

# Understanding travel:

*Lessons from a travel diary study of rural  
older drivers*

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# “Lack of Transportation”

- Lack of affordable transportation
- Lack of dependable transportation
- Lack of convenient transportation
- Lack of accessible transportation
- Combinations of some or all of the above

# Starting the conversation...

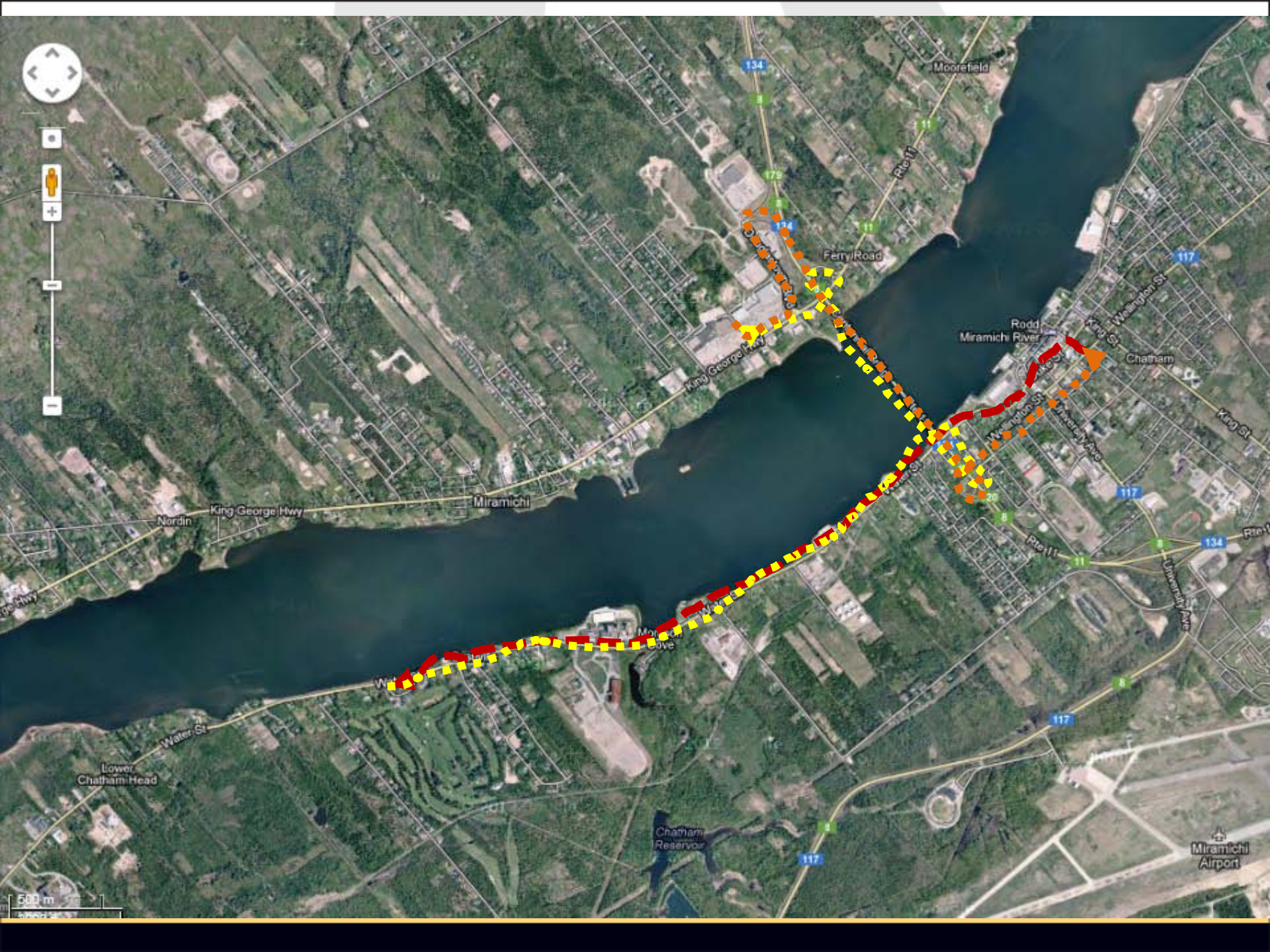
- National data sets
- Surveys
- Travel diaries

