SMARTA2
SUSTAINABLE RURAL MOBILITY

Surveying populations in rural areas

Quantitative Evidence from East Tyrol

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 EAST TYROL, AUSTRIA

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!

ABOUT EAST TYROL

East Tyrol is a political district in the eastern part of the federal state Tyrol, west Austria. East Tyrol is an alpine area, extending to an area of 2000 km 2 and comprising 33 municipalities, with an average of 1.200 citizens per municipality. The region's natural barriers separate it from the rest of the federal state of Tyrol, attributing a distinct identity to the area. Partially owing to this landscape, East Tyrol experiences high rates of car ownership, with second or even third car ownership being frequent and having potential implications for CO_2 and traffic levels in the district.
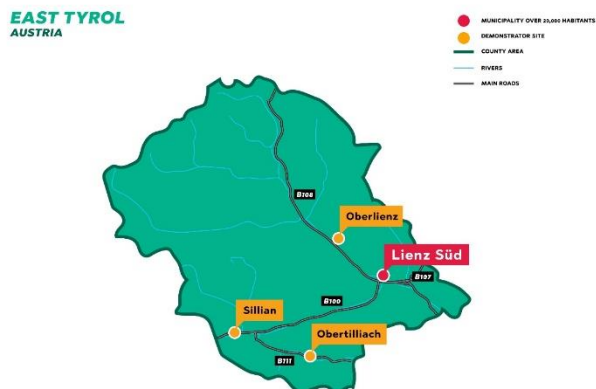
Under SMARTA 2, the objective of East Tyrol is to promote carsharing as an alternative to the ownership of a second or third car and to offer its citizens, and especially women and the youth, environmentally friendly and cost-efficient flexible transport methods. As such, SMARTA2 powers East Tyrol in topping-up its existing car-sharing system (including 8 carsharing stations and 8 e-cars) by installing four new stations and four cars in Lienz Nord oder Oberlienz, Lienz Süd, Obertilliach and Sillian. Car sharing are linked to the public transport system through an integrated ticketing and information system and will be offered at advantageous prices for the duration of the project.

Regions Management Osttirol (RMO) operates Flugs – a carsharing system which numbers 8 electric vehicles in 8 carsharing stations. Here, we present the results of our survey with users and non-users of the services East Tyrol.

Curious to learn more about East Tyrol?

Visit the SMARTA website section

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1 Results of survey

1.1 Demographics

The survey administered in East Tyrol received 371 answers in total. As shown in the figure below, 20% of the respondents are below 29 years old, 47% are between 30 and 49 years old and 33% are above 50 years old. The results of the survey also show that there is a majority of female respondents (60.65%).
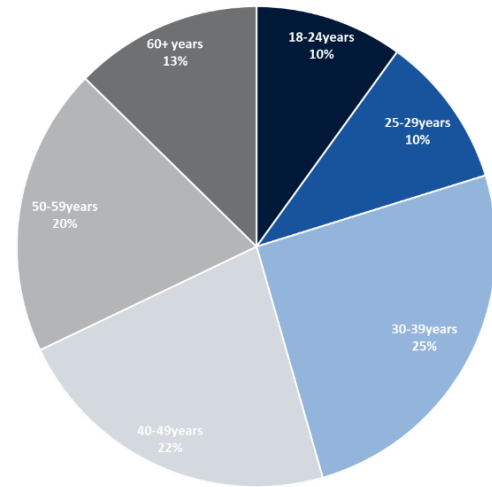
Figure 1 - Age distribution

When looking at the occupational status as shown in Figure 2, almost 50% of the respondents are full-time employees, while 20% work as part-time employees. The results also showed that 11% of the respondents are in retirement and 5% are students.
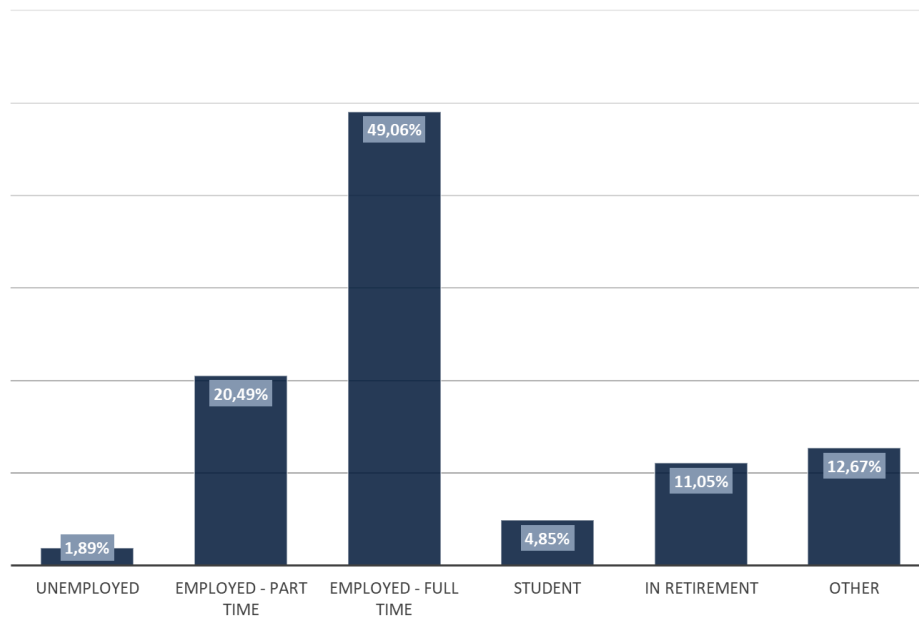
Figure 2 - Occupational Status

Lastly, results revealed that 45% of the respondents live in rural areas, followed by 33% living in peripheral areas, while the remaining 22% live in the City Centre (Figure 3 - Residence).
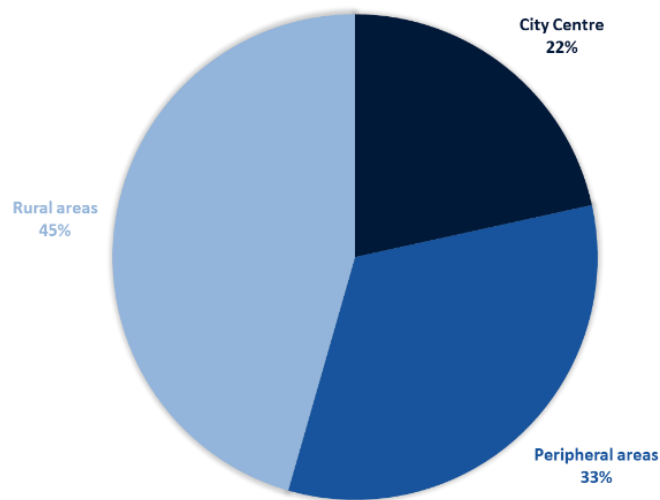
Figure 3 - Residence

