Millennials and Me

TU Delft
Smart Public Transport Lab
24 September 2018

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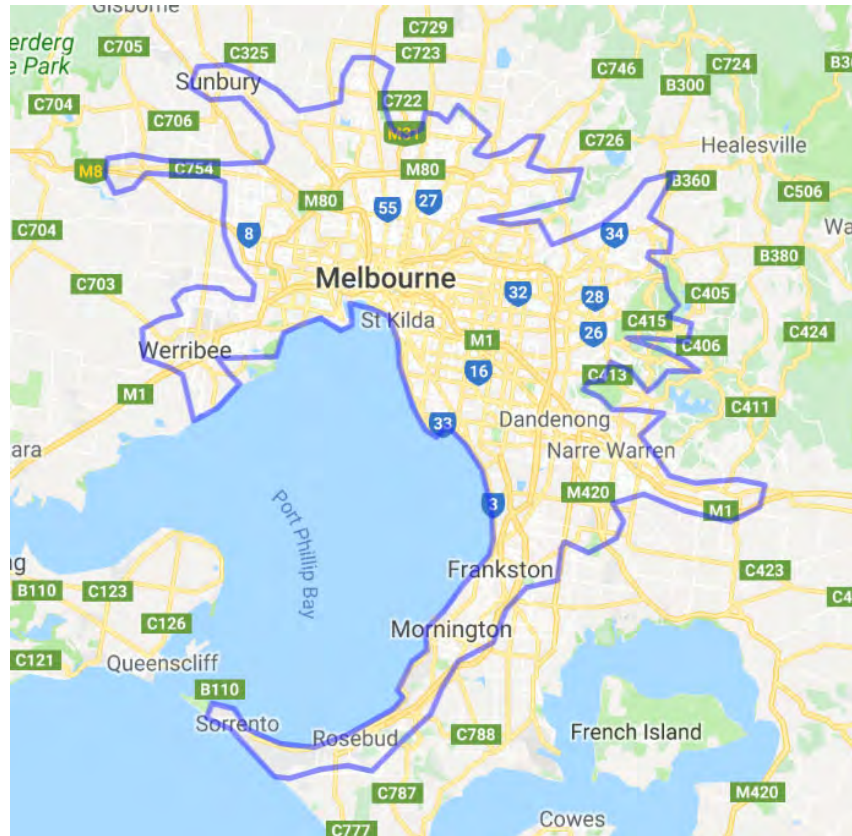
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About me

My research areas

All about millennials

Personal reflections
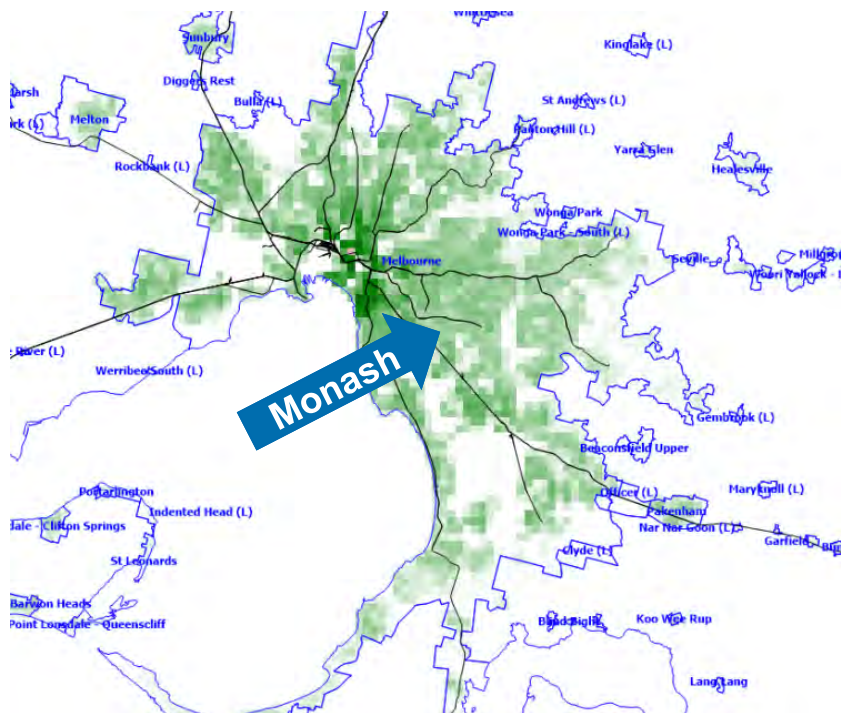
MONASH INSTITUTE OF TRANSPORT STUDIES
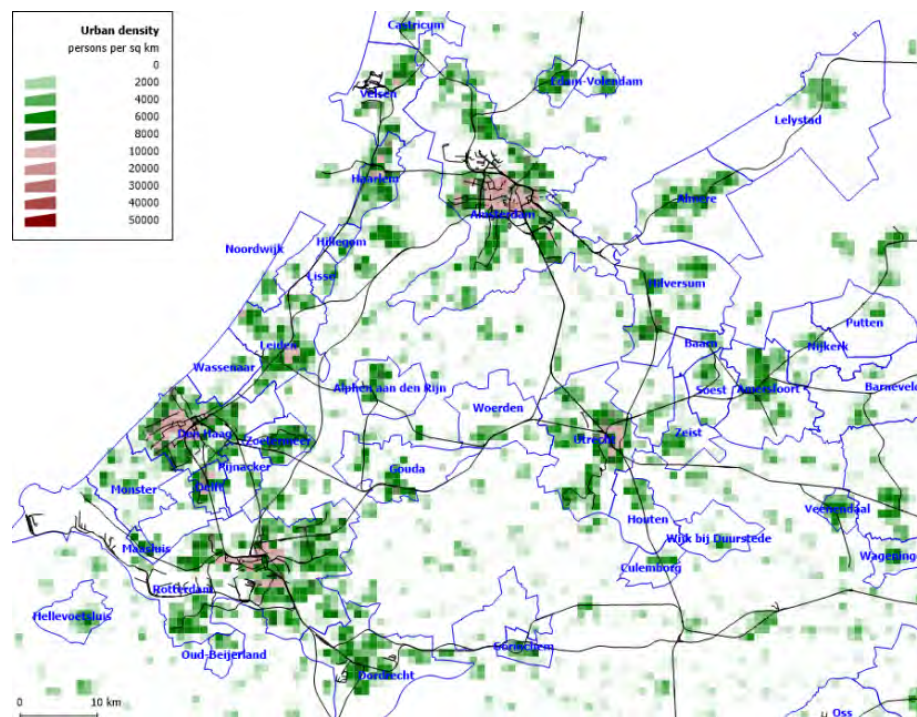
City of 4.8 million

A city of sprawl and of cars

740 cars / 1,000 people

480 cars / 1,000 people

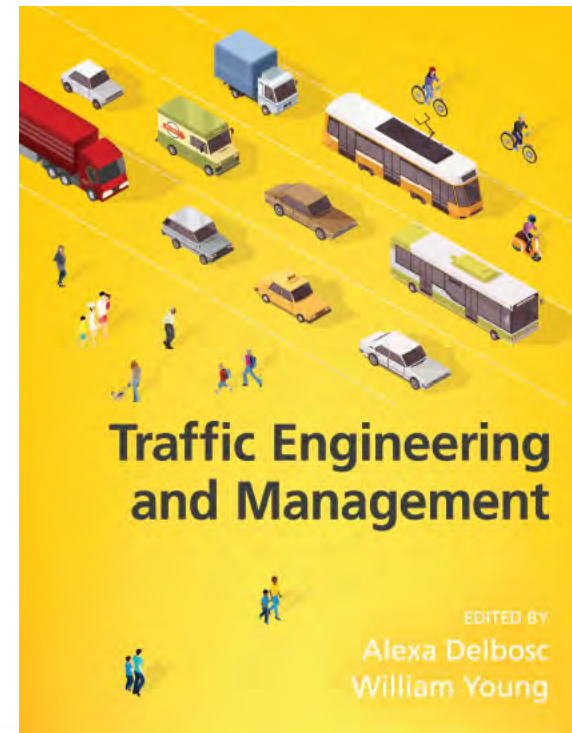*Source: Chris Loader, ChartingTransport*

