ISSUE: Travel Habits of Millennials

SUMMARY OF PROBLEM: There is evidence in census data that automobile ownership and use has declined for the millennial generation, with an accompanying increase in transit ridership, along with a trend toward choosing urban residency. Studies have shown that this trend began prior to the Great Recession, indicating a real shift in this generation. There is, however, debate as to the permanence of this change as Millennials age and economic conditions improve. Better understanding of post-college-age millennial travel attitudes related to the RTA region will enable better planning for transit operations, service needs, and infrastructure needs.

EXPECTED IMPLEMENTABLE OUTCOME: Research would consist of a literature review on national trends and findings, along with further analysis of RTA regional census data and supplemental survey work if possible. Survey analysis would be designed to improve understanding of motivations and likelihood of continuation of this generational change. The study would provide longitudinal behavior observations or proxies for longitudinal observations when possible.

To submit a research idea for consideration at the spring 2016 Executive Committee meeting, prepare and submit a Proposed Research Idea form to IDOT (DOT.BMPR.RESEARCH@illinois.gov) no later than October 1, 2015.