

Transportation



ŠKODA AUTO Nadační fond

Quantitative research in the Mladá Boleslav Region
Representative sample (weighted), 460 respondents
Data collection: November, 2020 – February, 2021



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· B·E·H·A·V·I·O

Half of people is dissatisfied with the state of transportation in the Mladá Boleslav Region.

Satisfaction



54% are dissatisfied with the state of transportation in the region. Compared to the previous wave, dissatisfaction is lower. However, people feel that the situation is rather worse than better.

Positive drivers of satisfaction



Satisfaction is **driven** mainly by *safe roads*. But improved visibility of pedestrians and cyclists also strengthen the overall satisfaction.

Negative drivers



Low mutual consideration and aggressive driving reduces satisfaction.

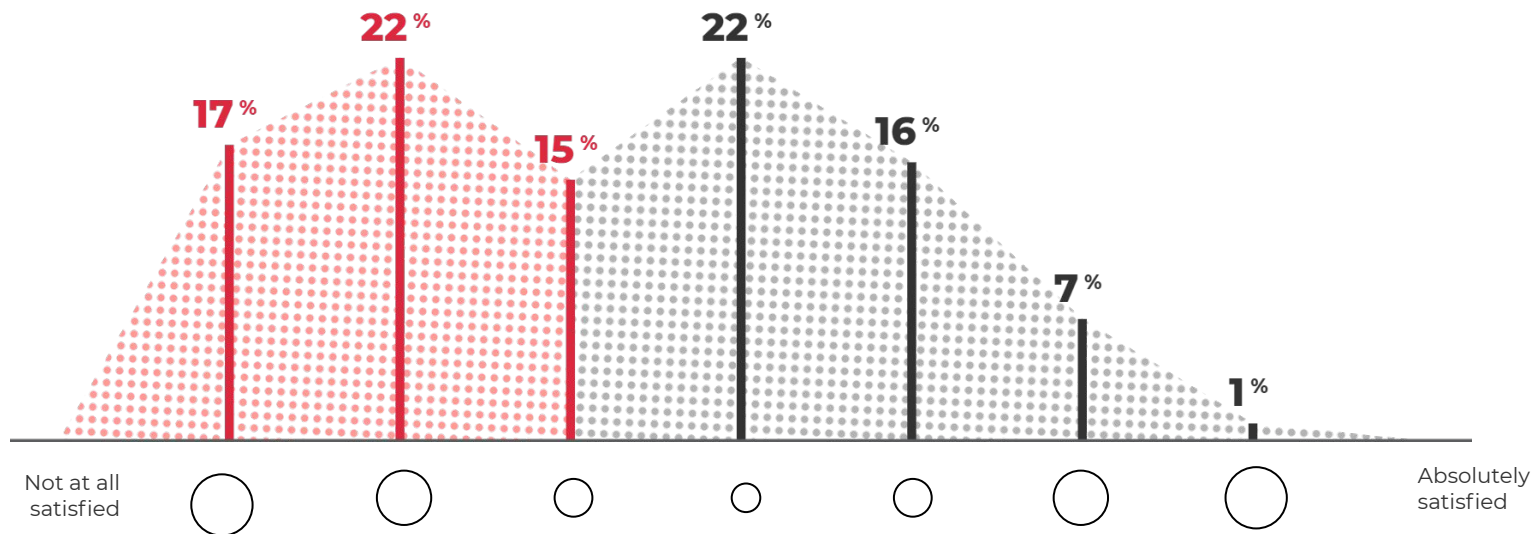


1 | Satisfaction with transportation



54% are dissatisfied with the state of transportation in the region.

In 2019, dissatisfaction was higher (63%).



However, 44% think transportation is worse today than last year.

Compared to the transportation situation last year:



Satisfaction is mainly driven by *safe roads*.

