Residential Location, Lifestyles and Mobility Choices of Millennials in California, and the Motivations behind Them

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Giovanni Circella
Aria Berliner
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Susan L. Handy
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Giovanni Circella*, Aria Berliner, Lew Fulton, Farzad Alemi, Susan Handy, Patricia L. Mokhtarian

Institute of Transportation Studies
University of California, Davis

*gcircella@ucdavis.edu
Mobility of Millennials in California

Interest in better understanding:

- The relationships among *millenials’ personal attitudes, lifestyles and actual behaviors*

  *...do they behave differently from previous generations?*

- Impact of *classical* (economic and non-economic) variables vs. *specific factors affecting millennials’ choices* (e.g. adoption of technology, etc.)

- Their *aspirations for/opinions about life and future mobility* (e.g. major life changes, purchase and use of cars vs. use of other modes)
“Millennials” (or “Generation Y”)

• Rapidly changing trends in:
  – Household size
  – Educational attainment
  – Economic influence / consumption

• Very active segment of the population

• Increasing economic power (and still climbing the income ladder)

• “Diverse, Expressive and Optimistic”
“Millennials” (or “Generation Y”)

- Millennials are often described as heavy adopters of technology and social media.
- Less dependent on cars, and adaptable to the sharing economy.
- Often prefer urban locations and social lifestyles (at least in some regions).
- The focus is mainly on urban population...
### Potential Factors Affecting the Mobility of Millennials

<table>
<thead>
<tr>
<th>Economic</th>
<th>Auto Costs</th>
<th>Technology</th>
<th>Demographic Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recession</td>
<td>Gasoline</td>
<td>Communication technology</td>
<td>Delayed marriage</td>
</tr>
<tr>
<td>Unemployment</td>
<td>Auto insurance</td>
<td>Transportation technology (Uber)</td>
<td>Fewer children</td>
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<tr>
<td></td>
<td>Driver’s education</td>
<td></td>
<td>Boomerang</td>
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<tr>
<td></td>
<td>Auto repairs</td>
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<td></td>
<td>Other fees</td>
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<td></td>
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<tr>
<td>Residential Location</td>
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<tr>
<td>More likely to move to and live in cities</td>
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<td></td>
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<tr>
<td>Cultural</td>
<td>Environmentalists</td>
<td>Regulatory Changes</td>
<td>Alternative Modes</td>
</tr>
<tr>
<td></td>
<td>Less materialistic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regulatory Changes</td>
<td></td>
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<tr>
<td></td>
<td>Graduated Driver’s Licensing</td>
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<td>Better transit</td>
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<tr>
<td></td>
<td>Texting while driving laws</td>
<td></td>
<td>Improved infrastructure for walking/biking</td>
</tr>
</tbody>
</table>

(Source: Blumenberg, 2014)
Common Limitations of Previous Studies

Lack of information on key variables:
• e.g. *personal attitudes and preferences* for studies based on the analysis of National Household Travel Survey data

Use of non-random samples:
• e.g. *convenience samples* for studies on university students
California Millennial Study

- Statewide study in California
- Design of a detailed online survey to collect information from millennials
- Survey distributed through an opinion panel to build a sample representative of population
- Sample includes Millennials and Generation X
- Quota sampling by geographic region and neighborhood type
- Focus on personal attitudes, lifestyles, living arrangements, and adoption of technology, among other factors controlled in the study.
What is the Impact of Emerging Technologies?

- Smartphones (GPS, access to more info)
- Integrated ride-sharing / mobility
- Increasing opportunities to multitask
- Lower levels of car-ownership
- Extend range of public transportation-mobility
Car Ownership vs. Shared Mobility
Behavioral Framework

**Classical Factors**
- Economic Activity
- Income
- Land Use
- Sociodemographics

**Non-Classical Factors**
- Personal Attitudes
- Transportation Preferences
- Urban Lifestyles
- Preferences for Location
- Adoption of Technology
- Changes in Sociodemogr.
- Cultural Background
- Peers influence

**Travel Behavior \( (t_0) \)**
- Measures of TB by mode
- Auto ownership and use
- Adoption of other modes

**Time \( t_0 \)**
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- Personal Limitations
- Access/Availability of modes
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Residential Location

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Residential Location
+ LU Characteristics*

Travel Behavior (t₀)
- Measures of TB by mode
  - Auto ownership and use
  - Adoption of other modes

Constraints and Limitations
- Personal Limitations
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*Measured with external data (e.g. US EPA Smart Location data), after geocoding of residence (X, Y)
Behavioral Framework

Classical Factors
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Residential Location
+ LU Characteristics*

Travel Behavior \((t_0 - \Delta t)\)
- Major life events
- Previous res. loc.

