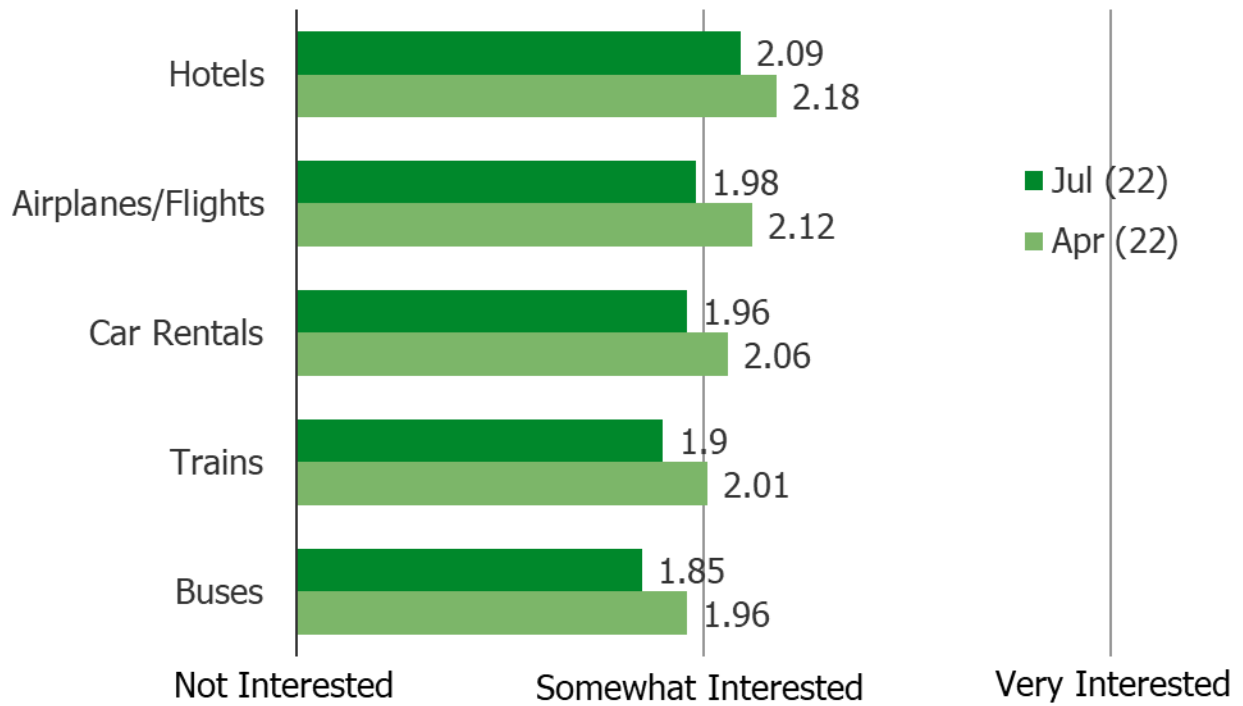
HOW LOYAL ARE YOU TO UBER / UBER EATS FOR THE FOLLOWING?

Posed to respondents who have used Uber and/or Uber Eats AND use the platform for each of the following.



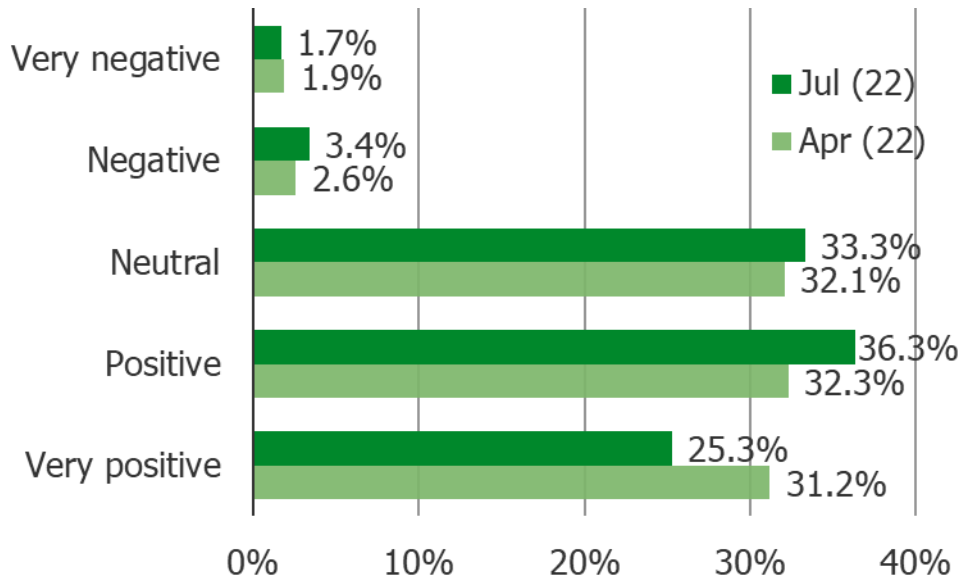
HOW INTERESTED WOULD YOU BE IN UTILIZING THE UBER APP TO BOOK THE FOLLOWING TYPES OF TRAVEL OFFERED THROUGH THIRD PARTIES?

