

Car Sharing Trends: Highlights Deck

March 2016



Kelley Blue Book
KBB.COM
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Research Objectives

Ride sharing and vehicle sharing are well-known, emerging transportation alternatives to vehicle ownership. Kelley Blue Book wanted to understand the current landscape and market trends.



KEY OBJECTIVES



Understand the impact of ride sharing and vehicle sharing on vehicle ownership, purchase intent, and current and future transportation habits overall:

- Assess the awareness and use of car-sharing services throughout the United States
- Reveal the need states and occasions in which people are using ride-sharing and vehicle-sharing services

Methodology



National online survey of
U.S. residents **aged 18-64**

n= **1916**

Conducted from
August 3 – 9, 2015

*The sample was weighted to Census
figures by age, gender and ethnicity*



Before we start...

We broke the car sharing phenomenon into two specific subgroups, and the following report refers to “ride sharing” and “vehicle sharing” separately.

RIDE-SHARING



Services where you can request a ride in a vehicle on demand using an app. Drivers are ordered with an app and drivers typically own their vehicle.

CAR SHARING



VEHICLE-SHARING

Services where someone else (an individual or a company) owns a vehicle and you can pay to borrow it, paying for the time you use it. You drive the vehicle. Vehicles are typically scheduled and unlocked with an app.



Enter Your Destination

- ***Awareness & Usage***
- ***Level of Threat to Traditional Ownership***
- ***Benefits of Car Sharing vs. Vehicle Ownership***
- ***Car Sharing Use Cases***
- ***The Road Ahead – Adoption, Provision & Promotion***

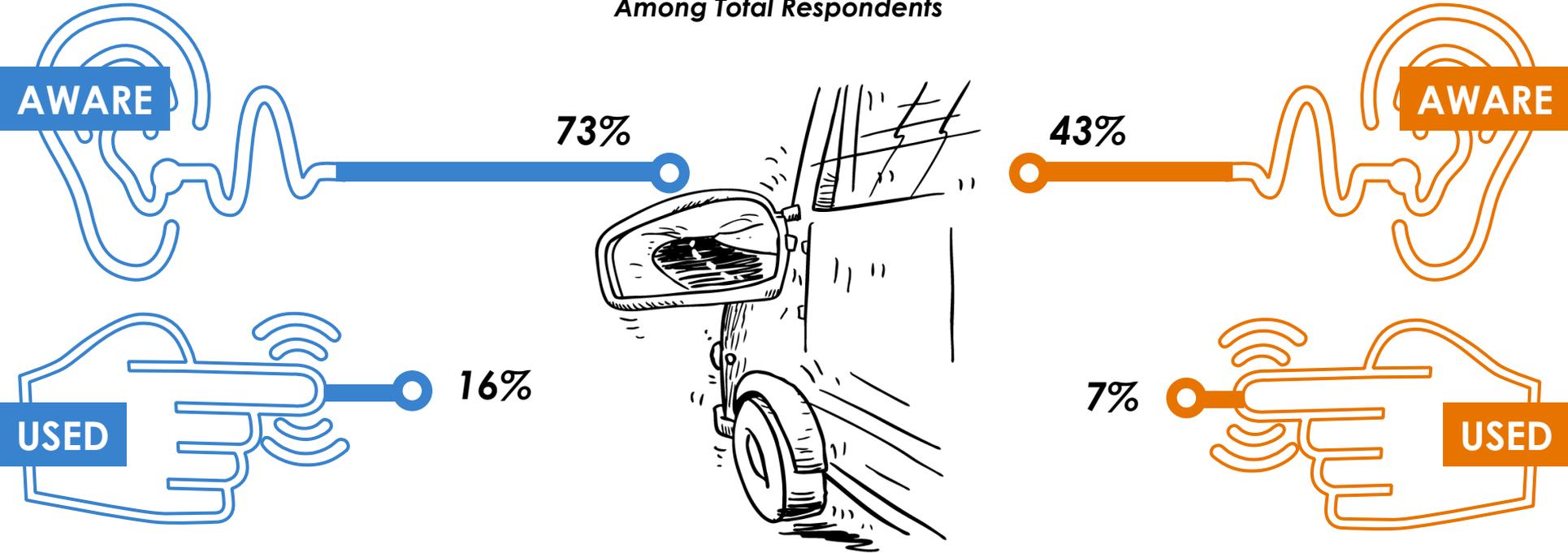
Car Sharing Basics: High Awareness, Low Usage

Although awareness is high (vehicle sharing to a lesser degree), very few have actually used these services

 RIDE-SHARING

Awareness and Usage of Car Sharing Services
Among Total Respondents

 VEHICLE-SHARING



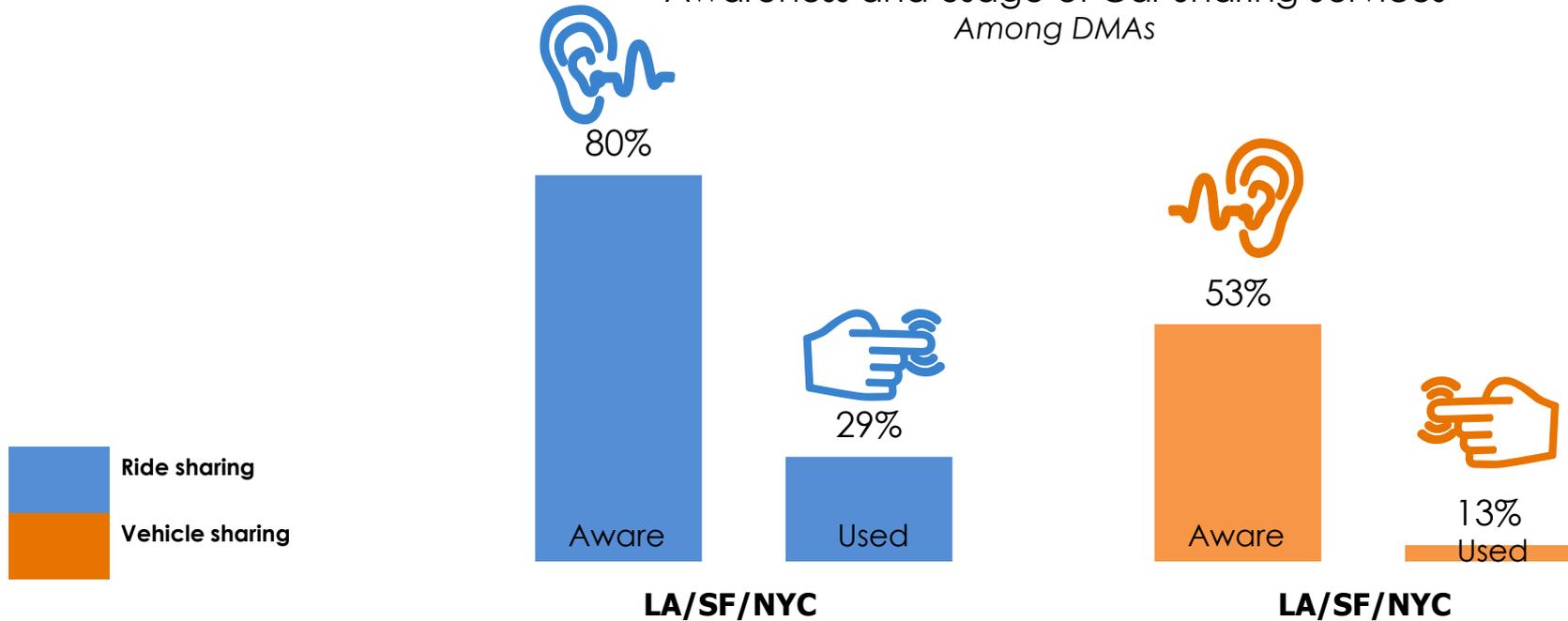
Base: Total Respondents (n=1916)

R1. Before today, have you ever heard of this service?

R7. Which of these services have you ever used?

Awareness and usage of car sharing services is higher in major metropolitan areas

Awareness and Usage of Car Sharing Services
Among DMAs



Base: LA/SF/NYC (n=373)

R1. Before today, have you ever heard of this service?

R7. Which of these services have you ever used?

