

## RESEARCH SUMMARY

<b>Title</b>	<b>11-15 Bus User Survey W2 (Winter 2015)</b>		
<b>Objectives</b>	To better understand the profile of 11-15 year-old bus users in London and what could improve their London bus journeys.		
<b>Date</b>	29 January 2016	<b>Agency</b>	TNS UK
<b>Methodology</b>	Online survey, <b>27 November – 9 December 2015</b> , with young Londoners aged 11-15 who have used a London bus in the last 12 months (n=900).		

### Abstract

This is the second wave of the online 11-15 Bus User Survey; Wave 1 was conducted between **30 March and 14 April 2015**, partly into Easter holidays. Following **parental consent**, the survey is completed online by 11-15 year-olds living in London who had used a London bus in the last 12 months.

The survey provides profile information for 11-15 year-old London bus users. It also collects 11-15 year-olds' satisfaction with buses and opinions of how to improve the customer experience.

### Key findings

- Travelling to/from school was the most common journey purpose. The increase in travel for school compared to W1 is likely to be a result of W1 fieldwork including the school Easter holidays
- 87% of 11-15 year olds use a London bus on a weekly basis, compared with 37% using LU/DLR and 29% using a mainline train
- More than four in five 11-15 year old passengers complete their journey using a bus only
- Over 80% of 11-15 year olds travel to school without an adult (77% of 11-13 year-olds)
- There is an increase in use of live bus arrival information compared to W1, as well as an increase in journeys taken on the New Routemaster buses
- The mean score of overall satisfaction with London buses for 11-15 year olds living in London is 75 (out of 100). This is lower than the overall satisfaction mean score of 77 recorded for W1 (Spring 2015)
- Satisfaction is generally lower for 11-15 year-olds when travelling for school rather than any other journey purpose (overall satisfaction 73 vs 76), due to lower satisfaction with crowding and availability of seats
- 11-15 year olds want more frequent buses that arrive on time, are less crowded, and are clean in order to make their bus journeys better.

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