

Personas: Profiling how New Zealanders travel



Combining evidence with narrative:

Adding people back into the picture to more effectively inform and communicate policy impacts



Personas: Profiling how New Zealanders travel



Why

- ▶ Communication and narrative
 - ▶ *Using characters and archetypes to investigate the possible impacts of policies and to more effectively communicate concepts and effects*
 - ▶ *Building on the basis of Inland Revenue/NZ Transport Agency profiling work*

How

- ▶ Household Travel Survey data
 - ▶ *Ongoing survey of household travel 2003 – 2013*
- ▶ Other sources
 - ▶ *Statistics NZ – income and expenditure*

Preliminary Results

- ▶ Our personas
 - ▶ *Some preliminary examples*

An additional tool – not a replacement



National level statistics and demographic breakdowns

	Male	Female
Age		
Age		
Age		
Age		
Age		



Personas and their stories

	Male	Female
Age		
Age		
Age		
Age		
Age		

Jack

Iris

Felicity

Amanda

Brent

Defining characteristics and coverage



Currently 17 personas

- ▶ Age/gender
- ▶ Household status
- ▶ Life stage
 - ▶ *Children*
 - ▶ *Employment*

These can be tailored to the project/narrative required, but we are limited by the information available

Population coverage

- ▶ 47% of the population can be categorised under one of the persona types
 - ▶ *NB none of the personas are children, but several include children in the household*
- ▶ 74% of the population is in a household that includes a persona

Example personas and what can be done with them

► Individuals



Donna – couple, 30-64 years old, no children



Time spent travelling

▶ Nearly 8 hours per week

- ▶ 51% as a car or a van driver
- ▶ 31% as a car or van passenger

- ▶ 1 ½ hours per week for shopping/personal business/medical
- ▶ Just over an hour a week for social visits
- ▶ Around 55 minutes per week getting to work



31% have ridden a bicycle
in the last year



55% work full time



53% have a personal income
of between \$15 000 and
\$70 000

30% have used public
transport in the last year

12% have a personal
income of over \$70 000

Douglas – couple, 30-64 years old, no children



Time spent travelling

▶ Over 9 hours per week

- ▶ 77% as a car or a van driver
- ▶ 7% as a car or van passenger

- ▶ 1 hour 20 min per week for shopping/personal business/medical
- ▶ 1 hour 15 min per week getting to work
- ▶ Nearly 1 hour and 20 min per week on employers business