# What can we learn from studying travel behaviour?

- Understand how people are meeting needs
- Understand where issues lie
- Contribute to alternative development

# How can we study travel behaviour?

Travel Diary





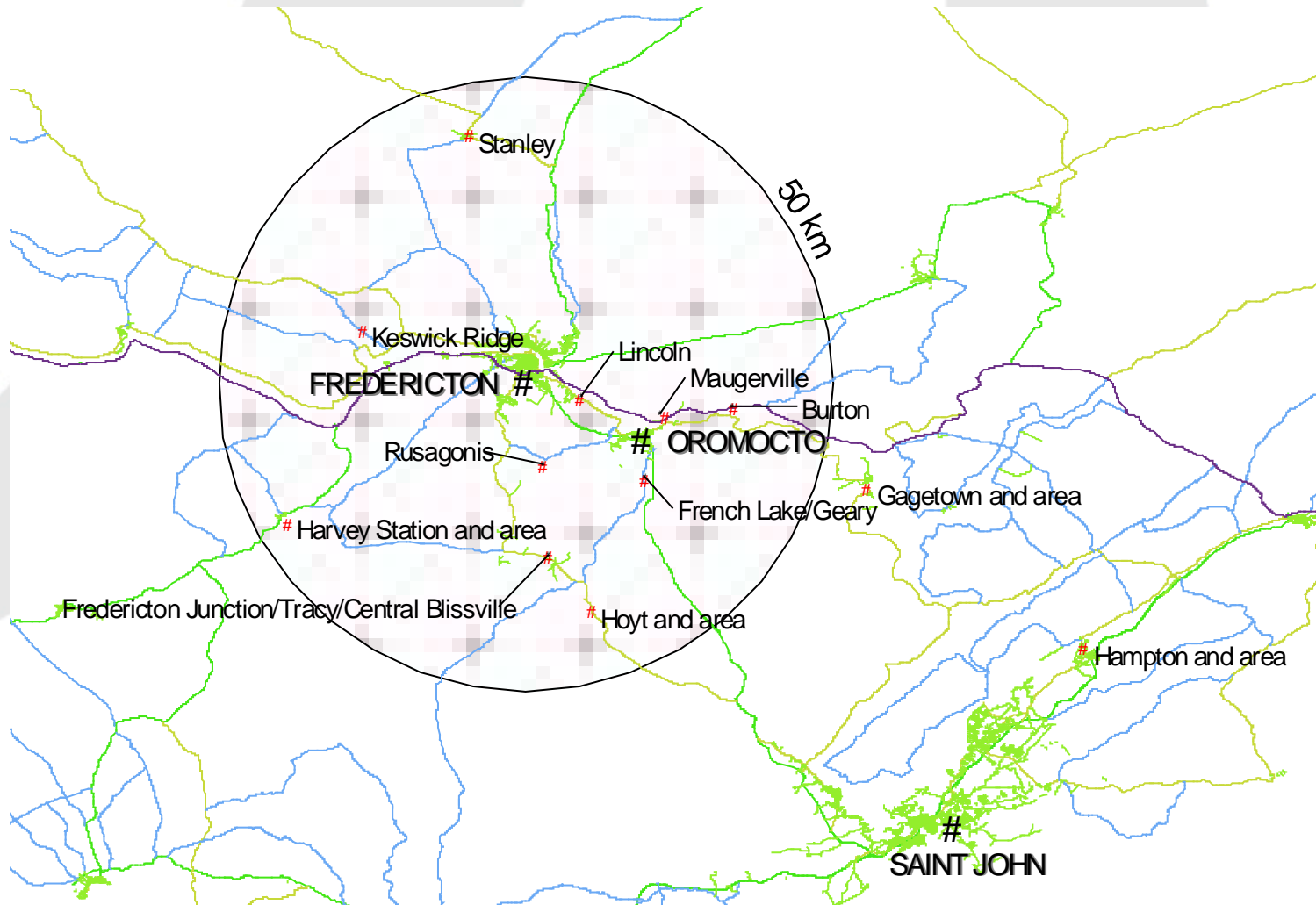
# Study summary statistics

## Survey totals

|   |          |
|---|----------|
| Number of participants (convenience sample)     | 60       |
| Average age                                     | 69.2     |
| Number of useable travel days                   | 320      |
| Total number of trips recorded                  | 1494     |
| Total recorded kilometres of participant travel | 12449 km |



