

**Attitudes to rail**

**08106**

April 2009



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Research conducted by Synovate

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## 1. Executive summary

### **Awareness of London Overground**

More than eight out of ten (84%) were aware of 'London Overground'. One fifth (21%) were aware that London Overground was managed by Transport for London / TfL (unprompted). Awareness was significantly higher amongst more frequent users of London Overground services, compared with less frequent, lapsed and non users.

Awareness was significantly higher from that recorded in 2007-08, where half (50%) were aware of 'London Overground' and 16% were aware that Transport for London / TfL would be managing the services.

### **Satisfaction with London Overground**

More people were satisfied with London Overground services than not. London Overground users were likely to be satisfied with London Overground services than non users, but only because a significant proportion of non users could not give an opinion. Fewer of the most frequent London Overground users were satisfied with services than less frequent users, and even non users. Overall, satisfaction was lower than that recorded in the National Passenger Survey (Autumn 2008).

The main reasons for dissatisfaction appeared to be perceptions that the services are unreliable and busy / crowded (see 'Barriers to using London Overground').

When prompted, people were at least somewhat positive towards London Overground. Overall, nine out of ten residents within station catchment areas agreed with at least one positive perception of London Overground, and almost all current users agreed with at least one positive perception of London Overground. A majority of residents agreed that London Overground *'is accessible'*, *'is a convenient way of getting around'*, that *'I would feel safe waiting for trains'* and it *'is reliable'*.

Perceptions were more positive in 2009 compared with 2007/08 for *'is accessible'*, *'customers are kept informed about how the service is running'*, *'stations are run down and in poor repair'* and *'customers are kept informed about how the service is running'*.

### **Barriers to using London Overground**

The main barriers to using London Overground services (more often) are not directly within the control of London Overground. The main reasons for not using the services (more) are trains not going to where people want to travel to, and simply not having a need to. Non users were more likely to mention these reasons than current users.

Current users – and especially more frequent users – were more likely to mention the services being *'infrequent'*, *'didn't run when they needed them to'* and the services being *'unreliable'*. However these were mentioned only by a minority of current users.

### **Changes to London Overground**

One third of residents in the London Overground station catchment areas were aware of at least one improvement to the network and services. The most noticed improvement was the *'cleaner / refurbished stations'*. Only one in twenty residents – and the same proportion of London Overground users – mentioned being aware of new trains being introduced onto the network.

One half of residents in the London Overground station catchment areas were aware of engineering works / closures to the network. One quarter were affected by them. Half of those affected were satisfied with how they were handled by London Overground / TfL. Just under one in seven were dissatisfied, and these were more likely to be more frequent London Overground users.

### **Bicycles on London Overground**

Just under one in eight of people living in the London Overground station catchment areas used London Overground and used a bicycle. Of these, just over half had cycled to / from a London Overground station or taken a bicycle on a London Overground train. Around a third of these considered the facilities for bicycles to be suitable for this.

## 2. Background to and objectives of the research

### 2.1 Introduction

In late 2007, TfL London Rail commissioned a research study amongst people living in proximity to the London Overground system (specifically living maximum 1km away from a line). This was conducted just after the transfer of the franchise and management of the lines from Silverlink to TfL, and therefore just after the launch of the London Overground brand. This research showed that:

- The main reason for not using London Overground is because 'there is no need to'.
- The main improvements mentioned as needed to increase usage are improved service reliability and frequency, better value for money and less overcrowding.
- The majority of those living near the Overground lines believe they offer convenience and are accessible, although levels of agreement vary with usage.
- Half had heard of the new 'London Overground' brand, with a third of these aware it would be managed by TfL.

With TfL having managed the franchise for over one year, an update of the study amongst local residents was required.

### 2.2 Research objectives

The objectives for the research for this year were as follows:

- Measure awareness and consideration of London Overground services;
- Gauge attitudes and perceptions of London Overground services, including reasons for using and not using the services, and satisfaction with the services (consistent with National Passenger Survey measurement);
- Measure the incidence of taking bicycles on London Overground;

- Measure the awareness and impact of recent / forthcoming planned closures on London Overground usage and perceptions;
- Gauge awareness and expectations of new train stock about to be introduced to London Overground;
- Where comparisons are possible, note any significant differences seen from the research in 2007.



## **3. Research details**

### **3.1 Methodology**

Telephone interviews were conducted with a random sample of London residents living within a 1km radius of a London Overground station (defined by postcode).

Interviews were 10-15 minutes in duration. See Appendix 5.1 for the full questionnaire

### **3.2 Sample**

1,003 adult London residents (ages 16+) living within 1km radius of a London Overground station were interviewed. Quotas were applied to ensure a roughly equal number of interviews was conducted within each station's catchment area. See Appendix 5.2 for a full sample profile.

Interviews were conducted with residents of each London Overground station. Overall, 515 interviews were conducted with people that use or had used London Overground services at least once in the past 12 months.

### **3.3 Timescales**

Fieldwork was conducted between 17<sup>th</sup> February and 16<sup>th</sup> March 2009.

## 4. Main findings

### 4.1 Awareness of London Overground

#### 4.1.1 Awareness of London Overground services

84% of those living in the catchment areas of London Overground stations were aware of the 'London Overground'<sup>1</sup>.

Awareness was highest amongst current users of London Overground services (91% aware vs. 88% amongst lapsed users and 76% amongst non users). Furthermore, awareness was highest amongst more frequent users of London Overground services (95% aware amongst at least weekly users, 89% amongst those who used London Overground less often).

This is a significant increase in awareness from that recorded in 2007-08, where awareness of 'London Overground' was 50%.

#### 4.1.2 Awareness of London Overground brand

25% of those aware of 'London Overground' – 21% of all living in the station catchment areas – were aware that Transport for London / TfL manages the London Overground train services (unprompted). The majority of people (71%) didn't know. Other brands mentioned were: London Underground (3%), Silverlink (2%), Network Rail (1%).

Again, awareness that TfL manages London Overground was highest amongst the most frequent users of London Overground services: 37% aware amongst at least weekly users vs. 31% of less frequent users, and 15% of non users.

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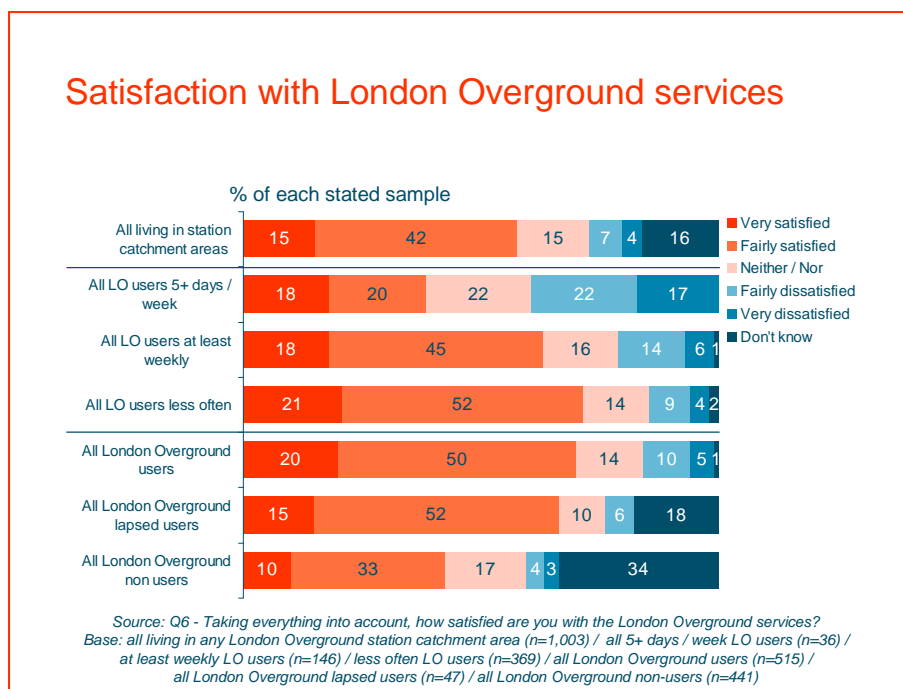
<sup>1</sup> See Q2 in the questionnaire in Appendix 5.1.

