

PUBLIC PERCEPTIONS OF THE APP-BASED ECONOMY

Flex Association

SEPTEMBER 2022

KEY FINDINGS

1. Of the services app-based platforms provide, 54% of adults use app-based services for **food delivery**, 47% for **grocery/convenience delivery**, 60% for **package delivery**, and 40% for **rideshare/transportation**.
2. 61% of adults who use app-based services started using the services **in the past two years**, during the COVID-19 pandemic.
3. Among those who have not used an app-based service to date, 47% are likely to use app-based services for **food delivery**, 46% for **grocery/convenience delivery**, 54% for **package delivery**, and 38% for **rideshare/transportation**.
4. 51% of adults who use app-based services cite the **time savings** as the reason they use app-based services instead of traditional services.
5. Four-in-five adults that use app-based services are **likely to continue using the services in the next year** for rideshare/transportation (84%), grocery/convenience delivery (81%), and food delivery (80%), with 55% of adults expressing they have had a **mostly positive experience** using the app-based services.
6. Nearly two-thirds of adults (62%) express app-based services have **positively impacted** their life.
7. The vast majority of adults express that **app-based platforms are important** for safe transportation (77%), supporting individuals with disabilities or illnesses (74%), providing access to food items (70%), and providing access to essential items/supplies (70%).
8. At least three-fourths of adults believe **app-based workers are important** for safe transportation (80%), supporting individuals with disabilities or illnesses (79%), providing access to essential items/supplies (78%), and providing access to food items (77%).



METHODOLOGY

This poll was conducted between September 21-September 24, 2022 among a national sample of 3010 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, age, race, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

CONTENTS

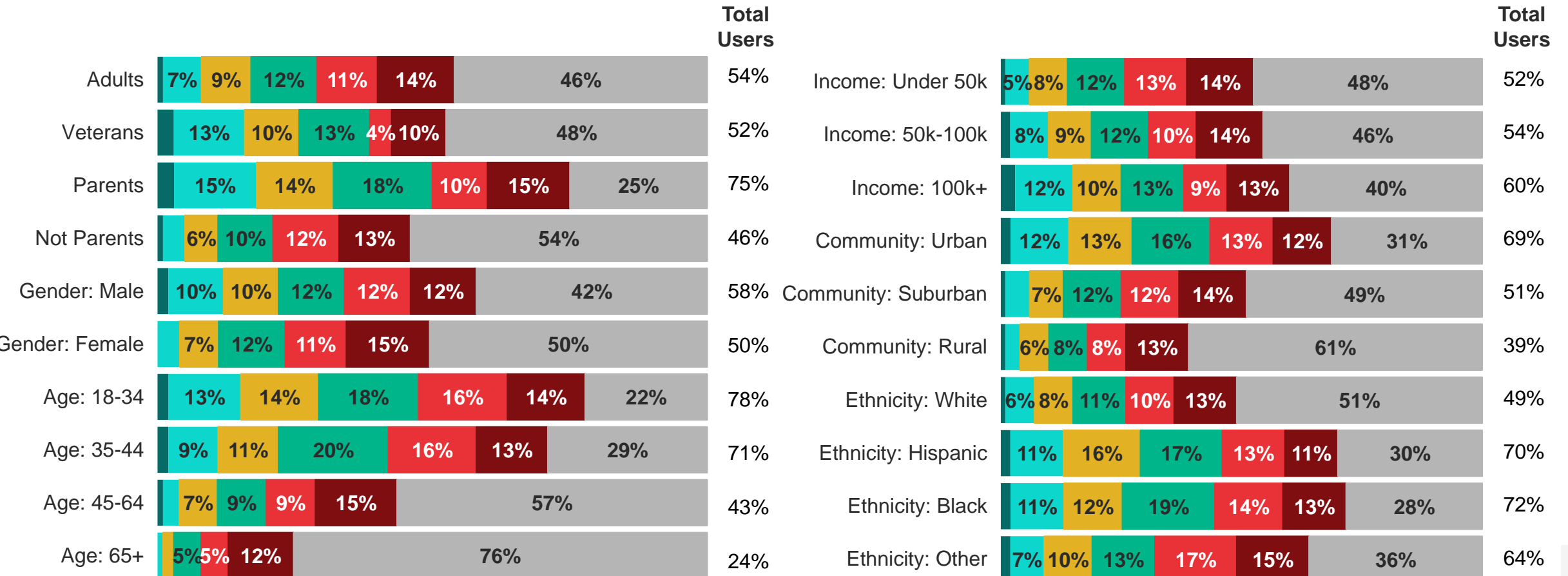
APP-BASED PLATFORM USERS

IMPORTANCE OF APP-BASED
PLATFORMS



APP-BASED PLATFORM USERS

How often, if at all, do you use app-based platforms (i.e., Uber, Lyft, DoorDash, Grubhub, etc.) for each of the following? *Food Delivery, All Adults | N = 3,010*

