

“Park and Share”

NORTHERN IRELAND

INTRODUCTION AND SUMMARY

This research study, undertaken as part of the TAPESTRY Project is an investigation into the likely use of Park and Share / Car sharing in Belfast and surrounding areas of Northern Ireland.

The two test sites chosen, PriceWaterhouseCoopers and University of Ulster were the most resistant to change, and no measureable change in attitude or behaviour was detected.

A large volume of data on potential target audiences was amassed and is available to DRD (NI) and other organisations in Northern Ireland for future development of Travel Plans.

The campaign techniques adopted were Cognitive-Rational in their approach. Campaign recall and recall of key campaign messages were high. However the campaigns failed to induce any change. Current best practice in advertising indicates that affective or emotional campaign messages directed specifically at target audiences is more likely to produce change. Best practice in travel planning also indicates that enabling and restrictive measures should also accompany any campaign. Finally any such campaign initiative should be carefully and tightly managed throughout with creation of appropriate brand and personality images.

The reader is recommended to study relevant sections of the State of the Art Review and Best Practice Guidelines.

DEFINITION OF THE PROBLEM

Facts and perceptions

'Park and Share' started as an unofficial activity whereby motorist commuters would meet at a roundabout some distance from Belfast City, park one or more cars and continue the journey into the city in just one multi-occupancy car. The Transportation Unit of the Northern Ireland Roads Service wanted to understand what type of people car-shared and why.



This practice has been formalised by the Northern Ireland Roads Service in a number of locations with properly constructed free car parks being made available. A bus shelter / interchange point is also provided.

A further problem was the lack of parking spaces in some of the larger organisations, especially the University of Ulster who were introducing their own measures on-campus to reduce car usage among students and staff.

METHOD CHOSEN TO ADDRESS THE PROBLEM

Process and reason for choice

Initial qualitative interviews were held with car-sharers and non car-sharers at car parks in Belfast and outside of Belfast. This gave some insight into the kinds of people who car-share and why they do so. This was followed by a survey of employees in large organisations in the city to discover the propensity to car, attitudes and current travel behaviour. Two of these organisations were subjected to a campaign while the third acted as a control – no campaign. A post-campaign was conducted to determine changes in attitude and behaviour.

Because previous studies have shown that a campaign in itself does not increase the use of car-sharing, it was decided to implement some form of car-sharing software where potential users could find matches. This was an enabling measure to the campaign.

The campaign took the form of a simple email message to employees informing them about the benefits of car-sharing and providing the opportunity to visit the car-sharing website and register as a potential user.

Objectives

The aim of the Northern Ireland (Belfast) case study is to develop a campaign and associated enabling measures to make more efficient use of private motor cars via the use of car sharing and park & share facilities.

In addition to developing campaign materials and other enabling measures one of the case study aims is to find out why some of the ‘Park and Share’ facilities in Northern Ireland are well used and others have no space capacity at all. The study hopes to find out:

- Why do people car share (and why do others not)?
- Who are the sharers - age, gender, financial status, car owned, occupation etc?
- Are sharers and non-sharers psychologically different from each other?
- Is information important, or is it just the infrastructure?
- Can people be persuaded to car-share, and if so how and at what cost?

The overall aims of the case study conducted under the Intermodality Cluster are:

1. To make more efficient use of private motor cars (car sharing / Park & Share schemes).
2. To promote use of park & share facilities
3. To understand what campaign components are effective in producing attitudinal and behaviour change

The objectives of the campaign have been set by the Northern Ireland Road Service:

The objectives of the campaign have been set in accordance with the project's policy objectives. The campaign objectives defined for this case study are;

- To increase Park & Share or Car-sharing usage

Leaders and partners

The leaders were the Transportation Unit of the Northern Ireland Roads Service. Other organisations involved included

University of Ulster
 Northern Ireland Housing Executive
 Belfast City Council
 Department of Environment & Department for Regional Development
 PriceWaterhouse Coopers

Details

Target Audience

Because nothing was known about the users of park and share facilities or the types of people who car-share, the target audience for research had to be a concentration of potential users travelling to one common location. Previous EC research (ICARO) also indicated that this was the most effective way to 'market' car sharing. With this in mind, it was decided to target employees of large employers in the city, some had easy/cheap access to car parking (or public transport) and others did not. The employees were surveyed pre-campaign to determine current travel behaviour and propensity to car-share. The campaign did not target the whole of the population as resources were limited; instead it targeted potential users drawn from workers in two different organisations with a third organisation acting as a control.

The Northern Ireland Roads Service Transportation Unit identified certain organisations in Belfast which would benefit from a car-sharing initiative because of a lack of parking facilities for employees. These organisations are as follows:

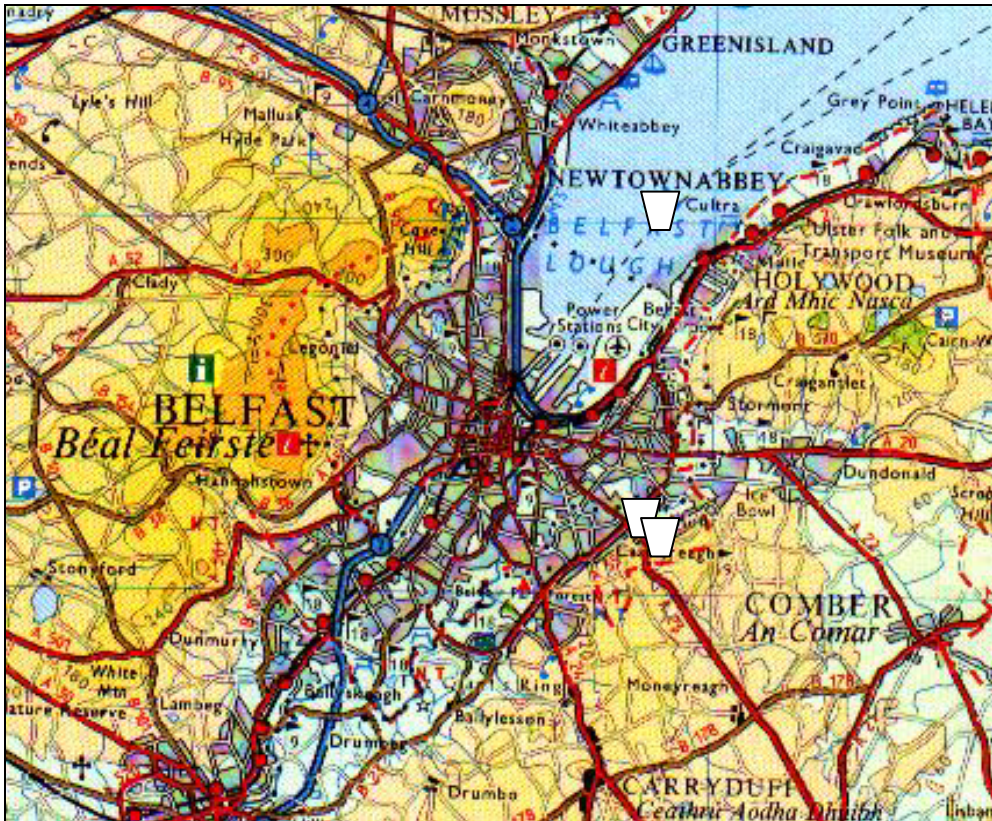
- University of Ulster
- PricewaterhouseCoopers

The Department of Environment & Department for Regional Development were designated as a control site (pre and post campaign questionnaires but no campaign or associated measures).

Region covered

These organisations are located in Belfast city with the University of Ulster just outside the city at Jordanstown / Newtownabbey.

Employees, however, travelled from all over Northern Ireland.



Size

Size of organisations involved (Approximately):

- University of Ulster 6,000
- Northern Ireland Housing Executive 270
- Belfast City Council 300
- Department of Environment & Department for Regional Development 220
- Price Waterhouse Coopers 150

External factors

Parking restrictions were introduced and strictly enforced in the region of Belfast Central rail station and the PWC site at Laganside just before the campaign.

The University of Ulster announced restrictive parking measures in conjunction with the campaign.

Timescales

Campaigns were implemented during the 1st 2 weeks of April 2003.

Funding

Direct funding was provided by the University of Ulster who invested in the car-sharing database as an enabling measure to the campaign. The project as a whole was co-funded by the Dept. of

Regional Development (NI) in addition to the 50% funding provided by the EC. No EC funding was available for campaign or software / website costs.

The University of Ulster Campaign

Explanation of campaign message

(Copy of email message to staff and students)

To all staff at the University. For information only. Please do not reply directly to this message but use contact details within message body.

As part of its Travel Plan and car park management strategy the University wishes to encourage increased use of public transport and car sharing by students and staff. You will recall a communication last year concerning various initiatives and proposals that the University was considering, in line with Government guidance and policy.

Two initiatives are planned which will assist students and staff with considering alternative commuting habits.

1) Translink Commuter Initiatives

Translink promotions will be held on each campus during April 2003, between 10.00 am and 4.00 pm.

Magee (Main Foyer) Thursday 3 April

Belfast (Foyer) Monday 7 April

Jordanstown (Mall) Tuesday 8 April and Wednesday 9 April

Coleraine (Bridge) Thursday 10 April

In order to achieve maximum benefit from these promotion days we have set up an e-mail address for students and staff to forward their comments/experiences of public transport to:

commutercomments@ulster.ac.uk.

Any comments will be forwarded to Translink prior to the promotion days and they will endeavour to deal with these and any other queries you may have. Following the promotion days they will compile a list of general issues and responses and this information will be circulated to all students and staff.

Translink have a very good public transport journey planner on their website:

www.translink.co.uk

2) Car Sharing Software

A car-sharing software package has been set up by the University and a link is provided on the University's homepage. This software is part of the Liftshare product which is used by many universities, hospitals, large employers and local authorities throughout GB. The University is a lead agent in introducing the first such scheme in Northern Ireland in partnership with the Department for Regional Development's Roads Service as part of the TAPESTRY project. The

software package contains general guidelines on car-sharing relating to car-share responsibilities, liabilities, insurance, etc. as well as its many benefits. These guidelines should be read before you complete the necessary details. Once registered, users can note their journey details etc. and view potential "matches".

Thank you.

Professor Bill Clarke, Provost (Belfast and Jordanstown)

Professor Tom Fraser, Provost (Magee)

Professor Peter Roebuck, Provost (Coleraine)



Do you wonder if there isn't a better way to get to work?
 Do you wish you didn't have to bring the car?
 Do you wish you could avoid driving in traffic jams every day?
 Are you fed up with the cost of travel, restricted parking, and parking tickets?

Would you prefer **guaranteed**, even **preferential parking**?

One answer could be to Park and Share!

A recent study, on behalf of the European Commission, investigated car-sharing for a number of organisations in Belfast, including PwC, and found that this is a feasible option for a significant number of staff.

CAR-SHARING means sharing a car with a colleague/acquaintance by pre-arrangement. You would meet at a designated area/ car park and use one of the vehicles to complete your journey.

