

POPULUS GROUNDTRUTH: DATA ON THE ADOPTION OF NEW MOBILITY SERVICES

SCAG Modeling Task Force
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MOBILITY SERVICES HAVE RAPIDLY EVOLVED IN CITIES



LEGACY PLAYERS ARE IN THE DARK

Legacy transportation providers have limited information about the adoption and use of new mobility services.

Populus was created by MIT PhDs who combine deep industry knowledge with modern data and software solutions.



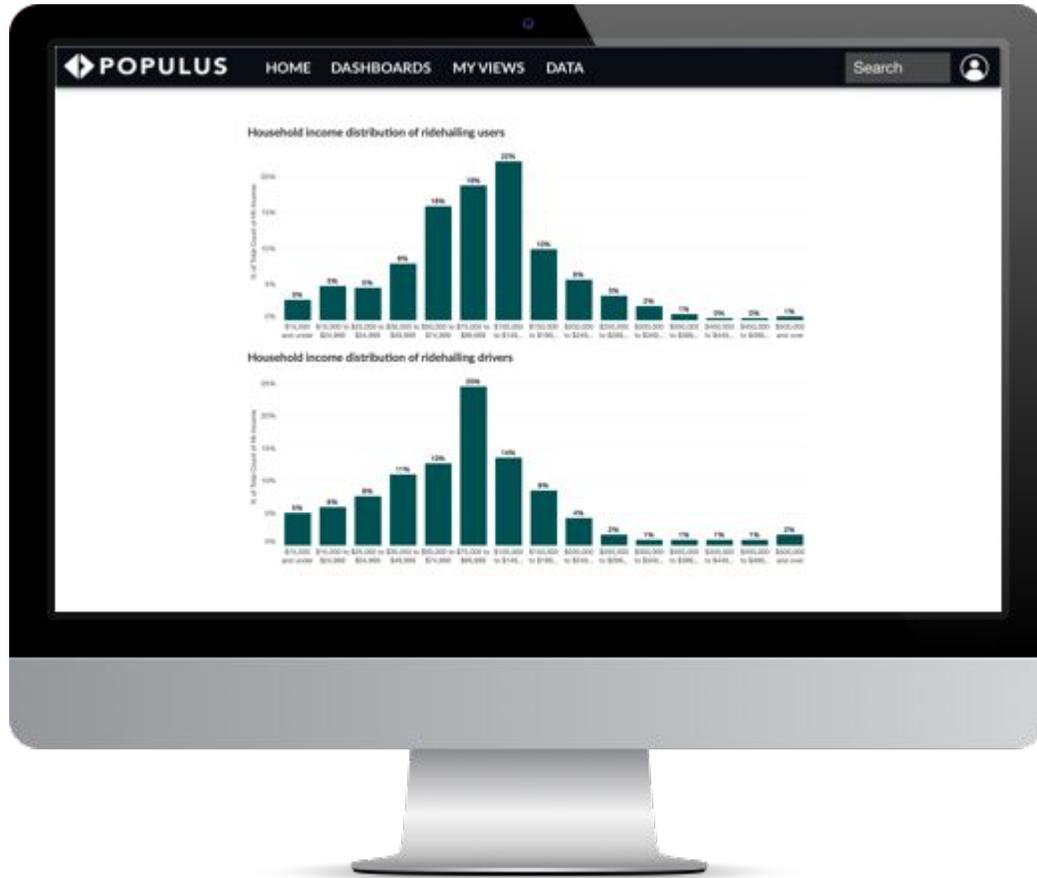


PI BayArea Plan

**EVEN REGIONAL TRANSPORTATION PLANS HAVE LIMITED
INFORMATION ABOUT NEW MOBILITY OPTIONS**

POPULUS GROUNDTRUTH

Essential insights on the adoption of new mobility services



Populus Groundtruth provides cities and transportation planners with current, representative data on transportation choices, including:

- Adoption and use of Uber, Lyft, and other on-demand services.
- Adoption and use of carpooling mobile apps, trip navigation tools, and other mobile based products.
- Current vehicle ownership rates across generations, vehicle license rates, and attitudes towards future car ownership.
- Changes in transportation behavior as a results of using new mobility services.

FEATURED CUSTOMERS AND PARTNERS

Trusted by experts on the future of transportation, cities, and automotive leaders.

UNIVERSITY



PUBLIC SECTOR



AUTOMOTIVE

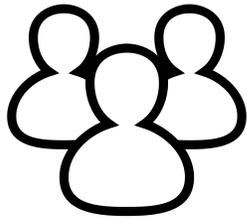
“We searched for two years for someone selling this type of data and haven’t been able to find it. Can we purchase this data from you annually? This is what we really need.”
- current automotive customer

