

RESEARCH SUMMARY

Title	London Politicians reputation survey 2012		
Objective	To establish the nature of the reputation of TfL, LU, LB and LO		
Date	April 2013	Agency:	Ipsos MORI
Methodology	Interviews with London councillors (12) and GLA members (10)		

Abstract

The survey among London Politicians shows very positive reputation measures for TfL, LU, LB and LO, and each organisation has improved net favourability and advocacy scores compared to 2011.

There were substantial improvements over 2011 across all LU ratings. Perceptions of the overall level of LU service have improved considerably, as have views of LU's management of works and closures. The momentum score is very positive, as 73% of London Politicians think it is an organisation on the way up and none think it is on the way down.

95% of London Politicians think maintaining investment in LU is extremely/very important.

Key findings

It should be noted that this survey was carried out in the autumn after the Olympic Games. Most of the survey focuses on an assessment of LU. Given the small sample size, the percentages should be treated as indicative rather than precise.

Key points:

- **TfL, LU, LB and LO have all achieved higher net favourability and advocacy compared to 2011**
 - Net favourability to TfL is at +50% (35% in 2011) and net advocacy is at +18% (- 30% in 2011)
 - Net favourability to LU is at +73% (55% in 2011) and net advocacy is at +36% (- 5% in 2011). Both 2012 scores represent a four-year high
 - Net favourability to LB is at +73% (60% in 2011) and net advocacy is at +27% (+ 5% in 2011)
 - Net favourability to LO is at +77% (65% in 2011) and net advocacy is at +55% (+ 42% in 2011)
- **LU is seen to be 'on the way up'**
 - 73% think it is an organisation on the way up and none think it is on the way down

- **Perceptions of the overall level of LU service have improved considerably and there has been an increase in mentions of this as a key strength for LU**
 - Top ratings of seven or more out of ten have jumped 36 points to 86%
- **Perceptions of LU's managing works and closures have improved substantially**
 - Scores are up from 41 to 63 out of 100 since 2011.
- **27% of London Politicians agree that LU is 'an organisation I can trust'** (rating it 7 – 10 out of 10) while only 4% disagree (rating it 0 – 3 out of 10). The remainder are either neutral or say they don't know, suggestion these stakeholders still need to be convinced that LU is trustworthy.
- **77% agree LU is making real travel improvements through investment and 95% think maintaining investment in LU is extremely/very important**
 - Reliability, frequency, improved infrastructure, stations and trains are cited as evidence
 - But, perceptions of the value for money investment represents and the planning and focus of investments are relative weaknesses

Job number: 09100a