



Pilot Cities Project – Midway results Piercing Through the Gridlocks

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Survey

Home

In this first section, we would like you to mark your home location and answer a few questions about it. Although accuracy is useful for our research, it is fine to mark your home location simply on the street you live on, if you do not wish to disclose the exact building. We remind you that individual responses will not be published or shared in any way.

Please mark your home location on the map by clicking the button below.

Home location 

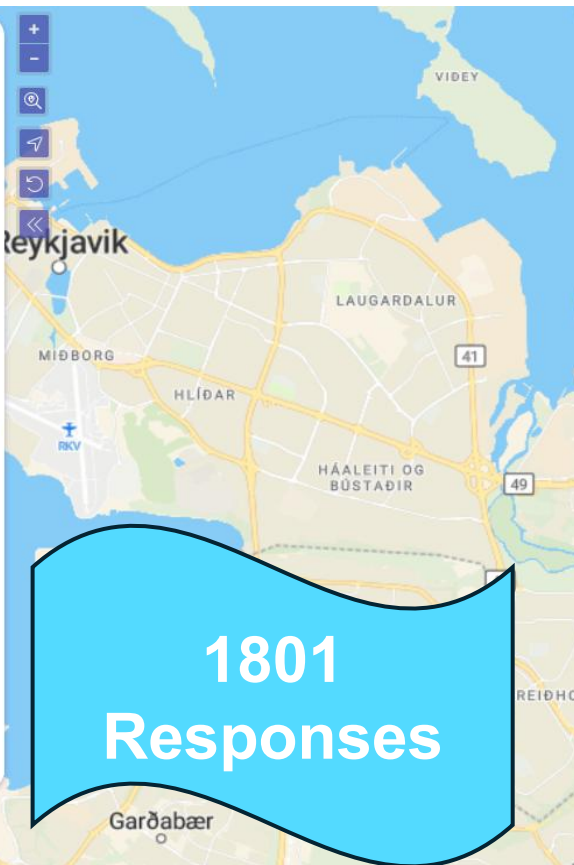
When you have finished the questions on this page, click the right arrow below to continue with the survey.

To edit your responses for the locations on the map, click on the relevant marker on the map again and the question window will appear.

←

2 / 14

→



1801 Responses



Transport

Car ownership
Travel attitudes
Travel modes
Connected trips
Barriers to change



Mapping questions

Home
Work
Recycling stations
Frequently visited locations



Recycling

Recycling habits
Satisfaction with facilities
Barriers to change



Background

Socio-demographic
Life satisfaction
Pro-climate attitudes

Overview of respondents

Survey sample

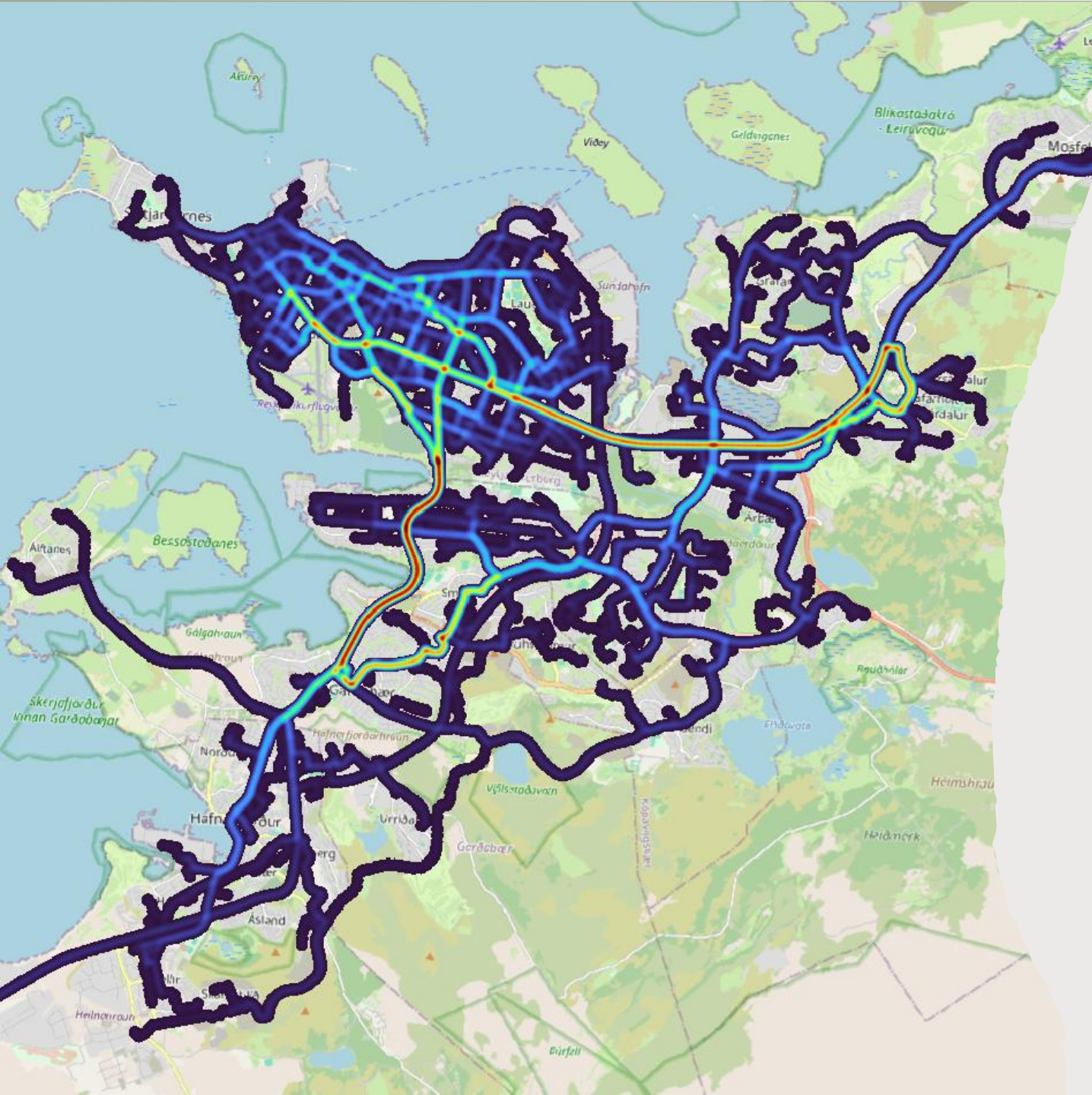
- 56.4% female, 32.9% male, 0.5% nonbinary, other
- Age: 42.33
- Household size: 2.82
- Net personal income: between 516,001-562,000 ISK (approx. 3530-3850 EUR)
- Education level:
 - Basic 3.1%
 - Secondary/vocational 23.8%
 - University 64.2%

National average

- 48.8% female, 51.1% male, 0.06% nonbinary, other
- Age: 43 (Iceland adult pop.)
- Household size: 2.73 (capital area)
- Net personal income: 617,131 ISK (Capital area) (approx. 4220 EUR)
- Education level:
 - Basic 24.1%
 - Secondary/vocational 35.3%
 - University 40.6%

