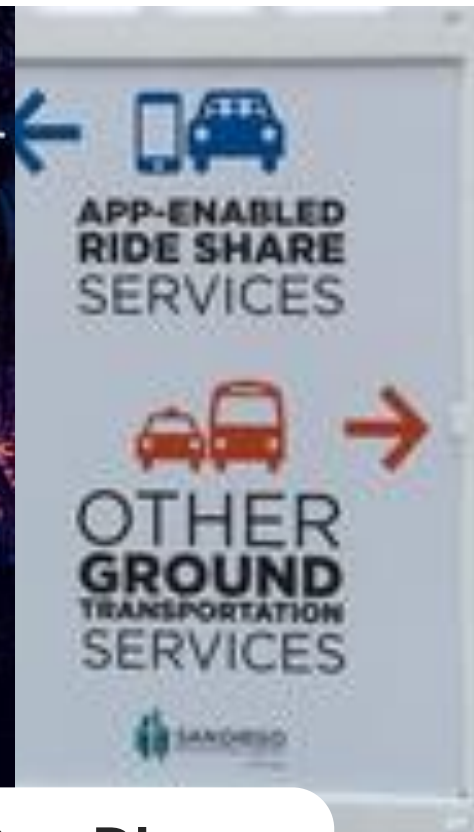


# How to Make \$28/Hour AS AN UBER DRIVER IN SAN DIEGO



therideshareguy.com



## Analyzing TNC Usage in San Diego Using Data from a Smartphone- Based Household Travel Survey

*Mark Bradley & Christopher Coy*

**TRB Innovations in Travel Modeling**

June 27, 2018 | Atlanta

# Acknowledgements



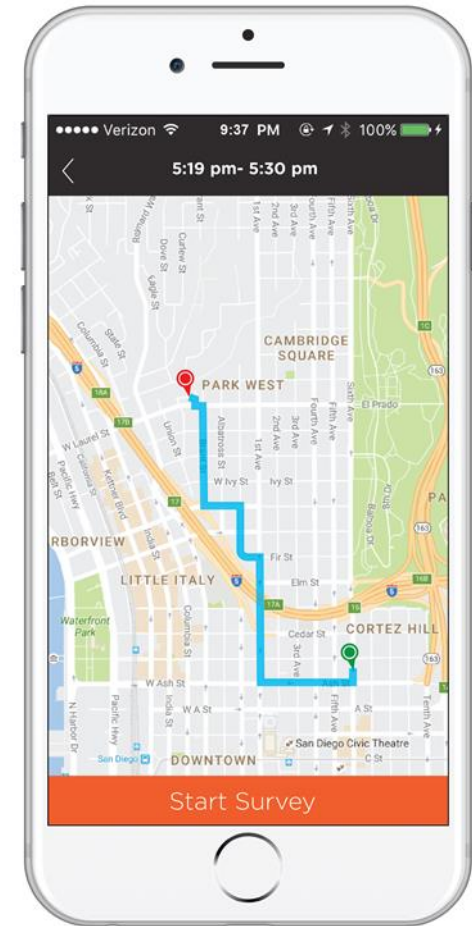
METROPOLITAN  
TRANSPORTATION  
COMMISSION



# Overview of the SANDAG Survey

- Carried out in for 2016-17
- 6,199 households
- About 70% smartphone-based
- Up to 7 days of travel data
- Over 273,000 trips
- 1,730 TNC trips (& 250 taxi trips)

COMPARISON:  
NHTS data has 122 TNC &  
taxi trips from 2,775 San Diego  
households



# TNC trips more likely to be out of region or airport related.

	TNC	Taxi	All Modes
<b>Outside region</b>	14%	32%	4%
<b>In region, to/from airport</b>	5%	7%	0.3%
<b>In region, non-airport</b>	81%	61%	96%



