

BESPOKE SURVEYS

Ride Sharing and Food Delivery, Vol 27

1,000+ Respondents Per Quarter

November 2025

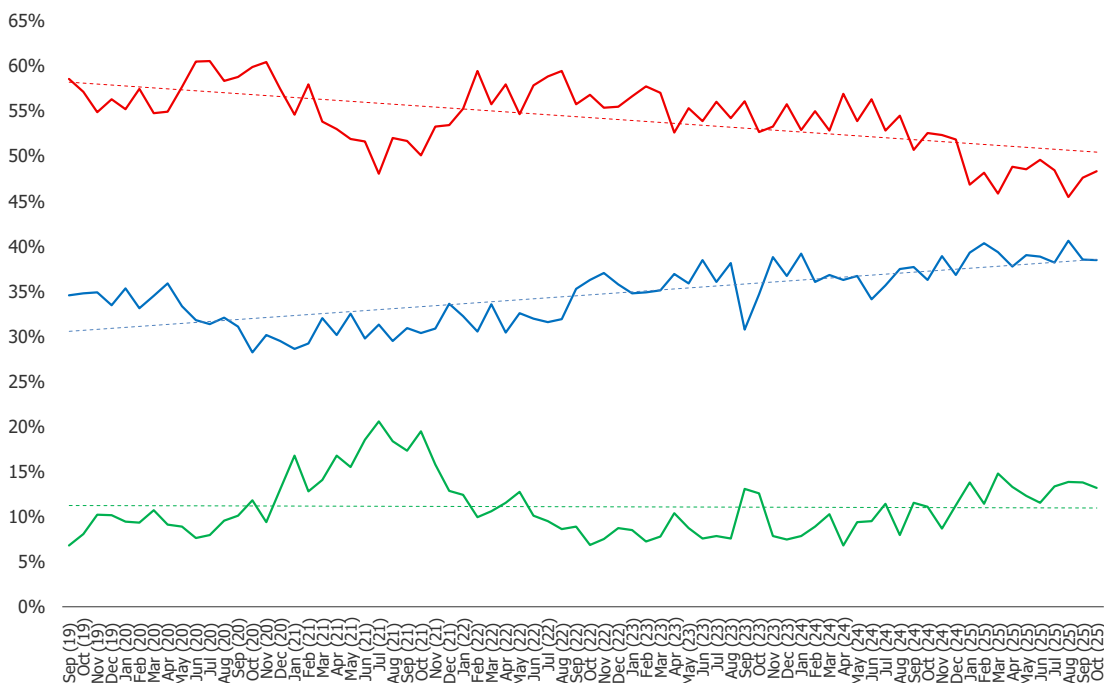
Ride Sharing

MONTHLY DATA TRACKING

HOW OFTEN DO YOU USE UBER RIDE SHARING?

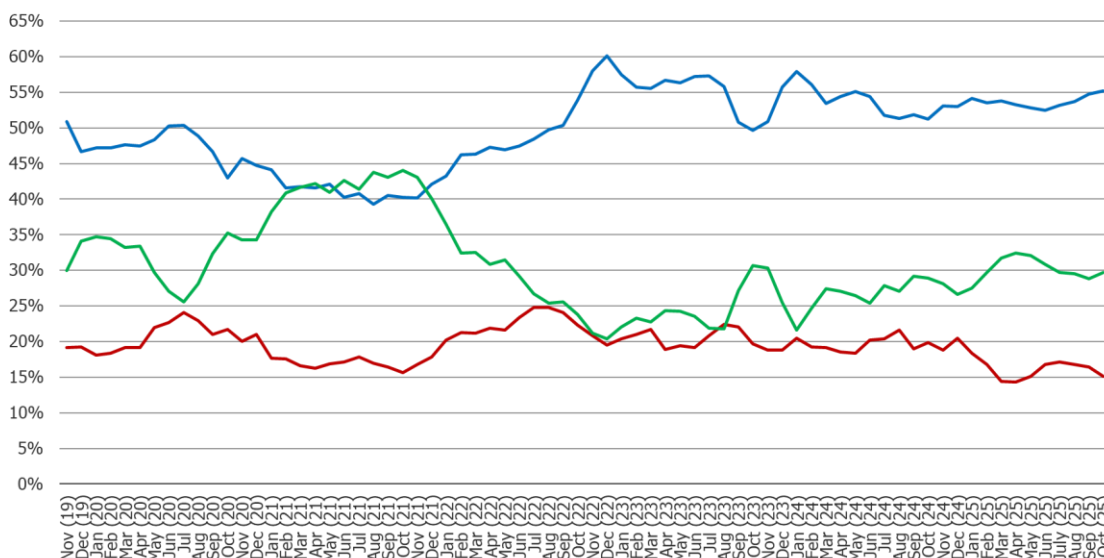
Posed to all respondents.

Red = Never, Blue = Sporadically, Green = Often



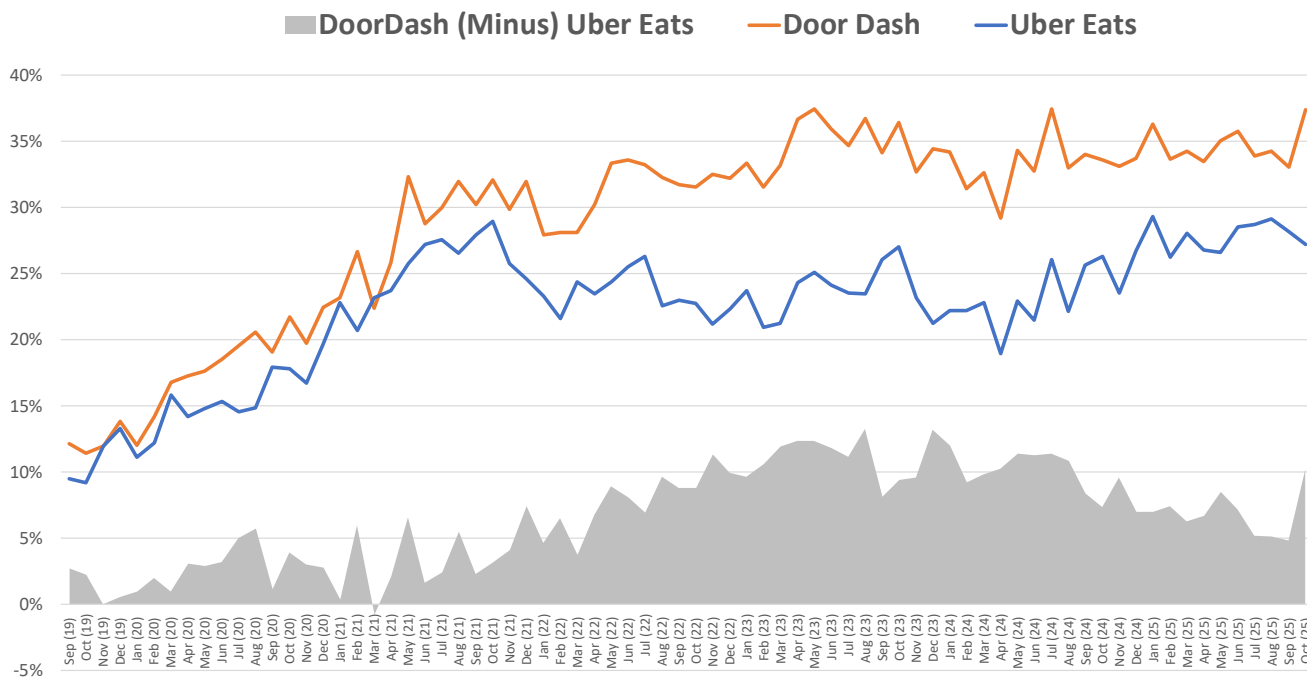
Filtered Data: Uber Eats Users...

Red = Never, Blue = Sporadically, Green = Often

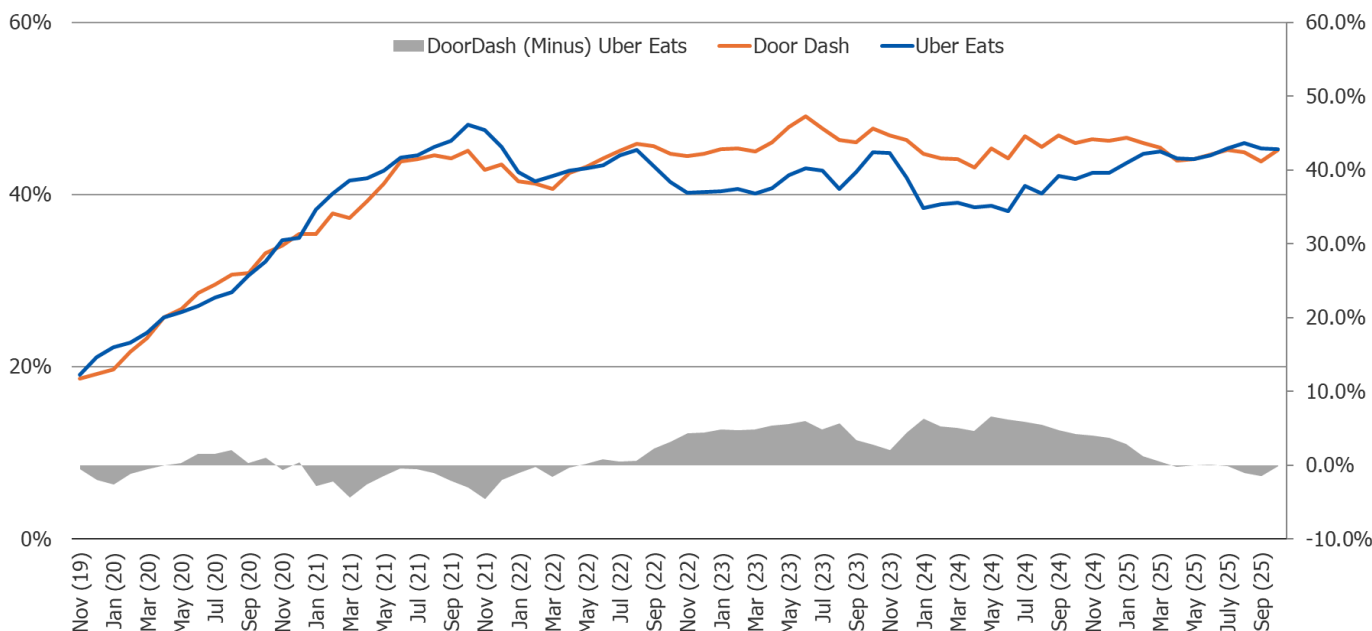


DO YOU REGULARLY OR OCCASIONALLY USE THE FOLLOWING FOOD DELIVERY SITES/APPS?