Awareness of car sharing services is highest in suburban areas, while usage is centered in cities

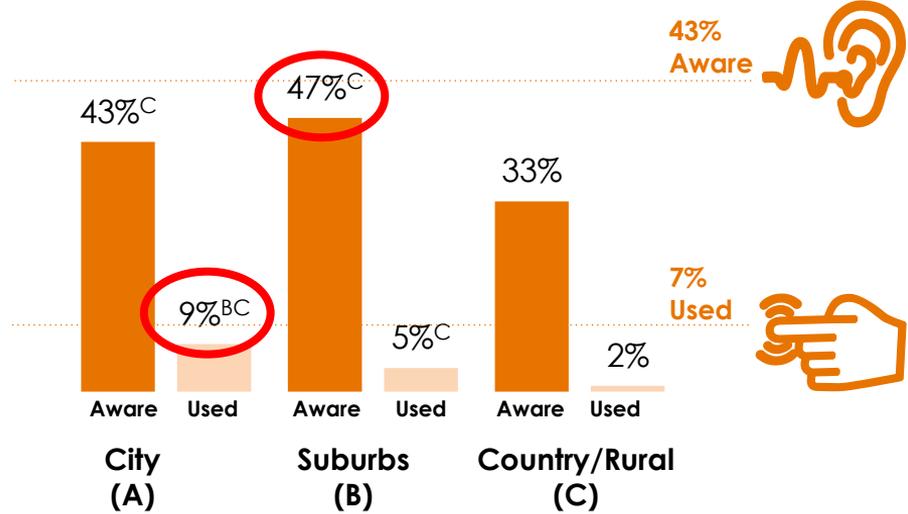
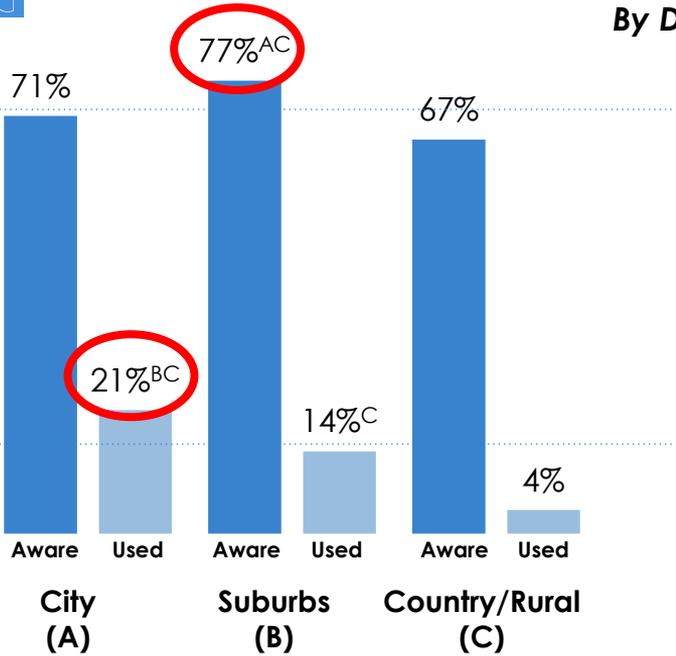


73%
Aware



16%
Used

Awareness and Usage of Car Sharing Services By DMAs



Please Note: Capital letters indicate significant differences at the 95% confidence level (A-C)

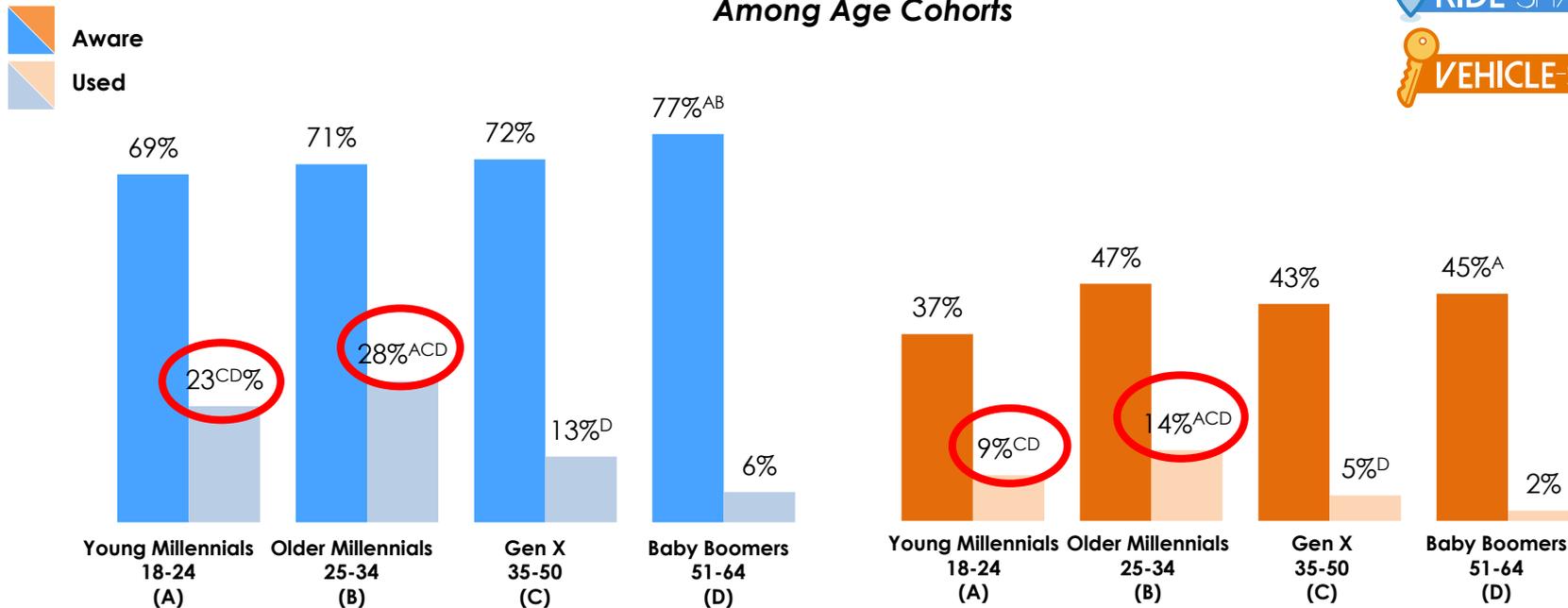
Base: City (n=936), Suburbs (n=735), Country/Rural (n=245)

R1. Before today, have you ever heard of this service? R7. Which of these services have you ever used?



Millennials, especially older Millennials, have the highest usage of car sharing services overall

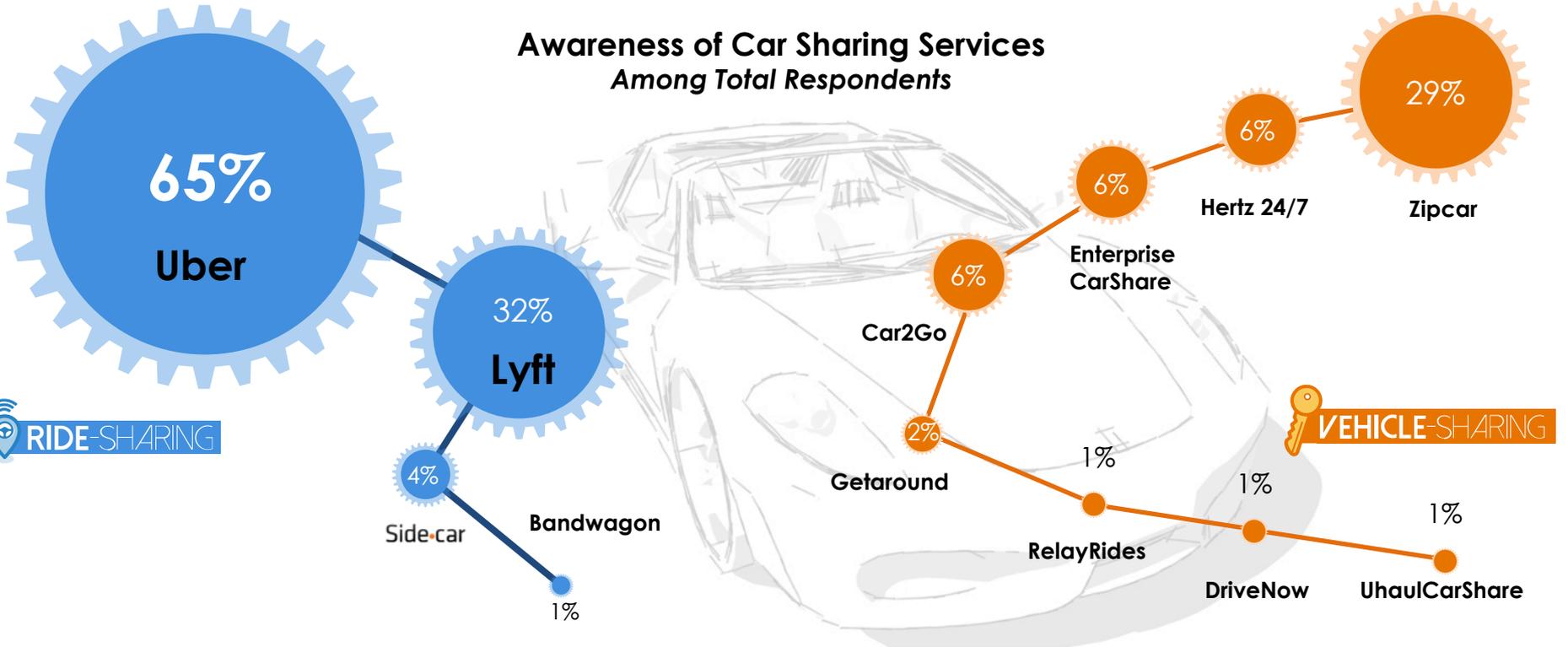
Awareness & Use of Car Sharing Services Among Age Cohorts



Please Note: Capital letters indicate significant differences at the 95% confidence level (A-D)
 Base: Young Millennials (n=502), Older Millennials (n=508), Gen X 35-50 (n=465), Baby Boomers 51-64 (n=441)
 R1. Before today, have you ever heard of this service? R7. Which of these services have you ever used?

