

Attitudes towards walking 2011

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Research conducted by FDS International

1. Executive summary

Abstract

Transport for London (TfL) aims to encourage more people to consider and undertake more journeys by foot in order to reduce pressure on the public transport network and to bring about public health benefits. The main factors Londoners say will encourage them to walk more are new or improved walking routes, knowing that walking was as quick as the bus for short journeys, and improve safety and security (eg better lighting or safer crossings). These have consistently been reported as the key elements over recent years, with no substantial change in walking patterns this year.

Key findings

Almost half of Londoners (46%) make a walking journey¹ at least five times a week, and 85% do so at least once a week.

In general Londoners' frequency of walking has changed little over the past few years, despite saying they are walking more, or that they are open to doing so.

Women, young people and those living in inner London continue to be the groups most likely to make frequent walking journeys. Women also tend to be most likely to be open to walking more, for example by alighting from a bus a couple of stops early.

The main reason Londoners say they make walking journeys is to gain the health and fitness benefits that it provides; however, the proportion saying that this motivates them to walk has been declining for the last two years and is now at 36%, down from 55% in 2009.

Of those making short regular journeys (to work, school or college, to get the groceries, or to take a child to school), at least half do so on foot (rising to 70% for taking a child to school locally). However, fewer than half of those who live near but don't currently walk say they would be prepared to consider making the journey by foot (decreasing to 32% for those making short trips for the groceries).

When asked, Londoners agree that a variety of changes could make them walk more – with the single largest one being new or improved pleasure walking routes (74% say this would encourage them to walk more). Three quarters (73%) also say that they would walk more if they knew that the journey would be quicker on foot than by an alternative mode.

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.

¹ Defined as either 'going for a walk' (ie for recreational reasons) or 'making a walking only journey' (ie without using any other mode of transport)

2. 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.

The 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 the 1,018 interviews conducted by telephone with a random sample of Londoners in March 2011 and 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 (ie all those who answered each question).

Comparisons are made with previous years' findings and where a result is 'significantly different' (ie 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 inverted 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.

3. Current walking patterns

Frequency of walking

Walking at least five times a week

Almost all Londoners make journeys by walking, although at varying frequencies. Almost half (46%) make a walking-only trip (ie using no other mode – including walking as a mode of transport, and simply going for a walk) at least five times a week. Women are significantly more likely than men to do this, as are those living in inner London boroughs.

A quarter of Londoners (24%) go for a walk at least five times a week, significantly fewer than this time last year (but in the same ballpark). However, significantly more walk as part of a longer journey now than a year ago (40% in 2011, compared with 31% in 2010). Under 25-year-olds are significantly more likely to do this than those in older age groups, as are those living in inner London boroughs.

The proportion walking as a means of transport for their whole journey has remained level, with just over a third of Londoners making this type of walking journey at least five times a week. As with walking-only journeys, women are significantly more likely to do so than men, as are those living in inner London boroughs.

Table 3.1 Frequency of walking

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

W1, W2, W6a	2011	2010	2009	2008	2007
Base	1,018	1,000	1,007	1,002	1,014
	%	%	%	%	%
A walking-only journey²	46	48	60	58	63
Going for a walk	24	28	37	37	30
As a means of transport for a whole journey	35	39	52	51	50
As part of a longer journey	40	31	35	37	n/a

NB: shaded boxes indicate a figure is significantly different from 2010.

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 (54% of Londoners) neither ‘go for a walk’ nor ‘make a journey entirely by foot’ at least once a week.

Walking at least once a week

The proportion of Londoners walking at least once a week for exercise, as a sole means of transport, or as part of a longer journey has not changed substantially over time; around 85% of Londoners walk for five minutes, two thirds go for a walk weekly and three quarters make a journey on foot without using any other mode at least once a week.

Inner Londoners are significantly more likely to walk at least once a week than those in Outer London boroughs (92% compared with 81%). They are also more likely to walk for a whole journey, and as part of a longer journey; however there is no difference in terms of going for a walk.

There is a significant rise in the proportion saying they walk as part of a longer journey (for example to the station or bus stop), with 75% of Londoners claiming to do this weekly in 2011. Those under the age of 25 are significantly more likely to incorporate a walking stage into a longer trip than other age groups.

Table 3.2 Frequency of walking

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

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

* Combines W1 and W2

Walking for different purposes

At least five times a week

While most Londoners walk very regularly (at least five times a week), there are variations in the proportion making particular journeys regularly.

Around a third of Londoners (36%) walk every day to carry out small errands such as getting a newspaper or posting a letter, although this proportion has fallen this year from around two fifths in 2010 (42%). Those living in inner London are significantly more likely than outer Londoners to make these types of walking journeys five days a week or more.

44% of Londoners who take their children to school on foot do so every day, with women more likely than men to do this.

Around a third walk to work, school or college at least five days a week. More than half (57%) of under 25 year olds, and 45% of those aged 25-34, make this journey on foot at least five times a week; these Londoners are significantly more likely than any other age group to do so as frequently. BAME residents are more likely than white Londoners to make this type of walking journey at least five times a week (44% compared with 28%).

Less than ten per cent of Londoners make walking journeys to social places, or to visit friends or relatives at least five times a week. Those in the 16-24 age group are most likely to walk in order to visit friends or relatives at least five times a week, with 22% doing so. BAME Londoners are more likely than white residents to make these walking journeys very regularly (11% compared with 6%), as are out-of-work Londoners (10% compared with 5% for those in work).

Table 3.3 Walking for different purposes

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

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

* Base all taking a child to school (n=200)

At least once a week

The proportion of Londoners that make specific walking journeys at least once a week varies according to the type of journey, but has not changed substantially over recent years.

- Almost nine in ten Londoners (88%) walk at least once a week to carry out small errands, and this has remained steady over time. Inner Londoners are significantly more likely than those in Outer London boroughs to make these trips at least weekly on foot (93% compared with 85%)
- 70% take a child to school at least once a week; women are significantly more likely to do this than men
- Almost half (47%) of Londoners walk to visit friends or relatives at least once a week, rising to almost three quarters (72%) of 16-24 year olds
- A similar proportion (48%) visit social places such as bars and restaurants on foot at least once a week; again young people are significantly more likely to do so than older Londoners. Men are more likely than women to make these journeys (53% compared with 45%), and inner Londoners are more likely than outer London residents (59% versus 42%)
- 43% of Londoners walk to work, school or college at least once a week, with 16-24 year olds by far most likely to do this (73% of 16-24 year olds at least once a week)

Table 3.4 Walking for different purposes

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

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

* Base all taking a child to school (n=200)

Of those who never walk to work, school or college, 18% say it would be practical for them to do so, while 80% say it would not³. Those living in inner London boroughs are significantly more likely to consider this journey to be practical on foot (26%,

³ Excluding those for whom the question is 'not applicable' (223 people, 87% of whom are not working).

compared with 14% in outer London boroughs). Women are slightly (but not significantly) more likely to consider the journey practical than men.

