MTI Research Snaps Presents:

Will Ride-Hailing Enhance Mobility for Older Adults?

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Acknowledgements

Project partners:

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- Dr. Martin Wachs (University of California Los Angeles)

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Overview

1. Study motivation and methods

2. About the respondents

3. Findings: ride-hailing experience

4. Findings: opinions

5. Conclusions

Motivation for the study

- US has a growing number of older adults

- Many older adults age "in place" in suburbs, at great risk of isolation once they cannot drive

- Ride-hailing can significantly benefit adults who don't drive at all or don't drive in certain situations (e.g., at night)

- Early research suggests that older adults are less likely to use ride-hailing than younger adults

Research questions

1. To what extent do older adults ride-hail?

2. What barriers do older adults perceive to ride-hailing?

3. What service design changes would encourage more older adults to ride-hail?

Sneak peek at some of the key findings:

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3. What service design changes would encourage more older adults to ride-hail?

    Make booking by phone easy, offer cash and pre-loaded card payment options, provide help with basic tasks such as carrying bags

Method: online survey

- 2,992 California adults aged 55+

- Administered online survey with a Qualtrics respondent panel

- Questions included:

  - Ride-hailing experience

  - Attitudes to ride-hailing

  - Interest in potential new service features

About the respondents

Travel mode(s) used in the previous 7 days

Drove myself (car, truck, motorcycle, etc.)   76%

Passenger in personal vehicle (exclude taxis, ride-hailing)   43%

Public transit (bus, train, ferry, etc.)   13%

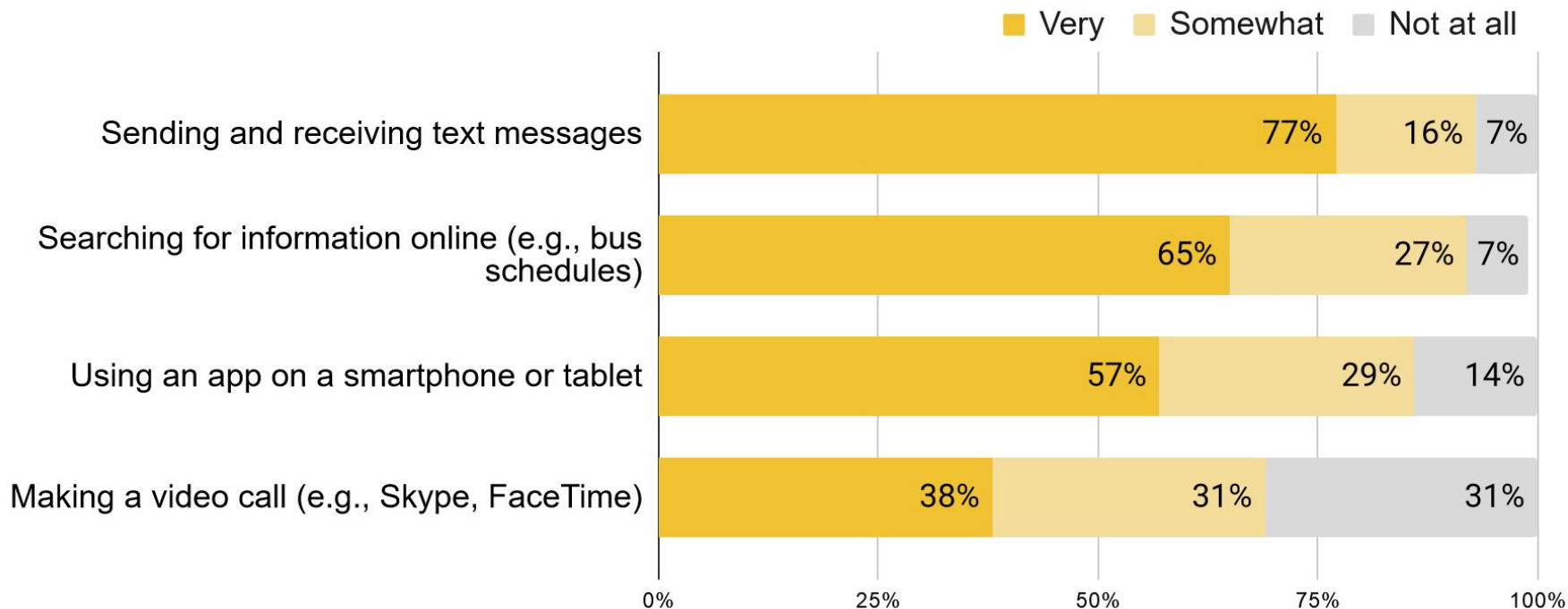Ride-hailing services (Lyft, Uber, etc.)   9%

