

Transport for London

Social media satisfaction
2015 report
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Background and objectives

Background and objectives

Background

- One way for Londoners to keep up to date with issues affecting London travel is by following the various TfL Twitter feeds or reading Tweets that are found via searches or re-Tweets from Twitter users; they can also use the TfL Facebook page
- TfL would like an overall view of their current presence on Twitter and Facebook, in particular to assess customer satisfaction with their social media channels
- Research has been conducted in 2012, 2013, 2014 and 2015 to track current status and general trends of satisfaction with the different TfL Twitter feeds and Facebook page

Objectives

The research feeds into TfL's understanding of:

- Satisfaction with the content of TfL Twitter feeds and Facebook page among users
- The impact on travel behaviour, how travellers are using TfL's social media offerings
 - Route planning, before setting out or way finding during trip or disruption
 - Impact on journey planning, particularly when disruptions occur
- Whether users feel the information provided is accurate or interesting
- What other information users would like to see on the Twitter feeds and the TfL Facebook page



Method and reporting note

Method

- A link to the survey was tweeted out numerous times each day during the fieldwork period on a total of **25** TfL Twitter feeds and was also posted on the TfL Facebook page

- Fieldwork took place as follows:
 - Sep 2015 wave – between 24 September and 19 October*
 - Jul 2014 wave – between 8 and 22 of July
 - Sep 2013 wave – between 11 and 15 September
 - Dec 2012 wave – between 10 and 16 December

- The 2015 survey was kept open for longer compared to previous waves, in order to boost response rates

- This year the survey contained 6-7 questions, a much shorter survey than previous waves

Reporting note

- Several changes were made to the questionnaire for the 2015 survey, including the following wording changes to existing questions:
 - In 2015 we asked respondents to rate their satisfaction with the social media feeds overall, whereas previously we have asked about satisfaction with the **information** provided by the social media feeds
 - In 2015 we asked respondents to tell us whether they thought the information provided by certain TfL social media feeds is **accurate**. Previously we have asked whether they thought it was **accurate and reliable**
 - In 2015 we asked respondents to tell us whether they thought the information provided by certain TfL social media feeds is **interesting**. Previously we have asked whether they thought it was **interesting / informative**
 - In 2015 one of the *usage* pre-codes was **'for information on disruptions'**, this has been compared to the pre-code **'during disrupted journeys'** from previous years
- We have presented the 2015 data for these questions alongside previous years but caution is advised when directly comparing the results

*Fieldwork initially started on 24 September then the surveys were closed on 25 September while technical issues experienced by iOS users were investigated. Fieldwork then restarted on 1 October and ran until 5 October. Due to lower response rates compared to previous years, it was decided to further promote the survey on certain social media channels (@TfLBusAlerts, @TfLTrafficNews and the Facebook page) from 16 to 19 October in order to boost the number of interviews.

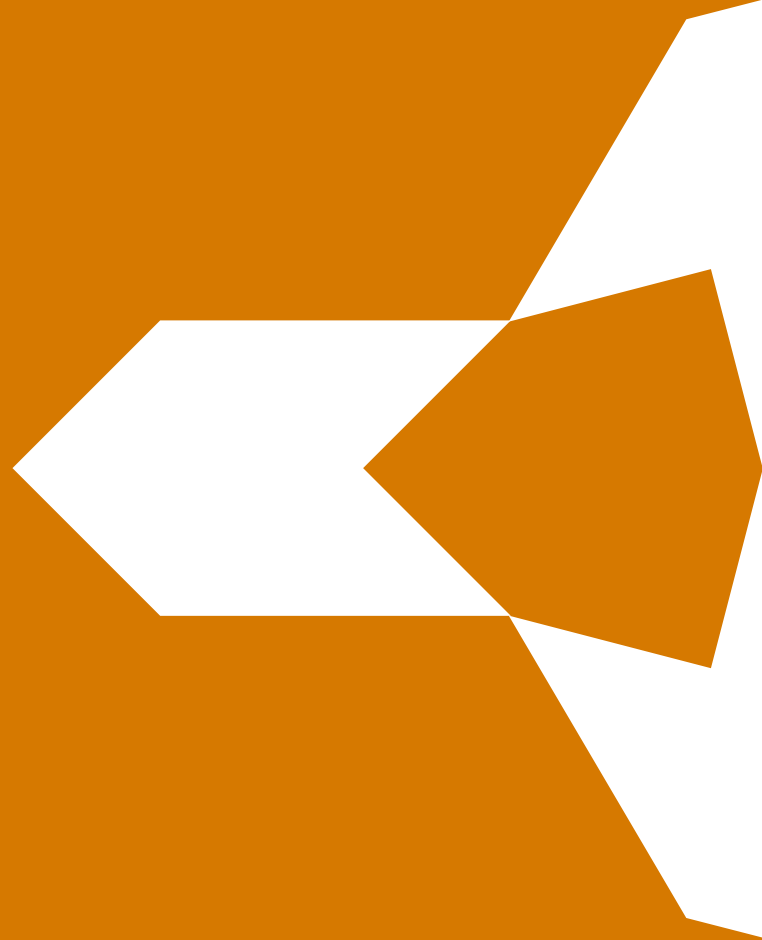
Response rates

Number of respondents by social media channel				
Social media channel	Sep 2015	July 2014	Sep 2013	Dec 2012
Tube line Twitter feeds	564	1,220	563	373
@TfL Twitter feed	183	171	476	N/A
Roads Twitter feed	155	162	240	87
Buses Twitter feed	146	133	180	113
TfL Facebook page	118	229	N/A	N/A
@TfLTravelAlerts Twitter feed	95	136	97	252
London Overground Twitter feed	79	138	78	46
TfL Rail Twitter feed	46	N/A	N/A	N/A
DLR Twitter feed	35	39	23	19
Trams Twitter feed	33	67	36	8
Santander Cycles Twitter feed	20	37	87	N/A
@TfLWaystoPay Twitter feed	11	69	142	N/A
Emirates Air Line Twitter feed	9	31	N/A	N/A
Accessibility Twitter feed	6	8	N/A	N/A
River Twitter feed	5	5	N/A	N/A

Results for the TfL Rail, DLR and Trams Twitter feeds have been included in this report but should be treated with caution due to the low number of responses

- Results for these Twitter feeds have not been included in the main report because the number of responses in 2015 were too low
- However, overviews of these results can be found in the appendix

Key findings



Summary of key findings

- **Satisfaction in 2015 is highest among followers of the Buses, Roads and @TfLTravelAlerts Twitter feeds**, with satisfaction levels for each feed felt to be **quite good**
- However, satisfaction is **significantly lower than last year** for a number of feeds, namely **Roads, Tube lines, @TfLTravelAlerts, London Overground, Trams and the @TfL Twitter feeds**
- Additionally, followers are now generally **less likely to think** that TfL social media channels regularly provide information that is **accurate or interesting** (ie at least most of the time)
- While satisfaction with the TfL Facebook page has remained relatively constant compared to last year, followers are **significantly less likely** to think that the information provided is interesting
- These lower levels may potentially be a sign of a growing struggle faced by TfL's social media channels to maintain their presence in a **social media landscape that is becoming increasingly saturated**, potentially also reflected in the lower response rates this year
- TfL social media channels appear to be fulfilling a different purpose this year compared to previously, with more followers using them to **find out information on disruptions**, while use for regular trips or commuting now appears to be less common
- It also seems that **more followers are asking questions** of TfL social media channels, perhaps an indication that they are increasingly expecting the channels to interact with them in a responsive and engaging manner
- However, it may be that followers feel the **'human' response from TfL's channels is less consistent than the social media offerings of other organisations**, which could potentially be affecting satisfaction with the TfL channels
- **Recent qualitative research* conducted on behalf of TfL largely tells a similar story** – while the information on social media is felt to be useful (despite some decline this year), overall engagement (and satisfaction) could be improved, in line with the rising expectations of users

*TfL's role in social media (2CV, October 2015)

Key findings – Tube lines, DLR, London Overground, Trams, @TfLTravelAlerts and TfL Rail Twitter feeds

Satisfaction with the above Twitter feeds

- Followers of these Twitter feeds are generally **less satisfied** compared to last year, with **significant decreases** in satisfaction for the Tube lines, @TfLTravelAlerts, London Overground and Trams Twitter feeds
- Of these Twitter feeds, satisfaction remains highest among those following the @TfLTravelAlerts Twitter feed, with followers giving a **quite good** mean satisfaction score of 70 out of 100
- The @TfLTravelAlerts Twitter feed is also felt to provide the **most accurate information** (85% of followers think it is accurate all / most of the time). Conversely, followers of the London Overground and Tube lines Twitter feeds are now **significantly less likely** to find the information accurate at least most of the time compared to last year

Use of the above Twitter feeds

- For followers of these Twitter feeds, the overwhelming reason for checking these feeds is to get **information on disruptions**. Conversely, use for **regular trips and commuting** has generally **decreased** compared to previous years
- In the majority of cases users have **made changes to their journey** as a result of **information received** through these Twitter feeds. However, followers of the Tube lines, London Overground and Trams Twitter feeds appear **less likely to change travel plans** after receiving information compared to last year
- Where changes to journeys had been made, this was generally by **taking a different route** or by **switching mode**

Improvements to the above Twitter feeds

- Similar to 2014, suggestions for improvement on these feeds include **more up to date real time information** – 40% of users of the Tube line Twitter feeds, 22% of users of the @TravelAlerts Twitter feed, and 30% of users of the London Overground Twitter feed are of this view. London Overground Twitter feed users would also like to see **easier access to a specific area**, eg separate/individual feeds (45%)



Key findings – Buses Twitter feed

Satisfaction with the Buses Twitter feed

- Overall satisfaction with the feed remains **quite good** this year at 72 out of 100, largely in line with satisfaction levels from previous years
- The proportion of followers finding the **information to be accurate** has fallen slightly this year, although there are still more than four fifths thinking it is accurate at least most of the time

Use of the Buses Twitter feed

- The vast majority (90%) of followers of the Buses Twitter feed use it to find out **information on disruptions**, significantly more so now compared to 2014 (53%)
- This year also sees a higher proportion of followers **asking us questions** via the feed (28% now, up from 6% in 2014)
- Conversely, use for **regular trips or commuting** is significantly lower this year, falling from 71% in 2014 to 41% now
- In the majority of cases the Buses Twitter feed has led to users **making a change** to their journey – mostly leading them to **change their route** (55%) or to **travel by a different mode** (48%), both proportions generally in line with previous years

Improvements to the Buses Twitter feed

- Similar to last year, Buses Twitter feed users would like to see more bus **service updates/information on delays, disruptions/route changes** on the feed (17%). They would also like a **greater response** to their **customer service queries** (15%)



Key findings – Roads Twitter feed

Satisfaction with the Roads Twitter feed

- Although followers of this feed are still **fairly satisfied** this year with a mean satisfaction score of 65 out of 100, there are now **less satisfied** compared to previous years (between 76 and 78 out of 100 in 2012-2014)
- Additionally, while three quarters of followers consider the information provided by the Roads Twitter feed to be **accurate** all or most of the time, this proportion is **significantly lower** than each of the previous years when around nine in ten thought so

Use of the Roads Twitter feed

- More followers are using the Roads Twitter feed to find out about **disruptions** compared to last year (84% now, up from 40%). Two fifths (38%) use it for **regular trips or commuting** although this is down from 64% in 2014
- Around a quarter of followers use the feed to **ask us questions**, up significantly from 1% in 2014
- In the majority of cases information provided by the Roads Twitter feed has led to users making a **change to their journey** (79%). However, they now appear **less likely to change their travel plans** compared to previous years, particularly **travelling at a different time** (17% now, down from 30% last year)

Improvements to the Roads Twitter feed

- Similar to last year, Roads Twitter feed users who could think of improvements they would like to see recommended **more road news** (accidents, closures, disruptions) (24%)



Key findings – @TfL Twitter feed

Satisfaction with the @TfL Twitter feed

- Satisfaction with the feed is now **relatively poor** this wave at 59 out of 100, and this is **significantly lower compared to previous years** (66 out of 100 in 2014 and 69 out of 100 in 2013)
- Similarly, less than half (46%) of @TfL Twitter users now find the information **interesting** all or most of the time – a **significant decline** from previous years (64% in 2014 and 66% in 2013)

Use of the @TfL Twitter feed

- Similar to previous years the feed is mainly used to find out about **travel information** (78% use it for this, in line with previous years)
- Other uses of this feed are largely in line with previous years, with around two fifths of followers using the @TfL Twitter feed to either find out about **transport improvements** (41%) or because they have a **general interest in London transport** (40%)
- One in six followers (16%) said they use the feed to **ask us questions**
- 40% of users of the @TfL Twitter feed have **made no changes to their travel plans** based on information from this feed, while those who did were most likely to **change their route** (45%)

Improvements to the @TfL Twitter feed

- There were some specific suggestions for improving the feed, with the top mention being that users would like to see **less** of what they perceive to be as **self-promotion or 'spin'** on this feed (24%)



Key findings – TfL Facebook page

Satisfaction with the TfL Facebook page

- Satisfaction among TfL Facebook users is largely **consistent with last year**, although the level of satisfaction is now just **reasonable** (69 out of 100) while in 2014 it was **quite good** (70 out of 100)
- They also generally find the information **interesting** all or most of the time (61%), however this proportion is **significantly lower** compared to 2014 (72%)

Use of TfL Facebook page

- As seen in 2014, the key uses of the TfL Facebook page this year are to get **travel information** (64%), having a **general interest** in London transport (64%), or to find out about **transport improvements** (50%) in the Capital
- Users of the TfL Facebook page were the **least likely** of social media followers to have made any **changes to their travel plans** based on information received from this source (50% made no changes). Those who did make changes were most likely to have travelled using an **alternative route** (31%)

Improvements to the TfL Facebook page

- Only 31 users commented on improvements that they would like to see to the TfL Facebook page. The findings need to be treated with caution due to the small base size.
- The most suggested improvements related to receiving **accurate, real time travel information** (13%), while 10% also liked the Facebook page as it is and **suggested no changes**



Perceptions of TfL social media

Satisfaction with social media over time

Mean satisfaction score by social media channel				
Social media channel	Sep 2015	July 2014	Sep 2013	Dec 2012
Buses Twitter feed	72	76	77	77
@TfLTravelAlerts Twitter feed	70 ↓	78	75	77
TfL Facebook page	69	70	N/A	N/A
Roads Twitter feed	65 ↓	78	78	76
DLR Twitter feed	64**	66**	66**	77**
Tube line Twitter feeds	62 ↓	71	71	75
@TfL Twitter feed	59 ↓	66	69	N/A
London Overground Twitter feed	55 ↓	66	62	69
TfL Rail Twitter feed	49**	N/A	N/A	N/A
Trams Twitter feed	49** ↓	61	66**	61**

Channels ranked in descending order based on 2015 mean satisfaction

**Caution small base size



Significant **increase** / **decrease** compared to previous year



Satisfaction with Buses and Roads Twitter feeds

Roads Twitter feed followers' satisfaction has dropped significantly this year, while followers of the Buses Twitter remain fairly satisfied

On a scale where 10 = extremely satisfied ; 0 = extremely dissatisfied

Mean satisfaction

■ Net: 7-10

■ Net: 4-6

■ Net: 0-3



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with ... ?



