



SMARTA2

SUSTAINABLE RURAL MOBILITY



Surveying populations in rural areas

Quantitative Evidence from Brasov

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



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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 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 BRASOV METROPOLITAN AREA, ROMANIA

As part of our work in SMARTA 2, we wanted to learn more about the barriers and drivers of people living in rural area 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 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!



DOCUMENT DETAILS

ABOUT BRASOV

BRASOV METROPOLITAN AREA ROMANIA



The Brasov Metropolitan Area is situated in central Romania, north of Bucharest. It consists of 18 local communities and has a total population of 472.777 inhabitants. Most citizens commute from their localities to the centre of Brasov for their leisure activities or to work, study and access healthcare facilities. However, owing to the scarcity of the public transport offer in rural areas, they do so by using their own cars. This has exponentially increased the pressure on the road infrastructure and the

traffic levels in the highways that connect the rural communities to the city centre of Brasov while it has also caused parking spots to become a commodity with high value.

In SMARTA 2, the objective of the Brasov demonstrator is to test rural mobility solutions in rural communities that are part of the Brasov Metropolitan Area based on a community building approach.



Brasov Metropolitan Area is operating a pilot project called Mobilitate Rurala. Under this project, an array of modern mobility concepts including BRT, DRT, cycling to transport hubs, carpooling, etc., have been deployed. The plan is to work with local communities involved in the demonstrator and work on community building in order to allow community members to acknowledge that each individual is part of the problem but most of all also part of the solution.

Curious to learn more about Brasov Metropolitan Area?

Visit the SMARTA website [section](#)

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1 Results of survey

1.1 Demographics

The survey administered in Brasov received in total 205 answers. As shown in Figure 2, 28% of the respondents are below 29 years old, 63% are between 30 and 49 years old, while 9% are above 50 years old. The results of the survey also revealed that the majority of respondents are male (66.34%).

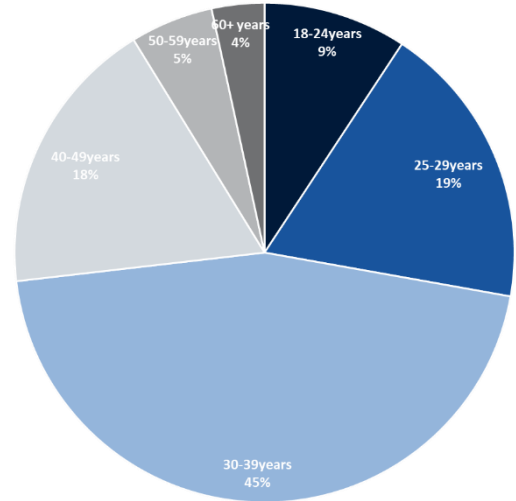


Figure 1 - Age distribution

When looking at the occupational status of participants, as shown in Figure 3, 67% of the respondents are full-time employees, while only 12% are part time employees and 11% are students. Respondents who are unemployed or in retirement account only for 5% and 4% of total sample, respectively.

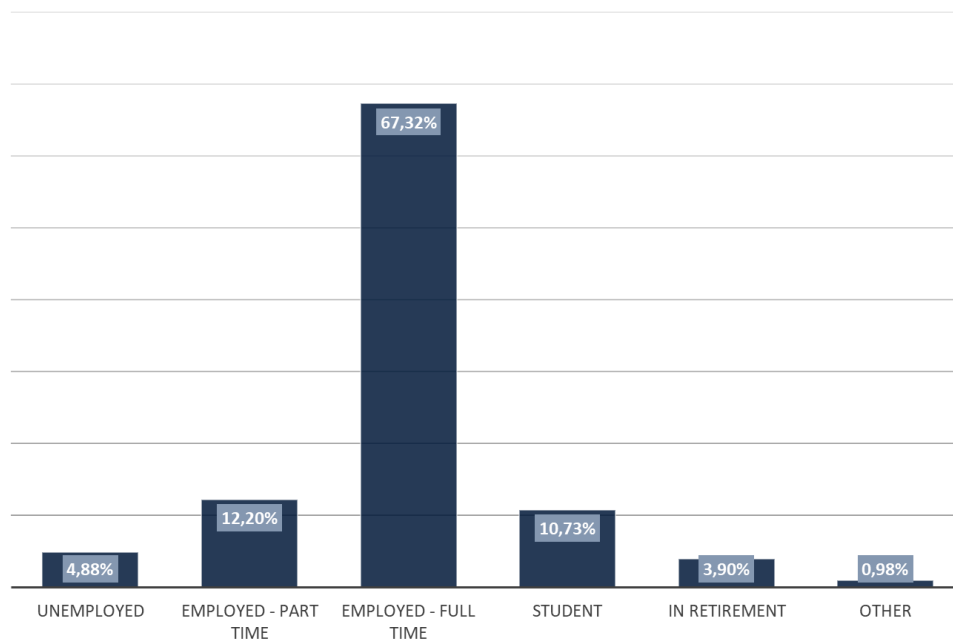


Figure 2 - Occupational Status

Lastly, the demographic results revealed that slightly half (53%) of the respondents live in a rural area, followed by 33% living in peripheral areas and 14% in the city centre (Figure 3 - Residence).

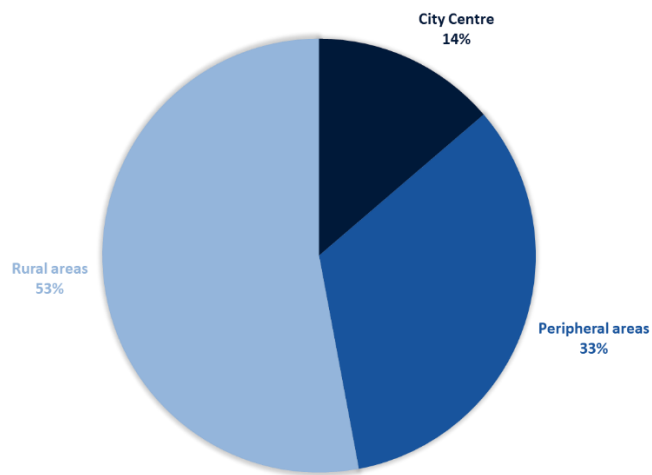


Figure 3 - Residence

1.2 Shared Mobility

The first part of the survey captured and assessed the use of shared mobility services among the respondents. The opening question was asking which primary mode of transport the respondents use to commute. Figure 5 represents the number of times each mode of transport was cited in the answers. According to the results, the top 3 primary modes of transport for commuting are use of car, use of bus and walking. At the same time, and in line with the general mobility patterns in Brasov, the use of shared mobility was one of the least cited transport modes for commuting.