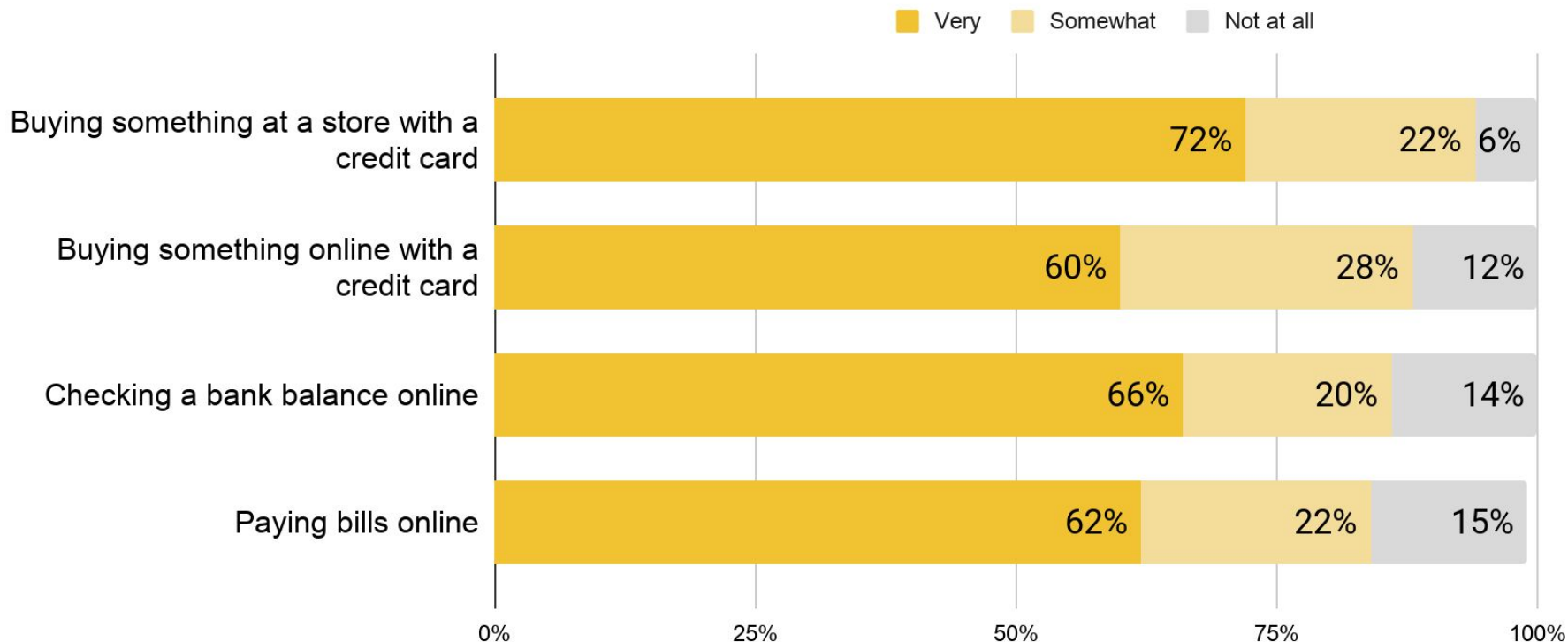Taxi   2%

Paratransit   1%

How respondents access the internet

Smartphone   84%

Computer   69%

Tablet   49%

Level of comfort with online tasks

Legend: Very, Somewhat, Not at all

Sending and receiving text messages: 77% / 16% / 7%

Searching for information online (e.g., bus schedules): 65% / 27% / 7%

Using an app on a smartphone or tablet: 57% / 29% / 14%

Making a video call (e.g., Skype, FaceTime): 38% / 31% / 31%

Level of comfort with online financial tools

Findings:

Experience with ride-hailing

IStock

How respondents accessed ride-hailing

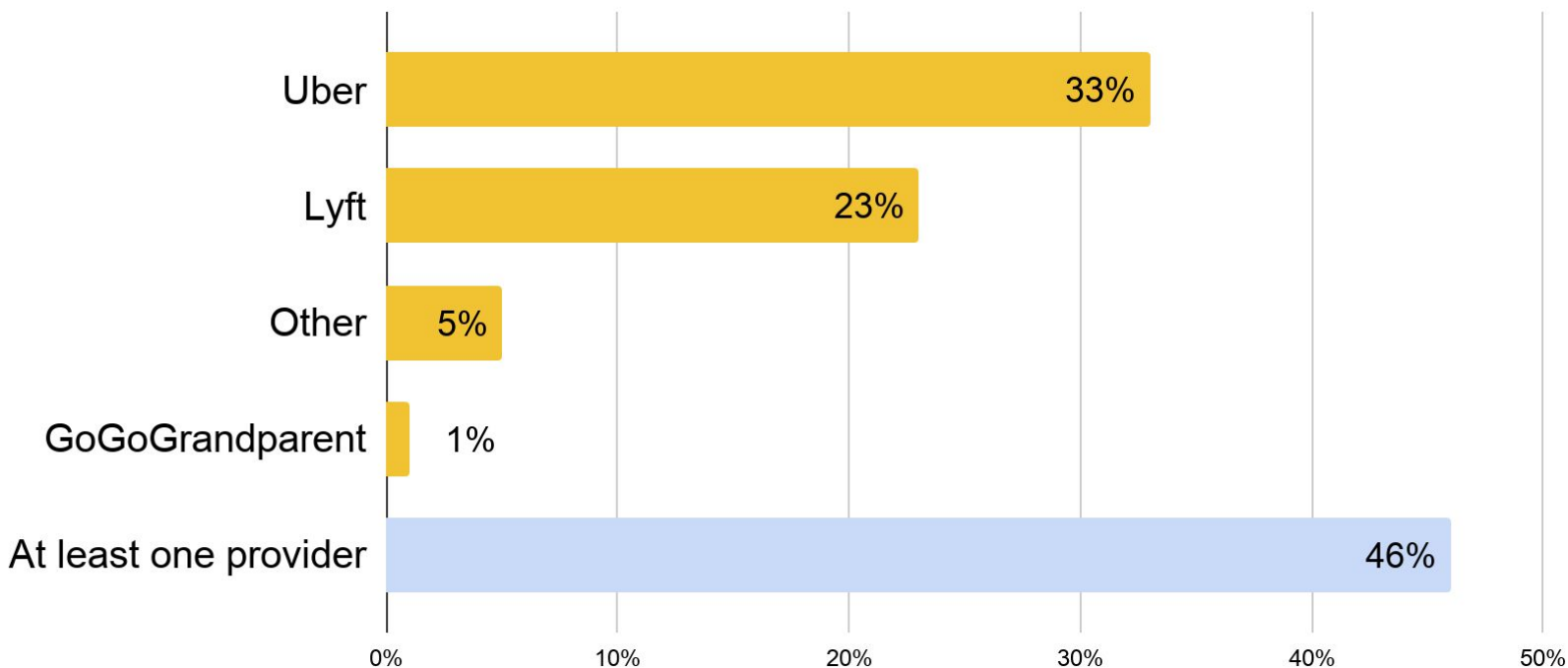Had experienced ride-hailing at least once   47%

