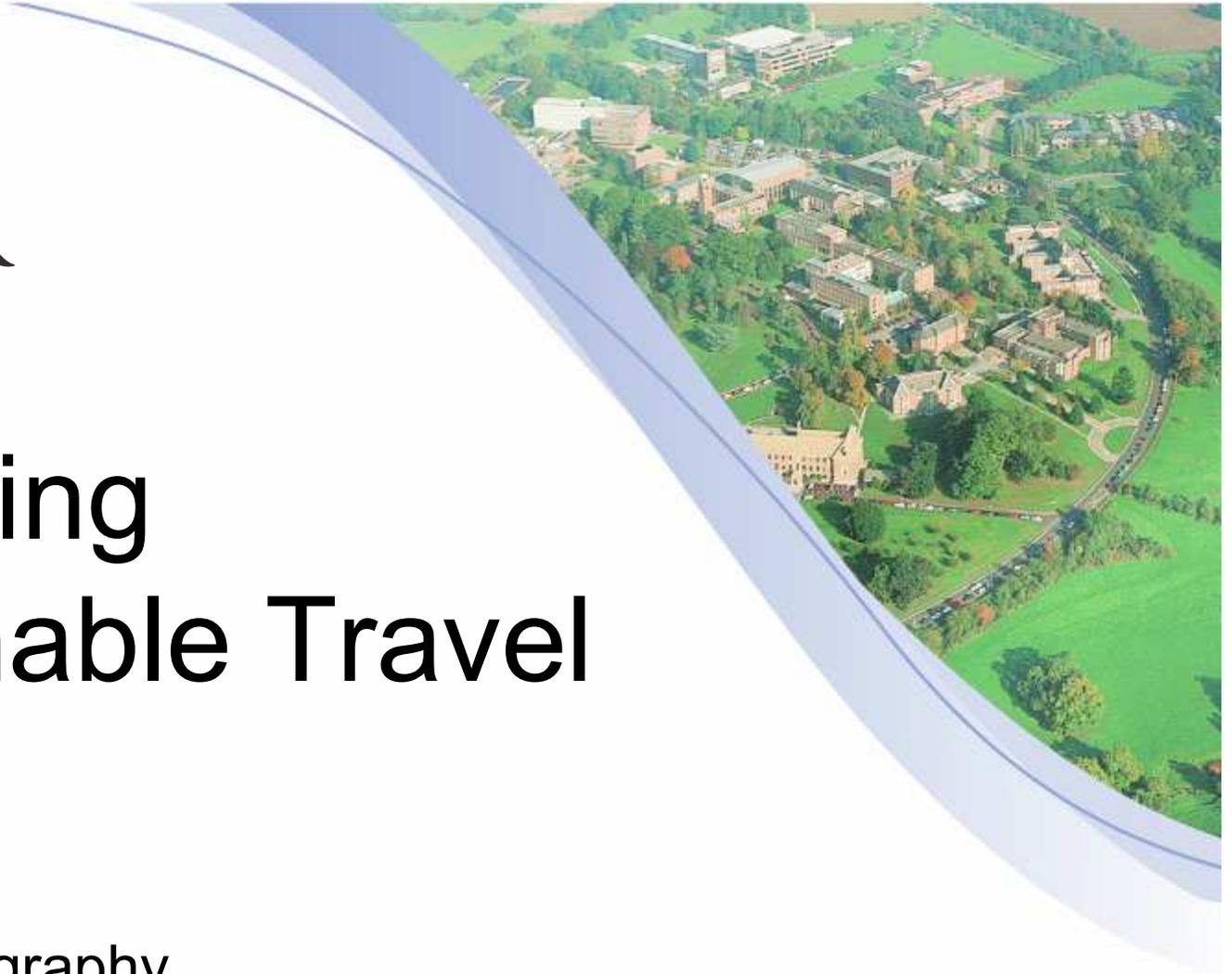




# Promoting Sustainable Travel

School of Geography



# Agenda

- 10:15 Arrivals, tea and coffee
- 10:45 Welcome, introductions and brief overview of project to date
- 11:00 Overview of focus group and in-depth interview findings, to include questions
- 12:00 Summary of project results
- 12:15 Discussion
- 13:15 Lunch and networking
- 14:30 End of meeting

# Role of the Panel

- ESRC funding rules and evaluation;
- Academic objectives;
- Policy objectives;
- Importance of expert engagement and partnership;
- Dissemination and change.

