


1-16-2015

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### Recommended Citation

Mathez, Anaïs, "Who Uses Peer-to-Peer Carsharing? Early Exploration" (2015). *TREC Friday Seminar Series*. 93.  
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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.

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5 MINUTES. FREE CARKIT. EARN THOUSANDS.

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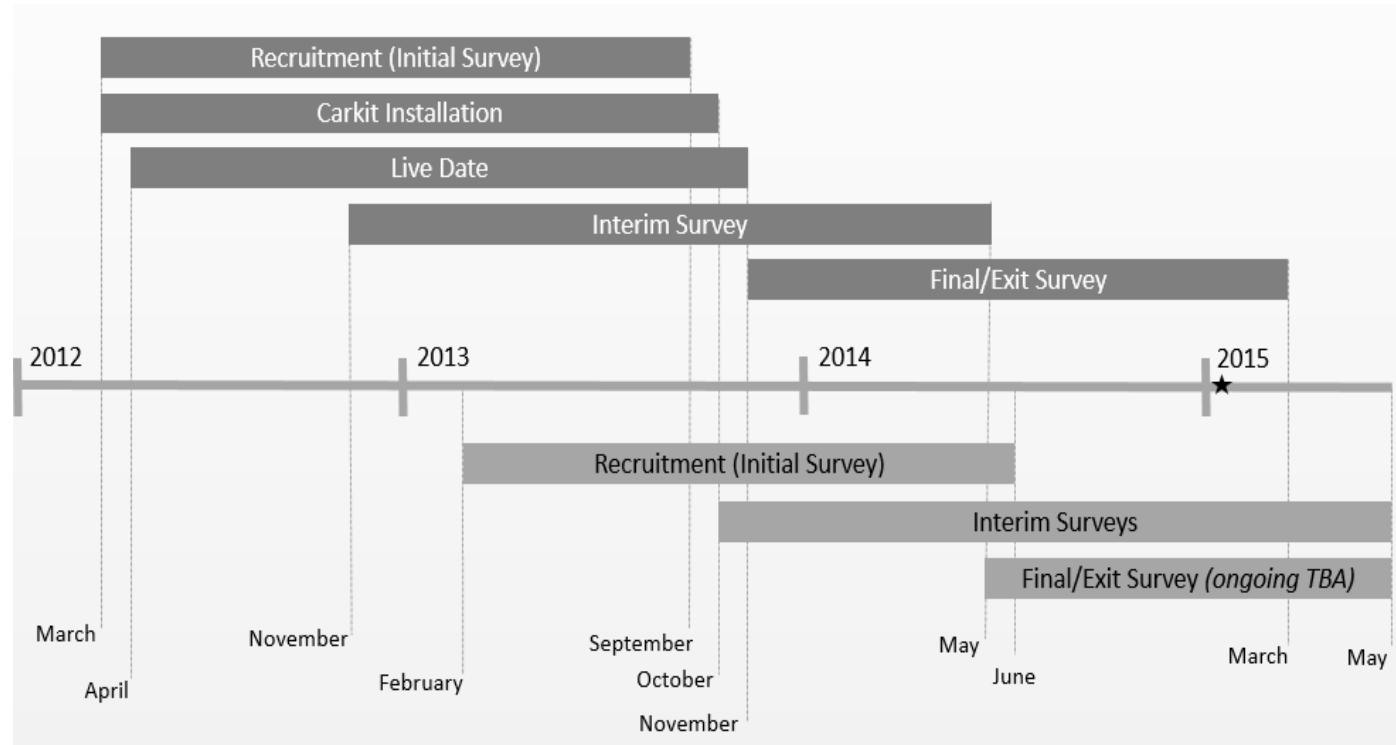
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# Renter Demographics

		"Renter" Participants	Subset of Participants with Completed Rentals	City of Portland*
<b>Adults in Household</b>	1 adult	28%	28%	50%
	2+ adults	72%	72%	51%
<b>Children in Household</b>	Zero	78%	80%	75%
<b>Race/Ethnicity</b>	White	79%	74%	77%
	Non-White	13%	16%	23%
	Hispanic	8%	10%	7%
<b>Gender</b>	Female	62%	61%	51%
<b>Age</b>	18-29	40%	41%	24%
	30-34	25%	23%	12%
	35-39	14%	13%	11%
	40 and over	22%	23%	53%
<b>Education</b>	Some college or less	27%	26%	23%
	4 year college degree	69%	70%	26%
	Graduate degree	4%	4%	17%
<b>Household Income</b>	Less than \$35,000	41%	39%	36%
	\$35,000-75,000	37%	40%	32%
	More than \$75,000	22%	21%	32%
<b>Vehicles in Household</b>	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