**MODELERS NEED RECENT DATA ON
TRANSPORTATION CHOICES
IN A RAPIDLY-CHANGING LANDSCAPE**

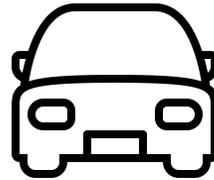
COMPREHENSIVE, REPRESENTATIVE DATA FROM CITIES & METROPOLITAN AREAS



ATTITUDES



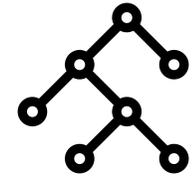
DEMOGRAPHICS



VEHICLE
OWNERSHIP

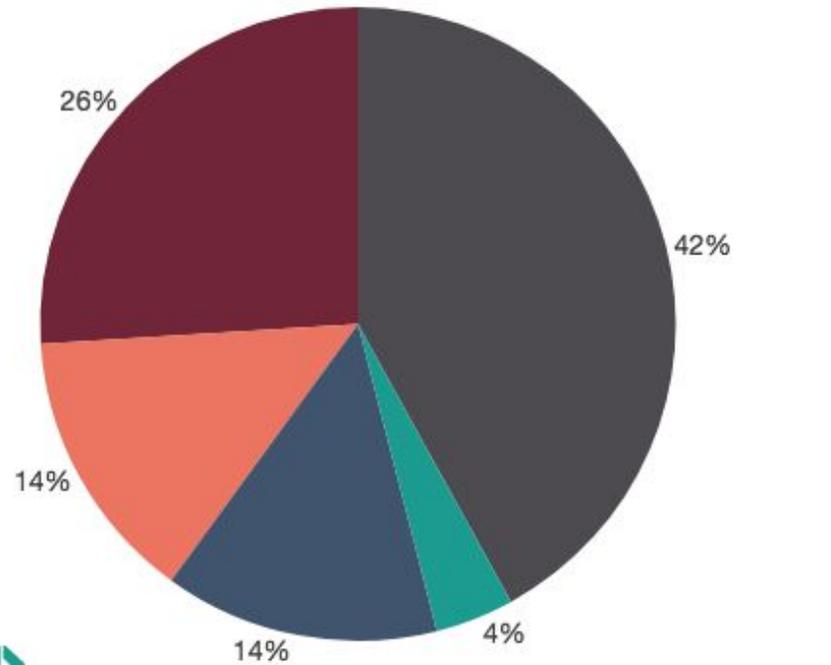


MOBILITY
SERVICES



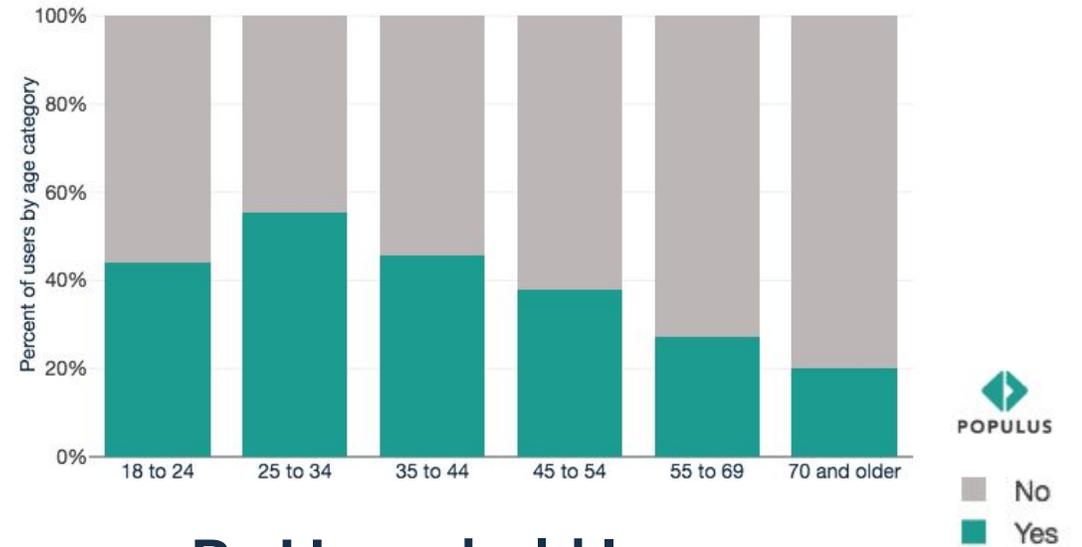
BEHAVIOR
CHANGE

RIDEHAILING ADOPTION

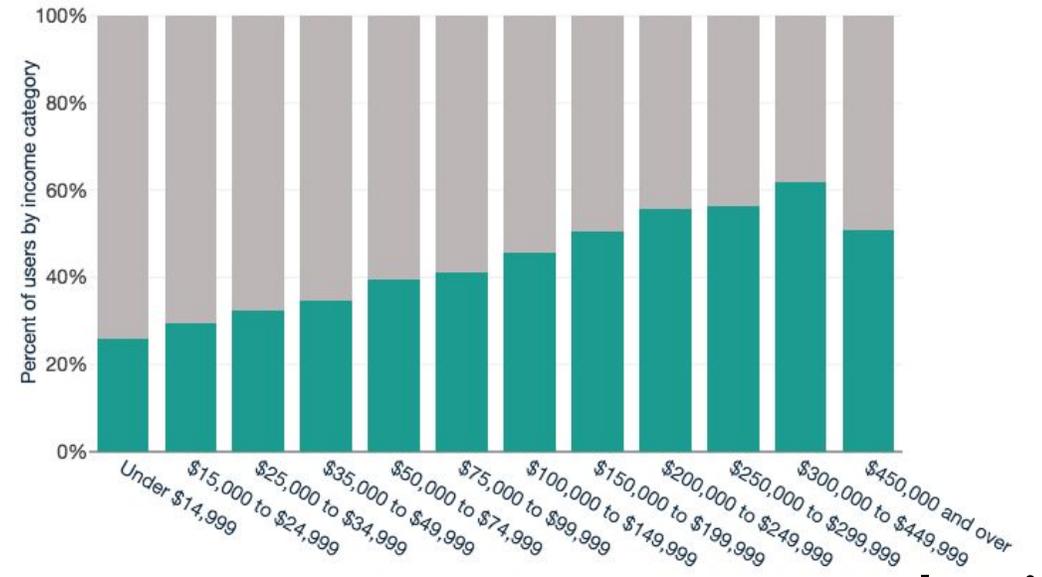


- Yes, heard of them, but haven't used them
- Yes, I use them while traveling in/around my city
- Yes, have ridden in them with friends or family
- Yes, I use them only when traveling away for business or vacation
- No, never heard of them

