

## Attitudes to Walking 2008 Research Report

**Prepared for:** TfL  
**Prepared by:** Michael Stone/Leo Holker  
**Job Number:** TfL JN: 06106; Syn. JN: 08-0470  
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## 1 Executive summary

As was the case in 2007, the research shows that most Londoners take a positive view of walking. This is illustrated by the fact that only one in eight Londoners told us that they consider walking to be an unpleasant experience and by the high agreement levels with a range of statements which are positive about the experience and impact of walking. There are indeed significant increases in the proportions agreeing that *walking is a convenient way of getting about*, that *I feel more relaxed when I get to my destination if I walk* and *walking sets a good example to children*. The latter is particularly noticeable for its very high agreement rate (95%) and for being one of a number of statements relating to the benefits for children of walking which drew higher agreement levels this year, suggesting that this message has been among the most effectively conveyed in TfL's marketing.

Looking at the barriers to walking, fear of crime and anti-social behaviour impact heavily with 79% agreeing that *dirty and vandalised streets make people dislike walking in London* (a significant increase from last year) and one in five saying *they don't feel safe walking by themselves in their local area*. Traffic fumes are also a significant deterrent to (further) walking in London (for two thirds of Londoners).

The majority of Londoners who make regular journeys of two kilometres or less to work/college, to take a child to school and to pick up groceries and essentials say that walking is among their usual modes. The proportion of those people who walk to work/college and when taking a child to school has increased significantly since 2007.

People told us that a number of practical steps would encourage them to walk more in and around London with *new and improved walks for pleasure*, *new and improved public spaces with new seating* and *new and improved crossing facilities at junctions* being supported by seven in 10 Londoners as a means of incentivising them to walk more.

Half the people we spoke to feel that people should be allowed to use their cars as much as they like. This has not altered since 2007. Three in 10 Londoners (31%) feel that people should be able to use their car as much as they like even if it is not environmentally friendly. This has dropped, though not significantly, from 35% last year.

There is some evidence that messages relating to the benefits of walking are achieving higher penetration this year with significant reductions in the proportions who are surprised to hear that:

- children walking to school helps to improve air quality around the schools
  - you can save up to £5 a week by walking a short journey to work or school instead of driving every day
- and
- over 50% of children don't walk to school regularly

TURF analysis shows the most powerful messages for future marketing to be:

- in heavy traffic jams, air quality can be poorer inside the car than outside
  - children walking to school helps improve air quality around schools
- and
- walking one mile in 20 minutes burns the same number of calories as running one mile in 10 minutes

The message relating to children has replaced the information about the impact of CO2 emissions in the three most powerful messages this year, reflecting again the heightened interest in the benefits of children walking more which we have found throughout the 2008 research.

## 1.1 Attitudes to walking versus attitudes to cycling

As in 2007, attitudes to walking are generally far more positive than attitudes to cycling.

- Just under three quarters of Londoners consider their city to be good for walking whilst just under a third considers it to be good for cycling.
- As in last years results, walking heavily outscores cycling in being:
  - enjoyable
  - quicker
  - convenient
  - an interesting way to travel
  - a method of transport you would want to be seen using
  - good for rush hour journeys in London
- Over two-thirds of Londoners are receptive to walking more over the next year (as opposed to one in four in respect of cycling), and a third would definitely *consider* walking more (as opposed to one in eight in respect of cycling).
- Only one person in eight considers walking to be an unpleasant experience. This compares with a four in 10 Londoners in respect of cycling.

## **2 Introduction**

### **2.1 Background**

The promotion of walking is a key part of TfL's sustainable transport strategy which seeks to encourage a move away from car use towards modes of transport which are more sustainable in the long term.

A campaign designed to encourage walking more in London was launched in spring 2007. The first wave of this research (fieldwork March 2007) measured attitudes towards walking prior to the campaign start. This latest study is the second wave of the research and enables us to measure the impact of the campaign and other influences on the extent to which Londoners are using walking as a mode of transport.

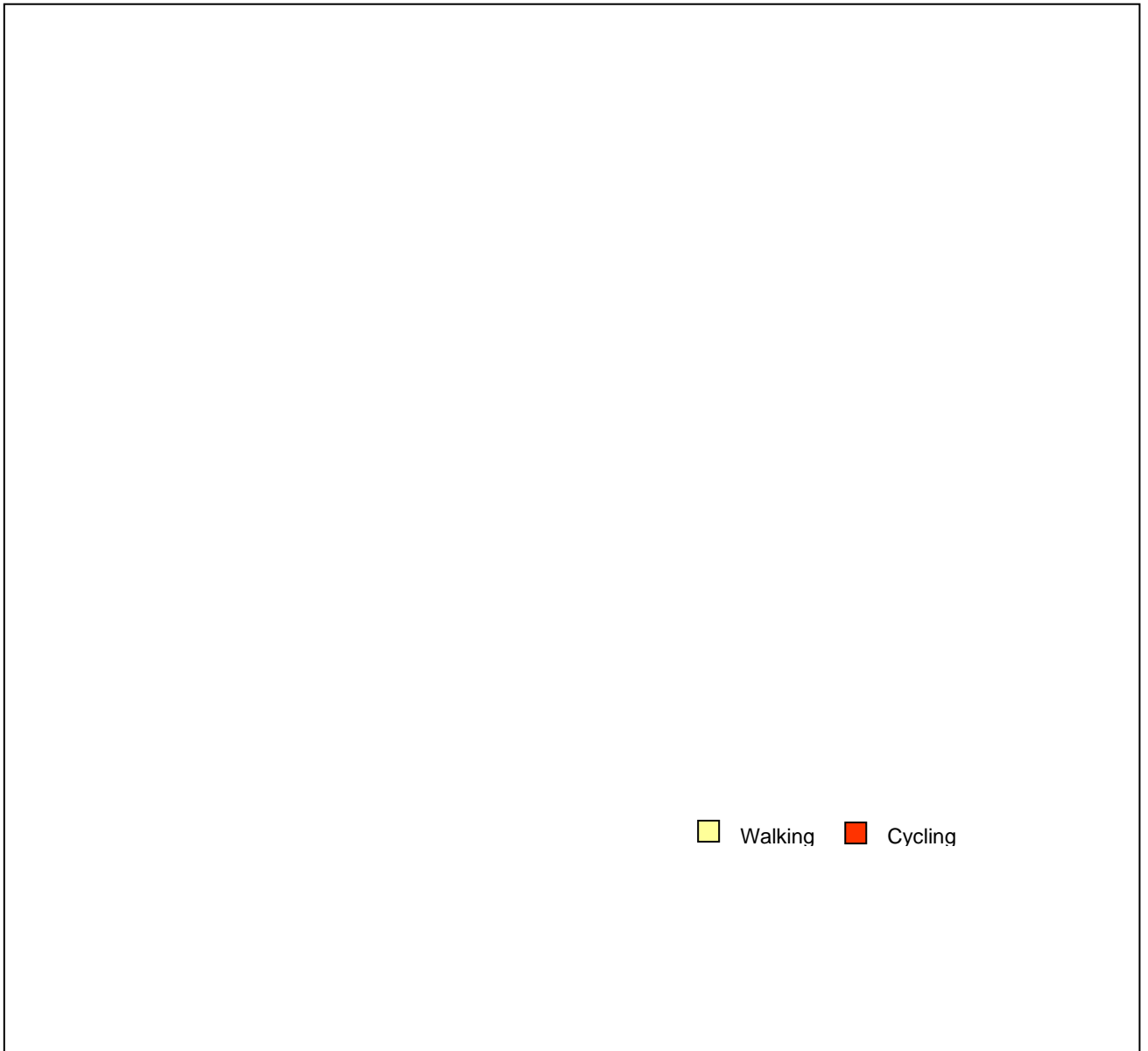
### **2.2 Research objectives**

The research objectives for this study are as follows:

- To monitor attitudes to walking to measure year on year changes as part of monitoring communications campaigns
- To test levels of interest in TfL ideas/ initiatives for increased walking
  - which messages are most likely to motivate more walking?
- To help identify who is suitable for future targeting of the marketing of walking in London
- Post-measure for the walking advertising (2007) evaluation.

### 3 Attitudes to walking

The chart below shows the level of agreement with a number of attitudinal statements regarding walking in the capital which we put to the people to whom we spoke. A comparison is shown where the same statement was also put to Londoners with regard to cycling in the capital.



The chart on the previous page shows that, as was the case last year, the great majority of Londoners feel positively about walking. It is interesting to note that *it sets a good example to children* is now the statement which attracts the highest level of agreement, perhaps reflecting increased interest amongst adults in children's fitness in light of recent media stories about childhood obesity and lack of exercise. Other changes from last year include a significant increase in those agreeing that *walking is a convenient way of getting about*, and a significant increase in people agreeing that *I feel more relaxed when I get to my destination if I walk*.

Fewer people tended to agree with the negative statements than the positive statements, though a substantial number (just under eight in 10) agree that *dirty and vandalised streets make people dislike walking in London*. This represents a significant increase from last year. Traffic fumes are also seen as off putting for walkers, with similar proportions to last year (two-thirds) agreeing that this causes people to dislike walking in London.

As was the case last year, only one in eight Londoners considers walking in London to be an experience that is unpleasant. Concerns over personal safety while out walking present a greater barrier, with one in five telling us that they do not feel safe walking alone in their local area.

**Demographic differences (all differences are significant):**

Women are more likely to agree that walking *is a good way to get fit* (96% vs. 92% of men), that for *short journeys walking can be quicker* (93% vs 90% for men) and walking is a mode they are *happy to be seen using* (86% vs. 77% of men). Men and women both agreed that walking *sets a good example to children* (95% for both) in similarly high proportions further underlining the importance of this factor. On the other hand, men are more likely to agree that *I feel more relaxed when I walk to my destination* (81% vs 74% for women).