38% have ridden a bicycle
in the last year



84% work full time



48% have a personal income
of between \$15 000 and
\$70 000

27% have used public
transport in the last year

28% have a personal
income of over \$70 000

Donna and Douglas – couple, 30-64 years old, no children

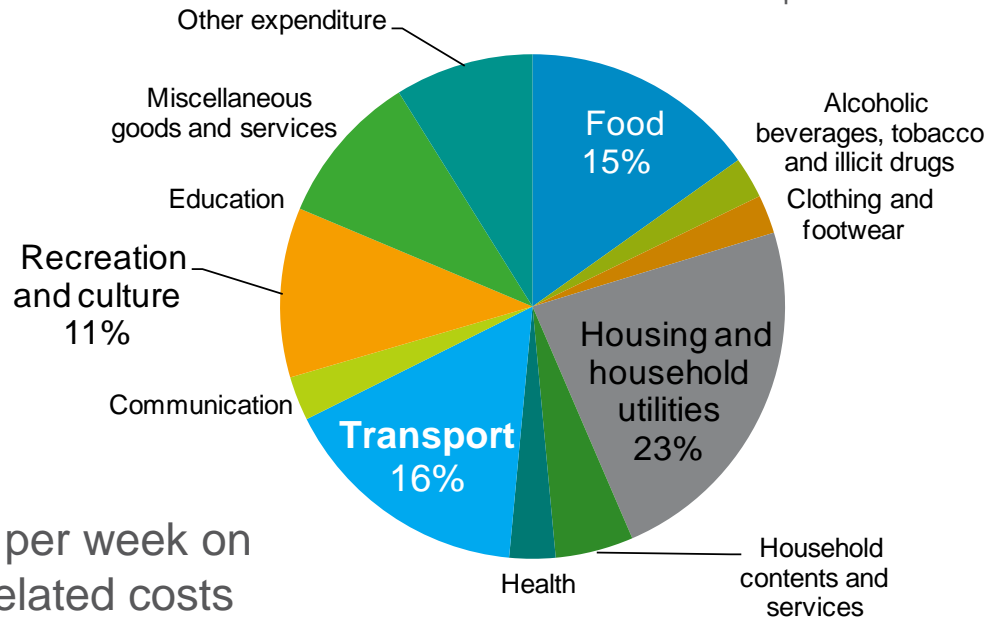


Other sources of information

Statistics NZ

Household Economic Survey 2013

Average weekly expenditure for a couple with no children is \$1173.50



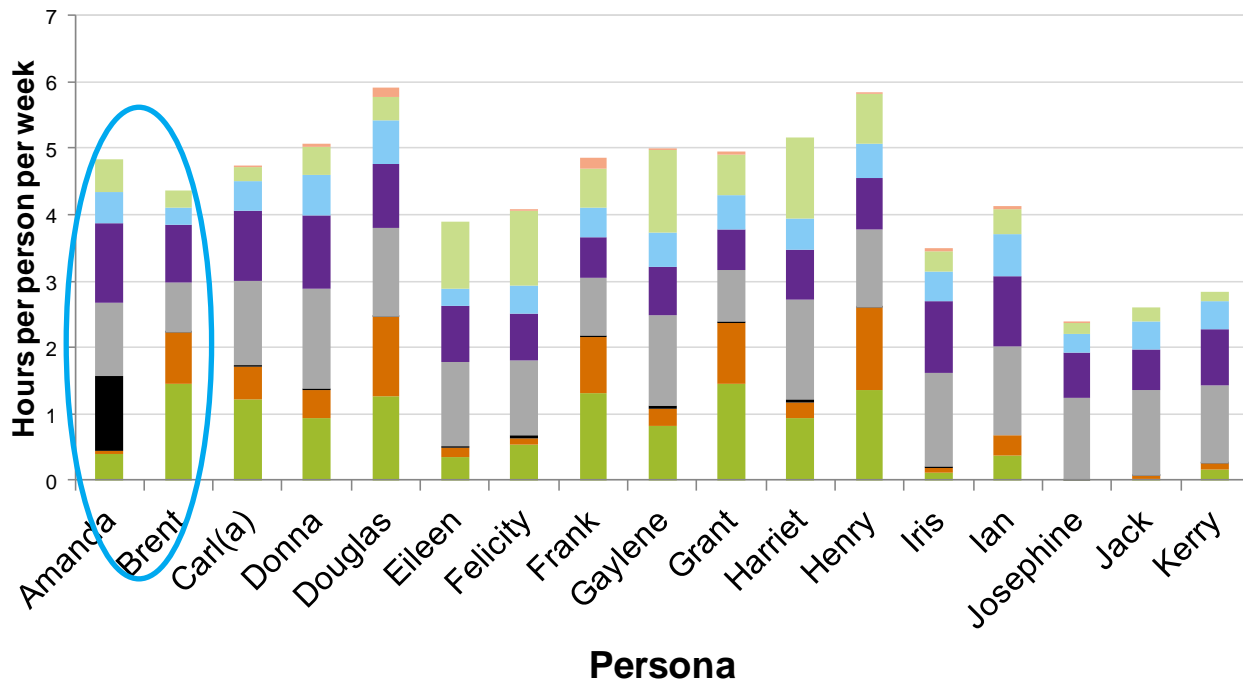
They spend nearly \$200 per week on transport and transport related costs

