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D3.4 Final Sample Plan for Phase 2 per Country and Region

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1. Re-tailored Questionnaire for Phase 2

1.1 General Questionnaire

The general questionnaire has proven itself in phase 1. Taking into account information from over 3.000 interviews conducted this phase; there have emerged only minor issues that should to be corrected in phase 2. For a few issues the amount of information gathered is already sufficient for the final analysis after phase 1 and has not to be extended into phase 2, for example question 17 regarding environmental awareness and environmental behaviour.

Length of the Questionnaire

The interviews have taken on average 23 minutes to be completed. The target average length of the interviews envisaged to be 20 minutes was only slightly exceeded by three minutes. Since question 17 will not be included in the questionnaire in phase 2, we expect the average length of the interviews to meet the target now.

Structure of the Questionnaire

In order to be able to gather comprehensive explanatory models for the changes in use of public transport, most questions will be kept unchanged to increase the sample size in phase 2.

The following main topics were determined for the USEmobility project and formed the basis for the development of the questionnaire in phase 1. This general structure will also be kept in phase 2:

a) Screener Questions:

- Current user behaviour
- Change in the last 5 years

b) Initial questions (by relevance) for changes in mobility behaviour:

- Operating schedule / journey time
- Fare system / price
- Awareness and knowledge of the public transport offer (price & schedule offers)
- Accessibility to the system (information, access to the stations, etc.)
- Image
- Atmosphere of the public transport offer (safety, friendliness, comfort, etc.)
- Reliability of public transport services (punctuality, connections, cancellations, etc.)
- Change in daily travel relations or in availability of mobility budgets

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c) Focus topics:

- Human research field:
  - Sensation / estimation / emotions (complexity, fear, safety, sensory experience)
  - Familiarity (experience, habit, socialization)
  - Image / status assessment (static and dynamic in the case of changes)
  - Price perception / perception of mobility costs
  - Lifecycle-breaks -->if necessary classify at situative preconditions
- Transport Offer (individual vs. public transport)
  - Multimodal infrastructure of combination (journey time)
  - Simplicity / complexity of the offer
  - Environmental friendliness of the offer
  - Atmosphere (sensory experience, e.g. light, smell, cleanliness, appearance)
  - Social interaction / privacy / autonomy
- Communication:
  - Reducing complexity / offering / inviting / supporting access into public transport
  - Passenger information (amount and quality; before start of the journey)
  - Emotional communication (adventure, sympathy)
  - Role of opinion leaders incl. social decision processes
  - Ecological awareness in society
    (Will not be addressed in phase 2.
    The amount of information gathered in phase 1 is sufficient for the analysis)
  - Status / esteem of the means of transport

1.2 Case-specific Questionnaire

The case-specific questionnaire for selected regions / routes has also to be adapted only slightly for the deployment in phase 2. All those questions fitted to and coordinated with individual transportation companies and transportation associations will be kept and used unchanged in phase 2 to achieve the targeted sample sizes.

In the process of the re-design of the questionnaire all field-institutes and interviewers concerned were requested to report any practical deficiencies of the questionnaire or the structural requirements of the sample. No institute has reported difficulties, but rather a smooth implementation of the study and no problems with the use of the case specific questionnaires.

Therefore Quotas had no indication to change the case-specific questionnaires in other aspects than already done in the general questionnaire.

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2. Final Sample Plan for Phase 2 per Country and Region

2.1 General

Figure 1: Interview on the *Metronom* in Germany

The survey is divided into a general National section and a case-specific section (e.g. Metronom) as described in D3.1 and 3.2.

For both sections the necessity for changes due to the experience / feedback of phase 1 was discussed in detail on the second consortium meeting with all project partners. The Quotas suggestions were approved by the consortium. No extra changes were required by its members.

2.2 Survey Design National survey

The sample comprises 1.000 online interviews per country, divided into two survey periods. A case number of 1.000 cases per country or 500 cases for survey period 2 is sufficient in order to enable segment-specific evaluation.

Differences between the segments (e.g. age group, region, means of transport, etc.) can be analysed and interpreted for each country with sufficient statistical security.

In survey period 2 online-panellists will provide representative interviews in Belgium, Austria, Hungary and Germany, as they did in phase 1.

Only in Croatia a change in methodology is necessary. The Croatian results of phase 2 will be based on computer aided telephone interviews (CATI), since the resources for a representative sample provided by Croatian online panels were almost exhausted in phase 1.

The comparability between the countries will be maintained even with a change in the sampling method, since the sample plan for the telephone interviews in Croatia will also follow the tested and representative scheme based on region, age and sex of the interviewed.

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The following table shows the sample plan for the National surveys for phase 2.

Country	Sample	Method	
		Online-Survey	CATI Interviews
Germany	N=500	X	
Austria	N=500	X	
Netherlands	N=500	X	
Belgium	N=500	X	
Hungary	N=500	X	
Croatia	N=500		X

Table 2: Methods applied for National surveys in each county

2.3 Survey Design Case-specific Survey

The number of case-specific regions / routes remains unchanged at ten in total.

The case-specific part of the survey enables the detailed examination of the participating transport systems or regions.

The following method-spectrum was available for selection in phase 2 of the survey:

- Online interviews (CAWI) with subscribers and visitors of the homepage
- Telephone interviews (CATI) with the users of the transport systems (personal recruitment)
- Personal interviews (CAPI) with the users of the transport systems on board of transport vehicles

The most suitable method was determined according to the availability of subscribers or contact details, and the willingness on the part of the transport companies to participate.

Furthermore, personal interviews on board of transport vehicles are only possible when the journey is long enough for interviews. Following checks by the partners, this is only possible for the USEmobility study in the cases of the *Metronom* and the *Budapest-Esztergom* route. The journey times on all other routes would only allow a maximum interview length of 5-10 minutes.

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The following procedure was developed for the ten cases (status at 22.09.2011):

Country	Sample	Case	Method
Germany	N=200	Metronom	CAPI* interviews in the trains
Germany	N=200	Breisgau S-Bahn	Recruitment in trains and at stations; subsequent CATI** interviews
Germany	N=200	S-Bahn Rhein-Neckar	Online interviews with season-ticket holders; recruitment by e-mail
Austria	N=200	S-Bahn Salzburg	*NEW:* Online interviews with visitors from the Salzburger Verkehrsverbund Homepage; recruitment by flyer in trains
Austria	N=200	S-Bahn Steiermark	Recruitment in trains and at stations; subsequent CATI interviews
Netherlands	N=200	Valleilijn	Recruitment in trains and at stations; subsequent CATI interviews
Belgium	N=200	STIB	Online interviews with visitors from the STIB-Homepage
Hungary	N=200	Budapest-Esztergom	CAPI interviews in the trains
Croatia	N=200	Zagreb	CATI interviews
Croatia	N=200	Varazdin Medimurje	Recruitment in trains and at stations; subsequent CATI interviews

Table 3: Methods applied for each case specific survey

* CAPI: Computer-assisted personal interviews
** CATI: Computer-assisted telephone interviews

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Figure 4: Commuters on *Breisgau S-Bahn* in Germany

3. Appendix

(green=new or modiefied issues/ red=deleted issues)

3.1 Appendix 1: General Questionnaire

3.2 Appendix 2: Case-specific Questionnaire

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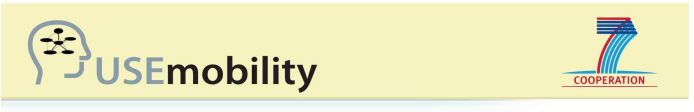
Appendix 1: General Questionnaire

USEmobility general questionnaire



S1. Means of Transport Used on the Way to Work

1. Which means of transport do you usually use on your way to work?

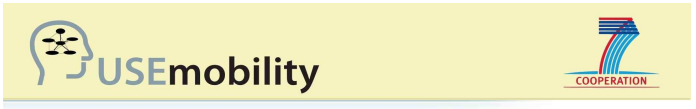
☐ Not applicable

	Always	Frequently	Occasionally	Rarely	Never
Passenger car / motorcycle	☐	☐	☐	☐	☐
Public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

2. Consider the last five years. Has your use of this means of transport changed in these years compared to today?
Today, I use … **on the way to work** … compared to before

	Much more frequently	More frequently	Slight change / no change	Less frequently	Much less frequently
Passenger car / motorcycle	☐	☐	☐	☐	☐
Public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

USEmobility general questionnaire



S2. Means of Transport Used when Shopping / Running Errands

1. Which means of transport do you usually use when shopping and running errands?

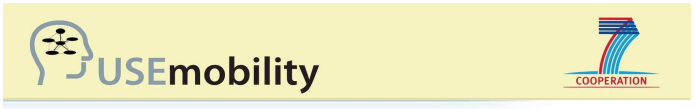
☐ Not applicable

	Always	Frequently	Occasionally	Rarely	Never
Passenger car / motorcycle	☐	☐	☐	☐	☐
Public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

2. Consider the last five years. Has your use of this means of transport changed in these years compared to today?
Today, I use … **when shopping / running errands** … compared to before

	Much more frequently	More frequently	Slight change / no change	Less frequently	Much less frequently
Passenger car / motorcycle	☐	☐	☐	☐	☐
Public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

USEmobility general questionnaire



S3. Means of Transport Used for Leisure Activities

1. Which means of transport do you usually use for your leisure activities?

☐ Not applicable

	Always	Frequently	Occasionally	Rarely	Never
Passenger car / motorcycle	☐	☐	☐	☐	☐
Public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

2. Consider the last five years. Has your use of this means of transport changed in these years compared to today?
Today, I use … **for leisure activities** … compared to before

	Much more frequently	More frequently	Slight change / no change	Less frequently	Much less frequently
Passenger car / motorcycle	☐	☐	☐	☐	☐
Public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

USEmobility general questionnaire

Respondent(s) with changes

Main questionnaire

Filter: Questions 1 - 15 refer to the purpose of the journey

A. Current means of transport, mobility behaviour

The following questions refer to the purpose of the journey [Journey purpose]

1. Which means of transport do you use in particular? (multiple selections possible)

Filter: only users of public transport

- ☐ Bus
- ☐ Tram / subway
- ☐ City railway / local rail services (up to 100 km)
- ☐ Long-distance rail services (more than 100 km)

Filter: only users of cars/motorcycles

- ☐ Private car
- ☐ Company car
- ☐ Motorcycle

Filter: only users of bicycles/pedestrians

- ☐ on foot
- ☐ bicycle

Filter: users of cars/motorcycles and users of public transport

- ☐ Other

Filter: Use of more than one means of transport incl. other means of transport (bicycle) from screener

2. You use the following means of transport on the way to/from work. Which of these means of transport do you combine together?

