



# Which factors could encourage people to reduce their car use within cities? First results from a survey

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4th Intl Symposium on TDM, Vienna, 16-17 July 2008



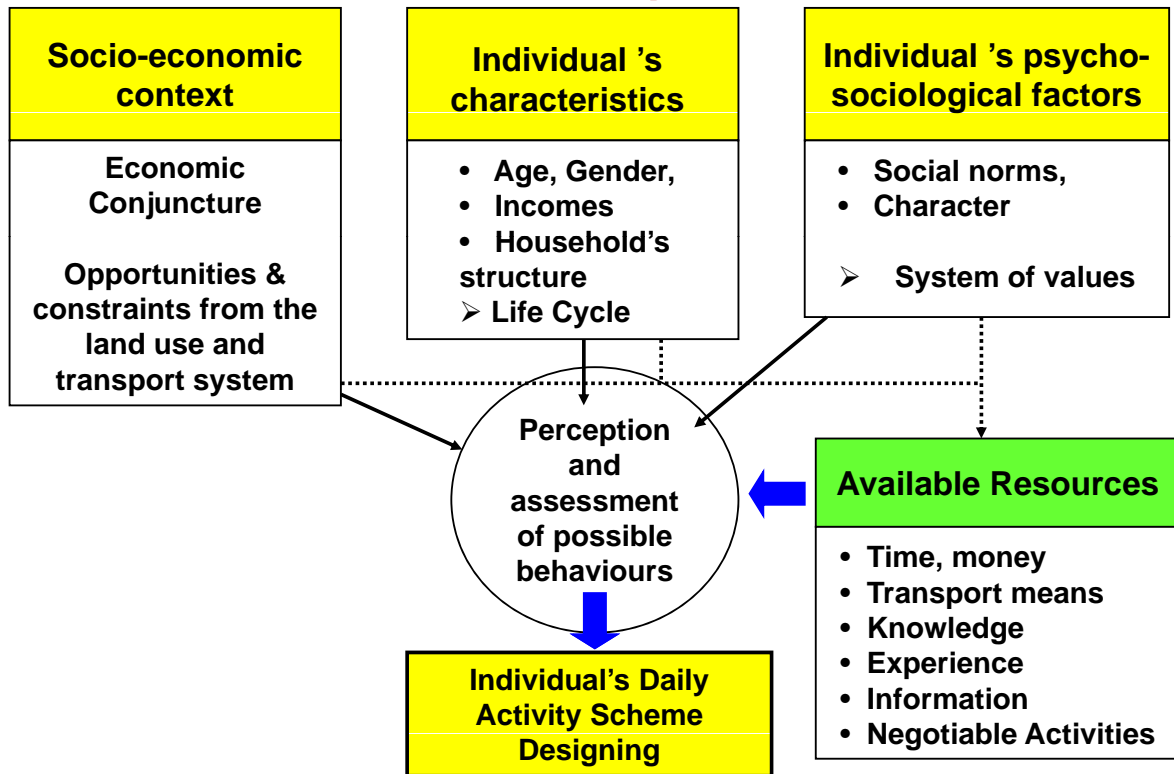
TDM Vienna, 16-17 July 2008

## The different TDM approaches

- **What the economists think ...**
  - consumer's choice based on utility maximisation
  - the generalised cost as the best approximation of the individual's utility function
  - Individuals' preferences measured through revealed behaviour
  - reduction of car use mainly will come from car penalties (price and speed)
- **What the psychologists suggest ...**
  - attitudes can explain the variability of behaviour
  - targeted actions are more efficient to switch from intentions to actions
  - environmental awareness as the main means to change attitudes towards car use

