



Why are individuals likely to choose carsharing?

An empirical analysis from urban centres in Baden-Württemberg

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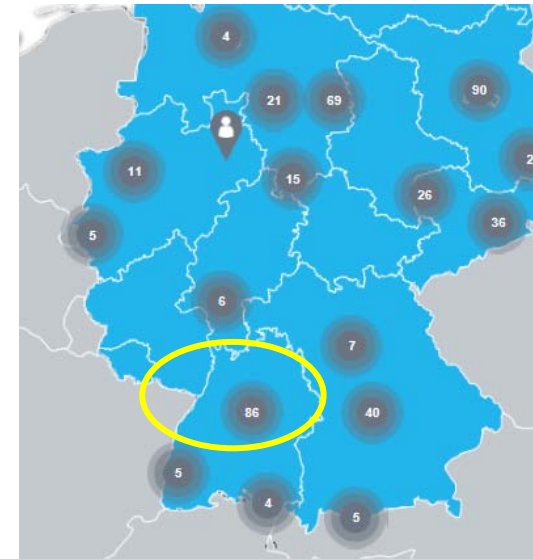
- Electric vehicles (EVs) as a disruptive technology without disruptive usage
- Sharing vehicles as disruptive usage concept, not necessarily technological innovative
- How likely are citizens to change to these ways of car driving? What influences their willingness?

Methods:

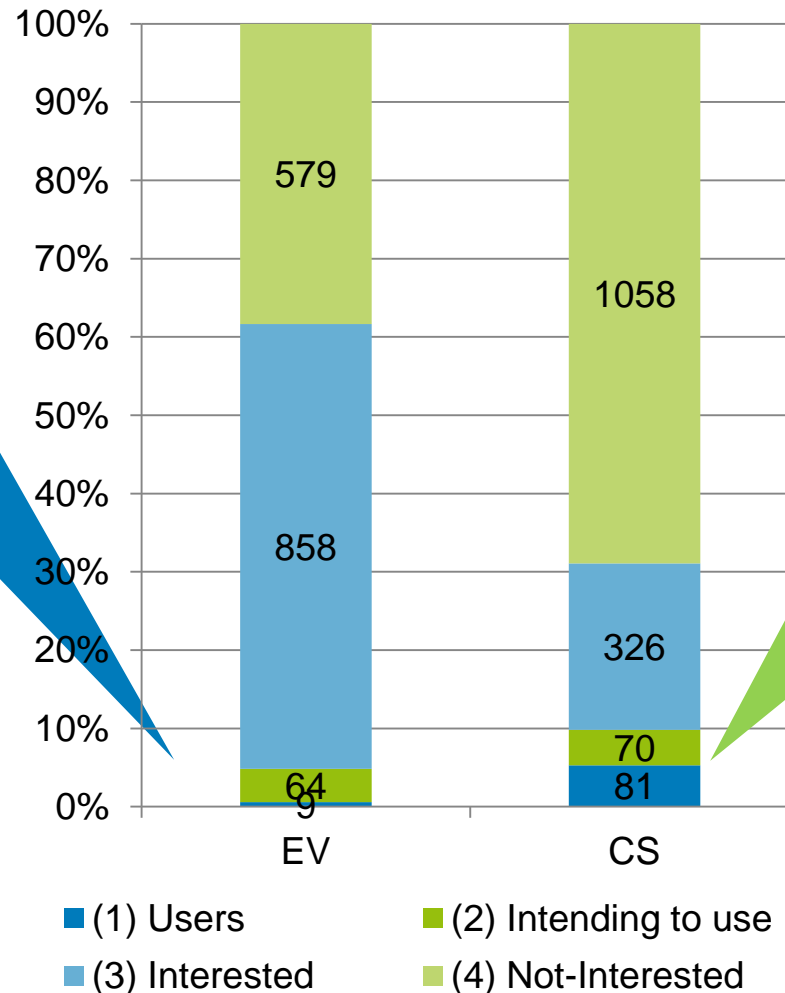
- Survey of inhabitants of the showcase region → urban area
- Online questionnaire in winter 2014/15 - final sample: 1548

Sample description

- 18-68 years, mean=43, SD=13
- 54 % female
- 68 % working, 17 % part-time
- Average household size 2.4 individuals



How many are interested in sustainable ways of car driving?



Users have more cars.
Higher shares of multi-person households, men and highly educated people in groups with higher willingness

Younger people, more highly educated people and those with fewer cars more interested as well as men.
Women tend to be interested, but without specific intentions.

