



Consumer Behaviour and Opinion on Car Sharing

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FINAL



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Executive Summary

The Consumer Council commissioned Social Market Research (SMR) to undertake a survey among Northern Ireland (NI) consumers to assess behaviour and attitudes to car sharing. The survey is based on sample of 1012 NI adults using an online panel methodology. The survey was conducted in accordance with the ISO20252 Standard and fieldwork was carried out in March 2022.

Key Findings

Prevalence of car sharing

- 28% of consumers had car shared in the past
- 21% had used an informal car sharing scheme with friends / colleagues
- 5% had used an organised car sharing scheme
- 2% had used both an organised car sharing scheme and an informal car sharing scheme

Likelihood of using an organised car sharing scheme in the future

- 22% would be likely to use an organised car sharing scheme in the future
- 66% would be unlikely to use an organised car sharing scheme in the future
- 12% were undecided about using an organised car sharing scheme in the future

Reasons for being likely to use an organised car sharing scheme in the future

- 71% of those who would use an organised car sharing scheme in the future cited cost as a reason
- 50% cited less pollution as a reason
- 37% cited reduced congestion / traffic
- 33% would use an organised car sharing scheme because it is better for the environment
- 25% cited social interaction / opportunity to meet others as a reason
- 23% cited less energy and materials being used
- 21% cited reduced car parking issues
- 11% cited improved health

Reasons for being unlikely to use an organised car sharing scheme in the future

- 46% said they like their own space / privacy
- 34% said they like their own freedom / independence
- 28% pointed to lack of flexibility
- 28% cited inconvenience
- 21% said they would feel uncomfortable with other passengers
- 20% had concerns about personal safety
- 19% cited hygiene / cleanliness

Attitudes to car sharing

- 13% would be happy to make their car available for rent as part of a car sharing scheme
- 19% would be happy to rent someone else's car as part of a car sharing scheme
- 24% would be happy to drive as part of an organised car sharing scheme
- 31% would be happy to be a passenger as part of an organised car sharing scheme

- 15% said their children have car shared when going to school
- 28% would be happy if their children car shared going to school

- 21% believe there is no need to own a car where they live
- 25% would like access to a car without owning one

- 37% agreed that the government should invest in car sharing schemes
- 19% are willing to pay something towards the setting up of an organised car sharing scheme in N Ireland.
- 33% would like more information on how car sharing schemes work

Future of car ownership

- 51% believe that the cost of car ownership will increase significantly in the future, so the majority will use shared mobility services (e.g. car sharing)
- 15% believe the cost of car ownership will remain unchanged in the future, but shared mobility services (e.g. car sharing) will become more convenient and cheaper, so most will use them instead of owning a car
- 34% believe the importance and cost of car ownership will remain unchanged in the future

Conclusions

This survey shows that NI consumers have limited experience of either informal or organised car sharing schemes. As well as limited experience of car sharing schemes, the survey also suggests that relatively few consumers are interested in using organised car sharing schemes in the future, with saving on cost the main motivation among those who would consider using one. Among consumers who say they would be unlikely to use an organised car sharing scheme, a preference for having their own space / privacy, as well as liking their own freedom / independence, were the most common barriers.

Looking to the future, only a minority of consumers believe that the government should invest in car sharing schemes, with relatively few respondents saying they would make their car available for rent as part of an organised car sharing scheme. Less than one in five consumers say they would be willing to pay something towards the setting up of a car sharing scheme in NI, with limited interest in receiving further information on how car sharing schemes work.

Although relatively few consumers currently appear to be interested in organised car sharing schemes, most believe the cost of car ownership will increase significantly in the future with consumers having to use shared mobility services such as car sharing.

1. Introduction

In March 2022, The Consumer Council commissioned Social Market Research (SMR) to undertake a survey among NI consumers on car sharing behaviour and attitudes.

1.1 Survey Focus and Content

The aim of the survey was to explore:

- Prevalence of car sharing
- Future behaviour in relation to car sharing
- Motivators to car sharing
- Barriers to car sharing
- Attitudes to car sharing
- Car ownership in the future

1.2 Survey Methodology

The survey is based on 1012 interviews with the N Ireland general public aged 18+. The survey was conducted using an online panel methodology with results representative of the NI adult population. The survey has a margin of error of +/-3.1% (at most). Fieldwork was conducted between 14-23 March 2022. The research was conducted in line with ISO20252 of which Social Market Research is fully accredited. The survey questionnaire is included as Appendix 1.

1.2.1 Sample Profile

Table 1.1 presents an overview of the sample profile weighted by age, sex, social class and area (LGD) and in line with census mid-year population estimates for 2020.

		%	n
Sex	Male	49	492
	Female	51	520
Age	18-34	26	262
	35-59	47	478
	60+	27	272
SEG ¹	ABC1	48	487
	C2DE	52	525
Local government district	Antrim and Newtownabbey Borough Council	8	81
	Ards and North Down	9	91
	Armagh City, Banbridge and Craigavon	10	101
	Belfast	18	182
	Causeway Coast and Glens	8	81
	Derry and Strabane	8	81
	Fermanagh and Omagh	6	61
	Lisburn and Castlereagh	8	81
	Mid and East Antrim	7	71
	Mid Ulster	8	81
	Newry, Mourne and Down	10	101

1.3 Notes on Reporting

Please note that due to rounding, row and column totals in tables and figures may not sum to 100. Also, please note that any differences between sample subgroups (e.g. age, gender, social class etc.) alluded to in the report commentary are statistically significant to at least the 95% confidence level. The use of [-] within tables denotes less than 1%. Prior to analysis the data have been weighted by age, sex, social class, and local government district, and in line with NI census estimates.

¹ Used as an indicator of social class with ABC1 grades including: higher managerial, administrative or professional; intermediate managerial, administrative or professional; and, supervisory or clerical, junior managerial, administrative or professional. C2DE social grades include: skilled manual workers; semi and unskilled manual workers; and, state pensioners or widows (no other earner), casual or lowest grade workers.

