Taking the bus, train or car?

Investigating the transport network and travel satisfaction in Odsherred

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Research questions

How can insight in travel behaviour and appreciation be used to improve the transport network in Odsherred?

- What is the difference between the appreciation of the transport network connectivity by local residents and summer house owners?

- What are the most common issues identified in the transport network?

- What is the spatial pattern of the transport modes?

- What are the profiles among the respondents?
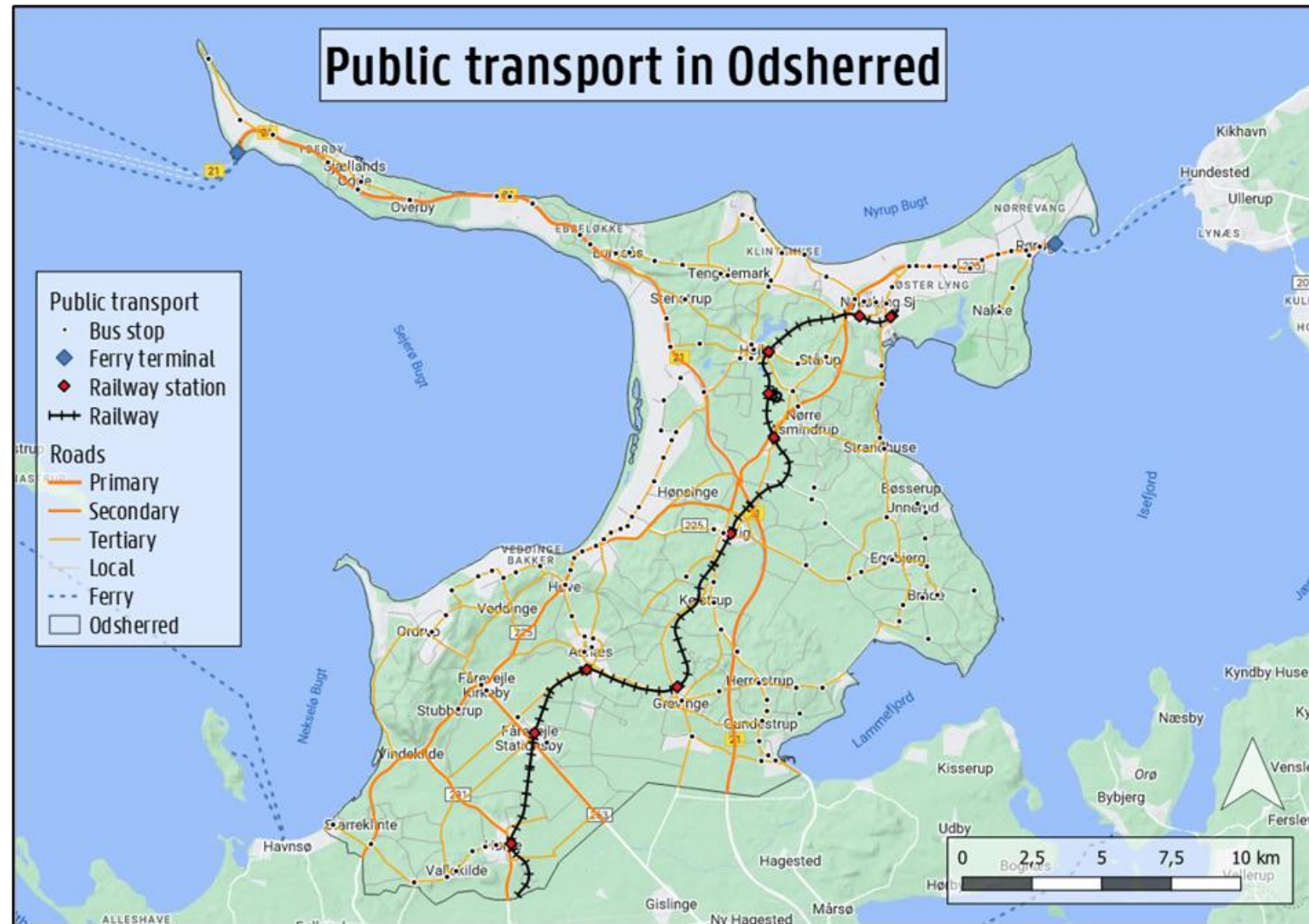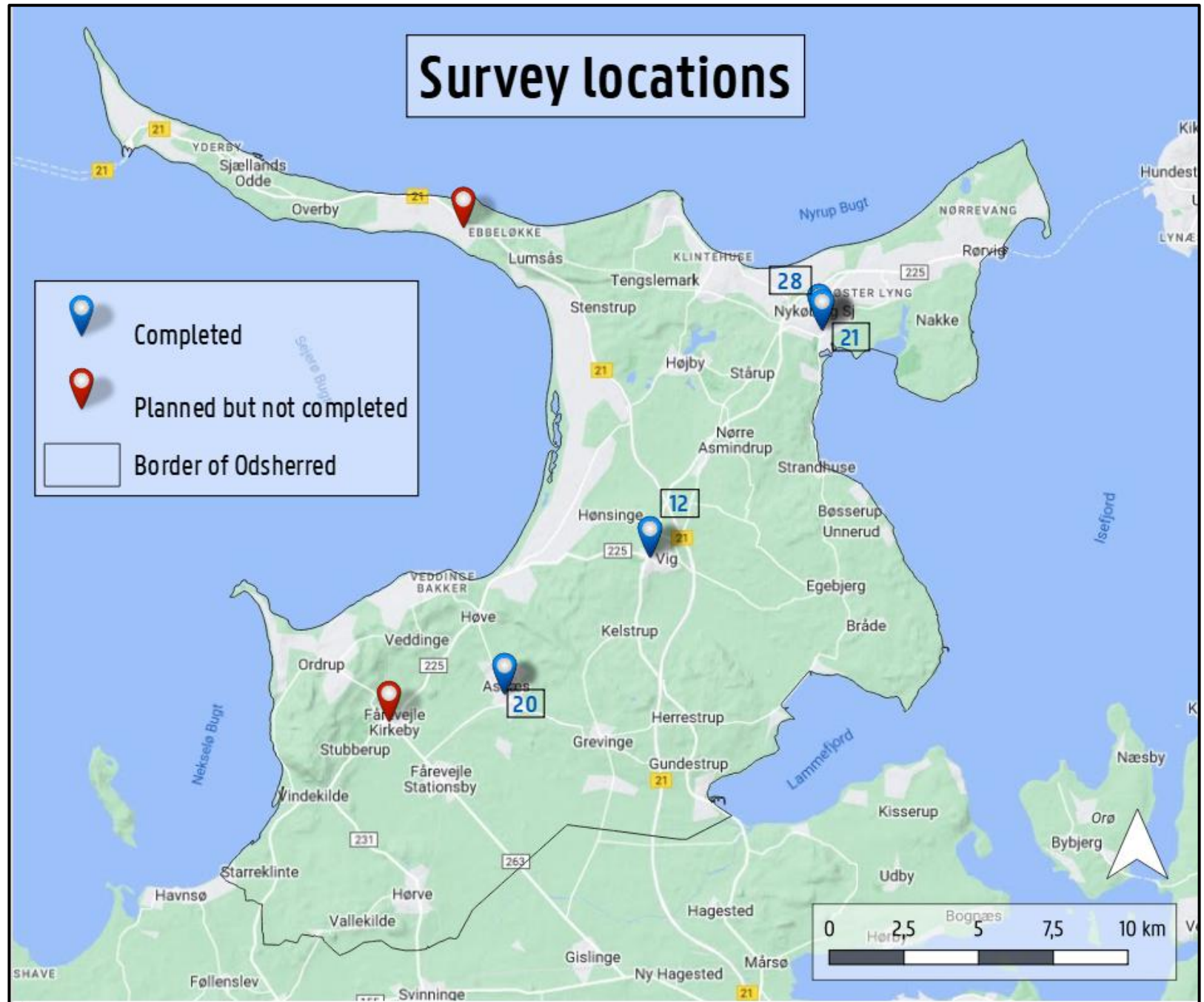
Methodology