# Research Challenges

- Three main challenges for academics and practitioners:
  - The ‘value-action’ gap (and A-I-D-A);
  - The complexity of environmental behaviour;
  - The role of ‘lifestyles’ and targeting specific groups.

# Key Themes

- The complexity of environmentally responsible (or 'sustainable') behaviours:
  - In context (home, work, at leisure, on holiday);
  - In time (life-cycle);
- The question of 'spill-over' between behaviours;
- The role of different factors for different behaviours (e.g. social pressure);
- The role of 'lifestyle' groups for different behaviours and contexts;
- How can we engage with these individuals' lifestyle aspirations and their barriers to action?
- The importance of local context.

# Research Objectives

- First, to **identify and measure** a series of 'sustainable travel behaviours' using a sample of individuals from the general public;
- Second, to explore the empirical and conceptual links between **different types of sustainable travel practices** amongst the sample;
- Third, to use segmentation analysis to **identify a series of lifestyle groups** based on these behavioural data;
- Fourth, to use an established framework of environmental behaviour to **identify the motivators and barriers** for adopting different forms of behaviour according to lifestyle group;
- **Fifth, to use the results from objectives 1-4 to assist local and national policy makers in promoting sustainable lifestyle practices.**

# Today's Meeting

- To disseminate and discuss results from objective 5 of the research;
- To discuss the implications of the research;
- To explore what needs to happen in the future;
- To thank you for your support.

# Methods

- Based on five study areas;
- Ten FGD's to discuss travel practices and motivations and barriers for action;
- 2000 questionnaires, 400 in each study location, to quantify these issues and as the basis for segmentation;

# Methods

- ***Second stakeholder panel to discuss results and plan for...***
- Five FGD's and five in-depth interviews to discuss options for behaviour change, with respondents from the main survey;
- ***Third stakeholder panel for policy recommendations and dissemination.***

# Progress

- Ten focus groups: completed August 2008;
- Survey of 2000 households: completed with 1500+ returns in March 2009;
- Data analysis: April – August 2009;
- Focus groups & interviews: September 2009;
- Analysis and reporting: from November 2009.

# Results to date: focus groups

## *Daily travel:*

- Reasons for car-free mobility styles: sustainability attitudes, financial considerations, personal limitations
- But, mostly dominated by financial and convenience-based issues;
- Knowledge of sustainability issues, but limited influence from sustainable attitudes;
- Public transport – bad reputation (expensive, unreliable, inconvenient)

“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)

“I’d much rather have the extra hour in bed then get up an hour earlier and get the bus..” (female, 20)

“... if busses were cheaper I would quite happily take the bus if I could save a lot of money and travel by public transport I would just so I could spend more money on beer and stuff.” (male, 25)

# Results to date: focus groups

## *Holiday travel:*

- Main issues – flexibility, availability, convenience, price
- Justification of own unsustainable behaviour:
  - Relativise and neglect own attitudes from daily practices;
  - Adopt a hedonistic and fatalistic attitude;
  - ‘Balance’ with own behaviour in other areas.
- Little acceptance of interventions: “last piece of freedom”

“Holidays are holidays, you know ... although it’s a catch 22 because flying is the worst form of, you know, pollution that there is. But, it’s also the thing that you’ve looked forward to most of the year and you don’t really get to do that often. So, it’s quite hard.” (male, 35)

“Like I said I think it’s beyond repair and until something happens I’m going to carry on enjoying myself and why not, there’s nothing I can do to stop this so I’m just going to fly and drive until, ...” (male, 25)

# Survey

<b>Cluster</b>	<b>Overall description</b>	<b>Behavioural Clusters</b>	<b>Attitudinal Clusters</b>
1	<b>Hard-core car users</b>	Persistent car users	Addicted car users
2	<b>Reluctant car users</b>	Frequent car users	Aspiring green travellers
3	<b>Public transport users</b>	Constrained public transport users	Reluctant public transport users
4	<b>Green travellers</b>	Consistent green travellers	Committed green travellers

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**Factor name**

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Positive public transport attitudes