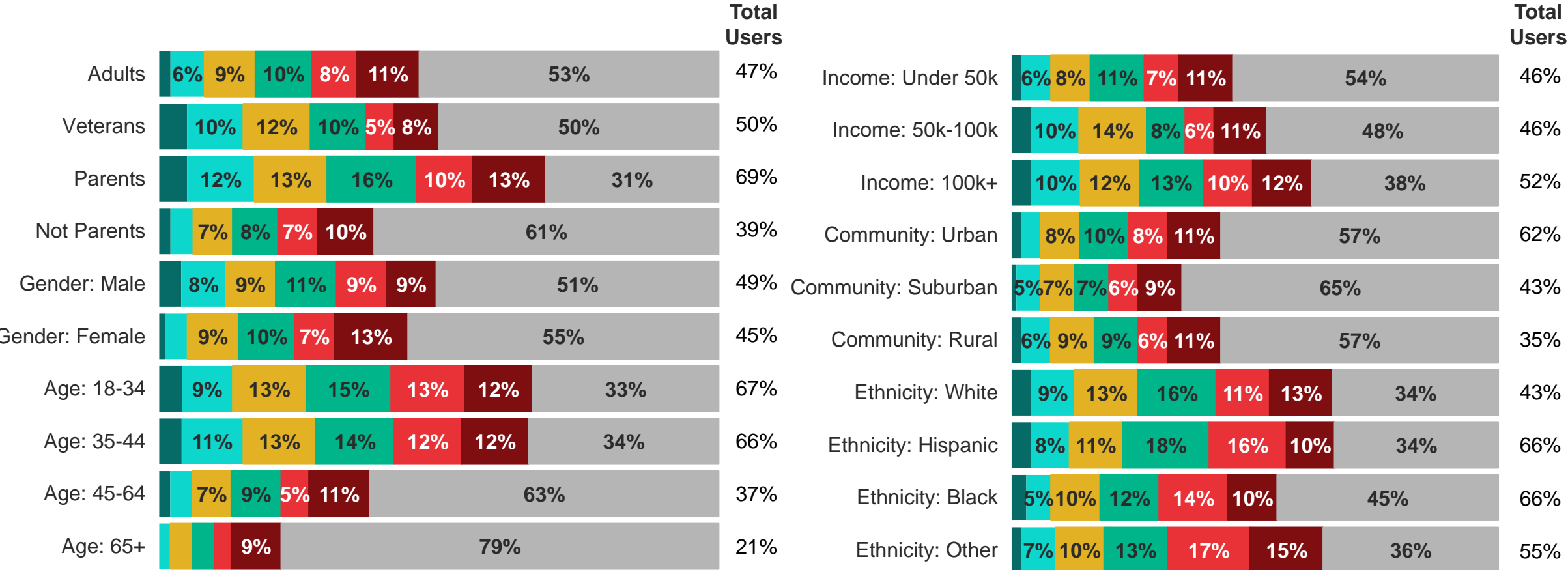


Total Users = Every day + Several times a week + About once a week + A few times a month + Once or twice a month + A few times a year

APP-BASED PLATFORM USERS

How often, if at all, do you use app-based platforms (i.e., Uber, Lyft, DoorDash, Grubhub, etc.) for each of the following? *Grocery/Convenience Delivery, All Adults | N = 3,010*

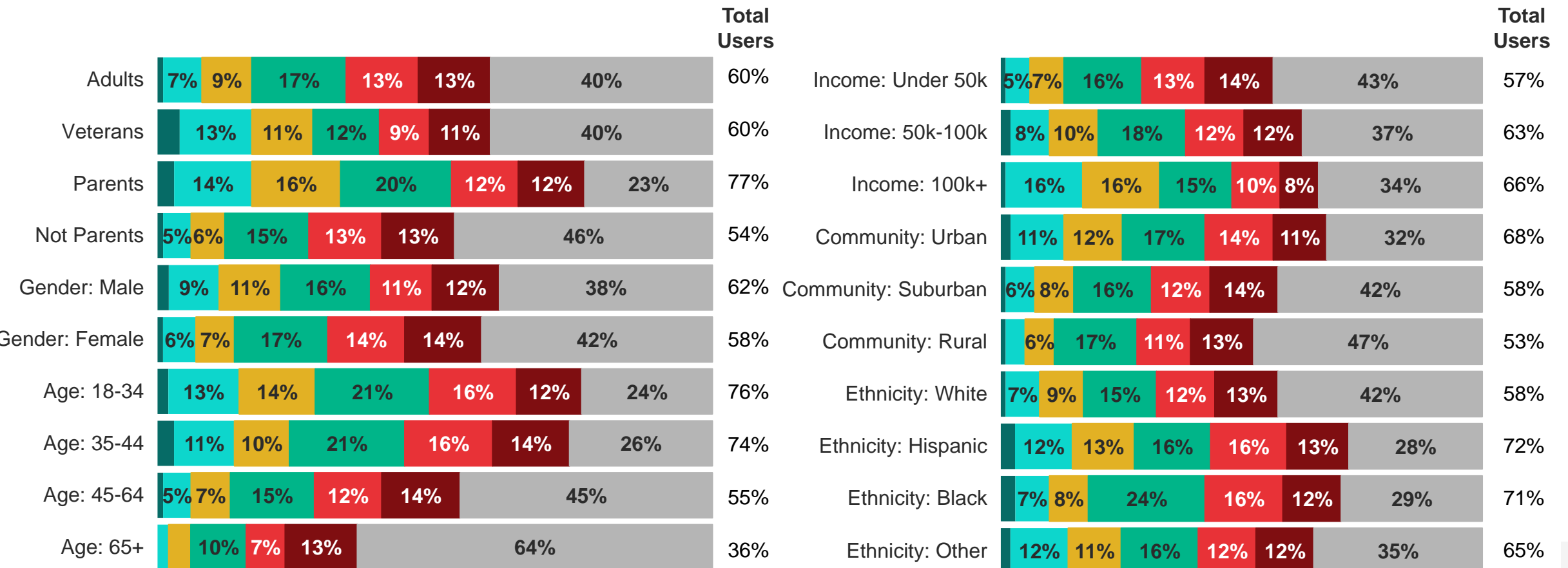
Every day Several times a week About once a week A few times a month
Once or twice a month A few times a year Never



Total Users = Every day + Several times a week + About once a week + A few times a month + Once or twice a month + A few times a year

APP-BASED PLATFORM USERS

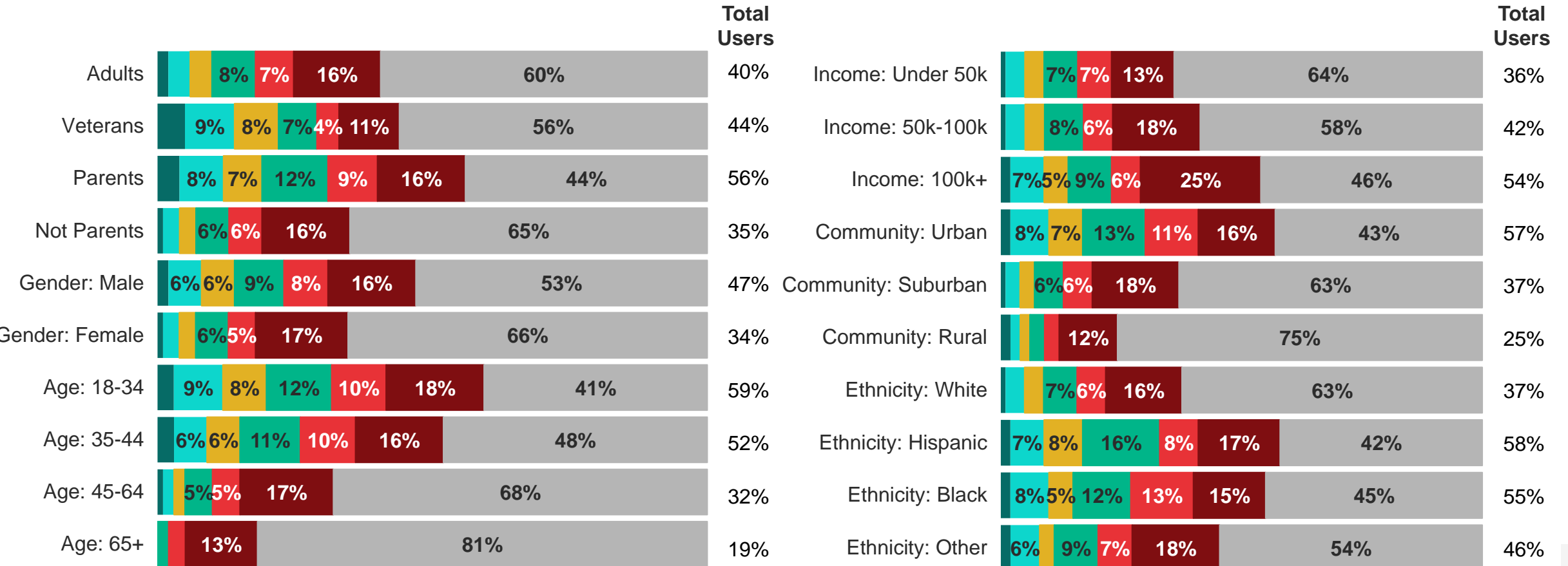
How often, if at all, do you use app-based platforms (i.e., Uber, Lyft, DoorDash, Grubhub, etc.) for each of the following? *Package Delivery, All Adults* | N = 3,010