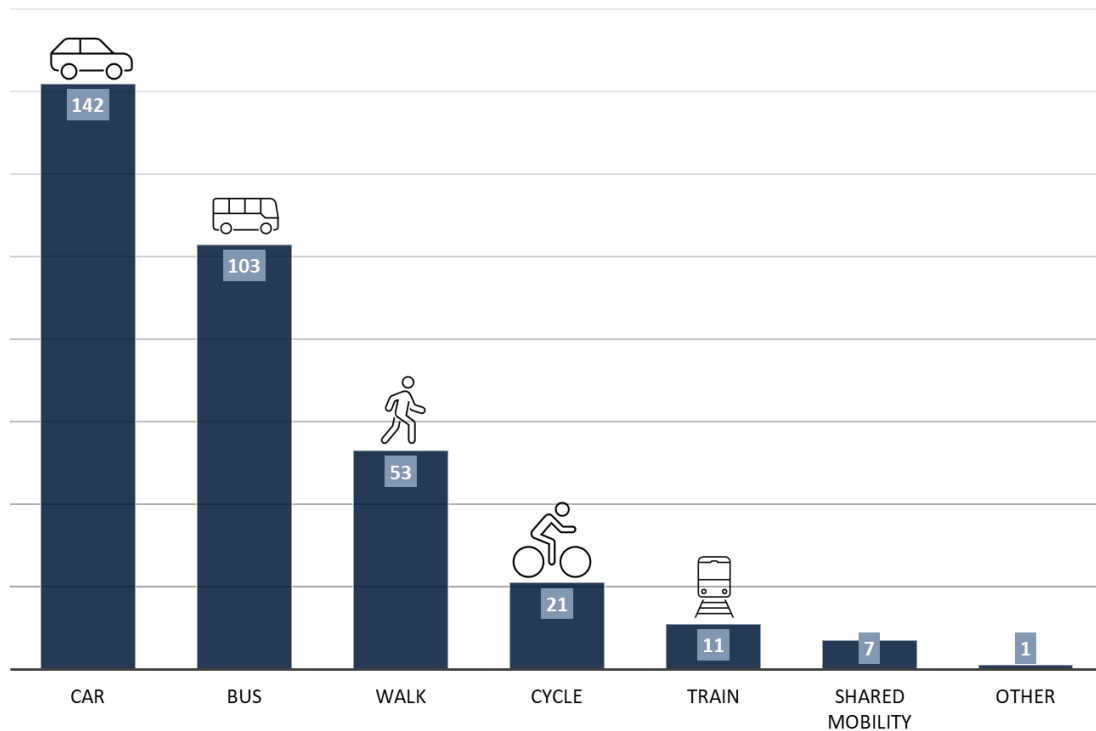


Figure 4 - Primary mode of transport for commuting

The results also assessed the frequency at which the respondents are commuting. As displayed in Figure 6 below, 77% - the outstanding majority – commute daily, and 15% more than twice a week.

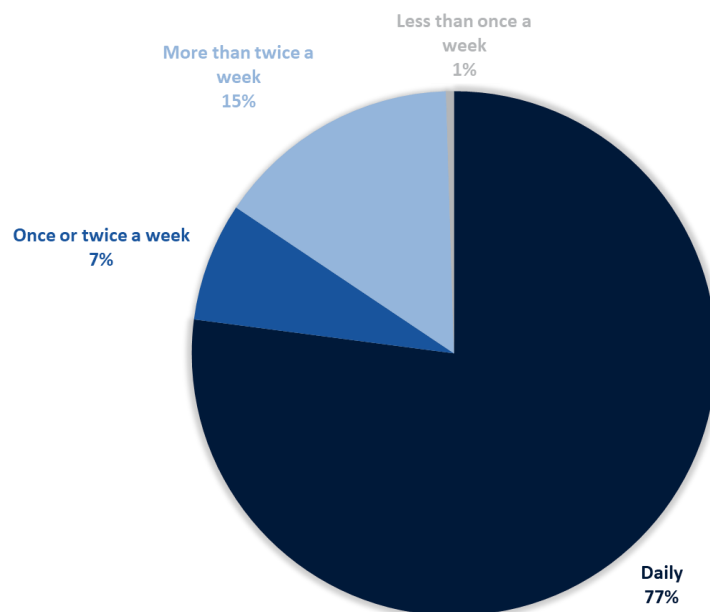


Figure 5 - Commuting

The third question asked the respondents to indicate their reasons of commuting. Figure 7 ranks the most cited answers and shows that the top 3 reasons to commute are work, groceries and leisure activities. Furthermore, respondents mentioned 31 times school as a reason to commute, followed closely by health.

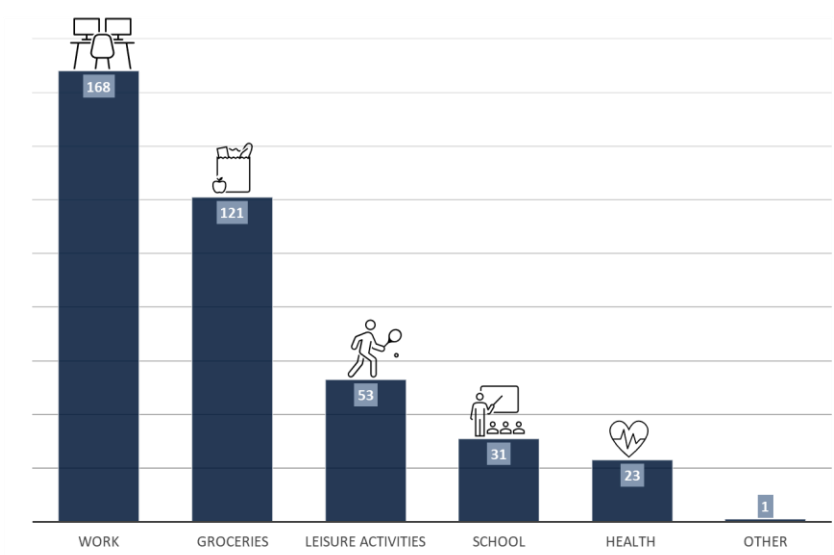


Figure 6 - Reasons to commute

When asking the respondents how often they use shared services to commute to the city centre or other destinations, the results showed that 24% never used shared services and 34% almost never. This implies a generally low level of share mobility services use among respondents. Figure 8 also shows that 37% of respondents use shared services “occasionally/sometimes”. It naturally follows that a very low share of respondents uses shared mobility services “almost every time” (4%) or “every time” (1%).

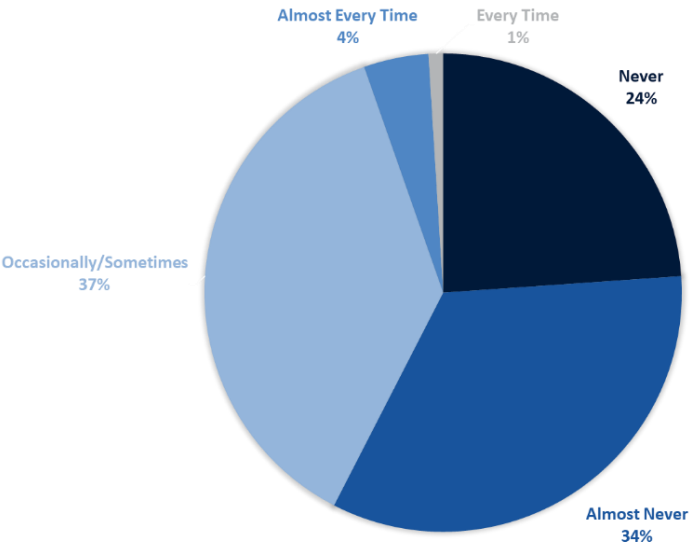


Figure 7 - Use of shared services

The survey also asked respondents whether they would consider using shared services to commute. Here, approximately 14% of respondents showed willingness to use such services. However, at the same time, 9% showed unwillingness to use such services, whereas 77% did not reply to the question.

To understand better what influences the frequency in which respondents use or not shared services, the survey asked participants to rank 11 potential factors on a Likert scale¹. Some of these factors are practical, while other factors are behavioural. As shown in Figure 9, contributing to the decrease of environmental pollution is considered by 70% of the respondents either an important or a very important factor, implying a relatively high level of environmental awareness among respondents. 22% of the respondents answered that helping a fellow citizen who does not own a car is a very important factor. Helping the community to become more sustainable is also a factor that is considered by a considerable percentage of respondents very important. Saving money is considered important for 39% of the respondents and very important for 28%.