# The purpose of TNC trips\* varies by weekend vs. weekday.

## Weekend TNC Trips

Mostly for social/recreation/meals

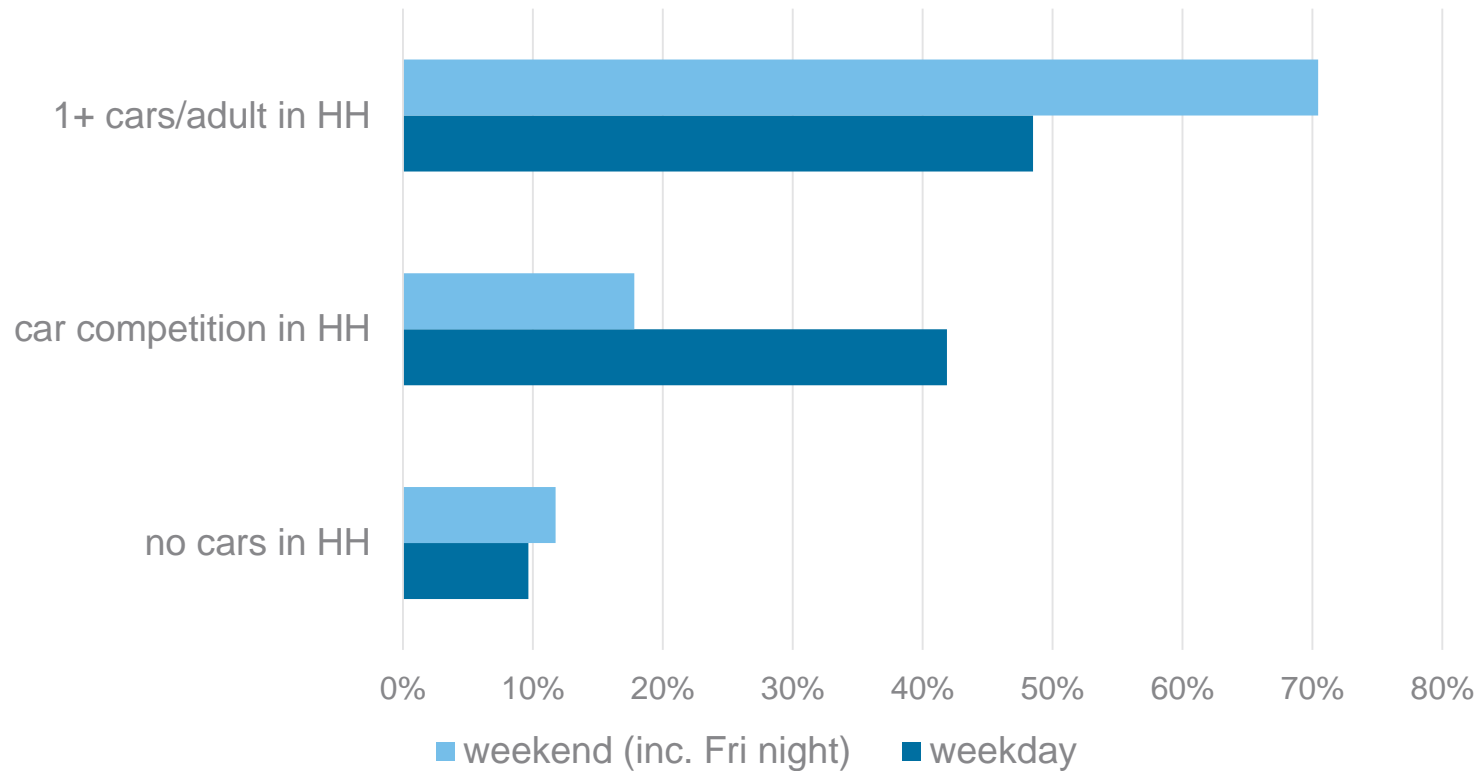