Uber, Lyft and Zipcar dominate awareness in the car sharing space

Awareness of Car Sharing Services Among Total Respondents



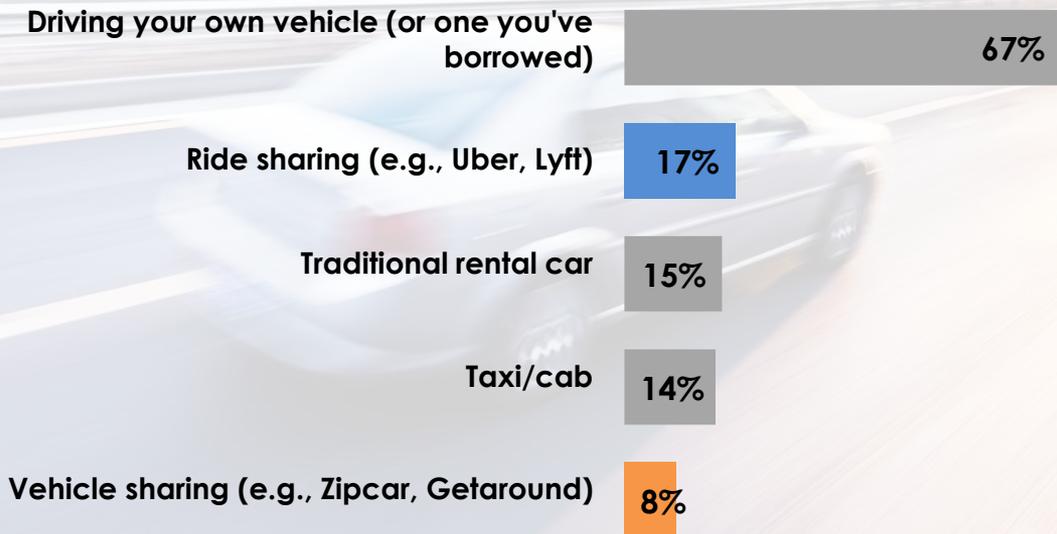
Base: Total Respondents (n=1916)
R6. Which of these Ride-sharing or Vehicle-sharing services have you heard of?



**Car Sharing is *Not*
an Imminent
Threat to Car
Buying**

Of total respondents, 2 in 3 say they'll drive a vehicle in the next 6 months; ride sharing is a distant second

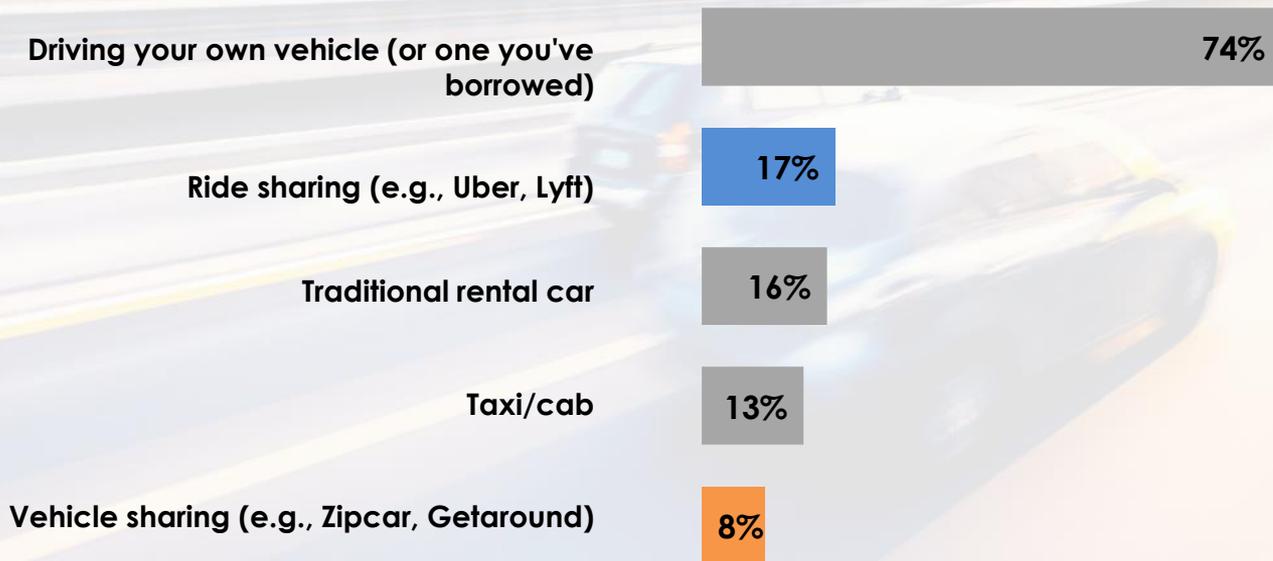
Expected Transport Methods – Next 6 Months Among Total Respondents



Base: Total Respondents (n=1916)
FT1. Which of the following transport methods do you expect to use in the next six months?

Of respondents who own or lease a vehicle, 3 in 4 say they'll drive a vehicle in the next 6 months; ride sharing is a distant second

Expected Transport Methods – Next 6 Months Among Current Owners / Lessees



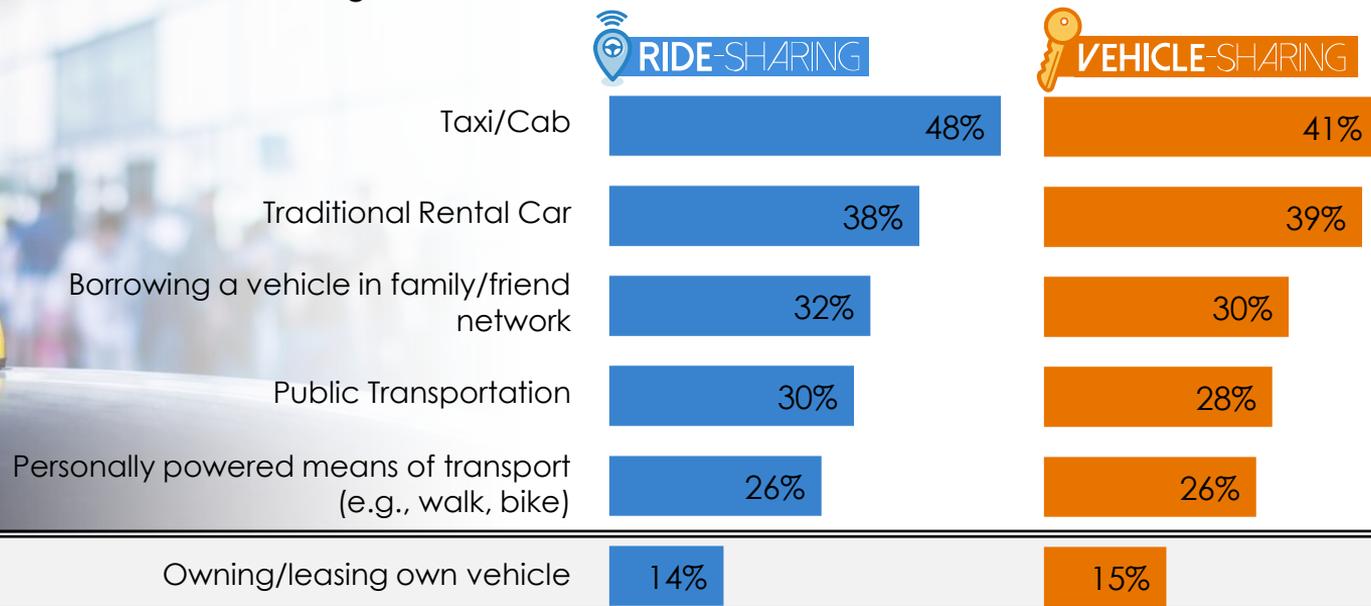
Base: Owners/Lessees (1,569)

FT1. Which of the following transport methods do you expect to use in the next six months?

