SMARTA2
SUSTAINABLE RURAL MOBILITY

Surveying populations in rural areas

Quantitative Evidence from Agueda

PROMOTING SUSTAINABLE SHARED MOBILITY INTERCONNECTED WITH PUBLIC TRANSPORT IN EUROPEAN RURAL AREAS

ABOUT SMARTA 2

SMARTA 2 is a project designing, piloting and assessing shared mobility solutions interconnected with public transport in four rural areas: East Tyrol (Austria), Trikala (Greece), Águeda (Portugal) and Brasov (Romania). These areas share common properties with most rural areas in Europe such as low population density, high car ownership, centralisation of mobility services and others. At the same, they are diverse. They have different social and cultural norms as well as different climate conditions. Therefore, they are the ideal testbed to learn what works in rural shared mobility and inspire practitioners all over Europe to improve the mobility in their own settings. This is the bottom line of SMARTA 2: What can we learn from what works in rural areas when it comes to mobility, and transfer it to other settings? This common vision links SMARTA 2 with its sister project, SMARTA. SMARTA has set the stage for European Rural Mobility by identifying best practices of shared mobility solutions across Europe and designing an evaluation framework that can inspire and help rural areas plan their mobility future.

To find out more about the two projects, you can visit our website. In addition, if you set to design and deploy your own shared mobility solution, make sure to have a look at the SMARTA 2 Toolkit in the website – In this, we have brought together our pilots' experiences and packed in a simple and practical way all the steps that a practitioner has to take to design a mobility solution that works.
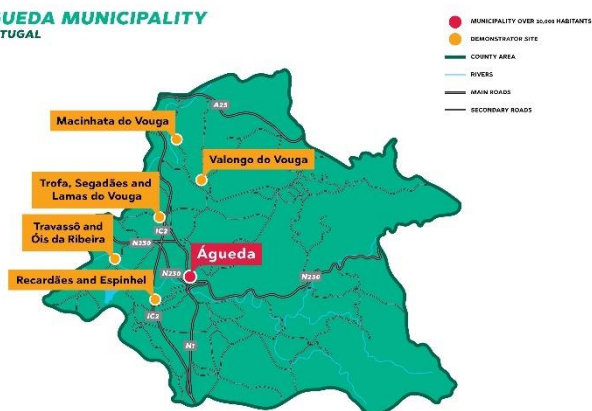
SURVEYING ÁGUEDA, PORTUGAL

As part of our work in SMARTA 2, we wanted to learn more about the barriers and drivers of people living in rural areas regarding shared mobility and their thoughts on our services. To this end, we have run a number of surveys in our pilot areas. The surveys were administered in the local language of the pilot areas for a period of approximately one month (between April and May 2021) and used a convenience sample, for logistical reasons. In the surveys, we asked hands-on questions such as the practical and behavioural barriers that are affecting people when it comes to using shared mobility services as well as their experience with the SMARTA 2 services. In addition, we conducted an analysis of some of the results per age groups and we were able to identify the profile of the users of SMARTA2 services per age groups, residential and occupational status. If you find the results of this survey useful, you can use our questionnaire. This can be found in the Annex of the document. However, until then, want to know more about our results? Then read on!

ÁGUEDA MUNICIPALITY
PORTUGAL

- MUNICIPALITY OVER 20,000 HABITANTS
- DEMONSTRATOR SITE
- COUNTY AREA
- RIVERS
- MAIN ROADS
- SECONDARY ROADS

Macinhata do Vouga
Valongo do Vouga
Trofa, Segadães and Lamas do Vouga
Travassô and Óis da Ribeira
Águeda
Recardães e Espinhel

ABOUT ÁGUEDA

Águeda is situated in central Portugal, south of Porto and it is the largest municipality in the Aveiro district , extending to an area of 335 km^2 and representing roughly 13% of the district's population. Águeda's economy is dominated by the manufacturing sector, which represents more than 50% of the available jobs in the municipality. In 2001, 37% of Portugal's motorcycle and bicycle manufacturers were based in the municipality while the main bicycle manufacturer in Águeda was a supplier of Paris's Velib scheme, a large-scale public bicycle sharing system in Paris. Despite this tradition, Águeda's hilly terrain – with connecting streets between the riverside area and the upper town reaching an elevation of 70 meters – has hindered the development of a local cycling culture, with cycling modal share amounting only to 2%.

SMARTA 2 supports Águeda's demonstrator to leverage the existing electric bike sharing system, "beÁgueda", extending it to the rural areas and using it to complement the existing train routes, especially for young people/students who need to reach school on a daily basis. Being the most receptive population to new experiences and behaviours, students are the main target group for this demonstrator, especially the student population that lives in the area and travels daily to the city of Águeda to attend high school or university.

Under this project, the Municipality of Águeda has installed 5 new e-Bike stations and provided 15 new e-bikes (on top of the 20 e-bikes that already exist in the city) in five rural communities of the west area of the county, covering an area of 122.27 km 2 and having a total population of 21,257 inhabitants. The municipality has also developed a multimodal journey planner as desktop and mobile app with a service allowing users to book online the e-bikes. Here, we present the results of our survey with users and non-users of the SMARTA 2 services in Águeda.

Curious to learn more about Águeda?

Visit the SMARTA website section

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1 Results of survey

1.1 Demographics

The survey administered in Agueda received 165 answers in total. As shown in Figure 1, 29% of the respondents are below 29 years old, 55% are between 30 and 49 years old, while 16% are above 50 years old. The results of the survey also showed that interestingly, the majority of the respondents (54.27%) are female.
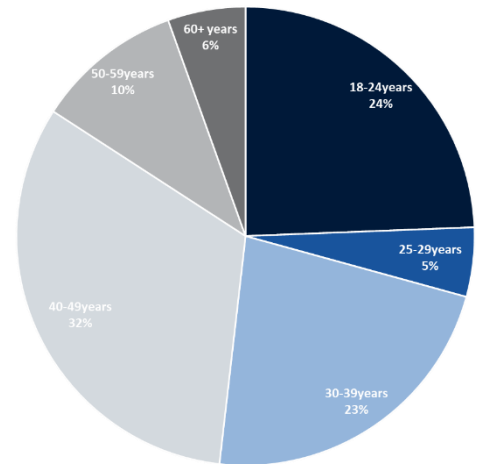
Figure 1 - Age distribution

When looking at the occupational status, as visually summarized in Figure 2, the biggest segment (71%) of the respondents are full-time employees, while only 2.44% work as part-time employees. The results also showed that 18% of the respondents are students and almost 4% are in retirement. This is in line with the strong university tradition of Águeda.
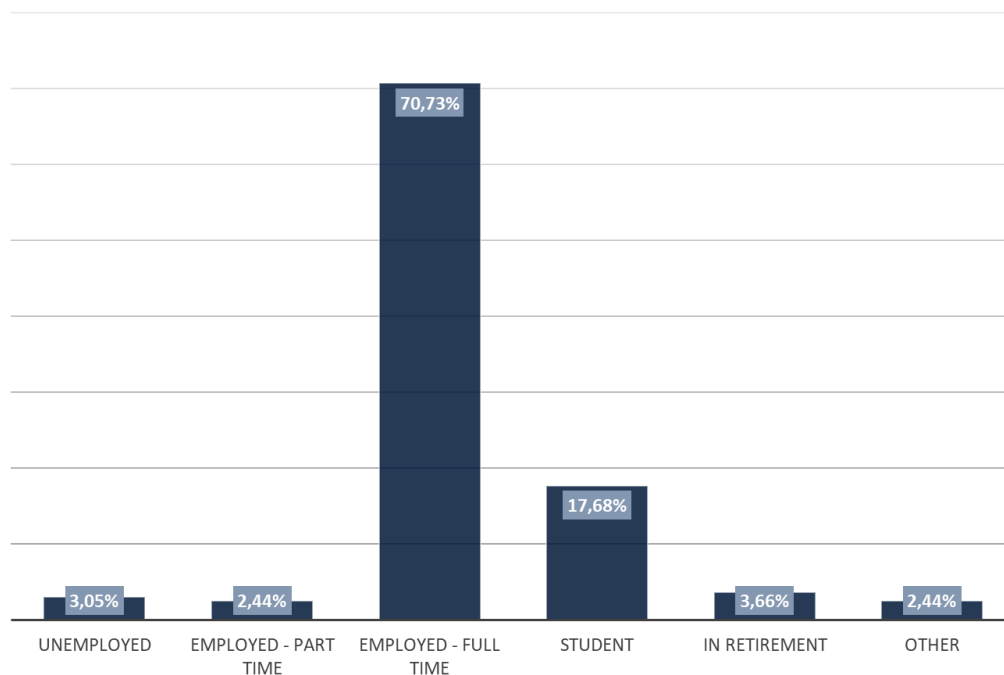
Figure 2 - Occupational Status

