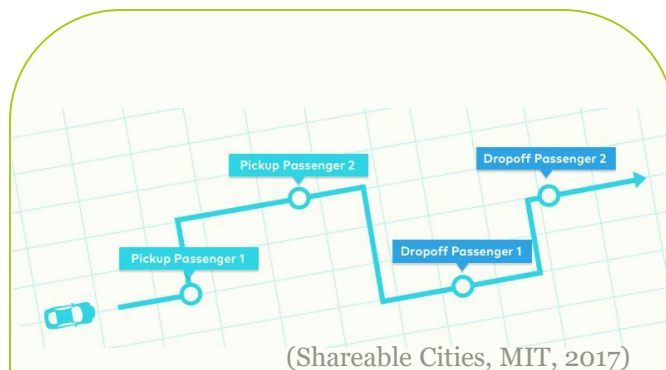
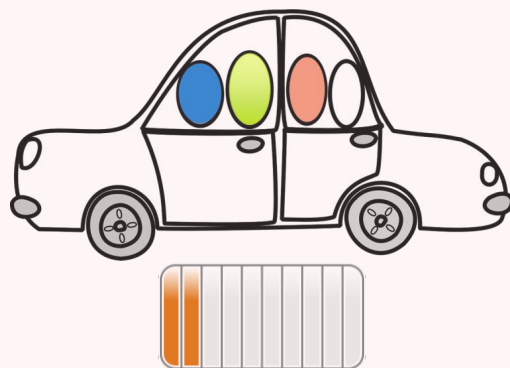
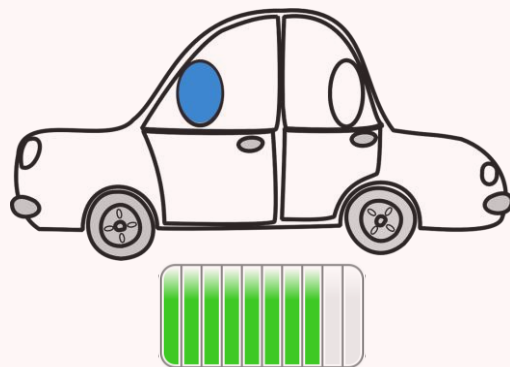


Willingness to Share Rides in On-demand Services for Different Market Segments

María J. Alonso González,
Oded Cats, Niels van Oort, Sascha
Hoogendoorn-Lanser and Serge Hoogendoorn





There is a massive potential of sharing rides with little incurred delays, and this applies to very different urban settings – *Tachet et al, 2017*

Why are there not more pooled rides?

