**Table 2 Attitudinal Factors**

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| --- | --- | --- | --- | --- |
| Attitudinal factor | Independent Millennials | Dependent  Millennials | Generation Xers | Significance\* |
| Weighted case | 689 | 340 | 946 |  |
| Traditional shopper | -0.007 | -0.058 | -0.008 |  |
| Pro exercise | 0.083 | -0.041 | 0.070 |  |
| Pro environmental policies | 0.098 | 0.165 | 0.050 |  |
| Materialism | 0.120 | 0.193 | -0.060 | IM-GX, DM-GX |
| Pleasant commute (reversed) | 0.060 | -0.001 | 0.095 |  |
| Climate change concern | 0.020 | -0.044 | -0.018 |  |
| Pro suburban | -0.064 | -0.147 | 0.008 | DM-GX |
| Established in life | 0.051 | -0.402 | 0.460 | IM-DM, IM-GX, DM-GX |
| Long-term suburbanite | 0.012 | 0.002 | 0.086 |  |
| Must own a car (reversed) | 0.060 | 0.108 | -0.033 | DM-GX |
| Time/mode constrained | 0.021 | -0.026 | 0.075 |  |
| Responsive to environmental effects or the price of travel (reversed) | -0.200 | -0.197 | -0.029 | IM-GX, DM-GX |
| Technology embracing (reversed) | -0.114 | -0.083 | 0.007 | IM-GX |
| Adventure/variety seeker | 0.242 | 0.040 | -0.032 | IM-DM, IM-GX |
| Monochronic | 0.112 | 0.097 | 0.005 | IM-GX |
| Pro social | 0.039 | 0.057 | 0.058 |  |
| Car as a tool | -0.002 | -0.006 | -0.038 |  |
| Internet smartphone lover | 0.215 | 0.133 | -0.010 | IM-GX, DM-GX |
| \* Significance test at p=0.05 level. Weighted t-test is conducted for each factor. "IM-DM" indicates independent millennials differ significantly from dependent millennials, "IM-GX" indicates independent millennials differ significantly from Generation Xers, and "DM-GX" indicates dependent millennials differ significantly from Generation Xers. | | | | |