



INDIAN CARPOOL SURVEY

DECEMBER 2007

CONDUCTED BY

INDIMOTO.COM

## **About Indimoto.com**

Indimoto.com was the first online carpool classifieds which enabled commuters to post carpool requests and also search for commuters travelling in their city, on their route and time, without any charge. Indimoto.com provides an efficient online mechanism to match commuters and form carpools across 130 Indian cities

## **About the Survey**

### **Survey Objective**

A carpool/rideshare is an arrangement wherein commuters share a vehicle to travel together, thereby saving fuel, money, reducing global warming and traffic. Carpooling is at a very nascent stage in India.

**The survey was conducted by Indimoto to understand the profile of urban commuters who have opted for a carpool/rideshare. The findings of this survey throw light on interesting facts about the demographic, social and economic profile of commuters who have adopted carpooling as a mode of commuting. The survey also brings out the trigger factors which prompted these commuters to start carpooling and the accrued benefits of such an arrangement.**

Based on these finding and their analysis, focused awareness programmes can be initiated by various stakeholders such as the Government, city administrations, corporate, climate protection agencies and NGOs etc. There is an urgent need to create awareness amongst urban commuters about the benefits of carpooling primarily to reduce the harmful effects of CO2 emissions from vehicles which is aiding rapid global warming. Moreover with crude oil prices touching \$100 a barrel, government and commuters alike need to look at avenues to reduce dependence on the pricy fuel. This is the second such survey being conducted by Indimoto; the previous one was conducted in 2006.

**The survey intended to profile the 'Indian car-pooler' on the following criterion:**

- 1. Geo Location (City)**
- 2. Gender**
- 3. Age**
- 4. Education Level**
- 5. Occupation**
- 6. Income**
- 7. Vehicle Ownership**
- 8. Daily Commute Distance**
- 9. Monthly Commuting Expense**
- 10. Accrued Benefits of Carpooling**

### **Survey Sample:**

Commuters who have used the internet (carpool listing/classified sites including Indimoto.com) to enter into carpool/rideshare arrangements across India since 2006. A national sample has been surveyed.

**Sample Size:** 525

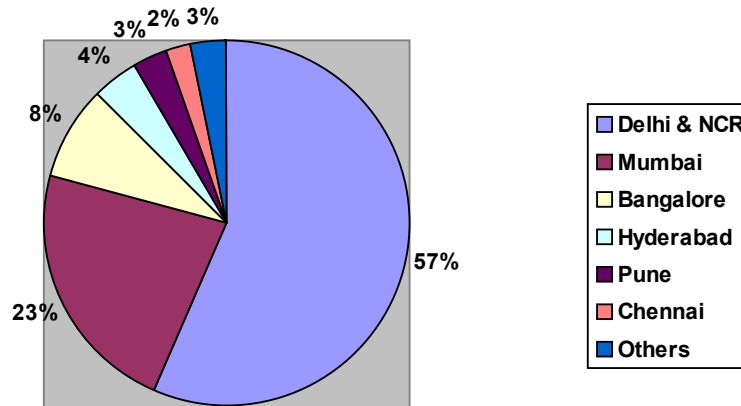
**Survey Mode:** Objective and subjective questionnaire distributed via e-mail

### **Survey Result Summary**

The maximum car-poolers belong to New Delhi (57%) followed by Mumbai (23%) and Bangalore (8%). Only 16% of the car-poolers are female who however believe the concept to be relatively safe. Majority of car-poolers fall between the age group of 25-40 years (70%) since they account for the most active working population and commute to work daily. Car-poolers are highly educated with most holding a post graduate qualification (57%). 99% of respondents carpool for an income generating activity and majority (84%) are salaried employees. It becomes evident from the survey that car-poolers are in well paying professions with a majority (57%) earning over Rs. 50 thousand per month and 10% earning upwards of Rs. 1 lakh per month. This can be contributed to well paid private sector employees who are car-pooling to their office places in various metros. Only 6% of the car-poolers do not possess a private vehicle while 86% own one or more cars and share driving responsibilities with fellow car-poolers.

