



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

Technical Committee

March 1, 2022

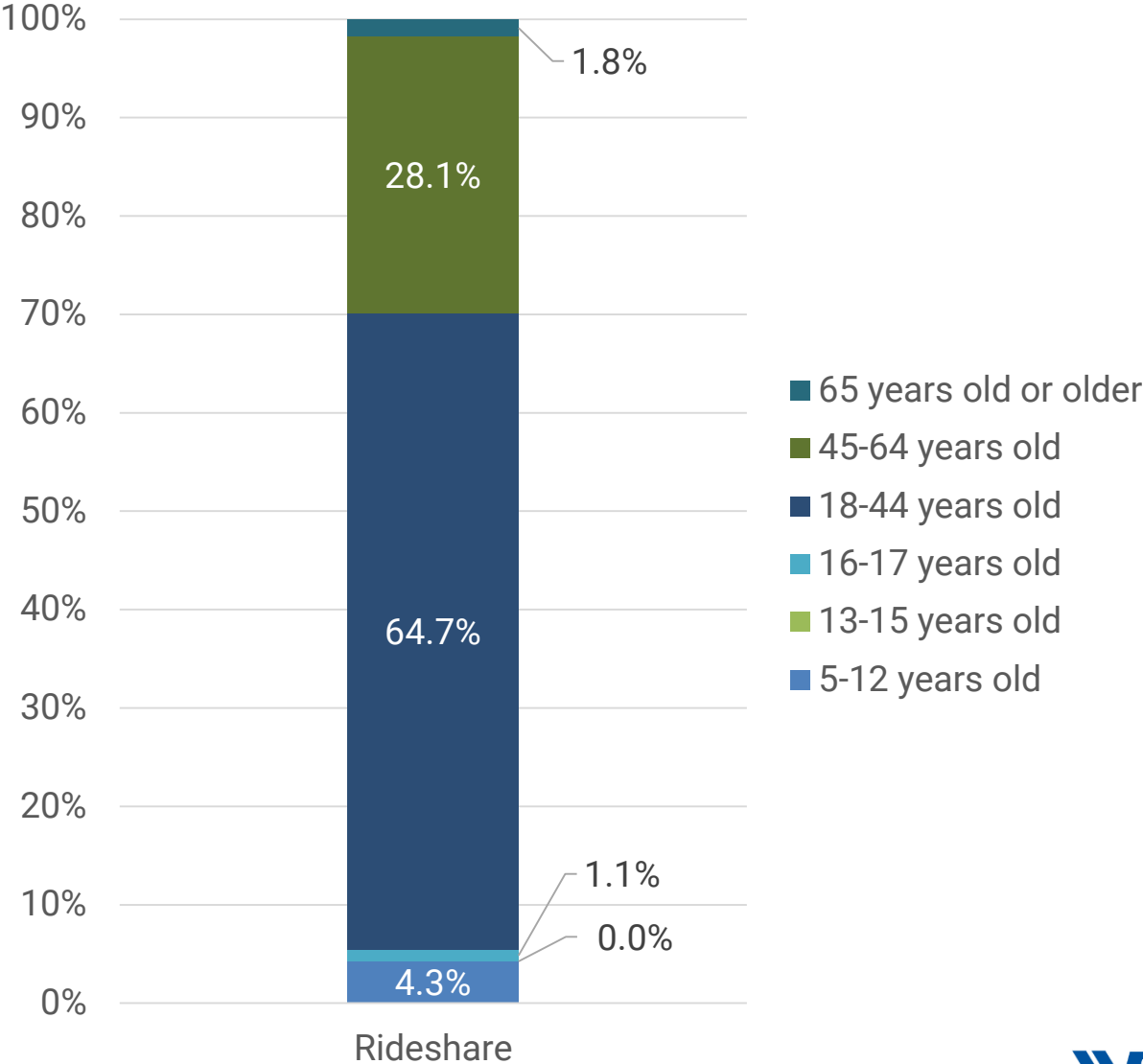


Presentation Outline



- **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: Daily Trips by Trip Purpose