Travel Behavior \((t_0)\)
- Measures of TB by mode
- Auto ownership and use
- Adoption of other modes

Constraints and Limitations
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Measured at time of survey

Time \(t_0\)

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**Residential Location**
+ LU Characteristics*

**Future Aspirations After Δt**
- Desired mobility and lifestyles
- Expectations about life events
- Interest in buying a vehicle
- Future TB preferences

**Travel Behavior (t₀-Δt)**
- Major life events
- Previous res. loc.

**Travel Behavior (t₀)**
- Measures of TB by mode
- Auto ownership and use
- Adoption of other modes

**Constraints and Limitations**
- Personal Limitations
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### Behavioral Framework

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- Measures of TB by mode
- Auto ownership and use
- Adoption of other modes

**Measured at time of survey**

**Residential Location**

**Residential Location t₁**

**Classical Factors (t₁)**

**Non-Classical Factors (t₁)**

*Measured with external data (e.g. US EPA Smart Location data), after geocoding of residence (X, Y)*
California Millennial Dataset

Data collection in Fall 2015

Target of:
1400 Millennials
1000 “Gen Xers”

N = 2400 Total sample size

Control for demographic targets:
- Age
- Gender
- Income
- Race and Ethnicity
- Presence of Children (Y/N)
Sample Characteristics (N=2160)

**Millennials' Sample Distribution by Region and Neighborhood type**

- Central Valley
- MTC
- NorCal and Others
- SACOG
- SANDAG
- SCAG

**Gen X's Sample Distribution by Region and Neighborhood type**

- Central Valley
- MTC
- NorCal and Others
- SACOG
- SANDAG
- SCAG
Sample Characteristics (N=2160)

**Millennials**
- Central Valley: 28%
- MTC: 14%
- NorCal and Others: 16%
- SACOG: 11%
- SANDAG: 9%
- SCAG: 14%

**Generation X**
- Central Valley: 27%
- MTC: 13%
- NorCal and Others: 8%
- SACOG: 14%
- SANDAG: 25%
- SCAG: 13%

**Millennials**
- Urban: 46%
- Suburban: 38%
- Rural: 6%
- Small town: 10%

**Generation X**
- Urban: 53%
- Suburban: 32%
- Rural: 6%
- Small town: 9%
Sample Characteristics (N=2160)

Distribution of Respondents by Annual Household Income ($)

Distribution of Respondents by Annual Individual Income ($)

Gen Y
Gen X
Sample Characteristics (N=2160)

**Millennials**
- 70% White/Caucasian
- 15% Asian/Pacific Islander
- 9% Black/African American
- 4% other/multi-racial
- 1% Decline to Answer

**Generation X**
- 72% White/Caucasian
- 14% Asian/Pacific Islander
- 7% Black/African American
- 5% other/multi-racial
- 1% Decline to Answer

**Household Characteristics**

- **Millennials**
  - 55% Household without Children
  - 45% Household with Children

- **Generation X**
  - 58% Household without Children
  - 42% Household with Children
Vehicle Miles Traveled (N=2110)

Average Weekly VMT by Age Group

- Gen X: 112
- Millennials: 95
Vehicle Miles Traveled (N=2110)

Average Weekly VMT by Neighborhood Type

Suburban
- Gen X: 118
- Millennials: 99

Urban
- Gen X: 101
- Millennials: 90
A Transient, Green Generation

"I'm still trying to figure out my career (e.g. what I want to do, where I'll end up)"

"I prefer to live close to transit even if it means I'll have a smaller home and live in a more crowded area"

"I'm already well-established in my field of work"

"We should raise the price of gasoline to reduce the negative impacts on the environment"
"I avoid doing things that I know my friends would not approve"

"Having Wi-Fi and/or 3G/4G connectivity everywhere I go is essential to me"

Use smartphones to “decide which means of transportation, or combinations of multiple means, to use for a trip”

Use smartphones to “identify possible destinations (e.g. restaurant, café, etc.)"
Multitasking while Traveling

