

Mobility preference of Utrechtse Heuvelrug users

Research project 21-06-2021

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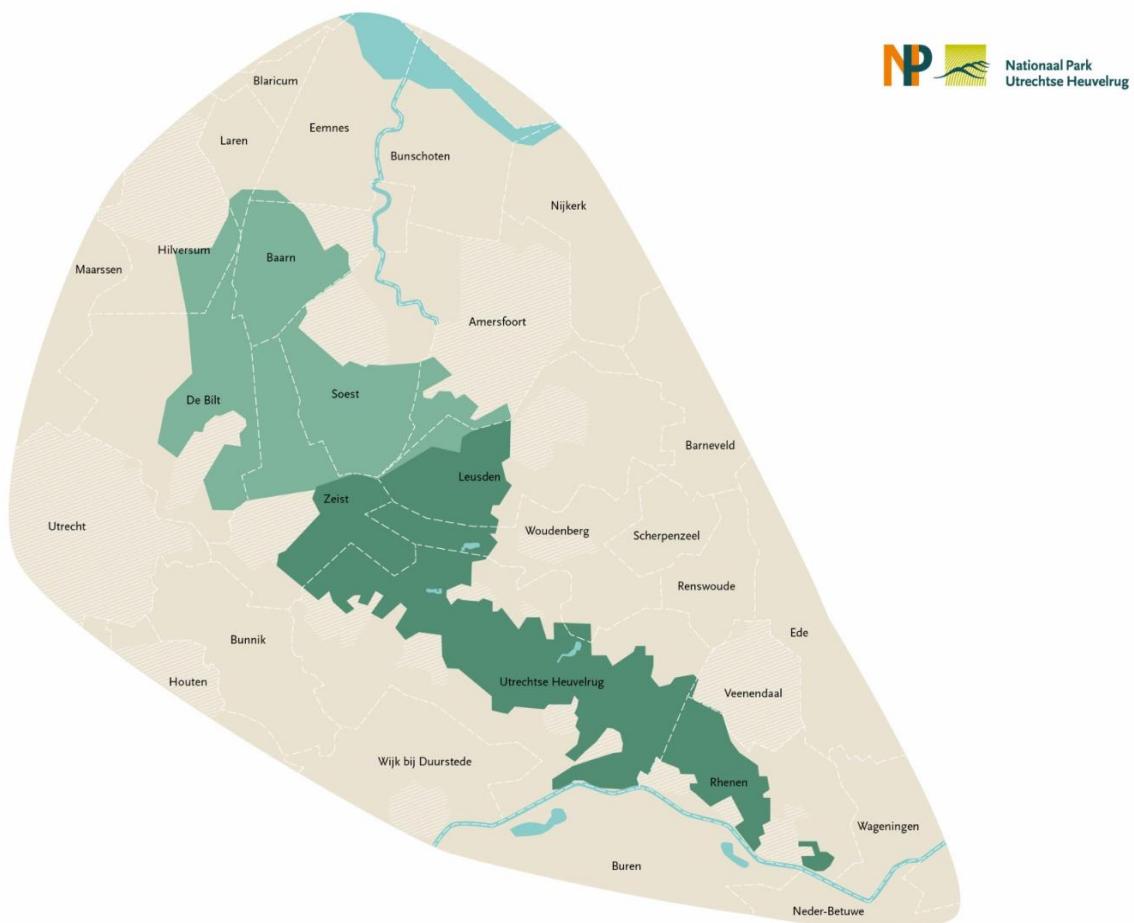


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1. Introduction

The Utrechtse Heuvelrug (UH), covering about 40,000 hectares, is a national park that contains both natural landscapes and small towns and villages. While it is a popular destination for activities like hiking, horse riding and biking, the UH is also traversed by major transport infrastructure, including busy motorways and rail lines, and has a population of approximately 49,000 people (Overheid in Utrecht, 2021). The many people living in and moving through the park use different modes of transportation, adjusted to their lifestyle, stage of life and financial status.

This report focuses on students as a subset of the recreation and leisure visitors to the UH, because the students of today represent the economic elite of tomorrow. This means that interventions in students' behaviours and consumption practices can significantly affect society in the (near) future when these students become the social cohort with the greatest spending power and largest climate and carbon impact/footprint (Steegman, 2016). By focusing on students and understanding how they could be encouraged to adopt more sustainable mobility practices, this research aims to support the stated aims of local authorities. For example, the aims of the local government of Zeist to stimulate more the use of public transport, cycling and electric vehicles (Gemeente Zeist, n.d.).

The mobility of students in the Netherlands is shaped by factors related to their age, financial position, and time. For example, the student OV-card with free public transport, more than average holidays, low ownership of cars, no children, relatively low income, living in cities, different time schedules (CBS, 2012; Steegman, 2016; CBS, 2021). The aim of this research is to examine what influences students' mobility towards and from the UH and to identify factors that are likely to encourage students to move around, to and from the UH in a more sustainable way. In the literature review the multiple factors that influence students' mobility will be discussed, followed by an explanation of the framework, the theory of planned behaviour. In the methodology, our approach to gathering and evaluating data is described. The results of the survey are combined with the discussion, making it possible to draw a conclusion on how students' mobility preferences towards the UH can be met while nudging them towards a more sustainable choice of transport.

2. Literature review

2.1. Influence of activities

Visitors to the park may have to carry sports equipment, pets, or other heavy or bulky loads. Prominent in deciding on transportation is convenience and this relates negatively to effort which might increase by carrying luggage (Stradling, 2006, page 3). Research by Bouscasse et al. seems to suggest that bringing luggage might influence car and public transport use, and potentially other transportation modes, differently.

The same point is valid for travelling with company. Moreover, a larger household often increases car use (Bouscasse et al., 2018). Since the UH offers attractions for young children, parents are often accompanied by their children or groups of children (e.g., a birthday party). Also, people are likely to travel to the UH in groups, for instance, students with their friends.

As a sparsely populated area, public transport stops are far apart, and services are limited. All of these factors combined favour travel by car. This is relevant in the context of sustainability. Moreover, little research can be found about the choice of transportation-related baggage other than research on air transportation. However, these factors could be used to nudge people towards a more sustainable transport choice.

2.2. Influence of sustainability

Traffic, including recreational traffic, could cause numerous environmental problems (Veghel & Peeters, 2005). For this study, the various means of transport are categorized at a scale with different sustainable rates, see figure 1. Those categories are made with the data of Luchbach and Haustein & Hunecke (2021; 2007).

According to a study by Bargeman et al., the environment and sustainability do not significantly influence the choice of transport for vacation, people choose mostly the car because of comfort (2002). However, this is not always the same for all recreation mobility. Bouscasse et al. (2018) stated that people with a large concern about the environment use public transport more often and people with little concern are more inclined to take the car.

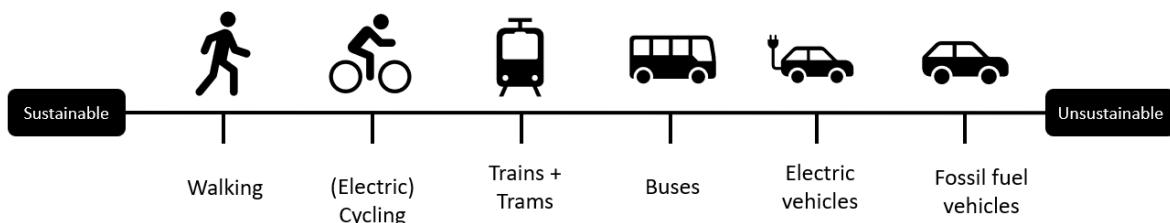


Figure 1: Scale of different means of transport with their sustainable rate.

2.3. Influence of price and travel time

The price range for public transport to the UH from Utrecht can be seen in table 1. Students can either travel for free or with a discount depending on whether their subsidy is for the weekends or the week. Non-students can also travel with a discount if they have a

subscription. It has been proven that people become more sensitive to the price of a product when it is higher relative to their income (Geilenkirchen et al., 2010). It has also been noted that students adjust themselves to the cheapest mode of transportation (Steegman, 2016). The UH offers free parking. However, fuel, maintenance and taxes are indirect costs for car users.

Students also include travel time in their consideration. It has been established that when travelling for no more than 7,5 kilometres, commuting by bicycle is faster than public transport. In most cases, the car is the fastest mode of transport, as shown in Table 2 (CBS, 2013; Steegman, 2016).

	Price
Discount of 40%	€2,00 - €5,00
Regular	€3,00 - €7,50

Table 1: The range of prices using public transport from Utrecht to the UH.

Gemiddelde reisduur per afstandsklasse naar hoofdvervoerwijze, 2011

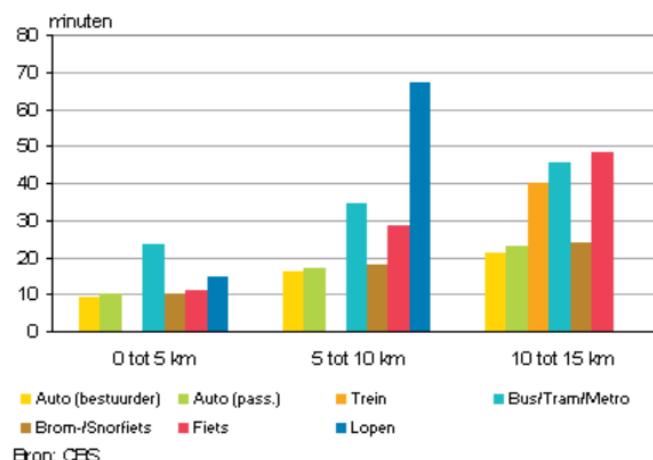


Table 2: Average time of commute with different modes of transportation and classified by distance.

2.4. Nudging students towards a more sustainable choice of transport

A possible option to nudge students to sustainable transportation options is marketing. According to Te Brömmelstroet and Crouse, marketing can stimulate more people to use bicycles (2010). It is important to respond to people's emotions, for instance, car advertisements do not go into detail about the cars but use feelings. Furthermore, campaigns are more effective if they focus on the positive sides of the bicycle (Te Brömmelstroet & Crouse, 2010)

Moreover, in recent years, shared electric scooters such as Felyx have risen in many Dutch cities (Slofstra, 2019). This vehicle offers a green student-friendly alternative. However, these are not available in Utrecht yet, although Greenwheels (shared electric cars) is.

2.5. Intervention in the student stage of life

Students are a unique socio-economic group since they have a high education level but usually a low income. Only 12% of students own a car and they are by far the most frequent public transport users (CBS, 2012). They have not yet formed the habit of often using a car and are, by necessity, quite sustainable transport users already compared to other socio-economic groups (Steegman, 2016). Because they have not yet formed this habit of unsustainable commuting behaviour, it would be beneficial to intervene in this stage of life. When behaviour becomes a habit, the link between attitudes and behaviour becomes weaker, and external influences will not be as effective at inducing change (Bouscasse et al., 2018).

2.6. Theory of planned behaviour

In this research, human behaviour in the specific context of mobility has been evaluated and predicted according to the theory of planned behaviour (see figure 2). Research states that the most crucial determinant of a person's behaviour is the intention to perform a behaviour (Haustein & Hunecke, 2007). According to planned behaviour theory, attitude and subjective norm and perceived behavioural control (PBC) are the variables that influence intention and thus behaviour. Attitude refers to the feeling the subject has about the performance. Subjective norm refers to social pressure to engage or not engage. PBC includes the external limiting factors the subject experiences (Haustein & Hunecke, 2007). The theory of planned behaviour seems to be the right fit for this research on mobility regarding students and sustainability since it includes both internal values and external factors. Additionally, students are still quite vulnerable to peer pressure, thus the subjective norm variable is important to include in our research. To conclude, the framework consisting of four parameters applies to our questionnaire method (Ajzen, 1991).

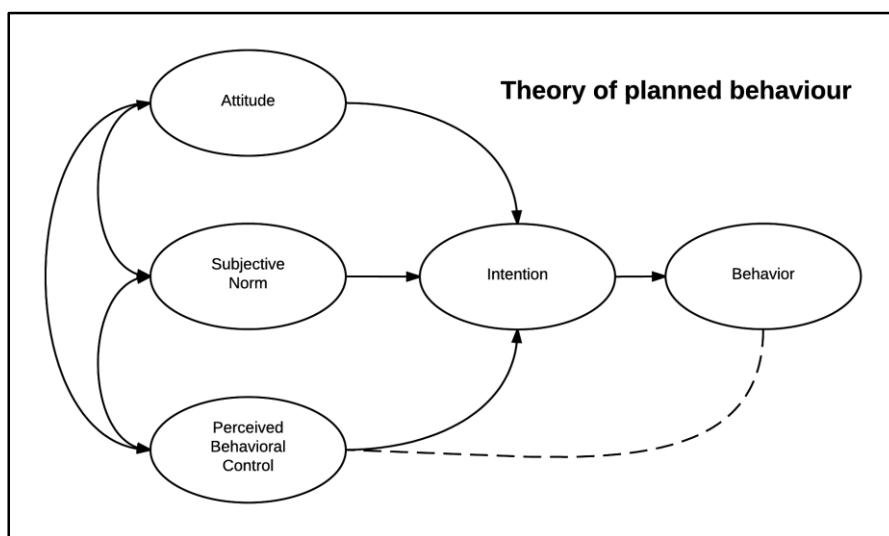


Figure 2: Theory of planned behaviour (Ajzen, 1991)

3. Methodology

In order to answer the research questions, data needs to be gathered, organized and analysed. Procedures that have been undertaken will be outlined and justified in this section.

3.1. Fieldwork

Fieldwork took place in week 22. Data were mainly gathered via a survey. Preparations consisted of sampling, determining the locations and a focus group. The theory of planned behaviour is applied to the surveys.

3.1.1. Sampling

Convenience sampling was used for the survey by intercepting people at the locations (Bryman, 2016). In addition, visual profiling has been used to intercept people around the student age. Also, data of other age groups has been gathered, but the focus was on students. This method was used because it was expected that there will not be an abundance of students available to conduct the surveys with and there will be a limited number of members surveying. Therefore the results will not be fully representative of the target group. To address this limitation, they have been surveyed at different points in the park and at different times and also on a day on the weekend and a weekday.

The surveys have been conducted evenly in five different areas of the UH (can be seen below in figure 3, where most students visit. These areas are in the Northern part of the park, because of its proximity to Utrecht and its surrounding cities, housing high numbers of students. The Southern part is close to another student city Wageningen, however, another national park, the Hoge Veluwe, is closer to Wageningen and therefore it is expected that students will go to the Hoge Veluwe instead of the UH.



Figure 3: Map of the UH with the sample locations at important connection/entry points listed on the site of the UH.

3.1.2. Theoretical framework

Theory of planned behaviour has been implemented during our fieldwork. Our questionnaire is divided into two parts. The first part gathers general information combined with information about the actual behaviour. The second part consists of questions to indicate the four parameters: intention, attitude, subjective norm, and PBC, as shown in figure 4.

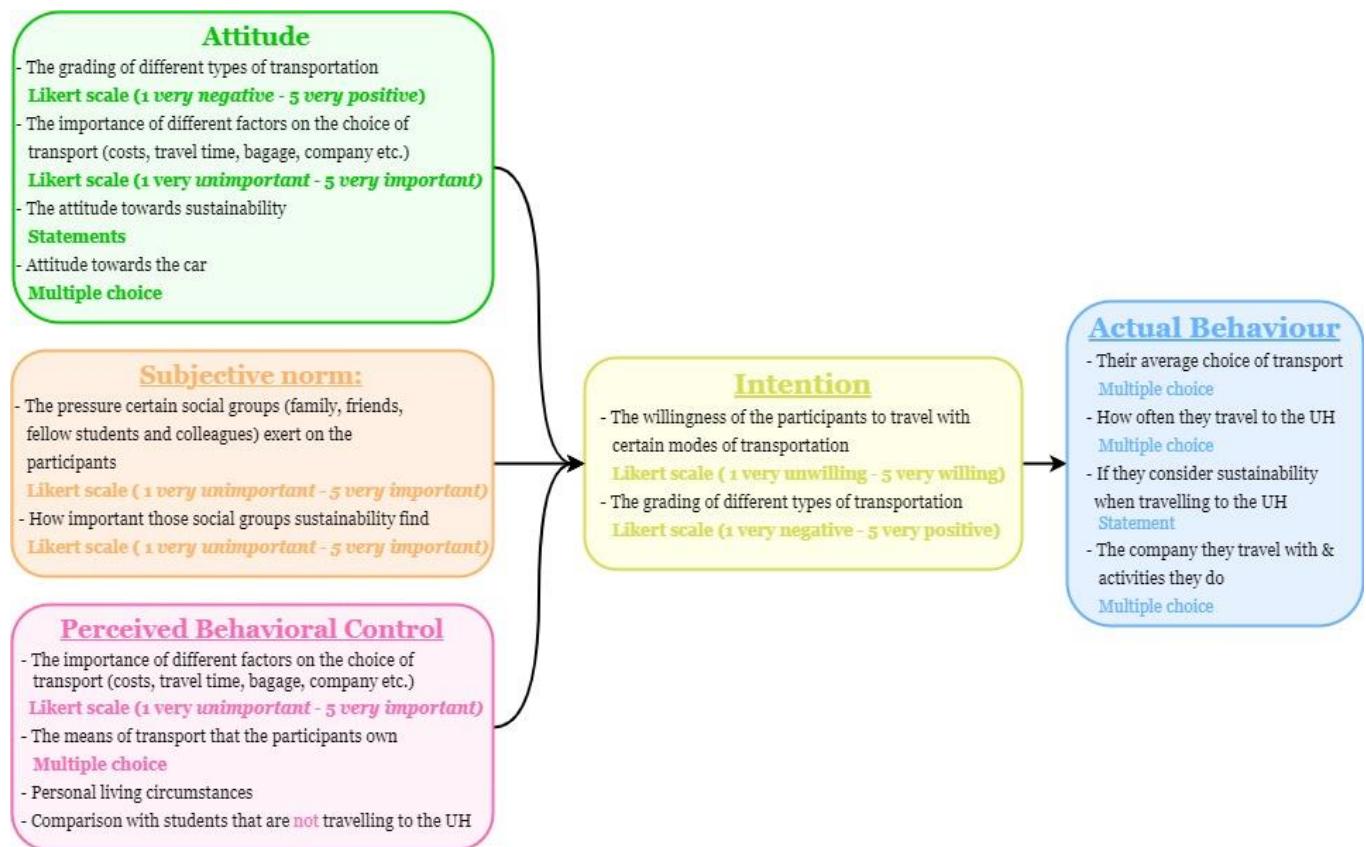


Figure 4: Overview theory in questionnaire.

3.1.3. Focus Group

A focus group can explore a subject and help create a survey (Nyumba, et al., 2017). Therefore, the purpose of the focus group for this research project is to determine perceptions related to mobility issues. Shared characteristics among participants are advised (Nyumba, et al., 2017). Thus, our participants were eight Dutch female students living in Utrecht, but there was still diversity between participants, which led to various views (Bryman, 2016). A group member selected students through her network, where individuals were familiar with one another which might have led to predetermined group dynamics. The group discussion was an open discussion that took around half an hour. Appendix B provides an overview of the topics that were covered. As a consequence of the focus group, the activity 'mountain biking' was added. Moreover, travel time appears to be an important factor, students would in many cases prefer to stay in Utrecht for a walk and there is enthusiasm towards shared electric scooters.

3.1.4. Survey

Two surveys were used to gather data on mobility towards the UH (see appendix C and D). Participants were asked to answer several questions that made it possible to obtain knowledge on participants' characteristics and correspond to the factors outlined in the literature review. The second survey was shared online, to find students who don't travel to the UH. The focus group was used to determine the relevance of the variables. Sustainability, travel time, cost and the differences between activities in the park were covered in the survey. Moreover, the survey questions were designed in line with the theory of planned behaviour. Consequently, attitude, subjective norms, PBC and intention are factors on which questions are based.

3.1.4.1. Operationalization of the variables

For this research, some abstract concepts need to turn into measurable observations. To make this possible, several variables are identified that will be used to identify what factors impact students' mobility preference. Furthermore, a scale has been made including what factors play the most prominent and negligible role in the students' transport method. Moreover, the factors that prevent students from visiting the UH have been identified and scaled. In table 3, the different abstract concepts and their respective measurable observation options are displayed.

Abstract concept	Measurable observation
Attitude	Rating on the importance of sustainability.
Subjective norms	The modes of transport their student associates would take/participants take with their student associates. The modes of transport their parents or caretakers would take/participants take with their parents or caretakers. The difference between the choices they make and the choices they would make in company with others.
Perceived Behavioural Control	Participants' ownership of different vehicles and OV-chip cards.
Intention	Responses on multiple-choice survey questions on possible modes of transport.

Table 3: Table of abstract concepts and measurable observations.

3.1.4.2. Participants

The focus of this research is placed on mobility preferences for students. General questions were asked to distinguish between the characteristics of participants. These questions can be found in Appendix C, which also contains the complete survey that students were asked to fill in at one of the TOP locations of the UH. The students in the park were asked to fill in a survey by scanning a QR code with their phones which brings them to the survey. It was also possible for participants to fill in the survey using pen and paper. Only Dutch students were asked because they have a student OV-card which makes public transport less expensive. The non-students were asked almost the same questions as the students, so it would be possible to compare them. This survey can be found in Appendix C. Students who don't visit the UH were asked to fill in a distributed survey through social media and Whatsapp. In this survey, approximately the same questions were asked regarding characteristics and factors that influence student mobility. This survey can be found in Appendix D. The objective is to identify why these participants generally will not go to the UH and how this can be addressed.

3.2. Data analysis

Multiple surveys have been used to obtain data. The results of those surveys have been received via survey123. This data has been organized according to method and category and has been checked for double data. Appendix A provides information on data management. The data collected during the fieldwork will be applied to the theory of planned behaviour. There will be looked at the frequencies of answers and the percentages of those frequencies will be compared between students and non-students and students that do not visit the UH will be included.

4. Relevance

To help answer the overarching research question, "How can we manage the different recreational activities on the UH in a sustainable way?" The purpose is to find out why students are taking certain modes of transport and how that could change. Then, with our results on how students can nudge to a more sustainable mode of transport, and to find possibilities to make visiting the UH more sustainable, since the CO2-pollutants from travelling to and from the national park have a significant impact on the environment. Furthermore, there are some clear connections between this subtopic of mobility preferences of the UH users and the five other subtopics.

The first subtopic 2A, "Recreation inventory", can gain insight into the number of students who visit the UH and what portion of the total number of visitors they are. This number is beneficial to get a grip on the importance of our results. With group 2C, "Perceptions on nature", it is expected that our conclusions on the effect of attitude and subjective norms towards nature and sustainability on the actions of participating visitor groups can delve deeper into the findings group 2C obtained. The connection between our group subject and the group subject from group 2E, "Visitor mobility", is the most obvious. Where group 2D is finding out how the visitors of the UH travel to, from and within the national park and what visitors need for those mobility practices, this research tries to find out why they choose the travel options that they do.

Due to the broadness and depth of both the overarching research question and the research location, an answer cannot come from a single disciplinary approach. To manage the recreational activities in a national park that consists of 40.000 hectares, one must look at all the different aspects that come into play. Without the psychological knowledge of why certain demographic groups choose to take a particular mode of transport, one would have no idea how to nudge them to more sustainable options. However, without the statistical figures of how different visitors come to the park, how polluting various forms of mobility are and how those forms of mobility could be more sustainable, our research would have a much more limited impact.

Overall, the topic is interconnected to the point where it cannot be viewed from a single field of study.

5. Results and discussion

5.1. Survey and sample

There are 81 visitors; 25 students and 56 non-students, and 23 non-visitors participants. 39,5% of these visitors lived in Utrecht and 70,4% lived in nearby cities. Of the visiting students 12 study at an institution in Utrecht. A distribution of age from all participants can be seen in figure 5.

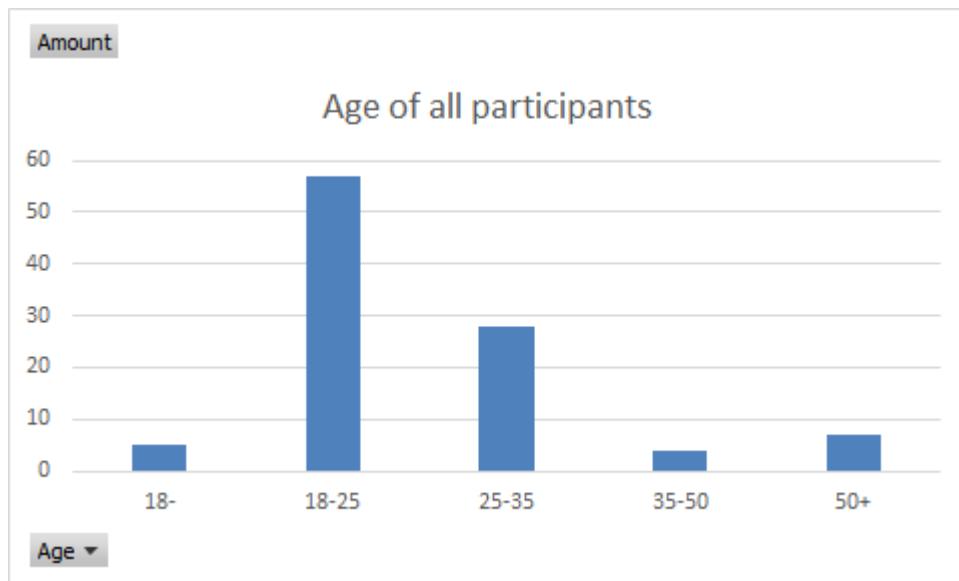


Figure 5: Age distribution of all participants.

5.2. Attitude

5.2.1. Attitude towards the use of different types of transportation

To determine people's attitude towards different types of transportation, participants were asked to grade several transport options. The grade 'one' is the lowest, which means that a negative feeling about the transportation option, grade 'five' is the highest which indicates a positive feeling.

Students and non-students both grade the bicycle most often with a four or a five. Participants are most positive about this option compared to others. Additionally, walking is graded high by both groups.

For public transport, people were asked to grade the bus, the train and the OV-bicycle. Most participants graded the bus with a three or a four. However, students also gave the grade five numerous times while the grade two has been given relatively often by non-students. The train received the grade four most frequently. In particular, students give this grade often compared to non-students. However, grade three was indicated by many non-students. Feelings towards the OV-bicycle are not very clear. Many non-students indicated 'does not apply', which might suggest that this is not a commonly used mode of transportation. However,

students are relatively positive about the OV-bicycle. On average, students are most positive about the bus, then the OV-bicycle and then the train.

The car is considerably less sustainable. However, this type of transportation received high grades, mostly a four and a five. This is the case for students and non-students where students most often indicate a four and non-students a five. The car is seen as a beneficial mode of transportation and car use is shaped by factors such as identity and habits, even though numerous negative components can be linked to the car (Whittle et al., 2019). A shared car might be more sustainable. However, this option did not receive many high grades and it became apparent that 'does not apply' was answered by a significant number of people. See figure 6 on attitude towards a shared or rental car.

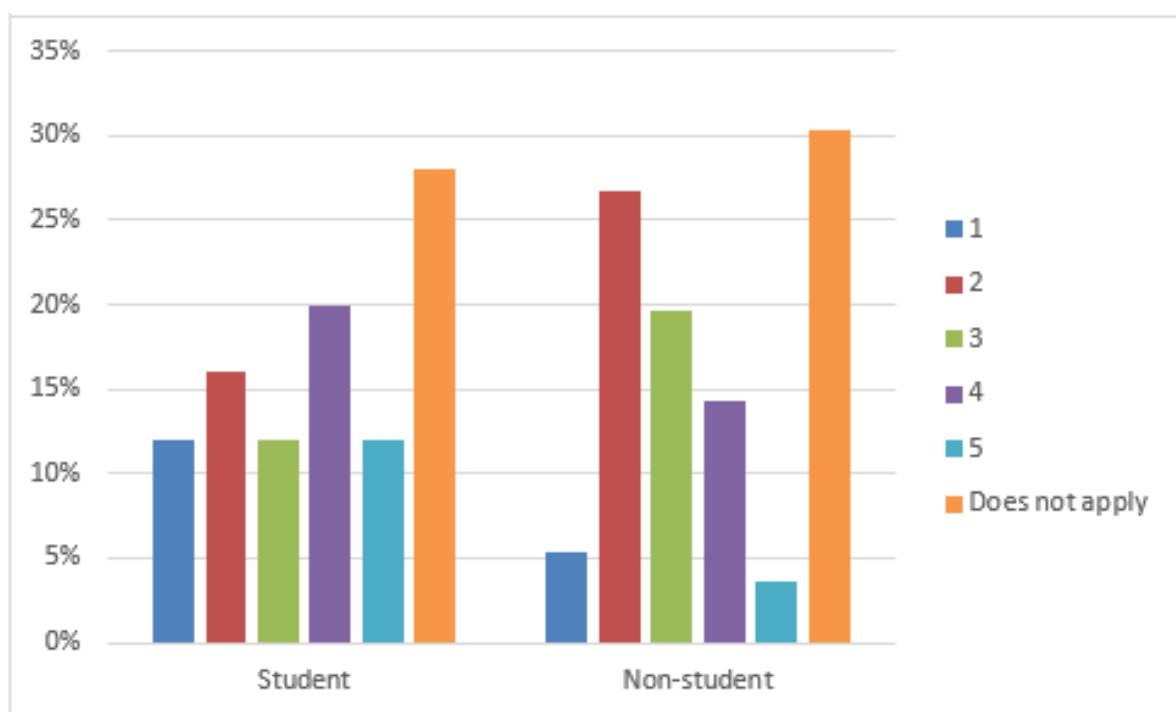


Figure 6: Histogram showing grades for shared/rental cars given by students and non-students in percentages.

Another transportation option is the scooter. The division between lower and higher grades is reasonably equal, meaning that feelings are distributed. The option 'does not apply' was also selected frequently. The same applies to shared/rental scooters. This could have been a more sustainable option compared to the private scooter. People seem to be slightly more positive about the latter option.

Attitude towards the bicycle, walking and the car seems to be the most positive. However, there are several factors involved that also influence intention and consequently the choice of transportation.

5.2.2. Attitude towards factors that might influence the intention to take a specific type of transportation

People who filled in the survey were asked to indicate how important they think a particular factor is while choosing about transport. The options are: Very important, Important, Neutral, Unimportant, Very unimportant. When a respondent answers to be neutral, this factor does not have an impact. The answers ‘important’ and ‘unimportant’ indicate a feeling towards the factor and the answers ‘very important’ and ‘very unimportant’ show a strong feeling. Even though students have an attitude towards factors when they perceive it as unimportant, these factors are not likely to be considered in decision-making while it can be expected that important factors will be considered. ‘Very important’ indicates a stronger feeling, and will consequently be given a value of two. ‘Important’ indicates a feeling but less strong than ‘very important’ and will be given a value of one. Table 4 shows the factors about which participants were asked to indicate their importance. For costs, 4% of the students answered ‘very important’ and 60% ‘important’. The calculation would be: $(2 \times 4 + 60 \times 1) / 2 = 34$.

Factor	Results	Ranking number
Travel time	48	1
Sustainability	40	2
Weather	40	2
Feeling of safety	38	3
Parking	36	4
Company	34	5
Costs	34	5
Baggage	24	6
Comfort	20	7

Table 4: Ranking of factors by students.

From table 4 can be concluded that travel time has the most influence on transportation choice for students. Weather and sustainability are both second most influential, followed by a feeling

of safety. Parking is the fourth most influential factor, followed by two equally important factors: costs and company. Baggage does not have a great impact and comfort has the lowest influence. These results show the attitude towards each factor separately. People cannot choose the mode of transportation about which they have the most positive feeling could also be related to the mentioned factors since these might limit the travel possibilities. Therefore, these factors will be further evaluated in the section on PBC.

5.2.3. Attitude towards sustainability

From the previous section, it can be concluded that sustainability is an important factor. Even though many people indicated to be neutral about this factor, it also seems to be important and in some cases even very important. This factor is more important to students than to non-students. See figure 7 about the importance of sustainability as a factor.

