

CIM 00H survey

Publication 2022-1



CIM publishes a new update of the OOH survey

- **3rd full modelling** since the beginning of the survey (2017)
- **New travel data**, taking into account:



OSM map update

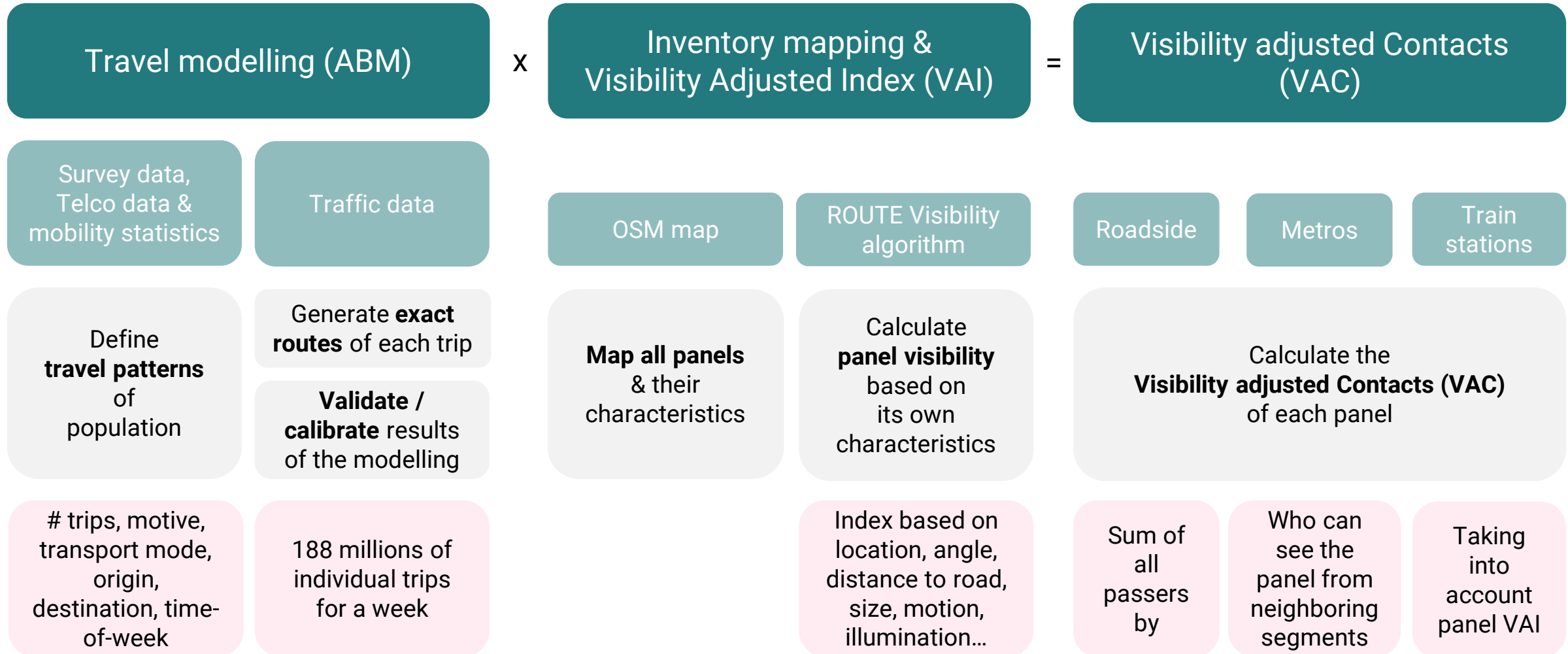


Virtual population update



Data sources update

The OOH survey – Short reminder



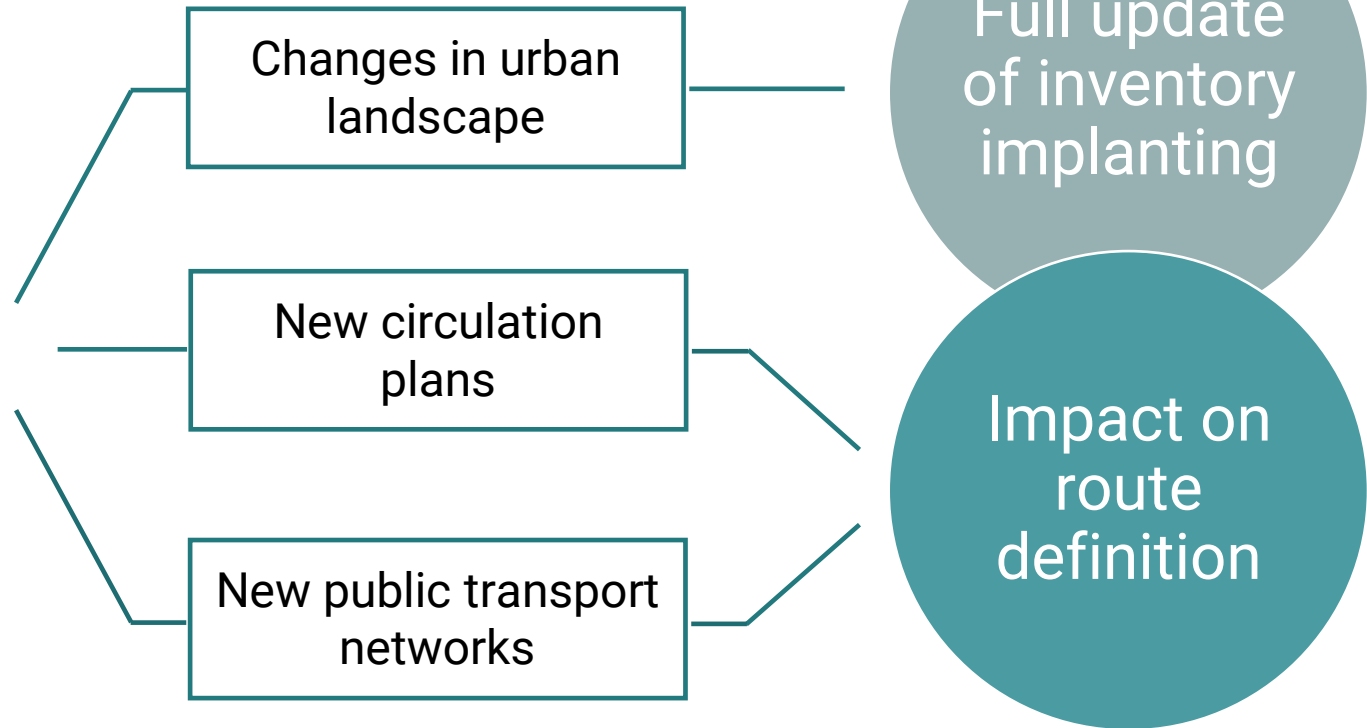
What's  in 2022-1?



