



Victorian Integrated Survey of Travel and Activity 2007 (VISTA 07)

Department of Transport 2009

Introduction

VISTA 07 is a comprehensive survey of how, where and why Victorians travel. The information from VISTA 07 updates detailed travel data last collected in 1999 as part of the Victorian Activity and Travel Survey. Since that time there have been significant changes in transport infrastructure, population growth and the broader transport and land-use planning environment. Findings from VISTA 07 will help understand the impacts of such changes on personal mobility and travel patterns.

VISTA 07 survey results will give every Victorian unprecedented access to a wide range of travel data. Detailed results from VISTA 07, including local government area comparisons, can be easily accessed via the customised on-line analysis tool on the Department of Transport website www.transport.vic.gov.au/vista.

This brochure summarises a number of key transport themes at the metropolitan and regional level.

Data from VISTA 07 was collected on behalf of the Department of Transport by The Urban Transport Institute and I-view. Users are welcome to copy, reproduce and distribute the information contained in this brochure for non-commercial purposes only, provided acknowledgment is given to the Department of Transport as the source.

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VISTA 07 – Survey Overview

Survey period:

May 2007 to June 2008.

Sample size:

17,100 households (43,800 people)

Study area:

Metropolitan Melbourne (11,400 households)
Greater Geelong (1,270 households)
Ballarat (1,180 households)
Bendigo (1,050 households)
Shepparton (1,200 households)
Latrobe (980 households)

Sample selection:

Households are randomly selected for the survey from a listing of all residential addresses in the study areas.

Survey Method:

All members of surveyed households are asked to fill in a travel diary for one specified day of the year. Survey administered in a similar way to the Census, with survey staff dropping off and picking up the self-completed travel diaries.

Survey Content:

All personal travel outside the home is reported, from a walk around the block through to a trip interstate. Basic household and demographic information is also collected.

Frequency:

A follow up survey to VISTA 07 was initiated in July 2009 and will run until June 2010. Ongoing collection cycle to be determined.

More Information:

Contact the survey team at
vista@transport.vic.gov.au.

1. Total Travel

Residents of all the survey regions combined make an average of 13.35 million trips each weekday.

- Residents of the Melbourne Statistical Division (MSD) account for 11.6 million (87 per cent) of these trips with residents of Geelong and the regional areas accounting for 0.70 million (5 per cent) and 1.04 million (8 per cent) trips respectively (figure 1.1).
- On average, residents of all areas make between 3 and 4 trips on weekdays with residents of Geelong and regional centres making slightly more trips per weekday than residents of Melbourne (figure 1.2).

Figure 1.1 Distribution of Trips

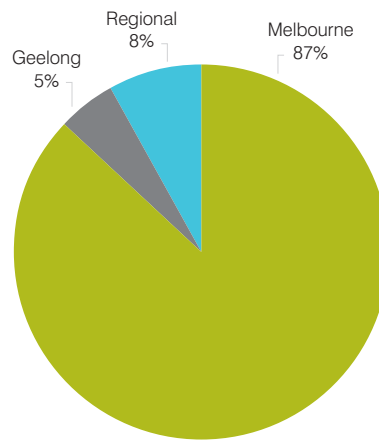


Figure 1.2 Trip Rate



The median weekday trip distance across all regions is 4.5 kilometres (figure 1.3). The time taken to complete a trip varies more noticeably across the survey regions than distance. Melbourne residents take 15 minutes to complete a typical trip whereas residents of Geelong and the regional centres take 10 minutes (figure 1.4).

