

# LOCAL GOVERNMENT WALKING & CYCLING PARTICIPATION SURVEY 2022

JOIN THIS SYNDICATED STUDY  
TO BENCHMARK WALKING & CYCLING  
PARTICIPATION IN YOUR MUNICIPALITY.

REGISTRATION  
**NOW  
OPEN**

**12<sup>th</sup>**  
CONSECUTIVE  
YEAR



**CDM**  
RESEARCH

ASDF  
RESEARCH

localgovernment  
researchgroup



The LGWCPS is in its 12<sup>th</sup> year in 2022!

Join the increasing number of councils interested in walking & cycling participation rates.

Council involvement reflects a growing interest in reducing congestion and improving the health and social well-being of council residents.



- ◆ Help you understand the impact COVID-19 has had on cycling behaviour (by comparing this years' data to previous years) to help identify opportunities for adapting to the new post-COVID normal;
- ◆ Provide detailed information about walking behaviours, to help inform footpath upgrades and maintenance;
- ◆ Provide an evidence base for grant applications and policy development for footpaths and cycling infrastructure;
- ◆ Enable benchmarking of active transport in your area against state and national averages; and
- ◆ Provide a cost-effective way to capture this data, as survey development costs are absorbed by the national survey; local governments need only cover the interview time and analysis and reporting.



Councils across Australia are invited to join the Local Government Walking & Cycling Participation Study (*LGWCPS*)

**REGISTRATIONS ARE NOW OPEN**



To register your interest, please email us at [team@marketsolutions.com.au](mailto:team@marketsolutions.com.au) or call us on (03) 9372 8400 and leave a message.

**HAS YOUR COUNCIL ALREADY DECIDED TO PARTICIPATE?**

To fill in the registration form please [click here](#)



An annual telephone survey of walking and cycling participation in subscribing LGAs



Collects cycling & walking data on ALL members of the household, not just the respondent being interviewed.



Surveys people in your LGA who do not currently cycle as well as those who do.



The goal is to evaluate differences in your LGA over time and measure key indicators of walking & cycling council participation.

## The Walking & Cycling Participation Survey instrument snapshot

1

### 150 hrs of interviewing - insight into overall walking and cycling activity

Participation is defined as the number of individuals who have cycled for any journey or purpose and in any location over a specified time period.

2

### Additional interviewing hours

To obtain richer information on walking and cycling activity by demographic cohorts



## Five reasons to join the LGWCPS

### 1 Strategy & Planning

- ✓ set benchmarks for walking & cycling strategies
- ✓ understand residents' use of bicycles & bicycle infrastructure
- ✓ identify opportunities for behavioural change and promotion
- ✓ evidence base for grant applications

### 3 Quality data

- ✓ gold-standard telephone (CATI) data collection

### 5 Detailed Report

- ✓ Impartial measurement report that can be added to your Council Annual Report
- ✓ Robust data that represents residents in your municipality

### 2 Comparability

- ✓ compare your LGA's progress to past and future walking & cycling participation rates
- ✓ Availability of time series data

### 4 Syndicated benefits

- ✓ project design and set up costs are free!
- ✓ Councils only pay for fieldwork and reporting



The LGWCPS collects valuable local data that guides councils to implement practical solutions to promote and support walking and cycling. Having insight into the real reasons why more people in your area are or are not cycling can inform future decisions, ensuring that funds are directed to projects that will be effective.

The LGWCPS provides insight into the attitudes of the community regarding cycling and identifies barriers to increased participation.

All councils participating in the LGWCPS can compare their results with the National Walking & Cycling Participation Survey 2021 (NWCPS) to see how their municipality differs from national averages.

The National version of the cycling survey has been repeated biennially since 2011, the NWCPS is a standardised survey that provides data on cycling participation at a national level and allows for estimates of participation for each state and territory, and the capital cities and non-capital areas within each state and territory. Your contribution to participate in the LGWCPS is a nominal outlay for the detail it provides.

Bicycle counts cannot give us behavioural insight; this is where the NWCPS and the LGWCPS come into their own.

## Download State and National walking and cycling participation reports 2021

[Australia](#)

[Australian Capital Territory](#)

[New South Wales](#)

[Northern Territory](#)

[Queensland](#)

[South Australia](#)

[Tasmania](#)

[Victoria](#)

[Western Australia](#)

## Please join us this year for the 12th annual LGWCPS.

If you have any questions about the study, please feel free to reach us at

[team@marketsolutions.com.au](mailto:team@marketsolutions.com.au) or call and leave a message on (03) 9372 8400.

## Fieldwork overview

Mobile &  
landline  
numbers for  
increased  
coverage

Fieldwork dates  
conducted  
mid March until  
May and  
September until  
mid November\*

Hours of  
interviewing are  
evenly dispersed  
across days &  
holiday periods  
are avoided (so as  
not to inflate  
participation  
rates)

Random  
sampling  
within your  
LGA

Data is  
validated via  
both live  
monitoring  
and callbacks  
to reflect best  
practice

Attitudinal  
responses  
are probed  
for maximum  
details about  
your LGA



| HOURS      | Approximate number of households interviewed** | Total (ex GST) |
|------------|--|----------------|
| <b>150</b> | 280-300  | \$16,800       |
| <b>200</b> | 380-400  | \$19,800       |
| <b>250</b> | 480-500  | \$22,800       |

\* Actual number may vary depending on a range of factors, including LGA demographics, location and stage of COVID restrictions.

In addition to the interviewing hours, this cost includes provision of a summary report of your LGAs data, compared to state and national averages. (optional addition in 2021) This year we are also offering Councils the option of a single page infographic of their key findings, so that this information can be shared back with the community. The optional infographic would incur an additional fee of \$700 (excl. GST). Additional interviewing hours can be purchased at a cost of \$70 dollars an hour (excl. GST).

Note: prices correct as 30/03/2022



| Project element              | Key dates  |
|------------------------------|--|
| Registration period          | <p><b>NOW OPEN</b><br/>Earlier registrations are given priority dates.</p>   |
| Data Collection period       | <p>Surveys are being conducted now and registration will continue to be available except during the colder months (For LGAs with warmer climates where daylight hours remain longer, data collection periods can be extended by arrangement).<br/>The fieldwork period for each LGA typically takes approximately 21 days.</p> |
| Detailed LGA-specific report | 3 weeks after completion of fieldwork.   |



**CDM Research** is an independent transport planning consultancy led by Dr Cameron Munro. Cameron's specialisation is in data collection, analysis and evaluation of active travel. He has 17 years experience in transport planning consulting practice as part of large engineering firms, and since 2011, as an independent consultant.

**ASDF** is providing support with design and data collection components of the study, and infographics. ASDF brings to the consortium direct experience working within local government, as well as QPR accreditation and over 20 years social research experience.

**Local Government Research Group** is a division of Market Solutions Pty Ltd, a full service market research provider. LGRG has been working with local governments for over 25 years, providing a complete range of research services that are tailored to meet council needs in the most efficient way.

Reach us at: [team@marketsolutions.com.au](mailto:team@marketsolutions.com.au) or 03 9372 8400  
(leave a message)

26 Louis Street, Greensborough VIC 3088  
[www.marketsolutions.com.au](http://www.marketsolutions.com.au)

## Registration is NOW OPEN!

Email us at  
[team@marketsolutions.com.au](mailto:team@marketsolutions.com.au) or  
call us on (03) 9372 8400 and  
leave a message.

## HAS YOUR COUNCIL ALREADY DECIDED TO PARTICIPATE?

If your Council has already decided to participate and is happy to begin the formal registration process, please fill out the registration form [HERE](#).

