

Effects on mode choice with individualised marketing (IndiMark) in Göteborg

Workshop:

Marketing

1h, Key factors in achieving sustainable change in attitudes and behaviour

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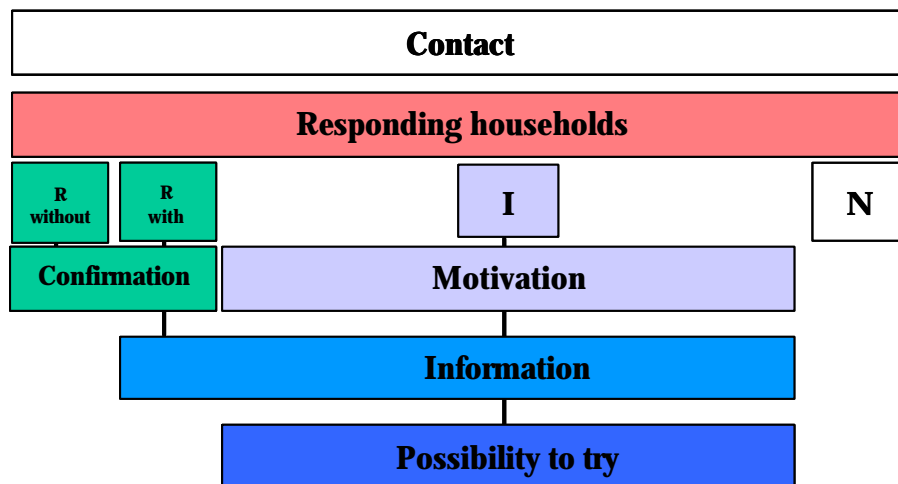
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Background

In order to increase the number of trips made by public transport Västtrafik in 1998/99 began to contact and give information to households within the community of Göteborg. Through tendering Socialdata was contracted to do the job. Socialdata's method, IndiMark, is based on interaction with people. Through this interaction/dialogue you can help the individual by providing information regarding her need for daily transport. The information we give is based on her individual needs. And different people have different needs...

The first contact results in three basic groups of households:

- ? Regular user (R)
- ? Interesting/interested households (I)
- ? Not interesting/interested households (N)



Through this method we reach people interested in more information of the alternatives to the car. We don't tell people what they should do but we provide them with information so that they can make a choice. And, when provided with information that is suited to their individual needs they are more motivated to change their behaviour.

IndiMark in Majorna and Torslanda

In the first campaign we contacted approximately 50% of the households in two different areas, Majorna and Torslanda. These two areas are quite different in terms of demography and geography. We wanted to see the effect of IndiMark in two so different areas. The pre-study showed that Majorna had a market share for public transport of 27%, and the corresponding figure for Torslanda was 8%. In this first campaign we contacted 10 000 households (Majorna 7 500 and Torslanda 2 500). By doing this we reached just over 20 000 people.

The groups (R) and (I) were offered more information about availability and the different possibilities and advantages of public transport. All regular users of green modes got a small gift as a confirmation of their choice of mode. Then the households that requested/needed more information were provided with the information they wanted. The information offered to the households was different types of timetables and maps and also information on current prices. We also gave group (I) the possibility to try the service for 30 days.

The IndiMark campaign in Majorna and Torslanda made the market share for public transport to increase by 2% in both areas. In relative figures, we saw an increase of 22% in Torslanda and 9% in Majorna. The market share for car as a driver was practically unchanged, but without IndiMark it was likely to have increased by 1% (as it was in the control group). In relative figures we can say that the campaign inhibited an increase in the number of trips made by car by approximately 3% in the target group.

After this first campaign Västtrafik made yet another one in Lundby with similar results.

IndiMark in Örgryte

In 2002 Västtrafik, together with The Traffic & Public Transport Authority, contacted 10 000 households in Örgryte and we reached about 17 000 people. This time we coordinated the information about public transport with information about walking and cycling in order to further reduce the number of trips by car in favour of green modes (walking, cycling and public transport). The reason why we chose to include information about walking and cycling was that we believed we would get a greater reduction in the number of trips made by car. This is because it is often easier to walk or cycle a short distance than to use public transport or the car.

As in the previous campaigns the first contact resulted in three basic groups of households.