Monash is Victoria's largest university with campuses in 5 countries

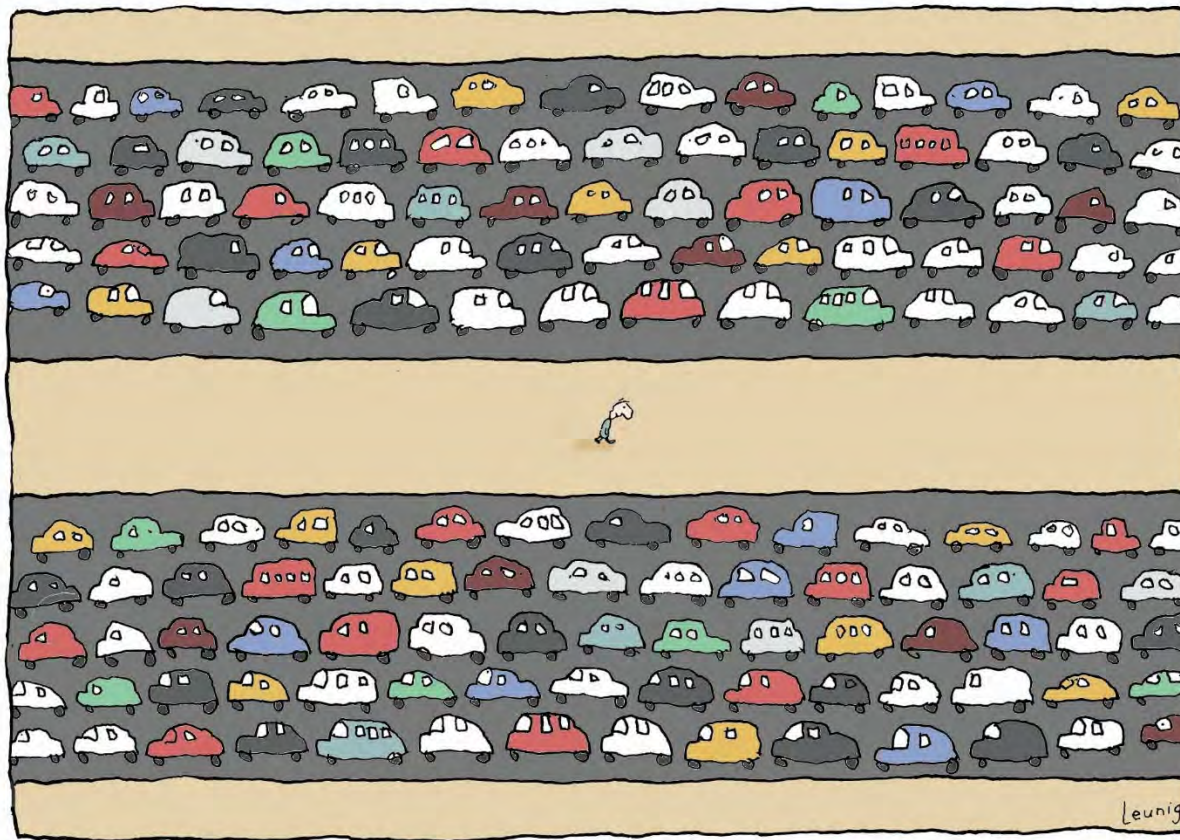MONASH INSTITUTE OF TRANSPORT STUDIES

About me

- Senior Lecturer at Monash Institute of Transport Studies
- In the Department of Civil Engineering
- Teach Traffic Engineering and Management subjects

About me

- Master of Social Psychology from Harvard
- PhD in Transport from Monash University

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My Research Areas

Why do people fare evade?

Is all fare evasion 'stealing?'

Fare evasion is stealing. Buy a ticket.

How do the reasons for fare evasion differ in the population?

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Researcher in travel behaviour and psychology

How much mobility is 'enough' to make you happy?

Which is more important to well-being, mobility or accessibility?

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Researcher in travel behaviour and psychology

Why are millennials driving less than previous generations?

How is it related to their life stage?

Are they using public transport more?

How will their travel behaviour change as they age?

All About Millennials

What is in store for the future of millennials?

Huffingtonpost.com

Hometrustmortgageloansatlantageorgia.com

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Millennial Mobility Panel Study (MMPS)

- What is the relationship between future life course and travel behaviour?

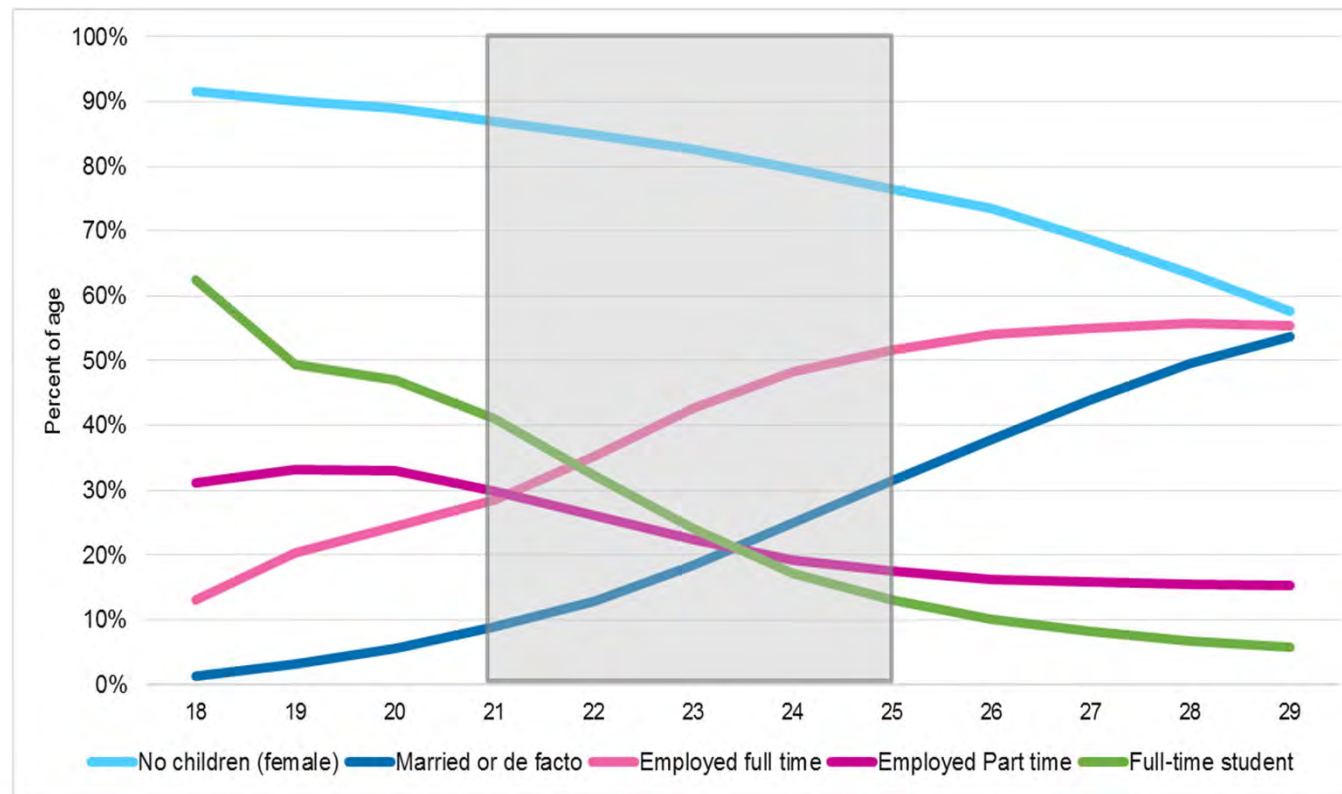- How does that vary within the millennial generation?