Filter: show only means of transport used

Example:

- ☐ Tram / subway
- ☐ Private car
- ☐ Bicycle

- ☐ no combination of a number of means of transport

USEmobility general questionnaire

Filter: only users of public transport

3. What kind(s) of tickets do you use mostly at present? (multiple selections possible)

- ☐ Single tickets / day tickets
- ☐ Weekly tickets/monthly tickets
- ☐ Season ticket/private annual ticket
- ☐ Season ticket/annual ticket from employer/university/school

- ☐ Other

Filter: only users of cars/motorcycles

4. You currently use a car or motorcycle. Do you drive yourself or are you a passenger?

- ☐ Passenger only
- ☐ Passenger usually
- ☐ Driver and passenger to the same degree
- ☐ Driver usually
- ☐ Driver only

Filter: only users of cars/motorcycles

5. Do you have a fixed, reserved parking space at your residence or place of work or education? (multiple selections possible)

- ☐ no
- ☐ yes, at my residence
- ☐ yes, at my place of work/education
- ☐ yes, somewhere else

B. Type of change

6. Your use of transport has changed in the last five years. How did the change in your transport behaviour take place?

- ☐ overnight
- ☐ step-by-step/gradually

USEmobility general questionnaire

C. Perceived freedom of choice

7. In choosing or changing your means of transport did you decide freely or was it determined by certain conditions/situations?

- ☐ no other option
- ☐ some freedom of decision
- ☐ complete freedom of decision

D. Information behaviour and influence

Filter: only respondents with changes to public transport

8a. Who informed you about/motivated you to use public transport (more often)? (multiple answers possible)

- ☐ Family/friends/acquaintances/work colleagues
- ☐ Company, authorities, university/school
- ☐ Transport company/systems
- ☐ Media (TV, newspaper, radio, internet, …)
- ☐ Observance of other people and their behaviour
- ☐ Public personalities (politicians, celebrities, athletes, …)

Rotation of the items

- ☐ Own experience with public means of transport
- ☐ Other

Filter: only respondents who chose 'Media' in question x.

8b. From which media did you get the relevant information? (multiple answers possible)

- ☐ TV
- ☐ Radio
- ☐ Newspapers
- ☐ Magazines
- ☐ Internet

- ☐ Other

USEmobility general questionnaire

E. Changes in the personal/private situation

9a. Has anything changed in your personal/private situation in the last five years?

- Change of job/work location	☐ yes	☐ no
- Relocation within the same city/town	☐ yes	☐ no
- Relocation to another city/town	☐ yes	☐ no
- Receipt of driving licence	☐ yes	☐ no
- Completion of schooling/training/degree	☐ yes	☐ no
- Purchase of a car or more access to a car	☐ yes	☐ no
- Access to a car no longer available	☐ yes	☐ no
- Birth of one or more children	☐ yes	☐ no
- Children began/changed school or nursery school	☐ yes	☐ no
- Retirement/loss of occupation	☐ yes	☐ no
- Changes in recreational activities (new hobbies, new club)	☐ yes	☐ no
- Health restrictions	☐ yes	☐ no

Filter: only areas in which a change has taken place

Example for proceeding

9b. How strong an influence did the change in your personal situation exercise on the choice and change of your means of transport?

Change of job

☐ no influence
☐ moderate influence
☐ decisive influence

Birth of one or more children

☐ no influence
☐ moderate influence
☐ decisive influence

USEmobility general questionnaire

F. Reasons for the change in behaviour that are due to the attractiveness/advantages or the dissatisfaction/disadvantages of the means of transport.

Four survey models

I. Use of public transport has increased
II. Use of public transport has decreased
III. Use of individual motorised transport has increased
IV. Use of individual motorised transport has decreased

USEmobility general questionnaire

I. Use of public transport has increased

Primary factors of influence

Filter: Respondents among whom the use of public transport has increased.

You now use public transport more often.

10a. Which characteristics of the means of transport used have convinced you to use public transport?

	Question 10a How strong was the influence of the characteristic?				
	none	low	medium	strong	decisive
- Length of journey time (complete journey)	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐	☐
- Journey (no/few transfers, short waiting times, information on th	☐	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐	☐
- Good staff	☐	☐	☐	☐	☐
- Social contact (other passengers)	☐	☐	☐	☐	☐
- Accessibility (lifts, ramps, embarkation aids)	☐	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐	☐
- Well equipped bus stops/railway stations	☐	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐	☐

Rotation of characteristics

USEmobility general questionnaire

Secondary characteristics: (> Breakdown of the primary factors of influence)

Filter: all areas for which moderate, strong or decisive influence was indicated.

10b_1. Which characteristics of [Reliability/punctuality] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Punctual departures	☐	☐	☐	☐	☐
- Punctual arrivals	☐	☐	☐	☐	☐
- Independence from weather conditions	☐	☐	☐	☐	☐
- Technical reliability	☐	☐	☐	☐	☐
- Reliability of the connections	☐	☐	☐	☐	☐

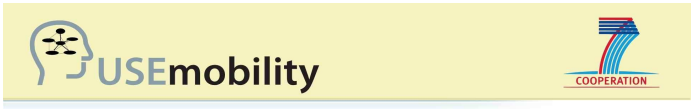
10b_2. Which characteristics of [Safety] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Large degree of safety from accidents compared to the car	☐	☐	☐	☐	☐
- Increased safety from crime	☐	☐	☐	☐	☐

10b_3. Which characteristics of [Reachability] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Good connection at place of residence, short distances	☐	☐	☐	☐	☐
- Good connection at destination, short distances	☐	☐	☐	☐	☐
- General possibility of reaching destinations	☐	☐	☐	☐	☐

USEmobility general questionnaire



10b_4. Which characteristics of [Journey] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- direct connection without transfer	☐	☐	☐	☐	☐
- Few transfers	☐	☐	☐	☐	☐
- Little effort to transfer / short distances on foot	☐	☐	☐	☐	☐
- Short waiting times	☐	☐	☐	☐	☐

10b_5. Which characteristics of [Simplicity of planning, ticket purchase] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Little planning effort	☐	☐	☐	☐	☐
- Simple access to information	☐	☐	☐	☐	☐
- Uncomplicated purchase of tickets	☐	☐	☐	☐	☐
- Only one ticket necessary (through-ticket)	☐	☐	☐	☐	☐

10b_6. Which characteristics of [Journey comfort] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Gentle, comfortable driving style	☐	☐	☐	☐	☐
- Few disturbing noises	☐	☐	☐	☐	☐
- Secure driving feeling	☐	☐	☐	☐	☐
- Availability of seats	☐	☐	☐	☐	☐
- Comfort of seats	☐	☐	☐	☐	☐
- Sufficient space, available room	☐	☐	☐	☐	☐
- Comfortable embarkation/disembarkation	☐	☐	☐	☐	☐
- Simple luggage transport	☐	☐	☐	☐	☐
- Possibility of carrying out activities (e.g. working, reading, …)	☐	☐	☐	☐	☐
- Possibility to relax	☐	☐	☐	☐	☐

USEmobility general questionnaire

10b_7. Which characteristics of [Flexibility of use] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Extended times of operation (from early to late)	☐	☐	☐	☐	☐
- Intervals, frequency of departures	☐	☐	☐	☐	☐
- Good connection to other means of transport	☐	☐	☐	☐	☐
- Flexibility due to the use of network/season tickets	☐	☐	☐	☐	☐
- Flexibility of travelling in groups	☐	☐	☐	☐	☐
- Possibility to take other people along	☐	☐	☐	☐	☐
- Transferability of the ticket	☐	☐	☐	☐	☐

10b_8. Which characteristics of [Atmosphere] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Pleasant temperature and air conditioning	☐	☐	☐	☐	☐
- Pleasant smell	☐	☐	☐	☐	☐
- Clear and attractive design of the interior	☐	☐	☐	☐	☐
- Colours of the interior/lighting	☐	☐	☐	☐	☐
- Attractive exterior design / colours of the vehicle	☐	☐	☐	☐	☐
- Cleanliness	☐	☐	☐	☐	☐

10b_9. Which characteristics of [Staff] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Friendliness	☐	☐	☐	☐	☐
- Commitment	☐	☐	☐	☐	☐
- Appearance	☐	☐	☐	☐	☐
- Competence	☐	☐	☐	☐	☐

USEmobility general questionnaire

10b_10. Which characteristics of [Bus stops/stations] have convinced you to use public transport (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Well-equipped bus stops/ stations (shelter, toilets, …)	☐	☐	☐	☐	☐
- Park & Ride, bicycle stands	☐	☐	☐	☐	☐
- Cleanliness at the bus stops/stations	☐	☐	☐	☐	☐
- Safe bus stops/stations	☐	☐	☐	☐	☐
- Attractive design of the bus stops/stations	☐	☐	☐	☐	☐
- Area surrounding the station (shopping possibilities, restaurants)	☐	☐	☐	☐	☐

10c. Has anything changed for you since you started using public transport?

	deteriorated	*remained the same*	*improved*	*cannot judge*
- Length of journey time (complete journey)	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐
- Journey (no/few transfers, short waiting times, information on the	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐
- Good staff	☐	☐	☐	☐
- Social contact (other passengers)	☐	☐	☐	☐
- Accessibility (lifts, ramps, embarkation aids)	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐
- Well equipped bus stops/railway stations	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐

Rotation of characteristics

USEmobility general questionnaire

II. Use of public transport has decreased

Primary factors of influence

Filter: Respondents among whom the use of public transport has decreased.

