

German Aerospace Center in the Helmholtz Association

Institute of Transport Research

Contact: Verena Franken Barbara Lenz

# Acceptance of e-information in transport as a pre-condition for successful intermodality

E-information is supposed to allow major changes in individual travel behaviour. The thesis is: The more individuals have diverse and high quality information at their disposal the more they are ready to diversify their travel behaviour towards intermodality. Behavioural changes could contribute substantially to improve the effectiveness of the transport system.

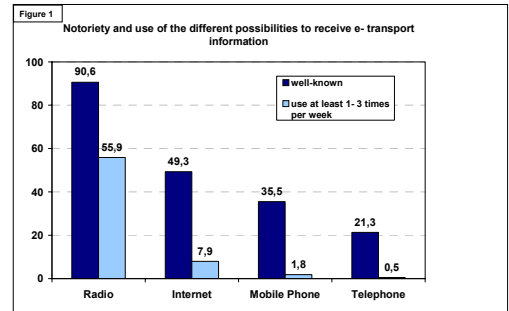
However, empirical evidence on the relation between E-information and individual travel behaviour is very limited. This is why the DLR-Institute of Transport Research has carried out a survey on the acceptance and use of travel information with particular focus on "E-information" which is information available via internet and mobile phone:

survey period: May/June 2004

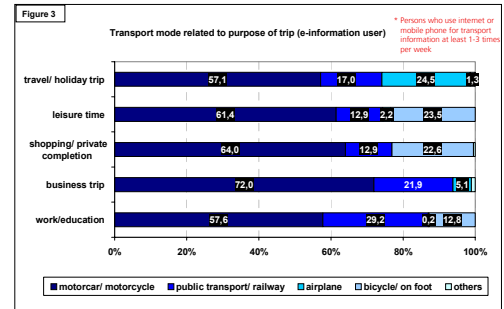
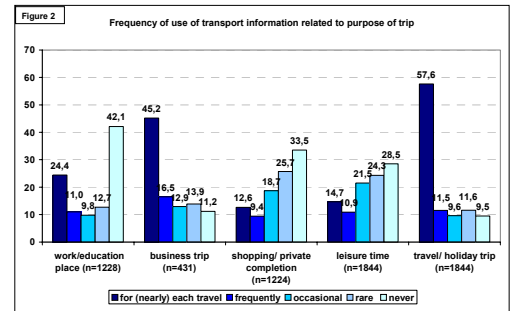
sample: 2,200 German speaking persons of 16 years or older living in the FRG

method: phone survey accomplished by Infas GmbH, Bonn

The first general finding (figure 1) uncovers a large divergence between the knowledge about travel information and its use. This is even true for information transmitted via the radio as a quite conventional information channel, but it is particularly evident for information available by internet and mobile phone: While still about two thirds of those being familiar with radio travel information effectively use it, the share of effective users is only 7,9% for internet travel information and 1,8% for mobile phone travel information



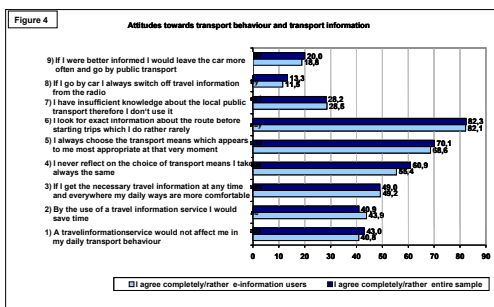
The use of travel information is clearly dependent from the purpose of the trip (figure 2). While it is not very surprising that travel information is mostly requested for holiday trips, its use is pretty noteworthy for purposes like business trips and trips between home and place of work or education. It can be supposed that here the options for multimodality are relatively high. This assumption is supported by the above average use of public transport among E-information users (figure 3). While the use of public transport (local public transport and railway) in the overall sample reaches only 16,4% and 9,8% for travel to place of work or education and business trips, it goes up to 21,9% and 29,2% for E-information users.



However, although multimodality seems to be more typical for E-information users some doubts remain if multimodality is really the result of the use of E-information or if already existing multimodality leads to a more frequent use of E-information. This problem will need further discussion and in-depth research. By the findings of the DLR survey we come to the preliminary result that E-information users do not have either the wish not the expectation that the use of E-information will change their travel behaviour (items 1, 7, 9). Instead the aim of using E-information for travel via internet or mobile phone consists especially in improving the comfort and speed of travel (items 2,3). So: It is not any behavioural change in which E-information users are interested but an improvement of the existing travel process.



Category	Value (%)
Sex	male 72,6 female 27,4
Age	under 18 6,1 18 till 25 24,9 26 till 35 21,1 36 till 45 25,9 46 till 55 11,0 56 till 65 6,9 66 till 75 1,3 older than 75 2,9
Occupation	fulltime working 52,6 part-time working 10,0 minor working 4,3 not working 33,1
Graduation	(still) pupil 5,1 without graduation 1,8 elementary or secondary school 23,7 O-level 32,2 qualification for university entrance 26,5 completed study 9,6 other graduation 0,7
Household income	under 900€ 5,4 900 till under 2.000€ 15,8 2.000 till under 3.000€ 17,7 3.000 and more 33,2



Who finally are the users of E-information for travel? At present the E-information users are men from 18 to 45, full-time working and earning more than 2,000 Euro per month – so this is the very well-known group of very innovative individuals within the entire E-context (table).

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DLR - IVF  
Rutherfordstraße 2  
12489 Berlin, Germany  
Tel: +49 (30) 67055-149  
Fax: +49 (30) 67055-202  
E-Mail: Verena.Franken@dlr.de  
Barbara.Lenz@dlr.de