

# Growing Car use

## What trends and factors will be affecting the growth of car use in the Netherlands in the years ahead?

### Demographics

#### Population growth is increasing car use

- The Dutch population will continue to grow until about 2040.
- Every year, the number of people being born is larger than the number of people passing away.
- Life expectancy is increasing, so people use the car for more years per lifetime.
- The Netherlands has more immigrants than emigrants.

#### On balance, ageing populations are increasing car use

- Today's seniors are travelling more than previous generations due to increased vitality, car ownership and possession of a driving licence.
- Ageing populations require that people are working to an older age and for longer hours.
- The number of people aged 65 and older is increasing and they are generally less mobile than younger people.
- Mobility among today's 40 to 65 year olds is increasing and it is uncertain how mobile they will be once they reach 65.

#### A growing highly educated population leads to increased car use

- Highly educated people travel more frequently and farther for their work than lower educated people.
- Highly educated people earn more and own more cars than lower educated people.

#### On balance, shifting household make-ups are increasing car use

- Increasing numbers of single-person households are resulting in increased car ownership and car availability.
- The number of people without children is increasing, and they work more and therefore commute more.
- The average number of people in multi-person households is dropping, thus increasing car availability.

#### In the short term, the economic crisis is reducing car use

- Declining job opportunities and rising unemployment are reducing commuter traffic.
- The crisis is prompting young people to start work at an older age, reducing car use.
- Financial investment in infrastructure is limited due to government cut-backs.
- The crisis has resulted in reduced numbers of lease vehicles, reducing car use.
- The number of people with a low income is increasing and they are confining their social life to their immediate vicinity.

#### In the long term, anticipated economic growth, however limited, will be increasing car use

- Declining unemployment and increasing job opportunities will mean more commuter traffic.
- Increasing income levels will result in greater car ownership.
- Increasing income levels will cause people to go out more and farther.

#### The price of driving per kilometre is uncertain and therefore also its effects on car use

- The price of conventional fuels will continue to rise due to increasing scarcity of natural resources.
- Parking will become more expensive because rates are being increased and paid-parking zones are being expanded.
- Cars are becoming increasingly fuel-efficient and therefore cheaper to drive per kilometre.
- The advent of new fuels may reduce the price of motoring per kilometre.
- Declining prices for alternatives to the car are reducing car use.

#### New markets and products are increasing car use

- Manufacturers are developing more models for various target groups, such as seniors, and purposes (leisure).
- Young people aged sixteen are now allowed to take driving lessons, increasing car use.

### Culture

#### The need to use a car is decreasing

- Today's young people are travelling less by car than previous generations.
- More young people study and they study for longer, starting work later and reducing car use.
- People are becoming less materialistic, which also applies to car ownership.
- More and more people believe that a healthy lifestyle and the environment are important.
- Quality of alternatives is increasing, such as flights, bicycles (regular and electric) and public transport.

#### Flexible and extended working/opening hours are increasing car use

- Flexible working hours are allowing people to pick the most favourable moments to use the car.
- With more people able to avoid rush hour, others will take advantage of quieter rush hour traffic.
- Extended opening times and shopping days are prompting people to use the car more frequently.

#### People are going abroad more often and for longer reducing car use in the Netherlands

- More often, people are studying and working abroad for a given period.
- People are going abroad on holiday more often.
- More and more people (immigrants) have family and friends to visit abroad.

#### Technology can increase the appeal of driving

- New in-vehicle technologies are increasing the quality and experience of driving.
- Technology in and associated with driving and roads is improving traffic flow and making higher speeds possible.
- Cars are becoming quieter and more fuel-efficient, making CO<sub>2</sub> emission and noise level regulations less of an obstacle.

#### Technological developments bring about new car use

- People have quick access to large volumes of information, resulting in greater activity and travel.
- Online second-hand shopping is increasing car use because people are buying more things and picking them up.
- People have more contacts living farther away, for example via social media, prompting them to travel farther.
- People do not have to travel as frequently thanks to IT and they therefore accept longer travel times if necessary.

#### New technologies are reducing the need for and length of travel (by car or otherwise)

- People are working and communicating more frequently online, making face-to-face interaction less essential.
- Online shopping is reducing mobility because people no longer have to leave home to shop.
- Mobile internet is allowing people to plan journeys more sensibly, reducing car use.
- Technology, such as smartphones and tablets, can improve comfort levels associated with alternative means of transport.

### Technology

### Space

#### The Netherlands is becoming increasingly urbanized, on balance decreasing car use

- More and more people are living, working, studying and recreating in cities, where alternatives are more appealing.
- Towns and cities are implementing more car-free policies, reducing the appeal of driving.
- New office space is more often being constructed in locations that are easy to reach by public transport.
- Economies of scale of facilities and amenities are increasing car use because people have to travel farther.
- It is uncertain how cities will grow – in and around urban areas (reduced car use) or away from urban areas (increased car use).

#### On balance, infrastructure in the Netherlands is making increased car use possible

- The number of available kilometres of road is increasing especially through road widening, improving traffic flow.
- The number of parking spaces is dropping in proportion to the number of cars, reducing car use.

Car use has been defined in this map as the total number of kilometres driven per year in a passenger vehicle in the Netherlands. It covers developments with respect to the car use in 2012. This map has been compiled based on the outcomes of two thinking sessions with experts. We thank all all participants for their input.