

# Bespoke Survey Research

February 2024

## Ride Sharing and Food Delivery

Volume 19 | Quarterly Survey

1,000 US Consumers Balanced To Census

Tickers Covered: UBER, LYFT, DASH.

### Key Takeaways:

- ❑ Uber ride sharing is tops for NPS among the ride sharing and food delivery apps tested (23.9). Both Uber Eats and DoorDash boast higher scores (13.7 and 12.7, respectively) compared to Instacart (7.2).
- ❑ Among those who have ever used each platform tested in our survey, Instacart and Postmates have the highest share of folks who say they don't use it anymore.
- ❑ Sentiment toward Uber ride sharing is positive and improved over the history of our survey.
- ❑ Sentiment KPIs around Uber ride sharing and Lyft are net positive (maybe a touch less positive over the past two quarters, but overall holding up well). Customers are growing increasingly concerned with price / price increases.
- ❑ Uber customer loyalty has increased sequentially in our survey for pretty much all different use cases for Uber / Uber Eats.
- ❑ Turning to Dashmart, the share of consumers who say they order groceries and convenience items using a delivery app has declined over the past year+.

### Noteworthy Stats:

**64.6%** Of Uber users use it for food delivery.

**40.1%** Of Uber users use it for ride hailing.

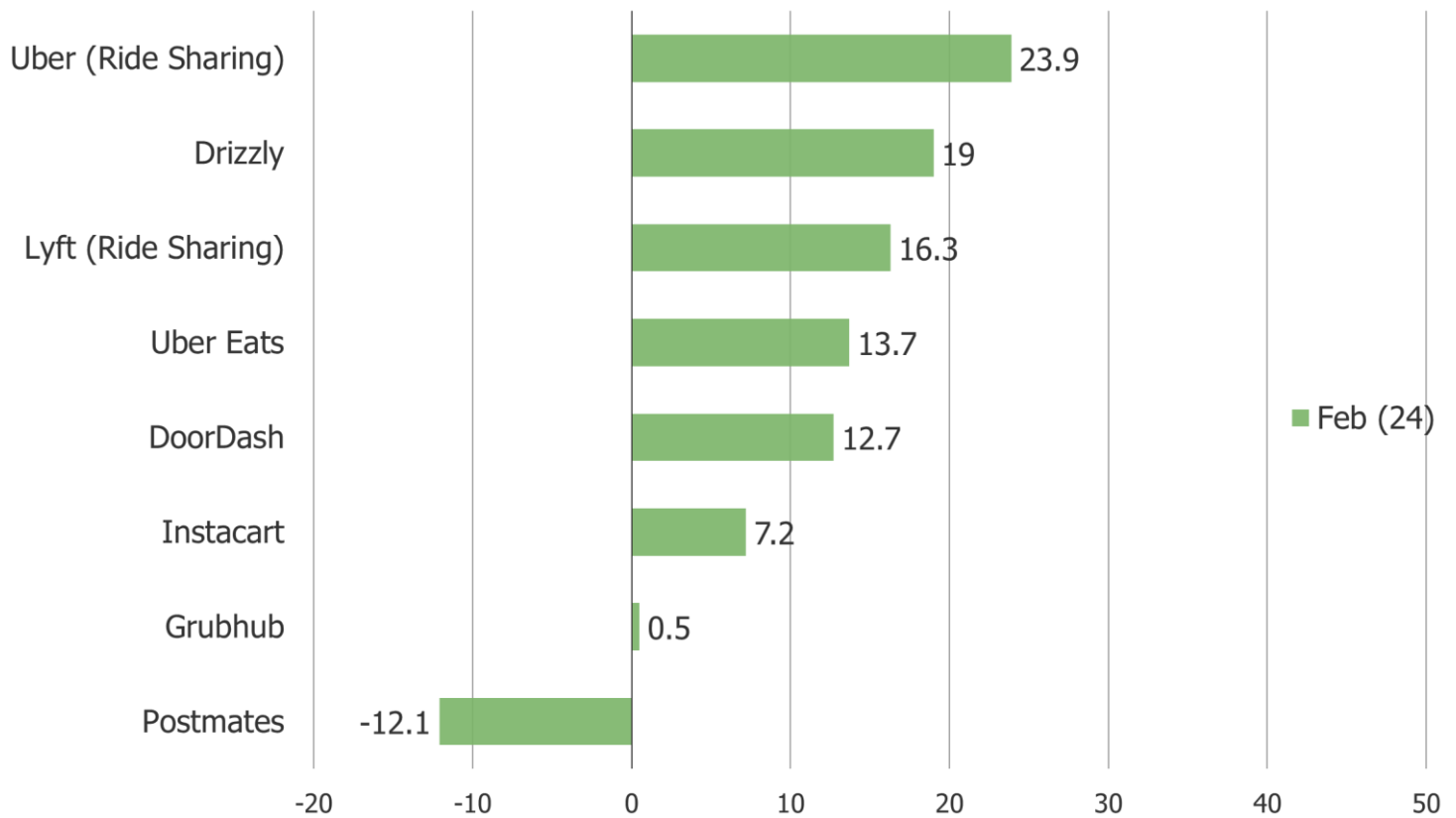
**18.5%** Of DoorDash users order groceries and convenience items using delivery apps once or twice a month.

Ride Sharing

## NEW QUESTIONS

HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

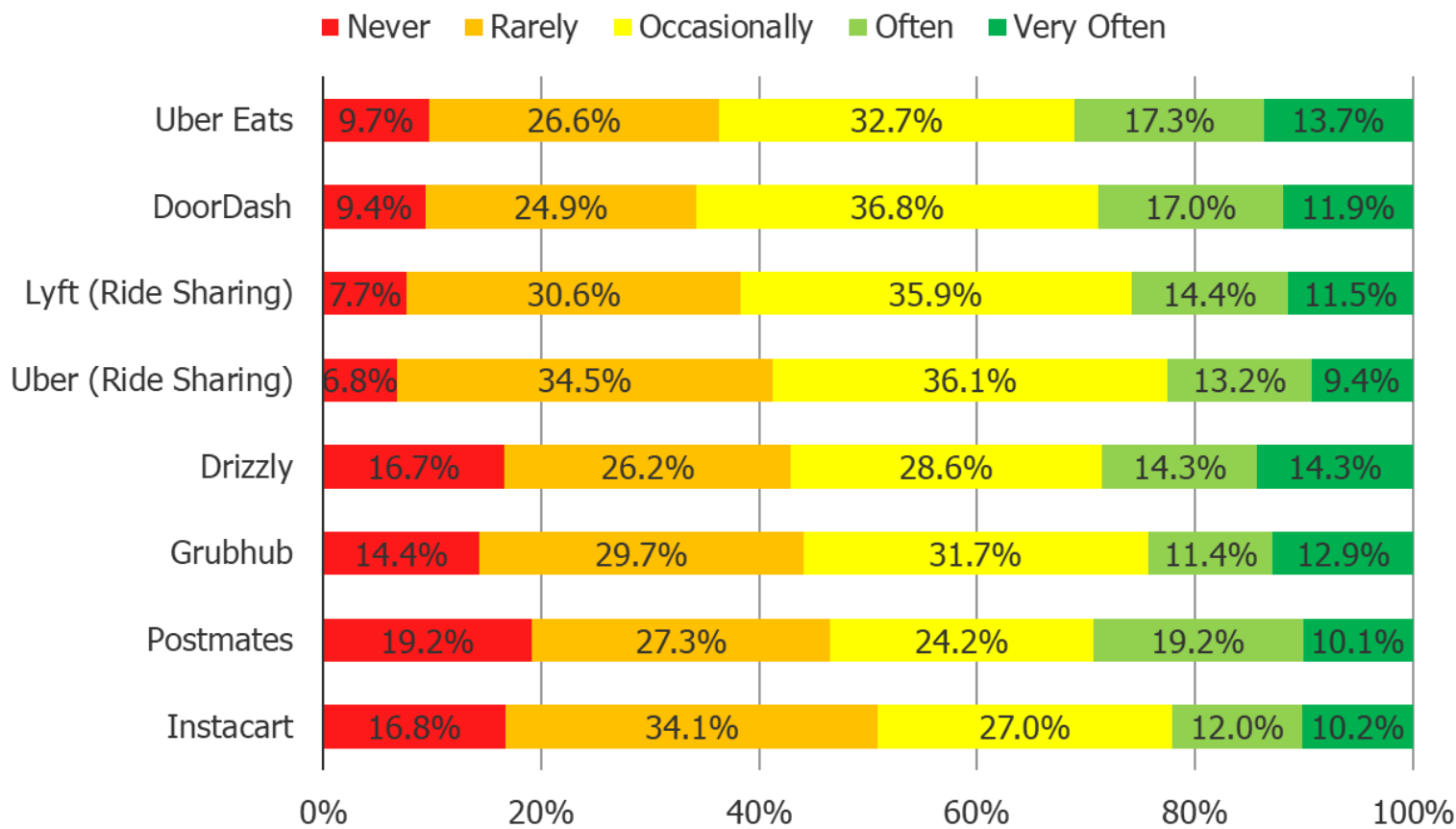
Posed to all respondents who have used each of the below.



	N=
Uber (Ride Sharing)	310
Lyft (Ride Sharing)	209
Uber Eats	248
DoorDash	394
Grubhub	202
Postmates	99
Drizzly	42
Instacart	167

HOW OFTEN WOULD YOU SAY YOU CURRENTLY USE EACH OF THE FOLLOWING?

Posed to all respondents who use the below.



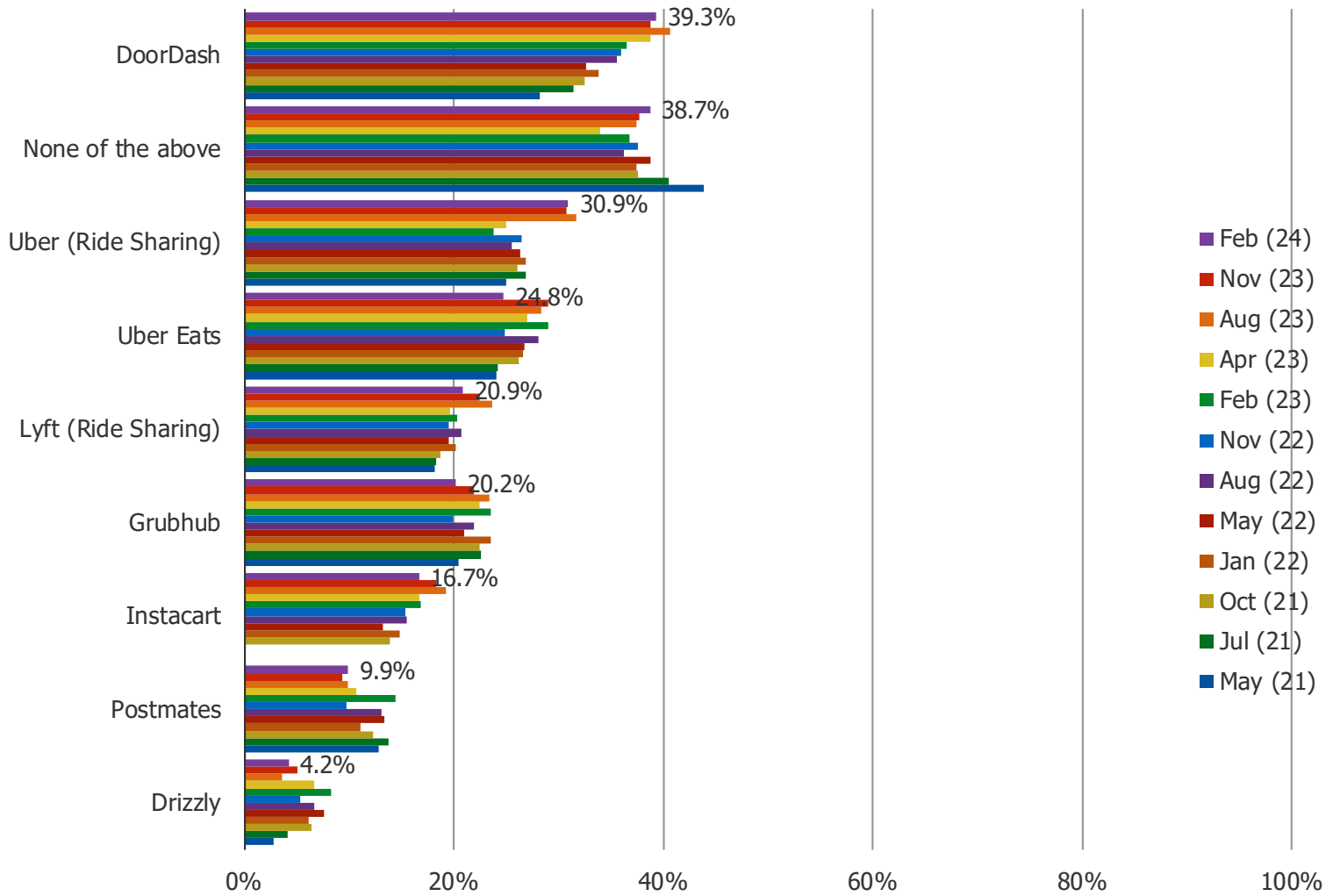
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Ride Sharing

