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Who Uses Peer-to-Peer Carsharing? Early Exploration

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Who Uses Peer-to-Peer Carsharing? An Early Exploration



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Study Background

Peer-to-peer (P2P) carsharing is a system where a facilitating company connects car owners to car renters.

Fast Facts

Timeline:

3 Years, 2012-2015

Overall Objectives:

- *Can P2P carsharing reduce overall VMT by marginalizing the cost of driving?*
- *Can P2P carsharing increase access to jobs and other activities for those without cars?*

Sample Size:

- *Car Owners: 335 recruited*
- *Car Renters: 465 recruited*



Through a federal grant and in partnership with the City of Portland and [Oregon Transportation Research and Education Consortium](#), we're measuring the [benefits of peer-to-peer car sharing](#).

You can help by sharing your car with local Portlanders. On top of the thousands of dollars you'll earn each year on Getaround, we'll give you a free CarKit and up to \$200 for participating in this groundbreaking car sharing study.

Get Started

5 MINUTES. FREE CARKIT. EARN THOUSANDS.

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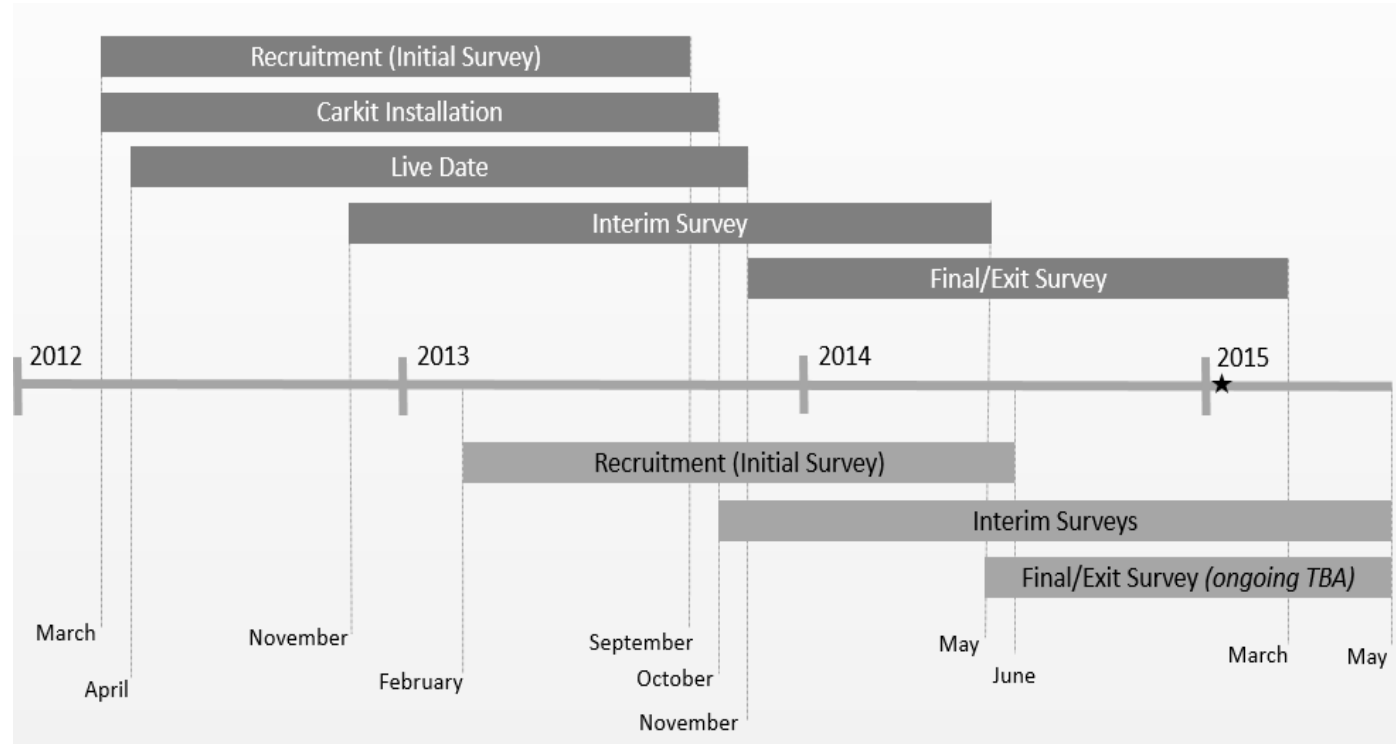
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Renter Demographics

