BESPOKE SURVEYS

Ride Sharing and Food Delivery, Vol 28

1,000+ Respondents Per Quarter
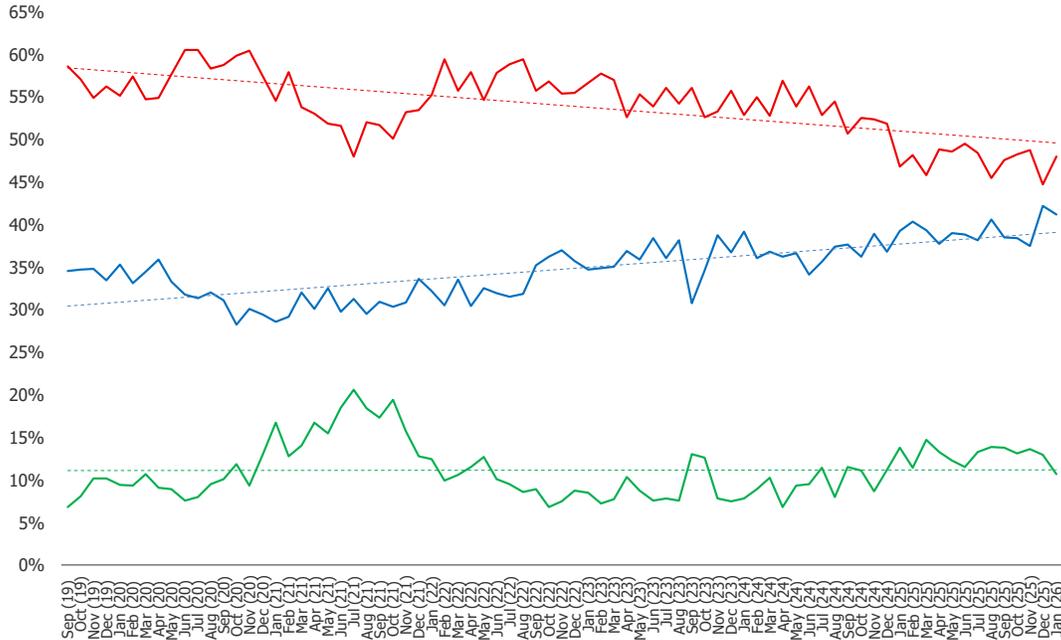
February 2026

MONTHLY DATA TRACKING

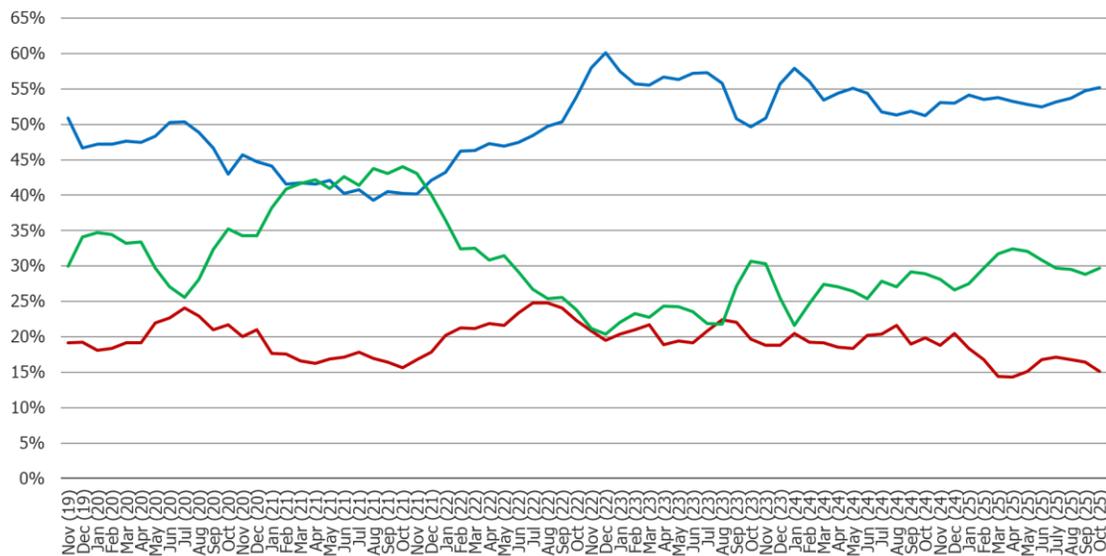## HOW OFTEN DO YOU USE UBER RIDE SHARING?

Posed to all respondents.

Red = Never, Blue = Sporadically, Green = Often
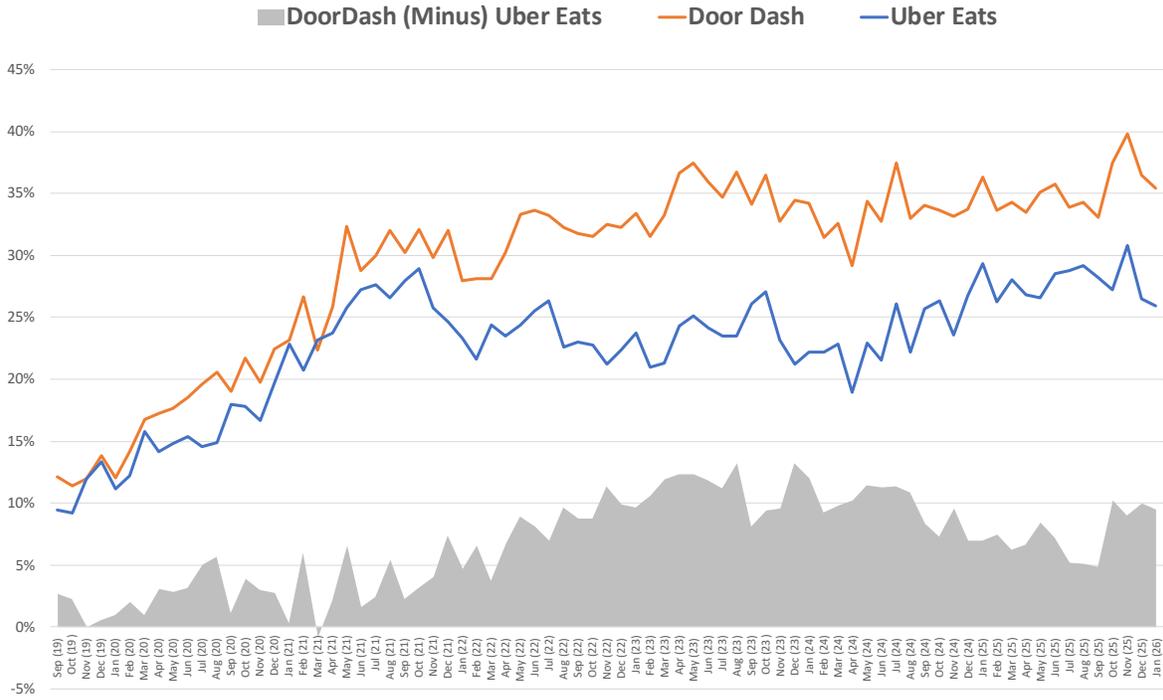

Filtered Data: Uber Eats Users...

Red = Never, Blue = Sporadically, Green = Often

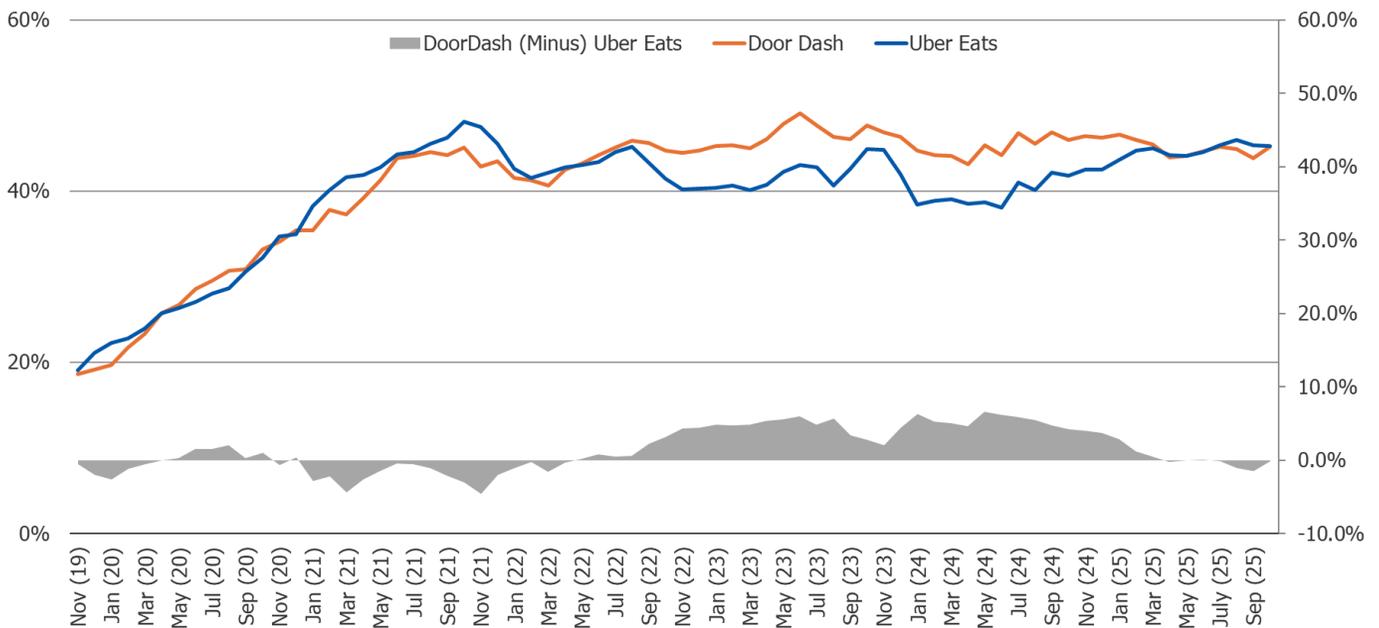## DO YOU REGULARLY OR OCCASIONALLY USE THE FOLLOWING FOOD DELIVERY SITES/APPS?

