

Ridesourcing survey results

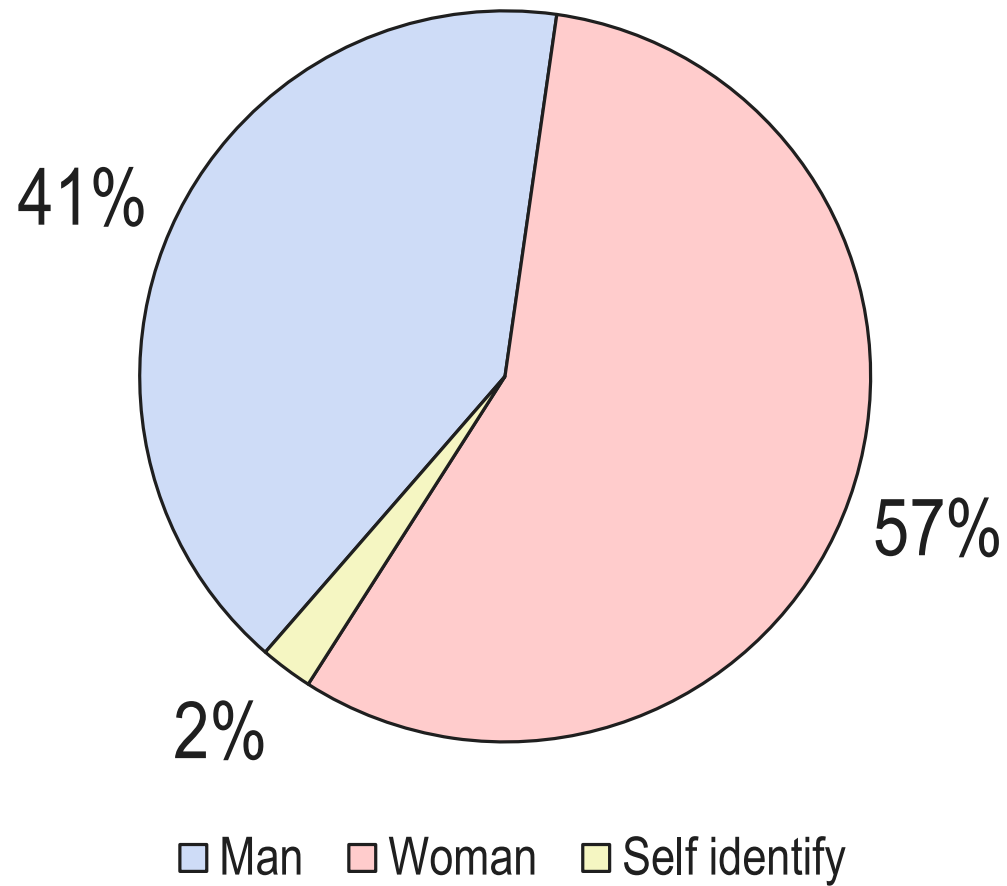


University of Connecticut

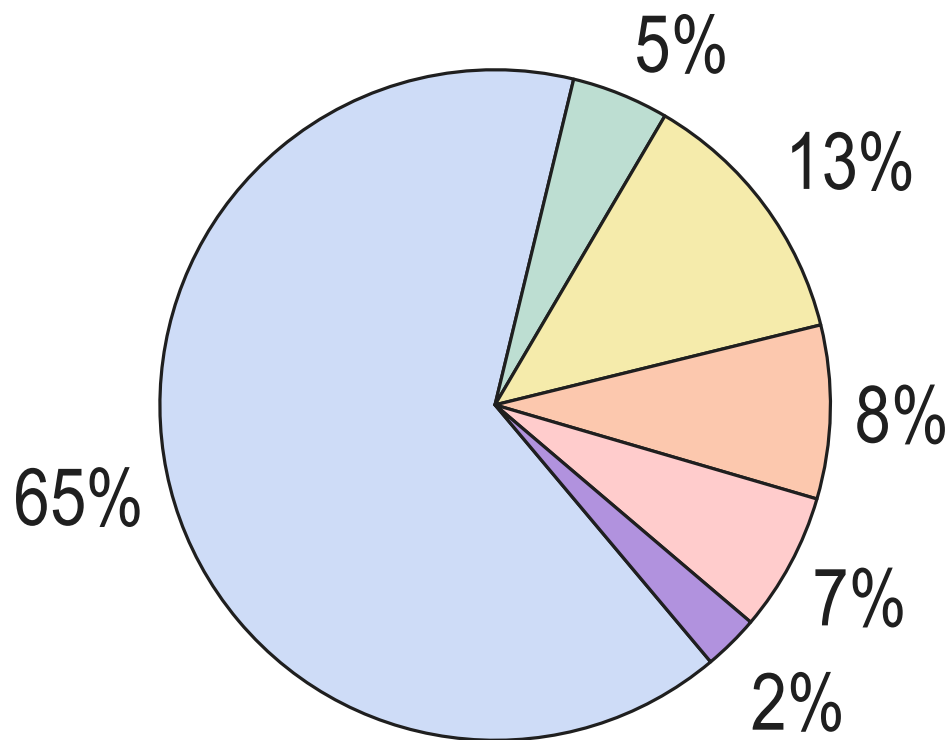
Demographics

302 students of varying backgrounds from 4 countries and 11 states, from neighborhoods of varying socioeconomic status and contexts, are represented.

Gender identity



Racial and ethnic identity



White or Caucasian

Black or African-American

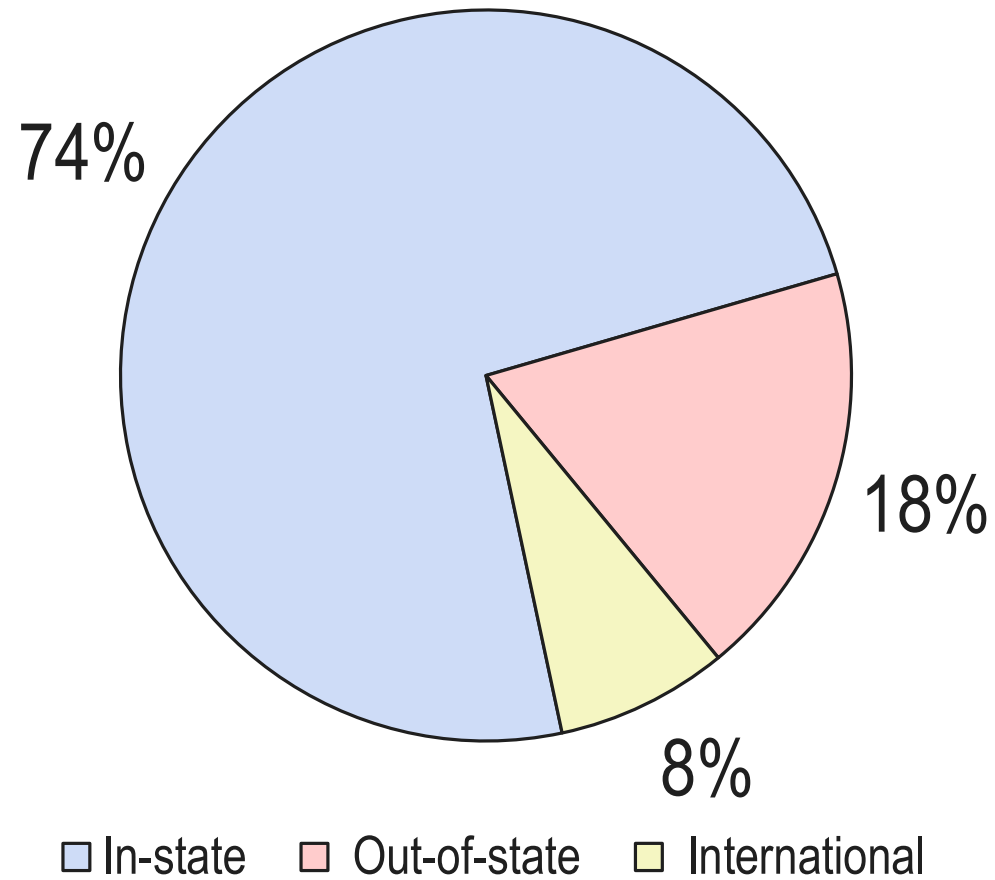
Asian or Pacific Islander

Latino or Hispanic

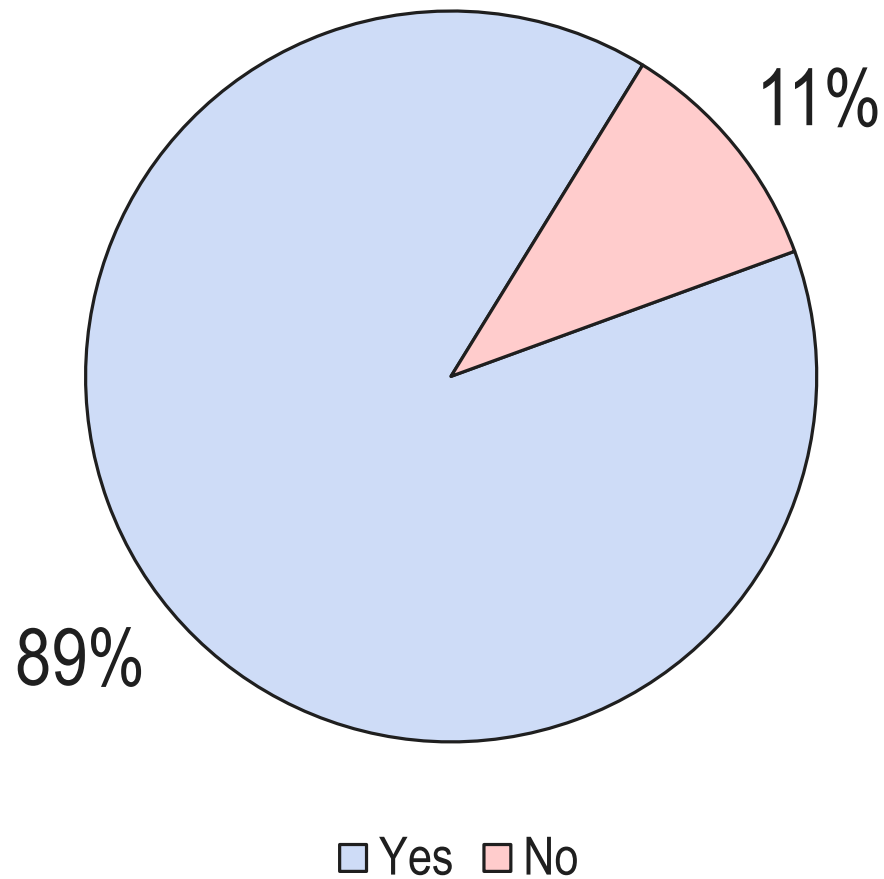
Self identify

Prefer not to answer

Residency



Possession of a driver's license



Car access is grouped into
no access, some access, and complete access.