The study found that there are many people who are OPEN to the idea of car sharing, because they are looking for a cheaper, quick, reliable, comfortable and safe way to get to work.

To facilitate car-sharing arrangements, the Transportation Unit of the Roads Service has provided free parking at 12 areas outside the city:

1. Antrim(Dunsilly) Park & Share Site, Dunsilly Roundabout, M2/A26, Co. Antrim.
2. Ballee Park & Share Site, Ballee Roundabout, A26, Ballymena, Co. Antrim.
3. Ballygrooby Park & Share Site, Ballygrooby Roundabout, M22/A6, Randalstown, Co. Antrim.
4. Lough Road Park & Share Site, Lough Road, A76, Lurgan, Co. Armagh.
5. Castledawson Park & Share Site, A6, Castledawson, Co. Londonderry
6. Ballynahinch Road Roundabout Park & Share Site, M1/A49, Lisburn, Co. Down.
7. Clough Park & Share Site, A2/A25, Clough, Co. Down.
8. Hillhead Park & Share Site, A6/A54 Oldtown Road, Hillhead, Co. Londonderry
9. Tamnamore Park & Share Site, Tamnamore Roundabout, M1/A45, Co. Tyrone.
10. Crawford's Bridge Park & Share Site, A5/B46, Omagh, Co. Tyrone.
11. The Elk Park & Share Site, A6/U5105 Hillhead Road, Co. Londonderry.
12. Bankmore Road Park & Share Site, A5/U1745 Bankmore Road, Omagh, Co. Tyrone.

What do you do next?

If you are interested in car-sharing please e mail your HR Executive with details of your journey, and which of the sites you would be interested in car-sharing from and they will place the details on the car sharing section of the NI HR Policies Database on Lotus Notes.

You can also access the details of other prospective car-sharers on the database, then simply get in touch and arrange to share!



This scheme is part of an EC project called Tapestry. The overall aim of Tapestry is to bring about increased use of sustainable transport.



Explanation of campaign tools

The campaign took the form of a simple email message to employees informing them about the benefits of car-sharing and providing the opportunity to visit the car-sharing website and register as a potential user.

An enabling measure was the car-sharing website and database customised for Belfast and for University of Ulster in particular.

A major problem in introducing car sharing software into Ireland is that the National Grid for Ireland is not the same as that for the UK, the postcode system in Northern Ireland is different from that in the UK and there is no postcode system in the Republic. All of these problems were overcome and the website developed for the University of Ulster is now configured for all locations in Ireland.

Location

- University of Ulster (Information and car-share website)
- PricewaterhouseCoopers (Belfast – central location near the central rail station) (Information only, no website)
- Department of Environment & Department for Regional Development (Control)

IMPLEMENTATION OF CAMPAIGN

The campaign was implemented in April 2003.

Responsibilities

University of Ulster and PWC took responsibility for their own campaigns. The web site was developed by Liftshare Ltd (UK) and Interactions Ltd.

Process

In neither test location was there a ‘Campaign Team’ and in neither case was it possible to introduce any aspects of ‘best practice’ from the State of the Art Review. No specific budgets were allocated, other than for web-site development. No budgets were available from any of the other stakeholders in Northern Ireland for extension of the web site outside the University of Ulster.

Input and output analysis and management issues / context / external factors / costs

Other than £2000 for the web site no information is available to the project team.

CAMPAIGN ASSESSMENT

Methodology

Target groups / sample size

	Pre-campaign survey	Post-campaign survey
Sample 1 – PWC – campaign but no website	89	58
Sample 2 – UU – campaign and website	295	124
Belfast City Council (City Hall)	339	0
N.I. Housing Executive	133	0
Control – DRDNI – no campaign, no website	184	160
TOTAL	568	342

Analysis of Recall and Perceptions of Campaign

Recall of campaign

PWC				UU				DRD Control			
Pre- or Post-campaign survey	Pre-campaign survey	Post-campaign survey	TOTAL	Pre- or Post-campaign survey	Pre-campaign survey	Post-campaign survey	TOTAL	Pre- or Post-campaign survey	Pre-campaign survey	Post-campaign survey	TOTAL
Recall campaign				Recall campaign				Recall campaign			
yes, within the last 3 months	11.1%	60.3%	100%	yes, within the last 3 months	6.2%	77.4%	100%	yes, within the last 3 months	36.4%	63.6%	100%
yes, but longer ago than 3 months	15.0%	15.5%	100%	yes, but longer ago than 3 months	60.0%	40.0%	100%	yes, but longer ago than 3 months	6.8%	11.7%	100%
not sure	56.3%	43.8%	100%	not sure	66.2%	33.8%	100%	not sure	46.7%	53.3%	100%
definitely not	80.6%	19.4%	100%	definitely not	80.4%	19.6%	100%	definitely not	65.9%	34.1%	100%
TOTAL	60.5%	39.5%	100%	TOTAL	70.4%	29.6%	100%	TOTAL	53.5%	46.5%	100%

Recall in pre-campaign is low in UU and PWC (as expected). It increases significantly to high levels in the post campaign phase (in fact these are very high recall figures compared with commercial advertising environments). Recall in DRD is higher than expected both pre and post campaign. But maybe this is a function of the raised level of awareness in DRD staff, and their acceptance of Park and Share in general.

Recall of campaign message

PWC

Pre- or Post-campaign survey	3.Campaign message	Pre-campaign recall of any message is confused and at a low level. After the campaign recall of content is high – BUT note the lack of <u>personal</u> meaning in the recall statements
Pre-campaign survey (89)	I don't remember (5 ; 5.6%) Park & Share reduces congestion on the roads (4 ; 4.5%) Park & Share reduces parking problems (2 ; 2.2%)	
Post-campaign survey (58)	Park & Share reduces congestion on the roads (30 ; 51.7%) Park & Share reduces pollution (12 ; 20.7%) Park & Share reduces parking problems (12 ; 20.7%)	
WHOLE (147)	Park & Share reduces congestion on the roads (34) Park & Share reduces parking problems (14) I don't remember (12)	

UU

Pre- or Post-campaign survey	3.Campaign message	As in PWC above recall is significantly higher (and accurate) after the campaign
Pre-campaign survey (295)	Park & Share reduces congestion on the roads (27 ; 9.2%) Park & Share reduces parking problems (24 ; 8.1%) Park & Share reduces pollution (17 ; 5.8%)	
Post-campaign survey (124)	Park & Share reduces congestion on the roads (40 ; 32.3%) Park & Share reduces parking problems (39 ; 31.5%) Park & Share reduces pollution (23 ; 18.5%)	
WHOLE (419)	Park & Share reduces congestion on the roads (67) Park & Share reduces parking problems (63) Park & Share reduces pollution (40)	

Control

Pre- or Post-campaign survey	3.Campaign message	Results for the control group are consistent for pre and post campaign, although there is a significantly higher 'recall' that P&S reduces congestion!
Pre-campaign survey (184)	Park & Share reduces congestion on the roads (29 ; 15.8%) I don't remember (23 ; 12.5%) Park & Share reduces pollution (14 ; 7.6%)	
Post-campaign survey (160)	Park & Share reduces congestion on the roads (60 ; 37.5%) I don't remember (28 ; 17.5%) Park & Share reduces pollution (28 ; 17.5%)	
WHOLE (344)	Park & Share reduces congestion on the roads (89) I don't remember (51) Park & Share reduces pollution (42)	

Recall email

As part of the campaign an email regarding car sharing was sent out. Do you remember receiving this email?

Receive campaign email	yes	No	TOTAL	This is a high level of recall.
Company code_T				
Sample 1	53%	47%	100%	
Sample 2	56%	44%	100%	
Control	0%	100%	100%	
TOTAL	30%	70%	100%	

Dependence is highly significant. Chi2 = 126.17, df = 2, 1-p = >99.99%. % de variance expliquée : 36.89% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Table values are the in rows percentages established on 342 observations. This table is based on the sub-sample 'Test & control p2' containing 342 observations and defined by the following filter: Company code_T Amongst "Sample 1 ; Sample 2 ; Control" and Pre- or Post-campaign survey = "Post-campaign survey"

What did you do with this email?

What do with email?	Non-resp onse	Read it and acted upon it	Read it and did NOT act upon it	Read it and deleted it	Deleted it without reading	Have not read it yet	TOTAL
Company code							
PwC	31.0%	8.6%	27.6%	19.0%	0.0%	13.8%	100%
University of Ulster	42.7%	14.5%	25.0%	16.9%	0.0%	0.8%	100%
DRDNI	100%	0.0%	0.0%	0.0%	0.0%	0.0%	100%
TOTAL	67.5%	6.7%	13.7%	9.4%	0.0%	2.6%	100%

As expected the control group neither received nor acted upon the message.

Table values are the in rows percentages established on 342 observations. This table is based on the sub-sample 'Test & control p2' containing 342 observations and defined by the following filter: Company code_T Amongst "Sample 1 ; Sample 2 ; Control" and Pre- or Post-campaign survey = "Post-campaign survey"

Opinion of campaign

Recall and opinion of email	Non-resp onse	I found it interestin g	It was w ell design ed	It was directly relevant to me	It made me think about the use of my car	I agreed with what was being said	It seeme d irreleva nt to me	It had no effect on me	I found it irritating	TOTAL
Company code										
PwC	44.8%	8.6%	0.0%	1.7%	13.8%	15.5%	12.1%	13.8%	1.7%	100%
University of Ulster	44.4%	8.1%	1.6%	3.2%	14.5%	16.9%	17.7%	4.8%	2.4%	100%
TOTAL	70.5%	4.4%	0.6%	1.5%	7.6%	8.8%	8.5%	4.1%	1.2%	100%

Dependence is not significant. Chi2 = 6.37, df = 8, 1-p = 39.39%. % de variance expliquée : 1.86% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 8 (44.4%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable. Chi2 is calculated on the table of citations (marginal frequencies equal to the sum of row/column frequencies). Table values are the in rows percentages established on 342 observations. This table is based on the sub-sample 'Test & control p2' containing 342 observations and defined by the following filter: Company code_T Amongst "Sample 1 ; Sample 2 ; Control" and Pre- or Post-campaign survey = "Post-campaign survey"

Between 15 and 30% of PwC and UU samples were positive in their attitudes towards the campaign. Taken at face value this is an encouraging result.

Use of Car-share web-site

The University of Ulster Car-Share scheme is a private scheme. It is expandable to a Belfast or Northern Ireland scheme.

Currently (8-8-03) the UU Car-Share website has attracted 53 members:

- 23 Male
- 30 Female
- 37 Registered journeys

The female bias predicted by the pre-survey data is apparent.

TAPESTRY Assessment

Both campaigns tended towards the 'cognitive rational' approach. In other words they appealed to logical and rational decision-making following the seven stages of change model. This model requires acceptance of personal responsibility for a problem in order to bring about change.

