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**Methodology for data collection
on users mobility needs**

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1. Introduction

Remote regions in central Europe share the same risks and issues related to being at the periphery of main transport networks. Inadequate and under-used services, excessive costs, lack of last-mile services and proper intermodality, poor communication and information to users and car commuting are the challenges that many central European regions face.

The SMACKER project addresses those disparities to promote public transport and mobility services that are demand-responsive and that connect local and regional systems to main corridors and transport nodes.

Within SMACKER mobility issues related to peripheral and rural areas and main barriers are assessed and addressed by providing solutions that draw on the best international know-how. SMACKER promotes demand-responsive transport services to connect local and regional systems to main transport corridors and nodes: soft measures (e.g. behaviour change campaigns) and hard measures (e.g. mobility service pilots) are used to identify and promote eco-friendly solutions for public transport in rural and peripheral areas to achieve more liveable and sustainable environments, better integration of the population to main corridors and better feeding services. SMACKER helps local communities to re-design their transport services according to user needs, through a coordinated co-design process between local/regional partners and stakeholders; SMACKERS also encourages the use of new transport services through motivating and incentivizing campaigns. The direct beneficiaries of the actions are residents, commuters and tourists.

Participation reflects the overall integration of citizens and groups in planning processes and policy decision-making and consequently the share of power. In particular, transport planning and transport relevant measures are often the subject of controversial discussions within the urban community. The concept of Sustainable Urban Mobility Planning has established the principle that the public should be included from the very beginning of the transport planning process and not only when the plans are largely completed and only minor amendments can be carried out. For that reason, public authorities need to open-up debate on this highly specialised and complex subject area and make participation a part of the planning process. In order to ensure participation throughout the process, development of an engagement strategy would be necessary.

This deliverable presents an overview about different methods to collect user needs. This overview will allow each partner and future interested stakeholders to select suitable methods for adjusting pilot actions according to user needs. Especially focus groups and workshops can be used within a Local Mobility Forum (LMF) by the partners of the SMACKER project to collect user mobility needs.

In the first part of this deliverable, rationales for data collection of user needs are described shortly, as well as types of respondents are categorised to show different “backgrounds” of users, which need to be respected by choosing questions for the data collection. Furthermore, different types of data collection and collaboration with users are mentioned. In the second part, a broad explanation of methods for data collection of user needs is given to give an idea about options to choose from. As well as, possible content of data is listed as well as complementary sources of information. This part closes with a questionnaire analysis of the status quo of the data collection in the pilot regions of the SMACKER project.



2. General aspects to consider for a data collection

2.1. Rationale for collection user needs

Reasons of collecting user needs can be manifold:

- Collecting user needs before and after the implementation of an action or measure can be an important source for evaluating impacts of an action or measure, especially regarding long-term developments.
- Another rationale to collect user needs is the option to benchmark different actions/measures e.g. in different countries or regions.
- User needs can also be interesting to know for fine-tuning actions/measures due to the expansion of knowledge.
- Another important reason is an in-depth survey with respondents regarding the action/measure in a panel (same participants are consulted before and after the implementation of a measure to receive in-depth results regarding significance, user needs, change in mobility behaviour and effectiveness of action/measure).
- Regarding data collection and therefore getting in contact with respondents, triggered expectations of respondents need to be considered and the possible scope of action need to be communicated.

2.2. Respondent type

To address the users in a data collection process it is important to categorize different types of respondents to address each type differently and therefore be able to choose the right method to approach each person. Users can be categorized regarding **behaviour**, **framework conditions** and **purpose**. The following tables are an approach to categorize different types of respondents:

Table 1: Respondent type 'behaviour', source: BOKU elaboration

	Respondent type			
	Users		Non-users	
behaviour	without mode alternatives	with mode alternatives	Experienced on PT	non experienced on PT
	satisfied	not satisfied	interested	non-interested



Table 2: Respondent type 'framework condition', source: BOKU elaboration

	Respondent type			
	Users		Non-users	
Framework condition	No car available	Car available	Potential change (no restraints for a mode change)	no change (restraints for a mode change)

Table 3: Respondent type 'purpose', source: BOKU elaboration

	Respondent type					
	Users			Non-users		
purpose	tourists	residents	commuters	tourists	residents	commuters

Regarding **behaviour**, users can be categorised into groups, who do have access to alternative non-motorized modes (e.g. bicycle) and are satisfied and choose to use (flexible) PT or are not satisfied. Another group are those who do not have access to alternative non-motorized mode and therefore choose (flexible) PT and are satisfied and those who are unsatisfied. A further categorisation regarding behaviour is the distinction between non-users that are experienced on (flexible) PT and are interested and those non-users that are experienced on (flexible) PT but are not interested. People who are unexperienced non-users but interested are another group and unexperienced non-users, who are not interested.

Regarding **framework condition**, users can be distinguished towards those who have no car available and therefore use (flexible) PT and those who live in a framework where there is a car available and decide for using (flexible) PT. This is relevant because availability of a car changes the framework condition tremendously.

Non-users, who do not use (flexible) PT due to different framework aspects, can be potential changers (who view (flexible) PT as an option if the offer from (flexible) PT suits their needs and those who do not see a chance for change due to restraints towards (flexible) PT because there is no adequate offer, which fits to their framework condition (e.g. for extremely bulky luggage etc.)

Regarding **purpose**, users and non-users can be assigned to the groups of tourists, residents and commuters.



2.3. Collaboration with users

Working with the users regarding their needs can be done in different ways. One way is to only carry out the data collection without any further collaboration. Another option is to do data collection in a panel (same group of people is asked before and after an action/measure is set). To collaborate can be realized by not only carrying out data collection with the users, but also by further collaborating together with users for the implementation of actions/measures (e.g. first step: data collection, second step: “nudging” participants regarding the use of (flexible) PT). A fourth option is the involvement of users into the action planning and implementation (e.g. via discussion rounds, workshops, etc.).

Table 4: Types of collaboration with users, source: BOKU elaboration

Types of collaboration with users	
Data collection only	➤ Surveying
Panel	➤ Surveying before & after action/measure
Collaboration	➤ Surveying + Action/Measure
Involvement	➤ Surveying + Involvement

2.4. Complementary sources of information concerning user needs

Not only the following methods are a source of information but also operators of mobility services and municipalities/ regions and public organisation can offer valuable data regarding user needs and should be contacted before conducting a survey. Other sources like academic literature and former projects in the region can offer suitable information as well, e.g.:

- a general survey of the satisfaction of target groups with services in general,
- documentation of complaint management,
- surveys/workshops/focus group documentation of older projects in the region.



3. Realisation of data collection

The following chapters will describe different methods of data collection (questionnaires, focus group and workshops), possible content of a data collection, complementary sources of information and a questionnaires analysis regarding the status quo of data collection in the pilot regions of the SMACKER project.

3.1. Methods of data collection

Methods of data collection for understanding user needs can be distinguished between methods for multiple attendees and one-to-one situations. Focus groups and workshops are used to collect user needs from multiple attendees and questionnaires are mainly used in one-to-one formats, but are also sometimes used for the mentioned formats with multiple attendees. Questionnaires can further be distinguished into semi-structured and structured formats and can be used via different channels of communication (face-to-face, telephone, etc.). The following table shows an overview of possible combinations:

Table 5: Overview of methods for data collection, source: Wright, 2010, edited by BOKU

Methods of data collection							
		Face-to-face		Telephone		(E-)Mail	Web survey
		Semi-structured questionnaires	Structured questionnaires	Semi-structured questionnaires	Structured questionnaires	Structured questionnaires	Structured questionnaires
Multiple attendees	Focus group (open or invitation)	✓	✓				
	Workshops	✓	✓				
One-to-one	At home	✓	✓	✓	✓	✓	✓
	On-street/ At-vehicle		✓				
	At destination or interchanging points		✓				
	Recruitment on street/ vehicle/site follow up at household			✓	✓	✓	✓



The following aspects are important to respect during the decision for a specific method:

- It needs to be clarified which is the total population of your target group in the region and how best these are accessible (e.g. registers available, where to meet in public areas, etc.). Based on this, certain users can be selected for a sample.
- To reach different persons of the target groups, different times of the day and different locations need to be used for recruiting (within the regional and time margin of the (planned) measure implementation.
- Different experiences, attitudes etc. regarding user needs should be found out through the data collection. Therefore, it is important to focus on user groups, that are interested at a minimum level and mode changes towards the flexible transport or other sustainable modes are reasonable.
- If sustainable modes are already used by contacted persons, this could be rewarded, especially during data collection phase (e.g. a positive feedback letter). But this should only be done after the interview/contact to avoid bias.
- Generally, no matter which type of respondent is approached, the framework needs to be defined as regards which participants can declare their mobility needs (e.g. user needs/wishes should be connected to “trade-offs” in which participants declare how much they are willing to “pay” so that their user needs/ wishes are connected to their situation and motivation and reveal their beliefs and the importance of a measure). Otherwise the result may be “more and better supply of everything”, which may not be feasible in terms of resources available.
- The following table shall give a rough overview regarding needed time and costs for each method:

Table 6: Need of resources per method, source: BOKU elaboration

Need of resources per method				
Method	Participants	Needed Time	Expected costs	Additional information regarding costs (rough estimation, based on Austrian wage level)
Questionnaire		 to 	€€€	Ca. 40.000€ for 200 net sample
Focus group			€	Ca. 4.500€
Workshop			€	Ca. 4.500€

Depending on:
working hours,
labour costs,
place &
incentives



3.1.1. One-to-one: Questionnaires

Preparation for the survey

A first step is the decision which type of questionnaire is appropriate regarding the topic. Questionnaires can roughly be distinguished between structured and semi-structured.

