

RESEARCH SUMMARY

Title	LED Bus Lighting		
Objective	To assess customer views towards LED lighting in buses and on bus blinds		
Date	March 2011	Agency:	FDS International
Methodology	294 face-to-face interviews with bus users (250 asked about LED lighting inside buses, 44 asked about LED bus blinds)		

Abstract

Transport for London (TfL) has begun to phase in LED lighting to the bus fleet. Most customers noticed a difference between LED and non-LED bus blinds. The majority thought that LED lighting was better than non-LED and that TfL should continue the roll out of LED lighting to more routes. Just over half said the LED lighting was brighter. On bus blinds, almost all thought that LED lighting was better than non-LED, as it is clearer and can be read from further away.

Key findings

- Most customers have a positive perception of the quality of lighting inside both LED and non-LED lit buses
- Of those who had experience of traveling on buses with both lighting systems, the majority (54%) preferred LED lighting, and just 6% said that non-LED lighting was better. The main reason given for preferring LED lighting is that it is brighter
- When asked directly, more than half (55%) said that TfL should introduce LED lighting on more routes and only 14% disagreed
- Very few customers said they had encountered a problem with the lighting – these said that the lighting needed to be brighter (however a similar number also said this of non-LED lit buses)
- Almost all (91%) customers thought that LED lighting on bus blinds was better than non-LED lighting, saying that LED lighting was brighter, clearer and could be read from further away
- 70% of those waiting at bus stops serving buses with both LED and non-LED lit blinds had noticed a difference spontaneously; half (52%) had noticed that the blinds were brighter, and more than a third (39%) noticed the LED lighting

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