Total Users = Every day + Several times a week + About once a week + A few times a month + Once or twice a month + A few times a year

APP-BASED PLATFORM USERS

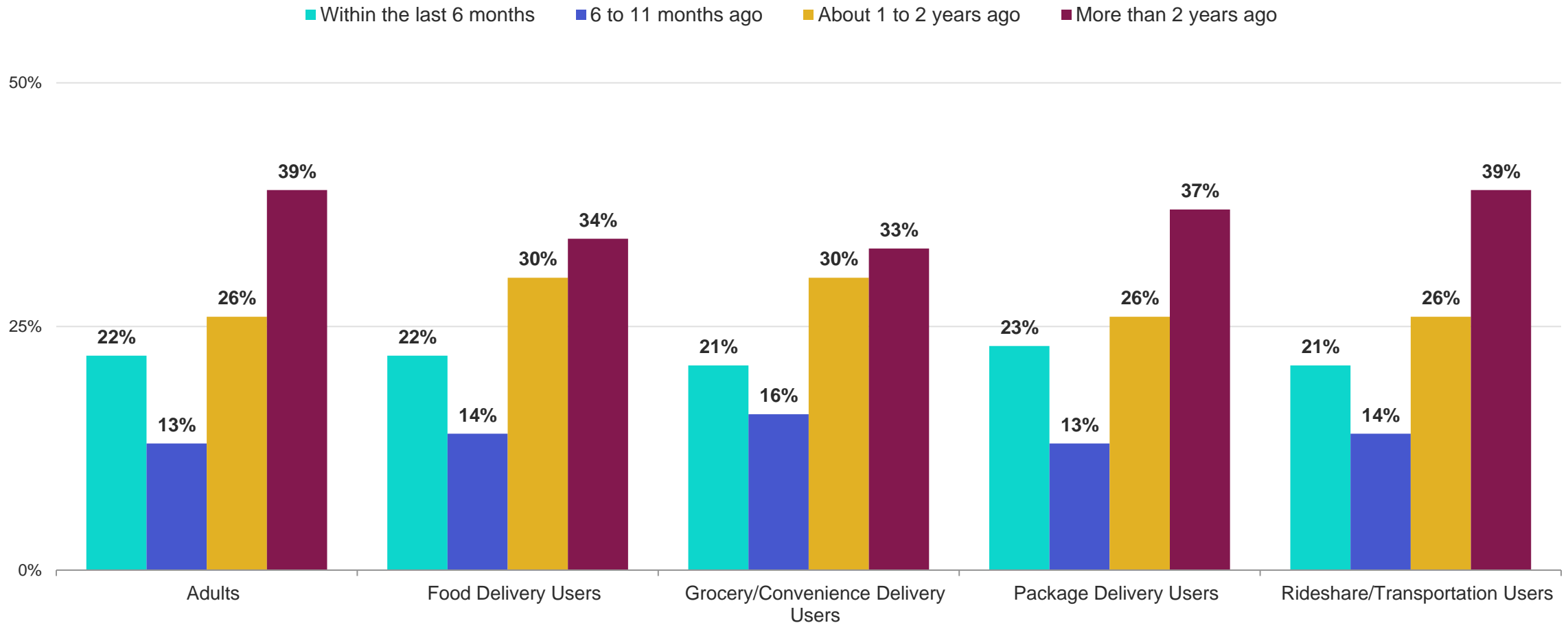
How often, if at all, do you use app-based platforms (i.e., Uber, Lyft, DoorDash, Grubhub, etc.) for each of the following? *Rideshare/Transportation, All Adults | N = 3,010*



Total Users = Every day + Several times a week + About once a week + A few times a month + Once or twice a month + A few times a year