		"Renter" Participants	Subset of Participants with Completed Rentals	City of Portland*
Adults in Household	1 adult	28%	28%	50%
	2+ adults	72%	72%	51%
Children in Household	Zero	78%	80%	75%
Race/Ethnicity	White	79%	74%	77%
	Non-White	13%	16%	23%
	Hispanic	8%	10%	7%
Gender	Female	62%	61%	51%
Age	18-29	40%	41%	24%
	30-34	25%	23%	12%
	35-39	14%	13%	11%
	40 and over	22%	23%	53%
Education	Some college or less	27%	26%	23%
	4 year college degree	69%	70%	26%
	Graduate degree	4%	4%	17%
Household Income	Less than \$35,000	41%	39%	36%
	\$35,000-75,000	37%	40%	32%
	More than \$75,000	22%	21%	32%
Vehicles in Household	None	51%	65%	31%

*Sources: 2010 U.S. Census, American Community Survey 2009-2011 3-Year Estimates, Oregon Household Activity Study (2011).

Study Group Typology

Higher-Income Non-Millennials

(n = 113, 25%)

- Most likely to own a car
- May need a different car for certain uses
- Most likely intended purpose was for recreation

Lower-Income Non-Millennials

(n = 46, 10%)

- Less likely to have car than higher-income non-Millennials
- Owning a car is expensive for them
- See other carsharing options as too expensive

Non-Student Millennials

(n = 200, 44%)

- Less flexibility in schedule than students
- Owning a car is expensive for them
- Highly interested in carsharing

