



SMARTA2

SUSTAINABLE RURAL MOBILITY



Surveying populations in rural areas

Quantitative Evidence from Trikala

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



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DOCUMENT DETAILS

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 TRIKALA, GREECE

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!



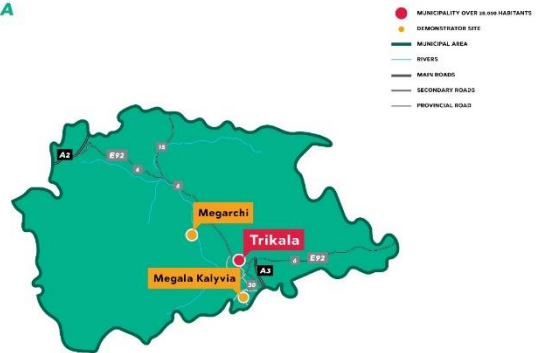
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ABOUT TRIKALA

Trikala is situated in central Greece, north-western of Thessaly. The homonymous municipality is divided in 8 municipal sections and counts 81.355 inhabitants (2011 Census). Out of the total population, 67.000 people live in the main city of Trikala, with the rest of the population spread in the surrounding rural areas. In Trikala, mobility largely depends on individual car use, with roughly 50.000 car owners registered in the municipality.



TRIKALA
GREECE



This has a negative impact on the environment, causes severe traffic in the city centre, but also, and importantly, has a social impact: people who live in the rural areas and do not own a car are finding it increasingly difficult to commute to the city centre where the essential services are gathered, given the limited public transport offer.

As such, and powered by SMARTA 2, Trikala aims to provide cost-efficient and environmentally friendly solutions, especially to the population of Megala Kalyvia, which is currently underserved by the public transport, allowing every citizen to participate equally in all aspects of the economic and social life.

E-Trikala has developed an online application that allows citizens to access real-time public transport information along with available carpooling options to facilitate the connection between rural parishes and the city. As part of SMARTA 2, a survey was administered to citizens in Trikala to examine their views on shared mobility.

Curious to learn more about Trikala?

Visit the SMARTA website [section](#)

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1 Results of survey

1.1 Demographics

The survey administered in Trikala received 200 answers in total. As shown in Figure 2, 28% of the respondents are below 29 years old, 55% are between 30 and 49 years old, whereas 17% are above 50 years old. The results of the survey also revealed that the majority of respondents are male (61.62%).

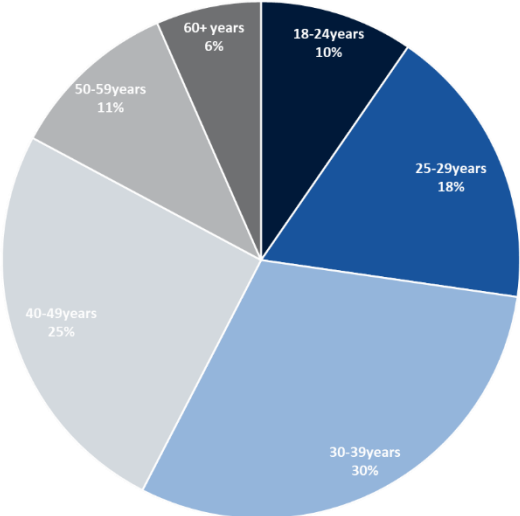


Figure 1 - Age distribution

When looking at the occupational status as shown in Figure 3, more than 50% of the respondents are full-time employees, while 17% are part time employees. Only 1 out of 10 respondents of the survey are unemployed. According to the results, only 8% of the respondents are students and almost 7% are in retirement.

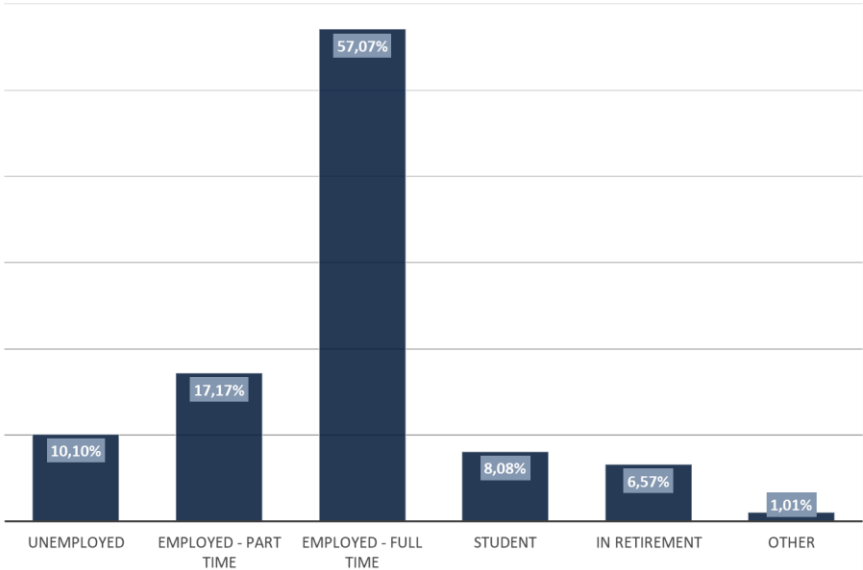


Figure 2 - Occupational Status

Lastly, the demographic results revealed that more than half of respondents live in the city centre, followed by 32% living in peripheral areas and 12% in the rural areas (Figure 3 - Residence). This indicates a quite low concentration of respondents in rural areas in the case of Trikala.

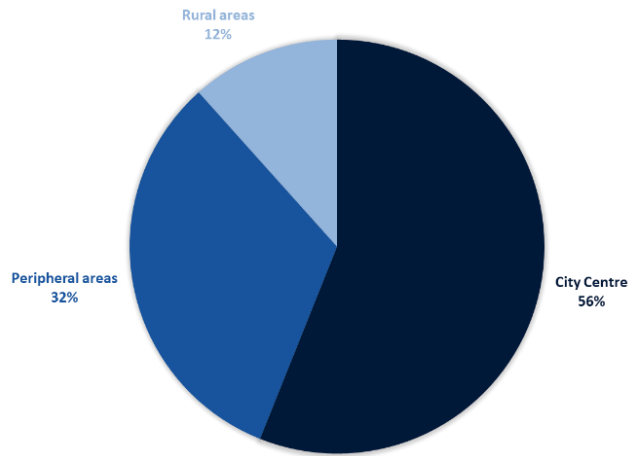


Figure 3 - Residence

1.2 Shared Mobility

The first part of the survey assessed the use of shared mobility among respondents. The opening question asked 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 car, walking and cycling. The use of shared mobility comes next as the 4th most cited mode of transport for commuting, with nevertheless a noticeable difference from the first three most preferred mobility options.

