



Travel choices, consumption and parenting: a study into the co-evolution of social practice and mobility.

Dr Justin Spinney



Research Questions



- To investigate the causal relations between travel choices and commodification in parenting as a social practice.
- To understand how this relationship differs across *low and middle* income earners.
- To understand the role of affects in the relationship between parental practices and travel choices.
- To investigate the extent to which parents feel they are able to choose how they travel.



Sampling and Methodology



- **20 households:** Random sample recruited through NHS and NCT antenatal classes in Newham and Hackney.

Household income

<£12,000	£12,001-£20,000	£20,001-£30,000	£30,001-£45,000	>£45,000
3	2	3	5	7

Sampling and Methodology



- **20 households:** Random sample recruited through NHS and NCT antenatal classes in Newham and Hackney.

Country of Birth	n
Bangladesh	2
France	2
Hungary	1
India	2
Italy	1
New Zealand	1
Nigeria	2
Portugal	1
UK	7
Sweden	1



Sampling and Methodology



- **Interview 1:** Took place between April and June 2011. These interviews and a mapping exercise were conducted approximately 3 months before the due date and sought to understand the journeys made, how and why they were made, and what changes if any had occurred during the pregnancy.
- **Diaries:** Participants were also asked to keep a two week travel diary of their journeys in order to understand their experiences of the journey and their daily routines. The diary exercise will be repeated in January 2012.
- **Interview 2:** Second interviews are due to take place between January and March 2012. These will seek to explore any changes that have occurred in mobility patterns and particular issues around competent parenting, care, affect, safety and access in more depth.



Analysis



- **1. Parenting and stuff**
- **2. Parenting and safety**
- **3. Parenting and affect**



Parenting and ‘stuff’



“I mean at the moment what we'll do is he's signed up to Streetcar and Streetvan so if, so he's been using street van when he's needed to move things because obviously the Spitfire's no good for baby cots and that kinda thing. But he's since, since he's known that he's selling the Spitfire he's signed up to Streetcar” (Leila, 02,06,11).



Parenting and ‘stuff’



“So that’s going to be interesting how we do that because it may be just as easy to get the train, or maybe with all the stuff that we’ve got we might end up hiring a car if we’re going for the weekend or something like that.” (Leila, 02/06/11).



Parenting and safety



C: “She’s like making sure whose ever’s in the group that we’re with, that someone drops me home. No one will let me get on the train at night time...everyone’s really like ‘nah nah nah, you have to get in the car, you have to get in the car”.

J: “And is that something, are you as concerned about that as they are do you think?”

C: “No because I’m so used to getting the train and the bus...but it’s only recently like in the last couple of weeks that actually I’m glad I’m getting in a car. But normally I’m just like, I’m blasé about it, it’s like ‘okay I got here by train I can get home by train’...but at the moment that’s what everyone’s been doing to me” (Charlie, 10/05/11).



Parenting and affect



“And I was told it’s not good to raise your body temperature over a certain... I can’t even remember what it was, but your heart rate shouldn’t go so high because the baby can’t cool down or whatever so it all seemed like if I wasn’t going to be able to run properly then what’s the point of doing it kind of thing” (Leila, 02/06/11).



Parenting and affect



- “That is the killer because the bus is hot, it’s hot outside, and I don’t know why they have the heaters on! If the heaters are off then it’s just the bus generating heat but I feel so hot and it’s mostly at your feet and obviously you know pregnant women and feet...!” (Charlie, 10/05/11).



Parenting and affect



[with the tube] the heat and oh you know what, though it is a pregnancy thing actually thinking about it because before I would just deal with it and I'd be like oh it's hot down there and it's packed and got to stand and that's fine but since being pregnant...ohhhh I can't cos I was doing a massive project in Paddington umm up until umm quite recently up until end of February...so quite pregnant and it got to the point where I thought I cannot if they offer me more work [laughter] I'm not gonna do it cos...yeh cos the journey just cos it got so hot and no one gave me a seat and then at night I'd get the bad leg cramps from standing up on the tube and I'm thinking this is just not worth it you know" (Carol, 05/04/11).



Parenting and affect



- “I used to do a lot of shopping before, I used to get lots of stuff that was in the sale but now I don’t really do anything. We go by car to go buy anything rather than carry it on the bus. But since I’ve got a pushchair I prefer the bottom (of the bus)”
(Aabirah, 02/06/11).



Conclusions



- Attitudes and behaviours?
- Individual choice?
- Next phase



Thank you



Email: j.spinney@uel.ac.uk