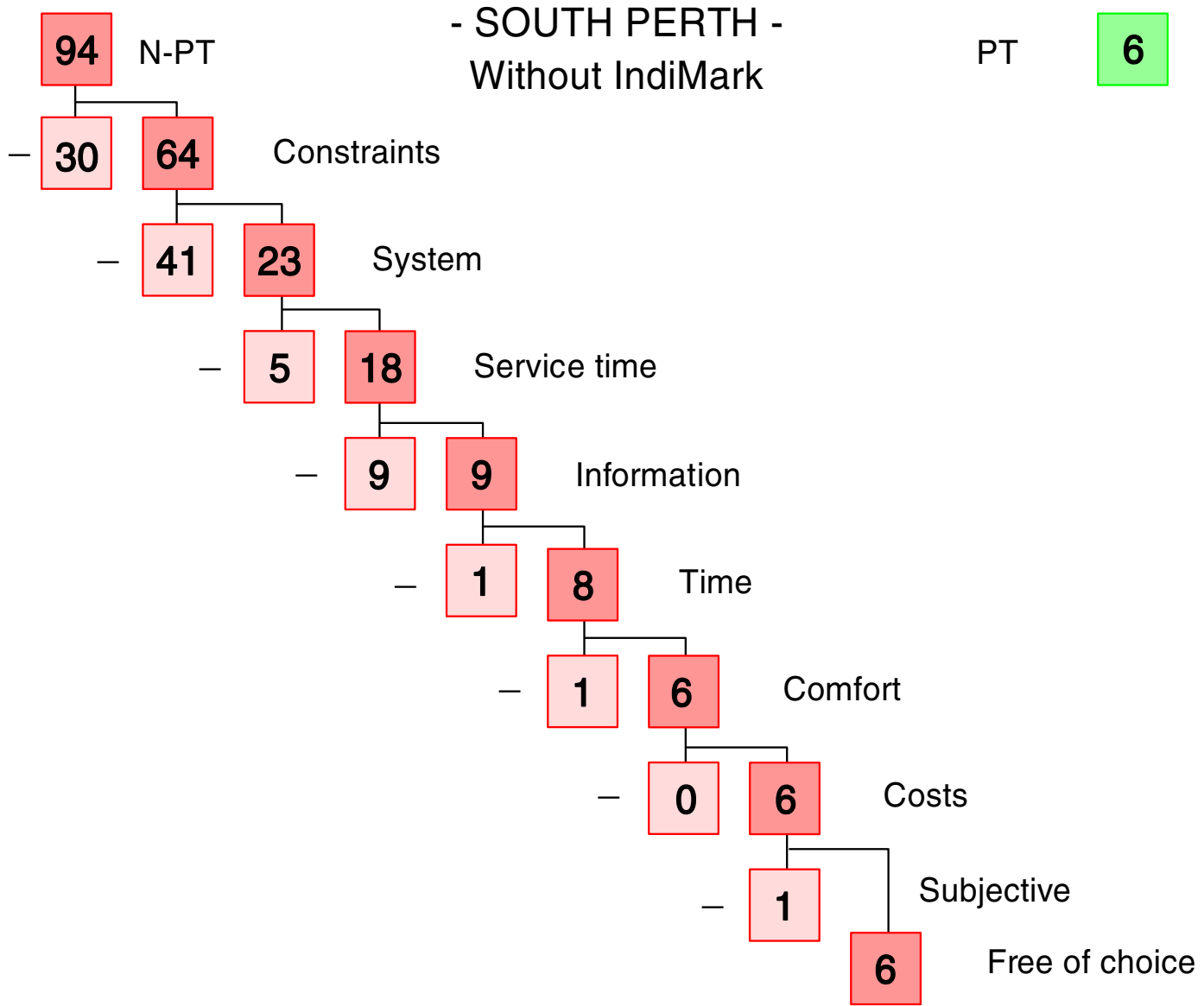


SITUATIONS OF MODE CHOICE



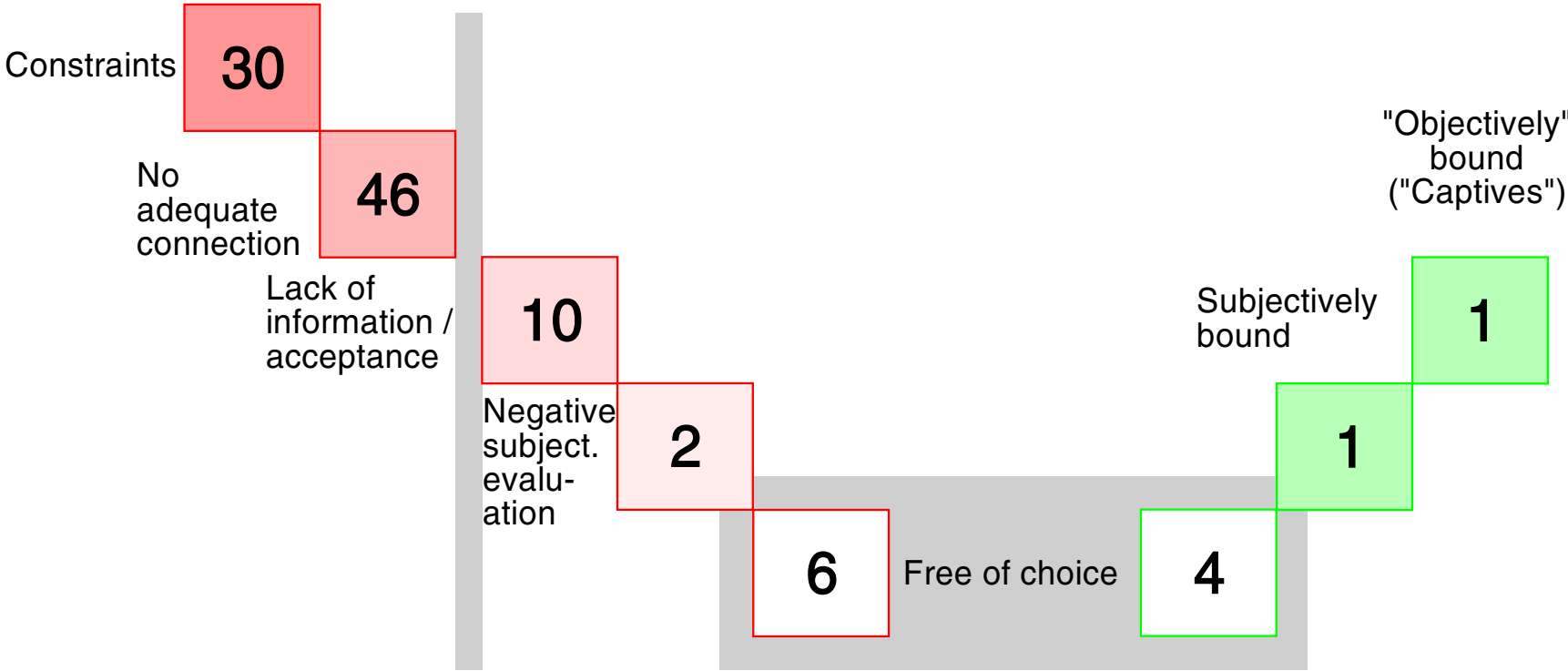
POTENTIALS FOR PUBLIC TRANSPORT



- SOUTH PERTH -
Without IndiMark

N-PT	94
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6	PT