(See State of the Art Report – Models for Change)

Questions 38 – 42 in the table below relate to acceptance of responsibility. Question 43 deals with intention to Park & Share.

	strongly agree	agree	neither	disagree	strongly disagree	TOTAL
38.Reduce number cars	29.6 (112)	51.2 (194)	10.0 (38)	5.8 (22)	3.4 (13)	100 (379)
39.Should cut car use	10.8 (40)	36.9 (137)	20.8 (77)	22.1 (82)	9.4 (35)	100 (371)
40.Add to congestion	18.8 (70)	59.5 (222)	9.7 (36)	8.6 (32)	3.5 (13)	100 (373)
41.Add to pollution	20.5 (77)	68.0 (255)	5.9 (22)	4.8 (18)	0.8 (3)	100 (375)
42.Cut car_cost fuel	6.4 (24)	26.0 (97)	30.6 (114)	30.0 (112)	7.0 (26)	100 (373)
43.Intend to P&S	2.2 (8)	2.7 (10)	12.0 (44)	37.1 (136)	46.0 (169)	100 (367)
Total	14.8 (331)	40.9 (915)	14.8 (331)	18.0 (402)	11.6 (259)	100 (2238)

Dependence is highly significant. Chi2 = 1156.38, df = 20, 1-p = >99.99%. % de variance expliquée : 75.28% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. This table is based on the sub-sample 'PWC & UU P1' containing 384 observations and defined by the following filter:

Company code Amongst "PwC ; University of Ulster" and Pre- or Post-campaign survey = "Pre-campaign survey"

The results shown above seem to fly in the face of theory. However, as discussed in the State of the Art Report many transport campaigns are founded on cognitive-rational theory, and they tend not to work!

Successful marketing campaigns increasingly rely on ‘Low involvement processing’ (see Heath in the State of the Art Report). This advertising or communications technique relies instead on ‘loading’ the campaign message onto a set of images, sounds or statements that have personal meaning for the target audience. In general this personal meaning should be linked to a positive aspirational goal.

Successful travel planning therefore requires a three pronged approach:

- Enabling measures
(Car-share database, preferential parking, other company rewards)
- Restrictions
(Restrictions / charges for non-car share parking, inconvenient parking bays)
- Communications directed towards the target audience
(Informative cognitive-rational communications coupled with branding and images / advertising personality to match the target audience.)

Good examples of these may be seen at British Airways (Heathrow) and Oracle (Reading) UK.

In addition to the above the campaign must be managed on an ongoing basis (see the Best Practice Guidelines). As can be seen from the Guidelines this requires commitment and hands-on management by a campaign manager.

Target Audiences and Early Adopters

The following is an analysis of the question concerning intention to Park and Share in the next week. The table below shows the pre-campaign results.

Intend to P&S	Acceptors	neither	Rejecters	TOTAL
Company code				
Belfast City Council	7.7% (26)	24.5% (83)	60.5% (205)	100% (314)
Northern Ireland Housing Executive	5.3% (7)	21.1% (28)	66.2% (88)	100% (123)
PwC	1.1% (1)	13.5% (12)	84.3% (75)	100% (88)
University of Ulster	5.8% (17)	10.8% (32)	78.0% (230)	100% (279)
DRDNI	12.5% (23)	16.8% (31)	69.0% (127)	100% (181)
TOTAL	7.1% (74)	17.9% (186)	69.7% (725)	100% (985)

Dependence is highly significant. Chi2 = 40.85, df = 8, 1-p = >99.99%. % de variance expliquée : 1.96% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Table values are the in rows percentages established on 1040 observations. This table is based on the sub-sample 'P1' containing 1040 observations and defined by the following filter: Pre- or Post-campaign survey = "Pre-campaign survey"

DRD and Belfast City Council are the most likely 'markets' for success, UU and PWC the least likely.

Post-Campaign results are shown in the following table.

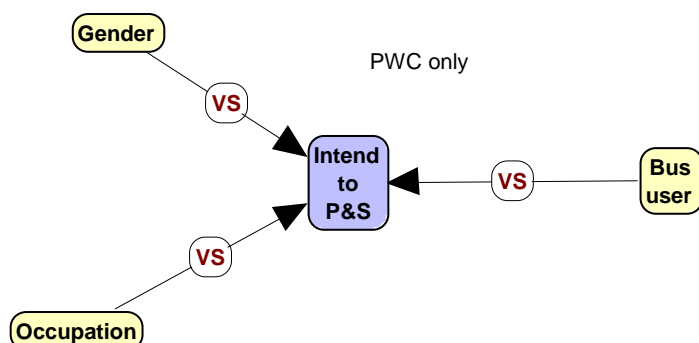
Intend to P&S	Acceptors	neither	Rejecters	TOTAL
Company code				
PwC	0.0% (0)	12.1% (7)	86.2% (50)	100% (57)
University of Ulster	4.0% (5)	12.1% (15)	75.8% (94)	100% (114)
DRDNI	11.3% (18)	22.5% (36)	63.7% (102)	100% (156)
TOTAL	6.7% (23)	17.0% (58)	71.9% (246)	100% (327)

Dependence is highly significant. Chi2 = 18.44, df = 4, 1-p = 99.90%. % de variance expliquée : 2.70% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Table values are the in rows percentages established on 342 observations. This table is based on the sub-sample 'Post-campaign sample' containing 342 observations and defined by the following filter: Company code Amongst "PwC ; University of Ulster ; DRDNI" and Pre- or Post-campaign survey = "Post-campaign survey"

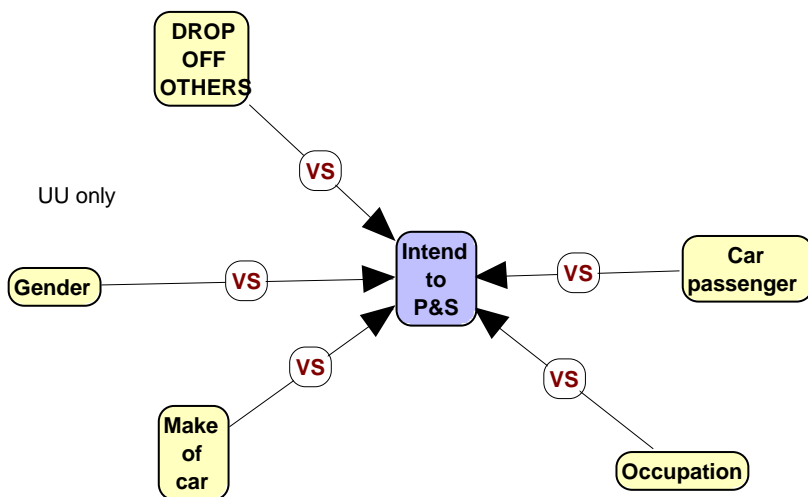
As can be seen from the tables above there has been no change in the level of acceptance. It should also be noted that the University of Ulster and PWC are the two most resistant sites. The DRD(NI) sample is the most susceptible to change.

Further diagnostic analyses for PWC and UU indicate further relationships between willingness (or otherwise) to park and share and attitudinal and demographic variables.

For PWC three variables are significantly related.



Relationship diagram for University of Ulster



Analysis of Occupation

PWC

Intend to P&S	Non rejecters	Rejecters	TOTAL
Occupation			
Executive & Managerial	10.9% (13)	87.4% (104)	100% (117)
Supervisor / skilled worker	0.0% (0)	100% (6)	100% (6)
Clerical / administrative	38.9% (7)	61.1% (11)	100% (18)
TOTAL	13.6% (20)	85.0% (121)	100% (141)

Dependence is highly significant. Chi2 = 10.92, df = 2, 1-p = 99.58%. % de variance expliquée : 7.43% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 2 (33.3%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable. Table values are the in rows percentages established on 147 observations. This table is based on the sub-sample 'PWC' containing 147 observations and defined by the following filter: Company code = "PwC"

Non-rejection is highest in the Clerical and Administrative grades.

UU Non-rejecters are highest amongst the clerical and manual grades.

Intend to P&S	Accept	neither	Reject	TOTAL
Occupation				
Executive & Professional	5.1% (8)	7.0% (11)	84.1% (132)	100% (151)
Supervisor / skilled worker	3.4% (1)	17.2% (5)	75.9% (22)	100% (28)
Manual & Clerical	6.8% (7)	15.5% (16)	68.9% (71)	100% (94)
TOTAL	5.8% (16)	10.8% (32)	78.0% (225)	100% (273)

Dependence is slightly significant. Chi2 = 7.47, df = 4, 1-p = 88.70%. % de variance expliquée : 1.27% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 2 (22.2%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable. Table values are the in rows percentages established on 295 observations.

This table is based on the sub-sample 'UU P1' containing 295 observations and defined by the following filter:
Company code = "University of Ulster" and Pre- or Post-campaign survey = "Pre-campaign survey"

The pattern seen in the PWC sample is repeated, more junior grades are more accepting of Park & Share. In fact this pattern is repeated for the whole sample (All organisations)

Whole sample pre-campaign

Intend to P&S	Accept	neither	Reject	TOTAL
Occupation				
Executive & Managerial	4.7% (26)	15.2% (84)	77.7% (429)	100% (539)
Supervisor / skilled worker	9.8% (9)	19.6% (18)	67.4% (62)	100% (89)
Clerical & Manual	9.4% (33)	21.6% (76)	60.2% (212)	100% (321)
TOTAL	7.1% (68)	17.9% (178)	69.7% (703)	100% (949)

Dependence is highly significant. Chi2 = 21.93, df = 4, 1-p = 99.98%. % de variance expliquée : 1.05% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Table values are the in rows percentages established on 1040 observations. This table is based on the sub-sample 'All-sites-pre-campaign' containing 1040 observations and defined by the following filter: Pre- or Post-campaign survey = "Pre-campaign survey"

Analysis of Gender reveals that non-rejecters and accepters are more likely to be women.

Pre Campaign

PWC

Gender	male	female	TOTAL
Intend to P&S			
agree	1	0	1
neither	3	9	12
disagree	8	23	31
strongly disagree	25	19	44
TOTAL	37	51	88

University of Ulster

Gender	male	female	TOTAL
Intend to P&S			
strongly agree	2	6	8
agree	2	7	9
neither	7	25	32
disagree	34	71	105
strongly disagree	59	65	124
TOTAL	104	174	278

Post Campaign

Gender	male	female	TOTAL
Intend to P&S			
neither	0	7	7
disagree	14	8	22
strongly disagree	16	11	27
TOTAL	30	26	56

Gender	male	female	TOTAL
Intend to P&S			
strongly agree	0	2	2
agree	0	3	3
neither	2	12	14
disagree	9	36	45
strongly disagree	23	25	48
TOTAL	34	78	112

Gender differences in the whole sample are not so clear.

Those whose journey involves dropping off others along the way are also less likely to Park & Share (perhaps their use of the car already involves an element of sharing).