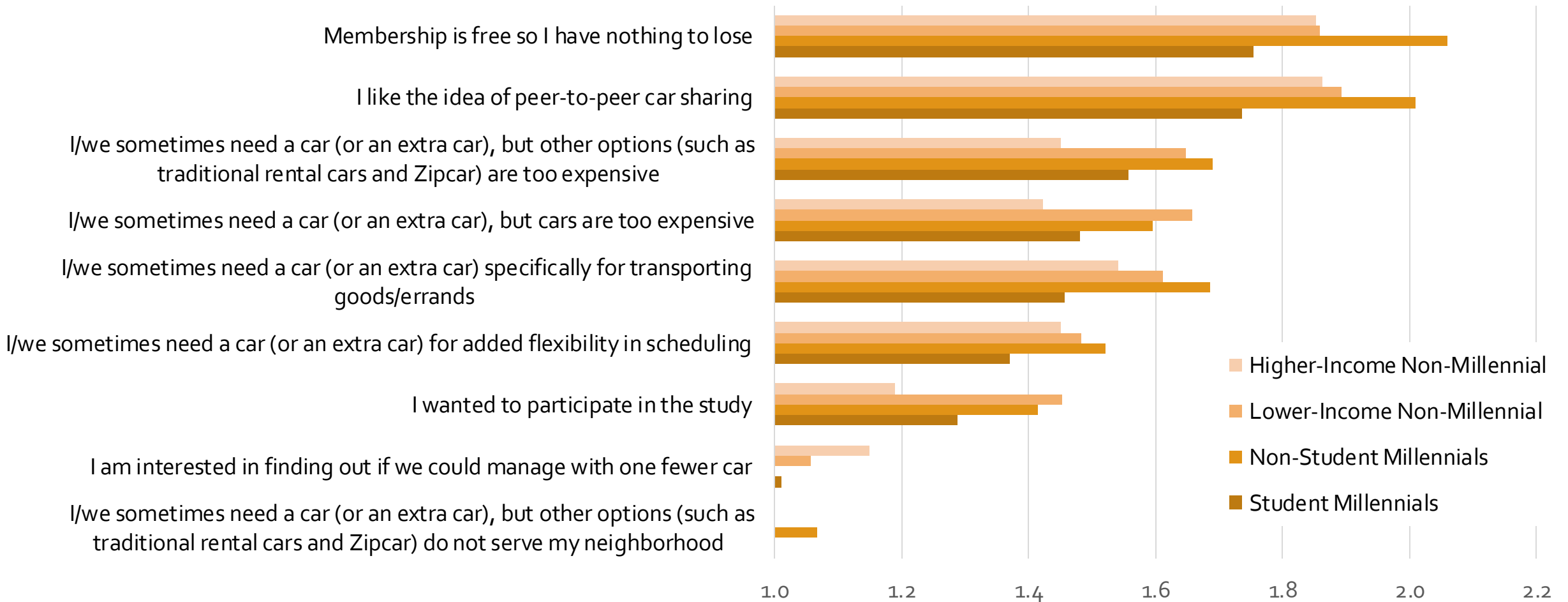
Student Millennials

(n = 92, 20%)

- Flexible, irregular, and non-peak-period schedule
- Owning a car is expensive for them
- Target population for carsharing companies