You now use public transport less frequently.

11a. Which characteristics have caused you to use public transport less frequently?

	Question 11a: How strong was the influence of the characteristic?				
	none	low	medium	strong	decisive
- Length of journey time (complete journey)	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐
- Lack of reliability/punctuality	☐	☐	☐	☐	☐
- Lack of safety from accidents/crime	☐	☐	☐	☐	☐
- Poor reachability of bus stops, stations, destinations	☐	☐	☐	☐	☐
- Complicated journey (transfers, waiting times, lack of information	☐	☐	☐	☐	☐
- Complicated planning, lack of information, difficult purchase of tic	☐	☐	☐	☐	☐
- Little journey comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐	☐
- Lack of flexibility of use	☐	☐	☐	☐	☐
- Bad atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐	☐
- Poor staff	☐	☐	☐	☐	☐
- Lack of privacy, disturbance from other passengers	☐	☐	☐	☐	☐
- Lack of accessibility, difficult access (no lifts, ramps, embarkation	☐	☐	☐	☐	☐
- Too few connections	☐	☐	☐	☐	☐
- Poorly-equipped bus stops/stations	☐	☐	☐	☐	☐
- Low environmental friendliness	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility general questionnaire

Secondary characteristics: (> Breakdown of the primary factors of influence)

Filter: all areas for which moderate, strong or decisive influence was indicated.

11b_1. Which characteristics of [Reliability/punctuality] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unpunctual departure times	☐	☐	☐	☐	☐
- Unpunctual arrival times	☐	☐	☐	☐	☐
- Weather conditions	☐	☐	☐	☐	☐
- Technical unreliability	☐	☐	☐	☐	☐
- Unreliable connections	☐	☐	☐	☐	☐

11b_2. Which characteristics of [Safety] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Lack of safety from accidents	☐	☐	☐	☐	☐
- Lack of safety from crime/harassment	☐	☐	☐	☐	☐

11b_3. Which characteristics of [Reachability] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Poor connections at place of residence	☐	☐	☐	☐	☐
- Poor connections at the destination	☐	☐	☐	☐	☐
- Lack of possibilities to reach the destination	☐	☐	☐	☐	☐

USEmobility general questionnaire

11b_4. Which characteristics of [journey] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Transfers	☐	☐	☐	☐	☐
- Effort of transferring / long distances on foot	☐	☐	☐	☐	☐
- Waiting times	☐	☐	☐	☐	☐

11b_5. Which characteristics of [Planning/ticket purchase] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Large amount of planning effort	☐	☐	☐	☐	☐
- Complicated access to information	☐	☐	☐	☐	☐
- Difficult ticket purchase	☐	☐	☐	☐	☐
- Different tickets are necessary	☐	☐	☐	☐	☐

11b_6. Which characteristics of [Journey comfort] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Jerky, rough driving style	☐	☐	☐	☐	☐
- Disturbing noises	☐	☐	☐	☐	☐
- Insecure driving feeling	☐	☐	☐	☐	☐
- Lack of seat availability	☐	☐	☐	☐	☐
- Poor seat comfort	☐	☐	☐	☐	☐
- Insufficient space, availability of room	☐	☐	☐	☐	☐
- Uncomfortable embarkation/disembarkation	☐	☐	☐	☐	☐
- Difficult transport of luggage	☐	☐	☐	☐	☐
- Lack of possibility for activities (working, reading, …)	☐	☐	☐	☐	☐
- Difficult transport of children	☐	☐	☐	☐	☐
- Lack of possibility to relax	☐	☐	☐	☐	☐

11b_7. Which characteristics of [Flexibility of use] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Restricted times of operation	☐	☐	☐	☐	☐
- Poor intervals, frequency of departures	☐	☐	☐	☐	☐
- Poor connection to other means of transport	☐	☐	☐	☐	☐
- No possibility to take other people along	☐	☐	☐	☐	☐
- No transferability of the ticket	☐	☐	☐	☐	☐

USEmobility general questionnaire

11b_8. Which characteristics of [Atmosphere] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unpleasant temperature and air conditioning	☐	☐	☐	☐	☐
- Unpleasant smell	☐	☐	☐	☐	☐
- Unclear and unattractive design of the interior	☐	☐	☐	☐	☐
- Unpleasant colours of the interior/lighting	☐	☐	☐	☐	☐
- Unattractive exterior design / colours of the vehicles	☐	☐	☐	☐	☐
- Lack of cleanliness	☐	☐	☐	☐	☐

11b_9. Which characteristics of [Staff] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unfriendliness	☐	☐	☐	☐	☐
- Lack of commitment	☐	☐	☐	☐	☐
- Poor appearance	☐	☐	☐	☐	☐
- Lack of competence	☐	☐	☐	☐	☐
- too few / no staff available	☐	☐	☐	☐	☐

11b_10. Which characteristics of [Privacy, co-passengers] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unpleasant co-passengers	☐	☐	☐	☐	☐
- Lack of a privacy	☐	☐	☐	☐	☐
- Crowding	☐	☐	☐	☐	☐

USEmobility general questionnaire

11b_11. Which characteristics of [Bus stops/stations] have caused you to stop using public transport, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Poorly-equipped bus stops/stations (shelter, toilets, …)	☐	☐	☐	☐	☐
- Lack of Park & Ride possibilities and bicycle stands	☐	☐	☐	☐	☐
- Lack of cleanliness at bus stops/stations	☐	☐	☐	☐	☐
- Unsafe bus stops/stations	☐	☐	☐	☐	☐
- Unattractive design of the bus stops/stations	☐	☐	☐	☐	☐
- Unattractive surroundings of stations (shopping possibilities, resta	☐	☐	☐	☐	☐
- Unattractive design of the bus stops/stations	☐	☐	☐	☐	☐
- Unsafe bus stops/stations	☐	☐	☐	☐	☐
- Unattractive design of the bus stops/stations	☐	☐	☐	☐	☐
- …	☐	☐	☐	☐	☐

11c. Prior to the changes, did anything change for you with regard to public transport?

	deteriorated	*remained the same*	*improved*	*cannot judge*
- Length of journey time (complete journey)	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐
- Journey (no/few transfers, short waiting times, information on the	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐
- Good staff	☐	☐	☐	☐
- Social contact (other passengers)	☐	☐	☐	☐
- Accessibility (lifts, ramps, embarkation aids)	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐
- Well equipped bus stops/railway stations	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐

Rotation of characteristics

USEmobility general questionnaire

III. Use of individual motorised transport has increased

Primary factors of influence

Filter: Respondents among whom the use of public transport has decreased and use of individual motorised transport has increased.

You now use the car/motorcycle more often.

12a. Which characteristics have convinced you to use the car/motorcycle (more often)?

	Question 12a: How strong was the influence of the characteristic?				
	none	low	medium	strong	decisive
- Length of journey time (complete journey)	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐	☐
- Reachability of destinations and places	☐	☐	☐	☐	☐
- Simplicity of planning, access to information	☐	☐	☐	☐	☐
- High degree of journey comfort	☐	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐	☐
- Own control of the journey and the characteristics of the journey	☐	☐	☐	☐	☐
- Privacy and freedom	☐	☐	☐	☐	☐
- The joy of driving	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility general questionnaire

Secondary characteristics: (> Breakdown of the primary factors of influence)

Filter: all areas for which moderate, strong or decisive influence was indicated.

12b_1. Which characteristics of [Reliability/punctuality] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Ability to plan and determine arrival times	☐	☐	☐	☐	☐
- Independence from weather conditions	☐	☐	☐	☐	☐
- Technical reliability	☐	☐	☐	☐	☐

12b_2. Which characteristics of [Safety] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Safety from accidents	☐	☐	☐	☐	☐
- Safety from crime/harassment	☐	☐	☐	☐	☐

12b_3. Which characteristics of [Reachability, parking space availability] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Good reachability of destinations	☐	☐	☐	☐	☐
- Availability of parking spaces	☐	☐	☐	☐	☐
- Short distance to parking space	☐	☐	☐	☐	☐

12b_4. Which characteristics of [Simplicity of planning, access to information] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- No/hardly any planning necessary	☐	☐	☐	☐	☐
- Little additional information necessary	☐	☐	☐	☐	☐

USEmobility general questionnaire

12b_5. Which characteristics of [Journey comfort] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Seating comfort	☐	☐	☐	☐	☐
- Quiet, undisturbed journey	☐	☐	☐	☐	☐
- Safe driving feeling	☐	☐	☐	☐	☐
- Simple, comfortable use	☐	☐	☐	☐	☐
- Transport of luggage/groceries	☐	☐	☐	☐	☐
- Sufficient space	☐	☐	☐	☐	☐
- Relaxing journey	☐	☐	☐	☐	☐
- Simple transport of children	☐	☐	☐	☐	☐
- Simple transport of other people	☐	☐	☐	☐	☐

12b_6. Which characteristics of [Flexibility] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Self-determined journey/departure times	☐	☐	☐	☐	☐
- Self-determined route	☐	☐	☐	☐	☐
- Independence from others	☐	☐	☐	☐	☐
- No organisation of the journey necessary	☐	☐	☐	☐	☐

12c. Has anything changed for you in the last few years in using the car/motorcycle?

	deteriorated	*remained the same*	*improved*	*cannot judge*
- Length of journey time (complete journey)	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐
- Reachability of destinations and places	☐	☐	☐	☐
- Simplicity of planning, access to information	☐	☐	☐	☐
- High degree of journey comfort	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐
- Privacy and freedom	☐	☐	☐	☐
- The joy of driving	☐	☐	☐	☐

Rotation of characteristics

USEmobility general questionnaire

IV. Use of individual motorised transport has decreased

Primary factors of influence

Filter: Respondents among whom the use of public transport has increased and the use of individual motorised transport has decreased.

