



Time v Distance – which do you prefer?

RANK YOUR PREFERENCE BY WRITING A NUMBER (1-3) IN THE COLUMN UNDER YOUR CHOICE



Measuring the distance from point A to point B can be done in two ways: (1) Temporal (time) and (2) Measurement (length).

Downtown



20 mins 9 mins

Downtown

1.0 mile

Downtown

20 mins 9 mins

1.0 mile

TIME

DISTANCE

TIME & DISTANCE

+

People perceive time to be more achievable

-

Time varies and not the same for all people

+

Distance is an exact unit and the same for all people

-

Distance can be a barrier to encourage people to walk/bike

+

Displaying both provides optimum information

-

Displaying both takes up valuable sign space

Rank using number 1 as best