Lastly, results revealed that 45% of the respondents live in peripheral areas, approximating half of the total sample, followed by 28% living in city centre, while the remaining 27% live in rural areas (*Figure 3 - Residence*).
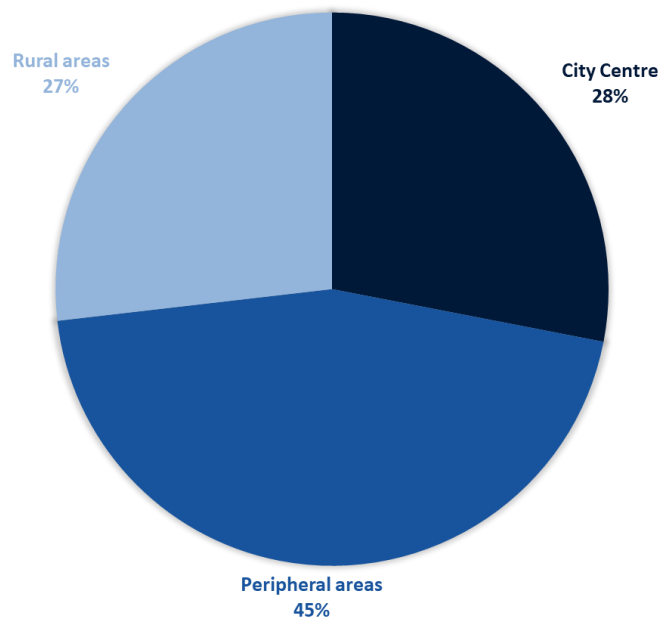
Figure 3 - Residence

1.2 Shared Mobility

The first part of the survey assessed the use of shared mobility services in general among the respondents. The opening question was asking which primary mode of transport the respondents usually resort to to commute. Figure 4 below displays the number of times (in other words, the frequency) each mode of transport has been cited in the answers. The results showed that the top 3 primary modes of transport for commuting are: (i) car, (ii) walking and (iii) cycling. The use of shared mobility was one of the least cited responses. Despite cycling being the third most cited answer, the low absolute number of respondents (23) indicate that car by far the dominant mode of transport in the area.
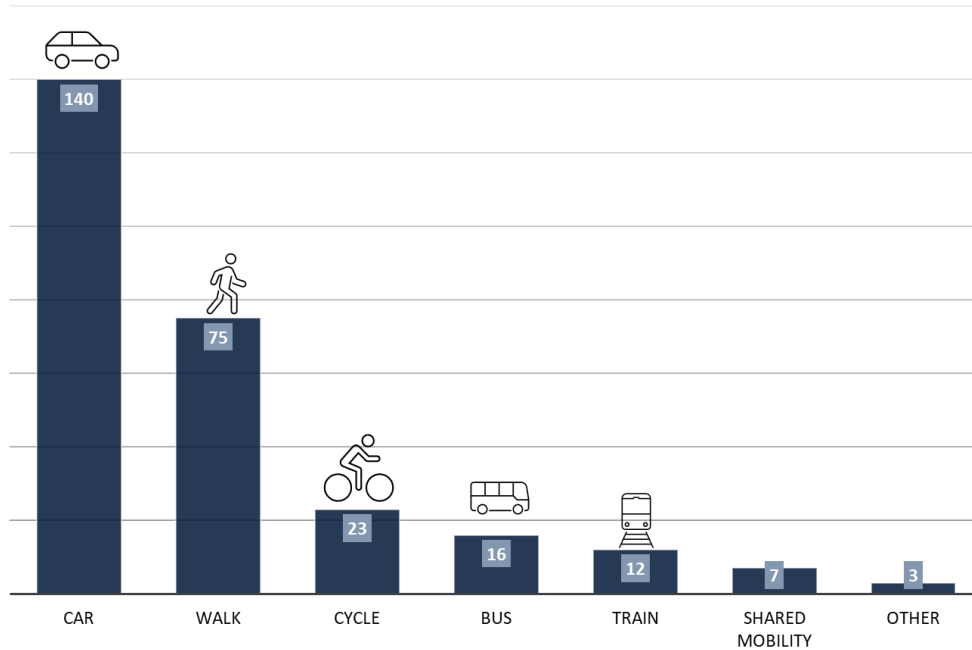
Figure 4 - Primary mode of transport for commuting

Furthermore, the results assessed the frequency at which the respondents commute. As shown in Figure 5 below, 81% commute on a daily basis, while only 8% more than twice a week.
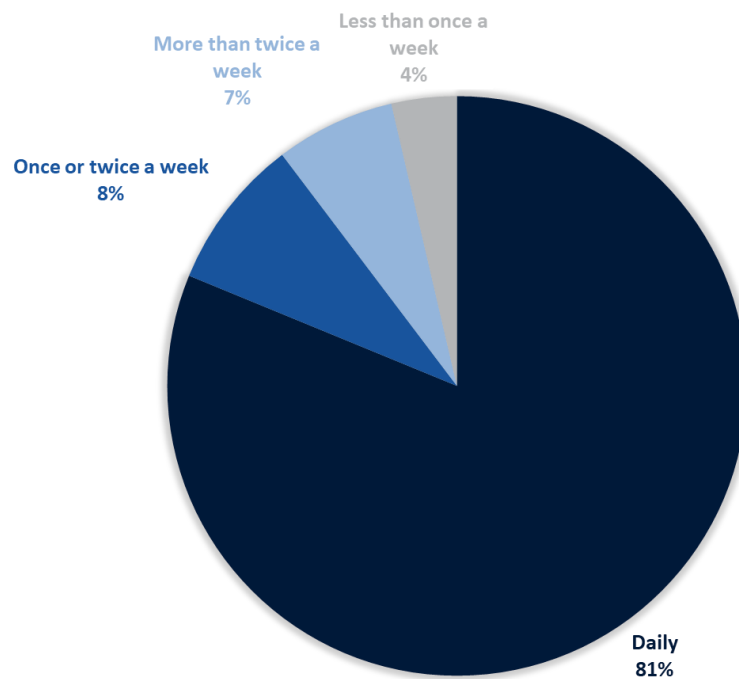
Figure 5 - Commuting

The third question attempted to capture the respondents' primary reasons of commuting. Figure 6 ranks the most cited answers and shows that the top 3 reasons of commuting are for work, for groceries, and school or other educational activities. According to the results, the respondents mentioned 43 times leisure activities as a reason to commute, followed by health.
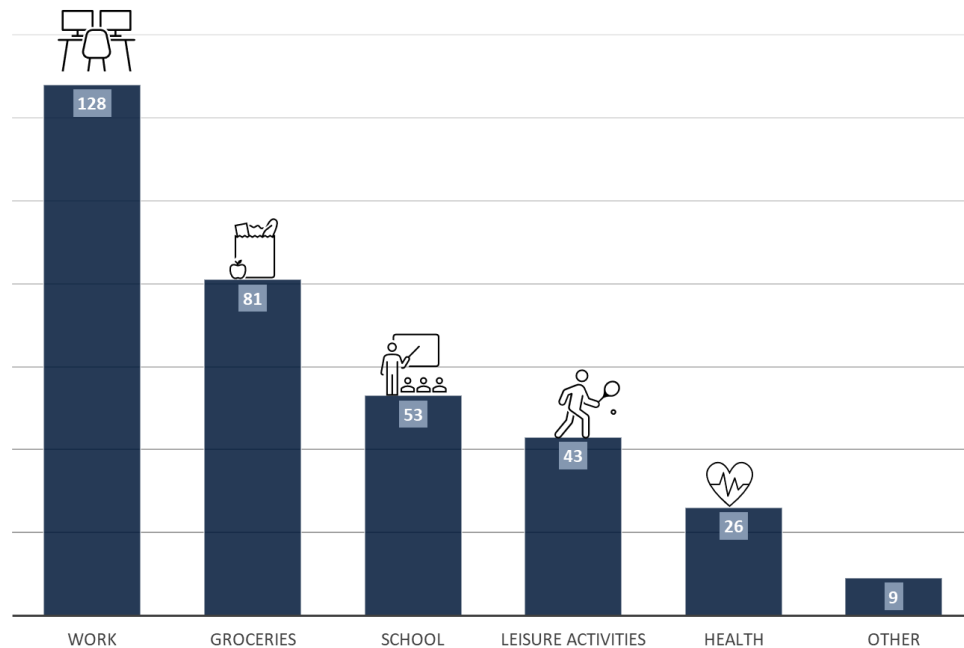
Figure 6 - Reasons to commute

