

**Attitudes to new
Overground trains**

09008

April 2009



CONFIDENTIALITY

Please note that the copyright in the attached report is owned by TfL and the provision of information under Freedom of Information Act does not give the recipient a right to re-use the information in a way that would infringe copyright (for example, by publishing and issuing copies to the public).

Brief extracts of the material may be reproduced under the fair dealing provisions of the Copyright, Designs and Patents Act 1988 for the purposes of research for non-commercial purposes, private study, criticism, review and news reporting.

Details of the arrangements for reusing the material owned by TfL for any other purpose can be obtained by contacting us at enquire@tfl.gov.uk.

Research conducted by Synovate

Contents

1. Executive summary	3
2. Background to and objectives of the research.....	4
2.1 Introduction.....	4
2.2 Research objectives	4
3. Research details	5
3.1 Methodology	5
3.2 Sample	5
4. Main findings.....	6
4.1 Awareness and importance of improvements to London Overground	6
4.2 Importance of specific aspects of new trains	7
4.3 Potential impacts of new trains	8
4.4 What would London Overground customers do on the new trains, given the opportunity?	10
5. Appendix.....	12
5.1 Questionnaire.....	12

1. Executive summary

Over half of customers were aware that a new fleet of trains would shortly be rolled out on the London Overground network. Two fifths regarded the introduction of new trains as important.

Almost all customers regarded each of the specified benefits of the new trains as important. Being safer for pensioners / disabled passengers, being safer for all customers, reduction of overcrowding and carrying more people were considered to be very important by more than four fifths.

Seven out of ten said that the new trains would make them likely to travel more by London Overground. Similar proportions said the introduction of new trains would make them likely to travel to other / new parts of London using London Overground.

After hearing a description of the new security features, eight out of ten felt the new trains would be likely to help reduce the incidence of crime. Almost nine out of ten said that the new trains would be likely to give them an increased feeling of safety.

Almost three quarters of customers were aware of the cleaner stations on London Overground. Around three fifths were aware of the introduction of new signs. Over half regarded the new signs and cleaner stations as important, which is more than thought the new trains important.

Half of customers were aware of the opening of new Overground stations to enable travel to and from Dalston and West Croydon by the Spring of the following year.

2. Background to and objectives of the research

2.1 Introduction

New trains are scheduled to be rolled out across the London Overground network. Transport for London and London Rail wished to gauge the awareness, expectations and reactions of customers in advance of the new trains coming in to service.

2.2 Research objectives

The objectives for the research were as follows:

- Gauge awareness and perceived importance of improvements being made to London Overground;
- Gauge awareness of the new London Overground trains before they come in to service;
- Gauge what the likelihood is that the new trains will encourage more passenger usage;
- Gauge expectations of the levels of safety and crime reduction that the new trains will bring.
- Provide information for use in media communications to support the launch of the new trains.

3. Research details

3.1 Methodology

Face to face interviews were conducted with London Overground customers at six London Overground station platforms where the new trains are due to be rolled out. Interviewing took place throughout the day, ensuring peak periods were covered.

Interviews were approximately 7 minutes long in duration. See Appendix 4.1 for the full questionnaire.

3.2 Sample

147 interviews were conducted. All were amongst London Overground customers getting off or waiting to get on a London Overground train. Broad quotas were applied on gender and age to ensure a representative spread of customers.

