

# Attitudes towards walking 2012

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# Executive summary

## Abstract

In support of the Mayor of London's overarching 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 reporting they make regular walking journeys has increased this year, although figures are still in line with the long-term picture. Nevertheless, more Londoners are saying that they are walking more this year, and fewer that they would not consider doing so. Fitness remains the key motivator behind Londoners walking more.

## Key findings

Half of Londoners (50%) report that they make a 'walking-only' journey<sup>1</sup> on at least five days per week, and 89% report that they do so on at least one day per week (significantly higher than in 2011, but in line with trend data). A greater proportion of Londoners now state that they are walking more than they used to, and a smaller proportion of Londoners now state that they would not consider walking more.

Younger age groups and those living in inner London are more likely to make frequent walking journeys. There is little difference between the likelihood of men and women to make frequent walking journeys, but women continue to be more open to the idea of walking more.

The main reason that Londoners cite for walking more continues to be to keep fit or to improve their fitness, but the proportion of Londoners saying so remains significantly below what it was in 2009. This year there has been a significant increase in the proportion of Londoners stating that they are walking more in order to save money.

When asked to identify the factors that would encourage them to walk more, over three-quarters of Londoners (79%) stated that knowing that walking was as quick as the bus for short distances would do so. This was the most popular response. 77% of Londoners also stated that new and improved walks for pleasure would encourage them to walk more, and 76% stated that improved safety and security would encourage them to do so.

Women, BAME Londoners and young people are generally more likely than other groups to agree that improvements to walking infrastructure would encourage them to walk more.

Use of the bus is most likely to be replaced by increased walking journeys, 50% of all those who state that they are walking more, or who would consider doing so, would consider using the bus less frequently if they did so.

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<sup>1</sup>Defined as either 'going for a walk' (i.e. for recreational reasons) or 'making a walking only journey' (i.e. without using any other mode of transport)

# Research details

Transport for London (TfL) monitors the attitudes of Londoners towards walking, with the ultimate 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 1,014 interviews conducted by telephone with a random sample of Londoners in March 2012. It draws comparisons with previous waves of the research where appropriate.

## Objectives

The research shares many objectives with the attitudes to cycling survey 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 and also used in other areas such as cycling
- 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 green shading. In the text, references are made to significant differences between sub groups (for example between women and men).

Further data tables are provided in the appendices, and a complete set of tables is also available.

# Attitudes towards walking

Londoners are read a battery of attitudinal statements, the proportion agreeing with each is shown in the table below.

**Table 1.1 Attitudes towards walking**

Base: All

W5 (%)	2012	2011	2010	2009	2008	2007
<b>Base</b>	<b>1,014</b>	<b>1,018</b>	<b>1,000</b>	<b>1,007</b>	<b>1,002</b>	<b>1,014</b>
It's a good way to get fit	96	91	93	94	94	93
I enjoy walking where pavements are well maintained	95	89	n/a	n/a	n/a	n/a
Walking sets a good example to children	95	88	91	90	95	89
Walking is enjoyable	93	87	91	88	92	92
Walking for 15 minutes is something I would happily consider	93	85	n/a	n/a	n/a	n/a
Walking gives me time to think	92	86	85	85	91	89
Walking is a convenient way of getting about	91	84	82	87	90	85
Walking makes a difference to improving the environment	90	84	83	86	92	89
Walking is good for journeys in my local area	89	83	86	86	n/a	n/a
Walking is a method of transport that I would use and/or recommend	89	83	82	84	87	n/a
Walking is a reliable way of getting around London	89	81	n/a	n/a	n/a	n/a
Good design of streets makes walking more enjoyable	88	80	83	n/a	n/a	n/a
Walking is an interesting way to travel	88	80	80	82	85	83
Dirty and vandalised streets make people dislike walking in London	86	77	76	73	79	73
Walking is good for rush hour journeys in London	83	75	78	77	80	77
Walking is a method of transport that I would want to be seen using	81	73	75	75	81	78
Walking in London is a pleasurable experience	78	71	n/a	n/a	n/a	n/a
Information and signs make it easy to find your way around London	75	75	n/a	n/a	n/a	n/a
Walking is the fastest way to travel for short journeys	75	68	70	73	70	n/a
I feel more relaxed when I walk to my destination	74	66	72	68	77	71
London is a city for walking	73	67	66	69	73	72
Traffic fumes make people dislike walking on London's streets	65	59	61	61	66	63
I don't think there is enough pedestrian information and signposts in my local area	41	31	32	n/a	n/a	n/a
I see no reason why I should consider walking for journeys that would take more than 15 minutes on foot	33	32	37	29	n/a	n/a
I can't be bothered to walk for journeys that would take more than 15 minutes on foot	25	24	29	22	n/a	n/a
I don't feel safe walking by myself in my local area	23	22	22	23	20	21
Walking is only for people who cannot afford other ways of getting there	13	12	15	12	n/a	n/a

The pattern of responses is very similar to that observed in previous years, although compared with 2011 there has been a strengthening of opinion in many areas.

