



Transport and Main Roads

Household travel in Maryborough

A summary of results from the 2010
Wide Bay Burnett Household Travel Survey

Household Travel in Maryborough

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Image on page 2 © Ray Cash Photography

Introduction

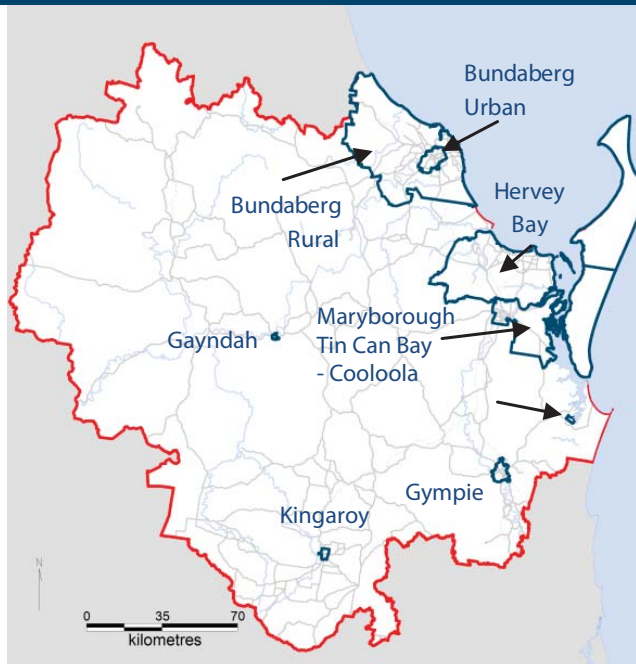
Household travel in Maryborough

Key findings

Some of the key insights about travel in Maryborough include:

- Maryborough has one of the highest active transport mode shares compared to other regional centres, at 11%
- As with a number of centres in Wide Bay Burnett, there is a high proportion (28%) of trips made for shopping and personal business
- Maryborough has a high proportion (78%) of trips under five kilometres in distance.

Map of study area and trip boundary



Glossary

Mode share

The primary mode of transport used for a trip as a proportion of all trips.

Purpose share

The primary purpose for which a trip is made as a proportion of all trips.

Vehicle driver

Driver of a private motor vehicle (includes motorcycle riders).

Vehicle passenger

Passenger in a private motor vehicle.

Public transport

Passenger in a bus (including school buses), train, ferry or taxi.

Active transport

Person making a trip using walking and/or cycling only.

Accompany others

Trips where the trip maker's primary purpose for making a trip is to assist someone else. One example of such a trip would be dropping a child at school (or returning directly home from such a trip), in which case the parent is making an accompanying trip and the child is making an education trip. Another example would be a trip where a carer accompanies an unwell person to the doctor (or accompanies an unwell person directly home from such a trip), in which case the unwell person is making a shopping/ personal trip and the carer is making an accompanying trip.

Data sources

Data in this report is taken from the 2010 Wide Bay Burnett Household Travel Survey, unless otherwise stated. The survey collected comprehensive travel behaviour information from a final sample (i.e., only those who returned completed surveys) of 349 households (in private dwellings, see map above) that was both geographically and demographically representative of the resident population of the respective areas. Survey results are representative of personal travel by residents on

a typical school term weekday.

Trips to or from areas outside the Wide Bay Burnett Statistical Division (ASGC 2008 boundary, shown in red) are excluded from the analysis to minimise biases caused by unusually long trips. Where statistics reference a particular region (e.g., "Travel in Maryborough"), this is referring to travel by the residents of that region.