This is a significant increase in awareness from that recorded in 2007-08, where awareness of Transport for London / TfL as managing London Overground services was 16% amongst all living in the catchment area of the lines.

## 4.2 Satisfaction with London Overground

### 4.2.1 Overall satisfaction with London Overground services

Significantly more people were satisfied with London Overground services than dissatisfied with them (see below).



Overall, current users (70% 'satisfied') and lapsed users (67% 'satisfied') were more satisfied with services than non users of London Overground (43% 'satisfied'). However, when those non users who 'don't know' are removed, a comparable proportion of those who expressed an opinion were satisfied (64% 'satisfied'). More

frequent London Overground users were generally less satisfied – and specifically more dissatisfied – than less frequent users.

A significantly higher proportion of people living with the station catchment areas of the Overground Willesden Junction to Clapham Junction said that they ‘didn’t know’ how satisfied they were with London Overground services: 29% ‘don’t know’ vs. c.15% for the other three Overground lines. However, when those who ‘don’t know’ were excluded, there were no significant differences in satisfaction across the different London Overground lines.

There were few socio-demographic differences between those satisfied and those dissatisfied with London Overground services. Those satisfied with London Overground (compared with those dissatisfied) were significantly...

- less likely to be in employment,
- less likely to be in social grades ABC1 (and more likely to be social grades C2DE),
- more likely to be older (ages 55+).

These socio-demographic differences are consistent with the profile of more frequent London Overground users being less satisfied with the services overall.

#### **4.2.2 Comparison with levels of satisfaction from National Passenger Survey**

The level of satisfaction amongst users was lower than that recorded in the National Passenger Survey<sup>2</sup>, where 77% of London Overground users were ‘satisfied’ overall with the services.

*Important note:*

*The National Passenger Survey is a paper self-completion methodology, with questionnaires distributed across a range of London Overground stations. Therefore the profile of those answering the survey is likely to be comprised of a greater*

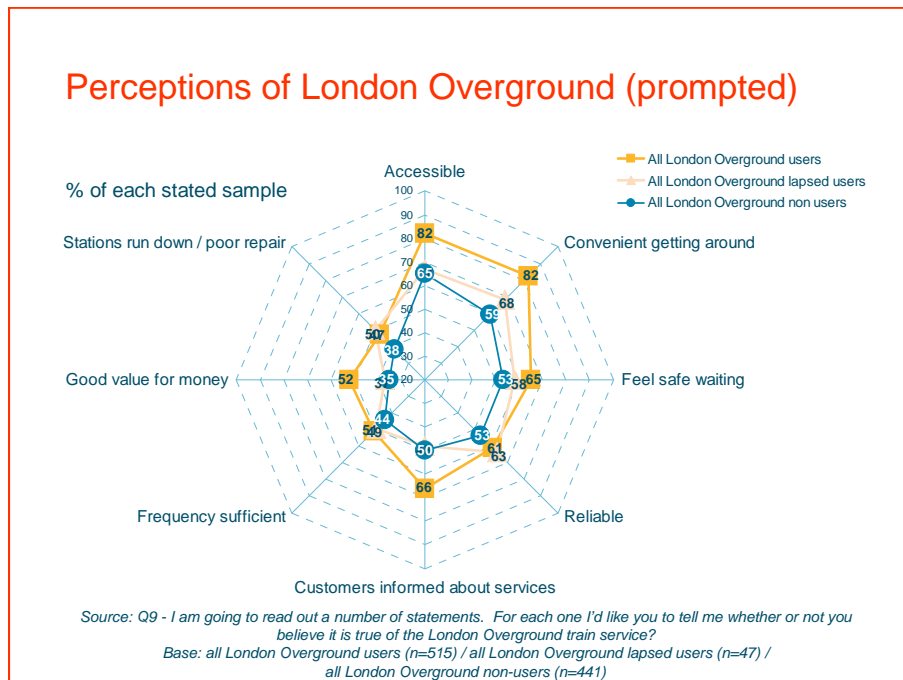
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<sup>2</sup> National Passenger Survey Autumn 2008, compiled by Passenger Focus. This report is available at <http://www.passengerfocus.org.uk/news-and-publications/document-search/document.asp?dsid=2117>

proportion of more frequent London Overground users than was found in this survey. Nevertheless, with our finding that satisfaction was lower amongst more frequent London Overground users, the National Passenger Survey still represents a significantly higher satisfaction score than is recorded here.

#### 4.2.3 Positive perceptions of London Overground

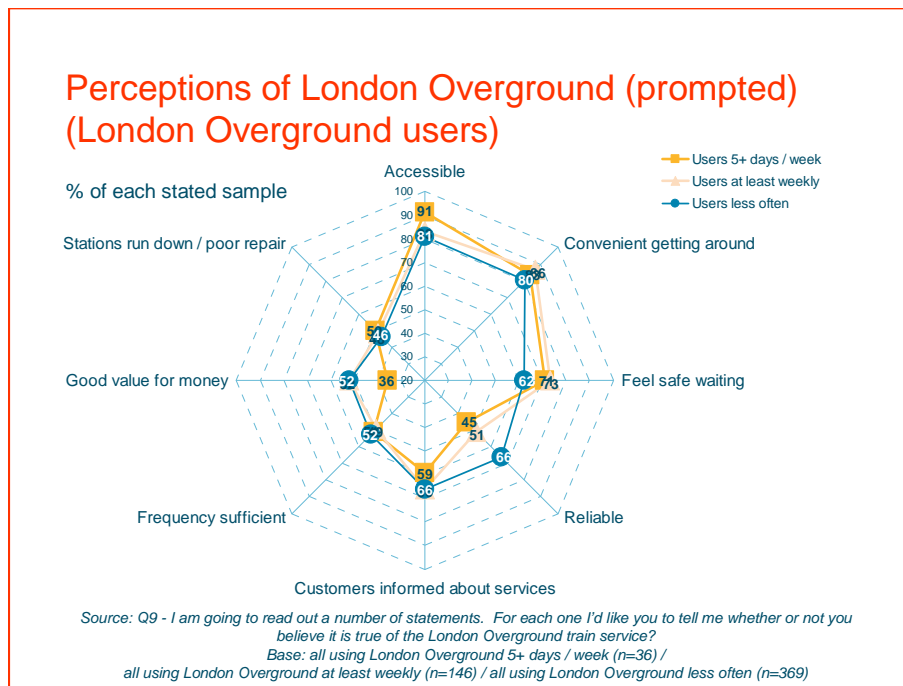
When prompted, people were at least somewhat positive towards London Overground. Overall, nine out of ten residents within station catchment areas agreed with at least one positive perception of London Overground (see below). Almost all current users (98%) and lapsed users (97%) agreed with at least one positive perception of London Overground. More than half (57%) of current users agreed with five or more positive perceptions.



Users of London Overground services were generally more likely to have positive perceptions of London Overground services than either lapsed or non users. They

were more likely than lapsed and non users to agree that London Overground ‘is accessible’ (82% agreed), ‘is a convenient way of getting around’ (82%), that ‘customers are kept informed about how the service is running’ (68%) and that it is ‘good value for money’ (52%). However, non users were still positive, and a majority of non-users agreed that London Overground ‘is accessible’ (65%), ‘is a convenient way of getting around’ (59%), that ‘I would feel safe waiting for trains’ (53%) and it ‘is reliable’ (53%).

There were significant differences in perceptions of London Overground depending upon the frequency with which services were used (see below).



