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Pedestrian Strategy Survey



Prepared for The City of Calgary
by:



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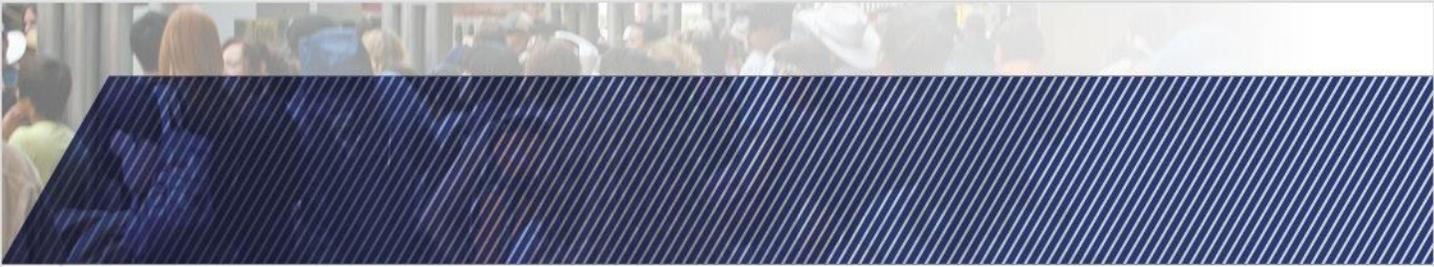
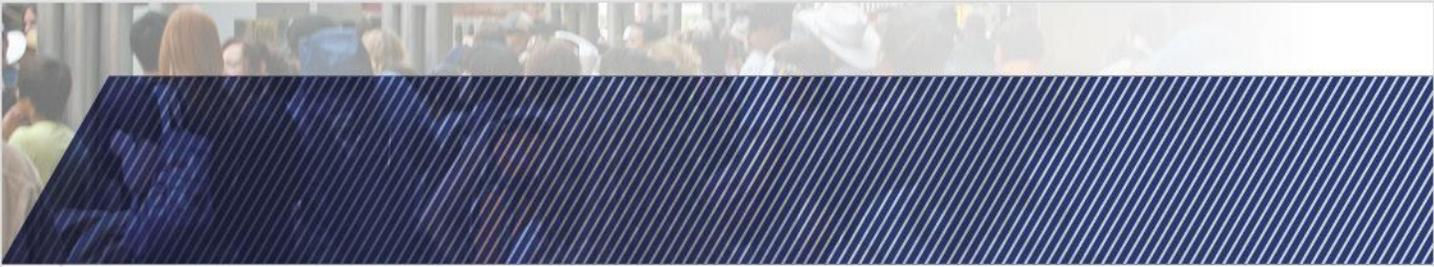


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Executive summary

In a typical month when there is no snow on the ground, almost all respondents (93%) report walking at least once a month to commute to work, to travel to destinations within their community, or for pleasure or exercise. The proportion of respondents who walk in months when there is snow on the ground drops significantly (76%).

Current Pedestrian Activity

Commuting activity

About 7 in 10 respondents report that they commute to work or school. Among those who work or attend school, 4 in 10 report that they commute to downtown. While driving alone is the most common method of commuting (54% in no-snow months, 57% in snow months), in the past 12 months respondents have used a number of other methods at least once, including public transit (27% in no-snow months), walking (8% in no-snow months), or cycling (3% in no-snow months).

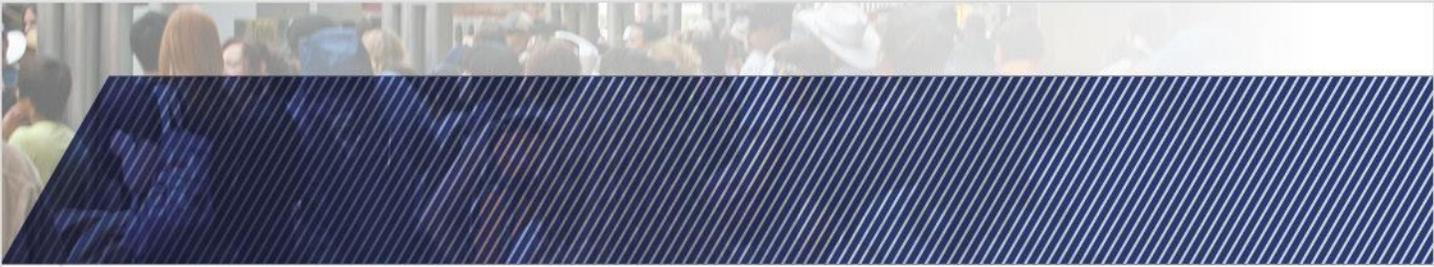
In a typical month, when there is no snow on the ground, 35% report that on at least one day they walk as a major part or all of their commute to work or school. This includes 20% who report walking 20 days or more in a typical month (although most of these are individuals who also take transit). Their feeling that walking is a major part of their commute is supported by the fact that the typical transit commuter walks about six blocks from their home to the transit stop and then from the transit stop to their work or school.

About 1 in 4 (23%) of all respondents have school-age children attending kindergarten to grade 12. When asked what methods these children use to commute to and from school, the most common methods are being driven by parents (from 45% in the no-snow months to 54% in snow months) and walking (40% in no-snow months, and 32% in snow months). The method of transportation likely depends, in part, on the age of the child.

Other destinations

When asked about six neighbourhood destinations that are within about two kilometres of their home, almost all respondents (98%) report that they visit at least one on a regular basis. The most common destinations regularly visited are: grocery stores (90%); parks, playgrounds, and community centres (73%); and restaurants (73%).

Thinking of transportation to these, as well as to other social and personal destinations in their neighbourhood, in a typical month when there is no snow on the ground, 8 in 10 (78%) report that they walk. This includes 1 in 5 (20%) who report walking 20 or more times in a month. These numbers drop significantly in months when snow is on the ground. Only about 6 in 10 (57%) walk in a typical month, including 1 in 10 (10%) who walking 20 or more times a month.



Walking for pleasure or exercise

Over 8 in 10 respondents (85%) report that they walk, run, or jog in their neighbourhood at least once in a typical month when there is no snow on the ground. This includes 1 in 4 (26%) who do so almost daily (20 or more times a month). In months when there is snow on the ground, walking for pleasure or exercise falls to about 6 in 10 (57%).

Attitudes to walking

Most Calgarians have a very positive attitude to walking. Almost all agree (at least somewhat) that walking is a good way to get fit and stay healthy (99%) and that walking reduces their impact on the environment (88%). Most respondents — 80% — agree that Calgary is a good city for walking, although only about half (45%) strongly agree, suggesting that for the other half, more could be done to improve the city's walkability. Fewer agree that walking is a convenient way of getting around (64%).

Generally, while Calgarians report feeling safe walking alone in their neighbourhood or downtown during the day, they are more likely to have concerns walking alone at night in either location. Only 44% strongly agree they feel safe walking alone at night in their neighbourhood, while 12% strongly agree that they feel safe walking alone at night in downtown. Younger respondents and men are more likely to report feeling safe walking at night.

Asked to select one out of four statements that best describes their attitude to walking as a form of transportation, over half (56%) say they would like to walk more, whether they already walk a lot (26%) or currently do not walk often (30%).

Barriers to walking and changes to encourage more walking

The single most common barrier to walking as identified by respondents is that walking is said to be impractical (28%): the distances they have to travel are too great; they need their vehicle for work or to carry items (e.g., groceries); or opportunities to walk more are often the same times they have children with them. Almost 1 in 4 (23%) indicate they are just too busy to find the time to walk more, while almost 1 in 5 (19%) say the weather prevents them from walking more.

Asked what they would say to encourage people to walk more, most would focus on the health or fitness benefits. Respondents say they would explain the health benefits of walking (23%), that walking is good exercise (19%), or that it is simply good for you (10%). It is something credited with making people feel better because it is a stress release (6%) and helps with losing weight (1%).



Participants were asked to consider 16 different changes that might encourage them to walk more often. Of these 16, the top five changes that would encourage them to walk more or much more are *ensuring snow is cleared off sidewalks and pathways* (60% would walk more or much more if this was the case); if *sidewalks, paths and streets are well lit* (47%); if The City continued *sidewalks or pathways to fill in gaps* (46%); if there were *more businesses or destinations in their neighbourhood* (44%); or by *making it easier to and safer to cross the street* (38%). The top five appear to be same regardless of whether respondents report wanting to walk more or not.

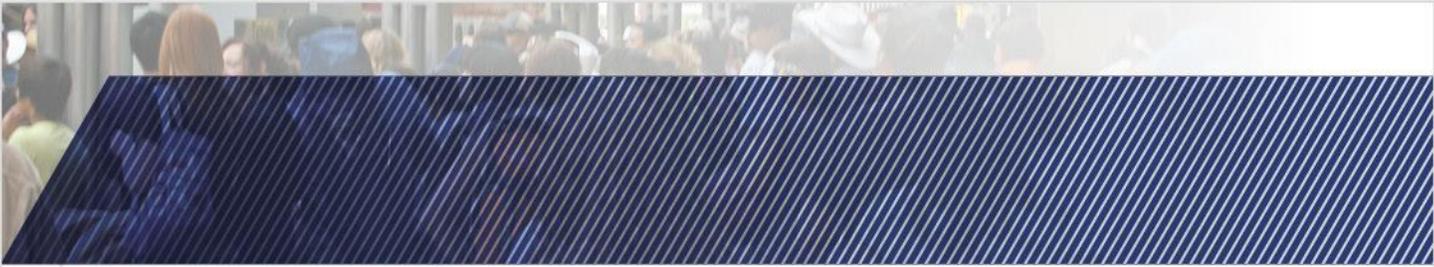
Destinations as a driver for increased walking

Although these five may have the greatest impact on the frequency residents walk, only *having more businesses or destinations in my neighbourhood* of the 16 changes was significantly related to Calgarians' overall perception of Calgary being a good place to walk. Although it did not rank as the most mentioned way to increase walking, it indicates that people's perceptions of Calgary are largely driven by having destinations that are close enough to their home that they can walk there. It is not only about having infrastructure (i.e., clear paths, safety) or promoting lifestyles, but about having destinations within neighbourhoods that would improve the perception of Calgary being a walkable city.

Methodology

To help inform the development of the Pedestrian Strategy, The City of Calgary's Transportation Planning (TP) business unit engaged PRA Inc. to conduct a telephone survey on the topic of walking in Calgary. Working with The City of Calgary, PRA Inc. designed a survey instrument to capture the issues of interest. PRA provided a draft version for review by The City, which resulted in several modifications. A revised draft was then shared and the process continued until The City approved a final version for pretesting.

PRA pretested the survey and then conducted a stratified random telephone survey including both landline and cellphone numbers. The survey was conducted between March 30 and April 11, 2015. In total, 500 adult residents of Calgary participated in the survey. The profile of the sample was compared to key demographic characteristics and weighted to correct for discrepancies. A sample of 500 provides a theoretical error rate of +/-4/.1%, 19 times out of 20.



Introduction

Background

The Transportation Planning (TP) business unit provides information, develops plans and policies, and recommends actions to best serve The City of Calgary (The City)'s current and future transportation needs. These plans and processes are guided by the Calgary Transportation Plan (CTP), which focusses on more sustainable modes of transportation and promotes more compact, fiscally-responsible urban growth.

Achieving the goals of the CTP involves a wide range of projects, including the following:

- establishing priorities for walking, cycling, transit, goods movement, and roads
- planning and functional design for all types of transportation infrastructure
- developing plans and reviewing applications to create a more sustainable urban form
- improving the operation of existing transportation facilities
- collecting, analyzing, and reporting on travel information for all modes
- forecasting future traffic volumes throughout The City and region
- developing parking strategies that help manage travel and congestion
- working with organizations to promote more sustainable transportation choices

The City aims to make walking a convenient, year-round travel option for more Calgarians through the Pedestrian Strategy *Step Forward: A Strategic Plan for Improving Walking in Calgary*. The focus of the Pedestrian Strategy will:

- improve pedestrian safety;
- reduce pedestrian-vehicle collisions;
- provide universal accessibility;
- improve the quality and experience of the pedestrian realm;
- promote a culture of walking; and
- further walking as a safe, convenient, and viable part of Calgary's multi-modal transportation system.

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PRA pretested the survey with 14 Calgary residents on March 30, 2015. The pretest resulted in some minor changes to the questionnaire. The final version of the questionnaire can be found in Appendix A. Table 1 summarizes the methodology.

Methodology	Telephone
Date of pretest	March 30, 2015
Dates of field	March 31–April 11, 2015
Average length of survey	15 minutes, 8 seconds
Number of completes	500
Theoretical error rate (19 times out of 20)	+/-4.4%

Table 2 shows the outcomes from the calls PRA made to complete the survey.

Outcome	Random sample
a. Total numbers attempted	10,652
1. Not in service/not valid	2,651
b. Eligible numbers	8,001
2. No answer/answering machine/callback	5,130
c. Total asked	2,871
3. Mid-survey terminates	20
4. Refusals	2,091
d. Cooperative contacts	760
5. Completed surveys	500
6. Disqualified (quota full, out of area)	260
Refusal rate [C-D/C]	73.5%
Response rate (D-B)	9.5%



Weighting

Weighting is used to correct for known differences between the sample and the population. All data presented in this report is weighted by gender, age, and household income, as shown in Table 3.

Table 3: Weighting by demographic characteristics			
Characteristic	Population %	Sample %	Weight
Gender			
Male	50.4%	59.2%	0.85
Female	49.6%	40.8%	1.21
Age			
18 to 29	23.0%	12.4%	1.86
30 to 44	30.5%	28.0%	1.09
45 to 64	33.8%	41.6%	0.81
65 and older	12.7%	18.0%	0.70
Household income*			
Under \$40,000	25.8%	15.5%	1.66
\$40,000 to \$70,000	25.3%	18.8%	1.34
\$70,000 to \$100,000	19.0%	20.4%	0.93
Over \$100,000	30.0%	45.3%	0.66

Note: The proportion of adult population in Calgary is based on the 2011 Census.
*15% of respondents could not provide their household income and have been removed from the proportions.

Statistical significance

Large sample sizes may inflate measures of statistical significance and may lead to false conclusions about the strength of association. The chi-square measure of association, in particular, is susceptible to this possibility. Therefore, the standard for designating whether a relationship can be termed *statistically significant* if the Pearson's chi-square has the probability of a type 1 error of .000 or less. Throughout this document, any differences reported meet these criteria, unless otherwise stated.

Respondent profile

The table below provides a profile of respondents once the sample has been weighted. The weighting variables (gender, age, and household income) are now consistent with the profile of The City of Calgary residents, as shown in Table 4.

Table 4: Profile of respondents

Q1. Into which of the following age groups do you fall? Is it...

Q16. Do you have children living in your household attending kindergarten to grade 12?

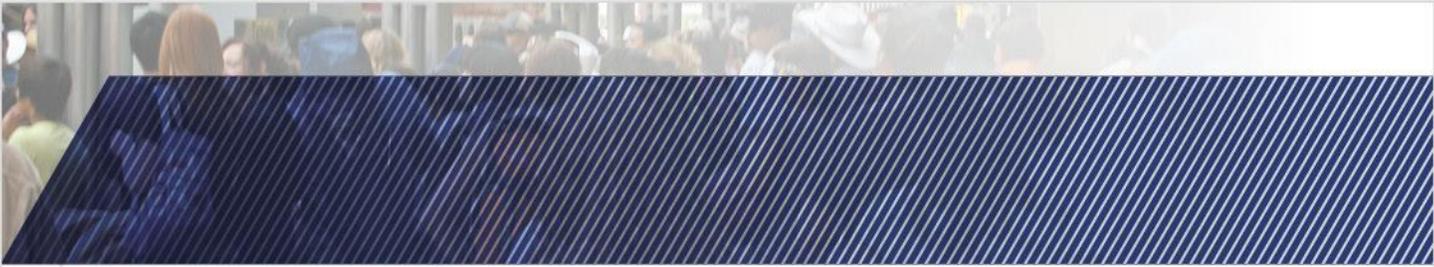
Q54. Do you have a health, physical, or sensory issue that limits your ability to walk?

