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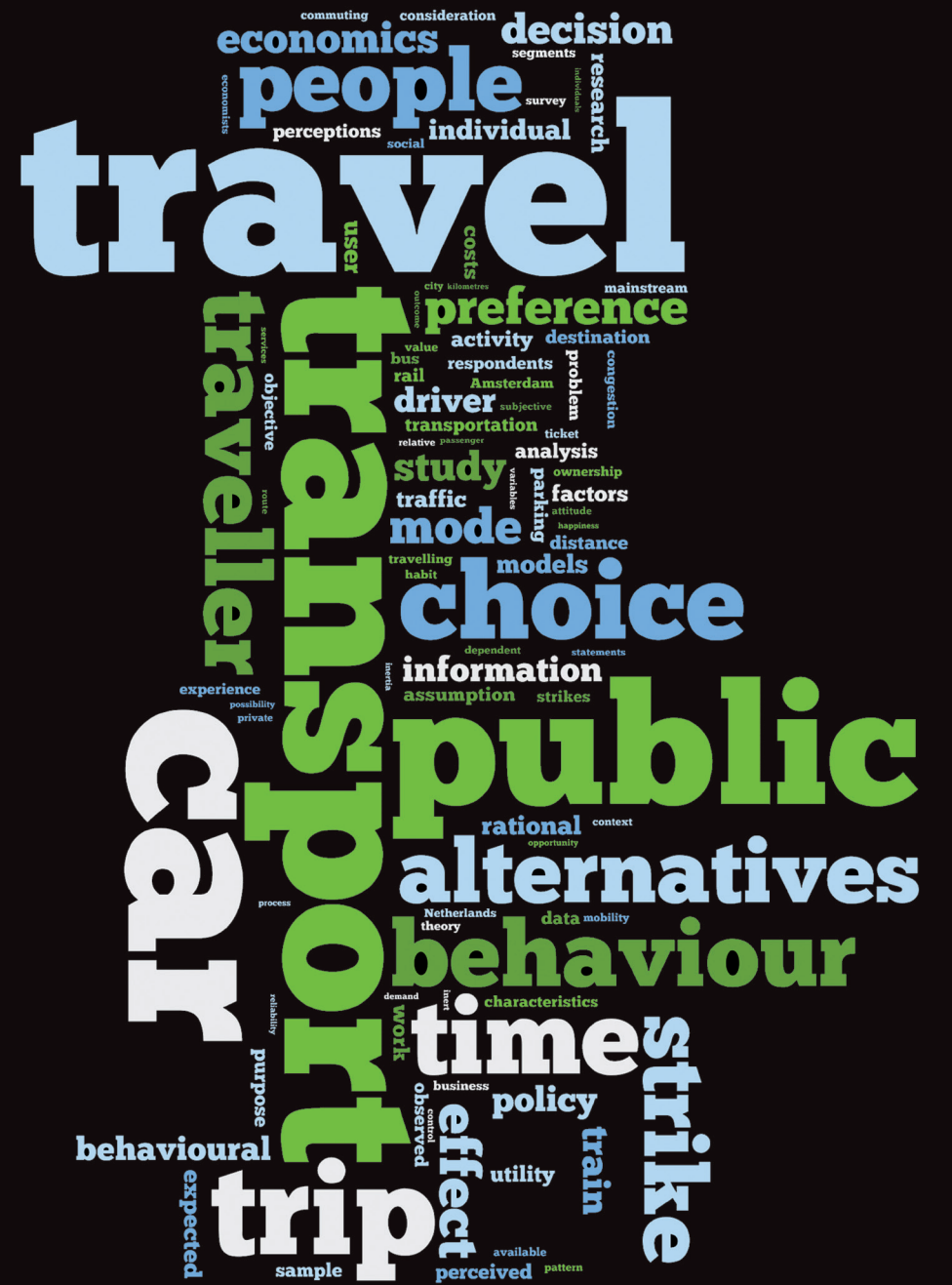
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“Why is it so difficult to persuade car drivers to use public transport more often?”. Despite the many policies encouraging us to reduce our car use and to consider alternative modes of transportation more often, car use has steadily increased during the past decades. This study investigates whether perspectives from behavioural economics could contribute to a better understanding of this inertia in our travel behaviour. The study investigates how differences between people in perceptions, preferences and strength of habit relate to the means of transport they consider to use. The study concludes that for more effective transport policy analysis it is important to account for how travel choice sets are formed and how people decide to travel given their choice set.

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