

TRAGET GROUP ANALYSIS – SUMMARY

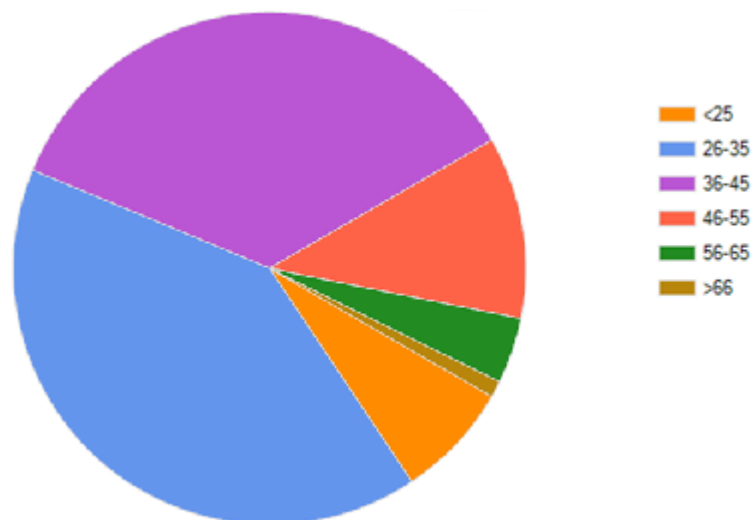
The main focus of the research on the mobility patterns of journalists from Gdansk was on communication behaviours of the target group, their habits and motivations. The aim of the target group analysis was to determine: how journalists commute to work and how they travel within work, what are their preferences and what is their knowledge on different forms of mobility. Another aim of the analysis was identifying obstacles preventing respondents from choosing sustainable travel modes. The analysis also sought suggestions from journalists on effective promotion of cycling together with public transport.

It was assumed that whilst choosing a transport mode the deciding factor was the time. Another assumption was that whilst travelling within work a significant number of journalists get lifts and travels by cars as passengers. And the final assumption was that journalists have strong opinions regarding mobility problems in Gdansk and on how to resolve those.

The population was estimated based on the contact with editorial offices based in Gdansk (9) and analysis of the information on their websites. Between December 2012 and January 2013, out of 165 journalists working in Gdansk, 100 returned questionnaires.

There were 51 women and 48 men (who declared their sex within the questionnaire). This structure of respondents made the comparison of motivations and choices between men and women easier. The majority of respondents (40,6%) falls into the 26 – 35 years age category.

Graph 1 – Respondet's age



METHODOLOGY

The majority of data (both quantitative and qualitative) comes from self-administered questionnaires. Each questionnaire was divided into two sections: TRAVELS BETWEEN HOME AND WORK and TRAVELS WITHIN WORK and in addition to that included three demographics questions. The total of 18 questions provided qualitative data on travel modes as well as quantitative on distances and the duration of the travel.

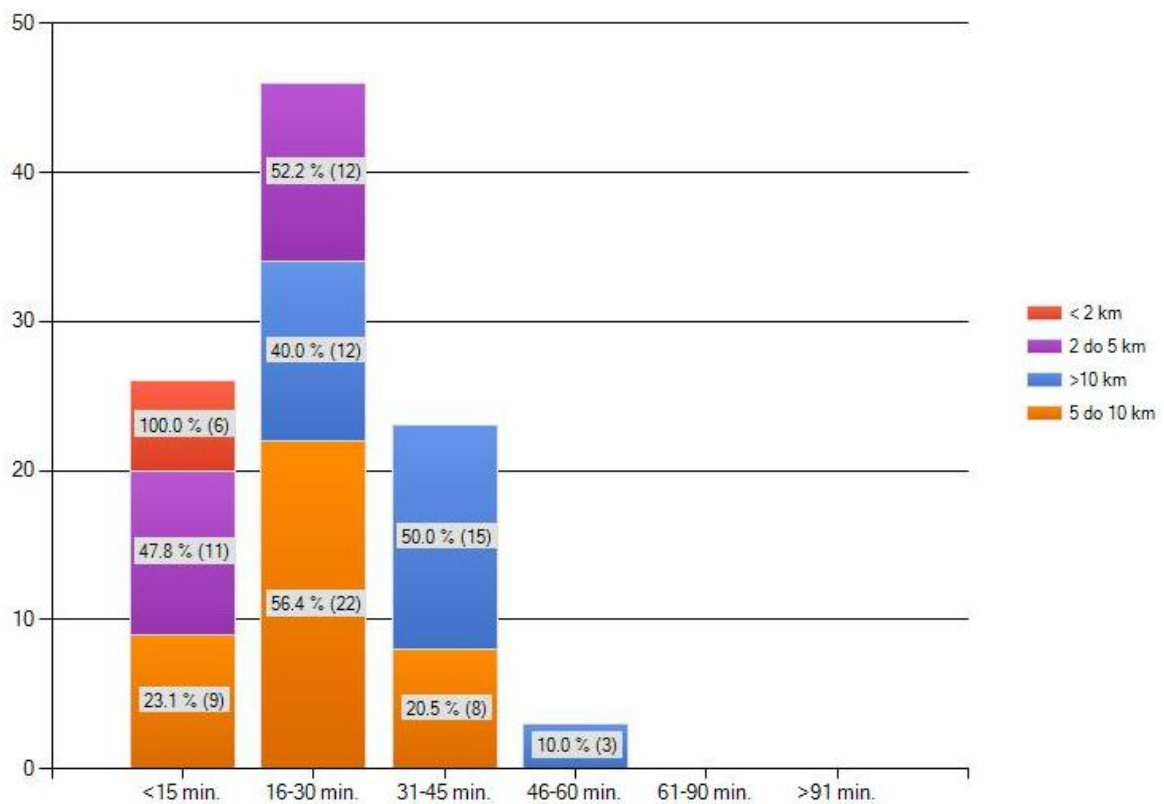
There were five also in-depth semi-structured interviews with journalists who cover relevant topics.