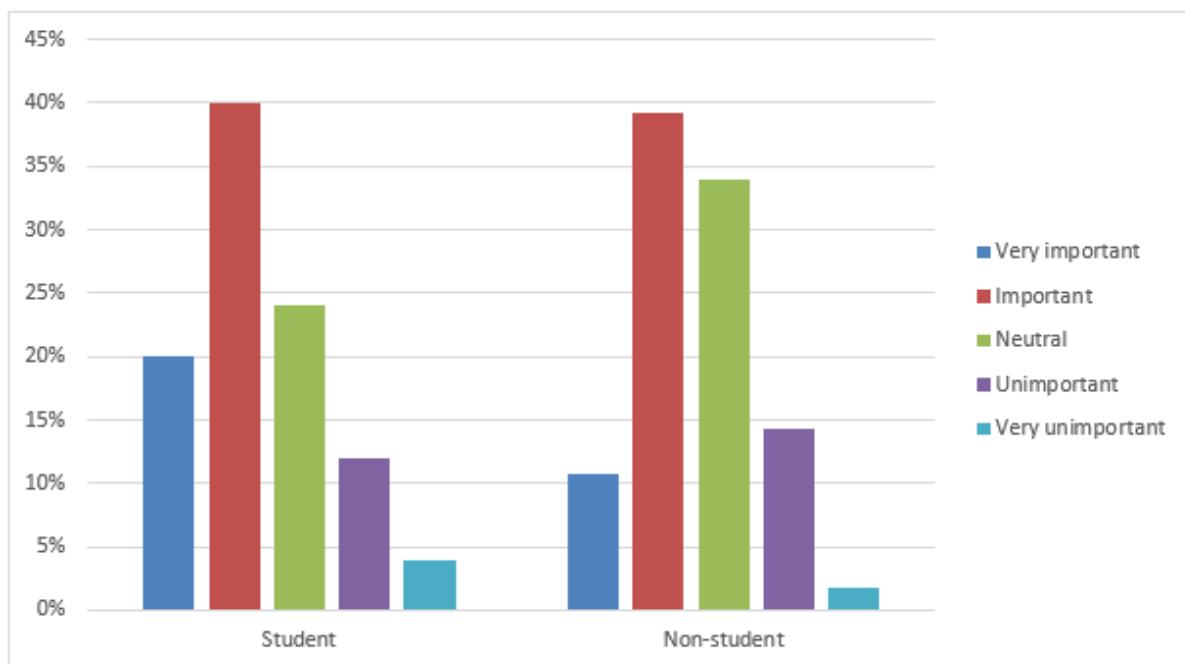


Figure 7: Histogram showing the importance of the factor sustainability for students and non-students.

This might also relate to people's attitude to sustainability in general. To the question 'Do you agree or disagree with the following statement: "To my opinion, sustainability is important"', almost all participants answered 'agree' or 'totally agree'. These questions also show that students have a more positive feeling towards sustainability since students answered more often 'totally agree' than 'agree', which is the other way around for non-students.

Related to this is also the attitude of people towards nature. The survey included a question on this: "Do you enjoy being in nature?". All participants answered 'yes' to this question. It can be expected that people who visit a nature area do enjoy being in nature. Moreover, a positive attitude towards sustainability can also be explained by a positive attitude towards nature.

5.2.4. Attitude towards the car

Previously it was presented that people have a positive attitude towards the car, participants gave the car most often a grade of a four or a five. Besides, people indicated that the car is in many ways convenient. Factors that influence the reasons people have a positive feeling about the car are baggage, the company with which they travel, and the weather. People also perceive it as easy. However, this mode of transportation is not sustainable compared to other transport options. Consequently, alternatives should be stimulated. The car and the bicycle are compared by many participants, as became apparent from the open question on why people take the car. An example of a response given by a student: "When there is too much stuff to bring to take the bicycle or when the weather does not allow it". This could indicate that people might be willing to take another mode of transportation than the car. Respondents also have a positive attitude towards the bicycle, as was shown by the grades given. However, the bicycle has several limitations compared to the car. These limitations, which in turn stimulate car use, could be examined to find alternatives or to improve existing transport-related components. These limitations will be further addressed in the section on PBC.

5.3. Subjective norm

Firstly, students find the opinion on their transport mode of friends almost as unimportant as that of their family. 52% do not mind what others believe, about 22% choose the neutral option and only 26% of the questioned students found the opinion of friends and family important. Furthermore, students are even less pressured by fellow students (16%) and by colleagues (8%). The non-students reckon the opinion of friends, family, fellow students and colleagues to be just a little bit more important than students.

Secondly, the data shows that friends and family of the students are quite sustainable, since they answered that 60% reckon sustainability to be important. In conclusion, the subjective norm does not play a large role in mobility and for the people that do find the opinion of their friends and family important, more than half will influence them towards a sustainable mode.

5.4. Perceived behavioural control

The ease with which a student travels to and from the UH is highly relevant for their choice of transport and whether they will go to the UH at all. The only/primary controllable variable that hindered students from going to the UH was the travel time, 65% of students that did not go to the UH said that travel time was a hindering factor, 15% were neutral about travel time and only 20% said that travel time did not hinder them from going to the UH. As can be seen in table 5 below.

Travel time	Totally	Yes	Neutral	No	Not at all	Total

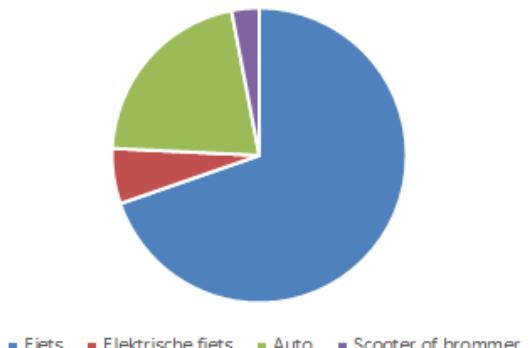
Number of students	1	12	3	4	0	20

Table 5: Whether or not students who do not visit the UH perceive travel time as a limitation.

For the students who did go to the UH, the added difficulty of bringing along baggage was the main reason to travel by car, again not counting uncontrollable variables such as the weather, and most of the open answers on when they would travel by car were "ease".

However, almost all students (92%) own a bicycle, and for 60%, a bicycle is the only mode of transport that students own. Only 28% of students have the regular use of a car (most commonly belonging to their parents) while 48% percent non-students own a car. These percentages differ hugely between students and non-students, according to their answers on the question "Which means of transport do you own?" as can be seen in figure 8 and 9 below. Thus one might argue that one of or even the main reason students travel so sustainably is that they do not have the option of going by car.

Means of transport of participants with a student-OV



Means of transport of participants without a student-OV

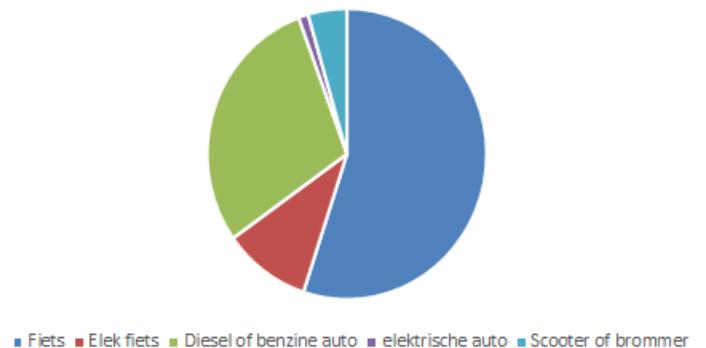


Figure 8: Pie chart showing the means of transport of participants with a student-OV.

Figure 9: Pie chart showing the means of transport of participants without a student-OV.

5.5. Intention

The attitude and PBC influence intention the most. As mentioned before, the subjective norm influences intention very little. The attitude is mostly positive about the car and bicycle because of travel time, sustainability and weather. Students find sustainability overall more important than non-students. When the PBC is added it can be seen that students, when given the option, will mostly choose for the car because it does not have as much perceived limitations as other options. When looking at the survey, students are open to other transportation modes. Students overall prefer the bicycle where 60% of students said they were "willing" and 24% of students are "very willing". And they prefer the car where 60% of students said they were

"willing" and 12% of students are "very willing". The bus is also preferred over the train and when looking at the other types of transportation options the grades and willingness are only low for scooter/moped and the shared car. There is a mostly neutral stance on the other transportation options. Their intention is very much focused on the car and bicycle, but there is some willingness to use alternative shared transportation modes. In table 6 the average grades of the different transportation modes can be seen. All in all, form the attitude can be seen that students value sustainability but the struggle with convenience from the PBC makes their intention less sustainable.

Average grade	Bicycle	Bus	Train	Car	Car-sharing	OV-bicycle	Scooter	Scooter-sharing	Walking
Students	4.4	3.6	3.3	3.9	3.1	3.6	2.7	2.8	4.0
Non-students	4.5	3.0	3.5	4.1	2.8	3.4	2.7	2.6	4.1
Non-visitors	3.7	2.6	4.0	4.5	3.3	3.2	3.2	3.3	2.6

Table 6: Average grade given to different transportation modes from students, non-students and non-visitors.

5.6. Current travel behaviour

Lastly, the current mobility towards the UH of students will be analysed and compared to non-students. Most students (36%) and non-students (36%) go to the UH once a year. Remarkably, more non-students (23%) travel once a week than students (12%). The participants were asked to fill in which means of transport they use the most towards the UH, see figure 9. The majority of students use bicycles the most to go to the UH (56%). However, the car is also stated frequently as the most used mode of transportation (20%). The intention for those modes of transport are also the highest. The non-students stated the car (46%) and bicycle (36%) as the most used mode of transport. As expected, students use the car less than the non-students which is also a result of the PBC. Additionally, students do not take public transport that much (8%) although that was expected because of their free student OV-card. The train may be taken less because a significant part of the surveyed students live close to the UH (68%). This can also be seen in the intention where they prefer the bus more than the train. Lastly, none of the students stated the scooter as the most used vehicle. Even though there is willingness to use a shared scooter, this is not frequently used, because they are not available in Utrecht. Thus, 68% of the students use a sustainable mode of transport the most and 49% of the non-students.

Which mode of transport do you use the most towards the Utrechtse Heuvelrug?

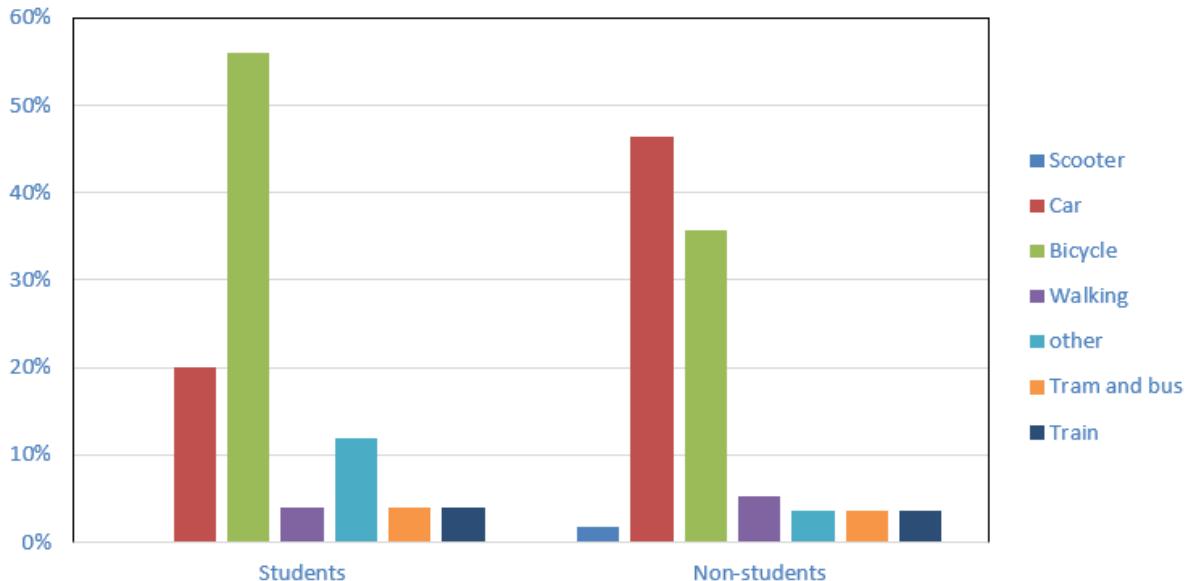


Figure 9: Histogram showing the data of the question, “which means of transport do you use the most towards the UH”.

However, the choice for sustainable transport is not always on purpose. Only half of the students agreed with the statement “I take sustainability into account when travelling to the Utrechtse Heuvelrug”, 24% are neutral and 28% disagree. Thus, where all students reckon sustainability to be important, about 80% actually travel predominantly sustainable by bicycle, public transport or walking, only half of the students choose this on purpose.

People travel with friends, a partner, family, fellow students, colleagues or alone. Most students travel with friends (68%) and frequently with family (44%) and not with colleagues. Non-students with friends (59%), family (59%) and colleagues (59%) the most. The majority of the people are going for a walk or cycle through the UH. For them baggage will not be an important issue, this corresponds with the results from the attitude towards baggage. Activities that people do at the UH are, for example, sports, such as going for a run, mountain bicycle, horse riding or walking the dog, swimming, sailing, seeing friends or family, for a picnic or work.

Students who never visited the UH before mentioned not to visit the UH because the distance is too large, and there are other similar places closer. In addition, they do not have enough time or prefer other national parks, such as the Veluwe. However, most students answered yes (45%) or maybe (50%) to the question if they are willing to visit the UH. The students who visit the UH stated that similar factors sometimes keep them from coming to the UH. Moreover, they also mentioned the weather, accessibility of public transport and crowdedness.

Thus, most students go by bicycle towards the UH, but the car is also used frequently. For non-students, it is the other way around, the car is used most, however, the bicycle is also used many times. Students also use public transport, however they take it less than other modes of transport. 68% of the students travel sustainable towards the Utrechtse Heuvelrug,

but this is not always on purpose. Most students visit the UH with friends and family and most of the time they are going there for a walk or cycle tour. The main reasons for students to not visit the UH are the distance and other similar places. However, non-visitors are willing to come to UH.

6. Conclusion

To nudge students towards sustainable modes of transport, attitude, subjective norm and PBC need to be taken into account. With those three factors it is possible to influence students' intentions and, therefore, their behaviour. Currently, students have the most positive attitude towards bicycles and cars and use these the most to visit the UH. However, students acknowledge that cycling has limitations, for example when the weather is bad or the distance is large. In those situations students are more inclined to take the car. Most students do not own a car and therefore it is not a problem yet that students have a more positive attitude towards the car than other more sustainable modes of transport.

Nevertheless, if students get older and own a car it might become a problem. To make sure that students will use sustainable modes of transport in the future, the intention of students has to change. Our results showed that subjective norms do not significantly affect the intention, but attitude does affect it. The results also showed that students' attitude towards public transport and shared vehicles is less positive than to the bike and the car. To change the attitude towards public transport and shared vehicles, PBC has to be addressed. Many people stated that public transport is not easily accessible and other alternative modes such as shared vehicles are not easily available. When the PBC becomes less limiting, it is likely that the attitude towards those means of transport also improves. Another way to improve the attitude towards sustainable mode of transport is with campaigns. As mentioned in the literature review, positive marketing can influence the choice of transport.

In addition, most students stated that they think sustainability is important. This indicates opportunities for the goal where travel behaviour is more sustainable. Even though there is a positive attitude towards sustainability, quite a large part of the students said not to take sustainability in account when choosing a mode of transport. Subjective norm is not the component of the theory of planned behaviour with the most influence as became apparent from the results, however, people travel mostly with friends and family who think sustainability is important which might have an unconscious influence, but this cannot be concluded from the results.

In conclusion to the research question: "How can students' mobility preferences towards Nationaal Park de Utrechtse Heuvelrug be met while nudging them towards a more sustainable choice of transport?", prominent in deciding on transport is ease. People seem to prefer the easiest mode with the fewest limitations. In order to stimulate a more sustainable transportation option, limiting factors for more sustainable transport options such as the bicycle, public transport and shared vehicles need to be addressed. This relates to PBC where availability is crucial. Baggage and travel time are important as well, while price has a low influence. When people experience fewer limitations, they are likely to be more positive, which relates to attitude. This in turn has an influence on intention and consequently on behaviour which contributes to a more sustainable transport section.

7. Further research and limitations

7.1. Further research

This research report includes several uncertainties which could be reduced by further research on particular topics.

First of all, it might be relevant to examine the potential of shared vehicles more extensively. Currently this is relatively uncommonly used even though it is more sustainable than private vehicles. From this research it can be concluded that people might be interested in this option. However, it is still unclear whether this mode of transportation will actually be used to travel to the UH when it is available. Moreover, people often indicate to take the car because of a less limiting feeling compared to other transport options. It is likely that people would change to another transport option when the benefits are comparable to the car and it has few limitations as well. Therefore, further research might be needed into limitations that people might associate with shared vehicles.

Besides, it would be recommended to look deeper into what factors distinguish students from non-students since non-students travel more often by car. It could be concluded that a larger household increases car use from literature. Therefore, it might be relevant to examine the influence of children on the change towards more extensive car use so this could be incorporated in providing alternative transportation modes.

Moreover, it seems that some people are unaware of what the UH exactly is and this might also be the case for transportation options. Therefore, more research into the awareness of people concerning the UH and transportation options might be relevant.

7.2. Limitations

There are multiple limitations of this research. Firstly convenience sampling was used and participants were approached based on visual profiling. This might have influenced the sample. Also because there has only been surveyed from the hours 12 to 16 while students might come to the UH in the evening for other kinds of activities. This has been confirmed by a forest ranger, but these groups are hard to find. Because of these reasons, and a low amount of responses, the sample might not be representative.

The survey itself might also have had some problems. Mainly interpretation problems and respondent fatigue. This has been noticed with questions from participants when taking the survey and noticing rows of neutral answers from the same participant. There were also two surveys and it is suspected that some participants did not fill in the right one.

Another limitation was the covid-19 measures. Some groups of people might have stayed home because of the pandemic and it could have influenced the kinds of activities. It was also more of a challenge obtaining sufficient data as the surveyors also had to follow covid-19 guidelines.

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Appendix A: Data management plan

It is important to manage data responsibly. For this research project, multiple methods of data collection will be used, namely a focus group, a stated preference survey for students, a stated preference survey for non-students and a survey for students who generally will not visit Nationaal Park de Utrechtse Heuvelrug. The contact data of one of the team members will be provided, in case the participants still have questions.

Focus group

Previous to the focus group, the participants will be asked to allow the recording of the focus group. At the date of the focus group, once the recording has started, the moderator will ask the participants for permission to use the data gathered for this research project. They will be informed that the data will be used confidentially, will be used for a research project which is part of a first-year course (Regional Integration Project) of the study program Global Sustainability Science and that data is mainly needed for establishing a stated preference survey about mobility preferences for students that will be conducted at Nationaal Park de Utrechtse Heuvelrug. The recording will be done via MS Teams, after the meeting this recording will be saved on MS Stream and put on private. Only members of this research project and the supervisor will be able to see the recording. The video will be on MS Stream until it will be deleted on 02-07-2021.

Stated preference survey: students

People visiting de Utrechtse Heuvelrug will be asked to participate in a research project for the course Regional Integration Project, which is a first-year course of the study program Global Sustainability Science (Utrecht University). They will be informed that the data will be used confidentially and that the data will be used for answering research questions for a research report on students' mobility preferences to de Utrechtse Heuvelrug. The stated preference survey will be created with the software by 123survey. The first question will ask participants for their permission on using their data for the project. The results obtained via the survey will be stored on a database that will be put on private and therefore only members of this research project will have access and the data will be deleted on 02-07-2021. The information about data management outlined above will be shared with participants.

Stated preference survey: non-students

The data gathered will be managed similar to the stated preference survey for students. The difference is the purpose of the data. The data obtained via survey123 will be used to compare students and non-students and for the integration assignment that is part of the same course. The information about data management outlined above will be shared with participants.

Survey: students who generally do not visit de Utrechtse Heuvelrug

The group members of this project will distribute a link to a survey123 platform via their social media accounts. The first question will ask participants for their permission on using their data for the project. The results obtained via survey123 will be stored on a database to which only the members of this research project have access and the data will be deleted on 02-07-2021. Data will be used for identifying why some students generally will not go to de Utrechtse

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Ruth Soede (3160139), Sarah Visscher (6773494), Esmee de Haan (7052596)

Mobility preference of Heuvelrug users

Research proposal

Group 2F

Heuvel rug as part of a research report on students' mobility preferences to de Utrechtse Heuvelrug for the course Regional Integration Project, which is a first-year course of the study program Global Sustainability Science. The information about data management outlined above will be shared with participants.

Appendix B: Focus group

Welkom bij deze focus group en bedankt voor jullie deelname aan deze focus group. Deze focus group is onderdeel van een onderzoeksproject voor het vak Regional Integration Project. Dit is een eerstejaars vak van de studie Global Sustainability Science (Utrecht University). Uw data zal worden gebruikt om inzicht te krijgen in mobiliteit voorkeuren van studenten. Met uw data wordt vertrouwelijk omgegaan en de MS Teams opname zal op 02-07-2021 worden verwijderd.

Geven jullie toestemming om data te gebruiken?

Onderwerpen:

- Interesse in go scooters
- Activiteiten die ze zouden ondernemen

Possible activities:

- Hond uit laten
 - Paardrijden
 - Recreatief fietsen, mountainbiken en racefietsen
 - Een romantisch uitje
 - Illegale rave, feesten of barbecuen
 - Wandelen
 - Hardlopen
 - Sightseeing
 - Vogels kijken
 - Alleen tijd/persoonlijke ruimte
 - Golven
-
- Invloed van OV op studenten
 - Algemene belemmeringen
 - Alternative transport opties die voldoen aan wensen van studenten
 - Belang duurzaamheid

Bedankt voor uw deelname aan deze focusgroep. Als jullie nog vragen hebben over dit onderzoek kunnen jullie contact met ons opnemen.

Appendix C: Stated preferences survey questions

Datum:

Tijd:

Best deelnemer,

Wij doen onderzoek naar hoe mensen reizen naar de Utrechtse Heuvelrug en de mogelijke obstakels waardoor ze misschien niet naar de Utrechtse Heuvelrug gaan. Dit is onderdeel van een onderzoeksproject voor het vak Regional Integration Project. Dit is een eerstejaars vak van de studie Global Sustainability Science (Universiteit Utrecht). De enquête bestaat uit grotendeels meerkeuzevragen en duurt ongeveer 15 minuten. De resultaten worden anoniem verwerkt en na 2 maanden verwijderd.

Alvast bedankt voor uw medewerking!

1. Heeft u een studenten OV-kaart?

- Ja
- Nee

Is er 'ja' geantwoord? Ga door naar vraag 2

Is er 'nee' geantwoord? Ga door naar vraag 5

2. Welk abonnement heeft u?

- Week-OV
- Weekend-OV

3. Aan welke onderwijsinstelling studeert u?

.....

4. Wat studeert u?

.....

Ga door naar vraag 6

5. Heeft u een OV-abonnement

- Ja → welke?
- Nee

6. Hoe oud bent u?

.....

7. Wat zijn de eerste vier nummers van uw postcode?

.....

8. Bent u opgegroeid in de omgeving van de Utrechtse Heuvelrug

- Ja
- Nee

9. Van welke vervoersmiddelen bent u in het bezit?

<input type="checkbox"/> Auto (diesel/benzine)	<input type="checkbox"/> Elektrische auto	<input type="checkbox"/> Fiets (niet elektrische)
<input type="checkbox"/> Elektrische fiets	<input type="checkbox"/> Scooter/Brommer	

10. Weet u waar de Utrechtse Heuvelrug is?

- Ja
- Nee

11. Hoe vaak gaat u naar de Utrechtse Heuvelrug?

<input checked="" type="radio"/> Nooit	<input checked="" type="radio"/> Minstens één keer per jaar	<input checked="" type="radio"/> Minstens één keer per maand
<input checked="" type="radio"/> Minstens één keer per week		

12. Welke vervoersmiddelen heeft u weleens gebruikt om naar de Utrechtse Heuvelrug te reizen?

<input type="checkbox"/> Trein	<input type="checkbox"/> Tram/bus	<input type="checkbox"/> De auto
<input type="checkbox"/> De fiets	<input type="checkbox"/> Lopend	<input type="checkbox"/> Brommer/scooter
<input type="checkbox"/> Anders, namelijk:		

13. Welk vervoermiddel gebruikt u het meest om naar de Utrechtse Heuvelrug te reizen

<input checked="" type="radio"/> Trein	<input checked="" type="radio"/> Tram/bus	<input checked="" type="radio"/> De auto
<input checked="" type="radio"/> De fiets	<input checked="" type="radio"/> Lopend	<input checked="" type="radio"/> Brommer/scooter
<input checked="" type="radio"/> Anders, namelijk:		

14. Met welk gezelschap gaat u naar de Utrechtse Heuvelrug?

- Familie
- Vrienden
- Medestudenten
- Collega's
- Anders, namelijk

15. Voor welke activiteiten komt u naar de Utrechtse Heuvelrug?

- Wandelen
- Fietsen (recreatief)
- Hond uitlaten
- Paardrijden
- Mountainbiken/racefietsen
- Hardlopen
- Work-outs
- Anders, namelijk

16. Welke factor(en) houd(en) u soms tegen om de Utrechtse Heuvelrug te bezoeken?

Als niets u tegen houdt, vul dan "nvt" in

.....

17. Hoe bereid bent u om de ... naar de Utrechtse Heuvelrug te komen?

	Helemaal niet bereid	Niet bereid	Neutraal	Bereid	Heel erg bereid
fiets*	<input type="radio"/>				
bus*	<input type="radio"/>				
trein*	<input type="radio"/>				
auto*	<input type="radio"/>				
gedeelde/huur auto (zoals greenwheels)*	<input type="radio"/>				
OV-fiets*	<input type="radio"/>				
scooter/bromfiets*	<input type="radio"/>				
gedeelde/huur scooter (zoals felyx en go sharing)*	<input type="radio"/>				
wandelend*	<input type="radio"/>				

18. In hoeverre vind u het belangrijk dat ... uw keuze van transport goedkeuren?

	Heel erg onbelangrijk	Onbelangrijk	Neutraal	Belangrijk	Heel erg belangrijk	nvt
Vrienden*	<input type="radio"/>					
Familie (ouders, kinderen, etc.)*	<input type="radio"/>					
Mede-studenten*	<input type="radio"/>					
Collega's*	<input type="radio"/>					

19. Hoe belangrijk vinden ... duurzaamheid?

	Heel erg onbelangrijk	Onbelangrijk	Neutraal	Belangrijk	Heel erg belangrijk	nvt
Vrienden*	<input type="radio"/>					
Familie (ouders, kinderen, etc.)*	<input type="radio"/>					
Mede-studenten*	<input type="radio"/>					
Collega's*	<input type="radio"/>					

20. Wat voor cijfer geeft u het reizen met de volgende vervoersmiddelen?

Hierin is 1 heel negatief en 5 heel positief. Als u het vervoermiddel nog nooit heeft gebruikt kunt u invullen "nvt".

	1	2	3	4	5	nvt
Fiets*	<input type="radio"/>					
Bus*	<input type="radio"/>					
Trein*	<input type="radio"/>					
Auto*	<input type="radio"/>					
Gedeelde/huur auto*	<input type="radio"/>					
OV-fiets*	<input type="radio"/>					
Scooter/brommer*	<input type="radio"/>					
Gedeelde/huur scooter*	<input type="radio"/>					
Wandelen*	<input type="radio"/>					

21. Hoe belangrijk vindt u de volgende factoren in de keuze van uw vervoermiddel?

	Erg onbelangrijk	Onbelangrijk	Neutraal	Belangrijk	Erg belangrijk
Kosten*	<input type="radio"/>				
Reistijd*	<input type="radio"/>				
Parkeerplaats*	<input type="radio"/>				
Gevoel van veiligheid*	<input type="radio"/>				
Duurzaamheid*	<input type="radio"/>				
Baggage*	<input type="radio"/>				
Comfort*	<input type="radio"/>				
Gezelschap*	<input type="radio"/>				
Weer*	<input type="radio"/>				

22. Door welke factoren zou u de auto nemen?

Geen Weer Bagage
 Gezelschap (kinderen, ouders, vrienden etc.)
 Anders, namelijk:

23. Waarom kiest u hierdoor de auto?

Als u geen heeft ingevuld bij de vorige vraag, vul in “nvt”.

.....

.....

24. Bent u het eens of oneens met de volgende uitspraak: “Ik vind duurzaamheid belangrijk”



25. Bent u het eens of oneens met de volgende uitspraak: “Ik neem duurzaamheid in overweging als ik naar de Utrechtse Heuvelrug reis”



26. Vindt u het fijn om in de natuur te zijn?

- Ja
- Nee

Hartelijk bedankt voor het invullen van onze enquête! U maakt hier een team bestaande uit 5 enthousiaste studenten heel blij mee :)

Appendix D: Survey for students who will not visit Nationaal Park de Utrechtse Heuvelrug

Datum:

Tijd:

Best deelnemer,

Wij doen onderzoek naar hoe mensen reizen naar de Utrechtse Heuvelrug en de mogelijke obstakels waardoor ze misschien niet naar de Utrechtse Heuvelrug gaan. Dit is onderdeel van een onderzoeksproject voor het vak Regional Integration Project. Dit is een eerstejaars vak van de studie Global Sustainability Science (Universiteit Utrecht). De enquête bestaat uit grotendeels meerkeuzevragen en duurt ongeveer 15 minuten. De resultaten worden anoniem verwerkt en na 2 maanden verwijderd.

Alvast bedankt voor uw medewerking!

1. Weet u waar de Utrechtse Heuvelrug is?
 - Ja
 - Nee
2. Heeft u er weleens over nagedacht om de Utrechtse Heuvelrug te bezoeken?
 - Ja
 - Nee
3. In welke activiteiten zou u interesse hebben als u de Utrechtse Heuvelrug zou bezoeken?

<input type="checkbox"/> Wandelen	<input type="checkbox"/> Fietsen (recreatief)	<input type="checkbox"/> Hond uit laten
<input type="checkbox"/> Paardrijden	<input type="checkbox"/> Mountainbiken/rafietsen	<input type="checkbox"/> Hardlopen
<input type="checkbox"/> Work-outs		
<input type="checkbox"/> Anders, namelijk:		

4. Met welk gezelschap zou u naar de Utrechtse Heuvelrug zou u naar de Utrechtse Heuvelrug reizen?

<input type="checkbox"/>	Vrienden
<input type="checkbox"/>	Familie (ouders, kinderen etc.)
<input type="checkbox"/>	Mede-studenten
<input type="checkbox"/>	Collage's
<input type="checkbox"/>	Anders, namelijk:

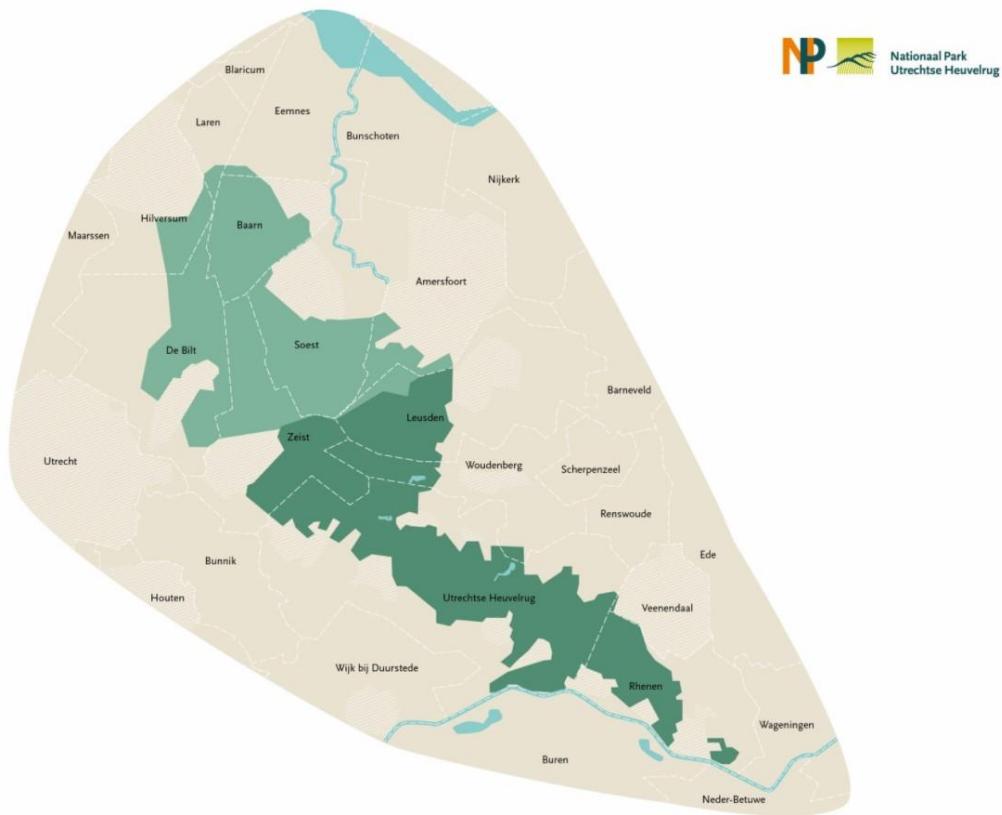
Beschrijving Utrechtse Heuvelrug

De vlakke provincie Utrecht wordt in tweeën gedeeld door een lange keten van heuvels, van Gooimeer bij Huizen tot de Grebbeberg bij Rhenen. Al ruim 150.000 jaar een eenheid sinds haar vorming in de ijstijd.

Onze voorouders wisten het al: de Utrechtse Heuvelrug is prachtig gebied, met rijke natuur en eeuwenoude landschappen die tot de verbeelding spreken. Welgestelden bouwden hier vroeger hun buitenhuizen en kastelen. Nergens in Nederland vind je zo'n aangename afwisseling tussen cultuur en natuur.