When asking the respondents how often they use shared services to commute to the city centre or other destinations, the results revealed that more than 1 out of 2 respondents (57%) never use shared services. Figure 7 shows that 21% of the respondents use shared services "occasionally/sometimes". At the same time, it was revealed that a very low share of respondents uses shared mobility "almost every time" (3%) and "every time" (1%). The whole picture indicates overall a low pattern in shared mobility services in the area.
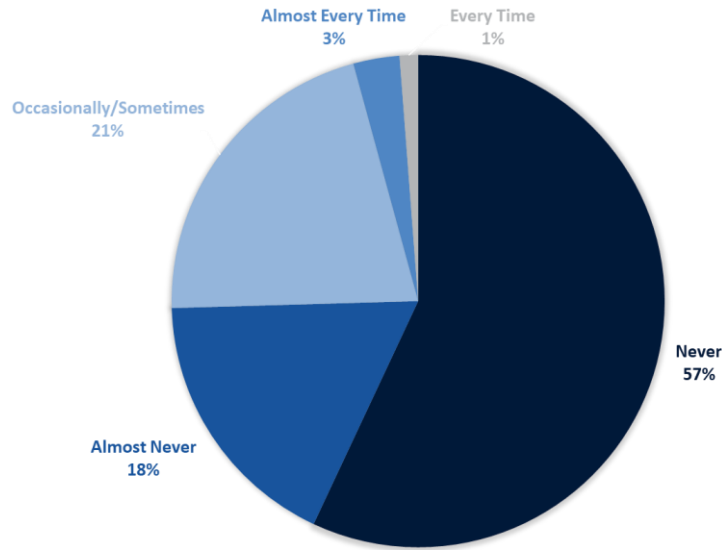
Figure 7 - Use of shared services

Moreover, the survey asked the respondents whether they would consider using shared services to commute. Here, approximately 43% of the respondents showed willingness to use such services. At the same time, 13.94% showed unwillingness to use such services and the final 43% did not reply to the question. In simple terms, even though currently most of the respondents do not actually use shared mobility services, there seems to be a promising potential from respondents to at least try using such mode of transport.

To understand better what influences the frequency in which respondents use or not shared services, the survey asked participants to rank 11 potential driving/hindering factors through a simple Likert scale[1]. Some of these factors are practical, while other behavioural. As shown in Figure 8 below, contributing to the decrease of environmental pollution is considered by almost 3 out 4 respondents (73.33%) a very important factor. The results also showed that 61% of the respondents answered that helping their community to become more sustainable is also a very important factor. Helping fellow citizens who do not own a car is another factor that is considered by almost half of the respondents very important (45%). However, when assessing the following factor "the service offers value for money", 14.55% of the respondents replied DK/NA and both important and very important received only around 30% of total answers. It can be concluded that, at least among respondents, social and ecological factors play a more profound role than monetary incentives regarding their choice of using shared mobility services.

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[1] 1=not at all important; 2=slightly important; 3=neither important nor unimportant; 4=important; 5= very important; DK/NA = don't know/no answer
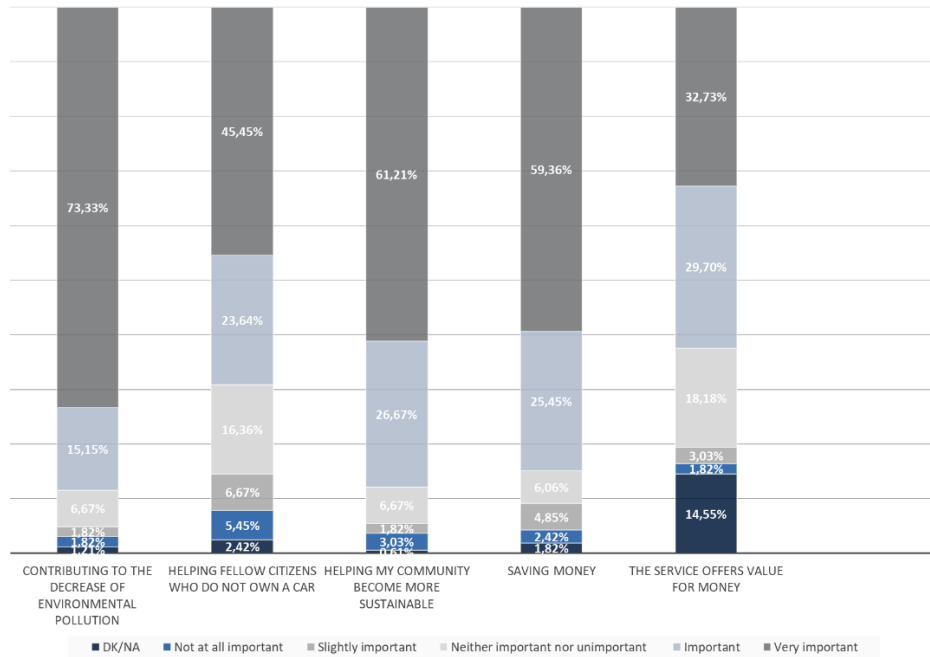
Figure 8 - Factors that influence the use of Shared Mobility (1)

In Figure 9, six practical factors that might influence the use of shared mobility by the respondents are assessed. Overall, these six factors received an important percentage of answer (around 10% on average) for DK/NA. The results also revealed that five factors between 45% and 50% of the respondents consider them very important. Figure 9 shows that a high percentage of the respondents consider factors related to the service itself very important.
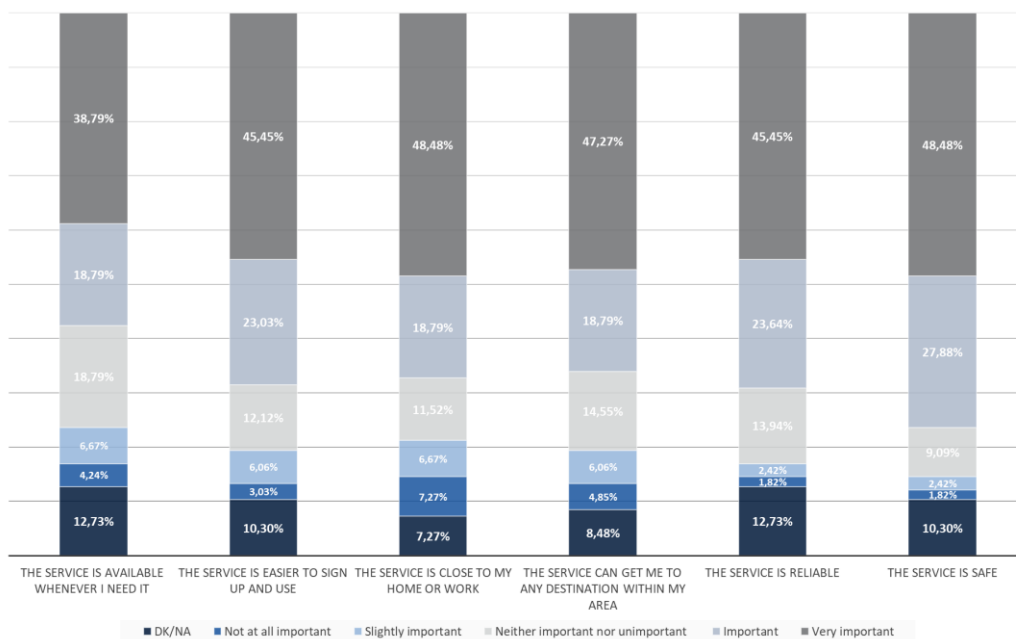
Figure 9 - Factors that influence the use of Shared Mobility (2)

The analysis of the results also indicated that the importance of each of the factors fluctuates across age groups[2]. For example, as shown in Table 3, helping fellow citizens who do not own a car is a very important factor for more than half (62.50%) of the respondents between 25 and 29 years old, while for the respondents above 60 years old, only 22.22% consider it very important. However, when aggregating the two levels of the Likert scale "important" and "very important", the results show that almost 90% of the 60 plus years old respondents consider this factor to have an important or very important impact. At the same time, it was discovered that 83% of the 40-49 years old respondents consider it important or very important.

Table 1 – "Helping fellow citizens who do not own a car" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	2.50%		2.70%	1.89%	5.88%	
Not at all important	10%	25%	2.70%	1.89%	5.88%	
Slightly important	5%		10.81%	3.77%	17.65%	
Neither important nor unimportant	20%	12.50%	21.62%	9.43%	23.53%	11.11%
Important	20%		13.51%	37.74%		66.67%
Very important	42.50%	62.50%	48.65%	45.28%	47.06%	22.22%

1.3 SMARTA 2 Services

The second part of the survey focused specifically on SMARTA 2 Services in East-Tyrol. The survey results showed that 59.39% of the respondents have never heard about SMARTA2 services in their area. Based on this question, only the respondents that have ever heard about the service (40.61%) could answer the next question. Out of the 67 respondents that are aware of the service, only 31 had used it before. In statistical terms, this stands for 18.79% of the total number of 165 respondents.