# Participant communities



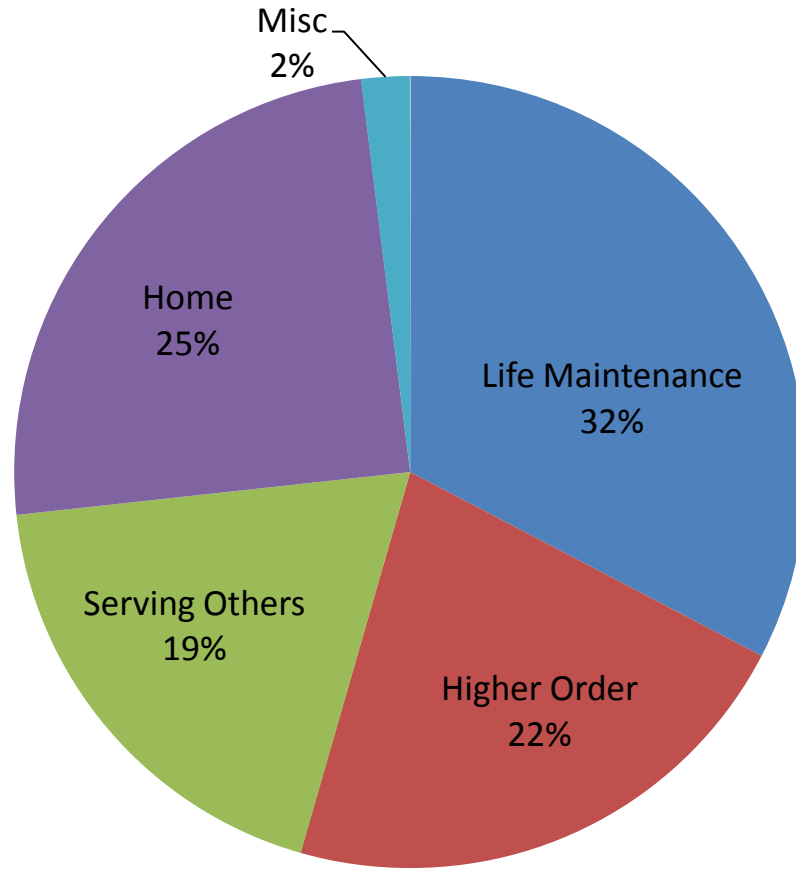
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