

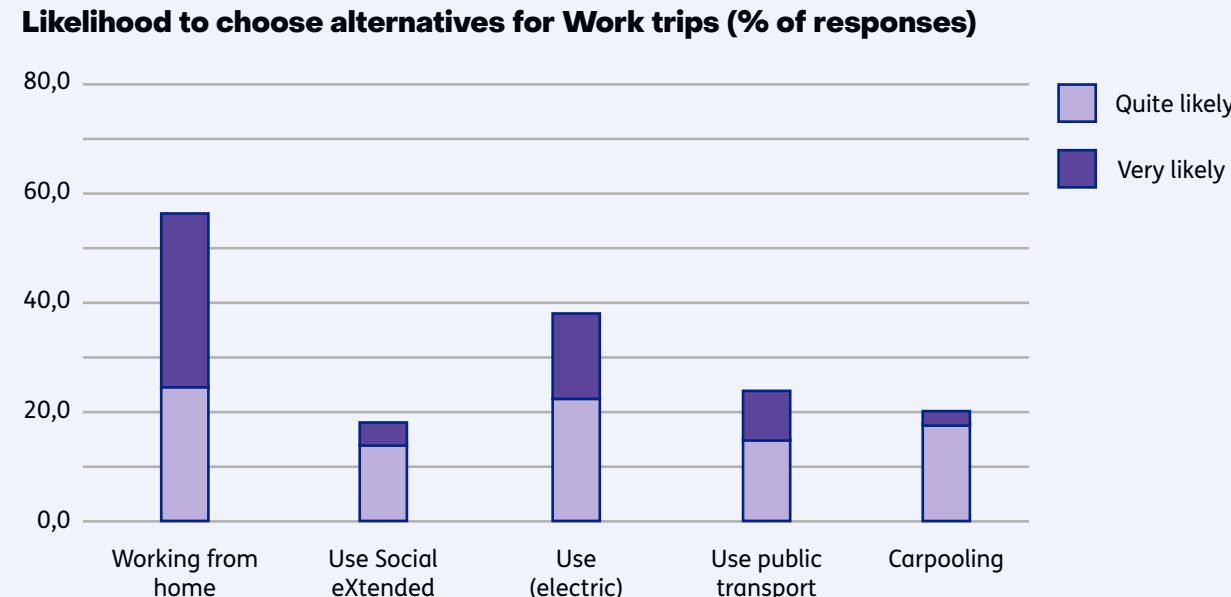
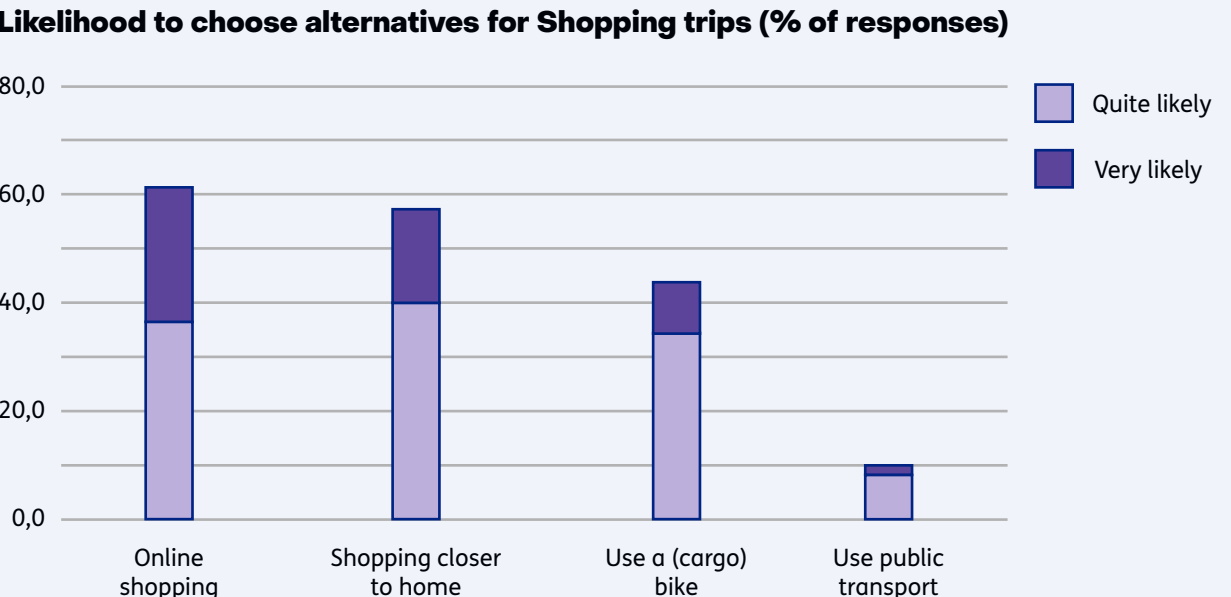
Smart & Attractive travel alternatives for a greener tomorrow

Yearly, more than 15 billion km are driven by car in the Netherlands for short trips—but there are alternatives.