Q55. Do you use a mobility aid such as a wheelchair, walker, or cane?

Q56. First, just a few questions to ensure we are speaking to a good mix of Calgary residents. Please tell me the first three characters of your postal code.

Q57. I'm going to read some broad income categories. Please stop me when I read the category that comes closest to your total household income.

	Overall % (n=500)
Age (Q1)	
18 to 29	27%
30 to 44	28%
45 to 64	30%
65 or older	15%
Gender	
Male	50%
Female	50%
School-age children (Q16)	
Yes	24%
No	77%
Household income (Q57)	
Under \$40,000	24%
\$40,000 to \$70,000	21%
\$70,000 to \$100,000	16%
\$100,000 or more	25%
Area of The City (Q56)*	
Inner city	15%
Outer city	83%
Health issues that limit ability to walk (Q54 & Q55)	
Yes	13%
- Use wheelchair, walker, cane, etc.	5%
- Do not use these devices	8%
No	87%
Note: Although not shown in the table, percentages include those who did not know or chose not to respond.	
*The areas of The City are defined by postage-forward sortation areas (FSA). Inner city includes these FSAs: T2E, T2G, T2M, T2N, T2P, T2R, T2S, T2T, and T3C. All other FSAs are considered outer city.	



Current pedestrian activity

In this section, we review Calgarians current walking behaviours, including walking as part of their commute to work or school, walking to various destinations in their neighbourhood, and walking (jogging or running) for pleasure or exercise. Below we first summarize the frequency of walking in these various situations and then look at each in more detail.

Frequency of walking

We asked respondents about walking when commuting to work or school, visiting neighbourhood destinations such as grocery stores or restaurants, and for exercise or pleasure, both in their neighbourhood and in areas to which they need to travel by vehicle or other methods.

As shown in Figure 1, 93% of the Calgarians we spoke to report walking for these reasons at least once in a typical month, when there is no snow on the ground (a no-snow month). Respondents most commonly walk, run, or jog (85%) for exercise or pleasure in their neighbourhood, and are least likely to report walking to work or school (24%).

Walking in all situations is less common in months when there is snow on the ground (a snow month). Overall, 76% walk for any of these reasons at least once in a typical snow month. Far fewer walk in snow months to neighbourhood destinations (57%) or for exercise/pleasure (57%). Even those commuting to work or school are slightly less likely to do so by walking in snow months (22%).

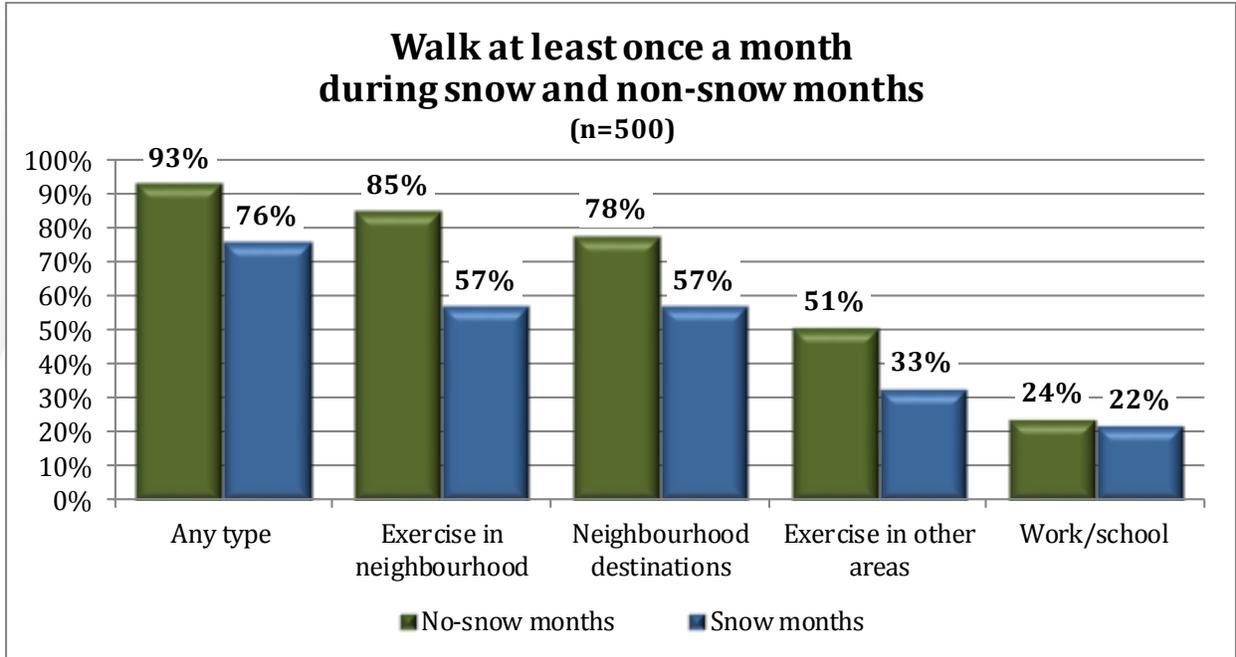
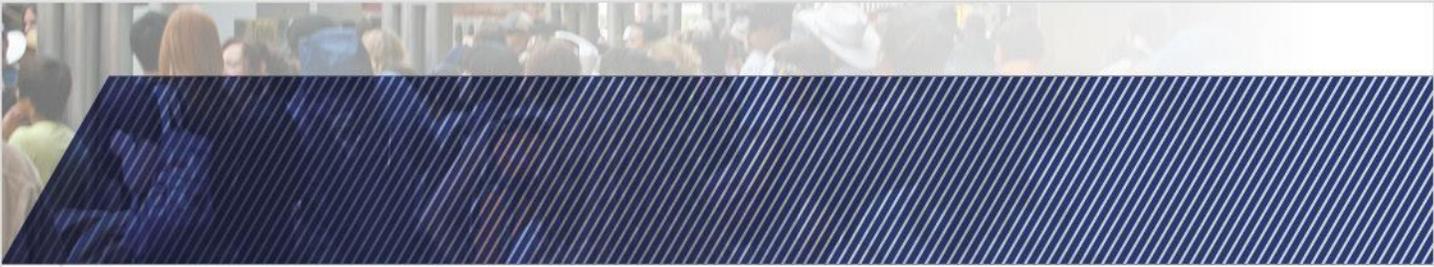
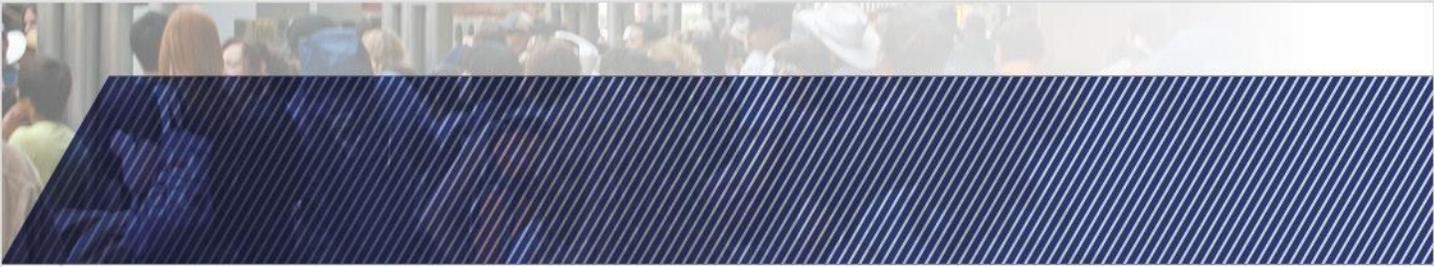


Figure 1

Commuting activity

When asked if they commute during a typical week, 7 in 10 (70%) respondents report that they travel to work (59%), school (7%), or both (4%). Of those who report that they commute, about 4 in 10 are travelling into the downtown, while 6 in 10 commute to some other part of the city. See Table 5.

Table 5: Commuting activity	
<i>Q4. During a typical week, do you commute to work, school, college, or university in Calgary?</i>	
<i>Q5. When commuting to work or school, are you normally going downtown or to some other area of Calgary?</i>	
(n=500)	
Commuting activity (Q4)	
To work	59%
To school	7%
To both work and school	4%
Do not commute to work or school	30%
Area of the city (Q5)	
(n=350)	
Downtown	41%
Some other part of the city	59%



Usual method of commuting

As shown in Figure 2, Calgarians use a variety of methods to commute to work or school.

- The most common method of commuting is **alone in a vehicle**. Over half report this is their usual method of transportation when travelling to work or school. Driving alone is slightly more common in those months when there is snow on the ground (57%), than when this is no snow (54%). Some also report **carpooling** (commuting with at least one other person in a private vehicle). There is little difference in numbers using carpooling in snow months (7%), compared with no-snow months (6%).
- Almost 3 in 10 Calgarians use some form of **public transit** as their usual method of commuting to and from work or school. There is little change in those months when there is snow on the ground (28%) or when there is no snow (27%).
- Almost 1 in 10 (8%) report that their usual method of transportation when commuting to and from work or school in months with no snow is **walking**. This falls to 6% when there is snow on the ground.
- **Cycling** to work or school as the usual method of transportation is fairly rare, with between 2% and 3% traveling by this mode depending on whether or not there is snow on the ground.

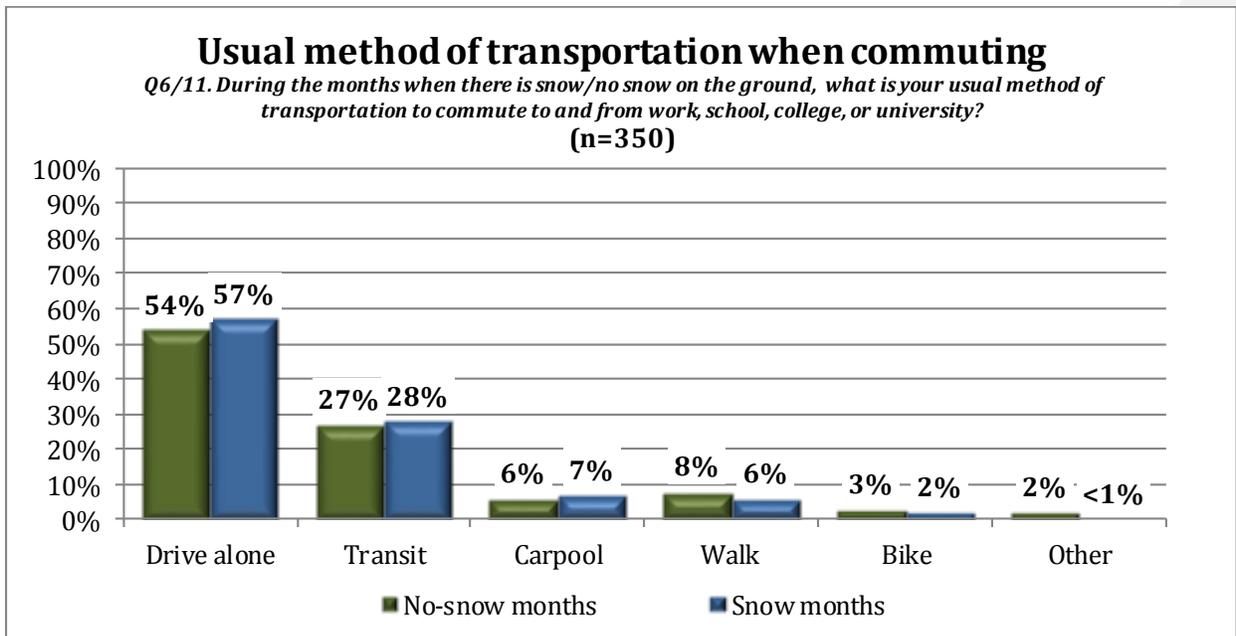
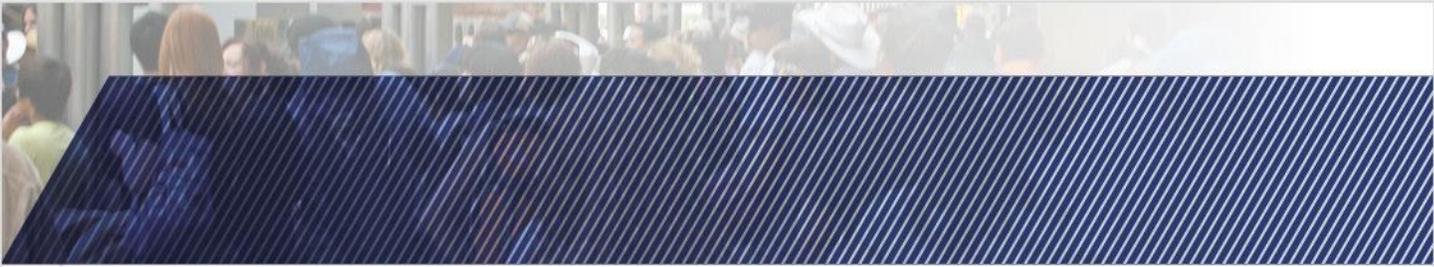


Figure 2



There appears to be a difference in commuting behaviors depending on respondent characteristics.

- **Age.** The youngest age cohort (18 to 29) appears to be more likely to report that their usual method of transportation to or from school or work is public transit (38% in no-snow months). They are the least likely to drive alone (41%). Almost 5% of this age group reports cycling in months with snow on the ground as their usual method of commuting. Conversely, those who are 30 to 64 years of age are more likely to report their usual method of commuting is driving alone (62%). These differences, while suggestive, are not statistically significant.
- **Household income.** Those who report an annual household income of under \$40,000 are more likely to report that their commute usually involves public transit (43% in no-snow months) or walking (14%). This income group is the least likely to report driving alone (33%).
- **Area of the city.** Those living in an inner-city neighbourhood are more likely to report commuting by walking (36% in no-snow months) or cycling (6%) and less likely than those living in outer-city neighbourhoods to report driving alone (35%).



While Calgarians identified a usual method of transportation when commuting, over a 12-month period they report having used a variety of other methods at least once.

- In total, over 3 in 4 (74%) have **driven alone** to work or school, including an additional 20% who have done so at least once in the last 12 months.
- About half have used **public transit** at some point in the last 12 months to commute to work or school.
- In addition to those who usually do so, many Calgarians have occasionally **walked** (44% in total in no-snow months and 38% in snow months) or **cycled** (13% and 5%)¹ to or from work or school.
- **Carpooling** also shows a big jump, with many reporting that they have commuted by driving with others at some point in the last 12 months (total of 34% in no-snow months and 39% in snow months). See Figure 3.