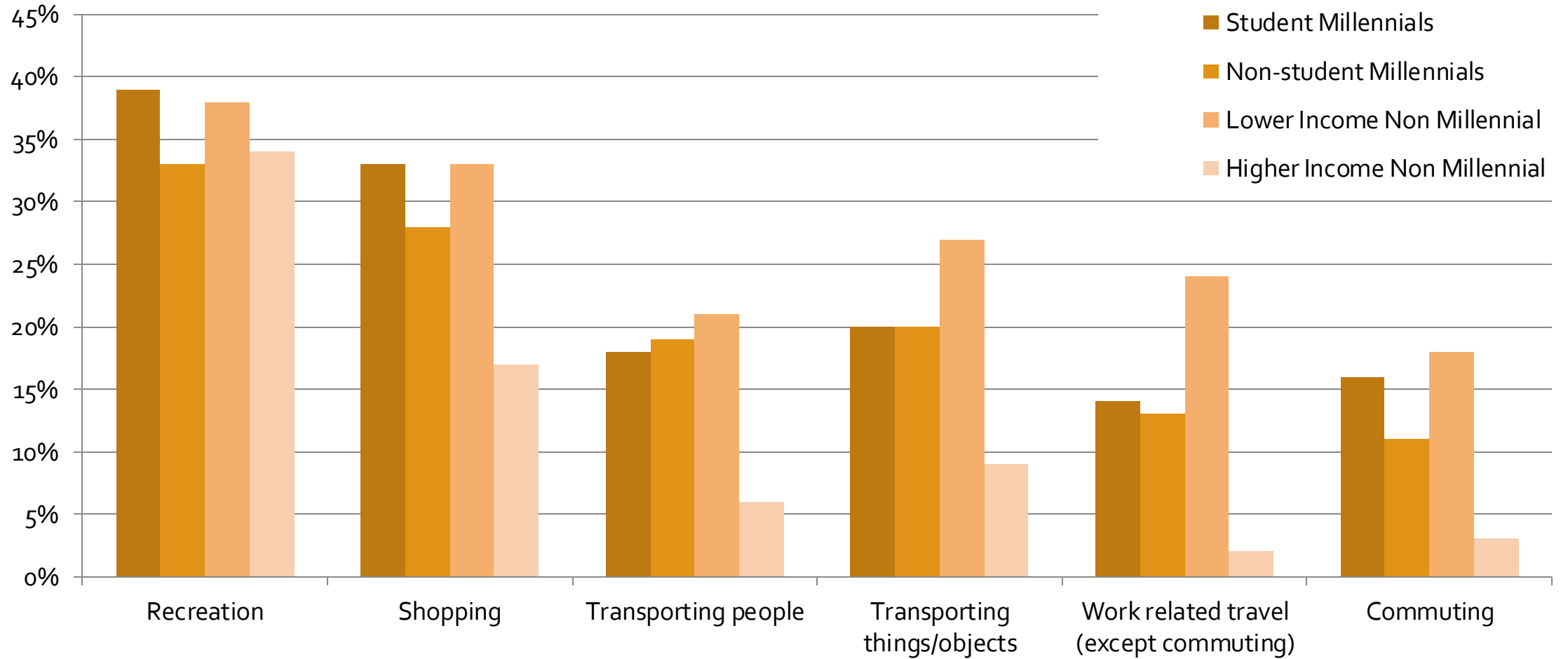
Motivations and Anticipated Use

Stated Reasons for Joining P2P Carsharing



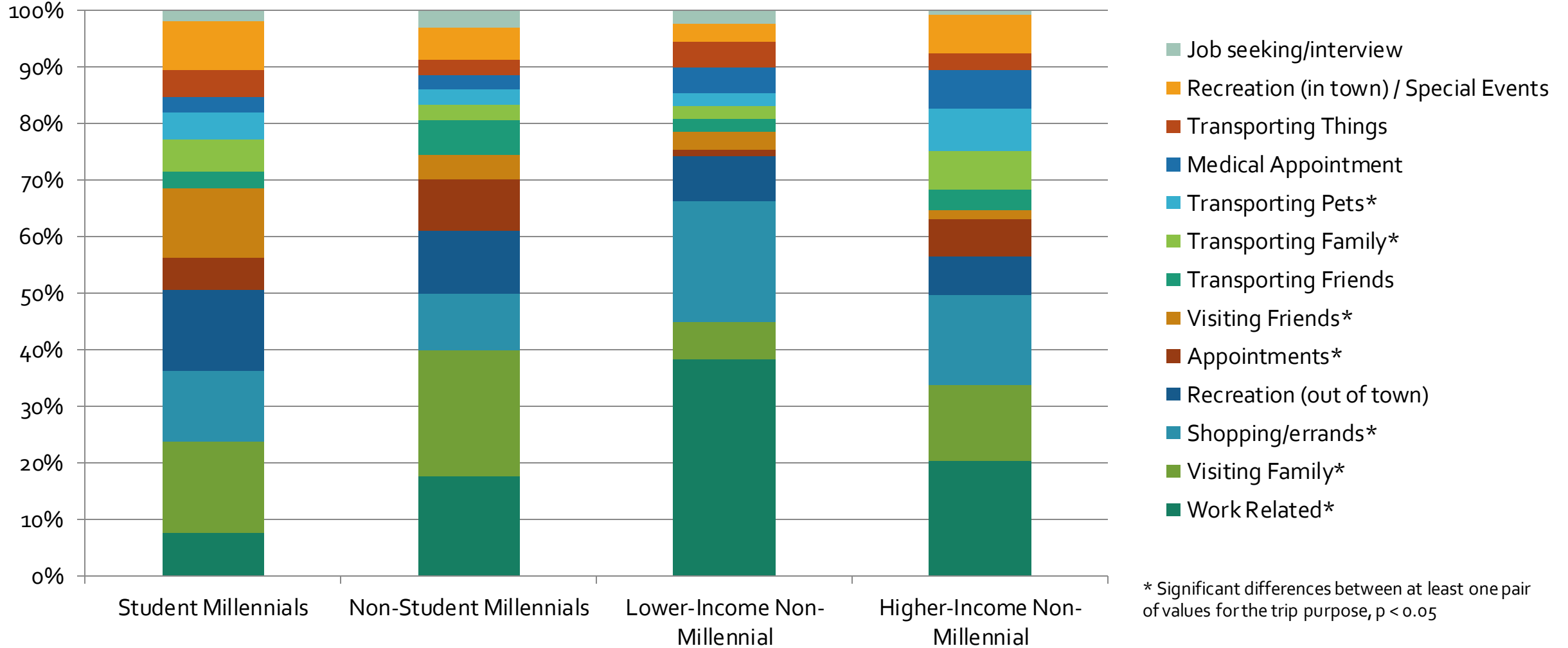
Motivations and Anticipated Use

Intended Uses, At Least Monthly



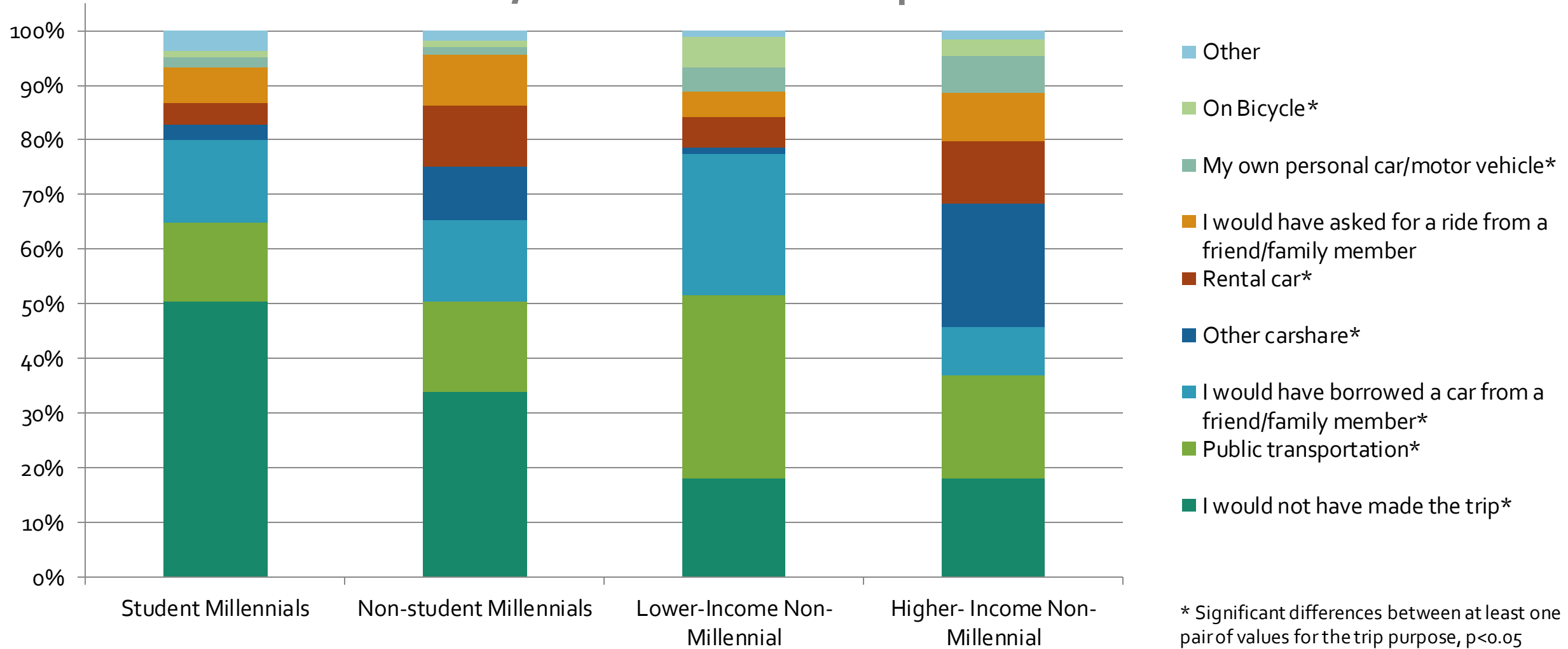
Actual Use

Primary Trip Purposes for Rentals



Actual Use

Without P2P, how would the trip have been made?



* Significant differences between at least one pair of values for the trip purpose, $p < 0.05$

Key Findings

- ***Higher-Income Non-Millennials*** were less motivated by economic reasons, and may have been motivated to join in order to test whether they could manage without a car (or with one fewer).
- ***Student and Non-Student Millennials*** showed a preference for using the service for more discretionary trips;
- ***Low-Income Non-Millennials*** seemed to make more utilitarian trips, using the service more for errands and work-related trips than other renter types.
 - **Early indications are that the service may be expanding mobility options for lower income households,** as they are using the service for more essential needs.

Thank You

Acknowledgments

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