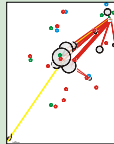


What can we learn from mobility biographies?

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Outline

1. Introduction: Habits and travel behaviour changes
2. Mobility biographies: theoretical framework
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 - Methodology
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 - How do key events affect travel behaviour?
 - How do mobility biographies develop over time?
4. Conclusions



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1. Introduction: Habits and travel behaviour changes

- Travel behaviour is mainly habitual
→ travel behaviour change is a difficult task
(e.g., information and communication strategies may fail if habits are too strong)
- Habit: Repeated performance of behavioural sequences by individuals
(social psychology: the choice of behaviour without deliberation)
- Reasons for the use of habits:
 - Search costs for alternatives are too high
 - Expected gains of alternatives are too uncertain
 - Repetition of past behaviour is easier and less risky
- When do habits change?

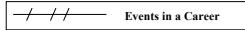


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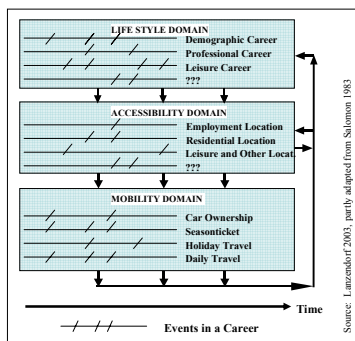
2. Theoretical background: Life course approach for travel behaviour

- explain behaviour by its continuity over life time and by specific events that involve major changes in other domains of life
- life course is subdivided into a series of life course trajectories: events and stages between events in certain domains of life



- Objective: discover and analyse interactions between different life course trajectories

Mobility biographies



„Mobility biography“ is
the total of the
longitudinal trajectories
in the mobility domain

3. Case Study: An explorative study with parents of kindergarden children

Methodology

- qualitative, retrospective interviews (N=20)
- with parents of young children (3-6 years old) in Leipzig
- many potential key events
(„family“, residential relocation, 1st job, ...)
- for future travel decisions: „window of opportunities“ is still relatively open

Content of the qualitative interviews

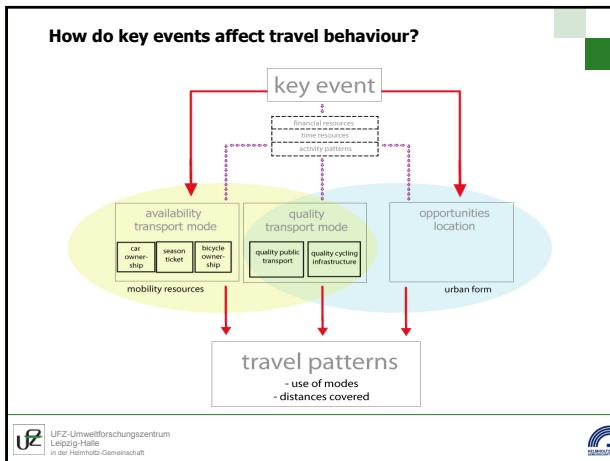
- Attitudes towards transport modes
- Activity space and mode usage
- Key events affecting travel patterns (modes, distances, activities) & explanations
- Socio-demographic characteristics
- Additionally: 2-week trip diary (actual behaviour)

Socio-demographic characteristics of respondents

		N
age (years)	25 – 30	5
	31 – 35	9
	36 – 45	6
sex	male	4
	female	16
number of children in household	1	6
	2	10
	> 2	4
family status	married / same household with partner	15
	single	5

Analysis of the qualitative interviews

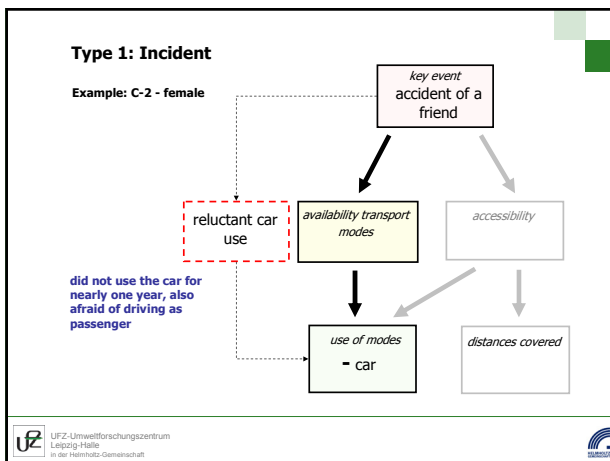
- grounded theory
- Atlas TI software
- visualization and figures

