



CIPTEC

COLLECTIVE INNOVATION FOR PUBLIC TRANSPORT

**Applying marketing research methods to
investigate users' preferences regarding
Public Transport innovations and revealing
hidden groups**

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In this part of work CIPTec has employed advanced methods and tools aiming to:

- ✓ Collect empirical evidence on the preferences of EU citizens regarding a comprehensive list of state of the art innovations potentially useful for PT.
 - Survey 1 (MaxDiff) from 175 innovations to 11
- ✓ Define general preferences concerning the above innovations.
- ✓ Reveal “hidden groups” who have certain common characteristics and preferences concerning innovation mixes
 - Survey 2 (Choice Based Conjoint analysis)

175 innov.
(Brainstorming
session)

Survey 1 (MaxDiff)

*Narrowing down the list of
27 innovations in PT to 11*

Survey 2 (CBC)

- *General preferences*
- *Reveal hidden groups*
- *Simulation for introducing innovative solutions*

- ✓ Sawtooth software platform
- ✓ Snowballing sampling (S1)
- ✓ Crowdfunder (S2)

- ✓ Data collection: **Sep. until Nov. 2016.**
- ✓ **362 respondents** from different European countries.
- ✓ **MaxDiff analysis** applied on the 27 innovations:
- ✓ **Av. age: 44 yrs. old**, 63.5% male, 36.5% female.



CIPTec project has received funding by the Horizon 2020 research and innovation programme of the European Union (No 636412).



- ✓ Data collection: **Jan. 2017 until Feb. 2017.**
- ✓ **805 respondents** from different European countries.
- ✓ **CBC analysis** performed on the 11 innovations:
- ✓ **Av. age: 37 yrs. old, 59.4% male, 40.6% female.**



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Hidden groups



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- ✓ The introduction of **combined sets of innovations** has multiplier effects on modal share of PT, when these sets are relevant to the characteristics and the needs of the hidden groups.
- ✓ Introducing the “**wrong**” innovations could **result in marginal effects**: innovations should be **strategically selected** and rolled out in order to take advantage of the **synergetic and multiplier effects**.



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