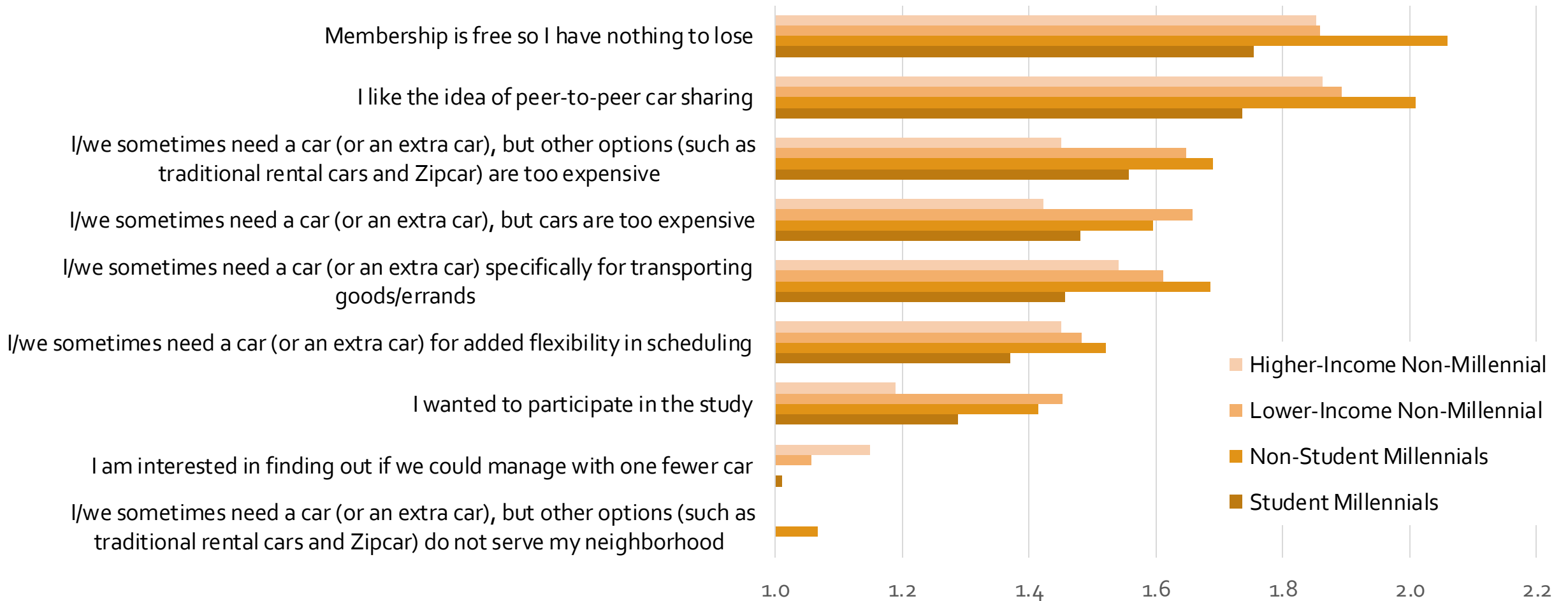
## Student Millennials

(n = 92, 20%)

