

# Bespoke Survey Research

November 2023

## Ride Sharing and Food Delivery

Volume 18 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: UBER, LYFT, DASH.

### KPIs and Key questions

1. Uber ride sharing usage has improved more recently while Lyft usage has been more flat.
2. Consumers offer a favorable opinion of the ride sharing experience (for both Uber and Lyft). Despite them being more likely than not to think prices have increased, their satisfaction with value to price has been favorable and consistent.
3. Uber user loyalty for both ride sharing and food delivery has improved sequentially.
4. DoorDash leads other platforms we ask about when it comes to consumer opinions.

### Noteworthy Stats:

**70.7%** Of Uber users use it for food delivery.

**47.3%** Of Uber users use it for ride hailing.

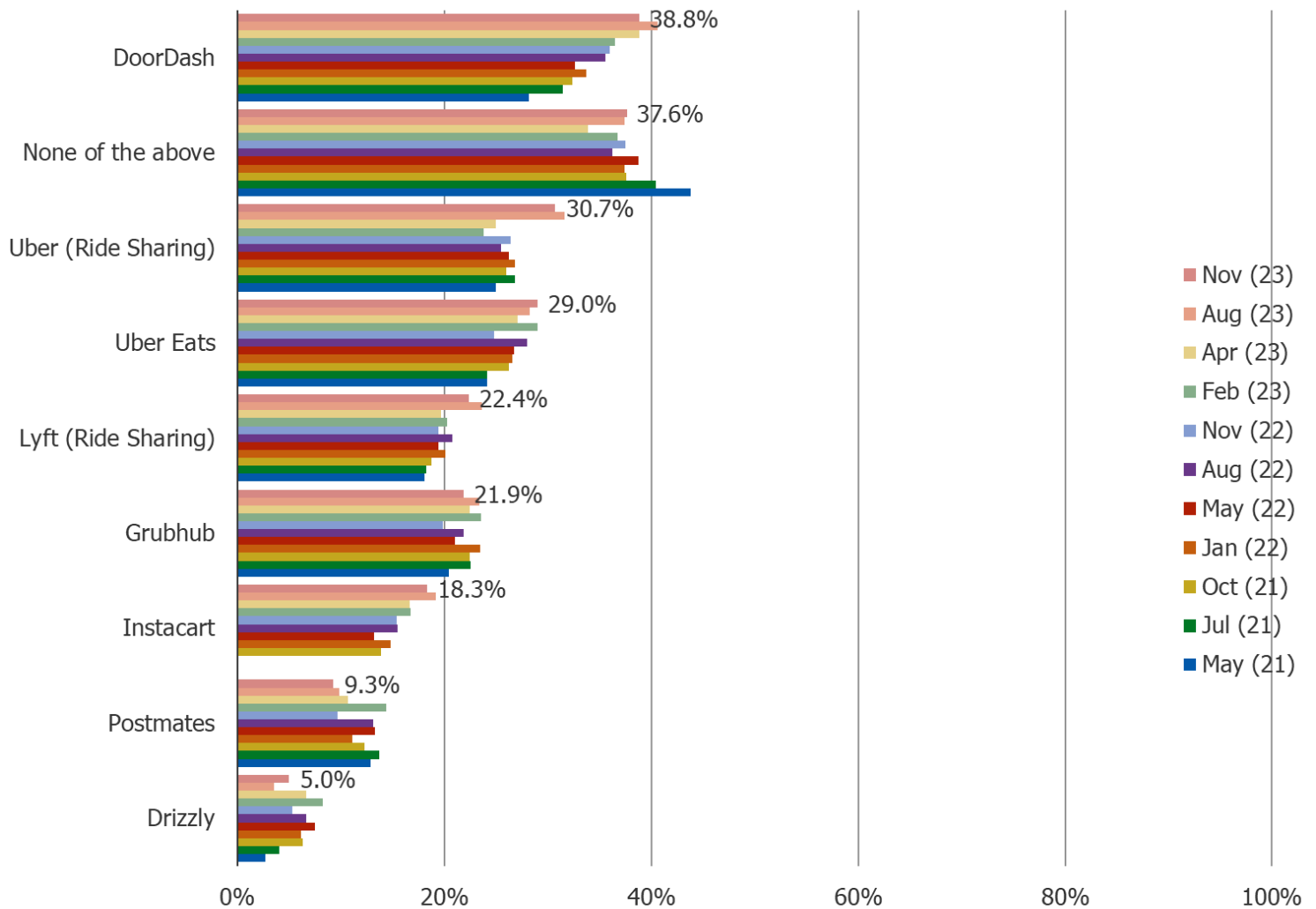
**17.5%** Of DoorDash users order groceries and convenience items using delivery apps once or twice a month.

Ride Sharing

## PLATFORM DYNAMICS

HAVE YOU EVER USED ANY OF THE FOLLOWING APPS/PLATFORMS? SELECT ALL THAT APPLY

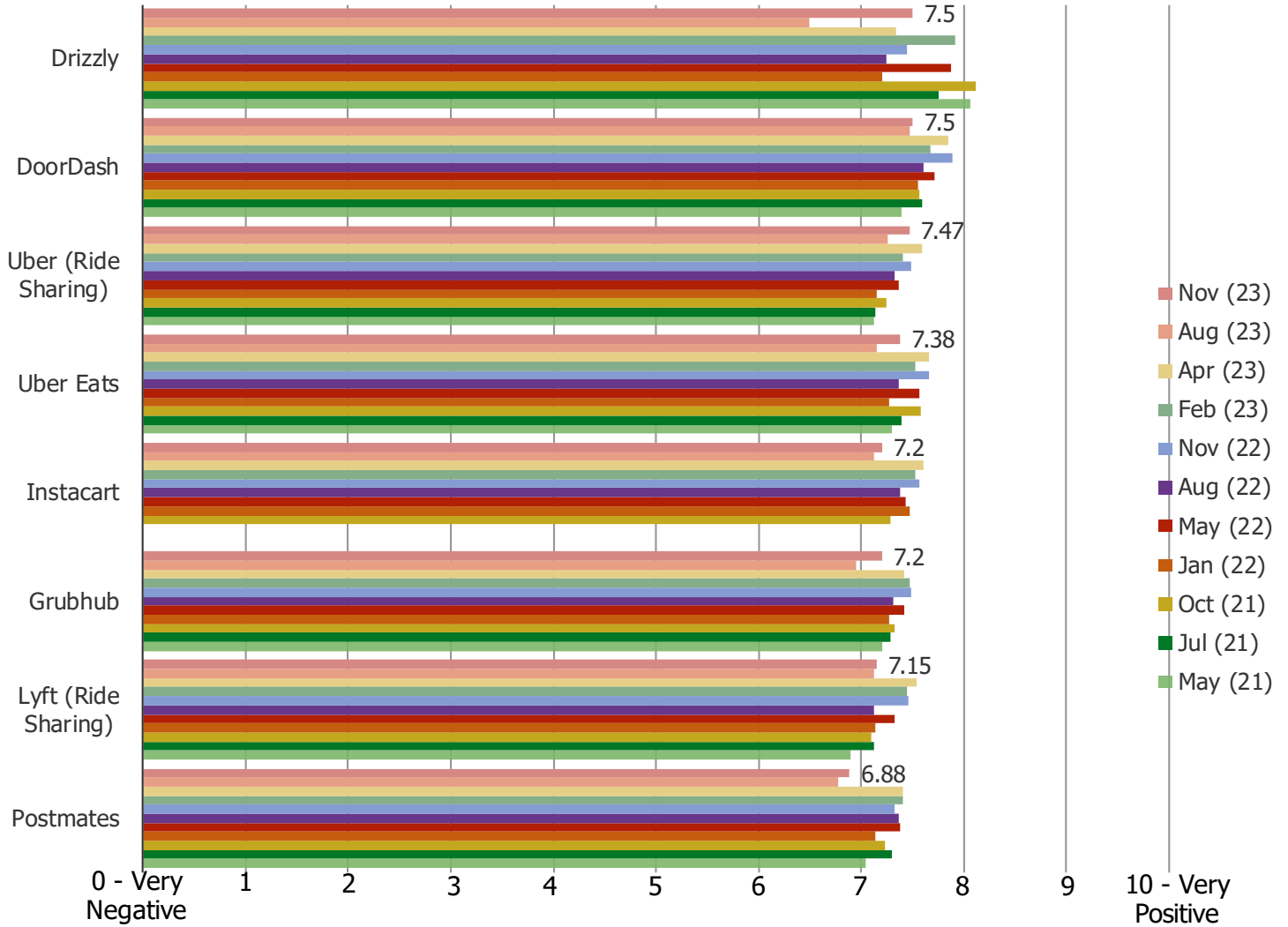
Posed to all respondents...



Ride Sharing

WHAT IS YOUR OPINION OF EACH OF THE FOLLOWING?

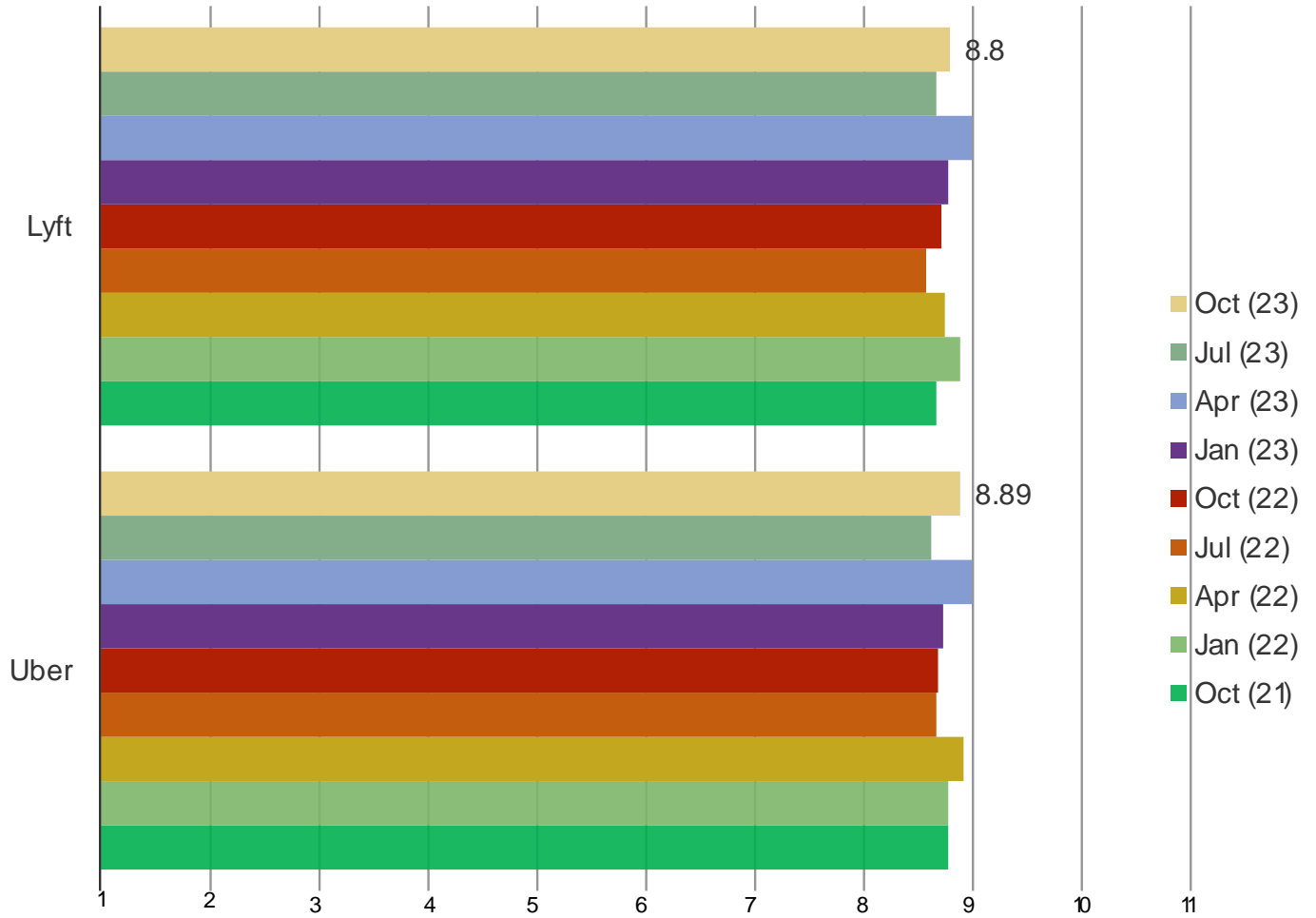
Posed to respondents who are aware of each of the following.