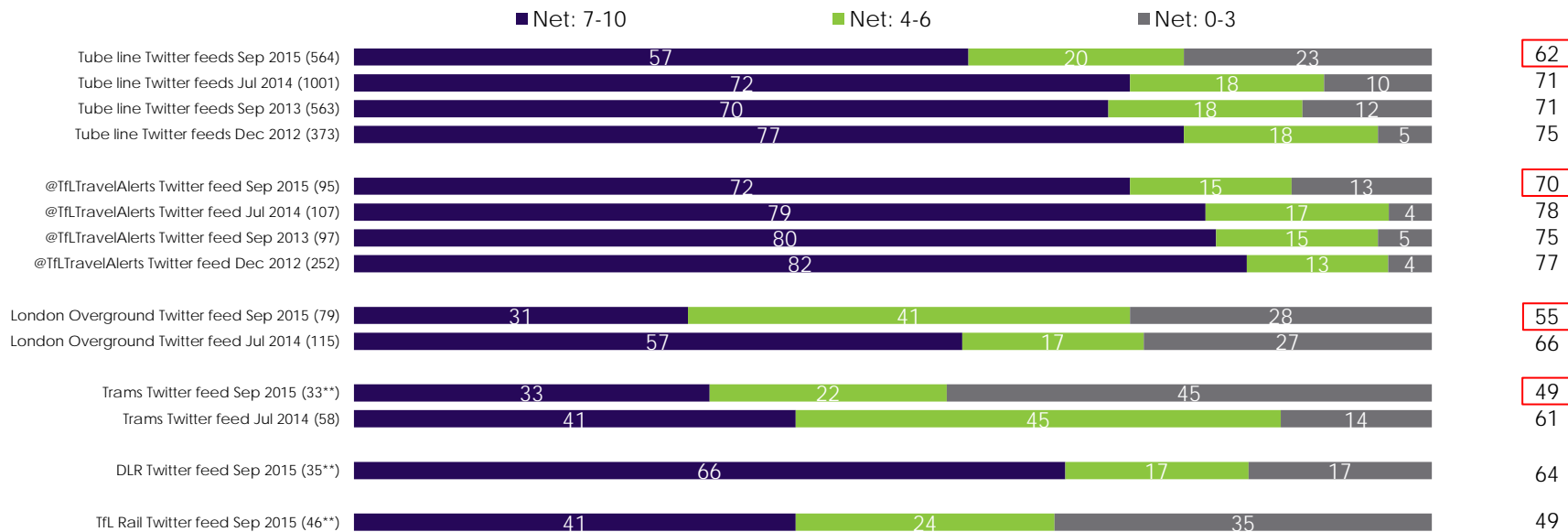


Satisfaction with Tube lines, @TfLTravelAlerts, London Overground, Trams, DLR and TfL Rail Twitter feeds

Satisfaction among followers of the Tube line, @TfLTravelAlerts, London Overground and Trams Twitter feeds has decreased significantly this year. Followers of the @TfLTravelAlerts Twitter feed remain the most satisfied

On a scale where 10 = extremely satisfied ; 0 = extremely dissatisfied

Mean satisfaction



**Caution small base size

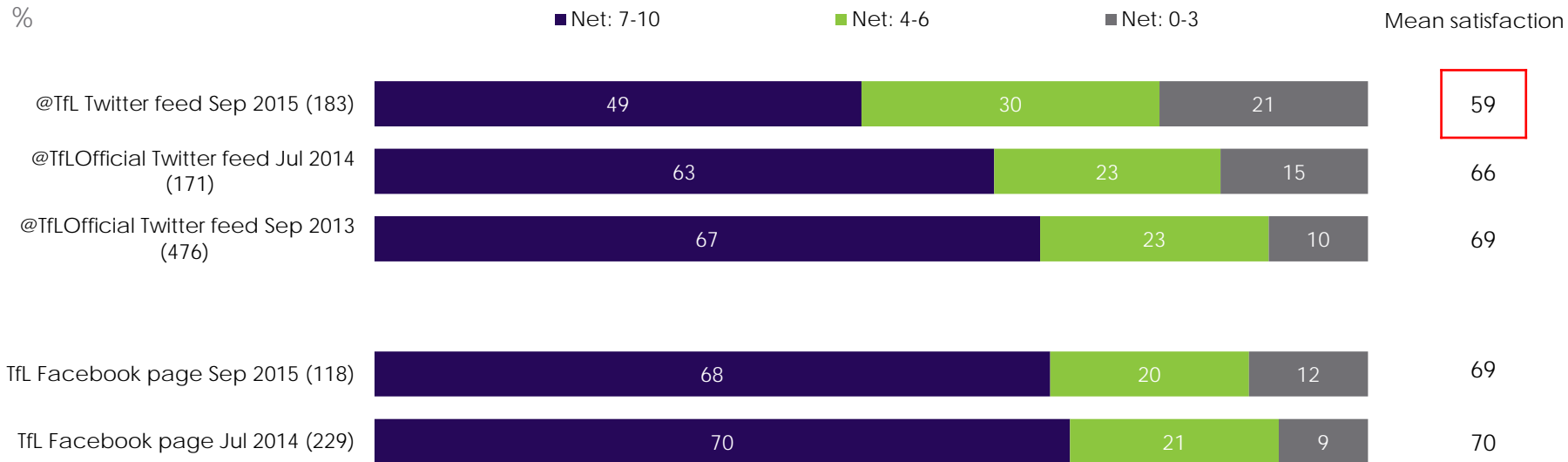
Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with ... ?





Satisfaction with @TfL Twitter feed / TfL Facebook page

Followers of the @TfL Twitter feed are far less satisfied with the feed this year, with satisfaction falling from 66 last year to 59 out of 100 in 2015. Facebook users are mostly satisfied overall, similar to last year.



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with ...? 59 Significantly lower than 2014



Accuracy of information over time

Ratings for accuracy of information by social media channel (%)				
Social media channel	Sep 2015	July 2014	Sep 2013	Dec 2012
@TfLTravelAlerts Twitter feed	85	86	92	93
Buses Twitter feed	83	89	86	90
Roads Twitter feed	73 ↓	89	89	90
DLR Twitter feed	69**	67**	83**	90**
Tube line Twitter feeds	68 ↓	81	84	89
London Overground Twitter feed	61 ↓	76	75	83
TfL Rail Twitter feed	61**	N/A	N/A	N/A
Trams Twitter feed	48**	58	75**	N/A

Channels ranked in descending order based on 2015 net 'all / most of the time'

**Caution small base size

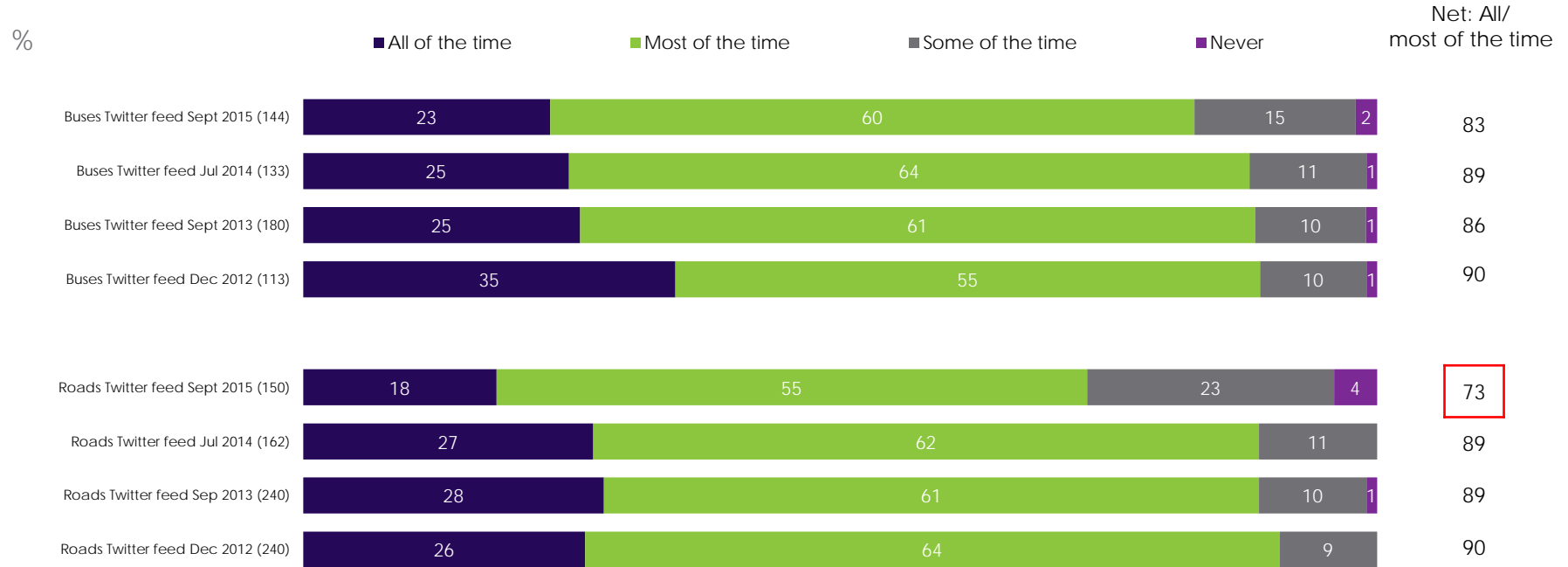


Significant **increase** / **decrease** compared to previous year



Accuracy of information – Buses and Roads Twitter feeds

Information provided by the Roads Twitter feed is felt to be less accurate compared to previous years, with its rating falling from 89% to 73%. More than four fifths of Buses Twitter feed followers continue to consider the information to be accurate



Q5a. Do you find the information on this Twitter feed accurate?

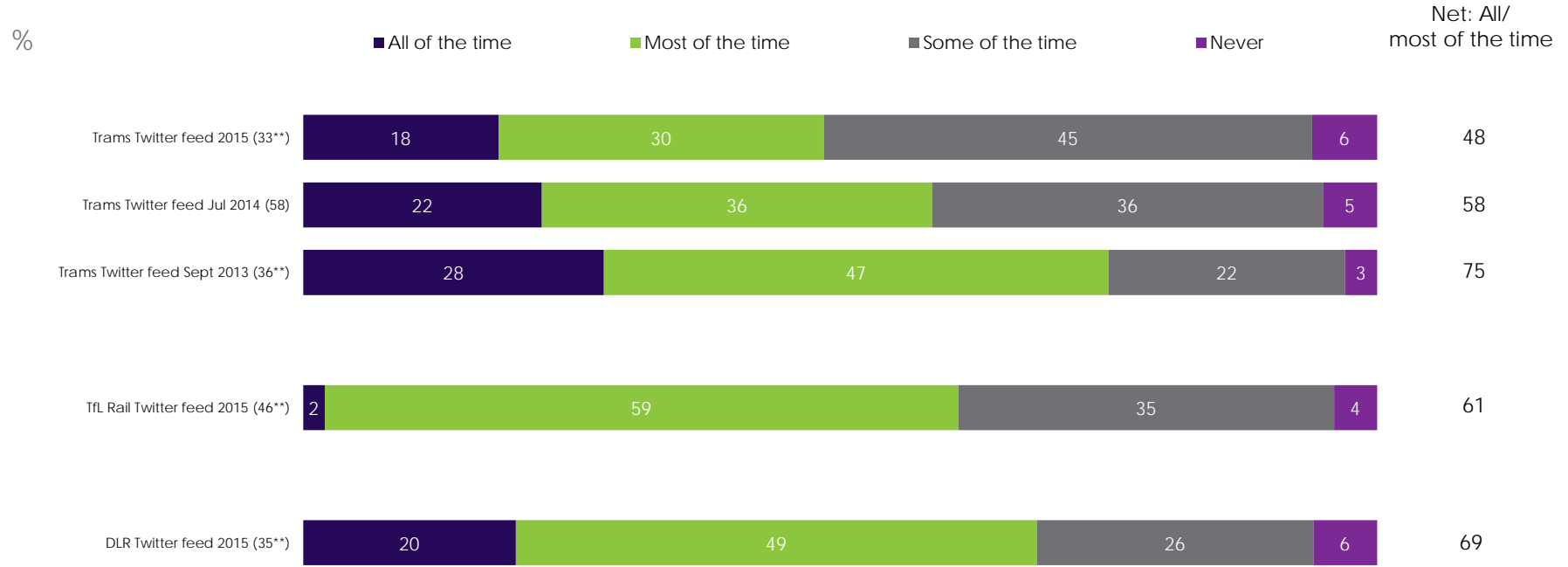
73 Significantly lower than 2014





Accuracy of information – Trams, TfL Rail and DLR Twitter feeds

The perception that the information is provided by the Tram Twitter feed is accurate appears to have been declining over time, with less than half in 2015 saying it is accurate at least 'most of the time'