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

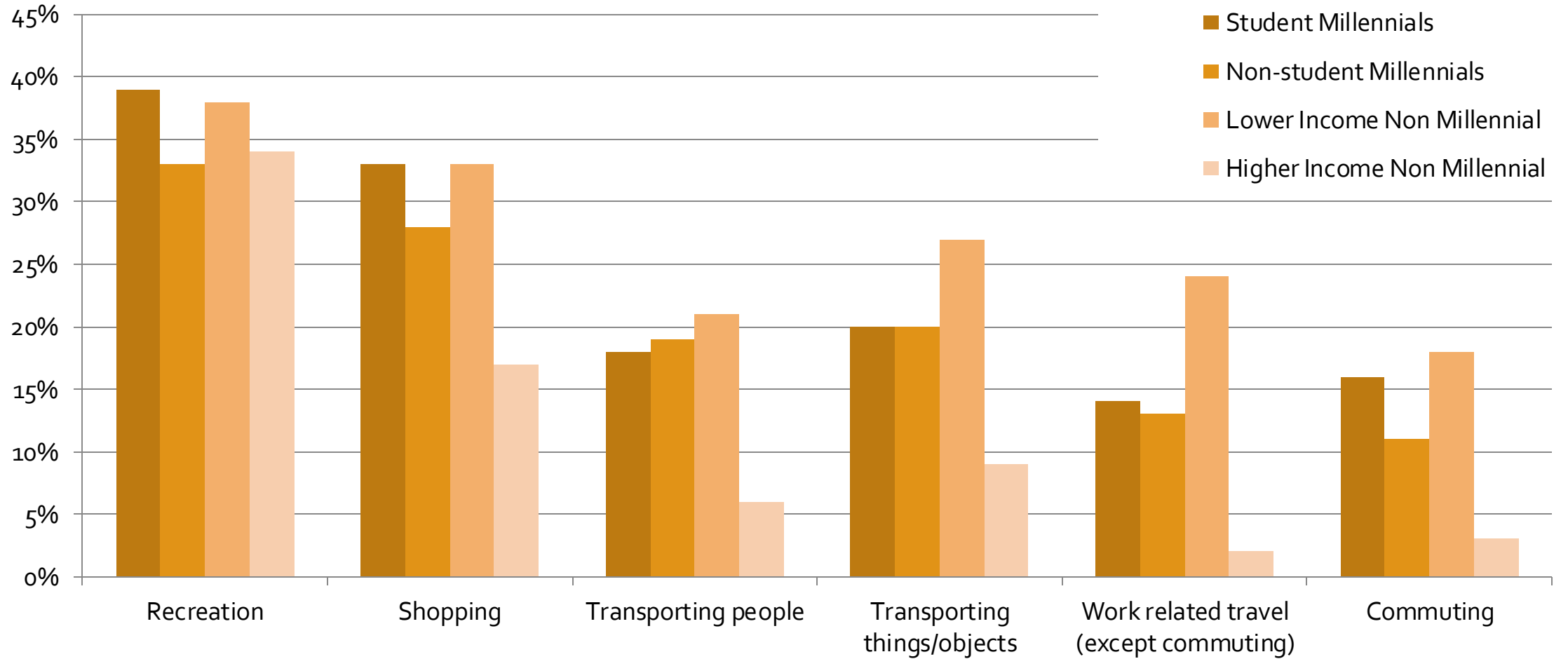
# Motivations and Anticipated Use

## Stated Reasons for Joining P2P Carsharing



# Motivations and Anticipated Use

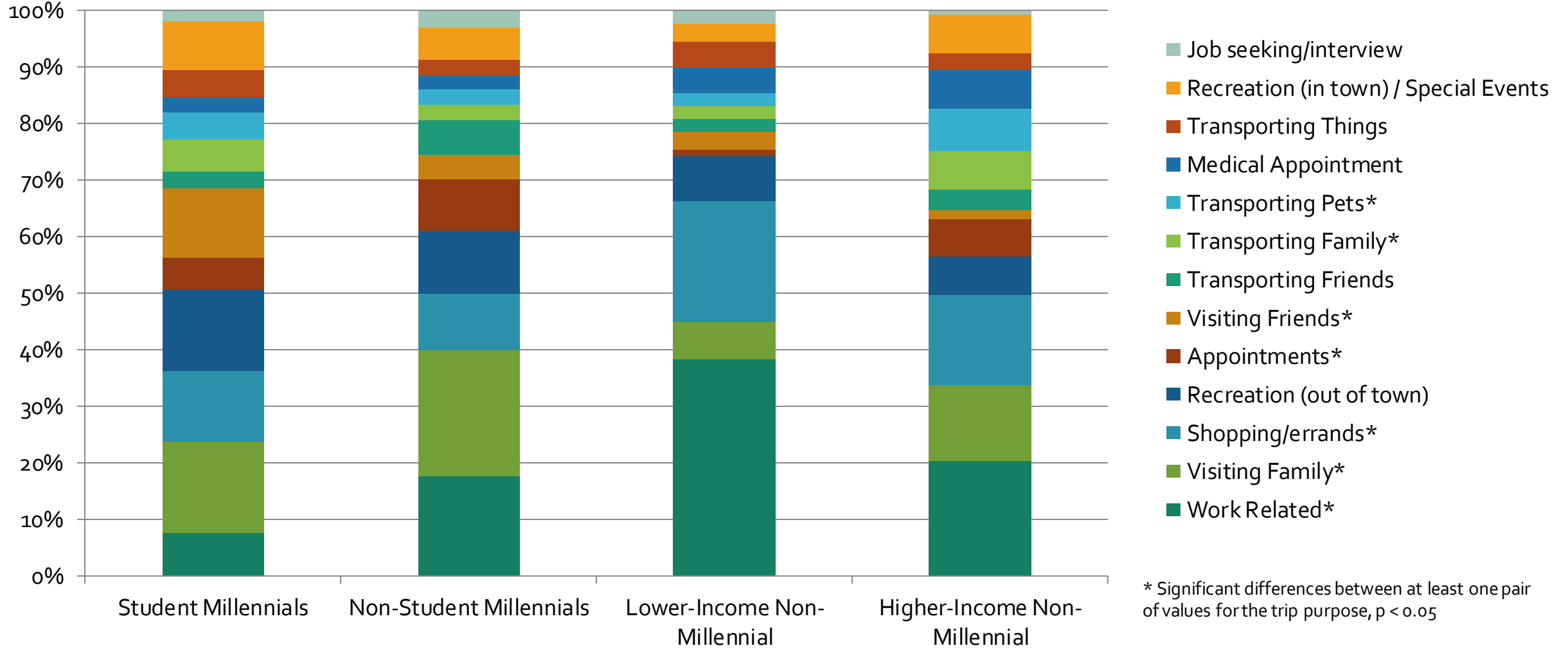
## Intended Uses, At Least Monthly





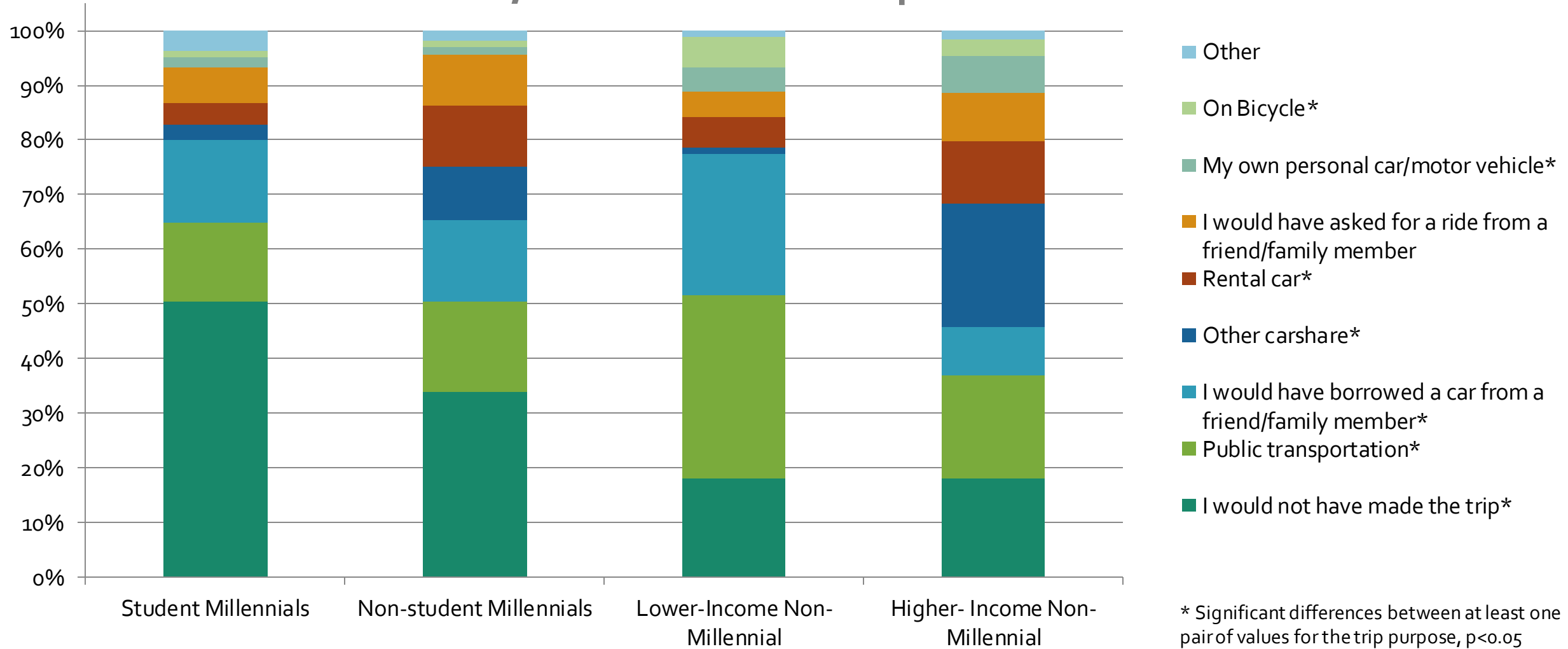
# Actual Use

## 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

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## Acknowledgments

*This research was funded by the Federal Highway Administration, though all interpretations, conclusions, and errors are those of the authors alone.*