Intend to P&S	Accept	neither	Reject	TOTAL
DROP OFF OTHERS				
yes	0.9% (1)	8.7% (10)	87.0% (100)	100% (111)
no	6.1% (14)	10.0% (23)	80.5% (186)	100% (223)
TOTAL	4.7% (15)	11.5% (33)	79.4% (286)	100% (334)

Dependence is slightly significant. Chi2 = 5.29, df = 2, 1-p = 92.88%. % de variance expliquée : 1.38% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Table values are the in rows percentages established on 384 observations. This table is based on the sub-sample 'PWC & UU P1' containing 384 observations and defined by the following filter: Company code Amongst "PwC ; University of Ulster" and Pre- or Post-campaign survey = "Pre-campaign survey"

Perhaps not surprisingly car passengers are very likely to accept the possibility for Park & Share.

Intend to P&S	Accept	neither	Reject	TOTAL
Car passenger				
5+ days a week	27.3% (3)	9.1% (1)	63.6% (7)	100% (11)
2-4 days a week	24.0% (6)	32.0% (8)	28.0% (7)	100% (21)
once a week	14.3% (2)	42.9% (6)	42.9% (6)	100% (14)
at least once a month	4.0% (1)	4.0% (1)	92.0% (23)	100% (25)
at least once a year	0.0% (0)	5.7% (2)	91.4% (32)	100% (34)
less often/never	2.6% (4)	7.2% (11)	86.8% (132)	100% (147)
TOTAL	4.7% (16)	11.5% (29)	79.4% (207)	100% (252)

Dependence is highly significant. Chi2 = 70.99, df = 10, 1-p = >99.99%. % de variance expliquée : 9.24% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 10 (55.6%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable. Table values are the in rows percentages established on 384 observations.

This table is based on the sub-sample 'PwC & UU P1' containing 384 observations and defined by the following filter: Company code Amongst "PwC ; University of Ulster" and Pre- or Post-campaign survey = "Pre-campaign survey"

Regular car commuters are less likely to share. More infrequent and occasional drivers would be more likely to Park & Share.

Intend to P&S	Accept	neither	Reject	TOTAL
Car driver				
5+ days a week	3.1% (8)	6.6% (17)	86.8% (224)	100% (249)
2-4 days a week	8.3% (5)	16.7% (10)	71.7% (43)	100% (58)
once a week	7.7% (1)	30.8% (4)	46.2% (6)	100% (11)
at least once a month	10.0% (1)	20.0% (2)	70.0% (7)	100% (10)
at least once a year	0.0% (0)	10.0% (1)	90.0% (9)	100% (10)
less often/never	0.0% (0)	31.3% (5)	68.8% (11)	100% (16)
TOTAL	4.7% (15)	11.5% (39)	79.4% (300)	100% (354)

Dependence is highly significant. Chi2 = 28.38, df = 10, 1-p = 99.84%. % de variance expliquée : 3.70% Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency. Warning, 9 (50.0%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable. Table values are the in rows percentages established on 384 observations. This table is based on the sub-sample 'PwC & UU P1' containing 384 observations and defined by the following filter: Company code Amongst "PwC ; University of Ulster" and Pre- or Post-campaign survey = "Pre-campaign survey"

Make of car

The results in this area are not clear and lack strict statistical validity. However there is an indication that drivers of the more exclusive or expensive cars would reject Park & Share. Drivers of small 'mass brands' are more likely to accept.

The Market Opportunity

The results of this trial are disappointing. However, the two test markets were initially most resistant to change. Conventional marketing wisdom is that one should promote a service towards the most susceptible markets. On this basis the segment most likely to be influenced would be organisations employing large numbers clerical and administrative staff. Take-up is most likely to be amongst female staff in the first instance.

Attitudinal and Behavioural Assessment (Global)

Comparison of before and after results

Most people would car-share if their colleagues did

There are no significant differences between samples or sample periods.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.03	3.10	3.08	3.08
Post-campaign survey	3.09	3.21	3.08	3.13
TOTAL	3.06	3.14	3.08	3.10

The table values are the means of the variable P&S if colleagues for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.41, V_intra = 0.78, F = 0.53, 1-p = 52.79%)
- Global effect of 'Company code_T' is not significant (V_inter = 0.65, V_intra = 0.78, F = 0.83, 1-p = 56.17%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.41, V_intra = 0.78, F = 0.53, 1-p = 52.70%)
- Principal effect of 'Company code_T' is not significant (V_inter = 0.65, V_intra = 0.78, F = 0.83, 1-p = 56.02%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.22, V_intra = 0.78, F = 0.28, 1-p = 24.14%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.31, df = 2, 1-p = >99.99%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

This table is based on the sub-sample 'test & control' containing 910 observations and defined by the following filter:

Company code Amongst "PwC ; University of Ulster ; DRDNI"

Tables of mean scores

Control site (DRD)		PWC		U U	
Pre- or Post-campaign survey	35.P&S if colleagues	Pre- or Post-campaign survey	35.P&S if colleagues	Pre- or Post-campaign survey	35.P&S if colleagues
Pre-campaign survey	3.08	Pre-campaign survey	3.03	Pre-campaign survey	3.10
Post-campaign survey	3.08	Post-campaign survey	3.09	Post-campaign survey	3.21
TOTAL	3.08	TOTAL	3.06	TOTAL	3.14

Although the results are not statistically significant there is a small attitudinal movement in the desired direction for PWC and UU.

Awareness of issues – seriousness of problems

'Problem_traffic congestion'

There are no effects pre and post campaign.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.0	1.8	2.0	1.9
Post-campaign survey	2.1	1.9	2.1	2.0
TOTAL	2.0	1.8	2.0	1.9

The table values are the means of the variable Problem_traffic congestion for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is highly significant (V_inter = 3.1, V_intra = 0.4, F = 7.7, 1-p = 99.4%)
- Global effect of 'Company code_T' is highly significant (V_inter = 4.5, V_intra = 0.4, F = 11.1, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is highly significant (V_inter = 3.1, V_intra = 0.4, F = 7.8, 1-p = 99.5%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 4.5, V_intra = 0.4, F = 11.1, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.7, V_intra = 0.4, F = -1.6, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

	Problem_traffic congestion Non-response	Problem_traffic congestion extremely serious	Problem_traffic congestion fairly serious	Problem_traffic congestion slight problem	Problem_traffic congestion no problem
Pre- or Post-campaign survey					
Pre-campaign survey	1	22	48	17	1
Post-campaign survey	0	9	36	13	0
TOTAL	1	31	84	30	1

Dependence is not significant. Chi2 = 3.31, df = 4, 1-p = 49.25%.

% de variance expliquée : 2.25%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Warning, 4 (40.0%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

This table is based on the sub-sample 'PwC' containing 147 observations and defined by the following filter:

Company code = "PwC"

	Problem_traffic congestion Non-response	Problem_traffic congestion extremely serious	Problem_traffic congestion fairly serious	Problem_traffic congestion slight problem
Pre- or Post-campaign survey				
Pre-campaign survey	16	83	167	29
Post-campaign survey	7	28	73	16
TOTAL	23	111	240	45

Dependence is not significant. Chi2 = 1.87, df = 3, 1-p = 40.02%.

% de variance expliquée : 0.45%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

This table is based on the sub-sample 'UU' containing 419 observations and defined by the following filter:

Company code = "University of Ulster"

	Problem_traffic congestion extremely serious	Problem_traffic congestion fairly serious	Problem_traffic congestion slight problem	Problem_traffic congestion no problem
Pre- or Post-campaign survey				
Pre-campaign survey	38	107	37	1
Post-campaign survey	26	93	41	0
TOTAL	64	200	78	1

Dependence is not significant. Chi2 = 2.91, df = 3, 1-p = 59.36%.

% de variance expliquée : 0.84%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Warning, 2 (25.0%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

This table is based on the sub-sample 'DRD' containing 344 observations and defined by the following filter:
Company code = "DRDNI"

Problem_air pollution'

There is no significant shift in attitude pre to post campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.2	2.1	2.2	2.1
Post-campaign survey	2.3	2.1	2.3	2.2
TOTAL	2.3	2.1	2.2	2.2

The table values are the means of the variable Problem_air pollution for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 1.2, V_intra = 0.5, F = 2.2, 1-p = 86.5%)
- Global effect of 'Company code_T' is highly significant (V_inter = 4.0, V_intra = 0.5, F = 7.8, 1-p = 99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 1.2, V_intra = 0.5, F = 2.2, 1-p = 86.6%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 4.0, V_intra = 0.5, F = 7.7, 1-p = 99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.8, V_intra = 0.5, F = -1.5, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Acceptance of Responsibility

Something should be done to reduce the number cars'

There is no change pre to post campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.9	4.0	4.0	4.0
Post-campaign survey	3.9	3.9	3.9	3.9
TOTAL	3.9	4.0	4.0	4.0

The table values are the means of the variable Reduce number cars for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.7, V_intra = 0.9, F = 1.9, 1-p = 83.6%)
- Global effect of 'Company code_T' is not significant (V_inter = 0.7, V_intra = 0.9, F = 0.7, 1-p = 52.1%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.7, V_intra = 0.9, F = 1.9, 1-p = 83.4%)
- Principal effect of 'Company code_T' is not significant (V_inter = 0.7, V_intra = 0.9, F = 0.7, 1-p = 52.0%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.2, V_intra = 0.9, F = -0.2, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Should cut car use'

There is no significant change pre to post campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	3.2	3.1	3.1
Post-campaign survey	2.9	3.2	3.2	3.1
TOTAL	3.0	3.2	3.1	3.1

The table values are the means of the variable Should cut car use for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.0$, $V_{intra} = 1.2$, $F = 0.0$, $1-p = 12.5\%$)
- Global effect of 'Company code_T' is not significant ($V_{inter} = 2.2$, $V_{intra} = 1.2$, $F = 1.8$, $1-p = 84.3\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.0$, $V_{intra} = 1.2$, $F = 0.0$, $1-p = 12.5\%$)
- Principal effect of 'Company code_T' is not significant ($V_{inter} = 2.2$, $V_{intra} = 1.2$, $F = 1.8$, $1-p = 84.1\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = -0.0$, $V_{intra} = 1.2$, $F = -0.0$, $1-p = 0.0\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi^2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Add to congestion when I use car'

There is no effect following the campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.0	3.8	3.7	3.8
Post-campaign survey	3.7	3.7	3.8	3.7
TOTAL	3.9	3.8	3.7	3.8

The table values are the means of the variable Add to congestion for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.3$, $V_{intra} = 0.8$, $F = 0.3$, $1-p = 43.6\%$)
- Global effect of 'Company code_T' is significant ($V_{inter} = 2.8$, $V_{intra} = 0.8$, $F = 3.5$, $1-p = 97.1\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.3$, $V_{intra} = 0.8$, $F = 0.3$, $1-p = 43.6\%$)
- Principal effect of 'Company code_T' is significant ($V_{inter} = 2.8$, $V_{intra} = 0.8$, $F = 3.5$, $1-p = 97.1\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = 0.0$, $V_{intra} = 0.8$, $F = 0.0$, $1-p = 2.6\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi^2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Add to pollution'

There is no effect following the campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.1	4.0	3.9	4.0
Post-campaign survey	3.9	3.9	3.9	3.9
TOTAL	4.0	4.0	3.9	4.0

