

WHERE DO PEOPLE LIKE TO WALK?

ENVIRONMENTAL INFLUENCES ON WALKABILITY OF URBAN AREAS

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BACKGROUND/PREVIOUS RESEARCH

- PHYSICALLY INACTIVE LIFESTYLES ARE A MAJOR PUBLIC HEALTH CONCERN (E.G., SALLIS, FRANK, SAELENS, & KRAFT, 2004)
- POOR URBAN DESIGN → OBESITY-INDUCED ENVIRONMENTS → DISCOURAGED WALKING
- “NEW URBANISM”

ENVIRONMENTAL & HEALTH RELATED BENEFITS

- ENVIRONMENTAL
 - IMPROVED AIR QUALITY

- HEALTH
 - MODEST WEIGHT CONTROL

ENVIRONMENTAL FEATURES RELATED TO WALKING

- EWING & CERVERO (2001)

- DENSITY

- E.G., PROXIMITY OF BUILDINGS

- DIVERSITY

- E.G., VARIETY OF DESTINATIONS

- DESIGN

- E.G., ACCESS, AESTHETICS, SAFETY, AMENITIES

EMPIRICAL DATA?

- “NEW URBANISM” ASSUMES DESIGN INFLUENCES BEHAVIOR
- BUT, FEW STUDIES ADDRESS DESIGN

PURPOSE OF THE PRESENT RESEARCH

- INVESTIGATE THE ENVIRONMENTAL FEATURES THAT INFLUENCE INDIVIDUAL'S PHENOMENOLOGICAL EXPERIENCES IN DIFFERENT URBAN AREAS

OVERVIEW OF METHOD

- OBJECTIVE RATINGS (DAY, 2005)
OBSERVATION OF PHYSICAL ENVIRN.
FEATURES LINKED TO PHYSICAL ACTIVITY
- GUIDED WALK WITHIN THE GATEWAY REGION OF SLC.
- RECORDED PHENOMENOLOGICAL EXPERIENCES FOR EACH SEGMENT
- SCALED MEASURES ALSO USED TO EVALUATE EACH SEGMENT

PEDESTRIAN FRIENDLY AREA



PEDESTRIAN UNFRIENDLY AREA



PEDESTRIAN UNFRIENDLY AREA



PEDESTRIAN MIXED AREA



PREDICTIONS

- PARTICIPANTS WOULD EXPRESS MORE POSITIVE ATTITUDES TOWARDS THE AREA IDENTIFIED AS PEDESTRIAN FRIENDLY
- PARTICIPANTS WOULD IDENTIFY ENVIRONMENTAL FEATURES AS INFLUENCING THE QUALITY OF THE WALK

THE PRESENT RESEARCH

- PARTICIPANTS

- 26 UNDERGRADUATES FROM THE UNIVERSITY OF UTAH
- 19 (73.1%) FEMALE
- 7 (26.9%) MALE
- AGE 19 - 39, $M = 23.96$, $SD = 5.29$

MAIN FINDINGS

- PARTICIPANTS EXPRESSED MORE POSITIVE ATTITUDES TOWARD THE AREA IDENTIFIED AS PEDESTRIAN FRIENDLY
- PEDESTRIANS IDENTIFIED ENVIRONMENTAL FEATURES OF DESIGN (SAFETY, ACCESS, AESTHETICS) AS INFLUENCING THE QUALITY OF THE WALK

PARTICIPANTS

- 47 UNDERGRADUATES FROM THE UNIVERSITY OF UTAH
- 29 (61.7 %) FEMALE
- 18 (38.3%) MALE
- AGE 18 - 51, $M = 24.17$, $SD = 7.45$

PRIMARY FACTORS

- TRAFFIC SAFETY (7 ITEMS)

E.G., I FELT SAFE FROM TRAFFIC WALKING IN THIS AREA

I FEEL SAFE FROM TRAFFIC WHEN CROSSING THE
STREETS

- POSITIVE ATMOSPHERE (10 ITEMS)