Car sharing services primarily are substitutes for taxis/cabs and traditional rental car companies, with more limited impact on vehicle ownership

Transportation Methods Replaced by Car Sharing Services

- Definitely/Probably -
Among Users of Each Method



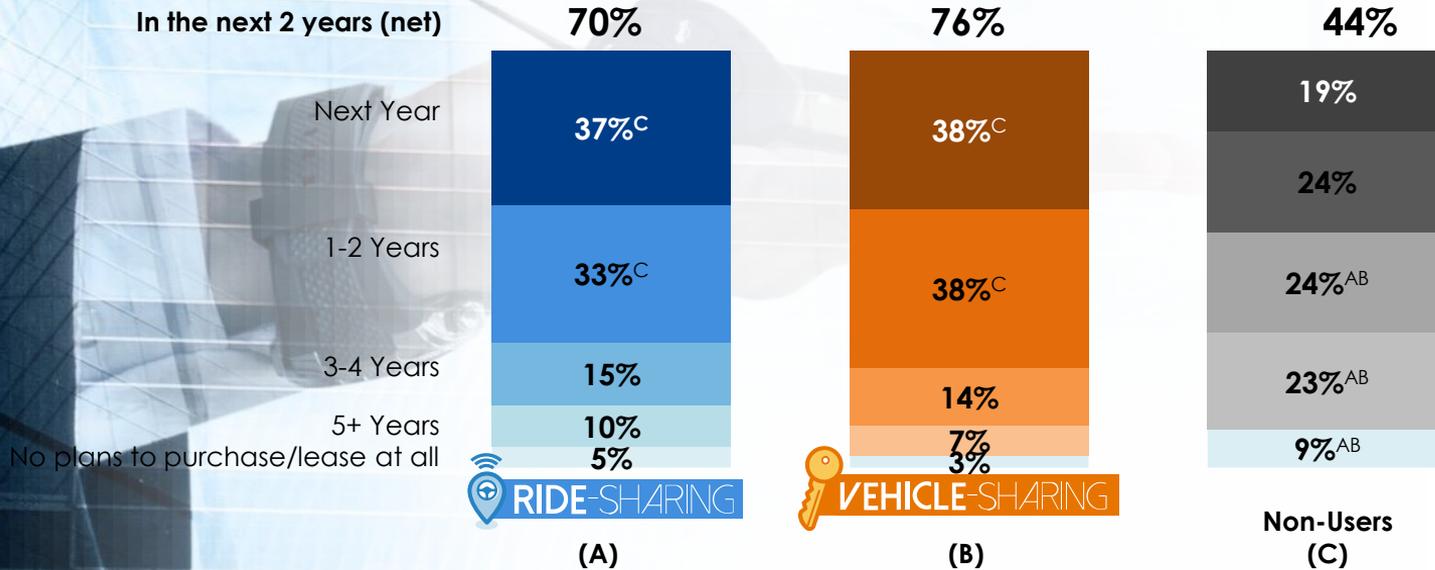
Base: Varied by method.

RS6. Assuming ride-sharing is available in your area, how likely would you be to use ride-sharing instead of each of the following transportation methods? CS6.

Assuming vehicle-sharing is available in your area, how likely would you be to use vehicle-sharing instead of each of the following transportation methods?

Car sharing users are looking to purchase/lease sooner and at higher rates than non-users

Planned Lease or Purchase Among Vehicle Owners



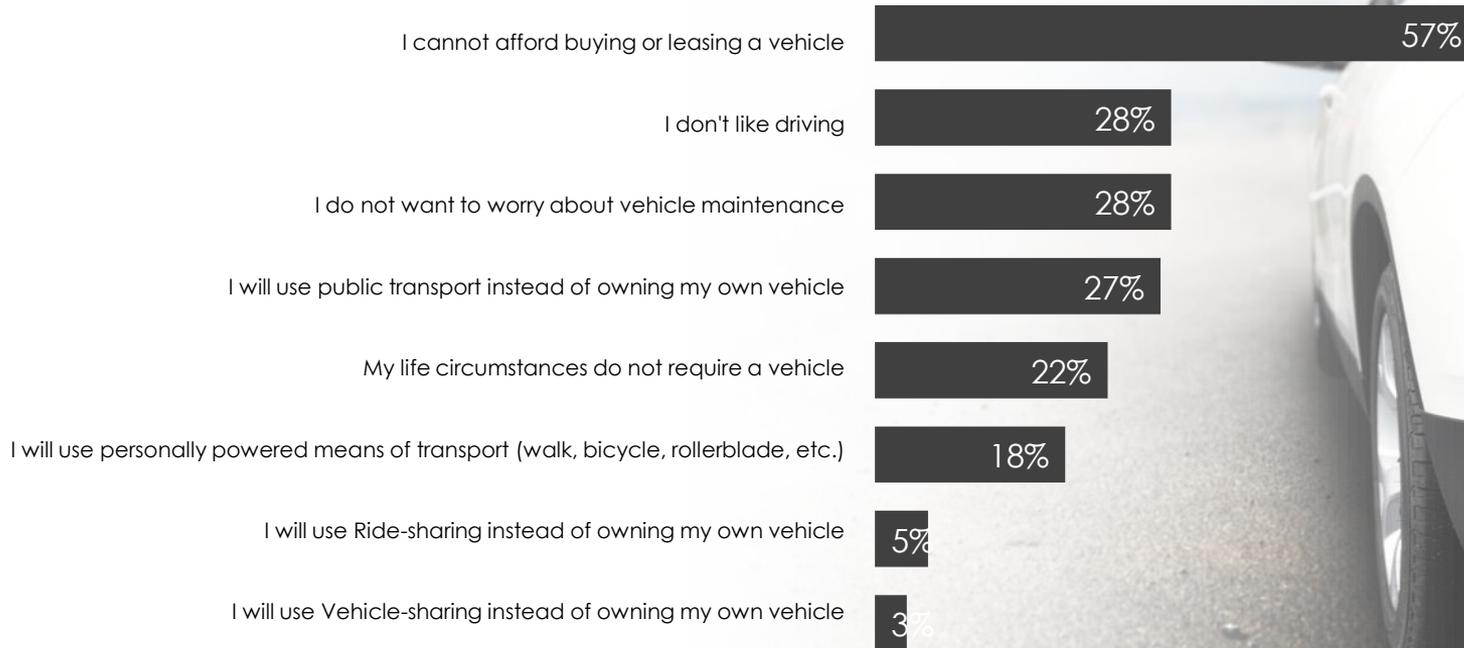
Please Note: Capital letters indicate significant differences at the 95% confidence level (A-C)

Base: Owners/Leasers that have used Ride-sharing (n=405); Owners/Leasers that have used Vehicle-sharing (n=230); Non-Users (n=359)

C6. When are you planning to purchase or lease another vehicle?

Affordability is the main deterrent for non-owners/leasers from entering the market – not car sharing

Reasons for Not Owning/Leasing in the Future *Among Those Not Likely to Buy a Vehicle in the Future*

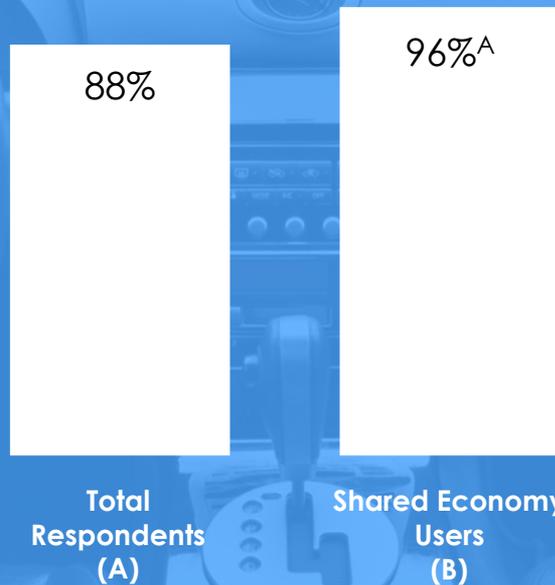


Base: Vehicle Non-Owners/Leasers (n=174)

Q3. Why do you think you may not own or lease a vehicle in the future?

