Research Report

ACCS 2011 WalkArlington Study

October 2011
Study Goals and Objectives
Study Goals and Objectives

• Gauge awareness and satisfaction of WalkArlington and its individual services

• Understand where walkers are getting their information about walking in Arlington County

• Understand the impact that WalkArlington has had among those walking in Arlington County

• Investigate the potential for new services

• Make comparisons, where possible, to the 2008 WalkArlington study
Methodology
Methodology

There were two main approaches for gathering respondents for this study: trail intercepts and the online survey.

**Trail intercepts** - Walkers were approached on biking and walking trails and asked if they would be willing to participate in a very brief survey. After completing the intercept survey, respondents were asked if they would be willing to participate in a follow-up online survey.
- Trail intercepts were conducted on Wednesday, July 6 and Saturday, July 9.

**Online survey** - The online survey was used for both those who participated in the intercept survey and those whose email addresses WalkArlington had on file. Additionally, online banner ads for the survey were placed on Arlington County websites to drive people to the online survey.
- The online survey was available from June 21 to July 30.

There were 985 respondents, making the margin of error +/- 3.11%.
Two-Thirds Were Driven to the Survey by ARLnow.com

Q59a. From which of the following sources did you learn about this survey?

- ARLnow.com: 66%
- Email from SIR Research: 13%
- WalkArlington: 4%
- Trail intercept with SIR Research: 3%
- Arlington County website: 2%
- BikeArlington: 1%
- Car Free Diet: 1%
- Arlington County Commuter Services: 1%
- Not sure: 3%
- Other: 11%

n = 975
Research Warning

The respondent profiles for the 2008 wave and the 2011 wave of the study are very different.

Making any comparisons between the two waves is risky and any such conclusions should be considered directional only.
Respondent Profile
# Demographic Profile

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Total</th>
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<tbody>
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<tr>
<td>Employed full-time</td>
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<tr>
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<tr>
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<td>36%</td>
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<tr>
<td>Demographic</td>
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</tr>
<tr>
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<tr>
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<td>91%</td>
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<td>59%</td>
</tr>
<tr>
<td>Female</td>
<td>36%</td>
</tr>
</tbody>
</table>
The Majority of Respondents Are Employed Full-time

- Employed full-time: 82%
- Employed part-time: 7%
- Not employed: 11%

Q1. Are you currently employed outside your home, either part-time or full-time?
About One-Third Work in Arlington County

- Works in Arlington: 34%
- Does not work in Arlington: 66%

Q51: What is your work zip code?

n = 847
Nine in Ten Live in Arlington County
Of Those Who Live in the County, More Than Two-Thirds Have Lived There for More Than 10 Years

- Less than 2 years: 16%
- 2-5 years: 29%
- 6-10 years: 18%
- More than 10 years: 37%
- Arlington resident: 91%
- Non-resident: 9%

Q47. How long have you lived in the county?
Q46. What is your home zip code?
Nearly Two-Thirds of Respondents Are Male

- 59% Male
- 36% Female
- 5% Prefer not to answer

Q59. Are you: n = 985
The Mean Age for Respondents Is 39

Millennials
1983 or later

Generation X
1965-1982

Baby Boomers
1945-1964

Silent/GI
1944 or earlier

Q54. In what year were you born?

n = 954
Nearly all (98%) speak English at home. One percent speak Spanish and 1% speak another language.

About Eight in Ten Respondents Are Caucasian

- White, non-Hispanic: 81%
- Asian: 4%
- Hispanic/Latino: 3%
- African American/Black: 1%
- American Indian/Alaska Native: 0%
- Native Hawaiian/Other Pacific Islander: 0%
- Other: 2%
- Prefer not to answer: 9%

Q55. Which of the following best describes your racial background?

Q56. What is the primary language spoken in your household?
The Mean Income is $102,000

Q58. Which category best represents your household’s total annual income?

- Less than $30,000: 2%
- $30,000-$59,999: 13%
- $60,000-$99,999: 22%
- $100,000-$120,000: 11%
- More than $120,000: 33%
- Don’t know: 1%
- Prefer not to answer: 18%

n = 984
10 Key Findings
Most respondents walk at least a couple times a week and about half walk daily. Overall, most respondents walk for exercise and/or enjoyment and recreation. Younger respondents, however, are more likely to walk to save money or because they have no access to other transportation.
More Than Eight in Ten Walk at Least a Couple of Times a Week

Q2. How often do you make a trip entirely by walking for any purpose?

n = 985
Respondents Walk About as Frequently in 2011 as They Did in 2008

Research Warning: Respondent profiles in the two waves are not consistent. Comparisons between the two waves should be made very cautiously.

How often do you make a trip entirely by walking for any purpose?

- Daily: 57% (2008) vs. 54% (2011)
- A couple of times a week: 28% (2008) vs. 32% (2011)
- Once a week: 9% (2008) vs. 7% (2011)
- At least once a month, but not weekly: 4% (2008) vs. 5% (2011)
- Less than once a month/rarely: 2% (2008) vs. 2% (2011)
Nearly Two-Thirds Say They Walk the Clarendon Area Most Often

Q6. In what Arlington area(s) or location(s) do you bike most often?