No access

No access to a car

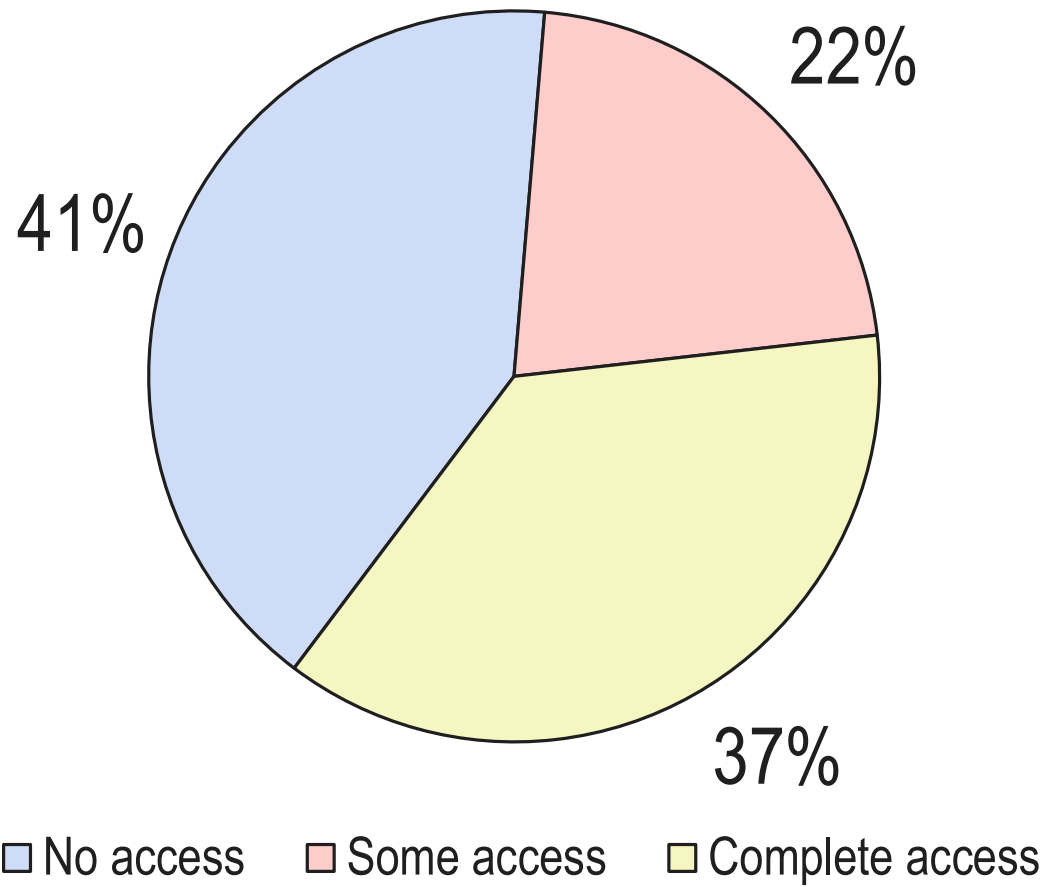
Some access

Access to carshare
Access to family car
Access to friend's car

Complete access

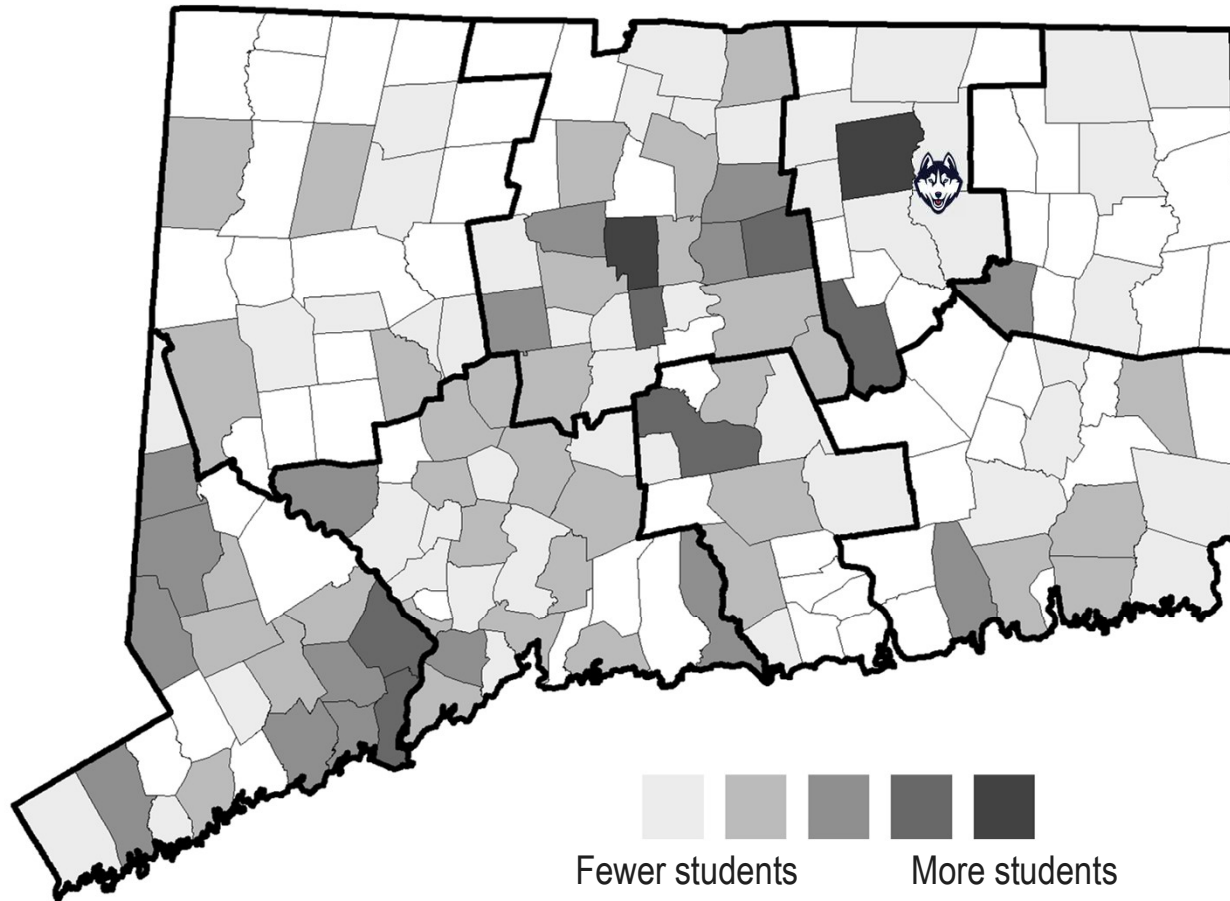
Access to a personal car

Car access

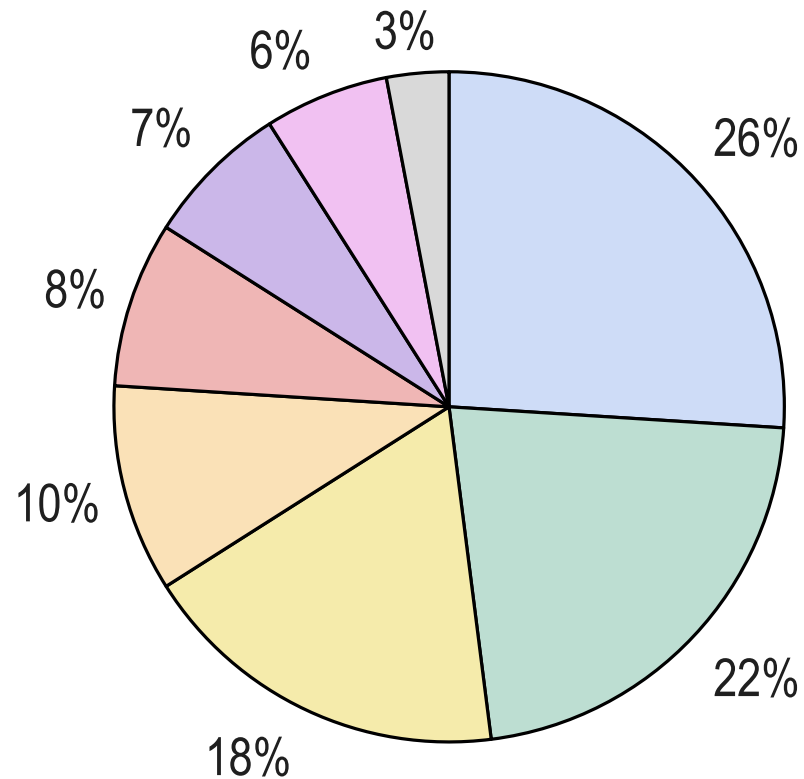


In-state students come from 105 towns
across Connecticut

Hometowns



Hometown by county

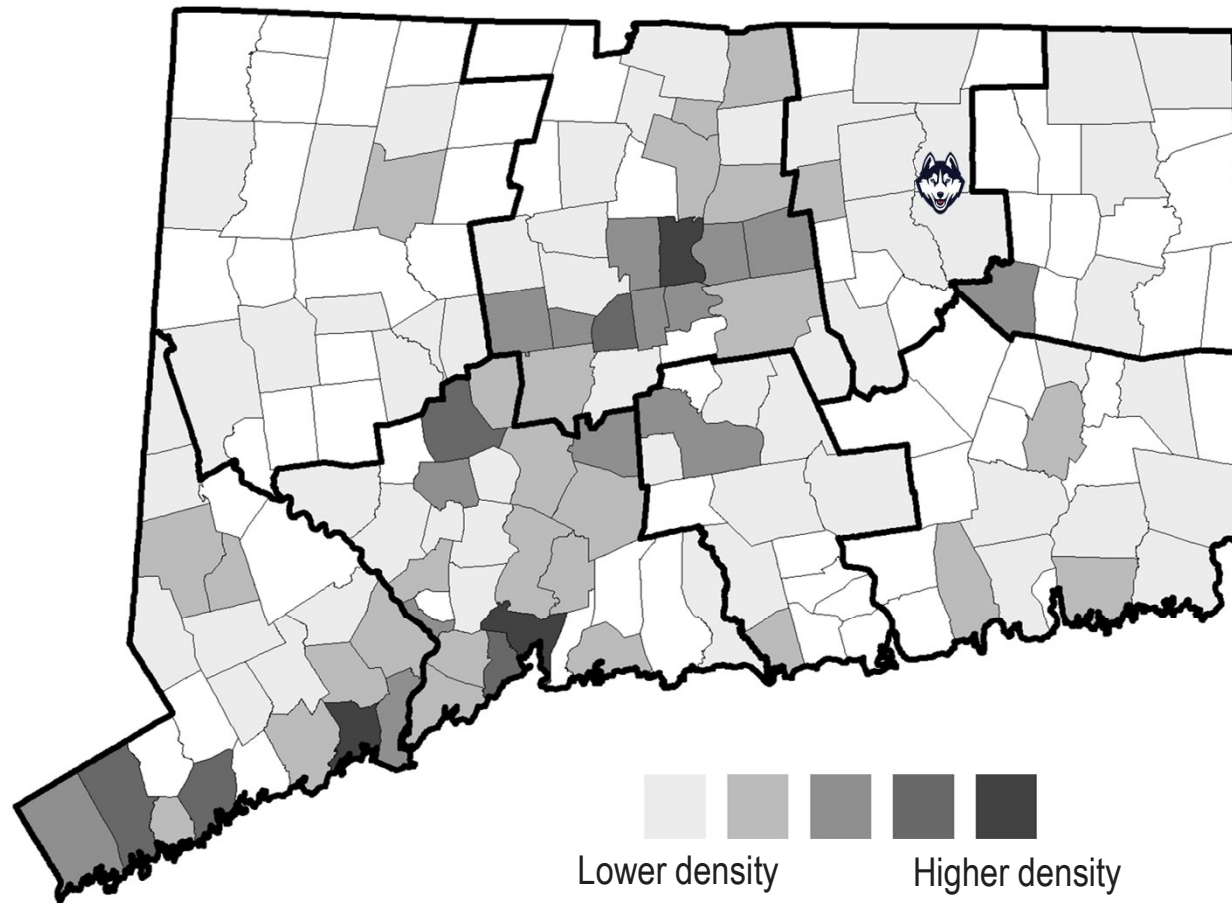


■ Hartford ■ Fairfield ■ New Haven ■ Tolland
■ New London ■ Middlesex ■ Litchfield ■ Windham

Out-of-state students hail from
Massachusetts, Rhode Island, New
Hampshire, New Jersey, New York,
Pennsylvania, Maryland, Virginia,
Florida, Wyoming, and California

International students hail from China,
Vietnam, and South Africa

Hometown density



Zip code is grouped into either **rural, suburban, or urban** based on U.S. Census density values and grouping parameters from a blog post title *Urban, Suburban, or Rural?*

<https://geodharma.wordpress.com/2016/03/11/urban-suburban-or-rural/>



Urban

Density greater than 3,000 people per square mile

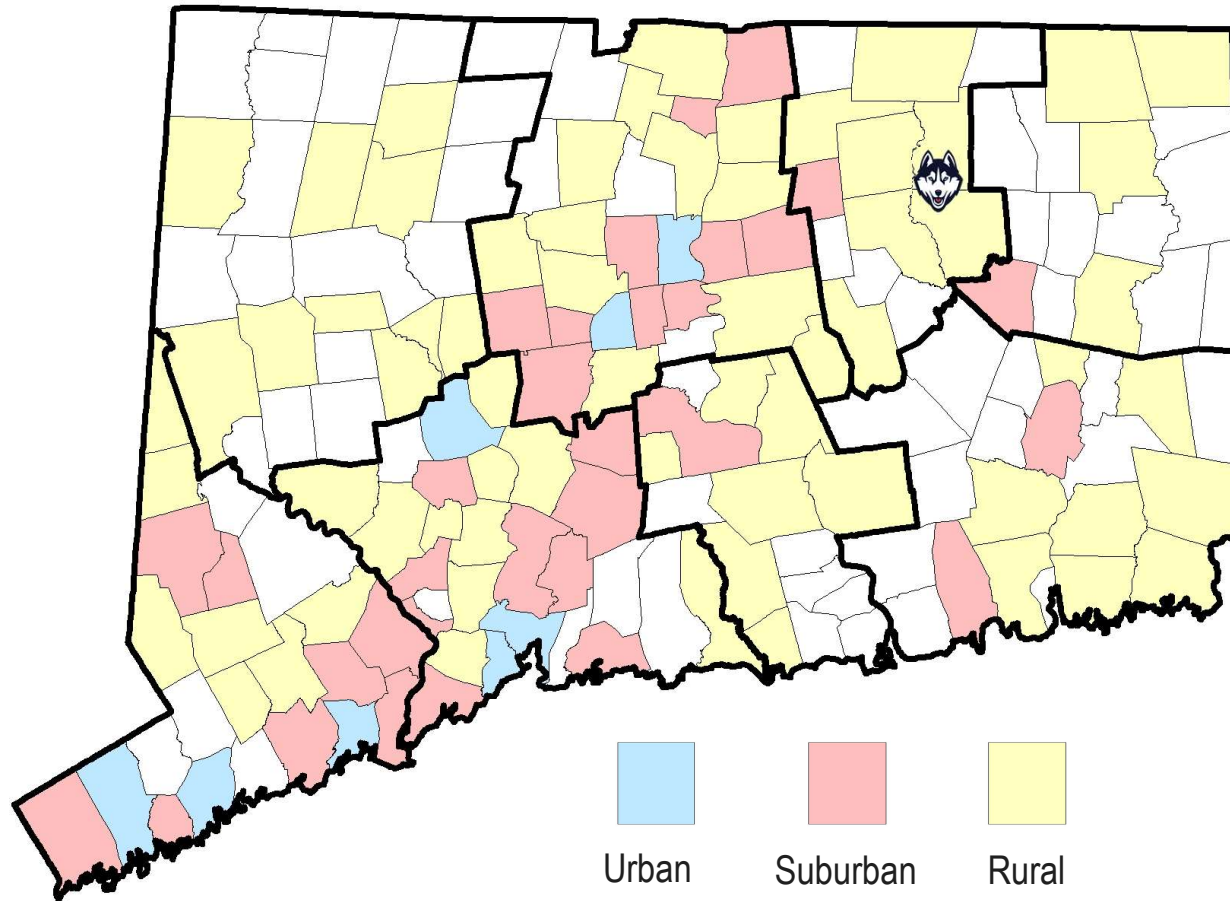
Suburban

Density between 1,000 and 3,000 people per square mile

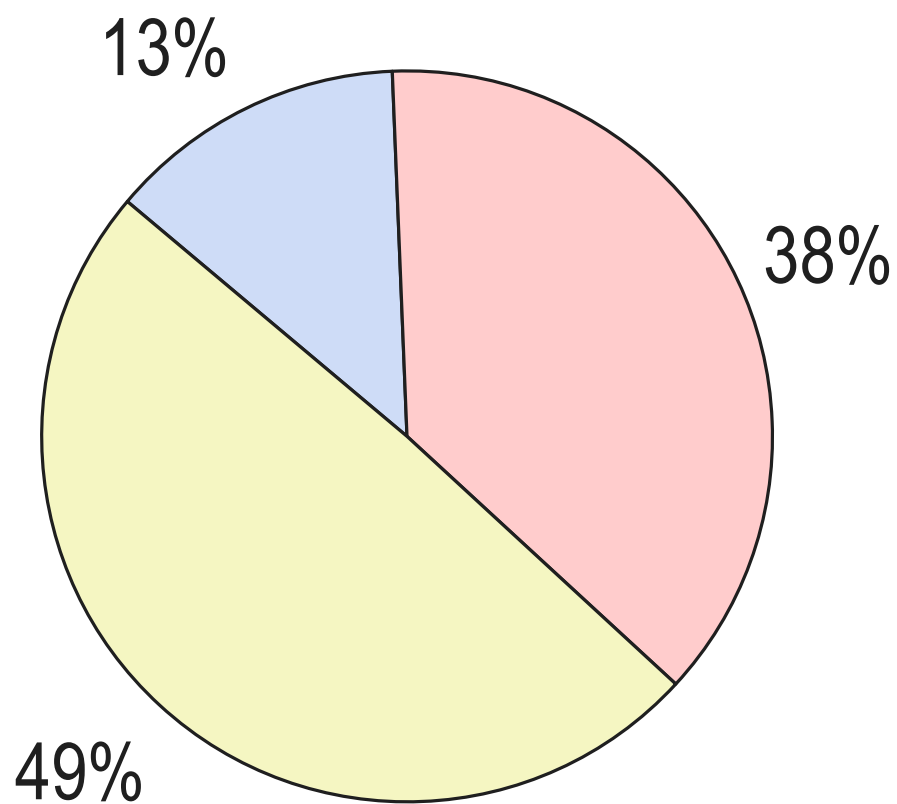
Rural

Density less than 1,000 people per square mile

Density

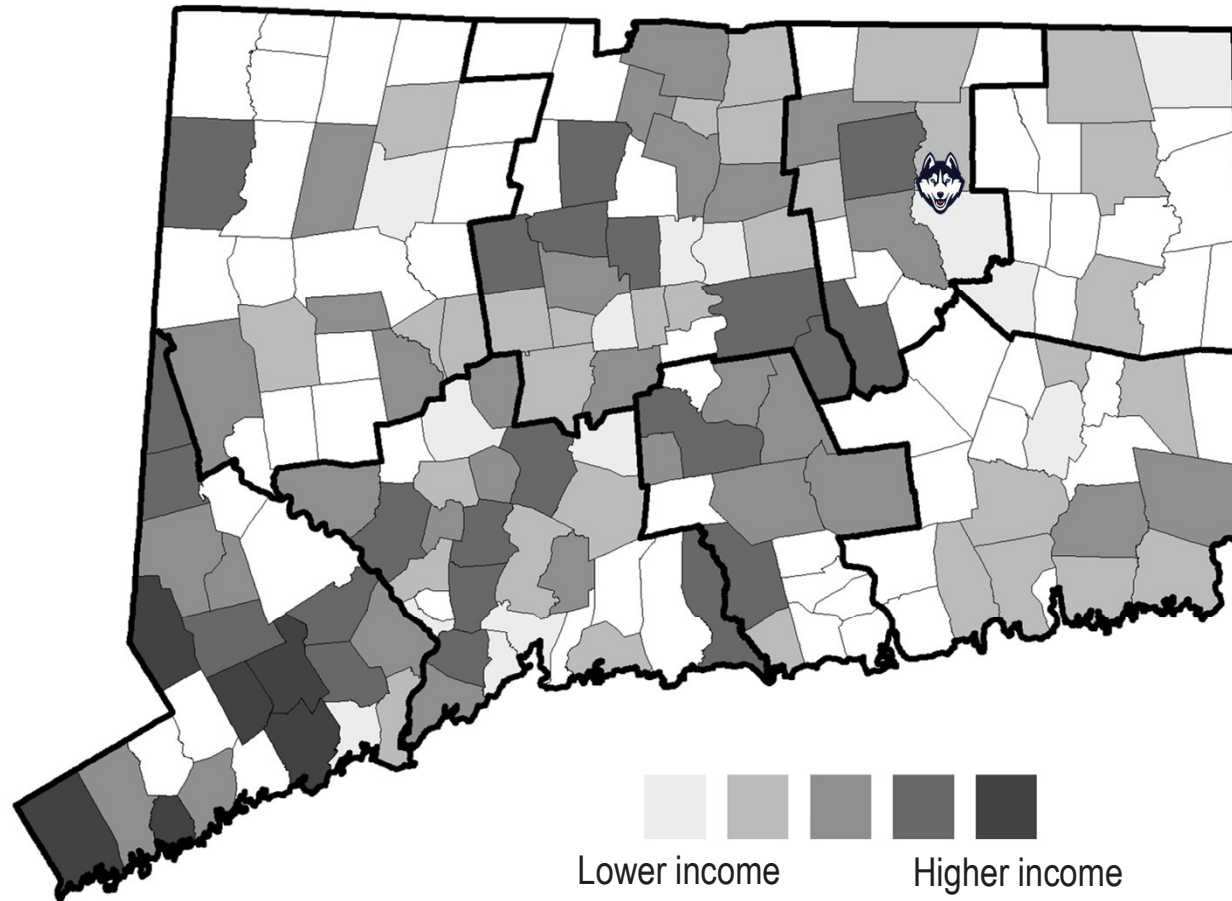


Density



Urban Suburban Rural

Hometown median Income



Zip code is grouped into either **lower, middle, or upper** based on U.S. Census median income values and grouping parameters for Connecticut established by the Pew Research Center.

