

# **Mobility-Styles in Leisure-Time**

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a lifestyle-approach  
for a better understanding  
and shaping of leisure-mobility

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est!-Workshop: Leisure Travel, Tourism Travel and the Environment

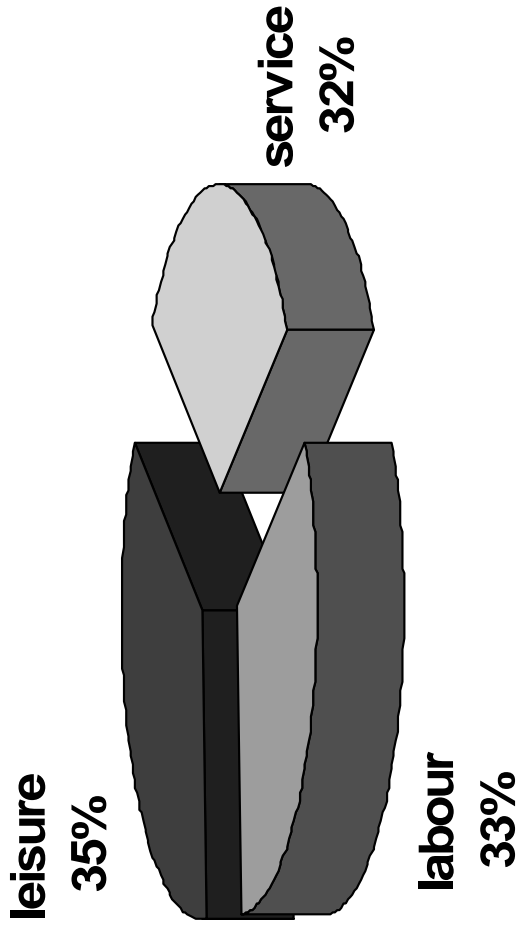
Berlin, 4 –5 November, 2004

## Objectives of the project

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1. Closing the gaps in research concerning the empirical description of leisure-mobility and traffic behaviour
2. Providing new insights into the social and motivational causes of leisure-mobility
3. Estimating the damaging effects upon the environment

## Proportion of ways related to labour, leisure and service



Leisure-ways are undertaken for socialising or networking, according to this leisure-traffic is an answer to the purpose of social integration

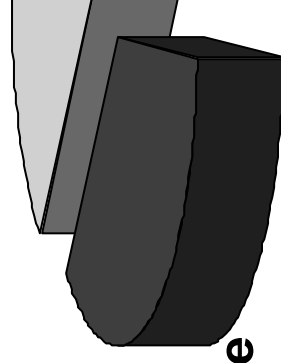
- Transport planning approaches for avoiding leisure-traffic or shifting from MIT to PT are very limited solutions
- For a better understanding, motivations and orientations, and their effects on traffic behaviour, have to be included

- in Germany leisure-related ways and kilometers account for about one third (excluding short-trips and tourism travels)
- 41% of the total leisure-mileage is covered by visiting relatives or friends
- nearly all leisure-activities are undertaken in a group

## Traffic-Performance (Pkm) related to labour, leisure and service

service

14%



leisure

35%


labour  
51%

## Research concept: Mobility Styles

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Focus on following questions:

- What is the motivational background behind traffic behaviour?
- How can road users be adequately grouped in a sociological sense?
- How do these groups tie in with empirical observations on traffic behaviour?

 Methods used in attitudinal and lifestyle research are coupled with methods of researching traffic behaviour

## Implementation

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- Sample of 1024 persons, interviewed about their values, leisure-, labour- and mobility-related orientations and their traffic behaviour
  - Orientation-based clustering → identification of 5 groups
  - Description of these groups and their specific traffic behaviour
  - Coupling the behavioural data with ecological indicators like emissions
- ↑ Mobility-Styles, within strong correlations between mobility-orientations and traffic behaviour
- Environmental effects can be group-specific calculated

## Short description of the 5 Mobility-Styles

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### **1. The Fun-Oriented**

Representatives of this group enjoy individualistic fun, adventure, risky activities and show a very strong affinity to modern technology.

### **2. The Modern-Exclusives**

Members of this group are characterised by their strong professional orientations. They have an affinity to anything trendy and appreciate a certain exclusiveness.