Posed to all respondents.

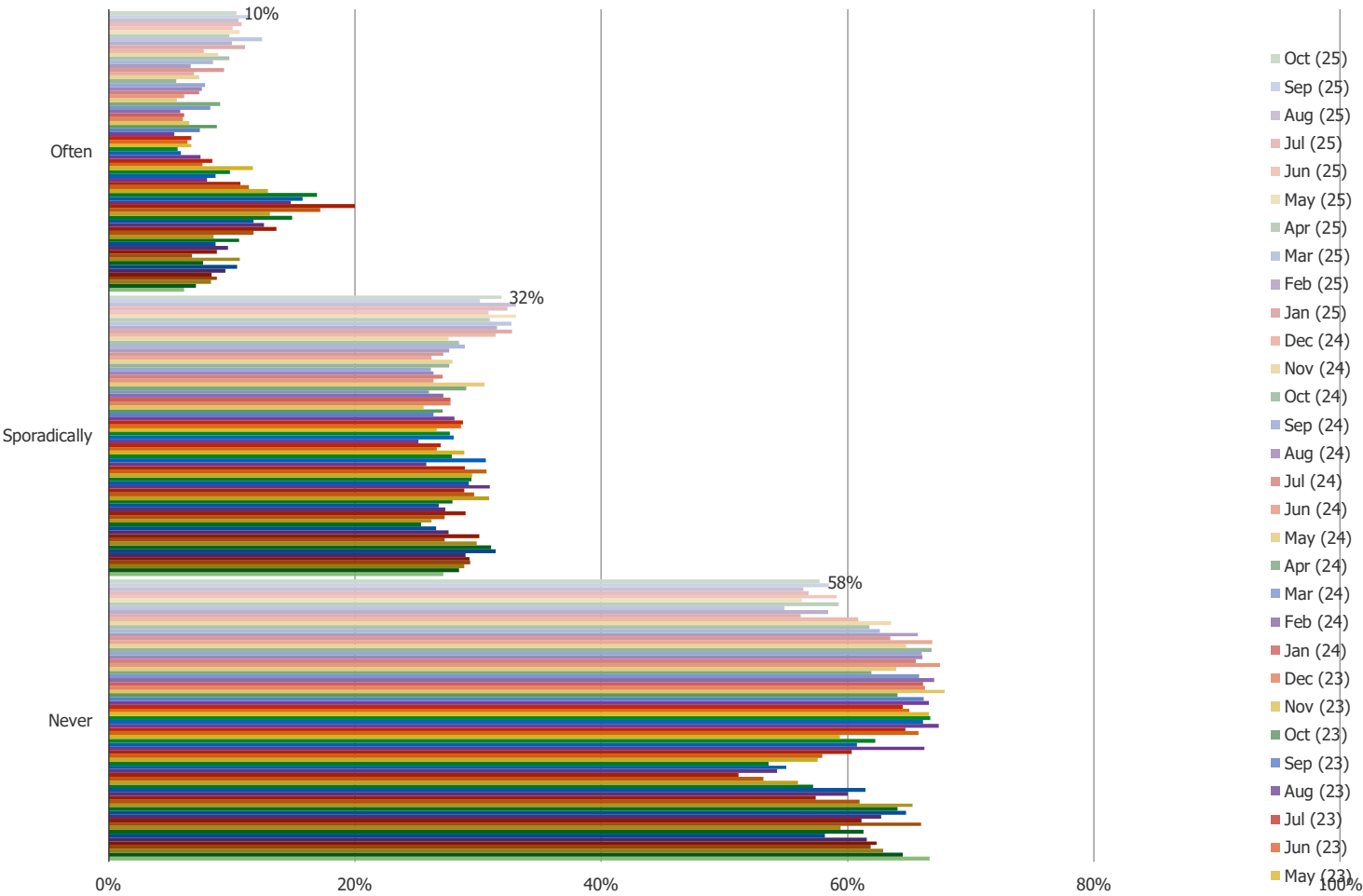


Filtered Data: Uber Ride Sharing Users



HOW OFTEN DO YOU USE LYFT RIDE SHARING?

Posed to all respondents.



Posed to all respondents.

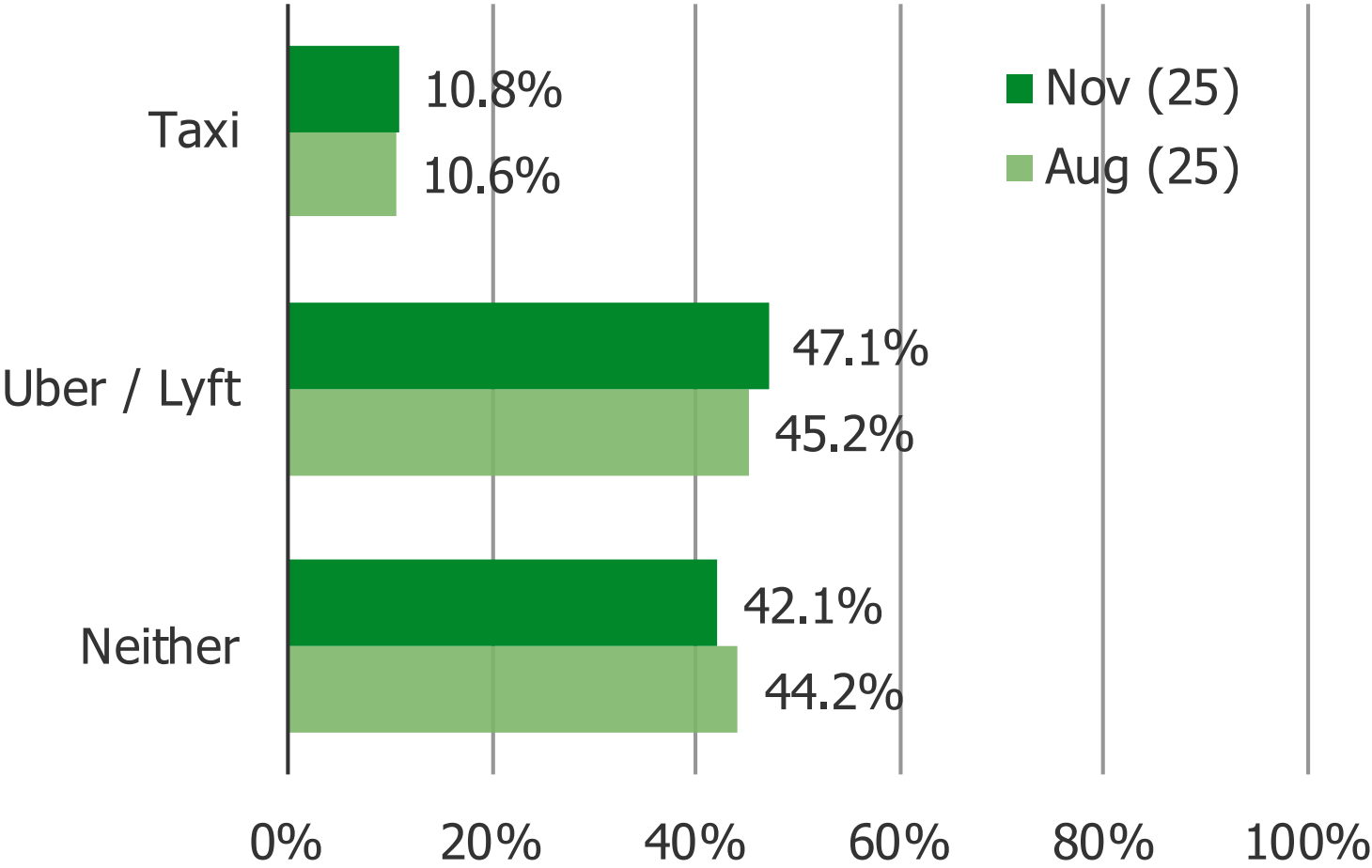


Ride Sharing

NEW QUESTIONS

WHICH DO YOU PREFER?

Posed to all respondents.



WHAT DO YOU USE UBER RIDE SHARING FOR?

Posed to all respondents who use Uber.

