The influence of key events on the acceptance of integrated mobility service packages as an alternative to car ownership.
The example of junior jobseekers and retirees.

Julia Schuppan, Dr. Sylvia Harms
Helmholtz-Centre for Environmental Research – UFZ, Leipzig, Germany

Project Background

The private car has become the central means of transport for the daily individual mobility and its use still increases. This increase causes a range of environmental, economic and social problems and thus contributes significantly to climate change. Some cities are therefore trying to implement environmental, economic and social incentives to encourage people to use sustainable mobility alternatives.

State of the Research – General Findings

Well documented effects among key events – e.g. residential relocations (Stanbridge/Lyons/Farthing, 2004) or the transition from university to a job (Harms/Lanzendorf, 2007) and travel behavior change. Implementation of incentives leads to travel behavior changes (Fujii/Kitamura, 2003).

Mobility service packages may simplify the flexible change between transportation modes (Canzler/Hunsicker/Karl et al., 2007).

Research questions

1. What are the specific individual and structural characteristics of the beginning of a job and the transition into retirement as key events?

2. Theory testing: Is the adoption rate of a mobility innovation higher in key events than in stable life situations?

3. What are the requirements for the composition and ease of use of an integrated mobility service package to be considered as an alternative to private car ownership?

Method

Controlled field experiment in Hanover:

standardized questionnaire containing travel behavior, living situation, mobility management in enterprises, changing life situation, including variables of habit-concept (Theory of Planned Behavior) and perception of mobility innovations

intervention by giving information and incentives (free mobility package containing public transport, car sharing, taxi and rental car reductions)

sample: junior jobseekers, retirees and control group (no current change in profession) in different enterprises in Hanover

Study design:

References:


Contact:

Dipl.-Soz. Julia Schuppan
Helmholtz-Centre for Environmental Research – UFZ
Department Urban Ecology, Environmental Planning and Transport
Permoserstr. 15, 04318 Leipzig, Germany

e-mail: julia.schuppan@ufz.de

tel: +49 / 341 235 1793

Helmholtz-Centre for Environmental Research – UFZ
Heinrich-Böll-Stiftung

HEINRICH BÖLL STIFTUNG