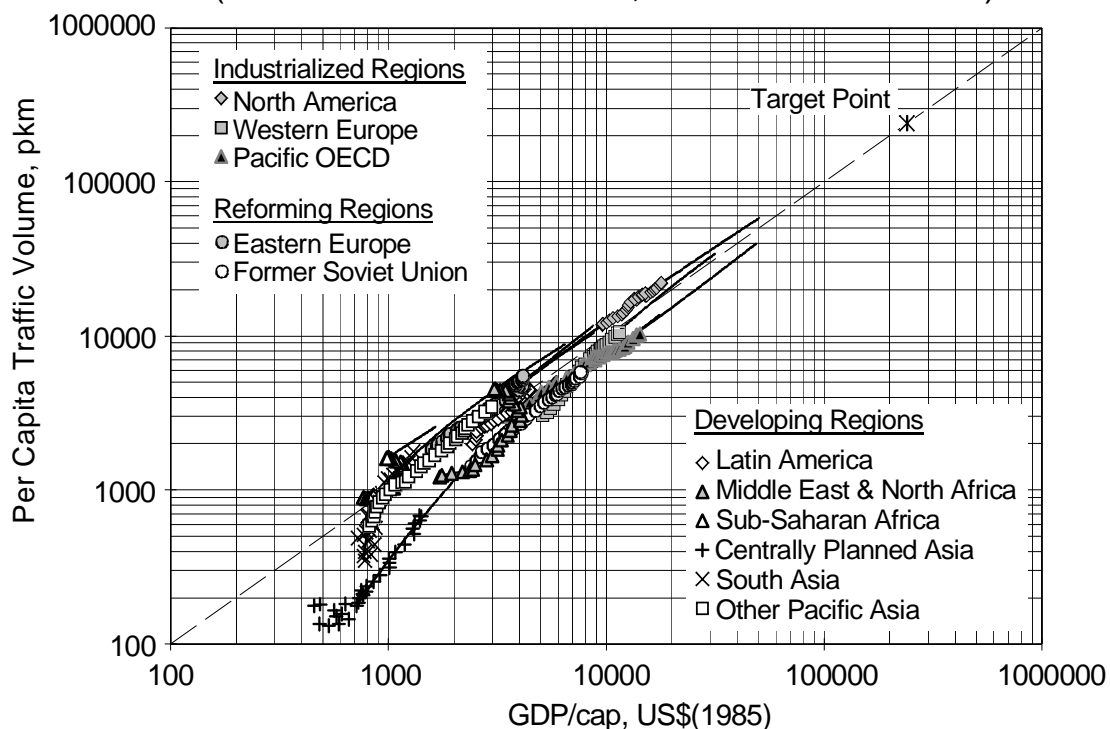


## The Individual's Behavioural Responses Choice Set



## Mobility directly linked to economic development

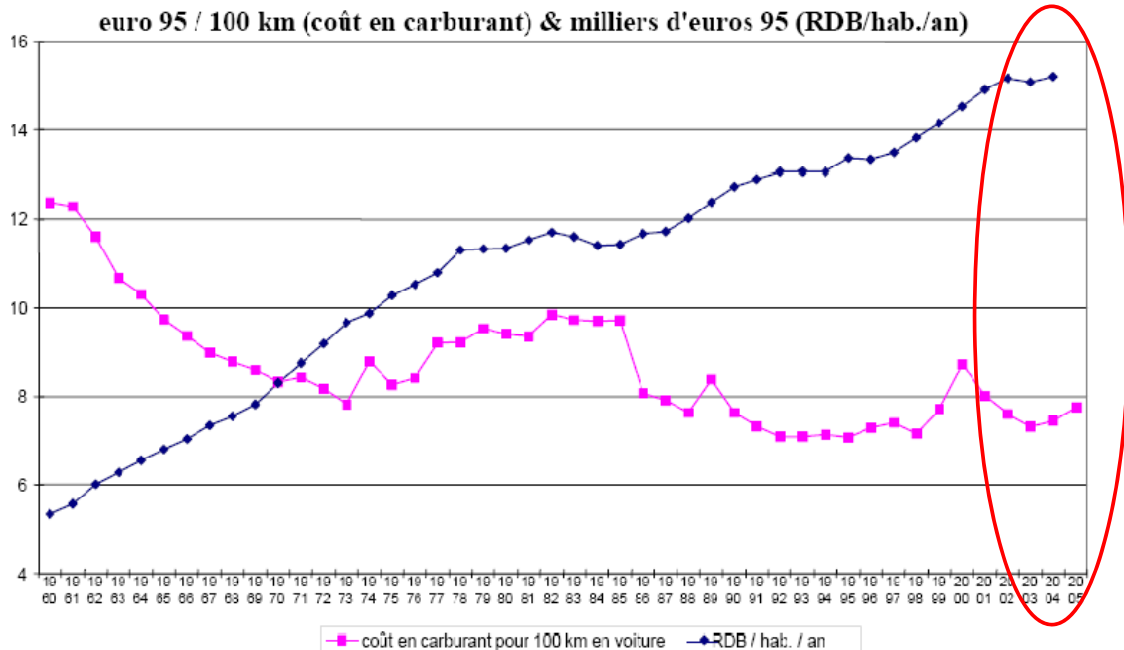
(Data Points: 1960 - 1990; Curves: 1960 - 2050)



