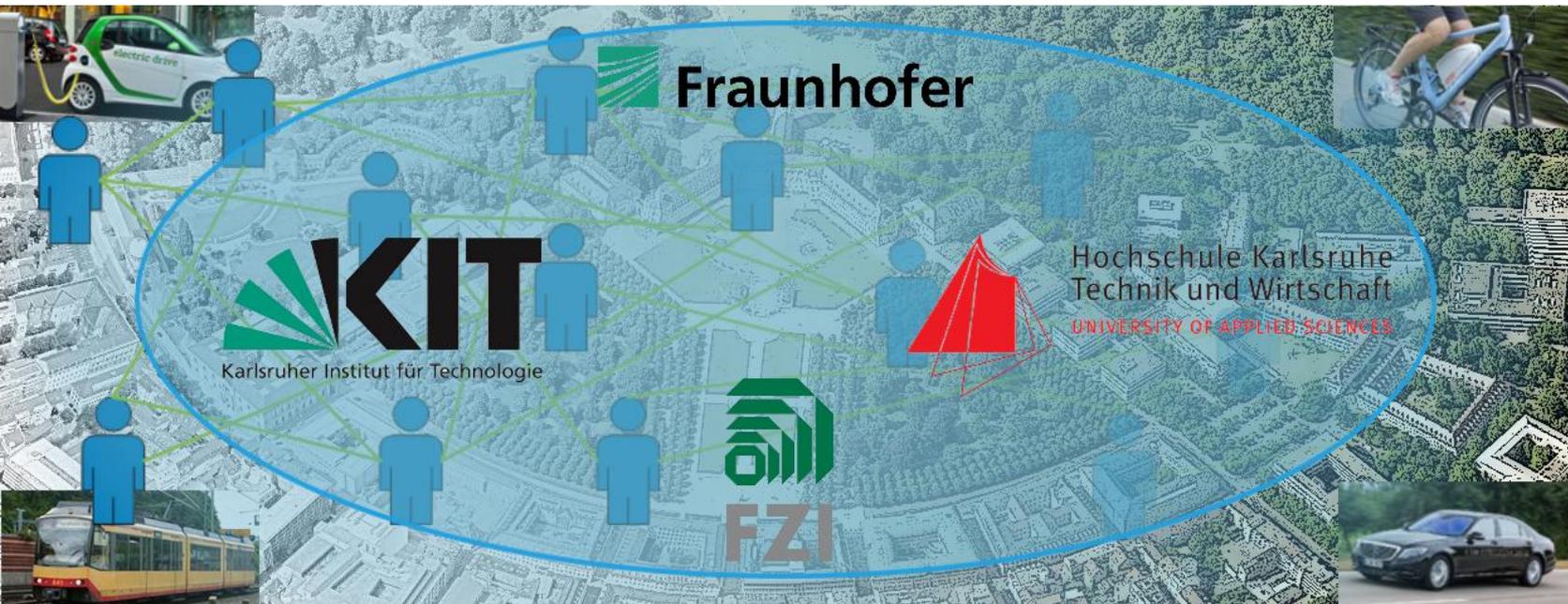




**PROFILREGION**  
MOBILITÄTSSYSTEME  
KARLSRUHE

# The demands of families in regard to car-sharing concepts and integrated mobility services

Cosmobilities Conference 2016 on Sharing Mobilities  
Uta Schneider, Fraunhofer ISI



- ... **make more trips** than households without children (infas und DLR 2010), especially mothers make trip chains.
- ... own more cars on average, **use car more often** (Ahrend und Herget 2012); at the same time: use public transport rarely (Heine & Mautz 2000; Nobis & Lenz 2005)
- ... show **positive attitudes towards using and / or owning a car**, e.g. children's development (Heine und Mautz 1999), reconciliation of work and family (Schwanen 2011), quick reaction in the case of an emergency (Heine et al. 2001)
- ... influence **mobility socialisation** (Tully und Schulz 1999).



Do new mobility concepts, like carsharing or integrated mobility services, fit the mobility requirements of families?

1. In how far are urban families **aware of new mobility concepts?**
2. How do families **perceive new mobility concepts?** What are perceived **advantages and disadvantages?**
3. Do urban families **already use new mobility concepts** or are they **intending to use** them in the future?



