

MARKET RESEARCH AND SUSTAINABILITY – CAN MOTORWAYS BE GREEN?

23.3.2022
EDITH RÜHRER



A|S|F|i|N|A|G

AGENDA

Reputation of
ASFINAG in
Austria

Perception of
Motorways in
Austria

Sustainability
Agenda of Asfinag

ASFINAG

A satellite map of Europe and surrounding regions, showing landmasses in green and brown and oceans in blue. An orange geometric shape is in the top-left corner.

AUSTRIA WANTS TO BE CLIMATE NEUTRAL BY 2040

**TRAFFIC AS MAIN CONTRIBUTOR TO
GLOBAL WARMING**

To connect regions and people in the heart of Europe as reliable, innovative and **sustainable** mobility partner



SUSTAINABILITY AT ASFINAG

A|S|F|i|N|A|G

Decarbonisation
and reduction of
emissions



Mobility-Concept of
ASFINAG



Energy Strategy



Operating
sustainably



Biodiversity



EXAMPLE ANIMAL CROSS OVER

A|S|F|i|N|A|G



EXAMPLE ANIMAL CROSS OVER IN USE

A|S|F|i|N|A|G



EXAMPLE AMPHIBIAN PASSAGE



EXAMPLE COMPENSATION AREA

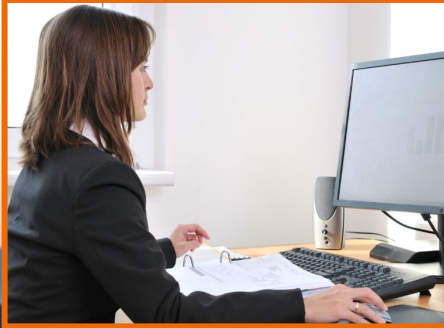


Sustainability Program at ASFINAG

Decarbonisation
and reduction of
emissions



Mobility-Concept of
ASFINAG



Energy Strategy



Operating
sustainably



Biodiversity

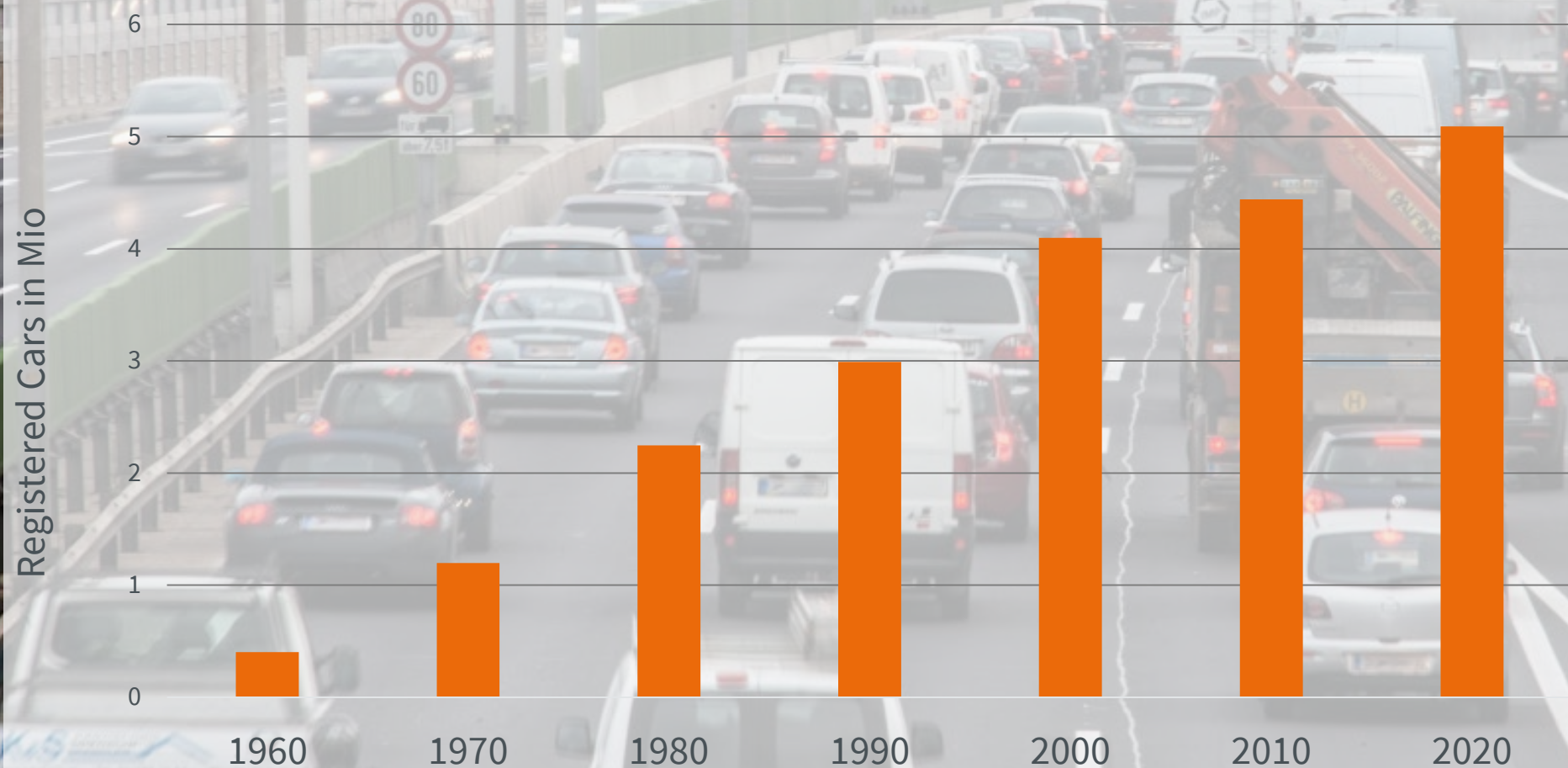




WHAT DO OUR CUSTOMERS THINK ABOUT MOTORWAYS?