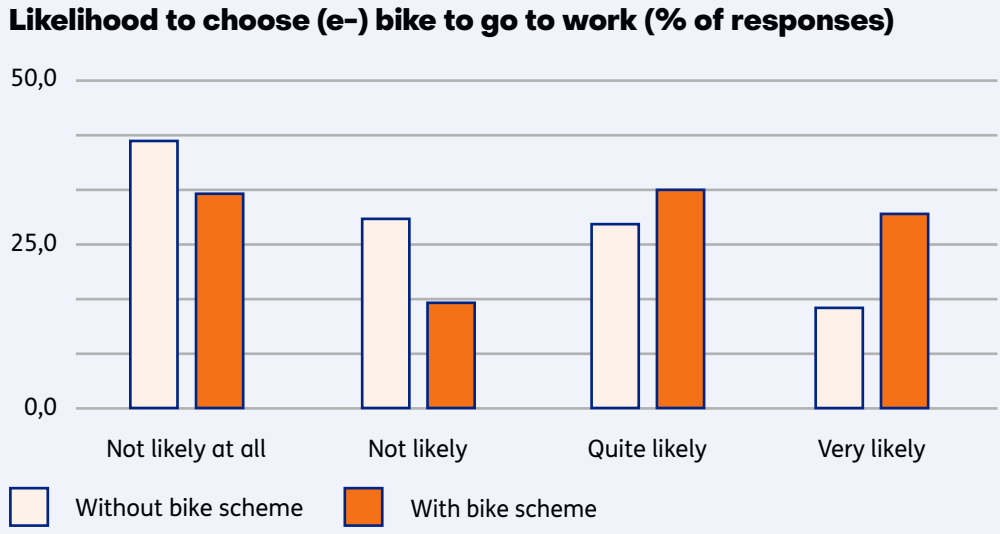


*Do an activity closer to home.

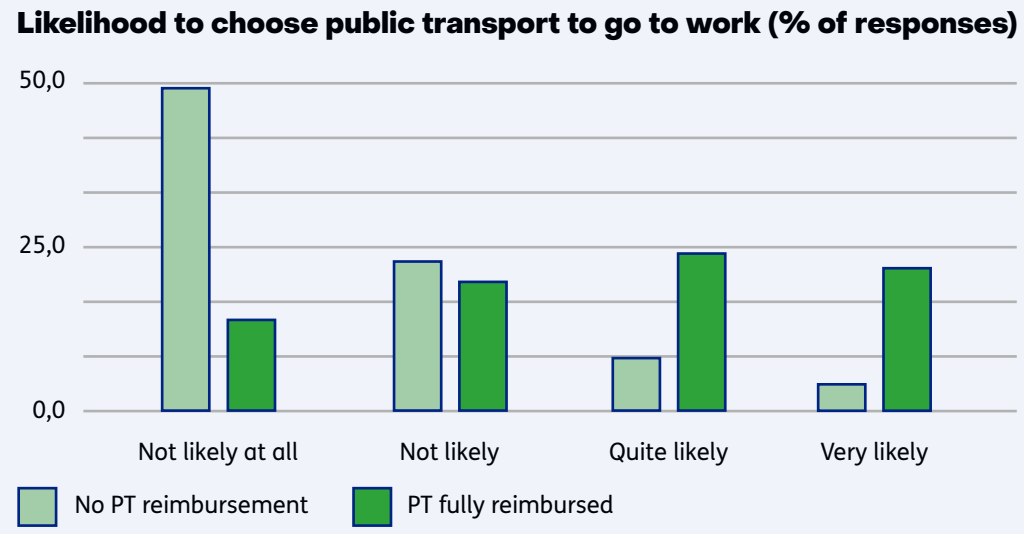
99% of the respondents were open to at least one alternative to the car for trips shorter than 12 km. The preferred alternatives vary per trip purpose.