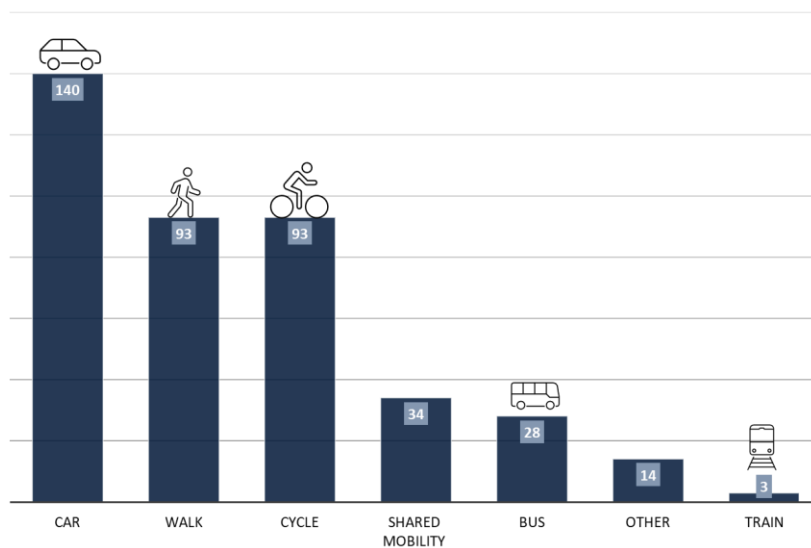


Figure 4 - Primary mode of transport for commuting

The results also assessed the frequency at which the respondents commute. As shown in Figure 6, the vast majority of respondents (76%) commute daily, whereas only 14% more than twice a week and 8% once or twice a week.

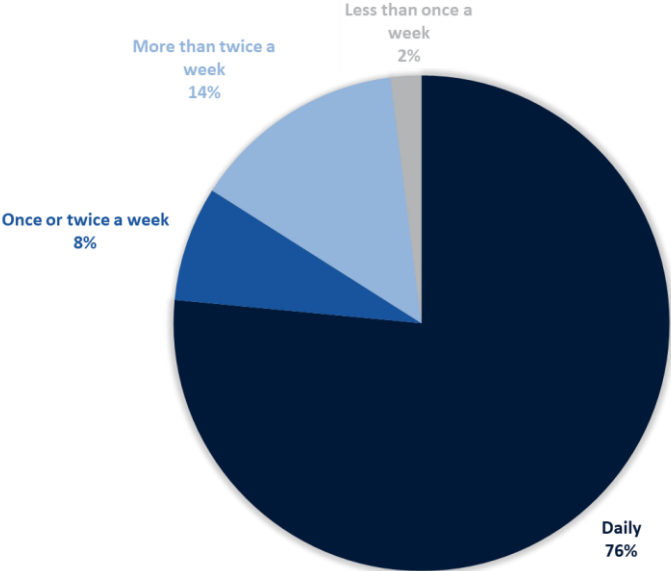


Figure 5 - Commuting

Next, the respondents were asked to mention the primary reasons of commuting. Figure 7 ranks the most cited answers and shows that the top 3 reasons to commute are for work, for groceries and for leisure activities. The analysis of results also revealed that respondents mentioned 36 times school or other educational activities followed by health. In general, commuting for work gained by far most answers.

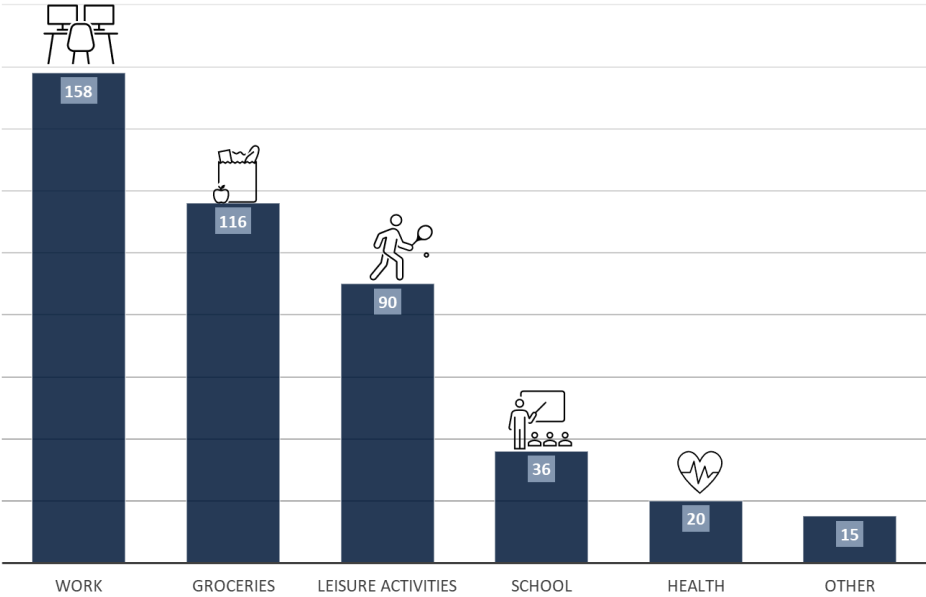


Figure 6 - Reasons to commute

When asking the respondents how often they use shared services to commute to the city centre or other destinations, the results showed that 43% - almost half of total sample – never use shared services. Figure 8 below also shows that 26% of the respondents use shared services “occasionally/sometimes. The overall pattern is complemented by a low share of respondents who use shared mobility “almost every time” (12%) and “every time” (1%).

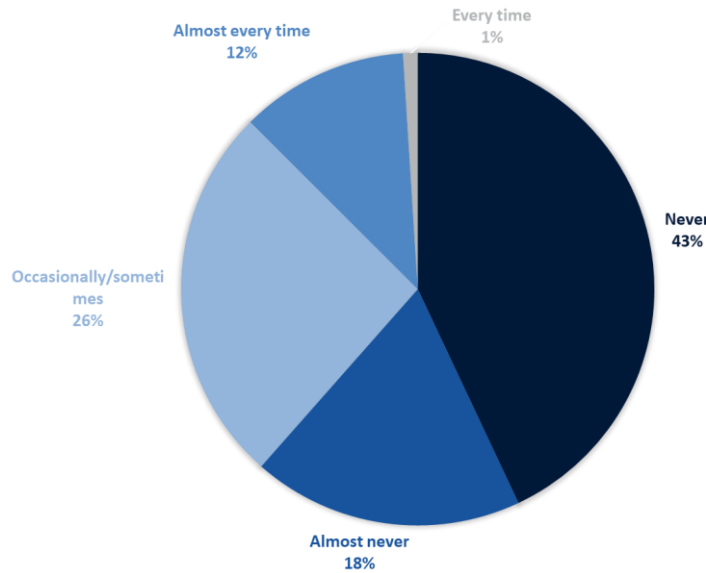


Figure 7 - Use of shared services

The survey also asked the respondents whether they would consider using shared services to commute. Here, approximately a third of the respondents (31%) expressed willingness to use such services. At the same time, 12% showed unwillingness to use such services and 57% did not reply to the question. The fact that almost a third of respondents would use such services contrasts the actual low rates of shared mobility use, and highlights the need to match citizens’ willingness with existing services.

To understand better what influences the frequency in which respondents use or not shared services, the survey asked respondents to rank 11 potential factors on a Likert scale¹. Some of these factors are practical, while other behavioural. As shown in Figure 9, contributing to the decrease of environmental pollution is considered by 37.50% of the respondents a very important factor, implying relatively high levels of environmental awareness in the area. The results also showed that 27% 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 considered important for 30% of the respondents and very important for 32%.