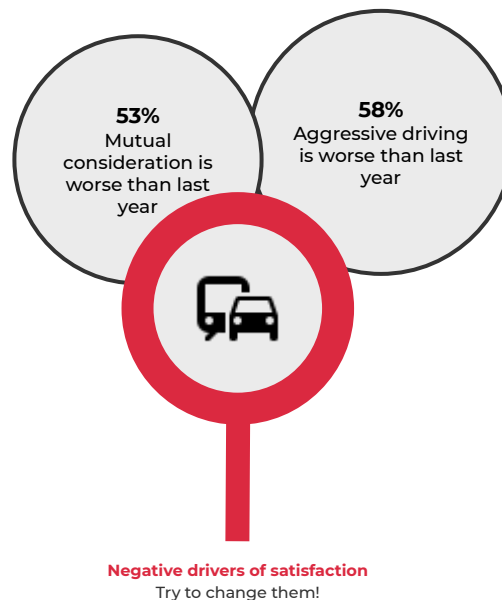
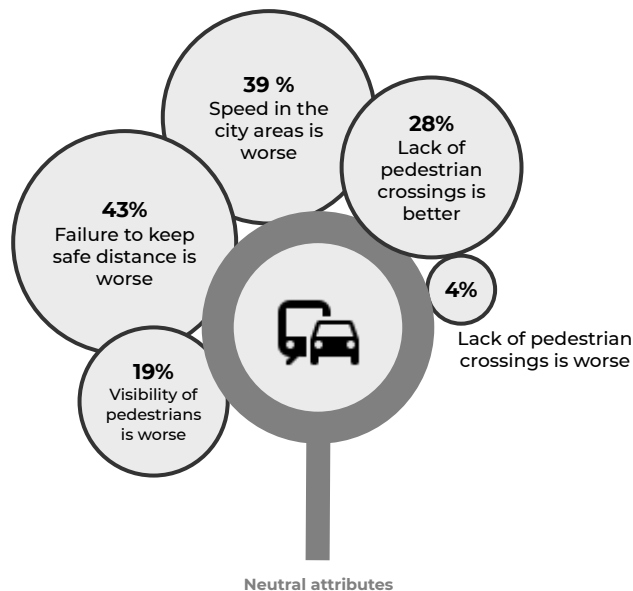
Those who think *mutual consideration* and *aggressive driving* has worsened, compared to 2019, are less satisfied.



The **model shows which issues influence the satisfaction** with transportation - in other words, people who have those attitudes are more satisfied than the ones who do not have those attitudes. For example, people who think that roads are safe are more satisfied than the others. This makes the attribute a driver that should be supported.

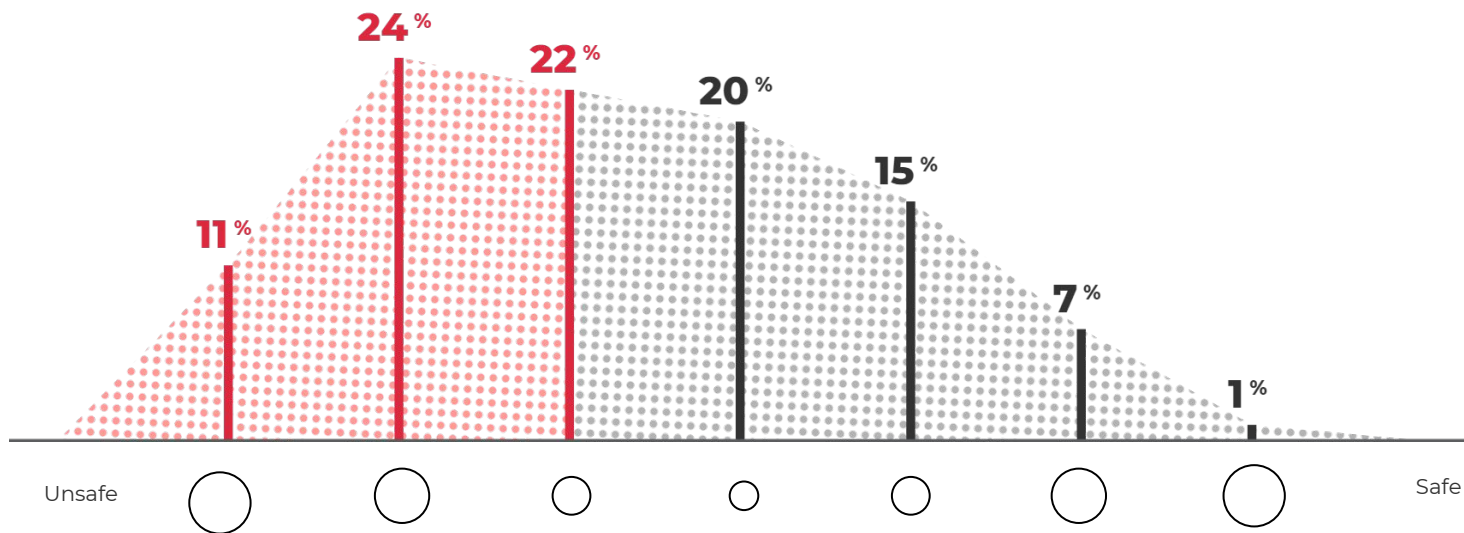


Those who think *mutual consideration* and *aggressive driving* has worsened, compared to 2019, are less satisfied.