The table values are the means of the variable Add to pollution for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant ($V_{inter} = 1.2$, $V_{intra} = 0.5$, $F = 2.2$, $1-p = 86.7\%$)
- Global effect of 'Company code_T' is slightly significant ($V_{inter} = 1.6$, $V_{intra} = 0.5$, $F = 3.0$, $1-p = 95.0\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 1.2, V_intra = 0.5, F = 2.2, 1-p = 86.7%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 1.6, V_intra = 0.5, F = 3.0, 1-p = 95.0%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.1, V_intra = 0.5, F = 0.1, 1-p = 10.3%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Cut car_cost fuel'

There is no effect following the campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.9	3.0	3.0	3.0
Post-campaign survey	2.9	3.0	2.9	2.9
TOTAL	2.9	3.0	2.9	2.9

The table values are the means of the variable Cut car_cost fuel for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 1.1, F = 0.0, 1-p = 14.3%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.2, V_intra = 1.1, F = 1.1, 1-p = 67.4%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 1.1, F = 0.0, 1-p = 14.2%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.2, V_intra = 1.1, F = 1.1, 1-p = 67.2%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.2, V_intra = 1.1, F = -0.1, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Intend to Park & Share within the next week'

There is no effect following the campaign

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	1.7	1.8	2.1	1.9
Post-campaign survey	1.6	1.8	2.1	1.9
TOTAL	1.7	1.8	2.1	1.9

The table values are the means of the variable Intend to P&S for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.6, V_intra = 1.0, F = 0.5, 1-p = 53.1%)
- Global effect of 'Company code_T' is highly significant (V_inter = 18.2, V_intra = 1.0, F = 17.9, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.6, V_intra = 1.0, F = 0.6, 1-p = 53.6%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 18.2, V_intra = 1.0, F = 17.8, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -5.4, V_intra = 1.0, F = -5.2, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Influencing factors in car-sharing

'Free parking'

There is no statistically significant change although the trend for Sample 1 (PWC) is in the right direction.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	3.3	3.2	3.2
Post-campaign survey	3.8	3.4	3.3	3.4
TOTAL	3.3	3.4	3.2	3.3

The table values are the means of the variable Free parking for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 3.3$, $V_{intra} = 1.9$, $F = 1.7$, $1-p = 81.1\%$)
- Global effect of 'Company code_T' is not significant ($V_{inter} = 0.5$, $V_{intra} = 1.9$, $F = 0.3$, $1-p = 23.0\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 3.3$, $V_{intra} = 2.0$, $F = 1.7$, $1-p = 80.9\%$)
- Principal effect of 'Company code_T' is not significant ($V_{inter} = 0.5$, $V_{intra} = 2.0$, $F = 0.3$, $1-p = 22.9\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = 2.2$, $V_{intra} = 2.0$, $F = 1.1$, $1-p = 67.1\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Guaranteed parking space'

There is no significant trend although as above the trend for PWC is in the right direction.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.3	3.4	3.4	3.4
Post-campaign survey	3.7	3.5	3.6	3.6
TOTAL	3.4	3.5	3.5	3.5

The table values are the means of the variable guaranteed space for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 2.9$, $V_{intra} = 1.8$, $F = 1.6$, $1-p = 79.6\%$)
- Global effect of 'Company code_T' is not significant ($V_{inter} = 0.1$, $V_{intra} = 1.8$, $F = 0.1$, $1-p = 8.6\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 2.9$, $V_{intra} = 1.8$, $F = 1.6$, $1-p = 79.3\%$)
- Principal effect of 'Company code_T' is not significant ($V_{inter} = 0.1$, $V_{intra} = 1.8$, $F = 0.1$, $1-p = 8.5\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = 0.7$, $V_{intra} = 1.8$, $F = 0.4$, $1-p = 32.2\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Car safe/secure during the day'

The positive trend for PWC is mirrored by the control group, whereas the trend for UU is in the opposite direction!

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.2	4.0	3.2	3.6
Post-campaign survey	3.7	3.7	3.6	3.6
TOTAL	3.4	3.9	3.4	3.6

The table values are the means of the variable car safe/secure for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.4$, $V_{intra} = 1.7$, $F = 0.3$, $1-p = 38.6\%$)

Park and Share

- Global effect of 'Company code_T' is highly significant ($V_{inter} = 18.6$, $V_{intra} = 1.6$, $F = 11.6$, $1-p = >99.9\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.4$, $V_{intra} = 1.6$, $F = 0.3$, $1-p = 39.3\%$)
- Principal effect of 'Company code_T' is highly significant ($V_{inter} = 18.6$, $V_{intra} = 1.6$, $F = 11.7$, $1-p = >99.9\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is significant ($V_{inter} = 5.5$, $V_{intra} = 1.6$, $F = 3.5$, $1-p = 96.9\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Database of partners available

Unfortunately the trend for PWC is mirrored by the Control group and not UU!

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.6	3.1	2.5	2.9
Post-campaign survey	3.5	3.0	3.4	3.2
TOTAL	3.0	3.0	3.0	3.0

The table values are the means of the variable database of partners for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant ($V_{inter} = 5.0$, $V_{intra} = 2.2$, $F = 2.3$, $1-p = 87.4\%$)
- Global effect of 'Company code_T' is not significant ($V_{inter} = 0.2$, $V_{intra} = 2.2$, $F = 0.1$, $1-p = 9.9\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant ($V_{inter} = 5.0$, $V_{intra} = 2.2$, $F = 2.3$, $1-p = 87.2\%$)
- Principal effect of 'Company code_T' is not significant ($V_{inter} = 0.2$, $V_{intra} = 2.2$, $F = 0.1$, $1-p = 10.0\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant ($V_{inter} = 4.7$, $V_{intra} = 2.2$, $F = 2.2$, $1-p = 88.2\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Being put in contact with partner

The results for PWC would be more encouraging without the similar but smaller move in the Control Group.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.9	3.5	2.8	3.2
Post-campaign survey	3.5	3.5	3.0	3.3
TOTAL	3.2	3.5	2.9	3.2

The table values are the means of the variable put in contact for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.3$, $V_{intra} = 2.0$, $F = 0.2$, $1-p = 31.2\%$)
- Global effect of 'Company code_T' is highly significant ($V_{inter} = 10.8$, $V_{intra} = 1.9$, $F = 5.7$, $1-p = 99.6\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.3$, $V_{intra} = 1.9$, $F = 0.2$, $1-p = 31.6\%$)
- Principal effect of 'Company code_T' is highly significant ($V_{inter} = 10.8$, $V_{intra} = 1.9$, $F = 5.6$, $1-p = 99.6\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = 1.8$, $V_{intra} = 1.9$, $F = 0.9$, $1-p = 60.5\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Knowing the person I will travel with

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	3.4	3.0	3.2
Post-campaign survey	3.0	3.5	3.5	3.4
TOTAL	3.1	3.4	3.2	3.3

The table values are the means of the variable know person travel for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 5.4, V_intra = 1.9, F = 2.8, 1-p = 91.0%)
- Global effect of 'Company code_T' is slightly significant (V_inter = 5.0, V_intra = 1.9, F = 2.6, 1-p = 92.8%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 5.4, V_intra = 1.9, F = 2.8, 1-p = 91.1%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 5.0, V_intra = 1.9, F = 2.6, 1-p = 92.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 1.2, V_intra = 1.9, F = 0.6, 1-p = 45.7%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Meeting point near my home'

PWC and Control share similar positive effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	3.6	2.9	3.3
Post-campaign survey	3.5	3.5	3.3	3.4
TOTAL	3.1	3.6	3.1	3.3

The table values are the means of the variable meeting point_home for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.4, V_intra = 2.0, F = 0.7, 1-p = 58.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 9.5, V_intra = 2.0, F = 4.8, 1-p = 99.1%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.4, V_intra = 2.0, F = 0.7, 1-p = 59.3%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 9.5, V_intra = 2.0, F = 4.8, 1-p = 99.1%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 2.4, V_intra = 2.0, F = 1.2, 1-p = 69.2%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Preferential parking spaces for car-sharers

The Control group shows a significant effect!

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.6	2.9	2.7	2.8
Post-campaign survey	2.8	2.7	3.6	3.2
TOTAL	2.6	2.9	3.1	2.9

The table values are the means of the variable preferential spaces for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 10.8, V_intra = 1.9, F = 5.8, 1-p = 98.5%)
- Global effect of 'Company code_T' is highly significant (V_inter = 9.0, V_intra = 1.9, F = 4.9, 1-p = 99.2%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 10.8, V_intra = 1.8, F = 6.0, 1-p = 98.6%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 9.0, V_intra = 1.8, F = 5.0, 1-p = 99.3%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant (V_inter = 4.6, V_intra = 1.8, F = 2.6, 1-p = 92.3%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Special traffic lane for car-sharers

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.2	2.8	2.9	2.9
Post-campaign survey	3.0	2.5	3.1	3.0
TOTAL	3.1	2.7	3.0	2.9

The table values are the means of the variable special traffic lane for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.1, V_intra = 2.2, F = 0.0, 1-p = 18.3%)
- Global effect of 'Company code_T' is significant (V_inter = 7.0, V_intra = 2.2, F = 3.2, 1-p = 96.0%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.1, V_intra = 2.2, F = 0.0, 1-p = 18.3%)
- Principal effect of 'Company code_T' is significant (V_inter = 7.0, V_intra = 2.2, F = 3.2, 1-p = 95.8%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 2.2, F = -0.0, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

High petrol and running costs'

Once again the Control Group and PWC show similar effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.9	2.8	2.5	2.7
Post-campaign survey	3.2	2.9	3.3	3.2
TOTAL	3.0	2.8	2.9	2.9

The table values are the means of the variable high petrol costs for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 9.9, V_intra = 2.0, F = 5.1, 1-p = 97.6%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.1, V_intra = 2.0, F = 0.6, 1-p = 42.6%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 9.9, V_intra = 2.0, F = 5.0, 1-p = 97.6%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.1, V_intra = 2.0, F = 0.6, 1-p = 43.0%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 2.6, V_intra = 2.0, F = 1.3, 1-p = 72.7%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Traffic congestion'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	2.9	3.0	3.0
Post-campaign survey	2.6	3.3	2.9	3.0
TOTAL	2.9	3.0	3.0	3.0

The table values are the means of the variable Traffic congestion for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 2.3, F = 0.0, 1-p = 13.4%)
- Global effect of 'Company code_T' is not significant (V_inter = 0.5, V_intra = 2.3, F = 0.2, 1-p = 20.4%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 2.3, F = 0.0, 1-p = 13.3%)
- Principal effect of 'Company code_T' is not significant (V_inter = 0.5, V_intra = 2.3, F = 0.2, 1-p = 20.2%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 3.2, V_intra = 2.3, F = 1.4, 1-p = 75.3%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'High cost of parking'

Only the Control Group appears to be influenced.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	3.1	2.8	2.9
Post-campaign survey	3.1	3.4	3.5	3.4
TOTAL	3.0	3.2	3.1	3.1