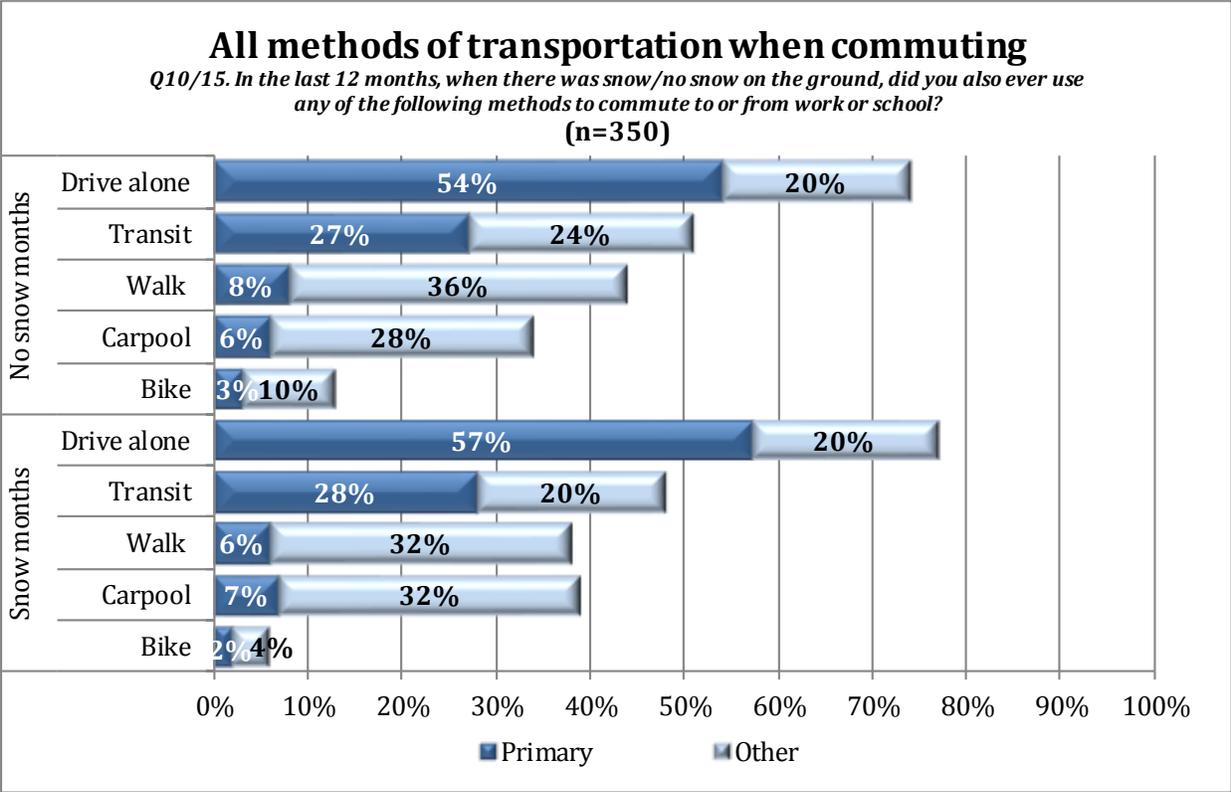
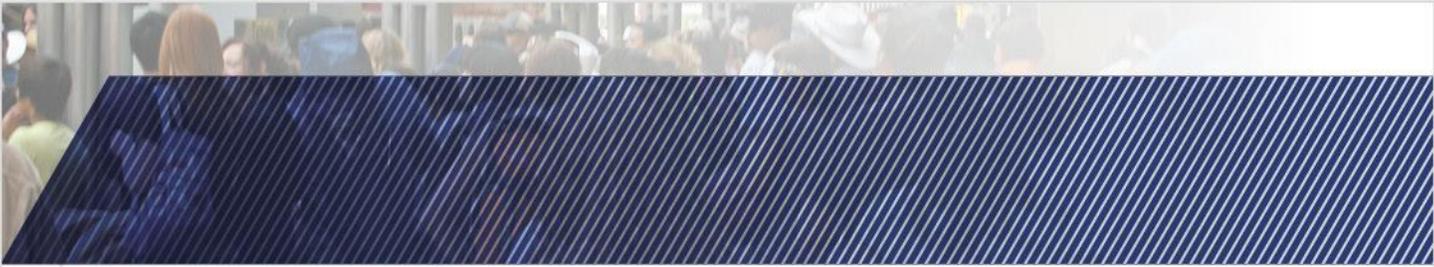


Figure 3

¹ Although the percent based on Figure 3, sums to 6%, the actual percent is 5% due to rounding.



Transit

Of those who use public transit as their usual method of commuting to work or school, most (57%) use both a bus and C-Train to get to and from their destination. Others travel using just the C-Train (23% in snow months) or a bus (20%).

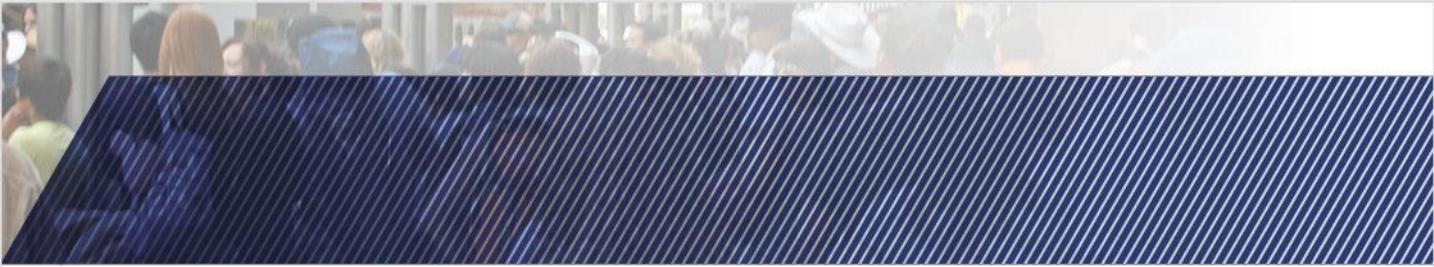
Almost all those who use transit also walk at least part of the way to and from the transit stop. Indeed, transit users walk an average of about six blocks (slightly lower in the no-snow months and slightly further in snow months, suggesting some destinations or methods of travel change in these months). In fact, about half report that they walk five or more blocks one way from their home to the transit stop and then from the transit stop to their work or school.

Table 6: Transit use

Q7. During months when there is no snow on the ground, do you take a Calgary Transit bus, take the C-Train, or both?

Q8/13. When there is snow/no snow on the ground, when commuting to work or school, approximately how many blocks do you walk, going from your home to take a bus or C-Train?

	No snow (n=100)	Snow (n=99)
Transit use (Q7/Q12)		
Bus	20%	20%
C-Train	22%	23%
Both	57%	57%
Distance to walk to transit and from transit to work/school (Q8/13)		
1 block or less	14%	14%
2 blocks	10%	9%
3 blocks	12%	10%
4 blocks	12%	13%
5 to 9 blocks	29%	27%
10 or more blocks	20%	23%
Average number of blocks	5.8 blocks	6.2 blocks



Number of days commute by walking

While walking is not the primary method of commuting to and from work or school, many Calgarians claim that a major part of their commute involves walking.

- In months with no snow, about 1 in 3 (35%) report walking is a major part or all of their commuting to and/or from work or school at least once in a typical month. This includes 1 in 5 (20%) who report walking 20 or more days a month (or almost every work day). In a typical month with no snow on the ground, Calgarians report walking on an average of 6.1 days. Those who live in inner-city neighbourhoods are more likely than those who do not to walk 20 days or more in a typical no-snow month.
- In months with snow, the proportion falls slightly, to about 3 in 10 reporting at least one day of walking, including about 1 in 7 (15%) walking 20 or more days in a typical month. On average, in a typical snow month, commuters walk on 4.9 days.
- Most of those who indicate that they walk 20 or more days in a typical month are the same individuals who indicate that they usually take public transit, suggesting they are counting those days they walk to and from the bus or C-Train stops in their walking total.

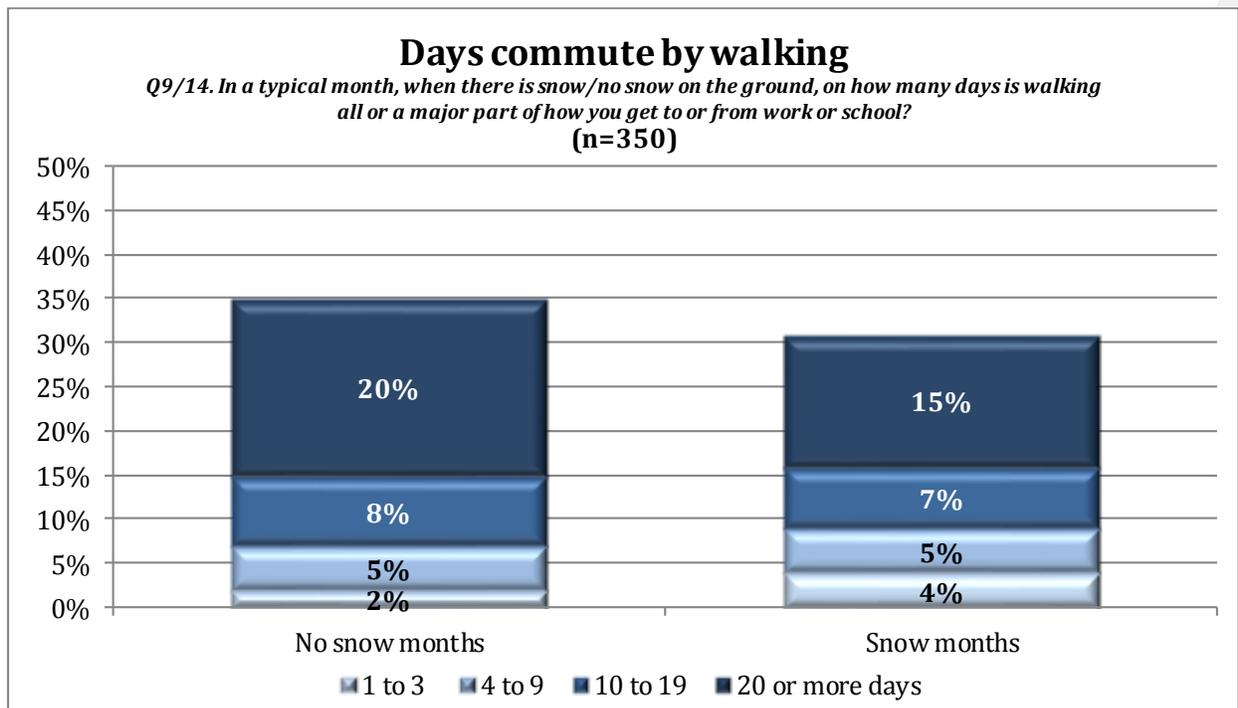
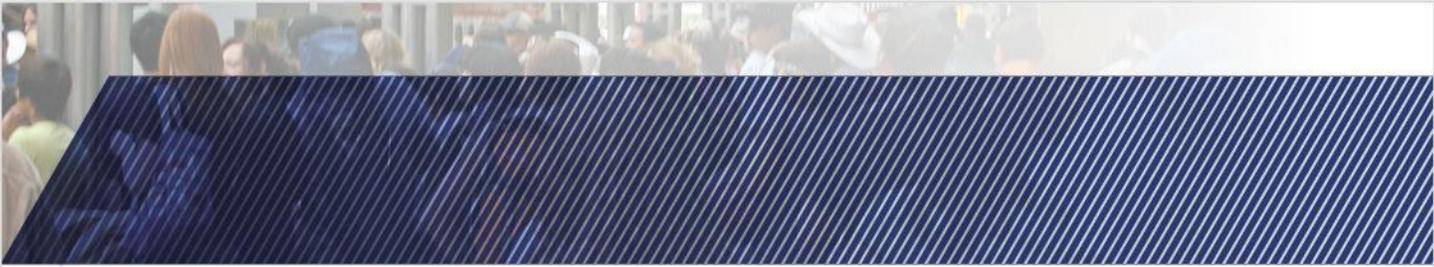


Figure 4



Commuting methods of school-age children

Almost 1 in 4 (23%) of Calgarians report having school-age children — that is, children attending kindergarten to grade 12 — in their household. As shown in Figure 5, the most common methods that school-age children use to get to and from school are the following:

- **Parents driving.** The most common method of getting to and from school is parents driving their children. It is more common in months with snow on the ground (54%) than in months without snow (45%).
- **Walking.** Walking is the next most common method for children to get to and from school. Walking to school is more common in no-snow months (40%) than in months with snow (32%).
- **School bus.** About 1 in 3 report their children are transported to and from school by a school bus. This does not change depending on the ground conditions.
- **Transit.** About 1 in 5 report their children take public transit (bus or C-Train). Again, the use of public transit does not seem to change depending on whether there is or is not snow on the ground.

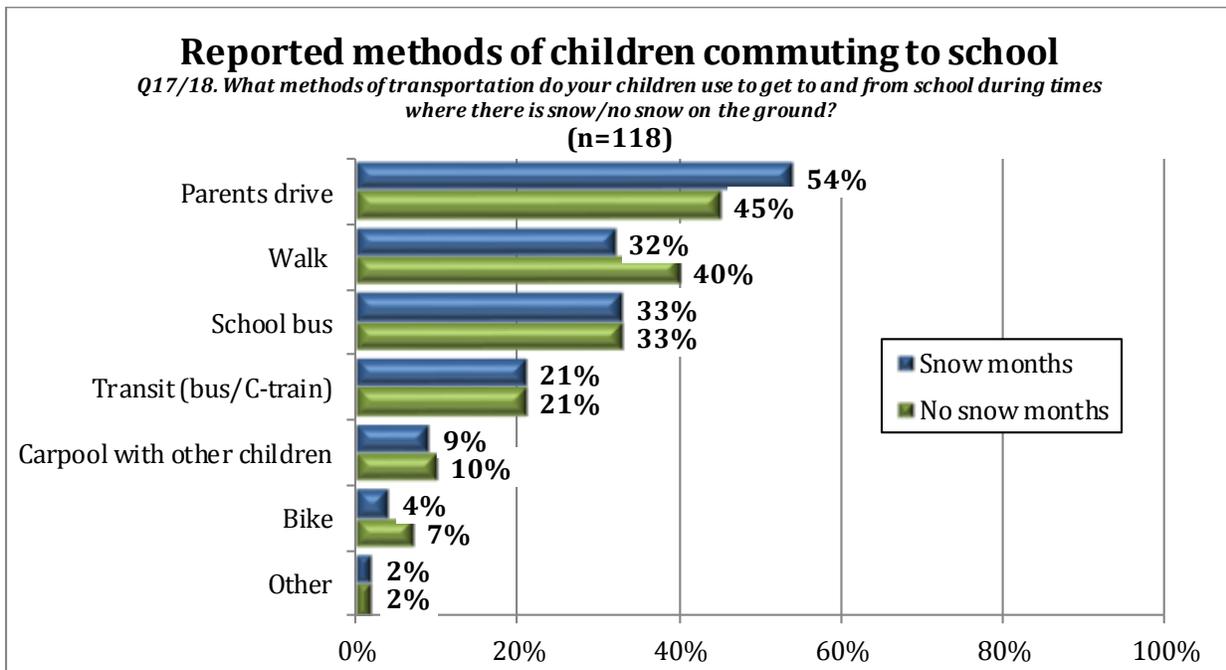


Figure 5



Other destinations

Of the six neighbourhood destinations tested with respondents, 98% report that there is a least one within two kilometres of their home that they regularly visit, including 74% who report three or more such destinations. Typically, they visit three of these neighbourhood destinations.

The most common neighbourhood destinations are: grocery stores (90%); playgrounds, parks, or community centres (73%); and restaurants (73%).

These and other destinations are shown in Figure 6.

