

Bespoke Survey Research

August 2023

Ride Sharing and Food Delivery

Volume 17 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: UBER, LYFT, DASH.

KPIs and Key questions

1. In recent years, usage of Uber and Lyft ride sharing has shifted more toward “sporadic” usage than regular usage.
2. Uber Eats usage jumped higher during the pandemic and has been sideways since. At about the time Uber Eats went sideways, DoorDash usage continued to climb.
3. Similar to ride sharing usage, overall food delivery usage has shifted from more regular usage (multiple times per week or more) to more sporadic usage (once or twice a month or less).
4. For the most part, user opinions of Uber and Lyft have held very steady over time (user experience, prices, value, convenience, etc).
5. Uber users have been increasingly likely over time to say they are using Uber for food delivery and ride hailing, and less likely to say they use it for grocery delivery, prescriptions delivery, and alcohol delivery. Customers on the ride hailing front have grown increasingly loyal to Uber over time.
6. Much of the changes in transportation types respondents choose to use has to do with a) what is cheaper / more cost effective and b) if they personally own a car or not.

Noteworthy Stats:

71.7% Of Uber users use it for food delivery.

44.9% Of Uber users use it for ride hailing.

11.4% Of respondents order groceries and convenience items using delivery apps once or twice a month.

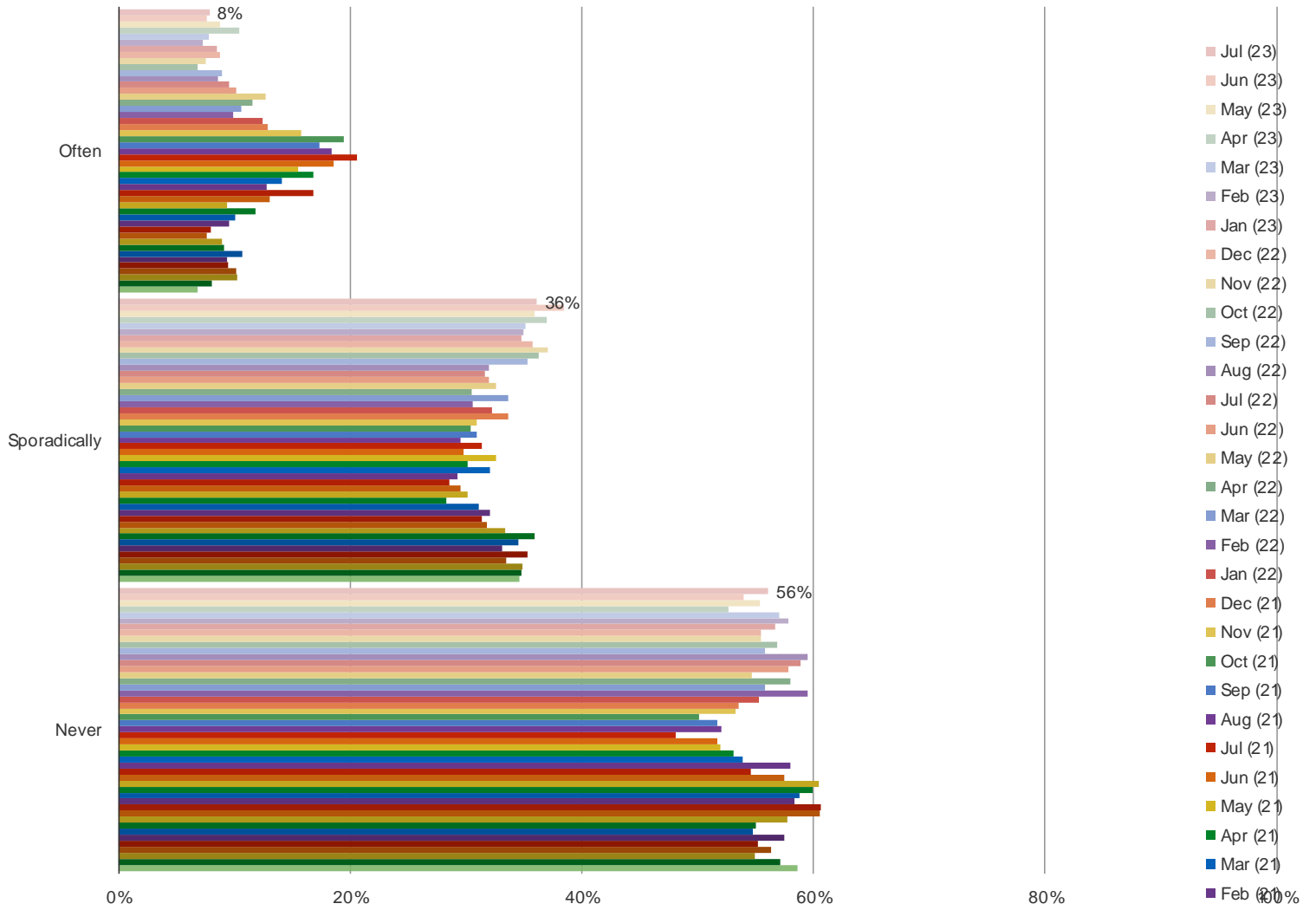
18.7% Of DoorDash users order groceries and convenience items using delivery apps once or twice a month.

Ride Sharing

MONTHLY DATA TRACKING

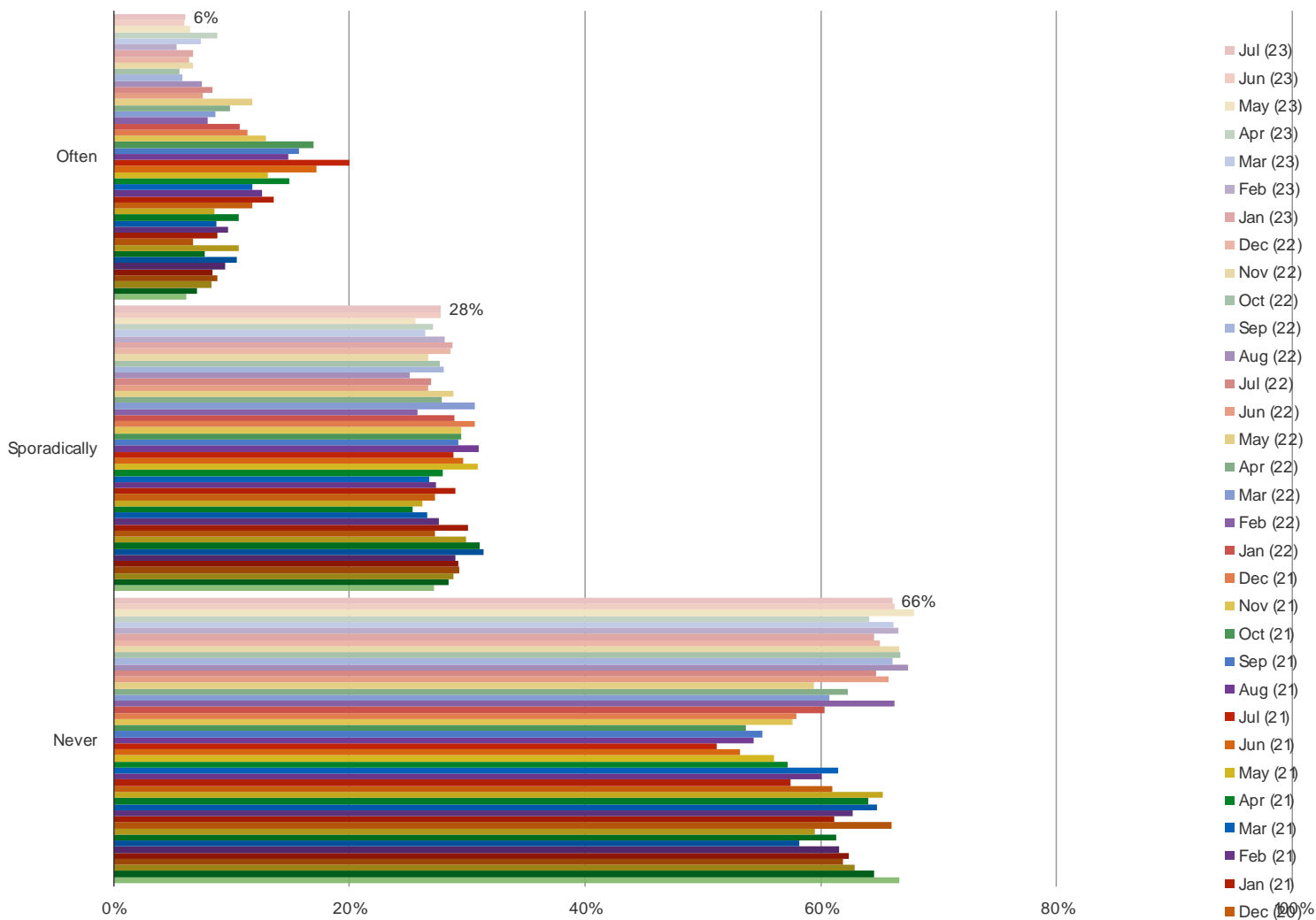
HOW OFTEN DO YOU USE UBER RIDE SHARING?

Posed to all respondents.



