MOBILITY AND LIFESTYLES
WHAT ASPIRATIONS FOR THE FUTURE?
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RESEARCH DEVICE

• 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 second set of questions goes over the same aspirations but in light of environmental issues
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.
- In all the represented countries, aspirations were consistent with a greater consideration for environmental issues.
- This study suggests ways to start preparing for this transition and shows that reorganizing lifestyles requires a thorough reexamination of mobility systems and regional planning.
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PROXIMITY AND SLOWER PACE

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);
- **78%** personally would like to **slow down**
- **50%** say they currently don’t have enough time
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PROXIMITY AND SLOWER PACE

Reorganizing lifestyles, but what for?

• 90% want to spend more time with their families
• 89% want more time for themselves
PROXIMITY AND SLOWER PACE

Local living: a new approach to mobility

• Nearly half the population in the six countries rejects the current spatial dispersion of activities:
  • **44%** associate ideal mobility with **greater proximity**
  • For **56%** ideal mobility is characterized by **better access**
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WORK: LESS WORK AND TRIPS,
GREATER PROXIMITY AND AUTONOMY

Work time:

- 51% want to reduce work time
- 58% want to be able to freely organize their working time
WORK: LESS WORK AND TRIPS, GREATER PROXIMITY AND AUTONOMY

The ideal workplace:

• **48%** want to **work locally**, either at home (30%) or in their neighborhood (18%)

• Ideally, **32%** want to **work outside** their neighborhood but less than 30 minutes from home

• **13%** want to **work where they want**, when they want
EVEN MORE RADICAL SOCIETAL CHANGES TO MEET ENVIRONMENTAL CHALLENGES?

According to the study, 86% of people are aware of the alarming environmental situation

- In a context where society as a whole is reorganized to face pressing environmental challenges, people say they are prepared to consider further changes to their lifestyles
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EVEN MORE RADICAL SOCIETAL CHANGES TO MEET ENVIRONMENTAL CHALLENGES?

Every day life trips:

- 75% are willing to reduce their travel and live more locally;
- 60% are willing to give up their car;
- 76% agree to consume less;
- 85% agree to use objects for a longer period of time;
- 75% agree to buy locally-produced goods, or make things themselves (71%).
Even more radical societal changes to meet environmental challenges?

Exceptional trips:

- 58% are willing to forego plane travel
- 65% are willing to go on holidays «less far»
- 54% are willing to go on holidays «less frequently»
EVEN MORE RADICAL SOCIETAL CHANGES TO MEET ENVIRONMENTAL CHALLENGES?

Degrowth to meet environmental challenges:

- 39% of respondents feel "a radical shift in how the economy and society are structured, resulting in less production and less consumption", is the best way to meet environmental challenges
TO CONCLUDE

Contemporary lifestyles put into question

- An unequivocal desire to slow down: 78%
- Half of those surveyed rejected the current spatial dispersion of activities
- A widespread desire for more control over our lives

The importance of a “bottom-up” approach to future lifestyles

- Degrowth as a solution?
- How to implement the transition?
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