1.2 Shared Mobility

The first part of the survey assessed the use of shared mobility among the respondents. The opening question was asking which primary mode of transport the respondents usually use to commute. Figure 4 displays the number of times 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.
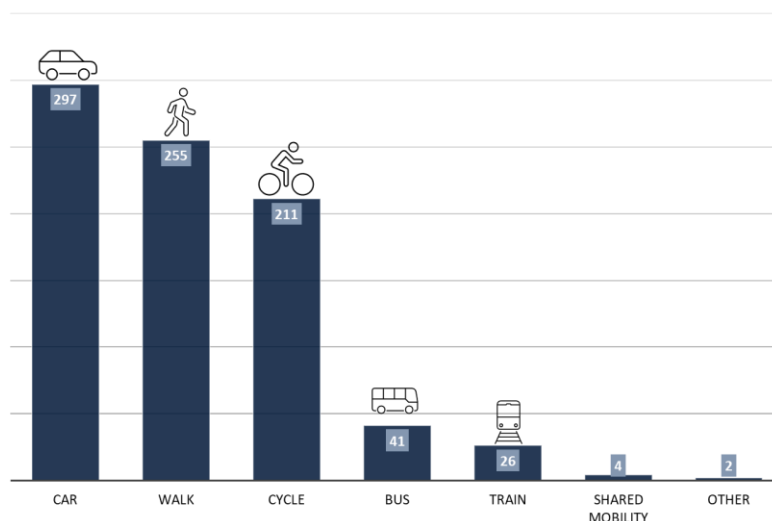
Figure 4 - Primary mode of transport for commuting

The results also assessed the frequency at which the respondents commute. As shown in Figure 5 below, 73% are commuting daily and 20% more than twice a week.
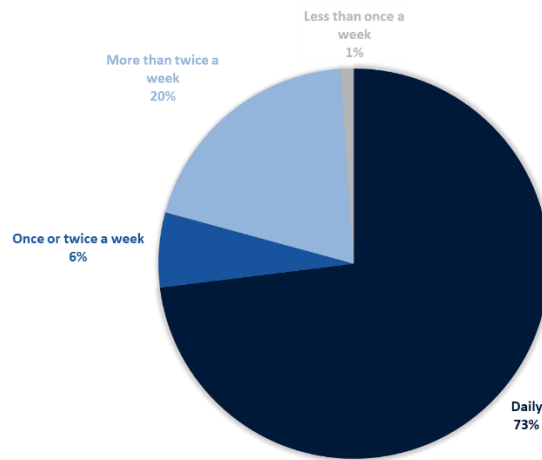
Figure 5 - Commuting

The third question asked the respondents about their reasons to commute. Figure 6 ranks the most cited answers and show that the top 3 reasons of commuting are for work, for groceries, and for leisure activities. The results also showed that respondents mentioned 115 times health as a reason to commute, followed by school or other educational activities.
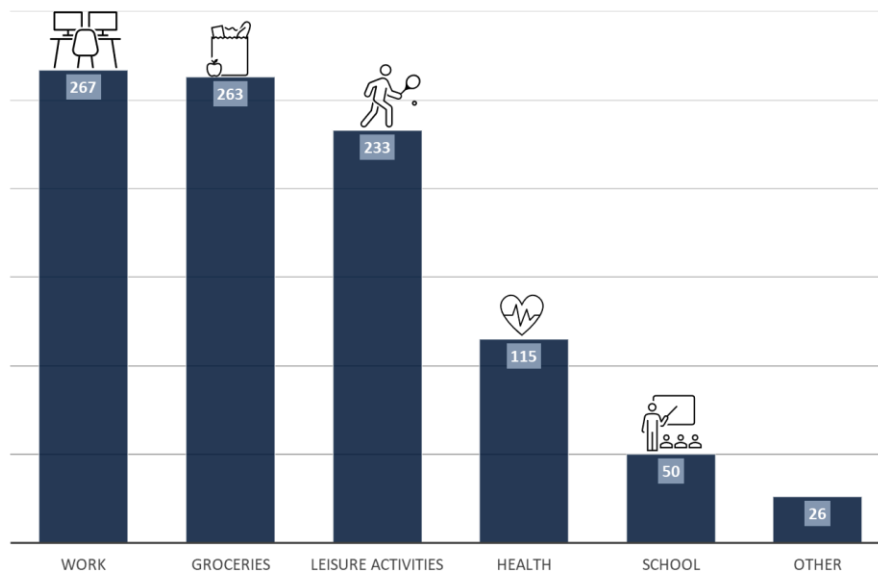
Figure 6 - Reasons to commute

When asking the respondents how often they use shared services to commute to the city centre or other destinations, the results showed that 2 out of 3 respondents (65%) never use shared services. Figure 7 shows that 14% of the respondents are using shared services "occasionally/sometimes". At the same time, it was revealed that a very low share of respondents use shared mobility "almost every time" (3%) and "every time" (>1%).
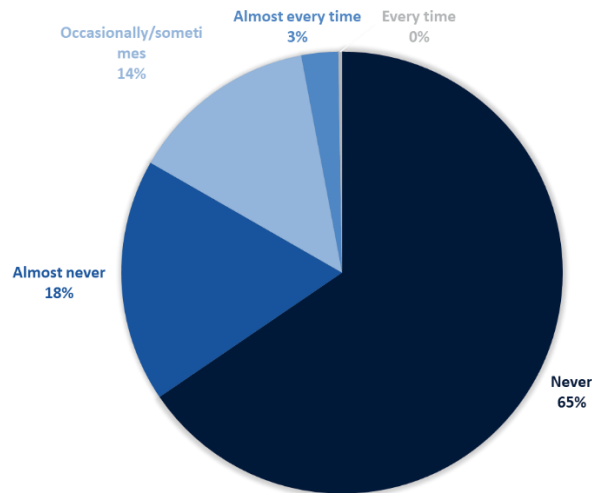
Figure 7 - Use of shared services

Moreover, the survey asked the respondents whether they would consider using shared services to commute. Here, approximately a third of the respondents (31%) showed willingness to use such services. However, at the same time, another third showed unwillingness to use such services (34%) and the final third (35%) did not reply to the question.

To understand better what influences the frequency in which respondents use or not shared services, the survey asked to rank 11 potential driving/hindering factors on a 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 half of the respondents (40.70%) a very important factor. The results also show that 35% 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 larger percentage of the respondents very important. Saving money is consider important for 28.57% of the respondents and very important for 30.73%. However, when assessing the following factor "the service offers value for money", 16.44% of the respondents replied DK/NA and both important and very important received 25% of total answers.

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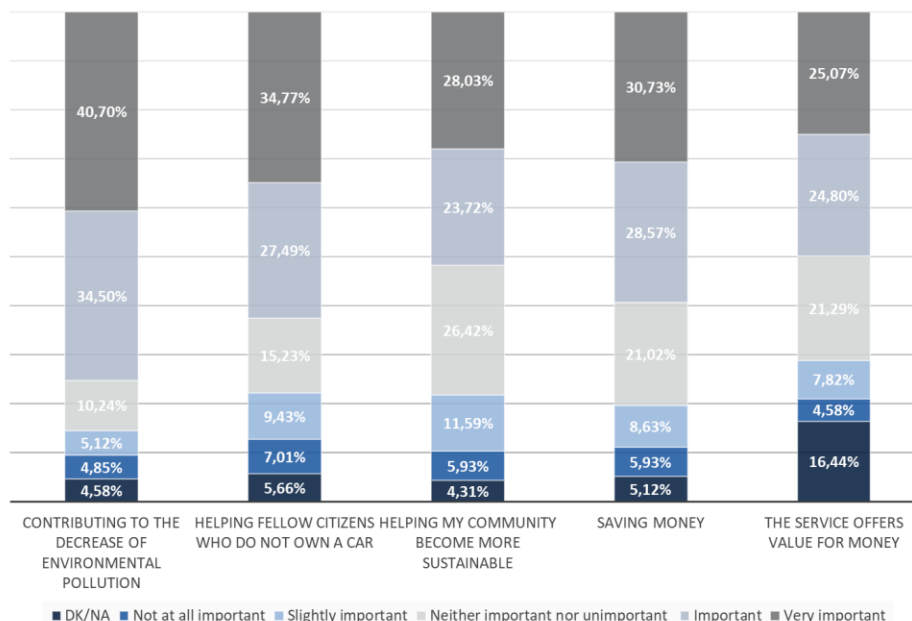
Figure 8 - Factors that influence the use of Shared Mobility (1)