Tussen de vorstelijke landgoederen en hun pittoreske dorpjes liggen uitgestrekte heidevelden en eindeloze bossen. Die gevarieerde bossen zitten vol met dieren, zoals de ree, das, zandhagedis en zwarte specht. In de herfst is het nergens beter paddenstoelen spotten dan in deze heuvels.

(Bron: Staatsbosbeheer)



5. Heeft u een studenten OV-kaart?

- Ja
- Nee

Is er 'ja' geantwoord? Ga door naar vraag 6

Is er 'nee' geantwoord? Ga door naar vraag 9

6. Welk abonnement heeft u?

- Week-OV
- Weekend-OV

7. Aan welke onderwijsinstelling studeert u?

.....

8. Wat studeert u?

.....

Ga door naar vraag 10

9. Heeft u een OV-abonnement

- Ja → welke?
- Nee

10. Hoe oud bent u?

.....
 11. Wat zijn de eerste vier nummers van uw postcode?

.....
 12. Van welke vervoersmiddelen bent u in het bezit?

<input type="checkbox"/> Auto (diesel/benzine)	<input type="checkbox"/> Elektrische auto	<input type="checkbox"/> Fiets (niet elektrische)
<input type="checkbox"/> Elektrische fiets	<input type="checkbox"/> Scooter/Brommer	

13. In het geval dat u naar de Utrechtse Heuvelrug zou reizen; hoe bereid bent u om met de volgende vervoersmiddelen er naartoe te reizen?

	Helemaal niet bereid	Niet bereid	Neutraal	Bereid	Heel erg bereid
fiets*	<input type="radio"/>				
bus*	<input type="radio"/>				
trein*	<input type="radio"/>				
auto*	<input type="radio"/>				
gedeelde/huur auto (zoals greenwheels)*	<input type="radio"/>				
OV-fiets*	<input type="radio"/>				
scooter/bromfiets*	<input type="radio"/>				
gedeeld/huur scooter (zoals felyx en go sharing)*	<input type="radio"/>				
wandelend*	<input type="radio"/>				

14. Met welk vervoersmiddel zou u het liefst naar de Utrechtse Heuvelrug reizen?

- Als u meerdere vervoersmiddelen in één reis wilt gebruiken kunt u die allemaal aanvinken (zoals bij voorbeeld met de fiets naar station).

<input type="checkbox"/> Fiets	<input type="checkbox"/> Bus	<input type="checkbox"/> Trein
<input type="checkbox"/> Auto	<input type="checkbox"/> Gedeelde/huur auto (zoals greenwheels)	<input type="checkbox"/> OV-fiets (of andere gehuurde fiets)
<input type="checkbox"/> Scooter/bromfiets	<input type="checkbox"/> Gedeelde/huur scooter (zoals felyx en go sharing)	<input type="checkbox"/> Wandelend
<input type="checkbox"/> Anders, namelijk:		

15. In hoeverre vind u het belangrijk dat de volgende groepen uw keuze van transport goedkeuren?

	Heel erg onbelangrijk	Onbelangrijk	Neutraal	Belangrijk	Heel erg belangrijk	nvt
Vrienden*	<input type="radio"/>					
Familie (ouders, kinderen, etc.)*	<input type="radio"/>					
Mede-studenten*	<input type="radio"/>					
Collega's*	<input type="radio"/>					

16. Hoe belangrijk vinden de volgende groepen in uw omgeving duurzaamheid?

	Heel erg onbelangrijk	Onbelangrijk	Neutraal	Belangrijk	Heel erg belangrijk	nvt
Vrienden*	<input type="radio"/>					
Familie (ouders, kinderen, etc.)*	<input type="radio"/>					
Mede-studenten*	<input type="radio"/>					
Collega's*	<input type="radio"/>					

17. Wat voor cijfer geeft u het reizen met de volgende vervoersmiddelen?

- Hierin is 1 heel negatief en 5 heel positief. Als u het vervoersmiddel nog nooit heeft gebruikt kunt u invullen "nvt"

	1	2	3	4	5	nvt
Fiets*	<input type="radio"/>					
Bus*	<input type="radio"/>					
Trein*	<input type="radio"/>					
Auto*	<input type="radio"/>					
Gedeelde/huur auto*	<input type="radio"/>					
OV-fiets*	<input type="radio"/>					
Scooter/brommer*	<input type="radio"/>					
Gedeelde/huur scooter*	<input type="radio"/>					
Wandelen*	<input type="radio"/>					

18. Hoe belangrijk vindt u de volgende factoren in de keuze van uw vervoersmiddel?

	Erg onbelangrijk	Onbelangrijk	Neutraal	Belangrijk	Erg belangrijk
Kosten*	<input type="radio"/>				
Reistijd*	<input type="radio"/>				
Parkeerplaats*	<input type="radio"/>				
Gevoel van veiligheid*	<input type="radio"/>				
Duurzaamheid*	<input type="radio"/>				
Baggage*	<input type="radio"/>				
Comfort*	<input type="radio"/>				
Gezelschap*	<input type="radio"/>				
Weer*	<input type="radio"/>				

19. Welke factoren belemmeren u om naar de Utrechtse Heuvelrug te reizen?

	Helemaal niet	Niet	Neutraal	Wel	Helemaal wel
Kosten*	<input type="radio"/>				
Reistijd*	<input type="radio"/>				
Parkeerplaats*	<input type="radio"/>				
Gevoel van veiligheid*	<input type="radio"/>				
Duurzaamheid*	<input type="radio"/>				
Baggage*	<input type="radio"/>				
Comfort*	<input type="radio"/>				
Gezelschap*	<input type="radio"/>				
Weer*	<input type="radio"/>				

20. Zijn er voor u nog andere factoren van invloed op uw keuze waarom u er voor kiest om niet naar de Utrechtse Heuvelrug te bezoeken?
 - Als er geen ander factoren op invloed zijn vul in "nvt".
-

21. Door welke factoren zou u kiezen voor de auto als vervoersmiddel?

<input type="checkbox"/> Geen	<input type="checkbox"/> Weer	<input type="checkbox"/> Bagage
<input type="checkbox"/> Gezelschap (kinderen, ouders, vrienden etc.)		
<input type="checkbox"/> Anders, namelijk:		

22. Waarom kiest u hierdoor de auto?

Als u geen heeft ingevuld bij de vorige vraag, vul in "nvt".

.....

23. Bent u het eens of oneens met de volgende uitspraak: "Ik vind duurzaamheid belangrijk"



24. Bent u het eens of oneens met de volgende uitspraak: "Ik neem duurzaamheid in overweging als ik naar de Utrechtse Heuvelrug reis"



25. Vindt u het fijn om in de natuur te zijn?

- Ja
- Nee

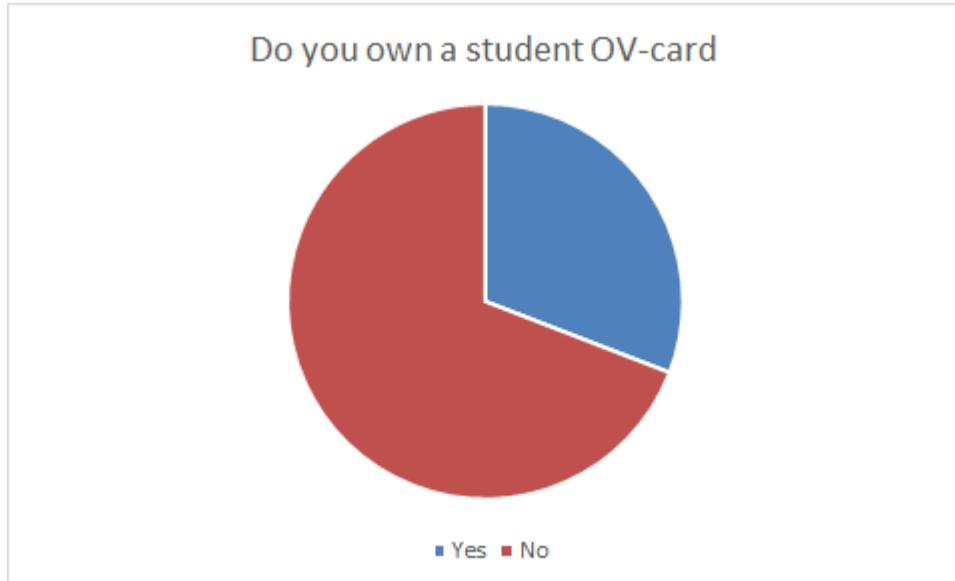
26. Zou u de Utrechtse Heuvelrug (vaker) willen bezoeken?

- Misschien
- Ja
- Nee

Hartelijk bedankt voor het invullen van onze enquête! U maakt hier een team bestaande uit 5 enthousiaste studenten heel blij mee :)

Appendix E: Results survey

1. Heeft u een studenten OV-kaart?



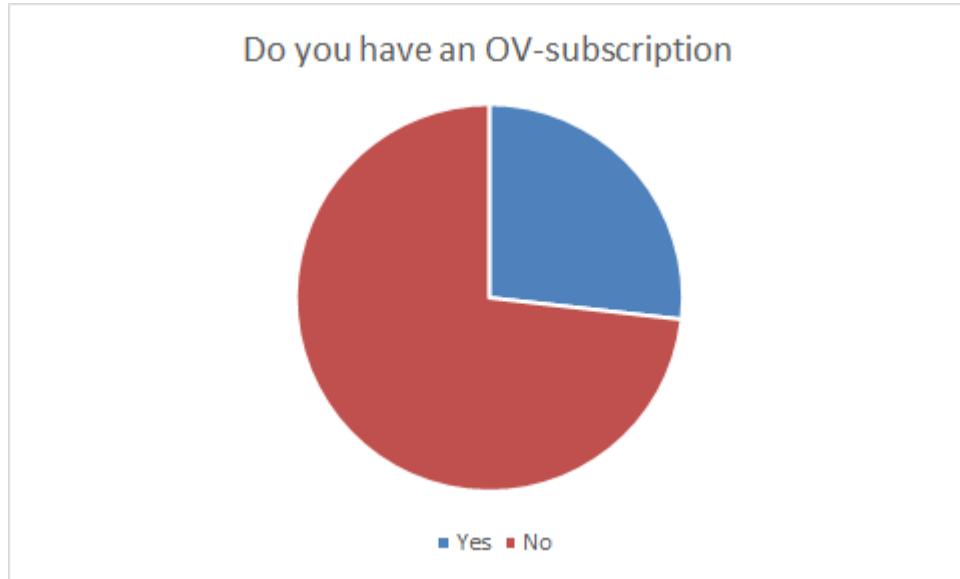
Do you own a student OV-card	Amount of participants
Yes	25
No	56

2. Welk abonnement heeft u (studenten)

What student OV subscription do you have?

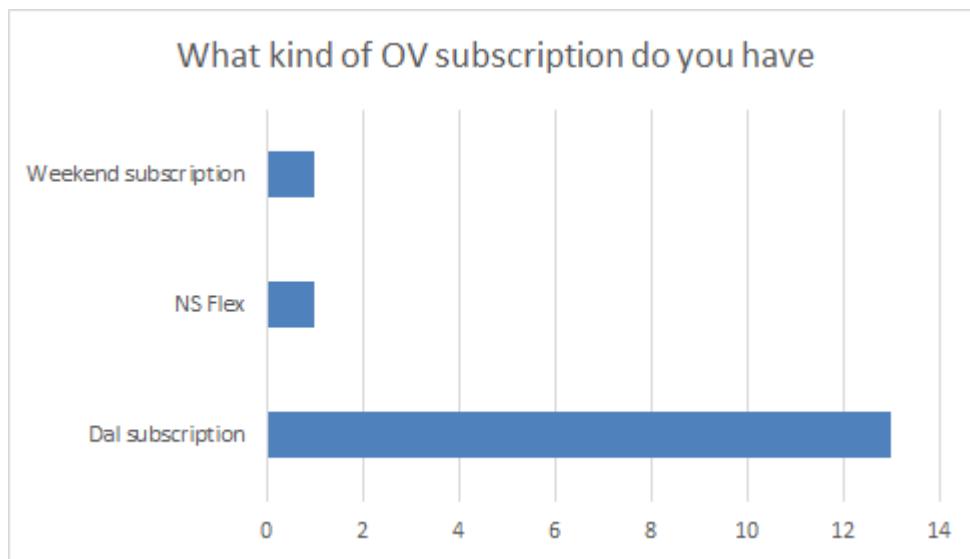
Week OV	18
Weekend OV	7

3. Heeft u een OV-abonnement (niet studenten)
Do you have an OV-subscription?

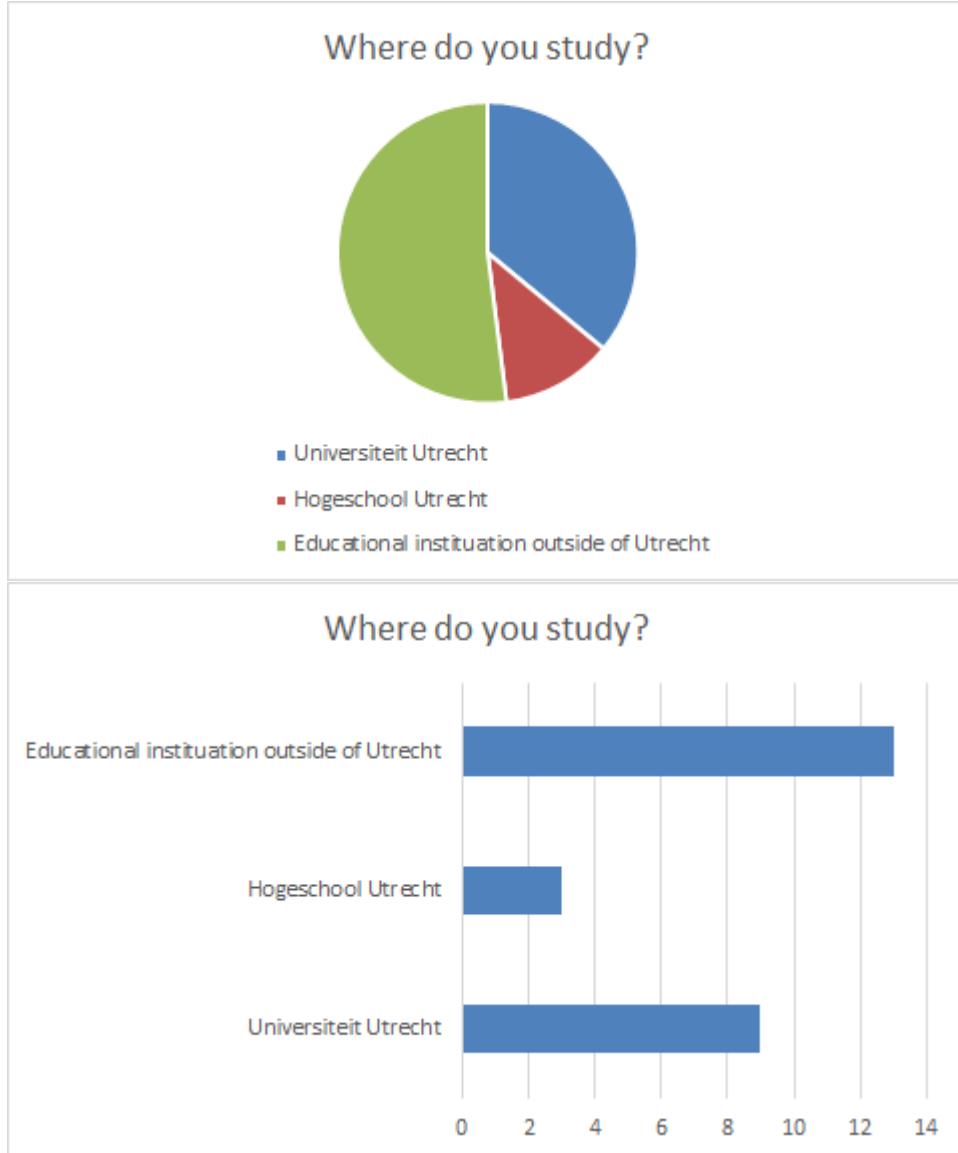


Yes	15
No	41

4. Wat voor OV-abonnement heeft u?



5. Aan welke onderwijsinstelling studeert u?



6. Wat studeert u?

- Verpleegkunde
- Software development
- Sociale geografie en planologie
- Biologie
- Pedagogische wetenschappen
- PPE
- Landscape architecture
- Psychobiologie
- Communicatiewetenschap
- Natuur- en Wiskunde
- Fysiotherapie
- Psychologie

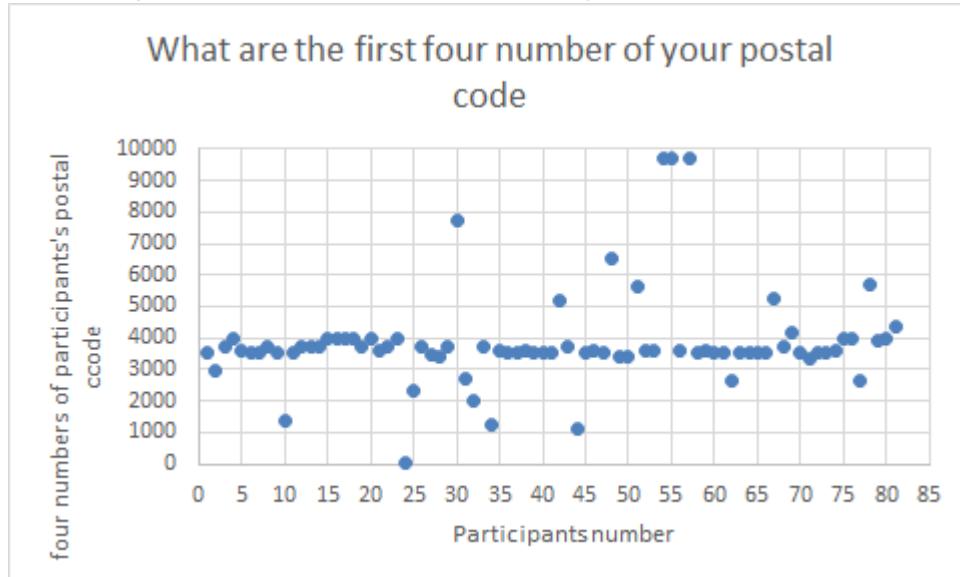
- Urban Environmental Management
- Psychology and Technology
- Diergeneeskunde
- Facility management
- Communicatie
- Earth Sciences
- Commerciële economie
- Regenerative medicine & Technology
- Docent
- Lucht - en Ruimtevaarttechniek
- Sociale geografie en planologie
- Psychologie

7. Hoe oud bent u?



Age distribution of participants	Amount	Percentage
18-	5	6,2%
18-25	37	45,7%
25-35	28	34,6%
35-50	4	4,9%
50+	7	8,6%

8. Wat zijn de eerste vier nummers van uw postcode?



Do you live in Utrecht (postal code starting with 35)	Amount	Percentage
Yes	32	39,5%
No	49	60,5%

Do you live in the vicinity of Utrecht (postal code starting with 34, 35, 37, or 39)	Amount	Percentage
Yes	57	70,4%
No	24	29,6%

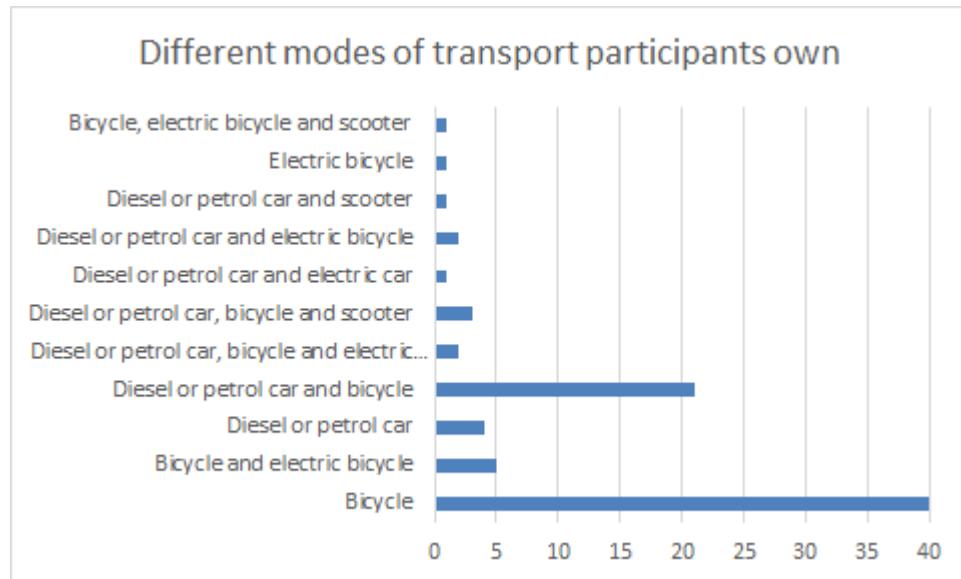
9. Bent u opgegroeid in de omgeving van de Utrechtse Heuvelrug

Did you grow up in the vicinity of the Utrechtse Heuvelrug?

	Amount	Percentage
Yes	26	32,1%
No	55	64,2%

10. Van welke vervoersmiddelen bent u in het bezit?

Which mode of transport do you own?	Amount	Perce ntage
Bicycle	40	49,4%
Bicycle and electric bicycle	5	6,2%
Diesel or petrol car	4	4,9%
Diesel or petrol car and bicycle	21	25,9%
Diesel or petrol car, bicycle and electric bicycle	2	2,5%
Diesel or petrol car, bicycle and scooter	3	3,7%
Diesel or petrol car and electric car	1	1,2%
Diesel or petrol car and electric bicycle	2	2,5%
Diesel or petrol car and scooter	1	1,2%
Electric bicycle	1	1,2%
Bicycle, electric bicycle and scooter	1	1,2%



Row labels	Amount of ObjectID
Non-student	56
Bicycle	26
Bicycle and electric bicycle	6
Diesel or petrol car	2
Diesel or petrol car and bicycle	13
Diesel or petrol car and electric bicycle	2
Diesel or petrol car and electric car	1
Diesel or petrol car and scooter	1
Diesel or petrol car, bicycle and electric bicycle	1
Diesel or petrol car, bicycle and scooter	3
Electric bicycle	1

Student	25
Bicycle	15
Bicycle and electric bicycle	3
Bicycle, electric bicycle and scooter	1
Diesel or petrol car	2
Diesel or petrol car and bicycle	4
Total	81

11. Weet u waar de Utrechtse Heuvelrug is?

Do you know where the Utrechtse Heuvelrug is?	Students	Non-students
Yes	64%	94,6%
No	36%	5,4%

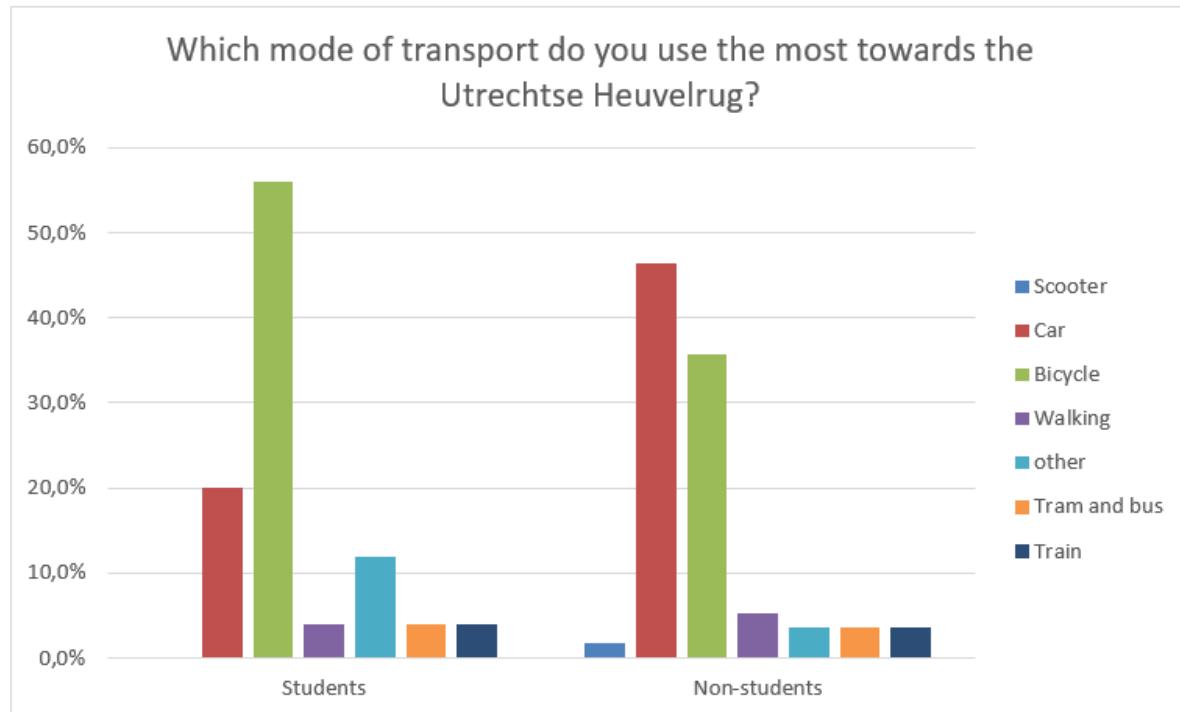
12. Hoe vaak gaat u naar de Utrechtse Heuvelrug?

How many times do you travel towards the Utrechtse Heuvelrug?	Students	Non-students
At least once a year	36,0%	39,3%
At least once a month	28,0%	28,6%
At least once a week	12,0%	23,2%
Never	24,0%	8,9%

13. Welke vervoersmiddelen heeft u weleens gebruikt om naar de Utrechtse Heuvelrug te reizen?

Which mode of transport do you use to travel towards the Utrechtse Heuvelrug?	Students	Non-students
Train	28,6%	16,0%
Walking	19,6%	11,0%
Bicycle	58,9%	33,0%
Car	67,9%	38,0%
Tram and bus	23,2%	13,0%
Scooter	1,8%	1,0%
Other	1,8%	1,0%

14. Welk vervoermiddel gebruikt u het meest om naar de Utrechtse Heuvelrug te reizen



Which mode of transport do you use the most towards the Utrechtse Heuvelrug?	Students	Non-students
Scooter	0,0%	1,8%
Car	20,0%	46,4%
Bicycle	56,0%	35,7%
Walking	4,0%	5,4%
Tram and bus	4,0%	3,6%
Train	4,0%	3,6%
Other	12,0%	3,6%

15. Met welk gezelschap gaat u naar de Utrechtse Heuvelrug?

With who do you travel towards the Utrechtse Heuvelrug?	Students	Non-students
Family	44,0%	58,9%
Friends	68,0%	58,9%
Colleagues	0,0%	58,9%
Fellow students	24,0%	10,7%
Other	12,0%	58,9%

16. Voor welke activiteiten komt u naar de Utrechtse Heuvelrug?

For which activity do you come to the Utrechtse Heuvelrug?	Students	Non-students

Walking	72,0%	76,8%
Cycling	32,0%	39,3%
Running	16,0%	12,5%
Mountainbiken	16,0%	14,3%
Walking the dog	20,0%	16,1%
Other	28,0%	17,9%

17. Welke factor(en) houd(en) u soms tegen om de Utrechtse Heuvelrug te bezoeken?

Which factors stop you sometimes from traveling towards the Utrechtse Heuvelrug? Answers

Distance	3
Accessibility of public transport	3
Time	2
Anxiety	1
Crowdedness	2
Weather	2
Other similar places near by	1

18. Hoe bereid bent u om de ... naar de Utrechtse Heuvelrug te komen?

Bicycle (visitors)							
Aantal van ObjectID	Kolomlabels						
Rijlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total	
Yes	20%	38%	0%	42%	24%	31%	
No	80%	63%	100%	58%	76%	69%	
Total	100%	100%	100%	100%	100%	100%	100%
Bus (visitors)							
Aantal van ObjectID	Kolomlabels						
Rijlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total	
Yes	27%	17%	35%	32%	75%	31%	
No	73%	83%	65%	68%	25%	69%	
Total	100%	100%	100%	100%	100%	100%	100%
Train (visitors)							
Aantal van ObjectID	Kolomlabels						
Rijlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total	
Yes	50%	22%	38%	27%	0%	31%	
No	50%	78%	62%	73%	100%	69%	
Total	100%	100%	100%	100%	100%	100%	100%
Car (visitors)							
Aantal van ObjectID	Kolomlabels						
Rijlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total	
Yes	43%	50%	17%	44%	13%	31%	
No	57%	50%	83%	56%	88%	69%	
Total	100%	100%	100%	100%	100%	100%	100%

Car-sharing (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	total
Rijlabels							
Yes		25%	33%	32%	35%	0%	31%
No		75%	67%	68%	65%	100%	69%
Total		100%	100%	100%	100%	100%	100%
OV-bicycle (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		24%	19%	30%	46%	25%	31%
No		76%	81%	70%	54%	75%	69%
Total		100%	100%	100%	100%	100%	100%
Scooter (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		31%	33%	28%	38%	0%	31%
No		69%	67%	72%	62%	100%	69%
Total		100%	100%	100%	100%	100%	100%
Scooter-sharing (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		29%	31%	13%	47%	17%	31%
No		71%	69%	88%	53%	83%	69%
Total		100%	100%	100%	100%	100%	100%
Walking (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		28%	33%	42%	30%	22%	31%
No		72%	67%	58%	70%	78%	69%
Total		100%	100%	100%	100%	100%	100%

19. In hoeverre vind u het belangrijk dat ... uw keuze van transport goedkeuren?

Choice 0	Very unimportant
Choice 1	Unimportant
Choice 2	Neutral
Choice 3	Important
Choice 4	Very important

Students:

Category	Choice	Number	Percentage
Friends	choice 0	7	28
	choice 1	6	24
	choice 2	5	20
	choice 3	7	28
	choice 4	0	0
	nvt	0	0
Family	choice 0	7	28
	choice 1	6	24
	choice 2	6	24
	choice 3	6	24
	choice 4	0	0
	nvt	0	0
Fellow students	choice 0	8	32
	choice 1	8	32
	choice 2	5	20
	choice 3	4	16
	choice 4	0	0
	nvt	0	0
Colleagues	choice 0	8	32
	choice 1	9	36
	choice 2	5	20
	choice 3	2	8
	choice 4	0	0
	nvt	1	4

Non-students:

Category	Choice	Number	Percentage
Friends	choice 0	17	30
	choice 1	9	16
	choice 2	10	18
	choice 3	17	30
	choice 4	1	2
	nvt	2	4
Family	choice 0	15	27
	choice 1	9	16
	choice 2	17	30
	choice 3	12	21
	choice 4	1	2
	nvt	2	4
Fellow students	choice 0	17	30
	choice 1	9	16
	choice 2	14	25
	choice 3	2	4
	choice 4	0	0
	nvt	14	25
Colleagues	choice 0	16	29
	choice 1	12	21
	choice 2	17	30
	choice 3	5	9
	choice 4	0	0
	nvt	6	11

20. Hoe belangrijk vinden ... duurzaamheid?

Students:

Category	Choice	Number	Percentage
Friends	choice 0	1	4
	choice 1	0	0
	choice 2	8	32
	choice 3	13	52
	choice 4	3	12
	nvt	0	0
Family	choice 0	1	4
	choice 1	1	4
	choice 2	9	36
	choice 3	10	40
	choice 4	4	16
	nvt	0	0
Fellow students	choice 0	3	12
	choice 1	2	8
	choice 2	6	24
	choice 3	9	36
	choice 4	5	20
	nvt	0	0
Colleagues	choice 0	2	8
	choice 1	2	8
	choice 2	11	44
	choice 3	6	24
	choice 4	1	4
	nvt	3	12

Non-students:

Category	Choice	Number	Percentage
Friends	choice 0	3	5
	choice 1	5	9
	choice 2	15	27
	choice 3	23	41
	choice 4	9	16
	nvt	1	2
Family	choice 0	2	4
	choice 1	7	13
	choice 2	19	34
	choice 3	24	43
	choice 4	4	7
	nvt	1	2
Fellow students	choice 0	1	2
	choice 1	3	5
	choice 2	18	32
	choice 3	11	20
	choice 4	4	7
	nvt	19	34
Colleagues	choice 0	3	5
	choice 1	3	5
	choice 2	22	39
	choice 3	14	25
	choice 4	6	11
	nvt	8	14

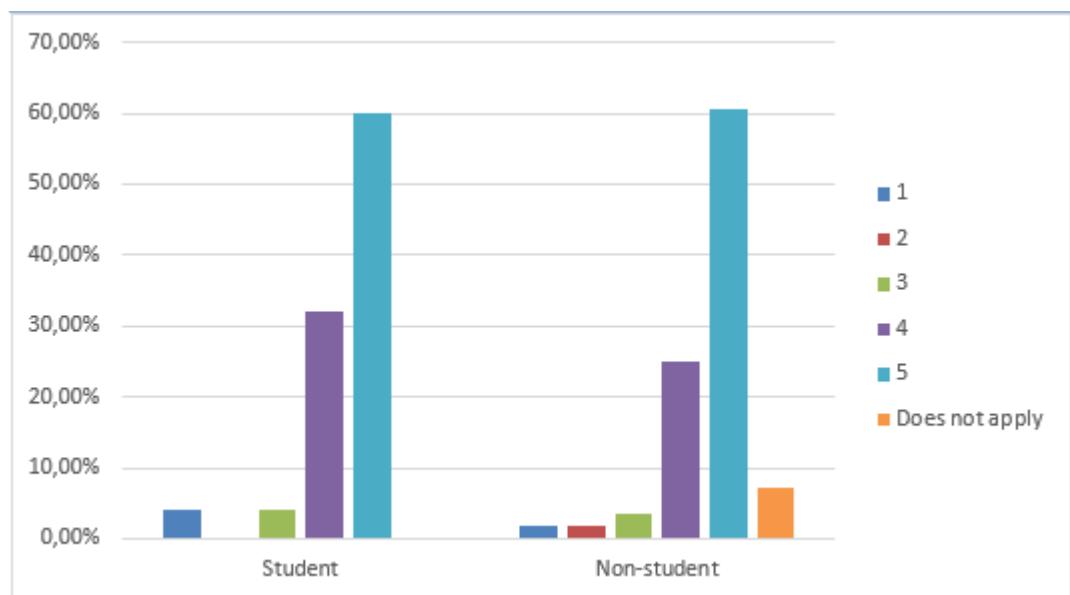
21. Wat voor cijfer geeft u het reizen met de volgende vervoersmiddelen?

