

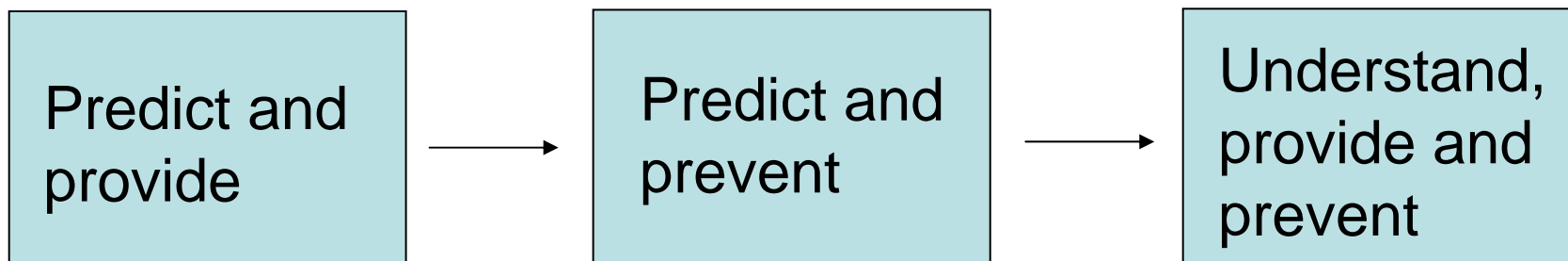
# Mobility groups and their needs

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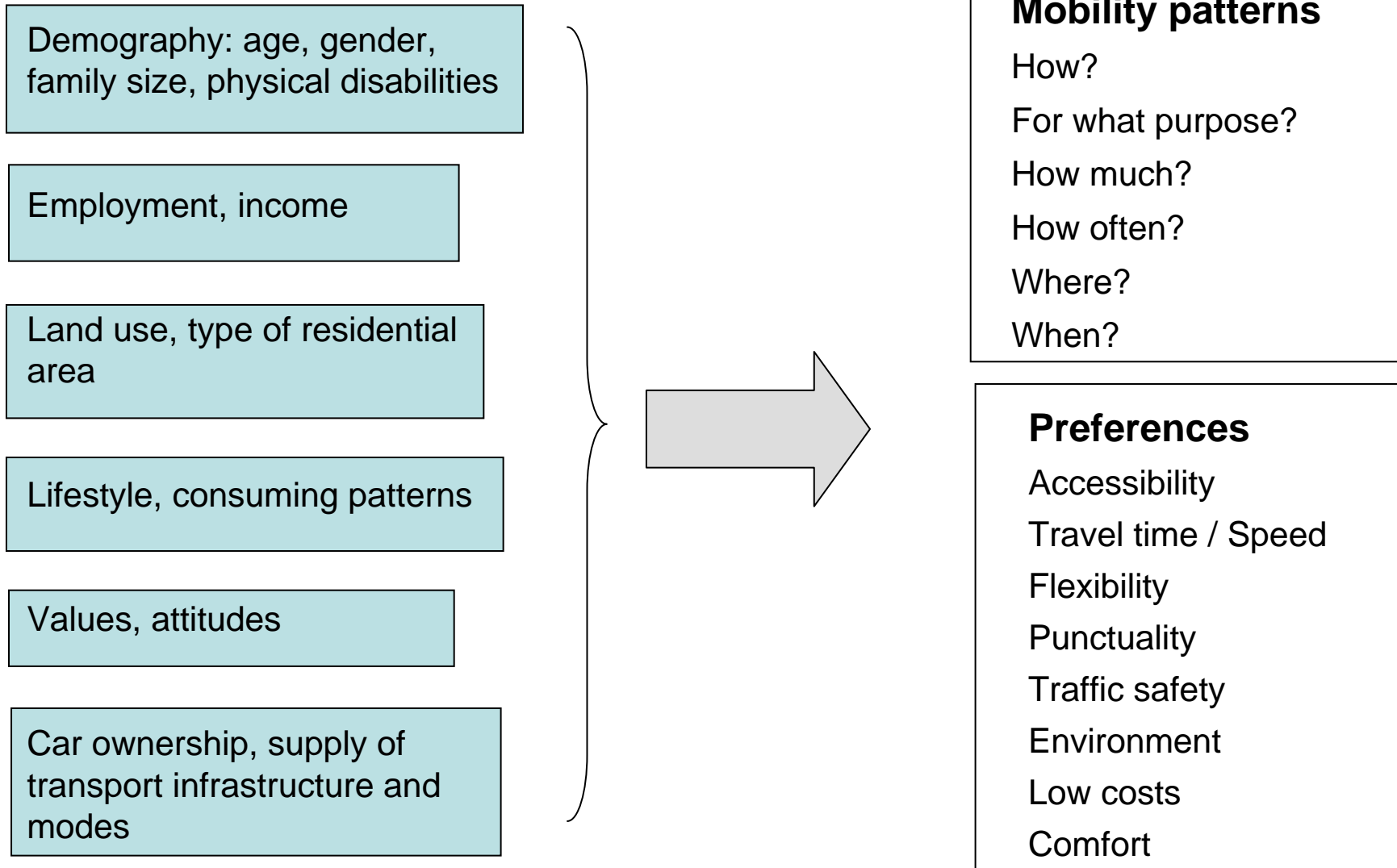
## Background: Changes in mobility needs