# Current walking patterns

## Frequency of walking

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

The large majority of Londoners undertake regular walking trips, but these are at varying frequencies and for a range of different purposes. Half (50%) of Londoners make a walking-only journey (either going for a walk or walking as a sole means of transport) on at least five days per week. Men and women are equally likely to make a walking-only journey on at least five days per week. People living in inner London are significantly more likely than those living in outer London to make such journeys (58% and 44% respectively).

Over a quarter of Londoners (27%) go for a walk on at least five days per week, this is an increase on last year but remains below previous years' findings. The proportion of Londoners walking as part of a longer journey (two-fifths) has changed very little, but the proportion of Londoners walking as a sole means of transport for a whole journey has increased slightly (but not significantly) from 35% in 2011 to 39% this year.

Those under the age of 65 are significantly more likely to walk as part of a longer journey and walk as a sole means of transport than those in older age groups, as are those living in inner London compared with outer Londoners. However, there is much less difference between the proportion of Londoners going for a walk on at least five days per week across the surveyed age range (16 and above). Men are significantly more likely to walk as part of a longer journey than women.

**Table 2.1 Frequency of walking**

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

W1, W2, W6a* (%)	2012	2011	2010	2009	2008	2007
Base	1,014	1,018	1,000	1,007	1,002	1,014
A walking-only journey <sup>2</sup>	50	46	48	60	58	63
Going for a walk	27	24	28	37	37	30
As a means of transport for a whole journey	39	35	39	52	51	50
As part of a longer journey	39	40	31	35	37	n/a

\* References to question numbers in the questionnaire

<sup>2</sup>This is the proportion of Londoners who either 'go for a walk' or 'walk as a means of transport for a whole journey' at least once a week, or do both ('A' OR 'B' OR 'A and B'). In other words, the remainder (50% of Londoners) neither 'go for a walk' nor 'make a journey entirely by foot' at least once a week.

## Walking at least once per week

The proportion of Londoners making a walking-only journey on at least one day per week has increased over the past year, from 85% to 89%. This figure has fluctuated in recent years (between 84% and 89%), but has not changed substantially. Two-thirds of Londoners (67%) go for a walk on at least one day per week and 80% of Londoners walk as a sole means of transport on at least one day per week.

Men and women are equally likely to undertake a walking only journey and walk as a sole means of transport on at least one day per week, but a greater proportion of women (70%) than men (63%) go for a walk on at least one day per week. People living in inner London are significantly more likely to undertake a walking only journey of either type. There is much less distinction to be made between the weekly walking behaviours of white and BAME London residents.

The proportion of Londoners walking as part of a longer journey at least once per week has remained just over three-quarters. Inner Londoners are more likely to make such a journey than those living in outer London boroughs (84% and 70% respectively). A significantly greater proportion of Londoners under the age of 35 walk as part of a longer journey at least once per week than those in older age groups. However there is less difference across the surveyed age range in the proportion of Londoners making a walking only journey at least once per week. The greatest proportion making a walking only journey is amongst 25-34 year olds (95%).

**Table 2.2 Frequency of walking**

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

W1, W2, W6a (%)	2012	2011	2010	2009	2008	2007
Base	1,014	1,018	1,000	1,007	1,002	1,014
A walking-only journey*	89 <sup>^</sup>	85	87	89	89	84
Going for a walk	67	65	66	71	73	65
As a means of transport for a whole journey	80	76	77	84	83	80
As part of a longer journey	76	75	65	68	66	n/a

\* Combines W1 and W2

<sup>^</sup> NB: shaded boxes indicate a figure is significantly different from 2011.

# Walking for different purposes

## *At least five times per week*

Most Londoners continue to walk very regularly (on at least five days per week), but there are distinct variations in the regularity of different walking journeys made.

The proportion of Londoners making a walking only journey on at least five days per week to carry out small errands (such as getting a newspaper or posting a letter) has increased from 36% in 2011 to 41% this year. This proportion is closer to previous years' findings. Over half of inner Londoners (54%) make such journeys on at least five days per week; this is much higher than the proportion of outer Londoners (33%). Women are slightly more likely to make such journeys than men.

44% of Londoners who walk their children to school do so every day; this is the same proportion as last year. Women are significantly more likely as men to do this, as are inner Londoners compared with outer Londoners.

Just over a third (35%) of Londoners walk to work, school or college on at least five days per week. Half (51%) of Londoners aged under 25 make such a journey, as do 44% of those aged between 25 and 44. Those in older age groups are far less likely to make such journeys. Inner Londoners are also more likely to walk to work, school or college on at least five days per week. BAME residents are significantly more likely to make such journeys than white Londoners (43% compared with 31%).

The proportion of Londoners making walking only journeys to visit friends or relatives, or to visit social places on at least five days per week has remained the same as it was in 2011 (7% and 4% respectively). As with last year's findings, those in the 16-24 age group are significantly more likely to make a walking only journey in order to visit friends or relatives on at least five days per week than those in older age groups, but the proportion has decreased from 22% to 17%. There is little difference between the proportion of inner and outer Londoners, or BAME and white Londoners, making such journeys.