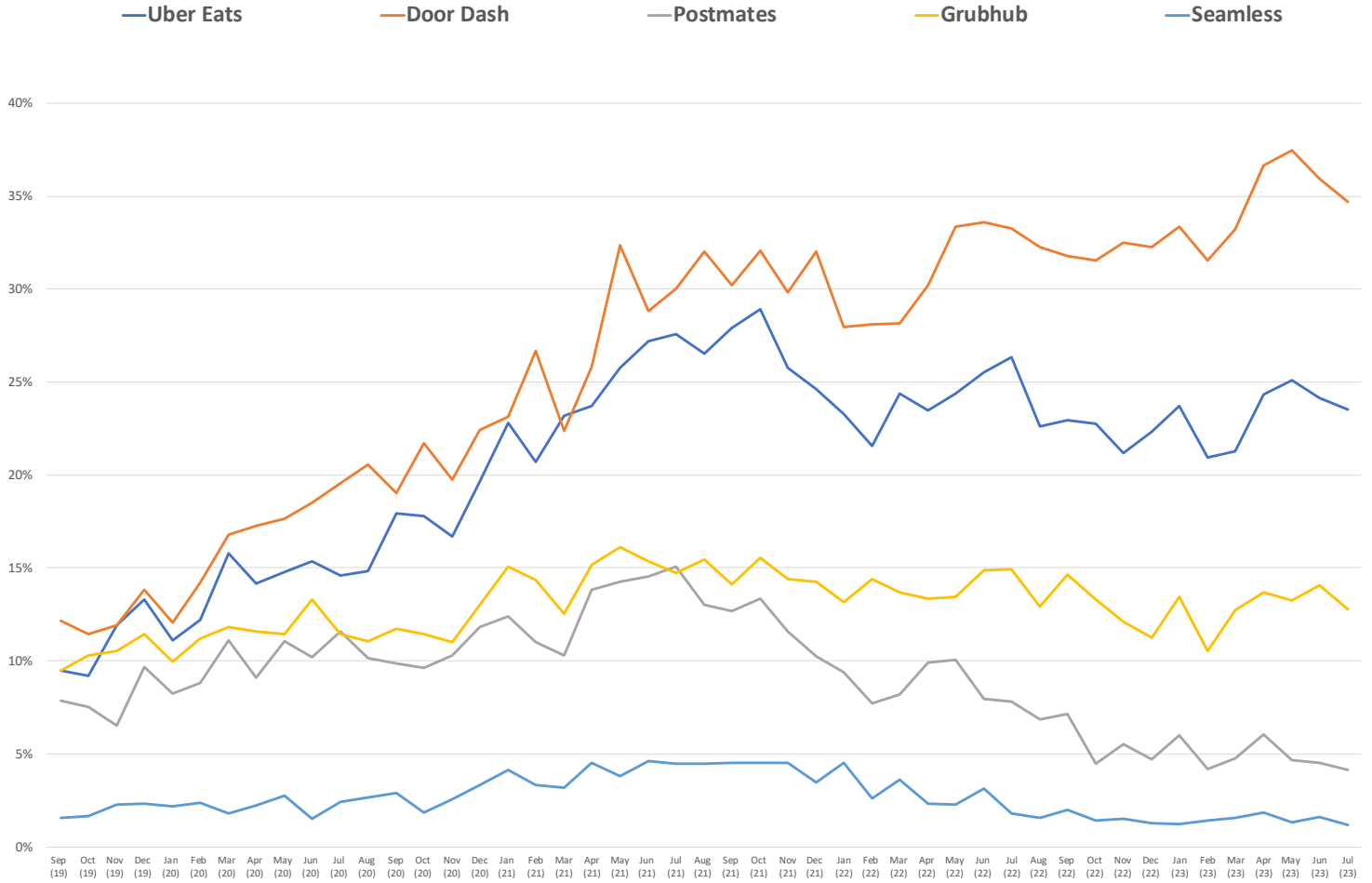
HOW OFTEN DO YOU USE LYFT RIDE SHARING?

Posed to all respondents.



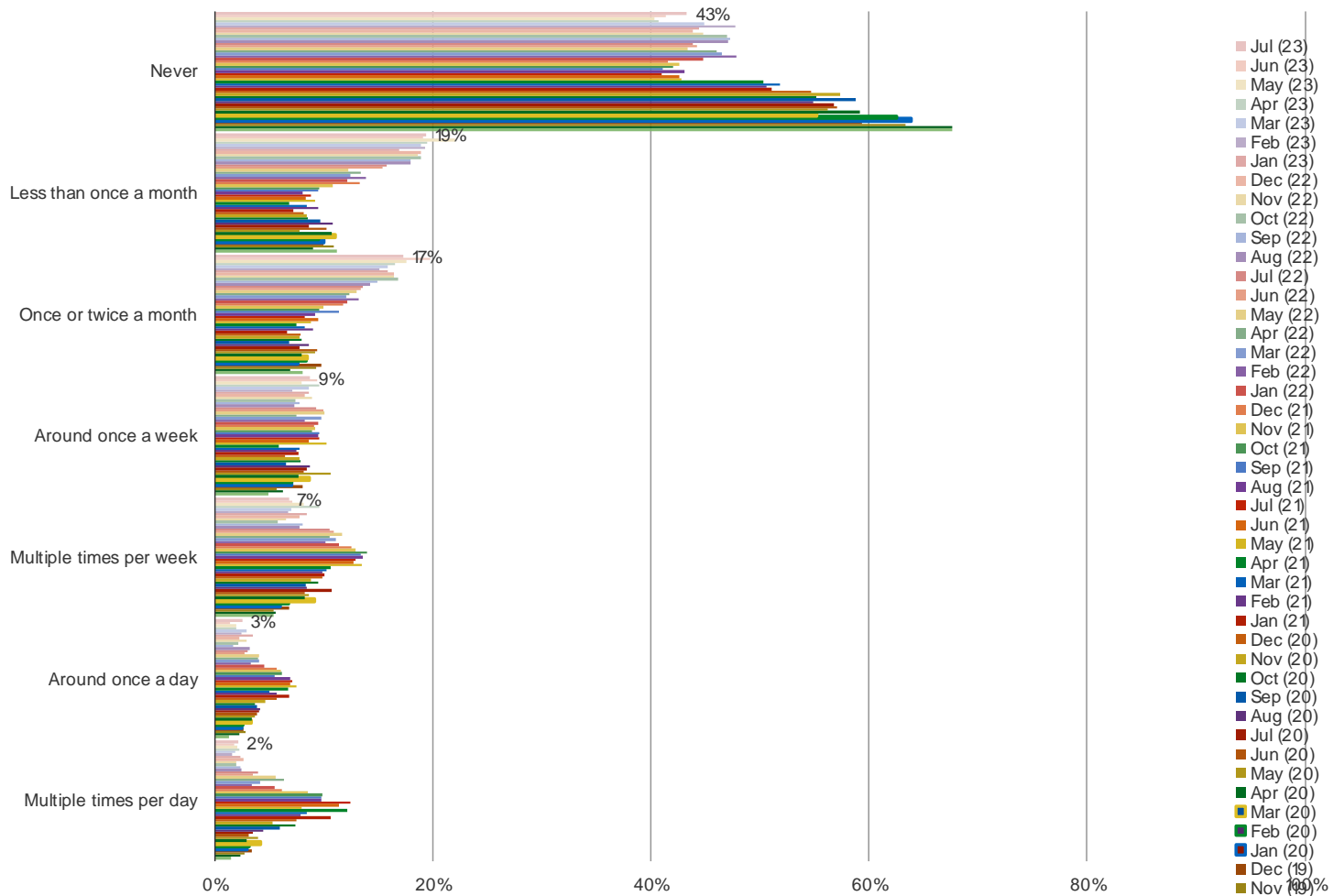
DO YOU REGULARLY OR OCCASIONALLY USE THE FOLLOWING FOOD DELIVERY SITES/APPS?

Posed to all respondents.



HOW OFTEN DO YOU USE FOOD DELIVERY APPS?

Posed to all respondents.



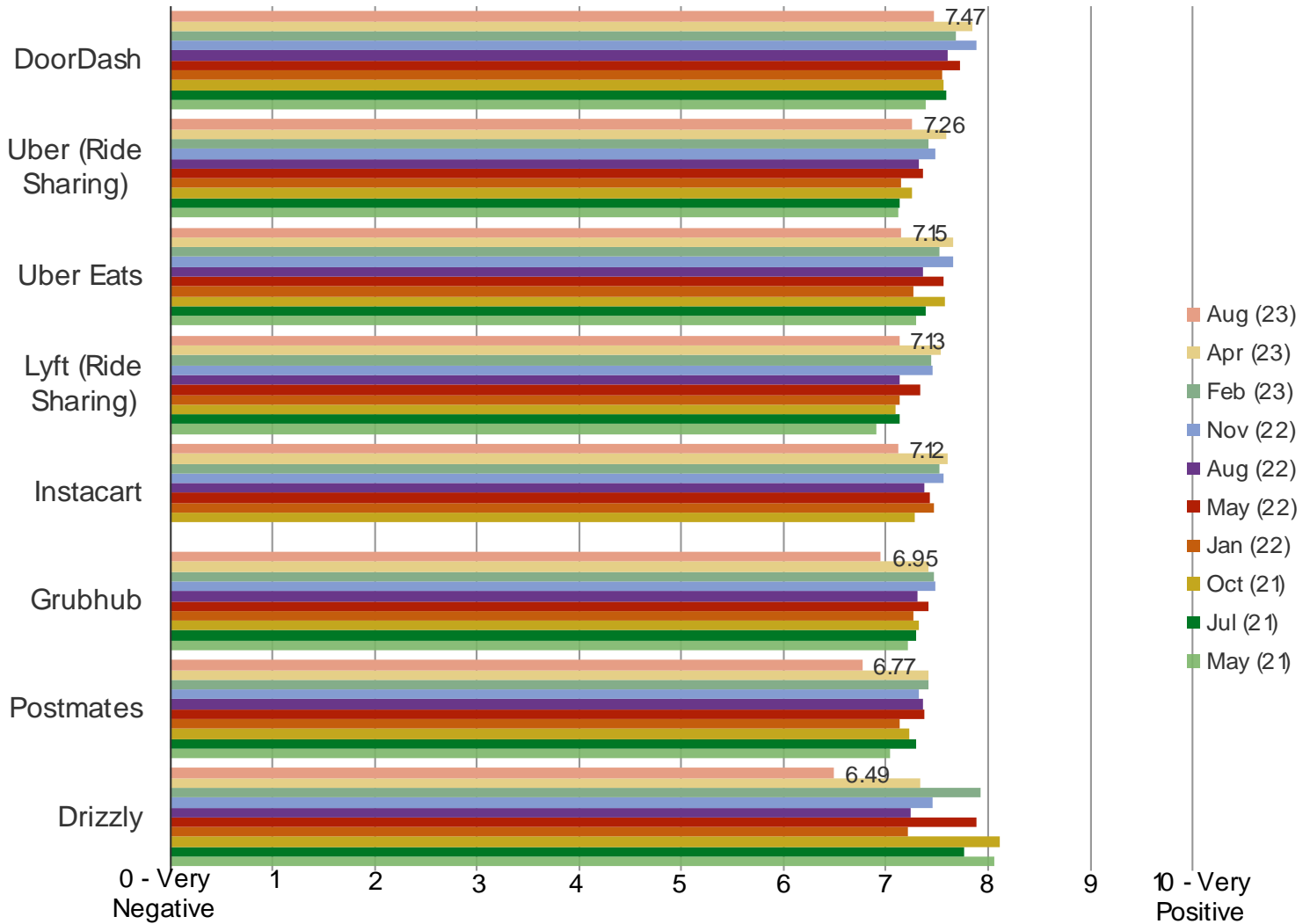
Ride Sharing

PLATFORM DYNAMICS

Ride Sharing

WHAT IS YOUR OPINION OF EACH OF THE FOLLOWING?