PROS



CONS



COST SAVINGS



ADDITIONAL TIME



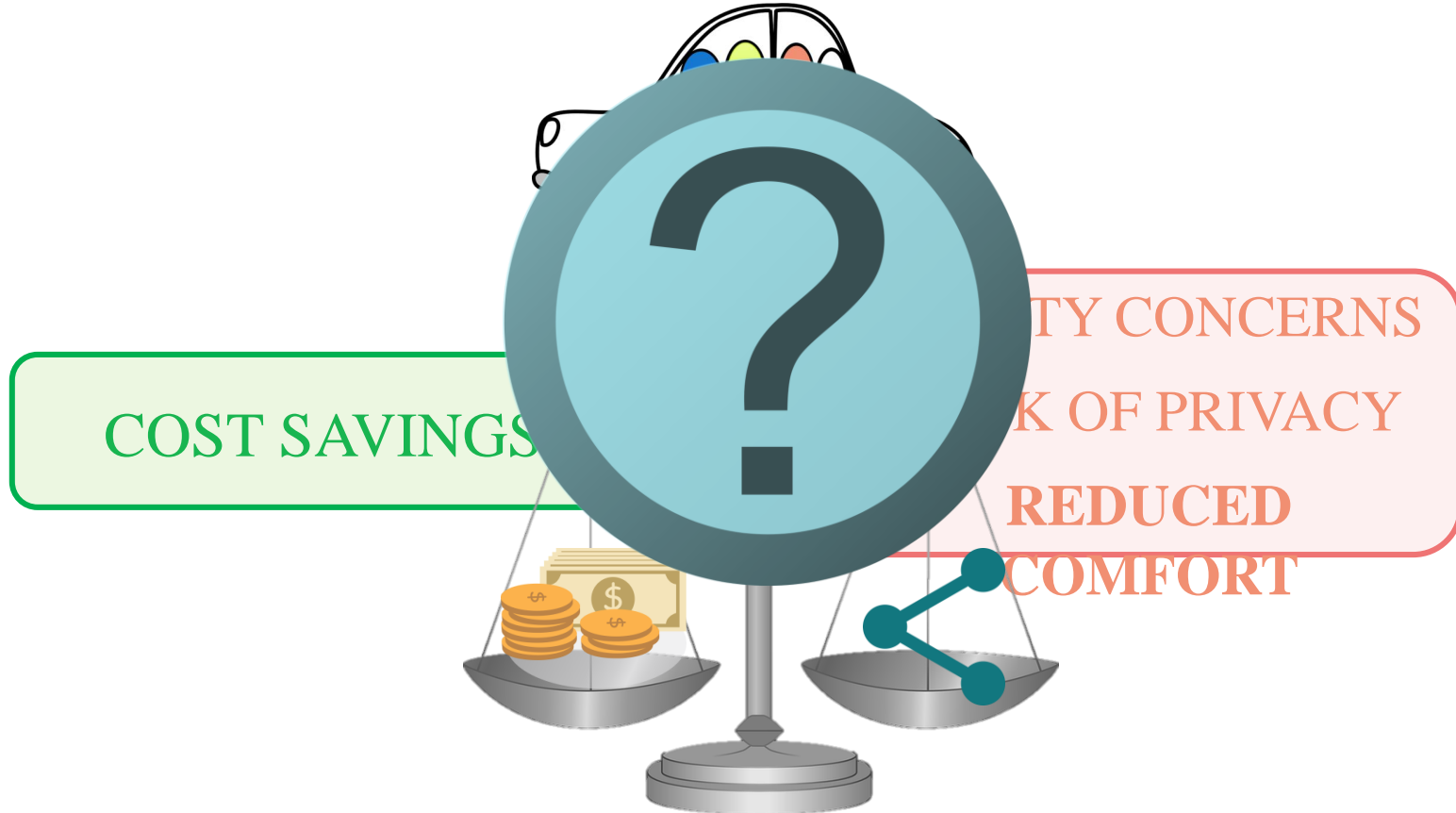
SAFETY CONCERNS

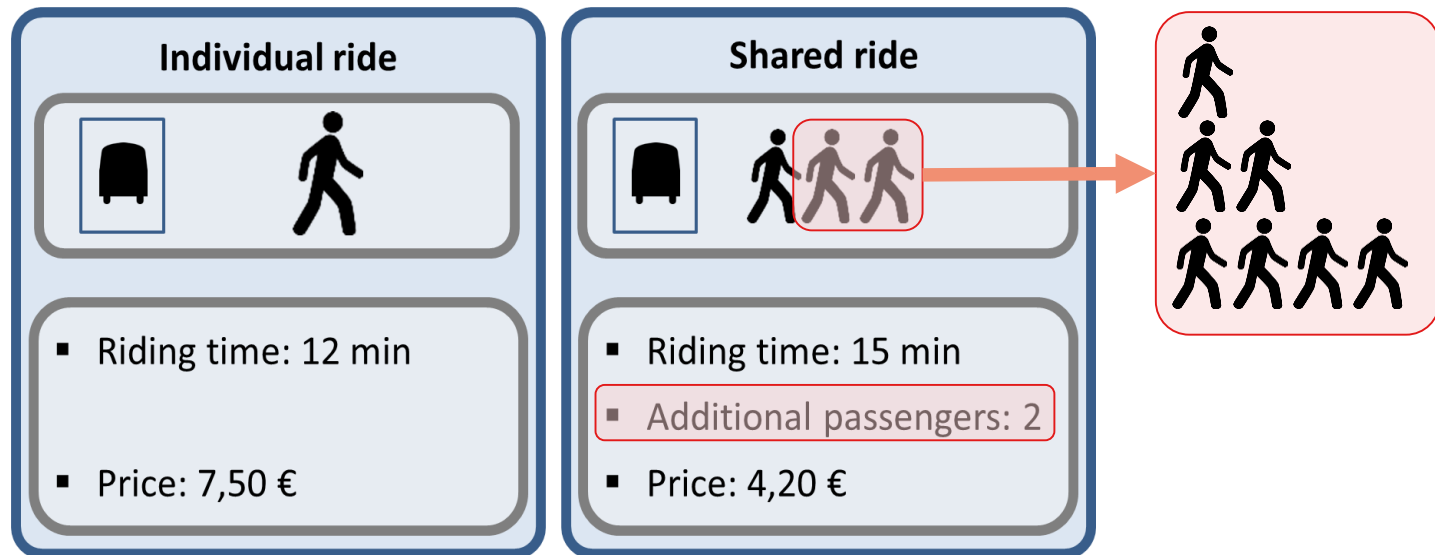
LACK OF PRIVACY

**REDUCED
COMFORT**



What is the monetary disutility of sharing an on-demand ride?







