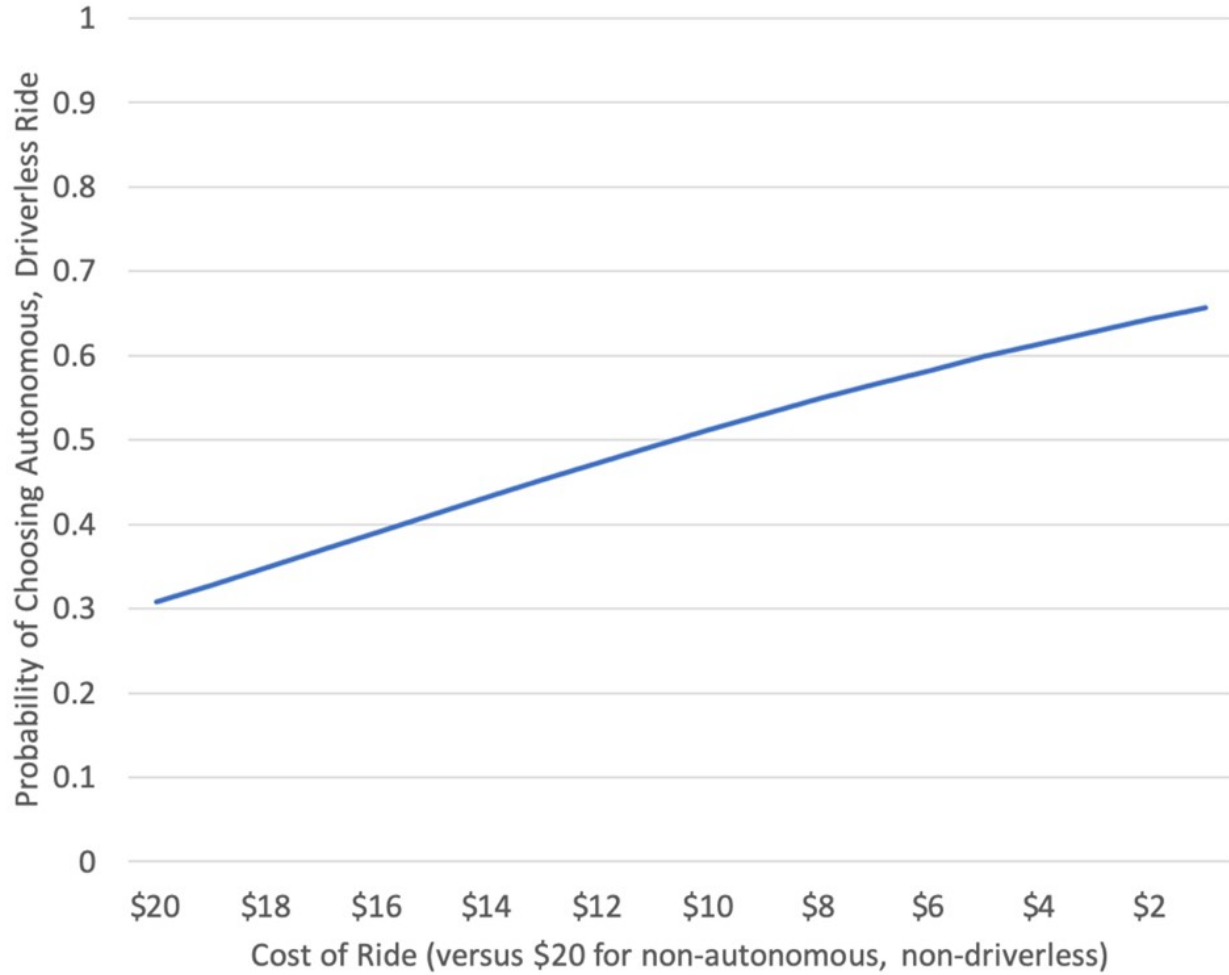
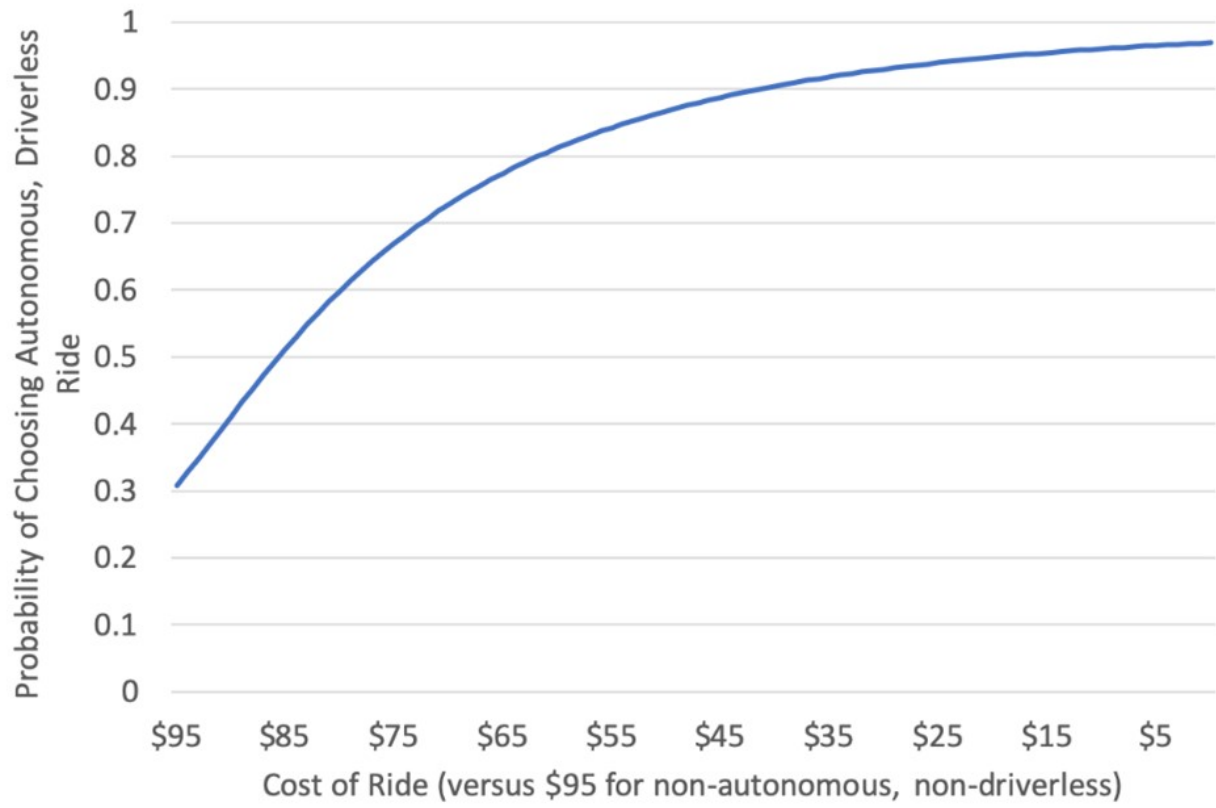


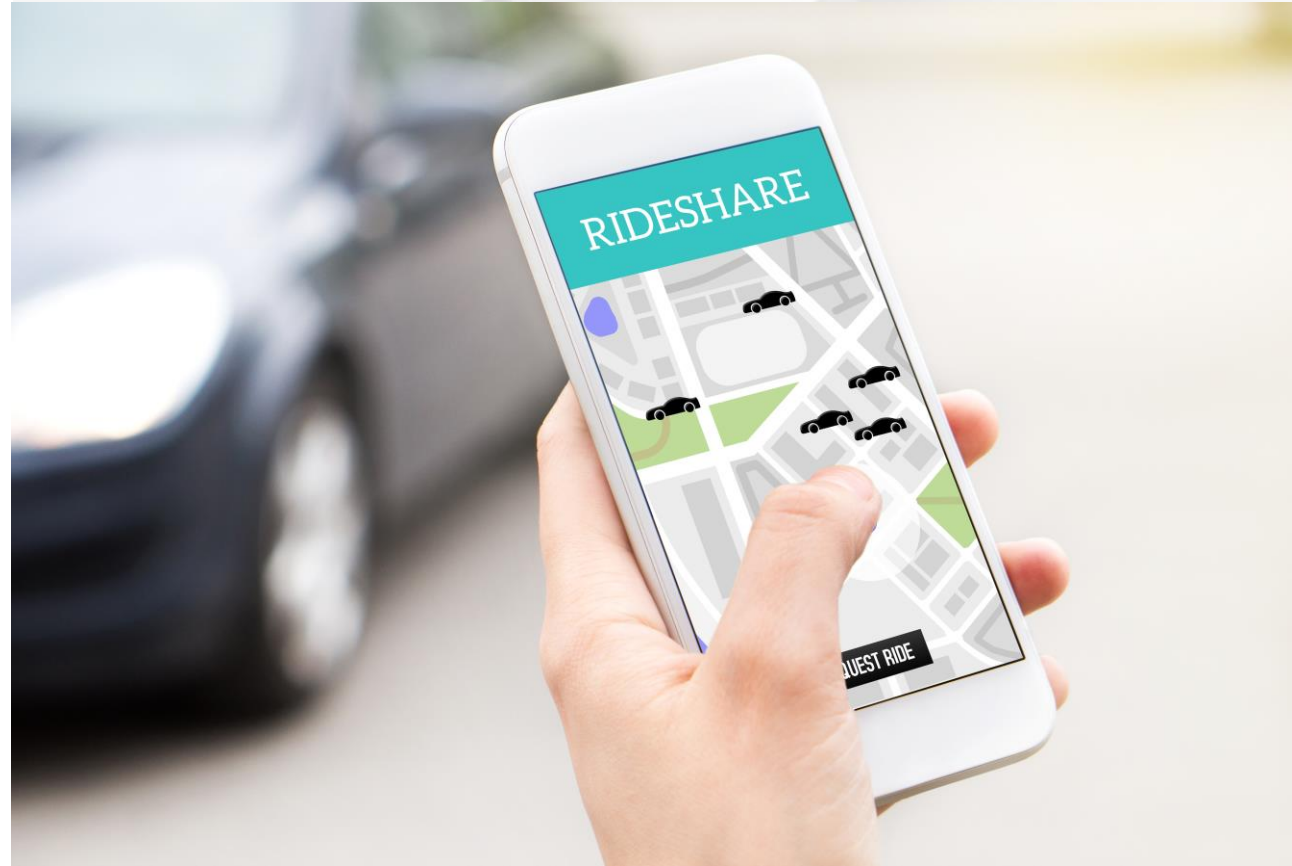
Consumer Preferences for Ride-Hailing: Barriers to an Autonomous, Shared, and Electric Future