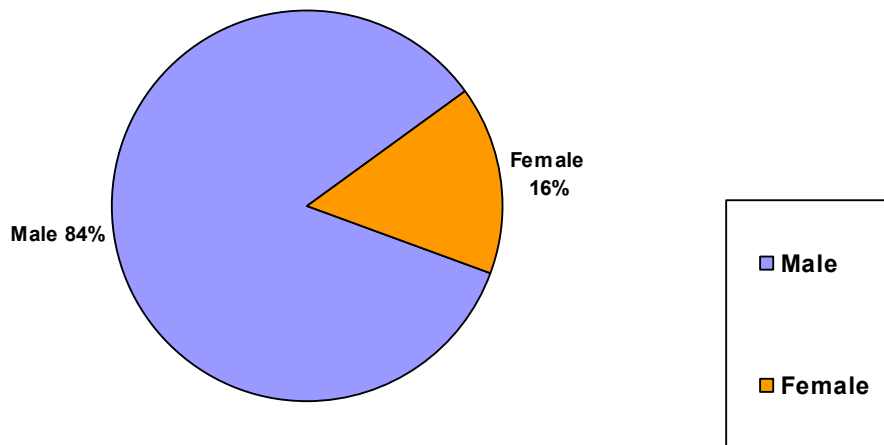
As expected, majority of car-poolers commute over long distances each day, 84% commute over 26 kilometres everyday with 17% travelling over 76 kilometres on a daily commute. Despite this 38% car-poolers are able to keep their commuting costs below Rs. 3000 per month by carpooling. For the car-poolers the primary accrued benefit of carpooling was reduction in CO2 emissions which helps them reduce their carbon footprint in the race to save the planet from global warming. 67% respondents cited this as the main benefit of carpool, this indicates the environmental consciousness. 62% appreciated the money saving opportunity which carpooling has created while 53% were glad that they were reducing traffic on choked city streets. Saving of precious fuel was cited as another benefit by 41% of the car-poolers. Contrary to popular belief that carpools are a social challenge, 38% opted for it to increase social interaction with like minded commuters working or living in their vicinity. Reduction of stress due to driving/commuting alone was also a factor which encouraged 31% of the respondents to carpool.

### Geo Location (City)



**Inference:** Of the car-poolers surveyed a maximum of 57% belonged to Delhi & NCR followed by Mumbai with 23%, Bangalore with 8%, Hyderabad with 4%, Pune with 3% and Chennai with only 2%. The rapid economic growth of the Delhi region has resulted in more commuters travelling over longer distances and spending greater money on commuting. Moreover the inclusion of sub cities including Gurgaon & Noida in NCR has also increased its representation. This has been a primary factor why Delhi & NCR commuters have opted for carpooling the most. Mumbai stands second in terms of carpool adopters due to the fact that it has an efficient (though very crowded) local train network as well as 'hail and use' taxi system which are alternatives to carpooling.

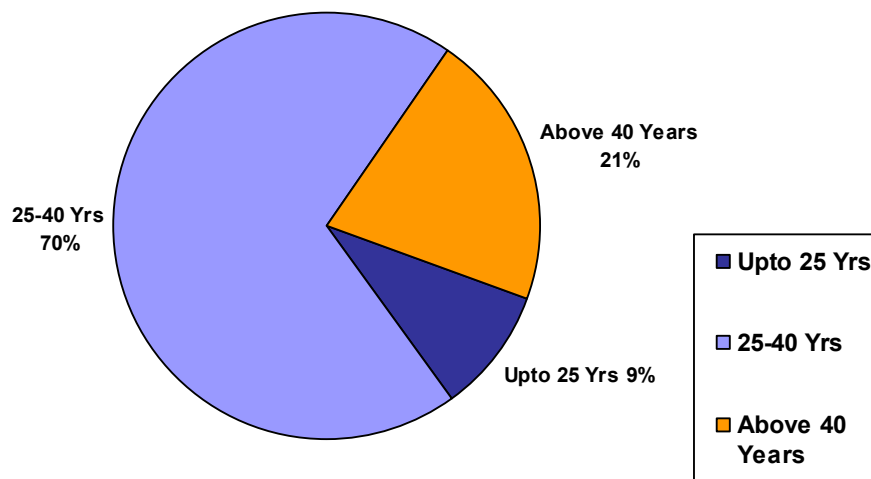
## Gender



**Inference:** 84 % of the car-poolers were male, females accounted for only 16%. Though this number has increased from the previous year when female car-poolers accounted for only 9% there are still some issues which need to be addressed before women can come on par with men. Lesser representation of women in the white collar workforce is also a factor. Maximum female car-poolers were from the Delhi & NCR region.