<https://www.ctpost.com/technology/businessinsider/article/How-much-income-you-have-to-earn-to-be-considered-12201166.php>



Upper

Median income greater than \$146,870

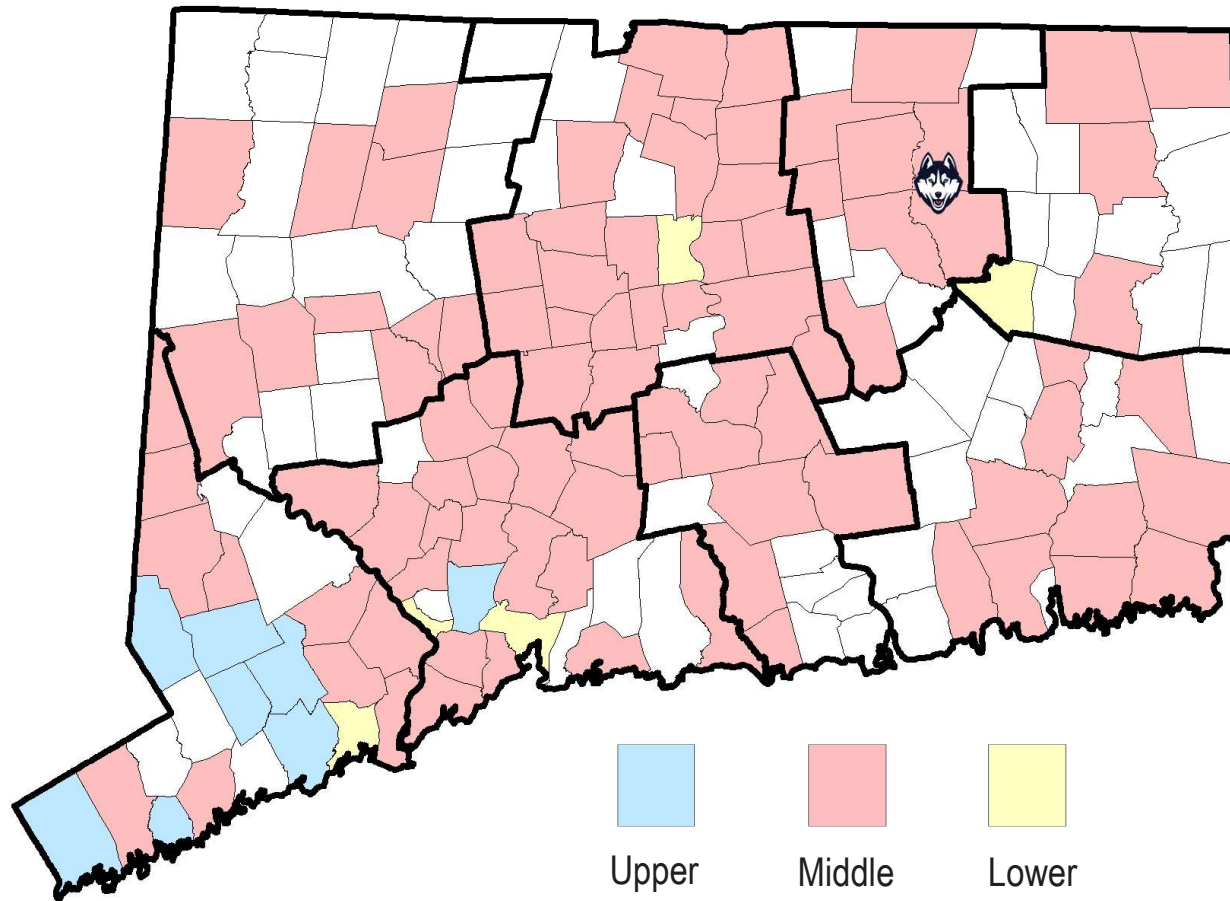
Middle

Median income between \$49,200 and \$146,870

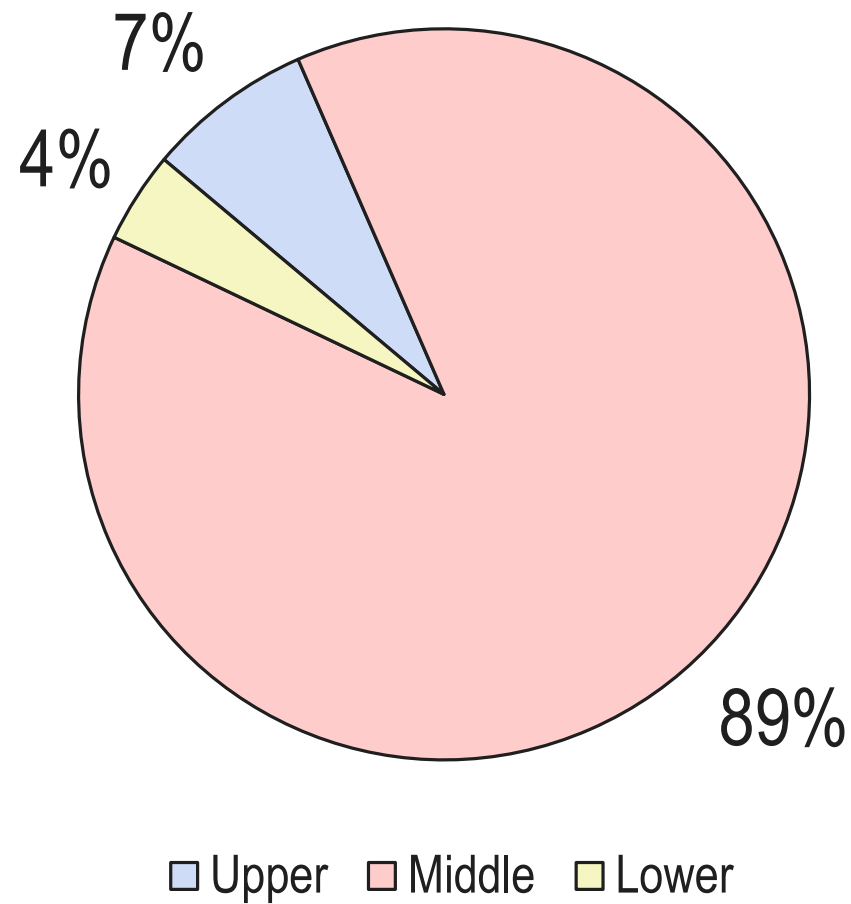
Lower

Median income less than \$49,200

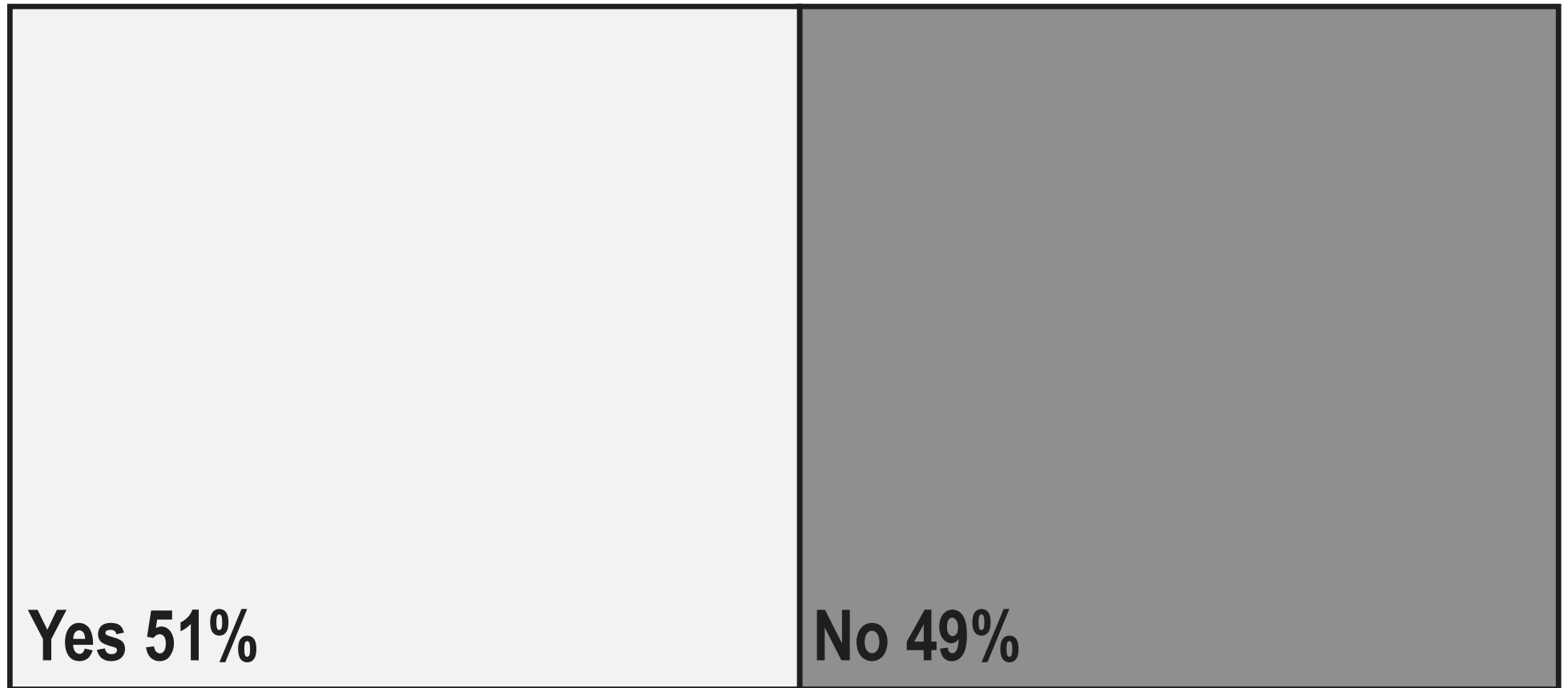
Socioeconomic status



Socioeconomic status



Rideshare usage



Have you ever used rideshare?

1. Convenience
2. Availability
3. Intoxication
4. Only option




Rideshare user

1. Don't know how
2. Better options
3. Access to a car
4. Too expensive

Non rideshare user



Why or why not?



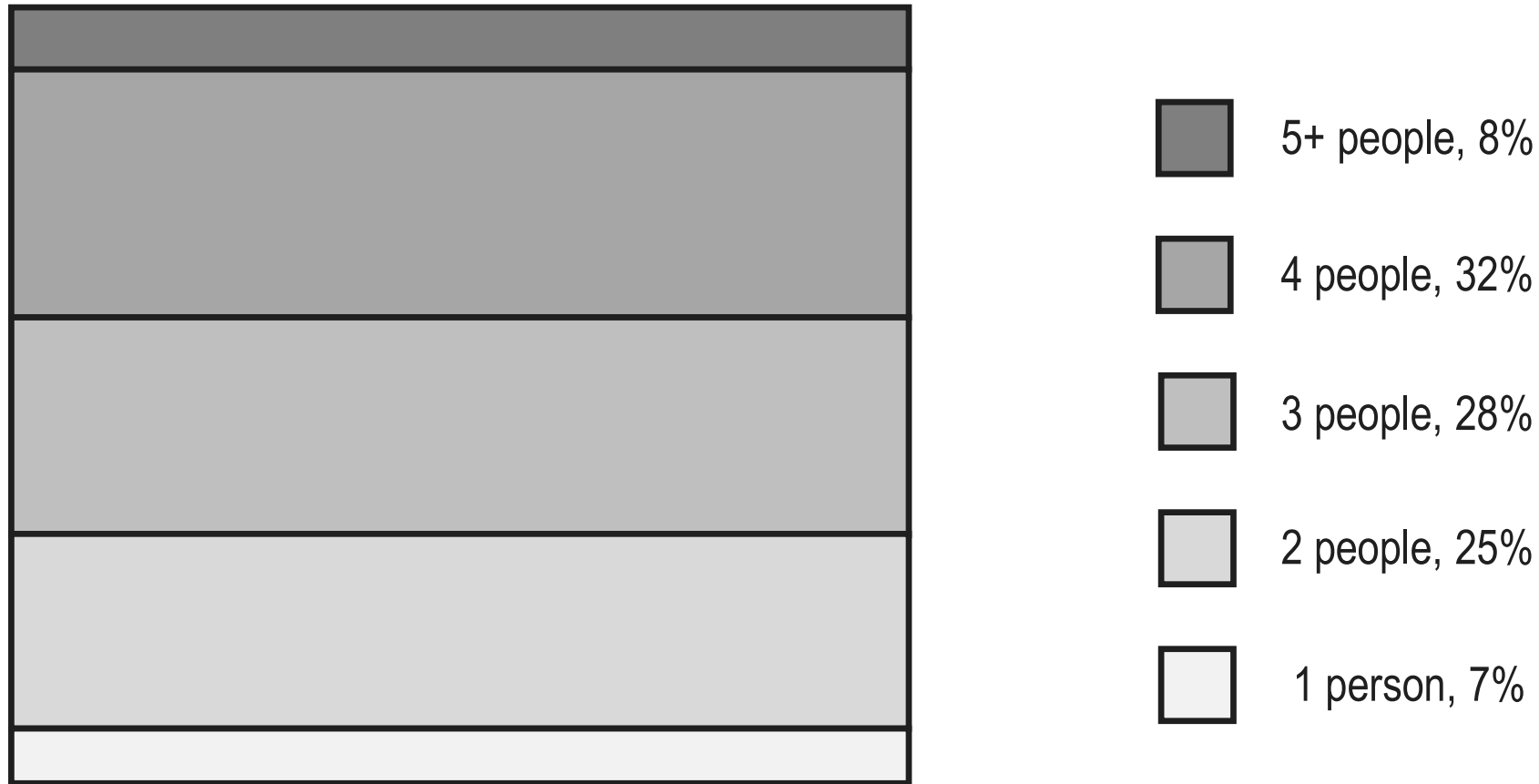
-  Uber only, 58%
-  Uber and Lyft, 38%
-  Uber and Lyft and Other, 4%

Which rideshare?



-  I have an app, 71%
-  My friend has an app, 29%

How do you use it?



How many people are in the rideshare?