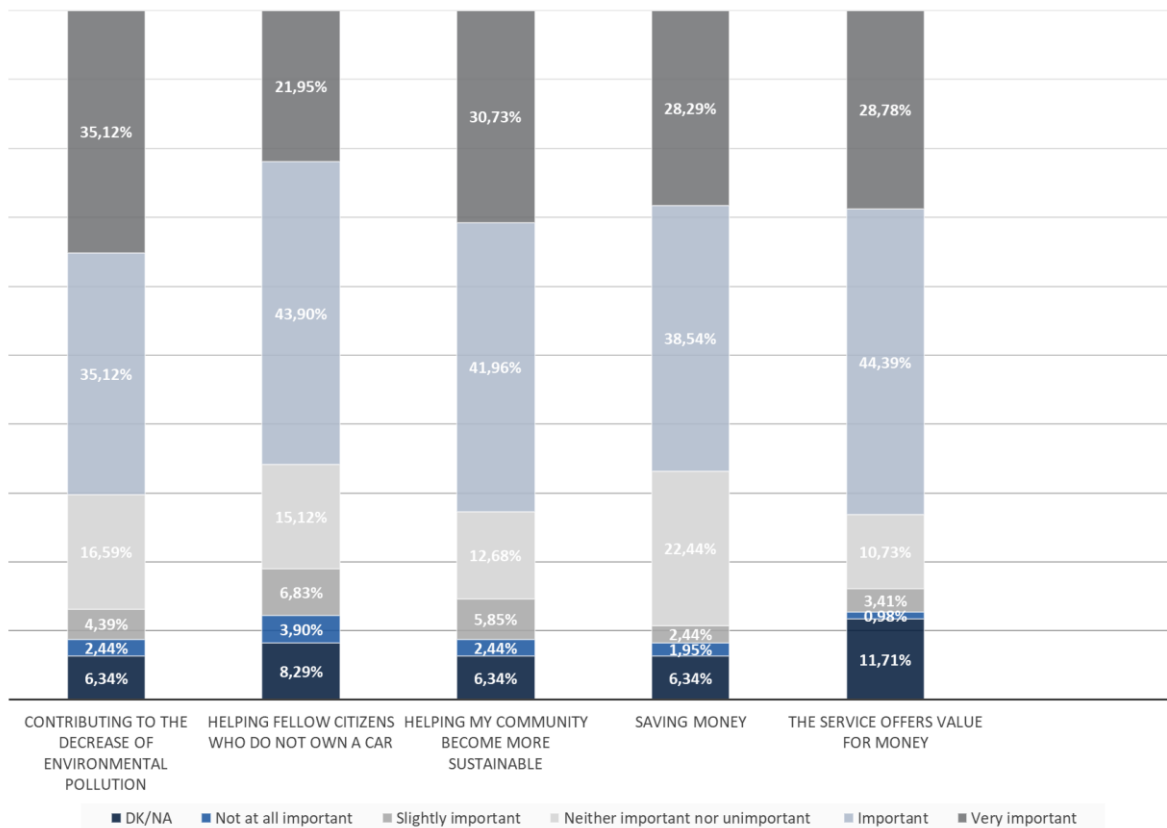


Figure 8 - Factors that influence the use of Shared Mobility (1)

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

In addition, Figure 10 assesses 6 practical factors that might influence the use of shared mobility by the respondents. In more detail, the figure shows that a high percentage (> 65%) of respondents consider factors related to the service itself to be important or very important. The most popular factor regards the safety of the service, with 78% of the respondents considering it important or very important.

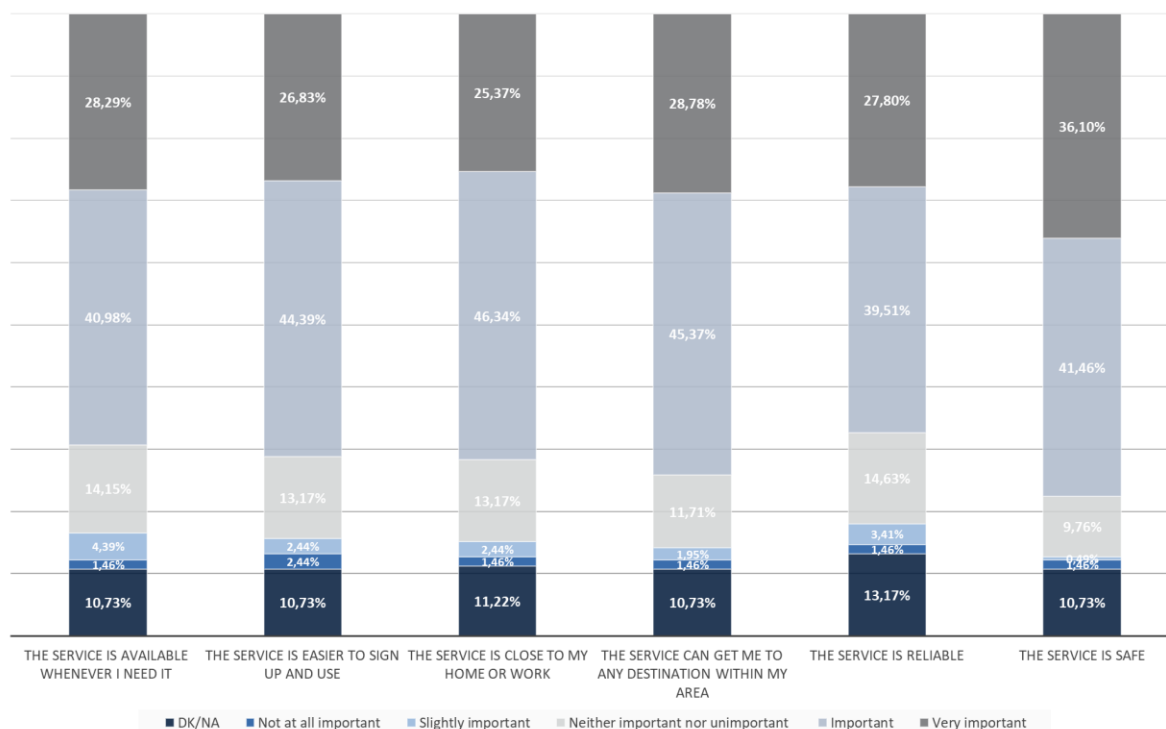


Figure 9 - Factors that influence the use of Shared Mobility (2)

The analysis of the results also showed that the importance of each of the factors changes from one age group to another². For example, as shown Table 3, contributing to the decrease of environmental pollution was mentioned as a very important factor for 57% of the respondents between 18 and 24 years old, while for the age group of 50-59 years, 18% of respondents consider it very important. Yet, when aggregating the two levels of the Likert scale “important” and “very important”, the results also revealed that the vast majority (84%) of the 18-24 years old respondents consider this factor to be either important or very important. The aggregated results also indicated that the 50-59 years old respondents have the lowest percentage (45%) of people finding this factor important or very important.

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

Table 1 – “Contributing to the decrease of environmental pollution” per age groups

Likert Scale	18- 24years	25- 29years	30- 39years	40- 49years	50- 59years	60+ years
DK/NA	5.26%	2.63%	6.45%	8.11%	18.18%	
Not at all important			3.23%	5.41%		
Slightly important		2.63%	6.45%	2.70%		14.29%
Neither important nor unimportant	10.53%	21.05%	11.83%	18.92%	36.36%	28.57%
Important	26.32%	23.68%	43.01%	29.73%	27.27%	57.14%
Very important	57.89%	50%	29.03%	35.14%	18.18%	

1.3 SMARTA 2 Services

Adding an extra layer of complexity, the second part of the survey focused on SMARTA 2 Services in Brasov Metropolitan Area. The survey results showed that almost half (47.32%) of the respondents never heard about SMARTA2 services in their area. Based on this question, only the respondents that ever heard about the service (52.68%) could answer the next question. Out of the 108 respondents who are aware of the service, 37 had used it. Statistically speaking, this represents 18.05% of the 205 respondents.

The graphs in Figure give allow a better overview and understanding of the users’ profile by breaking down their age groups, residential status, and occupational status. The below percentages represent the share of respondents among the ones that ever heard about SMARTA2 who have actually used the services (37 respondents).