Semi-structured questionnaires consist of a guideline of questions, which can be asked in a more or less individual sequence, mostly with open questions. The guideline covers certain topics but the depth of the answers is shaped by the interviewee and the interviewer can dig deeper into promising topics the interviewee brings up. This aspect can be an advantage regarding in-depth insights but also a disadvantage regarding the comparability of the answers. Semi-structured questionnaires are not used to be representative but rather for exploring topics, which can act as a starting point for further structured questionnaires as well. They can be used for example in a **local mobility forum**. This would have the advantage that the questioned people do represent a certain function, have some previous knowledge regarding mobility aspects and dispose about some communication skills which can be seen as an advantage.

Structured questionnaires follow a strict structure: mostly but not always, closed questions are asked and therefore different options for answering are given, which the participant has to choose from (predefined answers). The questions are asked in a strict sequence. An advantage is the quick performance and answers are mostly comparable. Structured questionnaires can be provided in written form or via and interviewer.

If questionnaires are used to collect user needs of a broad range of persons, structured questionnaires are a good choice. In this regard, **representativeness** is a key factor for being able to deduce representative results. Due to this, the following aspects need to be considered.

Generally, a sample needs to be **representative**, regarding demographic data and also regarding the relevance of the topic and bias needs to be considered while choosing participants:

- For recruitment of participants or the method itself (questionnaires), contact lists can act as a starting point for getting into contact with participants, but these lists usually do not represent the whole population and this need to be considered, if analysing the results.
- Using a snowball system causes a strong bias due to the fact there is a risk that people who know each more likely share similar opinions.
- To ensure that representativeness is accomplished, the response rate needs to be considered as well (the share of respondents from the sample drawn) and participants need to be encouraged to participate. A low response rate, only gives answers from a specific group of the population, which are very likely not representative for the whole population.

The following **steps** are important to carry out to make sure that the **response rate** is adequate. These steps are especially important if no personal contact is possible (web, mail, e-mail communication etc.):

1. Announcement of survey on local media, for example on the web page of the municipality and the municipal newspaper;
2. Announcement of questionnaire, preferably with the signature of a well-known and honourable person (e.g. mayor) in the region,
3. Sending the questionnaire or an access code (in case of a web survey);
4. Contacting participants again to encourage them to participate and point out the importance of their contribution to the survey;
5. After the date or deadline for reporting, enquire about any difficulties, who may have occurred during the survey and in case the survey is done via (e-) mail, remind to return the results via (e-) mail.



Regarding **representativeness** and to avoid a **bias** for recruitment or by carrying out, the questionnaires itself, the following aspects need to be considered for each **communication channel**:

Face-to-Face

- For face-to-face questionnaires, it is important to select different locations and times of day to reach different users.
- To avoid a bias during the collection of participants, rules of thumb (e.g. every tenth person who crossed the interviewer's view is selected to avoid selection bias of the interviewer).

Telephone

- Questionnaires via telephone can be carried out based on a telephone register but a bias regarding choosing numbers needs to be considered (e.g. are cell phones included, are companies included?) Alternatively, a random dialling software is an alternative.
 - Recruitment and implementation of a questionnaire via telephone can be time-consuming, especially regarding groups that are "hard to reach".
 - The communication channel "telephone" can be used to directly ask questions, to ask some "screening questions" to get to know, if the contacted person is part of the target group. Based on this information the collection channel might be changed (e.g. mailing out, sending an email, sending a link for an online questionnaire). Another option is to use a phone call to make an appointment to conduct the telephone interview at a later stage.

(E-) Mail

- Usually no complete address register for e-mails are available for the target population (eventually if the target groups are students, employees of a specific company or members of an organisation). In case a list of e-mail addresses exists, aspects regarding representativeness need to be considered.
- Regarding surveys via mail: addresses can be bought via the address providers, but representativeness and bias needs to be considered. Alternatively, mail providers usually offers to deliver letters to all households within a given area. In some cases, the municipalities can be helpful as well (by forwarding the letter so the households).

During the survey

Questionnaires can be carried out in different ways regarding the **communication channel** (face-to-face, telephone, (E-) Mail, web survey) and also regarding the number of people who are involved (multiple attendees and one-to-one). Here further distinction can be done regarding the setting in which the questions are asked (focus groups, workshops, at home, public meetings.)

The following aspects describe the different ways in which a questionnaire can be **communicated** and the pros and cons of each method.

Questionnaires from **face-to-face** can suit many occasions. It can be used in settings with multiple attendees but also to survey only single persons. It offers the advantage of being able to request more detailed information, if the participant(s) avoids to answer comprehensively. In case face-to-face questionnaires are done in a semi-structured way, it also offers the option to dig deeper into certain topics, which pop up during the questionnaires. A disadvantage can be the direct interaction between the interviewer and the participant: participants might be hesitating to answer correctly due to the social situation during the questionnaire. Therefore, face-to-face questionnaires need to be well thought out and interviewers need to be well trained.



Questionnaires by **telephone** are used for interviewing persons without direct contact, but keeping the option to stay interactive. This can either be done by “just” calling selected or randomly selected persons or by making a first contact on the street, site or vehicle. An advantage is that, due to the social interaction, comprehensive questions can be asked by the interviewee, in case a question is misunderstood. A disadvantage can be that questions aren’t answered correctly due to the social situation, although this aspect might be less relevant as for a face-to-face questionnaire. Interviewers need to be trustworthy and reliable. Questionnaires by telephone can be undertaken in a structured or semi-structured way, therefore the advantages and disadvantages as above apply.

Questionnaires by **(E-) Mail** and web survey are used for interviewing persons without interactive contact. This can either be done by “just” mailing to selected or randomly selected persons or by making a first contact on the street, site or vehicle for recruitment. Questionnaires by (E-) Mail and web survey are mostly done in a structured way due to comparability and the non-existent option to ask clarifying questions to the interviewee.

- An advantage of questionnaires by (E-) Mail can be that interviewee is familiar with the used standard. But because the interviewee has to return his/her answers, more “work” is necessary by the interviewee and therefore the risks of errors on non-response increase. An advantage of questionnaires by (E-) Mail and web survey can be privacy: interviewees can answer the questions without the fear of social judgment due to the missing interviewer.
- A disadvantage for (E-) mail and web survey questionnaires is that no interviewer is available to be asked questions in case a question is unclear. Due to this, the questions, possible answers and structure of the questionnaire need to be very precisely self-explaining and explicit. It also needs to be considered that not all people are able to use a computer or are illiterate and therefore this kind of questionnaire might only reach a certain group of people (studies confirm there is always a bias of degree of education among the respondents).

After the survey

The analysis and evaluation of questionnaires takes time, which is an important aspect to be consider regarding to the schedule. Open answers need to be classified at first to be able to analyse the data. If bias is obvious and representativeness is needed, weighting and crossing up procedures need to be considered.



Table 7: Process of method 'Questionnaire', source: BOKU elaboration

Process of method 'Questionnaire'		
	To Do's questionnaire	In detail
Before	Definition of target group	<ul style="list-style-type: none"> • Representative • Avoiding bias
	Decision about questionnaire design	<ul style="list-style-type: none"> • structured or semi-structured
	Recruitment/ Invitation	<ul style="list-style-type: none"> • Face-to-face • Telephone • (E-) Mail • Web page
During	Procedure	<ul style="list-style-type: none"> • Recruitment/ Invitation
		<ul style="list-style-type: none"> • Encouragement of participants
		<ul style="list-style-type: none"> • Interview/ Questionnaire
		<ul style="list-style-type: none"> • Repeated inquiry about difficulties & reminder so send questionnaire back
After	Analysis	<ul style="list-style-type: none"> • Weighting • Classification of answers • Process data



3.1.2. Multiple attendees: Focus groups

Focus groups are invited groups of usually five to twelve or participants who discuss their beliefs, attitudes and opinions in a moderated discussion round. These participants could be from the **local mobility forum**. This would have the advantage that the questioned people do represent a certain function, have some previous knowledge regarding mobility aspects and dispose about some communication skills which can be seen as an advantage. For the focus group, a neutral moderator prepares an interview guide. Questionnaires can be part of a focus group in a structured or semi-structured way but are not the only method to collect beliefs, attitudes and opinions. Due to the open characteristic of this technique, it is an interactive and discursive format between the respondents as well. Another option is to do a mixed method approach. First, a focus group takes place and after the evaluation of the focus group, a quantitative questionnaire is carried out.

The undertaking of a focus groups needs to be planned well and therefore the following aspects/ steps describe the process and act as a guideline.

Preparation for the focus group

The definition of the target group is the first step for the creation of a focus group. Therefore, the following aspects are important to consider.

Preferably the **target group** is representative regarding demographic aspects (age, education, gender) and has direct relation to the topic (experience/needs) and are therefore relevant for the focus group. The participants are relevant for target region, e.g.: local knowledge of the region (e.g. residents), their work place is in the region (e.g. commuters) or are tourists in the region. The participants use or use not (flexible) transport, this aspect depends on the topic of the focus group. If possible as known in advance, extreme types of “characters” (“chatterboxes” vs. silent people) shall not be invited to the focus group due to negative group dynamics.