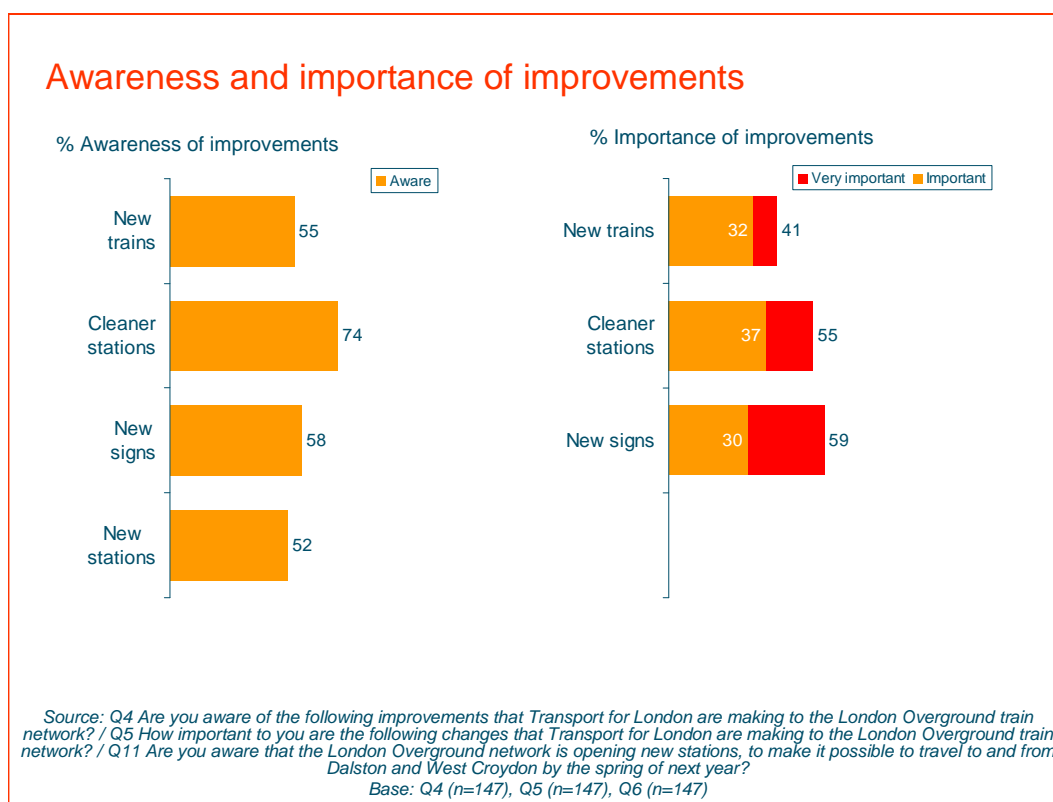
Interviews were achieved at the following stations (specifically the London Overground platforms, where other services also operated):

- Camden Road – Wednesday 22nd April – 27 interviews
- Clapham Junction – Wednesday 22nd April – 25 interviews
- Hackney Central – Wednesday 22nd April – 25 interviews
- Hampstead Heath – Wednesday 22nd April – 19 interviews
- Highbury & Islington – Friday 24th April – 26 interviews
- Willesden Junction – Wednesday 22nd April – 25 interviews

4. Main findings

4.1 Awareness and importance of improvements to London Overground

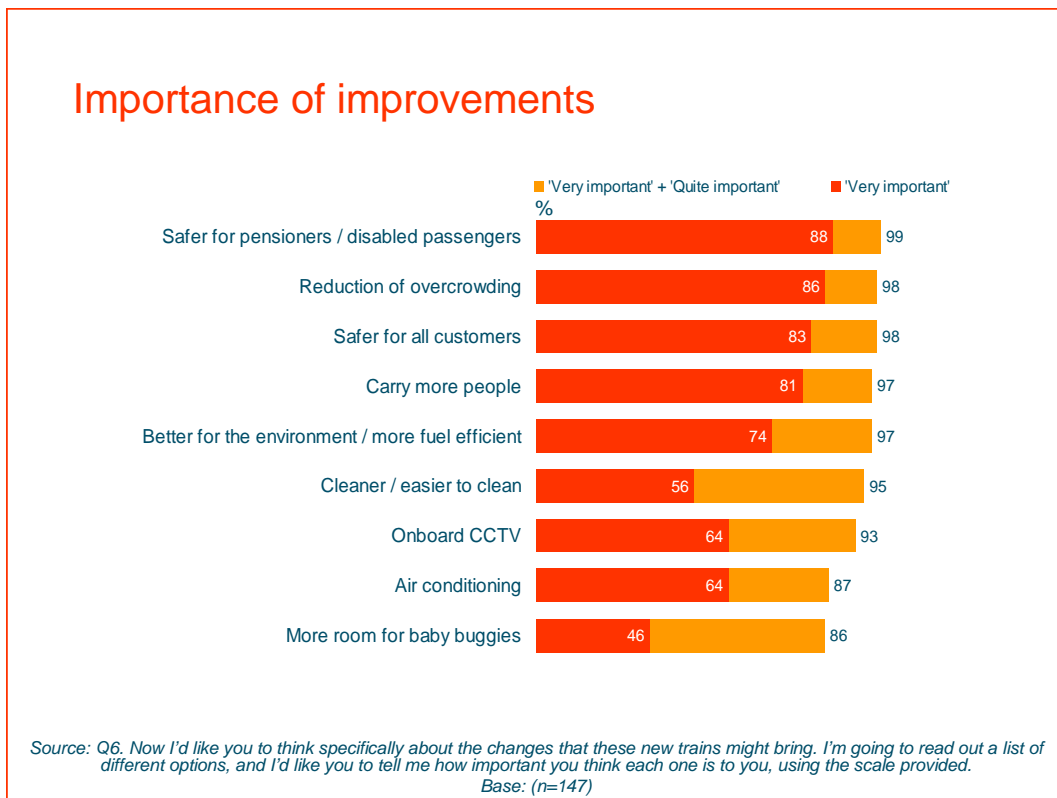
Over half of customers said they were aware of each of the improvements being made to the London Overground network (in response to a prompted question). Over half (55%) were aware of the new trains. Almost three quarters (72%) were aware of the cleaner stations. Around three fifths were aware of the introduction of new signs (58%). Half (52%) were aware of the network opening new stations between Dalston and West Croydon.