---

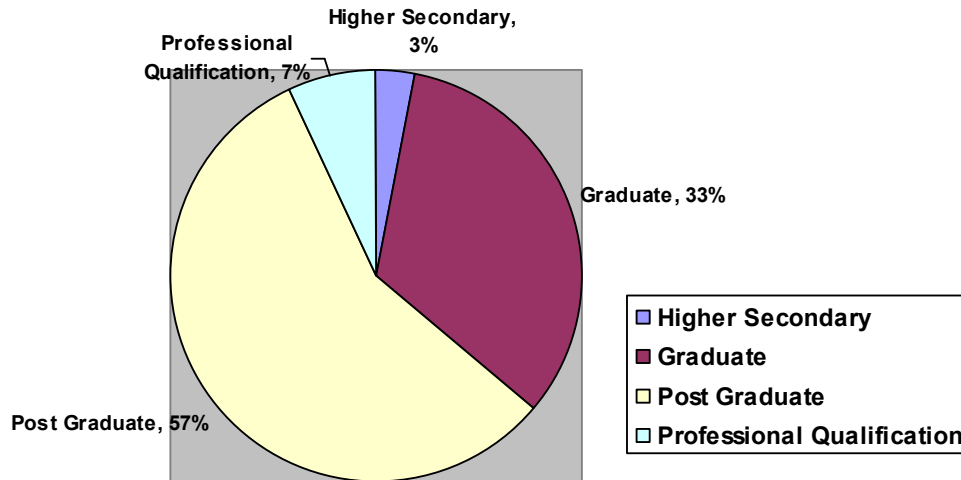
## Age



**Inference:** Most car-poolers fall between the age group of 25-40 years (70%) since they account for the most active working population and carpool regularly to and from work. Beyond the age of 40 rising incomes and the need for more flexibility negatively affects carpooling.