### **3. The Overburdened Family-Oriented**

This group highly esteems family values and has a homely and neighbourly orientation. The combination of job, household and family puts them under pressure and they feel overburdened and exhausted.

### **4. The Disadvantaged**

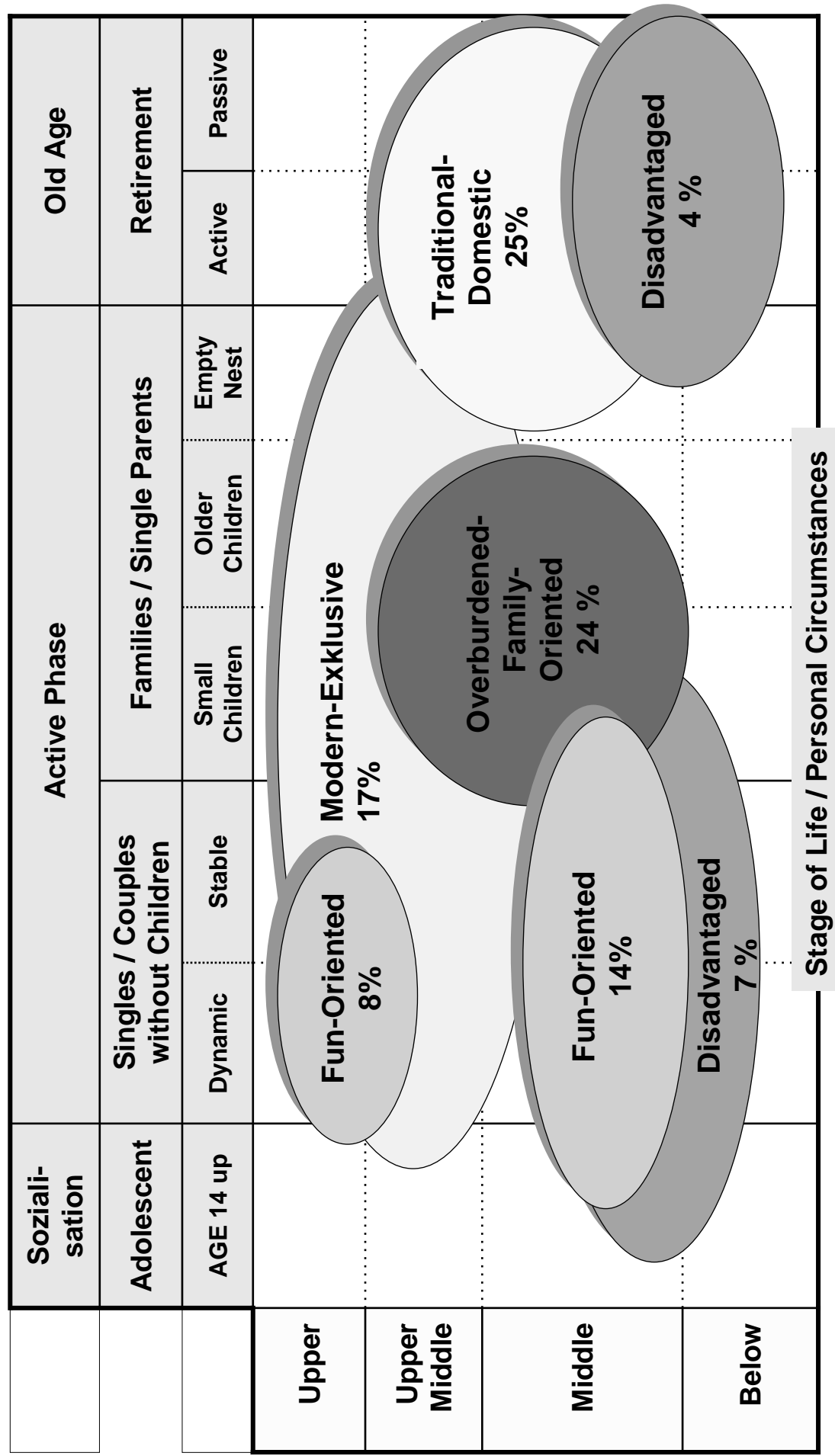
They have an instrumental attitude to work; all other lifestyle-orientations are scarcely developed. Formative is their underprivileged social situation.

