Zeeland as a (self) conscious (tourist) destination

The province of Zeeland wants to develop towards a(n) (even more) conscious and valuable (tourism) destination, balanced between visitor, resident, entrepreneur and environment. Mobility (translated into travel behavior) plays an important role in this. Through this questionnaire, developed by the University of Ghent and in close consultation with the HZ University of Applied Sciences, options are being sought to improve the existing range of transportation in the region. Earlier this year you gave permission to track your travel behavior (anonymously) via the tracking software as a part of the Zeelandapp. When leaving your e-mail address you also indicated that we could approach you for additional questions. That is why you now receive this message.

Your participation in this questionnaire is completely voluntary and takes approximately **10 minutes** of your time. All your answers are completely anonymous. You can track your progress via the gray bar at the top of the page. For questions and comments, please contact h.ijben@hz.nl (Harm IJben, project manager HZ University of Applied Sciences / Coastal Tourism Knowledge Center).

Thanks in advance for your time and effort!

This research is part of the European Interreg project called 'MOVE' or 'Mobility Opportunities Valuable to Everybody' (https://northsearegion.eu/move/about/)).

There are 59 questions in this survey.

| 1 Are you an inhabitant of the province of Zeeland? * Please choose only one of the following: |
|--|
| Yes No |

2 Which trips do you make during an average week?

Please choose the appropriate response for each item:

| | 5-7 days a week | 2-4 days a week | Once a week or every two weeks | Once a month or every two months | Less often or never |
|---|--------------------|--------------------|--------------------------------------|---|------------------------|
| Work or school | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bringing child(ren) to/from school or childcare | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Shopping (groceries) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Leisure activities (sports, hobbies and recreation) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Medical appointments (doctor, hospital) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Social activities (visiting friends/family) | \bigcirc | \bigcirc | 0 | \bigcirc | 0 |

3 How long (in minutes) do you travel on average for a <u>single</u> journey? You can assume a normal traffic situation. *

| | Travel time (in minutes) |
|---|--------------------------|
| Work or school | |
| Bringing child(ren) to/from school or childcare | |
| Shopping (groceries) | |
| Leisure activities (sports, hobbies and recreation) | |
| Medical appointments (doctor, hospital) | |
| Social activities (visiting friends/family) | |
| | |

4 Which (combination of) means of transport do you usually use for a <u>single journey</u>? You can assume a normal traffic situation. *

| | Car (driver) | Car (passer | ng ē r)ain | Bus/tra | Motorcy or m i/moete d | vcle Bicycle | Taxi | By foot | Other |
|---|-----------------|----------------|-------------------|---------|-------------------------------------|-----------------|------|------------|-------|
| Work or school | | | | | | | | | |
| Bringing child(ren) to/from school or childcare | | | | | | | | | |
| Shopping (groceries) | | | | | | | | | |
| Leisure activities (sports, hobbies and recreation) | | | | | | | | | |
| Medical appointments (doctor, hospital) | | | | | | | | | |
| Social activities (visiting friends/family) | | | | | | | | | |

A single trip can consist of two partial trips (e.g. by foot and by bus/tram/metro). Please indicate all means of transport that apply for a single trip to the destination concerned.

5 What is your main means of transport for a <u>single journey</u>? You can assume a normal traffic situation. *

Please choose the appropriate response for each item:

| | Car (driver) | Car (passer | ng ēr jain | Bus/tra | Motorcy or m /moete d | | Taxi | By foot | Other |
|---|-----------------|----------------|-------------------|------------|------------------------------------|------------|------------|------------|------------|
| Work or school | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bringing child(ren) to/from school or childcare | \bigcirc | \bigcirc | 0 | 0 | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Shopping (groceries) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Leisure activities (sports, hobbies and recreation) | 0 | \bigcirc | 0 | 0 | 0 | \bigcirc | \bigcirc | 0 | \bigcirc |
| Medical appointments (doctor, hospital) | 0 | \bigcirc | 0 | \bigcirc | 0 | \bigcirc | \bigcirc | 0 | \bigcirc |
| Social activites (visiting friends/family) | 0 | \bigcirc | 0 | 0 | 0 | \bigcirc | \bigcirc | 0 | \bigcirc |