Arlington = 900
Non-Arlington = 85

Note: Values do not add to 100%. Respondents were able to choose more than one response.
Those Intercepted on the Trails Are More Likely to Walk on the Multi-Use Trails

Note: Values do not add to 100%. Respondents were able to choose more than one response.

Q6. In what Arlington area(s) or location(s) do you bike most often?

- Clarendon
  - Received E-mail: 48%
  - Trail Intercept: 32%
- Ballston
  - Received E-mail: 39%
  - Trail Intercept: 42%
- Multi-use trails
  - Received E-mail: 61%
  - Trail Intercept: 38%
- Court House
  - Received E-mail: 26%
  - Trail Intercept: 36%
- Virginia Square
  - Received E-mail: 16%
  - Trail Intercept: 23%
- Rosslyn
  - Received E-mail: 23%
  - Trail Intercept: 29%
- Columbia Pike
  - Received E-mail: 18%
  - Trail Intercept: 23%
- Shirlington
  - Received E-mail: 16%
  - Trail Intercept: 16%
- East Falls Church
  - Received E-mail: 15%
  - Trail Intercept: 13%
- South Arlington
  - Received E-mail: 6%
  - Trail Intercept: 13%
- North Arlington
  - Received E-mail: 6%
  - Trail Intercept: 13%
- West Arlington
  - Received E-mail: 11%
  - Trail Intercept: 11%
- Pentagon/Pentagon City
  - Received E-mail: 10%
  - Trail Intercept: 16%
- Crystal City/National Airport
  - Received E-mail: 9%
  - Trail Intercept: 16%
- Other
  - Received E-mail: 0%
  - Trail Intercept: 9%

E-mail = 128
Intercept = 31
Running Errands and Exercise/Recreation Are the Main Types of Walking Trips Taken

- To run errands: 79%
- Exercise or recreation: 78%
- For social activities: 67%
- To go to lunch during the work day: 51%
- As part of my commute to and from work: 47%
- To visit friends or family: 38%
- To get to and from work: 21%
- To attend business meetings: 16%
- Other: 10%

Note: Values do not add to 100%. Respondents were able to choose more than one response.

Q4. For what types of trips do you typically walk?

56% walk for part of or all of their commute to and from work.
Millennials Are Significantly More Likely to Walk for Transportation While Older Generations Are More Likely to Walk for Exercise or Recreation

Q4. For what types of trips do you typically walk?

- To run errands
  - Baby Boomers: 71%, Generation X: 46%, Millennials: 41%
  - Baby Boomers: 80%, Generation X: 53%, Millennials: 50%
  - Baby Boomers: 87%, Generation X: 61%, Millennials: 58%

- For social activities
  - Baby Boomers: 72%, Generation X: 70%, Millennials: 72%
  - Baby Boomers: 81%, Generation X: 78%, Millennials: 71%
  - Baby Boomers: 82%, Generation X: 78%, Millennials: 81%

- Exercise or recreation
  - Baby Boomers: 70%, Generation X: 70%, Millennials: 70%
  - Baby Boomers: 78%, Generation X: 78%, Millennials: 78%
  - Baby Boomers: 82%, Generation X: 82%, Millennials: 82%

- To go to lunch during the work day
  - Baby Boomers: 45%, Generation X: 35%, Millennials: 34%
  - Baby Boomers: 53%, Generation X: 37%, Millennials: 37%
  - Baby Boomers: 61%, Generation X: 45%, Millennials: 45%

- As part of my commute to and from work
  - Baby Boomers: 29%, Generation X: 21%, Millennials: 15%
  - Baby Boomers: 15%, Generation X: 10%, Millennials: 10%
  - Baby Boomers: 0%, Generation X: 0%, Millennials: 0%

- To visit friends and family
  - Baby Boomers: 34%, Generation X: 37%, Millennials: 45%
  - Baby Boomers: 34%, Generation X: 37%, Millennials: 45%
  - Baby Boomers: 34%, Generation X: 37%, Millennials: 45%

- To get to and from work
  - Baby Boomers: 21%, Generation X: 29%, Millennials: 29%
  - Baby Boomers: 21%, Generation X: 29%, Millennials: 29%
  - Baby Boomers: 21%, Generation X: 29%, Millennials: 29%

Note: Values do not add to 100%. Respondents were able to choose more than one response.

n = 985
Exercise is the Main Motivation for Walking

Exercise: 83%
Enjoyment/Recreation: 75%
Health: 67%
Save money: 47%
Help the environment: 45%
Faster than driving: 43%
No access to other transportation: 12%
Other: 14%

Q5. For those trips that you choose to walk, what is your motivation to walk?

Note: Values do not add to 100%. Respondents were able to choose more than one response.
Q5. For those trips that you choose to walk, what is your motivation to walk? (Other Option)

Note: Values do not add to 100%. Respondents were able to choose more than one response.

- Parking issues/cost/difficulties: 48%
- Dog needs exercise: 12%
- Do not own a car: 9%
- Less Stressful: 9%
- Faster than transit: 6%
- Going drinking: 3%
- MSC: 13%

n = 123
**Millennials Are More Likely to Walk to Save Money, Get There Faster and Because They Have No Other Transportation**

Note: Values do not add to 100%. Respondents were able to choose more than one response.

Q5. For those trips that you choose to walk, what is your motivation to walk?