Posed to respondents who have Uber downloaded on their phone.



WHAT WOULD YOUR OPINION BE IF UBER ADDED THE ABILITY TO BOOK TRAINS, BUSES, FLIGHTS, CAR RENTALS, AND HOTELS WITHIN THE UBER APP?

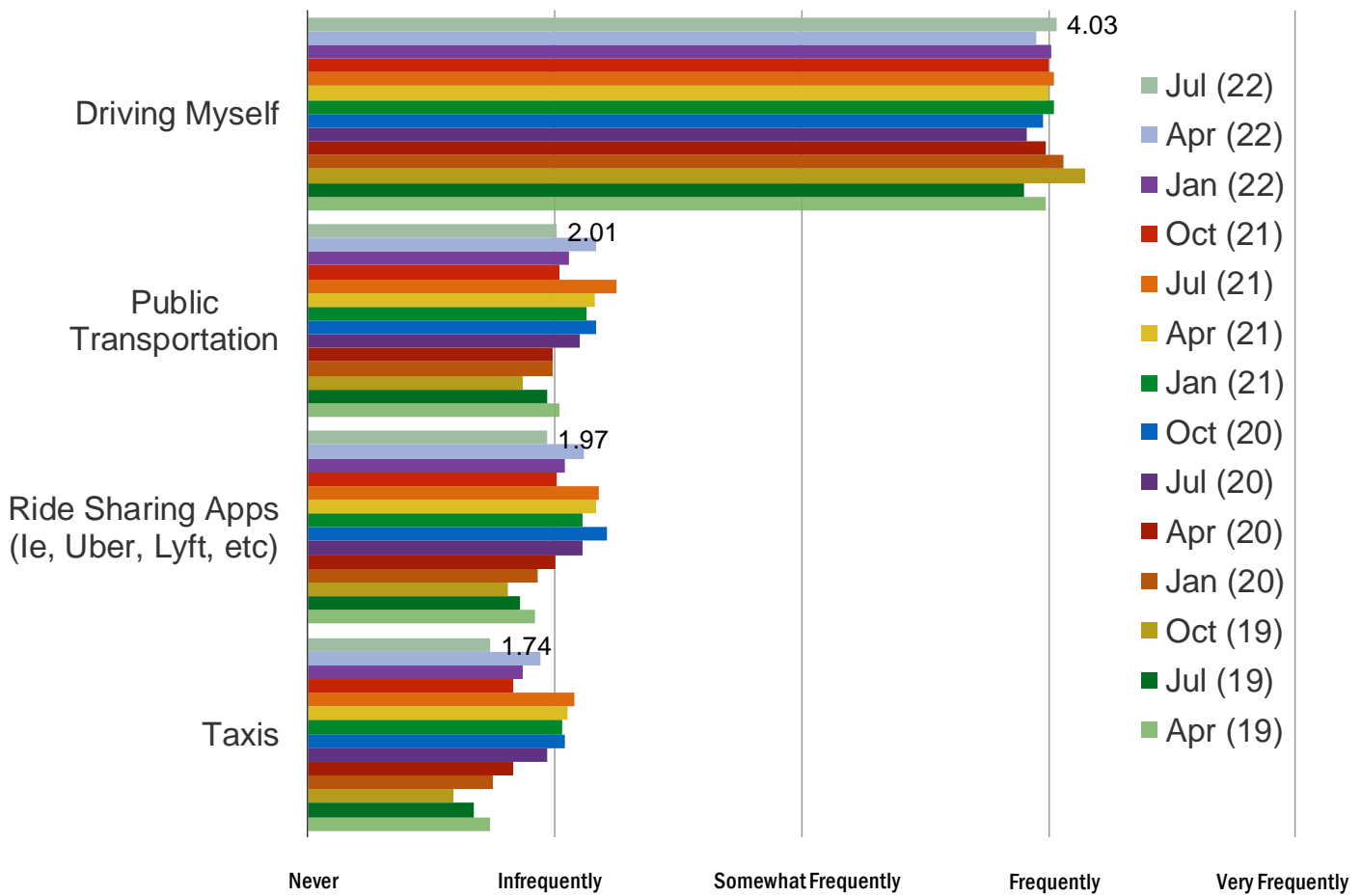
Posed to respondents who have Uber downloaded on their phone.