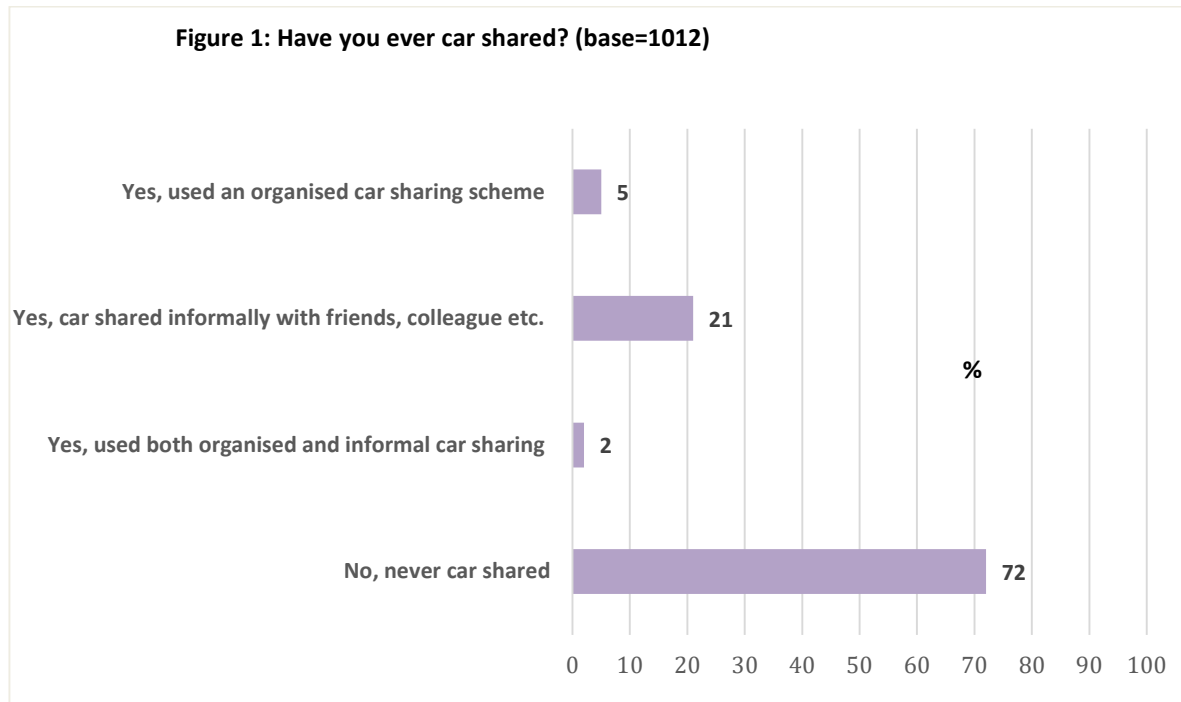
2. Survey Findings

2.1 Current working arrangements

Consumers were presented with the following information on car sharing and then asked if they had ever car shared.

Car sharing is when two or more people travel together by car for all or part of a trip. The passengers usually make a contribution towards the driver's fuel costs. Car sharing may be formal, using an organised car share scheme, or informal – for example, friends or colleagues travelling to work together.

Figure 1 shows that 28% of all consumers had used either an organised or an informal car sharing scheme. Five percent (5%) had used an organised car sharing scheme, 21% had car shared informally with friends and colleagues etc., and 2% had used both organised and an informal car sharing schemes.



Statistically Significant Differences between Respondent Groups

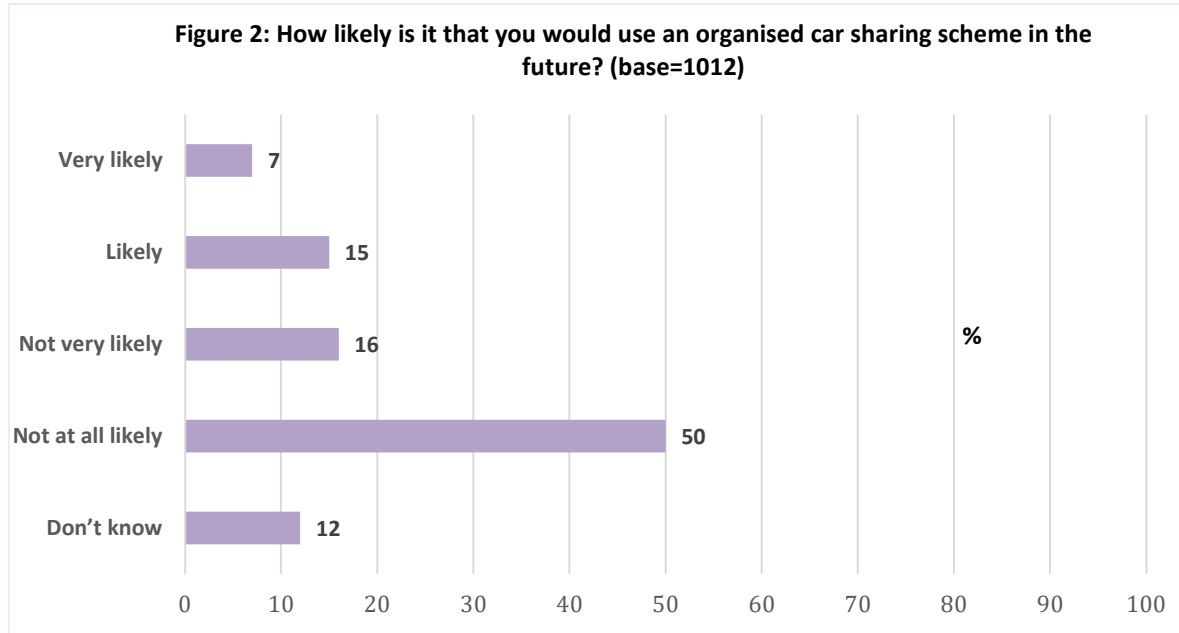
Those more likely to have used either an organised or an informal car sharing scheme included:

- Younger consumers (18-34, 54%; 35-59, 21%; 60+, 17%)
- Economically active consumers (31% vs. 23%)
- Mid and East Antrim consumers (48%) [Fermanagh and Omagh least likely, 15%]
- Car owners (30% vs. 23%)

2.2 Likelihood of using an organised car sharing scheme in the future

All consumers were asked how likely they would be to use an organised car sharing scheme in the future.

Figure 2 shows that approximately one in five (22%) consumers said they would be either very likely (7%) or likely (15%) to use an organised car sharing scheme in the future, with most (66%) saying they would be unlikely to do so (very likely, 16%: not at all likely, 50%). Twelve percent (12%) of consumers were undecided.