Source: Schafer and Victor (2000); economic growth rates based on IPCC IS92a/e scenario

## Households' net income and gasoline cost in France

Figure 5 : Coût en carburant du transport automobile & revenu disponible brut par habitant (Source Quirion, 2006)



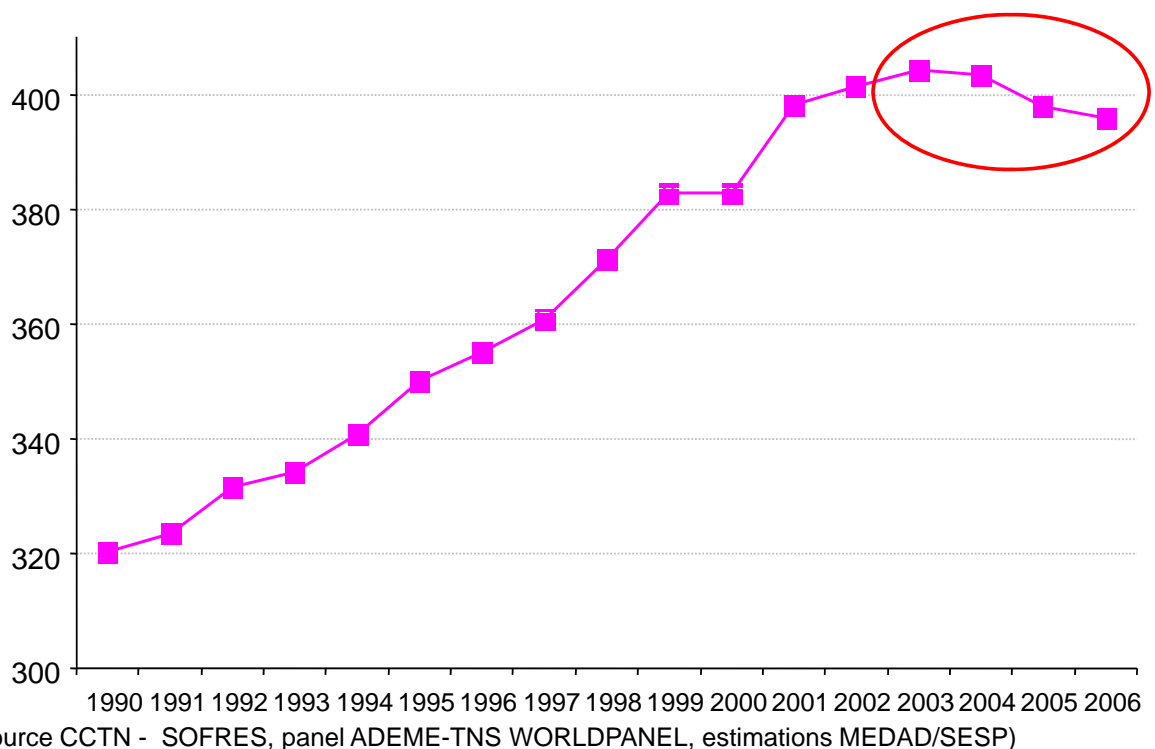
GODARD Olivier, 2006, Transports et développement durable : les conditions de la compatibilité,



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## Evolution of car traffic in France

milliards de véhicules kilomètres



(source CCTN - SOFRES, panel ADEME-TNS WORLDPANEL, estimations MEDAD/SESP)