Average	Bicycle	Bus	Train	Car	Car-sharing	OV-bicycle	Scooter	Scooter-	Walking

grade								sharing	
Students	4.4	3.6	3.3	3.9	3.1	3.6	2.7	2.8	4.0
Non-students	4.5	3.0	3.5	4.1	2.8	3.4	2.7	2.6	4.1
Non-visitors	3.7	2.6	4.0	4.5	3.3	3.2	3.2	3.3	2.6

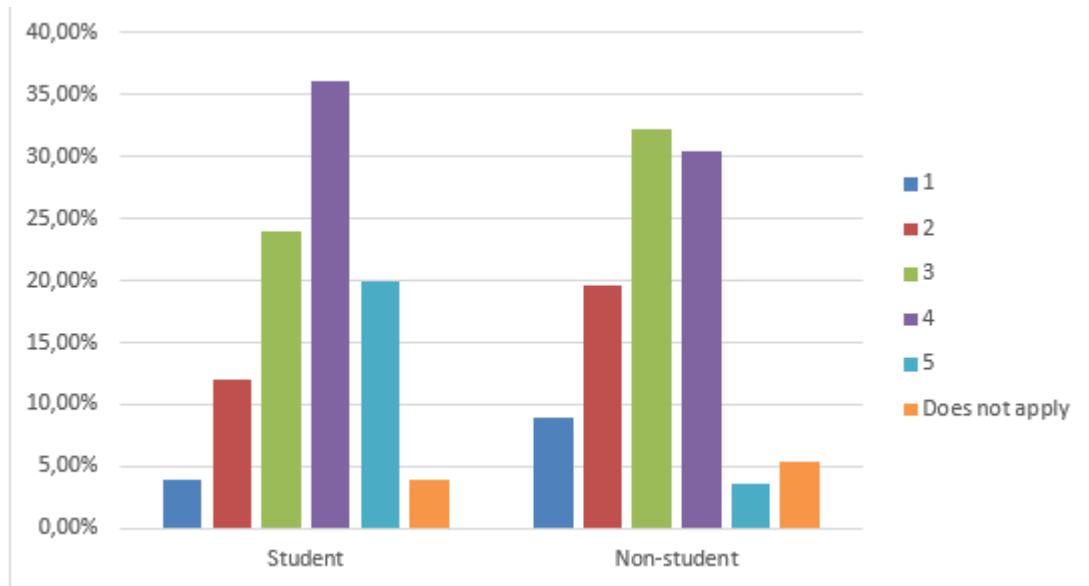
Bicycle

Grade: bicycle	1	2	3	4	5	Does not apply	Total
Student	4,00%	0,00%	4,00%	32,00%	60,00%	0,00%	100,00%
Non-student	1,79%	1,79%	3,57%	25,00%	60,71%	7,14%	100,00%
Total	2,47%	1,23%	3,70%	27,16%	60,49%	4,94%	100,00%



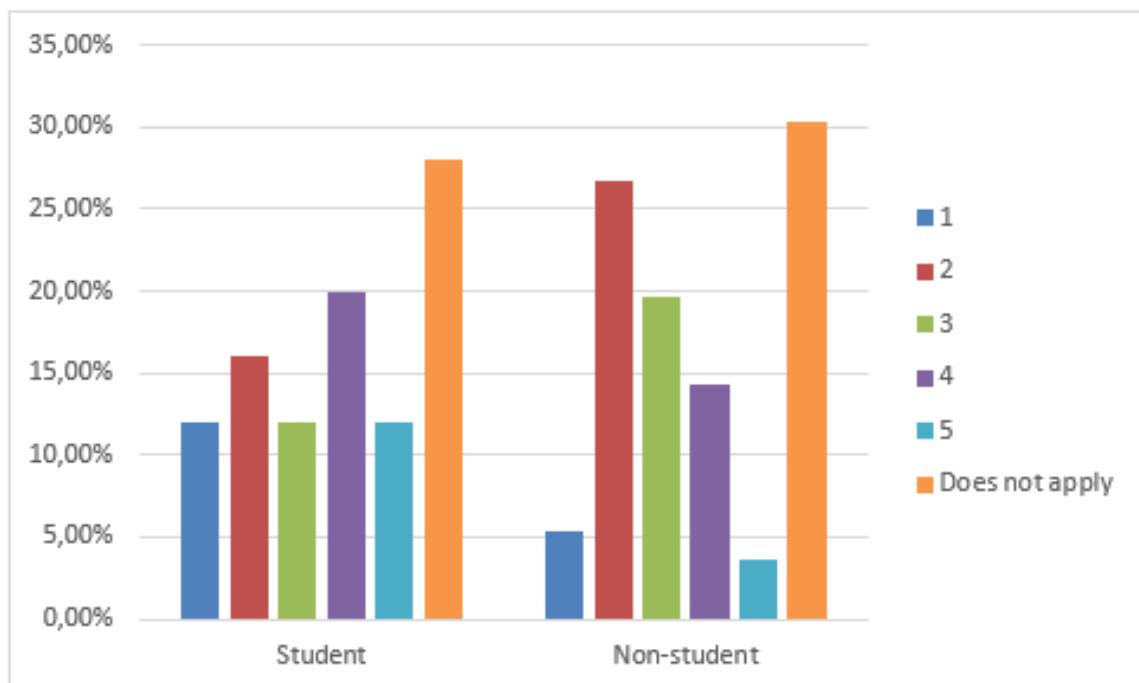
Bus

Grade: Bus	1	2	3	4	5	Does not apply	Total
Student	4,00%	12,00%	24,00%	36,00%	20,00%	4,00%	100,00%
Non-student	8,93%	19,64%	32,14%	30,36%	3,57%	5,36%	100,00%
Total	7,41%	17,28%	29,63%	32,10%	8,64%	4,94%	100,00%



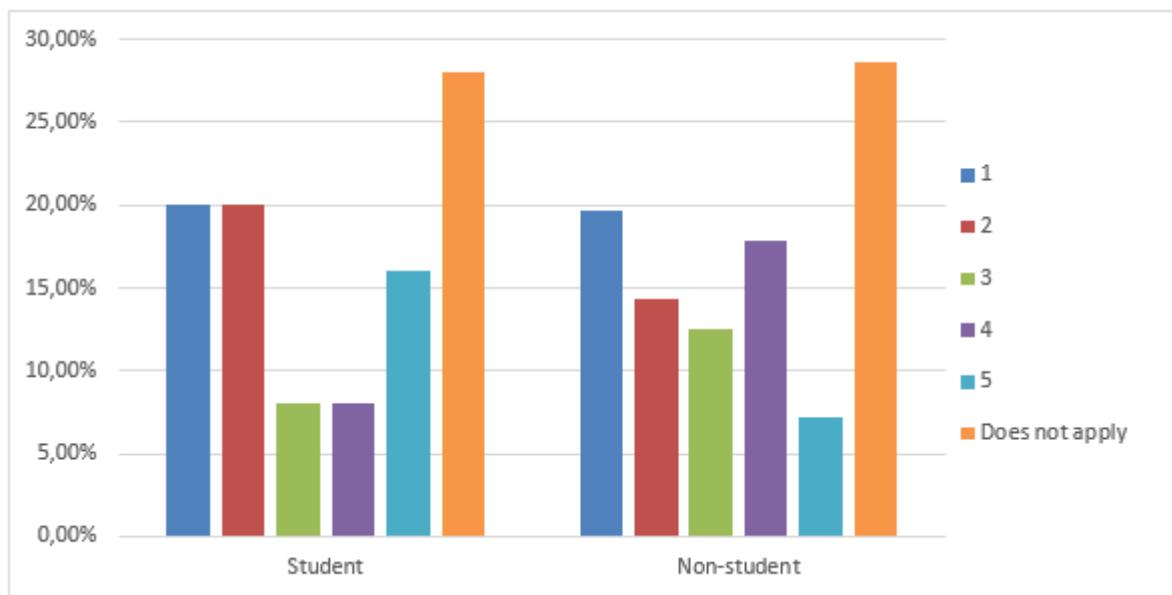
Shared / rental car

Grade: shared /rental car	1	2	3	4	5	Does not apply	Total
Student	12,00%	16,00%	12,00%	20,00%	12,00%	28,00%	100,00%
Non-student	5,36%	26,79%	19,64%	14,29%	3,57%	30,36%	100,00%
Total	7,41%	23,46%	17,28%	16,05%	6,17%	29,63%	100,00%



Scooter

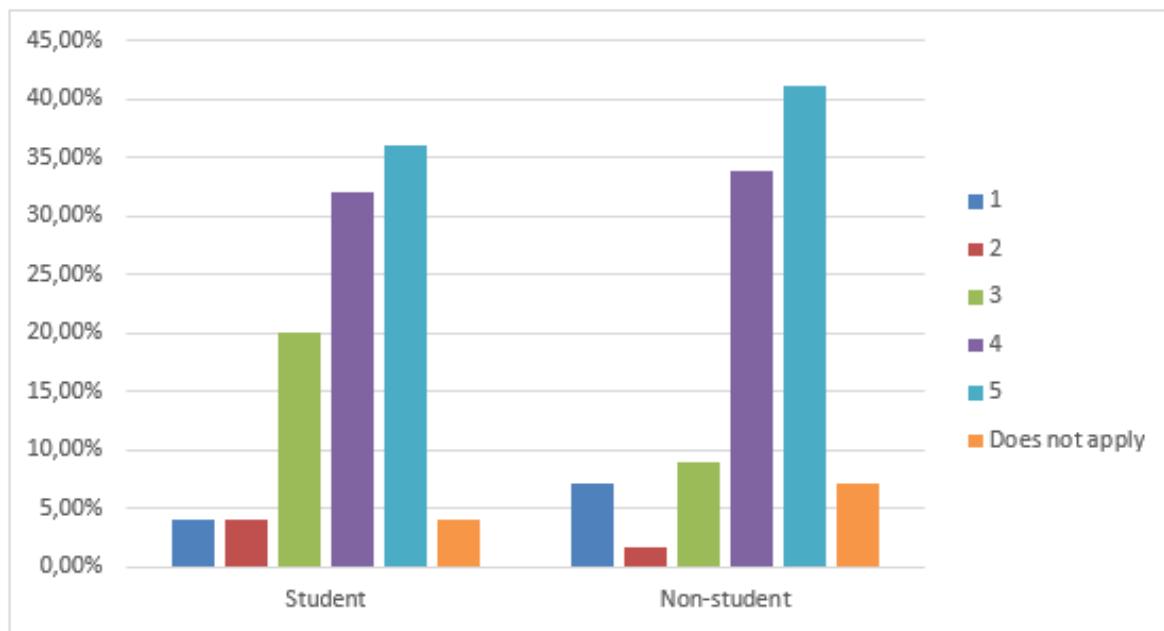
Grade: Scooter/brommer	1	2	3	4	5	Does not apply	Total
Student	20,00%	20,00%	8,00%	8,00%	16,00%	28,00%	100,00%
Non-student	19,64%	14,29%	12,50%	17,86%	7,14%	28,57%	100,00%
Total	19,75%	16,05%	11,11%	14,81%	9,88%	28,40%	100,00%



Walking

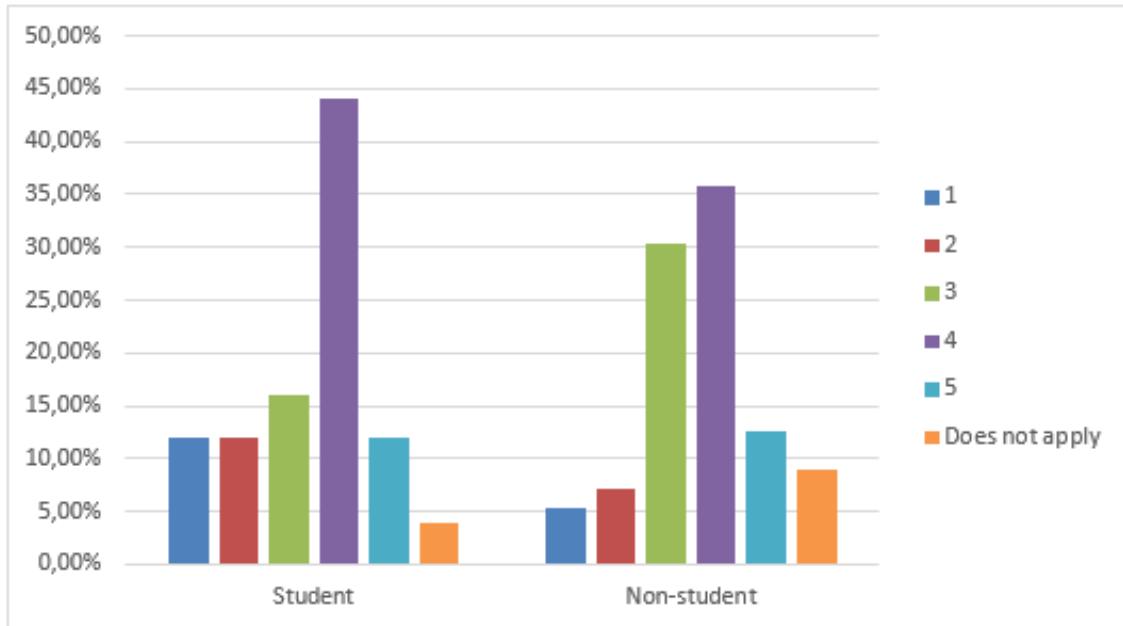
Grade: Walking	1	2	3	4	5	Does not apply	Total
Student	4,00%	4,00%	20,00%	32,00%	36,00%	4,00%	100,00%

Non-student	7,14%	1,79%	8,93%	33,93%	41,07%	7,14%	100,00%
Total	6,17%	2,47%	12,35%	33,33%	39,51%	6,17%	100,00%



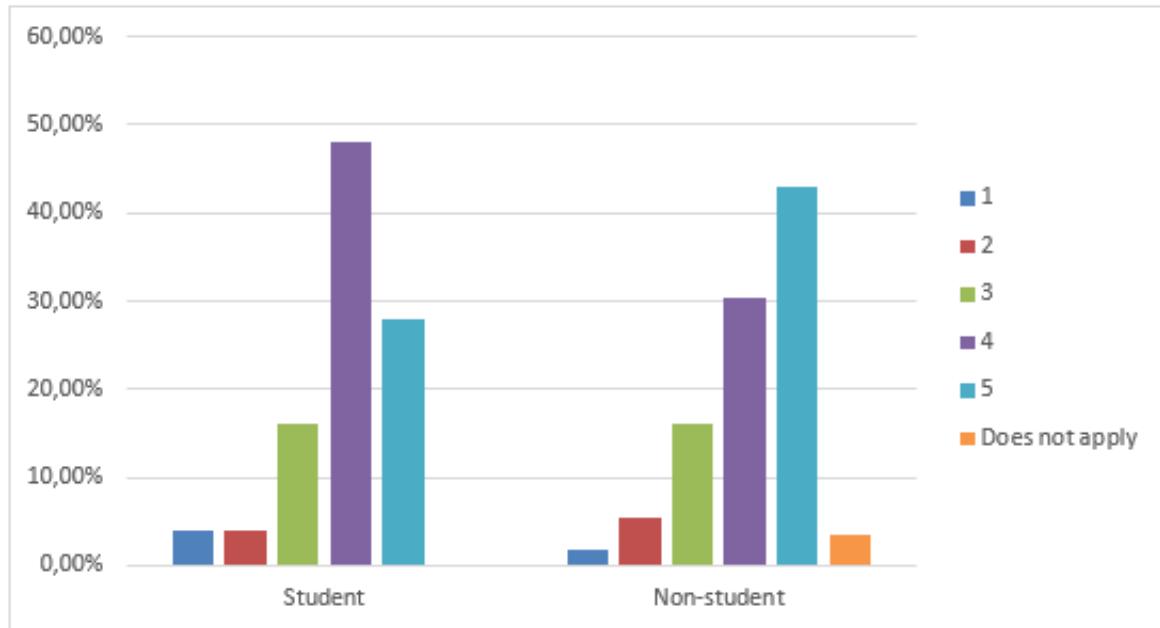
Train

Grade: Train	1	2	3	4	5	Does not apply	Total
Student	12,00%	12,00%	16,00%	44,00%	12,00%	4,00%	100,00%
Non-student	5,36%	7,14%	30,36%	35,71%	12,50%	8,93%	100,00%
Total	7,41%	8,64%	25,93%	38,27%	12,35%	7,41%	100,00%



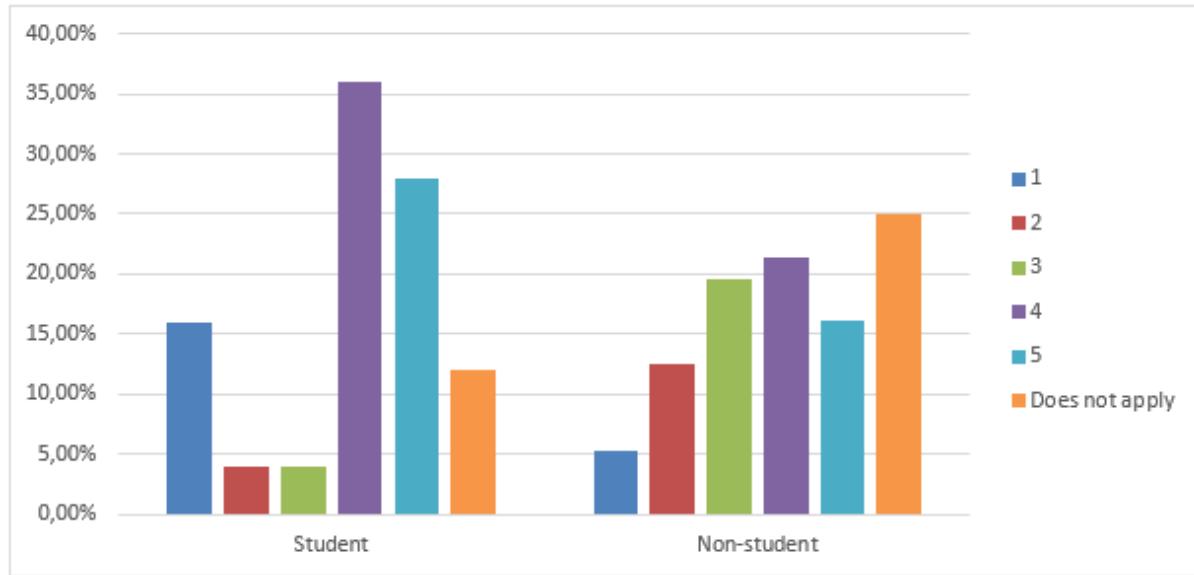
Car

Grade: car	1	2	3	4	5	Does not apply	Total
Student	4,00%	4,00%	16,00%	48,00%	28,00%	0,00%	100,00%
Non-student	1,79%	5,36%	16,07%	30,36%	42,86%	3,57%	100,00%
Total	2,47%	4,94%	16,05%	35,80%	38,27%	2,47%	100,00%



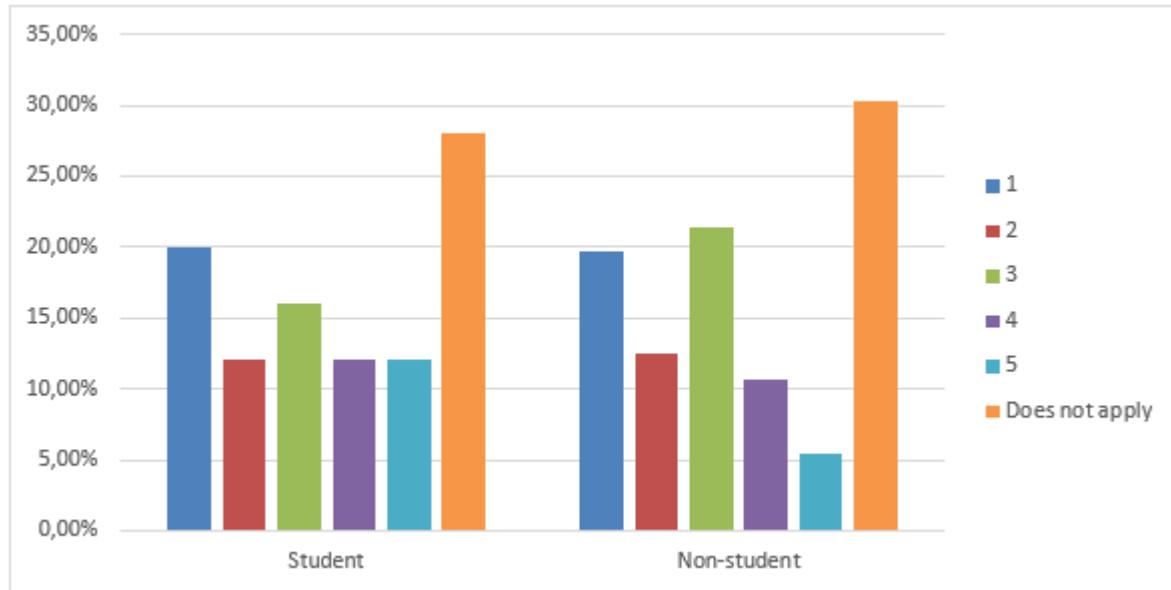
OV-bicycle

Grade: OV bicycle	1	2	3	4	5	Does not apply	Total
Student	16,00%	4,00%	4,00%	36,00%	28,00%	12,00%	100,00%
Non-student	5,36%	12,50%	19,64%	21,43%	16,07%	25,00%	100,00%
Total	8,64%	9,88%	14,81%	25,93%	19,75%	20,99%	100,00%



Shared / rental scooter

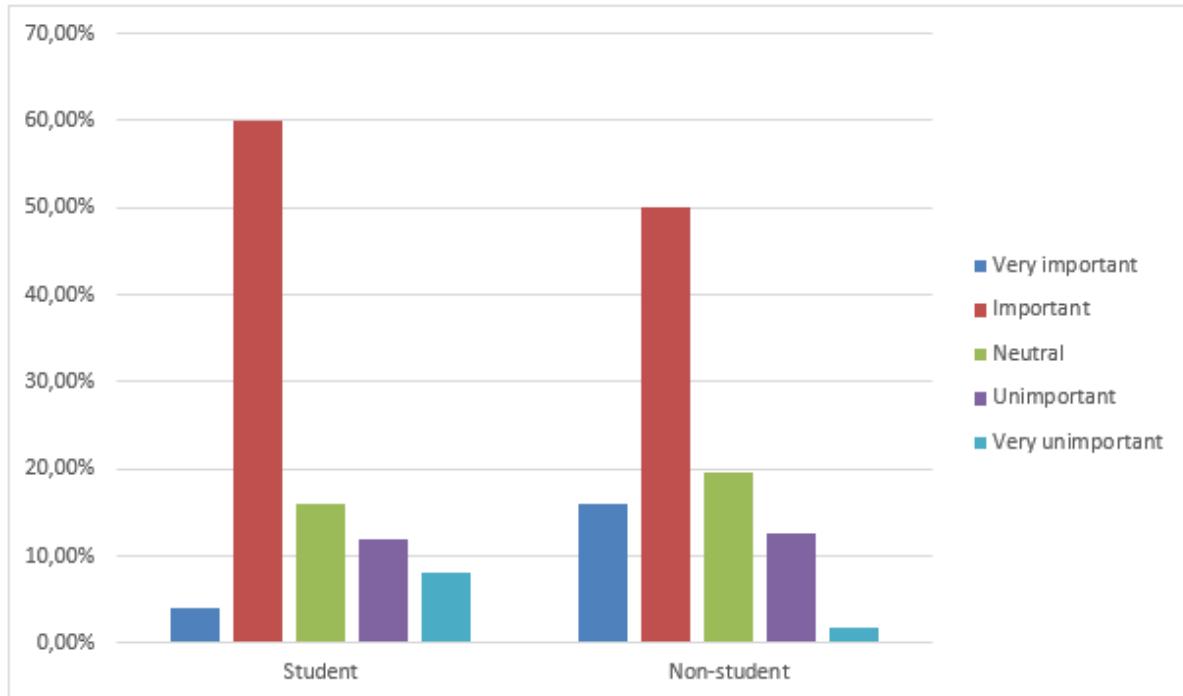
Grade: Shared / rental scooter	1	2	3	4	5	Does not apply	Total
Student	20,00%	12,00%	16,00%	12,00%	12,00%	28,00%	100,00%
Non-student	19,64%	12,50%	21,43%	10,71%	5,36%	30,36%	100,00%
Total	19,75%	12,35%	19,75%	11,11%	7,41%	29,63%	100,00%



22. Hoe belangrijk vindt u de volgende factoren in de keuze van uw vervoermiddel?

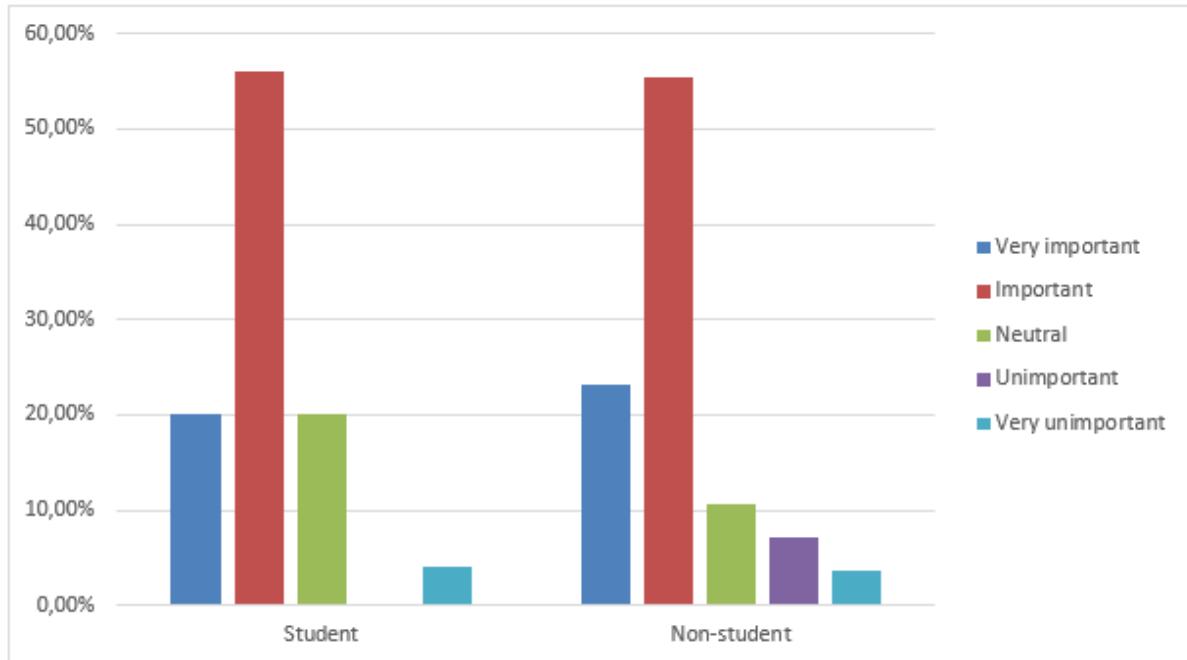
Costs

Costs	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	4,00%	60,00%	16,00%	12,00%	8,00%	100,00%
Non-student	16,07%	50,00%	19,64%	12,50%	1,79%	100,00%
Total	12,35%	53,09%	18,52%	12,35%	3,70%	100,00%



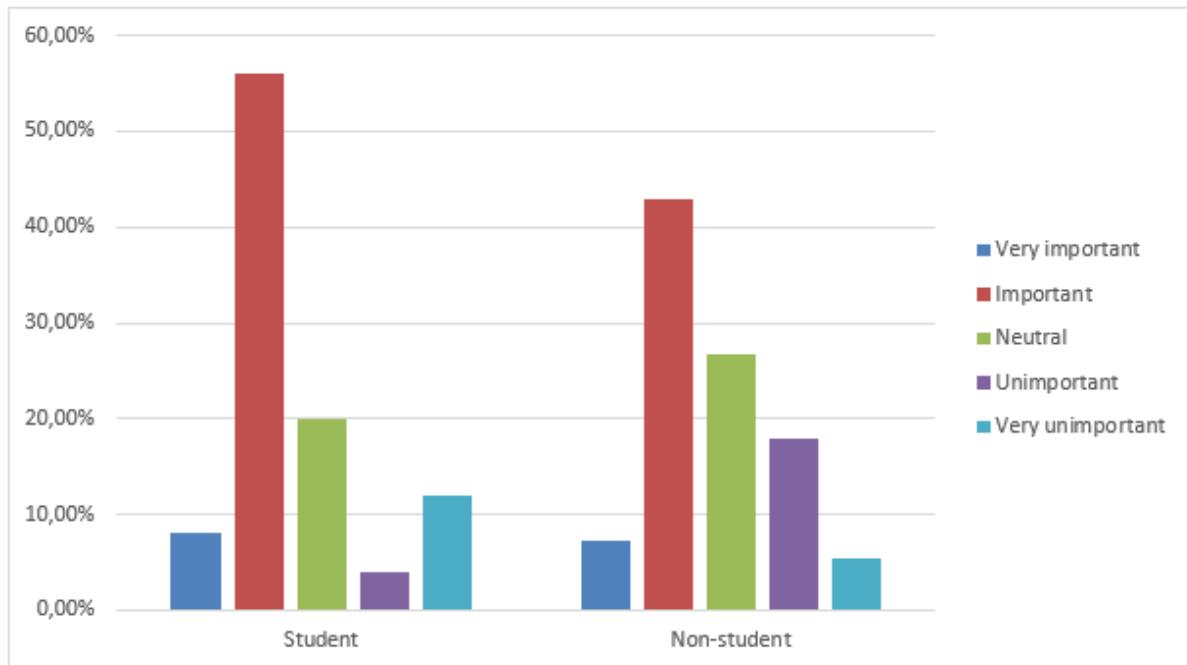
Travel time

Travel time	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	20,00%	56,00%	20,00%	0,00%	4,00%	100,00%
Non-student	23,21%	55,36%	10,71%	7,14%	3,57%	100,00%
Total	22,22%	55,56%	13,58%	4,94%	3,70%	100,00%



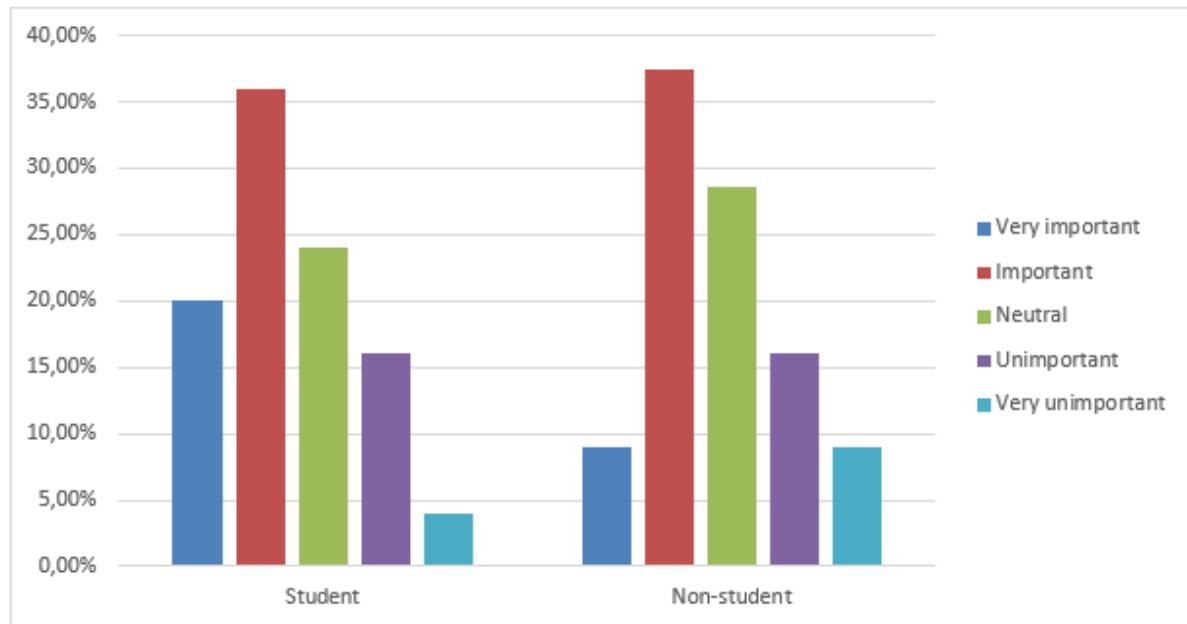
Parking

Parking	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	8,00%	56,00%	20,00%	4,00%	12,00%	100,00%
Non-student	7,14%	42,86%	26,79%	17,86%	5,36%	100,00%
Total	7,41%	46,91%	24,69%	13,58%	7,41%	100,00%