Statistically Significant Differences between Respondent Groups

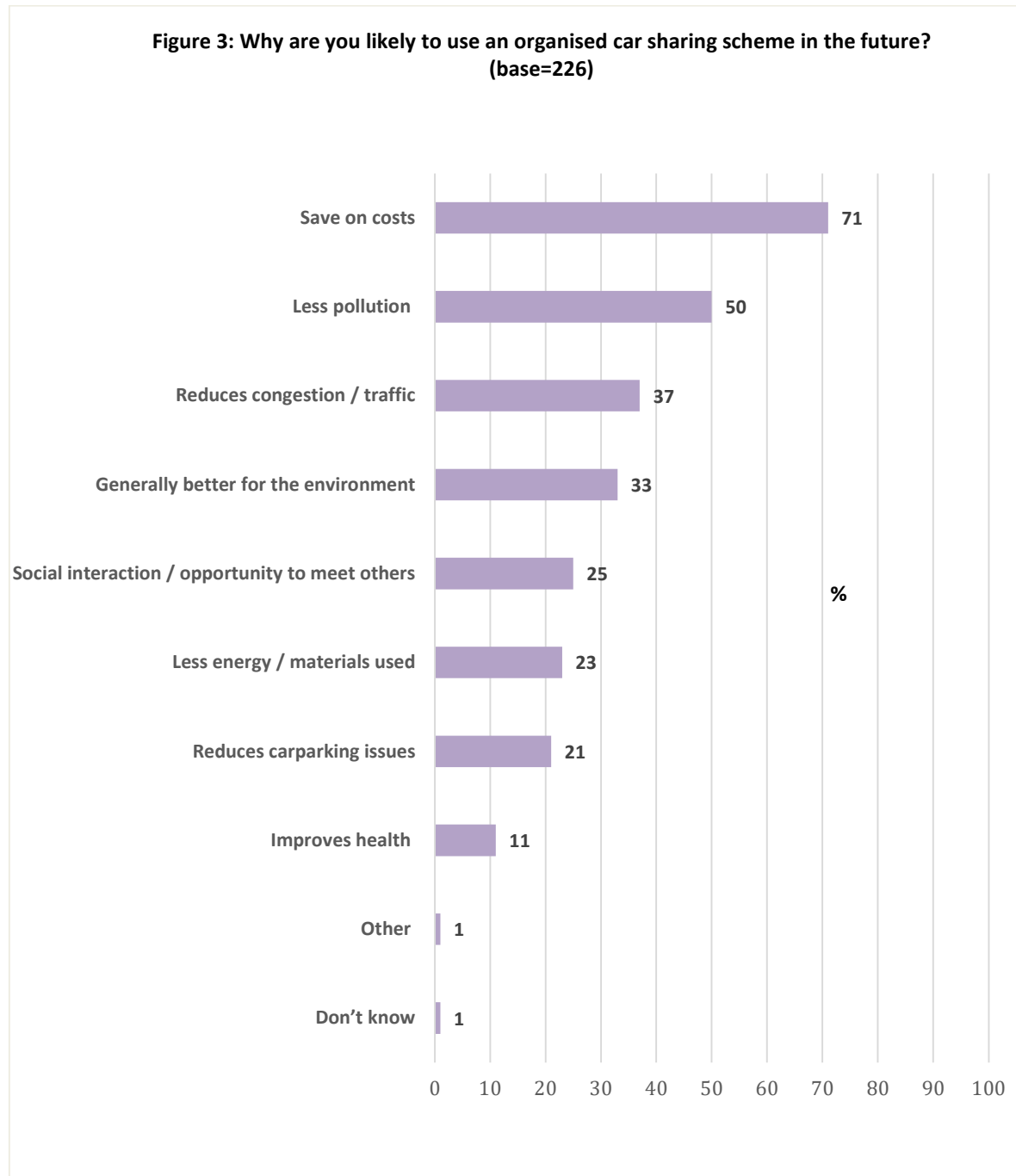
- Younger consumers were more likely to say they would use an organised car sharing scheme (18-34, 45%: 35-59, 19%: 60+, 6%)
- ABC1 consumers were less likely to say they would use an organised car sharing scheme (69% vs. C2DE, 63%)
- Economically inactive consumers were more likely to say they would use an organised car sharing scheme (28% vs. 13%)
- Non-disabled consumers were less likely to say they would use an organised car sharing scheme (68% vs. 62%)
- Those with an intermediate level of educational attainment were more likely to say they would use an organised car sharing scheme (high, 18%: medium, 31%: low, 20%)
- Higher income consumers were less likely to say they would use an organised car sharing scheme (<=£20K, 25%: 20K-£40K, 23%: £40K+, 15%)
- Consumers in urban areas were more likely to say they would use an organised car sharing scheme (25% vs. 16%)
- Derry and Strabane consumers were more likely to say they would use an organised car sharing scheme (33%) [Ards and North Down least likely, 14%]

2.2.1 Reasons why consumers would be likely to use an organised car sharing scheme in the future

Those consumers who said they would be likely to use an organised car sharing scheme in the future (n=226) were asked why they would do so.

Figure 3 shows that the most common reason for using an organised car sharing scheme in the future was to save on cost (71%), followed by less pollution (50%), and reduced congestion / traffic (37%).

One in three (33%) would use an organised car sharing scheme in the future because it is generally better for the environment, with social interaction / opportunity to meet others listed by 25%. Other reasons for using an organised car sharing scheme in the future included less energy / materials used (23%); reduces carparking issues (21%); and improves health (11%). One percent listed other reasons.²



