



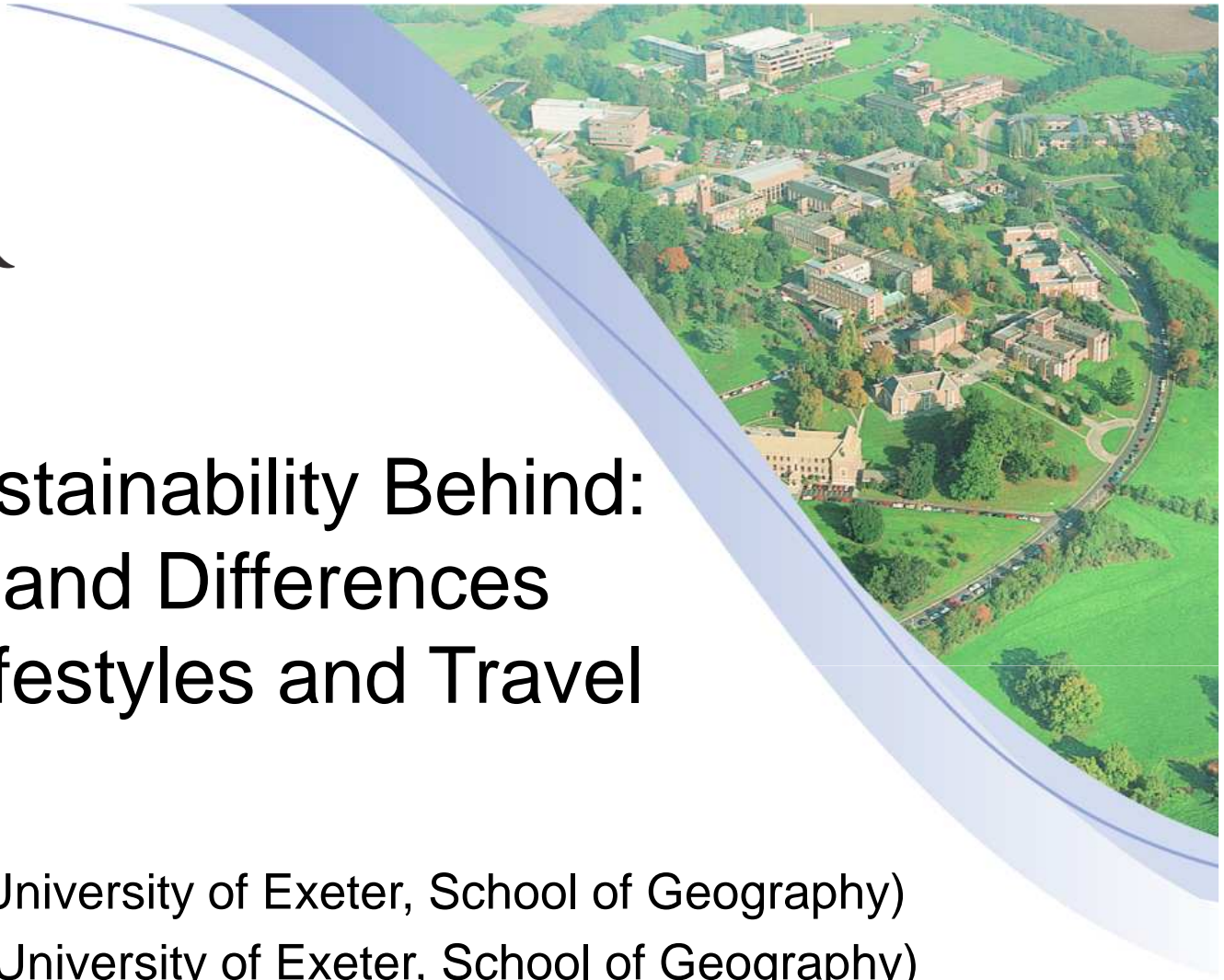
Leaving Sustainability Behind: Similarities and Differences Between Lifestyles and Travel Choices

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Outline

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Introduction – Project Background