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

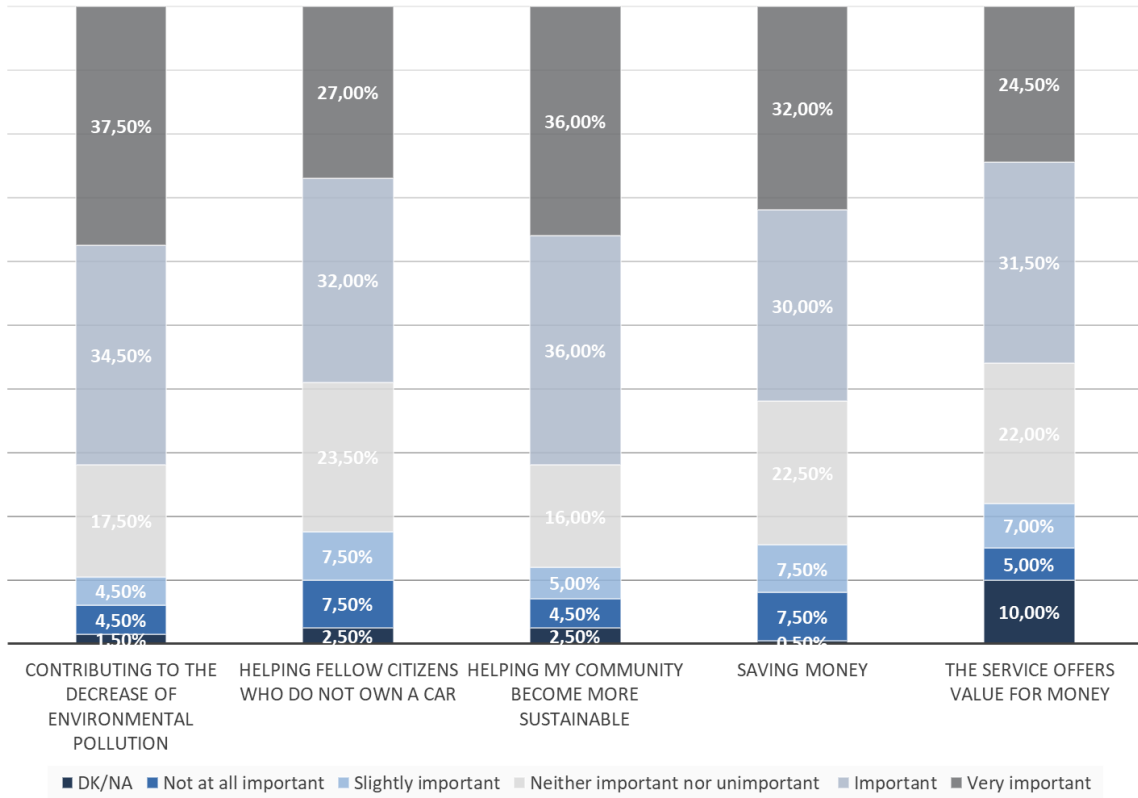


Figure 8 - Factors that influence the use of Shared Mobility (1)

In addition, Figure 10 assesses 6 practical factors that might influence the use of shared mobility by the respondents. The figure essentially shows that globally a high percentage of the respondents consider factors related to the service itself important or very important. In particular, when aggregating both level of the scale the results showed that 71% of the respondents consider the reliability of the service either important or very important. Overall, between 63.50% and 71% of the respondents consider any of the practical factors important or very important.

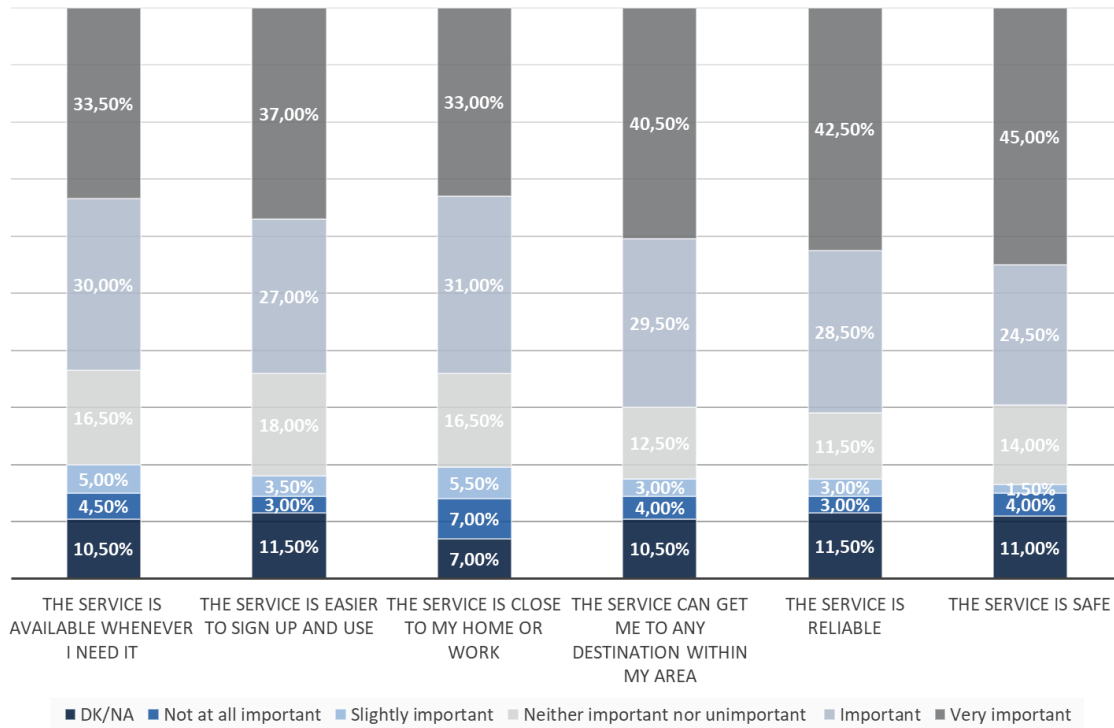


Figure 9 - Factors that influence the use of Shared Mobility (2)

The analysis of the results also made clear that the importance of each of the factors changes from one age group to another². For example, as shown in Table 3, contributing to the decrease of environmental pollution is a dominant factor (“very important”) for 46.67% of the respondents between 30 and 39 years old, while for the 25-29 years old respondents, 25.71% consider it very important. However, when aggregating the two levels of the Likert scale “important” and “very important”, the results show that 84% of the 18-24 years old respondents consider this factor to have an important or very important impact. In simple words, environmental awareness seems to be a critical factor among youths in Trikala. Finally, the results for the age group 40-49 years old is 58%. The below table also illustrates that 100% of the 60+years old respondents consider this factor to be either important or very important. Generally speaking, contribution to the fight against environmental pollution was identified as an equally significant factor across all age groups.

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		2.86%	1.67%	2%		
Not at all important		2.86%	3.33%	8%	9.52%	
Slightly important		8.57%	1.67%	6%	9.52%	
Neither important nor unimportant	15.79%	14.29%	23.33%	26%		
Important	42.11%	45.71%	23.33%	28%	38.10%	69.23%
Very important	42.11%	25.71%	46.67%	30%	42.86%	30.77%

Furthermore, the survey asked the respondents in an open question if there are other factors that could influence how frequently they use shared mobility services. The two most mentioned factors by the respondents are the need for more services, and more areas to be covered by the services. Some respondents also expressed their wish to have e-bikes added to the existing services. On top of that, some mentioned the idea of introducing a loyalty scheme and access to parking.