**Caution small base size

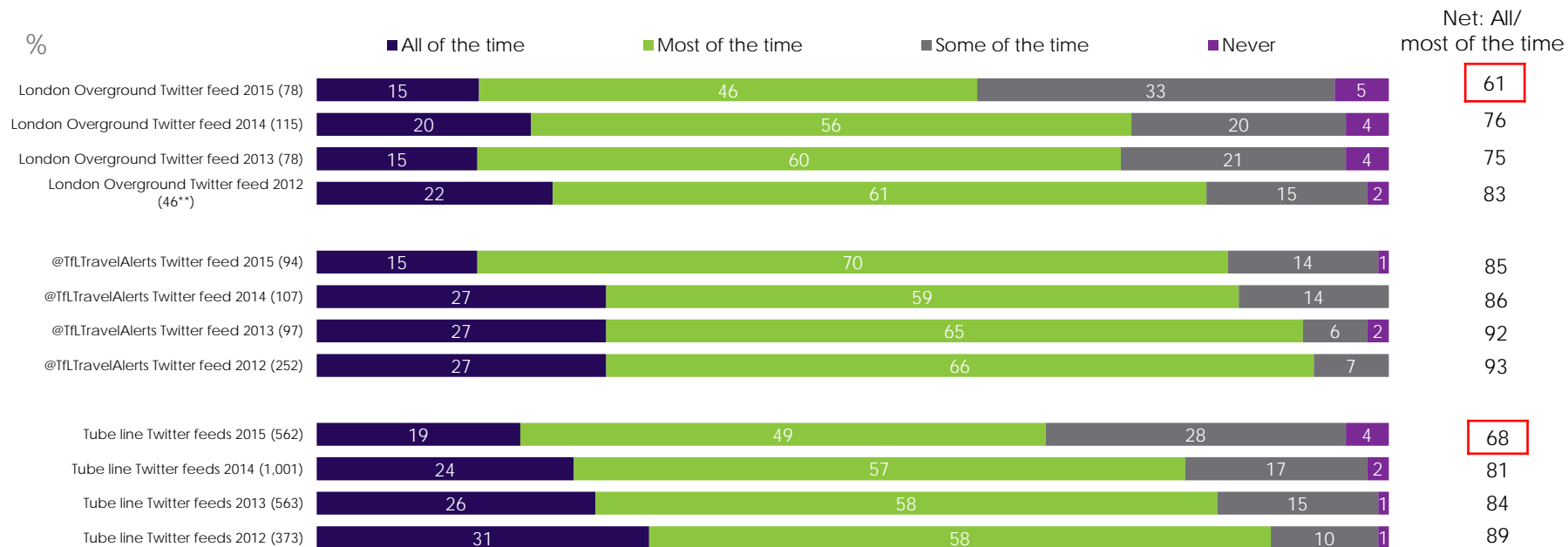
Q5a. Do you find the information on this Twitter feed accurate?

No significant differences between 2014 and 2015



Accuracy of information – London Overground, @TfLTravelAlerts and Tube line Twitter feeds

The majority of followers of the @TfLTravelAlerts Twitter feed continue to feel the information provided is accurate. Conversely, information provided by the London Overground and Tube line Twitter feeds is perceived as being less accurate than in previous years



**Caution small base size

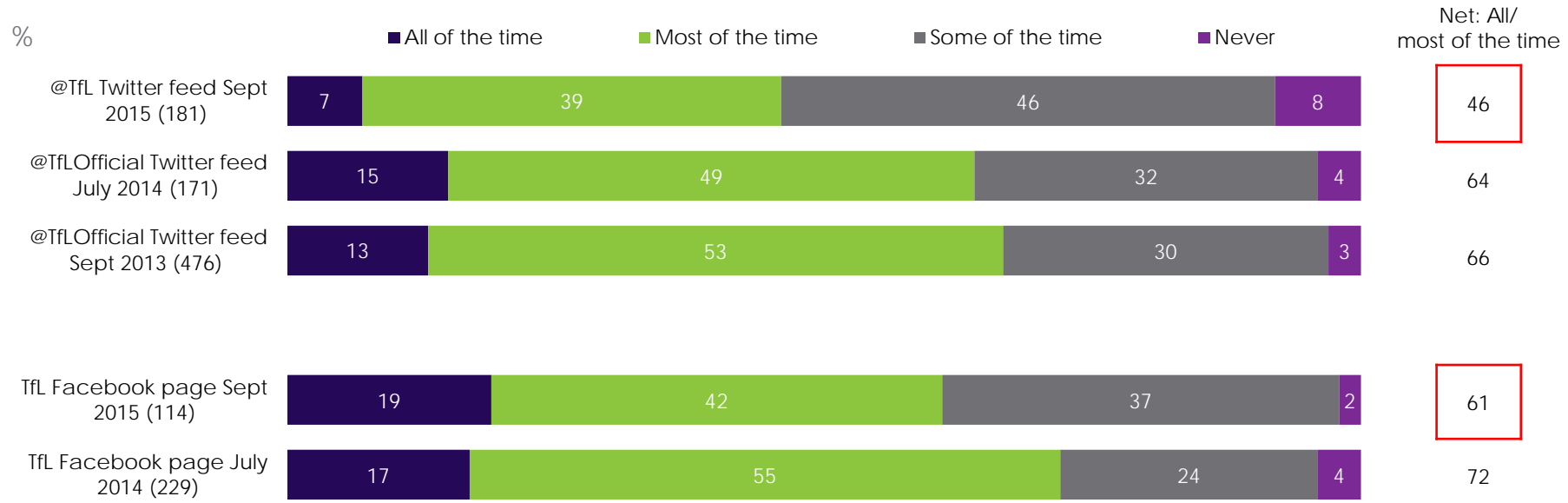
Q5a. Do you find the information on this Twitter feed accurate?

 Significantly lower than 2014



Whether information is interesting – @TfL Twitter feed and TfL Facebook page

While TfL Facebook users and followers of the @TfL Twitter feed generally find the information interesting at least some of the time, compared to previous years it is not felt to be as interesting all/most of the time



Q5b. Do you find the information to be interesting? Base sizes shown in the chart

 Significantly lower than 2014



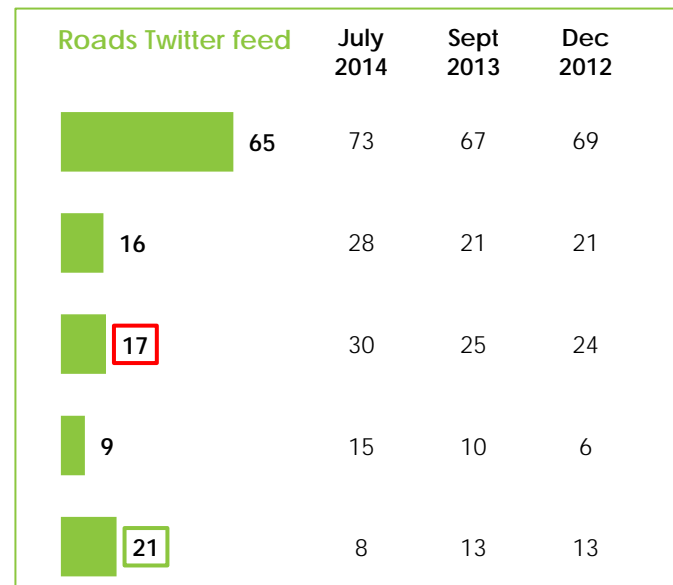
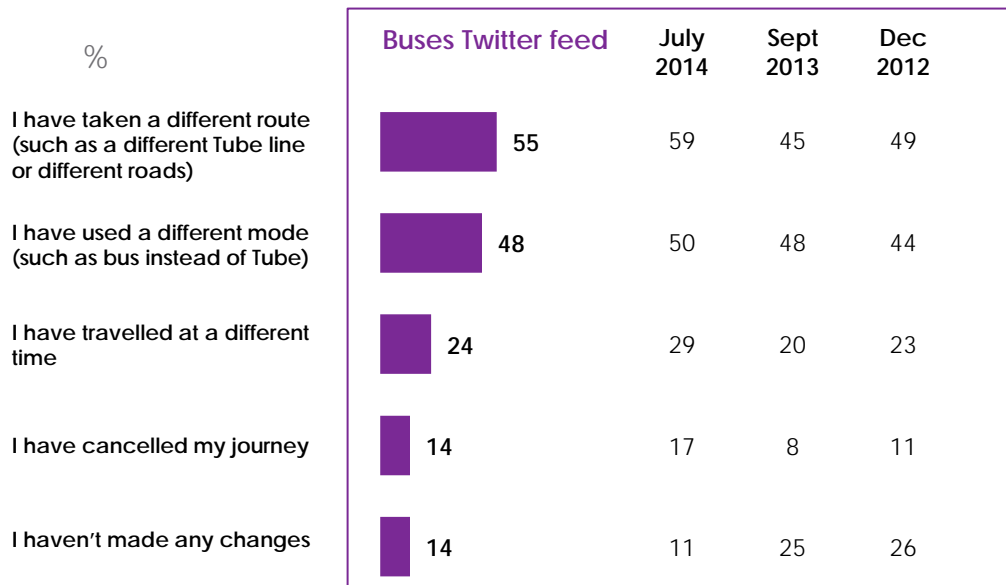
The image features a solid teal background. At the top, there are white geometric shapes: a large arrow pointing right on the left side, and a diamond shape on the right side. The text "Impact on travel planning" is centered in the lower half of the image in a white, sans-serif font.

Impact on travel planning

Impact on travel plans – Buses and Roads Twitter feeds

In the majority of cases, the Buses Twitter feed and the Roads Twitter feed have led to users making a change to their journey – mostly leading them to change their route. Compared to previous years Roads Twitter feed followers seem less likely to change the time of their journey

%



Q10. Have you ever changed your travel plans after getting information from...?

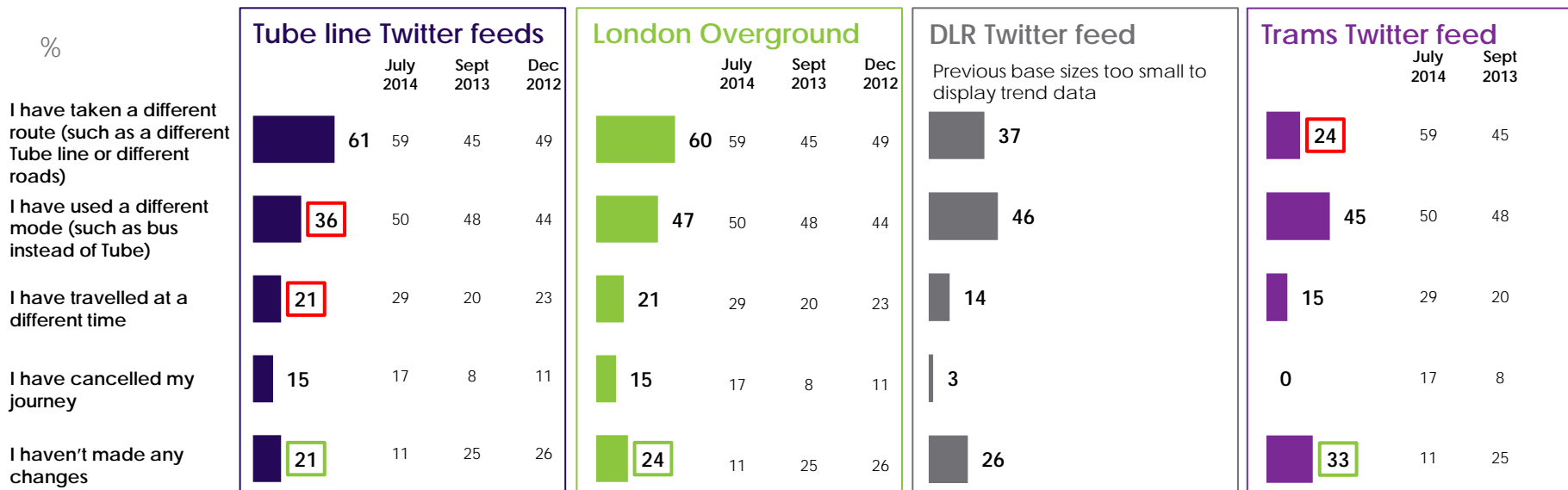
Base: Sep 2015: Bus (139), Roads (137), Jul 2014: Bus (133), Roads (162), Sep 2013: Bus (180), Roads (240), Dec 2012: Bus (113), Roads (87)

□ Significantly higher than 2014 □ Significantly lower than 2014



Impact on travel plans – Tube lines, London Overground, DLR and Trams Twitter feeds

Followers of the Tube lines, London Overground and Trams Twitter feeds appear less likely this year to have changed their travel plans after receiving information from these feeds



Q10. Have you ever changed your travel plans after getting information from...?