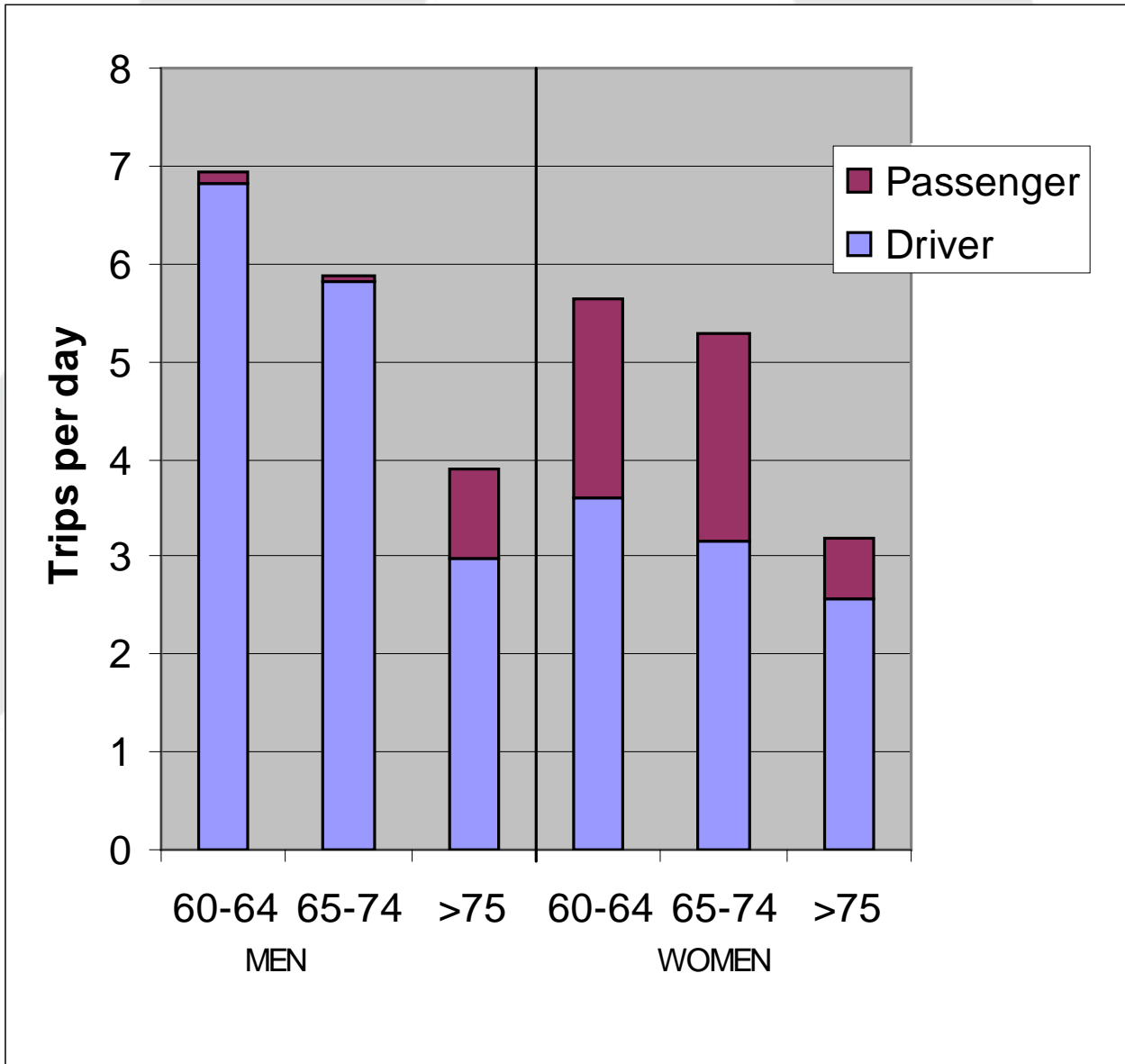
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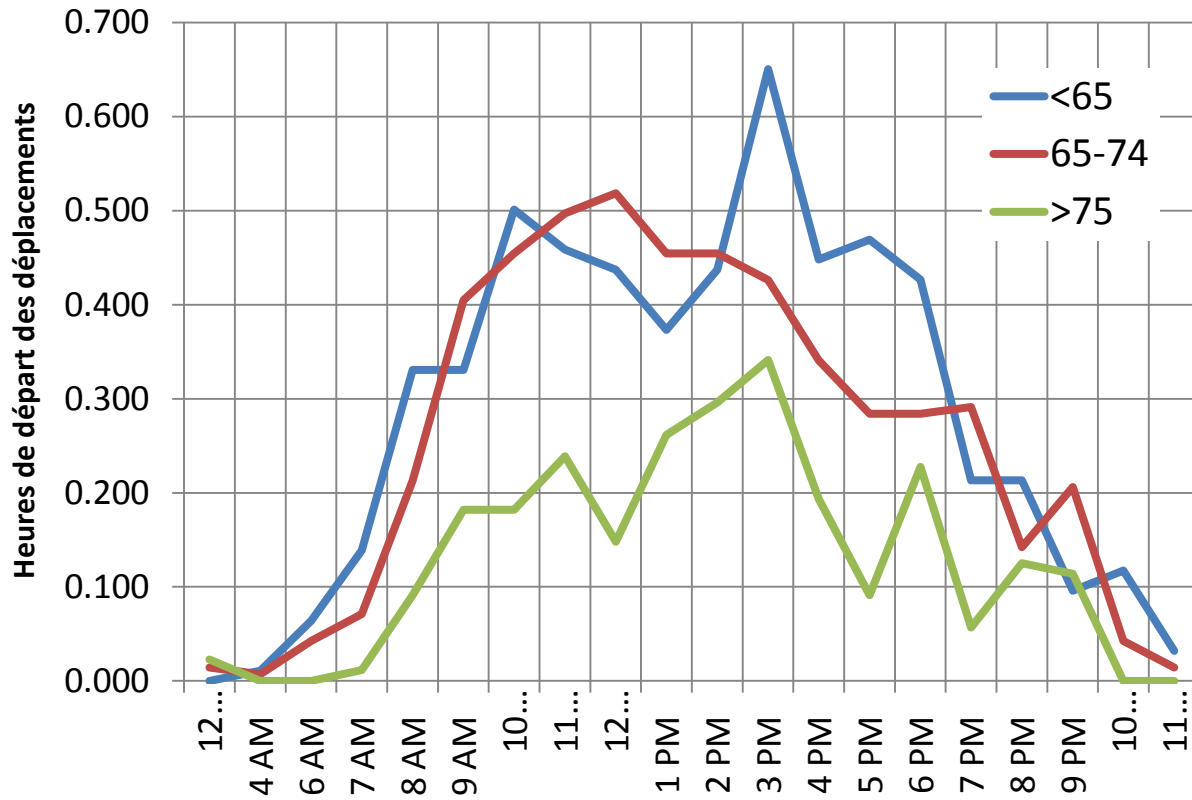
# Motivation for travel

