

Twitter Customer
Satisfaction
TfL number: 12215
SPA Future Thinking
number: 1458
Version 4.0



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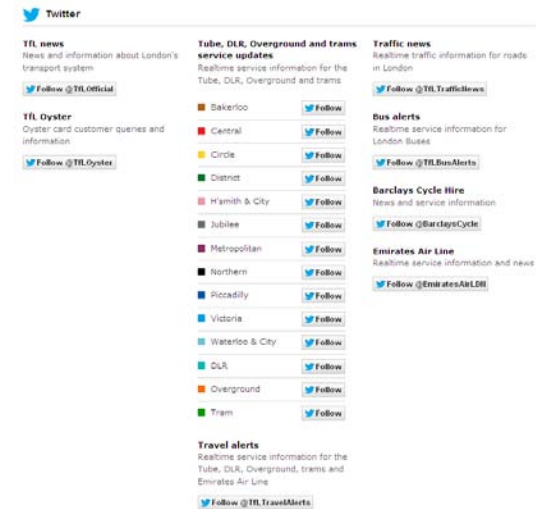
Objectives and method

TfL would like an overall view of their current presence on Twitter, in particular to assess customer satisfaction

- Through the research, TfL would like to understand:
- Satisfaction with the content of TfL Twitter feeds amongst users
 - Are the various Twitter feeds meeting the customer's needs
 - Impact on travel behaviour, how travellers are using the Twitter feeds
 - route planning, before setting out or way finding during trip or disruption?
 - impact of Twitter updates on pre-planned journeys, particularly when disruptions occur
 - Do users trust the feeds and are they thought to be accurate and reliable
 - What other real time travel information would users like to see on Twitter
 - Overall opinion of Twitter and its impact on perceptions of TfL

→ A link to the survey was tweeted out at 2 hour intervals throughout the day between 10 and 16 December 2012

- 898 people completed the survey
- The survey contained 16 questions and took, on average, 5 minutes
- Users completed the survey on a variety of devices (computer, tablet, mobile phones etc..), with this in mind the survey was set up to recognise the device so as to optimise the experience for respondents





Key findings - Overall

Usage of TfL Twitter feeds

- TfL Twitter feeds are checked fairly regularly, 81% of Twitter users check information on TfL Twitter feeds at least once a day
 - this is significantly higher amongst Traffic feed users (91%)
- Followers are most likely to check TfL Twitter feeds when they are checking Twitter generally (79%), however a majority (51%) also check the feeds before they begin their journey
- Regular trips or commuting (74%) tend to be the main reason for checking TfL Twitter feeds, followed by during disrupted journeys (40%)
 - The exception to this is the TfL Traffic feed which is more likely than total (12%) to be used for business purposes (48%)
- As a result of reading TfL Twitter feeds, four out of five (79%) followers have changed their travel plans at some point
 - Most likely prompting them to take an alternative route (61%)

Satisfaction, accuracy and reliability of the TfL Twitter feeds

- Amongst those surveyed there was a high level of overall satisfaction with the TfL Twitter feeds (78%, giving a score of 7-10, on a scale 0-10), with users of the Bus feed and TravelAlerts the most satisfied (both at 82%)
- 60% of users found the TfL Twitter feeds to be accurate and reliable most of the time with a further 29% feeling that the feeds are accurate and reliable all of the time

→ Key findings – Overall (cont.)

Impact of following feeds on opinions of TfL

- Overall, following a TfL Twitter feed has had a positive impact on perceptions of TfL with 72% giving a score of 7-10 (on a scale of 0-10). Just 3% gave a score between 0-3.
 - This is consistent across all modes with scores of 7-10 ranging between 77% for Bus and 65% for Traffic

- When asked how TfL could further improve the Twitter feed they follow, respondents said they would like to see the following:
 - @TfLTrafficNews – advance notice of planned road closures (80%) and daily updates on known traffic hotspots (64%)
 - @TfLBusAlerts – problems on other transport modes (65%) and next service information for buses and other modes (55%)
 - @TfL Rail – how busy platforms are (61%) and first / last departure times (57%)



Key findings – Rail

Usage of Rail Twitter feeds

- 80% of Rail Twitter followers check a TfL Rail feed at least once a day, with 60% checking more than once a day
- Followers are most likely to check a TfL Rail Twitter feed when they are checking Twitter generally (78%) and are the most likely to check before they begin their journey (53%)
- Rail Twitter followers are the most likely to use the feeds for regular trips or commuting (78%), followed by disrupted journeys (40%)
- As a result of reading a TfL Rail Twitter feed, four out of five (79%) followers have changed their travel plans at some point
 - Most likely prompting them to take an alternative route (62%)

Satisfaction, accuracy and reliability of the TfL Rail Twitter feeds

- Amongst those surveyed there was a high level of satisfaction with TfL Rail Twitter feeds (77%, giving a score of 7-10, on a scale of 0-10)
- 61% of users found the TfL Rail Twitter feeds to be accurate and reliable most of the time with a further 29% feeling that the feeds are accurate and reliable all of the time

Impact of following Rail feeds on opinions of TfL

- Overall, following a TfL Rail Twitter feed has had a positive impact on perceptions of TfL with 72% giving a score of 7-10 (on a scale of 0-10)
- When asked how TfL could improve the @TfL Rail feeds they said they would like to see – how busy platforms are (61%) and first / last departure times (57%)



Key findings – Bus

Usage of Bus Twitter feeds

- 83% of Bus Twitter followers check a TfL Bus feed at least once a day, with 68% checking more than once a day
- Followers are most likely to check a TfL Bus Twitter feed when they are checking Twitter generally (84%) and are significantly more likely than total to check it during a journey once there is a problem (58%) when a journey is disrupted (50%) or during a journey generally (29%)
- Bus Twitter followers are most likely to use the feeds for regular trips or commuting (73%) followed by disrupted journeys (54%)
- As a result of reading a TfL Bus Twitter feed, 70% of followers have changed their travel plans at some point
 - Most likely prompting them to use an alternative route (49%) or different mode of transport (44%)

Satisfaction, accuracy and reliability of the TfL Bus Twitter feeds

- Amongst those surveyed there was a high level of satisfaction with TfL Bus Twitter feeds (82% giving a score of 7-10, on a scale of 0-10)
- 55% of users found the TfL Bus Twitter feeds to be accurate and reliable most of the time with a further 35% feeling that the feeds are accurate and reliable all of the time

Impact of following Bus feeds on opinions of TfL

- Overall, following a TfL Bus Twitter feed has had a positive impact on perceptions of TfL with 77% giving a score of 7-10 (on a scale of 0-10)
- When asked how TfL could improve the @TfLBusAlerts they said they would like to see – problems on other transport modes (65%) and next service information for buses and other modes (55%)



Key findings – Traffic

Usage of Traffic Twitter feed

- 91% of Traffic Twitter followers check the TfL Traffic feed at least once a day, with 85% checking more than once a day
- Followers are most likely to check the TfL Traffic Twitter feed when they are checking Twitter generally (79%) and before they begin their journey (51%)
- Traffic Twitter followers are most likely to use the feed for business use (48%), followed by regular trips or commuting (40%)
- As a result of reading the TfL Traffic Twitter feed, 85% of followers have changed their travel plans at some point
 - Most likely prompting them to use an alternative route (69%)

Satisfaction, accuracy and reliability of the TfL Traffic Twitter feed

- Amongst those surveyed there was a high level of satisfaction with the TfL Traffic Twitter feed (75% giving a score of 7-10, on a scale of 0-10)
- 64% of users found the TfL Traffic Twitter feed to be accurate and reliable most of the time with a further 26% feeling that the feed is accurate and reliable all of the time