You now use the car/motorcycle less frequently.

13a. Which characteristics of cars/motorcycles have convinced you not to continue using these quite as often?

	Question 13a How strong was the influence of the characteristic?				
	none	low	medium	strong	decisive
- Journey times	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐
- Unreliability/unpunctuality	☐	☐	☐	☐	☐
- Worries about safety (accidents, damage)	☐	☐	☐	☐	☐
- Poor reachability of destinations/availability of parking space	☐	☐	☐	☐	☐
- Complicated planning/preparation	☐	☐	☐	☐	☐
- Little journey comfort	☐	☐	☐	☐	☐
- Low flexibility of use	☐	☐	☐	☐	☐
- No joy in driving	☐	☐	☐	☐	☐
- Bad environmental compatibility	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility general questionnaire

Secondary characteristics

Filter: all areas for which moderate, strong or decisive influence was indicated.

13b_1. Which characteristics of [Costs] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Fuel prices	☐	☐	☐	☐	☐
- Tax / insurance	☐	☐	☐	☐	☐
- Price of acquisition	☐	☐	☐	☐	☐
- Maintenance and repairs	☐	☐	☐	☐	☐

13b_2. Which characteristics of [Unreliability/unpunctuality] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Arrival times cannot be planned	☐	☐	☐	☐	☐
- Dependence on weather conditions	☐	☐	☐	☐	☐
- Technical susceptibility	☐	☐	☐	☐	☐
- Traffic congestion	☐	☐	☐	☐	☐

13b_3. Which characteristics of [Safety] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Lack of safety from accidents	☐	☐	☐	☐	☐
- Lack of safety from damage/theft	☐	☐	☐	☐	☐

13b_4. Which characteristics of [Reachability] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Poor reachability of destinations	☐	☐	☐	☐	☐
- Difficult search for parking spaces	☐	☐	☐	☐	☐
- Long distance to parking space	☐	☐	☐	☐	☐

13b_5. Which characteristics of [Planning/preparation] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Complicated planning necessary (route, traffic situation, …)	☐	☐	☐	☐	☐
- Keeping the vehicle operational (customer service, oil, MOT, …)	☐	☐	☐	☐	☐

USEmobility general questionnaire

13b_6. Which characteristics of [Journey comfort] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Stop-and-go traffic, congestion	☐	☐	☐	☐	☐
- Unpleasant and stressful journey	☐	☐	☐	☐	☐
- Negative behaviour of other drivers	☐	☐	☐	☐	☐
- Lack of freedom of movement	☐	☐	☐	☐	☐
- Lack of possibility to carry out activities during the journey	☐	☐	☐	☐	☐
- Lack of possibility to relax during the journey	☐	☐	☐	☐	☐

13c Has anything change in the last few years for you in using the car/motorcycle?

	deteriorated	*remained the same*	*improved*	*cannot judge*
- Journey times	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Unreliability/unpunctuality	☐	☐	☐	☐
- Worries about safety (accidents, damage)	☐	☐	☐	☐
- Poor reachability of destinations/availability of parking space	☐	☐	☐	☐
- Complicated planning/preparation	☐	☐	☐	☐
- Little journey comfort	☐	☐	☐	☐
- Low flexibility of use	☐	☐	☐	☐
- No joy in driving	☐	☐	☐	☐
- Bad environmental compatibility	☐	☐	☐	☐
Rotation of the characteristics	☐	☐	☐	☐

G. Main reasons for the current choice of means of transport

14. What had the greatest influence on your current choice of means of transport. Please distribute a total of 100 points among the following categories:

- Change in personal/private situation ____
- Attractiveness of the means of transport now more frequently used ____
- Dissatisfaction with the means of transport now less frequently or no longer u ____

100

USEmobility general questionnaire

H. Evaluation of public transport

Evaluation of the primary factors of influence

Filter: only respondents who use public transport

Public transport

15. How do you rate the means of **public** transport used by you?

Loop for all means of public transport used (bus, city railway, …), but max. 3 means of transport

	very negative					very positive	cannot judge
- in general	☐	☐	☐	☐	☐	☐	☐
- Length of journey time (complete journey)	☐	☐	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐	☐	☐	☐
- Journey (transfers, waiting times, information on the progress of t	☐	☐	☐	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐	☐	☐	☐
- Staff	☐	☐	☐	☐	☐	☐	☐
- Other passenger (social contact)	☐	☐	☐	☐	☐	☐	☐
- Accessibility, easy access (lifts, ramps, embarkation aids)	☐	☐	☐	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐	☐	☐	☐
- Facilities at bus stops/railway stations	☐	☐	☐	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility general questionnaire

Filter: from here no longer related to the purpose of journey

I. Experiences / habits / familiarity ('Socialisation')

16. How familiar are you altogether with the following means of transport? Please consider your **experiences since childhood.**

	not at all familiar	little familiarity	moderate familiarity	high degree of familiarity	very familiar
Car / motorcycle driver	☐	☐	☐	☐	☐
Car / motorcycle passenger	☐	☐	☐	☐	☐
Bicycle	☐	☐	☐	☐	☐
Bus	☐	☐	☐	☐	☐
Tram/ subway	☐	☐	☐	☐	☐
City railway/ local rail services (up to 100 km)	☐	☐	☐	☐	☐
Long-distance rail services (more than 100 km)	☐	☐	☐	☐	☐

J. Environmental awareness / environmental behaviour

17. What do you do to be environmentally aware, or what do you plan to do ?

	already do	*plan to do*	*do not plan to do*	*not relevant*
consciously use public transport more often	☐	☐	☐	☐
travel more frequently by bicycle or on foot	☐	☐	☐	☐
reduce unnecessary mobility/journeys	☐	☐	☐	☐
donate to environmental organisations	☐	☐	☐	☐
organise my recreational behaviour in an environmentally friendly manner	☐	☐	☐	☐
actively support environmentally friendly companies, institutions, organisations	☐	☐	☐	☐
become informed about environmentally friendly transport behaviour	☐	☐	☐	☐
actively inform friends / acquaintances about environmentally friendly transport behaviour	☐	☐	☐	☐
forego flights	☐	☐	☐	☐
create carpools	☐	☐	☐	☐
sell the car, or not buy a new car	☐	☐	☐	☐
buy an environmentally friendly, fuel-saving car	☐	☐	☐	☐
use Park & Ride, parking the car and then continuing my journey with public transport	☐	☐	☐	☐
drive the car in an environmentally friendly, fuel-saving manner	☐	☐	☐	☐
use electro-mobility, vehicles with electric or hybrid engines	☐	☐	☐	☐

18. What percentage of your current costs for transport/travel/mobility would you be prepared to pay in addition for a **stronger environmental orientation**?

- ☐ environmentally friendly mobility should not cost more
- ☐ up to 5%
- ☐ up to 10%
- ☐ up to 20%
- ☐ up to 30% and more

K. Attitudes to/opinions of the means of transport/mobility (> segmentation)

19. How strongly do you agree with the following statements?

	disagree completely					agree completely
It is easy to manage without a car in large cities	☐	☐	☐	☐	☐	☐
A great car shows that you've made something of your life	☐	☐	☐	☐	☐	☐
Public transport is for people who can't afford a car	☐	☐	☐	☐	☐	☐
The future lies in public transport	☐	☐	☐	☐	☐	☐
Driving a car nowadays is a luxury	☐	☐	☐	☐	☐	☐
The future lies in the combination of means of transport	☐	☐	☐	☐	☐	☐
Generally I like using public transport	☐	☐	☐	☐	☐	☐
Public transport should be extended further	☐	☐	☐	☐	☐	☐
Driving a car is irresponsible towards the environment and coming generations	☐	☐	☐	☐	☐	☐
Cars are more than a means of transport	☐	☐	☐	☐	☐	☐
I decide pragmatically between public transport and the car, based on costs and journey t	☐	☐	☐	☐	☐	☐
I cycle or walk as often as possible in order to stay fit/healthy	☐	☐	☐	☐	☐	☐
For me, car sharing is a good alternative to private car use	☐	☐	☐	☐	☐	☐
The future lies with the bicycle	☐	☐	☐	☐	☐	☐
The future lies with the car	☐	☐	☐	☐	☐	☐
The road network needs to be expanded in order to avoid congestion	☐	☐	☐	☐	☐	☐
Car-free city centres are desirable	☐	☐	☐	☐	☐	☐
A great advantage of the car is that one can choose one's own passengers	☐	☐	☐	☐	☐	☐
For society, public transport is cheap compared to the car	☐	☐	☐	☐	☐	☐