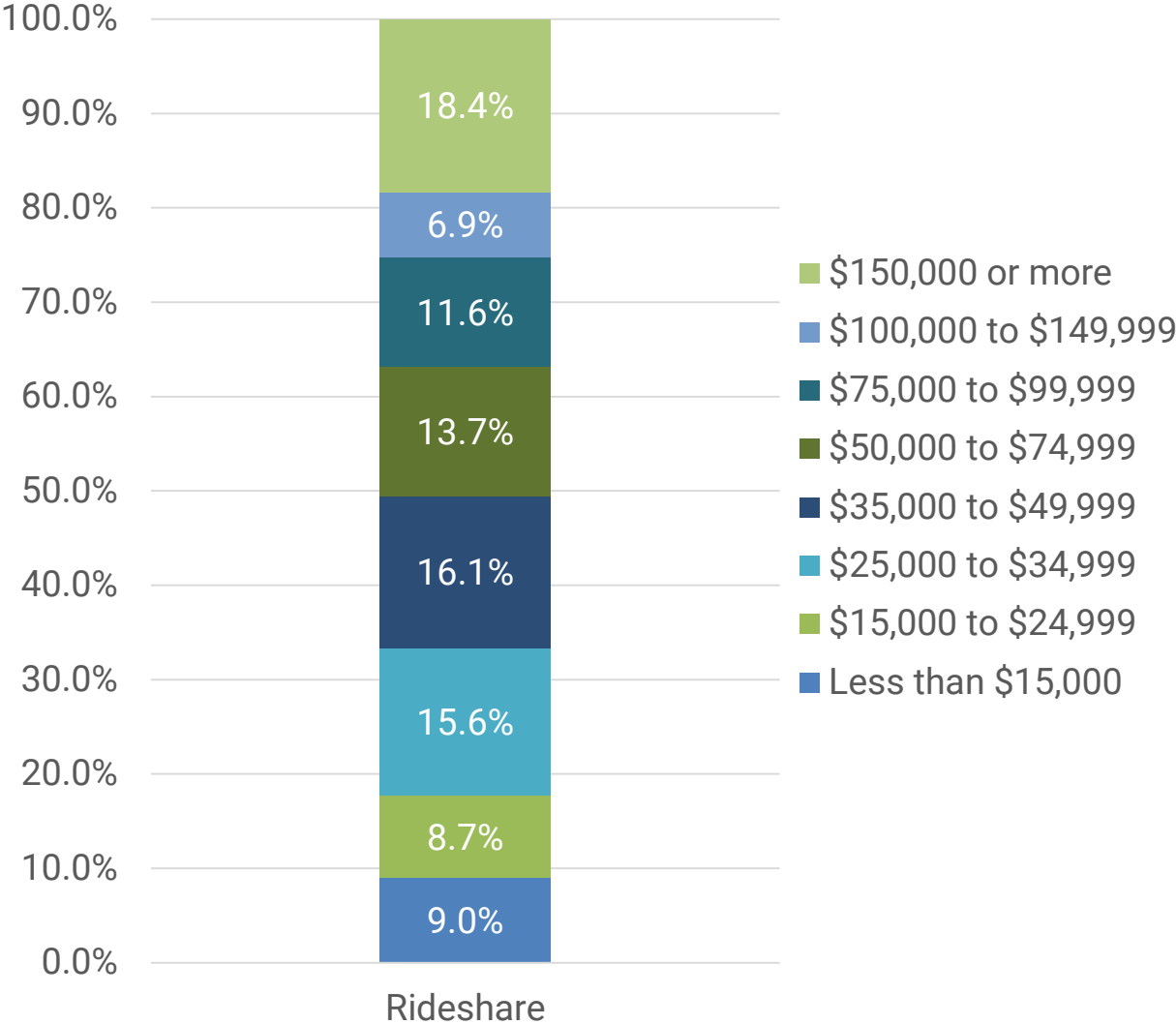
Rideshare Ridership by Age Group



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