The graphs in Figure 11 give a better overview and understanding of the users' profile by presenting their residential status, age group and occupational status. The below percentages represent only the share of respondents who have heard about the SMARTA 2 services.

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[2] The full analysis per age groups can be found in the annex

AGE GROUPS

10,00%
3,33%
3,33%
33,33%
40,00%
10,00%
3,33%

■ 18-24years ■ 25-29years ■ 30-39years ■ 40-49years ■ 50-59years ■ 60+years

RESIDENTIAL STATUS

Rural Areas
30%

City Centre
30%

Peripheral Areas
40%

OCCUPATIONAL STATUS

Student
3%

Retirement
3%

Unemployed
4%

Employment - part time
3%

Employment - full time
87%
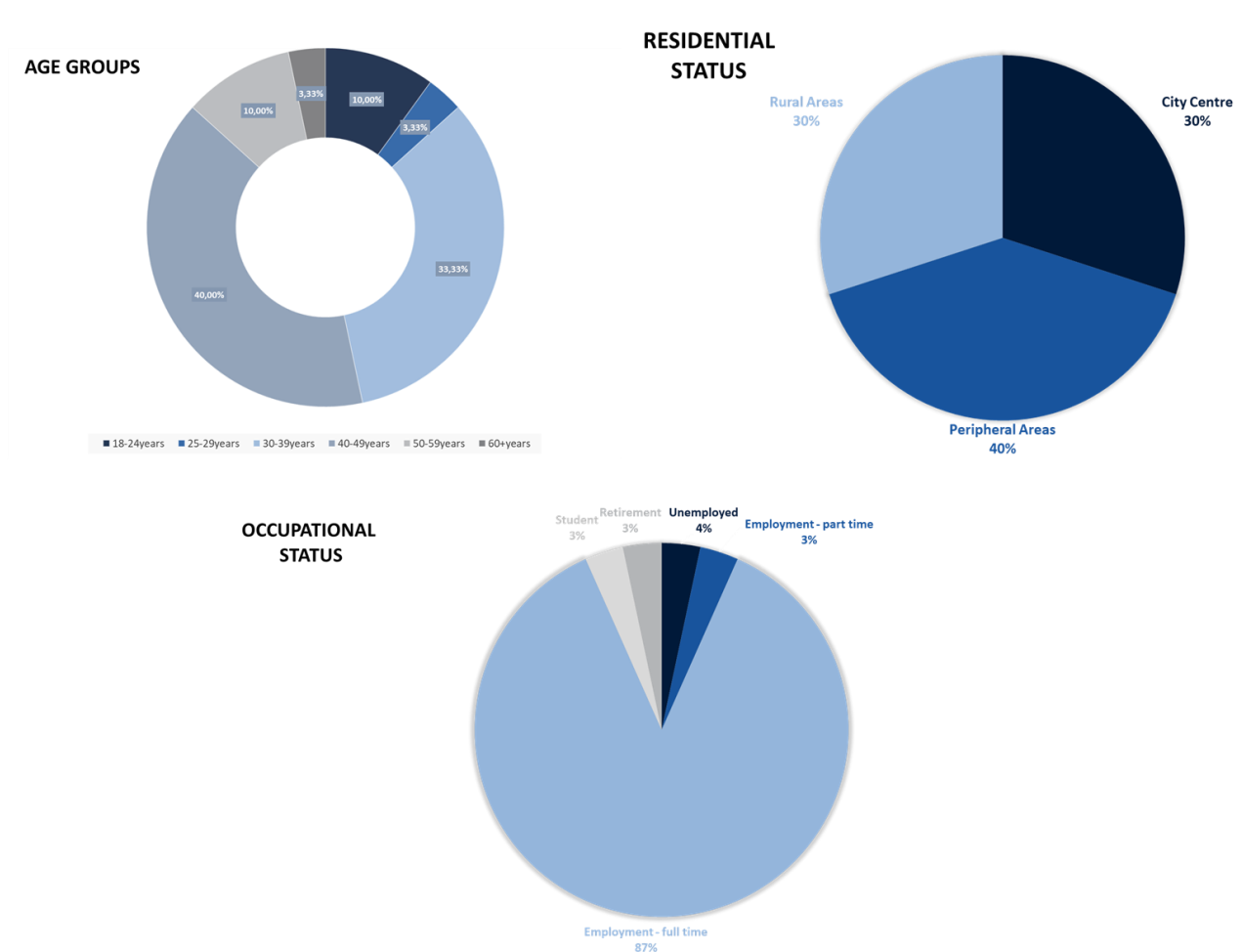
Figure 10 - Users of SMARTA 2 Services per Age Groups, Residential Status and Occupational Status

Once the users of the services were identified during the surveying process, the next question focused on the satisfaction level. As shown in Figure 12, 32% of the 31 respondents are very satisfied, 58% are satisfied and 10% are unsure, denoting that the majority of SMARTA 2 services users who participated in the survey approve the current operational status of the service.
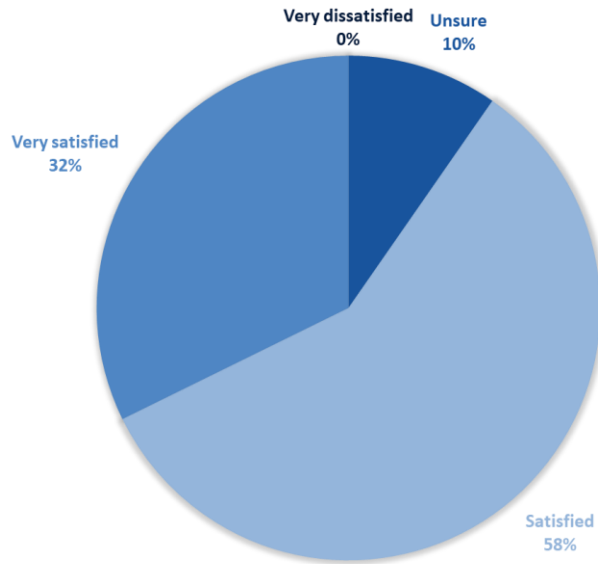
Figure 11 - Satisfaction level SMARTA 2 Services

Figure 13 displays graphically the most frequently mentioned features in the SMARTA2 Services that should be improved, according to the 31 respondents. The top 3 factors which respondents mentioned that should be improved are the geographical availability, the frequency, and the usability of the service,, with availability being by far the most cited element.
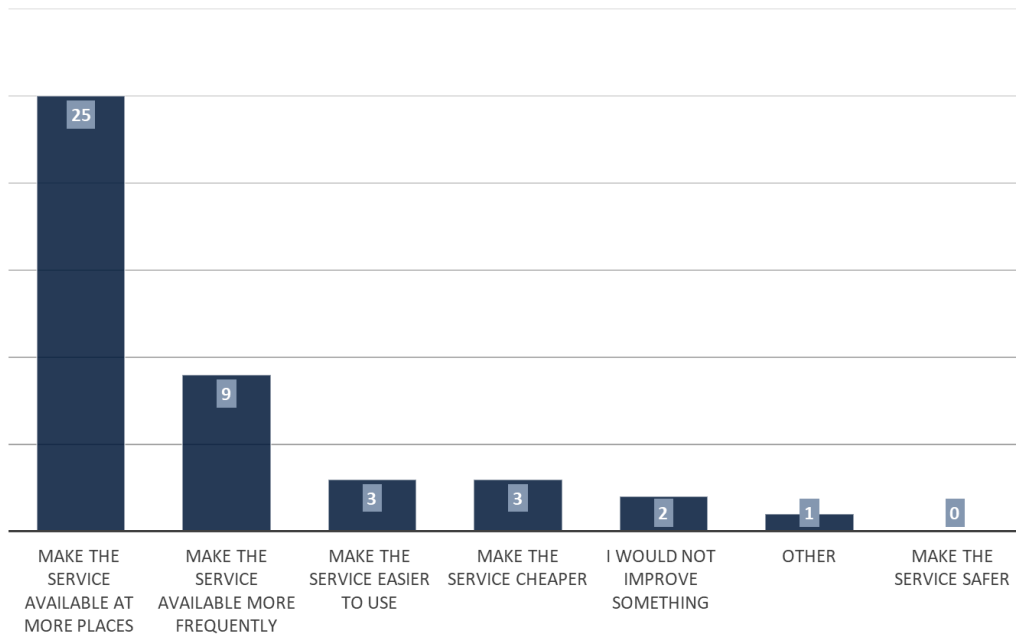
Figure 12 - Factors to be improved

On top of these factors, some participants mentioned that they would like to have more bikes available in more locations, better equipment reliability, more parking spots, and more flexibility in terms of schedules and destinations.

