



# Tra(u)m für den Radverkehr? / dREam for cycling traffic? Interaction of subsidised public transport and modal choice

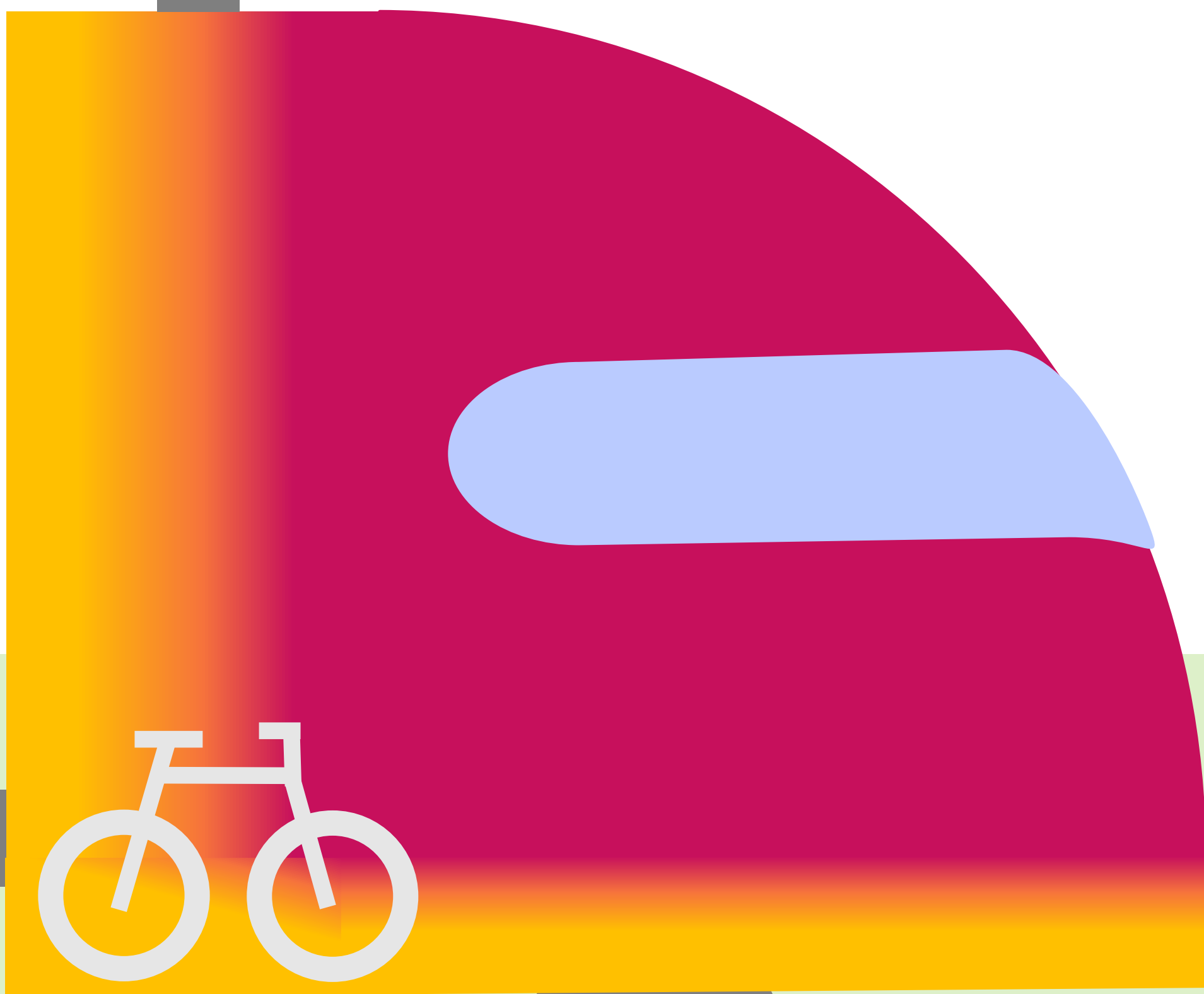
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## Background

Since the implementation of the "9-Euro-Ticket" in June 2022 over 21 million people have bought the monthly ticket for nationwide public transportation. In addition 10 million subscription plans to the German public transport were temporarily replaced by the "9-Euro-Ticket" (BMDV, 2022). The intended change of transport mode from private motor vehicle to public transport offers new interaction mechanisms for bicycle traffic. The questions arises: To what degree is the "9-Euro-Ticket" able to contribute to a long-lasting change in habitual travel behavior? A survey on the attitude (following Heinen, 2011) and use (following Klöckner, 2010) of mobility options (bicycle, rental bicycle, public transport, motor vehicle, etc.) is being used to answer this question.