25-34 year olds were the most likely to agree that *London is a city for walking* (81% compared to 73% overall), whilst 16-24 year olds were the least likely to agree that *walking is a good way to get fit* (85% vs 94% overall).

Londoners from lower social grades are more likely to say they feel unsafe walking in their local area (33% vs 20% overall) and that they feel that traffic fumes are a deterrent to walking (74% vs 66% overall).

Londoners with a disability were most likely to agree that walking is a good way to get fit (98% vs 93% non-disabled), however they were also less likely to agree that they feel more relaxed when they walk to a destination (70% vs 78% non-disabled) and more likely to have said that they don't feel safe walking by themselves in their own locality (30% vs 19% non-disabled).

### **Comparison with attitudes to cycling:**

A comparison of attitudes to walking with attitudes to cycling shows, as it did a year ago, that walking scores significantly higher in terms of being:

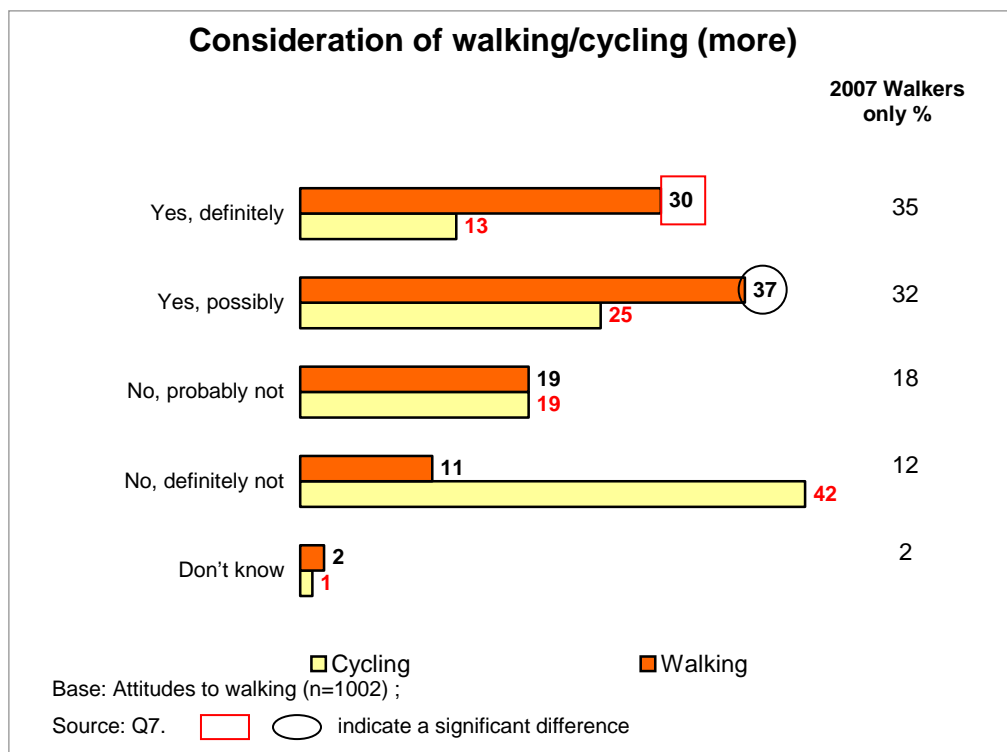
- enjoyable
- quicker for short journeys
- a convenient way of getting about
- an interesting way to travel
- a method of transport you want to be seen using
- good for rush hour journeys in the capital

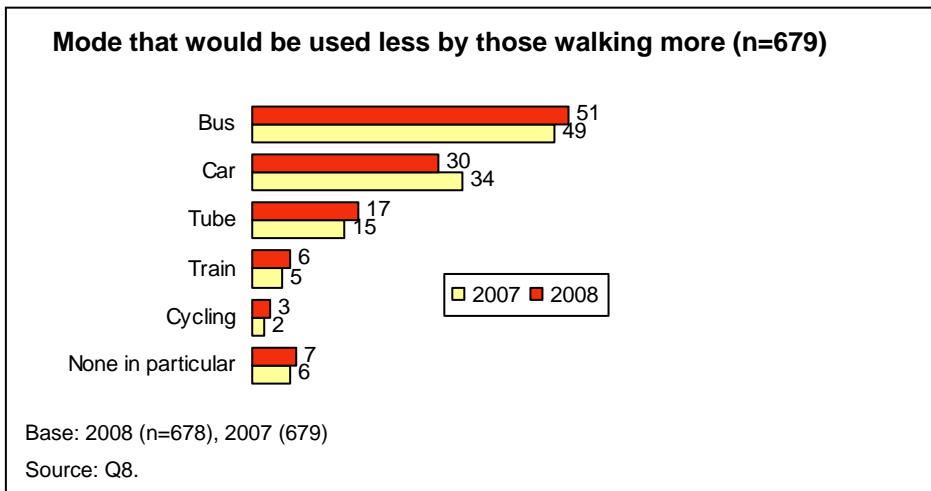
Differences are particularly marked in respect of London being a good city for walking/cycling (those feeling this in respect of walking are almost three times the number of those taking this view in respect of cycling). This, again, mirrors the 2007 findings. Londoners are also significantly more likely to see traffic fumes as a deterrent to cycling (88%) than to walking (66%). One in three Londoners considers cycling to be an unpleasant experience, this being true of only one in eight residents of the capital with regard to walking.

## 4 Consideration of walking more in London

### 4.1 Consideration of walking more

The chart below shows the responses we received to the question ‘*Would you consider walking more in London over the next year?*’ and also highlights the difference in responses to a comparable question on the recent Attitudes to Cycling study. There has been no overall change from last year in the proportion of Londoners who would *consider* walking more. There is, however, a significant decrease in the proportion saying that they would *definitely consider* this, an increase which is somewhat offset by a significant increase in the proportion saying that they will *possibly consider* this. As in 2007, people were significantly more willing to say that they would *consider* walking more than to say that they would *consider* cycling (more). Londoners are three times more likely to say that they will *definitely consider* walking more than *definitely consider* cycling (more). Londoners are nearly four times as likely to say that they will *definitely not consider* cycling (more).





When Londoners, who previously told us that they would *consider* walking more, were asked which modes of transport they would replace with walking, they were most likely to say buses and cars. As seen in the chart above, there has been a decline since last year in the proportion of people who would replace cars with walking, but there have been increases in the proportion of people who would replace tubes, trains and cycling with walking. None of these differences calculate to be significant statistically.

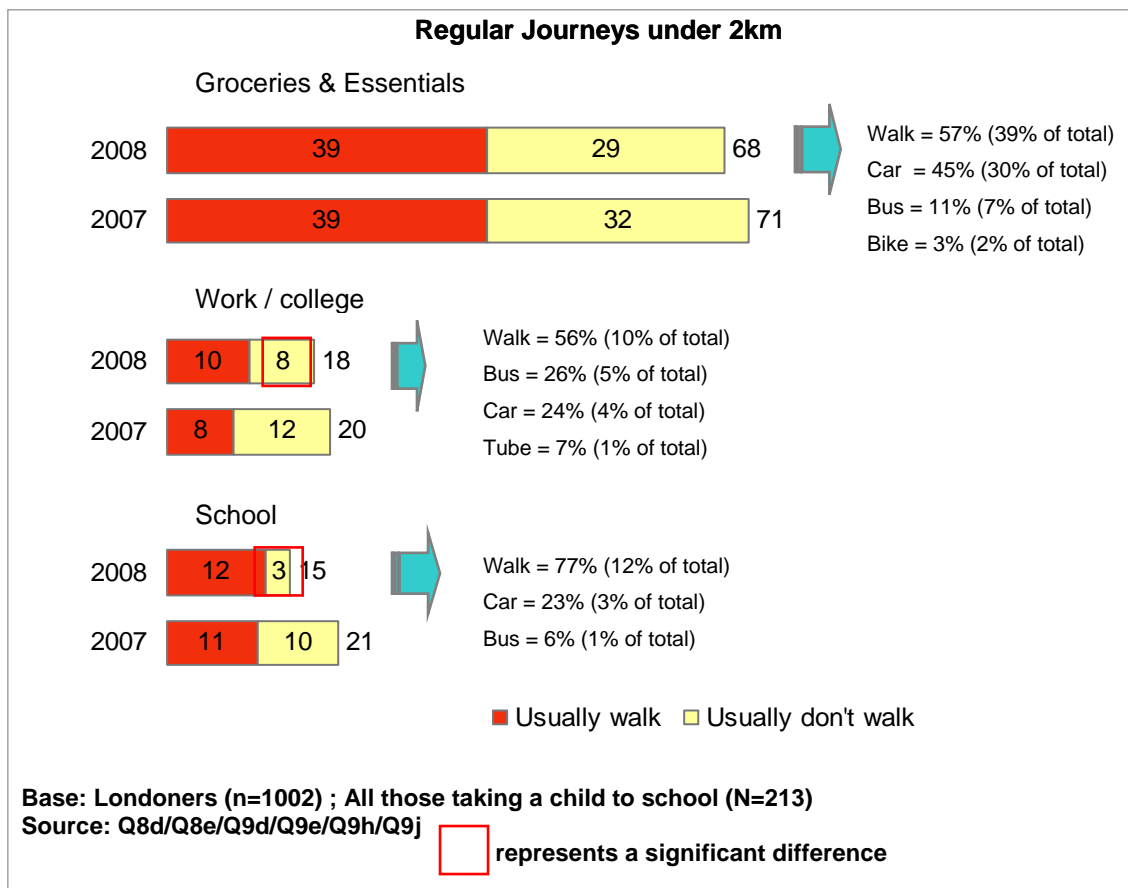
## 4.2 Profile of those who would *consider* walking more:

	Definitely		Definitely/ possibly		No	
	2008	2007	2008	2007	2008	2007
Year	2008	2007	2008	2007	2008	2007
N=	305	350	678	697	306	311
<b>Gender</b>						
Male	50	50	47	48	56	51
Female	50	50	53	52	44	49
<b>Age</b>						
16-34	42	46	44	44	30	26
35-54	38	32	34	34	36	32
55+	21	18	22	19	34	38
<b>Social grade</b>						
ABC1	66	62	65	65	63	60
C2DE	23	26	28	27	27	32
<b>Borough</b>						
Inner	42	45	40	42	37	32
Outer	58	55	60	58	63	68
<b>Ethnicity</b>						
White	68	61	68	65	72	78
BAME	29	35	28	31	22	17

The profile of those who told us in 2008 that they would definitely, or at least possibly, *consider* walking more over the next year varies little from the 2007 profile. The increase among those aged 55+ in those saying they would either definitely or possibly *consider* this is indeed the only statistically significant variation here. Even allowing for this change, the 2007 finding that those under 55, those in Inner London and those in BAME groups (which will contain a higher proportion of younger people) are more likely to be willing to *consider* walking more in London continues to hold true.