6 How often do you use the following shared mobility systems in your region?

*

Please choose the appropriate response for each item:

| | 5-7 days a week | 2-4 days a week | Once a week or every two weeks | Once a month or every two months | Less often or never | Never heard of this |
|------------------------|--------------------|--------------------|---|---|------------------------|---------------------------|
| Car sharing system | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing system | \bigcirc | 0 | 0 | \bigcirc | 0 | \bigcirc |
| Ride sharing system | \bigcirc | 0 | \bigcirc | \bigcirc | 0 | \bigcirc |

Car sharing system: a system that enables people to rent locally available cars at any time (according to availability) and for any length of time. The car is put back at an agreed location for the next user.

Bicycle sharing system: a system that enables people to rent locally available bicycles at any time (according to availability) and (usually) for a limited period of time. The bicycle is put back at an agreed location for the next user.

Ride sharing system: a system that enables people to order and pay for a trip through a private application with a private operator. In this way you can ride with someone for a certain ride, so that the costs are shared among the passengers.

7 How satisfied are you with these shared mobility systems in your region?

*

Please choose the appropriate response for each item:

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|------------------------|-------------------|-----------|------------|--------------|----------------------|
| Car sharing system | \bigcirc | 0 | \bigcirc | 0 | \bigcirc |
| Bike sharing system | \bigcirc | 0 | \bigcirc | 0 | \bigcirc |
| Ride sharing system | 0 | 0 | \bigcirc | 0 | 0 |

8

You do not use the following shared mobility systems in your region. Can you indicate the main reason why not?

*

Please choose the appropriate response for each item:

| | No need | lt's too expensive | The provider is too far away | I don't like the concept of sharing | l don't know how this works | Other |
|------------------------|------------|-----------------------|---------------------------------------|--|-----------------------------------|------------|
| Car sharing system | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing system | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Ride sharing system | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

Please indicate the answer that is most applicable.

9 How often do you use the following shared mobility systems in Zeeland?

*

Please choose the appropriate response for each item:

| | 5-7 days a week | 2-4 days a week | Once a week or every two weeks | Once a month or every two months | Less often or never | Never heard of this |
|---|--------------------|--------------------|---|---|------------------------|---------------------------|
| Regular bus lines (Connexxion) | 0 | 0 | 0 | 0 | 0 | 0 |
| Regular train lines (NS) | 0 | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | 0 | 0 | \bigcirc | 0 | 0 | 0 |

Buurtbus (Connexxion): a local system from Zeeland of 18 smaller buses that run under the responsibility of the local neighborhood bus associations and are run by volunteers. These neighborhood buses only run on weekdays.

Haltetaxi: a local system from Zeeland that offers taxi transport from bus stop to bus stop. The Haltetaxi runs on routes or times where the fixed bus does not run and is in line with the regular bus timetable. The Haltetaxi does not run according to a timetable and must therefore be booked in advance.

Zonnetrein: a local shuttle service from Zeeland that connects the public transport in Breskens with the center of Vlissingen.

Bike sharing initiatives: a system that enables people to rent locally available bicycles at any time (according to availability) and (usually) for a limited period of time. The bicycle is put back at an agreed location for the next user.

Car sharing initiatives: a system that enables people to rent locally available cars at any time (according to availability) and for any length of time. The car is put back at an agreed location for the next user.

Ride sharing initiatives: a system that enables people to order and pay for a trip through a private application with a private operator. In this way you can ride with someone for a certain ride, so that the costs are shared among the passengers.

10 How satisfied are you with these shared mobility systems in Zeeland?

Please choose the appropriate response for each item:

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|-------------------|------------|------------|--------------|----------------------|
| Regular bus lines (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Regular train lines (NS) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |

11 You do not use the following shared mobility systems in Zeeland. Can you indicate the main reason why not?

*

Please choose the appropriate response for each item:

| | No need | lt's too expensive | The provider is too far away | l don't like the concept of sharing | l don't know how this works | Other |
|---|------------|-----------------------|---------------------------------------|--|-----------------------------------|------------|
| Regular bus lines (Connexxion) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Regular train lines (NS) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | 0 | 0 | \bigcirc | \bigcirc | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | 0 | 0 | 0 | 0 | \bigcirc |

Please indicate the answer that is most applicable.

