I. Background
• Much interpersonal variation in travel behaviour remains unexplained when using only objective variables. Subjective variables such as personal LIFESTYLES could add new insights…
• … But most empirical studies define lifestyles in terms of behaviours, and not in terms of underlying OPINIONS and MOTIVATIONS.

II. Research Questions
1. How are modal choices influenced by personal lifestyles …
2. … using a value-based approach …
3. … while controlling for the interaction with residential location, car ownership, activity patterns and attitudes?

III. Data & Method
DATA - Internet survey, 2016 in Belgium (N = 334)
METHOD - Structural Equation Modeling, using ML with bootstrapping
KEY VARIABLE - personal values, based on the Portrait Values Questionnaire of Schwartz (2003)

IV. Results

V. Conclusions
1. A value-based lifestyle approach adds NEW INSIGHTS into modal choices
   • Car use ~ values of personal pleasure, not social status (Steg, 2005)
   • Important indirect effects of personal values on modal choices …
   • … except for cycling!
2. Personal values are significant, but the EFFECT is relatively SMALL compared to other variables (e.g., residential location for car drivers and walking; and mobility attitudes for cycling)