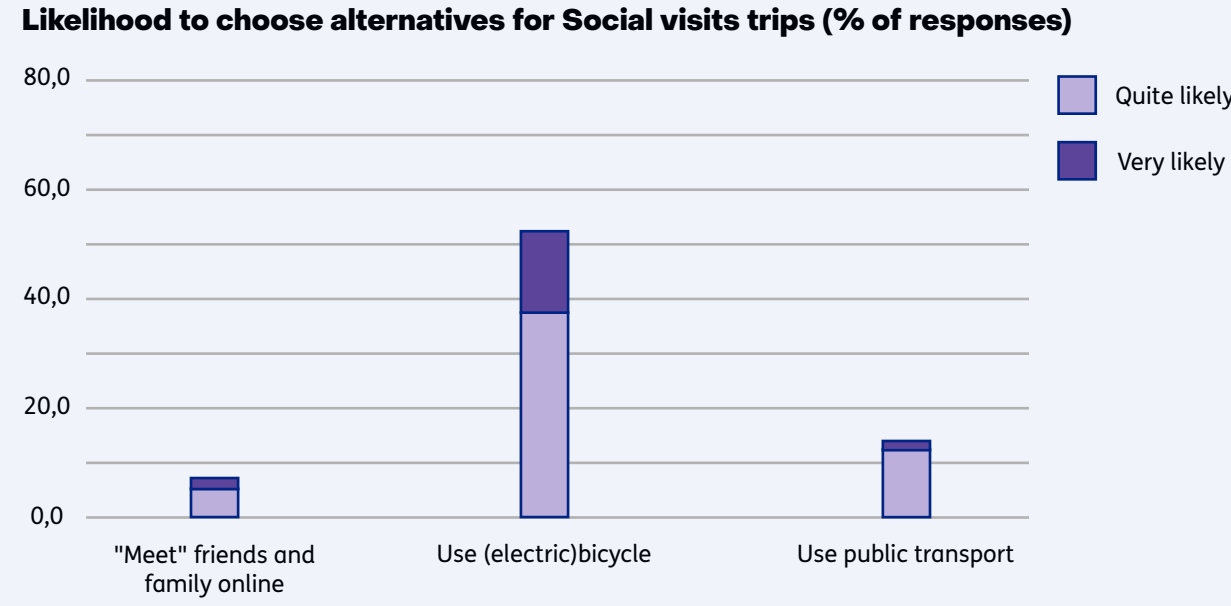
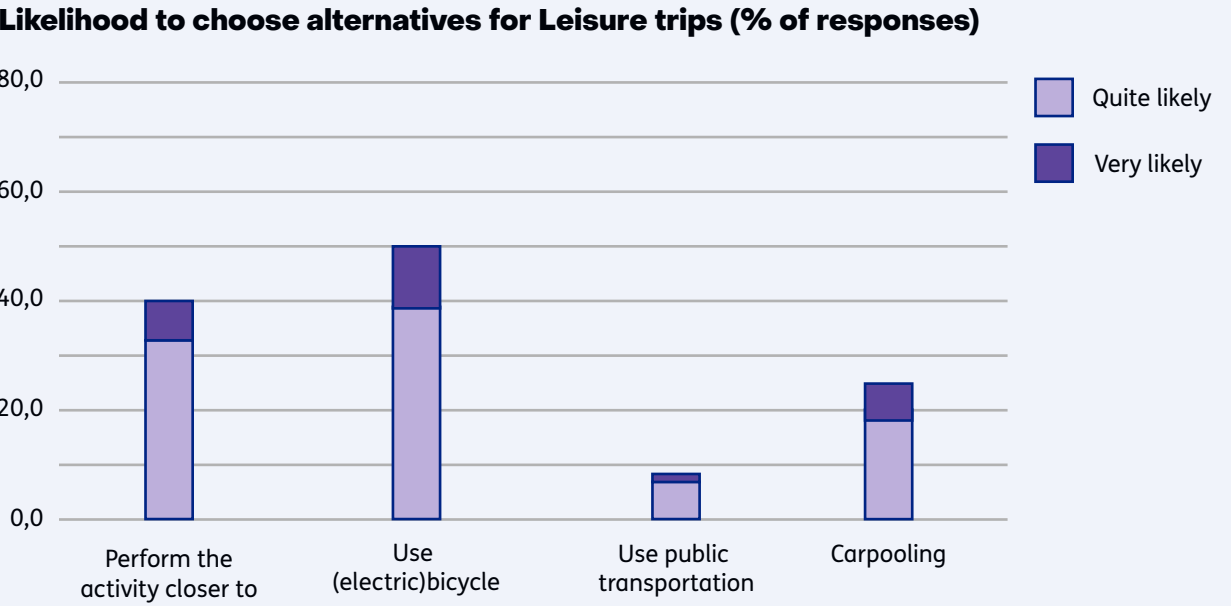
Employers' policies can play a strong role in travel choices.



