

A tale of two surveys

This project was initiated, led and supported by Toyota Research Institute of North America (TRINA). Two surveys were developed by a team including researchers from Stanford, UC Davis, with Regina Clewlow leading the design efforts. The two surveys were focused on demographics, travel, and residential data. While there was a large amount of overlap between the surveys, the first survey collected more detailed data on traditional car-sharing services and potential changes in travel behavior while the second included an expanded set of questions on the topic of on-demand services and life stage events.

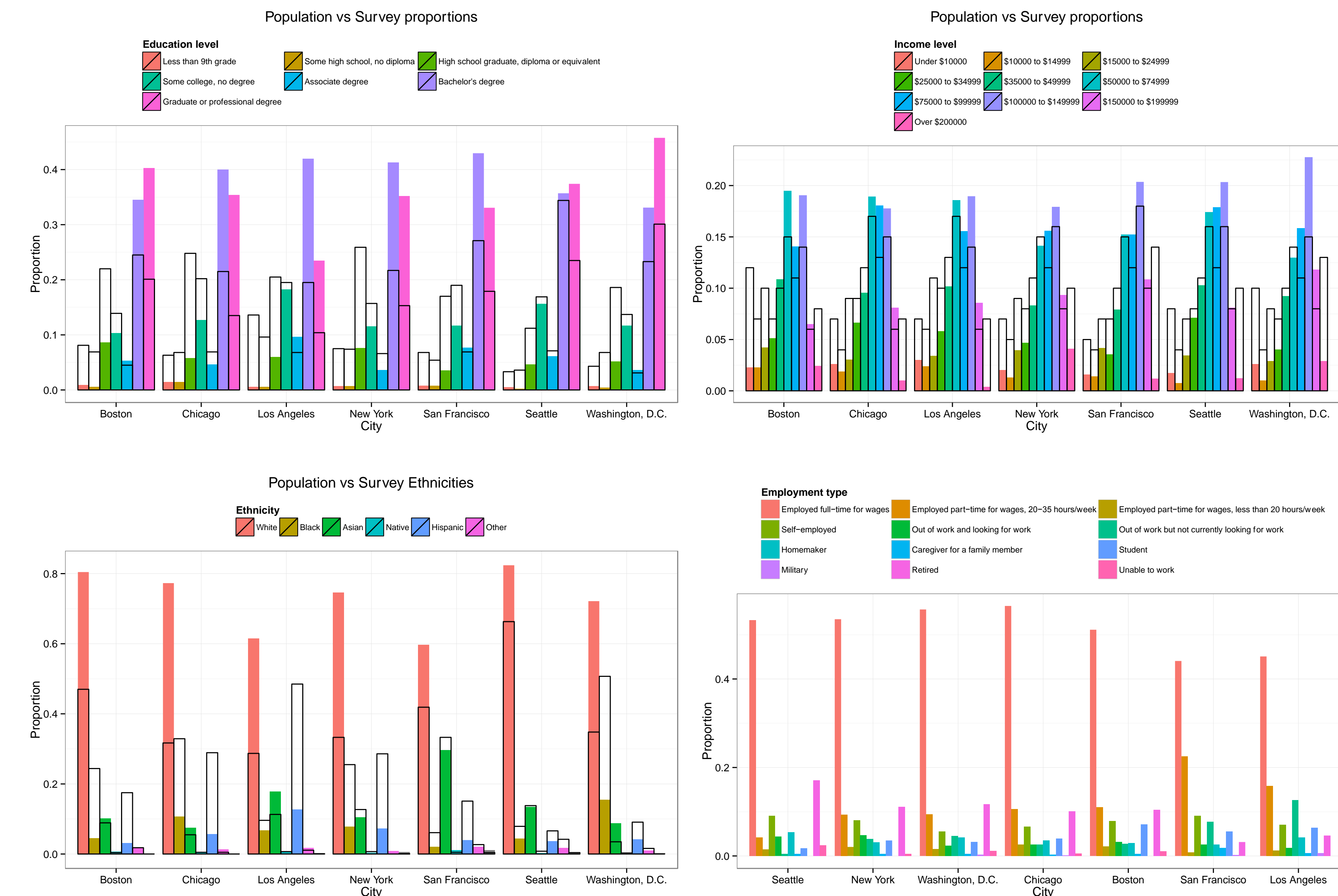
The first survey pilot was conducted from Sept through Oct 2014 and administered between Nov 2014 through Mar 2015. The second survey was conducted between Aug 2015 through Dec 2015. The administration of the survey was conducted online via the Survey Analytics platform and the respondents were purchased through a commercial firm, qSample. A total of 2102 and 2213 complete respondents for first and second surveys respectively.