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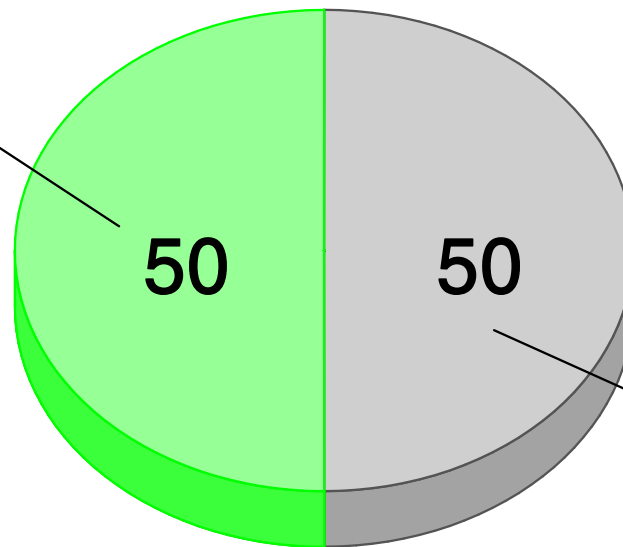
EXTENT OF INFORMATION



- SOUTH PERTH; motorised private transport -

Public transport available; no constraints

Informed
(to some
extent)

