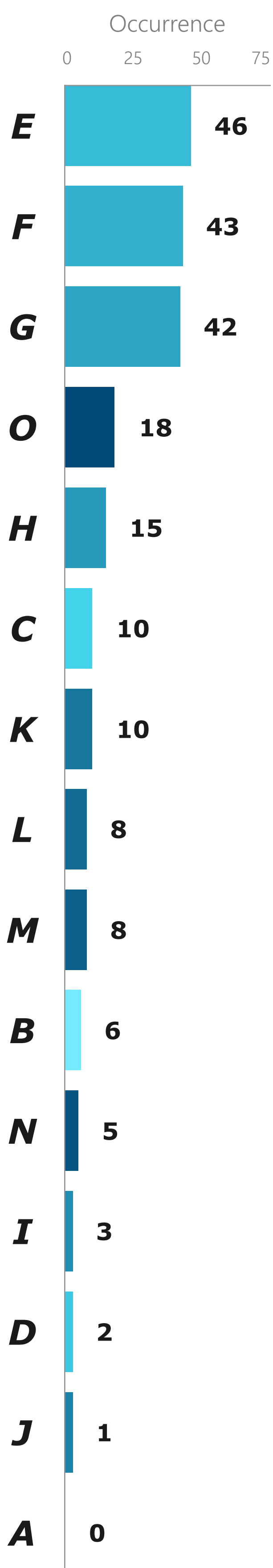
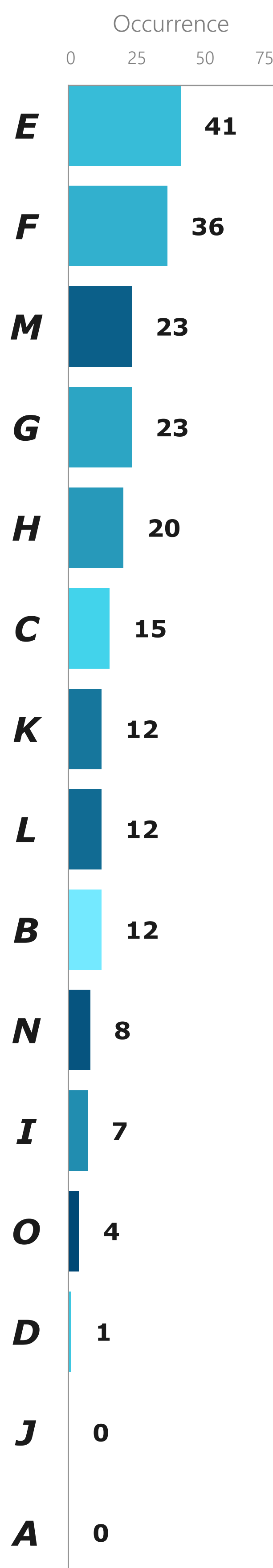