STUDY AREA

FIELD WORK

DATA

Study area

Field work

Survey locations

Completed

Planned but not completed

Border of Odsherred

Data

- Data collection
  - Surveys (Qualtrics, 81 respondents)
  - Tuesday & Wednesday (9&10 May)
  - Traveltrack

- Data analysis
  - Descriptive overview
  - Heatmaps
  - Cluster analysis: discovering user profiles

TRAVELTRACK
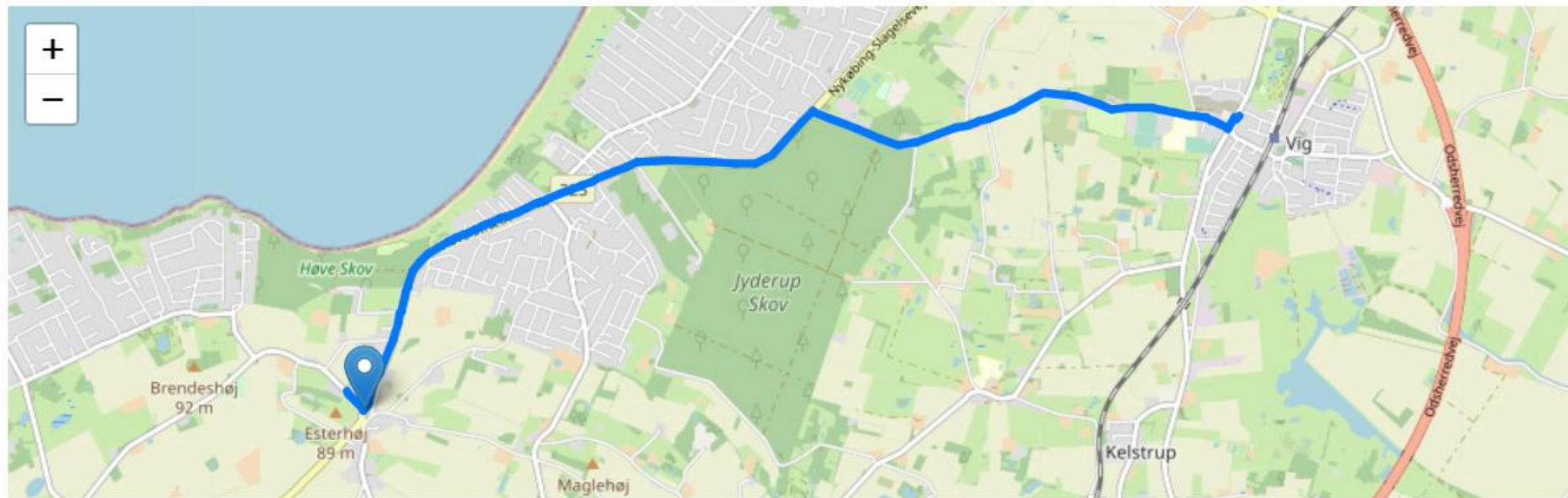
zone: Odsherred ⌄

- 📰 Overview
- 🛣️ **My routes**
- 🗺️ My map
- 📑 Results
- ✉️ Messages
- 👤 User settings

- 🧰 Zone settings

How satisfied are you with this stopover (in terms of connections, safety,..)?