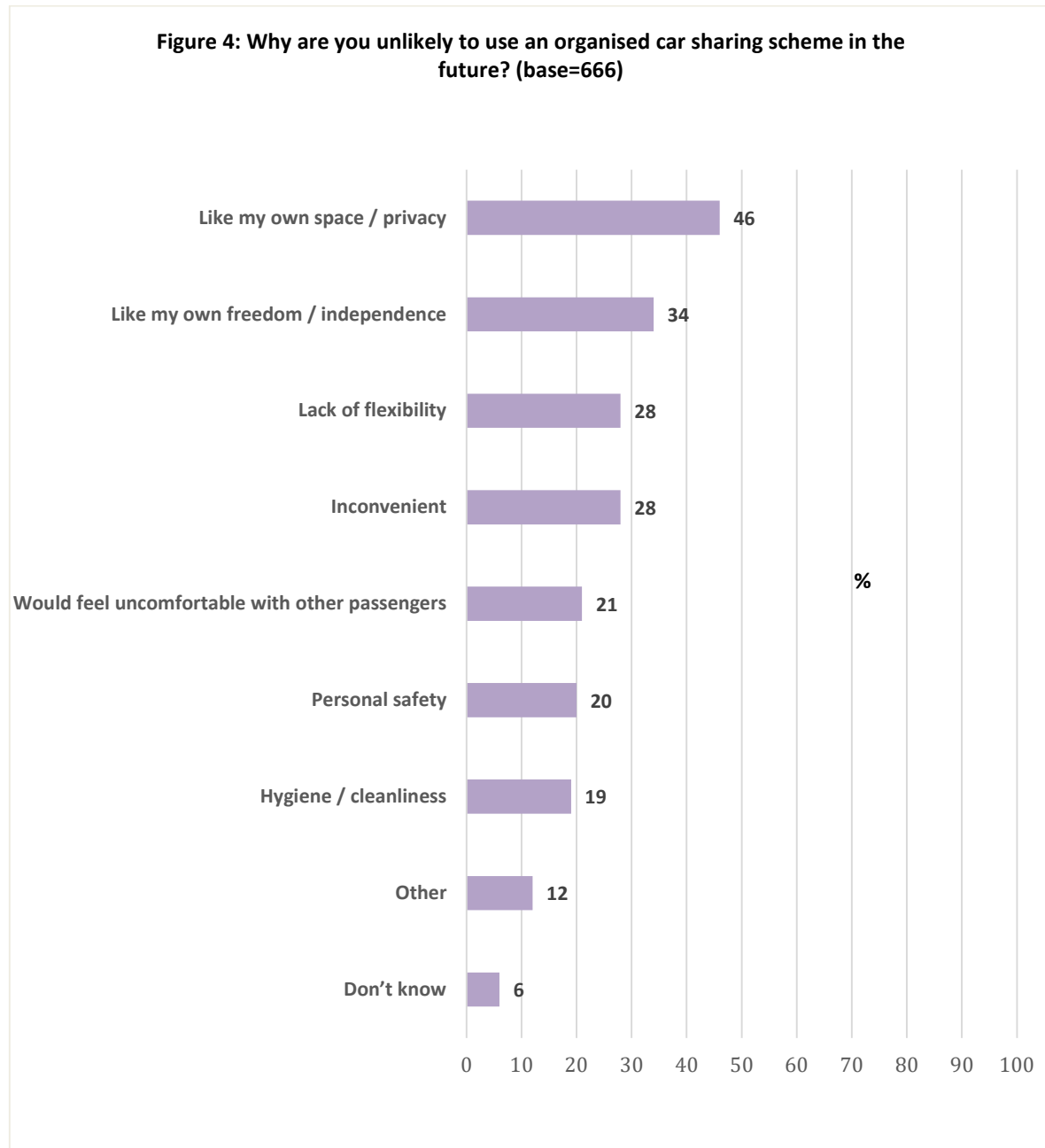
² Included: friends needing a lift to and from work (n=1); and, not being able to drive (n=1).

2.2.2 Reasons why consumers would be unlikely to use an organised car sharing scheme in the future

Those consumers who said they would be unlikely to use an organised car sharing scheme in the future (n=666) were asked why they would be unlikely to do so.

Figure 4 shows that the most common reasons why consumers would be unlikely to use an organised car sharing scheme in the future included liking their own space / privacy (46%); and liking their own freedom / independence (34%).

Other reasons cited for being unlikely to use an organised car sharing scheme in the future included lack of flexibility (28%); inconvenience (28%); feeling uncomfortable with other passengers (21%); personal safety (20%); and hygiene / cleanliness (19%). Twelve percent (12%) cited other reasons.³



³ Included: Don't drive (n=16); Don't have a car (n=6); Not working (n=6); don't need to travel / working from home / don't commute (n=19); Don't know anyone to share with (n=1); Cycle to work (n=2); Don't need to share a car / doesn't suit me (n=11); Live to far from others (rural location) (n=5); Use and adapted car (n=1); Walk (n=2); Insurance implications (n=1); Firm will not permit (n=1); Wife has anxiety issues (n=1); and, No one / colleagues live nearby (n=9).

2.3 Attitudes to car sharing

Consumers were presented with a number of statements relating to car sharing.

