



## MOBILITY STYLES IN VENETO



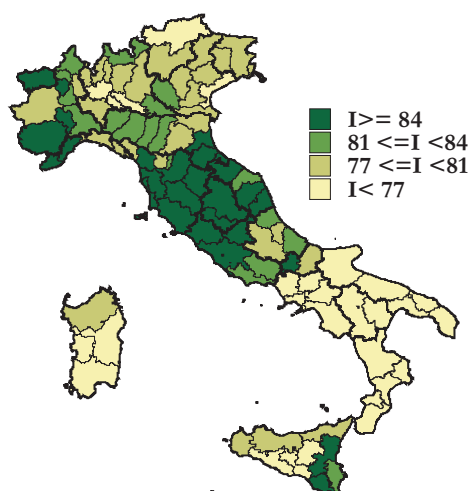
Veneto is undoubtedly an area that attracts people and goods, and thus generates mobility for different reasons. Factors which contribute to this include: the layout of local conurbations particular to the area, the so-called “urban sprawl”, which has become more and more common in Veneto over the years; its geographical location, which turns it into a sort of gateway towards the East and the South; the pulling power it has for tourists, drawn to Veneto for day trips and longer holidays by its mountains, seaside, spa towns, historical cities and many cultural events.

Veneto's geographical position, both in its positive and negative aspects, needs to be 'governed' and managed in order to gain the most benefit from it.

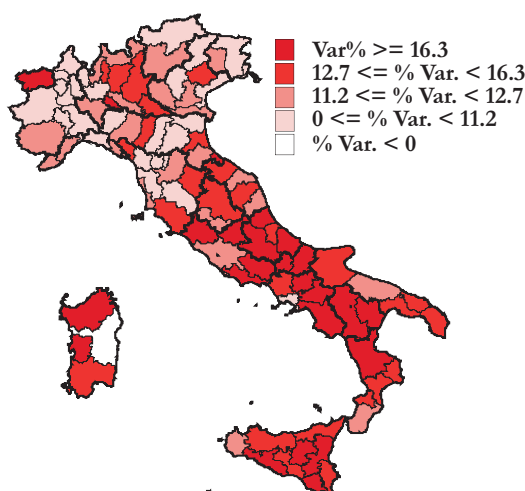
In order to be able to evaluate and choose the most appropriate policies for managing the region and its mobility, it is essential to have an in-depth knowledge both of the existing infrastructure network and the characteristics, styles and behaviour of the end user, making a distinction between those travelling within the city and those who move outside of the city. The database created in 2000 by Audimob, the National Observatory on Italian Citizens' Mobility Styles and Behaviour, and study carried out by Isfort, can give us some of this information. We will discuss here the main results from the Isfort-Audimob study entitled “A cluster analysis on Veneto citizens' mobility styles and behaviour” and compare them with national figures.