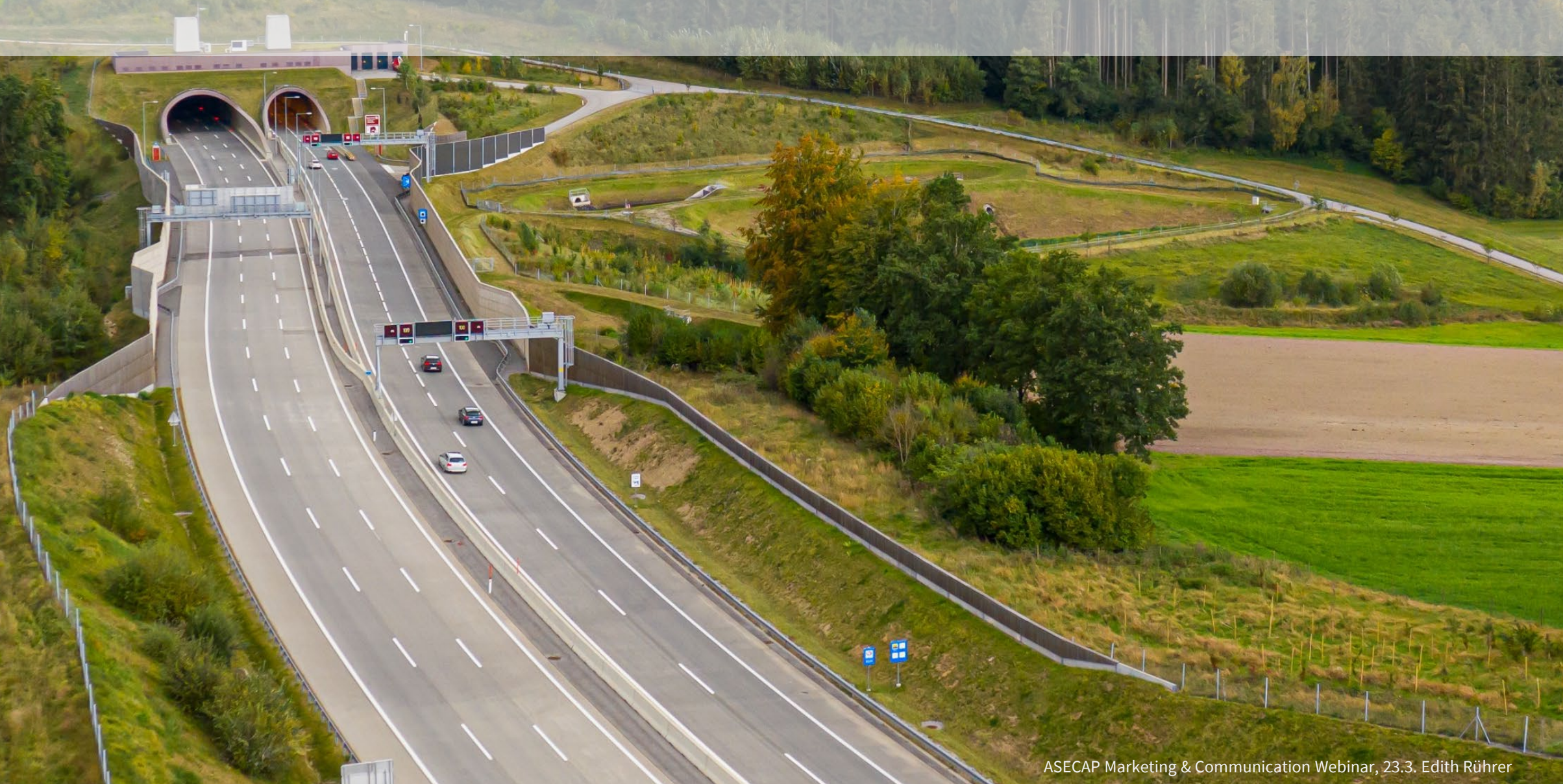
A|S|F|i|N|A|G

Number of registered cars in Austria

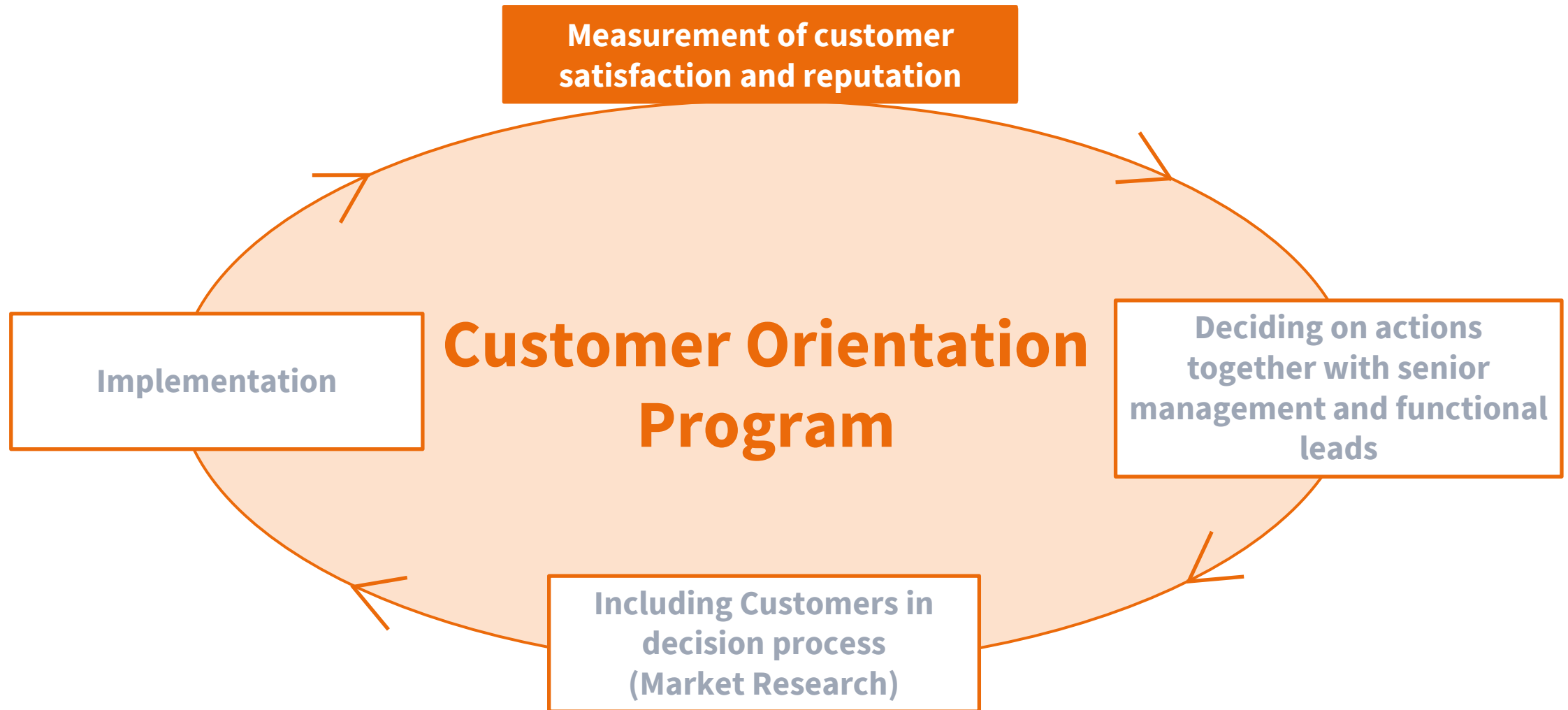


WHAT DO OUR CUSTOMERS THINK ABOUT ASFINAG AND SUSTAINABILITY?


A|S|F|i|N|A|G












UNDERSTANDING OUR CUSTOMERS IN DEPTHS



STUDY DESIGN CUSTOMER ORIENTATION AND REPUTATION



	 Car Driver	 Lorry Driver	 Lorry Business	 Bus Driver	 Bus Business	 Stakeholder (reputation only)
 Sample Size	n=1000	n=211	n=101	n=108	n=50	n=77
 Methodology	1/3 CATI, 2/3 CAWI	CAPI	CATI	CAPI	CATI	CAWI
 Length of Questionnaire	20 min.	19 min.	16 min.	20 min.	15 min.	5 min.

REPUTATION MODEL | CAR DRIVER

A|S|F|i|N|A|G

Reputation

Good reputation
Meets with universal approval
Innovative company
Well respected company
Sustainable and environmentally friendly organisation
Unimpeachable, beyond question

Reputation
Index

Emotional Appeal

Likeable
Trustworthy
Credible
Customer orientated
Authentic

33%

CSR & Sustainability

Fair partner
Open and transparent
Important for Austria
Takes care of environment
Takes on social responsibility

24%

Product & Services

High quality output
Good value for money
Considers individual interests of customers
Reliable performance
Progressive concerning digitalisation
Innovative solutions

21%

Workplace Environment

Family friendly business
Good working atmosphere
Attractive employer
Same chances for all genders
Promising career perspectives

12%

Performance

Successful
Save investment
Successful over a longer period of time
Good growth prospect

