

BEHAVIOUR DRIVERS & BARRIERS IN CAR SHARING



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STARS

Shared mobility opportunities And
challenges for European cities



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Behaviour drivers and barriers in car sharing

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Psychology to understand transport behaviour



★ Perceptions



★ Decisions



★ Behaviours




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Mobility styles

	User M S 1 (18.7%)	User M S 2 (35.5%)	User M S 3 (45.8%)	Non-user M S 4 (43.3%)	Non- user M S 5 (56.7%)
Habits	Medium	Strong	Weakest	Strongest	Medium
Attitudes	+(lower)	+	+	-(lowest)	+
Political views	Central/ low green	Central/ high green	Left/ high green	Central/ low green	Left/ high green
Personal norms	Lowest	Strong	Strong	Medium	Strong
Environmental awareness	Lowest	High	High	Medium	Highest
Travels	Multimodal	Cars	Active/ PT	Cars	Less travels
	6.3%	1%	20.8%	2.5%	12%

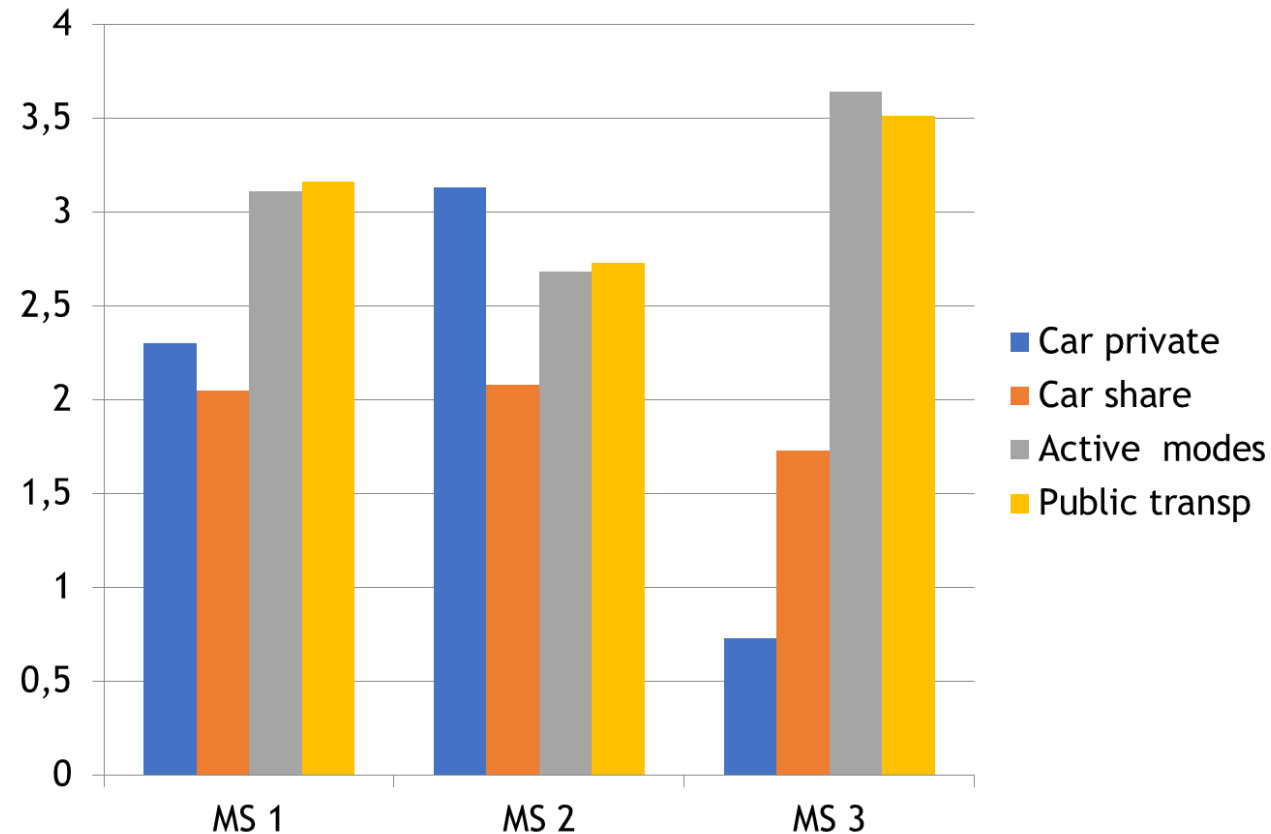


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Car sharing users' travel patterns