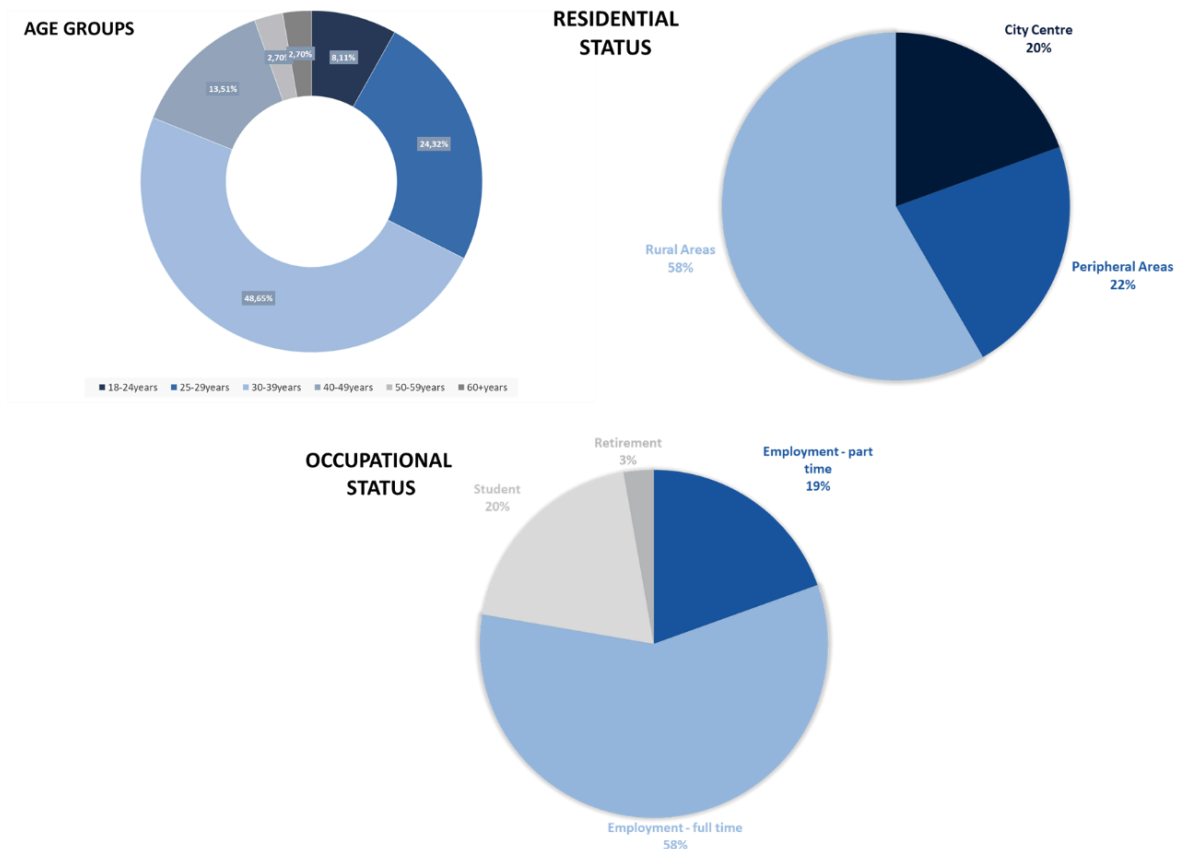


Figure 10 - Users of SMARTA 2 Services per Age groups, Residential Status and Occupational Status

Once the users of the services were identified, the survey focused on their satisfaction level with respect to the SMARTA2 service. As shown in Figure 12, 22% of the 37 respondents are very satisfied, 40% are satisfied and only 3% are very dissatisfied. Thus, the general approval levels are high among respondents.

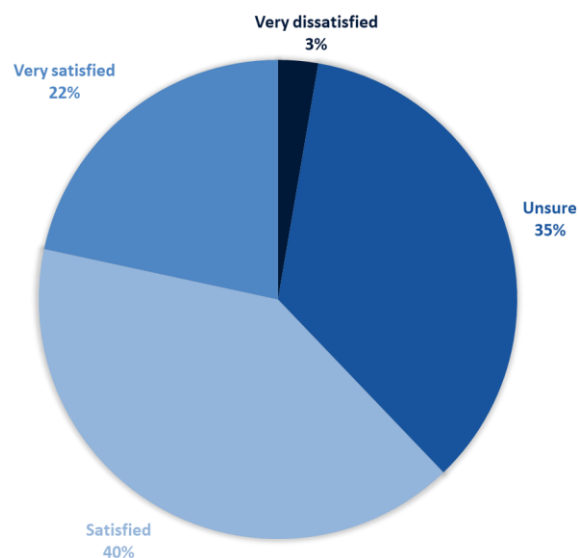


Figure 11 - Satisfaction level SMARTA 2 Services

Figure 13 shows the most frequently mentioned factors that should be improved in the SMARTA 2 Services, according to the 37 respondents. The top 3 most cited factors that were mentioned as in need of further improvements are the geographical availability, the frequency, and the usability of the service.

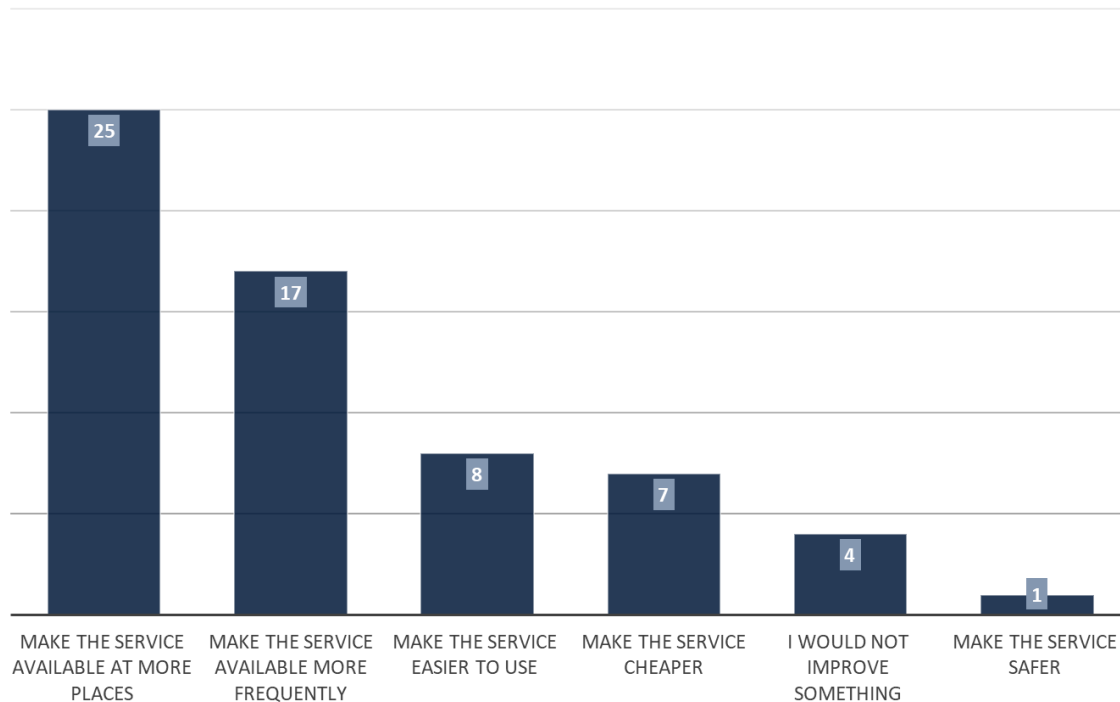


Figure 12 - Factors to be improved

On top of these factors, some participants emphasised the need for additional places, especially in rural areas, to have more accessibility to the service. Some also advocated for additional offers and more drivers registered to increase the availability. Finally, one respondent proposed the idea of integrating taxi companies in the mobility services plan.