1006 valid
respondents

308



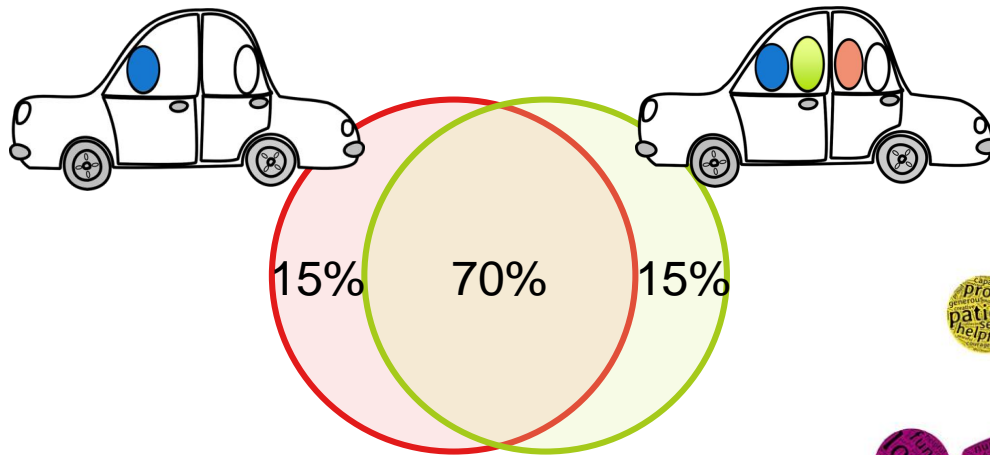
698



- Non-working individuals: 12.00 €/h
- Working individuals: 14.50 €/h

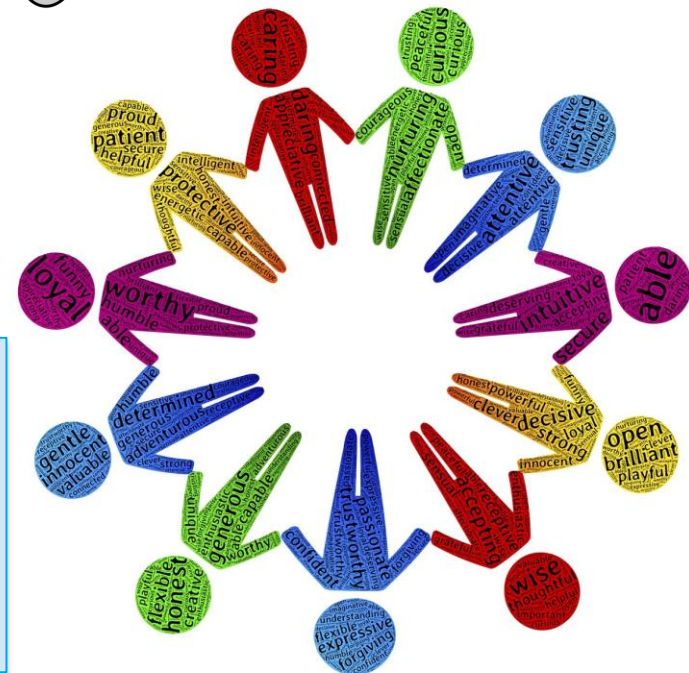


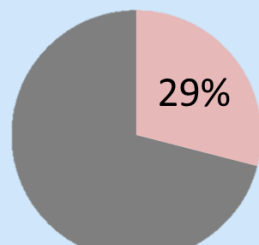
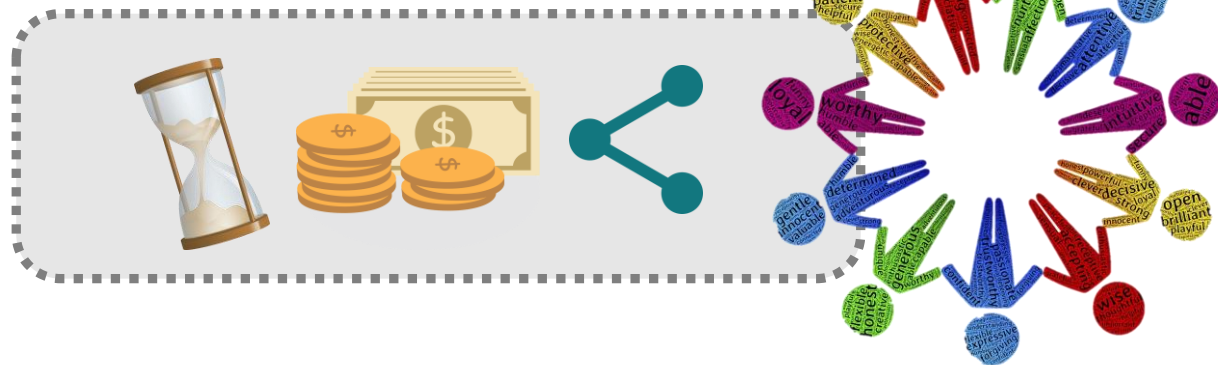
- 1 add. pax: 0.44 €/trip
- 2 add. pax: 0.44 €/trip
- 4 add. pax: 2.40 €/h



