

# RESEARCH SUMMARY

<b>Title</b>	Christmas Day Travel January 2015		
<b>Objective</b>	Understand Londoners' travel behaviour on Christmas Day (2014) and the potential demand for buses		
<b>Date</b>	October 2015	<b>Agency:</b>	Future Thinking
<b>Methodology</b>	3,890 online interviews with a representative sample of Londoners during August 2015.		

## Abstract

**There would be demand for buses on Christmas Day in London. Four in ten trips made on Christmas Day would be switched to bus although trips made by car would be least likely to be switched. A quarter of those not making any trips on Christmas Day would make trips if buses were running.**

**On this basis, Future Thinking estimate that 1.3 million bus trips would be made on Christmas Day by Londoners switching to bus or making trips by bus instead of staying at home. This is a similar result to the 1.15 million bus trips estimated in the earlier wave conducted (by telephone) in January 2015.**

## Key findings

Over three quarters of Londoners were in London last Christmas and just over half of these (54%) made at least one trip within the M25 on the day, mostly by car and to visit friends and relatives or return home. Of those making trips, 22% would have taken a bus if buses had been running and 66% of the trips they made would have been switched to bus. This suggests that one in seven of all trips made on Christmas Day would be switched to bus (re: note below on down weighted responses).

The average number of trips actually made by those in London last Christmas was 1.1 (2.0 amongst those making trips). This gives **5.6 million** trips in total. Therefore the number of bus trips generated by switchers would be around **800,000**. Additionally one in eight of those not making any trips on Christmas Day would have made a trip or trips by bus had buses been running. They would make on average 1.79 trips. Therefore, **506,000** additional bus trips might be made by non-travellers if buses were running (on Christmas Day).

Adding these two figures together (800K + 506K), we estimate that 1.3 million bus trips would be made on Christmas Day by Londoners switching to buses or making trips by bus instead of staying at home. This forecast is slightly higher than that obtained in the previous (telephone based) survey conducted in January 2015 (1.15 million).

Trips made by motorbike, bicycle and taxi are most likely to be switched to bus and those made by car, least likely. By London region the forecast is largely in line with the population but with Central London over-represented (16% of trips for 11% of the population). By demographics, there is little difference in the profile of those likely to use buses on Christmas Day in terms of gender and social class, but users would be younger than the average Londoner (51% of 16-34 year olds compared with 40% of the total population).

A third of Londoners would expect a Sunday service to run on Christmas Day and half, a reduced Sunday service.

**Note:** To account for 'over-claiming' Future Thinking have down-weighted the 'likelihood to do' responses by **0.8** to those saying they 'definitely would...' and **0.2** to those saying they 'probably would...'.(for example, switch to/use buses).

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