

Transport for London

# Attitudes towards walking 2015

Transport for London

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# Executive summary

## Abstract

In support of the Mayor of London's Transport Strategy and The London Plan, TfL is developing improved support for walking journeys across London and is working to improve walking conditions. The proportion of Londoners making walking only journeys five days a week or more has maintained the higher level achieved last year and the proportion walking as part of a longer journey this often, has recovered after a fall last year. Londoners continue to have very positive attitudes towards walking and eight in ten are walking more or planning to. As always, the key motivating factor for walking more is to improve fitness, followed by the ease and convenience of walking and the relaxation benefits. A perceived lack of time and bad weather remain the main barriers to walking more.

## Key findings

### *Current walking patterns*

Walking as an activity is in a strong position this year, maintaining many of the increases recorded last year and reversing some of the decreases.

Over half (54%) make walking only journeys five or more days a week, maintaining last year's improvement and the proportion walking this often as part of a longer journey (i.e. to walk to a station) has recovered to 43 per cent after a fall last year.

Walking regularly (at least five days a week) for small errands (picking up a newspaper/ going to the cash machine) has also recovered after a fall last year.

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.

### *Attitudes towards walking*

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. The difference in levels of agreement between regular and occasional walkers are greatest for good for rush hour journeys and helps me to relax suggesting that these two aspects of walking are important.

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

## *Motivations for walking more*

The main reasons for walking more or planning to walk more are to get fit and healthy (32%), the ease and convenience of it (17%), the chance it gives you to relax (15%) and to enjoy good weather (10%).

Londoners were read a list of twenty possible improvements to the environment, infrastructure, amenities, information and traffic conditions affecting walking in London and asked which, if any, would encourage them to walk more.

- Knowing that walking was as quick as the bus or Tube for short distances and having improved walking routes that give greater priority to pedestrians were selected by seven in ten and would strengthen the ease/ convenience of walking as a form of transport (one of the main reasons why those walking more do so).
- Creating new and improved walks for pleasure, better information on walks and places of interest in the local area are also important motivating factors (mentioned by over six in ten) and play to the relaxation/ pleasure of walking and the enjoyment of good weather – also main reasons for walking more amongst those who do walk more.
- The third most important motivating factor for increased walking is improved safety and security (eg better lighting, safer crossings) and while 85% do feel safe during the day from accidents as pedestrians, a lower proportion feel safe from accidents at night (68%).
- Also important for increasing walking are cleaner pavements and streets (66%) and streets which are easy to cross (66%).

There is definitely 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) are likely to consider walking instead and half of commuters and shoppers are open to the idea of getting off one or two stops earlier and walking.

## *Barriers to walking more*

The main barriers to walking more are a perceived lack of time (24%), the weather (19%) and distance (11%). Barriers to taking up walking for travelling to and from work, school or college and taking children to school are that it is seen as too far/ would take too long and for grocery shopping, it is the heavy shopping that puts people off.

## Research details

Transport for London (TfL) monitors the attitudes of Londoners towards walking, with the aim of encouraging people to consider and undertake more journeys on foot. This research covers Londoners' frequency of walking, their attitudes towards increasing the amount they walk, and the motivators and barriers they face. With this information TfL is able to address the needs of Londoners through infrastructure, marketing and information initiatives.

This report presents findings from 1,000 interviews conducted by telephone with a random sample of Londoners in March and April 2015. It draws comparisons with previous waves of the research where appropriate.

Each year, data are weighted to represent the London population. For the years up to and including 2013, the 2001 Census data have been used. The most recent Census data (2011) was used to weight the data in the 2014 and 2015 studies. Analysis of the change between Census years showed very little impact of the new weighting – inside the margin of error on all key measures.

## Objectives

The research shares many objectives with the attitudes to cycling survey also conducted by TfL including a similar behavioural model element aimed at understanding the nature of behaviour shift towards greater walking.

Overall the research aims to:

- Identify any differences between the demographic profiles of those who walk frequently and those who do not
- Assess Londoners' propensity to increase their walking based on a behavioural model devised by TfL
- Understand what motivates Londoners to walk, and what barriers need to be overcome to increase walking
- Assess Londoners' past, current and future walking patterns

Throughout the main body of the report, tables have been included to show the findings at a total sample level (i.e. all those who answered each question).

Comparisons are made with previous years' findings and where a result is 'significantly different' (i.e. most likely to be a 'real difference', rather than the result of sampling error or random chance) this is noted, and indicated in the tables with **blue shading** for results which are significantly better or higher and **red shading** for results which are significantly worse or lower than last year or the result for all Londoners when looking at sub bases.

Blue shading is also used to indicate results among demographic sub groups eg men, 16-24 year olds, BAME Londoners etc which are significantly higher than the result for all Londoners.

Further data tables are provided in the appendix and a complete set of tables are also available.

# Current walking patterns

## Frequency of walking

### *Walking at least five times per week*

The results in table 2.1 show the proportion of Londoners who go for a walk (for exercise or fresh air), as a means of transport for a whole journey or as part of a longer journey on at least five days a week. Combining the results for going for a walk and as a means of transport for a whole journey gives us a fourth measure of frequency for walking only journeys.

Results are very similar to last year for walking only journeys with 54 per cent making these at least five days per week. More Londoners are walking regularly (5+ days a week) as part of a longer journey this year compared to last (43 per cent in 2015 compared to 36 per cent in 2014). However the longer term trend does also show similar proportions to that seen this year back in 2011 and 2103 as well. The year on year rise this time is significant among certain demographic sub groups: men, 45-54 year olds and White Londoners (Appendix table A1.1).

Within walking only journeys, three in ten (29%) take a walk for exercise or fresh air five or more days a week and over four in ten (44%) walk as a means of transport for a whole journey.



Table A1.1 in the appendix shows differences in the almost daily take up of these different walking behaviours by demographic sub groups. A significantly higher proportion of men (49%) than women (37%) walk at least five days a week as part of a longer journey. A significantly lower proportion of the 65+ age group engage in any of these types of walks with this frequency. A higher proportion of inner London residents walk for a whole journey than outer London residents (53% compared to 39%).

