

Questionnaire - Potential Austrian user groups for new cargo bike services

Translated version of the questionnaire, as the original questionnaire was presented in German.

QUESTION	STATEMENT/ITEM	ANSWER OPTIONS
PLEASE INDICATE YOUR AGE.	['Under 16 years', '16-9 years', '30-39 years', '40-49 years', '50-9 years', '60-69 years', '70 years and older']	
PLEASE INDICATE YOUR GENDER.	['Male', 'Female', 'Diverse']	
IN WHICH REGION DO YOU LIVE?	['Central Burgenland', 'Northern Burgenland', 'Southern Burgenland', 'Mostviertel-Eisenwurzen', 'Southern Lower Austria', 'Sankt Pölten', 'Waldviertel', 'Weinviertel', 'Vienna Surroundings/North', 'Vienna Surroundings/South', 'Vienna', 'Klagenfurt-Villach', 'Upper Carinthia', 'Lower Carinthia', 'Graz', 'Liezen', 'Eastern Upper Styria', 'Eastern Styria', 'Western and Southern Styria', 'Western Upper Styria', 'Innviertel', 'Linz-Wels', 'Mühlviertel', 'Steyr-Kirchdorf', 'Traunviertel', 'Lungau', 'Pinzgau-Pongau', 'Salzburg and surroundings', 'Außerfern', 'Innsbruck', 'East Tyrol', 'Upper Tyrol', 'Lower Tyrol', 'Bludenz-Bregenz Forest', 'Rhine Valley-Lake Constance area']	
HOW LARGE IS THE PLACE WHERE YOU LIVE?	['Up to 2,000 residents', 'Up to 5,000 residents', 'Up to 50,000 residents', 'Up to 1 million residents', 'More than 1 million residents', 'Don't know']	
PLEASE INDICATE YOUR HIGHEST FORMAL EDUCATIONAL QUALIFICATION.	['Compulsory school', 'Apprenticeship', 'Intermediate vocational school (BMS)', 'General secondary school (AHS)', 'Higher vocational school (BHS)', 'College', 'Academy', 'University']	
PLEASE INDICATE YOUR EMPLOYMENT STATUS.	['In education', 'Employed (not self-employed)', 'Self-employed', 'On parental leave', 'Exclusively managing household', 'Retired', 'Currently unemployed', 'Other']	
DO YOU HAVE A DRIVER'S LICENSE? (MULTIPLE ANSWERS POSSIBLE)	['Yes, for moped/motorcycle', 'Yes, for car', 'No']	
DO YOU HAVE A DRIVER'S LICENSE? (MULTIPLE ANSWERS POSSIBLE)	['Yes, for moped/motorcycle', 'Yes, for car', 'No']	
HOW MANY OF THE FOLLOWING VEHICLES ARE AVAILABLE IN YOUR HOUSEHOLD?	['Car', 'Moped/Motorcycle', 'Working bicycle', 'E-bike/Pedelec', '(E-)Cargo bike', 'Bicycle trailer', '(E-)Scooter']	
DO YOU PLAN TO CHANGE THE NUMBER OF CARS IN YOUR HOUSEHOLD IN THE NEXT 5 YEARS?	['Yes, I plan to increase the number of cars in my household.', 'Yes, I plan to decrease the number of cars in my household.', 'No, I do not plan to change the number of cars in my household.', 'Don't know']	
DO YOU PLAN TO CHANGE THE NUMBER OF CARS IN YOUR HOUSEHOLD IN THE NEXT 5 YEARS?	['Yes, I plan to increase the number of cars', 'Yes, I plan to decrease the number of cars', 'No, I do not plan to change the number of cars', 'Don't know']	
HOW OFTEN DO YOU USUALLY USE THE FOLLOWING MODES OF TRANSPORT?	['Walking the entire way', '(E-)Bicycle', 'Bicycle trailer', '(E-)Cargo bike', 'Moped/Motorcycle', 'Car as driver', 'Car as passenger', 'Public transport (e.g. bus & train)', '(E-)Scooter', 'Other means of transport']	['Almost daily', 'Several times per week', '1- times per week', 'Several times per month', 'Once per month',

