

# Walking in Vienna

## Looking at some recent studies

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## The results are based on two recent studies:

Continuous Mobility  
Survey commissioned  
by PT-operator  
Wiener Linien:

2.000 inhabitants of  
Vienna, every year

telephone interviews,  
household travel  
survey, all days,  
24 hour travel diary,  
annual, continuous

(Omnitrend GmbH)

Study on quality of  
living 2013 comm. by  
City of Vienna:

8.400 inhabitants of  
Vienna, every 5 years

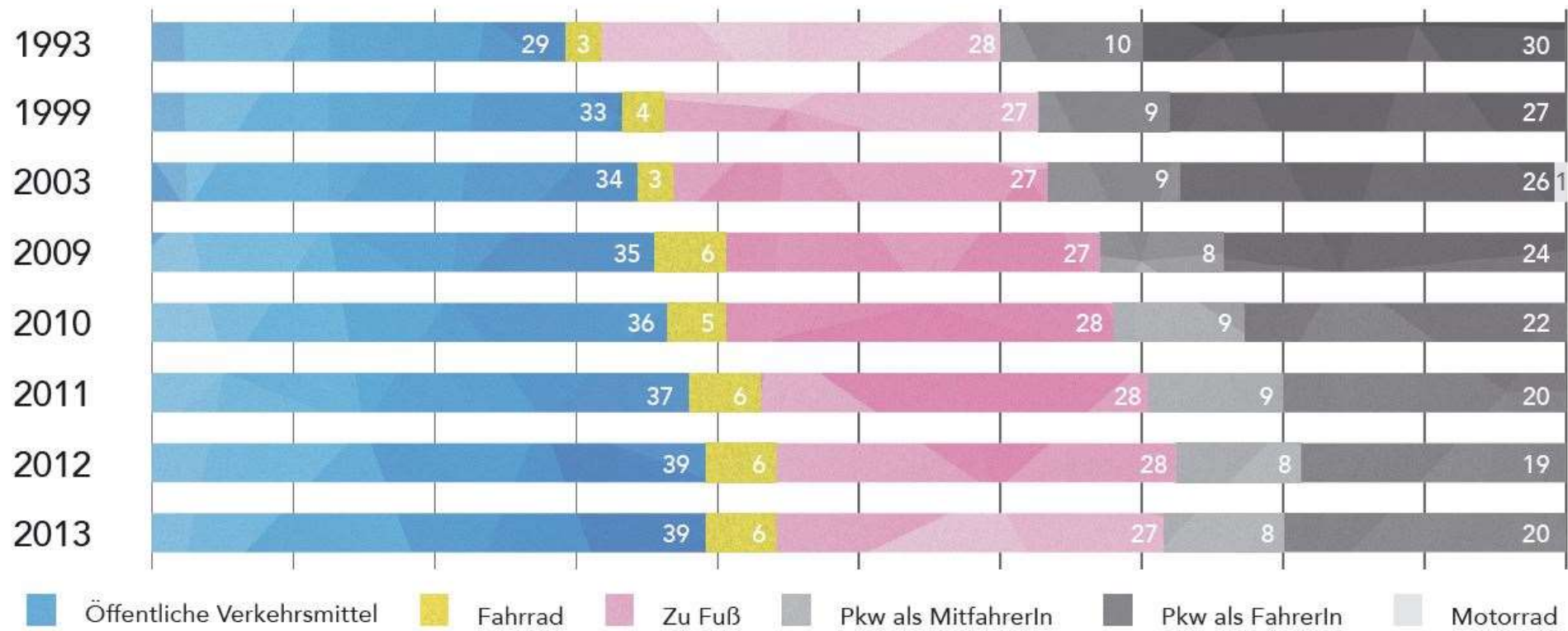
telephone  
interviews, self  
estimation of  
mobility issues

(IFES, University  
of Vienna)



# Modal share – Evaluating longterm trend and target figure

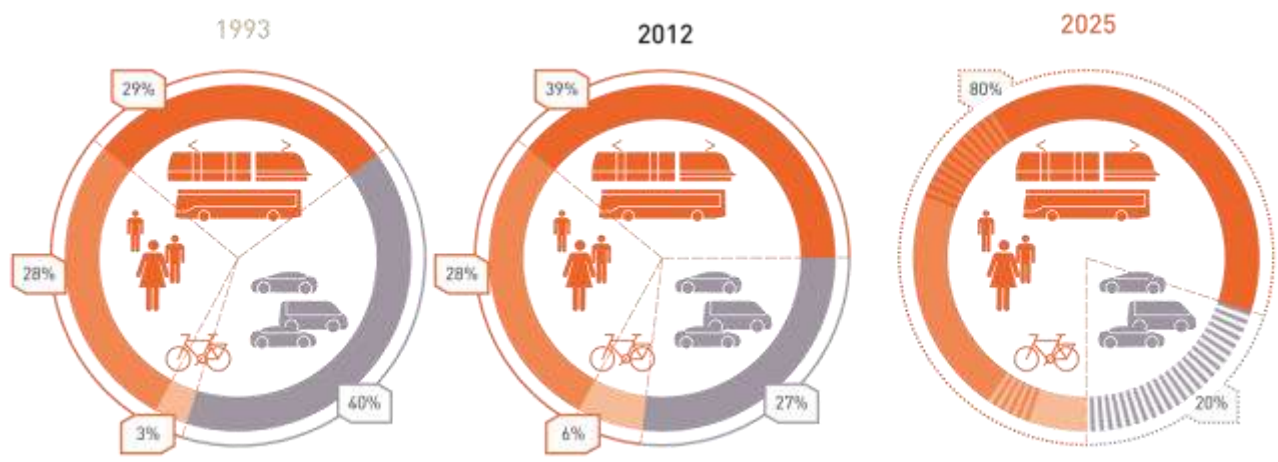
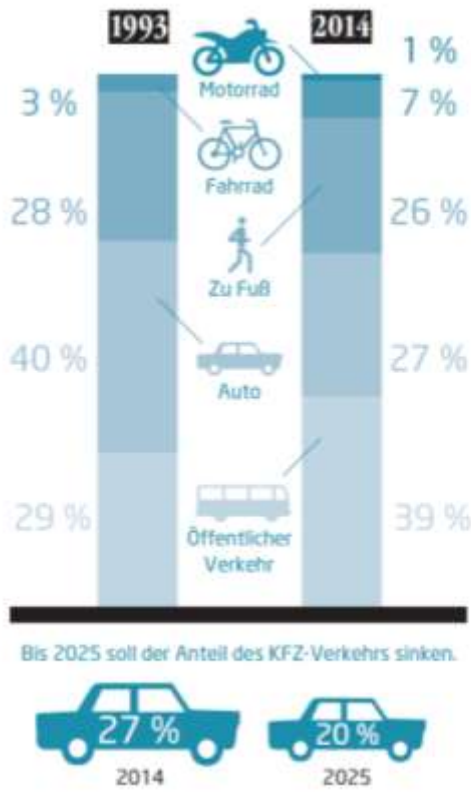
## MODAL SPLIT – VERKEHRSMITTELWAHL DER WIENERINNEN UND WIENER IN %