In Figure 9, 6 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 (>10%) for DK/NA. The results also showed that the two factors that are considered the most important for almost half of the respondents (46%) are that the service is reliable or safe. Figure 9 shows that globally a high percentage of the respondents consider factors related to the service itself very important.
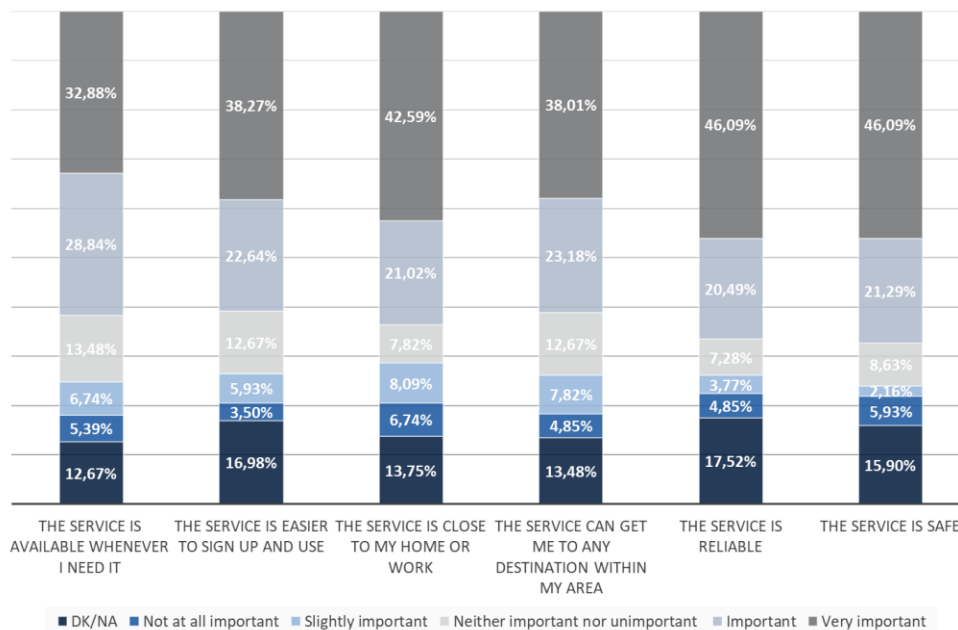
Figure 9 - Factors that influence the use of Shared Mobility (2)

The analysis of the results also indicated that the importance of each of the factors changes across age groups[2]. For example, as shown in Table 3, contributing to the decrease of environmental pollution is a very important factor for more than half (55.32%) of the respondents above 60 years old, while for the respondents of age group between 25-29 years, 23.68% 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 18-24 years old respondents consider this factor to have an important or very important impact. At the same time, it was discovered that 60% of the 25-29 years old respondents consider it important or very important. The aggregate results for the other age groups are between 72% and 78%.

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		7.89%	5.32%	7.23%	4.17%	
Not at all important	2.70%	5.26%	4.26%	6.02%	5.56%	4.26%
Slightly important		5.26%	5.32%	4.82%	4.17%	10.64%
Neither important nor unimportant	8.11%	21.05%	9.57%	9.64%	9.72%	6.38%
Important	51.35%	36.84%	39.36%	28.92%	31.94%	23.40%
Very important	37.84%	23.68%	36.17%	43.37%	44.44%	55.32%

The survey asked the respondents in an open question if there are other factors that could influence how frequently they use shared mobility. The following factors were mentioned:
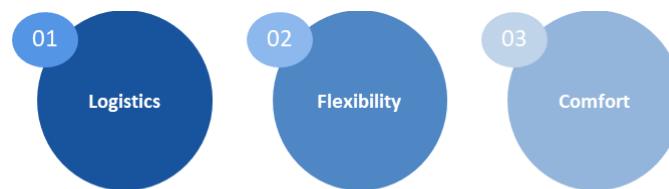
Figure 10. Driving factors of users' frequency of shared mobility services

Some participants mentioned that the logistics could be improved to be easier. One of the most mentioned factors is the need for flexibility. Some respondents referred to the need for more flexible alternatives and faster availability so that the services can be used for spontaneous activities. On top of

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

that, some respondents asked to have more details regarding the comfort of the vehicle including the size of it and the volume of hand baggage allowed.

1.3 SMARTA 2 Services

The second part of the survey focused on SMARTA 2 Services in East-Tyrol. The survey results showed that 63.61% 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 (36.39%) could answer the next question. Out of the 135 respondents that are aware of the service, only 42 had used it before. This stands for 11.32% of the total number of 371 respondents.

The graphs in Figure 11 give a better overview and understanding of the users' profile by showing their residential status, age group and occupational status. The below percentages represent the share of respondents among the ones that ever heard about SMARTA2 that used the services.
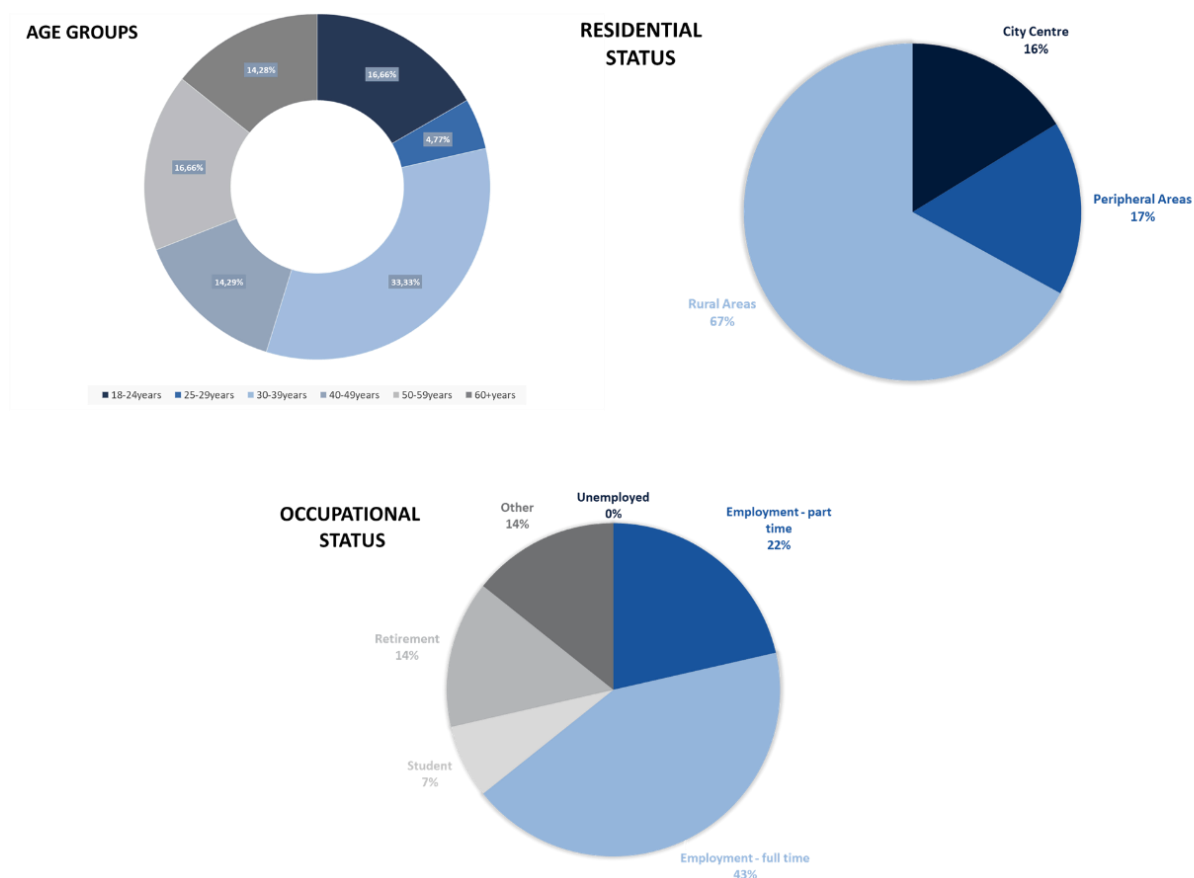
Figure 11 - Users of SMARTA 2 Services per Age Groups, Residential Status and Occupational Status