Base: Sep 2015: Tube line Twitter feeds (549), London Overground (75), DLR (35**), Trams (33**); 2014: Tube line Twitter feeds (563), London Overground (78), Trams (36**); 2012: Tube line Twitter feeds (373), London Overground (46**)

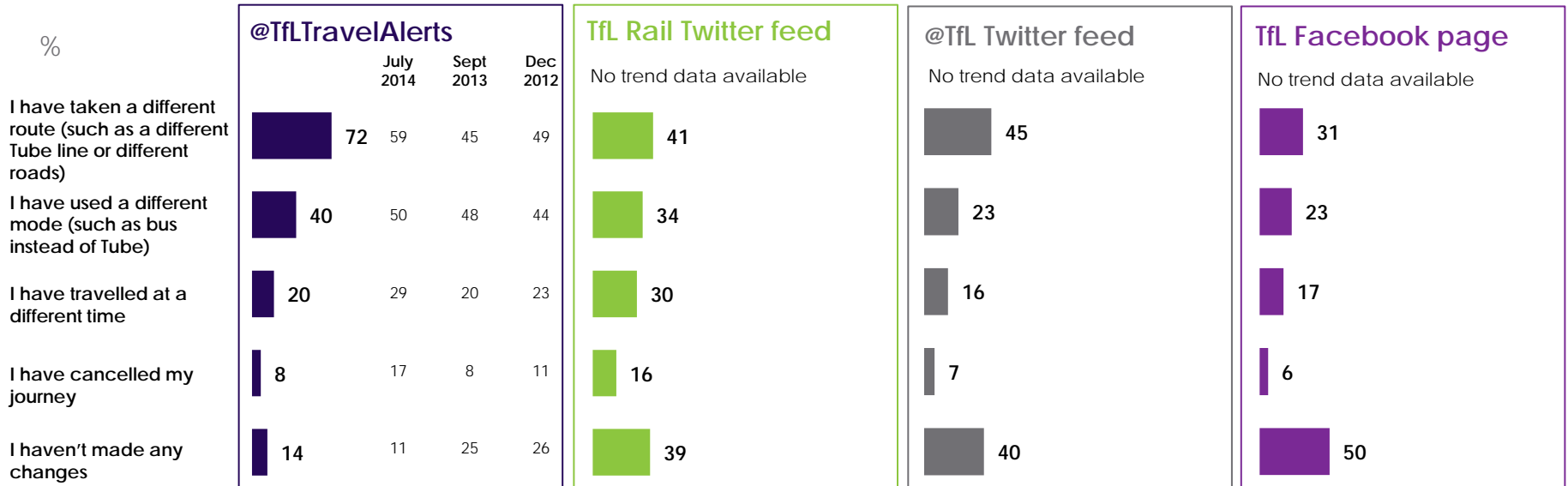
**Caution small base size

Significantly higher than 2014 Significantly lower than 2014



Impact on travel plans – @TfLTravelAlerts, TfL Rail and @TfL Twitter feeds and TfL Facebook page

Changes to travel plans made by followers of the @TfL TravelAlerts Twitter feed continue to be most likely be a change of route. Users of the TfL Facebook page are the least likely to make any changes to their travel plans based on information received



**Caution small base size

Q10. Have you ever changed your travel plans after getting information from...?

Base: Sept2015: @TfLTravelAlerts (92), TfL Rail (44**), @TfL Twitter feed (159), TfL Facebook page (106); 2014: @TfLTravelAlerts (107)

No significant differences between 2014 and 2015

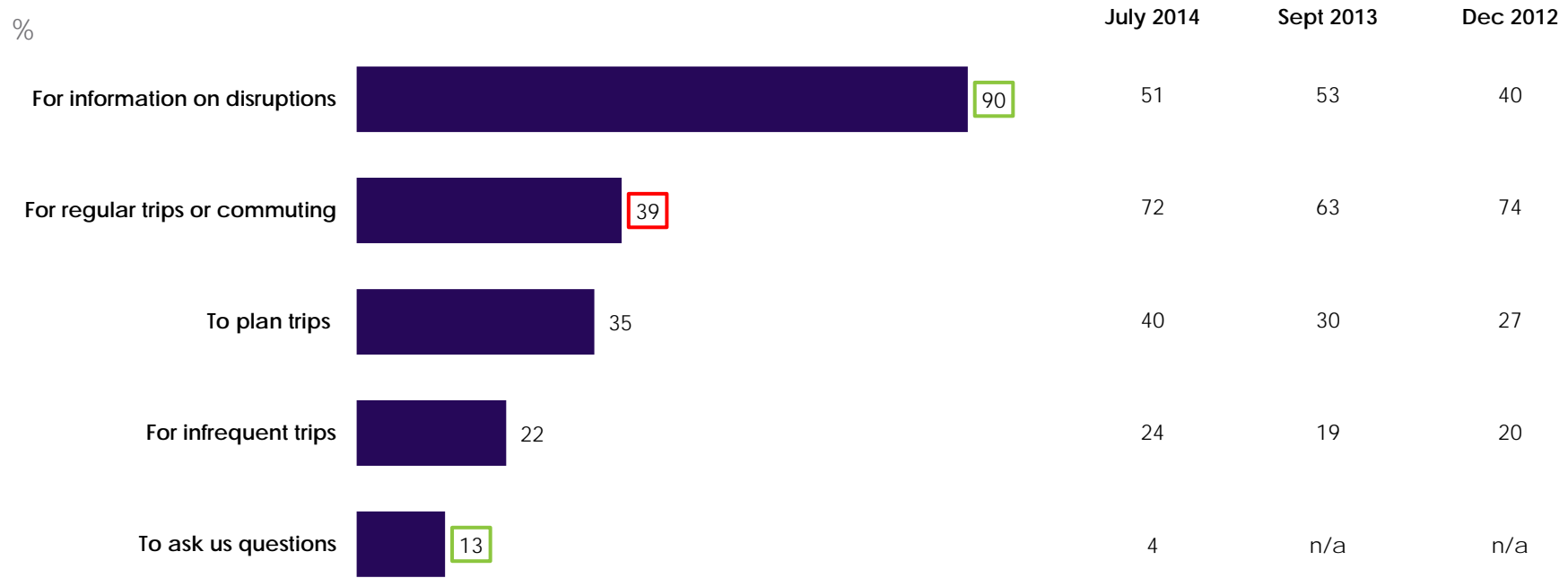


Use of social media



Reasons for checking the @TfLTravelAlerts Twitter feed

The @TravelAlerts Twitter feed is used mainly for information on disruptions, significantly more so than in previous years, while use regular trips / commuting is less common now



Q6. What do you use @... for?

Base: Sep 2015 (94), 2014 (107), 2013 (97), 2012 (252)

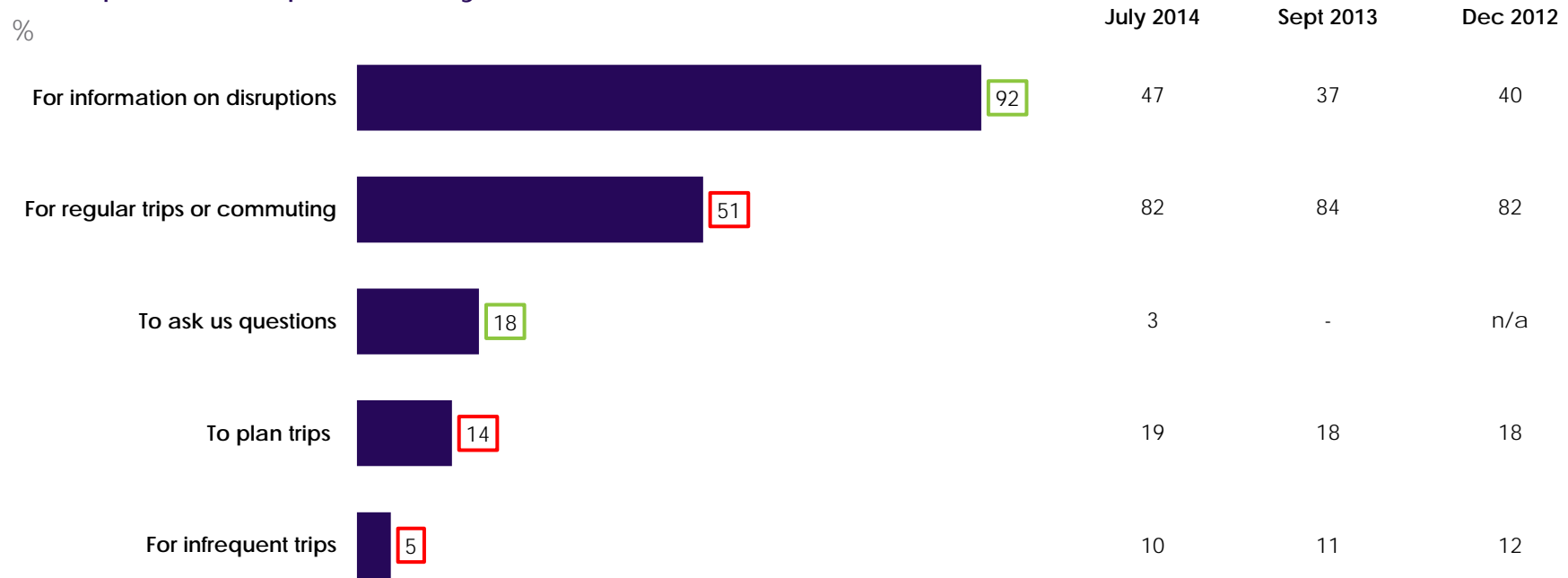
□ Significantly higher than 2014 □ Significantly lower than 2014





Reasons for checking the Tube line Twitter feeds

The Tube line Twitter feeds are overwhelmingly used for obtaining information on disruptions, while fewer are using the feed for regular trips or commuting compared to previous years



Q6. What do you use Tube line Twitter feeds for?

Base: All Tube line Twitter feeds Sep 2015 (557), 2014 (1,001), 2013 (563), 2012 (373)

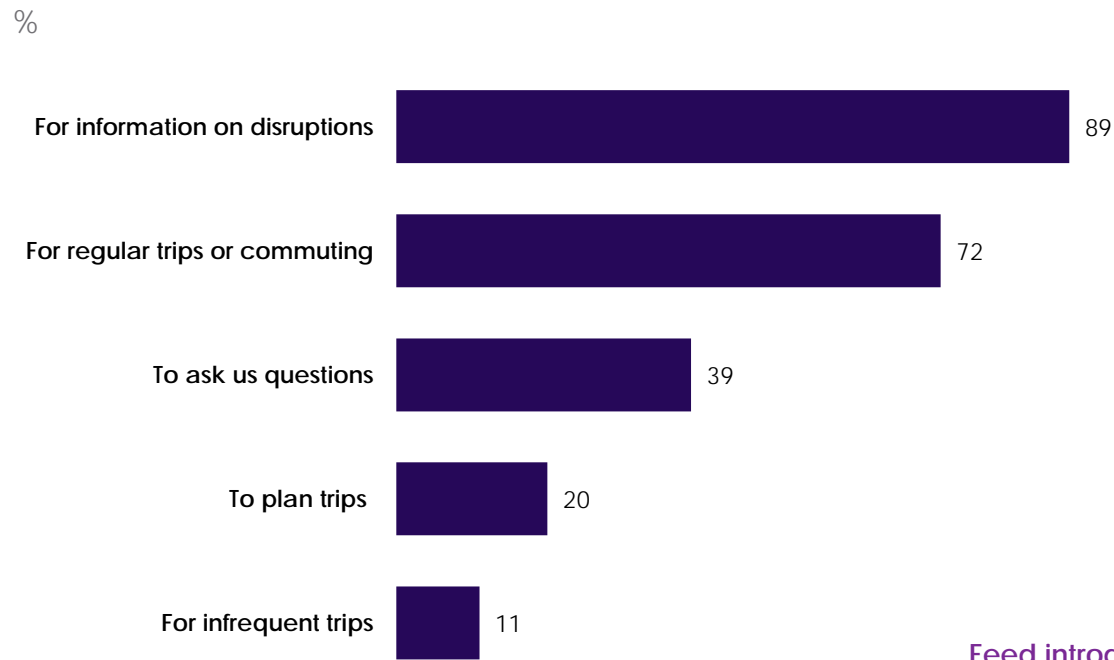
Green box: Significantly higher than 2014 Red box: Significantly lower than 2014





Reasons for checking the TfL Rail Twitter feed

The TfL Rail Twitter feed is mostly used to check for information on disruptions and for regular trips or commuting



Feed introduced for the first time in 2015

Q6. What do you use @... for?
Base: Sept2015 (46**)

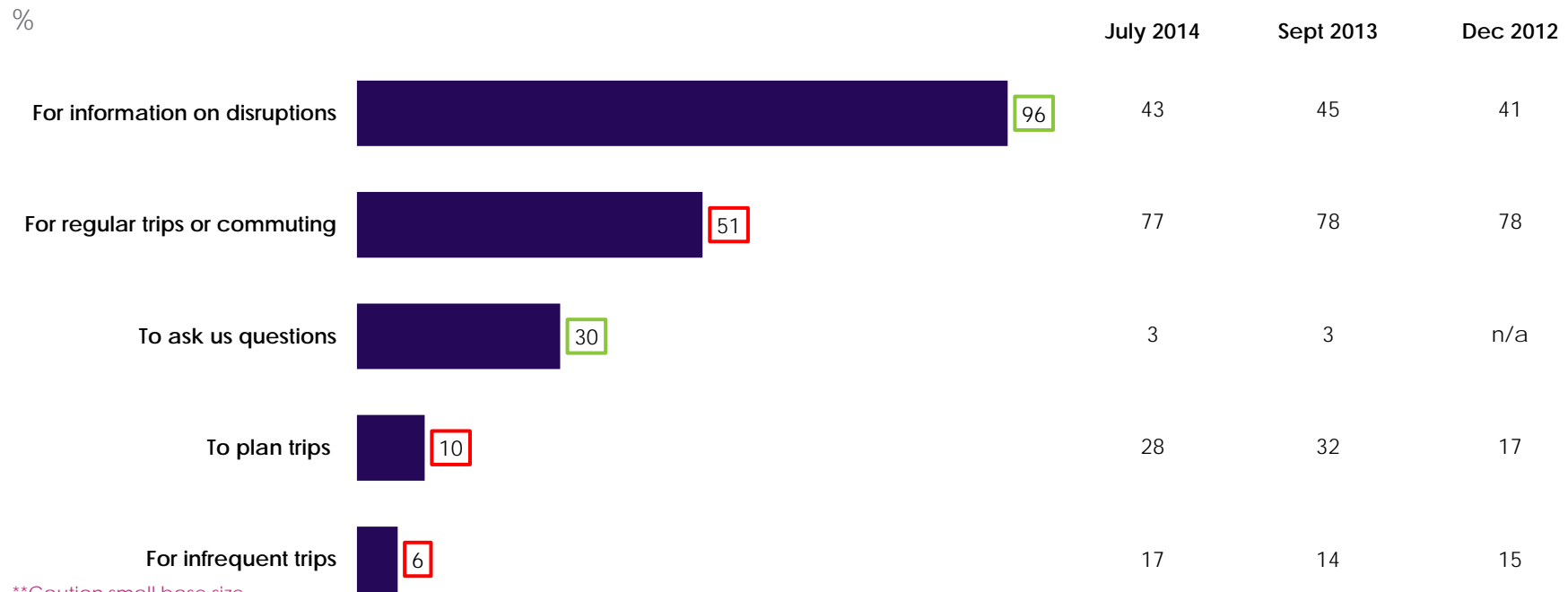
**Caution small base size





Reasons for checking London Overground Twitter feed

Nearly all London Overground Twitter feed followers use it to check for information on disruptions, much more so than in previous years



**Caution small base size

Q6. What do you use @... for?