# Modal share – Evaluating longterm trend and target figure

overall modal share:  
simple figure for  
communicating mobility strategy

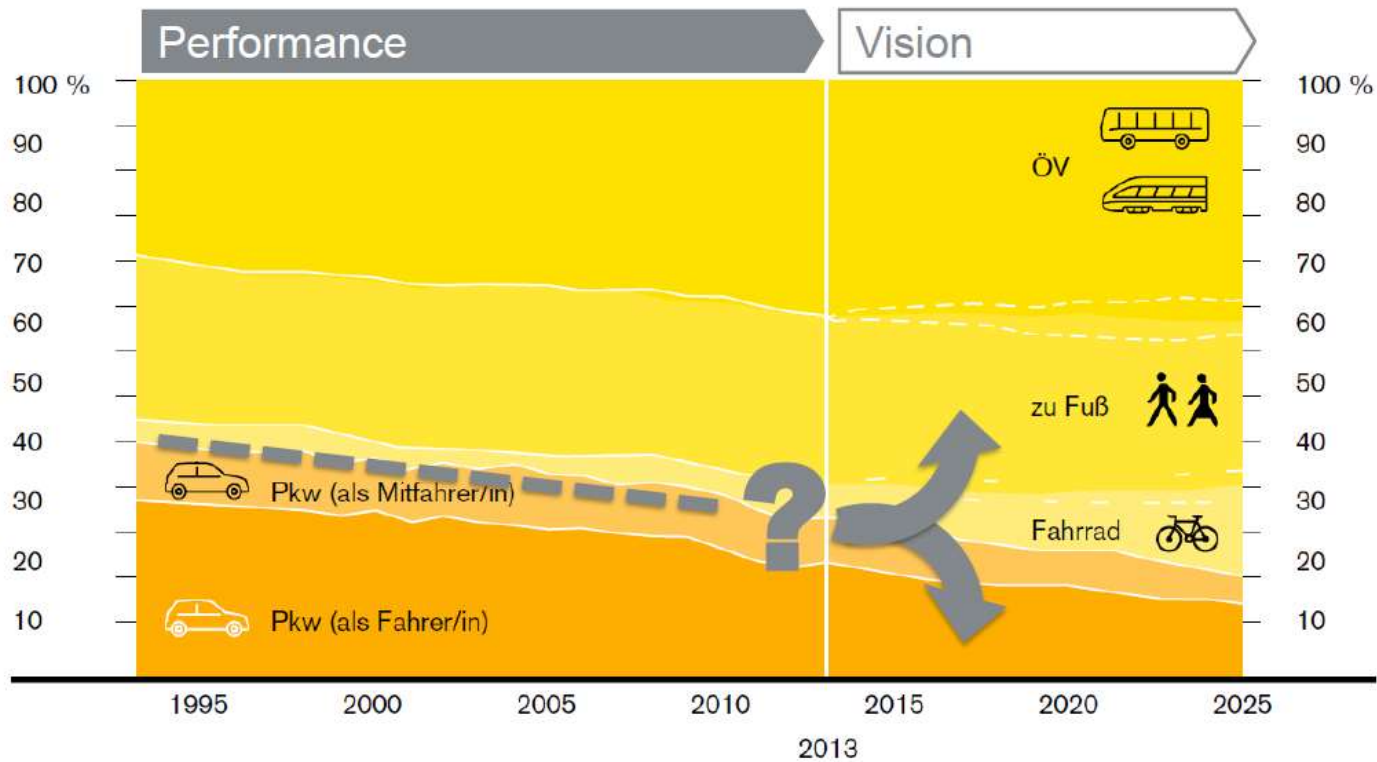
## Vienna mode share 2025: 80:20



# Modal share – Evaluating longterm trend and target figure

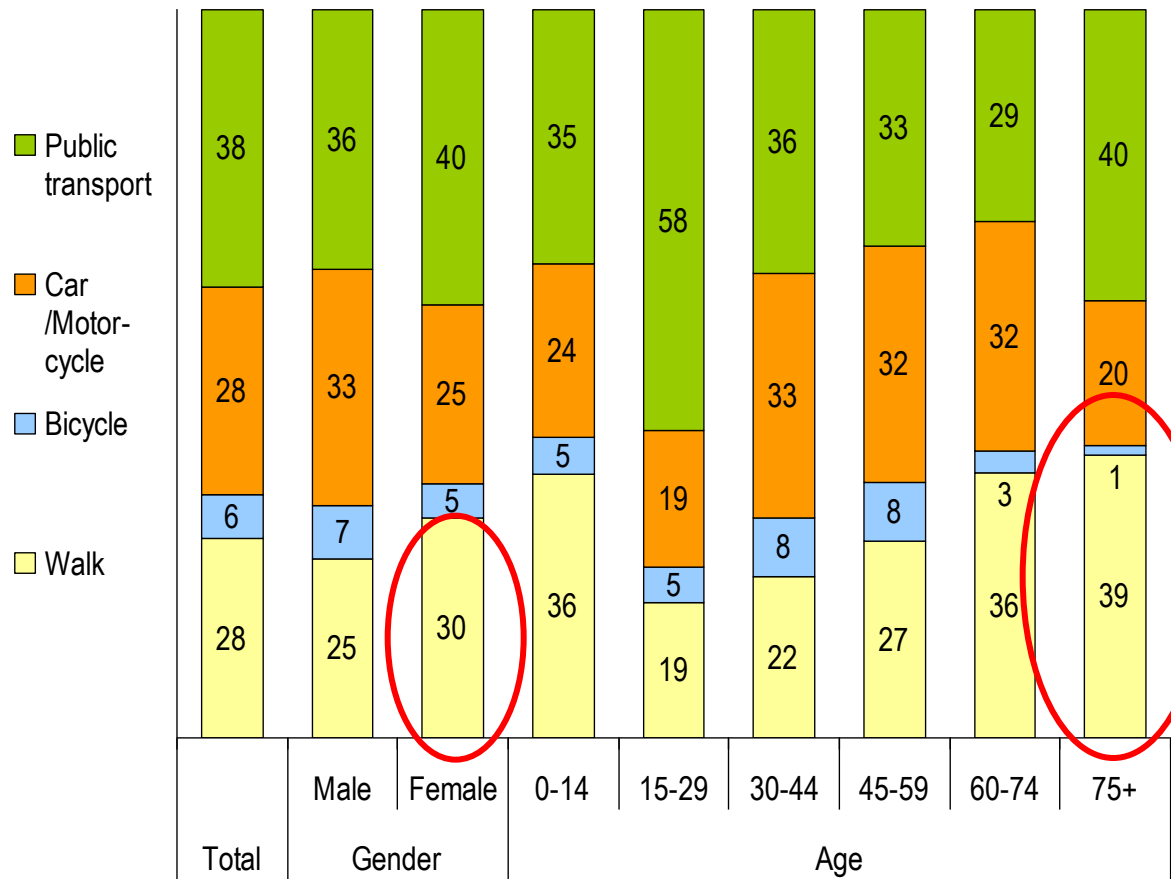
## Scenarios for planning

**STEP**  
**2025**  
STADTENTWICKLUNGSPLAN



## modal share by gender and age

source: Omnitrend - mobility survey 2010 - 2014

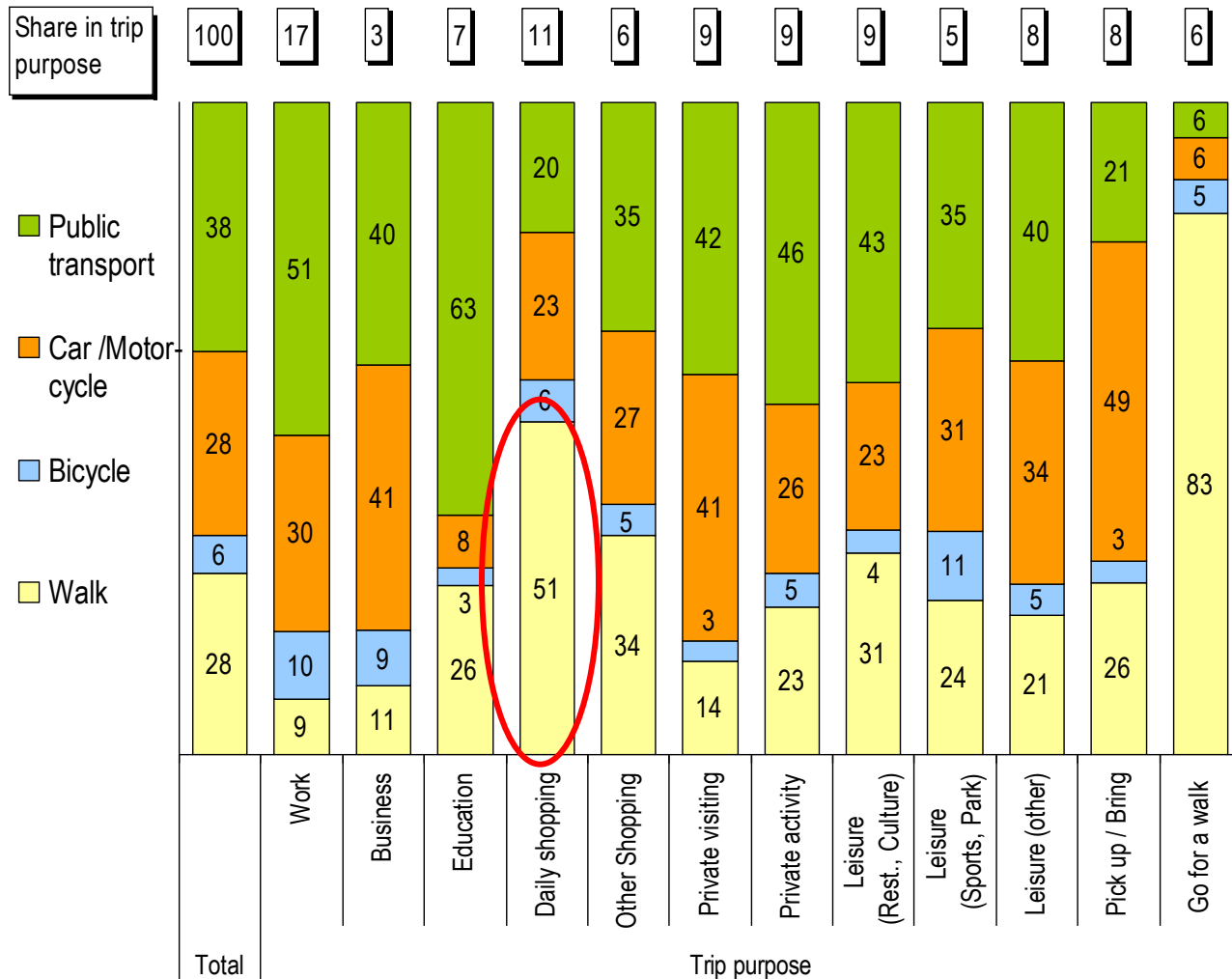