Primary Use Case Categories (for Uber)

Category	Count	% of total
Commute (work/school)	128	17.1%
General local rides (get around, visit friends, go home, convenience)	88	11.7%
Medical	55	7.3%
Errands / shopping	46	6.1%
Nights out / events	45	6.0%
Travel (out-of-town)	34	4.5%
Airport	28	3.7%
Delivery	15	2.0%
Car issues / no car	9	1.2%
No/doesn't use Uber	12	1.6%
No response (blank / "NA")	53	7.1%
Other / unclear	237	31.6%

WHAT DO YOU USE UBER RIDE SHARING FOR?

Posed to all respondents who use Uber.

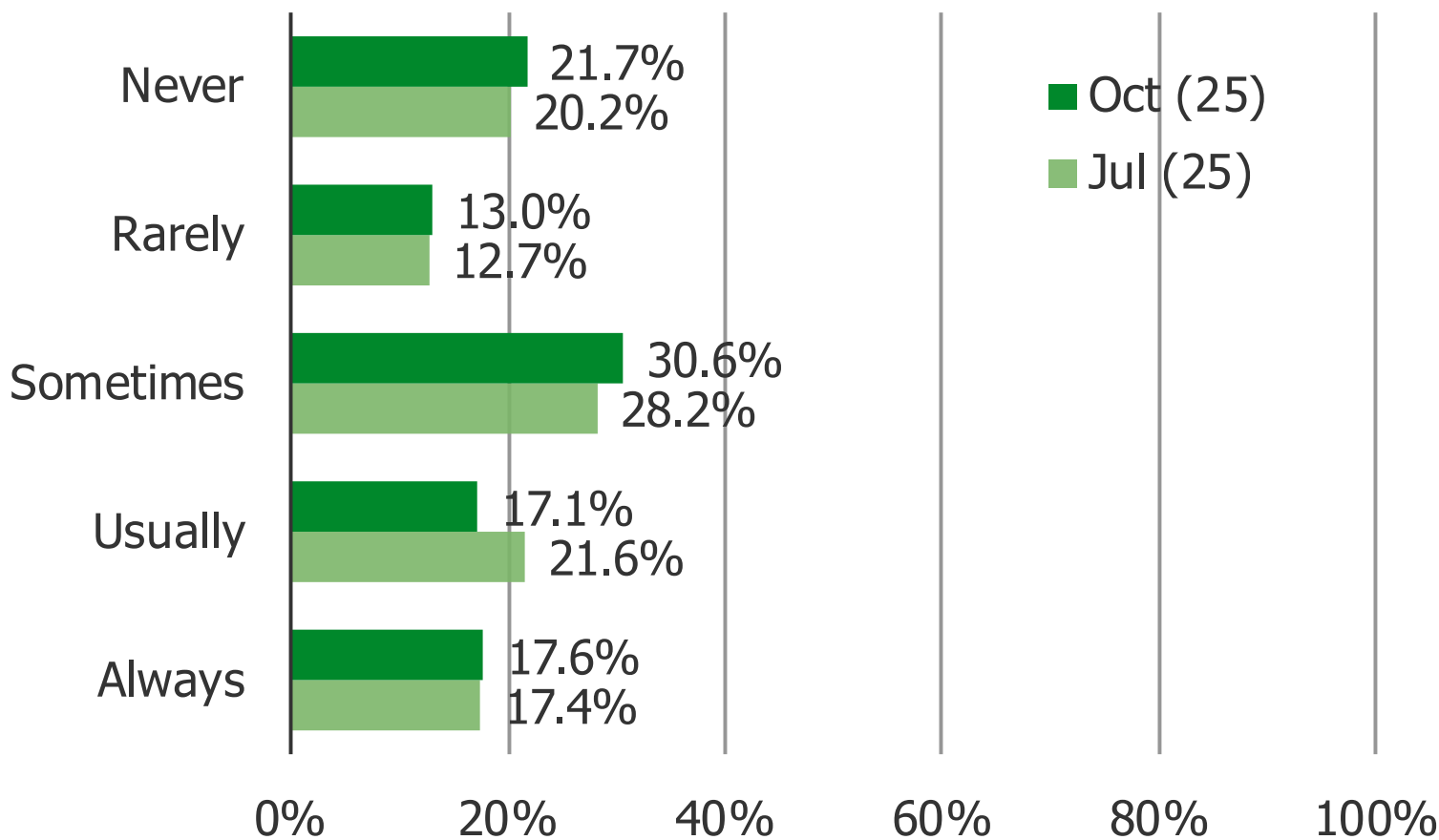
Secondary Use Cases (Combined & Categorized)

Aggregate Across Both Secondary Columns

Category	% of Mentions	Description
No Secondary Use / None / Not Needed	~63%	Explicit "none," "no," "don't use," "N/A," etc.
Shopping / Errands	~9%	Trips to stores, malls, groceries.
Work / Commute / Business Travel	~7%	Work commute, job-related trips, office.
Social / Dining / Entertainment	~6%	Restaurants, bars, friends, events.
Medical / Doctor Visits	~4%	Hospital, doctor appointments.
Travel / Airport / Vacation	~4%	Airport rides, travel days, vacations.
School / Kids / Family Support	~3%	Child drop-off, school runs, caregiving.
Car-Related (maintenance, when car unavailable)	~2%	Mechanic visits, car dropped off, car trouble.
Random / Junk / Unusable	~2%	Keyboard smashes, irrelevant phrases.

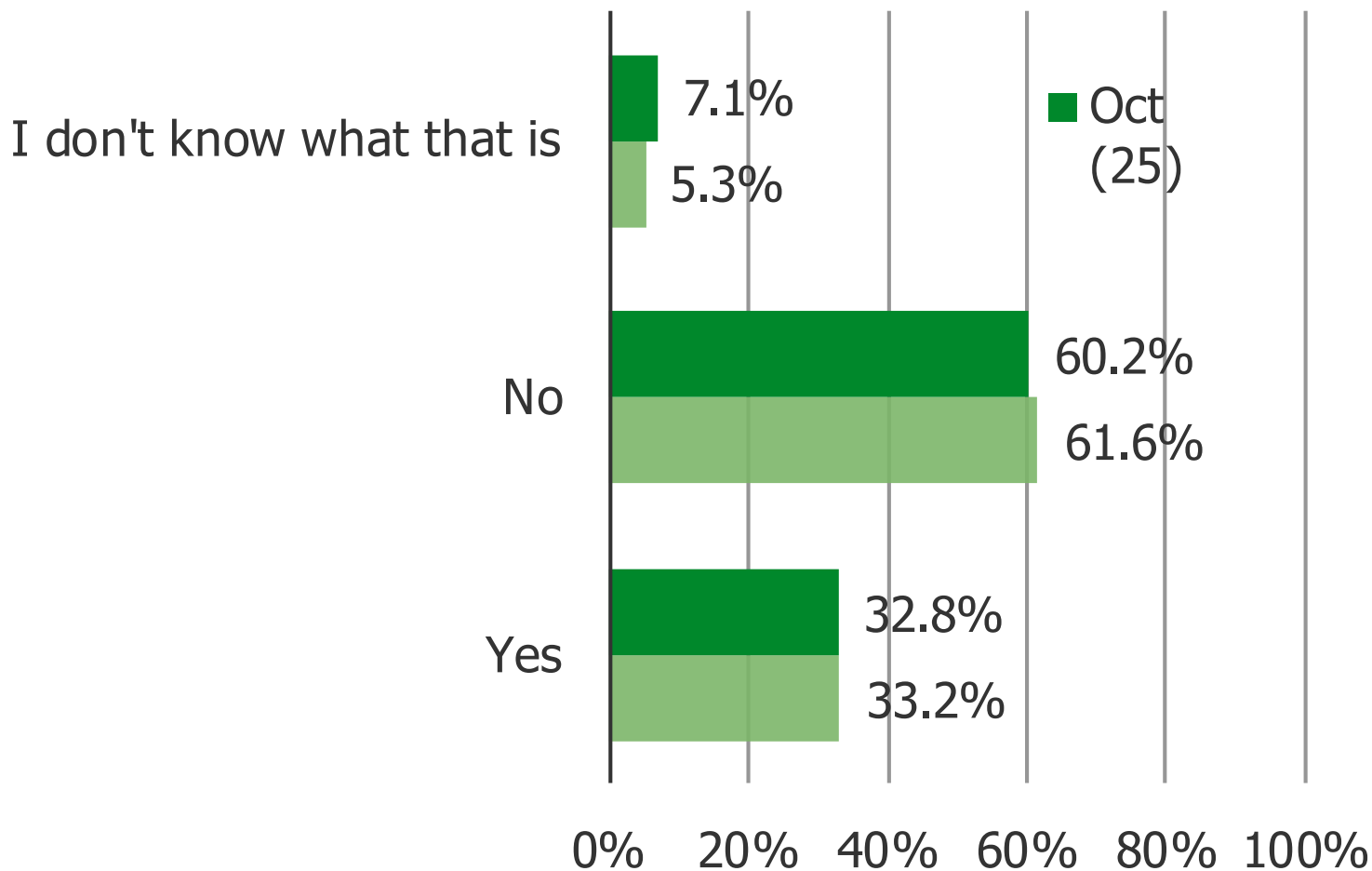
HOW OFTEN DO YOU CHECK LYFT AFTER SEARCHING FOR A RIDE ON UBER?

Posed to all respondents who use Uber.



ARE YOU A SUBSCRIBER OF UBER ONE?

Posed to all respondents who use Uber.

