

# Methodology



## Survey in Sion



### Local tablet-based survey (quantitative, face to face), n = 185

Target group: SmartShuttle passengers and potential passengers (aged 14+)  
Sion, 8 – 20 April 2017



### 1 group discussion (qualitative)

Target group: SmartShuttle passengers and potential passengers  
Sion, 9 May 2017



### Individual interviews (qualitative, by phone), n = 10

Target group: Public authorities & B2B (tourist office, shops, restaurants, hotels)  
Sion, May/June 2017



## Control group



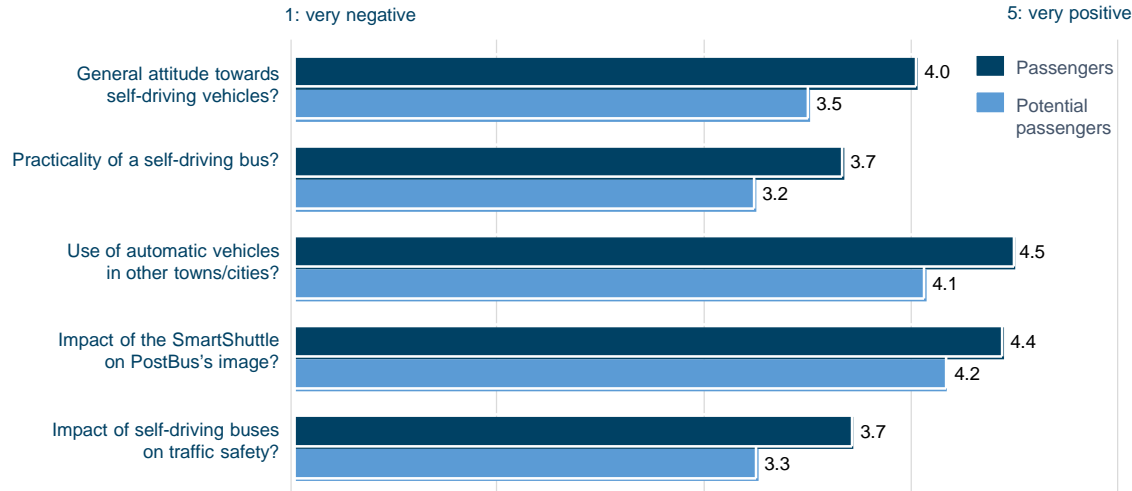
### Phone survey (CATI), n = 200

Target group: Men and women (aged 14+)  
Lucerne, Schaffhausen and St. Gallen, 19 – 29 May 2017  
*When selecting the towns/cities for the control group, it was important to ensure that they were comparable with Sion. The size of the towns/cities and a level of relevance for the tourism sector were the key issues regarding comparisons.*

# Key study findings

- People who have travelled with the SmartShuttle have a **more positive attitude** towards self-driving vehicles.
- Regardless of whether they have travelled with the SmartShuttle or not, people have the impression that it **makes public transport more appealing**.
- From the point of view of **motorists** (compared with pedestrians), self-driving buses will have a positive impact on the flow of traffic.
- **Men** are significantly more likely to have a positive opinion of self-driving vehicles than **women**.
- **Feedback** from residents and traders alike is very **positive**. Minor issues are tolerated during the test phase.
- For older individuals, buses on the last mile could be an interesting form of support and offer additional mobility.
- Customers already have ideas about potential uses and advantages in their everyday lives (connections to remote car-free locations, shuttle service for hospitals or train station).
- Self-driving vehicles have a very **high profile** in Switzerland.
- Sion's SmartShuttle is **well-known outside of Valais** and viewed as an **innovative** development.
- The SmartShuttle has generated **positive effects for the city of Sion**, particularly in the **tourism** and **business** sectors.

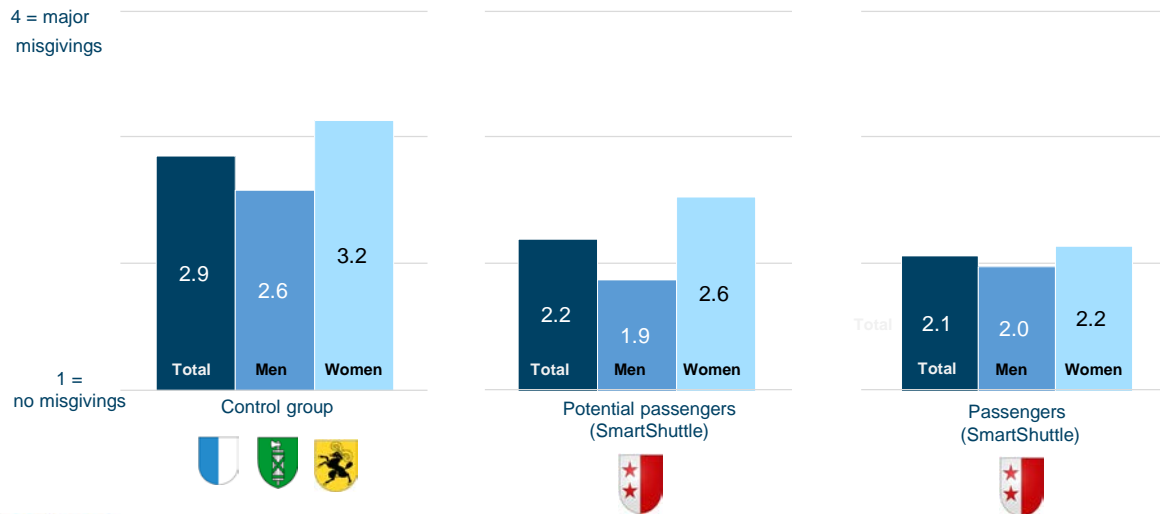
## People who have travelled with the SmartShuttle have a more positive attitude.



## The SmartShuttle is well-known outside of Sion.



## People's experience with the SmartShuttle reduces their misgivings about self-driving vehicles.



## Positive feedback from residents and traders; people tolerate minor issues.



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