12

Suppose you want to travel a distance of approximately 15 km, starting at your place of residence. Which factors would then be important for you when determining a suitable means of transport? Please rank the factors according to importance.

*

Please number each box in order of preference from 1 to 8

| Price |
|--|
| Access time (to pick-up and drop-off location) |
| Travel time (in vehicle) |
| Time reliability |
| Booking time |
| Comfort |
| Safety |
| Information provision |

.

Price: the price you pay for a single trip.

Access time: travel time to the place where you will be picked up and dropped of.

Traveltime: the time you spend in the vehicle between the pick-up and drop-off point.

Time reliability: the (un)certainty whether the vehicle will arrive on time or not.

Booking: the time that you have to wait between the booking and the actual departure at the pick up point.

Comfort: quality of the service (sufficient seats, no overcrowding, ...).

Safety: feeling of safety on board of the travel vehicle.

Information provision: the provision of sufficient and clear information regarding tickets, routes, ...

Connexxion intends to test a new mobility solution in the province of Zeeland: the "OVflex" (following the example of similar Connexxion concepts in other regions in the Netherlands). This would be a bus service that you as a traveler can book at least 30 minutes in advance via a (web) application or by telephone. Afterwards, a bus will pick you up at an agreed time and pick-up location (an existing bus stop). It is possible that other passengers are picked up on the way. Each bus will be wheelchair accessible.

Would you be interested in using this service, and for which trips?

| | By no means | Probably not | Perhaps | Rather possible | Certainly |
|---|-------------|--------------|------------|--------------------|------------|
| Work or school | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bringing child(ren) to/from school or daycare | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Shopping (groceries) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Leisure activities (sports, hobbies and recreation) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Medical appointments (doctor, hospital) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Social activities (visiting friends/family) | \bigcirc | 0 | 0 | \bigcirc | \bigcirc |

Please choose the appropriate response for each item:

13

14 What is the location of your (main) place of residence? Please indicate on the map below.

Please write your answer here:

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

15 What is the location of your school or work? Please indicate on the map below.

Please write your answer here:

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

16 What is the location of the place where you do most of your shopping (groceries)? Please indicate on the map below.

Please write your answer here:

If there are more than one, please state the location of your most frequently visited shop or supermarket.

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

17 What is the location of your children's school or daycare? Please indicate on the map below.

Please write your answer here:

If there are more than one, please state the location of your most frequently visited school or childcare.

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

18 What is the location of the place where you do most of your leisure activities (sports, hobbies and recreation)? Please indicate on the map below.

Please write your answer here:

If there are more than one, please state the location of your most frequently visited place for leisure activities.

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

19 What is the location of the place where you go most often for your medical appointments (doctor, hospital)? Please indicate on the map below.

Please write your answer here:

If there are more than one, please state the location of your most frequently visited place for your medical appointments.

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

20 What is the location of the place where you go most often for social activities (visiting friends/family)? Please indicate on the map below.

Please write your answer here:

If there are more than one, please state the location of your most frequently visited place for social activites.

Please be as specific as possible. If you prefer not to answer, you can leave this question open.

21 When did you last visit Zeeland? *

Please enter a date:

This concerns your most recent visit to Zeeland.

22 How many days did you stay in Zeeland during your last visit? *

Please write your answer here:

day(s).

1

This concerns your most recent visit to Zeeland.

23 How many nights did you stay in Zeeland during your last visit? *

Please write your answer here:

This concerns your most recent visit to Zeeland. Please enter '0' if you did not spend the night in Zeeland.

