

RESEARCH SUMMARY

Title	London Overground anniversary attitudes
Objective	Customers' views of changes to London Overground on the one year anniversary of TfL taking responsibility
Date	November 2008
Methodology	110 face to face interviews with London Overground customers who use the service at least once a month, and have used it for more than one year

Key findings

- More than half of London Overground customers noticed improvements to the network and its services. The most often noted improvements were cleaner stations, ability to use Oyster PAYG and staff visibility.
- Almost one third of customers using the service at least once a week said staff visibility had got a lot better. A quarter of these frequent users also agreed that staff being friendly and helpful had got a lot better.
- Almost half of customers agreed that service information had got better.
- Two fifths of customers felt that their personal safety within the stations had got better in the last year. Two thirds of customers said fear of crime does not put them off using London Overground.
- Two fifths of customers agreed that the frequency and reliability of trains had got better. However, the most frequent users were more likely than other customers to say that it had got worse.
- Almost three quarters said that overcrowding on trains puts them off using London Overground. However, one quarter of less frequent users felt the opposite.
- One in ten customers were aware (unprompted) of the planned introduction of new trains. Half of customers were aware when prompted. Almost all of those who were aware of the new trains thought they would bring improvements to the system.

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