Driver choices towards ride sharing in Athens

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Overview

• Ridesharing is the concept of “offer a ride” on vehicle where seats are available. Ridesharing services have been expanded worldwide, taking advantage of this new world of technology innovation.

• The objective of this research is to investigate and analyse the drivers’ preferences toward ridesharing.

• Research focused on examining whether the passengers intend to use a shared vehicle and identifying the main factors which determine the choice of ridesharing service as a way to travel in the city of Athens.

Methodology

Survey

• a personal interview, questionnaire-based survey was undertaken, aiming at collecting information on the level of understanding and preferring ridesharing services over other travel options in the Athens Metropolitan area.

The questionnaire consisted of the following sections:

• traveler profile (trip purpose, public transport usage, vehicle ownership)
• traveler satisfaction on current mobility and transportation conditions in Athens
• Knowledge related questions with respect to ridesharing
• Stated preference questions
• Demographic

The survey was performed in eight suitably selected Athens metro stations.

Sample

• 286 participants
• Counterbalanced per gender and Age group
• A stratified random sampling technique was applied.

Results

Descriptive Analysis

A preliminary part of the analysis focused on interpreting collected data using descriptive statistics.

Regression Models

• Two binary logistic regression models were developed to identify and correlate
• the factors on which the selection of ridesharing services depends
• how the future use of ridesharing services is correlated to several explanatory variables

<table>
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<tr>
<th>Parameters</th>
<th>Coefficient</th>
<th>Std. Error</th>
<th>Odds Ratio</th>
<th>Wald</th>
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<tbody>
<tr>
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<td>1.868</td>
<td>4.745</td>
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<td>Age</td>
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<td>.004</td>
<td>.653</td>
<td>8.301</td>
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<td>Are you aware of ridesharing</td>
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<td>.000</td>
<td>.523</td>
<td>18.741</td>
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<td>Ridesharing would be useful for the case of Athens</td>
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<td>.000</td>
<td>.273</td>
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<td>sharing a ride in a private car with people you may not know</td>
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<td>.000</td>
<td>.321</td>
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<td>How much do you spend for transportation per week</td>
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<td>.000</td>
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<td>Constant</td>
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<td>.000</td>
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</table>

Conclusions

• While almost 57% of respondents have heard of ridesharing services, only 12% of them have used some ridesharing service in Greece and another 12% abroad.

• Women and young people intend to use ridesharing services to a greater extent than men and other age’s travelers respectively.

• Cost is the most important parameter for choosing a ridesharing service compared to a taxi.