



**London Overground Customer Satisfaction Survey  
Quarter 1 2008 – 2009**

**Introduction**

TfL London Rail has recently conducted a customer satisfaction survey. The objective of the survey is to monitor customer perceptions of satisfaction with the service on London Overground.

**Research methodology**

The research was conducted by GfK NOP and the fieldwork was conducted between 31<sup>st</sup> May – 15<sup>th</sup> June 2008.

Interviews were carried out face to face on train. Interviews were carried out at all times of the day on all days of the week covering all sections of the three London Overground routes. A total of 721 interviews were conducted.

Attributes are rated on a scale of 0-10 where 0 is extremely dissatisfied and 10 is extremely satisfied. Mean scores (e.g. 7.4) are calibrated to provide a score out of 100 (74).

**The Results**

Almost all results showed an improvement on the previous quarter survey. A comparison of the results is shown below.

<b>Survey Question</b>	<b>Qtr 4 07/08</b>	<b>Qtr 1 08/09</b>	<b>-/+ Change</b>
Satisfaction with overall service	73	75	+2
Satisfaction with ease of getting to the platform	76	77	+1
Satisfaction with cleanliness and freedom from graffiti	74	78	+4
Satisfaction with condition and state of repair on-station	71	74	+3
Satisfaction with your personal safety on the station	75	79	+4
Satisfaction with general information about train times and routes at the station	69	76	+7
Satisfaction with Information about service disruption given at the station	64	69	+5
Satisfaction with the number of staff seen today at the station	60	61	+1
Satisfaction with the condition and state of repair of the train	59	63	+4

Satisfaction with cleanliness and freedom from litter on-train	61	65	+4
Satisfaction with availability of seats on trains	76	72	-4
Satisfaction with information about service disruptions on the train	62	65	+3
Satisfaction with the number of staff seen today on the train	52	52	0
Satisfaction with your personal safety on train	75	76	+1
Satisfaction with the trains on this route generally running on time	64	68	+4
Satisfaction with this train running on time	82	81	-1
Satisfaction with the number of trains an hour on this route	61	62	+1
Satisfaction with value for money	67	71	+4