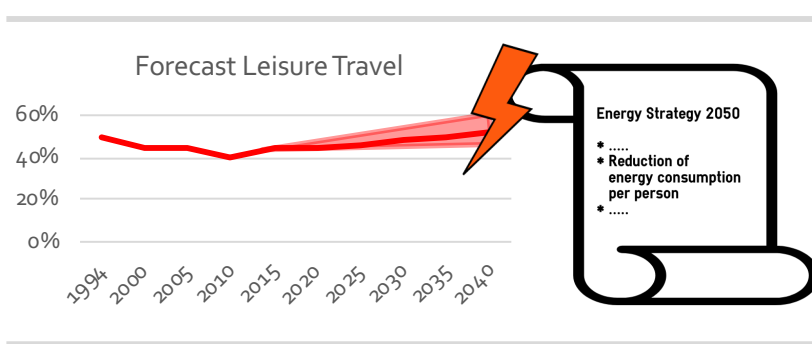
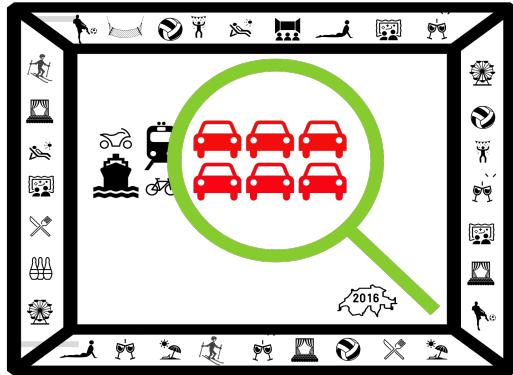


An Analysis of Soft and Hard Measures Aiming at a Less Car-Based Form of Leisure Mobility



- In Switzerland most traffic is caused by individual mobility
- Leisure travel is most important purpose for individual traffic and accounts for 44% of all km travelled in individual mobility [1]
- Leisure travel is predicted to increase [2]
- Conflict with energy reduction goals and environmental protection goals since 64% [1] of leisure travel is by car

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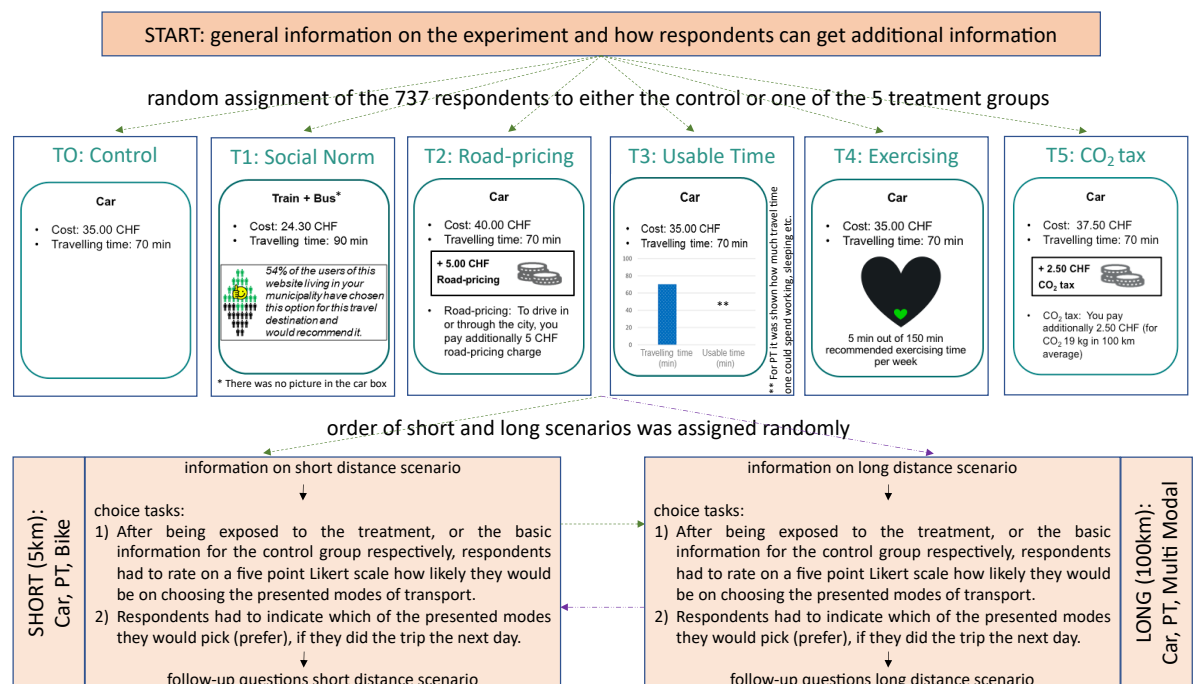
Research Questions