## Weekday TNC Trips

More mixed across purposes

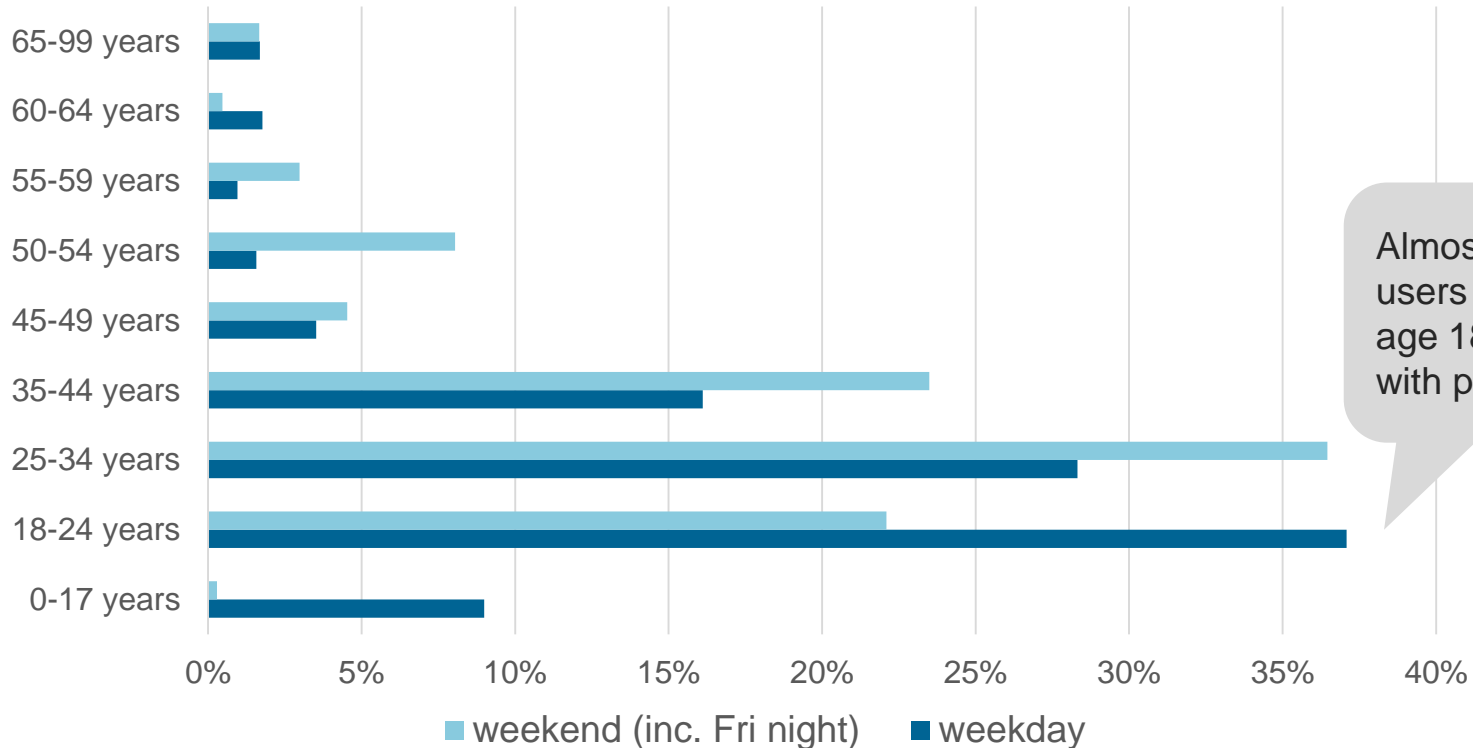
- Almost 50% of non-home destinations are work or school