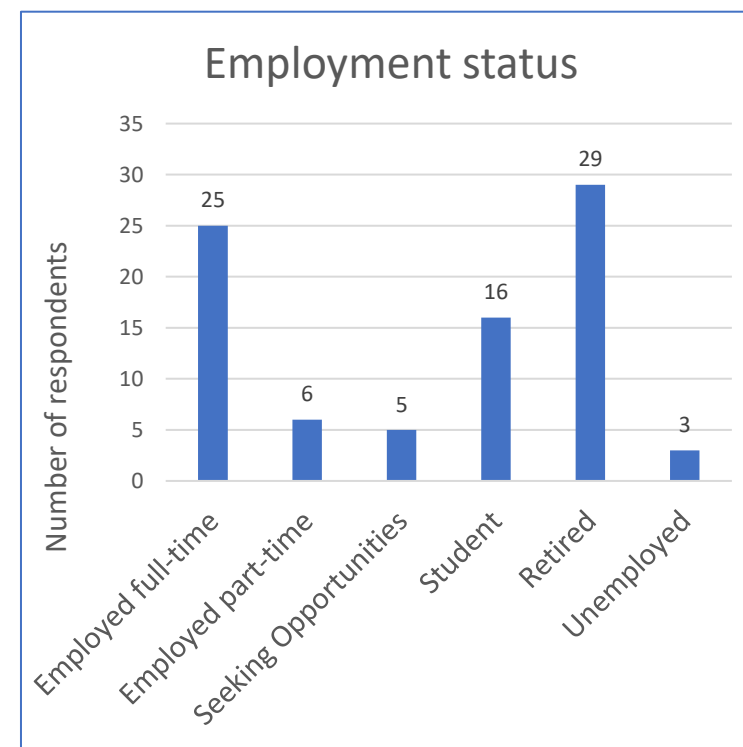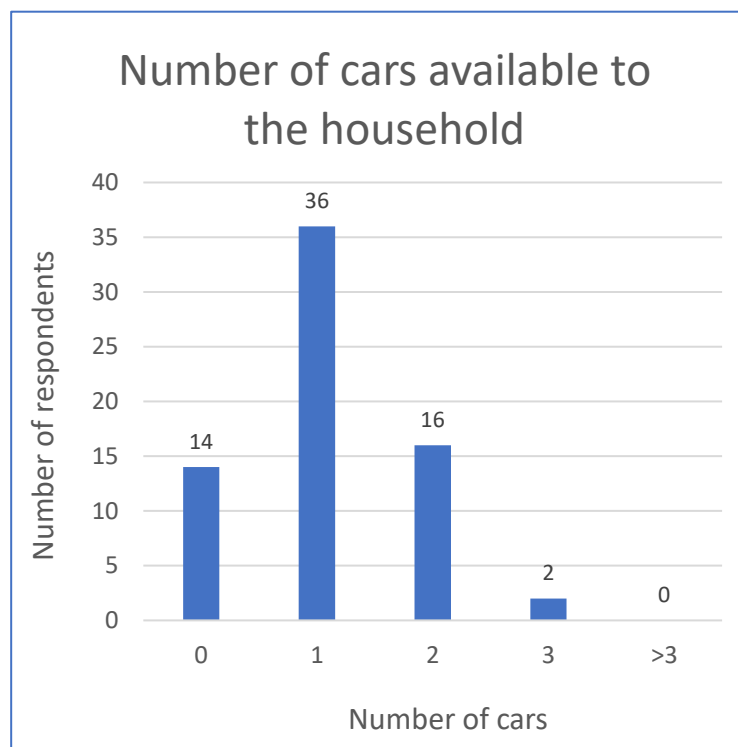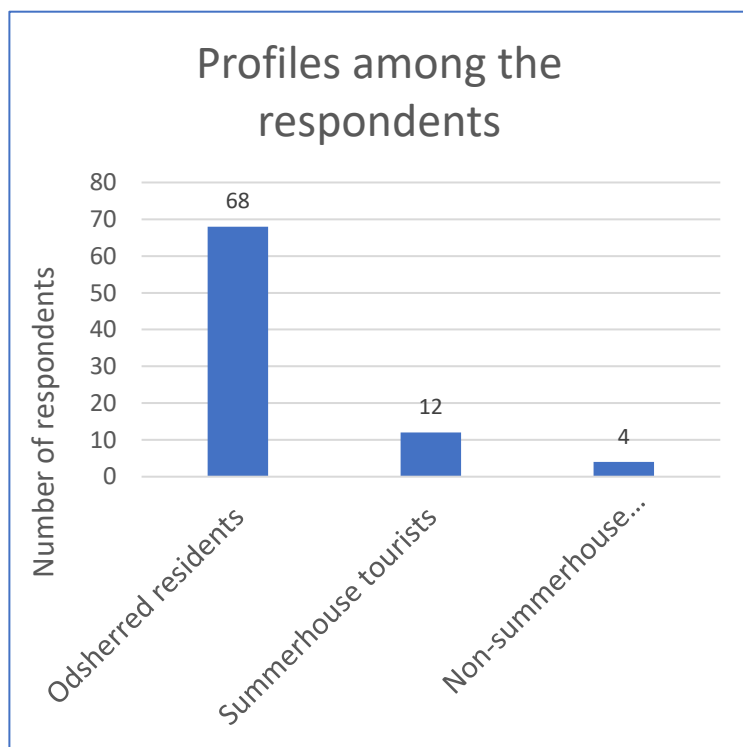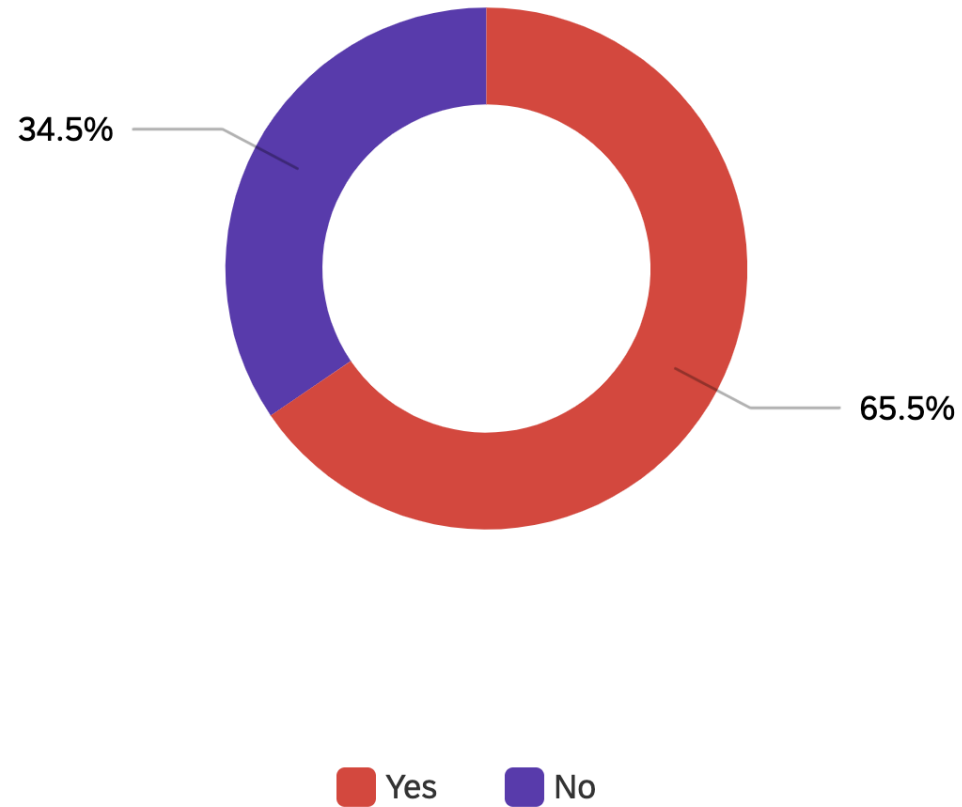0   100

