Car-sharing is a sustainable mode of transportation that can:
• Reduce vehicle kilometers travelled by car users
• Reduce parking demand & automobile dependence
• postpone vehicle purchase
• Reduce traffic congestion, air pollution, waste and greenhouse gas emissions
• increase trip planning

Industry & government practitioners must shape transportation perceptions and attitudes appropriately to encourage sustainable transportation, including car-sharing.

What are millennials' perceptions and attitudes toward car ownership and car sharing?

Research Question

Background

Methodology

Focus Groups

-Review of relevant literature
-Recruitment strategy
-Filtering criteria
-6 interactive focus groups with millennials
-5 held in Peterborough
-1 held in Toronto
-29 total students

NVivo 10

- NVivo Qualitative Software Program
- Coding & Themes
- Matrix Comparison
- Attributes (sex, hometown, program)

Results

MILLENNIALS’ ATTITUDES TOWARD CAR-SHARING

- Eco-Friendly
- Cost-efficient
- Progressive

MILLENNIALS’ ATTITUDES TOWARD CAR-OWNERSHIP

- Personal Identity
- Status
- Convenience
- Independence

Social Norms

Change

- Students are satisfied with a car for “practicality”
- Students generally see expensive cars as “unnecessary”

Challenge

- Students challenged the car as a dominant mode of transportation
- Willing to drive less

Re/Construct

- There is no firmly constructed social norm attached to car-sharing

Future Work

Industry & government practitioners must shape transportation perceptions and attitudes appropriately to encourage sustainable transportation, including car-sharing.

Contact Info & References

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