Supported by Research Assistant
Dr Farhana Naznin

Australian Government

Australian Research Council

Millennial Mobility Panel Study (MMPS)

Through a survey of 21-25 year olds in Melbourne and regional Victoria
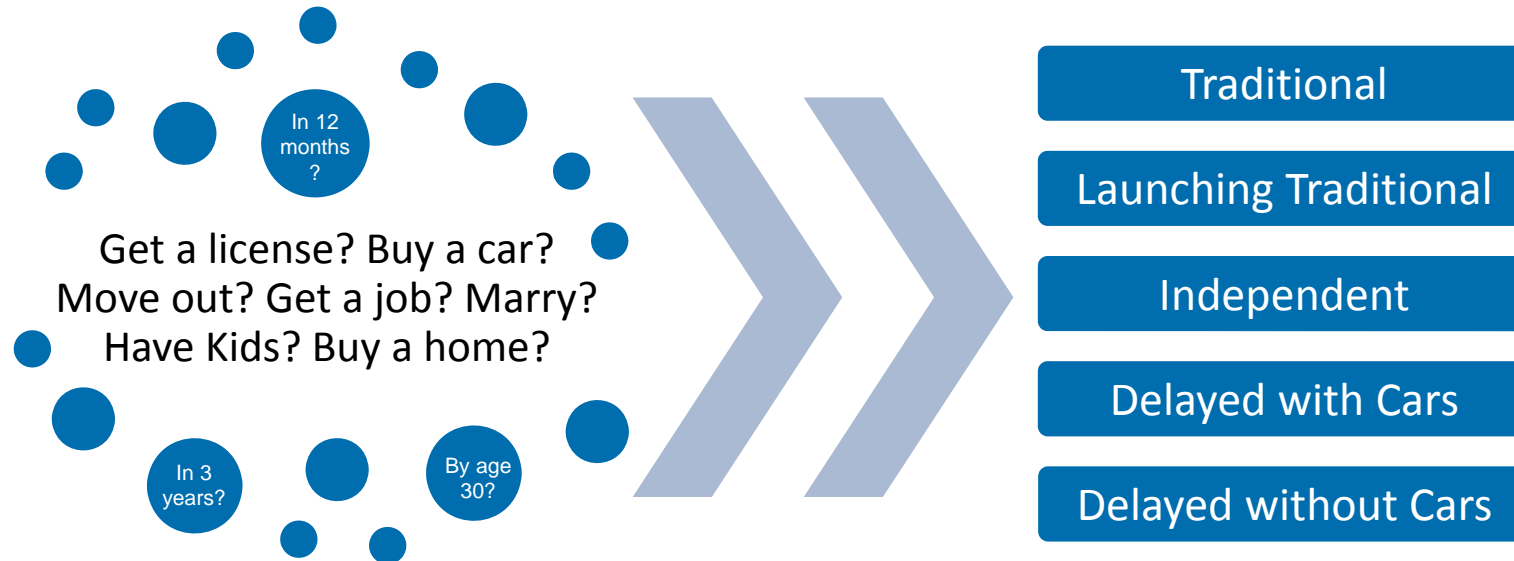
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How likely is it that you will …. In the next 12 months, 3 years or by age 30?

- Get a driving license ("P's")
- Have your own car
- Get a part-time job
- Get a full-time job
- Move out of your parent's home
- Move in with a partner
- Buy a home
- Get married
- Have children

No chance (0)
Below-even chance (1 to 5)
Above-even chance (6 to 9)
Certainty (10)
Already done (11)

Latent Class Analysis identifies groupings based on responses

In 12 months?

Get a license? Buy a car?
Move out? Get a job? Marry?
Have Kids? Buy a home?

In 3 years?

By age 30?