RESULTS – TRAVELS BETWEEN HOME AND WORK

The distance is one of the main factors determining the transport mode for commuting. The majority of respondents (40%) works within 5 to 10 km from work. However a significant percentage (30%) works within a distance of 10 km< from work. Almost one fourth of respondents (23, 5%) works within a distance of 2 to 5 km from work, which is a perfect distance for cycling. Finally there are only six persons leaving in a distance up to 2 km from work. Summing up the last two categories gives a 28% of respondents living in a distance of less than 5 km from work. Surprisingly the most common transport mode for them is a car (12 responses) and public transport (9 responses). Only 7 of them decides to work and only 4 to cycle.

The majority of respondents gets to work in between 16 and 30 mnutes (46 persons).

Graph 2 - Time of commuting by distance

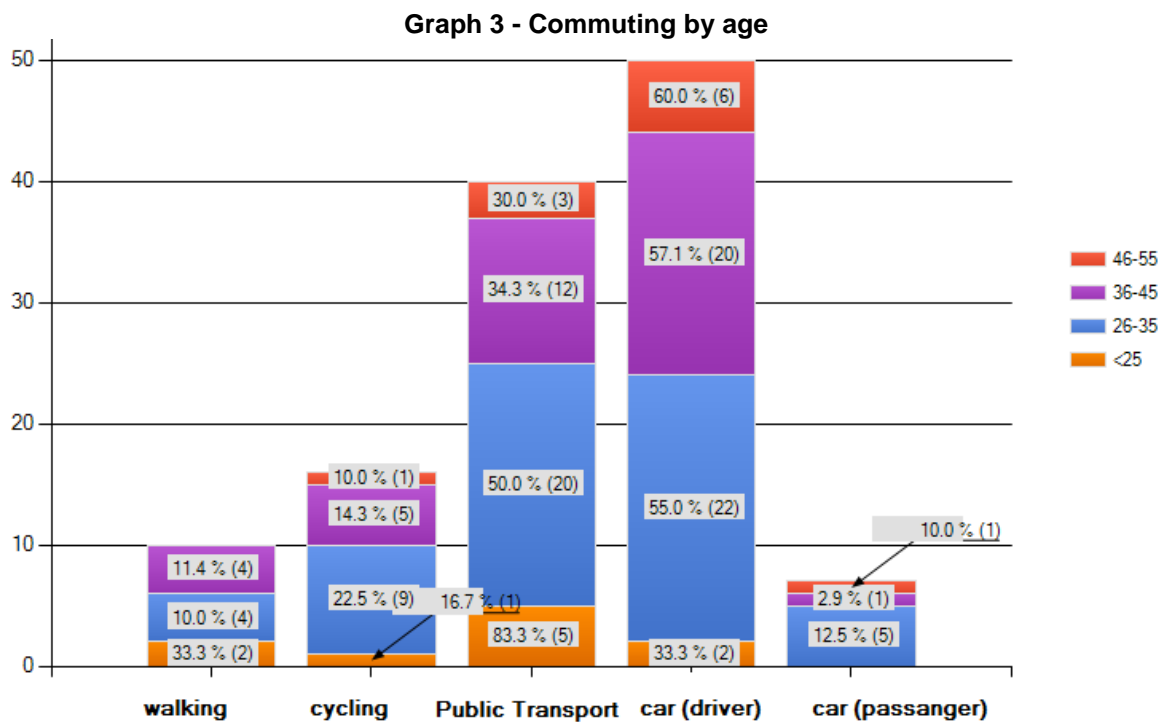


As many as 54% of the sample commutes by car and 44% by Public Transport¹ and for 36 persons (38,7% respondents) it is a preferred transport mode. At the same time 16% respondents declares that they mostly commute by bicycle, but because of the multiple choice option it is assumed that on daily basis it is in fact a lower percentage. Responses can be viewed in Table 1.

