



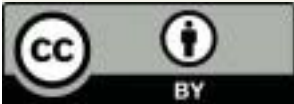
Transport and Main Roads

Household travel in Mackay, Isaac and Whitsunday

A summary of results from the 2010 Mackay,
Isaac and Whitsunday Household Travel Survey

Household Travel in Mackay, Isaac and Whitsunday

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Introduction

Household travel in Mackay, Isaac and Whitsunday

Key findings

Some of the key insights about travel in Mackay, Isaac and Whitsunday include:

- Mackay city has one of the highest private vehicle mode mode shares, at 89%, when compared to other regional centres
- Isaac has one of the highest active transport mode mode shares, at 12%, when compared to other regional centres (which may be due, in part, to the majority of all trips being under five kilometres in distance)
- While one in two trips by Mackay city residents is less than five kilometres, this drops to one in three for the residents of Mackay rural areas (most likely due to long distance trips into Mackay city)
- Compared to other regional centres, there is less off peak travel in Mackay city but more off peak travel in Isaac.

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 Mackay, Isaac and Whitsunday 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 4 044 households (in private dwellings, see map above) that was both geographically and demographically representative of the resident population of the Mackay, Isaac and Whitsunday region. Survey results are representative of personal travel by Mackay, Isaac and Whitsunday residents on a typical school term weekday. Data for persons aged 5 or below is excluded from the regional Mackay, Isaac and Whitsunday

survey but included for Mackay City.

Trips to or from areas outside the Mackay, Isaac and Whitsunday Statistical Division (ASGC 2008 boundary, shown in red on the map to the left) are excluded from the analysis to minimise biases caused by unusually long trips. Results are based on sample data benchmarked to 2010 estimated resident population (ABS catalogue 3235.0 - Population by Age and Sex, Regions of Australia, 2010) adjusted for proportions of the population living in private dwellings (ABS 2006 Census of Population and Housing).

Weekday mode and purpose share * | Mackay city

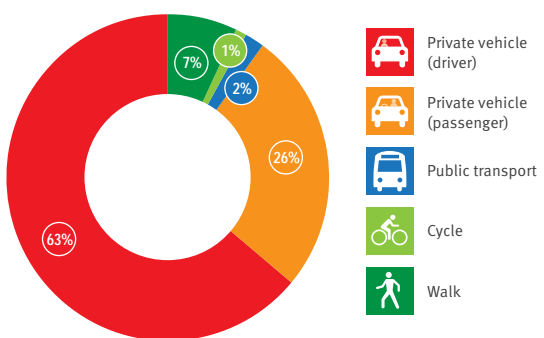
>> 294 000 trips per day
The estimated number of trips each weekday in Mackay city

>> 3.7 trips per person per day
The estimated number of trips made per person each weekday in Mackay city

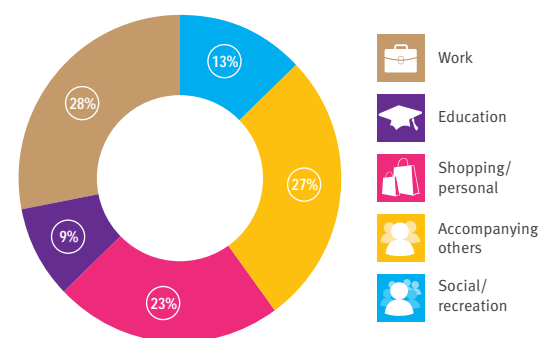


The pie charts below show the proportion of all trips made in Mackay city in terms of the primary mode for the trip (left) and primary purpose of the trip (right).