52% of the households in Örgryte were in group (R), 25% in group (I) and 23% in group (N). Group (R) consisted of regular users of green modes and the (I)-group were households interested in green modes. Both groups were offered more information. This time we also offered the households information about the advantages of walking and cycling together with different types of timetables and maps and information on current prices. All regular users of green modes got a small gift as a confirmation of their choice of mode. 69% of the households in group (R) wanted more information. This shows that even if you are a regular user you often don't have all the information you want/need. We also offered group (I) with interest for green modes the possibility to try public transport for free for 30 days.

275 households said they wanted to try public transport. Group (I) with interest for walking and cycling were given a personal invitation to a "start-to-walk"- and "start-to-cycle"-activity. A total of 414 "start-to-walk"- and 297 "start-to-cycle"- invitations were sent out. The activity was arranged by The Traffic & Public Transport Authority and was an event to inspire to walking and cycling. The event took place one evening in May, with a national profile from television as speaker. The participants could win a cycle and look at different models, accessories and helmets. For those interested in walking there was a lottery with a pair of hiking staffs to the winner. The participants could also look closer at different types of shoes and other walking accessories.

Considering that we contacted about 10 000 households, it is only a small part of them who need to be “kicked-out” into trying new ways of transport, and that most of them only need more information to actually change their attitude and behaviour.

After the test-period we evaluated the use of public transport among those who got free trips for 30 days. 95% actually tried our service and 89% of them were positive after having experienced the service.

In some other cities that have used IndiMark the after study has been repeated after one year, two years, ... The results show that the change in behaviour is sustainable over time.

Effects...

...on mode choice

The pre- and after-studies show that without IndiMark in Örgryte the private car would probably have had a market share of 47% (as in the control group) and with IndiMark it was only 41% (target group). Corresponding figures for car as a driver is 36% and 31% respectively. Thus, the campaign gave a decrease in the number of trips by car as a driver by 14% (relative). Or a decrease in the number of car trips made per person and year by 46 trips. The market share of green modes increased from 53% to 59% (11% relative). The largest increase was noted for cycling: +45% (relative). Walking and public transport both had an increase, in relative figures, of 4% each.

On average each new trip in public transport generates 6.50 SEK and with the result of 8 new trips per person and year the yearly revenue from the campaign is approximately 880 000 SEK.

... on CO₂-emissions

In all of the IndiMark campaigns we have had the largest increase in public transport between 9.00 am and 3.00 pm. This means that we also have the capacity needed. In other words we make the assumption that the increase does not mean an increase in emissions of CO₂.

In Örgryte the number of kilometres driving a car was reduced with on average 878 kilometres per person and year (878 km x (17 000/1,3 person in the car)= 11,4 million km per year).

On average the fuel consumption is approximately 8 liters/100 km. This means a decrease in fuel consumption of 912 000 litres per year. In turn this means a decrease of CO₂-emissions by approximately 2 150 tons¹ of CO₂ per year.

According to the output relation² of Swedish National Road Administration (SNRA) and SIKA the value of the emissions of CO₂ is 1,50 SEK/kilo.

With this valuation of CO₂-emissions the economic effect is calculated to be 3 225 000 SEK per year.

The valuation is only an estimation of the value of the reduction in CO₂-emissions and not a complete cost-/benefit analysis of the total economics.

	Cost of the campaign	Expected reduction in CO ₂	Economic effect of reduction in CO ₂
IndiMark	2 700 000 SEK	2 150 tons/year	3 225 000 SEK/year

Conclusion

¹ According to the Swedish National Road Administration (SNRA) one litre of fuel generates 2,36 kilos of CO₂

² Swedish National Road Administration (SNRA), 2001:75

The results of the IndiMark-campaigns show that the number of activities and trips per person and day is unchanged. This indicates that we do not change peoples need for transport, but we do contribute to behavioural change in transport. And in order to reach the goal of lesser trips by car as a driver we should work with information about all green modes at the same time.

The campaign also shows that with marketing and information to those interested or already regular users of green modes, you can achieve substantial effects in the way people chose mode of transport. It also shows that when you cooperate between organisations and offer information about different green modes at the same time, you get a larger decrease in the number of trips made by car than you would have otherwise.

And not the least important, you get a reduction in emissions of CO₂ among other positive effects on congestion, health etc which we have not taken into account here.