## PLATFORM DYNAMICS

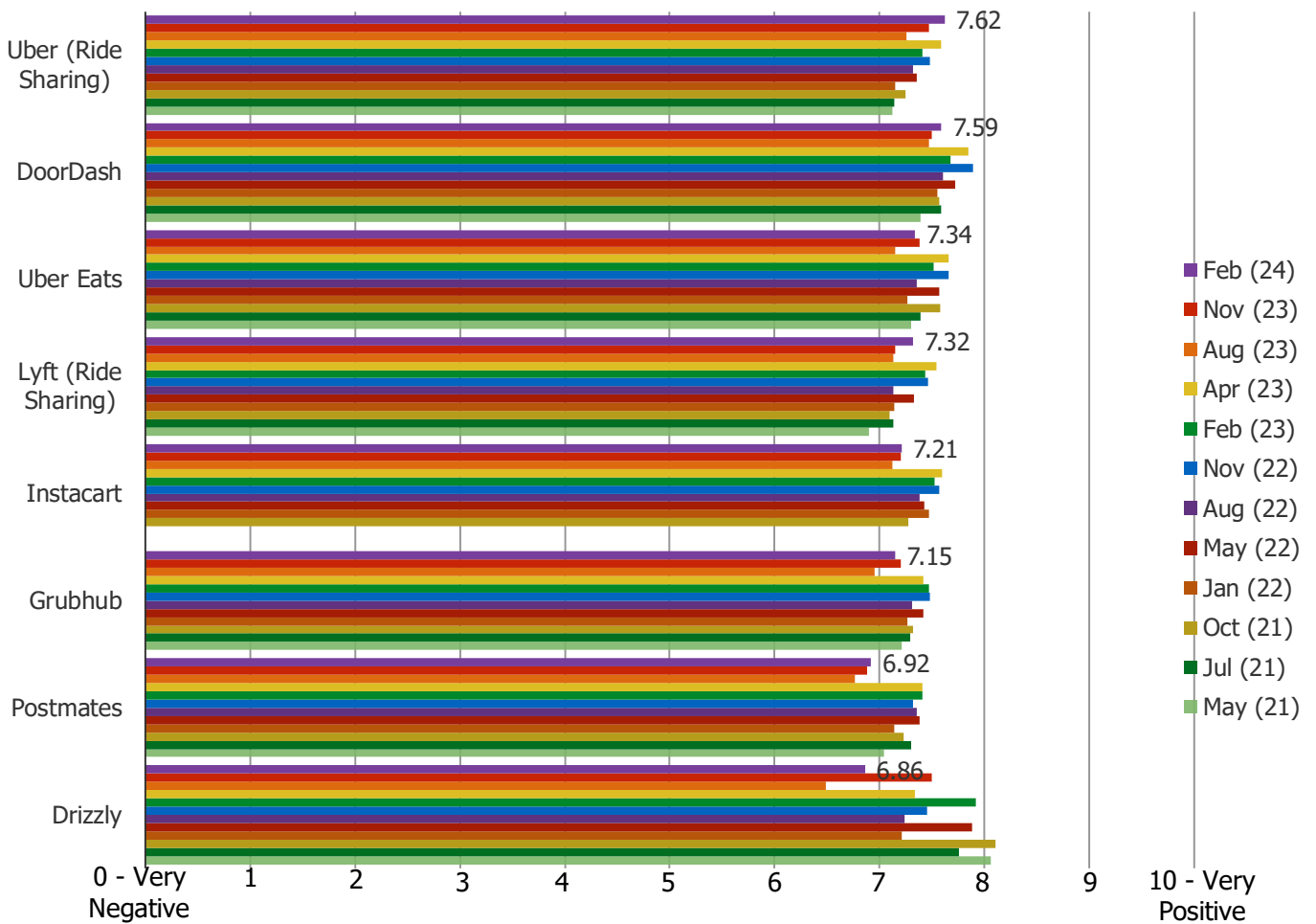
HAVE YOU EVER USED ANY OF THE FOLLOWING APPS/PLATFORMS? SELECT ALL THAT APPLY

Posed to all respondents...



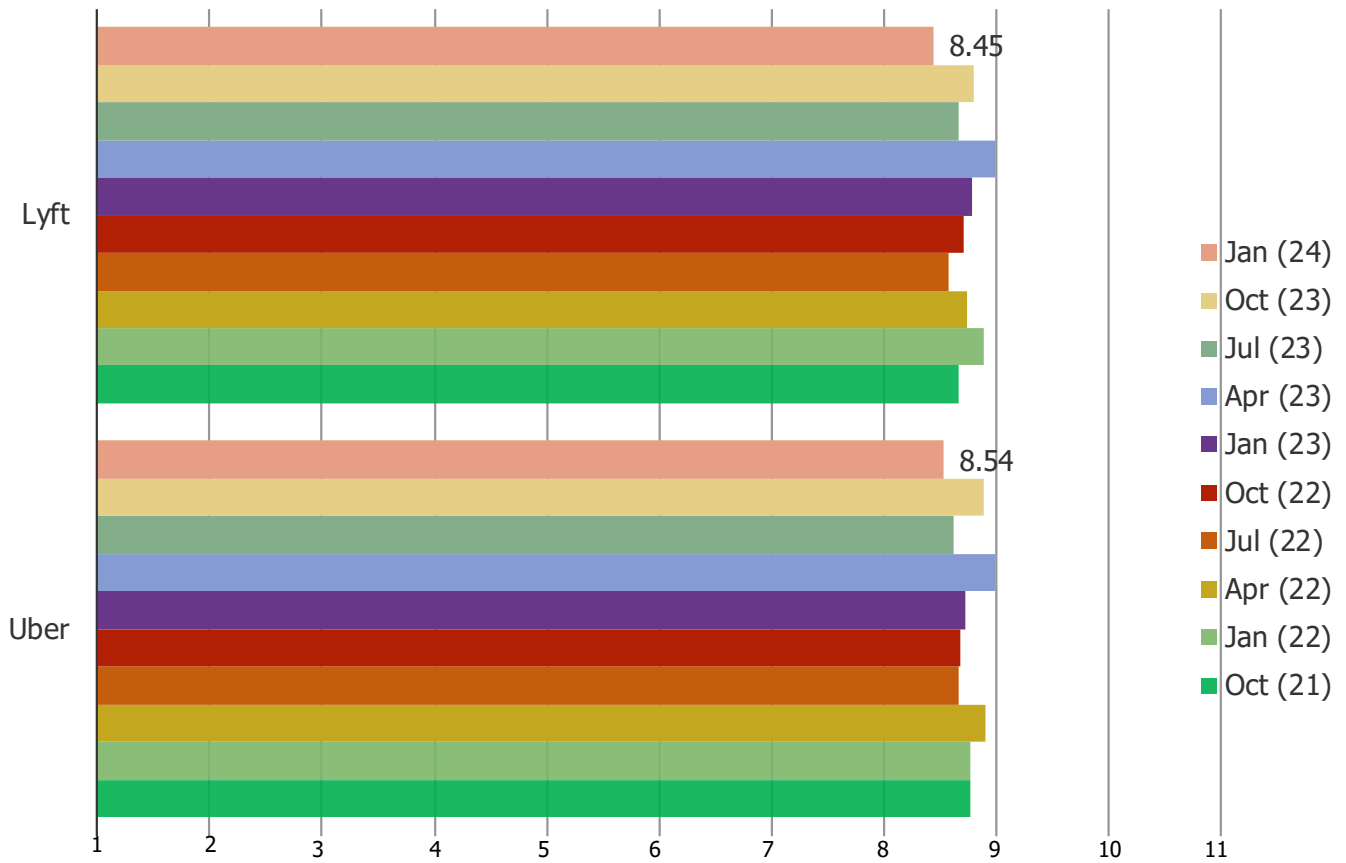
WHAT IS YOUR OPINION OF EACH OF THE FOLLOWING?

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



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

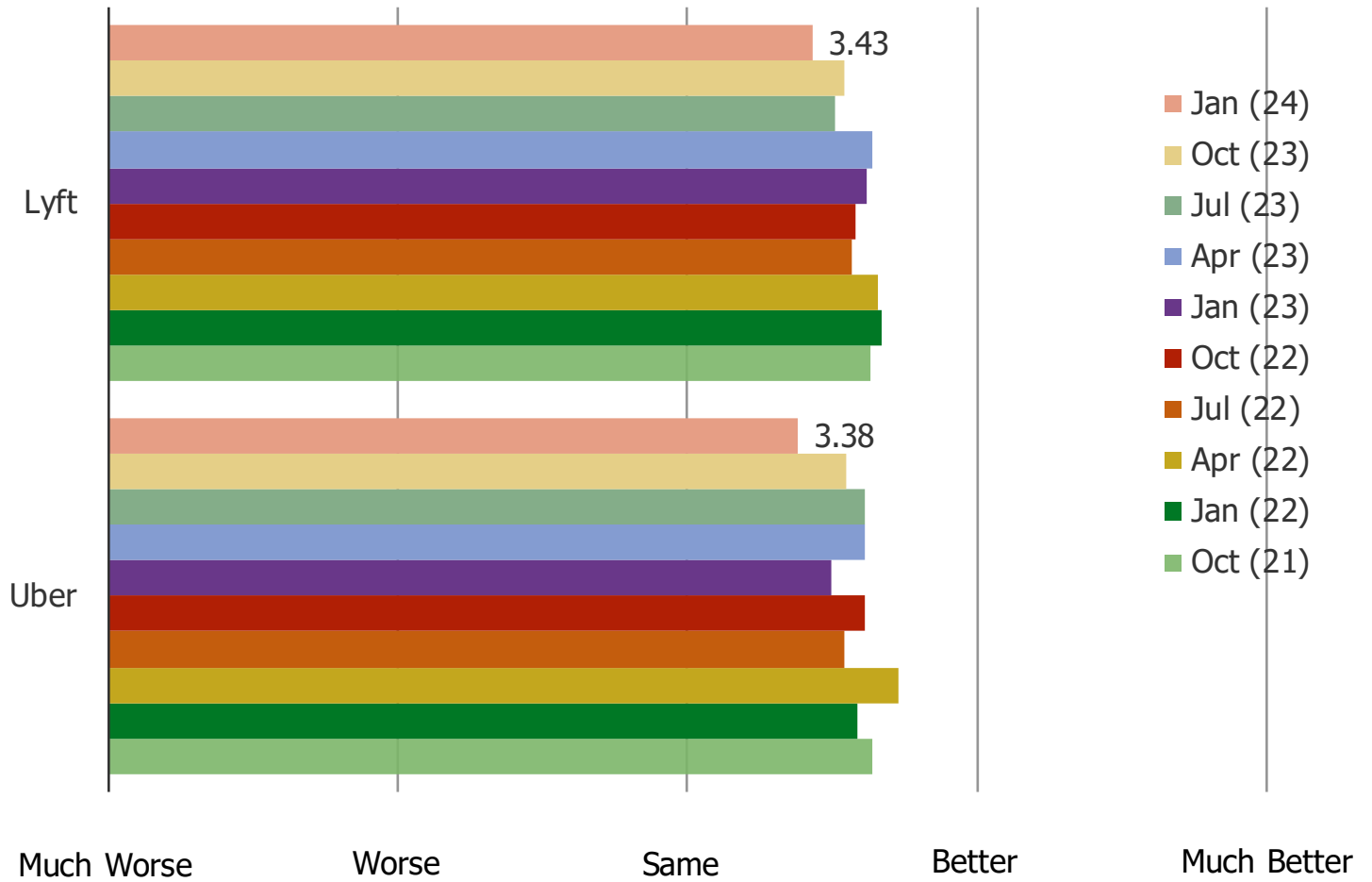
Posed to respondents who have the following downloaded on their phone.