4. 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 groupings⁴ based on their responses:

Statement	Grouping	Proportion of Londoners
You don't want to or would not consider doing this	Pre-primed	7%
You have never thought about doing this	Pre-primed	8%
You have given it some thought but are not going to do it	Pre-primed	9%
You are thinking about doing this	Primed	12%
You have decided to do this (you have just decided but not yet started to do anything about it.)	Primed	5%
You are setting things in place and, or, are seeking more information to do this	Preparation	3%
You have started to do this but are finding it difficult	Change	4%
You have started to do this and are finding it easy	Change	7%
You are already doing this and will continue to do so	Normalised	36%
You were doing this but couldn't stick to it	Primed	5%
(Don't know)	Uncategorised	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 'primed' to 'normalised', without 'going through' a 'change' period.

In 2010 the question was revised substantially meaning that comparisons with previous years are not possible. A similar model is also used to assess propensity to cycle more in TfL's 'attitudes towards cycling' research programme.

There has been very little change in the proportions falling into each category over the past year, and no change is statistically significant.

Table 4.1 Behavioural model of walking

Base: All

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

The largest group, around a third (36%) of Londoners, are considered to be ‘normalised’ because they say they are walking more and will continue to do so. However reported frequency of walking has not increased proportionally compared with this time last year, suggesting Londoners are more likely to say they are walking more, than actually doing so.

A quarter of Londoners fall into the ‘pre-primed’ category, meaning they would not consider walking more, have never thought about it, or have rejected the idea. A further fifth (22%) are ‘primed’, meaning they are thinking about walking more, or that they were walking more but couldn’t stick to it. One in ten (11%) have started walking more but are not yet ‘normalised’ to it.

In terms of sub-group differences:

- Men are more likely than women to be ‘pre-primed’, whereas women are more likely to be ‘primed’
- White Londoners are more likely to be ‘pre-primed’ or ‘normalised’, while BAME residents are more likely to be in the ‘change’ category
- Inner Londoners are more likely to be in ‘normalised’ or in the ‘change’ grouping, while outer London residents are more likely to be ‘pre-primed’ or ‘primed’

5. Motivations for walking more

Reasons for walking more and practical steps taken

As seen in previous years, the main motivation Londoners cite for walking more is fitness, either to maintain or improve their health. However the proportion giving this reason has declined significantly since this time last year, and has declined steadily over time.

Significantly fewer cite enjoying the good weather this year, probably due to an inclement spell during interviewing. Fewer also mention environmental concerns, with the proportion mentioning these as motivating them to walk more returning to the level seen in 2009. These trends were also seen in the Attitudes towards Cycling research.

Table 5.1 Reasons for walking more

Base: All except pre-primed

BC2	2011	2010	2009
Base	723	734	585
	%	%	%
To keep fit/get fitter	36	43	55
To enjoy the good weather	14	20	22
To save time (quicker than alternatives)	11	14	5
To save money	10	10	9
Relaxation/the pleasure of walking	7	9	5
Ease/convenience reasons	4	3	1
Environmental concern	4	10	5
To avoid (slow/unreliable/poor) public transport	3	2	1
To avoid traffic/congestion charging	3	5	3
To see the sights/views/scenery	3	2	1
Other	5	6	5
Don't know	8	7	3

* Responses over 2% shown

Most (59%) have taken no practical steps towards walking more. 8% have purchased walking footwear, and 4% each have been working out walking routes, reduced their vehicle usage or started getting off public transport a stop earlier.

Conditions that would increase walking

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

- Better streets
- Journey times
- Safety and security
- Information and way-finding
- Facilities
- Environmental and health benefits

The top mentions in each category are shown in the table below (5.2), and a full break down of responses is provided in the appendix of this report (tables A1.12 to A1.17).

Most Londoners report that they would be encouraged to walk more if improvements were made to walking routes; 74% say that this would encourage them to walk more. A similar proportion (73%) say they would walk more if they knew that it was as quick as the bus for short distances – with females and young people more likely to say this would be a motivating factor than other groups.

A smaller proportion say they would walk more if they knew that it would be quicker than taking the Tube for short distances (69%), and 60% of Londoners say they would walk more if they knew how long it would take them to walk to their destination; therefore there could be an information need amongst Londoners about the length of time that walking journeys take (details in table A1.16 in the appendix of this document).

Three quarters (72%) say they would walk more if there were improved safety and security including better lighting or safer crossings, and around two thirds of Londoners (61% - 63%) say they would walk more if there were better information available on local walks, or more facilities for walking locally.

Fewer would be inspired to walk more if they knew more about the impact on their carbon footprint.

Other research⁵ has shown that 16% of Londoners are aware of the walking routes information on the TfL website, and that around 7% have used the service (50% of those who are aware of it).

There has been a strengthening of opinion over the last two years; this could indicate greater enthusiasm for walking; however this is yet to be borne out in the frequency with which Londoners report making walking journeys.

⁵ See 'Journey Planning quantitative' report, January 2011.

Table 5.2 Factors which would encourage increased walking

Base: All

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

Generally speaking, those in younger age groups, women, and BAME Londoners are more likely to agree that they would walk more if improvements were made than others.

Impact of increased walking on other modes

Around half (48%) of those who are walking more (or thinking about it) say they would use the bus less, with a third (31%) saying they would reduce their car use.

Reported modal switch as a result of walking more has remained steady compared with previous waves; the proportion saying they would make fewer Tube journeys has fallen significantly, however the general trend over time is for around one in six Londoners to say they would use the Tube less if they walked more.

Table 5.3 Mode that would be used less if walked more

Base: All except pre-primed

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

* Responses over 3% shown

Age is the biggest factor determining which modes Londoners would be most likely to use less if they walked more. Those aged between 45 and 64 are significantly more likely to replace car journeys with walking than those in younger age groups (more than 40% of 45-64 year olds, compared with 28% for 16-24 year olds, and 26% for 25-34 year olds). Younger Londoners, particularly 16-24 year olds, would be more likely to replace bus journeys with walking (64% say they would do this).