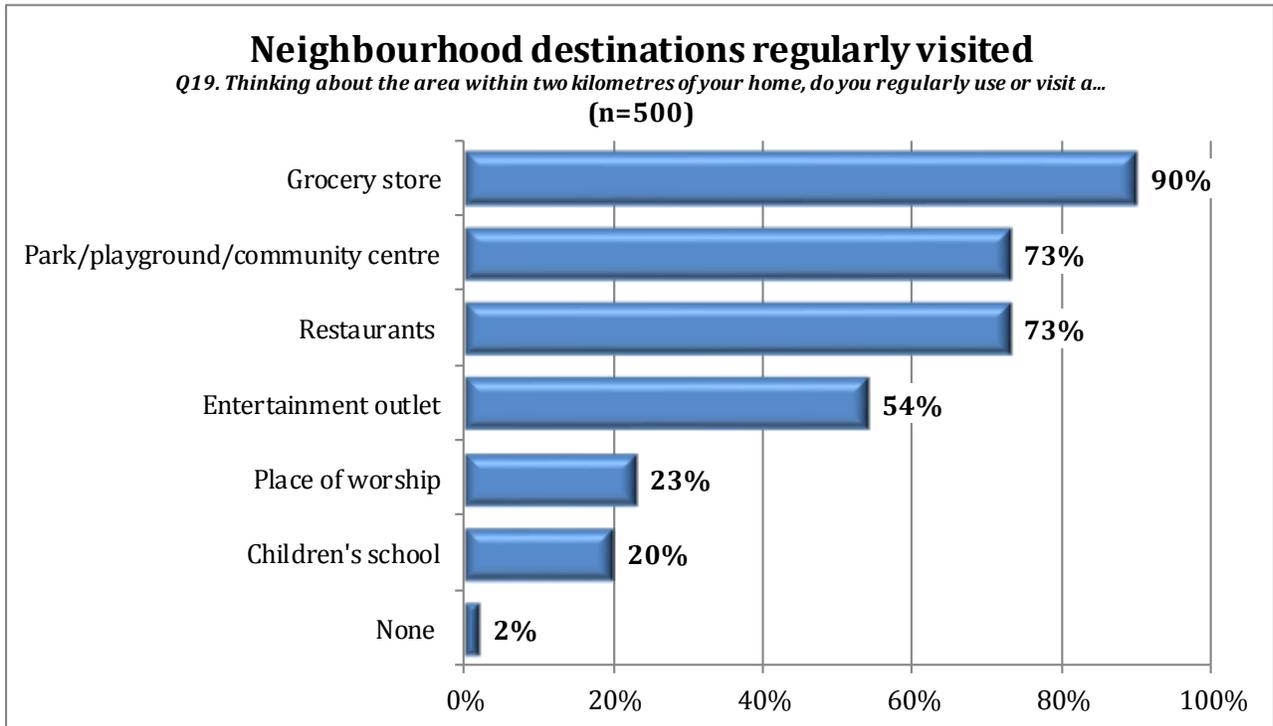
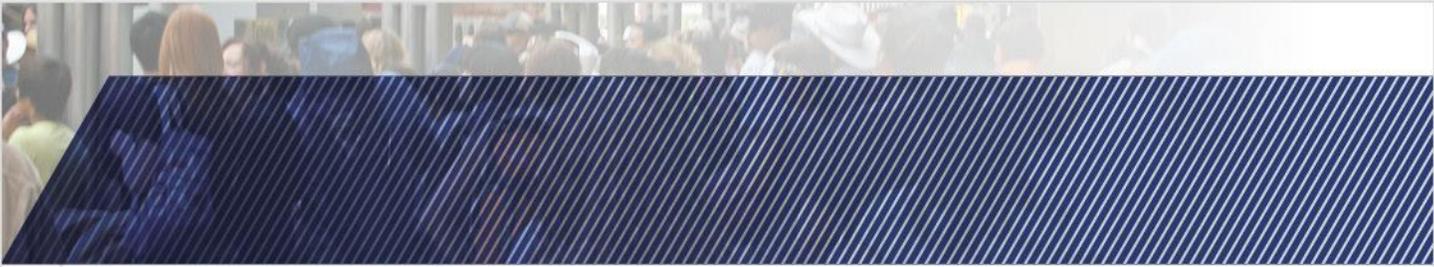


Figure 6



As shown in Figure 7:

- When asked how often, in a typical month with **no snow** on the ground, they would walk to any of these destinations, almost 8 in 10 (78%)² report that they do so at least once a month. This includes 1 in 5 (20%) who report walking to these neighbourhood destinations almost daily (20 or more days in a typical no-snow month). On average, the typical Calgarian walks to these destinations a total of 9.2 days in a no-snow month. Those living in inner-city neighbourhoods (93% walk at least once a month in the no-snow months) are more likely than those who live in outer-city neighbourhoods (77%) to report walking to these destinations.
- When asked the same questions about a typical month when there is **snow** on the ground, only about 6 in 10 report doing so at least once a month. This includes 1 in 10 who walk almost every day to one of these destinations (20 or more days in a typical non-snow month). In snow months, the average number of days walked to these destinations is 5.5.

Other than being within two kilometres of their homes, we do not know the distance of the destinations to which they regularly walk; they could be within blocks.

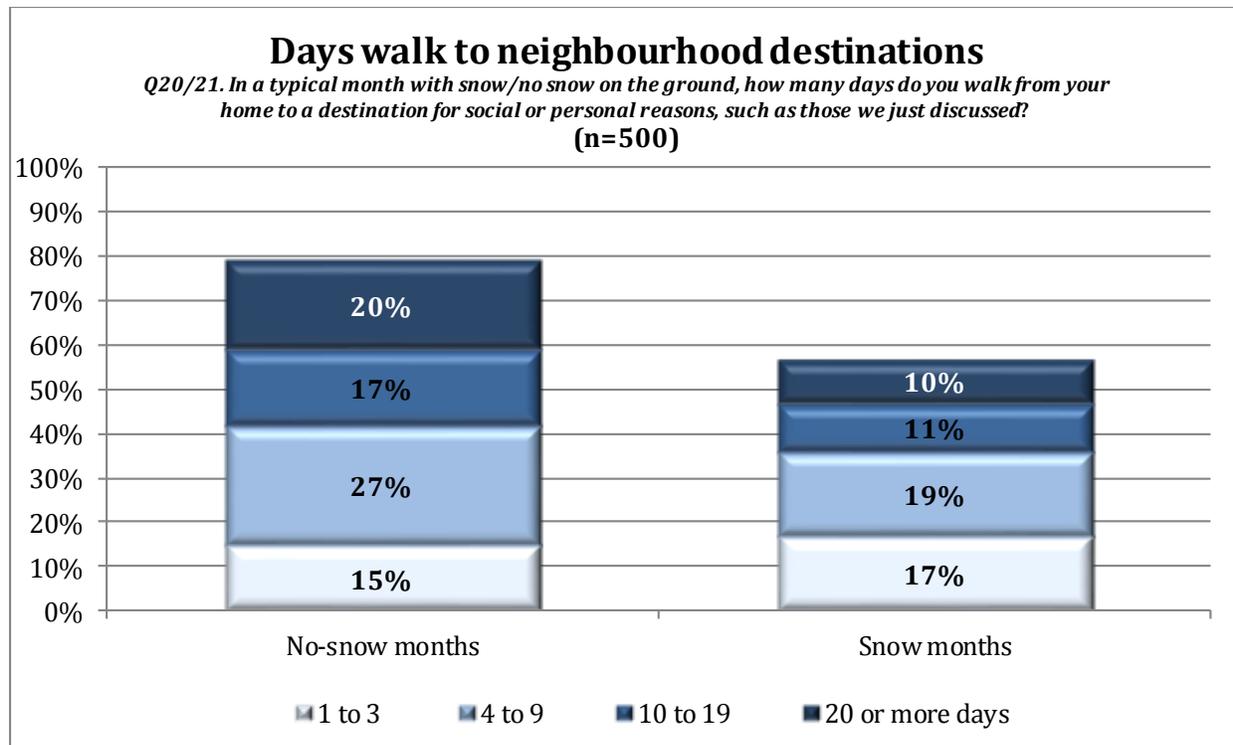
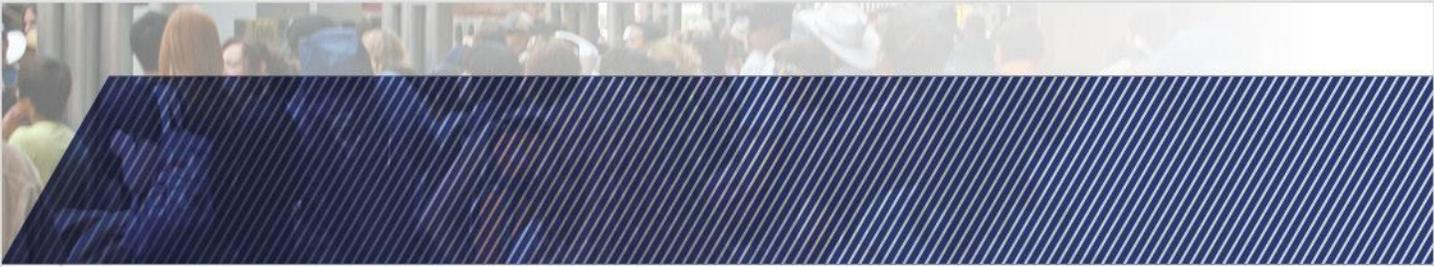


Figure 7

² Although the percent based on Figure 7, sums to 79%, the actual percent is 78% due to rounding.



Walking for pleasure or exercise

We asked respondents about the number of days they walk, run, or jog outdoors for pleasure or exercise in their neighbourhood, and then the number of days they do these same activities in another neighbourhood to which they had to travel by driving or using other transportation to get there first.

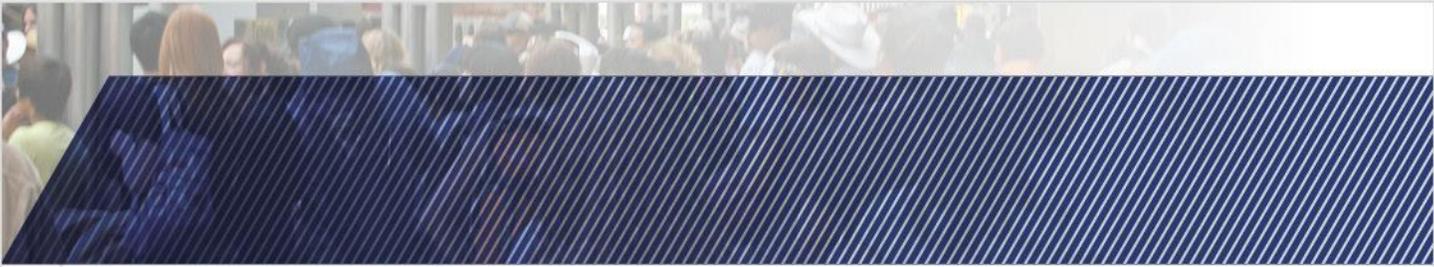
In no-snow months, results show the following:

- Over 8 in 10 (85%) report walking, running, or jogging for pleasure or exercise at least once in a typical no-snow month, in their neighbourhood.
- About half (51%) report travelling to another area to walk, run, or jog at least once. Almost this entire group report walking, running, or jogging in their own neighbourhood as well.
- About 1 in 4 (26%) walk, run, or jog for pleasure or exercise in their neighbourhood 20 or more times in a typical no-snow month. Only about 3% do it as often outside their neighbourhood. The older the respondent, the more likely they are to report walking 20 times or more in their neighbourhood for exercise or pleasure in no-snow months. While 18% of those 18 to 29 years of age report this much activity, twice as many respondents 65 and older (36%) report walking, running, or jogging 20 times or more in a typical no-snow month.

In snow months, results show the following:

- Almost 6 in 10 (57%) report walking, running, or jogging in their neighbourhood at least once in a typical snow month.
- 1 in 3 (33%) report walking, running, or jogging outside their neighbourhood.
- About 1 in 10 (13%) walk, run, or jog for pleasure or exercise in their neighbourhood 20 or more time in a typical snow month. Only about 2% do it as often outside their neighbourhood.

See Figure 8



Number of days month walk/run for exercise/pleasure

Q22a/Q23a. In a typical month with no snow/snow on the ground, on how many days did you walk, run, or jog for pleasure or exercise in your neighbourhood?

Q22b/Q23b. In a typical month with no snow/snow on the ground, on how many days did you walk, run, or jog outdoors for pleasure or exercise in another neighbourhood where you had to travel to by driving or other transportation first?

(n=500)

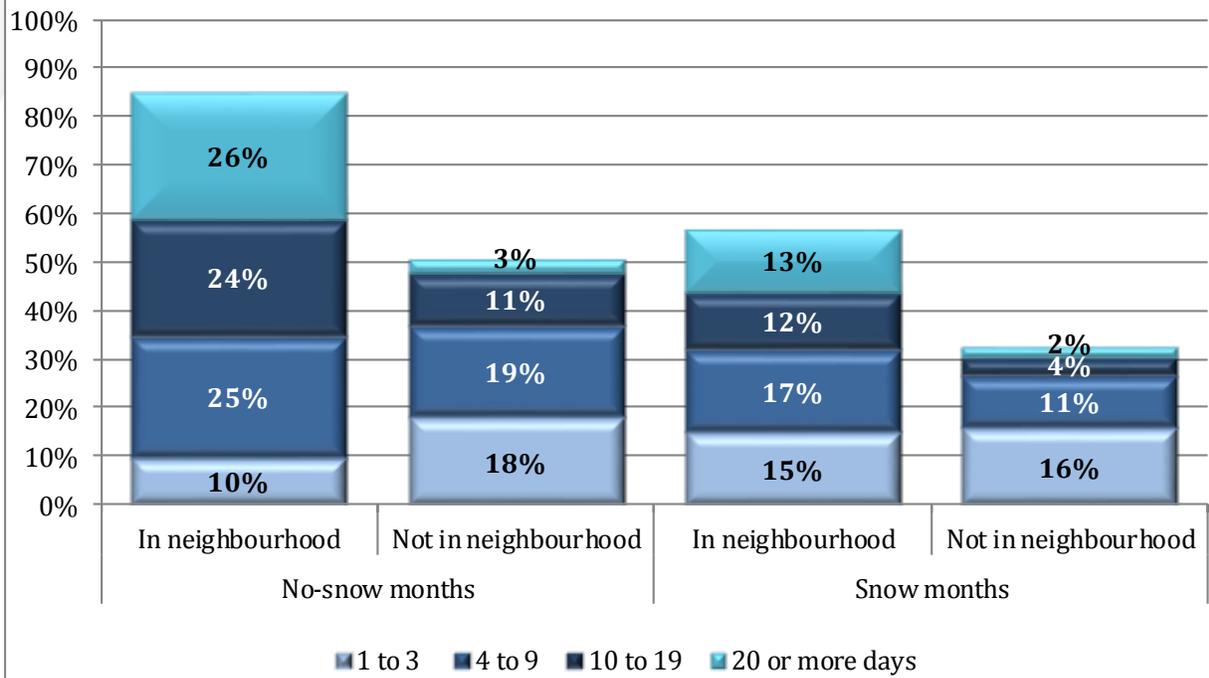


Figure 8



Attitudes to walking

We asked respondents to agree or disagree with a series of statements about walking. It appears that Calgarians have many positive attitudes about walking and its benefits, as shown in Figure 9.

- Almost all respondents agree (at least somewhat) that *walking is a good way to get fit and stay healthy*, including 87% who strongly agree.
- Almost 9 in 10 (88%) agree that *walking reduces my impact on the environment*, including 67% who strongly agree.
- Over 8 in 10 (84%) agree that they *feel comfortable walking for longer distances*, including 56% who strongly agree. What constitutes a longer distance, however, varies by respondent.
- About 8 in 10 (80%) also agree that *Calgary is a good city for walking*, including about half (45%) who strongly agree. Although agreement is high, the fact that less than half strongly agree, indicates that for the majority of Calgary residents, some improvements would be valued.
- About 6 in 10 (64%) agree that *walking is a convenient way of getting around*, including 28% who strongly agree. Conversely, about 1 in 3 (36%) disagree with this statement.