- Individualization in people's lifestyles and attitudes
- Consequence: daily activity patterns, time use and travel behaviour more diverse, less predictable
- Transport planning: more emphasis on operating the existing network + demand management



## User segmentation

- Method borrowed from marketing
- E.g. road authorities, ministries of transport and municipalities in different countries have segmented people and their mobility needs
- Why? To find out public transport user groups; to gain understanding for transport policy
- How? Often based on combination of qualities: income, lifestyle, residential area, attitudes, mode use...

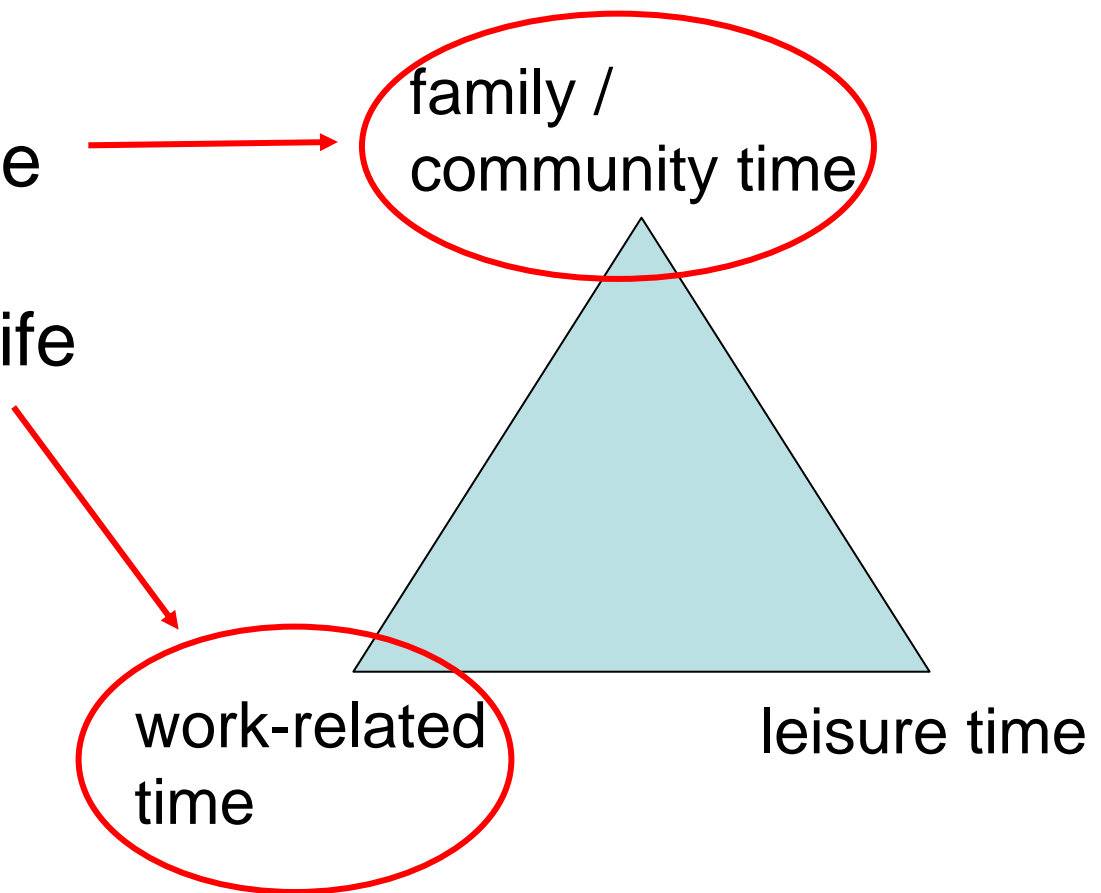


## Our research project

- "Personal mobility needs" (2006), financed by Finnish Road Administration
- Aim of the study: to identify user segments and describe their travel needs
- The data used: Finnish National Travel Survey ([www.hlt.fi/english](http://www.hlt.fi/english))