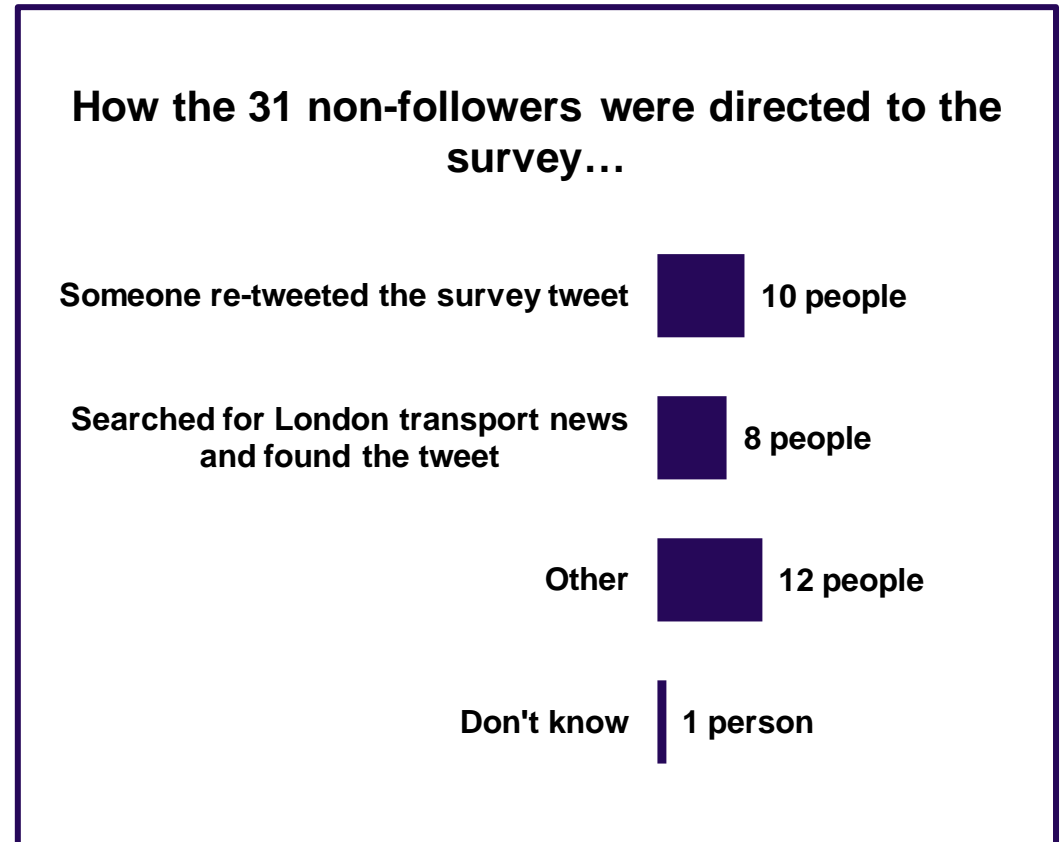
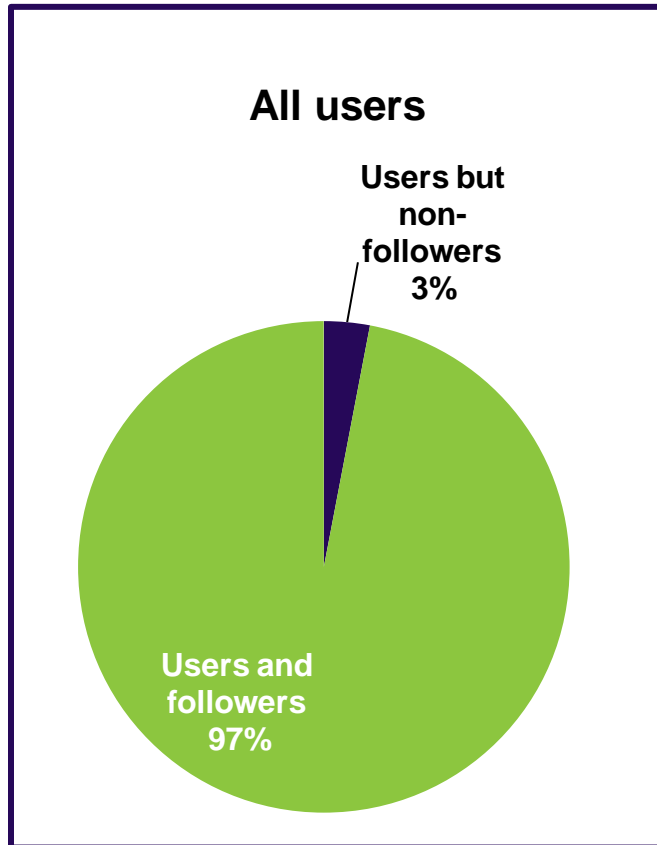
Impact of following Traffic feed on opinions of TfL

- Overall, following TfL Traffic Twitter feed has had a positive impact on perceptions of TfL with 65% giving a score of 7-10 (on a scale of 0-10)
- When asked how TfL could improve the @TfLTrafficNews they said they would like to see – advance notice of planned road closures (80%) and daily updates on known traffic hotspots (64%)



Followers and non-followers

97% of total respondents are users and followers of a TfL Twitter feed, only 3% don't follow any TfL Twitter feed



Q2. Do you follow @...

Base: All completers (898)

Q3. How did you get to this survey

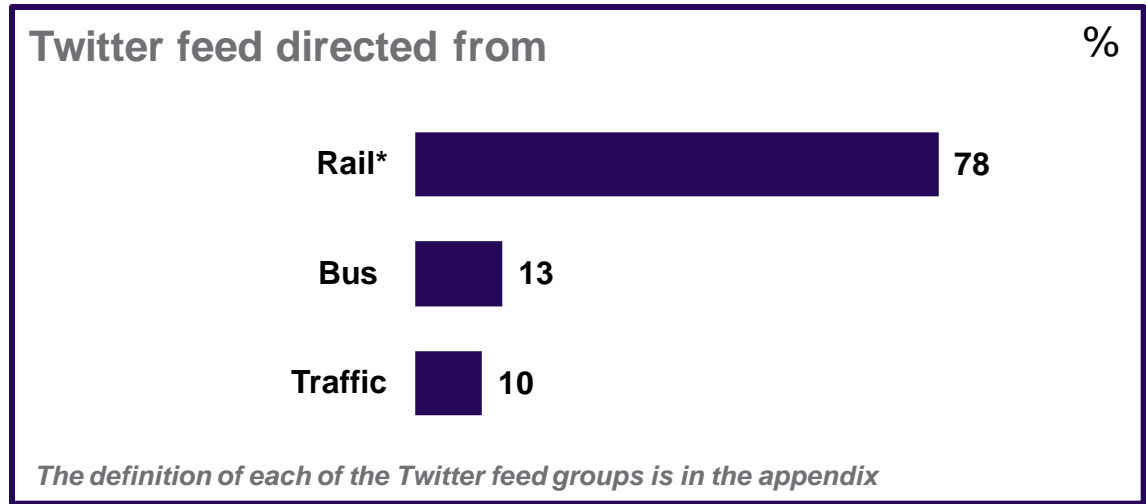
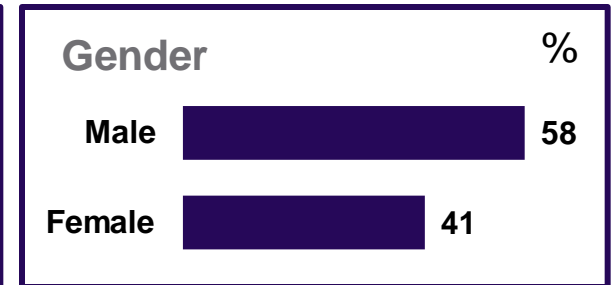
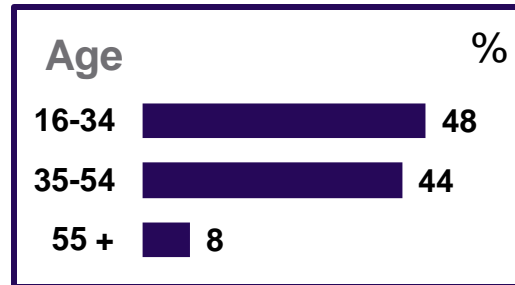
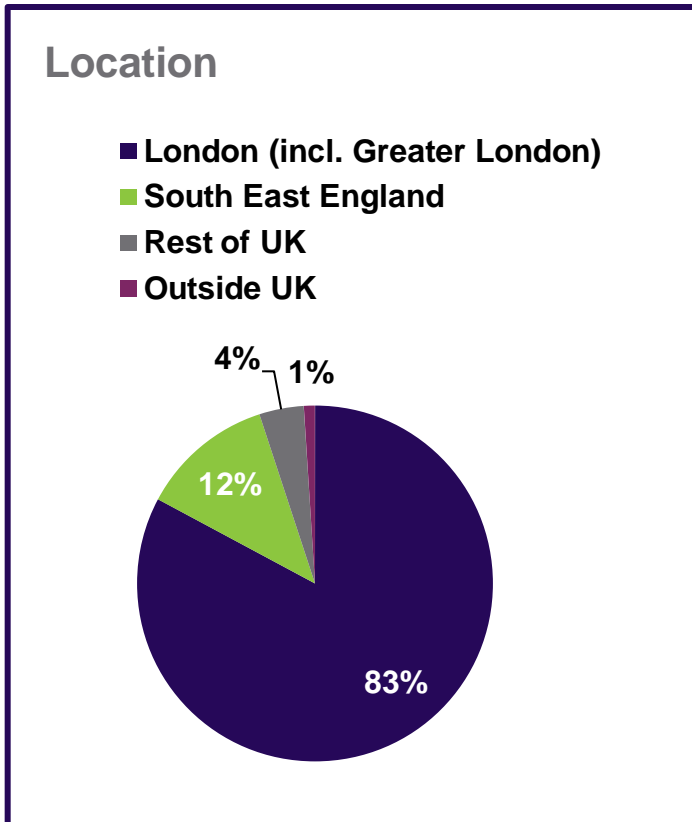
Base: Non-followers (31*) caution low base



User profile - Overall

The majority of those completing the survey live in London (83%), are male (58%) and are aged under 55 (92%).