Weekday mode and purpose share * | Maryborough

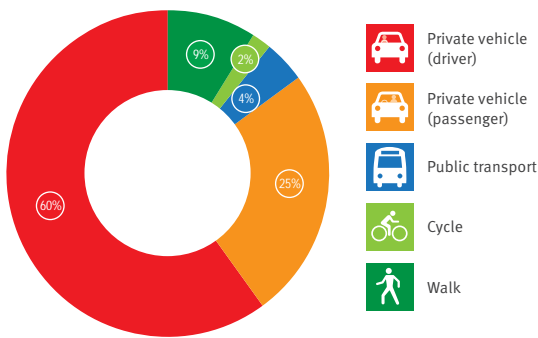
>> 93 000 trips per day
The estimated number of trips each weekday in Maryborough

>> 3.5 trips per person per day
The estimated number of trips made per person each weekday in Maryborough

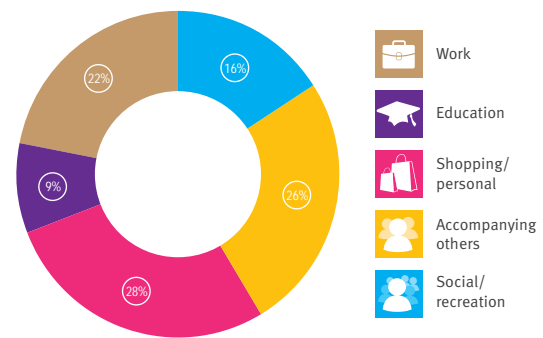


The pie charts below show the proportion of all trips made in Maryborough in terms of the primary mode for the trip (left) and primary purpose of the trip (right).

Proportion of trips by mode



Proportion of trips by purpose

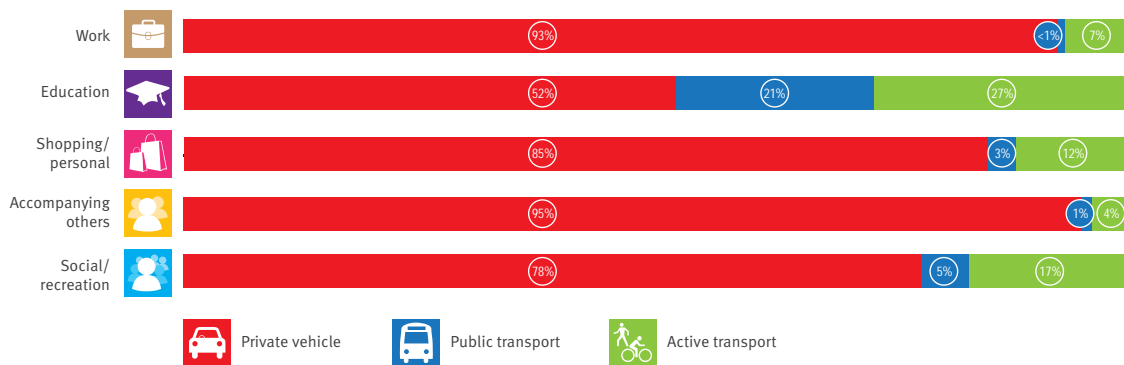


Maryborough's private vehicle mode share is higher than Greater Brisbane's but typical of a regional centre.

Maryborough's purpose share is typical of that seen across many regional centres in Queensland. There is a lower proportion of work and education trips and a greater proportion of shopping/personal business trips.

The graph below shows the mode share in Maryborough within each of the trip purposes.

Mode share by purpose of trip **



* Graphs may not add to exactly 100% in some cases due to rounding off of figures.

** NOTE:

Walking and cycling have been grouped to form the active transport mode to ensure sufficient sample size and maintain the integrity of results. Private vehicle driver and passenger have also been grouped into the private vehicle mode.

