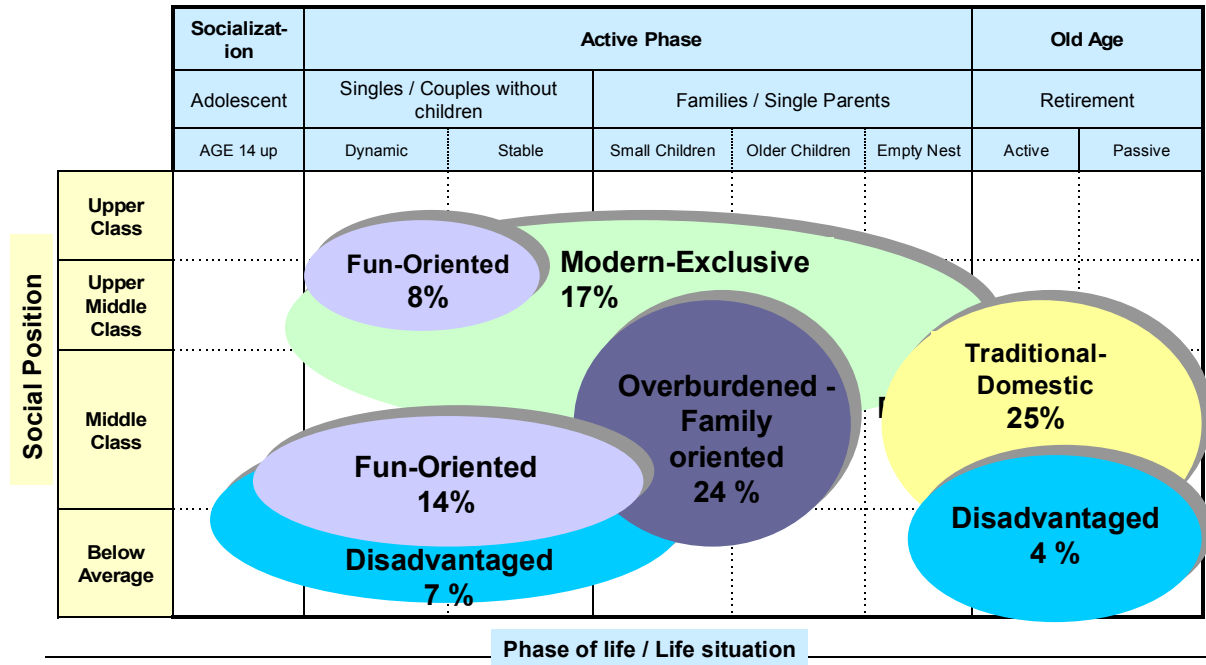


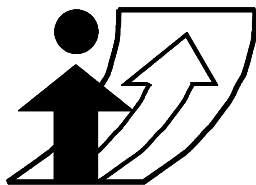
**ISOE Modell of Social-Positioning:
Leisure Time Mobility Types**



Mobility Styles in Leisure Time

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**Moving through nets:
 The physical and social dimensions of travel**

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Mobility Styles in Leisure Time

The Institute for Social-Ecological Research (Institut für sozial-ökologische Forschung – ISOE) conducts research on the interface between sociological and ecological questions. For 8 years now we have also been studying issues to do with traffic and mobility.

We focus on the questions:

- What are the motives of road users?
- How can road users be meaningfully grouped in a sociological sense?
- And how do these groups tie in with empirical observations of traffic behaviour?

In order to answer these questions, a new research concept, ‘Mobility Styles’, has been developed.

The theoretical background comprises a three-dimensional definition of mobility. According to this, mobility is

- the manoeuvrability of individuals and objects within a physical geographical space,
- the availability within social space of opportunities to fulfil needs: places to eat, sleep, work, undergo training, enjoy life, etc.
- But mobility is also always about positioning within symbolic space: where and how one moves is also always a sign of social positioning.

In practical research terms, this means that methods used in attitudinal and lifestyle research are coupled with methods of researching traffic behaviour.

The motivational and symbolic dimension thus becomes part of etiological traffic research. Characteristic values of traffic behaviour are calculated according to specific types. Just recently – based on computation by the Öko-Institut – the analysis has started to include ecological indicators, so that now environmental effects such as CO₂ emissions can be calculated according to specific target groups.