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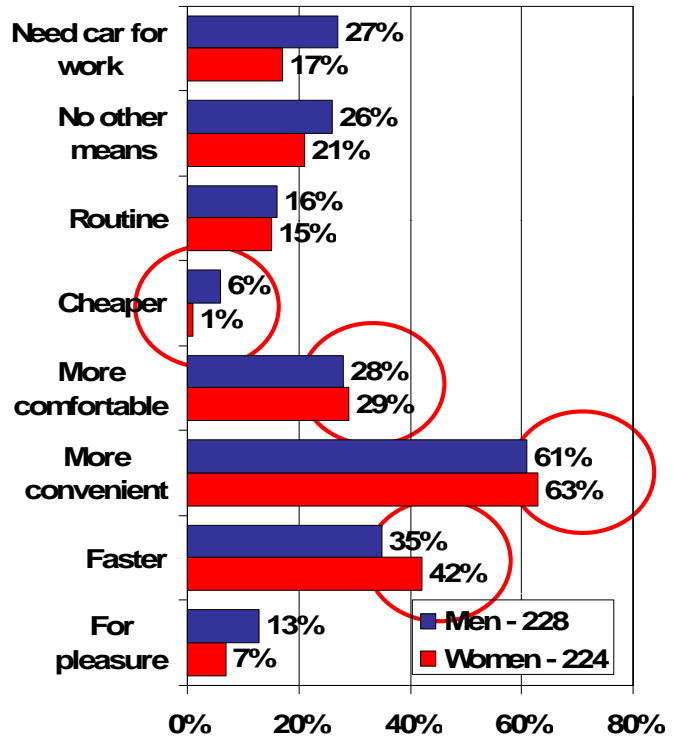
## For what reasons do you use your car?

Lyon Survey:

452 regular car drivers

Face-to-face interviews at parking locations in the centre of the city

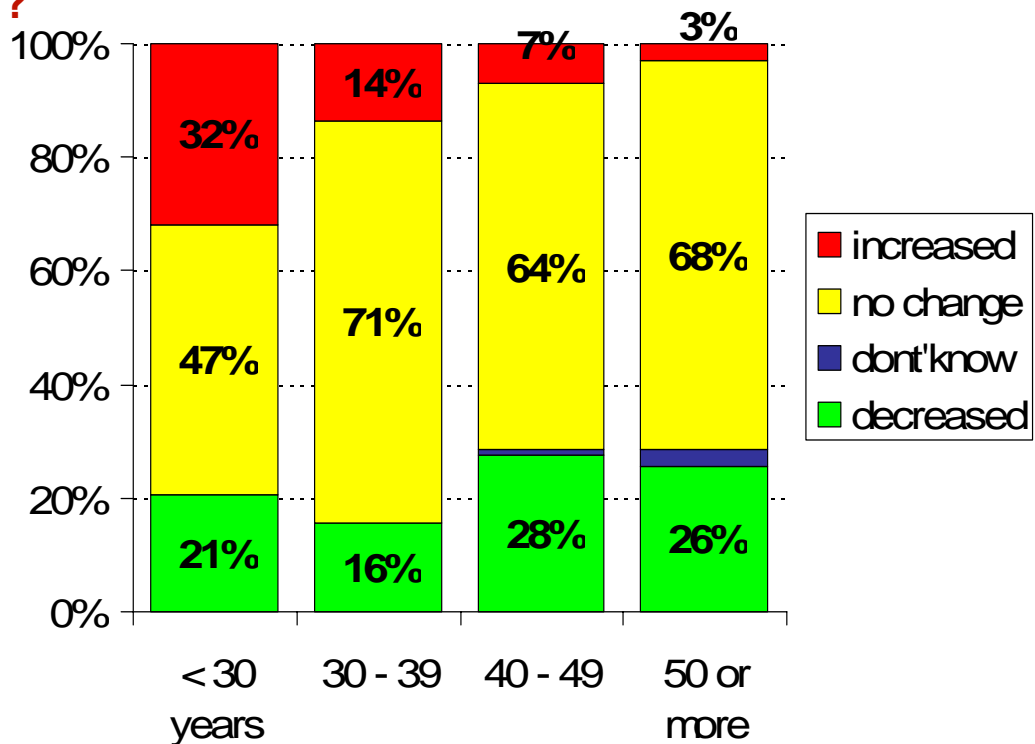
November/December 2007



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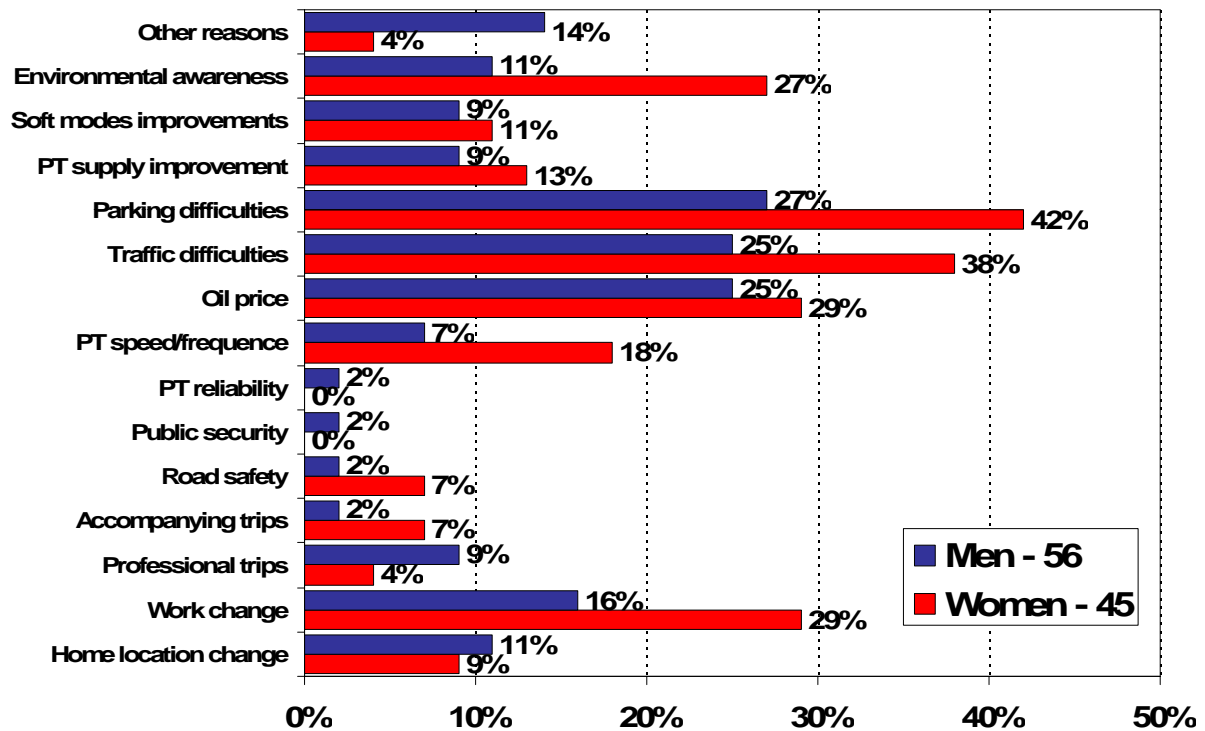
## Compared with last year, do you now use your car more or less?



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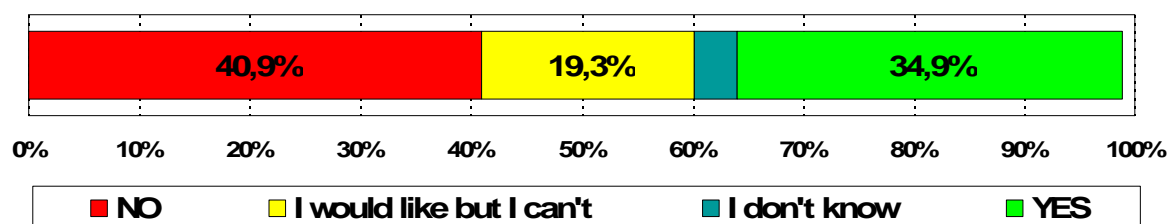
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## For what reasons did you reduce your car use?

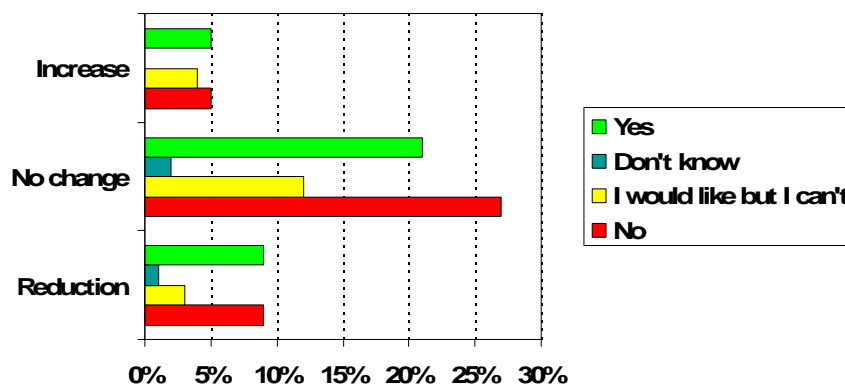


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## For the coming year, do you intend to reduce your car use?