| Life Maintenance | Higher Order       |
|------------------|--------------------|
| Shopping         | Social visits      |
| Personal errands | Dining/entertain   |
| Work             | Church/Educational |
| Medical          | Volunteering       |
| Vehicle errands  | Errands for others |
|                  | Pick up passenger  |





# L'heure de départ des déplacements



Let's take a closer look

# 56 year old female

| Start Time | End Time | Purpose      |
|------------|----------|--------------|
| 9:15       | 9:16     | Social visit |
| 10:17      | 10:18    | Shopping     |
| 10:20      | 10:22    | Home         |

# 56 year old female

| Start Time | End Time | Purpose      |
|------------|----------|--------------|
| 9:15       | 9:16     | Social visit |
| 10:17      | 10:18    | Shopping     |
| 10:20      | 10:22    | Home         |
| 11:38      | 11:40    | Errand       |
| 11:43      | 11:48    | Dining out   |
| 12:52      | 12:58    | Home         |



# 56 year old female

| Start Time | End Time | Purpose      |
|------------|----------|--------------|
| 9:15       | 9:16     | Social visit |
| 10:17      | 10:18    | Shopping     |
| 10:20      | 10:22    | Home         |
| 11:38      | 11:40    | Errand       |
| 11:43      | 11:48    | Dining out   |
| 12:52      | 12:58    | Home         |
| 17:41      | 17:42    | Social visit |
| 17:50      | 17:51    | Home         |

# 56 year old female

| Start Time | End Time | Purpose      |
|------------|----------|--------------|
| 9:15       | 9:16     | Social visit |
| 10:17      | 10:18    | Shopping     |
| 10:20      | 10:22    | Home         |
| 11:38      | 11:40    | Errand       |
| 11:43      | 11:48    | Dining out   |
| 12:52      | 12:58    | Home         |
| 17:41      | 17:42    | Social visit |
| 17:50      | 17:51    | Home         |
| 19:12      | 19:14    | Shopping     |
| 20:15      | 20:17    | Home         |

# 73 year old male

| Number | Start Time | Distance Km(s) | Stop time | Other Pax | Dest. | Purpose      |
|--------|------------|----------------|-----------|-----------|-------|--------------|
| 1      | 6:52       | 4.88           | 1:29      | 0         | Rural | Dining out   |
| 2      | 8:26       | 0.05           | 0:57      | 0         | Rural | Social visit |
| 3      | 9:24       | 0.35           | 0:18      | 0         | Rural | Medical trip |
| 4      | 9:42       | 4.49           | 0:20      | 0         | Home  | Home         |

# 73 year old male

| Number | Start Time | Distance Km(s) | Stop time | Other Pax | Dest. | Purpose      |
|--------|------------|----------------|-----------|-----------|-------|--------------|
| 1      | 6:52       | 4.88           | 1:29      | 0         | Rural | Dining out   |
| 2      | 8:26       | 0.05           | 0:57      | 0         | Rural | Social visit |
| 3      | 9:24       | 0.35           | 0:18      | 0         | Rural | Medical trip |
| 4      | 9:42       | 4.49           | 0:20      | 0         | Home  | Home         |
| 5      | 10:07      | 29.06          | 0:27      | 1         | Urban | Shopping     |
| 6      | 10:59      | 5.23           | 0:02      | 1         | Urban | Unknown      |
| 7      | 11:10      | 2.8            | 0:02      | 1         | Urban | Social visit |
| 8      | 11:16      | 5.18           | 0:22      | 1         | Urban | Dining out   |
| 9      | 11:45      | 0.21           | 0:07      | 1         | Urban | Shopping     |
| 10     | 11:53      | 29.48          | 2:34      | 1         | Home  | Home         |

