

Attitudes towards walking 2014

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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 stating that they make a walking journey five days a week or more has increased since last year, as have the numbers reporting that they are walking their children to school every day. The key motivator remains to improve fitness, while a perceived lack of time and bad weather remain the main barriers to walking more.

Key findings

The number of regular walking-only trips has risen this year. **Over half of London residents (55%) now report that they make a 'walking-only' journey¹ at least five days a week, a marked increase on last year's figure of 49%.** 88% state that they do so on at least one day a week, unchanged since 2013.

By contrast, **the proportion walking as part of a longer journey shows a significant decline, both by regular walkers (down from 44% to 36%) and those walking once a week (falling from 80% to 73%).** Notably, those who live within 2km or 10 minutes' drive of their work, school or college show less inclination to consider walking as an alternative to their normal mode of transport (25% might consider it, down from 37% last year). The key barriers are that it would be too far or take too long.

The purpose of walking journeys has fluctuated over time and this year illustrates **a rise in the proportion stating that they are walking their children to school every day, climbing from 46% to 61%.** In turn, the numbers saying they walk regularly (at least five days a week) to run small errands has dropped sharply from 40% to 32%.

Asked to self-categorise into one of ten behaviours regarding walking more, as in 2013 most Londoners (55%) self-identified as being in a state of 'sustained change', ie they started walking more a while ago and have kept it up either occasionally or regularly.

Londoners state that a desire to keep fit or improve fitness levels is the key motivator for walking more (cited by 35%), followed by enjoying the good weather (rising from 13% to 19%). The main deterrents to walking are a lack of time (24%) and bad weather (19%).

The key factors that would encourage Londoners to walk more would be knowing that travelling on foot was as quick as the bus or Tube for short distances, the provision of new

¹ 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)

and improved walks for pleasure and better safety and security (all cited by around two thirds). Beyond these factors, outer London residents are more likely than inner Londoners to state that better information on way-finding, more pedestrian signage, better seating and greater promotion of outdoor events might persuade them to walk more.

Most residents (84%) say they feel safe from being involved in a road accident while walking during the day, falling to 59% at night. Women and BAME Londoners are significantly less likely to feel safe when walking compared with men and white Londoners, especially at night.

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 2014. It draws comparisons with previous waves of the research where appropriate.

Each year, data are weighted to represent the London population. For previous years the 2001 census data have been used as a benchmark; this year new census data are available (2011) and the results from 2014 are weighted to this profile. Analysis of the change shows 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 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. Though trends remain largely in line with last year's results, the strength of opinion is in most cases more muted than in 2013.

Table 1.1 Attitudes towards walking

Base: All

W5 (%)	2007	2008	2009	2010	2011	2012	2013	2014
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
It's a good way to get fit	93	94	94	93	91	96	95	94
I enjoy walking where pavements are well maintained	n/a	n/a	n/a	n/a	89	95	93	93
Walking sets a good example to children	89	95	90	91	88	95	91	93
Walking for 15 minutes is something I would happily consider	n/a	n/a	n/a	n/a	85	93	87	89
Walking is enjoyable	92	92	88	91	87	93	91	89
Walking gives me time to think	89	91	85	85	86	92	91	88
Walking makes a difference to improving the environment	89	92	86	83	84	90	90	87
Walking is a convenient way of getting about	85	90	87	82	84	91	89	87
Walking is good for journeys in my local area	n/a	n/a	86	86	83	89	89	86
Walking is an interesting way to travel	83	85	82	80	80	88	87	85
Walking is a reliable way of getting around London	n/a	n/a	n/a	n/a	81	89	87	84
Good design of streets makes walking more enjoyable	n/a	n/a	n/a	83	80	88	87	83
Walking is a method of transport that I would use and/or recommend	n/a	87	84	82	83	89	88	83
Dirty and vandalised streets make people dislike walking in London	73	79	73	76	77	86	82	81
Information and signs make it easy to find your way around London	n/a	n/a	n/a	n/a	75	75	81	77
Walking is good for rush hour journeys in London	77	80	77	78	75	83	82	76
Walking is a method of transport that I would want to be seen using	78	81	75	75	73	81	81	76
Walking in London is a pleasurable experience	n/a	n/a	n/a	n/a	71	78	77	77

W5 (%)	2007	2008	2009	2010	2011	2012	2013	2014
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
Walking is the fastest way to travel for short journeys	n/a	70	73	70	68	75	75	70
I feel more relaxed when I walk to my destination	71	77	68	72	66	74	71	69
London is a city for walking	72	73	69	66	67	73	71	68
Traffic fumes make people dislike walking on London's streets	63	66	61	61	59	65	65	62
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
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
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
I don't feel safe walking by myself in my local area	21	20	23	22	22	23	19	20
Walking is only for people who cannot afford other ways of getting there	n/a	n/a	12	15	12	13	12	13

Current walking patterns

Frequency of walking

Walking at least five times per week

Londoners often make walking trips, but the frequency and reasons for doing so can vary. Over half (55%) make a walking-only journey (either going for a walk or walking as a sole means of transport) at least five days per week, a proportion that has risen since last year's figure of 49%.

