

The Mode Not Taken: A Qualitative Approach to Understanding Travel Behaviour

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Mobility plays an important role within the everyday lived experiences of individuals. Therefore, it is critical to understand the processes that guide travel behaviour both at the individual and social levels. Despite the increasing complexity of statistical models, previous quantitative approaches within transportation research have largely ignored the intricacies of human behaviour, as well as the context in which this behaviour develops. This project aims to explore the ways in which individuals justify their understanding of their own transportation decisions through discourse, as well as the social context in which this knowledge is produced. This is accomplished through twenty-six semi-structured interviews with residents of Montreal. The paper has two key findings: individuals often employ a relational understanding of travel behaviour to frame their transportation decisions, and the social environment of individuals has an important influence on travel behaviour.