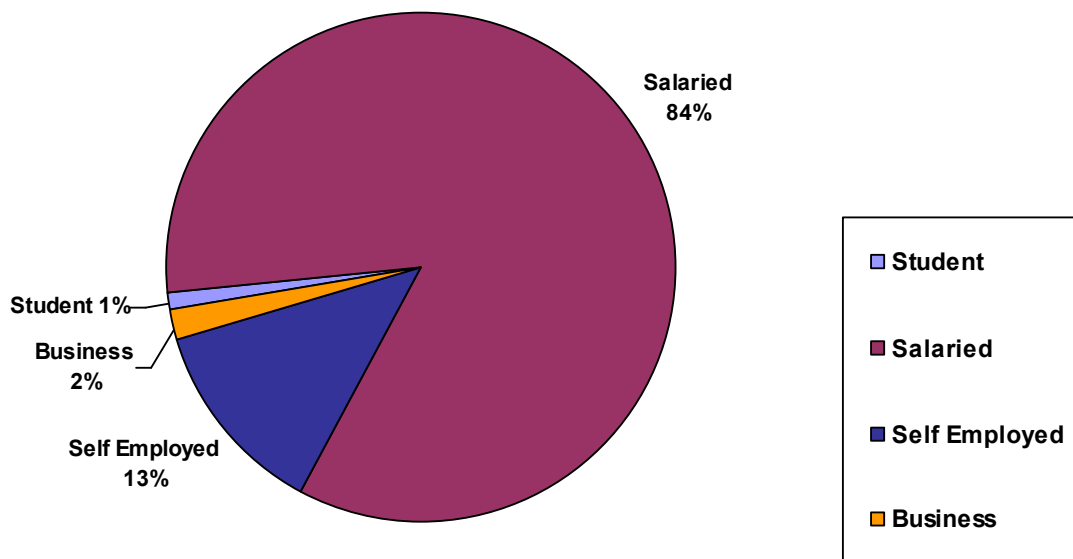
---

## Education Level



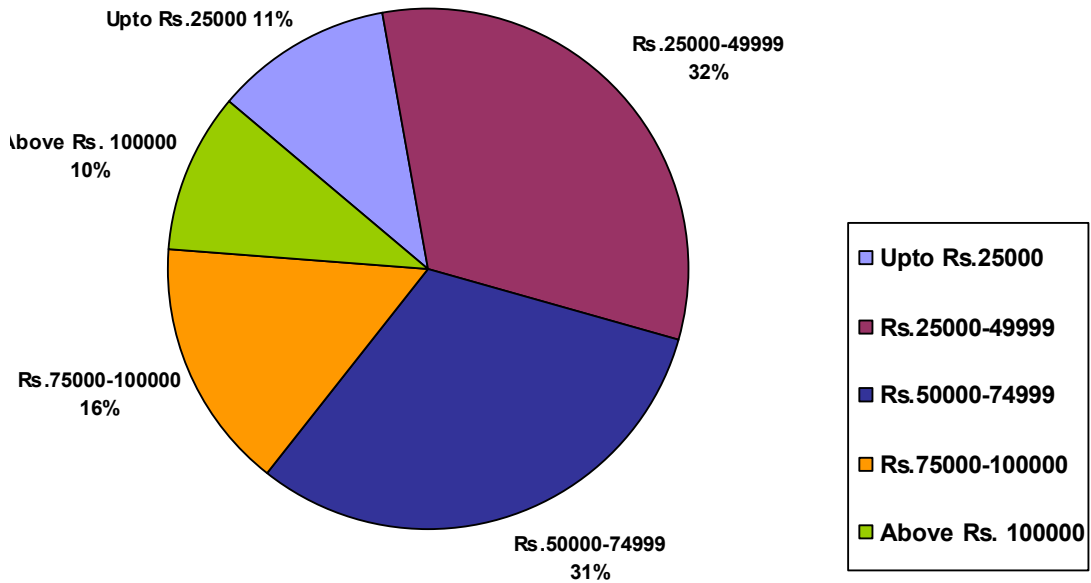
Majority of car-poolers are highly educated with a post graduate qualification (57%). This is because of two primary reasons, one that they are aware of the benefits of carpooling and second they have access to the Internet which enabled them to post carpool wanted ads to find a match online. Only 3% of the surveyed population did not have a graduate level qualification.

## Occupation



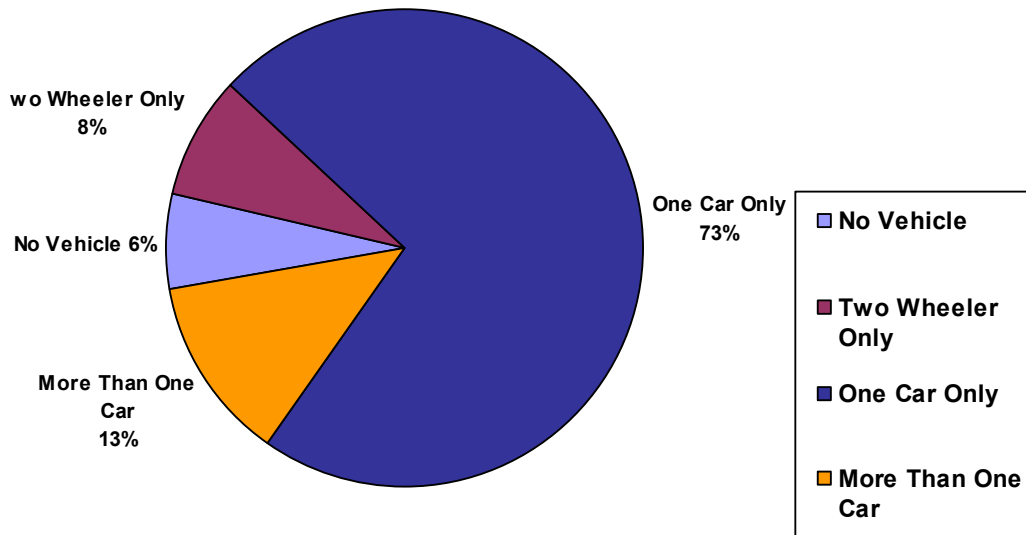
**Inference:** Majority of the car-poolers (84%) are salaried employees, 13% are self employed professionals, 2% are businessmen/businesswomen and only 1% are students. These findings are in line with the age of the respondents which indicates that most are in the working age group and carpool to their offices and back. What is interesting to note here is that 99% of car-poolers are in an income generating activity.