# Methodological approach: Interview study with urban families



PROFILREGION  
MOBILITÄTSSYSTEME  
KARLSRUHE

**Study area:** German cities Karlsruhe, Freiburg and Stuttgart  
(<100.000 inhabitants)

**Study group:** families with at least one child under the age of 18  
years

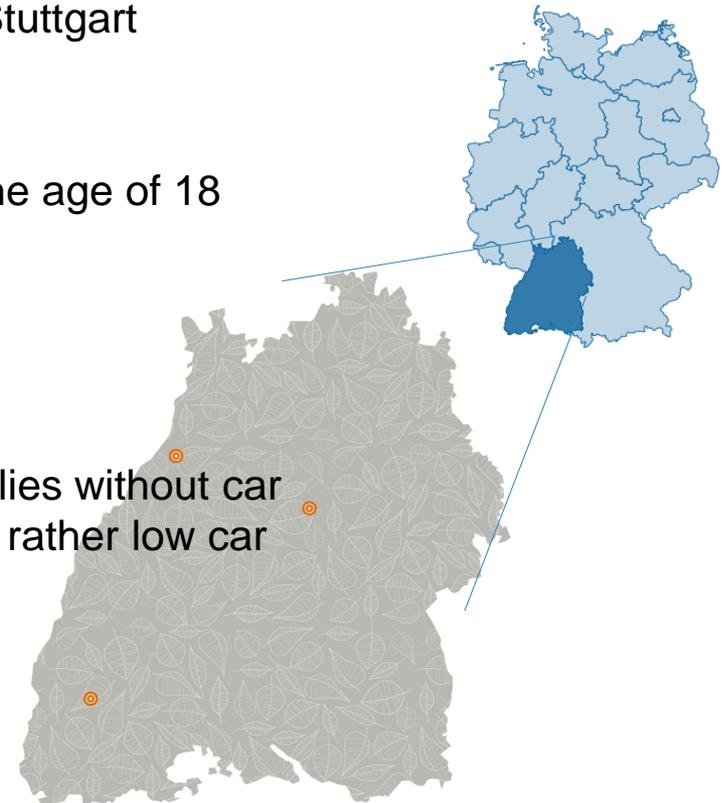
**Sample:** 42 parents in 22 families

**Mobility resources and mobility behaviour:** 6 families without car  
in household, 5 of them are carsharing members; rather low car  
use in the sample

**Methods of data collection:**

Mobility diaries

Guideline-based in-depth  
interviews





## Carsharing

- All families are aware of the concept of carsharing
  - Non-users also are well informed on carsharing providers /stations in neighbourhood
  - However, only a few families collected information on terms and conditions.
- In general, the majority of families is in favour of the concept carsharing.

## Integrated mobility services

- Less than half of the families is aware of integrated mobility services
  - Some of the families have heard of this concept in other cities
  - Others associated Deutsche Bahn, travel information apps or fee integration between Car-Sharing providers and public transport companies
- Again, the majority of families is in favour of the concept and appreciates the idea, especially the facilitation of the use of public transport.

# Selected results: Evaluation of carsharing



## Perceived advantages

## Perceived disadvantages

*[...] basically, I am as flexible as I am with an own car. But this is also because there is a garage nearby with ten cars; the same garage where we parked our own car before*

Less effort in terms of maintenance

Choose car model depending on trip purpose

Logistics with children

Mobility behaviour (e.g. commuting) and / or resources

Planning of trips in advance: inflexible, time-consuming

Reaching the carsharing-stations: time-consuming

*[...] half of his items are always in the car, like his small bottles or something to eat; so you'll have to tidy it up every time*



## Carsharing:

- Some non-users can imagine using the service in the future:
  - Developing need for car usage, e.g. when the child will get older
  - Substitution of second car in household, e.g. when children will be grown up
- Others express conditions under which they might use carsharing
  - A carsharing-station very close to apartment
  - Enough vehicles always at ones disposal, even when booked very short-term

*[...] or also in the case of an emergency, when a child gets sick, I can be sure, there are three, four cars nearby.*

## Integrated mobility services:

- A few families can imagine using the services in the future, e.g. for business trips, ...
- ...however, the majority does not intend to use integrated mobility services. Most cited reasons:
  - Means of transport as part of the service are not used, e.g. public transport or carsharing; or no multimodal trips are made
  - No need for improvement of the mobility: e.g. mainly local trips, daily trips are made routinely



## Conclusions

- Rather **high level of awareness and knowledge** with regard to new mobility services, ...
  - in part due to good mobility infrastructure in the cities: High visibility
  - in general new concepts of mobility are appreciated
- ... but only **low intention to use**
  - using carsharing perceived as too complicated with children and as not flexible enough
  - low use of public transport as barrier to using integrated mobility services

## Discussion

- Are families with children not yet ready for new mobility concepts?



## Thank you for listening

Uta Schneider

Fraunhofer Institute for Systems and Innovation Research ISI

uta.schneider@isi.fraunhofer.de

*This presentation was prepared in the framework of the Profilregion Mobilitätssysteme Karlsruhe, which is funded by the Ministry of Economic Affairs, Labour and Housing in Baden-Württemberg and as a national High Performance Center by the Fraunhofer-Gesellschaft.*

