

## Abstract

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### Analysis of Seoul Citizen's Vehicle Ownership and User Characteristics

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In this study, grasping the knowledge of vehicle ownership characteristics and utilization characteristics of Seoul, it is possible to study the factors that affect passenger car ownership and use Seoul citizens. This knowledge will be used for basic data in future traffic demand management policies. For analysis of the present research, a questionnaire survey of 1000 car owners in Seoul was conducted.

As a result, it showed that the average car ownership per house is 1.21, the average number of weekday trips are 3.8, and weekend trip were revealed to be 1.7 day. Passenger car ownership and operating cost can be divided into fixed costs(depreciation cost, automobile tax, insurance) and variable costs(fuel costs, parking fees, tolls, other maintenance costs and designated driver costs). The average vehicle ownership and operation cost of the respondents were 780,000 Korean won per month(9.36 million Korean won per year).

In this study, the type of passenger car used is divided into layers, with further investigation into each individual layer. A large quantity of passenger car use layers consist of business-type, high-vehicle involved, heavy drivers, those within the age range of 20 to 40 years old, of male gender, individuals with a monthly income level of 500~700 million Korean won if married, and the number of foreign car owners using private cars which is statistically and significantly large. However, the type of passenger card used are classified according to reliance on private vehicles, personal recognition/beliefs, and weekday and weekend usage.

Based on the results of this study, the construction of alternative

transfer systems, such as car-sharing, in which an individual can utilize a vehicle when needed without owning a car, punctuality of public transportation, ensuring promptness and recognition of fixed costs associated with passenger car ownership if citizens, and mode change of automobile commuters through expansion of congested toll area are all being presented as policy recommendations.

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- 4\_The need for transportation demand management policy considering individual proprietor