Borough of residence also has an impact, with inner Londoners more likely to say that further walking journeys would replace trips on the Tube, while those living in outer London boroughs are much more likely to replace car journeys with walking (36% compared with 24% for inner Londoners).

6. 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 used to make these journeys.

A quarter (26%) of Londoners who go to school, work or college live close to their place of work or education (within 2km, or 10 minutes by car). Of these, half (51%) usually walk to make the trip, making this the mode of choice for those working or going to school/college near where they live (the figure in 2010 was also 51%). 29% say they take the bus, and 22% go by car.

Four fifths (81%) who regularly go out to get their groceries live within 2km (or 10 minutes by car) of their shopping destination. Again around half (53%) of these usually walk to make the journey (in 2010 it was 58%, significantly more than this year); 46% say they take the car and 13% take the bus for this journey.

Of those who take a child to school and live within 2km (or 10 minutes by car) of the school, 70% walk to make this journey, compared with 76% last year. 29% take the car and 10% the bus.

Table 6.1 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	
	2011	2010	2011	2010	2011	2010
Base	742	792	799	832	227	230
	%	%	%	%	%	%
Proportion for whom the journey is within 10mins / 2km	26	24	86	85	77	80
Proportion of those living close who usually walk to make the journey	51	51	53	58	70	76

Overall the modal usage figures for these journeys are very similar to those seen last year, showing little in the way of increased walking. However, amongst those who do not currently walk for the short journeys they regularly make, there is a positive reception to the idea of walking more. Indeed as other research has shown, walking is by far the most appealing mode of transport, with 42% of Londoners finding walking ‘very appealing’, compared with just 22% for car, the next most popular mode⁶.

44% of those who do not currently walk to work, school or college (and live within 2km or 10 minutes by car) would consider walking, as would a third (32%) of those who do not currently walk to do their grocery shopping in their local area. 41% of those who take a child to school nearby but do not currently walk say they would consider walking – significantly more than last year but based on a small number of interviews.

Table 6.2 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	2011	2010	2009	2008	2007
Base	100	119	108	75	126
Very / quite likely to walk to...	%	%	%	%	%
Go to work, school or college	44	51	37	43	27
Base	407	360	290	294	328
	%	%	%	%	%
Do grocery shopping	32	34	28	31	30
Base	52*	59	34	32	43
	%	%	%	%	%
Take a child to school	41	20	32	44	49

* Caution: small base

Those who use public transport to make trips to work, school or college, or to pick up groceries, were asked if they would consider getting off 1-2 stops earlier and walking; around half (48%) say they would. Women are generally more likely than men to consider getting off 1-2 stops earlier, significantly so in the case of getting to work, school or college.

⁶ See ‘attitudes towards cycling’ report, March 2011

7. Legible London

Over the last 18 months, 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.

11% of Londoners say they have definitely used the new signs, and a further 5% report possibly having used them.

Of those who have used them (either definitely or possibly), 55% have found them 'very useful', and a further 38% have found them 'fairly useful'; just 3% said they did not find them useful (the others couldn't say).

Appendix

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

Table A1.1 Frequency of walking at least five times a week (p3)

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 (1,018)	46	24	35	40
Male (429)	42	23	30	38
Female (589)	50	26	39	43
16-24 (114)	53	24	41	56
25-34 (160)	49	24	38	51
35-44 (182)	47	19	39	38
45-54 (178)	38	22	29	39
55-64 (166)	51	33	32	33
65+ (218)	39	29	28	20
White (753)	45	23	35	38
BAME (249)	51	28	37	49
Inner London (357)	51	22	42	49
Outer London (657)	43	26	31	35

Table A1.2 Frequency of walking at least once a week (p4)

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 (1,018)	85	65	76	75
Male (429)	84	64	75	73
Female (589)	86	65	76	78
16-24 (114)	85	58	79	91
25-34 (160)	90	68	79	85
35-44 (182)	85	65	73	69
45-54 (178)	81	62	74	70
55-64 (166)	89	72	78	74
65+ (218)	79	63	70	60
White (753)	85	64	76	73
BAME (249)	84	64	73	81
Inner London (357)	92	67	83	80
Outer London (657)	81	63	71	72

Table A1.3 Frequency of walking for different purposes (p5)

Base: All (percentage walking at least five times 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 (1,018)	36	9	32	7	4
Male (429)	37	6	30	6	4
Female (589)	36	13	33	8	4
16-24 (114)	36	8	57	22	6
25-34 (160)	33	15	45	4	3
35-44 (182)	37	19	34	5	5
45-54 (178)	33	5	25	4	3
55-64 (166)	39	2	16	5	3
65+ (218)	42	1	2	4	2
White (753)	38	7	28	6	4
BAME (249)	32	18	44	11	3
Inner London (357)	46	9	33	7	5
Outer London (657)	30	9	30	7	3

Table A1.4 Frequency of walking for different purposes (p6)

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 (1,018)	88	70	43	47	48
Male (429)	89	58	40	46	53
Female (589)	87	79	46	49	45
16-24 (114)	84	65	73	72	63
25-34 (160)	91	85	58	46	60
35-44 (182)	92	72	48	44	49
45-54 (178)	86	58	38	38	42
55-64 (166)	85	62	26	44	43
65+ (218)	85	38	4	41	27
White (753)	90	63	38	47	51
BAME (249)	82	81	60	51	40
Inner London (357)	93	70	46	48	59
Outer London (657)	85	70	41	47	42

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 (p12)

Base: All using public transport for the journey (school, work, college: 366; grocery shopping: 142)

W9cc/W9ff	Getting to work, school or college	Grocery shopping
	%	%
Total	48	48
Male	39	43
Female	55	50
16-24	55	59
25-34	43	56
35-44	51	Base too small to show (n=18)
45-54	51	Base too small to show (n=16)
55-64	36	Base too small to show (n=19)
65+	Base too small to show (n=12)	40
White	45	45
BAME	53	55
Inner London	52	51
Outer London	45	44

Table A1.6 Behavioural model (p7)

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

BC1	Total	Pre-primed	Primed	Preparation*	Change	Normalised
Base	967	224	222	24	109	368
	%	%	%	%	%	%
Male	49	53	42	61	49	50
Female	51	47	58	39	51	50
16-24	15	14	19	21	16	12
25-34	25	25	24	24	26	25
35-44	20	21	21	18	20	20
45-54	14	15	14	12	10	15
55-64	11	11	9	17	8	13
65+	15	14	14	7	19	15
White	74	77	70	92	62	77
BAME	24	21	28	8	37	22
Inner London	38	35	35	26	48	41
Outer London	61	65	65	74	51	59