75% of students use rideshare at UConn

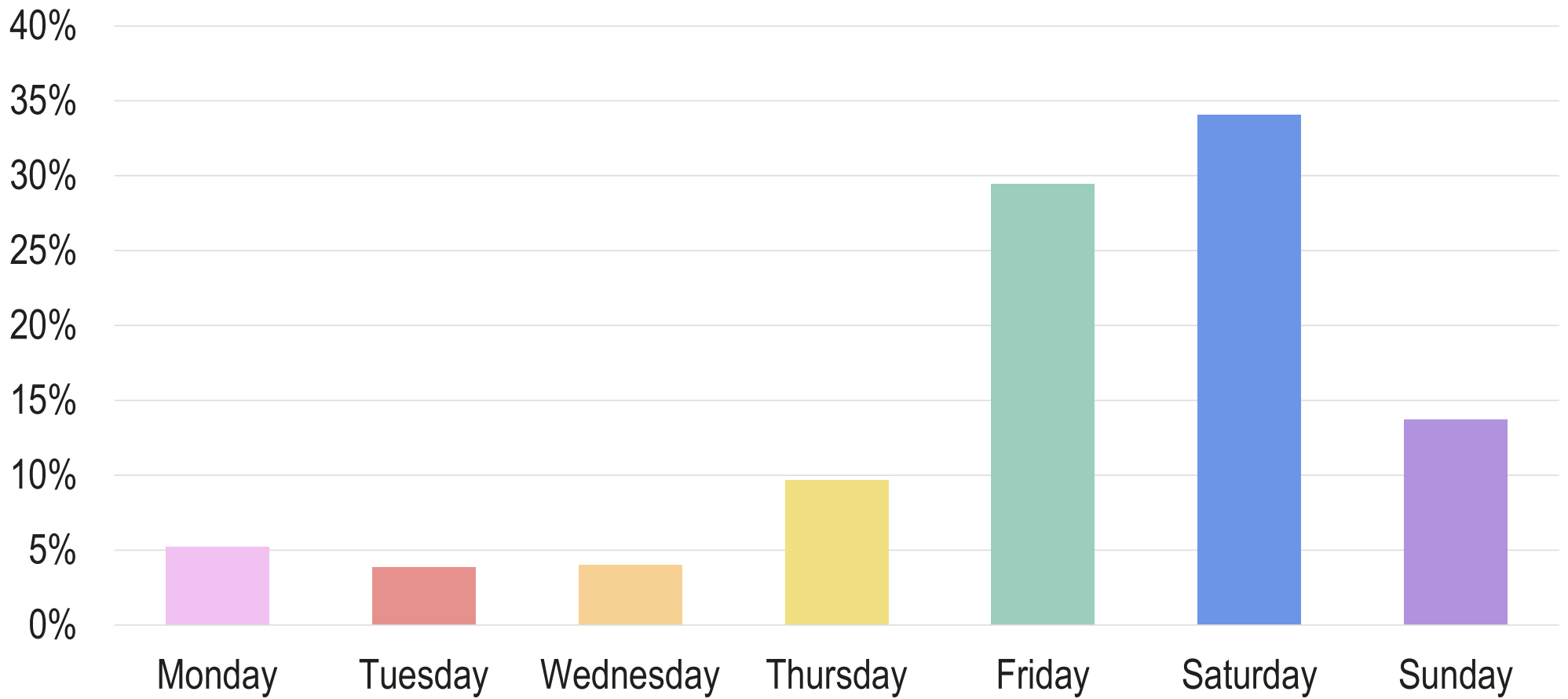
37% of students use rideshare while travelling

Arizona, Florida, Boston, New York City, Europe, Atlanta, Los Angeles,
Miami, Chicago, Montreal, Nashville, New Zealand, Providence, Chicago,
Phoenix, San Diego, Seattle, South Carolina, Washington D.C., Canada

17% of students use rideshare while at home

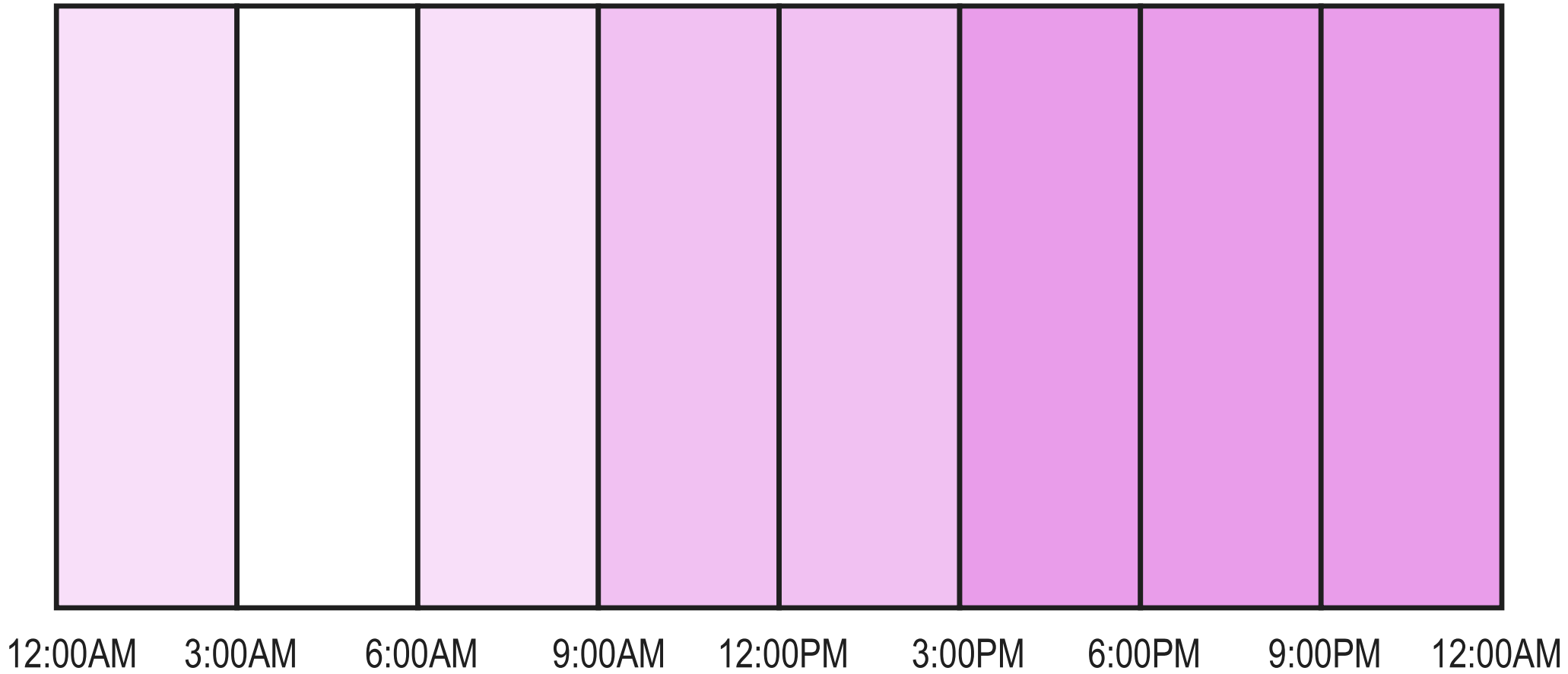


What if rideshare didn't exist?

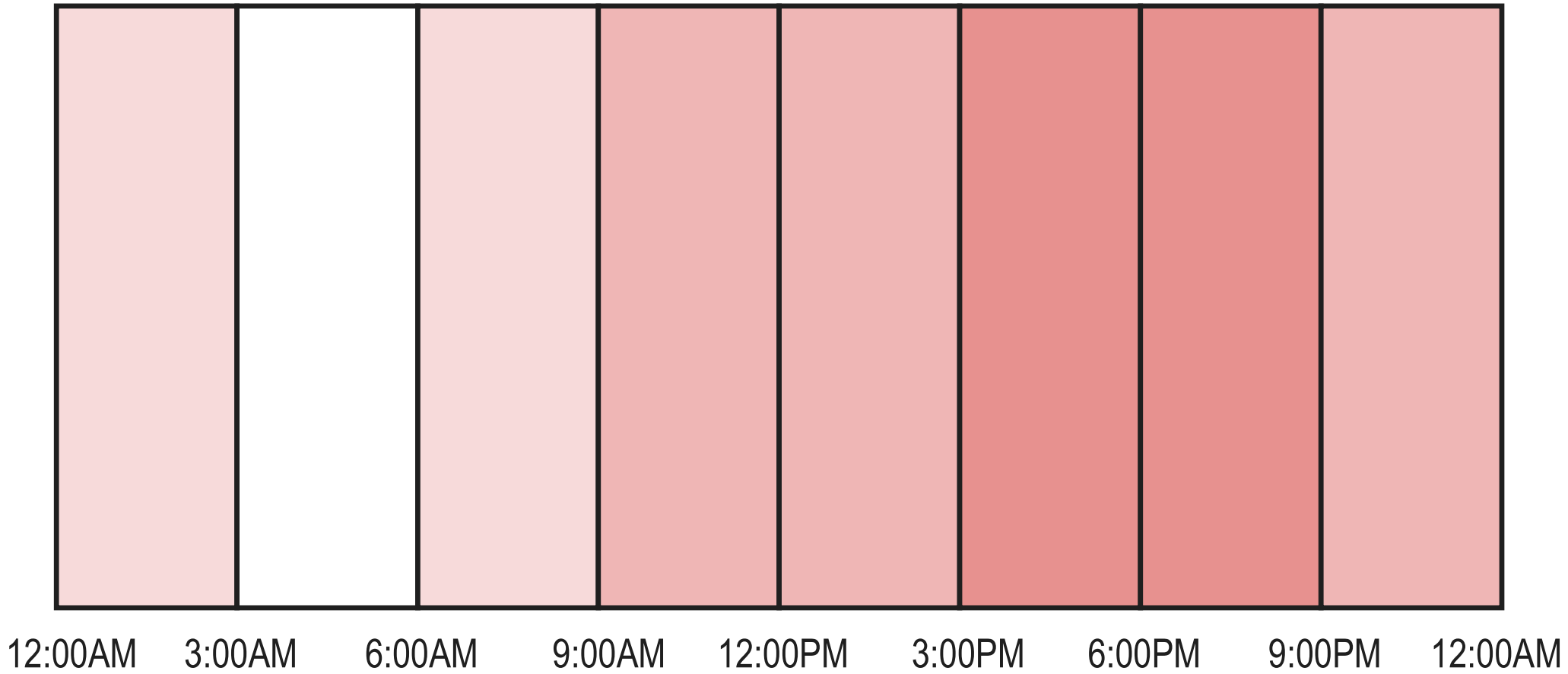


When do you go?

