

MILLENNIALS' ATTITUDES AND PERCEPTIONS TOWARD CAR-SHARING AND VEHICLE OWNERSHIP



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Background

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

Research Question

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

Methodology

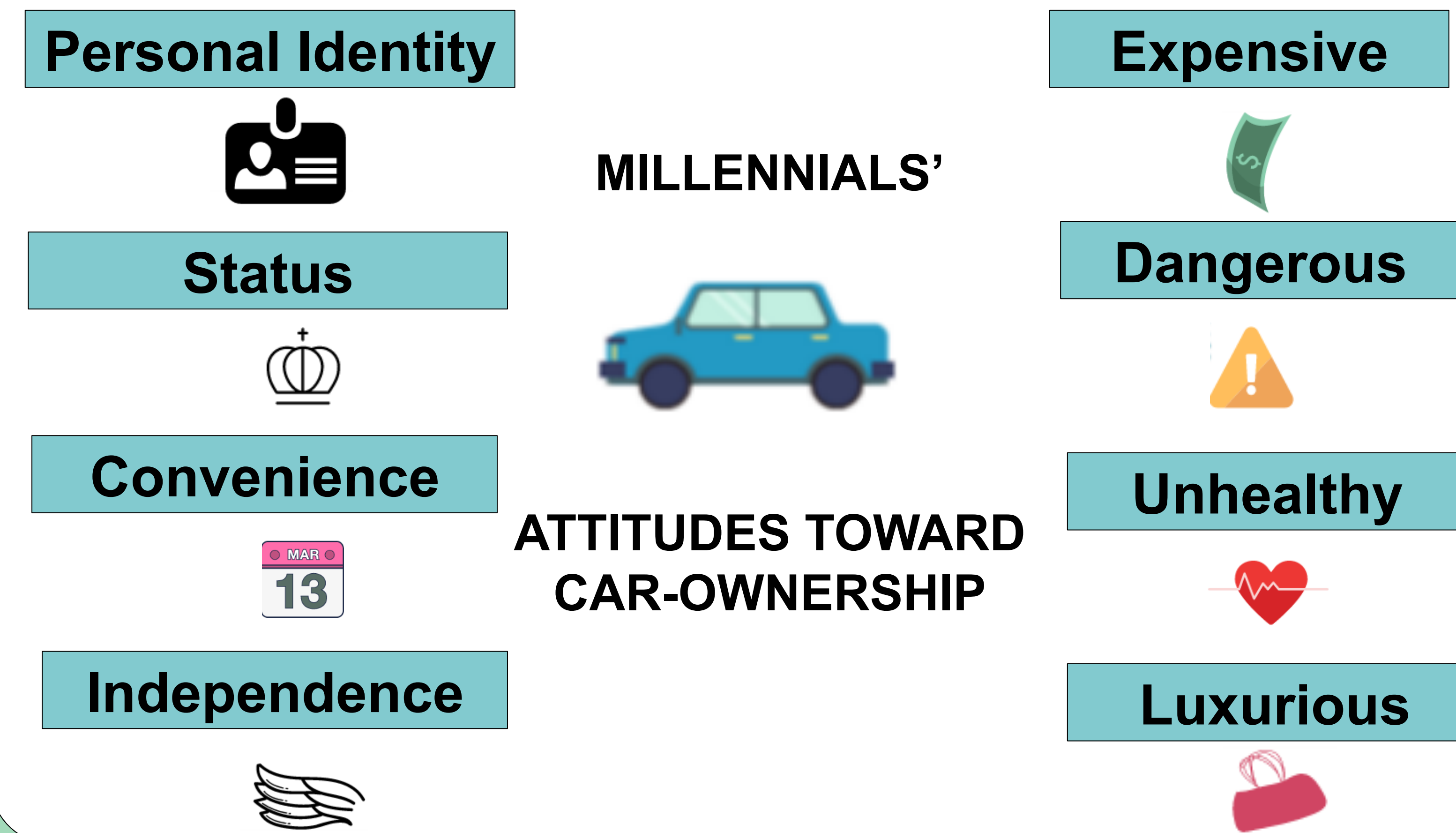
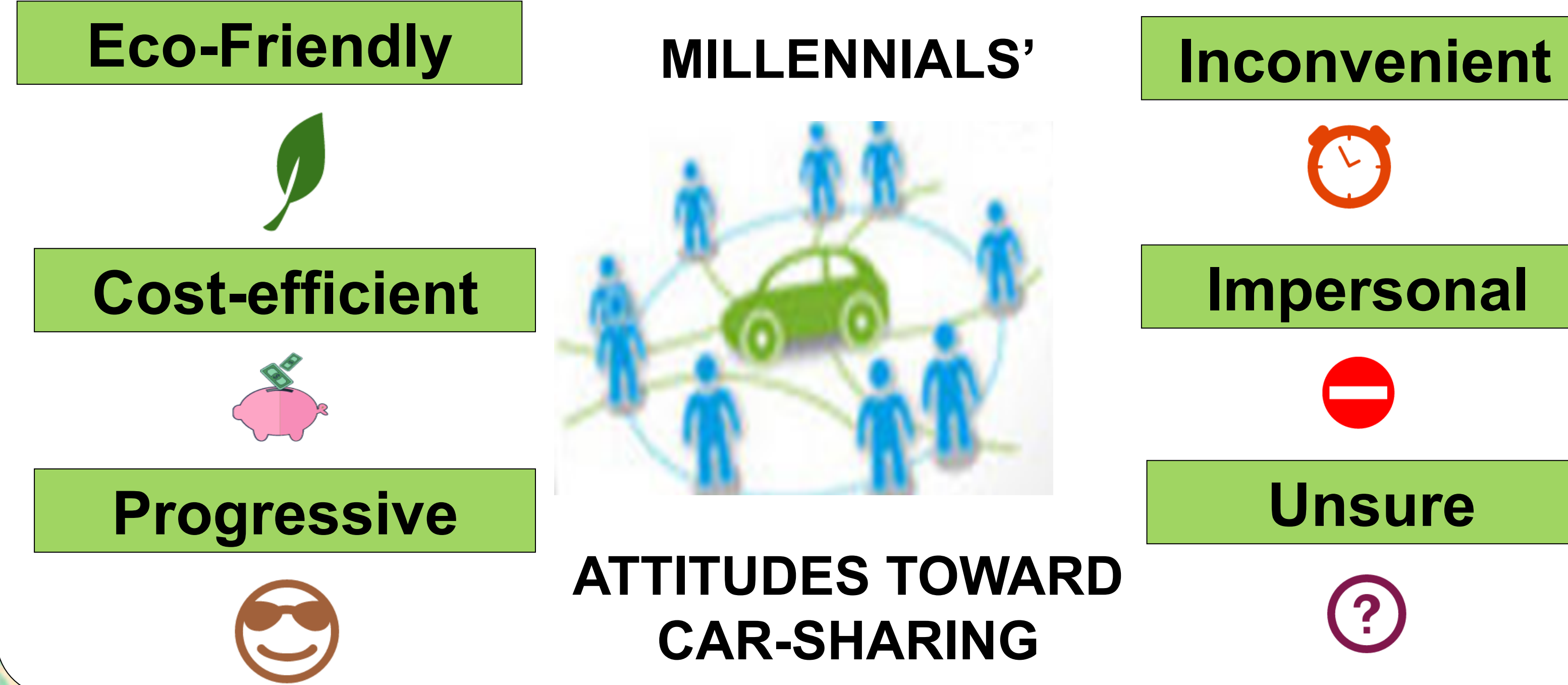
Focus Groups