Rotation of the items

USEmobility general questionnaire

L. Emotional aspects of the means of transport – semantic differential

20. Which characteristics would you ascribe spontaneously to public transport and cars?

	public transport						car					
slow	☐	☐	☐	☐	☐	fast	☐	☐	☐	☐	☐	fast
lovely	☐	☐	☐	☐	☐	ugly	☐	☐	☐	☐	☐	ugly
weak	☐	☐	☐	☐	☐	strong	☐	☐	☐	☐	☐	strong
old-fashioned	☐	☐	☐	☐	☐	modern	☐	☐	☐	☐	☐	modern
urban	☐	☐	☐	☐	☐	rural	☐	☐	☐	☐	☐	rural
failure	☐	☐	☐	☐	☐	successful	☐	☐	☐	☐	☐	successful
exciting	☐	☐	☐	☐	☐	boring	☐	☐	☐	☐	☐	boring
egotistical	☐	☐	☐	☐	☐	social	☐	☐	☐	☐	☐	social
emotional	☐	☐	☐	☐	☐	rational	☐	☐	☐	☐	☐	rational
simple	☐	☐	☐	☐	☐	complicated	☐	☐	☐	☐	☐	complicated
old	☐	☐	☐	☐	☐	young	☐	☐	☐	☐	☐	young
nice	☐	☐	☐	☐	☐	unpleasant	☐	☐	☐	☐	☐	unpleasant
female	☐	☐	☐	☐	☐	male	☐	☐	☐	☐	☐	male
sociable	☐	☐	☐	☐	☐	reserved	☐	☐	☐	☐	☐	reserved
peaceful	☐	☐	☐	☐	☐	aggressive	☐	☐	☐	☐	☐	aggressive
spontaneous	☐	☐	☐	☐	☐	planned	☐	☐	☐	☐	☐	planned

M. Social-demographic characteristics

21. How old are you? ____ years

22. Your gender?

☐ male

☐ female

USEmobility general questionnaire

23. What is your present marital status?

- ☐ single
- ☐ married, non-marital partnership
- ☐ divorced, separated
- ☐ widowed

24. How many people live permanently in your household?

- ☐ 1 person
- ☐ 2 persons
- ☐ 3 persons
- ☐ 4 persons
- ☐ 5 persons or more

25. Do any children under the age of 18 years live in your household?

- ☐ no
- ☐ yes, one child > age of the child: _____
- ☐ yes, two children > age of child 1 _____; age of child 2 _____
- ☐ yes, three children or more > age of youngest child ____; age of oldest child _____

26. Your current occupation?

- ☐ Pupil
- ☐ Student
- ☐ Trainee / apprentice
- ☐ Housewife/househusband
- ☐ Retired
- ☐ Employed
- ☐ Self-employed

- ☐ other

USEmobility general questionnaire

27. Your highest educational qualification?

- ☐ Primary/junior secondary school
- ☐ Higher secondary school without qualifications
- ☐ School-leaving certificate
- ☐ Completed university degree

- ☐ other
- ☐ still at school

28. How high is your net household income (the total income of all members of the household)?

- ☐ below 1,000 €
- ☐ 1,000 € to below 2,000 €
- ☐ 2,000 € to below 3,000 €
- ☐ 3,000 € to below 4,000 €
- ☐ 4,000 € to below 7,000 €
- ☐ 7,000 € and more

- ☐ n/a

29. Is there a car available to you in your household?

- ☐ yes, permanently
- ☐ yes, usually
- ☐ yes, but only partially
- ☐ no, no car available

Appendix 2: Case-specific Questionnaire

USEmobility specific questionnaire

Example ZET Zagreb

S1. Means of Transport Used on the Way to Work

SCREENER

1. Which means of transport do you usually use on your way to work?

☐ Not applicable

	Always	Frequently	Occasionally	Rarely	Never
Passenger car / motorcycle	☐	☐	☐	☐	☐
The ZET Zagreb	☐	☐	☐	☐	☐
Other public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

2. Consider the last five years. Has your use of this means of transport changed in these years compared to today?

Today, I use … **on the way to work** … compared to before

	Much more frequently	More frequently	Slight change / no change	Less frequently	Much less frequently
Passenger car / motorcycle	☐	☐	☐	☐	☐
The ZET Zagreb	☐	☐	☐	☐	☐
Other public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

S2. Means of Transport Used when Shopping / Running Errands

1. Which means of transport do you usually use when shopping and running errands?

☐ Not applicable

	Always	Frequently	Occasionally	Rarely	Never
Passenger car / motorcycle	☐	☐	☐	☐	☐
The ZET Zagreb	☐	☐	☐	☐	☐
Other public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

2. Consider the last five years. Has your use of this means of transport changed in these years compared to today?

Today, I use … **when shopping / running errands** … compared to before

	Much more frequently	More frequently	Slight change / no change	Less frequently	Much less frequently
Passenger car / motorcycle	☐	☐	☐	☐	☐
The ZET Zagreb	☐	☐	☐	☐	☐
Other public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

S3. Means of Transport Used for Leisure Activities

1. Which means of transport do you usually use for your leisure activities? ☐ Not applicable

	Always	Frequently	Occasionally	Rarely	Never
Passenger car / motorcycle	☐	☐	☐	☐	☐
The ZET Zagreb	☐	☐	☐	☐	☐
Other public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

2. Consider the last five years. Has your use of this means of transport changed in these years compared to today?
Today, I use … **for leisure activities** … compared to before

	Much more frequently	More frequently	Slight change / no change	Less frequently	Much less frequently
Passenger car / motorcycle	☐	☐	☐	☐	☐
The ZET Zagreb	☐	☐	☐	☐	☐
Other public transportation	☐	☐	☐	☐	☐
Bicycle / walking	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

Main survey ZET Zagreb

Filter: Questions 1 - 15 refer to the purpose of the journey

A. Current means of transport, mobility behaviour

The following questions refer to the purpose of the journey [Journey]

1. Which means of transport, apart from the ZET Zagreb do you use in particular? (multiple selections possible)

Filter: only users of public transport

- ☐ Bus
- ☐ Tram / subway
- ☐ City railway / local rail services (up to 100 km)
- ☐ Long-distance rail services (more than 100 km)

Filter: only users of cars/motorcycles

- ☐ Private car
- ☐ Company car
- ☐ Motorcycle

Filter: only users of bicycles/pedestrians

- ☐ on foot
- ☐ bicycle

Filter: users of cars/motorcycles and users of public transport

- ☐ Other

Filter: Use of more than one means of transport incl. other means of transport (bicycle) from screener

2. You use the following means of transport on the way to/from work. Which of these means of transport do you combine together?

Filter: show only means of transport used

Example:

- ☐ The ZET Zagreb
- ☐ Tram / subway
- ☐ Private car
- ☐ Bicycle

- ☐ no combination of a number of means of transport

USEmobility specific questionnaire

Example ZET Zagreb

Filter: only users of public transport

3. What kind(s) of tickets do you use mostly at present for journeys with the ZET Zagreb? (multiple selections possible)

- ☐ Single tickets / day tickets
- ☐ Weekly tickets/monthly tickets
- ☐ Season ticket/private annual ticket
- ☐ Season ticket/annual ticket from employer/university/school
- ☐ Other

Filter: only users of cars/motorcycles

4. You currently use a car or motorcycle. Do you drive yourself or are you a passenger?

- ☐ Passenger only
- ☐ Passenger usually
- ☐ Driver and passenger to the same degree
- ☐ Driver usually
- ☐ Driver only

Filter: only users of cars/motorcycles

5. Do you have a fixed, reserved parking space at your residence or place of work or education? (multiple selections possible)

- ☐ no
- ☐ yes, at my residence
- ☐ yes, at my place of work/education
- ☐ yes, somewhere else

USEmobility specific questionnaire

Example ZET Zagreb

B. Type of change

6. Your use of transport has changed in the last five years. How did the change in your transport behaviour take place?

- ☐ overnight
- ☐ step-by-step/gradually

C. Perceived freedom of choice

7. In choosing or changing your means of transport did you decide freely or was it determined by certain conditions/situations?

- ☐ no other option
- ☐ some freedom of decision
- ☐ complete freedom of decision

D. Information behaviour and influence

Filter: only respondents with changes to public transport

8a. Who informed you about/motivated you to use the ZET Zagreb (more often)? (multiple answers possible)

- ☐ Family/friends/acquaintances/work colleagues
- ☐ Company, authorities, university/school
- ☐ Transport company/systems
- ☐ Media (TV, newspaper, radio, internet, …)
- ☐ Observance of other people and their behaviour
- ☐ Public personalities (politicians, celebrities, athletes, …)

Rotation of the items

- ☐ Own experience with public means of transport
- ☐ Other

USEmobility specific questionnaire

Example ZET Zagreb

Filter: only respondents who chose 'Media' in question x.

8b. From which media did you get the relevant information? (multiple answers possible)

- ☐ TV
- ☐ Radio
- ☐ Newspapers
- ☐ Magazines
- ☐ Internet

- ☐ Other

E. Changes in the personal/private situation

9a. Has anything changed in your personal/private situation in the last five years?

- Change of job/work location	☐ yes	☐ no
- Relocation within the same city/town	☐ yes	☐ no
- Relocation to another city/town	☐ yes	☐ no
- Receipt of driving licence	☐ yes	☐ no
- Completion of schooling/training/degree	☐ yes	☐ no
- Purchase of a car or more access to a car	☐ yes	☐ no
- Access to a car no longer available	☐ yes	☐ no
- Birth of one or more children	☐ yes	☐ no
- Children began/changed school or nursery school	☐ yes	☐ no
- Retirement/loss of occupation	☐ yes	☐ no
- Changes in recreational activities (new hobbies, new club)	☐ yes	☐ no
- Health restrictions	☐ yes	☐ no

USEmobility specific questionnaire

Example ZET Zagreb

Filter: only areas in which a change has taken place

Example for proceeding

9b. How strong an influence did the change in your personal situation exercise on your use of the ZET Zagreb?