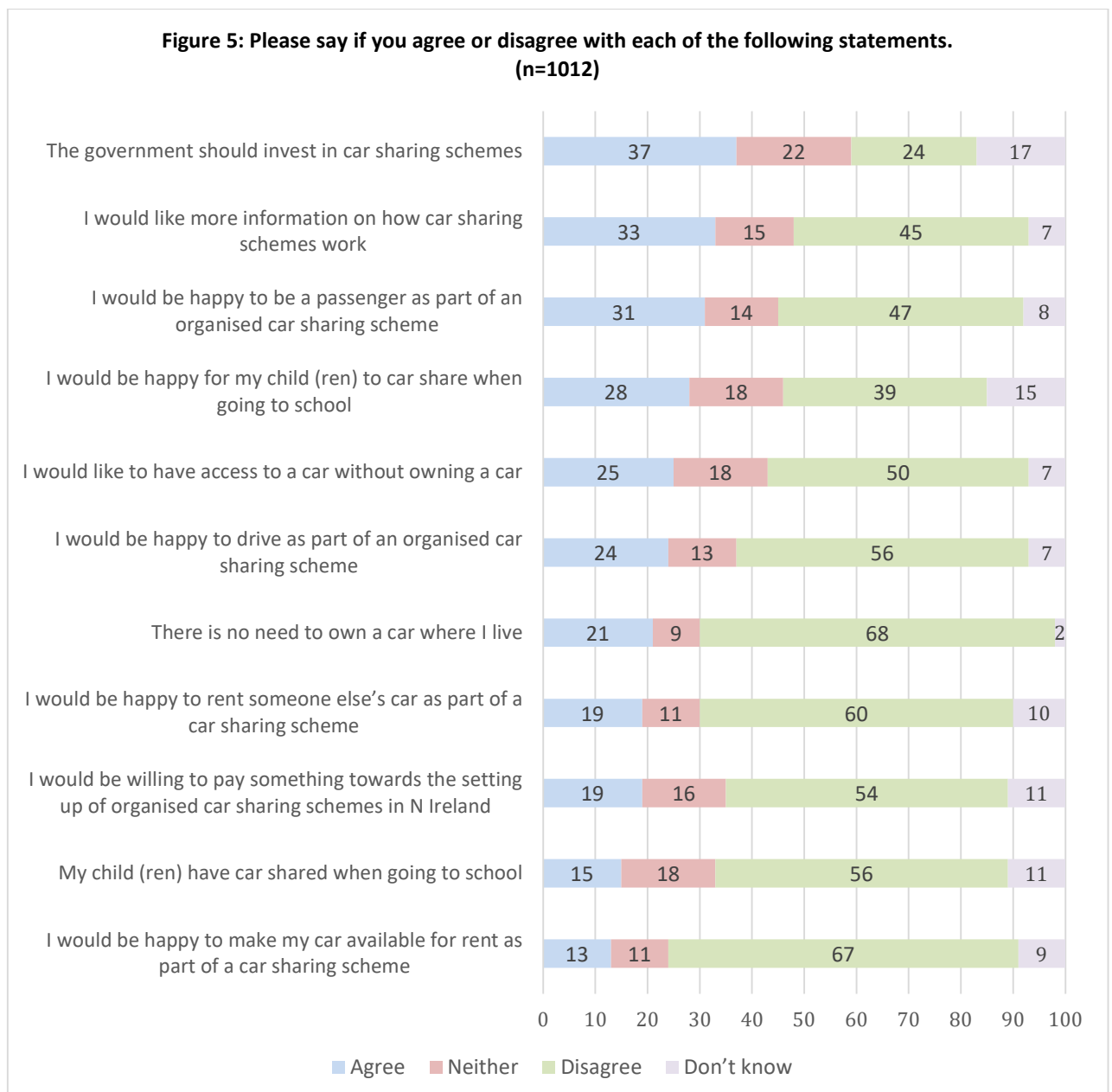
Figure 5 shows that just 13% of consumers said they would be happy to make their car available for rent as part of a car sharing scheme, with a slightly greater number (19%) happy to rent someone else’s car as part of a car sharing scheme.

Almost one in four (24%) consumers said they would be happy to drive as part of an organised car sharing scheme, with a greater number happy to be a passenger as part of an organised car sharing scheme (31%).

Although fifteen percent (15%) of consumers said that their children have car shared when going to school, significantly more said they would be happy if their children car shared going to school (28%).

Just 21% of consumers agreed that there is no need to own a car where they live, with most disagreeing with this (68%). A quarter (25%) of consumers said they would like access to a car without owning one.

Just over a third (37%) of consumers agreed that the government should invest in car sharing schemes, with just 19% willing to pay something towards the setting up of an organised car sharing scheme in NI. One in three consumers (33%) said they would like more information on how car sharing schemes work.



Statistically Significant Differences between Respondent Groups

Statement: *'There is no need to own a car where I live'*

- Men were more likely to agree that there is no need to own a car where they live (25% vs. 17%)
- Younger consumers were more likely to agree that there is no need to own a car where they live (18-34, 31%; 35-59, 18%; 60+, 16%) [older consumers were more likely to disagree (18-34, 57%; 35-59, 70%; 60+, 77%)
- ABC1 consumers were less likely to agree that there is no need to own a car where they live (14% vs. C2DE, 27%) and more likely to disagree (77% vs. C2DE, 60%)
- Consumers with a disability were more likely to agree that there is no need to own a car where they live (26% vs. 18%) with non-disabled consumers more likely to disagree (72% vs. 62%)
- Consumers with a high level of educational attainment were more likely to disagree that there is no need to own a car where they live (high, 77%; medium, 63%; low, 65%)
- Higher income consumers were more likely to disagree that there is no need to own a car where they live (<=£20K, 56%; 20K-£40K, 70%; £40K+, 82%)
- Consumers in urban areas were more likely to agree that there is no need to own a car where they live (24% vs. 13%) whereas consumers in rural areas were more likely to disagree (81% vs. 64%)
- Mid Ulster consumers were more likely to agree that there is no need to own a car where they live (30%) [Derry and Strabane more likely to disagree, 80%]

Statement: *'I would like to have access to a car without owning a car'*

- Younger consumers were more likely to say they would like to have access to a car without owning a car (18-34, 37%; 35-59, 25%; 60+, 13%) [older consumers were more likely to disagree (18-34, 42%; 35-59, 48%; 60+, 61%)
- ABC1 consumers were less likely to say they would like to have access to a car without owning a car (19% vs. C2DE, 30%) and more likely to disagree (58% vs. C2DE, 43%)
- Consumers with a disability were more likely to say they would like to have access to a car without owning a car (29% vs. 22%) with non-disabled consumers more likely to disagree (54% vs. 44%)
- Consumers with a high level of educational attainment were more likely to disagree when asked if they would like to have access to a car without owning a car (high, 56%; medium, 48%; low, 47%)
- Higher income consumers were more likely to disagree when asked if they would like to have access to a car without owning a car (<=£20K, 38%; 20K-£40K, 53%; £40K+, 56%)
- Consumers in urban areas were more likely to say they would like to have access to a car without owning a car (29% vs. 15%) whereas consumers in rural areas were more likely to disagree (59% vs. 46%)
- Armagh City, Craigavon and Banbridge consumers were more likely to say they would like to have access to a car without owning a car (35%) [Newry, Mourne and Down more likely to disagree, 64%]
- Those who own or have access to a car or van were more likely to say they would like to have access to a car without owning a car (37% vs. 22%)

Statement: *'I would be happy to make my car available for rent as part of a car sharing scheme'*