Two fifths (41%) regarded the introduction of new trains as important. However, more Londoners regarded the new signs and cleaner stations as important (59% and 55% respectively).

4.2 Importance of specific aspects of new trains

Almost all customers regarded all of the specified benefits of the new trains as important. Being safer for pensioners / disabled passengers, being safer for all customers, reduction of overcrowding and carrying more people were considered very important by more than four fifths.

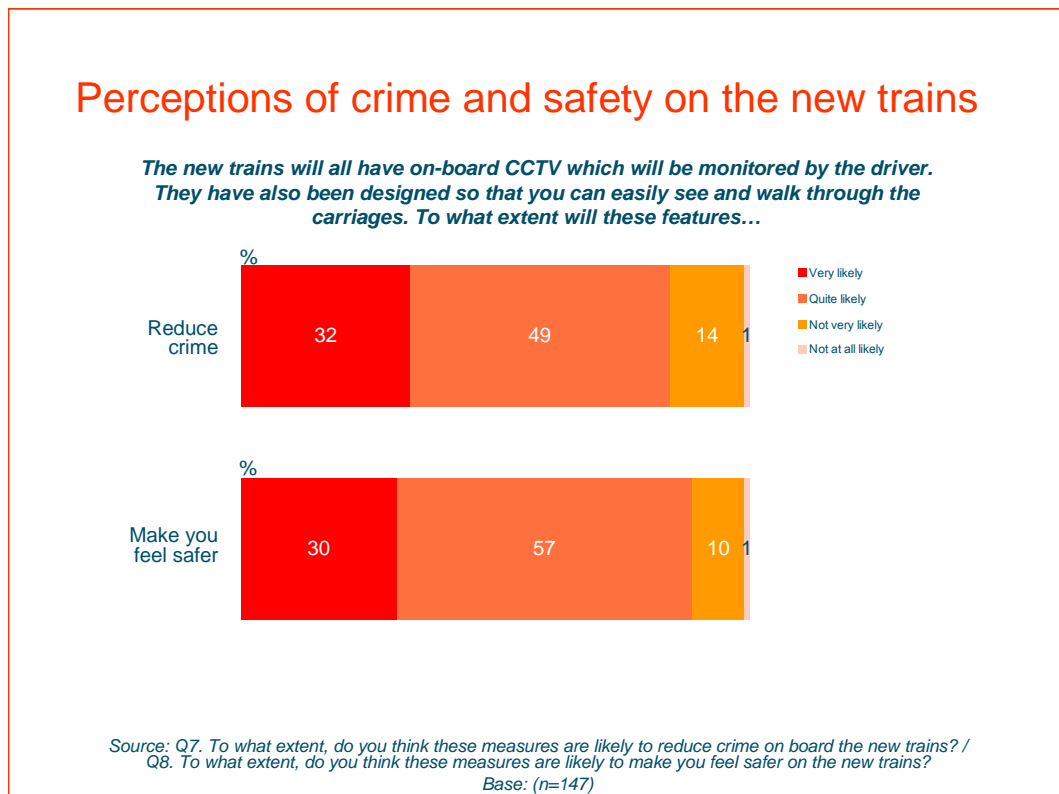


4.3 Potential impacts of new trains

4.3.1 Increased safety and security

After a description of the security features of the new trains, eight out of ten (81%) of customers said the new