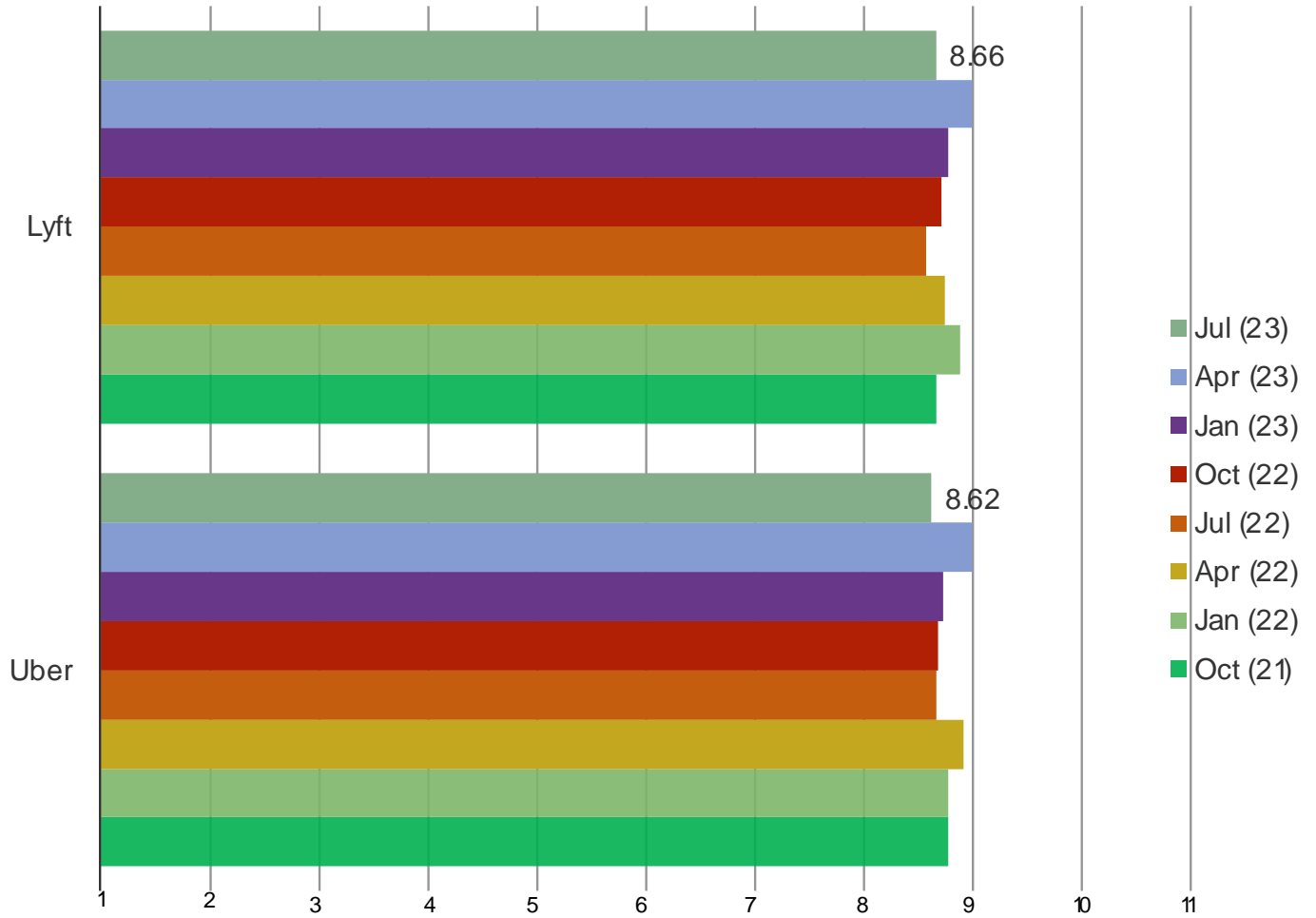
Posed to respondents who are aware of each of the following.



Ride Sharing

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

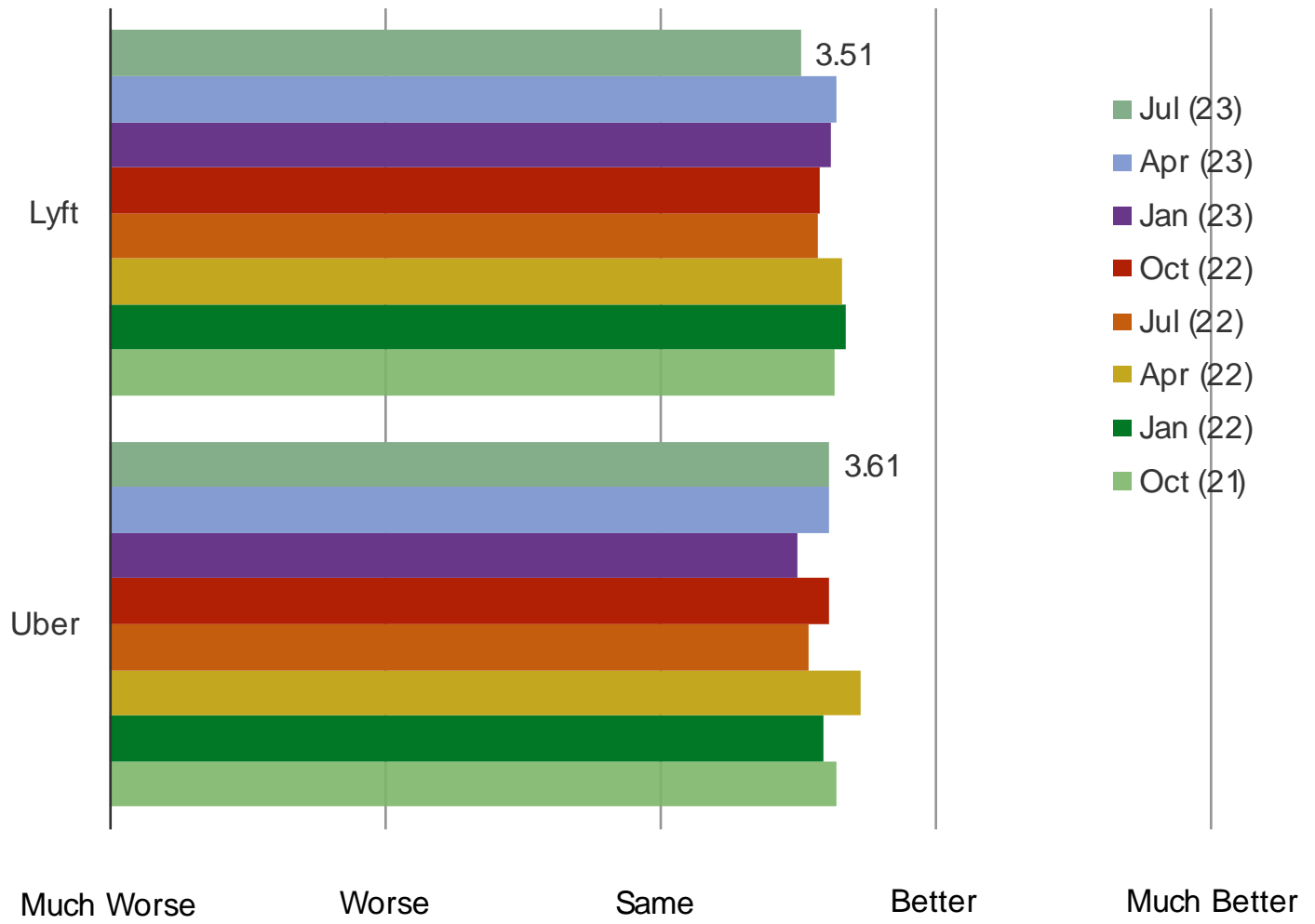
Posed to respondents who have the following downloaded on their phone.



Ride Sharing

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

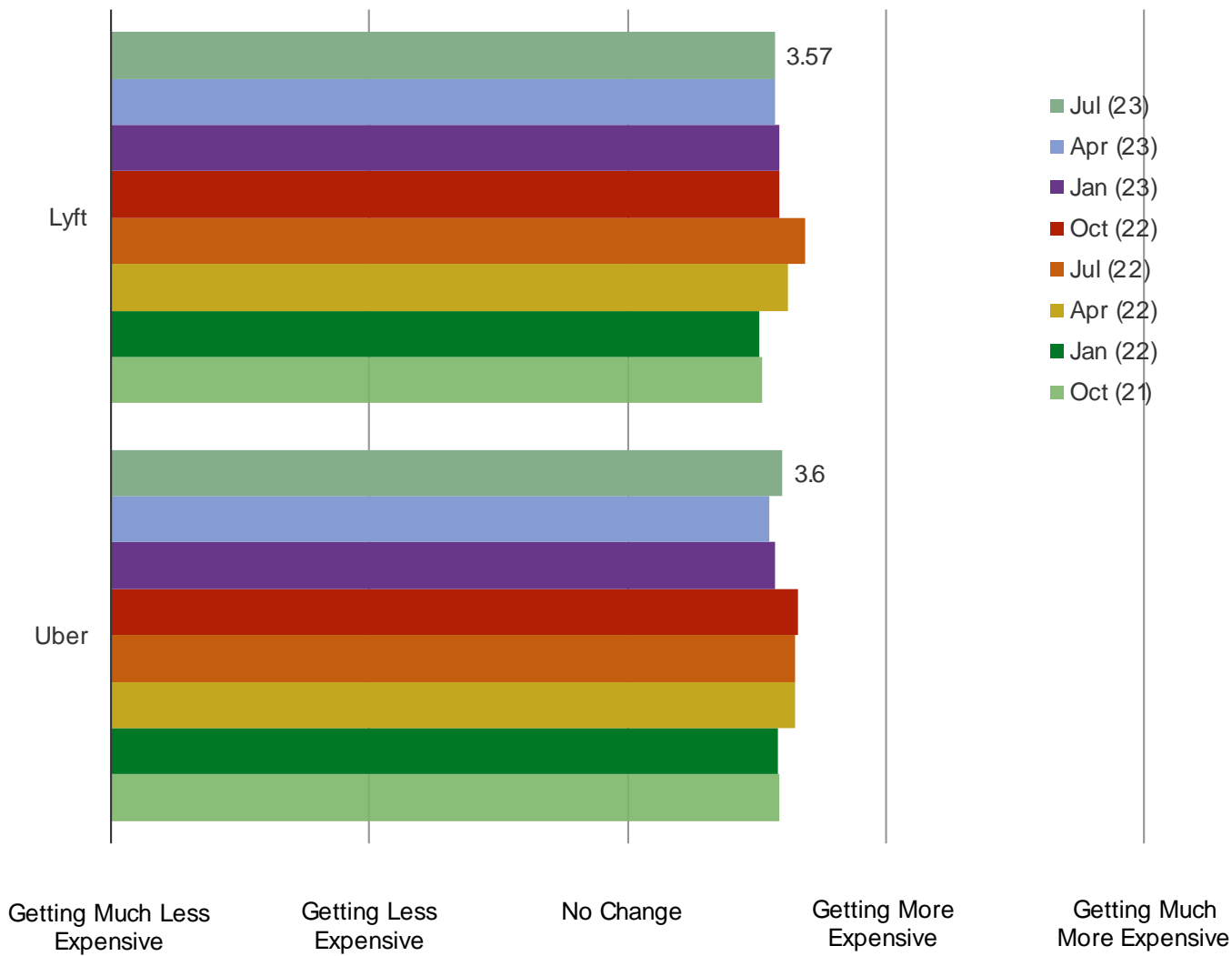
Posed to respondents who have the following downloaded on their phone.