- **Baby Boomers**
  - Exercise: 84%
  - Save money: 63%
  - Health: 69%
  - Faster than driving: 53%
  - Help the environment: 45%
  - No access to other transportation: 20%

- **Generation X**
  - Exercise: 74%
  - Save money: 45%
  - Health: 69%
  - Faster than driving: 53%
  - Help the environment: 45%
  - No access to other transportation: 20%

- **Millennials**
  - Exercise: 90%
  - Save money: 63%
  - Health: 75%
  - Faster than driving: 53%
  - Help the environment: 45%
  - No access to other transportation: 20%

**n = 985**
In general, messaging should highlight exercise and recreation benefits. Messaging directed at younger walkers, however, should also highlight the cost savings and efficiency benefits of walking as a means of transportation.
Half of respondents report walking to work or as part of their commute, yet only about a quarter report that their employer offers programs to encourage walking.
Recall, Slightly More Than Half of Respondents Report Sometimes Walking to Work or as Part of Their Commute to Work

- To run errands: 79%
- Exercise or recreation: 78%
- For social activities: 67%
- To go to lunch during the work day: 51%
- As part of my commute to and from work: 47%
- To visit friends or family: 38%
- To get to and from work: 21%
- To attend business meetings: 16%
- Other: 10%

56% walk for part of or all of their commute to and from work.

Q4. For what types of trips do you typically walk?

n = 985

Note: Values do not add to 100%. Respondents were able to choose more than one response.
Six in Ten Employed Respondents Walk at Least Part of the Way to Work at Least Once a Week

Q10. How often do you walk to or from work or as part of your commute to or from work?

- Daily: 50%
- A couple times a week: 11%
- Once a week: 2%
- At least once a month, but not weekly: 5%
- Less than once a month: 6%
- Never: 27%

n = 873
But in Terms of What They Do for the Longest Part of Their Trip, Only About 15% Report Walking Most Days

Q48. What type of transportation do you use to get to/from work most days in a typical week? (Please check only one. If you use more than one type on a particular day, count the one you use for the longest distance part of your trip.)

- Drive alone: 32%
- Train: 30%
- Walk: 15%
- Bus: 6%
- Carpool: 5%
- Bicycle: 4%
- Telework: 4%
- Train and bus combination: 4%
- Other: 2%

n = 877

Southeastern Institute of Research
Four in Ten Respondents Use a Different Form of Transportation at Least a Few Times a Month

More often than two days per week: 9%
Two days per week: 7%
One day a week: 6%
A few times per month: 21%
Once per month: 7%
A few times a year: 22%
Never: 25%
Other: 2%
Don't know: 1%

Q49. How often do you typically use any other type of transportation to get to work, other than the one you just indicated?

n = 877
Nine in Ten Respondents Who Walk the Entire Way to Work, Walk Less Than Four Miles One Way to Work

The Mean Distance for Walking to Work Is 1.5 Miles

- Less than 1 mile: 44%
- 1 to 3 miles: 47%
- 4 to 6 miles: 7%
- 7 to 9 miles: 1%
- 10 or more miles: 0%

Total: 91%

Typical one way distance to work by those who walk their entire commute.
Half of Respondents Walk One Mile or Less One Way to Work as Part of Their Commute

The Mean Distance for Walking to Work Is 1.1 Miles

Q15. What is the distance you walk as part of your entire commute?

<table>
<thead>
<tr>
<th>Distance</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a mile</td>
<td>50%</td>
</tr>
<tr>
<td>1-2 miles</td>
<td>36%</td>
</tr>
<tr>
<td>2-3 miles</td>
<td>9%</td>
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<td>3-4 miles</td>
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<tr>
<td>4-5 miles</td>
<td>1%</td>
</tr>
<tr>
<td>5 miles or more</td>
<td>1%</td>
</tr>
</tbody>
</table>
Nearly Three-Fourths Travel Less Than 20 Minutes by Foot to Get to Work

The Mean Travel Time Is 19.7 Minutes

- Less than 10 minutes: 33%
- 11-20 minutes: 39%
- 21-30 minutes: 15%
- 31-45 minutes: 8%
- 46 or more: 4%

Q12. How much time does the walking part of your entire commute take?

n = 449
Less Than One-Quarter Report Assistance, Information, or Facilities to Encourage Walking to Work Offered by Employers

Q11. Does your employer or your building offer any facilities, information or assistance to encourage walking to work?

- Yes: 18%
- No: 59%
- Don't know: 23%

n = 644

Southeastern Institute of Research
Implication

Continue to encourage employers to offer assistance and information to help employees walk to work—only a quarter report that their employer currently does so.
Sharing the way with vehicles is the highest safety concern both at night and during the day.
Respondents Generally Feel Safe Walking in the Day

The Most Concern About Safety in the Day Is
Sharing the Way with Vehicles

- Sharing the way with vehicles: 36% Safe, 55% Unsafe
- Sharing trails/sidewalks with bicycles: 18% Safe, 71% Unsafe
- Crime: 3% Safe, 91% Unsafe

Q8. How safe you feel in regards to each of the following when you walk during the day?

n = 985
Concerns About Safety Intensify Slightly When Walking at Night

Q8. How safe do you feel in regard to each of the following when you walk during the evening or at night?