The survey also asked the 205 respondents to what extent the 6 following factors (Figure 14) would affect them in using SMARTA2 Services. As illustrated graphically, having friends, family and acquaintances using the service is considered by 21% of the respondents to have a major effect on their decision. The results also showed that knowing the person to share the service with is also considered to have a major effect on around 18% of respondents. The factor that would have the least effect on the respondents using the service is if a local politician uses the services. Out of the total pool of respondents, 36% answered “don’t know/no answer” and 28.78% answered that this factor has no effect or minor effect.

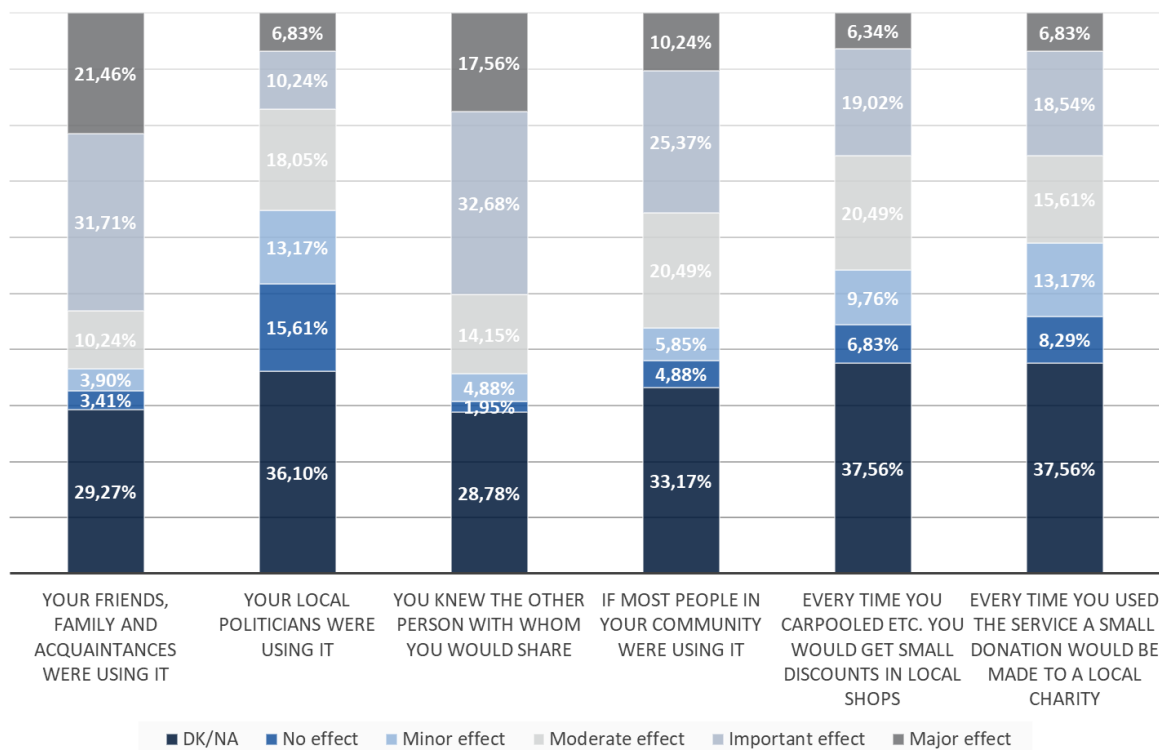


Figure 13 - Factors affecting the use of SMARTA2 Services

As expected, the impact of the factors mentioned in Figure 14 varies over age groups³. As shown in Table 4 below, the effect of knowing the other person with whom you would share the services is different from one group to another. This factor has an important influence for 28.57% of the respondents in the 60+ years old age group. On the other hand, for the 18-24 years old respondents, only 1 out of 10 considers this factor to have a major effect on their decision. When aggregating important effect with major effect, the results show that it is still the age group 60+ years old that consider this factor to have the most important effect, with an outstanding 100% of respondents answering “important effect” or “major effect”. The age group with the lowest percentage of answers in these two categories is 50-59 years old group with 27.27% considering the factor to have an important or major effect on their decision to use the SMARTA2 services.

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

Table 2 - Effect of “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	52.63%	34.21%	22.58%	35.14%	18.18%	
No Effect		2.63%	1.08%	2.70%	9.09%	
Minor Effect		2.63%	4.30%	8.11%	18.18%	
Moderate Effect	10.53%	13.16%	12.90%	18.92%	27.27%	
Important Effect	26.32%	31.58%	38.71%	21.62%	9.09%	71.43%
Major Effect	10.53%	15.79%	20.43%	13.51%	18.18%	28.57%

Finally, the respondents were asked how they would like to be informed about SMARTA2 or other local initiatives on shared mobility. The top 3 most cited ways of communication channels are social media, personal e-mail, and phone (Figure 15).

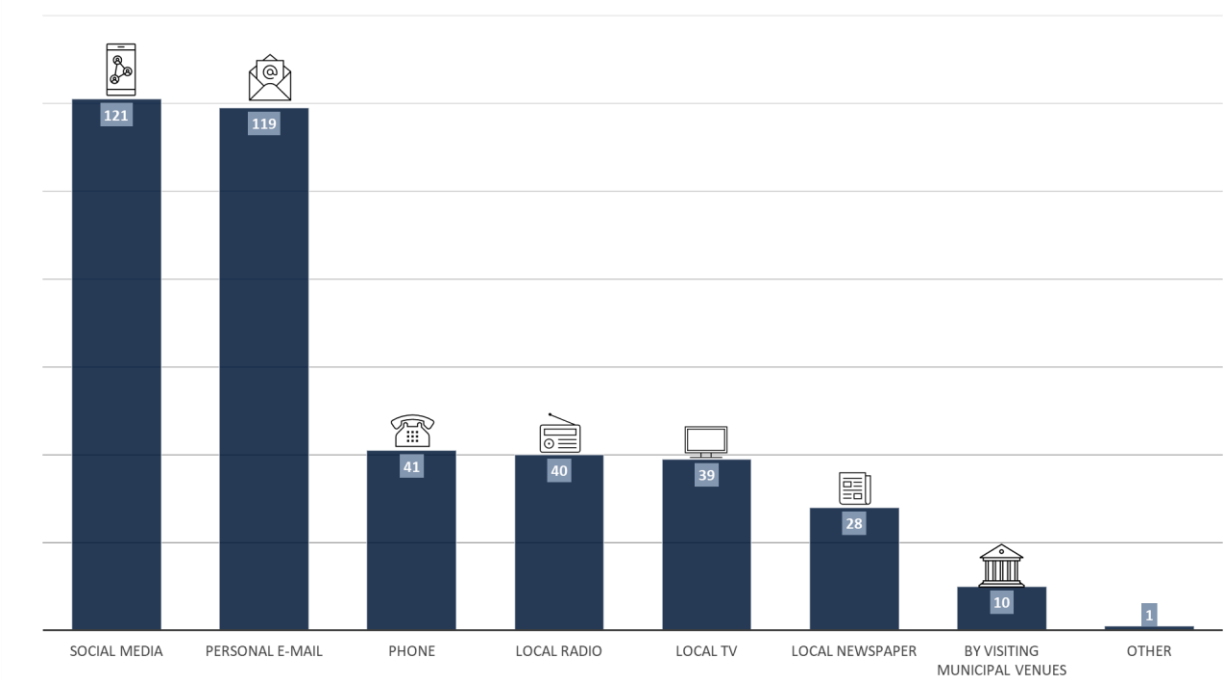


Figure 14 - Ways to get informed

As analysed in Figure 16, the age category plays a critical role in the ways through which the respondents would like to be informed about shared mobility solutions⁴. The figure shows the frequency at which respondents in the 40-49 years old age group picked the different communication tools to be informed. For this age category, the top 3 preferred ways to get informed is personal email, social media and local radio, with the two first options outpacing significantly the rest.