For the **recruitment** of participants different stakeholders can help to contact, like the local municipality, mobility agency, schools, work places, club associations, doctors/hospitals/ social services, local events, tourist accommodation, tourist information and PT/ mobility operators.

Enclosed to the **invitation**, a declaration of consent (regarding audio recording, usage of gathered information etc.) is necessary and also a clarification of expectations, so participants know what to expect from the focus group and what not.

While choosing a **location** for the focus group, an examination of accessibility is necessary so that every participant is able to access the building and participate.

During the focus group

While the focus group takes place, the following aspects regarding the **framework** shall be helpful to keep in mind.

The duration of the event shall not be more than three hours (including breaks) and a schedule is important to keep in mind all discussable topics and to give a structure. The presentation of the schedule will help participants to have an overview. A neutral moderator is very important because of his role to coordinate the discussion and make sure that all participants get a chance to speak. A documentation of the spoken and unspoken aspects is important as well, to gain as much information as possible from the event.

A focus group can be **procedured** the following way.

During the **welcome and warm up**, the topic is explained and an explanation of the schedule is given. This is followed by a round of **introduction** in which participants introduce themselves and their reason for participation and their expectations. The **schedule** can be divided into a first thematic block (e.g. mobility



behaviour & barriers), a coffee break and a second thematic block (e.g. mobility needs). **Helpful tools** for the moderator during the focus group can be: interview guide, moderation cards, flip chart and possibly “points” for the flip chart.

After the focus group

After the focus group has taken place, the reflexion of the content and evaluation of the procedure is important to gain information about the effectiveness of this measure.

Table 8: Process of method 'Focus group' I, source: BOKU elaboration

Process of method 'focus group' I		
To Do's focus group		In detail
Before	Definition of target group	<ul style="list-style-type: none"> • Representative target group (Age, gender, education) • (Non-) Users of (flexible) transport: depends on the topic of the focus group • If possible, extreme types of “characters” (“chatterboxes” vs. silent people) shall not be invited to focus group due to negative group dynamics
	Recruitment	<ul style="list-style-type: none"> • Local municipality • Mobility Agency • Schools • Work places • Club associations • Doctors/hospitals/ social services • Local events • Tourist accommodation • Tourist information • PT/ mobility operator
	Invitation	<ul style="list-style-type: none"> • Clarification of expectations • Declaration of consent (regarding audio recording, usage of gathered information etc.) • Examination of accessibility of location



Table 9: Process of method 'Focus group' II, source: BOKU elaboration

Process of method 'focus group' II		
To Do's focus group		In detail
During	Framework	<ul style="list-style-type: none"> • Duration: max. 3 hours (including break) • Neutral moderator • Schedule • Documentation of spoken & unspoken happen within focus group
		<ul style="list-style-type: none"> • Welcome • Explanation of procedure & topic related content • Round of introduction • Clarification of expectations • Thematic block I (e.g. mobility behaviour & barriers) • Coffee break • Thematic block II (e.g. mobility needs)
		<ul style="list-style-type: none"> • Interview guide • Moderation card • Flip chart + Possibly "points" or flip chart
After	Reflexion of content	
	Evaluation and documentation	

3.1.3. Multiple attendees: Workshops

Workshops have the objective to work intensively on a topic and produce an outcome under the guidance of a moderator¹. Outcomes of the workshop can be: e.g. an action plan, a road map, the development of concepts or a collaborative decision making etc. The moderator is important to structure the dialogue/ discussions but also to eliminate uncertainties regarding the process and content. The moderator also summarises the results during the workshop. Questionnaires can be part of a workshop in a structured or semi-structured way but are not the only method to receive an outcome. Workshops provide an open atmosphere for dialogue and suit small groups from 3 to 15 people. Participants of a workshop can be participants of a **local mobility forum**. This would have the advantage that the questioned people do represent a certain function, have some previous knowledge regarding mobility aspects and dispose about some communication skills which can be seen as an advantage.

The following aspects provide a guideline for undertaking a workshop.

Preparation for the Workshop

Before the workshop takes place, a definition of the **aim** of the workshop is necessary to prepare the workshop precisely and need to be communicated to (potential) attendants. The next step is the definition

¹ Source: Bundesverwaltungsamt (2018)



of the **target group**. Possible participants are stakeholders or experts, depending on the topic. Participant need to be relevant for the aim of the workshop and the invited group should be representative regarding user needs (different stakeholders). In case decision-making is necessary stakeholders shall also be **decision-makers**, in case the workshop is designed to enable an expert discussion or brainstorming, stakeholders should have **professional expertise**.

The preparation of the workshop also includes the examination of **the venue**, for which **accessibility** needs to be considered. Also a **schedule, questions and tools** (pinboard/ flip chart, moderation questions, pens, laptop/beamer, screens, etc.) for the workshops need to be designed by the moderator prior the event.

During the Workshop

While the workshop takes place, the following aspects shall be helpful to keep in mind. The procedure of the workshop can be planned as followed: first, an introduction round takes place where the moderator explains his/her role and participants introduce themselves. After that, the moderator explains the topic of the workshop, the schedule and “rules” for a fair dialogue. Keynote presentations can introduce into the topic and/or the current situation of the target region and/or the current status of a specific strategy/policy. After this, the work on the topic starts, either in smaller groups or the whole group of participants works together, this depends on the topic of the workshop. The work process is managed by the moderator. In the last part of the workshop, the moderator summarizes the compiled results, ideally an action plan or to do list. A documentation of the results is necessary, which can either be done by the moderator or by a co-moderator.

After the Workshop

After the workshop, the results are documented. The effectiveness of the workshop can be evaluated *ad-hoc*, but better after some time in comparison to the action plans/to do list decided.



Table 10: Process of method 'Workshop', source: BOKU elaboration

Process of method 'workshop'		
	To Do's Workshop	In detail
Before	Definition of objective	
	Definition of target group	<ul style="list-style-type: none"> • decision makers • experts
	Search for location	<ul style="list-style-type: none"> • examination of accessibility of location
	Invitation	
	Preparation of questions, schedule & tools	
During	Procedure	<ul style="list-style-type: none"> • introduction via moderator
		<ul style="list-style-type: none"> • introduction round from participants
		<ul style="list-style-type: none"> • explanation of topic, input through presentations
		<ul style="list-style-type: none"> • work on topic by participants with moderator
		<ul style="list-style-type: none"> • summary of results by the moderator
After	Documentation of outcome	



3.2. Content of data collection

To give a general overview about the content of data to collect user needs and mobility behaviour, the following topics are presented (not exhaustive).

Table 11: General content of data collection I, source: BOKU elaboration

General content of data collection I		
Social demographic data	general	<ul style="list-style-type: none"> - age: elderly, young people etc. - gender: behaviour of women and men - household structure and size or family composition: multi person household, single person household - medical condition or disability affecting ability to travel - working and living patterns or labour conditions: being retired or active working e.g. employed; other non-employed; retired; unemployed; home duties; student - income - education level - free time / time availability
Attitude	general	<ul style="list-style-type: none"> - Likert scale (preference regarding statement) - sustainability - mobility - a concrete policy/strategy/project
Mobility	spatial aspects	- living area type: urban/ rural, metropolitan/ non-metropolitan: the mobility patterns may differ at different spatial levels (e.g. urban, peri-urban, rural, regional, national, European, etc.).
	access to PT	<ul style="list-style-type: none"> - travel time - proximity to (flexible) PT infrastructure (by foot, by bicycle) - Smartphone or mobile availability - Season ticket for (flexible) PT



Table 12: General content of data collection II, source: BOKU elaboration

Content of data collection II		
Mobility	stated/revealed behaviour	<ul style="list-style-type: none"> - purpose/ scope of trip: e.g. leisure activities, recreation and social life, such as accompanying and visiting activities/friends-relatives, work, shopping, education, etc. - frequency of travel: number of trips in a standard week, (e.g. never, rarely, once a month, once a week, 2 or 3 times a week, every day) - modes of transport mainly utilised (in case of more than one mode of transport it is necessary to indicate the sequence of different modes e.g. by bike to reach the railway station and then by train to reach the final destination) - flexibility to use other modes - reason of non-use of alternative transport modes (closed answer) - time of return
	freedom of choice (alternatives)	<ul style="list-style-type: none"> - car ownership level - car availability - option of co-driving - mode availability and parking - costs - possible alternative transport modes

The set of questions for data collection of course is dependent on the specific measure or strategy. Ideally, the information collected can be used for the evaluation as well. The following tables show in yellow topics of content, which needs to be added to the general content from the table above to receive feedback from different user types.