Figure 1.3 Median Trip Distance

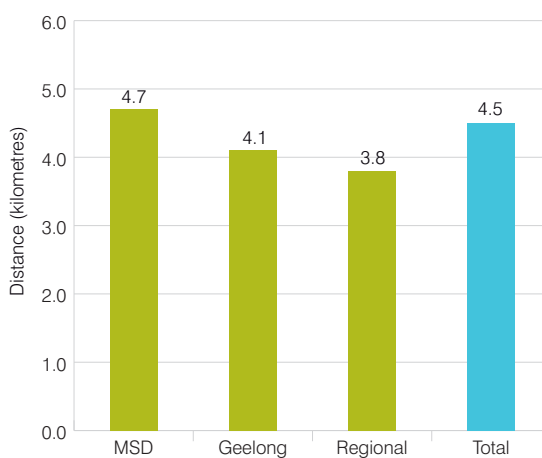
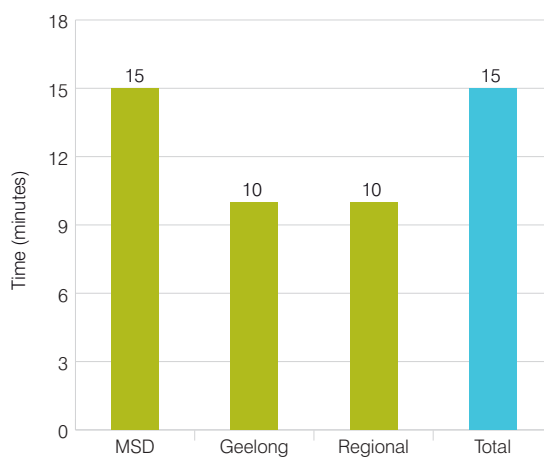
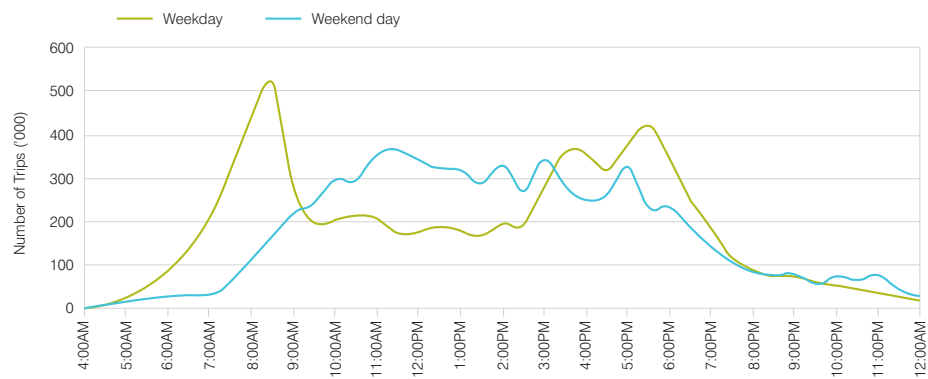


Figure 1.4 Median Trip Time



There is a distinct difference in the patterns of travel by motorised modes (private vehicles and public transport) on weekdays and weekend days. Figure 1.5 shows the number of people in transit at different times throughout the day.

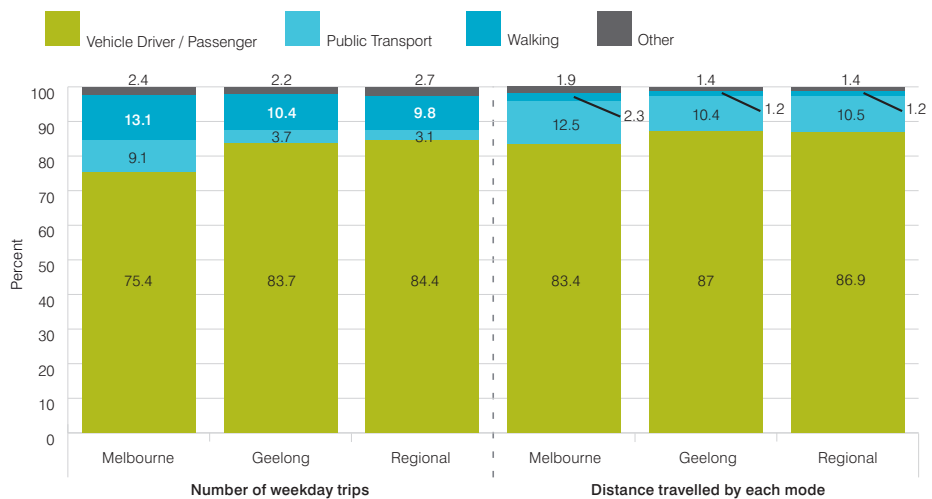
Figure 1.5 Motorised Trips by Time of Day (Melbourne)



2. Mode Share

Using the VISTA 07 data there are two different ways of calculating mode share: a percentage of trips made using different modes; and a percentage of the person kilometres travelled using different modes. As illustrated in Figure 2.1, the two measures provide different ways of viewing travel.