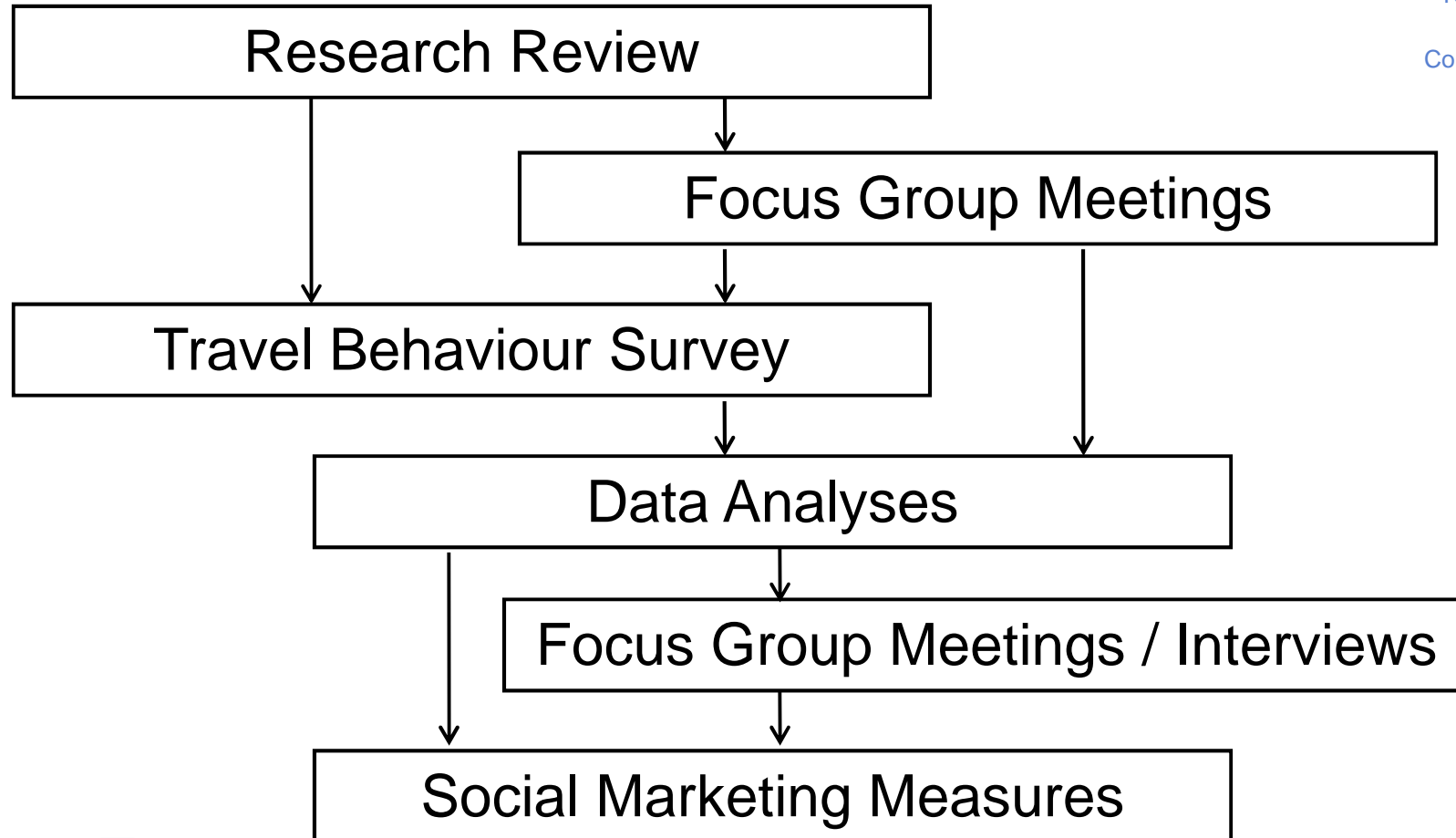
- Success for sustainability measures aiming at behavioural changes often limited
 - New concepts and approaches
- Focus on identifying motivations and barriers for adopting sustainable travel behaviour
- Basis – project “Promoting Sustainable Lifestyles” (Barr, Gilg 2006, 2007) – sustainable behaviour at home
 - Step outside home – travel behaviour

