2018-2019 Maryland Travel Survey (MTS) Results – Demand for Rideshare and the Rideshare Experience

Technical Committee
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Presentation Outline

• **Baltimore Region Analysis**
  – Demographic Analysis by Travel Mode
    - Rideshare Ridership by Age Group
    - Rideshare Ridership by HH Income
    - Rideshare Ridership by Race & Ethnicity
  – Rideshare Ridership: DailyTrips by Trip Purpose
Rideshare Ridership by Age Group

- 65 years old or older: 64.7%
- 45-64 years old: 28.1%
- 18-44 years old: 1.8%
- 16-17 years old: 0.0%
- 13-15 years old: 1.1%
- 5-12 years old: 0.0%
Summary of Rideshare Ridership by Age Group

- The largest shares of rideshare riders are those 18-44 years old (64.7%) and 45-64 years old (28.1%). The next largest shares of rideshare riders are those 5-12 years old (4.3%) and 65 years old or older (1.8%). The smallest shares of rideshare riders are older children 16-17 years old (1.1%) and 13-15 years old (0.0%).

- The share of rideshare riders, in rank order, by age group, is:
  - 18-44 years old (64.7%)
  - 45-64 years old (28.1%)
  - 5-12 years old (4.3%)
  - 65 years old or older (1.8%)
  - 16-17 years old (1.1%)
  - 13-15 years old (0.0%)
Rideshare Ridership by HH Income

- $150,000 or more: 9.0%
- $100,000 to $149,999: 8.7%
- $75,000 to $99,999: 15.6%
- $50,000 to $74,999: 16.1%
- $35,000 to $49,999: 13.7%
- $25,000 to $34,999: 11.6%
- $15,000 to $24,999: 6.9%
- Less than $15,000: 18.4%
Summary of Rideshare Ridership by HH Income (Part1)

- The largest share of rideshare riders are those with the highest hh incomes: $150,000 or more (18.4%)
- The next two largest shares have significantly lower hh incomes: $35,000 to $49,999 (16.1%) and $25,000 to $34,999 (15.6%).
- The next two shares, once again, have higher hh incomes: $50,000 to $74,999 (13.7%) and $75,000 to $99,999 (11.6%)
- The next two shares have significantly lower hh incomes: Less than $15,000 (9.0%) and $15,000 to $24,999 (8.7%)
Summary of Rideshare Ridership by HH Income (Part2)

- The smallest share of rideshare riders are those with the second highest hh incomes: $100,000 to $149,999 (6.9%)

- The share of rideshare riders, in rank order, by hh income, is:
  - $150,000 or more (18.4%)
  - $35,000 to $49,999 (16.1%)
  - $25,000 to $34.999 (15.6%)
  - $50,000 to $74,999 (13.7%)
  - $75,000 to $99,999 (11.6%)
  - Less than $15,000 (9.0%)
  - $15,000 to $24.999 (8.7%)
  - $100,000 to $149,999 (6.9%)
Rideshare Ridership by Race & Ethnicity

- 6.9% Multiracial
- 17.6% Native Hawaiian or Pacific Islander
- 36.1% American Indian, Alaskan Native
- 34.5% Hispanic
- 0.8% Asian
- 17.6% African American, Black
- 0.1% White
- 0.0% Other
Summary of Rideshare Ridership by Race & Ethnicity (Part1)

- The largest shares of rideshare riders are African Americans (36.1%) and Whites (34.5%).
- The next largest shares of rideshare riders are Hispanics (17.6%) and Multiracial (6.9%).
- The fifth largest share of rideshare riders are Asians (4.1%)
Summary of Rideshare Ridership by Race & Ethnicity (Part2)

- The remaining smaller shares of rideshare riders each represent fewer than one percent (1%) of rideshare riders and include American Indians or Alaskan Natives (0.8%) and Native Hawaiians or Pacific Islanders (0.1%)

- The share of rideshare riders, in rank order, by race & ethnicity, is:
  - African American, Black (36.1%)
  - White (34.5%)
  - Hispanic (17.6%)
  - Multiracial (6.9%)
  - Asian (4.1%)
  - American Indian, Alaskan Native (0.8%)
  - Native Hawaiian or Pacific Islander (0.0%)
Rideshare Ridership: Daily Trips by Trip Purpose

- Personal Business/Other: 26.9%
- Social/Recreation: 8.6%
- Shop/Meal: 25.5%
- School: 4.2%
- Work: 34.9%

Rideshare
Summary of Rideshare Ridership: Daily Trips by Trip Purpose

- The largest share of rideshare trips are trips to Work (34.9%).
- The second largest share of rideshare trips are for Personal Business and Other Tasks (26.9%).
- The third largest share of rideshare trips are for Shopping and Meals (25.5%). A smaller share of rideshare trips are for Social/Recreation (8.6%) and School (4.2%).

- The share of rideshare riders, in rank order, by trip purpose, is:
  - Work (34.9%)
  - Personal Business/Other (26.9%)
  - Shop/Meal (25.5%)
  - Social/Recreation (8.6%)
  - School (4.2%)
For More Information

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