

RESEARCH SUMMARY

Title	Exploring the walking near market		
Objective	To understand what would be the most effective measures to persuade and/or encourage people to walk more short trips		
Date	April 2011	Agency:	2CV
Methodology	6 x qualitative creative mini-groups with Inner and Outer Londoners; a range of life stages and modes used for making short journeys (car, Tube/bus and After Rail) were included. Pre-task to increase walking over 4 days		

Abstract

Walking is associated with a multitude of benefits which are matched by an equal and connected set of barriers. Modal choice is dominated by in-the-moment decisions whereby Londoners use mental short-cuts to consider a range of factors simultaneously for instant and high confidence choices. However, these mental short-cuts and personal preferences mean walking is often not considered. Marketing interventions and tools that make people rethink their instant decision-making processes, or provide an incentive to walking, are well-received.

Key findings

- Londoners already desire or see a need to walk more short trips: everyone is already walking some journeys and aware of the benefits. However, the dual and interrelated associations of walking mean that every motivator can dial up barriers
- Habits and mental short-cuts drive modal decisions when planning journeys and en-route. These biases and preferences are typically only challenged by a change in personal, social or environmental factors, eg moving home
- Walking tools and initiatives that promote and prompt consideration of walking are positively received, especially those that intercept Londoners at the point of decision making or when transitioning between modes of transport
- Implementation of tools and initiatives should consider differences between Inner and Outer London, and audiences - younger and more active people already walking some journeys for utility appear more likely to sustain increased walking

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