

Study on the possibility of changing travel behavior for shopping in Sapporo City
(札幌における買い物時の交通行動変容に関する研究)

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There is an increasing dependency on automobiles in Sapporo metropolitan area that people tend to use cars for short private trips such as shopping. On the other hand, the number of users of public transportation system has been declining for last decades, and the trend is especially prominent for public buses. Considering the decreasing number of people but the rapidly growing number of elderly people in the future, Sapporo City plans an urban development strategy to establish public transportation-centered traffic system, and to reduce the excessive dependency on automobiles. This study focuses on the individual mobility use in Sapporo City, especially on the usage of cars for shopping. Preliminary survey was performed to understand the present situation of transportation device when people go for shopping, Post survey was carried out to measure behavioral modification by providing several mobility information to participants. Kiyota Ward has been chosen as a research site, where there are no train/subway systems and therefore the residents are considered to depend relatively highly on private cars than the other wards in Sapporo City. Preliminary survey has been conducted at a shopping center, by distributing questionnaires to the shoppers. Post survey was conducted as experiment survey where participants were divided to either information provided group or a control group, and analyze the impulse of changing travel behavior and transportation awareness. The results from the preliminary survey demonstrate that the dependency on cars is remarkable, especially for shoppers to super market (58%), shopping center (76%) and drugstore (61%), while the dependency is relatively low for those to convenience store (53% on foot, 37% by car) and department store (32% by car, 30% by subway and 29% by bus). Although only slight difference in using cars was found between preliminary and post surveys, there was a significant change in awareness of car usage for daily life. Also, the shoppers with information provided have a tendency of changing their behavior on transportation than those without information provided. This survey indicated the possibility of promoting citizens' modal shifts by providing information about public transportation, and for the further acceleration to change their behavior, an innovative change in public transport system from the viewpoint of the user side is essential.