Interestingly, even Shared Economy Users have nearly universal interest in future ownership

Planned Lease or Purchase – Ever Among Total Respondents and Shared Economy Users that Own/Lease



Please Note: Capital letters indicate significant differences at the 95% confidence level (A-B)

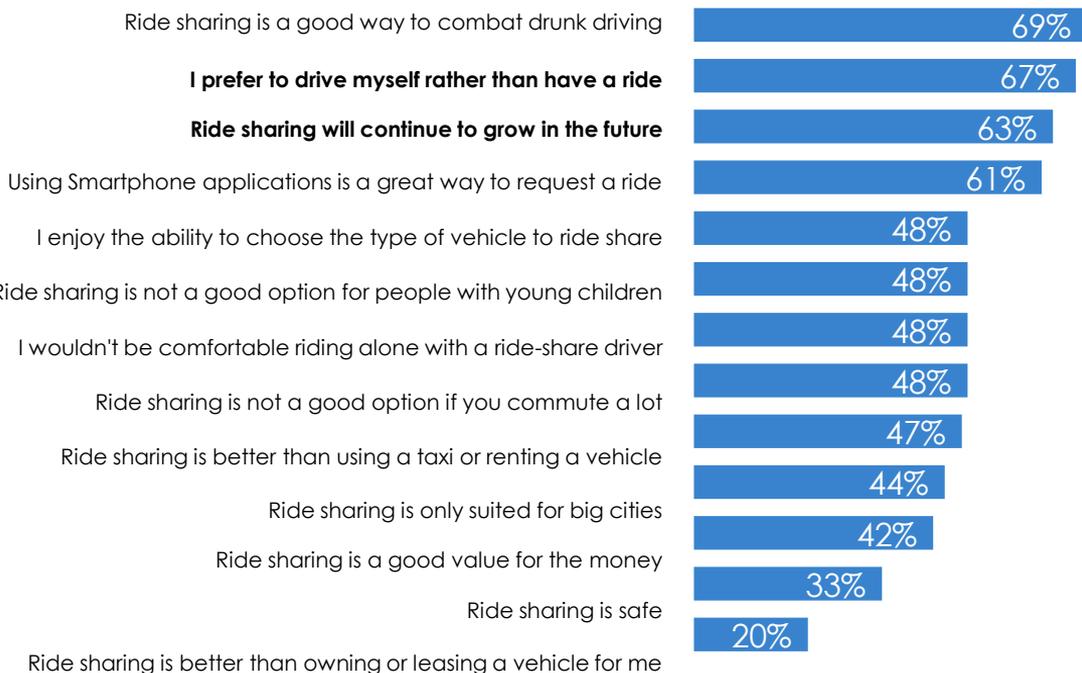
Base: Total Respondents (n=1569); Shared Economy Users (n=419)

C6. When are you planning to purchase or lease another vehicle?

Car Sharing Does Not Rival the Benefits of Vehicle Ownership

There is a lot of growth in ride sharing, but Americans prefer to drive themselves

Feelings Toward Ride Sharing – Completely/Somewhat Agree Among Total Respondents



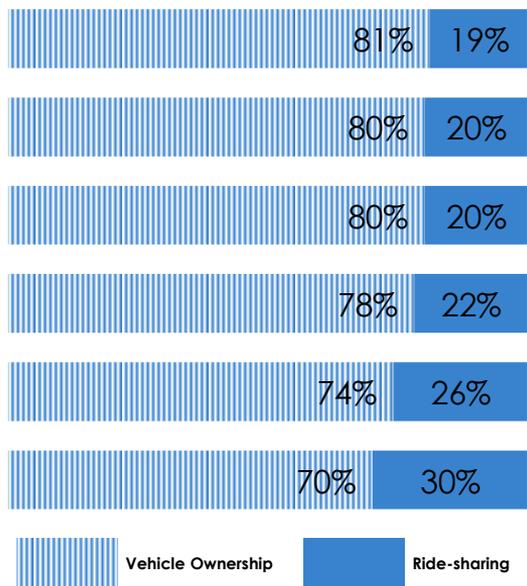
Base: Total Respondents (n=1916)

RS1. Below are some statements that people may use to describe their feelings towards Ride-sharing (Uber, Lyft, etc.). Please indicate how much you agree or disagree with each statement.

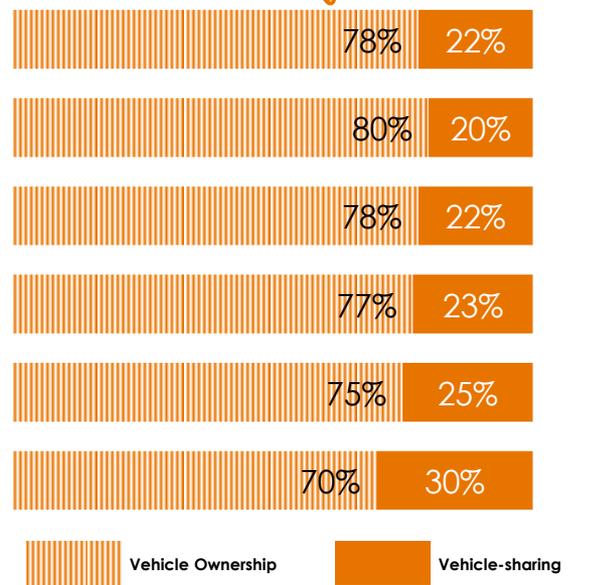
Ride sharing nor vehicle sharing has yet to rival the benefits of vehicle ownership: reliable, safe and personalized

Describes Vehicle Ownership – Much/A Little More Among Total Respondents

Vehicle Ownership vs. RIDE-SHARING



Vehicle Ownership vs. VEHICLE-SHARING

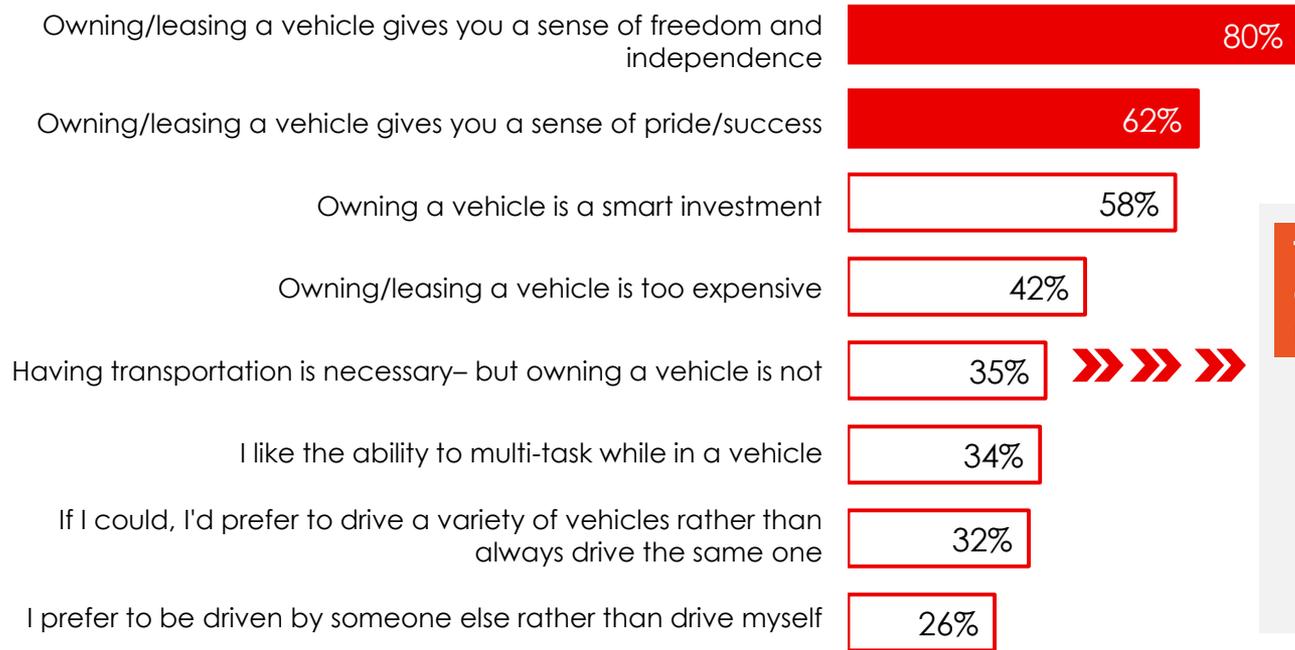


Base: Total Respondents (n=1916)

RS7. Different transport methods have different pros and cons. We will show you some descriptions and will ask you to indicate whether they describe vehicle ownership or ride-sharing better. CS7. Different transport methods have different pros and cons. We will show you some descriptions and will ask you to indicate whether they describe vehicle ownership or vehicle-sharing better.

Owning/leasing a vehicle gives Americans a sense of independence and pride, and is a smart investment

Attitudes Toward Car Ownership/Leasing – Completely/Somewhat Agree Among Total Respondents



The people who don't think ownership is necessary have never owned a vehicle

25%

Never Owned/
Leased

51%

Prefer to be
driven by
someone else

Base: Total Respondents (n=1916)

O1. Below are some statements that people have used to describe their feelings towards owning/leasing a vehicle. Please indicate how much you agree or disagree with each statement.