1.3 SMARTA 2 Services

The second part of the survey focused on SMARTA 2 Services in Trikala. The survey results showed that 47.50% of the respondents (slightly less than half of the sample) never heard about SMARTA2 services in their area. Based on this question, only the respondents that ever heard about the service (52.50%) could answer the next question. Out of the 105 respondents that are aware of the service, 77 had used it. This stands for a noticeable 38.50% of the 200 respondents.

The graphs in Figure 11 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 that used the services (77 respondents in total).

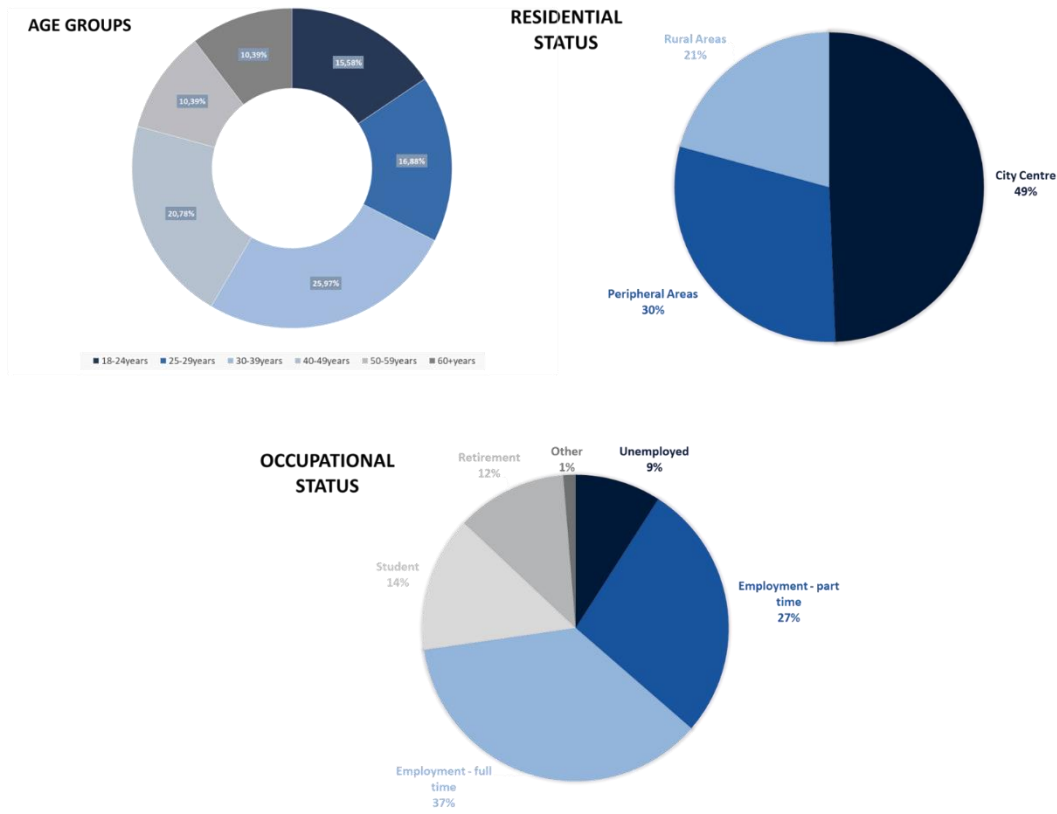


Figure 10 - Users of SMARTA 2 Services per Age groups, Residential Status and Occupational Status

Once the users of the services were identified, the survey focused on their satisfaction level with respect to the SMARTA 2 service. As shown in Figure 14, 22% of the 77 respondents are very satisfied, 54% are satisfied and only 3% are very dissatisfied. As such, the general picture showed high acceptance levels of the service among current users.

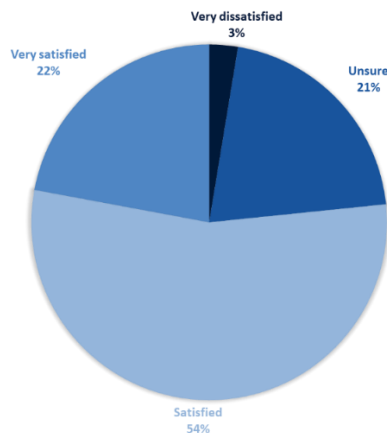


Figure 11 - Satisfaction level SMARTA 2 Services

Figure 15 below presents the most frequently mentioned factors that according to surveyed users should be improved in the SMARTA2 services. The most highlighted factors that should be improved are the geographical availability and the frequency of the service. A considerable number of respondents – more than 1 out of 3 of surveyed users – mentioned that they would not improve something to the already existing service.

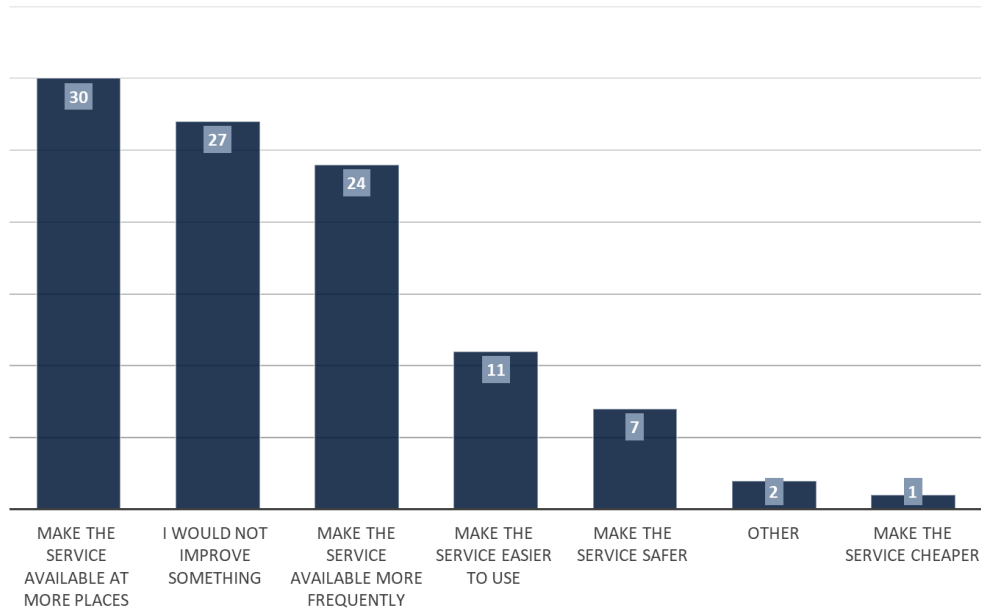


Figure 12 - Factors to be improved

On top of these factors, some participants mentioned that they would like to have more information on the users and add e-bikes to the existing service.

The survey asked also the 200 respondents to what extent the 6 following factors would affect them in using the SMARTA2 services. As shown in Figure 16, giving a small donation to a local charity when using the services is considered by 45% of the respondents – almost half of total sample – to have a major effect on their decision. Knowing the person to share the service with and getting small discounts when using the services are two factors that are also considered to have a major effect for around 27% of the respondents. The factor that seems to be the least influential on respondents’ decision about using the service is if a local politician uses the services. In particular, 26.50% of the respondents answered that this factor has no effect whatsoever on them using the service, while 20.50% answer that it would have a moderate effect.