Posed to all respondents.

Filtered Data: Uber Ride Sharing Users

Ride Sharing | February 2026

HOW OFTEN DO YOU USE LYFT RIDE SHARING?

Posed to all respondents.
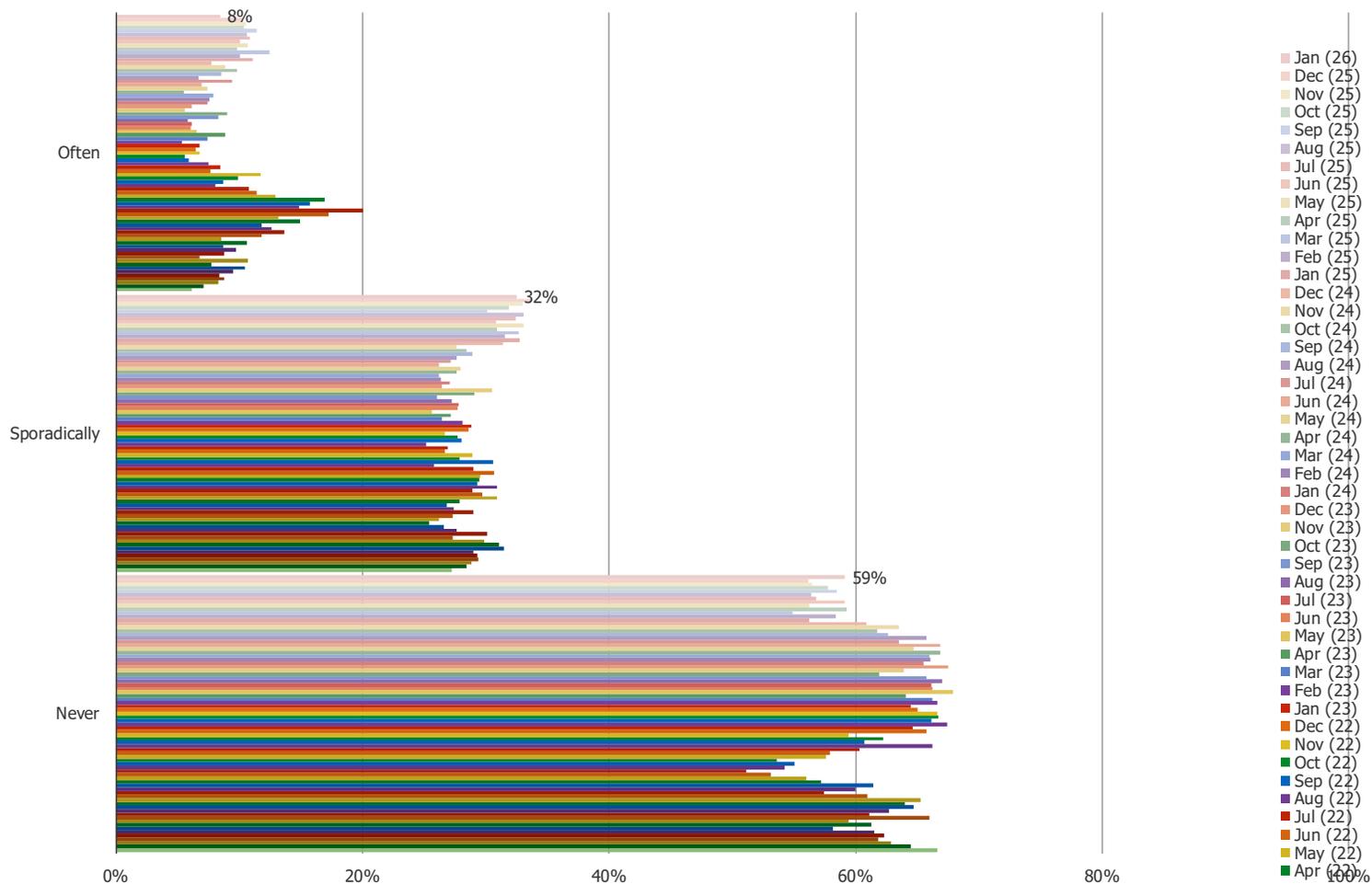
HOW OFTEN DO YOU USE FOOD DELIVERY APPS?

Posed to all respondents.

Legend (right side, top to bottom): Jan (26), Dec (25), Nov (25), Oct (25), Sep (25), Aug (25), Jul (25), Jun (25), May (25), Apr (25), Mar (25), Feb (25), Jan (25), Dec (24), Nov (24), Oct (24), Sep (24), Aug (24), Jul (24), Jun (24), May (24), Apr (24), Mar (24), Feb (24), Jan (24), Dec (23), Nov (23), Oct (23), Sep (23), Aug (23), Jul (23), Jun (23), May (23), Apr (23), Mar (23), Feb (23)

Categories: Never (43%), Less than once a month (17%), Once or twice a month (15%), Around once a week (9%), Multiple times per week (10%), Around once a day (3%), Multiple times per day (2%)

NEW QUESTIONS

WHICH DO YOU PREFER?

Posed to all respondents.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)

Category	Feb (26)	Nov (25)	Aug (25)
Neither	43.9%	42.1%	44.2%
Uber / Lyft	43.5%	47.1%	45.2%
Taxi	12.6%	10.8%	10.6%
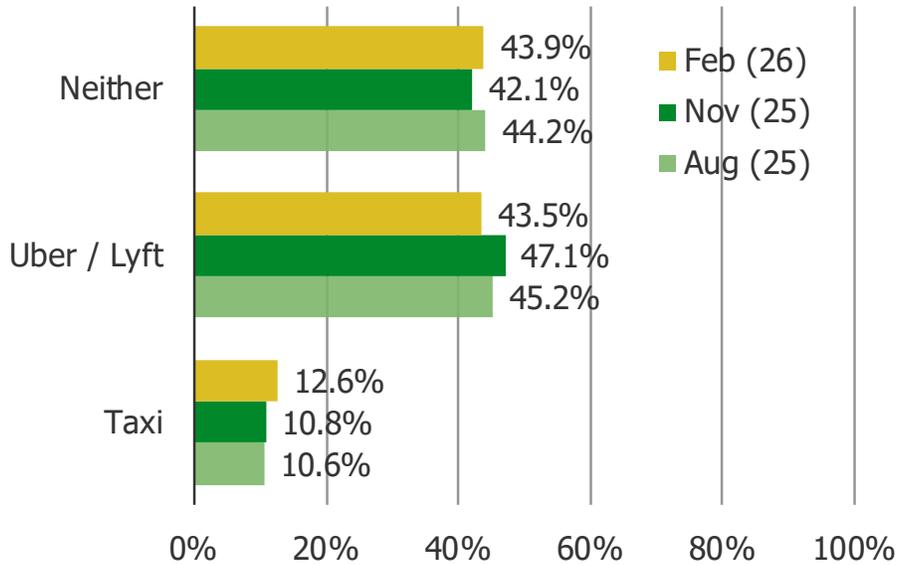
Optional Comments Analyzed Via LLM...

- **Drive Myself / Have a Car: 37.69%**
  The biggest barrier for both ride-shares and taxis is simply vehicle ownership. The vast majority of respondents pointed out they prefer to drive themselves in their own personal vehicle.

- **Don't Use / Don't Need / Not Interested: 16.08%**
  These consumers just never use these services, have no access to them, or explicitly state they have no interest.

- **Convenience / Easy / Fast: 7.54%**
  For those who do express a preference, convenience (usually citing the app, upfront pricing, or speed) is the top reason.

- **Safety / Trust / Bad Experiences: 6.03%**
  A notable contingent avoids these services due to safety concerns (e.g., "creepy drivers," "don't trust strangers," or "unsafe").

- **Price / Cheaper / Cost: 6.03%**

- **Better Service / Cleaner / Friendly / Reliable: 4.52%**

- **Not Available / Location / Rural Area: 3.02%**

- **Convenience & Price (Respondent cited both): 2.01%**

- **Use Alternative Transport (Walk, Bike, Friend's Car): 1.01%**

- **Autonomous Vehicles (Waymo, Tesla): 1.01%**

- *Other / Unclassified: 15.08%*

WHAT DO YOU USE UBER RIDE SHARING FOR?

Posed to all respondents who use Uber.