trains would be likely to reduce crime on London Overground. One third (32%) said they would be very likely to reduce crime.

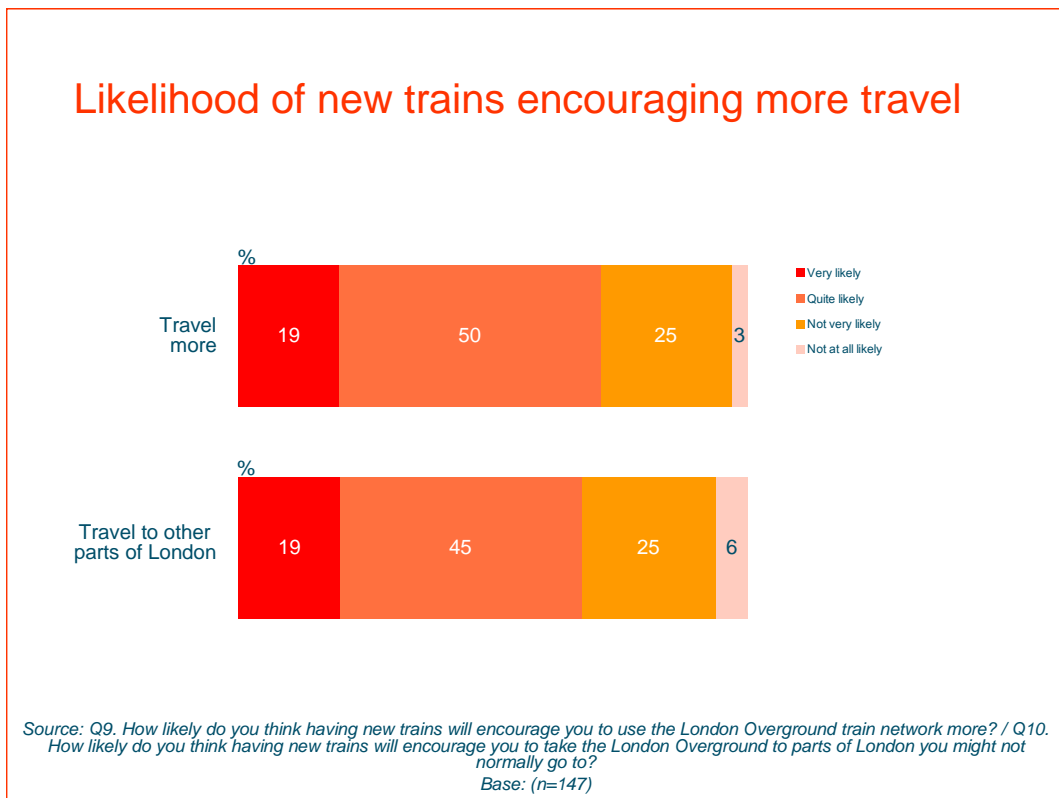
Almost nine out of ten (87%) of customers said that the new trains would be likely to make them feel safer. Almost one third (30%) said they would be very likely to achieve this.



4.3.2 Increased travel

Seven out of ten Overground customers (69%) said that the new trains would make them more likely to travel more by London Overground. Two out of ten (19%) said they would be very likely to travel more by London Overground.

Very similar proportions said the introduction of new trains would make them likely to travel to other / new parts of London by London Overground.