## Monthly Income



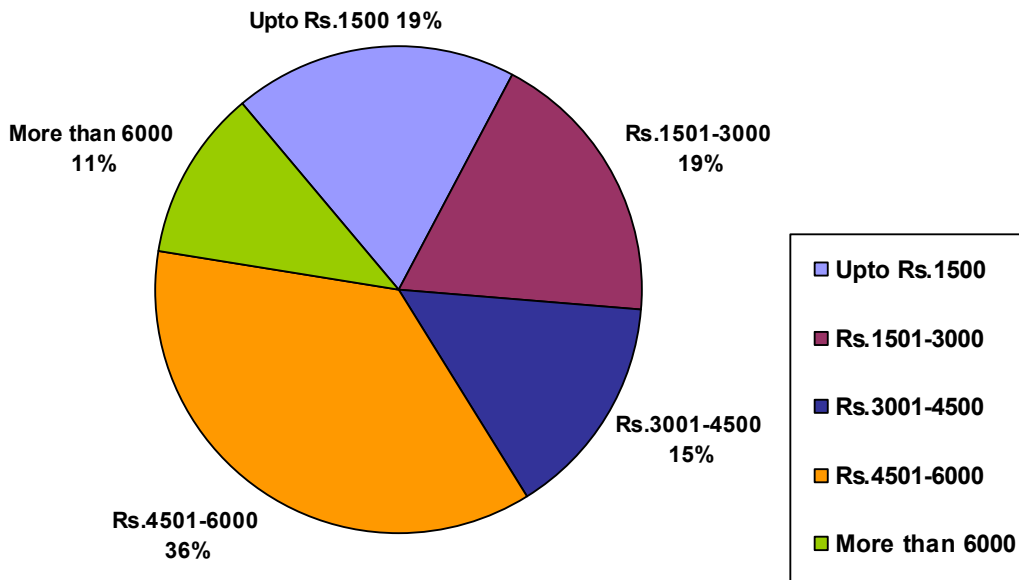
**Inference:** A majority of 44% of car-poolers belong to high income group and earn more than Rs.50000 per month, 40% earn between Rs.25000-50000, 14% between Rs. 10000-25000 and only 2% earn less than Rs.10000.

## Vehicle Ownership



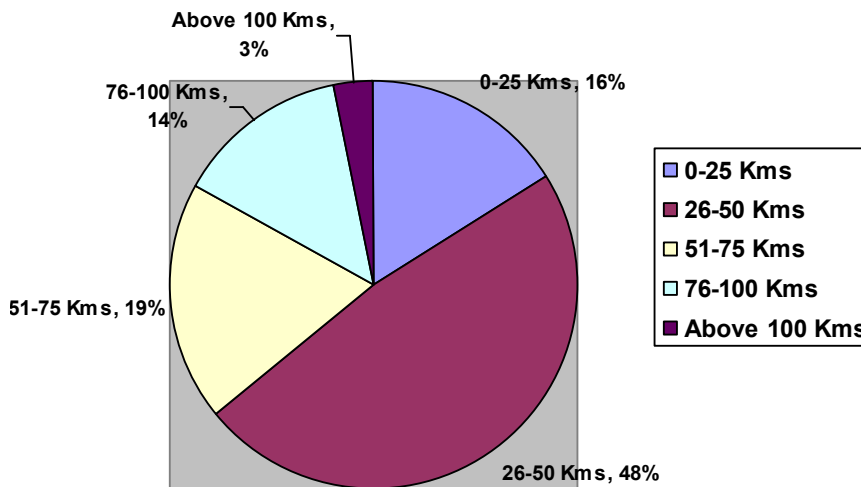
**Inference:** Only 6% of the respondents do not own any personal vehicle. 8% owned a two wheeler only, a majority of 73% owned a single car (and a two wheeler in some cases) while 13% own more than one car.