Primary vs. Secondary Uber Use Cases

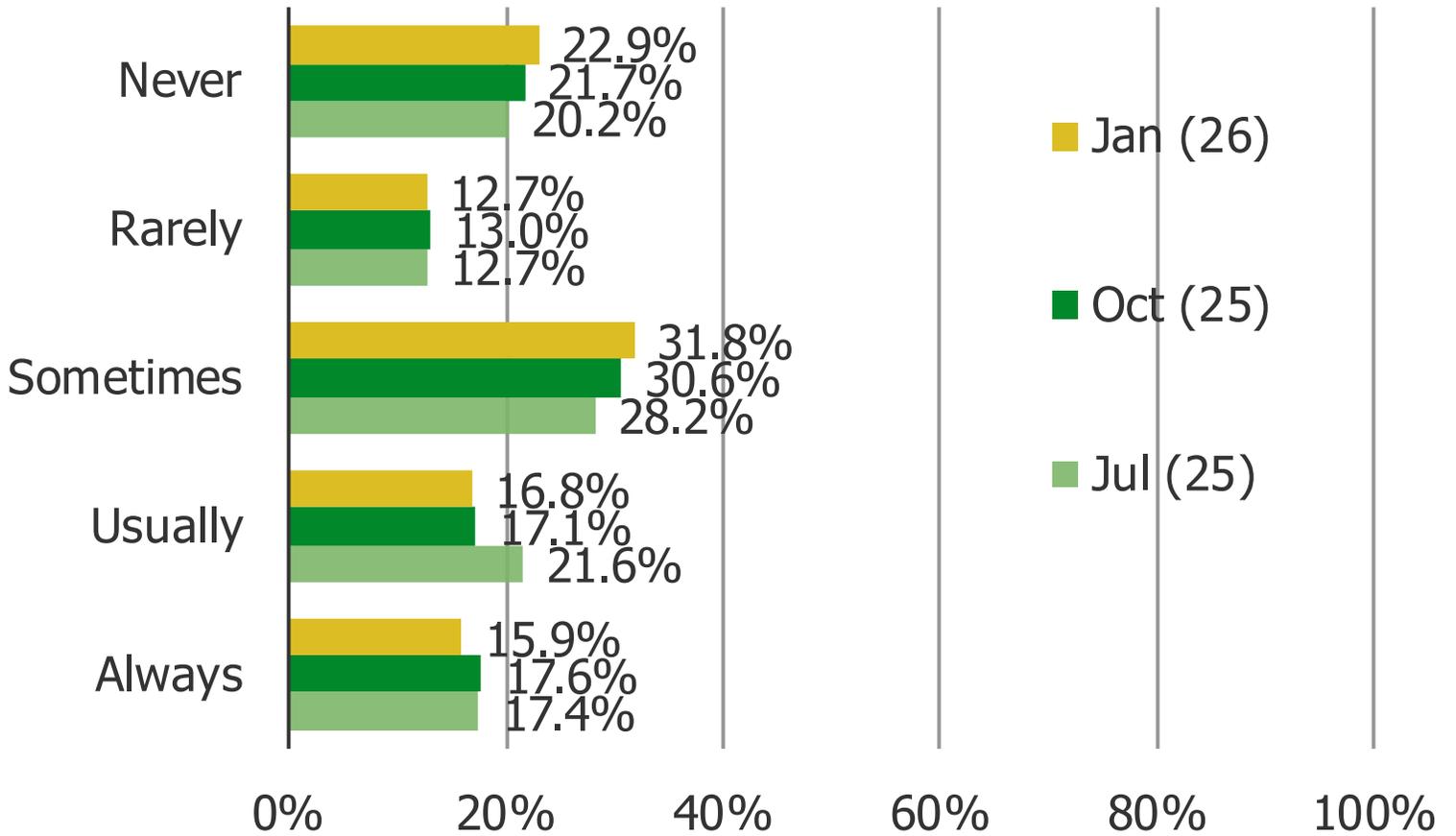| Use Case Category	Primary Use Case	Other / Secondary Use Cases
Work / Commute / School	20.94%	8.37%
General Transportation / Getting Around	11.45%	8.54%
Airport / Travel / Vacation	10.25%	10.51%
Events / Social Gatherings / Entertainment	8.51%	13.63%
Doctor / Medical Appointments	8.29%	4.27%
Bars / Night Out / Avoid Drinking & Driving	6.65%	7.22%
Food Delivery / Restaurants	6.22%	5.25%
Car Trouble / In Shop / Don't Own a Car	5.13%	8.70%
Shopping / Errands / Groceries	4.58%	5.09%
Emergencies	0.87%	2.46%
Other / Unclassified	*17.12%*	*25.94%*

Key Takeaways from the Split:

1. **Work is the Anchor (Primary):** Getting to work, school, or the office is overwhelmingly the core reason people rely on Uber as their *primary* transportation service (nearly 21%). However, it drops significantly (to 8%) as a secondary use case, meaning if you use Uber for work, it's usually your #1 reason for having the app.

2. **Medical Rides are Core Utilities (Primary):** Using Uber to get to the doctor or hospital is highly indexed as a primary use case (8.3%) but rarely thought of as a secondary use case. This points to a specific demographic (likely older or car-less individuals) who rely on Uber specifically for healthcare logistics.

3. **Events and Car Troubles are the Fill-Ins (Secondary):** When consumers list their *secondary* reasons for using Uber, "Events & Entertainment" (going to concerts, dates, etc.) jumps to the #1 specific spot at nearly 14%. Additionally, using Uber when a "car is in the shop" jumps up as well. This indicates that a large portion of the user base relies on Uber strictly as a backup utility for when they are going somewhere with bad parking or when their primary vehicle breaks down.

*Data on this page analyzed via LLM.

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

Posed to all respondents who use Uber.

Legend:
- Jan (26)
- Oct (25)
- Jul (25)

Category	Jan (26)	Oct (25)	Jul (25)
Never	22.9%	21.7%	20.2%
Rarely	12.7%	13.0%	12.7%
Sometimes	31.8%	30.6%	28.2%
Usually	16.8%	17.1%	21.6%
Always	15.9%	17.6%	17.4%

ARE YOU A SUBSCRIBER OF UBER ONE?

Posed to all respondents who use Uber.

I don't know what that is
- 6.5% — Jan (26)
- 7.1% — Oct (25)
- 5.3% — Jul (25)

No
- 61.5%
- 60.2%
- 61.6%

Yes
- 32.1%
- 32.8%
- 33.2%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)

Tickers: UBER

PLATFORM DYNAMICS

Ride Sharing | February 2026
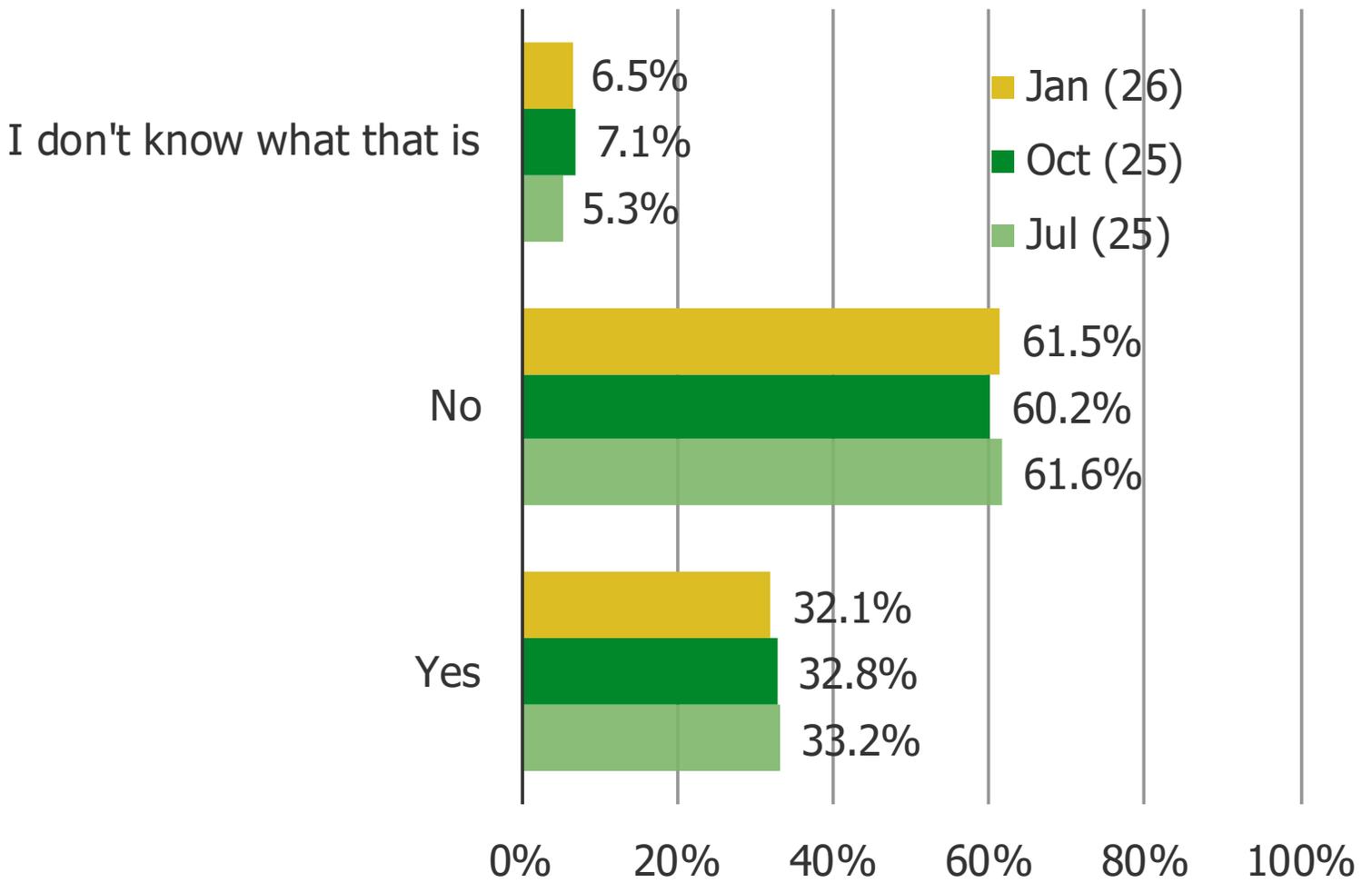
HOW MUCH TRUST WOULD YOU HAVE IN USING A ROBOTAXI SERVICE? IE - LIKE UBER OR LYFT, BUT A DRIVER-LESS CAR.

