



Getting into Gear: What stalls car-sharing — and how to get it moving



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A Vision of the End of Car Ownership

Livability

Safety

Environmental
Sustainability





Should I Share or Should I Own?

The commercial rate is still a bit pricey compared to what I spend on my own car.

Easy to use, availability is good, comfortable ride, and good support from the provider

If you share a car, then others have no responsibility and don't care about damage.

I don't want to share. With nobody. You will only have a hassle with it!

That at unexpected moments, when my own car is not available, I can still take a car to run my errands.

Good initiative for people who do not use a car very often or use it mostly for a short time.

What if there is no car available when I need it?

What particularly stops me from participating in car-sharing is the lack of clarity about it. Who is liable, responsible, what are the costs, and how am I insured?



Comments by people who tried car-sharing.

Comments by people who are not necessarily users of car-sharing.

Roadblocks to Adopting Sharing Cars

Few backup
options



Unwillingness to sell
one's private car



Long distances
to shared cars





I Changed My Mind – High Stopping Rates

Power of
community?



Money's worth?



Bad
experiences?





From Assumption to Evidence: What motivates people to adopt car-sharing?



Money



Safe and Easy



This is who I am



Environmental
Sustainability



Community

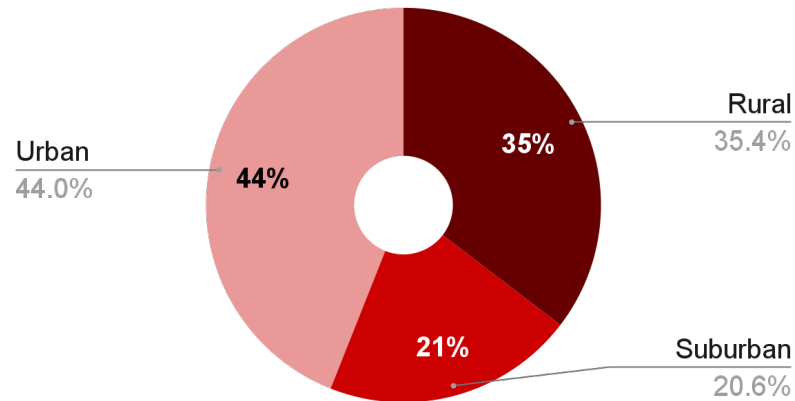


Livability

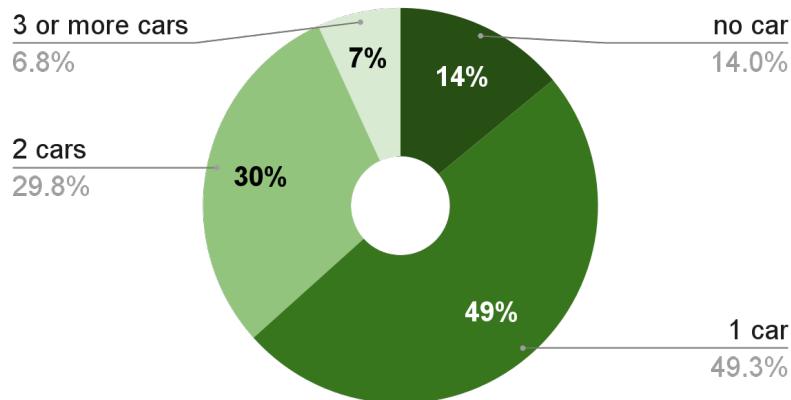


Survey Data Collection

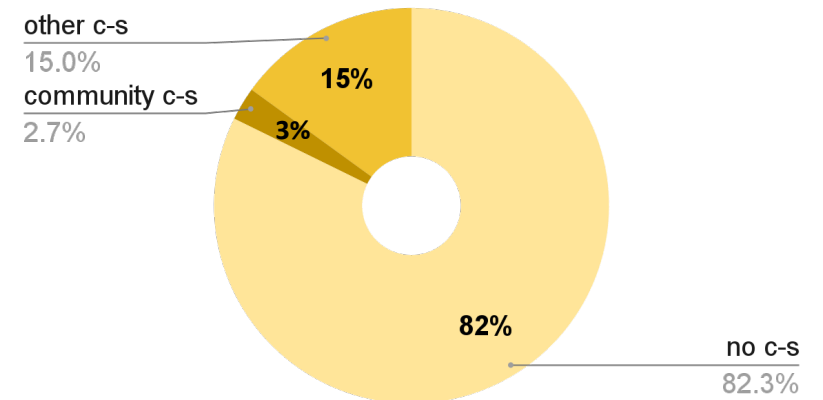
Living Area



Cars per Household



Sharing Behaviour



Total 292



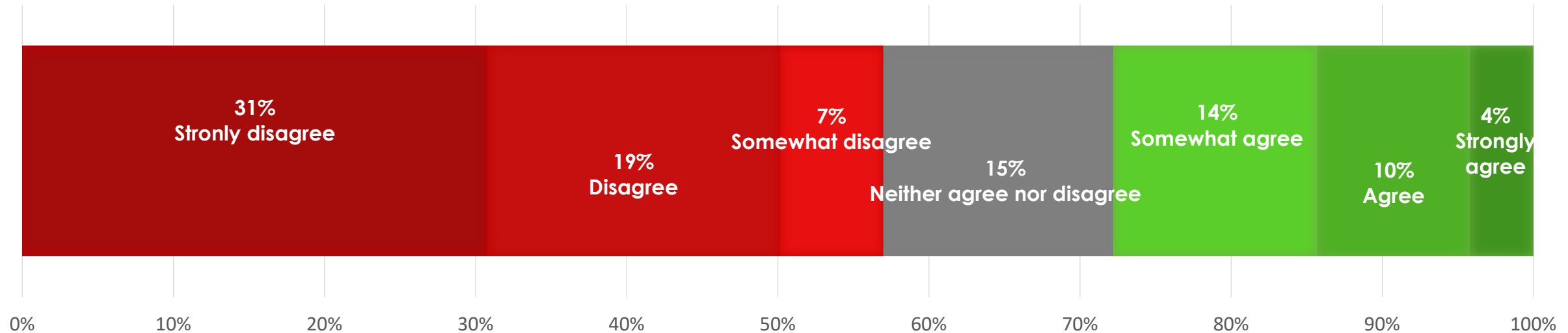
Age: Mean=52; SD=13.5; Min=21; Max=81

Gender: Women=141 (49%); Men=147 (50%)



Survey Results: Signing up

I CONSIDER JOINING A CAR-SHARING COMMUNITY





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Livability



Living Theory: What do participants of a car-sharing initiative think?

3

Questionnaires



16

Car-sharing users

Living Theory:

What do participants of a car-sharing initiative think?

How do people's
travel habits
change?

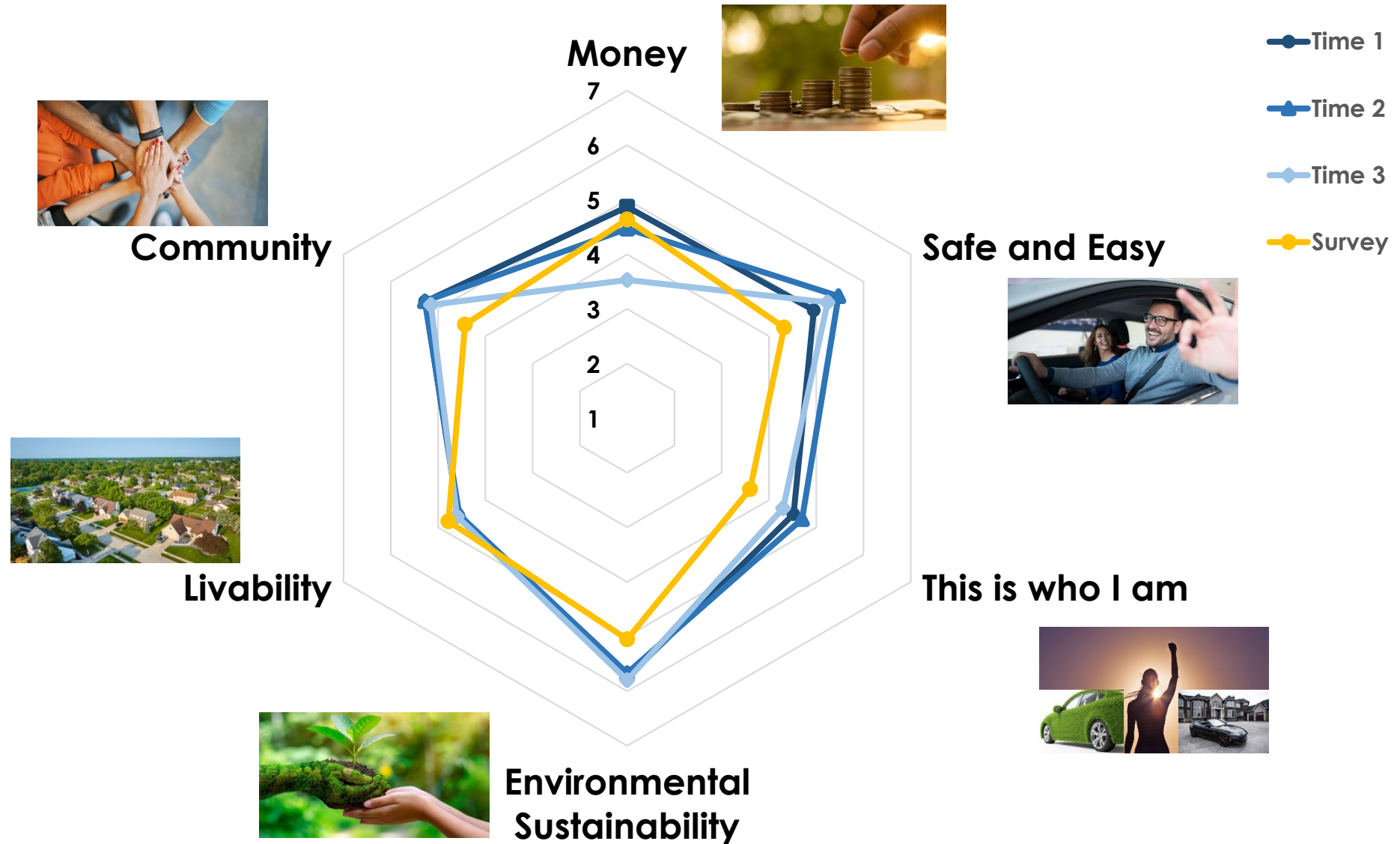
Do people change
their opinion of car-
sharing over time?