By Age

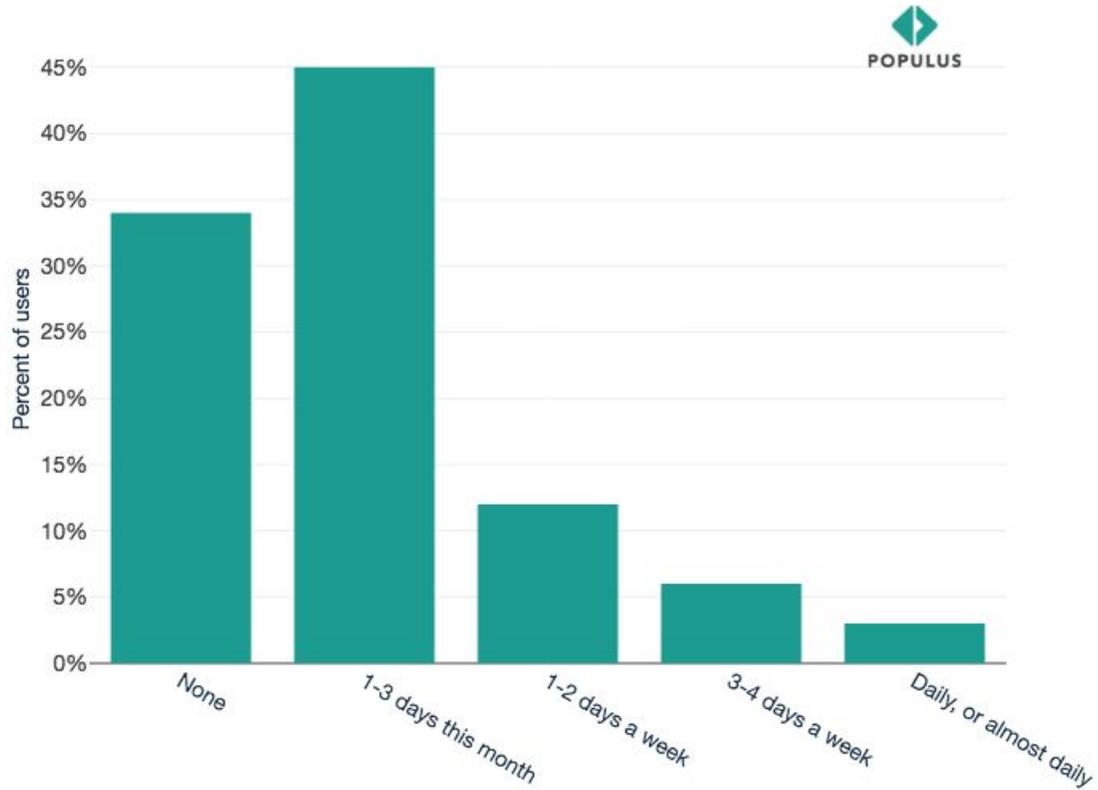


By Household Income

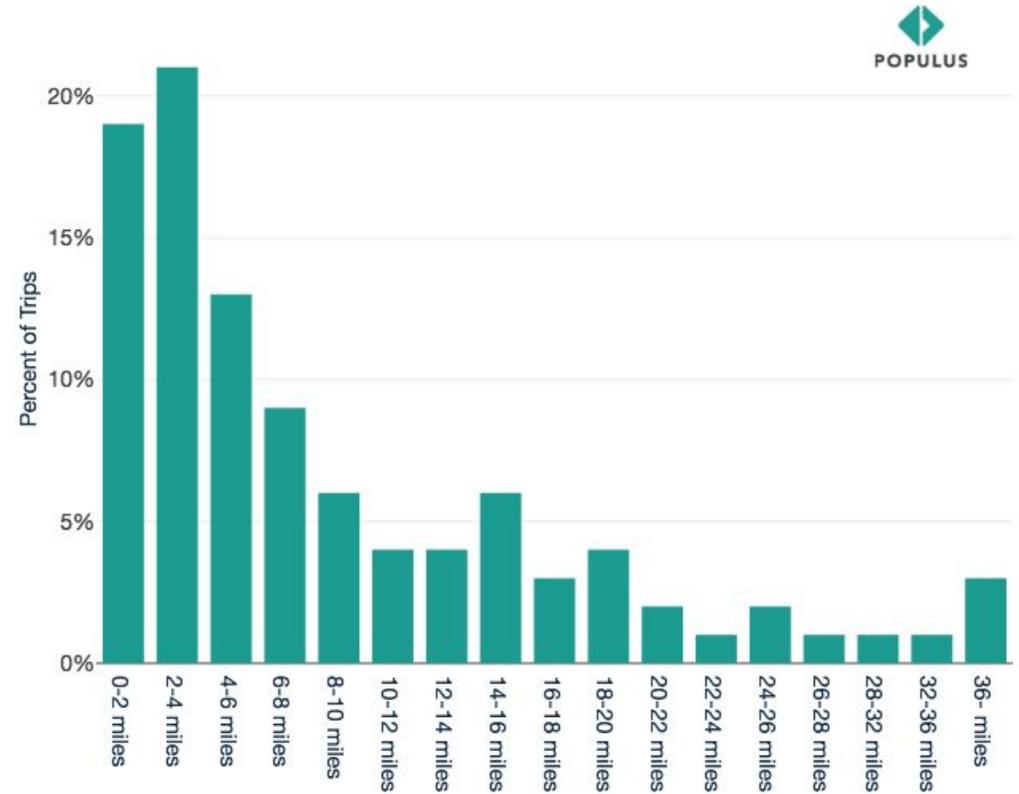


RIDEHAILING TRIPS

Frequency

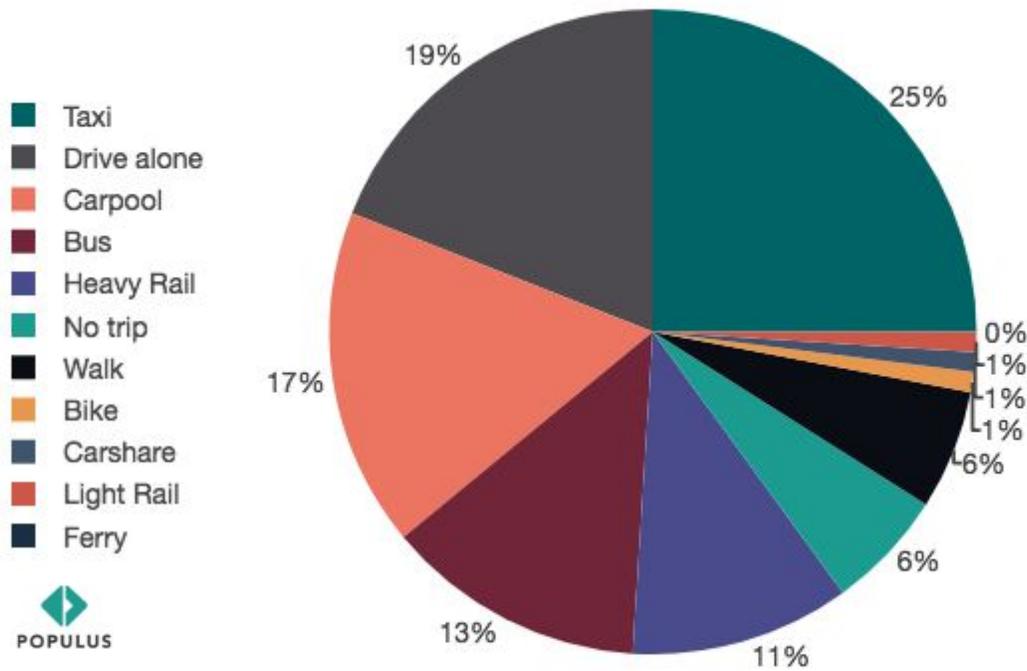


Trip Distances

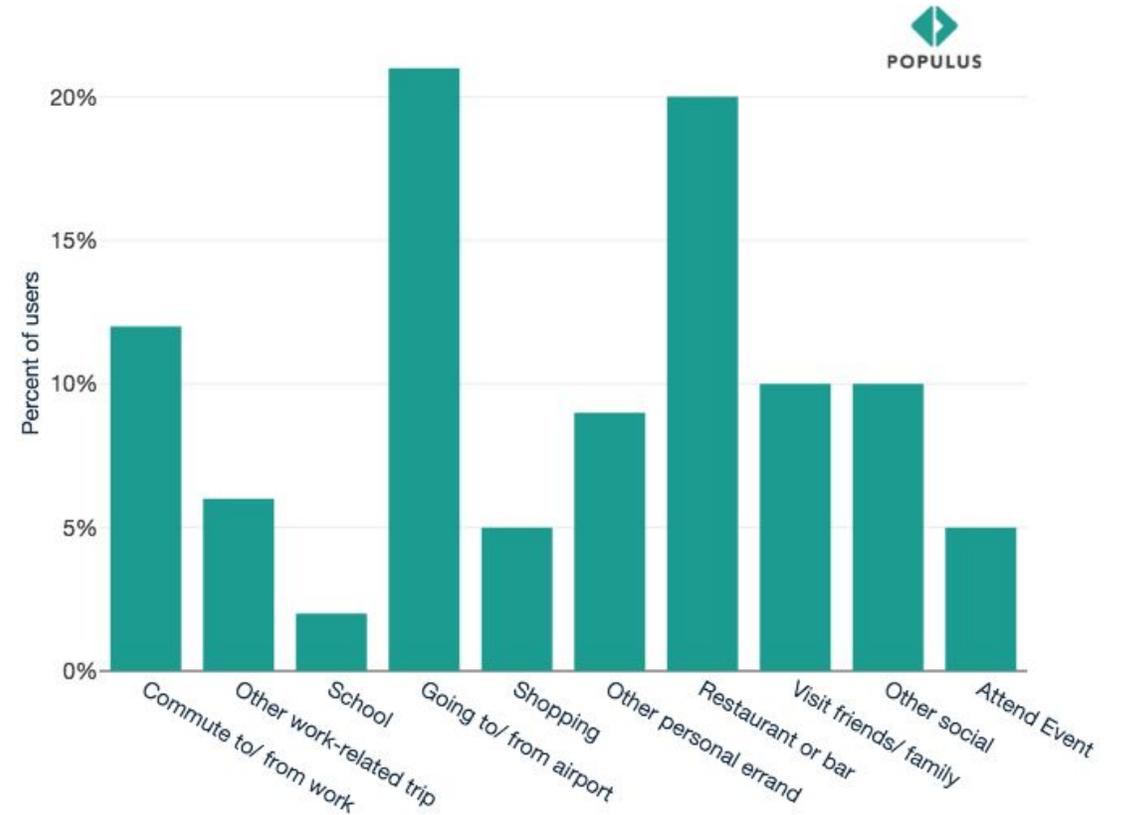


INTERCEPT SURVEY: LAST RIDEHAILING TRIP

Alternate Mode

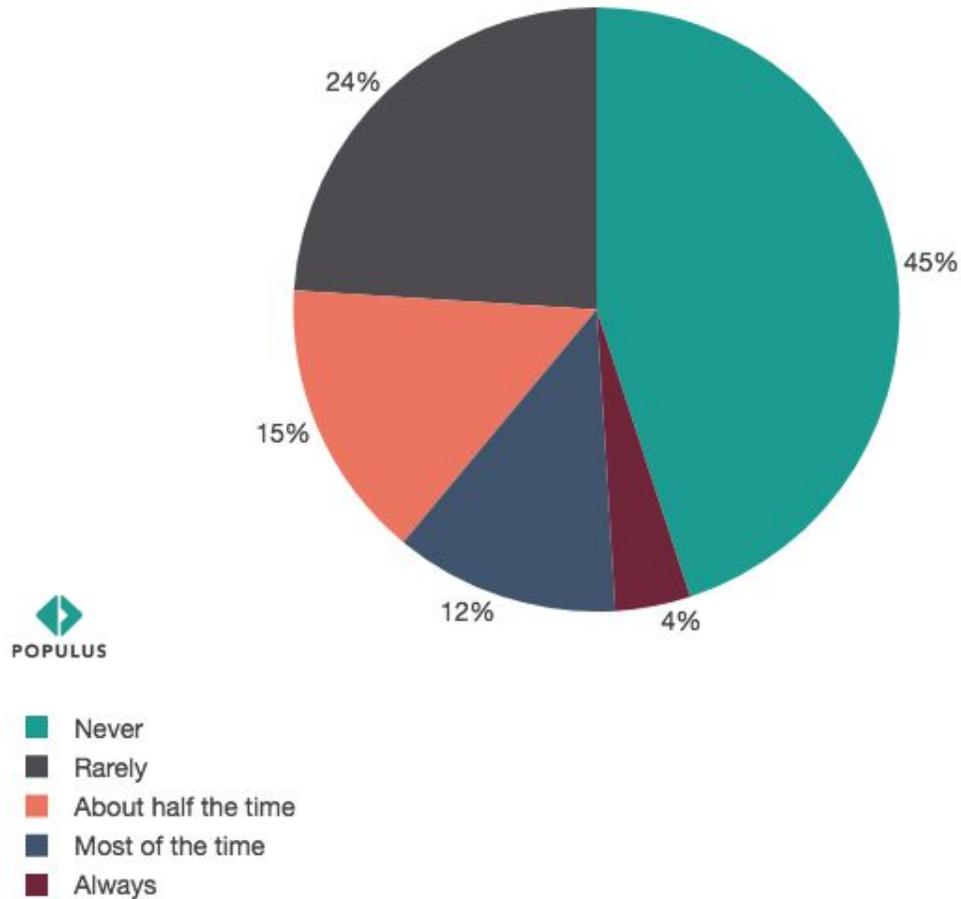