* Caution, low base

Table A1.7 Practical steps taken towards walking more (p8)

Base: All who walk, or may walk, more

BC3	2011	2010
Base	723	737
	%	%
None (as yet)	59	58
Purchased additional footwear for the purpose	8	8
Walking instead of using public transport/ less stops (e.g. getting off the bus/ tube before my stop)	4	3
Stopped using other transport for short journeys/ reduced vehicle usage	4	2
Walking/ started to increase the amount I walk	4	4
Have been working out routes / consulting maps	4	4
Have been out for trial walks	2	2
Allocated time (e.g. leaving more travelling time so I can walk)	2	1
Other	4	4
Don't know	4	10

* Answers above 1% shown

Table A1.8 Mode most likely to be replaced by increased walking (p10)

Base: All who walk, or may walk, more

W8	Bus	Car	Tube	Train	Cycling	None in particular
	%	%	%	%	%	%
Total (723)	48	31	15	6	4	8
Male (346)	46	33	13	6	7	8
Female (381)	50	29	17	7	1	8
16-24 (111)	64	28	12	9	5	3
25-34 (179)	56	26	17	9	2	6
35-44 (147)	44	28	25	5	6	5
45-54 (100)	33	43	12	4	5	7
55-64 (81)	37	40	12	4	3	9
65+ (110)	46	28	8	6	2	19
White (532)	47	30	16	6	4	8
BAME (185)	52	35	11	7	4	7
Inner London (263)	50	24	19	7	5	8
Outer London (456)	46	36	13	6	3	8

* Caution, low base

Table A1.9 Modal choice for getting to work (p11)

Base: All making the trip

W8e	All	All who live within 2km / 10mins	All who don't live within 2km / 10mins	All who walk	All who don't walk
Base	742	200	542	248	494
Make the trip by...	%	%	%	%	%
Walking	34	51	28	100	-
Bus	31	29	31	36	28
Car	28	22	31	6	40
Tube	22	6	28	27	20
Train	19	4	24	27	15
Cycling	6	7	5	2	7

Table A1.10 Modal choice for getting the groceries (p11)

Base: All making the trip

W8e	All	All who live within 2km / 10mins	All who don't live within 2km / 10mins	All who walk	All who don't walk
Base	951	799	152	530	421
Make the trip by...	%	%	%	%	%
Walking	48	53	18	100	-
Car	50	46	70	16	81
Bus	14	13	16	12	16
Cycling	3	3	3	2	4
Tube	1	1	2	1	1
Train	1	1	-	<1	1

Table A1.11 Modal choice for taking a child to school (p11)

Base: All making the trip

W8e	All	All who live within 2km / 10mins	All who don't live within 2km / 10mins	All who walk	All who don't walk
Base	227	132	95	131	96
Make the trip by...	%	%	%	%	%
Walking	60	73	40	100	-
Car	37	27	53	9	79
Bus	13	7	24	8	21
Tube	1	-	-	-	2
Cycling	1	1	1	1	2
Train	-	-	-	-	-

Table A1.12 Factors that would encourage increased walking (p9)

Base: All (1,022)

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

Table 1.13 Factors that would encourage increased walking (p9)

Base: All (1,022)

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

Table A1.14 Factors that would encourage increased walking (p9)

Base: All (1,022)

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

Table A1.15 Factors that would encourage increased walking (p9)

Base: All (1,022)

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

Table A1.16 Factors that would encourage increased walking (p9)

Base: All (1,022)

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

Table A1.17 Factors that would encourage increased walking (p9)

Base: All (1,022)

W10	2011	2010	2009	2008	2007
Better streets	%	%	%	%	%
New and improved walks for pleasure	74	67	62	73	n/a
If there were improved walking routes that gave greater priority to pedestrians to Key Destinations	68	65	58	65	n/a
If pavements and streets were cleaner	66	61	55	59	58
If the local streets were more attractive to use	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 (p13)

Base: All

W11	2011
Base	1,018
	%
NET: Yes	17
Yes – definitely	11
Yes – possibly	5
No	79
Don't know / couldn't say	4

Table A1.19 How useful Londoners have found the new street signs and maps (of those who have used them) (p13)

Base: All

W11	2011
Base	1,018
	%
NET: useful	93
Very useful	55
Fairly useful	38
Not very useful	3
Not at all useful	1
NET: not useful	3
Don't know / couldn't say	4

Appendix B – questionnaire

Good morning/afternoon/evening. My name is **XXX** and I am calling from FDS International, an independent research agency. We are carrying out a survey on behalf of Transport for London, about transport issues in the capital and travelling around London.

The survey will take about 20-25 minutes depending on your answers

QBIRTHDAY: To be sure we talk to a cross-section of Londoners, please can I speak to the person aged 16 or over in your household who celebrates their birthday next?
IF NOT AVAILABLE, RECORD NAME OF PERSON AND MAKE APPOINTMENT TO CALL BACK. REPEAT INTRODUCTION.

May I assure you that we are a member of the Market Research Society and follow their strict Code of Conduct. As such you will not be subject to follow-up sales of any kind and all your answers will remain confidential to Transport for London and the research agencies working on their behalf.

Before we start, may I just check a couple of questions?

QGENDER: (Do not ask)

1. Male
2. Female

QEXEMPT: Do you or does anyone in your household work in any of these organisations?

READ OUT

- | | |
|---|-----------------|
| 1. London Transport / Transport for London | CLOSE |
| 2. London Underground | CLOSE |
| 3. British/National Rail/ Train operating company | CLOSE |
| 4. Taxi or Minicab firms* | CONTINUE |
| 5. Bus or coach operators | CLOSE |
| 6. Marketing/PR/journalism/advertising/ Market research | CLOSE |
| 7. (None/Don't know)* | CONTINUE |

AGE: May I just ask what your age was last birthday?

ENTER EXACT AGE

CATI TO CODE TO FOLLOWING AGE BANDS:

1. 16-34
2. 35-54
3. 55+

IF REFUSED THANK AND CLOSE

IF AGED 15 OR LESS

QAGE2: Is it possible to speak to someone aged 16 or over please?

- 1. Yes – Take referral
- 2. No – Close

NOTE FOR SCRIPT WRITER – PLEASE PROGRAMME ANSWERS TO READ INTO DUMMYQAGE

QBOROUGH: Which London borough do you live in?

