



Caltrans Division of Research,
Innovation and System Information

Research

Notes

Planning
Policy
Programming

OCTOBER 2015

Project Title:
The Impact of Residential Location, Lifestyles
and Emerging Technologies on the Travel
Behavior and Vehicle Ownership of Young
Adults "Millennials" in California

Task Number: 2974

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Completion Date: September 30, 2016

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The Mobility of Generation Y (Millennials) in California – Phase 2

An investigation of the impact of residential location, lifestyles and emerging technologies on the travel behavior of young adults in California.

WHAT IS THE NEED?

Millennials have shown a dramatic modification in their lifestyles and travel behavior in recent years, and they are attributed a major role in the recent "car peak" observed in California and the U.S. Still, the motivations behind Millennials' behavior are not thoroughly investigated to date, and it is unclear whether their modified transportation patterns are only temporary, or represent a long-term trend in travel demand, which will further affect future growth patterns of Californian cities.

WHAT ARE WE DOING?

To investigate this topic, this study builds on an existing NCST/Caltrans research project which funded an ambitious data collection on Millennials' personal preferences, lifestyles, residential location, adoption of technology, car ownership, travel behavior (by different transportation modes) and future aspirations to purchase a vehicle, from a sample representative of the population of young adults (aged 18-34) and a control group comprising members of the previous Generation X (aged 35-50) in California. As part of this study, we will analyze the collected data, integrate additional information available from other sources (e.g. the land use characteristics of where Millennials live), and develop statistical analyses of Millennials' travel behavior, car ownership and future propensity towards mobility.



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California's transportation system

Task 1. Literature Review (Months 1-12). Conduct a review on car peak, future trends in travel demand, and the impact of lifestyles, residential location, personal attitudes and preferences on young adults' travel behavior and propensity to buy a vehicle.

Task 2: Data Cleaning and Preparation (Months 1-9).

Task 3: Data Integration (Months 3-9) with land use, neighborhood types and built environment information from other data sources.

Task 4: Data Analysis (Months 5-11). Development of detailed descriptive statistics on main variables of interest, data reduction through factor analysis, and statistical analysis/model estimation.

Task 5: Draft Final Report & Scientific Paper (Months 9-12).

WHAT IS OUR GOAL?

The study will provide critical insights into the motivations affecting young persons' travel behavior and car ownership aspirations. It will allow researchers and policy-makers to better understand likely future trends in travel demand, and the potential responses to policies designed to increase transportation sustainability.

WHAT IS THE BENEFIT?

The study will provide useful information about the factors affecting Millennials' mobility patterns, and it will help researchers and policy-makers understand future trends in travel demand, including potential shifts in the use of transportation modes and their potential response to policies designed to increase transportation sustainability.

WHAT IS THE PROGRESS TO DATE?

This project began in late October and a kickoff meeting is tentatively scheduled for some time in December for interested stakeholders.