Ride Sharing

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

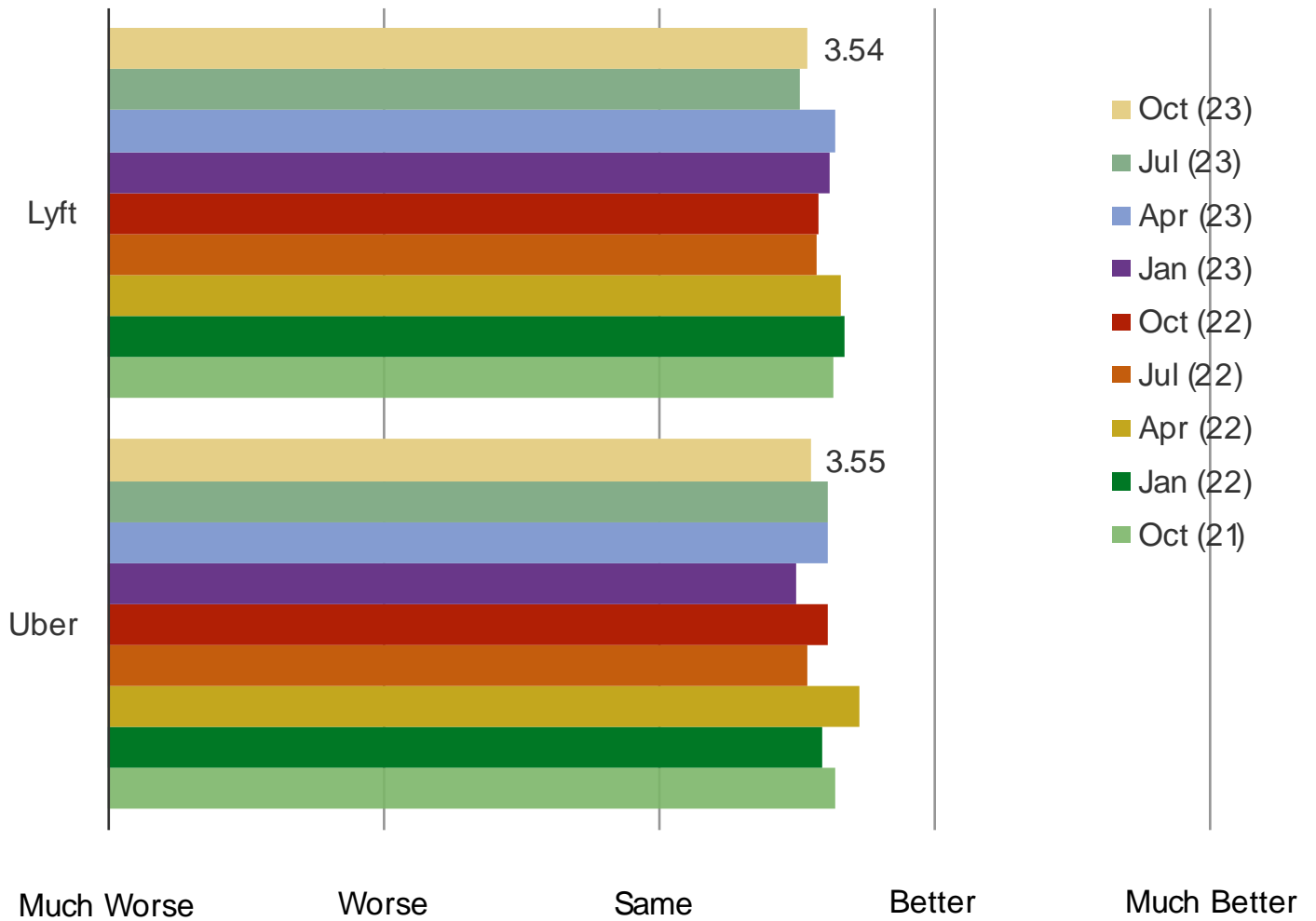
Posed to respondents who have the following downloaded on their phone.



# Ride Sharing

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

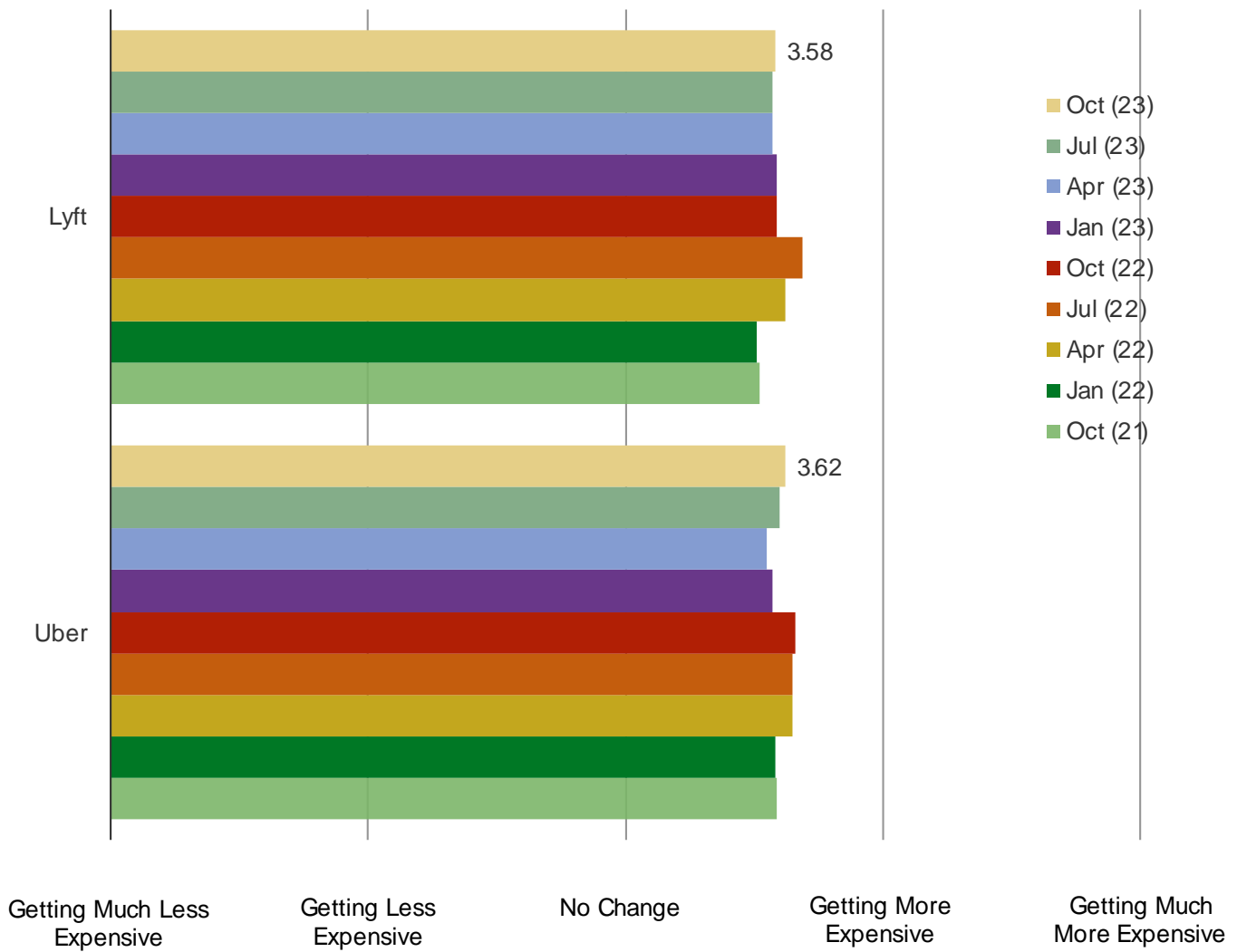
Posed to respondents who have the following downloaded on their phone.



Ride Sharing

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

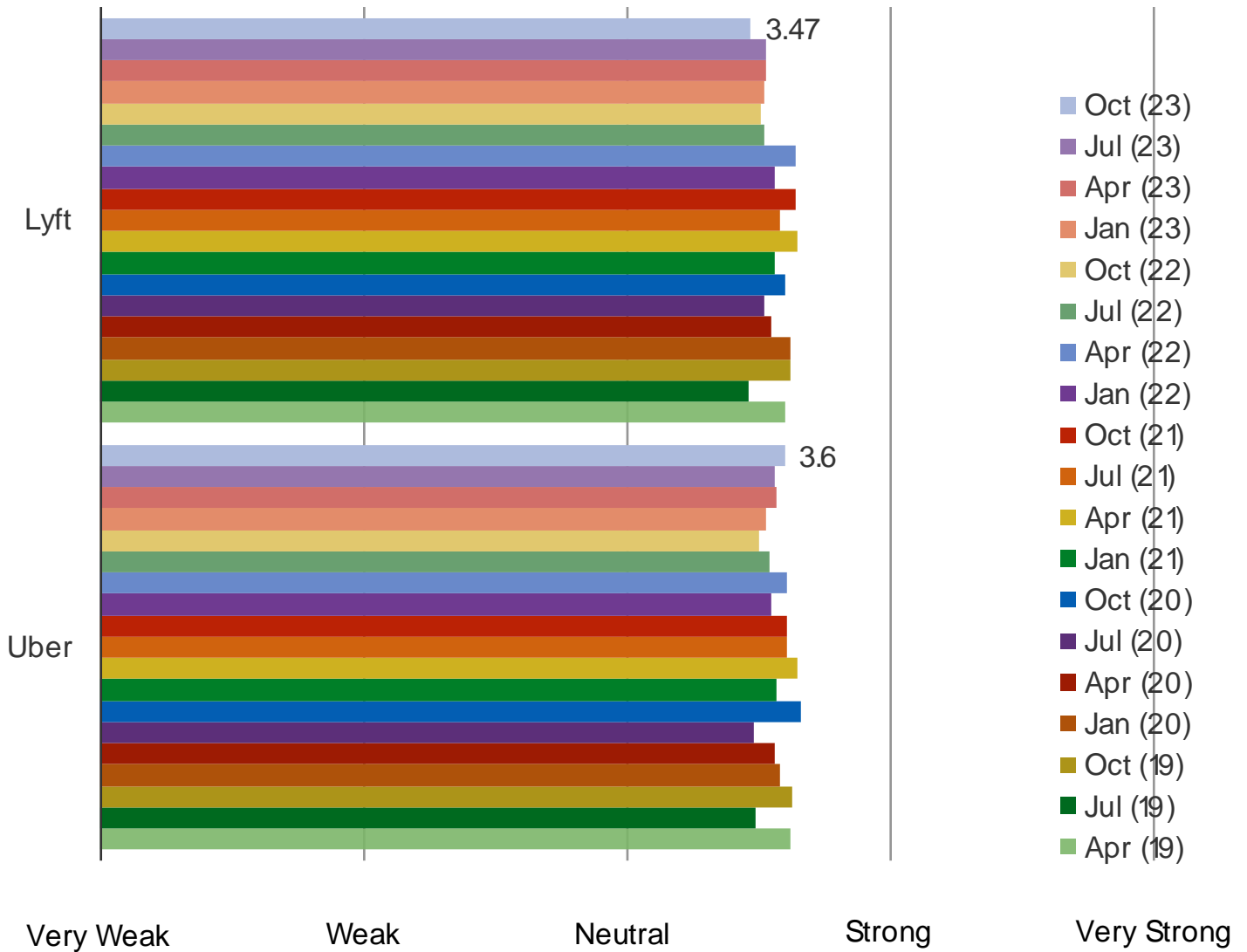
Posed to respondents who have the following downloaded on their phone.



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.