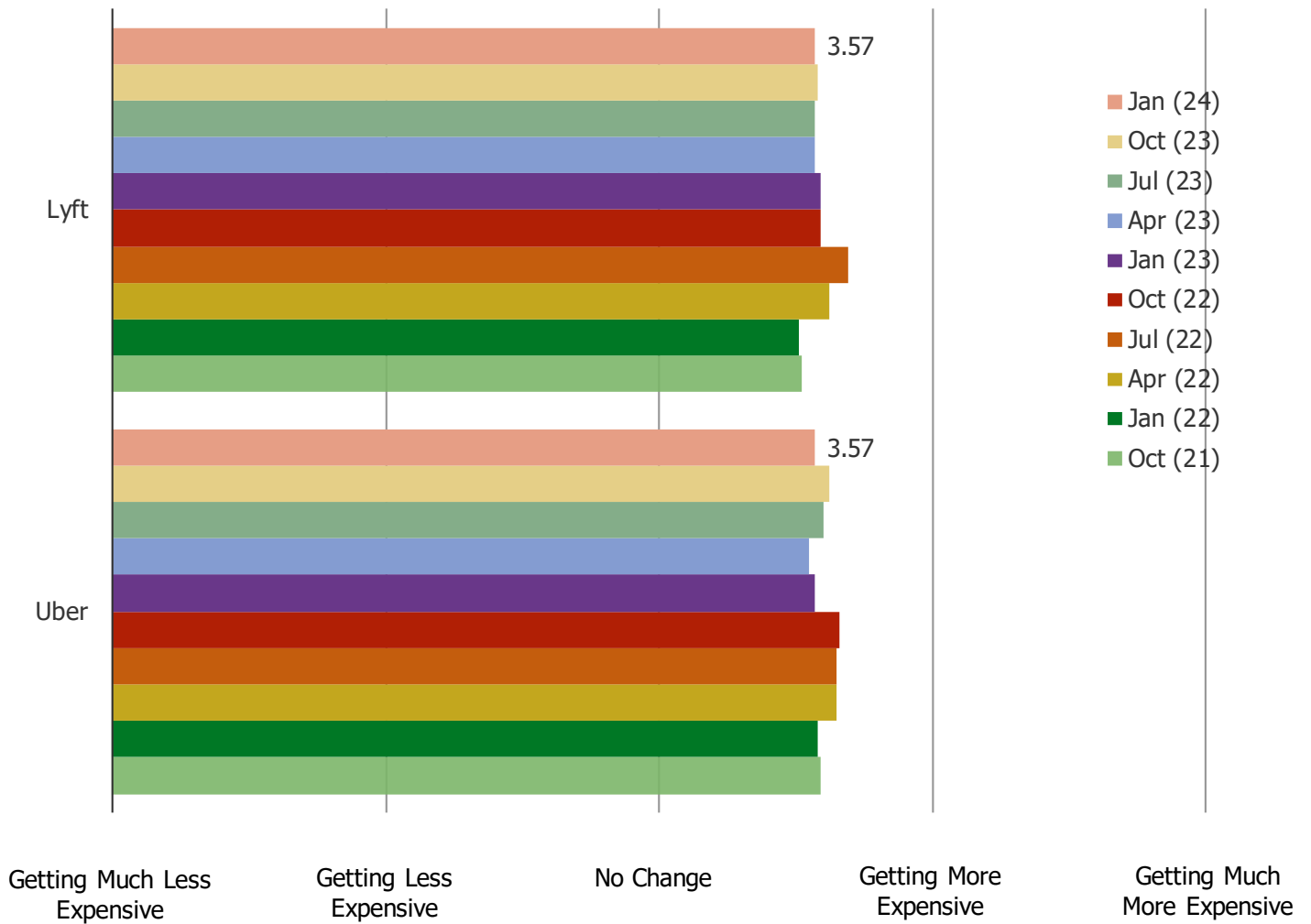
IN YOUR OPINION, HAS THE EXPERIENCE OF USING THE FOLLOWING GOTTEN BETTER OR WORSE OVER TIME?

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



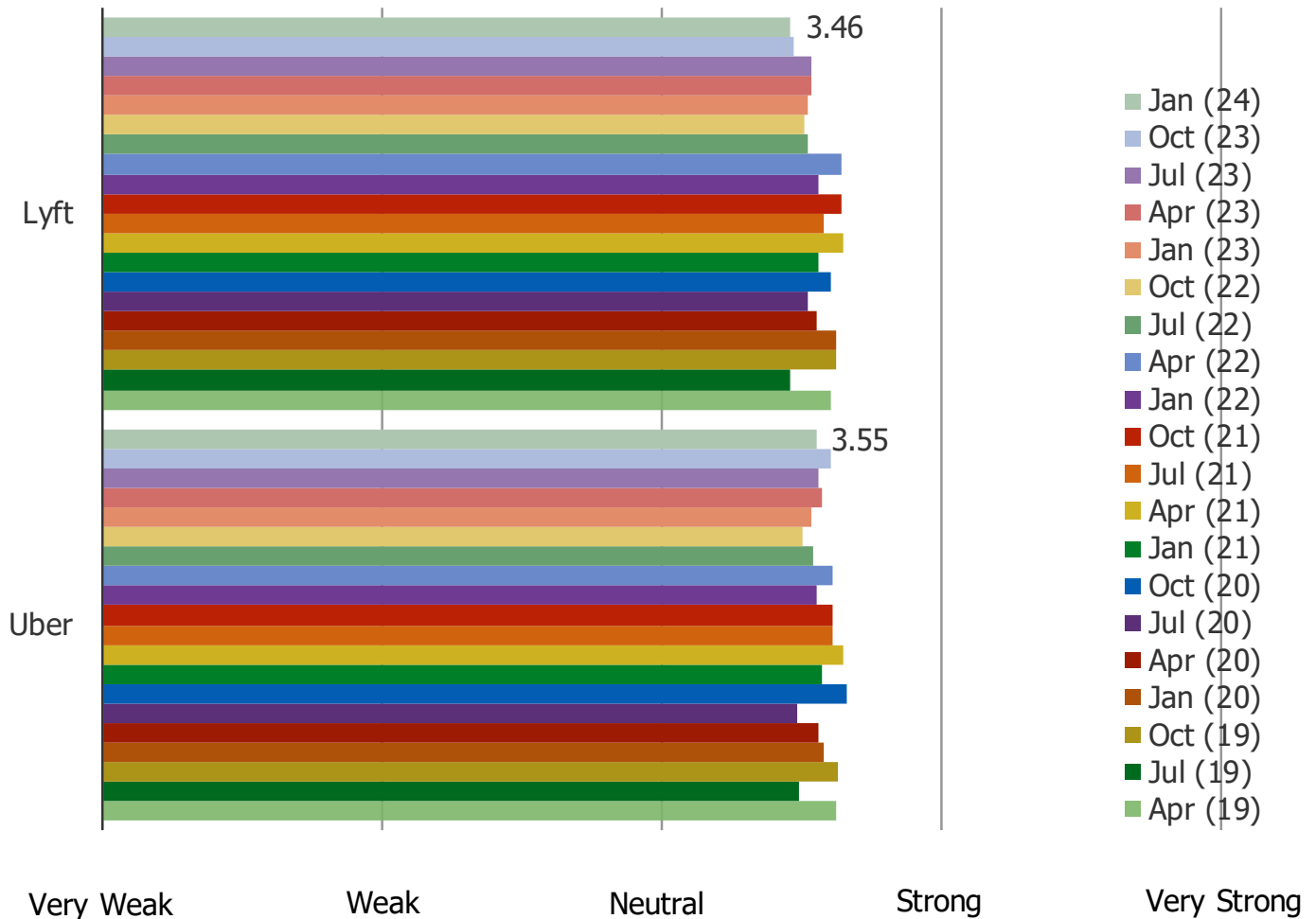
TO YOUR KNOWLEDGE, HAVE THE PRICES TO USE THE FOLLOWING BEEN CHANGING AT ALL?

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



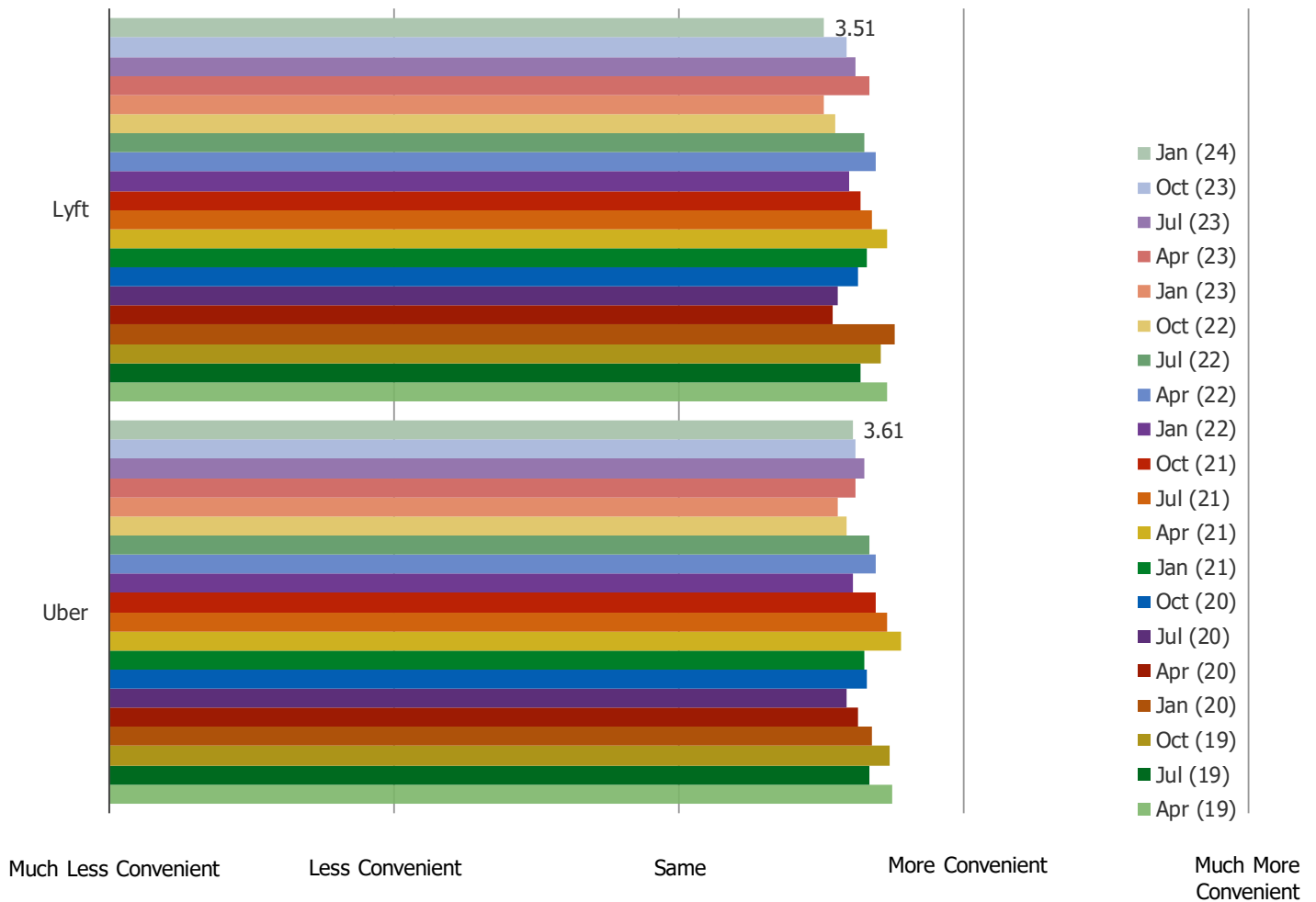
WHAT IS YOUR OPINION OF THE VALUE OF USING EACH OF THESE SERVICES?