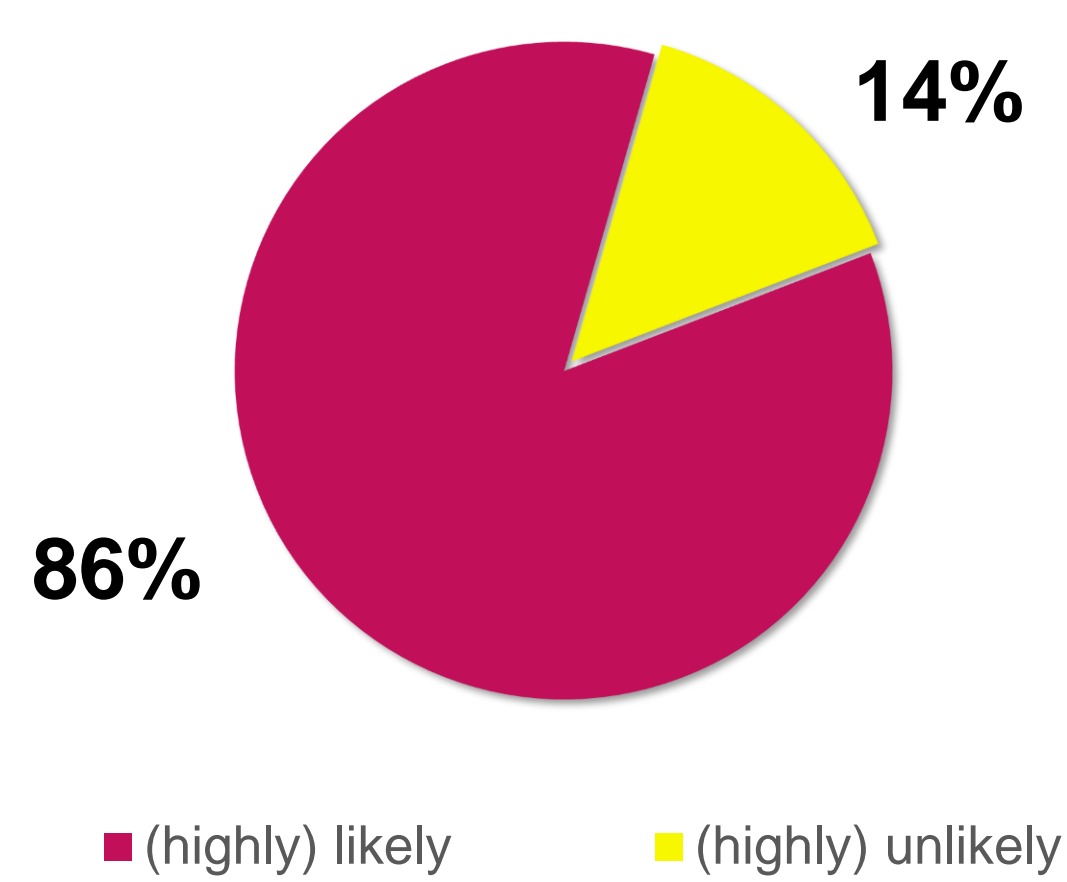
## Method

A Germany-wide quantitative survey with around 2,500 participants is being conducted. The survey consists of three successive surveys before, during and after the validity period of the "9-Euro-Ticket". Data is collected on attitudes toward the "9-Euro-Ticket", its use and the effects of this use on individual transport behavior. In this way, the concept of three survey waves allows in-depth insights into the longer-term effects of the ticket. This poster focuses on preliminary results of the first wave of survey.

