

29 October 2020
Shared mobility | Mobilité partagée

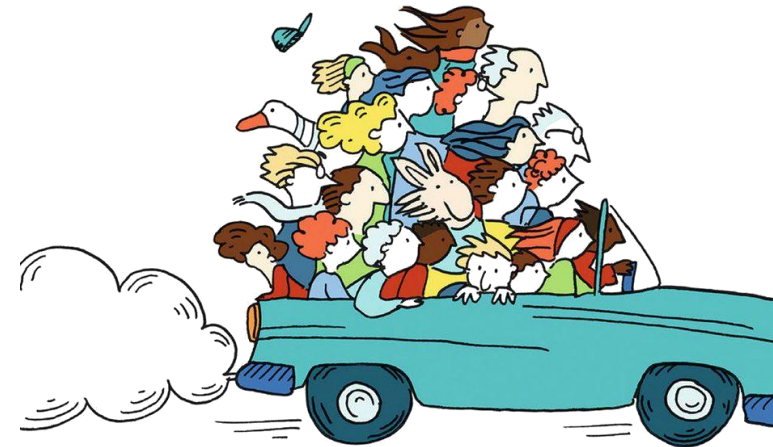
swiss mobility
conference

Ridesharing in all its forms !

Eléonore PIGALLE & Anne AGUILERA

Laboratoire Ville Mobilité Transport

Université Gustave Eiffel - École des Ponts ParisTech

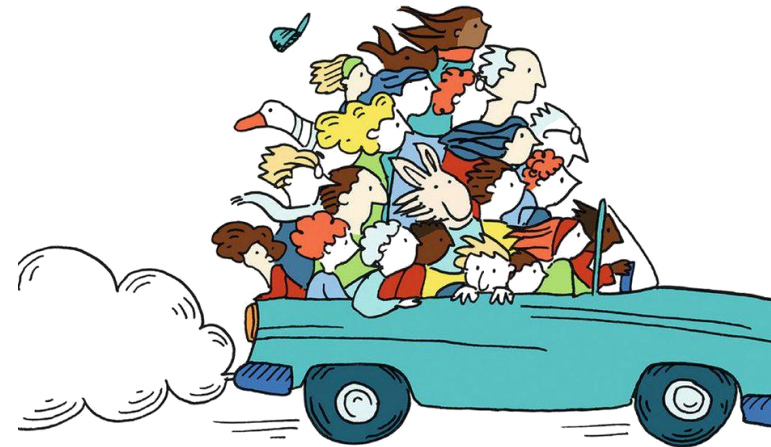


Ridesharing (carpooling) is very popular among policymakers

- Environmental benefits (car use and ownership)
- Social benefits (accessibility)

Few national studies on ridesharing

- % of ridesharers? % of trips?
- Individual characteristics? Motivations?



Over-representation of:

- Case studies (app, firm, campus, city...)
- Commuting and long distance ridesharing
- App-based ridesharing (such as Blablacar)
- Studies on intentions (potential determinants)

Influential factors

- **Socio-economic** (Age, gender...)
- **Spatial** (Density, mobility, accessibility...)
- **Attitudinal/Subjective** (Trust in strangers, ecological awareness, role of the entourage...)

Neoh, J. G., Chipulu, M., & Marshall, A. (2017). What encourages people to carpool? An evaluation of factors with meta-analysis. *Transportation*, 44(2), 423-447.

Olsson, L. E., Maier, R., & Friman, M. (2019). Why do they ride with others? Meta-analysis of factors influencing travelers to carpool. *Sustainability*, 11(8), 2414.

Characteristics and determinants of ridesharing in France?



Long distance



Commuting



Other purposes

App-based **and** informal ridesharing

Relationship with the sharing economy

METHODOLOGY

Survey on the sharing economy in France (GIS Marsouin)

- Practices and representations (alternative model of society)
- Representative sample of 2,000 adults
- Questions on ridesharing (frequency, app-based or informal, main motivations, sharing of costs, ...)

Sample = 1,025 individuals (262 regular and exclusive ridesharers)

14%



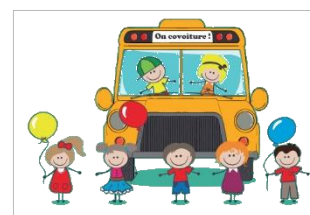
Long distance

6%



Commuting

5%



Other purposes

75%



Non ridesharers

CHARACTERISTICS OF RIDESHARING

Informality prevails

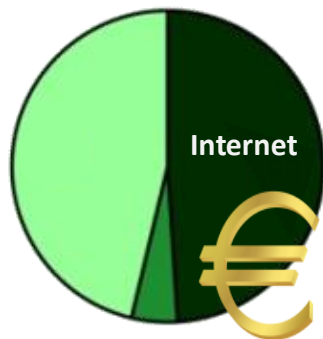
- 60% but 85% for other purposes

63% of ridesharers share costs

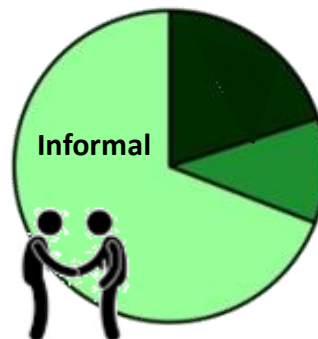
- 75% for long distance trips

Saving money (38%) and social support (29%) are the main motivations

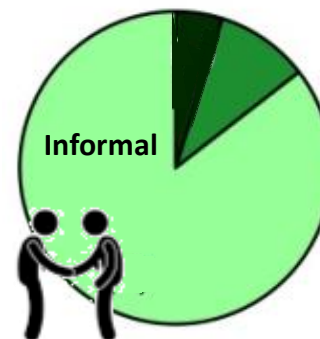
- Social support prevails for other purposes trips (43%)
- Reducing pollution = only 13% of ridesharers