## Vehicle stock

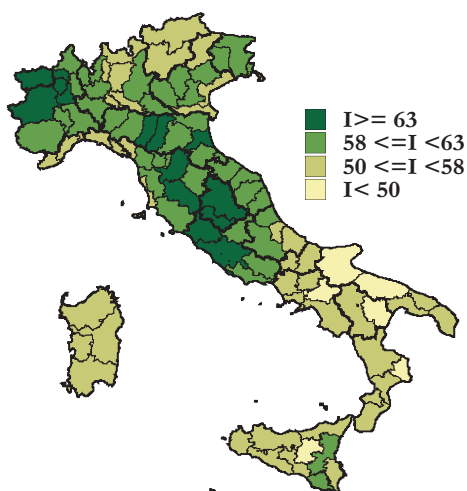
Vehicles per 100 inhabitants - 2008



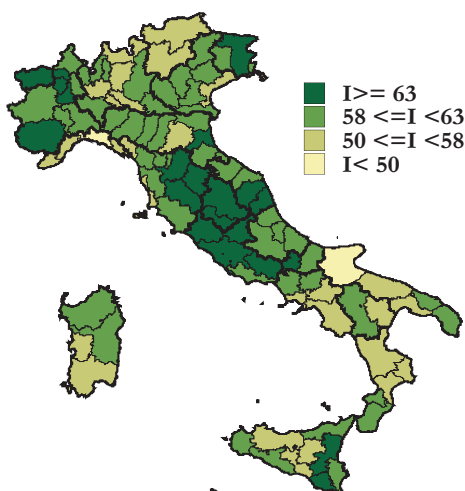
% var. vehicles - 2008/2002



Cars per 100 inhabitants - 2002



Cars per 100 inhabitants - 2008



Official statistics from many different sources confirm that Veneto has reached a critical point and is increasingly subjected to a wide and intense range of traffic flows. These traffic flows have decreased ever so slightly only in the last few months as a consequence of the current economic crisis. Furthermore, data in the report indicates that the critical areas the region needs to deal with are not caused by poor infrastructure as such, but by the high number of potential users (people and businesses, each with their own means of transport). On the other hand, traffic congestion is a problem faced daily by everyone passing through the major transit hubs.

This growing problem is testimony to the ever increasing number of vehicles on the roads, not only in Veneto but in the whole of Italy too. In 2008, the last year for which data is available, vehicle stock was on the increase: there were more than 3,800,000 vehicles, of which 76% were cars. In six years the number of vehicles on the roads in Veneto increased by 11%; the smallest increase stood at 9% in the province of Venezia and the highest in the province of Treviso at around 13%.

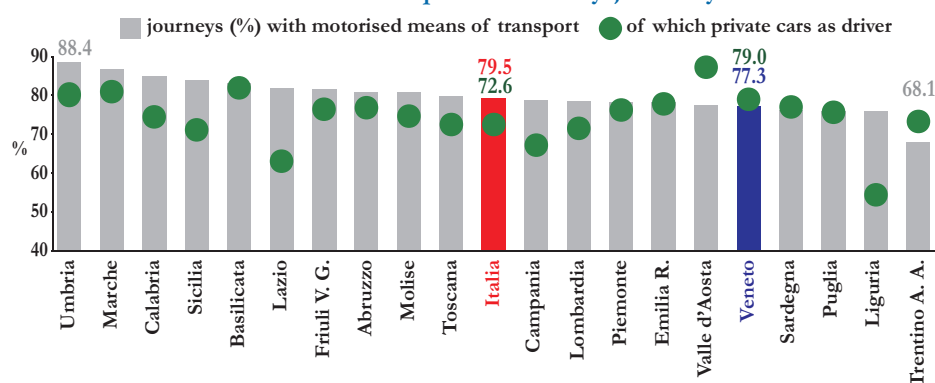
For every 100 residents, there are 78 vehicles (Italian figure: 80), three more than six years ago.

If we look at cars in particular, in 2008 there were from 59 to 61 cars per 100 residents in all of the provinces in Veneto, with the exception of Venezia (a fact that can be accounted for by the infrastructure particular to its provincial capital).

Source: processing by Regione Veneto - Direzione Sistema Statistico Regionale on Isfort - National Observatory “Audimob” on Italian Citizens' Mobility data

## A preference for cars

### Means of transport for daily journeys

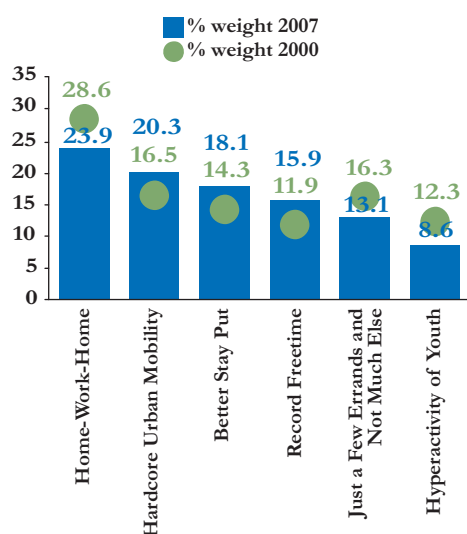


The car plays a leading role in people's daily journeys. According to Isfort data, 77% of people leaving their homes (Italian figure: 79.5%) for reasons of work, study, family or leisure use a motorised means of transport; 79% of the time this is their car (Italian figure: 72.6%). The percentage of those who use public transport (6.3%) or who use a combination of means of transport (4.4%) is very low. On average, people in Veneto who leave their homes travel 3 times every day, each journey lasting 21 minutes and covering a distance of 13 km.