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



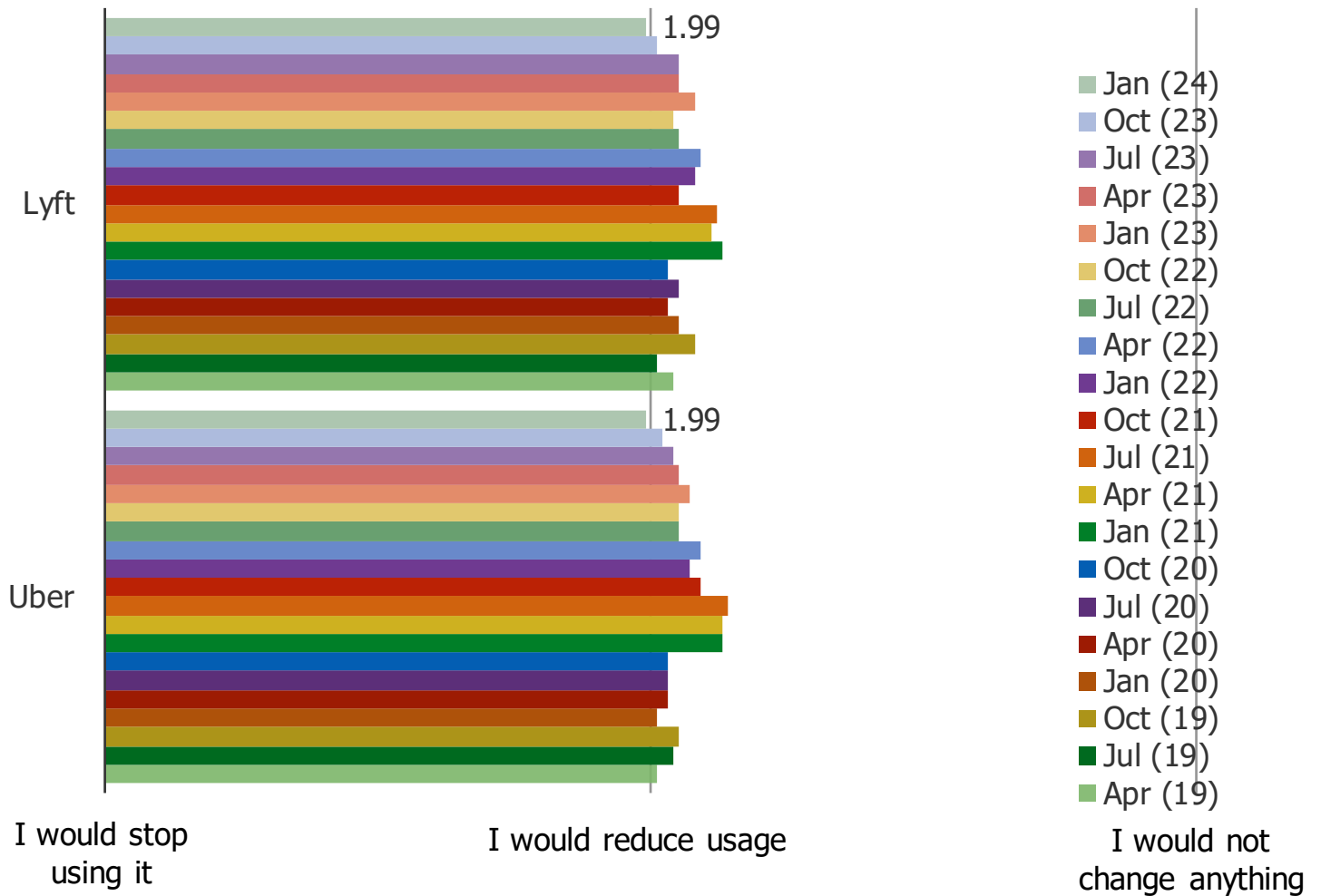
WHAT IS YOUR OPINION OF THE CONVENIENCE OF USING THIS SERVICE COMPARED TO ALTERNATIVE MEANS YOU WOULD USE TO TRAVEL?

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.

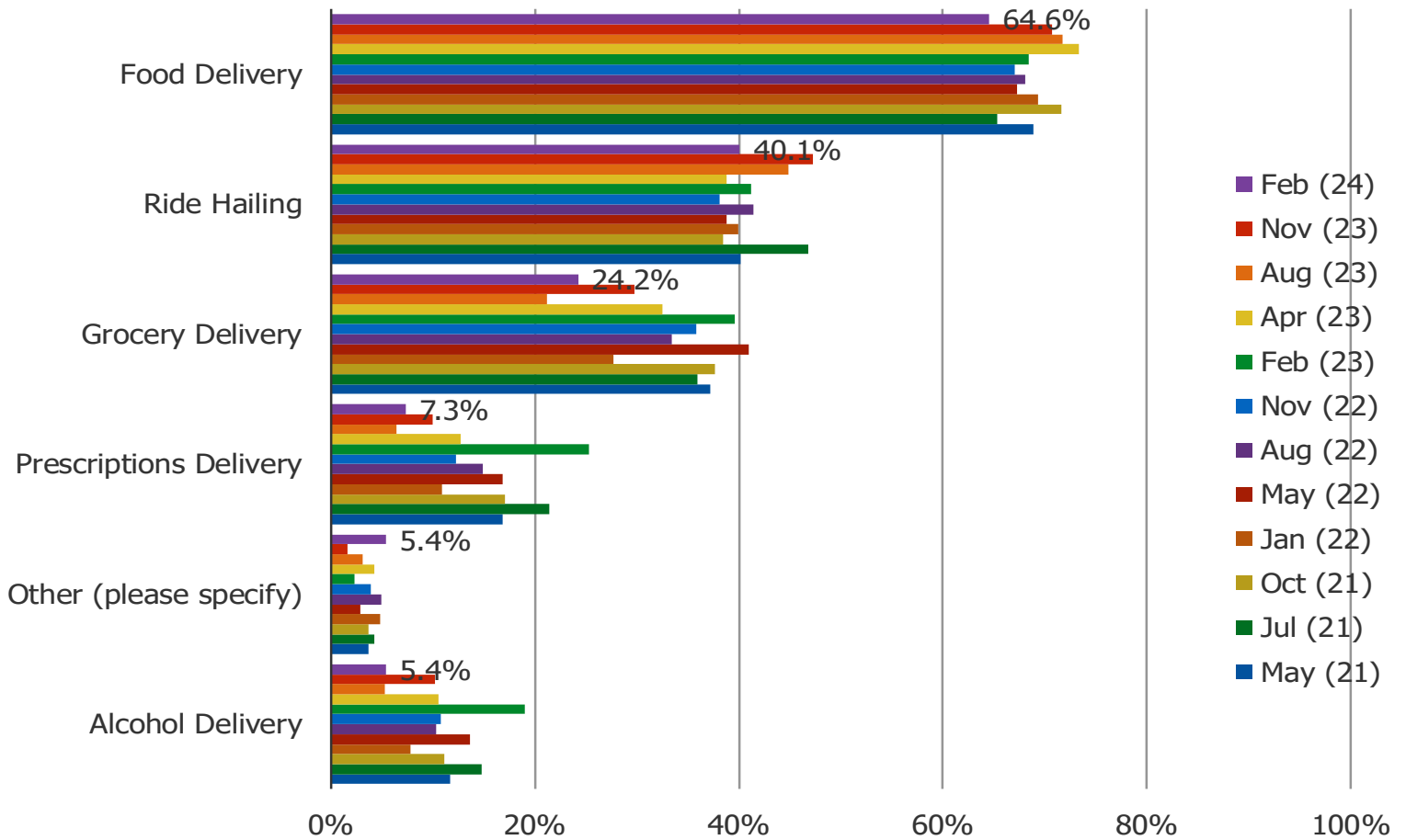


Ride Sharing

## UBER PLATFORM SPECIFIC

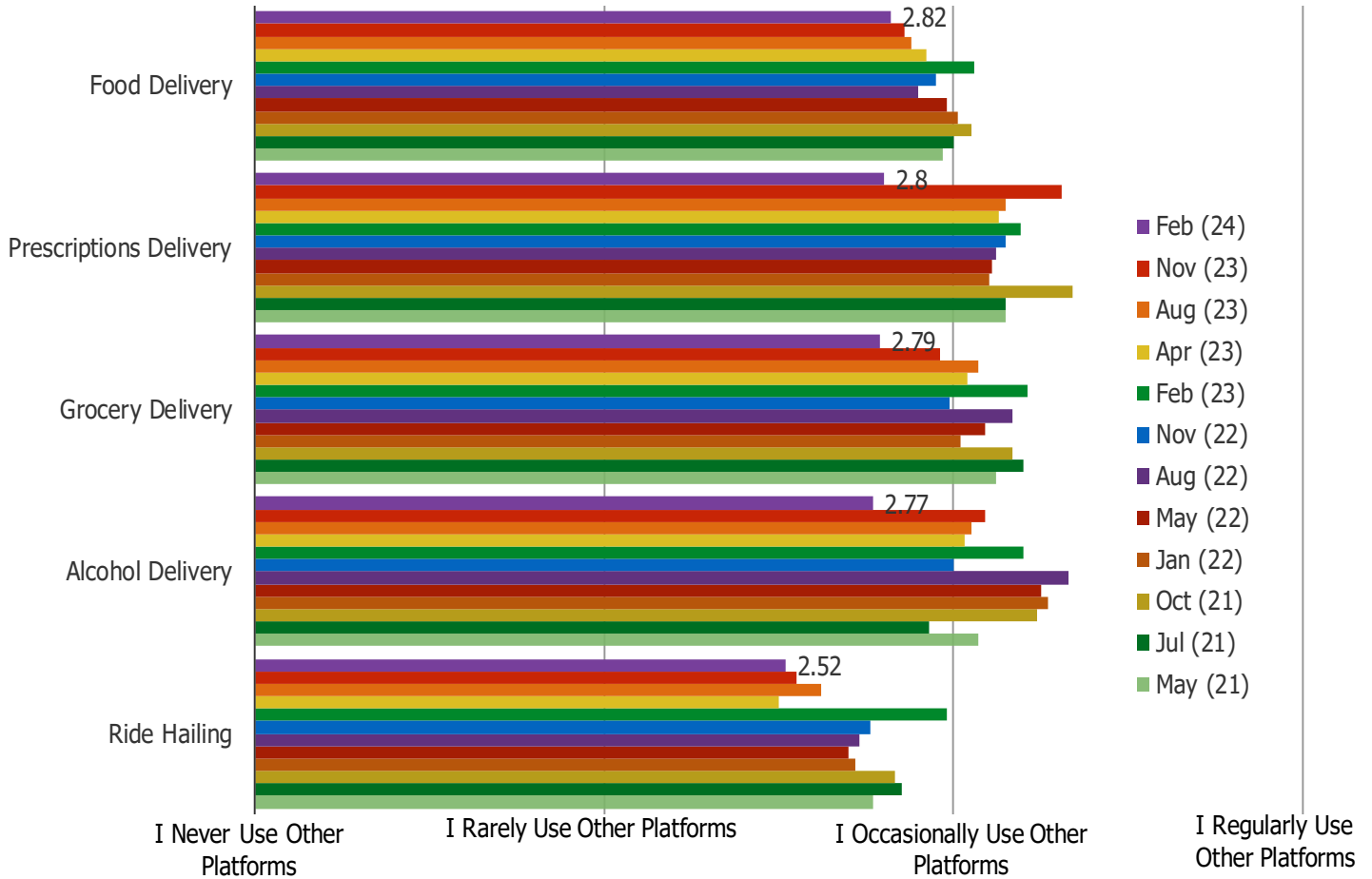
WHICH OF THE FOLLOWING DO YOU USE UBER / UBER EATS FOR?