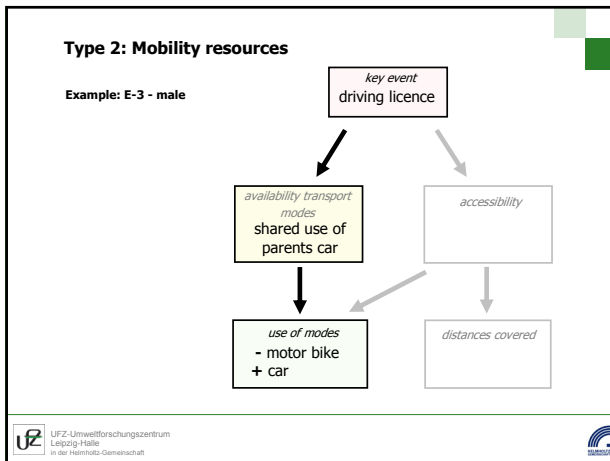


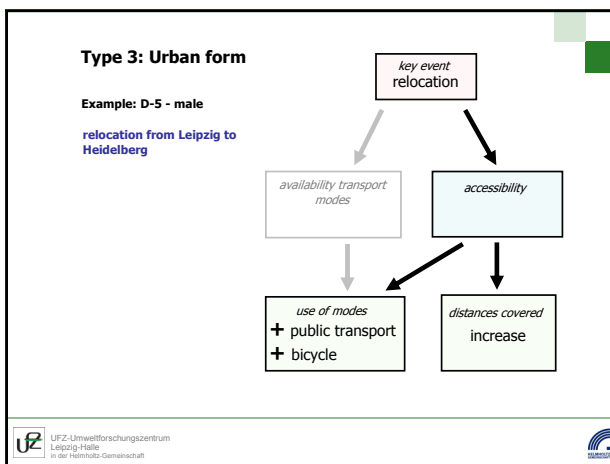
How do key events affect travel behaviour?

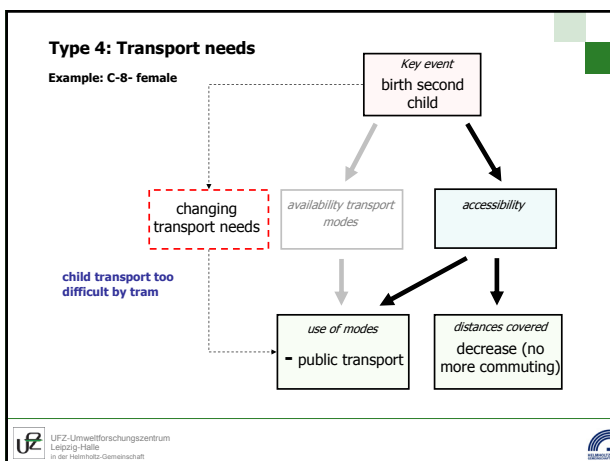
Type of impact	Examples
1. Incidents	• 1989 „Wende“ • purchase / abolishment car • accident
2. Mobility resources	• driving licence • transport mode (car, bicycle) • residential relocation • partner related • change of a job
3. Urban form (same mobility resources)	• residential relocation • change of a job
4. Transport needs	• child related

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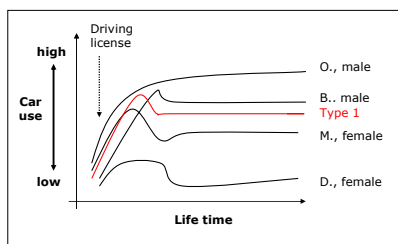




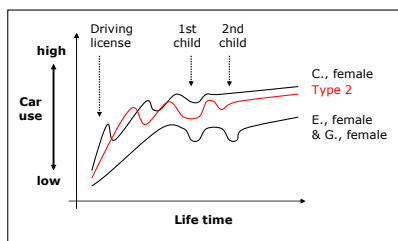
How do mobility biographies develop over time?

An explorative typology for the "car use biography"

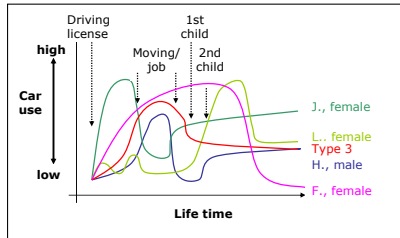
Type 1: Mobility biographies without major changes



Type 2: Mobility biographies with stepwise adoption to car use



Type 3: Mobility biographies with major changes



4. Conclusions 1

- Residential relocations, driving license, job, child and partner related account for more than 90% of key events
- The key events affect travel behaviour by four types: mobility resources, urban form, transport needs and incidents
- Types of mobility biographies for car use were identified, however:
 - car use varies for all three types over lifetime
 - one peak of car use after the receipt of a driving licence (→ emotional ties)

4. Conclusions 2

- Should key events be the target of policies for affecting travel behaviour?
- Is it possible to change mobility biographies?