How do Millennials make their mobility choices? What are their lifestyles and preferences towards transportation? What are their future aspirations to purchase a vehicle? What factors affect their mobility-related choices? These are some of the research questions we are exploring through this study. We will investigate the mobility patterns of young adults, age 18 through 34, in California.

Young adults ("Generation Y," or "Millennials") are a critical and dynamic subset of the population. They are often early adopters of new trends (in culture, as well as lifestyles) later adopted by other segments of society. Millennials include the future influential leaders of society. They are often in a pivotal stage of their life, in which they are establishing the footing for their future, family, and career. They will contribute to create new households and influence future travel patterns in many ways, e.g. they will have growing purchasing power in future years and might be potential buyers of private vehicles (influencing the car market with their choices).

In this first one-year project, we will collect data on millennials’ lifestyles and mobility choices through an online survey distributed to a sample representative of the population of young adults in California. We will develop statistics on millennials’ behavior and explore the factors affecting their mobility choices, as the first step of a multi-year project that we plan to extend to other U.S. regions, and internationally.

### Background and Key Concepts

**Peak Drive:** Per capita vehicle miles traveled (VMT) have been declining in the United States and other developed countries in recent years, either as an effect of economic conditions, the saturation of car use and ownership, or distinct changes in travel behavior (Metz 2010 & 2012, Goodwin 2012, Puente and Tomer 2008).

**Personal Attitudes and Preferences:** Previous studies have suggested that personal attitudes and preferences, e.g. related to status identification, can have an impact on car ownership, travel behavior, and mode choice (Delbosc and Currie 2014).

**Generation Y / Millennials:** Young individuals in the United States are increasingly choosing not to own a car. They drive less if they own one, and use other transportation modes more often (Blumenberg et al. 2012, Kuhnimhof et al. 2012, Frändberg et al. 2011). Still, the motivations behind these trends and the factors affecting these choices are not well studied yet.

**Aspirations Towards Vehicle Purchase:** We seek to explore how personal attitudes, environmental concerns and cultural backgrounds affect millennials’ aspirations to purchase a new vehicle.

### Methodology

#### Conceptual Framework

**Residential Location**
- Classical Factors: Income, Age, Land use, Socio-demographics

**Travel Behavior**
- Classical Factors: Employment, Income, Urban Morphology, Land use, Socio-demographics
- Non-Classical Factors: Education, Transportation Preferences, Travel Choices

**Travel Time and Motivations**
- Constraints and Limitations: Personal Limitations, Access/Availability of modes

**Personal Attitudes and Preferences**
- Transportation Preferences
- Urban/Neighborhood Preferences
- Attitudes towards Technology
- Adoption of Technology
- Changes in Socio-economics
- Cultural Background
- Peers Influence

*Measured with external data (e.g. US EPI Smart Location data), after geocoding of residence (X, Y)*

**Future Aspirations**
- Future travel time
- Measured at time of survey
- Preferences for vehicles, travel, and safety

### Expected Outcomes

The study will provide:
- Information about the impact of environmental attitudes and personal preferences on travel behavior and aspiration to purchase vehicles of young adults
- Exploration of current travel patterns and travel-related attitudes of millennials in California, and insights into the potential impact on future car ownership and adoption of new technologies (e.g. adoption of alternative fuel vehicles)
- Insights into the potential response of millennials to future policies that promote sustainability in transportation

### Acknowledgements

The project team would like to acknowledge the invaluable support received by Patricia L. Mokhtarian, from the Georgia Institute of Technology, and Susan Handy, from the University of California, Davis, who contributed with their time, support, and guidance to this project.