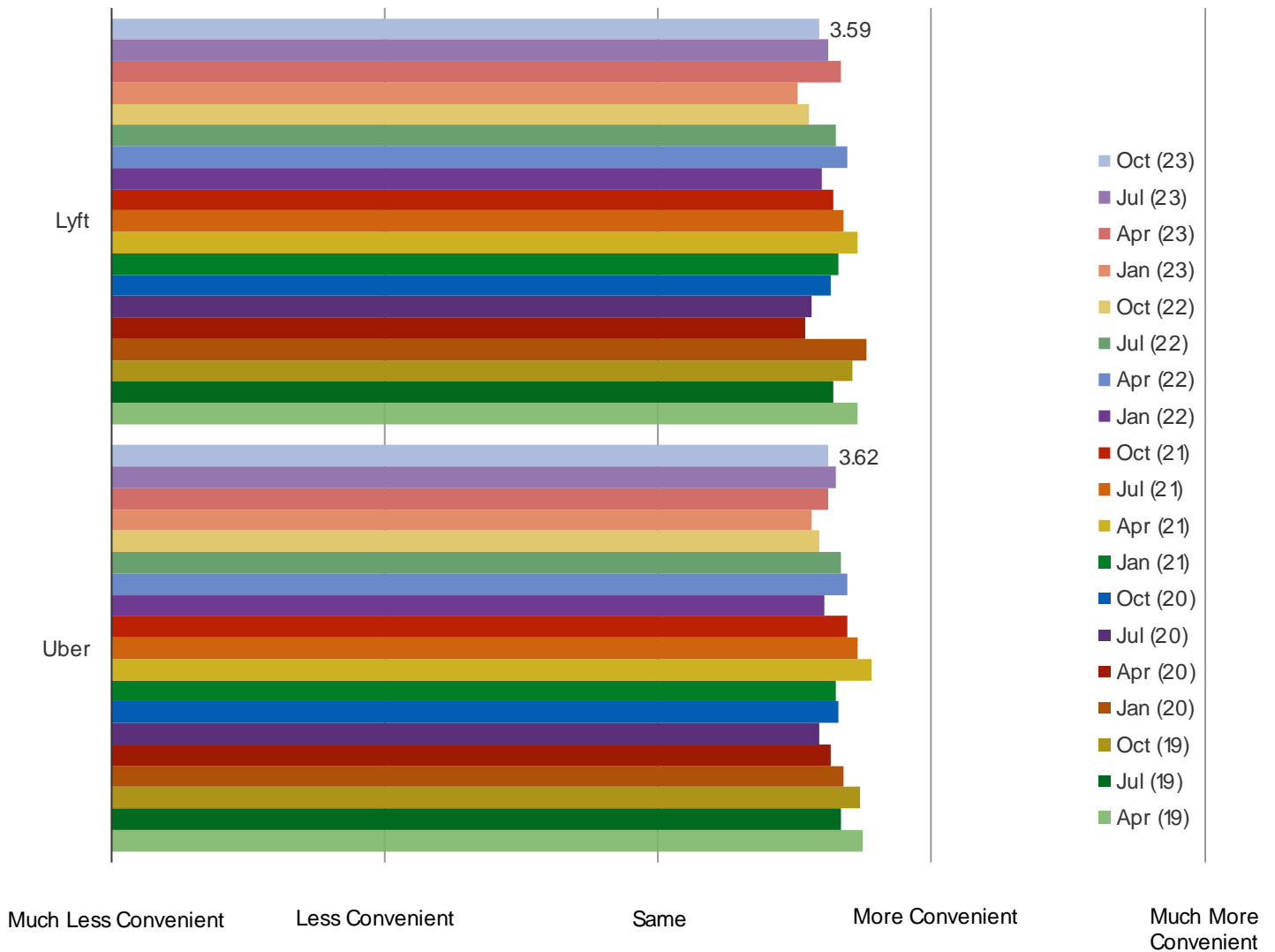




Ride Sharing

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

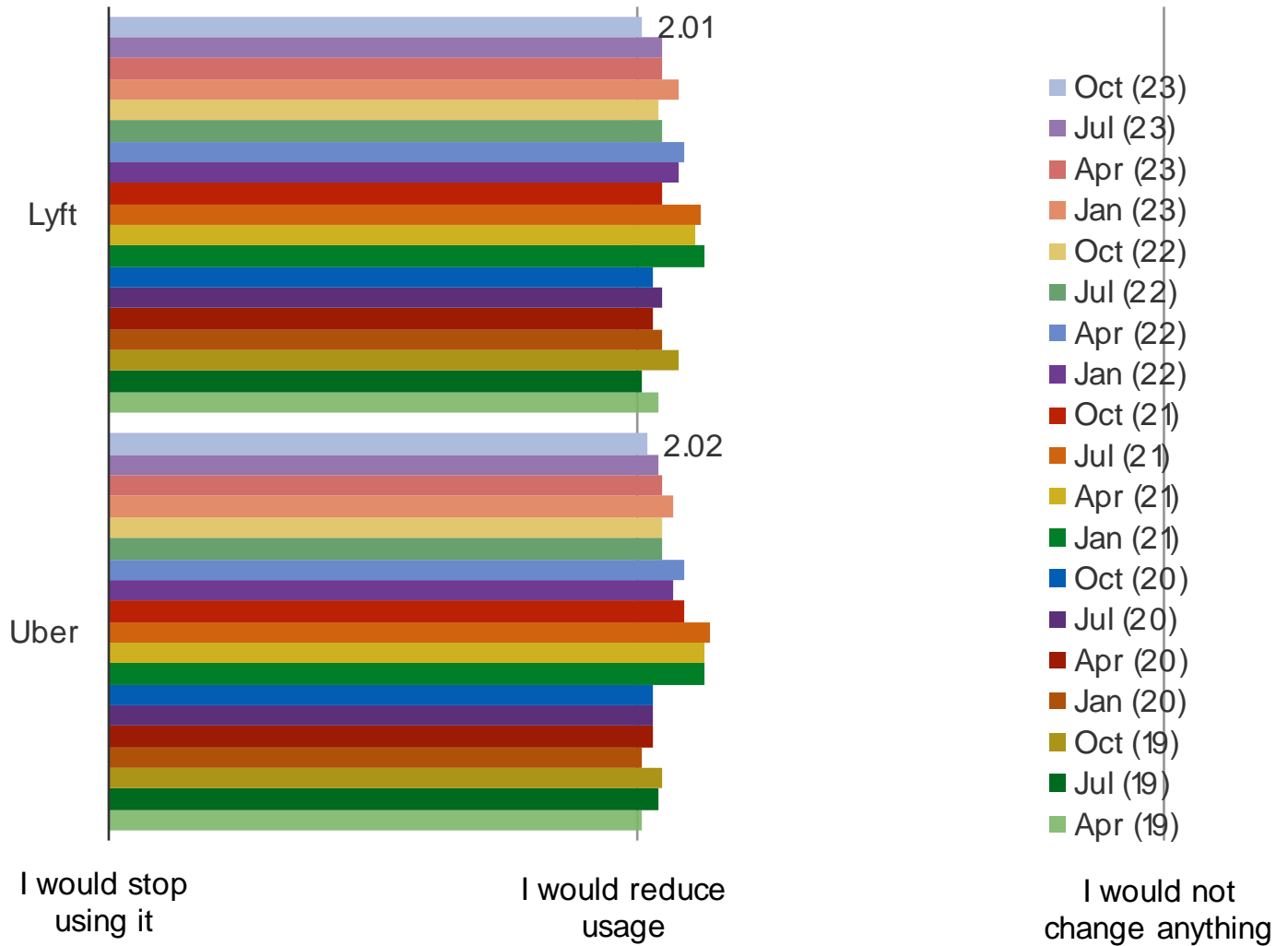
Posed to respondents who use each of the following more often than never.



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.

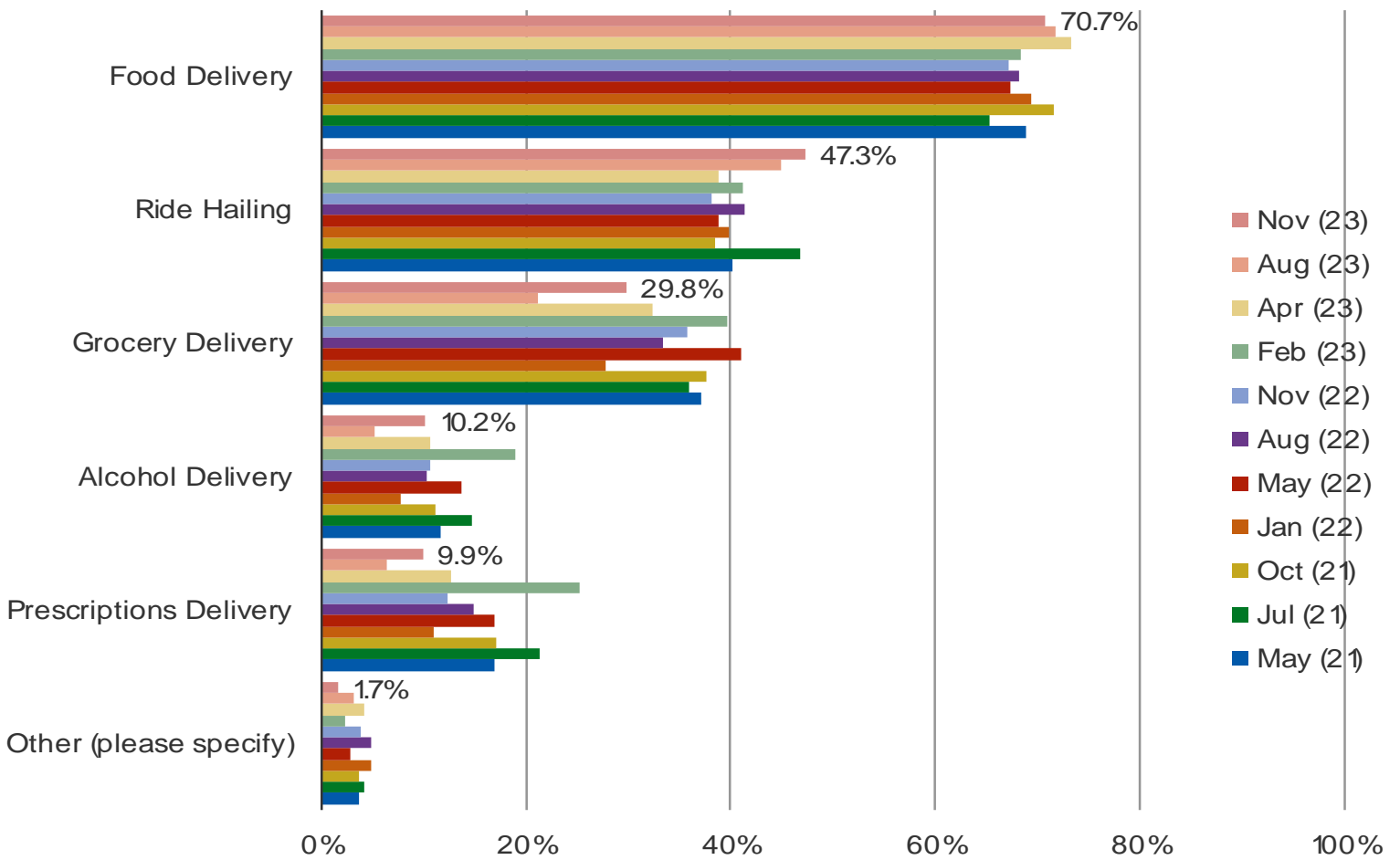


Ride Sharing

## UBER PLATFORM SPECIFIC

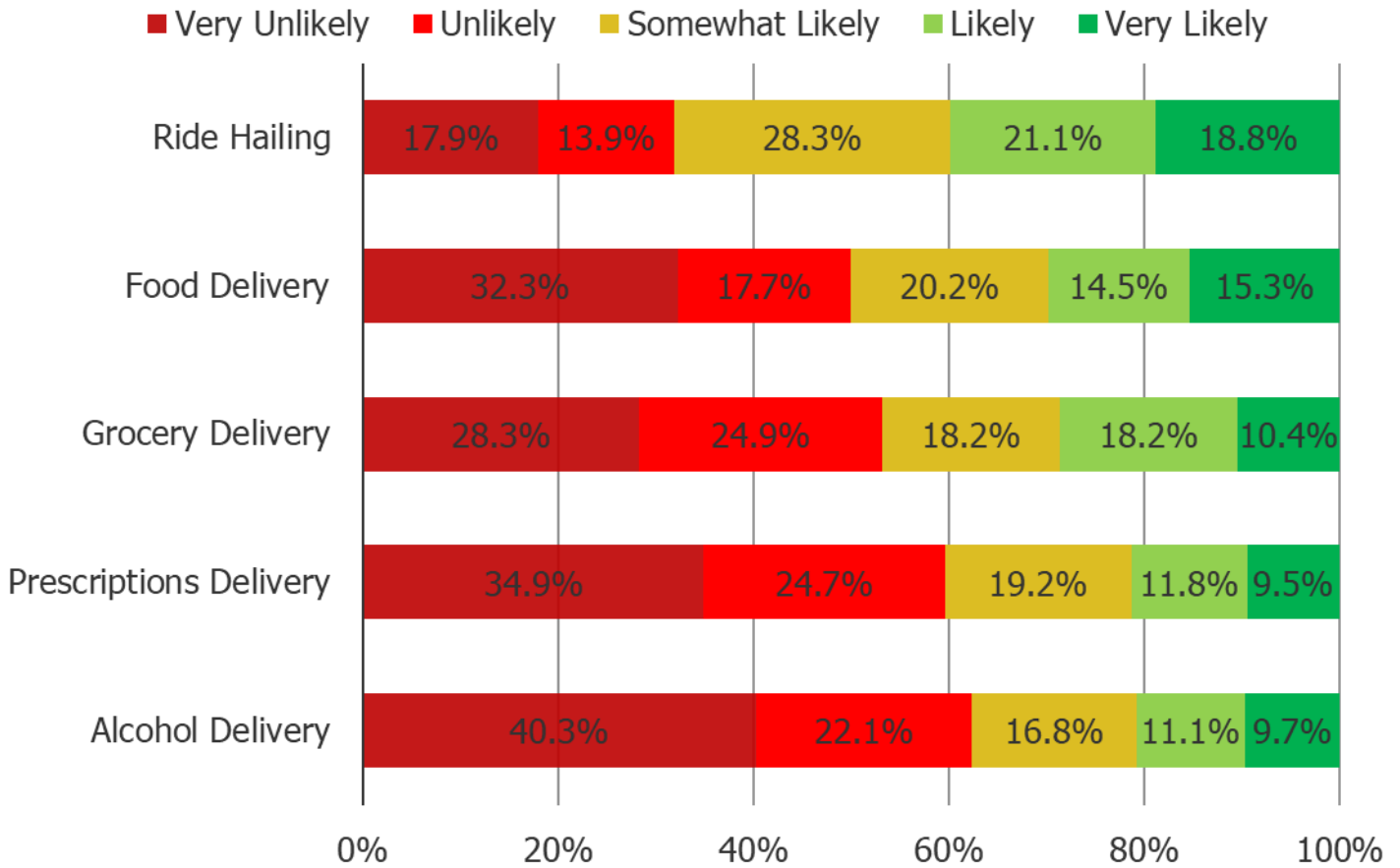
WHICH OF THE FOLLOWING DO YOU USE UBER / UBER EATS FOR?

