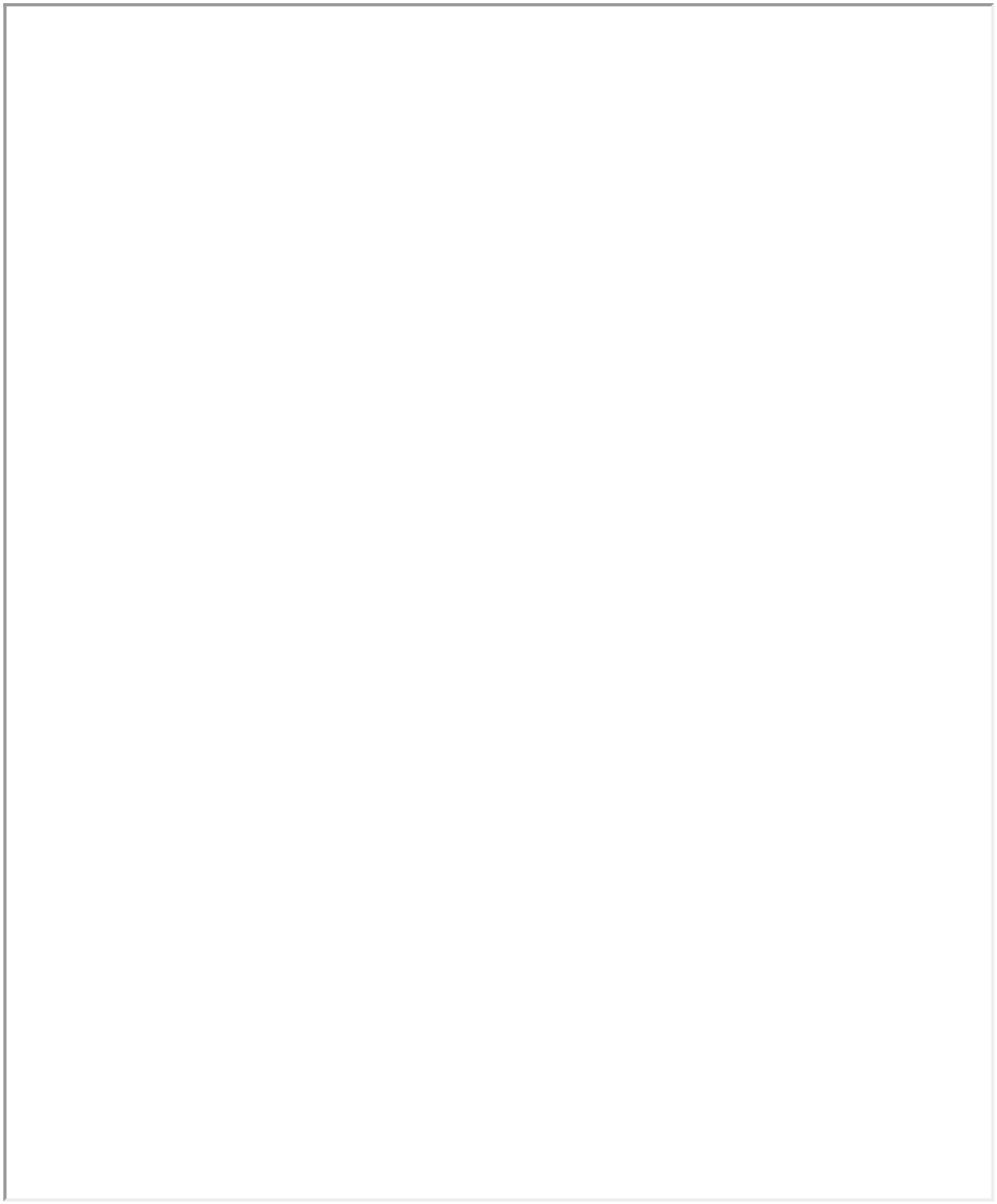
# Peer-to-Peer Carsharing: Exploring Public Perception and Market Characteristics in the San Francisco Bay Area, California

Last Modified on 06/18/2018 11:06 am EDT

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**Date published:** January 2014

## Why did we select this research?

The Transportation Research Board surveyed 300 people from 14 locations in San Francisco and Oakland to determine their attitudes toward and perceptions of carsharing, peer-to-peer carsharing, and the sharing economy. The paper discusses awareness, willingness of respondents to share their vehicles and motivations for to participate in peer-to-peer carsharing.



## Reference

Ballús-Armet, I., Shaheen, S., Clonts, K., & Weinzimmer, D. (2014). Peer-to-peer carsharing: Exploring public perception and market characteristics in the San Francisco Bay area, California. Transportation Research Record: Journal of the Transportation Research Board, (2416), 27-36. Retrieved from: http://trrjournalonline.trb.org/doi/abs/10.3141/2416-04