RESEARCH SUMMARY

Title   **Pledge exploratory research**

Objective   The journey of behaviour change to inform and evaluate the development of a sustainable travel Customer Relationship Management system

Date   April 2009

Methodology Two stage qualitative project:
- Stage One: 9 exploratory focus groups with Environmentally Aware and Dissatisfied Driver segments; 8 in depth interviews with people who had changed a range of behaviours including: charity membership, environmental initiatives, smoking, weight loss; 12 in depth interviews with people who had pledged to participate in the *i move London* initiative
- Stage Two: 8 concept evaluation focus groups with people at three different stages of behaviour change for sustainable travel: Considering, Sustainment, Lapsed

Key findings

- Behaviour change is a multi-staged and complex journey, which broadly divides into two phases: Thinking (Prime, Trigger, Preparation) and Doing (Change, Sustained Change, Normalisation). Behaviour change is typically characterised by a multitude of influencers and barriers and to prompt any behaviour change is a significant challenge.

- Travel and travel behaviour sits in a unique position in peoples' lives as they are a daily activity/choice that is habitual and constant. It is a badge of pride in London to be well-versed on your travel options and to be making sensible choices. Most people therefore feel that they are already taking the best options available and are not actively looking for new options.

- The research revealed that a CRM initiative would be most suitable for people who were in the later stages of the behaviour change process. The concept of 'Is there a better way to travel?' was highly appealing, as it was personal, and encompassed rational aspects of mode choice (quicker/easier/cheaper) and more emotional and lifestyle-related aspects, such as well-being, health and the environment.

- Of the CRM initiatives tested, those which allowed people to gather information and improve their current travel decisions were more appealing than those which involved peer-to-peer communication/social networking.

- There was a reticence to provide detailed personal information in general, although this is offset if it means people receive specific, tailored, useful and actionable information on better travel options.

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