Base: Sep 2015 (77), 2014 (115), 2013 (78), 2012 (46**)

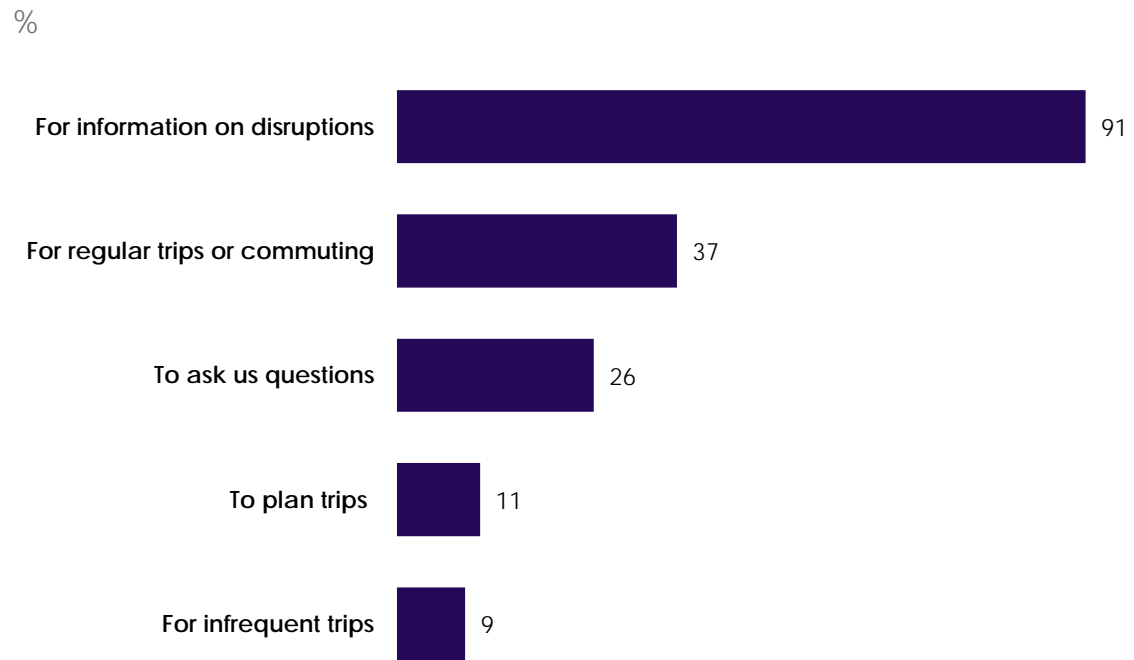
□ Significantly higher than 2014 □ Significantly lower than 2014





Reasons for checking the DLR Twitter feed

The DLR Twitter feed is used mostly for information on disruptions



Q6. What do you use @... for?
Base: Sep 2015 (35**)

**Caution small base size

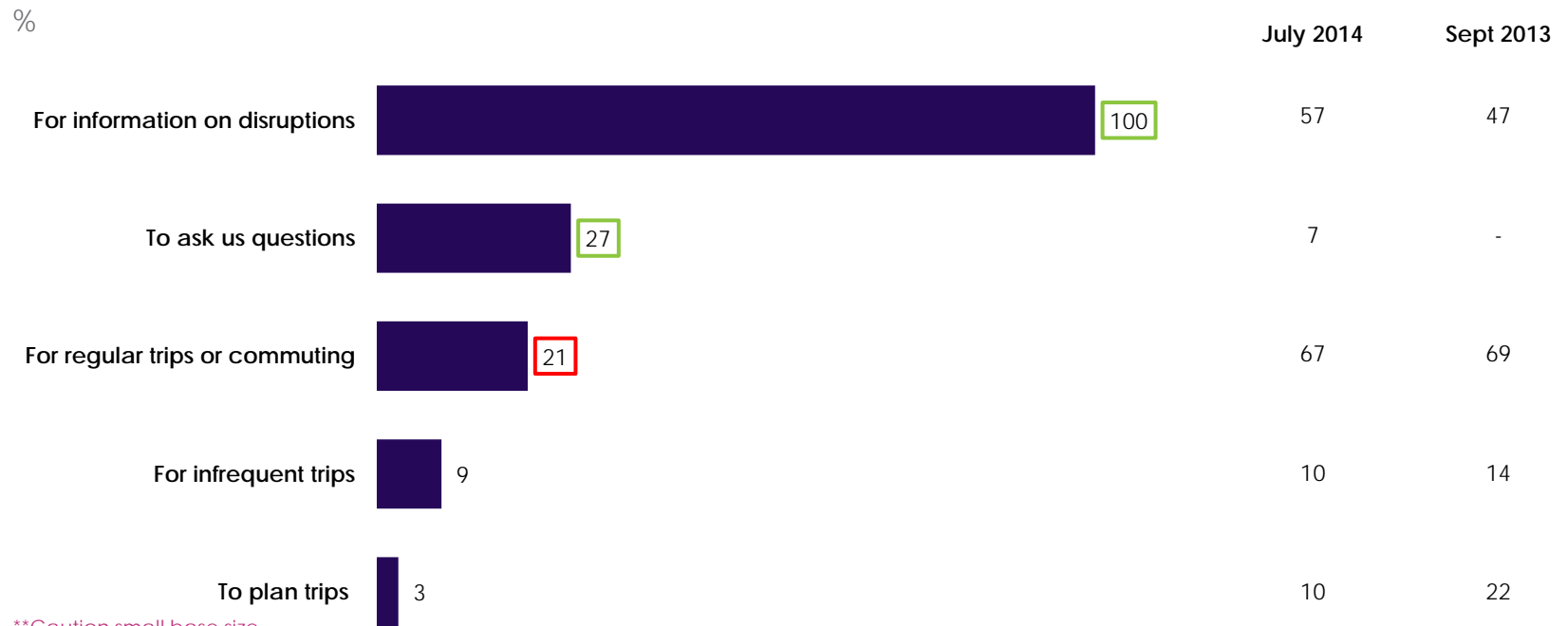
Previous base sizes too small to display trend data





Reasons for checking the Trams Twitter feed

All respondents who follow the Trams Twitter feed said they use the feed to get information on disruptions



**Caution small base size

Q6. What do you use @... for?

Base: Sep 2015 (33**), 2014 (58), 2013 (36**)

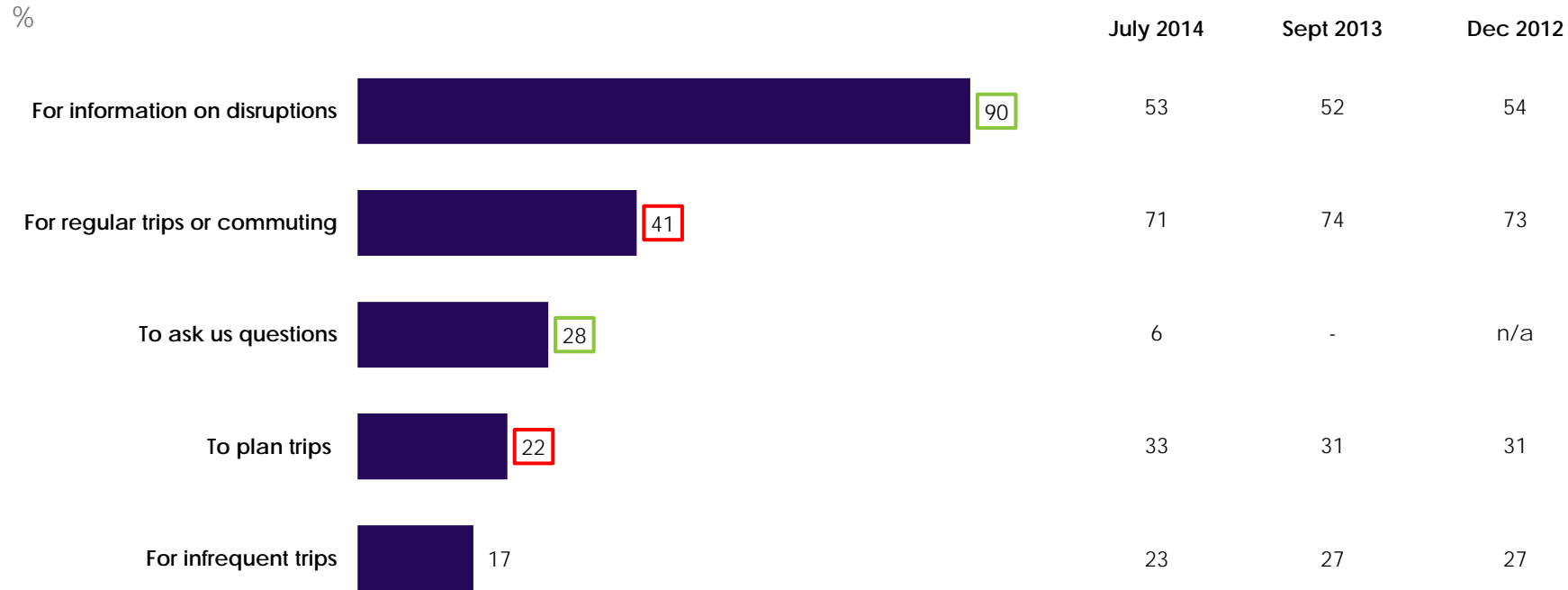
□ Significantly higher than 2014 □ Significantly lower than 2014





Reasons for checking the Buses Twitter feed

Where in previous years the Busses Twitter feed was checked predominantly for regular trips or commuting, users now check it mostly for information on disruptions



Q6. What do you use @... for?

Base: Sep 2015 (144) July 2014 (133) Sep 2013 (180) Dec 2012 (113)

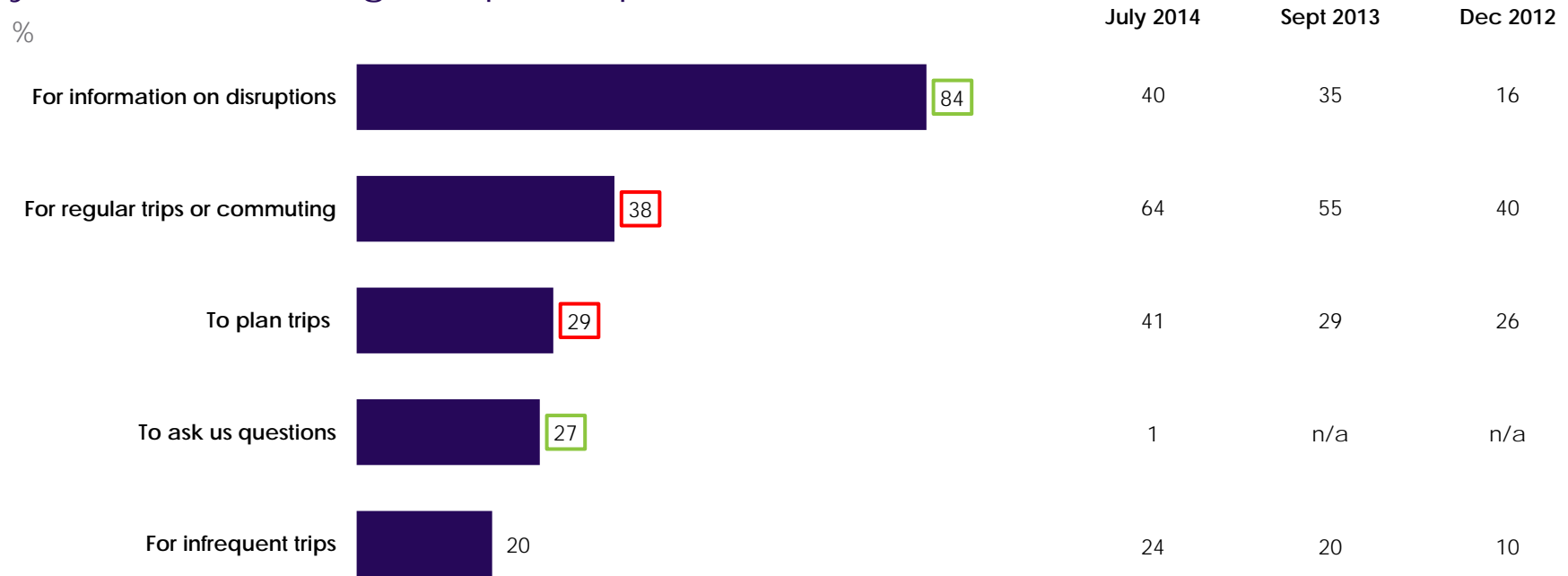
□ Significantly higher than 2014 □ Significantly lower than 2014





Reasons for checking the Roads Twitter feed

Where previously the Roads Twitter feed was checked predominantly for regular trips, it is now checked for information on disruptions. Fewer users than in previous years are checking it to plan trips



Q6. What do you use @... for?