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 below, 33% of the 42 respondents are very satisfied, 36% are

satisfied and 21% are very dissatisfied, showcasing that the majority of SMARTA 2 services users overall approve the current operational status of the service.
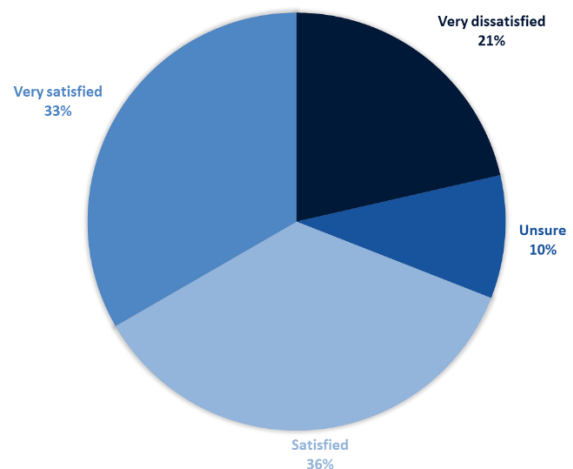
Figure 12 - Satisfaction level SMARTA 2 Services

Figure 13 shows the most frequently mentioned features in the SMARTA2 Services that should be improved, according to the 42 respondents. The top 3 factors which respondents mentioned that should be improved are the geographical availability, the frequency and the cost of the service.
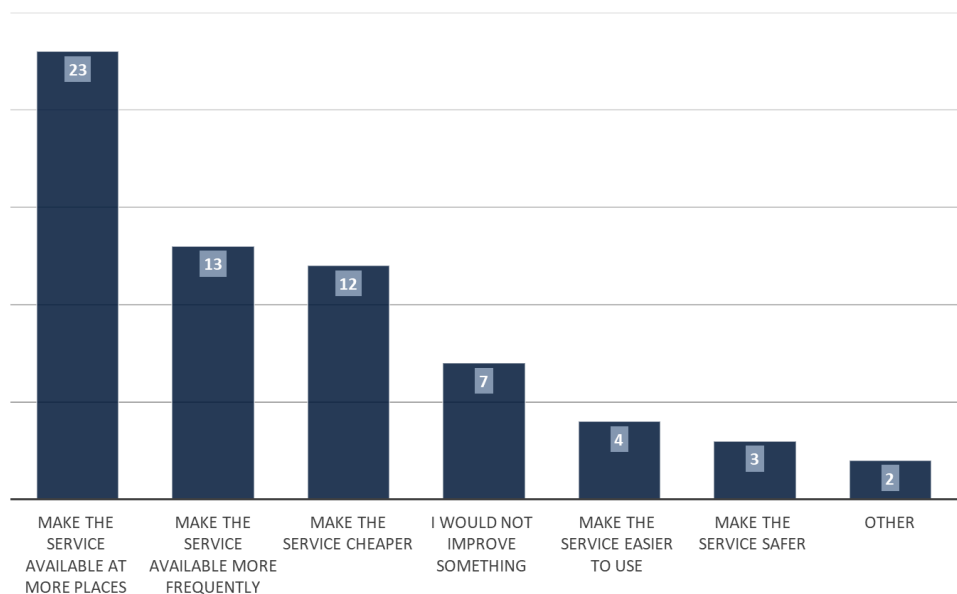
Figure 13 - Factors to be improved

On top of these factors, some participants mentioned that they would like to have better connections to hiking and ski touring regions by public transport, while others expressed that the e-parking lot in Stegergarten is often occupied upon return.

The survey asked the 371 respondents to what extent the 6 following factors would affect them in using SMARTA2 Services. As shown in Figure 14, knowing the person to share the service with, getting small discounts when using the services and giving a small donation to a local charity are three factors that are considered to have a major effect for around 18% of the respondents. The same figure also shows that 13% of the respondents consider that having friends, family and acquaintances using the service has a major effect. 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, more than 1/3 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".
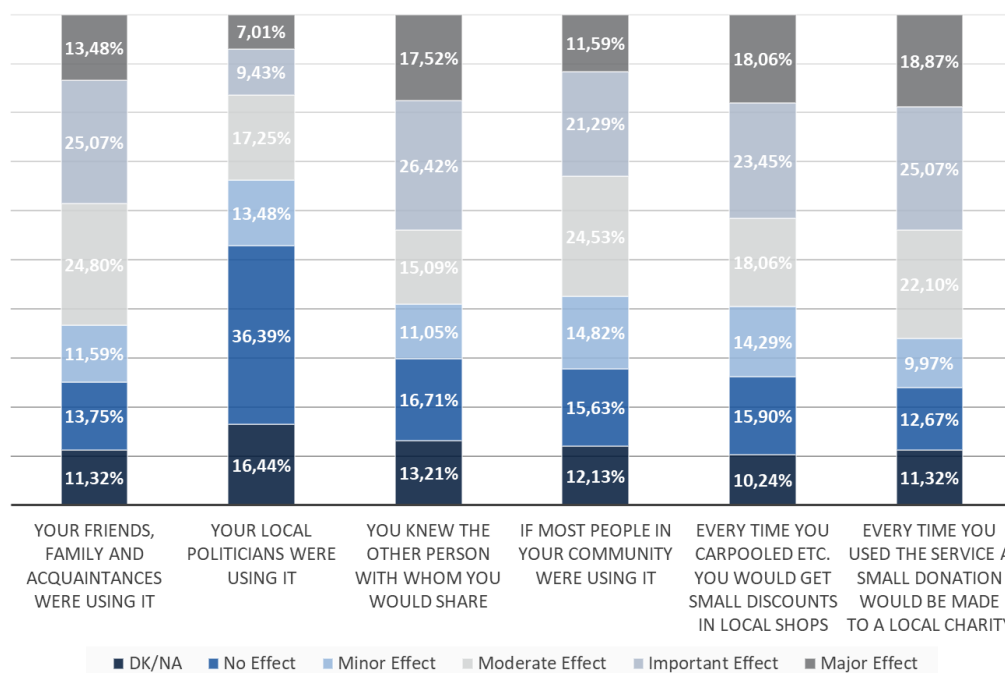
Figure 14 - Factors affecting the use of SMARTA2 Services

