

RESEARCH SUMMARY

Title	Digital Media Monitor (among Online Londoners) - Autumn 2015		
Objective	To explore how Londoners use digital media to plan and make journeys		
Date	November 2015	Agency:	Future Thinking
Methodology	Online interviews among 1,017 Londoners		

Abstract

Internet use for travel planning by online Londoners is very high, including through mobile devices. Apps are used by almost half and social media by one in four online Londoners for travel planning. Use of digital sources for travel planning is lower among older online Londoners.

Almost nine in ten online Londoners use the TfL website and the majority rate the experience of using it as above average. A range of other TfL information sources are used when travelling, especially real-time sources such as displays and staff.

Note: the survey methodology has changed since previous waves and is now conducted online

Key findings

Internet usage is an integral part of daily life (99 per cent of online Londoners use the internet at least once a day). Internet access is also high through a mobile device (87 per cent through any mobile device). Over 55's were significantly less likely to use the internet through a mobile device (67 per cent).

Almost all online Londoners use the internet for travel purposes (94 per cent), including for maps and directions (91 per cent), live public transport information (79 per cent) and making day to day travel plans (70 per cent). Eighty-three per cent ever access for travel planning through a mobile device. Use of the internet for travel purposes on a daily basis was higher among 16-34's and regular business travellers.

Seventy-seven per cent of online Londoners use apps for any purpose and 46 per cent of online Londoners use apps for travel in London (rising to 64 per cent among 16-34's). Google maps (53 per cent), Tube Map (32 per cent), London Bus Live Countdown (26 per cent) and Citymapper (23 per cent) were the most used travel apps among app users.

Eighty-two per cent of online Londoners regularly use social media for any purpose (rising to 95 per cent among 16-34's) and 24 per cent of online Londoners use it for London travel information. Facebook (17 per cent), Twitter (14 per cent) and YouTube (8 per cent) were most used for travel purposes among online Londoners.

The majority of online Londoners (88 per cent) use the TfL website, rising to 95 per cent among 16-34's. Eighty-five per cent of users access it through a desktop/ laptop, 60 per cent through a smartphone and 37 per cent through a tablet.

TfL website users continue to rate their experience of the TfL website positively (~90%). In addition to the TfL website, a range of other TfL information sources are used when travelling, especially real-time sources such as displays and staff

Please bear in mind that **most figures are based on online Londoners**, with the exception of slide 46 which has been rebased on all Londoners

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