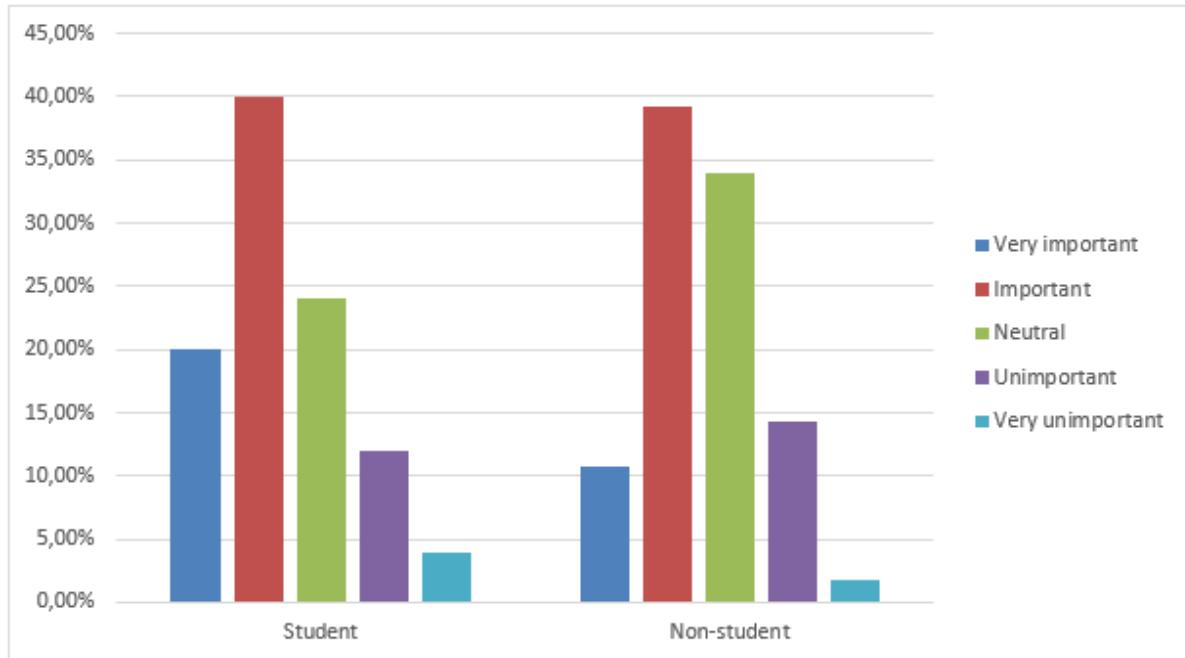
Feeling of safety

Feeling of safety	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	20,00%	36,00%	24,00%	16,00%	4,00%	100,00%
Non-student	8,93%	37,50%	28,57%	16,07%	8,93%	100,00%
Total	12,35%	37,04%	27,16%	16,05%	7,41%	100,00%



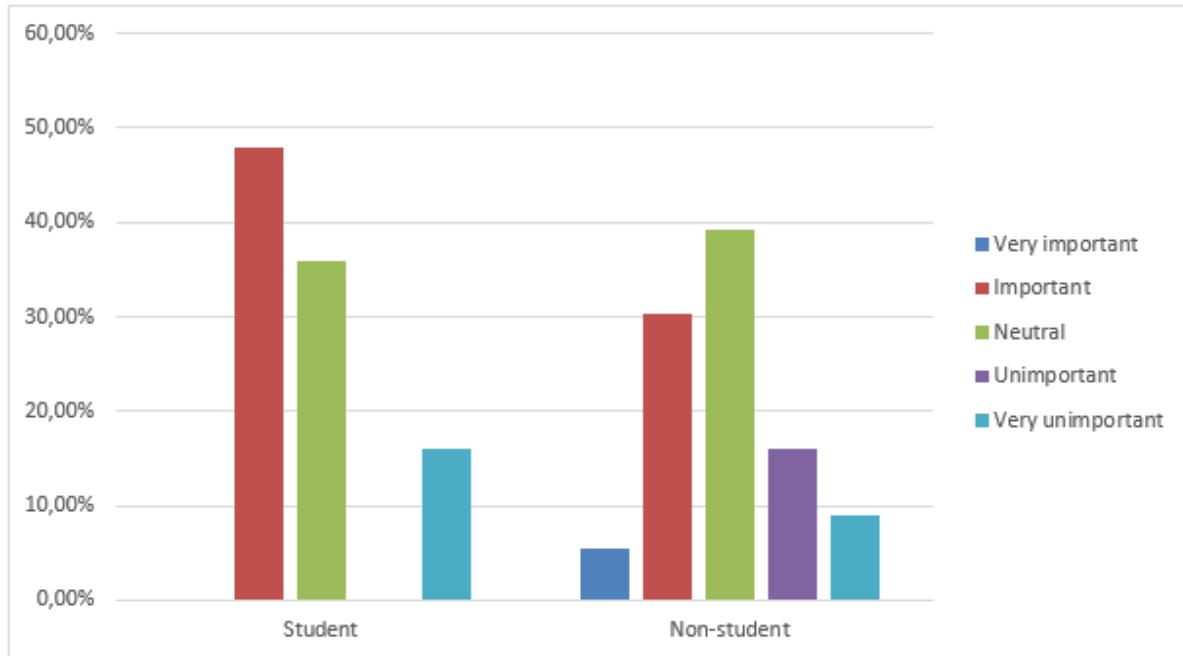
Sustainability

Sustainability	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	20,00%	40,00%	24,00%	12,00%	4,00%	100,00%
Non-student	10,71%	39,29%	33,93%	14,29%	1,79%	100,00%
Total	13,58%	39,51%	30,86%	13,58%	2,47%	100,00%



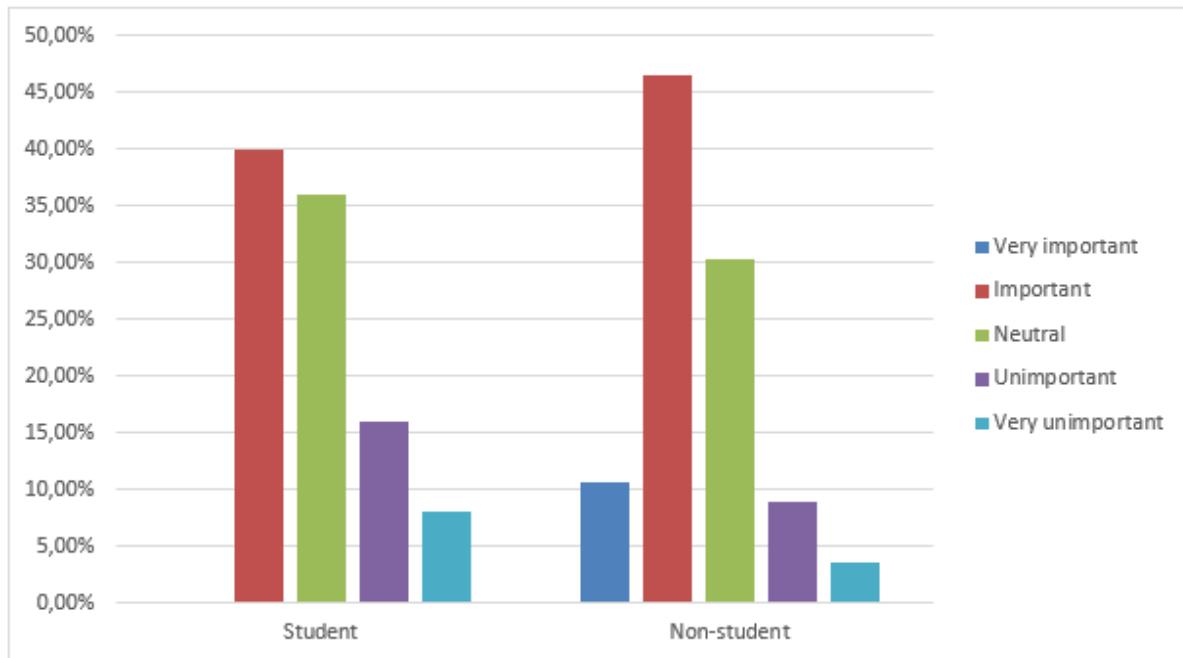
Baggage

Baggage	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	0,00%	48,00%	36,00%	0,00%	16,00%	100,00%
Non-student	5,36%	30,36%	39,29%	16,07%	8,93%	100,00%
Total	3,70%	35,80%	38,27%	11,11%	11,11%	100,00%



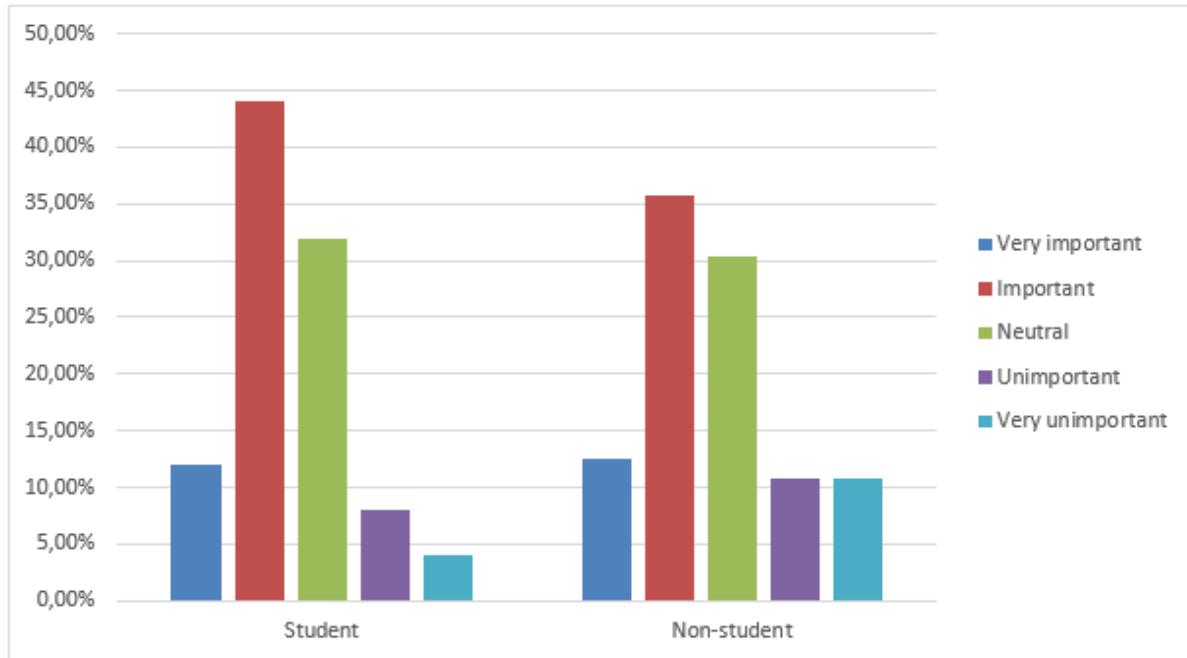
Comfort

Comfort	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	0,00%	40,00%	36,00%	16,00%	8,00%	100,00%
Non-student	10,71%	46,43%	30,36%	8,93%	3,57%	100,00%
Total	7,41%	44,44%	32,10%	11,11%	4,94%	100,00%



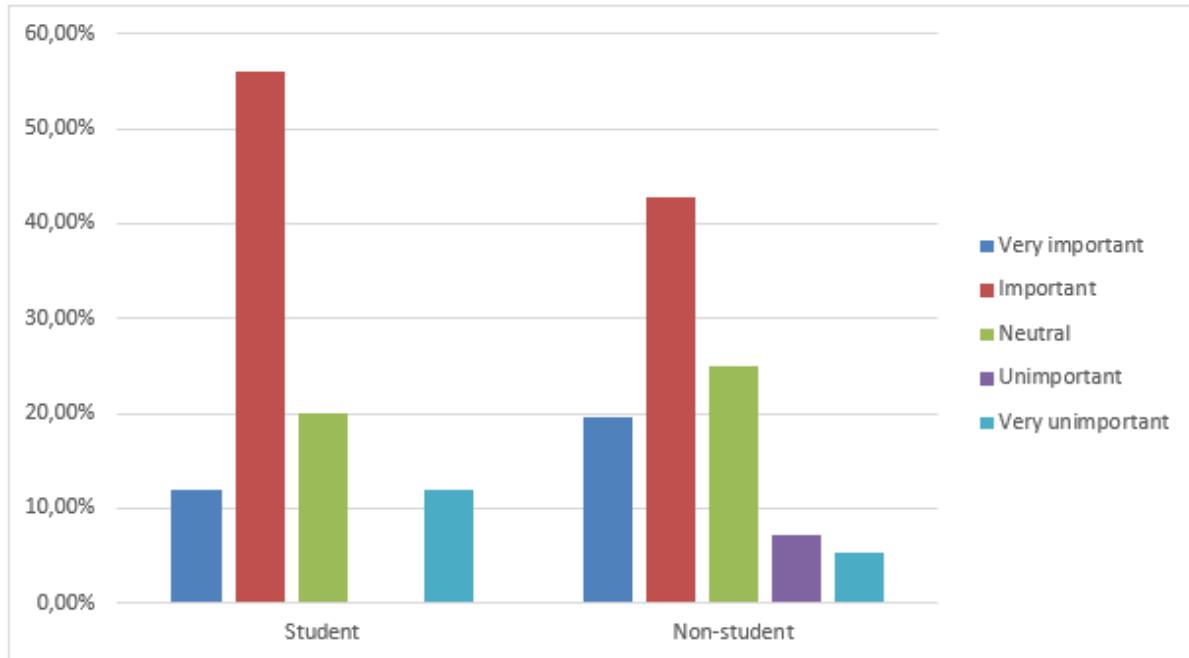
Company

Company	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	12,00%	44,00%	32,00%	8,00%	4,00%	100,00%
Non-student	12,50%	35,71%	30,36%	10,71%	10,71%	100,00%
Total	12,35%	38,27%	30,86%	9,88%	8,64%	100,00%



Weather

Weather	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	12,00%	56,00%	20,00%	0,00%	12,00%	100,00%
Non-student	19,64%	42,86%	25,00%	7,14%	5,36%	100,00%
Total	17,28%	46,91%	23,46%	4,94%	7,41%	100,00%



Ranking

Factor	Calculations	Results	Ranking numbers
Travel time	$(2 \times 20 + 56 \times 1) / 2 =$	48	1
Sustainability	$(2 \times 20 + 40 \times 1) / 2 =$	40	2
Weather	$(2 \times 12 + 56 \times 1) / 2 =$	40	2
Feeling of safety	$(2 \times 20 + 36 \times 1) / 2 =$	38	3
Parking	$(2 \times 8 + 56 \times 1) / 2 =$	36	4

Company	$(2 \times 12 + 44 \times 1)/2 =$	34	5
Costs	$(2 \times 4 + 60 \times 1)/2 =$	34	5
Baggage	$(2 \times 0 + 48 \times 1)/2 =$	24	6
Comfort	$(2 \times 0 + 40 \times 1)/2 =$	20	7

21. Door welke factoren zou u de auto nemen?

Because of which factors would you choose the car?	Number of times selected by students	Percentage %
Baggage	15	34,09%
Weather	15	34,09%
No factors	3	6,82%
Company: children, parents, friends	8	18,18%
Other	3	6,82%
Total	44	100,00%

Because of which factors would you choose the car?	Number of times selected by non-students	Percentage %

Baggage	30	27,03%
Weather	42	37,84%
No factors	4	3,60%
Company: children, parents, friends	25	22,52%
Other	10	9,01%
Total	111	100,00%

ID number participant	Do you have a student OV-card? Ja = student Nee = non-student	Other, namely: - Because of which factors would you choose the car?
48	Ja	Comfort, en, snelheid
60	Ja	Makkelijk
62	Ja	Gemak
3	Nee	Afstand
9	Nee	Ik, heb, geen, keuze, in, mijn, werk:, ik, rijd, van, clien t, naar, client, waardoor, ik, zo, efficiënt, mogelijk, moet, reizen., Daarnaast, moet, ik, met, clienten, naar

		,bepaalde,afspraken.,Daarom,is,auto,de,enige,optie.
13	Nee	Reistijd,,comfort
23	Nee	Reistijd
27	Nee	Altijd
36	Nee	Afstand,
58	Nee	Bereikbaarheid,en,als,iemand,een,auto,heeft
61	Nee	afstand
70	Nee	Reistijd,en,kosten,OV
78	Nee	afstand
80	Nee	comfort
81	Nee	ver,moeiten,reizen,,namelijk,vanuit,zeeland,en,het,ov,is,daar,niet,goed

23. Waarom kiest u hierdoor de auto?

Categorie	Code

Weer (Weather)	1
Bagage (Baggage)	2
Comfort (Comfort)	3
Reistijd (Travel time)	4
Gezelschap (Company)	5
Nvt (Does not apply)	6
Makkelijk (Easy)	7
Onduidelijk antwoord (Unclear answer)	8
Minder beperkingen (Less limitations)	9
Lui/te veel inspanning (Lazy, too much effort)	10
Kosten (Costs)	11
Identiteit (Identity)	12
Bestemming (Destination)	13
Efficiënt (Efficient)	14
Veiligheid (Safety)	15

Niet bereikbaar met OV (Cannot reach with public transport)	16
Als het kan, heb alleen geen auto (Whenever I can, but I do not have a car)	17
Medische reden (Medical reasons)	18
Beschikbaar (Availability)	19
Geen wachttijd (No waiting)	20
Geen onzekerheid OV (vertraging) (No uncertainty public transport (delays))	21
Afstand (Distance)	22
Activiteit (Activity)	23

Answers:

ID number participant	Do you have a student OV-card? Ja = student Nee = non-student	Code	Why would you choose to go by car?
6	Ja	2	Het is fijn om belaalde spullen mee te brengen doe niet met de fiets zouden kunnen.
12	Ja	9	Minder beperkingen dan bijvoorbeeld een fiets.

18	Ja	1	Als het regent ga ik niet lopen
21	Ja	2,1	Met veel bagage op de fiets stappen is soms onmogelijk. Als het regent is het zeer oncomfortabel
22	Ja	2,1	Wanneer er op de fiets teveel spullen zijn om mee te nemen of het weer het niet toelaat
26	Ja	6	Nvt
39	Ja	14	efficient
41	Ja	6	-
43	Ja	7, 3, 1, 2	omdat het vaak net wat makkelijker is en comfortabler als het gaat om bijvoorbeeld het weer, dan hoeft je niet door de regen en de wind te fietsen/wandelen of bijvoorbeeld bagage, dan hoeft je niet zoveel mee te sjouwen
44	Ja	7	Handig
46	Ja	7	Dat is dan praktischer
48	Ja	1, 4	Als het regent zou ik met de auto gaan en omdat het qua tijd korter duurt.
49	Ja	7	Makkelijk en eenvoudig
50	Ja	1, 2	Regen, veel bagage

51	Ja	1, 2, 16	Regen en als t zoveel bagage is dat t niet met ov en fiets kan, als het regent en niet bereikbaar met het ov dan ook liever auto
52	Ja	6	Nvt
53	Ja	3, 7, 4	Comfortabeler en makkelijker, sneller
54	Ja	22	Anders te ver
57	Ja	10	Zwaar op de fiets
59	Ja	17	Als het kan, heb hem alleen zelf niet
60	Ja	7	Makkelijk
62	Ja	7	Hendig
65	Ja	7	Lekker makkelijk
69	Ja	7	Gemak
77	Ja	7	Gemak
1	Nee	1	regen
2	Nee	6	Nvt
3	Nee	7	Is het makkelijkste.
4	Nee	2	Ruimte voor bagage
5	Nee	6	Nv5

7	Nee		Het is het makkelijkst/onhafhankelijks
8	Nee	2	Makkelijke te gebruiken voor als je spullen bij je hebt
9	Nee	8	Zie antwoord hierboven.
10	Nee	7	Het is makkelijk
11	Nee	6	Nvt
13	Nee	7	Dat is het makkelijkst
14	Nee	7	Gemak
15	Nee	3, 4	Sneller en comfortabel
16	Nee	1	Omdat ik graag droog aankom op mijn bestemming
17	Nee	1	Omdat ik droog wil aankomen
19	Nee	1	Wil droog aankomen
20	Nee	10	Iuiheid denk ij
23	Nee	3	Confort
24	Nee	8	P
25	Nee	7, 3, 11	Gemak, comfort en kosten
27	Nee	7	Omdat dat het makkelijkst is

28	Nee	12	man heeft auto
29	Nee	7, 1	makkelijk en overdekt
30	Nee	3	comfort
31	Nee	6	nvt
32	Nee	10	luiheid
33	Nee	1, 5	weer (regen), kleine dochter (2 jaar oud)
34	Nee	7	makkelijk
35	Nee	13	Direct bij bestemming
36	Nee	13	Als ik verder de Utrechtse heuvelrug in wil.
37	Nee	8	Omdat op de fiets niet te organiseren is anders
38	Nee	1, 2, 5	Omdat het dan slecht weer is of ik veel bagage heb of er vrienden met de auto gaan
40	Nee	15	Dan mag ik tot later buiten zijn
42	Nee	13	Makkelijk, deur tot deur
45	Nee	7, 4	Gemak en tijd
47	Nee	6	Nvt
55	Nee	6	Nvt

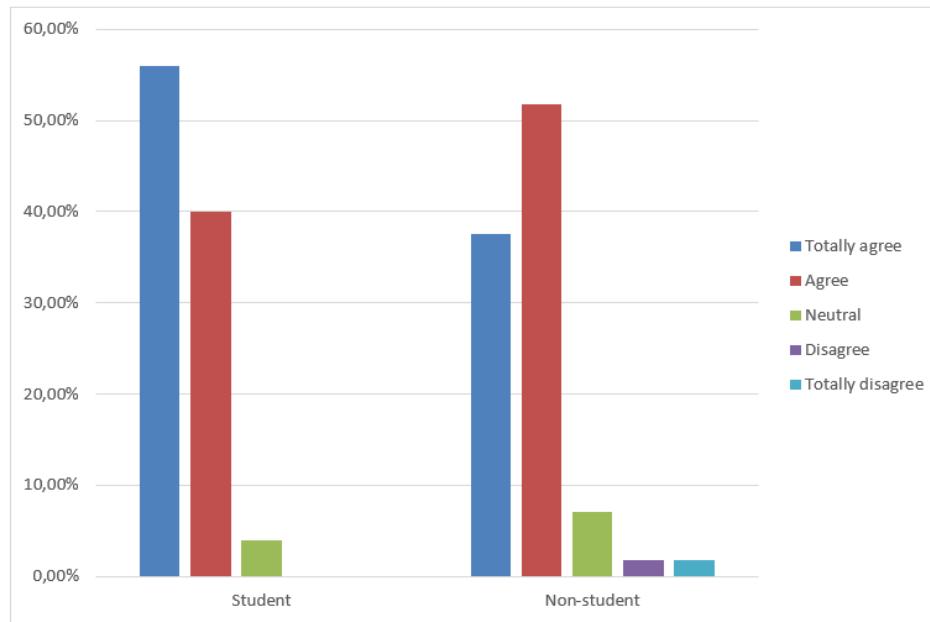
56	Nee	6	Nvt
58	Nee	6	Nvt
61	Nee	6	Nvt
63	Nee	6	Nvt
64	Nee	2	Als ik veel spullen mee moet nemen.
66	Nee	2, 18	Bagage, chronische pijn
67	Nee	7	Makkelijker als je em kan lenen
68	Nee	6	Nvt
70	Nee	4, 19, 20, 1, 2, 21	Reistijd, altijd beschikbaar, hoeft nooit te wachten, weer en bagage kan meegenomen worden. Geen vertragingen door kapot spoor/vertraging.
71	Nee	6	.
72	Nee	6	-
73	Nee	1	Niet nat worden

74	Nee	2, 16, 1	Als bagage teveel is voor fiets zou ik de auto pakken om naar de utrechtse heuvelrug te gaan, tenzij er een makkelijke treinverbinding zou zijn bijvoorbeeld. Bij slecht weer geld hetzelfde maar ligt bereidheid om trein te pakken aan loopafstand.
75	Nee	7	Makkelijk
76	Nee	6	Nvt
78	Nee	22	Door de afstand nemen wij de auto
79	Nee	6	nvt
80	Nee	7, 3, 23	handiger, comfort en meestal vanaf parkeerplaats aan wandeling beginnen
81	Nee	4, 2	reistijd, bagage

24. Bent u het eens of oneens met de volgende uitspraak: "Ik vind duurzaamheid belangrijk"?

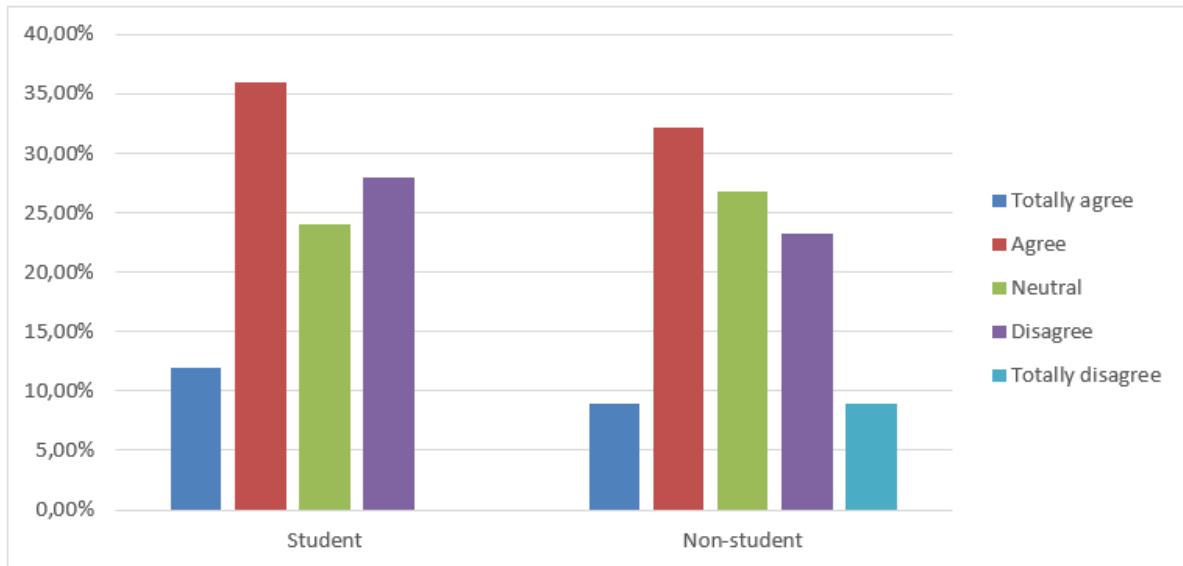
Answers by :						
	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Student	56,00%	40,00%	4,00%	0,00%	0,00%	100,00%

Non-student	37,50%	51,79%	7,14%	1,79%	1,79%	100,00%
Total	43,21%	48,15%	6,17%	1,23%	1,23%	100,00%



25. Bent u het eens of oneens met de volgende uitspraak: "Ik neem duurzaamheid in overweging als ik naar de Utrechtse Heuvelrug reis"

Answers by:	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Student	12,00%	36,00%	24,00%	28,00%	0,00%	100,00%
Non-student	8,93%	32,14%	26,79%	23,21%	8,93%	100,00%
Total	9,88%	33,33%	25,93%	24,69%	6,17%	100,00%



26. Vindt u het fijn om in de natuur te zijn?

Answers: yes or no	Yes	No	Total
Number of participants who answered	81	0	81

Appendix F: Survey for students who will not visit Nationaal Park de Utrechtse Heuvelrug

1. Weet u waar de Utrechtse Heuvelrug is?

Do you know where the Utrechtse Heuvelrug is?	Amount	Percentage
Yes	11	55,0%
No	9	45,0%

2. Heeft u er weleens over nagedacht om de Utrechtse Heuvelrug te bezoeken?

Have you ever thought about visiting the Utrechtse Heuvelrug?	Amount	Percentage
Yes	11	55,0%
No	9	45,0%

3. In welke activiteiten zou u interesse hebben als u de Utrechtse Heuvelrug zou bezoeken?

What activities would you be interested in if you visited the Utrechtse Heuvelrug?	Number	Percentage
Walking	17	42,5
Walking the dog	7	17,5

Mountainbiken	3	7,5
Work-outs	2	5
Lekker zitten	1	2,5
Cycling	7	17,5
Running	2	5
Horse riding	1	2,5

4. Met welk gezelschap zou u naar de Utrechtse Heuvelrug zou u naar de Utrechtse Heuvelrug reizen?

With which group would you travel to the Utrechtse Heuvelrug?	Aantal	Percentag e
Friends	14	35,9
Family	18	46,2
Fellow students	5	12,8
Colleagues	2	5,1

5. Heeft u een studenten OV-kaart?

Do you have a student OV-card	Amount	Percentage
Yes	20	100%

6. Welk abonnement heeft u?

Which OV subscription do you have? (week or weekend?)	Amount	Percentage
Week	17	85%
Weekend	3	15%

7. Aan welke onderwijsinstelling studeert u?

At which educational institution do you study?	Amount	Percentage
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Universiteit Utrecht	2	10%
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Hogeschool Utrecht	1	5%
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Educational institution outside of Utrecht	18	85%
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8. Wat studeert u?

What do you study?
Lerarenopleiding Aardrijkskunde
Onderwijs-assistent
Econometrics & Operations Research
Technische Geneeskunde
Gezondheid en Leven
Bestuurskunde
Voedingsmiddelentechnologie
Pabo
Technisch geneeskunde
Technisch geneeskunde
International Studies
GSS
Psychologie
Biologie

Psychologie
Verpleegkunde
Verpleegkunde
Recht en management
Economics and business economics
Creative Business

9. Heeft u een OV-abonnement (non-students)

Alle participants of this survey were students, so there is no data.

10. Hoe oud bent u?

What is your age?	Aantal	Percentage
18	3	15%
19	11	55%
20	5	25%
21	1	5%

11. Wat zijn de eerste vier nummers van uw postcode?



Do you live in the vicinity of Utrecht?	Aantal	Percentage
Yes	4	20%
No	16	80%

12. Van welke vervoersmiddelen bent u in het bezit?

What modes of travel do you own?	Amount
Bicycle	10
Bicycle and electric bicycle	1
Diesel or petrol car and bicycle	6
Diesel or petrol car, bicycle and electric bicycle	2

Diesel or petrol car, bicycle and scooter 1

13. In het geval dat u naar de Utrechtse Heuvelrug zou reizen; hoe bereid bent u om met de volgende vervoersmiddelen er naartoe te reizen?

Fiets (niet-bezoekers)		Bus (niet-bezoekers)	
Rijlabels	Aantal van ObjectID	Rijlabels	Aantal van ObjectID
Not very willing	40%	Not very willing	5%
Not willing	35%	Not willing	20%
Neutral	10%	Neutral	30%
Willing	10%	Willing	40%
Heel_erg_bereid	5%	Heel_erg_bereid	5%
Eindtotaal	100%	Eindtotaal	100%
Train (not-visitors)		Car (not-visitors)	
Rijlabels	Aantal van ObjectID	Rijlabels	Aantal van ObjectID
Not willing	5%	Neutral	10%
Neutral	15%	Willing	55%
Willing	55%	Very willing	35%
Very willing	25%	Total	100%
Total	100%		
Car-sharing (not-visitors)		OV-bicycle (not-visitors)	
Rijlabels	Aantal van ObjectID	Rijlabels	Aantal van ObjectID
Not very willing	20%	Not very willing	65%
Not willing	25%	Not willing	15%
Neutral	30%	Willing	15%
Willing	15%	Very willing	5%
Very willing	10%	Total	100%
Total	100%		
Scooter (not-visitors)		Scooter-sharing (not-visitors)	
Rijlabels	Aantal van ObjectID	Rijlabels	Aantal van ObjectID
Not very willing	30%	Not very willing	30%
Not willing	30%	Not willing	25%
Neutral	15%	Neutral	15%
Willing	15%	Willing	20%
Very willing	10%	Very willing	10%
Total	100%	Total	100%
Walking (not-visitors)			
Rijlabels	Aantal van ObjectID		
Not very willing	55%		
Not willing	25%		
Neutral	10%		
Willing	10%		
Total	100%		

14. Met welk vervoersmiddel zou u het liefst naar de Utrechtse Heuvelrug reizen?

- Als u meerdere vervoersmiddelen in één reis wilt gebruiken kunt u die allemaal aanvinken (zoals bijvoorbeeld met de fiets naar station).