Figure 2.1 Mode Share of Travel

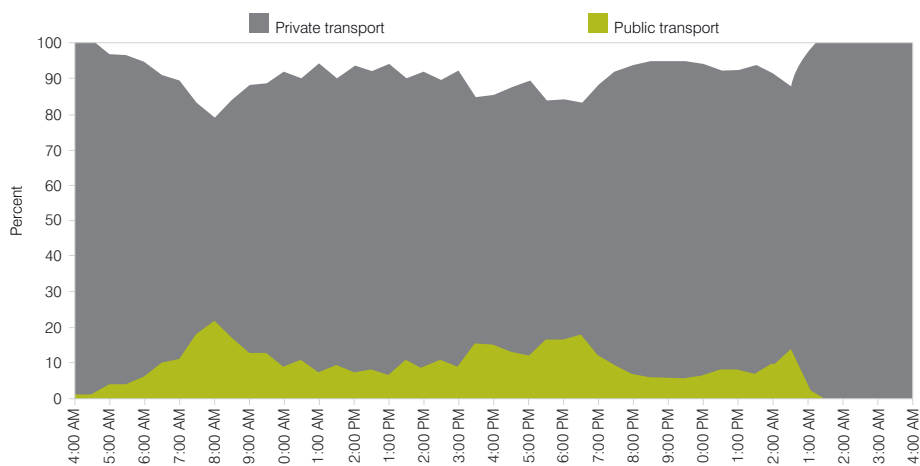


Using a Melbourne example, Figure 2.1 (previous page) shows that:

- Walking contributes just 2 per cent of the overall kilometres travelled, but accounts for 13 per cent of all the trips made.
- Melbourne residents use public transport for 12.5 per cent of all kilometres travelled on an average weekday.
- Private vehicles account for the significant majority of all travel made, using either measure of mode share.

In a comparison of just motorised travel, the mode share of public transport peaks at approximately 22 per cent at 8.00am (figure 2.2). There are further peaks in public transport mode share coinciding with the end of the school day (3:30pm), the evening commute (5:30pm to 6:30pm), and the final public transport services for the day (12:30am).

Figure 2.2 Weekday Motorised Mode Share by Time of Day (Melbourne)

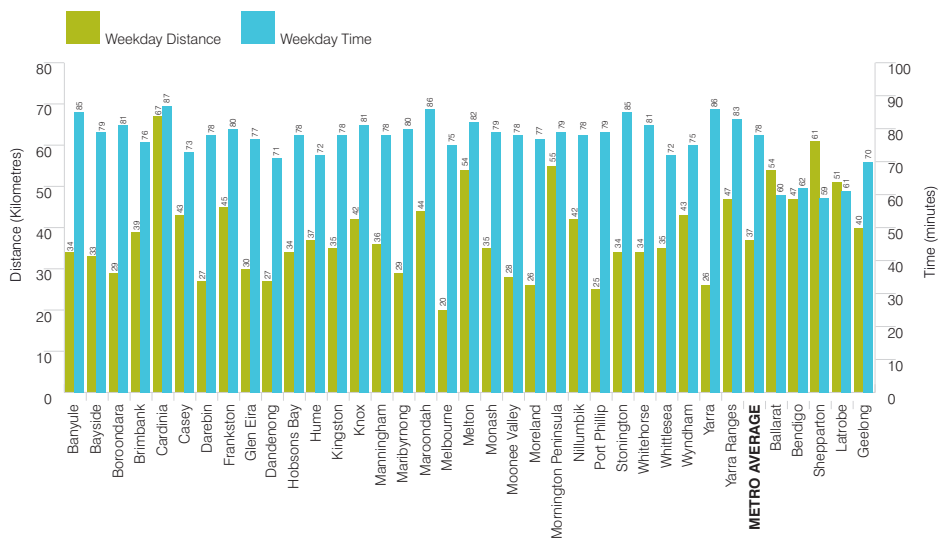


3. Daily Travel Time and Distance

Of the people that travel on their survey day:

- Residents from across Melbourne spend more time travelling during the day than residents of Geelong and the selected regional centres (figure 3.1).
- Distance travelled across a day varies quite significantly for residents of different areas within Melbourne whereas travel time is more constant.