Table 13: Specific content of data collection for respondents regarding 'behaviour', source: BOKU elaboration

	Types of respondents			
	Users		Non-users	
behaviour	without mode alternatives ➤ planned services	with mode alternatives ➤ planned services ➤ Positive factors for using	experienced	non experienced
	satisfied ➤ positive factors for using	non satisfied ➤ planned services ➤ negative factors of using ➤ reasons for usage	interested ➤ missing services ➤ missing information ➤ missing motivation	non-interested ➤ factors for not using PT



Table 14: Specific content of data collection for respondents regarding 'framework condition'
source: BOKU elaboration

	Types of respondents			
	Users		Non-users	
Framework condition	no car available	car available	potential change (no restraints for a change)	no change (restraints for a change)
	<ul style="list-style-type: none"> ➤ positive factors for using PT if alternatives were available 	<ul style="list-style-type: none"> ➤ planned services ➤ positive factors for using PT 	<ul style="list-style-type: none"> ➤ factors or needs for a change 	<ul style="list-style-type: none"> ➤ reason for not using PT

Table 15: Specific content of data collection for respondents regarding 'purpose'
source: BOKU elaboration

	Types of respondents					
	Users			Non-users		
purpose	tourists	residents	commuters	tourists	residents	commuters
	<ul style="list-style-type: none"> ➤ planned services (further usage) <ul style="list-style-type: none"> ➤ reasons for usage ➤ source of information ➤ missing information/ services 			<ul style="list-style-type: none"> ➤ potential factors for PT usage ➤ source of information/knowledge/missing information <ul style="list-style-type: none"> ➤ reason for not using PT 		



3.3. Questionnaire analysis & conclusion regarding data collection on user mobility needs in the SMACKER regions

SMACKER pilot actions will be implemented in six European regions:

- Austria: East Tyrol;
- Czech republic: Prague - Suchdol;
- Hungary: Budapest;
- Italy: Alto-Reno;
- Poland: Chwarzno - Wiczlino;
- Slovenia: Murska Sobota.

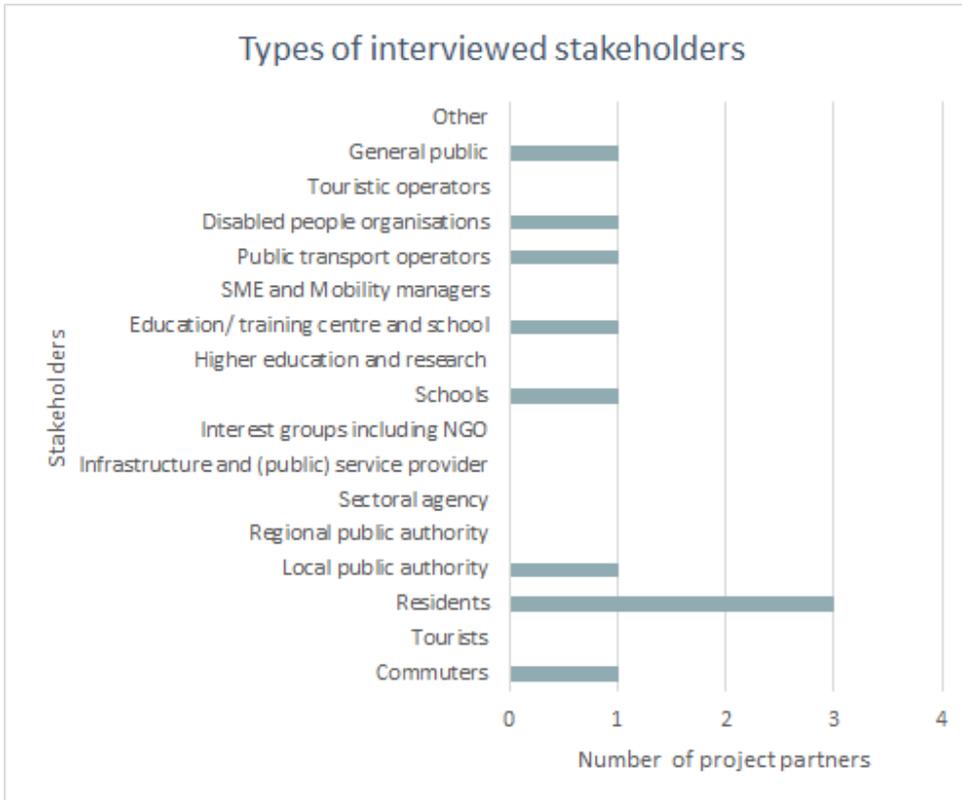
To gain insights into the state of the data collection in the regions for pilot action, a questionnaire was sent out to the pilot regions. With this questionnaire, the project partners reflected about previous data collection in their region and if this previous data collections are useful for the SMACKER project to gain insights into user mobility needs.

Almost all pilot regions, except from Budapest and Prague-Suchdol, do have previous data collection, which can be used for the SMACKER project. The pilot regions who do have a previous data collection, all used a structured questionnaire. In Murska Sobota additionally a public discussions was carried out. The questionnaires were all carried out by telephone. Additionally in East Tyrol the survey was also carried out via mail (due to a two-step procedure) and in Gdynia questionnaires additionally were carried out face-to-face.



Almost all pilot regions the interviewed persons were residents. Except from that, the following stakeholders were interviewed in some of the regions: Commuters, local public authority, schools, education, public transport operators, disabled people organisations, general public.

Figure 1: Types of interviewed stakeholders, source: BOKU elaboration



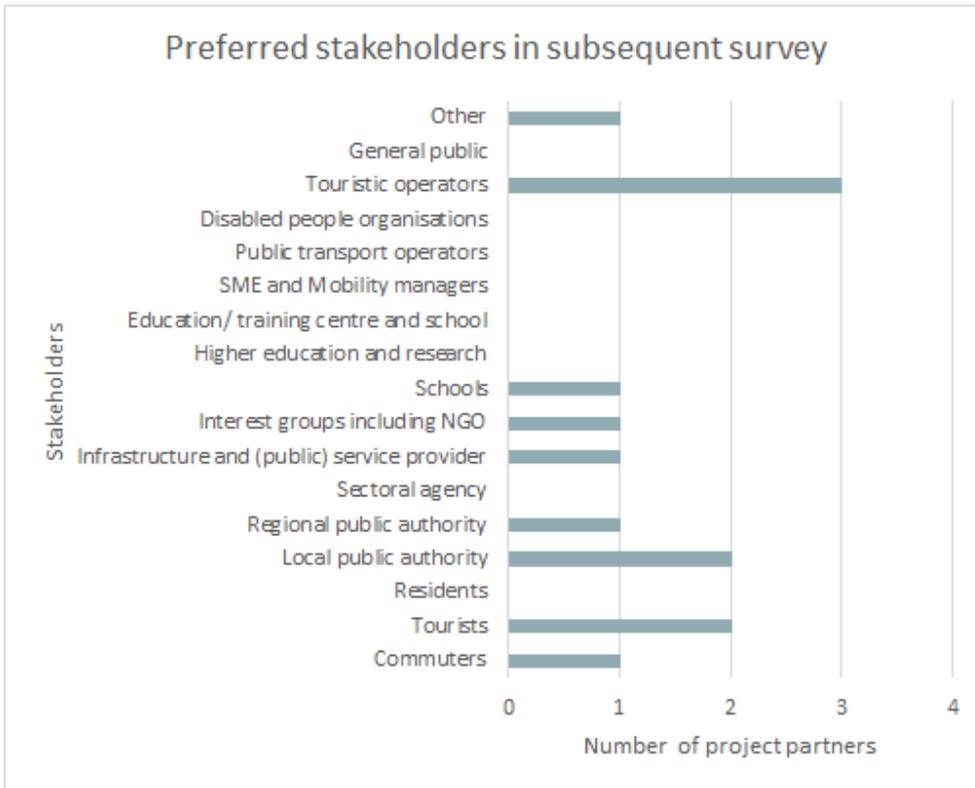
The net sample size was different in each pilot region, ranging from 100 in Gdynia, to 300 in East Tyrol to 1.346 in Murska Sobota and over 2.000 in Alto Reno, which can be traced to different number of inhabitants.

The previous data collection have relevance for the SMACKER project due to the fact that they portray basic demands and expectations in Murska Sobota, mobility habits in Alto Reno, Gdynia and East Tyrol, as well as the willingness to use DRT and potential share of users of DRT in East Tyrol and preferences in Gdynia. All of these aspects prepare a basis for the following pilot action in the regions.



The project partners from the regions with previous data collection stated that they would include the following stakeholders, in case a subsequent survey would be done: commuters, tourists, regional public authority, infrastructure and (public) service provider, SME and Mobility managers, interest groups including NGO, tourist operators. Tourist operators were stated by most pilot regions.

