

A Move Towards Sustainability? Two Approaches to Achieve Changes in Travel Behaviour

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In view of the growing need for changes in individual travel behaviour towards more sustainable mobility, current research developments lead to an increasing integration of approaches from different scientific areas in travel behaviour research. This seminar presents results from two inter-disciplinary projects, both targeting behavioural changes and delivering a basis for policy and planning measures. The ESRC project "Promoting Sustainable Travel: A Social Marketing Approach" aims to explore motivations and barriers for adopting more sustainable travel behaviour in a range of lifestyle contexts. Qualitative and quantitative approaches are used to identify spill-over effects, links and gaps between different domains of individual life - behaviour at home, daily travel, and less frequent (tourist) travel. Analyses and results from the current work stage will be presented to illustrate different relationships between lifestyles and travel decisions and the varying importance of sustainability related attitudes.

The main focus of the second project was on impacts of so called life course events on individual travel behaviour. Key events like relocations or job changes break or weaken travel habits and can be used as starting points for behavioural changes. Based on data sets from the German Socio-Economic Panel, regression models were used to investigate interdependencies between certain events and travel behaviour indicators. Results from both projects deliver insights into the nature of individual travel decisions and potential behavioural changes.



Jan Prillwitz is an Associate Research Fellow with the Department of Geography at University of Exeter. He joined the university in January 2008 and is currently working on the ESRC-funded project "Promoting Sustainable Travel". From 2004 to 2007, Jan was a PhD student at the Helmholtz-Centre for Environmental Research in Leipzig, Germany, investigating impacts of life course events such as relocations on travel behaviour. He got his doctoral degree from the University of Leipzig in 2008. Jan's main research interests are sustainable mobility, determinants of individual travel behaviour and mobility biographies.