Highest walking mode share:  
Elderly people (75+)

Gender Gap:  
There still is a significant difference:  
Women are walking more, driving less

## modal share by trip purpose

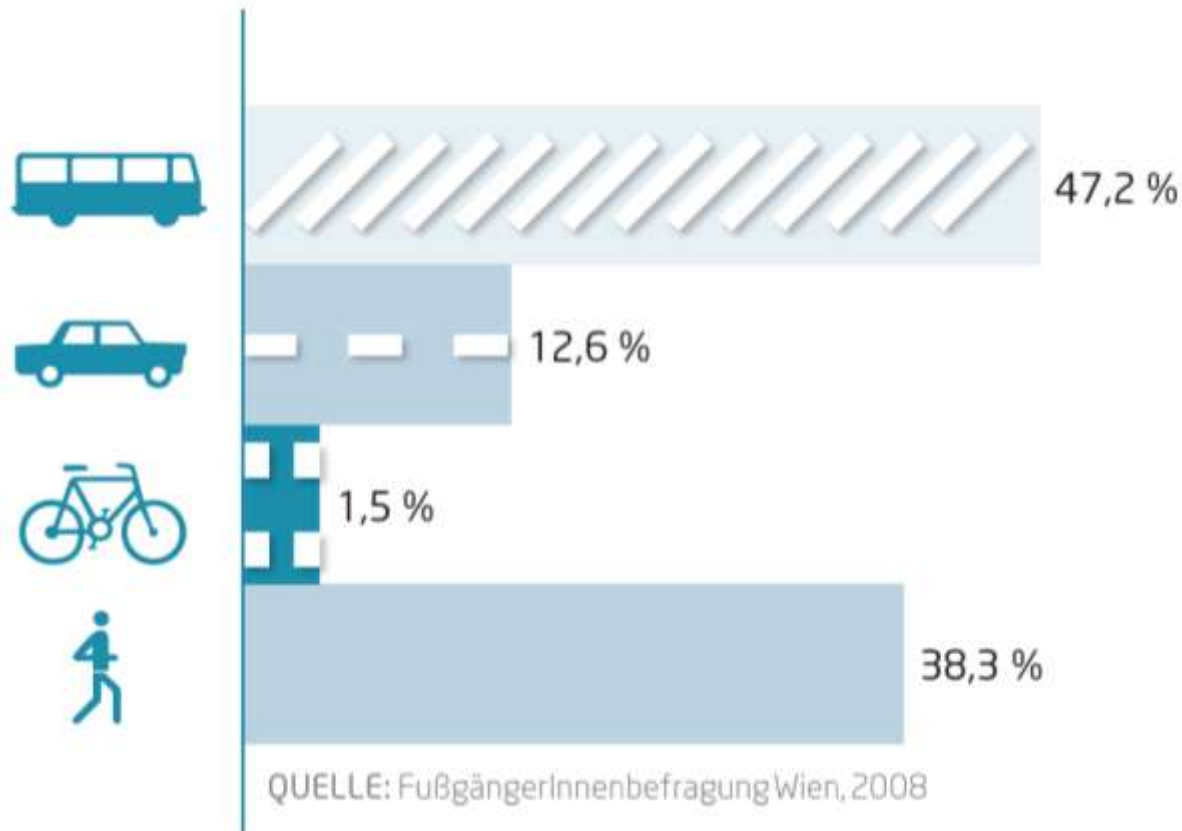
source: Omnitrend - mobility survey 2010 - 2014



Daily Shopping:  
51% walking

## modal share by trip purpose

### SO KOMMEN WIENERINNEN & WIENER SAMSTAGS IN DIE EINKAUFSSTRASSE



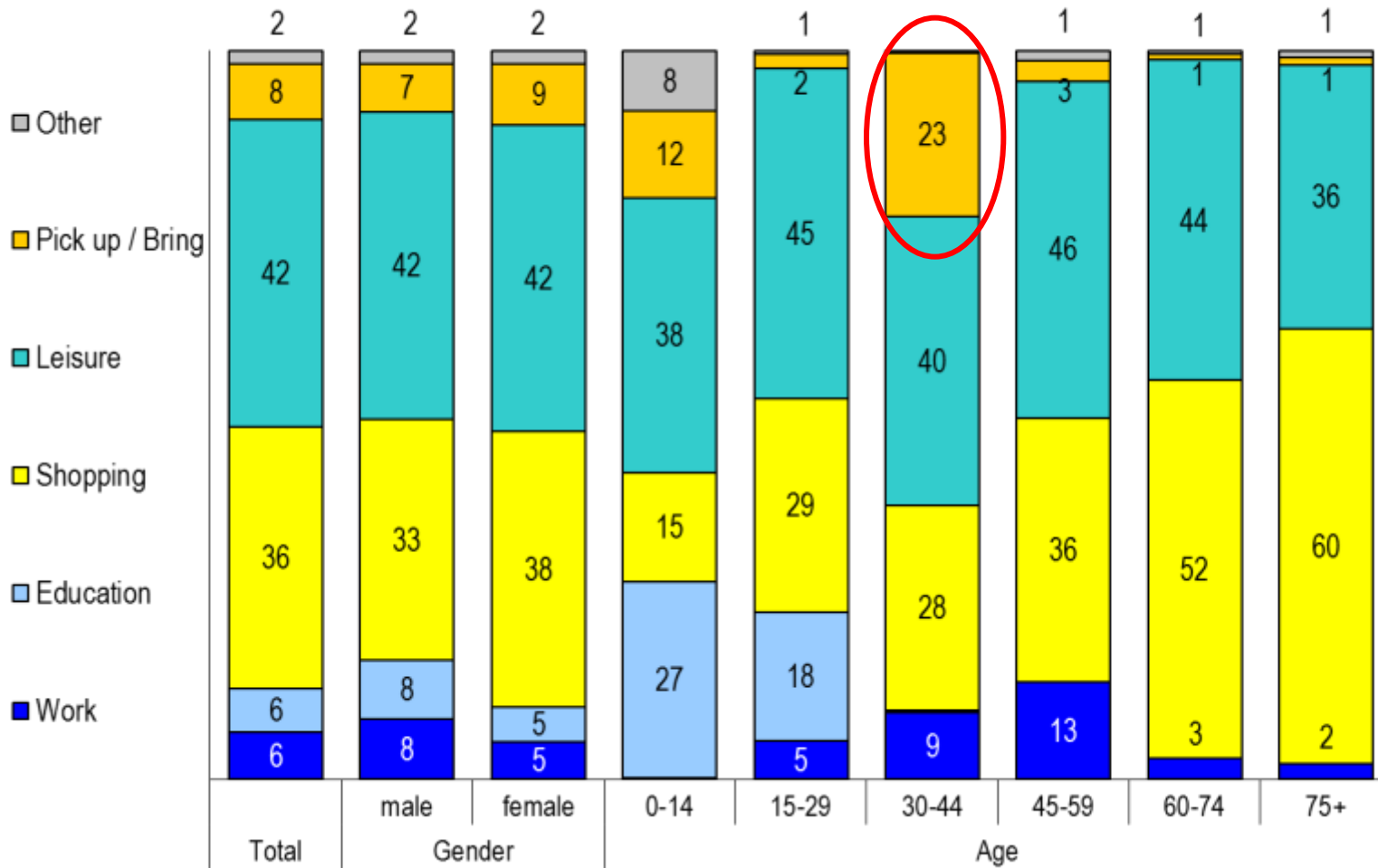
Shopping on  
Saturday  
trips to shopping  
streets:  
38% walking