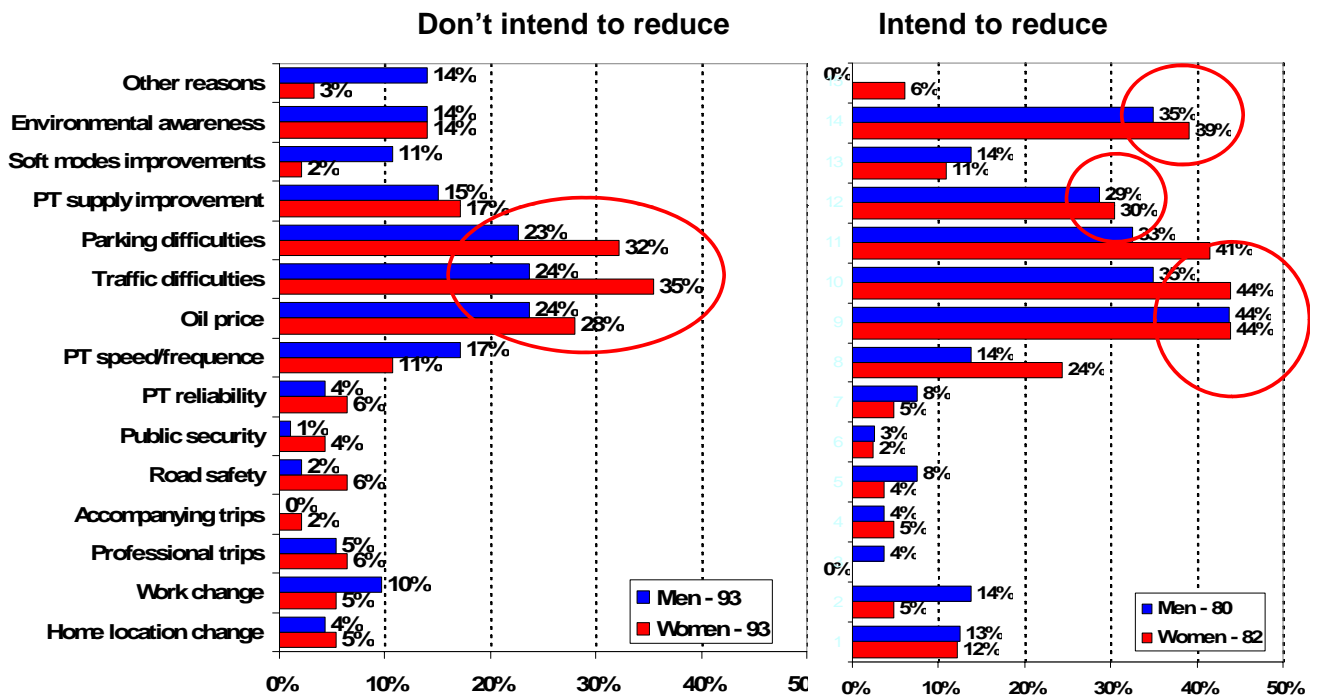


### Intention to reduce car use for the coming year according to the past changes

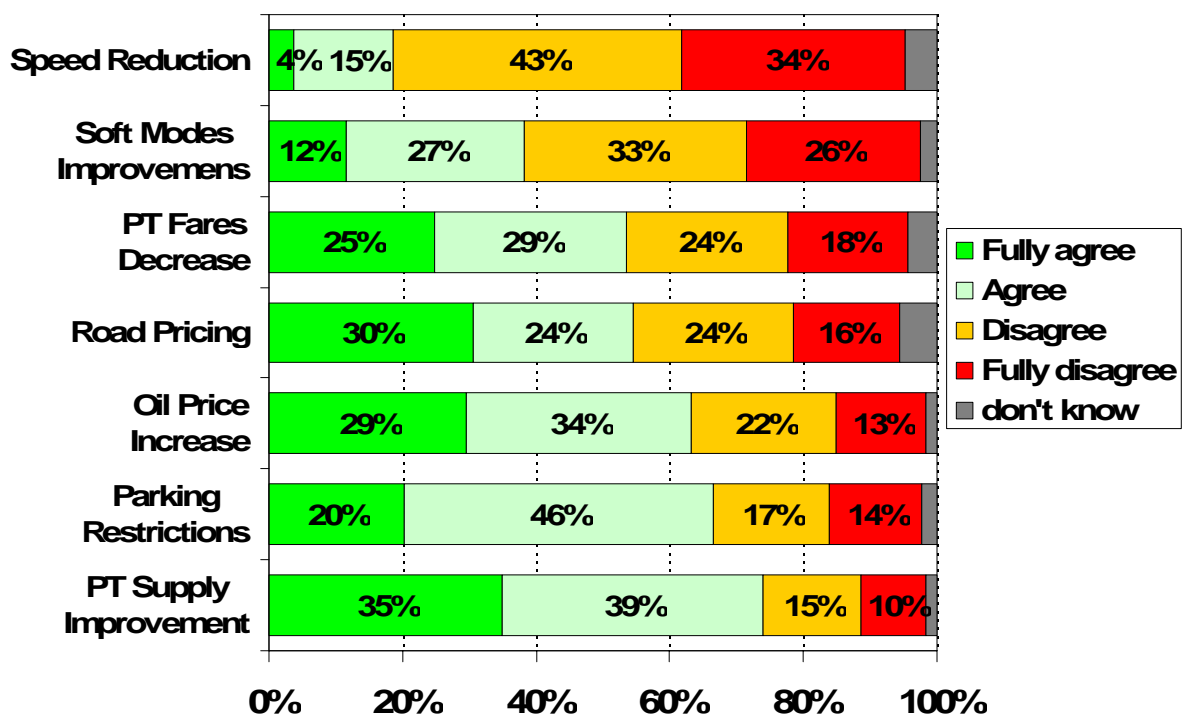