### Table 2.1 Frequency of walking

Base: All (percentage walking at least five days per week)

Questions W1, W2	2007	2008	2009	2010	2011	2012	2013	2014	2015
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000	1,000
A walking only journey*	63	58	60	48	46	50	49	55	54
Going for a walk	30	37	37	28	24	27	26	28	29
As a means of transport for a whole journey	50	51	52	39	35	39	40	45	44
As part of a longer journey	n/a	37	35	31	40	39	44	36	43

\* Combines going for a walk and as a means of transport for a whole journey

## Walking at least once per week

The proportion of Londoners making each of these walking journey types at least once a week is naturally higher across the board.

In the latest survey, almost nine in ten (87%) make a walking only journey at least once a week (combining 81% who walk as a means of transport for a whole journey and 67% who go for a walk for exercise/ fresh air) and three quarters (77%) walk as part of a longer journey.

When compared to last year, results for this frequency are again the same for walking only journeys and higher for walking journeys which are a part of a longer journey (77 per cent compared to 73 per cent last year).

Appendix table A1.2 breaks weekly activity by demographic sub groups. A similar pattern emerges as seen with the 5+ days a week data. A higher proportion of men are walking as part of a longer journey, than women. A lower proportion of the 65+ age group is walking for a whole journey. Additionally, for this frequency, we see a significantly lower proportion of 16-24 year olds going for a walk for exercise/ fresh air (56% compared to 67% overall).

**Table 2.2 Frequency of walking**

Base: All (percentage walking at least once per week)

W1, W2	2007	2008	2009	2010	2011	2012	2013	2014	2015
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000	1,000
A walking only journey*	84	89	89	87	85	89	88	88	87
Going for a walk	65	73	71	66	65	67	66	65	67
As a means of transport for a whole journey	80	83	84	77	76	80	80	81	81
As part of a longer journey	n/a	66	68	65	75	76	80	73	77

\* Combines going for a walk and as a means of transport for a whole journey

## Walking for different purposes

### *At least five times per week*

By journey type (purpose of journey), approaching four in ten Londoners walk at least five days a week:

- To carry out small errands such as to pick up a newspaper, get some cash or post a letter (38%)
- To get to work, school or college (37%)

Among those who ever take a child to school, four in ten do this at least five days a week.

Fewer Londoners walk with this frequency to visit friends and relatives (9%) and to visit social places eg pubs, restaurants and cinemas (5%).

There has been a significant increase in the proportion carrying out small errands on foot at least five days a week (up from 32 per cent last year to 38 per cent this year) and a fall in the proportion of those ever walking a child to school who do this at least five days a week (down from 61 per cent last year to 39 per cent this year). This fall is accompanied by a rise in the proportion walking a child to school 3-4 days a week. The fall in 5+ day a week walking of children to school is significant among women, several age groups including the youngest 16-24 and oldest 65+, BAME Londoners and those living in outer London (as shown in Appendix table A1.3). While the proportion walking children to school at least 5 days a week is down, the proportion walking their children to school at least weekly is stable. The fall in the more frequent measure is in part down to more sharing of the task by parents but there may well be other factors influencing this (eg greater usage of walking bus schemes, more children cycling to school).

**Table 2.3 Walking for different purposes**

Base: All (percentage making each walking journey at least five days per week)

W6b-f (%)	2007	2008	2009	2010	2011	2012	2013	2014	2015
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000	1,000
Carry out small errands	44	44	44	42	36	41	40	32	38
Take a child to school*	44	44	48	46	44	43	46	61	39
Get to work, school or college	32	34	36	33	32	35	38	35	37
Visit friends and relatives	11	11	12	10	7	7	8	9	9
Visit social places	7	6	6	6	4	4	6	4	5

\* Base all taking a child to school (n=156)

Appendix table A1.3 reveals differences in behaviour by demographic sub groups for 2015. A significantly lower proportion of 16-24 year olds run almost daily walking errands (25% compared to 38% overall) but a significantly higher proportion of them walk almost every day to visit friends or relatives (14% compared to 9% overall).

While 37 per cent of all Londoners walk almost every day to work, school or college, this is significantly higher among BAME Londoners (50%).

Women (47%) are more likely than men (30%) to walk the children to school every day.

## At least once a week

Walking behaviour by journey purpose shows much higher proportions walking at least weekly for every purpose. Almost nine in ten (86%) walk to get a newspaper, cash or post a letter at least once week, eight in ten (82%) of those who ever walk a child to school do so at least once a week. Half walk to work, school or college with this frequency (52%), half walk to visit friends and relatives (49%) and again half walk to pubs, restaurants or cinemas (53%).

Since last year, the proportion walking at least once a week to go to work, school or college has risen significantly from 45 per cent to 52 per cent. The rise is seen among all demographic groups and is significant among women and those living in inner London (Appendix table A1.4).

The proportion walking to pubs, restaurants or cinemas at least once week has also risen from 48 per cent to 53 per cent.

Despite the fall in the proportion walking their children to school at least 5 times a week, the proportion walking children to school at least once a week has remained fairly stable and when we look at the long term trend, it has in fact risen from 66% in 2007 to 82% now.

**Table 2.4 Walking for different purposes**

Base: All (percentage making each walking journey at least once a week)

W6b-f (%)	2007	2008	2009	2010	2011	2012	2013	2014	2015
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000	1,000
Carry out small errands	90	90	88	89	88	87	89	86	86
Take a child to school*	66	66	67	64	70	76	85	82	82
Get to work, school or college	44	45	49	46	43	51	50	45	52
Visit friends and relatives	53	51	54	53	47	48	51	45	49
Visit social places	56	54	57	48	48	48	53	48	53

\* Base all taking a child to school (n=156)

Londoners who say they never walk to work, school or college were asked if it would actually be practical to do so. 18% state that it would be very or fairly practical to do so.

By demographics (Appendix table A1.4), a higher proportion of men (61%) and 25-34 year olds (62%) walk at least once a week to a pub, restaurant or cinema when compared to 53 per cent of all Londoners.

