Choice Criteria survey

In the following, we report the text of the conversational survey on choice criteria, used to collect data from EU travellers.

1) *-> questions*
● *-> messages*

● I would like to ask you some questions about your choice criteria when choosing travel solutions
● To begin with, let's focus on one of your last trips
● It can be anything, a commute to work or even a more unusual journey

1. **What was the reason of the trip you chose?**
   🔵 *options*
   ● Leisure
   ● Business
   ● Commute
   ● Other commitments

2. **Whom were you travelling with?**
   🔵 *options*
   ● Partner
   ● Family
   ● Friends
   ● Colleague
   ● Alone

3. **How long was your trip?**
   🔵 *options*
   ● Very short (10km or less)
   ● Short (10km to 50km)
   ● Medium (50km - 300km)
   ● Long distance (300km or more)

4. **Where did you start the trip from?**
   🔵 *options*
   ● An urban area (densely inhabited city)
   ● A suburban area (commuting zone)
   ● A rural area

5. **And what was your destination?**
   🔵 *options*
   ● The same area where the trip started
   ● An urban area
   ● A suburban area
   ● A rural area

6. **Select all the means of transport you have used in that trip**
   ☑ checkbox *(multiple choice)*
   - On foot
   - Bicycle or micro-mobility
   - Metro
   - Bus/Tram/Trolleybus
   - Private car/Private Taxi/Motorbike
   - Car pooling/Ride sharing/Shared Taxi
   - Train
   - Plane
   - Ferry

- Thank you, now imagine that you are using a travel app to plan/optimize your trip by comparing different solutions

7. **Firstly, what are the travel preferences you'd like to specify?**
   ☑ *checkbox (multiple choice)*
   - Specific means of transport
   - Specific transportation companies
   - A time interval for the departure and arrival times
   - A limit on the amount of transport changes
   - The travel class
   - The seat type (e.g. aisle, window...)
   - Meal inclusion
   - Refundability
   - Live notifications on trip status updates
   - On board connectivity

8. **Do you also have any of those needs?**
   ☑ *checkbox*
   - I have large/multiple baggage
   - I have special baggage (sport equipment, instruments, etc.)
   - I need animal allowance
   - I need help because of reduced mobility
   - No additional needs
   - I have health-related needs
   - I travel with an infant
   - Other needs

9. **Related to those additional needs, is there any specific travel preference that you would like to specify?**
   📜 *open-ended*

- Now imagine that the travel app divides the available travel solutions into predefined categories (Quick, Short, etc.)
- I'm going to list these categories. For each of them please state how relevant it is for you!
- Let's start with the first category! From 1 to 5, how much are you interested in travel solutions that are:

★ *The following questions, from 10 to 19, are star-ratings (from 1 to 5 stars)*

10. ★ **Quick** (minimizing the total travel time)
11. ★ **Short** (minimizing the distance covered)

12. ★ **Reliable** (minimizing the chances of delays, breakdowns or last-minute changes)
13. ★ **Cheap** (having the lowest price)
14. ★ **Door-to-door** (minimizing the segments of the trip that are not covered by the solution)
15. ★ **Social** (facilitating new acquaintances)
16. ★ **Multitasking** (maximizing the possibility to perform other tasks while travelling: productivity, enjoyment, etc.)
17. ★ **Environmentally-friendly** (minimizing the trip's impact on the environment, such as NOx, CO_2 emissions, energy consumption, etc.)
18. ★ **Philanthropic** (involving donations to charity or volunteering organizations)
19. ★ **Comfortable** (maximizing your comfort during the trip)

20. **Which of these factors, in your opinion, define a comfortable solution?**
    ☑ *checkbox*
    • Having a comfortable seat
    • Cleanliness of stations and vehicles
    • Low number of different means of transport
    • Minimum number of interchanges
    • High level of privacy
    • Feeling of personal safety
    • Protection from weather

● Awesome! Thank you for your input
● Now, if you could only choose some of these categories to make your final decision

21. **Which ones would you pick? Please select max 3 categories**
    ☑ *checkbox*
    • Quick
    • Short
    • Reliable
    • Cheap
    • Door-to-door
    • Social
    • Multitasking
    • Environmentally friendly
    • Philanthropic
    • Comfortable

22. **Is there any other category that you would like to have?**
    📜 *open-ended*

● Perfect, thank you
● Now, imagine you are inclined towards a choice and the app would like you to select a different travel solution
● I'm going to list some techniques that could be use to influence your final choice. Tell me how likely they are to succeed!
● Let's start, just touch or move the slider!

— Questions from 23 to 32, are sliders with values from 1 (Really unlikely) to 5 (Totally likely)

23. — Immediate price discount
24. — Price discount on future purchases
25. — Loyalty program with points collection to unlock different rewards
26. — Being offered additional services (e.g. included meal)
27. — Discounts on complementary services (e.g. hotel, restaurants...)
28. — Free (or discounted) class upgrade
29. — Provide more information about the positive aspects of a solution (e.g. sightseeing locations during the trip)
30. — Provide information on the solution's environmental impact
31. — Challenge you to achieve a specific goal (e.g. trying ride-sharing for the first time)
32. — A competition with friends and a shared leaderboard with points assigned based on your travel choices

33. Can you think about anything else that could influence your final choice?
📜 *open-ended*

- We're almost done! Before letting you go, I need to ask you a couple of questions about yourself

34. How old are you?
🔵 *options*
- Less than 18
- 18-24
- 25-34
- 35-50
- 51-65
- More than 65

35. What's your gender?
🔵 *options*
- Male
- Female
- Other
- Prefer not to say

36. In which country do you live?

📜 *open-ended*

37. What is the highest degree or level of education you have completed?

🔽 *select*

- Basic education
- Higher education
- Bachelor's Degree
- Master's Degree or higher
- Prefer not to say

38. What is your current employment status?

▼ *select*

- Employed full time (40-more hours/week)
- Employed part time (max 39 hours/week)
- Unemployed and looking for a job
- Unemployed and not looking for a job
- Student
- Retired
- Self-employed
- Unable to work
- Prefer not to say