

RESEARCH SUMMARY

Title	Route X26 origin and destination study
Objective	Attitudes and travel patterns of users of the orbital X26 bus route and parallel bus services before and after frequency changes
Date	April 2009
Methodology	254 face-to-face interviews with users of the X26 route or other nearby bus routes (i.e. some sections running parallel) before the changes in November 2008, and 303 interviews with users afterwards

Key findings

- The research overall showed that the frequency change was popular, as expected, and satisfaction increased. 48% of existing users would support a further reduction in the number of stops, with 14% considering this would make the service worse.
- The main reasons cited by X26 users for using this service are that it is 'quicker' or 'more direct'
- The distributions of age, gender, working status and access to a car were very similar for X26 users to those for users of the other routes. However, one clear difference between X26 users and others was that they used the service less often, with some 40% using the service less than once per month or for the first time.
- 61% of X26 users were aware that the frequency of the X26 service had recently increased from hourly to every half an hour
- Three quarters of other route users were aware of the X26 service. The main reason other route users did not use the X26 on the day of interview is because they took the first bus to arrive or the X26 was not going where they needed to go

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