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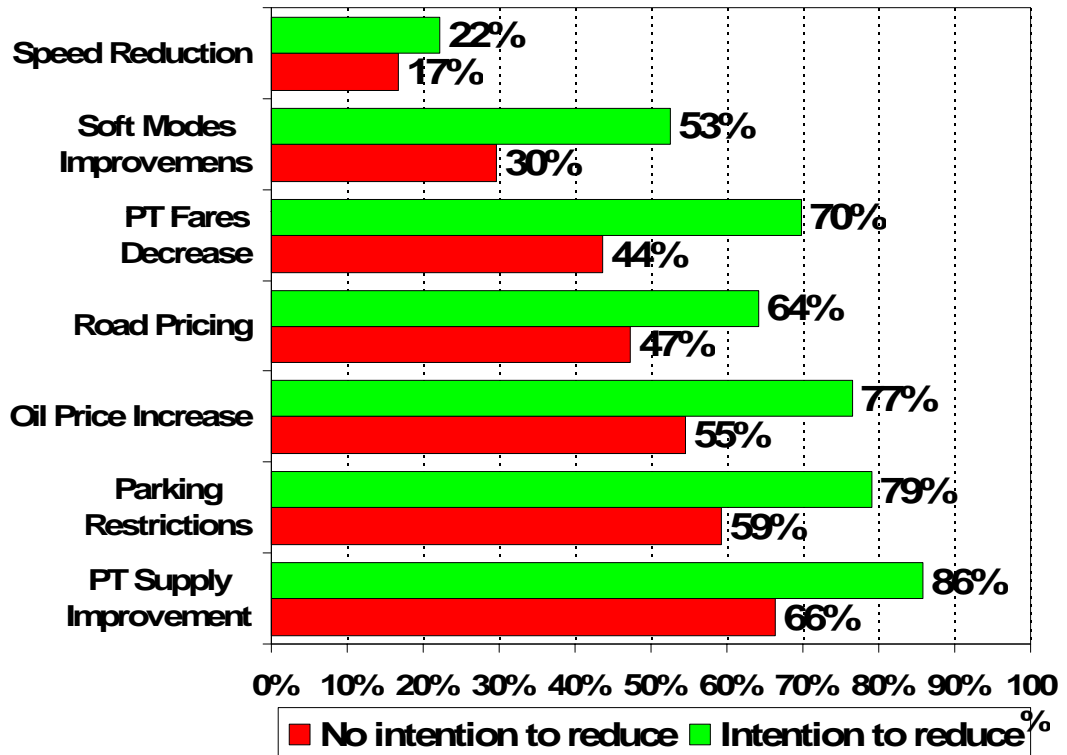
## Which reasons could incite you to reduce your car use?