		'Less often', 'Never']
WHICH MODE OF TRANSPORT DO YOU MOSTLY USE IN THE FOLLOWING SITUATIONS?	['Everyday errands (e.g. groceries)', 'Weekly grocery shopping at the supermarket', 'Shopping for other goods in specialist stores (e.g. clothing)', 'Commute to work/training', 'Excursion into nature', 'Other leisure activities (e.g. meeting friends)', 'Dropping off/picking up children (e.g. kindergarten)', 'Dropping off/picking up other people']	'Weekly grocery shopping at the supermarket'
HOW OFTEN DO YOU USUALLY ENGAGE IN THE FOLLOWING ACTIVITIES?	['Everyday shopping (e.g. groceries)', 'Weekly grocery shopping at the supermarket', 'Shopping for other goods in specialist stores (e.g. clothing)', 'Commute to work/training', 'Excursion into nature', 'Other leisure activities (e.g. meeting friends)', 'Dropping off/picking up children (e.g. kindergarten)', 'Dropping off/picking up other people']	['Almost daily', 'Several times per week', '1- times per week', 'Several times per month', 'Once per month', 'Less often', 'Never']
IN WHAT FORM DO YOU HAVE ACCESS TO A CAR? (MULTIPLE ANSWERS POSSIBLE)	['I own a car', 'Borrowed from family/friends', 'Company car for business use', 'Company car for private use', 'Car sharing', 'Other forms']	
PLEASE RATE THE FOLLOWING STATEMENTS ABOUT YOUR BICYCLE USAGE.	I ride a bike in every season. I ride a bike in all weather conditions.	['Strongly agree', 'Somewhat agree', 'Neutral', 'Somewhat disagree', 'Strongly disagree']
HAVE YOU HEARD OF CARGO BIKES BEFORE THIS SURVEY?	['Yes', 'No', 'Don't know']	
DO YOU KNOW ANYONE PERSONALLY WHO USES A CARGO BIKE?	['Yes', 'No', 'Don't know']	
HAVE YOU EVER RIDDEN A CARGO BIKE?	['Yes', 'No']	
IN WHAT CONTEXT HAVE YOU USED A CARGO BIKE? (MULTIPLE ANSWERS POSSIBLE)	['I own a cargo bike', 'Borrowed from family or friends', 'Used a rental offer (e.g., sharing, rental, or subscription)', 'Tested at an event', 'Used at work or in training', 'Other']	
ARE YOU INTERESTED IN TRYING OUT A CARGO BIKE?	['I am interested', 'I am not interested']	
WHICH OF THE FOLLOWING STATEMENTS BEST APPLIES TO YOU REGARDING CARGO BIKE USAGE?	['I haven't thought about using a cargo bike yet.', 'I don't see any need for a cargo bike in my everyday life.', 'In principle, I would like to use a cargo bike, but I don't feel capable to do so at the moment.', 'I'm thinking about using a cargo bike (more often). But I don't know how yet.', 'It is my firm goal to use a cargo bike (more often).', 'I have made a conscious decision to use the cargo bike as often as possible and would like to continue doing so.'] A cargo bike saves time.	

PLEASE RATE THE FOLLOWING STATEMENTS ABOUT CARGO BIKES.	Riding a cargo bike is inexpensive.	['Strongly agree', 'Somewhat agree', 'Neutral', 'Somewhat disagree', 'Strongly disagree', 'Don't know']
	Riding a cargo bike is good for your health.	
	When I use a cargo bike, I am helping to protect the environment.	
	A cargo bike is convenient/comfortable.	
	Riding a cargo bike is fun.	
	I enjoy trying out new technical devices, such as an electric cargo bike.	
	I like using a cargo bike because it doesn't require a driver's license.	
	A cargo bike allows a car-free daily life.	
	Using a cargo bike allows me to be a role model for others.	
	When I use a cargo bike, I can be a role model for others.	
PLEASE RATE THE FOLLOWING STATEMENTS ABOUT CYCLING SAFETY.	I would use a cargo bike because people who are important to me care about climate-friendly mobility.	['Strongly agree', 'Somewhat agree', 'Neutral', 'Somewhat disagree', 'Strongly disagree', 'Don't know']
	I feel safe when cycling in traffic.	
	I avoid carrying luggage on my bike.	
WHAT HAS PREVENTED YOU FROM USING A CARGO BIKE SO FAR?	I haven't thought about using a cargo bike.	['Strongly agree', 'Somewhat agree', 'Neutral', 'Somewhat disagree', 'Strongly disagree']
	I have little need for a cargo bike in daily life.	
	The bike lanes in my area are not well developed.	
	My daily routes are too long to use a cargo bike.	
	I don't feel confident riding a cargo bike.	
	No one in my circle uses a cargo bike.	
	I don't know where to try or rent a cargo bike.	
PLEASE RATE THE FOLLOWING STATEMENTS.	Cargo bikes are too expensive for me.	['Strongly agree', 'Somewhat agree', 'Neutral', 'Somewhat disagree', 'Strongly disagree', 'Don't know']
	I have little need for a cargo bike in daily life.	
	The bike lanes in my area are not well developed.	
	My daily routes are too long to use a cargo bike.	
	I feel unsafe riding a cargo bike.	
	No one in my circle uses a cargo bike.	
	Cargo bikes are too expensive for me.	
IF YOU HAD REGULAR ACCESS TO A CARGO BIKE, WHAT WOULD YOU USE IT FOR? (MULTIPLE ANSWERS POSSIBLE)	['Daily grocery shopping', 'Weekly supermarket shopping', 'Shopping for other goods (e.g., clothing)', 'Commuting to work/school', 'Trips to nature', 'Other leisure activities (e.g., meeting friends)', 'Transporting children', 'Transporting other people', 'I would not use a cargo bike', 'Don't know', 'Other']	
WHICH OF THE FOLLOWING STATEMENTS BEST APPLIES TO YOU REGARDING CARGO BIKE USAGE?	['I would prefer to own a cargo bike', 'I would prefer to share a cargo bike with family/friends', 'I would prefer a cargo bike subscription', 'I would prefer to rent from a rental station', 'I would not use a cargo bike']	

