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.

- (1) Users
- (2) Intending to use
- (3) Interested
- (4) Not-Interested
### Is it related?

**To some extent!**

<table>
<thead>
<tr>
<th></th>
<th>Users</th>
<th>Intending to use</th>
<th>Interested</th>
<th>Not-Interested</th>
<th>Σ</th>
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<td>4</td>
<td>0</td>
<td>3</td>
<td>2</td>
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<tr>
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<td>Expected</td>
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<td>0.4</td>
<td>1.9</td>
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<tr>
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<td>3.3</td>
<td>2.8</td>
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<tr>
<td><strong>Interested</strong></td>
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<tr>
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<td>38.1</td>
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<tr>
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<td>Freq</td>
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</table>
And why?

Compatibility +

Ease of use for carsharing +

Trialability adverse effect for carsharing +

Observability +

Social norm for group 3 and 4 +

Attitude towards carsharing / EV

(based on Davis, 1989, Rogers, 2003)
And why?

Compatibility

Ease of use for carsharing

Trialability
adverse effect for carsharing

Observability

Social norm for group 3 and 4

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

Attitude towards carsharing / EV

• 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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