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



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

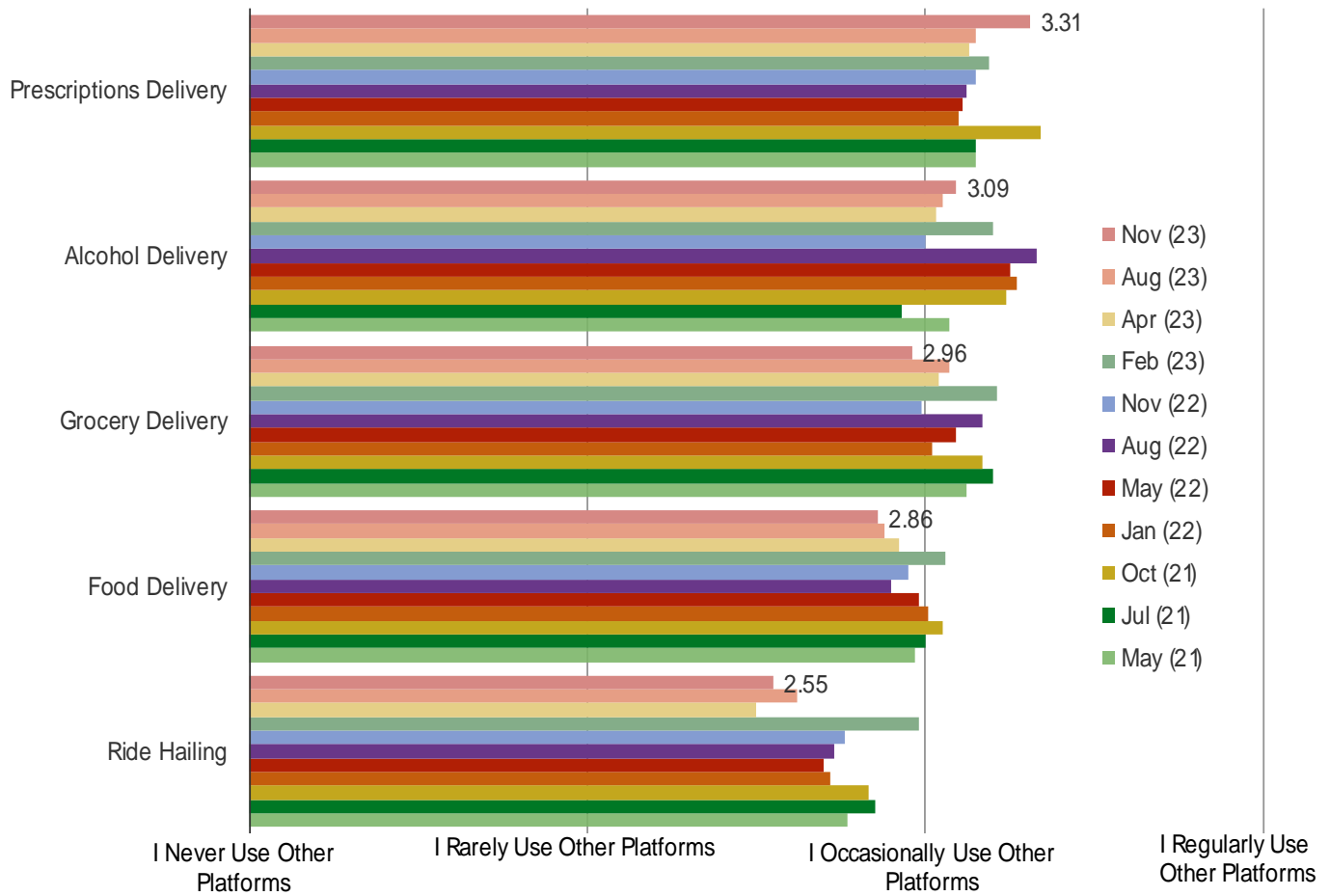
Posed to respondents who have used Uber and/or Uber Eats but do not use Uber for each of the following currently....



	N =
Alcohol Delivery	380
Prescriptions Delivery	381
Grocery Delivery	297
Food Delivery	124
Ride Hailing	223

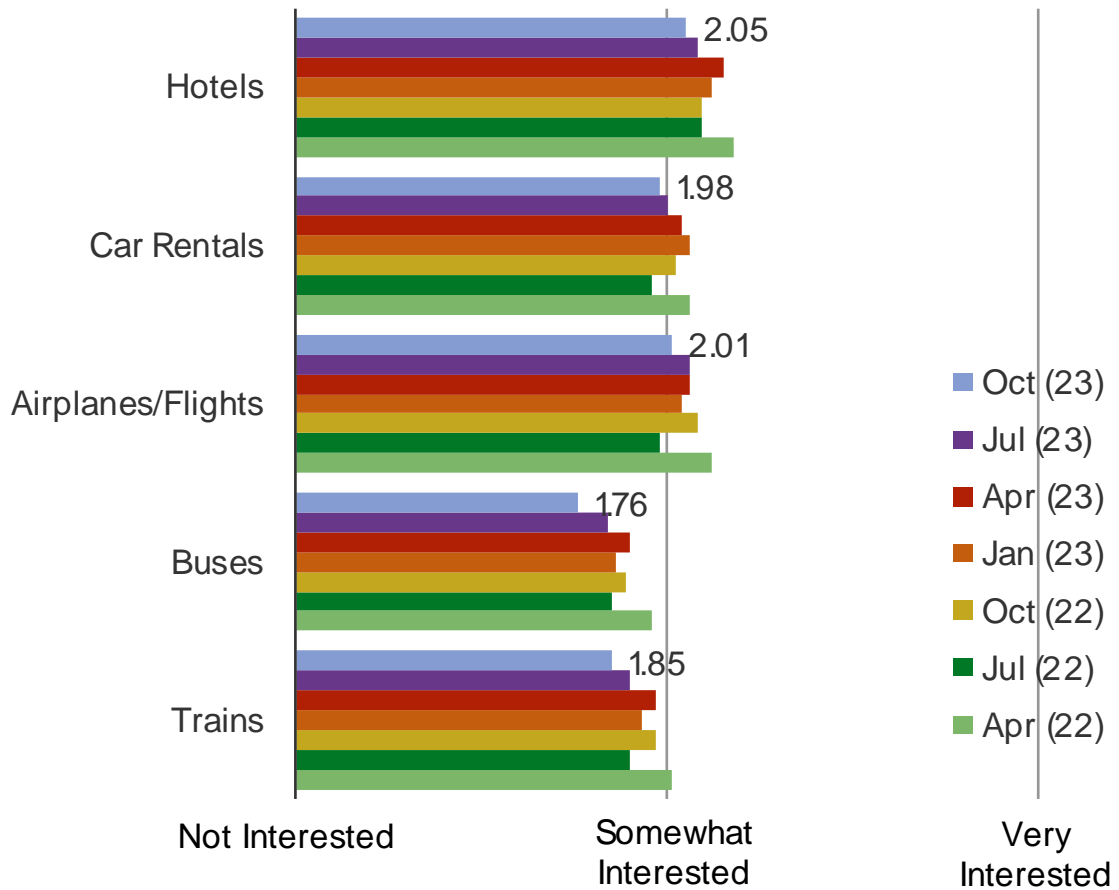
HOW LOYAL ARE YOU TO UBER / UBER EATS FOR THE FOLLOWING?

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



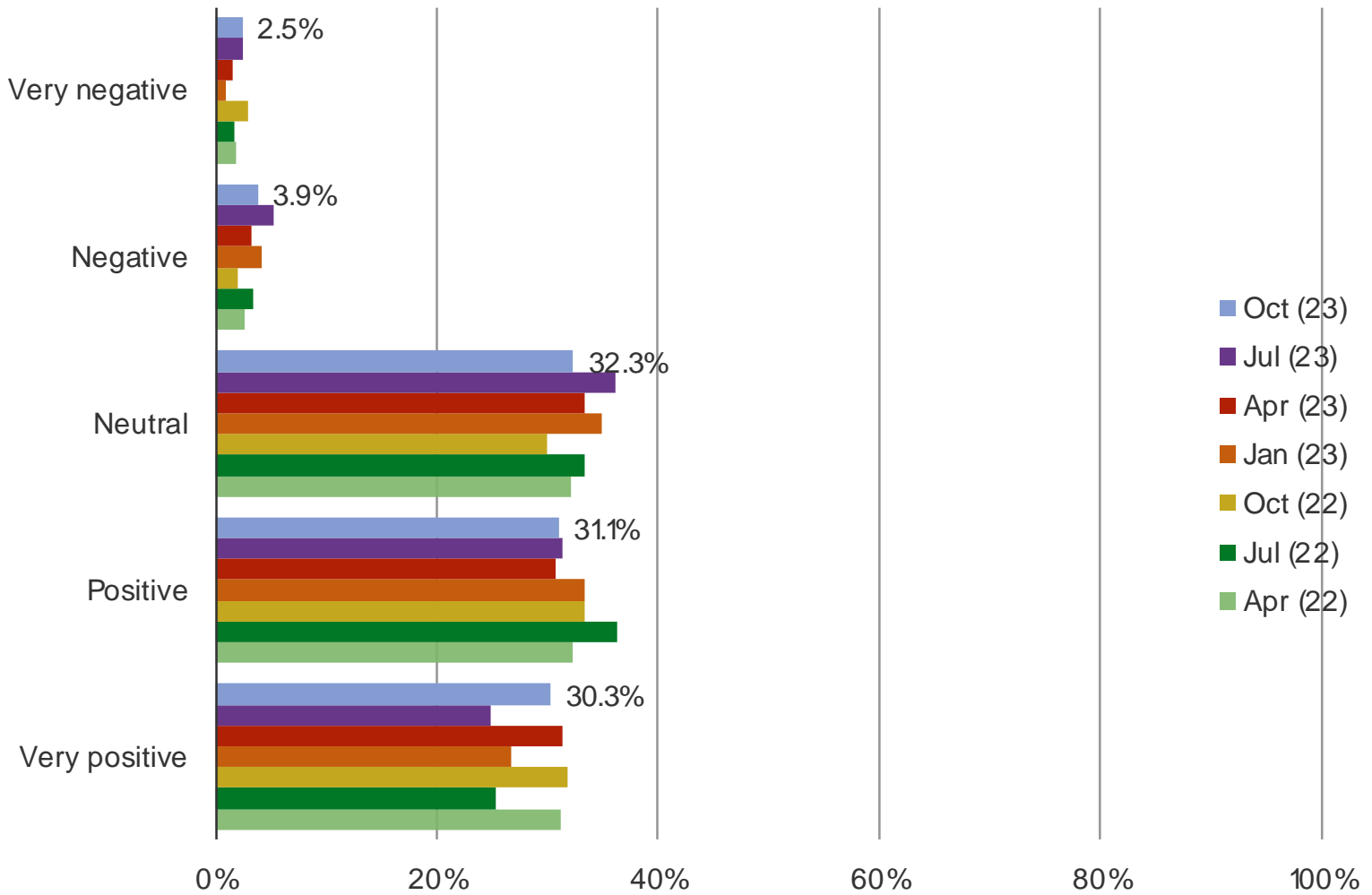
HOW INTERESTED WOULD YOU BE IN UTILIZING THE UBER APP TO BOOK THE FOLLOWING TYPES OF TRAVEL OFFERED THROUGH THIRD PARTIES?

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.