There are some notable variations by demographic. While differences between men and women and the working vs non-working population are minimal, they are more marked between those living in inner and outer London. Far more inner Londoners (63%) make walking-only journeys at least five days per week than those in outer London (50%). Age also has a bearing, with over 65s least likely to walk regularly (49%), while those aged 45-54 seem the most keen to walk (60%).

Just over a quarter of Londoners (28%) go for a walk on at least five days per week, only marginally up on last year (26%), though within these figures sit some contrasts by age - only 17% of 16-24 year olds do so, compared with 23% of those aged 45-54. Going for a walk also attracts more inner Londoners (33%) and the non-working population (34%) than those in outer areas or working (both 24%).

The numbers stating that they will undertake *whole* journeys on foot have shown an uplift, rising to 45% from 40%. Yet conversely fewer are walking as part of a *longer* journey (slipping from 44% to 36%, after a rise last year).

35-44 year olds are the age group most likely to walk regularly as part of a longer journey (48% vs 21% of 65+ respondents), as are those in work (42% vs 27% of those not working).

Table 2.1 Frequency of walking

Base: All (percentage walking at least five days per week) * References to question numbers in the questionnaire

W1, W2, W6a* (%)	2007	2008	2009	2010	2011	2012	2013	2014
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
A walking-only journey ²	63	58	60	48	46	50	49	55
Going for a walk	30	37	37	28	24	27	26	28
As a means of transport for a whole journey	50	51	52	39	35	39	40	45
As part of a longer journey	n/a	37	35	31	40	39	44	36

* Combines W1 and W2

² 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 (45% 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

Two-thirds of Londoners (65%) go for a walk on at least one day per week and 81% of Londoners walk as a sole means of transport once a week or more. Both figures have shown little change over the last two years. The proportion stating that they have made a walking-only journey at least one day a week has also remained static at 88%.

Differences between men and women are almost imperceptible on all fronts - be it making a walking-only journey, walking as a sole means of transport, or as part of a longer journey on at least one day per week. However there are differences by some other demographics. Respondents living in inner London boroughs remain significantly more likely than outer Londoners to undertake such walking journeys. There is little difference between the weekly walking behaviours of white and BAME London residents, although BAME Londoners state that they are significantly less likely to walk for a whole journey at least once a week (78% vs 85%).

While most total results show stability, the proportion of Londoners walking as part of a longer journey at least once per week has dropped sharply this year, taking a tumble from 80% from 73% after a rise in 2012. Londoners in the 35-44 age bracket have the greatest propensity to walk as part of a longer journey once a week or more, with four fifths doing so (81%), whereas those aged 65 or above are the least likely to (63%).

Table 2.2 Frequency of walking

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

W1, W2, W6a (%)	2007	2008	2009	2010	2011	2012	2013	2014
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
A walking-only journey ³	84	89	89	87	85	89	88	88
Going for a walk	65	73	71	66	65	67	66	65
As a means of transport for a whole journey	80	83	84	77	76	80	80	81
As part of a longer journey	n/a	66	68	65	75	76	80	73

³ 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 (12% of Londoners) neither 'go for a walk' nor 'make a journey entirely by foot' at least once a week.

Walking for different purposes

At least five times per week

Though the proportion of Londoners walking regularly (more than five times a week) has risen since last year, the actual nature of those journeys continues to fluctuate.

For instance, the numbers making a walking-only journey on at least five days a week for small errands (for example getting a newspaper or posting a letter) have declined markedly this year, down from 40% to 32%.

Those most inclined to carry out such errands are inner Londoners (38% vs 28% in outer boroughs), the over 65s (42% versus 26% among the youngest respondents, 16-24s) and those not working (40% vs 28% of working Londoners). There is little difference between men and women, but a gap of 6% between white Londoners (35%) and BAME Londoners (29%).

The proportion of Londoners walking their children to school every day rose slightly in 2013, but this year shows a substantial climb - up 15 points to 61% of those who take a child to school. It is more common among inner Londoners than those living in outer London boroughs (67% versus 58%).