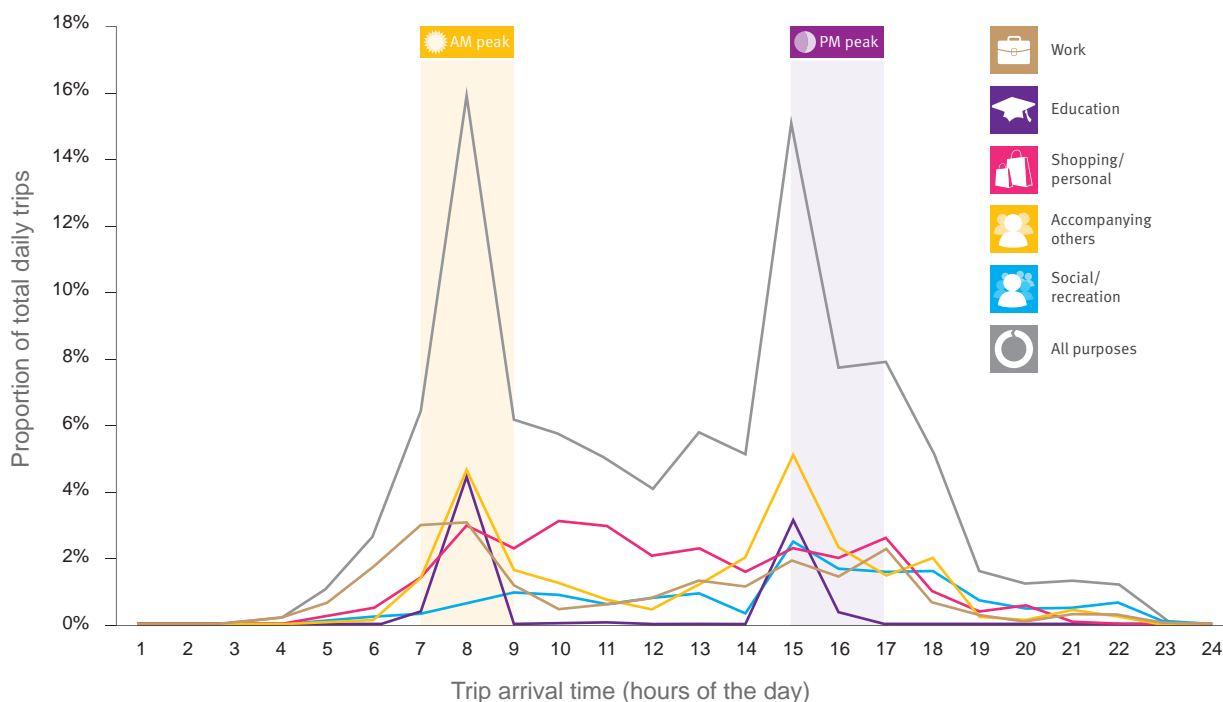
Weekday time of travel * | Maryborough

>> 21 000 trips per day during the AM peak
 The estimated number of trips each weekday during the AM peak in Maryborough

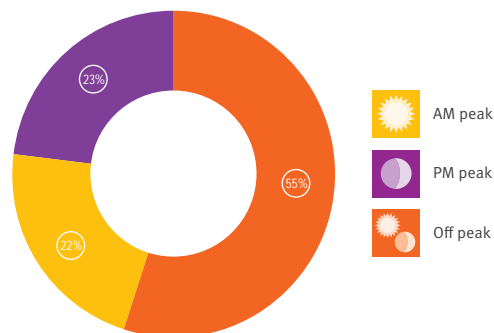
>> 21 000 trips per day during the PM peak
 The estimated number of trips each weekday during the PM peak in Maryborough

The line graph below shows the time of day when travel for different trip purposes occurs.

Proportion of trips by time of arrival



Proportion of trips in peak/off peak **



While work, education and accompanying trips occur predominantly during the peaks, shopping/personal trips are distributed evenly across the day.

There is a greater proportion of off peak travel than in other centres. The PM peak is centred predominantly around school travel times and is not as drawn out by travel from work as it is in other regions.

* Graphs may not add to exactly 100% in some cases due to rounding off of figures.

** NOTE:

AM peak in this analysis includes trips arriving between 7-9am and the PM peak includes trips arriving between 3-5pm, with the balance of trips throughout the remainder of the day making up the off peak period.