SINGLE RESPONSE

- | | |
|--------------------------|-------------------------------------|
| 1. Barking & Dagenham | 18. Hillingdon |
| 2. Barnet | 19. Hounslow |
| 3. Bexley | 20. Islington |
| 4. Brent | 21. Kensington & Chelsea |
| 5. Bromley | 22. Kingston-upon-Thames |
| 6. Camden | 23. Lambeth |
| 7. City of London | 24. Lewisham |
| 8. City of Westminster | 25. Merton |
| 9. Croydon | 26. Newham |
| 10. Ealing | 27. Redbridge |
| 11. Enfield | 28. Richmond-upon-Thames |
| 12. Greenwich | 29. Southwark |
| 13. Hackney | 30. Sutton |
| 14. Hammersmith & Fulham | 31. Tower Hamlets |
| 15. Haringey | 32. Waltham Forest |
| 16. Harrow | 33. Wandsworth |
| 17. Havering | 34. Not in a London Borough – CLOSE |
| | 35. (Don't know) |

CLOSE IF DO NOT LIVE IN ANY LONDON BOROUGH (CODE 34)

TRAVEL MODES & FREQUENCY- CORE

QFREQ: Which of these modes of transport do you ever use to get around London?

READ OUT MULTICODE

- | | |
|----------------------------------|----------------------------|
| 1. Buses | ASK QFREQ_BUS |
| 2. Underground/ tube | ASK QFREQ_TUBE |
| 3. DLR (Docklands Light Railway) | ASK QFREQ_DLR |
| 4. Train | ASK QFREQ_TRAIN |
| 5. Car/Van_____ | |
| 6. Motorbike/ moped/ scooter | ASK QFREQ_MOTORBIKE |
| 7. Bicycle | ASK QFREQ_BICYCLE |
| 8. Black cab/ Taxi | ASK |
| QFREQ_BLACKCAB | |
| 9. Minicab (not black cab) | ASK QFREQ_MINICAB |
| 10. Tram | ASK QFREQ_TRAM |
| 11. (None of these) | SKIP TO QWALK |

ASK IF BUS CODED @ QFREQ (CODE 1)

QFREQ_BUS: Typically, how often do you use a bus to get around London?

INTERVIEWER NOTE: IF RESPONDENT SAYS IT VARIES ASK HOW OFTEN THEY WOULD USE THE MAJORITY OF THE TIME OVER THE COURSE OF A YEAR

IF CAN'T REMEMBER CODE AS 'NOT IN THE LAST 12 MONTHS'

PROBE AS PER PRECODES

1. 5 or more days a week
2. 3-4 days a week
3. 2 days a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less often than once a month
8. Not in the last 12 months
9. (Never)

ASK IF TUBE CODED @ QFREQ (CODE 2)

QFREQ_TUBE: Typically, how often do you use the tube to get around London?

ASK IF TRAIN CODED @ QFREQ (CODE 4)

QFREQ_TRAIN: Typically, how often do you use a train to get around London?

ASK IF MOTORBIKE etc CODED @ QFREQ (CODE 6)

QFREQ_MBIKE: Typically, how often do you use a motorbike/ scooter/moped (either as a rider or pillion/ passenger) to get around London?

ASK IF BICYCLE CODED @ QFREQ (CODE 7)

QFREQ_BIKE: Typically, how often do you use a bicycle to get around London?

ASK IF BLACK CAB CODED @ QFREQ (CODE 8)

QFREQ_TAXI: Typically, how often do you use a black cab/ taxi to get around London?

ASK IF MINICAB CODED @ QFREQ (CODE 9)

QFREQ_CAB: Typically, how often do you use a minicab to get around London?

ASK IF DLR CODED @ QFREQ (CODE 3)

QFREQ_DLR: Typically, how often do you use the Docklands Light Railway to get around London?

ASK IF TRAM CODED @ QFREQ (CODE 10)

QFREQ_TRAM: Typically, how often do you use Trams to get around London?

ASK ALL

QWALK: How often do you walk in London? By this I mean where you walked for 5 minutes or longer.

INTERVIEWER NOTE: IF RESPONDENT SAYS IT VARIES ASK HOW OFTEN THEY WOULD WALK THE MAJORITY OF THE TIME OVER THE COURSE OF A YEAR

PROBE AS PER PRECODES

1. 5 or more days a week
2. 3-4 days a week
3. 2 days a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less often than once a month
8. Not in the last 12 months
9. (Never)

INTERVIEWER NOTES ON WHICH WALKING TRIPS TO INCLUDE/EXCLUDE:

Include:

1. walks made as part of a greater journey e.g. to bus stop/station/car, if 5 minutes or longer
2. all walks longer than 5 minutes e.g.
3. walk to the postbox on the corner
4. walk to get a paper, pint of milk
5. stopping at dry cleaners/bank/etc. on the way to somewhere else
6. walks on street between shops
7. walk to car if parked on street
8. interchange between Buses

Exclude:

9. walks made as part of a greater journey e.g. to bus stop/station/car if less than 5 mins
10. interchange between Underground lines/ National Rail lines
11. walk from house to car on drive
12. walk from train to station car-park
13. walk from shops or building e.g. hospital to associated car park
14. walks between shops in a shopping centre
15. jogging for health/sport (but do include walk to gym)
16. walking the dog

ASK ALL

QFREQ_CAR: Typically, how often do you use a car or van (either as a driver or a passenger) to get around London? By this I mean any trip you may use a car or a van for.

INTERVIEWER: INCLUDE ALL CAR/ VAN TRIPS, NO TRIPS TO BE EXCLUDED IF RESPONDENT SAYS IT VARIES ASK HOW OFTEN THEY WOULD USE THE MAJORITY OF THE TIME OVER THE COURSE OF A YEAR PROBE AS PER PRECODES

1. 5 or more days a week
2. 3-4 days a week
3. 2 days a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less often than once a month
8. Not in the last 12 months
9. (Never)

ASK IF USE CAR OR VAN AT QFREQ_CAR (CODES 1-8)

QFREQ_5a: You say you use a car/ van to get around London, is that as a passenger, driver or both?

1. Passenger
2. Driver
3. Both

IF BOTH (CODE 3) @ QFREQ_5a

QFREQ_CAR CLARIFY- Typically, how often do you use a car, or van, AS A DRIVER to get around London. By this I mean any trip you may use a car or a van for as a driver.

1. 5 or more days a week
2. 3-4 days a week
3. 2 days a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less often than once a month
8. Not in the last 12 months
9. (Never)

ASK ALL WHO USE A CAR (CODES 1-8 AT QFREQCAR)

QFREQ5B: Do you ever use a car or van for getting to and from work?

1. Yes
2. No

ASK QFREQ5C IF QFREQ5B IS CODED YES.