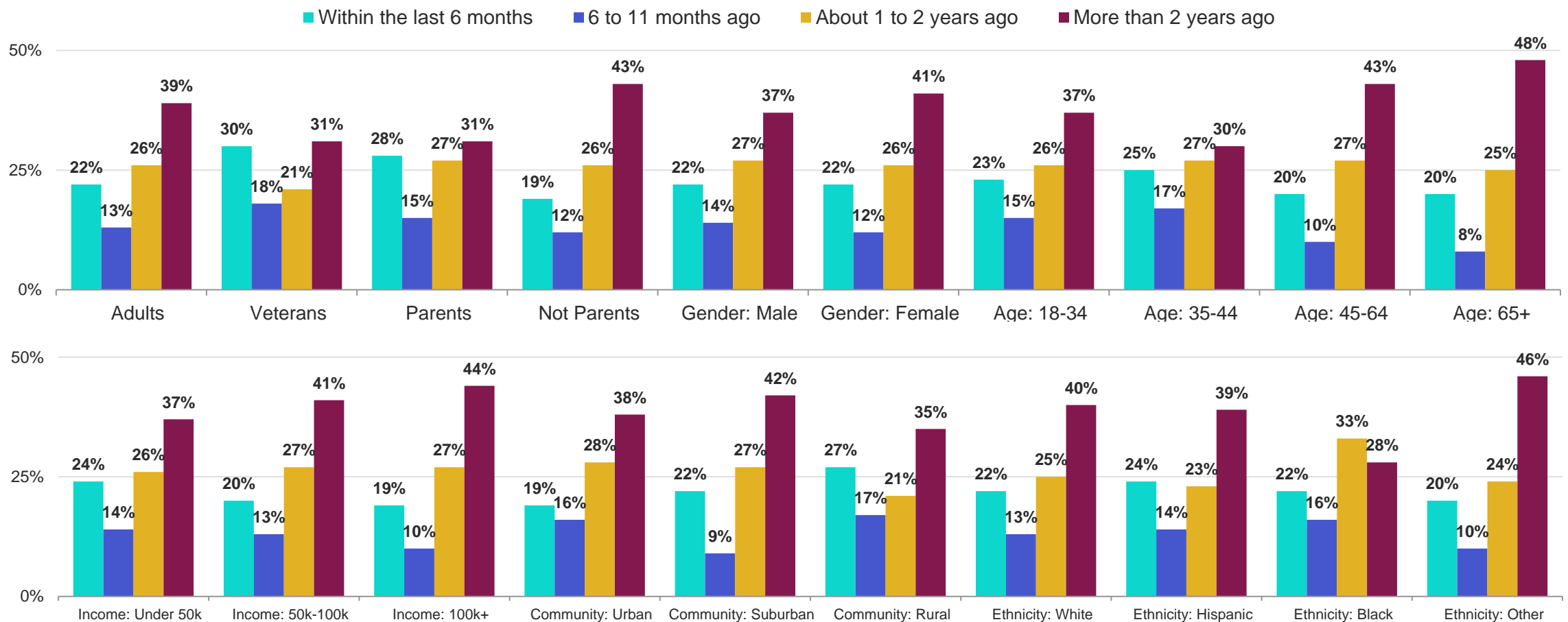
APP-BASED PLATFORM USERS

When did you start using app-based platforms for services such as rideshare, grocery delivery, food delivery, or package delivery? *Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)*



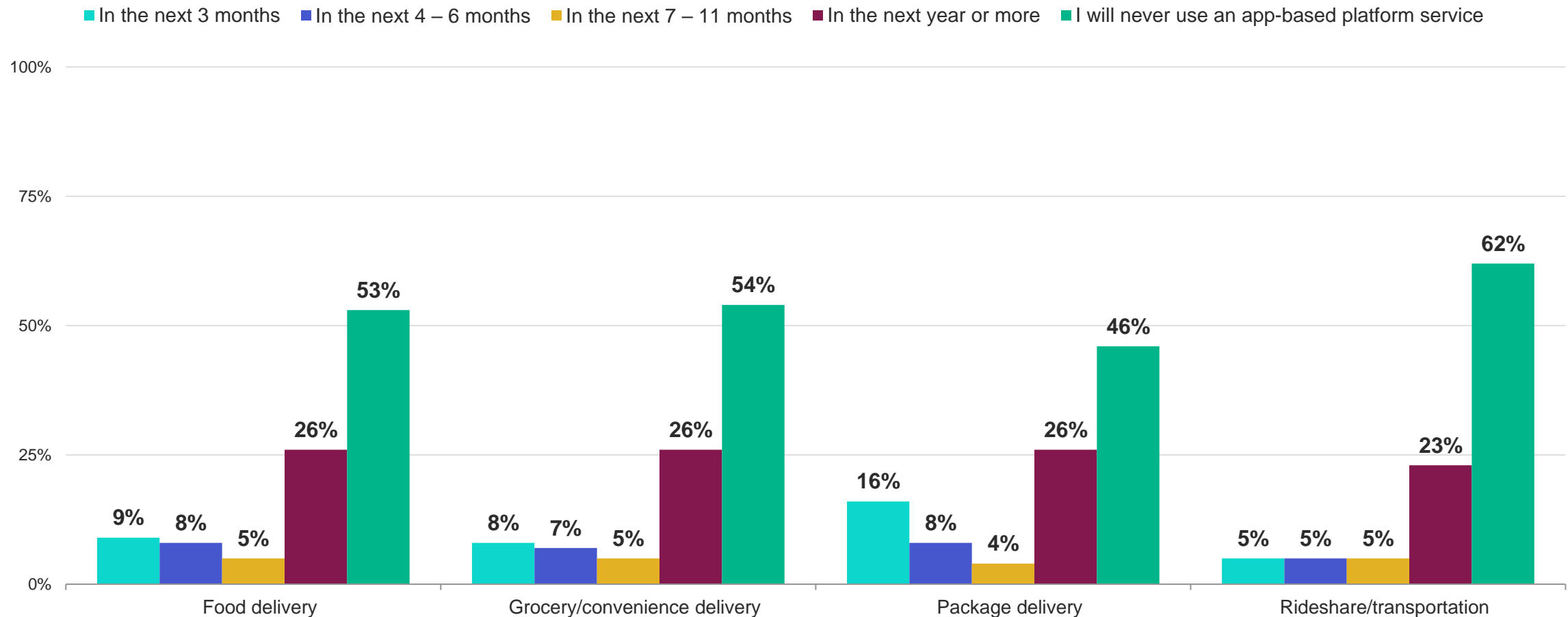
APP-BASED PLATFORM USERS

When did you start using app-based platforms for services such as rideshare, grocery delivery, food delivery, or package delivery? *Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)*



