

TYPES, TRENDS, VALUES – IS MOBILITY BEHAVIOUR CHANGEABLE AND HOW?


Willy RAIMUND,
Austrian Energy Agency (AEA)



OVERVIEW

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- # **Questions**
 - # **Segmentation of lifestyle types (energy styles)**
 - # **Examples/Best Practices**
 - # **Conclusion / The Attempt of Answers**

QUESTIONS

- **How does behavioural change work?**
 - **Can we learn from the household/“energy” sector?**
 - **Is mobility seen as part of everyday energy consuming behaviour?**
 - **How important are types, trends and values?**
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SEGMENTATION OF CONSUMERS LIFESTYLE TYPES/ ENERGY STYLES

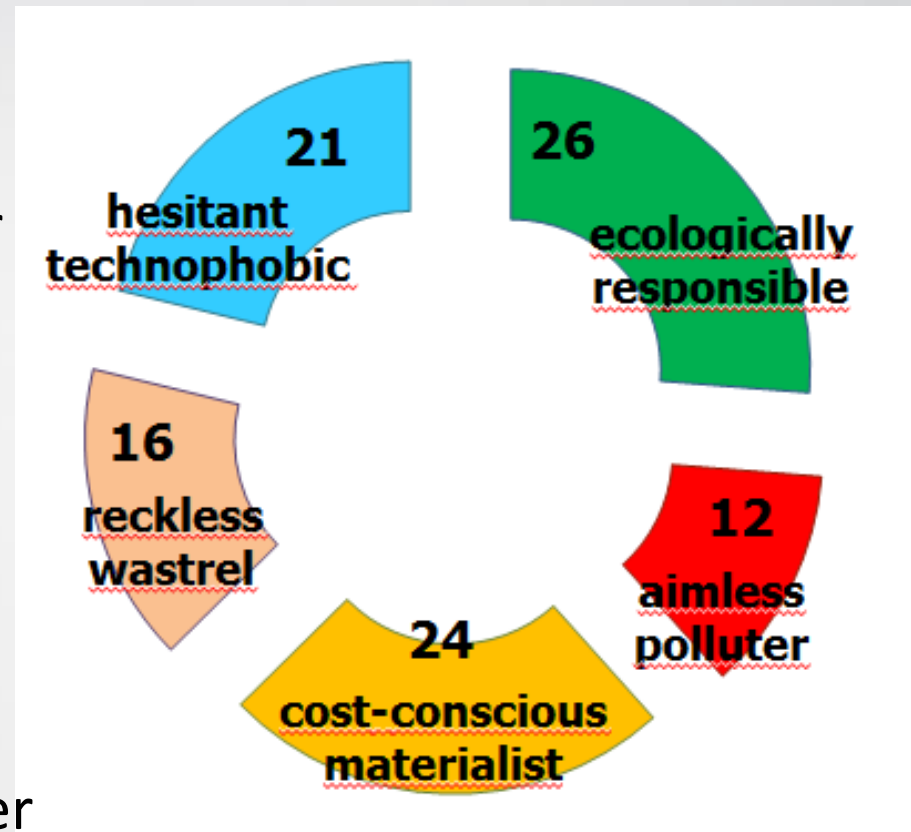
- social research helps us to define levers to behavioural change
- the “green minded” are already convinced
- bigger changes in life appropriate to change behaviour
 - new residence
 - birth of a child
 - start to/change of work etc.

- **But what about the remaining (major) part of the population?**

Clustering of “energy use patterns” and “values” in life style types allows to target the right measures to the right group of people

ENERGY STYLES

- **ecologically responsible** – Der Ökologieverantwortliche
- **cost-conscious materialist** – Der kostenbewusste Materialist
- **hesitant technophobic** – Der zögerliche Technikverweigerer
- **reckless wastrel** – Der sorglose Verschwender
- **aimless polluter** – Der orientierungslose Umweltsünder



developed within the “energy styles” project;(questionnaire; n=1000)

ENERGY STYLES – TYPES DESCRIPTION

ecologically responsible

- green-minded; outdoorsperson
- comparing prices, penny-wise
- worries about future
- an eye on energy consumption, origin of products, energy labels
- meaningful work, asked for advice