- Sharing the way with vehicles
  - Safe: 47%
  - Unsafe: 40%

- Sharing trails/sidewalks with bicycles
  - Safe: 29%
  - Unsafe: 53%

- Crime
  - Safe: 26%
  - Unsafe: 62%

n = 868

Southeastern Institute of Research

LDA Consulting
Women Are Significantly Less Likely to Feel Safe at Night Than Men

Note: Percentages indicate those reporting they feel safe.

Q8. How safe do you feel in regard to each of the following when you bike during the evening or at night?

- **Sharing the way with vehicles**
  - Women: 37%
  - Men: 43%

- **Sharing the trails/sidewalks with bicycles**
  - Women: 46%
  - Men: 59%

- **Crime**
  - Women: 51%
  - Men: 78%

n = 868
More Than Half Say They Encounter Aggressive or Inattentive Drivers as a Safety Issue When Walking

A Quarter Encounter Aggressive or Inattentive Cyclists

Q9. What safety issues, if any, do you encounter when walking?

- Aggressive or inattentive drivers: 54%
- Crossing the street: 49%
- Aggressive or inattentive cyclists: 23%
- Fear of getting mugged/harassed: 14%
- Sidewalk/conditions/maintenance: 13%
- Narrow or no sidewalk: 12%
- Lighting: 11%
- Other: 5%
- None in particular: 5%

Note: Values do not add to 100%. Respondents were able to choose more than one response.

n = 781
Implication

Continue to encourage drivers and cyclists to be attentive and respectful of walkers. Educate walkers on the rules of the road and how to remain safe when maneuvering along the roadways, and offer tips—particularly to women—on avoiding crime at night.
About a fifth of respondents are aware of WalkArlington, yet fewer report that they are familiar with it. Usage among those aware of WalkArlington and its services is fairly high.
When Asked What Sources They Use to Get Information About Walking in Arlington, Many Do Not Use Any Particular Source

Note: Values do not add to 100%. Respondents were able to choose more than one response.

Q18. What information sources do you commonly use to get information on walking in Arlington County?

- Google: 18%
- Maps/brochures/newsletters: 11%
- County website: 8%
- Internet/email: 8%
- WalkArlington: 7%
- ARLnow.com: 6%
- Other county websites: 4%
- Word of mouth: 3%
- Other: 10%
- None in particular: 44%
- Don't know: 1%

n = 691
Nearly Half of Respondents Are Aware of WalkArlington/WalkArlington.com

Q20. Following is a list of transportation organizations and services available in Arlington. In the first column, check all the organizations or services you have used. For those you have not used, please indicate if you are aware of them.

WalkArlington/walkarlington.com: 44%

Pacer Newsletter: 23%

Emails from WalkArlington: 20%

n = varies
Trail Intercept Respondents, However, Were Much Less Aware of WalkArlington

Note: Graph represents the percentage of respondents who “have used” services and who “have not used services, but are aware” to demonstrate awareness.

<table>
<thead>
<tr>
<th>Method</th>
<th>Email Survey</th>
<th>WalkArlington.com</th>
<th>Pacer Newsletter</th>
<th>Emails from WalkArlington</th>
</tr>
</thead>
<tbody>
<tr>
<td>WalkArlington/walkarlington.com</td>
<td>79%</td>
<td>68%</td>
<td>51%</td>
<td>38%</td>
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<tr>
<td></td>
<td></td>
<td>26%</td>
<td>37%</td>
<td>34%</td>
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<td></td>
<td>Email Survey</td>
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<td>Percentage</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>20%</td>
<td>40%</td>
<td>60%</td>
<td>80% 100%</td>
</tr>
</tbody>
</table>

n = varies

Awareness by what method drove them to the survey.
A Third of Those Who Are Aware Are Familiar with WalkArlington

Note: Data represents the level of familiarity among those who are aware of WalkArlington.

Q21. How familiar are you with WalkArlington?

n = 436
Not Surprisingly, Familiarity Is Much Higher Among Those Who Have Used WalkArlington Services

Q21. How familiar are you with WalkArlington?

- 5-Very familiar: 26%
- 4: 26%
- 3: 31%
- 2: 33%
- 1-Not at all familiar: 39%

Note: Data represents the level of familiarity among those who are aware of WalkArlington.

n = 436
Six in Ten of Those Who Received an Email Invitation to the Survey Say They Are Familiar with WalkArlington

Familiarity by method of receiving survey.

Note: Data represents the level of familiarity by how the respondents received the survey.

n = 436

Southeastern Institute of Research
Respondents in 2011 Are More Likely to Be Familiar with WalkArlington

Note: To make an accurate comparison, the 2011 data represents only those who received an email invitation to the survey.

Research Warning:
Respondent profiles in the two waves are not consistent. Comparisons between the two waves should be made very cautiously.

How familiar are you with WalkArlington?

