

OMA MOVE

Measurement of Outdoor Visibility and Exposure

WHY AND WHEN WE TRAVEL Household Travel Surveys

March 2018



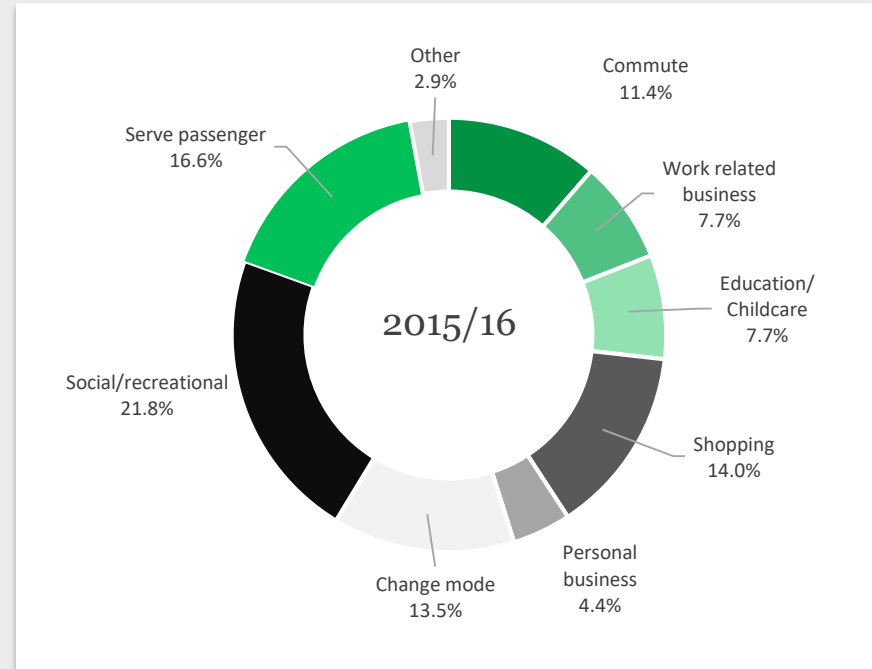
ANATOMY
OF OOH



WE MAKE MORE SOCIAL TRIPS THAN WORK TRIPS

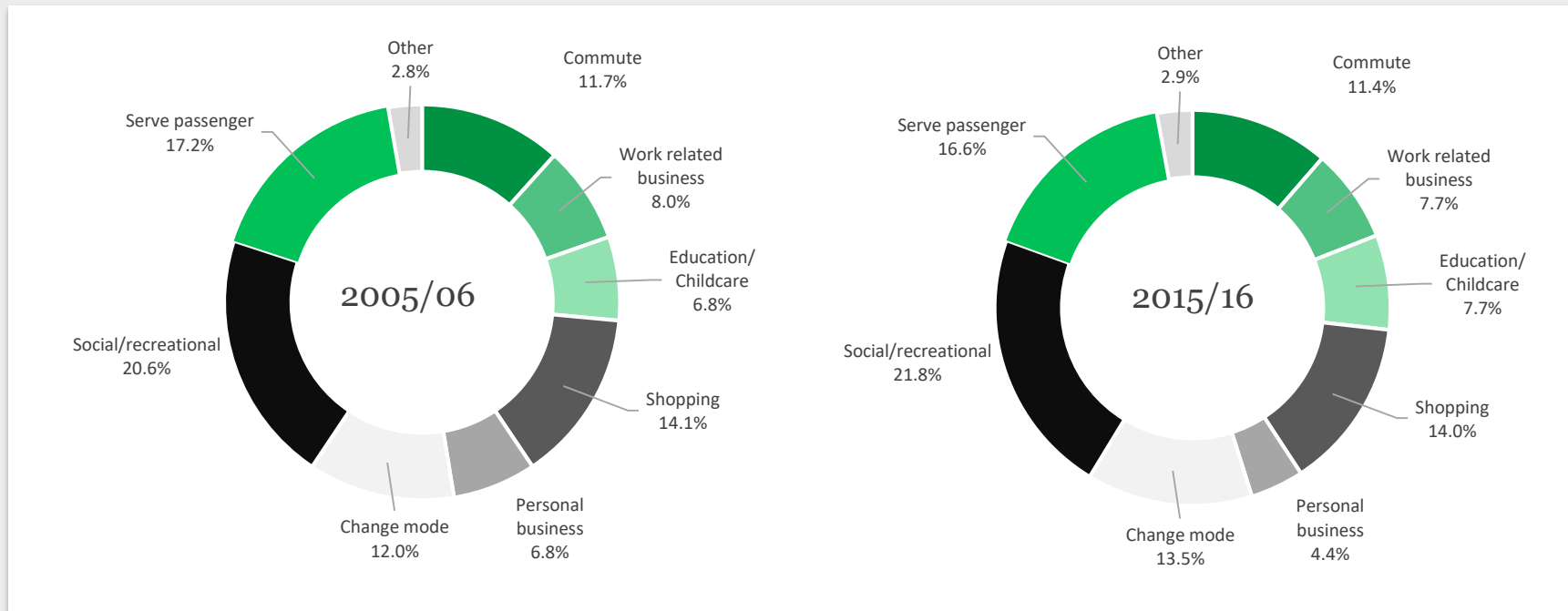
We make more trips to shop than to work

- Social/recreational trips make 21.8% of all trips.
- Followed by driving some else around (serve passenger) at 16.6%.
- Shopping makes up 14.0% of our trips.
- The work commute accounts 11.4% of all trips.



SOCIAL AND CHILDCARE TRIPS INCREASING

We are making more trips for social and recreational reason and to drop of children at childcare/school than we did 10 years ago.



Note: work commutes and related trips will be affected 1.5% higher unemployment between 2005/06 and 2015/16 and shifts in employment hours.

TRAVEL PEAKS ACROSS THE DAY

The morning peak the highest on both weekdays and weekends



- On weekdays the am peak has the most number of trips occurring.
- In the pm there two peaks during the week, after school and after work.
- On the weekend there are as many trips at 11.30am as there on weekdays at 5.30pm.