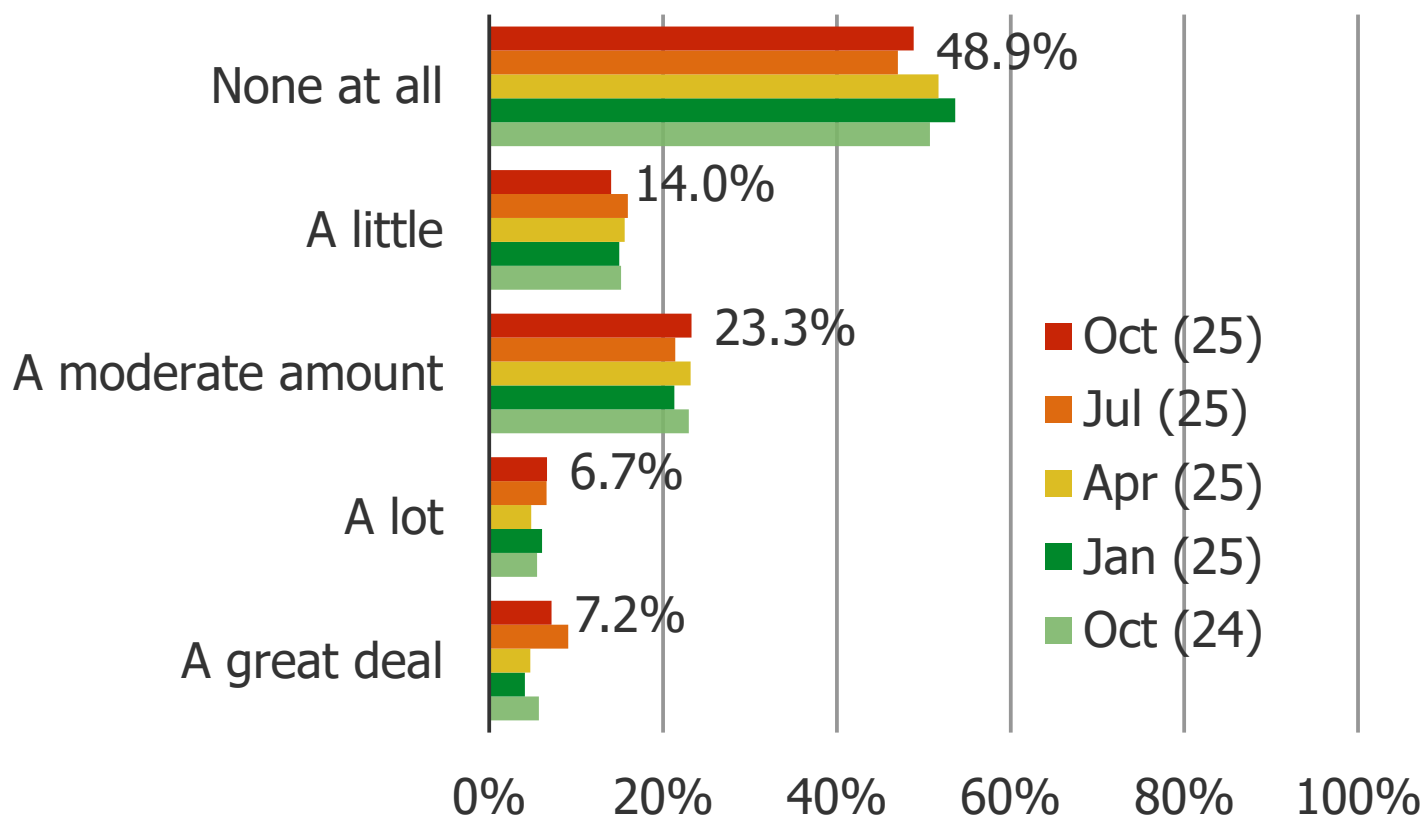


Ride Sharing

PLATFORM DYNAMICS

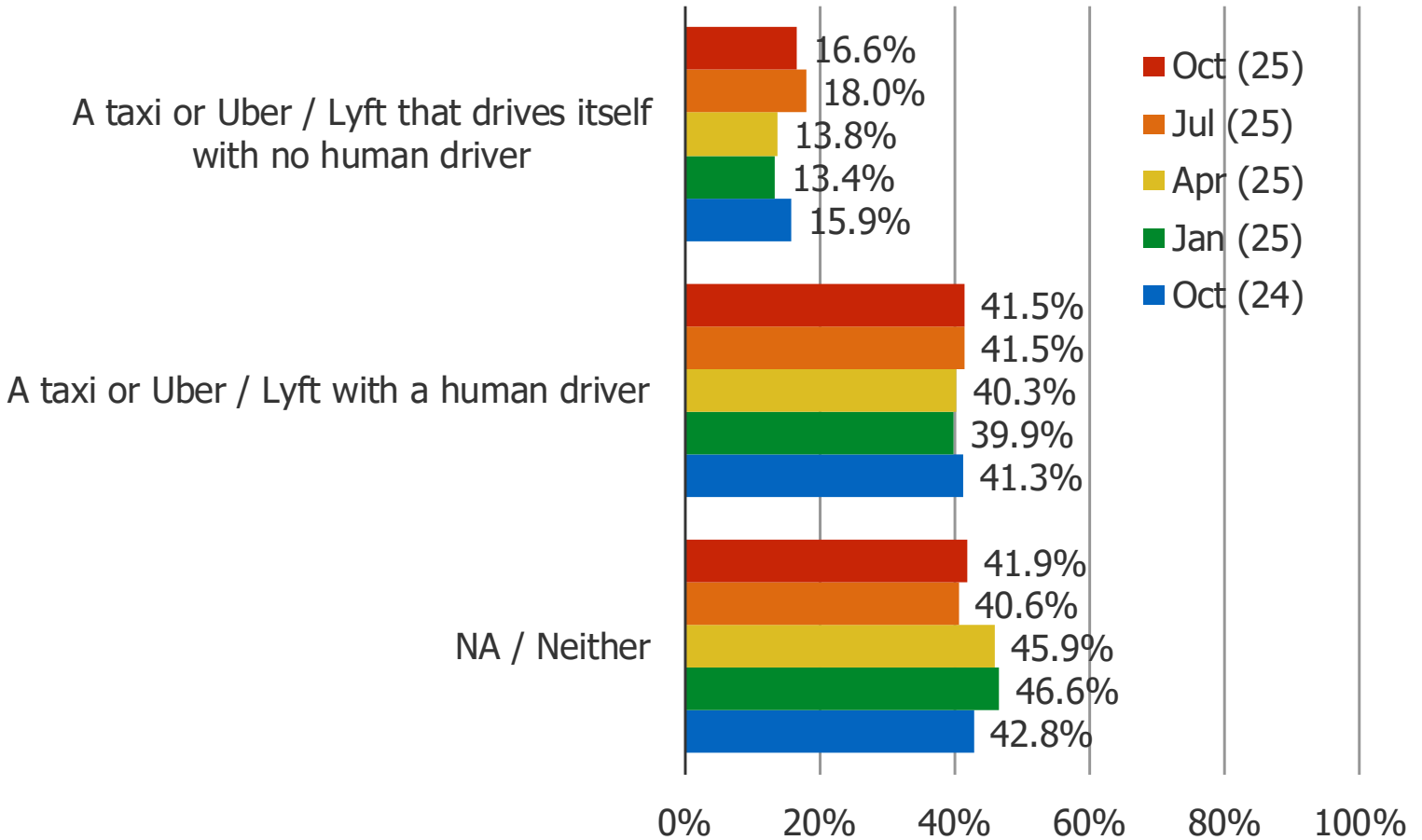
HOW MUCH TRUST WOULD YOU HAVE IN USING A ROBOTAXI SERVICE? IE - LIKE UBER OR LYFT, BUT A DRIVER-LESS CAR.

Posed to all respondents...



