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Aspirations for mobility and lifestyles



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Mots clés

Prospective

Modes de vie

aspiration

Discipline

Sciences humaines

Sciences sociales

Urbanisme, architecture et paysagisme

Prospective

Mode de transport

Tous modes de transport

État du projet

Finished research

Visuel



<div class="logo logo-mobile"> Contact : Thomas Evariste </p>

Project goals

A future - however sustainable - can only be considered if it is able to meet the diverse needs and aspirations of the population. Beyond the underlying democratic imperative, the restrictive nature of certain lifestyles and the demands of daily life prevent us from considering what exists beyond the current socio-technical framework, beyond that which we already know.

With this in mind, this large-scale survey on aspirations for mobility has built upon two assumptions. The first is that we must debunk the common misconception that people are incapable of any vision beyond their shopping list or the purchase of the latest iPad. Secondly, that people are as legitimate as any experts in discussing the future of the society in which they live.

Research device

The study was launched in late 2015 by the Forum and conducted by the ObSoCo (Observatoire Société et Consommation) via online panel, in six developed countries (France, Spain, Germany, the U.S., Turkey and Japan), among a sample of more than 12,000 people.

In order to fully understand aspirations, the survey offered respondents a dual perspective, allowing them to project themselves into a future both distant and ideal—a kind of utopian lifestyle they aspire for themselves, their children and grandchildren.

The survey accesses this ideal lifestyle by questioning each of its main components: social ties, family life, professional life, residential choice, leisure, holidays, consumption and old age. This approach reveals the underlying role mobility plays in the way individuals reach their ideal.

A second set of questions goes over the same aspirations but in light of environmental issues, in order to measure the potential gap between the sustainable and the desirable. The goal is then to identify levers to activate and obstacles to overcome in order to reconcile the two sides of the equation.

Early lessons

The findings show similar aspirations in the six countries, revealing a common ideal way of living that is clearly at odds with contemporary lifestyles.

Of particular note, almost half of those surveyed rejected the current spatial dispersion of activities (work, leisure, social and family life) and aspired to drastically reduce their daily commutes.

Furthermore, we can observe that, in all the represented countries, aspirations were consistent with a greater consideration for environmental issues. Moreover, encouraged by collective involvement, people would be willing to change their individual lifestyles even more radically. Given these results, there is reason to hope that we can succeed in developing policies that are in line with more sustainable development while respecting individuals' aspirations.

This study suggests ways to start preparing for this transition and shows that reorganizing lifestyles (in both the personal and the professional sphere) requires a thorough reexamination of mobility systems and regional planning.

Key results in figures

1 / Proximity and slower pace: key aspirations

In contrast to current lifestyles, a slower pace is a key criteria for achieving this ideal:

- 74% of respondents feel that the pace of life in today's societies is too fast (80% in France, Germany, Spain, USA);

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- **Preliminary report - OBSOCO 2016 (in French only)**

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- **Sylvie Landriève's conference presentation (Mobile Lives Forum)**

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Chapô

While the question of the sustainability of contemporary lifestyles is the focus of the Mobile Lives Forum’s research program, it alone is not sufficient: individuals’ aspirations must likewise be taken into account.

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