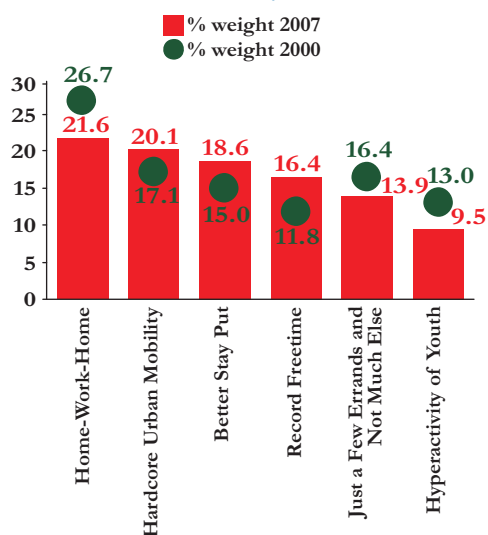
## Veneto citizens' mobility styles and behaviour<sup>1</sup>

### Cluster types

#### Veneto



#### Italy



The Isfort-Audimob study entitled "A cluster analysis on Veneto citizens' mobility styles and behaviour" is a regional version of a previous national study. It enables us to get to know the behaviour and styles of mobility favoured by Veneto residents, and gives us answers to questions such as "How much do its citizens travel? How long for? Over what distances? For what reasons? Using what means of transport?"

Statistical analysis led to six clusters being identified, each divided according to factors such as the types of journeys carried out the previous day, the means of transport used, degree of satisfaction with the means of transport used, willingness to change means of transport, and opinion on measures for reducing traffic and smog. The weighting of the different clusters in Veneto in 2007 reflected that seen on a national level, and the make-up of the groups during the 2000:2007 observation period was also similar: the "Home-Work-Home" group is the strongest and yet is also the group which is losing most ground, while the "Hardcore Urban Mobility" group is becoming stronger. Of the smaller clusters, the "Record Freetime" and the "Better Stay Put" groups are on the increase, in contrast with the "Hyperactivity of Youth" and the "Just a Few Small Errands and Not Much Else" groups, which are shrinking.

One of the first general considerations we can make concerns the redistribution of weight between the groups from 2000 to 2007. Data shows that changes to the traditional model of mobility are afoot. Symbolic of this is the clear drop in the "Home-Work-Home" group, although it does still stay in first place for the absolute share. The traditional "home-work-home" model of commuting is being worn down by the disjointed nature of reasons for moving, the progressive segmentation of the job market (more self-employment, more 'unusual' positions, less job stability etc.), the broadening of relationships (real and/or virtual) and the breaking up of models of consumerism. The traditional model focused on the single commuter—a full-time employee who goes to work every day, taking the same route with one means of transport, usually a car, or public transport.

Every day this commuter, on average, travels 2.4 times, spends 66 minutes travelling and covers a distance of 45 km.

The second biggest group is the "Hardcore Urban Mobility" group, which has grown since 2007. This group represents the urban working class, educated and mature, with a style of mobility which reflects the exhausting and frenetic life which is typical of urban centres. The group is characterised by short and repetitive scattered journeys, made for different reasons (work, family, leisure) with a personal means of transport that makes it possible to get anywhere in the shortest amount of time.