15. In hoeverre vindt u het belangrijk dat de volgende groepen uw keuze van transport goedkeuren?

Choice 0	Very unimportant
Choice 1	Unimportant
Choice 2	Neutral
Choice 3	Important
Choice 4	Very important

Category	Choice	Numbers	Percentage
Friends	choice 0	2	10
	choice 1	3	15
	choice 2	6	30
	choice 3	9	45
	choice 4	0	0
	nvt	0	0
Family	choice 0	2	10
	choice 1	5	25
	choice 2	5	25
	choice 3	8	40
	choice 4	0	0
	nvt	0	0
Fellow students	choice 0	2	10
	choice 1	7	35
	choice 2	9	45
	choice 3	2	10
	choice 4	0	0
	nvt	0	0
Colleagues	choice 0	4	20
	choice 1	6	30
	choice 2	8	40
	choice 3	1	5
	choice 4	0	0
	nvt	1	5

16. Hoe belangrijk vinden de volgende groepen in uw omgeving duurzaamheid?

Category	Choice	Numbers	Percentage
Friends	choice 0	0	0
	choice 1	3	15
	choice 2	6	30
	choice 3	10	50
	choice 4	1	5
	nvt	0	0
Family	choice 0	0	0
	choice 1	1	5
	choice 2	8	40
	choice 3	10	50
	choice 4	1	5
	nvt	0	0
Fellow students	choice 0	0	0
	choice 1	1	5
	choice 2	9	45
	choice 3	9	45
	choice 4	1	5
	nvt	0	0
Colleagues	choice 0	0	0
	choice 1	1	5
	choice 2	14	70
	choice 3	3	15
	choice 4	2	10
	nvt	0	0

17. Wat voor cijfer geeft u het reizen met de volgende vervoersmiddelen?

- Hierin is 1 heel negatief en 5 heel positief. Als u het vervoermiddel nog nooit heeft gebruikt kunt u invullen "nvt"

Grade: Bicycle	1	2	3	4	5	Does not apply	Total
Grade given by student	1	1	4	11	3	0	20

Grade: Bus	1	2	3	4	5	Does not apply	Total
Grade given by student	2	5	12	1	0	0	20

Grade: Train	1	2	3	4	5	Does not apply	Total
Grade given by student	0	1	4	10	5	0	20

Grade: Car	1	2	3	4	5	Does not apply	Total
Grade given by student	0	0	2	6	12	0	20

Grade: Shard / rental car	1	2	3	4	5	Does not apply	Total
Grade given by student	0	4	3	3	2	8	20

Grade: OV bicycle	1	2	3	4	5	Does not apply	Total
Grade given by student	0	3	4	6	0	7	20

Grade: Scooter	1	2	3	4	5	Does not apply	Total

Grade given by student	1	2	6	5	1	5	20
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Grade: Shared / rental scooter	1	2	3	4	5	Does not apply	Total
Grade given by student	1	4	3	2	4	6	20

Grade: Walking	1	2	3	4	5	Does not apply	Total
Grade given by student	0	2	6	8	3	1	20

18. Hoe belangrijk vindt u de volgende factoren in de keuze van uw vervoersmiddel?

Costs	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	3	15	1	0	1	20

Travel time	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	9	9	0	1	1	20

Parking	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	1	12	5	1	1	20
Feeling of safety	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	2	8	6	2	2	20

Sustainability	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	1	7	10	2	0	20
Baggage	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	0	10	7	3	0	20

Comfort	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	0	11	7	2	0	20

Company	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	1	13	5	0	1	20

Weather	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Number of students	4	8	5	2	1	20

19. Welke factoren belemmeren u om naar de Utrechtse Heuvelrug te reizen?

Costs	Totally	Yes	Neutral	No	Not at all	Total
Number of students	0	2	5	10	3	20

Travel time	Totally	Yes	Neutral	No	Not at all	Total
Number of students	1	12	3	4	0	20
Parking	Totally	Yes	Neutral	No	Not at all	Total
Number of students	1	0	8	9	2	20

Feeling of safety	Totally	Yes	Neutral	No	Not at all	Total
Number of students	1	0	2	12	5	20
Sustainability	Totally	Yes	Neutral	No	Not at all	Total
Number of students	0	0	2	14	4	20

Baggage	Totally	Yes	Neutral	No	Not at all	Total
Number of students	1	0	2	12	5	20
Parking	Totally	Yes	Neutral	No	Not at all	Total
Number of students	1	0	8	9	2	20

Number of students	0	3	4	8	5	20
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Comfort	Totally	Yes	Neutral	No	Not at all	Total
Number of students	0	1	4	12	3	20

Company	Totally	Yes	Neutral	No	Not at all	Total
Number of students	0	6	2	11	1	20

Weather	Totally	Yes	Neutral	No	Not at all	Total
Number of students	2	9	3	5	1	20

20. Zijn er voor u nog andere factoren van invloed op uw keuze waarom u er voor kiest om niet de Utrechtse Heuvelrug te bezoeken?

- Als er geen ander factoren van invloed zijn vul in "nvt".

Identification number students	Are there any other factors that have an influence on your choice why you will not visit de Utrechtse Heuvelrug? (If not, fill in 'nvt')
---------------------------------------	--

1	nvt
2	Nvt
3	Simpelweg weinig tijd voor en veel andere leuke dingen te doen
4	Nvt
5	Nvt
6	Ik kende het niet echt en het is niet echt vlakbij.
7	Nvt
8	nvt
9	-
10	-
11	Nvt
12	nvt
13	Nvt

14	Geen tijd, andere plekken zijn leuker
15	Ik wist eerlijk gezegd niet van het bestaan af
16	Nvt
18	Nvt
19	Nvt
22	Nvt
23	Nvt

21. Door welke factoren zou u kiezen voor de auto als vervoersmiddel?

Because of which factor would you go by car?	Number of times chosen by students	Percentage %
Baggage	10	25,00%
Weather	13	32,50%
Company: children, parents, friends	10	25,00%
Other	6	15,09%

No factors	1	2,50%
Total	40	100,00%

Identification number student	Other, namely - Because of which factor would you go by car?
3	Reistijd
4	Afstand,
13	Reistijd
15	Reistijd,en,gemak,
22	Tijd

22. Waarom kiest u hierdoor de auto?

Category	Code
Weer (Weather)	1

Bagage (Baggage)	2
Comfort (Comfort)	3
Reistijd (Travel time)	4
Gezelschap (Company)	5
Nvt (Does not apply)	6
Makkelijk (Easy)	7
Onduidelijk antwoord (Unclear answer)	8
Minder beperkingen (Less limitations)	9
Lui/te veel inspanning (Lazy / too much effort)	10
Kosten (Costs)	11

Identiteit (Identity)	12
Bestemming (Destination)	13
Efficiënt (Efficient)	14
Veiligheid (Safety)	15
Niet bereikbaar met OV (No access with public transport)	16
Als het kan, heb alleen geen auto (Whenever I can, but I do not have a car)	17
Medische reden (Medical reasons)	18
Beschikbaar (Availability)	19
Geen wachttijd (No waiting)	20
Geen onzekerheid OV (vertraging) (No uncertainty public transport (delays))	21

Afstand (Distance)	22
Activiteit (Activity)	23
Gezellig	24
Rustig praten (Talking)	25
Dingen in de auto laten liggen (Leaving stuff in the car is possible)	26

Answers:

Identification number student	Why do you go by car?	Code
1	Veel bagage in combinatie met bv jonge kinderen in de familie maken een auto toch wel comfortable	2, 5, 3
2	Als het hard regent of waait, dan kom je al niet vrolijk aan	1
3	Andere vervoersmiddelen geven lange reistijd	4

4	Nvt	6
5	In de auto zit je in ieder geval droog en in het geval dat je bagage bij je hebt, hoef je niet elke keer met bagage te sleuren zoals in het OV.	1, 2
6	Gezellig, makkelijk en kan veel meenemen	24, 7, 2
7	Droog zitten tijdens slecht weer Veel tassen in de auto makkelijk	1, 2, 7
8	het gemak	7
9	Je kan rustig praten met elkaar, en alles wat je meeneemt kan altijd in de auto blijven liggen	25, 26
10	Je kan rustig praten met elkaar, en alles wat je meeneemt kan altijd in de auto blijven liggen	25,26 (double?)
11	Snel/comfortable	4, 3
12	Als het regent of als je met veel mensen bent	1, 5
13	Vaak is de auto het snelst en flexibel. Ook osnhet makkelijk in gebruik.	4, 9, 7

14	Als het regent heb ik geen zin om te fietsen. Geen zin om met koffers te sjouwen in de trein als ik met de auto kan.	1,2
15	Ik ben niet afhankelijk van vaste tijden (trein)	9
16	Makkelijk iedereen meenemen	5
18	Nvt	6
19	Handig, comfortabel	7, 3
22	Is te ver met de fiets/ als mensen anders niet mee kunnen	22, 5
23	Het is gemakkelijk en kost minder tijd voor het reizen dan daadwerkelijk op locatie zijn.	7, 4, 13

23. Bent u het eens of oneens met de volgende uitspraak: "Ik vind duurzaamheid belangrijk"

Do you agree or disagree with the following statement: "Sustainability is important"?	Number of students
Totally agree	2
Agree	17
Neutral	1

Disagree	0
Totally disagree	0
Total	20

24. Bent u het eens of oneens met de volgende uitspraak: "Ik neem duurzaamheid in overweging als ik naar de Utrechtse Heuvelrug reis"

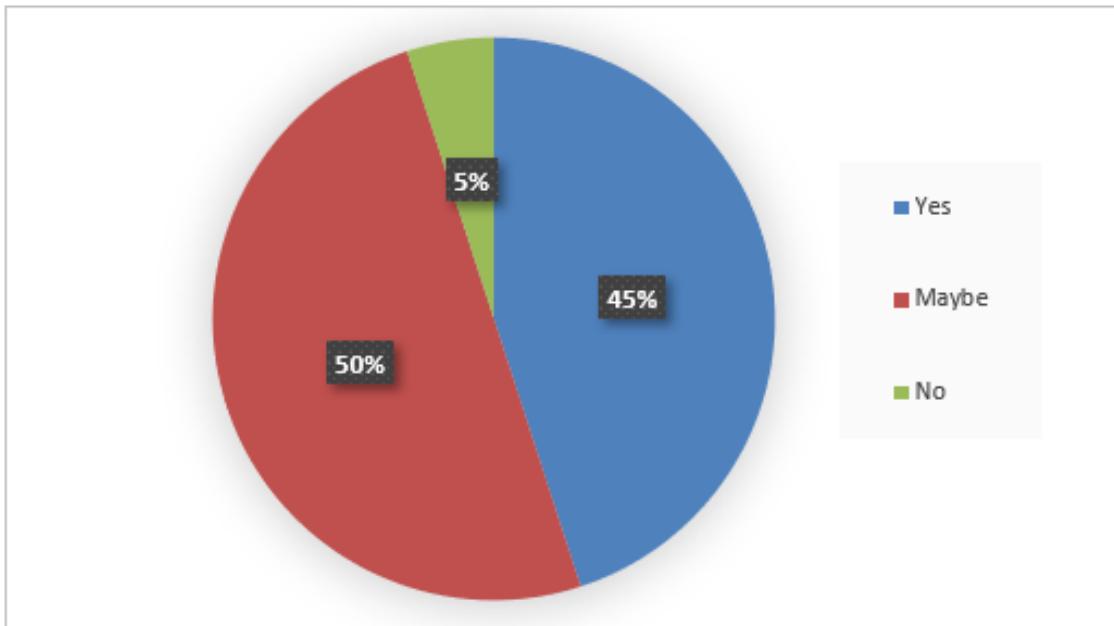
Do you agree or disagree with the following statement: "I take sustainability into consideration when I travel towards de Utrechtse Heuvelrug"?	Number of students
Totally agree	0
Agree	5
Neutral	10
Disagree	4
Totally disagree	1
Total	20

25. Vindt u het fijn om in de natuur te zijn?

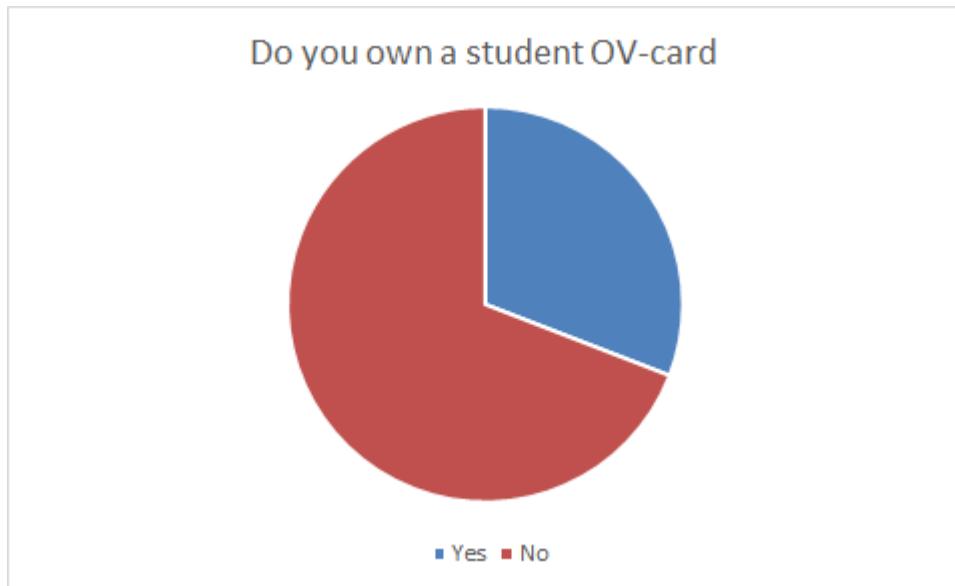
Do you enjoy being in nature?	Number of students
Yes	20
No	0
Total	20

26. Zou u de Utrechtse Heuvelrug (vaker) willen bezoeken?

Would you like to visit de Utrechtse Heuvelrug (more often)?	Number of students
Yes	9
Maybe	10
No	1
Total	20



1. Heeft u een studenten OV-kaart?



Do you own a student OV-card	Amount of participants
Yes	25
No	56

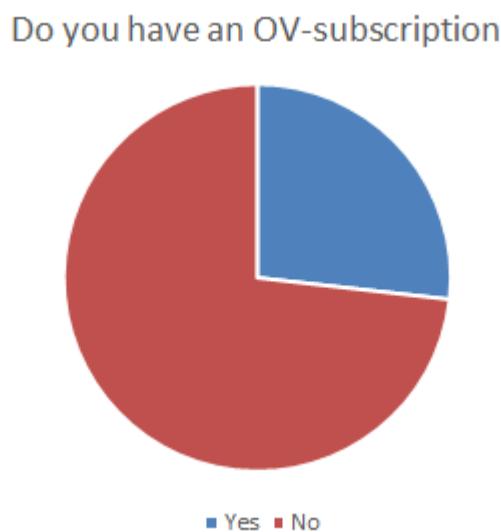
2. Welk abonnement heeft u (studenten)

What student OV subscription do you have?

Week OV	18
Weekend OV	7

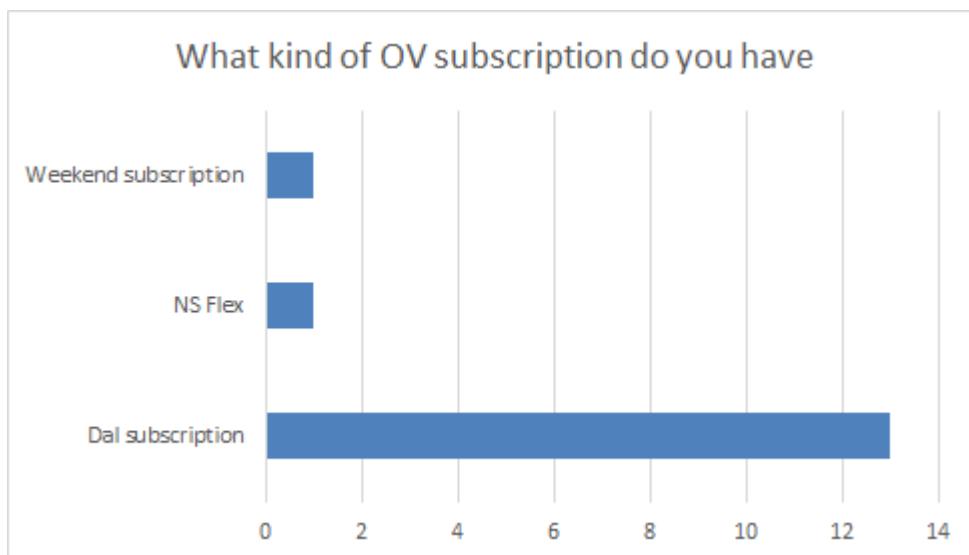
3. Heeft u een OV-abonnement (niet studenten)

Do you have an OV-subscription?



Yes	15
No	41

4. Wat voor OV-abonnement heeft u?



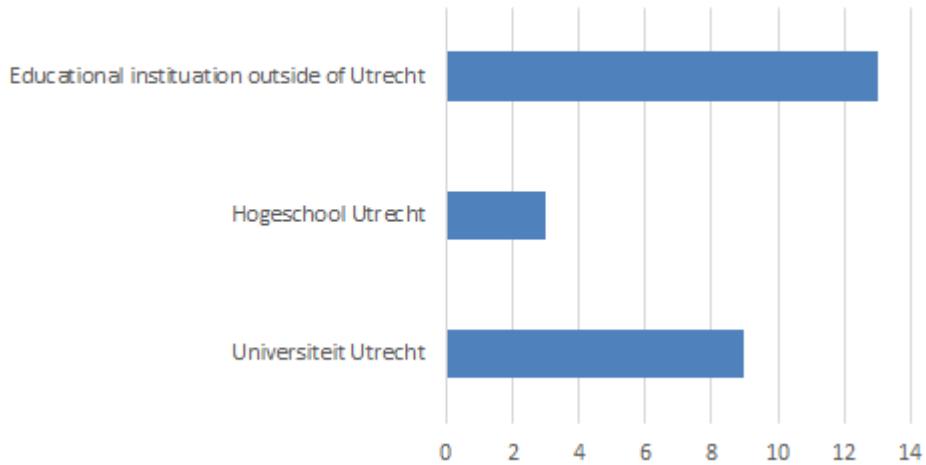
5. Aan welke onderwijsinstelling studeert u?

Where do you study?



■ Universiteit Utrecht
■ Hogeschool Utrecht
■ Educational institution outside of Utrecht

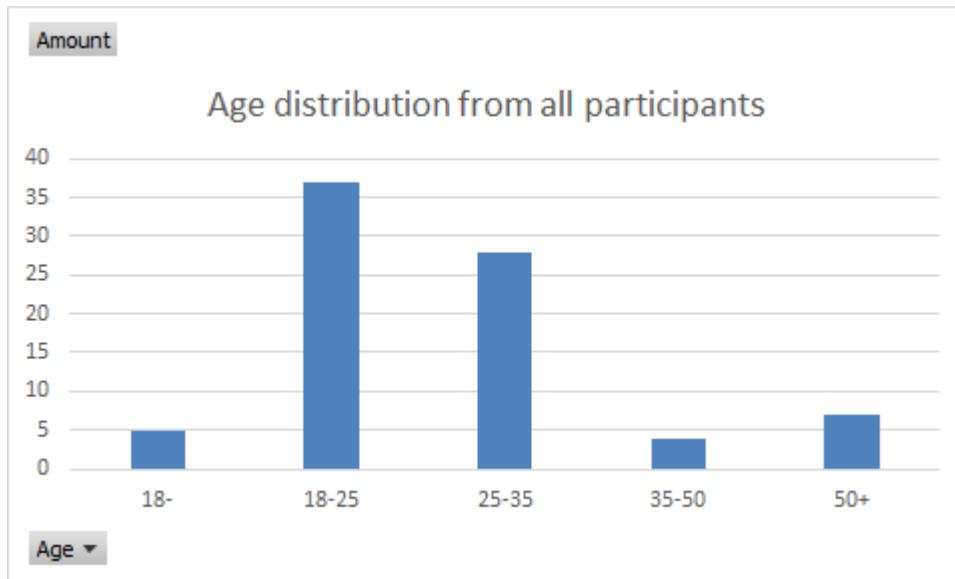
Where do you study?



6. Wat studeert u?

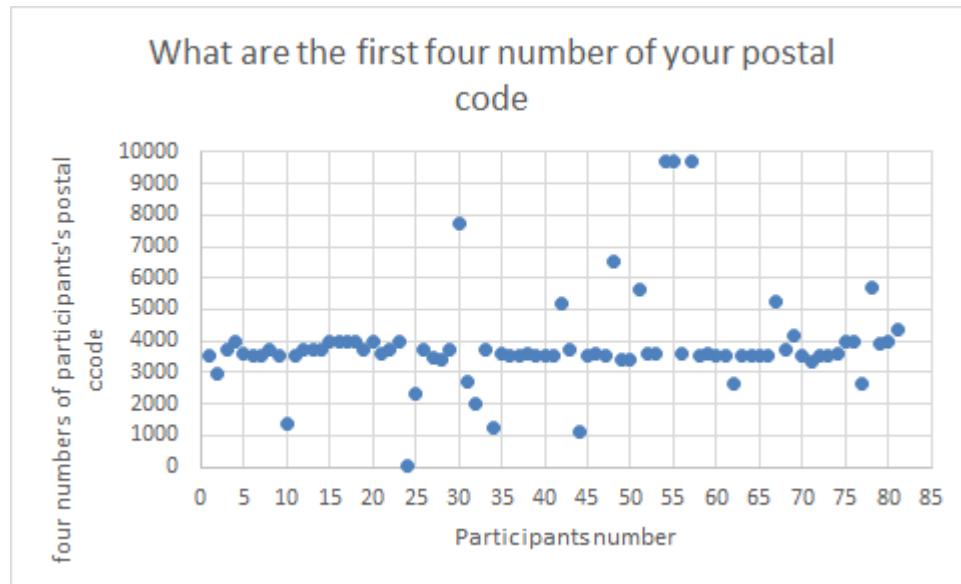
What do you study?

7. Hoe oud bent u?



Age distribution of participants	Amount	Percentage
18-	5	6,2%
18-25	37	45,7%
25-35	28	34,6%
35-50	4	4,9%
50+	7	8,6%

8. Wat zijn de eerste vier nummers van uw postcode?



Do you live in Utrecht (postal code starting with 35)	Amount	Percentage
Yes	32	39,5%
No	49	60,5%

Do you live in the vicinity of Utrecht (postal code starting with 34, 35, 37, or 39)	Amount	Percentage
Yes	57	70,4%
No	24	29,6%

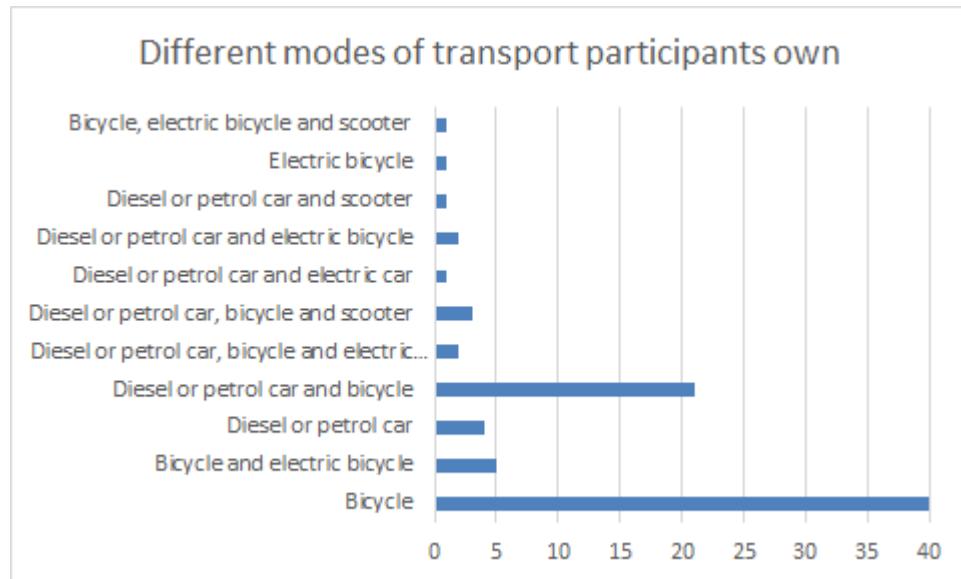
9. Bent u opgegroeid in de omgeving van de Utrechtse Heuvelrug

Did you grow up in the vicinity of the Utrechtse Heuvelrug?	Amount	Percentage
Yes	26	32,1%

No	55	64,2%
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10. Van welke vervoersmiddelen bent u in het bezit?

Which mode of transport do you own?	Amount	Percentage
Bicycle	40	49,4%
Bicycle and electric bicycle	5	6,2%
Diesel or petrol car	4	4,9%
Diesel or petrol car and bicycle	21	25,9%
Diesel or petrol car, bicycle and electric bicycle	2	2,5%
Diesel or petrol car, bicycle and scooter	3	3,7%
Diesel or petrol car and electric car	1	1,2%
Diesel or petrol car and electric bicycle	2	2,5%
Diesel or petrol car and scooter	1	1,2%
Electric bicycle	1	1,2%
Bicycle, electric bicycle and scooter	1	1,2%



Row labels	Amount of ObjectID
Non-student	56
Bicycle	26
Bicycle and electric bicycle	6
Diesel or petrol car	2
Diesel or petrol car and bicycle	13
Diesel or petrol car and electric bicycle	2
Diesel or petrol car and electric car	1
Diesel or petrol car and scooter	1
Diesel or petrol car, bicycle and electric bicycle	1
Diesel or petrol car, bicycle and scooter	3
Electric bicycle	1

Student	25
Bicycle	15
Bicycle and electric bicycle	3
Bicycle, electric bicycle and scooter	1
Diesel or petrol car	2
Diesel or petrol car and bicycle	4
Total	81

11. Weet u waar de Utrechtse Heuvelrug is?

Do you know where the Utrechtse Heuvelrug is?	Students	Non-students
Yes	64%	94,6%
No	36%	5,4%

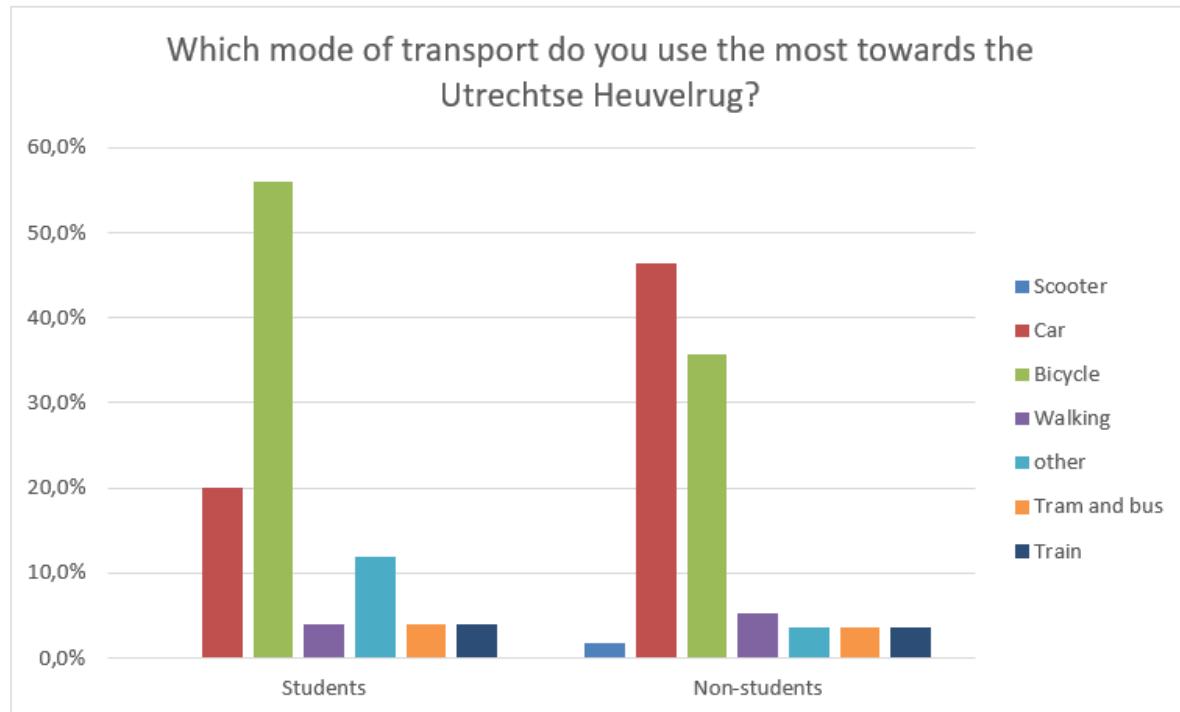
12. Hoe vaak gaat u naar de Utrechtse Heuvelrug?