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 having friends, family and acquaintances using the SMARTA2 services differs from one group to another. This factor is critical for 43.24% of the respondents in the 18-24 years old age group. However, for the 30-39 years old respondents, 8.51% consider this factor to have a major effect on their decision. This shows that peer-pressure is more prominent in the younger age groups. On the other hand,

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

when aggregating answers of "important effect" with "major effect", the results showed that it is still the age group 18-24 that consider this factor to have the most important effect (67.56%), while 26.39% respondents in the 50-59y ears old age group consider it having either an important or major effect.

Table 2 - Effect of having friends, family and acquaintances using the SMARTA2 Services per Age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	2.70%	7.89%	14.89%	12.05%	15.28%	6.38%
No effect	2.70%	13.16%	11.70%	14.46%	15.28%	23.40%
Minor effect	5.41%	7.89%	7.45%	18.07%	11.11%	17.02%
Moderate effect	21.62%	34.21%	24.47%	24.10%	31.94%	10.64%
Important effect	24.32%	23.68%	32.98%	24.10%	13.89%	29.79%
Major effect	43.24%	13.16%	8.51%	7.23%	12.50%	12.77%

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 local newspaper, social media and personal e-mail, as shown in Figure 15.
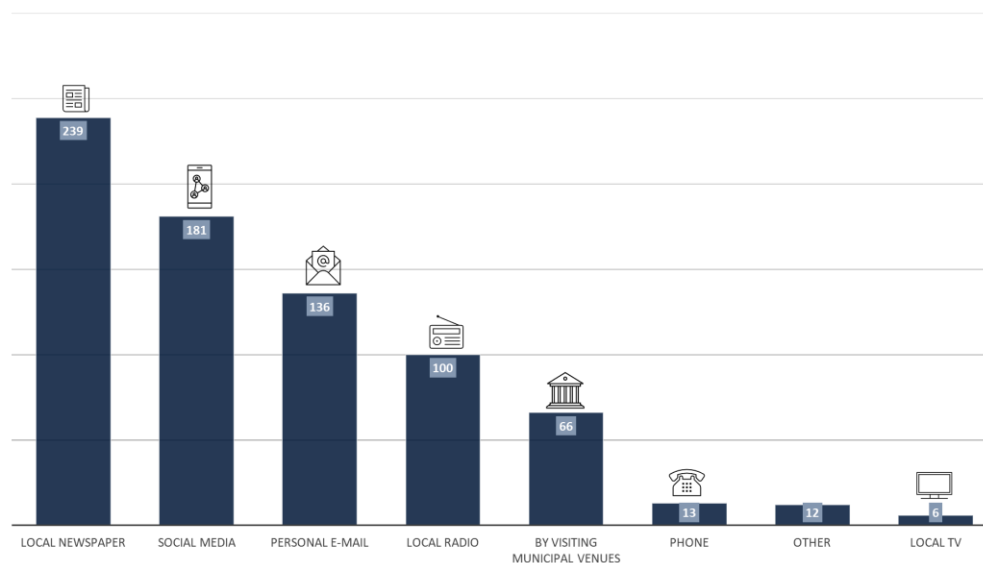
Figure 15 - Ways to get informed

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 18-24 years old age group picked the different communication tools to be informed. For this age category, social media was cited much more frequently than local newspaper.
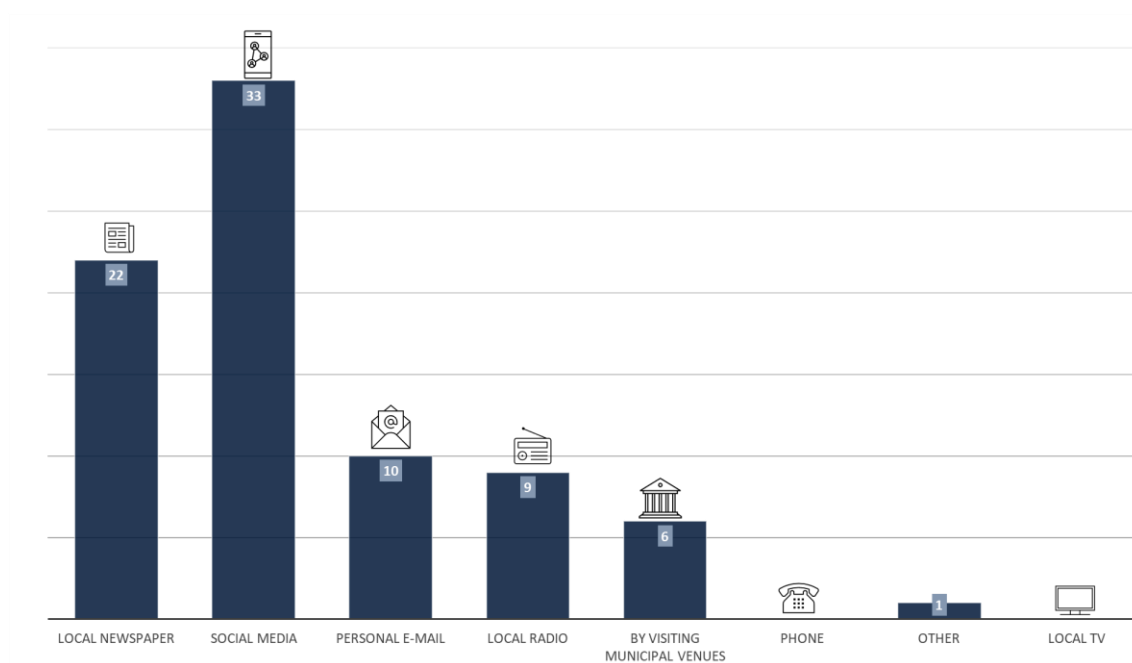
Figure 16 - Preferred ways to get the information - 18-24years old respondents

The respondents also had the possibility in an open question to give additional ways that they would like the information to be shared. One answer that was mentioned often is Dolomitenstadt.at. On top of that, one respondent mentioned the idea of creating a partnership between SMARTA2 Services and businesses in the area. For example, the possibility to buy bus tickets in regional shops or to have an annual pass from the employer.