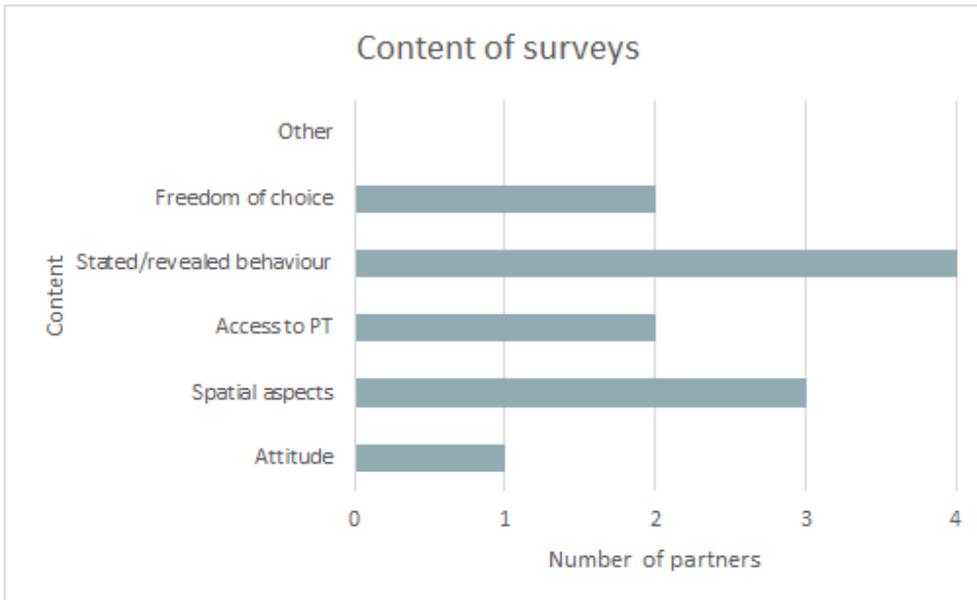
Figure 2: Preferred stakeholders in subsequent survey, Source: BOKU elaboration





In all the previous data collection from the partners, stated/revealed mobility behaviour was asked, like purpose of trips, frequency of travel, mode of transport and reasons for (non-) usage etc. Also spatial aspects were asked by in almost all data collections except from Murska Sobota. In East Tyrol and Gdynia access to public transport and freedom of choice was asked as well. In East Tyrol attitudes (e.g regarding sustainability, mobility etc.) were asked as well.

Figure 3: Content of surveys, Source: BOKU elaboration



Conclusions

The conclusion regarding the state of the data collection on user mobility needs in the SMACKER regions is the following: most of the regions do have previous data collection, which they can use for the SMACKER project. These data collections were done by questionnaires via telephone and some regions did use further methods and channels to reach respondents. The vast majority of interviewed stakeholders were residents but mostly further stakeholders were questioned as well, which differs from region to region. The majority of the data collection focussed on stated/revealed mobility behaviour and again some regions did ask the respondents about further aspects.

In case there is no previous data collection regarding user mobility needs, the project partners will select an appropriate method from this deliverable. The LMF can play a crucial role regarding the collection of user mobility needs, e.g. the methods "focus group" and "workshop" can be used perfectly within a LMF due to the fact that stakeholders at the LMF represent certain groups, which are relevant for the user mobility needs and pilot action and therefore can offer valuable insights.



4. References

Bundesverwaltungsamt, 2018. 6.1.9 Workshop/Moderation. [Online]. Available at: https://www.orghandbuch.de/OHB/DE/Organisationshandbuch/6_MethodenTechniken/61_Erhebungstechniken/619_WorkshopModeration/workshopmoderation-node.html (Accessed: 18.09.2019)

Wright Steve (2010), Flexible Transport Services and ICT platform for Eco-Mobility in urban and rural European areas, Cross Site Data Collection Plan, DRAFT, FLIPPER Project - INTERREG IVC, July 2010.



5. Annexes

The annexes provide the questionnaire for the project partners, which was used to describe the status quo of the data collection in each region of the SMACKER project, as well as two examples of questionnaires for collecting mobility needs and behaviour, one in German language, one in English language. The questionnaire for the project partners (Annex 1), shall give insight into what information the project partners were asked to provide. The questionnaire in German (Annex 2), shall give an insight into a questionnaire which can be used before a pilot action is implemented. The questionnaire in English shall provide an example for a questionnaire which can be used after e.g. a pilot action is implemented (Annex 3).



5.1. Annex 1 - Questionnaire for Partners

Questionnaire for project partners regarding previous data collection	
1) Partner (filling-in the questionnaire)	
2) Pilot region	
3) Is there an existing data collection for user needs from the last 10 years for the region? Multiple answers possible.	
If YES please clarify how the data collection was carried out:	
<input type="checkbox"/> Focus groups <input type="checkbox"/> Workshops <input type="checkbox"/> Questionnaire <input type="checkbox"/> Other: _____	
4) In case of a questionnaire: What was the structure like? Multiple answers possible.	
<input type="checkbox"/> Structured <input type="checkbox"/> Semi-structured	
5) In case of a questionnaire: How was it carried out? Multiple answers possible.	
<input type="checkbox"/> Face-to-Face <input type="checkbox"/> Telephone <input type="checkbox"/> (E-) Mail <input type="checkbox"/> Web survey <input type="checkbox"/> Other: _____	
6) Which stakeholders took part in the survey? Multiple answers possible.	
<input type="checkbox"/> Commuters <input type="checkbox"/> Tourists <input type="checkbox"/> Residents: What type of residents? _____ <input type="checkbox"/> Local public authority <input type="checkbox"/> Regional public authority <input type="checkbox"/> Sectoral agency <input type="checkbox"/> Infrastructure and (public) service provider <input type="checkbox"/> Interest groups including NGOs	



Please specify which groups _____

- Schools
- Higher education and research
- Education/training centre and school
- SME and Mobility Managers
- Public Transport Operators
- Disabled people organizations
- Touristic Operators
- General public
- other: _____

7) How many people were interviewed/ participating during the data collection? (Net sample size, participants etc.)

8) How does the survey have relevance for SMACKER? Please describe.

9) Which stakeholders were not part of the survey but should be included in the next survey?
 Multiple answers possible.

- Commuters
- Tourists
- Residents: What type of residents? _____
- Local public authority
- Regional public authority
- Sectoral agency
- Infrastructure and (public) service provider
- Interest groups including NGOs

Please specify which groups _____

- Schools
- Higher education and research
- Education/training centre and school
- SME and Mobility Managers
- Public Transport Operators



- Disabled people organizations
- Touristic Operators
- Public Transport Operators
- General public
- other: _____

10) What was the content of the survey? Multiple answers possible.

- Social demographic data
- Attitude (regarding sustainability, mobility etc.)
- Mobility
 - Spatial aspects (urban/rural)
 - Access to PT (travel time, proximity, availability of car etc.)
 - Stated/revealed behaviour
(purpose of trip, frequency of travel, mode of transport, reasons for non-usage of alternatives etc.)
 - Freedom of choice (Car availability, Co-driving, alternative transport modes)
 - Other: _____

11) Additional ideas, questions, suggestions.



5.2. Annex 2 - Example for questionnaire/survey in German

FLIPPER Project - 0126R1

Feasibility Study Defereggental

8 ANHANG

MOBILITÄTSERHEBUNG	Universität für Bodenkultur Wien Institut für Verkehrswesen Peter Jordan Straße 82 1190 Wien	FB-Nr.:
<p>HINWEISE ▶ Bitte füllen Sie zuerst diesen Haushaltsbogen, dann die Personenfragebögen genau aus!</p> <p>▶ Beantworten Sie zuerst die Fragen auf dieser Seite des Haushaltsbogens. Anschließend füllen Sie bitte für alle Personen in Ihrem Haushalt, die 6 Jahre und älter sind, die Fragen auf der Innenseite des Haushaltsbogens aus!</p> <p>▶ Lesen Sie bitte genau die Hinweise auf dem Erläuterungsblatt, bevor Sie die Personenfragebögen ausfüllen!</p>		

HAUSHALTSBOGEN	
Zum Haushalt gehören alle Personen (Sie selbst eingeschlossen), die ständig mit Ihnen zusammenleben. Ein Haushalt kann aus einer Person bestehen (Einpersonenhaushalt).	
<p>Wieviele Personen leben ständig in Ihrem Haushalt, Sie selbst mit eingeschlossen? Anzahl der Personen insgesamt: <input style="width: 40px;" type="text"/></p> <p>davon Personen unter 3 Jahren: <input style="width: 40px;" type="text"/> von 3 bis unter 6 Jahren: <input style="width: 40px;" type="text"/> Besuch einer Kinderbetreuungseinrichtung (Kindergarten, -krippe oder Tagesmutter)? Ja <input type="checkbox"/> Nein <input type="checkbox"/></p>	
<p>Wieviele PKW, Kombi, MiniVans und Kleinbusse (bis 9 Sitzplätze inkl. Lenker) sind in Ihrem Haushalt insgesamt vorhanden? <input style="width: 40px;" type="text"/></p>	
<p>Wie weit von Ihrer Wohnung entfernt liegt die nächste Autobushaltestelle? <input style="width: 40px;" type="text"/> m → Welches ist die nächste Autobushaltestelle? <input style="width: 150px;" type="text"/> <small>(Bitte geben Sie den Namen der Haltestelle an!)</small></p>	
<p>Haben Sie in Ihrem Haushalt ein Telefon? Ja <input type="checkbox"/> Nein <input type="checkbox"/> Festnetz <input type="checkbox"/> Mobilfunk <input type="checkbox"/></p>	
<p>Haben Sie in Ihrem Haushalt einen Computer? Ja <input type="checkbox"/> Nein <input type="checkbox"/> Mit Internetzugang? Ja <input type="checkbox"/> Nein <input type="checkbox"/></p>	