Roughly a third (35%) of Londoners walk to get to work, school or college on at least five days per week. Most notably it is school/college-aged Londoners who do so (51% of 16-24s), with figures tailing off steadily as age increases. Understandably, the working population are also more likely to walk regularly to school, college or work (43% compared to 22% of those not in work). BAME Londoners are much more likely to make such journeys than white Londoners (43% versus 31%). Yet differences are much less marked between inner and outer London, and between men and women.

Walking for other reasons remains less popular. Less than 1 in 10 (9%) of Londoners say they make walking-only journeys to visit friends and relatives at least five times a week, and a declining number (4%, down from 6%) do so to visit social places.

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
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
Walking to...								
Carry out small errands	44	44	44	42	36	41	40	32
Take a child to school*	44	44	48	46	44	43	46	61
Get to work, school or college	32	34	36	33	32	35	38	35
Visit friends and relatives	11	11	12	10	7	7	8	9
Visit social places	7	6	6	6	4	4	6	4

* Base all taking a child to school (n=163)

At least once a week

As with Londoners making *regular* walking trips, the purpose of journeys for those walking *less* frequently (once a week or more) continues to vary. This year, although carrying out small errands remains the most common type of walking journey, undertaken by more than four fifths at least once a week, the proportion of Londoners doing so has fallen slightly, from 89% to 86%.

Londoners aged 35-44 are more likely than younger or older residents to make such journeys, as are white Londoners (90%) and men (88%) vs. BAME Londoners (81%) and women (83%). Inner Londoners are more likely to walk at least once a week to carry out errands than those living in outer London boroughs (91% as opposed to 83%).

All other reasons for walking have also shown marginal decline. For example, although the proportion of Londoners taking children to school on foot every day has increased this year (as shown in the earlier table), this has not been matched by an increase in the proportion doing so weekly.

This year a slightly declining number of Londoners state that they walk to work, school or college at least once a week (45%, down from 50%). As in 2013, the category most inclined to take such trips is those aged 16-34 (65%), though figures have fallen from 72%. Equally, BAME Londoners remain much keener than white Londoners, (58% vs. 39%), but differences between inner and outer London and men compared to women are much less marked.

Just under half of all Londoners visit friends or relatives on foot at least once a week (45%) or walk to visit social places (48%). Again, both figures have dipped somewhat in the last year. Inner London residents, under 45s and white residents have a greater propensity to make trips of this nature on foot. Men also show a much greater propensity to make social visits on foot than women (53% vs. 42%), while conversely it is women who are marginally (though not significantly) more likely to walk to see friends and relatives (46% compared to 44%).

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
Base Walking to...	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
Carry out small errands	90	90	88	89	88	87	89	86
Take a child to school*	66	66	67	64	70	76	85	82
Get to work, school or college	44	45	49	46	43	51	50	45
Visit friends and relatives	53	51	54	53	47	48	51	45
Visit social places	56	54	57	48	48	48	53	48

* Base all taking a child to school (n=163)

Londoners who say they never walk to work, school or college were asked if it would actually be practical to do so. A sizeable minority, 19% (and notably more women than men) state that it would be very or fairly practical to do so, though 79% say it would not.

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 modal change towards increased walking. A new model was developed in 2013, setting a baseline that can now be used for year-on-year comparison for the first time.

Londoners are asked to state which of a series of statements most closely applies to them, and are then allocated to six broader groupings⁴ based on their responses:

Table 3.1 Behavioural model breakdown

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

⁴ 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 in 'contemplation' to 'sustained change', without 'going through' a 'change' period.

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

This year's results have remained broadly in line with 2013 findings. As with the previous wave of research, a high proportion of respondents identify themselves as being in the category of '*sustained change*'; that is they started walking more a while ago and have kept it up. More than half (55%) of Londoners remain in this bracket within the behavioural model, with two-fifths still walking more regularly (42%) and 13% still doing so occasionally.

Once again, it is the youngest Londoners (those in the 16-24 age range) who are much less likely to self-categorise as being in 'sustained change' compared to all other age groups. Here, the proportion dips to 38%. While differences between men and women are fairly minimal, they are more marked between white Londoners (58%) and BAME Londoners (49%) and inner Londoners (62%) versus outer borough residents (50%).

The next most common grouping is '*pre-contemplation*', which clusters those who have never thought about walking more and are either unlikely to start in the future, do not intend to or may be open to doing so. 28% of Londoners put themselves in this category, compared with 25% in 2013. As last year's results also demonstrated, more men (32%) are predisposed to identify themselves in this bracket than women (24%). Equally the youngest group, aged 16-24, are also much more inclined than their counterparts in older age brackets to belong in this category (43%).