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



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

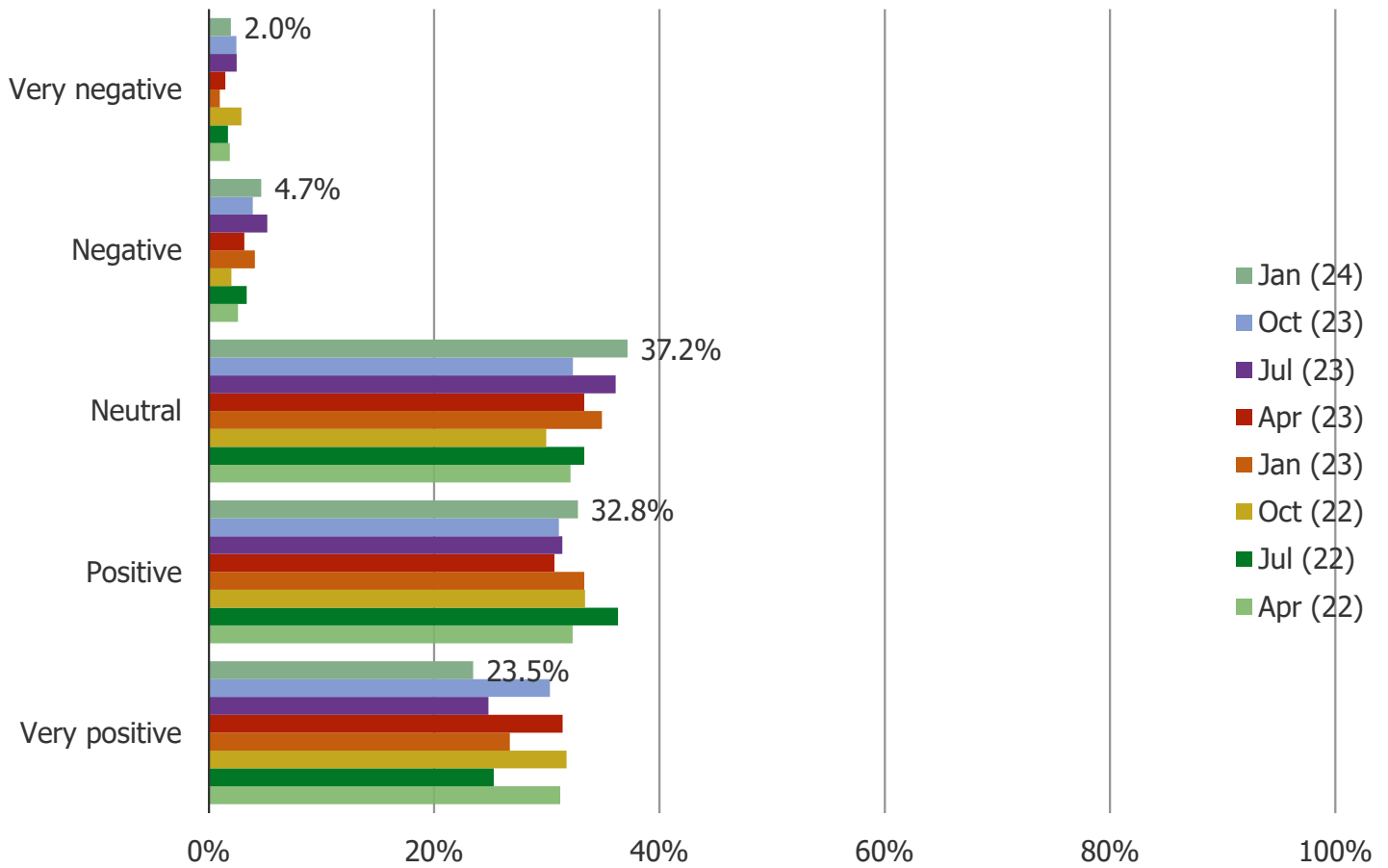
Posed to respondents who have used Uber and/or Uber Eats AND use the platform for each of the following.





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.

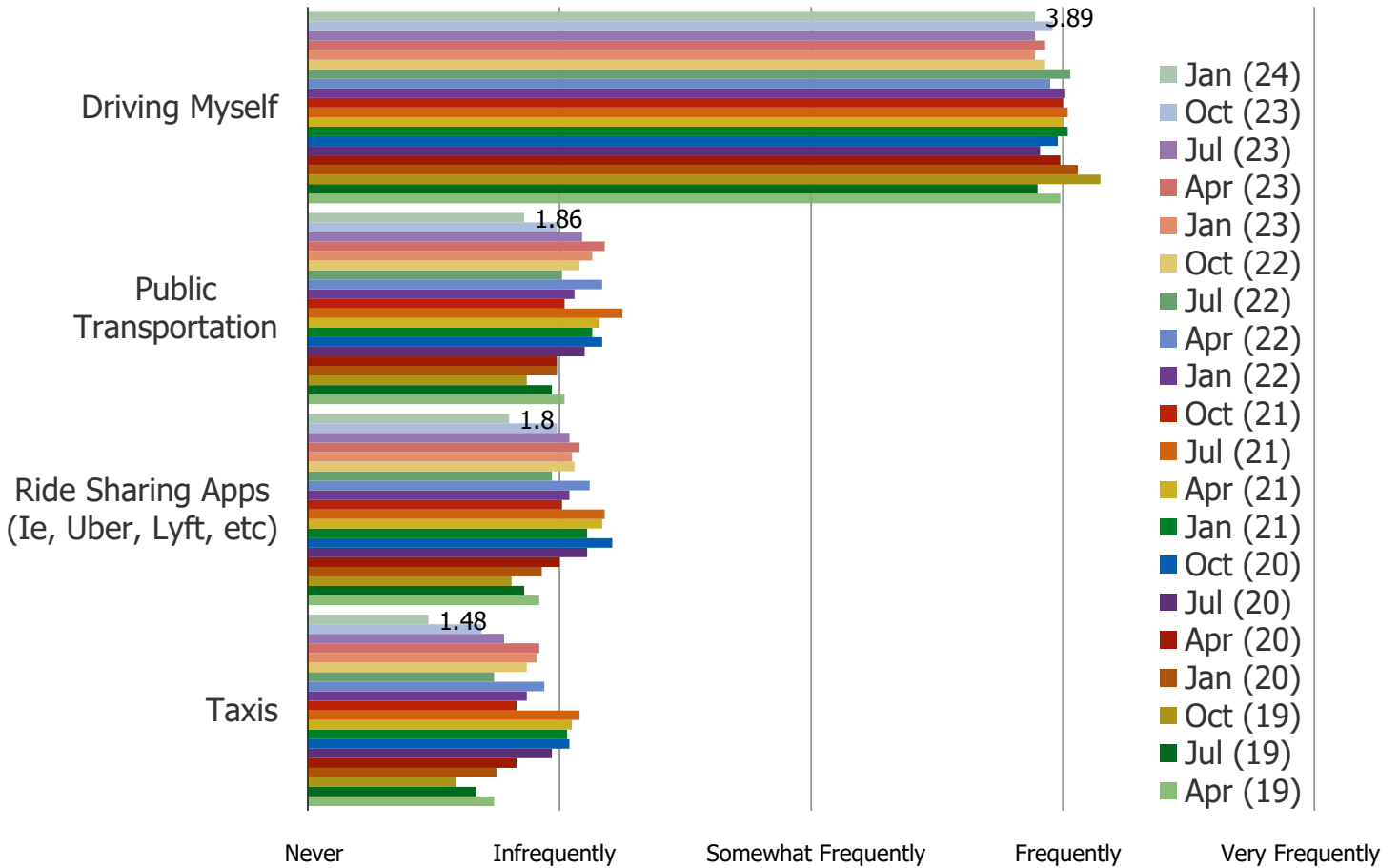


Ride Sharing

## GENERAL TRANSPORTATION TREND DATA

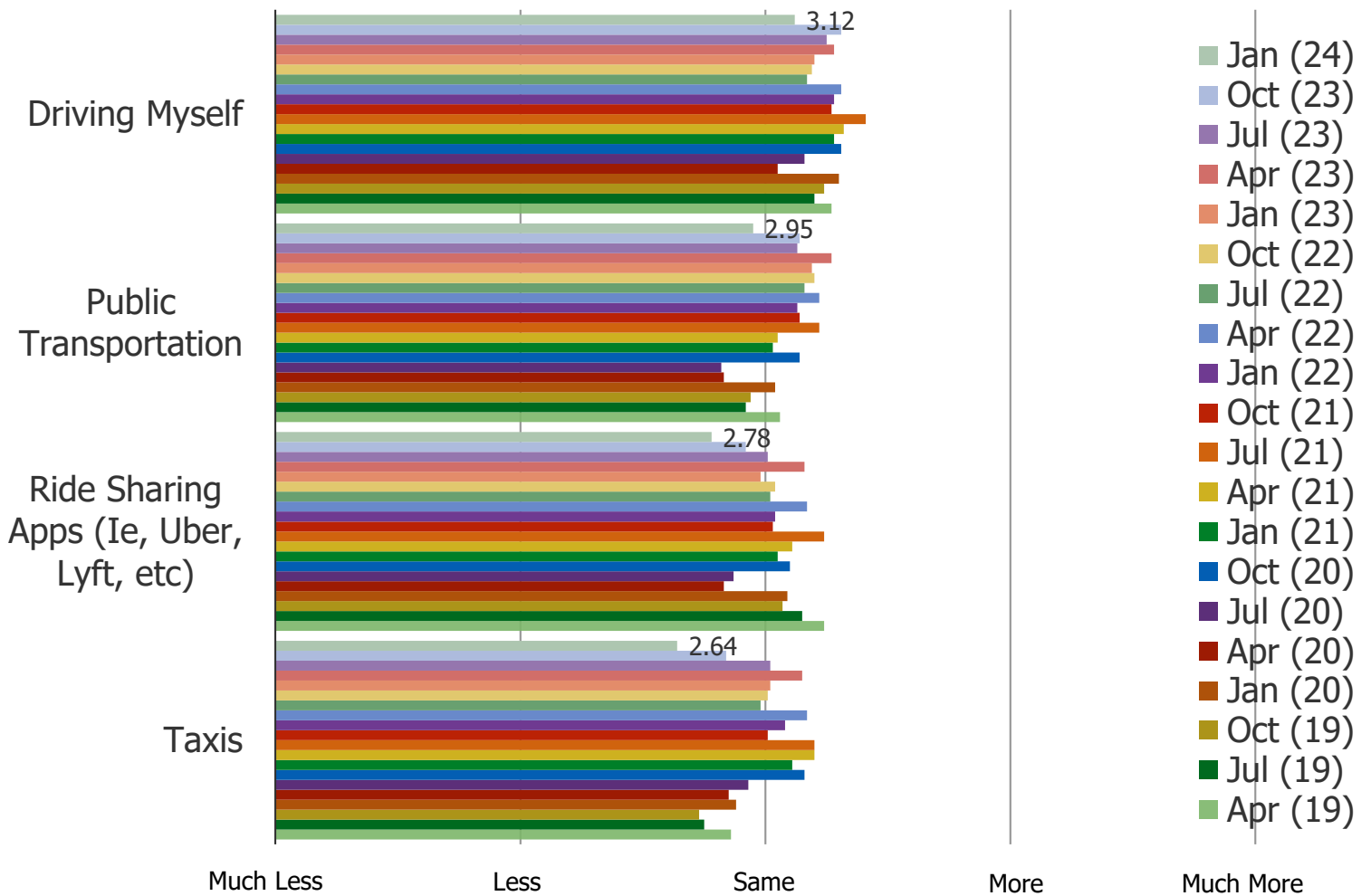
HOW OFTEN DO YOU USE THE FOLLOWING FORMS OF TRANSPORTATION?