The smallest group, the "Hyperactivity of Youth" cluster, on the other hand, actually provides the greatest demand for mobility. It is worth highlighting here the clear gap in levels of consumption between the first three groups ("Hardcore Urban Mobility", "Hyperactivity of Youth" and "Home-Work-Home"), whose demand for mobility is constant and great, and the last two groups ("Just a Few Small Errands and Not Much Else" and "Better Stay Put") where demand is minimal.

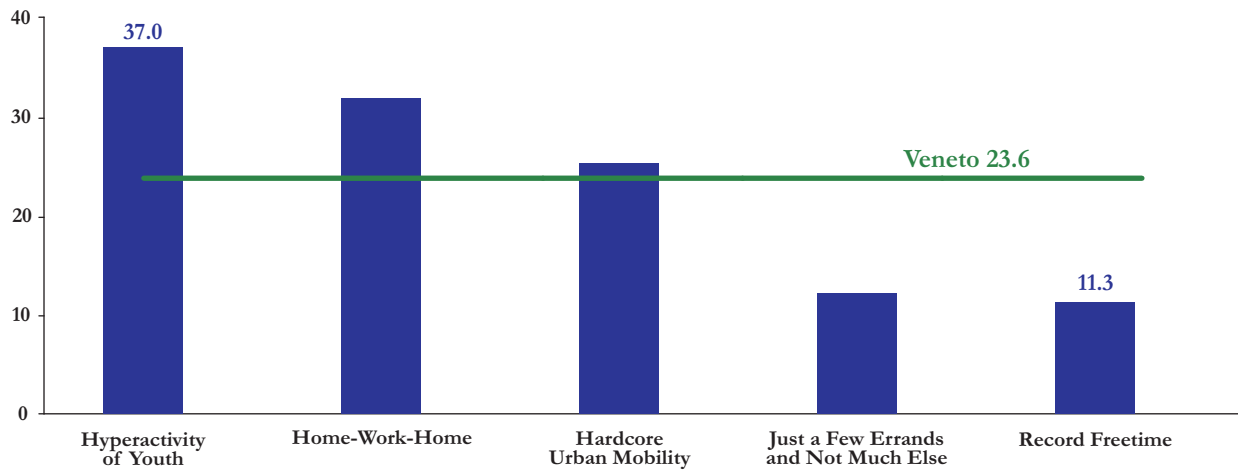
### Indicators of demand for daily mobility (weekdays)

	Hardcore Urban Mobility	Hyper-activity of Youth	Home-Work-Home	Record Freetime	Just a Few Errands and Not Much Else	Better Stay Put	Veneto total	Italy total
Average daily journeys	4.7	4.3	2.4	2.3	2.4	-	3.1	3.1
Average time travelling per day (minutes)	79.7	100.0	65.7	52.2	36.8	-	65.5	64.9
Average km travelled per day	44.3	66.5	44.9	35.7	14.7	-	40.4	37.0

<sup>1</sup>Taken from the Isfort-Audimob study entitled "A cluster analysis on Veneto citizens' mobility styles and behaviour", February 2009.

Source: processing by Regione Veneto - Direzione Sistema Statistico Regionale on Isfort - National Observatory "Audimob" on Italian Citizens' Mobility data

## Synthetic Indicator of Mobility Expressed (IME\*): the clusters compared



### Cluster profile (%)

The six clusters also differ in terms of the types of people making up the groups. On the one hand the groups with the highest levels of consumption are made up of young people and those belonging to the middle range of age groups, students, workers and people with a higher level of education. The groups whose demand for mobility is very low on the other hand tend to contain older people, housewives, pensioners and people with a lower level of education.