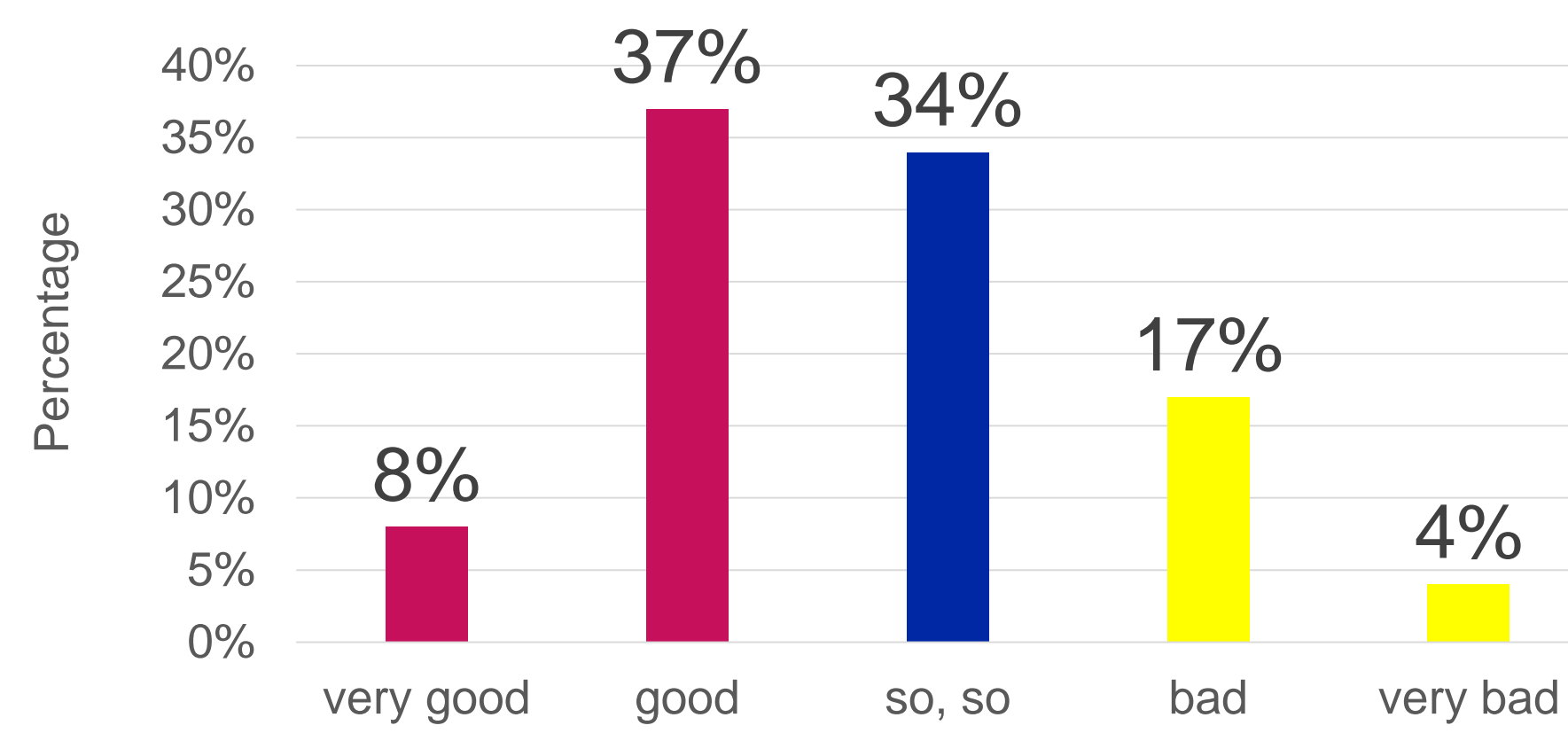


## Results

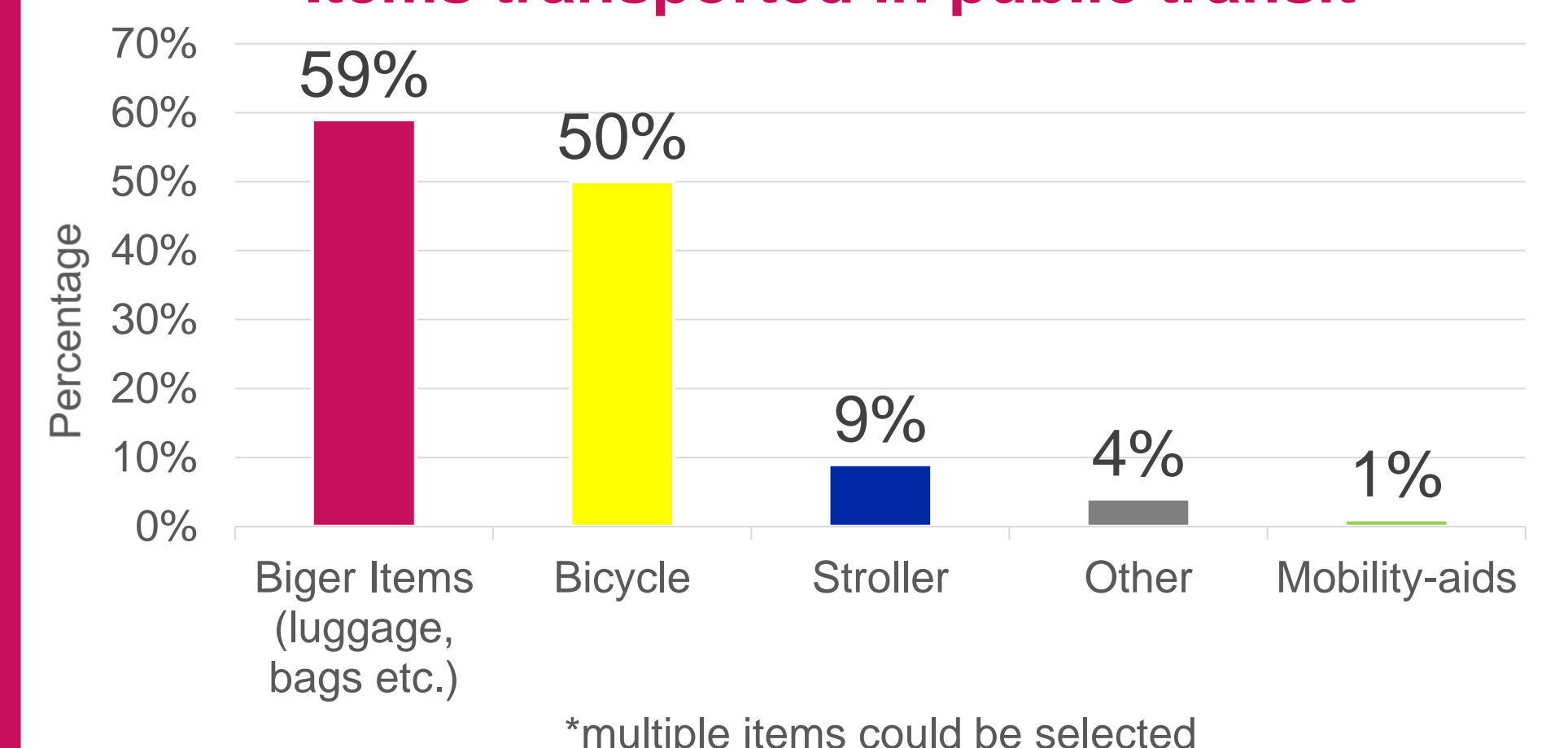
### Intention to buy the ticket



### Rating of public transit infrastructure



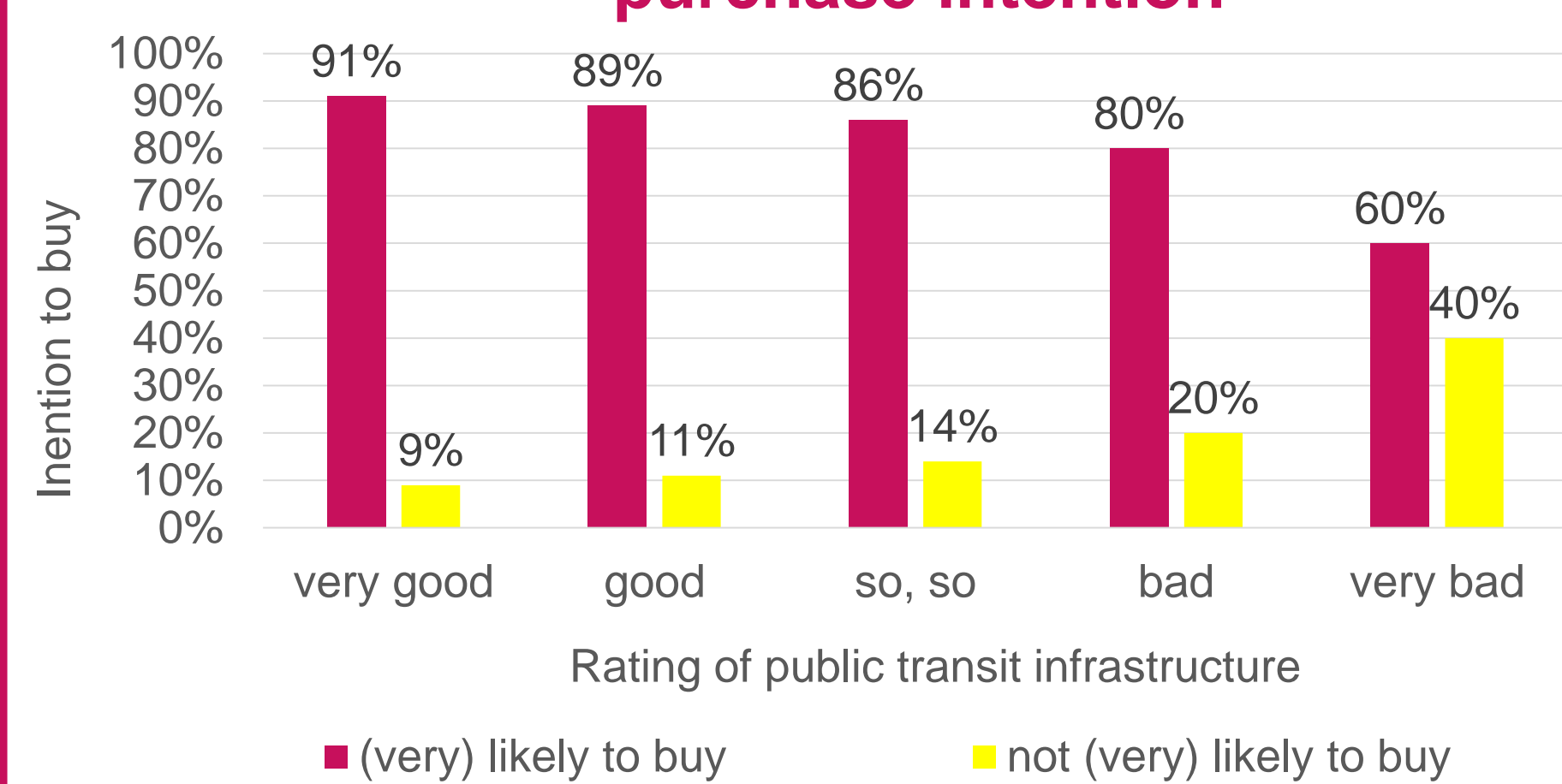
### Items transported in public transit



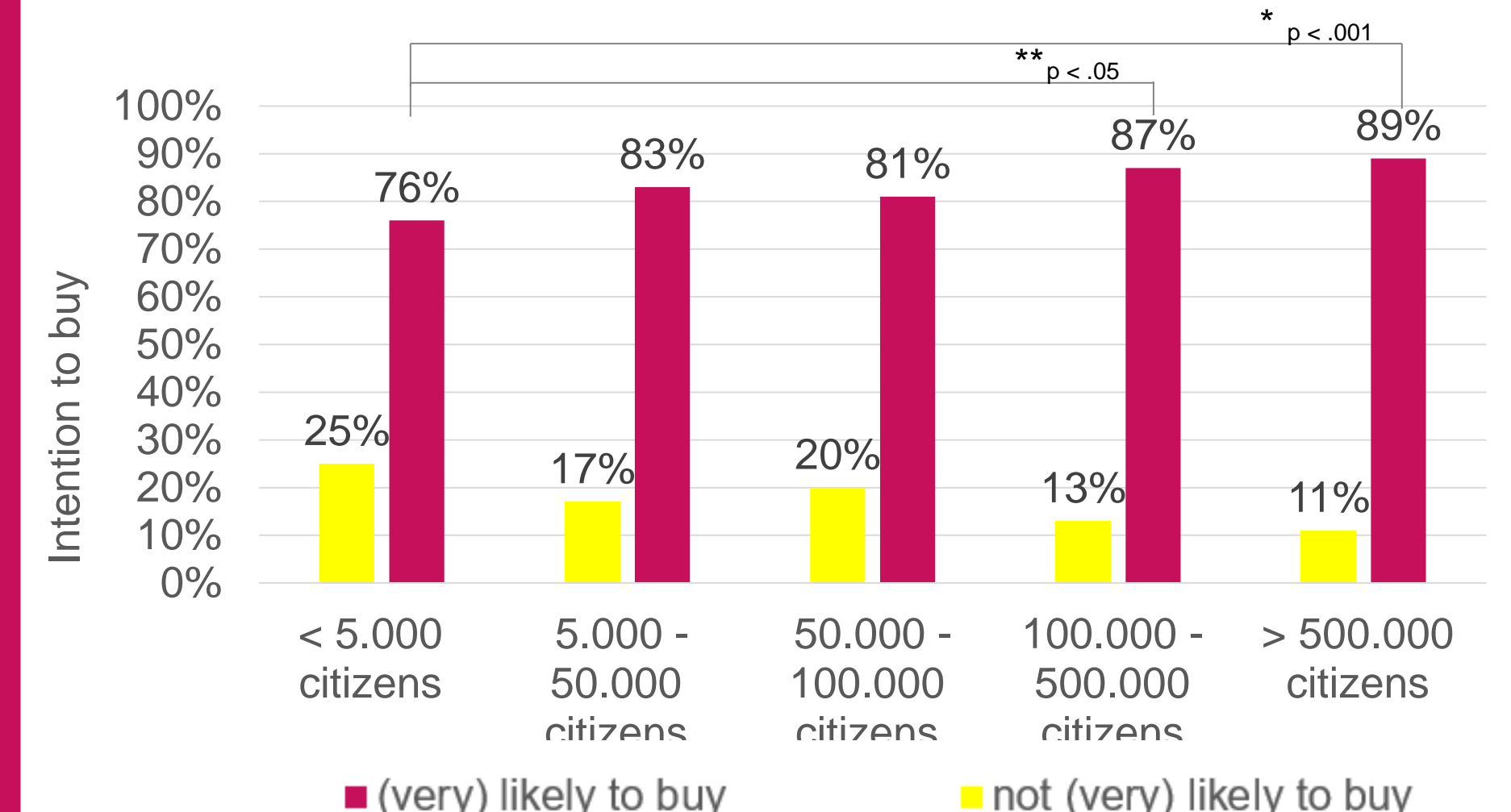
### Expectations (qualitative)

- Ease of use/ pricing system
- Try to subsidize trips taken in private cars
- Saving money
- Revealing weaknesses in the transit system
- Concerned of not being able to transport bicycles and other large items
- Highly increased number of passengers

### Relation of transit infrastructure and ticket purchase intention



### Size of residence



## Discussion

The results indicate