### Millennials

<table>
<thead>
<tr>
<th>Region</th>
<th>Multi-tasked while commuting</th>
<th>Didn't do anything while commuting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Valley</td>
<td>44.7%</td>
<td>55.3%</td>
</tr>
<tr>
<td>MTC</td>
<td>29.6%</td>
<td>70.4%</td>
</tr>
<tr>
<td>NorCal and Others</td>
<td>32.1%</td>
<td>67.9%</td>
</tr>
<tr>
<td>SACOG</td>
<td>33.3%</td>
<td>66.7%</td>
</tr>
<tr>
<td>SANDAG</td>
<td>37.0%</td>
<td>63.0%</td>
</tr>
<tr>
<td>SCAG</td>
<td>37.9%</td>
<td>62.1%</td>
</tr>
</tbody>
</table>

### Generation X

<table>
<thead>
<tr>
<th>Region</th>
<th>Multi-tasked while commuting</th>
<th>Didn't do anything while commuting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Valley</td>
<td>51.3%</td>
<td>48.7%</td>
</tr>
<tr>
<td>MTC</td>
<td>40.8%</td>
<td>59.2%</td>
</tr>
<tr>
<td>NorCal and Others</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>SACOG</td>
<td>47.0%</td>
<td>53.0%</td>
</tr>
<tr>
<td>SANDAG</td>
<td>43.8%</td>
<td>56.3%</td>
</tr>
<tr>
<td>SCAG</td>
<td>47.5%</td>
<td>52.5%</td>
</tr>
</tbody>
</table>
A Uber-Friendly Generation?

Familiarity with and usage of On-demand ride services (e.g. Uber, Lyft)

- I have never heard of it
- I have heard of it but I’ve never used it
- I use it when traveling away from home
- I use it in my hometown/city
- I use it in my hometown & away from home

Legend:
- Millennials
- Gen X
Impact of Last Uber Trip on the Use of Other Means of Travel

**Millennials**
- It reduced the amount of driving I did
- It reduced my use of public transportation
- It increased the amount of walking/biking I did
- It increased my use of public transportation by providing a better way to access public transportation
- It increased my use of public transportation by providing a ride outside public transportation...
- It reduced the amount of walking/biking I did

**Generation X**
- It reduced the amount of driving I did
- It reduced my use of public transportation
- It increased the amount of walking/biking I did
- It increased my use of public transportation by providing a better way to access public transportation
- It increased my use of public transportation by providing a ride outside public transportation...
- It reduced the amount of walking/biking I did
Preliminary Findings, and Next Steps

• Consistent with expectations, millennials are found to:
  – Drive less
  – Use ICT devices more often
  – Multitask during their commute
  – Show a stronger commitment to protect the environment
  – Be less opposed to increasing gas taxes to fund public transit
  – Adopt share mobility services more often

• But how do their behaviors relate to...
  – Stage in life
  – Personal attitudes, lifestyles and living arrangements
  – Adoption of technology and mobility choices

• The study can provide insights into potential response of millennials to policies, and effect on future travel demand
Research Question 1

What are the relationships among travel behavior, personal preferences, adoption of technology and residential location of millennials?

Estimation of frequency models for the use of various means of travel, segmented respectively for millennials and Gen Xers.

- What are the main factors affecting the adoption of modes alternative to cars?
- What is the impact of the adoption of on-demand ride services (Uber/Lyft) on the use of other modes?
- What is the impact of living arrangements vs. personal preferences?

What is the impact of millennials’ level of education, income and geographic location?
Research Question 2

Are the dominant trends of millennials’ travel permanent or temporary (e.g. effect of a transition in life stages)?

Estimation of a VMT model, which controls for sociodemographics, personal attitudes, lifestyles, and geographic location.

- What is the impact of stage of life (e.g. being married, presence of children) on the travel behavior of millennials?
- What is the impact of personal attitudes and preferences?
- How does the place where somebody grew up affect travel behavior?
- What is the impact of major life events (new job, relocation to city, moving out of parents’ place, moving in with partner, etc.)?

Not possible to fully analyze these issues using NHTS, or other currently available travel survey data.
Research Question 3

How many millennials match the stereotype of *urbanite/socialite* common in the media?

Cluster analysis to analyze different profiles of people (socialite/urbanite vs. others)

Stereotype common in the media:
- Live in urban areas
- Have dynamic lifestyles
- Heavy users of social media
- Own zero (or few) cars
- Use public transportation
- Adopt new technologies

How many millennials vs. members of older generation fit in this profile?
Research Question 4

Structural Equations Model that explores relationships among attitudes and preferences, residential location, travel behavior, and future aspirations for mobility, etc.
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Thank you for your attention!

For more information, please contact:

Dr. Giovanni CIRCELLA
Institute of Transportation Studies
University of California, Davis
gcircella@ucdavis.edu