Traditional

Launching Traditional

Independent

Delayed with Cars
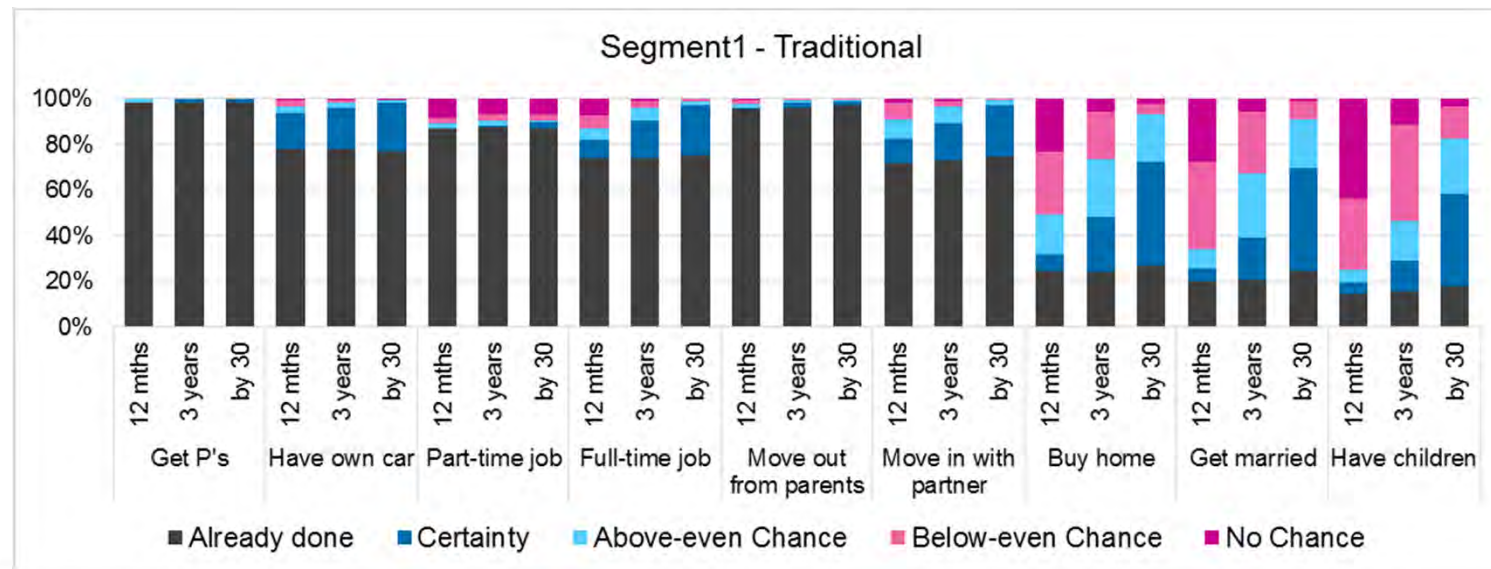
Delayed without Cars

From 27

To five

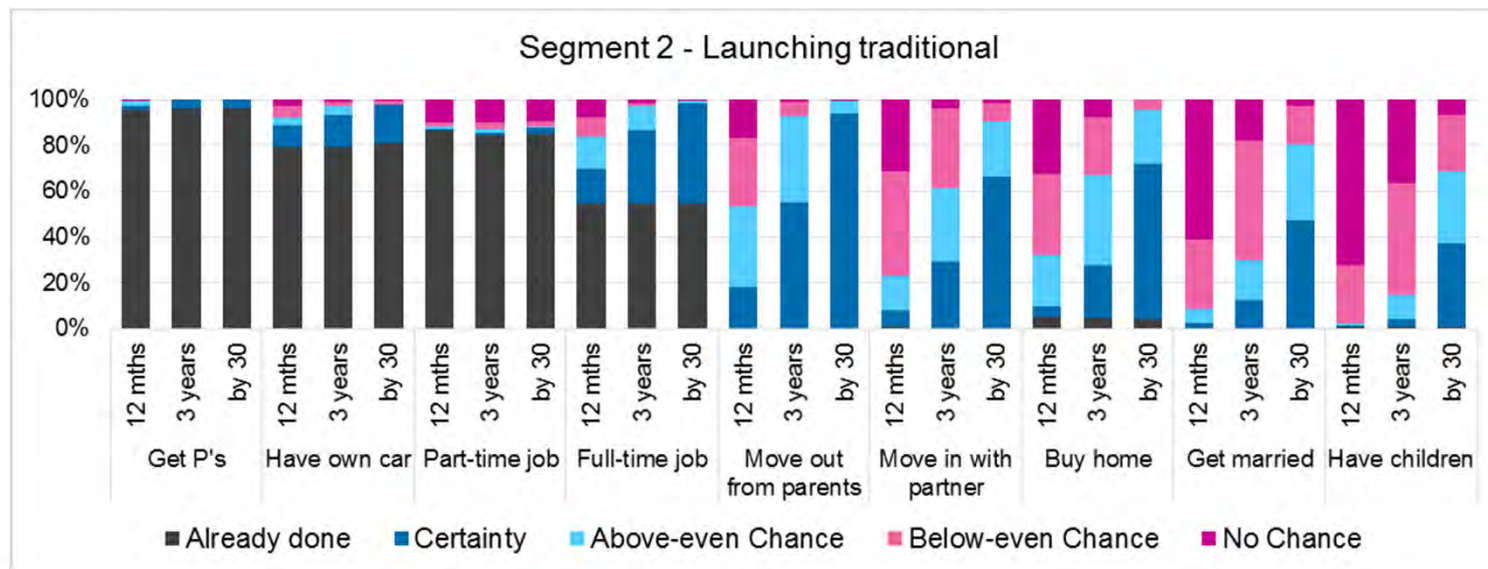# Log-likelihood minimised at 5-clusters
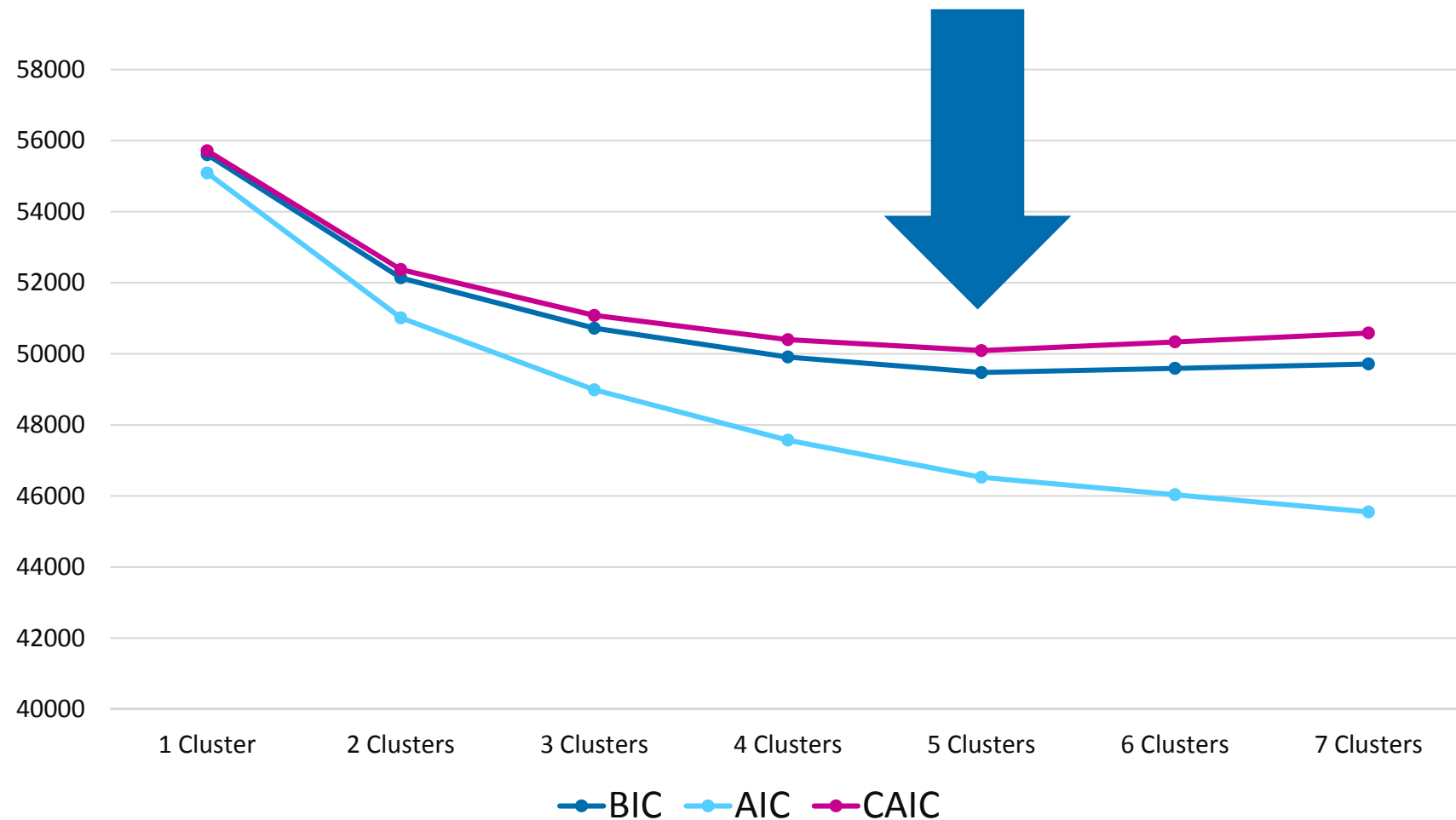
Traditional segment (24% of sample)

- Working, living with a partner
- Some already bought home, married, had children
- More likely to live in regional Victoria (42% vs. survey average 23%)

Segment1 - Traditional

Launching Traditional segment (20% of sample)

- Living at home with parents, but long-term view toward a traditional future
- 60% were certain or above-even to buy a home within 3 years

Segment 2 - Launching traditional

Legend: ■ Already done ■ Certainty ■ Above-even Chance ■ Below-even Chance ■ No Chance

Categories: Get P's | Have own car | Part-time job | Full-time job | Move out from parents | Move in with partner | Buy home | Get married | Have children (each with 12 mths, 3 years, by 30)