- Men were more likely to say they would be happy to make their car available for rent as part of a car sharing scheme (16% vs. 10%)
- Younger consumers were more likely to say they would be happy to make their car available for rent as part of a car sharing scheme (18-34, 23%: 35-59, 18%: 60+, 2%) [older consumers were more likely to disagree (18-34, 52%: 35-59, 65%: 60+, 85%)]
- Economically active consumers were more likely to say they would be happy to make their car available for rent as part of a car sharing scheme (15% vs. 10%)
- Higher income consumers were more likely to disagree when asked if they would be happy to make their car available for rent as part of a car sharing scheme (<=£20K, 58%: 20K-£40K, 68%: £40K+, 76%)
- Consumers in rural areas were more likely to disagree when asked if they would be happy to make their car available for rent as part of a car sharing scheme (74% vs. 64%)
- Armagh City, Craigavon and Banbridge consumers were more likely to say they would be happy to make their car available for rent as part of a car sharing scheme (24%) [Derry and Strabane consumers were more likely to disagree, 79%]
- Those who own or have access to a car or van were more likely to disagree when asked if they would be happy to make their car available for rent as part of a car sharing scheme (72% vs. 47%)

Statement: *'I would be happy to rent someone else's car as part of a car sharing scheme'*

- Younger consumers were more likely to say they would be happy to rent someone else's car as part of a car sharing scheme (18-34, 36%: 35-59, 19%: 60+, 3%) [older consumers were more likely to disagree, 18-34, 41%: 35-59, 58%: 60+, 83%]
- ABC1 consumers were more likely to disagree when asked if they would be happy to rent someone else's car as part of a car sharing scheme (63% vs. C2DE, 57%)
- Economically inactive consumers were more likely disagree when asked if they would be happy to rent someone else's car as part of a car sharing scheme (66% vs. 57%)
- Relatively higher income consumers were more likely disagree when asked if they would be happy to rent someone else's car as part of a car sharing scheme (<=£20K, 50%: 20K-£40K, 64%: £40K+, 66%)
- Derry and Strabane consumers were more likely to be happy to rent someone else's car as part of a car sharing scheme (30%) [Ards and North Down consumers were more likely to disagree, 70%]
- Those who own or have access to a car or van were more likely to be happy to rent someone else's car as part of a car sharing scheme (31% vs. 16%)

Statement: *'I would be happy to drive as part of an organised car sharing scheme'*

- Younger consumers were more likely to say they would be happy to drive as part of an organised car sharing scheme (18-34, 42%: 35-59, 24%: 60+, 8%) [older consumers were more likely to disagree, 18-34, 36%: 35-59, 54%: 60+, 77%]
- ABC1 consumers were more likely to say they would be happy to drive as part of an organised car sharing scheme (29% vs. C2DE, 16%)
- Consumers with a disability were more likely to say they would be happy to drive as part of an organised car sharing scheme (27% vs. 23%)
- Higher income consumers were more likely to say they would be happy to drive as part of an organised car sharing scheme (<=£20K, 30%: 20K-£40K, 24%: £40K+, 16%)

- Armagh City, Craigavon and Banbridge consumers were more likely to say they would be happy to drive as part of an organised car sharing scheme (40%) [Newry, Mourne and Down consumers were more likely to disagree, 67%]

Statement: *'I would be happy to be a passenger as part of an organised car sharing scheme'*

- Younger consumers were more likely to say they would be happy to be a passenger as part of an organised car sharing scheme (18-34, 48%: 35-59, 31%: 60+, 15%) [older consumers were more likely to disagree, 18-34, 29%: 35-59, 45%: 60+, 67%]
- Economically active consumers were more likely to say they would be happy to be a passenger as part of an organised car sharing scheme (36% vs. C2DE, 22%)
- Lower income consumers were more likely to say they would be happy to be a passenger as part of an organised car sharing scheme (<=£20K, 35%: 20K-£40K, 31%: £40K+, 25%)
- Armagh City, Craigavon and Banbridge consumers were more likely to say they would be happy to be a passenger as part of an organised car sharing scheme (47%) [Ards and North Down consumers were more likely to disagree, 66%]
- Those who own or have access to a car or van were more likely to disagree when asked if they would be happy to be a passenger as part of an organised car sharing scheme (49% vs. 37%)

Statement: *'My child (ren) have car shared when going to school'*

- Consumers aged under 60 were more likely to say their child (ren) have car shared when going to school (18-34, 19%: 35-59, 17%: 60+, 7%) [older consumers were more likely to disagree, 18-34, 45%: 35-59, 57%: 60+, 64%]
- Economically active consumers were more likely to say their child (ren) have car shared when going to school (18% vs. C2DE, 9%)
- Higher income consumers were more likely to disagree when asked if their child (ren) have car shared when going to school (<=£20K, 52%: 20K-£40K, 57%: £40K+, 64%)
- Causeway Coast and Glens consumers were more likely to say their child (ren) have car shared when going to school (24%) [Ards and North Down consumers were more likely to disagree, 67%]
- Those who own or have access to a car or van were more likely to say their child (ren) have car shared when going to school scheme (16% vs. 11%)

Statement: *'I would be happy for my child (ren) to car share when going to school'*

- Younger consumers were more likely to say they would be happy for their child (ren) to car share when going to school (18-34, 38%: 35-59, 32%: 60+, 11%) [older consumers were more likely to disagree, 18-34, 25%: 35-59, 41%: 60+, 50%]
- ABC1 consumers were more likely to say they would be happy for their child (ren) to car share when going to school (31% vs. C2DE, 25%)
- Economically active consumers were more likely to say they would be happy for their child (ren) to car share when going to school (32% vs. C2DE, 20%)
- Consumers with a disability were less likely to say they would be happy for their child (ren) to car share when going to school (24% vs. 30%)
- Fermanagh and Omagh consumers were more likely to say they would be happy for their child (ren) to car share when going to school (39%) [Belfast consumers were more likely to disagree, 46%]

- Those who own or have access to a car or van were more likely to disagree when asked if they would be happy for their child (ren) to car share when going to school (40% vs. 34%)

Statement: *'The government should invest in car sharing schemes'*

- Men were more likely to say the government should invest in car sharing schemes (40% vs. 33%)
- Younger consumers were more likely to say the government should invest in car sharing schemes (18-34, 44%: 35-59, 37%: 60+, 27%)
- Economically active consumers were more likely to say the government should invest in car sharing schemes (40% vs. 31%)
- Higher income consumers were more likely to disagree when asked if the government should invest in car sharing schemes (<=£20K, 17%: 20K-£40K, 25%: £40K+, 31%)
- Consumers in rural areas were more likely to disagree when asked if the government should invest in car sharing schemes (31% vs. 21%)
- Derry and Strabane consumers were more likely to say the government should invest in car sharing schemes (53%) [Mid and East Antrim consumers were more likely to disagree, 35%]