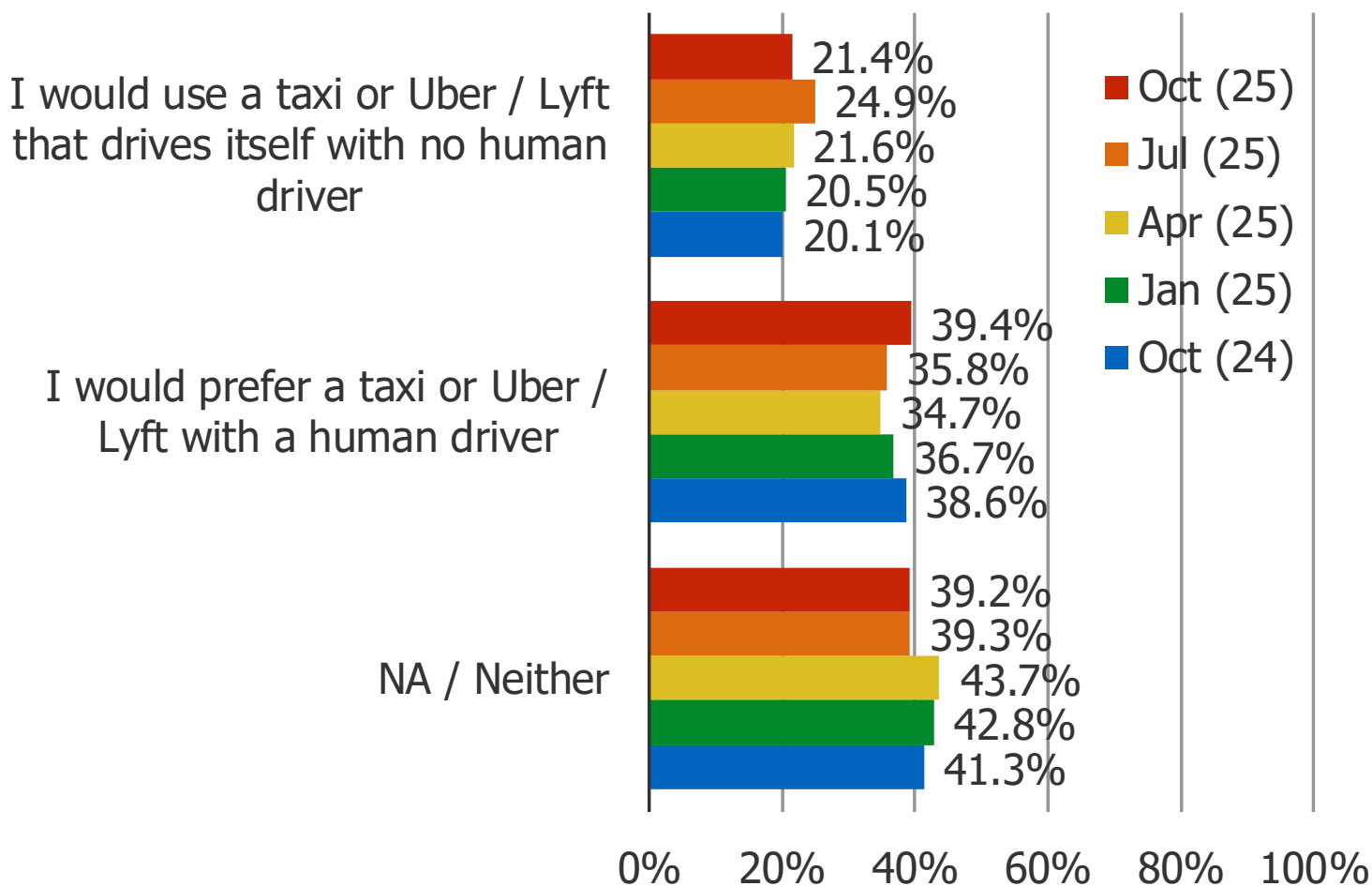
IF IT WAS THE SAME PRICE, WHICH WOULD YOU PREFER?

Posed to all respondents...



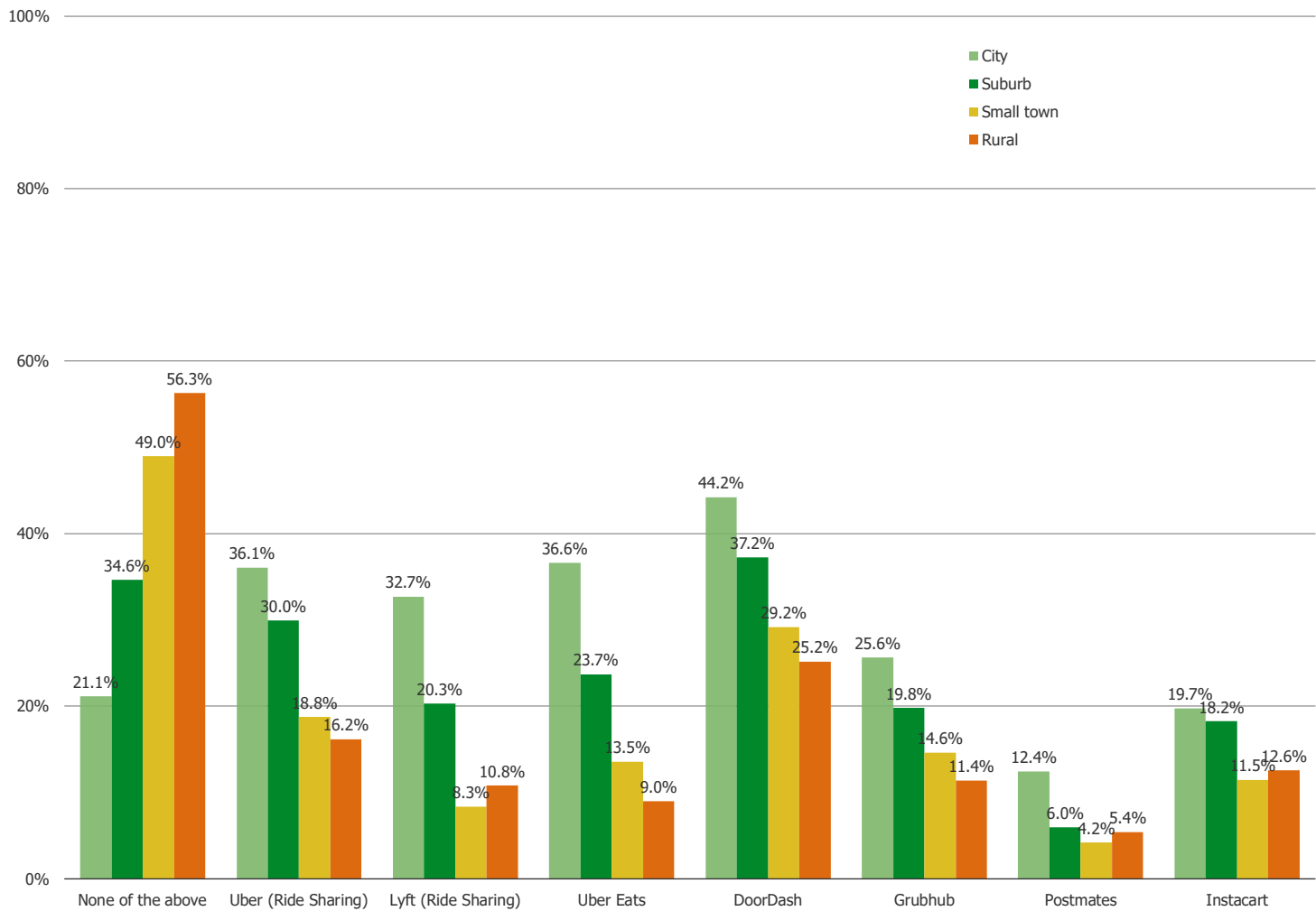
WHAT IF SELF-DRIVING TAXIS OR UBER / LYFTS WERE CHEAPER THAN HAVING A HUMAN DRIVER?

Posed to all respondents...



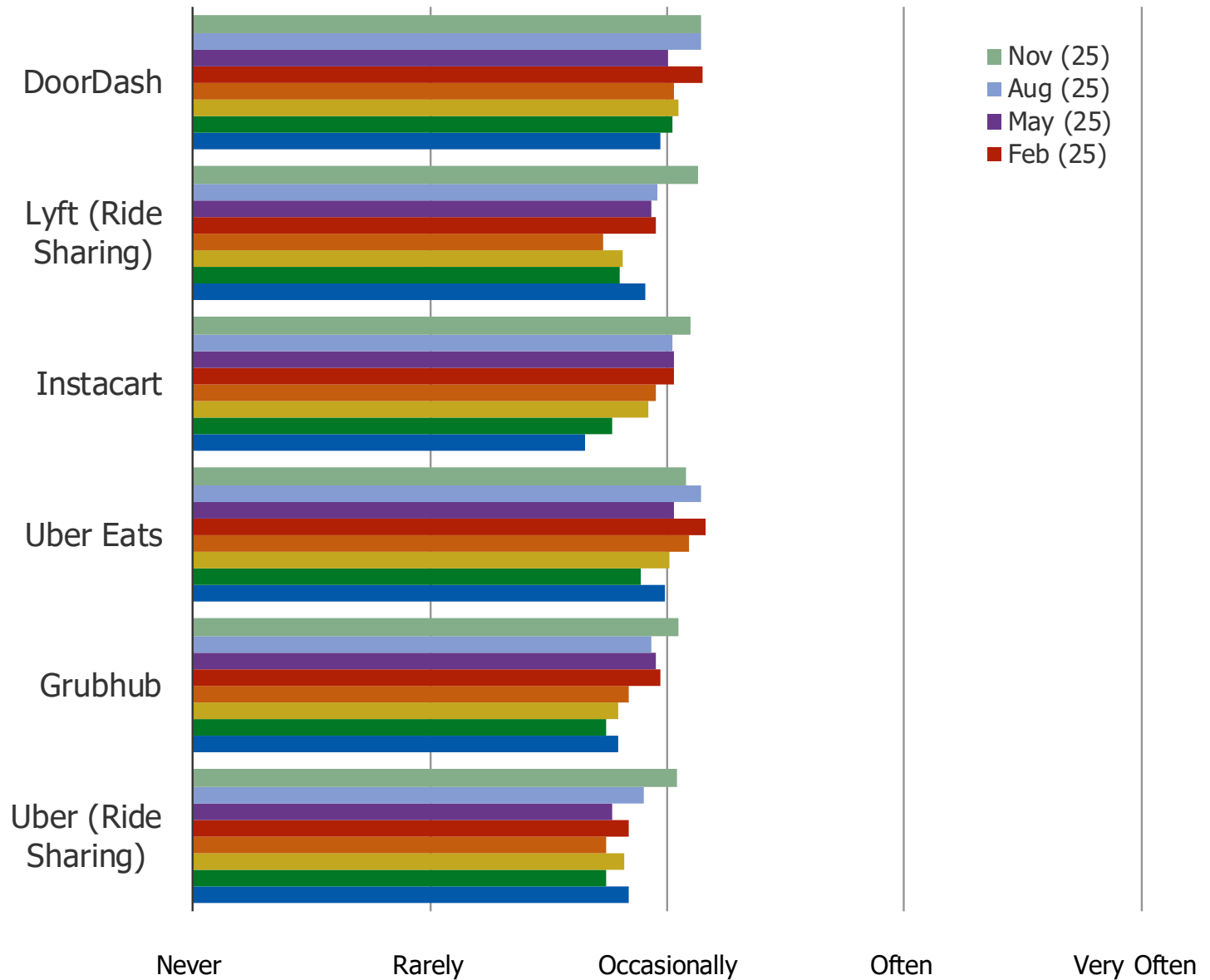
HAVE YOU EVER USED ANY OF THE FOLLOWING APPS/PLATFORMS? SELECT ALL THAT APPLY

Posed to all respondents...



