



Economic Impact Report 2018

WE IGNITE CHANGE.



**We surveyed
30,000 passengers
and 37,000 drivers
in 52 major cities.**

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Here's what we found.

INCREASED LOCAL SPENDING

\$2 billion
generated

Lyft passengers were extra generous, spending an additional \$2 billion in their communities.

MORE DRIVER EARNINGS

\$3.6 billion
earned

Lyft driver earnings doubled in 2017. And that doesn't even include tips.

BETTER MOBILITY

375 million
rides

Lyft passengers saved 92 million travel hours compared to other transportation. That's a time savings of \$3.2 billion.

**We ignite
change.**



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**Together with our
drivers and passengers,
Lyft is making a positive
mark on communities
across the nation.**

Every year, we take a moment to assess our impact so that we can drive toward a greener future together.

A better ride. Nationwide.



95% of US passengers think Lyft rides are safe.

40% of passengers choose Lyft Line.

90% of Lyft rides are rated five stars.

A better ride. Nationwide.



23 million passengers

1.4 million drivers

50 US states,
and Toronto

300+ airports

Passenger impact

Lyft passengers spent an additional \$2 billion in local businesses across the country.

A RIDE FOR EVERY REASON

71%

use Lyft to reach entertainment venues.

49%

use Lyft to get to the airport.

42%

use Lyft to commute to work.

31%

use Lyft to get around when public transit does not operate.





Hundreds of thousands of passengers got rid of a household vehicle thanks to the availability of ridesharing.

😊 ATTITUDE ADJUSTMENTS

50%

use their car less because of Lyft.

21%

use public transit more now that they can connect to it with Lyft.