The majority of respondents were directed to the survey via the rail link (78%)



*Rail includes Tube, Overground, DLR, Tram



User profile – Twitter users by mode

Those who follow Traffic Twitter feeds are more likely to be male (80%), aged 35-54 (62%) and living in South East England (24%)

Almost all Bus feed users live in London (96%)

		Total (898)	Rail* (698)	Bus (113)	Traffic (87)
Gender	Male	58%	55%	62%	80%
	Female	42%	45%	38%	20%
Age	16-34	48%	51%	46%	20%
	35-54	44%	43%	41%	62%
	55+	8%	6%	13%	18%
Location	London (including greater London)	83%	82%	95%	69%
	South East England	12%	12%	4%	24%
	Rest of UK	4%	5%	1%	6%
	Outside UK	1%	1%	0%	1%

*Rail includes Tube, Overground, DLR, Tram

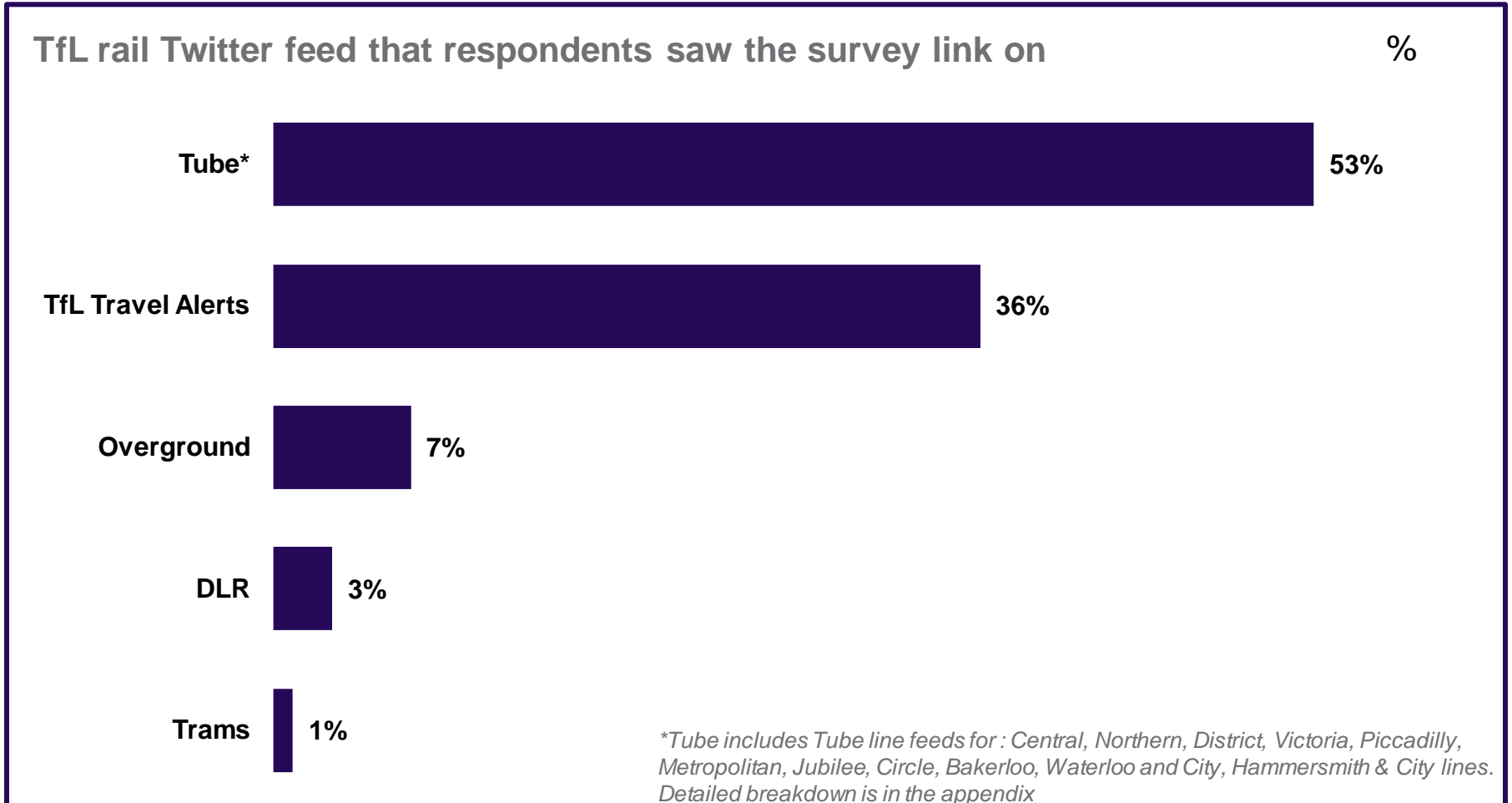
Q14. Where do you live? / Q1. How old are you / Q15. Are you...?
Base: All (898), Rail (698), Bus (113), Traffic (87)

Significant differences to the total sample at the 95% confidence level are marked with a coloured box



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

Amongst those who accessed the survey via the Rail Twitter feeds, 53% saw the survey link on a Tube Twitter feed



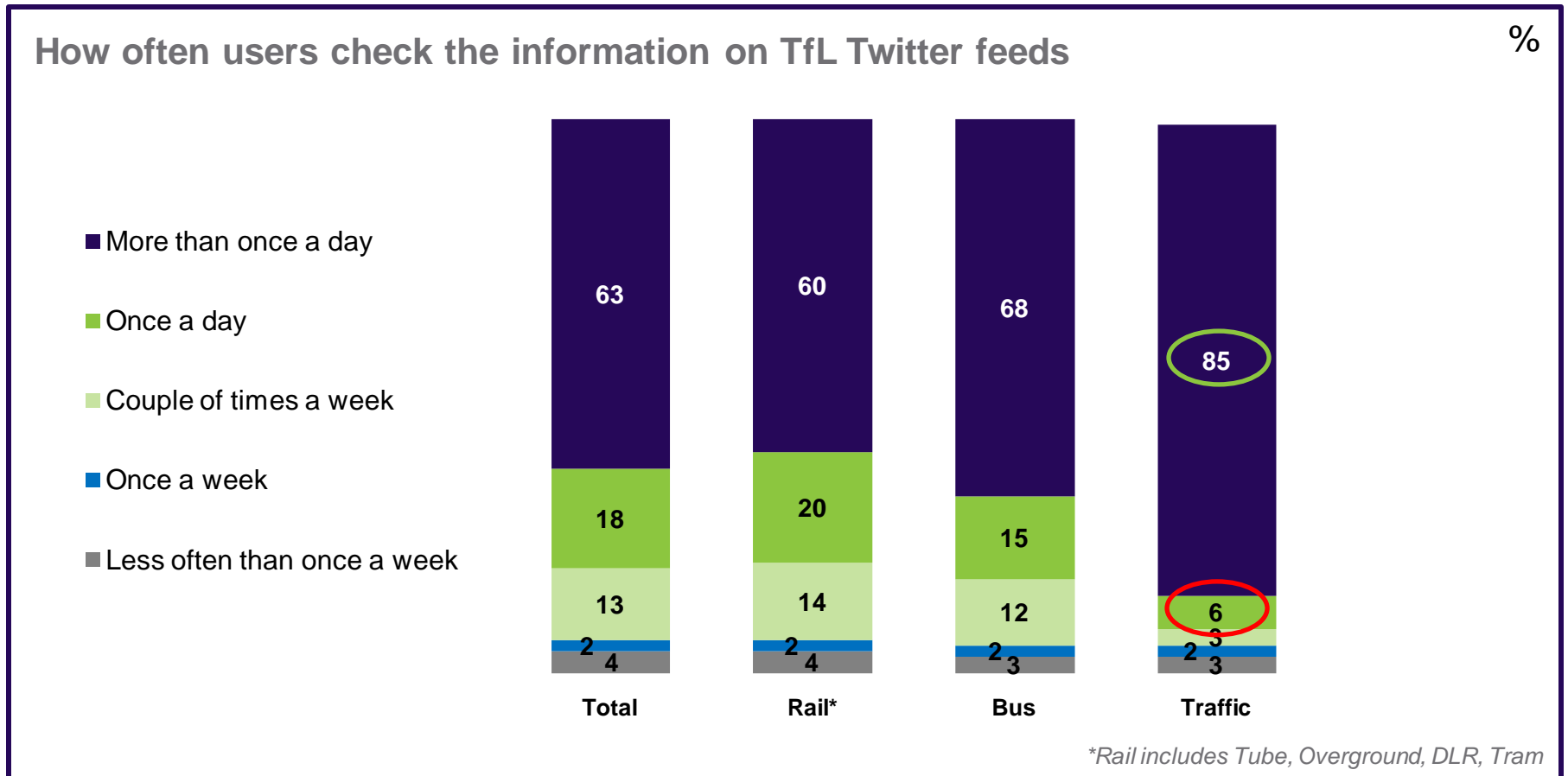
Q1a. Which Twitter feed were you reading when you saw the invitation for this survey and clicked on it?