Posed to all respondents...
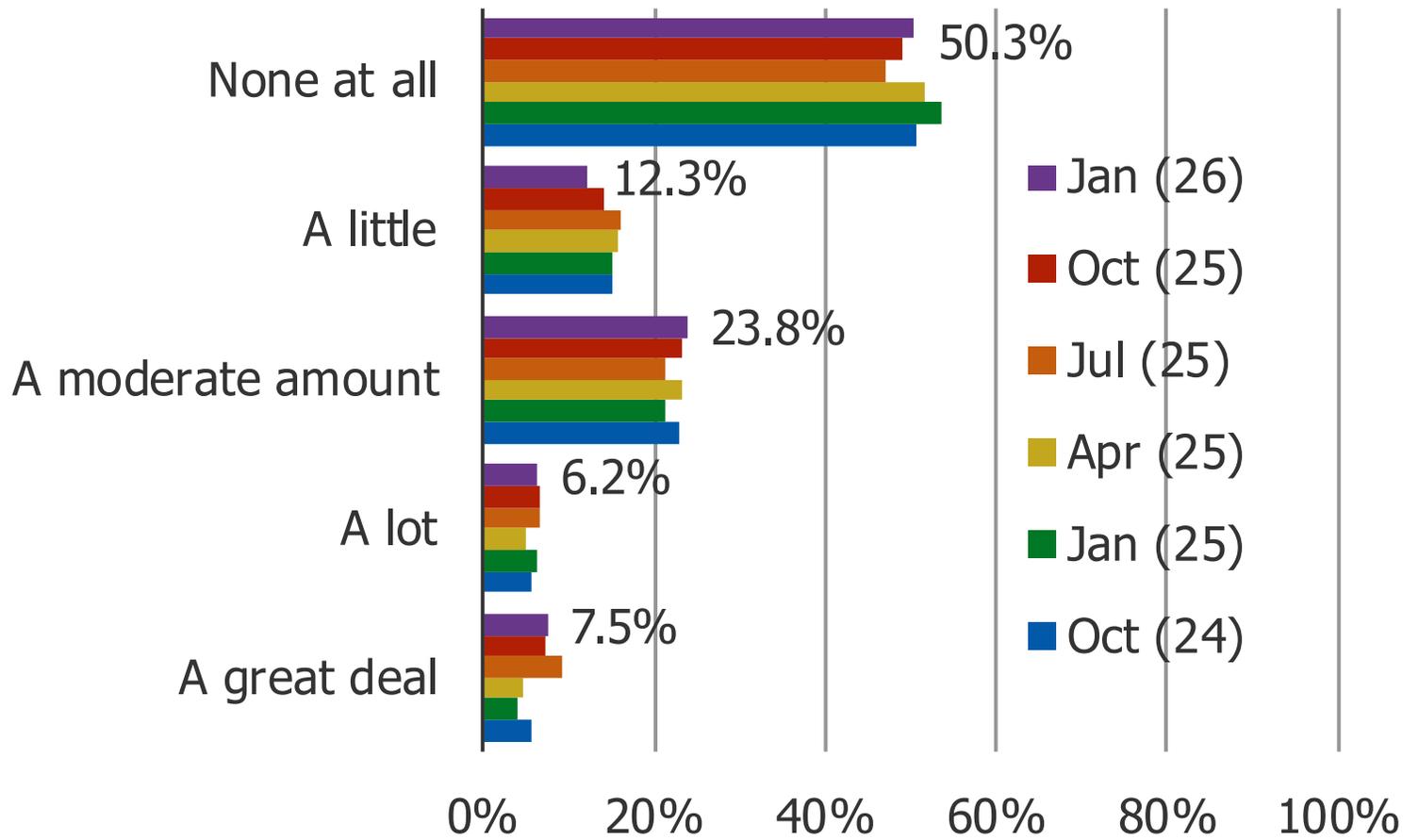
IF IT WAS THE SAME PRICE, WHICH WOULD YOU PREFER?

Posed to all respondents...

A taxi or Uber / Lyft that drives itself with no human driver
- 16.4%
- 16.6%
- 18.0%
- 13.8%
- 13.4%
- 15.9%

A taxi or Uber / Lyft with a human driver
- 40.4%
- 41.5%
- 41.5%
- 40.3%
- 39.9%
- 41.3%

NA / Neither
- 43.3%
- 41.9%
- 40.6%
- 45.9%
- 46.6%
- 42.8%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
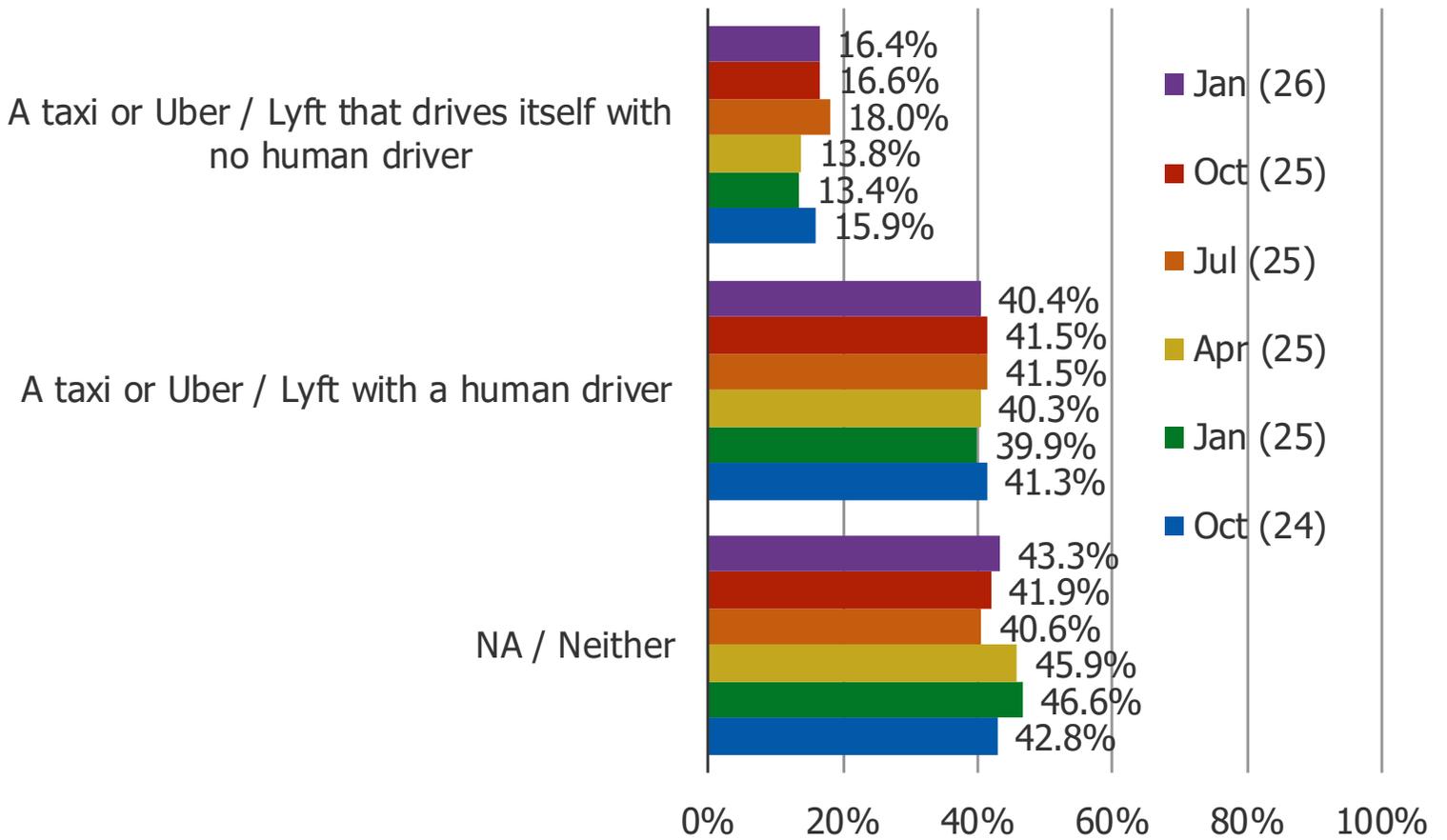
WHAT IF SELF-DRIVING TAXIS OR UBER / LYFTS WERE CHEAPER THAN HAVING A HUMAN DRIVER?

Posed to all respondents...

I would use a taxi or Uber / Lyft that drives itself with no human driver
- 20.5%
- 21.4%
- 24.9%
- 21.6%
- 20.5%
- 20.1%

I would prefer a taxi or Uber / Lyft with a human driver
- 37.2%
- 39.4%
- 35.8%
- 34.7%
- 36.7%
- 38.6%

NA / Neither
- 42.3%
- 39.2%
- 39.3%
- 43.7%
- 42.8%
- 41.3%

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
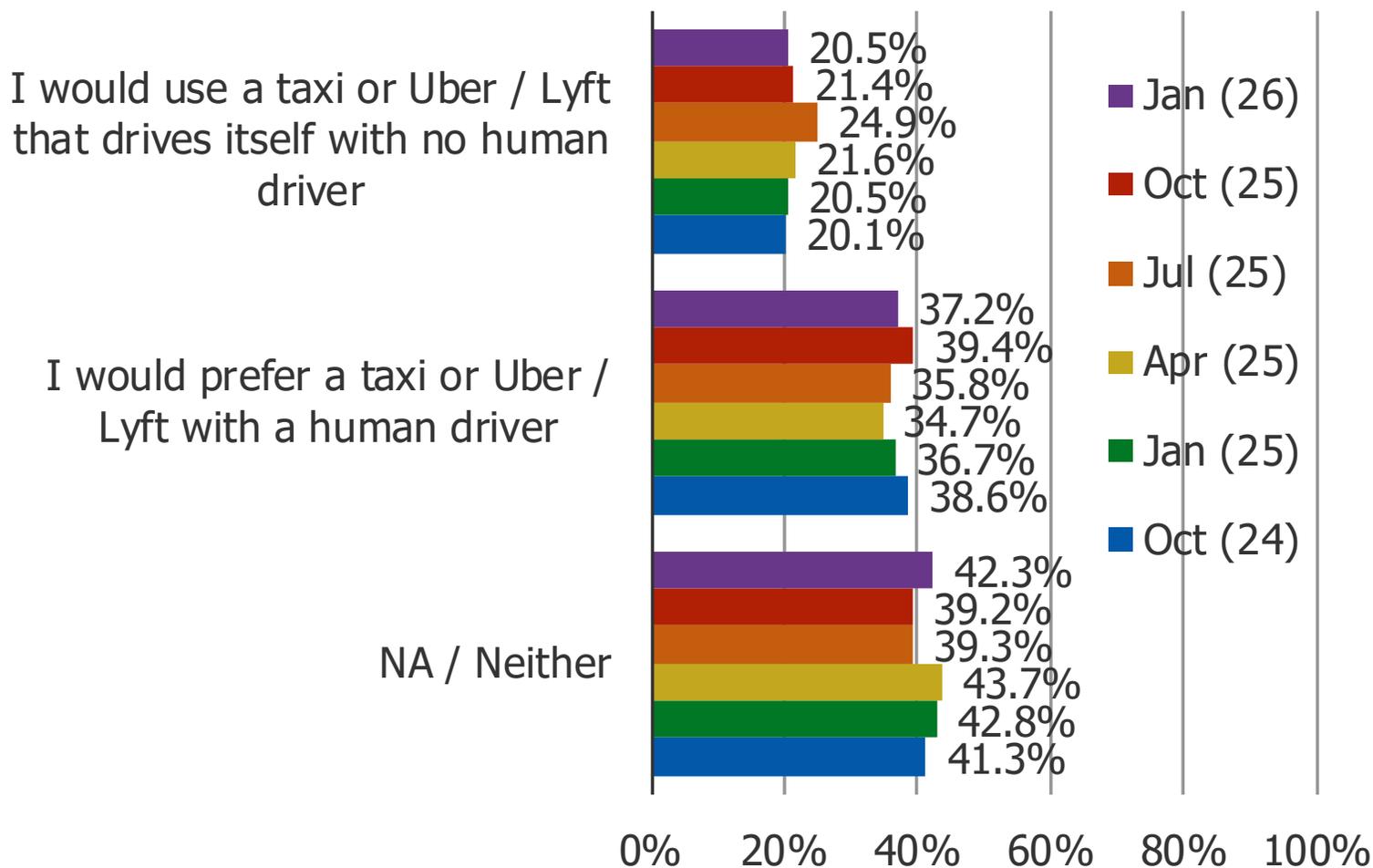
HAVE YOU EVER USED ANY OF THE FOLLOWING APPS/PLATFORMS? SELECT ALL THAT APPLY

