

# RESEARCH SUMMARY

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| <b>Title</b>       | <b>Town Centre Study 2013</b>  |
| <b>Objective</b>   | Contribution made by bus and other mode users to the economic health and viability of town centres across London       |
| <b>Date</b>        | August 2013  |
| <b>Methodology</b> | 4,345 on-street interviews with users at 14 London town centres and 164 pilot interviews at Tottenham Hale retail park |

## Key findings

- Bus is the most widely used mode to travel to most town centres. Overall, 34% 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, 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 (£292) than train/Tube users (£239), car users (£247) and cyclists (£190). 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: £346 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 more regular buses (11%), lower fares (10%), and faster journeys (6%).
- Tottenham Hale Retail Park visitors were more likely to drive than other town centre visitors. They also spent more per visit but less per month than other town centre visitors: monthly spend was £167 compared to £277 for the overall sample.

For further information please contact Customer Research.

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