Proportion of trips by mode



Proportion of trips by purpose

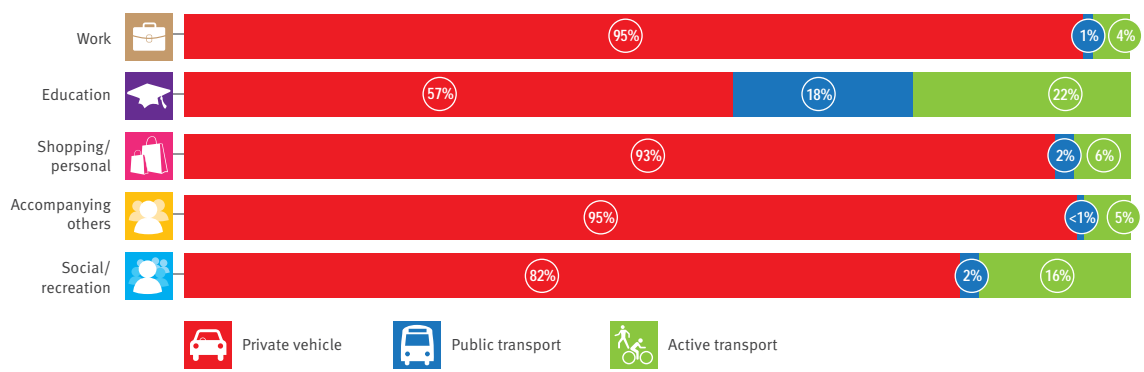


Mackay city's private vehicle mode share is higher than Greater Brisbane's and most regional centres. Consequently, public and active transport mode shares are slightly lower than other centres.

Mackay city's purpose share is comparable to Greater Brisbane's with a high proportion of work trips. This is in contrast to many other regional centres, which have a higher proportion of shopping/personal business trips.

The graph below shows the mode share in Mackay city 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.

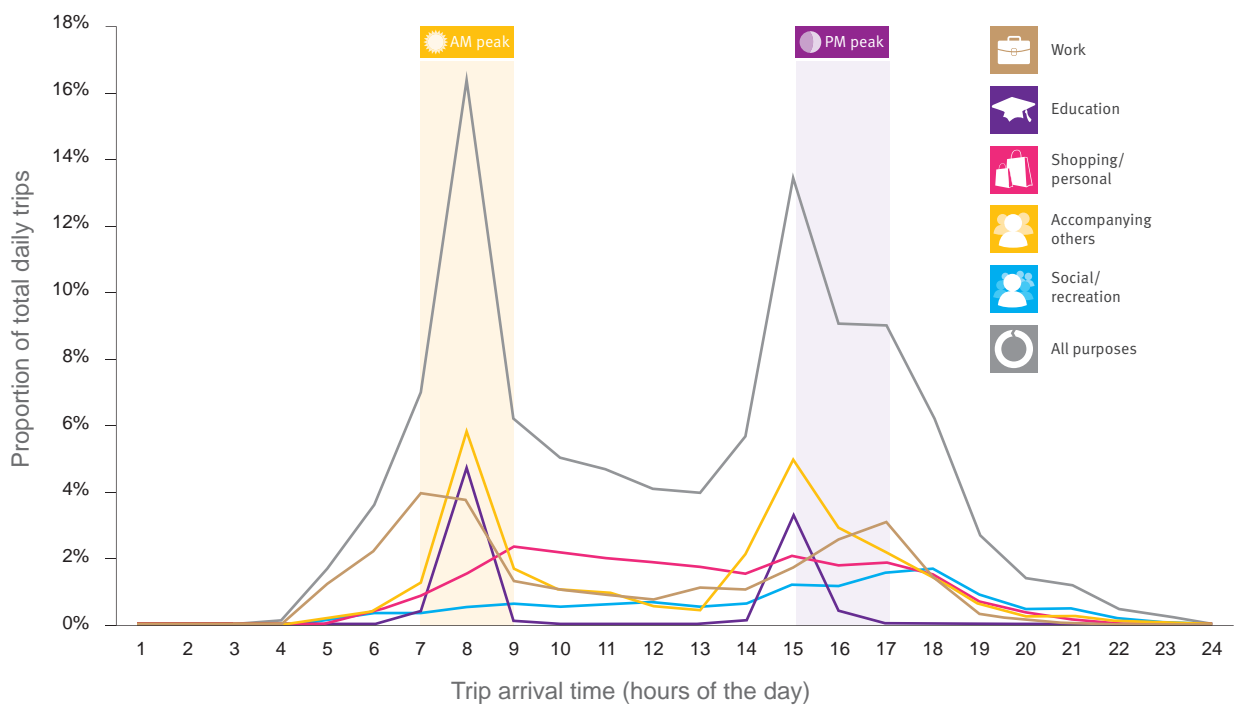
Weekday time of travel * | Mackay city

>> 67 000 trips per day during the AM peak
 The estimated number of trips each weekday during the AM peak in Mackay city

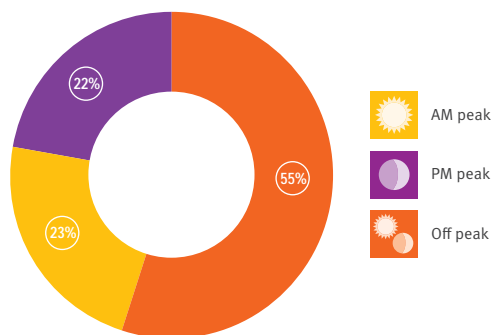
>> 64 000 trips per day during the PM peak
 The estimated number of trips each weekday during the PM peak in Mackay city

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 peak periods, shopping/personal trips are distributed evenly across the day.