# Car competition in the household is more than twice as common for weekday TNC users.



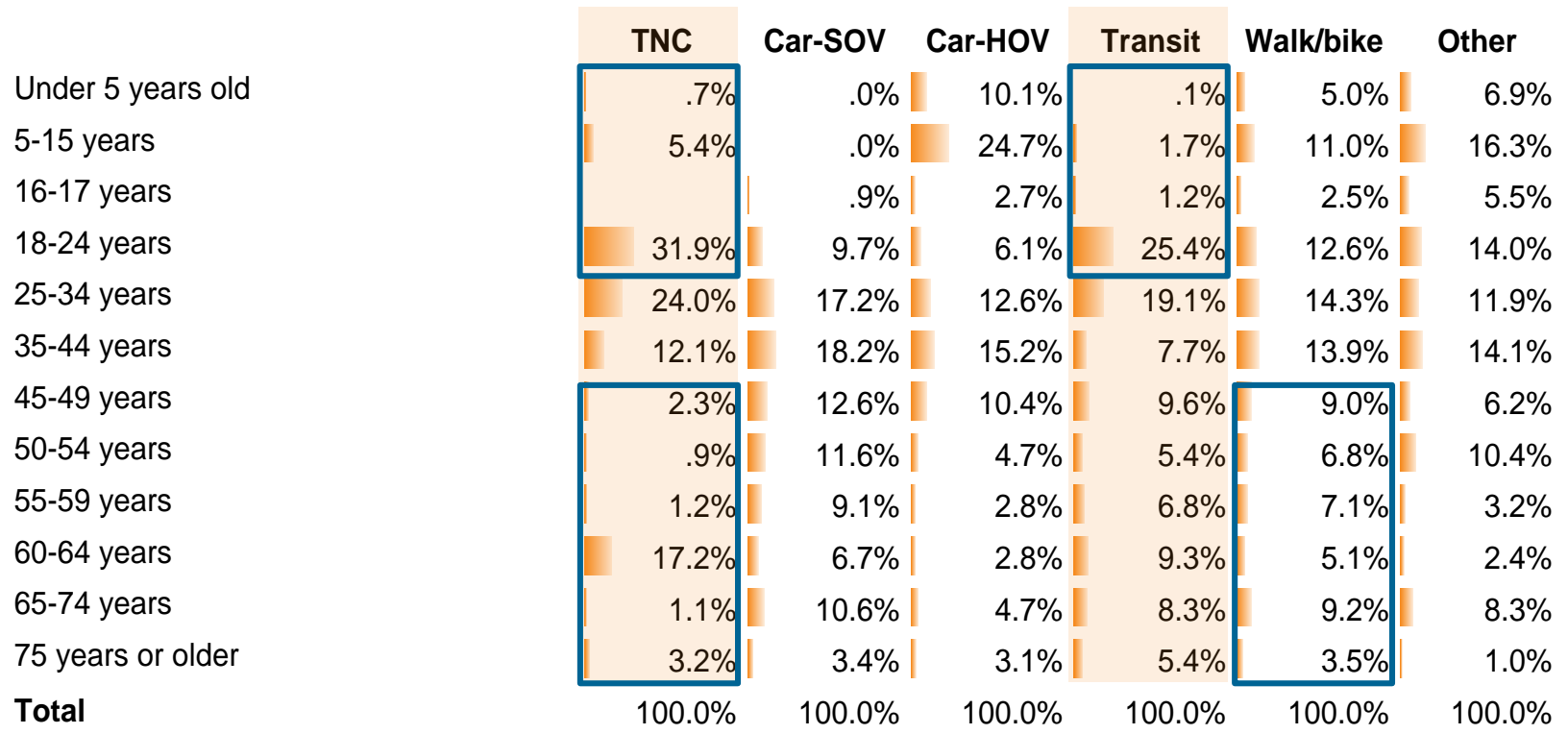
# People under age 25 make 45% of weekday TNC trips, but only 22% of weekend TNC trips.



Almost all TNC users under age 18 travel with parents



# The fraction of TNC users under age 35 is higher than transit and much higher than other modes.



- The fraction of users over age 45 is much lower than all other modes, even walk and bike





# Car ownership of TNC users is not quite as low as for transit users, but lower than for all other modes.

	TNC	Car-SOV	Car-HOV	Transit	Walk/bike	Other
No Cars	26.2%	.3%	.8%	34.5%	9.8%	6.0%
Car Competition	36.6%	19.0%	22.0%	40.0%	28.0%	30.1%
1+ Cars/Adult	37.2%	80.8%	77.3%	25.5%	62.2%	63.9%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# Compared to transit users, some TNC users have higher incomes

	TNC	Car-SOV	Car-HOV	Transit	Walk/bike	Other
Under \$30,000	28.8%	10.3%	11.0%	41.6%	20.9%	16.4%
\$30,000-\$59,999	24.2%	18.4%	18.3%	19.3%	19.3%	24.6%
\$60,000-\$99,999	11.0%	23.7%	24.2%	21.1%	18.9%	17.1%
\$100,000-\$149,999	24.8%	21.2%	21.2%	8.3%	17.3%	25.1%
\$150,000 or more	10.5%	17.4%	17.9%	3.4%	14.9%	7.8%
Prefer not to answer	.7%	9.1%	7.4%	6.3%	8.7%	9.1%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

