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

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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**
- COST SAVINGS

**CONS**
- ADDITIONAL TIME
- SAFETY CONCERNS
- LACK OF PRIVACY
- REDUCED COMFORT
What is the monetary disutility of sharing an on-demand ride?
Individual ride
- Riding time: 12 min
- Price: 7.50 €

Shared ride
- Riding time: 15 min
- Additional passengers: 2
- Price: 4.20 €
1006 valid respondents

- 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"
"It's my ride"

Most important attribute:
- Male
- Middle aged (35-64)
- High personal income
“Sharing is saving”

Most important attribute

- Female
- ≥ 65 years old
- Not working
Most important attribute

“Time is gold”

- Female
- Young (18-34)
- High educated
Most important attribute

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

“Cheap and half empty, please”

19%
"It’s my ride"

"Sharing is saving"

"Time is gold"

"Cheap and half empty, please"

29%

28%

24%

19%

4 add. pax

Most important attribute

(4 add. pax)
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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