

RESEARCH SUMMARY

Title	Attitudes towards walking 2015	
Objective	To understand Londoners' frequency of walking, their attitudes towards increasing the amount they walk, and the motivators and barriers they face	
Date	June 2015	Agency: Future Thinking
Methodology	1,000 telephone interviews with Londoners	

Abstract

Walking as an activity is in a strong position this year. Over half of Londoners make walking only journeys five days a week or more, maintaining the high level achieved last year. Londoners continue to have very positive attitudes towards walking and eight in ten are walking more or planning to do so. Improved fitness is the key motivator for walking more, while lack of time and bad weather remain the main barriers.

Key findings

For regular journey types such as going to work, school or college, grocery shopping and taking a child to school, walking is the form of transport used by the greatest proportion of Londoners – 69 per cent for taking children to school, 57 per cent for grocery shopping but a lower 35 per cent for going to work, school or college.

Londoners have very positive attitudes towards walking. There is almost universal agreement that walking is a good way to keep fit, sets a good example to children, is enjoyable and gives you time to think.

Using TfL's behavioural model for walking more, 81 per cent are in categories which show increased walking behaviour or a desire to walk more.

Knowing that walking was as quick as the bus or Tube for short distances, having improved walking routes that give greater priority to pedestrians, new and improved walks for pleasure, and better information on walks and places of interest in the local area are things that would encourage over seven in ten Londoners to walk more.

There is clear potential to increase walking in London still further. Around a third of those using the car and public transport for regular journeys (commuting, shopping, taking children to school) would consider walking instead.

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