

## iv2splus INFONET

ways2go, 2nd Call (2009)

**m2k**

### Mobility to know for ways2go

In analyses of traffic behaviour generally three clusters of causes are considered: the supply of mobility services, the infrastructure and access of the region and aspects of the social situation of the households. This idea is becoming enlarged for the first time in Austria in this representative pilot study by i) attribution of social milieus as one bundle of causes, by ii) developing a nationwide typology of equipment with facilities of single places and by iii) the analysis of the results by correspondence analysis.

Sustainable validation of 'societal needs for mobility' by 'forcing environment friendly modes of transport and mobility styles as much as strengthening the competitiveness' is the core aim of the programme line ways2go. To reach these goals interdisciplinary basic research for the triad 'human being-society-technology' is put 'beside technological attempts and solutions' into the centre of awareness. Consequently to enhance the capacity for analysis of mobility behaviour of different relevant social groups the systematic integration of social milieus and mobility relevant lifestyles are pushed forward by this bid. A particular interest is directed on the analysis of gender and milieu specific characteristics of mobility. A further interest is directed to the analysis of the relation between heterogeneous mobility behaviour and the respective technology affinity (particularly about the use of information and communication technologies to support mobility). The strength of a differentiated view on traffic participants will be supported by the first application of correspondence analysis in mobility studies in German speaking countries.

A further innovation can be seen in a typology of traffic specific and infrastructural equipment and accessibility, allowing to adjust for every place in Austria a value for its infrastructural setting. The selected research agenda is innovative due to four aspects:

1. The four main driving forces for mobility behaviour (like the system of traffic offered, allocation, accessibility, equipment with opportunities, social position and social milieus of the households) are integrated in one representative study in Austria for the first time.
2. Moreover, a typology of accessibility, equipment and settlement density is for the first time established and nationwide demonstrated in Austria as well,
3. Test of the impact of the four dimensions of driving forces (cf. 1) in its combinations for central aspects of mobility behaviour. Here the attempt of social milieus, gender related differences of mobility behaviour and the technology affinity is in the centre of interest.
4. First use of correspondence analysis, which as well allows a data-fitting for multivariate defined social groups.

By this a attempt of analysis is selected, which i) helps to support the mobility research and planning in Austria to European visibility. Moreover, this attempt can ii) be used for profiling customer and product structures of public transport and mobility related economy (improvement of the national enterprises, safeguarding of the economic strength of the sites) and iii) improve the prerequisites to strengthen sustainable mobility behaviour.

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