

**Maps / GIS:**  
**GGR424 - Transportation Geography & Planning**

Jeff Allen

University of Toronto

February 14, 2022

## Today

- ▶ Travel behaviour data
  1. Surveys
  2. Sensors (e.g. GPS)
- ▶ Maps for navigation / wayfinding
- ▶ Demoing a few things in GIS / chat about the next assignment

## Travel Behaviour Data - 1. Surveys

Travel surveys typically ask for two types of information:

- ▶ Individual / household information (e.g. age, income, job status, household size, home address, work address)
- ▶ A travel diary (a trip-by-trip record of how, where, and when you travelled - usually over the course of a weekday)

These two data tables can be 'joined' to answer a number of analytical questions

## Two types of questions

- ▶ Revealed preference
  - ▶ What did you do
  - ▶ *e.g. did you buy an electric vehicle?*
- ▶ Stated preference
  - ▶ What would you do
  - ▶ *e.g. would you buy an electric vehicle?*