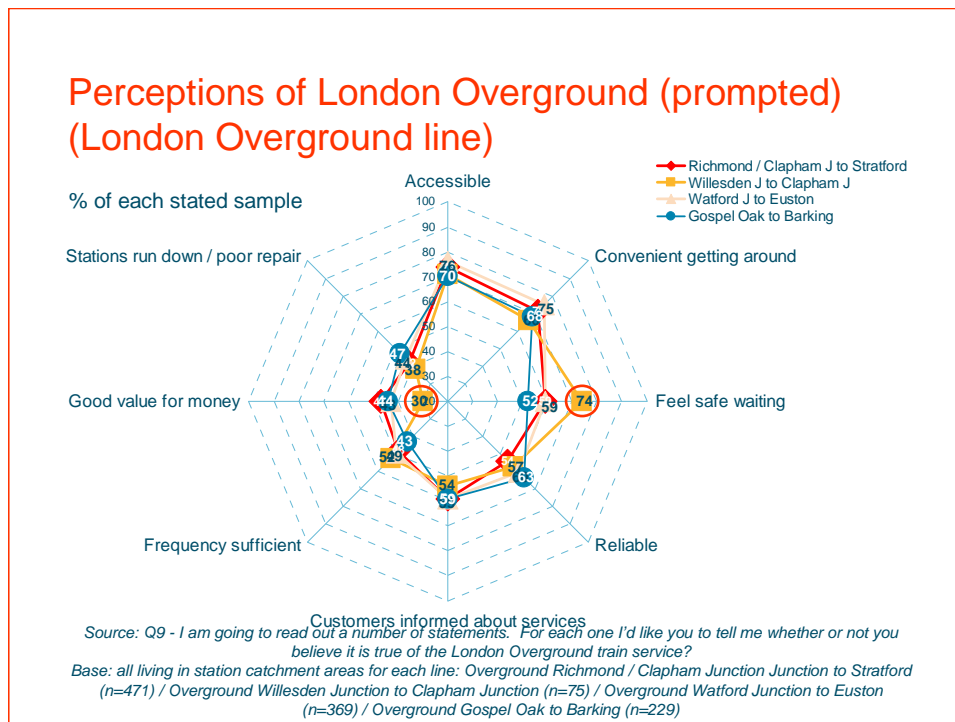
The most frequent (5+ days a week) users were significantly more likely to agree that London Overground ‘is accessible’ (91% agreed). They were also significantly less likely to agree that London Overground ‘is reliable’ (46%) and that it is ‘good value for money’ (38%). Those dissatisfied with London Overground are less likely to agree with

these two positive aspects: it is reasonable to suppose that poor reliability and value for money perceptions are stronger drivers of dissatisfaction.

#### 4.2.4 Differences by London Overground line

There were very few differences in perceptions by Overground line. (see below) The only significant differences were that people in the station catchment areas of...

- Overground Willesden Junction to Clapham Junction stations were more likely to agree that 'I would feel safe waiting for the trains';
- Overground Willesden Junction to Clapham Junction stations were less likely to agree the service 'provides good value for money'.

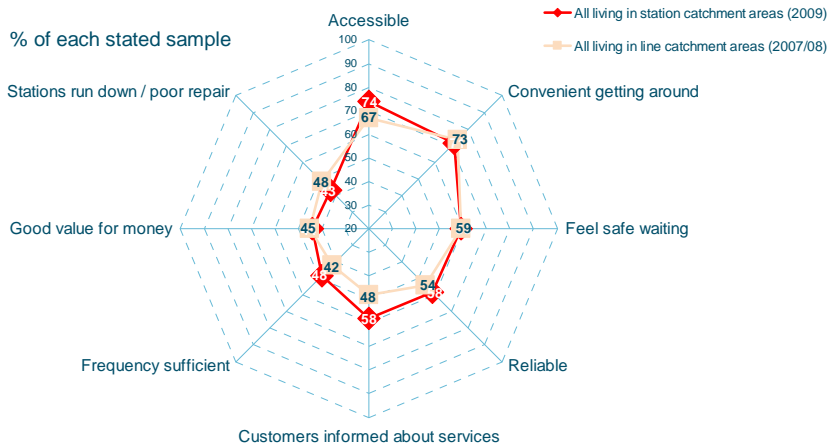


#### 4.2.5 Changes in perceptions since 2007/08

In 2009, more residents agreed that London Overground 'is accessible' and that 'customers are kept informed about how the service is running'. Also, fewer agreed

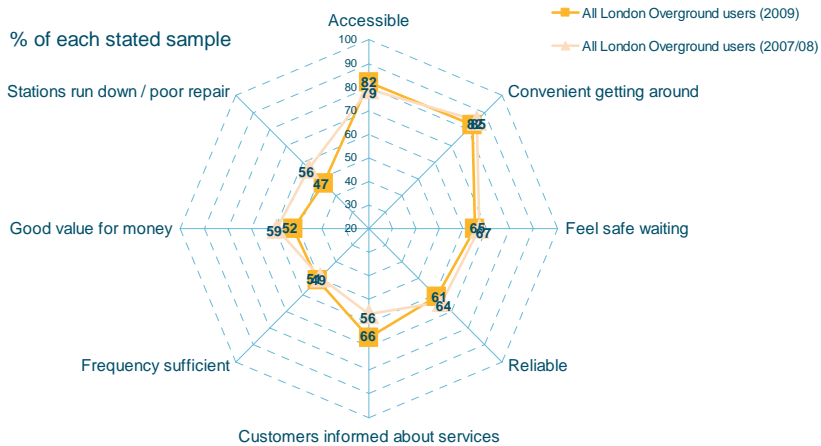
that 'stations are run down and in poor repair' (see below, top).

### Perceptions of London Overground (prompted) (all residents, 2007/08 vs. 2009)



Source: Q9 - I am going to read out a number of statements. For each one I'd like you to tell me whether or not you believe it is true of the London Overground train service?  
Base: all living in London Overground station catchment areas (2009) (n=1,003) / all living in London Overground line catchment areas (2007/08) (n=813)

### Perceptions of London Overground (prompted) (London Overground users, 2007/08 vs. 2009)



Source: Q9 - I am going to read out a number of statements. For each one I'd like you to tell me whether or not you believe it is true of the London Overground train service?  
Base: all London Overground users (2009) (n=515) / all London Overground users (2007/08) (n=401)



In 2009, more London Overground users agreed that London Overground's 'customers are kept informed about how the service is running'. However, in 2009 fewer users agreed that London Overground was 'good value for money' (see previous, bottom).

### 4.3 Barriers to using London Overground

#### 4.3.1 Reasons for not using London Overground (more often)

The main barriers to using London Overground services (more often) are not directly within the control of London Overground. The main reasons for people not using London Overground more often than they currently do were that *London Overground doesn't go to destinations they (want to) travel to*, and / or that they *didn't need to travel by London Overground*. Lapsed and non users were more likely than current users to say they didn't use London Overground services for these reasons (see below).

#### Main reasons for not using London Overground more than currently

	All in catchment %	All LO users %	LO lapsed users %	LO non users %
• Doesn't go to destinations I travel to	19	17	26	21
• No need to	14	7	22	20
• No local station / station too far away	4	3	7	4
• Couldn't use it more	4	5	-	2
• Don't travel to / in London much	4	2	2	6
• Too infrequent / doesn't run when needed	11	17	3	5
• Too expensive / other modes cheaper	7	8	6	6
• Inconvenient / other modes more so	7	7	14	7
• Unreliable / other modes more so	6	10	2	3
• Too overcrowded / busy	6	8	3	3
• Prefer other modes	5	6	4	6
• Takes too long / other modes faster	4	5	4	3
• Unsafe / poor security / feel unsafe	3	4	3	1
• Nothing in particular	17	16	9	18
• Don't know	4	3	2	6

Source: Q7 - What, if anything, stops you from using the London Overground train services more often?  
 Base: all living in any London Overground station catchment area (n=1,003) / all London Overground users (n=515) / all London Overground lapsed users (n=47) / all London Overground non-users (n=441)

Overall, fewer people mentioned specific dissatisfaction with or negative perceptions of the London Overground services as reasons why they did not use it more. However, London Overground users were more likely to mention these types of reasons, and specifically more likely than lapsed and non users to say that the services were *infrequent*, *didn't run when they needed them to*, and / or that *the services were unreliable*. These are consistent with the main reasons given for dissatisfaction with London Overground services overall.

This profile of reasons for not using London Overground more amongst non users was significantly different from that recorded in 2007/08. Previously, 68% of non users mentioned that they had *'no need to'* use London Overground services. Furthermore, fewer non users mentioned *'doesn't go to destinations I travel to'* (13%), *'inconvenient'* (3%) and *'too expensive'* (3%). Other reasons were mentioned by fewer than 3% of non users in 2007/08.

