

Perception & pedestrian route choice

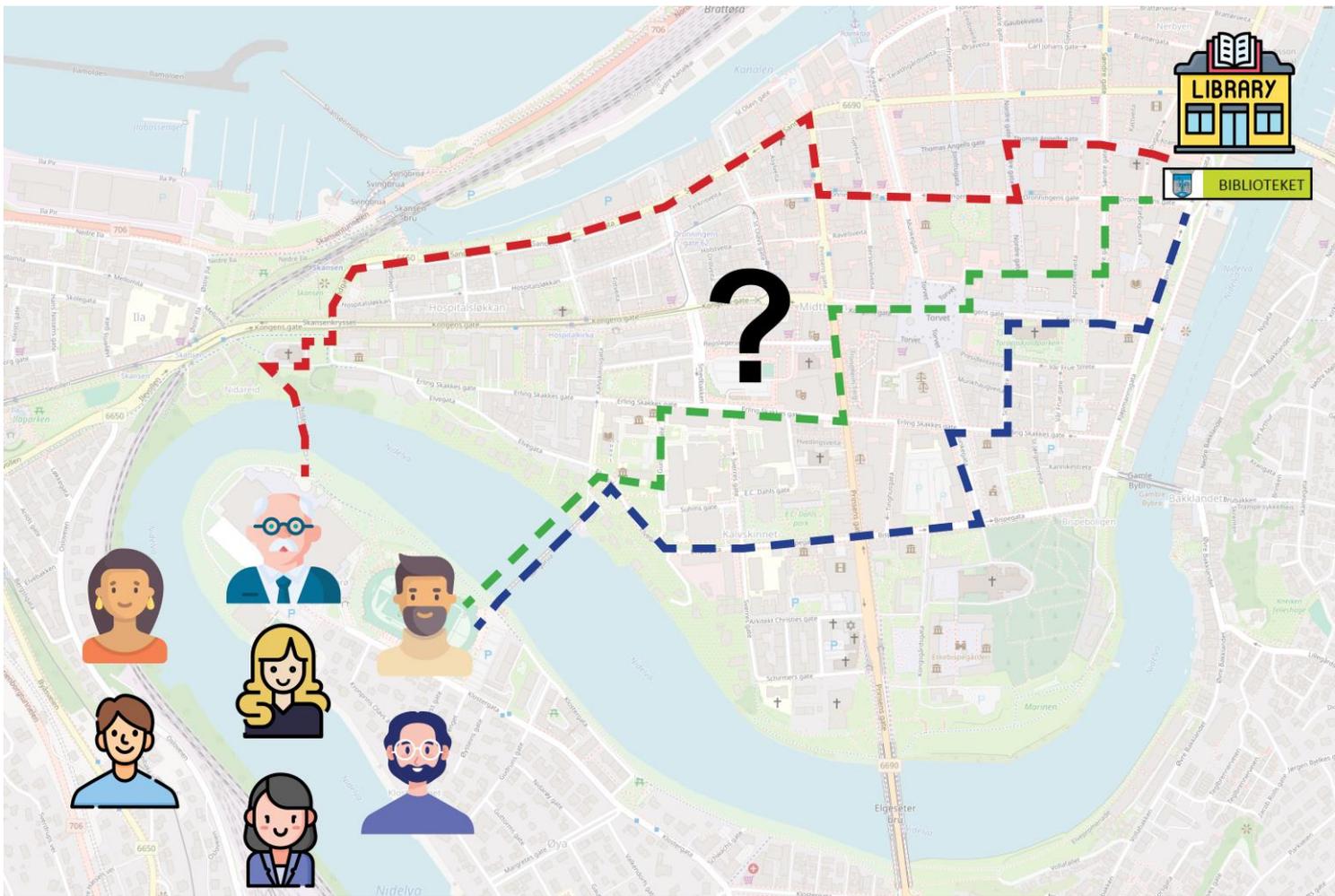
Preliminary findings from a survey

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26.09.2024



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Perception!



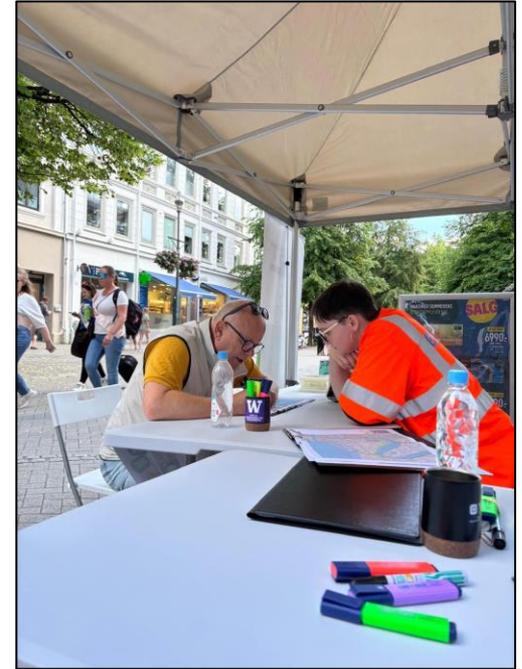
What are the factors of perceived attractiveness?



Built environment is still the same



How to capture perception?





NTNU





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Why?

Why?

Why?

I don't have any feelings about it

A lot of traffic in here

I like the nice buildings



Map:

- Bus stops
- Survey spot

Date: Saturday, 15.06.2024

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Preliminary findings



Factors for perceived attractiveness?

- **Route length & composition:**
 - In average participants **rated 60%** of their route **attractive**.
 - Even in walkable areas, Participants still notice **unattractive parts**.
 - There is a connection between **choosing preferred areas** and how **attractive** participants find their routes.
 - Overall **route length** may affect how **segments are viewed**, with shorter routes often leading to more positive perception.
 - **Nobody** rated their route as **complete unattractive**.

- **Route segments:**



What's next?

- Systematic analysis of RP
- Conducting SP Analysis
- Developing optimized routing algorithm

Collaboration interests?