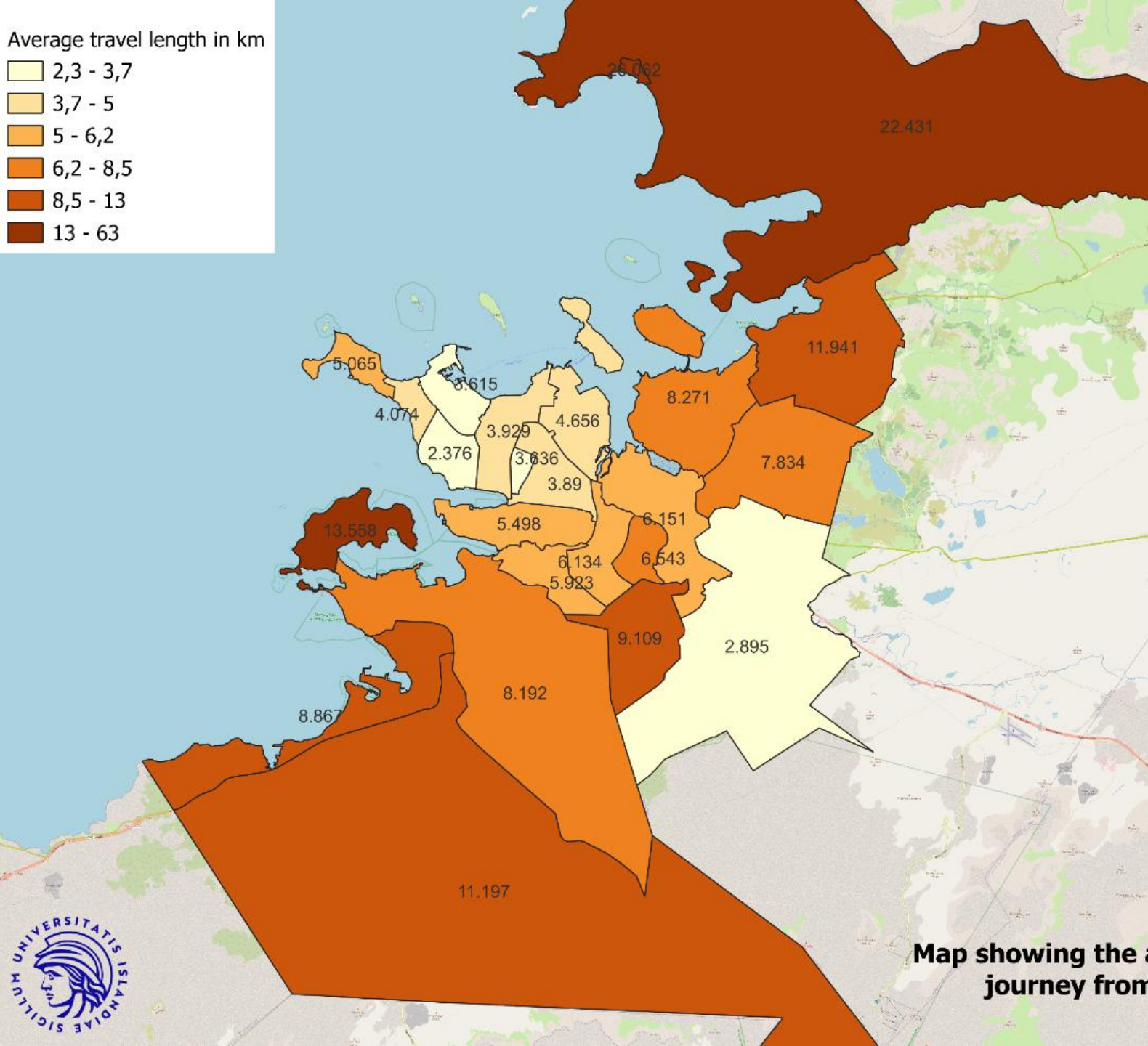
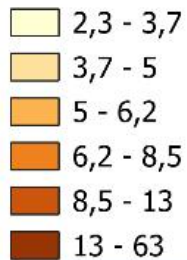
The image shows the interior of a bus, looking down the aisle. Yellow vertical poles are spaced along the aisle, and blue seats with a colorful pattern are visible on both sides. The word "Transportation" is overlaid in white text in the center of the image.

Transportation



Dominant car
roads used for
home-work
commutes

Average travel length in km



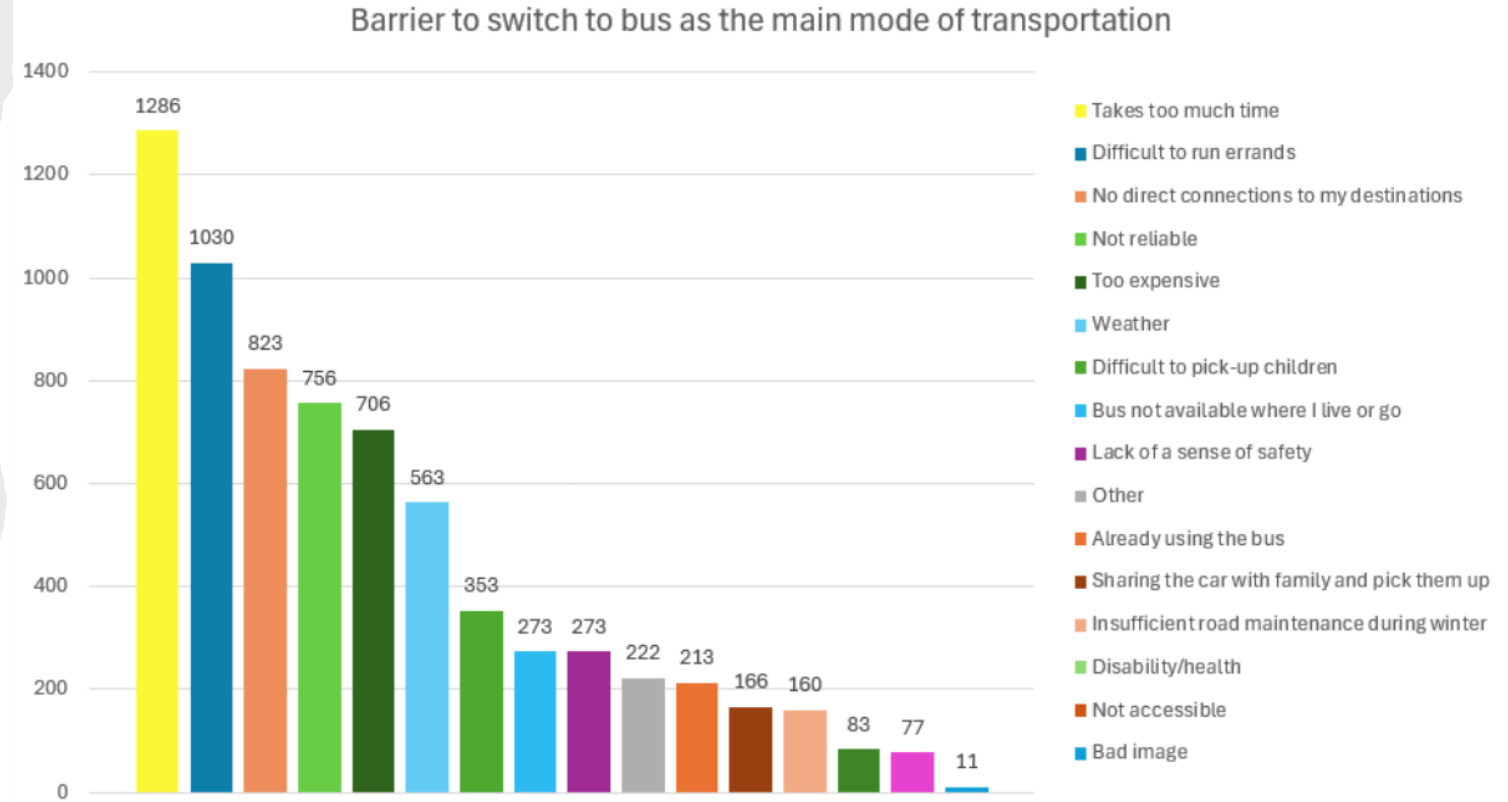
Map showing the average journey from home to work