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Independent segment (19% of sample)
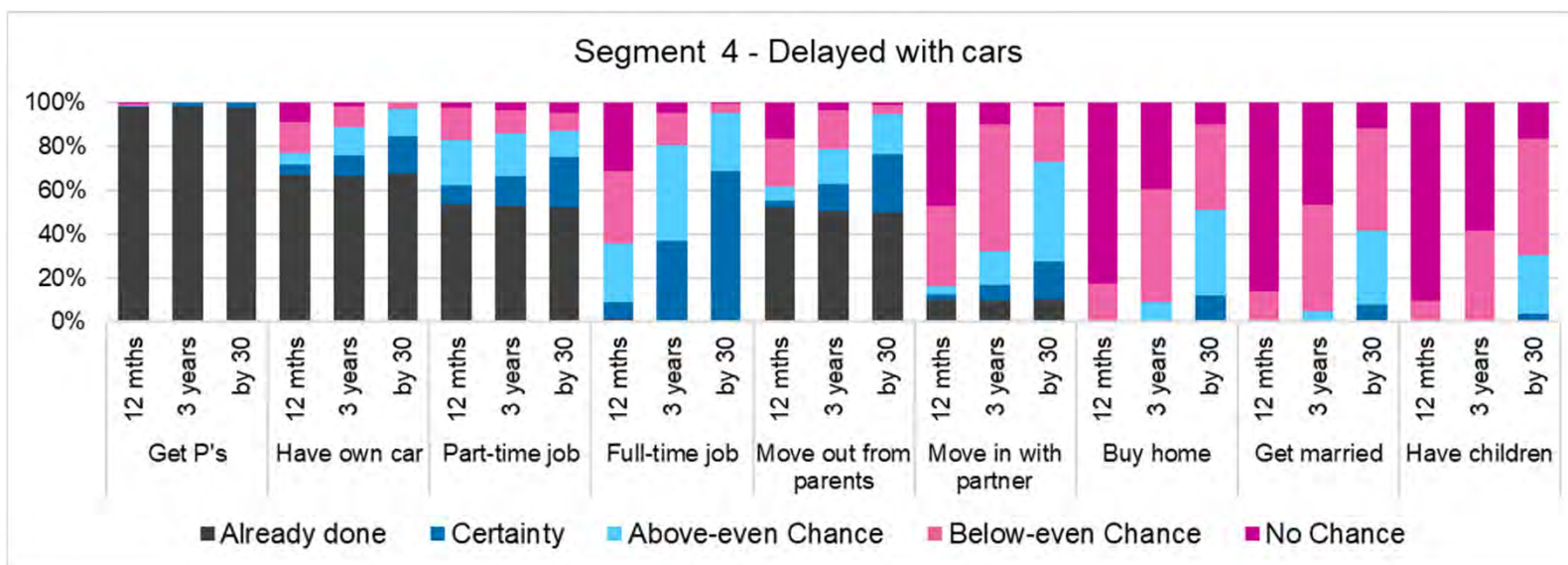
- Working full-time, living away from parents
- Buying home, marriage, children not on the near horizon
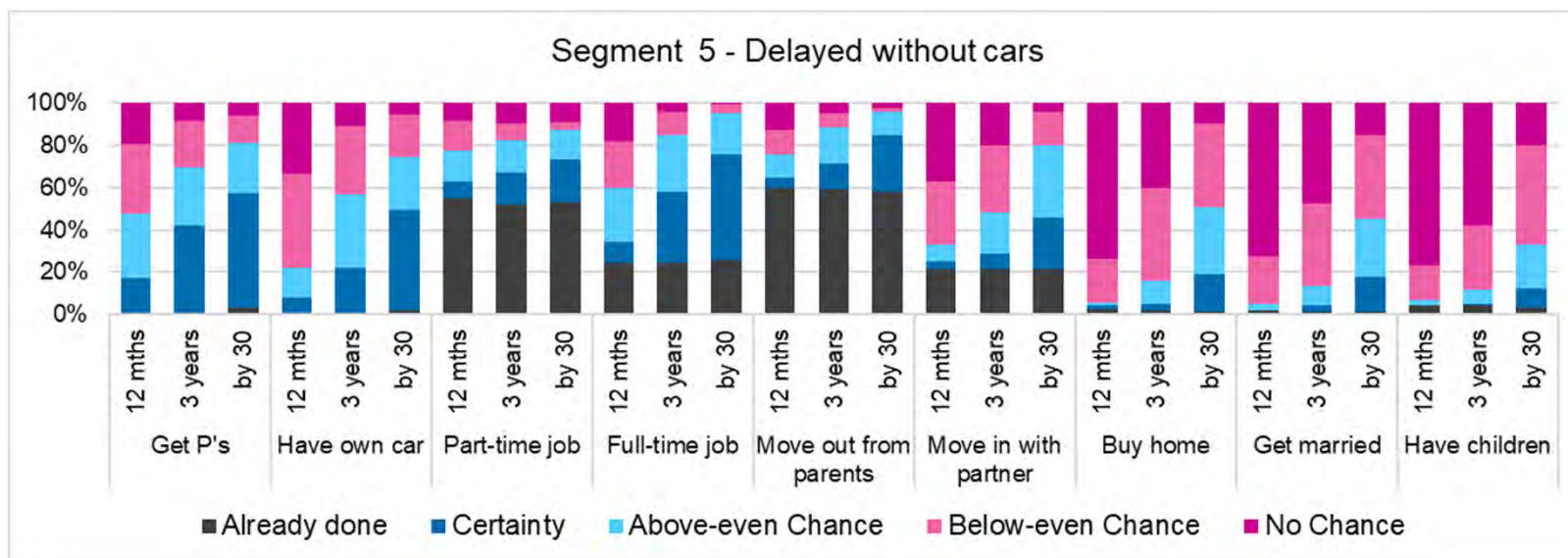

Segment 3 - Independent
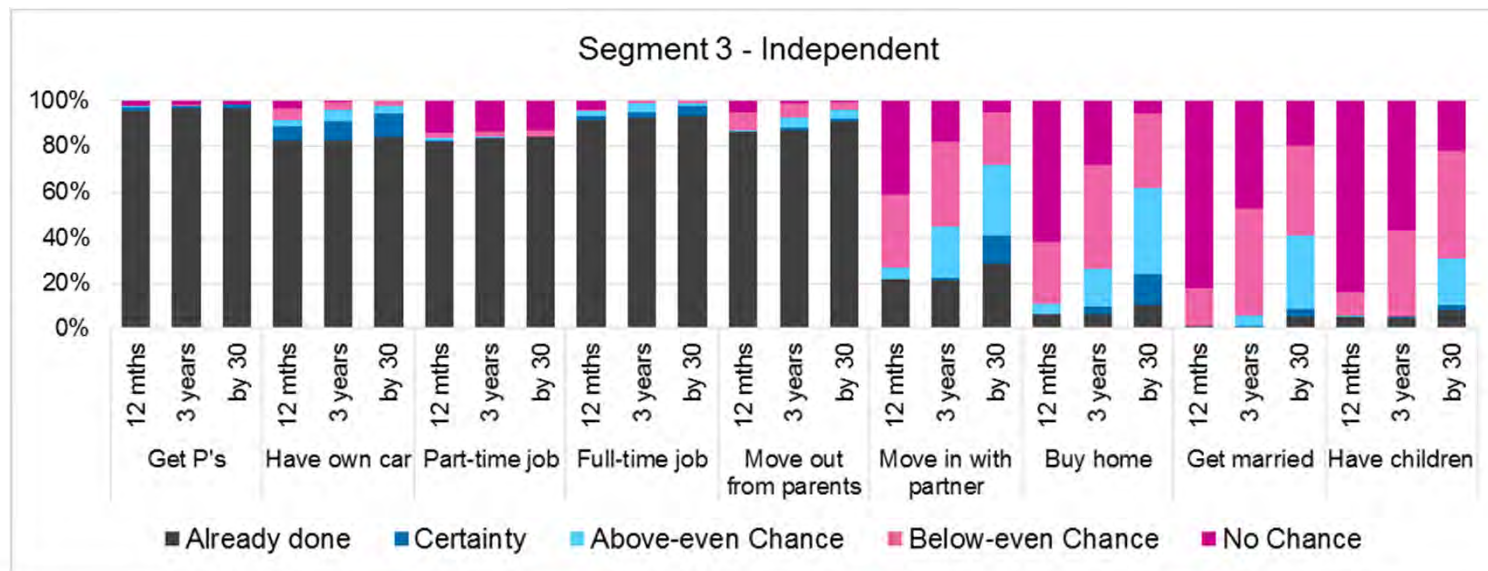
Delayed with Cars segment (21% of sample)

- More likely to be studying, lower-income
- Low chance of marriage, home, children
- Most already have a car