**Table 2.3 Walking for different purposes**

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

W6b-f (%)	2012	2011	2010	2009	2008	2007
<b>Base Walking to...</b>	<b>1,014</b>	<b>1,018</b>	<b>1,000</b>	<b>1,007</b>	<b>1,002</b>	<b>1,014</b>
Carry out small errands	41	36	42	44	44	44
Take a child to school*	43	44	46	48	44	44
Get to work, school or college	35	32	33	36	34	32
Visit friends and relatives	7	7	10	12	11	11
Visit social places	4	4	6	6	6	7

\* Base all taking a child to school (n=206)



## At least once a week

The proportion of Londoners making specific walking journeys on at least one day per week continues to vary according to the type of journey made. This year there has been a significant increase in the proportion of Londoners who make a walking only journey at least once per week to get to work, school or college, this now stands at over half of all Londoners (though the figure is in line with the long-term trend).

There has been a slight decline (by one percentage point) in the proportion of Londoners walking at least once per week to carry out small errands, but at 87% this proportion is the lowest it has been since 2007. Inner Londoners remain more likely to make such a journey than those in outer London boroughs (92% compared with 85%).

Three quarters of Londoners (74%) who walk their children to school do so at least once per week. Women are significantly more likely than men to do this, as are white Londoners when compared with those from BAME communities.

Over half of all Londoners (51%) now walk to work, school or college on at least one day per week. This is a significant increase on last year's findings and this figure now stands at the highest it has been since 2007. The proportion of Londoners aged 16-24 making such a journey is much greater still, at 79%; this is significantly higher than any other age group. BAME Londoners are also significantly more likely to make such a journey than white Londoners (64% compared with 46%). Inner Londoners are also more likely to make such a journey than outer Londoners.

Just under half of all Londoners walk on least one day per week to visit friends or relatives, or to visit social places (both 48%). Those aged under 25 are far more likely to walk to visit friends or relatives at least once per week than older age groups. Those aged under 45 are more likely to walk to visit social places at least once per week than older age groups. Inner Londoners are significantly more likely to undertake such journeys than outer Londoners.

**Table 2.4 Walking for different purposes**

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

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

\* Base all taking a child to school (n=206)

Of those who responded that they never walk to work, school or college, 20% stated that it would be practical for them to do so, whilst 79% stated that it would not. These

findings are very similar to last year. Women are now significantly more likely than men to consider such a journey practical (26% compared with 14%). Inner Londoners are also significantly more likely than outer Londoners to consider such a journey practical (29% compared with 14%).

## Behavioural model of walking

TfL has developed 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 modal change towards increased walking.

Londoners are asked to state which of a series of statements most closely applies to them, and are then allocated to five broader groupings<sup>3</sup> based on their responses:

**Table 3.1 Behavioural model breakdown**

Statement	Grouping	Proportion of Londoners	
		2012 (%)	2011 (%)
You don't want to or would not consider doing this	Pre-primed	5	7
You have never thought about doing this	Pre-primed	6	8
You have given it some thought but are not going to do it	Pre-primed	6	9
You are thinking about doing this	Primed	11	12
You have decided to do this (you have just decided but not yet started to do anything about it.)	Primed	6	5
You are setting things in place and, or, are seeking more information to do this	Preparation	2	3
You have started to do this but are finding it difficult	Change	6	4
You have started to do this and are finding it easy	Change	5	7
You are already doing this and will continue to do so	Normalised	45	36
You were doing this but couldn't stick to it	Primed	4	5
(Don't know)	Uncategorised	4	4

This year's survey shows two significant changes in the categorisation of Londoners' self-identification within the behavioural model. The proportion of Londoners

<sup>3</sup> These categories do not represent a linear progression in behaviours, with Londoners moving between groups in sequential order, although in some cases this may happen. Rather, for example, Londoners may move from being 'primed' to 'normalised', without 'going through' a 'change' period.

A similar model is also used to assess propensity to cycle more in TfL's 'attitudes towards cycling' research programme.

categorised as 'pre-primed' has decreased from 24% in 2011 to 16% this year; at the same time the proportion of Londoners categorised as 'normalised' has increased from 36% to 45%.

**Table 3.2 Behavioural model of walking**

Base: All

BC1 (%)	2012	2011	2010
Base	1,014	1,018	1,000
Pre-primed	16	24	23
Primed	21	22	21
Preparation	2	3	2
Change	11	11	9
Normalised	45	36	36

There has therefore been an increase in the proportion of Londoners who state that they are walking more than they used to and that they will continue to do so. Unlike last year's findings, the increase in the proportion of Londoners self-identifying as walking more than they used to corresponds with an increase in the reported frequency of actual walking journeys, although in the latter case the increase is not as pronounced.

