Propose your own research idea!!

On-demand mobility (FLEX) – Stated preference datasets



Data description

- Two SP experiments on the preferences towards on-demand mobility (more info on both datasets on the next page):
 - SP1 context: single mode urban trip (~5km), commute or leisure trip
 - SP2 context: access mode and train station choice
- Responses for both surveys were obtained in February 2020
- Survey was carried out with the MPN
- Both surveys have additional attitudinal statements and can be linked to the MPN for further socio-demographic and attitudinal information

Thesis research ideas

- Are there any regional differences (in NL) in traveller preferences towards FLEX (SP1 & SP2)
- Clustering respondents based on their attitudes towards FLEX services (SP1 & SP2)
- Are on-demand services perceived like shared modes (public transport) or private modes (car, bike)? (SP1 & SP2)
- Do people choose to maximise utility or minimise regret when choosing the access mode and train station (SP1)
- Analysing the impact of train station proximity on access and station choice (SP2)
- Access mode or train station? What do travellers choose first? (SP2)
- How does train usage frequency affect access mode choice? (SP2)

Candidate

Should have taken the Statistical Analysis of Choice Behaviour (SEN1221) course or the Travel behaviour research (SEN1721) course or have experience with choice analysis and experiment design otherwise

Information

- Do you have your own ideas for a research topic?
- Have more questions about the datasets?

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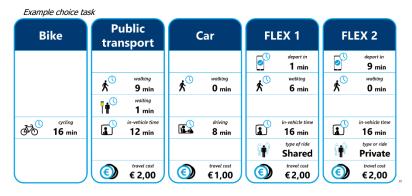
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Both datasets

- Attitudinal statements on the use of technology, mobility, sharing a ride and the sharing economy
- Familiarity with sharing economy (home rent, on-demand services and bike/car sharing)

SP experiment 1: Urban mobility

- Single mode trip within an urban area (~5km long) for a commute or leisure trip purpose
- Choice between bicycle, car, public transport and FLEX (on-demand service)
- Blocked orthogonal design (12 blocks) with 6 choice tasks per block
- Each respondent was allocated 2 different blocks, one for the commute and one for the leisure trip purpose
- Respondents without an access to car did not have the option to choose car for their trip (it
 was also not shown in the choice set)
- 1,200 total responses, 1,063 after filtering the data



SP experiment 2: Train station access

- Three-step sequential SP survey design
 - · Joint access-mode-and-train-station choice
- Step 1 and 2: access mode choice for 2 different stations
 - choice between bicycle, car, public transport and FLEX
- Step 3: choice between the 2 stations, given the access mode choice
- Efficient design of 6 choice tasks (each task made of 3 steps/choices)
- 1,193 total responses, 1,076 after filtering the data