Posed to all respondents...

Legend:
- City
- Suburb
- Small town
- Rural

	City	Suburb	Small town	Rural
None of the above	27.9%	42.1%	45.1%	57.0%
Uber (Ride Sharing)	32.5%	23.4%	25.6%	12.3%
Lyft (Ride Sharing)	22.2%	20.4%	9.8%	13.4%
Uber Eats	30.2%	20.9%	11.0%	10.6%
DoorDash	42.7%	33.8%	35.4%	29.1%
Grubhub	20.5%	14.1%	8.5%	11.2%
Postmates	10.0%	6.8%	3.7%	5.6%
Instacart	19.1%	16.1%	11.0%	12.9%
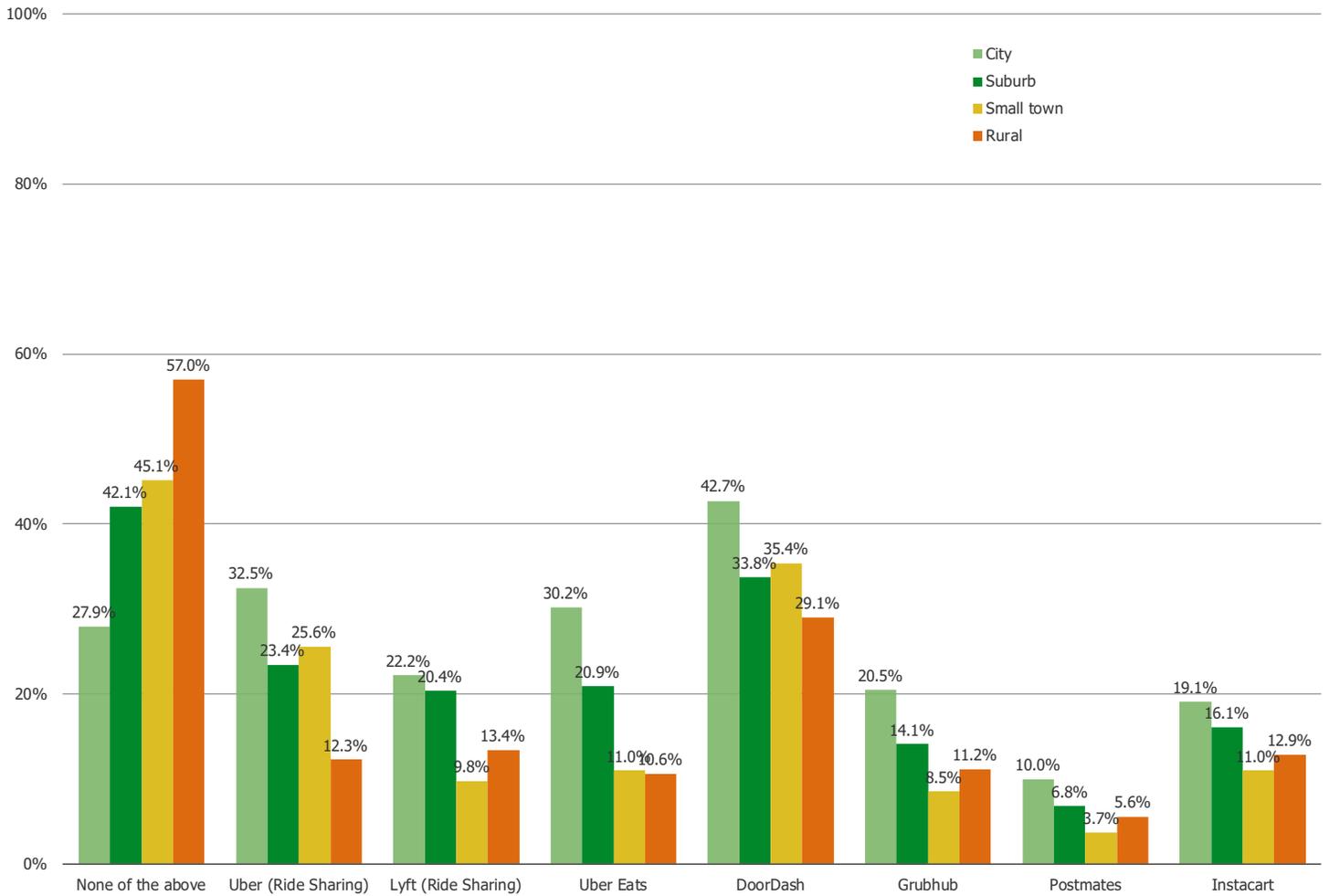
HOW OFTEN WOULD YOU SAY YOU CURRENTLY USE EACH OF THE FOLLOWING?

Posed to all respondents who use each of the below.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)

Categories: Uber Eats, Postmates, DoorDash, Uber (Ride Sharing), Grubhub, Instacart, Lyft (Ride Sharing)