Nearly one in ten London residents classify themselves as being in a state of '*change*'. This encompasses those who have tried to start walking recently but are either finding it difficult (5%) or quite easy so far (4%). Within the overall figure of 9%, it is noticeable that more women claim to be finding walking difficult, while a higher proportion of men report that they are finding it easy.

A minority (4%) categorise themselves as '*lapsed*' walkers. This means they started walking more but could not to stick to it. Like those in a state of change, it is again more women than men who are experiencing difficulty and inclined to say that they struggled to stick to it.

The same proportion of Londoners (4%) consider themselves to be in a state of '*contemplation*' about walking, ie, where they are thinking about starting soon. The subset most inclined to consider themselves in this group are those in the 45-54 age range (8%).

Finally, a mere handful of Londoners (only 1%) place themselves in a category of '*preparation*', ie those who have decided to start walking more soon.

Motivations for walking more

Reasons for walking more and practical steps taken

The main reason why Londoners say they are walking more is to keep fit or improve their fitness. 35% cite this as a reason, in line with the last few years, though scores remain much lower than those recorded when the survey first began in 2009 (55%).

Other reasons remain similar to those of 2013, with the exception of the proportion of respondents walking to enjoy fine weather. This year 19% of residents say they have been walking more, or may do so in the next twelve months to enjoy the good weather, up from 13% in 2013.

While the proportion walking to save time has remained more or less on a par with last year, at 11% the percentage walking to save money has been steadily declining since 2012 - then at 15%, yet now down to 9%.

Walking for relaxation or pleasure is the next most common reason, remaining stable at 6%. Many other reasons such as ease and convenience, environmental concerns and avoiding congestion, although less popular, are showing a small uplift in popularity.

Table 4.1 Reasons for walking more

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

BC2 (%)	2009	2010	2011	2012	2013	2014
Base	585	734	723	799	848	766
To keep fit/get fitter	55	43	36	37	34	35
To enjoy the good weather	22	20	14	16	13	19
To save time (quicker than alternatives)	5	14	11	13	10	11
To save money	9	10	10	15	12	9
Relaxation/the pleasure of walking	5	9	7	12	6	6
Ease/convenience	1	3	4	5	2	5
To avoid traffic/congestion charging	3	5	3	5	2	4
Environmental concerns	5	10	4	4	1	3
Usual transport not available	2	3	2	3	1	3
My children like me to walk with them	<1	2	2	2	<1	3
Health reasons	n/a	n/a	n/a	3	6	3
To see the sights / scenery	1	2	3	3	1	3
Availability of quiet, traffic-free routes	<1	2	1	3	<1	3
Other	5	6	5	3	8	7

* Responses over 2% shown

Of those Londoners who state that they are walking more, over half (55%) continue to report that they have taken no practical steps towards doing so. A minority have taken some concrete action, most notably to purchase some additional footwear (9%), a rise from last year's figure of 4%. By contrast fewer are starting to increase the amount they walk (down from 9% to 3%).

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
Base	799	849	766
None (yet)	53	56	55
Purchased additional footwear	12	4	9
Walking instead of using public transport/less stops	3	4	5
Walking more/started to increase the amount I walk	4	9	3
Have been working out routes / consulting maps	11	3	3
Have purchased additional clothing other than footwear for the purpose	5	1	2

* Responses over 1% shown

Factors that would increase walking

Londoners were asked what factors would encourage them to walk more. Their comments fall into the following broad categories:

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

The most popular suggestions given in each category are shown in table 4.3. A full breakdown of responses is provided in the appendix (tables A1.12 to A1.17).

The top suggestions remain in line with those reported last year. Once again, nearly three-quarters of Londoners would be encouraged to walk more if there were new and improved walking routes for pleasure (72%). A similar proportion (71%) may be more predisposed to using this mode of transport if they knew it was as quick as the bus for short journeys, or as fast as the Tube (67%). These latter figures mask some significant differences by age. While four fifths or more of those aged under 24 may be inclined to walk more if it was as quick as a short bus or Tube journey, it makes increasingly less difference as age increases, to a point where less than half of over 65s feel this would encourage them.

Londoners say that other improvements would encourage them to walk more, most notably improved safety and security, for example better lighting (70%) and improved walking routes that give greater priority to pedestrians to key destinations (68% - shown in table A1.17 of the appendix).

Women continue to be more likely than men to walk more if there were new and improved routes (74% vs. 69%) and improved safety and security (75% vs. 64%). There are also marked differences between men and women for many other dimensions, most notably regarding better information on way finding (64% women vs. 52% men).

60% of Londoners say they would be encouraged to walk more if they had better information on walks and places of interest in their local area and a similar number (57%) may be more inclined if there were more local facilities.

