

RESEARCH SUMMARY

Title	London Underground "White Other" Profiling
Objective	Public transport barriers and needs amongst people identified as "White Other" ethnicity in London
Date	April 2009
Methodology	16 face to face in-depth interviews with Poles, Russians and Lithuanians living in London

Key findings

- Economic needs typically motivated the move to London. After initial uncertainty and instability, positive perceptions of London increase as levels of comfort and confidence grow.
- London Underground (the tube) is the (claimed) most frequently used mode of transport. It is used and preferred for both emotive and rational reasons. The tube is an iconic part of the history of London, and using it is part of being a Londoner. It is regarded as the fastest, most convenient and best value mode of transport, especially for longer distances and travel to central London.
- The tube's greatest strengths are its efficiency and simplicity of navigation. Its biggest weaknesses are discomfort and overcrowding, cost / expense and personal safety / security. These are not specific or unique to 'white other' migrants, but may be slightly exacerbated through their personal situations (less experience of larger cities, lower incomes, less familiarity with system / language). The strengths far outweigh the weaknesses.
- Tube use could be increased by reduced cost, simpler fares structure, and greater network coverage (more / different locations served, longer operating hours). These are not specific or unique to 'white other' migrants.
- Specific information in their first language was positively received by some migrants, but not a key driver to further usage. It is very rarely expected, and sometimes actively resisted. Most migrants have a strong desire to integrate with the London population. Learning the language is an important part of this.

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