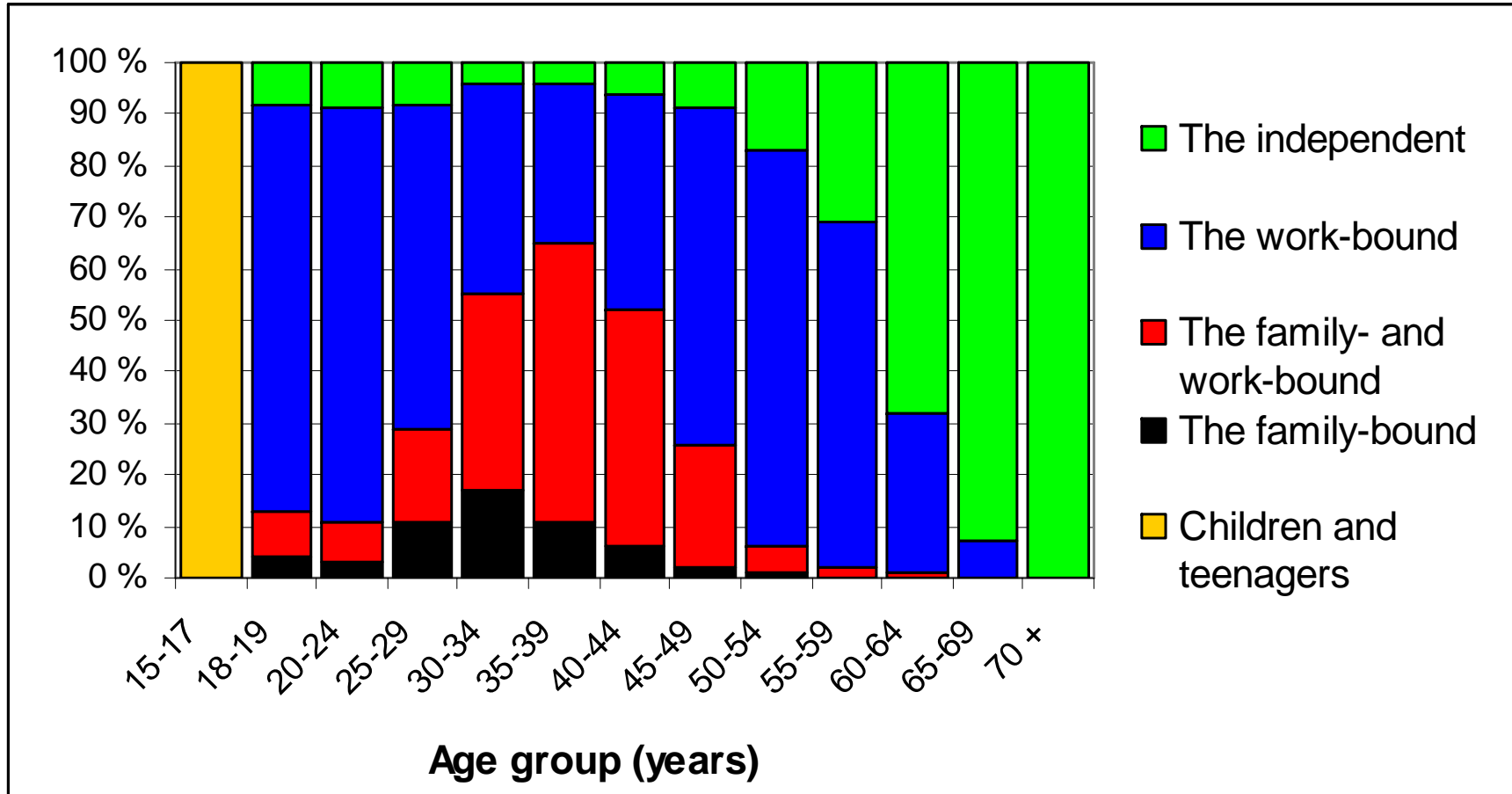
## Three anchors of daily life

Two of the anchors  
bind one's daily time  
use differently in  
different stages of life



## Five mobility groups

- 1) Children and teenagers
- 2) The family-bound
- 3) The family- and work-bound
- 4) The work-bound
- 5) The independent

