

# Ride-Hailing Behavior Questionnaire to Compare Population Cohorts

(STRIDE Project E2: Establishing A Dual Generational Modality Dataset)

## PROJECT OVERVIEW

Ride-hailing services such as Uber or Lyft were originally thought to be a way to reduce congestion. However, these services have been shown to increase congestion in some cases as ride-hailing providers drive around waiting for riders and parking. In addition, ride-hailing services have may lead to the abandonment of public transit in some cases. Understanding how consumers use ride-hailing services is important for transit authorities, planners and policy makers to make sound policy decisions.

Combined, millennials and Generation X-ers comprise 150 to 170 million consumers. It is believed their travel behavior will have a major effect on the transportation sector and, in turn, congestion. This study focused on understanding the behavior of these two age cohorts in Florida and North Carolina, locations characterized by lower density urban areas, large suburban areas, and rural areas.

## GOAL

The purpose of this study was to evaluate the use of ride-hailing services in the two largest age cohorts (millennials and Generation X) with a focus on the southeastern United States.

## FINDINGS

This research employed quantitative methods. An online questionnaire was completed by 1,011 respondents in Florida and 892 in North Carolina. The results illustrate that both generations use ride-hailing services, but as seen in previous studies, millennials are more inclined to use them. Ride-hailing serves as an important commute mode, particularly for millennials. In addition, and of importance to planners, the market has diversified, and more users are coming from the suburbs. As more people use ridesharing services planners and policy makers should consider the impact on congestion, public transit, infrastructure, and parking costs.

## PRODUCT

### Travel Behavior Questionnaire

The product is an online questionnaire that can be used to understand changes in transportation travel behavior of different population cohorts. The survey can be modified to use in different regions. The survey data can be found [here](https://www.eng.ufl.edu/stride/wp-content/uploads/sites/153/2022/04/Qualtrics-Survey_Two-Generation.pdf):

[https://www.eng.ufl.edu/stride/wp-content/uploads/sites/153/2022/04/Qualtrics-Survey\\_Two-Generation.pdf](https://www.eng.ufl.edu/stride/wp-content/uploads/sites/153/2022/04/Qualtrics-Survey_Two-Generation.pdf)

For more information on Project E2 (Establishing A Dual Generational Modality Dataset), visit the [STRIDE Project page](#).

## PRODUCT

### Travel Behavior Questionnaire

The questionnaire evaluates travel behavior among different population cohorts.

## IMPACT

Travel behavior data provides important insights for policy making and planning.

## WHO BENEFITS?

- Regional transit authorities
- Transportation professionals
- Researchers

## RESEARCHERS

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## About STRIDE

The [Southeastern Transportation Research, Innovation, Development & Education Center \(STRIDE\)](#) is the 2016 Region 4 (Southeast) U.S. Department of Transportation University Transportation Center headquartered at the [University of Florida Transportation Institute \(UFTI\)](#).