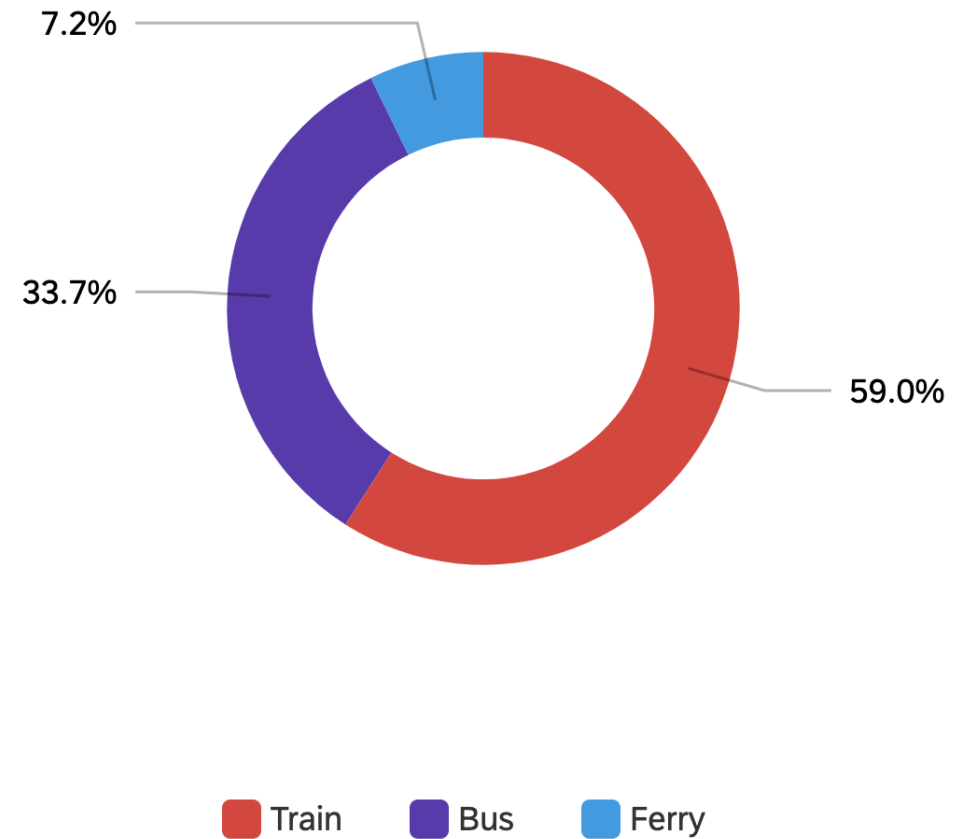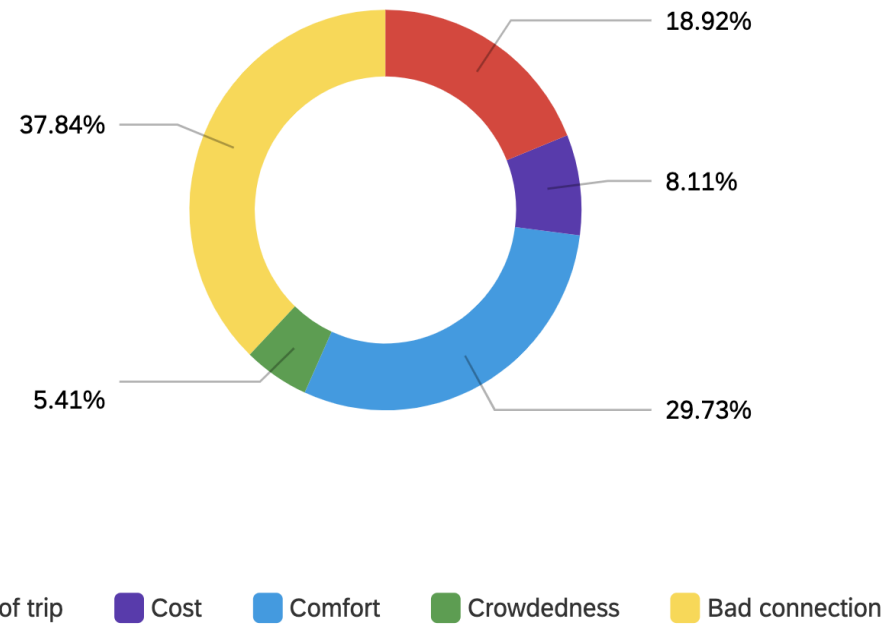**Briefly motivate this score.**

[   ]

Save answers

Descriptive overview

% OF THE RESPONDENTS THAT USE PUBLIC TRANSPORT

34.5%

65.5%

Yes   No

MOST POPULAR TYPES OF PUBLIC TRANSPORT

7.2%

33.7%

59.0%

Train   Bus   Ferry

PROBLEMS

- 18.92% Duration of trip
- 8.11% Cost
- 29.73% Comfort
- 5.41% Crowdedness
- 37.84% Bad connection

Legend: Duration of trip, Cost, Comfort, Crowdedness, Bad connection

CRUCIAL FACTORS

- 22.09% Cheaper price
- 47.67% Better connection
- 19.77% More comfortable
- 10.47% Higher speed

Legend: Cheaper price, Better connection, More comfortable, Higher speed

Heatmap of the used roads in Odsherred

Legend

Line density raster
Band 1 (Gray)