There are fewer off peak trips than in all other centres surveyed, including Greater Brisbane. The PM peak, like Greater Brisbane, is slightly more drawn out than in other centres.

* 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 2-4pm, with the balance of trips throughout the remainder of the day making up the off peak period.

Weekday travel, distance and duration * | Mackay city

>> 29 kilometres

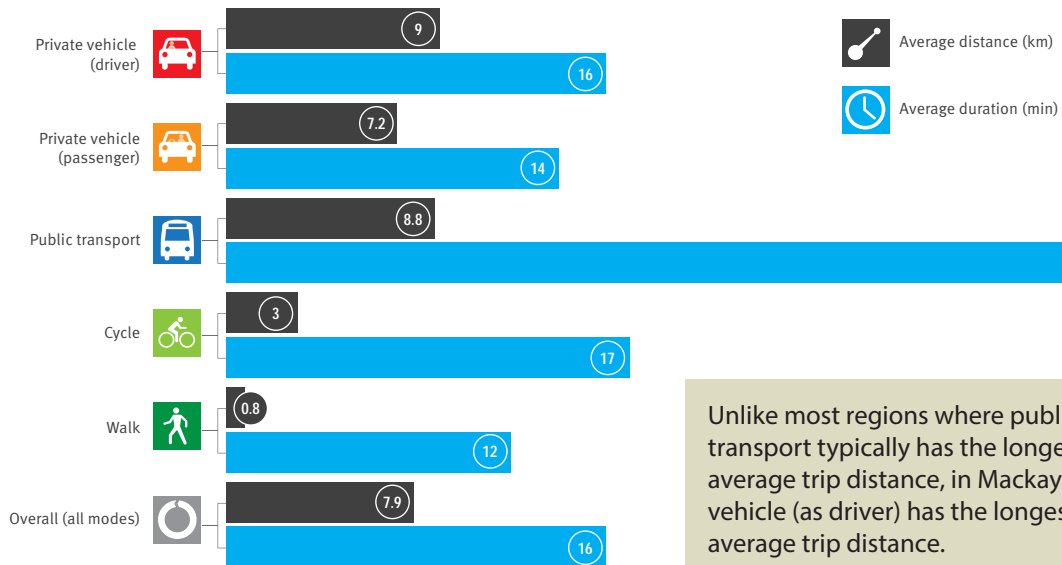
The estimated daily distance travelled per person each day

>> 61 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 Mackay city.

Average distance and duration of trips by mode **



Unlike most regions where public transport typically has the longest average trip distance, in Mackay private vehicle (as driver) has the longest average trip distance.

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)



Every one in two trips in Mackay city is less than five kilometres.

* 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.

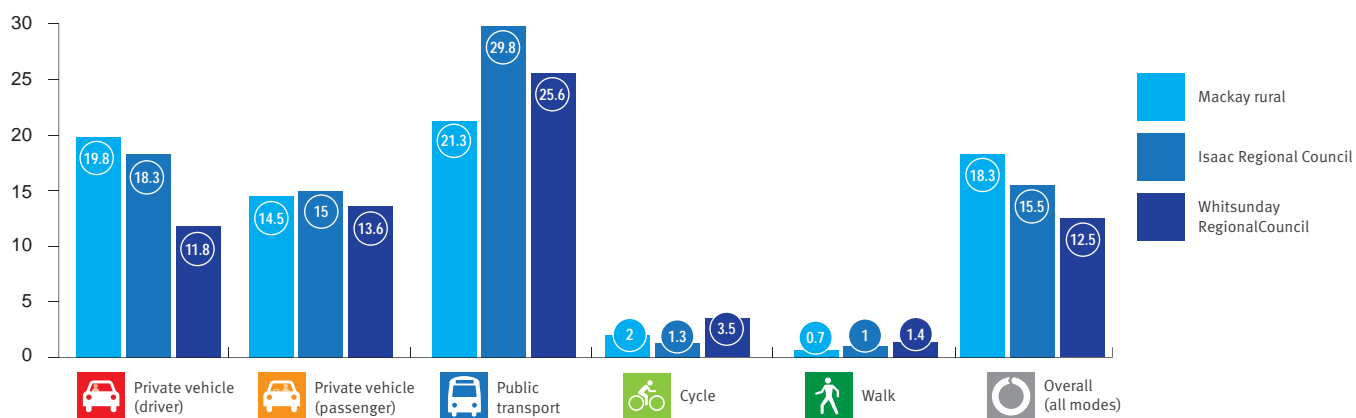
Summary graphs * | Mackay rural, Isaac and Whitsunday