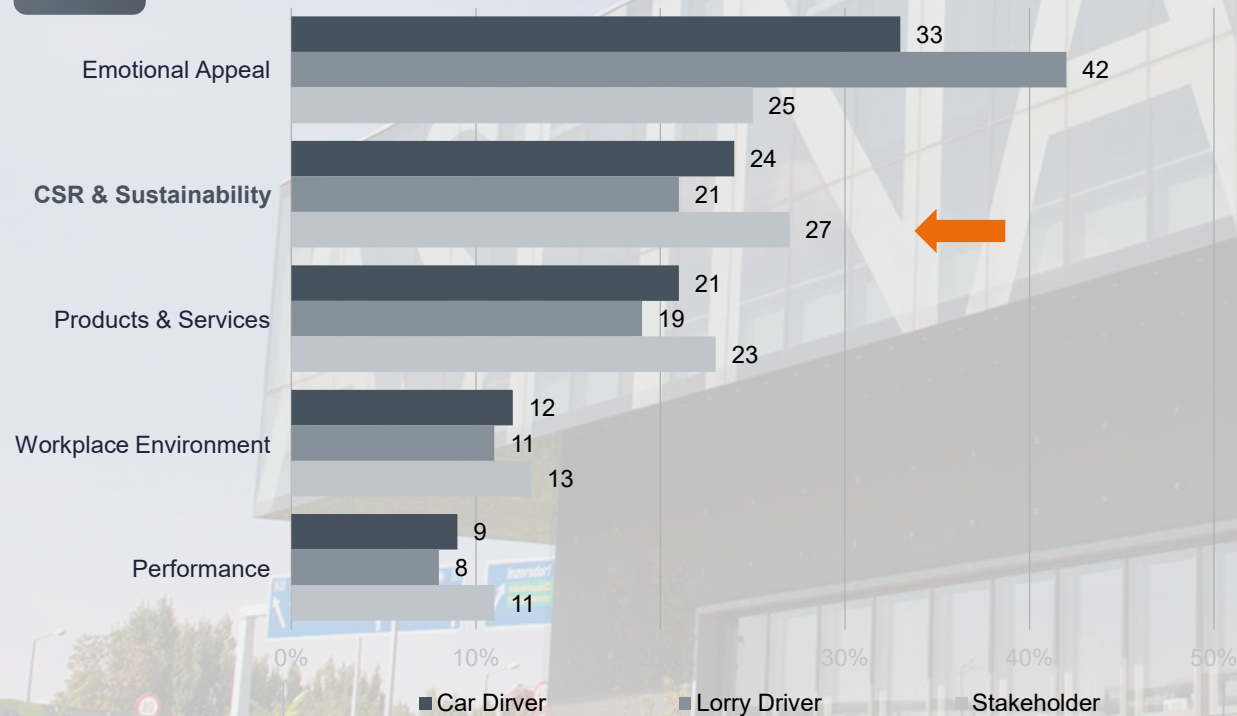
9%

IMPORTANCE OF SUSTAINABILITY FOR REPUTATION

A|S|F|I|N|A|G



Relative Importance of Factors for Reputation in %



CSR & Sustainability

Reputation
Average

Important for Austria