- 1-Not at all Familiar
- 2
- 3
- 4
- 5-Very Familiar

2008 2011

Southeastern Institute of Research
One in Five Have **Used** WalkArlington Services

<table>
<thead>
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<th></th>
<th>Have used in the past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
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</thead>
<tbody>
<tr>
<td>WalkArlington</td>
<td>21%</td>
<td>23%</td>
<td>56%</td>
</tr>
<tr>
<td>BikeArlington</td>
<td>20%</td>
<td>39%</td>
<td>41%</td>
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<td>Pacer E-Newsletter</td>
<td>11%</td>
<td>12%</td>
<td>77%</td>
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<tr>
<td>Emails from WalkArlington</td>
<td>7%</td>
<td>13%</td>
<td>80%</td>
</tr>
<tr>
<td>BikeArlington Twitter Feed</td>
<td>4%</td>
<td>15%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Q20. Following is a list of transportation organizations and services available in Arlington. In the first column, check all the organizations or services you have used. For those you have not used, please indicate if you are aware of them.

n = 985
Older Respondents and Respondents Who Are Not Currently Employed Are More Likely to Use WalkArlington Services

<table>
<thead>
<tr>
<th>Category</th>
<th>% using WalkArlington services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>19%</td>
</tr>
<tr>
<td>Female</td>
<td>22%</td>
</tr>
<tr>
<td><strong>Generation</strong></td>
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</tr>
<tr>
<td>Millennials</td>
<td>8%</td>
</tr>
<tr>
<td>Gen X</td>
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<tr>
<td>Baby Boomers</td>
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<tr>
<td><strong>Income</strong></td>
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<tr>
<td>Less than $60K</td>
<td>18%</td>
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<tr>
<td>$60K to $120K</td>
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<tr>
<td>$120K or higher</td>
<td>23%</td>
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<tr>
<td><strong>Employment</strong></td>
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<tr>
<td>Employed</td>
<td>19%</td>
</tr>
<tr>
<td>Not employed</td>
<td>38%</td>
</tr>
</tbody>
</table>
Nearly Half of Those Who Have Heard of WalkArlington, Have Used Its Services

- Pacer Newsletter: 49%
- WalkArlington: 48%
- BikeArlington: 34%
- Emails from WalkArlington: 34%
- BikeArlington Twitter Feed: 19%

Q20. Following is a list of transportation organizations and services available in Arlington.

n = 985
Two-Thirds Have Used WalkArlington Services One to Five Times in the Past Year

Q33. In the past year, about how many times have you used at least one of the WalkArlington services listed?

n = 263

Note: Graph represents only those who have used WalkArlington services.
Respondents Have Also Used a Number of Other ACCS Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Have Used in the Past</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metro/WMATA</td>
<td>93%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Arlington Transit (ART)</td>
<td>45%</td>
<td>50%</td>
<td>5%</td>
</tr>
<tr>
<td>The Commuter Store</td>
<td>31%</td>
<td>47%</td>
<td>22%</td>
</tr>
<tr>
<td>CommuterPage.com</td>
<td>19%</td>
<td>29%</td>
<td>52%</td>
</tr>
<tr>
<td>Arlington County Commuter Services</td>
<td>13%</td>
<td>33%</td>
<td>54%</td>
</tr>
<tr>
<td>Arlington's Car Free Diet</td>
<td>12%</td>
<td>62%</td>
<td>26%</td>
</tr>
<tr>
<td>Commuter Connections</td>
<td>12%</td>
<td>39%</td>
<td>49%</td>
</tr>
<tr>
<td>Capital Bikeshare</td>
<td>10%</td>
<td>80%</td>
<td>10%</td>
</tr>
<tr>
<td>Washington Area Bike Forum</td>
<td>8%</td>
<td>24%</td>
<td>68%</td>
</tr>
<tr>
<td>Virginia Railway Express</td>
<td>5%</td>
<td>79%</td>
<td>15%</td>
</tr>
<tr>
<td>CommuterDirect.com</td>
<td>5%</td>
<td>24%</td>
<td>72%</td>
</tr>
<tr>
<td>Car Free Diet YouTube Channel</td>
<td>3%</td>
<td>24%</td>
<td>72%</td>
</tr>
<tr>
<td>TeleworkVA!</td>
<td>1%</td>
<td>11%</td>
<td>88%</td>
</tr>
</tbody>
</table>

Q20. Following is a list of transportation organizations and services available in Arlington. In the first column, check all the organizations or services you have used. For those you have not used, please indicate if you are aware of them.
Q31. How did you first learn about WalkArlington?

n = 412
One-Quarter of Those Who Do Not Currently Use WalkArlington Services Are Likely to Use Them in the Future

Note: Graph represents only those who have NOT used WalkArlington services.

Q41. How likely are you to use WalkArlington services in the future?

- Very likely: 7%
- 4
- 3
- 2
- Not at all likely: 17%
- Don't know: 10%

n = 554

Southeastern Institute of Research
Implication

There is room to increase awareness and usage of WalkArlington among walkers in Arlington. Many of those who have not used WalkArlington services say that they would be likely to in the future, but low awareness among the general population of walkers may be a hurdle.
Those who have used WalkArlington are more likely to walk for enjoyment/recreation than those who have not used WalkArlington.
Those Who Have Used WalkArlington Services Walk About as Often as Those Who Have Not

Q2. How often do you make a trip entirely by walking for any purpose?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Have Used WalkArlington</th>
<th>Have NOT Used WalkArlington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>55%</td>
<td>53%</td>
</tr>
<tr>
<td>A couple of times a week</td>
<td>30%</td>
<td>33%</td>
</tr>
<tr>
<td>Once a week</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>At least once a month, but not weekly</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>0%</td>
<td>2%</td>
</tr>
</tbody>
</table>

n = 985
Those Who Have Used WalkArlington Are More Likely to Walk for Exercise or Recreation

**Q4. For what types of trips do you typically walk?**

Note: Values do not add to 100%. Respondents were able to choose more than one response.