Change of job

- ☐ no influence
- ☐ moderate influence
- ☐ decisive influence

Birth of one or more children

- ☐ no influence
- ☐ moderate influence
- ☐ decisive influence

F. Reasons for the change in behaviour that are due to the attractiveness/advantages or the dissatisfaction/disadvantages of the means of transport.

Four survey models

I. ZET Zagreb use has increased
II. ZET Zagreb use has decreased
III. Use of individual motorised transport has increased
IV. Use of individual motorised transport has decreased

USEmobility specific questionnaire

Example ZET Zagreb

I. ZET Zagreb use has increased

Primary factors of influence

Filter: Respondents among whom the use of public transport has increased.

10a. You now use the ZET Zagreb more often.

Which characteristics of the ZET Zagreb convinced you to use it, and have you noticed any changes?

Part 1	Question 10a_1					Question 10a_2		
Part 2	How strong was the influence of the characteristic?					Changed noticed?		
	none	low	medium	strong	decisive	deteriorated	didn't notice	roved
- Length of journey time (complete journey)	☐	☐	☐	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐	☐	☐	☐	☐
- Journey (no/few transfers, short waiting times, information on the	☐	☐	☐	☐	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐	☐	☐	☐	☐
- Good staff	☐	☐	☐	☐	☐	☐	☐	☐
- Social contact (other passengers)	☐	☐	☐	☐	☐	☐	☐	☐
- Accessibility (lifts, ramps, embarkation aids)	☐	☐	☐	☐	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐	☐	☐	☐	☐
- Well equipped bus stops/railway stations	☐	☐	☐	☐	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐	☐	☐	☐	☐

Rotation of characteristics

USEmobility specific questionnaire

Example ZET Zagreb

Secondary characteristics: (> Breakdown of the primary factors of influence)

Filter: all areas for which moderate, strong or decisive influence was indicated.

10b_1. Which characteristics of [Reliability/punctuality] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Punctual departures	☐	☐	☐	☐	☐
- Punctual arrivals	☐	☐	☐	☐	☐
- Independence from weather conditions	☐	☐	☐	☐	☐
- Technical reliability	☐	☐	☐	☐	☐
- Reliability of the connections	☐	☐	☐	☐	☐

10b_2. Which characteristics of [Safety] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Large degree of safety from accidents compared to the car	☐	☐	☐	☐	☐
- Increased safety from crime	☐	☐	☐	☐	☐

10b_3. Which characteristics of [Reachability] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Good connection at place of residence, short distances	☐	☐	☐	☐	☐
- Good connection at destination, short distances	☐	☐	☐	☐	☐
- General possibility of reaching destinations	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

10b_4. Which characteristics of [Journey] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- direct connection without transfer	☐	☐	☐	☐	☐
- Few transfers	☐	☐	☐	☐	☐
- Little effort to transfer / short distances on foot	☐	☐	☐	☐	☐
- Short waiting times	☐	☐	☐	☐	☐

10b_5. Which characteristics of [Simplicity of planning, ticket purchase] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Little planning effort	☐	☐	☐	☐	☐
- Simple access to information	☐	☐	☐	☐	☐
- Uncomplicated purchase of tickets	☐	☐	☐	☐	☐
- Only one ticket necessary (through-ticket)	☐	☐	☐	☐	☐

10b_6. Which characteristics of [Journey comfort] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Gentle, comfortable driving style	☐	☐	☐	☐	☐
- Few disturbing noises	☐	☐	☐	☐	☐
- Secure driving feeling	☐	☐	☐	☐	☐
- Availability of seats	☐	☐	☐	☐	☐
- Comfort of seats	☐	☐	☐	☐	☐
- Sufficient space, available room	☐	☐	☐	☐	☐
- Comfortable embarkation/disembarkation	☐	☐	☐	☐	☐
- Simple luggage transport	☐	☐	☐	☐	☐
- Possibility of carrying out activities (e.g. working, reading, …)	☐	☐	☐	☐	☐
- Possibility to relax	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

10b_7. Which characteristics of [Flexibility of use] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Extended times of operation (from early to late)	☐	☐	☐	☐	☐
- Intervals, frequency of departures	☐	☐	☐	☐	☐
- Good connection to other means of transport	☐	☐	☐	☐	☐
- Flexibility due to the use of network/season tickets	☐	☐	☐	☐	☐
- Flexibility of travelling in groups	☐	☐	☐	☐	☐
- Possibility to take other people along	☐	☐	☐	☐	☐
- Transferability of the ticket	☐	☐	☐	☐	☐

10b_8. Which characteristics of [Atmosphere] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Pleasant temperature and air conditioning	☐	☐	☐	☐	☐
- Pleasant smell	☐	☐	☐	☐	☐
- Clear and attractive design of the interior	☐	☐	☐	☐	☐
- Colours of the interior/lighting	☐	☐	☐	☐	☐
- Attractive exterior design / colours of the vehicle	☐	☐	☐	☐	☐
- Cleanliness	☐	☐	☐	☐	☐

10b_9. Which characteristics of [Staff] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Friendliness	☐	☐	☐	☐	☐
- Commitment	☐	☐	☐	☐	☐
- Appearance	☐	☐	☐	☐	☐
- Competence	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

10b_10. Which characteristics of [Bus stops/stations] have convinced you to use the ZET Zagreb (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Well-equipped bus stops/ stations (shelter, toilets, …)	☐	☐	☐	☐	☐
- Park & Ride, bicycle stands	☐	☐	☐	☐	☐
- Cleanliness at the bus stops/stations	☐	☐	☐	☐	☐
- Safe bus stops/stations	☐	☐	☐	☐	☐
- Attractive design of the bus stops/stations	☐	☐	☐	☐	☐
- Area surrounding the station (shopping possibilities, restaurants)	☐	☐	☐	☐	☐

10c. Has anything changed for you since you started using the ZET Zagreb?

	deteriorated	remained the same	improved	cannot judge
- Length of journey time (complete journey)	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐
- Journey (no/few transfers, short waiting times, information on the	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐
- Good staff	☐	☐	☐	☐
- Social contact (other passengers)	☐	☐	☐	☐
- Accessibility (lifts, ramps, embarkation aids)	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐
- Well equipped bus stops/railway stations	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐

Rotation of characteristics

USEmobility specific questionnaire

Example ZET Zagreb

II. ZET Zagreb use has decreased

Primary factors of influence

Filter: Respondents among whom the use of public transport has decreased.

You now use the ZET Zagreb less frequently.

11a. Which characteristics have caused you to use the ZET Zagreb less frequently, and have you noticed any changes since you started to use the ZET Zagreb?

Part 1	Question 11a_1					Question 11a_2		
Part 2	How strong was the influence of the characteristic?					Changed noticed?		
	none	low	medium	strong	decisive	deteriorated	didn't notice	improved
- Length of journey time (complete journey)	☐	☐	☐	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐	☐	☐	☐
- Lack of reliability/punctuality	☐	☐	☐	☐	☐	☐	☐	☐
- Lack of safety from accidents/crime	☐	☐	☐	☐	☐	☐	☐	☐
- Poor reachability of bus stops, stations, destinations	☐	☐	☐	☐	☐	☐	☐	☐
- Complicated journey (transfers, waiting times, lack of information	☐	☐	☐	☐	☐	☐	☐	☐
- Complicated planning, lack of information, difficult purchase of tic	☐	☐	☐	☐	☐	☐	☐	☐
- Little journey comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐	☐	☐	☐	☐
- Lack of flexibility of use	☐	☐	☐	☐	☐	☐	☐	☐
- Bad atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐	☐	☐	☐	☐
- Poor staff	☐	☐	☐	☐	☐	☐	☐	☐
- Lack of privacy, disturbance from other passengers	☐	☐	☐	☐	☐	☐	☐	☐
- Lack of accessibility, difficult access (no lifts, ramps, embarkation a	☐	☐	☐	☐	☐	☐	☐	☐
- Too few connections	☐	☐	☐	☐	☐	☐	☐	☐
- Poorly-equipped bus stops/stations	☐	☐	☐	☐	☐	☐	☐	☐
- Low environmental friendliness	☐	☐	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility specific questionnaire

Example ZET Zagreb

Secondary characteristics: (> Breakdown of the primary factors of influence)

Filter: all areas for which moderate, strong or decisive influence was indicated.