On another note, the survey asked the 165 respondents to what extent the 6 following factors would affect them in using SMARTA2 services. As shown in Figure 14, giving a small donation to a local charity and getting small discounts in local shop every time they carpool are both considered to have a major effect for between 39% and 44% of the respondents. The same figure also indicates that 18% of the respondents consider that having friends, family and acquaintances and their local politicians using the service has a major effect. On the other hand, the results showed that overall, the factor that would have the smallest effect on the respondents in terms of motivating them to use the service is if a local politician uses the services. As presented in the figure, 1/4 of respondents answered that this factor has no effect on them using the service or not, while 16% of participants answered "don't know/no answer".
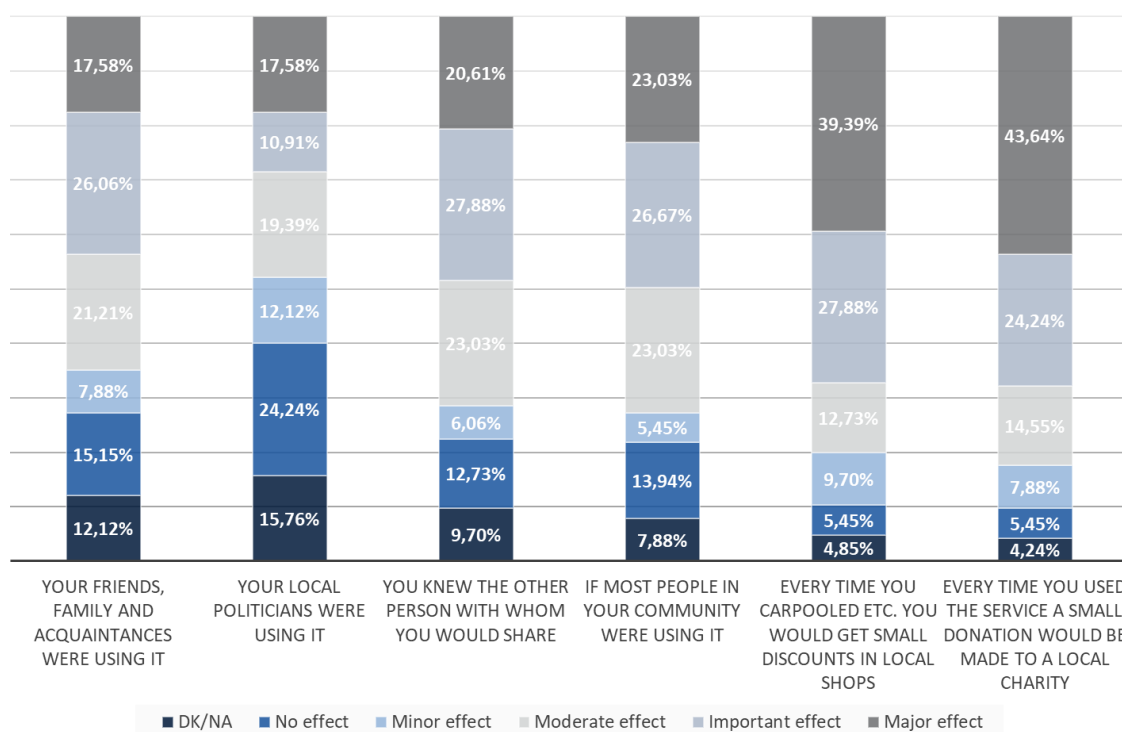
Figure 13 - Factors affecting the use of SMARTA2 Services

Another interesting finding was that the impact of the factors mentioned before vary across age groups[3], indicating that driving factors for shared mobility change according to the age of user. As illustrated in Table 4, the effect of giving a small donation to a local charity every time someone uses the SMARTA2 services differs from one group to another. This factor is critical for 54.72% of the respondents in the 40-

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[3] The full results of the analysis can be found in the annex

49 years old age group. However, for respondents who belong in the 50-59 years old age group, only 23.53% consider this factor to have a major effect on their decision. On the other hand, when aggregating answers of "important effect" with "major effect", the results showed that it is still the age group 40-49 years old that considers this factor to have the most important effect (81.14%), while 60% respondents in the 18-24 years old age group consider it having either an important or a major effect.

Table 2 – "Every time you used the SMARTA 2 service a small donation would be made to a local charity" per Age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	10%		2.70%	1.89%	5.88%	
No effect	10%		2.70%	1.89%	5.88%	22.22%
Minor effect	2.50%	37.50%	13.51%	5.66%		11.11%
Moderate effect	17.50%	12.50%	16.22%	9.43%	29.41%	22.22%
Important effect	22.50%		21.62%	26.42%	35.29%	
Major effect	37.50%	50%	43.24%	54.72%	23.53%	44.44%

Finally, the respondents were asked how they would like to be informed about SMARTA 2 services or other local initiatives on shared mobility services. The top 3 most cited ways of communication are social media, personal e-mail, and local newspaper as shown in Figure 15.
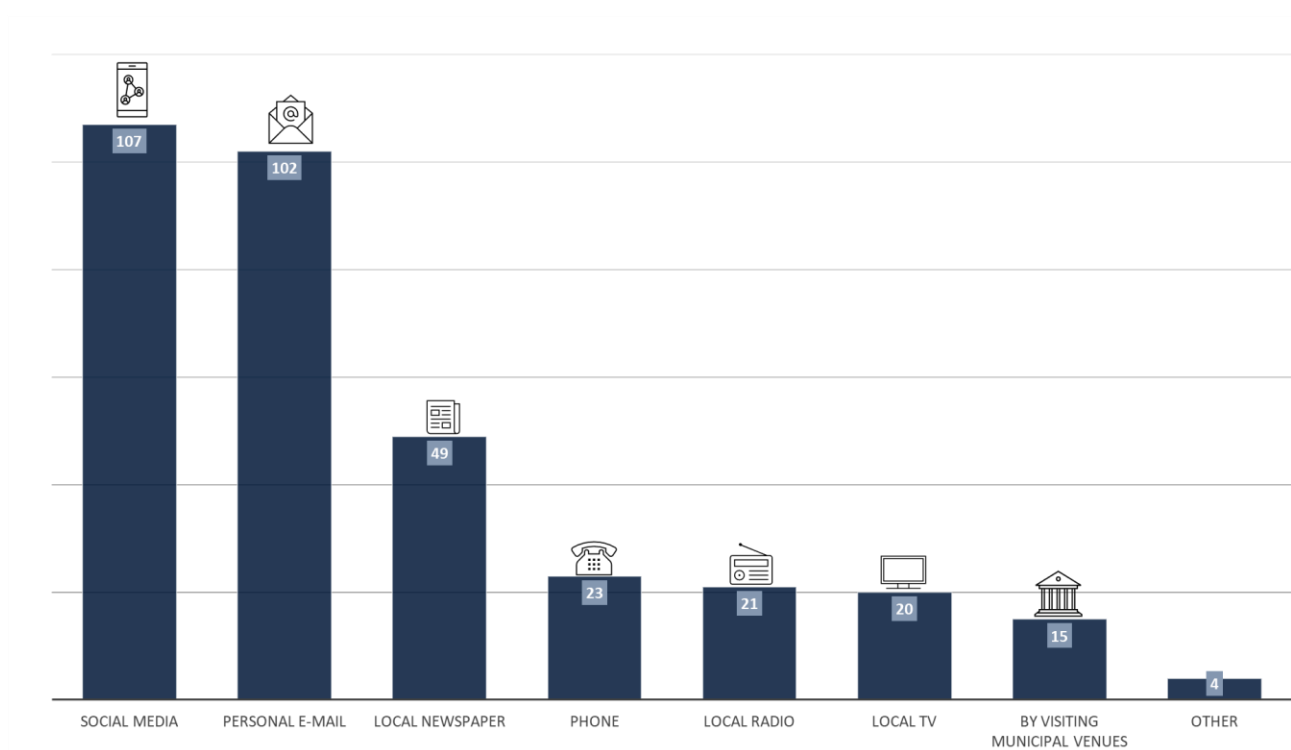
Figure 14 - Ways to get informed

Digging deeper, Figure 16 breaks down the age categories and demonstrates that age influences heavily the communication channels through which the respondents would like to be informed[4]. The figure shows the frequency at which respondents in the 25-29 years old age group selected the different communication tools to be informed. For this age category, personal e-mail was cited more frequently than local newspaper and social media. It is interesting that even ghouth young people are usually very familiar with social media, the most cited communication channel was revealed to be direct mailing.

