What We Know about the Use of Ridehailing

- Individuals from Younger Independent Millennials are more frequent users of ridehailing.
- Older Independent Millennials prefer to own/use their own vehicle more often.
- Those that prefer to own/use their own vehicle more often use Uber/Lyft more frequently.

Transportation and the California Millennials Dataset. We investigate the factors that affect the adoption and frequency of use of ridehailing. Our results show that ridehailing is more common among younger generations who have higher levels of education and more frequent use of technology and social media.

It is a case where the public interest aligns with business interests.

We performed latent class analysis (LCA) to understand who might use pooling services and what incentives/policies could encourage its use. Three rather well defined latent classes were identified in our preliminary analysis. We asked individuals to report how the use of ridehailing impacts the use of conventional transportation, including public transit, and what incentives/policies could encourage its use.

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Association of Behavioral Changes

Latent Class Analysis of Behavioral Changes

Main Findings from Frequency Models

Frequency of Use of Ridehailing

Potential Impact of Ridehailing

We consider the role of ridehailing in the context of the broader changes in travel behavior that have occurred in recent years. Our results show that ridehailing has had a significant impact on travel behavior, and that it is likely to continue to have a significant impact in the future.

In conclusion, ridehailing is an important tool for reducing the demand for conventional transportation. However, it is important to consider the broader changes in travel behavior that have occurred in recent years when designing policies to encourage the use of ridehailing.

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