# Trip purpose in detail

## trip purpose on walking trips by gender and age

source: Omnitrend - mobility survey 2010 - 2014

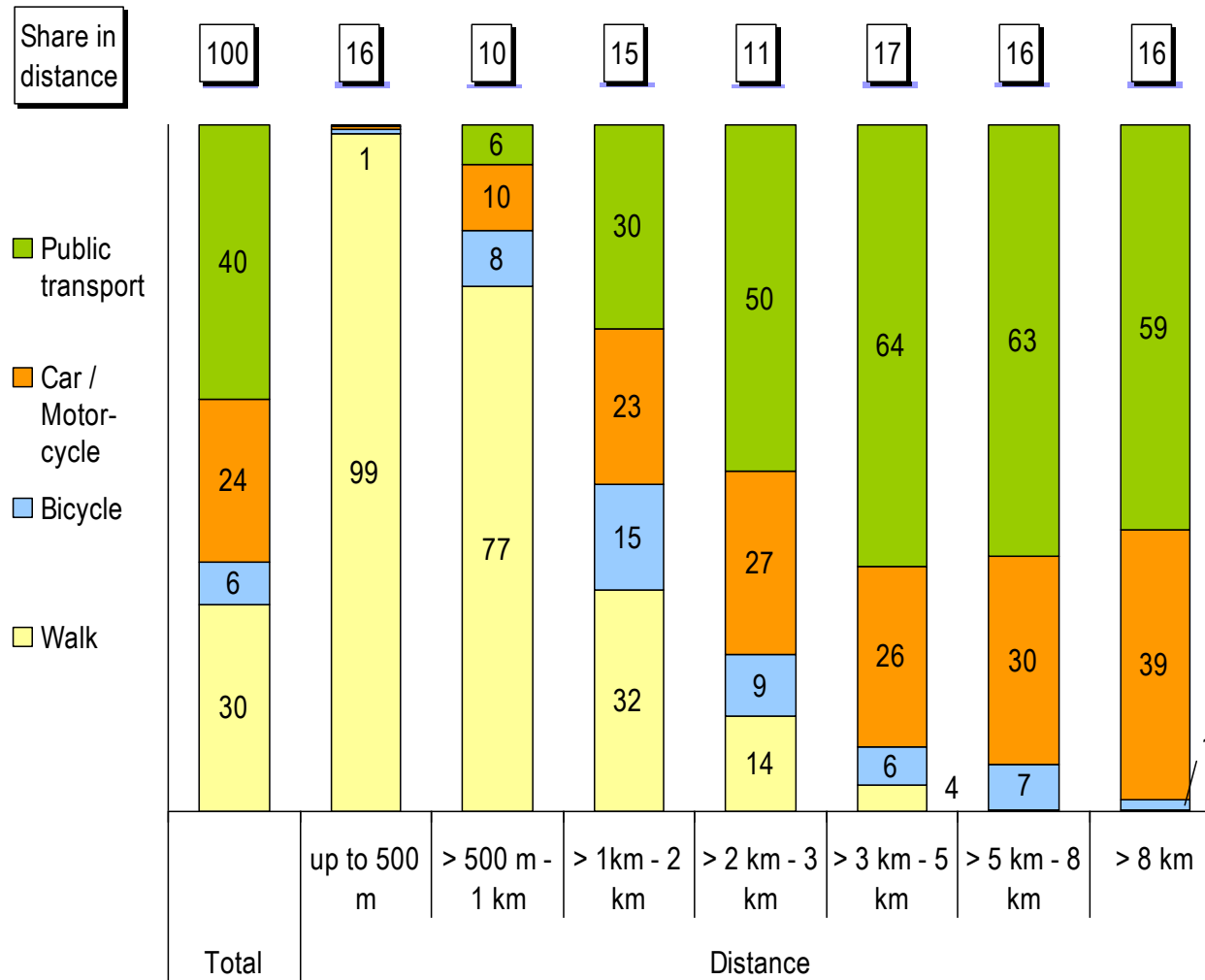


Leisure and shopping trips dominating all age groups

Young adults: 23% pick up/bringing

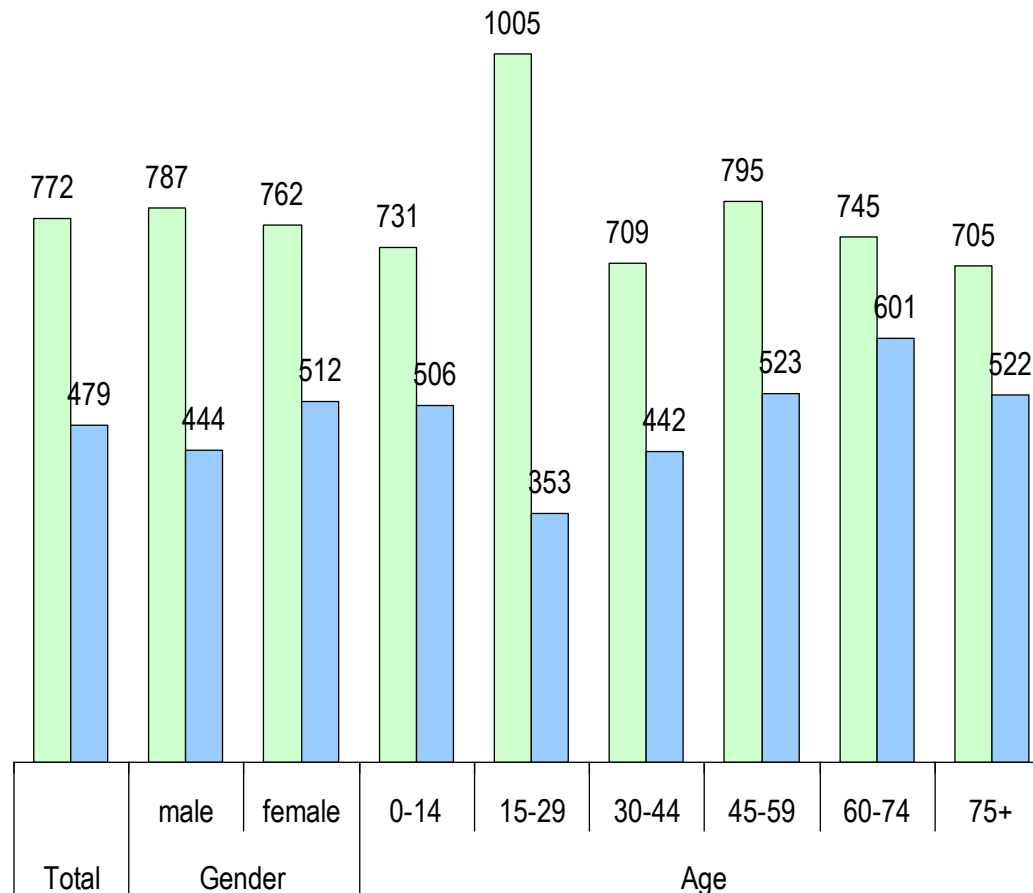
## modal share by distance

source: Omnitrend - mobility survey 2010 - 2014



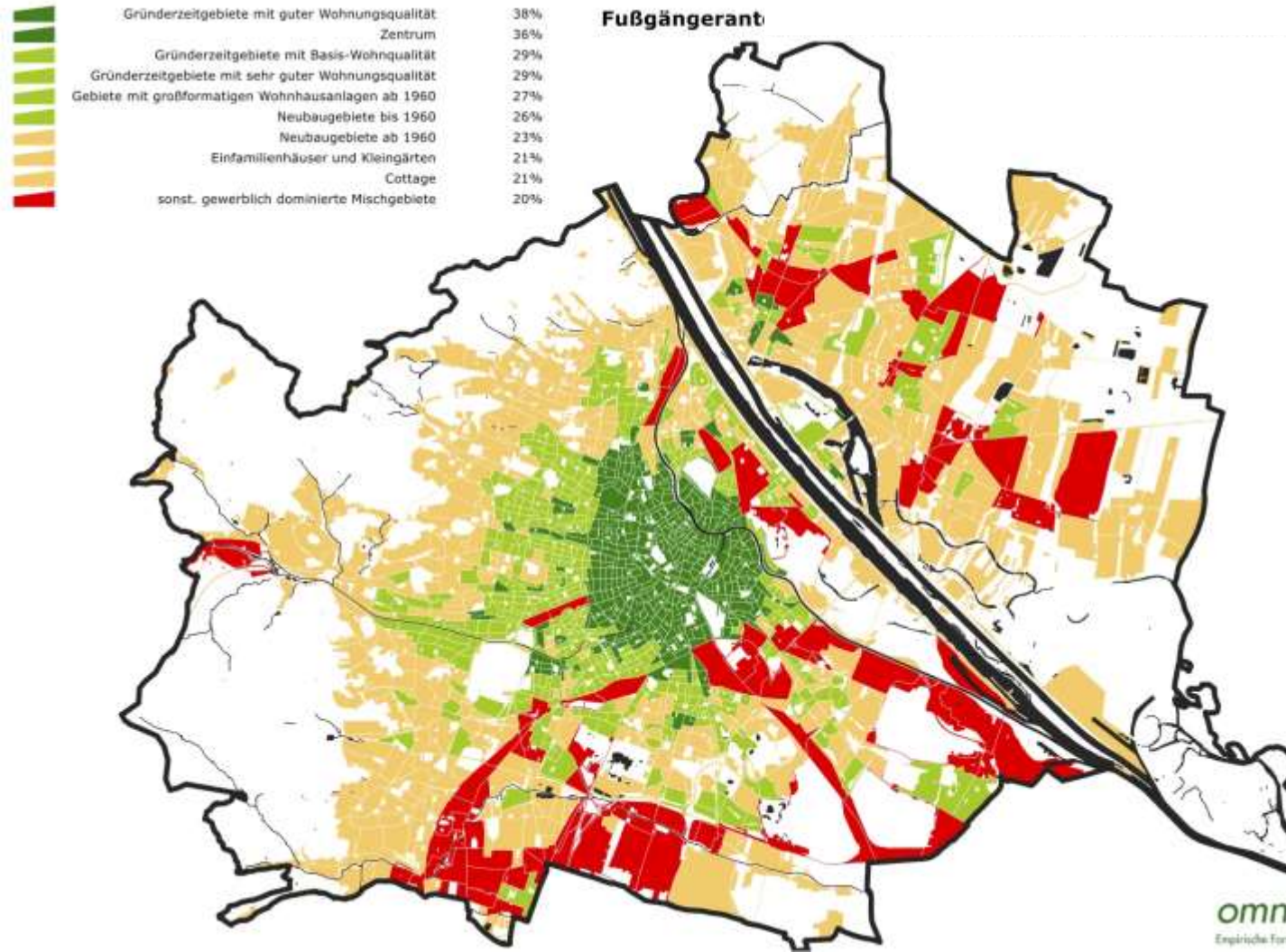
## Walk only-trips: average distance by trip and total per person and day source: Omnitrend - mobility survey 2010 - 2014

Distance per walk      Total distance of all walks per person and day



## share of walking by type of building structure

source: Omnitrend - mobility survey 2010 – 2014 and City of Vienna



Inner city  
population in  
densely built up  
areas: up to  
38% walking

People in single  
family houses  
living in green  
areas walk less  
(21% share)

## indicator of walk intensity

**source: City of Vienna - study on quality of living 2013**

data analyse of walk intensity by omnitrend

Study on quality of living 2013 with wide range of question-topics:

combination of mobility-related items:

- „How often do you use the following means of transport – by foot?“

- „Which means of transport do you mainly use for ...?“

-work/education

-shopping and services

-visits

-parks/sports

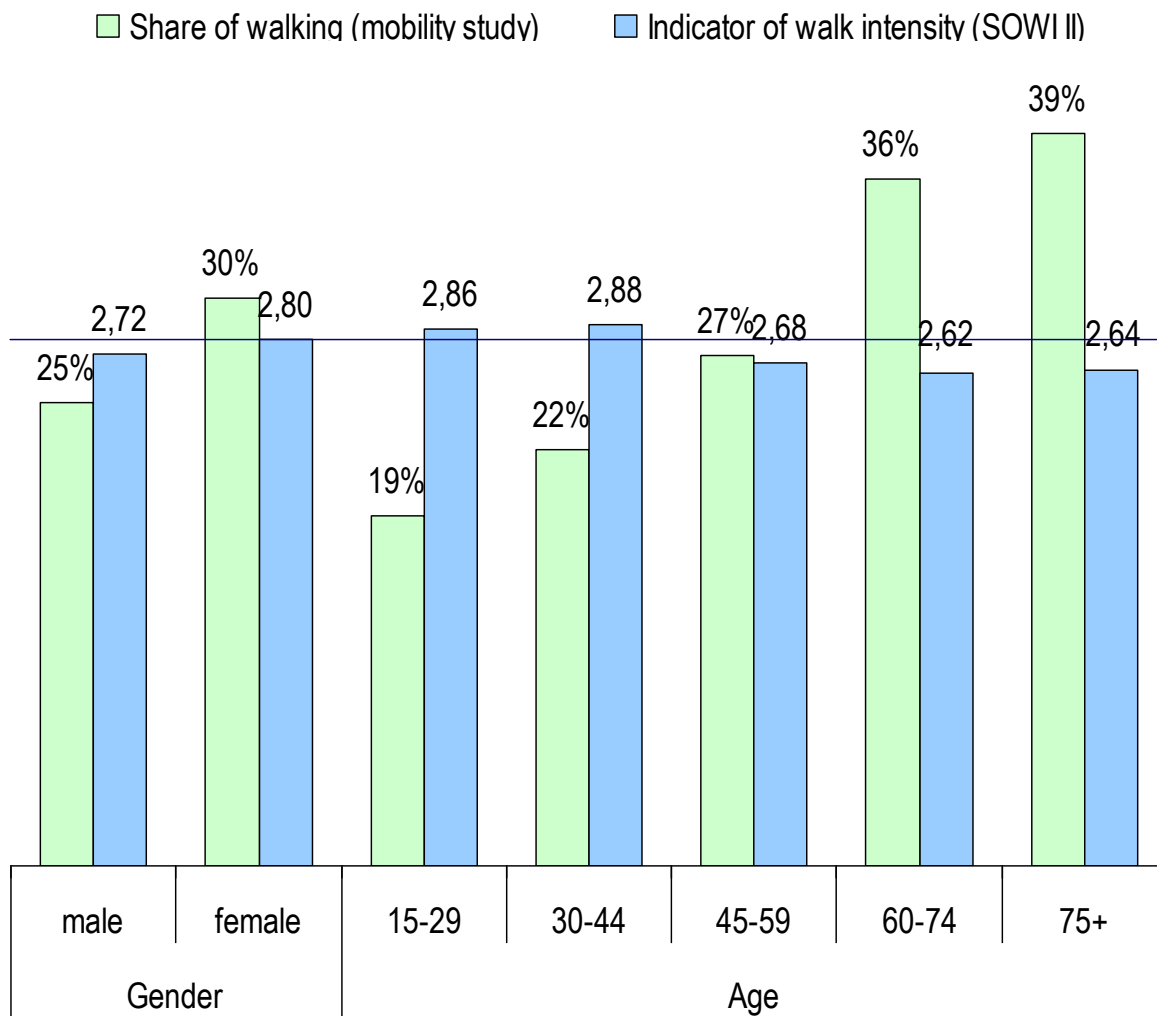
-escorting

-other leisure activities

- **scale from 1 „low“ to 5 „high“ walking intensity**

## gap between real behavior and self estimation

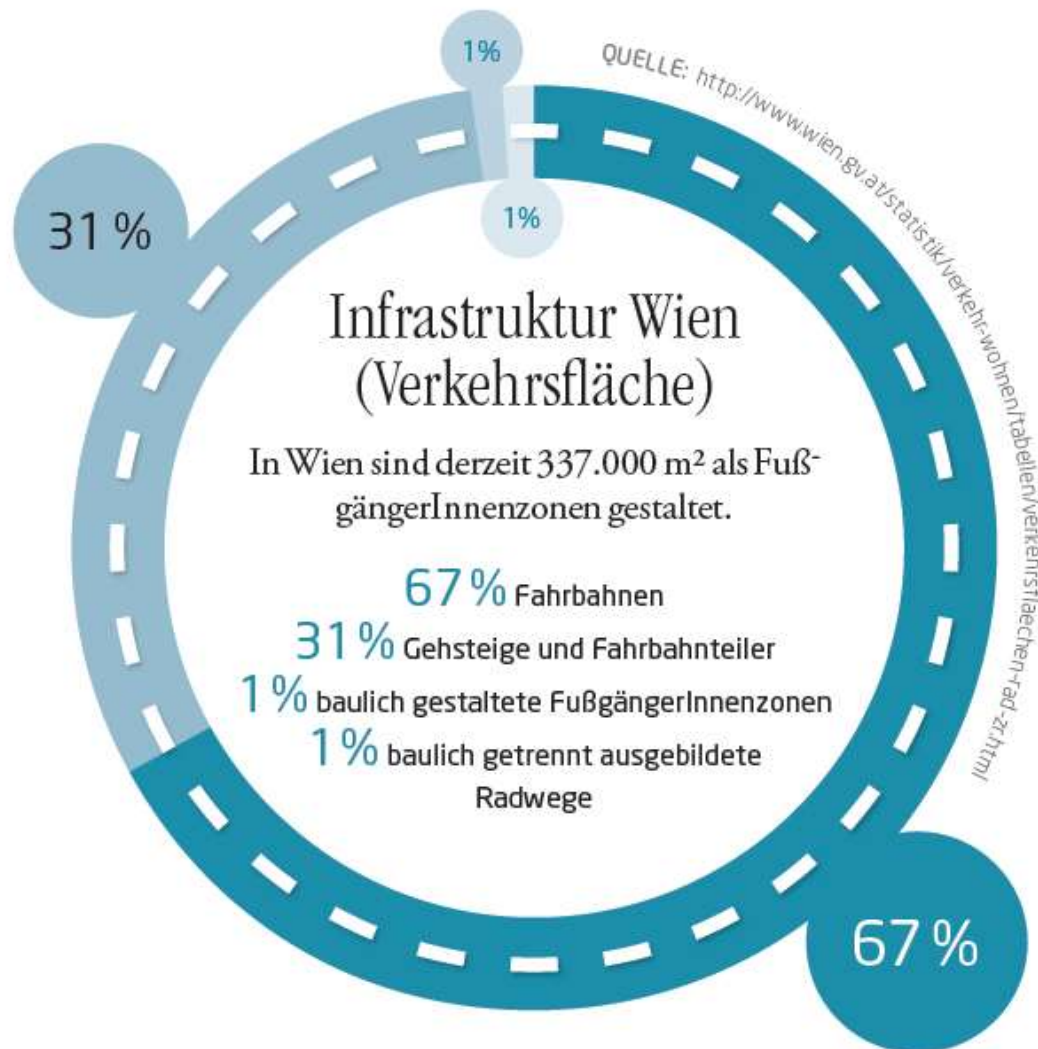
source: Omnitrend - study on quality of living 2013



Young people  
(15-44)  
overestimate  
The importance of  
walking in their  
everyday life

Older People (60+)  
underestimate  
their „walking-  