Example personas and what can be done with them

- ▶ Comparisons between individuals



Hours spent travelling per person per week by travel purpose (2010-2013)



18-22 years old

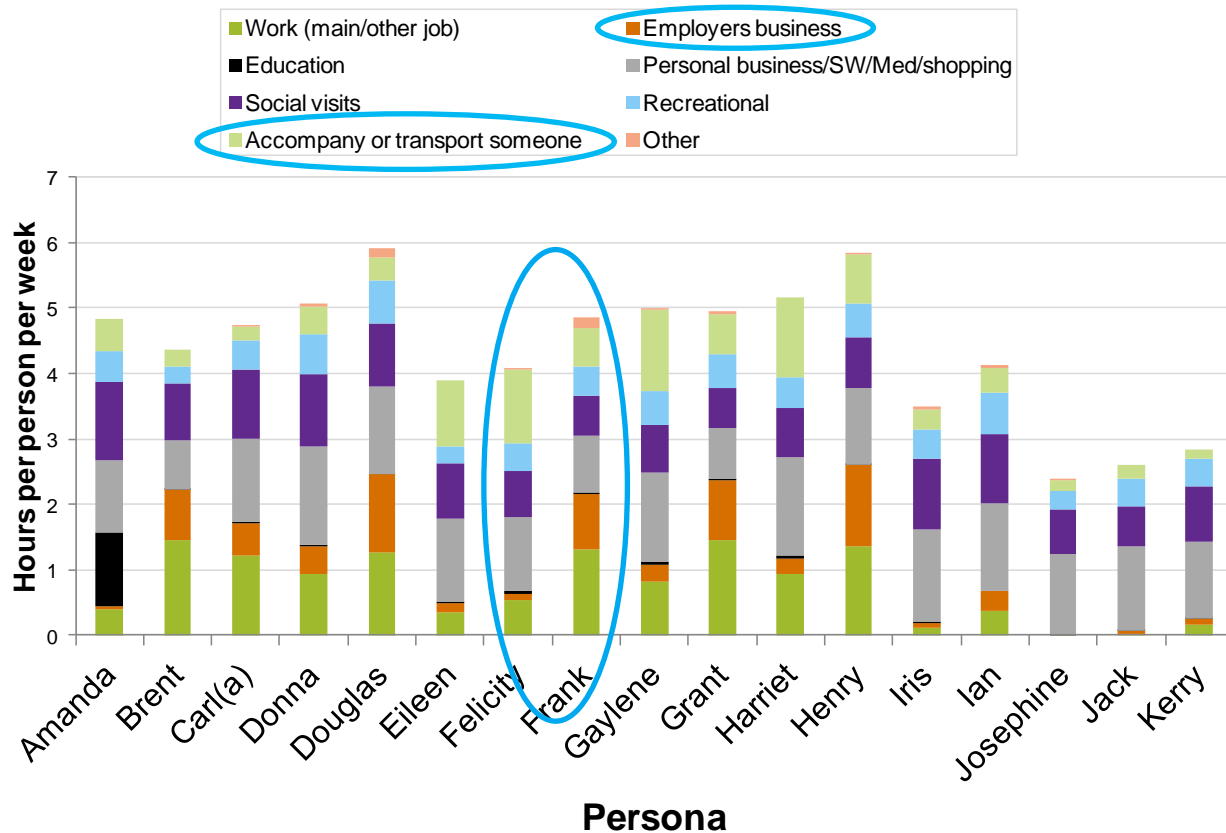
Amanda

▶ Young student

Brent

▶ Young employed

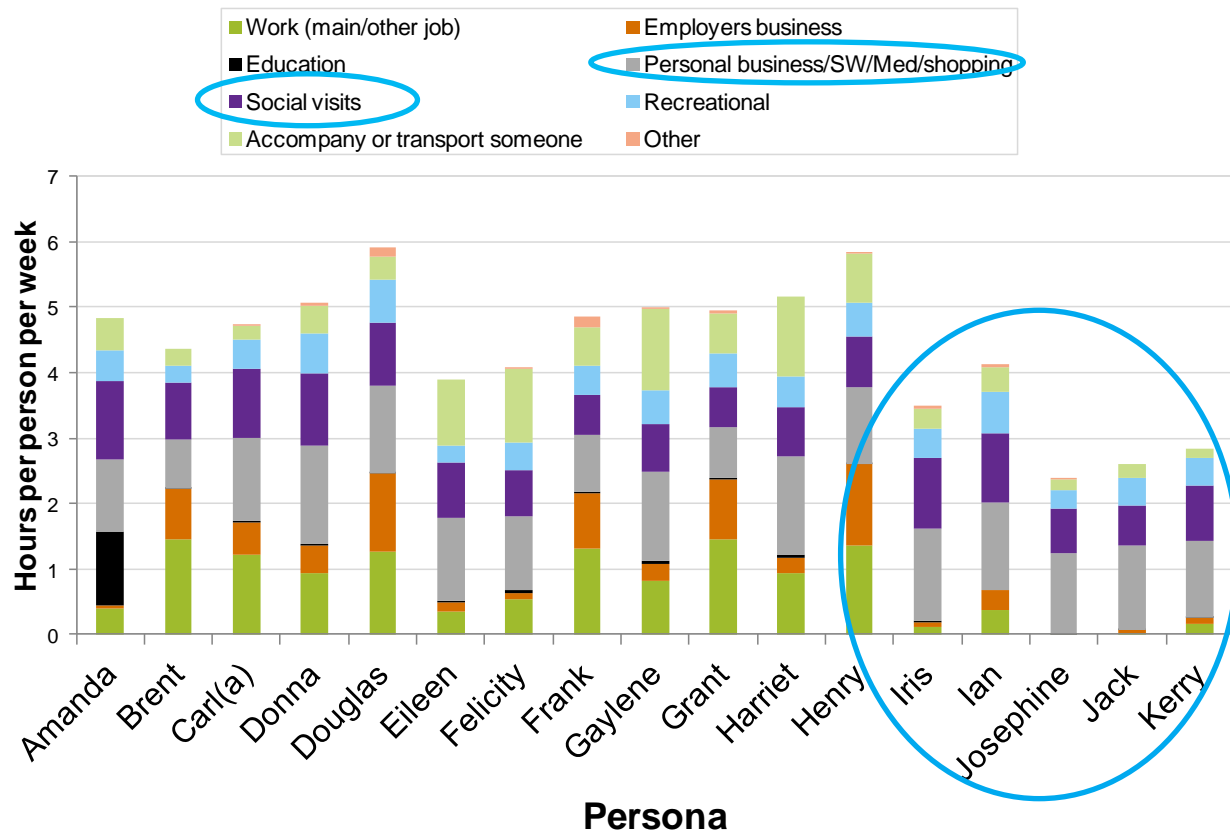
Hours spent travelling per person per week by travel purpose (2010-2013)



Felicity and Frank

- ▶ 20-44 year old couple
- ▶ Preschool children

Hours spent travelling per person per week by travel purpose (2010-2013)



Over 65 years
 ▶ Couples and single



Limitations

- ▶ Available data sets and sample sizes
 - ▶ *Can't get too specific*
 - ▶ *Difficult to cover 100 percent of the population*
- ▶ Definitions between different surveys

How can we help people with this tool?

- ▶ A way of communicating to people who are not grabbed by pure statistics, but still supported by an evidence basis

What stories can we help people tell?

- ▶ Possible policy areas
 - ▶ *Super Gold Card*
 - ▶ *Future demand scenarios*
 - ▶ *Active mode use*
 - ▶ *Household vehicles*
- ▶ Policy impacts on different sectors of society
 - ▶ *For example, ACC changes around vehicles*

Thank you