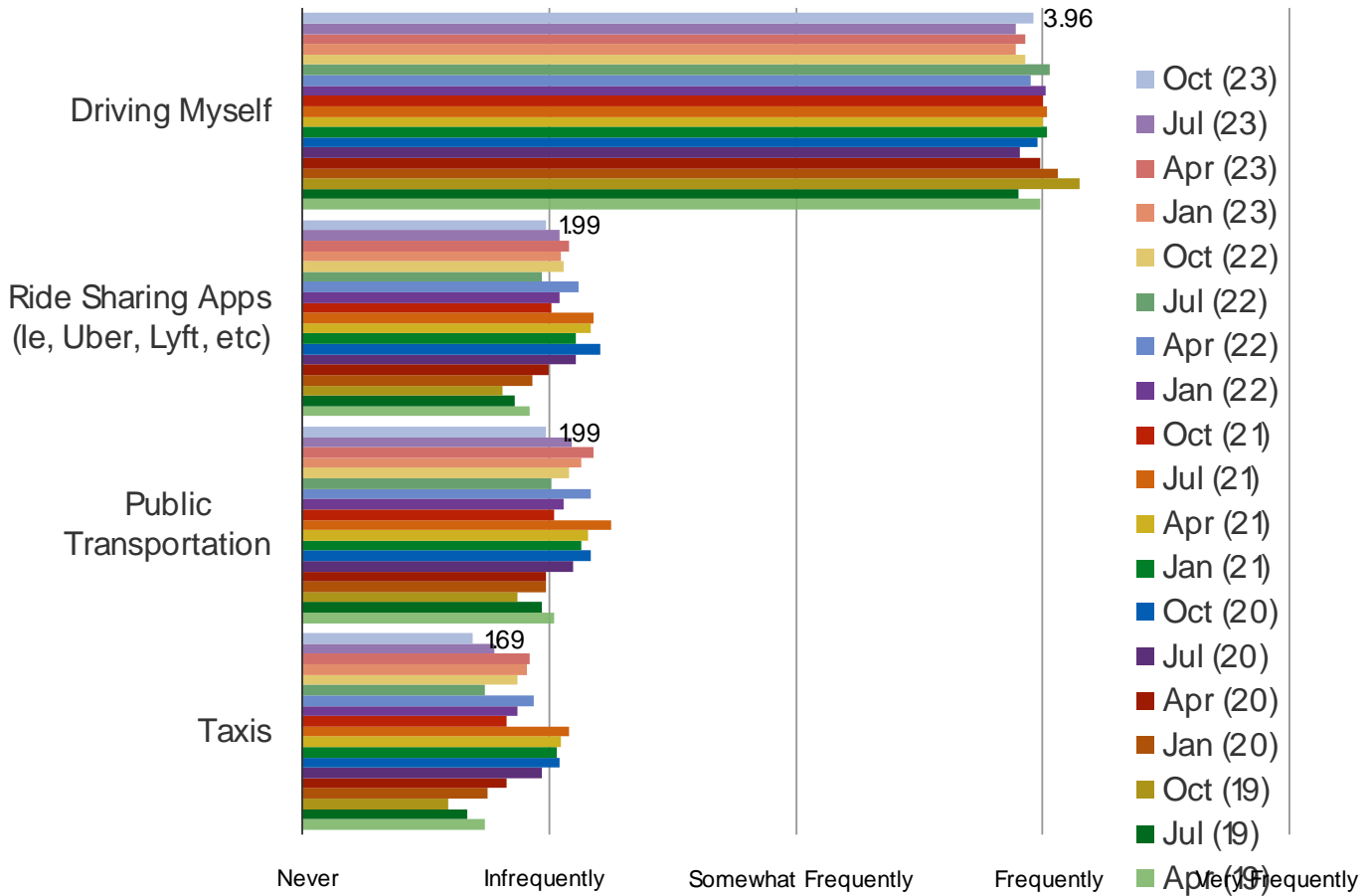


Ride Sharing

## GENERAL TRANSPORTATION TREND DATA

HOW OFTEN DO YOU USE THE FOLLOWING FORMS OF TRANSPORTATION?

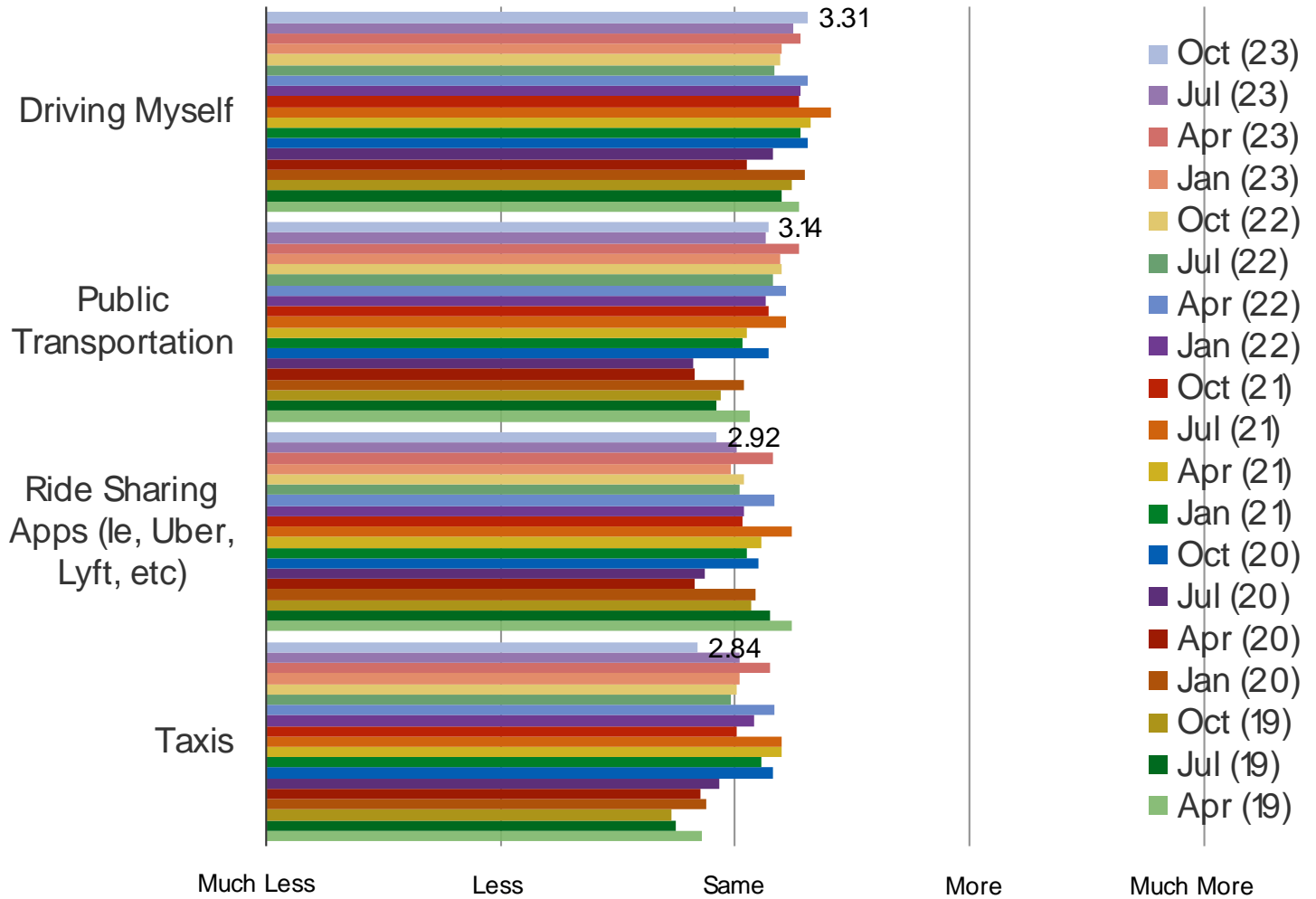
Posed to all respondents.



Ride Sharing

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).



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:



Taxis:

Ride Sharing:



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

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

Public Transportation:

Driving Myself:



Taxis:

Ride Sharing:

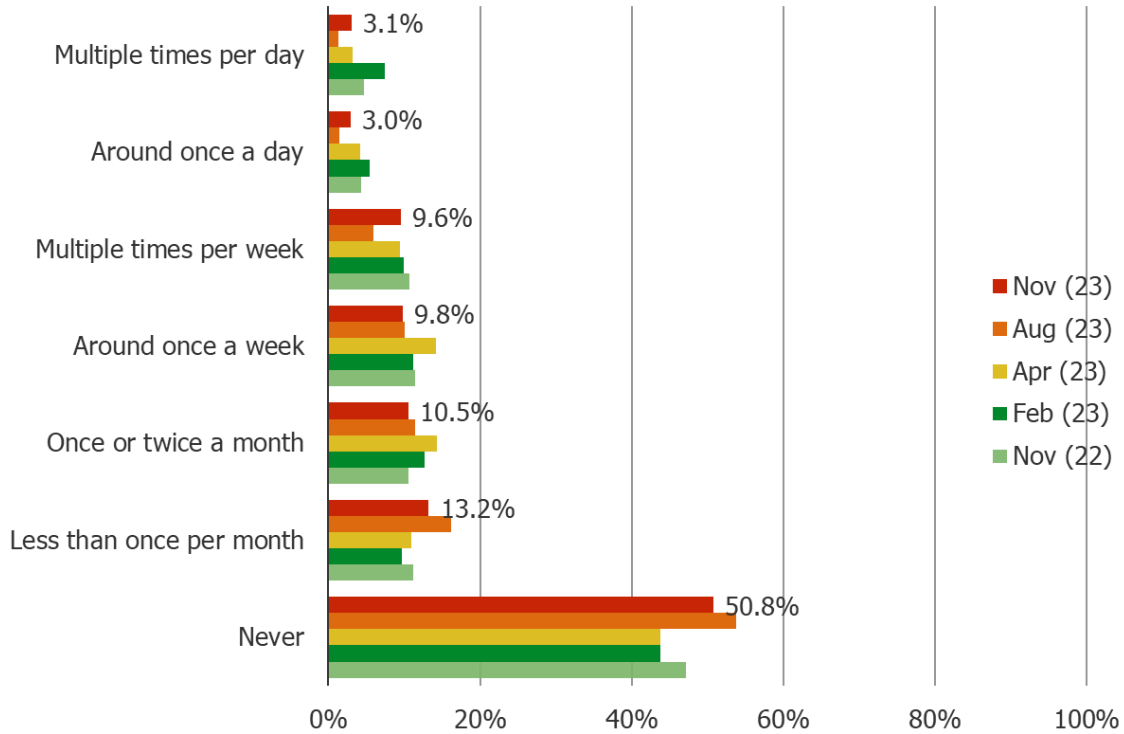


Ride Sharing

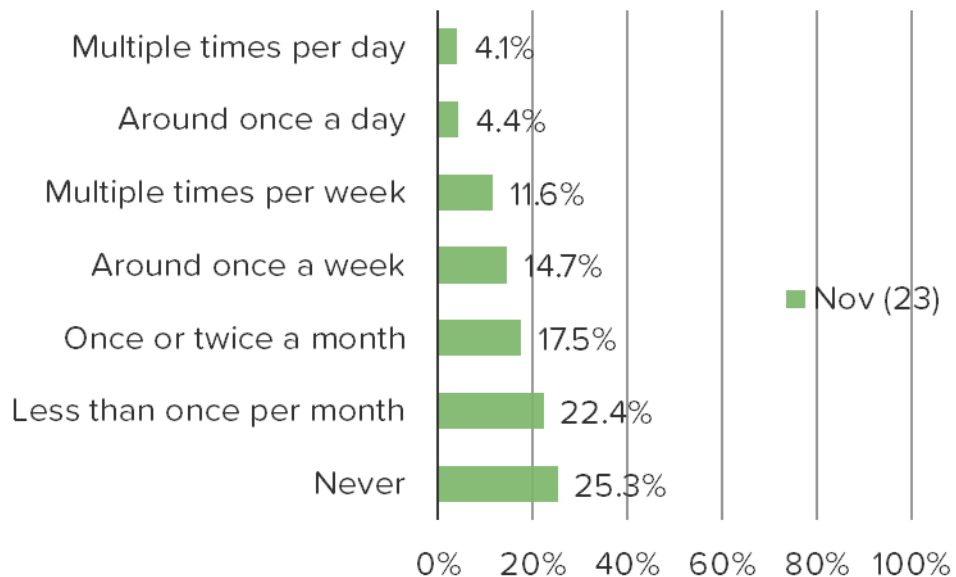
# DASHMART / GROCERY AND CONVENIENCE DELIVERY BY THIRD PARTY APPS

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.)?

Posed to all respondents...