More frequent users of London Overground were more likely than less frequent users to give reasons of *overcrowded*, *busy services* and *unreliable services* as reasons for not using London Overground services more (*see over*).

Less frequent users (using London Overground less than once a week) were more likely than more frequent users to say that London Overground *'doesn't go to destinations they travel to'*, and / or that they had *'no need to travel more'* by London Overground.

## Main reasons for not using London Overground more than currently (London Overground users)

	All LO users	Users 5+ days / week	Users at least weekly	Users less often
	%	%	%	%
• Doesn't go to destinations I travel to	17	10	10	19
• No need to	7	2	4	9
• No local station / station too far away	3	-	2	2
• Couldn't use it more	5	5	6	4
• Don't travel to / in London much	2	3	1	3
• Too infrequent / doesn't run when needed	17	15	21	15
• Too expensive / other modes cheaper	8	12	5	9
• Inconvenient / other modes more so	7	7	7	7
• Unreliable / other modes more so	10	19	13	8
• Too overcrowded / busy	8	25	13	6
• Prefer other modes	6	7	4	2
• Takes too long / other modes faster	5	2	3	6
• Unsafe / poor security / feel unsafe	4	2	2	6
• Nothing in particular	16	18	19	15
• Don't know	3	-	1	3

Source: Q7 - What, if anything, stops you from using the London Overground train services more often?  
 Base: all London Overground users (n=515) / all using London Overground 5+ days / week (n=36) / all using London Overground at least weekly (n=146) / all using London Overground less often (n=369)

Very few differences were seen by individual London Overground lines. The only statistically significant differences were that people in the station catchment areas of...

- Overground Watford Junction to Euston stations were less likely to say that London Overground 'doesn't go to destinations I travel to': 11% vs. c.20% for those living near the other Overground lines;
- Overground Willesden Junction to Clapham Junction stations were more likely to say that they 'prefer other modes': 13% vs. c.4% for those living near the other Overground lines;
- Overground Gospel Oak to Barking stations were even less likely to say that the services were 'unreliable / other modes more reliable': 3% vs. c.9% for those living near the other Overground lines;
- Overground Gospel Oak to Barking stations were even less likely to say that the services were 'too expensive / other modes cheaper': 3% vs. c.7% for those living near the other Overground lines;

### 4.3.2 Changes that might encourage use of London Overground (more often)

65% of residents in the London Overground station catchment areas mentioned at least some form of change that might encourage them to use London Overground more often (see below).

#### Main suggestions to encourage people to use London Overground more than currently

	All in catchment	LO users	LO lapsed users	LO non users
	%	%	%	%
• If trains were more frequent	16	25	2	7
• If it went to places I wanted to go	14	9	17	19
• If it was cheaper	13	17	12	11
• If it was more reliable	8	11	8	4
• If it was less busy / crowded	5	7	-	3
• If journey time was quicker	5	5	9	4
• If trains were cleaner / more pleasant	3	5	-	2
• If trains ran earlier / later / different times	3	4	-	1
• If there were / when there are new trains	2	4	-	1
• If felt safer waiting for trains	2	3	5	<1
• More staff	2	3	-	1
• Closer / more local station	2	1	2	4
• If usual transport not available	2	1	4	2
• Nothing in particular	30	26	27	34
• Don't know	5	3	6	6

Source: Q8 - What, if anything, would encourage you to use the London Overground train services more?  
 Base: all living in any London Overground station catchment area (n=1,003) / all London Overground users (n=515) / all London Overground lapsed users (n=47) / all London Overground non-users (n=441)

These answers are broadly similar to those recorded in 2007/08. However in 2009 residents were more likely to mention 'if it went to places I wanted to go' (5% in 2007/08) and less likely to mention 'if it was less busy / crowded' (12% in 2007/08).

Users of London Overground were more likely (than lapsed and non users) to mention making the train services *more frequent, cheaper, more reliable* and *less busy / crowded* as changes that might encourage them to use London Overground more. More frequent users of London Overground were also more likely than less frequent users to mention these (see over).

## Main suggestions to encourage people to use London Overground more than currently

	All LO users	Users 5+ days / week	Users at least weekly	Users less often
	%	%	%	%
• If trains were more frequent	25	28	32	22
• If it went to places I wanted to go	9	-	3	11
• If it was cheaper	17	23	16	17
• If it was more reliable	11	34	18	8
• If it was less busy / crowded	7	15	12	5
• If journey time was quicker	5	9	7	4
• If trains were cleaner / more pleasant	5	10	5	5
• If trains ran earlier / later / different times	4	6	5	4
• If there were / when there are new trains	4	12	5	3
• If felt safer waiting for trains	3	-	2	2
• More staff	3	-	3	3
• Closer / more local station	1	-	-	1
• If usual transport not available	1	-	-	1
• Nothing in particular	26	24	21	29
• Don't know	3	-	2	4

Source: Q8 - What, if anything, would encourage you to use the London Overground train services more?  
 Base: all London Overground users (n=515) / all using London Overground 5+ days / week (n=36) / all using London Overground at least weekly (n=146) / all using London Overground less often (n=369)

Again, very few differences were seen by individual London Overground lines. The only statistically significant differences were seen amongst people in the catchment areas of Overground Willesden Junction to Clapham Junction stations, who were more likely to say:

- 'if it went to places where I wanted to go': 25% vs. c.14% for those living near the other Overground lines;
- 'if the journey time was quicker': 11% vs. c.4% for those living near the other Overground lines;
- 'if there were closer / more local stations: 6% vs. c.2% for those living near the other Overground lines;

## 4.4 Changes to London Overground

### 4.4.1 Awareness of improvements to London Overground

One third (32%) of residents in the London Overground station catchment areas were aware of at least one improvement to the network and services (*see over, top*). The most noticed improvement was the 'cleaner / refurbished stations' (15%). Only one in twenty (5%) residents – and the same proportion of London Overground users – mentioned being aware of new trains being introduced onto the network.

London Overground users were not more likely to be aware of changes and improvements than less frequent London Overground users (*see over, bottom*).

Awareness of improvements did not differ significantly across those living in the catchment areas of the different London Overground lines, with the exception that those living near the Overground Willesden Junction to Clapham Junction were more likely to be aware of 'new / better trains' (10%) and 'new stations being opened / built' (4%).

## Awareness of improvements to London Overground (unprompted)

	All in catchment	LO users	LO lapsed users	LO non users
	%	%	%	%
• <b>Aware of any improvement(s)</b>	<b>32</b>	<b>42</b>	<b>33</b>	<b>20</b>
• Cleaner / refurbished stations	15	21	10	7
• New / better trains (now / coming soon)	5	6	8	4
• Track upgrades / replacements	5	6	3	4
• Oyster PAYG available at all stations	5	8	3	1
• Increased number of staff	3	5	0	2
• More frequent services	3	3	7	2
• Not aware of any improvements	61	53	60	72
• Don't know	6	5	7	8

Source: Q10 - Are you aware of any improvements that have been made to the London Overground network or train services in the last year?