QFREQ5C: And does your job involve driving around in London? (e.g. bus, taxi, delivery, service engineer, emergency service, HGV, LGV driver)

1. Yes
2. No

ASK ALL WHO USE A CAR (CODES 1-8 AT QFREQCAR).

QFREQ5d (FORMERLY S5b.): When was the last time you drove a car in central London, i.e. as a driver? Please consider central London to be the area covered by the central London Congestion Charging Zone.

PROBE TO PRECODES IF NECESSARY

1. This week
2. This month
3. Within the last six months
4. Within the last 12 months
5. More than 12 months ago
6. Never used car in Greater London
7. (Don't know/can't remember)

ASK ALL

QVACCESS a: Does your household have access to any of the following vehicles? (Regardless of whether you actually use them or not.)

READ OUT & CODE ALL THAT APPLY

1. Car
2. Van
3. Motorbike/ moped/ or scooter
4. Bicycle
5. (None of these)

ASK QVACCESS b

ASK QVACCESSc

ASK IF HAVE ACCESS TO CAR (CODE 1 @ QVACCESS a)

QVACCESS b: How many cars are there in your household?

1. None
2. One
3. Two
4. Three or more

ASK IF ACCESS TO BICYCLE (CODE 4 @ QVACCESSa)

QVACCESS c: Can you tell me about the ownership/ use of the bicycle. Would you say...

READ OUT & CODE ONE ONLY

1. It's my own bicycle and I use it
2. It's my own bicycle but I don't use it
3. It's someone else's bicycle which I use
4. It's someone else's bicycle which I don't use

2010 Attitudes to walking – Questionnaire

The next section of the survey is about walking in and around London.

ASK ALL

W1 How often do you go for a walk in London? By this, I mean where the reason for the walk is to take some exercise or for a breath of fresh air rather than because you need to get somewhere such as work, school or the shops.

PROBE AS PER PRECODES. SINGLE CHOICE

1. 5 or more days a week
2. 3-4 days a week
3. 2 days a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less often than once a month
8. Never/ not in last 12 months
9. (Don't know)

ASK ALL

For the rest of the section I would like you to think about walking as a means of transport. By this I mean where you walk in order to get somewhere such as work, school, shops and other places.

W2 So how often do you walk in London for more than 5 minutes? Please only include journeys where you walk all the way somewhere, rather than walking to a bus stop or tube station to start another part of your journey, for example.

1. 5 or more days a week
2. 3-4 days a week
3. 2 days a week
4. Once a week
5. Once a fortnight
6. Once a month
7. Less often than once a month
8. Never/ not in last 12 months
9. (Don't know)

ASK ALL

W5. I'm now going to read out a number of statements. For each one, I'd like you to tell me whether or not you believe it is true of walking in London. It doesn't matter if you don't walk much yourself – we're just interested in your opinions.

CATI TO RANDOMISE LIST. READ OUT & CODE ALL THAT APPLY

1. Walking is a method of transport that you would want to be seen using
2. Walking is enjoyable
3. Walking is a convenient way of getting about
4. Walking is an interesting way to travel
5. Walking makes a difference to improving the environment
6. Walking gives me time to think
7. Walking is good for rush hour journeys in London
8. Walking is the fastest way to travel for short journeys
9. Walking is a method of transport that I would use and/or recommend
10. Traffic fumes make people dislike walking on London streets
11. London is a city for walking
12. Walking is a good way to get fit
13. I feel more relaxed when I walk to my destination
14. Walking sets a good example to children
15. Walking is good for journeys in my local area
16. I don't feel safe walking by myself in my local area
17. Dirty and vandalised streets make people dislike walking in London
18. I can't be bothered to walk for journeys that would take more than 15 minutes on foot
19. I see no reason why I should consider walking for journeys that would take more than 15 minutes on foot
20. Walking is only for people who can't afford other ways of getting there
21. I don't think there is enough pedestrian information and signposts in my local area
22. Good design of streets makes walking more enjoyable
23. Walking for 15 minutes is something I would happily consider
24. Walking is a reliable way of getting around London
25. I enjoy walking where pavements are well-maintained
26. Walking in London is a pleasurable experience
27. Information and signs make it easy to find your way around London
28. (None of these)

ASK ALL

W6. I am interested in how often you walk to do certain activities. By walk, I mean any journey where you walk for longer than 5 minutes, whether this is for whole or part of that journey

So...

- a. How often do you walk as part of a longer journey, for example to a station?
- b. How often do you walk to visit friends or relatives?
- c. How often do you walk to get to work, school or college?
- d. How often do you walk to visit pubs, restaurants, cinemas or other social places?
- e. How often do you walk to take a child to school?
- f. How often do you walk to carry out small errands such as to get a newspaper, get some cash, to post a letter? This may include journeys where you walk for less than 5 minutes.

PROBE AS PRE PRECODES. SINGLE CODE

- 1. 5 or more days a week
- 2. 3-4 days a week
- 3. 2 days a week
- 4. Once a week
- 5. Once a fortnight
- 6. Once a month
- 7. Less often than once a month
- 8. Within the last six months
- 9. Within the last twelve months
- 10. Never/ not in last 12 months
- 11. (Don't know)

ASK THOSE WHO ANSWERED 'NEVER/NOT IN THE LAST 12 MONTHS at W6c

W6f. How practical would it be for you to walk all or part of the way to work, school or college? Would you say it would be...

- 1. Very practical
- 2. Fairly practical
- 3. Not very practical
- 4. Or not at all practical
- 5. (Not applicable)
- 6. (Don't know / couldn't say)

ASK ALL

BC1 Some Londoners are starting to consider how they travel around London and we would like to know your personal view.

Thinking about the possibility of '**Walking more**', which of these descriptions would you say most applies to you? Would you say...

READ OUT

SINGLE CODE.

1. You don't want to or would not consider doing this
2. You have never thought about doing this
3. You have given it some thought but are not going to do it
4. You are thinking about doing this
5. You have decided to do this (you have just decided but not yet started to do anything about it.)
6. You are setting things in place and, or, are seeking more information to do this
7. You have started to do this but are finding it difficult
8. You have started to do this and are finding it easy
9. You are already doing this and will continue to do so
10. You were doing this but couldn't stick to it
11. (Don't know)

FOR THOSE WHO GAVE ANSWERS 4-10 AT BC1

BC2 Why do you say that you have walked more or may walk more in London in the next 12 months?

DO NOT READ OUT.

