

MOUNTAIN-PLAINS CONSORTIUM

RESEARCH BRIEF | MPC 21-444 (project 628) | November 2021

Ridesourcing in Rural Communities, North Dakota Driver Survey



the **ISSUE**

In an era when ridesourcing companies are expanding rapidly into previously untouched markets, rural markets might soon face unexpected changes.

There is a need to understand public perception of ridesourcing and trip activities that may lead to success in rural ridesourcing markets. This is especially true in regard to rider demand and understanding ridesourcing as a viable mode alternative to impaired driving for rural communities.

the **RESEARCH**

A mail survey to North Dakota drivers was conducted over two years to collect information regarding perceptions, demand, and supply for ridesourcing in the state.



A University Transportation Center sponsored by the U.S. Department of Transportation serving the Mountain-Plains Region. Consortium members:

Colorado State University
North Dakota State University
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Project Title

Impaired Driving Safety
Program Strategy Pilot:
Improving Outcomes
Based in an Individualized
Computerized Assessment
and Referral System

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the FINDINGS

A survey of adult drivers revealed that one in 10 was familiar with ridesourcing services, such as Uber and Lyft, and about half of those had used such services. While 97% reported they had cellular service, only 87% used a smartphone that would enable them to participate in this market. Beyond accessibility, cost was considered a key factor. Interestingly, two market demand segments of high interest have more clarity with regard to potential market growth. The suggestion that ridesourcing may be a good option for older adult mobility and as a ride alternative to driving after drinking had a respondent majority in agreement at 56.2% and 83.9%, respectively. Responses across several topics, such as familiarity, accessibility, and incentives, make it evident that education about ridesourcing services may be beneficial.

the IMPACT

The research will provide background for better targeted communication and resource allocation related to opportunities to expand ridesourcing, particularly as an impaired driving prevention strategy in rural communities.

For more information on this project, download the Main report at <https://www.ugpti.org/resources/reports/details.php?id=1047>

For more information or additional copies, visit the Web site at www.mountain-plains.org, call (701) 231-7767 or write to Mountain-Plains Consortium, Upper Great Plains Transportation Institute, North Dakota State University, Dept. 2880, PO Box 6050, Fargo, ND 58108-6050.



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