- TNC trips and users are similar to transit along most other dimensions



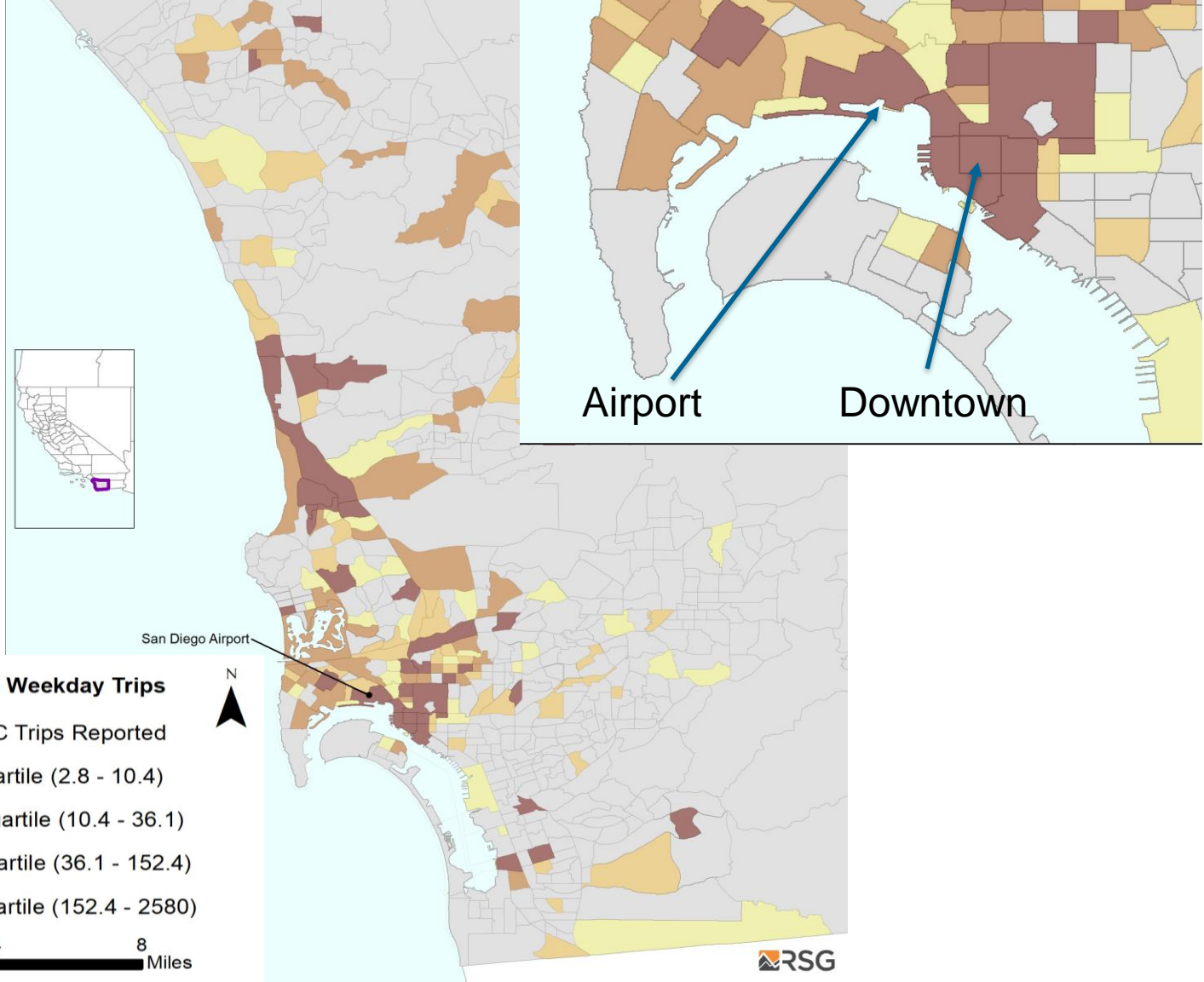
## Also, compared to transit users, some TNC users live in areas that are not very well served by transit.

