



Lyft's Economic Impact

2015 REPORT



In more than 65 cities nationwide, Lyft has become a powerful vehicle of change and connectivity. We studied our seven most established markets to explore Lyft's positive economic impact on passengers, drivers, and the cities we call home.

The results show that Lyft provides flexible earning opportunities for drivers, improved transportation access for passengers, and significant gains in local economic activity.

Methodology

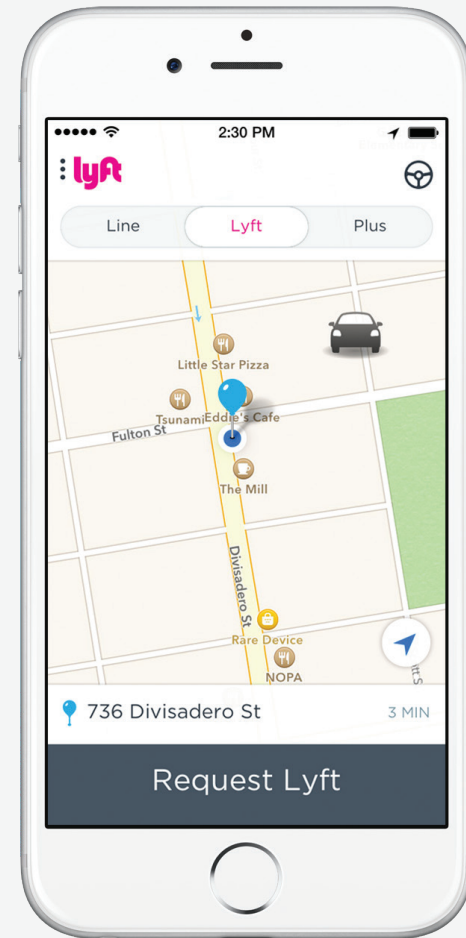
In November 2014 and February 2015, Lyft surveyed more than 5,700 passengers and 2,600 drivers across San Francisco, Los Angeles, San Diego, Seattle, Chicago, Boston, and Washington, D.C. Survey analysis was conducted by Bill Lee and Tanya Chiranakhon from the Land Econ Group.



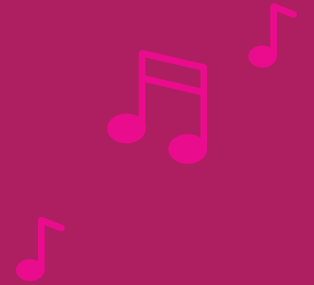
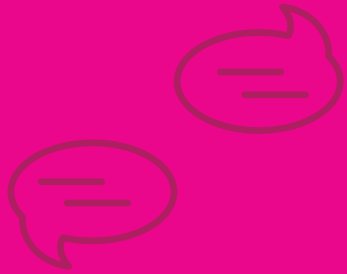
What is Lyft?

Lyft is a ridesharing app that connects people with affordable, reliable rides within minutes. After a background check and safety inspection, drivers use their own cars to help people get around their communities.

With Lyft Line, passengers can carpool together to make their trips even more efficient. Lyft launched in June 2012 and is in more than 65 cities across the country.

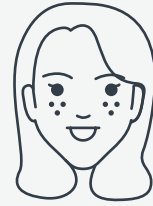


Download the Lyft app and request a ride with the tap of a button.



Driver Impact

Lyft drivers are florists, firefighters, artists, students, parents, and everything in between. The majority of drivers are part-time and drive to supplement their earnings.



Meet Erin J.

Erin drives to work every day and uses Lyft Line's route-matching feature to turn her solo commute into a shared ride and income opportunity. All she has to do is slide into driver mode, set her office as her final destination, and let the app filter requests so she only gets matched with passengers traveling the same way. She's filling seats that would otherwise be empty, and enjoying her commute in a whole new way.



Bethany H. Portland

Pastry chef who started driving to save for her upcoming wedding



Greg M. San Francisco

Startup co-founder who drove to pay the bills while launching his startup



Ayanna M. Washington, D.C.