### 4.3 Consideration of specific walking journeys

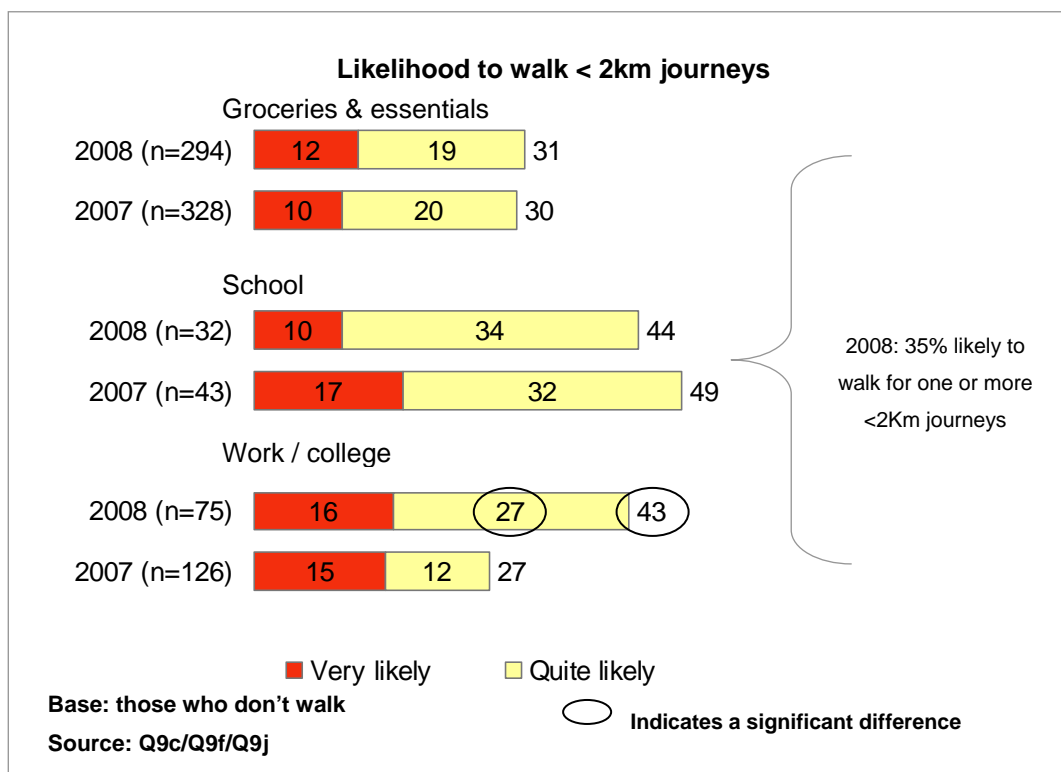
The chart below shows the proportion of Londoners who make journeys to work/college and/or to pick up groceries and essentials which, typically, take less than 10 minutes by car or are less than 2 kilometres away. The same was also asked about the journey to school among those who take a child to school. As can be seen in respect of each journey, the proportion that usually walk exceeds the proportion that usually don't. Since last year, there have been pleasing reductions in the proportions of Londoners who don't walk for these journeys, significantly so in respect of taking a child to or from school or attending work or college.



As was the case a year ago, the most common short journey is for groceries and essentials, and again mirroring last year, over half of people usually make these journeys by foot. Walking is, once again, the main means of undertaking the school run for <2km journeys and also for commuting. People are less likely to walk for commuting than for other short distances, with bus and car being the other two popular methods of doing this.

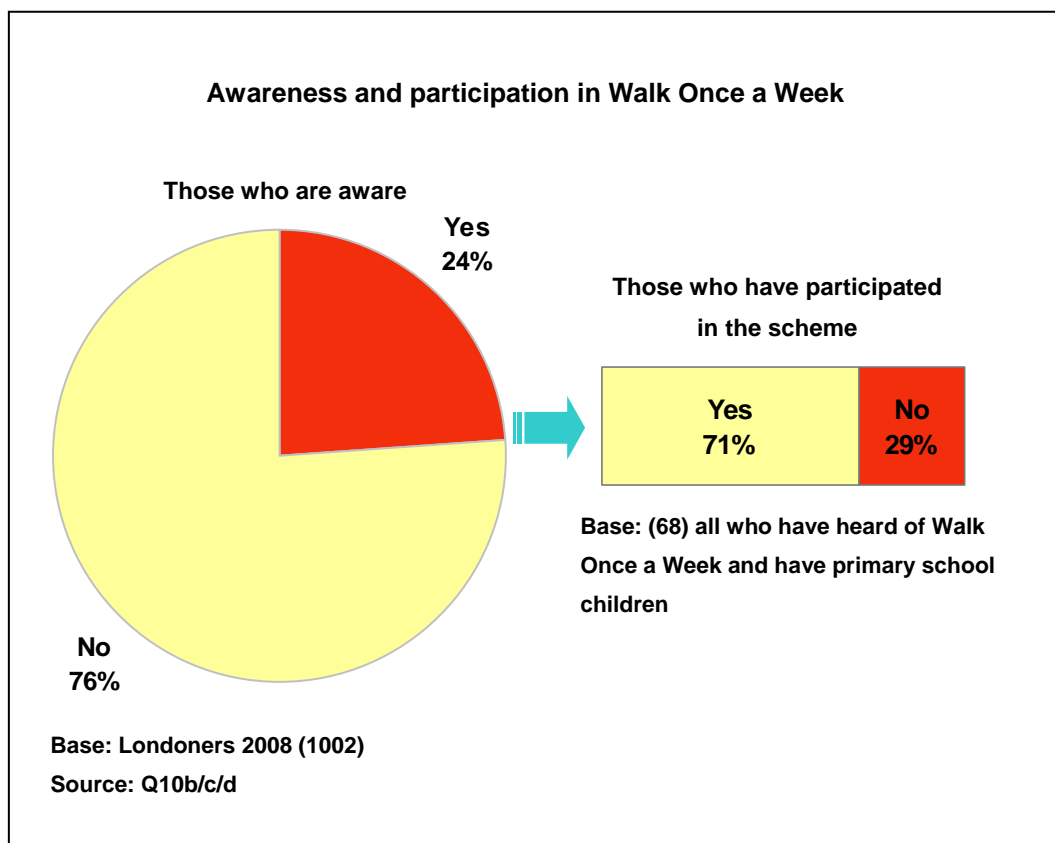
Trips to school are the short journeys most likely to be carried out by walking. This may reflect the fact already shown that walking is very widely seen as setting a good example to children.

In total, 74% of Londoners told us that they usually make journeys of less than 2 kilometres but that they tend not to walk to do this. A third of these people (34%), told us that walking is not one of their usual modes. We asked these people how likely they would be to *consider* walking as an alternative means of doing this at least some of the time. As can be seen below, a substantial minority of these people told us that they would be at least quite likely to *consider* doing this. There has, indeed, been a significant increase in the proportion giving this answer in respect of travelling to work or college.



#### 4.4 Awareness of Walk Once a Week scheme:

Walk Once A Week, sometimes called Walk On Wednesday, is a scheme which aims to encourage primary school children to walk to school on at least one day per week. The chart below shows that a quarter of the Londoners we spoke to were aware of the scheme and that among those who have heard of the scheme *and* who have children of primary school age (7% of the people we spoke to), seven in 10 told us that they have participated in the scheme.