BITTE BEANTWORTEN SIE JETZT DIE NACHFOLGENDEN FRAGEN FÜR ALLE HAUSHALTSMITGLIEDER, DIE 6 JAHRE UND ÄLTER SIND					
PERSONEN IM HAUSHALT AB 6 JAHREN	Älteste Person	Zweitälteste Person	Drittälteste Person	Viertälteste Person	Fünftälteste Person
Laufende Nummer der Person	1	2	3	4	5
ANGABEN ZUR PERSON	<p>Vorname: <input style="width: 100%; height: 20px;" type="text"/></p> <p>Geschlecht: männl. <input type="checkbox"/> weibl. <input type="checkbox"/></p> <p>Geburtsjahr: <input style="width: 40px;" type="text"/></p>				
FAMILIENSTAND	<p>Ledig <input type="checkbox"/></p> <p>Verheiratet <input type="checkbox"/></p> <p>Verwitwet <input type="checkbox"/></p> <p>Geschieden <input type="checkbox"/></p>				
BERUF	<p>Haushalt <input type="checkbox"/></p> <p>Schule / Studium <input type="checkbox"/></p> <p>In Berufsausbildung / Lehre <input type="checkbox"/></p> <p>Pensionist / Rentner <input type="checkbox"/></p> <p>Derzeit arbeitslos / auf Arbeitssuche <input type="checkbox"/></p> <p>Karenz <input type="checkbox"/></p> <p>Präsenzdienst / Zivildienst <input type="checkbox"/></p> <p>Selbständige / freie Berufe <input type="checkbox"/></p> <p>Leitende Angestellte / Beamte <input type="checkbox"/></p> <p>Sonstige Angestellte / Beamte <input type="checkbox"/></p> <p>Facharbeiter <input type="checkbox"/></p> <p>Andere Arbeiter <input type="checkbox"/></p> <p>Landwirte <input type="checkbox"/></p>				
BITTE BEANTWORTEN SIE JETZT DIE FRAGEN AUF DER INNENSEITE DES HAUSHALTSBOGENS!					



BITTE BEANTWORTEN SIE JETZT DIE NACHFOLGENDEN FRAGEN FÜR ALLE HAUSHALTSMITGLIEDER, DIE 6 JAHRE UND ÄLTER SIND					
PERSONEN IM HAUSHALT AB 6 JAHREN	Älteste Person	Zweitälteste Person	Drittälteste Person	Viertälteste Person	Fünftälteste Person
Laufende Nummer der Person	1	2	3	4	5
Vorname					
BERUFSTÄTIGKEIT / ERWERBSTÄTIGKEIT					
Voll erwerbstätig (mehr als 30 Wochenstunden)	<input type="checkbox"/>				
Teilweise erwerbstätig (bis 30 Wochenstunden)	<input type="checkbox"/>				
Nicht erwerbstätig	<input type="checkbox"/>				
HÖCHSTER SCHULABSCHLUSS					
Volks- / Hauptschule ohne Lehre	<input type="checkbox"/>				
Volks- / Hauptschule mit Lehre, Fachschule	<input type="checkbox"/>				
Matura	<input type="checkbox"/>				
Hochschule / Universität	<input type="checkbox"/>				
FÜHRERSCHEINBESITZ					
Besitzen Sie einen Führerschein für PKW?	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
FAHRZEUGBESITZ (für private Nutzung)					
PKW, Kombi (1 - 5 Sitzpl.)	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
MiniVan, Kleinbus (6 - 9 Sitzpl.)	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
Moped, Motorrad	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
Fahrrad	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
Sonstiges, und zwar:	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
FAHRZEUGNUTZUNG					
Wird ein im Haushalt vorhandener PKW, Kombi, MiniVan oder Kleinbus hauptsächlich von Ihnen als Lenker benutzt?	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
BESITZ VON ERMÄSSIGUNGSKARTEN FÜR ÖFFENTLICHE VERKEHRSMITTEL					
Keine	<input type="checkbox"/>				
Halbpreispass, Vorteilscard	<input type="checkbox"/>				
Wochenkarte	<input type="checkbox"/>				
Monatskarte	<input type="checkbox"/>				
Jahreskarte	<input type="checkbox"/>				
Schülerfreifahrt	<input type="checkbox"/>				
Andere Ermäßigungskarte, und zwar:	<input type="checkbox"/>				
In welchem der folgenden Geschäfte haben Sie im letzten Monat in eingekauft?					
Kleines Lebensmittelgeschäft, Greißlerei	<input type="checkbox"/>				
Supermarkt	<input type="checkbox"/>				
Tankstellenshop (für Lebensmittel)	<input type="checkbox"/>				
Bäckerei, Fleischerei	<input type="checkbox"/>				
Bauernhof, Bauernmarkt	<input type="checkbox"/>				
Drogerie(-markt)	<input type="checkbox"/>				
Trafik, Papierhandlung	<input type="checkbox"/>				
Versandhandel, Hauszustellung	<input type="checkbox"/>				
Welche Ämter haben Sie im letzten Monat besucht?					
Welche Ärzte haben Sie im letzten Monat in Anspruch genommen?					
Praktischer Arzt	<input type="checkbox"/>				
Facharzt	<input type="checkbox"/>				
Welche fremde Hilfe haben Sie im alltäglichen Leben im letzten Monat in Anspruch genommen?					
Familie, Freunde, Nachbarn	<input type="checkbox"/>				
Sonstige (Essen auf Rädern, Hauskrankendienst)	<input type="checkbox"/>				
Haben Sie im letzten Monat das Internet benutzt?	Ja <input type="checkbox"/> Nein <input type="checkbox"/>				
Welche Einrichtungen und Veranstaltungen haben Sie im letzten Monat besucht?					
Kirche	<input type="checkbox"/>				
Kultur, Unterhaltung (Musik, Kino, Museum,...)	<input type="checkbox"/>				
Sportstätten	<input type="checkbox"/>				
Feste, Veranstaltungen in der Gemeinde	<input type="checkbox"/>				
Sonstige, und zwar:	<input type="checkbox"/>				

Am ERLÄUTERUNGSBLATT finden Sie wichtige Hinweise für das weitere Vorgehen!



PERSONEN-FRAGEBOGEN	Für _____ ausfüllen!		
Bitte Nummer der Person aus dem Haushaltsbogen eintragen! <input style="width: 50px;" type="text"/> Vorname: <input style="width: 100px;" type="text"/>	Waren Sie an diesem Tag außer Haus? <input type="checkbox"/> Ja <input type="checkbox"/> Nein, weil: _____ (Bitte Grund angeben!)		
	War der Ausgangspunkt Ihres ersten Weges Ihre Wohnung? <input type="checkbox"/> Ja <input type="checkbox"/> Nein, sondern: _____ Adresse des Ausgangspunktes: _____ (Straße, Nr. - Gemeinde)		
Um wieviel UHR haben Sie diesen Weg begonnen? Zu welchem ZWECK haben Sie diesen Weg unternommen?	ERSTER WEG BEGINN _____ (Uhrzeit) ZWECK Arbeitsplatz <input type="checkbox"/> Dienstl./geschäftl. <input type="checkbox"/> Ausbildung/Schule <input type="checkbox"/> Einkauf <input type="checkbox"/> Nahrungsmittel <input type="checkbox"/> Sonstiges <input type="checkbox"/> Personentransport <input type="checkbox"/> Erholung, Besuch <input type="checkbox"/> Nach Hause <input type="checkbox"/> Anderes, und zwar: _____	ZWEITER WEG BEGINN _____ (Uhrzeit) ZWECK Arbeitsplatz <input type="checkbox"/> Dienstl./geschäftl. <input type="checkbox"/> Ausbildung/Schule <input type="checkbox"/> Einkauf <input type="checkbox"/> Nahrungsmittel <input type="checkbox"/> Sonstiges <input type="checkbox"/> Personentransport <input type="checkbox"/> Erholung, Besuch <input type="checkbox"/> Nach Hause <input type="checkbox"/> Anderes, und zwar: _____	DRITTER WEG BEGINN _____ (Uhrzeit) ZWECK Arbeitsplatz <input type="checkbox"/> Dienstl./geschäftl. <input type="checkbox"/> Ausbildung/Schule <input type="checkbox"/> Einkauf <input type="checkbox"/> Nahrungsmittel <input type="checkbox"/> Sonstiges <input type="checkbox"/> Personentransport <input type="checkbox"/> Erholung, Besuch <input type="checkbox"/> Nach Hause <input type="checkbox"/> Anderes, und zwar: _____
Welche VERKEHRSMITTEL haben Sie bei diesem Weg benutzt? <i>Bitte alle benutzten Verkehrsmittel angeben!</i>	VERKEHRSMITTEL zu Fuß <input type="checkbox"/> Fahrrad <input type="checkbox"/> Linienbus <input type="checkbox"/> Werks-, Schulbus <input type="checkbox"/> Reisebus <input type="checkbox"/> Eisenbahn <input type="checkbox"/> Moped, Motorrad <input type="checkbox"/> PKW als Lenker <input type="checkbox"/> PKW als Mitfahrer <input type="checkbox"/> Anderes, und zwar: _____	VERKEHRSMITTEL zu Fuß <input type="checkbox"/> Fahrrad <input type="checkbox"/> Linienbus <input type="checkbox"/> Werks-, Schulbus <input type="checkbox"/> Reisebus <input type="checkbox"/> Eisenbahn <input type="checkbox"/> Moped, Motorrad <input type="checkbox"/> PKW als Lenker <input type="checkbox"/> PKW als Mitfahrer <input type="checkbox"/> Anderes, und zwar: _____	VERKEHRSMITTEL zu Fuß <input type="checkbox"/> Fahrrad <input type="checkbox"/> Linienbus <input type="checkbox"/> Werks-, Schulbus <input type="checkbox"/> Reisebus <input type="checkbox"/> Eisenbahn <input type="checkbox"/> Moped, Motorrad <input type="checkbox"/> PKW als Lenker <input type="checkbox"/> PKW als Mitfahrer <input type="checkbox"/> Anderes, und zwar: _____
Wenn Sie als PKW-Lenker unterwegs waren, welche Personen haben Sie mitgenommen?	ZAHL DER MITFAHRER Keine <input type="checkbox"/> Familienmitglieder _____ (Anzahl ohne Lenker) Andere Mitfahrer _____ (Anzahl ohne Lenker)	ZAHL DER MITFAHRER Keine <input type="checkbox"/> Familienmitglieder _____ (Anzahl ohne Lenker) Andere Mitfahrer _____ (Anzahl ohne Lenker)	ZAHL DER MITFAHRER Keine <input type="checkbox"/> Familienmitglieder _____ (Anzahl ohne Lenker) Andere Mitfahrer _____ (Anzahl ohne Lenker)
Wo lag das ZIEL dieses Weges? <i>Geben Sie bitte die genaue Adresse an!</i>	ZIELADRESSE _____ (Straße, Ortsteil) (Haus-Nr.) _____ (Postleitzahl) (Gemeinde)	ZIELADRESSE _____ (Straße, Ortsteil) (Haus-Nr.) _____ (Postleitzahl) (Gemeinde)	ZIELADRESSE _____ (Straße, Ortsteil) (Haus-Nr.) _____ (Postleitzahl) (Gemeinde)
Um wieviel UHR sind Sie dort angekommen? Schätzen Sie bitte die LÄNGE dieses Weges möglichst genau!	ANKUNFT _____ (Uhrzeit) LÄNGE DES WEGES ca. _____ km	ANKUNFT _____ (Uhrzeit) LÄNGE DES WEGES ca. _____ km	ANKUNFT _____ (Uhrzeit) LÄNGE DES WEGES ca. _____ km
Weitere Wege oder Rückweg bitte in die nächste Spalte!			