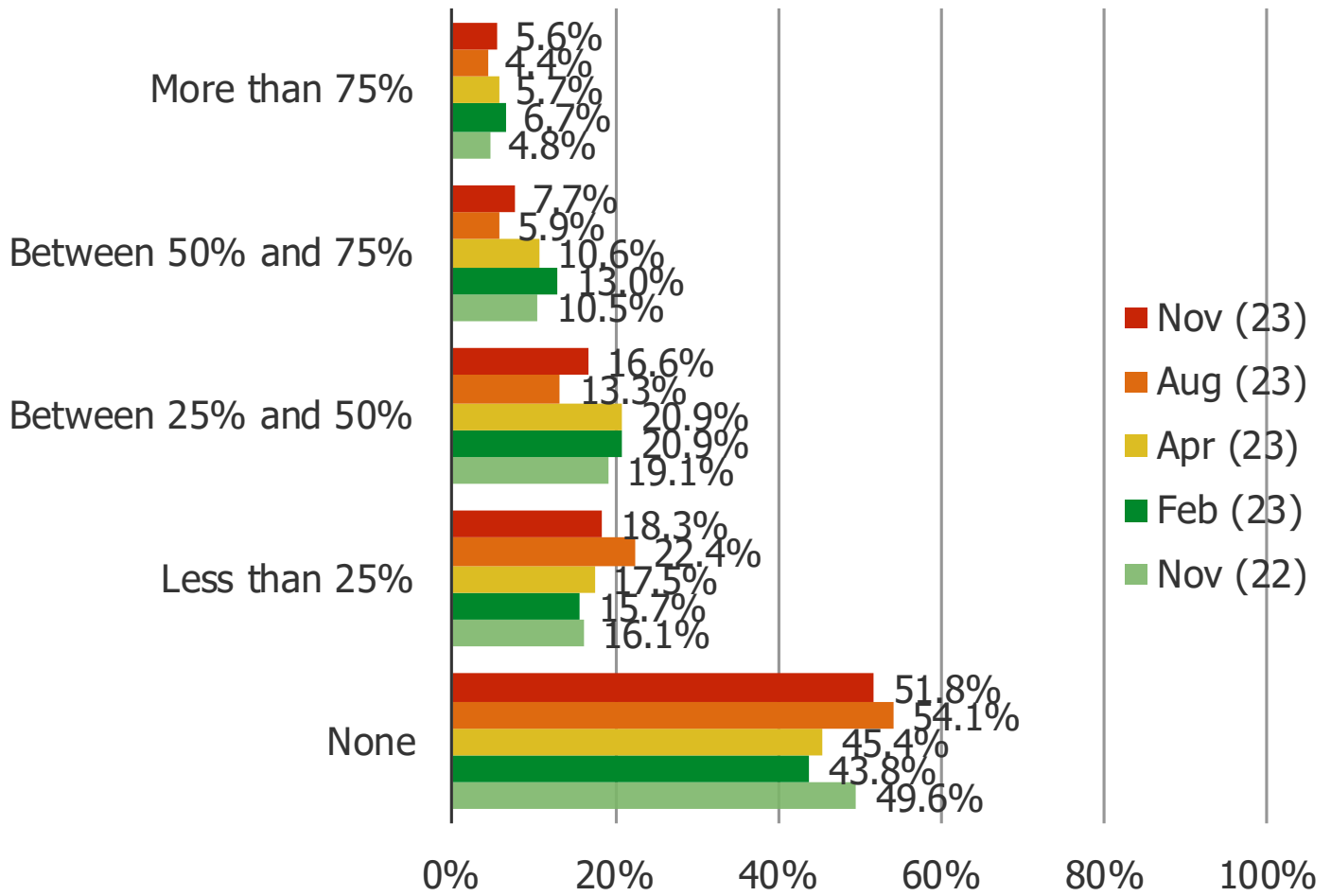


Cross-Tab: Filtering on DoorDash Users (N = 388)



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

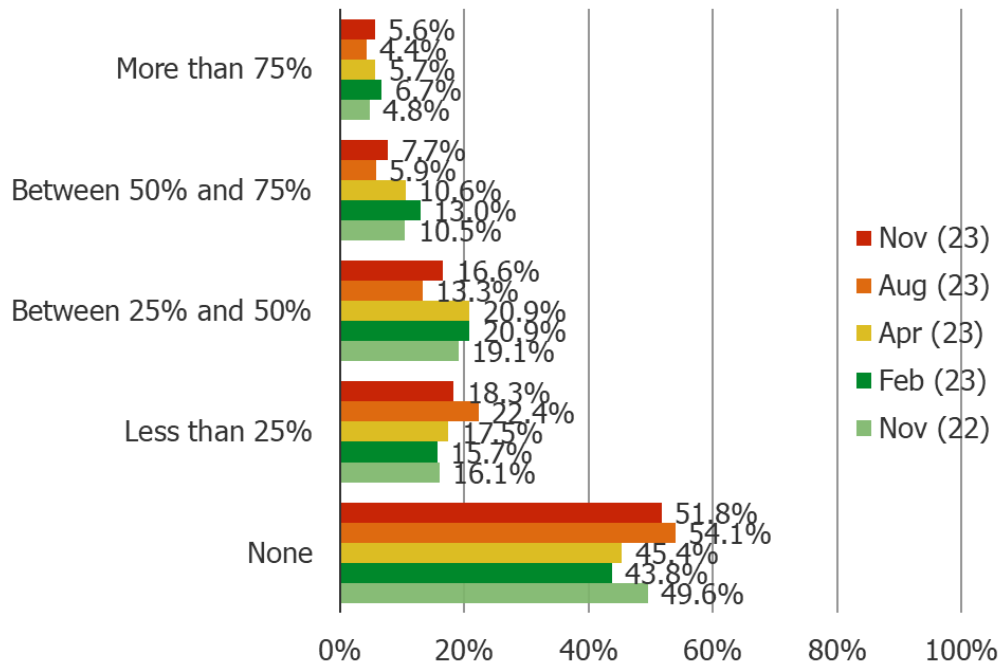
Posed to all respondents.



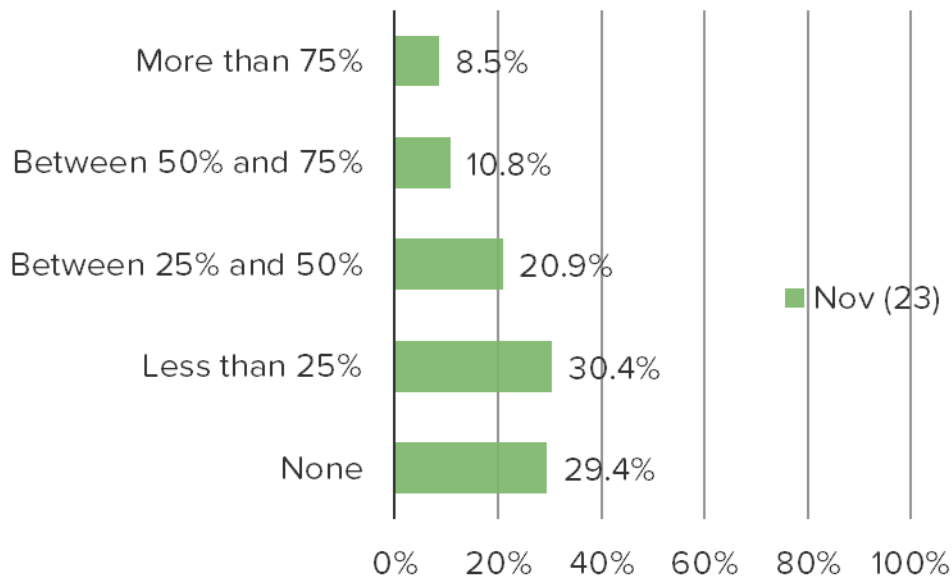


HOW MUCH OF YOUR TOTAL GROCERY AND CONVENIENCE SPEND TAKES PLACE THROUGH DELIVERY APPS TODAY?

Posed to all respondents...

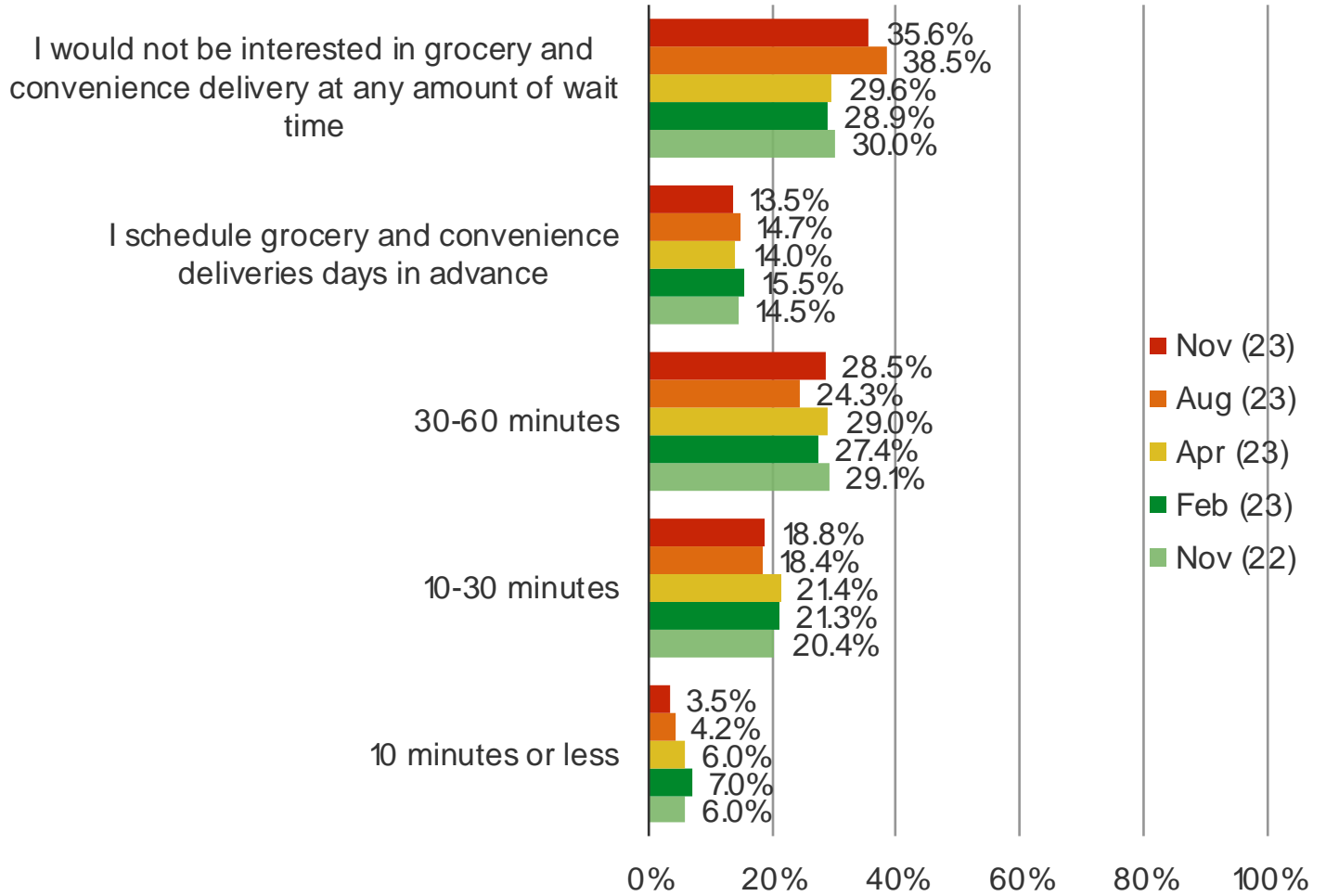


Cross-Tab: Filtering on DoorDash Users (N = 388)



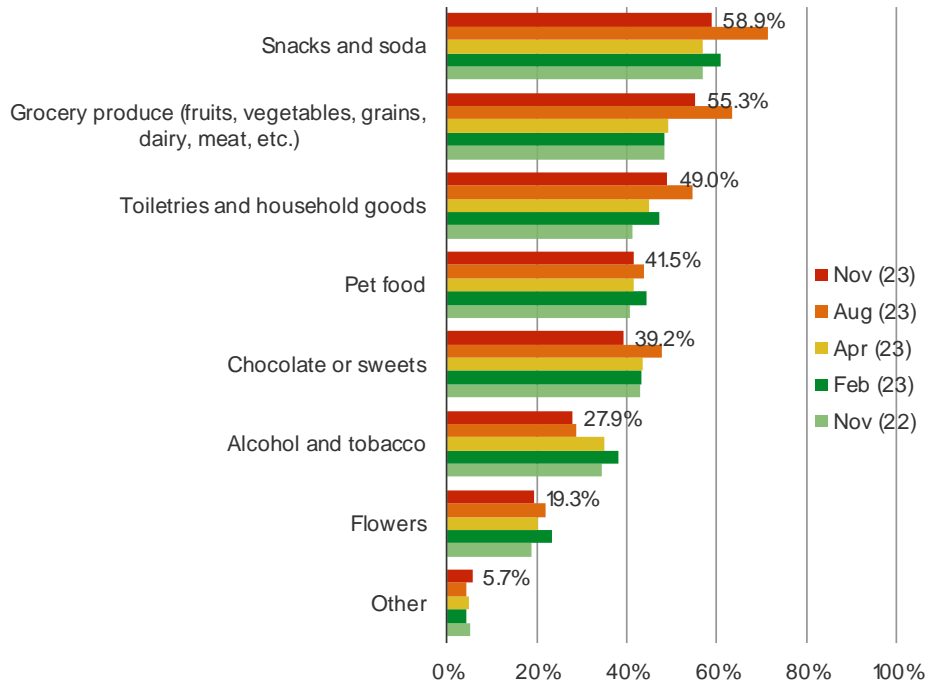
WHAT IS THE LONGEST AMOUNT OF TIME YOU WOULD BE WILLING TO WAIT FOR GROCERY AND CONVENIENCE DELIVERY?