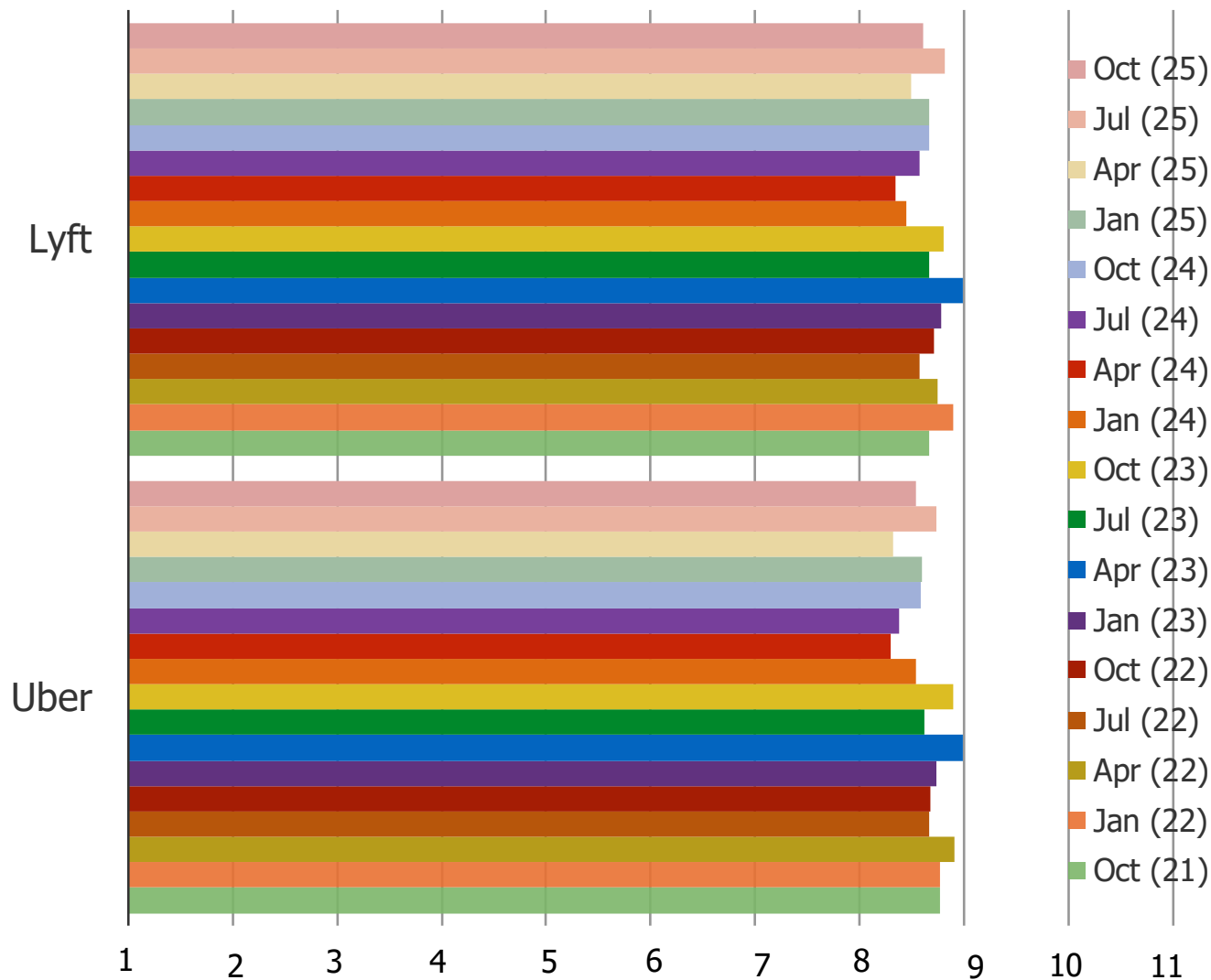
HOW OFTEN WOULD YOU SAY YOU CURRENTLY USE EACH OF THE FOLLOWING?

Posed to all respondents who use each of the below.



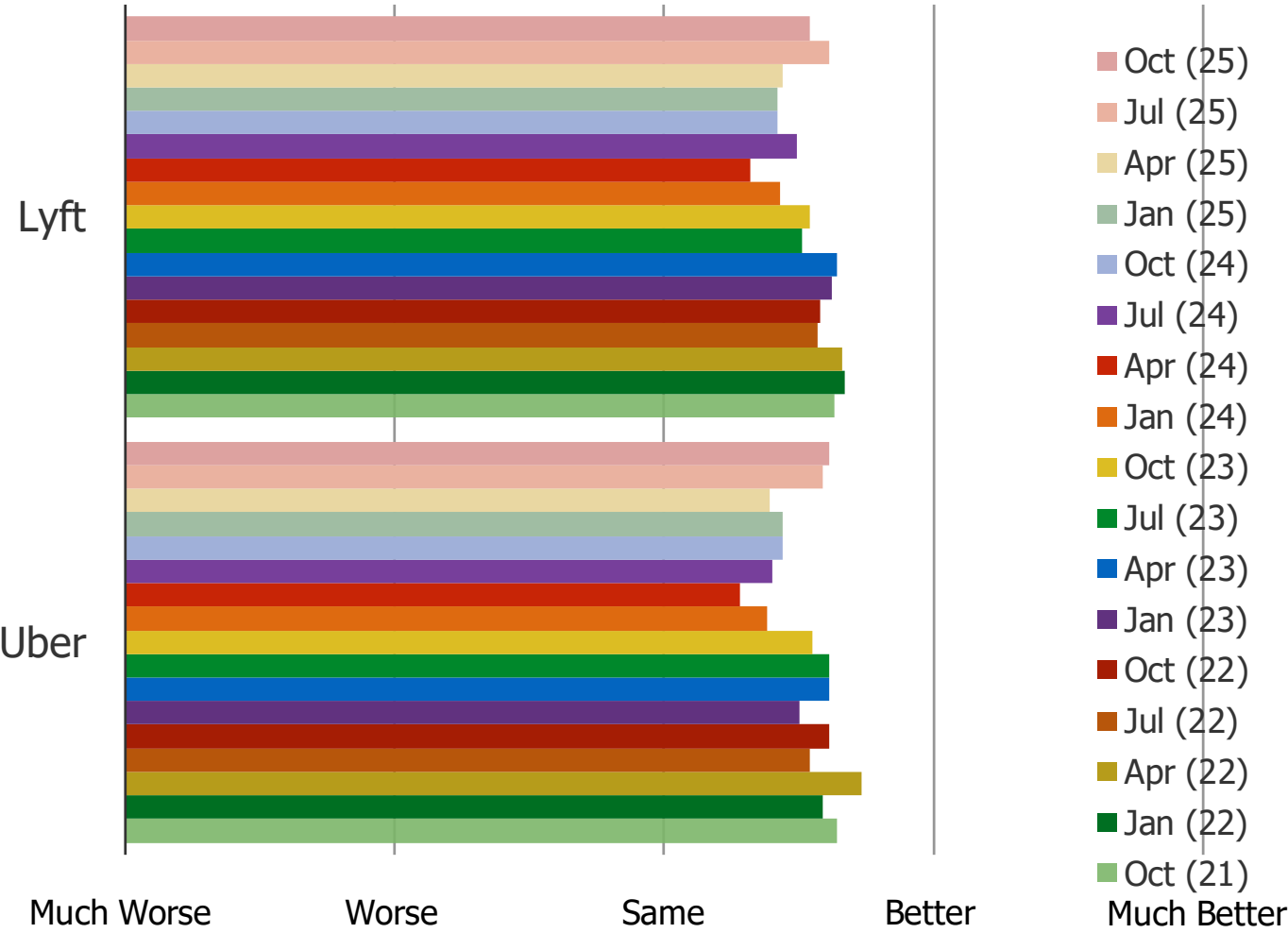
HOW WOULD YOU RATE THE USER EXPERIENCE WHEN INTERACTING WITH THE FOLLOWING?