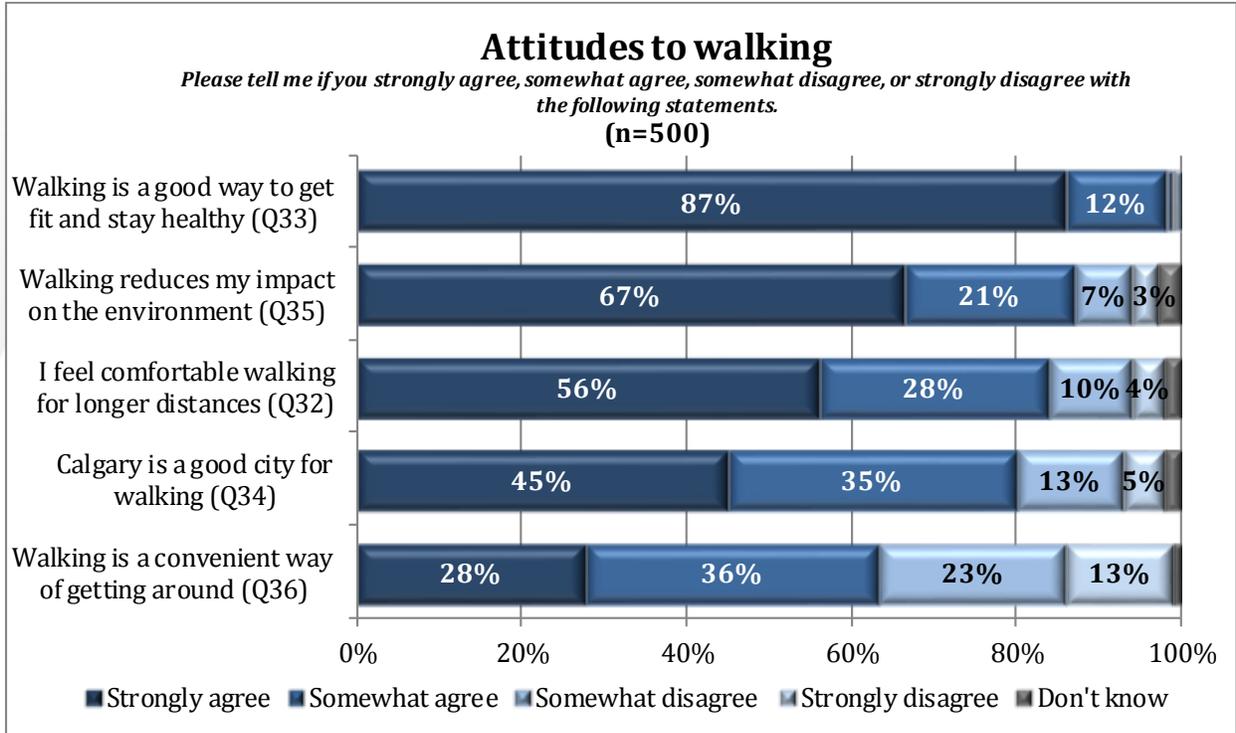
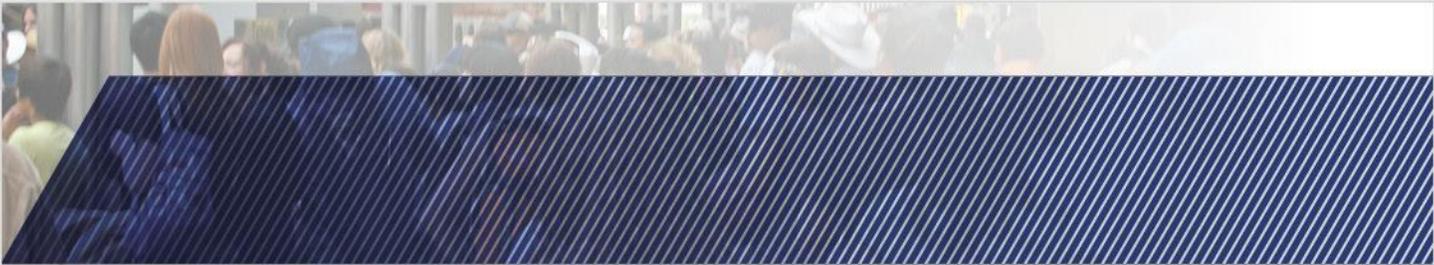


Figure 9



Feeling safe when walking

With the exception of downtown at night, a majority of respondents report feeling safe when walking in the city, as shown in Figure 10.

- Almost all (96%) agree that they *feel safe walking by myself in my neighbourhood during the day*, including 82% who strongly agree.
- Over 8 in 10 (85%) agree that they *feel safe walking by myself downtown during the day*, including 59% who strongly agree.
- While 8 in 10 (80%) *feel safe walking by myself in my neighbourhood at night*, only 44% strongly agree. This suggests that, for most, walking at night can be viewed with some apprehension, even in their neighbourhood. Women (26%) are less likely to strongly agree than men (62%).
- While about 4 in 10 (43%) agree that they *feel safe walking by myself downtown at night*, only 12% strongly agree. Indeed, the majority (53%) disagrees, including 31% who strongly disagree. Younger respondents and men are more likely to agree, while older respondents and women are more likely to disagree.

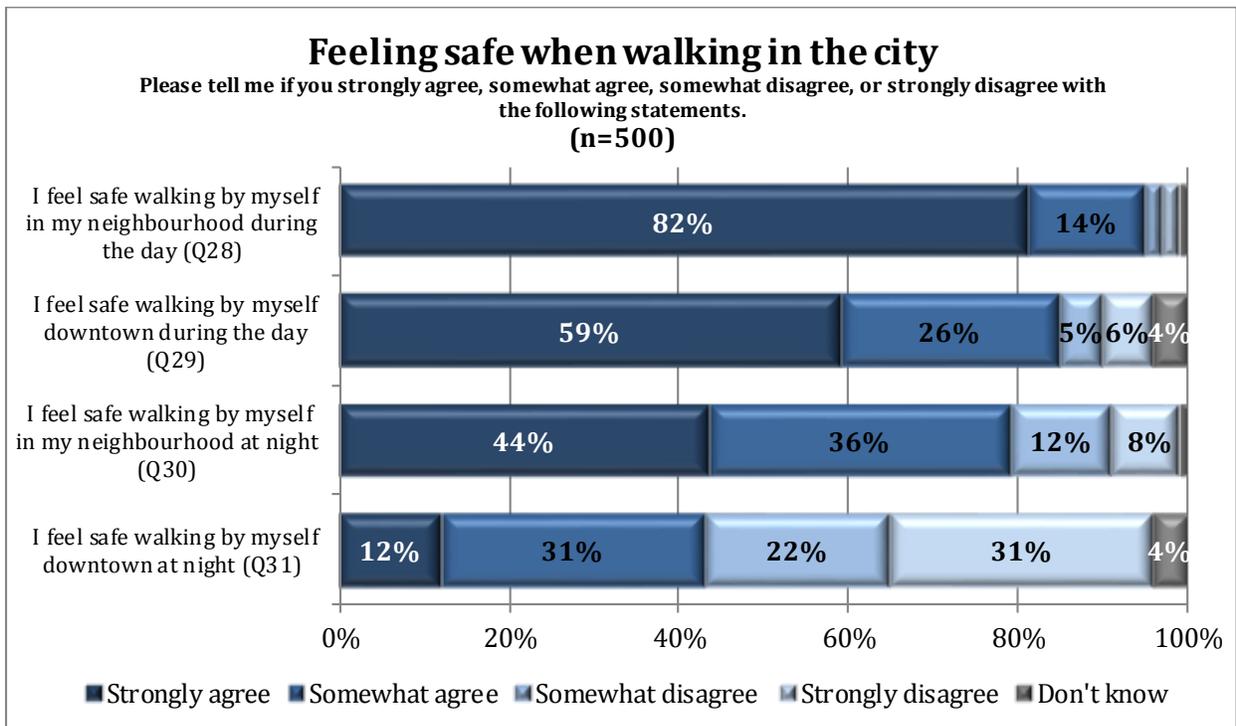
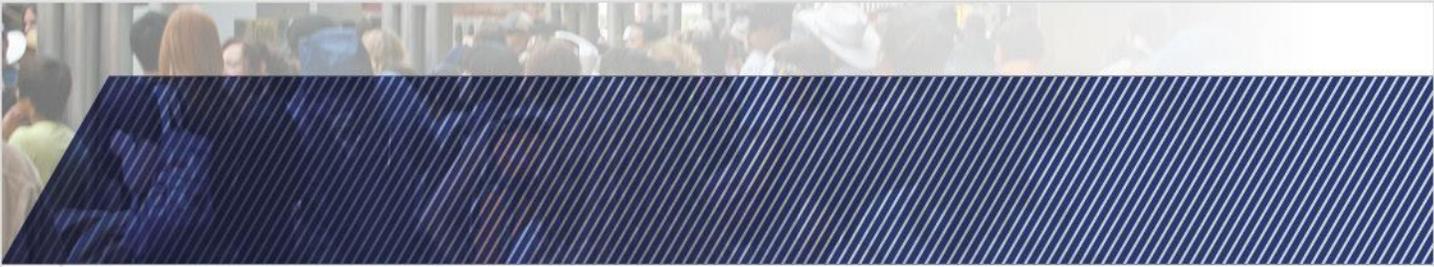


Figure 10



Attitudes to more walking

Over half of the respondents would like to walk more than they currently do. As shown in Figure 11, while it might be expected that many of those who do not walk often (30%) would like to walk more, many who indicate they feel they already walk a lot (26%) would also like to walk more.

Most either already walk as much as they want to (34%) or have no interest in walking as a form of transportation (10%), suggesting they might walk for pleasure or exercise, but not to get to a particular destination.

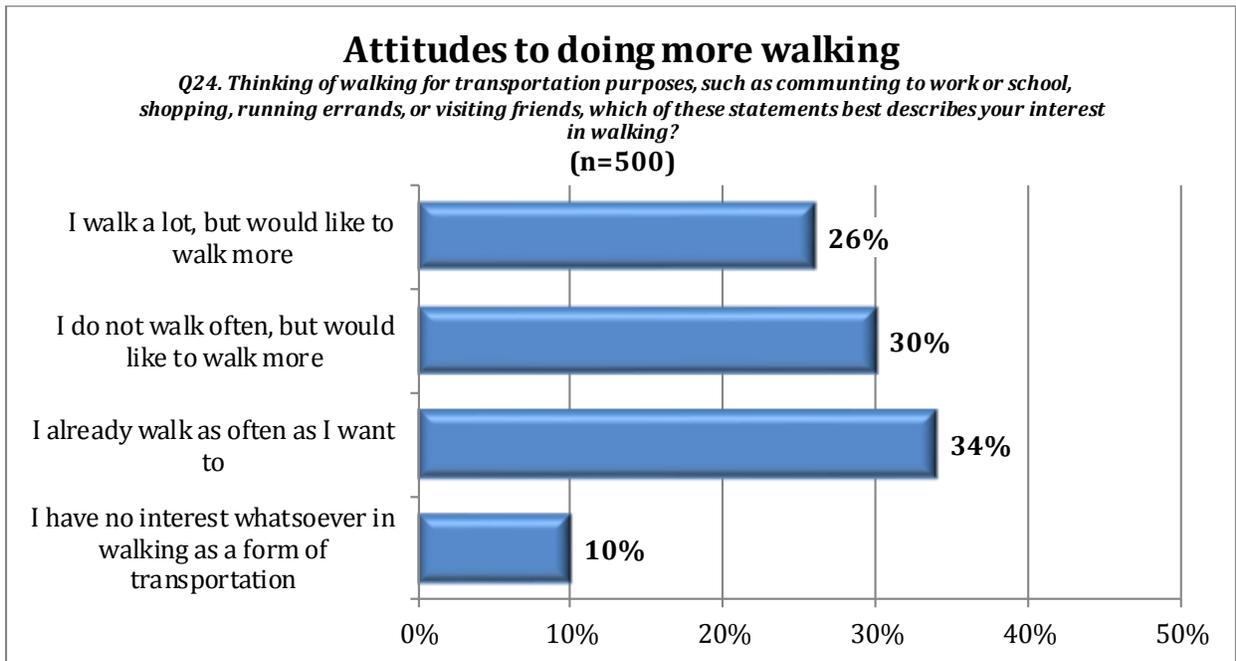
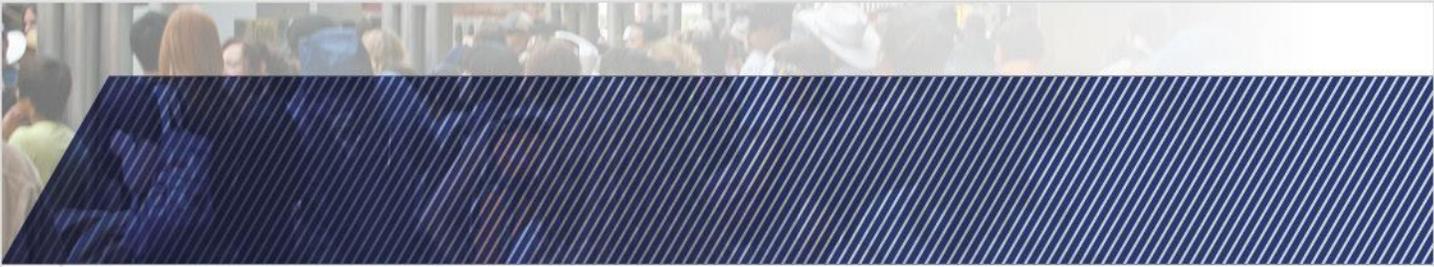


Figure 11



Importance of walking

Perhaps not surprisingly, for a majority, walking is an extremely important part of their life. However, only 46% strongly agree with this statement. See Figure 12.

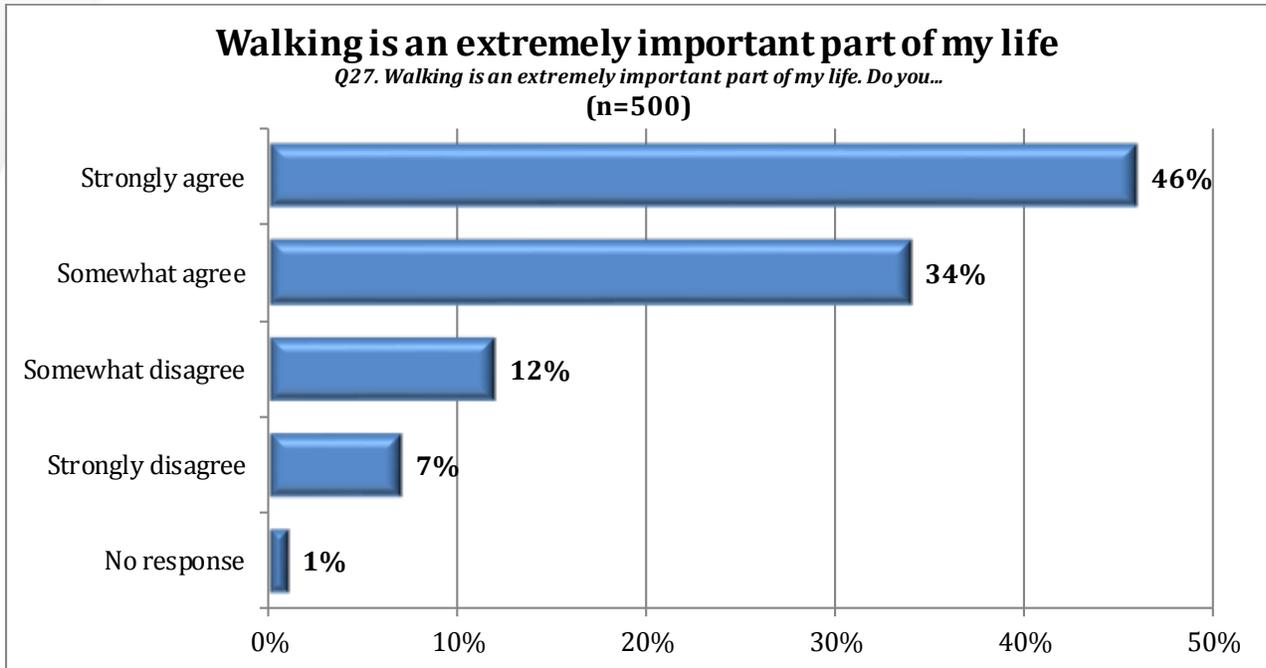
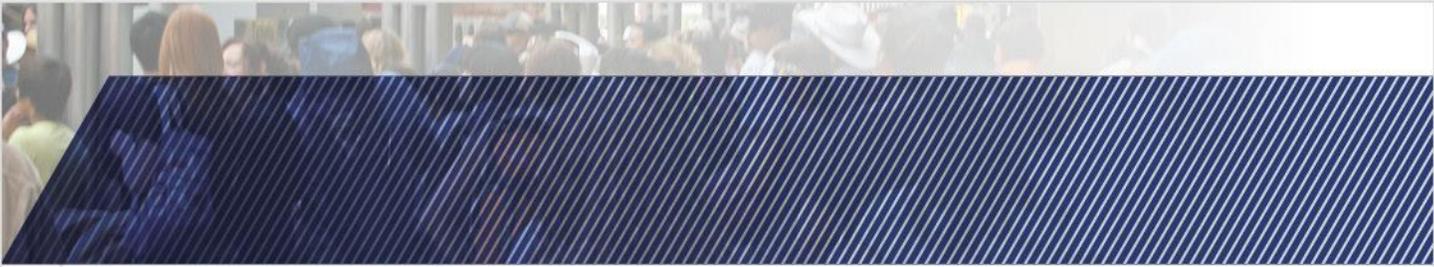


Figure 12



Walker segments

We created a variable called types of walkers that is based on respondents' current walking behaviours and their attitudes to walking more. In some ways, this new variable is similar to that shown in Figure 9, but confirms the amount of walking involved and focusses on walking as a method to get to a destination (that is, not for exercise or pleasure).