Eight in ten (78%) 16-24 year olds walk to work, school or college at least once a week compared to 52 per cent of all Londoners.

Significantly lower proportions of the 65+ age group walk at least weekly to work, to visit friends and relatives and to visit pubs, restaurants and cinemas.

White Londoners are significantly more likely than BAME Londoners to walk at least once a week to a pub, restaurant or cinema but BAME Londoners are more likely to walk to work, school or college.

Inner London residents are more likely than outer London residents to walk to friends and relatives or pubs, restaurants and cinemas at least once week.

## Walking to make short journeys

While high proportions live within 10 minutes' drive or 2 km of their normal grocery store (91%) or their child's school (if they have children) (86%), only three in ten live close to their place of work or education (as shown in table 5.2 on the next page).

Table 5.1 below reveals that walking is the most used mode for getting to all these places ahead of car and bus which are the second and third most used modes.

This year over a third (35%) claim to usually walk to work, school or college, approaching six in ten (57%) to usually walk to their local grocery store and seven in ten (69%) to usually walk to their child's school (if they have children).

There are no significant changes in the proportions choosing various modes for these journey types compared to last year although walking to work, school or college has been declining slightly over the last four years from 39% in 2012 to 35% now.

**Table 5.1 Mode normally used for regular journey types**

Base: those making each journey type

W8e, W9e, W9hb (%)	Go to work, school or college				Grocery shopping				Taking a child to school			
	'12	'13	'14	'15	'12	'13	'14	'15	'12	'13	'14	'15
Base	727	650	649	680	991	950	929	930	267	202	209	188
Walking	39	39	37	35	55	58	55	57	68	71	64	69
Car	25	23	26	23	47	43	44	43	38	20	32	33
Bus	29	30	31	30	12	14	15	12	8	12	10	8
Tube	23	29	24	27	0	0	0	1	0	2	1	1
Train	21	22	20	23	0	0	0	0	1	3	0	2
Cycling	8	7	7	7	3	3	3	3	1	1	2	2

The proportion usually walking doubles if the destination is less than 10 minutes' drive or less than 2 km away for trips to work, school or college and to children's schools. It almost quadruples for shopping trips.

The proportion of Londoners with children living close to the school has risen this year and is more in line with the level recorded in 2012 (86%).

Although the base is small, there is some indicative evidence that parents may be walking further to schools this year than they did last year with 38% of those not living close, walking (compared to 10% last year).

**Table 5.2 Walking to make short regular journeys**

Base: those making each journey type

W8d – W9j (%)	Go to work, school or college				Grocery shopping				Taking a child to school			
	'12	'13	'14	'15	'12	'13	'14	'15	'12	'13	'14	'15
Base	727	650	649	680	991	950	929	930	267	202	209	188
Proportion for whom the journey is within 10mins / 2km	31	31	30	30	88	90	89	91	83	79	76	86
Base	229	185	174	193	854	842	814	824	215	151	149	150
Proportion of those living close who usually make the journey on foot	56	52	49	55	60	63	59	61	78	82	81	74
Base			475	487			115	106			60	38*
Proportion of those <b>not</b> living close who usually make the journey on foot	n/a	n/a	31	27	n/a	n/a	23	17	n/a	n/a	10	38

\* Caution: small base (under 50)

n/a = data not broken out this way in these years



Londoners who do not currently walk to work, school or college, their local grocery store or to their children’s school (and live within 2km or 10 minutes’ drive) were asked about their willingness to consider travelling on foot as an alternative to their current transport mode.

There is potential to increase walking for all three of these short journey types with around a third willing to consider walking.

This year 36 per cent would be likely to consider walking to work, school or college, up from 25 per cent last year and returning to the level seen in 2013.

28 per cent would be willing to consider walking to do the grocery shopping, slightly down on last year.

34 per cent would be willing to consider walking their children to school, the same as last year. In the case of taking children to school, caution should be exercised when interpreting the results as the base sizes are small (under 50).

Those unwilling to consider walking are reluctant because they think the journey would take too long on foot/ it is too far away, in the case of journeys to and from work, school or college and school runs and because there is too much to carry in the case of shopping trips.

**Table 5.3 Stated likelihood to make short journeys on foot**

Base: those who live within 2km/10 minutes by car, but do not currently walk

W9c/f/j (% likely to consider walking)	'07	'08	'09	'10	'11	'12	'13	'14	'15
Base	126	75	108	119	100	126	91	96	87
Go to work, school or college	27	43	37	51	44	45	37	25	36
Base	328	294	290	360	407	377	350	363	456
Do grocery shopping	30	31	28	34	32	30	28	33	28
Base	43*	32*	34*	59	52	47*	32*	35*	68
Take a child to school	49	44	32	20	41	36	38	34	34

\* Caution: small base (under 50)

Londoners who use public transport to make regular trips to go to work, school or college or shop for groceries were asked if they would consider getting off one or two stops earlier and walking the rest of the way. Just over half of those going to work or college would consider doing so (53%). A similar proportion of grocery shoppers are interested in the idea (56%), recovering ground lost last year.

The propensity to consider getting off one or two stops earlier on commutes/ trips to and from school and college is highest among men, 16-24 year olds and BAME Londoners. There are no differences by demographic sub groups in consideration of getting off earlier and walking in the case of trips to local shops.

**Table 5.4 Whether would consider getting off public transport 1-2 stops early to walk the rest of the way for short journeys**

Base: those making each journey type usually by public transport

W9c/f/j (%)	'11	'12	'13	'14	'15
Base	366	359	333	294	345
Go to work, school or college	48	53	47	53	53
Base	142	136	160	100	145
Do grocery shopping	48	57	53	36	56

# Attitudes towards walking

Londoners were read a battery of attitudinal statements, the proportion agreeing with each is shown in the table 1.1 on pages 18 and 19.

The results are shown trended over time since 2007 and are ranked by the latest survey's results.