Weekday travel, distance and duration * | Maryborough

>> 18 kilometres

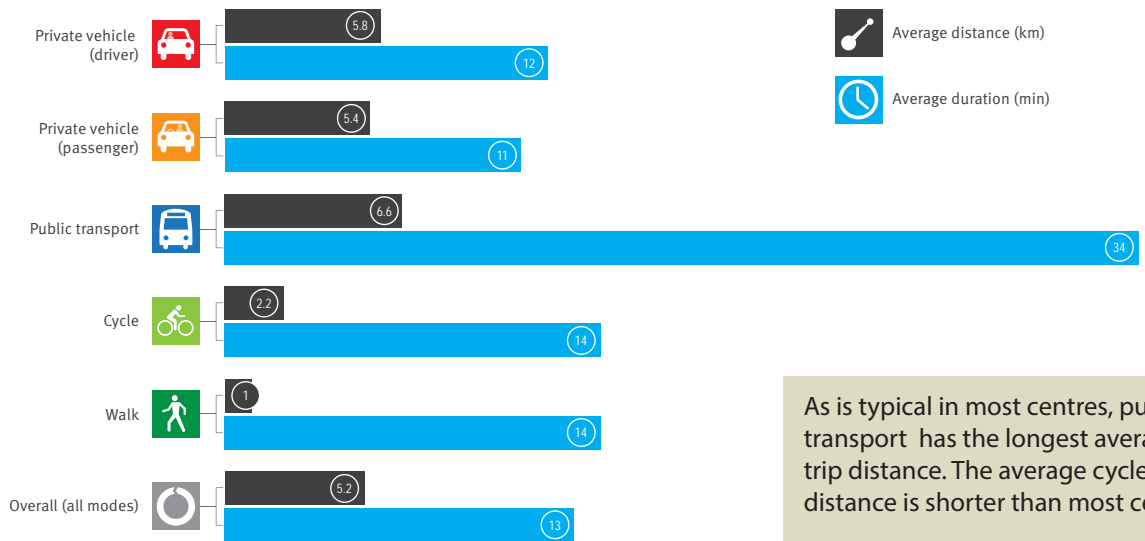
The estimated daily distance travelled per person each day

>> 45 minutes

The estimated daily time spent travelling per person each day

The graph below shows the average distance and time spent travelling on each mode in Maryborough.

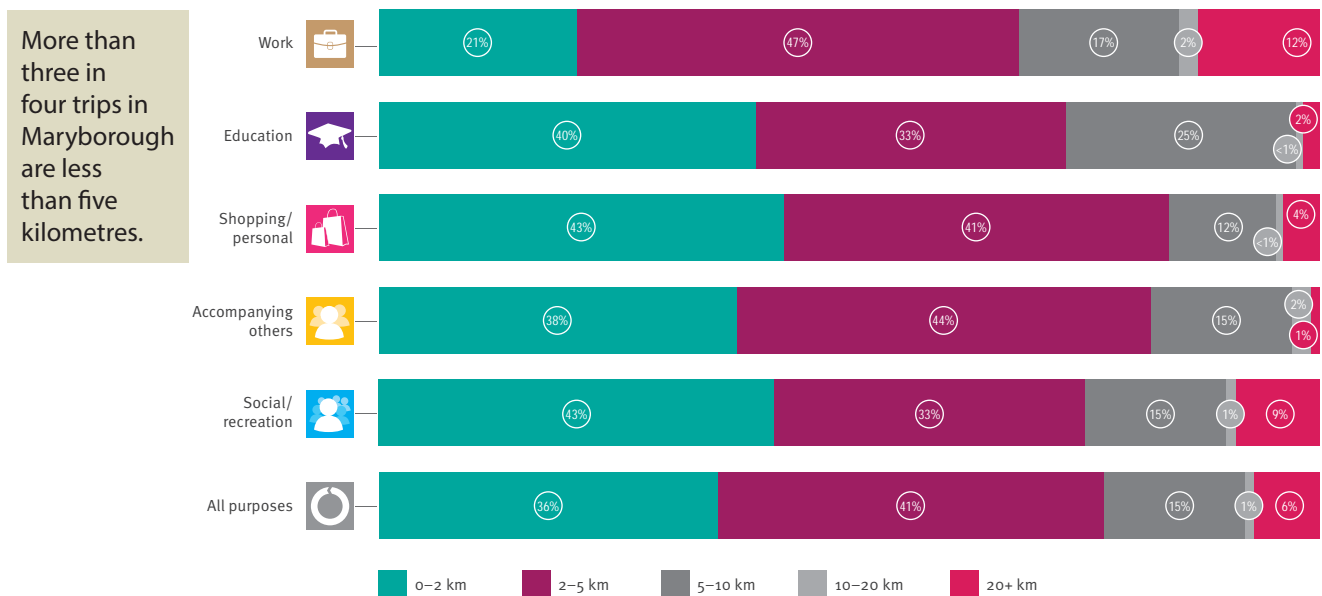
Average distance and duration of trips by mode **