Figure 3.1 Average Daily Travel Distance and Daily Travel Time per Person*

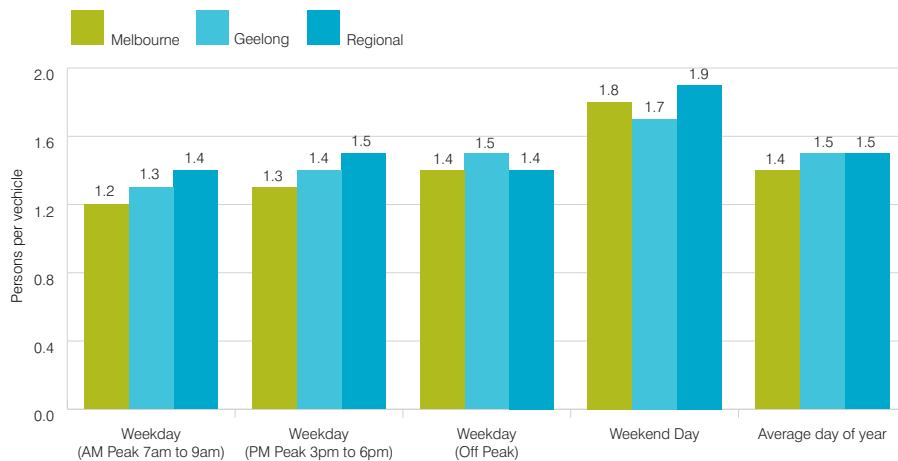


* (Only includes people who travelled on their survey day)

4. Vehicle Occupancy

Vehicle occupancy is based on the ratio of total passenger kilometres travelled by private vehicles to total private vehicle kilometres. Occupancy rates vary from a minimum of 1.2 for the weekday morning peak in Melbourne to a high of 1.9 on weekend days in the regional centres (figure 4.1).

Figure 4.1 Vehicle Occupancy



5. VISTA 07 Journey to Work

Melbourne residents make 19 per cent of their journeys to work by public transport. In Geelong and the regional centres, public transport accounts for five per cent and one per cent respectively (figure 5.1).

On average, people commute further in Melbourne than in Geelong and regional centres (figure 5.2). For Melbourne residents, almost 50 per cent of journeys to work are more than 15 kilometres long. For Geelong and the regional centres, the comparable proportions are 38 per cent and 24 per cent respectively.