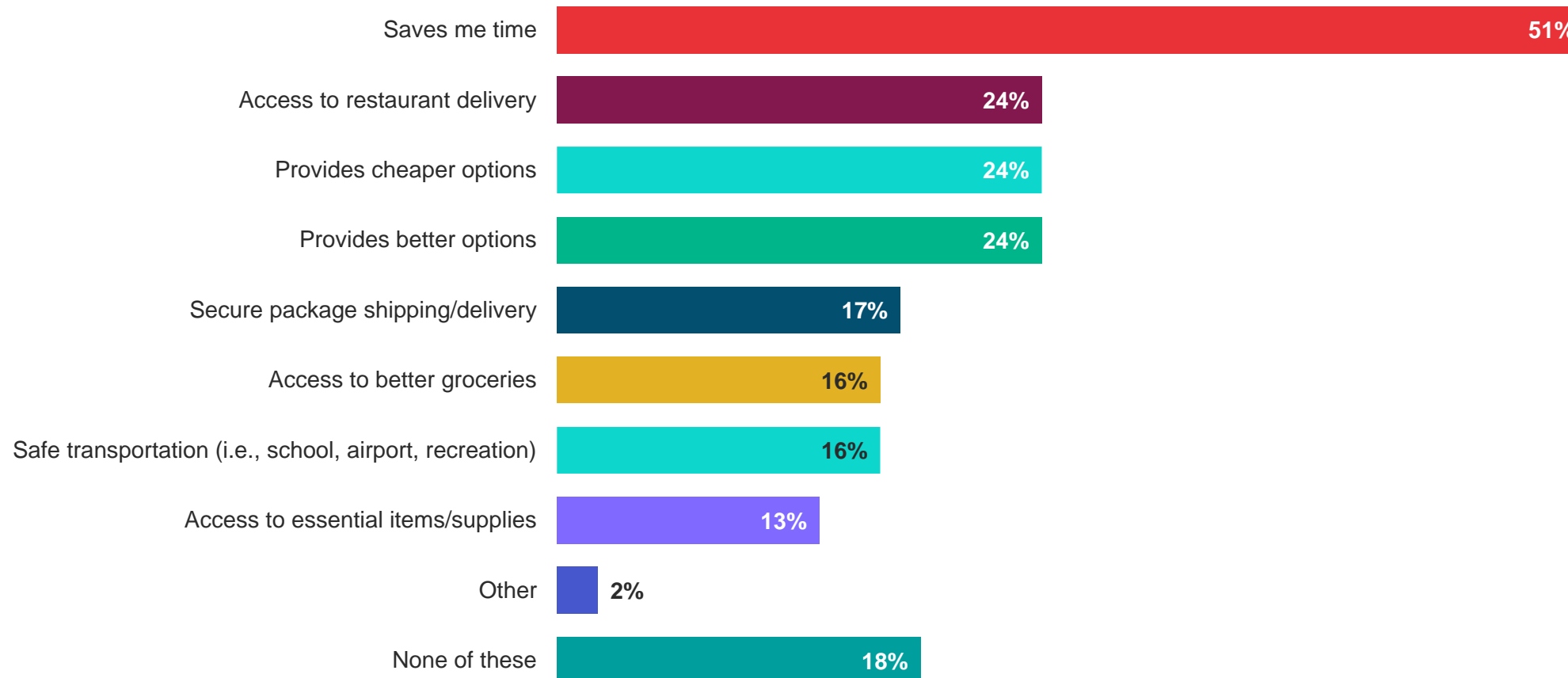
APP-BASED PLATFORM USERS

You mentioned you have never used the following app-based services. When would you be most likely to use one or more of the app-based platform services? *Adults who have never used food delivery (N = 1,416), grocery/convenience delivery (N = 1,641), package delivery (N = 1,216), or rideshare/transportation (N = 1,842)*



APP-BASED PLATFORM USERS

What is the main reason you use app-based platforms instead of traditional services (i.e., using Uber/Lyft instead of a taxi or DoorDash/Grubhub delivery instead of calling a restaurant to deliver)? Please select all that apply. *Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)*



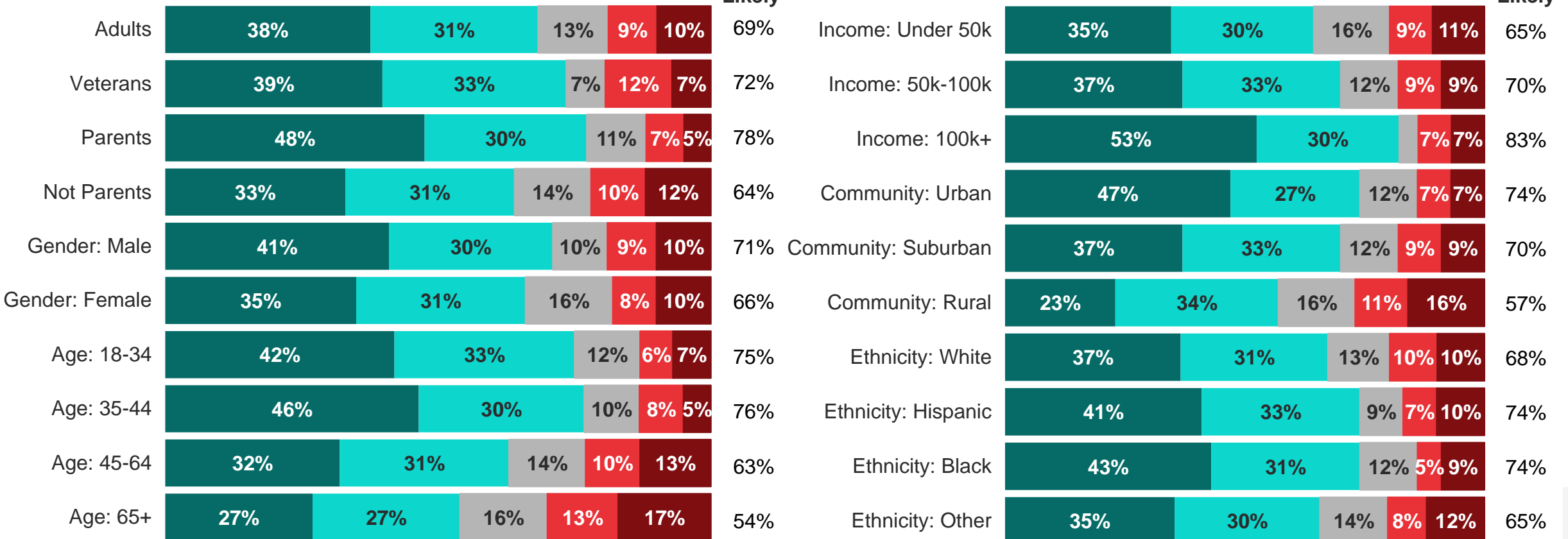
APP-BASED PLATFORM USERS

How likely or unlikely are you to continue using app-based platforms for access to services such as rideshare, grocery delivery, food delivery, or package delivery in the next 12 months?
Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)

Very likely Somewhat likely Don't know/No opinion Somewhat unlikely Very unlikely