Survey Locations

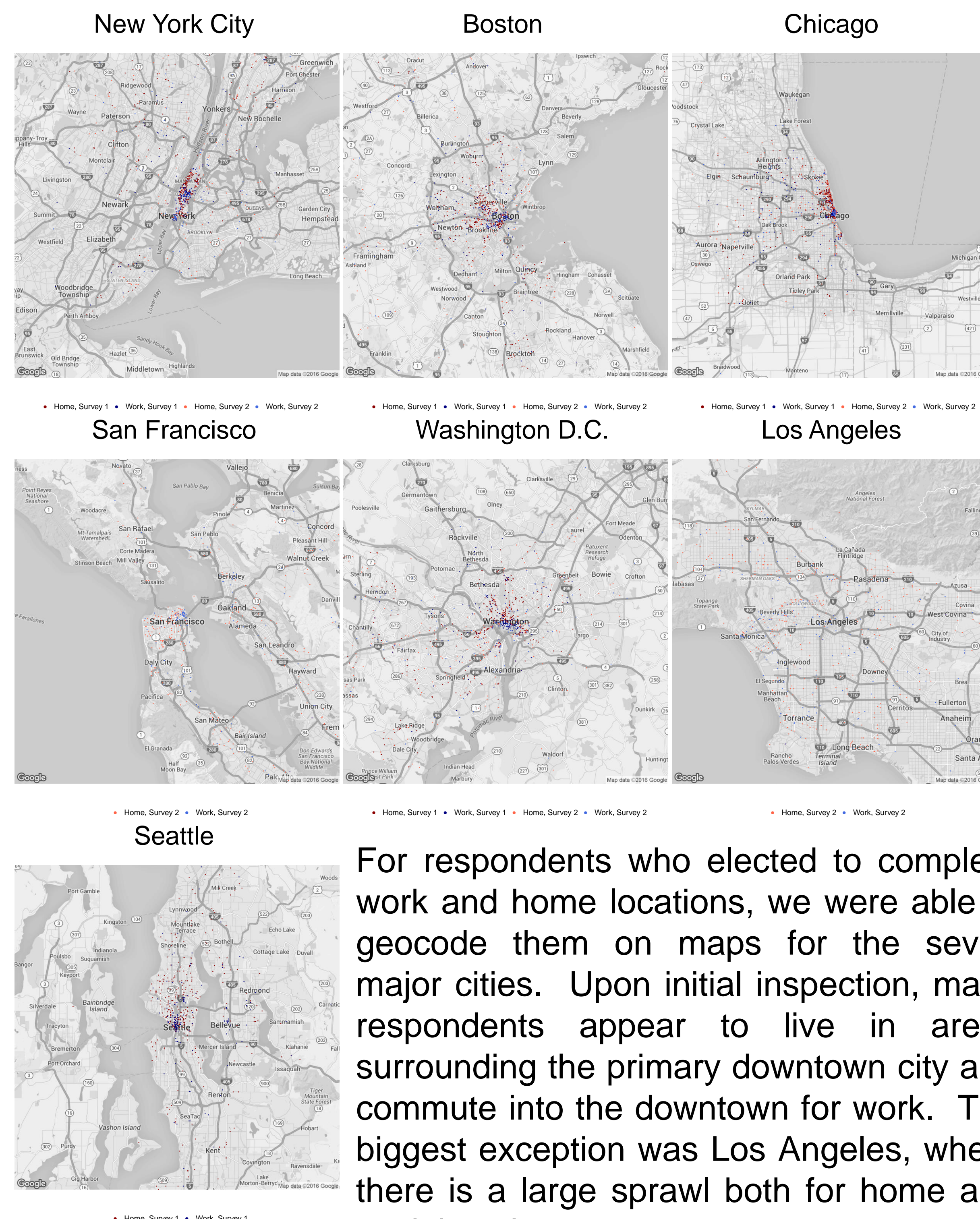
The two surveys were administered to respondents residing in several major metropolitan cities. In the first survey, car-sharing members were oversampled by selecting ZIP codes with a large number of Zipcar locations and by requiring the sampling firm to include a number of current car-sharing members. The cities surveyed were Boston, Chicago, New York, Washington D.C. and Seattle. The second survey had no specific criteria for car-sharing and administered in Boston, Chicago, New York, Washington D.C., Los Angeles, and San Francisco.