Regular commutes

- ← Average distance to work under 5km for those living closer to center
- The further away you live, the more you use a car
- Cars used for over 50% of trips; even among those whose home-work distance is short it is around 50%
- Bikes used for less than 10% of journeys, walking less than 10% outside of downtown
- PT use does not exceed 30% of estimated trips

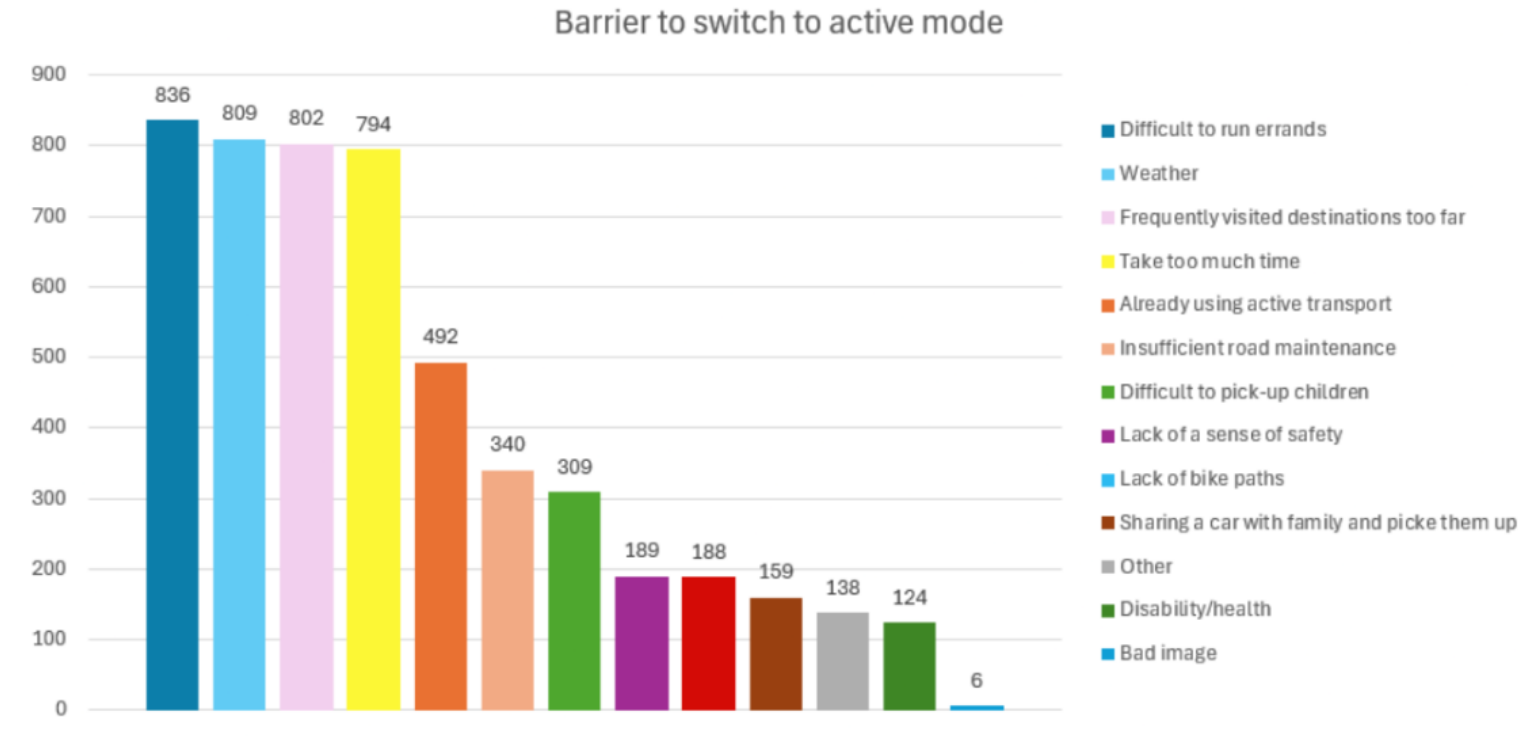
Main barriers to switching to PT

- Takes too much time
- Difficulty running errands
- No direct connections
- Not reliable
- Too expensive