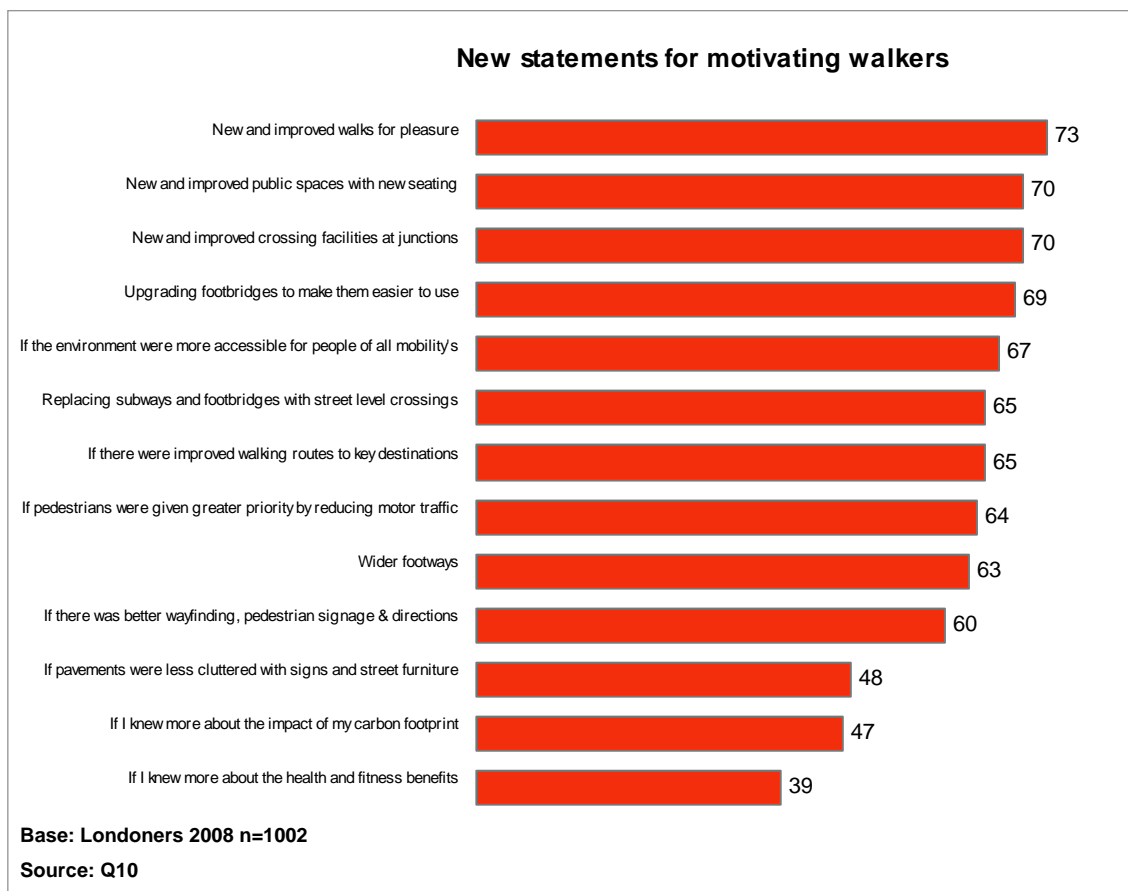
## 4.5 Motivation for walking more

The chart below shows the results when Londoners were asked what, if anything, would motivate them to walk more in London.



The majority of these statements showed a small increase from 2007 to 2008 in their ability to motivate Londoners to walk more. None showed a decrease. The two lowest scoring statements from both years saw the largest increases, with *if there were more other people out walking*, showing the largest and only statistically significant increase. The proportion of people who said that *none of these statements* made a difference, showed a significant reduction.

Statements of potential motivators for walking more which were put for the first time this year are reported in the chart below.



The top three statements for motivating walkers in 2008, all surround the issue of facilities and plans to better accommodate walkers in the built up environment. *New and improved walks for pleasure* was the response most likely to encourage Londoners to walk more, followed by *new and improved public spaces with new seating* and *new and improved crossing facilities at junctions* which were mentioned by seven in 10 Londoners. Interestingly, greater knowledge of the health and fitness benefits was the least likely to motivate, though, even here, four in 10 thought that more information would encourage them to walk more in and around the capital.

**Demographic differences (all differences are significant):**

Women are more likely to say that *knowing how many calories were burned per mile* (44% vs. 31% of men) and *if the pavements were cleaner* (63% vs. 55% of men) would persuade them to *consider walking more*. Women were also more likely to agree that they would consider walking more *if I had a better knowledge of London generally* (54% vs. 44%) and *if I had better information on walks and places of interest in my local area* (61% vs. 53%).

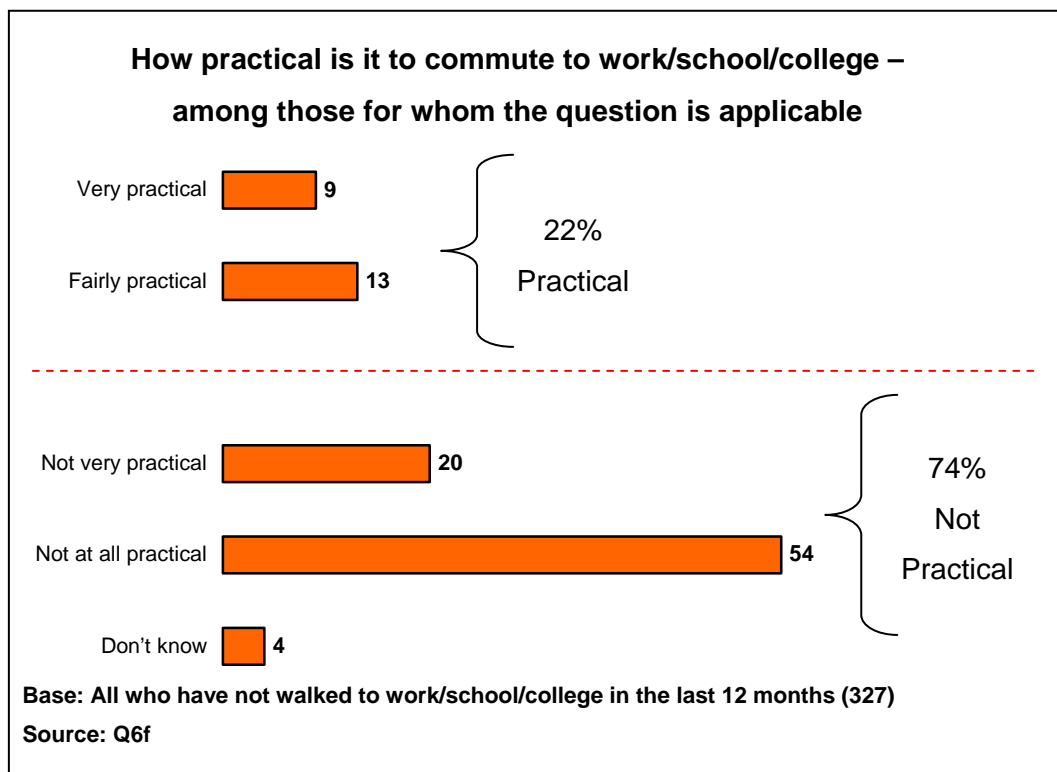
Younger people (16-34s) were the most likely to say that improvements to their environment would encourage them to *consider walking more*, specifically *if the pavements were cleaner, if there were more facilities in my local area, and if there were more local shops in my local area*. The youngest age group (16-24) were the most likely to be affected by their local environment with significantly higher proportions saying that *safer streets* and the *pavements being less cluttered with signs and furniture* would encourage them to *consider walking more*. Slightly older people (25-34 year olds) were more interested in aesthetic improvements such as *new and improved walks for pleasure, upgrading footbridges, and new and improved public spaces* than were other age groups.

Overall, BAME groups were more interested in *improved walking routes to key destinations* like *public transport stops, schools and shopping centres*. BAME groups were also particularly interested in the *health and fitness benefits* and *the impact of their carbon footprint*.

Londoners with a disability were less likely than those without a disability to agree they would be motivated to *consider walking more* if *there were more shops in the area* (40% vs 56% of non disabled Londoners) if they had a *better knowledge of London generally* (35% vs 51%) and if there were better *way-finding pedestrian signage and directions on the streets* (51% vs 61%).

## 4.6 How practical is it to walk all or part of your commute?

Londoners who hadn't walked to work/school/college in the last 12 months, but who make one or more of these journeys, were asked how practical it would be for them to walk during their commute. Just under three quarters believed it wouldn't be practical for them to walk, leaving 22% of those people, translating to one in 14 Londoners (7% overall) who choose not to walk for their commute even though they consider that it would be practical.



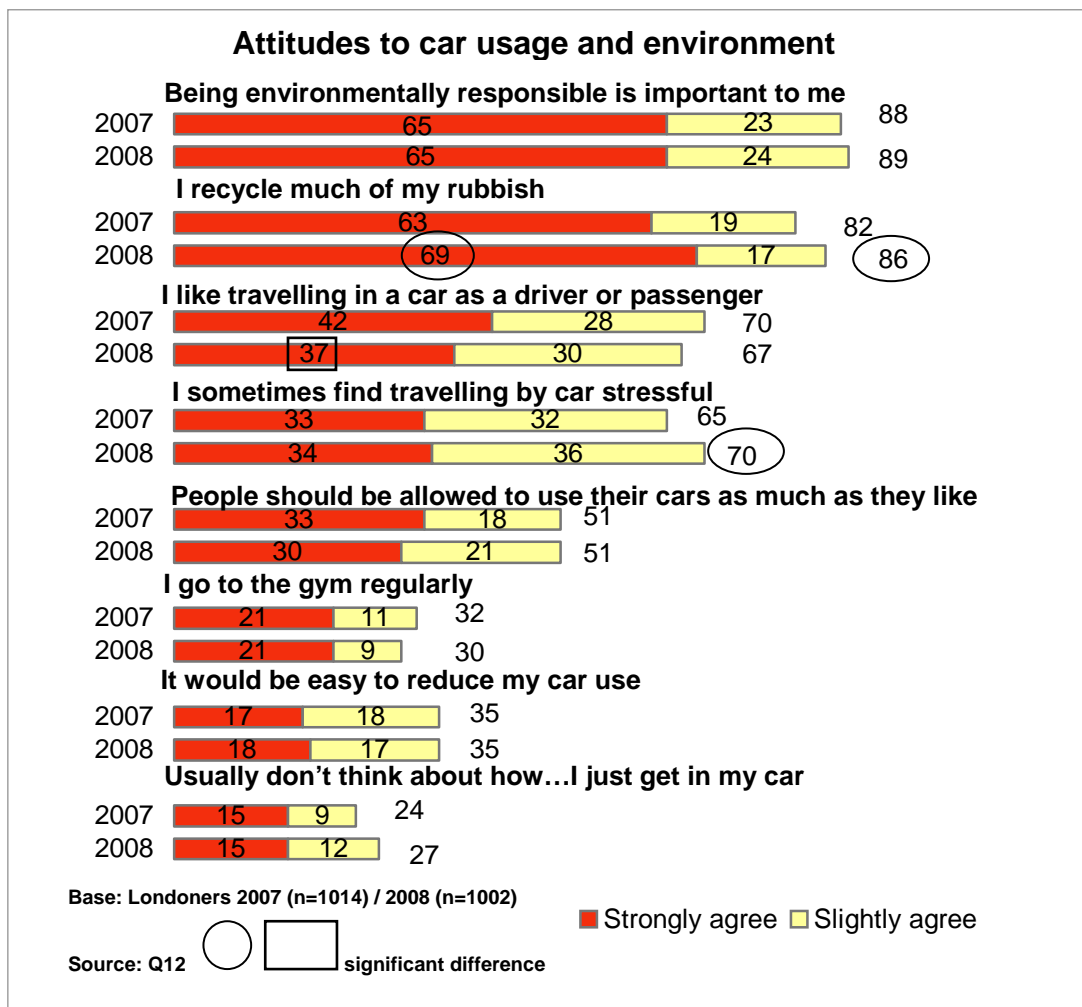
**Demographic differences (all differences are significant):**

Of these 1 in 14 Londoners, those aged 25-34 were the most likely not to walk to work/school or college, even though it would be practical. Londoners living in inner London were more likely not to walk all or part of their commute even though it was practical, compared to those from outer London (17% vs 12%). Cyclists were also more likely to say that they never walked even though it was practical, (23% vs compared to 14% for other modes of transport).