The innovative potential of the mobility style concept is shown by fact that, meanwhile, renowned traffic researchers are either working with the concept or using it for experimentation.

At ISOE the concept has been and is being used for numerous projects:

- Urban traffic
- Traffic in rural regions
- Environmental pollution from recreational traffic
- Day-trip traffic and short breaks
- Local transport

Main findings:

In those projects where motivations and orientations are included in the research and related to traffic behaviour, one finds a stable picture of recurrent interactions. It was possible to derive two important correlations from this:

- Very strong correlations between mobility orientations and traffic behaviour
- Correlations which weren't quite as strong, but nevertheless significant, between lifestyle orientations and certain characteristic values of traffic behaviour.

Mobility orientations and traffic behaviour (City:mobil)

Brief description of the mobility styles (Freiburg)

The Traditional Domestics

A type of person oriented towards family and security and who is mainly characterised by the fact that he does not hold pointed views.

The Reckless Car Fans

A type of person oriented towards career and achievement and who is characterised by a very strong affinity to the car.

The Status-oriented Automobilists

A type of person oriented towards prestige, with an affinity for the car, and who is also characterised by a strong sense of insecurity concerning non-automobile forms of locomotion.

The Traditional Nature Lovers

Basically traditional orientations; preservation of nature is a top priority; members of this group enjoy going places on foot and do so frequently; the tram is a favoured form of transport.

The Ecologically Resolute

A rather young and technically minded group; rejects the car for ecological reasons; the main and most popular mode of transport is the bicycle

Traffic behaviour of the types:

The data for traffic behaviour were evaluated once the typology had been fixed. This meant we had a test for the hypotheses of a relationship between mobility orientations and traffic behaviour.

The differences in the choice of means of transport are remarkable. The Reckless Car Fans in Freiburg cover 56% of all trips by car. In contrast to this, The Ecologically Resolute in Freiburg use the car for 10% of all trips.

Lifestyles and traffic behaviour in leisure time

In a project on leisure traffic, the typology was compiled strictly on the basis of lifestyle orientations. For the first time environmental indicators were coupled with the data on traffic behaviour.

Two clusters are presented below as an example:

The Fun-oriented

This group has an individualistic orientation as far as fun, experiencing things and risk are concerned and relates very strongly and positively to modern technology (computers, Internet, mobiles). It manifests a strong sense of the (peer) group and an aversion towards family and neighbourly and bonds.

This group covers the greatest distances in connection with leisure travel. It manifests the highest CO₂ emissions of all groups during its daily leisure travel.

Let's compare another cluster that we have named

The Disadvantaged

This group manifests an instrumental attitude to work. There is a predominance of basic-level school qualifications and low net household incomes. It has the greatest share of unemployed and people receiving income support.

When it comes to traffic behaviour, one is struck by the fact that this group manifests the lowest participation in traffic, with 2.27 trips a day, and the lowest participation in leisure traffic, with 37.4 km a week (mean: 58.6 km). As a result of this traffic behaviour, the lowest CO₂ emissions are measured here.

In interpreting this data, one thing in particular becomes clear: If the Disadvantaged were to be assessed purely on the basis of their traffic behaviour and share of emissions, then they would have to be described as exemplary in the ecological sense by comparison with the rest.

Environmental factors must never be assessed in isolation. We have to analyse and interpret traffic behaviour, its social background and the environmental consequences together.

Conclusions

- Socio-ecological mobility research makes clear that behaviour-related 'environmental factors' should always be analysed in conjunction with the social situation. The 'sustainability' concept quite rightly always includes the economic and social background.
- Attitudinal, motivational and lifestyle dimensions can make an additional contribution towards clarifying variance in traffic behaviour. Explanations of a purely socio-demographic nature often prove inadequate because the plurality of basic values leads to the emergence of different value patterns in groups with a similar socio-demographic structure.
- The fact that these so-called soft factors have a strong influence is recognised virtually throughout all instances of traffic research. It would be worth checking whether attitudinal items should also be taken up by the large traffic panel surveys.
- A 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 in the direction of sustainability.

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