A smaller proportion of Londoners (45%) would be encouraged to walk more if they knew more about the impact of their carbon footprint. However, this is more motivating to women than men (50% vs. 40%).

Of all suggestions, Londoners appear to be least motivated by knowing more about environmental and health benefits than by other factors (see table A1.15 in the appendix).

While the popularity of different suggestions has remained similar, there has been a continued weakening of opinion on most aspects.

Table 4.3 Factors which would encourage increased walking

Base: All

W10 (%)	2007	2008	2009	2010	2011	2012	2013	2014
Base	1,014	1,002	1,007	1,000	1,018	1,014	1,002	1,000
New and improved walks for pleasure	n/a	73	62	67	74	77	73	72
Knowing that walking was as quick as the bus for short distances	n/a	n/a	n/a	66	73	79	73	71
Improved safety and security (e.g. better lighting or safer crossings)	n/a	n/a	n/a	n/a	72	76	73	70
If I had better information on walks and places of interest in my area	54	57	56	61	63	68	62	60
If there were more facilities in my local area	60	60	57	55	61	64	61	57
If I knew more about the impact on my carbon footprint	n/a	47	37	40	43	47	42	45

As seen last year, younger Londoners, women, and BAME Londoners are more likely to say that they would be encouraged to walk more if improvements were made than others.

Some attitudes also differ between inner and outer London. For outer borough residents, although their top priorities remain similar to their inner London counterparts, they also index at least 8% higher on elements such as better information on way finding, more pedestrian signage, better seating or greater marketing and promotion of outdoor events.

Impact of increased walking on other modes

The proportion of Londoners who have walked or may walk more in the next 12 months stating that this would impact their use of other forms of transport remains broadly consistent. Bus usage remains the transport method most likely to be affected, with 50% of Londoners saying they would take the bus less. In particular, younger cohorts under 24 remain significantly more likely than others to use the bus less if they walked more (69%).

Car journeys are the second most likely to be impacted, with just over a quarter claiming likely lower use (28%) if they walked more, though this differs by age. Those between 45 and 64 (34%) are more likely than 16 to 24 year olds (20%) to use their cars less.

Thirdly, 14% say they would use the Tube less, but again there are differences by age, and it is 25 to 34 year olds who are most likely to state this (22%).

Table 4.5 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
Base	679	667	585	734	723	799	849	766
Bus	49	51	46	52	48	50	49	50
Car	34	30	34	32	31	34	32	28
Tube	15	17	13	19	15	16	15	14
Train	5	6	4	4	6	4	3	5
None in particular	6	7	10	7	8	7	9	11

* Responses over 2% shown

There are few differences by gender, but there are for other demographic groups. For example BAME Londoners are significantly more likely to use the Tube less than white Londoners if they walked more (17% vs. 9%). Also those aged 65 or above are most likely to state that no mode of transport in particular would be affected if they changed their walking habits (24% vs. the average of 11%). Those in work are more likely to use the car or Tube less if they are walking more than non-working Londoners.

Inner Londoners are more likely to reduce the amount they use the bus if they walked more, while outer London residents say they would be more likely to replace car journeys with walking.

Barriers to walking more

Last year, respondents were asked for the first time what, if anything, deterred them from walking more. Against the 2013 baseline, it can be seen that this year the top two constraints remain the same, but have switched ranking.

Lack of time has become the top reason for not walking more, mentioned by nearly a quarter (24%). Those who are in employment are much more likely to say they suffer from a lack of time than those who do not work (30% versus 15%). Those in the 25 to 34 age group are also more likely to say they are time poor.

The weather can undoubtedly have an impact on the desire to walk, and a fifth (19%) say that it has proved a deterrent this year. However, both the youngest cohorts, under 24, (13%) and oldest, over 65 (14%), say this has affected them less than others.

Distance also has a bearing for some, with one in ten (11%) citing this as a barrier, more so men (15%) than women (8%).

While safety concerns are not a deterrent to walking for most (and are cited by only 6%), they are more pertinent for those in inner London (9%), than in outer boroughs (4%).

Table 4.4 Deterrents to walking more

Base: All

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

* 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. This was another new question added in 2013, so comparison can now be made for the first time.

As before, a high proportion (84%) 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 59% at night time. Night time walking raises slightly fewer safety concerns this year, down from 64% in 2013.

Women feel more vulnerable when it comes to road accidents while walking at night, (posting 'net safe' results of 49% compared to 70% for men). A similar pattern can be seen for BAME Londoners, reflected in 'net safe' figures of 48% vs. 67% for white Londoners.