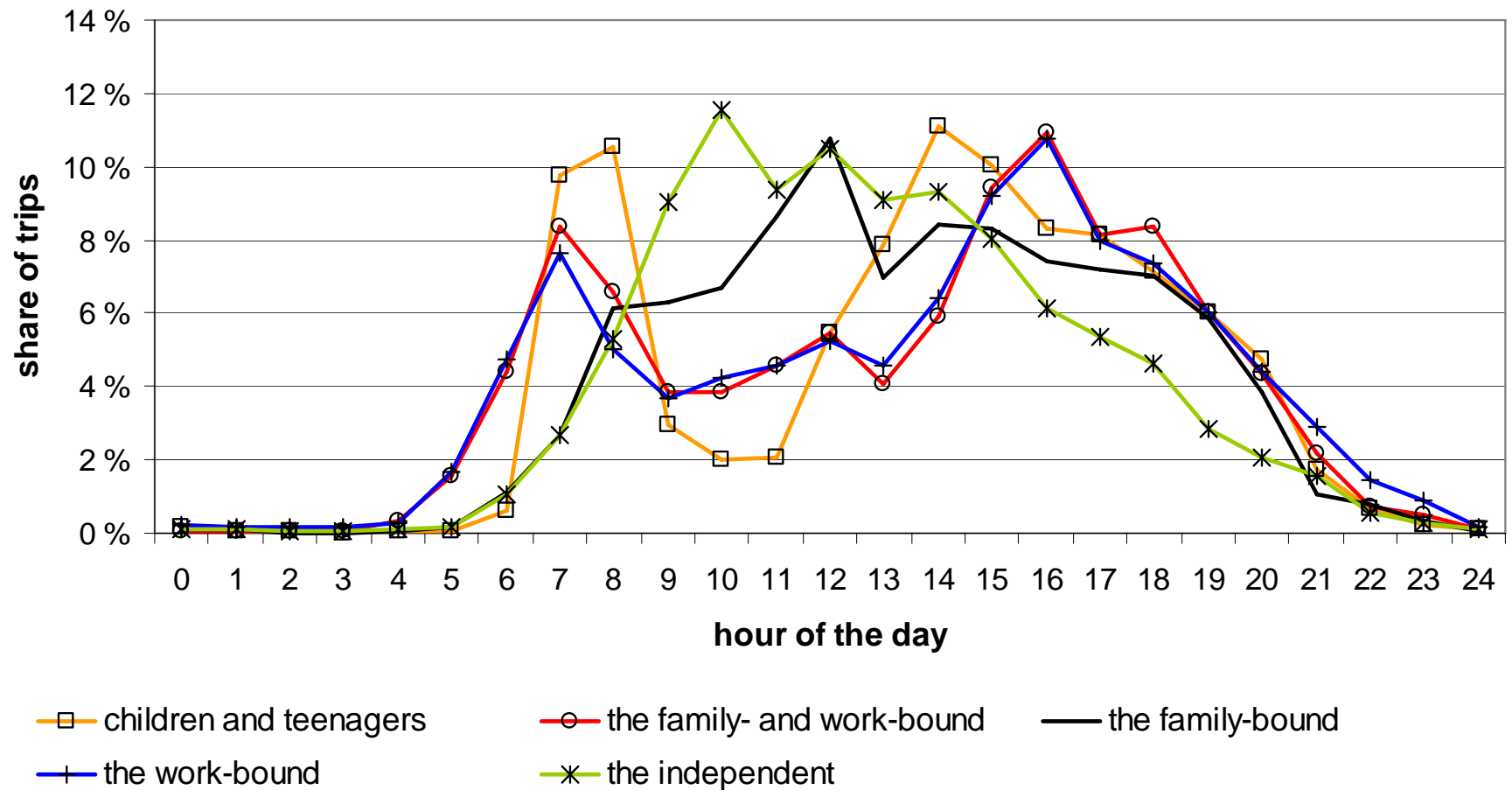




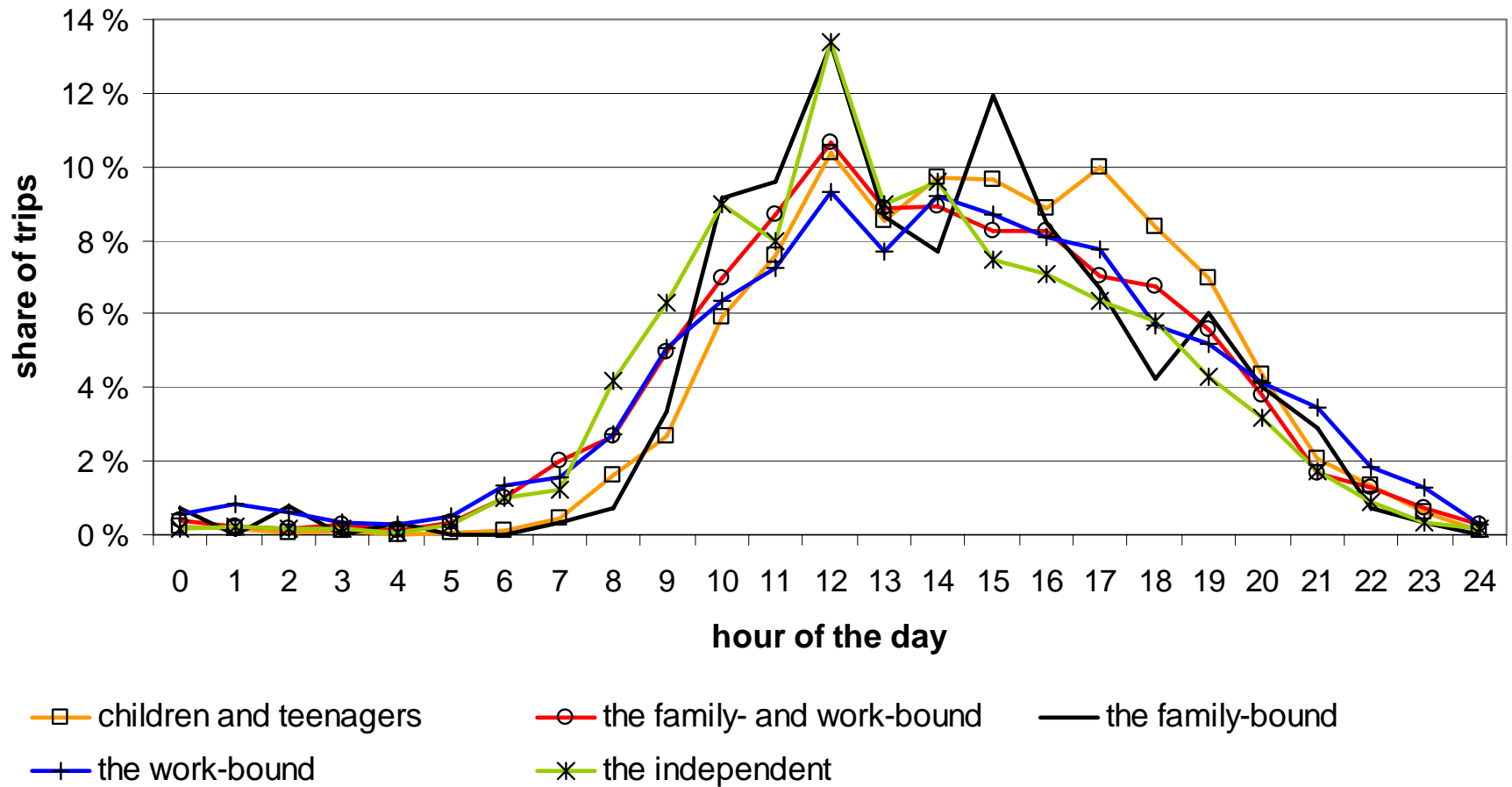
## Mobility patterns of the groups

	Work-related trips (km/day)	Family trips (km/day)	Leisure-related trips (km/day)	Total (km/day)
Children and teenagers	5	1	12	18
The family-bound	3	10	16	29
The family- and work-bound	26	5	13	44
The work-bound	21	3	18	42
The independent	2	5	16	23

### Weekdays (from Monday to Friday)



### Weekends (Saturday and Sunday)



## Future trends in Finland

- Here only demography taken into account: forecasts based on the size of population groups
- The amount of "the independent" grows fastest
- Less work related trips
- A bit more leisure trips, but even more family related trips

	Year 2005 (Amount)	Change (%): 2005 -> <b>2025</b>	Change (%): 2005 -> <b>2040</b>
Population of Finland	5,5 million	3,7 %	2,3 %
Work-related trips	4,3 million	-7,7 %	-11,0 %
Family trips	3,4 million	5,7 %	3,3 %
Leisure-related trips	6,3 million	1,5 %	-1,7 %
All trips	14,1 million	-0,3 %	-3,4 %

## Conclusion

- Comparison to other countries - are these trends similar in whole Europe?
- Consequences for road and transport planning
  - User segmentation is a useful tool in assessing users' varying needs more deeply
  - More research needed on how the "family anchors" affect travel behaviour