As is typical in most centres, public transport has the longest average trip distance. The average cycle trip distance is shorter than most centres.

The graph below shows the proportion of trips that fall within the defined distance bands, for the various trip purposes.

Proportion of trips by distance bands (by trip purpose)

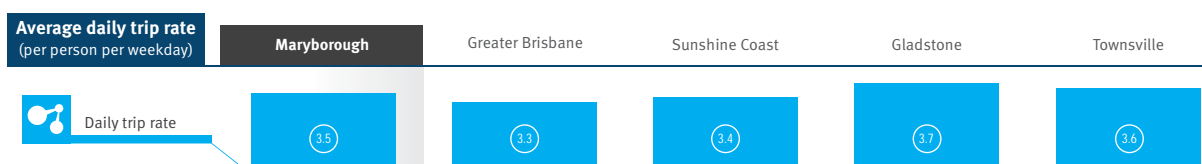
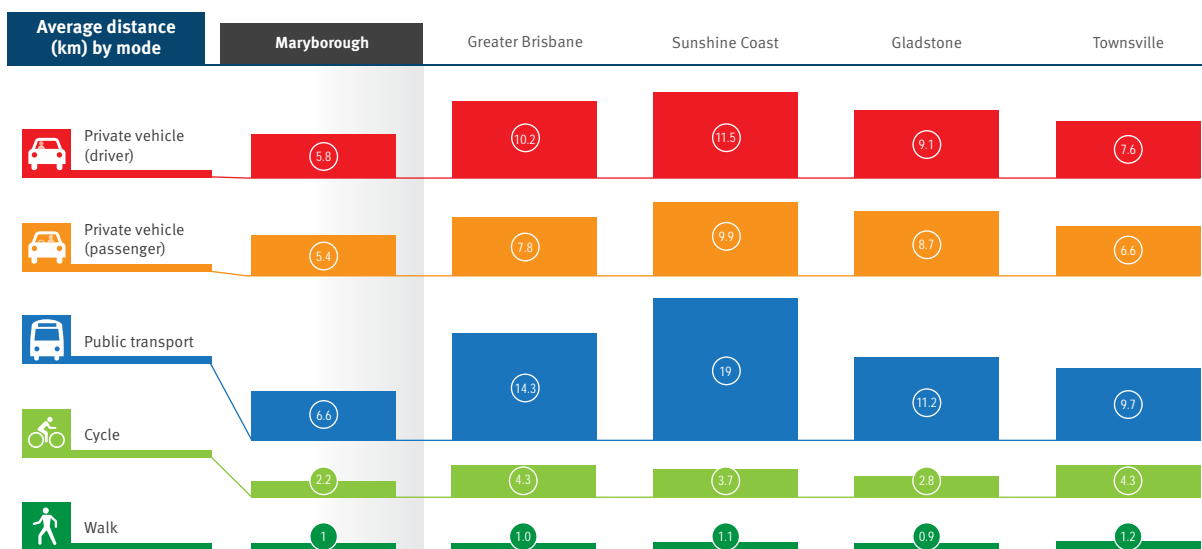
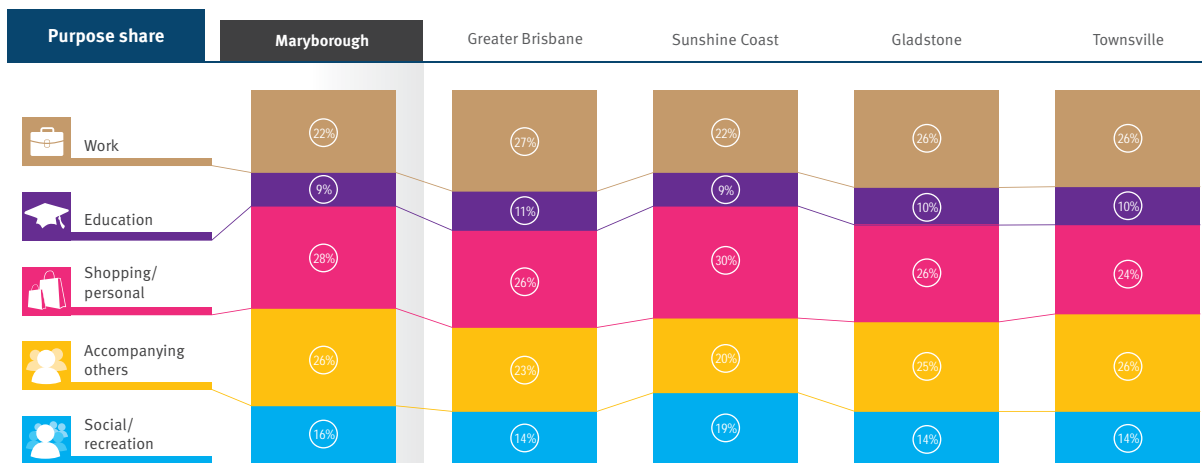