Survey Demographics

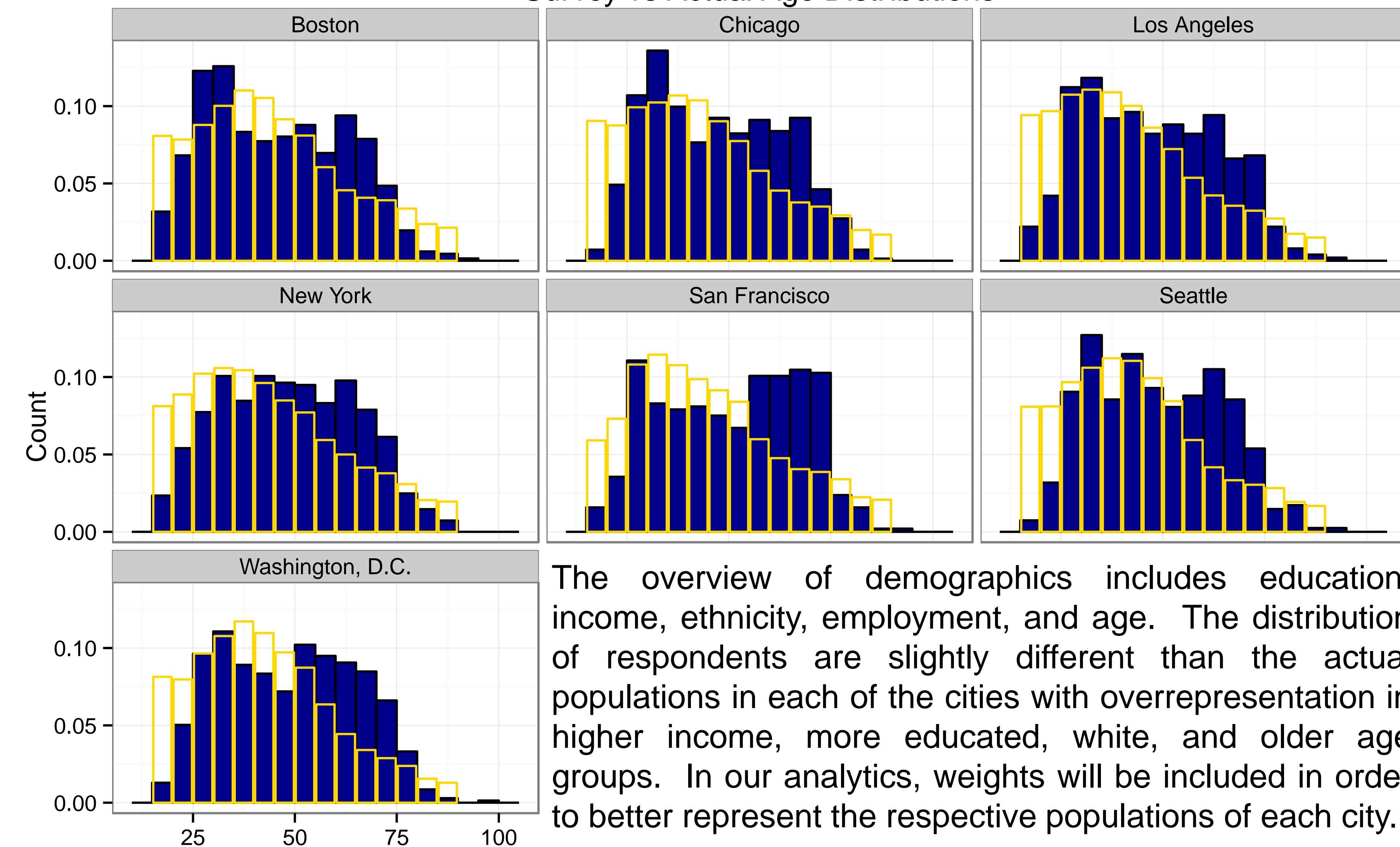


Overview of Survey Design



For respondents who elected to complete work and home locations, we were able to geocode them on maps for the seven major cities. Upon initial inspection, many respondents appear to live in areas surrounding the primary downtown city and commute into the downtown for work. The biggest exception was Los Angeles, where there is a large sprawl both for home and work locations.

Survey vs Actual Age Distributions



The overview of demographics includes education, income, ethnicity, employment, and age. The distribution of respondents are slightly different than the actual populations in each of the cities with overrepresentation in higher income, more educated, white, and older age groups. In our analytics, weights will be included in order to better represent the respective populations of each city.

Further analysis of the survey is being conducted by researchers at UC Davis and will include detailed insights on 1) impacts of life stage on the use of shared mobility services, travel behavior and vehicle ownership, 2) factors influencing the adoption of shared mobility services, 3) impacts of shared mobility on travel behavior, and 4) adoption of alternative fuel vehicles. Future reports and posters will provide full results of the project.

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