Total Likely

Total Likely

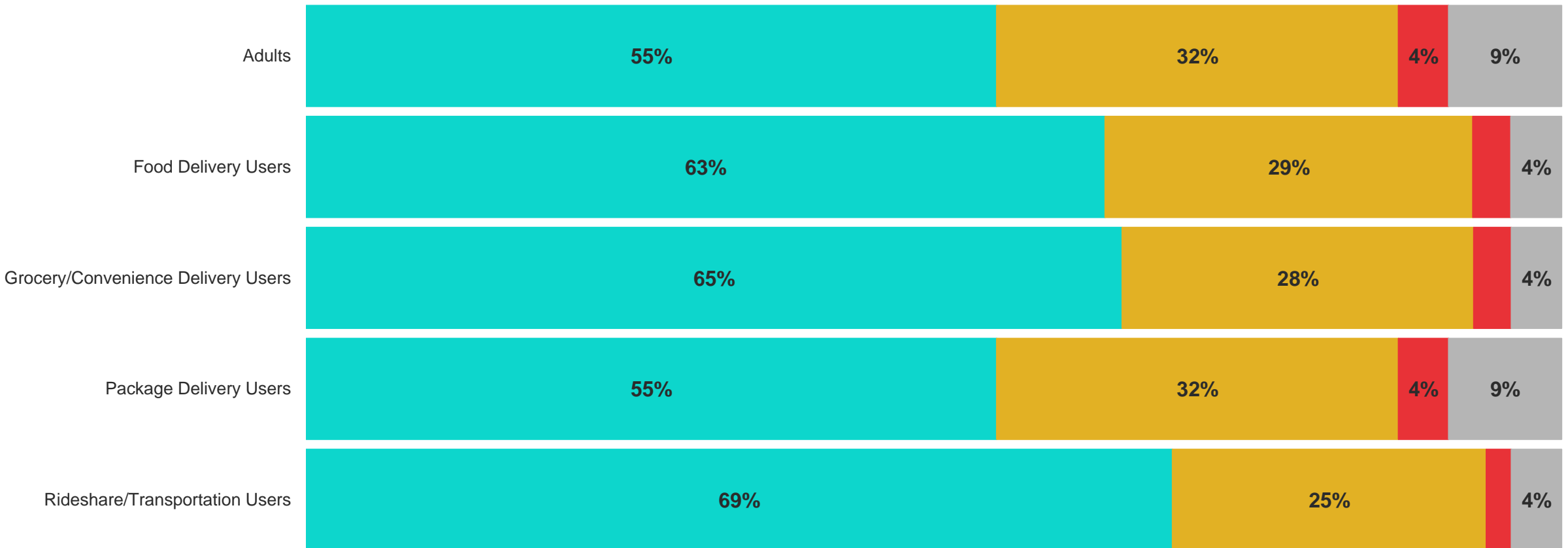


Total Likely = Very likely + Somewhat likely

APP-BASED PLATFORM USERS

Has your experience with app-based platforms for services such as rideshare, grocery delivery, food delivery, or package delivery been mostly positive or mostly negative? *Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)*

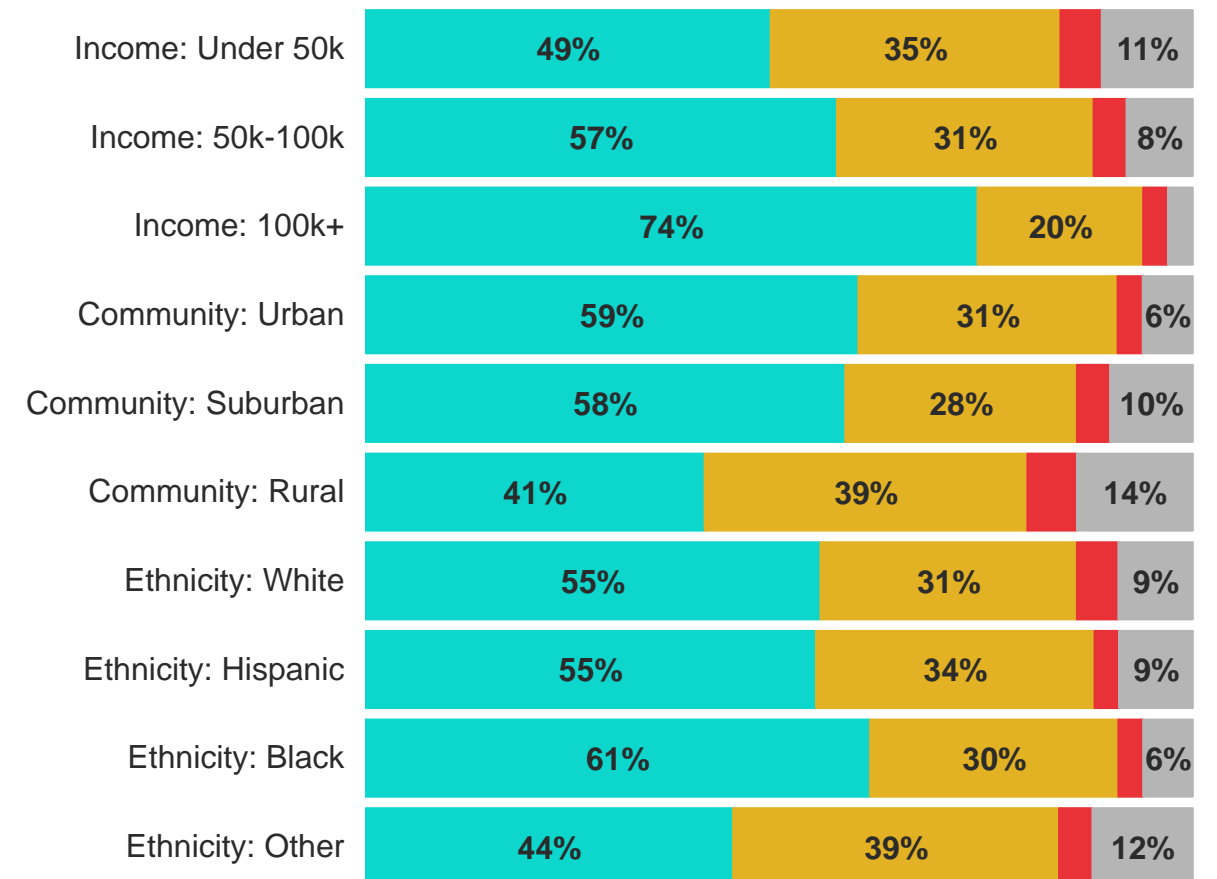
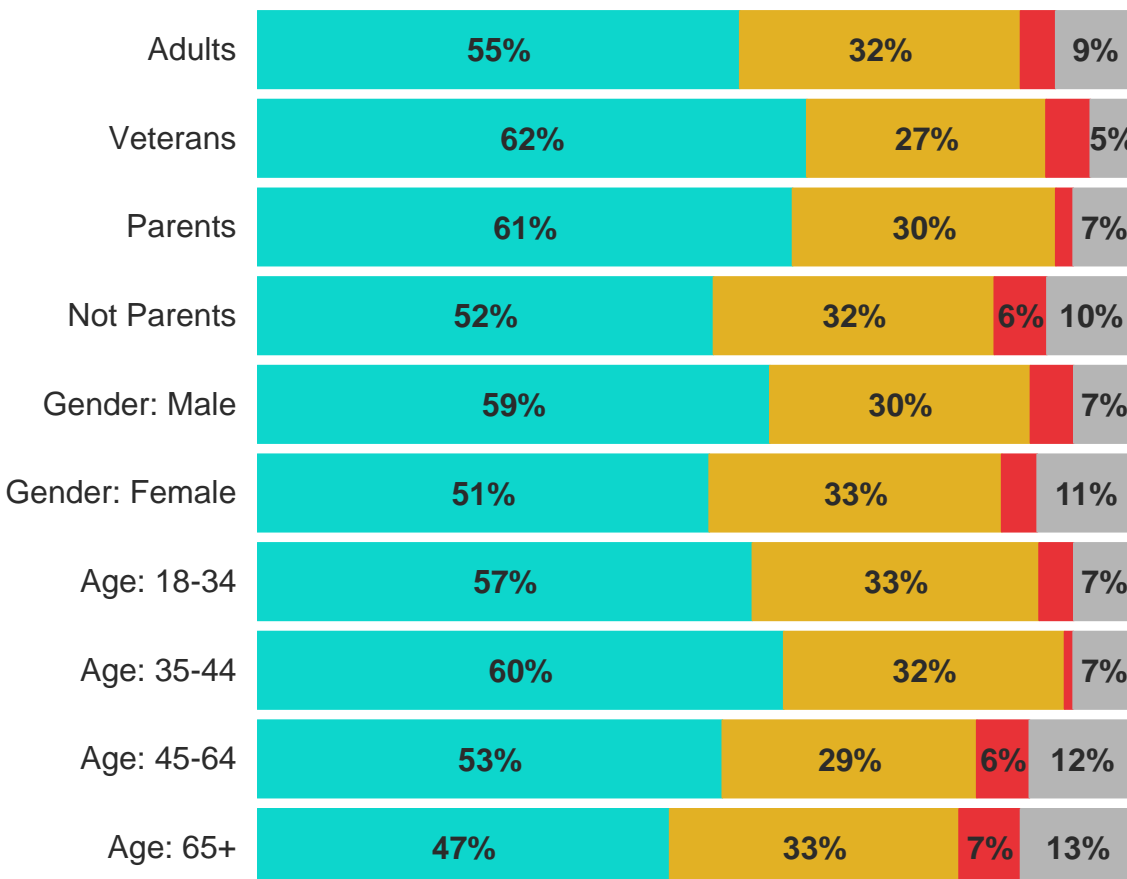
■ Positive or mostly positive ■ Neutral ■ Negative or mostly negative ■ Don't know/No opinion