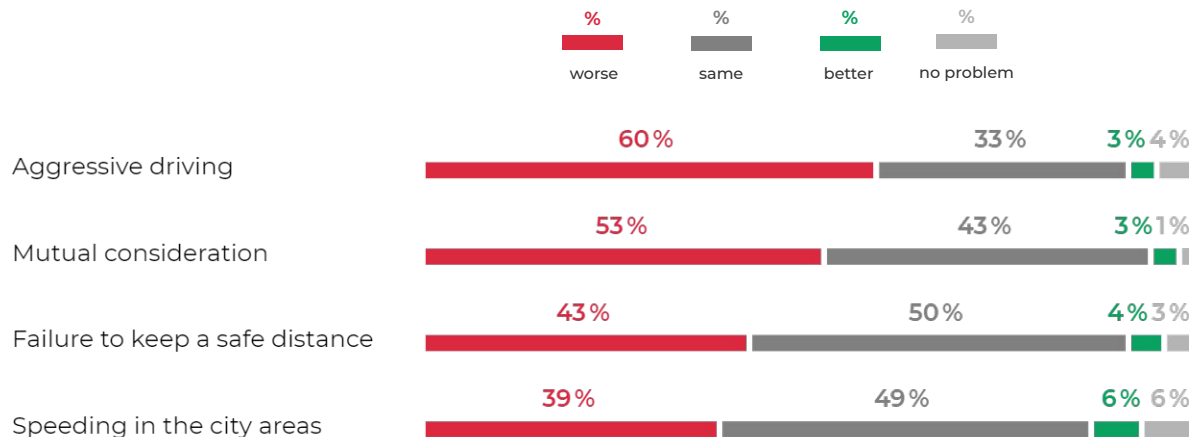


56% of people see roads in the Mladá Boleslav Region as unsafe.

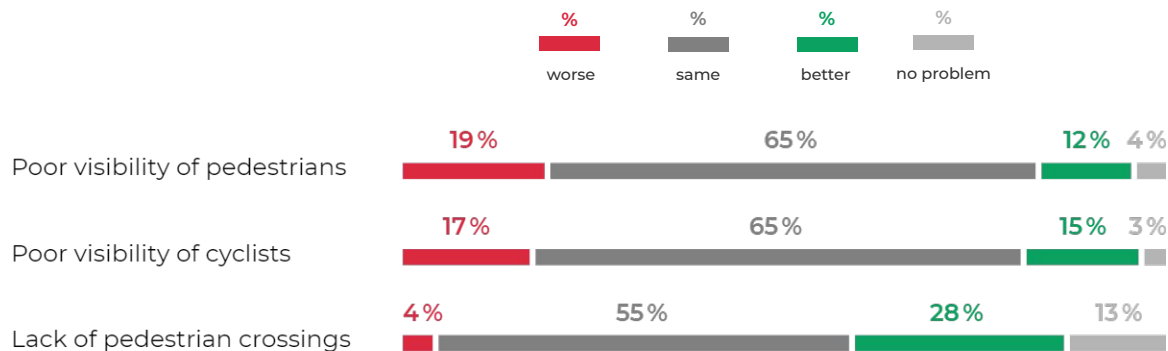
30% of men see roads in the Mladá Boleslav Region as safe (compared to only 18% of women).



People think driving is more aggressive compared to last year.

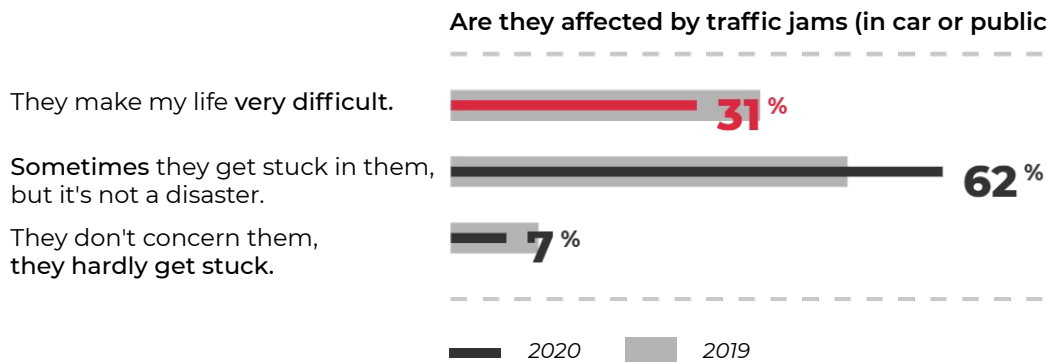


On the other hand, the situation regarding pedestrian crossings has improved the most.



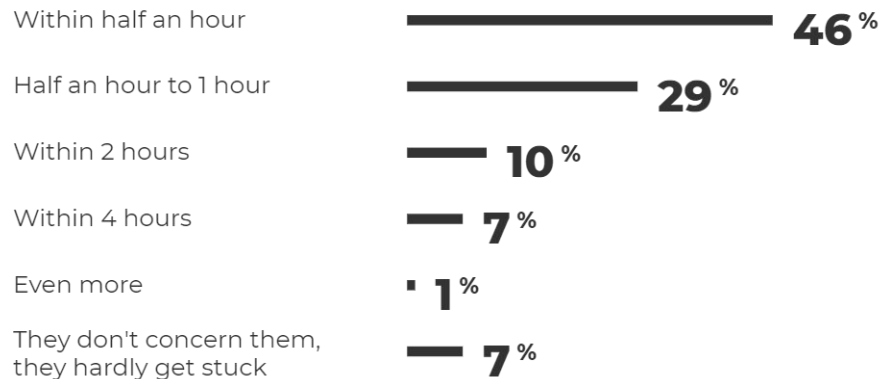
Traffic jams make life very difficult for 31% of people.