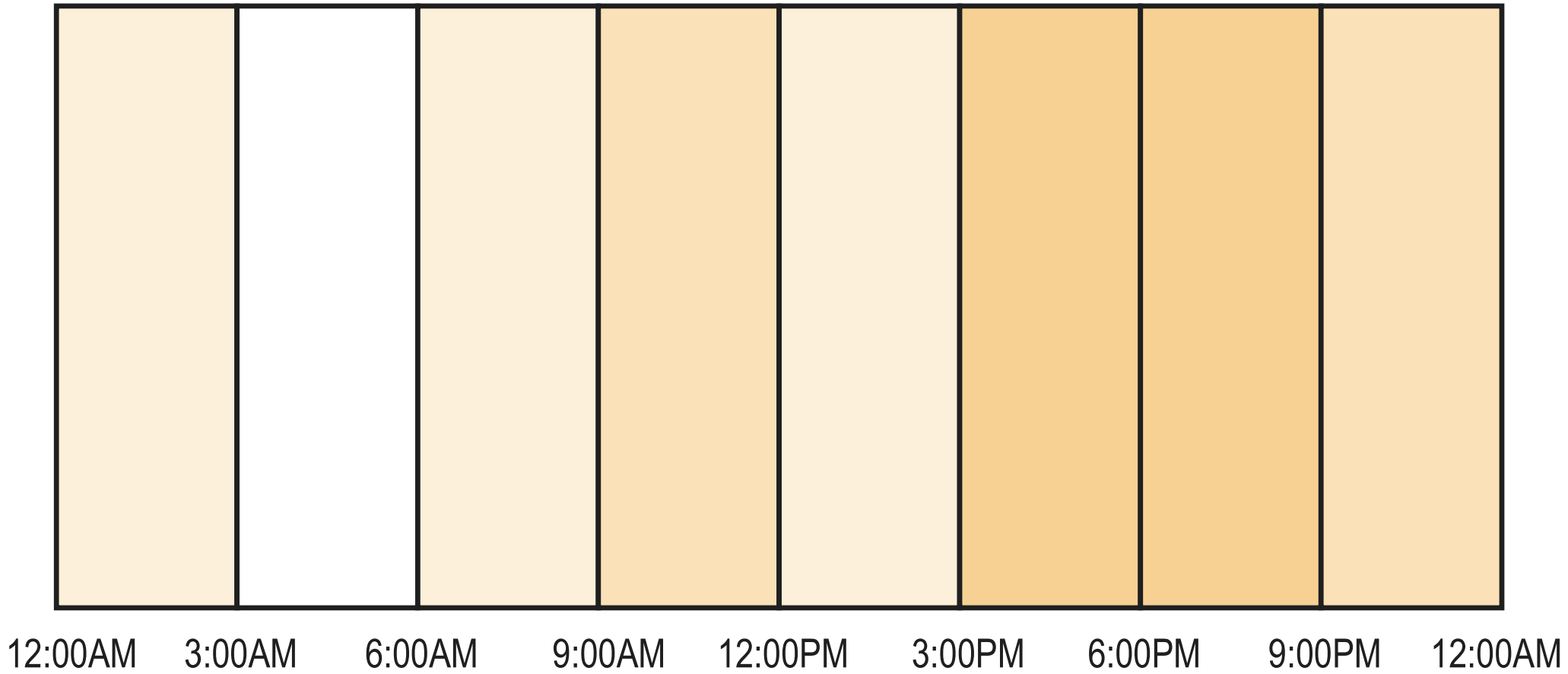
Monday



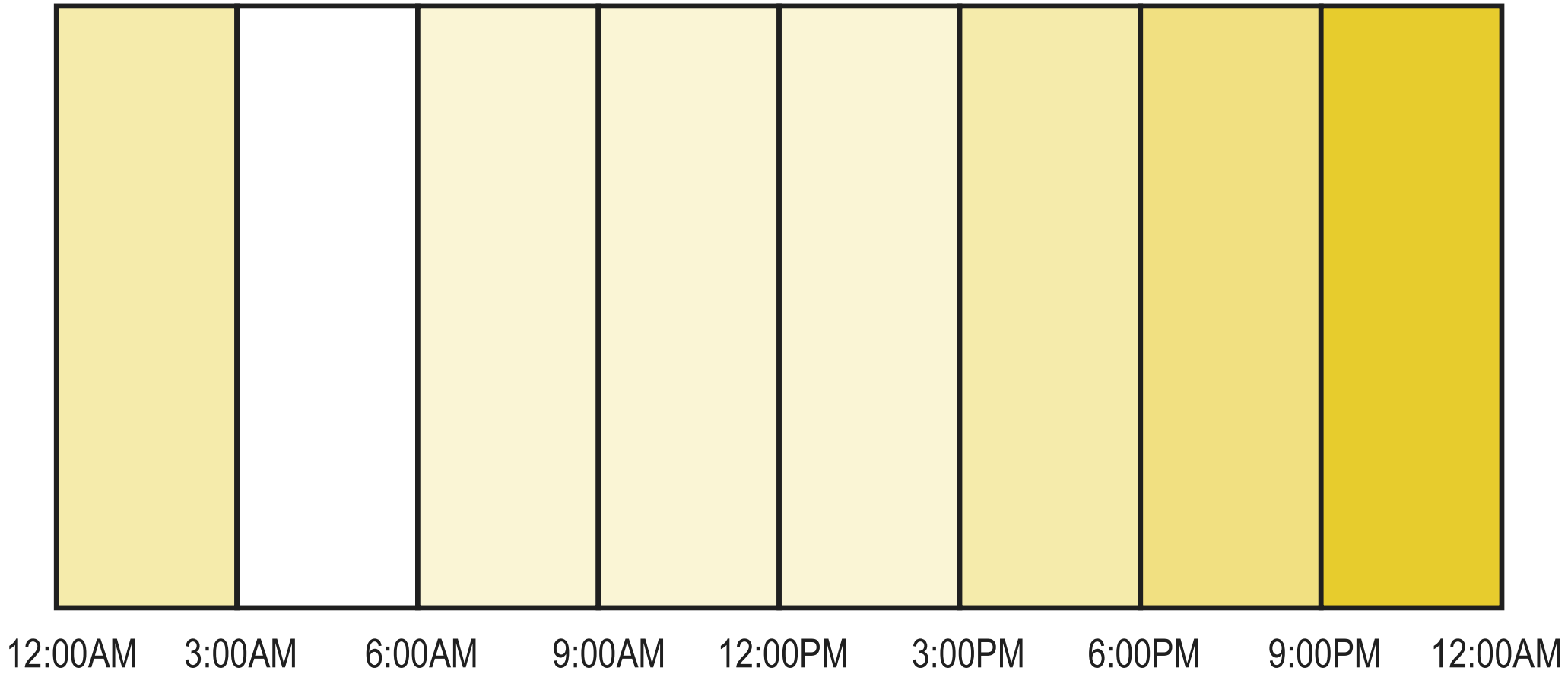
Tuesday



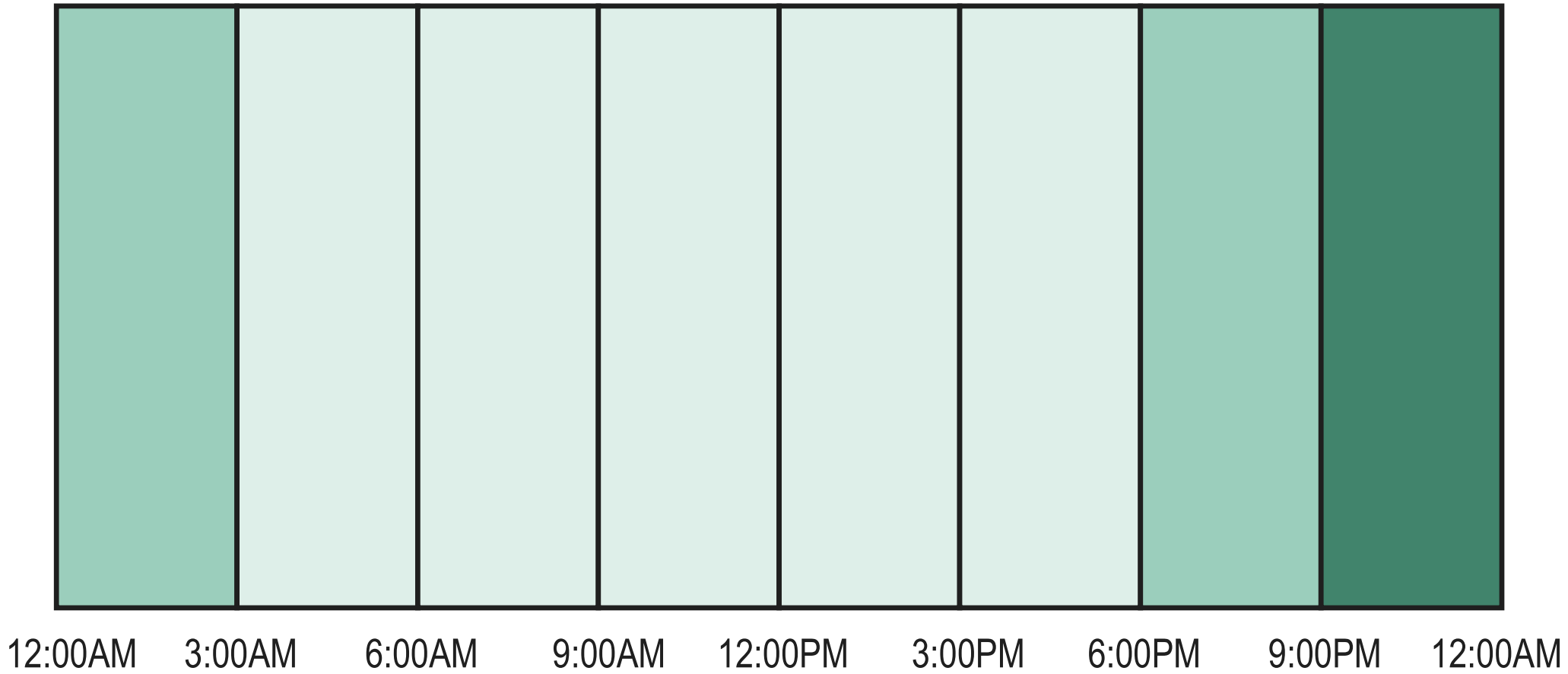
Wednesday



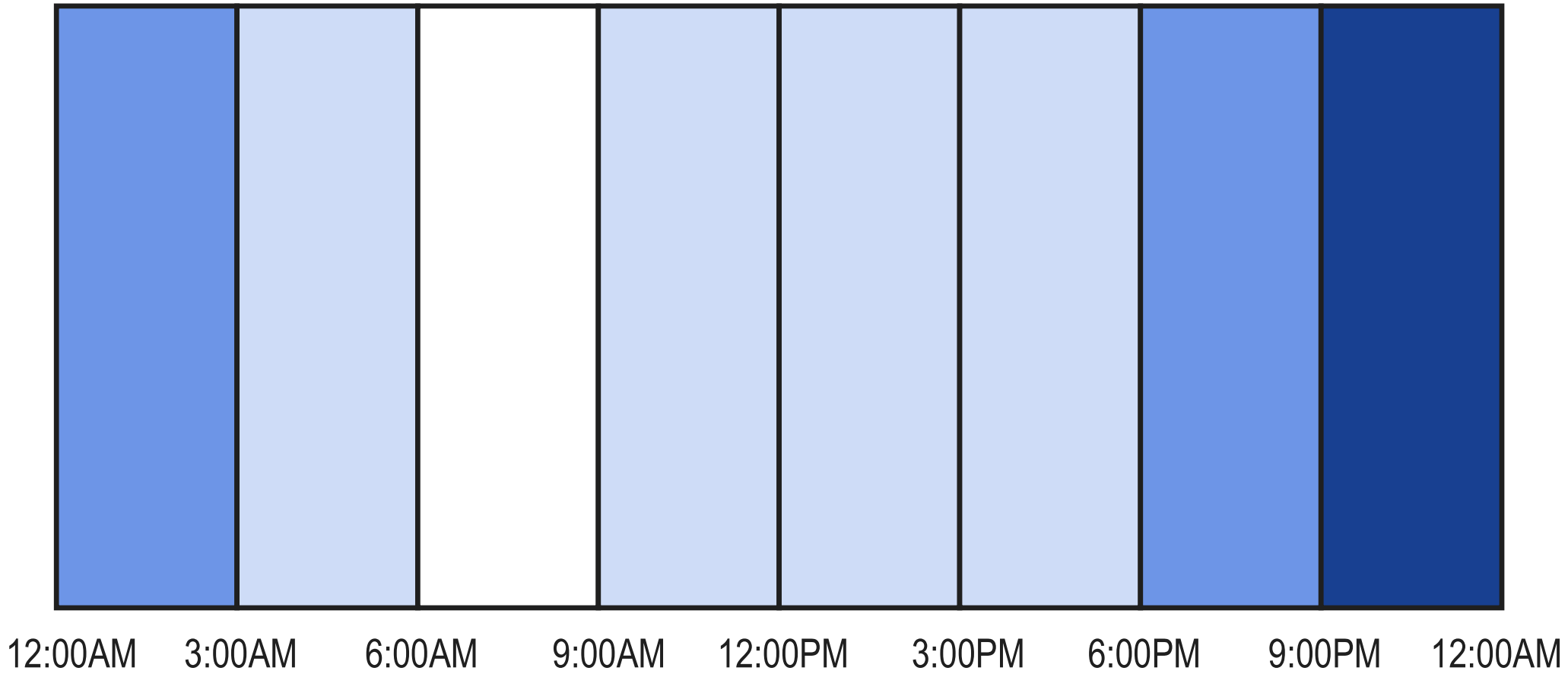
Thursday



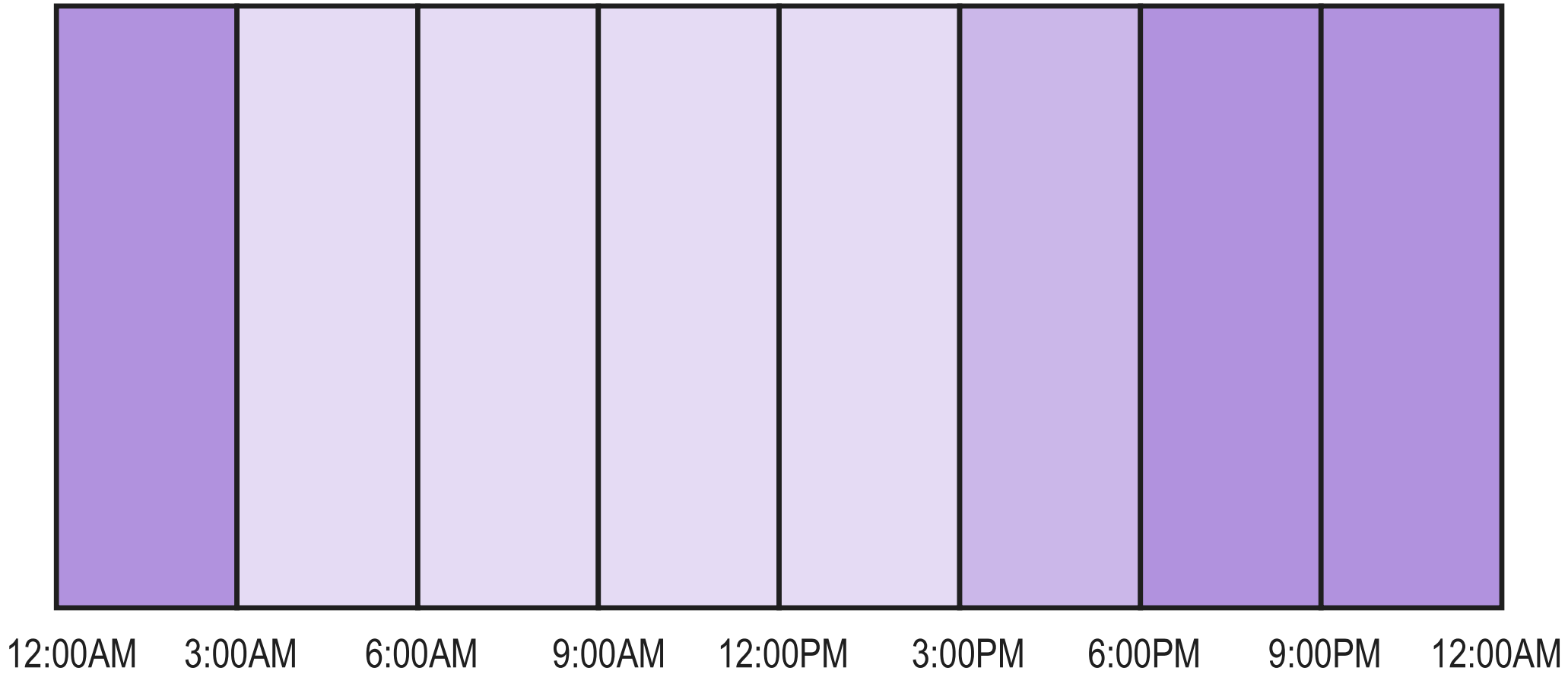
Friday



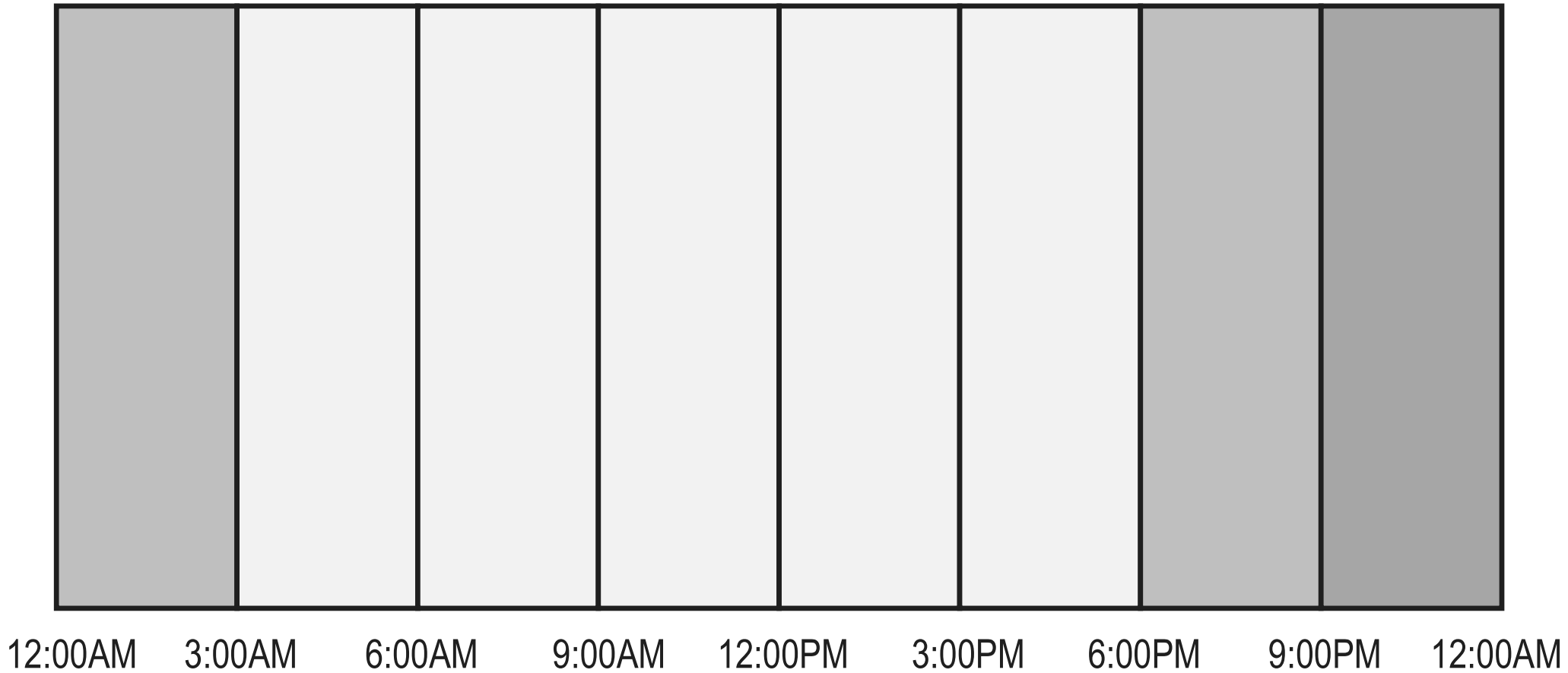
Saturday



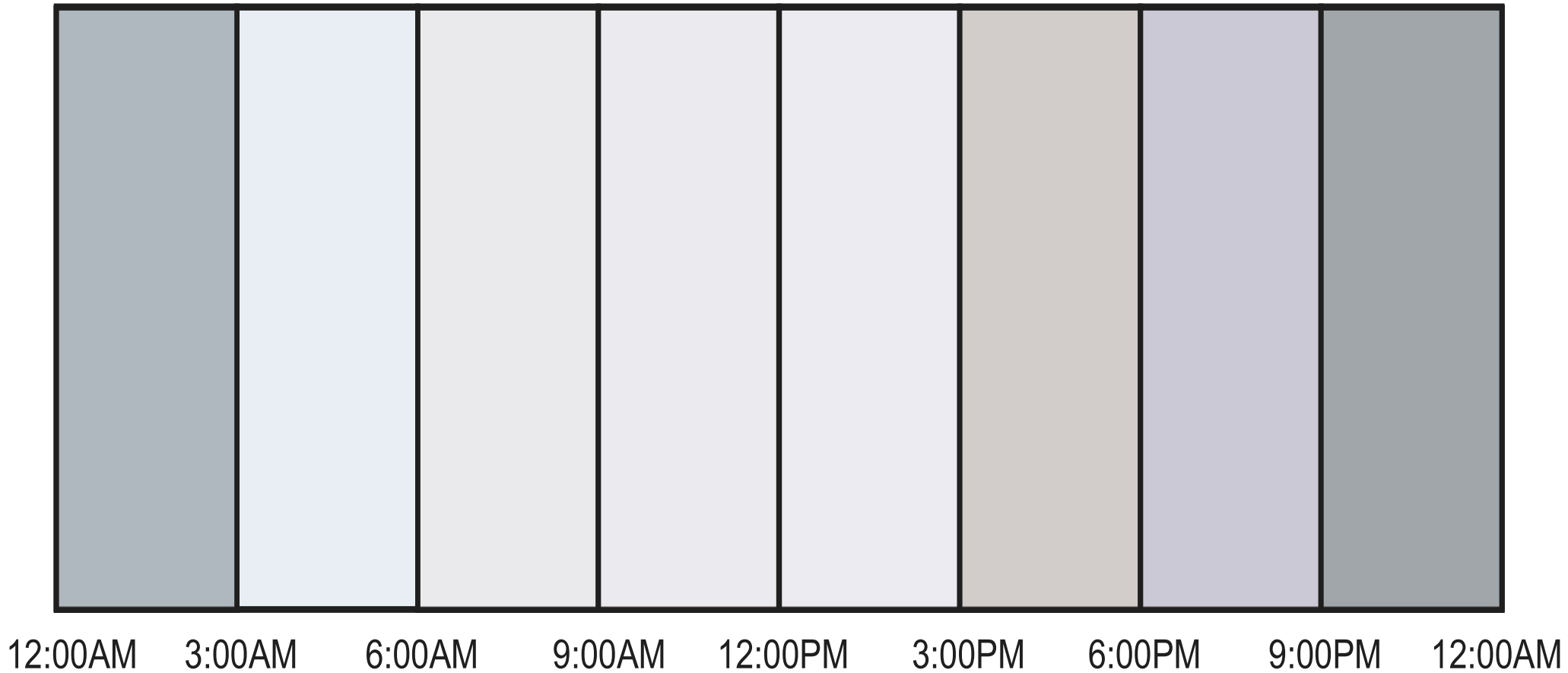
Sunday



Time of day



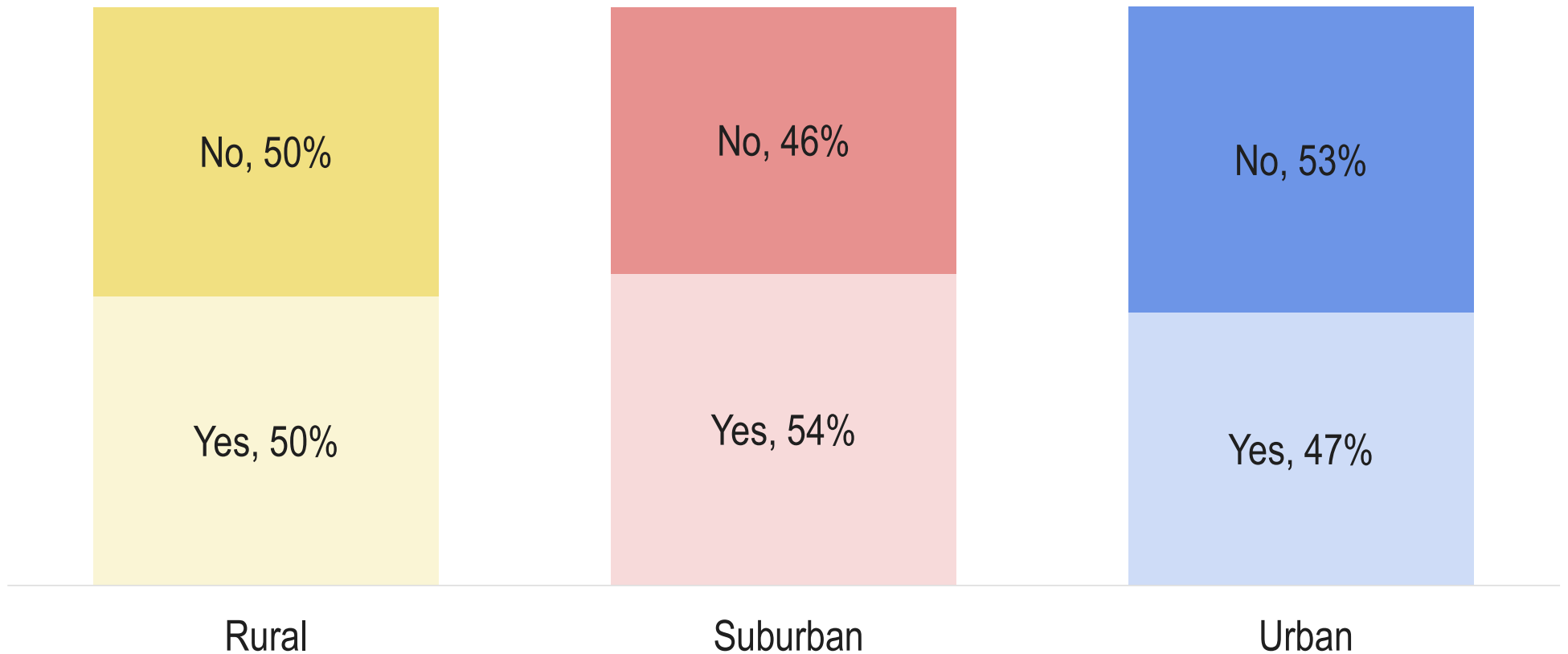
Time of day weighted by day of week



Trips are concentrated to late evenings and early mornings on weekends.

Density

Proportion of students per density using rideshare



1. Convenience
2. Availability