The significant decrease in the proportion of Londoners self-identifying as 'pre-primed' means that there is now a much smaller proportion of Londoners who would not consider walking more, who have never thought about it, or have rejected the idea. The proportion of Londoners self-identifying as 'primed' remains approximately one fifth (21%); these respondents are thinking about walking more, have decided to walk more but have not yet done anything about it, or have been walking more but have not been able to stick to it. The proportion of Londoners who have started to walk more but who are not yet 'normalised' remains the same as in 2011 (11%).

In terms of sub-group differences:

- As with last year's findings men are more likely than women to be 'pre-primed', whereas women are more likely to be 'primed'
- White residents are far more likely to be 'pre-primed' or 'normalised' than BAME residents; there has been a significant increase in the proportion of BAME residents self-identifying as 'primed'
- Inner Londoners are more likely to self-identify as 'normalised' or 'change', whereas outer Londoners are more likely to be 'pre-primed' or 'primed'

# Motivations for walking more

## Reasons for walking more and practical steps taken

As with previous years' findings, the main reason Londoners give for walking more is to keep fit or to improve their fitness. Over a third of Londoners (37%) cite this as a reason for walking more. Compared with 2011, a similar proportion of Londoners state that they are walking more to enjoy the good weather (16%) and to save time (13%).

There has been a significant increase in the proportion of Londoners walking more in order to save money, from 10% in 2011 to 15% this year. This figure is now the highest it has been since 2009. There has also been a significant increase in the proportion of Londoners walking more for relaxation or for pleasure; 12% of Londoners now cite this as a reason for walking more, and this figure has more than doubled over the past four years.

**Table 4.1 Reasons for walking more**

Base: All except pre-primed

BC2 (%)	2012	2011	2010	2009
<b>Base</b>	<b>799</b>	<b>723</b>	<b>734</b>	<b>585</b>
To keep fit/get fitter	37	36	43	55
To enjoy the good weather	16	14	20	22
To save money	15	10	10	9
To save time (quicker than alternatives)	13	11	14	5
Relaxation/the pleasure of walking	12	7	9	5
Less chance of disruption	6	2	n/a	n/a
Ease/convenience reasons	5	4	3	1
To avoid (slow/unreliable/poor) public transport	5	3	2	1
To avoid traffic/congestion charging	5	3	5	3
Environmental concern	4	4	10	5
Issues relating to Olympic Games	4	n/a	n/a	n/a
To see the sights/views/scenery	3	3	2	1
Usual transport not available	3	2	n/a	n/a
Health reasons	3	n/a	n/a	n/a
To get to know the local area	3	n/a	n/a	n/a
Other	3	5	6	5
Don't know	1	8	7	3

\* Responses over 2% shown

Of those Londoners who state that they are walking more, most (53%) continue to report that they have taken no practical steps towards doing so; however, this proportion has decreased in comparison with last year. At the same time, the proportion of Londoners purchasing additional footwear for walking has increased from 8% to 12%; the proportion who have purchased additional clothing has also increased. A greater proportion of Londoners now report having been out for trial walks and having visited a walking or transport website to find out more information. There has been a significant increase in the proportion of Londoners who have been working out routes and consulting maps, from 4% in 2011 to 11% this year.

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

Base: All who walk or may walk more in London

BC3 (%)	2012	2011
Base	799	723
None (yet)	53	59
Purchased additional footwear	12	8
Have been working out routes / consulting maps	11	4
Have been out on trial walks	6	2
Purchased additional clothing	5	1
Asked friends or colleagues for information	5	<1
Visited a transport website to find out more	4	1
Increase the amount I walk with the dog	4	n/a

## Factors that would increase walking

Londoners were asked what factors would encourage them to walk more, with suggestions falling into the broad categories:

- Improved street conditions
- Journey times
- Safety and security
- Information and way-finding
- Facilities
- Environmental and health benefits

The most common responses given in each category are shown in table 5.2; a full breakdown of responses is provided in the appendix (tables A1.12 to A1.17).

Over three-quarters of Londoners (79%) say that they would be encouraged to walk more if they knew that walking was as quick as the bus for short distance journeys. A similar proportion also report that they would be encouraged to walk more if they knew

that walking was as quick as the Tube for short distance journeys. Younger people, especially those aged under 25, are more likely to say this than older age groups.

A similar proportion of Londoners say that they would be encouraged to walk more if there were new and improved walking routes for pleasure, and if there were improved safety and security (77% and 76% respectively). Three-quarters of Londoners also say that they would be encouraged to walk more if there were improved walking routes that gave greater priority to pedestrians to key destinations (see table A1.17 in the appendix). Women are more likely than men to walk more if there were new and improved walks and safer streets. Over 80% of people living in inner London would be encouraged to walk more if there were safer streets.

Approximately two-thirds of Londoners would be encouraged to walk more if there were more facilities in their local area (64%), and if they had better information on walks and places of interest in their local area (68%).

A smaller proportion of Londoners (47%) would be encouraged to walk more if they knew more about the impact of their carbon footprint, although this has increased since last year. Generally, Londoners appear to be less encouraged by knowing more about environmental and health benefits than by other factors (see table A1.15 in the appendix).