Figure 5.1 Journey to Work – Main Method of Travel

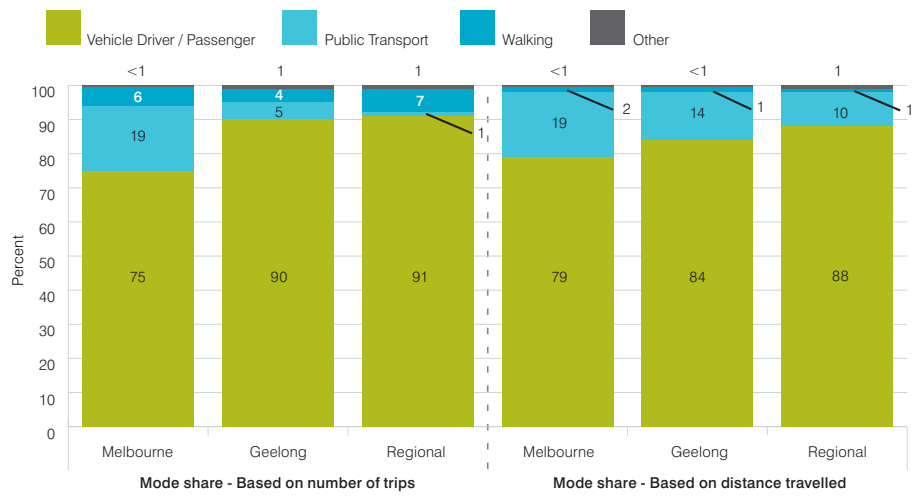
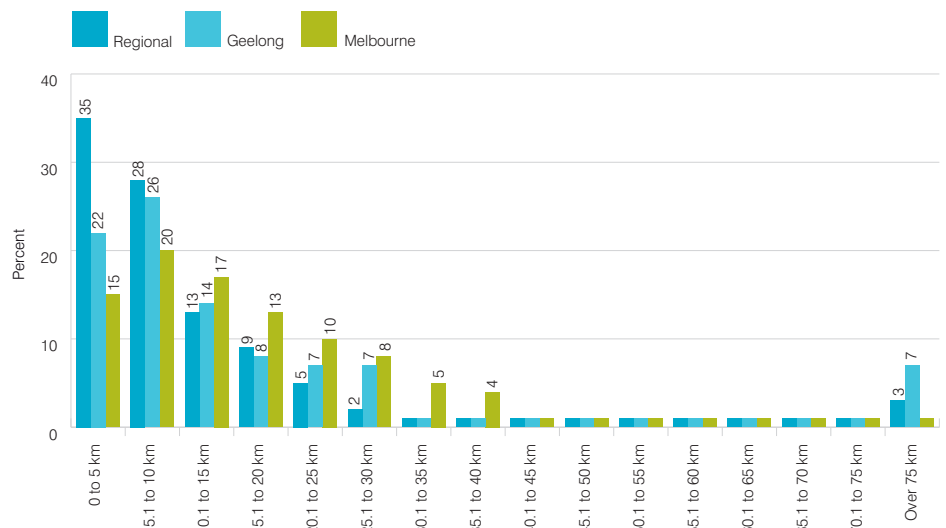
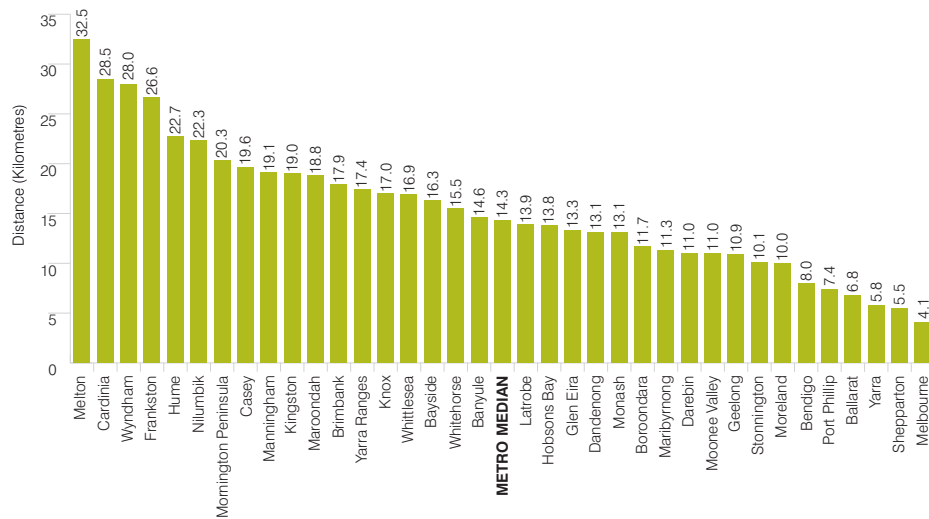


Figure 5.2 Journey to Work – Distance distribution



Within Melbourne, travel distances for work can vary dramatically depending on home location. In Yarra, at least half of the trips from home to work are less than 5.8km. The equivalent figure for Melton is 32.5km (figure 5.3).