The table values are the means of the variable high cost of parking for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 12.2, V_intra = 2.0, F = 6.0, 1-p = 98.6%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.2, V_intra = 2.1, F = 0.6, 1-p = 43.2%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 12.2, V_intra = 2.1, F = 5.9, 1-p = 98.5%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.2, V_intra = 2.1, F = 0.6, 1-p = 43.6%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 1.7, V_intra = 2.1, F = 0.8, 1-p = 55.7%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Restrictive measures such as clamping'

Once again the significant effects are shared by PWC and the Control Group.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.4	2.9	2.3	2.7
Post-campaign survey	4.2	3.0	3.7	3.4
TOTAL	3.3	3.0	3.1	3.0

The table values are the means of the variable restrictive measures for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 11.7, V_intra = 2.4, F = 5.0, 1-p = 97.3%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.9, V_intra = 2.5, F = 0.8, 1-p = 53.0%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 11.7, V_intra = 2.4, F = 4.9, 1-p = 97.3%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.9, V_intra = 2.4, F = 0.8, 1-p = 54.7%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant (V_inter = 4.9, V_intra = 2.4, F = 2.1, 1-p = 86.9%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'If difficult to get parking'

There are no significant effects in the sample groups.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.5	3.0	3.2	3.0
Post-campaign survey	2.9	3.0	3.8	3.3
TOTAL	2.7	3.0	3.5	3.1

The table values are the means of the variable difficult parking for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 3.7, V_intra = 2.3, F = 1.6, 1-p = 79.2%)
- Global effect of 'Company code_T' is highly significant (V_inter = 14.6, V_intra = 2.3, F = 6.4, 1-p = 99.8%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 3.7, V_intra = 2.3, F = 1.6, 1-p = 79.5%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 14.6, V_intra = 2.3, F = 6.3, 1-p = 99.8%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -4.4, V_intra = 2.3, F = -1.9, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Perception of options – Using own car

The UU sample is most in favour of the car and becomes increasingly so following the campaign.

Quick journey'

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.0	4.4	4.0	4.2
Post-campaign survey	4.1	4.7	4.2	4.4
TOTAL	4.0	4.5	4.1	4.3

The table values are the means of the variable Own car_Quick journey for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 4.3, V_intra = 0.8, F = 5.2, 1-p = 97.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 21.2, V_intra = 0.8, F = 26.9, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 4.3, V_intra = 0.8, F = 5.5, 1-p = 98.1%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 21.2, V_intra = 0.8, F = 27.1, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -2.0, V_intra = 0.8, F = -2.6, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Does not cost much'

The same effect is observed as above.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	3.2	3.1	3.2
Post-campaign survey	2.9	3.5	3.1	3.2
TOTAL	3.0	3.3	3.1	3.2

The table values are the means of the variable Own car_Does not cost much for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 1.4, F = 0.2, 1-p = 30.1%)
- Global effect of 'Company code_T' is highly significant (V_inter = 9.4, V_intra = 1.3, F = 7.0, 1-p = 99.9%)

- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 1.3, F = 0.2, 1-p = 30.2%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 9.4, V_intra = 1.3, F = 7.0, 1-p = 99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 1.3, F = -0.1, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Own car_Is reliable'

There are no significant effects

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.5	4.6	4.5	4.6
Post-campaign survey	4.5	4.6	4.5	4.6
TOTAL	4.5	4.6	4.5	4.6

The table values are the means of the variable Own car_Is reliable for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.3, F = 0.0, 1-p = 15.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 2.2, V_intra = 0.3, F = 6.9, 1-p = 99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.3, F = 0.0, 1-p = 16.0%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 2.2, V_intra = 0.3, F = 6.8, 1-p = 99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 0.3, F = -0.3, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Is convenient'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.6	4.8	4.7	4.7
Post-campaign survey	4.6	4.8	4.7	4.7
TOTAL	4.6	4.8	4.7	4.7

The table values are the means of the variable Own car_Is convenient for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.3, F = 0.0, 1-p = 9.0%)
- Global effect of 'Company code_T' is highly significant (V_inter = 2.4, V_intra = 0.3, F = 9.5, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.3, F = 0.0, 1-p = 9.0%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 2.4, V_intra = 0.3, F = 9.4, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.9, V_intra = 0.3, F = -3.5, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Can travel when want'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.7	4.8	4.7	4.7
Post-campaign survey	4.7	4.8	4.8	4.8
TOTAL	4.7	4.8	4.7	4.7

The table values are the means of the variable Own car_Can travel when want for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.5, V_intra = 0.3, F = 1.6, 1-p = 79.5%)
- Global effect of 'Company code_T' is significant (V_inter = 0.9, V_intra = 0.3, F = 3.1, 1-p = 95.4%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.5, V_intra = 0.3, F = 1.6, 1-p = 79.4%)
- Principal effect of 'Company code_T' is significant (V_inter = 0.9, V_intra = 0.3, F = 3.0, 1-p = 95.3%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 0.3, F = -0.5, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Is comfortable'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	4.5	4.6	4.6	4.6
Post-campaign survey	4.6	4.7	4.6	4.6
TOTAL	4.5	4.6	4.6	4.6

The table values are the means of the variable Own car_Is comfortable for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 0.3, F = 0.6, 1-p = 54.2%)
- Global effect of 'Company code_T' is slightly significant (V_inter = 0.9, V_intra = 0.3, F = 2.8, 1-p = 94.0%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 0.3, F = 0.6, 1-p = 54.2%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 0.9, V_intra = 0.3, F = 2.8, 1-p = 93.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.3, V_intra = 0.3, F = -0.9, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Is safe in traffic'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.5	3.7	3.6	3.6
Post-campaign survey	3.8	3.8	3.6	3.7
TOTAL	3.6	3.7	3.6	3.7

The table values are the means of the variable Own car_Is safe in traffic for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.6, V_intra = 1.0, F = 1.6, 1-p = 80.0%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.6, V_intra = 1.0, F = 1.7, 1-p = 81.6%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.6, V_intra = 1.0, F = 1.6, 1-p = 80.0%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.6, V_intra = 1.0, F = 1.7, 1-p = 81.6%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 1.5, V_intra = 1.0, F = 1.5, 1-p = 78.5%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Safe from others'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.6	3.7	3.7	3.7
Post-campaign survey	3.7	3.9	3.8	3.8
TOTAL	3.6	3.8	3.7	3.7

The table values are the means of the variable Own car_Safe from others for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 2.8, V_intra = 1.0, F = 2.8, 1-p = 91.1%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.7, V_intra = 1.0, F = 1.7, 1-p = 82.4%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 2.8, V_intra = 1.0, F = 2.8, 1-p = 91.1%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.7, V_intra = 1.0, F = 1.7, 1-p = 82.4%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.3, V_intra = 1.0, F = -0.3, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Good image'

There is a slight increase in the image of the car for the sample groups.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.7	2.6	2.9	2.7
Post-campaign survey	3.1	2.8	2.8	2.9
TOTAL	2.8	2.7	2.8	2.8

The table values are the means of the variable Own car_Good image for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 3.8, V_intra = 0.9, F = 4.2, 1-p = 96.2%)
- Global effect of 'Company code_T' is significant (V_inter = 3.1, V_intra = 0.9, F = 3.4, 1-p = 96.7%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 3.8, V_intra = 0.9, F = 4.3, 1-p = 96.3%)
- Principal effect of 'Company code_T' is significant (V_inter = 3.1, V_intra = 0.9, F = 3.4, 1-p = 96.8%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant (V_inter = 1.9, V_intra = 0.9, F = 2.1, 1-p = 87.7%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Enjoyable'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	3.3	3.2	3.2
Post-campaign survey	3.3	3.5	3.4	3.4
TOTAL	3.2	3.3	3.3	3.3

Park and Share

The table values are the means of the variable Own car_Enjoyable for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is highly significant (V_inter = 7.6, V_intra = 0.9, F = 8.2, 1-p = 99.6%)
- Global effect of 'Company code_T' is slightly significant (V_inter = 2.1, V_intra = 0.9, F = 2.3, 1-p = 89.8%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is highly significant (V_inter = 7.6, V_intra = 0.9, F = 8.2, 1-p = 99.6%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 2.1, V_intra = 0.9, F = 2.3, 1-p = 89.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.4, V_intra = 0.9, F = -0.4, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Own car_Helps environment'

There are no significant effects

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.0	2.1	2.2	2.1
Post-campaign survey	2.2	2.3	2.2	2.2
TOTAL	2.1	2.2	2.2	2.2

The table values are the means of the variable Own car_Helps environment for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is significant (V_inter = 3.2, V_intra = 0.7, F = 4.4, 1-p = 96.5%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.3, V_intra = 0.7, F = 1.8, 1-p = 84.0%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is significant (V_inter = 3.2, V_intra = 0.7, F = 4.4, 1-p = 96.5%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.3, V_intra = 0.7, F = 1.8, 1-p = 84.1%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 0.7, F = -0.1, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Perception of options – using park & share

'Use P&S_Quick journey'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	2.9	3.2	3.0
Post-campaign survey	2.9	2.7	3.2	3.0
TOTAL	3.0	2.9	3.2	3.0

The table values are the means of the variable Use P&S_Quick journey for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.7, V_intra = 1.0, F = 0.7, 1-p = 58.1%)
- Global effect of 'Company code_T' is highly significant (V_inter = 10.7, V_intra = 1.0, F = 10.8, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.7, V_intra = 1.0, F = 0.7, 1-p = 58.7%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 10.7, V_intra = 1.0, F = 10.8, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant (V_inter = 2.2, V_intra = 1.0, F = 2.2, 1-p = 89.2%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Does not cost much'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.5	3.5	3.5	3.5
Post-campaign survey	3.4	3.3	3.5	3.4
TOTAL	3.5	3.5	3.5	3.5

The table values are the means of the variable Use P&S_Does not cost much for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 2.1, V_intra = 0.7, F = 3.1, 1-p = 92.6%)
- Global effect of 'Company code_T' is not significant (V_inter = 0.2, V_intra = 0.7, F = 0.3, 1-p = 22.7%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 2.1, V_intra = 0.7, F = 3.1, 1-p = 92.5%)
- Principal effect of 'Company code_T' is not significant (V_inter = 0.2, V_intra = 0.7, F = 0.3, 1-p = 22.7%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.4, V_intra = 0.7, F = 0.6, 1-p = 44.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Is reliable'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	2.8	3.3	3.0
Post-campaign survey	2.9	2.6	3.1	2.9
TOTAL	3.0	2.8	3.2	3.0

The table values are the means of the variable Use P&S_Is reliable for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 2.5, V_intra = 0.9, F = 2.8, 1-p = 90.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 12.3, V_intra = 0.9, F = 14.3, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 2.5, V_intra = 0.9, F = 2.9, 1-p = 91.5%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 12.3, V_intra = 0.9, F = 14.3, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is significant (V_inter = 3.7, V_intra = 0.9, F = 4.3, 1-p = 98.6%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Is convenient'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.9	2.7	3.1	2.9
Post-campaign survey	2.7	2.7	2.9	2.8
TOTAL	2.8	2.7	3.0	2.9