culture“

# Field of Action: Sharing Streets in a Fair Way



67% road surface for driving and parking cars

31% sidewalks and roadside infrastructure

1% pedestrian zones

1% cycle tracks

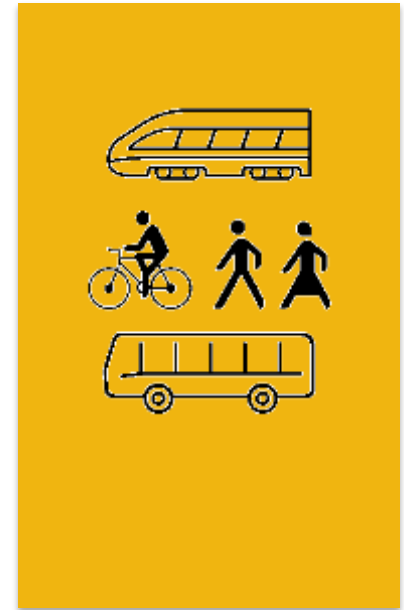
# Field of Action: Sharing Streets in a Fair Way



Aufteilung der Straßenräume  
(Näherungswert 2013)



Aufteilung der Wege, Ziel 2025



- How to measure that? – Quality of GIS-data
- Comparable with other cities?



## Purpose of study:

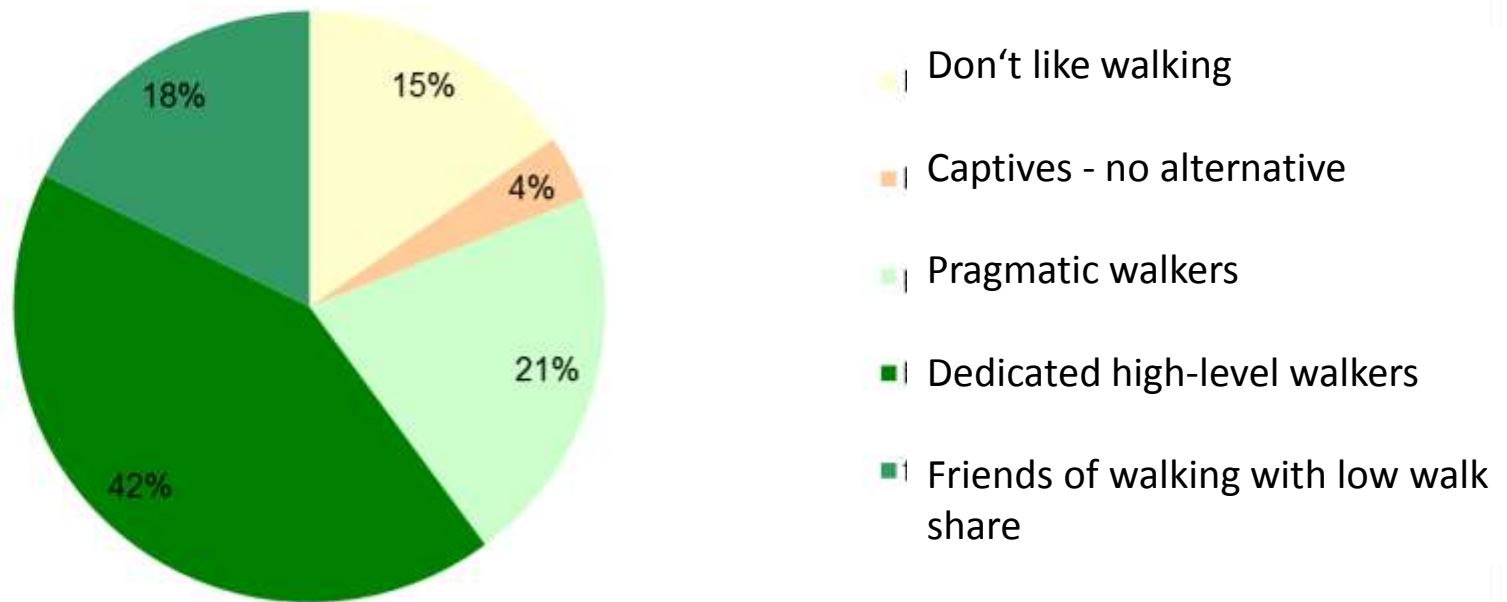
Finding out:

- What do people like on walking in Vienna?
- Why do they walk?
- What are barriers?

