CIVITAS indicators

Citizens' propensity to sustainable mobility behaviours (SOC_AW_CP)

DOMAIN

Transport	Environment	Energy	**Society**	Economy

TOPIC	**Awareness**	
IMPACT	**Propensity to sustainable behaviours** *Improving the propensity to sustainable mobility choices*	**SOC_AW**

Category

Key indicator	**Supplementary indicator**	State indicator

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. Individual choices can contribute to reduce these negative aspects of transport and mobility and promote sustainability. When citizens are more propense to change their mobility behaviour, policy action is more effective.

This indicator provides a measure of the propensity of citizens to adopt sustainable mobility behaviour. **It is a relevant indicator when the policy action is aimed at increasing the participation of the individuals to the policy effort towards sustainability. 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 propensity to pre-defined mobility behaviours.

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 they are propense to adopt a certain mobility behaviour. **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) $ShPrpBh_1$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour *1*:**
Are you personally willing to reduce your number of motorised trips?
i) Yes, I've already started to do so
ii) Yes, I'm willing to do so
iii) I need to think more over
iv) No, I'd like to do so but I cannot afford it
v) No I'm not willing to do so

b) $ShPrpBh_2$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour 2:**
Are you personally willing to use public transport instead of car for at least part of your motorised trips?
i) Yes, I've already started to do so
ii) Yes, I'm willing to do so
iii) I need to think more over
iv) No, I'd like to do so but I cannot afford it
v) No I'm not willing to do so

c) $ShPrpBh_3$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour 3:**
Are you personally willing to reduce the number of cars owned by your household?
i) Yes, I've already started to do so
ii) Yes, I'm willing to do so
iii) I need to think more over
iv) No, I'd like to do so but I cannot afford it
v) No I'm not willing to do so

d) $ShPrpBh_4$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour 4:**
Are you personally willing to replace one or more of your cars by an electric vehicle?
i) Yes, I've already done so
ii) Yes, I'm willing to do so
iii) I need to think more over
iv) No, I'd like to do so but I cannot afford it
v) No I'm not willing to do so

e) $ShPrpBh_5$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour *5*:**
Are you personally willing to give up your private car(s) and use shared vehicles instead?
i) Yes, I've already done so
ii) Yes, I'm willing to do so
iii) I need to think more over
iv) No, I'd like to do so but I cannot afford it
v) No I'm not willing to do so

f) $ShPrpBh_6$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour *6*:**
Are you personally willing to support the extension of pedestrian areas in your urban area?
i) Yes
ii) I need to think more over
iii) No

g) $ShPrpBh_7$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour *7*:**
Are you personally willing to support the extension of cycling paths in your urban area even if they remove parking spaces and reduce carriageways length?
i) Yes
ii) I need to think more over
iii) No

h) $ShPrpBh_8$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour *8*:**
Are you personally willing to pay a small supplement to receive products purchased online by means of electric vehicles instead of traditional vans?
vi) Yes, I've already started to do so
vii) Yes, I'm willing to do so
viii) I need to think more over
ix) No, I'd like to do so but I cannot afford it
x) No I'm not willing to do so

i) $ShPrpBh_9$. **Share of inhabitants answering "yes" to the question related to the mobility behaviour *9*:**
Are you personally willing to pay a small supplement to receive products purchased online by means of cargo-bikes instead of traditional vans?
i) Yes, I've already started to do so
ii) Yes, I'm willing to do so
iii) I need to think more over
iv) No, I'd like to do so but I cannot afford it
v) No I'm not willing to do so

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 propense to the defined behaviours.**
- **Estimation of the indicator**. (see equation below)

EQUATIONS

The indicator should be computed using the following equation:

$$\boldsymbol{PrpCtzShr} = \frac{\sum_1^9 \boldsymbol{ShPrpBh_b}}{\boldsymbol{9}}$$