24 Which and how many trips did you make during your last visit to the province of Zeeland?

*

Please choose the appropriate response for each item:

| | Multiple times a day | Once a day | Multiple times a week | Once a week | Less often or never |
|------------------------------|-------------------------|------------|--------------------------|-------------|------------------------|
| Shopping activities | 0 | \bigcirc | 0 | \bigcirc | 0 |
| Cultural activities | 0 | \bigcirc | 0 | \bigcirc | 0 |
| Social activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Recreational activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For fun | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For professional purposes | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

Shopping activities: visiting stores for clothing, souvenirs, groceries, ...

Cultural activities: visiting museums, events, monuments, ...

Social activities: visiting friends or family

Recreational activities: visiting beaches, parks, ...

For fun: travelling as an activity for fun (without clear destination point).

For professional purposes: attending meetings and visiting sites for work.

25 How long (in minutes) do you travel on average for a <u>single</u> journey (starting from your place of accommodation in Zeeland) during a visit to the province of Zeeland. You can assume a normal traffic situation. *

| | Travel time (in minutes) |
|------------------------------|--------------------------|
| Shopping activities | |
| Cultural activities | |
| Social activities | |
| Recreational activities | |
| For fun | |
| For professional purposes | |
| | |

26 Which (combination of) means of transport do you usually use for a <u>single journey</u> (starting from your place of accommodation in Zeeland) during a visit to the province of Zeeland? You can assume a normal traffic situation. *

| | Car (driver) | Car (passer | ng ē r≱in | Bus/tra | Motorcy or m /moeted | vcle Bicycle | Taxi | By foot | Other |
|------------------------------|-----------------|----------------|------------------|---------|-----------------------------------|-----------------|------|------------|-------|
| Shopping activities | | | | | | | | | |
| Cultural activities | | | | | | | | | |
| Social activities | | | | | | | | | |
| Recreational activities | | | | | | | | | |
| For fun | | | | | | | | | |
| For professional purposes | | | | | | | | | |

Please indicate all means of transport that apply for a single trip to the destination concerned.

27 What is your main means of transport for a <u>single journey</u> (starting from your place of accommodation in Zeeland) during a visit to the province of Zeeland? You can assume a normal traffic situation. *

Please choose the appropriate response for each item:

| | Car (driver) | Car (passer | ng ēr jain | Bus/tra | Motorcy or m/moepterd | /cle Bicycle | Taxi | By foot | Other |
|------------------------------|-----------------|----------------|-------------------|------------|-----------------------------|-----------------|------------|------------|------------|
| Shopping activities | 0 | \bigcirc | \bigcirc | 0 | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc |
| Cultural activities | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc |
| Social activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Recreational activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For fun | \bigcirc | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For professional purposes | 0 | \bigcirc | \bigcirc | 0 | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc |

The main means of transport is the one that covers most of the travelled time.

28

Public transport company Connexxion will test a new mobility solution in the province of Zeeland: the "OVflex". This is a bus service that you can book at least 30 minutes in advance via a (web) application or by telephone. Afterwards, that bus will pick you up at an agreed time and pick-up location (an existing bus stop). It is possible that other passengers are picked up on the way. Each bus is wheelchair accessible.

Would you be interested in using this service, and for which trips?

| | By no means | Probably not | Perhaps | Rather possible | Certainly |
|------------------------------|-------------|--------------|------------|--------------------|------------|
| Shopping activities | 0 | 0 | \bigcirc | \bigcirc | 0 |
| Cultural activities | 0 | 0 | \bigcirc | \bigcirc | \bigcirc |
| Social activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Recreational activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For fun | \bigcirc | 0 | \bigcirc | \bigcirc | 0 |
| For professional purposes | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc |

Please choose the appropriate response for each item:

29 How often did you use the following shared mobility systems in Zeeland?

*

Please choose the appropriate response for each item:

| | Multiple times a day | Once a day | Multiple times a week | Once a week | Less often or never | Never heard of this |
|---|----------------------------|---------------|-----------------------------|----------------|------------------------|---------------------------|
| Regular bus lines (Connexxion) | \bigcirc | 0 | 0 | \bigcirc | 0 | \bigcirc |
| Regular train lines (NS) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | 0 | \bigcirc | \bigcirc | 0 | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | 0 | 0 | 0 | 0 | \bigcirc |

Buurtbus (Connexxion): a local system from Zeeland of 18 smaller buses that run under the responsibility of the local neighborhood bus associations and are run by volunteers. These neighborhood buses only run on weekdays.