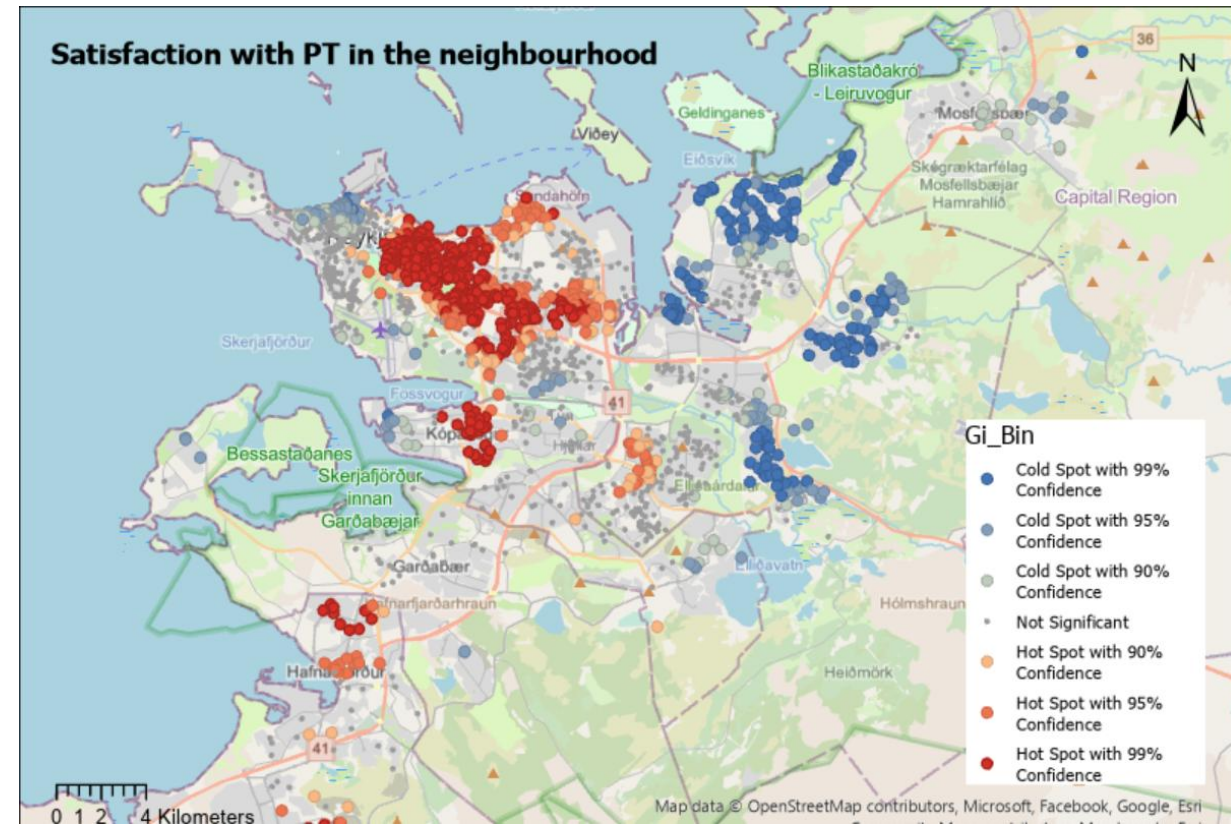
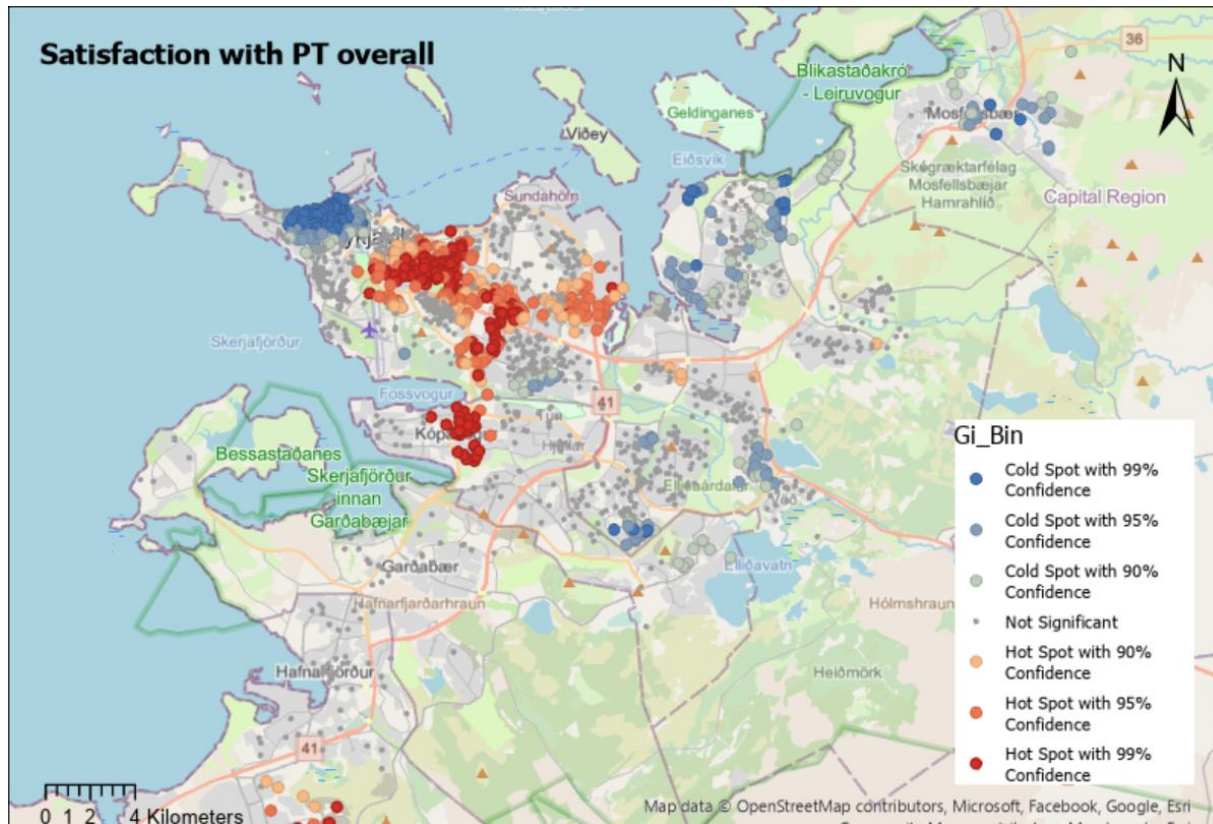


Main barriers to switching to AT

- Difficulty running errands
- Weather
- Frequently visited destinations too far from each other
- Takes too much time