This year, as always, there is almost universal agreement (nine in ten or more agreeing) that walking is:-

- A good way to get fit
- Sets a good example to children
- Is enjoyable
- Gives one time to think

There are high levels of agreement (between eight in ten and nine in ten) that walking:-

- Is enjoyable where the pavements are well maintained
- Would happily be considered for a trip of 15 minutes
- Is a convenient way of getting about
- Is good for journeys in the local area
- Is a method of transport people would use and/or recommend
- Is an interesting way to travel
- Makes a difference to improving the environment
- Is a reliable way of getting around London
- Is more enjoyable when streets are designed well
- Is good for rush hour journeys in London

It is evident that Londoners have a very positive attitude towards walking with all the positive statements receiving high levels of agreement (at least seven in ten).

Only small minorities agree with the negative statements:-

- I can't be bothered to walk for journeys that would take more than 15 minutes on foot
- I don't feel safe walking by myself in my local area
- Walking is only for people who can't afford other ways of getting there

This year, two new statements were added about traffic and walking and opinion was split. Just over half (52%) agree that heavy traffic makes people dislike walking on London's streets and over four in ten (43%) agree that the speed of vehicles makes people dislike walking on London's streets.

Results are very stable over time. There have been some changes this year compared with last, with significantly more agreeing that:-

- Walking is good for rush hours in London

In TfL's Street Management study this year we saw significantly lower levels of satisfaction for traffic flow and traffic congestion among all Londoners and car and van drivers which might explain the rise in agreement that walking is good for rush hour journeys.

Significantly fewer Londoners agree that:-

- They enjoy walking where pavements are well maintained
- Walking makes a difference to improving the environment

Significantly fewer are also agreeing (but this time fewer means a positive development) that:-

- They can't be bothered to walk for journeys that would take more than 15 minutes on foot

There are differences in attitudes towards walking between frequent (once week or more) and occasional walkers (once a fortnight or less often). Frequent walkers are significantly more likely to agree with positive statements about walking:-

- Walking gives me time to think
- Walking for 15 minutes is something I would happily consider
- Walking is a convenient way of getting about
- Walking is good for journeys in my local area
- Walking is a method of transport that I would use and/ or recommend
- Walking is an interesting way to travel
- Walking makes a difference to improving the environment
- Good design of streets makes walking more enjoyable
- Walking is good for rush hour journeys in London
- Walking is a method of transport that I would want to be seen using
- I feel more relaxed when I walk to my destination

The difference in levels of agreement between regular and occasional walkers are greatest for good for rush hour journeys and helps me to relax suggesting that these two aspects of walking are important.

**Table 1.1 Attitudes towards walking**

Base: All

Question W5 (%) n/a = not asked	2007	2008	2009	2010	2011	2012	2013	2014	2015	Regular walkers	Occasional walkers
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000	1,000	846	118
It's a good way to get fit	93	94	94	93	91	96	95	94	95	94	96
Walking sets a good example to children	89	95	90	91	88	95	91	93	91	91	92
Walking is enjoyable	92	92	88	91	87	93	91	89	90	91	92
Walking gives me time to think	89	91	85	85	86	92	91	88	90	91	84
I enjoy walking where pavements are well maintained	n/a	n/a	n/a	n/a	89	95	93	93	89	90	86
Walking for 15 minutes is something I would happily consider	n/a	n/a	n/a	n/a	85	93	87	89	88	90	76
Walking is a convenient way of getting about	85	90	87	82	84	91	89	87	87	88	77
Walking is good for journeys in my local area	n/a	n/a	86	86	83	89	89	86	87	87	80
Walking is a method of transport that I would use and/or recommend	n/a	87	84	82	83	89	88	83	86	87	79
Walking is an interesting way to travel	83	85	82	80	80	88	87	85	85	86	75
Walking makes a difference to improving the environment	89	92	86	83	84	90	90	87	83	84	72
Walking is a reliable way of getting around London	n/a	n/a	n/a	n/a	81	89	87	84	83	84	82
Good design of streets makes walking more enjoyable	n/a	n/a	n/a	83	80	88	87	83	80	82	70
Walking is good for rush hour journeys in London	77	80	77	78	75	83	82	76	80	82	63
Dirty and vandalised streets make people dislike walking in London	73	79	73	76	77	86	82	81	78	78	71
Walking is a method of transport that I would want to be seen using	78	81	75	75	73	81	81	76	78	80	69
Walking in London is a pleasurable experience	n/a	n/a	n/a	n/a	71	78	77	77	78	78	78
Information and signs make it easy to find your way around London	n/a	n/a	n/a	n/a	75	75	81	77	76	76	75

Question W5 continued (%)

	2007	2008	2009	2010	2011	2012	2013	2014	2015	Regular walkers	Occasional walkers
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000	1,000	846	118
Walking is the fastest way to travel for short journeys	n/a	70	73	70	68	75	75	70	72	73	66
I feel more relaxed when I walk to my destination	71	77	68	72	66	74	71	69	71	74	49
London is a city for walking	72	73	69	66	67	73	71	68	69	71	64
Traffic fumes make people dislike walking on London's streets	63	66	61	61	59	65	65	62	60	59	59
Heavy traffic makes people dislike walking on London's streets	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	52	51	64
The speed of vehicles makes people dislike walking on London's streets	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	43	43	40
I don't think there is enough pedestrian information and signposts in my local area	n/a	n/a	n/a	32	31	41	33	36	35	35	35
I see no reason why I should consider walking for journeys that would take more than 15 minutes on foot	n/a	n/a	29	37	32	33	33	33	33	32	36
I can't be bothered to walk for journeys that would take more than 15 minutes on foot	n/a	n/a	22	29	24	25	26	25	21	20	25
I don't feel safe walking by myself in my local area	21	20	23	22	22	23	19	20	17	16	20
Walking is only for people who cannot afford other ways of getting there	n/a	n/a	12	15	12	13	12	13	12	11	9

# Behavioural model of walking

TfL uses a behavioural model to assess Londoners' views on their propensity to walk more. The behavioural change model categorises Londoners into broad behavioural groupings according to their attitudes towards and experiences of walking more. The model was developed to ascertain what TfL can do to encourage increased walking. A new model was developed in 2013, setting a baseline that can now be used for year-on-year comparisons.