X-axis: Never, Rarely, Occasionally, Often, Very Often
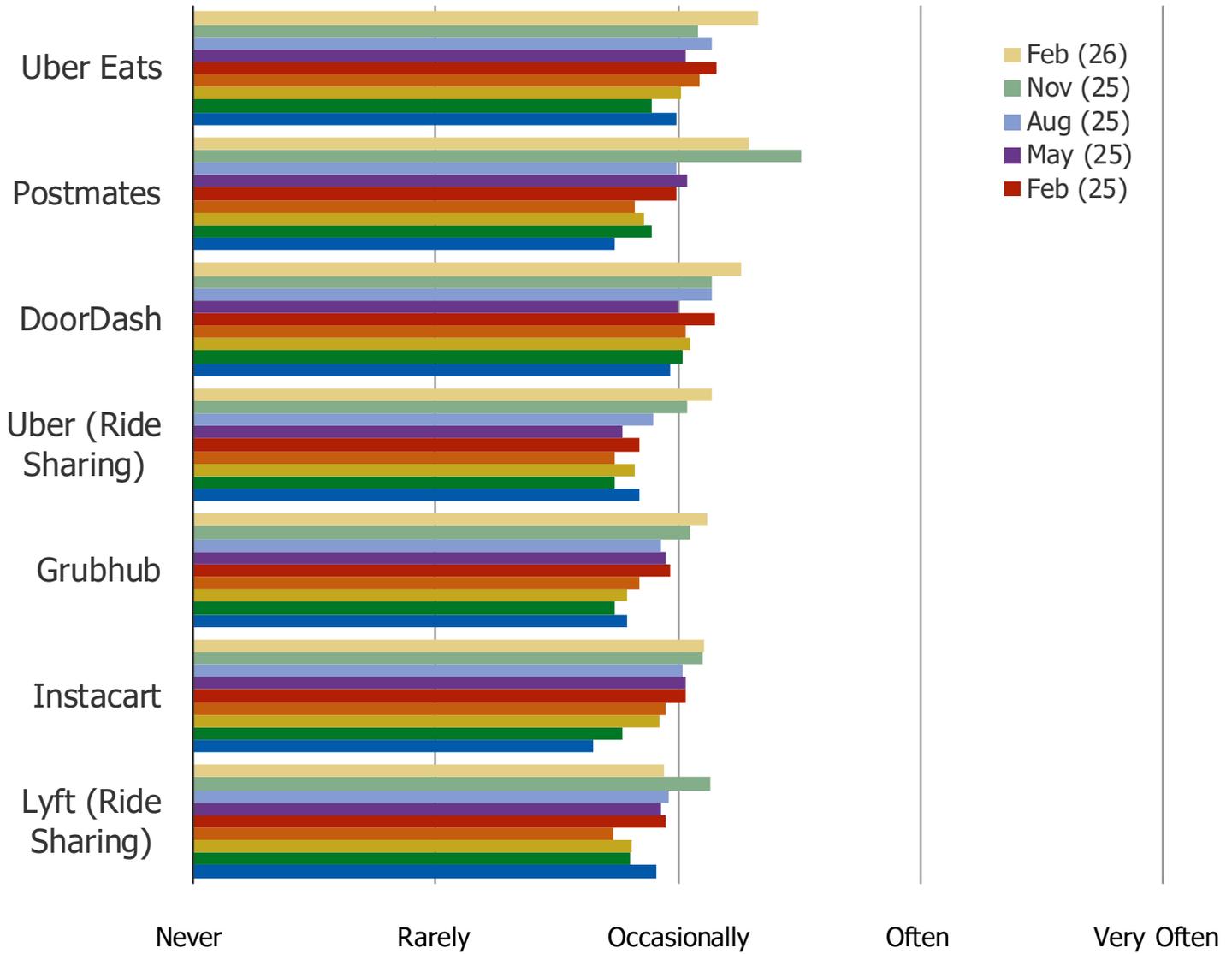
HOW WOULD YOU RATE THE USER EXPERIENCE WHEN INTERACTING WITH THE FOLLOWING?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
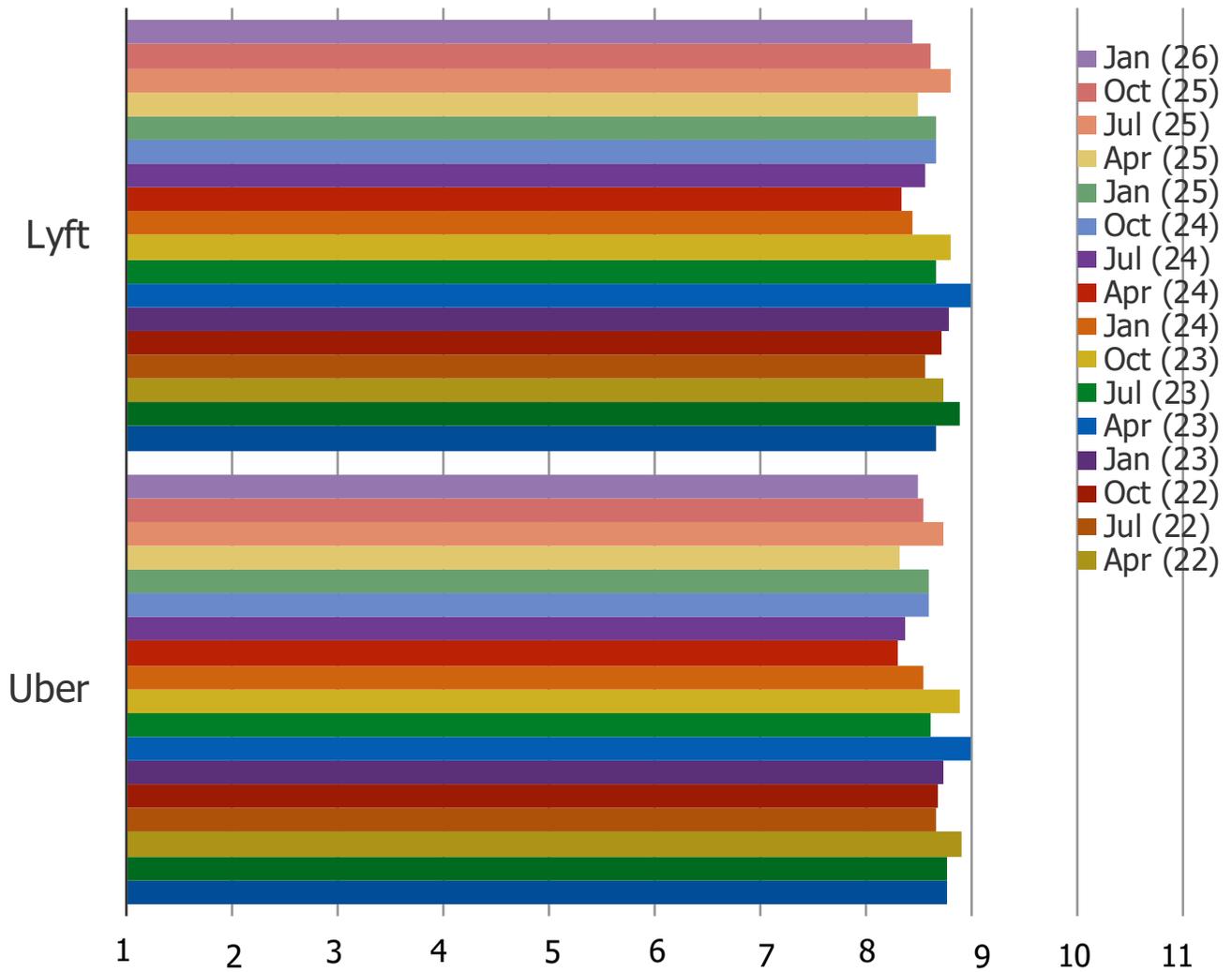
IN YOUR OPINION, HAS THE EXPERIENCE OF USING THE FOLLOWING GOTTEN BETTER OR WORSE OVER TIME?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)

Categories: Lyft, Uber

Axis: Much Worse | Worse | Same | Better | Much Better
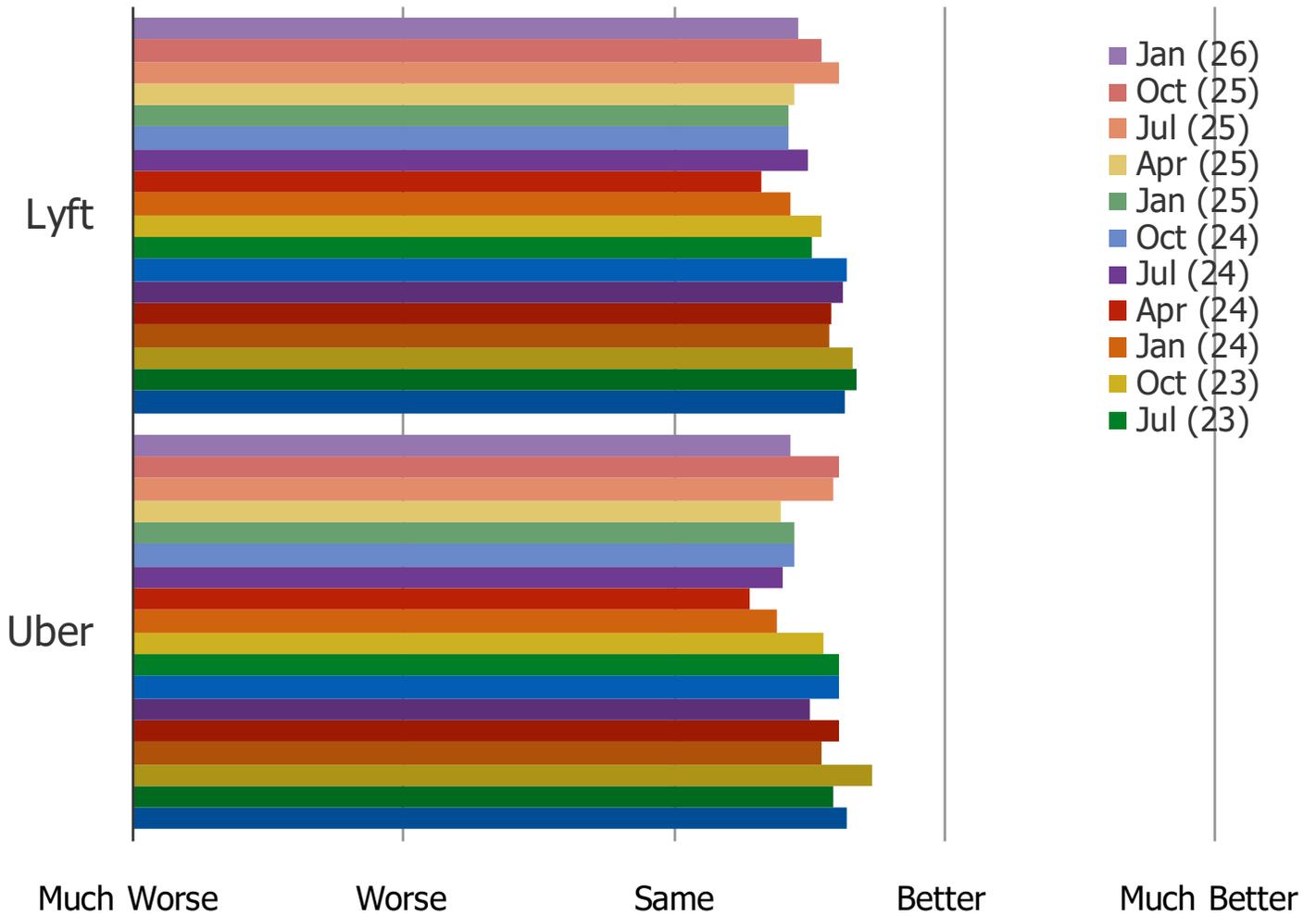
TO YOUR KNOWLEDGE, HAVE THE PRICES TO USE THE FOLLOWING BEEN CHANGING AT ALL?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)

Categories (x-axis): Getting Much Less Expensive | Getting Less Expensive | No Change | Getting More Expensive | Getting Much More Expensive