¹ The responses don't sum up to 100% because more than one response was allowed.

Responses	Sex		%	Number of responses
	woman	man		
Walking	4	6	10,3%	10
Bicycle	6	10	16,5%	16
Public transport	23	19	43,3%	42
Car (driver)	29	24	54,6%	53
Car (passanger)	7	2	9,3%	9
<i>Responses</i>				97
<i>Missing responses</i>				2

The transport mode also depends on age of the respondent.



Asked for a reason for choosing a certain transport mode, the majority names time as a main determinant (67% respondents), than comfort (38,3%), and health factors (33%). It confirms the assumption that time is a deciding factor.

Responses	sex		%	Number of responses
	woman	men		
Walking	8	5	13,8%	13
Bicycle	11	18	30,9%	29
Public transport	4	17	22,3%	21
Car (driver)	19	5	25,5%	24
Car (passanger)	5	2	7,4%	7
<i>responses</i>				94
<i>Missing responses</i>				5

The table shows that men within the chosen sample would like to cycle to work more often, whilst women wish they could drive to work.

Almost 87% respondents know how to get to work using public transport and 76,5% know the prices for public transport tickets. For a half of respondents it takes less than 5 min to walk from home to a public transport stop.

The reasons given by persons who commute using other than preferred transport mode were: the distance (18 persons) and financial restrictions (8 persons), and other reasons (31 persons).

RESULTS – TRAVELS WITHIN WORK

Table 3 compares most popular transport modes for commuting to work and within work.

	home - work (%)	<u>within work</u> (%)
Walk	10.2	20.4
Cycle	16.3	7.1
Use public transport	43.9	32.7
Travel by car (driver)	54.1	53.1
Travel by car (passanger)	9.2	35.7

It shows that a percentage of persons who use a car for both commuting and within work travels is similar, which suggests that they use the same car for both purposes. On the other hand, it is four times more common to travel in a car as a passenger within work, than to work. Also within work, journalists walk twice as frequently as to work.

The preferred and actual transport mode within work doesn't seem to depend on sex of the respondent. However in both cases women declare that they would like to walk more frequently.

responses	sex		%	Number of responses
	woman	man		
Walking	9	6	15,3%	15
Cycling	4	8	12,2%	12
Public transport	6	5	11,2%	11
Car (driver)	19	18	37,8%	37
Car (passanger)	13	10	23,5%	23
<i>Responses</i>				98
<i>Missing responses</i>				1

Whilst asked about commuting the majority of respondents would like to cycle, asked about within work travels the majority of respondents would like to travel by car – either as a driver or a passenger (over 60 %).

The last table shows that persons who prefer to walk use this travel mode both for commuting and within work travels.

	My preferred transport mode would be	
	Commuting to work (%)	Within work (%)
Walking	13,7	15,2
Bicycle	30,5	12,1
Public Transport	23,2	12,1
Car (driver)	25,3	37,4
Car (passanger)	7,4	23,2

RESULTS – IN-DEPTH INTERVIEWS

The journalists were quite sceptical when it comes to promotion of a bicycle as an every day transport mode. However they were appreciative when it comes to the city's efforts to provide cycle roads and run certain promotional campaigns. At the same time they talked about mentality of residents who are used to their cars and the city's efforts leading to improving driving conditions.

The respondents were aware of actions taken in other Polish cities and provided examples, especially when it came to cycling parking and public bicycle schemes. They also suggested addressing promotional campaigns to drivers, to make them aware that cyclists are not a threat to them.

Other idea included visual information such us using „Tristar“² boards to show the actual time of getting from point A to point B in a car and on a bike, to show that a bike is quicker in rush hours. Financial incentives were also mentioned e.g. to give a discount for PT tickets for persons who cycled to the PT stop and left a bike on a parking provided or a lower tax for persons who switch from a car to a bicycle.

RECOMMENDATION

The target group analysis has shown that the relationship with journalists is worth sustaining and that a dialog with them will facilitate information exchange and a better publicity for the sustainable mobility topics.

² Integrated Traffic Management System