

Transport Demand Management – Awareness and Action



- Rational: no knowledge about sustainable transport
- Affective: the car is comfortable and pleasant
- Action: using the car for every trip

- Rational: some knowledge about sustainable transport
- Affective: awareness but indecisiveness
- Action: occasionally using bicycles or public transport

- Rational: good knowledge about sustainable transport
- Affective: public transport and bicycles are equitable choices
- Action: seldom using the car, often using bicycles or public transport