








## CIVITAS indicators

Citizens' acceptance of implemented measures (SOC\_AW\_AC)

### DOMAIN

 Transport	 Environment	 Energy	 <b>Society</b>	 Economy
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### TOPIC

**Awareness**

### IMPACT

**Perception of the appropriateness of measures**

*Improving the acceptance of policy interventions*

**SOC\_AW**

### Category

Key indicator	<b>Supplementary indicator</b>	State indicator
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## CONTEXT AND RELEVANCE

Mobility of individuals and transport of goods play a large role in modern society and economy. The everyday life of people implies frequent movements to reach locations where specific activities can be carried out. Transporting materials and products is an essential component of production and distribution chains. While mobility and transport provide very useful services to the society and the economic activities, they deliver adverse effects, like pollution, noise, accidents, and their related consequences on human health and well-being. A correct understanding of positive and negative aspect of transport and mobility is a condition to design and implement effective policy measures. The more widespread is the knowledge about the implications of transport activity on sustainability the more support to policy action can be expected.

This indicator provides a measure of the acceptance of citizens for the policy interventions implemented in the project. **It is a relevant indicator when the policy action is aimed at increasing the support of the individuals to the policy actions itself. A successful action is reflected in a HIGHER value of the indicator.**

## DESCRIPTION

This indicator is a **dimensionless index** representing a summary of the share of citizens declaring support to the measures implemented in the experiment.

## METHOD OF CALCULATION AND INPUTS

The indicator is calculated as the average of the shares of citizens who provided positive responses to a set of questions asking whether the policy measures implemented in the experiment are considered acceptable. The average is weighted by the measured knowledge of the measures. **The indicator should be calculated exogenously** based on the specified inputs and its value should be coded in the supporting tool.

The responses to the questions should be collected by means of a sample survey.

### Method

**Calculation of the indicator based on responses collected by means of a sample survey**

Significance: **0.50**



### INPUTS

**The following information is needed** to compute the indicator:

- a)  $ShKnmS_i$ . **Share of inhabitants answering “yes” to the question related to the experimented measures  $i$ :**

Did you know that... [short definition of the measure]. *e.g. “Did you know that since 1 October pre-Euro5 vehicles cannot enter the urban area?”*

- i) Yes  
ii) No

b)  $ShAccMs_i$ . **Share of inhabitants answering “yes” to the question related to the experimented measures  $i$ :**

Do you think that... [short definition of the measure] is a positive intervention? e.g. “Do you think that the ban to pre-Euro5 vehicles from the urban area is a positive intervention?”

- i) Yes, I consider this measure as very useful
- ii) Yes, I consider this measure as broadly useful
- iii) I do not have a clear idea
- iv) No, I consider this measure as useless

The experiment would be reflected in the indicator in terms of changes of these shares.

## METHOD OF CALCULATION

The indicator is computed according to the following steps:

- **Organising a sample survey to collect data.** The sample survey can be organised to collect more information than the one needed for this indicator. See the dedicated “Sample surveys guidelines” for methodological indications.
- **Analyse survey results to measure the share of those declaring to be aware of the implemented measures.**
- **Analyse survey results to measure the share of those declaring support to the implemented measures.**
- **Estimation of the indicator.** (see equation below)

## EQUATIONS

The indicator should be computed using the following equation:

$$AcpCtzShr = \frac{\sum_1^n (ShAccMs_i * ShKnwMs_i)}{\sum_1^n ShKnwMs_i}$$

Where “n” is the number of measures implemented in the experimented and investigated in the survey