Bitte wenden! Die weiteren Wege dieses Tages bitte auf der Rückseite eintragen!



<p>PERSONEN-FRAGEBOGEN</p> <p>Bitte Nummer der Person aus dem Haushaltsbogen eintragen! <input style="width: 50px;" type="text"/></p>	<p>Ausfülltag: <input style="width: 200px;" type="text"/></p>		
<p>VIERTER WEG</p> <p>BEGINN <input style="width: 50px;" type="text"/> (Uhrzeit)</p> <p>ZWECK</p> <p>Arbeitsplatz <input type="checkbox"/></p> <p>Dienstl./geschäftl. <input type="checkbox"/></p> <p>Ausbildung/Schule <input type="checkbox"/></p> <p>Einkauf <input type="checkbox"/></p> <p style="padding-left: 20px;">Nahrungsmittel <input type="checkbox"/></p> <p style="padding-left: 20px;">Sonstiges <input type="checkbox"/></p> <p>Personentransport <input type="checkbox"/></p> <p>Erholung, Besuch <input type="checkbox"/></p> <p>Nach Hause <input type="checkbox"/></p> <p>Anderes, und zwar: <input style="width: 50px;" type="text"/></p> <p>VERKEHRSMITTEL</p> <p>zu Fuß <input type="checkbox"/></p> <p>Fahrrad <input type="checkbox"/></p> <p>Linienbus <input type="checkbox"/></p> <p>Werks-, Schulbus <input type="checkbox"/></p> <p>Reisebus <input type="checkbox"/></p> <p>Eisenbahn <input type="checkbox"/></p> <p>Moped, Motorrad <input type="checkbox"/></p> <p>PKW als Lenker <input type="checkbox"/></p> <p>PKW als Mitfahrer <input type="checkbox"/></p> <p>Anderes, und zwar: <input style="width: 50px;" type="text"/></p> <p>ZAHL DER MITFAHRER</p> <p>Keine <input type="checkbox"/></p> <p>Familienmitglieder <input style="width: 30px;" type="text"/> <small>(Anzahl ohne Lenker)</small></p> <p>Anderer Mitfahrer <input style="width: 30px;" type="text"/> <small>(Anzahl ohne Lenker)</small></p> <p>ZIELADRESSE</p> <p><input style="width: 100%;" type="text"/></p> <p><small>(Straße, Ortsteil) (Haus-Nr.)</small></p> <p><input style="width: 100%;" type="text"/></p> <p><small>(Postleitzahl) (Gemeinde)</small></p> <p>ANKUNFT <input style="width: 50px;" type="text"/> (Uhrzeit)</p> <p>LÄNGE DES WEGES</p> <p>ca. <input style="width: 50px;" type="text"/> km</p>	<p>FÜNFTER WEG</p> <p>BEGINN <input style="width: 50px;" type="text"/> (Uhrzeit)</p> <p>ZWECK</p> <p>Arbeitsplatz <input type="checkbox"/></p> <p>Dienstl./geschäftl. <input type="checkbox"/></p> <p>Ausbildung/Schule <input 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Personenfragebogen 2009																																														
<p>Bitte für jede Person ihres Haushaltes über 10 Jahre ausfüllen! Wenn sie Fragen zum Fragebogen haben, rufen sie uns bitte an!</p> <p style="text-align: center;">DI David Wurz Tel.: 01 47654 5341 Mo, Mi, Do, Fr von 8:30 Uhr bis 17 Uhr Di von 8:30 Uhr bis 19 Uhr</p> <p>Die Gemeinden des Defereggentales haben sich das Ziel gesetzt, das Angebot des öffentlichen Verkehrs deutlich zu verbessern. Deshalb soll mit ihrer Hilfe überprüft werden, ob das flexible Angebot eines "Rufbusses" mit Kleinbussen dafür geeignet wäre. Dieses Angebot hat sich schon in anderen Gemeinden in Österreich bewährt, wie z.B. in Klaus an der Phymbahn unter der Bezeichnung "Dorfmobil". Dieses Angebot würde folgendermaßen funktionieren:</p> <p>Wenn sie einen Fahrtwunsch haben, melden sie sich per Telefon mindestens eine halbe Stunde vorher an. Sie geben dabei die Einstiegshaltestelle, die gewünschte Uhrzeit, die Anzahl der Passagiere und die Zieladresse bekannt. Sie finden sich bei der Einstiegshaltestelle zur vereinbarten Zeit ein und werden direkt zum gewünschten Ziel gebracht. Die Haltestellen sind sehr dicht im Tal verteilt, sodass sie von möglichst vielen Ausgangspunkten nicht mehr als 300 m dorthin haben. Sie bezahlen einen Fixpreis, der etwa in der Höhe der Linienbustarife liegt.</p>																																														
<p>Wir bitten sie um ihre Meinung zu so einem Angebot:</p> <p style="text-align: center;">Ich finde so ein Verkehrsangebot für das Defereggental sinnvoll.</p>	<p>Stimme gar nicht zu Stimme eher nicht zu Stimme eher zu Stimme voll zu</p> <p style="text-align: center;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p>																																													
<p>Kennen sie bereits ein ähnliches Angebot von woanders (z.B. in Virgen das Virger Mobil)?</p> <p>Ja <input type="checkbox"/> → Wo? <input style="width: 150px;" type="text"/></p> <p>Nein <input type="checkbox"/></p>																																														
<p>Bitte beurteilen sie die Wichtigkeit der nachfolgend angeführten Benutzungsmöglichkeiten eines solchen "Rufbusangebotes":</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 60%;"></th> <th style="width: 10%;">Nicht relevant / nicht wichtig</th> <th style="width: 10%;">Kaum wichtig</th> <th style="width: 10%;">Wichtig</th> <th style="width: 10%;">Sehr wichtig</th> </tr> </thead> <tbody> <tr> <td>Für ihre persönlichen Erledigungsfahrten innerhalb der Gemeinde ohne Auto wie Arztbesuch, Einkauf, Besuch eines Gasthauses oder von Freunden.</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>Für ihre persönlichen Erledigungsfahrten innerhalb des Defereggentales ohne Auto.</td> <td style="text-align: center;"><input 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<p>Hier haben sie Raum für eigene Vorschläge.</p>	<div style="border: 1px solid black; height: 30px; width: 100%;"></div> <p style="text-align: right; font-size: small;">Bitte wenden!</p>																																													



