

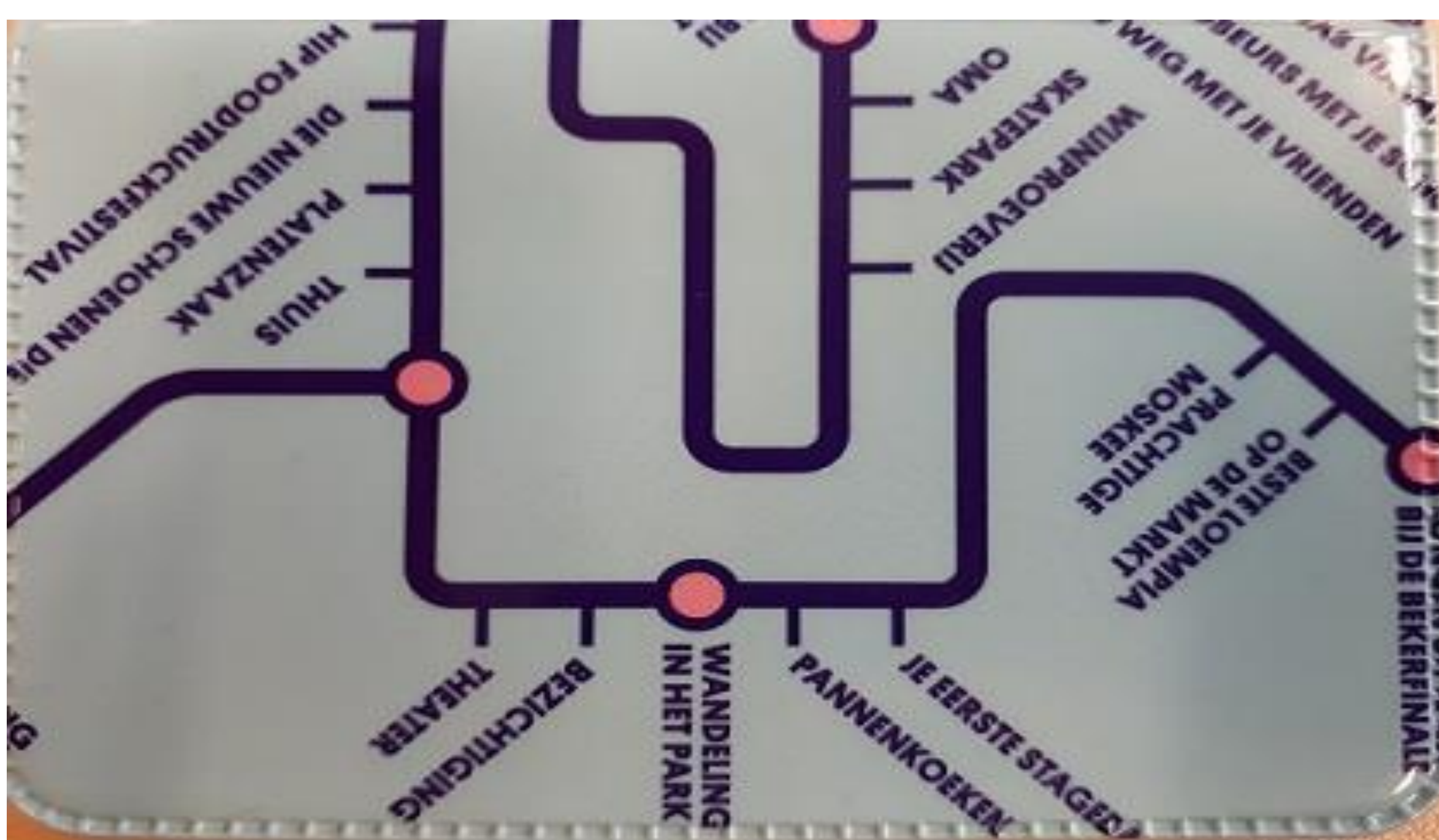
Increasing bus use by labelling people as environmentally friendly individuals: a field experiment

Objective: test whether a simple and cheap intervention – labelling people as environmentally friendly individuals – could increase their public transport use

Method:

- Intervention: Together with Rotterdam’s public transport operator, we handed out **free travel card holders** to approximately 4000 bus passengers on six bus lines in Rotterdam (during peak hours in one working week, reaching about 6% of all passengers during that period).
 - Two versions of the travel card holder:

Control



Experimental



- Passengers on three bus lines received the control version; passengers on three other bus lines received the experimental version.
- A pre-test had shown that the experimental version increased participants’ perceptions of themselves as environmentally friendly individuals. Would it lead to increased bus use?
- Measure: **bus payment records** that are created when people validate the bus pass they received after paying for their ride. Unit of analysis = number of passengers per hour. Data were available for a period of approximately 21 months before and 1 month after the intervention (about 13000 observations per bus line).

Results: increase in post vs. pre-intervention bus use was about **0.89% larger on experimental than on control lines.**