Base: All Rail (698)



Frequency of checking information on TfL Twitter feeds

Most followers (81%) tend to check the feed at least once a day, with a Traffic feed users doing so most regularly (91%)



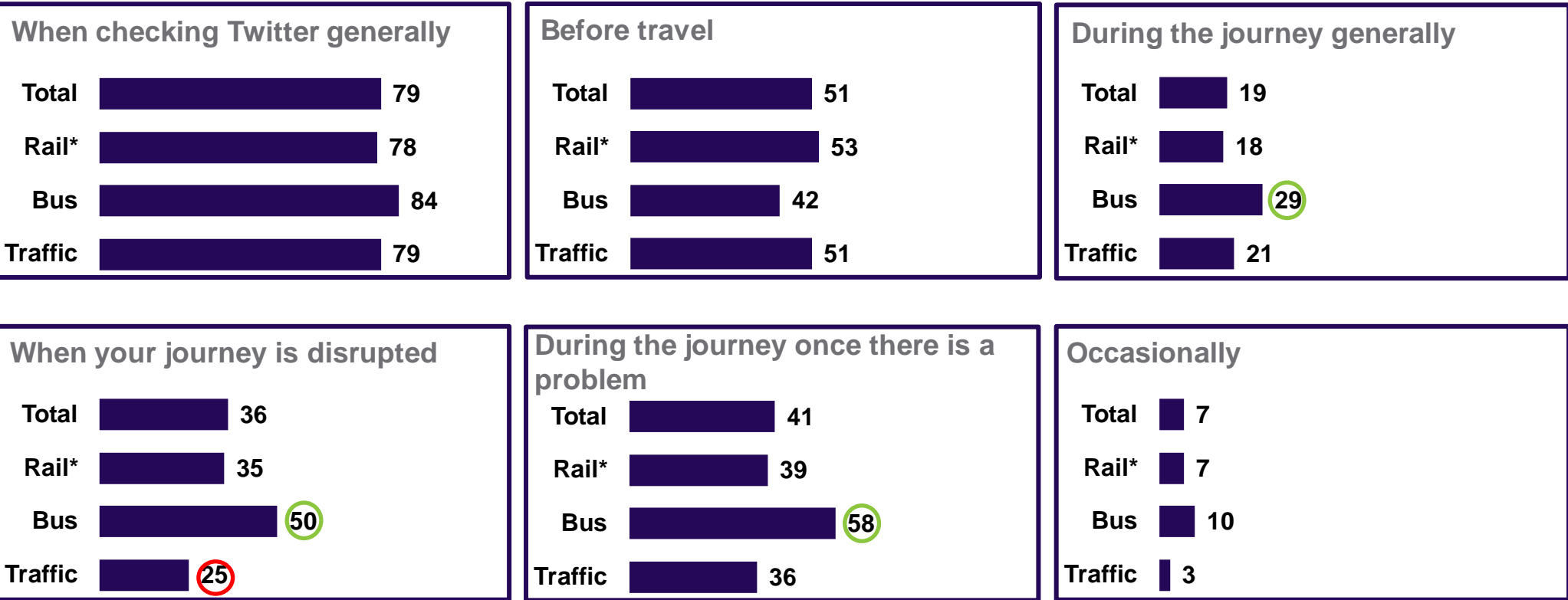
Q9. How often do you check information from @....?
Base: All (898), Rail (698), Bus (113), Traffic (87)

Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower

→ When users check Twitter feeds

Followers are most likely to check TfL Twitter feeds when they are checking Twitter generally (79%) with 51% checking before travelling

Bus Twitter feed users are also more likely than the total sample to check the Bus Twitter feed during the journey once there is a problem (58%), when their journey is disrupted (50%) and during the journey generally (29%)



*Rail includes Tube, Overground, DLR, Tram

Q8. Do you tend to check information from @..?
Base: All (898), Rail (698), Bus (113), Traffic (87)

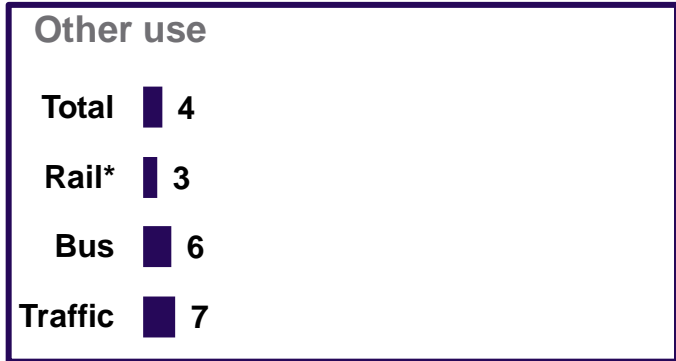
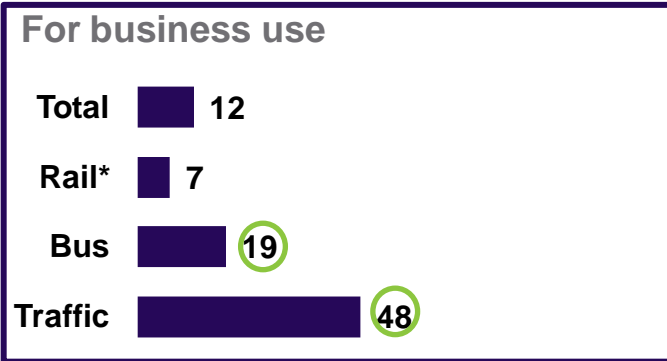
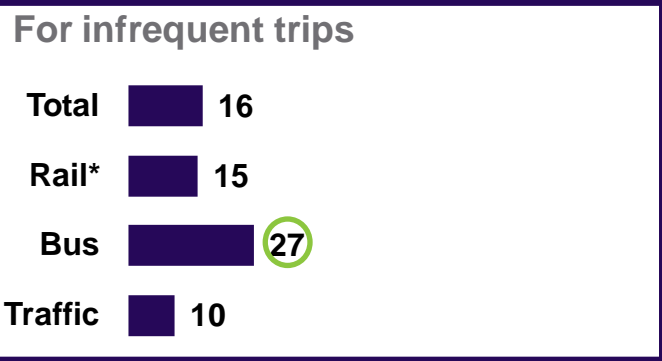
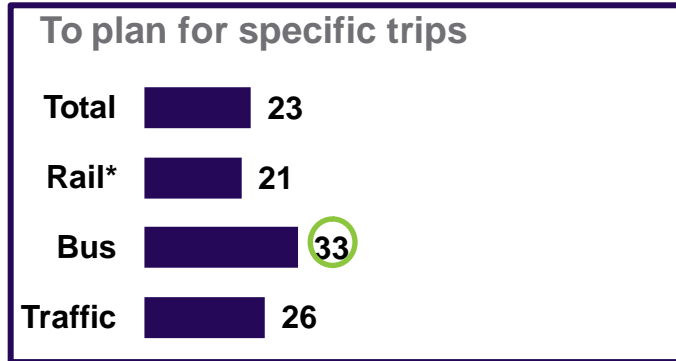
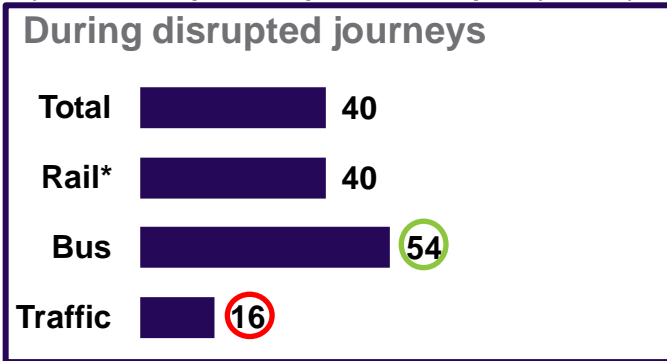
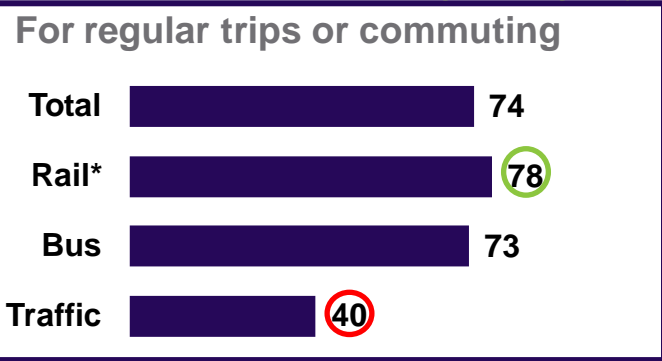
Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower



Reasons for checking TfL Twitter feeds

Regular trips or commuting (74%) tend to be the main reason for checking TfL Twitter feeds, with the exception of the TfL Traffic feed which is more likely to be used for business purposes (48%)

The Bus Twitter feed is more likely than total to be used for disrupted (54%), infrequent (27%) or business journeys (19%) and to plan specific trips (33%)

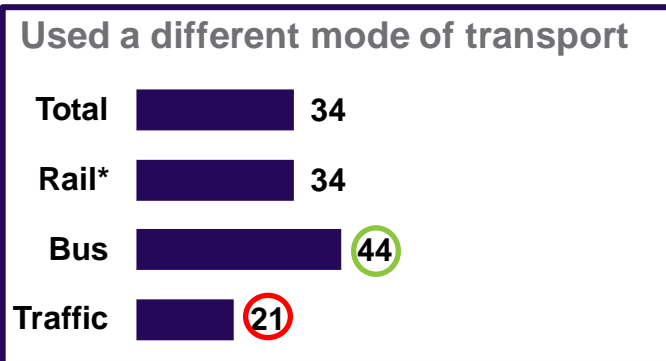
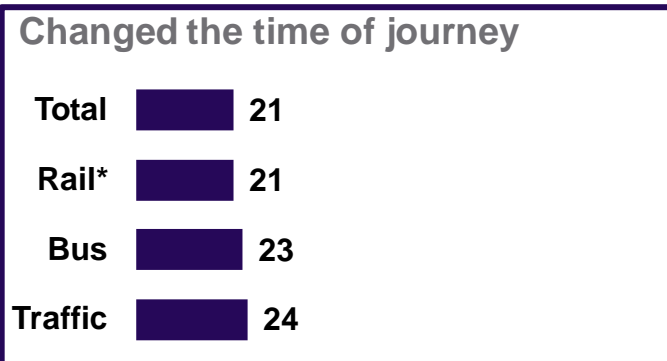
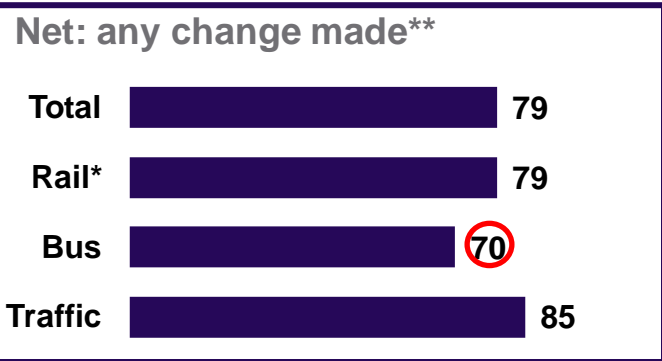


*Rail includes Tube, Overground, DLR, Tram

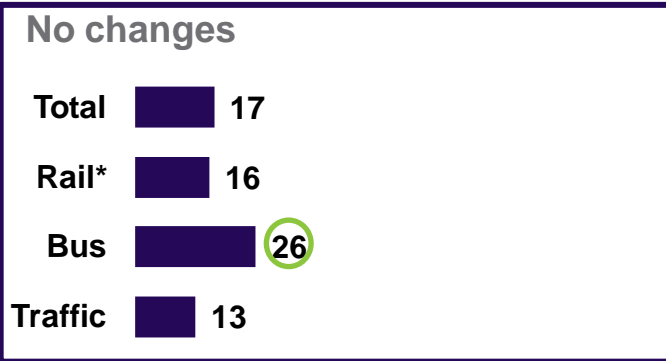
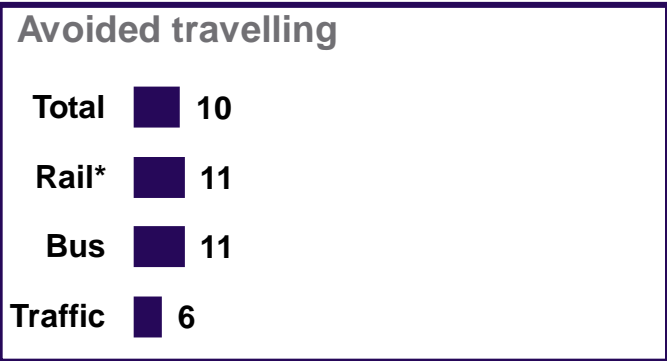
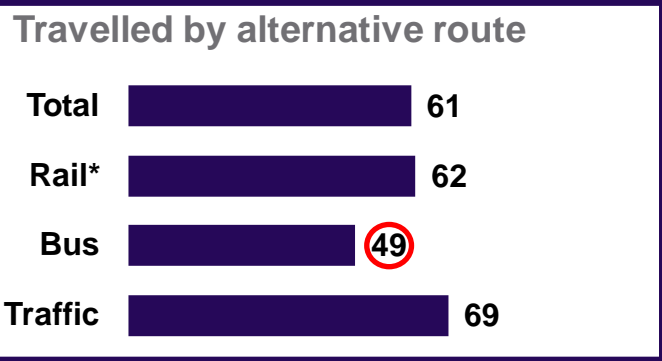
➔ Impact of Twitter on travel plans

79% of followers have changed their travel plans after looking at a TfL Twitter feed

Bus Twitter users are the least likely to have ever made a change (70%)



