

RESEARCH SUMMARY

Title	New Bus for London Route 24 awareness campaign		
Objectives	Assess the performance of a communications campaign designed to raise awareness of the New Bus for London being introduced to Route 24, and of the features of the new bus. The research gauged recognition of the campaign and attitudes towards the initiative.		
Date	18 th September 2013	Agency	TNS UK
Methodology	Face to face interviews in August 2013 with 291 adults aged 16 years or older who use Route 24 at least two days per week. Respondents were recruited disembarking from buses at bus stops along the route.		

Abstract

TfL's New Bus for London (NBfL) Route 24 awareness campaign achieved a high level of recognition among route users, and successfully communicated the main messages around the introduction of the NBfL and the features of the new bus. Route 24 users recognised the benefits of the new bus, and appreciated the work TfL is doing to improve bus services in London.

Key findings

The campaign was seen by three fifths (61 per cent) of regular users of Route 24, with the poster being the most recognisable element.

Nearly all route users were aware that the NBfL had been introduced to the route (96 per cent), with a similar proportion aware that it has three entrances and exits (95 per cent) and conductors on board (97 per cent). Of those aware that there is a conductor on board the bus, 'ensuring passenger safety when boarding' was cited most frequently (85 per cent) as falling under the role of the conductor. However, a fifth (21 per cent) incorrectly thought that collecting fares falls under the conductor's role.

A high proportion (86 per cent) of Route 24 users agreed that the NBfL is accessible and convenient, and 71 per cent agreed that the campaign successfully communicated this point, indicating that the accessibility benefits were well understood. Over two thirds (71 per cent) of route users agreed that the NBfL uses green technology and that it is a new London icon.

The reputation of London Buses was well perceived among Route 24 users, with 79 per cent agreeing that 'bus services in London are really improving' and 84 per cent agreeing that 'TfL is investing to improve bus services'.

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