Haltetaxi: a local system from Zeeland that offers taxi transport from bus stop to bus stop. The Haltetaxi runs on routes or times where the fixed bus does not run and is in line with the regular bus timetable. The Haltetaxi does not run according to a timetable and must therefore be booked in advance.

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Car sharing initiatives: a system that enables people to rent locally available cars at any time (according to availability) and for any length of time. The car is put back at an agreed location for the next user.

Ride sharing initiatives: a system that enables people to order and pay for a trip through a private application with a private operator. In this way you can ride with someone for a certain ride, so that the costs are shared among the passengers.

30 Which and how many trips did you make during your last visit to the province of Zeeland?

*

Please choose the appropriate response for each item:

| | Multiple times a day | Once a day | Less often or never |
|---------------------------|----------------------|------------|---------------------|
| Shopping activities | \bigcirc | \bigcirc | \bigcirc |
| Cultural activities | \bigcirc | \bigcirc | \bigcirc |
| Social activities | \bigcirc | \bigcirc | \bigcirc |
| Recreational activities | \bigcirc | \bigcirc | \bigcirc |
| For fun | \bigcirc | \bigcirc | \bigcirc |
| For professional purposes | \bigcirc | \bigcirc | \bigcirc |

Shopping activities: visiting stores for clothing, souvenirs, groceries, ...

Cultural activities: visiting museums, events, monuments, ...

Social activities: visiting friends or family

Recreational activities: visiting beaches, parks, ...

For fun: travelling as an activity for fun (without clear destination point).

For professional purposes: attending meetings and visiting sites for work.

31 How long (in minutes) do you travel on average for a <u>single</u> <u>journey</u> (starting from your place of accommodation in Zeeland) during a visit to the province of Zeeland. You can assume a normal traffic situation. *

| | Travel time (in minutes) |
|------------------------------|--------------------------|
| Shopping activities | |
| Cultural activities | |
| Social activities | |
| Recreational activities | |
| For fun | |
| For professional purposes | |
| | |

32 Which (combination of) means of transport do you usually use for a <u>single journey</u> (starting from your place of accommodation in Zeeland) during a visit to the province of Zeeland? You can assume a normal traffic situation. *

| | Car (driver) | Car (passer | ng ē r)ain | Bus/tra | Motorcy or m /moeterd | vcle Bicycle | Taxi | By foot | Other |
|------------------------------|-----------------|----------------|-------------------|---------|------------------------------------|-----------------|------|------------|-------|
| Shopping activities | | | | | | | | | |
| Cultural activities | | | | | | | | | |
| Social activities | | | | | | | | | |
| Recreational activities | | | | | | | | | |
| For fun | | | | | | | | | |
| For professional purposes | | | | | | | | | |

Please indicate all means of transport that apply for a single trip to the destination concerned.

33 What is your main means of transport for a <u>single journey</u> (starting from your place of accommodation in Zeeland) during a visit to the province of Zeeland? You can assume a normal traffic situation. *

Please choose the appropriate response for each item:

| | Car (driver) | Car (passer | ng ēr jain | Bus/tra | Motorcy or m /moete d | ∕cle Bicycle | Taxi | By foot | Other |
|------------------------------|-----------------|----------------|-------------------|------------|------------------------------------|-----------------|------------|------------|------------|
| Shopping activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Cultural activities | 0 | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Social activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Recreational activities | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For fun | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| For professional purposes | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

The main means of transport is the one that covers most of the travelled time.

Connexxion intends to test a new mobility solution in the province of Zeeland: the "OVflex" (following the example of similar Connexxion concepts in other regions in the Netherlands). This would be a bus service that you as a traveler can book at least 30 minutes in advance via a (web) application or by telephone. Afterwards, a bus will pick you up at an agreed time and pick-up location (an existing bus stop). It is possible that other passengers are picked up on the way. Each bus will be wheelchair accessible.