Posed to all respondents.

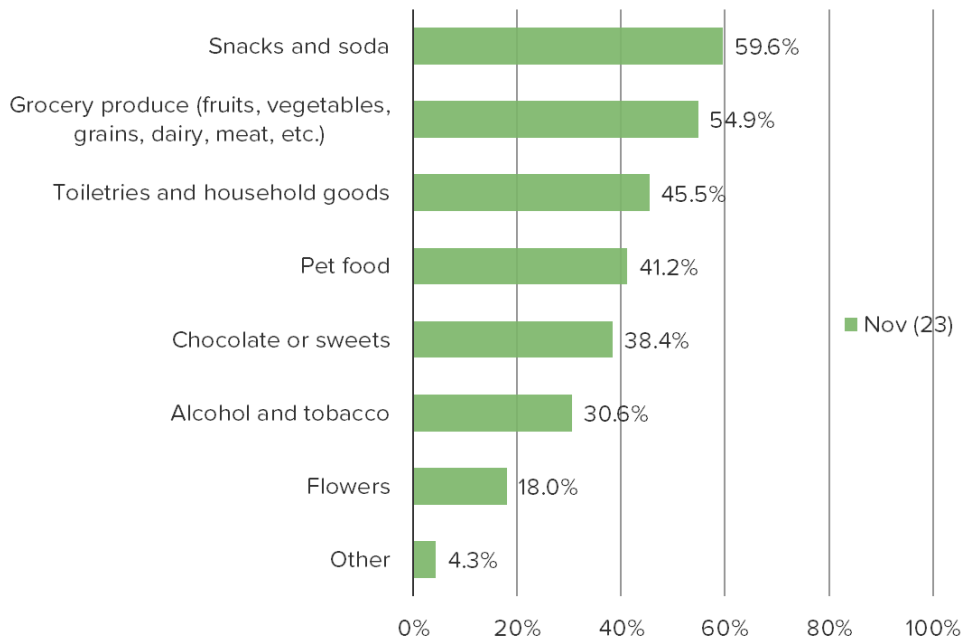


WHAT TYPES OF CONVENIENCE AND GROCERY ITEMS ARE YOU WILLING TO PURCHASE VIA DELIVERY? SELECT ALL THAT APPLY.

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

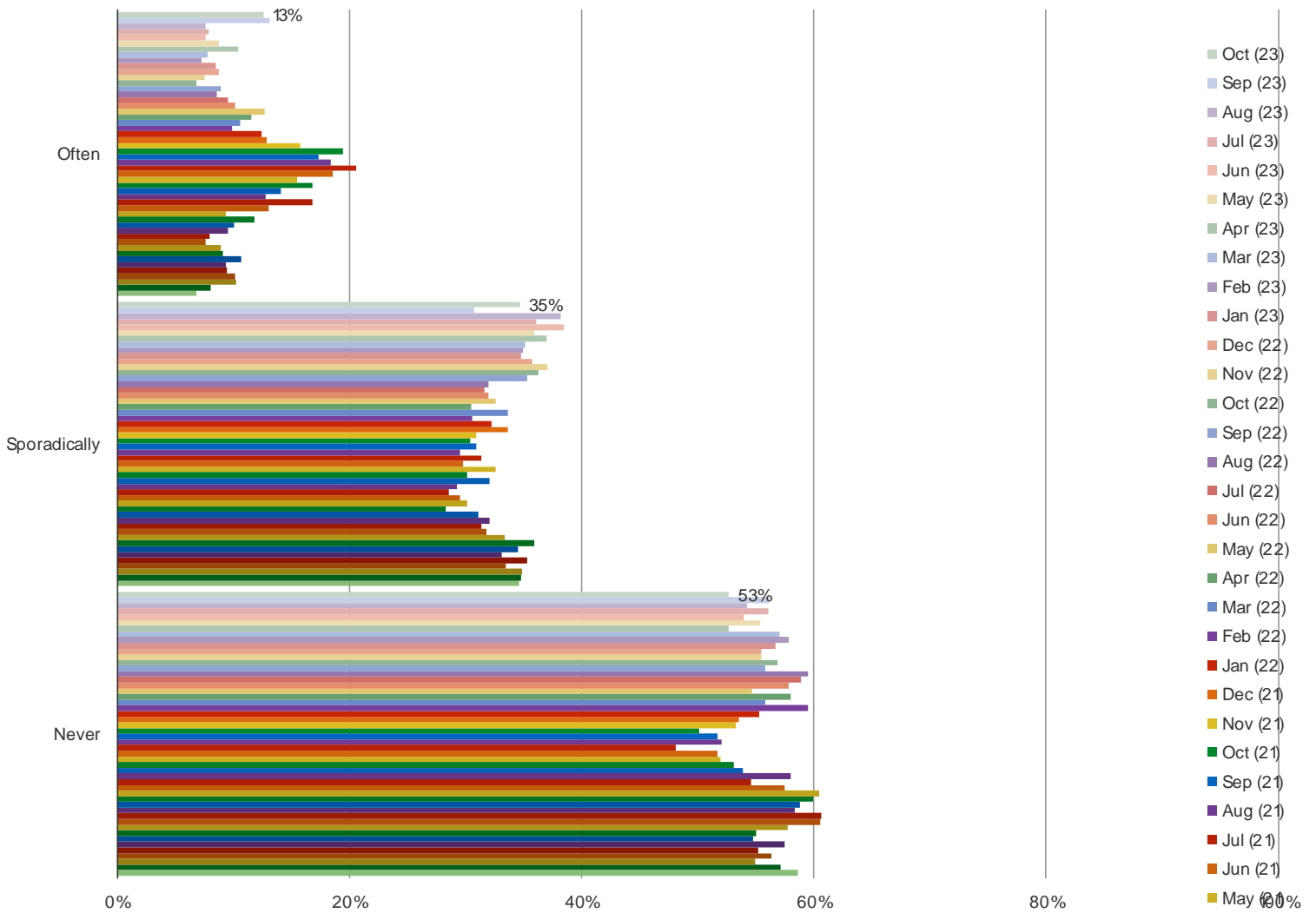


Ride Sharing

## MONTHLY DATA TRACKING

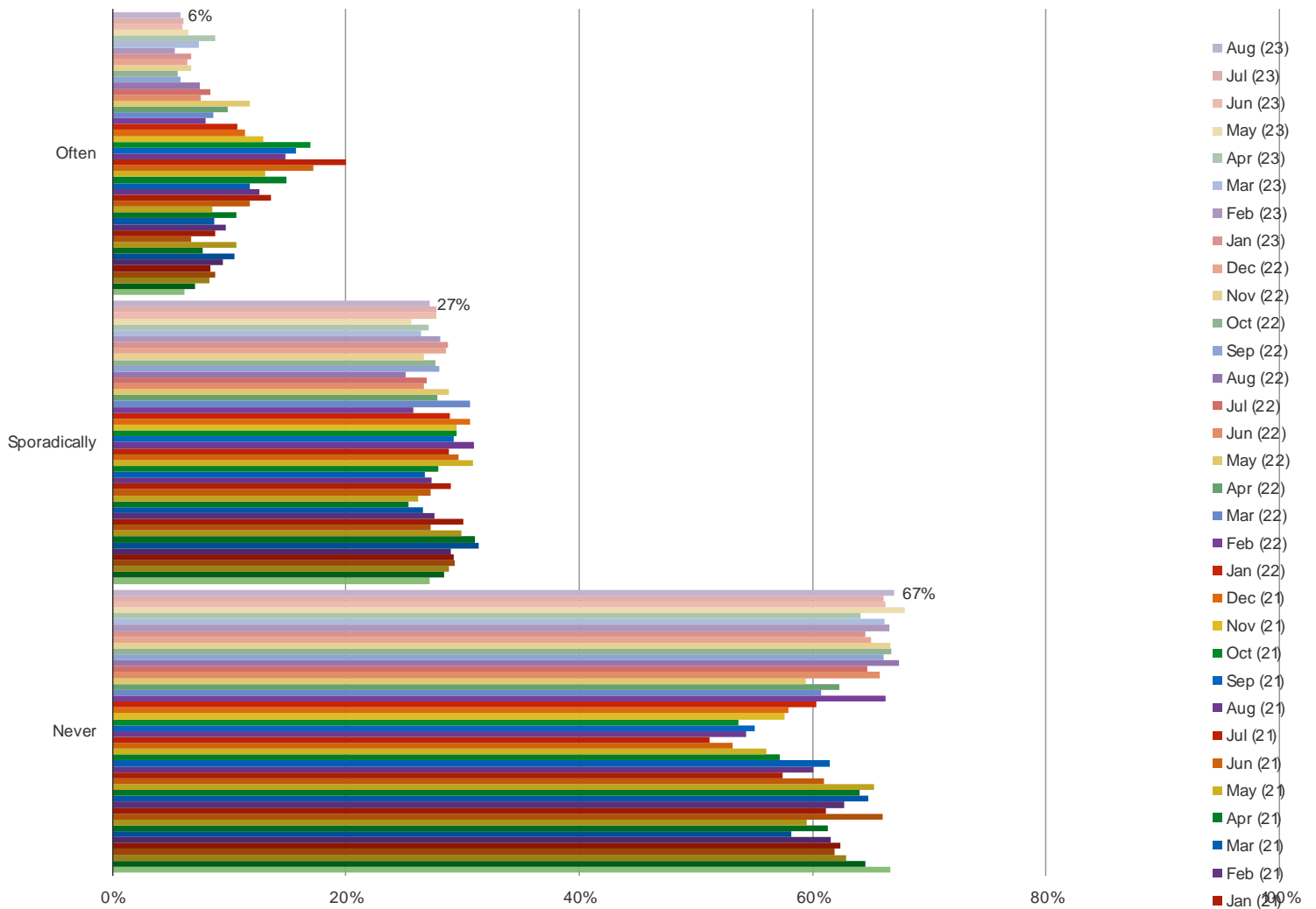
HOW OFTEN DO YOU USE UBER RIDE SHARING?

Posed to all respondents.



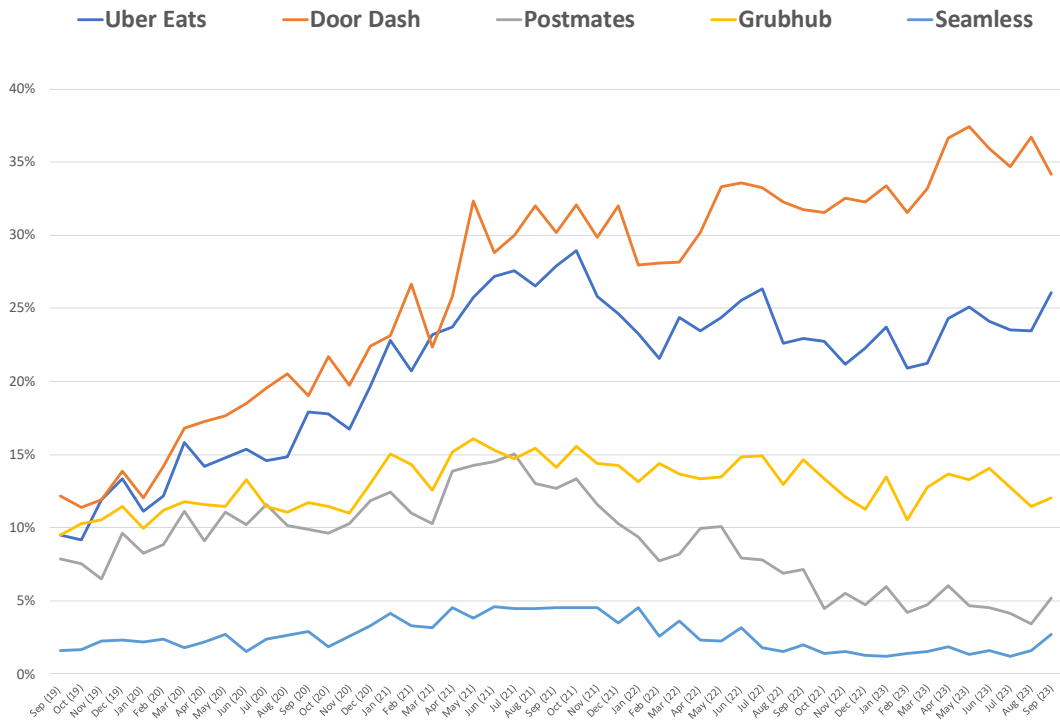
HOW OFTEN DO YOU USE LYFT RIDE SHARING?