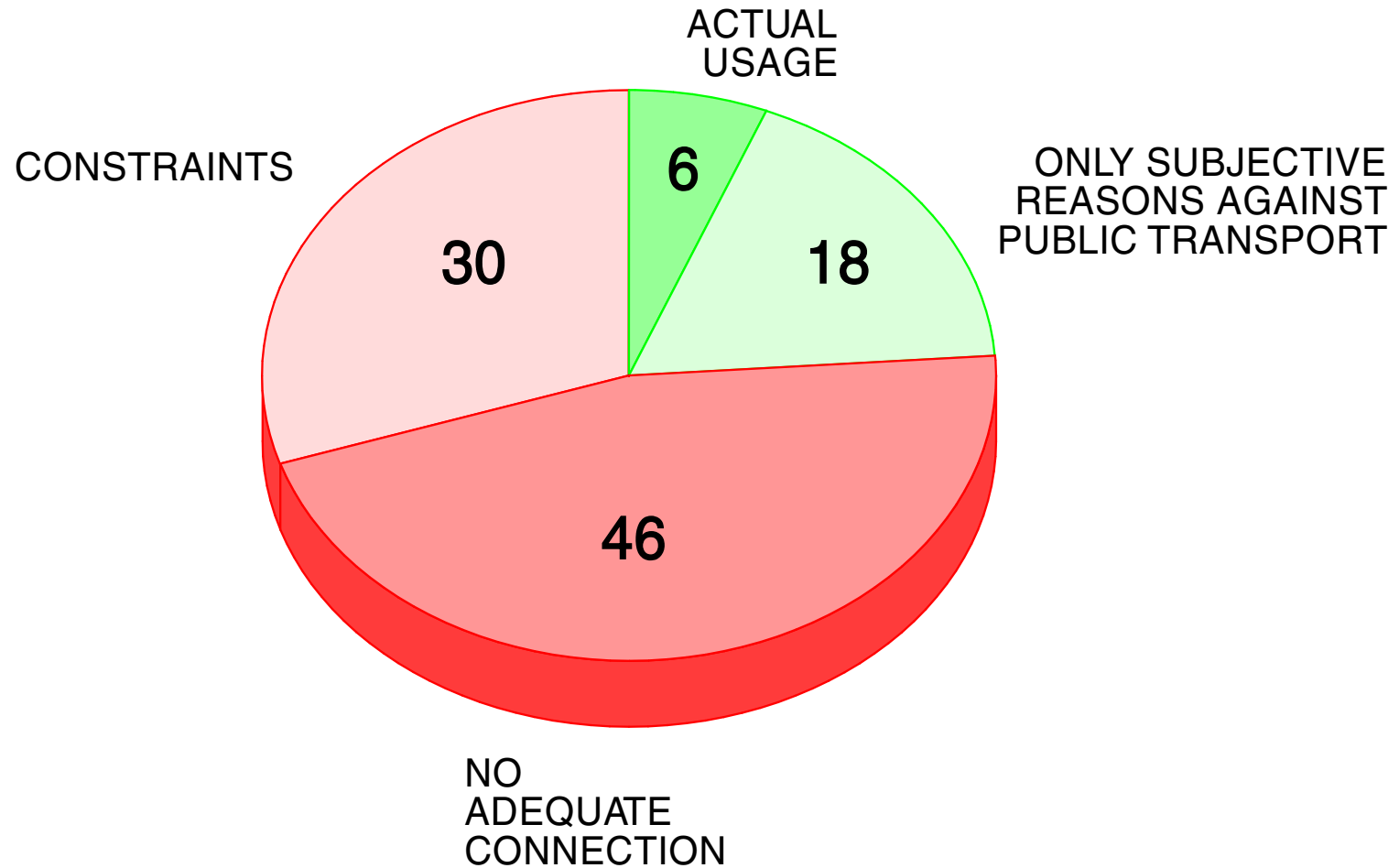


(Nearly)
not informed

POTENTIALS FOR PUBLIC TRANSPORT



- SOUTH PERTH -





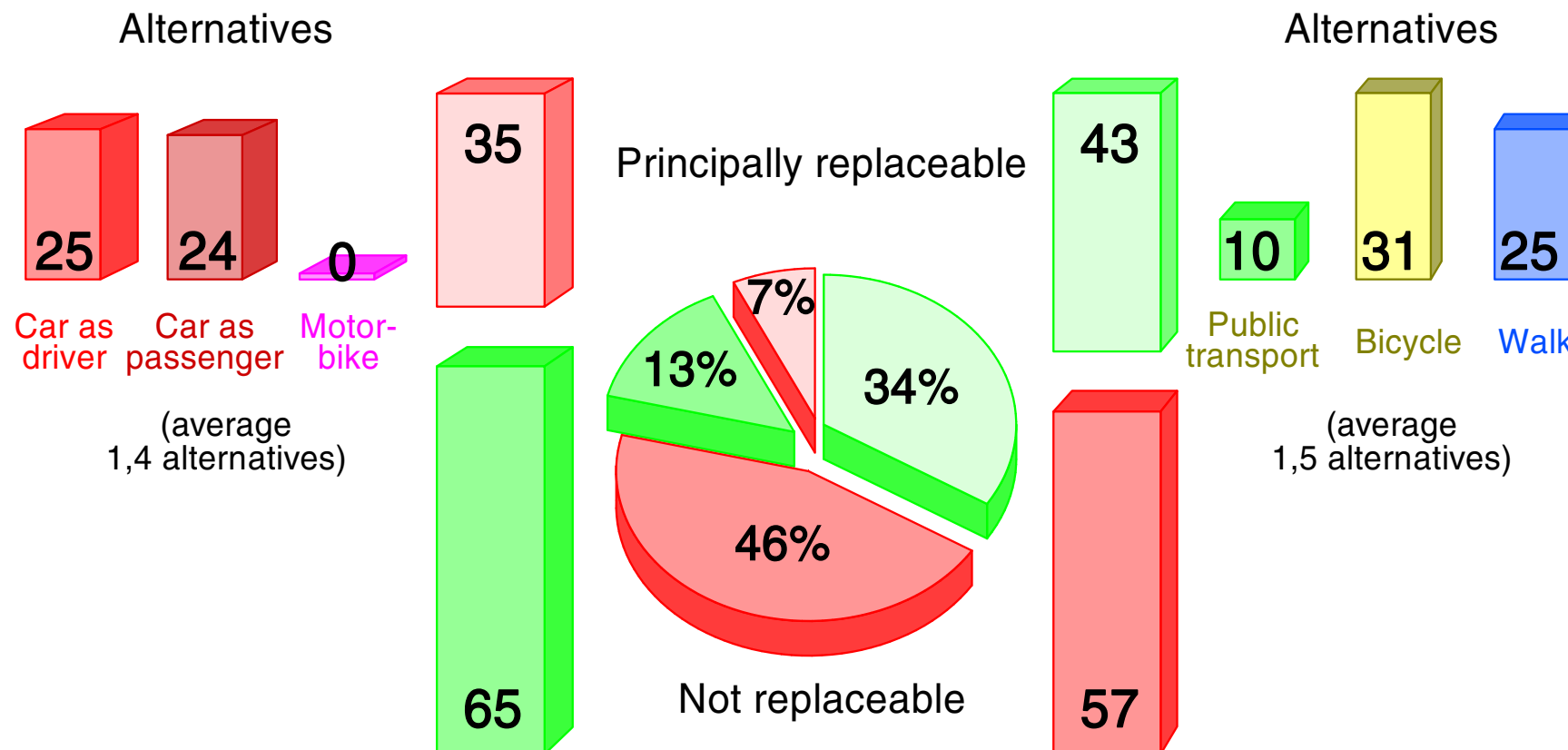
POSSIBLE CHANGES OF BEHAVIOUR

- SOUTH PERTH -

Without IndiMark

ENVIRONMENT-FRIENDLY MODES (20%)