Base: all living in any London Overground station catchment area (n=1,003) / all London Overground users (n=515) / all London Overground lapsed users (n=47) / all London Overground non-users (n=441)

## Awareness of improvements to London Overground (unprompted) (London Overground users)

	All LO users	Users 5+ days / week	Users at least weekly	Users less often
	%	%	%	%
• <b>Aware of any improvement(s)</b>	<b>42</b>	<b>37</b>	<b>40</b>	<b>37</b>
• Cleaner / refurbished stations	21	19	24	20
• New / better trains (now / coming soon)	6	9	10	4
• Track upgrades / replacements	6	8	7	5
• Oyster PAYG available at all stations	8	6	8	8
• Increased number of staff	5	6	8	3
• More frequent services	3	2	4	3
• Not aware of any improvements	53	52	49	55
• Don't know	5	11	3	6

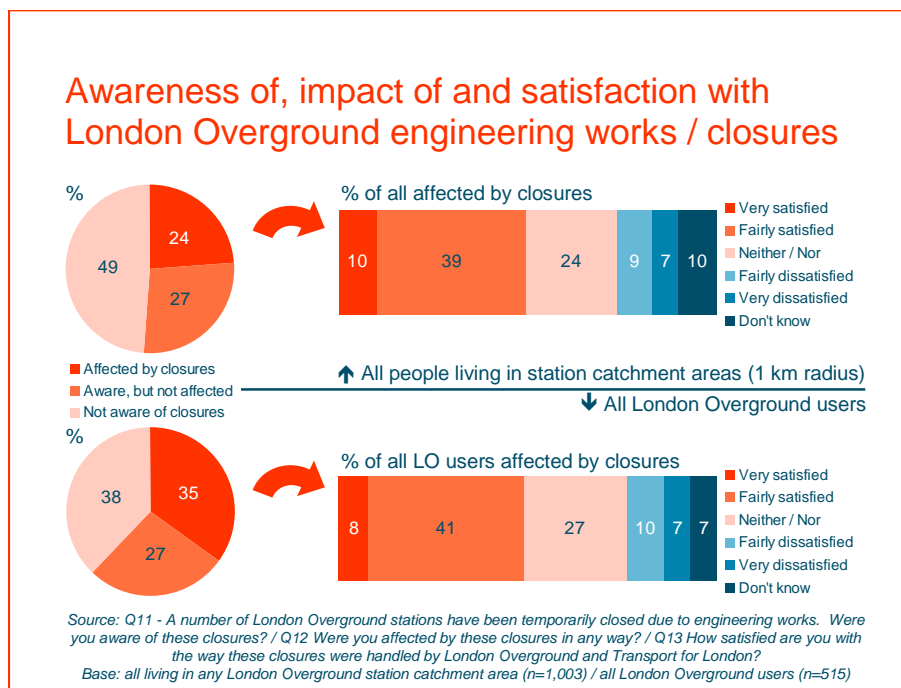
Source: Q10 - Are you aware of any improvements that have been made to the London Overground network or train services in the last year?

Base: all London Overground users (n=515) / all using London Overground 5+ days / week (n=36) / all using London Overground at least weekly (n=146) / all using London Overground less often (n=369)

#### 4.4.2 Awareness and impact of engineering works / closures

Half of residents (49%) in London Overground station catchment areas were aware of engineering works / closures. Half of these – one quarter of residents (24%) – were affected by these works / closures (see below, top section).

62% of London Overground users were aware of the engineering works / closures. Just over one half of these – 35% of London Overground users – were affected by these works / closures (see below, bottom section).

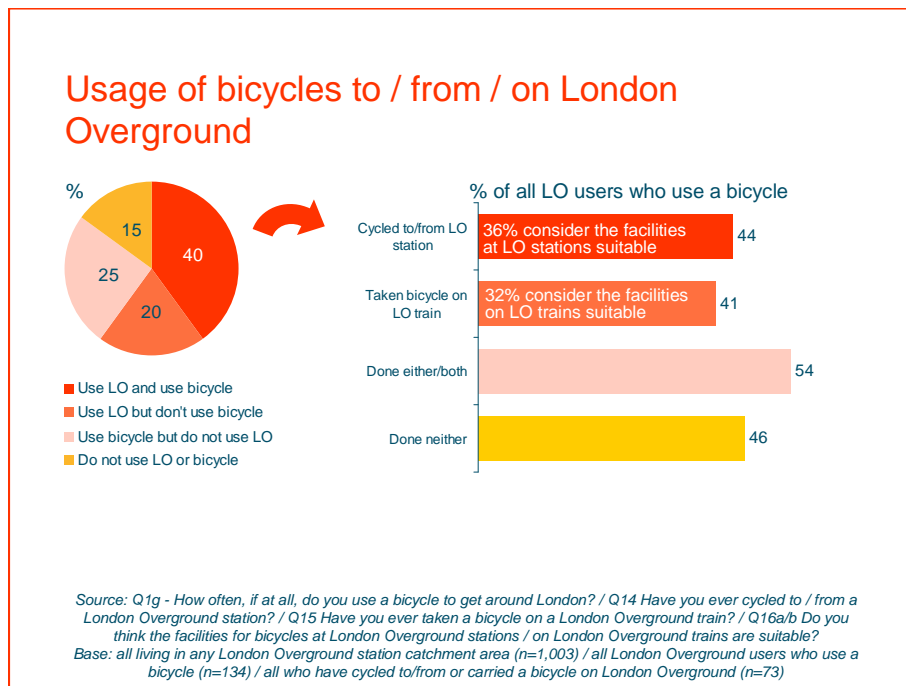


Around half of those affected by the works / closures were ‘satisfied’ with how they were handled by London Overground and Transport for London. Those who were ‘dissatisfied’ (16% of those affected by the works, 4% of all residents) were more likely to be more frequent London Overground users, males, those working and ABC1s – those more likely to use the services regularly and more likely to be affected by them (and who are more likely to consider the service to be unreliable, crowded, etc.).



## 4.5 Bicycles on London Overground

Just under one in eight (13%) of people living in the London Overground station catchment areas used London Overground and used a bicycle. Of these, just over half had cycled to / from a London Overground station or had taken a bicycle on a London Overground train. More specifically, 41% of London Overground users who used a bicycle had taken a bicycle on a London Overground train – this was 12% of all London Overground users and 6% of all residents in London Overground station catchment areas (see below).



Around a third of people who had cycled to a London Overground station considered bicycle facilities provided at stations to be suitable. Similarly, around a third who had taken a bicycle on a London Overground train considered the facilities suitable for this.

70% of residents who used a bicycle but who had not used one to / from or on a London Overground train would consider doing so in future. Overall, 18% of residents

in London Overground station catchment areas had or would consider cycling to / from a London Overground station or taking a bicycle on a London Overground train.

Those London Overground users who cycle but would not consider taking a bicycle to / on London Overground were most likely to say this was because it would be difficult: specifically *'too much hassle / too difficult'* (19%) and *'trains too crowded / bicycle gets in the way'* (18%). A similar proportion (18%) said there was no particular reason for their not wanting to take a bicycle to / on London Overground.

## 5. Appendices

### 5.1 Questionnaire

#### INTRODUCTION – READ OUT TO ALL

- SAY Good morning / afternoon / evening. My name is [NAME] and I am calling from Synovate, an independent research agency. We are carrying out a survey about travel in London on behalf of Transport for London.  
The interview will take about 10 minutes.  
I would like to assure you that Synovate is a member of the Market Research Society and follow their strict Code of Conduct. As such you will not be subject to follow-up sales of any kind, and all your answers will remain confidential. It will not be possible to identify any particular individual or address in the results.

#### ASK ALL

- QA In order for us to make sure that we speak to a good selection of people, can I ask your age?

#### READ OUT

#### SINGLE CODE ONLY

Under 16	1	<b>CHECK QUOTA: 16-34 / 35-54 / 55+ CONTINUE OR CLOSE</b>
16 to 19	2	
20 to 24	3	
25 to 34	4	
35 to 44	5	
45 to 54	6	
54 to 64	7	
65 to 74	8	
75 or older	9	
(Refused)	10	

#### CODE FOR ALL

- QB

CODE GENDER

DO NOT READ OUT

#### SINGLE CODE ONLY

Male	1	<b>CHECK QUOTA: Male / Female CONTINUE OR CLOSE</b>
Female	2	

#### ASK ALL

- Q1 I'm going to read out a number of forms of transport that people use. For each one, please tell me how often – if at all – you use each one to get around London.

#### READ OUT

**PROBE AS PER PRECODES IF NECESSARY**

**IN ORDER  
SINGLE CODE FOR EACH MODE**

		5 or more days a week	3 or 4 days a week	2 days a week	Once a week	About once a fortnight	About once a month	Less often than once a month	Not in the last 12 months	Never	(Don't know)
a	Walking for more than 5 minutes	1	2	3	4	5	6	7	8	9	99
b	Bus	1	2	3	4	5	6	7	8	9	99
c	Underground / tube	1	2	3	4	5	6	7	8	9	99
d	Train	1	2	3	4	5	6	7	8	9	99
e	DLR (Dockland Light Railway)	1	2	3	4	5	6	7	8	9	99
f	Car or van (as passenger or driver)	1	2	3	4	5	6	7	8	9	99
g	Bicycle	1	2	3	4	5	6	7	8	9	99

**ASK ALL**

QC We are trying to make sure that we speak to people in all different parts of London according to the different transport options they have available to them. To do this we need to ask people's postcodes, so we know we are speaking to people in a certain area. Can you please tell me your postcode?