11b_1. Which characteristics of [Reliability/punctuality] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unpunctual departure times	☐	☐	☐	☐	☐
- Unpunctual arrival times	☐	☐	☐	☐	☐
- Weather conditions	☐	☐	☐	☐	☐
- Technical unreliability	☐	☐	☐	☐	☐
- Unreliable connections	☐	☐	☐	☐	☐

11b_2. Which characteristics of [Safety] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Lack of safety from accidents	☐	☐	☐	☐	☐
- Lack of safety from crime/harassment	☐	☐	☐	☐	☐

11b_3. Which characteristics of [Reachability] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Poor connections at place of residence	☐	☐	☐	☐	☐
- Poor connections at the destination	☐	☐	☐	☐	☐
- Lack of possibilities to reach the destination	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

11b_4. Which characteristics of [journey] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Transfers	☐	☐	☐	☐	☐
- Effort of transferring / long distances on foot	☐	☐	☐	☐	☐
- Waiting times	☐	☐	☐	☐	☐

11b_5. Which characteristics of [Planning/ticket purchase] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Large amount of planning effort	☐	☐	☐	☐	☐
- Complicated access to information	☐	☐	☐	☐	☐
- Difficult ticket purchase	☐	☐	☐	☐	☐
- Different tickets are necessary	☐	☐	☐	☐	☐

11b_6. Which characteristics of [Journey comfort] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Jerky, rough driving style	☐	☐	☐	☐	☐
- Disturbing noises	☐	☐	☐	☐	☐
- Insecure driving feeling	☐	☐	☐	☐	☐
- Lack of seat availability	☐	☐	☐	☐	☐
- Poor seat comfort	☐	☐	☐	☐	☐
- Insufficient space, availability of room	☐	☐	☐	☐	☐
- Uncomfortable embarkation/disembarkation	☐	☐	☐	☐	☐
- Difficult transport of luggage	☐	☐	☐	☐	☐
- Lack of possibility for activities (working, reading, …)	☐	☐	☐	☐	☐
- Difficult transport of children	☐	☐	☐	☐	☐
- Lack of possibility to relax	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

11b_7. Which characteristics of [Flexibility of use] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Restricted times of operation	☐	☐	☐	☐	☐
- Poor intervals, frequency of departures	☐	☐	☐	☐	☐
- Poor connection to other means of transport	☐	☐	☐	☐	☐
- No possibility to take other people along	☐	☐	☐	☐	☐
- No transferability of the ticket	☐	☐	☐	☐	☐

11b_8. Which characteristics of [Atmosphere] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unpleasant temperature and air conditioning	☐	☐	☐	☐	☐
- Unpleasant smell	☐	☐	☐	☐	☐
- Unclear and unattractive design of the interior	☐	☐	☐	☐	☐
- Unpleasant colours of the interior/lighting	☐	☐	☐	☐	☐
- Unattractive exterior design / colours of the vehicles	☐	☐	☐	☐	☐
- Lack of cleanliness	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

11b_9. Which characteristics of [Staff] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unfriendliness	☐	☐	☐	☐	☐
- Lack of commitment	☐	☐	☐	☐	☐
- Poor appearance	☐	☐	☐	☐	☐
- Lack of competence	☐	☐	☐	☐	☐
- too few / no staff available	☐	☐	☐	☐	☐

11b_10. Which characteristics of [Privacy, co-passengers] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Unpleasant co-passengers	☐	☐	☐	☐	☐
- Lack of a privacy	☐	☐	☐	☐	☐
- Crowding	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

11b_11. Which characteristics of [Bus stops/stations] have caused you to stop using the ZET Zagreb, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Poorly-equipped bus stops/stations (shelter, toilets, …)	☐	☐	☐	☐	☐
- Lack of Park & Ride possibilities and bicycle stands	☐	☐	☐	☐	☐
- Lack of cleanliness at bus stops/stations	☐	☐	☐	☐	☐
- Unsafe bus stops/stations	☐	☐	☐	☐	☐
- Unattractive design of the bus stops/stations	☐	☐	☐	☐	☐
- Unattractive surroundings of stations (shopping possibilities, resta	☐	☐	☐	☐	☐

11c. Prior to the changes, did anything change for you with regard to the ZET Zagreb?

	deteriorated	remained the same	improved	cannot judge
- Length of journey time (complete journey)	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐
- Journey (no/few transfers, short waiting times, information on the	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐
- Good staff	☐	☐	☐	☐
- Social contact (other passengers)	☐	☐	☐	☐
- Accessibility (lifts, ramps, embarkation aids)	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐
- Well equipped bus stops/railway stations	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐

Rotation of characteristics

USEmobility specific questionnaire

Example ZET Zagreb

III. Use of individual motorised transport has increased

Primary factors of influence

Filter: Respondents among whom the use of the ZET Zagreb has decreased and use of individual motorised transport has increased.

You now use the car/motorcycle more often.

12a. Which characteristics have convinced you to use the car/motorcycle (more often) and has anything changed in the last few years?

	Question 12a_1 How strong was the influence of the characteristic?					Question 12a_2 Change noticed?		
	none	low	medium	strong	decisive	deteriorated	didn't notice	improved
- Length of journey time (complete journey)	☐	☐	☐	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐	☐	☐	☐	☐
- Reachability of destinations and places	☐	☐	☐	☐	☐	☐	☐	☐
- Simplicity of planning, access to information	☐	☐	☐	☐	☐	☐	☐	☐
- High degree of journey comfort	☐	☐	☐	☐	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐	☐	☐	☐	☐
- Own control of the journey and the characteristics of the journey	☐	☐	☐	☐	☐	☐	☐	☐
- Privacy and freedom	☐	☐	☐	☐	☐	☐	☐	☐
- The joy of driving	☐	☐	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility specific questionnaire

Example ZET Zagreb

Secondary characteristics: (> Breakdown of the primary factors of influence)

Filter: all areas for which moderate, strong or decisive influence was indicated.

12b_1. Which characteristics of [Reliability/punctuality] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Ability to plan and determine arrival times	☐	☐	☐	☐	☐
- Independence from weather conditions	☐	☐	☐	☐	☐
- Technical reliability	☐	☐	☐	☐	☐

12b_2. Which characteristics of [Safety] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Safety from accidents	☐	☐	☐	☐	☐
- Safety from crime/harassment	☐	☐	☐	☐	☐

12b_3. Which characteristics of [Reachability, parking space availability] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Good reachability of destinations	☐	☐	☐	☐	☐
- Availability of parking spaces	☐	☐	☐	☐	☐
- Short distance to parking space	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

12b_4. Which characteristics of [Simplicity of planning, access to information] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- No/hardly any planning necessary	☐	☐	☐	☐	☐
- Little additional information necessary	☐	☐	☐	☐	☐

12b_5. Which characteristics of [Journey comfort] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Seating comfort	☐	☐	☐	☐	☐
- Quiet, undisturbed journey	☐	☐	☐	☐	☐
- Safe driving feeling	☐	☐	☐	☐	☐
- Simple, comfortable use	☐	☐	☐	☐	☐
- Transport of luggage/groceries	☐	☐	☐	☐	☐
- Sufficient space	☐	☐	☐	☐	☐
- Relaxing journey	☐	☐	☐	☐	☐
- Simple transport of children	☐	☐	☐	☐	☐
- Simple transport of other people	☐	☐	☐	☐	☐

12b_6. Which characteristics of [Flexibility] have convinced you to use the car/motorcycle (more often)?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Self-determined journey/departure times	☐	☐	☐	☐	☐
- Self-determined route	☐	☐	☐	☐	☐
- Independence from others	☐	☐	☐	☐	☐
- No organisation of the journey necessary	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

12c. Has anything changed for you in the last few years in using the car/motorcycle?

	deteriorated	remained the same	improved	cannot judge
- Length of journey time (complete journey)	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐
- Reachability of destinations and places	☐	☐	☐	☐
- Simplicity of planning, access to information	☐	☐	☐	☐
- High degree of journey comfort	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐
- Privacy and freedom	☐	☐	☐	☐
- The joy of driving	☐	☐	☐	☐

Rotation of characteristics

IV. Use of individual motorised transport has decreased

Primary factors of influence

Filter: Respondents among whom the use of the ZET Zagreb has increased and the use of individual motorised transport has decreased.

You now use the car/motorcycle less frequently.

13a. Which characteristics of cars/motorcycles have convinced you not to continue using these quite as often and has anything changed in the last few years?

	Question 13a_1 How strong was the influence of the characteristic?					Question 13a_2 Change noticed?		
	none	low	medium	strong	decisive	deteriorated	didn't notice	improved
- Journey times	☐	☐	☐	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐	☐	☐	☐
- Unreliability/unpunctuality	☐	☐	☐	☐	☐	☐	☐	☐
- Worries about safety (accidents, damage)	☐	☐	☐	☐	☐	☐	☐	☐
- Poor reachability of destinations/availability of parking space	☐	☐	☐	☐	☐	☐	☐	☐
- Complicated planning/preparation	☐	☐	☐	☐	☐	☐	☐	☐
- Little journey comfort	☐	☐	☐	☐	☐	☐	☐	☐
- Low flexibility of use	☐	☐	☐	☐	☐	☐	☐	☐
- No joy in driving	☐	☐	☐	☐	☐	☐	☐	☐
- Bad environmental compatibility	☐	☐	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility specific questionnaire

Example ZET Zagreb

Secondary characteristics

Filter: all areas for which moderate, strong or decisive influence was indicated.