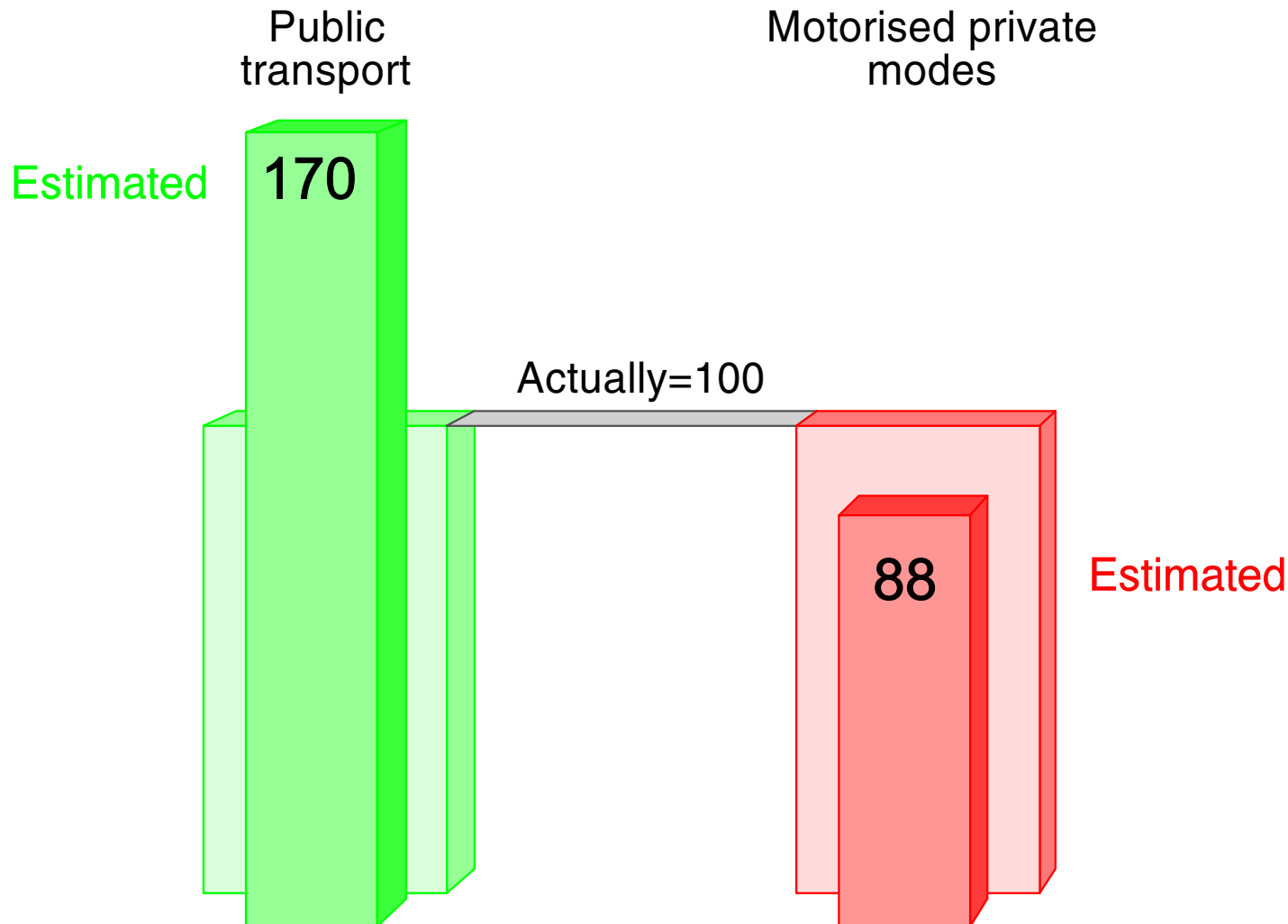
MOTORISED PRIVATE MODES (80%)



PERCEPTION OF TRAVELTIME



- SOUTH PERTH, without IndiMark[®]; trips with motorised private modes -
Public transport available; informed; no constraints on using public transport





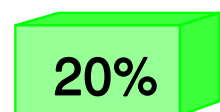
POTENTIALS

- SOUTH PERTH -

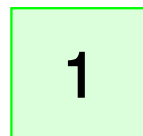
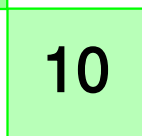
Without IndiMark

Motorised private modes

Environment-friendly modes



caused by:



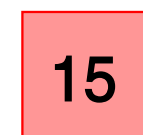
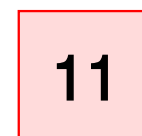
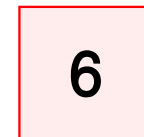
Constraints