## 5 Car usage, health and environment

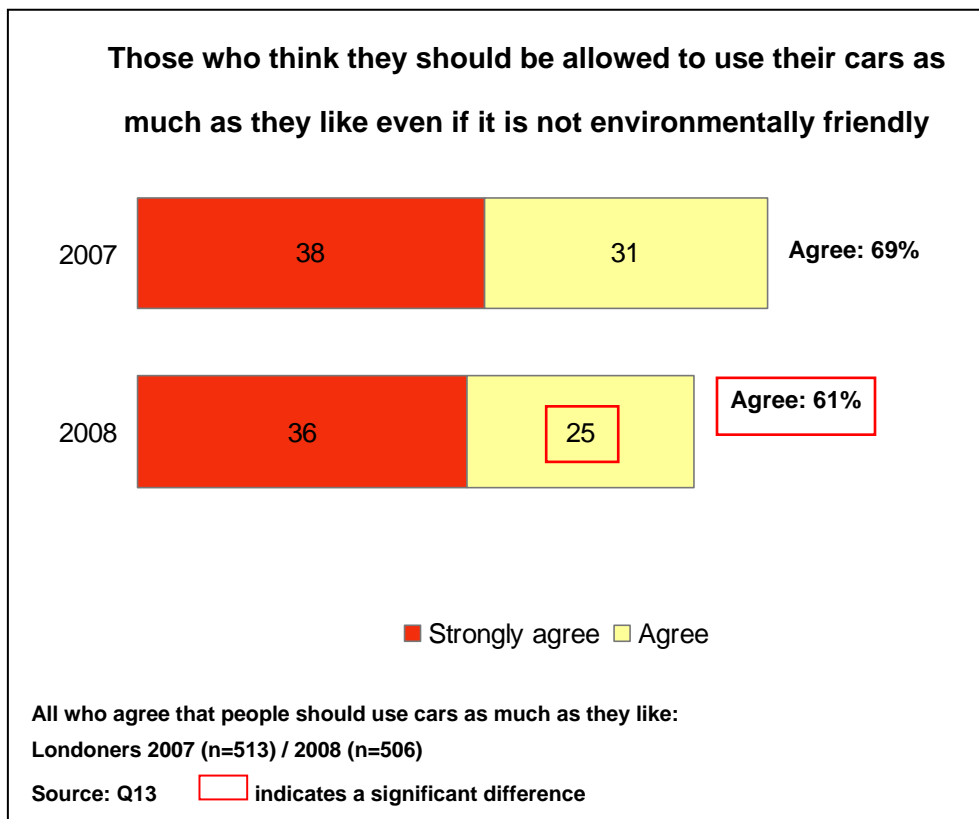
### 5.1 Car usage, health and environment

The chart below shows the proportion of Londoners either strongly or slightly agreeing to statements made about car usage, health and the environment. The results are shown for both the 2007 and 2008 research.



There has been a significant increase in the proportion who say that they agree or slightly agree with the statements *I recycle much of my rubbish* and *I sometimes find travelling by car stressful*.

Overall, nine in 10 Londoners believe themselves to be environmentally responsible, a proportion that has stayed constant over the year. It is important to note, however, that there has been no overall reduction in the proportion of people saying that they *should be able to use their cars as much as they like* (51% both this year and last). People’s belief in personal freedom and civil liberties is likely to impact here though, in addition to the extent to which people are (or are not) concerned about the environment.



We then asked these people whether they would still agree that people should be allowed to use their cars as much as they like even if it’s not environmentally friendly. Six in 10 of these people (31% of all the people we spoke to) told us that they continue to feel this way even if it is not environmentally friendly. Last year, a significantly higher 69% of those who thought people should use their

cars as often as they like felt this. This translated to 35% of all the people we spoke to in 2007. The reduction among the total sample does not calculate to be statistically significant.

**Demographic differences (all differences are significant):**

People who are in full time work are the most likely to find *travelling by car stressful* as were those aged 25-34. These may be the groups of people most likely to be active and in employment and are more susceptible to the congestion and time pressures of travelling by car in London. Those who work full time and are from higher socio economic groups are the most likely to disagree that they *don't think about how they are going to travel and just get in a car*.

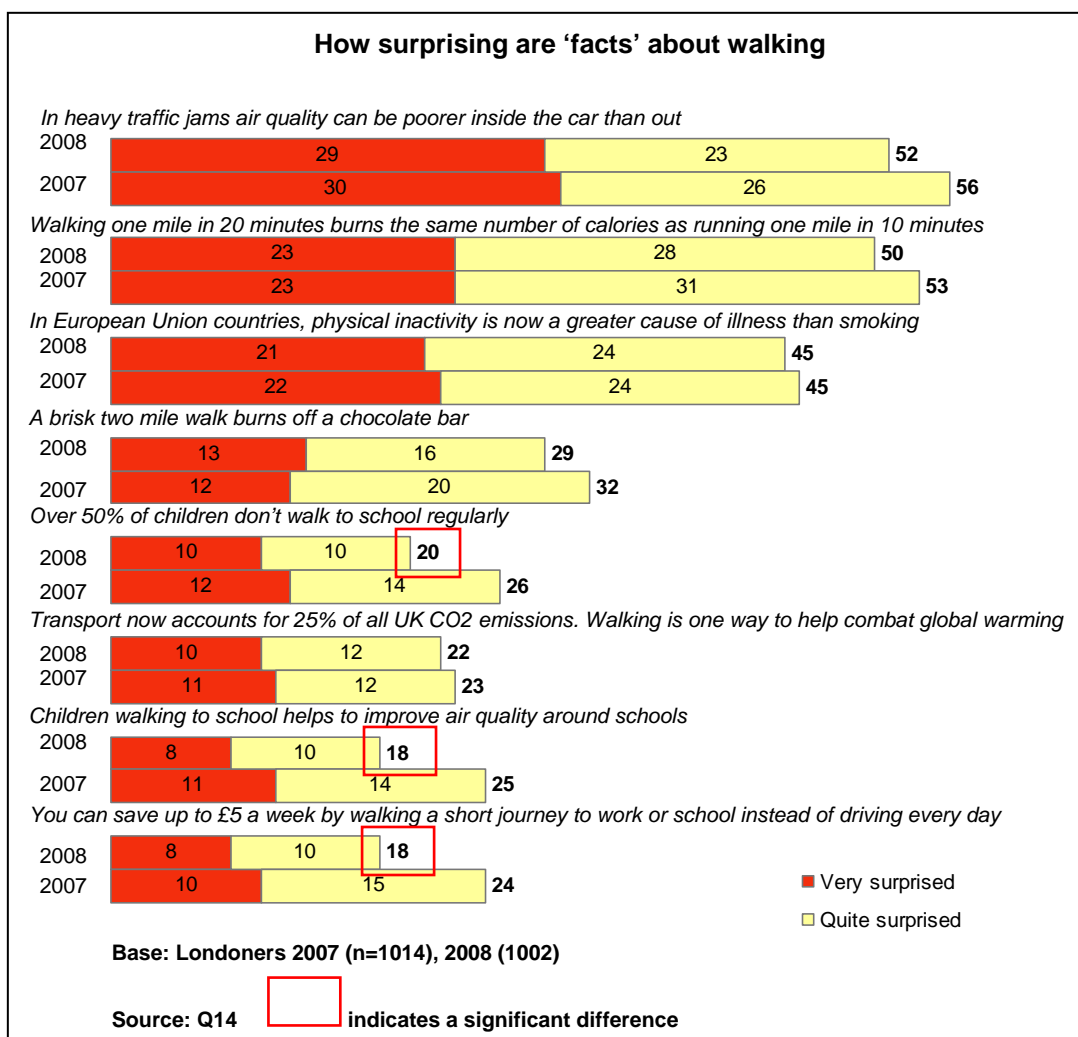
Londoners aged 16-24 and those from BAME groups were the most likely to believe that it would be *easy to reduce car use*. This may be related to the younger overall age profile of BAME groups. Younger age groups are generally less likely to have reached higher socio economic groups.

As may be expected considering the less built up environment with increased distances to facilities and less transport options, Outer Londoners are more likely to say that they *don't think about how they are going to travel – and just get in the car* (32% vs. 19% Inner Londoners). Outer Londoners are also more likely to say that *people should be allowed to use their cars as much as they like* (53% vs. 46%).

Women are more likely to say *the environment is important* to them (92% vs. 86% men) as are those from an Asian/Asian British ethnicity (95%). Those aged 65+ are the most likely to say that they *recycle most of their rubbish* (98%), followed by those not in employment (89%). It can be assumed that many of those aged 65+ make up the not working group, therefore having extra time can be seen as having a positive effect on the amount of recycling Londoners do.

## 5.2 Effect of environmental and health messages

Londoners were asked how surprising they found statements about the benefits of walking. The results below are those from this year compared to those from last year.