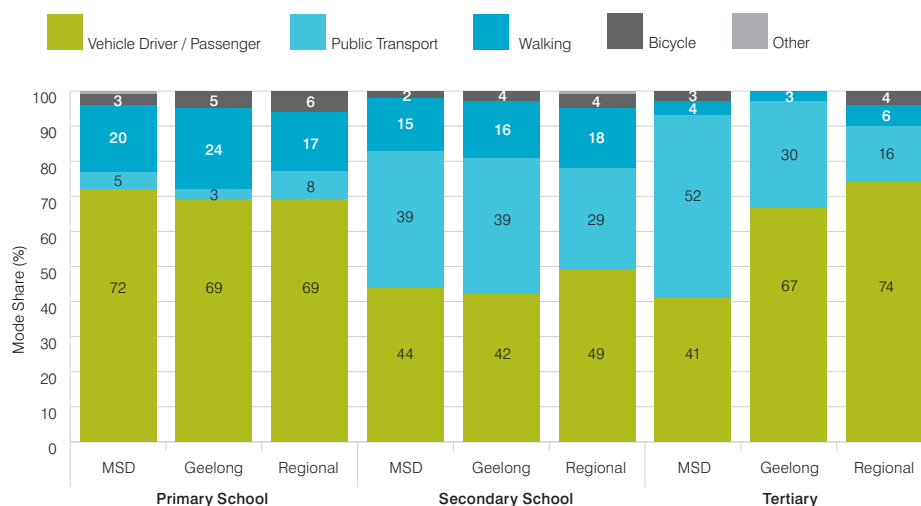
Figure 5.3 Journey to Work – Median Distance



6. VISTA 07 Journey to Education

In Melbourne, more than half of all journeys to tertiary education, and approximately 40 per cent of journeys to secondary school, are made by public transport. Car usage to access tertiary institutions is noticeably higher in Geelong and the regional centres. The majority of primary school children (70 per cent) are driven to school, with no real difference observed between areas (figure 6.1).

Figure 6.1 Journey to Education – Main Method of Travel



7. Purpose of Travel and Activity

Across the course of a year, residents of Melbourne, Geelong and the regional centres will typically make more social and recreational trips (including trips for eating and drinking) than for any other purpose. For Geelong and the regional centres these trips also represent the largest share of distance travelled. Melbourne residents travel further for work than for any other purpose (figure 7.1).

On an average weekday, residents are most likely to be at home, at work or at an educational institution. On average 30 per cent of the population are at work during business hours and a minimum of 35 per cent of people are at home at any one time.

Figure 7.1 Percentage of Trips by Purpose

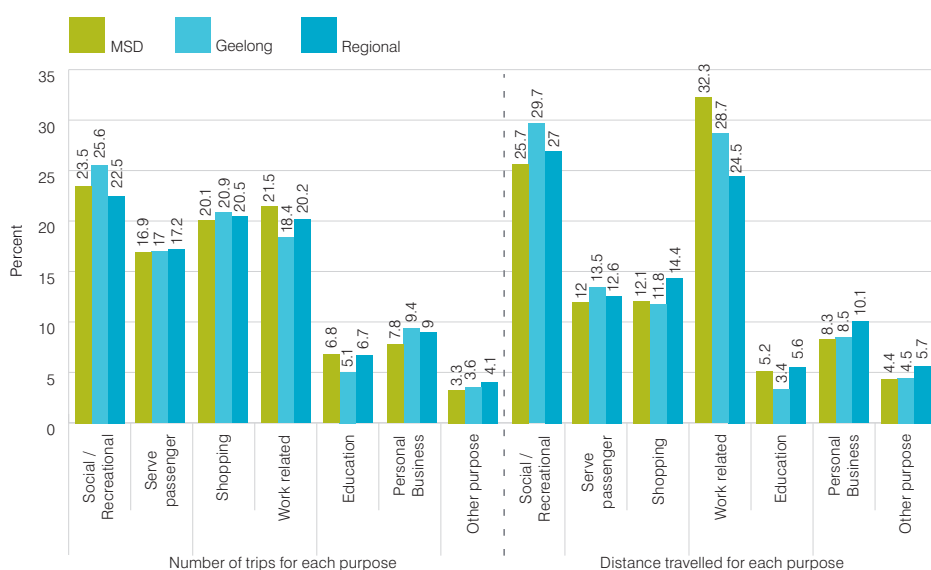
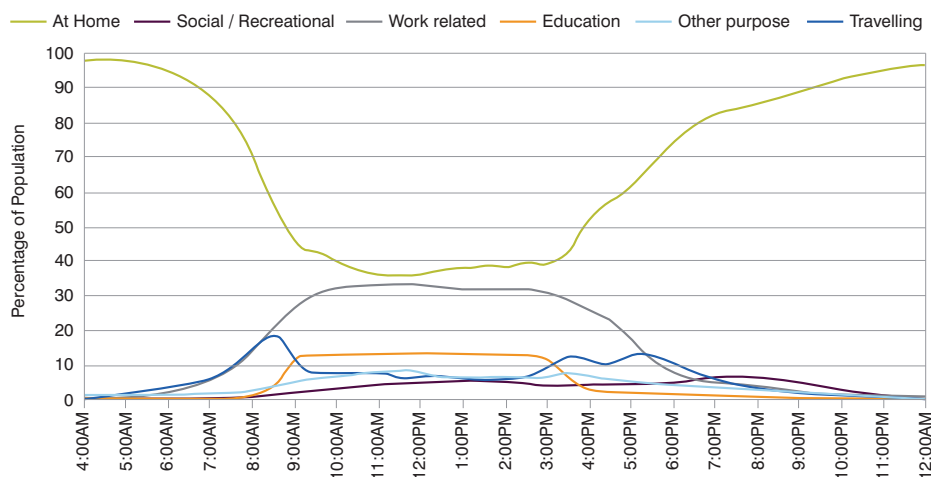


