

Activity 1: Mode Choice

Directions: Rank the following factors in their order of importance to you if you were making a trip based on the scenario described below.

TRIP SCENARIO #1:

Traveling from your job in Peachtree Corners to a mid-day meeting in Buckhead








FACTOR	DESCRIPTION	RANK (1 = Most Important, 7 = Least Important)
Travel Time 	The amount of time it takes to get from origin to destination	
Convenience 	The ease at which the trip can be taken	
Comfort 	The level of comfort and quality of travel experience	
Reliability 	Knowing that the destination will be reached on time	
Perceived Personal Safety 	Feeling safe during the trip	
Perceived "Image" of Mode 	The type of vehicle used for the trip	
Cost 	The cost of the trip	

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Directions: Rank the following factors in their order of importance to you if you were making a trip based on the scenario described below.

TRIP SCENARIO #2:

Traveling with your family from Lawrenceville to a concert at Infinite Energy Center








FACTOR	DESCRIPTION	RANK (1 = Most Important, 7 = Least Important)
Travel Time 	The amount of time it takes to get from origin to destination	
Convenience 	The ease at which the trip can be taken	
Comfort 	The level of comfort and quality of travel experience	
Reliability 	Knowing that the destination will be reached on time	
Perceived Personal Safety 	Feeling safe during the trip	
Perceived "Image" of Mode 	The type of vehicle used for the trip	
Cost 	The cost of the trip	

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Directions: Rank the following factors in their order of importance to you if you were making a trip based on the scenario described below.

TRIP SCENARIO #3:

Traveling from your home in Lilburn to a doctor's appointment in Snellville








FACTOR	DESCRIPTION	RANK (1 = Most Important, 7 = Least Important)
Travel Time 	The amount of time it takes to get from origin to destination	
Convenience 	The ease at which the trip can be taken	
Comfort 	The level of comfort and quality of travel experience	
Reliability 	Knowing that the destination will be reached on time	
Perceived Personal Safety 	Feeling safe during the trip	
Perceived "Image" of Mode 	The type of vehicle used for the trip	
Cost 	The cost of the trip	

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Directions: Rank the following factors in their order of importance to you if you were making a trip based on the scenario described below.

TRIP SCENARIO #4:

Traveling to work in Midtown Atlanta from your home in Suwanee

FACTOR	DESCRIPTION	RANK (1 = Most Important, 7 = Least Important)
Travel Time 	The amount of time it takes to get from origin to destination	
Convenience 	The ease at which the trip can be taken	
Comfort 	The level of comfort and quality of travel experience	
Reliability 	Knowing that the destination will be reached on time	
Perceived Personal Safety 	Feeling safe during the trip	
Perceived "Image" of Mode 	The type of vehicle used for the trip	
Cost 	The cost of the trip	