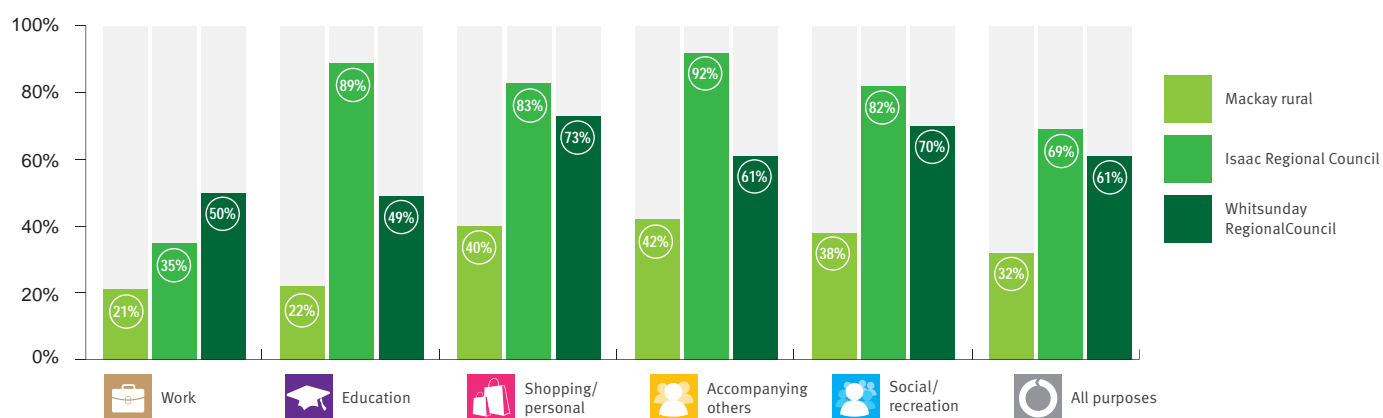
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Summary graphs * | Mackay rural, Isaac and Whitsunday

Average travel distance (kilometres)