The strengthening of opinion highlighted in last year's report has continued through 2012; significant increases in encouragement are reported across all categories. And, in contrast to last year's findings, greater enthusiasm towards walking is complemented by increases in the reported frequency of actual walking journeys.

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

Base: All

W10 (%)	2012	2011	2010	2009	2008	2007
Base	1,014	1,018	1,000	1,007	1,002	1,014
Knowing that walking was as quick as the bus for short distances	79	73	66	n/a	n/a	n/a
New and improved walks for pleasure	77	74	67	62	73	n/a
Improved safety and security (e.g. better lighting or safer crossings)	76	72	n/a	n/a	n/a	n/a
If I had better information on walks and places of interest in my area	68	63	61	56	57	54
If there were more facilities in my local area	64	61	55	57	60	60
If I knew more about the impact on my carbon footprint	47	43	40	37	47	n/a

Generally, within each category, those in younger age groups, women, and BAME Londoners are more likely to say that they would be encouraged to walk more if improvements were made than others.

## Impact of increased walking on other modes

Half of all Londoners who are either walking more or who state that they are considering it say they would use the bus less, approximately one-third (34%) say they would use their car less.

The proportion of Londoners who state that they would reduce their use of other transport across all modes remains approximately constant, with slightly fluctuating trends.

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

Base: All except pre-primed

W8 (%)	2012	2011	2010	2009	2008	2007
Base	799	723	734	585	667	679
Bus	50	48	52	46	51	49
Car	34	31	32	34	30	34
Tube	16	15	19	13	17	15
Train	4	6	4	4	6	5
Cycling	3	4	3	3	3	2
None in particular	7	8	7	10	7	6

\* Responses over 2% shown

Those aged 16 to 25 are significantly more likely to use the bus less if they walked more than any other age group, with two thirds (67%) reporting that they would do so. Those aged between 45 and 64 are more likely than other age groups to use their cars less, over two-fifths report that they would do so. The age groups most likely to use the tube less are 25 to 34 and 45 to 54 year olds, with one-fifth reporting that they would do so.

Generally, there is little reported difference between men and women; but men are more likely than women to use the Tube less (19% compared with 13%). BAME residents are significantly more likely to use the bus less than white Londoners (61% and 46% reporting that they would do so).

With the exception of car journeys, inner Londoners are more likely to use other forms of transport less. In particular, 59% of inner Londoners state that they would use the bus less if they walked more, compared with only 44% of outer Londoners. However, 43% of outer Londoners report that they would use the car less, while the figure for inner Londoners is 22%.

# Walking to make short journeys

Those who make journeys to work, school or college, for grocery shopping, and to take a child to school, were asked about the modes of transport they use to make these journeys.

31% of Londoners who work, or attend school or college, live within 2km or 10 minutes' drive<sup>4</sup> of their place of work or education, higher than in 2011. Over half of these people (56%) usually walk to make the trip; this is a slight but not significant increase since last year when 51% of people reported doing so. Similarly to last year, the next most commonly used modes of transport for those who live close to work are bus (29%) and car (25%).

Almost nine in ten Londoners who regularly make journeys in order to buy groceries live within 2km or 10 minutes' drive of their shopping destination; 60% of these people usually walk to make the trip. This is a significant increase since 2011, when approximately half of these people reported doing so. Similarly to last year's findings, 44% state that they use a car and 11% take the bus.

Just over four-fifths (83%) of Londoners who take a child to school regularly live within 2km or 10 minutes' drive of their child's school; this proportion has increased slightly since last year. 78% of these Londoners usually walk to make the trip, a significant increase since last year when 70% did so. 28% use a car and only 8% take the bus.

**Table 5.1 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	
	2012	2011	2012	2011	2012	2011
<b>Base</b>	<b>727</b>	<b>742</b>	<b>854</b>	<b>799</b>	<b>267</b>	<b>227</b>
Proportion for whom the journey is within 10mins / 2km	31	26	88	86	83	77
Proportion of those living close who usually make the journey <b>on foot</b>	56	51	60	53	78	70

This year, significant increases in walking behaviour are reported for two of the three journey types under consideration. This is encouraging and, for regular grocery shopping trips and taking a child to school, reverses decreases seen in 2011.

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<sup>4</sup>10 minutes' drive by car.



Of those Londoners who do not currently walk to work, school or college (and live within 2km or 10 minutes drive), almost half (45%) would consider walking. Approximately one-third (30%) who do not currently walk to buy their groceries would consider doing so, whilst 36% who do not currently walk to take a child to school would consider doing so. All figures are similar to last year's findings.