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[4] Graphs for all the age categories can be found in the annex
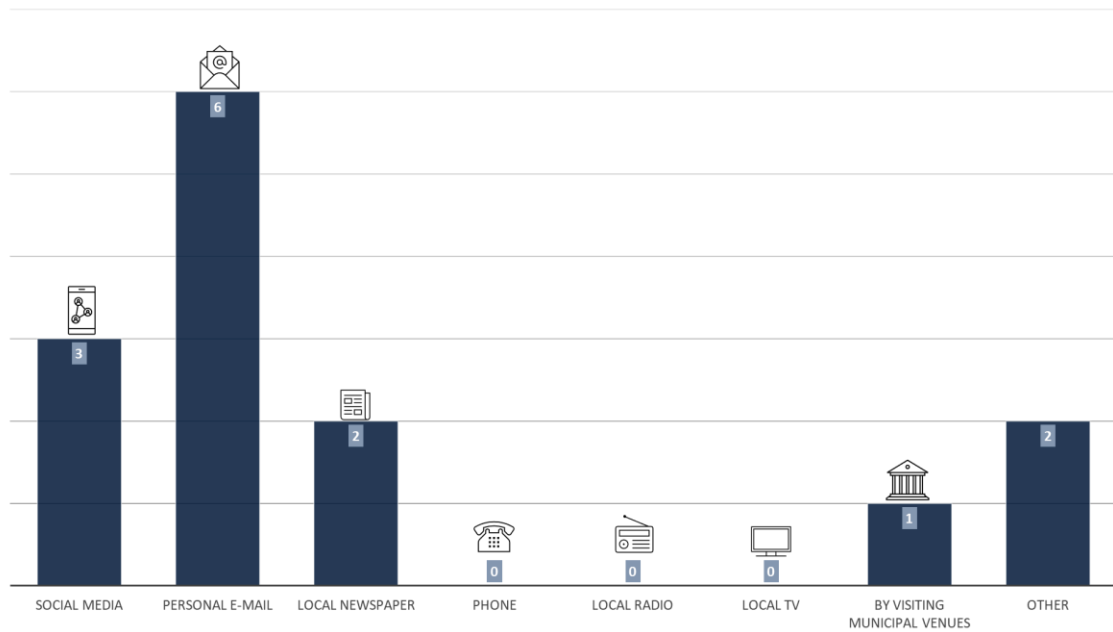
Figure 15 - Preferred ways to get the information - 25-29years old respondents

The respondents also had the possibility in an open question to give additional ways through which they would like the information to be shared. One answer that was mentioned often is to have posters about the service in the streets and public buildings such as the swimming pool and the schools.

ANNEXES

A.1 Survey Questionnaire

A1.1 PART 1: Shared Mobility

Q1: What is your primary mode of transport for commuting? (You can select up to three answers)

- Car
- Bus
- Train
- Cycle
- Walk
- Shared mobility services
- Other

Q2: How often do you commute?

- Daily
- Once or twice a week
- More than twice a week
- Less than once a week

Q3: What are your main reasons to commute?

- Work
- Groceries
- School or other educational activities
- Health (Doctor, Hospital, Dentist, Optician etc.)
- Leisure activities
- Other

Q4: How often do you use shared services (e.g. carpooling, carsharing, e-bikes) to commute to the city center or other destinations?

- Never
- Almost Never
- Occasionally/Sometimes
- Almost every time
- Every time

Q4a: Would you consider using shared services (e.g. carpooling, carsharing, e-bikes) to commute to the city center or other destinations?

- Yes

- No

Q4b: To what extent does each of the following factors affect how frequently you would use shared mobility services (e.g. carpooling, carsharing, e-bikes) ?
[1 = not at all important; 2 = slightly important; 3 = neither important nor unimportant; 4 = important; 5 = very important; DK/NA = don't know/no answer]

	1	2	3	4	5	DK/ NA
Contributing to the decrease of environmental pollution						
Helping fellow citizens who do not own a car						
Helping my community become more sustainable						
Saving money						
The service offers value for money						
The service is available whenever I need it						
The service is easy to sign-up and use						
The service is close to my home or work						
The service can get me to any destination within my area						
The service is reliable						
The service is safe						

Q5: Are there any other reasons not mentioned above that affect how frequently you would use shared mobility services?

- Yes
- No

Could you tell us more about these reasons?

A1.2 PART 2: Smarta 2 services

Q6: Have you ever heard of the SMARTA2 services in your area?

- Yes
- No

Q7: Have you ever used the SMARTA2 services?

- Yes
- **No**

Q7a: To what extent are you satisfied with the SMARTA2 services?
[1 = very dissatisfied; 2 = dissatisfied; 3 = unsure; 4 = satisfied; 5 = very satisfied]

	1	2	3	4	5

Q8: Which of the following factors would you like us to improve in the service? (You can select up to three options)

- Make the service cheaper
- Make the service available more frequently
- Make the service available at more places
- Make the service easier to use
- Make the service safer
- I would not improve something

- Other

Could you tell us what else you would improve in the SMARTA2 services?
[open answer]

Q9: To what extent would the following factors affect you in using SMARTA2 services?
[1 = no affect; 2 = minor affect; 3 = moderate effect; 4 = important effect; 5 = major effect; DK/NA = don't know/no answer]

	1	2	3	4	5	DK/NA
Your friends, family and acquaintances were using it						
Your local politicians were using it						
You knew the other person with whom you would share						
If most people in your community were using it						
Every time you carpooled/etc. you would get small discounts in local shops						
Every time you used the service a small donation would be made to a local charity						

Q10: How would you like to get informed about SMARTA2 or other local initiatives? (You can select up to three options)

- personal e-mail
- phone
- social media
- local radio
- local TV
- local newspaper
- by visiting municipal venues

- other

Could you please tell us more about the ways in which you would like to hear about SMARTA2 or other local initiatives?

A1.3 PART 3: Demographics

Demographics

- Age
  - 18 - 24 years
  - 25 - 29 years
  - 30 - 39 years
  - 40 - 49 years
  - 50 - 59 years
  - 60 + years

- Sex
  - Male
  - Female
  - Prefer not to say

- Occupational status
  - unemployed
  - employed
    - part-time
    - full-time
  - student
  - in retirement
  - other

- Residence
  - city centre
  - peripheral areas
  - rural areas

A.2 Further Results

A2.1 Factors affecting the frequency of use of shared mobility

Table 3 – "Helping Fellow Citizens who do not own a car" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	2.50%			1.89%		
Not at all important	2.50%		2.70%			11.11%
Slightly important			2.70%	1.89%		11.11%
Neither important nor unimportant	10%	12.50%	2.70%	5.66%	11.76%	
Important	20%		5.41%	20.75%		44.44%
Very important	65%	87.50%	86.49%	69.81%	88.24%	33.33%

Table 4 – "Helping my community become more sustainable" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA				1.89%		
Not at all important	12.50%		2.70%			22.22%
Slightly important			2.70%	1.89%	5.88%	
Neither important nor unimportant			5.41%	5.66%	5.88%	
Important	25%	25%	27.03%	33.96%	5.88%	33.33%
Very important	57.50%	75%	62.16%	56.60%	82.35%	44.44%

Table 5 – "Saving money" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	2.50%		2.70%	1.89%		
Not at all important	2.50%		2.70%			22.22%
Slightly important	10%	12.50%	2.70%	3.77%		
Neither important nor unimportant	7.50%		2.70%	11.32%		
Important	15%	12.50%	21.62%	30.19%	35.29%	44.44%
Very important	62.50%	75%	67.57%	52.83%	64.71%	33.33%

Table 6 - "The service offers value for money" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	17.50%	25%	13.51%	11.32%	17.65%	11.11%
Not at all important			2.70%			22.22%
Slightly important	7.50%		2.70%	1.89%		
Neither important nor unimportant	20%	25%	16.22%	20.75%	11.76%	11.11%
Important	22.50%	12.50%	40.54%	28.30%	29.41%	44.44%
Very important	32.50%	37.50%	24.32%	37.74%	41.18%	11.11%

Table 7 - "The service is available whenever I need it" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	15%	25%	13.51%	9.43%	5.88%	22.22%
Not at all important	12.50%			3.77%		
Slightly important	7.50%		2.51%	7.55%	5.88%	22.22%
Neither important nor unimportant	15%	25%	18.92%	16.98%	29.41%	22.22%
Important	20%	25%	27.03%	15.09%	11.76%	11.11%
Very important	30%	25%	37.84%	47.17%	47.06%	22.22%

Table 8 - "The service is easier to sign up and use" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	10%	25%	13.51%	5.66%	11.76%	11.11%
Not at all important	2.50%			1.86%	5.88%	22.22%
Slightly important	12.50%	12.50%	2.70%	3.77%	5.88%	
Neither important nor unimportant	7.50%	25%	10.81%	13.21%	11.76%	22.22%
Important	20%	12.50%	24.32%	28.30%	17.65%	22.22%
Very important	47.50%	25%	48.65%	47.17%	47.06%	22.22%

Table 9 - "The service is close to my home or work" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	10%		13.51%	3.77%		11.11%