The sense of freedom associated with owning/leasing a vehicle transcends generations – yet Millennials are clearly looking for flexibility

Attitudes Toward Car Ownership/Leasing – Completely/Somewhat Agree Among Age Cohorts

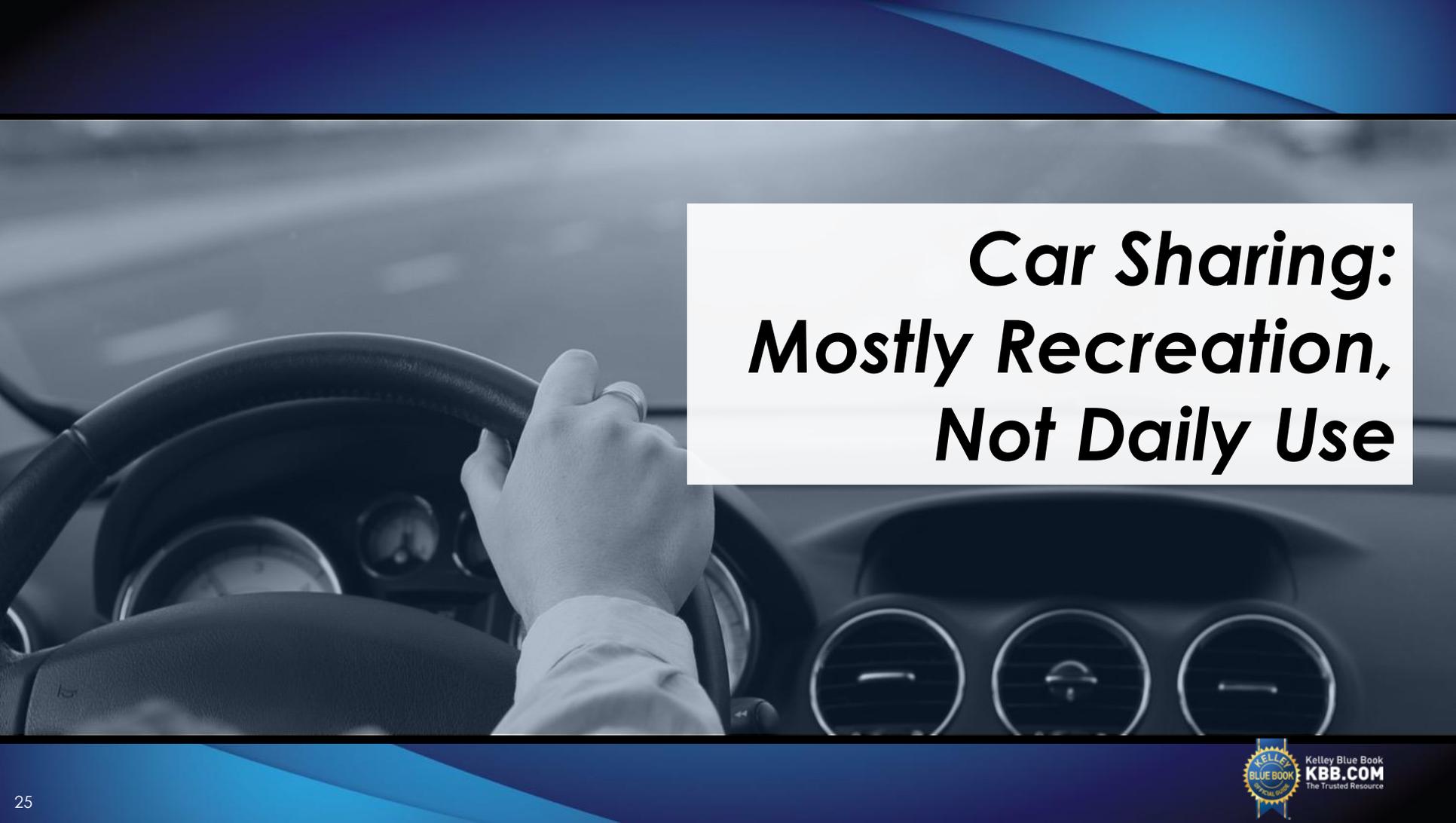
	Younger Millennials 18-24 (A)	Older Millennials 25-34 (B)	Gen X 35-50 (C)	Baby Boomers 51-64 (D)
Owning/leasing a vehicle gives you a sense of freedom and independence	80%	80%	79%	80%
Owning/leasing a vehicle gives you a sense of pride/success	70% ^{CD}	67% ^{CD}	57%	59%
Owning a vehicle is a smart investment	69% ^{CD}	64% ^{CD}	52%	54%
Owning/leasing a vehicle is too expensive	42%	41%	43%	40%
If I could, I'd prefer to drive a variety of vehicles rather than always drive the same one	34% ^D	42% ^{ACD}	31% ^D	25%
Having transportation is necessary – but owning a vehicle is not	42% ^{CD}	43% ^{CD}	32%	28%
I like the ability to multi-task while in a vehicle	41% ^{CD}	48% ^{ACD}	35% ^D	19%
I prefer to be driven by someone else rather than drive myself	31% ^{CD}	34% ^{CD}	22%	21%

Please Note: Capital letters indicate statistical differences at the 95% confidence level (A-D)

Base: Younger Millennials (n=502), Older Millennials (n=508), Gen X (n=465), Baby Boomers (n=441)

O1. Below are some statements that people have used to describe their feelings towards owning/leasing a vehicle. Please indicate how much you agree or disagree with each statement.





***Car Sharing:
Mostly Recreation,
Not Daily Use***

Ride-sharing users say their future use will be centered on social occasions or when out of town for vacation or business, not daily needs



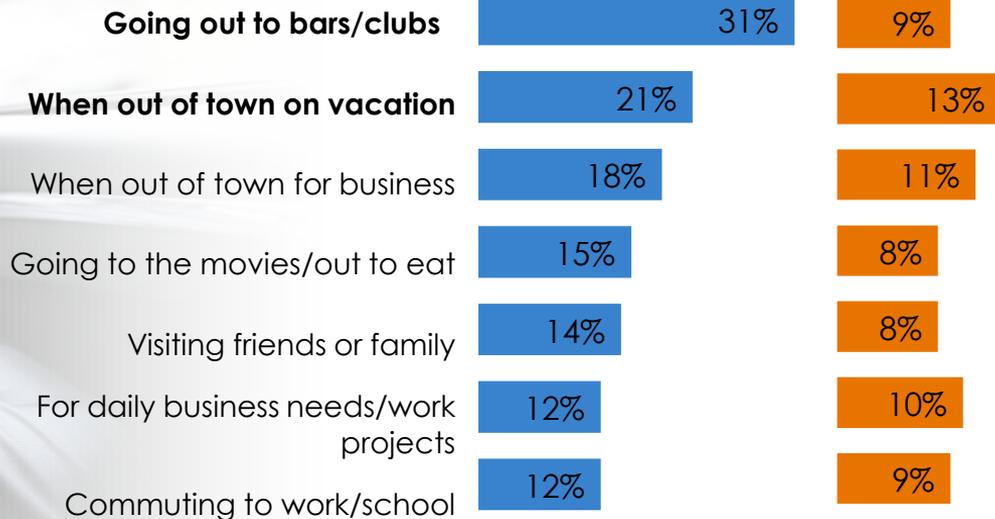
Expected Usage Occasions Among Users



RIDE-SHARING



VEHICLE-SHARING



Base: Ride-sharing Users (n=473), Vehicle-sharing Users (n=264)

FT2. In what situations do you think you will use each of these transport methods in the next 6 months?

