



# Likely Users Of Carshare Services

## Demographics of a Carshare User

Based on data collected from carsharing providers in other markets, users are likely to be:

- Highly Educated with at least a Bachelor's Degree
- Between 30 and 50 years old
- Living in a household with an annual income of at least \$60,000
- Married without children

## Individual Users

- People who commutes by public transit, car pooling, motorcycle, moped, biking, or walking
- Non-car owners
- College Students
- Single car families needing a second car
- People who want access to specialty vehicles like pick up trucks and convertibles on a regular basis.
- Families with two or more cars looking to replace a less used vehicle

## Business and Institutional Users

- Organizations wanting a Fleet Car Service without tying up capital in one or more vehicles.
- Property developers and managers who want to offer carsharing as an amenity like an on-site gym or day-care.
- Companies looking to simplify client billing by tracking vehicle usage by job codes when using vehicles on a job .
- Companies and contractors who need access to clean, reliable cars for meeting with clients and other jobs.
- Organizations wanting to offer employees an “errand-car” perk to encourage alternative commuting solutions.
- Companies that want access to a variety of vehicles like sedans, pick up trucks, and vans to match different job needs.