Even during the daytime lower proportions of women and BAME Londoners report feeling safe. While figures look similar on the face of it, these groups are more likely to report that they feel *quite* safe rather than *very* safe compared to men and white Londoners respectively.

Table 4.6 Sense of safety from road accidents while walking in London

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

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

Walking to make short journeys

Those who make journeys to work, school or college, for grocery shopping, or to take a child to school, were asked how far away they live from these destinations and how they tend to make such journeys. As the results show, these trips are marginally less likely to be made on foot this year (though the difference is not significant).

Three in ten (30%) of London residents who work, attend school or college, live within 2km or 10 minutes' drive⁵ of their place of work or education, almost on par with last year's figures. The proportion who tend to walk is in slow decline, down from 56% in 2012 to 49% this year, while still remaining the most popular form of transport. The second preference is to take the bus.

Nine tenths of Londoners (89%) who regularly undertake grocery shopping live within 2km or 10 minutes' drive of their destination, again a similar proportion to last year (90%). Nearly three-fifths (59%) of them usually walk to make the trip, falling a little since 2013 (63%). Second most popular is taking the car.

Around three quarters (76%) of Londoners who take a child to school regularly live within 2km or 10 minutes' drive of their child's school, with percentages showing a fractional decline since 2012, when the figure was 83%. 81% of these usually walk their child to school (only 1% down on last year's percentage), with car transport the secondary choice.

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	2013	2014	2012	2013	2014	2012	2013	2014
Base	727	650	649	991	950	929	267	202	209
Proportion for whom the journey is within 10mins / 2km	31	31	30	88	90	89	83	79	76
Proportion of those living close who usually make the journey on foot	56	52	49	60	63	59	78	82	81

⁵ 10 minutes' drive by car.

Londoners who do not currently walk to work, school or college (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. This year even fewer would be inclined to consider the idea, with results showing a steadily waning appeal for this kind of walk. Only 25% state that they would be likely to consider this option, a figure less than half of that reported in 2010, when interest peaked at 51%. The key objection (from 58% of those unwilling) is that it would be too far or take too long, despite the relatively short distance.

However, of those who do not presently walk to buy their groceries, a third would consider doing so (33%), marginally up on 2013 (28%) after a small fall the previous year, though in line with the long-term trend. The key barrier to walking to the shops is the prospect of carrying home heavy shopping (mentioned by 70%), though distance is also a factor (for 14%).

The proportion who do not currently take their child to school on foot yet would consider doing so shows minor fluctuations in each research wave, and has fallen a little this year. From nearly half of those living close to school (49%) likely to start walking children to school in 2007, the proportion this year sits at closer to a third (34%).

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...	2007	2008	2009	2010	2011	2012	2013	2014
Base	126	75	108	119	100	126	91	96
Go to work, school or college	27	43	37	51	44	45	37	25
Base	328	294	290	360	407	377	350	363
Do grocery shopping	30	31	28	34	32	30	28	33
Base	43*	32*	34*	59	52	47*	32*	35*
Take a child to school	49	44	32	20	41	36	38	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 1-2 stops earlier and walking the rest of the way. Just over half of those going to work or college would consider doing so (53%). However, fewer grocery shoppers are interested in the idea (36%).

The propensity to consider this option on either occasion is higher among women and BAME Londoners.

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 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.

Nearly a quarter (22%) of Londoners state that they have definitely used the new signs and maps, in line with last year's figure (23%). A further 7% thought that they had possibly used them.

A high proportion (59%) of Londoners who have definitely or possibly used the new signs and maps have found them to be 'very useful', and a further 35% have found them 'fairly useful', with only a minority feeling they were little or no help.

Certain groups say they have used the new signs and maps less than others. Notably around seven tenths of outer Londoners, BAME Londoners and over 65s claim not to have used them.

Table 6.1 Use of new street signs and maps

Base: All who have definitely or possibly used

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

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

- ➔ Walk London - 23% of local residents were aware of this, but only 3% have actually walked on it the past six months, similar to the proportions reported last year
- ➔ The 2012 Games Walking and Cycling Routes - 43% of Londoners were aware of this, significantly less than last year (53%). 7% have walked on them within the past six months, a figure that has remained fairly steady (8% last year).
- ➔ London Greenways - 31% of Londoners were aware of this, but just 8% have walked on them in the past six months, results that remain on a par with those of 2013.

Those who have heard of or used Walk London were asked which routes they are aware of. Most (90%) have heard of at least one route, only marginally less than last year (93%). Even so, with the exception of the Jubilee Greenway (only showing an almost imperceptible rise), prompted recall of individual routes is lower than it was last year.