Values

- environment, art, education, living,

Worries

- pollution, throwaway society, income gap
- slow development of green vehicle technology

communication instruments

- feels responsible for own deeds
- approachable on cognitive level
- wants his/her “green mindedness” to be seen
- target group for eco-labels, green certificates, e- car, etc



ENERGY STYLES – TYPES DESCRIPTION

cost-conscious materialist

- money saving; compares prices
- worries most about future (economically)
- deliberate
- stressy
- less attention on labels product origin

Values

- wealth, work; least: art

Worries

- income gap, natural disasters
- most of all types: loss of work place,
- fear of energy shortage

communication instruments

- wants to save money
- responds to grants and discounts
- not open for high-priced tech innovations
- sticks to proven products
- “green” arguments not effective
- no target group for eco-labels, green certificates, e- car, etc



ENERGY STYLES - TYPES

hesitant technophobic

- security/reliability important
- at home a lot
- least investments in housing/mobility
- tries to avoid new technologies

Werte:

- least: spare time and technological innovations

Sorgen:

- least: loss of work place
- energy shortage

communication instruments

- products have to be reliable (may even cost more than)
- reactive type „just in case“
- open for additional services (e.g. emergency aid, long term maintenance contracts etc.)
- not interested in future technologies
- “green arguments“ not dominant
- no target group for green labels etc.



ENERGY STYLES - TYPES

reckless wastrel

- least: worries about future
- early adopter
- ready to take risks
- new technologies jsut for fun
- not comparing prices
- spontaneous
- weniger Stress
- lives to work

Values

- technological innovations, living, spare time

Worries (least overall)

- least: loss of work place, energy shortage, environmental destruction

communication instruments

- target group for innovations and future technologies
- key message is innovation, fun (not environment)
- design is important
- economical benefits do not matter
- no target group for eco-labels, but for new vehicle technolgies etc.



ENERGY STYLES - TYPES

aimless polluter

- least: green minded
- no outdoorsperson
- home a lot
- spends more than earnings
- work for life
- least: aware of energy consumption
- least: sware of green labels, product origin