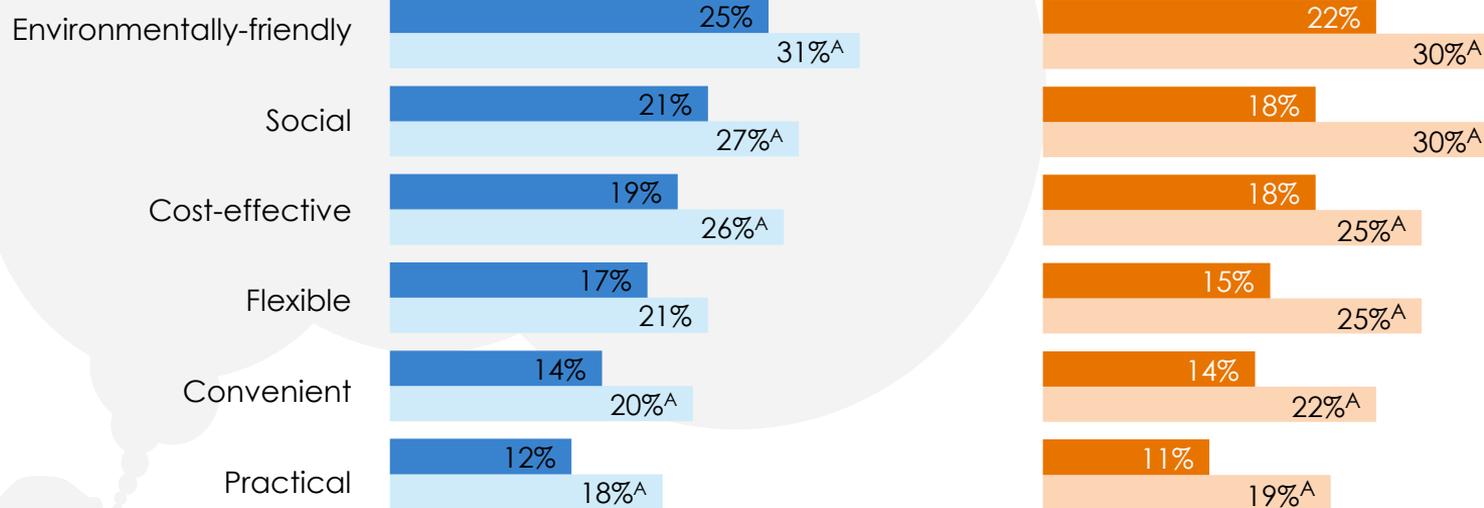
The perceptions of car-sharing intenders are even greater than the perspectives of actual users

Describes Ride-/Vehicle-Sharing – Much More* Among Users & Intenders of the Services

 USER (A)
 INTENDER (B)

RIDE-SHARING

VEHICLE-SHARING



*Top Box score

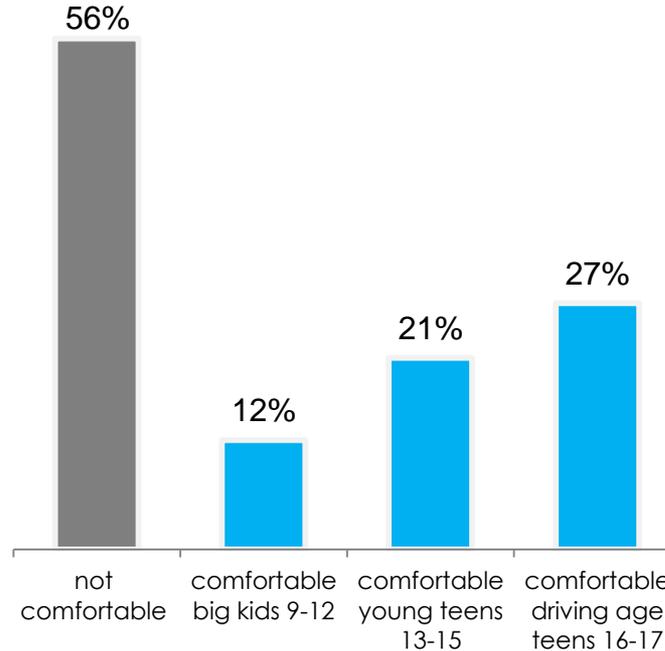
Please Note: Capital letters indicate statistical difference at the 95% confidence level (A-B)

Base: Ride-sharing Users (n=473), Ride-sharing Intenders (n=412), Vehicle-sharing Users (n=264), Vehicle-sharing Intenders (n=280)

RS7. Different transport methods have different pros and cons. We will show you some descriptions and will ask you to indicate whether they describe vehicle ownership or Ride-sharing better. CS7. Different transport methods have different pros and cons. We will show you some descriptions and will ask you to indicate whether they describe vehicle ownership or Vehicle-sharing better.

Based on the perceived benefits of ride sharing, parents aren't comfortable with kids using the service at this time

Comfort Level of Parents For kids traveling via ride sharing



NOT COMFORTABLE
with kids using
Ride-sharing

Base: Parents (n=710); Total Respondents (n=1916)

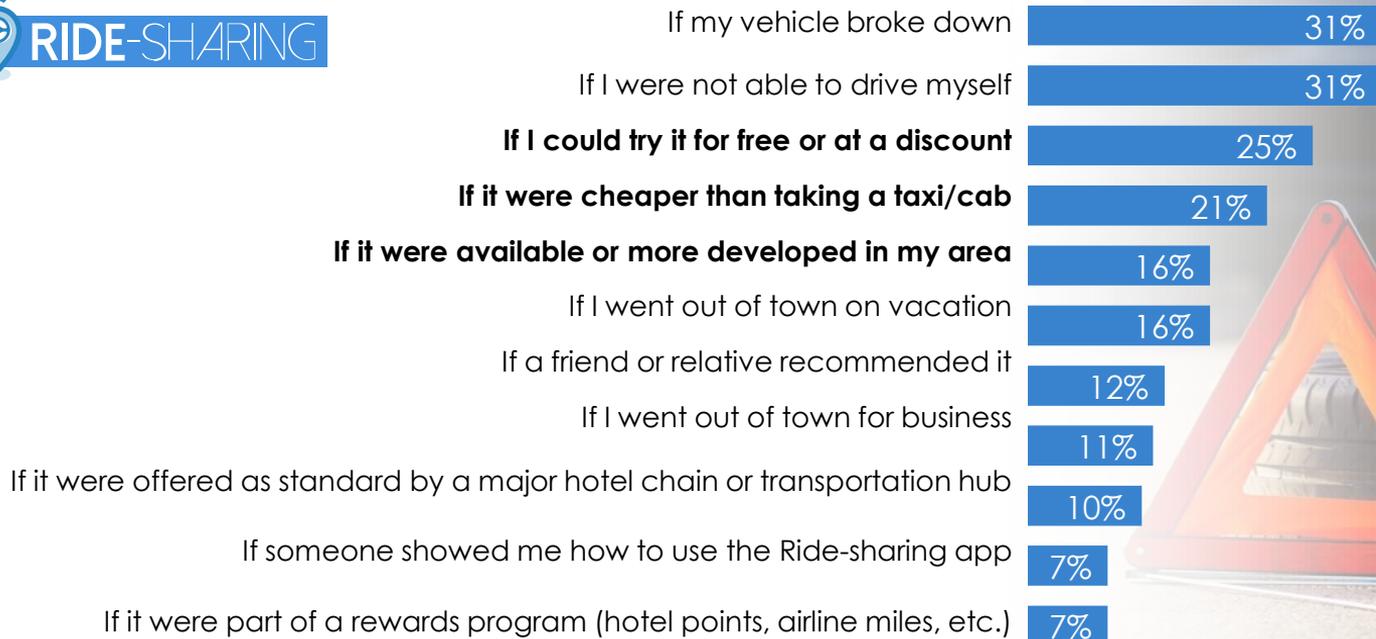
RS1. Below are some statements that people may use to describe their feelings towards Ride-sharing (Uber, Lyft, etc.). Please indicate how much you agree or disagree with each statement. RS11. Some parents have mentioned that they are comfortable with kids using ride-sharing services (for example, for commuting to school or activities), while others have said they are not comfortable with it. Which of the following, if any, would you feel comfortable with?



There Is an Open Road Ahead for Car Sharing

Discounts coupled with market expansion can encourage ride sharing

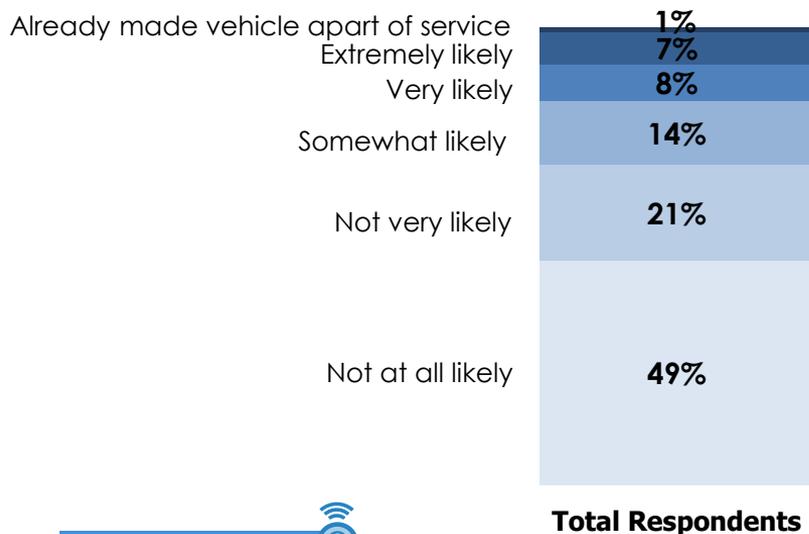
Circumstances to Persuade Ride Sharing Use Among Vehicle Owners that Haven't Tried Ride Sharing