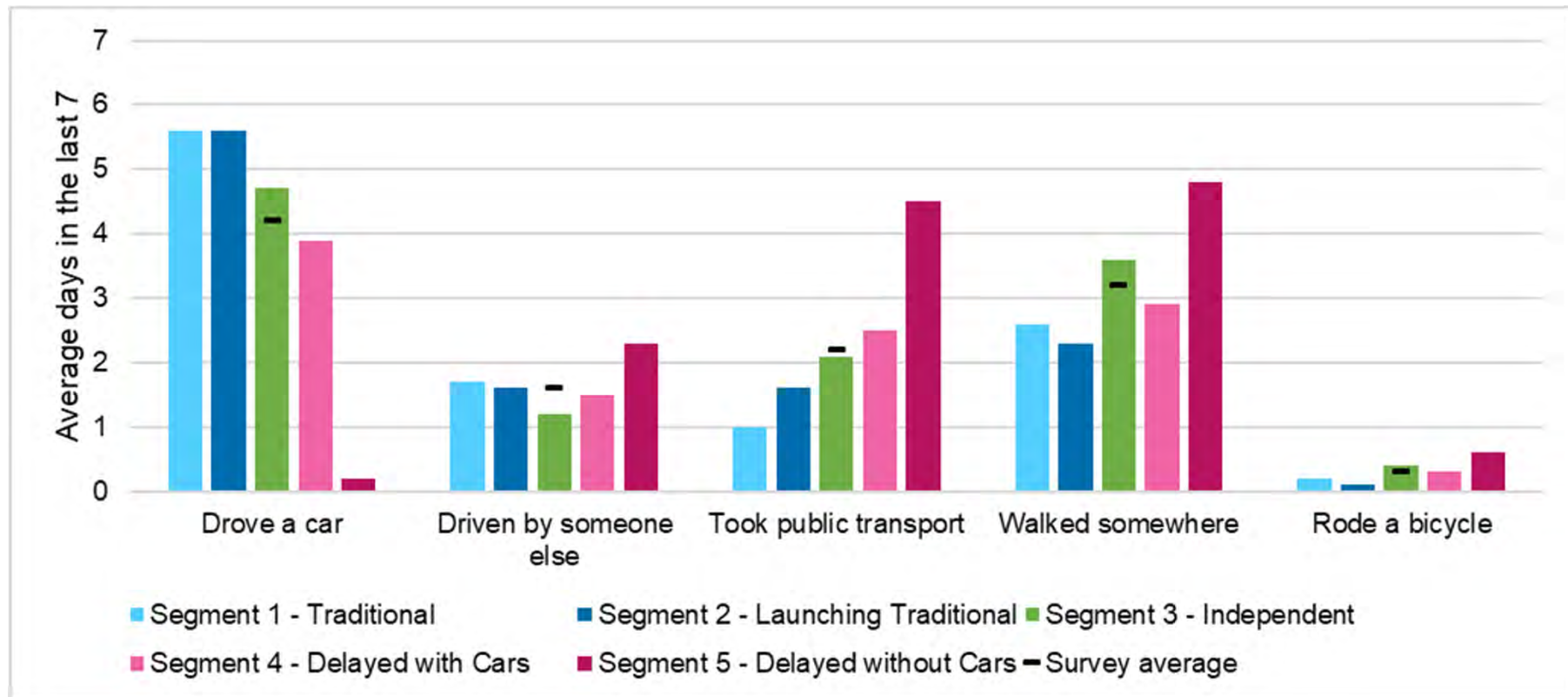Segment 4 - Delayed with cars

Delayed without Cars segment (16% of sample)

- More likely to be studying, lower-income
- Low chance of marriage, home, children
- Cars are a medium-term issue
- Most likely to be from overseas (29% vs. 14% of survey respondents)

Segment 5 - Delayed without cars

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Life stage strongly associated with transport use…

Average days in the last 7

Segment 1 - Traditional
Segment 2 - Launching Traditional
Segment 3 - Independent
Segment 4 - Delayed with Cars
Segment 5 - Delayed without Cars
Survey average

Categories: Drove a car, Driven by someone else, Took public transport, Walked somewhere, Rode a bicycle

…attitudes to transport modes…
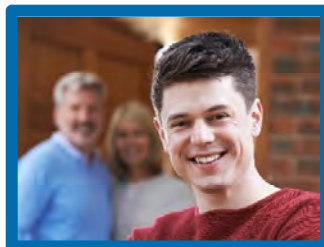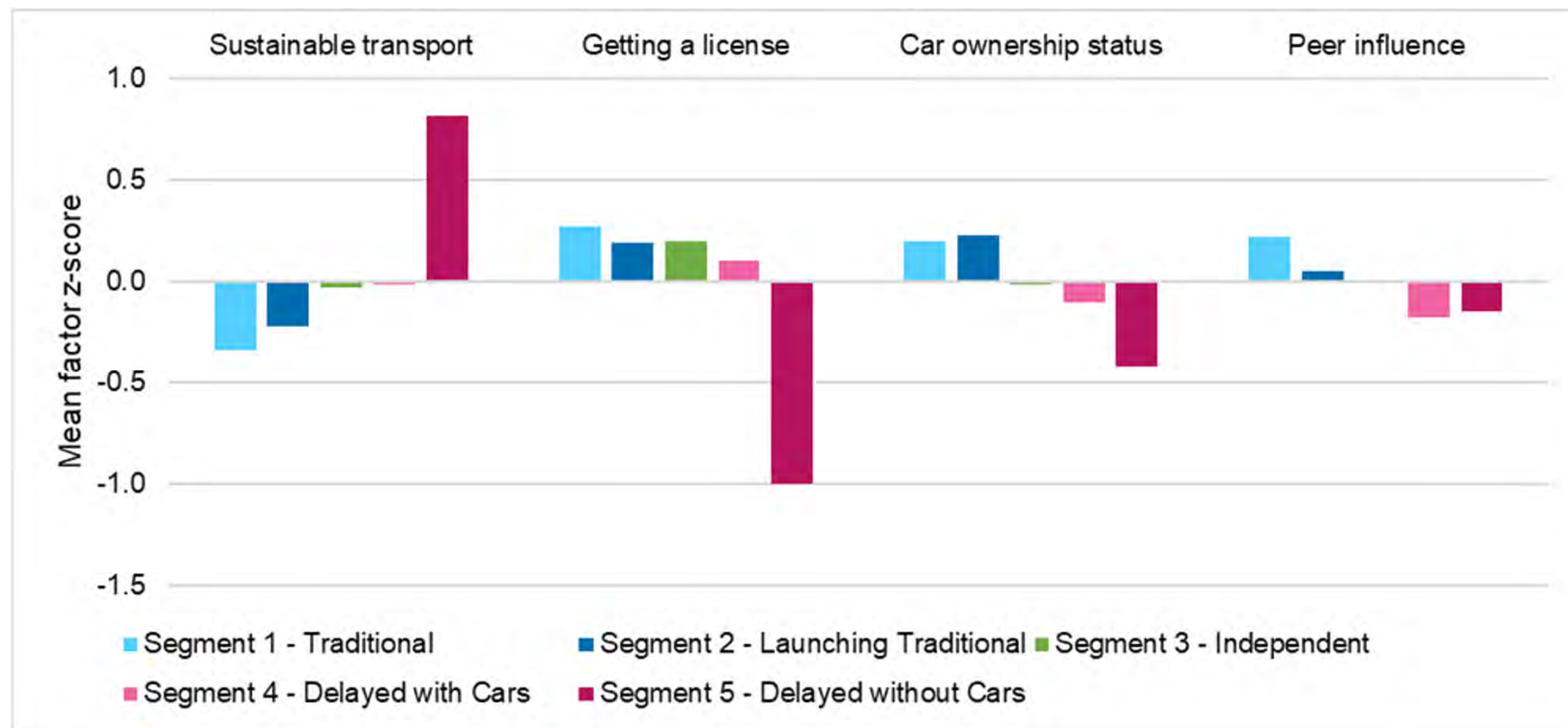
…and with where they see themselves 'settling down'

Chart: Average rating by settling-down preference and segment

- Segment 1 - Traditional
- Segment 2 - Launching Traditional
- Segment 3 - Independent
- Segment 4 - Delayed with Cars
- Segment 5 - Delayed without Cars
- Survey average

