

RESEARCH SUMMARY

Title	Town centre study 2011
Objective	Contribution made by bus and other mode users to the economic health and viability of town centres across London
Date	September 2011
Methodology	4,746 on-street interviews with users at 15 London town centres and 362 cycle 'booster' interviews

Key findings

- Bus is the most widely used mode to travel to most town centres. Overall, 36% use the bus on the day of visit. Bus use is lower to travel to Oxford Street, where tube use is greater.
- Many of those who used other modes on the day of visit also use buses at other times. Overall, 76% use the bus sometimes. Those who walked or cycled on the day of visit are most likely to use the bus at other times. Almost half of car users sometimes use the bus.
- Bus users spend more per head per month (£282) than train/Tube users (£239), car users (£226) and cyclists (£188). Their spend per visit is lower (£32), but frequency of visiting town centres is higher than car or train/Tube users. Those who walk spend the most: £373 per head per month.
- Bus users are satisfied with bus services, particularly with the ease of getting on and off buses and the convenience of bus stops. There is wide support for bus priority measures, particularly for stricter enforcement of bus lane rules.
- The top three single factors that would encourage greater use of the bus were lower fares (12%), more regular buses (9%) and direct bus routes (7%).
- 5% sometimes cycle to the town centre area. 62% of the overall sample said nothing would encourage them to cycle. The three main improvements which would encourage more cycling were 'less road traffic' (15%), 'more dedicated cycle paths' (15%) and 'more cycle lanes on the roads' (14%).

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