**includes anybody who made any change to their travel plans after looking @...



*Rail includes Tube, Overground, DLR, Tram

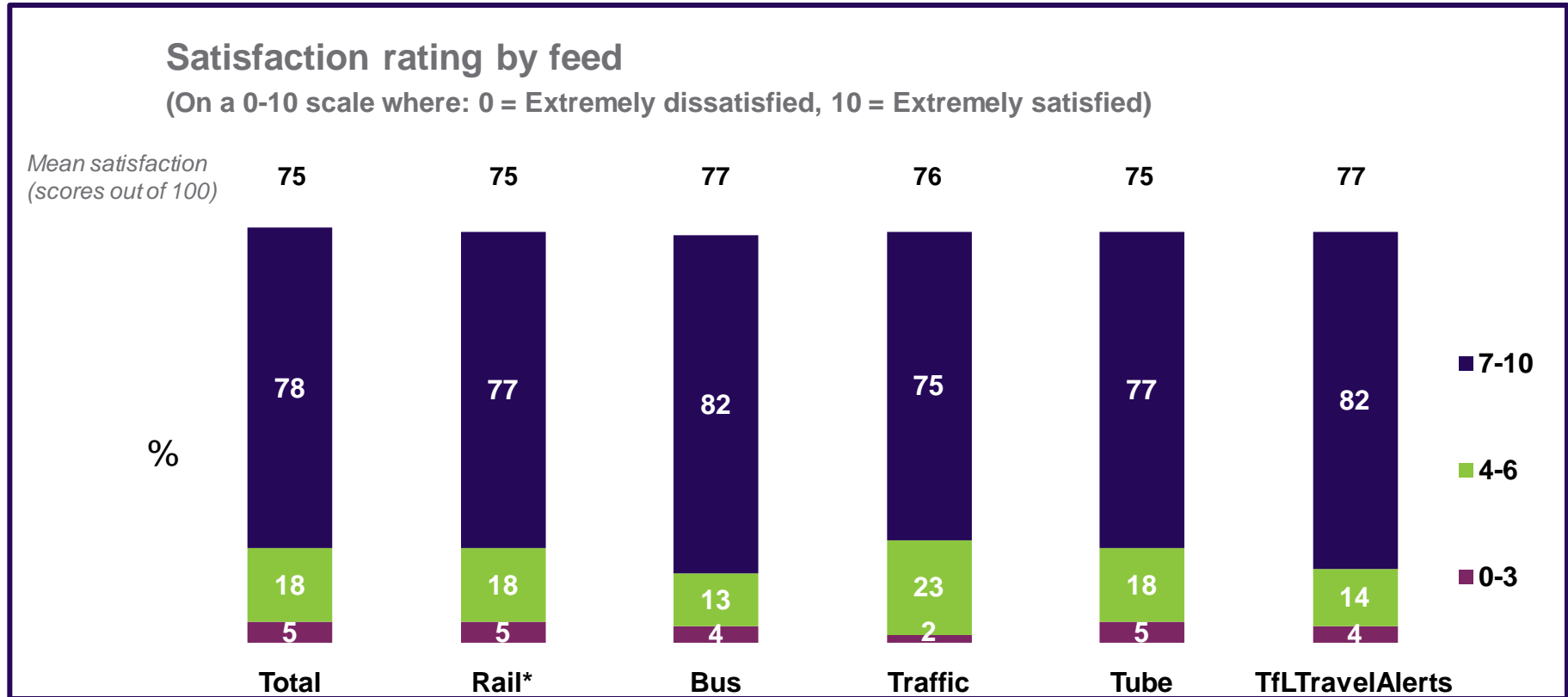
Q10. Have you ever changed your travel plans after looking at @...?
 Base: All (898), Rail (698), Bus (113), Traffic (87)

Significant differences to the total sample at the 95% confidence level are marked with a coloured circle – green for higher and red for lower



Satisfaction with TfL information provided via Twitter

78% of Londoners surveyed are satisfied with the information on the TfL Twitter feeds, with Bus and TfLTravelAlerts followers the most satisfied (both at 82%)



No significant differences to the total sample at the 95% confidence level

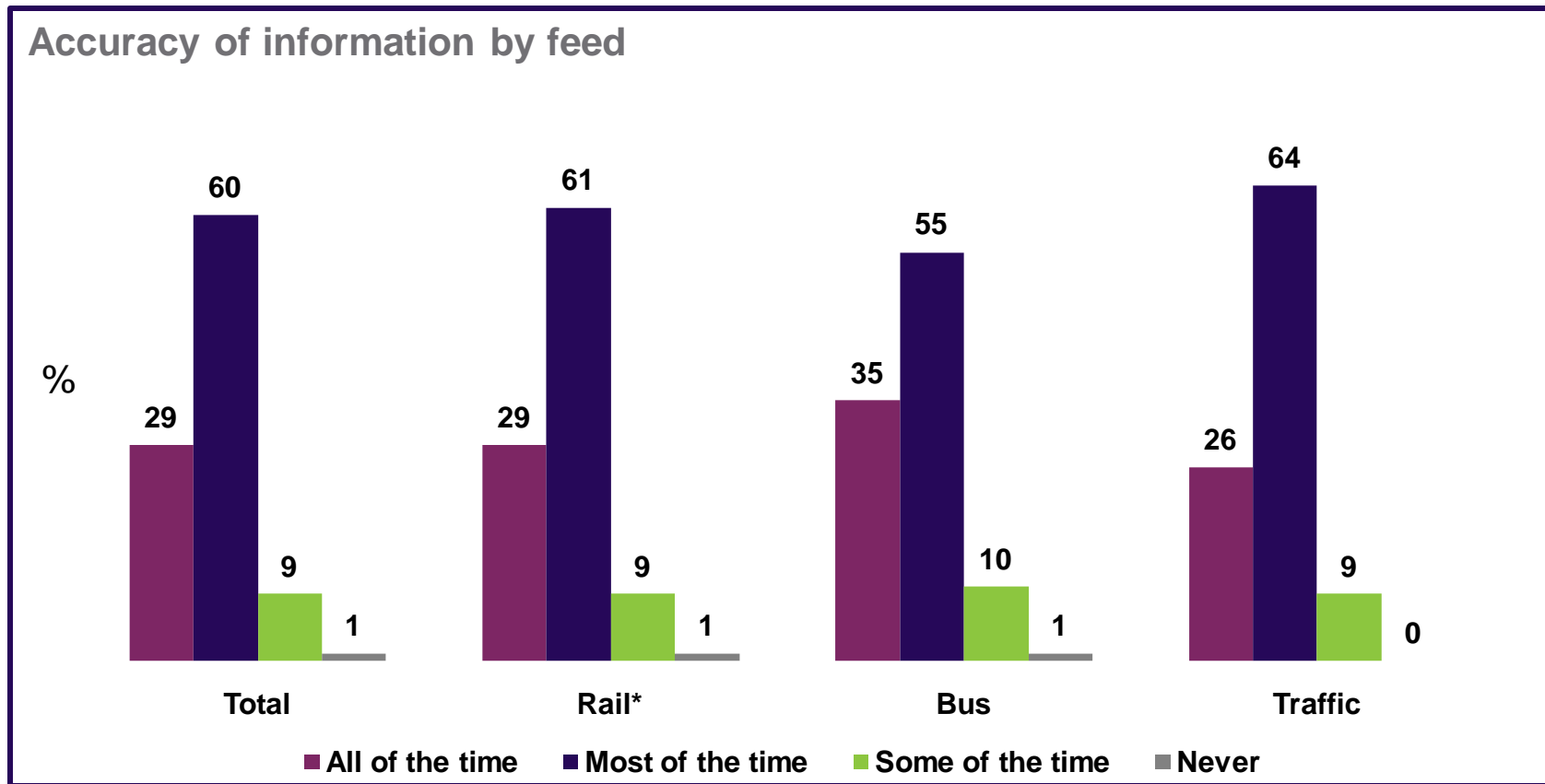
*Rail includes Tube, Overground, DLR, Tram

Q4. How satisfied are you overall with the information on @...on a scale of 0-10?
Base: All (898), Rail (698), Bus (113), Traffic (87), Tube (373), TfLTravelAlerts (252)



Accuracy & reliability of information on each feed

A third (29%) find the information on TfL Twitter feeds to be accurate and reliable 'all of the time' and 60% find them to be accurate 'most of the time'



Q5. Do you find the information on @... to be accurate and reliable?
Base: All (898), Rail (698), Bus (113), Traffic (87)