Base: Sep 2015 (146) July 2014 (162) Sep 2013 (249) Dec 2012 (87)

□ Significantly higher than 2014 □ Significantly lower than 2014





Reasons for checking the @TfL Twitter feed

As seen in previous years, the main purpose for checking the @TfL Twitter feed is to find out about travel information (78%)



Q6. What do you use @... for?

Base: Sep 2015 (169) Jul 2014 (171) Sep 2013 (476)

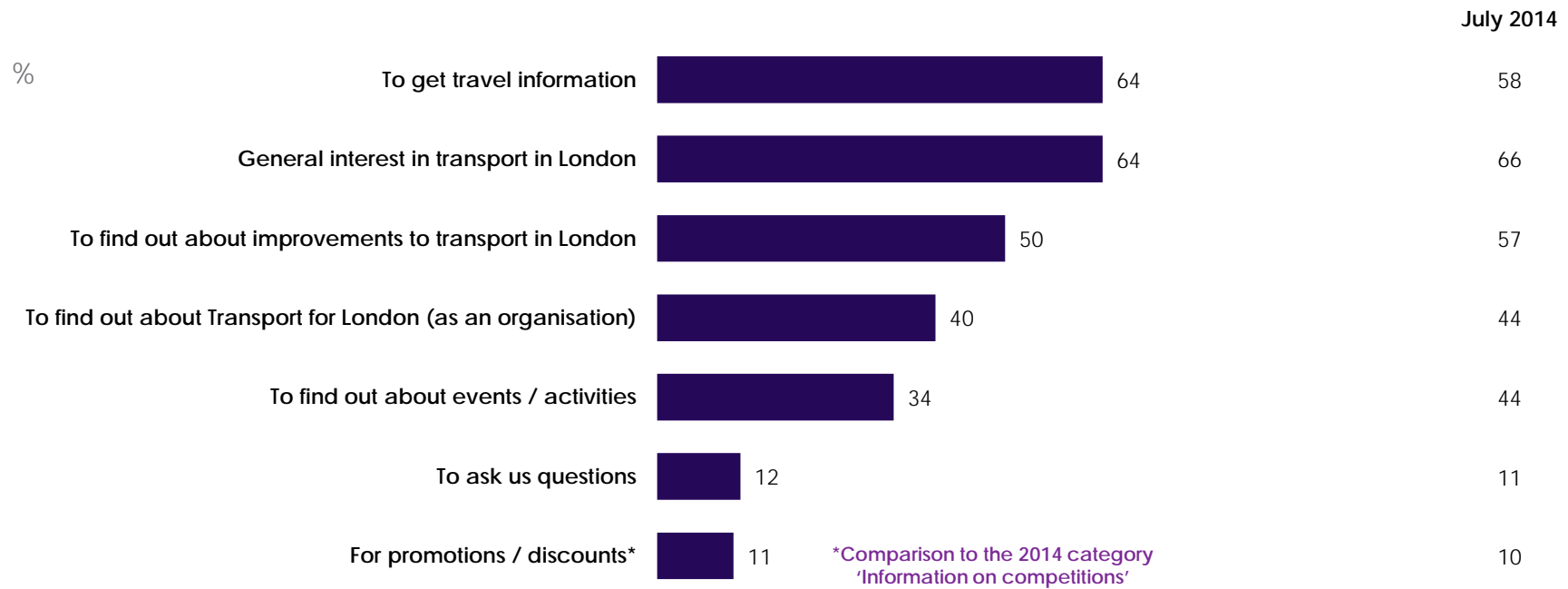
No significant differences between 2014 and 2015





Reasons for using the TfL Facebook page

TfL Facebook users continue to visit the page predominantly to find out travel information or because they have a general interest in transport in London



Q6. What do you use the TfL Facebook page for?
Base: Sep 2015 (110) Jul 2014 (229)

No significant differences between 2014 and 2015



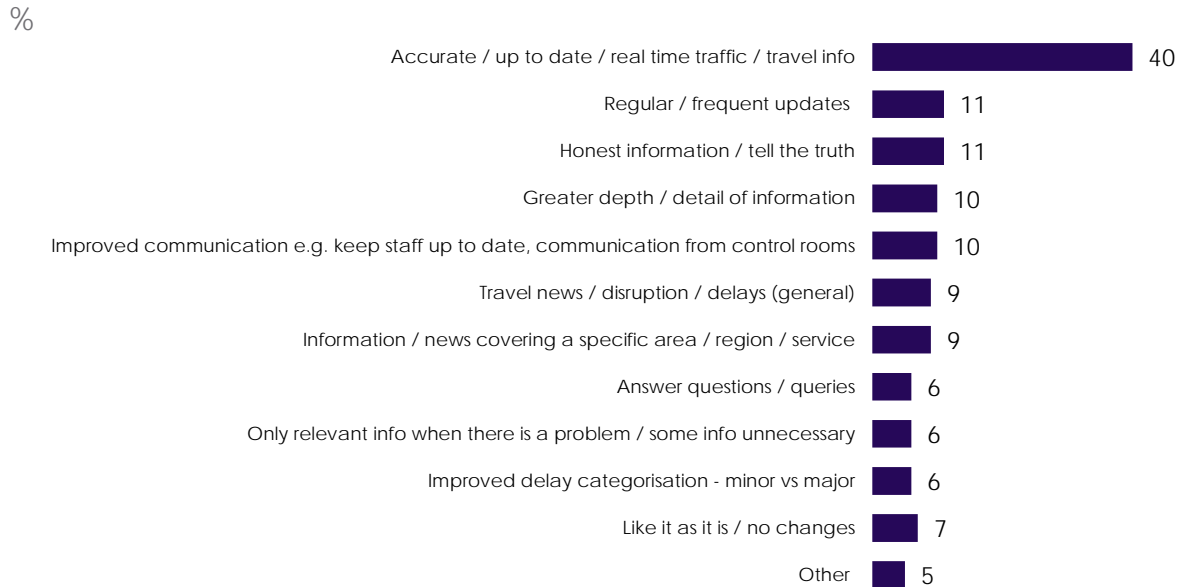


User suggested improvements



Suggested improvements for the Tube line Twitter feeds

Mostly, Tube line Twitter followers would like to see more accurate and up to date travel information. Some would also like to see greater detail in the information shared by the feeds



Mentions greater than 4% shown

Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of.

Base: Sep 2015: All Tube line Twitter users (291)

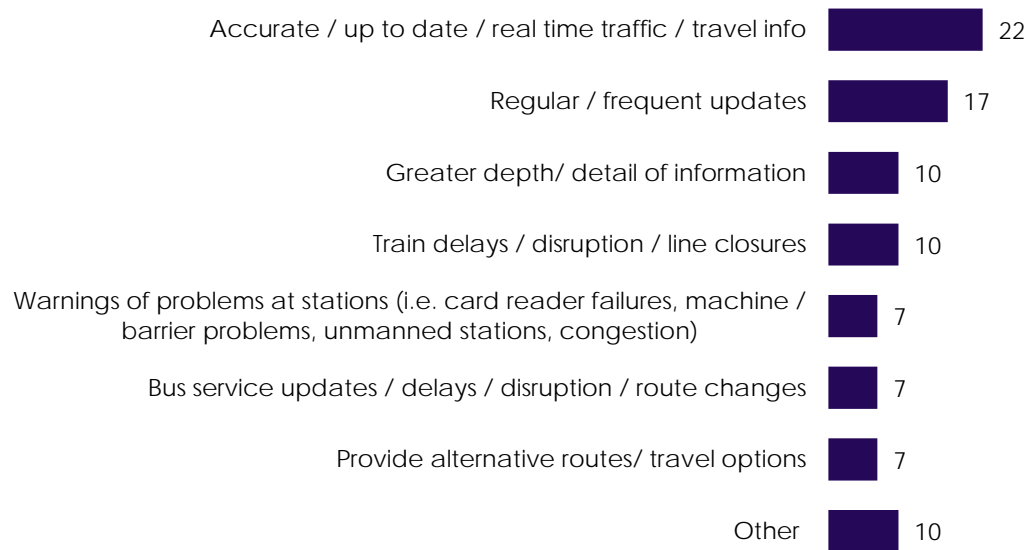




Suggested improvements for the @TfLTravelAlerts Twitter feed

Followers of the @TfLTravelAlerts Twitter feed would mostly like to see more and accurate travel information (eg on delays and disruptions) that is updated more frequently. Information could also contain more detail

%



**Caution small base size

Mentions greater than 5% shown

Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of.

Base: Sep 2015: All @TfLTravelAlerts users (41)

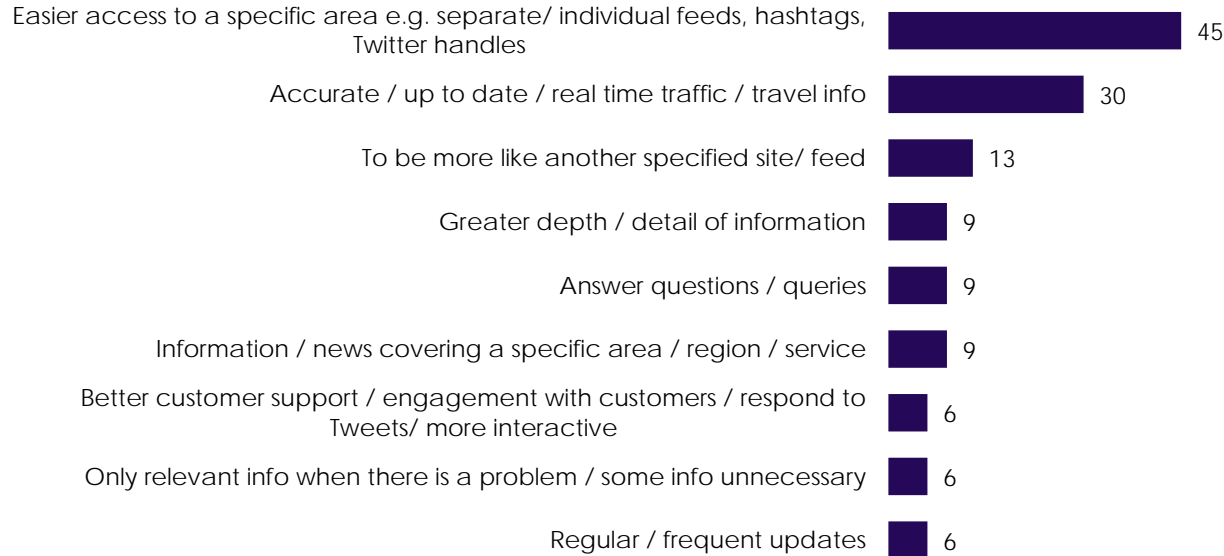




Suggested improvements for the London Overground Twitter feed

Nearly half of followers requested easier access to a specific branch of the LO network (eg separate / individual feeds), while three in ten would like to see more accurate and up to date travel information

%



**Caution small base size

Mentions greater than 5% shown

Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of
Base: September 2015: All @LDNOverground users (47**)

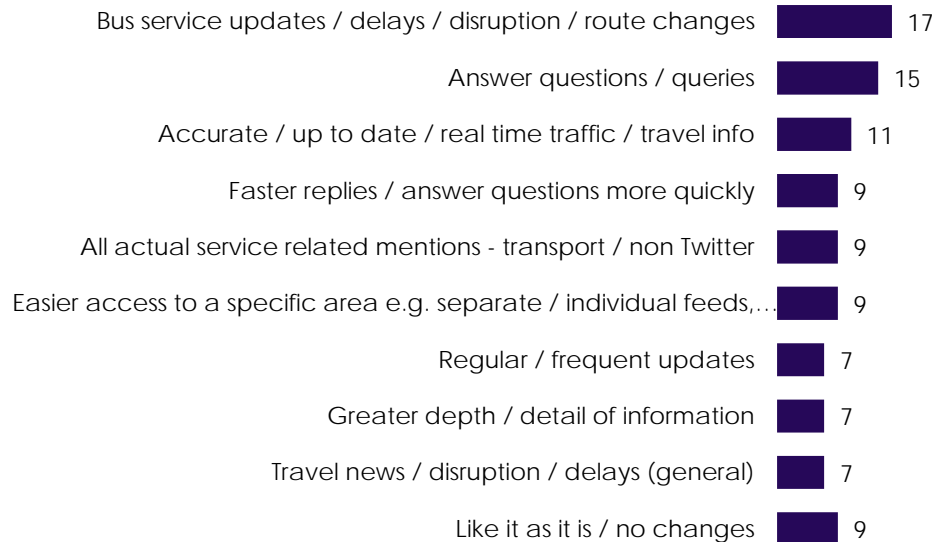




Suggested improvements for the Buses Twitter feed

Similar to last year, Buses Twitter feed users would like to see more Bus service updates/information on delays, disruptions/route changes. They would also like a greater response to their customer service queries

%



**Caution small base size

Mentions greater than 4% shown

Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of.

Base: Sep 2015: All @TfLBusAlerts users (46)





Suggested improvements for the Roads Twitter feed

Similar to last year, Road Twitter feed users would like to see more road news (accidents, closures, disruptions), more accurate/real time traffic information

%



Mentions greater than 3% shown

Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of.