Long distance



Commuting



Other purposes

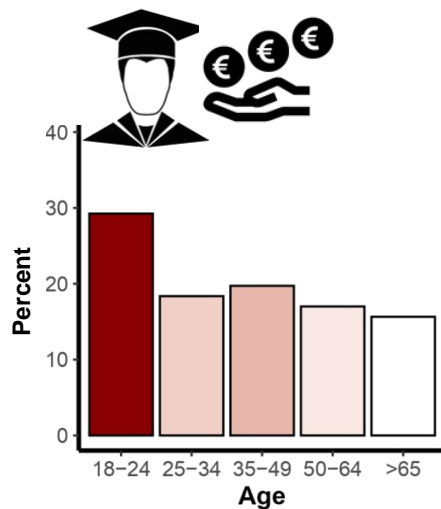
DETERMINANTS OF RIDESHARING

Socio-economic variables

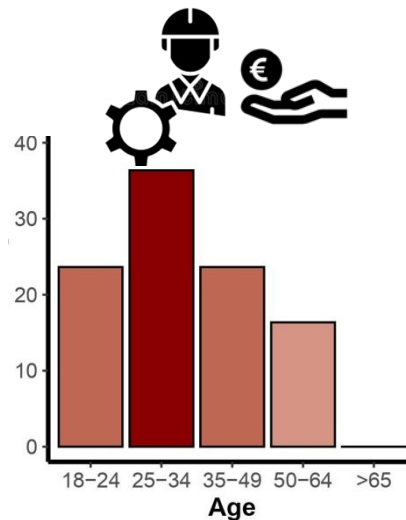
- Age, education, social status, household composition, income

Spatial variables

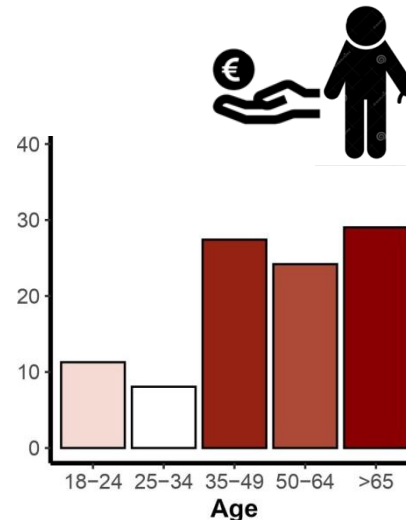
- Density and size of the municipality of residence
- Car use and accessibility by public transport



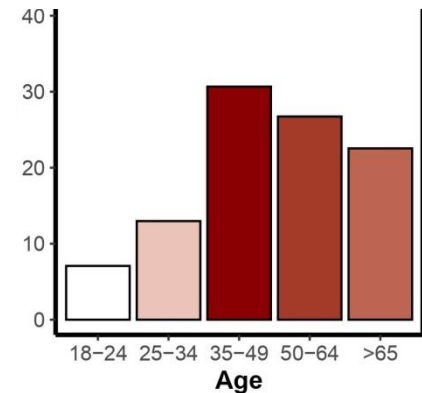
Long distance



Commuting



Other purposes

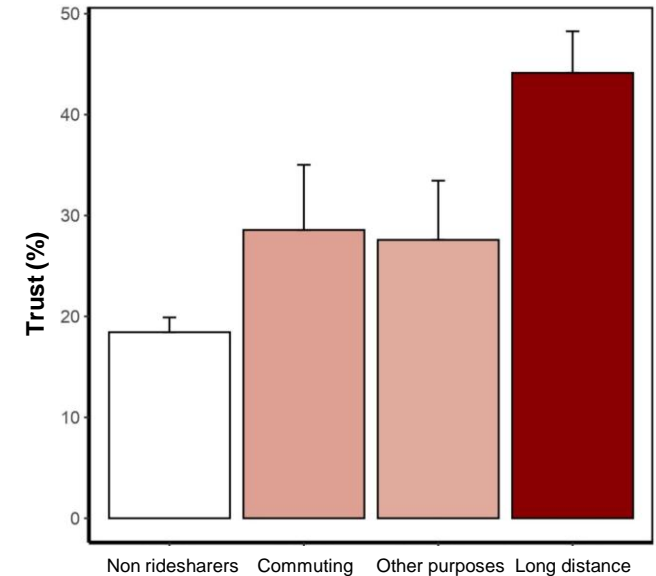


Non ridesharers

DETERMINANTS OF RIDESHARING

Subjective variables

- Perception of public transport
- Trust in strangers
- Practice of volunteer work
- Role of the entourage
- Representations of the sharing economy



Long distance



Commuting



Other purposes



Non ridesharers

CONCLUSION

Specificities of each form of ridesharing

Differences across ridesharers are primarily socio-economic and spatial

Differences between ridesharers and non ridesharers are socio-economic, spatial and attitudinal (subjective values)

Ridesharers share attitudes, especially regarding the sharing economy

Ridesharing as a practice for staying in the automobility



Long distance



Commuting



Other purposes



Non ridesharers

CONCLUSION

Whether you are a passenger or a driver, ridesharing allows you to stay in (or access) the car while reducing its financial and organizational costs

Ridesharing seems rather a kind of acceptable compromise that allows individuals to feel that they are in line with a certain number of environmental values, but not only



Long distance



Commuting



Other purposes



Non ridesharers