		Hardcore Urban Mobility	Hyper-activity of Youth	Home-Work-Home	Record Freetime	Just a Few Errands and Not Much Else	Better Stay Put	Veneto total	Italy total
Gender	Men	48.7	56.8	62.9	54.0	38.6	34.0	49.6	48.9
	Women	51.3	43.2	37.1	46.0	61.4	66.0	50.4	51.1
Age	14-29 years old	11.2	44.2	26.5	28.4	7.6	14.0	20.5	21.9
	30-45 years old	38.8	25.3	45.5	25.6	24.8	23.5	32.5	30.8
	46-64 years old	30.4	26.3	26.1	28.4	32.4	32.0	29.3	28.9
	65 years old and over	19.6	4.2	1.9	17.6	35.2	30.5	17.8	18.5
Qualification	None/Primary/Lower-middle	28.6	25.3	35.2	42.6	57.2	59.0	41.4	38.7
	School leaving cert.	49.1	57.9	50.8	43.2	32.4	30.0	43.7	44.1
	Degree	22.3	16.8	14.0	14.2	10.3	11.0	14.9	17.2
Profession	Employed	52.2	61.1	80.7	34.1	26.2	33.0	50.0	46.9
	Employees	87.2	84.5	87.3	66.7	84.2	77.3	83.3	78.4
	Self-employed	12.8	15.5	12.7	33.3	15.8	22.7	16.7	21.6
	Housewife	11.2	2.1	0.4	13.1	29.0	21.0	12.2	12.5
	Student /Unemployed	8.5	30.5	17.0	22.7	7.6	10.0	14.9	18.2
	Retired	28.1	6.3	1.9	30.1	37.2	36.0	22.9	22.4
Size of town/city	Up to 5,000 inhabitants	11.6	10.5	20.1	18.2	11.7	23.0	16.7	17.5
	5-20,000 inhabitants	37.9	45.3	44.7	42.0	38.6	43.0	41.8	26.4
	20-50,000 inhabitants	15.2	14.7	14.0	17.6	15.2	14.0	15.0	18.4
	50-250,000 inhabitants	16.1	10.5	9.5	9.1	15.9	9.0	11.6	21.2
	More than 250,000 inhabitants	19.2	18.9	11.7	13.1	18.6	11.0	14.9	16.5

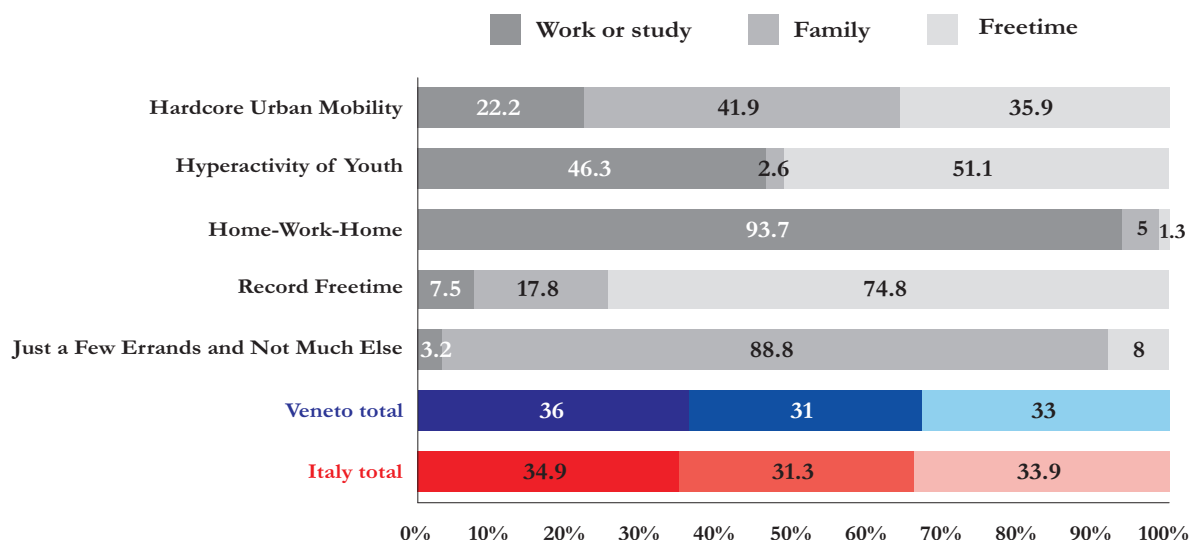
(\*) IME is a synthetic index of amount of mobility expressed by the cluster, it combines time taken, distance travelled and the number of journeys during the day. These are the three main factors of mobility.