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[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

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		10.53%	7.45%	7.23%	5.56%	
Not at all important	5.41%	10.53%	9.57%	7.23%	2.78%	6.38%
Slightly important	13.51%	10.53%	7.45%	9.64%	6.94%	12.77%
Neither important nor unimportant	10.81%	18.42%	20.21%	15.66%	11.11%	14.89%
Important	32.43%	26.32%	25.53%	26.51%	30.56%	25.53%
Very important	37.84%	23.68%	29.79%	33.73%	43.06%	40.43%

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	2.70%	7.89%	5.32%	4.82%	4.17%	
Not at all important	8.11%	10.53%	5.32%	4.82%	5.56%	4.26%
Slightly important	5.41%	13.16%	14.89%	15.66%	5.56%	10.64%
Neither important nor unimportant	21.62%	42.11%	30.85%	24.10%	18.06%	25.53%
Important	35.14%	15.79%	19.15%	21.69%	30.56%	23.40%
Very important	27.03%	10.53%	24.47%	28.92%	36.11%	36.17%

Table 5 – "Saving money" per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA		13.16%	4.26%	4.82%	5.56%	4.26%
Not at all important	2.70%		4.26%	7.23%	11.11%	6.38%
Slightly important	5.41%	7.89%	10.64%	8.43%	9.72%	6.38%
Neither important nor unimportant	29.73%	15.79%	19.15%	21.69%	18.06%	25.53%
Important	24.32%	26.32%	30.85%	32.53%	25.00%	27.66%
Very important	37.84%	36.84%	30.85%	25.30%	30.56%	29.76%

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	5.41%	21.05%	19.15%	16.87%	23.61%	4.26%
Not at all important	5.41%		7.45%	3.61%	2.78%	6.38%
Slightly important	5.41%	5.26%	6.38%	9.64%	4.17%	17.02%
Neither important nor unimportant	16.22%	26.32%	23.40%	21.69%	19.44%	19.15%
Important	35.14%	26.32%	19.15%	26.51%	22.22%	4.26%
Very important	32.43%	21.05%	24.47%	21.69%	27.78%	6.38%

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	5.41%	10.53%	13.83%	14.46%	19.44%	4.26%
Not at all important	2.70%	5.26%	5.32%	3.61%	4.17%	12.77%

Likert Scale						
Slightly important	10.81%	10.53%	8.51%	8.43%	2.78%	
Neither important nor unimportant	16.22%	15.79%	12.77%	16.87%	6.94%	14.89%
Important	40.54%	31.58%	23.40%	24.10%	26.39%	40.43%
Very important	24.32%	26.32%	36.17%	32.53%	40.28%	27.66%

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	8.11%	18.42%	20.21%	21.69%	19.44%	4.26%
Not at all important		5.26%	4.26%	2.41%	2.78%	6.38%
Slightly important	5.41%	2.63%	9.57%	6.02%	2.78%	6.38%
Neither important nor unimportant	27.03%	18.42%	8.51%	9.64%	9.72%	14.89%
Important	32.43%	21.05%	18.09%	18.07%	26.39%	27.66%
Very important	27.03%	34.21%	39.36%	42.17%	38.89%	40.43%

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	10.81%	15.79%	18.09%	13.25%	15.28%	4.26%
Not at all important		5.26%	6.38%	12.05%	5.26%	6.38%
Slightly important	8.11%	10.53%	7.45%	8.43%	4.17%	12.77%
Neither important nor unimportant	16.22%	5.26%	4.26%	6.02%	8.33%	12.77%
Important	21.62%	21.05%	22.34%	16.87%	25.00%	19.15%

| Very important | 43.24% | 42.11% | 41.49% | 43.37% | 41.67% | 44.68% |

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	5.41%	21.05%	14.89%	15.66%	16.67%	2.13%
Not at all important		2.63%	5.32%	3.61%	4.17%	12.77%
Slightly important	8.11%	5.26%	11.70%	10.84%	1.39%	6.38%
Neither important nor unimportant	24.32%	7.89%	9.57%	10.84%	13.89%	14.89%
Important	35.14%	23.68%	18.09%	24.10%	20.83%	25.53%
Very important	27.03%	39.47%	40.43%	34.94%	43.06%	38.30%

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	8.11%	23.68%	20.21%	21.69%	20.83%	2.13%
Not at all important		2.63%	3.19%	9.64%	2.78%	8.51%
Slightly important	2.70%	5.26%	6.38%	2.41%	2.78	2.13%
Neither important nor unimportant	5.41%	7.89%	7.45%	7.23%	8.33%	6.38%
Important	32.43%	18.42%	17.02%	16.87%	18.06%	29.79%
Very important	51.35%	42.11%	45.74%	42.17%	47.22%	51.06%

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	8.11%	15.79%	21.28%	19.28%	16.67%	4.26%

Not at all important	2.70%	2.63%	4.26%	9.64%	5.56%	8.51%
Slightly important		5.26%	5.32%	1.20%		
Neither important nor unimportant	8.11%	7.89%	6.38%	9.64%	9.72%	10.64%
Important	29.73%	23.68%	21.28%	15.66%	20.83%	23.40%
Very important	51.35%	44.74%	41.49%	44.58%	47.22%	53.19%

A.2.2 Factors affecting the use of SMARTA2 Services

Table 13 – "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	5.41%	7.89%	15.96%	21.69%	22.22%	14.89%
No Effect	40.54%	42.11%	39.36%	34.94%	30.56%	34.04%
Minor Effect	18.92%	15.79%	11.70%	10.84%	13.89%	14.89%
Moderate Effect	21.62%	26.32%	15.96%	15.66%	15.28%	14.89%
Important Effect	10.81%	7.89%	9.57%	9.64%	8.33%	10.64%
Major Effect	2.70%		7.45%	7.23%	9.72%	10.64%

Table 14 – "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	8.11%	7.89%	12.77%	15.66%	16.67%	10.64%
No Effect		10.53%	17.02%	13.25%	26.39%	23.40%
Minor Effect	8.11%	13.16%	14.89%	10.84%	6.94%	17.02%
Moderate Effect	16.22%	5.26%	13.83%	19.28%	11.11%	12.77%

Important Effect	43.24%	18.42%	27.66%	24.10%	18.06%	25.53%
Major Effect	24.32%	28.95%	13.83%	16.87%	20.83%	10.64%

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	5.41%	7.89%	8.51%	15.66%	20.83%	8.51%
No Effect	5.41%	21.05%	19.15%	16.87%	11.11%	17.02%
Minor Effect	10.81%	13.16%	15.96%	15.66%	13.89%	17.02%
Moderate Effect	29.73%	28.95%	23.40%	25.30%	22.22%	21.28%
Important Effect	29.73%	21.05%	19.15%	20.48%	19.44%	23.40%
Major Effect	18.92%	7.89%	13.83%	6.02%	12.50%	12.77%

*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	8.11%	5.26%	8.51%	13.25%	13.89%	8.51%
No Effect	8.11%	7.89%	19.15%	18.07%	13.89%	21.28%
Minor Effect	10.81%	10.53%	11.70%	18.07%	12.50%	21.28%
Moderate Effect	18.92%	21.05%	11.70%	21.69%	16.67%	23.40%
Important Effect	10.81%	18.42%	37.23%	20.48%	23.61%	14.89%
Major Effect	43.24%	36.84%	11.70%	8.43%	19.44%	10.64%

*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	8.11%	5.26%	8.51%	16.87%	18.06%	4.26%
No Effect	5.41%	13.16%	15.96%	12.05%	6.94%	21.28%