0,089688

0

Google Satellite
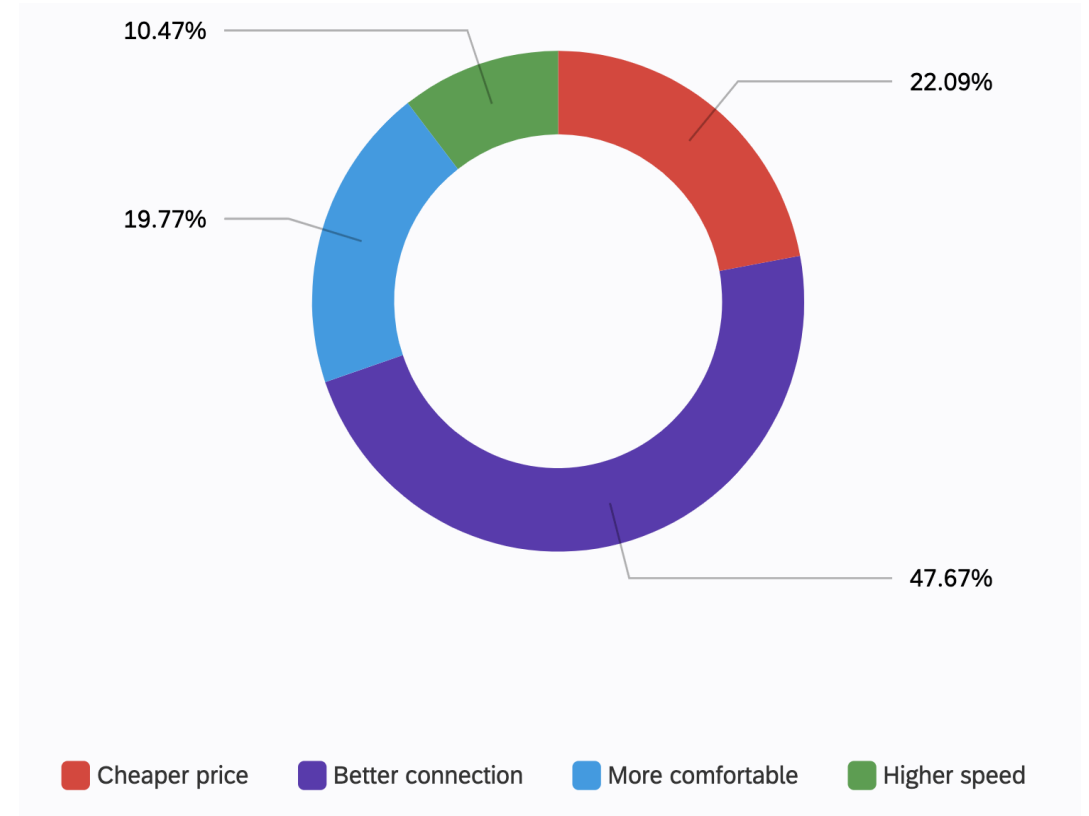
0   5   10   15   20 km

