

RESEARCH SUMMARY

Title	Town centre study 2009
Objective	Contribution made by bus users to the economic health and viability of town centres
Date	April 2009
Methodology	4,907 in-street interviews with users of 15 London town centres

Key findings

- Bus is the most widely used mode to travel to most town centres. Overall, 38% use the bus on the day of visit. Bus use is lower to travel to Central London town centres, 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. Half of car users sometimes use the bus.
- Bus users spend more per head per month (£105) than car users (£95), train users (£89) and tube users (£87). Their spend per visit is lower (£30), but frequency of visiting town centres is higher. Those who walk spend the most: £136 per head per month.
- Bus users contribute the biggest proportion of monthly spend in town centres (38%). Those who walk contribute 32%, while car users contribute 14%.
- Current bus users are satisfied with bus services, particularly with ease of getting on / off buses and convenience of stops. There is wide support for bus priority measures, particularly for stricter enforcement of bus lane rules.
- Nearly four in ten of those who do not use the bus say there is something that could encourage them to use buses, particularly direct bus routes, faster journeys and more regular / frequent services. Two thirds of current bus users say there is something that could encourage them to use buses more often.

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