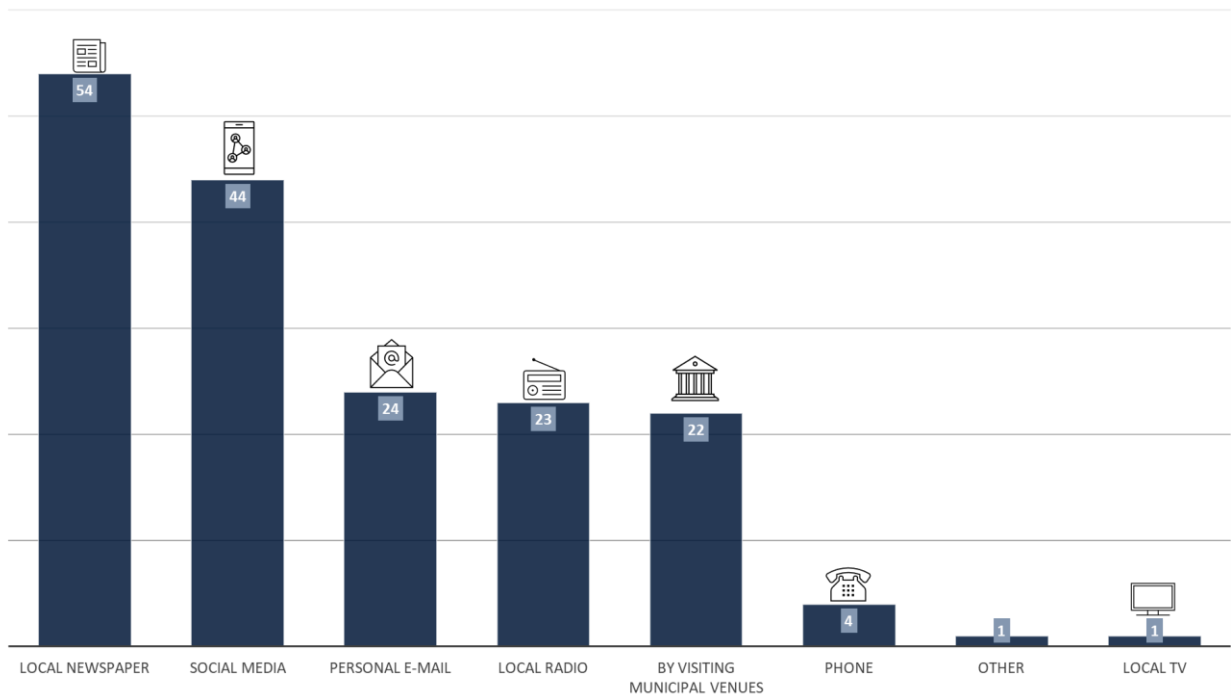|						
Minor Effect	10.81%	5.26%	8.51%	15.66%	9.72%	6.38%
Moderate Effect	27.03%	26.32%	14.89%	19.28%	27.78%	25.53%
Important Effect	24.32%	18.42%	36.17%	22.89%	15.28%	27.66%
Major Effect	24.32%	31.58%	15.96%	13.25%	22.22%	14.89%