Statement: *'I would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland'*

- Men were more likely to say they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (40% vs. 33%)
- Younger consumers were more likely to say they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (18-34, 32%: 35-59, 18%: 60+, 9%)
- ABC1 consumers were more likely to disagree when asked if they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (59% vs. C2DE, 49%)
- Economically active consumers were more likely to say they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (22% vs. 13%)
- Consumers with a higher level of educational attainment were more likely to disagree when asked if they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (high, 63%: medium, 48%: low, 50%)
- Higher income consumers were more likely to disagree when asked if they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (<=£20K, 42%: 20K-£40K, 59%: £40K+, 64%)
- Consumers in rural areas were more likely to disagree when asked if they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (61% vs. 51%)
- Armagh City, Craigavon and Banbridge consumers were more likely to say they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (29%) [Mid Ulster consumers were more likely to disagree, 63%]
- Those who own or have access to a car or van were more likely to say they would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland (26% vs. 17%)

Statement: *'I would like more information on how car sharing schemes work'*

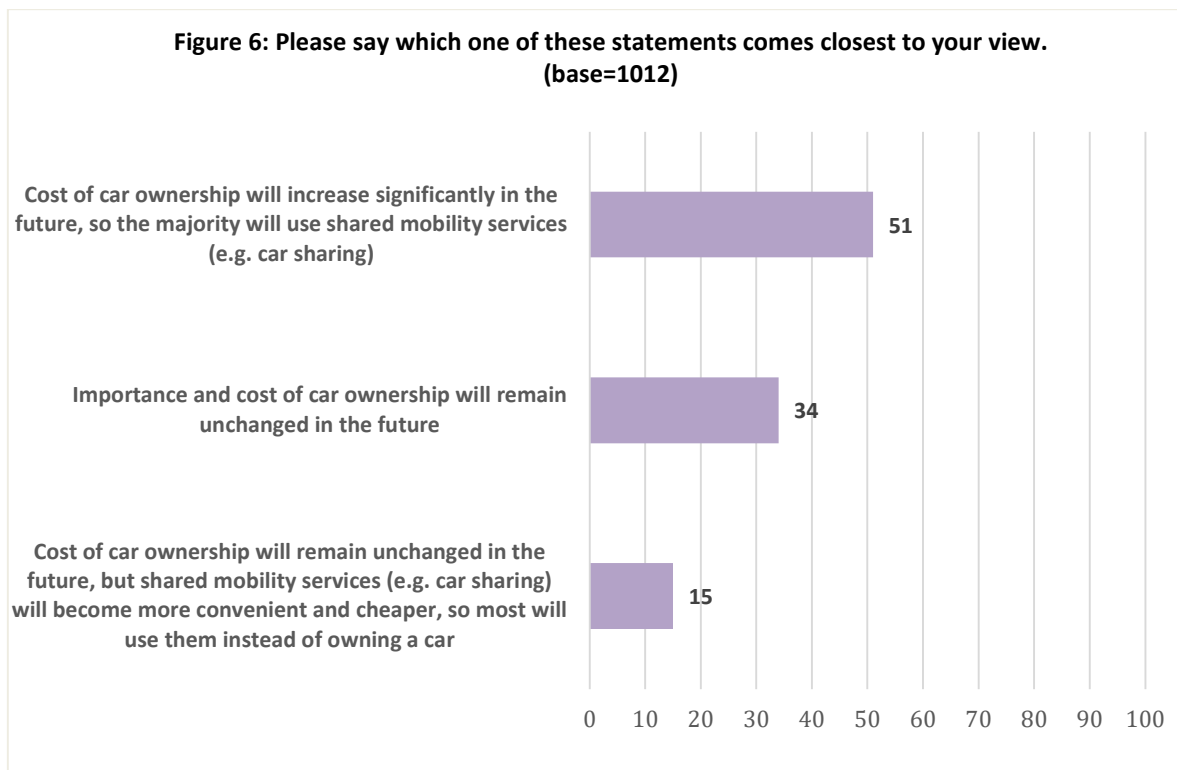
- Men were more likely to say they would like more information on how car sharing schemes work (38% vs. 28%)
- Younger consumers were more likely to say they would like more information on how car sharing schemes work (18-34, 52%: 35-59, 32%: 60+, 17%)

- Economically active consumers were more likely to say they would like more information on how car sharing schemes work (39% vs. 25%)
- Higher income consumers were more likely to disagree when asked if they would like more information on how car sharing schemes work (<=£20K, 37%; 20K-£40K, 48%; £40K+, 50%)
- Consumers in rural areas were more likely to disagree when asked if they would like more information on how car sharing schemes work (55% vs. 41%)
- Armagh City, Craigavon and Banbridge consumers were more likely to say they would like more information on how car sharing schemes work (44%) [Ards and North Down consumers were more likely to disagree, 60%]

2.4 Car ownership in the future

Consumers were presented with three statements relating to car ownership in the future and asked which one comes closest to their view.

Figure 6 shows that 51% of consumers believe that the cost of car ownership will increase significantly in the future, so the majority will use shared mobility services (e.g. car sharing). Fifteen percent felt that the cost of car ownership will remain unchanged in the future, but shared mobility services (e.g. car sharing) will become more convenient and cheaper, so most will use them instead of owning a car, and 34% felt that the importance and cost of car ownership will remain unchanged in the future.



Statistically Significant Differences between Respondents

- Older consumers were more likely to believe that the cost of car ownership will remain unchanged in the future (18-34, 25%; 35-59, 32%; 60+, 47%), whereas younger consumers were more likely to believe that the cost of car ownership will increase significantly in the future (18-34, 61%; 35-59, 52%; 60+, 40%)
- Consumers with a disability were more likely to believe that the cost of car ownership will remain unchanged in the future (39% vs. 31%), whereas non-disabled consumers were more likely to believe that the cost of car ownership will increase significantly in the future (55% vs. 44%)

- Consumers living in rural areas were more likely to believe that the cost of car ownership will remain unchanged in the future (44% vs. 30%), whereas consumers living in urban areas were more likely to believe that the cost of car ownership will increase significantly in the future (53% vs. 45%)
- Ards and North Down consumers were more likely to believe that the cost of car ownership will remain unchanged in the future (51%), whereas consumers living in Newry, Mourne and Down were more likely to believe that the cost of car ownership will increase significantly in the future (67%)
- Consumers who own or have access to a car or van were more likely to believe that the cost of car ownership will remain unchanged in the future (36% vs. 24%), whereas those who don't own or have access to a car or van were more likely to believe that the cost of car ownership will remain unchanged in the future, but that shared mobility services (e.g. car sharing) will become more convenient and cheaper, so most will use them instead of owning a car (30% vs. 11%)

Appendix (Questionnaire)



QUESTIONNAIRE

Car Sharing

V2

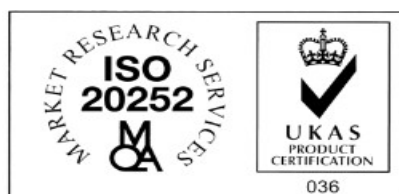
9 March 2022



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We want to ask you about your car sharing.