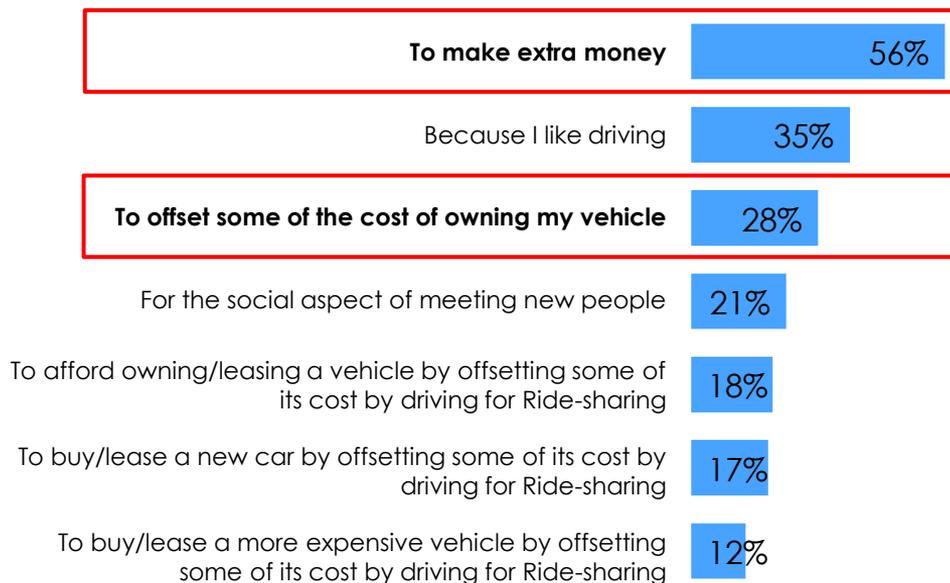
Base: Vehicle Owners that Haven't Tried Ride-sharing (n=1274)
FT3. You mentioned you haven't used a Ride-sharing service (e.g., Uber, Lyft) before. What would get you to try one?

While most Americans don't want to become a ride share driver, those who do want to become drivers believe it makes economical sense

Likelihood to Become a Ride Sharing Driver Among Total Respondents



Reasons for Interest in Becoming Drivers for Ride Sharing Services Among Those Interested in Becoming Drivers

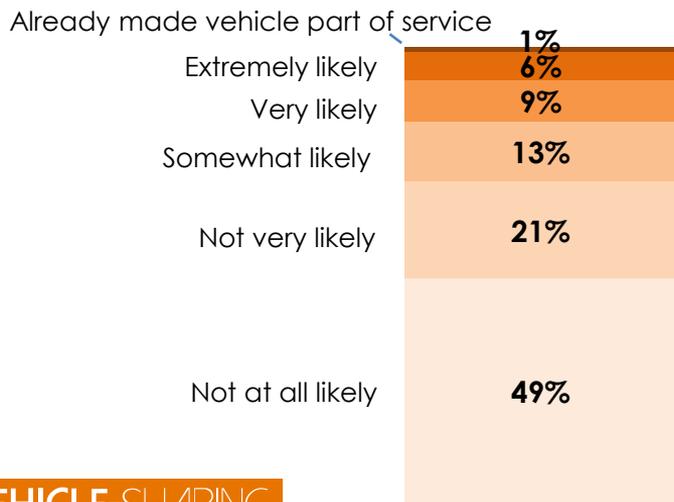


Base: Total Respondents (n=1916); Those Interested in Becoming Driver (n=613)
 RS8. How likely are you to become a driver for a ride-sharing service (e.g., Uber or Lyft)? RS9. Why are you interested in driving/why do you drive for a ride-sharing service?

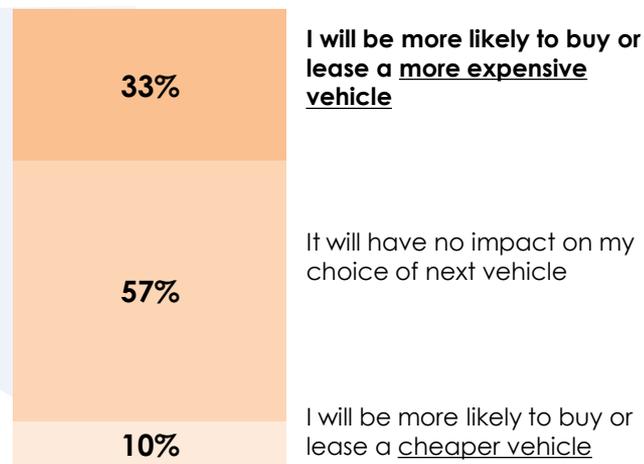


Most are unlikely to loan their cars to vehicle sharing services, but those who are say it could help them purchase/lease a more expensive vehicle

Likelihood to Share Personal Vehicle as Part of Vehicle-Sharing Service Among Total Respondents



Impact of Sharing Personal Vehicle as Part of Vehicle-Sharing Service Among Those Likely to Share Their Vehicle



Base: Total Respondents (n=1916); Those Likely to Share Their Vehicle (n=616)
 CS8. How likely would you be to consider making your own vehicle a part of a Vehicle-sharing service? CS10. How would your interest in making your own vehicle a part of a vehicle-sharing service impact, if at all, your choice of the next vehicle to buy or lease?



Looking forward, the playing field is relatively level for potential ride sharing providers



Consideration of Ride-Sharing Providers Among Age Cohorts

	Total	Young Millennial 18-24 (A)	Older Millennial 25-34 (B)	Gen X 35-50 (C)	Baby Boomers 51-64 (D)
A company with a Ride-sharing app	37%	45% ^{CD}	41% ^D	37%	32%
Traditional vehicle rental companies (e.g., Hertz, Avis)	32%	34%	30%	32%	32%
Taxi/cab/limo companies	26%	30%	24%	26%	26%
Professional drivers (e.g., current or ex-taxi drivers)	25%	33% ^{BCD}	27%	23%	23%
Vehicle dealerships	24%	21%	24%	25%	23%
Vehicle manufacturers	16%	15%	18% ^D	19% ^D	13%
Any individual with a vehicle	15%	12%	15%	17% ^A	15%
Tech Companies (e.g., Waze, Google, Apple)	14%	20% ^{CD}	21% ^{CD}	12% ^D	8%

Please Note: Capital letters indicate significant differences at the 95% confidence level (A-D)
 Base: Total Respondents (n=1916); Young Millennial (n=502), Older Millennial (n=508), Gen X (n=465), Baby Boomers (n=441)
 RS4. The following are types of ride-sharing providers. Which, if any, would you consider using for ride-sharing?



Vehicle dealerships and tech companies have an opportunity to enter the vehicle-sharing field, but generally consumers go with what they know

Consideration of Vehicle-Sharing Providers



Among Age Cohorts

	Total	Young Millennial 18-24 (A)	Older Millennial 25-34 (B)	Gen X 35-50 (C)	Baby Boomers 51-64 (D)
Traditional vehicle rental companies (e.g., Hertz, Avis)	36%	37%	34%	37%	35%
Companies specifically created to provide vehicle-sharing (e.g., Zipcar)	33%	36%	32%	34%	32%
Vehicle dealerships	31%	29%	30%	34%	30%
Vehicle manufacturers	22%	21%	23%	26% ^D	19%
Taxi/cab/limo companies	19%	22%	20%	19%	18%
Any company with a fleet of vehicles (e.g., delivery company)	18%	18%	17%	20%	16%
Tech companies (e.g., Waze, Google, Apple)	15%	20% ^{CD}	23% ^{CD}	13%	9%
Automotive shopping websites (e.g., Kelley Blue Book, Autotrader, Cars.com)	14%	17% ^D	17% ^D	15% ^D	10%
Any individual with a vehicle	13%	12%	15%	12%	13%

Please Note: Capital letters indicate significant differences at the 95% confidence level (A-D)

Base: Total Respondents (n=1916); Young Millennial (n=502); Older Millennial (n=508); Gen X (n=465); Baby Boomers (n=441)

CS4. The following are types of vehicle-sharing providers. Which, if any, would you consider using for vehicle-sharing?

5 Things You Need To Know About Car Sharing

1

Although ride sharing and vehicle sharing awareness is high, very few have actually used these services. Millennials and those who live in cities currently lead usage.

2

Car-sharing services aren't viewed as a replacement for vehicle ownership, rather they are substitutes for taxis and rental cars. In fact, car-sharing users report nearly universal vehicle purchase intent.

3

Ride sharing and vehicle sharing do not yet rival the benefits of vehicle ownership, and Americans agree that vehicle ownership provides a sense of independence, freedom and is a smart investment.

4

Ride sharing and vehicle sharing is mainly for recreational use, like going out and vacations. The social aspect of these services also is seen as a positive.

5

Looking forward, the playing field is open for potential ride-sharing providers to enter the market, including rental car companies and vehicle dealerships.