- **For exercise or recreation:**
  - Have Used WalkArlington: 75%
  - Have NOT Used WalkArlington: 80%

- **To run errands:**
  - Have Used WalkArlington: 74%
  - Have NOT Used WalkArlington: 80%

- **For social activities:**
  - Have Used WalkArlington: 54%
  - Have NOT Used WalkArlington: 70%

- **To go to lunch during the work day:**
  - Have Used WalkArlington: 47%
  - Have NOT Used WalkArlington: 52%

- **As part of my commute to and from work:**
  - Have Used WalkArlington: 38%
  - Have NOT Used WalkArlington: 49%

- **To visit friends and family:**
  - Have Used WalkArlington: 36%
  - Have NOT Used WalkArlington: 38%

- **To get to and from work:**
  - Have Used WalkArlington: 23%
  - Have NOT Used WalkArlington: 15%

- **To attend business meetings:**
  - Have Used WalkArlington: 17%
  - Have NOT Used WalkArlington: 14%

- **Other:**
  - Have Used WalkArlington: 9%
  - Have NOT Used WalkArlington: 13%

**n = 985**
People Who Have Used WalkArlington Are Motivated by Enjoyment, Health, and Helping the Environment
Those Who Have Not Used WalkArlington Are More Motivated by Saving Money and Getting There Faster

Q5. For those trips that you choose to walk, what is your motivation to walk?

- Exercise
- Enjoyment/recreation
- Health
- Help the environment
- Save money
- Faster than driving
- Other
- No access to other transportation

Note: Values do not add to 100%. Respondents were able to choose more than one response.

n = 985
Those Who Have Not Used WalkArlington Are More Likely to Walk to Work Daily

Q10. How often do you walk to or from work or as part of your commute to or from work?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Have Used WalkArlington</th>
<th>Have NOT Used WalkArlington</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td>A couple of times a week</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Once a week</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>At least once a month, but not weekly</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>13%</td>
<td>4%</td>
</tr>
<tr>
<td>Never</td>
<td>27%</td>
<td>27%</td>
</tr>
</tbody>
</table>

n = 873

Southwestern Institute of Research
Implication

Make sure that you promote the exercise and recreational aspects of walking, but there may be an opportunity to expand walking for other reasons among your current users.
Overall satisfaction with WalkArlington is high. Similarly, those who are aware of WalkArlington are likely to recommend its services to others and more than two-thirds already have.
Nearly Two-Thirds Are Satisfied Overall with WalkArlington Services

- 5-Very Satisfied: 26%
- 4: 38%
- 3: 13%
- 2: 2%
- 1-Not at all satisfied: 1%
- Don't know: 14%
- Have not used any WalkArlington services: 6%

Q36. How satisfied have you been overall with the services that you have used from WalkArlington?
When Removing Those Who Say “Don’t Know,” 8 in 10 Are Satisfied

5-Very satisfied: 33%
4-48%
3-16%
2-3%
1-Not at all satisfied: 1%

Q36. How satisfied have you been overall with the services that you have used from WalkArlington?

n = 233

Southeastern Institute of Research
Satisfaction Has Not Changed Significantly Since 2008, Though More Respondents Are Comfortable Giving a Response

Research Warning:
Respondent profiles in the two waves are not consistent. Comparisons between the two waves should be made very cautiously.

How satisfied have you been overall with the services that you have used from WalkArlington?
More Than Seven in Ten of Those Who Have Used WalkArlington Services Are Likely to Use WalkArlington Services in the Future

Q37. How likely are you to use the services of WalkArlington in the future?

n = 233
Two-Thirds of Those Who Use WalkArlington Are Likely to Recommend WalkArlington Services

Q38. How likely are you to recommend the services of WalkArlington to a friend, family member or co-worker?

n = 233

Note: Data represents likelihood to recommend WalkArlington services among those who are aware of WalkArlington.
More Than Four in Ten of Those Who Use WalkArlington Have Already Recommended WalkArlington Services

Q39. Have you ever recommended WalkArlington services to someone?

- Yes: 44%
- No: 50%
- Don't Know: 6%
- Have Not used WalkArlington: 4%

Note: Data represents recommending WalkArlington services among those who are aware of WalkArlington.

n = 233
Encourage WalkArlington users to recommend WalkArlington services to others. Many have already done so and many more report that they would.
Satisfaction with specific WalkArlington services is high, yet there is an opportunity to increase awareness and usage of such services.
Q32. Following is a list of walk services and information that WalkArlington provides or supports.