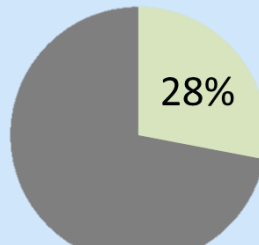
DIFFERENCES IN ATTITUDES

- Privacy
- Cost
- Time

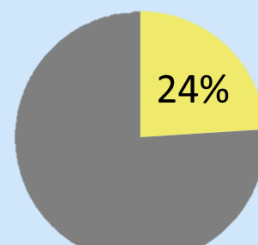




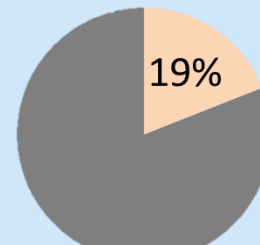
"It's my
ride"



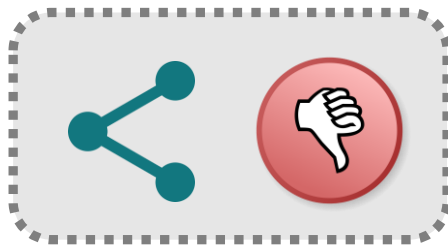
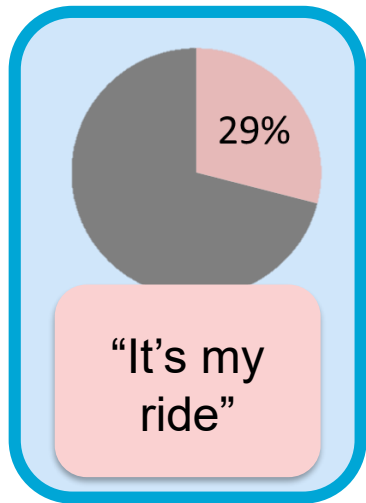
"Sharing
is saving"



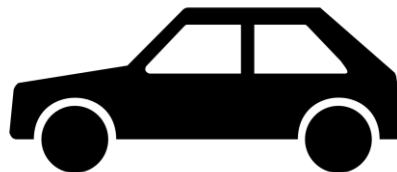
"Time is
gold"