**Table 5.2 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 walk to...	2012	2011	2010	2009	2008	2007
<b>Base</b>	<b>126</b>	<b>100</b>	<b>119</b>	<b>108</b>	<b>75</b>	<b>126</b>
Go to work, school or college	45	44	51	37	43	27
<b>Base</b>	<b>377</b>	<b>407</b>	<b>360</b>	<b>290</b>	<b>294</b>	<b>328</b>
Do grocery shopping	30	32	34	28	31	30
<b>Base</b>	<b>47*</b>	<b>52</b>	<b>59</b>	<b>34</b>	<b>32</b>	<b>43</b>
Take a child to school	36	41	20	32	44	49

\* Caution: small base

Those Londoners who use public transport to make regular trips to go to work, school or college, or to pick up groceries, were asked if they would consider getting off 1-2 stops earlier and walking. Over half of them said they would do so: 53% of those going to work, school or college, and 57% of those going to buy groceries.

Women are more likely than men to consider getting off 1-2 stops earlier for both journey types. Amongst those Londoners using public transport to get to work, school or college, those aged 16 to 24 are significantly more likely than older age groups to consider getting off 1-2 stops earlier (two-thirds responded that they would do so). Inner London are also significantly more likely to do so than those living in outer London.

Amongst Londoners using public transport to buy groceries, those aged between 16 and 35 are significantly more likely to get off 1-2 stops earlier (with three-quarters of 16 to 24 year olds and two-thirds of 25 to 34 year olds responding that they would do so). BAME Londoners are also significantly more likely than white residents to get off 1-2 stops earlier when buying groceries (64% and 51% respectively). The difference between the attitudes of inner and outer Londoners is less pronounced (59% compared with 54%).

This year, those who said they would not consider getting off public transport 1-2 stops earlier, or would not be likely to walk the journey instead of using their current preferred mode, were asked why not. The answers varied according to the journey under consideration: in relation to work/education trips or taking a child to school, the consensus was that the journey was too far to walk or would take too long, for grocery trips heavy bags were most commonly mentioned. Some said that as they had already paid for the whole journey, they may as well make use of it.

# Legible London

Over the last couple of years, many pedestrian street signs and maps across central London have been replaced by new ones which are designed to help 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.

12% of Londoners reported definitely having used the new signs and maps, whilst 6% thought that they had possibly used them. These proportions are equal to last year's findings. Those aged between 16 and 45 are more likely to have used the new signs and maps than older age groups (however, the sample for each age group is small).

Of those Londoners who have definitely or possibly used the new signs and maps, 51% have found them 'very useful', whilst 40% have found them 'fairly useful'. 6% reported that they did not find them useful. Again these figures are in line with 2011.

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

Base: All who have definitely or possibly used

W12a (%)	2012	2011
Base	171	152
Very useful	51	55
Fairly useful	40	38
Not useful	6	3

Londoners were also asked whether they have heard of and used the following walking routes around the city:

- Walk London - 25% of Londoners were aware of this, but just 4% of them have walked on it within the past six months
- The 2012 Games Walking and Cycling Routes - 34% of Londoners were aware of this, but just 4% of them have walked on it within the past six months
- London Greenways - 29% of Londoners were aware of this, one in ten (9%) have walked on it in the past six months

Those who had heard of our used Walk London were asked which routes they had heard of. The majority (93%) had heard of at least one route.

More than half had heard of the Thames Path (67%), Jubilee Walkway (65%) and Lea Valley Walk (56%), while fewer had heard of the London Loop (36%), Jubilee Greenway (24%), Green Chain Walk (23%) or Capital Ring (23%).

# Appendix

References to the corresponding pages in the main body of the report are found in brackets at the end of the chart title (e.g. p5 refers to page 5 of the main report)

**Table A1.1 Frequency of walking at least five times a week (p6)**

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

W1, W2, W6a (%)	Walking only journey	Going for a walk	Walking a whole journey	Walking as part of a longer journey
Total (1,014)	50	27	39	39
Male (402)	49	26	40	43
Female (612)	50	27	38	35
16-24 (104)	52	28	41	50
25-34 (122)	57	23	49	46
35-44 (185)	49	26	42	43
45-54 (189)	46	25	34	34
55-64 (188)	48	30	33	36
65+ (226)	43	31	27	19
White (758)	50	25	39	37
BAME (256)	48	30	38	44
Inner London (330)	58	32	47	44
Outer London (681)	44	23	34	36

**Table A1.2 Frequency of walking at least once a week (p7)**

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

W1, W2, W6a (%)	Walking only journey	Going for a walk	Walking a whole journey	Walking as part of a longer journey
Total (1,014)	89	67	80	76
Male (402)	88	63	81	76
Female (612)	89	70	80	76
16-24 (104)	90	57	81	84
25-34 (122)	95	70	88	83
35-44 (185)	92	73	84	75
45-54 (189)	81	58	72	70
55-64 (188)	89	76	78	73
65+ (226)	83	64	72	66
White (758)	90	67	82	75
BAME (256)	86	67	76	77
Inner London (330)	93	75	89	84
Outer London (681)	86	62	75	70