Posed to all respondents.



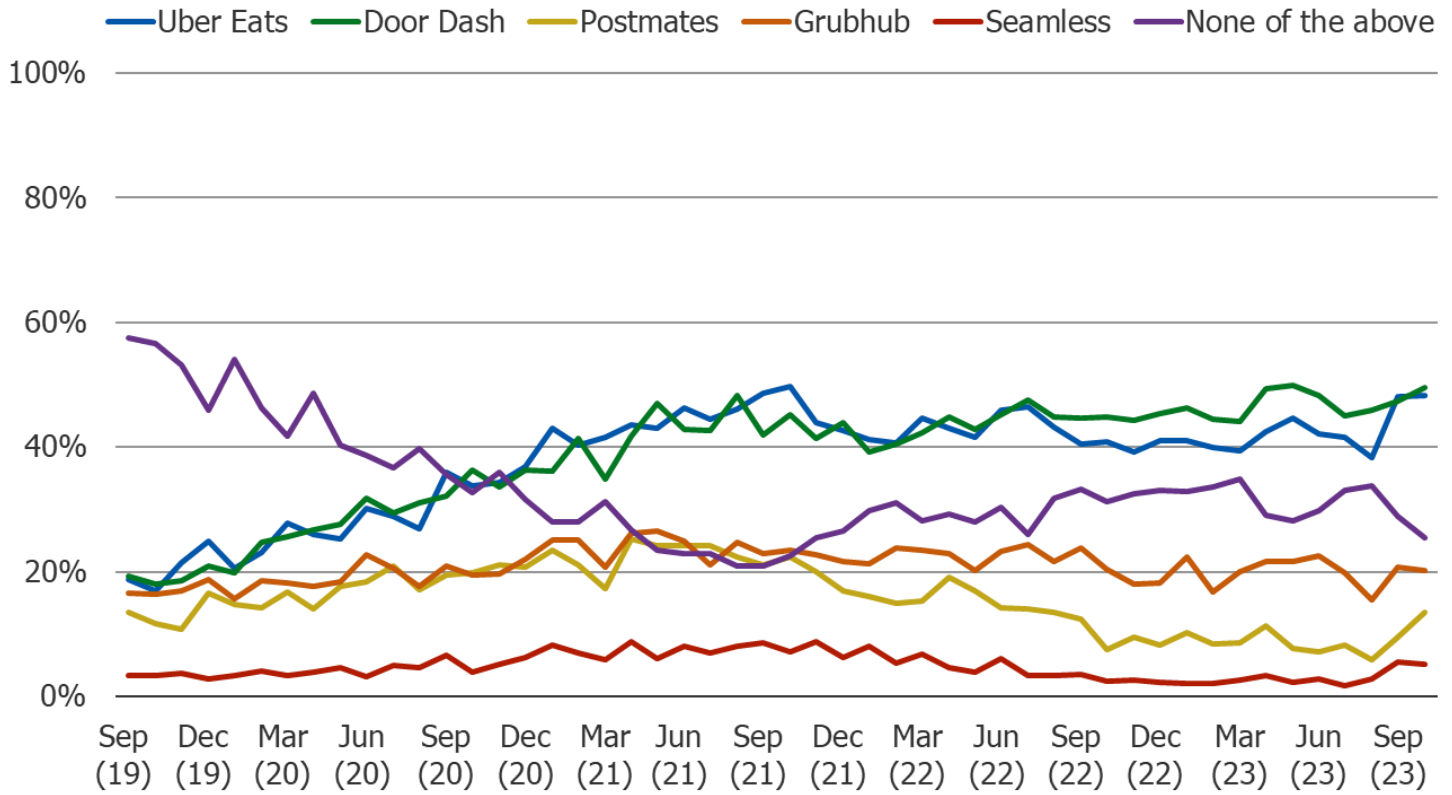
DO YOU REGULARLY OR OCCASIONALLY USE THE FOLLOWING FOOD DELIVERY SITES/APPS?

Posed to all respondents.



CROSS TAB ANALYSIS – FOCUSING ON RESPONDENTS WHO USE UBER SPORADICALLY OR OCCASIONALLY  
– REGULARLY OR OCCASIONALLY ORDERS FROM THE FOLLOWING...

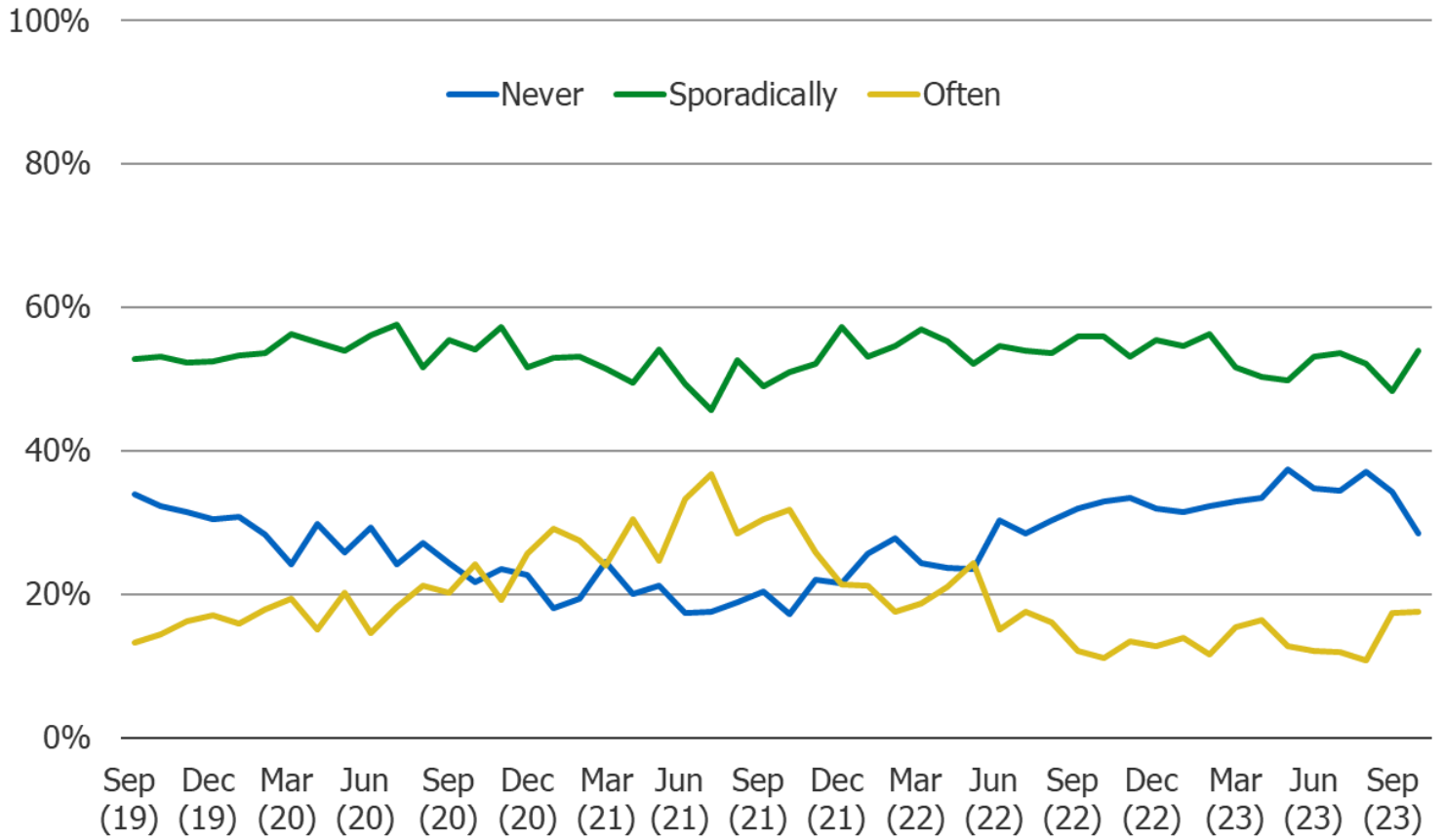
Posed to all respondents.





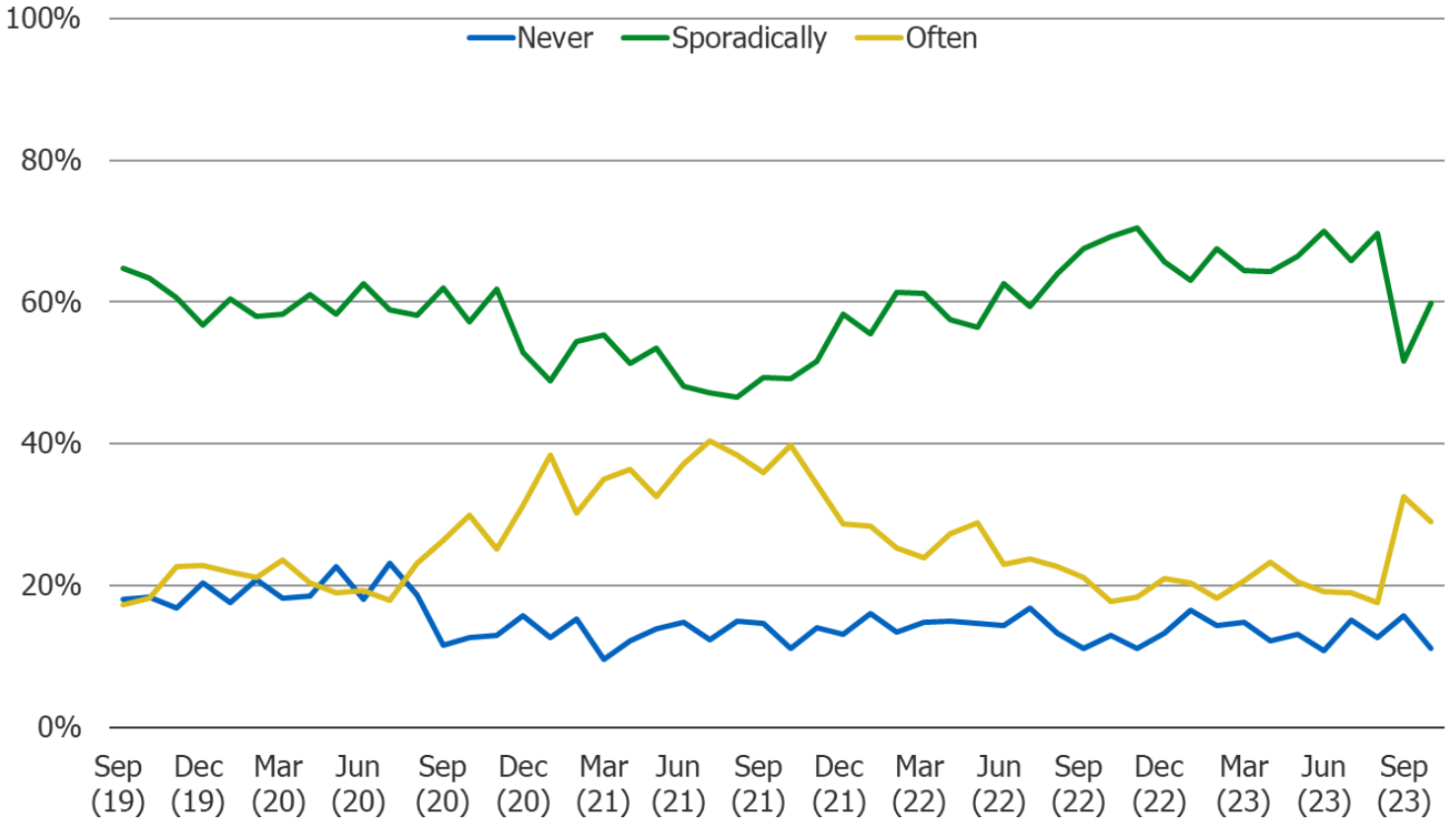
CROSS TAB ANALYSIS – FOCUSING ON RESPONDENTS WHO USE UBER REGULARLY OR SPORADICALLY | USAGE FREQUENCY OF LYFT

Posed to all respondents.



CROSS TAB ANALYSIS – FOCUSING ON RESPONDENTS WHO USE LYFT REGULARLY OR SPORADICALLY | USAGE FREQUENCY OF UBER

Posed to all respondents.



HOW OFTEN DO YOU USE FOOD DELIVERY APPS?

Posed to all respondents.