Not at all important	7.50%	12.50%		7.55%	17.65%	11.11%
Slightly important	7.50%		5.41%	5.66%		33.33%
Neither important nor unimportant	17.50%	25%	13.51%	5.66%	11.76%	
Important	10%	12.50%	16.22%	22.64%	35.29%	22.22%
Very important	47.50%	50%	51.35%	54.72%	35.29%	22.22%

Table 10 - "The service can get me to any destination within my area" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	10%		13.51%	5.66%	5.88%	11.11%
Not at all important	2.50%	12.50%		7.55%	5.88%	11.11%
Slightly important	5%		8.11%	5.66%	5.88%	11.11%
Neither important nor unimportant	10%	25%	24.32%	9.43%	17.65%	11.11%
Important	22.50%		8.11%	22.64%	23.53%	33.33%
Very important	50%	62.50%	45.95%	49.06%	41.18%	22.22%

Table 11 - "The service is reliable" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	17.50%	12.50%	13.51%	11.32%	5.88%	11.11%
Not at all important				1.89%		22.22%
Slightly important	5%			3.77%		

Neither important nor unimportant	5%	37.50%	18.92%	15.09%	11.76%	11.11%
Important	27.50%		21.62%	22.64%	29.41%	22.22%
Very important	45%	50%	45.95%	45.28%	52.94%	33.33%

Table 12 - "The service is safe" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	7.50%	12.50%	13.51%	11.32%	5.88%	11.11%
Not at all important	2.50%			1.89%		11.11%
Slightly important	5%			1.89%		11.11%
Neither important nor unimportant	5%	37.50%	10.81%	7.55%	5.88%	11.11%
Important	32.50%		24.32%	30.19%	29.41%	22.22%
Very important	47.50%	50%	51.35%	47.17%	58.82%	33.33%

A2.2 Factors affecting the use of SMARTA2 Services

Table 13 - "Your friends, family, and acquaintances were using it" per age groups.

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	20%		16.22%	9.43%	5.88%	
No effect	20%		8.11%	18.87%	5.88%	33.33%
Minor effect	10%	25%	5.41%	3.77%	5.88%	22.22%
Moderate effect	7.50%	12.50%	24.32%	26.42%	35.29%	11.11%

Important effect	20%	37.50%	27.03%	28.30%	23.53%	33.33%
Major effect	22.50%	25%	18.92%	13.21%	23.53%	

Table 14 – "Your local politicians were using it" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	22.50%		21.62%	11.32%	11.76%	11.11%
No effect	27.50%	25%	16.22%	26.42%	17.65%	44.44%
Minor effect	17.50%	12.50%	10.81%	11.32%	5.88%	11.11%
Moderate effect	20%		21.62%	22.64%	17.65%	
Important effect	7.50%	25%	8.11%	7.55%	29.41%	11.11%
Major effect	5%	37.50%	21.62%	20.75%	17.65%	22.22%

Table 15 – "You knew the other person with whom you would share" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	15%		10.81%	7.55%	11.76%	33.33%
No effect	15%		8.11%	11.32%	17.65%	
Minor effect	5%	25%		9.43%		11.11%
Moderate effect	15%	25%	27.03%	24.53%	35.29%	
Important effect	22.50%	25%	29.73%	32.08%	17.65%	44.44%
Major effect	27.50%	25%	24.32%	15.09%	17.65%	11.11%

Table 16 – "If most people in your community were using it" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	10%		10.81%	7.55%	5.88%	
No effect	15%	12.50%	5.41%	18.87%	11.76%	22.22%
Minor effect	7.50%		2.70%	5.66%		22.22%
Moderate effect	20%	25%	21.62%	18.87%	35.29%	33.33%
Important effect	10%	37.50%	32.43%	37.74%	23.53%	11.11%
Major effect	37.50%	25%	27.03%	11.32%	23.53%	11.11%

Table 17 – "Every time your carpooled etc. you would get small discounts in local shops" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	10%		2.70%	3.77%	5.88%	
No effect	10%			3.77%	5.88%	22.22%
Minor effect	2.50%	50%	13.51%	9.43%	5.88%	
Moderate effect	10%	12.50%	10.81%	13.21%	23.53%	11.11%
Important effect	32.50%	12.50%	29.73%	22.64%	29.41%	33.33%
Major effect	35%	25%	43.24%	47.17%	29.41%	33.33%

A2.3 Preferred ways to get informed

Bar chart showing preferred ways to get informed:
- SOCIAL MEDIA: 27
- PERSONAL E-MAIL: 19
- LOCAL NEWSPAPER: 15
- PHONE: 5
- LOCAL RADIO: 8
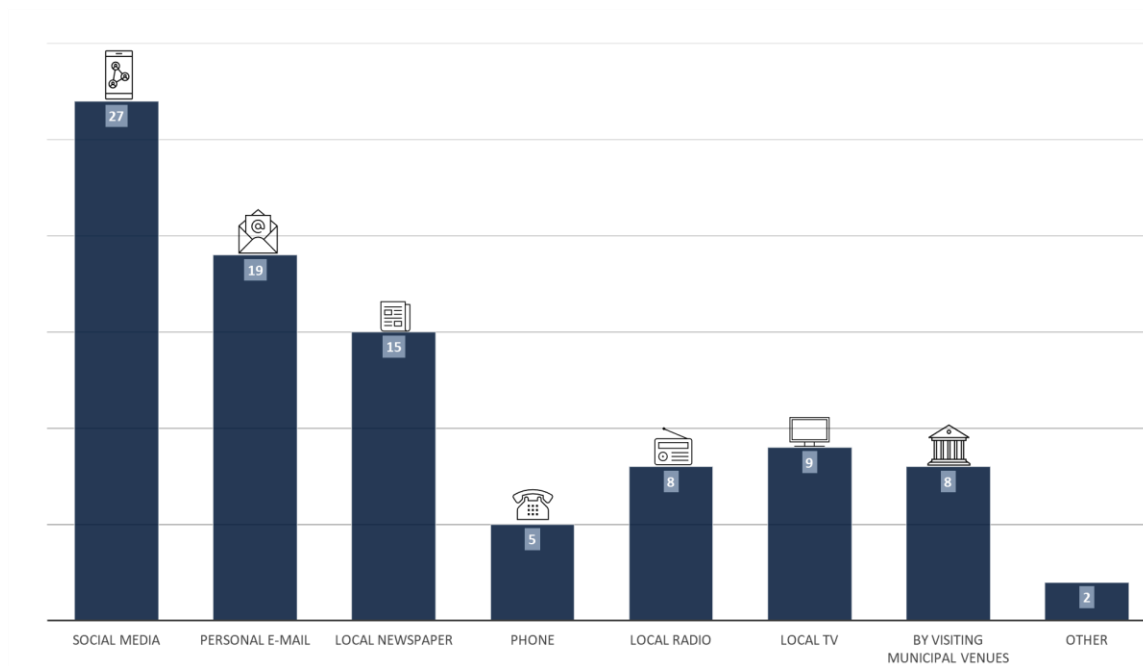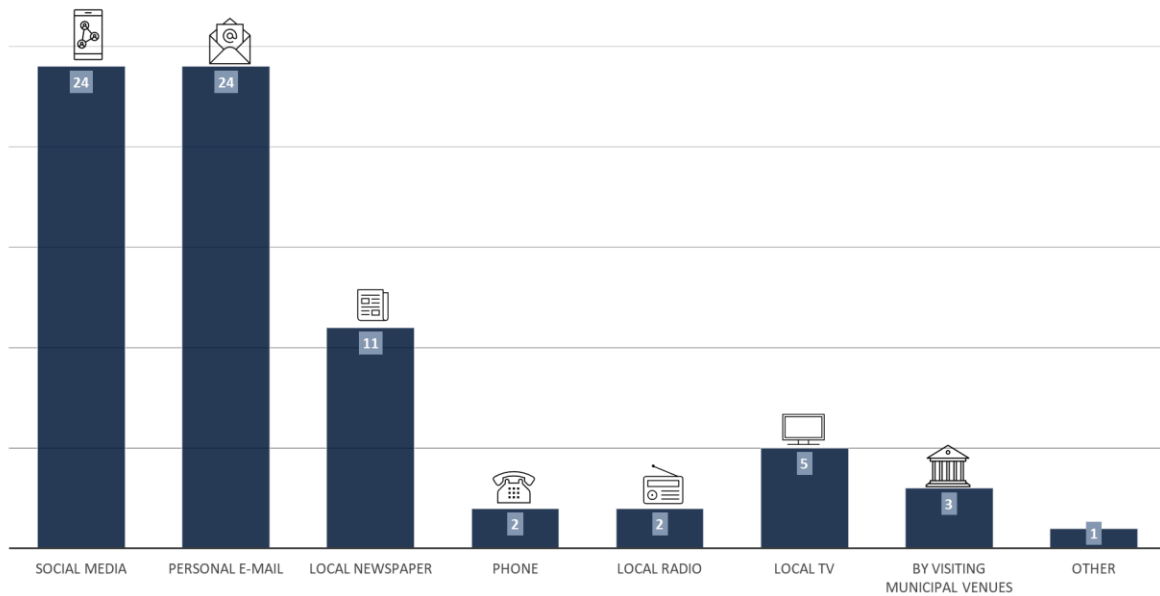- LOCAL TV: 9
- BY VISITING MUNICIPAL VENUES: 8
- OTHER: 2