Values

- denialist on all levels

Worries

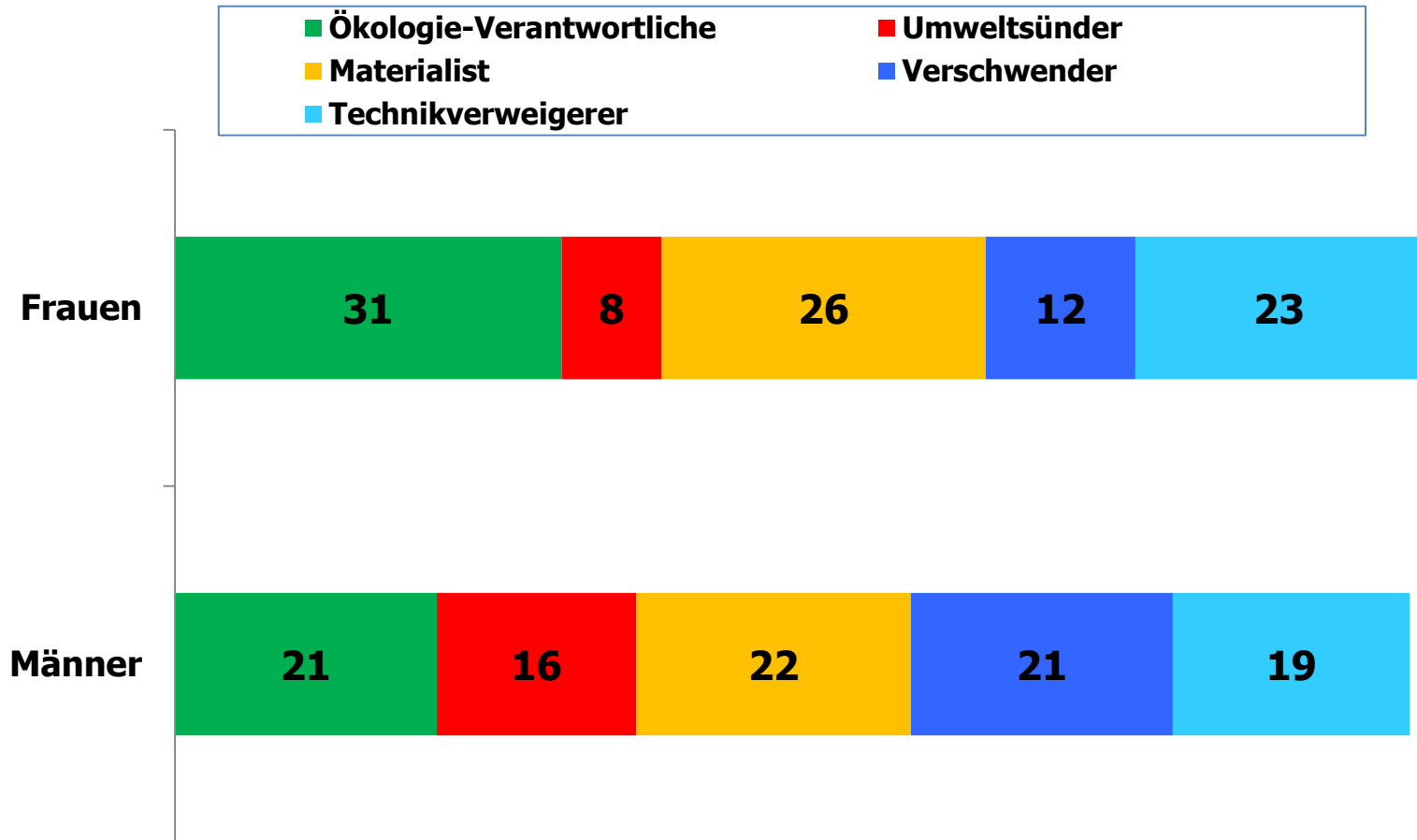
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communication instruments

- climate change denialist
- does not feel responsible for own deeds
- low interest in energy saving
- acts only if necessary
- purchase price very important, although long-term savings would be important to him/her

