**WHAT ON EARTH IS INDUCED DEMAND?**

**KEY UNDERLYING FACTORS**

**People want to spend as little time travelling as possible.**

**People adapt their lifestyles to new road conditions.**

**People choose the shortest travel time they can afford.**

**People choose the easiest option that is available to them.**

**People stick to preferred routes unless a significant change occurs.**

**Major shifts in cost may cause people to change their mode of travel.**

**IN A NUTSHELL:**

_People choose the shortest travel time they can afford._

_When you build more roads, more people use them._

**HOW IT WORKS:**

1. A road is built or expanded

2. Initially travel times decrease due to the bigger capacity

3. Word spreads that the new roadway is faster

4. People change their route or make additional trips to make use of the new, faster option

5. Driving appears easier and other modes become less attractive

6. More and more new trips are taken on the new route. Traffic congestion returns to its previous state as the roadway reaches capacity

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**SOURCES AND CASE STUDIES:**

- Victoria Transport Policy Institute, Canada: Generated Traffic: Implications for Transport Planning
- Smarter Cambridge Transport: Reducing Traffic Congestion and Pollution in Urban Areas
- City Commentary: Traffic Congestion: Why Don’t We Learn From Better Transport? New Roads or Better Transit
- CPRE UK: Challenging the Road-Building Consensus

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