Satisfaction with PT

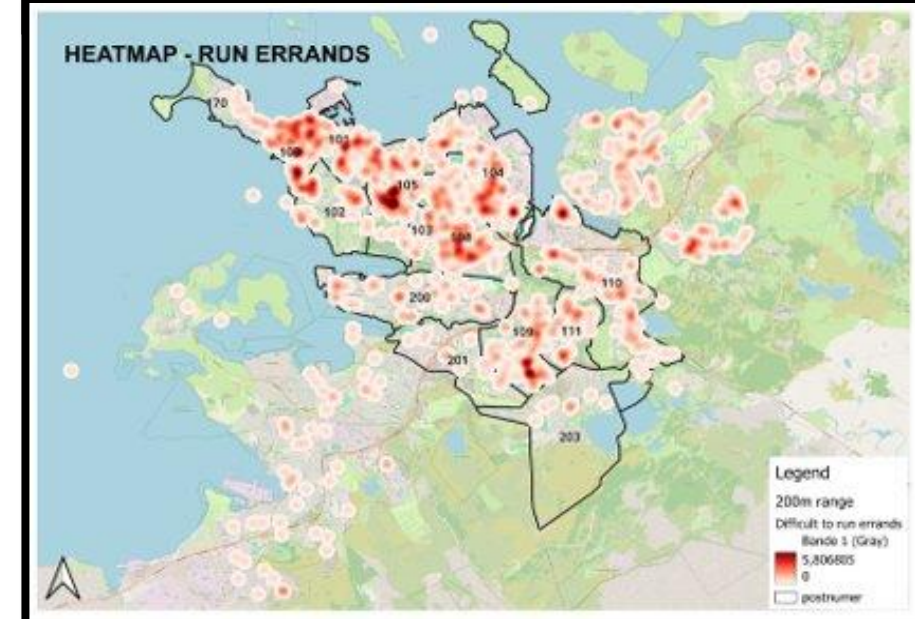
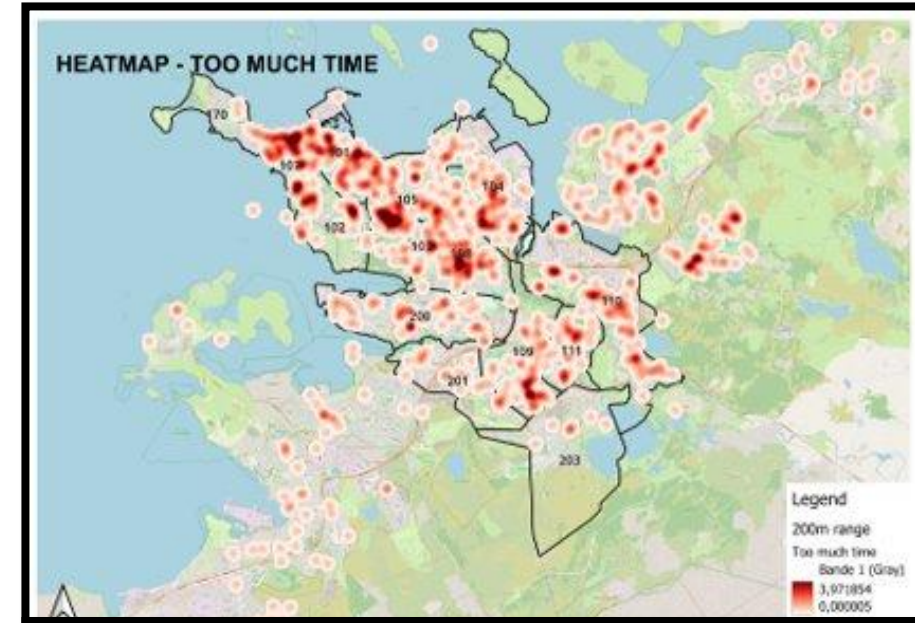
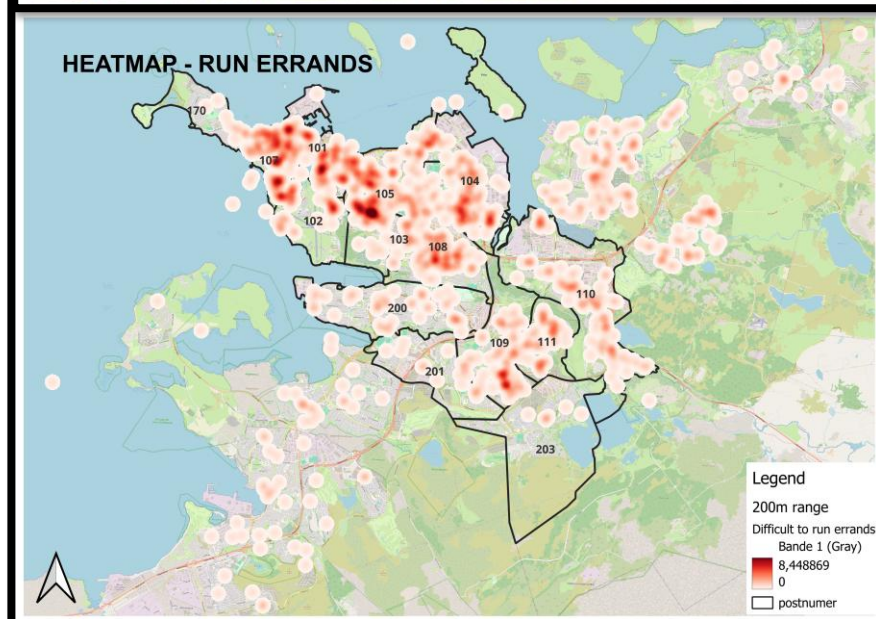
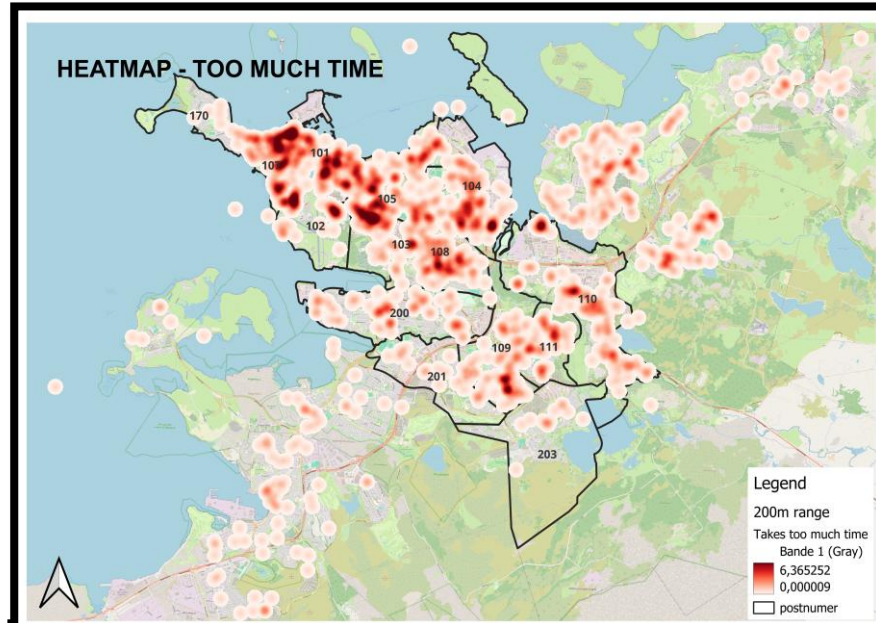


Some comparisons and observations between different mode users

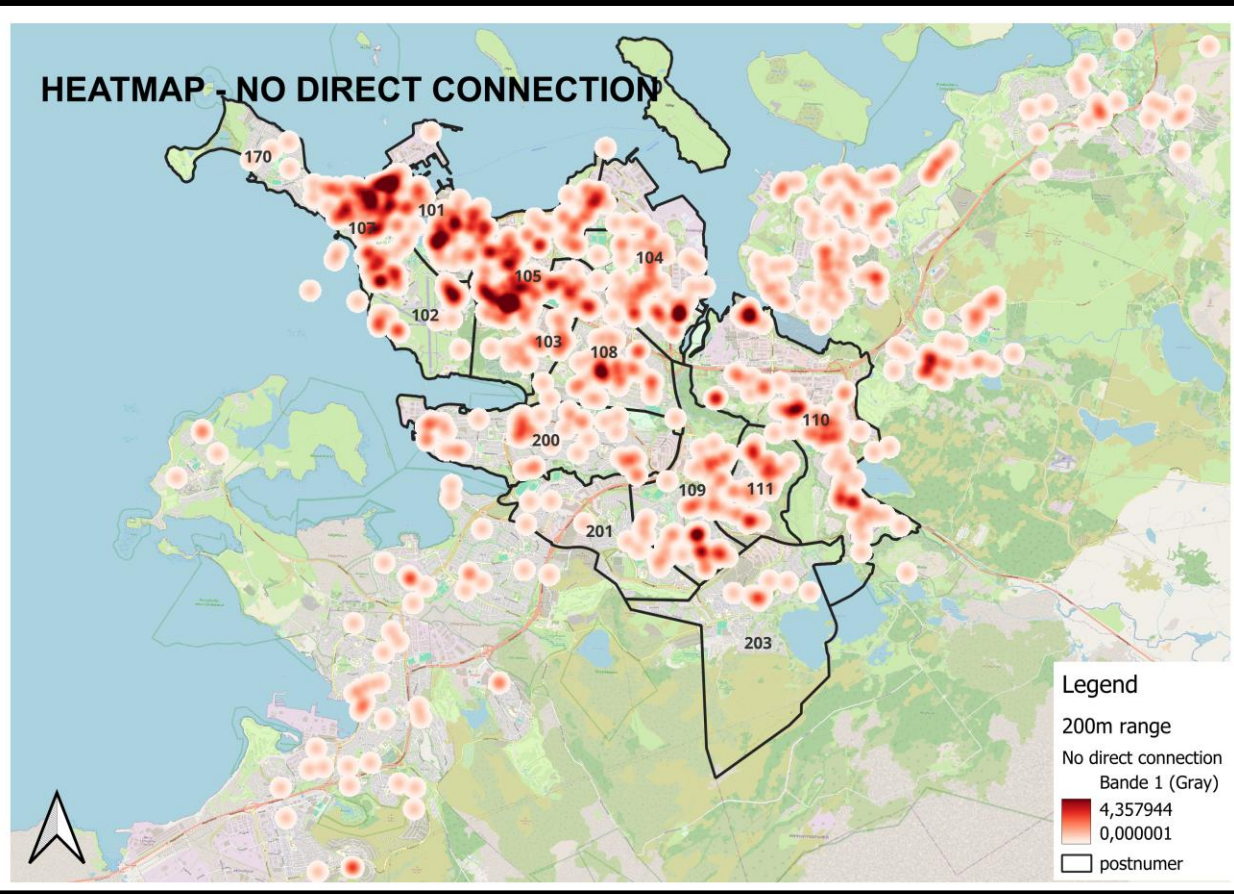
- PT users are more likely to find that a car is reliable
- AT users are less likely find PT reliable and their car ownership is less likely to be driven by car reliability
- Both AT and PT users are more likely to own a car for running errands, and both find it difficult to run errands with AT
- PT and AT users are more likely to believe in individual impact of actions on the climate compared to car users
- PT users are more likely to find a car reliable, while AT users find it less reliable
- AT and PT users are less likely to find weather to be a barrier compared to car users