Trip Purpose

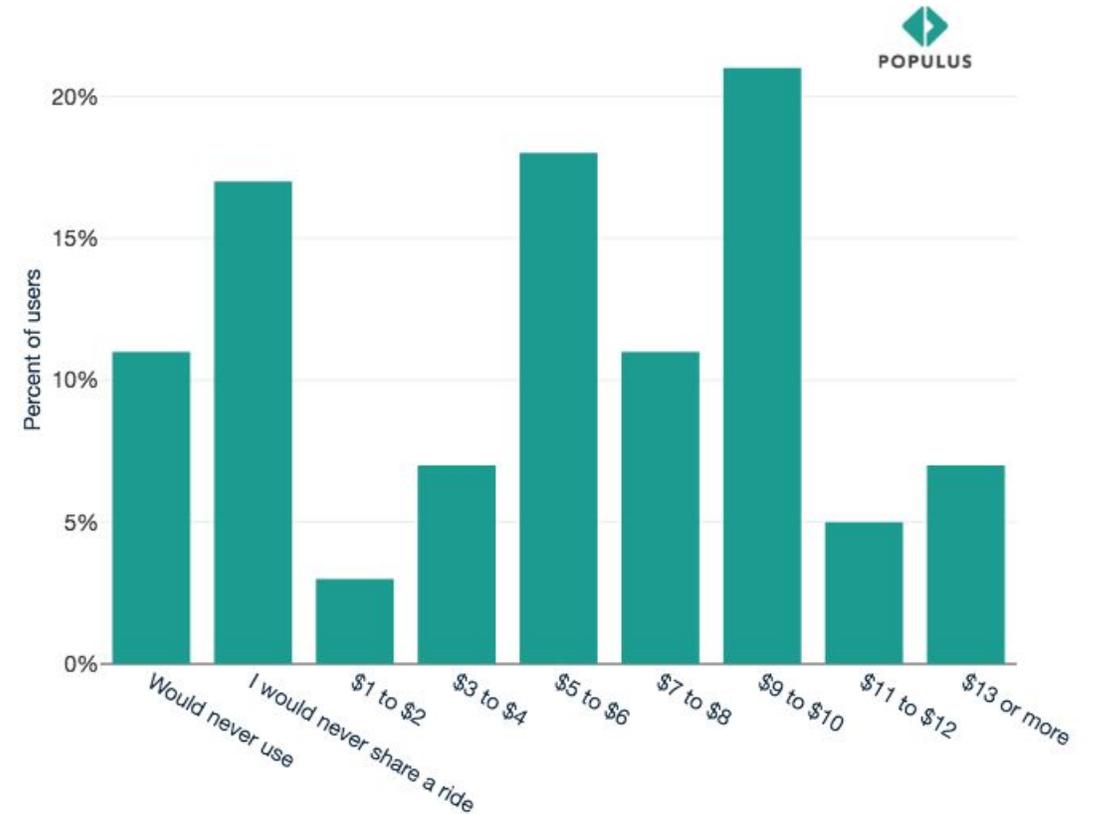


RIDEHAIL POOLED TRIPS

Frequency of Pooled Rides

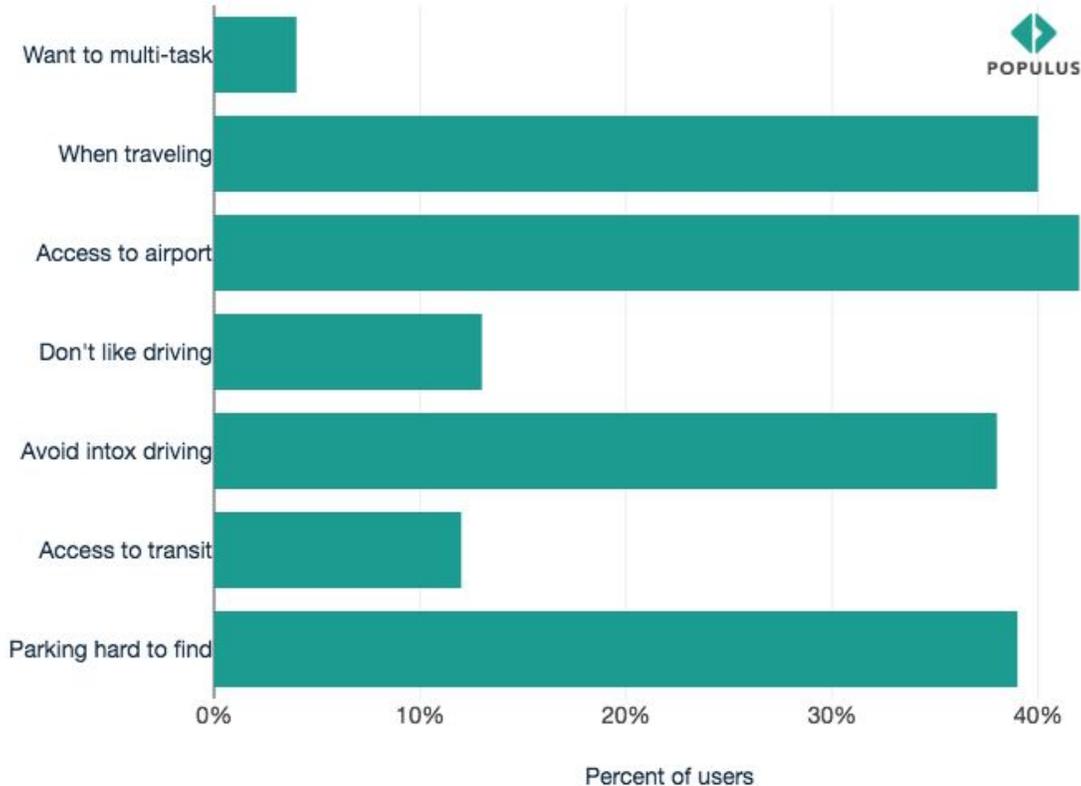


Price-Savings Required to Share a Ride

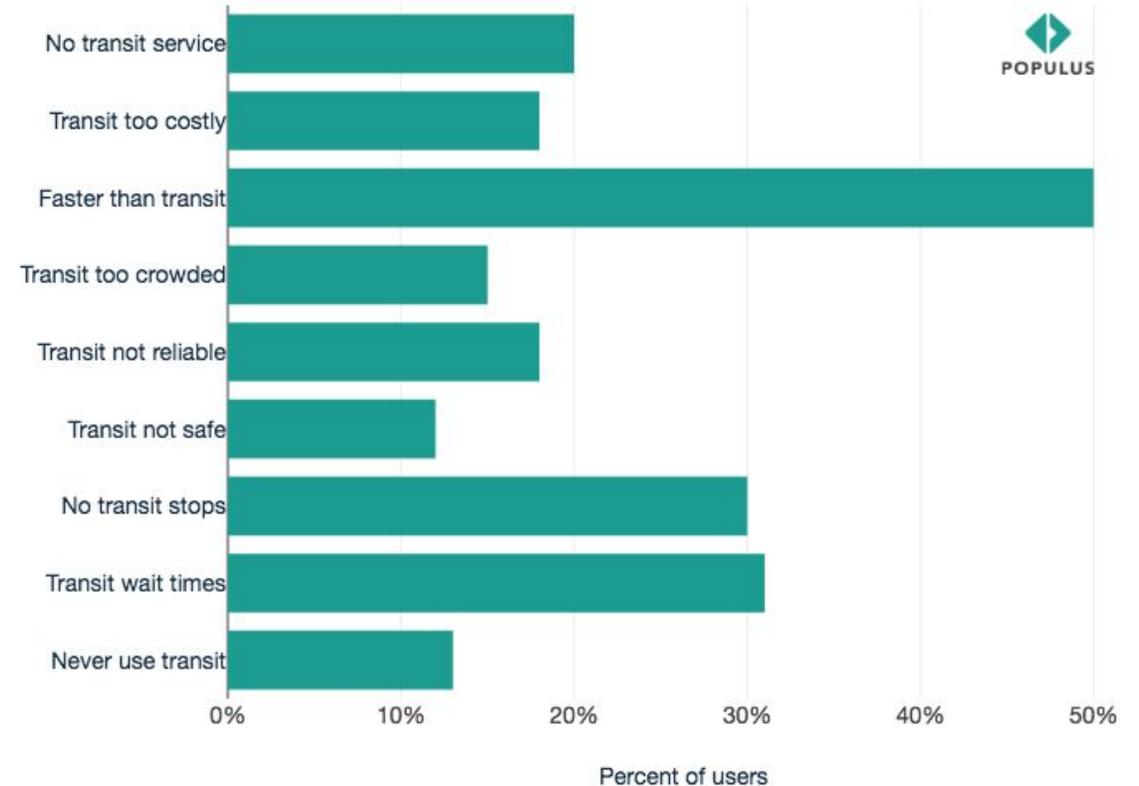


REASONS RIDEHAILING CHOSEN OVER ALTERNATIVE MODES

Instead of Driving Oneself