Posed to all respondents.



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).

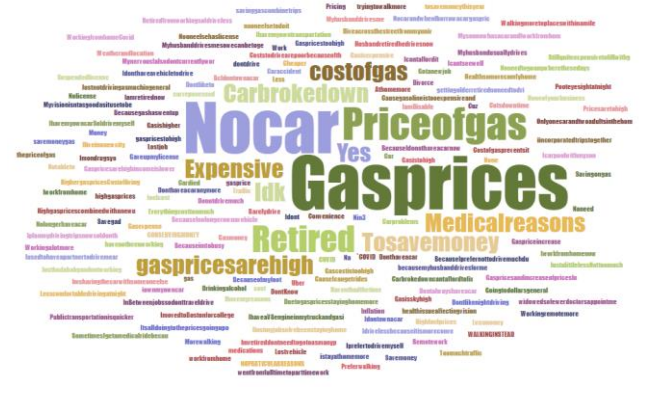
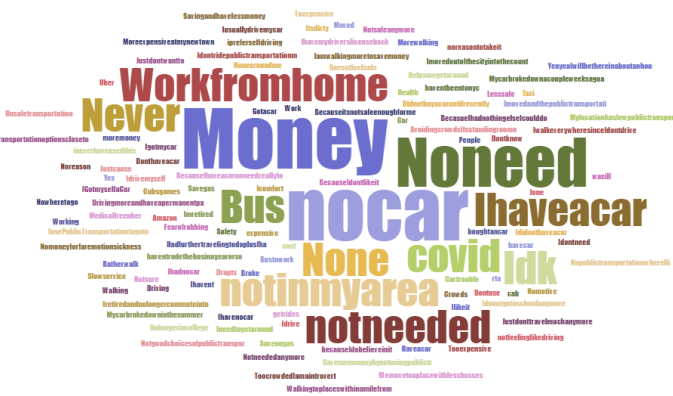


POSED TO RESPONDENTS WHO SAID THEY ARE DOING THE FOLLOWING LESS THAN NORMAL – WHY?

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

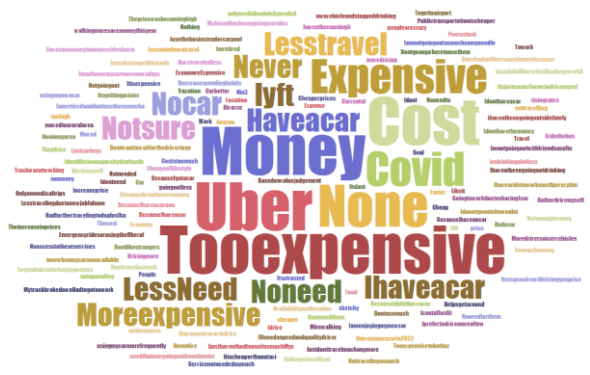
Public Transportation:

Driving Myself:



Taxis:

Ride Sharing:

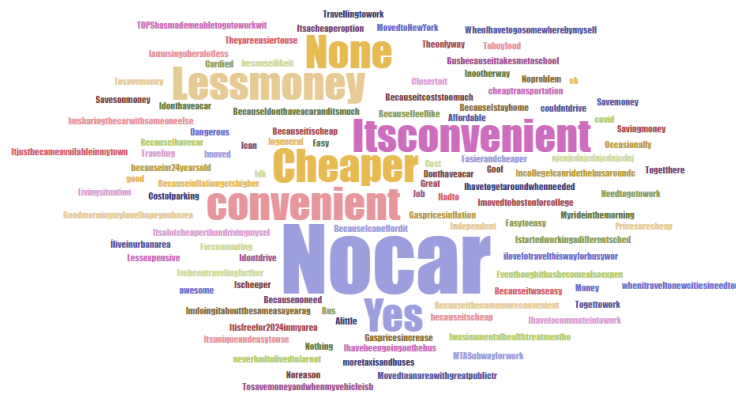


POSED TO RESPONDENTS WHO SAID THEY ARE DOING THE FOLLOWING MORE THAN NORMAL – WHY?

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

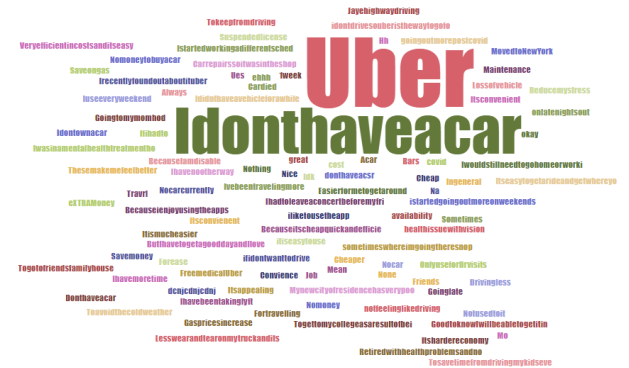
Public Transportation:

Driving Myself:



Taxis:

Ride Sharing:

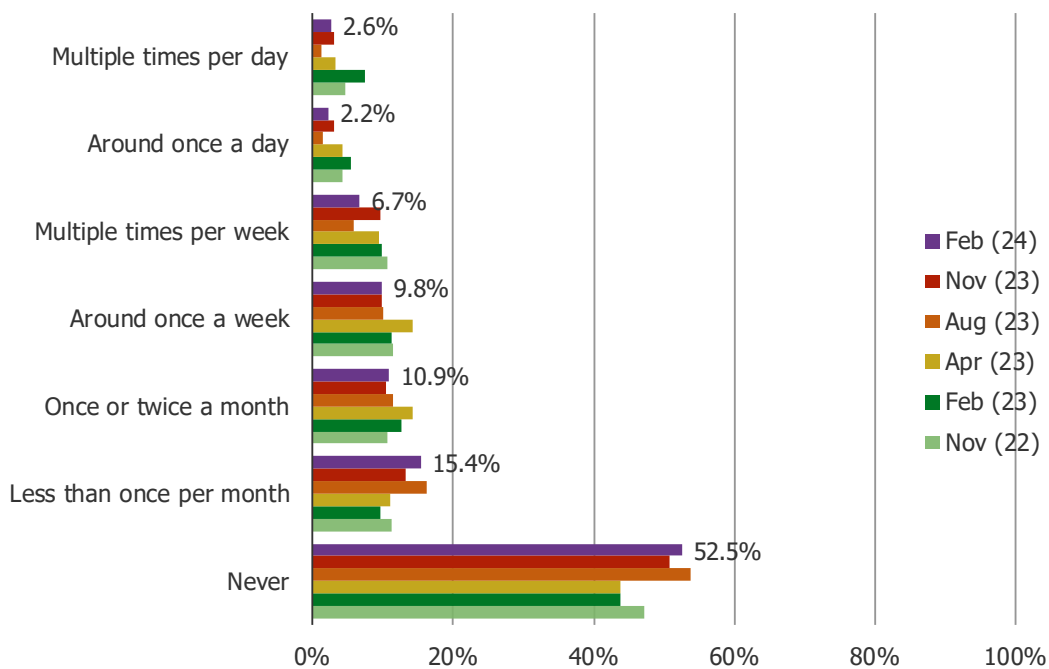


Ride Sharing

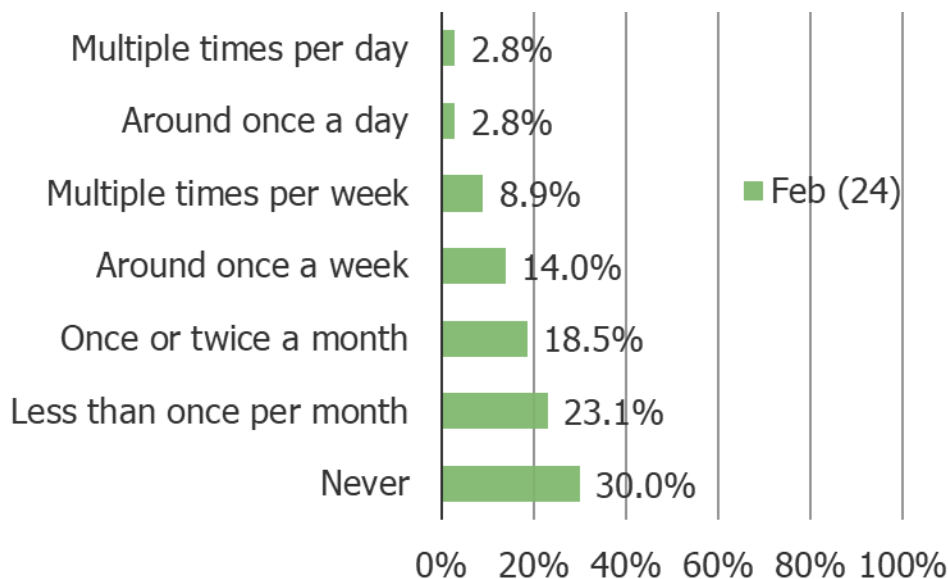
# DASHMART / GROCERY AND CONVENIENCE DELIVERY BY THIRD PARTY APPS

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...