Groups (y-axis): Lyft, Uber

Ride Sharing | February 2026
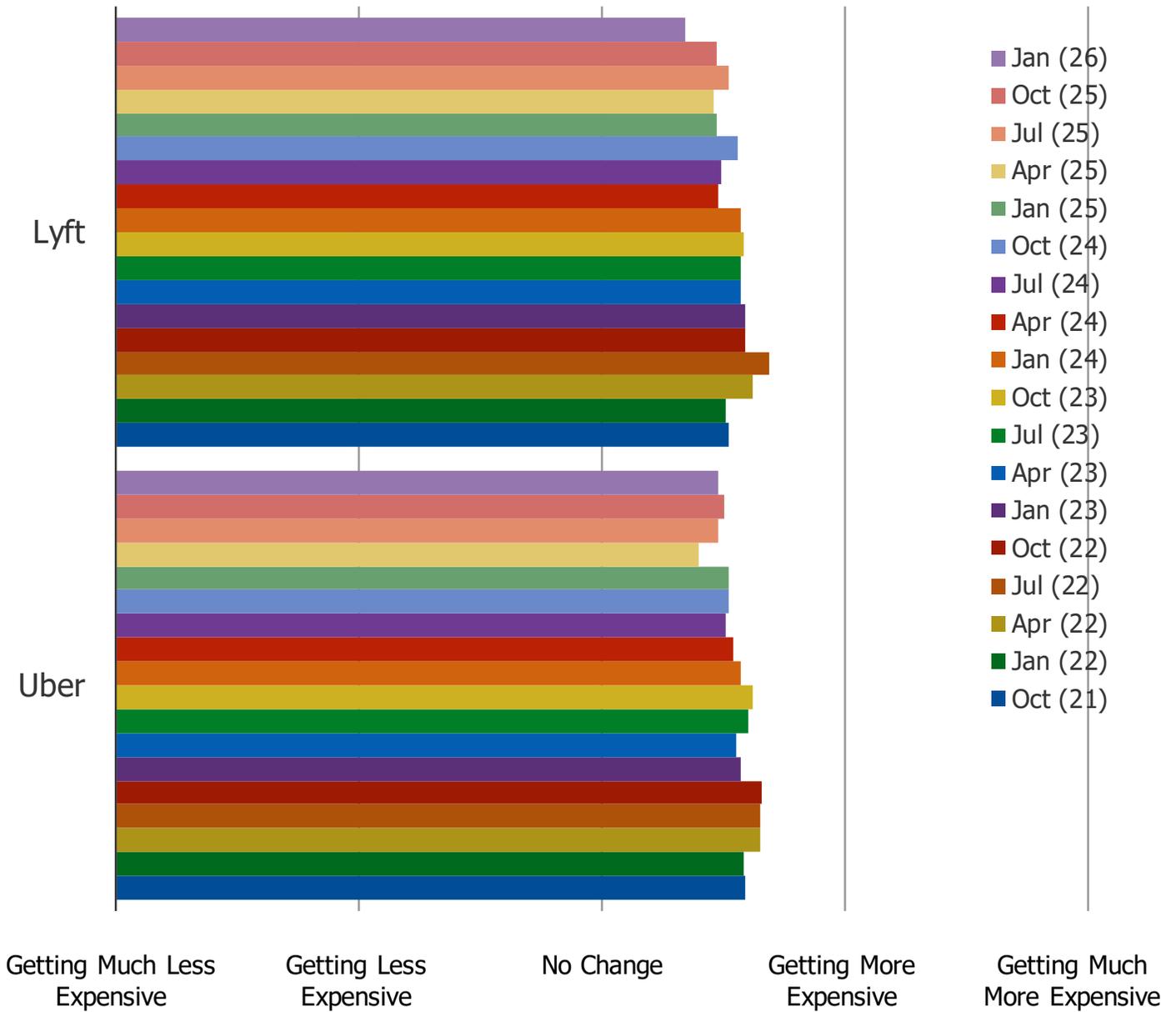
WHAT IS YOUR OPINION OF THE VALUE OF USING EACH OF THESE SERVICES?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)

Categories: Lyft, Uber

Axis: Very Weak — Weak — Neutral — Strong — Very Strong

Ride Sharing | February 2026
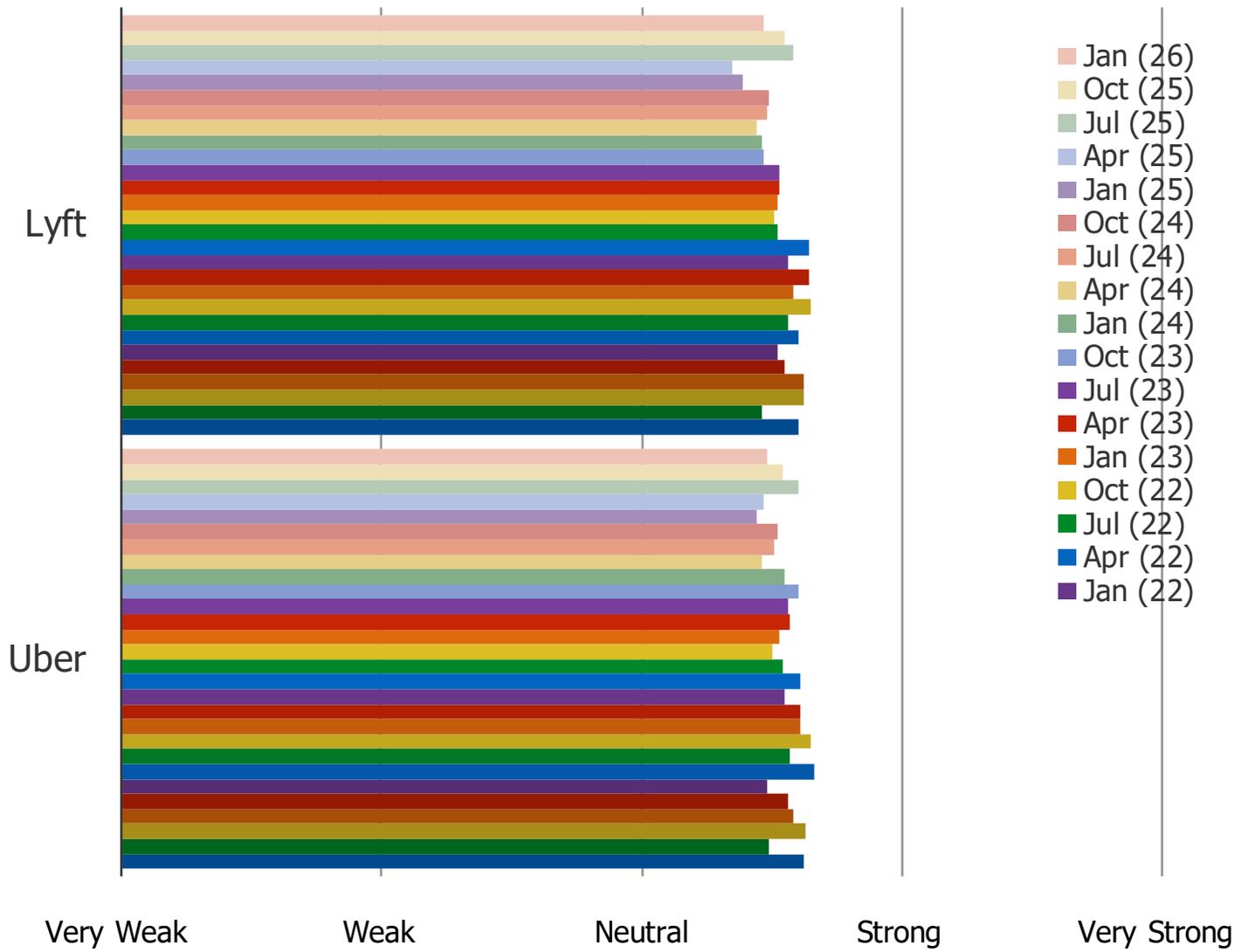
WHAT IS YOUR OPINION OF THE CONVENIENCE OF USING THIS SERVICE COMPARED TO ALTERNATIVE MEANS YOU WOULD USE TO TRAVEL?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)
- Jul (21)
- Apr (21)
- Jan (21)
- Oct (20)
- Jul (20)
- Apr (20)
- Jan (20)
- Oct (19)
- Jul (19)
- Apr (19)

Categories (x-axis): Much Less Convenient | Less Convenient | Same | More Convenient | Much More Convenient

Groups (y-axis): Lyft, Uber

Ride Sharing | February 2026
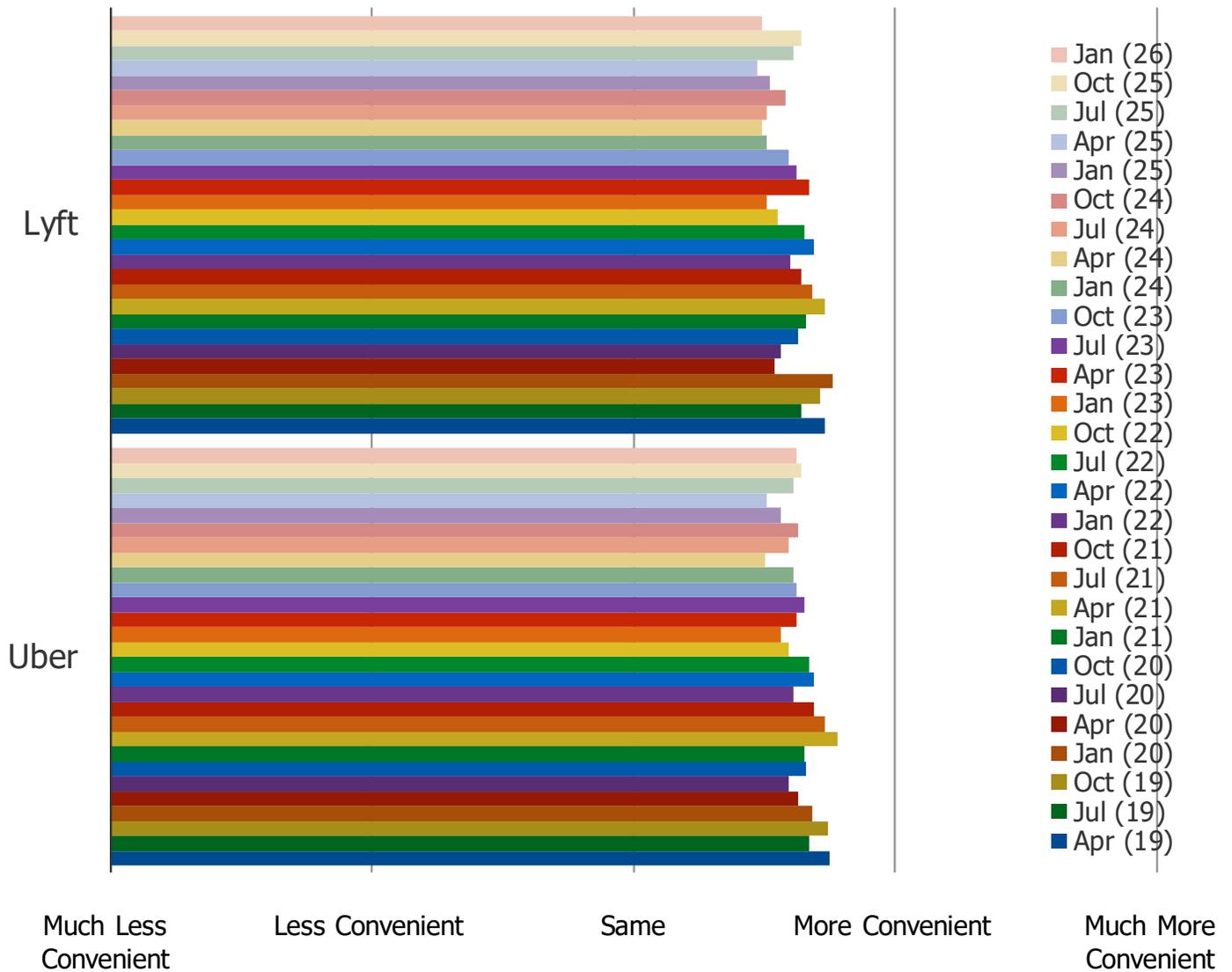
WHAT WOULD YOU DO IF THEY INCREASED PRICES FOR RIDES BY 10-15%?

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

Legend:
- Jan (26)
- Oct (25)
- Jul (25)
- Apr (25)
- Jan (25)
- Oct (24)
- Jul (24)
- Apr (24)
- Jan (24)
- Oct (23)
- Jul (23)
- Apr (23)
- Jan (23)
- Oct (22)
- Jul (22)
- Apr (22)
- Jan (22)
- Oct (21)
- Jul (21)
- Apr (21)
- Jan (21)
- Oct (20)

Categories: Lyft, Uber
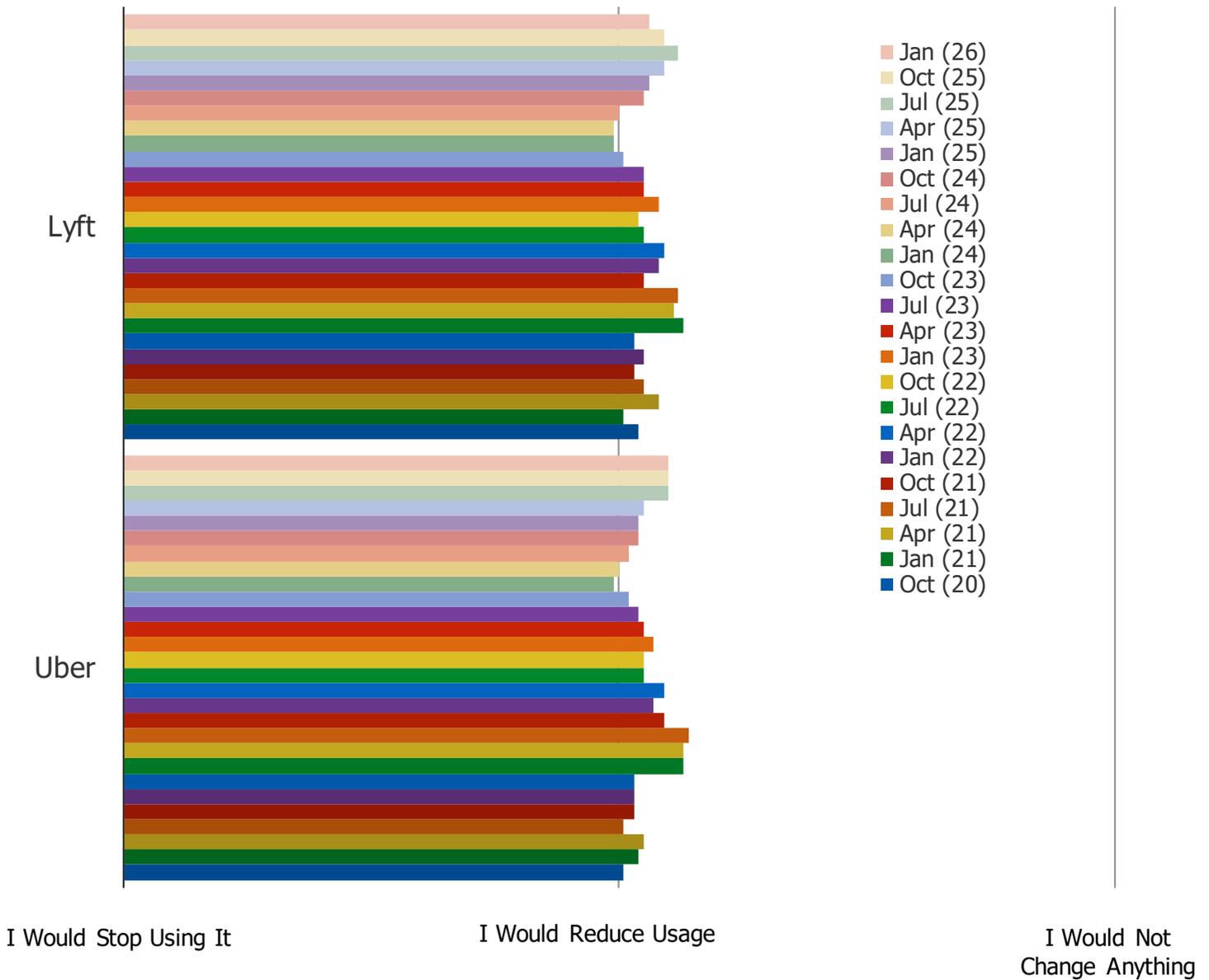
Axis labels: I Would Stop Using It | I Would Reduce Usage | I Would Not Change Anything

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.

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)
- Aug (22)
- May (22)
- Jan (22)

Categories: Food Delivery (68.1%), Ride Hailing (44.5%), Grocery Delivery (32.7%), Alcohol Delivery (11.2%), Prescriptions Delivery (11.2%), Other (please specify) (3.0%)
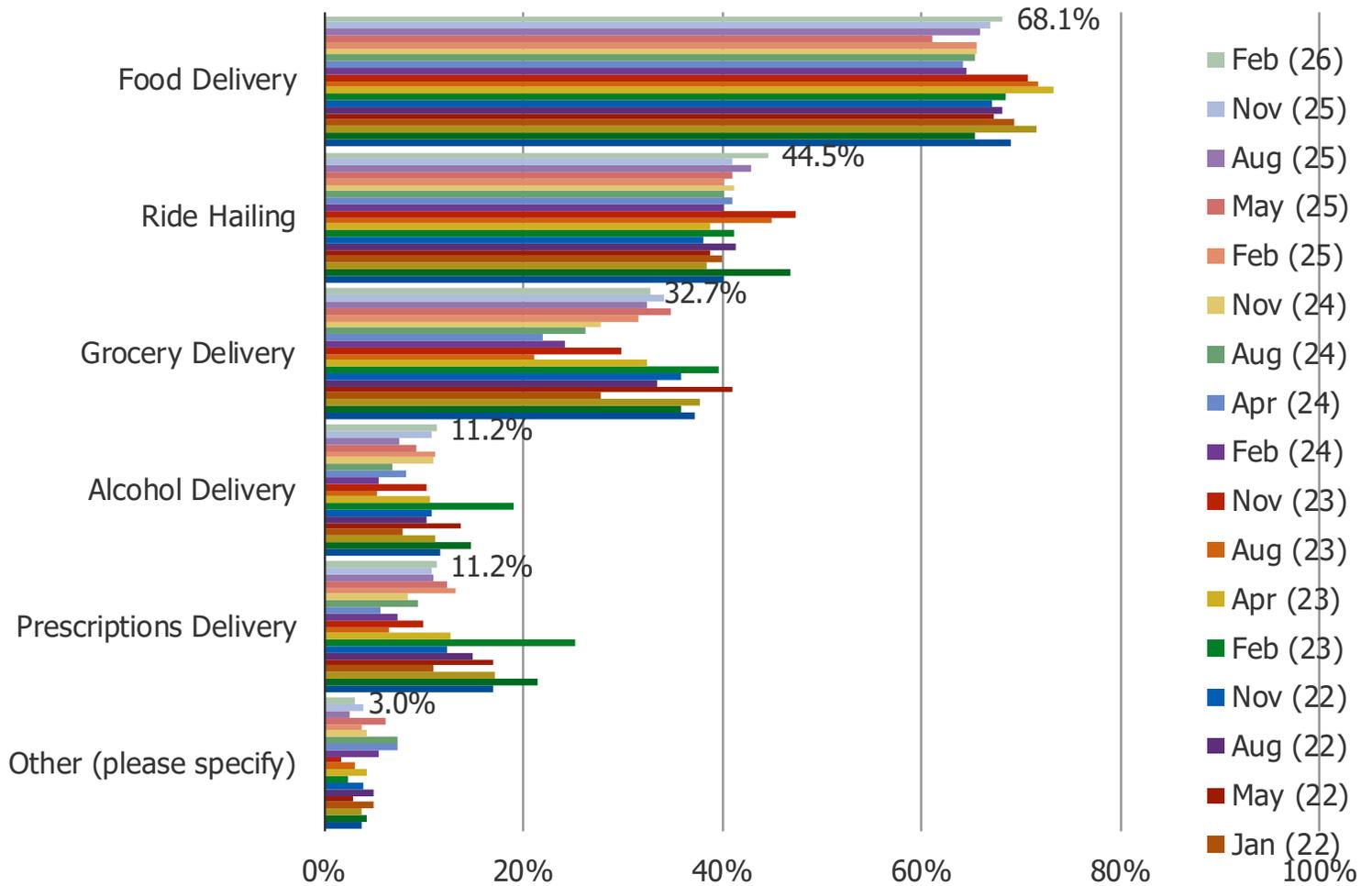
HOW LOYAL ARE YOU TO UBER / UBER EATS FOR THE FOLLOWING?

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

Legend:
- Feb (26)
- Nov (25)
- Aug (25)
- May (25)
- Feb (25)
- Nov (24)
- Aug (24)
- Apr (24)
- Feb (24)
- Nov (23)
- Aug (23)
- Apr (23)
- Feb (23)
- Nov (22)
- Aug (22)
- May (22)
- Jan (22)
- Oct (21)
- Jul (21)
- May (21)

Categories (y-axis): Grocery Delivery, Alcohol Delivery, Food Delivery, Prescriptions Delivery, Ride Hailing

X-axis: I Never Use Other Platforms — I Rarely Use Other Platforms — I Occasionally Use Other Platforms — I Regularly Use Other Platforms