Rode along with someone who booked a trip   31%

Booked trip myself using an app   29%

Took a trip booked for me   24%

Booked a ride over the phone   9%

Respondents' ride-hailing accounts

Ride-hailing frequency

Days per month when "at home"	
4+ days	14%
1 - 3 days	40%
Not used	46%

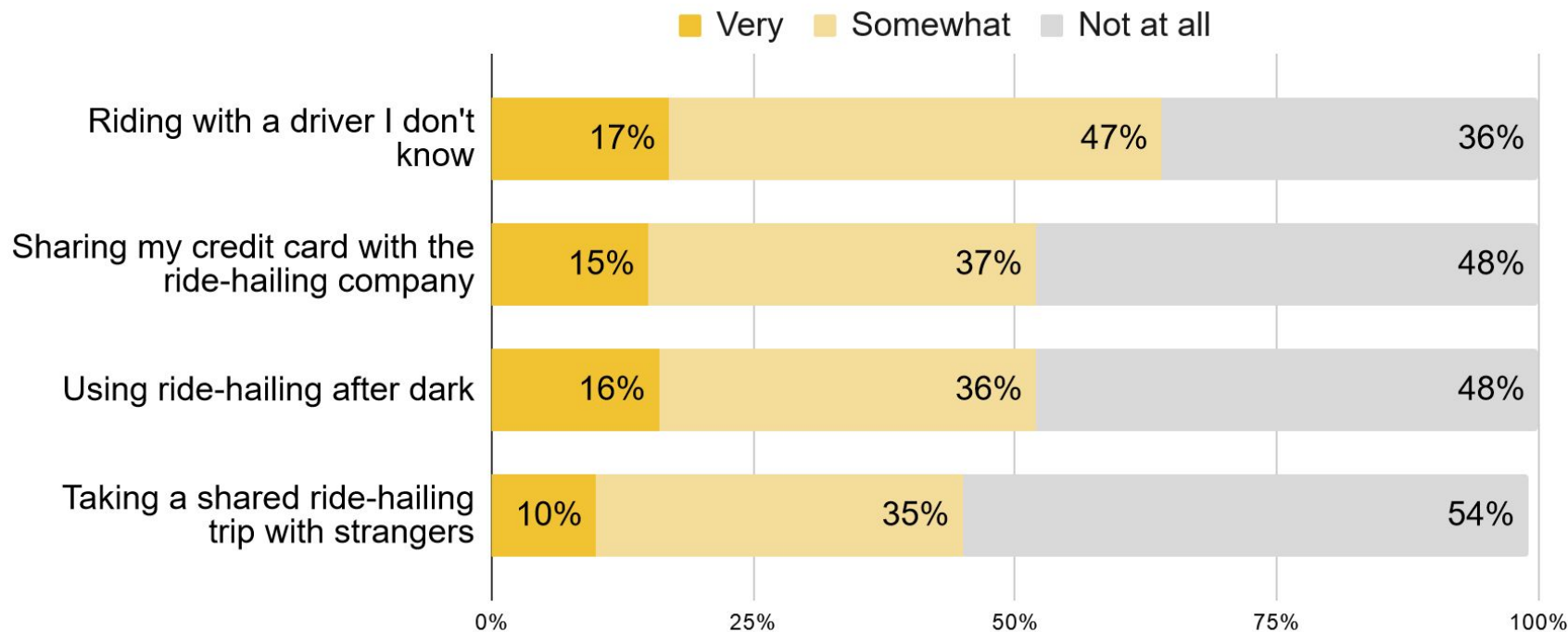| Frequency when traveling	
Frequently	14%
Sometimes	53%
Not used	33%

Findings:

Opinions about ride-hailing

Level of comfort with <u>current</u> features

Value placed on <u>potential new</u> features

Legend: A lot | Somewhat | Not at all

Feature	A lot	Somewhat	Not at all
Help available by phone	35%	35%	30%
Can book trips by phone with a person	30%	33%	37%
Can pay with a pre-loaded ride-hailing card (not linked to bank account/credit card)	29%	33%	38%
Driver is trained to help older passengers	24%	36%	40%
Vehicle is accessible (i.e., can store a wheelchair)	17%	27%	56%
Driver gives a paper bill to pay at local store	10%	25%	65%

Value placed on potential <u>benefits</u>

Legend: ■ Yes ■ Maybe ■ No

Statement	Yes	Maybe	No
I can go out at night without having to drive myself	36%	31%	33%
I can go out without having to ask family/friends for rides	40%	26%	34%
I don't have to worry about getting lost driving myself	36%	25%	38%
I have help carrying heavy bags to my door	30%	26%	44%
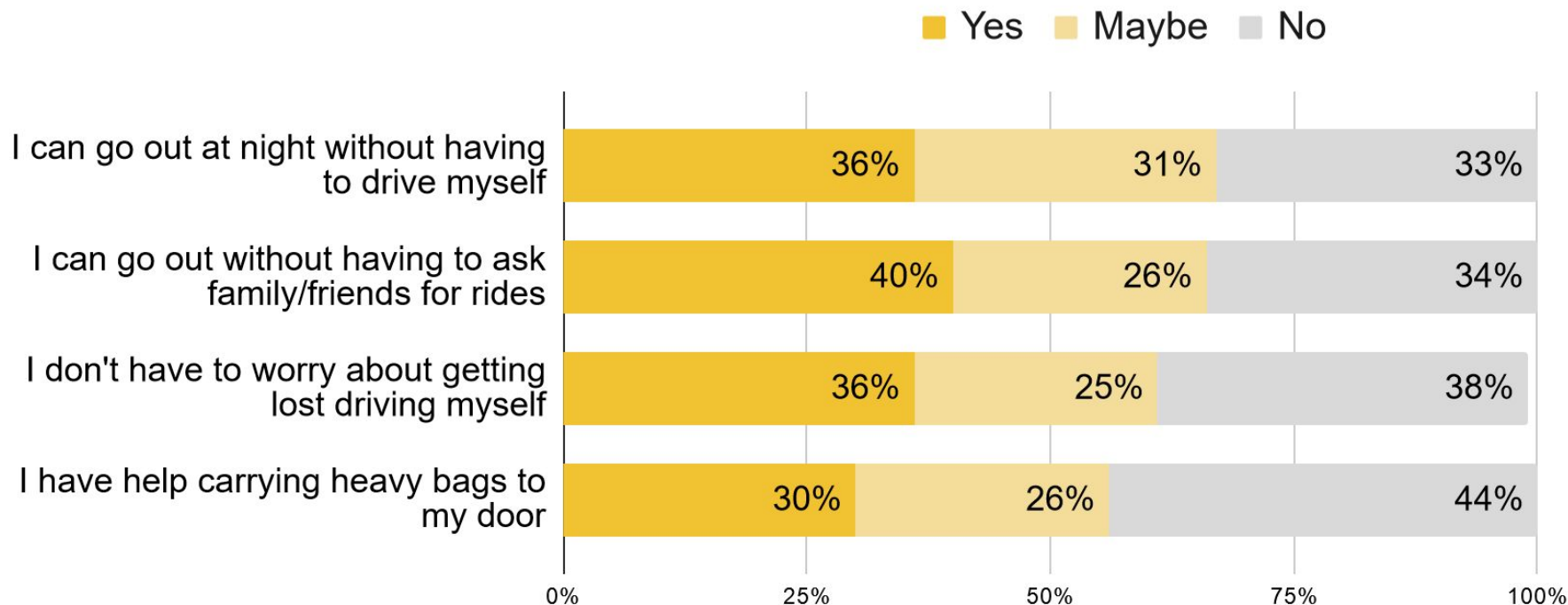
Conclusions

Ride-hailing is valuable as a travel option

Use of ride-hailing

- Almost half had experienced ride-hailing in some form

- Almost half had a ride-hailing app

- 29% had booked a trip themselves using an app

Reasons to value ride-hailing

- About ⅔ value not having to ask for rides, not having to drive at night, and not worrying about getting lost

- Somewhat fewer value help with bags (56%)

Making ride-hailing work for more older adults

Barriers

- About half were uncomfortable with riding after dark, riding with strangers as passengers, and giving a credit card to the company

- BUT fewer (36%) uncomfortable riding with an unknown driver

Desired features

- Help by phone (70%) and trip bookings by phone (63%)

- Pay with pre-loaded card not linked to bank account (62%) or pay in cash (35%)

Thank you for joining us for:

Will Ride-Hailing Enhance Mobility for Older Adults?

Full report at: https://transweb.sjsu.edu/research/1815

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