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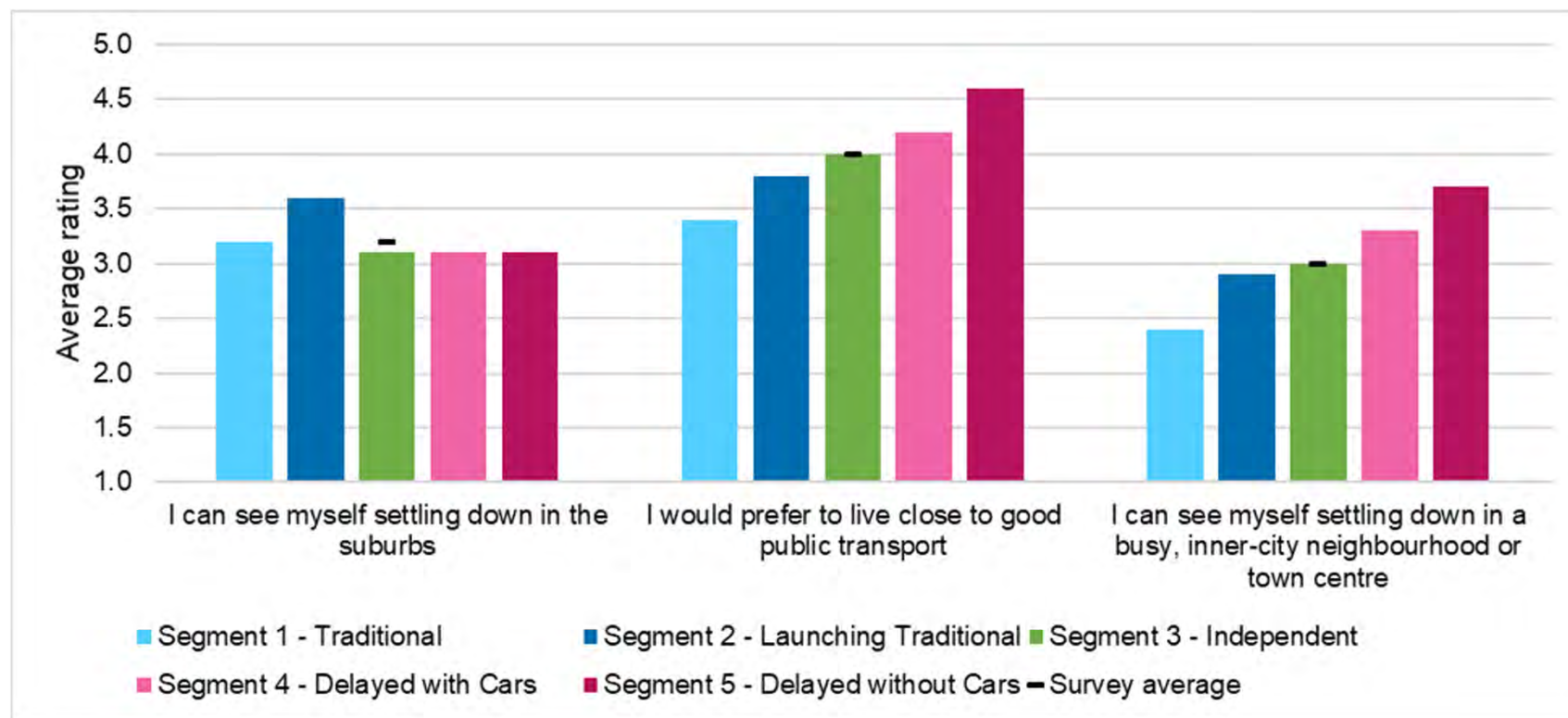
A summary of life course timelines

Children, marriage, buy home

'adult' milestones

time

Age 30

- Traditional (24%)
- Launching Traditional (20%)
- Independent (19%)
- Delayed with Cars (21%)
- Delayed without Cars (16%)

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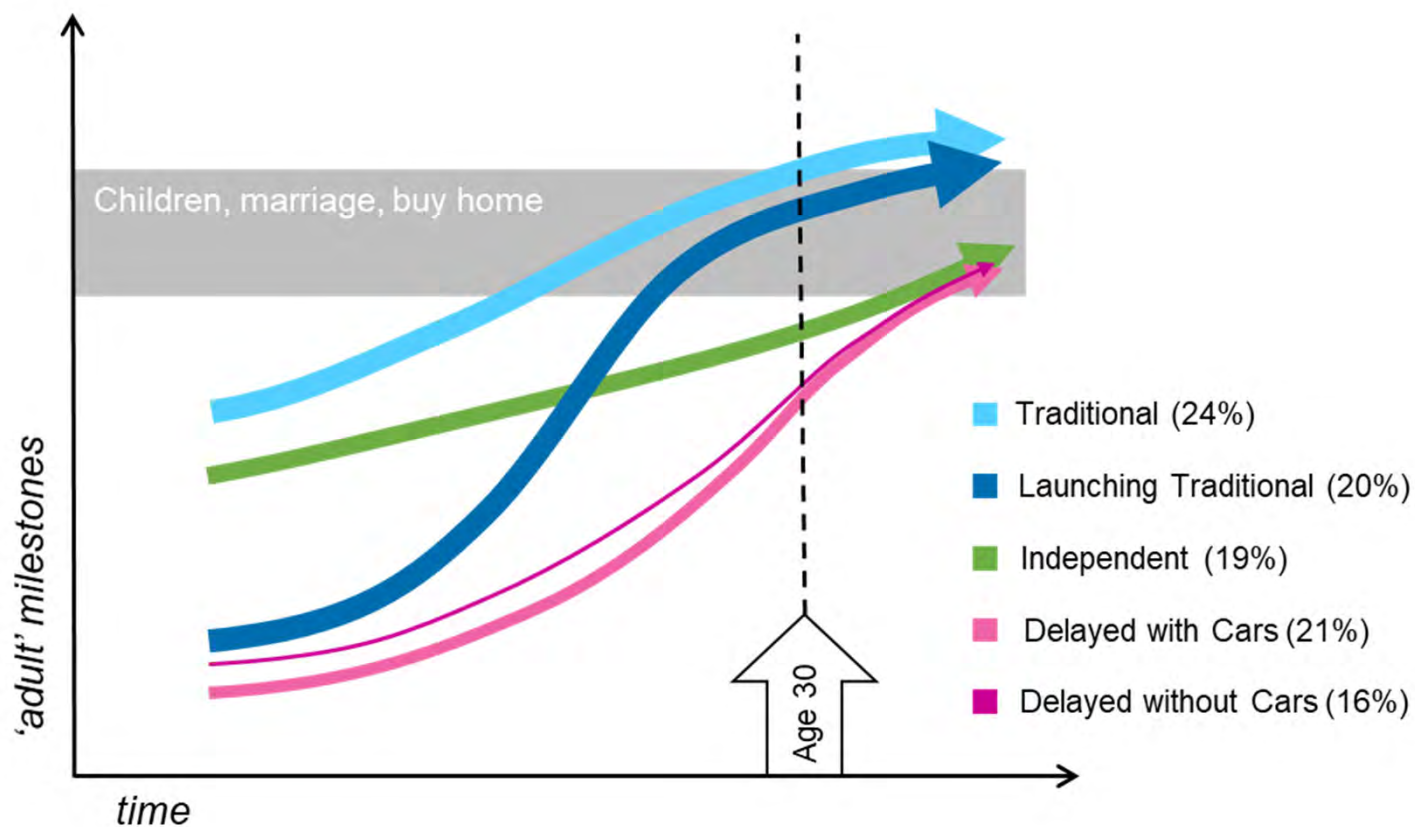
Different groups have different policy implications

