

# RESEARCH SUMMARY

<b>Title</b>	<b>Teens into Active Travel</b>
<b>Objective</b>	Motivations and barriers for 12-18 year olds engaging in active travel (cycling, walking)
<b>Date</b>	September 2008
<b>Methodology</b>	Qualitative depth interviews; 20 paired depth interviews with 12-13, 14-15 and 16-18 year olds as well as 6 depth interviews with parents of children across these age groups.

## Key findings

- For youths, travel acts as a key indicator of transition into adulthood. Choice of travel therefore forms part of shaping identity – it indicates independence from parents, ability to fit in or to stand out from the pack.
- Age is a key determinant of motivations for travel choice for youths. Motivations for travel evolve from younger ages, motivated by fun seeking to older ages, who are motivated by practicality and safety.
- Audiences aged 12-14, should be easier to engage and more receptive to formal messages focusing on the connection of modes with fun, play and social connectedness (particularly for girls); and the opportunity to have a high energy experience (particularly for boys).
- Other activities may include those in which children can participate with parents as they play a vital role. Messages should be communicated directly with the parental audience, addressing fears relating to active modes.
- Audiences aged 15-18 will be more difficult to influence as they are more likely to be seeking practicality in their mode choice, something that (they feel) is not currently effectively met by cycling and walking.
- 15-18 year olds are more likely to be 'set' in their perceptions/attitudes and are more likely to respond to informal messaging. These messages should focus on tangible, practical and *credible* ways in which cycling and walking are superior to other modes and address concerns around safety logically and head on.
- An important consideration however, in communicating practicality and safety to older youths is that the infrastructure and environmental nature of London means that individuals' experiences do not support such messages.

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