**Table A1.3 Frequency of walking for different purposes (p8)**

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

W6b-f (%)	Carry out small errands	Take a child to school*	Get to work, school or college	Visit friends / relatives	Visit social places
Total (1,014)	41	43	35	7	4
Male (402)	39	30	34	7	3
Female (612)	42	52	35	7	4
16-24 (104)	41	14	51	17	4
25-34 (122)	41	50	44	6	5
35-44 (185)	43	63	44	6	5
45-54 (189)	42	51	29	5	2
55-64 (188)	39	19	25	5	3
65+ (226)	38	4	5	3	1
White (758)	41	45	31	6	4
BAME (256)	41	42	43	8	3
Inner London (330)	54	51	37	9	5
Outer London (681)	33	38	33	6	3

\*Base: All who take a child to school

**Table A1.4 Frequency of walking for different purposes (p9)**

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

W6b-f (%)	Carry out small errands	Take a child to school*	Get to work, school or college	Visit friends / relatives	Visit social places
Total (1,014)	87	76	51	48	48
Male (402)	88	63	49	47	48
Female (612)	87	83	53	50	47
16-24 (104)	80	54	78	64	49
25-34 (122)	88	74	63	48	56
35-44 (185)	89	87	60	49	53
45-54 (189)	90	94	44	45	42
55-64 (188)	90	77	40	47	48
65+ (226)	86	58	10	36	32
White (758)	89	82	46	49	50
BAME (256)	82	68	64	45	41
Inner London (330)	92	76	56	54	60
Outer London (681)	84	75	48	44	40

\*Base: All who take a child to school

**Table A1.5 willingness to consider getting off public transport 1-2 stops early to walk the rest of the way for different journey types (p16)**

Base: All using public transport for the journey (school, work, college: 359; grocery shopping: 136)

W9cc, W9ff (%)	Getting to work, school or college	Grocery shopping	
	Total (359)	Total (136)	57
	53		
	Male (146)	Male (43)	53
	50		
	Female (213)	Female (93)	59
	56		
	16-24 (69)	16-24 (16)	73
	62		
	25-34 (64)	25-34 (14)	64
	53		
	35-44 (72)	35-44 (19)	55
	39		
	45-54 (77)	45-54 (20)	53
	55		
	55-64 (59)	55-64 (19)	48
	52		
	65+ (18)	65+ (48)	44
	54		
	White (232)	White (87)	51
	50		
	BAME (127)	BAME (49)	64
	58		
	Inne133)	Inner London (51)	54
	59		
	Outer London (226)	Outer London (85)	59
	48		

**Table A1.6 Behavioural model (p11)**

Base: All (excluding 'don't know')

BC1 (%)	Total	Pre-primed	Primed	Preparation*	Change	Normalised
<b>Base</b>	<b>1,014</b>	<b>167</b>	<b>206</b>	<b>27</b>	<b>104</b>	<b>462</b>
Male	49	58	45	24	40	50
Female	51	42	55	76	60	50
16-24	15	11	19	28	24	13
25-34	24	20	27	13	30	24
35-44	20	21	20	27	18	21
45-54	14	22	13	7	11	13
55-64	11	8	9	15	7	13
65+	15	20	13	10	9	16
White	71	73	63	53	72	73
BAME	28	24	35	47	28	25
Inner London	39	30	34	33	40	46
Outer London	61	70	66	67	60	54

\* Caution, low base



**Table A1.7 Practical steps taken towards walking more (p13)**

Base: All who walk, or may walk, more

BC3 (%)	2012	2011	2010
<b>Base</b>	<b>799</b>	<b>723</b>	<b>737</b>
None (as yet)	53	59	58
Purchased additional footwear for the purpose	12	8	8
Have been working out routes / consulting maps	11	4	4
Have been out for trial walks	6	2	2
Have purchased additional clothing other than footwear for the purpose	5	<1	<1
Walking/ started to increase the amount I walk	4	4	4
Visited a walking or transport website to find information	4	<1	<1
Walking instead of using public transport/ less stops (e.g. getting off the bus/ tube before my stop)	3	4	3
Stopped using other transport for short journeys/ reduced vehicle usage	3	4	2
Allocated time (e.g. leaving more travelling time so I can walk)	2	2	1
Other	4	4	4
Don't know	<1	4	10

\* Answers above 1% shown

**Table A1.8 Mode most likely to be replaced by increased walking (p15)**

Base: All who walk, or may walk, more

W8 (%)	Bus	Car	Tube	Train	Cycling	None in particular
Total (799)	50	34	16	4	3	7
Male (297)	50	32	19	3	5	6
Female (502)	50	36	13	5	2	7
16-24 (90)	67	23	9	9	7	3
25-34 (104)	52	31	21	3	1	3
35-44 (151)	46	38	17	1	4	5
45-54 (141)	35	42	22	4	4	9
55-64 (156)	47	44	11	4	1	8
65+ (157)	51	34	9	2	-	17
White (589)	46	36	16	3	3	8
BAME (210)	61	31	15	5	4	3
Inner London (180)	59	22	18	4	3	6
Outer London (516)	44	43	14	3	3	7