Londoners are asked to state which one of ten statements most closely applies to them, and are then allocated to six broader groupings<sup>1</sup> based on their responses.

Results are very similar this year to last with no significant changes in the proportions associating themselves with each of the ten statements about walking more.

Table 3.1 on the next page shows:-

- Approaching half (45%) started walking more a while ago and are still walking regularly now (the *sustained change* category).
- One in eight (12%) started walking more a while ago and are still doing so occasionally (the *sustained change* category).
- One in ten are in the *change* category (they have started walking more and are finding it either easy – 6% or difficult – 4%).
- Approaching one in ten (8%) have never thought about walking more but could be open to the idea in the future (the *pre-contemplation* category).
- Small minorities are in the *contemplation* stage (started thinking about walking more) (5%) and the *preparation* stage (decided to walk more soon) (1%).
- Just 18 per cent are in resisters categories (never thought about walking more and unlikely to start in the future – 8% (*pre-contemplation*), thought about walking more but don't intend to start in the future – 8% (*pre-contemplation*), started to walk more but couldn't stick to it – 2%) (*Lapsed*).

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<sup>1</sup> These categories do not represent a linear progression in behaviour, with Londoners moving between groups in sequential order, although in some cases this may happen, for example, Londoners may move from being in 'contemplation' to 'sustained change', without 'going through' a 'change' period.

**Table 3.1 Behavioural model breakdown**

BC1 (%)	Grouping	2013 (%)	2014 (%)	2015 (%)
You have never thought about it but would be unlikely to start in the future	Pre-contemplation	9	10	8
You have thought about it but don't intend starting in the future	Pre-contemplation	6	9	8
You have never thought of starting but could be open to it in the future	Pre-contemplation	11	10	8
You are thinking about starting soon	Contemplation	7	4	5
You have decided to start soon	Preparation	2	1	1
You have tried to start recently but are finding it difficult	Change	3	5	4
You have started recently and are finding quite easy so far	Change	4	4	6
You started a while ago and are still doing it occasionally	Sustained change	13	13	12
You started a while ago and are still doing it regularly	Sustained change	42	42	45
You had started doing this but couldn't stick to it	Lapsed	5	4	2



Looking at differences in the profile of Londoners in each of the broad categories of the behavioural model, we see that the category *sustained change* (started walking more a while ago and still doing so) is skewed towards white Londoners (66% compared to 61% of all Londoners).

The *change* group (started walking more recently and finding it either easy or difficult) has a higher proportion of males (57%), 25-34 year olds (37%) and outer London residents (73%) than the London population as a whole (49%, 25% and 59% respectively).

The *contemplation* group (thinking about walking more soon) has more women (63%), 45-54 year olds (31%) and BAME Londoners (46%) compared to 51%, 15% and 36% of the London population as a whole.

**Table 3.2 Behavioural model – profile of categories**

Base: All

BC1 (%)	Total	Pre-contemplation	Contemplation	Pre-preparation	Change	Sustained change	Lapsed
Base	1,000	257	55	12*	88	560	28*
Men	49	48	37	22	57	49	58
Women	51	52	63	78	43	51	42
16-24	15	16	11	0	18	15	20
25-34	25	20	16	0	37	27	0
35-44	19	21	23	74	13	19	21
45-54	15	15	31	8	13	15	18
55-64	11	12	11	3	5	12	9
65+	14	15	10	15	15	13	32
White	61	52	48	25	61	66	68
BAME	36	41	46	75	32	32	21
Inner London	40	39	44	59	26	43	22
Outer London	59	61	50	41	73	57	78

\* Caution: small base

# Motivations for walking more

## Reasons for walking more and practical steps taken

All those walking more or planning to walk more (81% of Londoners) were asked why they are walking more or may walk more in London. This is a spontaneous unprompted question with pre-coded answers for the interviewers to classify the responses. Table 4.1 on the next page shows all the responses receiving 2 per cent or more.

As with previous years, keeping fit/ getting fit is the most important motivating factor for walking more this year with just under a third giving this answer (32%).

Ease/ convenience is the second most important motivator (17%) and relaxation/ enjoyment of walking, the third most important (15%)<sup>2</sup>. These two reasons were not included in the pre-coded list of answers before now and were coded up from open ended other answers in previous years. This is likely to account for the higher mentions for these this year compared to previous years.

Around one in ten mentioned enjoying good weather (10%), to save money (9%) and to see the sights/ scenery (9%) as motivations for walking more.

Other factors are to save time (quicker than alternatives) (7%) and to avoid traffic/ congestion charging (4%).

Apart from where new pre-codes have been added to the questionnaire this year, the pattern of responses is very similar to last year, except that fewer say they are motivated by good weather (down from 19% to 10%) and to save money (down from 11% to 7%).

There are differences in response by demographic sub groups. Older Londoners are slightly more likely to say they are walking more to keep fit/ get fitter (37% of 65+ compared with 32% of all Londoners) and that they have more time to walk now (7% of 65+ compared with 4%) but are less likely to say it's for saving money (3% of 65+ compared with 9% of all). 16-24 year olds (27%) and BAME Londoners (22%) are more likely to be influenced by ease and convenience (compared to 17% of all Londoners) and to save time (14% and 11% respectively versus 7% of all Londoners).