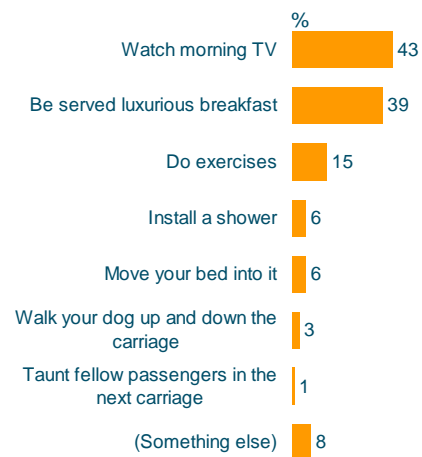


4.4 What would London Overground customers do on the new trains, given the opportunity?

4.4.1 What would customers do if they had their own carriage?

London Overground customers were shown a list of possible activities and were asked which they would do if they had a carriage to themselves. Just over two fifths (43%) of London Overground customers said that they would want to watch morning TV if they were able to have a carriage to themselves. Almost as many (39%) said they would be served a luxurious breakfast. One in six (15%) said they would exercise. Only 1% said they would taunt their fellow customers in other carriages.

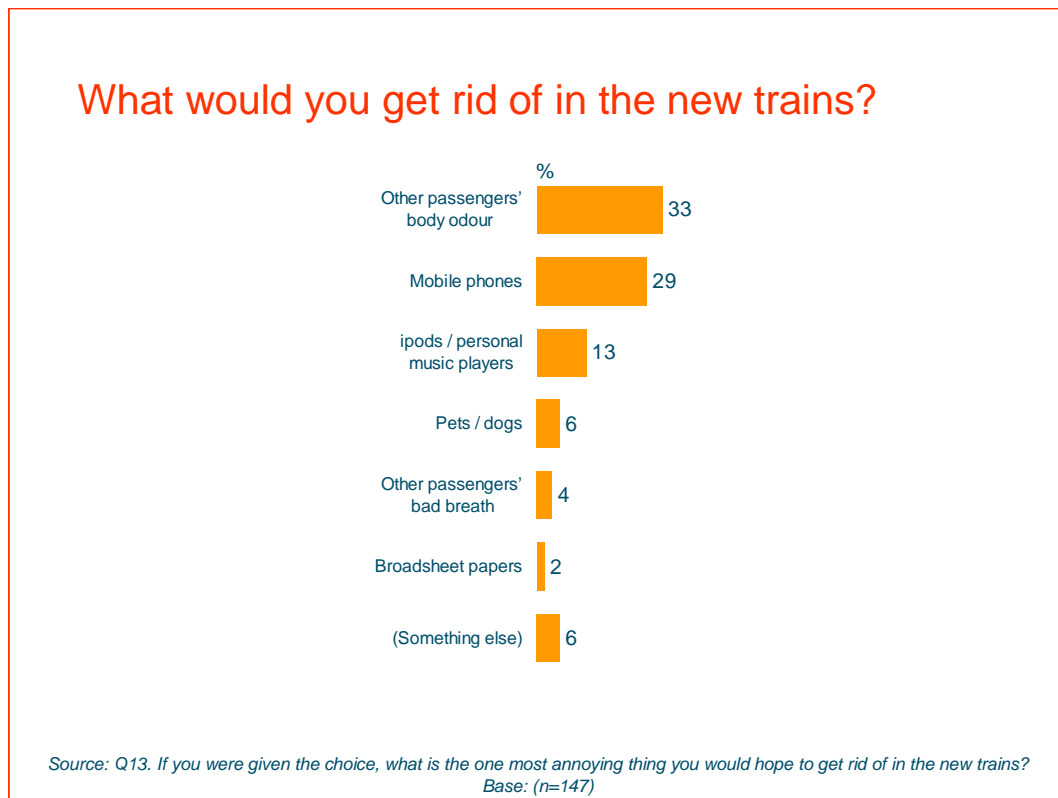
What would you do if you had a carriage to yourself?



Source: Q12. What would you do if you had your own Overground carriage to yourself going to work?
Base: (n=147)

4.4.2 What would customers like to get rid of from the new trains?

Customers were asked which of a list of annoying things they would hope to get rid of in the new trains. One third (33%) of customers wanted to get rid of other customers' body odour. Almost one third (29%) wanted to get rid of mobile phones. One in seven wanted to get rid of iPods / personal music players.