Takes on social responsibility

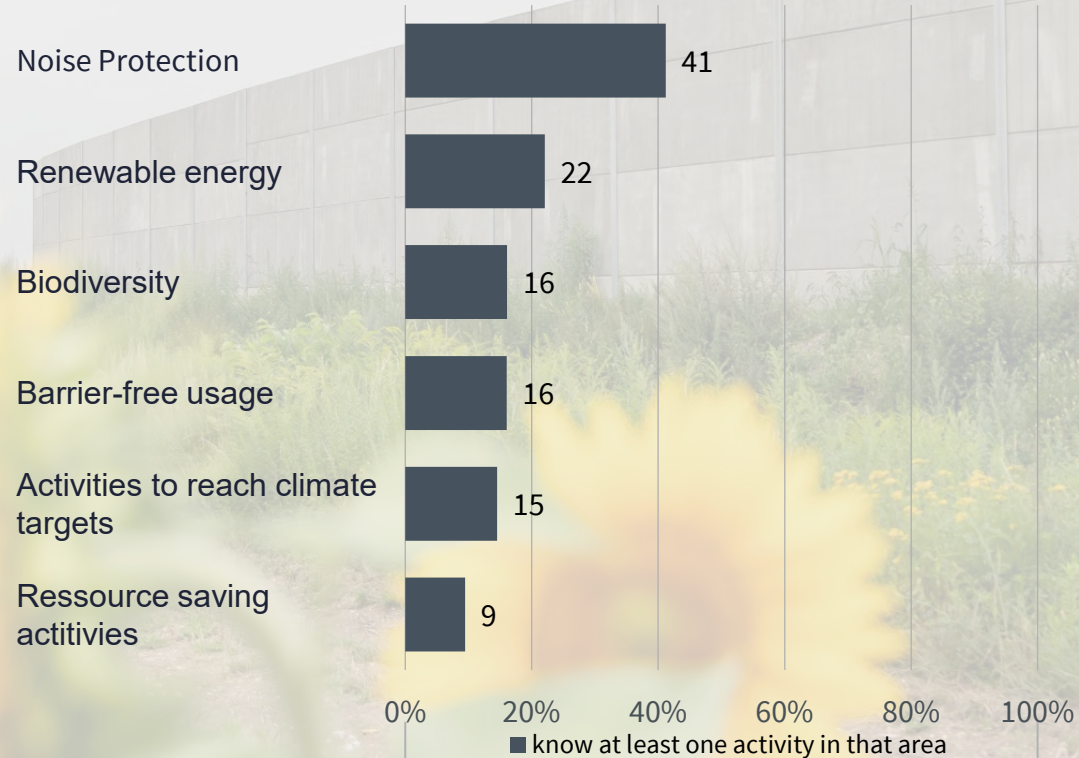
Fair partner

Open and transparent

Takes care of environment

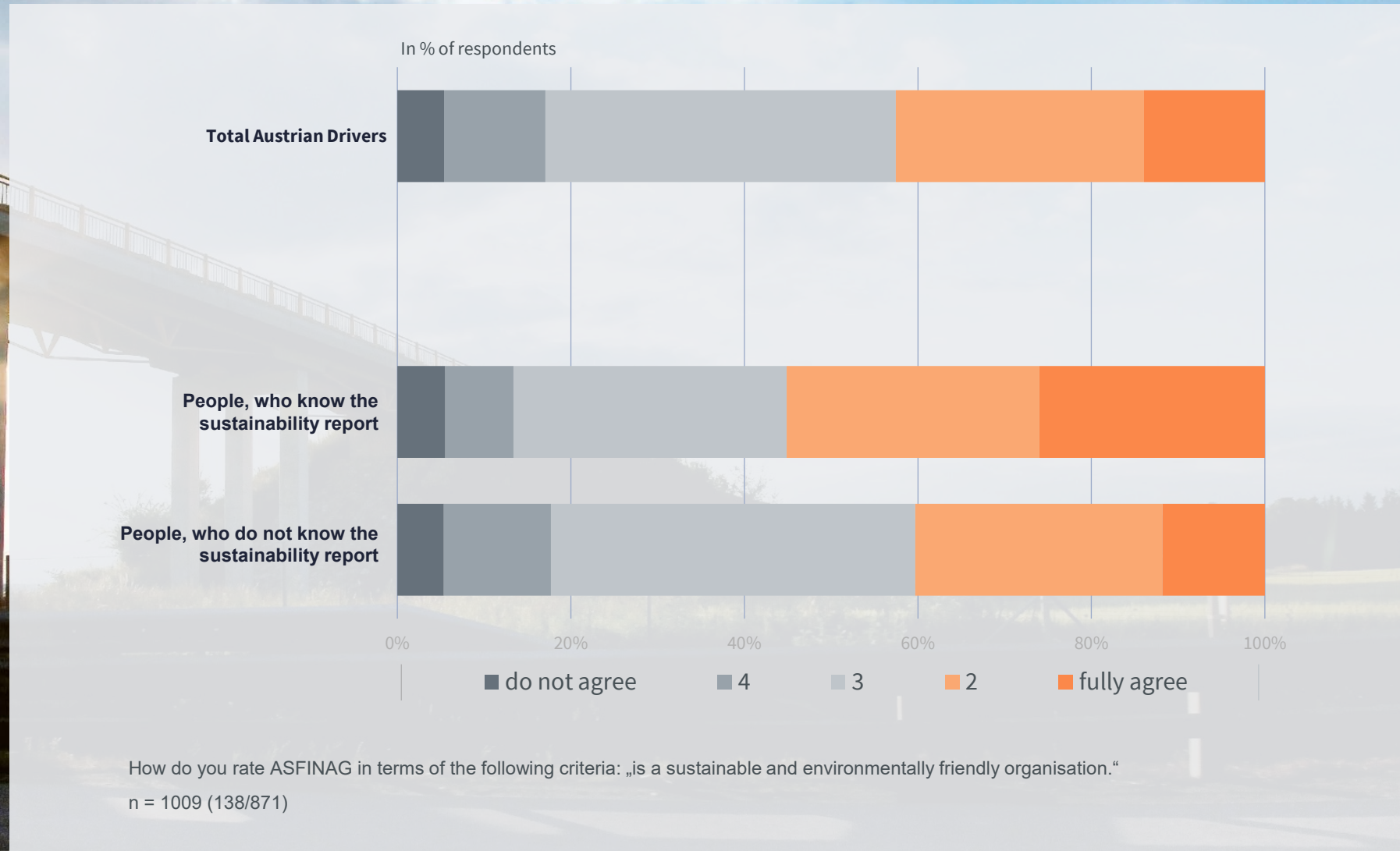
LIMITED KNOWLEDGE OF SUSTAINABILITY AGENDA