System/"Objective"choice

Awareness

Perception

Free of choice





PRIVATE CAR TRIPS PER YEAR

- SOUTH PERTH -

All trips per year **1125**

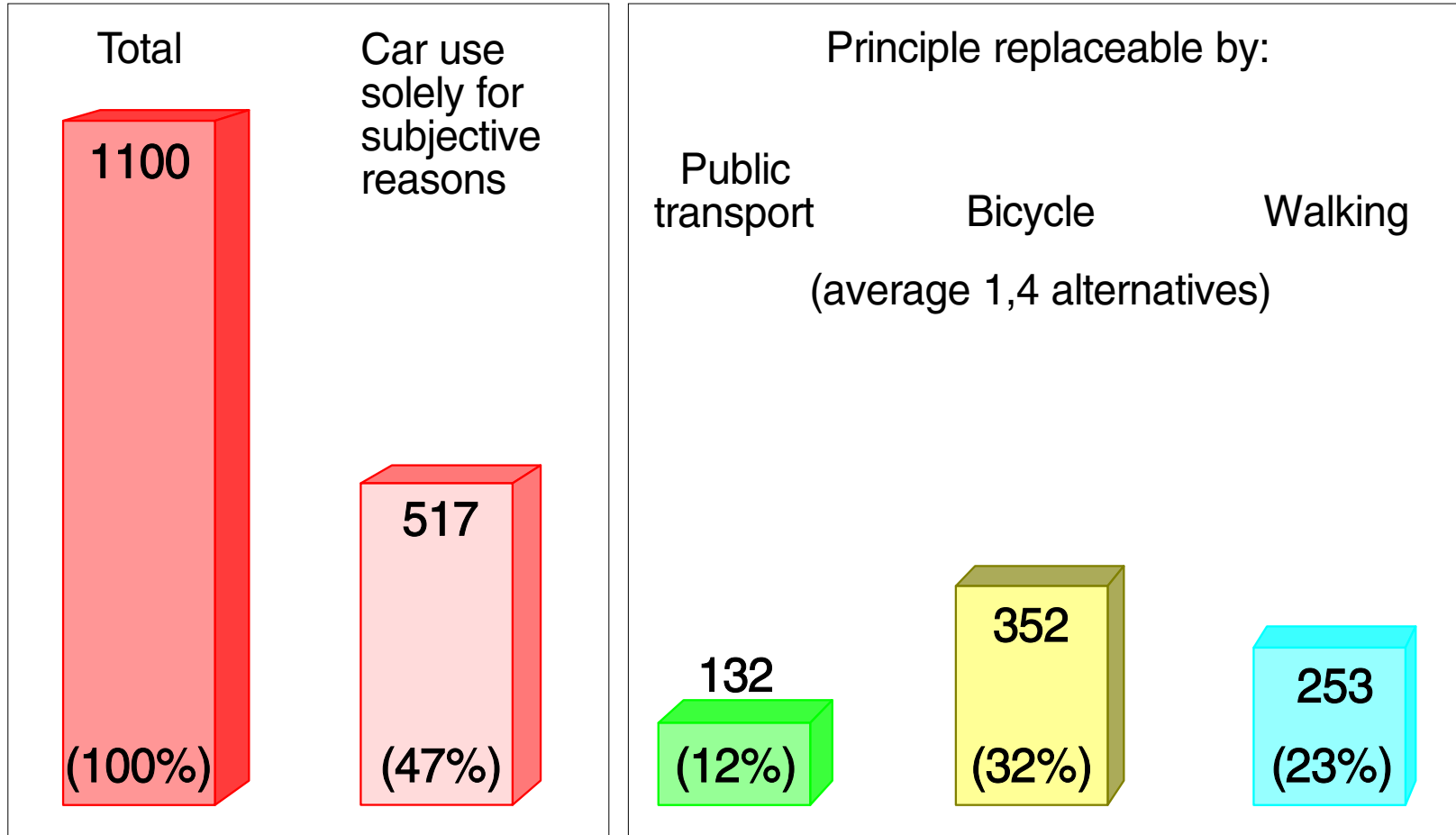
Trips entirely within Perth **1100**

	Up to 1,0 km (Ø 0,8 km)	1,1 to 3,0 km (Ø 2,3 km)	3,1 to 5,0 km (Ø 4,5 km)	5,1 to 10,0 km (Ø 8,0 km)	Over 10,0 km	Total	
Work	13	67	44	72	112	308	28%
Education	7	15	16	11	17	66	6%
Shopping and service	35	78	47	81	34	275	25%
Leisure	36	64	42	67	88	297	27%
Other	19	29	27	44	35	154	14%
Total	110	253	176	275	286	1100	
	10%	23%	16%	25%	26%		

CAR TRIPS (YEAR)



- SOUTH PERTH; TRIPS WITHIN PERTH -



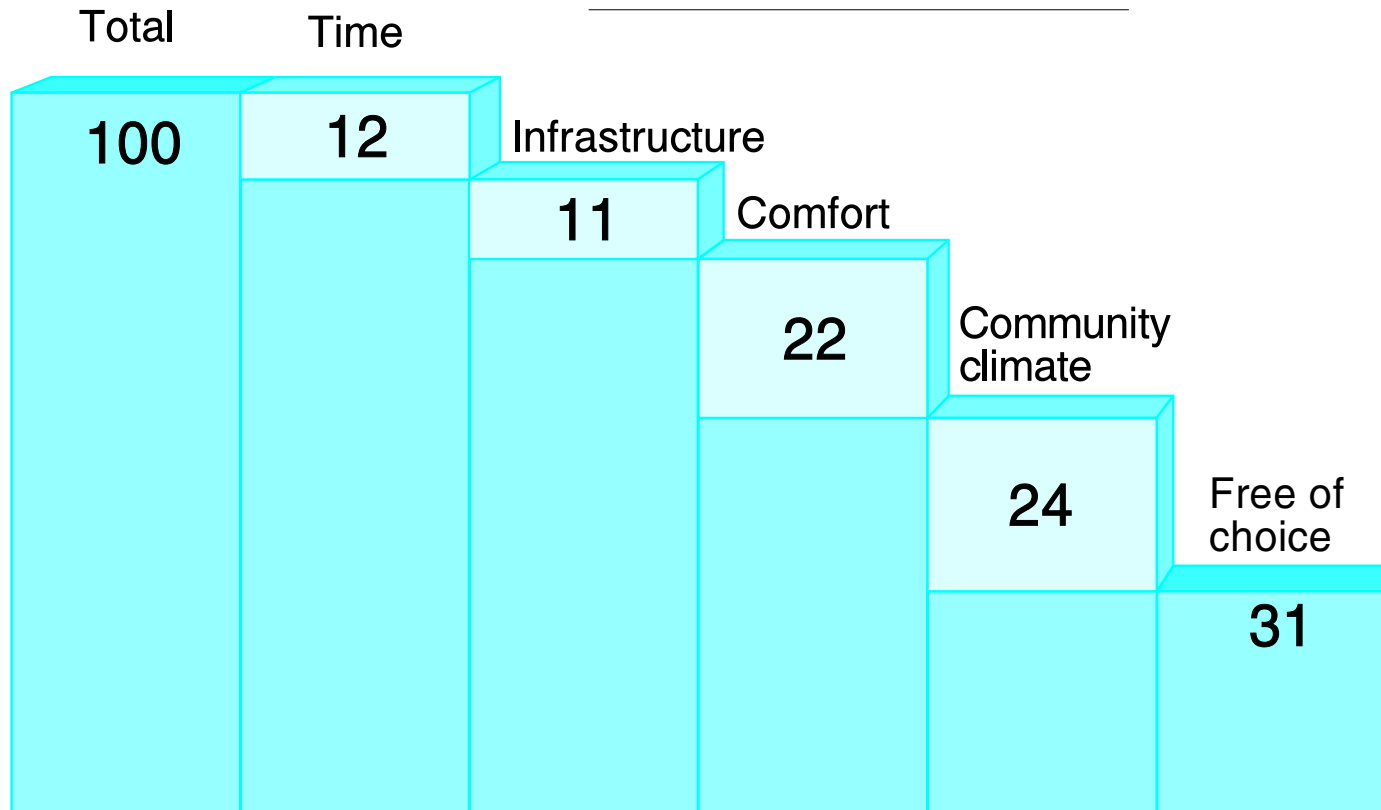
POTENTIAL FOR TRIPS ON FOOT



- SOUTH PERTH -

Car trips,
no constraints,
walking
possible (23%)

