

RESEARCH SUMMARY

Title	Attitudes to rail
Objective	Attitudes towards London Overground amongst local residents
Date	April 2009
Methodology	1,000 10 minute telephone interviews with people who live within 1km of a London Overground station

Key findings:

- More than eight out of ten were aware of 'London Overground', compared to half last year. 84% were aware that TfL manages London Overground, compared to 50% last year.
- More people were satisfied with the services than dissatisfied with them. Overall 70% of current users and 67% of lapsed users were satisfied with London Overground services.
- When prompted, people were generally had positive perceptions about London Overground. Nine out of ten local residents – and almost all current users – agreed with at least one positive perception. A majority agreed that London Overground is 'accessible', 'a convenient way of getting around', and 'reliable'.
- The main reasons for not using the London Overground services more are trains not going to where people want to, and not having a need to travel / use them. Current users were more likely to say services being 'infrequent' and 'didn't run when they needed them to' as reasons to stop them using the Overground more. However these were mentioned only by a minority.
- One third of residents were aware of at least one improvement to the network and services. The most noticed improvement was the 'cleaner / refurbished stations'. Only 5% of residents (and the same proportion of users) mentioned the introduction of new trains spontaneously.

Job number: 08106