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



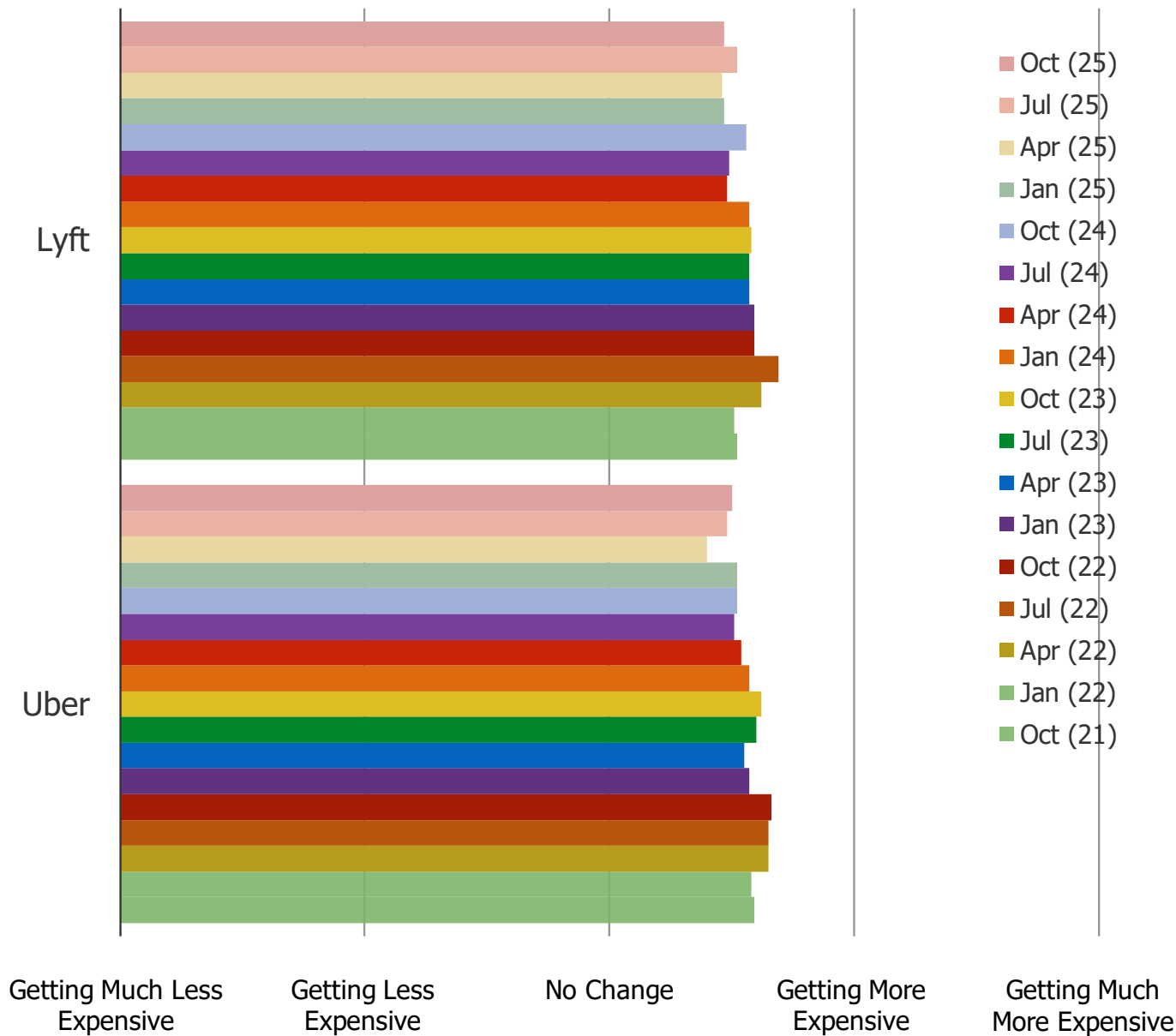
IN YOUR OPINION, HAS THE EXPERIENCE OF USING THE FOLLOWING GOTTEN BETTER OR WORSE OVER TIME?

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



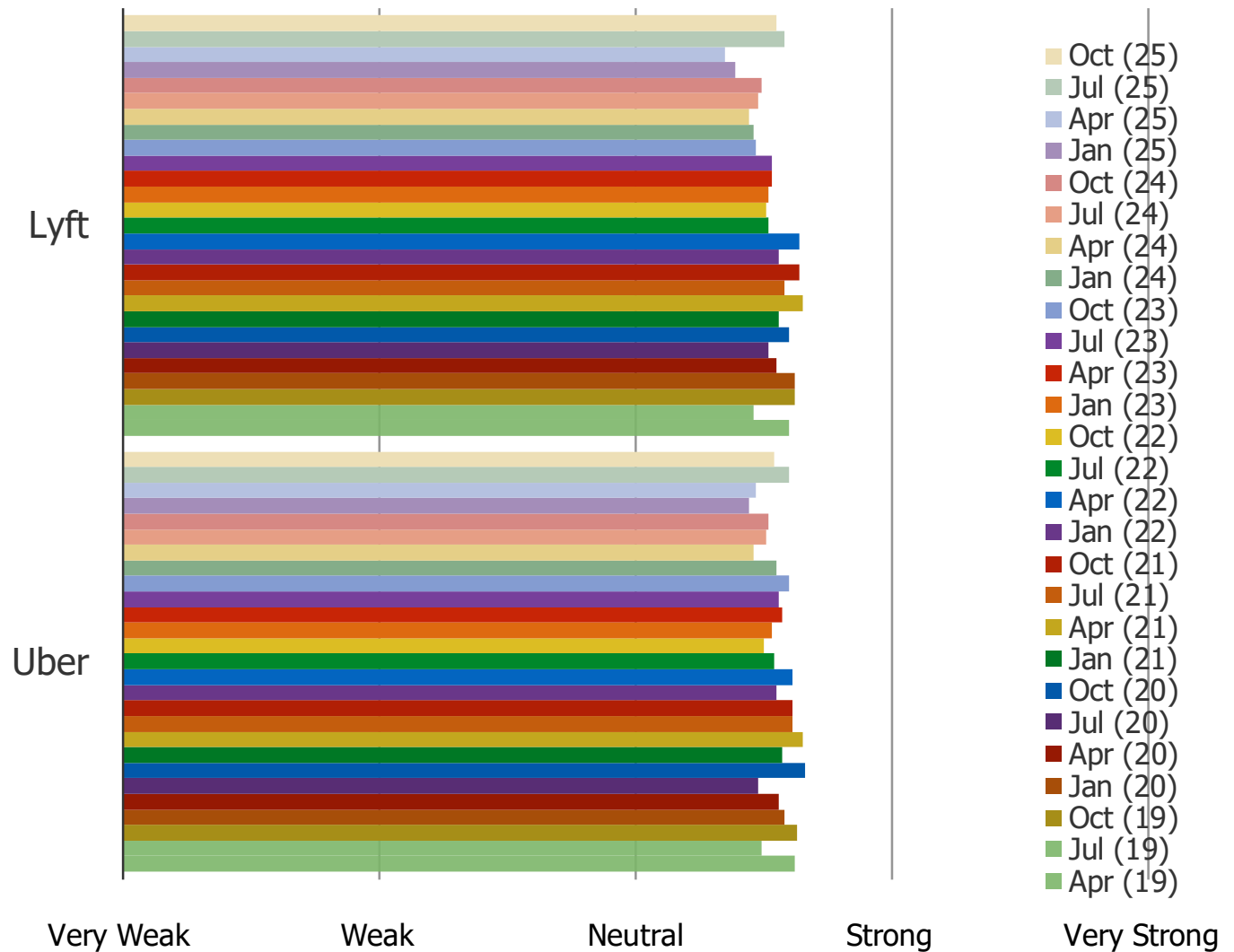
TO YOUR KNOWLEDGE, HAVE THE PRICES TO USE THE FOLLOWING BEEN CHANGING AT ALL?

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



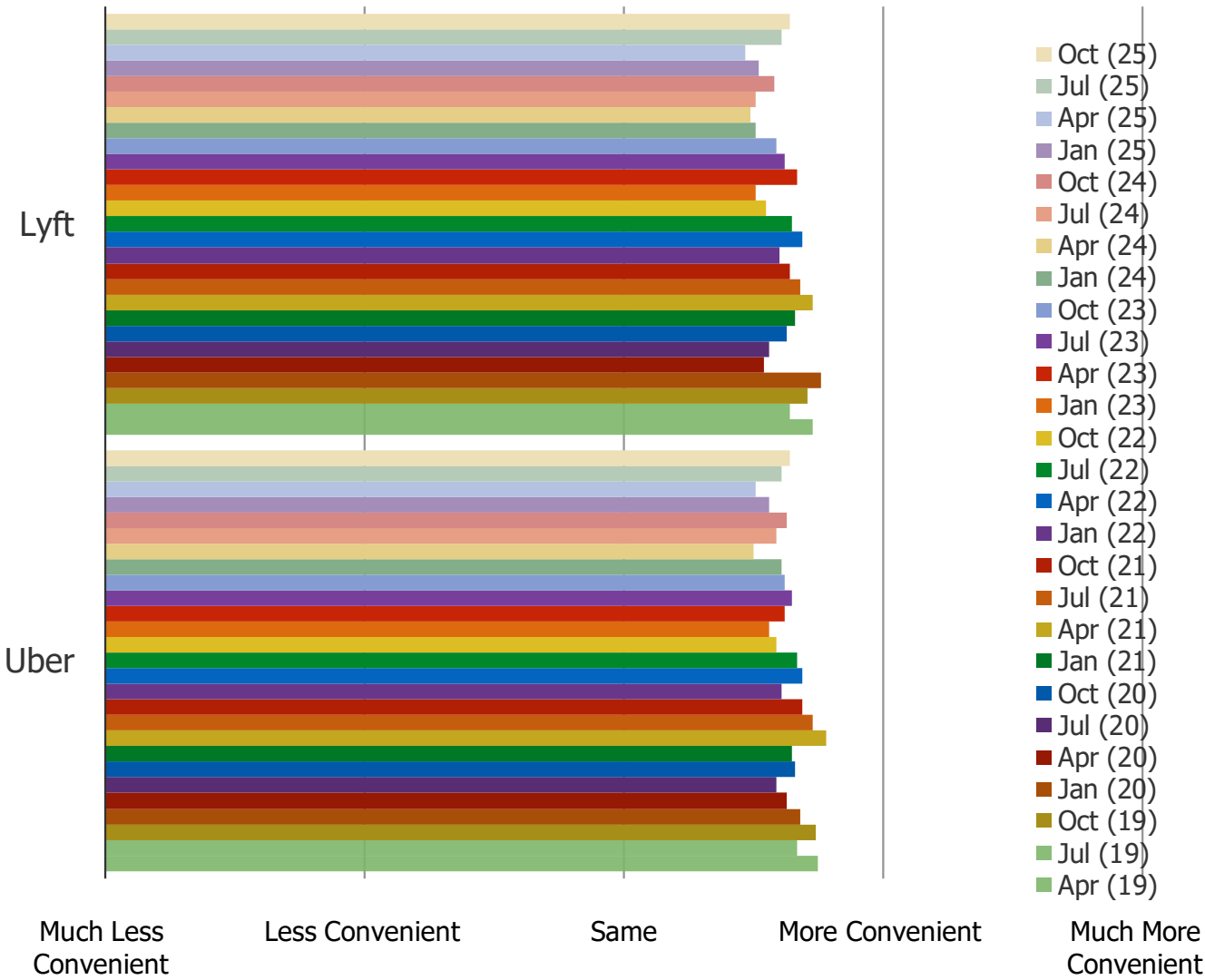
WHAT IS YOUR OPINION OF THE VALUE OF USING EACH OF THESE SERVICES?