## Methods

- Study on literature
- Qualitative personal questioning:  
18 in depth-interviews ; 2 focus groups
- Quantitative telephone survey (n= 618)
- Expert-Workshop

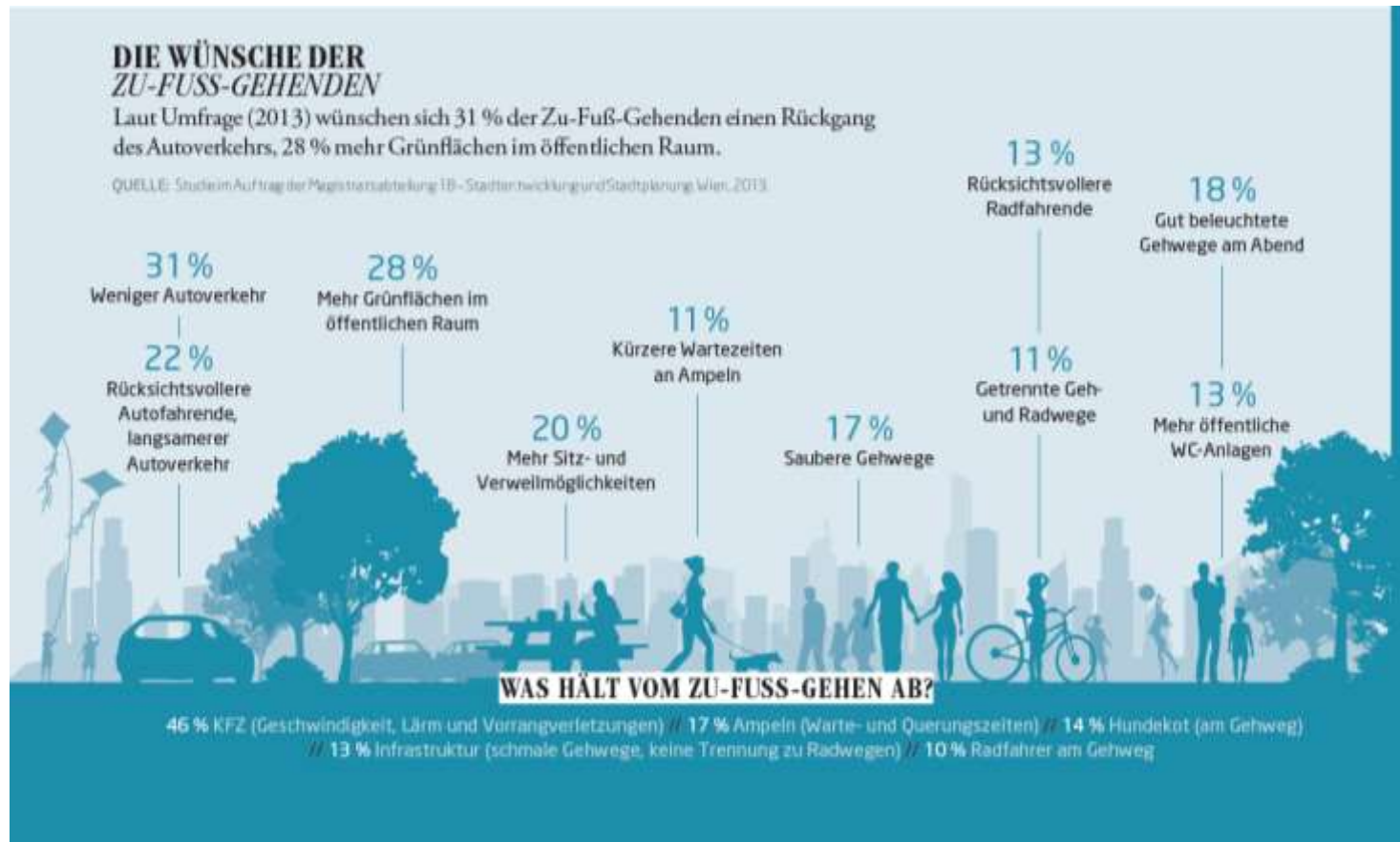
## Walking-types



4 % walk often, but don't like it  
18 % would like to walk, but don't do it

qualitative and quantitative questioning (2013):

- What do people like, desires and barriers related to walking in Vienna

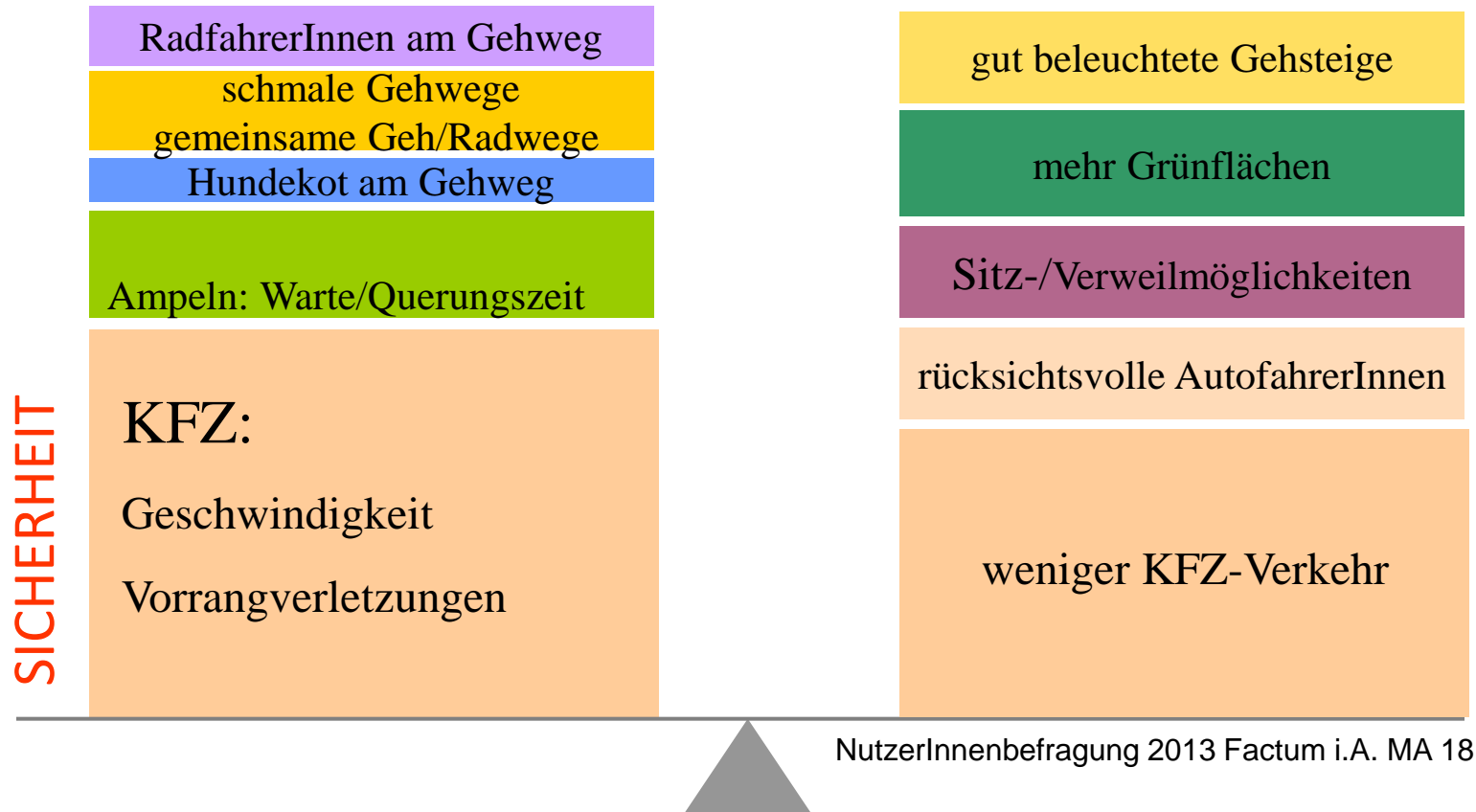


## Zusammenfassung störende und fördernde

### Faktoren

störend

fördernd



## measuring walking trips more detailed – definition of stages

source: Omnitrend - mobility survey 2010 - 2014

Way to Public Transport (in survey)	Public Transport-Trip stage	Way from... (Presumption)
Walk/Skates/Cityscooter	Public Transport	Walk
Bicycle parked		Walk
Bicycle taken with me (in subway)		Bicycle
Car (brought by somebody)		Walk
Car (parked)		Walk
Other		Walk
Way to... (Presumption)	Car-Trip stage	Way from... (Presumption)
Walk	Car	-
Way to... (Presumption)	Bicycle-Trip stage	Way from... (Presumption)
-	Bicycle	-