Would you be interested in using this service, and for which trips?

| | By no means | Probably not | Perhaps | Rather possible | Certainly |
|------------------------------|-------------|--------------|------------|--------------------|------------|
| Shopping activities | 0 | 0 | \bigcirc | \bigcirc | \bigcirc |
| Cultural activities | 0 | 0 | \bigcirc | \bigcirc | 0 |
| Social activities | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc |
| Recreational activities | 0 | 0 | \bigcirc | \bigcirc | 0 |
| For fun | \bigcirc | 0 | \bigcirc | \bigcirc | \bigcirc |
| For professional purposes | 0 | 0 | \bigcirc | \bigcirc | \bigcirc |

Please choose the appropriate response for each item:

34

35 How often did you use the following shared mobility systems in Zeeland?

*

Please choose the appropriate response for each item:

| | Multiple times a day | Once a day | Less often or never | Never heard of this |
|---|-------------------------|------------|------------------------|------------------------|
| Regular bus lines (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Regular train lines (NS) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | 0 | \bigcirc | 0 | 0 |

Buurthus (Connexxion): a local system from Zeeland of 18 smaller buses that run under the responsibility of the local neighborhood bus associations and are run by volunteers. These neighborhood buses only run on weekdays.

Haltetaxi: a local system from Zeeland that offers taxi transport from bus stop to bus stop. The Haltetaxi runs on routes or times where the fixed bus does not run and is in line with the regular bus timetable. The Haltetaxi does not run according to a timetable and must therefore be booked in advance.

Zonnetrein: a local shuttle service from Zeeland that connects the public transport in Breskens with the center of Vlissingen.

Bike sharing initiatives: a system that enables people to rent locally available bicycles at any time (according to availability) and (usually) for a limited period of time. The bicycle is put back at an agreed location for the next user.

Car sharing initiatives: a system that enables people to rent locally available cars at any time (according to availability) and for any length of time. The car is put back at an agreed location for the next user.

Ride sharing initiatives: a system that enables people to order and pay for a trip through a private application with a private operator. In this way you can ride with someone for a certain ride, so that the costs are shared among the passengers.

36 How satisfied are you with these shared mobility systems in Zeeland?

Please choose the appropriate response for each item:

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|-------------------|------------|------------|--------------|----------------------|
| Regular bus lines (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Regular train lines (NS) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | 0 | \bigcirc | 0 | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |

37 You do not use the following shared mobility systems in Zeeland. Can you indicate the main reason why not?

*

Please choose the appropriate response for each item:

| | No need | lt's too expensive | The provider is too far away | l don't like the concept of sharing | l don't know how this works | Other |
|---|------------|-----------------------|---------------------------------------|--|-----------------------------------|------------|
| Regular bus lines (Connexxion) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Regular train lines (NS) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | 0 | \bigcirc | 0 | \bigcirc | 0 |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | 0 | \bigcirc | 0 | 0 | 0 |

Please indicate the answer that is most applicable.

38 How satisfied are you with these shared mobility systems in Zeeland?

Please choose the appropriate response for each item:

| | Very satisfied | Satisfied | Neutral | Dissatisfied | Very dissatisfied |
|---|-------------------|------------|------------|--------------|----------------------|
| Regular bus lines (Connexxion) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Regular train lines (NS) | \bigcirc | 0 | \bigcirc | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | \bigcirc | \bigcirc | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | 0 | \bigcirc | 0 | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | 0 | 0 | 0 | \bigcirc |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | 0 | \bigcirc | 0 | \bigcirc |

39 You do not use the following shared mobility systems in Zeeland. Can you indicate the main reason why not?

*

Please choose the appropriate response for each item:

| | No need | lt's too expensive | The provider is too far away | l don't like the concept of sharing | l don't know how this works | Other |
|---|------------|-----------------------|---------------------------------------|--|-----------------------------------|------------|
| Regular bus lines (Connexxion) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Regular train lines (NS) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Buurtbus (Connexxion) | \bigcirc | 0 | \bigcirc | 0 | 0 | \bigcirc |
| Halte taxi | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Zonnetrein | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bike sharing initiatives (e.g. OV-fiets) | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Car sharing initiatives (e.g. MyWheels, Greenwheels) | \bigcirc | 0 | \bigcirc | 0 | \bigcirc | 0 |
| Ride sharing initiatives (e.g. Blablacar, Uber) | \bigcirc | 0 | \bigcirc | 0 | 0 | 0 |