## GENERAL TRANSPORTATION TREND DATA

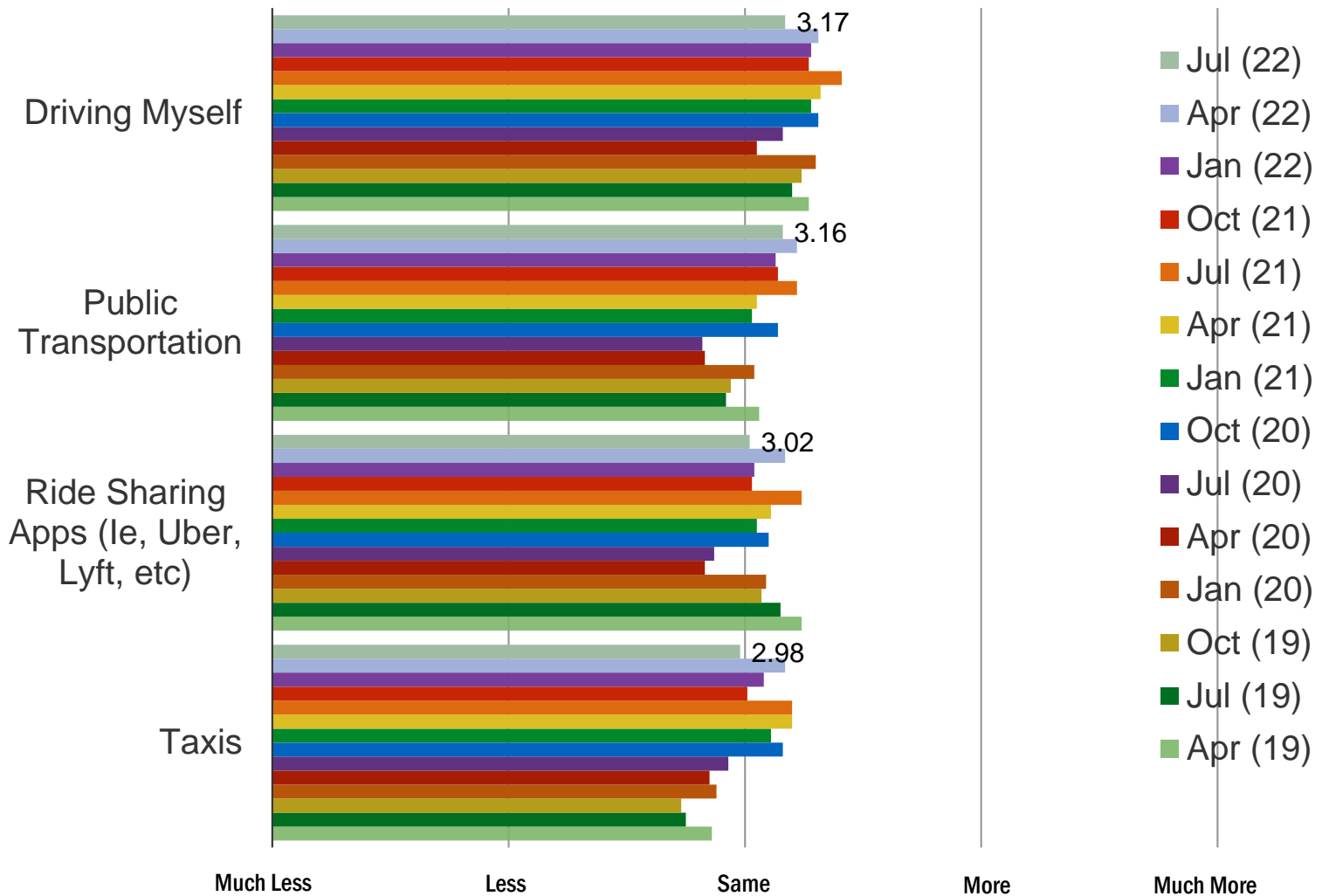
HOW OFTEN DO YOU USE THE FOLLOWING FORMS OF TRANSPORTATION?

Posed to all respondents.



HAVE YOU CHANGED HOW OFTEN YOU USE THE FOLLOWING COMPARED TO A YEAR AGO?

Posed to respondents who use the following forms of transportation (more than never).



POSED TO RESPONDENTS WHO SAID THEY ARE DOING THE FOLLOWING LESS THAN NORMAL – WHY?

Posed to respondents who use the following forms of transportation (more than never).

Public Transportation:

Driving Myself:

COVID



Taxis:

Ride Sharing:

COVID