Split heatmaps

BIKE   **CAR**   **FOOT**

Heatmap of the used roads in Odsherred by bike

Heatmap of the used roads in Odsherred by car

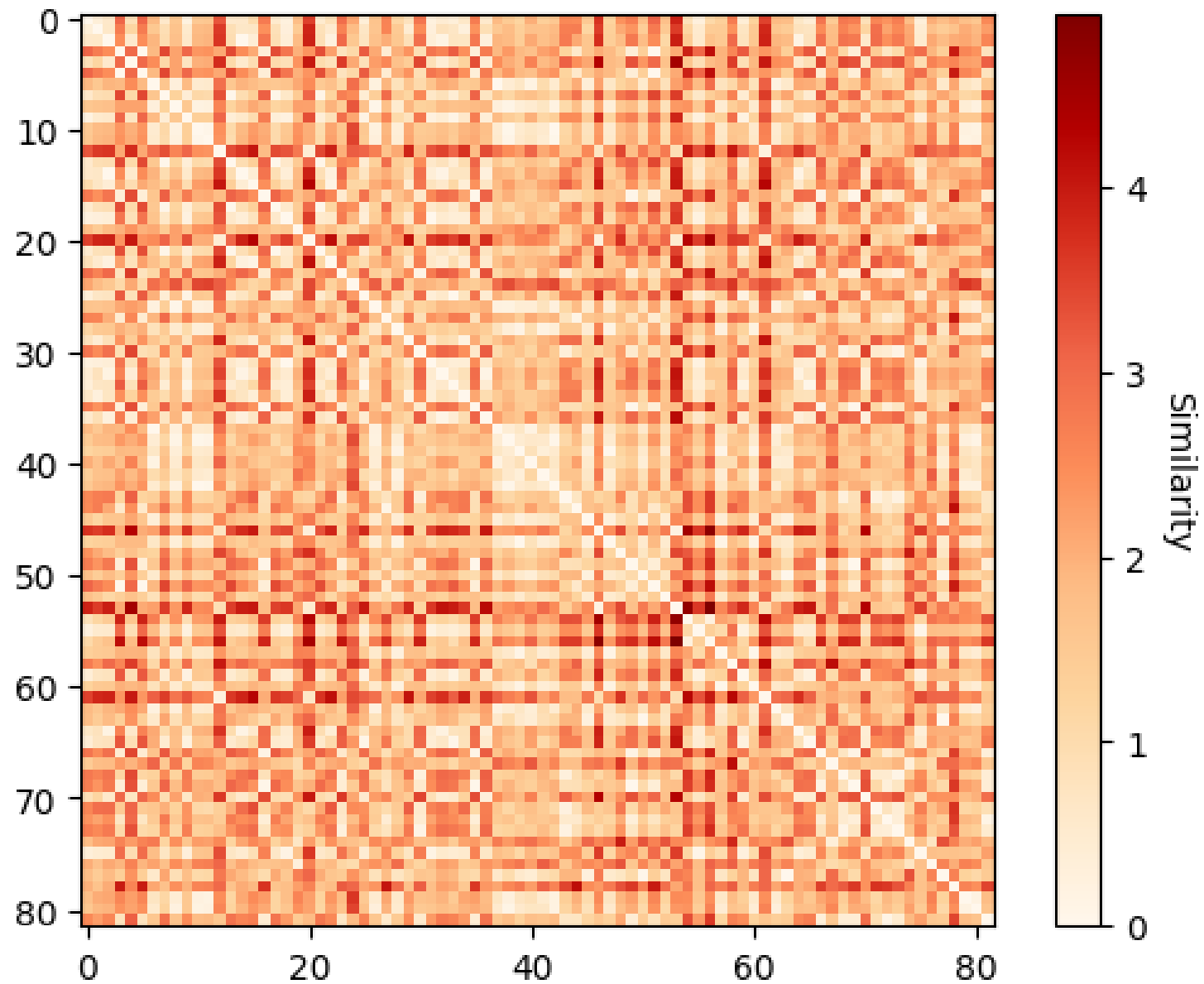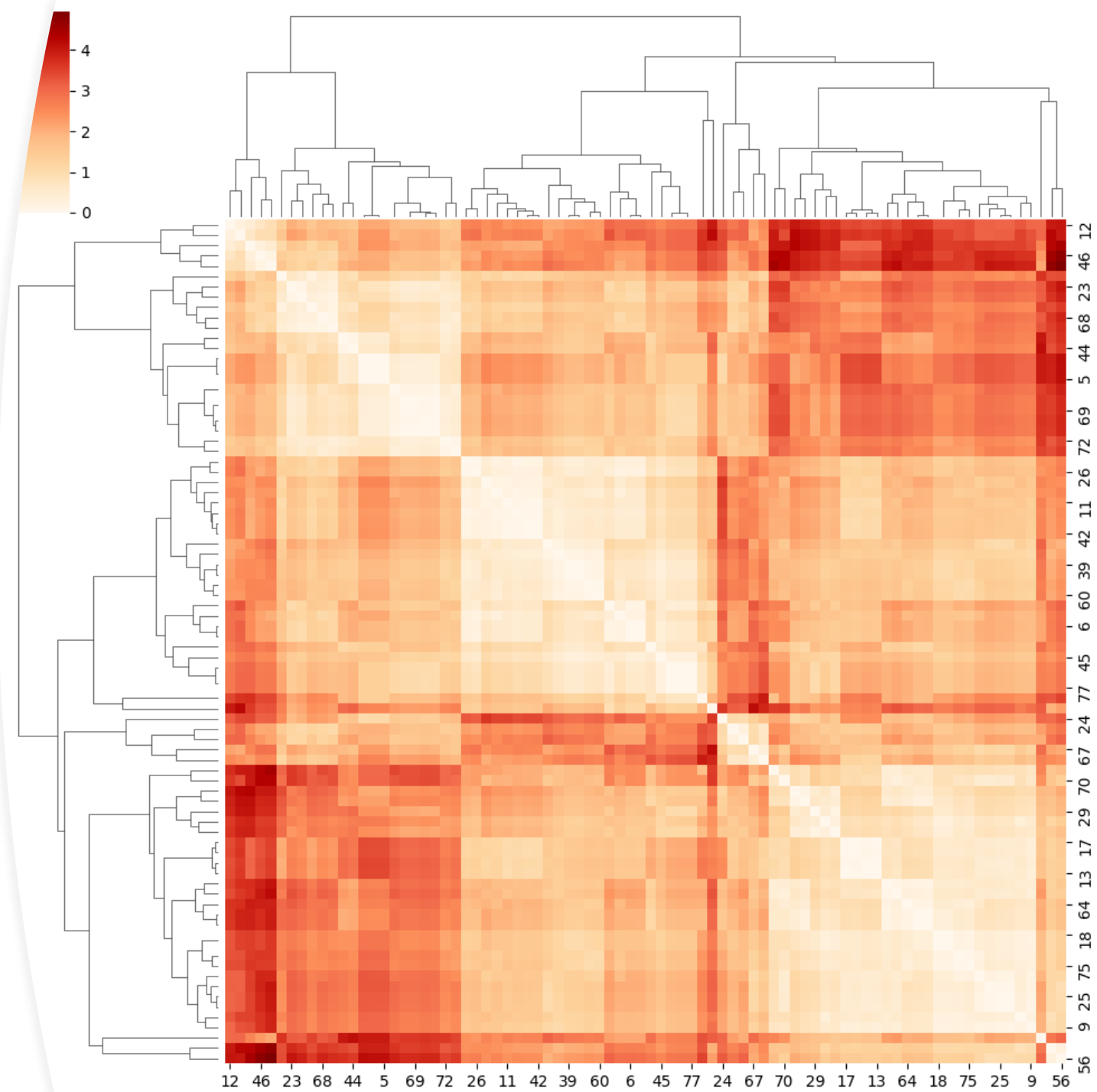Heatmap of the used roads in Odsherred by foot

