Mobility monitor

Transportation Data

Monitoring today, for tomorrow.

This issue

Choice of travel mode to work in Calgary

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KEY FINDING

People who live within 5 kilometres of where they work are much more likely to walk to work than people who live further away.

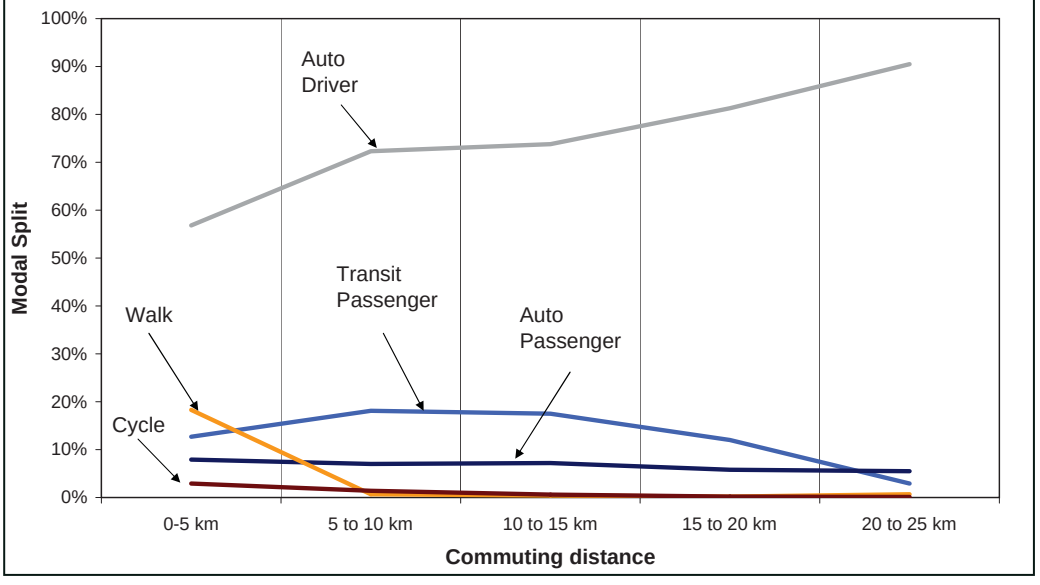
The automobile driver is the most common mode at all commuting distances. People with shorter commuting distances are less likely to be automobile drivers than people at longer commuting distances.

Walking is the second most common mode in the 0 to 5 kilometre group. For all other commuting distance groups, walking is almost non existent.

Transit is the second most common mode for most commuting distance groups. People in the 5 to 10 kilometre and 10 to 15 kilometre commuting distance groups are more likely to use transit than people in the longer and short commuting distance groups.

The automobile passenger mode is the fourth most common mode for the 0 to 5 kilometre distance, but becomes the third most common and then the second most common mode at the longer distances.

Home to work modal split by commuting distance for Calgary - Federal Census 2001



Source: Adapted from Statistics Canada, Work and Commuting in Census Metropolitan Areas, 1996-2001, Catalogue no. 89-613-MWE 2005007

KEY FINDING

People with higher incomes are more likely to drive an automobile to work.

Driving an automobile is the most common mode for all income groups. People in higher income groups are more likely to drive an automobile than people in lower income groups.