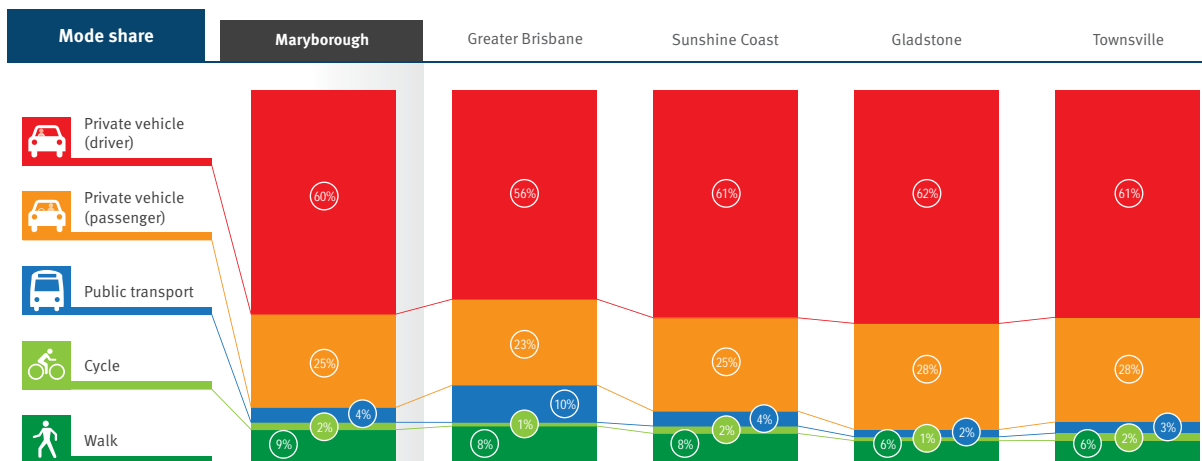


* Graphs may not add to exactly 100% in some cases due to rounding off of figures.

* NOTE:

Due to the weighting of trips, varying trip lengths and varying travel times, the overall average figures shown here for distance and time cannot be used to calculate an overall average speed.

Comparison graphs * | Maryborough and other Queensland Regions



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