How many times do you travel towards the Utrechtse Heuvelrug?	Students	Non-students
At least once a year	36,0%	39,3%
At least once a month	28,0%	28,6%
At least once a week	12,0%	23,2%
Never	24,0%	8,9%

13. Welke vervoersmiddelen heeft u weleens gebruikt om naar de Utrechtse Heuvelrug te reizen?

Which mode of transport do you use to travel towards the Utrechtse Heuvelrug?	Students	Non-students
Train	28,6%	16,0%
Walking	19,6%	11,0%
Bicycle	58,9%	33,0%
Car	67,9%	38,0%
Tram and bus	23,2%	13,0%
Scooter	1,8%	1,0%
Other	1,8%	1,0%

14. Welk vervoermiddel gebruikt u het meest om naar de Utrechtse Heuvelrug te reizen



Which mode of transport do you use the most towards the Utrechtse Heuvelrug?	Students	Non-students
Scooter	0,0%	1,8%
Car	20,0%	46,4%
Bicycle	56,0%	35,7%
Walking	4,0%	5,4%
Tram and bus	4,0%	3,6%
Train	4,0%	3,6%
Other	12,0%	3,6%

15. Met welk gezelschap gaat u naar de Utrechtse Heuvelrug?

With who do you travel towards the Utrechtse Heuvelrug?	Students	Non-students
Family	44,0%	58,9%
Friends	68,0%	58,9%
Colleagues	0,0%	58,9%
Fellow students	24,0%	10,7%
Other	12,0%	58,9%

16. Voor welke activiteiten komt u naar de Utrechtse Heuvelrug?

For which activity do you come to the Utrechtse Heuvelrug?	Students	Non-students

Walking	72,0%	76,8%
Cycling	32,0%	39,3%
Running	16,0%	12,5%
Mountainbiken	16,0%	14,3%
Walking the dog	20,0%	16,1%
Other	28,0%	17,9%

17. Welke factor(en) houd(en) u soms tegen om de Utrechtse Heuvelrug te bezoeken?

Which factors stop you sometimes from traveling towards the Utrechtse Heuvelrug? Answers

Distance	3
Accessibility of public transport	3
Time	2
Anxiety	1
Crowdedness	2
Weather	2
Other similar places near by	1

18. Hoe bereid bent u om de ... naar de Utrechtse Heuvelrug te komen?

Bicycle (visitors)								
Rijlabels	Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Yes			20%	38%	0%	42%	24%	31%
No			80%	63%	100%	58%	76%	69%
Total			100%	100%	100%	100%	100%	100%
Bus (visitors)								
Rijlabels	Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Yes			27%	17%	35%	32%	75%	31%
No			73%	83%	65%	68%	25%	69%
Total			100%	100%	100%	100%	100%	100%
Train (visitors)								
Rijlabels	Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Yes			50%	22%	38%	27%	0%	31%
No			50%	78%	62%	73%	100%	69%
Total			100%	100%	100%	100%	100%	100%
Car (visitors)								
Rijlabels	Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Yes			43%	50%	17%	44%	13%	31%
No			57%	50%	83%	56%	88%	69%
Total			100%	100%	100%	100%	100%	100%

Car-sharing (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	total
Rijlabels							
Yes		25%	33%	32%	35%	0%	31%
No		75%	67%	68%	65%	100%	69%
Total		100%	100%	100%	100%	100%	100%
OV-bicycle (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		24%	19%	30%	46%	25%	31%
No		76%	81%	70%	54%	75%	69%
Total		100%	100%	100%	100%	100%	100%
Scooter (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		31%	33%	28%	38%	0%	31%
No		69%	67%	72%	62%	100%	69%
Total		100%	100%	100%	100%	100%	100%
Scooter-sharing (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		29%	31%	13%	47%	17%	31%
No		71%	69%	88%	53%	83%	69%
Total		100%	100%	100%	100%	100%	100%
Walking (visitors)							
Aantal van ObjectID	Kolomlabels	Very not willing	Not willing	Neutral	Willing	Very willing	Total
Rijlabels							
Yes		28%	33%	42%	30%	22%	31%
No		72%	67%	58%	70%	78%	69%
Total		100%	100%	100%	100%	100%	100%

19. In hoeverre vind u het belangrijk dat ... uw keuze van transport goedkeuren?

Choice 0	Very unimportant
Choice 1	Unimportant
Choice 2	Neutral
Choice 3	Important
Choice 4	Very important

Students:

Category	Choice	Number	Percentage
Friends	choice 0	7	28
	choice 1	6	24
	choice 2	5	20
	choice 3	7	28
	choice 4	0	0
	nvt	0	0
Family	choice 0	7	28
	choice 1	6	24
	choice 2	6	24
	choice 3	6	24
	choice 4	0	0
	nvt	0	0
Fellow students	choice 0	8	32
	choice 1	8	32
	choice 2	5	20
	choice 3	4	16
	choice 4	0	0
	nvt	0	0
Colleagues	choice 0	8	32
	choice 1	9	36
	choice 2	5	20
	choice 3	2	8
	choice 4	0	0
	nvt	1	4

Non-students:

Category	Choice	Number	Percentage
Friends	choice 0	17	30
	choice 1	9	16
	choice 2	10	18
	choice 3	17	30
	choice 4	1	2
	nvt	2	4
Family	choice 0	15	27
	choice 1	9	16
	choice 2	17	30
	choice 3	12	21
	choice 4	1	2
	nvt	2	4
Fellow students	choice 0	17	30
	choice 1	9	16
	choice 2	14	25
	choice 3	2	4
	choice 4	0	0
	nvt	14	25
Colleagues	choice 0	16	29
	choice 1	12	21
	choice 2	17	30
	choice 3	5	9
	choice 4	0	0
	nvt	6	11

20. Hoe belangrijk vinden ... duurzaamheid?

Students:

Category	Choice	Number	Percentage
Friends	choice 0	1	4
	choice 1	0	0
	choice 2	8	32
	choice 3	13	52
	choice 4	3	12
	nvt	0	0
Family	choice 0	1	4
	choice 1	1	4
	choice 2	9	36
	choice 3	10	40
	choice 4	4	16
	nvt	0	0
Fellow students	choice 0	3	12
	choice 1	2	8
	choice 2	6	24
	choice 3	9	36
	choice 4	5	20
	nvt	0	0
Colleagues	choice 0	2	8
	choice 1	2	8
	choice 2	11	44
	choice 3	6	24
	choice 4	1	4
	nvt	3	12

Non-students:

Category	Choice	Number	Percentage
Friends	choice 0	3	5
	choice 1	5	9
	choice 2	15	27
	choice 3	23	41
	choice 4	9	16
	nvt	1	2
Family	choice 0	2	4
	choice 1	7	13
	choice 2	19	34
	choice 3	24	43
	choice 4	4	7
	nvt	1	2
Fellow students	choice 0	1	2
	choice 1	3	5
	choice 2	18	32
	choice 3	11	20
	choice 4	4	7
	nvt	19	34
Colleagues	choice 0	3	5
	choice 1	3	5
	choice 2	22	39
	choice 3	14	25
	choice 4	6	11
	nvt	8	14

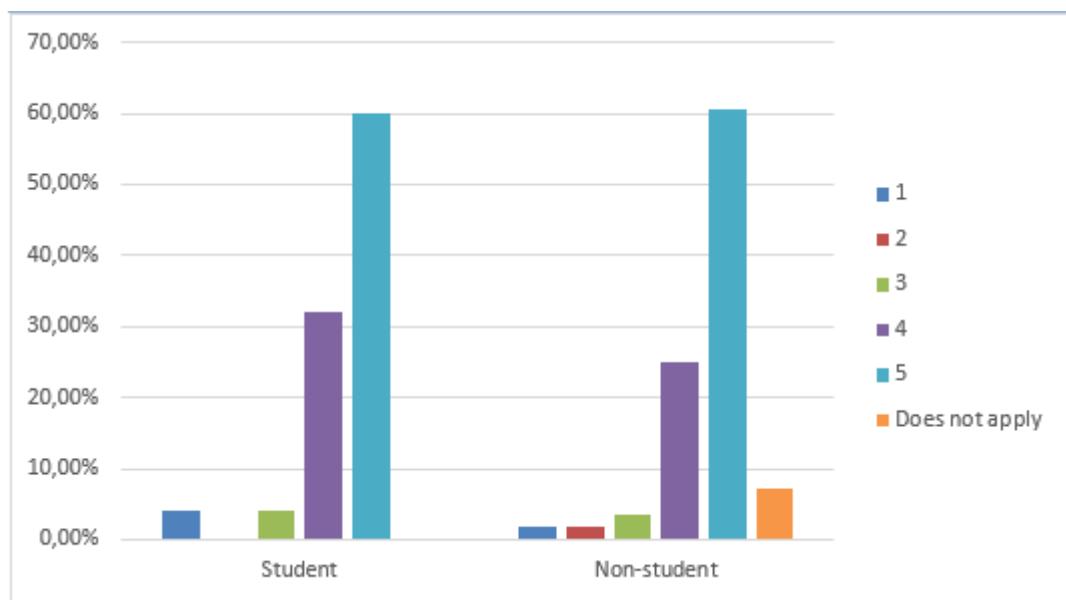
21. Wat voor cijfer geeft u het reizen met de volgende vervoersmiddelen?

Average grade	Bicycle	Bus	Train	Car	Car-sharing	OV-bicycle	Scooter	Scooter-sharing	Walking
Students	4.4	3.6	3.3	3.9	3.1	3.6	2.7	2.8	4.0
Non-students	4.5	3.0	3.5	4.1	2.8	3.4	2.7	2.6	4.1
Non-visitors	3.7	2.6	4.0	4.5	3.3	3.2	3.2	3.3	2.6

Bicycle

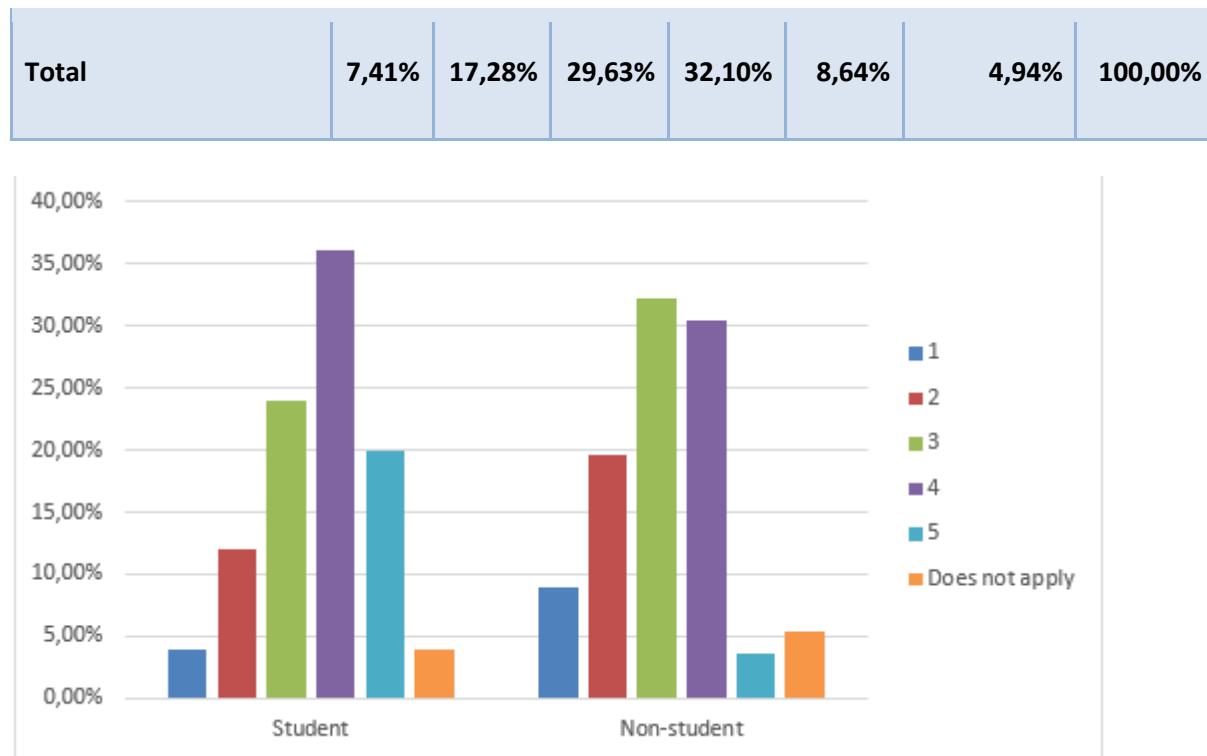
Grade: bicycle	1	2	3	4	5	Does not apply	Total

Student	4,00%	0,00%	4,00%	32,00%	60,00%	0,00%	100,00%
Non-student	1,79%	1,79%	3,57%	25,00%	60,71%	7,14%	100,00%
Total	2,47%	1,23%	3,70%	27,16%	60,49%	4,94%	100,00%



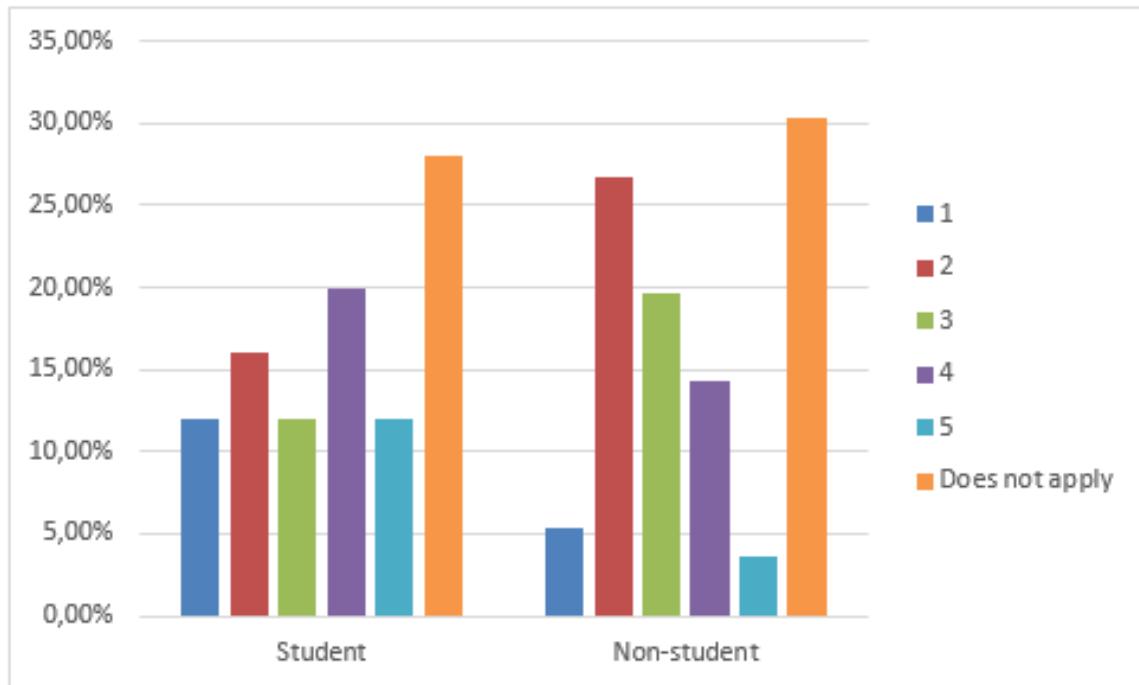
Bus

Grade: Bus	1	2	3	4	5	Does not apply	Total
Student	4,00%	12,00%	24,00%	36,00%	20,00%	4,00%	100,00%
Non-student	8,93%	19,64%	32,14%	30,36%	3,57%	5,36%	100,00%



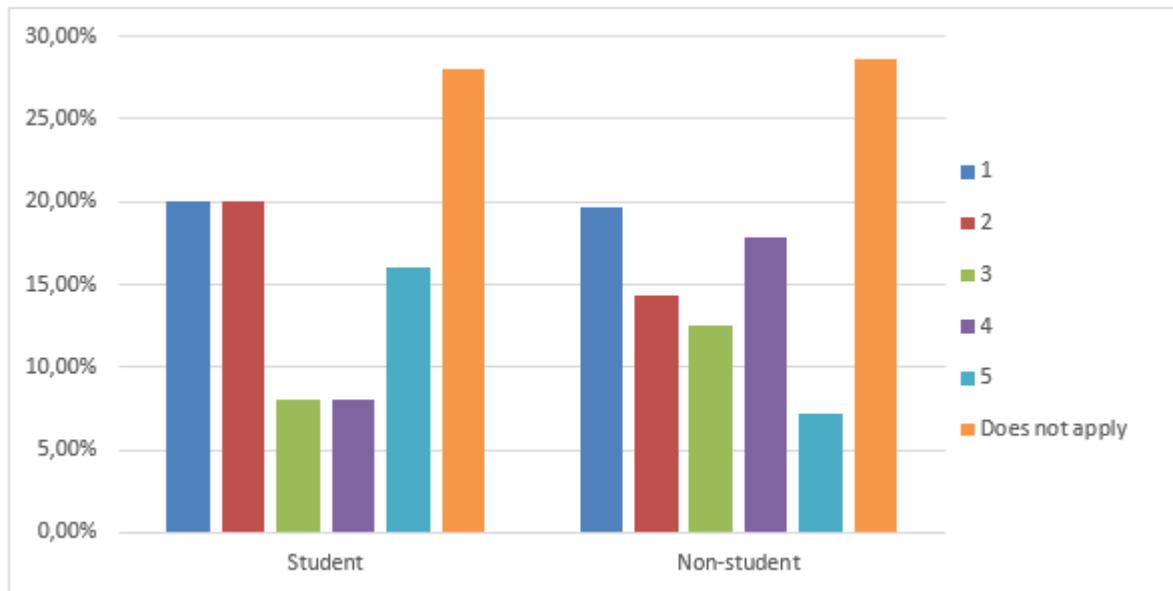
Shared / rental car

Grade: shared /rental car	1	2	3	4	5	Does not apply	Total
Student	12,00%	16,00%	12,00%	20,00%	12,00%	28,00%	100,00%
Non-student	5,36%	26,79%	19,64%	14,29%	3,57%	30,36%	100,00%
Total	7,41%	23,46%	17,28%	16,05%	6,17%	29,63%	100,00%



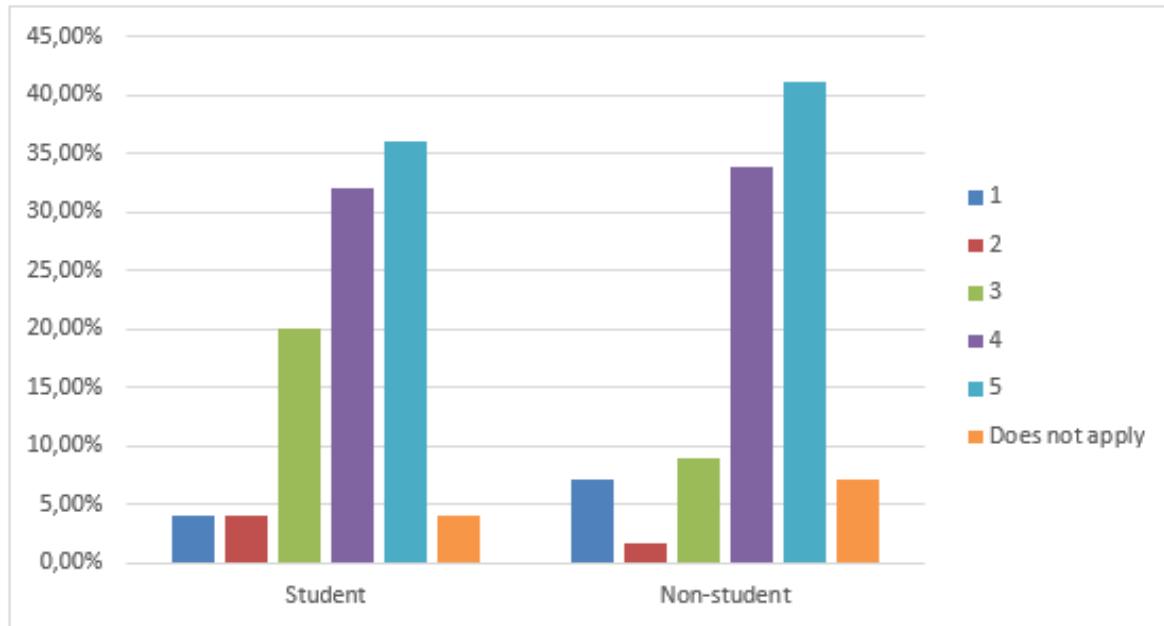
Scooter

Grade: Scooter/brommer	1	2	3	4	5	Does not apply	Total
Student	20,00%	20,00%	8,00%	8,00%	16,00%	28,00%	100,00%
Non-student	19,64%	14,29%	12,50%	17,86%	7,14%	28,57%	100,00%
Total	19,75%	16,05%	11,11%	14,81%	9,88%	28,40%	100,00%



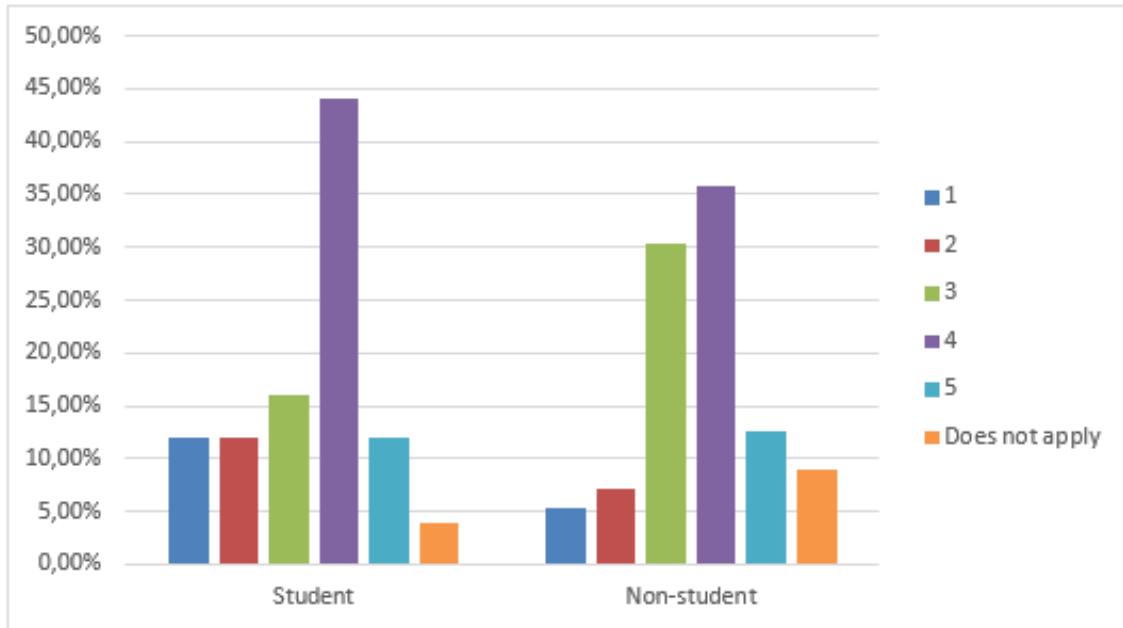
Walking

Grade: Walking	1	2	3	4	5	Does not apply	Total
Student	4,00%	4,00%	20,00%	32,00%	36,00%	4,00%	100,00%
Non-student	7,14%	1,79%	8,93%	33,93%	41,07%	7,14%	100,00%
Total	6,17%	2,47%	12,35%	33,33%	39,51%	6,17%	100,00%



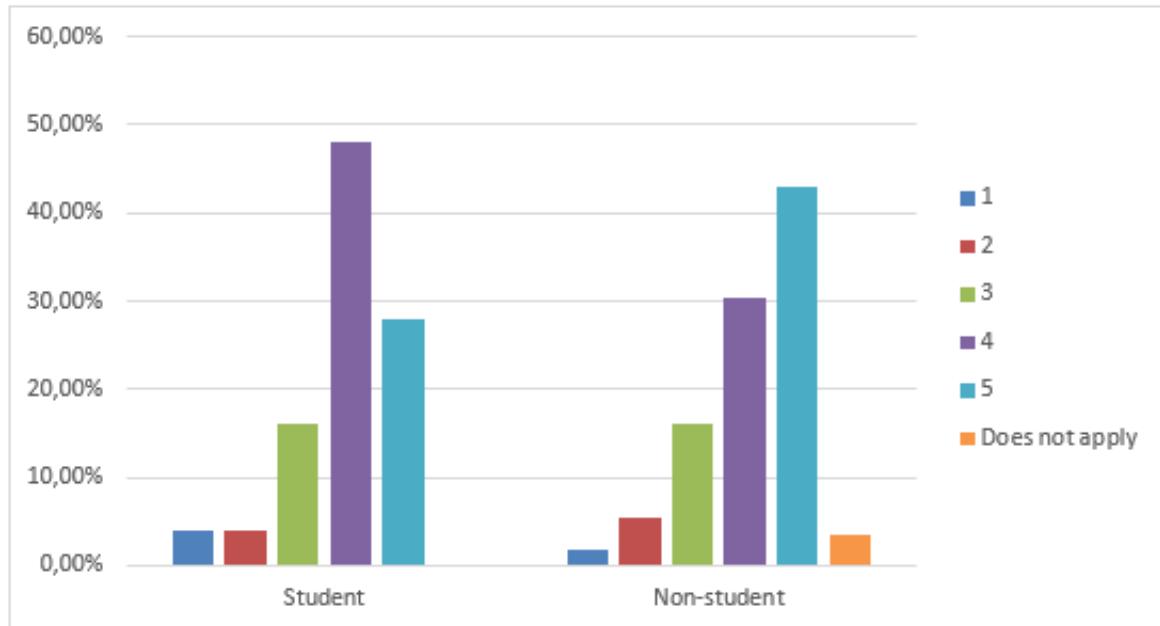
Train

Grade: Train	1	2	3	4	5	Does not apply	Total
Student	12,00%	12,00%	16,00%	44,00%	12,00%	4,00%	100,00%
Non-student	5,36%	7,14%	30,36%	35,71%	12,50%	8,93%	100,00%
Total	7,41%	8,64%	25,93%	38,27%	12,35%	7,41%	100,00%



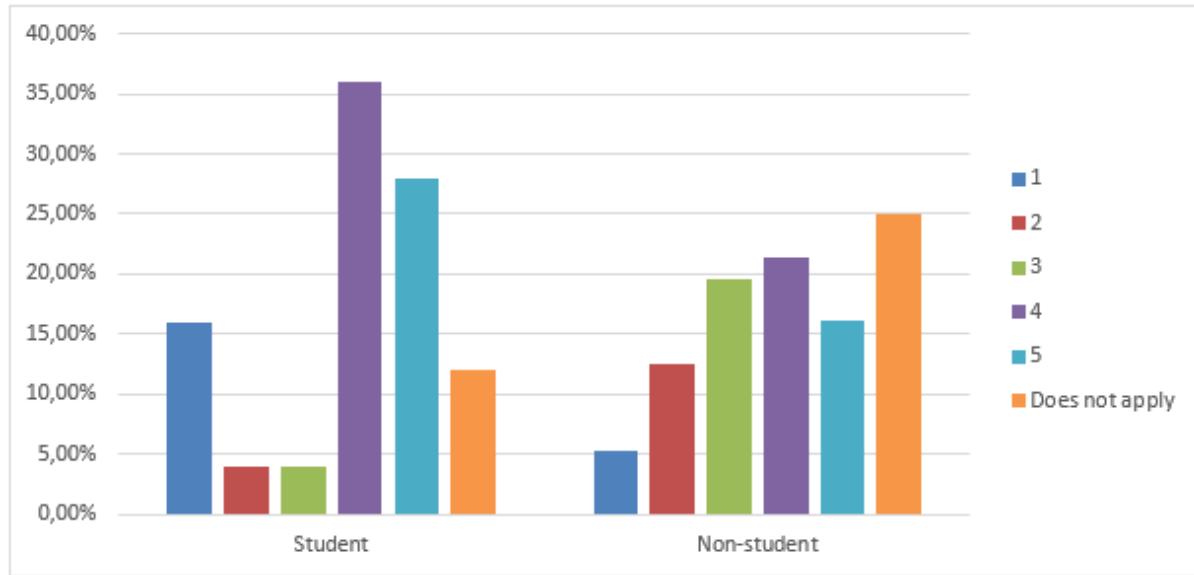
Car

Grade: car	1	2	3	4	5	Does not apply	Total
Student	4,00%	4,00%	16,00%	48,00%	28,00%	0,00%	100,00%
Non-student	1,79%	5,36%	16,07%	30,36%	42,86%	3,57%	100,00%
Total	2,47%	4,94%	16,05%	35,80%	38,27%	2,47%	100,00%



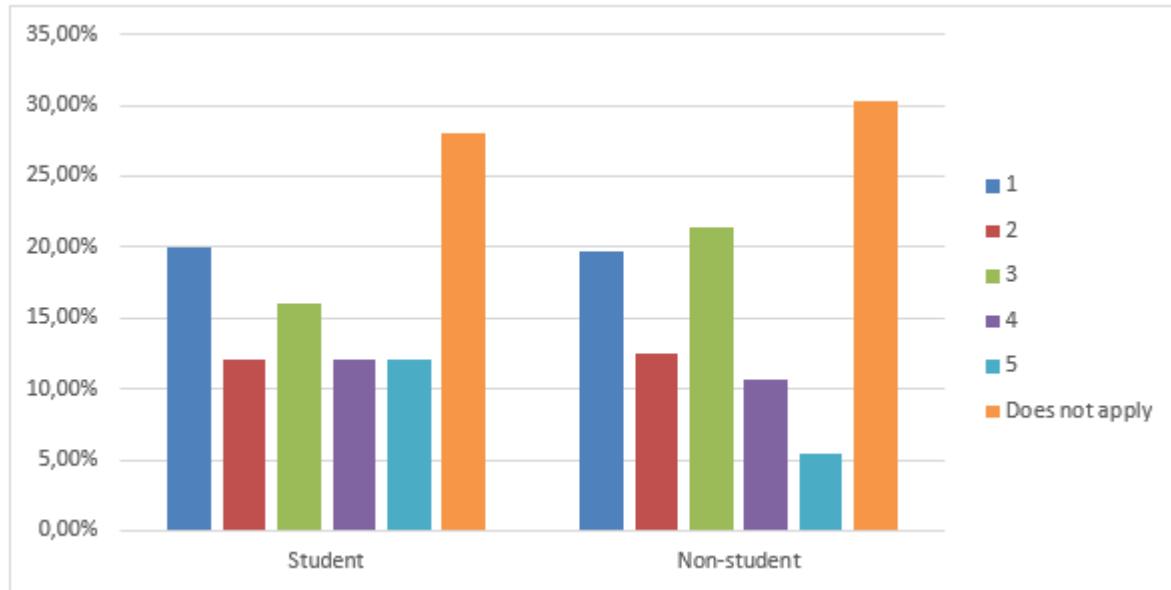
OV-bicycle

Grade: OV bicycle	1	2	3	4	5	Does not apply	Total
Student	16,00%	4,00%	4,00%	36,00%	28,00%	12,00%	100,00%
Non-student	5,36%	12,50%	19,64%	21,43%	16,07%	25,00%	100,00%
Total	8,64%	9,88%	14,81%	25,93%	19,75%	20,99%	100,00%



Shared / rental scooter

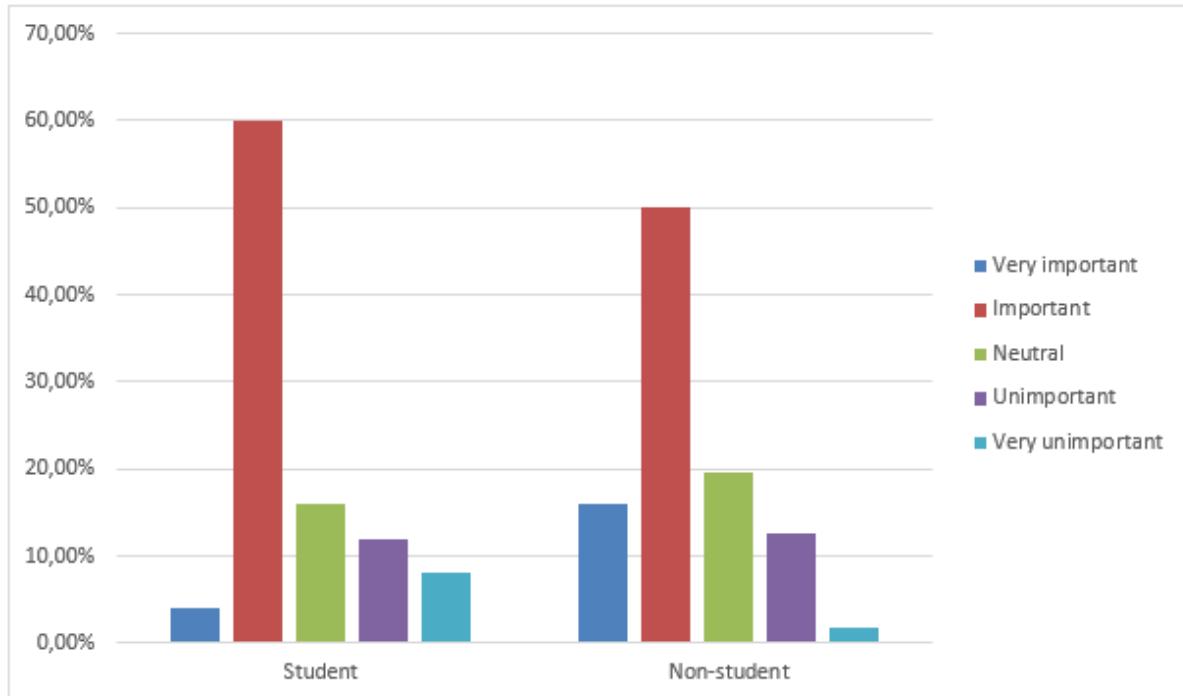
Grade: Shared / rental scooter	1	2	3	4	5	Does not apply	Total
Student	20,00%	12,00%	16,00%	12,00%	12,00%	28,00%	100,00%
Non-student	19,64%	12,50%	21,43%	10,71%	5,36%	30,36%	100,00%
Total	19,75%	12,35%	19,75%	11,11%	7,41%	29,63%	100,00%



22. Hoe belangrijk vindt u de volgende factoren in de keuze van uw vervoermiddel?

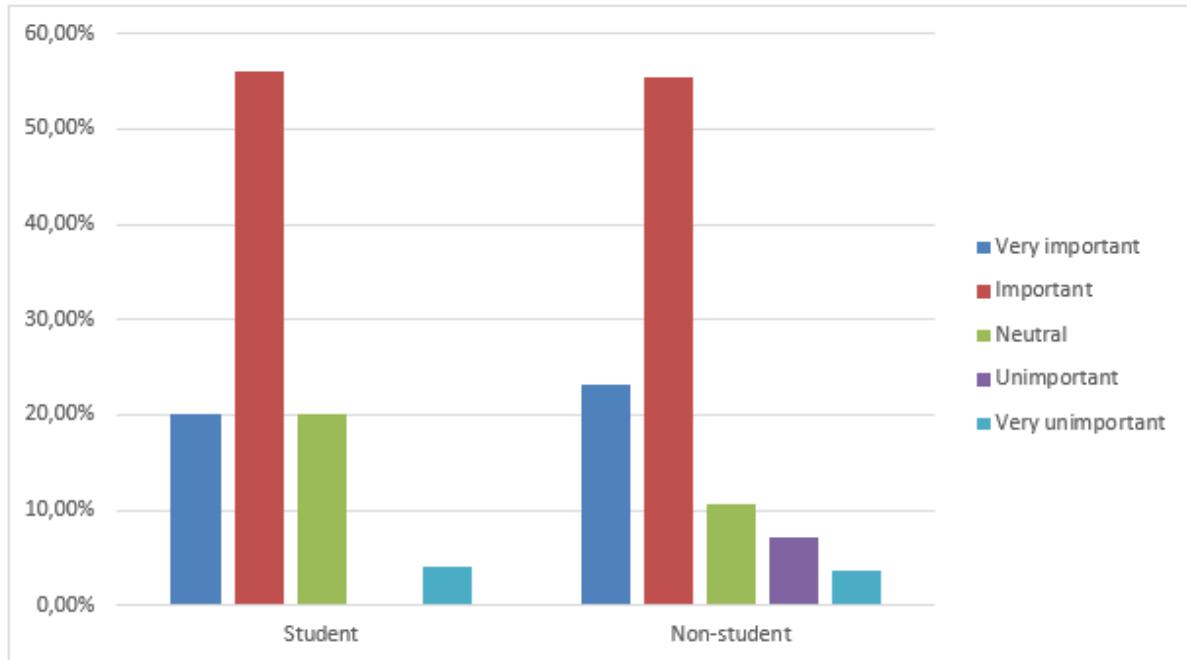
Costs

Costs	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	4,00%	60,00%	16,00%	12,00%	8,00%	100,00%
Non-student	16,07%	50,00%	19,64%	12,50%	1,79%	100,00%
Total	12,35%	53,09%	18,52%	12,35%	3,70%	100,00%