Having a bike scheme at work increases the likelihood to choose (e-)bike as an alternative.

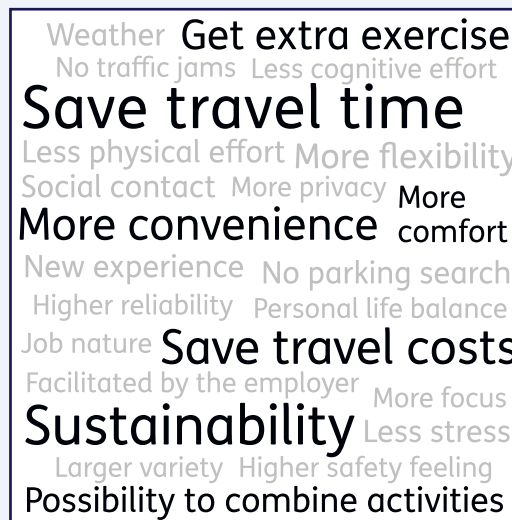


Having PT fully reimbursed increases its adoption as an alternative.

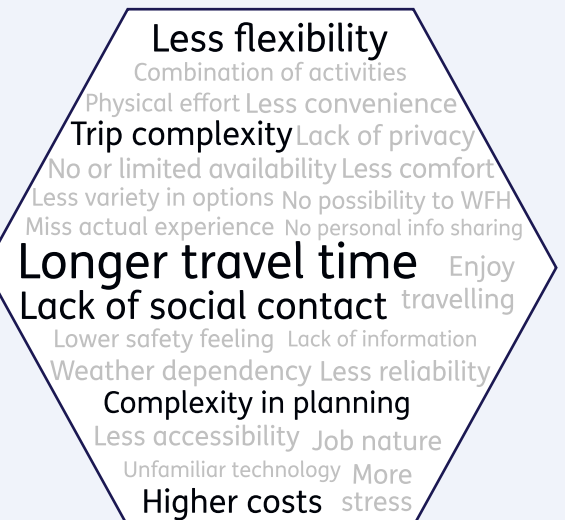


One size does not fit all, as indicated by the variety of motivations and barriers.

Motivations to choose certain alternatives



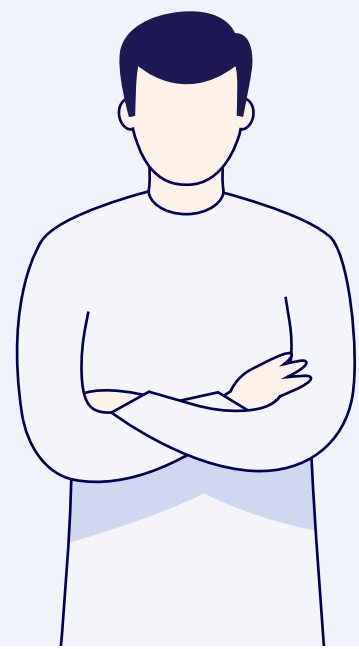
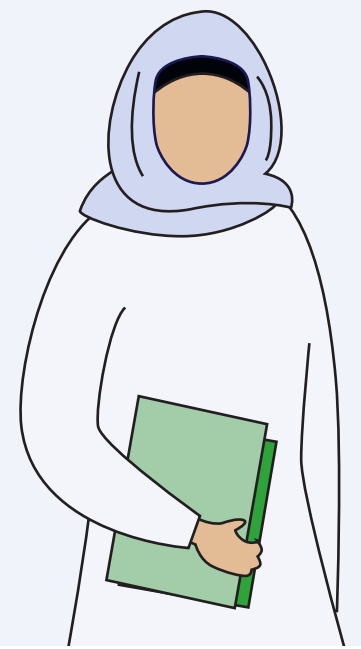
Barriers to choosing certain alternatives



Distinct traveller attitudes have been identified – from the open-minded to the selective.

The Receptive

- More open to all alternatives
- Flexible to work-from-home
- Enjoy cycling
- Living in more urbanized areas
- Middle-age and younger cohorts, higher income and education



The Resistant

- Much less open to all alternatives
- Mostly males
- Enjoy driving
- Living in less urbanized areas
- Older cohorts

*A Latent Cluster Model was employed for every trip purpose, to identify groups of people with similar preferences and their characteristics. In all cases, groups with more 'resistant' vs 'receptive' behaviour were identified by the model.