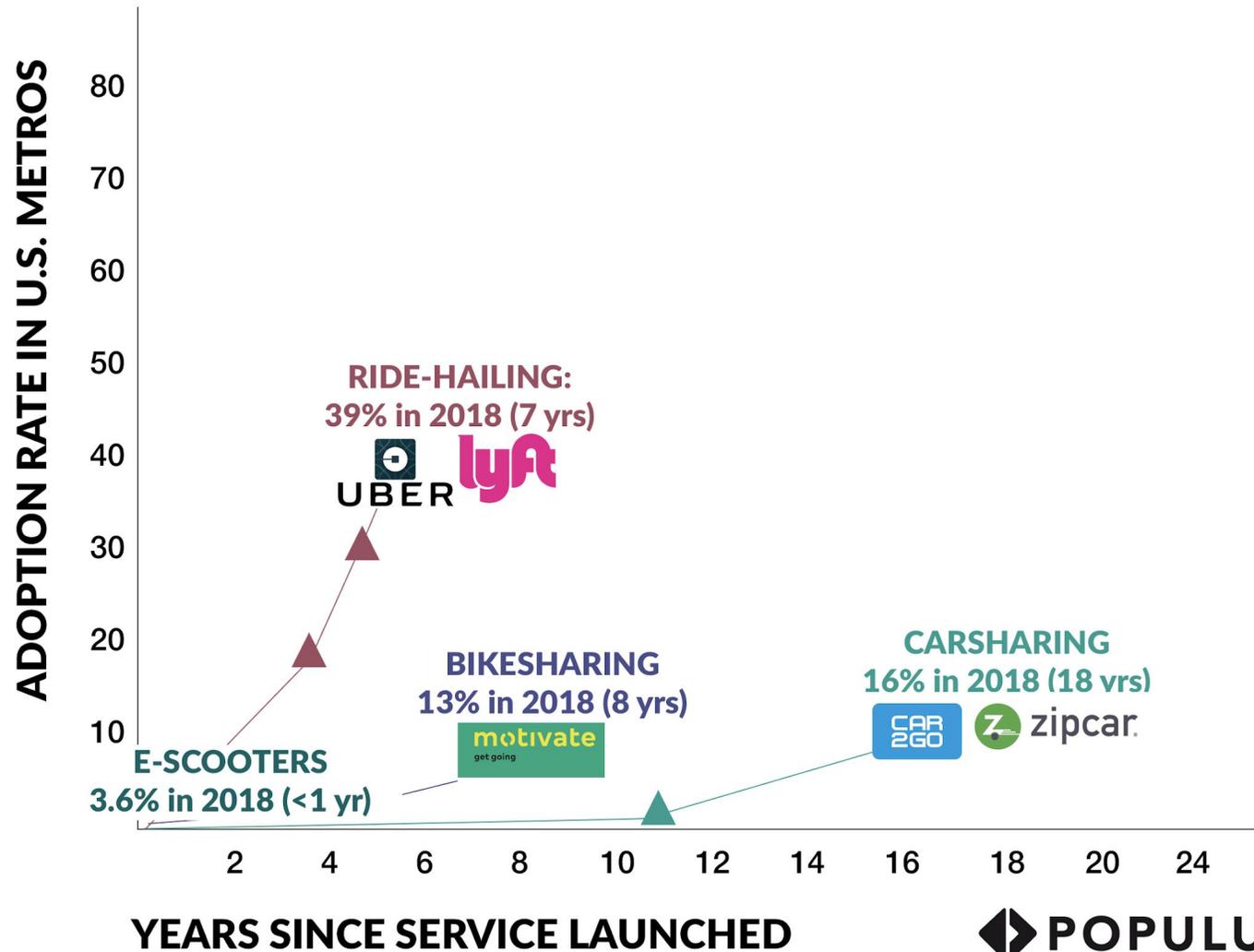
Instead of Transit



**HOW HAS THE MOBILITY
LANDSCAPE CHANGED IN 2018?**



MOBILITY SERVICE ADOPTION IS RAPIDLY ACCELERATING

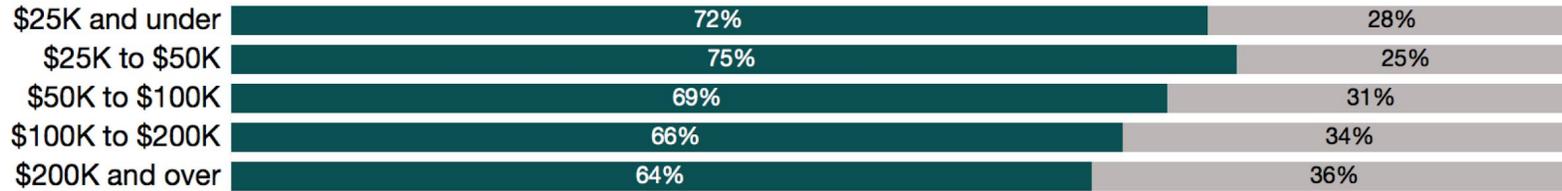


Sources: Populus Groundtruth; Clewlow & Mishra, 2017; Clewlow, 2016



E-SCOOTERS MAY ATTRACT A MORE DIVERSE GROUP OF USERS