### **5. The Traditional-Domestics**

In this group, the need for security and the avoidance of any risk stand out. In terms of consumption, there is a preference for durability and proximity to nature. They emphasise traditional values and have serious reservations concerning modern information and communication technology.



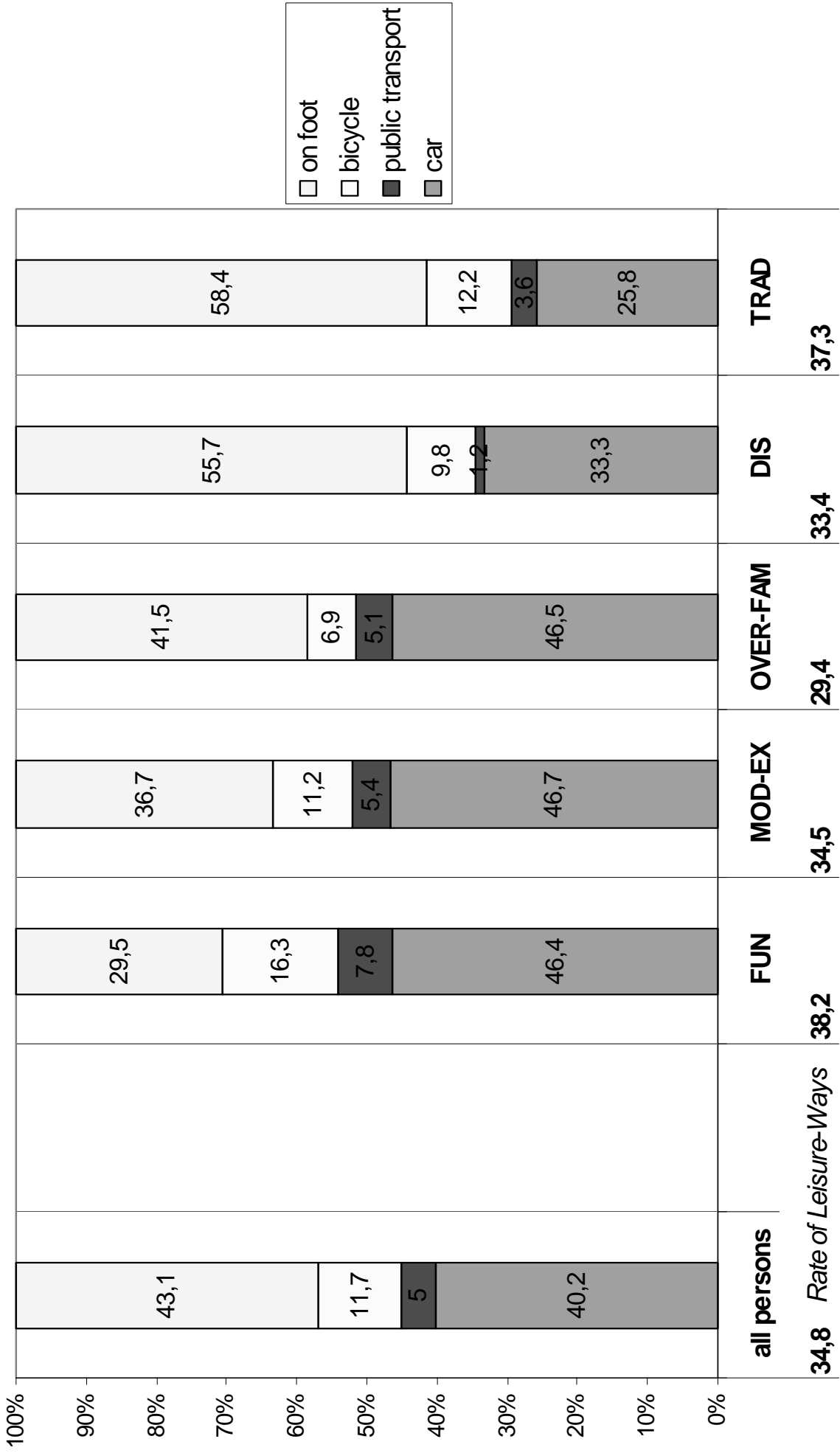
## ISOE Model of Social-Positioning: Leisure Time Mobility Styles