13b_1. Which characteristics of [Costs] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Fuel prices	☐	☐	☐	☐	☐
- Tax / insurance	☐	☐	☐	☐	☐
- Price of acquisition	☐	☐	☐	☐	☐
- Maintenance and repairs	☐	☐	☐	☐	☐

13b_2. Which characteristics of [Unreliability/unpunctuality] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Arrival times cannot be planned	☐	☐	☐	☐	☐
- Dependence on weather conditions	☐	☐	☐	☐	☐
- Technical susceptibility	☐	☐	☐	☐	☐
- Traffic congestion	☐	☐	☐	☐	☐

13b_3. Which characteristics of [Safety] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Lack of safety from accidents	☐	☐	☐	☐	☐
- Lack of safety from damage/theft	☐	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

13b_4. Which characteristics of [Reachability] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Poor reachability of destinations	☐	☐	☐	☐	☐
- Difficult search for parking spaces	☐	☐	☐	☐	☐
- Long distance to parking space	☐	☐	☐	☐	☐

13b_5. Which characteristics of [Planning/preparation] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Complicated planning necessary (route, traffic situation, …)	☐	☐	☐	☐	☐
- Keeping the vehicle operational (customer service, oil, MOT, …)	☐	☐	☐	☐	☐

13b_6. Which characteristics of [Journey comfort] have caused you to no longer use the car/motorcycle, or to use it less frequently?

	absolutely no influence	little influence	moderate influence	strong influence	decisive influence
- Stop-and-go traffic, congestion	☐	☐	☐	☐	☐
- Unpleasant and stressful journey	☐	☐	☐	☐	☐
- Negative behaviour of other drivers	☐	☐	☐	☐	☐
- Lack of freedom of movement	☐	☐	☐	☐	☐
- Lack of possibility to carry out activities during the journey	☐	☐	☐	☐	☐
- Lack of possibility to relax during the journey	☐	☐	☐	☐	☐

13c Has anything changed for you in the last few years in using the car/motorcycle?

	deteriorated	remained the same	improved	cannot judge
- Journey times	☐	☐	☐	☐
- Costs	☐	☐	☐	☐
- Unreliability/unpunctuality	☐	☐	☐	☐
- Worries about safety (accidents, damage)	☐	☐	☐	☐
- Poor reachability of destinations/availability of parking space	☐	☐	☐	☐
- Complicated planning/preparation	☐	☐	☐	☐
- Little journey comfort	☐	☐	☐	☐
- Low flexibility of use	☐	☐	☐	☐
- No joy in driving	☐	☐	☐	☐
- Bad environmental compatibility	☐	☐	☐	☐
Rotation of the characteristics	☐	☐	☐	☐

USEmobility specific questionnaire

Example ZET Zagreb

F_S. Special aspects of the ZET Zagreb

FS_1. Some changes have been made to the ZET Zagreb in the last few years. Which of these changes have you noticed?

- ☐ New tram carriages
- ☐ New buses
- ☐ Air conditioning in buses and trams
- ☐ Video surveillance in buses and trams
- ☐ Passenger information at bus and tram stops
- ☐ Ticket by text message
- ☐ Renovation, better equipping of bus and tram stops
- ¨ Possibility to purchase food/drink at stations

Rotation of the characteristics

Filter: only changes that have been noticed

FS_2. How important are these changes for your personal use of the ZET Zagreb?

	completely unimportant					very important
New tram carriages	☐	☐	☐	☐	☐	☐
New buses	☐	☐	☐	☐	☐	☐
Air conditioning in buses and trams	☐	☐	☐	☐	☐	☐
Video surveillance in buses and trams	☐	☐	☐	☐	☐	☐
Passenger information at bus and tram stops	☐	☐	☐	☐	☐	☐
Ticket by text message	☐	☐	☐	☐	☐	☐
Renovation, better equipping of bus and tram stops	☐	☐	☐	☐	☐	☐
Possibility to purchase food/drink at stations	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility specific questionnaire

Example ZET Zagreb

Filter: only changes that have been noticed

FS_3. How satisfied are you with the implementation of these measures?

	completely dissatisfied					completely satisfied	cannot judge
New tram carriages	☐	☐	☐	☐	☐	☐	☐
New buses	☐	☐	☐	☐	☐	☐	☐
Air conditioning in buses and trams	☐	☐	☐	☐	☐	☐	☐
Video surveillance in buses and trams	☐	☐	☐	☐	☐	☐	☐
Passenger information at bus and tram stops	☐	☐	☐	☐	☐	☐	☐
Ticket by text message	☐	☐	☐	☐	☐	☐	☐
Renovation, better equipping of bus and tram stops	☐	☐	☐	☐	☐	☐	☐
Possibility to purchase food/drink at stations	☐	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

G. Main reasons for the current choice of means of transport

14. What had the greatest influence on your current choice in favour of the ZET Zagreb. Please distribute a total of 100 points among the following categories:

- Change in personal/private situation ____
- Attractiveness of the means of transport now more frequently used ____
- Dissatisfaction with the means of transport now less frequently or no longer us ____

100

USEmobility specific questionnaire

Example ZET Zagreb

H. Evaluation of public transport

Evaluation of the primary factors of influence

Filter: only respondents who use public transport

ZET Zagreb Part 1

15. How do you rate the ZET Zagreb? Part 2

	very negative					very positive	cannot judge
- in general	☐	☐	☐	☐	☐	☐	☐
- Length of journey time (complete journey)	☐	☐	☐	☐	☐	☐	☐
- Costs	☐	☐	☐	☐	☐	☐	☐
- Reliability/punctuality	☐	☐	☐	☐	☐	☐	☐
- Safety from accidents/crime	☐	☐	☐	☐	☐	☐	☐
- Reachability of bus stops, stations, destinations	☐	☐	☐	☐	☐	☐	☐
- Journey (transfers, waiting times, information on the progress of t	☐	☐	☐	☐	☐	☐	☐
- Simplicity in planning, availability of information, ticket purchase	☐	☐	☐	☐	☐	☐	☐
- Travel comfort (quiet journey, seat, luggage, embarkation)	☐	☐	☐	☐	☐	☐	☐
- Flexibility of use	☐	☐	☐	☐	☐	☐	☐
- Atmosphere (temperature, cleanliness, design)	☐	☐	☐	☐	☐	☐	☐
- Staff	☐	☐	☐	☐	☐	☐	☐
- Other passengers (social contact)	☐	☐	☐	☐	☐	☐	☐
- Accessibility, easy access (lifts, ramps, embarkation aids)	☐	☐	☐	☐	☐	☐	☐
- Frequency of connections	☐	☐	☐	☐	☐	☐	☐
- Facilities at bus stops/railway stations	☐	☐	☐	☐	☐	☐	☐
- Environmental friendliness	☐	☐	☐	☐	☐	☐	☐

Rotation of the characteristics

USEmobility specific questionnaire

Example ZET Zagreb

Filter: from here no longer related to the purpose of journey

J. Environmental awareness / environmental behaviour

18. What percentage of your current costs for transport/travel/mobility would you be prepared to pay in addition for a **stronger environmental orientation**?

- ☐ environmentally friendly mobility should not cost more
- ☐ up to 5%
- ☐ up to 10%
- ☐ up to 20%
- ☐ up to 30% and more

USEmobility specific questionnaire

Example ZET Zagreb

K. Attitudes to/opinions of the means of transport/mobility (> segmentation) Part 1

19. How strongly do you agree with the following statements? Part 2

	disagree completely					agree completely
It is easy to manage without a car in large cities	☐	☐	☐	☐	☐	☐
A great car shows that you've made something of your life	☐	☐	☐	☐	☐	☐
Public transport is for people who can't afford a car	☐	☐	☐	☐	☐	☐
The future lies in public transport	☐	☐	☐	☐	☐	☐
Driving a car nowadays is a luxury	☐	☐	☐	☐	☐	☐
The future lies in the combination of means of transport	☐	☐	☐	☐	☐	☐
Generally I like using public transport	☐	☐	☐	☐	☐	☐
Public transport should be extended further	☐	☐	☐	☐	☐	☐
Driving a car is irresponsible towards the environment and coming generations	☐	☐	☐	☐	☐	☐
Cars are more than a means of transport	☐	☐	☐	☐	☐	☐
I decide pragmatically between public transport and the car, based on costs and journey ti	☐	☐	☐	☐	☐	☐
I cycle or walk as often as possible in order to stay fit/healthy	☐	☐	☐	☐	☐	☐
For me, car sharing is a good alternative to private car use	☐	☐	☐	☐	☐	☐
The future lies with the bicycle	☐	☐	☐	☐	☐	☐
The future lies with the car	☐	☐	☐	☐	☐	☐
The road network needs to be expanded in order to avoid congestion	☐	☐	☐	☐	☐	☐
Car-free city centres are desirable	☐	☐	☐	☐	☐	☐
A great advantage of the car is that one can choose one's own passengers	☐	☐	☐	☐	☐	☐
For society, public transport is cheap compared to the car	☐	☐	☐	☐	☐	☐

Rotation of the items

USEmobility specific questionnaire

Example ZET Zagreb

M. Social-demographic characteristics

21. How old are you? ____ years

22. Your gender?

- ☐ male
- ☐ female

23. What is your present marital status?

- ☐ single
- ☐ married, non-marital partnership
- ☐ divorced, separated
- ☐ widowed

24. How many people live permanently in your household?

- ☐ 1 person
- ☐ 2 persons
- ☐ 3 persons
- ☐ 4 persons
- ☐ 5 persons or more

25. Do any children under the age of 18 years live in your household?

- ☐ no
- ☐ yes, one child > age of the child: _____
- ☐ yes, two children > age of child 1 _____; age of child 2 _____
- ☐ yes, three children or more > age of youngest child ____; age of oldest child _____

USEmobility specific questionnaire

Example ZET Zagreb

26. Your current occupation?

- ☐ Pupil
- ☐ Student
- ☐ Trainee / apprentice
- ☐ Housewife/househusband
- ☐ Retired
- ☐ Employed
- ☐ Self-employed

- ☐ other

27. Your highest educational qualification?

- ☐ Primary/junior secondary school
- ☐ Higher secondary school without qualifications
- ☐ School-leaving certificate
- ☐ Completed university degree

- ☐ other
- ☐ still at school

28. How high is your net household income (the total income of all members of the household)?

- ☐ manje od 3.000 Kuna
- ☐ 3.000 do manje od 5.000 Kuna
- ☐ 5.000 do manje od 7.000 Kuna
- ☐ 7.000 do manje od 10.000 Kuna
- ☐ 10.000 do manje od 20.000 Kuna
- ☐ 20.000 Kuna i više

- ☐ bez odgovora

29. Is there a car available to you in your household?

- ☐ yes, permanently
- ☐ yes, usually
- ☐ yes, but only partially
- ☐ no, no car available