Measures – support for regulation

Pro walking and cycling attitudes

Environmental benefits of sustainable travel

Benefits of car use

Positive holiday environmental attitudes

Ecocentric values

Moral obligations and responsibility for the environment

Measures – support for incentives to be more sustainable

Technocentric values\*

Pro-car attitudes

Pro-holiday and pro-travel attitudes

Support of public transport on holiday

Influence of social norms

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\* Recoded in a pro-environmental direction

# Cluster Characteristics

## **Hard-core car users**

- Vast majority use car for all daily travel needs;
- Held least positive attitudes towards environmental measures and public transport;
- Ideal travel mode was always the car for daily and holiday travel;
- High propensity to fly on holiday;
- Tended to be middle-aged people, living in detached properties, in middle-ranking occupations, who tended to vote Conservative;
- Fewest members of this group in city centre wards;
- Least likely to engage in other environmental behaviours.

# Cluster Characteristics

## **Reluctant car users:**

- Heavy car use for certain journeys, but less for taking children to school. Walking was a popular second option;
- Stronger pro-environmental and other positive attitudes, in particular support for regulation and benefits of sustainable travel;
- Ideal travel mode was walking for daily and in-destination holiday travel. Train was also popular for travel to the destination;
- Tended to be younger middle-aged, high ranking occupations on moderate incomes, who tended to vote in varied ways (Cons., La., Lib Dem.);
- Tendency to live in outer-city wards or in Cullompton / Crediton.

# Cluster Characteristics

## **Public transport users:**

- Most likely to use buses for daily and holiday travel;
- Low levels of environmental concern and benefits of sustainable travel for the environment;
- Ideal travel mode was, in many cases, the car or walking;
- Tended to be older, retired, living in smaller properties and on lower incomes, and tended to vote Labour the most;
- Highly likely to live in inner-city wards;
- Middle-ranking pro-environmental behaviours;

# Cluster Characteristics

## **Green travellers:**

- Most likely to walk and cycle for daily travel and least likely to use the car;
- Most likely to travel by train on holiday, although still strong tendency to fly on holiday;
- Strong support for all environmental attitudes;
- Strong preferences for walking, cycling and using the train in an ideal world;
- Tended to be older middle aged, professionals on higher incomes, with a stronger tendency to vote Green and Liberal Democrat;
- Most likely to live in inner-city wards;
- Most likely to engage in pro-environmental behaviours;

# Feedback from second stakeholder meeting for focus groups

- Need to explore **whole range of options**:
  - ‘Blue skies’ thinking with participants;
- ‘Challenging’ perceived wisdom, e.g. aspirations vs. sacrifices;
- Barriers to remove?
- Lifestyle changes, e.g. home working;
- The role of technology in change (positive or negative):
- Marketing through ‘bundling’ services.

# Feedback from second stakeholder meeting for focus groups

- Time management, work and travel;
- Service-led culture vs. product-dominated one?
- Benefits of reduced traffic on local issues;
- Importance of the car as symbolic of status.

# Project Stage – Travel Behaviour Measures

- Focus group meetings and in-depth interviews as follow-up to travel behaviour survey
- Focus on individual views and opinions on travel behaviour changes and relevant measures
- Basis – comments and suggestions from last stakeholder meeting (02/09/09)
  - Topic guides

# Meeting / Interview Topic Guide (1)

- Issue 1 – Travel related measures
  - Need and reasons for change in travel behaviour
  - Views of current transport policy
  - Preferred travel “in ideal world”, barriers, sacrifices
- Issue 2 - Daily travel behaviour change scenarios
- Issue 3 - Holiday travel behaviour change scenarios
- Issue 4 – Marketing changes and the future
- Interviews – additional issues:
  - Daily Travel Determinants
  - Local Travel Schemes

# Meeting / Interview Topic Guide (2)

- Daily travel behaviour change scenarios
  - “Public transport incentives” (better services, frequency, punctuality, simpler and cheaper ticketing, ...)
  - “Pay as you drive” (taxes, toll roads, parking, ...)
  - “Car restrictions” (restricting no. of cars, polluting engines, no-car days, ...)
- Holiday travel behaviour change scenarios
  - “Incentivise slower travel” (carbon off-setting, cheaper train tickets, ...)
  - “Pay as you fly” (taxes, duty on fuel, ...)
  - “Holiday restrictions” (general carbon budget)