Ride Sharing

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

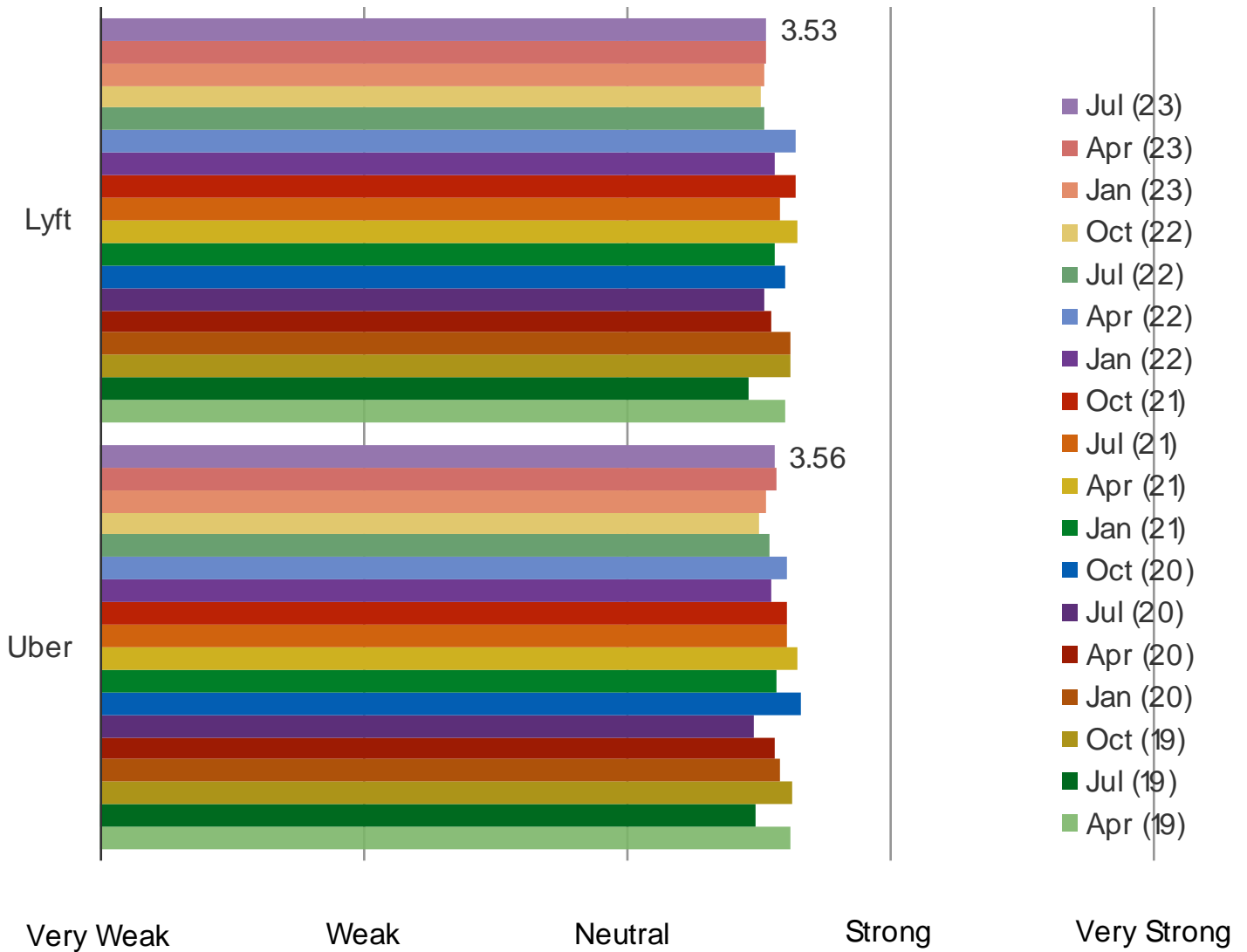
Posed to respondents who have the following downloaded on their phone.



Ride Sharing

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

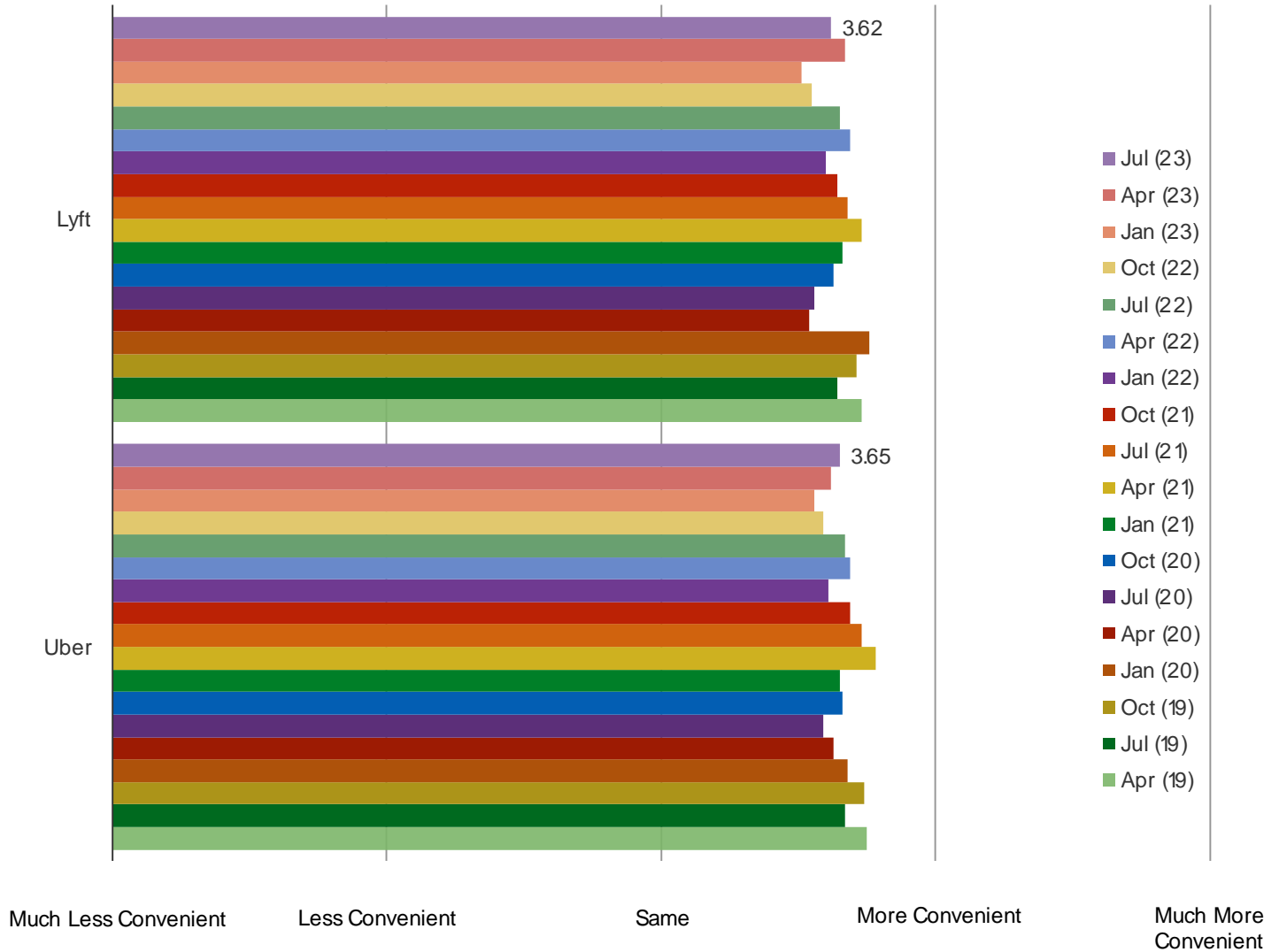
Posed to respondents who use each of the following more often than never.