Spatial distribution of main PT and AT barriers

Public transportation



Active modes



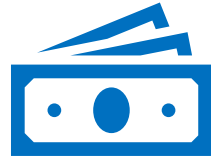
Having no direct connections in PT concentrated in the Grandi area, but also close to Kringlan, which has a lot of bus connections nearby

What background factors increase/decrease the likelihood of choosing the top barriers for switching to public transport



Takes too much time

- ↑ Owning a car
- ↑ Living further from city center
- ↓ More satisfied with PT overall
- ↓ More satisfied with PT in neighborhood



Too expensive

- ↓ Older than 45
- ↓ Being Icelandic
- ↓ Medium-high income level
- ↓ More satisfied with PT overall



No direct connections

- ↑ Being female
- ↑ Owning a car
- ↓ Being Icelandic
- ↓ Higher climate concern
- ↓ More satisfied with PT overall
- ↓ More satisfied with PT in neighborhood



Unreliable

- ↑ Being younger
- ↑ Higher climate concern
- ↓ More satisfied with PT overall
- ↓ Living closer to the city center
- ↓ Higher belief in individual climate impact



Difficult to run errands

- ↑ Being female
- ↑ Owning a car
- ↑ Age between 46-55 years
- ↓ Medium-high income level
- ↓ Higher satisfaction with PT overall
- ↓ Higher belief in individual climate impact

What background factors increase/decrease the likelihood of choosing the top barriers for switching to active transport



Difficult to run errands

- ↑ Older than 66
- ↑ Being female
- ↑ Owning a car
- ↑ Living further from city center
- ↓ Higher belief in individual climate impact
- ↓ Higher climate concern
- ↓ Being more satisfied with one's health
- ↓ Higher satisfaction with home-to-work travel time



Frequently visited destinations too far apart

- ↑ Owning a car
- ↑ Living further from city center
- ↑ People with a disability
- ↓ Living in Iceland for 4-6 years
- ↓ Higher satisfaction with home-to-work travel time
- ↓ Higher belief in individual climate impact



Takes too much time

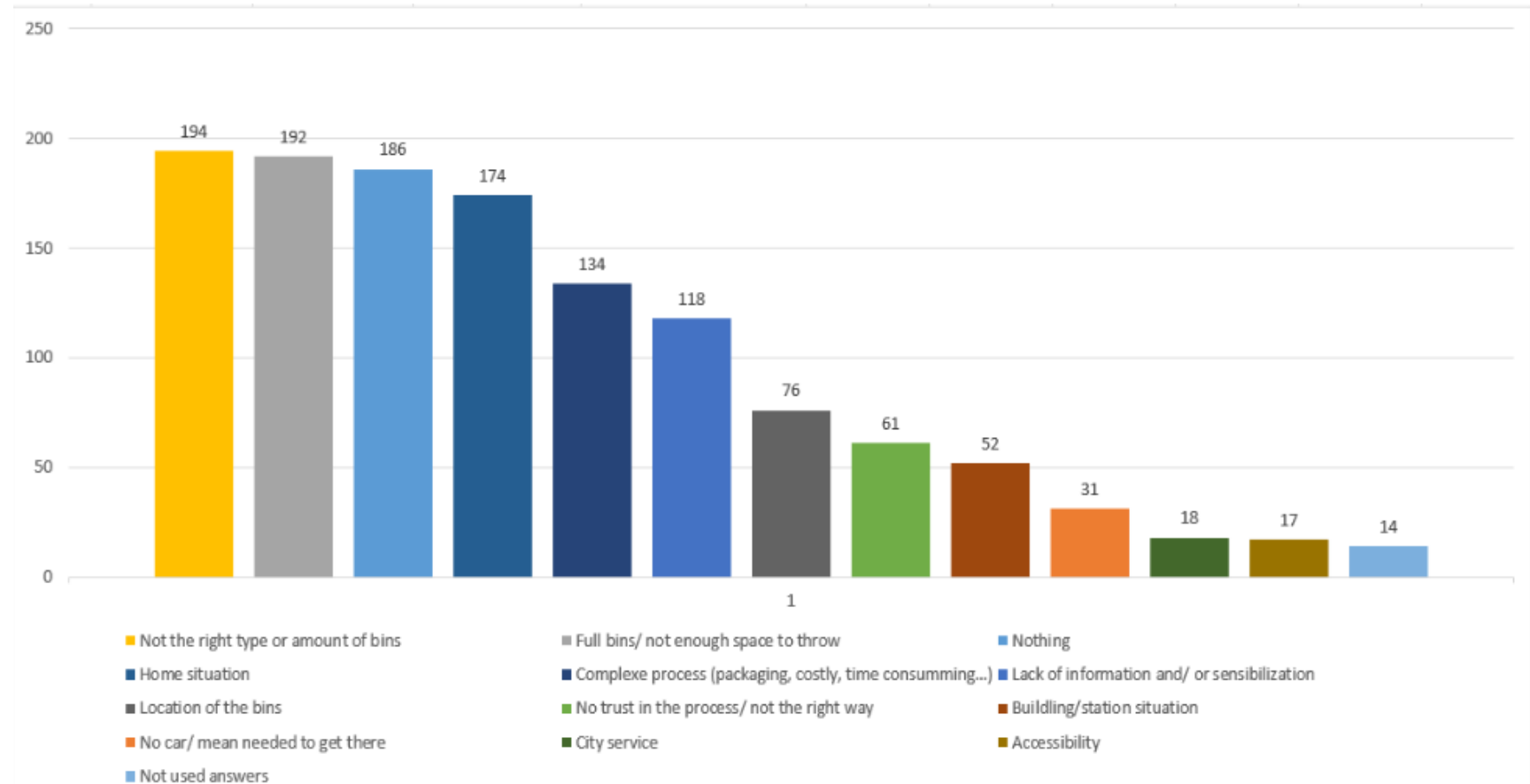
- ↑ Being female
- ↑ Owning a car
- ↑ Living further from city center
- ↓ Higher satisfaction with home-to-work travel time
- ↓ Higher belief in individual climate impact
- ↓ Higher climate concern

A close-up photograph of a person's hand dropping a green plastic bottle into a recycling bin. The bin is made of large, colorful plastic funnels in yellow, orange, and blue. The background is a soft-focus green, suggesting an outdoor setting. The word "Recycling" is written in white text on the left side of the image.

