MTI Research Snaps Presents:

Will Ride-Hailing Enhance Mobility for Older Adults?

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#MTIResearchSnaps
Acknowledgements

Project partners:
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- Dr. Martin Wachs (University of California Los Angeles)
- Dr. Bonnie Dobbs (University of Alberta)

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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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   Bigger barriers are issues around trust, especially with financial tools, riding with strangers, riding at night
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   Bigger barriers are issues around trust, especially with financial tools, riding with strangers, riding at night.

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
<table>
<thead>
<tr>
<th>Travel mode(s) used in the previous 7 days</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drove myself (car, truck, motorcycle, etc.)</td>
<td>76%</td>
</tr>
<tr>
<td>Passenger in personal vehicle (exclude taxis, ride-hailing)</td>
<td>43%</td>
</tr>
<tr>
<td>Public transit (bus, train, ferry, etc.)</td>
<td>13%</td>
</tr>
<tr>
<td>Ride-hailing services (Lyft, Uber, etc.)</td>
<td>9%</td>
</tr>
<tr>
<td>Taxi</td>
<td>2%</td>
</tr>
<tr>
<td>Paratransit</td>
<td>1%</td>
</tr>
</tbody>
</table>
How respondents access the internet

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>84%</td>
</tr>
<tr>
<td>Computer</td>
<td>69%</td>
</tr>
<tr>
<td>Tablet</td>
<td>49%</td>
</tr>
</tbody>
</table>
## Level of comfort with online tasks

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very</th>
<th>Somewhat</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sending and receiving text messages</td>
<td>77%</td>
<td>16%</td>
<td>7%</td>
</tr>
<tr>
<td>Searching for information online (e.g., bus schedules)</td>
<td>65%</td>
<td>27%</td>
<td>7%</td>
</tr>
<tr>
<td>Using an app on a smartphone or tablet</td>
<td>57%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>Making a video call (e.g., Skype, FaceTime)</td>
<td>38%</td>
<td>31%</td>
<td>31%</td>
</tr>
</tbody>
</table>
Level of comfort with online financial tools

- **Buying something at a store with a credit card**
  - Very: 72%
  - Somewhat: 22%
  - Not at all: 6%

- **Buying something online with a credit card**
  - Very: 60%
  - Somewhat: 28%
  - Not at all: 12%

- **Checking a bank balance online**
  - Very: 66%
  - Somewhat: 20%
  - Not at all: 14%

- **Paying bills online**
  - Very: 62%
  - Somewhat: 22%
  - Not at all: 15%
Findings:

Experience with ride-hailing
## How respondents accessed ride-hailing

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Had experienced ride-hailing at least once</td>
<td>47%</td>
</tr>
<tr>
<td>Rode along with someone who booked a trip</td>
<td>31%</td>
</tr>
<tr>
<td>Booked trip myself using an app</td>
<td>29%</td>
</tr>
<tr>
<td>Took a trip booked for me</td>
<td>24%</td>
</tr>
<tr>
<td>Booked a ride over the phone</td>
<td>9%</td>
</tr>
</tbody>
</table>
Respondents’ ride-hailing accounts

- Uber: 33%
- Lyft: 23%
- Other: 5%
- GoGoGrandparent: 1%
- At least one provider: 46%
<table>
<thead>
<tr>
<th>Days per month when “at home”</th>
<th>Frequency when traveling</th>
</tr>
</thead>
<tbody>
<tr>
<td>4+ days</td>
<td>Frequently</td>
</tr>
<tr>
<td></td>
<td>14%</td>
</tr>
<tr>
<td>1 - 3 days</td>
<td>Sometimes</td>
</tr>
<tr>
<td></td>
<td>53%</td>
</tr>
<tr>
<td>Not used</td>
<td>Not used</td>
</tr>
<tr>
<td></td>
<td>33%</td>
</tr>
</tbody>
</table>

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 **current** features

- Riding with a driver I don’t know: 17% Very, 47% Somewhat, 36% Not at all
- Sharing my credit card with the ride-hailing company: 15% Very, 37% Somewhat, 48% Not at all
- Using ride-hailing after dark: 16% Very, 36% Somewhat, 48% Not at all
- Taking a shared ride-hailing trip with strangers: 10% Very, 35% Somewhat, 54% Not at all
Value placed on **potential new features**

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

- I can go out at night without having to drive myself: 36% Yes, 31% Maybe, 33% No
- I can go out without having to ask family/friends for rides: 40% Yes, 26% Maybe, 34% No
- I don’t have to worry about getting lost driving myself: 36% Yes, 25% Maybe, 38% No
- I have help carrying heavy bags to my door: 30% Yes, 26% Maybe, 44% No
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 \(\frac{2}{3}\) 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

Tune in for our next MTI Research Snap:
“Local Policy for Automated Mobility” on January 14, 2021, 10 am (PST)
Visit https://transweb.sjsu.edu/events for details and registration.

Have a suggestion for a webinar topic you’d like to see featured?
Email irma.garcia@sjsu.edu