- **Enthusiastic walkers.** These are individuals who already walk a lot, but who want to walk more. These individuals walk at least once a week or more to or from work or school, or to neighbourhood destinations in both no-snow and snow months, and say they would like to walk more. This represents about one-quarter (23%) of residents.
- **Enthusiastic non-walkers.** These are individuals who currently do not walk a lot, but would like to walk more. These individuals do not walk at least weekly to or from work or school or to neighbourhood destination in no-snow months, but are interested in walking more (33%).
- **Unenthusiastic walkers.** These individuals currently walk several times a week or more to or from work or school, or to neighbourhood destinations in no-snow months, and are not interested in walking more (24%).
- **Unenthusiastic non-walkers.** These are individuals who currently do not walk at least weekly to or from work or school in no-snow or snow months, or to neighbourhood destinations, and are not interested in walking more (21%).

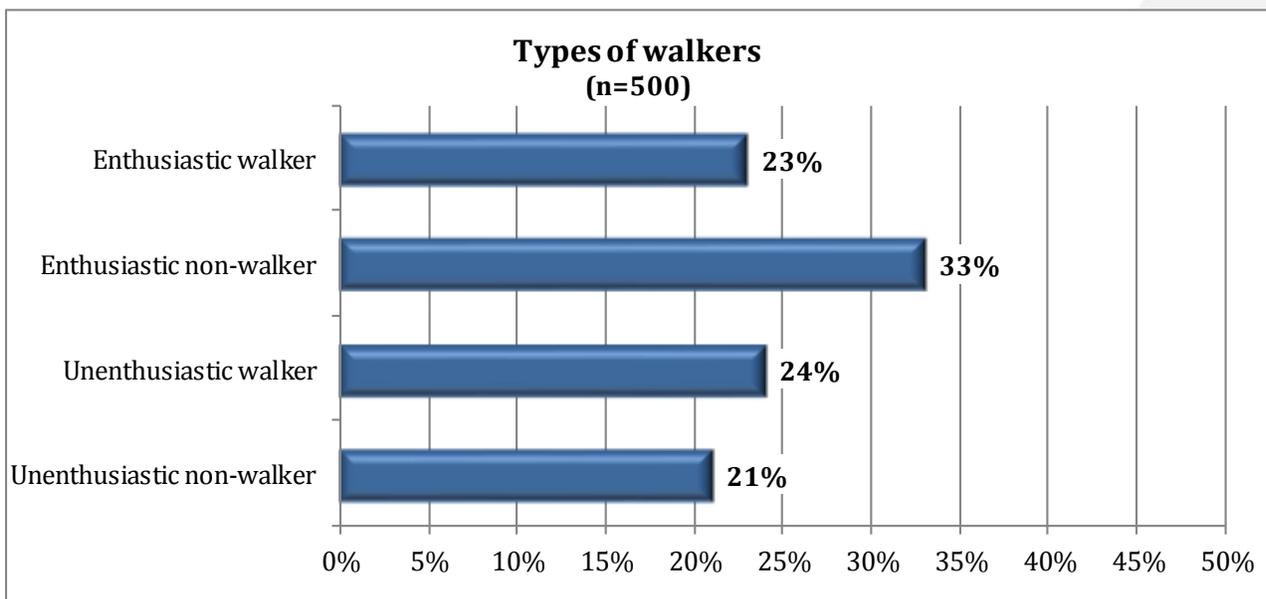


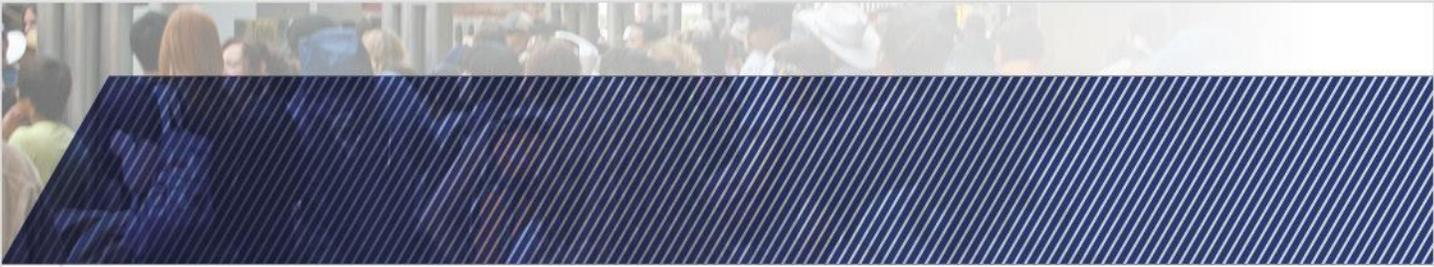
Figure 13



While there is a lot of overlap among these groups, each type of walker appears to have some pronounced characteristics. See Table 7.

- Enthusiastic walkers.** These individuals are as likely to be male or female, between the ages of 18 to 44 years of age (and least likely to be over 64). They are more likely than the unenthusiastic groups to have school-age children in their household. They have household incomes of under \$70,000. They are also more likely to be living in inner-city neighbourhoods.
- Enthusiastic non-walkers.** This group is slightly more likely to be female, and while it covers all age groups, they are mostly between the age of 30 and 64. They are as likely as enthusiastic walkers to have school-age children, and more likely than either of the unenthusiastic types of walkers. They have a mix of incomes. They are more likely than enthusiastic walkers to live in outer neighbourhoods.
- Unenthusiastic walkers.** This group tends to include slightly more males, and while they come from all age groups, they are most likely to be under 45 years of age. They are the least likely group to have school-age children and tend to have annual household incomes of over \$70,000.
- Unenthusiastic non-walker.** This is the oldest group, with a majority over 44 years of age (and the most of any type 65 and older). They are less likely than either enthusiastic group to have school-age children in their household. The household income tends to be under \$70,000.

Table 7: Characteristic of walker types	
Type	Characteristic
Enthusiastic walkers	<ul style="list-style-type: none"> - Equally likely to be male and female - Most likely to be under 44 years of age - More likely than unenthusiastic groups to have school-age children - Majority have a household income under \$70,000 - More likely to come from an inner-city neighbourhood
Enthusiastic non-walkers	<ul style="list-style-type: none"> - Slightly more likely to be female - Covers all age groups, but most are between 30 and 64 years of age - Most likely to have school-age children - An almost even mix of household incomes under and over \$70,000 - More likely to come from suburban neighbourhoods
Unenthusiastic walkers	<ul style="list-style-type: none"> - Slightly more likely to be male - More likely to be under 45 years of age - Covers all income groups - Least likely to have school-age children - More likely to come from inner-city neighbourhoods
Unenthusiastic non-walkers	<ul style="list-style-type: none"> - Most likely from suburban neighbourhoods - As likely to be male as female - Most likely to be 45 years of age or older - Most likely to have household incomes under \$70,000 - Less likely than enthusiasts to have school-age children



Barriers to walking and changes to encourage more walking

Top-of-mind barriers

We asked all respondents why they do not walk more often. Table 8 shows their responses grouped into broad themes. There are three issues raised by more than 10% of respondents detailed below.

- The most common barrier to walking more often is that it is said to be impractical (28%): the distances they have to travel are too great, they need their vehicle for work or need a vehicle to carry items (e.g., groceries), or opportunities to walk more are often the same times they have children with them.
- Almost 1 in 4 (23%) respondents say they are just too busy to find the time to walk more.
- Almost 1 in 5 (19%) respondents say the weather prevents them from walking more.

Otherwise, other issues were raised by 10% or fewer of respondents.

Table 8: Barriers to walking more

Q25. I'd like you to think about all possible walking trips including to work, school, shop, visit friends or for exercise. What are the reasons you do not walk more often? Are there any other reasons?

	(n=500)
Impractical	28%
Busy lifestyle/lack of time/other commitments	23%
Weather	19%
Poor condition — repair/maintenance of sidewalks (slippery/not cleared)	10%
Already walk a lot	9%
Health — balance/vision/mobility issues (arthritis)/age	8%
Walk as much as I want to	8%
Lazy/lack of motivation	7%
Prefers car/bus — more convenient	6%
Fear/don't feel safe	5%
Would like more/better routes or paths	5%
Prefer other exercise	3%
Other	2%
Don't know	1%
No response	1%

Note: Respondents could provide more than one response; therefore, column will sum to more than 100%.

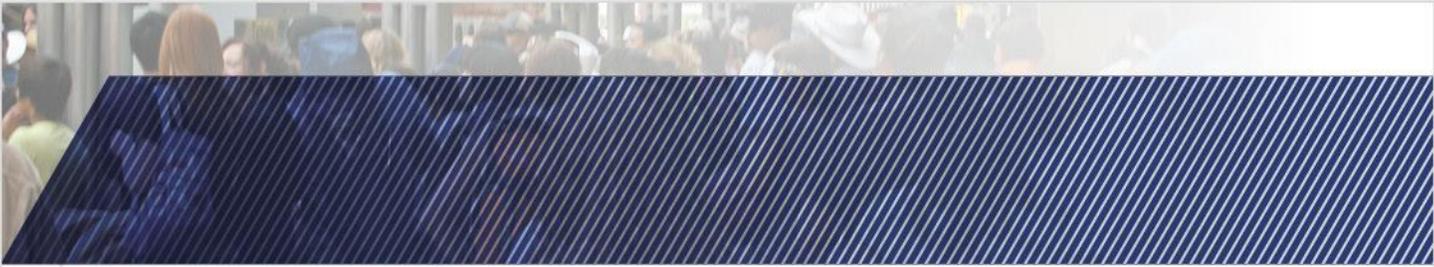
Encouraging more walking

When asked what they would say to encourage people to walk more, most would focus on the health or fitness benefits.

- Respondents say they would explain the health benefits of walking (23%), that walking is good exercise (19%), or simply good for you (10%). It is something credited with making people feel better, because it is a stress release (6%) and helps with losing weight (1%).
- Others say that it is an easy way of getting outdoors to enjoy the sunshine, fresh air, or good weather (10%). Some would invite family or friends to come with them (8%). Others would cite the cost savings (e.g., on gas, maintenance, parking — 7%) or that it is good for the environment (5%).

These and other messages that might encourage people to walk more are found in Table 9.

Table 9: Encourage people to walk more	
<i>Q26. If you wanted to encourage a family member or friend to walk instead of using other forms of transportation, what would you say to convince them?</i>	
Encouragement	(n=500)
Health/fitness	
Good for their health	23%
Good exercise	19%
Good for you/body	10%
A way to make you feel better (e.g., relax, release stress)	6%
Weight related	1%
Other motivators	
Enjoy the outdoors	10%
Walk with me	8%
Cheaper than other forms of transportation	7%
Don't be lazy/walk instead of driving/get off the couch	5%
Good for the environment	4%
A way to check out the neighbourhood	4%
Walk with a destination in mind	2%
Get a dog	1%
Other	
Move to a different city/neighbourhood	2%
Other	5%
Nothing	5%
Don't know	11%
No response	4%
Note: respondents could provide more than one response. Total may sum to more than 100%	



We then asked participants to rate each of 16 different changes The City could make that might encourage them to walk more often. These changes are shown in Figure 14.

- The change that would have the biggest impact in encouraging respondents to walk more or much more is to *ensure snow is cleared off sidewalks and pathways*. Some 6 in 10 (60%) say that would walk more (28%) or much more (32%) if this was done. Given that frequency of walking in snow months drops significantly for all kinds of activities (including commuting to work or school, visiting neighbourhood destinations, and walking for pleasure or exercise), it seems logical that snow clearing would have a major impact on walking.
- Most respondents do not feel safe walking at night in downtown, and even in their neighbourhoods, only 44% strongly agree that they feel safe at night. Thus, perhaps it is not surprising that almost half (47%) would walk more or much more *if sidewalks, paths and streets are well lit*. This includes 1 in 4 (24%) who would walk much more.
- Over 4 in 10 would walk more or much more if there were *more businesses or destinations in their neighbourhood* (44%), if The City *continued sidewalks or pathways to fill in gaps* (46%), or by *making it easier to and safer to cross the street* (38%). In each case, about 1 in 5 would walk much more often if one or more of these changes were implemented.
- About 1 in 3 would walk more or much more if there was *landscaping and more trees around sidewalks and pathways* (36%), improving *access to bus stops and C-Train Stations* (34%), improving *existing sidewalks and pathways* (32%), *on busy street, separating traffic from sidewalks with a barrier* (30%), *improving traffic lights at intersections* (30%), and *build new sidewalk and pathways in my neighbourhood* (29%).
- About 1 in 5 would walk more or much more if there were *more wheelchair ramps at intersections* (23%), *reduced speeds in their neighbourhood* (21%), *benches to rest along my route* (21%), *prohibiting right turns on red lights* (21%), and *better signage to find my way* (18%). Benches to rest along the route would have a bigger impact on those who self-identify as having health issues that limit their ability to walk (31% would walk more or much more), compared with those who do not have such issues (19%).

Of these 16 changes, 84% of respondents indicated that at least one would encourage them to walk more or much more. This includes about 61% who indicate at least one of these 16 changes would encourage them to walk much more. Both of these results suggest that this is a fairly comprehensive list of changes.



Walk more if change made

I'm going to read some possible changes. As I read each please tell me if you would walk much more often, more often, somewhat more often or no more often.