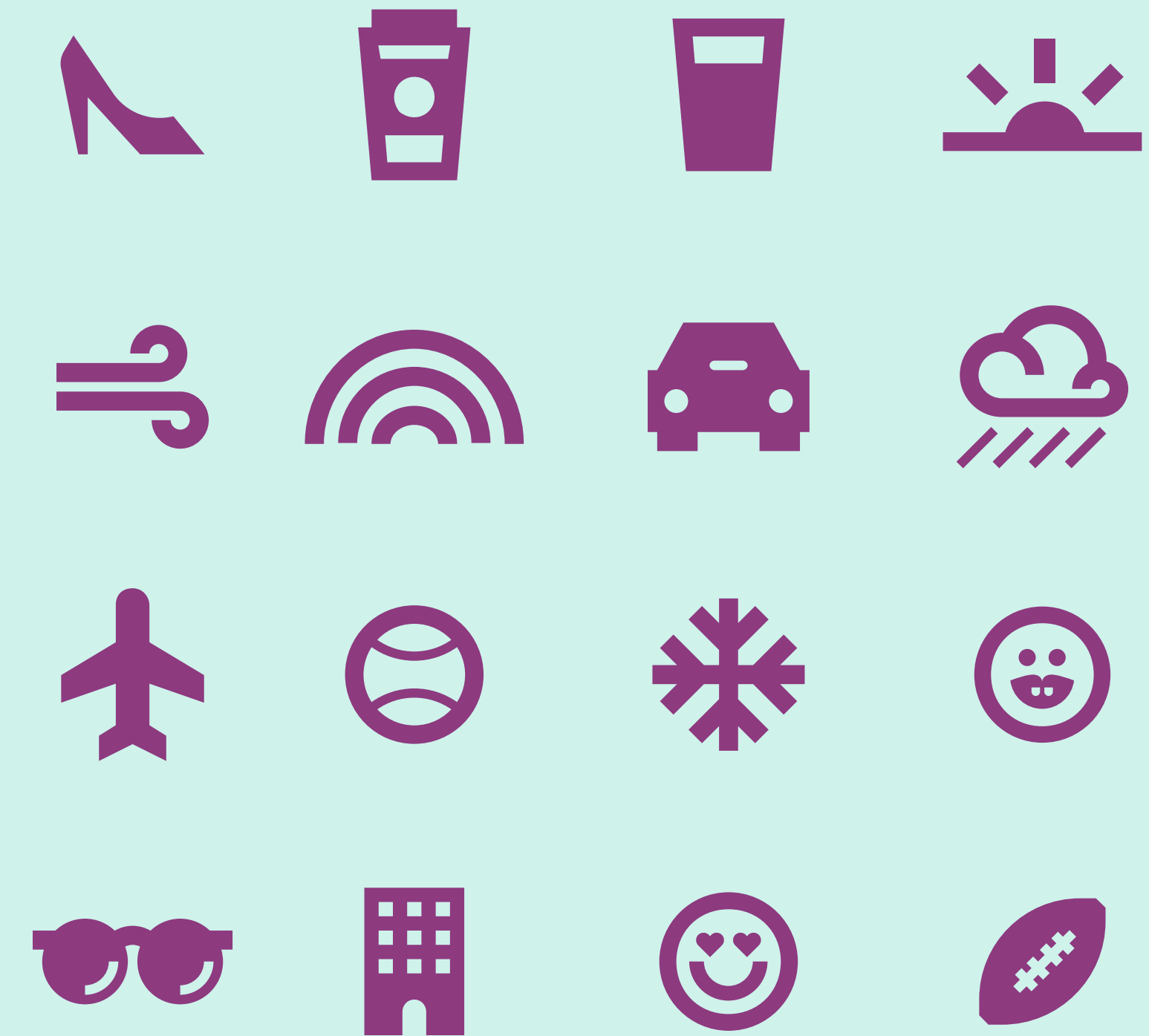
25%

say owning a personal vehicle is less important to them now.

83%

would request a ride in a self-driving vehicle when the service is available.

Passengers are exploring their cities, spending more at local businesses, and staying out longer with a reliable ride home.



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 WHAT THEY'RE UP TO

45%

spend more at local businesses.

66%

are spending more at bars or restaurants.

54%

now explore more areas of their city.

42%

are spending more at entertainment venues.

72%

go out more or stay out longer.

35%

are spending more at grocery or retail shops.

Driver
impact

Behind the wheel.

 DRIVING DIVERSITY

56%

of Lyft drivers identify with a minority group.

29%

are female.

23%

are over age 50.

10%

are veterans of the armed forces.



Lyft drivers are pillars of their communities. They're florists, firefighters, artists, students, parents, and everything in between.



WHAT THEY'RE DRIVING TOWARD

The majority drive in their free time to supplement their income.

92%

are employed, seeking employment, full-time students, or retired.

50%

of Lyft driver earnings help cover food, housing, medical care, and other primary expenses.

71%

are the primary earners of their household.

65%

financially support family members.

91%

of drivers who support family would have difficulty without Lyft earnings.

18%

own their own business.

Lyft drivers earned \$240 million in tips for giving 5-Star rides.



FLEXIBLE FREEDOM

93%

drive fewer than 20 hours per week.

96%

say a flexible schedule is very or extremely important.

79%

schedule driving around jobs, classes, childcare, and other activities.

56%

routinely care for loved ones like children, elders, and adults with disabilities.

5-STAR CONNECTIONS

89%

have given a ride to a neighbor.

72%

have connected with a new friend or business opportunity from a ride.

**A ride for
everyone**

**Everybody,
everywhere.**

Never missing a doctor's appointment. Getting back into the job market. Whatever the motivation, Lyft is committed to making transit inclusive and accessible for all.

 SENIOR COMMUNITY

12%

of passengers are over the age of 50.

30%

do not own a personal vehicle.

18%

are living with a disability.

 RIDES TO MEDICAL CARE

30%

faster thanks to our partnerships with senior organizations.

32%

less expensive than traditional non-emergency vehicles.

 VETERANS

26%

of Lyft drivers have a family member who has served or is serving our country.

 DISABLED COMMUNITY

7%

of passengers are living with a disability.

75%

say Lyft has increased their mobility.

Lyft has partnered with the National Federation of the Blind and National Association of the Deaf to help their communities get around.

\$ LOW-INCOME COMMUNITY

40%

earn less than \$50K.

29%

of rides start in
low-income areas.

Lyft passengers chose to share their ride nearly 100 million times in 2017 — saving up to 60% off solo rides.



The biggest changes start small. Since May 2017, passengers have raised \$3 million for 13 causes by simply tapping 'Round Up & Donate' in the Lyft app. And that's just the beginning. 😊



Thank you

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