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<sup>2</sup> Ease/ convenience and relaxation/ enjoyment of walking were not included in the pre-coded list of answers before now and were coded up from open ended other answers in previous years. This is likely to account for the higher mentions for these this year compared to previous years

**Table 4.1 Reasons for walking more**

Base: All who have walked more or may walk more in the next 12 months

New pre-codes are not highlighted for significant changes against 2014

BC2 (%) n/c = not coded	2009	2010	2011	2012	2013	2014	2015
Base	585	734	723	799	848	766	786
To keep fit/get fitter	55	43	36	37	34	35	32
Ease/convenience	1	3	4	5	2	5	17*
For relaxation/I like walking	5	9	7	12	6	6	15*
To enjoy the good weather	22	20	14	16	13	19	10
To save money	9	10	10	15	12	9	9
To see the sights/scenery	1	2	3	3	1	3	9*
To save time (quicker than alternatives)	5	14	11	13	10	11	7
To avoid traffic/congestion charging	3	5	3	5	2	4	5
Have more time to walk now	n/c	n/c	1	2	3	1	4*
Moving/moved house/job	n/c	n/c	1	<1	3	1	3
Usual transport not available	2	3	2	3	1	3	3
Environmental concerns	5	10	4	4	1	3	2
My children like me to walk with them	<1	2	2	2	<1	3	2
Health reasons	n/c	n/c	n/c	3	6	3	2
Availability of quiet, traffic-free routes	<1	2	1	3	<1	3	2
Street improvements make walking easier/more enjoyable	n/c	n/c	n/c	n/c	n/c	n/c	2*
My children have been walking more	n/c	n/c	<3	2	1	2	2
Less chance of disruption than public transport	n/c	n/c	n/c	n/c	<1	2	2

Responses over 1% shown

\*New pre-coded answers added in 2015

Londoners who are walking more or planning to walk more were asked what practical steps they have taken to help them towards walking more in the next twelve months. Half (53%) claim that they have not taken any steps (as in previous years), 8 per cent have bought additional footwear, 6 per cent have worked out routes/ consulted maps and 3 per cent are walking instead of using public transport/ getting off buses and trains before the final destination.

Twice as many are working out routes and consulting maps this year compared to last year.

**Table 4.2 Practical steps taken towards walking more**

Base: All who have walked more or may walk more in the next 12 months

BC3 (%)	2012	2013	2014	2015
Base	799	849	766	786
None (yet)	53	56	55	53
Purchased additional footwear	12	4	9	8
Have been working out routes / consulting maps	11	3	3	6
Walking instead of using public transport/getting off before final destination	3	4	5	3
Walking more/started to increase the amount I walk	4	9	3	2
Have purchased additional clothing other than footwear for the purpose	5	1	2	2

\* Responses over 1% shown

## Factors that would increase walking

Londoners were read a list of twenty improvements to the environment, infrastructure, amenities, information and traffic conditions that may affect walking in London and asked which of them, if any, would encourage them to walk more in London. Results are shown in table 4.3 on the next page.

Improvements/ information that would encourage most Londoners to walk more (chosen by 70 per cent or more) are:-

- Knowing that walking was as quick as the bus for short journeys (74%)
- New and improved walks for pleasure (72%)
- Improved safety and security, for example better lighting, safer crossings (72%)
- If there were improved walking routes that gave greater priority to pedestrians to main destinations (71%)
- Knowing that walking was as quick as the Tube for short distances (71%)

These factors are similar to main reasons for walking more discussed earlier (ease and convenience, to save time, for relaxation, to see the sights/ scenery).

Other important factors that would encourage Londoners to walk more, mentioned by between 60 and 70 per cent are:-

- If I had better information on walks and places of interest in my local area (68%)
- If the pavements and streets were cleaner (66%)
- If the street were easier to cross (66%) which was a new statement added in 2015
- If there was better information on finding my way around such as more and better signs and maps (61%)

Another new statement added this year, if there was less traffic or traffic went at slower speeds was chosen by 55 per cent of Londoners as something that would encourage them to walk more.

Where asked, the pattern of responses is very similar to last year.

There are some noticeable differences by demographic sub groups. Women, young Londoners and BAME Londoners choose all of the factors read out to them to a greater extent than men, older Londoners and white Londoners.

Women are significantly more likely to be encouraged by improved safety and security, better information on walks and places of interest in my area, streets that are easier to cross and if know how long it would take to walk to the destination.

There are no significant differences in the pattern of responses between inner and outer London residents.

**Table 4.3 Factors which would encourage increased walking**

Base: All

W10 (%)	2009	2010	2011	2012	2013	2014	2015
Base	1,007	1,000	1,018	1,014	1,002	1,000	1,000
Knowing that walking was as quick as the bus for short distances	n/a	66	73	79	73	71	74
New and improved walks for pleasure	62	67	74	77	73	72	72
Improved safety and security (e.g. better lighting or safer crossings)	n/a	n/a	72	76	73	70	72
If there were improved walking routes that gave greater priority to pedestrians to main destinations	58	65	68	73	71	68	71
Knowing that walking was as quick as the Tube for short distances	n/a	64	69	77	71	67	71
If I had better information on walks and places of interest in my area	56	61	63	68	62	60	68
If the pavements and streets were cleaner	55	61	66	69	69	64	68
If the local streets were more attractive to use	n/a	59	65	67	63	62	66
If the streets were easier to cross	n/a	n/a	n/a	n/a	n/a	n/a	66
If there was better information on finding my way around, such as more and better signs and maps	54	57	60	66	59	59	61
If I knew how long it would take to walk to my destination	45	55	60	64	61	57	58
More pedestrian signs	n/a	50	53	61	53	52	55
If there was less traffic or traffic went at slower speeds	n/a	n/a	n/a	n/a	n/a	n/a	55
If there were more shops and facilities in my local area	53	52	57	58	56	53	54
Marketing and promotion of outdoor activities in London	n/a	48	51	56	53	46	52
If there were more seating available	42	43	47	52	47	45	48
If I knew more about the impact of my carbon footprint	37	40	43	47	42	44	42
If there were more other people out walking	41	41	46	50	48	39	41
If I knew more about the health and fitness benefits	37	38	40	41	39	37	38
More advertising or press coverage around the benefits	33	35	39	42	39	35	37

## Impact of increased walking on other modes

Walking more would mean using other modes less. As in previous years, buses would be affected the most with 53 per cent saying they would use them less. Just over a quarter (24%) would use the car less and one in seven (15%) would use the Tube less. These results are very consistent with previous years.