5. Appendix

5.1 Questionnaire

INTRODUCTION

SAY Good morning / afternoon/evening. I am from Synovate, an independent market research organisation, and we are conducting a survey for London Overground to understand customers' attitudes towards the service. Can I ask you a few questions?

IF NECESSARY

SAY It will take no more than seven minutes. The answers you give will form part of a confidential market research study. They will be analysed along with those of many others and will never be linked back to you personally.

ASK ALL

QA Can I just check – do you or does anyone else in your household work in any of these organisations?

SHOW CARD QA

CODE ALL MENTIONED

London Transport / Transport for London	1	CLOSE IF ANY OF THESE CODED
London Underground	2	
British/National Rail / Train operating company	3	
Taxi / Minicab firm	4	
Coach / Bus operators	5	
Marketing / PR / Journalism / Advertising / Market Research	6	
None of these	7	CONTINUE

CODE FOR ALL – DO NOT ASK

Q1 INTERVIEWER CODE GENDER

SINGLE CODE ONLY

Male	1	CHECK QUOTA
Female	2	CHECK QUOTA

ASK ALL

Q2 May I ask you your age?

SHOW CARD Q2

SINGLE CODE ONLY

Under 16		THANK & CLOSE
16 – 17	1	CHECK QUOTA: AGES 16-34

18 – 19	2	
20 – 24	3	
25 – 34	4	
35 – 44	5	CHECK QUOTA: AGES 35-54
45 – 54	6	
55 – 59	7	CHECK QUOTA: AGES 55+
60 – 64	8	
65 – 74	9	
75+	0	
Refused	V	THANK & CLOSE

ASK ALL

Q3 How often do you use London Overground services, either from this station or other London Overground stations?

**SHOW LONDON OVERGROUND MAP
SINGLE CODE ONLY**

5 or more days a week	1
3 or 4 days a week	2
2 days a week	3
Once a week	4
Once a fortnight	5
Once a month	6
Less often than once a month	7
This is the first time	8
(Don't know)	V

ASK ALL

Q4 Are you **aware of** the following improvements that Transport for London are making to the London Overground train network?

READ OUT, IN RANDOM ORDER

		Yes	No	Don't know
Q4a)	New trains	1	2	V
Q4b)	Cleaner stations	1	2	V
Q4c)	New signs at stations	1	2	V

ASK ALL

Q5 How **important to you** are the following changes that Transport for London are making to the London Overground train network?

**SHOW CARD Q5/6
READ OUT, IN RANDOM ORDER**

	Very	Quite	Not very	Not at all	Don't
--	------	-------	----------	------------	-------

		important	important	important	important	know
Q5a)	New trains	1	2	3	4	V
Q5b)	Cleaner stations	1	2	3	4	V
Q5c)	New signs at stations	1	2	3	4	V

ASK ALL

- Q6** In case you didn't know, Transport for London will shortly be rolling out a new fleet of trains for the London Overground train network. These trains are designed specifically to cater for the high volumes of passengers on these busy commuter routes.
Now I'd like you to think specifically about the changes that these new trains might bring. I'm going to read out a list of different options, and I'd like you to tell me **how important** you think each one is to you, using the scale provided.

SHOW CARD Q5/6

READ OUT, IN RANDOM ORDER

		Very important	Quite important	Not very important	Not at all important	Don't know
Q6a)	The new trains can carry more people	1	2	3	4	V
Q6b)	The new trains have more room for baby buggies	1	2	3	4	V
Q6c)	The new trains will be cleaner and easier to keep clean	1	2	3	4	V
Q6d)	The new trains will have on-board CCTV	1	2	3	4	V
Q6e)	The new trains will be safer for all customers	1	2	3	4	V
Q6f)	The new trains will be better for the environment and more fuel efficient	1	2	3	4	V
Q6g)	The new trains will have air conditioning	1	2	3	4	V
Q6h)	The new trains will reduce overcrowding	1	2	3	4	V
Q6i)	The new trains will be safer for pensioners and disabled passengers	1	2	3	4	V

ASK ALL

- Q7** The new trains will all have on-board CCTV which will be monitored by the driver. They have also been designed so that you can easily see and walk through the carriages.
To what extent, do you think these measures are likely to reduce crime on board the new trains?