# 73 year old male

| Number | Start Time | Distance Km(s) | Stop time | Other Pax | Dest. | Purpose        |
|--------|------------|----------------|-----------|-----------|-------|----------------|
| 1      | 6:52       | 4.88           | 1:29      | 0         | Rural | Dining out     |
| 2      | 8:26       | 0.05           | 0:57      | 0         | Rural | Social visit   |
| 3      | 9:24       | 0.35           | 0:18      | 0         | Rural | Medical trip   |
| 4      | 9:42       | 4.49           | 0:20      | 0         | Home  | Home           |
| 5      | 10:07      | 29.06          | 0:27      | 1         | Urban | Shopping       |
| 6      | 10:59      | 5.23           | 0:02      | 1         | Urban | Unknown        |
| 7      | 11:10      | 2.8            | 0:02      | 1         | Urban | Social visit   |
| 8      | 11:16      | 5.18           | 0:22      | 1         | Urban | Dining out     |
| 9      | 11:45      | 0.21           | 0:07      | 1         | Urban | Shopping       |
| 10     | 11:53      | 29.48          | 2:34      | 1         | Home  | Home           |
| 11     | 14:52      | 10.59          | 0:06      | 1         | Rural | Vehicle Errand |
| 12     | 15:09      | 5.79           | 0:11      | 1         | Rural | Social visit   |
| 13     | 15:26      | 4.78           | 2:57      | 1         | Home  | Home           |

# 73 year old male

| Number | Start Time | Distance Km(s) | Stop time | Other Pax | Dest. | Purpose        |
|--------|------------|----------------|-----------|-----------|-------|----------------|
| 1      | 6:52       | 4.88           | 1:29      | 0         | Rural | Dining out     |
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| 3      | 9:24       | 0.35           | 0:18      | 0         | Rural | Medical trip   |
| 4      | 9:42       | 4.49           | 0:20      | 0         | Home  | Home           |
| 5      | 10:07      | 29.06          | 0:27      | 1         | Urban | Shopping       |
| 6      | 10:59      | 5.23           | 0:02      | 1         | Urban | Unknown        |
| 7      | 11:10      | 2.8            | 0:02      | 1         | Urban | Social visit   |
| 8      | 11:16      | 5.18           | 0:22      | 1         | Urban | Dining out     |
| 9      | 11:45      | 0.21           | 0:07      | 1         | Urban | Shopping       |
| 10     | 11:53      | 29.48          | 2:34      | 1         | Home  | Home           |
| 11     | 14:52      | 10.59          | 0:06      | 1         | Rural | Vehicle Errand |
| 12     | 15:09      | 5.79           | 0:11      | 1         | Rural | Social visit   |
| 13     | 15:26      | 4.78           | 2:57      | 1         | Home  | Home           |
| 14     | 18:28      | 3.81           | 0:16      | 1         | Rural | Social visit   |
| 15     | 18:48      | 6.47           | 0:10      | 1         | Home  | Home           |