Ride Sharing

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

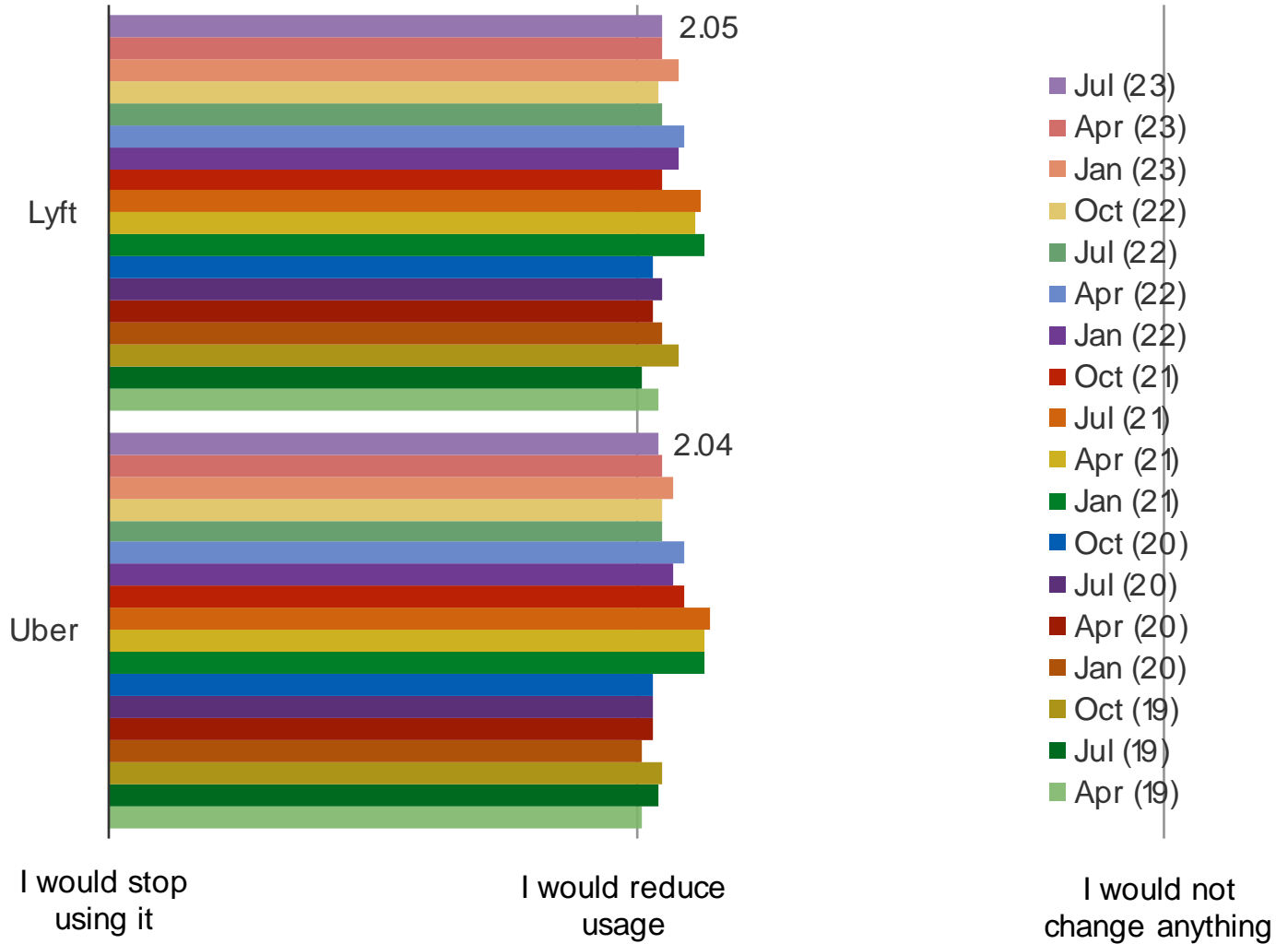
Posed to respondents who use each of the following more often than never.



Ride Sharing

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.

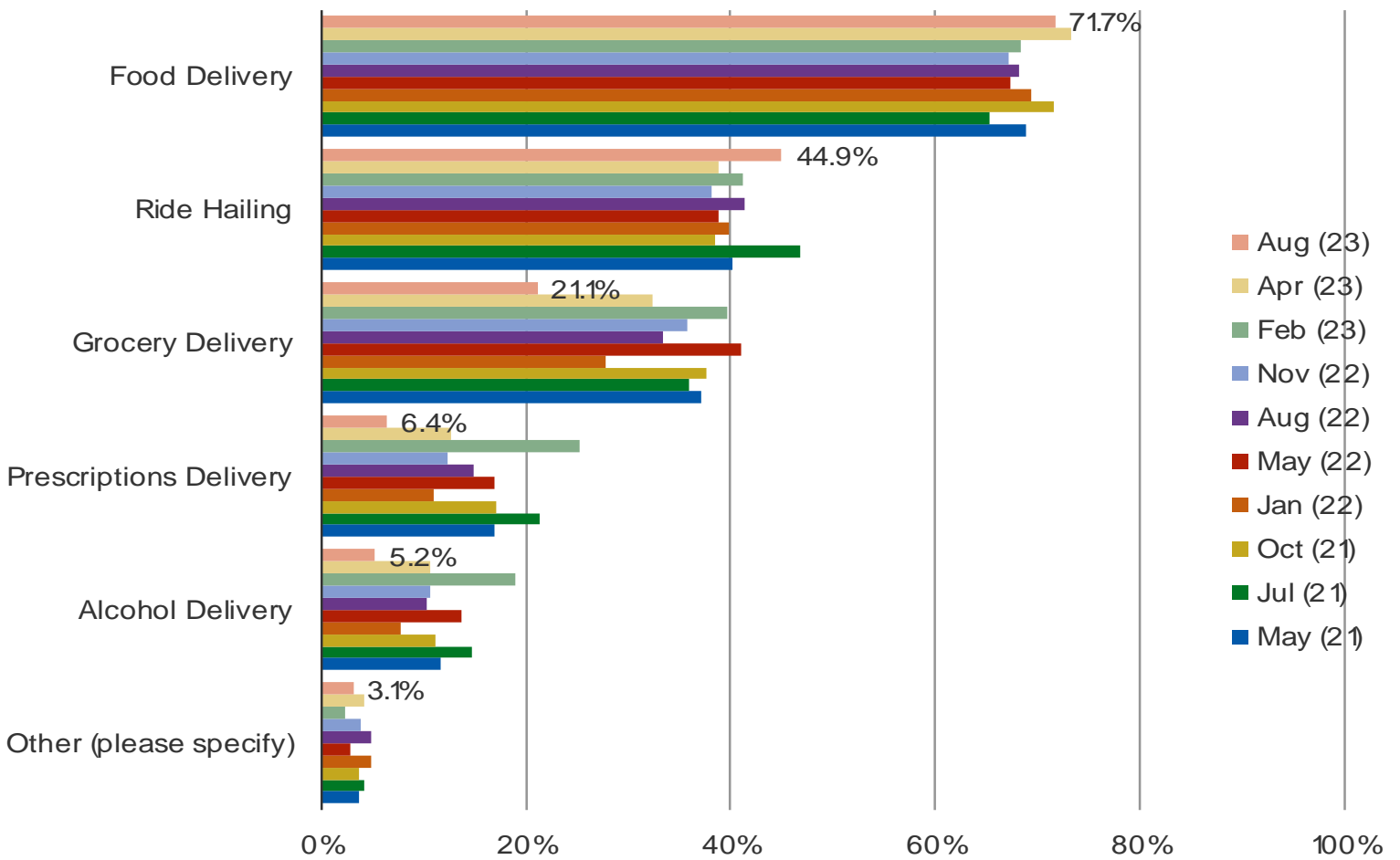


Ride Sharing

UBER PLATFORM SPECIFIC

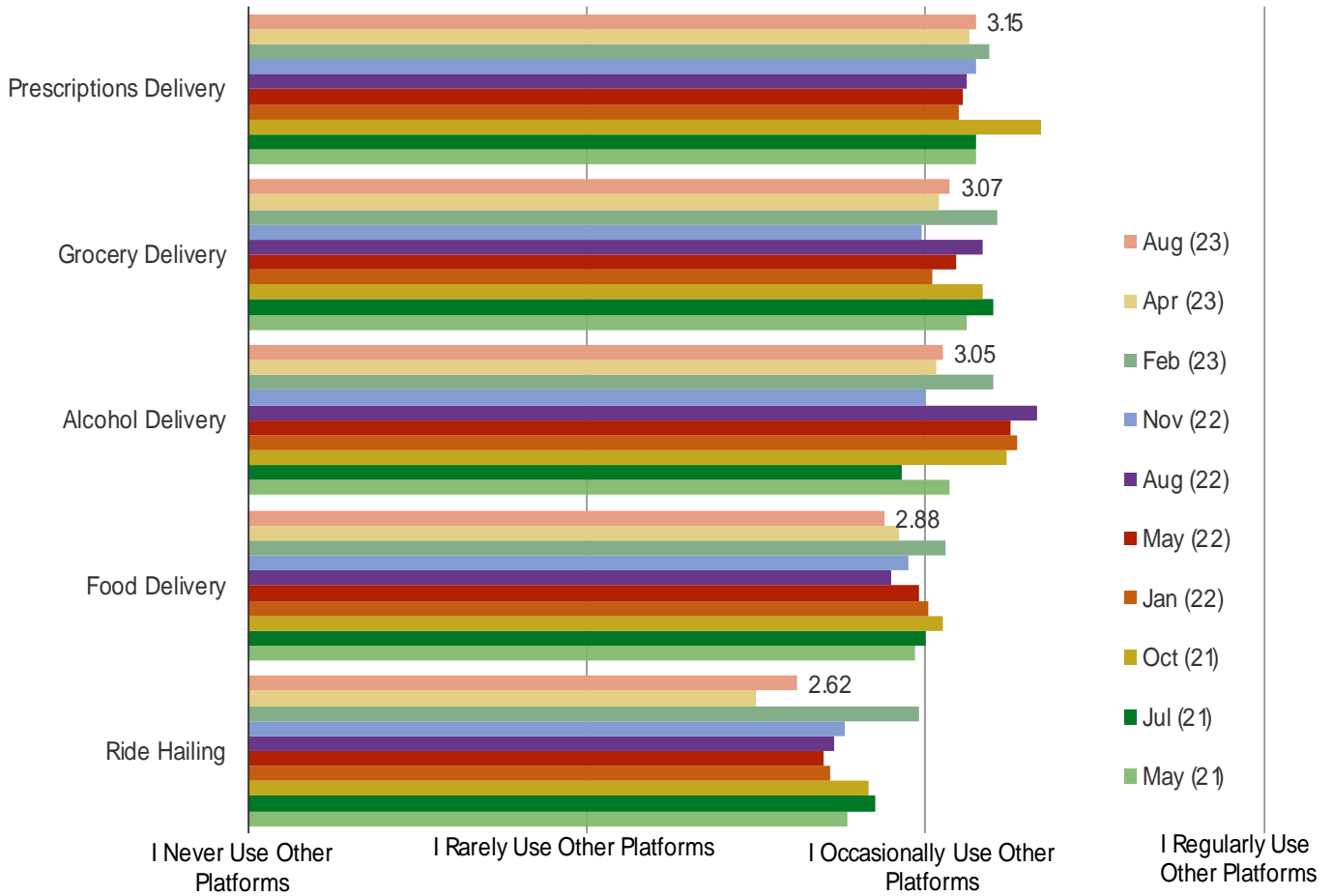
WHICH OF THE FOLLOWING DO YOU USE UBER / UBER EATS FOR?

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



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?

