

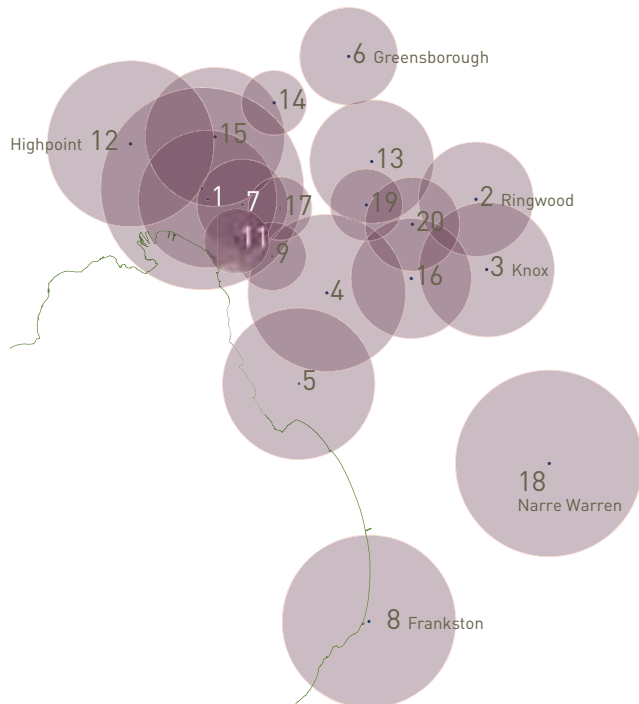
Going shopping

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Driving or being a car passenger accounted for 74% of trips to shopping for the Victorian Activity and Travel Survey (VATS) sample between 1994 and 2000. This includes trips made from both home and work.

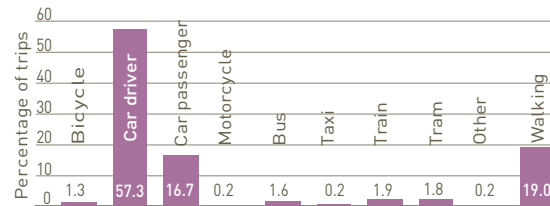
The 20 most visited shopping spots in Melbourne are mainly in the inner to middle suburbs. Outside central Melbourne, proximity to public transport has only a minor impact on its use for travelling to shopping centres. Walking and public transport are used more often in the CBD for shopping. These trips include people shopping while in the CBD for other purposes.

2 Average trip distance to Melbourne's top 20 shopping destinations, 1994-99*



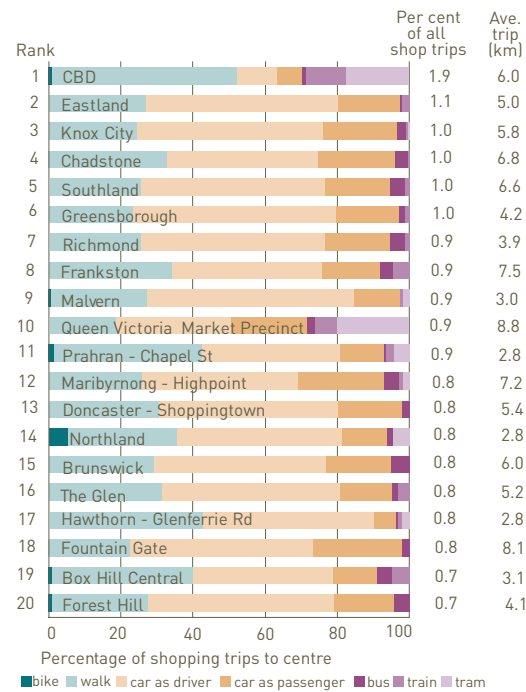
*Number indicates centre's ranking

1 Transport to shopping in Melbourne, 1994-2001



Note: Data is total of all years 1994-2001

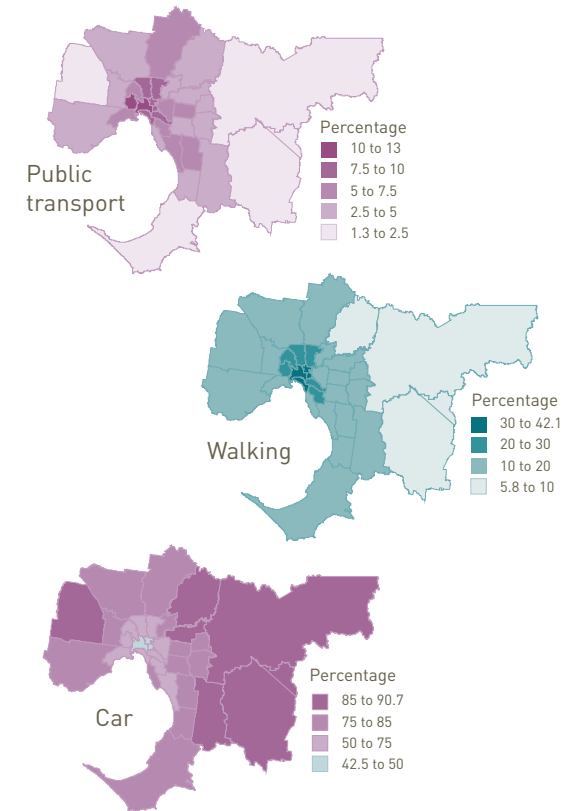
3 Proportion of trips by mode to Melbourne's top 20 shopping destinations, 1994-99



Shopping trips in Local Government Areas

Going shopping on foot is most common in the inner areas of the City of Melbourne, Port Phillip and Yarra. These figures include shopping trips from work and from home. Public transport is used less than walking or driving to travel to shops in all municipalities. Across Melbourne, 5.5% of shopping trips are made by public transport.

4 Percentage of shopping trips by car, walking and public transport by Local Government Area of origin, 1994-2002



Note: Public transport includes taxi, bus (school and other), train and tram.