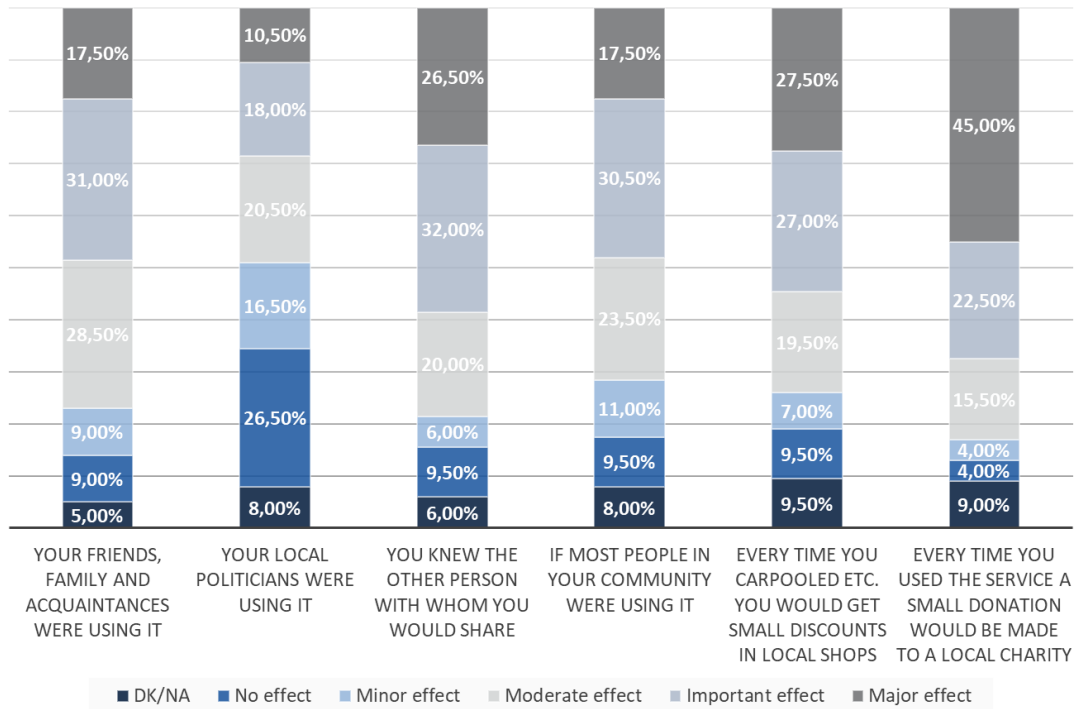


Figure 13 - Factors affecting the use of SMARTA2 Services

As anticipated, the impact of these factors varies over age groups³. As shown in Table 4, the effect of having friends, family and acquaintances using the SMARTA2 services is different from one group to another. This factor is a major influence for 63.16% of the respondents in the 18-24 years old age group. In contrast, for the 20-29 years old respondents, only 25.71% consider this factor to have a major effect on their decision. When aggregating answers on “important effect” with “major effect”, it becomes clear that this factor is critical for the vast majority (76.92%) of the 60+ years old respondents.

Table 2 - Effect of “every time you used the SMARTA2 Services a small donation is made to a local charity” per Age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA	5.26%	5.71%	10%	12%	9.52%	7.69%
No effect			1.67%	10%	9.52%	
Minor effect	5.26%	5.71%	3.33%	2%	9.52%	
Moderate effect	15.79%	23.71%	10%	16%	9.52%	15.38%
Important effect	10.53%	37.14%	23.33%	18%	14.29%	30.77%

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

Major effect	63.16%	25.71%	51.67%	42%	47.62%	46.15%
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Finally, the respondents were asked how they would like to be informed about SMARTA 2 or other local initiatives. The top 3 most cited ways of communication channels are social media, personal e-mail, and local radio.

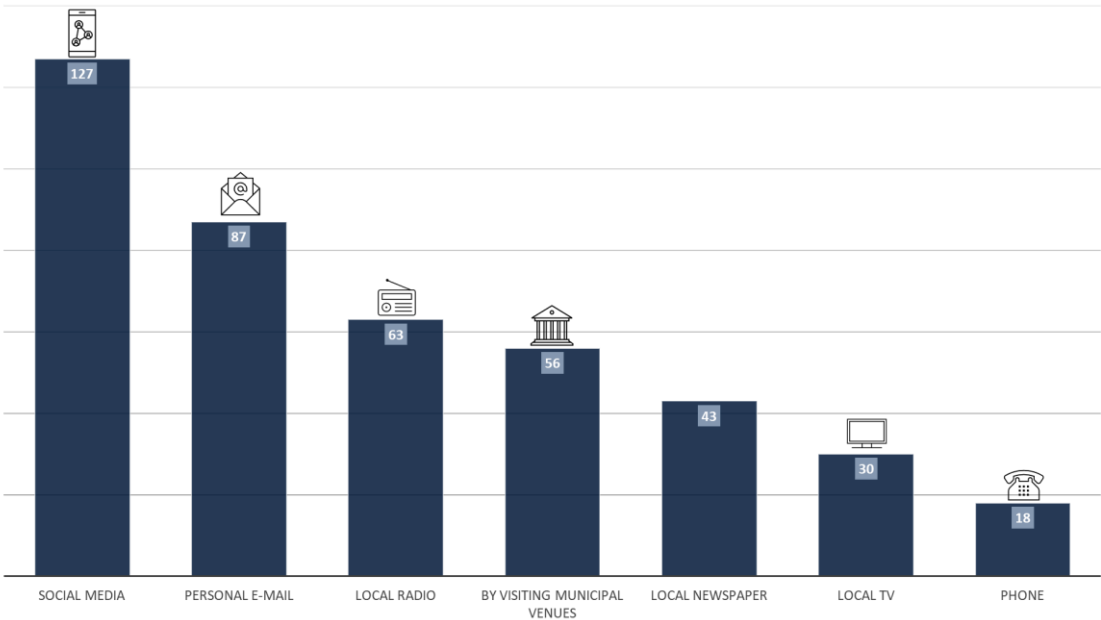


Figure 14 - Ways to get informed

Once again, the age category plays an important role and eventually influences the ways through which the respondents would like to be informed⁴. Figure 18 visualizes the frequency at which respondents in the 18-24 years old age group selected the different communication tools to be informed. For this age category, social media was more frequently cited than personal e-mail and local radio, confirming that social media are much more popular than traditional communication channels.

