

RESEARCH SUMMARY

Title	Digital & Social Media Monitor (among Online Londoners) – Spring 2016		
Objective	To explore how Londoners use digital media to plan and make journeys		
Date	April 2016	Agency:	Future Thinking
Methodology	Online interviews among 1,192 Londoners		

Abstract

Almost all online Londoners use the internet for travel planning, including through mobile devices. Apps are used by just under half and social media by one in five online Londoners for travel planning. Use of digital sources for travel planning is lower among older online Londoners.

Over 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: this is the third wave using an online methodology (formerly a telephone approach was used)

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 (89 per cent through any mobile device). Over 55's were significantly less likely to use the internet through a mobile device (68 per cent).

Almost all online Londoners use the internet for travel purposes (95 per cent), including for maps and directions (90 per cent), live public transport information (80 per cent) and making day to day travel plans (72 per cent). Seventy-four 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 60 per cent among 16-34's). Google maps (53 per cent), Tube Map (31 per cent), Citymapper (23 per cent) and London Bus Live Countdown (22 per cent) were the most used travel apps among app users.

Eighty-nine per cent of online Londoners ever use social media for any purpose (rising to 98 per cent among 16-34's) and a fifth of online Londoners use it for London travel information. Facebook (14 per cent), Twitter (13 per cent) and Google+ (8 per cent) were most used for travel purposes among online Londoners.

The majority of online Londoners (91 per cent) use the TfL website, rising to 95 per cent among 16-34's. Eighty-one per cent of users access it through a desktop/ laptop, 58 per cent through a smartphone and 34 per cent through a tablet.

The proportion of users rating their website experience as 'above average' remains at 90

per cent. Satisfied users praise our website for the detailed, up-to-date information, useful tools and ease of use. TfL Online are now looking into how they can meet the needs of the remaining minority of users who say they want simpler ways of finding information and greater confidence that the information is accurate.

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.

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