Please indicate the answer that is most applicable.

| 40 Have you driven a car in the past 12 months? * Please choose only one of the following: | |
|--|--|
| ○ Yes○ No | |

41 How likely are you to drive a car in the next 12 months? *

Please choose the appropriate response for each item:

| Very unlikely | Quite unlikely | Neutral (I don't know) | Quite likely | Very likely |
|---------------|----------------|---------------------------|--------------|-------------|
| \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

| 42 Do you have a driver's license to drive a car? * Please choose only one of the following: | |
|--|--|
| Yes○ No | |

43 Do you sometimes feel limited in your ability to travel? *

Please choose **only one** of the following:

◯ Yes

◯ No

44 How often do you feel limited in your ability to travel to the destinations stated below? *

Please choose the appropriate response for each item:

| | Never | Sometimes | Regularly | Always |
|---|------------|------------|------------|------------|
| Work or school | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Bringing child(ren) to/from school or daycare | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Shopping (groceries) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Leisure activities (sports, hobbies and recreation) | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Medical appointments (doctor, hospital) | \bigcirc | \bigcirc | \bigcirc | 0 |
| Social activities (visiting friends/family) | \bigcirc | 0 | 0 | 0 |
| | | 1 | | |

45 In which way and how often do you feel limited in your ability to travel? *

Please choose the appropriate response for each item:

| | Never | Sometimes | Regularly | Always |
|-------------|------------|------------|------------|------------|
| Physically | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Mentally | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Financially | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| Practically | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

Physically limited: due to physical conditions, disability or other physical health problems.

Mentally limited: due to mental disorders or feelings of anxiety/unsafety while travelling.

Financially limited: due to a lack of financial resources to pay for the travel costs.

Practically limited: due to a lack of (own) means of transport, a lack of public transport, no driver's license or poor travel infrastructure.

46 To what extent can you find yourself in the following statements? *

Please choose the appropriate response for each item:

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|--|----------------------|------------|------------|------------|-------------------|
| For most journeys, I would rather use the car than any other form of transport | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| I like to drive a car just for the fun of it | \bigcirc | 0 | \bigcirc | \bigcirc | 0 |
| I am not interested in reducing my car use | \bigcirc | 0 | \bigcirc | \bigcirc | 0 |
| Driving gives me a way to express myself | \bigcirc | 0 | \bigcirc | \bigcirc | 0 |
| I am not the kind of person who rides a bicycle | \bigcirc | 0 | \bigcirc | 0 | 0 |
| I feel I should cycle more to keep fit | \bigcirc | 0 | \bigcirc | 0 | 0 |
| l find cycling stressful/dangerous | \bigcirc | 0 | \bigcirc | \bigcirc | 0 |
| Cycling can be the quickest way to travel around | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| I like travelling by bicycle | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| l am not the kind of person that likes to walk a lot | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| I feel I should walk more to keep fit | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| I like travelling by walking | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| I am not the kind of person to use the bus | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| In general, I would rather cycle than use the bus | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

| | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|--|----------------------|------------|------------|------------|-------------------|
| I feel a moral obligation to reduce my emissions of greenhouse gases | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |
| People should be allowed to use their cars as much as they like | \bigcirc | \bigcirc | \bigcirc | \bigcirc | \bigcirc |

Please indicate 'Neutral' when you have no opinion and/or when you are not able to answer that question.

47 How important do you find these factors in your daily mobility choices?

*

Please write your answer(s) here:

Environment and/or climate

Health and sports

Image

Cost

Environment and/or climate: taking into account and opting for climate-neutral and/or environmentally-friendly transport modes.

Health and sports: taking into account and opting for transport modes that require physical effort, for both sportive and health benefits.

Image: taking into account and opting for transport modes that contribute to maintaining or building up your image or appearance.

Cost: taking into accoun and opting for transport modes that are less expensive (per trip).