OSM map update



New OSM map (2020) with latest traffic conditions*

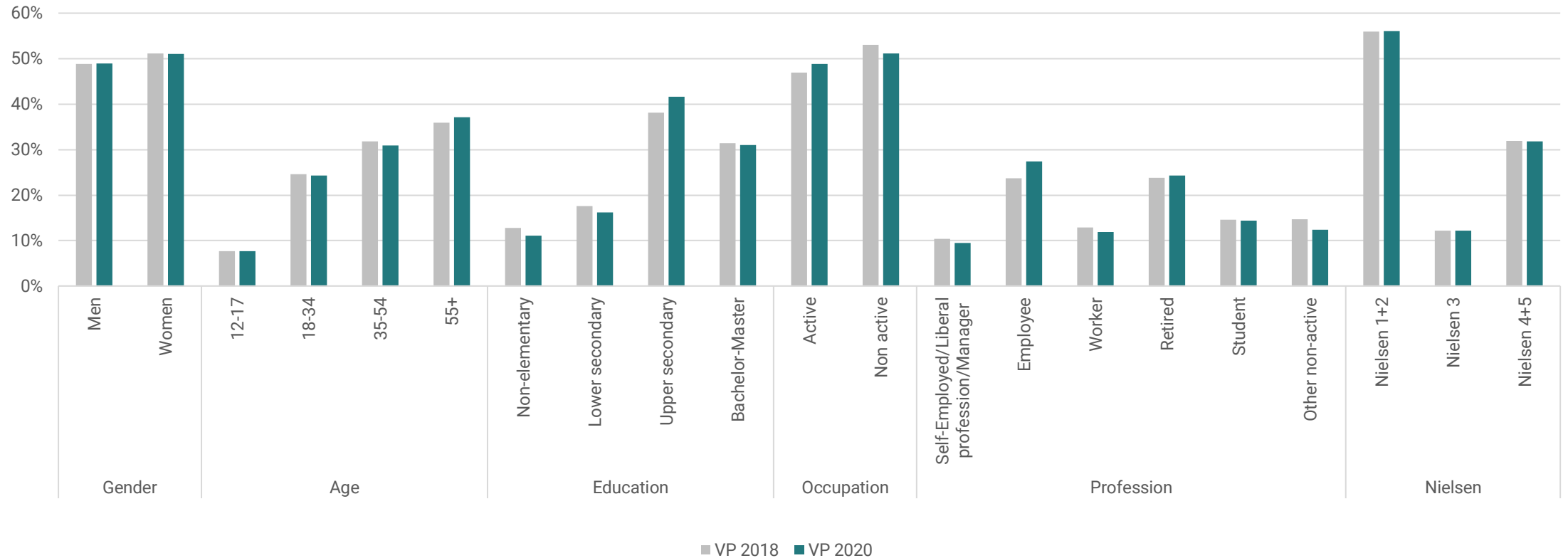


* Update from 11/2015 version to 01/2020 version

Virtual population update



New virtual population based on CIM VP 2020
9.885.365 Belgians 12+ (+1.7% vs 2018)



Data sources update



● Survey data

NEW

The national mobility survey « MONITOR » added to the travel surveys data

Why

Define individual mobility patterns

Details

- Done by SPF Mobility and VIAS institute
- Sample: 10,632 indiv 6+
- One day travel diaries
- Collection: 03/2016-06/2017

● Telco data

UPDATE

Mobile location data (Proximus)

Why

Modelize the destination of « other » trips

Details

- 3-month observation period in 2019

● Floating car data

UPDATE

GPS data

Why

Validate / calibrate modelling & define average speed

Details

- From Be-Mobile
- Sample : 450,000 vehicles
- Period: March-June 2019

● Counts & statistics

UPDATE

Traffic counts & official mobility statistics

Why

Benchmarks to validate / calibrate the modelling

Details

- Public transport statistics
- Loop detectors
- FOD Mobility & Transport
- DIV total mileage

Any questions?



Full methodology and main results available on our website



<https://www.cim.be/fr/methodologie?media=out-of-home>

<https://www.cim.be/nl/methodologie?media=out-of-home>

You can also contact us!



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