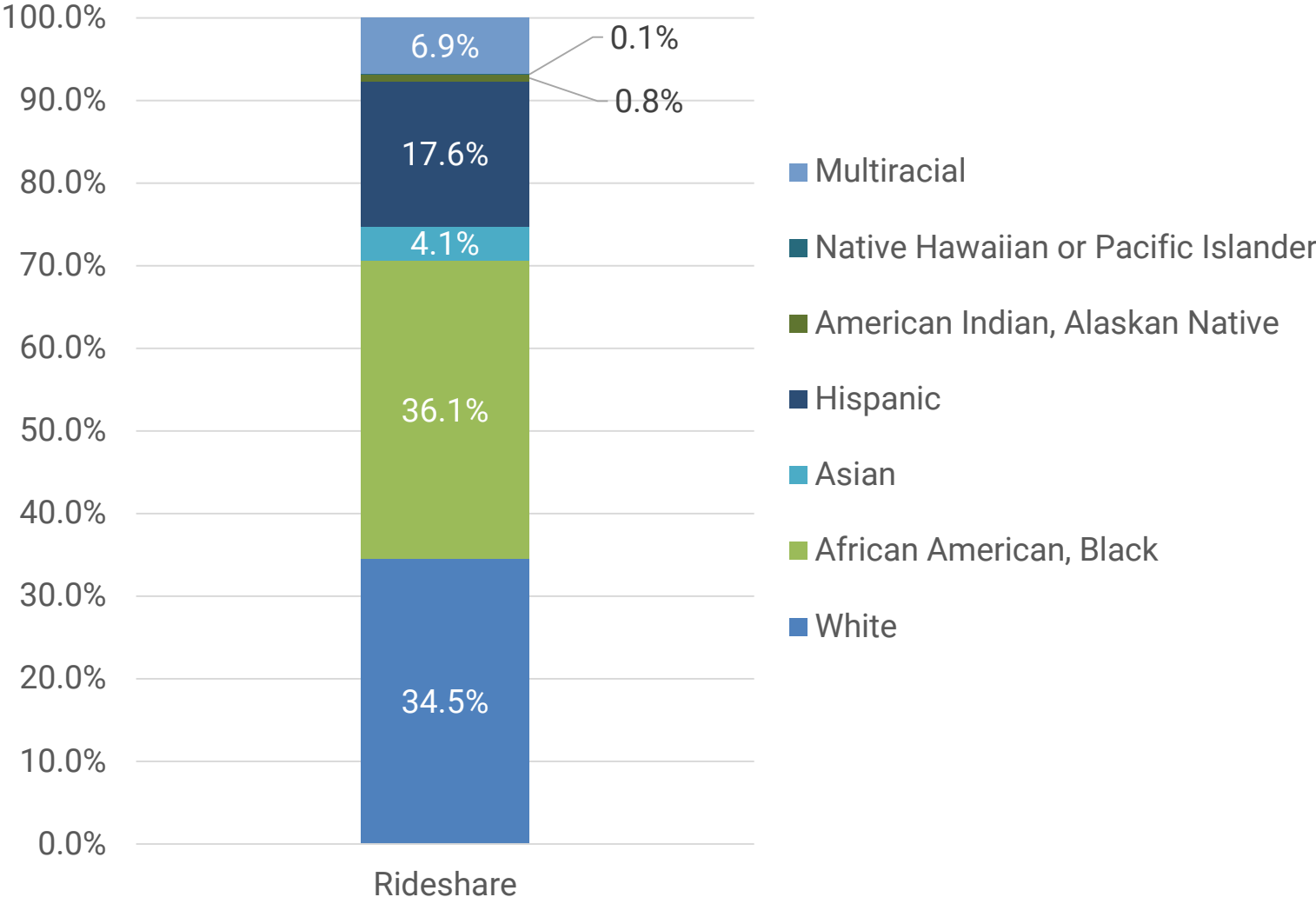
Summary of Rideshare Ridership by HH Income (Part1)