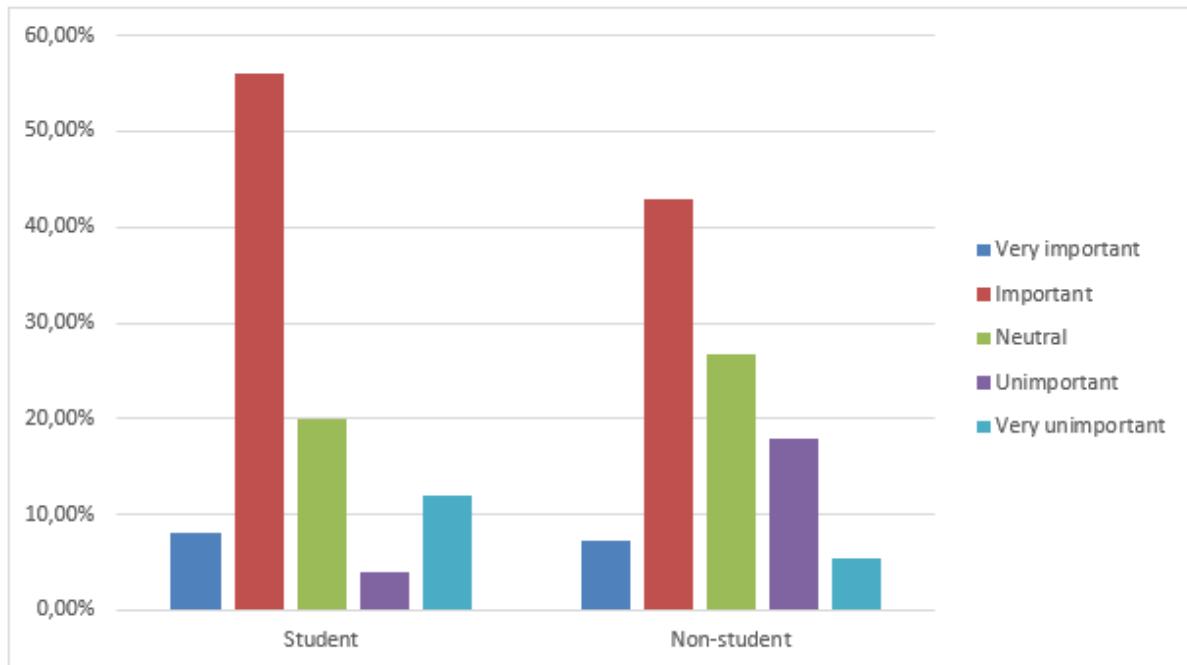
Travel time

Travel time	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	20,00%	56,00%	20,00%	0,00%	4,00%	100,00%
Non-student	23,21%	55,36%	10,71%	7,14%	3,57%	100,00%
Total	22,22%	55,56%	13,58%	4,94%	3,70%	100,00%



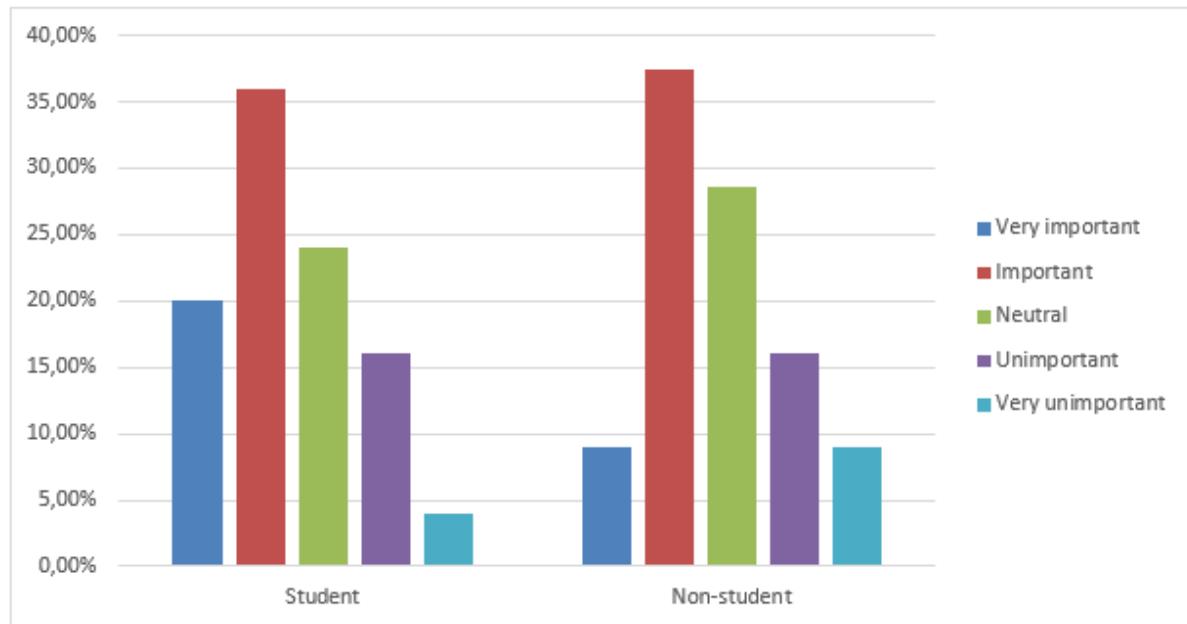
Parking

Parking	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	8,00%	56,00%	20,00%	4,00%	12,00%	100,00%
Non-student	7,14%	42,86%	26,79%	17,86%	5,36%	100,00%
Total	7,41%	46,91%	24,69%	13,58%	7,41%	100,00%



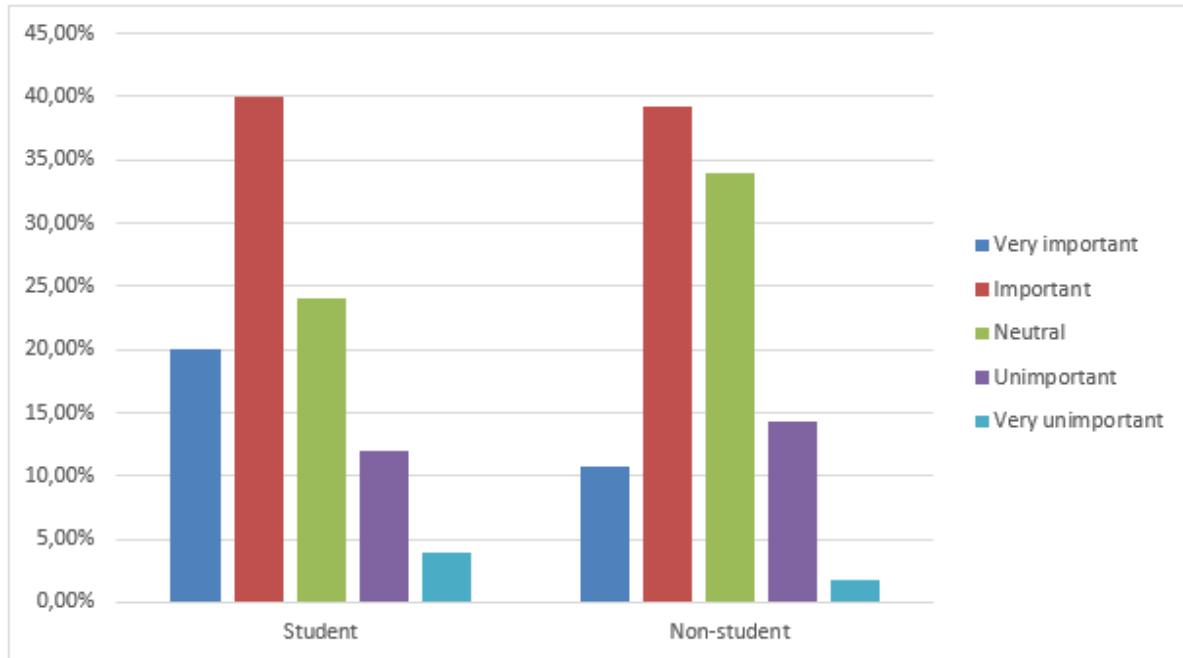
Feeling of safety

Feeling of safety	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	20,00%	36,00%	24,00%	16,00%	4,00%	100,00%
Non-student	8,93%	37,50%	28,57%	16,07%	8,93%	100,00%
Total	12,35%	37,04%	27,16%	16,05%	7,41%	100,00%



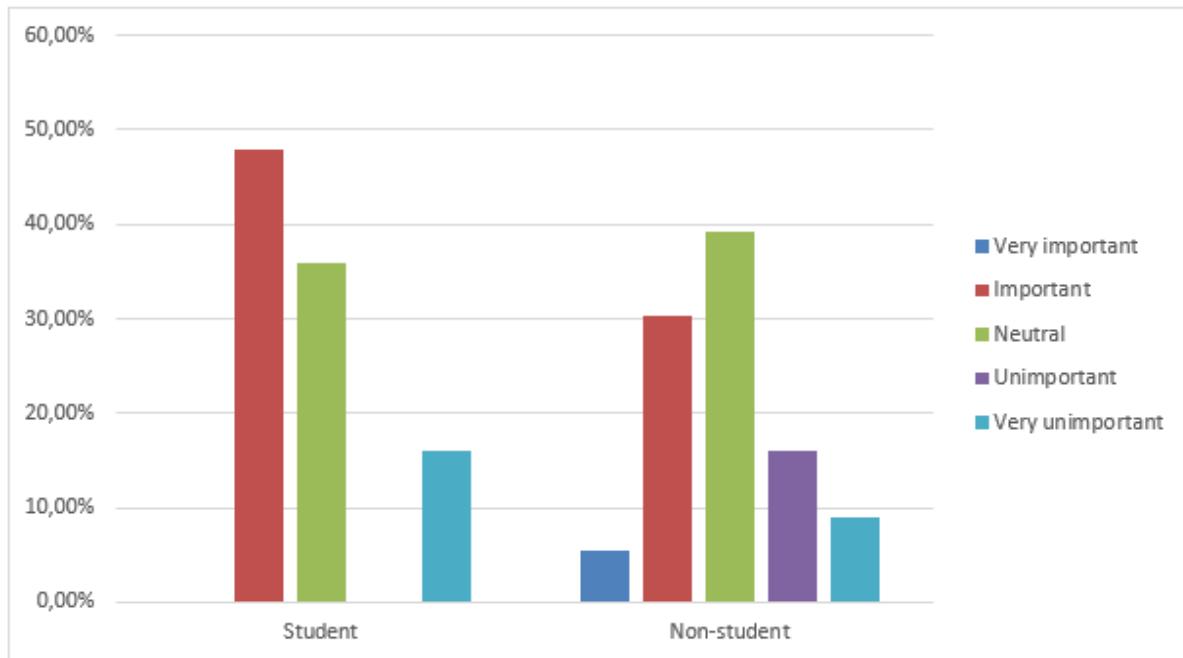
Sustainability

Sustainability	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	20,00%	40,00%	24,00%	12,00%	4,00%	100,00%
Non-student	10,71%	39,29%	33,93%	14,29%	1,79%	100,00%
Total	13,58%	39,51%	30,86%	13,58%	2,47%	100,00%



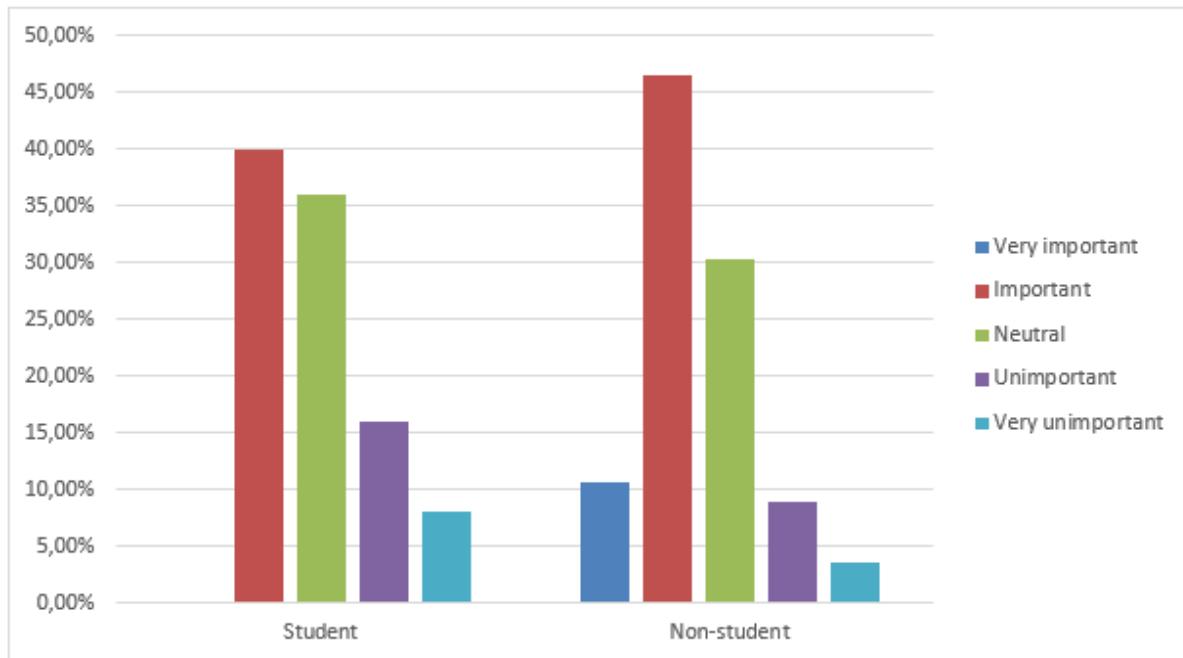
Baggage

Baggage	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	0,00%	48,00%	36,00%	0,00%	16,00%	100,00%
Non-student	5,36%	30,36%	39,29%	16,07%	8,93%	100,00%
Total	3,70%	35,80%	38,27%	11,11%	11,11%	100,00%



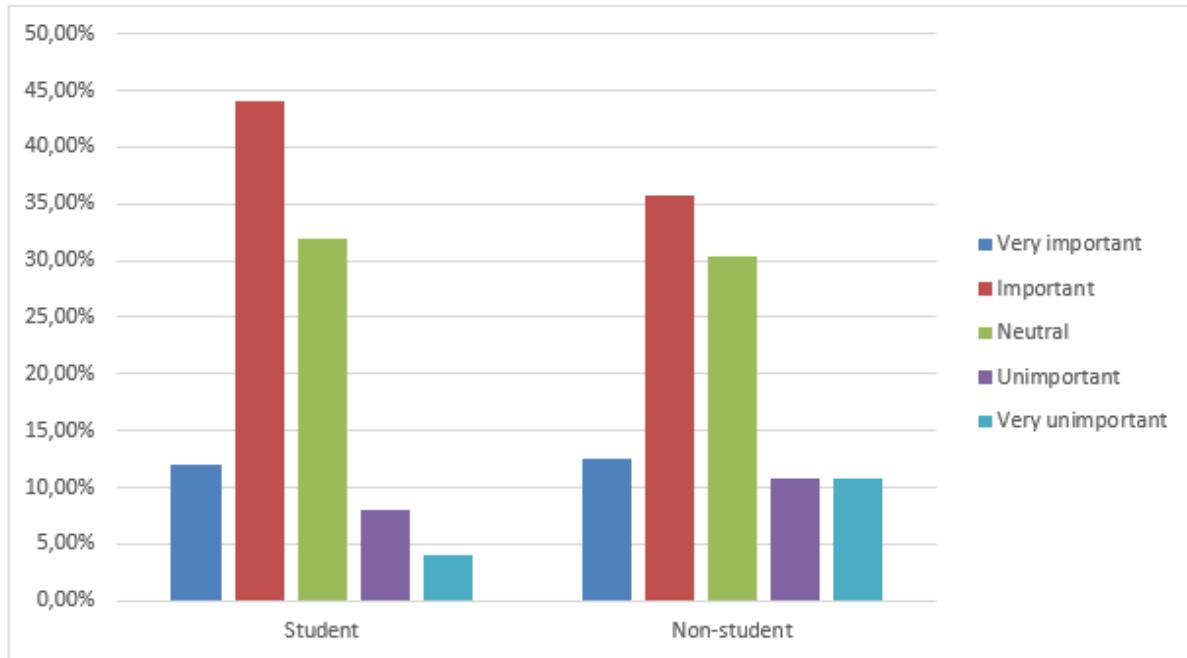
Comfort

Comfort	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	0,00%	40,00%	36,00%	16,00%	8,00%	100,00%
Non-student	10,71%	46,43%	30,36%	8,93%	3,57%	100,00%
Total	7,41%	44,44%	32,10%	11,11%	4,94%	100,00%



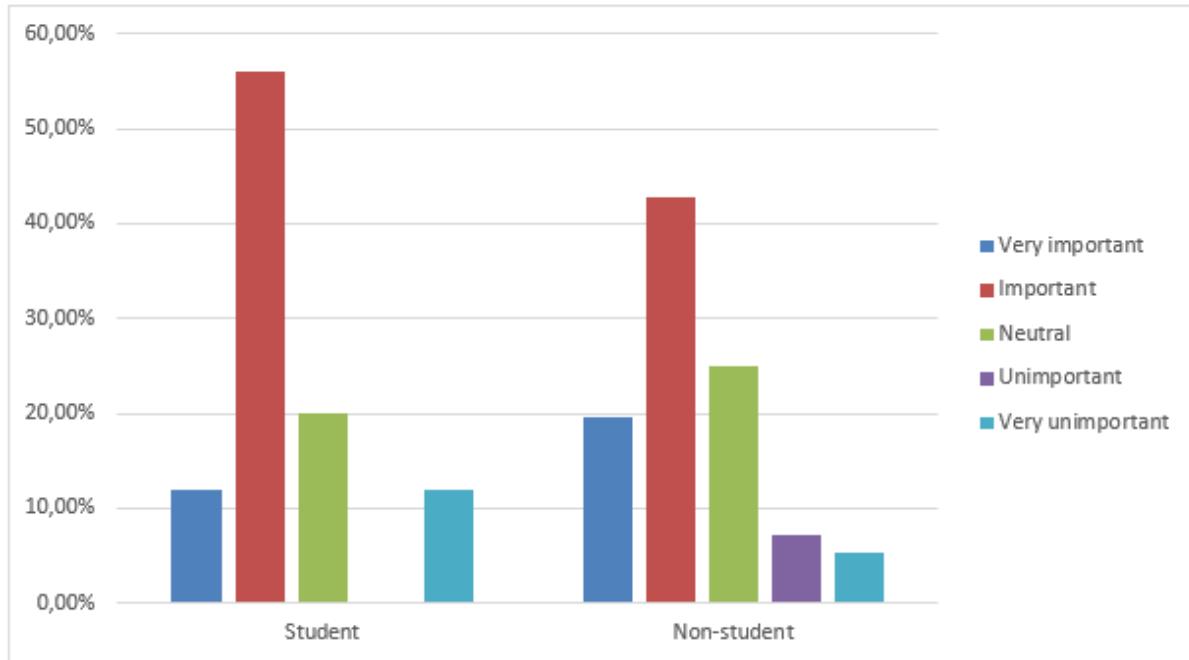
Company

Company	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	12,00%	44,00%	32,00%	8,00%	4,00%	100,00%
Non-student	12,50%	35,71%	30,36%	10,71%	10,71%	100,00%
Total	12,35%	38,27%	30,86%	9,88%	8,64%	100,00%



Weather

Weather	Very important	Important	Neutral	Unimportant	Very unimportant	Total
Student	12,00%	56,00%	20,00%	0,00%	12,00%	100,00%
Non-student	19,64%	42,86%	25,00%	7,14%	5,36%	100,00%
Total	17,28%	46,91%	23,46%	4,94%	7,41%	100,00%



Ranking

Factor	Calculations	Results	Ranking numbers
Travel time	$(2 \times 20 + 56 \times 1) / 2 =$	48	1
Sustainability	$(2 \times 20 + 40 \times 1) / 2 =$	40	2
Weather	$(2 \times 12 + 56 \times 1) / 2 =$	40	2
Feeling of safety	$(2 \times 20 + 36 \times 1) / 2 =$	38	3
Parking	$(2 \times 8 + 56 \times 1) / 2 =$	36	4

Company	$(2 \times 12 + 44 \times 1)/2 =$	34	5
Costs	$(2 \times 4 + 60 \times 1)/2 =$	34	5
Baggage	$(2 \times 0 + 48 \times 1)/2 =$	24	6
Comfort	$(2 \times 0 + 40 \times 1)/2 =$	20	7

21. Door welke factoren zou u de auto nemen?

Because of which factors would you choose the car?	Number of times selected by students	Percentage %
Baggage	15	34,09%
Weather	15	34,09%
No factors	3	6,82%
Company: children, parents, friends	8	18,18%
Other	3	6,82%
Total	44	100,00%

Because of which factors would you choose the car?	Number of times selected by non-students	Percentage %

Baggage	30	27,03%
Weather	42	37,84%
No factors	4	3,60%
Company: children, parents, friends	25	22,52%
Other	10	9,01%
Total	111	100,00%

ID number participant	Do you have a student OV-card? Ja = student Nee = non-student	Other, namely: - Because of which factors would you choose the car?
48	Ja	Comfort, en, snelheid
60	Ja	Makkelijk
62	Ja	Gemak
3	Nee	Afstand
9	Nee	Ik, heb, geen, keuze, in, mijn, werk:, ik, rijd, van, clien t, naar, client, waardoor, ik, zo, efficiënt, mogelijk, moet, reizen., Daarnaast, moet, ik, met, clienten, naar

		,bepaalde,afspraken.,Daarom,is,auto,de,enige,optie.
13	Nee	Reistijd,,comfort
23	Nee	Reistijd
27	Nee	Altijd
36	Nee	Afstand,
58	Nee	Bereikbaarheid,en,als,iemand,een,auto,heeft
61	Nee	afstand
70	Nee	Reistijd,en,kosten,OV
78	Nee	afstand
80	Nee	comfort
81	Nee	ver,moeiten,reizen,,namelijk,vanuit,zeeland,en,het,ov,is,daar,niet,goed

23. Waarom kiest u hierdoor de auto?

Categorie	Code

Weer (Weather)	1
Bagage (Baggage)	2
Comfort (Comfort)	3
Reistijd (Travel time)	4
Gezelschap (Company)	5
Nvt (Does not apply)	6
Makkelijk (Easy)	7
Onduidelijk antwoord (Unclear answer)	8
Minder beperkingen (Less limitations)	9
Lui/te veel inspanning (Lazy, too much effort)	10
Kosten (Costs)	11
Identiteit (Identity)	12
Bestemming (Destination)	13
Efficiënt (Efficient)	14
Veiligheid (Safety)	15

Niet bereikbaar met OV (Cannot reach with public transport)	16
Als het kan, heb alleen geen auto (Whenever I can, but I do not have a car)	17
Medische reden (Medical reasons)	18
Beschikbaar (Availability)	19
Geen wachttijd (No waiting)	20
Geen onzekerheid OV (vertraging) (No uncertainty public transport (delays))	21
Afstand (Distance)	22
Activiteit (Activity)	23

Answers:

ID number participant	Do you have a student OV-card? Ja = student Nee = non-student	Code	Why would you choose to go by car?
6	Ja	2	Het is fijn om belaalde spullen mee te brengen doe niet met de fiets zouden kunnen.
12	Ja	9	Minder beperkingen dan bijvoorbeeld een fiets.

18	Ja	1	Als het regent ga ik niet lopen
21	Ja	2,1	Met veel bagage op de fiets stappen is soms onmogelijk. Als het regent is het zeer oncomfortabel
22	Ja	2,1	Wanneer er op de fiets teveel spullen zijn om mee te nemen of het weer het niet toelaat
26	Ja	6	Nvt
39	Ja	14	efficient
41	Ja	6	-
43	Ja	7, 3, 1, 2	omdat het vaak net wat makkelijker is en comfortabler als het gaat om bijvoorbeeld het weer, dan hoeft je niet door de regen en de wind te fietsen/wandelen of bijvoorbeeld bagage, dan hoeft je niet zoveel mee te sjouwen
44	Ja	7	Handig
46	Ja	7	Dat is dan praktischer
48	Ja	1, 4	Als het regent zou ik met de auto gaan en omdat het qua tijd korter duurt.
49	Ja	7	Makkelijk en eenvoudig
50	Ja	1, 2	Regen, veel bagage

51	Ja	1, 2, 16	Regen en als t zoveel bagage is dat t niet met ov en fiets kan, als het regent en niet bereikbaar met het ov dan ook liever auto
52	Ja	6	Nvt
53	Ja	3, 7, 4	Comfortabeler en makkelijker, sneller
54	Ja	22	Anders te ver
57	Ja	10	Zwaar op de fiets
59	Ja	17	Als het kan, heb hem alleen zelf niet
60	Ja	7	Makkelijk
62	Ja	7	Hendig
65	Ja	7	Lekker makkelijk
69	Ja	7	Gemak
77	Ja	7	Gemak
1	Nee	1	regen
2	Nee	6	Nvt
3	Nee	7	Is het makkelijkste.
4	Nee	2	Ruimte voor bagage
5	Nee	6	Nv5

7	Nee		Het is het makkelijkst/onhafhankelijks
8	Nee		Makkelijke te gebruiken voor als je spullen bij je hebt
9	Nee		Zie antwoord hierboven.
10	Nee		Het is makkelijk
11	Nee		Nvt
13	Nee		Dat is het makkelijkst
14	Nee		Gemak
15	Nee		Sneller en comfortabel
16	Nee		Omdat ik graag droog aankom op mijn bestemming
17	Nee		Omdat ik droog wil aankomen
19	Nee		Wil droog aankomen
20	Nee		Ijiheid denk ij
23	Nee		Confort
24	Nee		P
25	Nee		Gemak, comfort en kosten
27	Nee		Omdat dat het makkelijkst is

28	Nee	12	man heeft auto
29	Nee	7, 1	makkelijk en overdekt
30	Nee	3	comfort
31	Nee	6	nvt
32	Nee	10	luiheid
33	Nee	1, 5	weer (regen), kleine dochter (2 jaar oud)
34	Nee	7	makkelijk
35	Nee	13	Direct bij bestemming
36	Nee	13	Als ik verder de Utrechtse heuvelrug in wil.
37	Nee	8	Omdat op de fiets niet te organiseren is anders
38	Nee	1, 2, 5	Omdat het dan slecht weer is of ik veel bagage heb of er vrienden met de auto gaan
40	Nee	15	Dan mag ik tot later buiten zijn
42	Nee	13	Makkelijk, deur tot deur
45	Nee	7, 4	Gemak en tijd
47	Nee	6	Nvt
55	Nee	6	Nvt

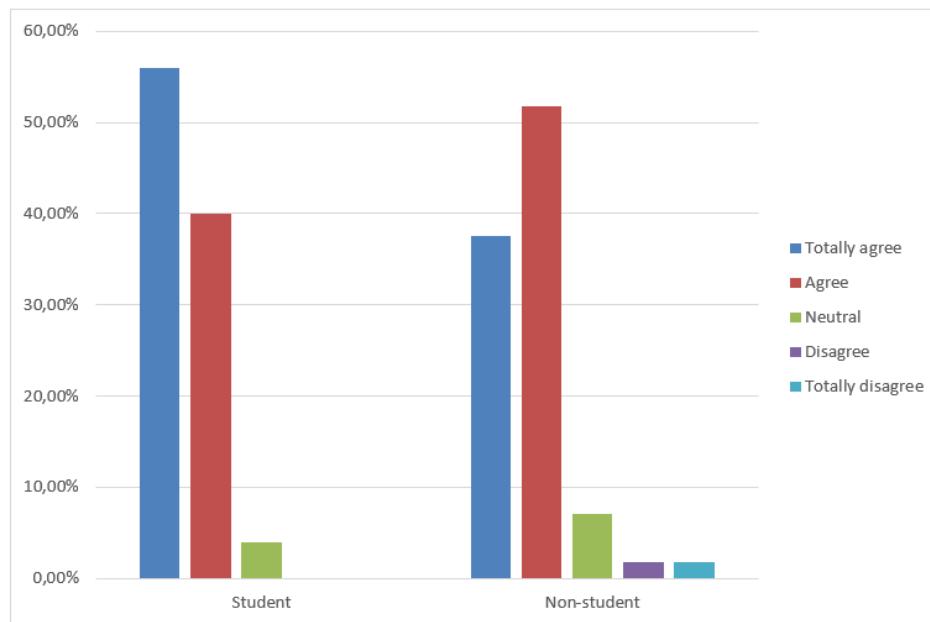
56	Nee	6	Nvt
58	Nee	6	Nvt
61	Nee	6	Nvt
63	Nee	6	Nvt
64	Nee	2	Als ik veel spullen mee moet nemen.
66	Nee	2, 18	Bagage, chronische pijn
67	Nee	7	Makkelijker als je em kan lenen
68	Nee	6	Nvt
70	Nee	4, 19, 20, 1, 2, 21	Reistijd, altijd beschikbaar, hoeft nooit te wachten, weer en bagage kan meegenomen worden. Geen vertragingen door kapot spoor/vertraging.
71	Nee	6	.
72	Nee	6	-
73	Nee	1	Niet nat worden

74	Nee	2, 16, 1	Als bagage teveel is voor fiets zou ik de auto pakken om naar de utrechtse heuvelrug te gaan, tenzij er een makkelijke treinverbinding zou zijn bijvoorbeeld. Bij slecht weer geld hetzelfde maar ligt bereidheid om trein te pakken aan loopafstand.
75	Nee	7	Makkelijk
76	Nee	6	Nvt
78	Nee	22	Door de afstand nemen wij de auto
79	Nee	6	nvt
80	Nee	7, 3, 23	handiger, comfort en meestal vanaf parkeerplaats aan wandeling beginnen
81	Nee	4, 2	reistijd, bagage

24. Bent u het eens of oneens met de volgende uitspraak: "Ik vind duurzaamheid belangrijk"?

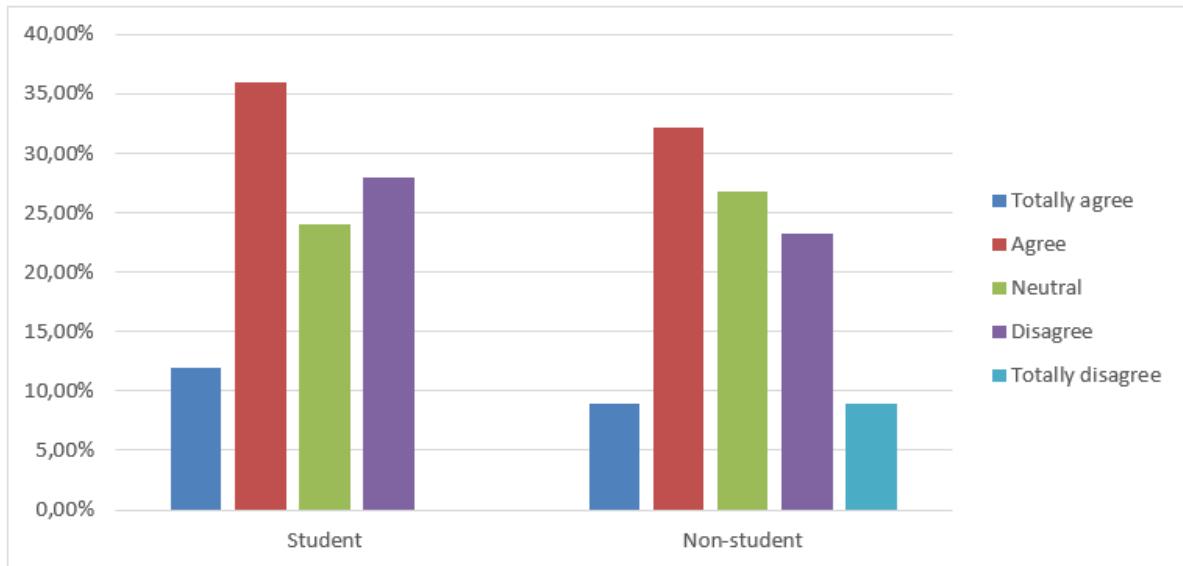
Answers by :						
	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Student	56,00%	40,00%	4,00%	0,00%	0,00%	100,00%

Non-student	37,50%	51,79%	7,14%	1,79%	1,79%	100,00%
Total	43,21%	48,15%	6,17%	1,23%	1,23%	100,00%



25. Bent u het eens of oneens met de volgende uitspraak: "Ik neem duurzaamheid in overweging als ik naar de Utrechtse Heuvelrug reis"

Answers by:	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Student	12,00%	36,00%	24,00%	28,00%	0,00%	100,00%
Non-student	8,93%	32,14%	26,79%	23,21%	8,93%	100,00%
Total	9,88%	33,33%	25,93%	24,69%	6,17%	100,00%



26. Vindt u het fijn om in de natuur te zijn?

Answers: yes or no	Yes	No	Total
Number of participants who answered	81	0	81