## Monthly Fuel / Commuting Expense



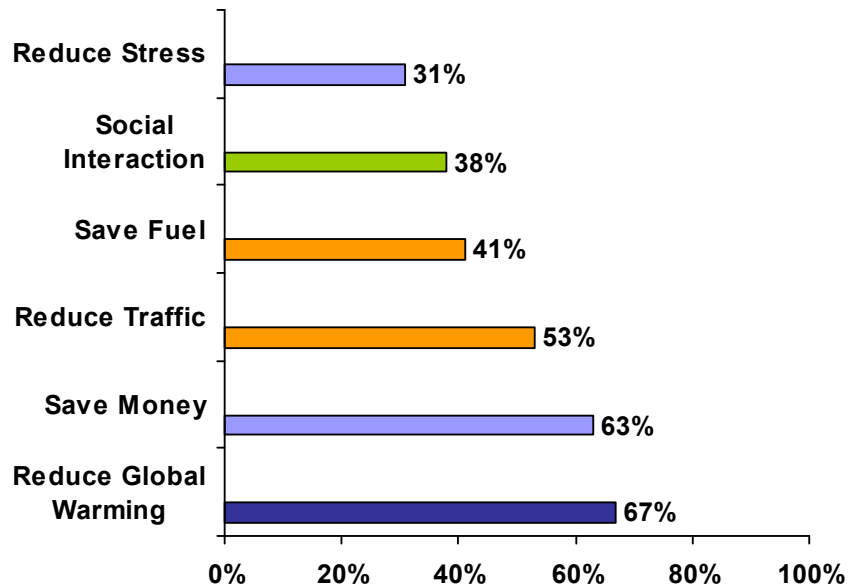
**Inference:** The fuel / commuting expense figures for car-poolers: 19% spend up to Rs. 1500/month, 19% spend between Rs. 1501-Rs. 3000, 15% spend between Rs. 3001-4500, 36% spend between Rs.4501-6000 and 11% of respondents spend over Rs. 6000 each month.

## Average Daily Commute Distance



**Inference:** As expected, majority of car-poolers commute over long distances each day, 84% commute over 26 kilometres everyday with 17% travelling over 76 kilometres on a daily commute. Only 16% commute less than 25 kilometres each day. Long distance daily commuting is the primary reason for people to opt for car-pooling and make it a feasible option.

## Accrued/Perceived Benefits of Carpools for Self & Society



### Inference:

- 67% carpool to reduce emissions and control global warming. This highlights the growing awareness of the cause amongst the environmentally conscious population of urban India.
- 63% of car-poolers site monetary savings as a benefit of car-pooling.
- 53% feel carpools help in reducing traffic congestion.
- 41% feel that carpools help in fuel saving.
- 38% felt carpools are a good way of meeting new people and socializing while commuting.
- 31% are of the opinion that carpools ease stress of commuting.

**Note:** Benefits results are non-exclusive since many respondents ticked more than one option.

---

## **Survey Results Analysis**

The 2<sup>nd</sup> carpool survey has highlighted some interesting facts. The findings indicate that carpool as a concept has been embraced as yet primarily by educated commuters from major metros who have high incomes and are well employed with private firms. This trend can be attributed to high internet penetration in the metros and greater awareness of carpools and its benefits amongst such individuals. The traffic situation is the worst in the major metros mainly Delhi, Mumbai & Bangalore so it's not surprising that majority of car-poolers are from these cities.

Another finding is that most of the car-poolers are male and between the age group of 25-40 years. This age group represents active working individuals, who need carpools to travel to work daily and have found this service of maximum use.

A surprising finding was that most of the car-pooler earn a relatively high monthly income and a majority own cars, this clearly indicates that these car-poolers are not only interested in saving fuel money but also helping the environment and reducing traffic in their cities. Some people also found carpools to reduce stress of commuting and found it as a way to meet with new people on way to their destination.

---