We don't need to know your exact address, and we will not save your postcode information in our records. We only need this to work out what part of London you live in.

**STATIONS TO BE MATCHED AGAINST POST CODE LIST PROVIDED  
CHECK POSTCODE VS. SPECIFIC SAMPLE ELIGIBILITY & QUOTAS  
ALLOCATE TO SPECIFIC STATION CATCHMENT AREA, OR CLOSE  
INTERVIEWER – CODE FIRST LETTERS OF POST CODE HERE IN ORDER TO SEARCH FOR  
CORRECT STATION USING FULL POST CODE ON NEXT SCREEN**

E	1	<b>CONTINUE</b>
HA	2	
IG	3	
N	4	
NW	5	
SW	6	
TW	7	
W	8	

WC	9	
WD	10	
Other	98	<b>THANK &amp; CLOSE</b>
Refused	99	

**USE SEARCH FACILITY – DO NOT USE SPACES! E.G FOR WD17 1AW TYPE WD171AW  
IF TWO STATIONS APPEAR FOR THE FULL POST CODE:**

**I can see that there is more than one train station in your area**

**READ OUT OPTIONS**

**[IF CODES 1-8 OR 99 AT Q1D] <Which one would you say that you use most often?> [IF  
CODE 9 AT Q1D] < Which one is the one closest to you?>**

Acton Central	1	
Barking	2	
Blackhorse Road	3	
Brondesbury	4	
Brondesbury Park	5	
Bushey	6	
Caledonian Rd & Barnsbury	7	
Camden Road	8	
Canonbury	9	
Carpenders Park	10	
Clapham Junction	11	
Crouch Hill	12	
Dalston Kingsland	13	
Euston	14	
Finchley Road & Frognal	15	<b>ALLOCATE TO STATION QUOTA</b>
Gospel Oak	16	
Gunnersbury	17	
Hackney Central	18	
Hackney Wick	19	
Hampstead Heath	20	
Haringay Green Lanes	21	
Harlesden	22	
Harrow & Wealdstone	23	
Headstone Lane	24	
Hatch End	25	
Highbury & Islington	26	
Homerton	27	
Kensal Green	28	

Kensal Rise	29	
Kensington Olympia	30	
Kentish Town West	31	
Kenton	32	
Kew Gardens	33	
Kilburn High Road	34	
Leyton Midland Road	35	
Leytonstone High Road	36	
North Wembley	37	
Queen's Park	38	
Richmond	39	
Shepherd's Bush	40	
South Acton	41	
South Hampstead	42	
South Kenton	43	
South Tottenham	44	
Stonebridge Park	45	
Stratford	46	
Upper Holloway	47	
Walthamstow Queens Road	48	
Wanstead Park	49	
Watford High Street	50	
Watford Junction	51	
Wembley Central	52	
West Brompton	53	
West Hampstead	54	
Willesden Junction	55	
Woodgrange Park	56	
Not in Overground station catchment area	98	<b>THANK &amp; CLOSE</b>
(Refused)	99	

**ASK ALL**

Q2 Have you heard of the 'London Overground'?

**SINGLE CODE ONLY**

Yes	1	<b>ASK Q3</b>
No	2	<b>GO TO Q4</b>
(Don't know)	9	

**ASK IF AWARE OF 'LONDON OVERGROUND' (CODE 1 @ Q2)**

Q3 Do you know who manages the London Overground train services?  
IF YES Who?

**DO NOT PROMPT**  
**SINGLE CODE ONLY**

Transport for London / TfL	1
London Underground	2
Network Rail	3
Silverlink	4
Other [PLEASE SPECIFY]	5
(Don't know)	9

**ASK IF USE TRAIN (CODES 1-8 OR 99 @ Q1d)**

Q4 How often do you travel on the [INSERT LINE RELEVANT TO STATION, FROM QC/ POST CODE LIST PROVIDED – SEE BELOW] in London? This used to be known as the [INSERT ALTERNATIVE LINE NAME RELEVANT TO STATION QC/ POST CODE LIST PROVIDED – SEE BELOW]. This line goes through [INSERT NAME OF STATION].

**PROBE AS PER PRECODES IF NECESSARY**

**SINGLE CODE FOR EACH LINE RELEVANT TO EACH STATION CATCHMENT AREA**  
**NOTE THAT GOSPEL OAK AND WILLESDEN JUNCTION HAVE TWO OVERGROUND LINES – RESPONDENTS IN THE CATCHMENT AREAS OF THESE STATIONS WILL ANSWER Q4 TWICE**

- Q4a [Overground Richmond / Clapham Junction to Stratford line]  
This used to be known as the [North London Line]
- Q4b [Overground Willesden Junction to Clapham Junction line]  
This used to be known as the [West London Line]
- Q4c [Overground Watford Junction to Euston line]  
This used to be known as the [DC Line or Watford Euston DC]
- Q4d [Overground Gospel Oak to Barking]  
This used to be known as the [Gospel Oak to Barking (or G.O.B.) Line]

5 or more days a week	1	<b>OVERGROUND USER</b>
3 or 4 days a week	2	
2 days a week	3	
Once a week	4	
About once a fortnight	5	
About once a month	6	
Less often than once a month	7	
Not in the last 12 months	8	<b>OVERGROUND LAPSED USER</b>

Never	9	<b>OVERGROUND NON USER</b>
(Don't know)	99	

**ASK IF OVERGROUND USER (CODES 1-7 @ Q4)**

- Q5a For which of the following reasons do you use the London Overground train services? To be clear, when I am talking about 'London Overground', I mean the [INSERT LINE RELEVANT TO STATION FROM QC] which goes from [INSERT NAME OF STATION], and the other London Overground lines operated by Transport for London.  
So, do you use London Overground for...

**READ OUT**

**IN QUESTION ORDER  
MULTICODES POSSIBLE**

Going to / from place of work	1
Travelling on employer's business	2
Going to / from place of education	3
Visiting friends/relatives	4
Theatre, cinema, concert etc	5
Sporting activity / event	6
Other social (e.g. pub, restaurant)	7
Museum / exhibition	8
Shopping	9
Personal business (e.g. doctor, bank, church)	10
Sightseeing	11
Holidays	12
Other	13
(Don't know)	99

**ASK IF MORE THAN ONE REASON FOR USING OVERGROUND (MORE THAN ONE OF CODES 1-13 @ Q5a)**

- Q5b For which reasons do you use the London Overground train services most often?

**PROMPT USING ANSWERS BELOW IF NECESSARY**

**ONLY SHOW ANSWERS AT Q5a**

**SINGLE CODE ONLY**

Going to / from place of work	1
Travelling on employer's business	2
Going to / from place of education	3
Visiting friends/relatives	4
Theatre, cinema, concert etc	5
Sporting activity / event	6
Other social (e.g. pub, restaurant)	7



Museum / exhibition	8
Shopping	9
Personal business (e.g. doctor, bank, church)	10
Sightseeing	11
Holidays	12
Other reasons (unspecified)	13
(Don't know)	99

**ASK ALL**

Q6 Taking everything into account, how satisfied are you with the London Overground services?

**ALSO READ OUT IF NOT OVERGROUND USER (NOT CODES 1-7 @ Q4)**

[To be clear, when I am talking about 'London Overground', I mean the [INSERT LINE RELEVANT TO STATION, FROM QC] which goes from [INSERT NAME OF STATION], and the other London Overground lines operated by Transport for London.

**ALSO READ OUT TO ALL**

It doesn't matter if you don't use the London Overground train services yourself – we're just interested in your opinions. Are you...

**READ OUT**

**SINGLE CODE ONLY**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
(Don't know)	9

**ASK ALL**

Q7a What, if anything, stops you from using the London Overground train service to travel in London more often?