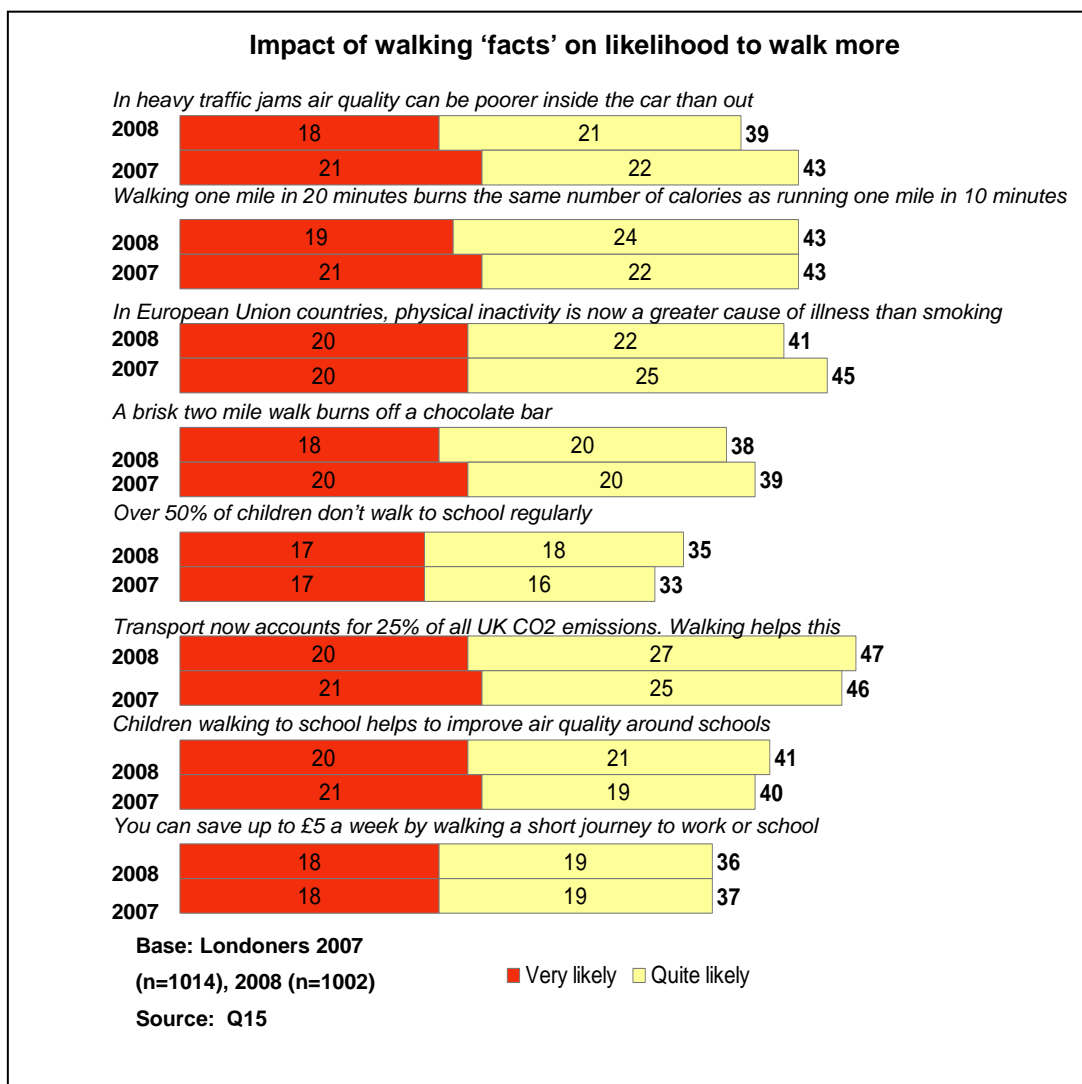
There has been a uniform decrease across all the statements in the proportion of people surprised by the message of each statement since last year.

Significant decreases have been found with the statements:

- *Children walking to school helps to improve air quality around the schools;*
  - *You can save up to £5 a week by walking a short journey to work or school instead of driving every day;*
- and
- *over 50% of children don't walk to school regularly.*

The two statements registering the most surprise amongst Londoners were; *air quality being poorer inside the car than out, and walking one mile in 20 minutes burns the same number of calories as running one mile in 10 minutes.*

After each statement Londoners were asked how likely the knowledge is to make them walk more. This is shown in the chart below.



Messages that register the most surprise amongst Londoners are not always the ones that are the most likely to motivate. The message that motivates the most people is the knowledge that *walking helps the reduction of CO2 in the environment*. What is most noticeable, however, is the relatively small difference between this highest likelihood (47%) and the lowest likelihood of 35% (*over 50% of children don't walk to school regularly*).

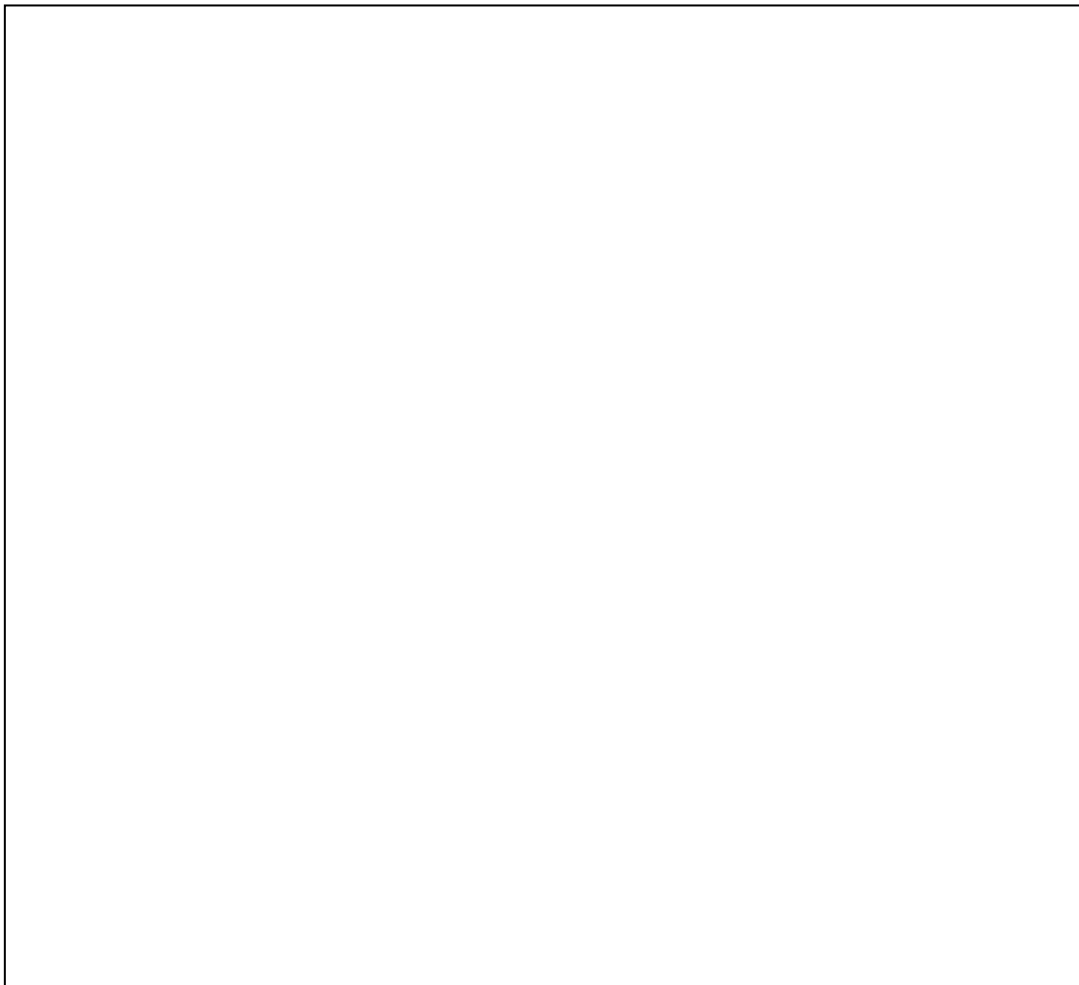
Further analysis reveals that 33% of the people we spoke to told us that they were not likely to be influenced by any of the messages. These people comprise:

- 41% of men and a significantly lower 25% of women
- 19% of people aged 16-24, 33% of those aged 25-54 and 41% of those aged 55 and above (these all differ significantly from each other)
- 37% of AB's, 31% of C1's, 34% of C2's and 24% of DE's. The AB/DE difference is the only one that calculates to be significant statistically
- 39% of disabled people and 32% of non-disabled people (not significant)
- 39% of white people and a significantly lower 17% of BAME people

As in last year's report we have utilised TURF analysis to estimate which combination of messages will have the greatest impact.

## 6 TURF analysis

- TURF (Total Unduplicated Reach and Frequency) is an analytic technique which was designed to analyse combinations of independent products to determine product lines that reach the greatest number of consumers.
- TURF helps determine the optimal size and composition of a selection of products - or in this case 'messages'.
  - TURF does this by determining the unduplicated percentage of consumers (Reach) who would be very likely to walk more after *at least* one of the messages.



The chart on the previous page shows that combining all of the messages will reach 42% of Londoners. This is the maximum number of people that will be persuaded by this selection of messages. However, most of them (>80%) will be convinced after just 3 messages. Thus the suggested number of messages (features) is three and will yield a reach of 33% (who would be very likely to walk more).

The most effective combination of messages to use (with only 3 messages) is *in heavy traffic jams, air quality can be poorer inside the car than outside, children walking to school helps improve air quality around schools and walking one mile in 20 minutes burns the same number of calories as running one mile in 10 minutes* with a reach of 33% (very likely to walk more). The message relating to children has replaced the message about CO2 emissions in the three most powerful messages this year, reflecting again the heightened interest in the benefits of children walking more which we have found throughout the 2008 research.