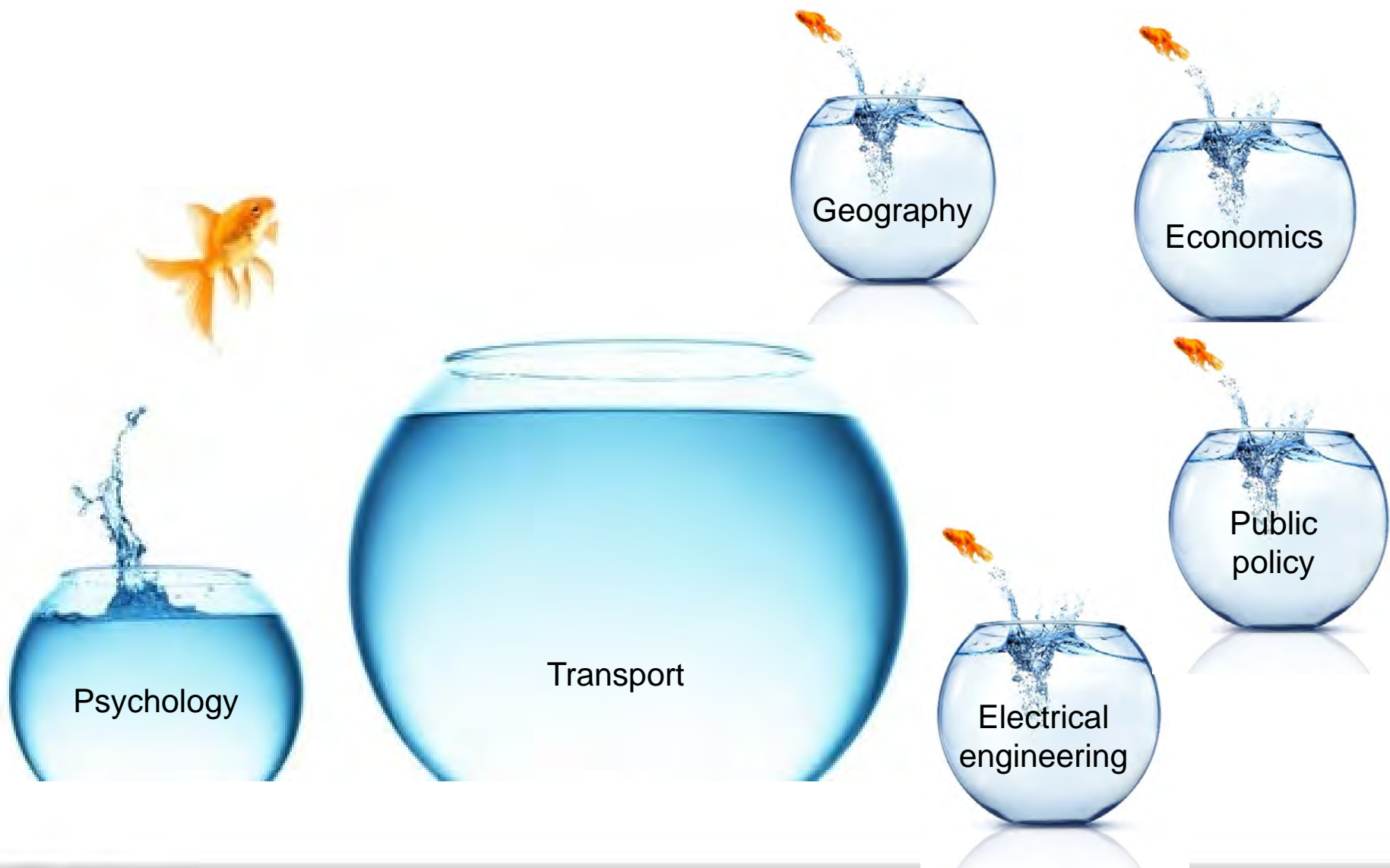|	Drivers to using alternate modes	Short-term constraints to using alternate modes	Policy options	Long-term car use
Traditional (24%)	None	Family duties, suburban/rural location, strong car use and attitudes	Few	Very high
Launching Traditional (20%)	None	Suburban location, strong car use and attitudes	Few	Very high
Independent (19%)	Prefer transit-rich and inner-city areas, somewhat multi-modal	Fairly strong car use	Support multi-modal travel, provide family housing in accessible areas	High
Delayed with Cars (22%)	Prefer transit-rich and inner-city areas, somewhat multi-modal, university students	Fairly strong car use	Support multi-modal travel, provide alternative options around universities, provide family housing in accessible areas	High
Delayed without Cars (16%)	Live in accessible areas, strongest preference for transit-rich and inner-city areas, heavy transit use, strong transit attitudes, low intent to get a car	None	Reinforce alternative modes in accessible areas, provide family housing in accessible areas	Moderate

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A few personal reflections

Transport is a 'broad church'

Geography

Economics

Psychology

Transport

Public policy

Electrical engineering

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Cross-disciplinary research is the future

Biochemists

Social scientists

Civil engineering

Psychologist
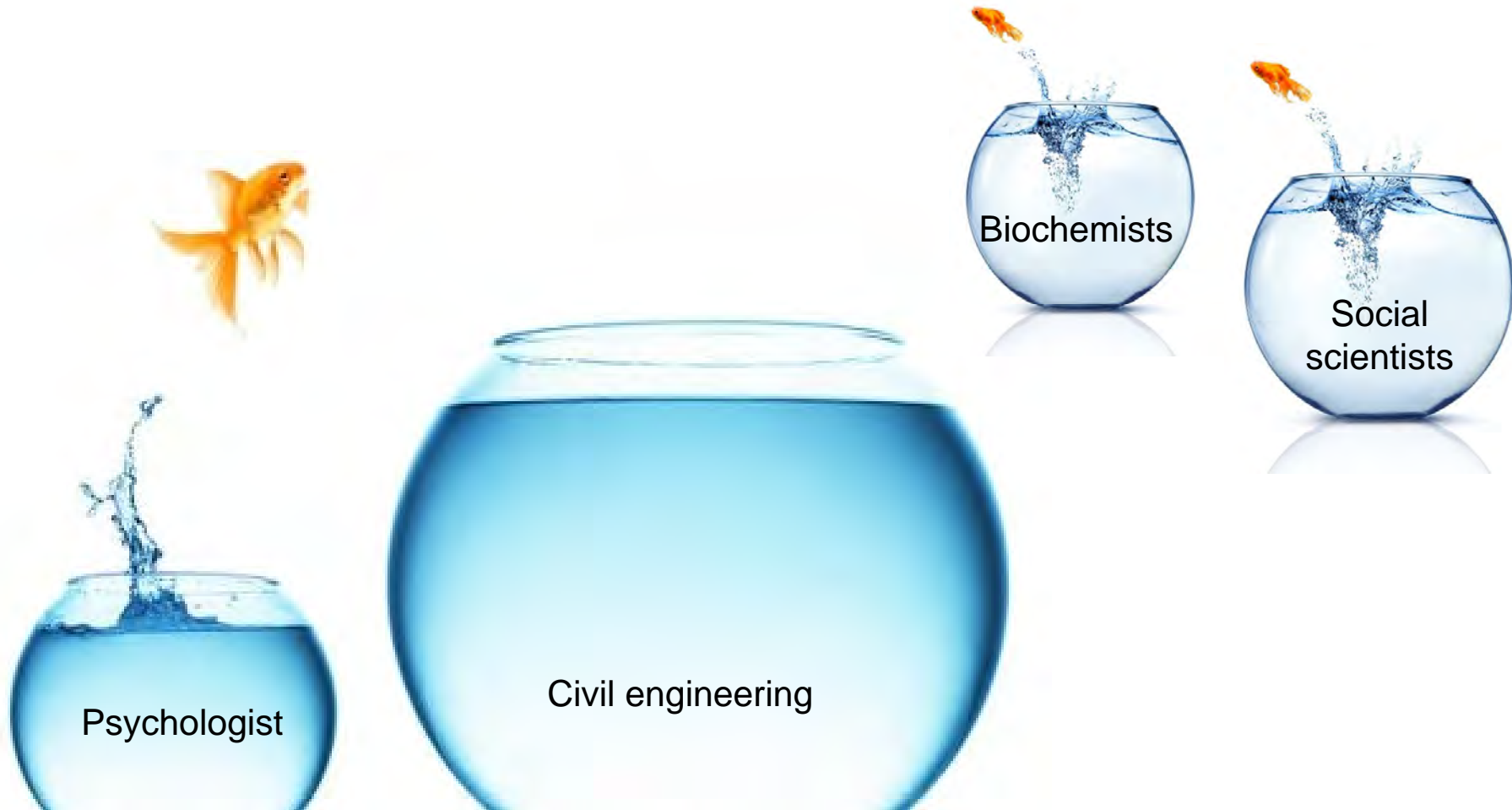
Discovery Early Career Research Award

What does it take?

Within 5 years of your PhD

Based at an Australian university

Need a top record, with a top group and a top project

10% success rate

What do you get?

3 years of salary + project cost

Very prestigious award

You get to work with Australia's leading public transport group

You get to live in Australia!

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(Second) most liveable city in the world

Any questions?