Social Position

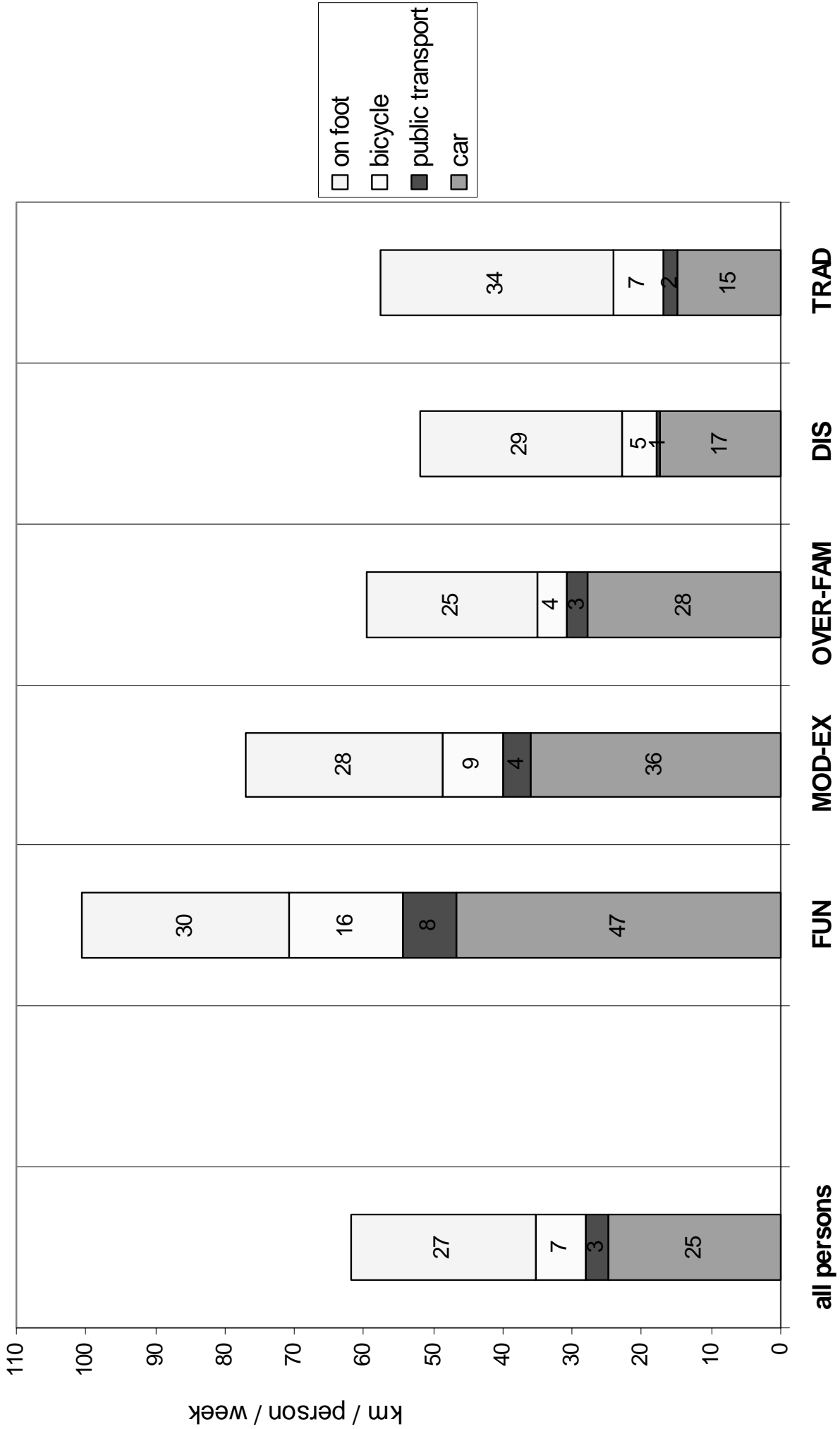


### Leisure Way - Modal Split of the Mobility Styles



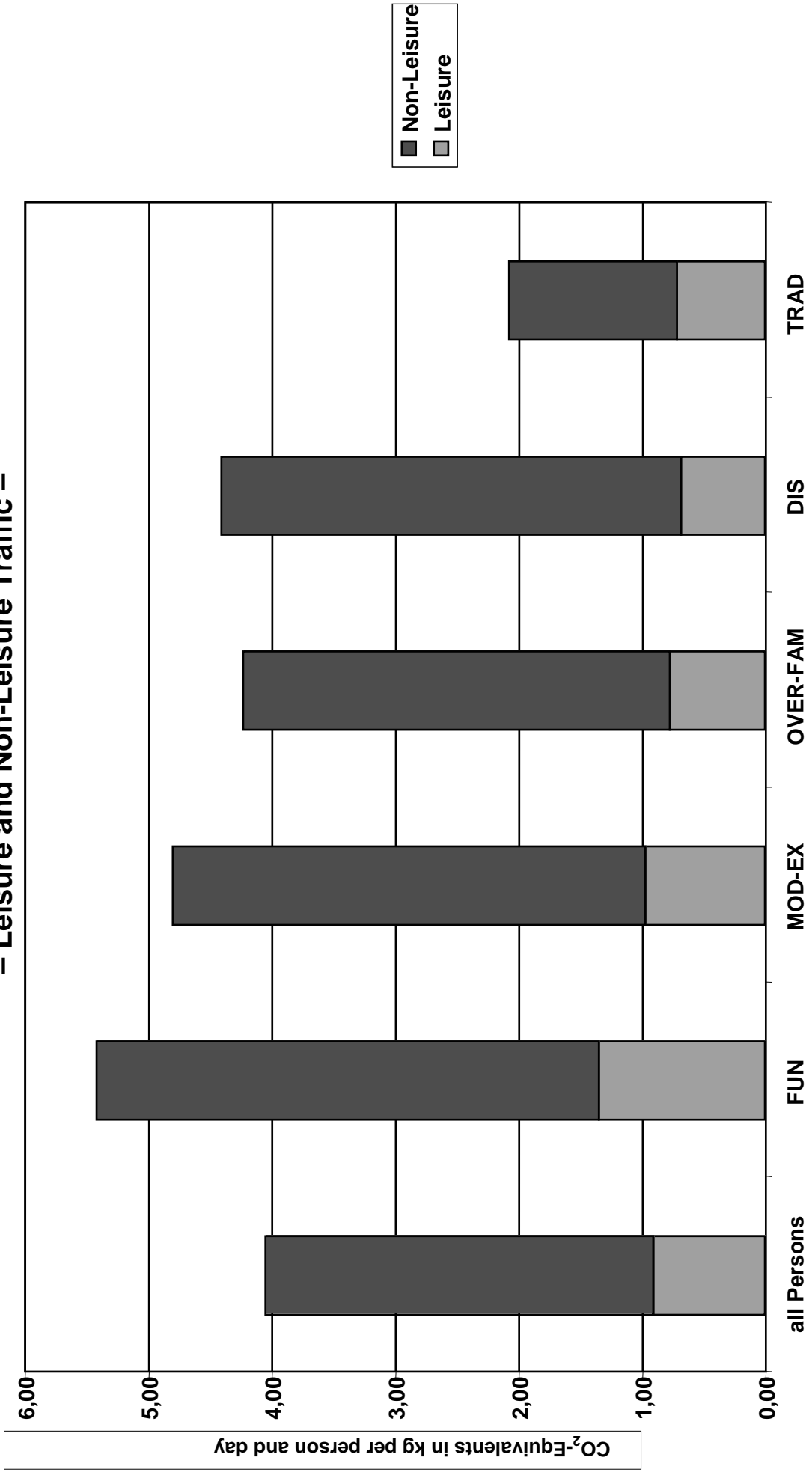


# Levels of Leisure-Traffic-Performance





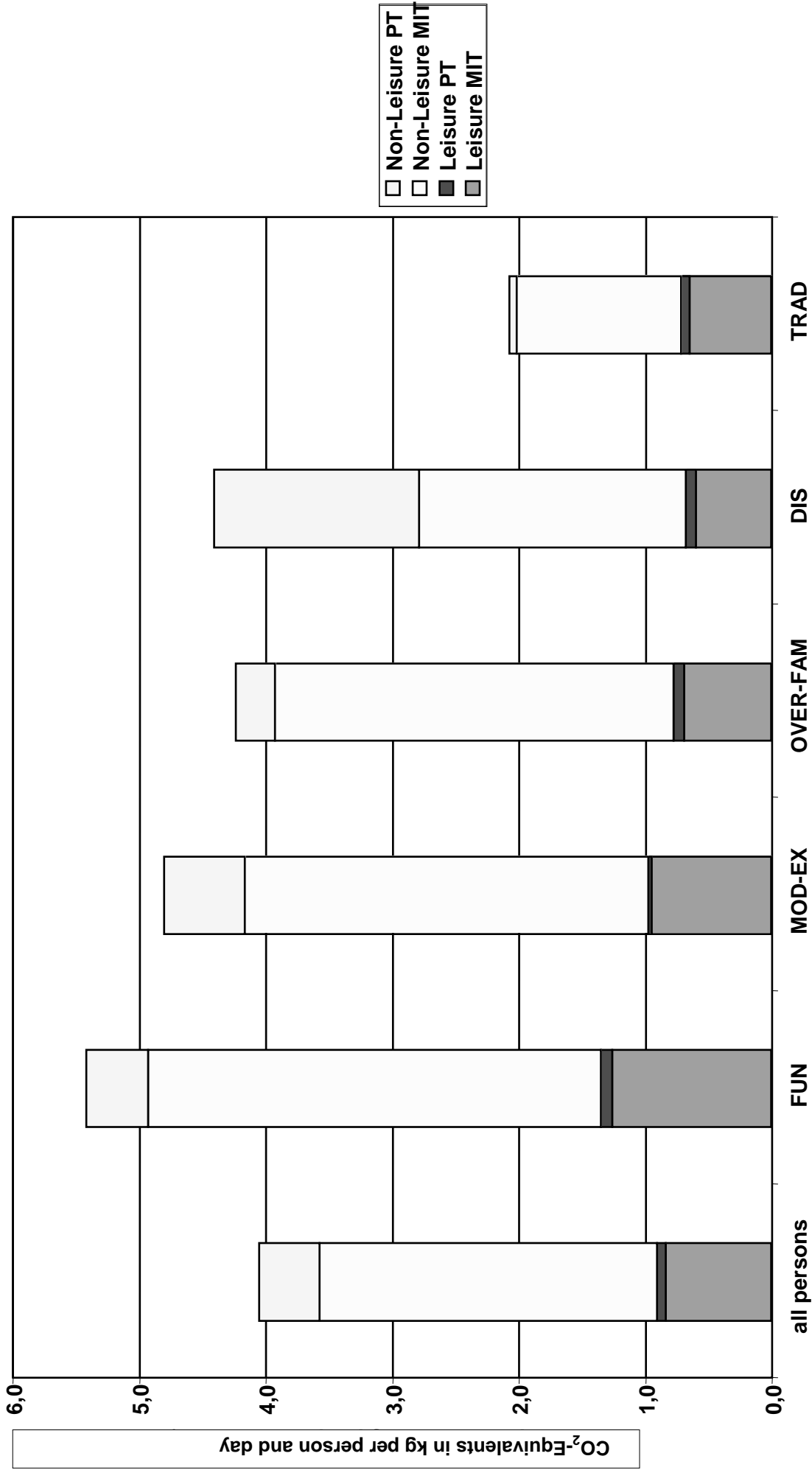
### Greenhouse gas emissions per person\* and day – Leisure and Non-Leisure Traffic –



\* Individuals who participate in traffic on the days reported.



### Greenhouse gas emissions per person\* and day by means of transport – Leisure and Non-Leisure Traffic –



\* Individuals who participate in traffic on the days reported.

## Conclusions

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- Social-ecological mobility research makes clear, that we have to analyse and interpret traffic behaviour, its social background and the environmental consequences together.
  - ← If not, we would have to describe the „Disadvantaged“ as exemplary in an ecological sense. In real, their low participation in leisure-traffic is an expression of their low mobility-possibilities and a sign of their debased chances of social integration
- Attitudinal, motivational and lifestyle dimensions can make an additional contribution towards clarifying variance in traffic behaviour.
- The knowledge of target-group specific orientations and motivational factors is helpful in devising methods and can also be used for ‚social marketing‘ that influences behaviour towards sustainability.

## Further Informations

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A short version of the final report for the Project:  
„Reduction of Environmental Damage Caused by Leisure Traffic“  
is available.

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