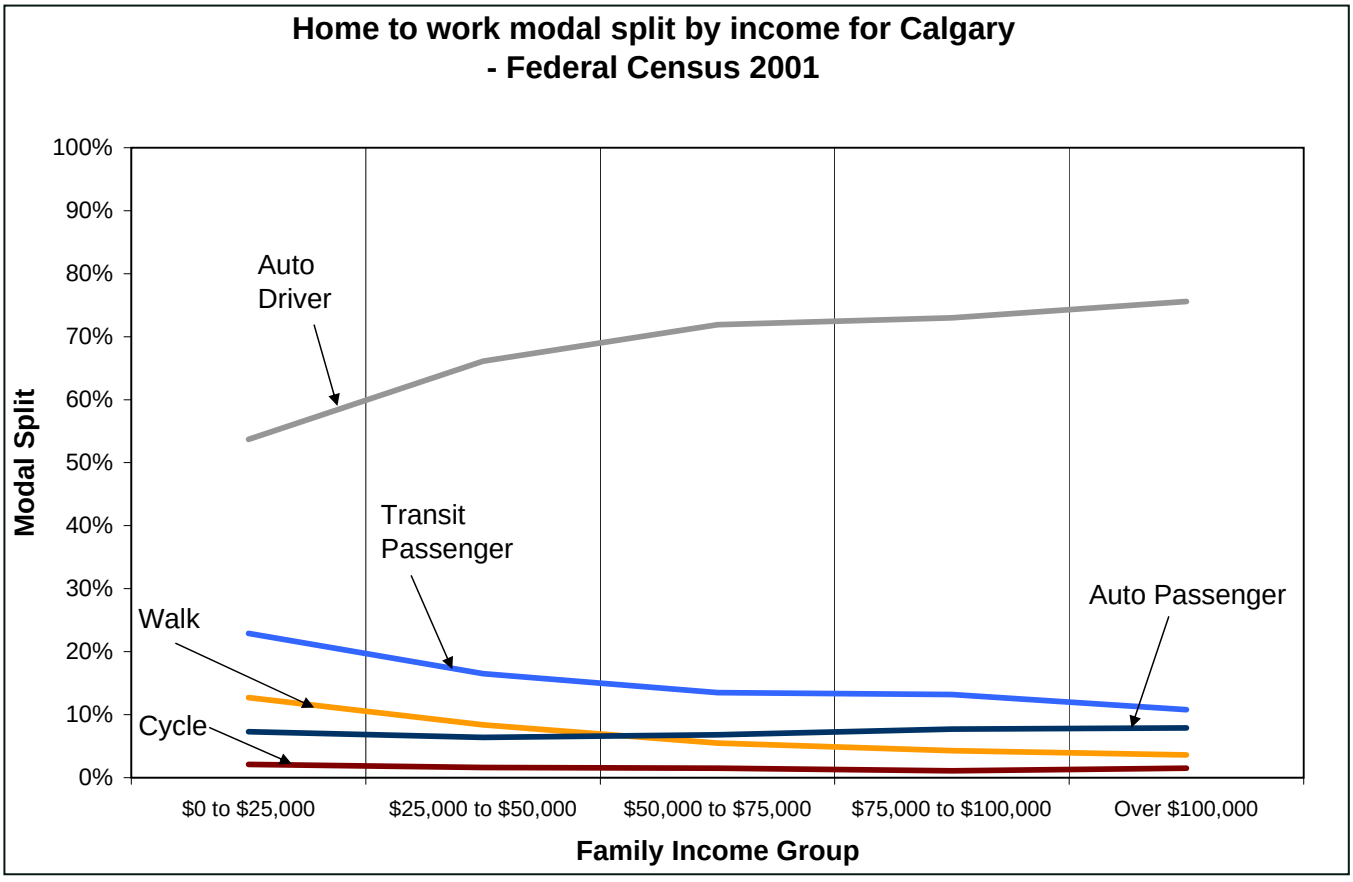
Transit is the second most common mode for all income groups. People in lower income groups are more likely to use transit than people in higher income groups.

Walking is the third most common mode for lower income groups, but is the fourth most common mode for higher income groups. People in lower income groups are more likely to walk than people in higher income groups.

Automobile passengers are the fourth most common mode for lower income groups, and the third most common mode for higher income groups. People in lower income groups are about as likely to be automobile passengers as people in higher income groups.

Cycling is the least common mode for all Income groups. People in lower income groups are more likely to cycle than people in higher income groups, although the difference is not great.