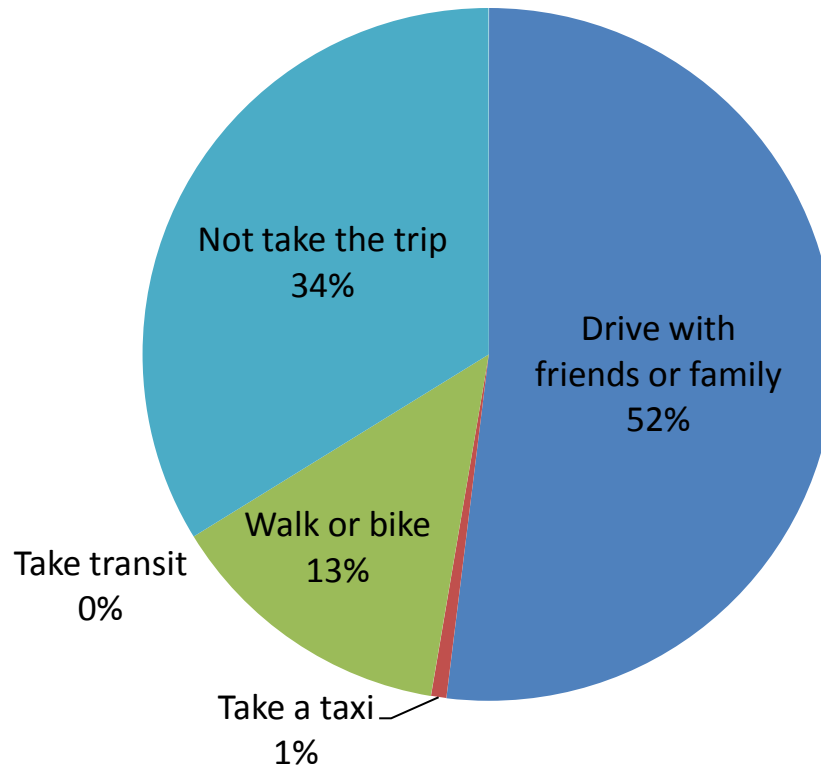
# 73 year old male

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| 4      | 9:42       | 4.49           | 0:20      | 0         | Home  | Home           |
| 5      | 10:07      | 29.06          | 0:27      | 1         | Urban | Shopping       |
| 6      | 10:59      | 5.23           | 0:02      | 1         | Urban | Unknown        |
| 7      | 11:10      | 2.8            | 0:02      | 1         | Urban | Social visit   |
| 8      | 11:16      | 5.18           | 0:22      | 1         | Urban | Dining out     |
| 9      | 11:45      | 0.21           | 0:07      | 1         | Urban | Shopping       |
| 10     | 11:53      | 29.48          | 2:34      | 1         | Home  | Home           |
| 11     | 14:52      | 10.59          | 0:06      | 1         | Rural | Vehicle Errand |
| 12     | 15:09      | 5.79           | 0:11      | 1         | Rural | Social visit   |
| 13     | 15:26      | 4.78           | 2:57      | 1         | Home  | Home           |
| 14     | 18:28      | 3.81           | 0:16      | 1         | Rural | Social visit   |
| 15     | 18:48      | 6.47           | 0:10      | 1         | Home  | Home           |
| 16     | 19:12      | 4.78           | 0:28      | 0         | Rural | Social visit   |
| 17     | 19:45      | 4.78           |           | 0         | Home  | Home           |

# Travel behaviour considerations in rural alternative development



# How would you make the trip without a car?



| <b>Trip types</b>     | <b>% of all trips made<br/>(not including<br/>returning home)</b> |
|-----------------------|---|
| <b>Medical visits</b> | <b>3%</b>   |
| <b>Errands</b>        | <b>13%</b>  |
| <b>Social visits</b>  | <b>16%</b>  |
| <b>Shopping</b>       | <b>20%</b>  |

| <b>Trip types</b>     | <b>% of all trips made<br/>(not including<br/>returning home)</b> | <b>% reporting difficulty in<br/>finding alternate<br/>arrangements if trip were to<br/>be made without own car</b> |
|-----------------------|---|---|
| <b>Medical visits</b> | 3%  | 75%   |
| <b>Errands</b>        | 13%   | 58%   |
| <b>Social visits</b>  | 16%   | 21%   |
| <b>Shopping</b>       | 20%   | 32%   |