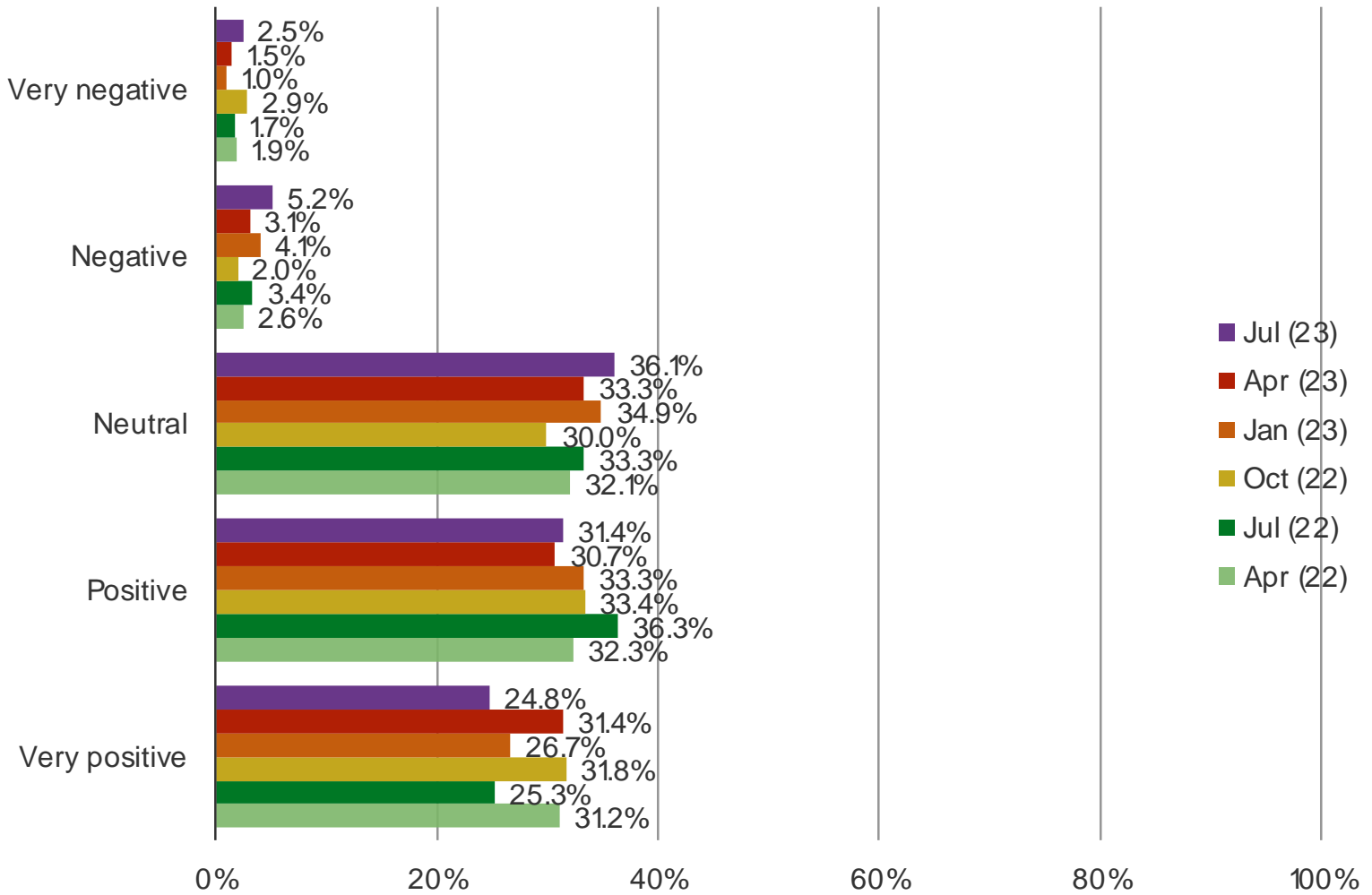
Posed to respondents who have Uber downloaded on their phone.



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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.

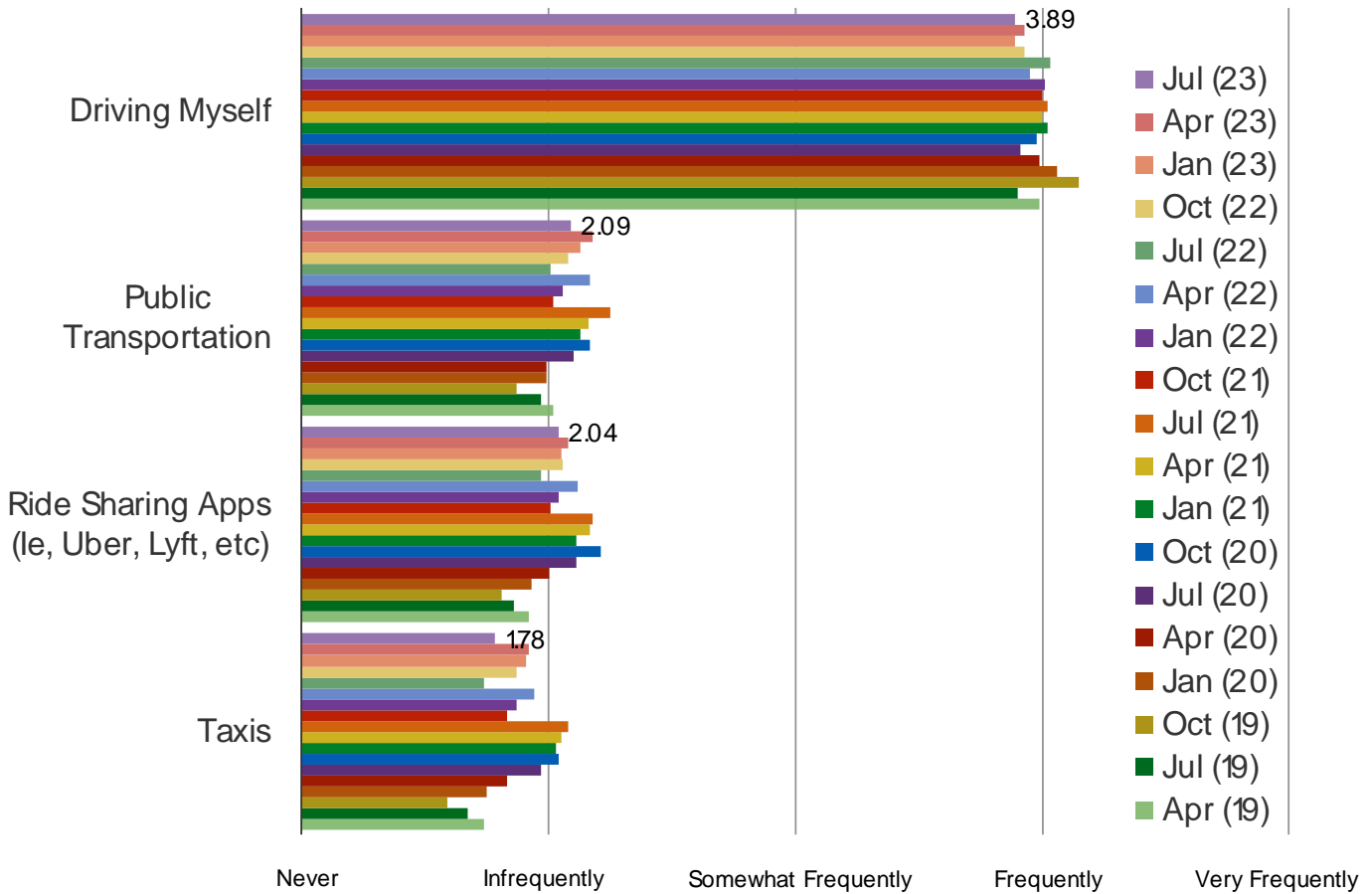


Ride Sharing

GENERAL TRANSPORTATION TREND DATA

HOW OFTEN DO YOU USE THE FOLLOWING FORMS OF TRANSPORTATION?

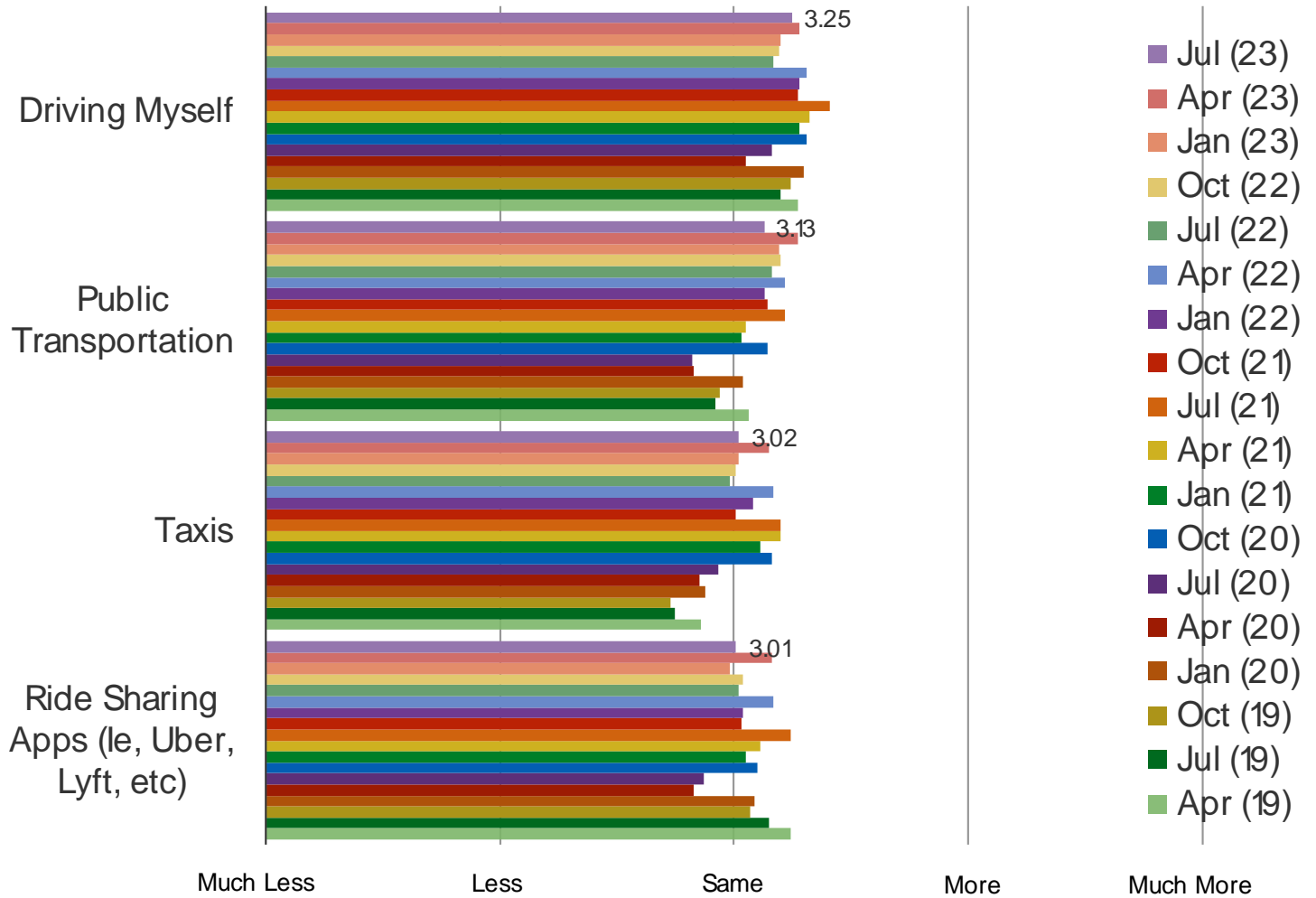
Posed to all respondents.