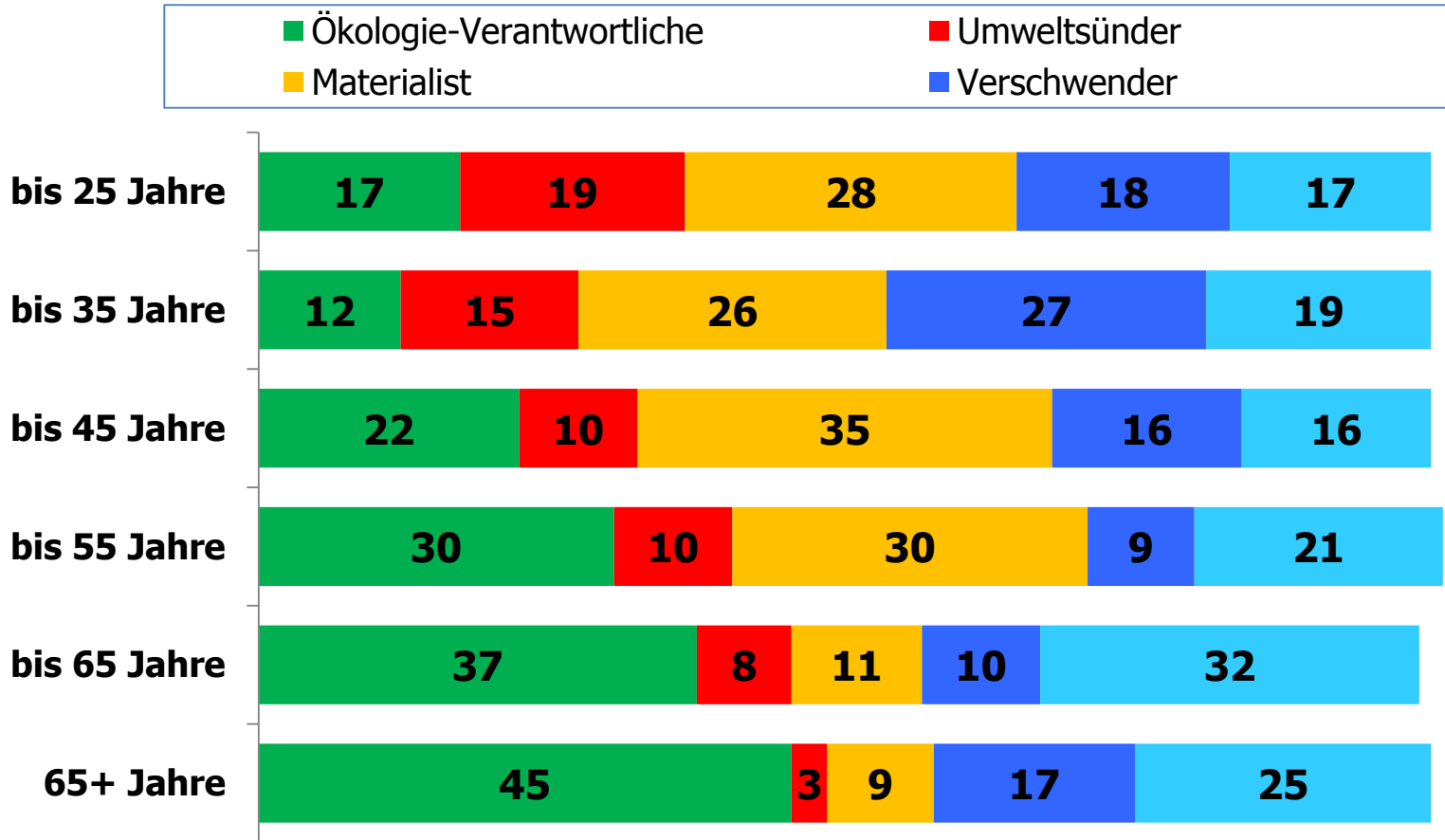


ENERGY STYLES –MEN /WOMEN



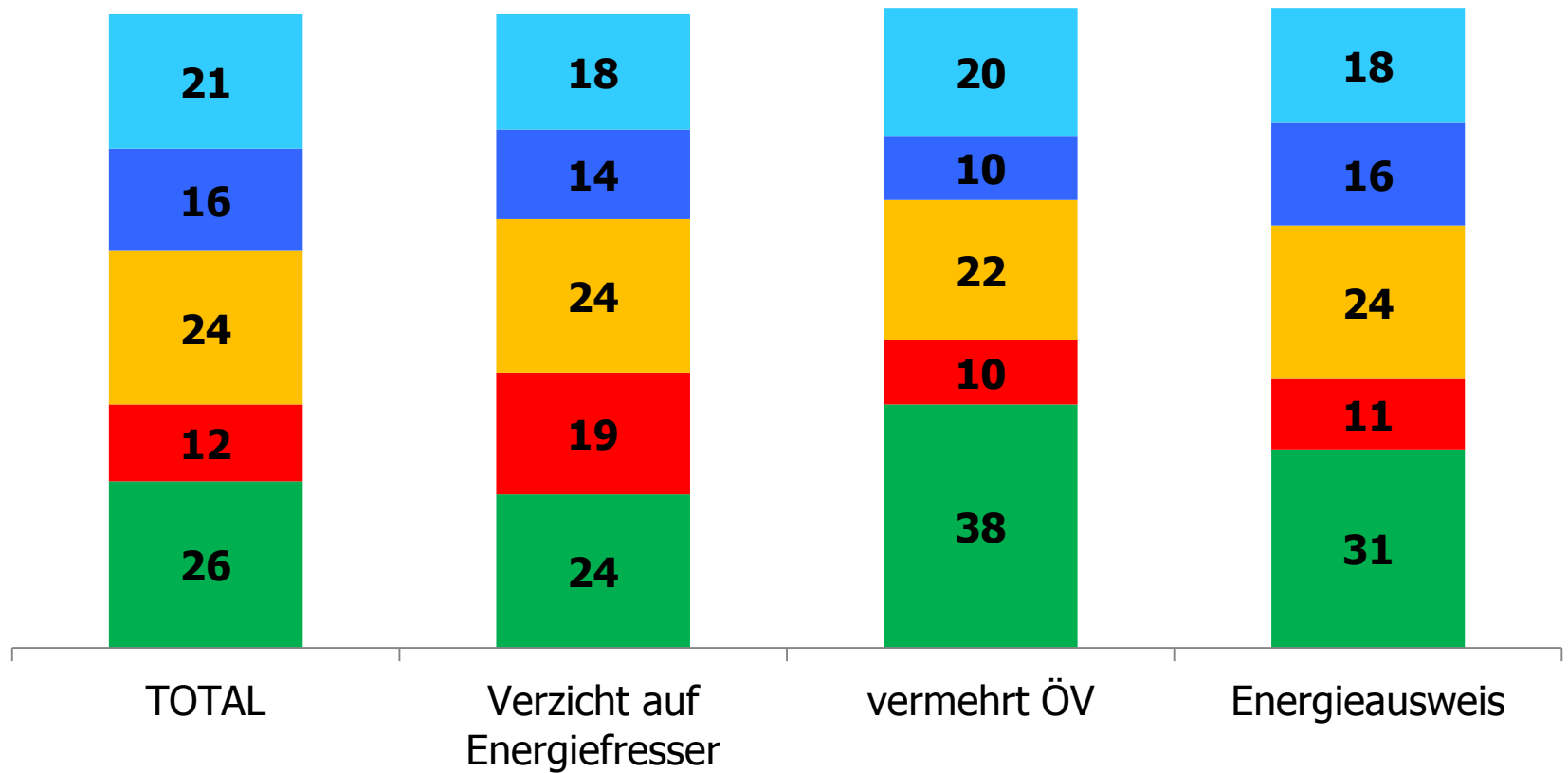
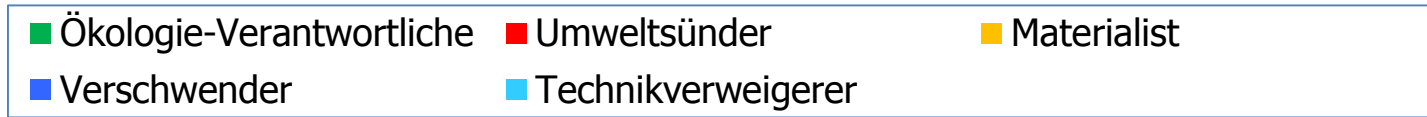
(Angaben in %)

ENERGY STYLES – AGE



(Angaben in %)

ENERGY STYLES – ENERGY SAVING MEASURES



EMOTIONS

- common to all types
- one only invests in sthg with (high) **emotional** value



PROVOKE DESIRE!

- take **car commercials** as an example
 - empty roads, nice landscapes, single person in a single car, flowers out of the exhaust pipe etc.)
 - **not realistic at all but creating emotions (freedom, individuality etc)**



EXAMPLES

try to get them in PT/bicycle campaigns

- „Your Mercedes with personal driver/chaffeur – Take the bus“



Think mobility as part of energy consuming (household) activities



Ich bin ein Energiesparer
Bus fahren, Ressourcen schonen, besser haushalten

STADTBUS
LANDBUS
2000 WATT
STADT FELDKIRCH

The graphic features a bus icon, a lightbulb icon, and a power plug icon.

„I am saving energy“

EXAMPLES

365 Tage. 365 Euro. Die Rechnung stimmt.
Die Jahreskarte der Wiener Linien.



WIENER LINIEN
Die Stadt gehört Dir.



Aufzug defekt - dann steige ich heute eine Station früher aus.



WIENER LINIEN
Die Stadt gehört Dir.



WIENER LINIEN
Die Stadt gehört Dir.



Und wohin führst du mich jetzt?



