



INTRODUCTIONS

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See Level Human Experience.



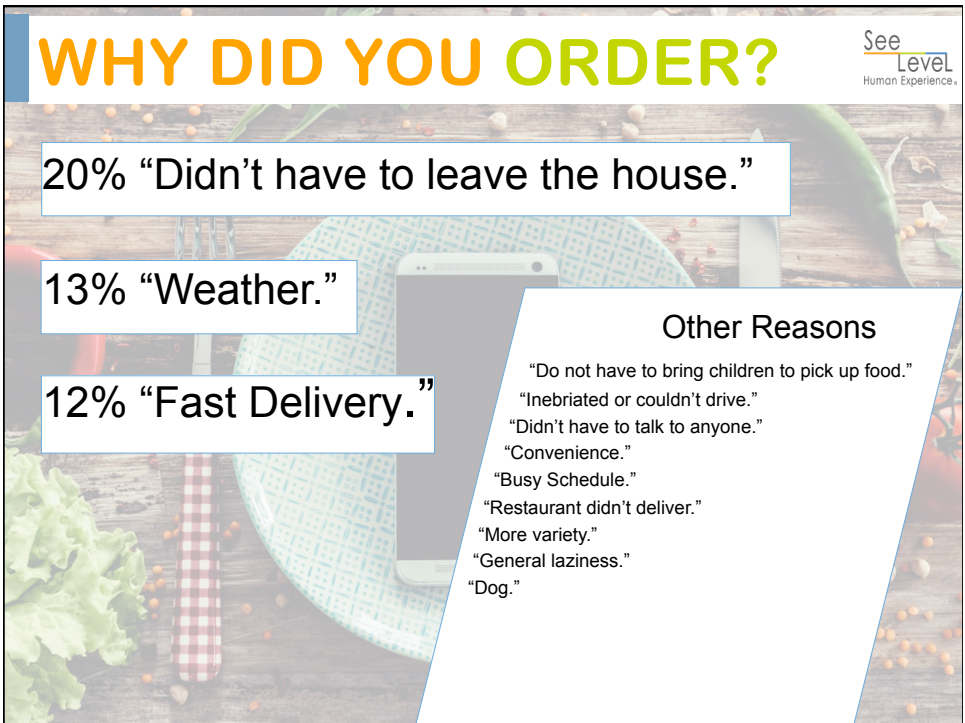
METHODOLOGY

See Level
Human Experience

1,400 Mystery shops | 8/2017 – 10/2017 + Online survey

4 Services | UberEATS, PostMates, GrubHub, DoorDash

5 Cities | Atlanta, Boston, Dallas, Los Angeles, Chicago



WHY DID YOU ORDER?

See Level
Human Experience

20% "Didn't have to leave the house."

13% "Weather."

12% "Fast Delivery."

Other Reasons

- "Do not have to bring children to pick up food."
- "Inebriated or couldn't drive."
- "Didn't have to talk to anyone."
- "Convenience."
- "Busy Schedule."
- "Restaurant didn't deliver."
- "More variety."
- "General laziness."
- "Dog."