The best combination with only 2 messages is the one with *children walking to school helps to improve air quality around schools, and in heavy traffic jams air quality can be poorer inside the car than outside* with a reach of 29% (very likely to walk more).

## 7 Appendix

### 7.1 Methodology

- A representative sample of Londoners was interviewed as part of the regular monthly research slot
- 1,002 interviews were conducted by fully trained Synovate interviewers
- Interviews were conducted with the member of the household with the 'next birthday'
- Fieldwork: March 3<sup>rd</sup> – 31<sup>st</sup> 2008
- Data was subsequently weighted to the London profile (based on ONS data)

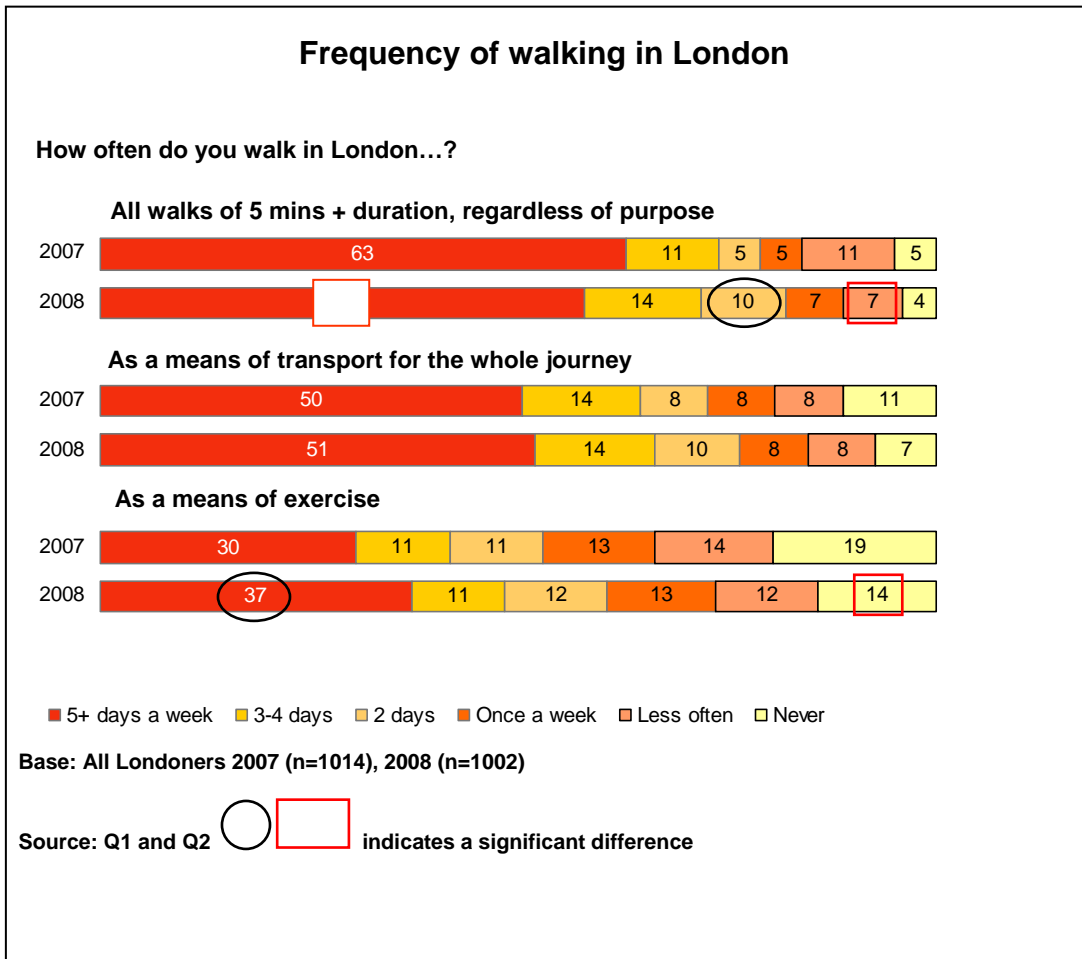
### 7.2 Frequency of walking

Our questionnaire asked Londoners to think separately about:

- the frequency with which they go for a walk in London (by this, they were told, we meant that the reason for the walk is to take some exercise or for a breath of fresh air rather than because they need to get somewhere). These walks could be of any length.

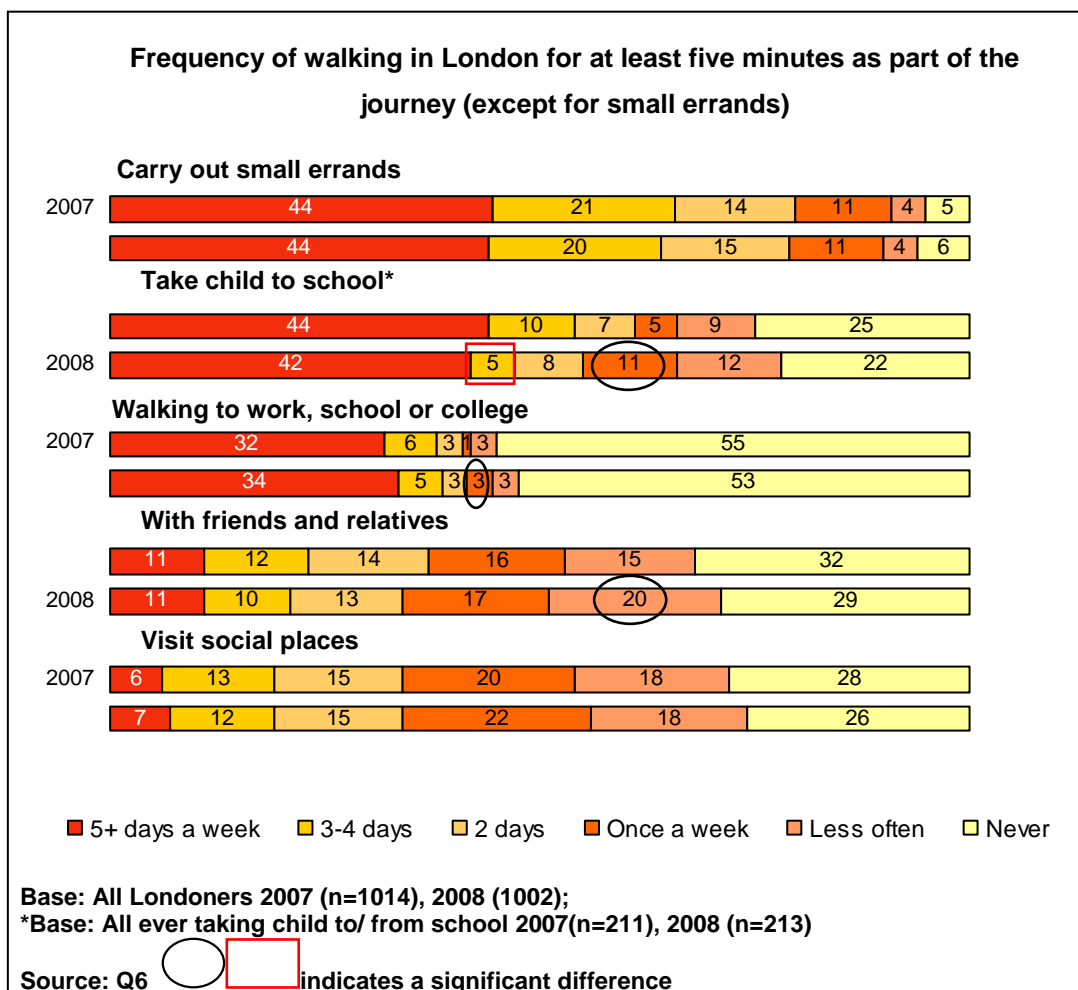
and

- how often they walk in London as a means of transport (by this, they were told, we meant walking in order to get somewhere such as work, school, shops and other places). Here they were asked to only consider walking journeys of more than five minutes.



As the chart above highlights, less than six in 10 of the people we spoke to told us that they walk for more than five minutes, five or more days a week. Overall, the proportion of Londoners who were walking for at least five minutes daily (five or more times a week) fell significantly from 63% to 58% over the year. Encouragingly, however, there was a significant increase in people telling us that they walk for more than five minutes daily as a means of exercise, highlighting how messages about the health benefits of walking are reaching their intended audience.

The chart below shows the frequency of people choosing walking as a mode of transport for other types of journeys.

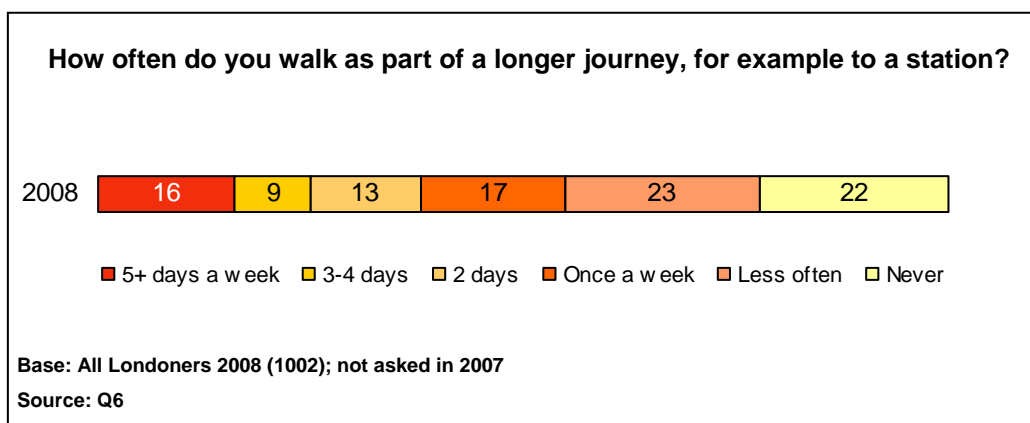


Carrying out small errands remains the most popular journey for walking, with nine in 10 Londoners doing this at least once a week.

