## **RESEARCH SUMMARY**

Title	Attitudes to	Walking 2012

**Objective** Understand Londoners' frequency of walking, their attitudes towards increasing the amount they walk, and the motivators and barriers they face

DateApril 2012Agency:SPA Future Thinking

**Methodology** 1,014 interviews conducted by telephone with a random sample of Londoners in March 2012

## 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 longterm 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 tend to be more likely to make frequent walking journeys, while women continue to be more open to the idea of walking more than men.

The main reason that Londoners cite for walking more continues to be to keep fit or to improve their fitness, but 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 threequarters of Londoners (79%) stated that knowing that walking was as quick as the bus for short distances would do so. 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.

## Job number: 06106

<sup>&</sup>lt;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)