- 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



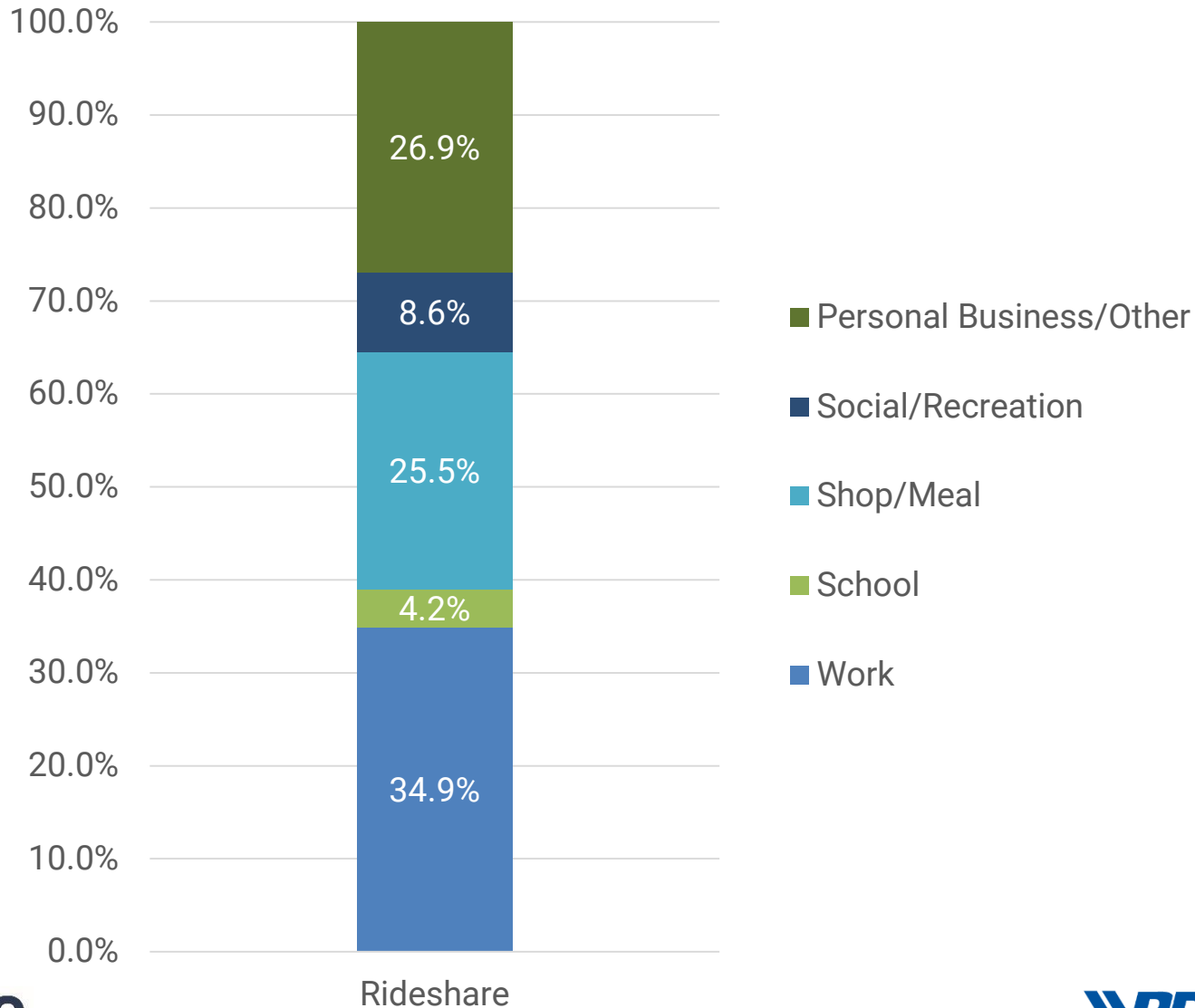
Summary of Rideshare Ridership by Race & Ethnicity (Part1)

- 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



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

Robert Berger | Senior Transportation Planner

410-732-0500 x1037 | rberger@baltometro.org | www.baltometro.org



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