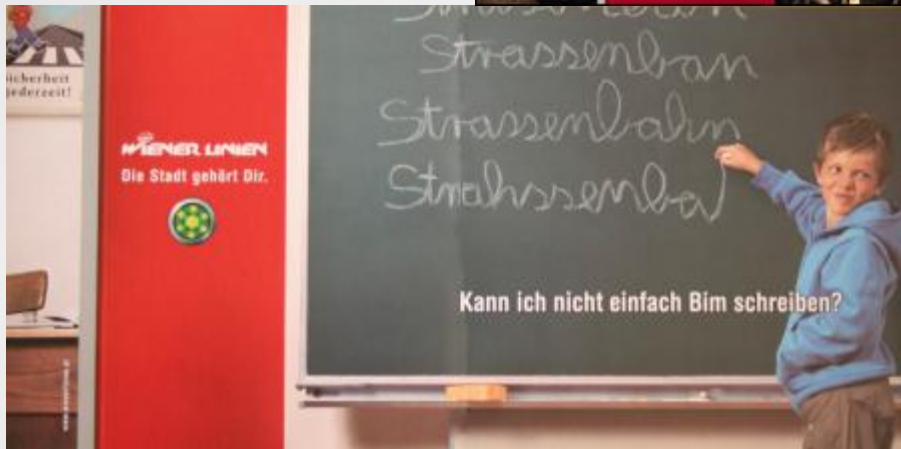
WIENER LINIEN
Die Stadt gehört Dir.

www.wienerlinien.at



Diese Jugend von heute!

EXAMPLES



EXAMPLES

Prof. Knoflacher, pioneer of sustainable transport:

“I’m mostly driving with chauffeurs:

I hop onto the bus, then get the train and finally switch to subway...”



“THE AGE OF SHARING”

...to use and not to own... gets a lot handier

- with smart phones and tablets, apps, gamification
- decreasing importance of a car ownership as status symbol, especially among young people
- as well as with certain demographic developments
 - only about one third of Viennese households own a car
 - people move (back) to city centres



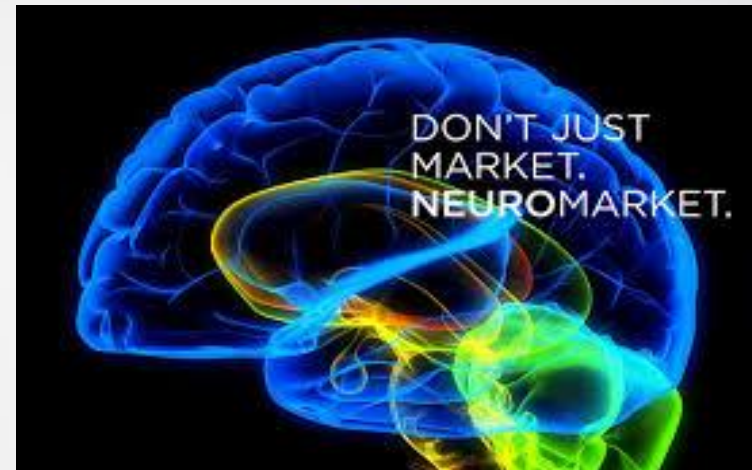
THE ATTEMPT OF ANSWERS

- How does behavioural change work?
 - e.g. by segmenting consumer types and targeting their „trigger“ points by strongly emotionalising aspects
 - by seeing ones mobility behaviour as part of “household activities“
- Can we learn from the energy/household sector?
 - yes, see „energy styles“, see klima**aktiv** targeted programmes
- Is mobility seen as part of everyday energy consuming behaviour?
 - In many cases/by different players not, which is part of the problem
- How important are types, trends and values?
 - Very (for what might work for one „type“ won't at all for another)



CONCLUSIONS

- Segmenting „energy/mobility styles“ means implementing state-of-the-art market research
 - Basis for targeted actions – social marketing instead of shotgun approach
 - Focus on target groups hardly reached so far
- Backlog in energy/mobility field
- Spendings for energy/mobility services compete with other goods and services
 - Loads of money are spent to develop new marketing instruments there (e.g. neuromarketing - emotions!)



THX FOR YOUR ATTENTION!

Willy RAIMUND

ÖSTERREICHISCHE ENERGIEAGENTUR
AUSTRIAN ENERGY AGENCY

Mariahilfer Straße 136 | 1150 Vienna | Austria

Willy.raimund@energyagency.at | www.energyagency.at