Negative judgement

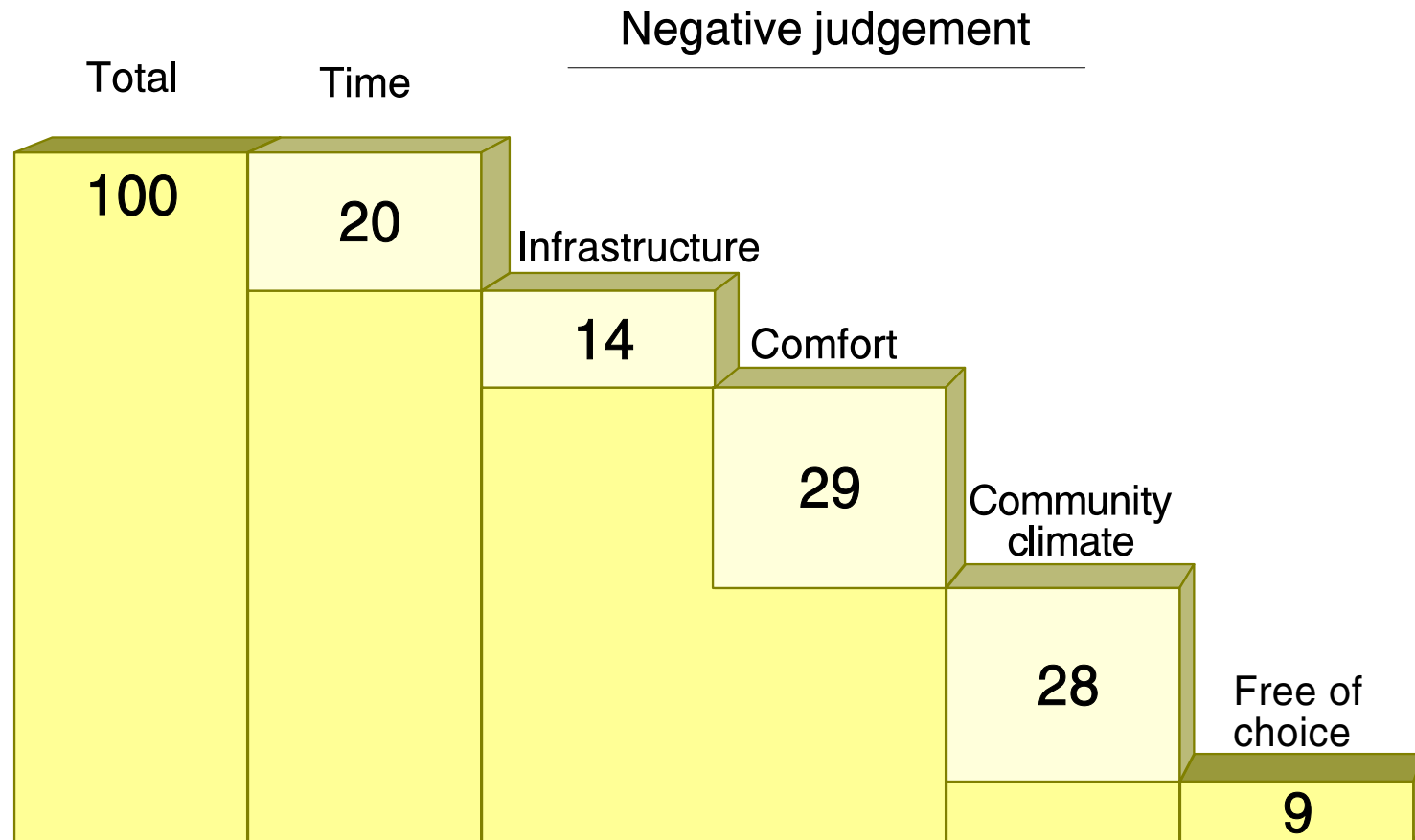




POTENTIAL FOR THE BICYCLE

- SOUTH PERTH; TRIPS WITHIN PERTH -

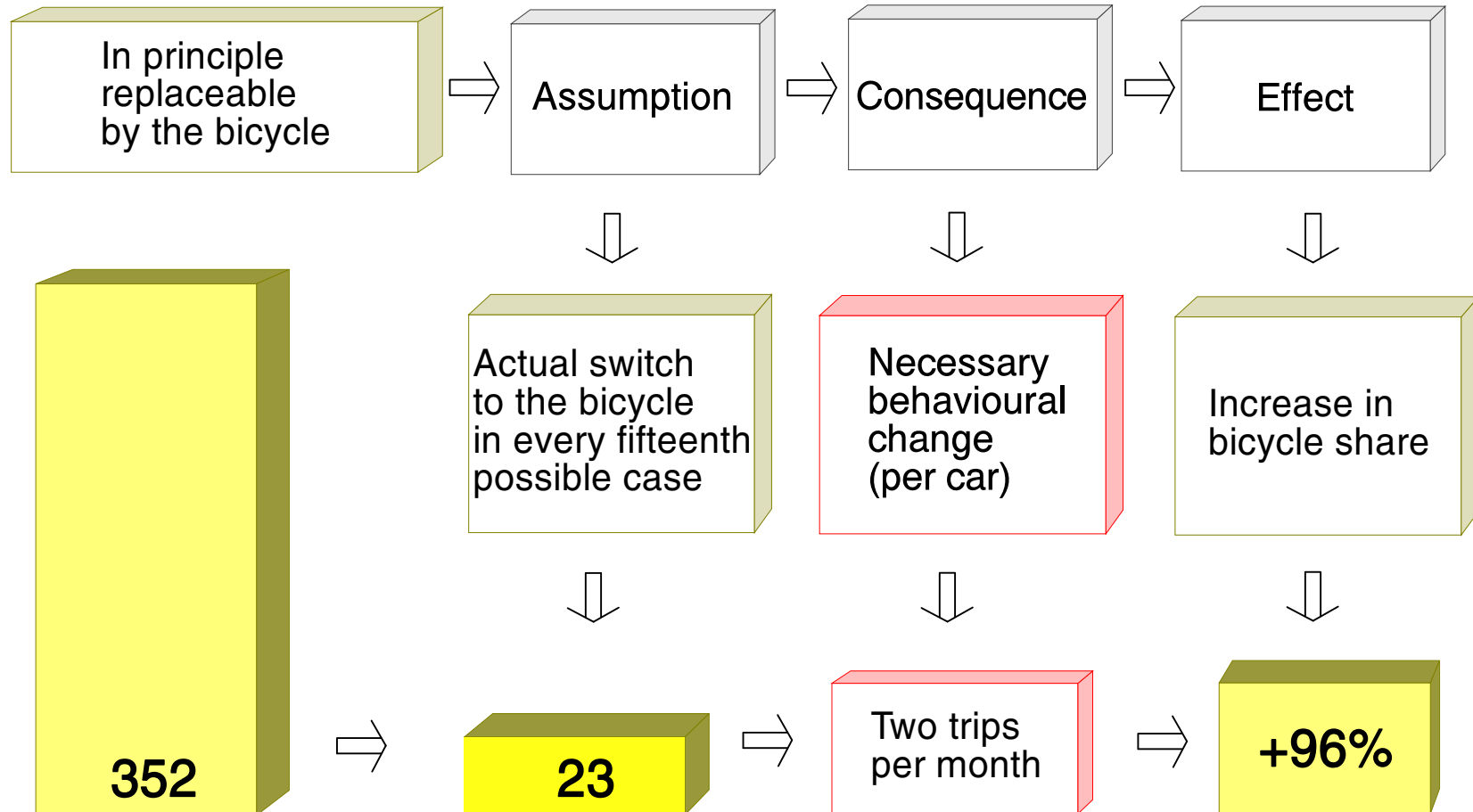
Car trips with no constraints, bicycle available (32%)



CAR TRIPS (YEAR)