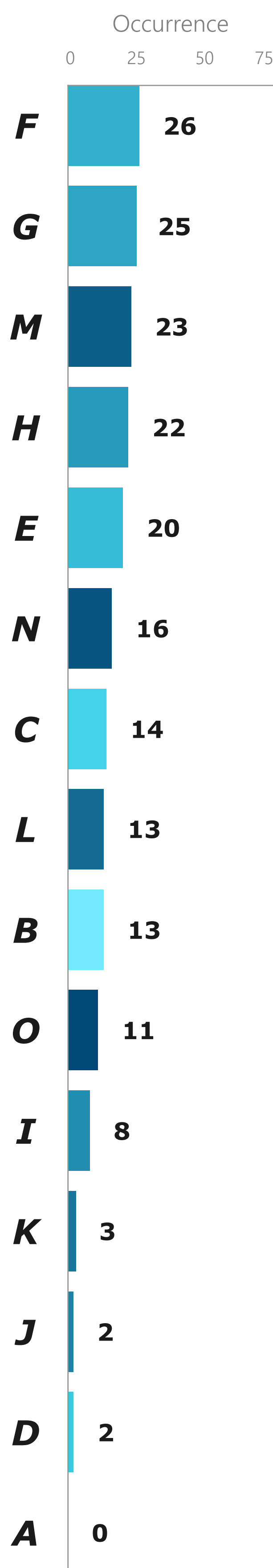
Reason 1



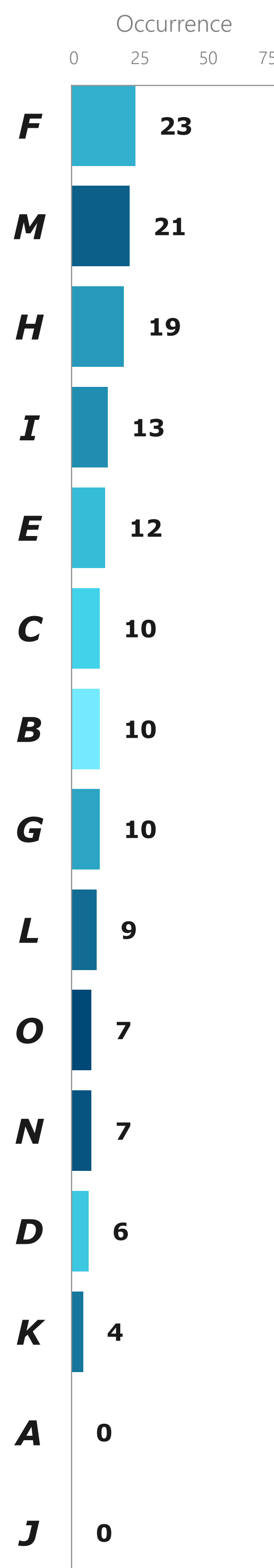
Reason 2



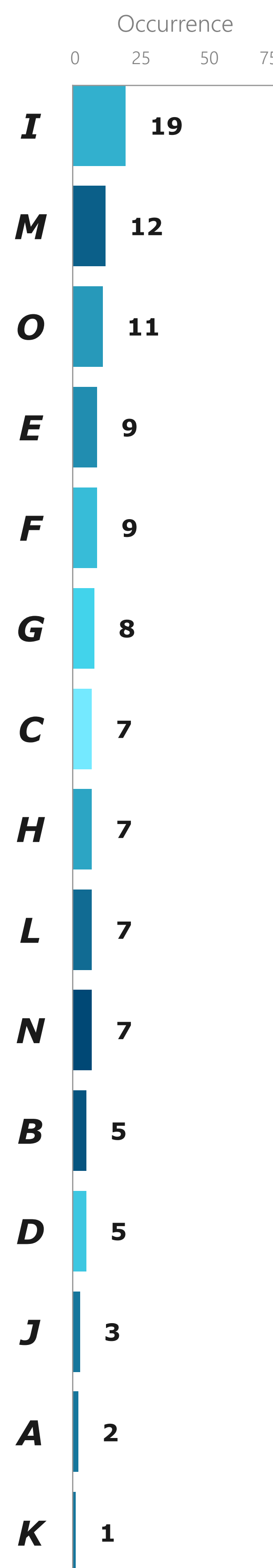
Reason 3



Reason 4



Reason 5



Legend

- ☐ **A** *Word-a-mouth*
- ☐ **B** *Comfort*
- ☐ **C** *Fuel cost*
- ☐ **D** *Curiosity*
- ☐ **E** *Walking distance*

- **F** *Ecological*
- **G** *Flexibility*
- **H** *Sense of freedom*
- **I** *Playful*
- **J** *Mimicry*

- **K** *No alternative*
- **L** *Door-to-door*
- **M** *Get some fresh air*
- **N** *Cycling network*
- **O** *Others*

Reading Guide

Sample: 217 responses

Modal adoption is primarily driven by **the limited range of walking** (*E*), **environmental reasons** (*F*), and **the need for flexibility** (*G*).

These three factors dominate the ranking up to third place, where they give way to secondary motives: The need to **get some fresh air** (*M*) and **the sense of freedom** (*H*). Finally, the economic **cost of fuel and car maintenance** (*C*) as well as **the playful aspect** (*I*) come into play at a later stage.