APP-BASED PLATFORM USERS

Has your experience with app-based platforms for services such as rideshare, grocery delivery, food delivery, or package delivery been mostly positive or mostly negative? *Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)*

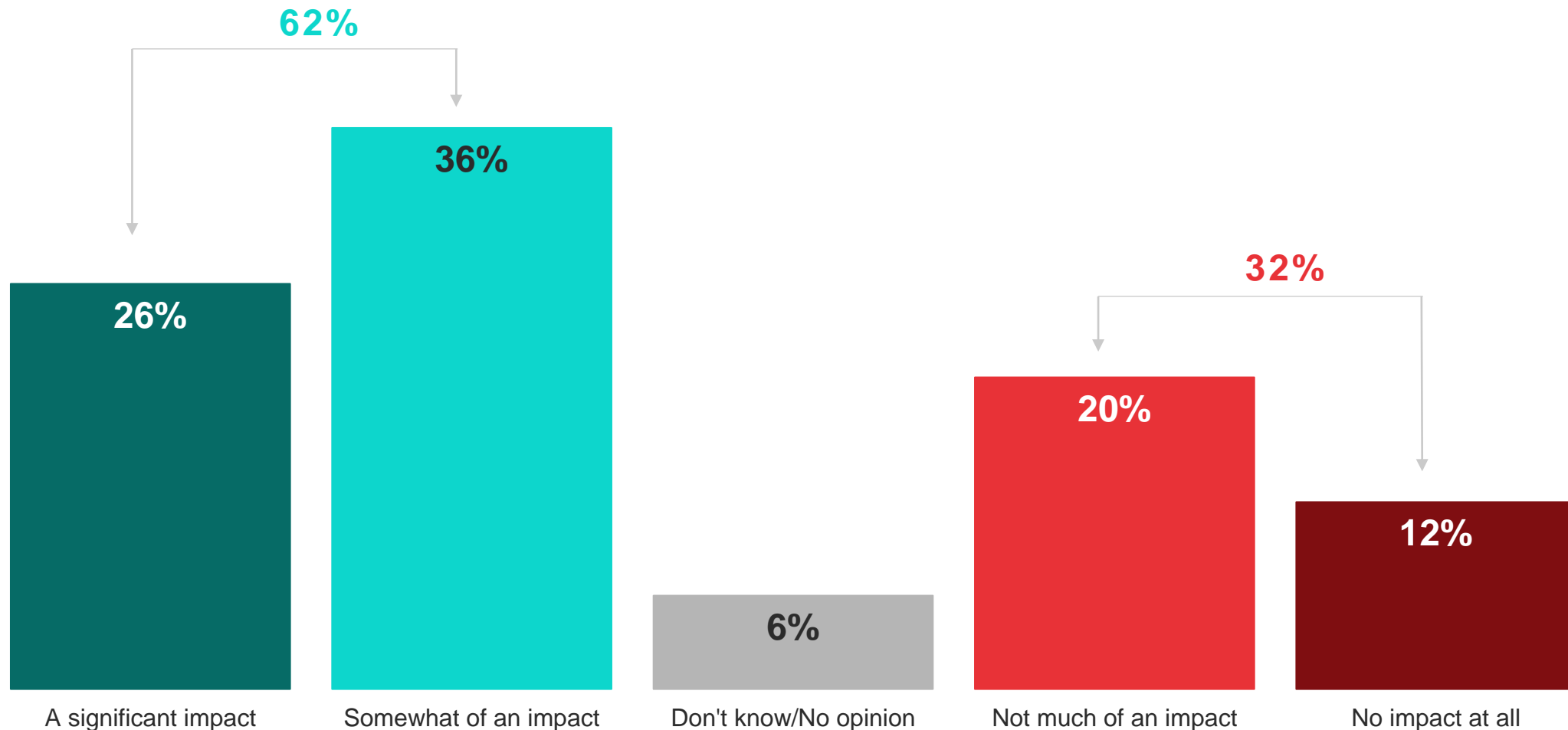
■ Positive or mostly positive ■ Neutral ■ Negative or mostly negative ■ Don't know/No opinion