Base: Sep 2015: All @TfLTrafficNews users (67)

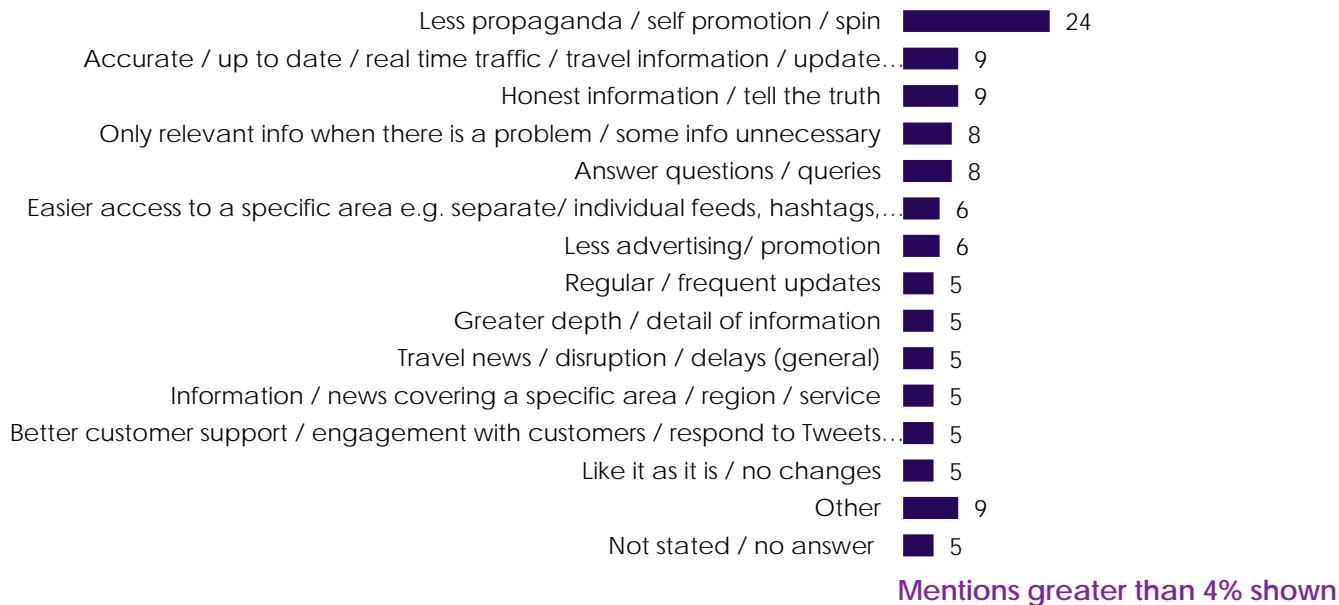




Suggested improvements for the @TfL Twitter feed

@TfL Twitter feed users would like to see less promotion on this feed and more accurate and relevant travel information. A small proportion would also value better response to customer service queries

%



Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of.

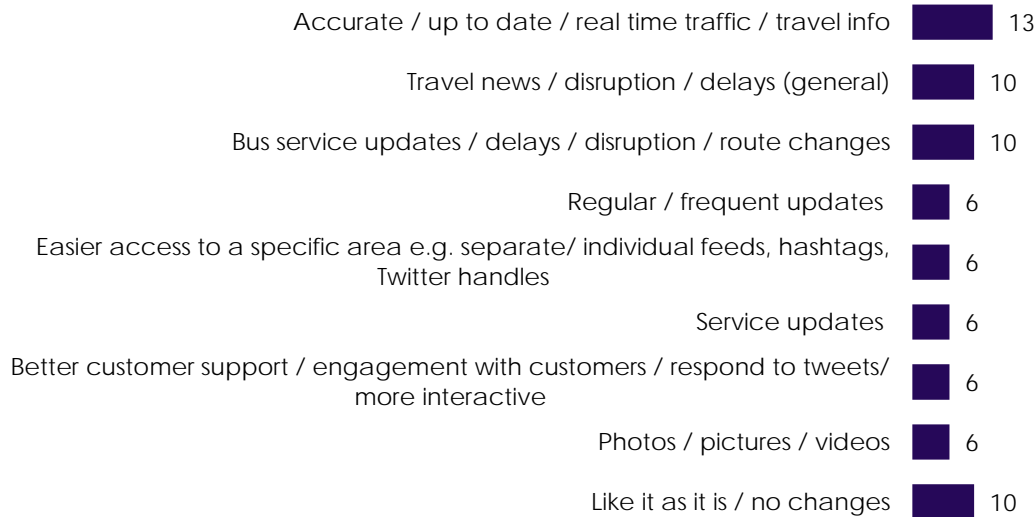
Base: Sep 2015: All @TfL users (66)





Suggested improvements for the TfL Facebook page

Users of the TfL Facebook page would like more information on travel news such as service updates and disruptions



Mentions greater than 3% shown

**Caution small base size

Q11b. We are always looking for ways to improve. Please tell us what you would like to see more of, or less of.

Base: All Facebook users Sep 2005 (31)





Appendix

Satisfaction with social media over time

Mean satisfaction score by social media channel				
Social media channel	Sep 2015	July 2014	Sep 2013	Dec 2012
River Twitter feed	78**	87**	N/A	N/A
Emirates Air Line Twitter feed	77**	67**	N/A	N/A
Buses Twitter feed	72	76	77	77
@TfLTravelAlerts Twitter feed	70 ↓	78	75	77
TfL Facebook page	69	70	N/A	N/A
Accessibility Twitter feed	68**	80**	N/A	N/A
Roads Twitter feed	65 ↓	78	78	76
DLR Twitter feed	64	66**	66**	77**
Santander Cycles Twitter feed	63**	66**	57	N/A
Tube line Twitter feeds	62 ↓	71	71	75
@TfL Twitter feed	59 ↓	66	69	N/A
London Overground Twitter feed	55 ↓	66	62	69
@TfLWaystoPay Twitter feed	53**	59	71	N/A
TfL Rail Twitter feed	49	N/A	N/A	N/A
Trams Twitter feed	49** ↓	61	66**	61**

Channels ranked in descending order based on 2015 mean satisfaction

**Caution small base size



Significant **increase** / **decrease** compared to previous year

Accuracy of information over time

Ratings for accuracy of information by social media channel (%)				
Social media channel	Sep 2015	July 2014	Sep 2013	Dec 2012
Santander Cycles Twitter feed	89**	N/A	N/A	N/A
@TfLTravelAlerts Twitter feed	85	86	92	93
Buses Twitter feed	83	89	86	90
Accessibility Twitter feed	83**	N/A	N/A	N/A
@TfLWaystoPay Twitter feed	82**	78	91	N/A
River Twitter feed	80**	N/A	N/A	N/A
Emirates Air Line Twitter feed	78**	N/A	N/A	N/A
Roads Twitter feed	73 ↓	89	89	90
DLR Twitter feed	69**	67**	83**	90**
Tube line Twitter feeds	68 ↓	81	84	89
London Overground Twitter feed	61 ↓	76	75	83
TfL Rail Twitter feed	61**	N/A	N/A	N/A
Trams Twitter feed	48**	58	75**	N/A

Channels ranked in descending order based on 2015 net 'all / most of the time'

**Caution small base size



Significant **increase** / **decrease** compared to previous year



Appendix 1 – An analysis of response rates

Conversion rates have fallen across the board this year despite all feeds showing a significant uplift in followers

Response rates year on year – 2015 figures taken on 11 November 2015

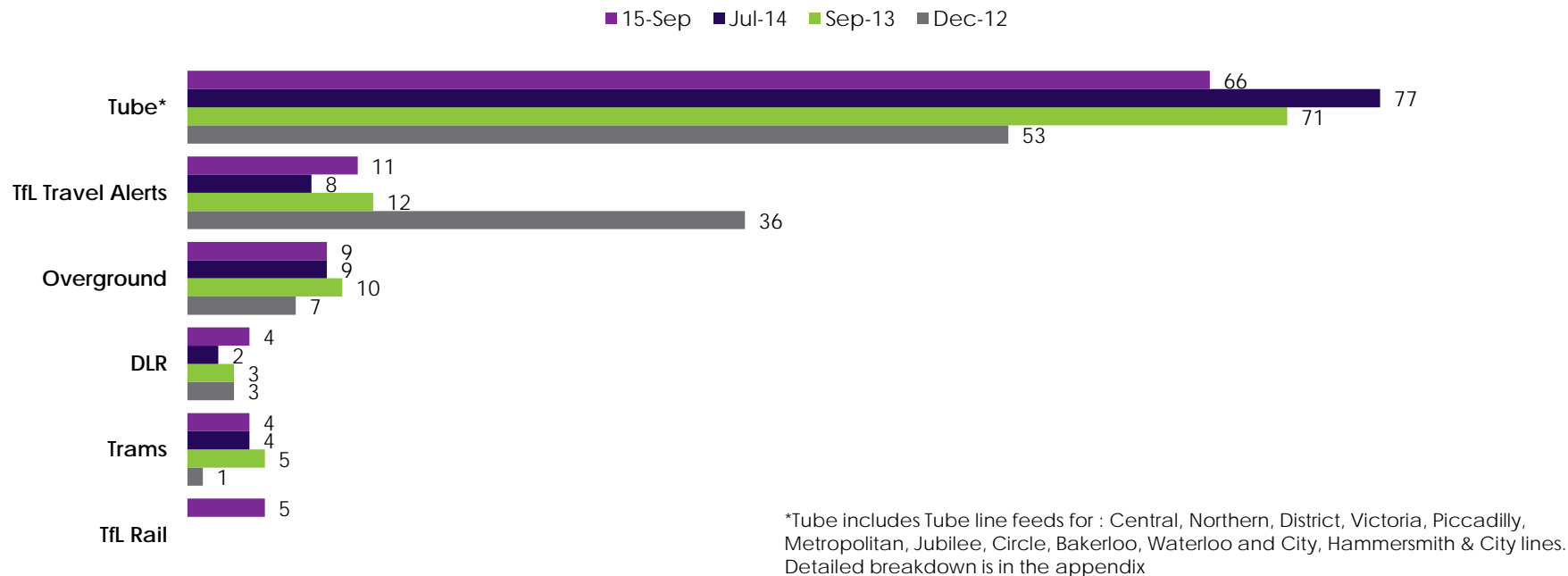
Feed	2013			2014				2015			
	Followers	Responses	Conversion rate	Followers	Responses	Conversion rate	Uplift in followers	Followers	Responses	Conversion rate	Uplift in followers
Tube line Twitter feeds	n/a	563	n/a	n/a	1,220	n/a	n/a	614,794	564	0.1%	n/a
@TfL Twitter feed	137,000	476	0.3%	286,000	171	0.1%	149,000	863,047	183	0.02%	577,047
Roads Twitter feed	88,000	240	0.3%	221,000	162	0.1%	133,000	488,038	155	0.03%	267,038
Buses Twitter feed	21,300	180	0.8%	83,800	133	0.2%	62,500	170,023	146	0.1%	86,223
TfL Facebook page	n/a	n/a	n/a	166,187	229	0.1%	n/a	320,870	118	0.04%	154,683
@TfLTravelAlerts Twitter feed	n/a	97	n/a	n/a	136	n/a	n/a	182,192	95	0.05%	n/a
London Overground Twitter feed	n/a	78	n/a	n/a	138	n/a	n/a	178,231	79	0.04%	n/a
TfL Rail Twitter feed	n/a	n/a	n/a	n/a	n/a	n/a	n/a	22,127	46	0.2%	n/a
DLR Twitter feed	n/a	23	n/a	n/a	39	n/a	n/a	43,028	35	0.1%	n/a
Trams Twitter feed	n/a	36	n/a	n/a	67	n/a	n/a	19,868	33	0.2%	n/a
Santander Cycles Twitter feed	18,000	87	0.5%	26,900	37	0.1%	8,900	50,892	20	0.04%	23,992
@TfLWaystoPay Twitter feed	16,300	142	0.9%	28,300	69	0.2%	12,000	37,584	11	0.03%	9,284
Emirates Air Line Twitter feed	15,500	n/a	n/a	26,700	31	0.1%	11,200	41,946	9	0.02%	15,246
Accessibility Twitter feed	2,228	n/a	n/a	8,949	8	0.1%	6,721	16,003	6	0.04%	7,054
River Twitter feed	2,228	n/a	n/a	8,420	5	0.1%	6,192	20,168	5	0.02%	11,748



Appendix 2 – Analysis of individual Tube line Twitter feeds

Which Rail Twitter feed respondents were reading when they saw the survey link

As was the case in previous years, individual Tube Line followers make up the majority of the Rail sample

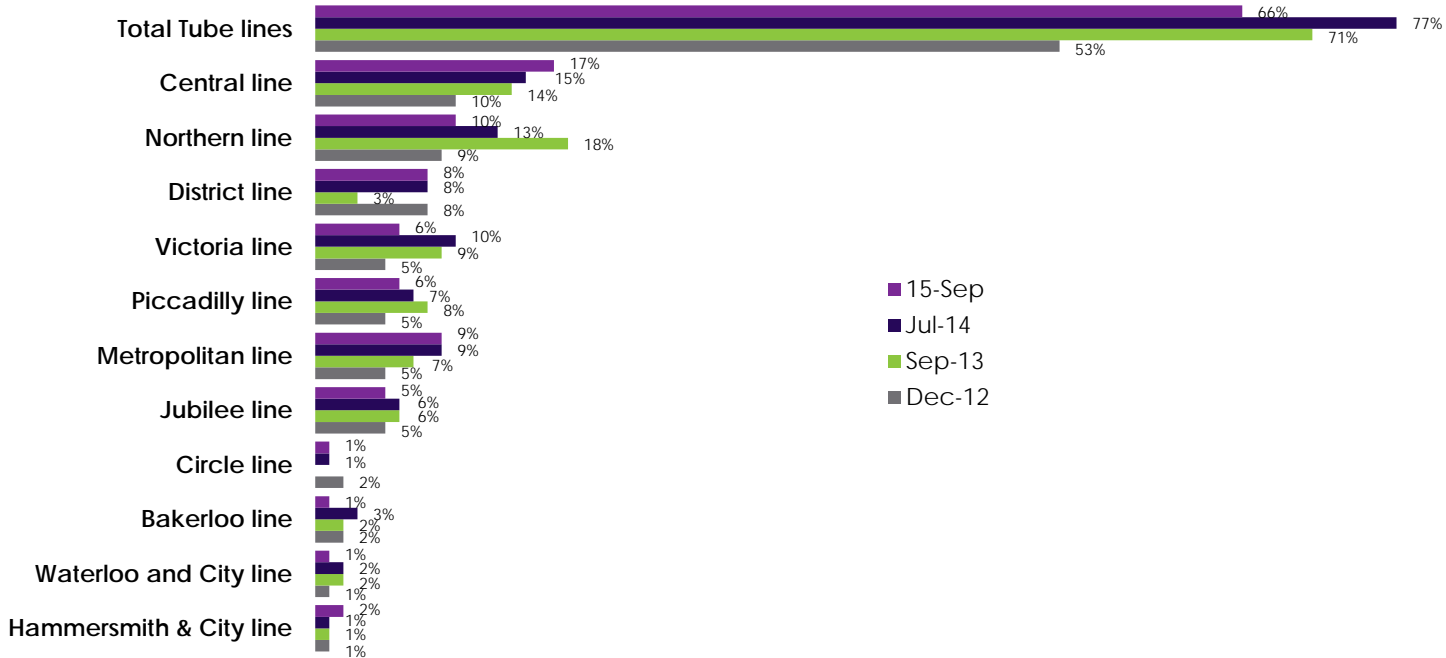


Q1a. Which Twitter feed were you reading when you saw the invitation for this survey and clicked on it?