# Focus Group Meetings / Interviews

- Mail / email recruitment from travel behaviour survey participants (interested in further participation)
- Five one-hour focus group meetings in sample wards:  
22/09 – 01/10/09
- 21 participants
- Five in-depth interviews (one hour) in sample wards:  
14/11 – 04/12

# Focus Groups – Participants

Ward	Number of Participants					
	Gender		Age Cohort (in years)			
	Female	Male	20 to 29	30 to 44	45 to 59	60 to 74
Exeter , Polsloe	2	4	2	1	2	1
Exeter, Pennsylvania	2	4	1	0	2	3
Exeter , St. Loyes	1	1	0	0	0	2
Cullompton, North	0	2	0	0	0	2
Crediton, Lawrence	2	3	0	1	2	2
Total	7	14	3	2	6	10

# Results – Travel Measures – Need for Changes

“... I think people travel far too much to see things that they could actually experience more locally, ...” (male, 67, St. Loyes)

“... I think we need to change it hugely and use cars much less, and if public transport could be just a bit more and better and cheaper then I think we would, the sooner we do it the better.” (female, 49, Crediton)

# Results – Travel Measures – Transport Policy

“I wasn’t aware there was a policy. I thought it was just make things as difficult as possible for everybody ...”

(female, 45, Pennsylvania)

“But then our towns, ... we are still planning and building our town of Exeter around the car, we haven’t stopped that. You know Toys R Us has just opened in

Sowton, which is clearly built for the car isn’t it, you know you can’t walk there or cycle there ...” (male, 34,

Polsloe)

# Results – Travel Measures – Ideal World / Barriers

“I would certainly stop using my car so much if the bus service was reliable, if the train service sort of, I didn’t have to drive the car to park at the station or whatever, ...” (male, 51, Crediton)

“I feel that my work and travel habits have grown up around the use of a car and it would be very difficult to carry on working the way I do, ...” (male, 62, Pennsylvania)

# Results – Travel Measures

- Awareness of need for changes in travel behaviour, but different reasons
  - congestion, environmental problems, health issues
- Limited acceptance of interventions, huge scepticism about local and national policies
  - not existent, no consistency, mixed messages
  - governmental interest in tax revenues from car use, no incentives to encourage use of other modes
- Ideal world – public transport, walking, cycling, but also car use
  - integrated public transport and planning necessary

# Results – Daily Travel Scenarios

“I don’t think the increased parking charges is going to help or increased fuel taxes, I think probably greener cars would help if there was an incentive to change to a greener car.” (male, 55, Polsloe)

“The increased taxation is the one that people, nobody’s going to like, but on the other hand there will come a time when I guess we all have to face up to it ...” (male, 68, Cullompton)

# Results – Daily Travel Scenarios

“... restrictions on the number of cars in each household ... you have to accept levels of taxation direct or indirect, but to start inflicting that I mean we are just going away from democracy ...” (male, 68, Cullompton)

“The big problem most of us have got here is that we have got cars, because we have to have cars, the transport systems are dire to say the least and the option of a bicycle isn't an option, not here ...” (male, 62, Crediton)

# Results – Daily Travel Scenarios

- Expected results – agreement to soft policies (improvement public transport, etc.) and rejection of additional financial charges
- “Smart card”-ticketing very popular, espec. for Exeter
- But also some awareness of potential necessity for hard policies to achieve behavioural change
- Emphasising social implications of potential measures
  - some restrictions / financial charges seen to be socially problematic
  - general understanding of car use as a “basic right” and enforced by the system (“no choice”)

# Results – Holiday Travel Scenarios

“... scenario 3 [general carbon budgets] seems to me the best way of trying to sort all this out.” (female, 49, Crediton)

“... usually if there are clear advantages in using certain types of equipment for improving cars, improving aircraft, but taxing individuals not really so happy about.” (male, 63, St. Loyes)

# Results – Holiday Travel Scenarios

“Certainly incentivising UK holidays, that’s an interesting one, because this year there’s been a lot of statistic about the number of people taking UK holidays now that probably previously would have gone abroad because of the economic climate ...” (male, 64, Cullompton)

“... scenario 2 increasing the cost for people ... If you take them too far the danger then is a very much two tier society.” (male, 68, Cullompton)

