

Motivation

- I think walking is good exercise, and it makes me healthy and energized.
 - Walking is energizing and it makes me feel alert
 - I think walking is good exercise
 - I think walking makes me healthy
- I walk to get fresh air, natural light, and to think – it helps me reduce stress
 - Walking to work lets me avoid the stresses of driving, biking or bussing
 - I go out during the day to get fresh air, natural light, and to see people.
 - Walking helps me reduce stress; it's calming and relaxing
 - Walking helps me think
- Not having to pay for parking saves me money
 - I don't want to have to pay for parking – it's too expensive
 - Saving money is an incentive for me to walk
- Having access to a car at work enables me to effectively run errands during the day
 - I drive to work if I have to run an errand during the day
 - Having a car at work allows me to run errands if needed
- People are motivated by walking program incentives, but the programs are not always successful in getting people involved.
 - I am motivated by prizes, tracking my progress, being on a team, and getting discounts.
 - I am not motivated to take part in walking programs. Even if I participate, my habits don't change.

Physical and emotional comfort

- My choice of transportation changes if the weather is bad
 - I walk when the weather is bad to keep warm or avoid a wet bike
 - I take the bus if the weather is bad because it protects me from the elements
 - I drive or get a ride when the weather is bad because its more convenient even if I have to pay
- Knowing that I can walk to work is very valuable to me
 - Living within walking distance of work is very important to me

- I dislike walking because I am uncomfortable with my appearance when I arrive at work and I am scared to walk at night
 - I don't like to sweat, have frizzy hair or wear business clothes while walking to work, if my workplace had nicer facilities for freshening up I would walk more
 - I don't like to walk in uncomfortable work clothes get my clothes wet, or get my hair frizzy
 - I am scared of walking at night because of crime and safety concerns
- I don't want physical burdens when I am walking or biking to work
 - I don't like biking because there are hills it's heavy, I have to deal with traffic and I don't like wearing a helmet
 - I won't walk if I have to carry heavy or multiple or bulky things to work.

Time concerns

- If walking will take too long or if I am running late I will use another mode of transportation.
 - If the walk is going to take more than 20-25 minutes, I will just drive instead.
 - I prefer driving rather than taking public transit or walk, if I am running late.
 - I drive/bike to work because it's faster + it takes too long to walk
- My work day and meeting schedule influence my desire to walk
 - My workday influences my perception of the time it takes to walk home
 - It is more difficult for me to walk to work if I have early meetings
 - **I walk around a lot at work because it's part of my job
- I want to use my time well-I want to either get there quickly or accomplish something else while en route
 - I walk to get there-I want to get there quickly
 - I try and utilize my time while I am walking-by multitasking(phone, eating, music)
- Having no time constraints makes me more likely to walk
 - When I have time + flexibility I am more likely to walk to work
 - I am more likely to walk home from work than to work because I have more time

Physical environment

- I like walking downtown and seeing interesting restaurants, bars and areas.
 - I vary my walking route to see more interesting areas
 - I find restaurants and bars the most interesting thing about downtown
- I like walking in peaceful places-I avoid pollution, construction and busy streets
 - I like walking in a quiet, peaceful place-I like the lack of stimulation
 - "I can't read or make phone call while walking, because of noise"
 - I try to avoid pollution, construction, and busy streets when walking
- I think structural improvements downtown will increase walkability, and thus help downtown business
 - I think that city structural improvement can help people from getting injured while walking
 - We want to make the city more walkable and help downtown businesses through environmental and infrastructural improvements
 - I think the suburbs are less walkable because they don't have sidewalks, so I drive

Community & Culture

- We encourage our employees by providing by providing incentives in the workplace
 - We provide our employees with zip car discounts, bikes to use, a bike room, and bus passes to encourage alternate transportation
 - It is part of my job to advertise walking programs to people via email and other forms of outreach
- I like to participate in a community
 - I like to interact with neighbours and people watch – a sense of community is important to me
 - I like to participate in an exchange of info about people and events in online communities
- I like to socialize while walking
 - Seeing other people walking makes me more likely to walk
 - Walking is sometimes a social activity or bonding time for me

- **My culture & habit influence my motivation to walk**
 - I am young and familiar with the area, so I have a habit of walking
 - I don't walk because the suburbs are not walkable and its not a walking culture
- **I am constantly online at work**
 - I am constantly online at work to stay informed on work and personal things.
 - My email is constantly open through my work day.
- **I need offline time, since there is too much information and there are no good filtering mechanisms.**
 - Social networking sites overwhelm me because it's too much useless information and it's hard to decide what information to share with whom
 - I need some offline time. I don't want to be overstimulated.