3. Intoxication
4. Safety

Rural rideshare user

1. Access to a car
2. Better options
3. Don't know how
4. Too expensive

Rural non rideshare user

Why or why not?

1. Convenience
2. Availability
3. Intoxication
4. Only option

Suburban rideshare user

1. Don't know how
2. Better options
3. Access to a car

**Suburban
non rideshare user**

Why or why not?

1. Convenience
2. Availability
3. Intoxication
4. Only option

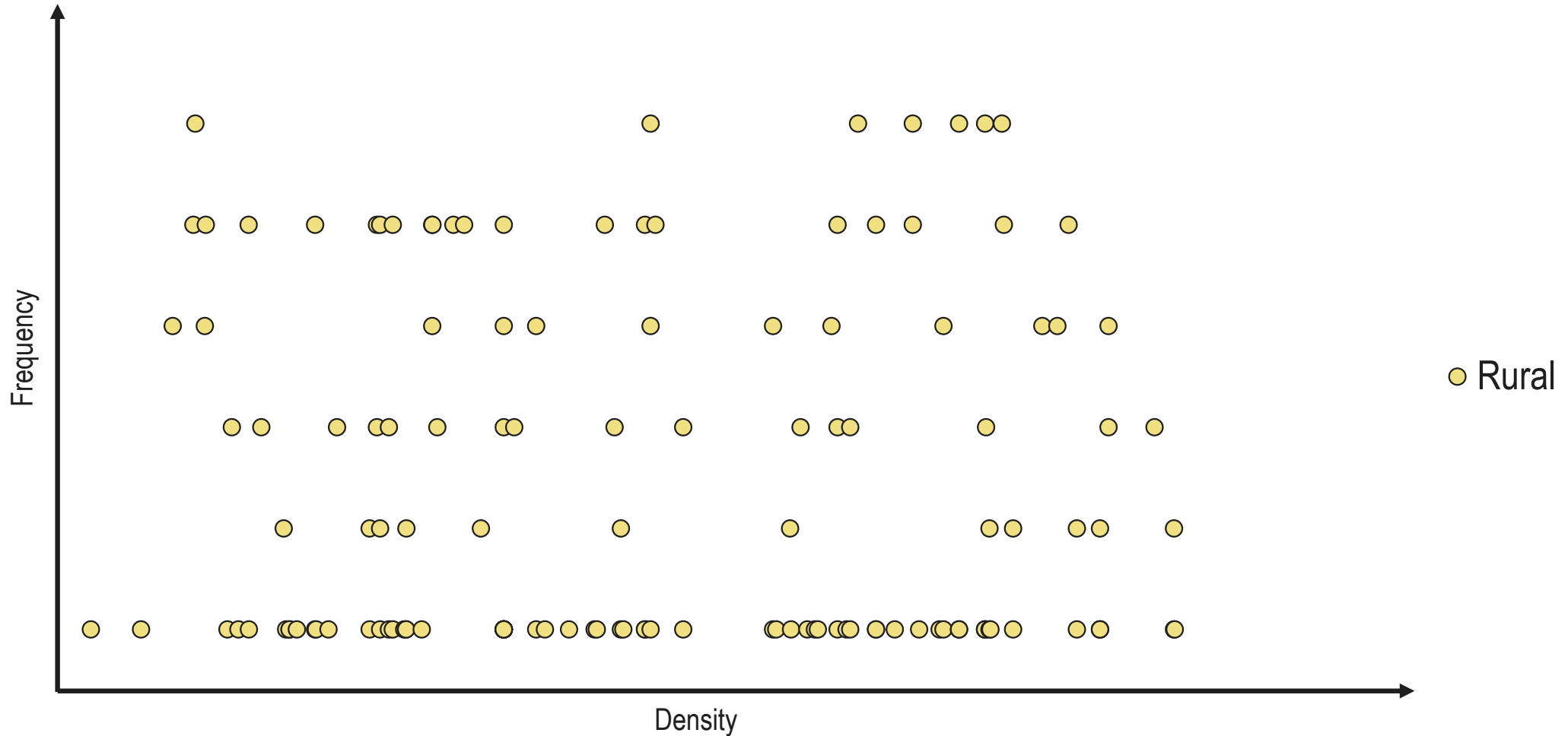
Urban rideshare user

1. Don't know how
2. Better options
3. Access to a car
4. Too expensive

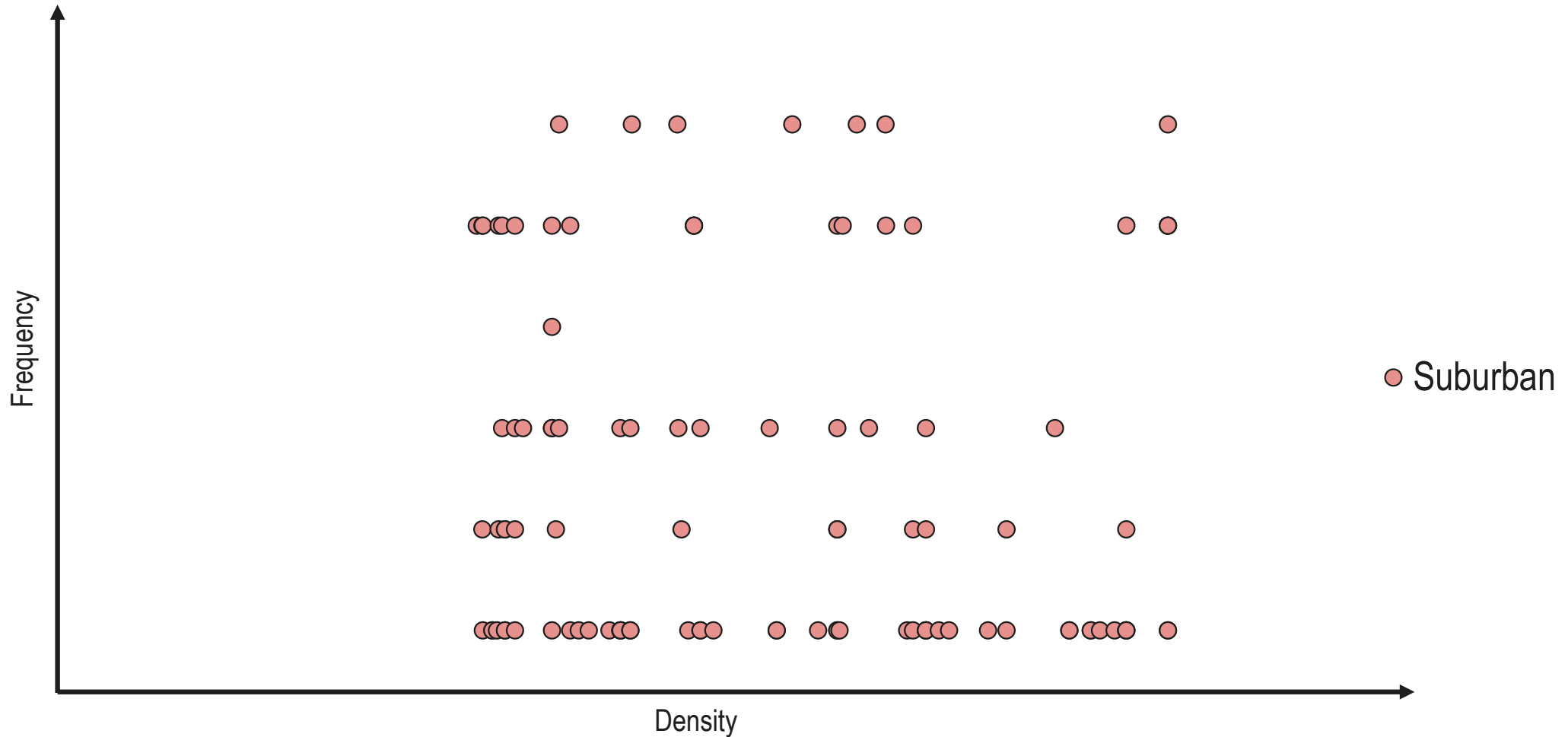
Urban non rideshare user

Why or why not?