Statistics Canada information



Source: Adapted from Statistics Canada, Work and Commuting in Census Metropolitan Areas, 1996-2001, Catalogue no. 89-613-MWE 2005007

KEY FINDING

Younger people are more likely to use alternative modes to travel to work than older people.

Driving an automobile is the most common mode for all age groups. People in the lower age groups are much less likely to be automobile drivers than people in higher age groups. Some people in the 15 to 19 age group will not have driver's licenses and automobile driver will not be an option for them.

Transit is the second most common mode for all age groups. People in lower age groups are more likely to use transit than people in higher age groups. The likelihood of using transit varies little for age groups higher than age 25.

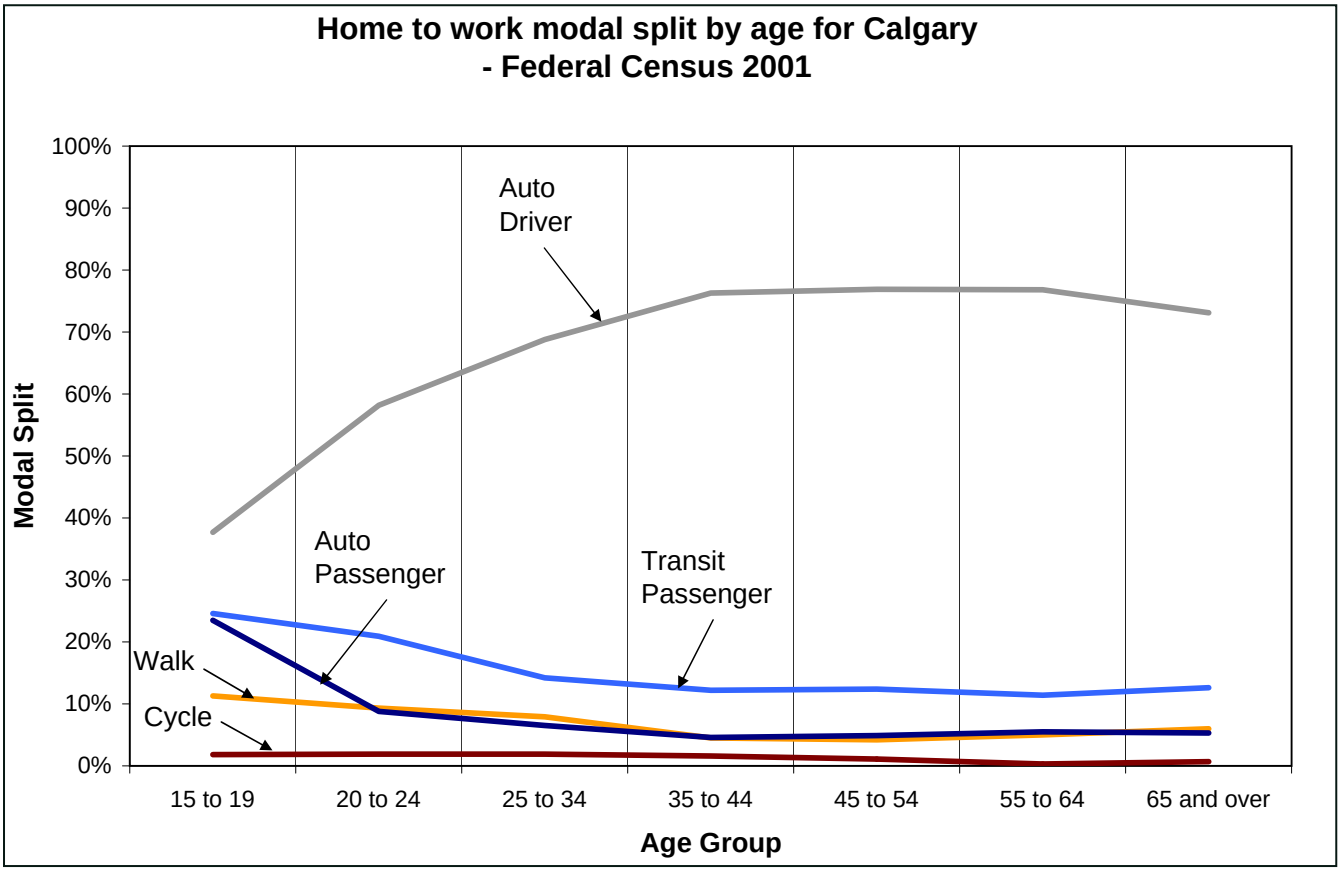
Automobile passengers are the third most common mode for the 15 to 19 age group, and the third or fourth most common mode for other age groups. People in the 15 to 19 age group are much more likely to be automobile passengers than other age groups.