The table values are the means of the variable Use P&S_Is convenient for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.8, V_intra = 1.1, F = 1.7, 1-p = 80.4%)
- Global effect of 'Company code_T' is highly significant (V_inter = 9.5, V_intra = 1.1, F = 8.8, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 1.8, V_intra = 1.1, F = 1.7, 1-p = 80.8%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 9.5, V_intra = 1.1, F = 8.8, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant (V_inter = 2.7, V_intra = 1.1, F = 2.5, 1-p = 92.1%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Use P&S_Can travel when want'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.2	2.1	2.4	2.2
Post-campaign survey	2.0	2.0	2.4	2.2
TOTAL	2.1	2.1	2.4	2.2

The table values are the means of the variable Use P&S_Can travel when want for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 1.0, F = 0.0, 1-p = 8.4%)
- Global effect of 'Company code_T' is highly significant (V_inter = 9.8, V_intra = 0.9, F = 10.5, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.9, F = 0.0, 1-p = 8.5%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 9.8, V_intra = 0.9, F = 10.4, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.8, V_intra = 0.9, F = 0.8, 1-p = 56.8%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Is comfortable'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.5	3.3	3.6	3.4
Post-campaign survey	3.3	3.2	3.5	3.4
TOTAL	3.4	3.3	3.6	3.4

The table values are the means of the variable Use P&S_Is comfortable for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.4, V_intra = 0.7, F = 0.7, 1-p = 58.1%)
- Global effect of 'Company code_T' is highly significant (V_inter = 6.4, V_intra = 0.7, F = 9.9, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.4, V_intra = 0.7, F = 0.7, 1-p = 58.6%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 6.4, V_intra = 0.7, F = 9.9, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is slightly significant (V_inter = 1.5, V_intra = 0.7, F = 2.2, 1-p = 89.4%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Is safe in traffic'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.2	3.0	3.2	3.1
Post-campaign survey	3.2	3.0	3.2	3.1
TOTAL	3.2	3.0	3.2	3.1

The table values are the means of the variable Use P&S_Is safe in traffic for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 0.7, F = 0.3, 1-p = 41.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 4.4, V_intra = 0.7, F = 6.7, 1-p = 99.8%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 0.7, F = 0.3, 1-p = 42.0%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 4.4, V_intra = 0.7, F = 6.6, 1-p = 99.8%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 0.7, F = -0.1, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Is safe from others'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.1	3.1	3.2	3.1
Post-campaign survey	3.2	3.0	3.2	3.1
TOTAL	3.2	3.0	3.2	3.1

The table values are the means of the variable Use P&S_Is safe from others for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.8, F = 0.0, 1-p = 15.8%)
- Global effect of 'Company code_T' is significant (V_inter = 2.3, V_intra = 0.8, F = 3.1, 1-p = 95.5%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.8, F = 0.0, 1-p = 15.8%)
- Principal effect of 'Company code_T' is significant (V_inter = 2.3, V_intra = 0.8, F = 3.1, 1-p = 95.4%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.3, V_intra = 0.8, F = 0.4, 1-p = 31.5%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Good image'

There is a slight trend in a negative direction for PWC.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	3.1	3.0	3.0
Post-campaign survey	2.7	2.9	3.1	3.0
TOTAL	2.9	3.0	3.0	3.0

The table values are the means of the variable Use P&S_Good image for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.9, V_intra = 0.7, F = 1.2, 1-p = 71.7%)
- Global effect of 'Company code_T' is significant (V_inter = 3.3, V_intra = 0.7, F = 4.5, 1-p = 98.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.9, V_intra = 0.7, F = 1.2, 1-p = 71.8%)

- Principal effect of 'Company code_T' is significant (V_inter = 3.3, V_intra = 0.7, F = 4.5, 1-p = 98.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.5, V_intra = 0.7, F = -0.6, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Is enjoyable'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.9	2.9	3.0	2.9
Post-campaign survey	2.7	2.9	3.0	2.9
TOTAL	2.9	2.9	3.0	2.9

The table values are the means of the variable Use P&S_Is enjoyable for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.1, V_intra = 0.6, F = 0.1, 1-p = 28.6%)
- Global effect of 'Company code_T' is slightly significant (V_inter = 1.8, V_intra = 0.6, F = 3.0, 1-p = 94.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.1, V_intra = 0.6, F = 0.1, 1-p = 28.7%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 1.8, V_intra = 0.6, F = 2.9, 1-p = 94.8%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.7, V_intra = 0.6, F = 1.2, 1-p = 68.7%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Use P&S_Helps environment'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.6	3.8	3.7	3.7
Post-campaign survey	3.9	3.8	3.8	3.8
TOTAL	3.7	3.8	3.7	3.8

The table values are the means of the variable Use P&S_Helps environment for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.3, V_intra = 0.8, F = 0.4, 1-p = 47.8%)
- Global effect of 'Company code_T' is not significant (V_inter = 1.4, V_intra = 0.7, F = 1.8, 1-p = 84.5%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.3, V_intra = 0.8, F = 0.4, 1-p = 47.8%)
- Principal effect of 'Company code_T' is not significant (V_inter = 1.4, V_intra = 0.8, F = 1.8, 1-p = 84.4%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 1.1, V_intra = 0.8, F = 1.5, 1-p = 77.1%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Evaluation of options - importance

'Importance_Get to work quickly'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.7	3.6	3.6	3.6
Post-campaign survey	3.7	3.6	3.5	3.6
TOTAL	3.7	3.6	3.5	3.6

The table values are the means of the variable Importance_Get to work quickly for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 0.7, V_intra = 0.3, F = 2.5, 1-p = 88.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 2.2, V_intra = 0.3, F = 7.5, 1-p = 99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is slightly significant (V_inter = 0.7, V_intra = 0.3, F = 2.5, 1-p = 89.0%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 2.2, V_intra = 0.3, F = 7.5, 1-p = 99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.9, V_intra = 0.3, F = -3.1, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Not costing much'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	3.0	3.1	3.0
Post-campaign survey	3.0	3.0	3.1	3.0
TOTAL	3.0	3.0	3.1	3.0

The table values are the means of the variable Importance_Not costing much for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 0.5, F = 0.3, 1-p = 41.8%)
- Global effect of 'Company code_T' is slightly significant (V_inter = 1.5, V_intra = 0.5, F = 2.9, 1-p = 94.8%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.2, V_intra = 0.5, F = 0.3, 1-p = 41.8%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 1.5, V_intra = 0.5, F = 2.9, 1-p = 94.7%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 0.5, F = -0.2, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Reliability'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.8	3.8	3.7	3.8
Post-campaign survey	3.8	3.7	3.7	3.7
TOTAL	3.8	3.8	3.7	3.7

The table values are the means of the variable Importance_Reliability for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.1, V_intra = 0.2, F = 0.5, 1-p = 53.3%)
- Global effect of 'Company code_T' is slightly significant (V_inter = 0.4, V_intra = 0.2, F = 2.1, 1-p = 87.3%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.1, V_intra = 0.2, F = 0.5, 1-p = 53.3%)
- Principal effect of 'Company code_T' is slightly significant (V_inter = 0.4, V_intra = 0.2, F = 2.0, 1-p = 87.2%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.0, V_intra = 0.2, F = -0.0, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Convenience'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.5	3.6	3.4	3.5
Post-campaign survey	3.5	3.6	3.4	3.5
TOTAL	3.5	3.6	3.4	3.5

The table values are the means of the variable Importance_Convenience for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.4, F = 0.1, 1-p = 22.9%)
- Global effect of 'Company code_T' is highly significant (V_inter = 3.2, V_intra = 0.4, F = 7.9, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.4, F = 0.1, 1-p = 23.0%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 3.2, V_intra = 0.4, F = 7.9, 1-p = 99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.4, V_intra = 0.4, F = 1.1, 1-p = 66.2%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Can travel when want'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.7	3.7	3.5	3.6
Post-campaign survey	3.8	3.7	3.5	3.6
TOTAL	3.7	3.7	3.5	3.6

The table values are the means of the variable Importance_Can travel when want for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.5, V_intra = 0.3, F = 1.5, 1-p = 77.6%)
- Global effect of 'Company code_T' is highly significant (V_inter = 4.6, V_intra = 0.3, F = 15.4, 1-p = >99.9%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.5, V_intra = 0.3, F = 1.5, 1-p = 78.3%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 4.6, V_intra = 0.3, F = 15.3, 1-p = >99.9%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.2, V_intra = 0.3, F = -0.5, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Comfort'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	3.1	3.1	3.1
Post-campaign survey	3.1	3.1	3.1	3.1
TOTAL	3.0	3.1	3.1	3.1

The table values are the means of the variable Importance_Comfort for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.6, F = 0.1, 1-p = 20.5%)
- Global effect of 'Company code_T' is not significant (V_inter = 0.3, V_intra = 0.6, F = 0.5, 1-p = 40.6%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.0, V_intra = 0.6, F = 0.1, 1-p = 20.5%)
- Principal effect of 'Company code_T' is not significant (V_inter = 0.3, V_intra = 0.6, F = 0.5, 1-p = 40.5%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = 0.1, V_intra = 0.6, F = 0.1, 1-p = 12.2%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Safe in traffic'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	3.0	3.2	3.0	3.1
Post-campaign survey	3.1	3.2	3.2	3.2
TOTAL	3.0	3.2	3.1	3.1

The table values are the means of the variable Importance_Safe in traffic for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.6, V_intra = 0.5, F = 1.2, 1-p = 72.5%)
- Global effect of 'Company code_T' is significant (V_inter = 1.9, V_intra = 0.5, F = 3.5, 1-p = 97.1%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.6, V_intra = 0.5, F = 1.2, 1-p = 72.5%)
- Principal effect of 'Company code_T' is significant (V_inter = 1.9, V_intra = 0.5, F = 3.5, 1-p = 97.1%)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant (V_inter = -0.1, V_intra = 0.5, F = -0.2, 1-p = 0.0%)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. Chi2 = 23.3, df = 2, 1-p = >99.9%.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Safe from others'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.8	3.0	3.0	2.9
Post-campaign survey	2.8	3.0	3.0	3.0
TOTAL	2.8	3.0	3.0	3.0

The table values are the means of the variable Importance_Safe from others for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.4, V_intra = 0.7, F = 0.5, 1-p = 52.5%)
- Global effect of 'Company code_T' is highly significant (V_inter = 4.1, V_intra = 0.7, F = 6.1, 1-p = 99.8%)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant (V_inter = 0.4, V_intra = 0.7, F = 0.5, 1-p = 52.5%)
- Principal effect of 'Company code_T' is highly significant (V_inter = 4.1, V_intra = 0.7, F = 6.1, 1-p = 99.7%)

- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = -2.0$, $V_{intra} = 0.7$, $F = -2.9$, $1-p = 0.0\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Good image'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	1.7	1.6	1.8	1.7
Post-campaign survey	1.9	1.7	1.7	1.8
TOTAL	1.8	1.7	1.8	1.7