For Changes in public transport PT – PT no Changing-Trip stage

assumptions referring to stages: 6 min per walk to and 6 min per walk from public transport and 2 min per trip by car

## measuring walking trips more detailed – modal share by trip vs. stages

source: Omnitrend - mobility survey 2010 - 2014

	<b>Main mode on trip</b>	<b>Mode of transport on trip stages*</b>
Walk	27,5%	56,0%
Bicycle	6,0%	2,7%
Car as driver/Motorcycle	20,1%	8,8%
Car as passenger	8,3%	3,8%
Public Transport	38,2%	28,6%
n	30960	70993

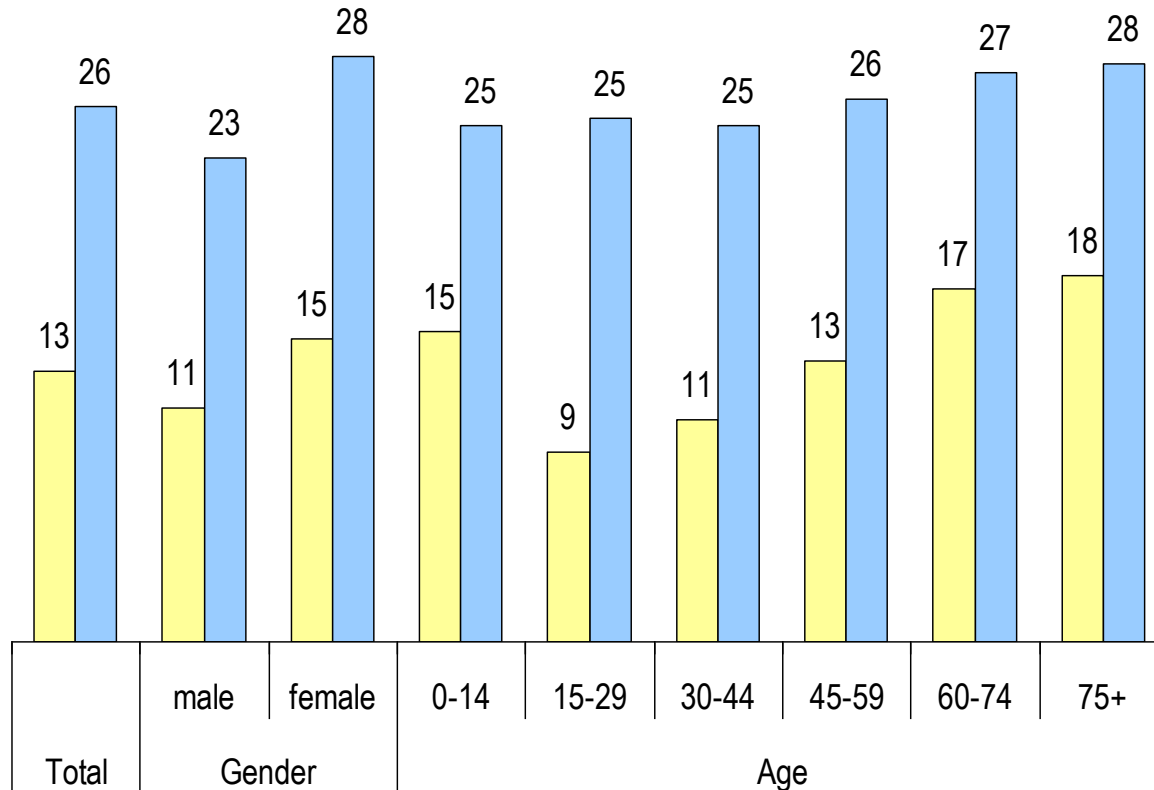
\*assumptions referring to stages: 6 min per walk to and 6 min per walk from public transport and 2 min per trip by car

## total duration of walking trips per person and day: walk only vs. including all stages

source: Omnitrend - mobility survey 2010 - 2014

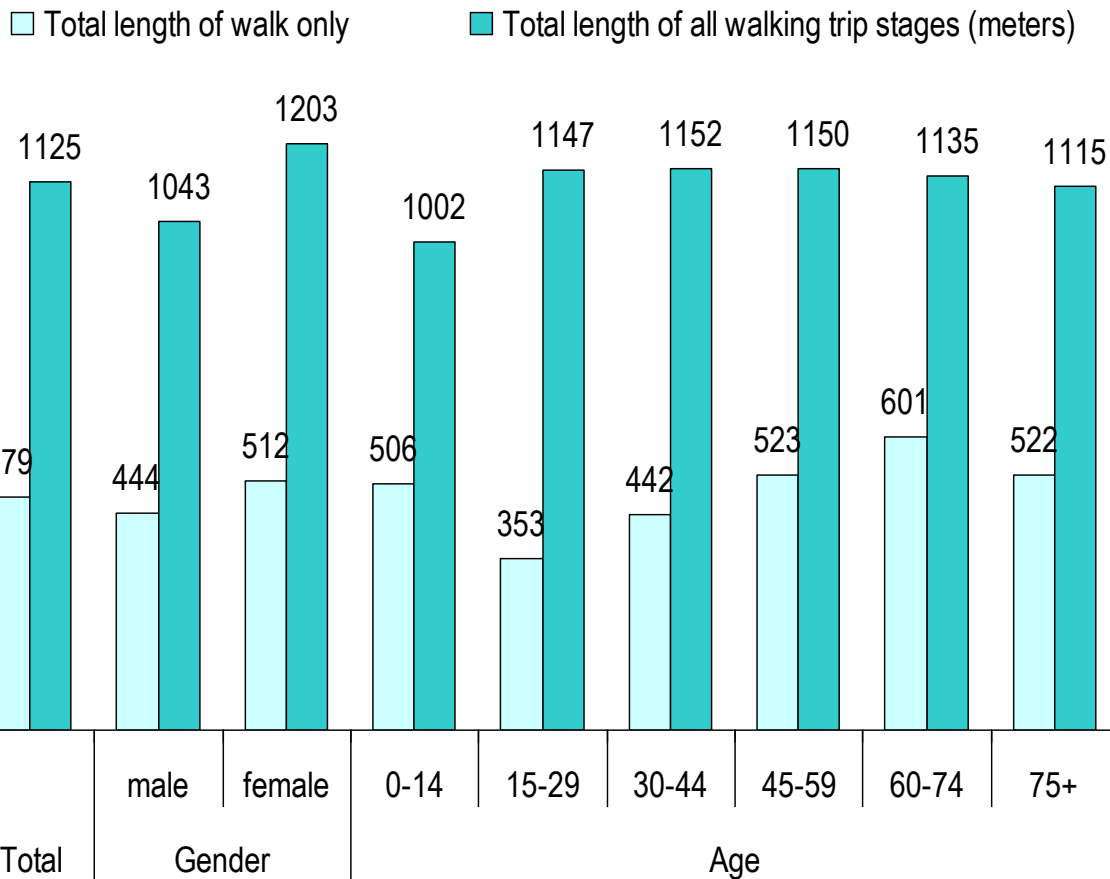
■ Total duration of walk only      ■ Total duration of all walking trip stages (minutes)

assumptions  
referring to  
stages: 6 min per  
walk to and 6 min  
per walk from  
public transport  
and 2 min per trip  
by car



## total distance of walking trips per person and day: walk only vs. including all stages

source: Omnitrend - mobility survey 2010 - 2014



assumptions referring to stages: 300 m per walk to and 300 m per walk from public transport and 100 m per trip by car





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**Vienna!**  
**ahead**

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