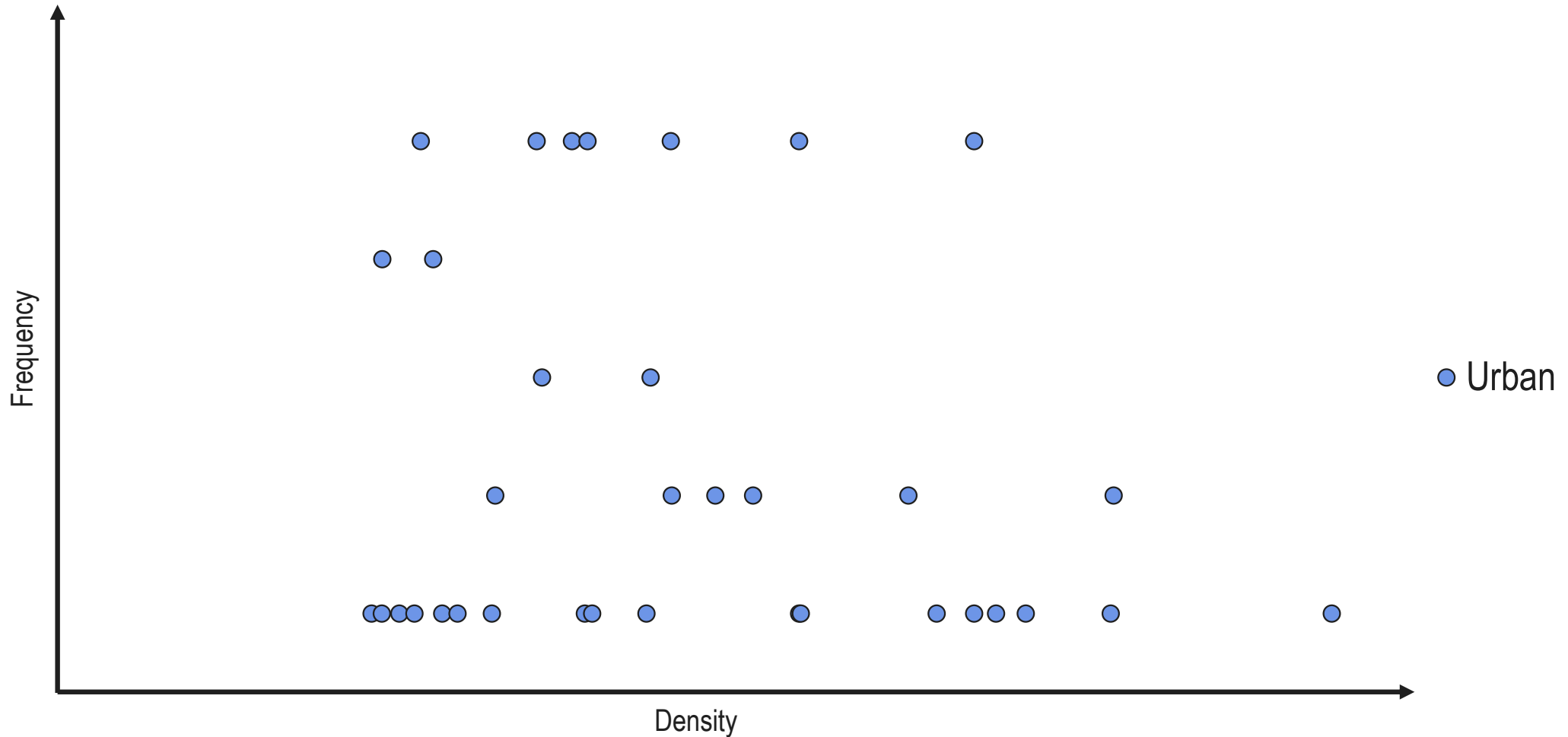
Frequency versus density



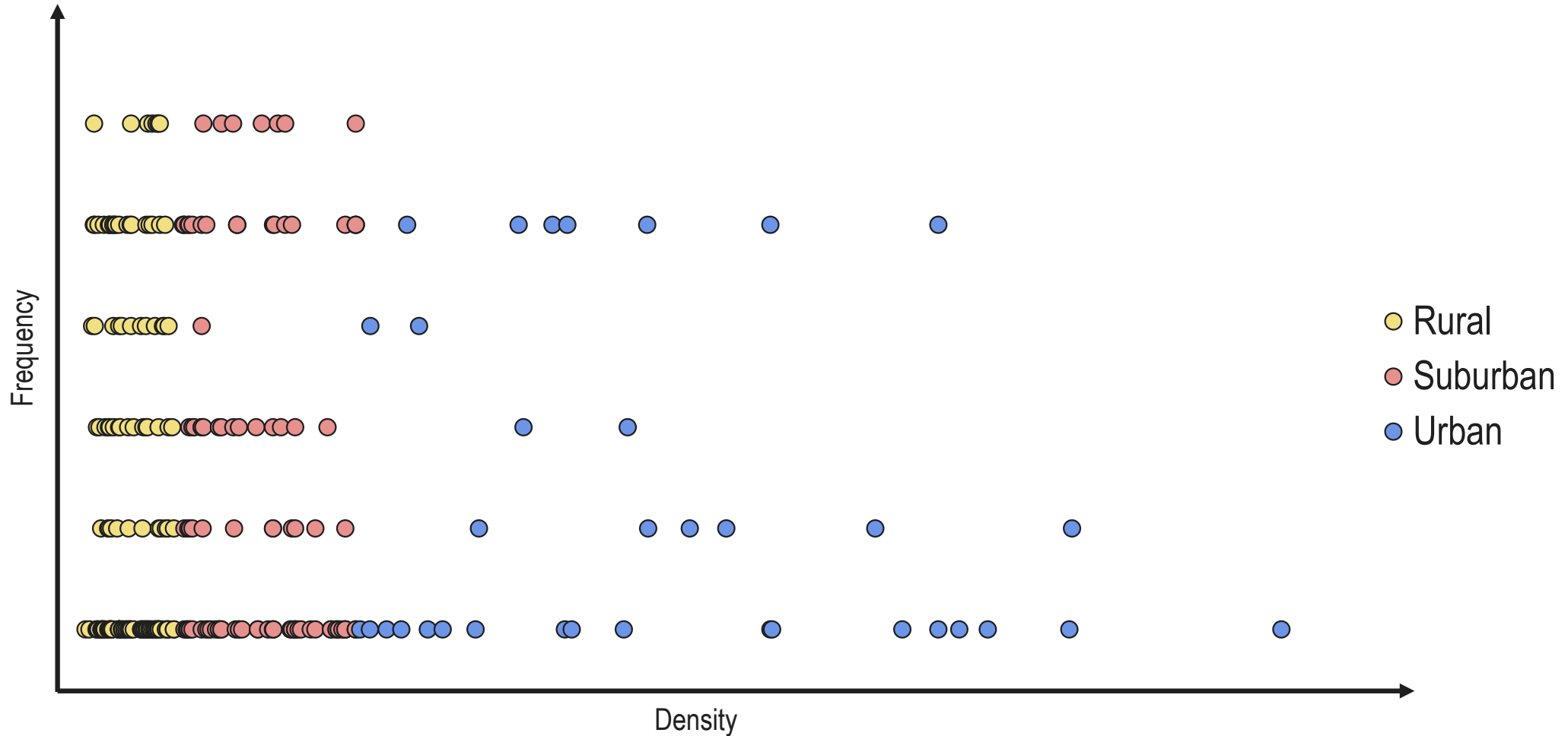
Frequency versus density



Frequency versus density



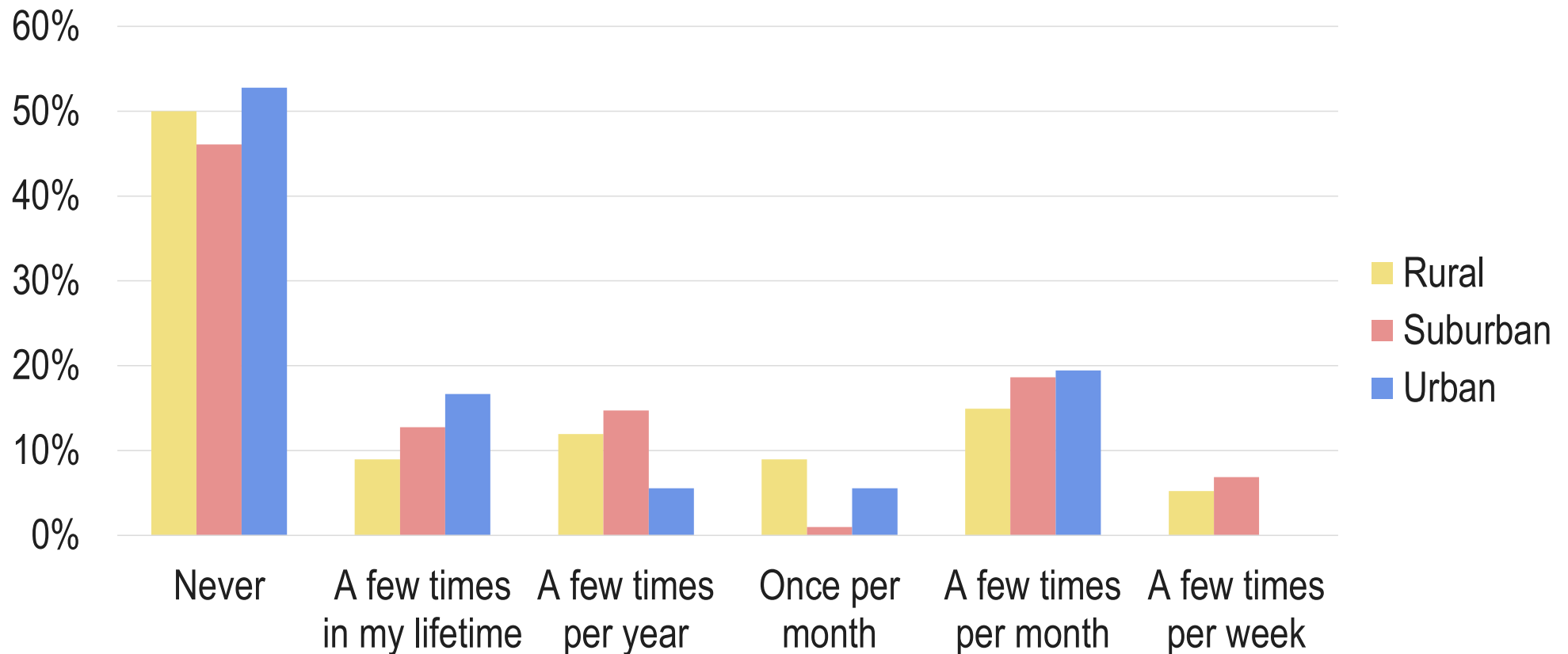
Frequency versus density



Density and frequency are not significantly correlated.

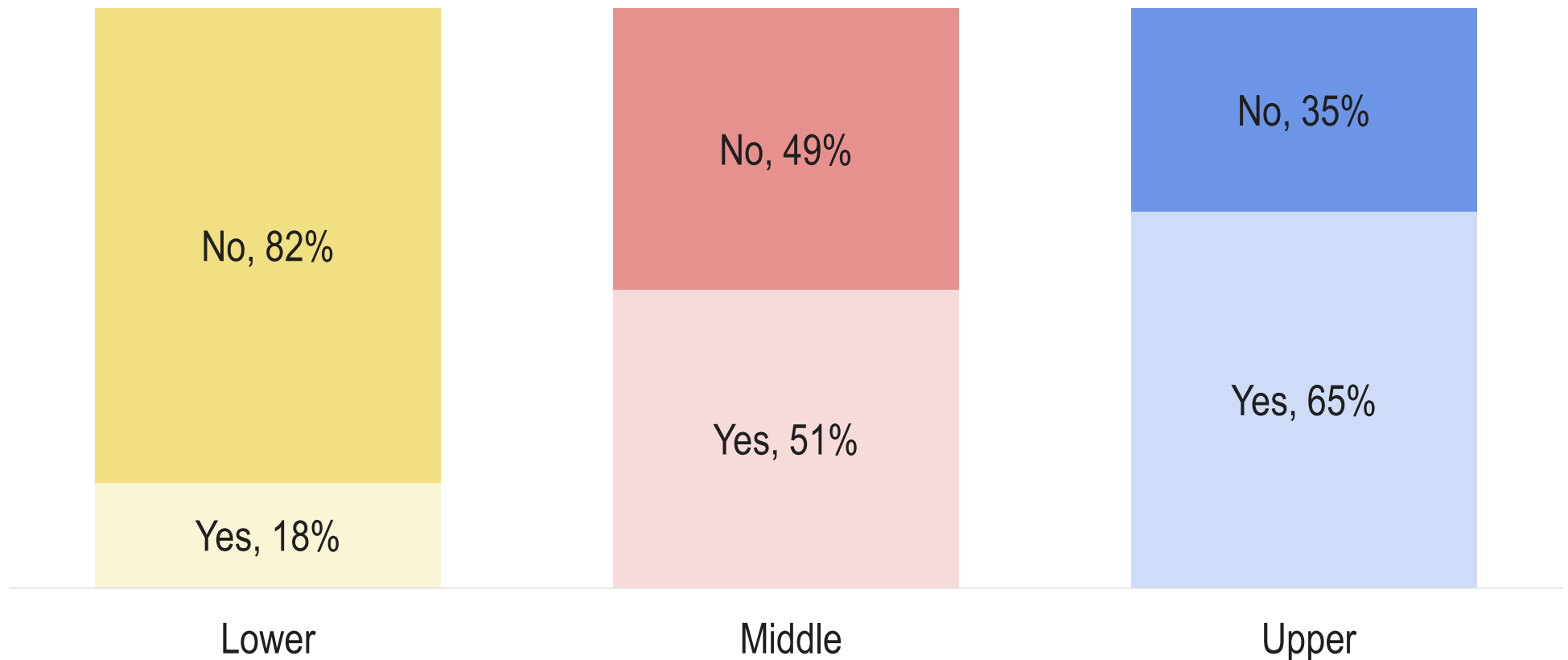
Correlation coefficient: -0.082

Frequency of rideshare use per density



Income

Proportion of students using rideshare per income level



1. Convenience
2. Availability
3. Only option

**Lower income
rideshare user**

1. Don't know how
2. Better options
3. Access to a car

**Lower income
non rideshare user**

Why or why not?

1. Convenience
2. Availability
3. Intoxication
4. Only option

**Middle income
rideshare user**

1. Don't know how
2. Better options
3. Access to a car
4. Too expensive

**Middle income
non rideshare user**

Why or why not?

1. Convenience
2. Availability
3. Intoxication
4. Quick to hail a ride

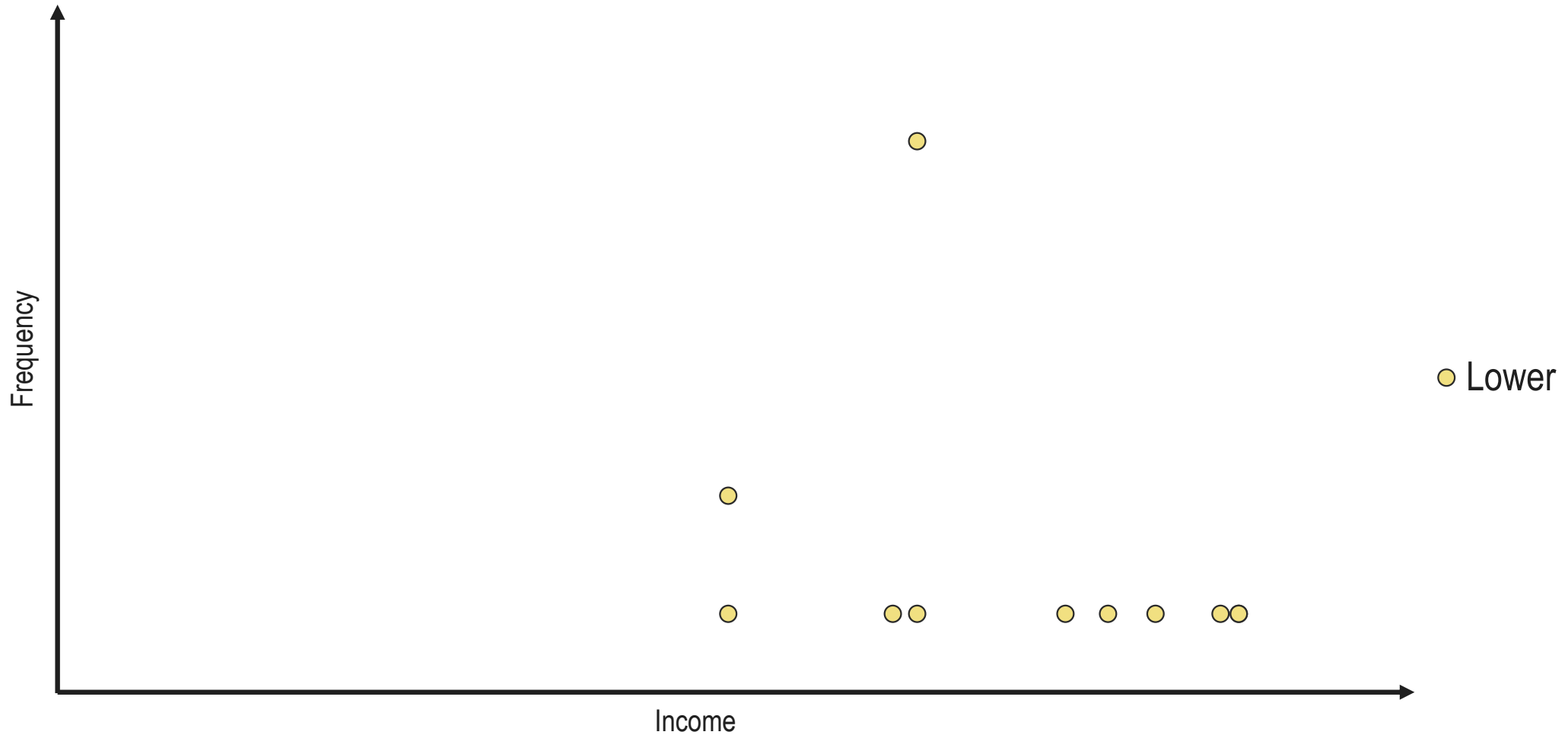
**Upper income
rideshare user**

1. Access to a car
2. Better options
3. Don't know how
4. Access to public transit

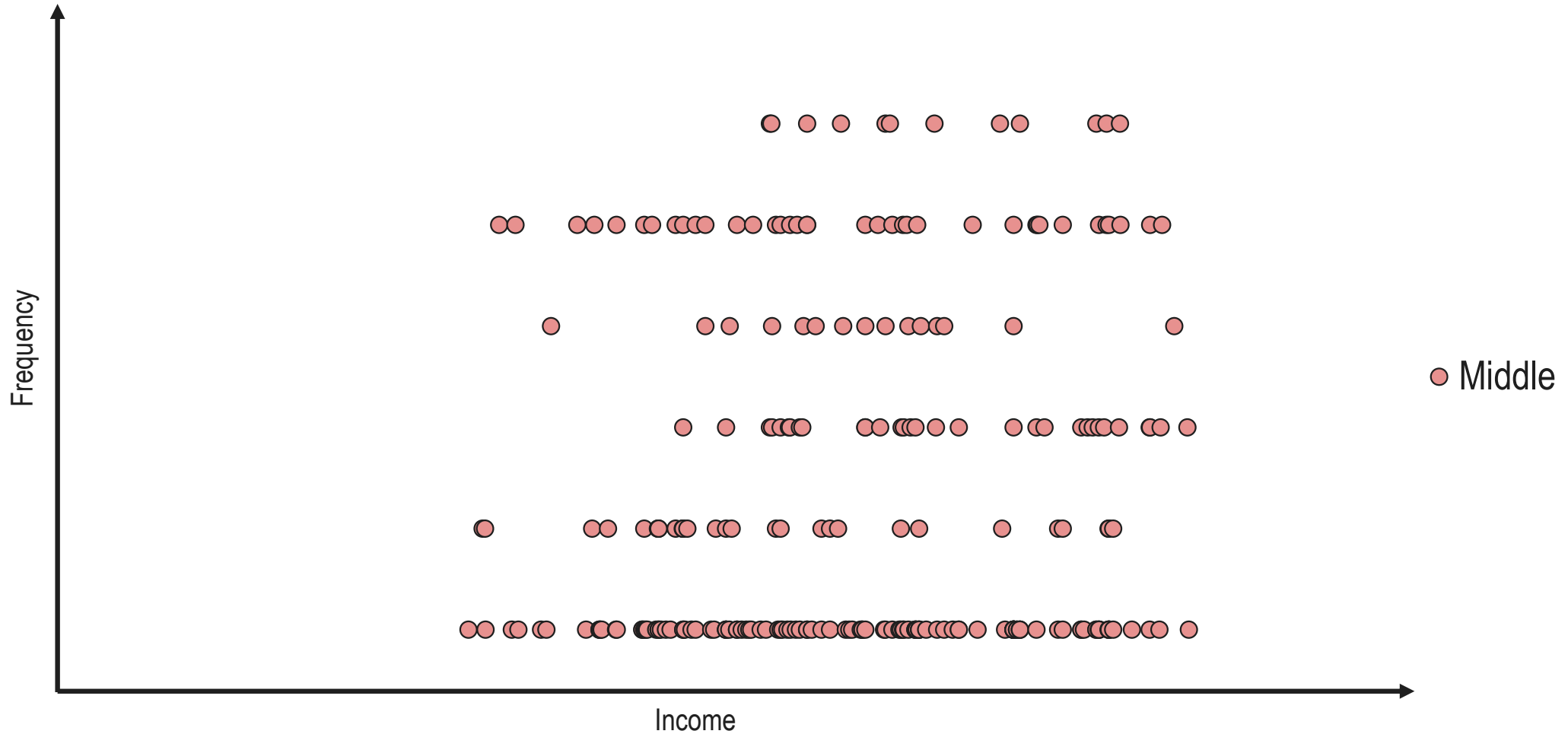
**Upper income
non rideshare user**

Why or why not?