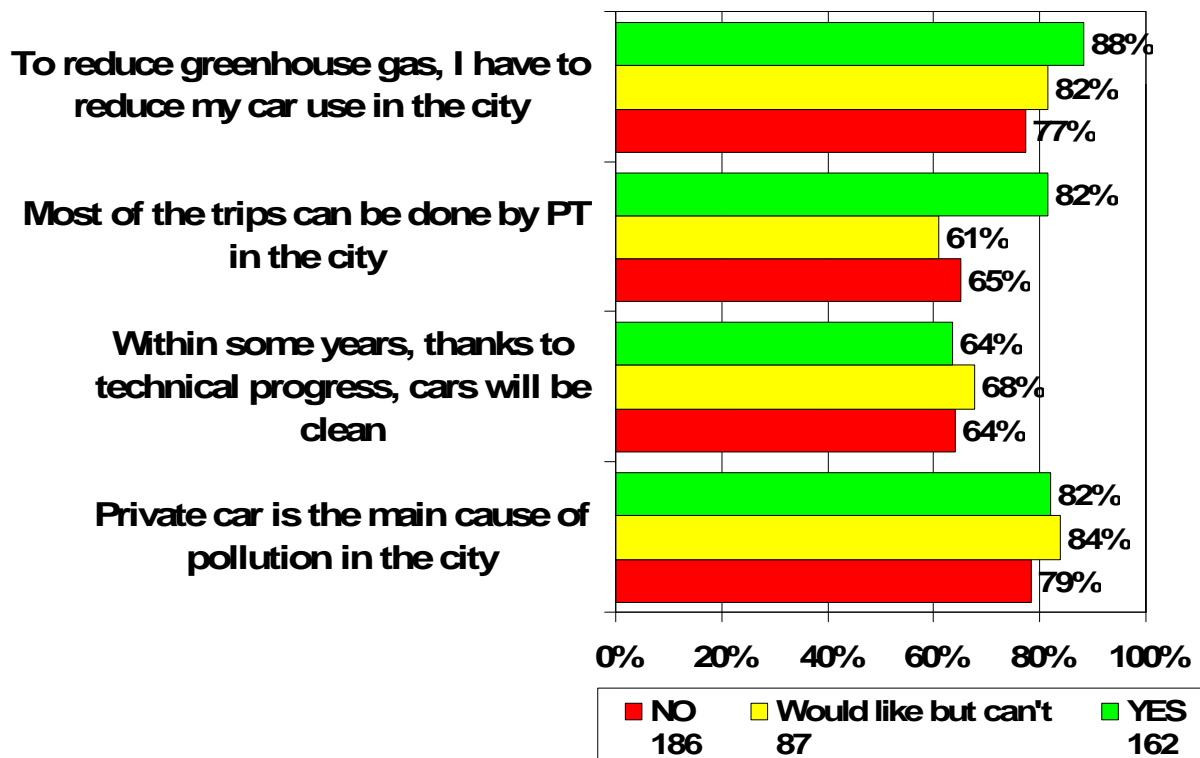
## Which measure could incite you to reduce your car use?



## Which measure could incite you to reduce your car use?



## Do you agree with these assumptions?



## What can we conclude?

- Urban transport policies starting to give results (in the city centre...)
- Penalties still more efficient than incentives
- Car drivers' expectations focussed on PT alternatives
- Half of the annual car mileage done out of urban area (week-end, holidays,...)
- Behavioural changes needs time... and appropriated measures!
- Environmental awareness not sufficient to change behaviour?
- A need to deepen our understanding of behavioural change >>> MAX-Success European program

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## A final question ...

**Will the market (oil price) succeed where public regulation failed for car traffic reduction?**

**Thank you!**