**Table 4.4 Mode that would be used less if walked more**

Base: All who have walked more or may walk more in the next 12 months

W8 (%)	2007	2008	2009	2010	2011	2012	2013	2014	2015
Base	679	667	585	734	723	799	849	766	786
Bus	49	51	46	52	48	50	49	50	53
Car	34	30	34	32	31	34	32	28	24
Tube	15	17	13	19	15	16	15	14	15
Train	5	6	4	4	6	4	3	5	5
None in particular	6	7	10	7	8	7	9	11	9

\* Responses over 2% shown

By demographic sub groups, younger Londoners (16-34) are significantly more likely to substitute buses for walking (66% compared to 53% of all Londoners) and older Londoners (55-64) are more likely to substitute the car (31% compared to 24% of all Londoners).

Inner Londoners are more likely to substitute buses for walking than outer Londoners (60% compared to 48%) while outer Londoners are more likely to substitute the car than inner Londoners (29% compared to 24%).

**Table 4.5 Mode most likely to be replaced by increased walking**

Base: All who have walked more or may walk more in the next 12 months

W8 (%)	Total	16-24	25-34	35-44	45-54	55-64	65+	Inner	Outer
Base	786	58	77	117	132	169	233	284	495
Bus	53	66	66	38	43	41	53	60	48
Car	24	19	19	29	28	31	23	17	29
Tube	15	10	16	19	17	12	9	14	15
Train	5	6	7	5	6	4	2	7	4
None in particular	9	5	5	8	12	13	19	10	9

## Barriers to walking more

Londoners were asked what, if anything, deterred them from walking more.

The top four barriers to walking are lack of time (23%), the weather (17%), distance (11%) and disability (8%). Little has changed in these results compared with last year. Safety concerns do not register highly as a barrier to walking more (only 3%).

There are differences by demographic sub groups with women significantly more likely to be put off by lack of time than men (27% compared to 18%). The weather deters 25-34 year olds significantly more than any other age group (27% compared to 17% across all Londoners).

The deterrent of distance is more common amongst young Londoners with 18 per cent of 16-24 year olds deterred compared with only 3 per cent of 65+. Conversely, disability becomes more of a deterrent as age rises (0% of 16-24s but 24% of 65+).

There are no major differences between white and BAME Londoners and inner and outer London residents.

**Table 4.6 Deterrents to walking more**

Base: All

W8f (%)	2013	2014	2015
Base	1,002	1,000	1,000
Do not have time	20	24	23
Weather	24	19	17
Distance / long journeys	10	11	11
Have a disability which I believe makes this unrealistic	7	8	8
I have other ways of travelling around London which work better for me	7	9	8
Not interested/don't want to/don't see why I should	3	6	5
Consider that I am not fit enough	3	4	3
Would have safety concerns	7	6	3

\* Responses over 2% shown



## Sense of safety from road accidents

Londoners were asked how safe they feel from being involved in a road accident while walking in London, both during the day and at night.

As before, a high proportion (85%) of Londoners said they feel very or quite safe from being involved in a road accident while walking during the day, though this falls to 68 per cent at night time with 25 per cent feeling unsafe at night.

The proportion feeling safe at night has recovered to its 2013 level after a drop last year.

Differences in feelings of safety by demographic sub groups are more pronounced at night than during the day. Women are significantly more likely to feel unsafe at night than men (33% compared with 18%). Young Londoner (16-24) and BAME Londoners are also significantly more likely to feel unsafe (both groups at 36%). Outer Londoners are more likely to feel unsafe than inner Londoners (28% compared with 21%).

The demographic groups which are driving the increase in feeling safe at night this year are women (up from 49% last year to 59% this year), 25-34 years olds (up from 53% to 75%), 65+ (49% to 58%), both broad ethnic groups and inner London residents (59% to 74%).

**Table 4.7 Sense of safety from road accidents while walking in London**

Base: All (2015: 1,000, 2014: 1,000, 2013: 1,002)

W10a/b (%)	During the day			At night		
	2013	2014	2015	2013	2014	2015
NET: safe	83	84	85	64	59	68
Very safe	29	30	34	17	18	22
Quite safe	54	54	51	47	42	46
Not very safe	11	11	9	23	23	17
Not at all safe	4	1	2	6	8	8
NET: unsafe	15	13	11	29	31	25
Don't know / couldn't say	3	3	3	7	9	7

# Legible London

Over the last few years, many pedestrian street signs and maps across central London have been replaced by new ones which are designed to provide a common approach to helping people find their way walking around the Capital.

Londoners were asked whether they have ever used the new street signs and maps. Those who had or who thought they had done so were asked how useful they found them.

A third (33%) of Londoners state that they have definitely used the new signs and maps, which is significantly up on last year (22%). A further 5 per cent thought that they had possibly used them.

Approaching six in ten (57%) Londoners who have definitely or possibly used the new signs and maps have found them to be 'very useful', and a further 37% have found them 'fairly useful', with only a small minority feeling they were little or no help; similar results to last year.

Certain groups say they have used the new signs and maps more than others. Almost half (46%) of those aged 16-34 and over four in ten (43%) of working Londoners have definitely or possibly used the signs and maps.

**Table 6.1 Use of new street signs and maps**

Base: All who have definitely or possibly used

W12a (%)	2011	2012	2013	2014	2015
Base	152	171	241	249	338
Very useful	55	51	53	59	57
Fairly useful	38	40	40	35	37
Not very useful	3	5	5	2	1
Not at all useful	1	1	1	1	1
Don't know	3	3	3	3	4

# London walks

Londoners were asked if they had heard of and used the following walking routes around the city:

- Walk London - 23% of local residents are aware of this, but only 4% have actually walked on it the past six months, similar to the proportions reported last year
- The 2012 Games Walking and Cycling Routes - 44% of Londoners are aware of this and 7% have walked on them within the past six months, again similar to last year.
- London Greenways - 32% of Londoners are aware of this and 8% have walked on them in the past six months, once again similar to last year.

Those who have heard of or used Walk London were asked which routes they are aware of.

Seven in ten are familiar with the Thames Path and Jubilee Walkway, six in ten have heard of the Lea Valley Walk and approaching half are aware of the London Loop.

Awareness levels for the Lea Valley Walk, London LOOP and Capital Ring are significantly higher than last year.