Base: Rail Sep 2015 (852), July 2014 (1308), Sep 2013 (797), Dec 2012 (698)

Which Twitter feed respondents were reading when they saw the survey link

Among those who accessed the survey through the Rail Twitter feeds, 66% saw the survey link on a Tube line Twitter feed – a decrease from 77% last year



Q1a. Which Twitter feed were you reading when you saw the invitation for this survey and clicked on it?

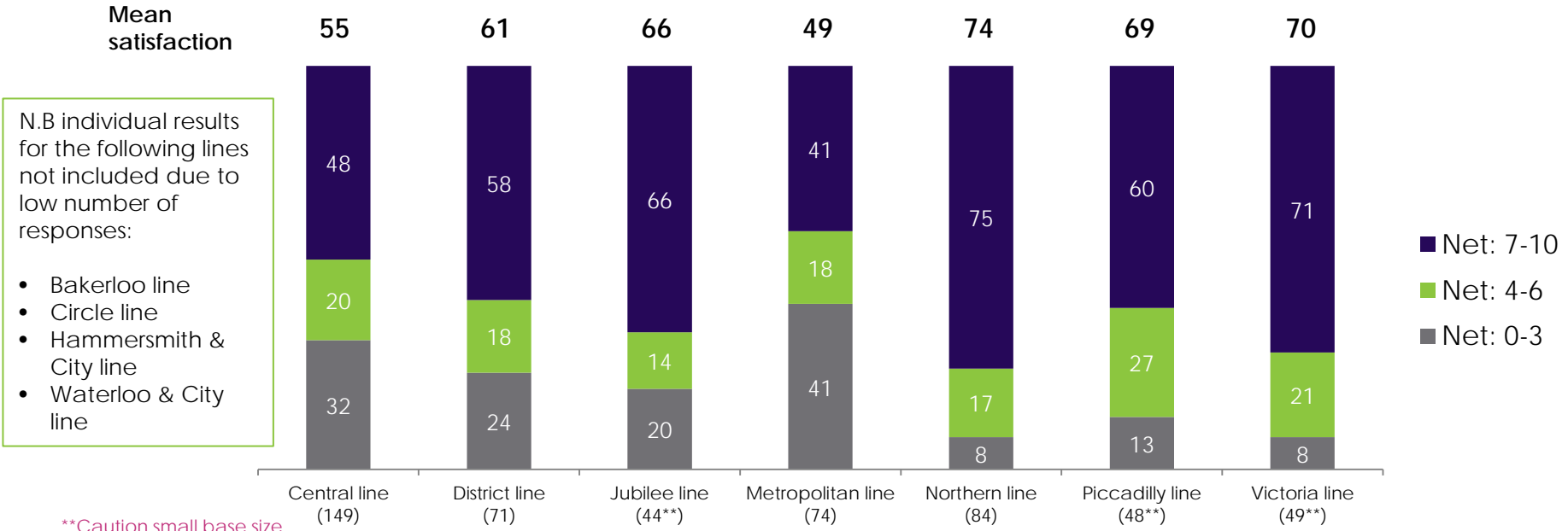
Base: Sep 2015 (852) July 2014 (1,308) Sep 2013: Rail (797) Dec 2012: (698)



Satisfaction with individual Tube line Twitter feeds

Followers of the Northern line Twitter feed are the most satisfied

Those following the Central line and Metropolitan line feeds are significantly less satisfied than each of the other Tube line feeds



N.B individual results for the following lines not included due to low number of responses:

- Bakerloo line
- Circle line
- Hammersmith & City line
- Waterloo & City line

Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with...?





Accuracy of information – individual Tube line Twitter feeds

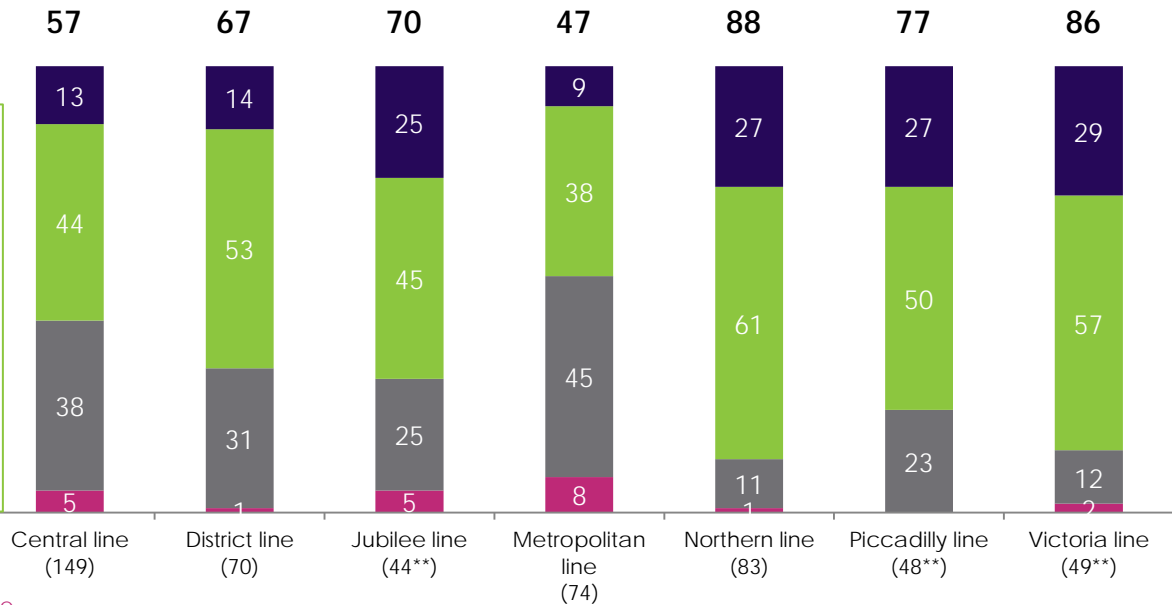
The Northern line and Victoria line Twitter feeds are felt to offer the most accurate information, whereas the Metropolitan feed is felt to be the least accurate

%

Net: All / most of the time

N.B individual results for the following lines not included due to low number of responses:

- Bakerloo line
- Circle line
- Hammersmith & City line
- Waterloo & City line



- All of the time
- Most of the time
- Some of the time
- Never

**Caution small base size

Q5a. Do you find the information on this Twitter feed accurate?





Appendix 3 – data for feeds with low response rates



Santander Cycles Twitter feed

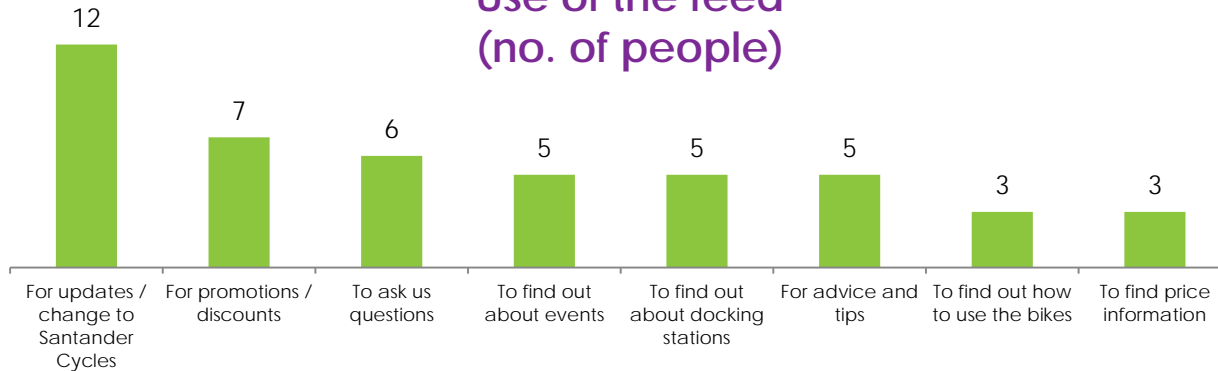
Satisfaction – 63 out of 100

11 people scored 7-10
 3 people scored 5-6
 6 people scored 0-4

Accuracy of information

6 people said 'All of the time'
 10 people said 'Most of the time'
 2 people said 'Some of the time'
 No one said 'Never'

Use of the feed (no. of people)



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with...? (20)
 Q5a. Do you find the information on this Twitter feed accurate? (18)
 Q6. What do you use @... for (17)





@TfLWaysToPay Twitter feed

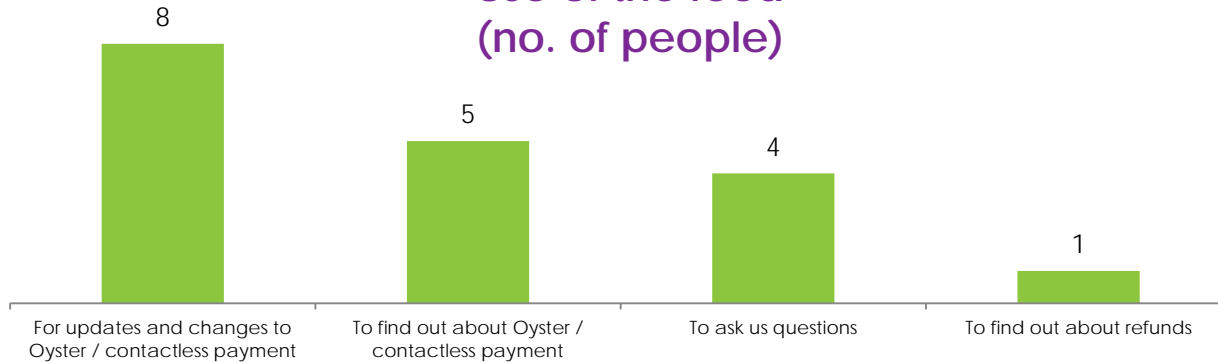
Satisfaction – 53 out of 100

6 people scored 7-10
2 people scored 5-6
3 people scored 0-4

Accuracy of information

2 people said 'All of the time'
7 people said 'Most of the time'
No one said 'Some of the time'
2 people said 'Never'

Use of the feed (no. of people)



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with...? (11)

Q5a. Do you find the information on this Twitter feed accurate? (11)

Q6. What do you use @... for (11)





Emirates Air Line Twitter feed

Satisfaction – 77 out of 100

6 people scored 7-10
1 person scored 5-6
2 people scored 0-4

Accuracy of information

2 people said 'All of the time'
5 people said 'Most of the time'
2 people said 'Some of the time'
No one said 'Never'

Use of the feed (no. of people)



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with...? (9)
Q5a. Do you find the information on this Twitter feed accurate? (9)
Q6. What do you use @... for (9)



Accessibility Twitter feed

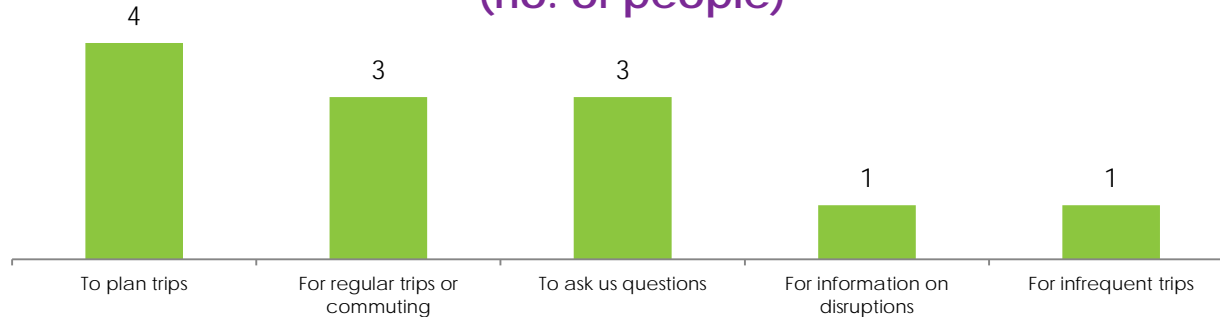
Satisfaction – 68 out of 100

4 people scored 7-10
1 person scored 5-6
1 person scored 0-4

Accuracy of information

2 people said 'All of the time'
3 people said 'Most of the time'
1 person said 'Some of the time'
No one said 'Never'

Use of the feed (no. of people)



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with...? (6)

Q5a. Do you find the information on this Twitter feed accurate? (6)

Q6. What do you use @... for (6)

River Twitter feed

Satisfaction – 78 out of 100

4 people scored 7-10
1 person scored 5-6
No one scored 0-4

Accuracy of information

4 people said 'All of the time'
No one said 'Most of the time'
1 person said 'Some of the time'
No one said 'Never'

Use of the feed (no. of people)



Q4. Using a scale of 0 to 10 where 0 is 'extremely dissatisfied' to 10 'extremely satisfied' how satisfied are you with...? (5)
Q5a. Do you find the information on this Twitter feed accurate? (5)
Q6. What do you use @... for (5)

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