**DO NOT READ OUT**

**PROBE FULLY – 'Anything else?'**

**MULTICODES POSSIBLE**

**WRITE IN ANY OTHER ANSWERS**

No need to	1
Use it as much as I need / Couldn't use it more	2
Don't travel to / in London much	3
Doesn't go to destinations I travel to	4
No local Overground station / station too far away	5
Inconvenient / Other modes more convenient	6
Too infrequent / Don't run when I want to travel	7
It takes too long / Other transport is faster	8

Unreliable / Other modes more reliable	9
Too expensive / Other modes cheaper	10
Too overcrowded / busy	11
Uncomfortable	12
Hard to get on with children / shopping / luggage	13
Dirty / smelly	14
Unsafe / poor security / feel safer using other transport	15
Not enough staff	16
Dislike / hate London Overground / Overground services	17
Prefer other modes	18
Health / mobility reasons / old age	19
Other reason(s) [PLEASE SPECIFY]	20
Nothing in particular	98
(Don't know)	99

**ASK ALL**

Q8 What – if anything – would encourage you to use the London Overground train services more?

**DO NOT READ OUT**

**PROBE FULLY – ‘Anything else?’**

**MULTICODES POSSIBLE**

**WRITE IN ANY OTHER ANSWERS**

If trains were more frequent	1
If the trains ran earlier / later / at different times	2
If the journey time was quicker	3
If it was more reliable	4
If there were new trains / when there are new trains	5
If trains were less busy / crowded / if I could get a seat	6
If trains were / journey was more comfortable	7
If trains were cleaner / more pleasant	8
If it was easier to get on the trains with children / shopping / luggage	9
If I felt safer waiting for the trains	10
If I felt safer on the trains	11
If there was better information	12
More staff	13
If it was cheaper	14
If usual transport not available	15
If it went to places where I wanted to go	16
Other reason(s) [PLEASE SPECIFY]	17

	Nothing in particular	98
	(Don't know)	99

**ASK ALL**

Q9 I am now going to read out a number of statements. For each one, I'd like you to tell me whether or not you believe it is true of the London Overground train service. It doesn't matter if you don't use the London Overground train services yourself – we're just interested in your opinions.

**READ OUT EACH IN TURN**

**RANDOM ORDER**

**MULTIPLE CODES POSSIBLE**

It is a convenient way of getting around	1
Provides good value for money	2
I would feel safe waiting for the trains	3
Is reliable	4
Stations are run down and in poor repair	5
Is accessible	6
Customers are informed about how the service is running	7
The frequency of trains per hour is sufficient	8
(None of these)	9

**ASK ALL**

Q10 Are you aware of any improvements that have been made to the London Overground network or train services in the last year?

IF YES: What improvements have you noticed?

**DO NOT READ OUT**

**PROBE FULLY – 'Anything else?'**

**MULTICODES POSSIBLE**

**WRITE IN ANY OTHER ANSWERS**

Yes – Increased number of staff at stations	1
Yes – Cleaner and refurbished stations	2
Yes – Track upgrades / replacement	3
Yes – New / better trains (now or coming soon)	4
Yes - More frequent services	5
Yes - More reliable services	6
Yes – Oyster Pay As You Go available at all stations	7
Yes - Other improvement(s) [PLEASE SPECIFY]	8
No – Not aware of any improvements	98
(Don't know)	99

**ASK ALL**

Q11 A number of London Overground stations and services have been temporarily closed due to engineering works. Were you aware of these closures?

**SINGLE CODE ONLY**

Yes	1	<b>ASK Q12</b>
No	2	<b>GO TO Q14</b>
(Don't know)	9	

**ASK IF AWARE OF CLOSURES (CODE 1 @ Q11)**

Q12 Were you affected by these closures in any way?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9

**ASK IF AWARE OF CLOSURES (CODE 1 @ Q11)**

Q13 How satisfied are you with the way these closures were handled by London Overground and Transport for London? Are you...

**READ OUT**

**SINGLE CODE ONLY**

Very satisfied	1
Fairly satisfied	2
Neither satisfied nor dissatisfied	3
Fairly dissatisfied	4
Very dissatisfied	5
(Don't know)	9

**ASK ALL OVERGROUND USERS WHO USE A BICYCLE (CODES 1-7 @ Q4 AND CODES 1-7 @ Q1g)**

Q14 Have you ever cycled to or from a London Overground station?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9

**ASK ALL OVERGROUND USERS WHO USE A BICYCLE (CODES 1-7 @ Q4 AND CODES 1-7 @ Q1g)**

Q15 Have you ever taken a bicycle on a London Overground train?

**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9

**ASK ALL WHO HAVE CYCLED TO OVERGROUND OR TAKEN A BICYCLE ON THE OVERGROUND (CODE 1 @ Q14 AND/OR CODE 1 @ Q15)**

Q16a Do you think the facilities for bicycles at London Overground stations are suitable?  
**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9

**ASK ALL WHO HAVE CYCLED TO OVERGROUND OR TAKEN A BICYCLE ON THE OVERGROUND (CODE 1 @ Q14 AND/OR CODE 1 @ Q15)**

Q16b And do you think the facilities for bicycles on London Overground trains are suitable?  
**SINGLE CODE ONLY**

Yes	1
No	2
(Don't know)	9

**ASK ALL WHO USE A BICYCLE (CODES 1-7 @ Q1g) EXCLUDING THOSE WHO HAVE TAKEN A BICYCLE ON THE OVERGROUND (CODE 1 @ Q15)**

Q17 Would you consider taking a bicycle on London Overground, as part of a journey that you might make?

**SINGLE CODE ONLY**

Yes	1	<b>GO TO Q19</b>
No	2	<b>ASK Q18</b>
(Don't know)	9	<b>GO TO Q19</b>

**ASK ALL WHO WOULD NOT CONSIDER TAKING A BICYCLE ON THE OVERGROUND (CODE 2 @ Q17)**

Q18 Why do you say that?  
**SINGLE CODE ONLY**

Not allowed to at all	1
Not allowed to at certain times	2
Trains too crowded to get on / bicycle gets in the way	3
No place on train / carriage for bicycles	4
No places to put / park / lock bicycles at stations	5

Too much hassle / too difficult	6
Get dirty / cold / wet / sweaty if cycling	7
Would prefer to cycle all the way	8
Other reason [PLEASE SPECIFY]	9
No particular reason	98
(Don't know)	99

**ASK ALL**

Q19 Before we finish, I want to ask you a few questions about yourself to make sure we speak to a cross-section of the population. Please remember that all answers you give are anonymous. Your personal details will not be passed on to our clients.

So firstly, are you...?

**READ OUT**

**SINGLE CODE ONLY**

Working full time (30 or more hours a week)	1
Working part time (less than 30 hours a week)	2
A full time student	3
A part time student	4
Not working, but looking for work	5
Not working and not looking for work	6
Looking after family / home	8
Retired	9
Other	10
(Refused)	99

**ASK ALL**

Q20 Do you have any long-term physical or mental impairment that limits your daily activities or the work you can do, including problems due to old age?

**PROBE USING ANSWERS IF NECESSARY**

**MULTICODES POSSIBLE**

Mobility impairment	1
Age-related mobility difficulties	2
Visual impairment	3
Hearing impairment	4
Learning difficulty	5
Mental health condition	6
Serious long term illness	7
Other	8

No / None of these	9
(Refused)	99

**ASK ALL**

Q21 Do you ever use a wheelchair when travelling around London?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	3

**ASK ALL**

Q22 Are you the chief income earner in your household?

**SINGLE CODE ONLY**

Yes	1
No	2
(Refused)	3

**ASK ALL**

Q23 If code 1 at Q22 ask < What is your occupation?>  
 If code 2 at Q22 < What is the occupation of the chief income earner in your household?>  
 PROBE FOR SOCIAL GRADE OF CHIEF WAGE EARNER IN HOUSEHOLD  
 IF CODE 3 GO TO Q24

**SINGLE CODE ONLY**

A	1
B	2
C1	3
C2	4
D	5
E	6
(Refused)	9

**ASK ALL**

Q24 To which of these ethnic groups do you consider you belong?