SHOW CARD Q7/8/9/10

Very likely	1
Quite likely	2
Not very likely	3
Not at all likely	4
(Don't know)	V

ASK ALL

Q8 Still thinking about the on-board CCTV and the carriages that will allow you to see and walk through them with greater ease.

To what extent, do you think these measures are likely to make you feel safer on the new trains?

SHOW CARD Q7/8/9/10

Very likely	1
Quite likely	2
Not very likely	3
Not at all likely	4
(Don't know)	V

ASK ALL

Q9 More generally, how likely do you think having new trains will encourage you to use the London Overground train network more?

SHOW CARD Q7/8/9/10

Very likely	1
Quite likely	2
Not very likely	3
Not at all likely	4
(Don't know)	V

ASK ALL

Q10 And how likely do you think having new trains will encourage you to take the London Overground to parts of London you might not normally go to?

SHOW CARD Q7/Q8/Q9/10 (LIKELIHOOD SCALE)

SHOW CARD Q7/8/9/10

Very likely	1
Quite likely	2
Not very likely	3
Not at all likely	4
(Don't know)	V

ASK ALL

Q11 Are you aware that the London Overground network is opening new stations, to make it possible to travel to and from Dalston and West Croydon by the spring of next year?

Yes	1
No	2
(Don't know)	V

ASK ALL

- Q12** I would now like to ask you two different questions. They are not to be taken too seriously, but we would be interested to know what you think!
So firstly, what would do if you had your own Overground carriage to yourself going to work (i.e. no other passengers can get on)

SHOW CARD Q12**MULTICODES POSSIBLE**

Move your bed into it	1
Be served luxurious breakfast	2
Install a shower	3
Watch morning TV	4
Walk your dog up and down the carriage	5
Taunt fellow passengers in the next carriage	6
Do exercises	7
(Something else)	0
(Don't know)	V

ASK ALL

- Q13** If you were given the choice, what is the one most annoying thing you would hope to get rid of in the new trains?

SHOW CARD Q13**SINGLE CODE ONLY**

Other passengers' body odour	1
Other passengers' bad breath	2
Pets / dogs	3
Mobile phones	4
iPods / personal music players	5
Broadsheet papers	6
(Something else)	0
(Don't know)	V

ASK ALL

- Q14** Thank you. Can I just quickly ask some questions about yourself...
Where do you live?

SHOW CARD Q14**SINGLE CODE ONLY**

In London (in a Greater London borough)	1
In the South East, but not in London	2
Elsewhere in the UK	3

Outside of the UK	4
(Refused)	X
(Don't know)	V

ASK ALL

Q15 Which of these best describes your working status?

SHOW CARD Q15

SINGLE CODE ONLY

Working full time (30+ 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
Retired	7
Looking after family and home	8
Other	0
(Refused)	X
(Don't know)	V

ASK ALL

Q16 To which of these ethnic groups do you consider you belong?

SHOW CARD Q16

SINGLE CODE ONLY

<u>White</u>	
British	1
Irish	2
Any other White background	3
<u>Mixed</u>	
White and Black Caribbean	4
White and Black African	5
White and Asian	6
Any other Mixed background	7
<u>Asian or Asian British</u>	
Indian	8
Pakistani	9
Bangladeshi	0
Any other Asian background	X
<u>Black or Black British</u>	
Caribbean	1
African	2
Any other Black background	3
<u>Chinese or Other Ethnic Group</u>	
Chinese	4
Any other ethnic group	5
(Refused)	X
(Don't know)	V

ASK ALL

Q17 Do you have any long-term physical or mental impairment which limits your daily activities or the work you can do?

SHOW CARD Q17

CODE ALL MENTIONED

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	0
(Refused)	X
(Don't know)	V

READ OUT TO ALL

SAY Thank you very much for your help with this study. You may receive a phone call from our Quality Control department to check that the interview has been carried out correctly.

CHECK FRONT PAGE DETAILS ARE COMPLETE AND CORRECT