Do people sell their
car and will they
continue with car-
sharing?

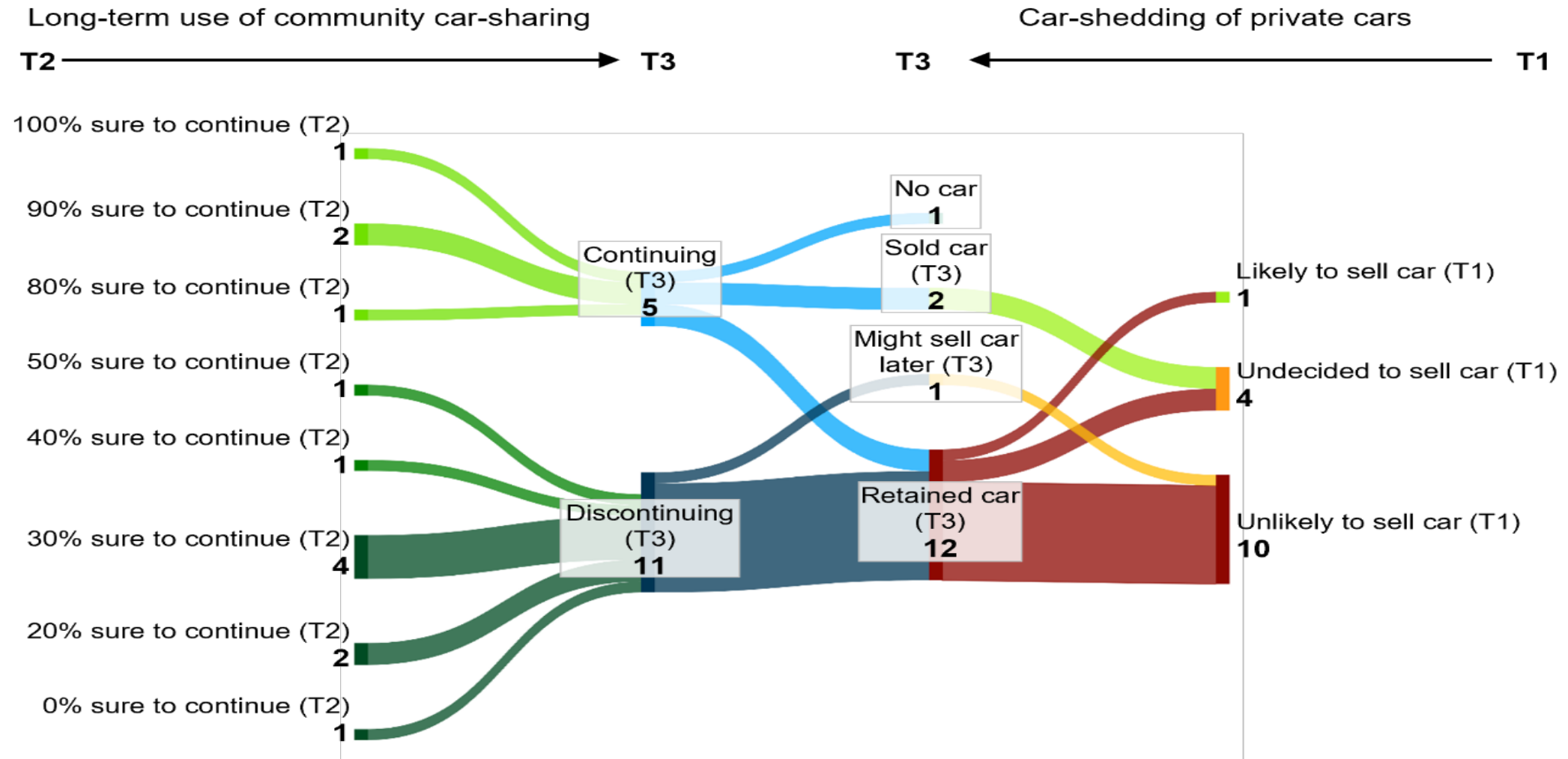


Do people change their opinion of car-sharing over time?





Do people sell their car and will they continue with car-sharing?





Fuelled by Research: Putting our Findings to Work

Sell the lifestyle!

Focus campaigns on convenience, identity, and neighbourhood benefits — not just the mechanisms of car-sharing like money.



Info helps — But it's not enough!

People need information about the logistics as a basis, but lifestyle motivates.

First impression drives decisions!

Ensure early experiences with car-sharing are positive – impressions are made quickly and they last.

No car, more share!

Car-sharing and car-selling are connected, but for people to take the step to do both they want to be sure to have alternatives available such as public transport.