Walking is the fourth most common mode for the 15 to 19 age group, and is the third or fourth most common mode for other age groups. People in lower age groups are more likely to walk that people in higher age groups.

Cycling is the fifth most common mode for all age groups. People in lower age groups are more likely to walk than people in higher age groups.

Travel data from the Federal Census

The travel data from the Federal Census is collected on the long form. About 20% of households complete the long form. The travel questions include the place of work and the mode of travel to work. This information can be combined with other information from the Federal Census to gain a better understanding of what affects choice of travel mode to work.



Source: Adapted from Statistics Canada, Spending Patterns in Canada, Catalogue no. 62-202-XIE, 1997 to 2005

Implications

These preliminary analyses of market segmentation show that certain subgroups within Calgary have a greater propensity to use alternative modes of travel. People are more likely to choose alternative modes if they live closer to where they work, have a lower income or are younger.

This contrasts with the findings of the 2000 and 2006 City of Calgary's Commuter Cyclist Surveys. This study found that most commuters cycling into the downtown were both older and higher income. One possible explanation for this discrepancy is that the Commuter Cyclist Survey was done near the downtown, while younger and lower income people who cycle to work are less likely to be working downtown.

Efforts to promote alternative modes to segments of the population who are less likely to use alternative modes may require newer and more innovative approaches to be successful. For example, people in higher age groups are less likely to use alternative modes to travel to work, and traditional approaches to promotion are less likely to be successful with these groups.

A more detailed analysis of the travel surveys done by The City could help us understand how other factors affect the choice of mode. Characteristics like automobile ownership and location of work may prove useful in identifying opportunities to promote the use of alternative modes.

Recent trends in modal split at the Downtown Cordon suggest that people are switching to alternative modes. Analysis of travel data from the 2006 Federal Census may help track these trends on a city-wide basis.

Recommendations

Recognize the propensities of different market segments to use alternative modes when developing new projects and programs to promote alternative modes.

Analyze the travel surveys done by The City to gain a better understanding of factors that affect the decisions to use alternative modes.

How accurate and reliable are these data?

How concerned should you be by the potential for error in the data presented in The Mobility Monitor? Statistics Canada publications include detailed discussions of the value and limitations of the information they provide.

More information can be obtained from Statistics Canada's Regional Offices, its World Wide Web site at www.statcan.ca, and its toll-free access number 1-800-263-1136.

No one source of information can claim to be infallible. Consideration and appropriate weighting of other sources of information is to be encouraged before making decisions.

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The 2001 Federal Census

The 2001 Federal Census provides information on the travel modes (automobile driver, automobile passenger, transit, walk or cycle) that people used to go to work. By combining this with other data from the Federal Census, we can identify market segments to help us encourage the use of alternative modes. Similar information from the 2006 Federal Census will be available in late 2008.

The Mobility Monitor

The Mobility Monitor is part of the Ongoing Monitoring and Implementation Program (OMIP) for the Calgary Transportation Plan (CTP). The purpose of the Mobility Monitor is to report on strategic trends and events that affect the implementation of the CTP, and to recommend future actions. The Mobility Monitor is produced by the Transportation Data division of Transportation Planning.