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

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

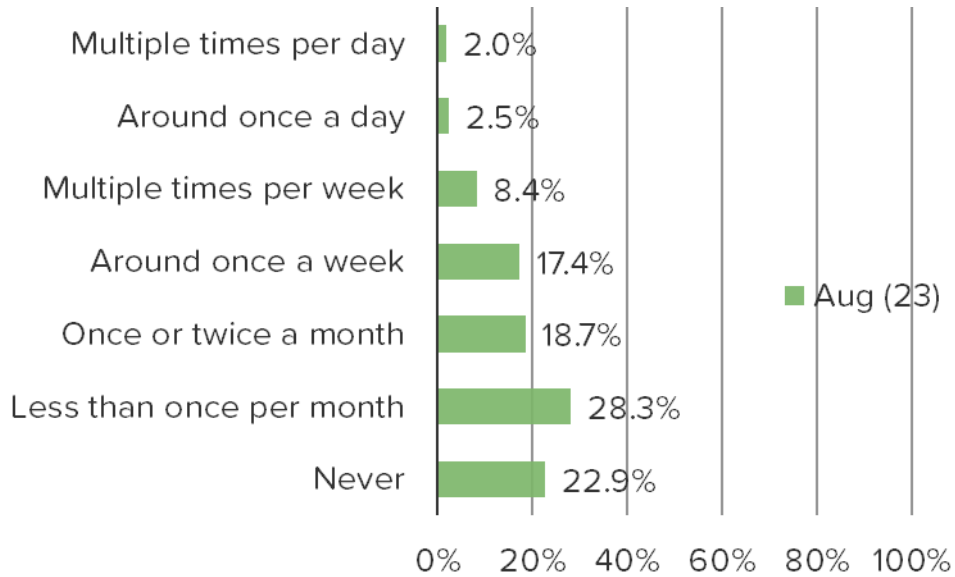


Ride Sharing

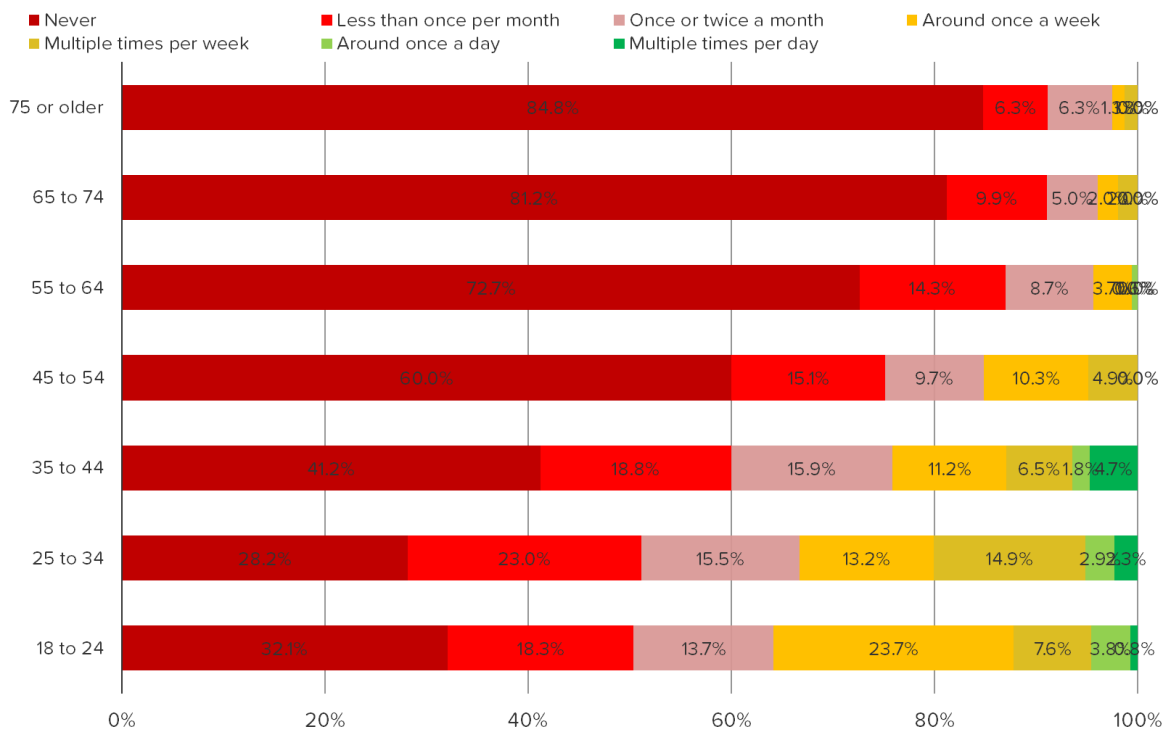
DASHMART / GROCERY AND CONVENIENCE DELIVERY BY THIRD PARTY APPS

HOW OFTEN DO YOU ORDER GROCERIES AND CONVENIENCE ITEMS (SUCH AS SNACKS, ALCOHOL, TOBACCO, TOILETRIES, SWEETS, ETC.) USING A DELIVERY APP (SUCH AS DOORDASH, UBER EATS, GRUBHUB, SEAMLESS, INSTACART, GOPUFF, GETIR, JOKR, DRIZLY, ETC.)?

Cross-Tab: Filtering on DoorDash Users (N = 407)

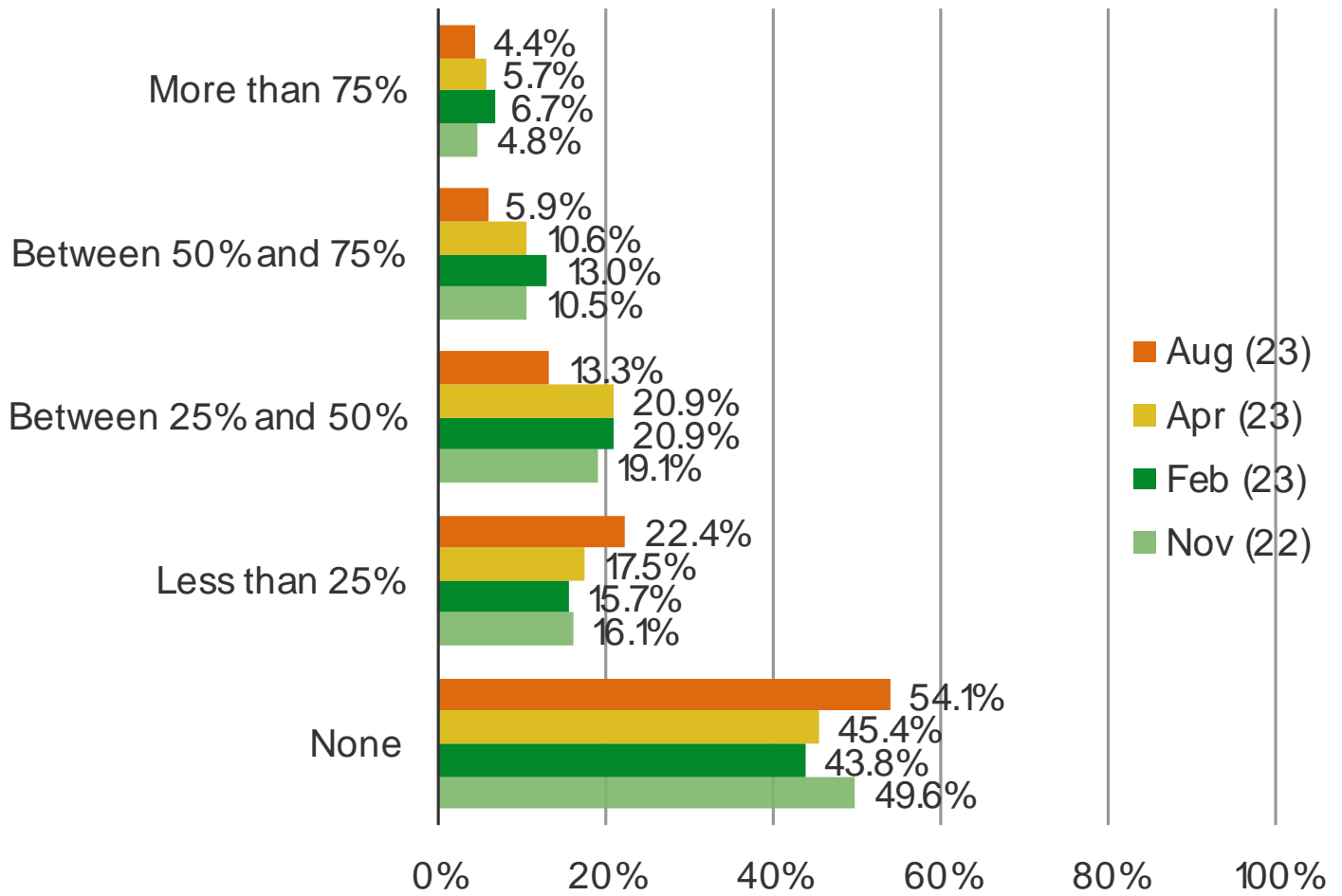


Cross-Tab: Cutting the data by age



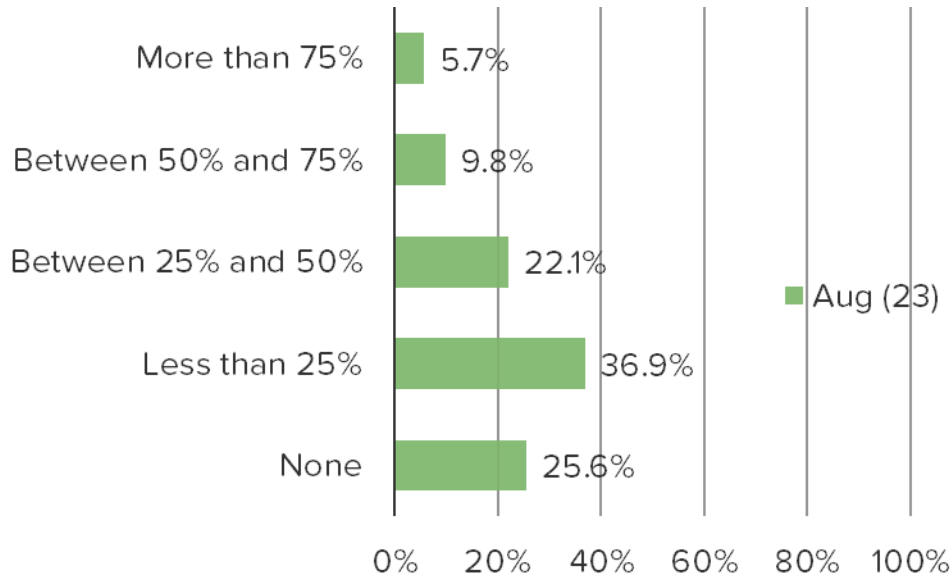
HOW MUCH OF YOUR TOTAL GROCERY AND CONVENIENCE SPEND TAKES PLACE THROUGH DELIVERY APPS TODAY?