Introduction – Project Details

Promoting Sustainable Travel: A Social Marketing Approach

- Two-year project, University of Exeter, Department of Geography (January 2008 – December 2009)
- Funded by Economic and Social Research Council
- Lifestyle and mobility style categories – basis for sustainability related social marketing measures
- Links between lifestyles, daily travel and holiday travel

Project Outline



Method

- Five areas with different spatial structure
- Data – two focus group meetings and more than 350 returned questionnaires per area
- Analyses
 - Content analysis (focus groups)
 - Segmentation analysis (survey)
- Applying lifestyle / mobility style approaches
- Identification of links / gaps between different domains of individual life

Results – Focus Groups, Lifestyles

- 71 focus group participants (36 female, 35 male)
- Sustainable Behaviour At Home – four lifestyle groups: committed, mainstream, occasional and non-environmentalists
- Majority of mainstream environmentalists
- Some occasional, few committed and no non-environmentalists
- Agreement on necessity for sustainable behaviour
- Influences from attitudes and perception, some financial and convenience aspects

Results – Daily Travel

“My car is essential for my job ... I tend to use the car most of the time but I try and walk if I can but usually time doesn't allow us to walk ... because I'm always running late.” (female, 35)

“I cycle everywhere really and years ago I made a decision not to use a car again, about fifteen years ago, and so far I haven't.” (male, 49)

Results – Daily Travel

- Car – dominant travel mode, but often combined with other means of transport (mainly walking)
- Some mainly car-dependent and some non-car users
- Main determinants – financial issues, convenience
- Knowledge of sustainability problems, but only some influence from sustainable attitudes
- Public transport – bad reputation (expensive, unreliable, inconvenient)
- Reasons for car-free mobility styles: sustainability attitudes, financial considerations, personal limitations

Results – Holiday Travel

“It’s just fun, you get nice places. I went to Morocco at Christmas, I went to the South of France last summer, I’m going to the south of France again, yeah going to Lanzarote at Christmas.” (male, 25)

“And now, all of a sudden, flights are so cheap! ... It’s actually cheaper for me to get that flight, go to Poland, spend a week there than to go to Cornwall, to Newquay or to visit friends in Edinburgh!”
(female, 22)

Results – Holiday Travel

- Dominant mode – plane, some combinations with car and public transport
- Only very few avoid flying for sustainability reasons
- Main determinants – flexibility, availability, convenience, price
- Justification of own unsustainable behaviour:
 - Relativise and neglect own attitudes
 - Adopt general hedonistic and fatalistic attitude
 - Balance with own behaviour in other areas
- No acceptance of interventions, “last piece of freedom”

Results – Links and Gaps

“... I called myself formally environmental ... but from Bournemouth airport, they do these flights for basically free to Glasgow Prestwick. I think the maximum my family has ever paid is £30 for a ticket but more often you can find them for £10, £5...I think my sister has come down for £0.99 a couple of times with the kids. That is just convenience ... it's just an hour and then 4 hours by bus. It cuts out sort of a 17 hour bus journey.”

(male, 35)

Results – Links and Gaps

- Most participants – gap between sustainable lifestyles / behaviour at home and travel decisions
- Some links (often limited to travel) – not sustainable attitudes, but convenience and financial issues
- Few cases – influence from environmental attitudes on three domains of individual life
 - Committed, mainstream and occasional environmentalists

Conclusion

- Sustainability attitudes and environmental beliefs with impact on lifestyles / behaviour at home, less impact on daily travel decisions, nearly no impact on holiday travel decisions
- Links between behavioural domains often limited to convenience and financial considerations
- Few cases with attitudinal influence on all three areas
 - Not limited to most sustainable lifestyles
- Huge differences in acceptance of interventions

Future Links?

“If you had to give up driving to save the fuel for the aeroplanes would you? Because at some point that choice is going to come isn't it? At some point you will have to stop driving to save fuel for the aeroplanes.” (male, 50)



Thank you for your attention!

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References

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