All trips split into quintiles by transit stop density within walking distance of the trip origin

	TNC	Car-SOV	Car-HOV	Transit	Walk/bike	Other
Lowest Quintile	19.3%	17.6%	20.9%	4.1%	15.8%	24.2%
Second Quintile	13.9%	20.0%	22.2%	9.2%	17.3%	21.3%
Third Quintile	14.8%	19.5%	19.3%	12.7%	15.3%	17.8%
Fourth Quintile	17.5%	22.0%	19.5%	21.4%	19.1%	13.7%
Highest Quintile	34.5%	20.9%	18.1%	52.6%	32.5%	23.0%
<b>Total</b>	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



# TNC Trip Origins On Weekdays

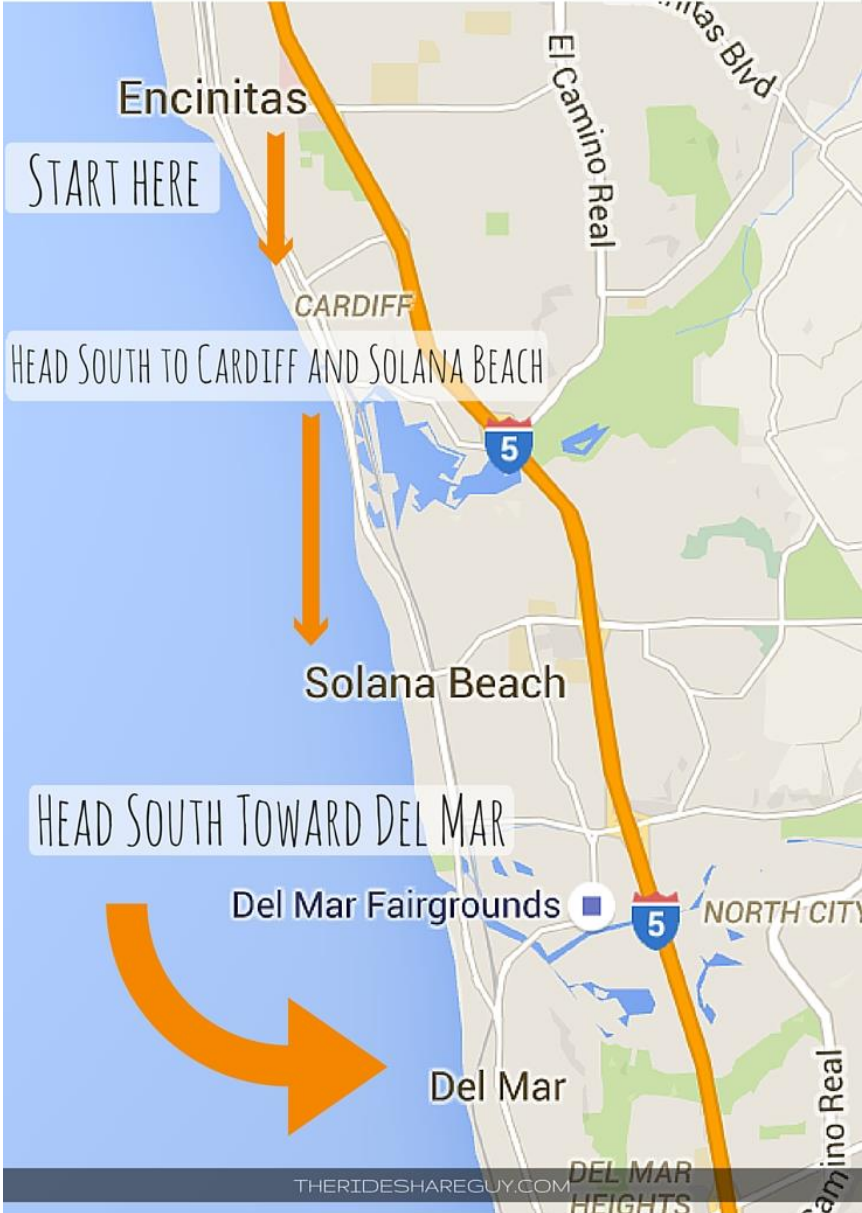


## TNC Weighted Weekday Trips

- No TNC Trips Reported
- 1st Quartile (2.8 - 10.4)
- 2nd Quartile (10.4 - 36.1)
- 3rd Quartile (36.1 - 152.4)
- 4th Quartile (152.4 - 2580)

0 2 4 8 Miles

# FOLLOWING THE PROFITABILITY PIPELINE



# PARTY CENTRAL PROFITABILITY



# DOWNTOWN PROFITABILITY PIPELINE



# Questions