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



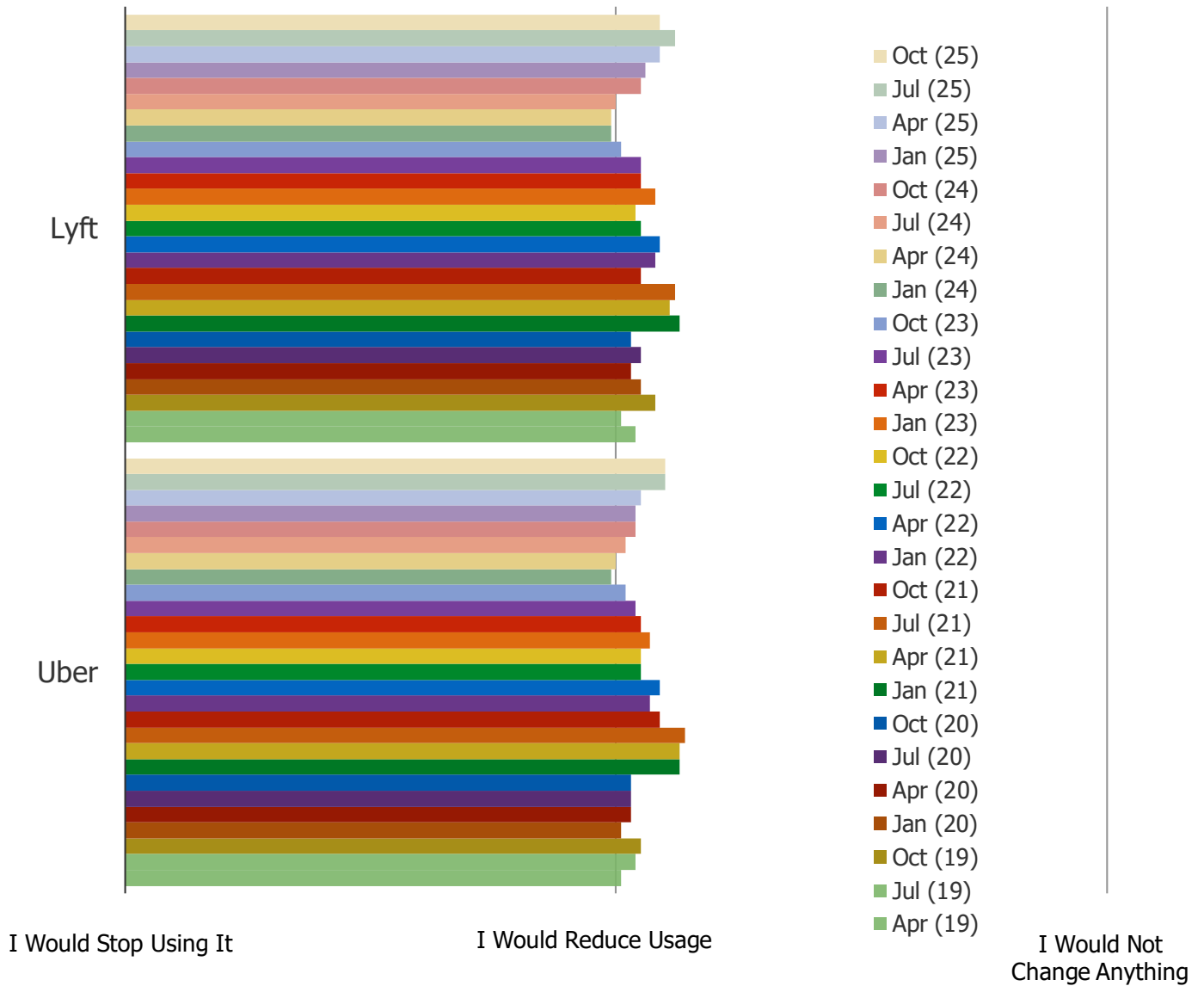
WHAT IS YOUR OPINION OF THE CONVENIENCE OF USING THIS SERVICE COMPARED TO ALTERNATIVE MEANS YOU WOULD USE TO TRAVEL?

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.

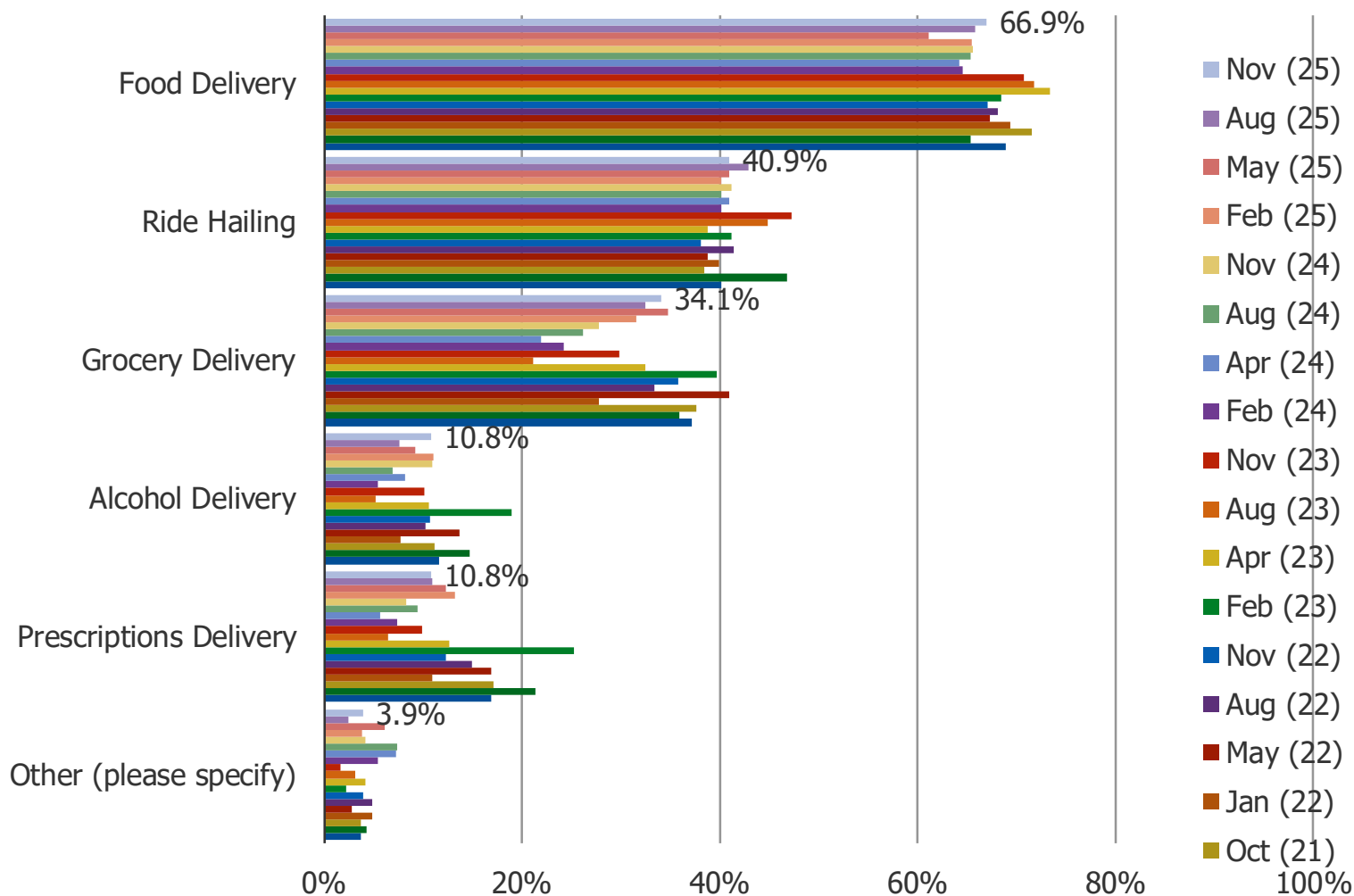


Ride Sharing

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.