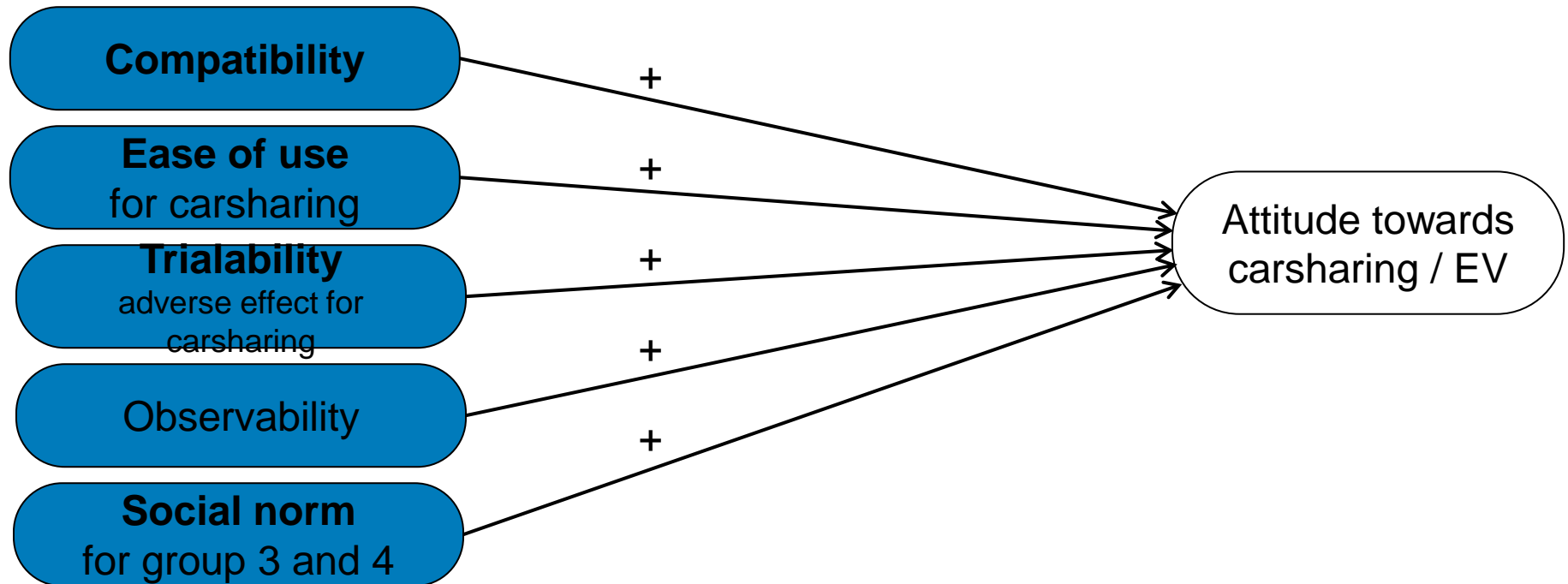
Is it related?



To some extent!

		Users	Intending to use	Interested	Not-Interested	Σ
Users	Freq	4	0	3	2	9
	Expected	0,5	0,4	1,9	6,2	9
Intending to use	Freq	5	11	20	28	64
	Expected	3,3	2,8	13,6	44,2	64
Interested	Freq	52	43	239	524	858
	Expected	44,9	38,1	182,4	592,6	858
Not-Interested	Freq	18	13	59	489	579
	Expected	30,3	25,7	123,1	399,9	579
Σ	Freq	79	67	321	1043	1510

And why?

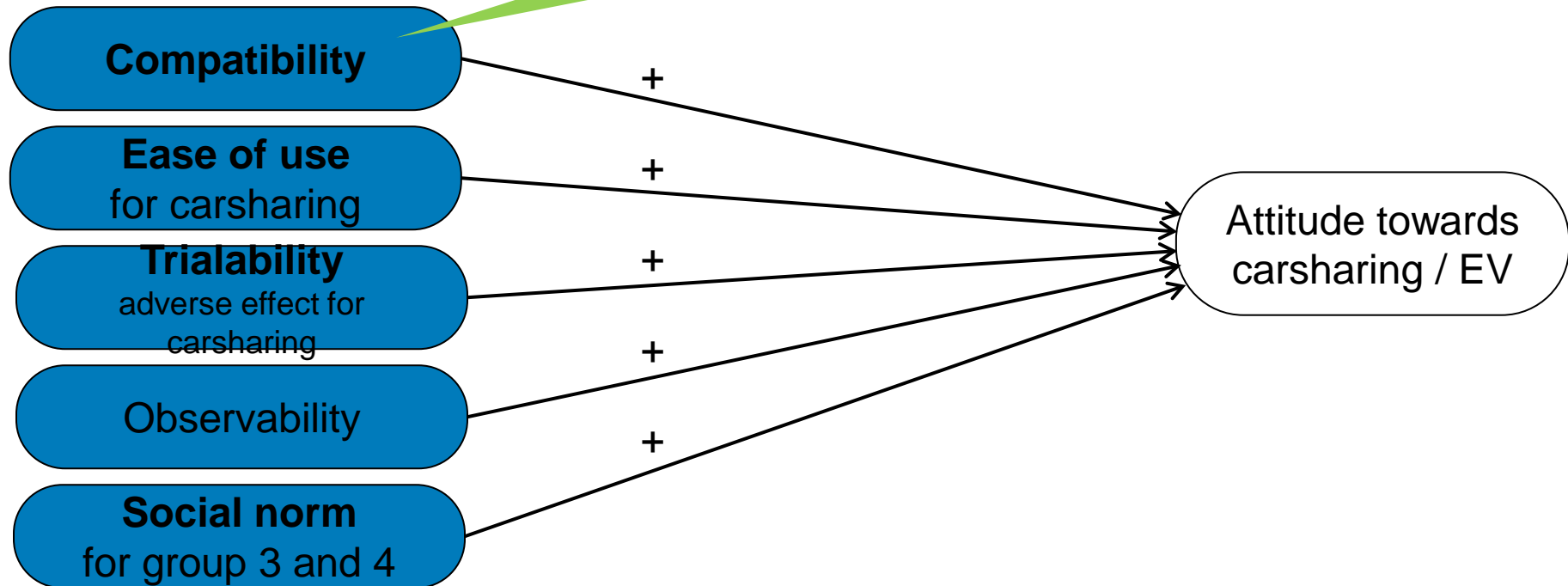


(based on Davis, 1989, Rogers, 2003)

And why?



- Fit with habits / with my personality
- Shows what's important to me
- Convenient in daily life



(based on Davis, 1989, Rogers, 2003)

Thank you for listening!



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