Total Positive or Neutral = Positive or mostly positive + Neutral

APP-BASED PLATFORM USERS

How much of an impact, if at all, do app-based services such as rideshare, grocery delivery, food delivery, or package delivery have on your daily life? *Adults who have used food delivery (N = 1,612), grocery/convenience delivery (N = 1,413), package delivery (N = 1,807), or rideshare/transportation (N = 1,216)*



|
CONTENTS

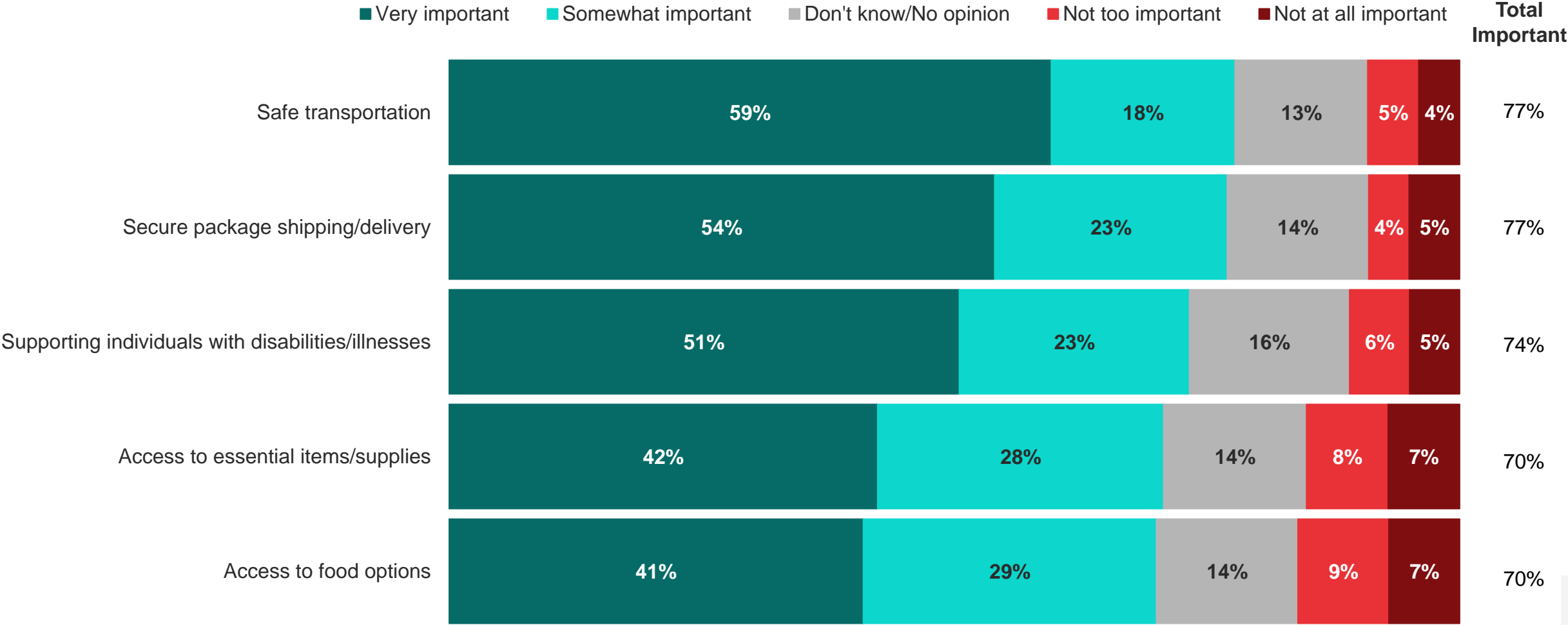
APP-BASED PLATFORM USERS

IMPORTANCE OF APP-BASED PLATFORMS



IMPORTANCE OF APP-BASED PLATFORMS

How important, if at all, are the **app-based platforms** (i.e., Uber, Lyft, DoorDash, Grubhub, etc.) to each of the following societal needs? *All Adults | N = 3,010*

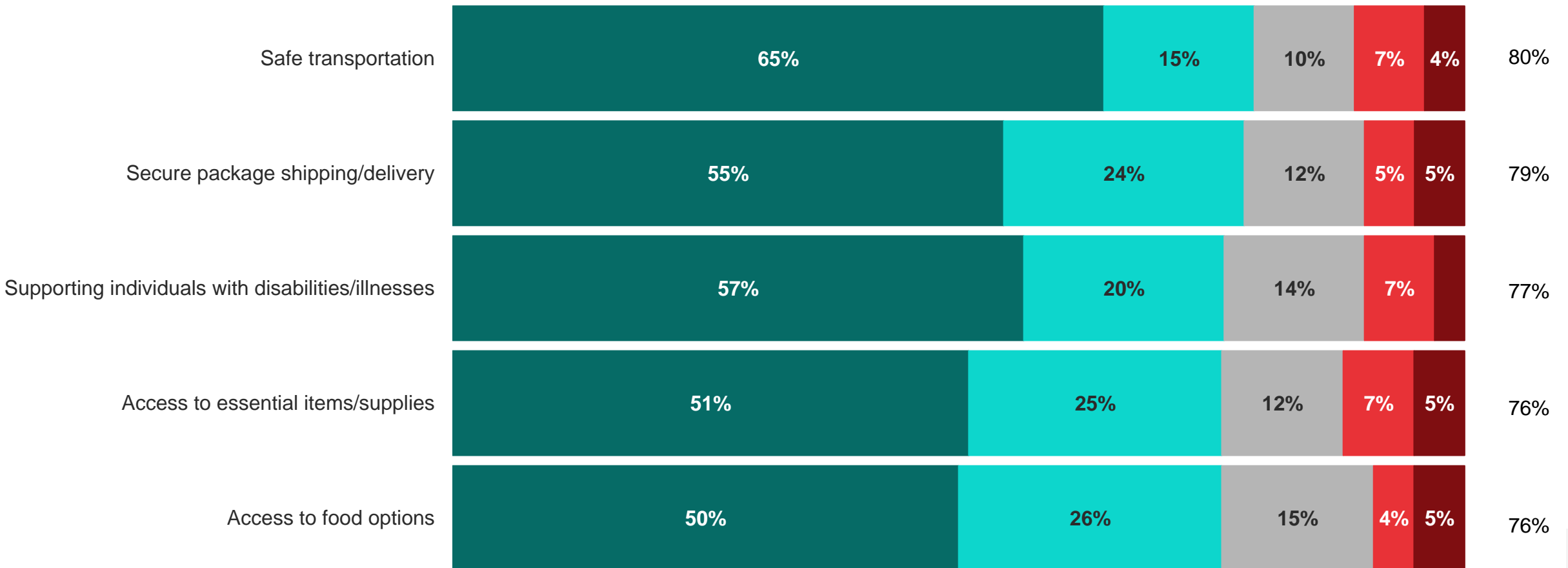


Total Important = Very important + Somewhat important

IMPORTANCE OF APP-BASED PLATFORMS

How important, if at all, are **app-based workers** (i.e., rideshare drivers, grocery delivery couriers, food delivery couriers, or package delivery couriers) to each of the following societal needs? *All Adults | N = 3,010*

■ Very important
 ■ Somewhat important
 ■ Don't know/No opinion
 ■ Not too important
 ■ Not at all important
 Total Important



Total Important = Very important + Somewhat important



MORNING CONSULT®