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

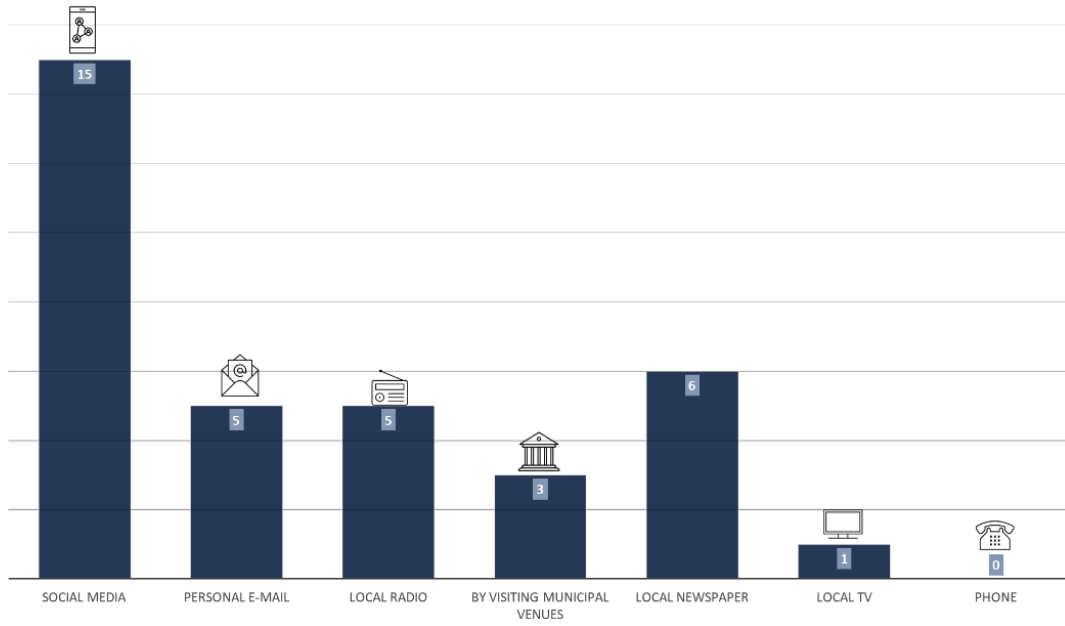


Figure 15 - Preferred ways to get the information - 18-24years old respondents

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		2.86%	3.33%	4%		
Not at all important	5.26%	8.57%	11.67%	6%	4.76%	
Slightly important	10.53%	2.86%	1.67%	18%	4.76%	7.69%
Neither important nor unimportant	26.32%	22.86%	23.33%	24%	23.81%	7.69%
Important	36.84%	40%	30%	26%	28.57%	46.15%
Very important	21.05%	22.86%	30%	22%	38.10%	38.46%

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		2.86%	3.33%	4%		
Not at all important		2.86%	6.67%	6%	4.76%	
Slightly important		8.57%	3.33%	8%	4.76%	
Neither important nor unimportant	15.79%	22.76%	13.33%	18%	19.05%	
Important	47.37%	34.29%	36.67%	30%	28.57%	53.85%
Very important	36.84%	28.57%	36.67%	34%	42.36%	46.15%

Table 5 – “Saving money” per age groups

Likert Scale	18-24years	25-29years	30-39years	40-49years	50-59years	60+ years
DK/NA				2%		
Not at all important	5.26%	8.57%	8.33%	10%	4.76%	
Slightly important	5.26%	5.71%	8.33%	8%	14.29%	
Neither important nor unimportant	31.58%	14.29%	21.67%	28%	19.05%	15.38%
Important	26.32%	22.86%	35%	28%	38.10%	30.77%
Very important	31.58%	48.57%	26.67%	24%	23.81%	53.85%

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	5.26%	5.71%	10%	20%		7.69%
Not at all important	10.53%	8.57%	3.33%	6%		
Slightly important		8.57%	8.33%	6%	9.52%	
Neither important nor unimportant	10.53%	20%	20%	30%	28.57%	7.69%
Important	36.84%	25.71%	38.33%	18%	28.57%	69.23%
Very important	36.84%	31.43%	20%	20%	33.33%	15.38%

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	5.26%	8.57%	8.33%	22%	4.76%	
Not at all important	10.53%	8.57%	5%	2%		
Slightly important		5.71%	3.33%	6%	9.52%	7.69%
Neither important nor unimportant	15.79%	17.14%	18.33%	10%	28.57%	7.69%
Important	36.84%	22.86%	40%	22%	14.29%	53.85 %
Very important	31.58%	37.14%	25%	38%	42.86%	30.77%

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	5.26%	11.43%	10%	22%	4.76%	
Not at all important	5.26%	2.86%	5%	2%		
Slightly important		11.43%	3.33%	2%		
Neither important nor unimportant	26.32%	20%	21.67%	14%	9.52%	7.69%
Important	31.58%	28.57%	30%	16%	28.57%	46.15%
Very important	31.58%	25.71%	30%	44%	57.14%	46.15%

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	5.26%	5.71%	5%	16%		
Not at all important	5.26%	8.57%	10%	6%	4.76%	
Slightly important	5.26%	2.86%	3.33%	8%	4.76%	15.38%
Neither important nor unimportant	15.79%	22.86%	18.33%	10%	28.57%	
Important	36.84%	34.29%	30%	22%	28.57%	53.85%
Very important	31.58%	25.71%	33.33%	38%	33.33%	30.77%

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	5.26%	8.57%	8.33%	22%	4.76%	
Not at all important	5.26%	8.57%	5%	2%		
Slightly important		2.86%	1.67%	2%	9.52%	7.69%
Neither important nor unimportant	21.05%	14.29%	10%	12%	9.52%	7.69%
Important	26.32%	25.71%	35%	20%	38.10%	46.15%
Very important	42.11%	40%	40%	42%	38.10%	38.46%

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	5.26%	11.43%	10%	24%		
Not at all important	5.26%	2.86%	3.33%	2%	4.76%	
Slightly important		5.71%	3.33%	2%	4.76%	
Neither important nor unimportant	15.79%	17.14%	11.67%	8%	9.52%	7.69%
Important	36.84%	25.71%	30%	18%	33.33%	46.15%
Very important	36.84%	37.14%	41.67%	46%	47.62%	46.15%

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	5.26%	8.57%	8.33%	24%	4.76%	
Not at all important	5.26%	2.86%	6.67%	2%	4.76%	
Slightly important		5.71%			4.76%	
Neither important nor unimportant	26.32%	22.86%	11.67%	8%	9.52%	15.38%
Important	26.32%	25.71%	31.67%	14%	19.05%	38.46%
Very important	36.84%	34.29%	41.67%	52%	57.14%	46.15%

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	5.26%	2.86%	6.67%	6%	4.76%	
No effect		8.57%	10%	14%	9.52%	
Minor effect	5.26%	11.43%	11.67%	10%	4.76%	
Moderate effect	21.05%	25.71%	26.67%	34%	28.57%	30.77%
Important effect	42.11%	40%	26.67%	24%	28.57%	38.46%
Major effect	26.32%	11.43%	18.33%	12%	23.81%	30.77%

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	5.26%	8.57%	10%	10%	4.76%	
No effect	26.32%	28.57%	28.33%	26%	33.33%	
Minor effect	5.26%	20%	21.67%	10%	14.29%	23.08%
Moderate effect	21.05%	8.57%	21.67%	26%	23.81%	23.08%
Important effect	26.32%	28.57%	11.67%	16%	14.29%	23.08%
Major effect	15.79%	5.71%	6.67%	12%	9.52%	30.77%

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	10.53%	5.71%	5%	8%	4.76%	
No effect		11.43%	8.33%	10%	23.81%	
Minor effect		5.71%	3.33%	12%		15.38%
Moderate effect	26.32%	14.29%	18.33%	26%	14.29%	23.08%
Important effect	26.32%	42.86%	33.33%	26%	38.10%	23.08%
Major effect	36.84%	20%	31.67%	18%	19.05%	38.46%