n = 985
### Usage of Specific WalkArlington Services

Varies from 1% to 15%

<table>
<thead>
<tr>
<th>Service</th>
<th>Have used</th>
<th>Have not used, but am aware</th>
<th>Am not aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkabout Route Maps</td>
<td>15%</td>
<td>14%</td>
<td>71%</td>
</tr>
<tr>
<td>WalkArlington.com website</td>
<td>15%</td>
<td>13%</td>
<td>72%</td>
</tr>
<tr>
<td>Walkabout Brochures</td>
<td>11%</td>
<td>12%</td>
<td>77%</td>
</tr>
<tr>
<td>WalkArlington Pacer e-Newsletter</td>
<td>8%</td>
<td>9%</td>
<td>83%</td>
</tr>
<tr>
<td>Walkabout Events</td>
<td>5%</td>
<td>15%</td>
<td>80%</td>
</tr>
<tr>
<td>Calendar of walking events</td>
<td>5%</td>
<td>12%</td>
<td>83%</td>
</tr>
<tr>
<td>Pedestrian safety information</td>
<td>4%</td>
<td>12%</td>
<td>84%</td>
</tr>
<tr>
<td>Walkabout Videos</td>
<td>4%</td>
<td>6%</td>
<td>90%</td>
</tr>
<tr>
<td>Walk to School Day activities</td>
<td>3%</td>
<td>13%</td>
<td>84%</td>
</tr>
<tr>
<td>Safe routes to school information</td>
<td>3%</td>
<td>12%</td>
<td>85%</td>
</tr>
<tr>
<td>Pedestrian planning information</td>
<td>2%</td>
<td>7%</td>
<td>91%</td>
</tr>
<tr>
<td>WalkArlington Walkers Meetup group</td>
<td>1%</td>
<td>11%</td>
<td>88%</td>
</tr>
<tr>
<td>Pedestrian Advisory Committee updates</td>
<td>1%</td>
<td>9%</td>
<td>90%</td>
</tr>
<tr>
<td>Walking Group Listings</td>
<td>1%</td>
<td>9%</td>
<td>90%</td>
</tr>
<tr>
<td>WalkArlington Facebook Page</td>
<td>1%</td>
<td>9%</td>
<td>90%</td>
</tr>
<tr>
<td>WalkArlington Works/Walking Workplace Assistance</td>
<td>1%</td>
<td>7%</td>
<td>92%</td>
</tr>
</tbody>
</table>
About Half of Those Who Are Aware of the Website, Walkabout Maps and the Pacer Newsletter Use These Services

- WalkArlington.com website: 53%
- Walkabout route maps: 52%
- WalkArlington Pacer e-Newsletter: 48%
- Walkabouts Brochures: 47%
- Walkabout videos: 42%
- Calendar of walking events: 27%
- Pedestrian safety information: 25%
- Walkabout events: 24%
- Pedestrian planning information: 23%
- Safe routes to school information: 20%
- Walk to School day activities: 18%
- WalkArlington Facebook page: 13%
- Pedestrian Advisory Committee: 12%
- WalkArlington Walkers Meetup: 9%
- WalkArlington Works/Walking Group listings: 8%
- Walking Group listings: 7%

Note: Graph represents the percentage of respondents who have used services among those who have heard of the services.
There Is a Gap in Knowledge About What Services WalkArlington Provides

Nearly One-Quarter Who Have Used Walkabout Route Maps Also Say They Have Never Used WalkArlington

Note: Graph represents those who have these services and also say they have not used WalkArlington.

Note: Services with an “n” of less than 40 were excluded due to small sample size.

Walkabout route maps: 22%
Walkabouts Brochures: 17%
WalkArlington.com website: 11%
WalkArlington Pacer e-Newsletter: 9%
Walkabout videos: 5%
Calendar of walking events: 4%
Walkabout events: 4%

Service usage by those who say they have used WalkArlington.

n = varies
Those Who Have Used WalkArlington Services Are Very Satisfied with Them

Q34. Based on your experience, how satisfied are you with each of the following WalkArlington services and resources?

Note: Due to dangers associated with extremely small sample sizes, services and resources with an ‘n’ of less than 40 are excluded from this analysis.

- Walkabout videos: 33% Very Satisfied, 55% 5-Very Satisfied, 88% Total
- Walkabouts Brochure: 34% Very Satisfied, 52% 5-Very Satisfied, 86% Total
- Walkabout events: 32% Very Satisfied, 49% 5-Very Satisfied, 81% Total
- Calendar of Walking Events: 49% Very Satisfied, 31% 5-Very Satisfied, 80% Total
- Walkabout route maps: 37% Very Satisfied, 42% 5-Very Satisfied, 79% Total
- WalkArlington Pace e-Newsletter: 40% Very Satisfied, 36% 5-Very Satisfied, 76% Total
- WalkArlington.com website: 41% Very Satisfied, 30% 5-Very Satisfied, 71% Total

n = varies by service
Implication

Continue to promote specific WalkArlington services. Usage and satisfaction is very high among those who are aware of them, yet there is an opportunity to increase awareness. Furthermore, many respondents, do not associate WalkArlington’s programs with WalkArlington.
Nearly half of those who have heard of WalkArlington have visited its website. Among those that have not, lack of awareness is the primary reason.
Nearly Half of Those Aware of WalkArlington Have Visited the Website at Some Point

- **Yes**: 46%
- **No**: 34%
- **Don't know**: 10%
- **Didn't know they have one**: 10%

**Q24. Have you ever visited the WalkArlington website?**

n = 433
One in Five Say They Would Be More Likely to Use the WalkArlington Website If They Knew What It Is

Knowing what it is 20%
Learning how it could help me 13%
If I was new to the area or more interested in walking 10%
Suggested routes/maps 7%
Discounts/benefits/perks 7%
Newsletter/updates 6%
Alerts/facebook/twitter links 3%
Other 11%
None in particular 17%
Don't know 13%

Q26. What would encourage you to use the WalkArlington.com website?

n = 88
Usage of the WalkArlington website is high among those who are aware of it, yet there is an opportunity to further increase awareness.
About three in ten made a change to their walking behavior since using WalkArlington services.
Three in Ten Made a Change to Their Walking Behavior Since Using WalkArlington Services

- Walk more often for non-work trips: 23%
- Started walking for non-work trips: 9%
- Walk more often for at least some portion of trip to work: 6%
- Started walking at least some portion of trip to work: 3%
- Don't know: 10%
- I have not used WalkArlington services: 9%

52% of respondents report making at least one of these changes to their walking behavior.

Q40. Since you first started using WalkArlington services, have you made any of the following changes in your biking behavior?
There Are No Statistically Significant Differences in Behavior Change Between 2008 and 2011

Research Warning:
Respondent profiles in the two waves are not consistent. Comparisons between the two waves should be made very cautiously.

Q40. Since you first started using WalkArlington services, have you made any of the following changes in your biking behavior?
Implication

Continue to encourage WalkArlington users to walk even more frequently. About three in ten report increasing their walking behavior since using WalkArlington services.
About a quarter have attended a WalkArlington event, yet two-thirds would be interested in attending in the future.
About a Quarter of Those Who Have Heard of WalkArlington Have Attended an Event

Q27. Which of the following, if any, WalkArlington events have you attended?

- I have not attended a WalkArlington event: 73%
- Neighborhood/community walking event: 11%
- WalkArlington Walkabout: 12%
- Walk and Bike to School day: 9%
- County event: 9%
- Community health fair: 9%
- Environmental event: 5%
- Workplace event: 3%
- School event: 1%

Note: Data represents attendance at WalkArlington events among those who are aware of WalkArlington.
More Than Two-Thirds Are Interested in Future Walking Events

- Neighborhood/community walking event: 38%
- WalkArlington Walkabout: 32%
- Environmental event: 29%
- County event: 22%
- Community health fair: 22%
- Walk and Bike to School day: 16%
- Workplace event: 14%
- School event: 6%
- I would not be interested in any events in the future: 32%

Note: Values do not add to 100%. Respondents were able to choose more than one response.

Q28. What type of events would you be interested in for the future?

68% of respondents report being interested in at least one type of future event.
Safety and Health Are the Most Important Walking Topics for Respondents

Q43. Which of the following walking topics are most important to you?

- Safety: 72%
- Health: 68%
- County resources for pedestrians: 28%
- Walking tours: 24%
- Events: 19%
- Schools: 11%
- Research: 8%
- Volunteer Opportunities: 7%
- Clubs and Groups: 6%
- Resources for seniors: 4%
- Resources for youth: 2%
- Resources for speakers of other languages: 1%
- Other: 7%

Note: Values do not add to 100%. Respondents were able to choose more than one response.

n = 985
Nearly Half Are Interested in Receiving a Monthly Newsletter

Q29. Would you be interested in receiving a monthly e-newsletter about walking events and news in Arlington County?

Yes: 44%
No: 56%

n = 984
Focus future WalkArlington events around safety and health. Promote the monthly newsletter as many would be interested in receiving one.
Summary of Strategic Implications
• In general, messaging should highlight exercise and recreation benefits. Messaging directed at younger walkers, however, should also highlight the cost savings and efficiency benefits of walking as a means of transportation.

• Continue to encourage employers to offer assistance and information to help employees walk to work—only a quarter report that their employer currently does so.

• Continue to encourage drivers and cyclists to be attentive and respectful of walkers. Educate walkers on the rules of the road and how to remain safe when maneuvering along the roadways, and offer tips—particularly to women—on avoiding crime at night.
• There is room to increase awareness and usage of WalkArlington among walkers in Arlington. Many of those who have not used WalkArlington services say that they would be likely to in the future, but low awareness among the general population of walkers may be a hurdle.

• Make sure that you promote the exercise and recreational aspects of walking, but there may be an opportunity to expand walking for other reasons among your current users.

• Encourage WalkArlington users to recommend WalkArlington services to others. Many have already done so and many more report that they would in the future.
• Continue to promote specific WalkArlington services. Usage and satisfaction is very high among those who are aware of them, yet there is an opportunity to increase awareness. Furthermore, many respondents, do not associate WalkArlington’s programs with WalkArlington.

• Usage of the WalkArlington website is high among those who are aware of it, yet there is an opportunity to further increase awareness.

• Continue to encourage WalkArlington users to walk even more frequently. About three in ten report increasing their walking behavior since using WalkArlington services.

• Focus future WalkArlington events around safety and health. Promote the monthly newsletter as many would be interested in receiving one.
Follow-up research can make use of the growing research panel...
About Four in Ten Say They Would Be Willing to Participate in a Research Panel

Q60. From time to time, we would like to test new ideas with an informal research panel made of people like you...would you be interested in participating on such a panel?

n = 985

Yes: 41%
No: 59%
Thank You

If you would like any additional information about this study, please contact Anna MacIntosh at SIR. Anna@SI Rresearch.com