

## **ABSTRACT**

The thesis examines factors affecting modal choice in passenger transport. Firstly, it analyzes theoretical approaches to this research topic. Then comes the main part of the thesis, where the author discusses with the literature particular factors such as the physical environment public transport services in the area, socio-demographic aspects and environmental, economic and psychological factors, which fundamentally influence the transport behavior of the population. Then follows an empirical part which is a pilot experimental study of factors affecting modal choice on the example of the municipality of Kluky near Mladá Boleslav (CZE). The author confirms the impact of the previously discussed factors, which are: residential structure, car ownership, quality and availability of public transport service, family situation but also individual preferences and influence of what is generally regarded as a norm.

Keywords: modal choice, public transport, public transport availability, transport behavior