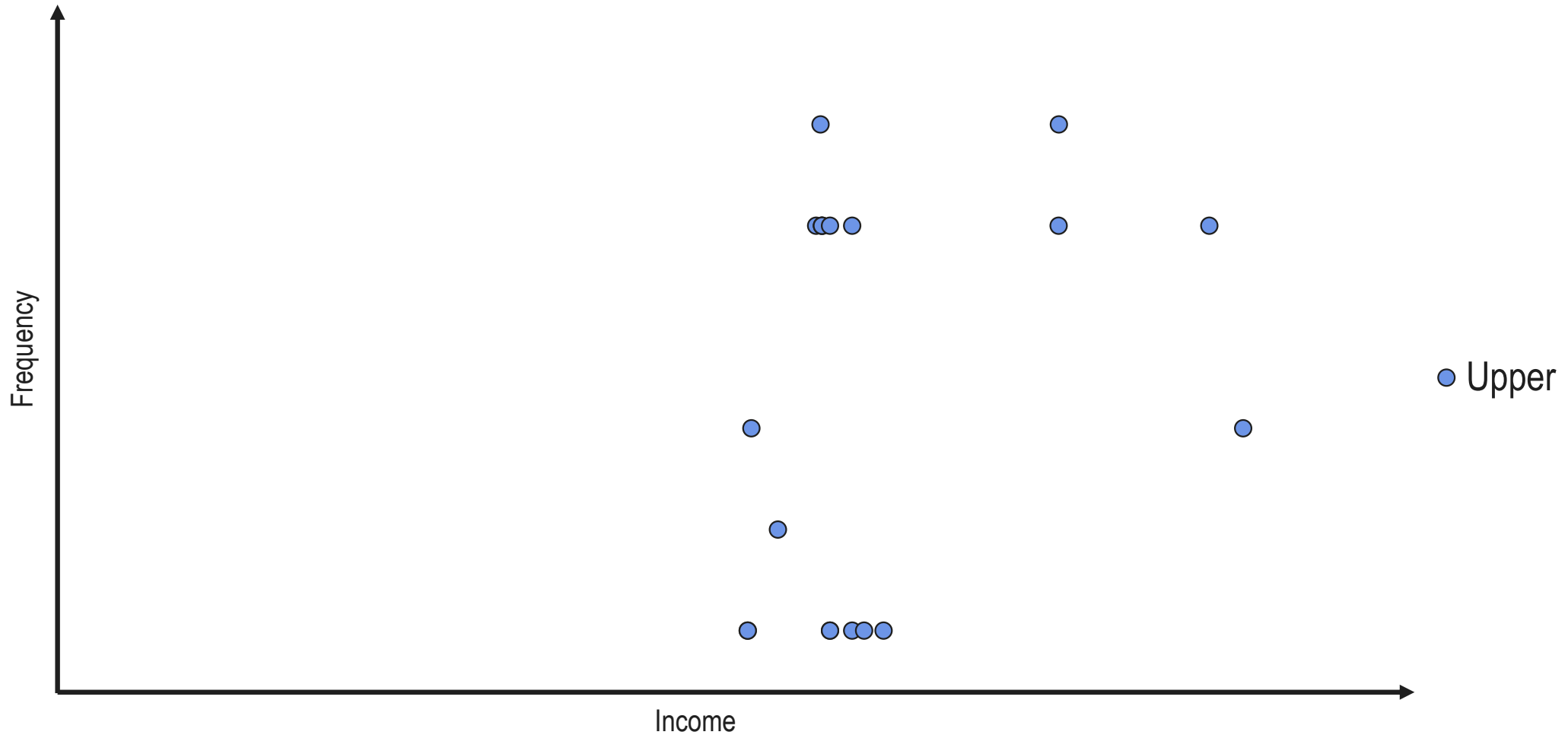
Frequency versus income



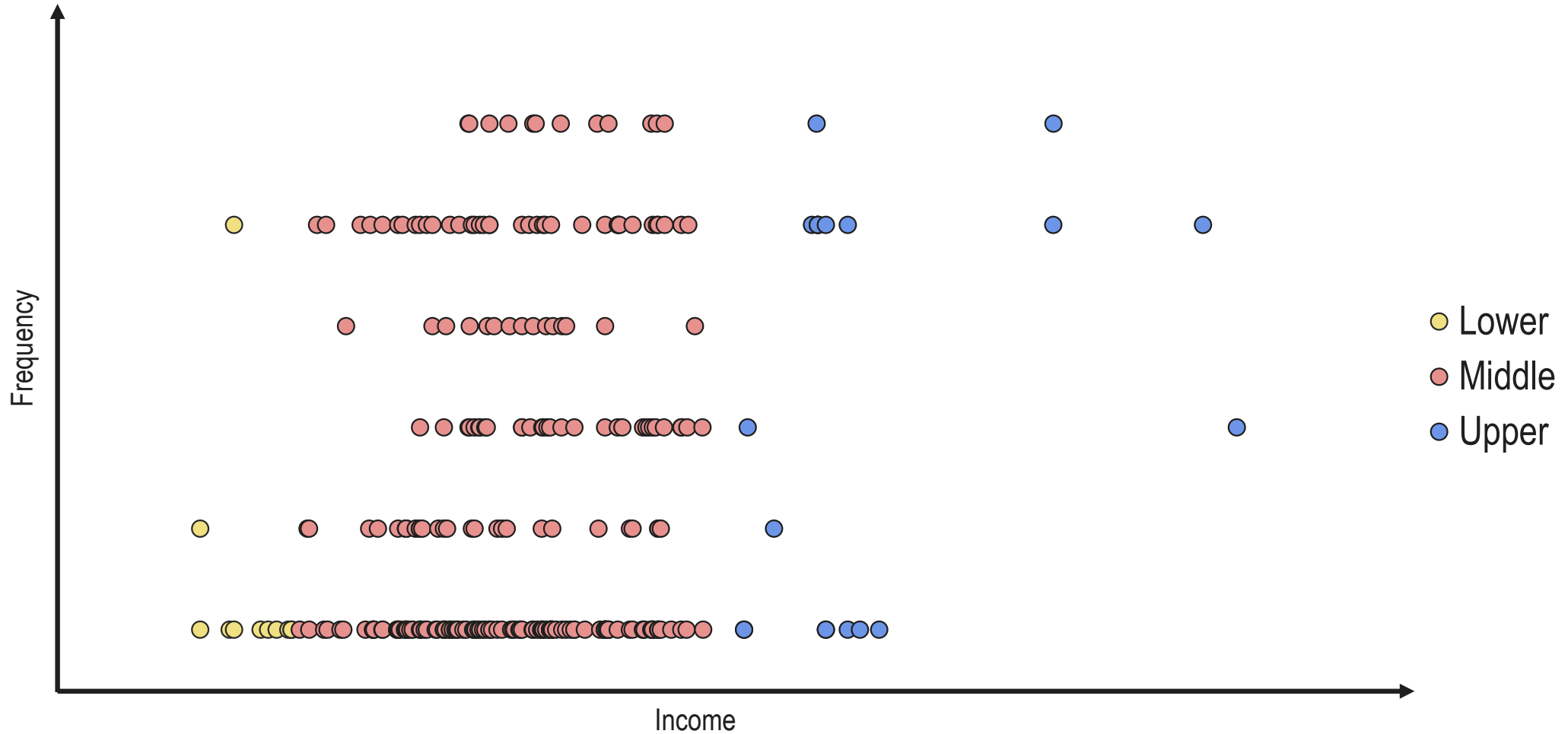
Frequency versus income



Frequency versus income



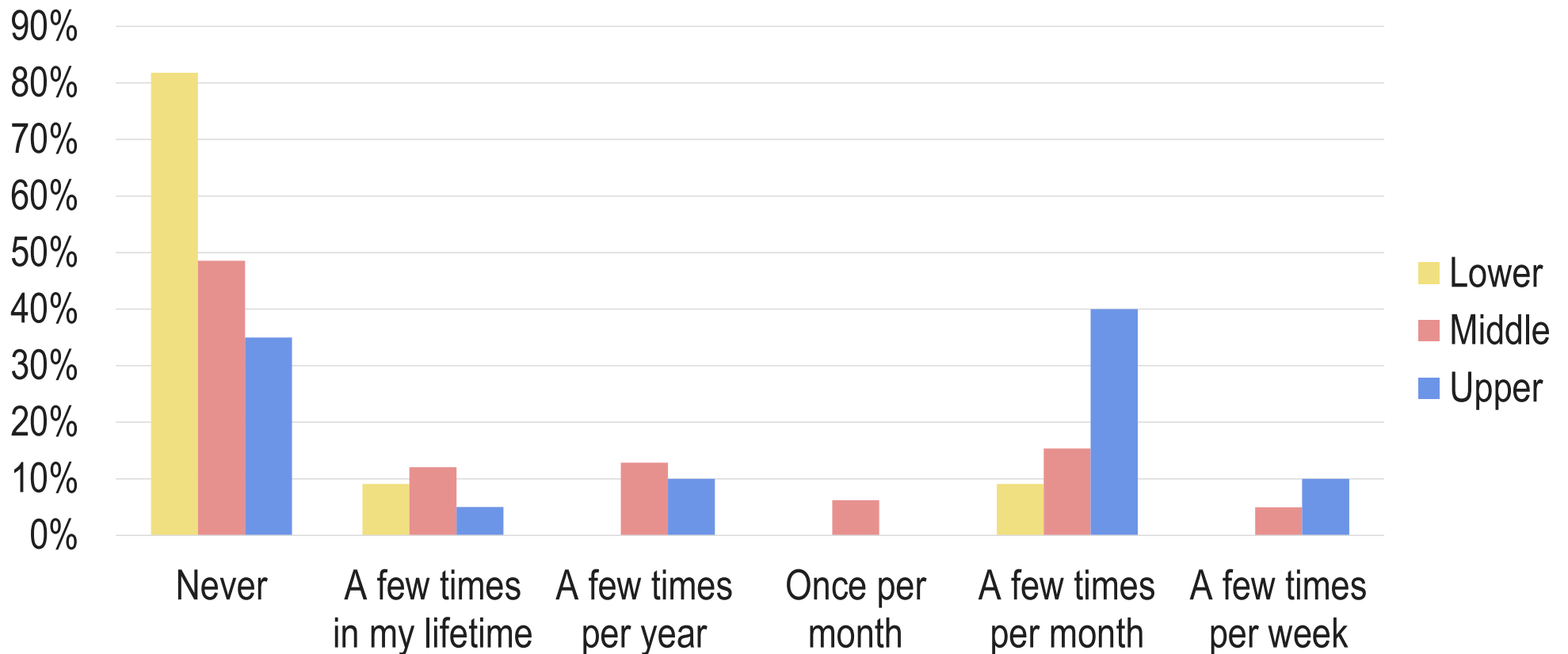
Frequency versus income



Income and frequency are not significantly correlated.

Correlation coefficient: 0.21

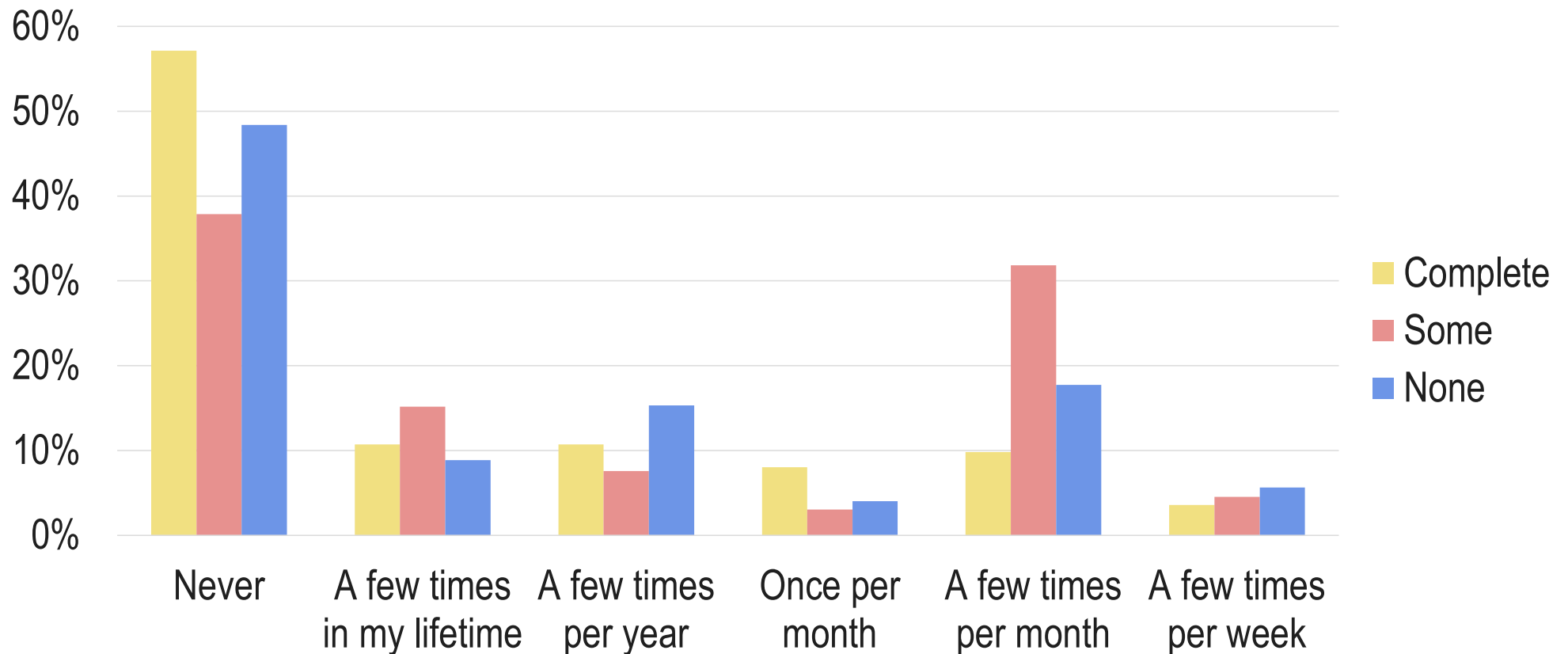
Frequency of rideshare use per socioeconomic status



A large proportion of lower income students do not use rideshare regularly.

Car access

Frequency of rideshare use per car access



Car access and frequency are not significantly correlated.

Correlation coefficient: -0.093

However, 36% of respondents who have a reduction in car access (i.e. have a car at home but not at school) adopt ridesourcing compared to 14% of respondents who maintain access to a car.