# Results – Holiday Travel Scenarios

- Similar patterns to daily travel – accepted incentives and improvements (scenario 1), rejected interventions and higher costs (scenario 2)
- Basic right to go on holiday, fear of social segregation
- Positive view on general carbon budgets, seen as potential instrument for behaviour changes
  - some scepticism regarding practicability and data protection, and potential black market as problem
- Incentivise UK holidays as accepted topical approach
- General – awareness of costs and financial aspects as main determinant for holiday travel

# Results – Marketing Changes / Future

“... if things are going to change because of the environment changing people have to understand how it is going to change their own lives on a personal level ... that sort of level is the only way they are going to influence them.” (male, 55, Polsloe)

“At one point we are saying we need to stop people travelling further and their impact on the environment but at the same time we are building a new runway at Heathrow, ...” (male, 25, Polsloe)

# Results – Marketing Changes / Future

“... they ought to have a strategy which should be followed through continuously whatever the change of government or whatever, there should be a policy laid out and that should be followed on and on and on.”

(male, 67, St. Loyes)

“... I would have thought education is a big part of it and making people more aware of a) the sort of environmental issues and that sort of thing and then b) the options that are available to people in terms of travel ...” (male, 35, Polsloe)

# Results – Marketing Changes / Future

- Call for straight-forward long-term political measures, independent from governmental changes, deliver according messages
- Explain changes and problems on a personal level
- Media / TV as main means for delivering relevant messages, but differentiated
- Education as major instrument for influencing travel behaviour – general, at school, through driving school

# Additional Results – Cost / Local Schemes

“... cost isn't important in local issues. If it's pouring with rain, I will use the car to drive to shops, five hundred yards away, almost. I will go to the shops and walk in a nice morning ..., but the cost factor doesn't really come into it ...” (male, 67, Crediton)

“Yes, I think it would be a really good idea [car club], we were going to join it, but then my sister in law, they have two cars ... so we can borrow theirs, ... otherwise we were going to join the Exeter car club ...” (female, 27, Polsloe)

# Additional Results – Conflicts Different User Groups / High Speed Rail

“... if you are a cyclist you should have a designated space I think, somehow it has to be divided from the road ... but at the same time it doesn't help when cyclists got through red lights and you miss them by that much, which has happened, they go down one way streets, which is illegal and so on ...” (male, 55, Polsloe)

“Who needs a high speed rail line? We live in a very small country.” (female, 47, Pennsylvania)

# Additional Results – Status Car / Capacity Extension

“... people have got certain attitudes that they have got to have their own car and that is their independence, their status symbol, they need whatever it is and that is something that you are not going to change through tax incentives necessarily. ...” (male, 34, Polesloe)

“...London’s got the M25 and it’s really been classified as the biggest car park in the world. I used to go up there quite often and every time I went up there they’d stuck another lane on the M25 but the traffic wasn’t moving any faster at all ...” (male, 63, Pennsylvania)

# Additional Results – Summary Of Most Frequent Points

- Cost not very important for daily travel choices
- Awareness of car use as not very cost-efficient, but willingness to pay for convenience
- Car-sharing schemes well known, car club principle and car clubs less
- Conflicts between different user groups, especially between car drivers and cyclists
- Road capacity increases don't solve traffic problems
- Car as status symbol, lifestyle changes necessary for long-term behaviour changes
- Scepticism about High-Speed Rail lines

# Additional Results – Suggested Measures

- Hitch-hiking schemes
- Driving school incl. one hour cycling
- Early education regarding environmental effects and to prepare children to use different means of transport
- Compressed-air engines
- “Bring back British Rail!” – Nationalisation of train and bus services

# Conclusions

- Expected patterns – acceptance of soft measures / improvements, rejection of hard measures /constraints
- Awareness of car-dependent society, transport system, infrastructure and lifestyles
- Positive reactions towards general “carbon budget”
- Dominance of car – belief in basic right of car use
- Mistrust and scepticism about governmental policies → inconsistencies, other “true interests” (tax income)
- Consistent and integrated approaches in both fields – policy and planning – are seen to be key factors

# The Future

- What are the key issues that need to be considered when writing-up the project results?
  - Who are the key audiences and how do we reach them?
- What are the (many) remaining questions for future research?
  - How could these be effectively addressed?
  - What sorts of study are needed?
- Follow-on funding for this research, enabling knowledge transfer to local stakeholders.