**Table A1.9 Modal choice for getting to work (p16)**

Base: All making the trip

W8e (%) Make trip by...	All	All who live within 2km / 10mins	All who don't live within 2km / 10mins	All who walk	All who don't walk
<b>Base</b>	<b>727</b>	<b>229</b>	<b>501</b>	<b>280</b>	<b>447</b>
Walking	39	56	35	100	-
Bus	29	29	31	31	28
Car	25	25	26	10	35
Tube	23	6	31	29	20
Train	21	4	27	22	20
Cycling	8	8	8	2	12

**Table A1.10 Modal choice for getting the groceries (p16)**

Base: All making the trip

W9e(%) Make trip by...	All	All who live within 2km / 10mins	All who don't live within 2km / 10mins	All who walk	All who don't walk
<b>Base</b>	<b>991</b>	<b>854</b>	<b>251</b>	<b>499</b>	<b>492</b>
Walking	55	60	25	100	-
Bus	12	11	19	10	15
Car	47	44	64	17	82
Tube	<1	<1	1	<1	1
Train	<1	<1	2	<1	<1
Cycling	3	3	1	3	3

**Table A1.11 Modal choice for taking a child to school (p16)**

Base: All making the trip

W9hb(%) Make the trip by...	All	All who live within 2km / 10mins	All who don't live within 2km / 10mins	All who walk	All who don't walk
<b>Base</b>	<b>267</b>	<b>215</b>	<b>69</b>	<b>177</b>	<b>90</b>
Walking	68	78	25	100	-
Bus	8	8	9	3	18
Car	38	28	79	14	87
Tube	1	1	3	<1	2
Train	1	<1	4	<1	2
Cycling	1	1	-	1	1

**Table A1.12 Factors that would encourage increased walking (p14)**

Base: All (1,014)

W10 (%) Information and way-finding	2012	2011	2010	2009	2008	2007
Better info on walks and places on interest in my area	68	63	61	56	57	54
If there were better information on finding my way around	66	60	57	54	n/a	n/a
More pedestrian signage	61	53	50	n/a	n/a	n/a
The marketing and promotion of outdoor activities in London	56	51	48	n/a	n/a	n/a

**Table 1.13 Factors that would encourage increased walking (p14)**

Base: All (1,014)

W10 (%) Safety and security	2012	2011	2010	2009	2008	2007
Improved safety and security (e.g. better lighting)	76	72	n/a	n/a	n/a	n/a
If there were more people out walking	50	46	41	41	48	42

**Table A1.14 Factors that would encourage increased walking (p14)**

Base: All (1,014)

W10 (%) Facilities	2012	2011	2010	2009	2008	2007
If there were more facilities in my local area	64	61	55	57	60	60
If there were more shops in my area	51	52	48	49	54	54
If there were more seating available	52	47	43	42	n/a	n/a

**Table A1.15 Factors that would encourage increased walking (p14)**

Base: All (1,014)

W10 (%) Environmental and health benefits	2012	2011	2010	2009	2008	2007
If I knew more about the impact on my carbon footprint	47	43	40	37	47	n/a
If I knew more about the health and fitness benefits	41	40	38	37	39	n/a
More advertising or press coverage around the benefits	42	39	35	33	n/a	n/a

**Table A1.16 Factors that would encourage increased walking (p14)**

Base: All (1,014)

W10 (%) Journey times	2012	2011	2010	2009	2008	2007
Knowing that walking was as quick as the bus for short distances	79	73	66	n/a	n/a	n/a
Knowing that walking was as quick as the Tube for short distances	77	69	64	n/a	n/a	n/a
If I knew how long it would take to walk to my destination	64	60	55	45	n/a	n/a

**Table A1.17 Factors that would encourage increased walking (p14)**

Base: All (1,014)

W10 (%) Better streets	2012	2011	2010	2009	2008	2007
New and improved walks for pleasure	77	74	67	62	73	n/a
Improved walking routes that gave greater priority to pedestrians to key destinations	73	68	65	58	65	n/a
If pavements and streets were cleaner	69	66	61	55	59	58
If the local streets were more attractive to use	67	65	59	n/a	n/a	n/a

**Table A1.18 Proportion of Londoners who have used the new pedestrian signs and maps across Central London (p19)**

Base: All

W11 (%)	2012	2011
<b>Base</b>	<b>1,014</b>	<b>1,018</b>
<b>NET: Yes</b>	18	17
Yes – definitely	12	11
Yes – possibly	6	5
No	79	79
Don't know / couldn't say	2	4

**Table A1.19 How useful have Londoners found the new street signs and maps (of those who have used them) (p18)**

Base: All who have definitely or possibly used them

W12a(%)	2012	2011
<b>Base</b>	<b>171</b>	<b>152</b>
<b>NET: useful</b>	91	93
Very useful	51	55
Fairly useful	40	38
Not very useful	5	3
Not at all useful	1	1
<b>NET: not useful</b>	6	3
<b>Don't know / couldn't say</b>	3	4