E.G., THE AREA APPEARED FRIENDLY

THE AREA WAS WELL MAINTAINED

Participant's Ratings of Each Segment of Guided Walk

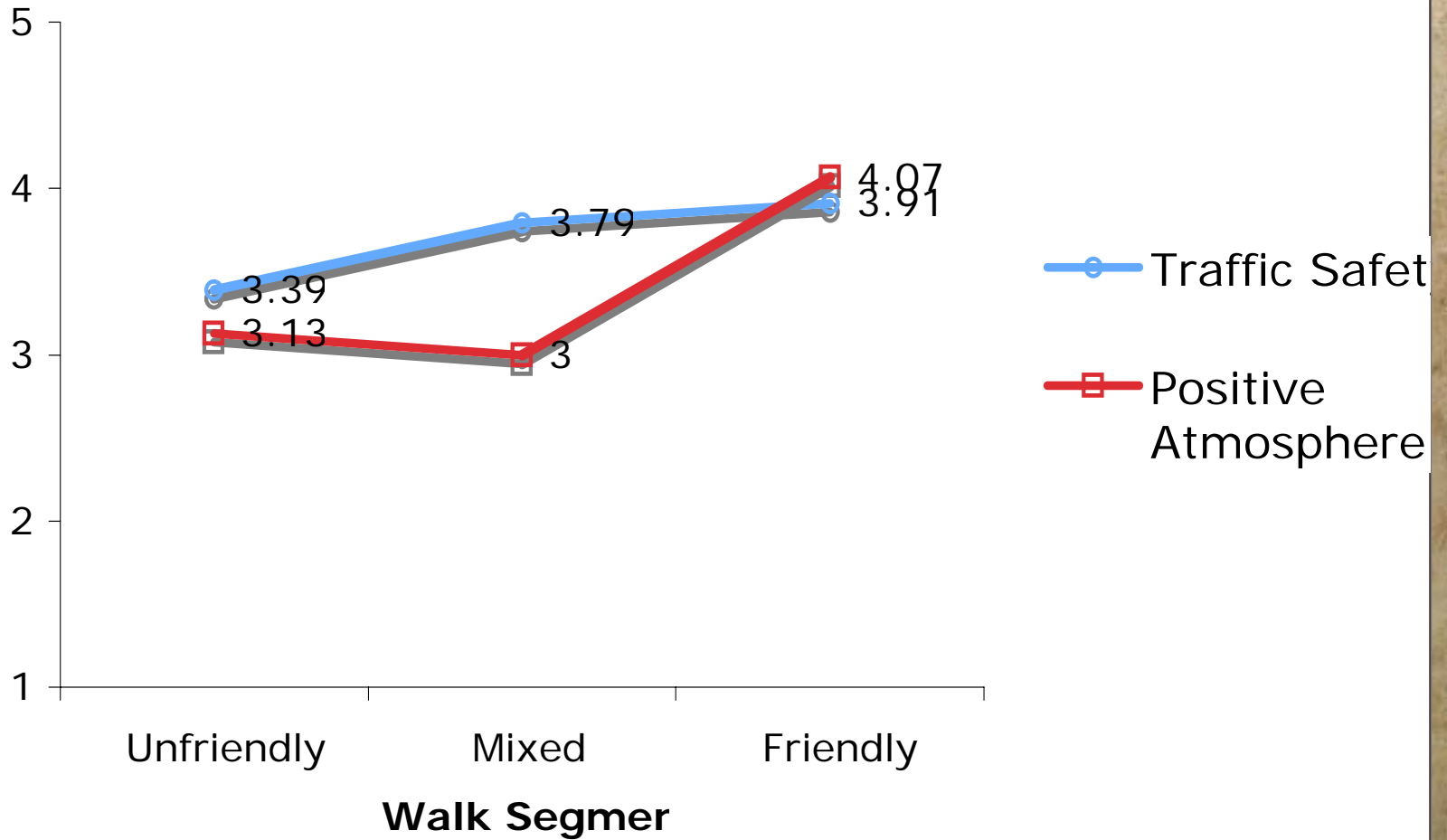


Table 2

Means for Each Segment of the Guided Walk According to Factor (Non-Pilot Study)

Factor	Pedestrian Friendliness		
	Unfriendly	Mixed	Friendly
Traffic Safety ¹ (n = 47)	3.39 (.10)	3.79 (.09)	3.91 (.11)
Positive Atmosphere ² (n = 47)	3.13 (.10)	3.00 (.12)	4.07 (.13)

Note: ¹Repeated Measures ANOVA: Traffic Safety Overall $F(1.84, 82.88) = 13.73, p = .000, \eta^2 = .23$. Traffic Safety Linear $F(1, 45) = 18.40, p = .000, \eta^2 = .29$. Traffic Safety Quadratic $F(1, 45) = 3.70, p = .06, \eta^2 = .08$.

²Repeated Measures ANOVA: Positive Atmosphere Overall $F(1.77, 79.83) = 30.50, p = .000, \eta^2 = .40$. Positive Atmosphere Linear $F(1, 45) = 35.87, p = .000, \eta^2 = .44$. Positive Atmosphere Quadratic $F(1, 45) = 23.95, p = .000, \eta^2 = .35$.

CONCLUSIONS

- DESIGN IS IMPORTANT

ENVIRONMENTAL FEATURES CAN INFLUENCE
PHENOMENOLOGICAL EXPERIENCES

- BENEFITS FOR FUTURE CITY PLANNING &
DESIGN

- ADDITIONAL RESEARCH IS NEEDED

METHODOLOGICAL REFINEMENTS

THANK YOU

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