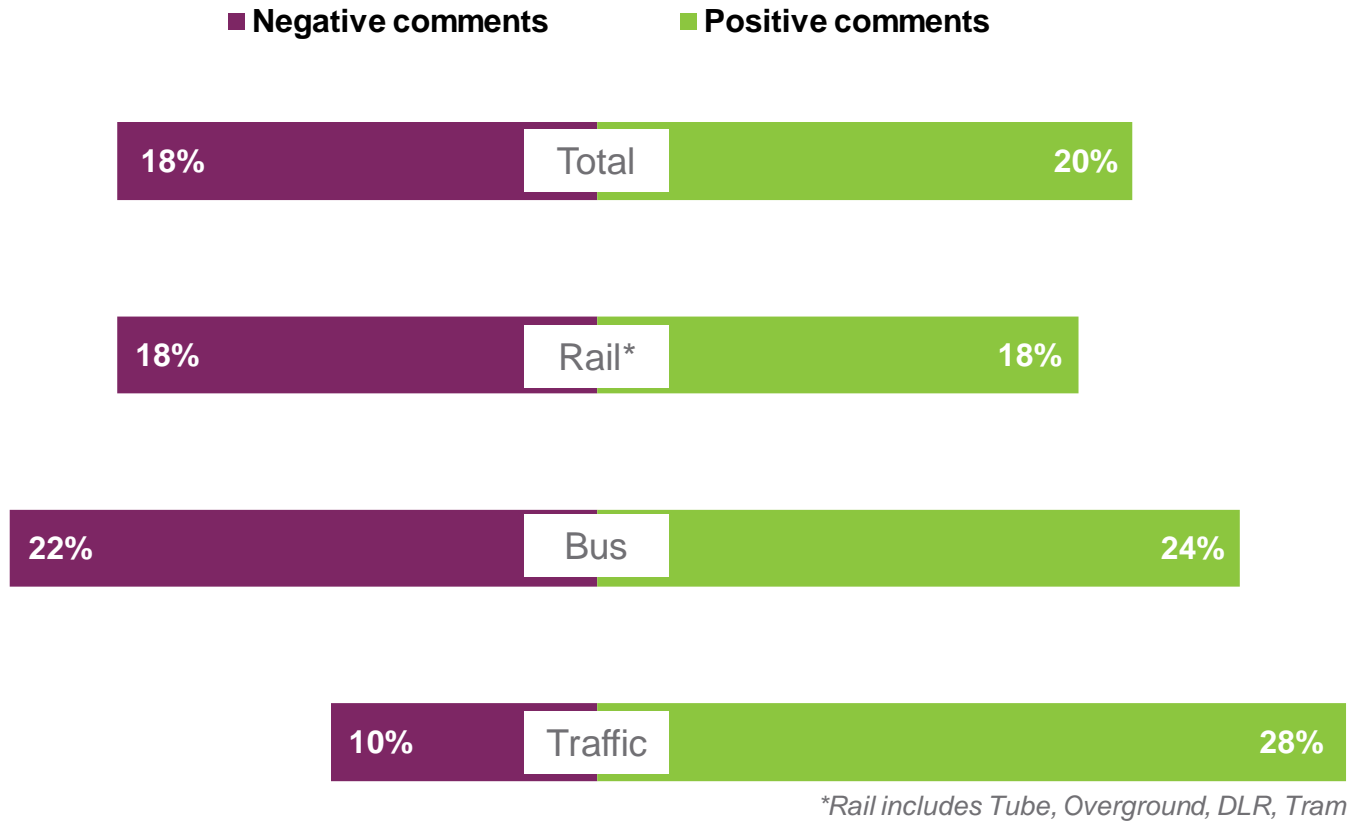
No significant differences to the total sample at the 95% confidence level



Users thoughts on TfL Twitter feeds

When prompted, 20% made a positive observation and 18% a negative observation, while the majority had nothing further to add

Those who use the traffic feed were more likely to give positive (28%) than negative (10%) feedback



Q13. Do you have any other feedback for TfL about this Twitter feed?
Base: All (898), Rail (698), Bus (113), Traffic (87), Tube (373)

No significant differences to the total sample at the 95% confidence level

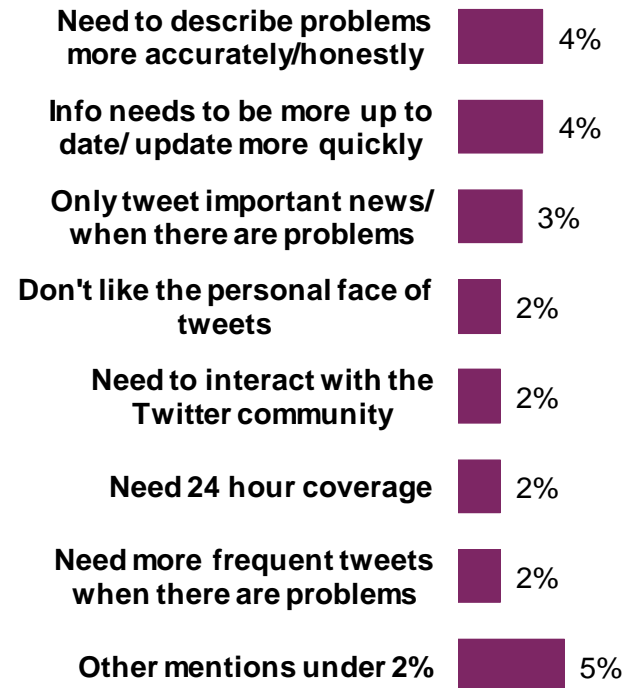


What users said about TfL Twitter feeds

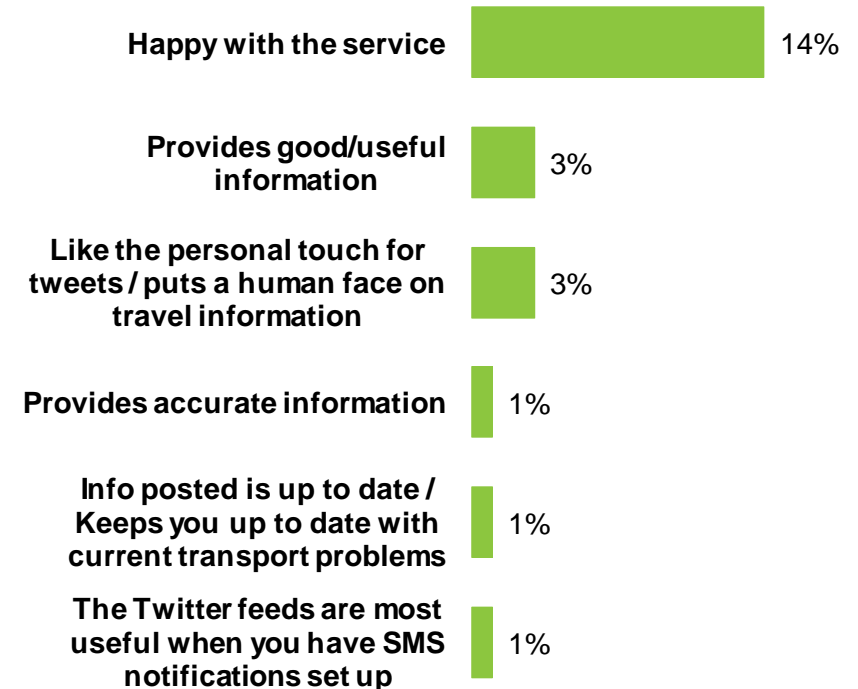
14% are happy with Twitter service provided by TfL, but majority (60%) had nothing more to add about the Twitter feeds

Twitter users were divided as to whether the personalisation of the TfL Twitter feeds was a good (3%) or bad (2%) feature

Negative comments (net: 18%)



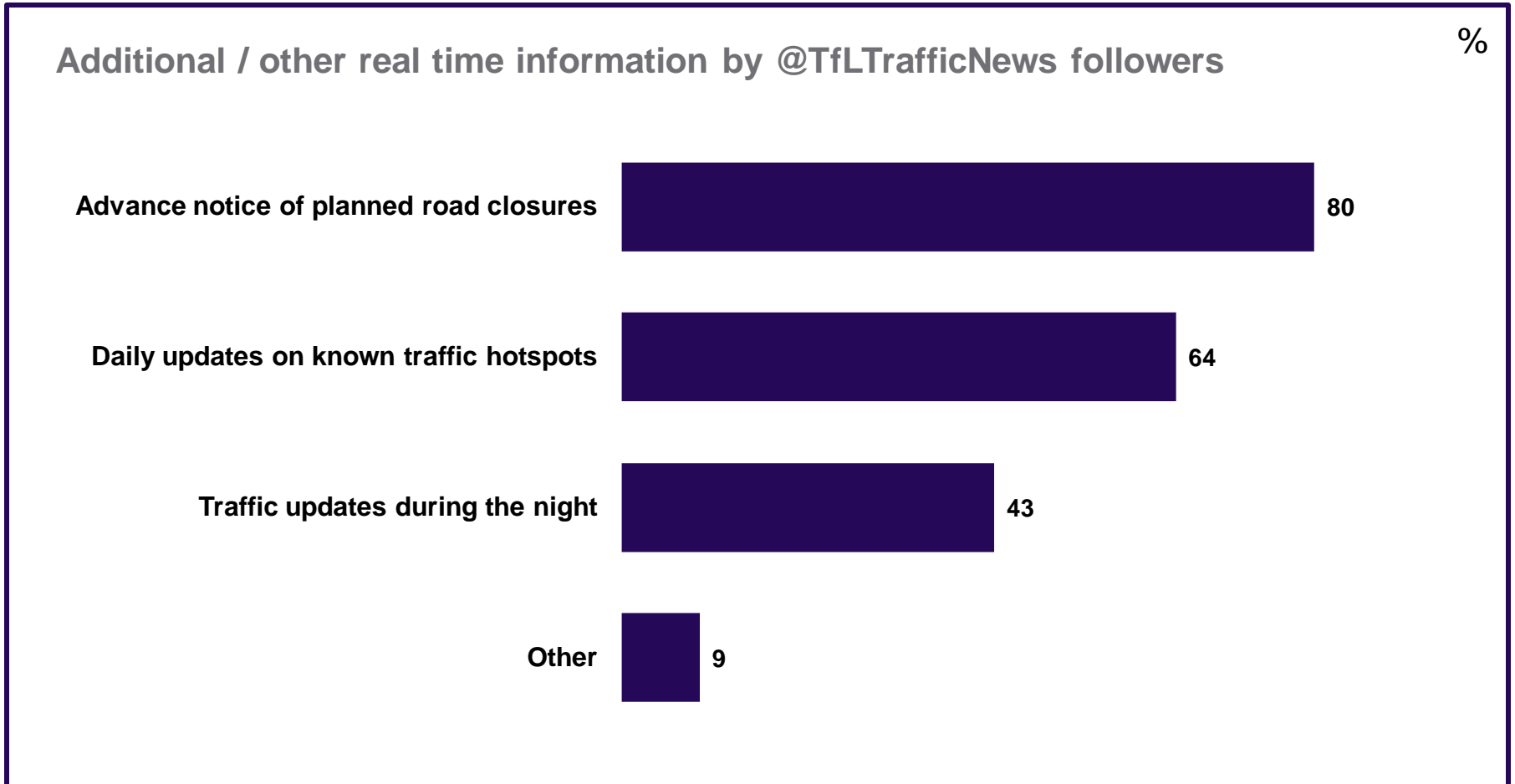
Positive comments (net: 20%)