Unprompted mentioning of sustainability activities in the respective areas in %

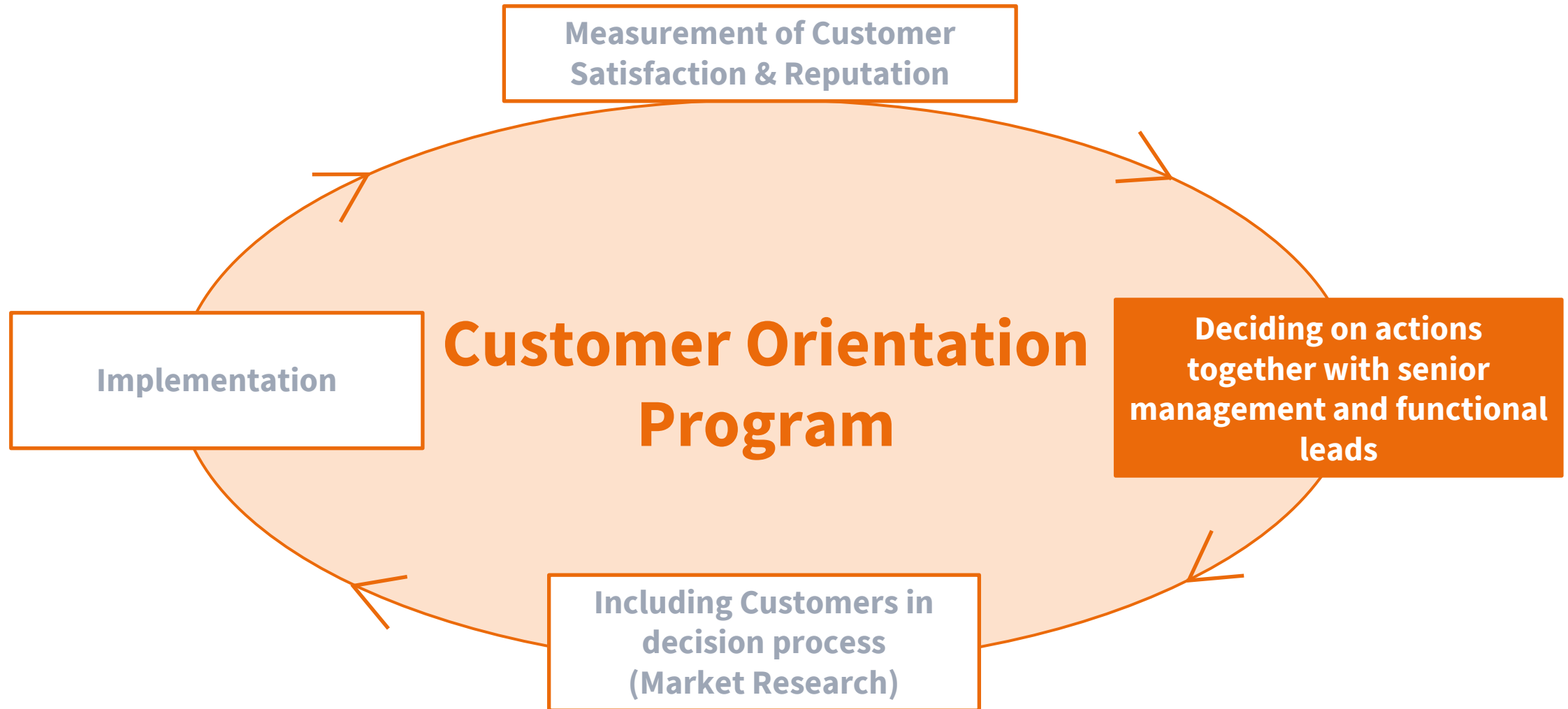


... KNOWLEDGE MAKES A DIFFERENCE

ASFINAG



UNDERSTANDING OUR CUSTOMERS IN DEPTHS



THANK YOU!

Edith Rührer

edith.ruehrer@asfinag.at

asfinag.at



A|S|F|i|N|A|G
GUTE FAHRT, ÖSTERREICH!