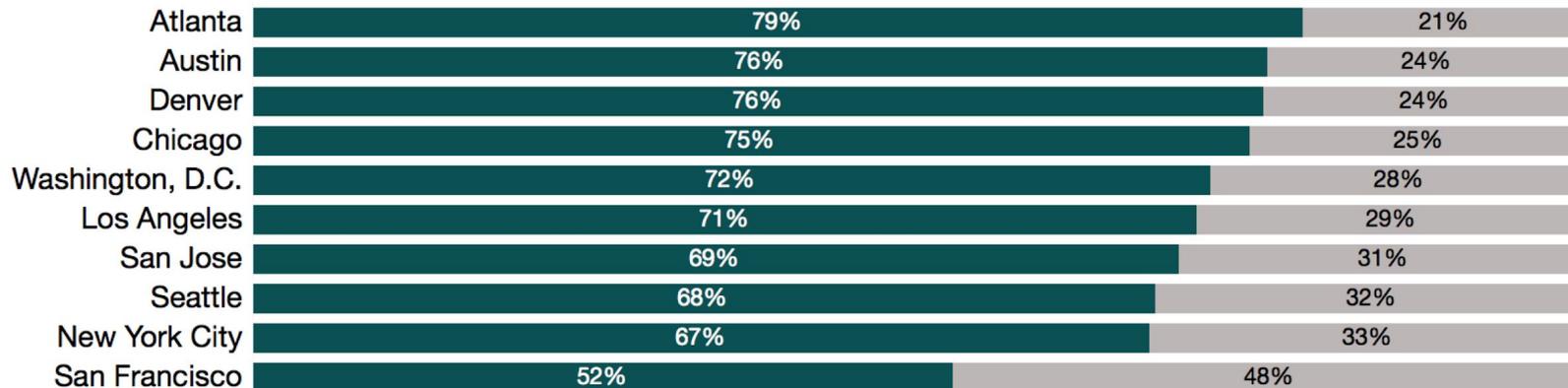
Public Perception: By Income



By Gender

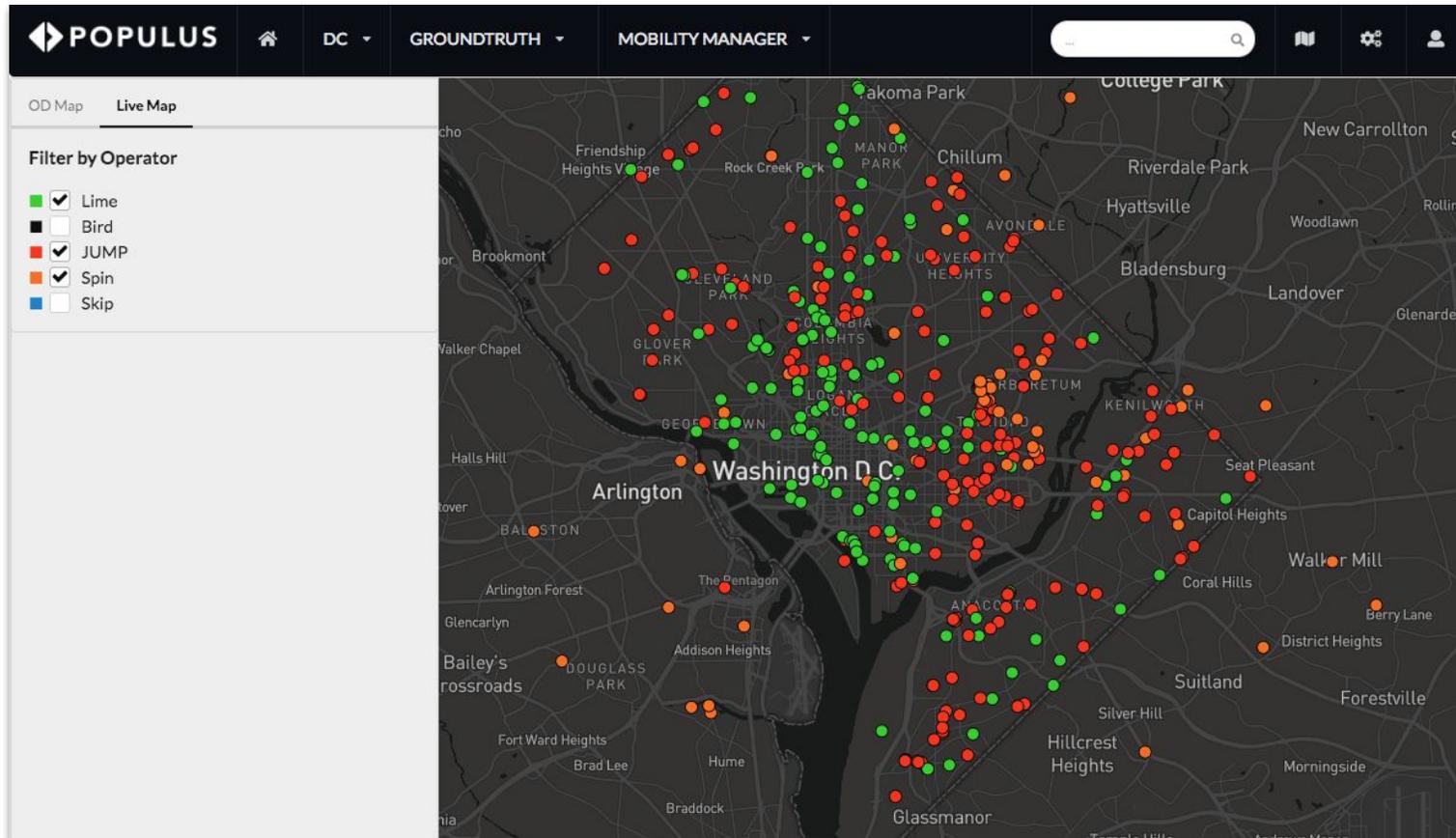


By City



POPULUS MOBILITY MANAGER

Cities and MPOs now have the opportunity to harness big data on shared mobility services to plan for the future of transportation



ABOUT POPULUS

Populus was founded by leading experts on shared mobility services, data aggregation, and advanced modeling tools for the future of cities. Established by former researchers from MIT, Stanford, and UC Berkeley, Populus is headquartered in San Francisco, California.

Our team's prior research has been regarded as the best ground truth on the adoption and utilization of new mobility services by nearly every North American media publication since it was released in late 2017.

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OUR RESEARCH HAS BEEN FEATURED IN



FORTUNE

The Atlantic

Vox

The New York Times

WIRED

THE VERGE

San Francisco Chronicle

SFGate

Chicago Tribune



The Washington Post