PLEASE INDICATE TWO CONDITIONS THAT WOULD BE IMPORTANT TO YOU WHEN BUYING A CARGO BIKE.	['Good cycling infrastructure nearby', 'Available subsidies', 'Parking at home', 'Parking in public space', 'Free public charging option']	
PLEASE INDICATE TWO CONDITIONS IMPORTANT FOR A CARGO BIKE SUBSCRIPTION.	['Good cycling infrastructure nearby', 'Parking at home', 'Parking in public space', 'Free public charging option']	
PLEASE INDICATE TWO CONDITIONS IMPORTANT FOR A CARGO BIKE SHARING SYSTEM.	['Good cycling infrastructure nearby', 'Parking at home', 'Parking in public space', 'Free public charging option']	
WHAT ARE THE 3 MOST IMPORTANT FEATURES WHEN BUYING AN E-CARGO BIKE?	['Repair service', 'Features such as rain cover, child seat', 'Lockable transport box', 'Modern design', 'High load capacity (over 100 kg)', 'Space-saving model']	
WHAT ARE THE 3 MOST IMPORTANT FEATURES WHEN CHOOSING A CARGO BIKE SUBSCRIPTION?	['Introductory training available', 'Monthly cancelable subscription', 'Model swap during the subscription', '24/7 customer service', 'Fixed-hour repair service', 'Features such as rain cover, child seat', 'Lockable transport box', 'High load capacity (over 100 kg)', 'Modern design']	
WHAT ARE THE 3 MOST IMPORTANT FEATURES WHEN CHOOSING A CARGO BIKE SHARING OFFER?	['Introductory training', '24/7 customer service', 'Easy app/website registration', 'Spontaneous reservations', 'Available 24/7', 'Rental with on-site contact person', 'Rental station within 5â€™10 minutes walking distance', 'Dense station network', 'Features such as rain cover, child seat', 'Lockable transport box', 'High load capacity']	
WHAT IS YOUR HOUSEHOLD'S NET MONTHLY INCOME?	['Don't know', 'Up to €900', 'Up to €1,500', 'Up to €2,200', 'Up to €3,000', 'Up to €4,000', 'Up to €5,000', 'Up to €8,000', 'More than €8,000']	
TO WHAT EXTENT DO THE FOLLOWING OPINIONS AND VIEWS APPLY TO YOU?	I live a simple, modest life.	['Strongly agree', 'Somewhat agree', 'Somewhat disagree', 'Strongly disagree']
	I value being well-informed to understand backgrounds and contexts.	
	I approach new things with caution.	
	I save a fixed amount of money each month.	
	I have ambitious plans and want to move forward in life.	
	Good food and drink are important in my life.	
	I enjoy buying expensive things.	
	I'm a consistent person who sticks to habits and familiarity.	
	I want fun, variety, and entertainment.	
	I enjoy talking about art and philosophy.	
	I care about high-quality and exclusive design in furnishings.	
	I am disciplined and dutiful.	
	I'm always open to new opportunities and challenges.	
	I often feel the urge to experience something intense and new.	

This questionnaire is mainly based on the following literature amongst others:

Bamberg, S. (2012). Wie funktioniert Verhaltensveränderung? Das MAX-Selbstregulationsmodell. In: Stiewe, M., Freudenau, H., and Reutter, U. (2012). Mobilitätsmanagement. Wissenschaftliche Grundlagen und Wirkungen in der Praxis. Essen: Klartext Verlag, 76-89.

Bamberg, S. (2013). Changing environmentally harmful behaviors: A stage model of self-regulated behavioral change. Journal of Environmental Psychology 34 (2013) 151–159.

Dorner, F. (2020). Mit dem Lastenrad mobil: Nutzung und Sharing im Kontext privater Haushalte. Dissertation, TU Wien, Fakultät für Architektur und Raumplanung, Vienna.

Olsson, L.E., Huck, J., Friman, M. (2018). Intention for Car Use Reduction: Applying a Stage-Based Model. Int. J. Environ. Res. Public Health 2018, 15, 216; doi:10.3390/ijerph15020216.

Stelzer, M.; Heyse, M. (2016). Die Lebensführungstypologie: Milieudiagnose (v2). Ruhr-Universität Bochum; Westfälische Wilhelms-Universität Bochum. DOI: 10.13140/RG.2.1.2081.3689