Car sharing is when two or more people travel together by car for all or part of a trip. The passengers usually make a contribution towards the driver's fuel costs. Car sharing may be formal, using an organised car share scheme, or informal – for example, friends or colleagues travelling to work together.

A1. Have you ever car shared? **(Select one only)**

Yes, used an organised car sharing scheme	1
Yes, car shared informally with friends, colleague etc.	2
Yes, used both organised and informal car sharing	3
No, never car shared	4

A2. How likely is it that you would use an organised car sharing scheme in the future? **(Select one only)**

Very likely	1
Likely	2
Not very likely	3
Not at all likely	4
Don't know	5

ASK IF A2 EQ 1 OR 2

A3. Why would you be likely to use an organised car sharing scheme in the future? **(Select all that apply)**

Less pollution	1
Reduces congestion / traffic	2
Less energy / materials used	3
Generally better for the environment	4
Save on costs	5
Reduces carparking issues	6
Improves health	7
Social interaction / opportunity to meet others	8
Other (please specify)	9
Don't know	10

ASK IF A2 EQ 3 OR 4

A4. Why are you unlikely to use an organised car sharing scheme in the future? **(Select all that apply)**

Like my own space / privacy	1
Inconvenient	2
Personal safety	3
Would feel uncomfortable with other passengers	4
Like my own freedom / independence	5
Hygiene / cleanliness	6
Lack of flexibility	7
Other (please specify)	8
Don't know	9

A5. Please say if you agree or disagree with each of the following statements.

Agree	1
Neither	2
Disagree	3
Don't know	4

There is no need to own a car where I live	1
I would like to have access to a car without owning a car	2
I would be happy to make my car available for rent as part of a car sharing scheme	3
I would be happy to rent someone else's car as part of a car sharing scheme	4
I would be happy to drive as part of an organised car sharing scheme	5
I would be happy to be a passenger as part of an organised car sharing scheme	6
My child (ren) have car shared when going to school	7
I would be happy for my child (ren) to car share when going to school	8
The government should invest in car sharing schemes	9
I would be willing to pay something towards the setting up of organised car sharing schemes in N Ireland	10
I would like more information on how car sharing schemes work	11

A6. Please say which one of these statements comes closest to your view. **(Select one only)**

Importance and cost of car ownership will remain unchanged in the future	1
Cost of car ownership will increase significantly in the future, so the majority will use shared mobility services (e.g. car sharing)	2
Cost of car ownership will remain unchanged in the future, but shared mobility services (e.g. car sharing) will become more convenient and cheaper, so most will use them instead of owning a car	3

A7. Do you own or have access to a car or van? **(Select one only)**

Yes	1
No	2
Don't know	3

Section B: About You

B1. Are you...? (Single Code)

Male	Female	Prefer not to say
1	2	3

B2. What age are you?

B3. What is your current employment status? (Single Code)

Self-employed	1
Working full-time	2
Working full-time (but currently on furlough)	3
Working part-time	4
Working part-time (but currently on furlough)	5
Seeking work for the first time	6
Unemployed, i.e. not working but actively seeking work	7
Not actively seeking work but would like to work	8
Not working and not seeking work	9
Looking after home and family	10
Unable to work due to permanent illness or disability	11
Student (full time)	12
Student (part time)	13
On a government or other training scheme / apprenticeship	14
Retired	15
Other (please specify)	16

B4. What is your occupation?

B5. Which of the following defines your employment position? (Single code)

Higher managerial, administrative or professional	1
Intermediate managerial, administrative or professional	2
Supervisory or clerical and junior managerial, administrative or professional	3
Skilled manual worker	4
Semi-skilled and unskilled manual worker	5
State pensioner, casual worker, or unemployed with state benefits only	6

B6. What is your highest educational qualification? (Single Code)

Degree Level or higher	1
BTEC (Higher), BEC (Higher), TEC (Higher), HNC, HND	2
GCE A 'Level (including NVQ Level 3)	3
BTEC (National), BEC (National), TEC (National), ONC, OND	4
GCSE (including NVQ Level 2), GCE O' Level (including CSE Grade 1), Senior Certificate, BTEC (General), BEC (General)	5
CSE (Other than Grade 1)	6
No formal qualification	8
Other (Please specify)	7

B7. Are your day-to-day limited because of a health problem or disability which has lasted or is expected to last, at least 12 months? Include problems which are due to ageing. **(Single Code)**

Yes, limited a lot	1
Yes, limited a little	2
No	3
Prefer not to say	9

B8. Which local council area do you live in? **(Single Code)**

Antrim and Newtownabbey Borough Council	1
Ards and North Down	2
Armagh City, Banbridge and Craigavon	3
Belfast	4
Causeway Coast and Glens	5
Derry and Strabane	6
Fermanagh and Omagh	7
Lisburn and Castlereagh	8
Mid and East Antrim	9
Mid Ulster	10
Newry, Mourne and Down	11

B9. Finally, what type of area do you live in? (Select one only)

City	1
A town	2
A village	3
Rural or countryside	4

B10. What is your total personal income per year (whether from employment, pensions, state benefits, investments, or any other sources) before the deduction of tax. (Select one only)

Less than £10,000	1
£10,001 – £20,000	2
£20,001 – £30,000	3
£30,001 – £40,000	4
£40,001 – £50,000	5
£50,001 - £60,000	6
£60,001 - £70,000	7
£70,001 - £80,000	8
£80,001- £90,000	9
£90,001 - £99,999	10
£100,000+	11
Prefer not to answer/ Don't know	12

THANK AND CLOSE