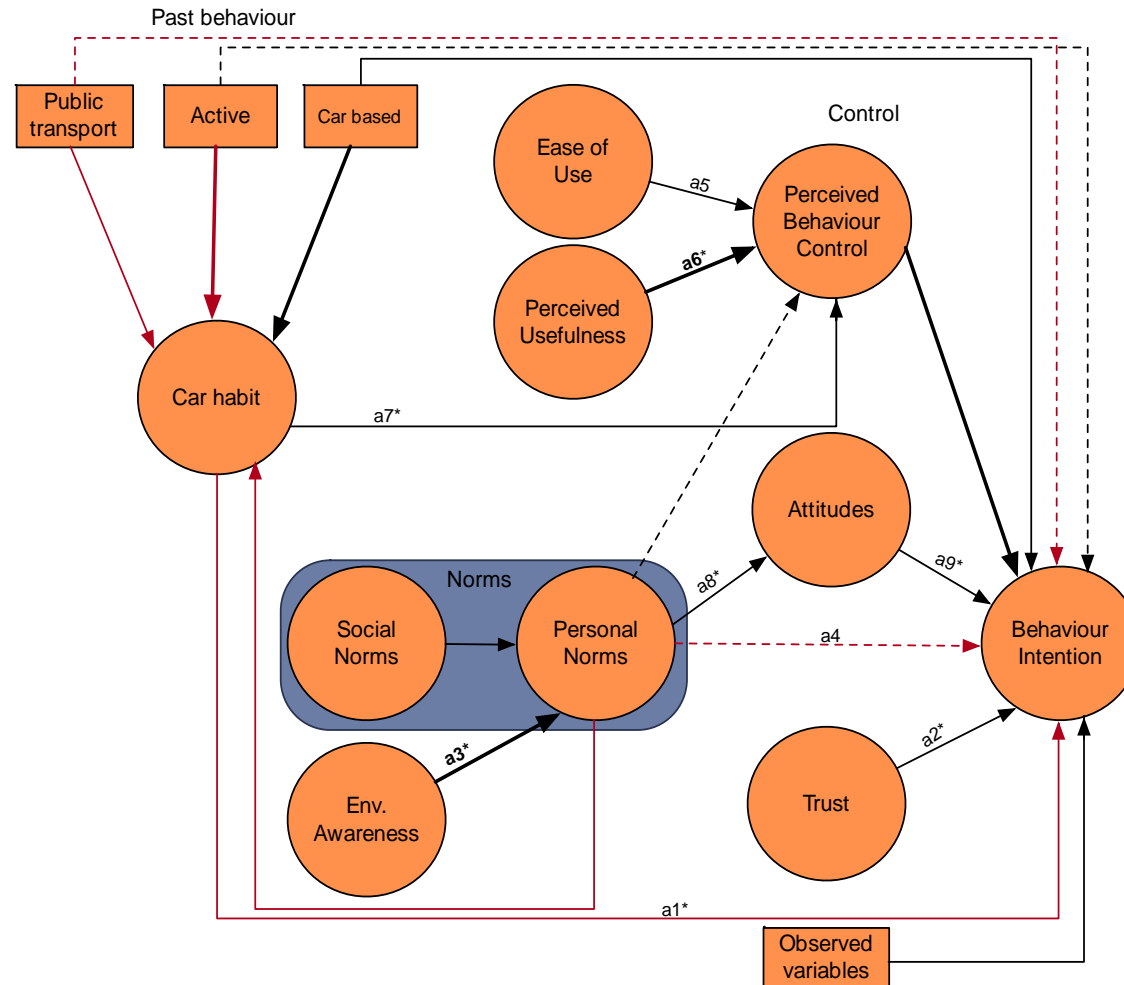
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Underlying factors



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Take home messages

- ★ Underlying factors influence behaviour change intention as both barriers (strong **habits**) and by strengthening the motivation (**attitudes, environmental concern, norms, control**).
- ★ **Perceived usefulness** of car sharing influence **behaviour control** which has the strongest direct effect on intentions to use car sharing.
- ★ This is something we can “easily” improve.



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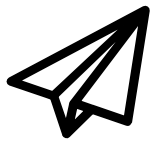


Thank you

Get in touch for more information!



All of the reports of the project will be available for download on the STARS website: **www.stars-h2020.eu**



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