that most people (86%) are planning on or already bought the ticket. However, especially in smaller cities (under 5.000 citizens) and in cities whose public transit infrastructure is rated "bad" or "very bad" the intention to buy the "9-Euro-Ticket" decreases significantly. In that regard almost 21% of the interviewed people lived in places with poor public transit infrastructure. Therefore, it is concluded that further development of transit infrastructure in Germany is necessary in the effort to increase the range of people profiting from this kind of substitutional ticket, which is intended to decrease CO<sub>2</sub>-emissions and citizens mobility expenses. The expected consequences of the implementation of the ticket included fears of overcrowded transit, making it challenging to transport larger items such as bikes, as well as opportunities to subsidize car travel with inner-city public transit.

## Outlook

The survey is still ongoing and final results will be available only after completion of the third wave of survey. In the future individual travel behaviour before and after the implementation of the "9-Euro-Ticket" regarding specific travel purposes will be compared to determine if the temporary measure brought on a lasting change of habitual travel behaviour. In addition, the environmental impact of the ticket for subsidising work commute will be analysed.

## References

1. Bundesministerium für Digitales und Verkehr. (2022). <https://www.bmvi.de/SharedDocs/DE/Artikel/K/9-euro-ticket-beschlossen.html>
2. Heinen, E. (2011). The role of attitudes toward characteristics of bicycle commuting on the choice to cycle to work over various distances. *Transportation Research Part D: Transport and Environment*, 16(2), 102-109, ISSN 1361-9209, <https://doi.org/10.1016/j.trd.2010.08.010>,
3. Klöckner, C. (2010). A comprehensive action determination model: Toward a broader understanding of ecological behaviour using the example of travel mode choice. *Journal of Environmental Psychology*, 30(4), 574-586, ISSN 0272-4944, <https://doi.org/10.1016/j.jenvp.2010.03.001>

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