MULTI CODE

1. To save money
2. To keep fit/get fitter
3. To enjoy the good weather
4. To save time, i.e. it's quicker than the alternatives
5. Usual transport not available
6. Environmental concern/ seen advertisement about climate change
7. There are walking routes/more walking routes now
8. Less traffic /congestion charging
9. Availability of quiet, traffic-free routes in London
10. Fear of terrorist attacks
11. Less chance of disruption than public transport
12. Saw some advertising about walking
13. Went to an event about walking
14. My workplace has been promoting walking
15. I've noticed more people walking locally
16. My children have been walking more
17. My children like me to walk with them
18. Moving/moved house or job
19. Other (specify)
20. (Don't know)

FOR THOSE WHO GAVE ANSWERS 4-10 AT BC1

BC3 What practical steps, if any, have you taken towards walking more in London in the next 12 months?

1. None (yet)
2. Have purchased additional footwear for the purpose
3. Have purchased additional clothing other than footwear for the purpose
4. Have been working out routes/consulting maps
5. Have sold my car
6. Have joined a walking club
7. Have been out for trial walks
8. Visited a walking or transport website to find out more information
9. Asked friends or colleagues for information and tips
10. Other (specify)
11. (Don't know)

ASK ALL WHO GAVE ANSWERS 4-10 AT BC1

W8. What type of transport, if any, do you think you would use less if you walked more?

**MULTICODE ALLOWED
PROBE AS PER PRECODES**

1. Car
2. Bus
3. The Underground
4. Train
5. Cycling
6. Other (please specify)
7. (None in particular)

ASK ALL

W8d. Does your journey to work or college take less than 10 minutes by car?

SINGLE CODE

1. Yes
2. No
3. I don't work/ go to college
4. (Don't know / couldn't say)

ASK W8dd IF CODE 1 or 2 or 4 AT W8d, OTHER GO TO W9dd

W8dd. Is your journey to work or college less than 2km away?

SINGLE CODE

1. Yes
2. No
3. I don't work/ go to college
4. (Don't know / couldn't say)

ASK W8e IF CODE 1 or 2 or 4 AT W8d

W8e. And how do you usually make this trip?

DO NOT READ OUT – PROBE AS PER PRECODES

[MULTICODE]

1. Car
2. Bus
3. The Underground
4. Train
5. Walking
6. Cycling
7. Other (please specify)
8. (Don't know / couldn't say)

ASK ALL CODING (YES AT W8d OR YES AT W8dd) BUT NOT CODING CODE 5 “Walking” AT W8e. OTHERS TO W9dd

W9c. How likely would you be to consider walking as an alternative to get there, at least some of the time? Would you say.....

READ OUT

[SINGLE CODE]

1. Very likely
2. Quite likely
3. Neither likely nor unlikely
4. Not very likely
5. Not at all likely
6. (Don't know / couldn't say)

ASK W9cc IF CODES BUS/THE UNDERGROUND/TRAIN AT W8e (CODES 2, 3 OR 4). OTHERS TO W9dd

W9cc. Would you consider getting off 1-2 stops earlier and walking?

1. Yes
2. No
3. (Don't know/couldn't say)

ASK ALL

W9dd. Thinking about when you go on a journey to pick up some groceries or other essentials, Is this journey usually less than 2km away?

[SINGLE CODE].

1. Yes
2. No
3. I don't do it very often/ never do it
4. (Don't know / couldn't say)

ASK W9d IF CODE 1, 2 or 4 AT W9dd, OTHER GO TO W9g

W9d. Thinking about when you go on a journey to pick up some groceries or other essentials, does this journey usually take less than 10 minutes by car?

[SINGLE CODE]

1. Yes
2. No
3. I don't do it very often/ never do it
4. (Don't know / couldn't say)

ASK W9e IF CODE1 'YES' or 2 "no" AT W9dd.

W9e. How do you usually make this trip?

DO NOT READ OUT – PROBE AS PER PRECODE

[MULTICODE]

1. Car
2. Bus
3. The Underground
4. Train
5. Walking
6. Cycling
7. Other (please specify)
8. (Don't know / couldn't say)

ASK ALL NOT CODING 5 "Walking" AT W9e

W9f. How likely would you be to consider walking as an alternative to get there, at least some of the time? Would you say that you are....

READ OUT

[SINGLE CODE]

1. Very likely
2. Quite likely
3. Neither likely nor unlikely
4. Not very likely
5. Not at all likely
6. (Don't know / couldn't say)

ASK W9ff IF CODES BUS/THE UNDERGROUND/TRAIN AT W9e (CODES 2, 3 OR 4). OTHERS TO W9g

W9ff. Would you consider getting off 1-2 stops earlier and walking?

1. Yes
2. No
3. (Don't know/couldn't say)

ASK ALL

W9g. Do you ever take a child or children to or from school or college?

1. Yes
2. No

–

ASK ALL WHO TAKE A CHILD TO/ FROM SCHOOL (CODE 1 AT W9g). OTHERS TO W10

W9hh Thinking about when you take a child or children to or from school or college, is this journey less than 2km away?

1. Yes
2. No
3. (Don't know / couldn't say)

ASK ALL WHO TAKE A CHILD TO/ FROM SCHOOL (CODE 1 AT W9g). OTHERS TO W10

W9h Thinking about when you take a child or children to or from school or college, does this journey usually take less than 10 minutes by car?

1. Yes
2. No
3. (Don't know / couldn't say)

ASK ALL CODING 'YES' AT W9g.

W9h. How do you usually make this trip?

READ OUT

[MULTICODE]

1. Car
2. Bus
3. The Underground
4. Train
5. Walking
6. Cycling
7. Other (please specify)

ASK ALL NOT CODING 5 "Walking" AT W9h .

W9j. How likely would you be to consider walking as an alternative to get there, at least some of the time?

REMINDE OF SCALE IF NECESSARY. SINGLE CODE

1. Very likely
2. Quite likely
3. Neither likely nor unlikely
4. Not very likely
5. Not at all likely
6. Don't know / couldn't say

ASK ALL

W10. Which, if any, of the following would encourage you to walk more in and around London?