**READ OUT**

White – British	1
White – Irish	2
Any other White background	3
Mixed - White and Black Caribbean	4

Mixed – White and Black African	5
Mixed – White and Asian	6
Any other Mixed background	7
Asian / Asian British – Indian	8
Asian / Asian British – Pakistani	9
Asian / Asian British – Bangladeshi	10
Any other Asian background	11
Black / Black British – Caribbean	12
Black / Black British – African	13
Any other Black background	14
Chinese	15
Any other ethnic background or ethnic group	16
(Don't know)	17
(Refused)	18

**ASK ALL**

- Q25 In the unlikely event that we needed to contact you again relating to this project, would that be OK? Please note that your participation in this survey is anonymous, and your individual details will not be provided to Transport for London.

Yes	1
No	2

**ASK ALL**

- Q26 Transport for London often wish to speak to Londoners to obtain their opinion on transport issues. Would you be happy to take part in any future research?

Yes	1
No	2



## 5.2 Sample profile

### 5.2.1 Socio-demographics (gender, age, ethnicity, disability / impairment)

	Total sample	London Overground user				Lapsed user (not in last 12 mths)	Non user (never used)
		5+ days / week	At least weekly	Less often than weekly	At least once in last 12 months		
<b>Base (unweighted)</b>	<b>n=1,003</b>	<b>n=37</b>	<b>n=146</b>	<b>n=369</b>	<b>n=515</b>	<b>n=47</b>	<b>n=441</b>
Male	48%	51%	50%	45%	46%	42%	50%
Female	52%	49%	50%	55%	54%	58%	50%
16 to 24	17%	17%	14%	21%	15%	13%	20%
25 to 34	26%	41%	36%	22%	27%	22%	24%
35 to 44	19%	15%	12%	22%	19%	18%	19%
45 to 54	15%	17%	16%	16%	16%	18%	13%
55 to 64	12%	7%	11%	12%	11%	13%	13%
65 to 74	7%	0%	7%	8%	8%	11%	5%
64+	4%	2%	3%	4%	4%	4%	5%
White	65%	66%	70%	70%	70%	67%	58%
Any BAME	33%	32%	28%	27%	27%	33%	40%
Mixed	3%	2%	1%	3%	2%	11%	2%
Asian / Asian British	15%	15%	15%	11%	12%	9%	18%
Black / Black British	12%	5%	9%	12%	11%	11%	13%
Other ethnicity	4%	7%	3%	1%	2%	4%	7%
Any disability / impairment	8%	7%	7%	8%	8%	9%	7%
No disability / impairment	91%	93%	93%	90%	91%	91%	91%

### 5.2.1 Socio-demographics continued (working status, socio-economic group)

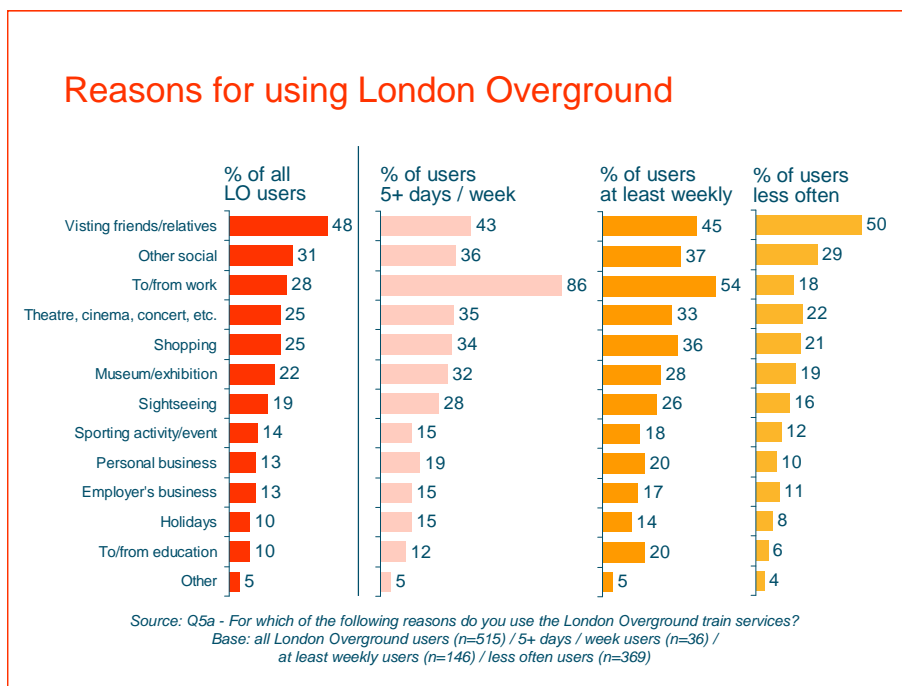
	Total sample	London Overground user				Lapsed user (not in last 12 mths)	Non user (never used)
		5+ days / week	At least weekly	Less often than weekly	At least once in last 12 months		
<b>Base (unweighted)</b>	<b>n=1,003</b>	<b>n=37</b>	<b>n=146</b>	<b>n=369</b>	<b>n=515</b>	<b>n=47</b>	<b>n=441</b>
Working full time	51%	80%	62%	49%	53%	44%	49%
Working part time	13%	2%	11%	15%	14%	18%	11%
Student	11%	10%	9%	9%	9%	13%	14%
Looking after family / home	5%	0%	1%	5%	4%	4%	5%
Not working	8%	2%	7%	7%	7%	4%	9%
Retired	12%	2%	11%	13%	12%	18%	11%
AB	35%	22%	34%	39%	38%	38%	31%
C1	29%	44%	32%	29%	30%	27%	27%
C2	11%	17%	12%	7%	9%	13%	13%
D	6%	2%	6%	5%	5%	7%	6%
E	10%	5%	9%	10%	9%	4%	11%

## 5.2.2 Mode usage

	Total sample	London Overground user				Lapsed user (not in last 12 mths)	Non user (never used)
		5+ days / week	At least weekly	Less often than weekly	At least once in last 12 months		
<b>Base (unweighted)</b>	<b>n=1,003</b>	<b>n=37</b>	<b>n=146</b>	<b>n=369</b>	<b>n=515</b>	<b>n=47</b>	<b>n=441</b>
Use buses daily	31%	39%	30%	27%	28%	33%	34%
Use buses weekly	69%	76%	77%	70%	72%	64%	66%
Use buses at all	90%	83%	89%	94%	93%	96%	86%
Never use buses	10%	17%	11%	6%	7%	4%	14%
Use Underground daily	26%	68%	42%	21%	27%	11%	27%
Use Underground weekly	57%	90%	86%	53%	63%	49%	52%
Use Underground at all	91%	98%	98%	98%	98%	98%	83%
Never use Underground	9%	2%	2%	2%	2%	2%	17%
Use trains daily	8%	100%	26%	6%	12%	0%	3%
Use trains weekly	24%	100%	100%	20%	38%	9%	9%
Use trains at all	80%	100%	100%	100%	100%	0%	64%
Never use trains	20%	0%	0%	0%	0%	100%	36%
Use car daily	28%	12%	21%	34%	30%	29%	27%
Use car weekly	64%	61%	64%	65%	65%	67%	62%
Use car at all	78%	68%	74%	80%	79%	89%	76%
Never use car	22%	32%	26%	20%	21%	11%	24%
Use bicycle daily	5%	10%	10%	6%	7%	4%	3%
Use bicycle weekly	13%	20%	19%	15%	16%	13%	9%
Use bicycle at all	24%	32%	33%	27%	29%	36%	18%
Never use bicycle	76%	68%	67%	73%	71%	64%	82%

### 5.2.3 Reasons for using London Overground

Overall, the main reason for using London Overground was for visiting friends / relatives, mentioned by half (48%) of users (see *below*). This was by far the main reason for less frequent (less than once a week) users of London Overground.



More frequent London Overground users were significantly more likely to use London Overground for more and a greater variety of reasons. Specifically, more frequent users were more likely to use London Overground to get to / from work and to travel on employers' business.

The broad profile of reasons for using London Overground has not changed significantly from 2007/08.