Even though leisure mobility is the most important mobility reason in individual traffic in Switzerland and highly car-based, there is not much research on it. However, this would be important in order to introduce policy measures that successfully reduce energy consumption and CO₂ emissions per capita.

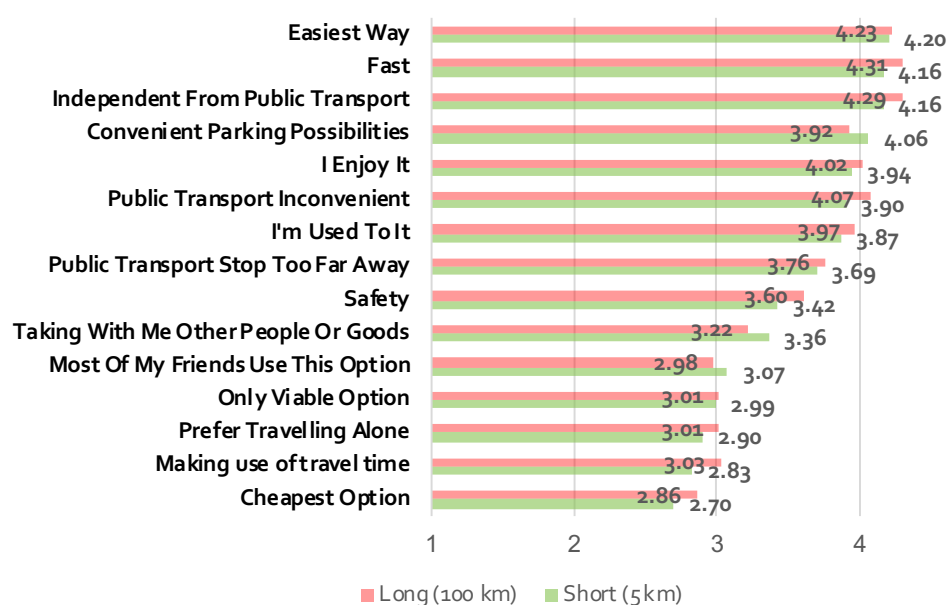
Therefore we conducted an online experiment within the SHEDS [3] wave 2018 to learn more about the reasons of mode choice in leisure travel and to test some of the discussed policy measures. We examine financial and non-financial measures and aim at answering the following research questions:

- What determines mode choice in leisure travel?
- What instrument (financial or non-financial) is successful in bringing a less car-based form of leisure mobility?

Experiment Flow



Importance Of Reasons For Choosing The Car



First Results and Expected Impact

We shed light on reasons for mode choice in leisure travel and aim to inform policy makers on successful measures to shift leisure mobility towards a less car-based form of transport. First results show that:

- For short distance trips (5 km) respondents prefer car (39%) to bike (37%) and public transport (25%), whereas for the long distance trips respondents prefer public transport (52%) to car (46%) and multi-modal mobility (public transport with car-sharing) (2%).
- Car users value comfort aspects related to the «easiest way», «travelling fast» and «being independent» more than «price» when choosing the mode of transport.
- From the policy measures tested in our experiment, the social norm treatment is most likely to reduce car usage for short-distance leisure trips.

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- [2] Bundesamt für Raumentwicklung (2016), Verkehrsperspektiven 2040. Entwicklung des Personen- und Güterverkehrs in der Schweiz.
- [3] Weber Sylvain, Burger Paul, Farsi Mehdi, Martinez-Cruz Adan L., Puntiroli Michael, Schubert Iljana and Volland Benjamin (2017), Swiss Household Energy Demand Survey (SHEDS): Objectives, Design and Implementation. IRENE Working Paper 17-14

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