- 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



What factors influence millennials' perceptions?

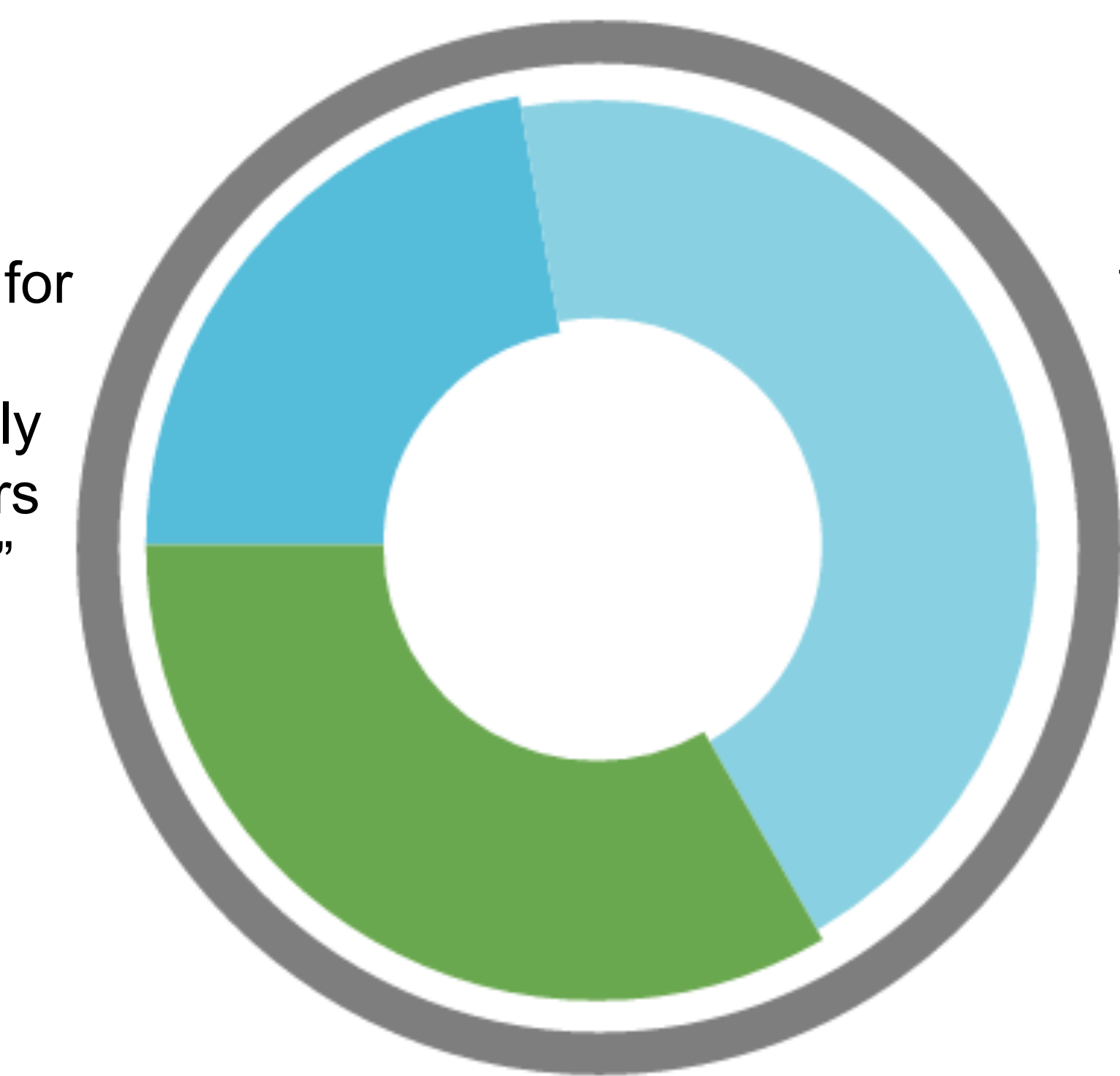


Conclusions

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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2. Stasko, T. H., Buck, A. B., & Gao, H. O. (2013). Carsharing in a university setting: Impacts on vehicle ownership, parking demand, and mobility in Ithaca, NY. *Transport Policy*, 30, 262–268.