Source: processing by Regione Veneto - Direzione Sistema Statistico Regionale on Isfort - National Observatory "Audimob" on Italian Citizens' Mobility data

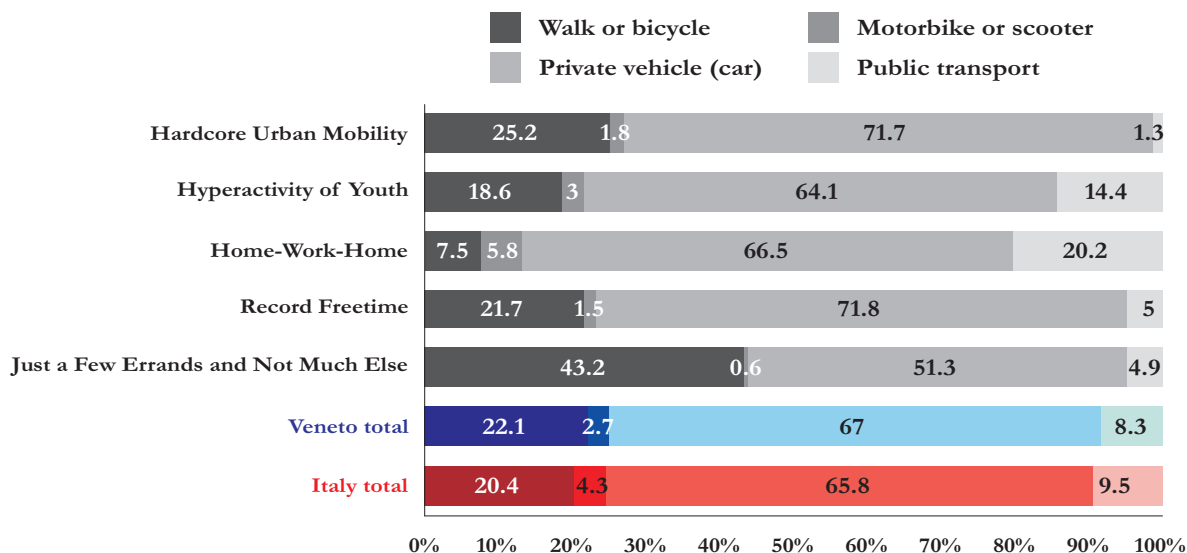
Reasons for movements is a central element to each group and a recurring theme in analysing the clusters. This is particularly true for at least three of the groups: “Home-Work-Home” (the working commuters); “Record Freetime” (people in this group move around for their freetime activities); and “Just a Few Small Errands and Not Much Else” (mainly women and the elderly who leave their houses almost exclusively for reasons related to taking care of their home and family).

Furthermore, it can be seen that those groups with the biggest mobility requirements in Veneto are both much more satisfied with individual means of transport (the car, motorbike, bike) than with collective means, and use public transport much less than they use their private means of transport. This shows that collective transport, as it is organised at the moment, is only partially able to meet the multi-faceted demand from the groups with the highest mobility needs. For example, those in the “Hardcore Urban Mobility” group are certainly not able to find a public transport service which is able to deal with their demand for scattered mobility. However, the “Home-Work-Home” group, who use collective transport fairly intensively, more than the national average, show that public transport can work when movements are regular and over a medium distance.

### Reasons for journey (%)



### Means of transport used in journeys



Source: processing by Regione Veneto - Direzione Sistema Statistico Regionale on Isfort - National Observatory “Audimob” on Italian Citizens’ Mobility data

In accordance with Regional Law no. 8 of 2002, Ufficio di Statistica della Regione Veneto gathers, analyses and disseminates statistical information for the benefit of the region. The processed data herein is the patrimony of the entire region and is published in brochures as well as on the Regione Veneto website at [www.regione.veneto.it/statistica](http://www.regione.veneto.it/statistica).



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