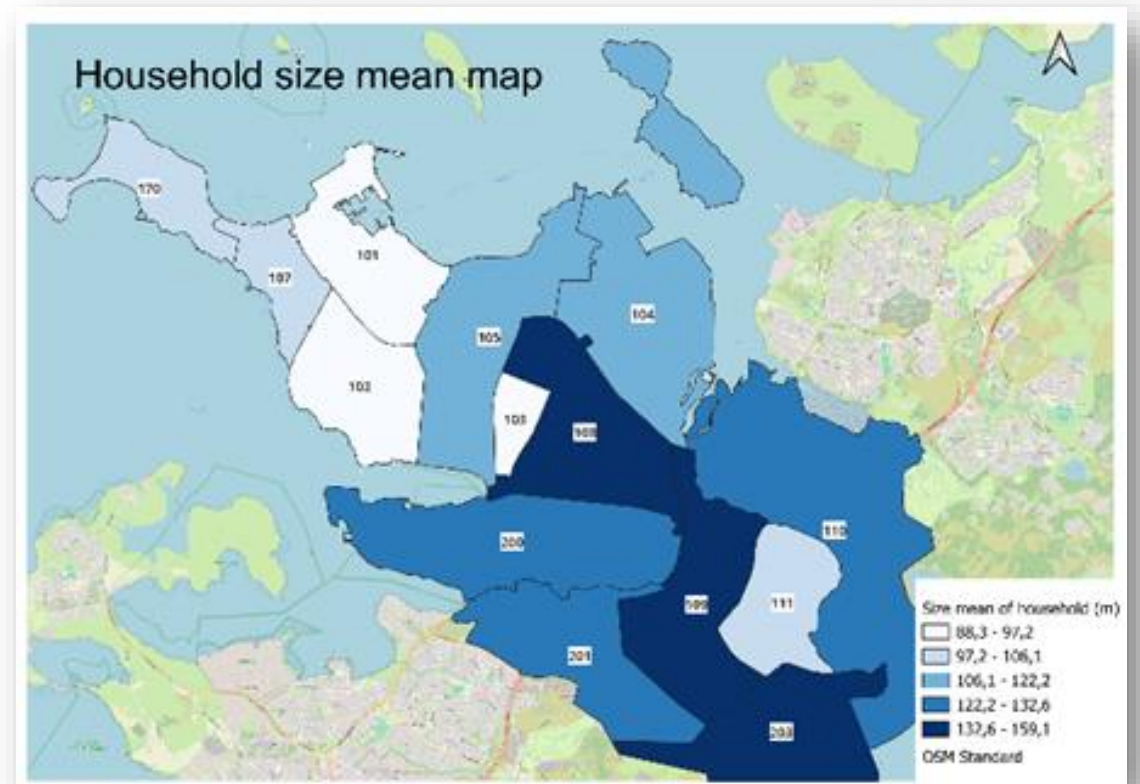
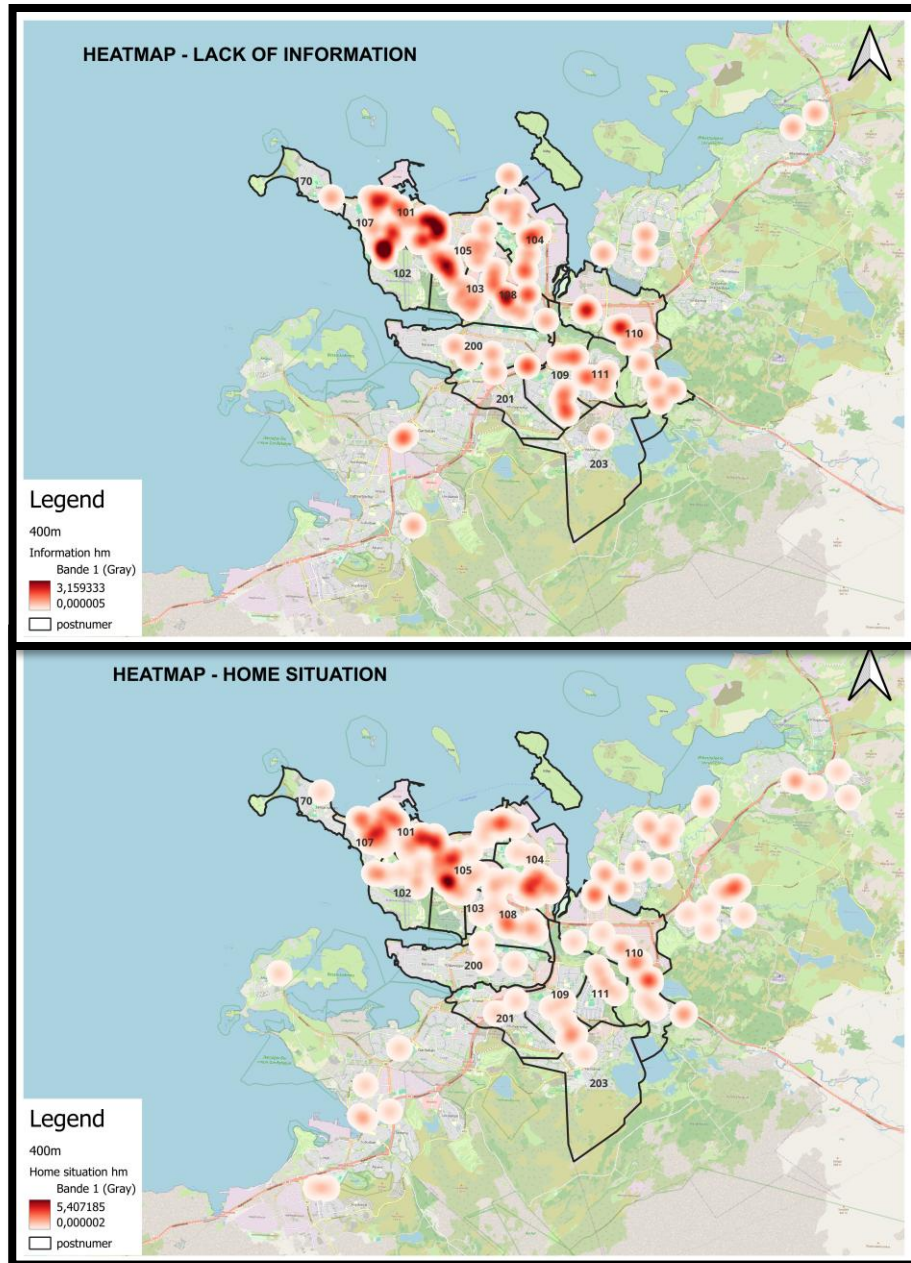
Recycling