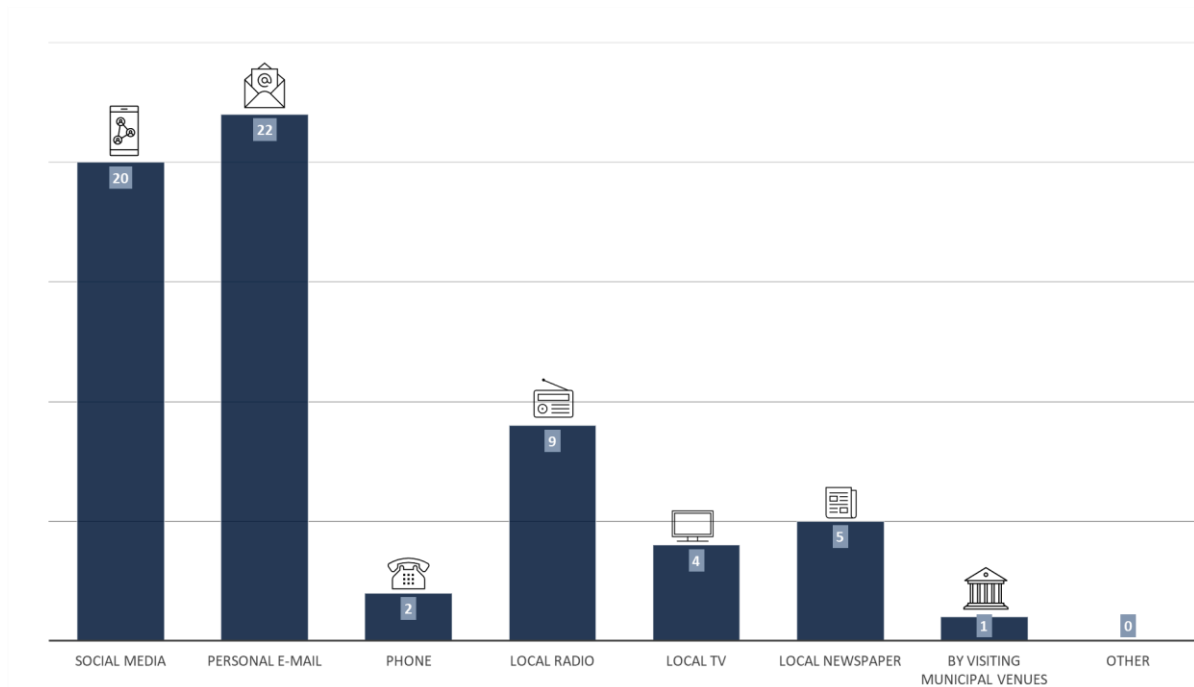


Figure 15 - Preferred ways to get the information - 40-49 years old respondents

⁴ Graphs for all the age categories can be found in the annex

ANNEXES

A.1 Survey Questionnaire

A.1.1 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?

A.1.2 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
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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?

A.1.3 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

A.2.1 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	15.79%	5.26%	7.53%	8.11%	18.18%	
Not at all important		2.63%	5.38%	5.41%		
Slightly important		5.26%	8.60%	5.41%	18.18%	
Neither important nor unimportant	10.53%	15.79%	13.98%	18.92%	9.09%	28.57%
Important	52.63%	34.21%	44.09%	43.24%	45.45%	71.43%
Very important	21.05%	36.84%	20.43%	18.92%	9.09%	

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	10.53%	2.63%	5.38%	8.11%	18.18%	
Not at all important			3.23%	5.41%		
Slightly important		5.26%	7.53%	5.41%	9.09%	
Neither important nor unimportant	5.26%	21.05%	7.53%	16.22%	36.36%	
Important	31.58%	31.58%	50.54%	40.54%	18.18%	57.14%
Very important	52.63%	39.47%	25.81%	24.32%	18.18%	42.86%

Table 5 – “Saving money” per age groups

Likert Scale	18- 24years	25- 29years	30- 39years	40- 49years	50- 59years	60+ years
DK/NA	10.53%	2.63%	5.38%	8.11%	18.18%	
Not at all important		2.63%	1.08%	5.41%		
Slightly important		2.63%	3.23%	2.70%		
Neither important nor unimportant	26.32%	18.42%	21.51%	21.62%	45.45%	14.29%
Important	36.84%	44.74%	34.41%	43.24%	27.27%	57.14%
Very important	26.32%	28.95%	34.41%	18.92%	9.09%	28.57%

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	26.32%	5.26%	9.68%	13.51%	27.27%	
Not at all important			1.08%	2.70%		
Slightly important		2.63%	3.23%	5.41%	9.09%	
Neither important nor unimportant		15.79%	10.75%	10.81%	18.18%	
Important	31.58%	39.47%	43.01%	54.05%	36.36%	85.71%
Very important	42.11%	36.84%	32.26%	13.51%	9.09%	14.29%

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	26.32%	5.26%	7.53%	13.51%	27.27%	
Not at all important			1.08%	5.41%		
Slightly important	5.26%	5.26%	2.15%	5.41%	18.18%	
Neither important nor unimportant		21.05%	13.98%	18.92%		14.29%
Important	31.58%	39.47%	46.24%	35.14%	36.36%	42.86%
Very important	36.84%	28.95%	29.03%	21.62%	18.18%	42.86%

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	26.32%	5.26%	7.53%	13.51%	27.27%	
Not at all important			2.15%	5.41%	9.09%	
Slightly important		2.63%	2.15%	5.41%		
Neither important nor unimportant		23.68%	12.90%	8.11%	18.18%	14.29%
Important	47.37%	39.47%	49.46%	35.14%	27.27%	71.43%
Very important	26.32%	28.95%	25.81%	32.43%	18.18%	14.29%

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	26.32%	5.26%	8.60%	13.51%	27.27%	
Not at all important		2.63%	1.08%	2.70%		
Slightly important			2.15%	5.41%	9.09%	
Neither important nor unimportant	10.53%	13.16%	9.68%	18.92%	27.27%	14.29%
Important	31.58%	44.74%	55.91%	32.43%	27.27%	71.43%
Very important	31.58%	34.21%	22.58%	27.03%	9.09%	14.29%

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	21.05%	5.26%	8.60%	13.51%	27.27%	
Not at all important			1.08%	5.41%		
Slightly important			2.15%	2.70%	9.09%	
Neither important nor unimportant	15.79%	18.42%	4.30%	16.22%	27.27%	14.29%
Important	21.05%	47.37%	49.46%	48.65%	27.27%	57.14%
Very important	42.11%	28.95%	34.41%	13.51%	9.09%	28.57%

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	26.32%	7.89%	11.83%	13.51%	27.27%	
Not at all important			1.08%	2.70%	9.09%	
Slightly important		2.63%	3.23%	8.11%		
Neither important nor unimportant	26.32%	18.42%	9.68%	16.22%	18.18%	14.29%
Important	15.79%	44.76%	43.01%	37.84%	36.36%	42.86%
Very important	31.58%	26.32%	31.18%	21.62%	9.09%	42.86%

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	21.05%	5.26%	8.60%	13.51%	27.27%	
Not at all important			1.08%	2.70%	9.09%	
Slightly important			1.08%			
Neither important nor unimportant	10.53%	10.53%	6.45%	13.51%	18.18%	14.29%
Important	21.05%	52.63%	46.24%	27.03%	27.27%	71.43%
Very important	47.37%	31.58%	36.56%	43.24%	18.18%	14.29%

A.2.2 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	52.63%	36.84%	22.58%	35.14%	18.18%	
No effect	5.26%	2.63%	2.15%	5.41%	9.09%	
Minor effect		5.26%	5.38%	2.70%		
Moderate effect		5.26%	12.90%	10.81%	27.27%	
Important effect	21.05%	26.32%	35.48%	32.43%	27.27%	42.86%
Major effect	21.05%	23.68%	21.51%	13.51%	18.18%	57.14%