Roughly two thirds are familiar with the Thames Path and Jubilee Walkway, and around half have heard of the Lea Valley Walk, with other routes triggering lower awareness.

Table 6.2 Awareness of walking routes

Base: All aware of, or used, Walk London

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

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 (p8)

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 (1,000)	55	28	45	36
Men (415)	54	29	43	37
Women (485)	57	26	48	35
16-24 (70)	52	18	48	39
25-34 (69)	59	27	49	35
35-44 (156)	57	26	49	48
45-54 (185)	60	34	47	39
55-64 (198)	51	30	36	30
65+ (322)	49	33	37	21
White (774)	58	26	47	35
BAME (189)	54	31	44	39
Inner London (310)	63	33	50	38
Outer London (690)	50	24	42	35

Table A1.2 Frequency of walking at least once a week (p9)

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 (1,000)	88	65	81	73
Men (415)	89	68	83	73
Women (485)	88	63	79	73
16-24 (70)	88	71	81	79
25-34 (69)	88	59	82	70
35-44 (156)	94	63	87	81
45-54 (185)	88	70	82	74
55-64 (198)	87	67	78	72
65+ (322)	84	66	76	63
White (774)	90	66	85	74
BAME (189)	88	67	78	75
Inner London (310)	94	73	85	76
Outer London (690)	85	60	79	72

Table A1.3 Frequency of walking for different purposes (p10)

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 (1,000)	32	61	35	9	4
Men (415)	32	44	36	11	6
Women (485)	33	75	33	7	2
16-24 (70)	26	31	51	16	7
25-34 (69)	22	75	44	13	1
35-44 (156)	37	68	45	4	2
45-54 (185)	37	63	32	8	4
55-64 (198)	39	39	17	5	7
65+ (322)	42	31	4	5	4
White (774)	35	64	31	8	4
BAME (189)	29	66	43	11	3
Inner London (310)	38	67	33	12	4
Outer London (690)	28	58	36	7	3

*Base: All who take a child to school (163)

Table A1.4 Frequency of walking for different purposes (p11)

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 (1,000)	86	82	45	45	48
Men (415)	88	69	47	44	53
Women (485)	83	92	44	46	42
16-24 (70)	80	60	65	56	56
25-34 (69)	82	82	54	44	44
35-44 (156)	93	88	56	47	54
45-54 (185)	87	88	46	40	46
55-64 (198)	88	89	25	44	47
65+ (322)	84	78	8	37	37
White (774)	90	81	39	48	53
BAME (189)	81	83	58	40	40
Inner London (310)	91	78	46	52	58
Outer London (690)	83	84	45	40	41

*Base: All who take a child to school (163)

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 (p21)

Base: All using public transport for the journey (school, work, college: 294; grocery shopping: 100)

W9cc, W9ff (%)	Getting to work, school or college	Grocery shopping	
Total (294)	53	Total (100)	36
Men (133)	47	Men (29*)	29
Women (161)	58	Women (71)	39
16-24 (42*)	51	16-24 (4*)	26
25-34 (42*)	54	25-34 (7*)	27
35-44 (69)	54	35-44 (4*)	48
45-54 (70)	59	45-54 (11*)	73
55-64 (44*)	35	55-64 (15*)	49
65+ (27*)	39	65+ (59)	27
White (192)	49	White (80)	34
BAME (93)	55	BAME (14)	41
Inner (106)	50	Inner London (35*)	33
Outer London (188)	55	Outer London (65)	38

*Caution: small base

Table A1.6 Behavioural model (p12)

Base: All

BC1 (%)	Total	Pre-contemplation	Contemplation	Preparation	Change	Sustained change	Lapsed
Base	1,000	258	46*	5*	92	554	45*
Men	49	56	39	60	46	47	33
Women	51	44	61	40	54	53	67
16-24	15	24	10	26	15	11	27
25-34	25	24	10	0	28	27	9
35-44	20	19	23	41	11	22	7
45-54	16	13	32	19	14	16	19
55-64	11	8	15	14	14	11	14
65+	14	13	10	0	17	14	23
White	61	56	60	59	57	65	49
BAME	36	39	35	41	42	32	46
Inner London	40	32	36	86	34	45	45
Outer London	60	68	64	14	66	55	55

* Caution: small base

Table A1.8 Mode most likely to be replaced by increased walking (p17)

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

W8 (%)	Bus	Car	Tube	Train	None in particular
Total (766)	50	28	14	5	11
Men (308)	50	26	15	6	11
Women (458)	50	30	12	3	10
16-24 (50)	69	20	11	4	2
25-34 (55)	49	28	22	8	8
35-44 (125)	50	31	13	4	11
45-54 (143)	41	34	10	2	10
55-64 (164)	41	34	13	2	13
65+ (229)	50	20	6	3	24
White (589)	49	26	17	3	11
BAME (151)	51	30	9	7	10
Inner London (242)	56	20	15	5	10
Outer London (524)	46	34	12	4	11