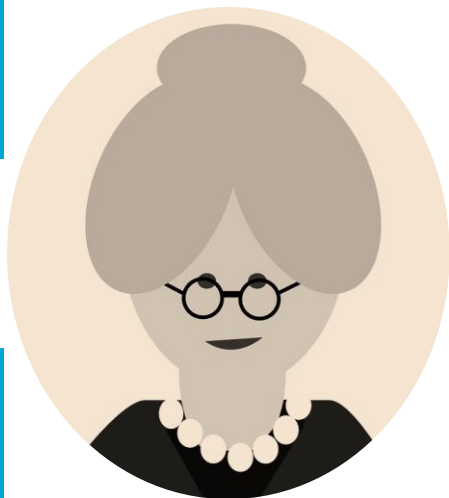
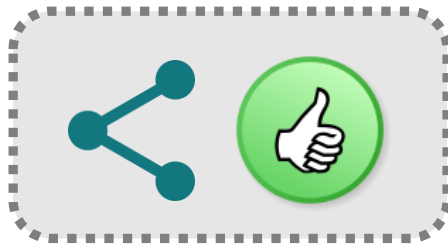
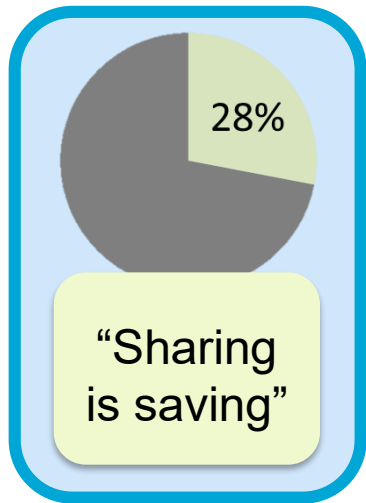



"Cheap and
half empty,
please"

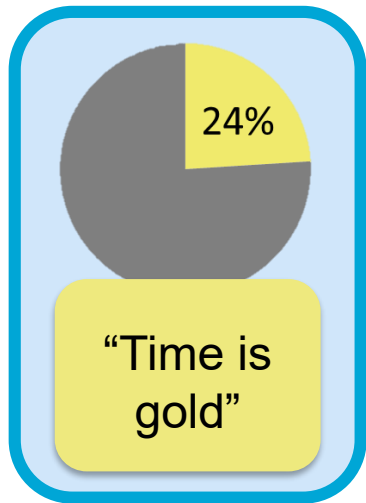



- Male
- Middle aged (35-64)
- High personal income





- Female
 - ≥ 65 years old
 - Not working
- 

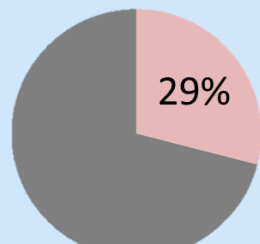


- Female
 - Young (18-34)
 - High educated
- 

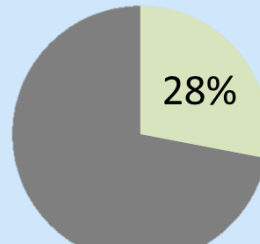


- Male
- Equally likely for all age groups
- Middle educated

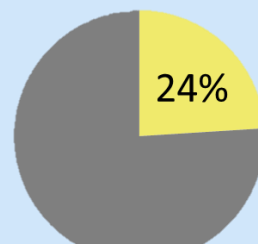
R E C A P



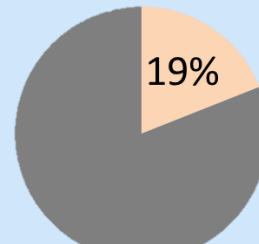
"It's my ride"



"Sharing is saving"



"Time is gold"

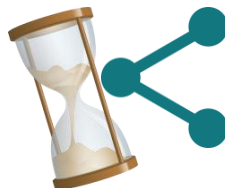


"Cheap and half empty, please"

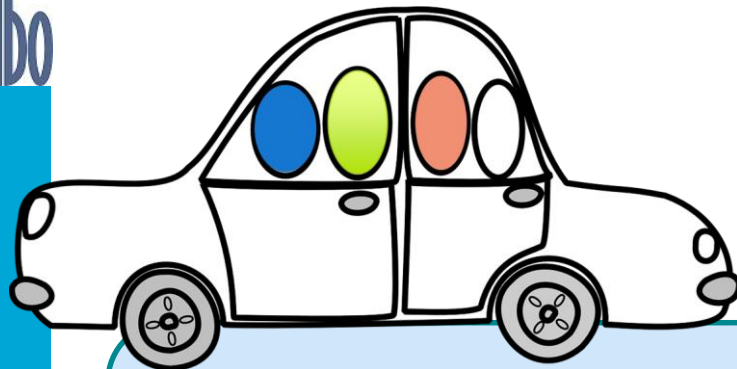


4 add. pax

Most important attribute



(4 add. pax) ¹⁴



Potential of an increasing uptake of pooled rides

- Cost-time trade-offs more important than pooling per-se
- The concrete number of fellow passengers plays a role
- Car-centred individuals less likely to share

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