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	5.26%	5.71%	5%	16%	9.52%	
No effect	5.26%	11.43%	10%	10%	14.29%	
Minor effect	5.26%	5.71%	10%	12%	14.29%	23.08%
Moderate effect	15.79%	22.86%	25%	24%	28.57%	15.38%
Important effect	31.58%	40%	38.33%	24%	19.05%	15.38%
Major effect	36.84%	14.29%	11.67%	14%	14.29%	46.15%

Table 17 – “Every time your carpoled 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	5.26%	8.57%	10%	12%	14.29%	
No effect	5.26%	8.57%	6.67%	14%	9.52%	15.38%
Minor effect		5.71%	5%	12%	14.29%	
Moderate effect	15.79%	22.86%	18.33%	16%	19.05%	30.77%
Important effect	21.05%	25.71%	33.33%	24%	23.81%	23.08%
Major effect	52.63%	28.57%	26.67%	22%	19.05%	30.77%

A.2.3 Preferred ways to get informed

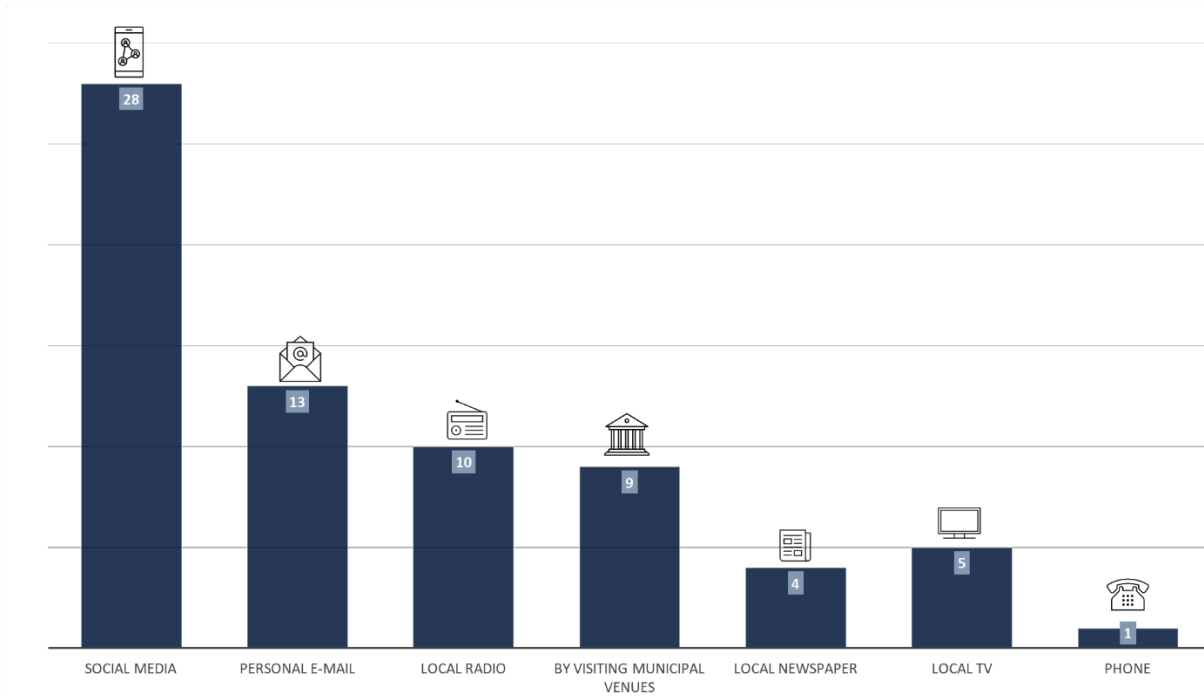


Figure 16 - Preferred ways to get the information - 25-29years old respondents

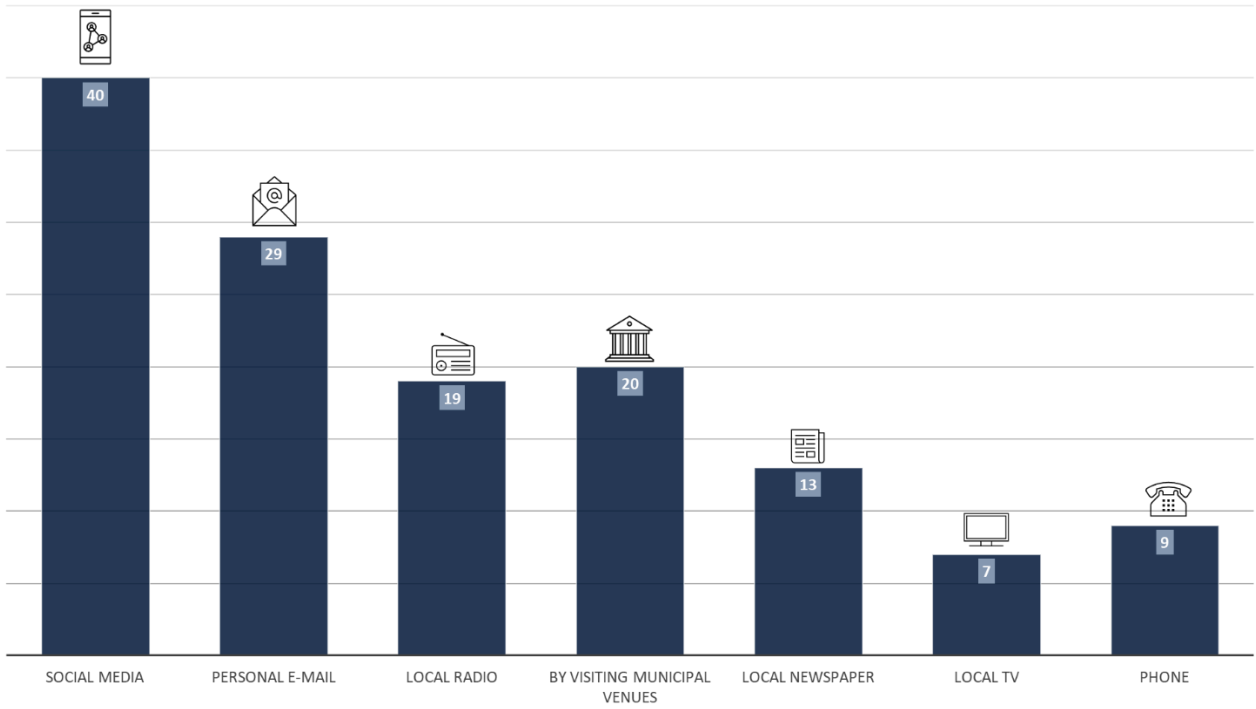


Figure 17 - Preferred ways to get the information - 30-39years old respondents

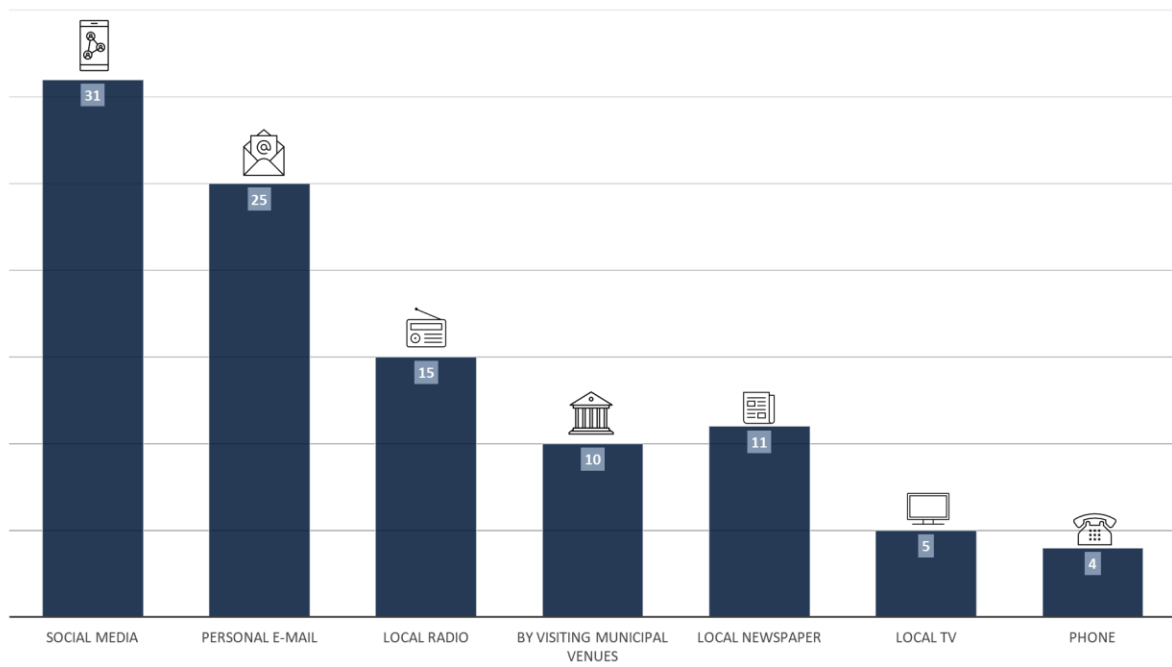


Figure 18 - Preferred ways to get the information - 40-49years old respondents

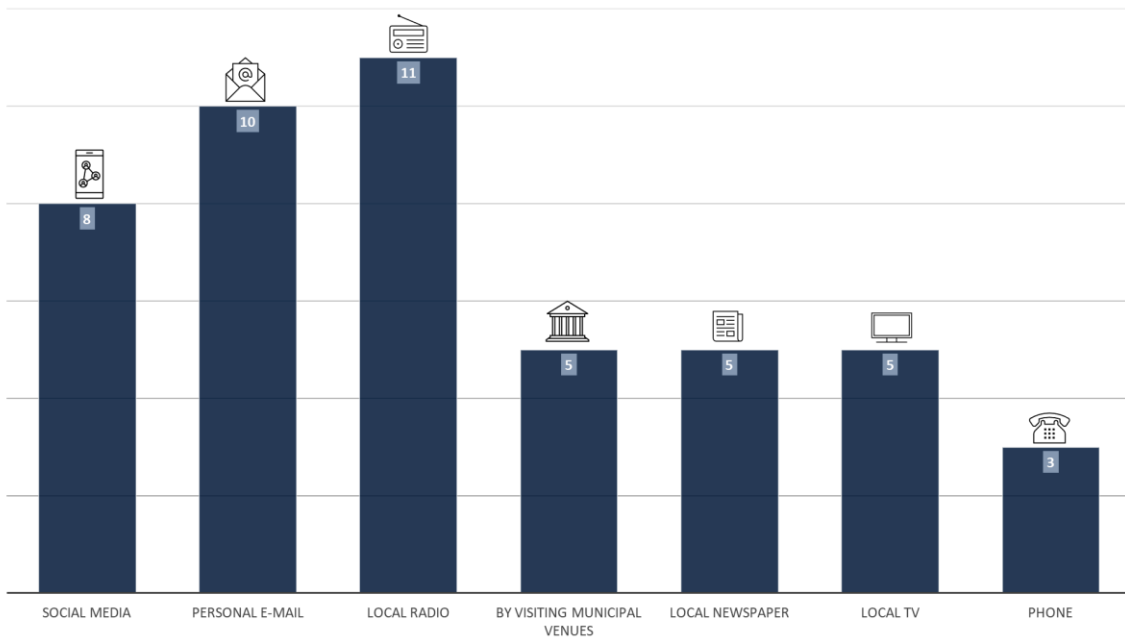


Figure 19 - Preferred ways to get the information - 50-59years old respondents

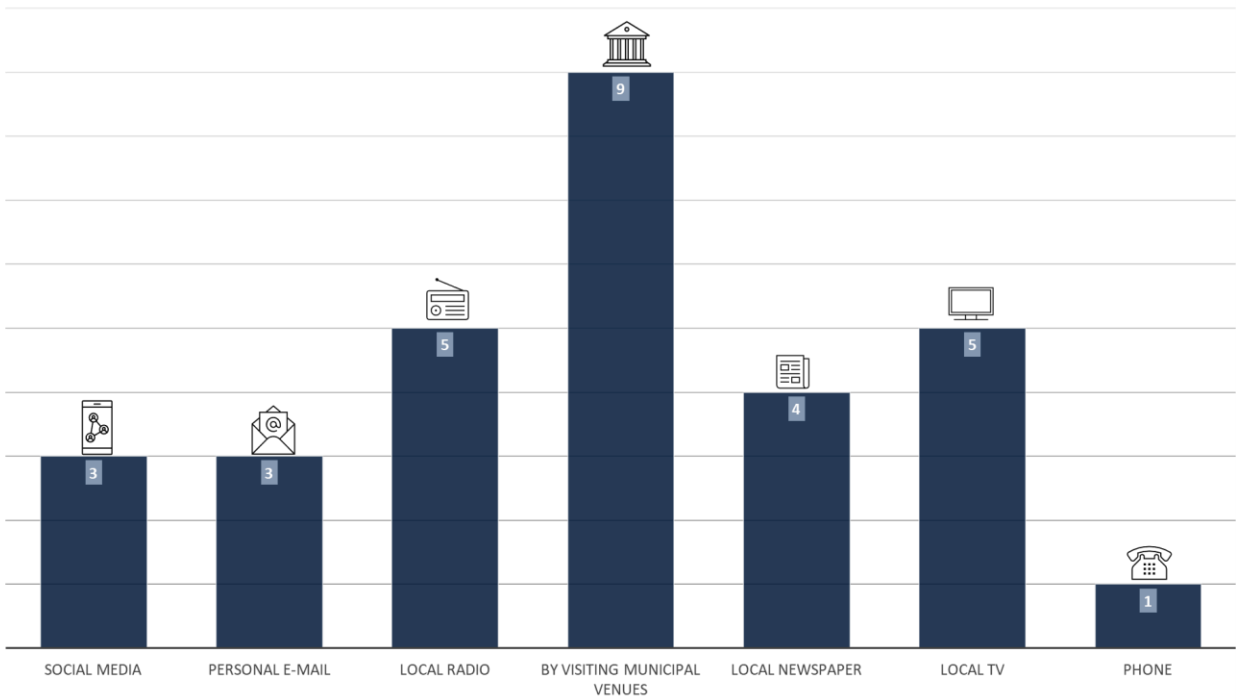


Figure 20 - Preferred ways to get the information - 60+years old respondent

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