Lift and Uber are two of the most well-known, on-demand ride-service providers in the current landscape of shared mobility. As monthly ridership for these two services grow, researchers are left wondering about the individuals giving to use these services in the future.

What Drives your Drivers: An In-Depth Look at Lyft and Uber Drivers

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Background

Familiarity and usage of ride sharing and vehicle sharing services has increased. The online survey collected information on what would encourage them to use these services in the future. As with usage, the youngest respondents indicated the highest willingness to drive for ride-sharing services. With more than 40 million monthly riders, ride sharing service providers have focused their research on the riders. Some research focuses on driver safety and other research on driver wages. To date, there is very little research on who is driving for these services, rather than who is willing to drive for them.

Abstract

The online survey collected information on:

1. Socio-demographic information (Introduction): Age, gender, ethnicity, marital status, parental status, age, gender, ethnicity, marital status, parental status, income, education, household location, and neighborhood type.

2. Vehicle ownership: Vehicle ownership, including the number of vehicles in the household, general vehicle characteristics, and the respondent's future vehicle purchase timelines.

3. Travel attitudes: Beliefs and opinions about driving, personal transportation, and vehicle ownership.

4. Ride sharing and vehicle sharing information: Familiarity and usage of ride sharing and vehicle sharing services.

5. Ride sharing attitudes: Ride sharing attitudes and acceptance of different pricing schemes for ride sharing services.

6. Vehicle sharing attitudes: The section collected similar information to the previous section but within the context of vehicle sharing.

7. Future transportation: Future travel intentions. Specifically, the survey asked about the situations in which respondents would use a certain mode of transportation. Furthermore, for those who indicated that they did not use ride sharing or while sharing, attention was paid to what would encourage them to use these services in the future.

8. Socio-demographics (Conclusion): The final section collected information about shared economy usage (e.g., Airbnb, VRBO, Couchsurfing, etc.), in addition to employment status, daily VMT, home parking availability, number of people in the household, level of education, and annual household income.

Model Specifications and Results

We estimated an Ordinal Logit Model on the unweighted sample. While other studies suggest that multinomial logit (MNL) models provide a deeper, more thorough understanding of the dependent variable, the authors believe that treating this variable as ordinal would validate the ordinal relationship of the variable. We used an IIA同事ion since MNL treats the response variable as purely nominal variable. While there are risks with an ordinal logit model, we employed a parallel lines test to check that the slope parameters stayed the same for all response outcomes and that it is therefore an acceptable test.

Socio-demographic variables:

- Age: As shown in the model, the willingness to drive for an on-demand ride-sharing service decreases as age increases.

- Women are less likely to drive for an on-demand ride-sharing service. Women, compared to men, may feel more uncomfortable or vulnerable driving or being alone with strangers in their vehicle. As VMT and the number of children at home increase, the willingness to drive for on-demand ride sharing increases. Having children living in your home and being a parent means finding employment that is flexible and will work with your schedule: driving for a service such as Lyft or Uber provides that flexibility needed in that environment.

Conclusions and Future Work

Nearly 50% of respondents [506] indicated absolutely no interest in driving for a ride-sharing service, such as Uber or Lyft. Whereas 17% of respondents indicated some interest in driving for these services. As with usage, the youngest respondents indicated the highest willingness to drive for ride-sharing services. Roughly 50% of respondents indicated they had prior knowledge of these services and 28% indicated no prior knowledge of these services. Although not shown in this graph to the right, women were less likely to use shared mobility services. In general, the younger respondents were more likely to have had used shared mobility services. Surprisingly, the average age of those who had no prior knowledge of shared mobility was 36 years old, whereas the average age of those who had heard of the services but hadn’t used them was 40 years old. In terms of income, those from households with the highest average incomes were more willing to drive for on-demand ride sharing services. As income parameter increases, the willingness to drive for on-demand ride sharing service increases. Older individuals are more likely to drive for on-demand ride sharing services. With more than 40 million monthly riders, more people are less likely to drive for an on-demand ride-sharing service. Women, compared to men, may feel more uncomfortable or vulnerable driving or being alone with strangers in their vehicle. As VMT and the number of children at home increase, the willingness to drive for on-demand ride sharing increases. Having children living in your home and being a parent means finding employment that is flexible and will work with your schedule: driving for a service such as Lyft or Uber provides the flexibility needed in that environment.

Acknowledgements

This project was funded by the Sustainable Energy Pathways (STEPs) Program at UC Davis. The authors wish to thank Carey Blue Book for providing the data.