Welche Betriebszeiten sollte so ein "Rufbusangebot" aus Ihrer persönlichen Sicht haben?					
	Nein	Ja			
An Werktagen (Mo - Fr)	<input type="checkbox"/>	<input type="checkbox"/>			
Frühmorgens	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Tagsüber	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Abends	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Nachts	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
An Wochenenden und Feiertagen	<input type="checkbox"/>	<input type="checkbox"/>			
Frühmorgens	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Tagsüber	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Abends	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Nachts	<input type="checkbox"/>	<input type="checkbox"/>	→ von	<input type="text"/>	Uhr bis <input type="text"/> Uhr
Besitzen sie einen Führerschein?			Ja <input type="checkbox"/>	Nein <input type="checkbox"/>	
Haben sie ständig einen PKW zur Verfügung?			Ja, uneingeschränkt <input type="checkbox"/>	Ja, eingeschränkt <input type="checkbox"/>	Nein <input type="checkbox"/>
Wir bitten sie um ein paar Angaben zu ihrer Person:					
Geschlecht:	Weiblich <input type="checkbox"/>	Männlich <input type="checkbox"/>	Geburtsjahr:	<input type="text"/>	
Wieviele Personen, sie mit eingerechnet, leben in Ihrem Haushalt?				<input type="text"/>	
Höchster Schulabschluss:	Pflichtschule ohne Lehre <input type="checkbox"/>	Pflichtschule mit Lehre <input type="checkbox"/>	Matura <input type="checkbox"/>	Hochschule Universität <input type="checkbox"/>	
Beruf:			Monatliches Haushalts-Netto-Einkommen:		
Haushalt	<input type="checkbox"/>				
Schule / Studium	<input type="checkbox"/>	Selbständige / freie Berufe	<input type="checkbox"/>	Unter € 1.000,-	<input type="checkbox"/>
In Berufsausbildung / Lehre	<input type="checkbox"/>	Leitende Angestellte / Beamte	<input type="checkbox"/>	€ 1.000 bis € 2.000	<input type="checkbox"/>
Pensionisten / Rentner	<input type="checkbox"/>	Sonstige Angestellte / Beamte	<input type="checkbox"/>	€ 2.001 bis € 3.000	<input type="checkbox"/>
Derzeit arbeitslos / arbeitssuchend	<input type="checkbox"/>	Facharbeiter	<input type="checkbox"/>	€ 3.001 bis € 4.000	<input type="checkbox"/>
Karenz	<input type="checkbox"/>	Andere Arbeiter	<input type="checkbox"/>	Über € 4.000	<input type="checkbox"/>
Präsenzdienst / Zivildienst	<input type="checkbox"/>	Landwirte	<input type="checkbox"/>		
Zum Abschluss haben wir ein besonderes Anliegen an sie: Wenn sie denken, dass ihnen ein derartiges Verkehrsangebot besonders nutzen würde, haben sie jetzt die Möglichkeit, noch mehr zur Gestaltung des Angebots beizutragen. Bitte tragen sie dazu ihren Namen und ihre Telefonnummer in das Kästchen unten ein, wir werden sie dann ca. 1 Woche nach Rücksendung für ein Gespräch kontaktieren (jedenfalls nach 17 Uhr)! Vielen Dank!					
Name und Tel.-Nr.: <input type="text"/>					
Bitte geben sie alle ausgefüllten Fragebögen in ihrem Haushalt in das Rücksendekouvert und senden sie es so bald wie möglich zurück! Die Kosten dafür übernehmen wir. Vielen Dank für ihre Mitarbeit!					
 Univ. Prof. DI Dr. Gerd Sammer Leiter des Instituts für Verkehrswesen der Universität für Bodenkultur Wien Peter Jordan Straße 82, 1190 Wien					
FBNU					



5.3. Annex 3 - Example for questionnaire/survey in English



Indagine sui passeggeri colBUS

Questa indagine è condotta da SRM - Reti e Mobilità, agenzia per la mobilità e il trasporto pubblico locale per valutare la soddisfazione dei passeggeri e l'impatto del colBUS sul cambiamento delle abitudini di viaggio e sulla mobilità.
Tutte le informazioni saranno trattate con il più stretto riserbo e saranno utilizzate per motivi di ricerca e per il miglioramento della fornitura del servizio.

Survey conducted by (name of interviewer and organisation)			
Name of FLIPPER service (local name e.g. Almada FLEXIBUS, Purbach GmoaBus)			
Date		Boarding Place	
Location		Alighting Place	

This question is about you. It helps us to understand your transport requirements.

Your name (optional)							
Address							
Telephone	Postcode						
Are you? [please tick]	Male	<input type="checkbox"/>	Female	<input type="checkbox"/>			
Which age group are you in? [please tick]	Under 14 years	<input type="checkbox"/>	14-18 years	<input type="checkbox"/>	19-34 years	<input type="checkbox"/>	
	35-59 years	<input type="checkbox"/>	60-75 years	<input type="checkbox"/>	Over 75 years	<input type="checkbox"/>	
Are you? [please tick one box that best describes your situation]	Full-time employed			<input type="checkbox"/>	Part-time employed		<input type="checkbox"/>
	Full-time education/training			<input type="checkbox"/>	Part-time education/training		<input type="checkbox"/>
	Unemployed			<input type="checkbox"/>	Permanently sick		<input type="checkbox"/>
	Looking after home			<input type="checkbox"/>	Retired		<input type="checkbox"/>

How many cars are there in your household? [please tick]	0	<input type="checkbox"/>	1	<input type="checkbox"/>	2	<input type="checkbox"/>	3 or more	<input type="checkbox"/>
Do you have a valid driving licence? [please tick]	Yes	<input type="checkbox"/>	No	<input type="checkbox"/>				
IF YOU HAVE ACCESS TO A CAR - Indicate how often you are able to travel by car (your own or someone else's) [please tick]	Always	<input type="checkbox"/>	Day time	<input type="checkbox"/>	Evenings	<input type="checkbox"/>		
	Weekends	<input type="checkbox"/>	Evenings and weekends	<input type="checkbox"/>	Never	<input type="checkbox"/>		

	Yes, senior citizens	<input type="checkbox"/>	Yes, registered disabled	<input type="checkbox"/>	Yes, young person	<input type="checkbox"/>	Yes, other	<input type="checkbox"/>	No	<input type="checkbox"/>
Are you entitled to concessionary fares? [please tick]		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>



This question is about your use of the FLIPPER service

What is the purpose of the trip you are making today?	
---	--

Before the FLIPPER service was launched how did you make the trip you are making today? [please tick]	car driver		car passenger		use other public transport service	
	walk		didn't need to make the trip		wasn't able to make the trip	

What fare are you paying for today's trip? [please tick]	Free		0 – 1 Euro		1 – 2 Euro	
	2 – 4 Euro		4 – 6 Euro		More than 6 Euro	
Approximately what distance is today's trip? [please tick]	Less than 1km		1 – 2 km		2 – 4 km	
	4 – 6 km		6 – 10 km		More than 10km	

How many other trips a week do you make using the FLIPPER service? [please tick]	None		One		Two	
	Three		Four		Five or more	

What is the purpose of these trips?	
-------------------------------------	--

Before the FLIPPER service was launched how did you make these trips? [please tick]	car driver		car passenger		use other public transport service	
	walk		didn't need to make the trip		wasn't able to make the trip	

What type of ticket do you usually use? [please tick]	No ticket needed		Single		Return	
	Season (weekly)		Season (monthly)		Other [please describe]	

Before using the FLIPPER service how long did it take you to walk to the nearest bus stop to your home? [please tick]	Under 1 minute		1-2 minutes		3-4 minutes	
	5-10 minutes		11-20 minutes		More than 20 minutes	
Before using FLIPPER how long did it take to walk from your drop off point to your usual destination? [please tick]	Under 1 minute		1-2 minutes		3-4 minutes	
	5-10 minutes		11-20 minutes		More than 20 minutes	
With the FLIPPER service how long does it take you to walk to the nearest bus stop to your home? [please tick]	Under 1 minute		1-2 minutes		3-4 minutes	
	5-10 minutes		11-20 minutes		More than 20 minutes	
With the FLIPPER service how long does it take to walk from your drop off point to your destination? [please tick]	Under 1 minute		1-2 minutes		3-4 minutes	
	5-10 minutes		11-20 minutes		More than 20 minutes	



YOUR REASONS FOR USING THE FLIPPER SERVICE [TICK ANY THAT APPLY]					
The bus service					
Low cost	<input type="checkbox"/>	Fast journey time	<input type="checkbox"/>	No parking problems	<input type="checkbox"/>
Live close to bus stop	<input type="checkbox"/>	Frequent service	<input type="checkbox"/>	No car available	<input type="checkbox"/>
Service at suitable times	<input type="checkbox"/>	Good connections	<input type="checkbox"/>	Environmentally friendly	<input type="checkbox"/>
At bus stops / booking office					
High safety at bus stops	<input type="checkbox"/>	Good state of repair and cleanliness	<input type="checkbox"/>		<input type="checkbox"/>
Staff available to help	<input type="checkbox"/>	Staff are knowledgeable	<input type="checkbox"/>		<input type="checkbox"/>
On buses					
Good standard of driving	<input type="checkbox"/>	High safety on buses	<input type="checkbox"/>	Buses are new	<input type="checkbox"/>
Wheelchair access	<input type="checkbox"/>	Good state of repair and cleanliness	<input type="checkbox"/>	High comfort	<input type="checkbox"/>

How did you find out about the FLIPPER service?	
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Your satisfaction with the FLIPPER service

How do you rate the following aspects of the FLIPPER service					
	Excellent	Good	Adequate	Poor	N/A
Waiting time at the pick up point					
Walking distance to the pick up point					
Suitability for disabled people					
Hours that the service is available					
Frequency that the service is available					
Reliability of the service					
Places served by the service					
Journey Time					
Cost of the ticket					
Availability of through ticketing					
Ease of making connections					
Ease of making bookings					
Ease of using the service					
Information about the service					
Overall satisfaction with the service					

	More	Less	No change
Would you travel by Public Transport more or less if more services were like the FLIPPER service? [please tick]			

Any other comments about the FLIPPER service?