Figure 7.2 Weekday Activity Profile - Melbourne Metropolitan Area



Key Transport Indicators

	Melbourne	Geelong	Regional	Total
Population				
Persons ('000)	3,593	197	305	4,095
Households ('000)	1,279	76	116	1,471
Average household size	2.8	2.6	2.6	2.8
Total travel				
Trips, weekday ('000)	11,609	703	1,042	13,354
Trips, weekend ('000)	10,125	529	859	11,513
Average trips per person (weekday)	3.2	3.6	3.4	3.3
Distance travelled				
Total distance travelled ('000 km)	117,999	7,398	11,391	136,788
Distance travelled per person (km)	33	38	37	33
Average trip length (km)	10.2	10.5	10.9	10.2
Vehicles				
Registered vehicles parked at dwellings ('000)	2,132	130	202	2,463
Vehicles with operating costs paid by employer (%)	8.9	8.0	8.2	8.8
Vehicles per household	1.7	1.7	1.7	1.7
Average daily vehicle kilometres travelled ('000)	69,179	4,201	6,745	80,125
Average weekday vehicle occupancy	1.3	1.4	1.4	1.3
Average weekend day vehicle occupancy	1.8	1.7	1.9	1.8
Purpose of Travel (% of total trips)				
Social / Recreational	23.5	25.6	22.5	23.6
Serve passenger	16.9	17.0	17.2	16.9
Shopping	20.1	20.9	20.5	20.2
Work related	21.5	18.4	20.2	21.3
Education	6.8	5.1	6.7	6.7
Personal Business	7.8	9.4	9.0	8.0
Other purpose	3.3	3.6	4.1	3.3
Mode of Travel (% of total trips)				
Vehicle Driver	52.7	58.1	58.2	53.4
Vehicle Passenger	24.4	25.7	27.1	24.7
Walking only	12.5	10.6	9.4	12.2
Bicycle	1.7	1.8	1.8	1.7
Train	4.3	1.0	0.6	3.9
Tram	1.7	0.1	0.0	1.5
Bus	1.7	2.1	2.0	1.8
Other	0.8	0.6	0.9	0.8
Purpose of Travel (% of total distance)				
Social / Recreational	25.7	29.7	27.0	26.1
Serve passenger	12.0	13.5	12.6	12.1
Shopping	12.1	11.8	14.4	12.3
Work related	32.3	28.7	24.5	31.4
Education	5.2	3.4	5.6	5.1
Personal Business	8.3	8.5	10.1	8.5
Other purpose	4.4	4.5	5.7	4.5
Mode of Travel (% of total distance)				
Vehicle Driver	59.3	59.8	57.6	59.2
Vehicle Passenger	26.1	28.3	31.4	26.7
Walking	2.1	1.2	1.0	1.9
Bicycle	0.8	0.9	0.6	0.8
Train	7.3	6.2	5.5	7.1
Tram	0.9	0.1	0.0	0.8
Bus	2.4	2.9	3.1	2.5
Other	1.1	0.6	0.7	1.0

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