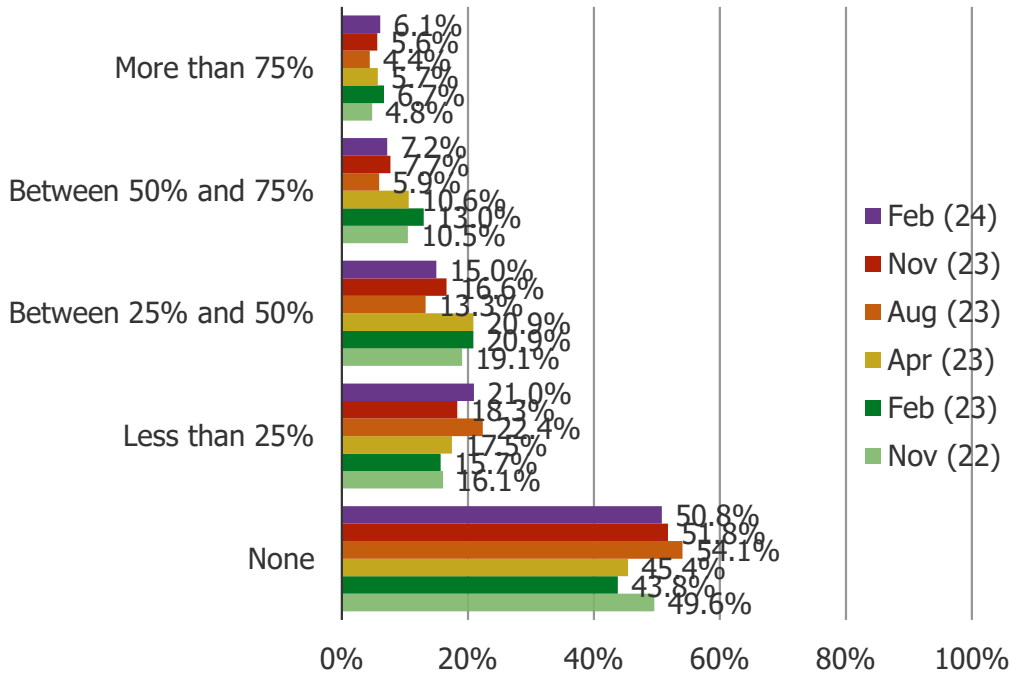
Cross-Tab: Filtering on DoorDash Users (N = 394)



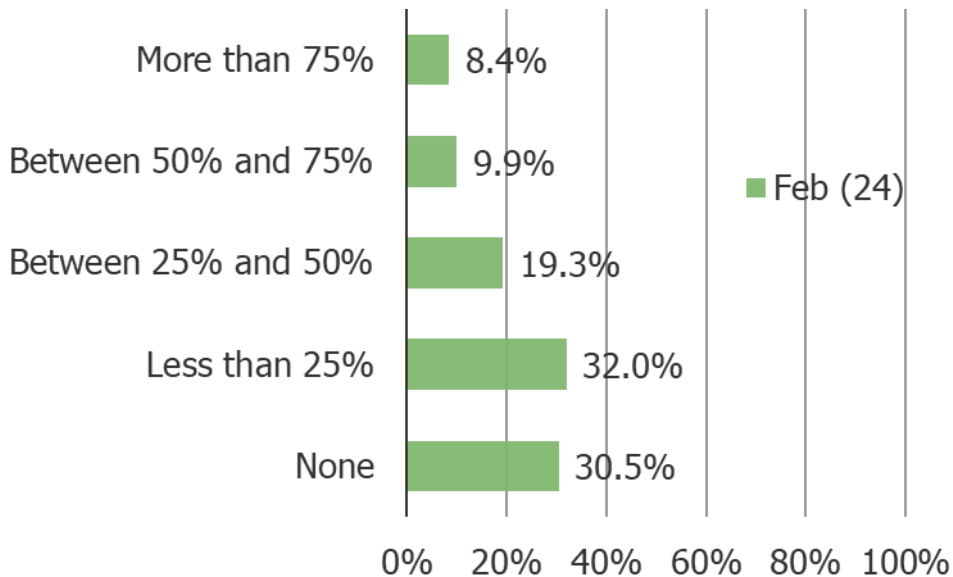


HOW MUCH OF YOUR TOTAL GROCERY AND CONVENIENCE SPEND TAKES PLACE THROUGH DELIVERY APPS TODAY?

Posed to all respondents...

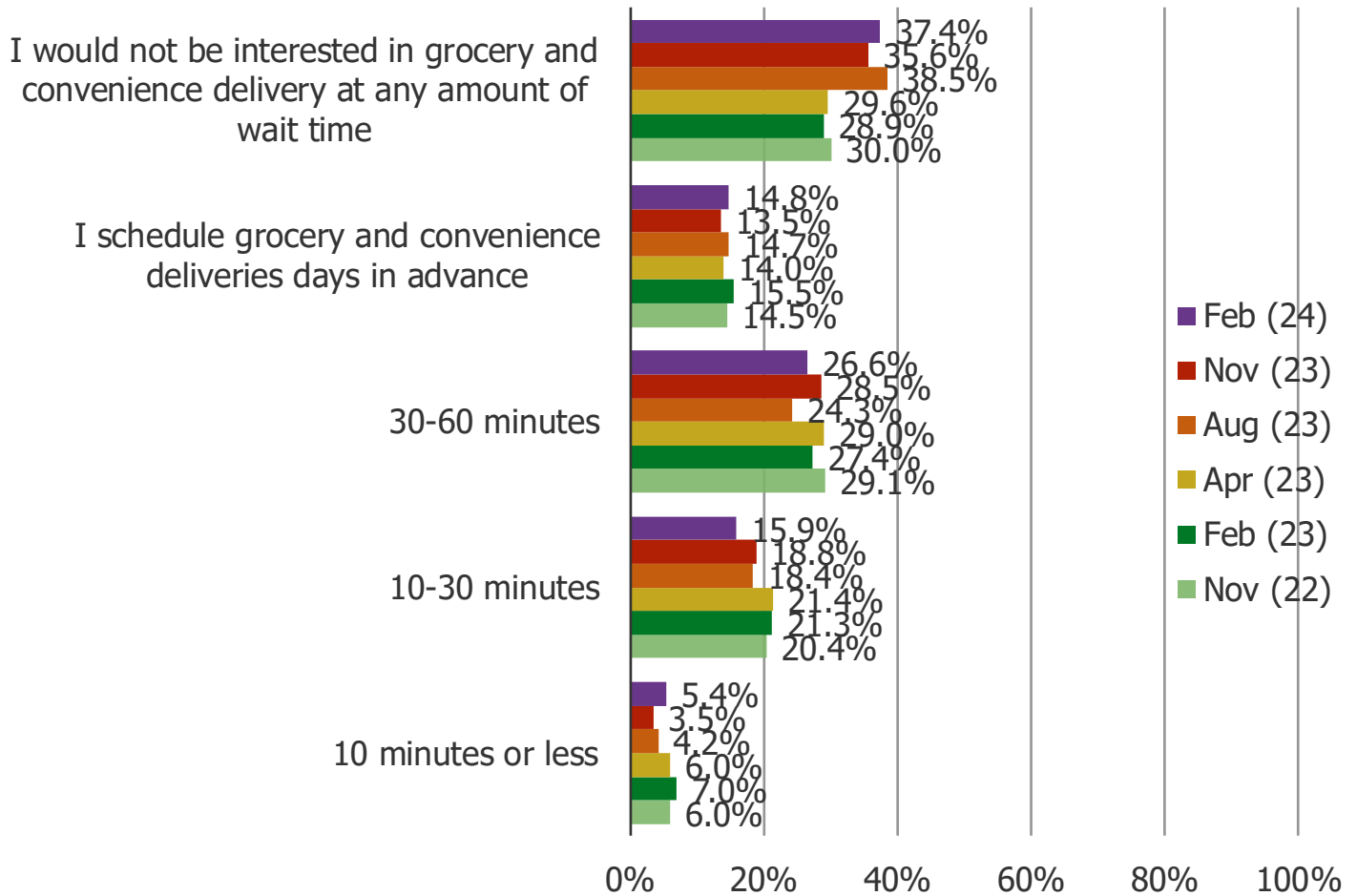


Cross-Tab: Filtering on DoorDash Users (N = 394)



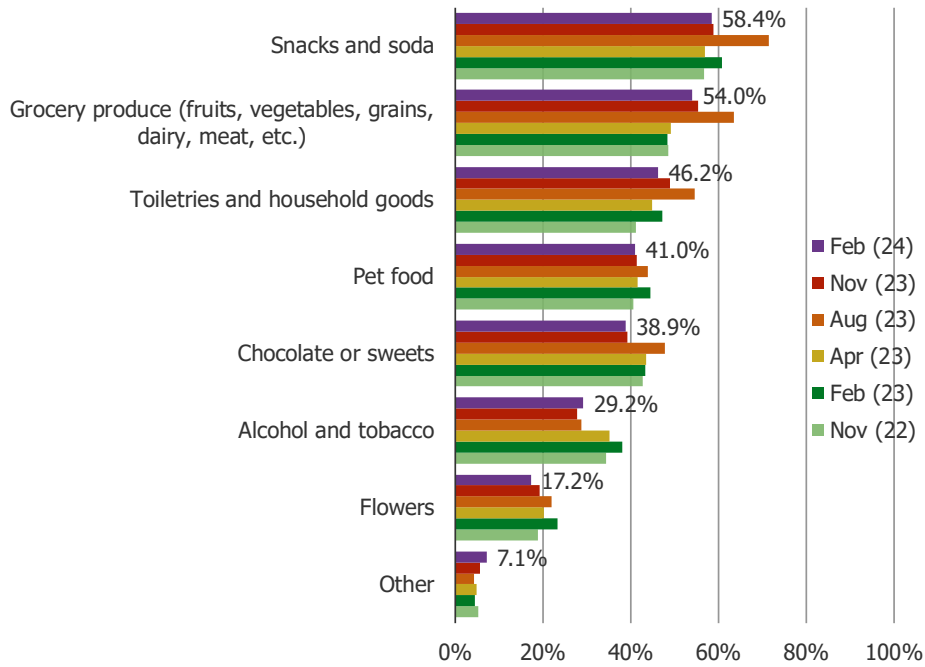
WHAT IS THE LONGEST AMOUNT OF TIME YOU WOULD BE WILLING TO WAIT FOR GROCERY AND CONVENIENCE DELIVERY?

Posed to all respondents.

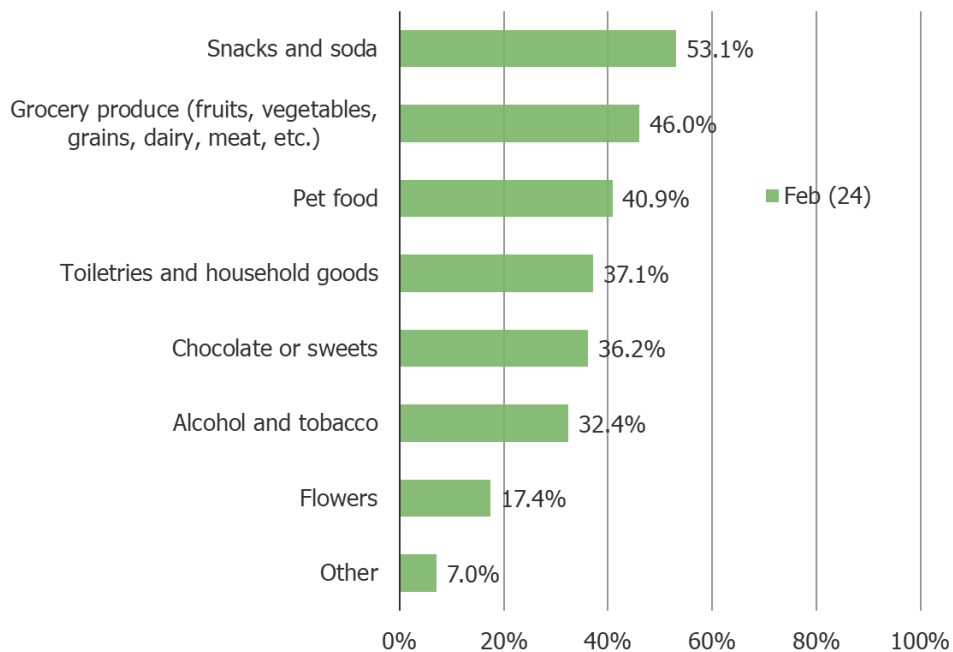


WHAT TYPES OF CONVENIENCE AND GROCERY ITEMS ARE YOU WILLING TO PURCHASE VIA DELIVERY? SELECT ALL THAT APPLY.