Preschool teacher who uses earnings from Lyft to pay for grad school

Lyft Offers Flexible, Supplemental Earnings



drive fewer than 15 hours/week on average



of drivers **are employed** or actively seeking employment



schedule hours around a part-time or full-time job



drive when they need to **supplement an unpredictable or freelance income**



want flexibility to spend more **quality time** with their families

Reconnecting People and Communities



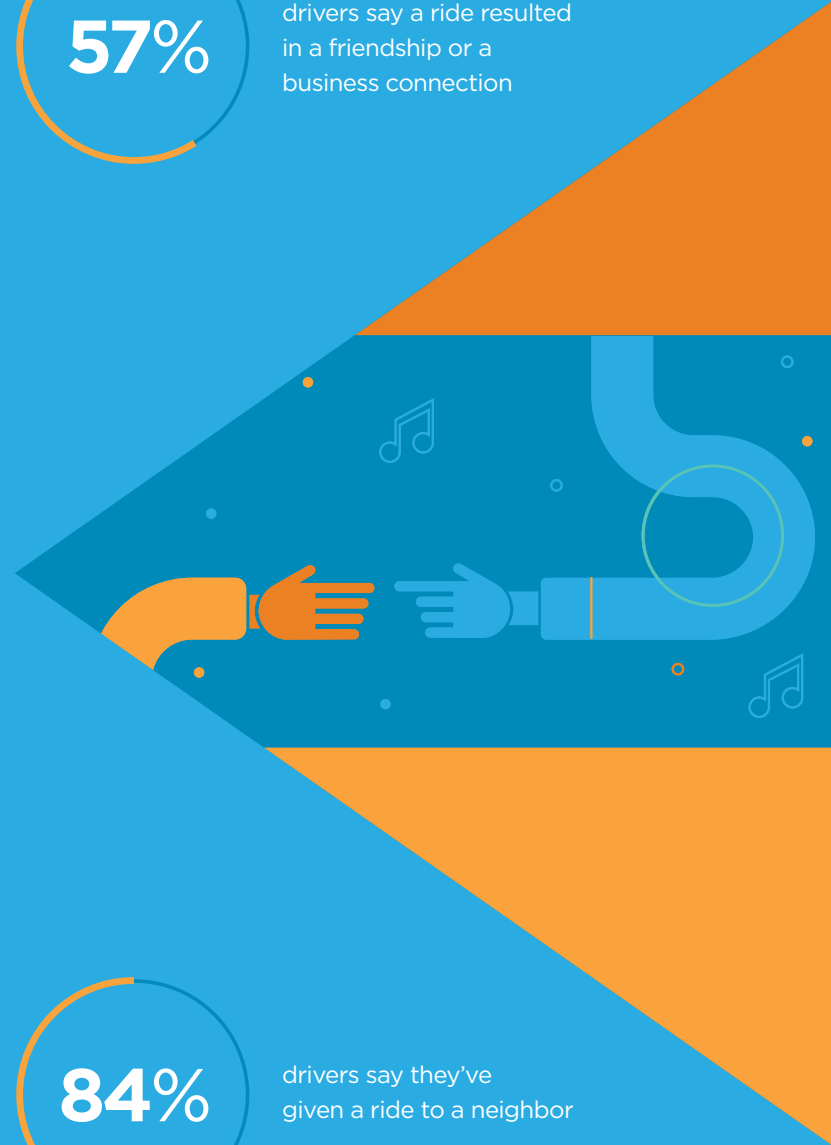
57%

drivers say a ride resulted in a friendship or a business connection



84%

drivers say they've given a ride to a neighbor



Community Impact

The affordability and convenience of Lyft makes it easy for people to explore new areas of their city, stay out longer, and enjoy a safe ride home.

IN 2014
additional spending
by Lyft passengers
generated an additional
\$225 million
for local economies

Increased Local Spending

73%

of passengers **go out more frequently and/or stay out longer** because of Lyft

45%

of passengers **spend more money at local businesses** because of Lyft

Big Impact on Small Businesses

25%

of drivers **own a business**

70%

of owners **use earnings from Lyft to run their business**

Support for Local Artists & Entertainers

40%

of drivers **are creative professionals**

\$5.50

in government revenue generated from every \$1 invested in the arts¹

¹Americans for the Arts. "Arts and Economic Prosperity IV: Economic Impact of the Nonprofit Arts and Culture Industry." June 2012. <http://www.americansforthearts.org/economicimpact>

Passenger Impact

Many passengers rely on Lyft for everyday activities such as commutes, errands, and more.