Table A1.9 Modal choice for getting to work (p20)

Base: All making the trip

W8e (%) 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
Base	649	174	475	207	442
Walking	37	49	31	100	-
Bus	31	30	31	36	27
Car	26	27	26	10	36
Tube	24	6	32	32	20
Train	20	4	26	27	15
Cycling	7	9	6	2	10

Table A1.10 Modal choice for getting the groceries (p20)

Base: All making the trip

W9e (%) 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
Base	929	814	115	473	456
Walking	55	59	23	100	-
Bus	15	13	30	12	20
Car	44	42	59	17	77
Cycling	3	3	4	2	4

Table A1.11 Modal choice for taking a child to school (p20)

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
Base	209	149	60	122	87
Walking	64	81	10	100	-
Bus	10	8	19	6	18
Car	32	20	72	7	78
Tube	1	-	5	1	1
Cycling	2	3	-	3	1

Table A1.12 Factors that would encourage increased walking (p16)

Base: All (1,000)

W10 (%) Information and way-finding	2007	2008	2009	2010	2011	2012	2013	2014
Better info on walks and places on interest in my area	54	57	56	61	63	68	62	60
If there were better information on finding my way around	n/a	n/a	54	57	60	66	59	58
More pedestrian signage	n/a	n/a	n/a	50	53	61	53	51
The marketing and promotion of outdoor activities in London	n/a	n/a	n/a	48	51	56	53	46

Table 1.13 Factors that would encourage increased walking (p16)

Base: All (1,000)

W10 (%) Safety and security	2007	2008	2009	2010	2011	2012	2013	2014
Improved safety and security (e.g. better lighting)	n/a	n/a	n/a	n/a	72	76	73	69
If there were more people out walking	42	48	41	41	46	50	48	39

Table A1.14 Factors that would encourage increased walking (p16)

Base: All (1,000)

W10 (%) Facilities	2007	2008	2009	2010	2011	2012	2013	2014
If there were more facilities in my local area	60	60	57	55	61	64	61	56
If there were more shops in my area	54	54	49	48	52	51	50	48
If there were more seating available	n/a	n/a	42	43	47	52	47	46

Table A1.15 Factors that would encourage increased walking (p16)

Base: All (1,000)

W10 (%) Environmental and health benefits	2007	2008	2009	2010	2011	2012	2013	2014
If I knew more about the impact on my carbon footprint	n/a	47	37	40	43	47	42	44
If I knew more about the health and fitness benefits	n/a	39	37	38	40	41	39	37
More advertising or press coverage around the benefits	n/a	n/a	33	35	39	42	39	35

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

Base: All (1,000)

W10 (%) Journey times	2007	2008	2009	2010	2011	2012	2013	2014
Knowing that walking was as quick as the bus for short distances	n/a	n/a	n/a	66	73	79	73	71
Knowing that walking was as quick as the Tube for short distances	n/a	n/a	n/a	64	69	77	71	67
If I knew how long it would take to walk to my destination	n/a	n/a	45	55	60	64	61	56

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

Base: All (1,000)

W10 (%) Better streets	2007	2008	2009	2010	2011	2012	2013	2014
New and improved walks for pleasure	n/a	73	62	67	74	77	73	71
Improved walking routes that gave greater priority to pedestrians to key destinations	n/a	65	58	65	68	73	71	67
If pavements and streets were cleaner	58	59	55	61	66	69	69	63
If the local streets were more attractive to use	n/a	n/a	n/a	59	65	67	63	62

Table A1.18 Proportion of Londoners who have used the new pedestrian signs and maps across Central London (p22)

Base: All

W11 (%)	2011	2012	2013	2014
Base	1,018	1,014	1,002	1,000
NET: Yes	17	18	28	28
Yes – definitely	11	12	23	22
Yes – possibly	5	6	5	7
No	79	79	68	65
Don't know / couldn't say	4	2	4	7

Table A1.19 How useful have Londoners found the new street signs and maps (of those who have used them) (p22)

Base: All who have definitely or possibly used them

W12a (%)	2011	2012	2013	2014
Base	152	171	241	249
NET: useful	93	91	94	94
Very useful	55	51	53	59
Fairly useful	38	40	40	35
Not very useful	3	5	5	2
Not at all useful	1	1	1	1
NET: not useful	3	6	5	3
Don't know / couldn't say	4	3	1	3