**Table 6.2 Awareness of walking routes**

Base: All aware of, or used, Walk London

W14 (%)	2012	2013	2014	2015
Base	270	283	268	256
Thames Path	67	73	63	70
Jubilee Walkway	65	68	62	68
Lea Valley Walk	56	62	49	59
London LOOP	36	38	25	46
Jubilee Greenway	24	27	29	37
Capital Ring	23	29	21	31
Green Chain Walk	23	26	22	29







# Appendix

**Table A1.1 Frequency of walking at least five times a week**

Base: All (percentage walking at least five days a week)

2015 and 2014 data are shown for *walking as part of a longer journey* as there is a significant increase for that journey type among the total sample between the two years.

**Blue** and **red shading** indicate results which are significantly higher or lower than the total among certain demographic sub groups in 2015. **Blue** and **red arrows** against the 2015 data for *walking as part of a longer journey* indicate significant increases and decreases in 2015 compared with 2014.

W1, W2, W6a (%)	Walking only journey*	Going for a walk	Walking a whole journey	Walking as part of a longer journey	
	2015	2105	2015	2014	2015
Total (1,000)	54	29	44	36	43 
Men (418)	51	29	43	37	49 
Women (582)	56	29	46	35	37
16-24 (69)	52	23	42	39	46
25-34 (86)	58	28	48	35	50
35-44 (147)	57	28	48	48	48
45-54 (166)	56	33	47	39	51 
55-64 (218)	48	29	42	30	27
65+ (314)	46	34	34	21	25
White (731)	55	30	45	35	42 
BAME (232)	51	27	42	39	47
Inner London (348)	61	30	53	38	47 
Outer London (645)	48	29	39	35	41 



\* Combines going for a walk and as a means of transport for a whole journey

**Table A1.2 Frequency of walking at least once a week**

Base: All (percentage walking at least once a week)

2015 and 2014 data are shown for *walking as part of a longer journey* as there is a significant increase for that journey type among the total sample between the two years.

**Blue** and **red shading** indicate results which are significantly higher or lower than the total among certain demographic sub groups in 2015. **Blue** and **red arrows** against the 2015 data for *walking as part of a longer journey* indicate significant increases and decreases in 2015 compared with 2014.

W1, W2, W6a (%)	Walking only journey*	Going for a walk	Walking a whole journey	Walking as part of a longer journey	
	2015	2105	2015	2014	2015
Total (1,000)	87	67	81	73	77 
Men (418)	86	68	79	73	80 
Women (582)	89	66	82	73	73
16-24 (69)	88	56	84	79	84
25-34 (86)	90	69	82	70	78
35-44 (147)	91	72	84	81	77
45-54 (166)	83	67	78	74	80
55-64 (218)	86	65	79	72	65
65+ (314)	81	69	74	63	70
White (731)	88	68	81	74	75
BAME (232)	87	65	80	75	79
Inner London (348)	92	67	88	76	77
Outer London (645)	84	67	76	72	76

\* Combines going for a walk and as a means of transport for a whole journey

**Table A1.3 Frequency of walking for different purposes**

Base: All (percentage walking at least five days a week)

2015 and 2014 data are shown for *carrying out small errands* and *taking a child to school* as there are significant changes for those journey types among the total sample between the two years.

**Blue** and **red shading** indicate results which are significantly higher or lower than the total among certain demographic sub groups in 2015. **Blue** and **red arrows** against the 2015 data for *carrying out small errands* and *taking a child to school* indicate significant increases and decreases in 2015 compared with 2014.

W6b-f (%)	Carry out small errands		Take a child to school*		Get to work, school or college	Visit friends / relatives	Visit social places
	2014	2015	2014	2015	2015	2015	2015
Total (1,000)	32	38 ↑	61	39 ↓	37	9	5
Men (418)	32	36	44	30	40	10	6
Women (582)	33	40 ↑	75	47 ↓	35	9	4
16-24 (69)	26	25	31	4 ↓	57	14	3
25-34 (86)	22	39 ↑	75	68	48	11	7
35-44 (147)	37	43	68	50 ↓	39	9	4
45-54 (166)	37	44	63	31 ↓	44	5	8
55-64 (218)	39	37	39	29	17	6	5
65+ (314)	42	38	31	0 ↓	2	8	4
White (731)	35	40	64	41 ↓	31	9	6
BAME (232)	29	37	66	37 ↓	50	10	4
Inner London (348)	38	46 ↑	67	48	41	10	9
Outer London (645)	28	33	58	33 ↓	35	9	3

\*Base: All who take a child to school (156)

**Table A1.4 Frequency of walking for different purposes**

Base: All (percentage walking at least once a week)

2015 and 2014 data are shown for *getting to work, school or college* and *visiting social places* as there are significant changes for those journey types among the total sample between the two years.

**Blue** and **red shading** indicate results which are significantly higher or lower than the total among certain demographic sub groups in 2015. **Blue** and **red arrows** against the 2015 data for *getting to work, school or college* and *visiting social places* indicate significant increases and decreases in 2015 compared with 2014.

W6b-f (%)	Carry out small errands	Take a child to school*	Get to work, school or college		Visit friends / relatives	Visit social places	
	2015	2015	2014	2015	2015	2014	2015
Total (1,000)	86	82	45	52 ↑	49	48	53 ↑
Men (418)	85	78	47	52	50	53	61 ↑
Women (582)	87	86	44	52 ↑	48	42	45
16-24 (69)	81	77	65	78	58	56	53
25-34 (86)	90	94	54	62	52	44	62 ↑
35-44 (147)	88	85	56	57	49	54	57
45-54 (166)	85	70	46	53	47	46	51
55-64 (218)	83	70	25	31	39	47	46
65+ (314)	84	70	8	11	41	37	40
White (731)	88	82	39	44	50	53	59 ↑
BAME (232)	84	83	58	66	48	40	44
Inner London (348)	88	87	46	54 ↑	54	58	58
Outer London (645)	84	79	45	50	43	41	50 ↑

\*Base: All who take a child to school (156)