(n=500)

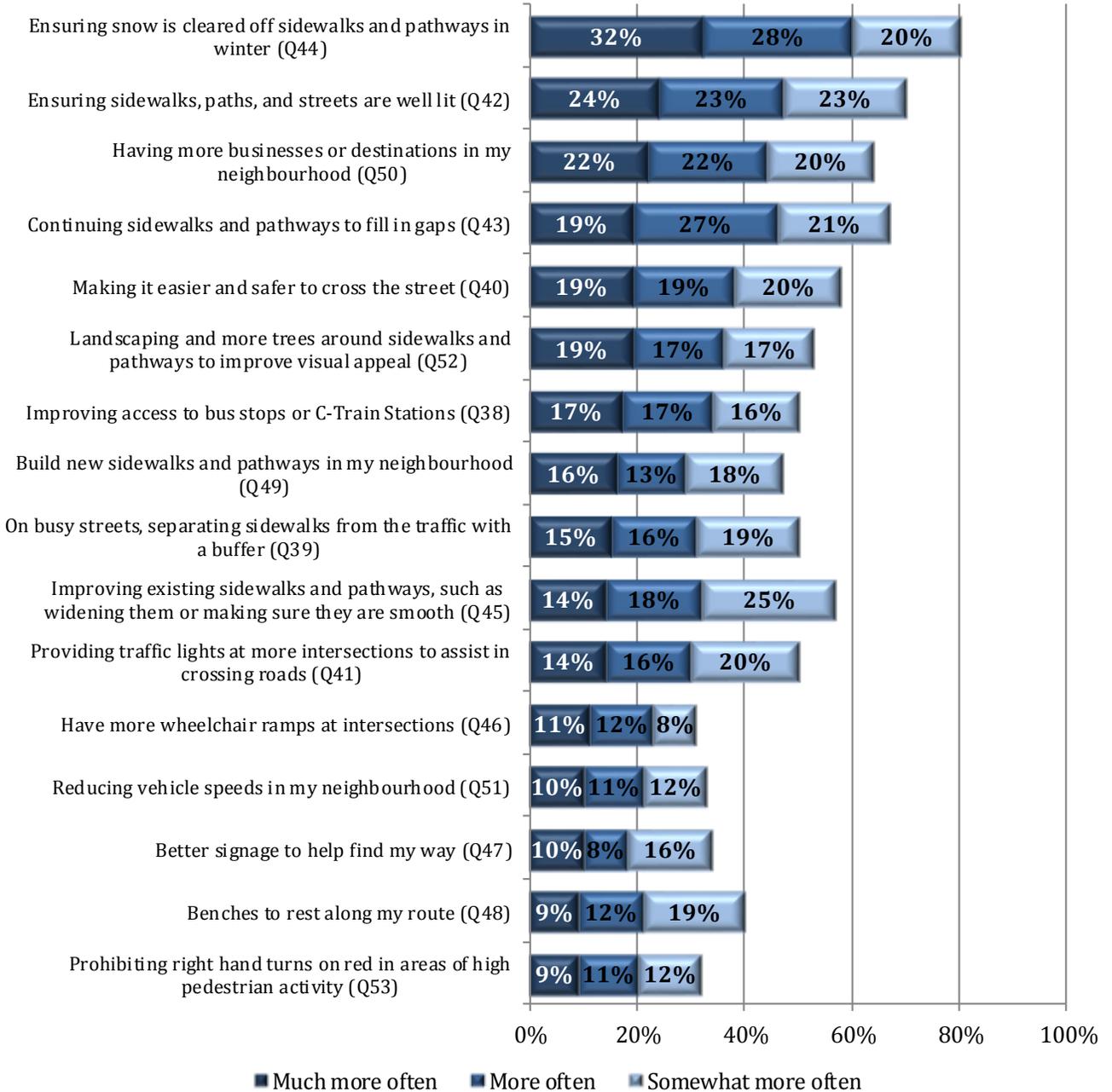


Figure 14

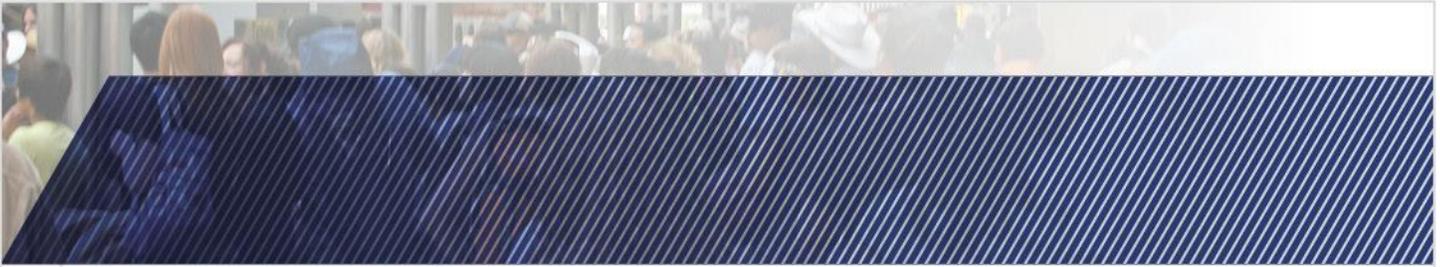
Walking more by type of walker

Table 10 illustrates the changes most likely to encourage at least some of all types of walkers to walk more. In almost every case, the enthusiastic walker is the most likely to report that they would walk more or much more, followed by the enthusiastic non-walker, unenthusiastic walker, and unenthusiastic non-walker. In the case of unenthusiastic walkers, many of these would simply improve their current walking experience, and although they indicated they would walk more, this may be proxy for simply desiring this improvement.

Table 10: Changes by walker type

Change	Walker type			
	Enthusiastic walker (n=113)	Enthusiastic non-walker (n=163)	Unenthusiastic walker (n=118)	Unenthusiastic non-walker (n=104)
	(% more or much more)			
Ensuring snow is cleared off sidewalks and pathways in winter (Q44)*	77%	59%	69%	33%
Ensuring sidewalks, paths, and streets are well lit (Q42)*	58%	57%	41%	30%
Continuing sidewalks and pathways to fill in gaps (Q43)*	59%	49%	42%	28%
Having more businesses or destinations in my neighbourhood (Q50)*	57%	48%	37%	31%
Making it easier and safer to cross the street (Q40)	49%	39%	37%	26%
Improving access to bus stops or C-Train Stations (Q38)*	49%	36%	37%	15%
On busy streets, separating sidewalks from the traffic with a buffer (Q39)	43%	35%	30%	18%
Build new sidewalks and pathways in my neighbourhood (Q49)*	43%	31%	24%	19%
Providing traffic lights at more intersections to assist in crossing roads (Q41)	33%	32%	30%	17%
Improving existing sidewalks and pathways, such as widening them or making sure they are smooth (Q45)	32%	37%	38%	24%
Have more wheelchair ramps at intersections (Q46)	31%	23%	25%	14%
Reducing vehicle speeds in my neighbourhood (Q51)	31%	19%	19%	13%
Benchers to rest along my route (Q48)	26%	25%	16%	15%
Prohibiting right-hand turns on red in areas of high pedestrian activity (Q53)	26%	23%	21%	6%
Better signage to help find my way (Q47)	24%	20%	18%	9%

* Statistically significant difference between segments.



As shown in Table 10, the top five changes in terms of encouraging each type of walker to walk more or much more are the same:

- *Ensuring snow is cleared off sidewalks and pathways in winter.* Those already walking a lot are most likely to be encouraged to walk more by this change. Over 3 in 4 enthusiastic walkers would walk more or much more if sidewalks and pathways were cleared off in the winter. Almost 7 in 10 unenthusiastic walkers would walk more if this was the case.
- *Ensuring sidewalks, paths, and streets are well lit.* Almost 6 in 10 enthusiasts would walk more or much more if this was the case.
- *Continuing sidewalks and pathways to fill in gaps.* In this case there is a decrease in uptake as one moves from the enthusiastic walker (59%) through to the unenthusiastic non-walker (28%).
- *Having more business or destinations in my neighbourhood.* A similar pattern as above can be seen in this case, with a majority of enthusiastic walkers (57%) reporting they would walk more, and declining as one moves across the table columns to unenthusiastic non-walker (31%).
- *Making it easier and safer to cross the street at intersections.* While a similar drop to having more business or destinations is observed in this case, it is not statistically significant.



Aspects of perceptions of Calgary as good place for walking

One of the objectives for this research is to identify aspects of Calgarians' experiences as a pedestrian. Several of the analyses presented in this report highlight some of the key areas that Calgarians would like to see improved to enhance their experience and differences between pedestrian segments.

To assess aspects in another fashion, PRA undertook two separate regression analyses using the responses to the question *Calgary is a good city for walking* (Q33) as the outcome (dependent variable).

Attitudes and barriers as aspects

The first analysis used a stepwise regression to assess the relationship between the nine attitudes and barriers to walking. The regression found that three barriers were significantly related to perceptions that *Calgary is a good city for walking*, as follows (listed in order of the strength of the relationship with Q33):

- *Walking is a convenient way to get around*
- *Walking is a good way to get fit and stay healthy*
- *I feel safe walking in my neighbourhood at night*

In all three cases, the regression showed that, as residents were more likely to agree with these questions, they were more likely to agree that *Calgary is a good city for walking*. The first two questions are attitudes, indicating that people's attitudes to walking in general have a significant impact on their perceptions of Calgary as a pedestrian-friendly city. That is, if they do not believe that walking is convenient or a good way to get fit or stay healthy, they are less likely to believe that Calgary is pedestrian friendly.

The third question, *I feel safe walking in my neighbourhood at night*, indicates that this is the strongest barrier related to seeing Calgary as being a good city for walking. Of all the barriers, this is the only one to be statistically related.

CAUTION ABOUT THIS MODEL

Although this regression model identifies three factors that are most related to ratings of *Calgary is a good city for walking*, this model is not very strong (accounting for only 19% of the variance). The model indicates that these three factors are most strongly related, but may not have much impact on changing residents' perceptions.



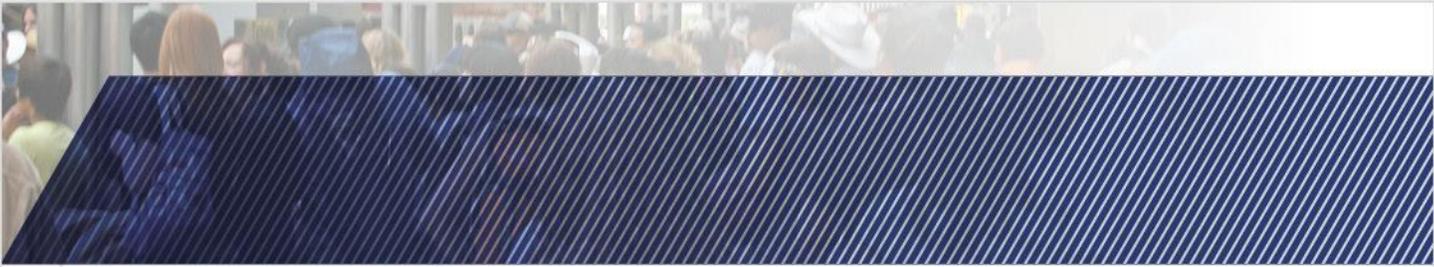
Potential changes as aspects of perceptions

The second analysis used a stepwise regression to assess the relationship between the 16 potential changes to increase walking and perceptions that *Calgary is a good city for walking*.

The regression indicated that only one change was statistically related to *Calgary is a good city for walking*, which was *having more businesses or destinations in my neighbourhood*. The relationship between these two questions was negative, indicating that as residents were more likely to say this would make them walk more or much more often, they were less likely to see Calgary as being a good city for walking. This relationship seems to indicate not only a potential change to increase walking, but a barrier. That is, people who do not see Calgary as a good place to walk, base a significant part of their perception on what is available for them to walk to in and around their neighbourhood. This regression analysis appears to indicate that even though residents did not rate it as having the biggest impact on making them walk more (Figure 14), it appears to be the one that is most closely related to their perceptions of Calgary as being a good place to walk.

CAUTION ABOUT THIS MODEL

Although this regression model identifies one change that is most related to ratings of *Calgary is a good city for walking*, this model is not very strong (accounting for only 3% of the variance). The model indicates that this change is the only one among the 16 asked that might impact residents' perceptions, but may not have much impact.



Summary and conclusions

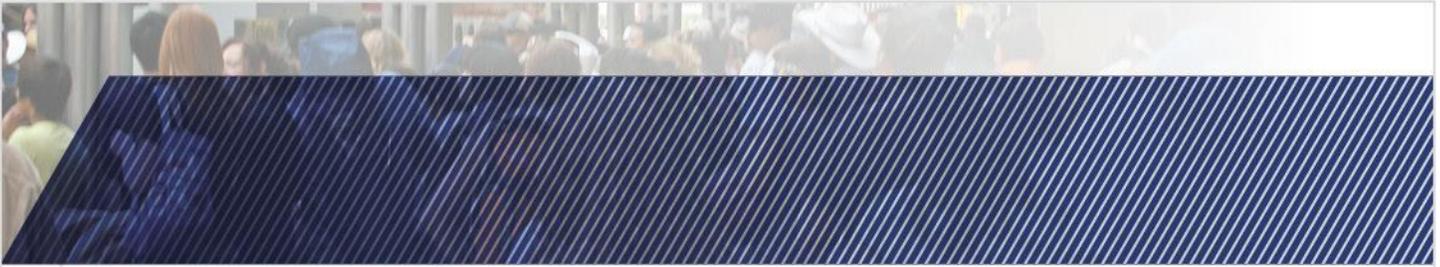
Currently, many Calgary residents regularly walk during no-snow months to get to work or school, to destinations in their neighbourhood, or for exercise or pleasure (93%). Almost all Calgary residents also report walking at least monthly in snow months for pleasure or exercise, to visit neighbourhood destinations, or to travel to work or school (76%). Not surprisingly, there is a significant difference in behaviour depending on whether or not there is snow on the ground. Walking dramatically declines in frequency during snow months.

Among those who travel to work or school, the usual method of transportation that is most common is driving alone in a private vehicle (54% to 57%, depending on whether there is snow on the ground). Some cite active transportation — either walking (6% to 8%) or cycling (2% to 3%) — as the method they use most often. In fact, walking is far more common than this would suggest. In a typical no-snow month, about 1 in 3 (35%) report that walking is all or a major part of their commute to work, including 1 in 5 (20%) who report walking on 20 or more days in a typical month. The bulk of these almost-daily walking commuters are individuals who walk from their home to a transit stop and then from the transit stop to their work or school (an average of about six blocks).

Calgary residents state they often walk to get to neighbourhood destinations within two kilometres of their homes, with about 78% walking to these destinations at least once per month during no-snow months. However, fewer make these same journeys during snow months (57%). In addition, over 8 in 10 (85%) walk, run, or jog in their neighbourhood at least once per month when there is no snow for exercise or pleasure (again falling to 57% in snow months).

All of this suggests that Calgarians are fairly active and this represents a strong base from which to encourage more walking. Based on the survey responses, a large portion of Calgarians would like walk more often than they currently do. Over half (56%) of adult Calgarians are interested in walking more often. This is not surprising, given the positive impressions respondents have of walking. The vast majority think walking is a good way to stay fit and get healthy, as well as a method of reducing their environmental impact. While the vast majority of Calgarians feel safe walking alone during the day (whether in their neighbourhood or in the downtown), far fewer feel safe walking at night. Indeed, fewer than half (44% strongly agree) feel absolutely safe walking alone at night in their neighbourhood, and about 1 in 10 (12% strongly agree) feel absolutely safe walking alone at night in downtown.

Generally, Calgarians think of their city as good for walking. However, while the vast majority agree that Calgary is a good city for walking (80%), only about half strongly agree, suggesting that for the other half improvements could be made.



Residents cite many barriers to not walking more. Most barriers identified by respondents are difficult to address. Walking is said to be impractical, as their own time is limited, or their destination is too far. Few identify infrastructure concerns prevent them from walking. To encourage people to walk more, respondents focused on messages about health and fitness benefits and in testing 16 different ways to increase the amount residents would walk, the top five included:

- *Ensuring snow is cleared off sidewalks and pathways in winter* (60%)
- *Ensuring sidewalks, paths, and streets are well lit* (47%)
- *Continuing sidewalks and pathways to fill in gaps* (46%)
- *Having more businesses or destinations in my neighbourhood* (44%)
- *Making it easier and safer to cross the street* (38%)

Although these five may have the greatest impact on the frequency residents walk, only *having more businesses or destinations in my neighbourhood* of the 16 changes was significantly related to Calgarians' overall perception of Calgary as being a good place to walk. Although it did not rank as the most mentioned way to increase walking, it indicates that people's perceptions of Calgary are largely driven by having destinations that are close enough to their home that they can walk to. Having destinations within neighbourhoods would most improve perceptions about walkability in Calgary.

Appendix A

INTR1:

INTR1. Hello, this is _____ and I'm calling from PRA Inc. an independent research firm on behalf of The City of Calgary. Today, we are calling to get citizens' opinions and experiences with walking in Calgary for recreation, transportation, or day-to-day activities. This is your opportunity to provide us with your opinions on ways to improve the walking experience for citizens in Calgary. Do you have about 15 minutes to complete a survey with me? First, I need to speak with someone who is 18 years of age or older in the household. Would that be you?

Yes - Continue with survey1 => INTR2
SET CALLBACK2 => /INT01
TERMINATE CALL9 => /INT01

TERM:

I'm sorry but that disqualifies you from our survey. Thank you very much for your time today.

CODE AS NON-QUALIFIED1 D => /INT01

INTR2:

INTR2. Just to let you know, your participation in this survey is completely voluntary and any information collected would be used for research purposes only. The information collected from this research is protected under the authority of the Freedom of Information and Protection of Privacy Act, Section 33c and is used to understand the opinions of Calgary residents.