Popular Use Cases



40%

use it to commute



42%

use it to visit family and friends



36%

use it to complete errands



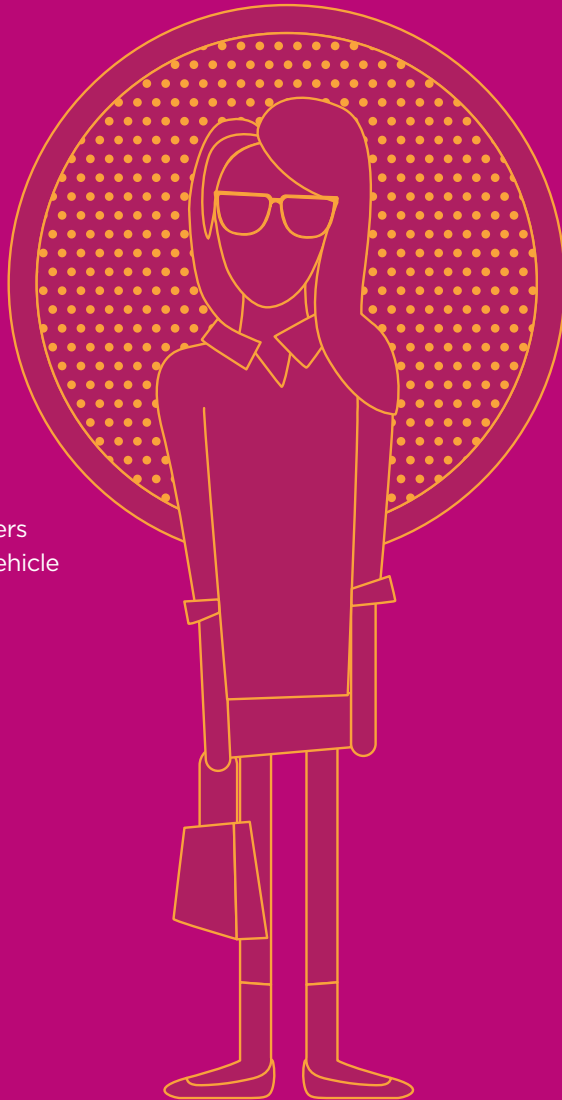
Safe, Reliable Rides for Women

25%

use it for medical
appointments

58%

of female Lyft passengers
don't own a personal vehicle



IN 2014

Lyft passengers saved

3.9 million hours

**compared to their alternative
mode of transportation.**

This time savings is valued at

\$125 million.¹

¹Based on U.S. Department of Transportation Value of Travel Time Savings (VTTS) calculations.

The Big Picture

More people live in cities than ever before, and rapid urbanization is placing increased stress on our transportation infrastructure. Increases in transportation efficiency could save the estimated \$533 billion needed to expand roads to relieve severe congestion in U.S. urban areas.¹ The dominant mode of transportation in the U.S. — driving alone — is not sustainable.

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Lyft Line can change all that.

Line coordinates carpools on-demand. It matches drivers with passengers who are headed the same direction, all in the matter of minutes. Through Line we can build smarter, more efficient, and more connected cities. Line is the future of transportation, and you can see its impact in motion today: Lyft Line already accounts for more than half of Lyft rides in San Francisco and is growing in Los Angeles, Austin, and New York City.



The average urban American spends
34 hours
sitting in traffic every year.

This traffic congestion
costs approximately
\$121 billion.
each year.¹

Reduce Congestion & Greenhouse Emissions

Congestion costs Americans living in cities an additional 5.5 billion hours and an extra 2.9 billion gallons of fuel.



60%
of passengers
use their personal
vehicles less
because of Lyft



46%
avoid owning a
personal vehicle
entirely because
of Lyft

Expand Transportation Access

Fewer than 50% of Americans report living within ¼ mile of a transit stop.²



25%
use Lyft to connect
to public transit



54%
say Lyft allows them to
get to places that are
otherwise inaccessible

Help Reduce Drunk Driving

In the United States, drunk driving causes 28 fatalities a day.³



31%
of motor vehicle
fatalities in the U.S.
are due to drunk
driving⁴



84%
of passengers say they're
more likely to avoid
driving while impaired
because of Lyft

¹Viechnicki, P. et al. "Smart mobility: Reducing congestion and fostering faster, greener, and cheaper transportation options." Deloitte University Press. May 18, 2015.

²U.S. Federal Transit Administration. Transportation Needs of Disadvantaged Populations. FTA Report No. 0030, February 2013

³National Highway Traffic Safety Administration. 2013 Alcohol-impaired Driving Traffic Safety Facts. December 2014.

⁴Ibid.

**The future of
transportation is here.**

Let's pave the way together.