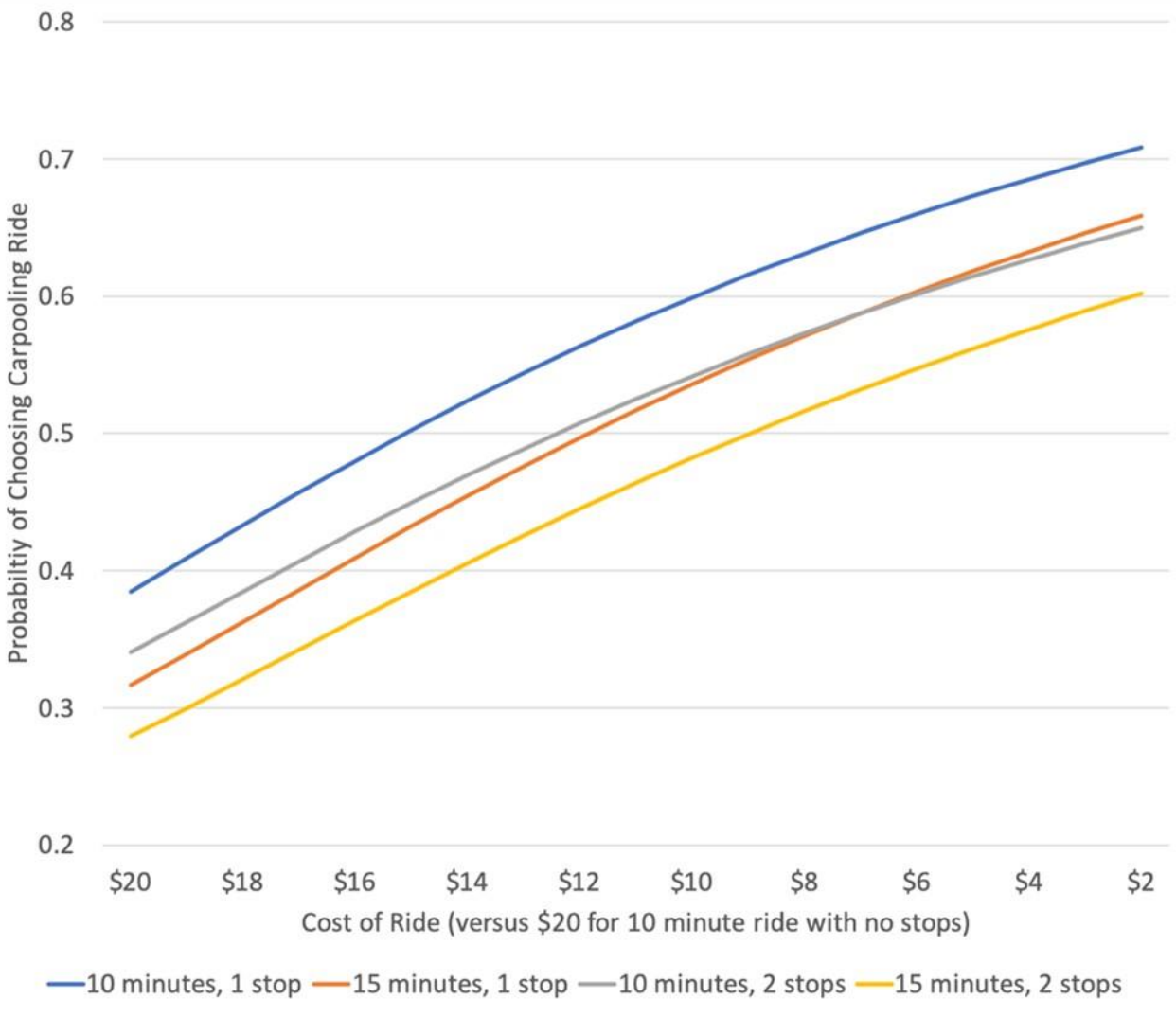
Rubal Dua and Tamara Sheldon



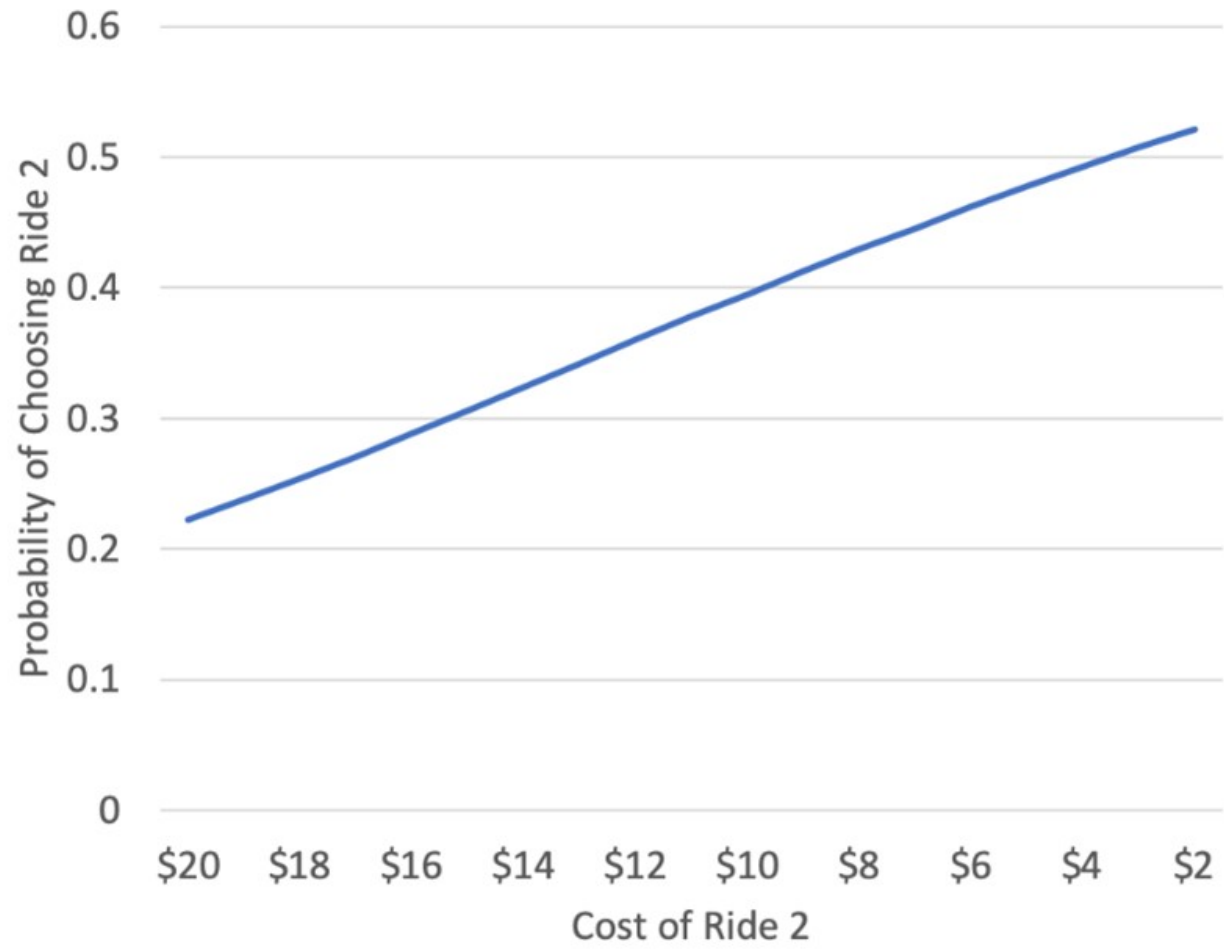


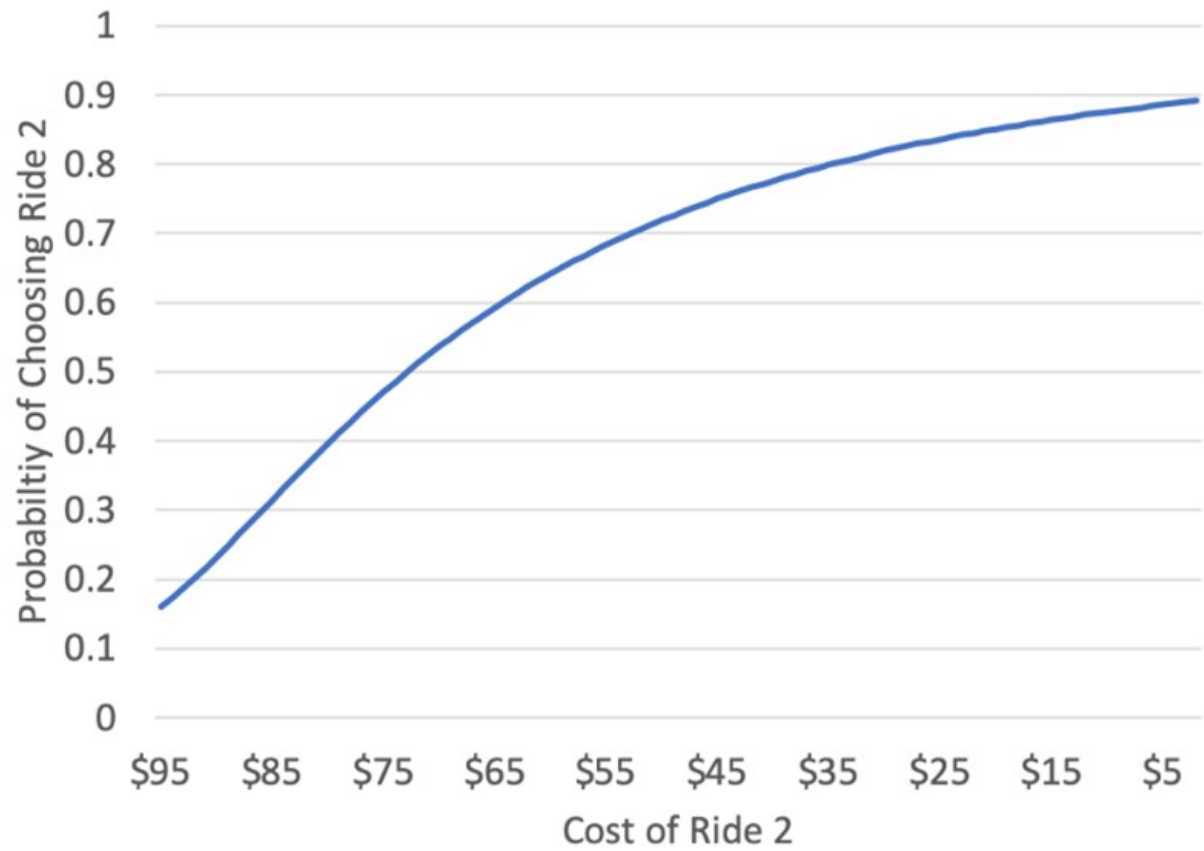












Findings

- Reluctant to Share Rides due to Privacy and Safety Concerns, Demand Significant Discounts to Share
- Riders Averse to Driverless Cars Due to Lack of Human Driver, Not Technology
- Riders Open to Green Vehicles but Unwilling to Pay Premium
- Resistance to Extra Stops in Short Trips Could Impede Pooling Adoption in Urban Areas
- Sharing and Automation's Cost Savings Don't Convince Riders Enough
- Average Riders Need a \$20 Discount for Shared, Autonomous, and Electric Rides Versus Conventional Rides
- Automation and Pooling May Reduce Costs Enough to Discount High Priced Longer Rides, but Not Shorter Trips





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