CONTINUE1 D

Q56:

Q56. First, just a few questions to ensure we speaking to a good mix of Calgary residents. Please tell me the first three characters of your postal code.

(MUST BE A VALID CALGARY FSA)

No response999

Q1:

Q1. Into which of the following age groups do you fall? Is it... (READ RESPONSES)

18 to 291
30 to 442
45 to 643
65 and older4
(DO NOT READ) Don't know / No response9

Appendix A

Q2:

Q2. Have I reached you today on a cell phone?	
Yes	1
No.....	0
No response.....	8

=> Q4

Q3:

Q3. Which of the following best describes you... (READ RESPONSES)

My household does not have a landline	1
My household has a landline, but I do not or rarely use it.....	2
My household has a landline that I use frequently	3
(DO NOT READ) Don't know/ No response.....	9

Q4:

Q4. During a typical week, do you commute to work, school, college or university in Calgary?

Yes, work.....	01	
Yes, school, college, or university	02	
Yes, both work and school/college/university	03	
No.....	00	=> /Q16
Don't know	06	=> /Q16
No response.....	99	=> /Q16

Q5:

Q5. When commuting to work or school are you normally going downtown or to some other area of Calgary?

Downtown.....	1
Other area.....	2
No response.....	9

Q6:

Q6. For the next few questions, I'd like you to think about your behaviors during the past 12 months. For the following, please think about your behaviors when there is no snow on the ground. During months when there is no snow on the ground, what is your usual method of transportation to commute to and from work, school, college, or university? (PROMPT: This might include the spring, summer, or fall when there is no snow on the ground.)

Drive alone.....	01	
Drive with others (carpool).....	02	
Calgary Transit or C-Train.....	03	
Bike	04	
Walk/run.....	05	
Other (specify).....	66	O
(DO NOT READ) Don't know	88	X
(DO NOT READ) No response.....	99	X

Appendix A

Q7:

Q7. During months when there is no snow on the ground, do you take a Calgary transit bus, take the C-Train, or both?

=> /Q9

if NOT Q6=03,66, 99

C-Train	1	
Bus	2	
Both.....	3	
Neither / None of the above	0	=> Q9
Don't know	4	=> Q9
No response.....	5	=> Q9

Q8:

Q8. When there is no snow on the ground, when commuting to work or school, approximately, how many blocks do you walk going.....from your home to take a bus or C-Train?(IF RESPONDENT CANNOT IDENTIFY BLOCKS, RECORD AS MINUTES)

\$R. 1 0.5 45.5

Less than 1 block/minute.....	0000	=> Q8B
Don't know	8888	=> Q8B
No response.....	9999	=> Q8B

Q8A:

RECORD WHETHER BLOCKS OR MINUTES USED

Blocks	1
Minutes.....	2

Q8B:

Q8B. When there is no snow on the ground, when commuting to work or school, approximately, how many blocks do you walk going.....from the bus or C-Train to work or school?(IF RESPONDENT CANNOT IDENTIFY BLOCKS, RECORD AS MINUTES)

\$R. 1 0.5 45.5

Less than 1 block/minute.....	0000	=> Q9
Don't know	8888	=> Q9
No response.....	9999	=> Q9

Q8BA:

RECORD WHETHER BLOCKS OR MINUTES USED

Blocks	1
Minutes.....	2

Appendix A

Q9:

Q9. In a typical month, when there is no snow on the ground, how many days is walking all or a major part of how you get to or from work or school?(RECORD NUMBER OF TIMES - MAX 30)

\$R 1 30

None.....	00
Don't know / No response	99

Q10:

Q10. In the last 12 months, when there was no snow on the ground, did you ever use any of the following methods to commute to or from work or school?

eliminate -> 5.....	
according to Q6.....	
Drive alone.....	01
Drive with others (carpool).....	02
Calgary Transit (bus or C-Train).....	03
Bike	04
Walk/run.....	05 N
Other (specify).....	66 O
(DO NOT READ) No other method.....	00 X
(DO NOT READ) Don't know	88 X
(DO NOT READ) No response.....	99 X

Q11:

Q11. For the next few questions, please think about your behaviors during the past 12 months when there is snow on the ground. During months when there is snow on the ground, what is your usual method of transportation to commute to and from work, school, college, or university? (PROMPT: This might include the spring, summer, or fall when there is no snow on the ground.)

Drive alone.....	01
Drive with others (carpool).....	02
Calgary Transit or C-Train.....	03
Bike	04
Walk/run.....	05
Other (specify).....	66 O
(DO NOT READ) Don't know	88 X
(DO NOT READ) No response.....	99 X

Appendix A

Q12:

Q12. During months when there is snow on the ground, do you take a Calgary transit bus, take the C-Train, or both?

=> Q14

if NOT Q11=03,66,99

C-Train	1	
Bus	2	
Both.....	3	
Neither / None of the above	0	=> Q14
Don't know	4	=> Q14
No response.....	5	=> Q14

Q13:

Q13. When there is snow on the ground, when commuting to work or school, approximately, how many blocks do you walk going... ..from your home to take a bus or C-Train?(IF RESPONDENT CANNOT IDENTIFY BLOCKS, RECORD AS MINUTES)

\$R. 1 0.5 45.5

Less than 1 block/minute.....	0000	=> Q13B
Don't know	8888	=> Q13B
No response.....	9999	=> Q13B

Q13A:

RECORD WHETHER BLOCKS OR MINUTES USED

Blocks	1
Minutes.....	2

Q13B:

Q13B. When there is snow on the ground, when commuting to work or school, approximately, how many blocks do you walk going... ..from the bus or C-Train to work or school?(IF RESPONDENT CANNOT IDENTIFY BLOCKS, RECORD AS MINUTES)

\$R. 1 0.5 45.5

Less than 1 block/minute.....	0000	=> Q14
Don't know	8888	=> Q14
No response.....	9999	=> Q14

Q13BA:

RECORD WHETHER BLOCKS OR MINUTES USED

Blocks	1
Minutes.....	2

Appendix A

Q14:

Q14. In a typical month, when there was snow on the ground, how many days is walking all or a major part of how you get to or from work or school?(RECORD NUMBER OF TIMES - MAX 30)

\$R 1 30

None.....	00
Don't know / No response	99

Q15:

Q15. In the last 12 months, when there was snow on the ground, did you ever use any of the following methods to commute to or from work or school?

eliminate -> 5.....	
according to Q11.....	
Drive alone.....	01
Drive with others (carpool).....	02
Calgary Transit (bus or C-Train).....	03
Bike	04
Walk/run.....	05 N
Other (specify).....	66 O
(DO NOT READ) No other method.....	00 X
(DO NOT READ) Don't know	88 X
(DO NOT READ) No response.....	99 X

Q16:

Q16. Do you have children living in your household attending kindergarten to grade 12?

Yes	1	
No.....	0	=> Q19
No response.....	9	=> Q19

Q17:

Q17. What methods of transportation do your children use to get to and from school during times where there is snow on the ground? (CHECK ALL THAT APPLY)

Parents drive/child drives alone.....	01
Carpool with children in other homes	02
School bus	03
C-Train	09
Bus	04
Bike	05
Walks/runs with parent or alone	06
Other (specify).....	66 O
Don't know	10 X
Don't know/No response	99 X

Appendix A

Q18:

Q18. What methods of transportation do your children use to get to and from school during times where there is no snow on the ground? (CHECK ALL THAT APPLY)

Parents drive/child drives alone.....	01		
Carpool with children in other homes	02		
School bus	03		
C-Train	09		
Bus	04		
Bike	05		
Walks/runs with parent or alone	06		
Other (specify).....	66	O	
Don't know	10	X	
Don't know/No response	99	X	

Q19:

Q19. Thinking about the area within 2 kilometres of your home, do you regularly use or visit a: (READ RESPONSES)(PROMPT: 2 kilometres is about a 5-minute drive, a 10 to 15 minute bike ride, or a 25 to 30 minute walk)

Grocery store.....	01		
Neighbourhood park, playground, or community centre	02		
Children's school.....	03		
Place of worship.....	04		
Restaurant.....	05		
Entertainment outlet such as a bar, movie theatre, and the like	06		
(DO NOT READ) None of the above	00	X	=> Q22A
(DO NOT READ) Don't know	10		=> Q22A
(DO NOT READ) No response.....	99	X	=> Q22A

Q20:

Q20. In a typical month with no snow on the ground, how many days do you walk from your home to a destination for social or personal reasons, such as those we just discussed? (PROMPT: Places such as <dumml> <dumm2> <dumm3> <dumm4> <dumm5> <dumm6>)

\$R 1 30	
None.....	00
Don't know / No response	88

Q21:

Q21. And in a typical month with snow on the ground, how many days do you walk to any of these places? (PROMPT: Places such as <dumml> <dumm2> <dumm3> <dumm4> <dumm5> <dumm6>)

\$R 1 30	
None.....	00
Don't know / No response	88

Appendix A

Q22A:

Q22A. In a typical month with no snow on the ground, on how many days did you walk, run, or jog outdoors for pleasure or exercise in the following area.....Your neighbourhood

\$R 1 30

None.....	00
Don't know.....	88
No response.....	99

Q22B:

Q22B. In a typical month with no snow on the ground, on how many days did you walk, run, or jog outdoors for pleasure or exercise in the following area.....Another neighbourhood where you had to travel to by driving or other transportation first?

\$R 1 30

None.....	00
Don't know.....	88
No response.....	99

Q23A:

Q23A. And in a typical month with snow on the ground, on how many days did you walk, run, or jog outdoors for pleasure or exercise in the following area.....Your neighbourhood?

\$R 1 30

None.....	00
Don't know.....	88
No response.....	99

Q23B:

Q23B. And in a typical month with snow on the ground, on how many days did you walk, run, or jog outdoors for pleasure or exercise in the following area.....Another neighbourhood where you had to travel by driving or other transportation first?

\$R 1 30

None.....	00
Don't know.....	88
No response.....	99

Q24:

Q24. Now I'm going to read some statements about your interests in walking. Thinking of walking for transportation purposes such as, commuting to work or school, shopping, running errands or visiting friends, which of these statements best describes your interest in walking?(READ RESPONSES)

I already walk as often as I want to	2
I walk a lot, but would like to walk more.....	3
I do not walk often, but would like to walk more.....	4
I have no interest whatsoever in walking as a form of transportation	1
(DO NOT READ) Don't know/No response.....	8
(DO NOT READ) No response.....	9

Appendix A

Q25:

Q25. I'd like you to think about all possible walking trips including to work, school, shop, visit friends or for exercise. What are the reasons you do not walk more often? Are there any other reasons?

Reasons (specify).....	66	O
Don't know.....	88	X
No response.....	99	X

Q26:

Q26. If you wanted to encourage a family member or friend to walk instead of using other forms of transportation, what would you say to convince them?

Response (specify).....	66	O
Don't know.....	88	X
No response.....	99	X

Q27X:

Q27X. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

CONTINUE	1	D
----------------	---	---

Q27:

invalid -> Q36

Q27. Walking is an extremely important part of my life. Do you... (READ RESPONSES)

Strongly agree.....	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know.....	8
No response.....	9

Q28:

Q28. I feel safe walking by myself in my neighbourhood during the day. Do you... (READ RESPONSES)

Strongly agree.....	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know.....	8
No response.....	9

Appendix A

Q29:

Q29. I feel safe walking by myself downtown during the day. Do you... (READ RESPONSES)

Strongly agree.....	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know.....	8
No response.....	9

Q30:

Q30. I feel safe walking by myself in my neighbourhood at night. Do you... (READ RESPONSES)

Strongly agree.....	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know.....	8
No response.....	9

Q31:

Q31. I feel safe walking by myself downtown at night. Do you... (READ RESPONSES)

Strongly agree.....	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know.....	8
No response.....	9

Q32:

Q32. I feel comfortable walking for longer distances. Do you... (READ RESPONSES)

Strongly agree.....	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know.....	8
No response.....	9

Appendix A

Q33:

Q33. Walking is a good way to get fit and stay healthy. Do you... (READ RESPONSES)

Strongly agree	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know	8
No response.....	9

Q34:

Q34. Calgary is a good city for walking. Do you... (READ RESPONSES)

Strongly agree	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know	8
No response.....	9

Q35:

Q35. Walking reduces my impact on the environment. Do you... (READ RESPONSES)

Strongly agree	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know	8
No response.....	9

Q36:

Q36. Walking is a convenient way of getting around. Do you... (READ RESPONSES)

Strongly agree	4
Somewhat agree.....	3
Somewhat disagree.....	2
Strongly disagree.....	1
Don't know	8
No response.....	9

Q37:

Q37. Why don't you always feel safe walking alone in your neighbourhood?

=> /+1***ERR
if Q28=3,4,8,9 AND Q30=3,4,8,9

Response (specify).....	66	O
Don't know	88	X
No response.....	99	X

Appendix A

Q38X:

Q38X. I'm going to read some possible changes. As I read each, tell me if you would walk much more often, more often, somewhat more often, or not change how much you walk if the change was made.

CONTINUE1 D

Q38:

invalid -> Q53

Q38. Improving access to bus stops or C-Train Stations. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....3
More often.....2
Somewhat more often.....1
No change in behaviour.....0
Don't know.....8
No response.....9

Q39:

Q39. On busy streets, separating sidewalks from the traffic with a buffer. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....3
More often.....2
Somewhat more often.....1
No change in behaviour.....0
Don't know.....8
No response.....9

Q40:

Q40. Making it easier and safer to cross the street. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....3
More often.....2
Somewhat more often.....1
No change in behaviour.....0
Don't know.....8
No response.....9

Appendix A

Q41:

Q41. Providing traffic lights at more intersections to assist in crossing roads. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q42:

Q42. Ensuring sidewalks, paths, and streets are well lit. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q43:

Q43. Continuing sidewalks and pathways to fill in gaps. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q44:

Q44. Ensuring snow is cleared off sidewalks and pathways in winter. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Appendix A

Q45:

Q45. Improving existing sidewalks and pathways, such as widening them or making sure they are smooth. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q46:

Q46. Have more wheelchair ramps at intersections. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q47:

Q47. Better signage to help find my way. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q48:

Q48. Benches to rest along my route. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Appendix A

Q49:

Q49. Build new sidewalks and pathways in my neighbourhood. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q50:

Q50. Having more businesses or destinations in my neighbourhood. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q51:

Q51. Reducing vehicle speeds in my neighbourhood. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q52:

Q52. Landscaping and more trees around sidewalks and pathways to improve visual appeal. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Appendix A

Q53:

Q53. Prohibiting right hand turns on red in areas of high pedestrian activity. (PROMPT: If this change was made would you walk much more often, more often, somewhat more often, or no change in behaviour?)

Much more often.....	3
More often.....	2
Somewhat more often.....	1
No change in behaviour.....	0
Don't know.....	8
No response.....	9

Q54:

Q54. And finally, a few background questions. We use this information only to ensure that our sample is representative of Calgary's population. But, if there are any questions you'd prefer not to answer, please let me know. Do you have a health, physical, or sensory issue that limits your ability to walk?

Yes.....	1	
No.....	0	=> Q57
No response.....	9	=> Q57

Q55:

Q55. Do you use a mobility aid such as a wheelchair, walker, or cane?

Yes.....	1
No.....	0
No response.....	9

Q57:

Q57. And, finally, I'm going to read some broad income categories. Please stop me when I read the category that comes closest to your total household income.

Under \$20,000.....	1
\$20,000 to \$40,000.....	2
\$40,000 to \$70,000.....	3
\$70,000 to \$100,000.....	4
\$100,000 to \$125,000.....	5
Over \$125,000.....	6
Don't Know.....	8
Refused.....	9



Appendix A

GENDR:

RECORD GENDER - DO NOT ASK

Those are all the questions I have - Thank you very much for your time and cooperation.

IF REQUESTED: If you have any questions or concerns about the collection or use of this information, please contact 311 or Kristen Brown, Research Coordinator at 403-268-8104.

RECORD GENDER:

Female	1
Male.....	2
Undetermined.....	3