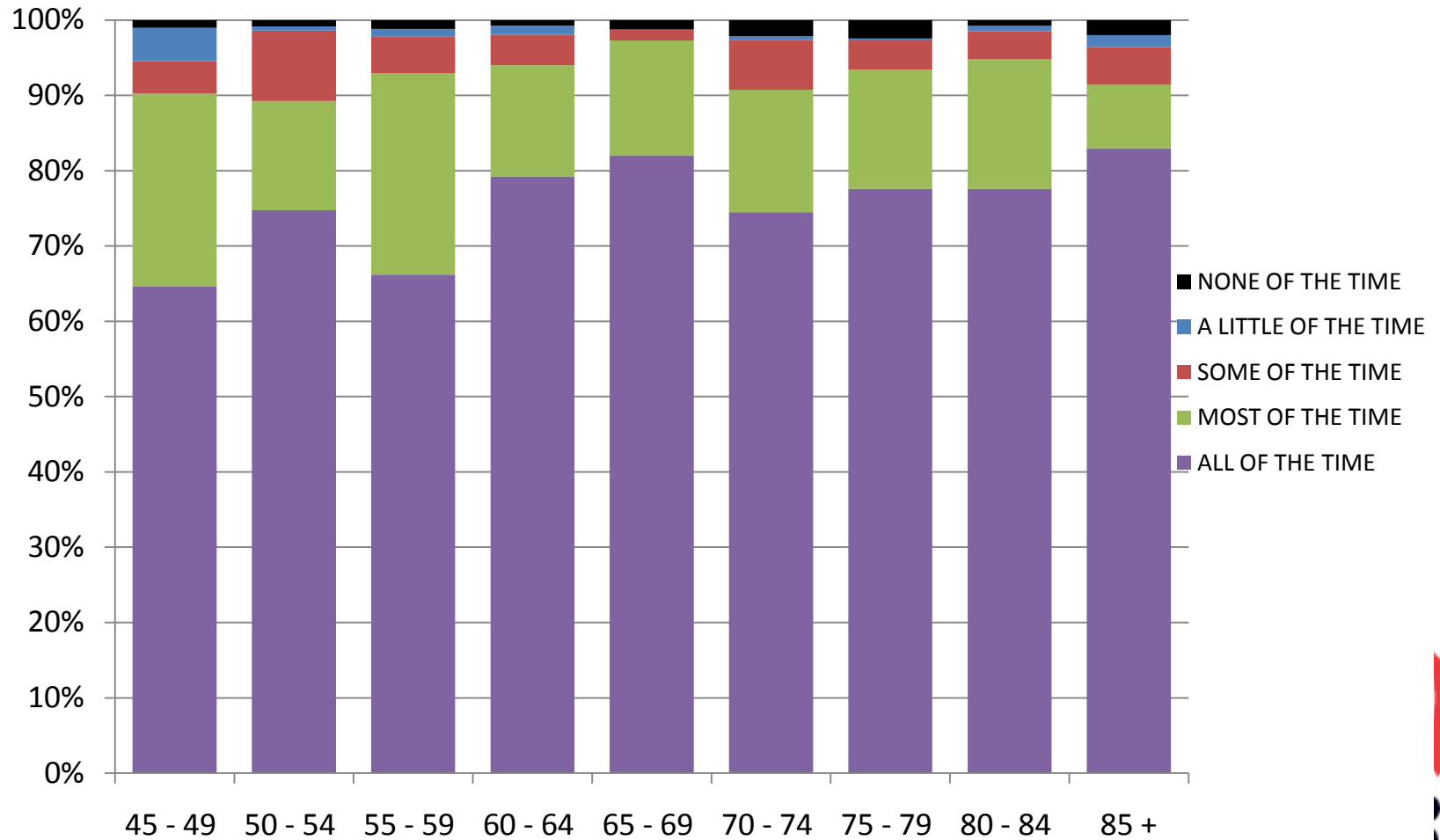
# Jean's story



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## Do you have someone to take you to the doctor? (NB)



# Ambulance N.B. reports sharp drop in calls

Last Updated: Monday, November 15, 2010 | 6:50 AM AT CBC News

The introduction of ambulance fees is being credited partly for a sharp drop in the number of calls Ambulance New Brunswick is receiving for assistance.



Ambulance New Brunswick reports that 15,000 fewer calls for assistance between April 2009 and March 2010. (CBC)

Alan Stephen, the chief executive officer of Ambulance New Brunswick, said there was a drop of 15,000 people taking ambulances between April 2009 and March 2010.

Stephen said he believes the drop in calls is in part linked to fees charged. In July of 2009, the former Liberal government put a \$130 charge on an ambulance ride to hospital.

Still, Stephen said he is hearing no complaints about ambulance service from provincial emergency rooms.

"We've not heard from the regional health authorities that they're seeing any major change of people arriving in taxis or cars that should have

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## Internal Links

- Ambulance fees decryed by N.B. seniors group
- N.B. budget cuts hundreds of millions in taxes



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# Lynn's story



# Lessons

- Travel diary study help better understand travel behaviour at micro level
- Understanding travel behaviour contributes to the assessment of need for alternatives (or why not used)



# Lessons

- Travel diaries useful for other groups
- Can help make sense of larger national data
- Mostly urban method...
- ...and is labour intensive

# Some questions...

- Do we have detailed enough data to understand “Lack of transportation” in NB?
- Who has the responsibility to coordinate the collection, analysis and application?
- Would this help us better determine how to muster existing resources to meet transportation needs?

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