Cluster analysis: discovering user profiles

'What are the profiles among the respondents?'
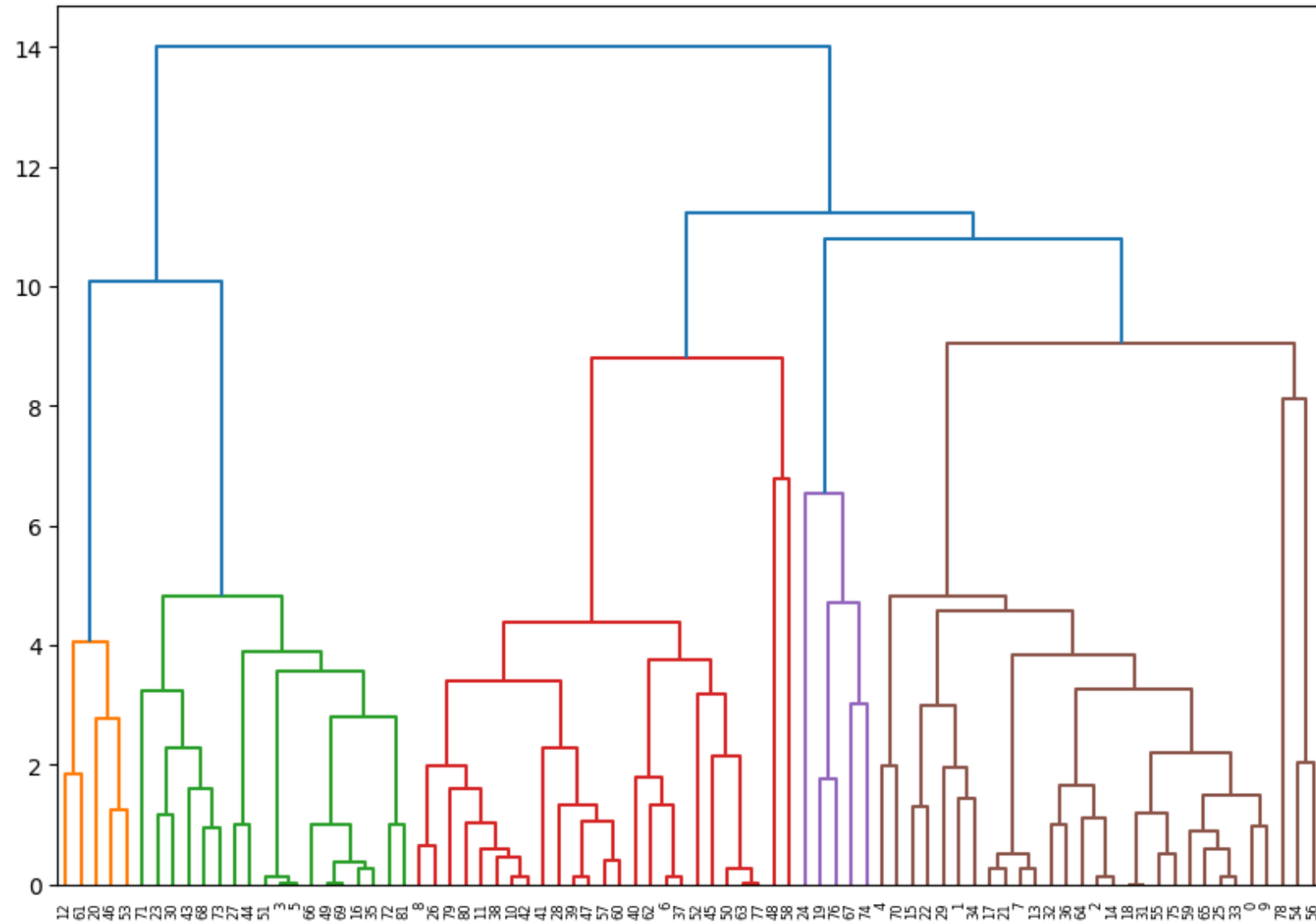
Similarity matrix

Similarity matrix + dendrogram

Dendrogram

- 5 categories
  - Yellow: Bus, train & ferry users
  - Green: Bus & train users
  - Red: Train users
  - Purple: Bus users
  - Brown: No public transport users

Conclusions

- What is the difference between the appreciation of the transport network connectivity by local residents and summer house owners?

  - Not enough respondents

- What are the most common issues identified in the transport network?

  - Bad connectivity, non-flexibility, duration of trips, delays, cost

- What is the spatial pattern of the transport modes?

- What are the profiles among the respondents?

Conclusions

How can insight in travel behaviour and appreciation be used to improve the transport network in Odsherred?

Thank you for your attention!

Are there any questions?

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