

# RESEARCH SUMMARY

<b>Title</b>	<b>Princess Royal Hospital bus use</b>
<b>Objective</b>	Awareness and use of bus services on route 358 to the Princess Royal University Hospital in Orpington
<b>Date</b>	<b>July 2009</b>
<b>Methodology</b>	336 face-to-face interviews at the hospital with patients, people visiting the hospital and members of staff

## Key findings

- Over a quarter of all hospital attendees and staff interviewed reported being exposed to information, either on the bus route/ the new pedestrian crossing or to the design used on the promotional materials (spontaneous and prompted recall).
- The most frequently cited sources of information were leaflets and posters and people were likely to have been exposed to these at the hospital.
- Overall, 7% of all hospital attendees and staff took away at least one key message from the promotional activities. The key unprompted and prompted messages gleaned from the information seen were that 'the 358 has a frequency of 12 minutes during the day' and 'there is a new crossing outside the hospital'.
- One in ten who had seen the campaign, felt they had actually changed their attitudes / behaviours as a result.
- Of these, 7% felt the materials had a lot of impact and they now saw bus travel as their most likely means of travel to the hospital and 3% indicated that they had already given bus travel a try, because of the materials.
- A further 2% were contemplating a behavioural change, indicating that the materials had made them consider bus travel as an option.

**Job number:** 08068