Two thirds of Londoners who take a child to school walk for at least five minutes to do this once a week or more, with a small reduction in the numbers who never walk to school. There was little change for those visiting friends or relatives, and or visiting social places. The proportion walking for at least five

minutes as part of a commute at least once a week has increased, though not significantly, from 42% to 45%.

The chart below is a new question from the 2008 research wave, enquiring about the frequency with which people walk as part of a longer journey, for example, to a station. As we can see, just under a fifth of Londoners told us that they walk at least five times a week as part of a longer journey, while encouragingly, over a half of Londoners do so at least once a week.



### 7.3 Profile of regular walkers:

The table below shows the profile of those who told us that they go for walks of unspecified length for exercise/enjoyment at least once a week and those who make walking journeys of longer than five minutes duration at least once a week either all the way (i.e. involving no other mode of transport) or specifically to work and/or college. There has been little change in the profile over the year, with no significant change for any demographic shown.

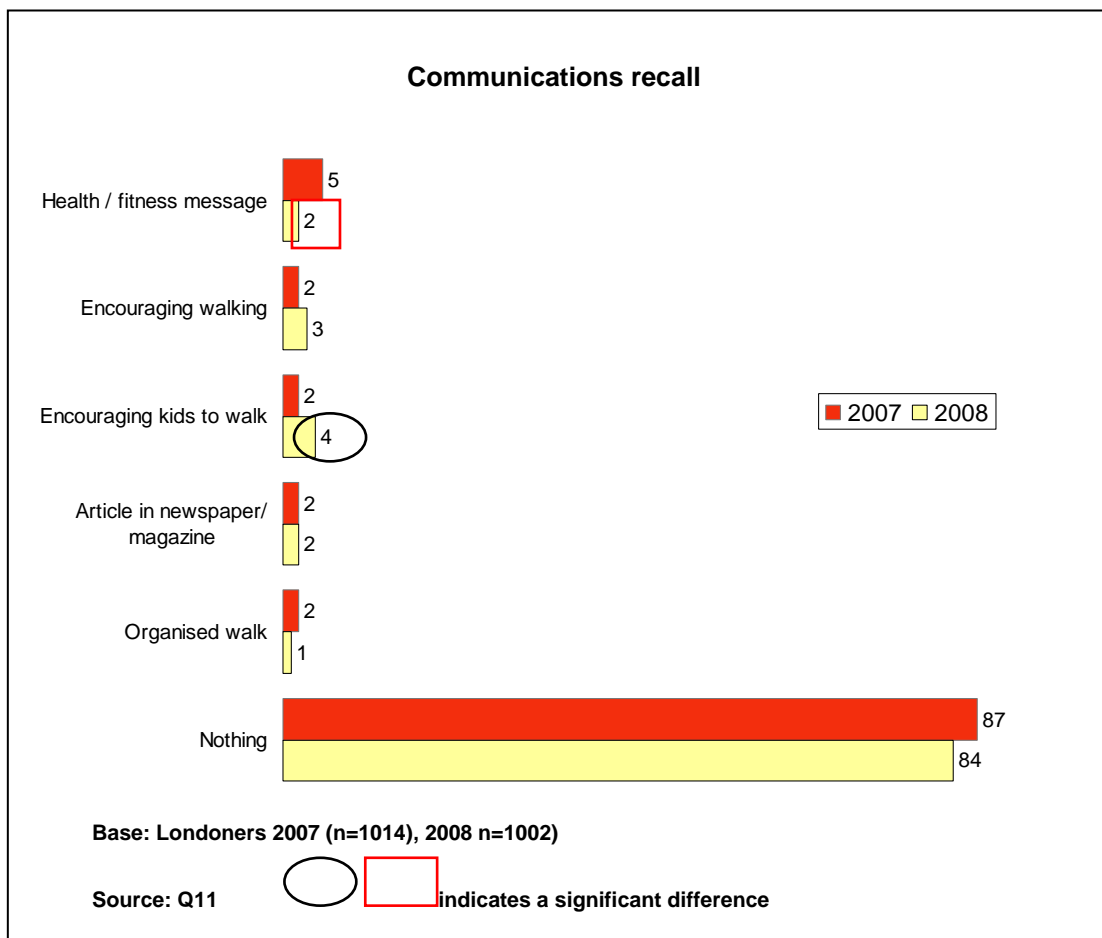
	Londoners		For exercise/ enjoyment (at least) once a week)		As a means of transport (5+ minutes)			
					All the way (5+ times a week)		Work/ college (5+ times a week)	
<i>Base (n=)</i>	1002	1014	725	699	514	512	450	322
<b>Gender</b>								
Male	49	49	50	50	48	49	45	46
Female	51	51	50	50	52	51	55	54
<b>Age</b>								
16-34	39	38	37	39	42	43	52	53
35-54	35	33	37	32	34	33	39	34
55+	26	25	26	24	24	21	9	9
<b>Social grade</b>								
ABC1	62	65	65	62	64	64	67	72
C2DE	28	27	26	28	27	25	33	17
<b>Borough</b>								
Inner	39	40	40	43	43	44	43	44
Outer	61	60	60	57	57	55	57	56
<b>Ethnicity</b>								
White	69	71	68	69	66	68	62	62
BAME	25	29	26	26	28	28	32	34

The profile of those walking for exercise/enjoyment is virtually the same as the profile of Londoners themselves. Again the profile of those walking all the way daily (five+ times a week) is similar to the London profile, indicating that

demographics are not a discriminating factor in people's likelihood to walk. Those including a walk as part of their daily commute are slightly more likely to be female, younger (though this is more likely to be a result of the younger profile of workers vs. non-workers/ retired), ABC1 and from a BAME group than the London profile. These findings are consistent with the findings from last year.

## 7.4 Recall of advertising messages

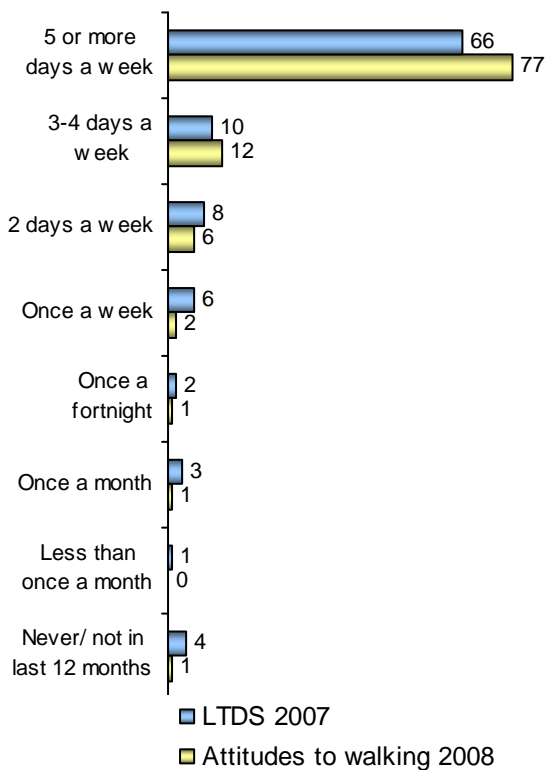
The chart below highlights some of the walking related advertising messages that have been recalled recently in comparison to results from last year. What is interesting is that there has been a significant reduction in the recall of messages and advertisements about health and fitness, while at the same time, there has been a significant increase in the recall of advertising which is aimed at encouraging children to walk. As noted in the report, there has been a drift of focus towards benefits related to children, suggesting that campaigning in this area has been most effective.



## 7.5 Comparison with the London Travel Demand Survey

The London Travel Demand Survey (LTDS) remains the most reliable source of information on frequency of use of transport modes as it is based on information drawn from travel diaries and, therefore, reports accurately what people have done rather than their recollection of what they have done. When the two frequency questions on this survey are combined however (i.e. how frequently do people either go for a walk for exercise/pleasure purposes and/or as a means of transport involving a walk of more than five minutes), the two surveys compare reasonably well as can be seen in the chart below.

### Frequency of walking in London



## 7.6 Additional walking related information from another survey

The IPSOS MORI London Omnibus from May 2008 (involving 1,004 telephone interviews conducted by telephone from 23rd-27th May) provides additional useful information related to walking in London. Where comparable questions were also put on the same survey in February 2007, figures from the previous research are shown in brackets.

Those who work full or part time (N=590) were asked what proportion of their journey to work they usually walk

- 11% walk the whole journey (11%)
- 3% walk over half but less than the whole journey (3%)
- 7% walk around half of their journey (7%)
- 51% walk less than half of their journey (56%)
- 28% don't walk any of the journey (22%)

The proportion stating that they don't walk any of the journey has increased significantly since the last survey.

Those who work full or part time and walk any part of their journey (N=425) were asked how much time out of their journey to work (one way) consists of walking

- 14% said less than five minutes (21%)
- 27% said between five and ten minutes (27%)
- 22% said between 11 and 15 minutes (19%)
- 17% said between 16 and 20 minutes (15%)
- 13% said between 21 and 30 minutes (11%)
- 6% said more than 30 minutes (5%)

The proportion stating that they walk less than five minutes has dropped significantly since the last survey.

The most common unprompted reasons given for people walking some of their journey to work were:

- Have no other form of transport 38%
- To help get/stay fit 21%
- Saves time/quicker than taking public transport 13%
- Have to walk from/to home/work or changing stations on public transportation/train/bus 10%

The most common unprompted reasons given for people *not* walking all or more of their journey into work were:

- Too far/think it will take too long 57%
- Journey doesn't require it – home/place of work are close to one another/ to station/stop 11%
- Don't have time/walking would be slower than other transport modes 9%
- Prefer not to walk 8%

79% said that they are aware that there are occasions when they travel by public transport when walking would be quicker.

42% said that they knew that TfL's 'journey planner' automatically provides details of a walking route for journeys which take less than 30 minutes to walk.

22% said that they knew that walking journeys of longer than 30 minutes can also be planned on TfL's journey planner, using the advanced options facility.