October 31, 2019

To the Editor:

Please find attached our jointly authored paper “Do Drivers Dream of Walking? An Investigation of Mode Dissonance from the Perspective of Subjective Wellbeing”. We wish to submit this paper for publication consideration in the Journal of Transport and Health.

We believe that this paper makes the following contributions to the literature:

1. The research reported here contributes to an emerging literature on the topic of transportation and affective values in the context of the Global South (Al-Ayyash and Abou-Zeid, 2019; Bejarano et al., 2017; Shao and Liang, 2019; Van et al., 2014; Zorrilla et al., 2019); to the best of our knowledge, the case of Chile has not yet been reported.
2. Although there is an extensive literature on the enjoyment of commute and other affective values (see for instance Paez and Whalen, 2010; Redmond and Mokhtarian, 2001; Whalen et al., 2013; Ye and Titheridge, 2017), from a hedonic and even eudaimonic perspectives the analysis has yet to be applied more fully in terms of distributional issues – i.e. which groups more commonly experience dissonance (see De Vos, 2018).
3. The analysis shows the attitudes of people towards their primary mode and their perception towards ‘ideal modes’ – implying their preferences, even in situations when their ideal mode is not part of their actual choice set. More concretely, the results indicate that users of public transportation experience the most dissonance in terms of affective values, and active travellers the least. For those travellers who experience dissonance, active travel is the mode most commonly associated with freedom, enjoyment, and happiness, public transportation is most commonly associated with poverty, and the car is most commonly associated with luxury and status. We also find that there are some substantial variations in dissonance by age, education, income, and typical commute time. The attitudes of travellers towards transport modes are critical factors to be considered by policy-makers in case they want to promote and increase the use of public transport or active modes (Bornioli et al., 2019; De Vos et al., 2019; De Vos and Witlox, 2017; Garling et al., 2019; Redman et al., 2013).

We trust that you will find the paper to be of interest and look forward to hearing back from you with the opinion of your anonymous reviewers.

Sincerely,

The authors