

SUMMARY OF MARKET RESEARCH SURVEY RESULTS (ALL RESPONDENTS)

QUALITATIVE ANALYSIS

For positive and negative aspects of private vehicle ownership (questions 9 and 10) and suggestions for the co-op (question 14), analysis was entirely qualitative, based on a search for meaningful patterns. Benefits and barriers to co-op membership were analyzed additionally by coding and quantitatively summarizing them. All analyses have changed slightly from those of the initial focus group sub-sample, as new information was incorporated

BEST ASPECTS OF PRIVATE OWNERSHIP: Three main themes are apparent, each divisible into several sub-themes. They are listed in order of their importance, based on the analyst's impression of frequency and strength of response.

The first theme is *convenience*, with sub-themes of

- (a) immediate availability of vehicle
- (b) a lack of boundaries, including planning ahead, being back at a specific time, etc.
- (c) door-to-door transit (car is in driveway).

Many of the comments relating to this theme had an emotional tone of personal freedom and independence.

The second, closely related, theme is *practical benefits*, with sub-themes of

- (a) mobility (being able to reach places inaccessible by other modes due to weather, distance, time of day, etc.)
- (b) functionality (ability to move friends, carry furniture or groceries, etc)
- (c) increased options re. where to work and live

The third theme is *personal control*, with sub-themes of

- (a) control over the vehicle's condition, e.g. maintenance or cleanliness
- (b) sense of ownership/pride/being "at home" in the vehicle, e.g. having own CDs there, seat adjusted.

Several people mentioned having pets in the car with them.

NEGATIVE ASPECTS OF PRIVATE OWNERSHIP: Four main themes are apparent, with several sub-themes. The first theme seemed particularly important to people; the remaining three were about equally significant.

First, the theme of *cost*, with sub-themes of

- (a) safety costs, i.e. insurance & roadside assistance
- (b) repairs
- (c) fuel, especially related to recent increases and
- (d) vehicle itself, i.e. purchase and depreciation.

Second, the theme of *environmental damage*, with sub-themes of
(a) pollution and
(b) waste, e.g. of fossil fuels, materials to produce redundant vehicles.

Third, the theme of *social consequences*, with sub-themes of
(a) social isolation due to car culture (fast pace, independent lifestyle) and
(b) excess traffic.

Fourth, the theme of *lifestyle consequences*, with sub-themes of
(a) reduced physical activity
(b) time spent in traffic, parking, etc. and
(c) dependence on cars

One person also mentioned feeling that the car-based lifestyle is dangerous (i.e. due to potential accidents).

PERCEIVED BENEFITS OF CO-OP MEMBERSHIP: Perceived benefits of a co-op were clearly related to perceived negative aspects of private vehicle ownership. The most commonly listed benefit of a car co-op was reduced/simplified costs: 65.2% of respondents listed cost at least once. Other benefits (with percentage of respondents listing each at least once) were:

- environmental responsibility.....31.9%
- specific features of the co-op..... 24.6%
 - roadside assistance
 - car seat compatibility/availability
 - availability of cars
 - ease of access, i.e. pick up and return of car
 - quality of cars (newness, maintenance, cleanliness
 - enacting a flexible system maximizing spontaneity
- reduced hassles (usually referring to repairs/maintenance)..... 15.9%
- social benefits.....11.6%
 - fewer cars
 - sharing/community-building
- motivation to change lifestyle (e.g. exercise, plan ahead more)..... 11.6%
- perception that the co-op fits needs..... 7.2%
 - for occasional use
 - as an alternative to renting
 - as an alternative to buying

PERCEIVED BARRIERS TO MEMBERSHIP: There appears to also be an inverse relationship between perceived pros of private car ownership and perceived cons of being a co-op member. Inconvenience was a clear concern, with 75.4% of respondents listing a convenience-related concern at least once. Different aspects of perceived inconvenience were: (a) planning ahead, including having to plan ahead (loss of spontaneity/freedom) and difficulties in scheduling, (b) lack of availability of vehicles, both on short notice

(“emergencies”) and when required more generally and (c) pick-up and return of cars, i.e. closeness of locations and/or availability of some easy way to get there. Other less frequently listed barriers included:

- simply not being interested because:..... 24.6%
 - needs already adequately met
 - needs too high to be met
 - needs to unpredictable to be met
 - no clear reason

- cost..... 21.7%
 - of use, esp. compared to bus, car rental, or walking/cycling
 - start-up loan
- not wanting to give up control/not trusting others..... 11.6%
 - one person mentioned the security of their loan
 - several didn't want to share with/rely on others
 - several specifically mentioned standards of cleanliness/maintenance
- concern re. vehicle itself 8.7%
 - size/type of car
 - car seats available/compatible
 - clean, well-maintained
 - pets allowed in it