

RESEARCH SUMMARY

Title	Town Centres 2014-15
Objective	Contribution made by bus and other mode users to the economic health and viability of town centres across London
Date	Two phases: October 2014 and March-April 2015
Agency:	Accent
Methodology	7,760 on-street interviews with users at 26 London town centres and 729 cycle booster interviews at 7 town centres

Key findings

- Bus is the most widely used mode to travel to most town centres. Overall, 35% use the bus on the day of visit. Bus use is lower to travel to Central London, where tube use is greater.
- Many of those who used other modes on the day of visit also use buses at other times. Overall, 77% 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.
- Shopping was the main reason for visiting the town centres: for 80% it was one of the purposes and for two thirds the main purpose. Eating and drinking out was also important being mentioned by a fifth but was only the main purpose for 6%.
- Bus users spend more per head per month (£284) than train/Tube users (£201), car users (£283) and cyclists (£259). Their spend per visit is lower (£30), but frequency of visiting town centres is higher than car or train/Tube users. Those who walk spend the most: £370 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.
- The top four single factors that would encourage greater use of the bus were more regular buses (17%), more reliable buses (15%), faster journeys (13%) and direct bus routes (11%).
- For cyclists the main things that encouraged / influenced their choice to cycle to the town centre day were 'dedicated cycle paths' (42%) and 'cycle lanes on the roads' (40%).

For further information please contact Customer Research.

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