

PICCADILLY CIRCUS – AUDIENCE RESEARCH

The research was conducted in two parts during August 2004:

1. Traffic Count

Counts were taken of pedestrians leaving the Circus and vehicles passing through, which were categorised into buses / coaches, cars, taxis, vans / trucks and two wheelers.

2. Interviews

The second part sought to interview a selected cross section of pedestrians in order to establish age, location and visit frequency information.

TRAFFIC COUNT

Category counts were undertaken in two bursts of five weekdays and one two-day weekend. The gross results were as follows:

	MON-FRI (5 days)	SAT-SUN (2 days)	WEEKLY TOTAL
Pedestrians	494,720	164,406	659,126
Two wheelers <small>Note: multiplier is 1</small>	12,830	1,554	14,384
Taxis <small>Note: multiplier is 2</small>	35,790	13,830	49,620
Bus / Coach <small>Note: multipliers are weekdays 20 and weekends 25</small>	245,300	84,000	329,300
Cars <small>Note: multipliers are weekdays 1 and weekends 2</small>	22,325	24,532	46,857
Trucks / Vans <small>Note: multipliers are weekdays 1.5 and weekends 1</small>	20,975	1,822	22,797

GRAND WEEKLY TOTAL: 1,122,084

INTERVIEWS

The survey interviewed 1,004 prospects with a male to female bias of 54 – 46%.

Age breakdown:

21 – 25 (38%)

26 – 35 (23%)

18 – 20 (18%)

Location breakdown:

London zones 1 - 4 (38%)

London zones 5 - 6 (19%)

Other United Kingdom (15%)

Non-UK residents (28%)

Visitor breakdown:

Weekly visitor (60%)

Several times per week (16%)

Daily visitor (10%)