Posed to all respondents.

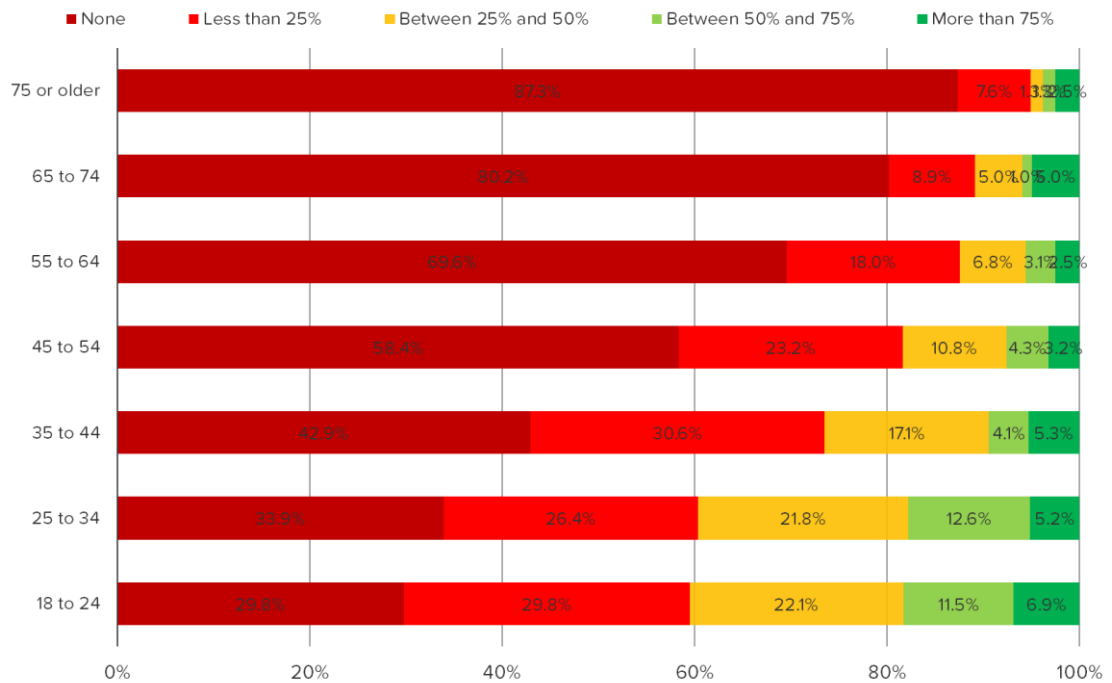


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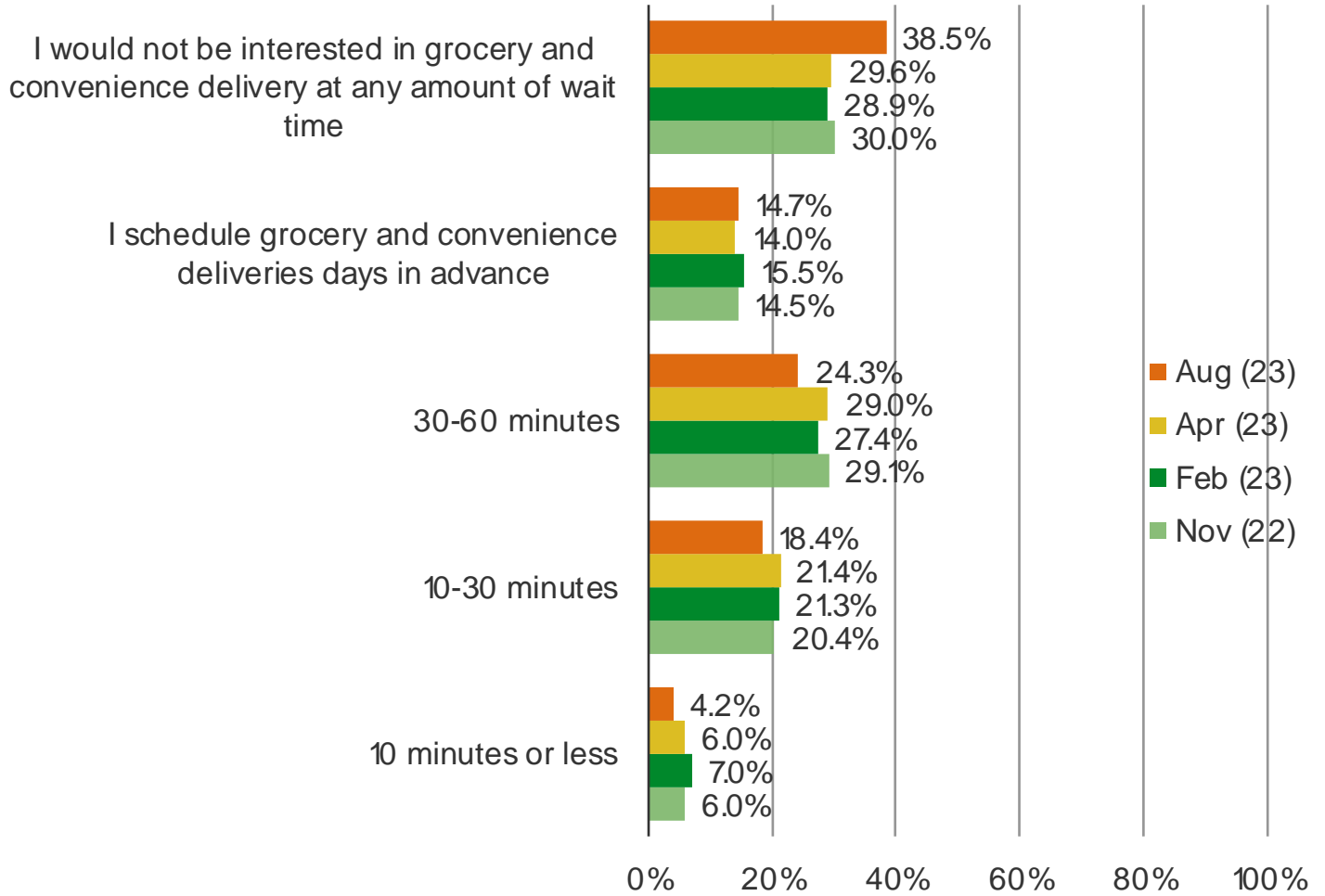


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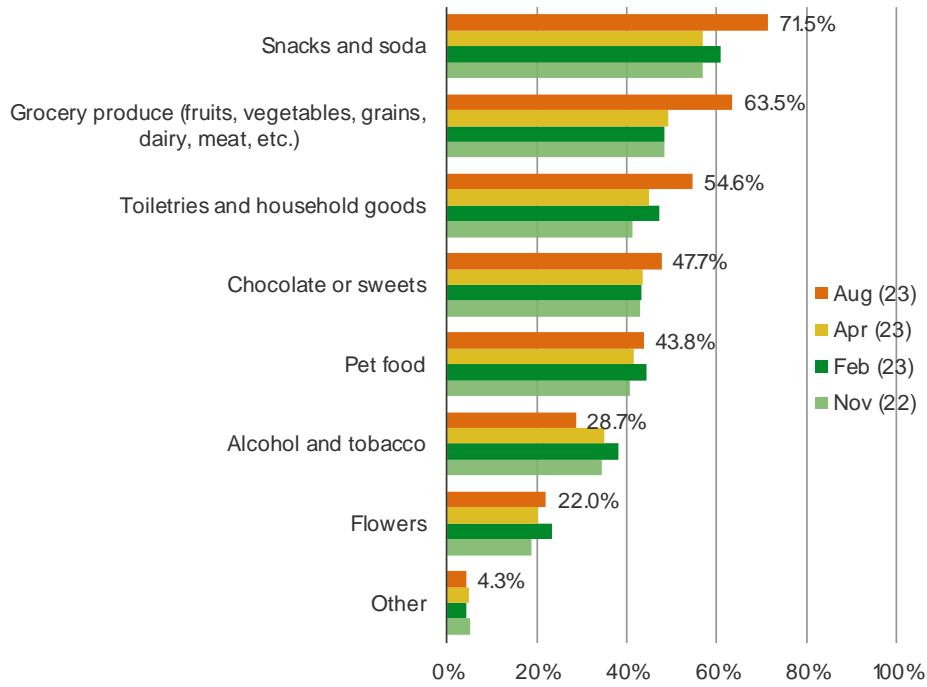
WHAT IS THE LONGEST AMOUNT OF TIME YOU WOULD BE WILLING TO WAIT FOR GROCERY AND CONVENIENCE DELIVERY?

Posed to all respondents.



WHAT TYPES OF CONVENIENCE AND GROCERY ITEMS ARE YOU WILLING TO PURCHASE VIA DELIVERY? SELECT ALL THAT APPLY.

Posed to all respondents who order groceries and convenience items using a delivery app more often than never.



Cross-Tab: Power Users – ie, uses food delivery apps for grocery or convenience 1+ times per week