Main barriers to recycling

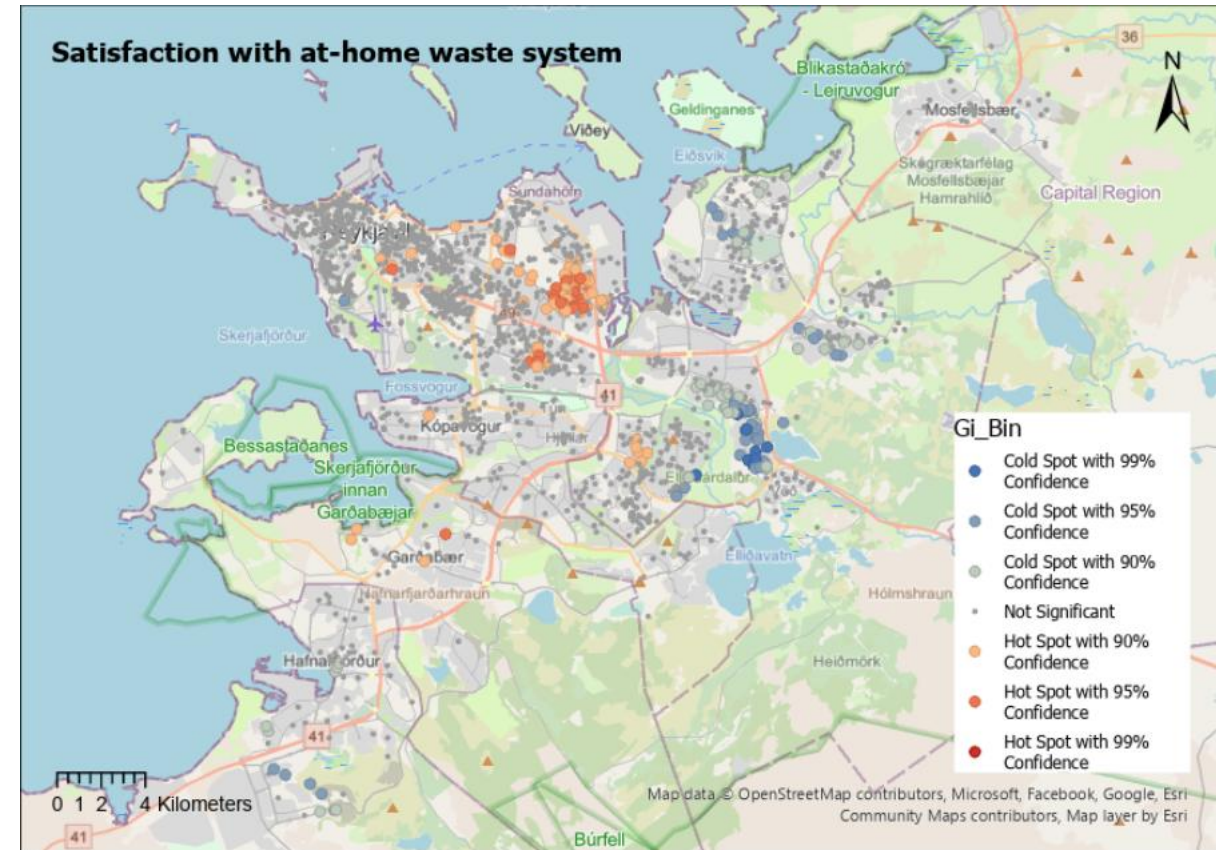
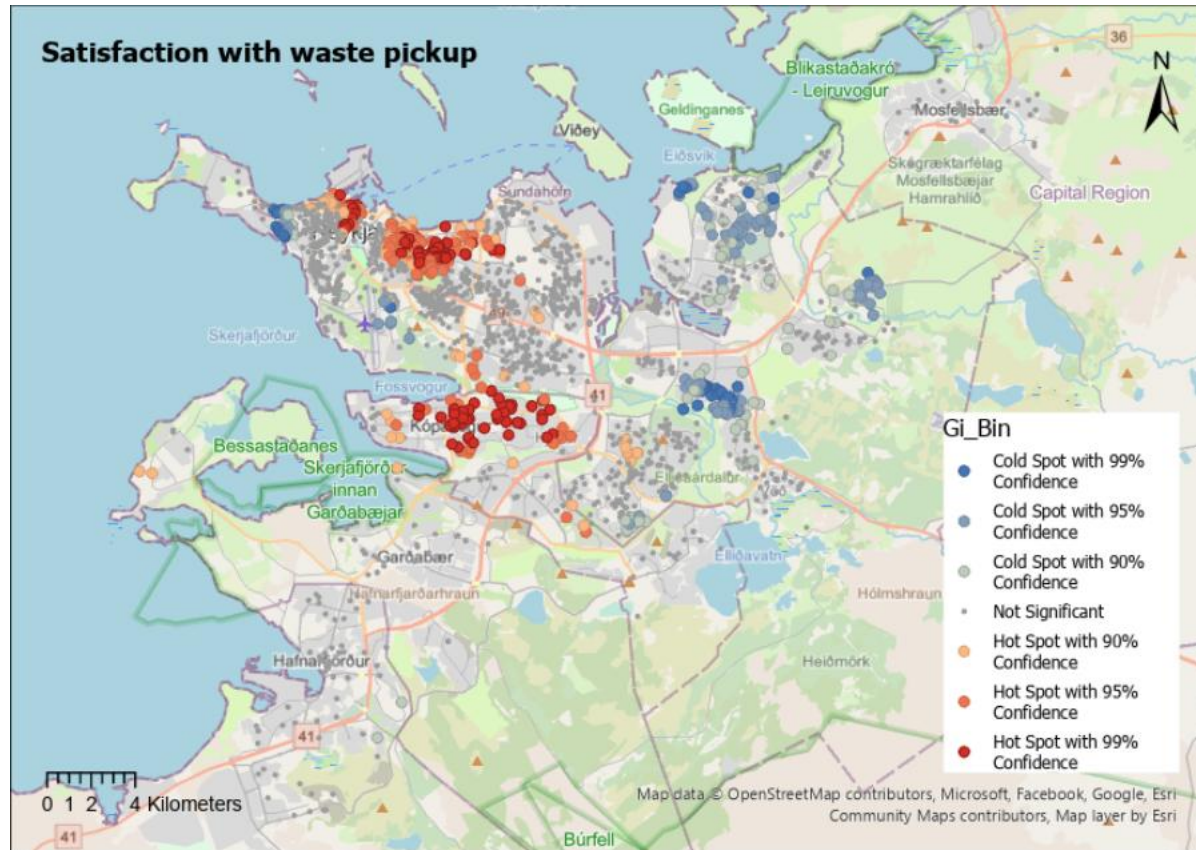
- Not the right type or amount of bins
- Full bins/ not enough space to throw
- Home situation
- Complex process
- Lack of information



Spatial distribution of main recycling barriers



Satisfaction with recycling aspects

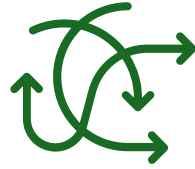


What background factors increase/decrease the likelihood of choosing the top recycling barriers



Frequency of emptying bins

- ↑ Being female
- ↓ Being Icelandic



Process is too complex

- ↑ High climate concern
- ↓ Being satisfied with waste systems at home
- ↓ Higher belief in individual climate impact



At-home sorting systems

- ↑ Being Icelandic
- ↓ Age 65+
- ↓ Those using AT to go to waste station



Lack of information

- ↑ High climate concern
- ↓ Being Icelandic
- ↓ Older age

Thank you!

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