Figure 16 - Preferred ways to get the information - 18-24years old respondents

Figure 17 - Preferred ways to get the information - 30-39years old respondents
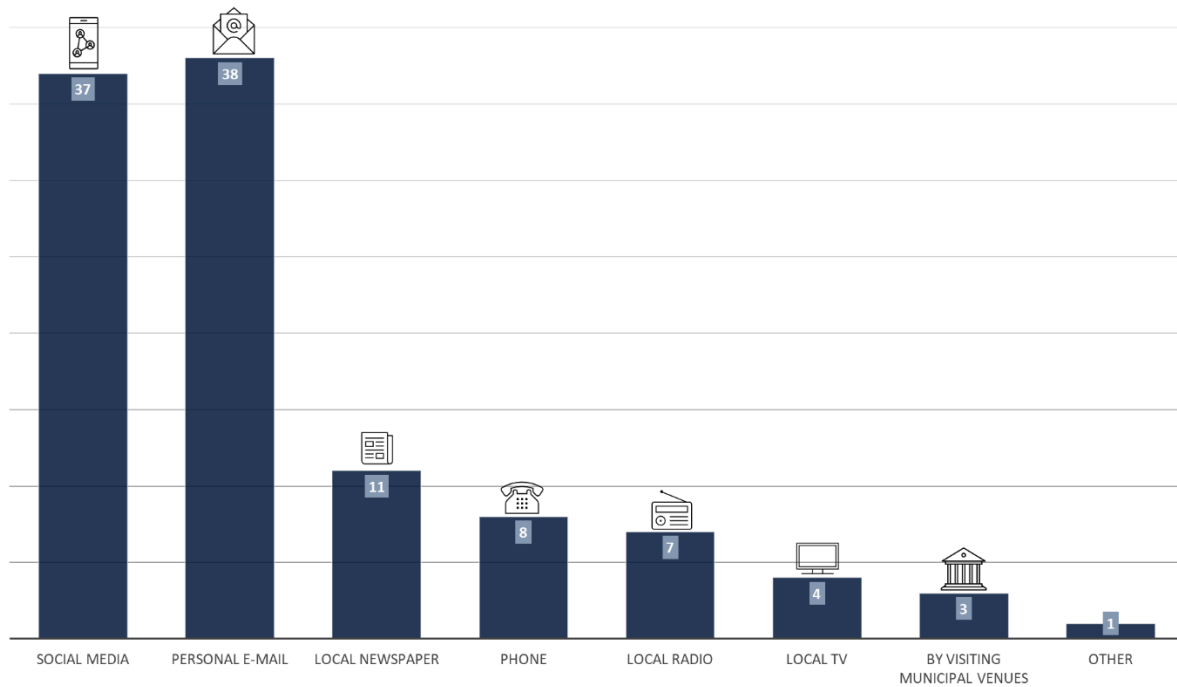

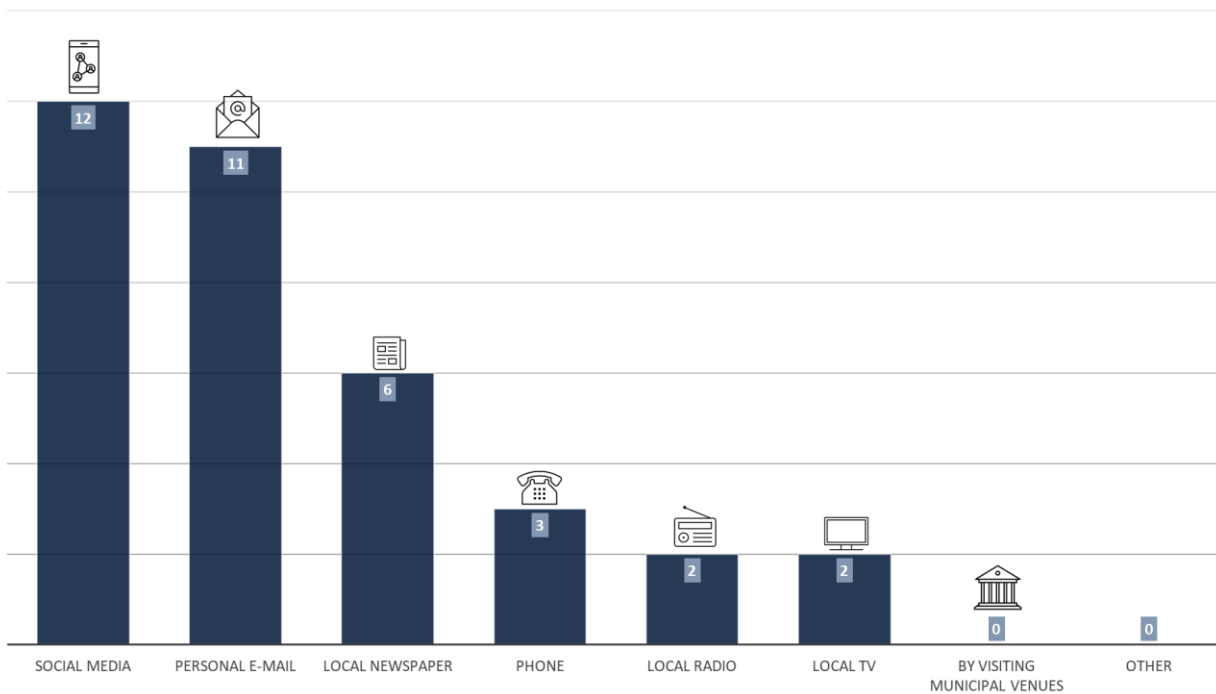*Figure 18 - Preferred ways to get the information - 40-49years old respondents*

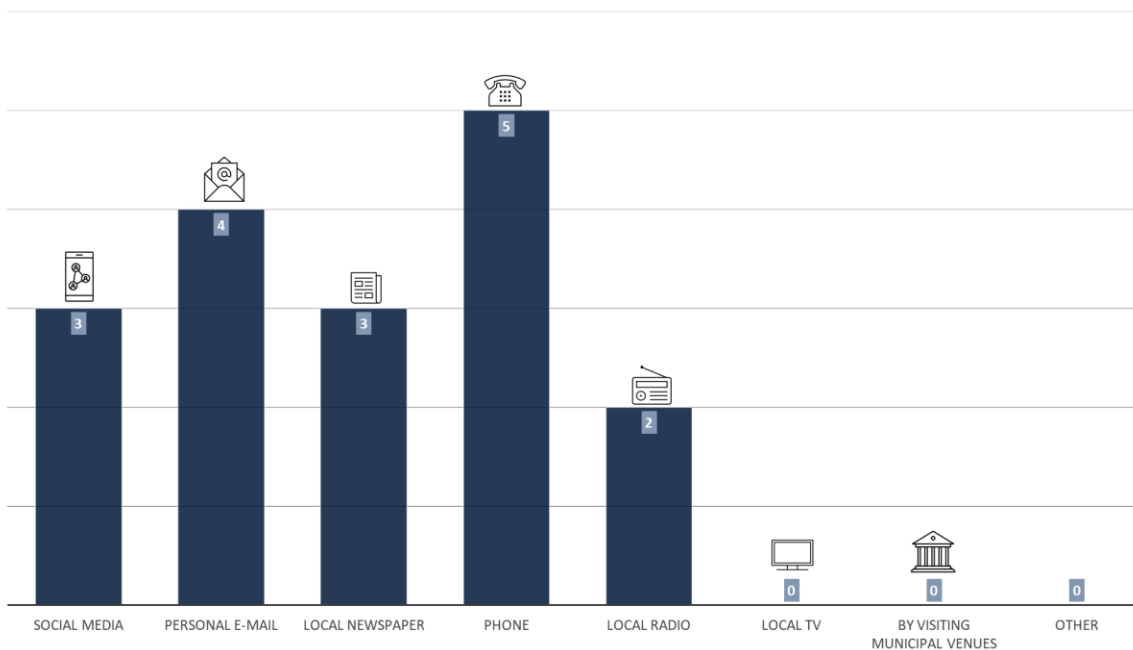*Figure 19 - Preferred ways to get the information - 50-59years old respondents*

Figure 20 - Preferred ways to get the information - 60+years old respondents

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