A.2.3 Preferred ways to get informed
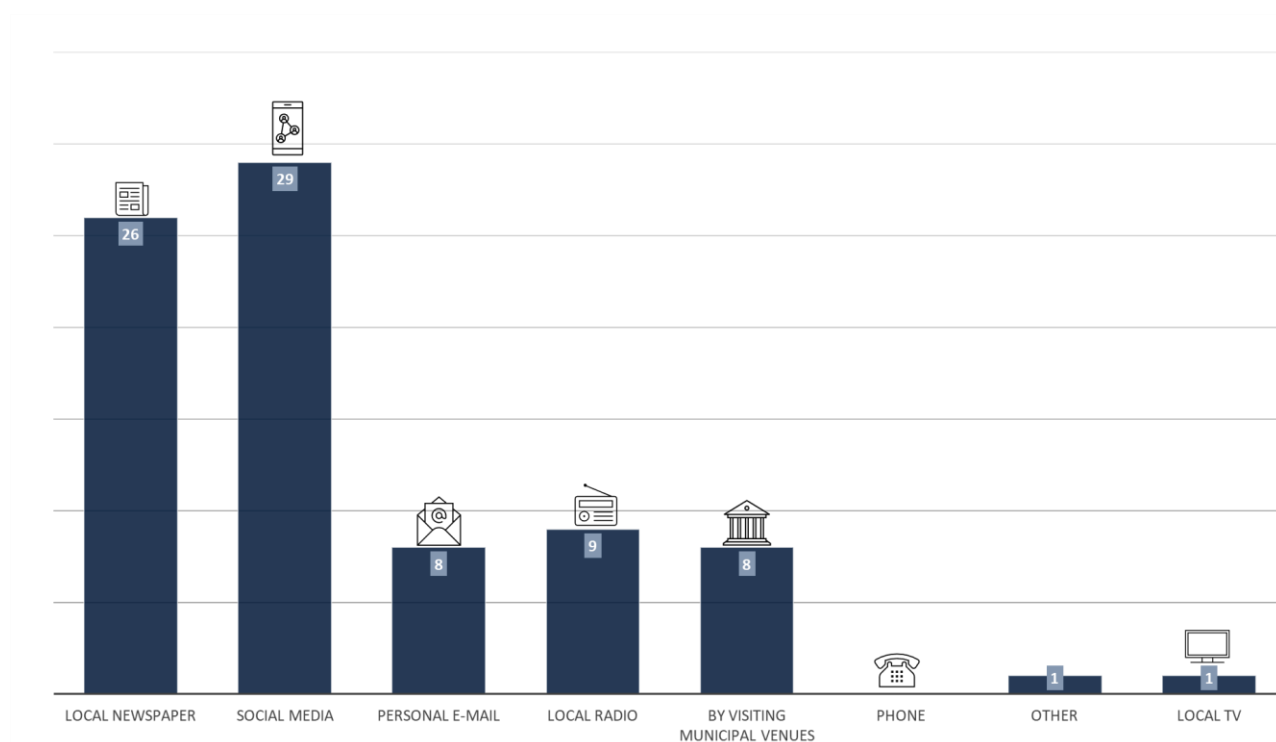
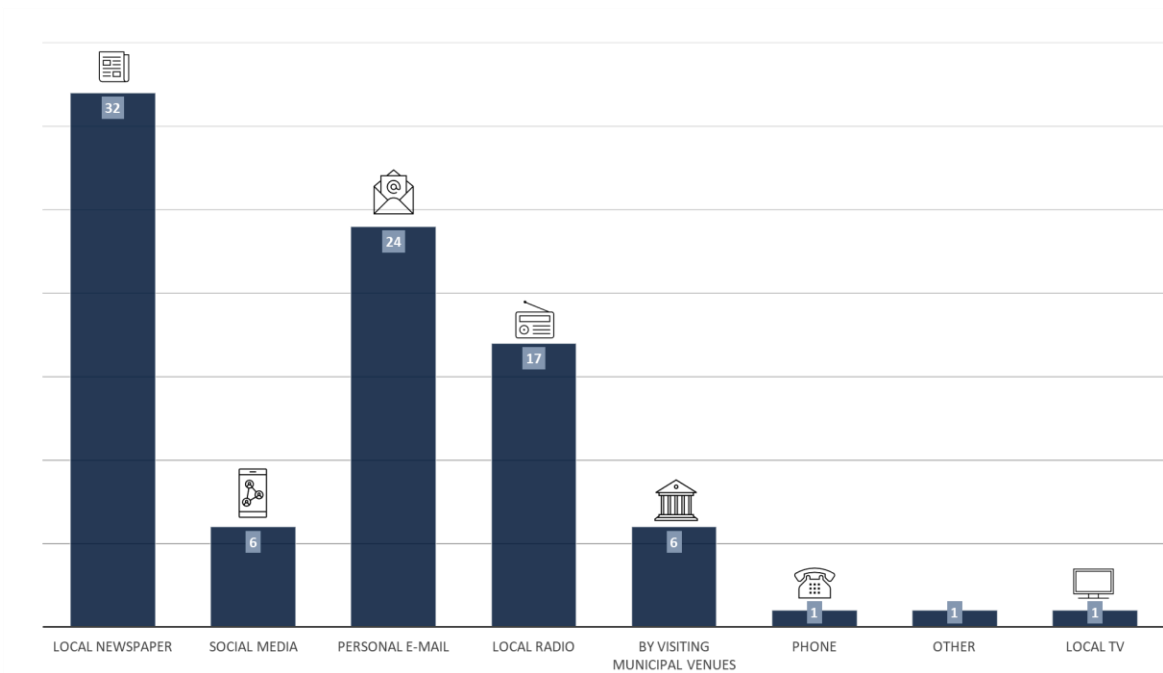*Figure 17 - Preferred ways to get the information - 25-29years old respondents*
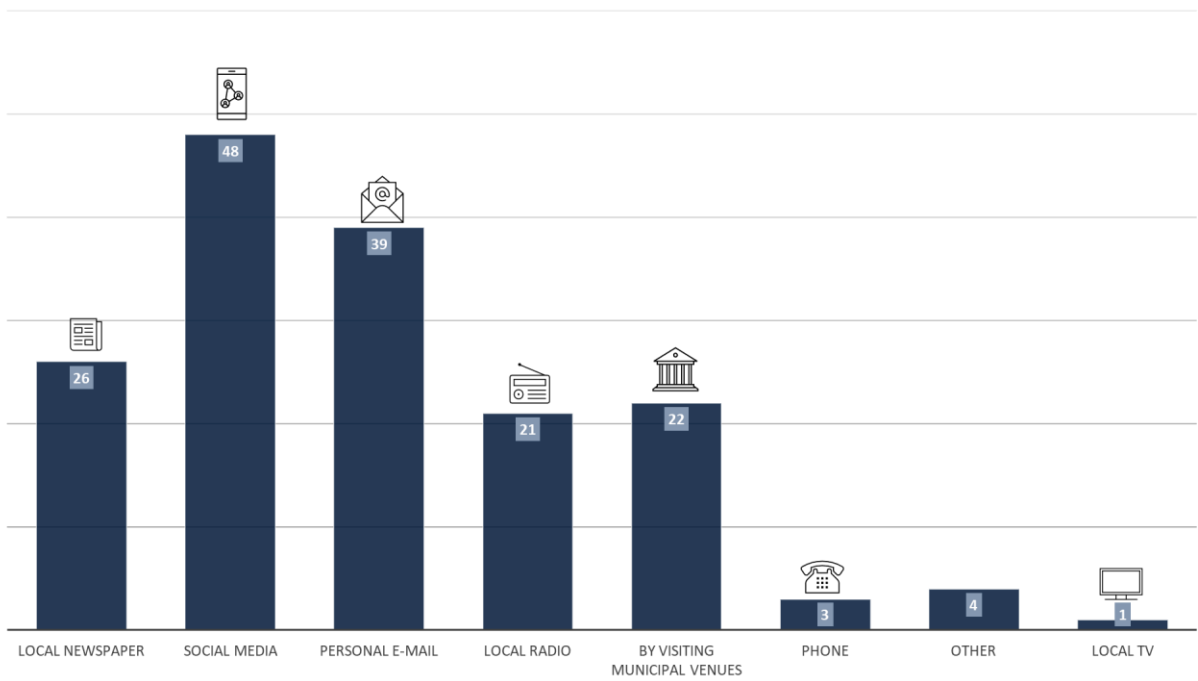
Figure 18 - Preferred ways to get the information - 30-39years old respondents

Figure 19 - Preferred ways to get the information - 40-49years old respondents
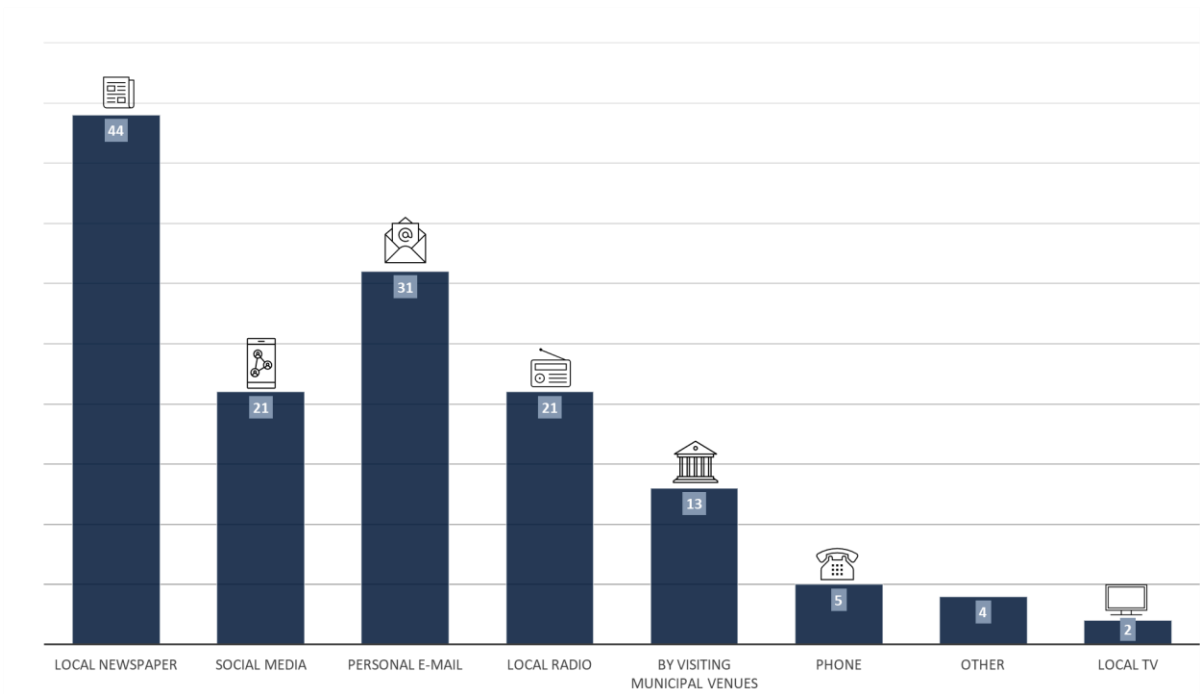
Figure 20 - Preferred ways to get the information - 50-59years old respondents

Figure 21 - Preferred ways to get the information - 60+years old respondents

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