48

How important do you find these transport modes in transport policy? This can differ from your effective use of these transport modes.

*

Please write your answer(s) here:

Car usage

Bike usage

Public transports

Walking, running

49 What is your year of birth? *

Please write your answer here:

50 What is your gender? *

Please choose only one of the following:

🔵 Male

Female

🔘 I'd rather not say

51 What is the highest diploma you have obtained so far? *

Please choose only one of the following:

| None | | | | |
|---------------------|--|--|--|--|
| O Primary education | | | | |
| Secondary education | | | | |
| O Bachelor's degree | | | | |
| ◯ Master's degree | | | | |
| Doctorate | | | | |
| Other | | | | |

52 What is the total monthly net income of your household? *

Please choose only one of the following:

- O 1.500 € per month
- ① 1.501 3.000 € per month
- 3.001 4.500 € per month
- O More than 4.500 € per month
- I'd rather not specify

The total monthly net income of your household consists of:

- net professional income from work
- net replacement income (unemployment, disability, subsistence income, social assistance support or pension)
- additional net incomes (e.g. rental monthly income)

You may deduct alimony that you may have to pay; You can add alimony that you possibly receive. You do not have to include child allowance.

53 What is your current home situation? *

Please choose only one of the following:

| C Living alone, with child(ren) living at home | | | |
|--|--|--|--|
| C Living alone, without children living at home | | | |
| Living together, with child(ren) living at home | | | |
| C Living together, without children living at home | | | |
| I live with my parents | | | |
| Other | | | |

Children who live with you part-time through co-parenting may also be included.

54 You are currently: *

Please choose only one of the following:

| Student | | | | |
|---------------------|--|--|--|--|
| O Working part time | | | | |
| O Working full time | | | | |
| | | | | |
| O Unable to work | | | | |
| Retired | | | | |
| Other | | | | |

55 How many people from every age group, <u>including yourself</u>, currently live in your household? Write '0' or leave blank for 'none'.

| | Number of people |
|---------------------------------|------------------|
| Younger than 12 years old | |
| 12-18 years old | |
| 19-25 years old | |
| 26-44 years old | |
| 45-64 years old | |
| 65+ | |

A household means all persons who live at the same address as you. You can also include children who live part-time with you through co-parenting.

56 How many cars does your household have?

Please choose only one of the following:

*

Take both vehicles that you have purchased yourself and company vehicles into account.

A household means all persons who live at the same address as you. Children who live with you parttime through co-parenting may also be included.

57 How many bikes does your household have? *

Please choose only one of the following:

A household means all persons who live at the same address as you. Children who live with you parttime through co-parenting may also be included.

58

For some time now, we as a knowledge center (HZ University of Applied Science) have been gathering information about the mobility behavior of visitors in Zeeland. We were able to do this by tracking people with the VVV Zeeland app during their visit to the region, with their permission. Following is one thing, but can you imagine that as a knowledge center we can also give something back to you as a visitor? Through an app we want to give you insight into your own mobility behavior in Zeeland. With this we want to create awareness and ensure that you as a visitor to Zeeland will move even more consciously.

This pilot will start in the spring of 2020. If you live in Zeeland or are visiting Zeeland in 2020, you can participate in this pilot! We wish to approach you with a number of questions during the development phase of the pilot and/or wish to, when the pilot starts, send you information about how you can participate.

Please indicate below how you would like to participate in this pilot.

Please choose only one of the following:

 \bigcirc I prefer not to participate in this pilot, and I no longer wish to be contacted.

O I prefer not to participate in this pilot, but you can contact me for a follow-up survey of my travel behaviour.

○ I like to participate in this pilot as a participant, but do not want to be involved in the development process.

○ I like to participate in this pilot as a participant, and would like to be involved in the development process.

59 Thank you for your participation! Please enter your e-mail address or telephone number below.

Please write your answer here:

If you have any further questions about this research or the data processing by Ghent University and HZ University of Applied Sciences, please feel free to contact us via h.ijben@hz.nl.

07.05.2020 – 12:39

Submit your survey. Thank you for completing this survey.