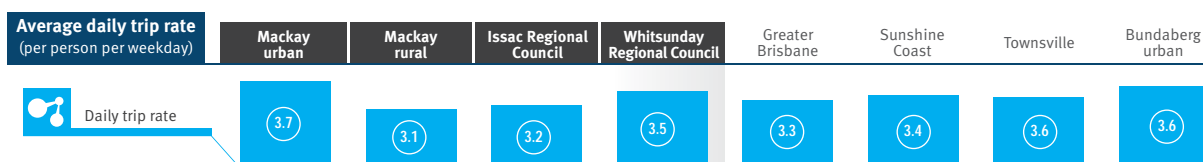
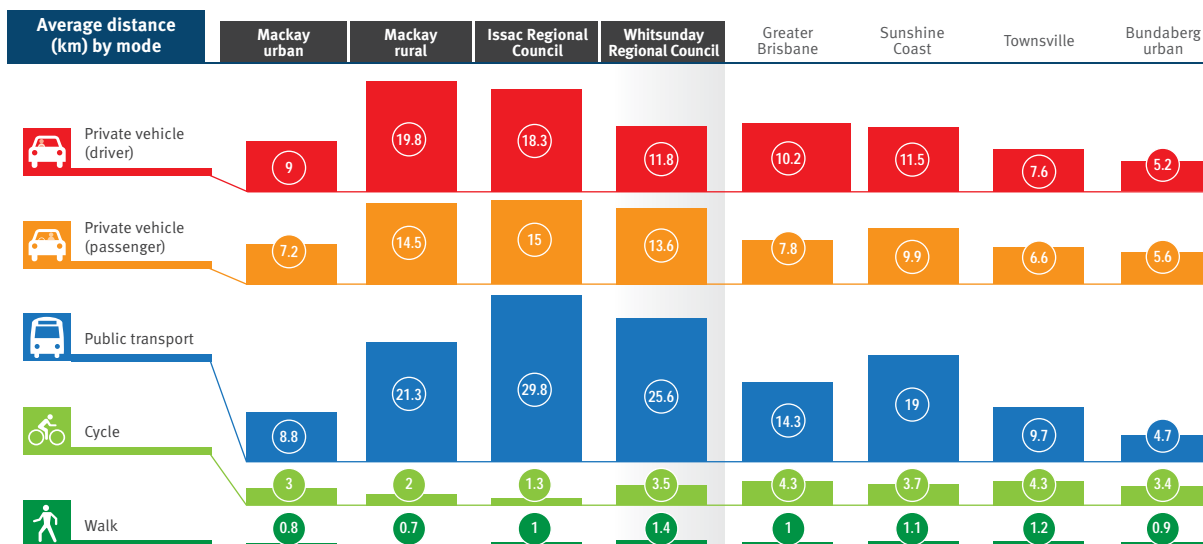
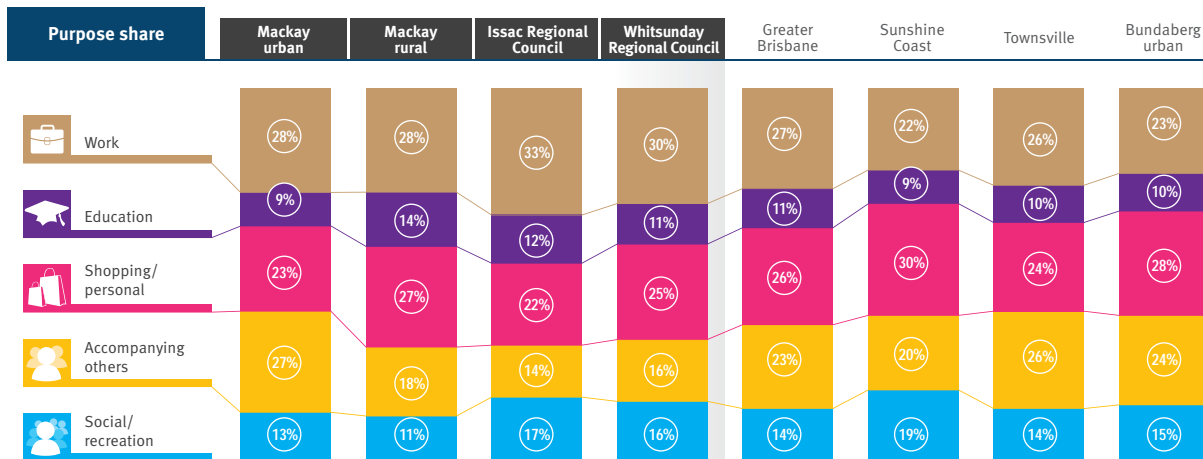
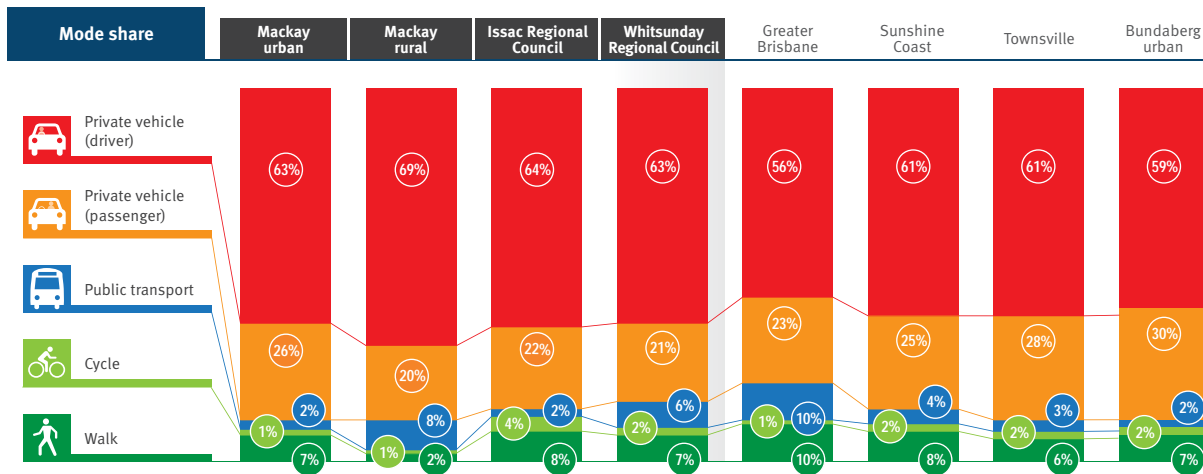


Proportion of trips five kilometres or less



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

Comparison graphs * | Mackay city and other Queensland



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