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	57.89%	44.74%	27.96%	45.95%	27.26%	
No effect	5.26%	10.53%	19.35%	16.22%	9.09%	28.57%
Minor effect		7.89%	11.83%	18.92%	27.27%	42.86%
Moderate effect	21.05%	18.42%	17.20%	13.51%	36.36%	14.29%
Important effect	15.79%	15.79%	10.75%	2.70%		14.29%
Major effect		2.63%	12.90%	2.70%		

Table 15 – “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	52.63%	39.47%	24.73%	45.95%	27.27%	
No effect		5.26%	2.15%	13.51%	9.09%	
Minor effect		2.63%	6.45%	2.70%	18.18%	28.57%
Moderate effect	10.53%	21.05%	25.81%	13.51%	9.09%	28.57%
Important effect	21.05%	21.05%	30.11%	18.92%	27.27%	28.57%
Major effect	15.79%	10.53%	10.75%	5.41%	9.09%	14.29%

Table 16 – “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	57.89%	50%	26.88%	51.35%	27.27%	
No effect		5.26%	4.30%	13.51%	18.18%	14.29%
Minor effect		10.53%	11.83%	5.41%	9.09%	28.57%
Moderate effect	10.53%	15.79%	26.88%	16.22%	9.09%	28.57%
Important effect	31.58%	10.53%	22.58%	10.81%	27.27%	14.29%
Major effect		7.89%	7.53%	2.70%	9.09%	14.29%

Table 17 - “Every time you used the 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	57.89%	47.37%	26.88%	54.05%	27.27%	
No effect		7.89%	6.45%	13.51%	18.18%	14.29%
Minor effect		13.16%	13.98%	16.22%	9.09%	28.57%
Moderate effect	15.79%	7.89%	19.35%	10.81%	18.18%	28.57%
Important effect	26.32%	13.16%	24.73%	5.41%	18.18%	14.29%
Major effect		10.53%	8.60%		9.09%	14.29%