In 2019, the situation was slightly worse (39% said they make their life very difficult).



46% spend less than half an hour in traffic jams during one week.

How much time do they spend in traffic jams during one week?



2

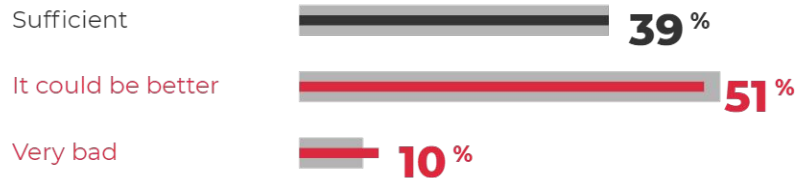
Cycling & infrastructure



61% think there is a shortage of infrastructure for cyclists.

It has not changed since 2019.

How is the infrastructure for cyclists?



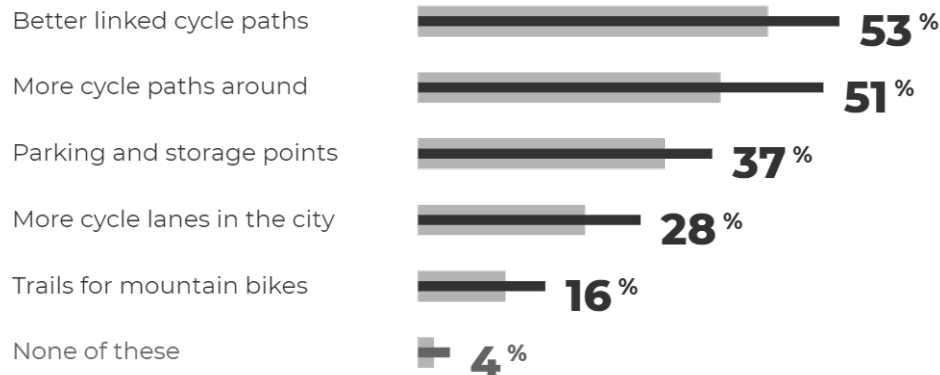
2020 2019



Most of them would appreciate better linkage and more paths.

People between 18 to 29 years old are more interested in better linked cycling paths and lanes in the city than others.

What would they appreciate?



2020

2019



3

ŠKODA AUTO's Projects

· BEHAVIO



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The Safe Friday Roadshow: 35% have heard about it.

Do they know about the Safe Friday Project, concerned with transportation safety (covering education on primary schools and kindergartens, mapping dangerous places and supporting measures such as pedestrians crossings)?

They know about it.

35 %

This is the first time they have heard of it.

65 %



18% heard about education in kindergartens and primary schools.

What parts of the project have they heard of?

Education in kindergartens and primary schools

18 %

Support for security measures

15 %

Web bezpecnecesty.cz

14 %



4% of people already marked some dangerous places.

39% of people would like to start.

Are they interested in participating in the marking of dangerous sections?

Yes, they are already doing it.

— 4%

They haven't done it yet,
but they would like to get involved.

————— 39%

They are not interested.

————— 57%



Only 8% of people rate the project as unnecessary.

What do they think about the Safe Friday?

Great! More such projects



Quite beneficial



It has no impact



Electric Cycle Rickshaw: One fifth of people knows the project.

Do they know the Electric Cycle Rickshaw Project?

They know about it.

22 %

This is the first time they have heard of it.

78 %



The project is perceived positively by the majority.

What do they think about the Electric Cycle Rickshaw?



Dissatisfaction with the state of transportation has decreased, but half of people still sees it negatively.

54% are dissatisfied with the state of transportation in the region, compared to 63% in 2019. What is more, 44% of people think that the situation is worse today than last year.

Satisfaction is **driven** mainly by *safety roads, and improving visibility of pedestrians and cyclists*. On the contrary, *low mutual consideration and worsening aggressive driving* decrease satisfaction: those are the things to work on.

Traffic jams make life very difficult for 31% of people. 7% of people are not affected by traffic jams in the Mladá Boleslav Region. 46% spend less than half an hour in traffic jams during one week.

61% think there is a shortage of infrastructure for **cyclists**. Interconnections of bike paths and more cycle paths around are the most wanted improvements.





It was a pleasure.



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