POPULUS GROUNDTRUTH:
DATA ON THE ADOPTION OF NEW MOBILITY SERVICES

SCAG Modeling Task Force
September 26, 2018

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MOBILITY SERVICES HAVE RAPIDLY EVOLVED IN CITIES
LEGACY PLAYERS ARE IN THE DARK

Legacy transportation players providers have limited information about the adoption and use of new mobility services.

Populus was created by MIT PhDs who combine deep industry knowledge with modern data and software solutions.
EVEN REGIONAL TRANSPORTATION PLANS HAVE LIMITED INFORMATION ABOUT NEW MOBILITY OPTIONS
Populus Groundtruth provides cities and transportation planners with current, representative data on transportation choices, including:

- Adoption and use of Uber, Lyft, and other on-demand services.
- Adoption and use of carpooling mobile apps, trip navigation tools, and other mobile based products.
- Current vehicle ownership rates across generations, vehicle license rates, and attitudes towards future car ownership.
- Changes in transportation behavior as a result of using new mobility services.
FEATURED CUSTOMERS AND PARTNERS

Trusted by experts on the future of transportation, cities, and automotive leaders.

UNIVERSITY

PUBLIC SECTOR

AUTOMOTIVE

“We searched for two years for someone selling this type of data and haven’t been able to find it. Can we purchase this data from you annually? This is what we really need.”

- current automotive customer
MODELERS NEED RECENT DATA ON TRANSPORTATION CHOICES IN A RAPIDLY-CHANGING LANDSCAPE
COMPREHENSIVE, REPRESENTATIVE DATA FROM CITIES & METROPOLITAN AREAS
RIDEHAILING ADOPTION

By Age

By Household Income

- Yes, heard of them, but haven't used them
- Yes, I use them while traveling in/around my city
- Yes, have ridden in them with friends or family
- Yes, I use them only when traveling away for business or vacation
- No, never heard of them
INTERCEPT SURVEY: LAST RIDEHAILING TRIP

Alt Mode

- Taxi: 25%
- Carpool: 17%
- No Trip: 11%
- Drive alone: 11%
- Bus: 6%
- Heavy Rail: 6%
- No walk: 4%
- Walk: 3%
- Bike: 1%
- Carshare: 1%
- Light Rail: 1%
- Ferry: 1%

Trip Purpose

- Other work-related trip: 20%
- Visit friends/relatives: 15%
- Restaurant or bar: 10%
- Shopping: 10%
- Other personal errand: 5%
- Going to/from airport: 10%
- School: 5%
- Attend Event: 5%
- Commute to/from work: 5%
- Other: 5%
RIDEHAIL POOLED TRIPS

Frequency of Pooled Rides

- Never: 45%
- Rarely: 24%
- About half the time: 15%
- Most of the time: 12%
- Always: 4%

Price-Savings Required to Share a Ride

- $1 to $2: 15%
- $3 to $4: 10%
- $5 to $10: 5%
- $11 to $12: 20%
- $13 or more: 5%
REASONS RIDEHAILING CHOSEN OVER ALTERNATIVE MODES

Instead of Driving Oneself

- Want to multi-task
- When traveling
- Access to airport
- Don’t like driving
- Avoid intox driving
- Access to transit
- Parking hard to find

Percent of users:
0% 10% 20% 30% 40%

Instead of Transit

- No transit service
- Transit too costly
- Faster than transit
- Transit too crowded
- Transit not reliable
- Transit not safe
- No transit stops
- Transit wait times
- Never use transit

Percent of users:
0% 10% 20% 30% 40% 50%
HOW HAS THE MOBILITY LANDSCAPE CHANGED IN 2018?
MOBILITY SERVICE ADOPTION IS RAPIDLY ACCELERATING

Sources: Populus Groundtruth; Clewlow & Mishra, 2017; Clewlow, 2016
E-Scooters May Attract a More Diverse Group of Users

Public Perception: By Income

- $25K and under: 72% (28%)
- $25K to $50K: 75% (25%)
- $50K to $100K: 69% (31%)
- $100K to $200K: 66% (34%)
- $200K and over: 64% (36%)

By Gender

- Female: 72% (28%)
- Male: 67% (33%)

By City

- Atlanta: 79% (21%)
- Austin: 76% (24%)
- Denver: 76% (24%)
- Chicago: 75% (25%)
- Washington, D.C.: 72% (28%)
- Los Angeles: 71% (29%)
- San Jose: 69% (31%)
- Seattle: 68% (32%)
- New York City: 67% (33%)
- San Francisco: 52% (48%)

www.populus.ai
Cities and MPOs now have the opportunity to harness big data on shared mobility services to plan for the future of transportation
ABOUT POPULUS

Populus was founded by leading experts on shared mobility services, data aggregation, and advanced modeling tools for the future of cities. Established by former researchers from MIT, Stanford, and UC Berkeley, Populus is headquartered in San Francisco, California.

Our team’s prior research has been regarded as the best ground truth on the adoption and utilization of new mobility services by nearly every North American media publication since it was released in late 2017.

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