The table values are the means of the variable Importance_Good image for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 1.1$, $V_{intra} = 0.5$, $F = 1.9$, $1-p = 84.0\%$)
- Global effect of 'Company code_T' is slightly significant ($V_{inter} = 1.0$, $V_{intra} = 0.5$, $F = 1.9$, $1-p = 85.1\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 1.1$, $V_{intra} = 0.5$, $F = 1.9$, $1-p = 84.0\%$)
- Principal effect of 'Company code_T' is slightly significant ($V_{inter} = 1.0$, $V_{intra} = 0.5$, $F = 1.9$, $1-p = 85.0\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = 0.4$, $V_{intra} = 0.5$, $F = 0.7$, $1-p = 50.9\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Enjoyment'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.4	2.2	2.4	2.3
Post-campaign survey	2.4	2.3	2.4	2.4
TOTAL	2.4	2.3	2.4	2.3

The table values are the means of the variable Importance_Enjoyment for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 1.1$, $V_{intra} = 0.6$, $F = 1.8$, $1-p = 82.4\%$)
- Global effect of 'Company code_T' is slightly significant ($V_{inter} = 1.5$, $V_{intra} = 0.6$, $F = 2.4$, $1-p = 91.0\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 1.1$, $V_{intra} = 0.6$, $F = 1.8$, $1-p = 82.4\%$)
- Principal effect of 'Company code_T' is slightly significant ($V_{inter} = 1.5$, $V_{intra} = 0.6$, $F = 2.4$, $1-p = 90.9\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = -0.2$, $V_{intra} = 0.6$, $F = -0.3$, $1-p = 0.0\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

'Importance_Helping environment'

There are no significant effects.

	Sample 1	Sample 2	Control	TOTAL
Pre-campaign survey	2.8	2.9	2.8	2.8
Post-campaign survey	2.8	2.9	2.9	2.9
TOTAL	2.8	2.9	2.8	2.8

The table values are the means of the variable Importance_Helping environment for each pair of citations.

One-way analysis of variance:

- Global effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.5$, $V_{intra} = 0.6$, $F = 0.9$, $1-p = 66.3\%$)
- Global effect of 'Company code_T' is slightly significant ($V_{inter} = 1.2$, $V_{intra} = 0.6$, $F = 2.0$, $1-p = 87.1\%$)
- Discriminating modalities (to a confidence (1-p) of 95%) are highlighted

2 factors analysis of variance

- Principal effect of 'Pre- or Post-campaign survey' is not significant ($V_{inter} = 0.5$, $V_{intra} = 0.6$, $F = 0.9$, $1-p = 66.3\%$)
- Principal effect of 'Company code_T' is slightly significant ($V_{inter} = 1.2$, $V_{intra} = 0.6$, $F = 2.0$, $1-p = 87.0\%$)
- Interaction of 'Pre- or Post-campaign survey' and 'Company code_T' is not significant ($V_{inter} = -0.1$, $V_{intra} = 0.6$, $F = -0.2$, $1-p = 0.0\%$)

Warning, the dependence is between 'Pre- or Post-campaign survey' and 'Company code_T' is highly significant. $Chi2 = 23.3$, $df = 2$, $1-p = >99.9\%$.

Highlighted numbers indicate significantly different category means from the rest of the sample (to a confidence (1-p) of 95%).

Travel behaviour

There is a small reduction in the use of the car after the campaigns, however the greatest reduction is in the Control group.

Pre- or Post-survey

How often do you use the car as a driver for travelling to/from work?

(Control Group)

Car driver	5+ days a week	2-4 days a week	once a week	at least once a month	at least once a year	less often/never	TOTAL
Pre- or Post-campaign survey							
Pre-campaign survey	50.5%	8.7%	3.8%	4.9%	8.2%	7.1%	100%
Post-campaign survey	48.1%	10.6%	5.6%	3.8%	6.9%	24.4%	100%
TOTAL	49.4%	9.6%	4.7%	4.4%	7.6%	15.1%	100%

Dependence is highly significant. Chi2 = 15.89, df = 5, 1-p = 99.28%.

% de variance expliquée : 4.62%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table values are the in rows percentages established on 344 observations.

This table is based on the sub-sample 'Control site' containing 344 observations and defined by the following filter:

Company code = "DRDNI"

(Sample Groups)

Car driver	5+ days a week	2-4 days a week	once a week	at least once a month	at least once a year	less often/never	TOTAL
Pre- or Post-campaign survey							
Pre-campaign survey	67.2%	15.6%	3.4%	2.6%	2.6%	4.2%	100%
Post-campaign survey	66.5%	13.7%	2.2%	2.7%	1.1%	11.5%	100%
TOTAL	67.0%	15.0%	3.0%	2.7%	2.1%	6.5%	100%

Dependence is significant. Chi2 = 12.31, df = 5, 1-p = 96.92%.

% de variance expliquée : 2.18%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Table values are the in rows percentages established on 566 observations.

This table is based on the sub-sample 'Campaign sites' containing 566 observations and defined by the following filter:

Company code Amongst "PwC ; University of Ulster"

How often do you use Park & Ride for travelling to/from work?

(Control Group)

Use Park & Ride	Non-response/never	5+ days a week	2-4 days a week	at least once a month	at least once a year	TOTAL
Pre- or Post-campaign survey						
Pre-campaign survey	96.2%	0.5%	1.6%	0.0%	1.6%	100%
Post-campaign survey	96.3%	1.3%	0.0%	0.6%	1.9%	100%
TOTAL	96.2%	0.9%	0.9%	0.3%	1.7%	100%

Dependence is not significant. Chi2 = 4.28, df = 4, 1-p = 63.03%.

% de variance expliquée : 1.24%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.

Warning, 8 (80.0%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

Table values are the in rows percentages established on 344 observations.

Park and Share

This table is based on the sub-sample 'Control site' containing 344 observations and defined by the following filter:
Company code = "DRDNI"

(Sample groups)

Use Park & Ride	Non-response / never	5+ days a week	2-4 days a week	at least once a month	at least once a year	TOTAL
Pre- or Post-campaign survey						
Pre-campaign survey	99.0%	0.0%	0.3%	0.3%	0.5%	100%
Post-campaign survey	97.3%	0.5%	0.5%	0.0%	1.6%	100%
TOTAL	98.4%	0.2%	0.4%	0.2%	0.9%	100%

Dependence is not significant. Chi2 = 4.69, df = 4, 1-p = 67.93%.
% de variance expliquée : 0.83%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.
Warning, 8 (80.0%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

Table values are the in rows percentages established on 566 observations.

This table is based on the sub-sample 'Campaign sites' containing 566 observations and defined by the following filter:
Company code Amongst "PwC ; University of Ulster"

How often do you use Park & Share for travelling to/from work?

(Control Group)

Use Park & Share	Non-response / never	5+ days a week	2-4 days a week	once a week	at least once a month	at least once a year	TOTAL
Pre- or Post-campaign survey							
Pre-campaign survey	90.8%	5.4%	1.1%	0.5%	0.0%	2.2%	100%
Post-campaign survey	91.3%	5.6%	0.6%	0.6%	1.3%	0.6%	100%
TOTAL	91.0%	5.5%	0.9%	0.6%	0.6%	1.5%	100%

Dependence is not significant. Chi2 = 3.94, df = 5, 1-p = 44.19%.
% de variance expliquée : 1.15%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.
Warning, 8 (66.7%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

Table values are the in rows percentages established on 344 observations.

This table is based on the sub-sample 'Control site' containing 344 observations and defined by the following filter:
Company code = "DRDNI"

(Sample Groups)

Use Park & Share	Non-response / never	5+ days a week	2-4 days a week	once a week	at least once a month	at least once a year	TOTAL
Pre- or Post-campaign survey							
Pre-campaign survey	96.4%	0.5%	0.3%	0.8%	0.5%	1.6%	100%
Post-campaign survey	97.3%	0.5%	1.1%	0.0%	0.5%	0.5%	100%
TOTAL	96.6%	0.5%	0.5%	0.5%	0.5%	1.2%	100%

Dependence is not significant. Chi2 = 4.10, df = 5, 1-p = 46.47%.
% de variance expliquée : 0.72%

Cases highlighted in blue (or pink) are those for which the observed frequency is significantly higher (or lower) than the expected frequency.
Warning, 10 (83.3%) cases have an estimated value of less than 5, the rules of Chi2 are not really applicable.

Table values are the in rows percentages established on 566 observations.

This table is based on the sub-sample 'Campaign sites' containing 566 observations and defined by the following filter:
Company code Amongst "PwC ; University of Ulster"

CONCLUSIONS

This research study, undertaken as part of the TAPESTRY Project is an investigation into the likely use of Park and Share / Car sharing in Belfast and surrounding areas of Northern Ireland.

'Park and Share' started as an unofficial activity whereby motorist commuters would meet at a roundabout some distance from Belfast City, park one or more cars and continue the journey into the city in just one multi-occupancy car.

This practice has been formalised by the Northern Ireland Roads Service in a number of locations with properly constructed free car parks being made available. A bus shelter / interchange point is also provided.

The Transportation Unit of the Northern Ireland Roads Service wanted to understand what type of people car-shared and why.

There were five participating organisations:

	Pre-campaign survey	Post-campaign survey
Sample 1 – PriceWaterhouseCoopers (PWC) – campaign but no car-share website	89	58
Sample 2 – UU – campaign and website	295	124
Belfast City Council (City Hall)	339	0
N.I. Housing Executive	133	0
Control – DRDNI – no campaign, no website	184	160
TOTAL	568	342

The two test sites chosen, PriceWaterhouseCoopers and University of Ulster were the most resistant to change. Despite high levels of campaign recall and accurate recall of content no measureable change in attitude or behaviour was detected.

A car-sharing database accessible via the web was developed for the University of Ulster.

Currently (8-8-03) the UU Car-Share website has attracted 53 members:

- 23 Male
- 30 Female
- 37 Registered journeys

The female bias predicted by the pre-survey data is apparent.

A large volume of data on potential target audiences was amassed and is available to DRD(NI) and other organisations in Northern Ireland for future development of Travel Plans.

The campaign techniques adopted were Cognitive-Rational in their approach. Campaign recall and recall of key campaign messages were high. However the campaigns failed to induce any change. Current best practice in advertising indicates that affective or emotional campaign messages directed specifically at target audiences is more likely to produce change. Best practice in travel planning also indicates that enabling and restrictive measures should also accompany any

campaign. Finally any such campaign initiative should be carefully and tightly managed throughout with creation of appropriate brand and personality images.

The research indicates that the following recommendations should be adopted for future travel planning in Belfast:

- Target specific audiences – female, administrative and clerical
- Provide enabling measures such as car-sharing web site, preferential parking etc.
- Institute restrictive controls
- Manage the whole process as an integrated campaign with appropriate campaign and brand management (as recommended in Best Practice Guidelines).
- Make communications both informative (cognitive-rational) and affective (appealing to emotions and offering personal advantage).