



# Press Release

## Ipsos poll: Transportation Needs in America

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### Most Americans drive their own vehicles every day, though very few use other modes of transportation daily

**Washington, DC, March 28, 2018** — According to a recent online survey conducted by Ipsos on transportation habits, three-quarters (75%) of Americans report using their own vehicle to get around daily — and this is especially true for younger adults (79% of those ages 18-34), the more affluent (79% of those earning more than \$50,000 annually), those with children living at home (86%), and those with a college degree (80%). In fact, two in five Americans who own at least one vehicle say that there is nothing that would make them consider not owning a car/owning fewer cars (39%). Americans are much less likely to use other modes of transportation daily, with one in ten saying they walk every day (10%) to get places and another 5% opting to get around using public transportation. Other modes are used daily by fewer people.

Car sharing service (85%, such as car2go, ZipCar), shared shuttles (85%, such as Chariot, Via), shared rides (75%, such as Uber pool, Lyft Line) and bikes/scooters (73%) are least likely to be used by Americans to get around, with at least three quarters saying they never turn to these.

When asked why they travel via modes other than their own personal vehicle — necessity or preference — those who opt to walk (39%) or bicycle/scooter (37%) to get around are among the most likely to say they do this because they prefer it over using their personal car/vehicle. On the other hand, those who use rental cars (41%), ride-hailing apps (35%, such as Uber, Lyft), car sharing service (34%, such as car2go, ZipCar), taxi cabs/limo services (34%), or shared rides (32% such as Uber pool, Lyft Line) tend to be more likely to report using these because taking their personal car/vehicle isn't an option.

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## Press Release – continued –

1. How many cars/vehicles does your household own?

	<b>Total, n = 1,005 respondents</b>
0	6%
1	35
2	41
3 or more (4)	18

2. Thinking about your transportation needs today, how often do you use the following forms of transportation?

### Your own car /vehicle

	<b>Total</b>
Daily	75%
Weekly	16
Monthly	2
Less than monthly	1
Never	6

### Public transportation (Train, Bus, etc.)

	<b>Total</b>
Daily	5%
Weekly	4
Monthly	6
Less than monthly	23
Never	62

### Car sharing service (such as car2go, ZipCar)

	<b>Total</b>
Daily	1%
Weekly	2
Monthly	3
Less than monthly	9
Never	85

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## Press Release – continued –

### Rental car

	<b>Total</b>
Daily	2%
Weekly	1
Monthly	3
Less than monthly	38
Never	56

### Taxi cabs/limo services

	<b>Total</b>
Daily	2%
Weekly	3
Monthly	5
Less than monthly	21
Never	69

### Ride-hailing apps (such as Uber, Lyft)

	<b>Total</b>
Daily	2%
Weekly	6
Monthly	7
Less than monthly	18
Never	67

### Shared rides (such as Uber pool, Lyft Line)

	<b>Total</b>
Daily	2%
Weekly	4
Monthly	5
Less than monthly	14
Never	75

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## Press Release – continued –

### Shared shuttles (such as Chariot, Via)

	<b>Total</b>
Daily	1%
Weekly	2
Monthly	3
Less than monthly	8
Never	85

### Bike/Scooter

	<b>Total</b>
Daily	2%
Weekly	7
Monthly	6
Less than monthly	12
Never	73

### Walking half a mile or more (to get somewhere rather than solely for exercise/enjoyment)

	<b>Total</b>
Daily	10%
Weekly	16
Monthly	11
Less than monthly	20
Never	43

3. And for each of the forms of transportation you use, do you use it because taking your personal car/vehicle isn't an option, or because you prefer to use this form of transportation instead of your personal car/vehicle?

### Public transportation (Train, Bus, etc.)

	<b>Those who use this mode of transportation, n = 322 respondents</b>
I use this because taking my personal car/vehicle isn't an option	27%
I use this because I prefer to use it instead of my personal car/vehicle	22

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It depends	51
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### Car sharing service (such as car2go, ZipCar)

	<b>Those who use this mode of transportation, n = 137 respondents</b>
I use this because taking my personal car/vehicle isn't an option	34%
I use this because I prefer to use it instead of my personal car/vehicle	30
It depends	36

### Rental car

	<b>Those who use this mode of transportation, n = 393 respondents</b>
I use this because taking my personal car/vehicle isn't an option	41%
I use this because I prefer to use it instead of my personal car/vehicle	20
It depends	40

### Taxi cabs/limo services

	<b>Those who use this mode of transportation, n = 270 respondents</b>
I use this because taking my personal car/vehicle isn't an option	34%
I use this because I prefer to use it instead of my personal car/vehicle	26
It depends	40

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## Press Release – continued –

### Ride-hailing apps (such as Uber, Lyft)

	<b>Those who use this mode of transportation, n = 294 respondents</b>
I use this because taking my personal car/vehicle isn't an option	35%
I use this because I prefer to use it instead of my personal car/vehicle	25
It depends	40

### Shared rides (such as Uber pool, Lyft Line)

	<b>Those who use this mode of transportation, n = 235 respondents</b>
I use this because taking my personal car/vehicle isn't an option	32%
I use this because I prefer to use it instead of my personal car/vehicle	28
It depends	40

### Shared shuttles (such as Chariot, Via)

	<b>Those who use this mode of transportation, n = 136 respondents</b>
I use this because taking my personal car/vehicle isn't an option	26%
I use this because I prefer to use it instead of my personal car/vehicle	23
It depends	50

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### Bike/Scooter

	<b>Those who use this mode of transportation, n = 263 respondents</b>
I use this because taking my personal car/vehicle isn't an option	17%
I use this because I prefer to use it instead of my personal car/vehicle	37
It depends	47

Walking half a mile or more (to get somewhere rather than solely for exercise/enjoyment)

	<b>Those who use this mode of transportation, n = 539 respondents</b>
I use this because taking my personal car/vehicle isn't an option	17%
I use this because I prefer to use it instead of my personal car/vehicle	39
It depends	44

4. What would have to change about transportation in your area for you to consider not owning a car at all, or owning fewer cars?

	<b>Those who own at least one vehicle, n = 951 respondents</b>
There is nothing that would make me consider owning fewer cars	39%
More convenient public transportation	34
More walking paths, better crosswalks, etc.	19
Cheaper shared ride services (such as Uber pool, Lyft Line)	15
Cheaper ride-hailing apps (such as Uber, Lyft)	14
Better bike/scooter lanes	10
Cheaper car sharing service (such as car2go, ZipCar)	9

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	<b>Those who own at least one vehicle, n = 951 respondents</b>
More convenient ride-hailing apps (such as Uber, Lyft)	9
Access to self-driving vehicles (used with a subscription service)	8
More convenient shared ride services (such as Uber pool, Lyft Line)	8%
More convenient car sharing service (such as car2go, ZipCar)	7
Don't know	10

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### About the Study

These are findings from an Ipsos poll conducted February 16-20, 2018. For the survey, a sample of 1,005 adults age 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=5.0).

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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### About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

Ipsos has media partnerships with the most prestigious news organizations around the world. In Canada, the U.S., UK, and internationally, Ipsos Public Affairs is the media polling supplier to Reuters News, the world's leading source of intelligent information for businesses and professionals. Ipsos Public Affairs is a member of the Ipsos Group, a leading global survey-based market research company. We provide boutique-style customer service and work closely with our clients, while also undertaking global research.

### About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,782.7 million in 2016.

#### GAME CHANGERS

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.  
We deliver with security, speed, simplicity and substance. We are Game Changers.

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The company is part of the CAC Mid & Small index  
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