A.2.3 Preferred ways to get informed

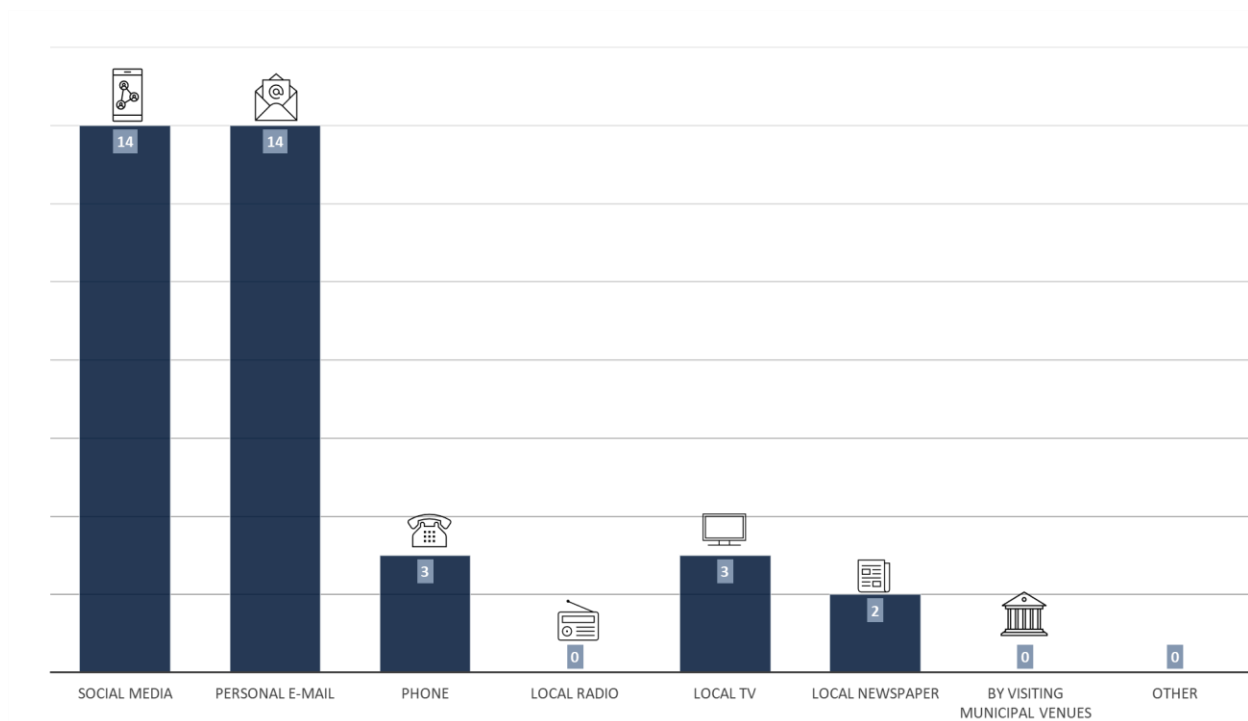


Figure 16 - Preferred ways to get the information - 18-24years old respondents

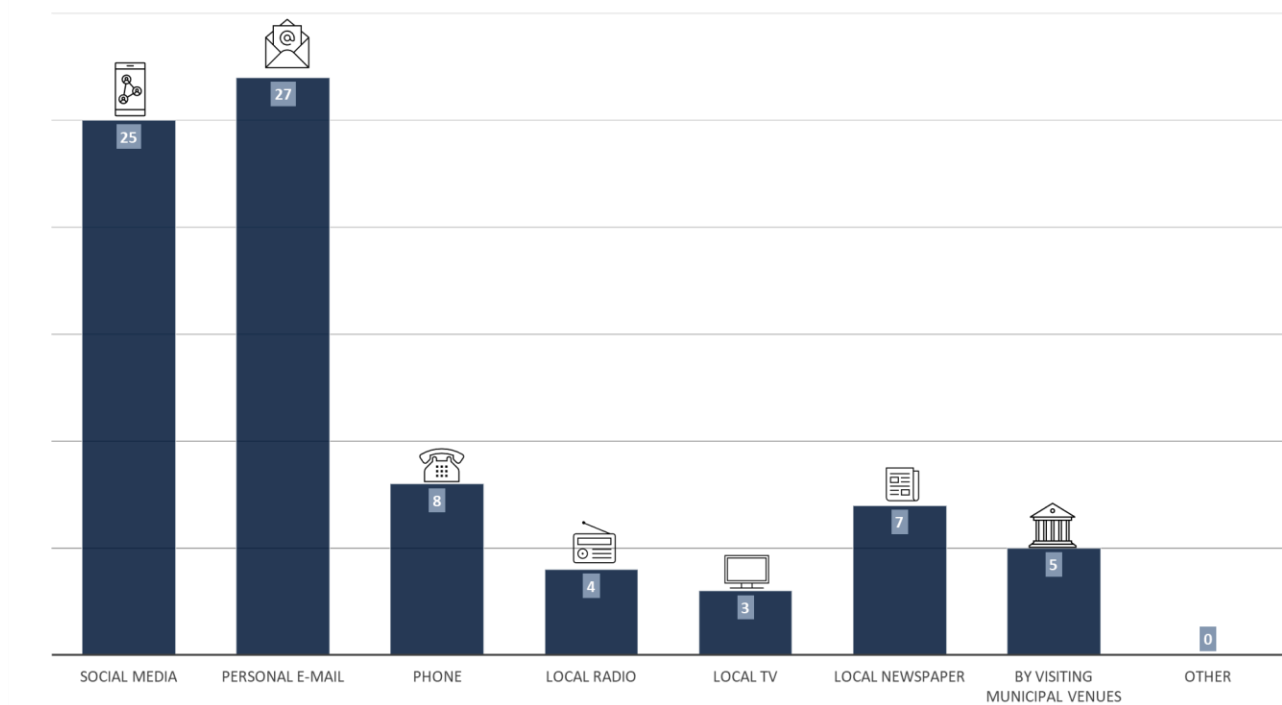


Figure 17 - Preferred ways to get the information - 25-29years old respondents

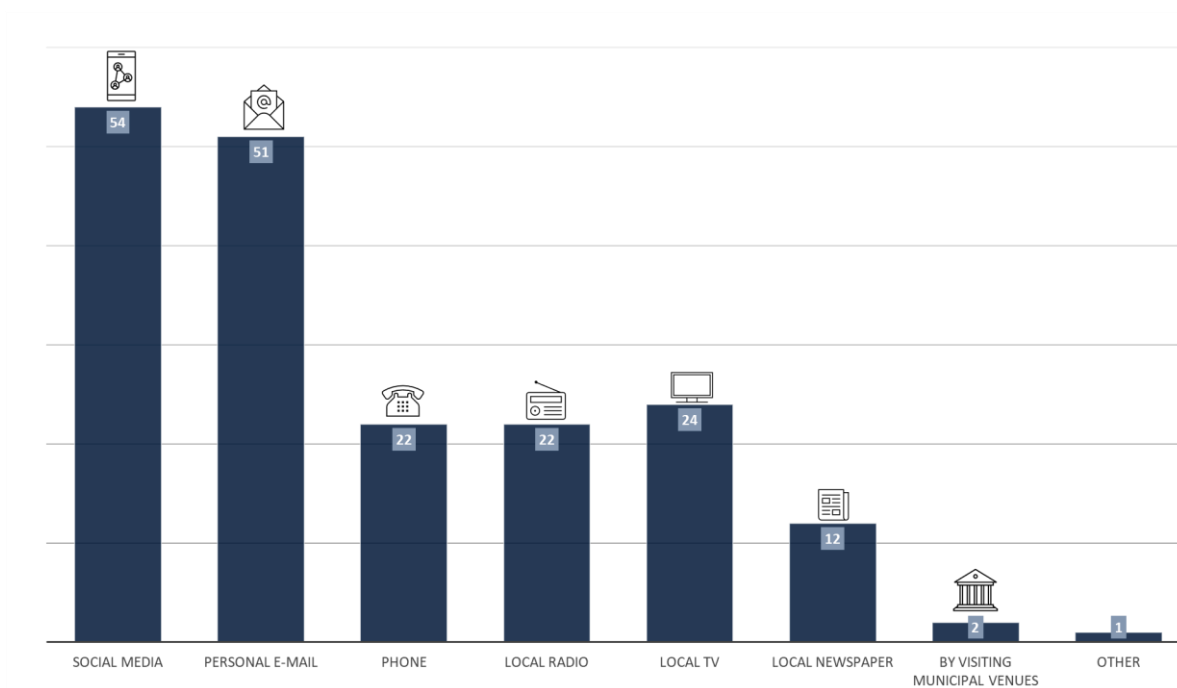


Figure 18 - Preferred ways to get the information - 30-39years old respondents

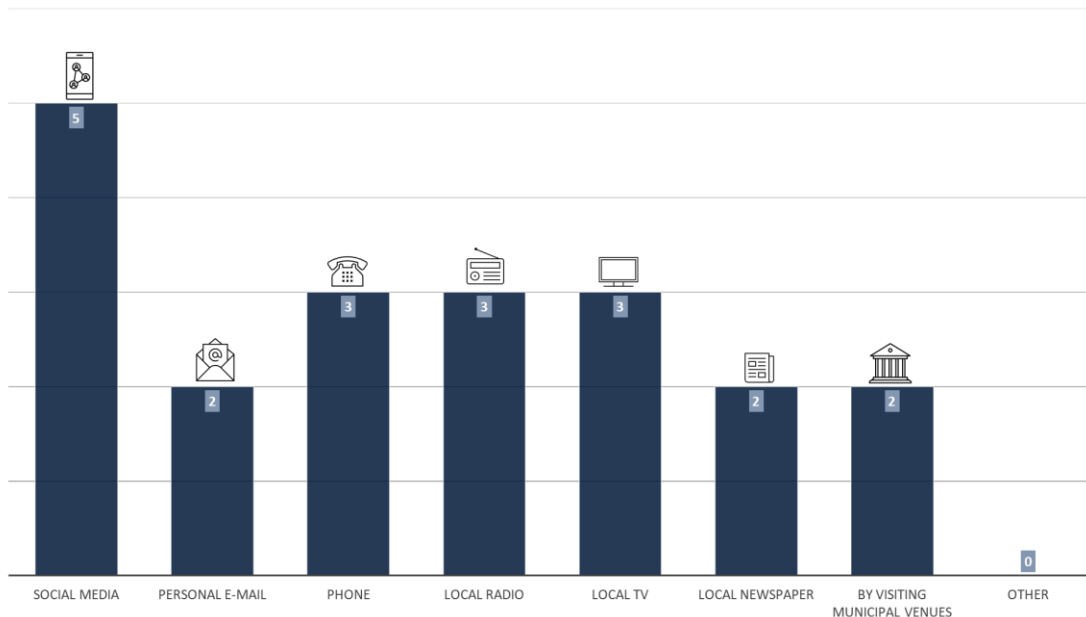


Figure 19 - Preferred ways to get the information - 50-59years old respondents

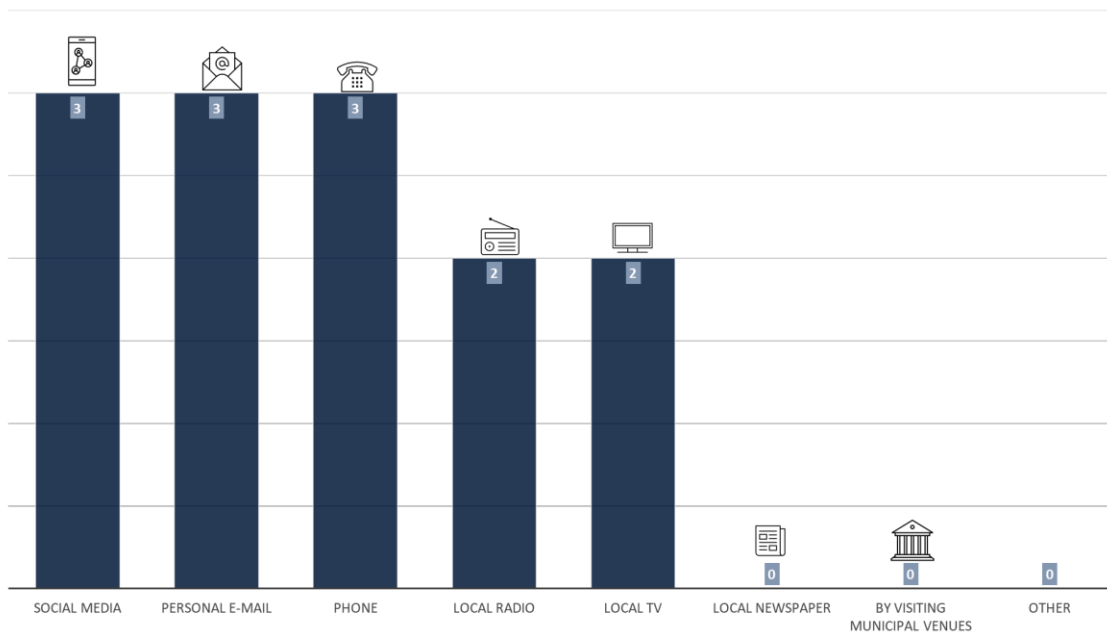


Figure 20 - Preferred ways to get the information - 60+years old respondents

PREPARED BY:

