



Lyft Preference
Topline Results 11-03-2016

S1. Which of the following rideshare programs have you, personally, used in the **past 6 months?**
SELECT ALL THAT APPLY

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: All Respondents	(n=1,000)	(n=1,001)	(n=686)	(n=879)
Uber	90%	82%	92%	94%
Lyft	31%	100%	-	100%
Chariot	11%	18%	8%	20%
Via	10%	19%	7%	21%
Gett	10%	19%	7%	22%
Other rideshare program	2%	0%	3%	1%
Lyft + any other (Net)	27%	88%	-	100%
Just Lyft	4%	12%	-	-
Other than Lyft (Net)	69%	-	100%	-

Q1. How often do you use the following rideshare programs?

Lyft

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Daily	13%	12%		14%
4-6 times a week	13%	13%		13%
2-3 times a week	14%	16%		17%
Once a week	13%	11%		11%
Every 2-3 weeks	11%	13%		14%
Monthly	12%	12%		11%
Every 2-3 months	12%	11%		10%
Less frequent than every 2-3 months	12%	12%		10%

All other rideshare programs

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft AND Another Rideshare Program	(n=274)	(n=879)		(n=879)
Daily	13%	9%		9%
4-6 times a week	13%	14%		14%
2-3 times a week	14%	15%		15%
Once a week	13%	13%		13%
Every 2-3 weeks	11%	11%		11%
Monthly	12%	14%		14%
Every 2-3 months	12%	11%		11%
Less frequent than every 2-3 months	12%	13%		13%



Any rideshare program used in the past 6 months

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Any Rideshare Program Except Lyft	(n=686)		(n=686)	
Daily	4%		4%	
4-6 times a week	8%		8%	
2-3 times a week	9%		9%	
Once a week	8%		8%	
Every 2-3 weeks	10%		10%	
Monthly	16%		16%	
Every 2-3 months	16%		16%	
Less frequent than every 2-3 months	31%		31%	

Q2. When was the **last time** you used the following rideshare programs?

Lyft

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Today	17%	14%		15%
Yesterday	14%	16%		16%
2-3 days ago	15%	17%		18%
4-6 days ago	8%	8%		9%
Last week	13%	12%		11%
2-3 weeks ago	10%	10%		10%
Last month	10%	9%		9%
2-3 months ago	8%	8%		7%
4-5 months ago	5%	6%		6%

All other rideshare programs

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft AND Another Rideshare Program	(n=274)	(n=879)		(n=879)
Today	10%	9%		9%
Yesterday	10%	12%		12%
2-3 days ago	15%	15%		15%
4-6 days ago	10%	10%		10%
Last week	15%	14%		14%
2-3 weeks ago	11%	12%		12%
Last month	13%	12%		12%
2-3 months ago	9%	9%		9%
4-5 months ago	7%	9%		9%



Any rideshare program used in the past 6 months

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Any Rideshare Program Except Lyft	(n=686)		(n=686)	
Today	5%		5%	
Yesterday	7%		7%	
2-3 days ago	11%		11%	
4-6 days ago	6%		6%	
Last week	13%		13%	
2-3 weeks ago	14%		14%	
Last month	14%		14%	
2-3 months ago	16%		16%	
4-5 months ago	15%		15%	

Q3a. Earlier, you mentioned that you use Lyft. What is the main reason you choose to use Lyft?
Please be as specific as possible.

Q3b. Are there any reasons you like Lyft better than other rideshare programs?
Please be as specific as possible.

Q4. Thinking about Lyft vs. other rideshare companies, please indicate which of the following statements you believe apply to Lyft, specifically.

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: All Respondents	(n=1,000)	(n=1,001)	(n=686)	(n=879)
The car arrives in a timely fashion	39%	51%	32%	50%
Has a friendlier vibe	33%	44%	27%	44%
The app is easy to use and provides options that fit my needs	33%	47%	27%	46%
Is making an impact on cities and transportation	30%	33%	27%	34%
It's the cheapest way to get around	28%	37%	22%	38%
I can tip my driver	26%	35%	21%	35%
High-tech and innovative	25%	31%	23%	32%
It treats customers better	23%	35%	17%	35%
Has a more fun brand	20%	32%	15%	33%
Safer than other rideshare programs	19%	28%	15%	29%
It's a company that stands for my values	17%	23%	14%	25%
Allows me to better connect with others	14%	20%	10%	22%
Other	12%	2%	17%	2%



Q5. Please select the top three factors that are **most important** when selecting a rideshare program?
SELECT TOP THREE

	Rideshare Users	Use at Least Lyft	Lyft Non-Users	Dual Users (Lyft + other rideshare)
Base: All Respondents	(n=1,000)	(n=1,001)	(n=686)	(n=879)
Fast and reliable wait/ arrival times	46%	38%	48%	37%
The best prices	40%	37%	42%	37%
Makes me feel the most safe and secure	39%	33%	43%	33%
Friendly drivers	34%	31%	34%	30%
Offers the best value for the money	29%	28%	29%	28%
Treats drivers and passengers well	24%	25%	21%	25%
The app is easy to use and provides options that fit my needs	24%	25%	23%	25%
Offers discounts and promotions relevant to me	14%	19%	12%	20%
Company that puts customers first	14%	14%	13%	15%
Has positive company values	10%	15%	9%	16%
Is making an impact on cities/transportation	10%	12%	10%	12%
Brand fits with my personal identity and values	9%	10%	8%	11%
Has a community feel	9%	13%	8%	13%

Q6. Assuming price and wait times are the same among all rideshare programs, which of the following statements typically describe the rideshare programs you use?

Lyft

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Friendly drivers	41%	43%		42%
Treats passengers/drivers well	41%	39%		38%
Offers the best value for the money	33%	34%		33%
Makes me feel the most safe and secure	30%	34%		35%
Offers discounts and promotions relevant to me	27%	28%		28%
Has positive company values	23%	26%		26%
Company that puts customers first	20%	20%		20%
Has a community feel	19%	21%		21%
Is making an impact on cities/transportation	19%	22%		22%
Brand fits with my personal identity and values	15%	17%		18%



Other rideshare programs

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft AND Another Rideshare Program	(n=274)	(n=879)		(n=879)
Friendly drivers	28%	29%		29%
Offers the best value for the money	26%	25%		25%
Offers discounts and promotions relevant to me	22%	21%		21%
Is making an impact on cities/transportation	22%	23%		23%
Treats passengers/drivers well	19%	22%		22%
Has a community feel	19%	18%		18%
Makes me feel the most safe and secure	18%	17%		17%
Has positive company values	16%	17%		17%
Company that puts customers first	12%	13%		13%
Brand fits with my personal identity and values	11%	13%		13%

Any rideshare program used in the past 6 months

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Any Rideshare Program Except Lyft	(n=686)		(n=686)	
Friendly drivers	53%		53%	
Makes me feel the most safe and secure	52%		52%	
Offers the best value for the money	47%		47%	
Treats passengers/drivers well	46%		46%	
Company that puts customers first	26%		26%	
Offers discounts and promotions relevant to me	25%		25%	
Has positive company values	24%		24%	
Is making an impact on cities/transportation	24%		24%	
Has a community feel	16%		16%	
Brand fits with my personal identity and values	14%		14%	

Q7. If you can imagine your rideshare program as a person, which of the following words would you use to describe its personality?

Lyft

	Rideshare Users	Use at Least Lyft	Lyft Non-Users	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Friendly	53%	53%		52%
Welcoming	48%	46%		44%
Trustworthy	43%	42%		41%
Timely	42%	41%		40%
Cool	42%	42%		43%
Practical	38%	40%		40%
Smart	36%	34%		35%
Innovative	36%	37%		37%
Fun	34%	36%		37%
Exciting	23%	23%		24%
Cheap	19%	20%		19%
Prestigious	18%	17%		18%



	Rideshare Users	Use at Least Lyft	Lyft Non-Users	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Inclusive	18%	18%		19%
Pretentious	7%	6%		6%
Filthy	6%	5%		5%
Irreverent	5%	5%		5%
Selfish	5%	4%		5%

All other rideshare programs

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft AND Another Rideshare Program	(n=274)	(n=879)		(n=879)
Practical	44%	38%		38%
Friendly	31%	31%		31%
Timely	29%	31%		31%
Smart	25%	25%		25%
Welcoming	24%	27%		27%
Cheap	24%	23%		23%
Innovative	23%	26%		26%
Trustworthy	22%	20%		20%
Cool	19%	25%		25%
Fun	18%	20%		20%
Pretentious	17%	13%		13%
Inclusive	16%	16%		16%
Exciting	14%	15%		15%
Arrogant	13%	10%		10%
Selfish	11%	11%		11%
Filthy	9%	8%		8%
Irreverent	9%	8%		8%

Any rideshare program used in the past 6 months

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Any Rideshare Program Except Lyft	(n=686)		(n=686)	
Friendly	48%		48%	
Trustworthy	44%		44%	
Timely	43%		43%	
Practical	43%		43%	
Welcoming	39%		39%	
Smart	30%		30%	
Innovative	27%		27%	
Cool	24%		24%	
Fun	21%		21%	
Cheap	20%		20%	
Exciting	14%		14%	
Inclusive	11%		11%	



	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Any Rideshare Program Except Lyft	(n=686)		(n=686)	
Prestigious	8%		8%	
Pretentious	3%		3%	
Arrogant	2%		2%	
Filthy	2%		2%	
Irreverent	2%		2%	
Selfish	2%		2%	

Q8. How likely would you be to recommend Lyft to a friend or colleague?

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: All Respondents	(n=1,000)	(n=1,001)	(n=686)	(n=879)
Very likely	48%	74%	35%	75%
Somewhat likely	31%	23%	35%	23%
Not very likely	4%	1%	5%	1%
Not at all likely	1%	1%	2%	1%
Don't know/ Not sure	17%	1%	24%	1%
Very/somewhat likely	78%	97%	70%	98%
Not very likely/not at all likely	5%	2%	6%	2%

Q9. How likely are you to use Lyft in the future?

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Any Rideshare Program Except Lyft	(n=686)		(n=686)	
Very likely	34%		34%	
Somewhat likely	36%		36%	
Not very likely	7%		7%	
Not at all likely	3%		3%	
Don't know/ Not sure	19%		19%	
Very/somewhat likely	71%		71%	
Not very likely/not at all likely	10%		10%	

Q10. Which Lyft service do you take most often?

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Lyft Classic	63%	58%		59%
Lyft Line	10%	12%		12%
Lyft Plus	10%	11%		12%
Lyft Premier	6%	7%		7%
I don't know	11%	12%		10%



Q11. What is the most common reason you use Lyft?

	Rideshare Users	Use at Least Lyft (Gen Pop + Boost)	Do Not Use Lyft	Dual Users (Lyft + other rideshare)
Base: Use Lyft	(n=314)	(n=1,001)		(n=879)
Social engagements in your home city	40%	43%		44%
Commuting to and from work	34%	30%		32%
Traveling for fun (airport trips, when visiting other cities)	12%	15%		14%
Traveling for business	11%	9%		9%
Other	4%	3%		3%

Survey Methodology

These are findings from an Ipsos poll conducted October 13th through October 19th, 2016 on behalf of Lyft. For the survey, a sample of 1,000 U.S. adults over the age of 18 who have used a rideshare program in the last 6 months was interviewed online, in English. This sample was supplemented by a boost that included 687 adults who have used Lyft specifically. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents surveyed.