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

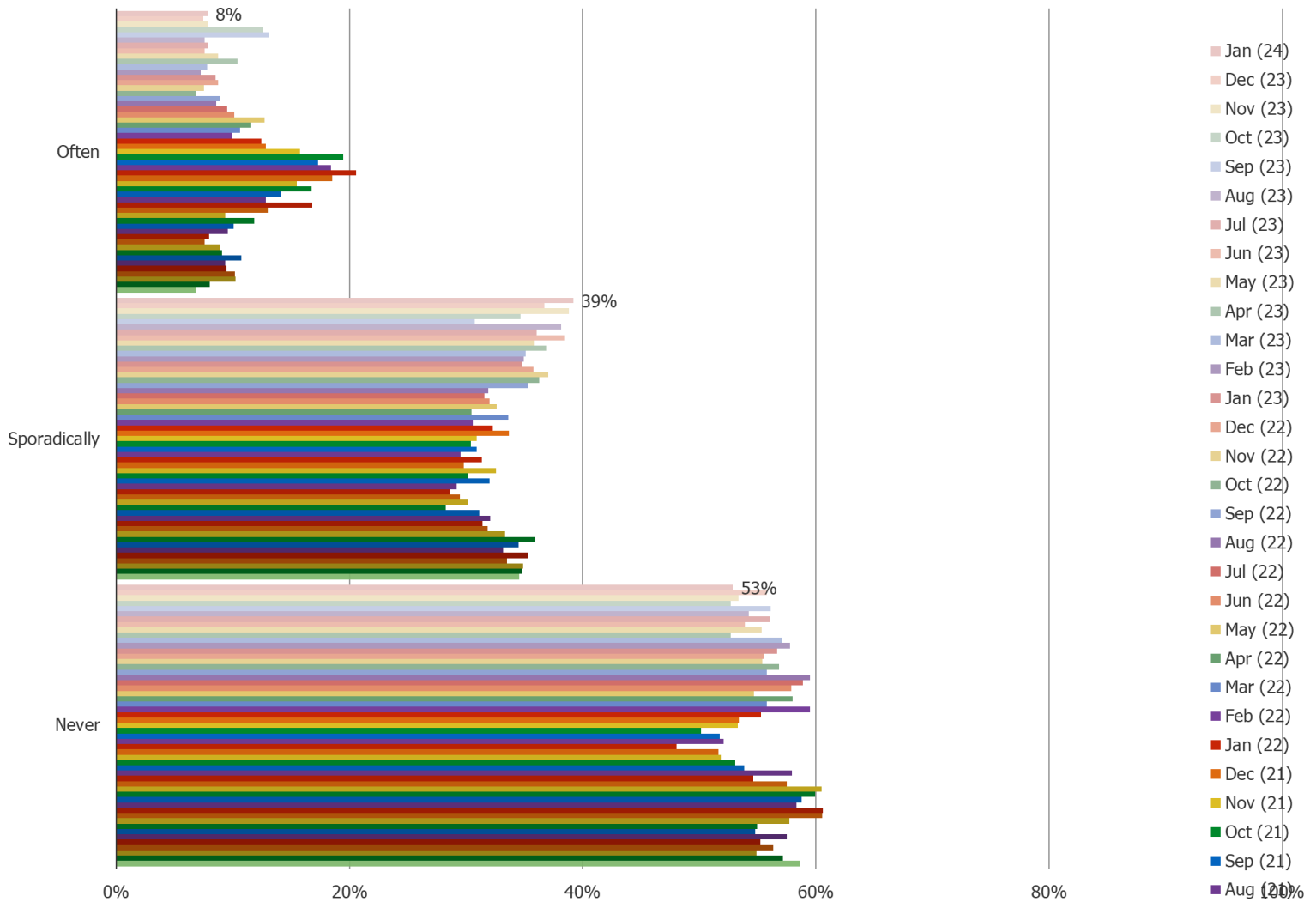


Ride Sharing

## MONTHLY DATA TRACKING

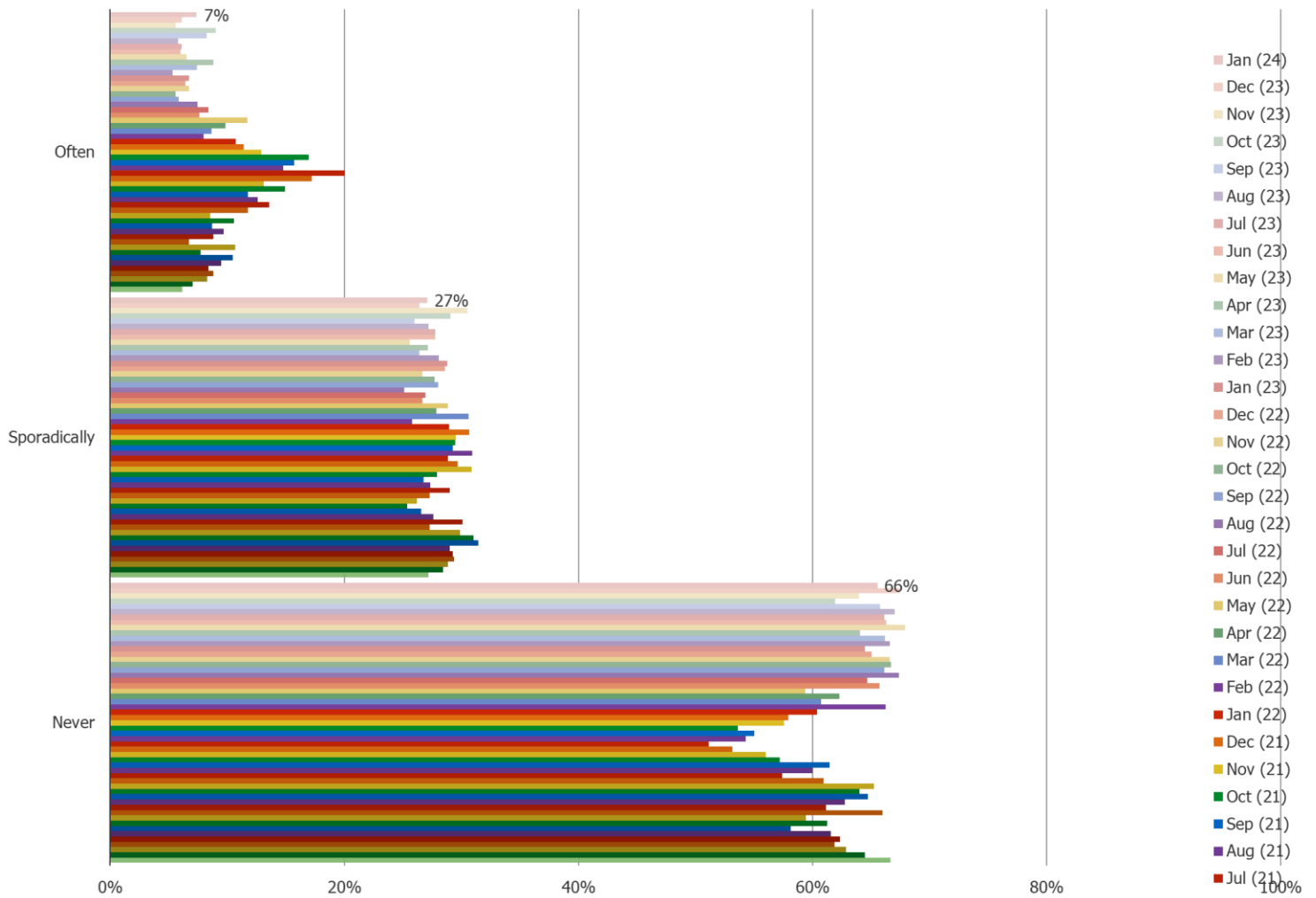
HOW OFTEN DO YOU USE UBER RIDE SHARING?

Posed to all respondents.



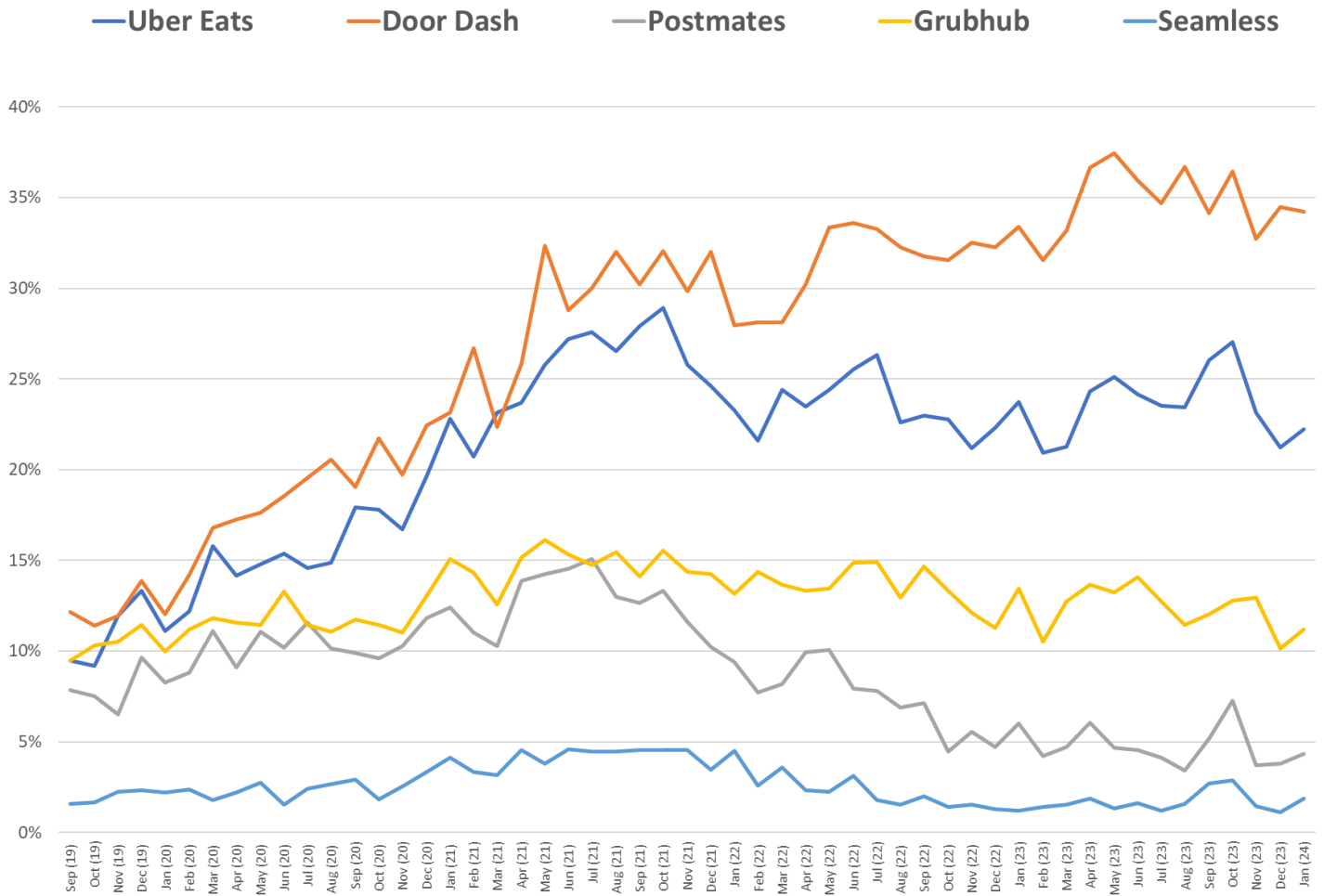
HOW OFTEN DO YOU USE LYFT RIDE SHARING?

Posed to all respondents.



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

Posed to all respondents.



HOW OFTEN DO YOU USE FOOD DELIVERY APPS?

Posed to all respondents.