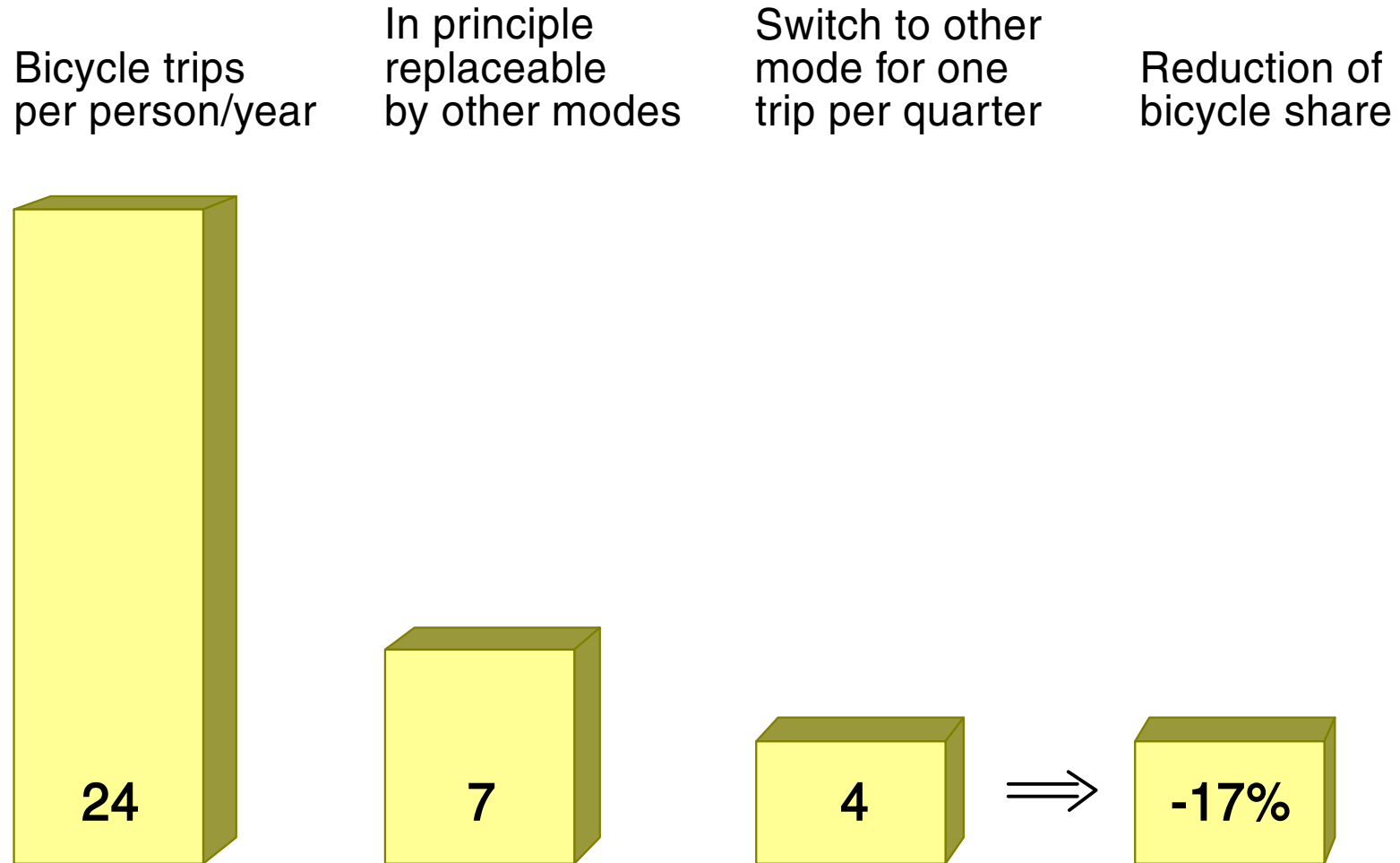
- SOUTH PERTH; TRIPS WITHIN PERTH -





"RISK"-POTENTIAL

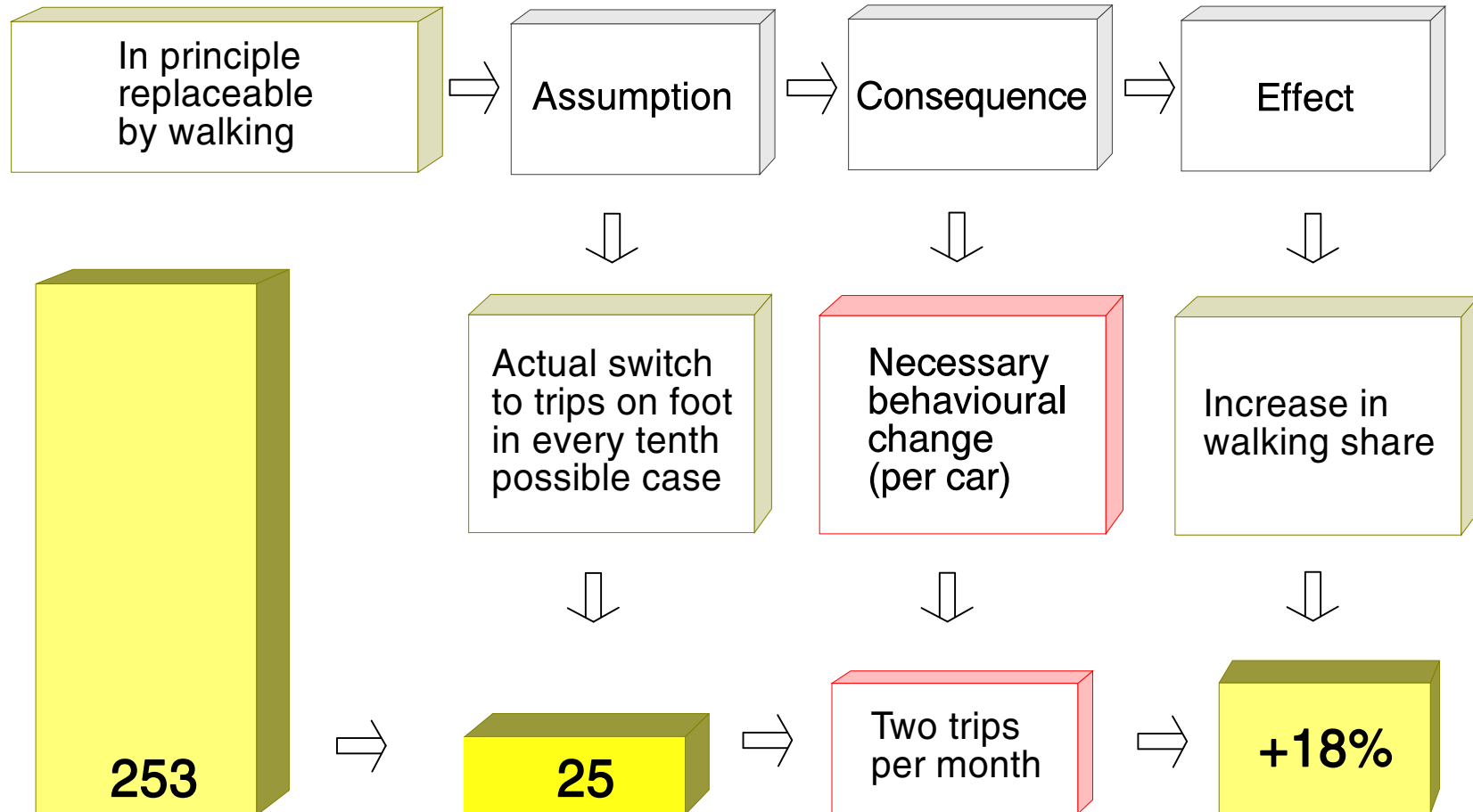
- SOUTH PERTH -



CAR TRIPS (YEAR)



- SOUTH PERTH; TRIPS WITHIN PERTH -





TRIPS PER PERSON/YEAR

- SOUTH PERTH -

All trips per person/ year **1163**

Trips entirely within Perth **1158**

	Up to 1,0 km (Ø 0,6 km)	1,1 to 3,0 km (Ø 2,4 km)	3,1 to 5,0 km (Ø 4,6 km)	5,1 to 10,0 km (Ø 8,3 km)	Over 10,0 km	Total	
Work	46	52	40	59	52	249	22%
Education	23	26	20	28	25	122	10%
Shopping and service	51	58	45	65	57	276	24%
Leisure	74	82	63	92	82	393	34%
Other	22	24	19	28	25	118	10%
Total	216	242	187	272	241	1158	
	19%	21%	16%	23%	21%		