

TRA2020 – Rethinking transport

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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.



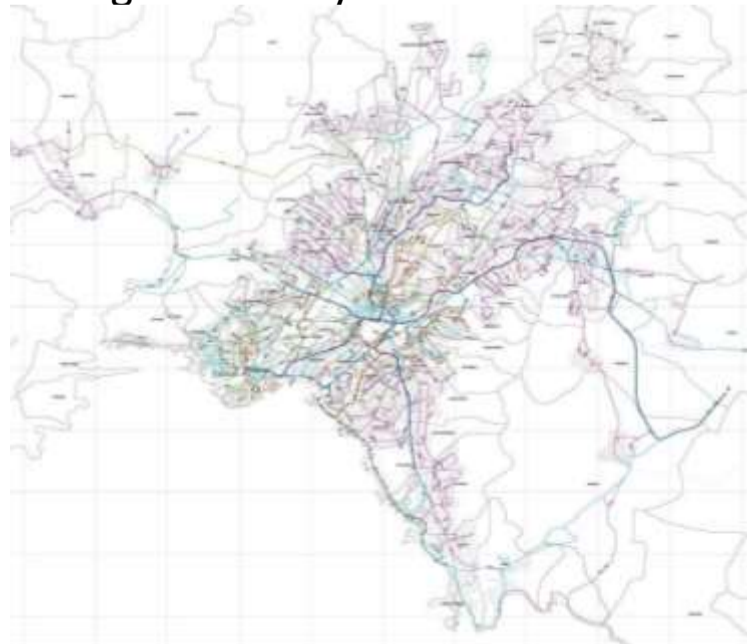
Methodology

Survey

- a **personal interview**, questionnaire-based survey was undertaken, aiming at collecting information on the level of understanding and preferring ridership 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

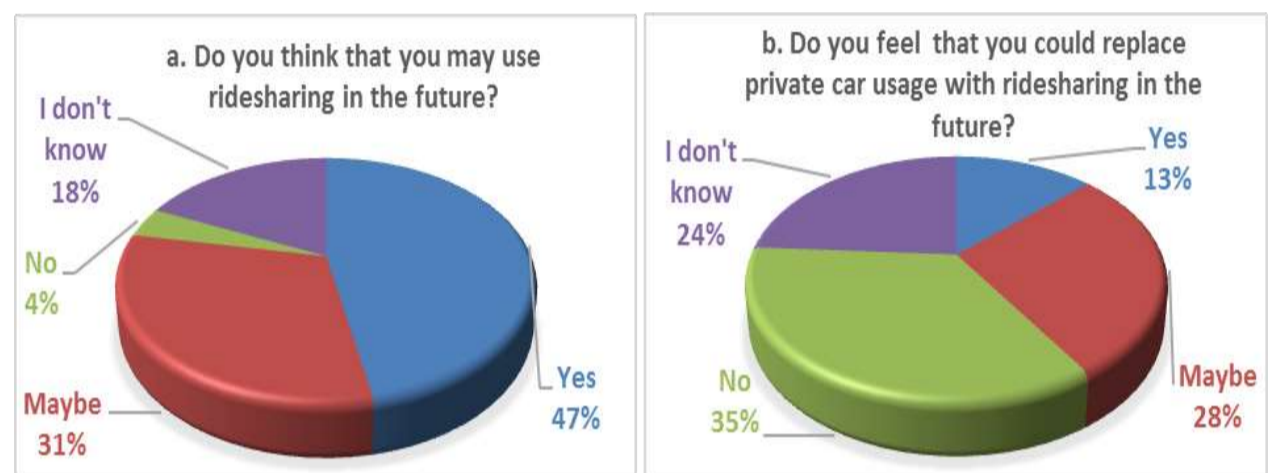
- **286** participants
- Counterbalanced per **gender** and **Age group**
- A **stratified random sampling technique** was



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

Parameters	Coefficient	Sig	Odds Ratio	Wald
Gender	,521	,029	1,684	4,745
Age	-,426	,004	,653	8,301
Are you aware of ridesharing	-,648	,000	,523	18,741
Ridesharing would be useful for the case of Athens	-1,298	,000	,273	78,994
sharing a ride in a private car with people you may not know	-1,135	,000	,321	36,241
How much do you spend for transportation per week	-,798	,000	,450	25,003
Journeys to work	1,073	,000	2,923	31,246
Flexibility	-,660	,000	,517	23,717
Comfort	,405	,000	1,499	14,340
Constant	10,086	,000	,091	137,63

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

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