RANDOMISE

READ OUT

[MULTICODE]

1. If the pavements and streets were cleaner
2. If there were improved walking routes that gave greater priority to pedestrians to Key Destinations like public transport, schools, shopping centres and key services
3. If there was better information on finding my way around, such as more and better signs and on-street maps showing landmarks such as pubs, town halls etc.
4. If there were more other people out walking
5. If there were more facilities in my local area
6. If there were more shops in my local area
7. If I had better information on walks and places of interest in my local area
8. If I knew more about the health and fitness benefits
9. If I knew more about the impact of my carbon footprint
10. If I knew how long it would take to walk to my destination
11. If there were more advertising or press coverage around the benefits
12. New and improved walks for pleasure
13. If there were more seating available
14. The marketing and promotion of outdoor activities in London
15. More pedestrian signage
16. If the local streets were more attractive to use
17. Knowing that walking was as quick as the tube for short distances of 1-2 stations'
18. Knowing that walking was as quick as the bus for short distances of 1-4 stops
19. Improved safety and security (e.g. better lighting or safer crossings)
20. Other (specify)
21. (None of these)

ASK ALL

W11. Over the past 18 months, many pedestrian street signs and maps across Central London have been replaced by new ones. These new signs and maps are designed to better help people find their way when walking around London. The signs are tall, narrow and free-standing with a yellow cap and dark blue background.

Have you ever used these new street signs and maps?

DO NOT READ OUT

[SINGLE-CODE]

1. Yes – definitely
2. Yes - possibly
3. No
4. Don't know/couldn't say

ASK ALL CODING 1 OR 2 AT W11 (HAVE DEFINITELY/POSSIBLY USED THE NEW STREET SIGNS/MAPS)

W12a. How useful have you found these new street signs and maps?

READ OUT

[SINGLE-CODE]

1. Very useful
2. Fairly useful
3. Not very useful
4. Not at all useful
5. Don't know/couldn't say

CLASSIFICATION- CORE

ASK ALL

OUT1. Did you go out at all yesterday, even if it was just to post a letter, buy a newspaper or walk the dog?

- 1: Yes
- 2: No
- 3: (Don't know / can't remember)

Finally I would just like to ask you a few more questions about yourself so we can classify your answers

QETHNICITY: To which of these ethnic groups do you consider you belong?

READ OUT AND CODE ONE ONLY

A: White

1. British
2. Irish
3. Any other White background

B: Mixed

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Mixed background

C: Asian or Asian British

8. Indian
9. Pakistani
10. Bangladeshi
11. Any other Asian background

D: Black or Black British

12. Caribbean
13. African
14. Any other Black background

E: Chinese or Other Ethnic Group

15. Chinese
16. Any other ethnic group
17. (Refused)

ASK ALL

QDISABILITY a: Do you have any long-term physical or mental impairment which limits your daily activities or the work you can do, including problems due to old age?

PROBE AS PER PRECODES. MULTICODE

1. Mobility impairment
2. Age related mobility difficulties
3. Visual impairment
4. Hearing impairment
5. Learning difficulty
6. Mental health condition
7. Serious long term illness
8. Asthma
9. Arthritis
10. (Refused)
11. Other (Specify)
12. (None)

ASK QDISABILITY b

ASK QDISABILITY b

ASK QDISABILITY b

**ASK IF MOBILITY IMPAIRMENT/ AGE RELATED (CODE 1/2/11 @ QDISABILITY)
OTHERS SEE QEMPLOYMENT**

QDISABILITY b: Do you ever use a wheelchair when travelling around London?

1. Yes
2. No

ASK ALL

QEMPLOYMENT: Are you ...?

READ OUT + MULTICODING ALLOWED e.g. might work part time and be a part time student

1. Working full time (30+ hours a week)
2. Working part time (less than 30 hours a week)
3. A full time student
4. A part time student
5. Not working – looking for work
6. Not working (not looking for work)
7. Retired
8. Looking after family and home
9. Other (please write in)
10. (Refused)

QSEG: What is the occupation of the chief income earner in your household?

PROBE FOR:

INDUSTRY SECTOR

TYPE OF WORK DONE

MANUAL/ NON-MANUAL

SKILLED/ SEMI SKILLED

JOB TITLE/ POSITION

SIZE OF COMPANY

NUMBER RESPONSIBLE FOR (IF MANAGER/SELF EMPLOYED)

QUALIFICATIONS HELD RELEVANT TO JOB

1. A
2. B
3. C1
4. C2
5. D
6. E
7. (Refused)

ASK ALL

QINCOMESUPPORTa: Do you or does anyone in your household claim any kind of Income Support?

SINGLE CODE ONLY

1. Yes **ASK QINCOMESUPPORTb**
2. No **SKIP TO QFAITH**
3. (Don't know) **SKIP TO QFAITH**
4. (Refused) **SKIP TO QFAITH**

ASK ALL WHO CLAIM INCOME SUPPORT (code 1 at QINCOMESUPPORTa)

QINCOMESUPPORTb: Which of the following types of Income Support do you or do other members of your household claim?

READ OUT IN TURN CODE ALL MENTIONED

1. Income Support for lone parents
2. Income Support for carers
3. Income Support for those with a disability
4. Income Support for short term or long term sickness
5. Income Support for students
6. Other type of Income Support
7. (None of these)
8. (Don't know)
9. (Refused)

QLIVELONDON: How long have you lived in London?
PROBE AS PER PRECODES

1. All my life/born in London
2. Up to 1 year
3. Over 1 year up to 2 years
4. Over 2 years up to 5 years
5. Over 5 years up to 10 years
6. Over 10 years up to 15 years
7. Over 15 years up to 20 years
8. Over 20 years or more
9. (Don't know/can't remember)

QKIDS_UNDER18. Are there any children aged 18 or under in the household? IF YES: How many?

IS ASKING ABOUT ALL THOSE UNDER 18 IN THE HOUSEHOLD REGARDLESS OF WHETHER THE RESPONDENT IS THE PARENT / GUARDIAN I.E. INCLUDE SIBLINGS

1. One
2. Two
3. Three
4. Four
5. Five
6. More than five
7. None
8. (Refused)

ASK IF CHILDREN IN HOUSEHOLD (CODES 1-6 @ QKIDS1) OTHERS GO TO QRECONTACT

QKIDS_AGES. And how old **XXX** is your child/ are your children?

1. 0-4 years
2. 5-9 years
3. 10 years
4. 11 years
5. 12 years
6. 13 years
7. 14 years
8. 15 years
9. 16 years
10. 17 years
11. 18 years
12. (Refused)

CATI TO ADD SIMPLE LOGIC CHECK

QPOSTCODE: So that Transport for London can understand the views of Londoners within small geographical areas, please can I take a note of your post code?

Interviewer to record post code.

ENTER 'REF' FOR REFUSED

ASK ALL

QRECONT: Thank you very much for taking part in this survey. Transport *for* London often wishes to speak to Londoners to obtain their opinion on transport issues. Would you be happy to take part in any future research?

1. Yes
2. No

QNAME: And finally, for proof of this interview, may I please take a note of your name

ENTER NAME

STANDARD CLOSING SCRIPT