What users would like to see more of on @TfLTrafficNews

Londoners who follow @TfLTrafficNews would like to see more advance warnings about planned road closures (80%) or daily updates on known traffic hotspots (64%)



Q11. What other real time information would you like to see on TfL Twitter feeds?

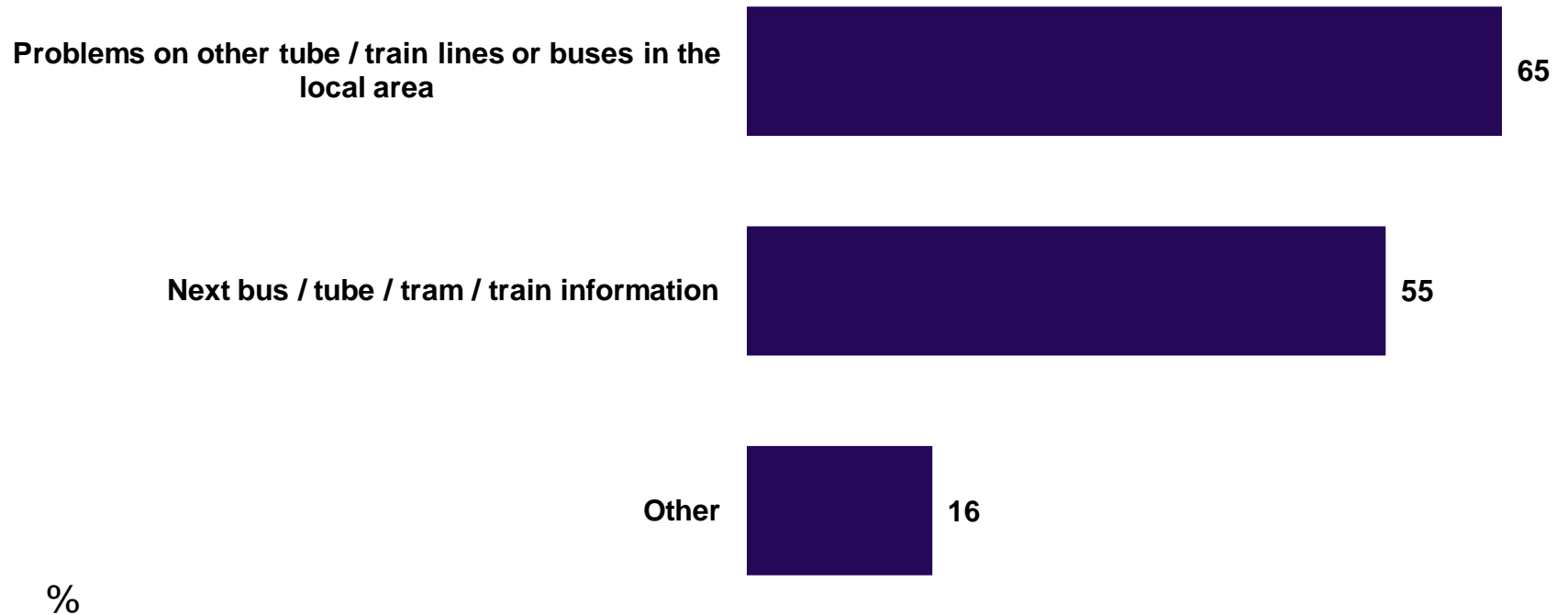
Base: All who follow @TfLTrafficNews (87)



What users would like to see more of on @TfLBusAlerts

Londoners who follow @TfLBusAlerts would like to know more about problems on transport modes (Tube, train or bus) in the local area (65%) or next service information for buses and other modes (55%)

Additional / other real time information by @TfLBusAlerts followers



Q11. What other real time information would you like to see on TfL Twitter feeds?

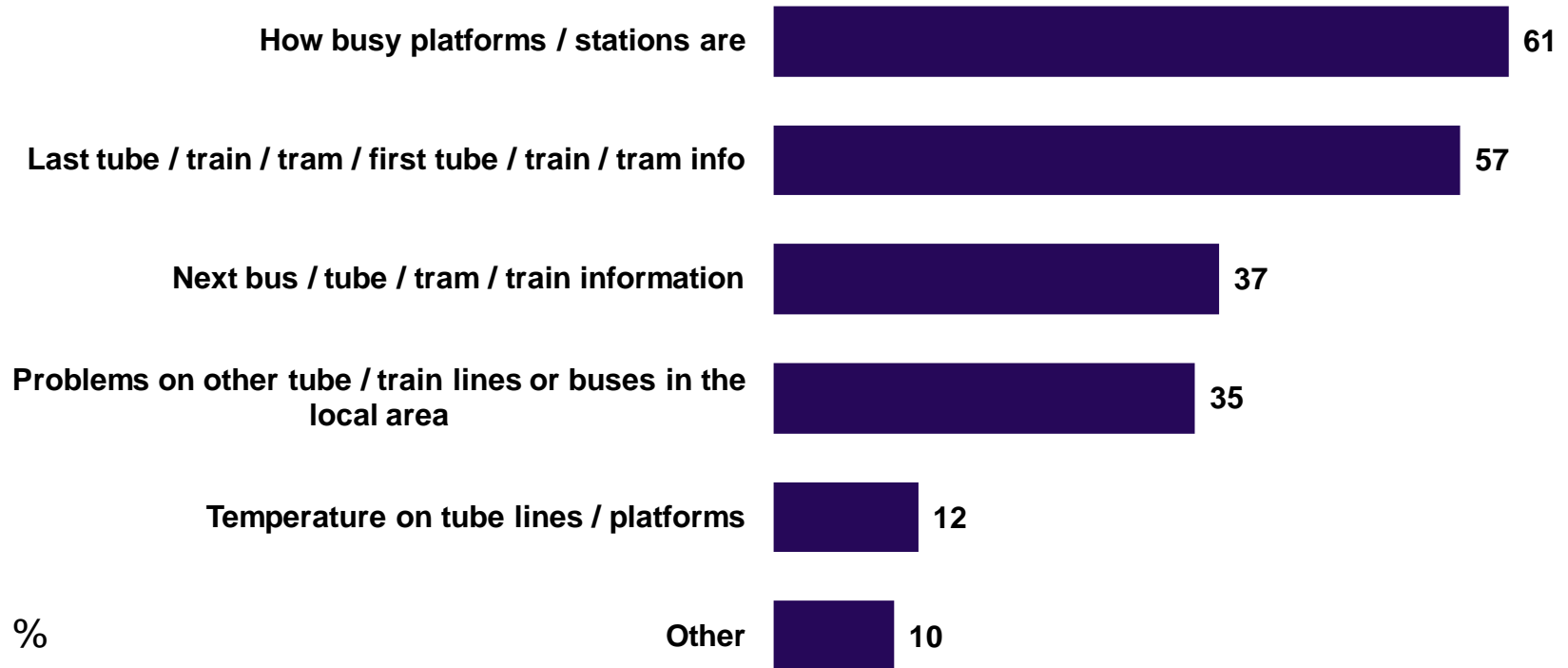
Base: All who follow @TfLBusAlerts (113)



What users would like to see more on @TfL Rail feeds

Londoners who follow TfL Rail feeds would like to know how busy platforms / stations are (61%) followed by last / first departure times (57%)

Additional / other real time information by @ TfL Rail feed followers



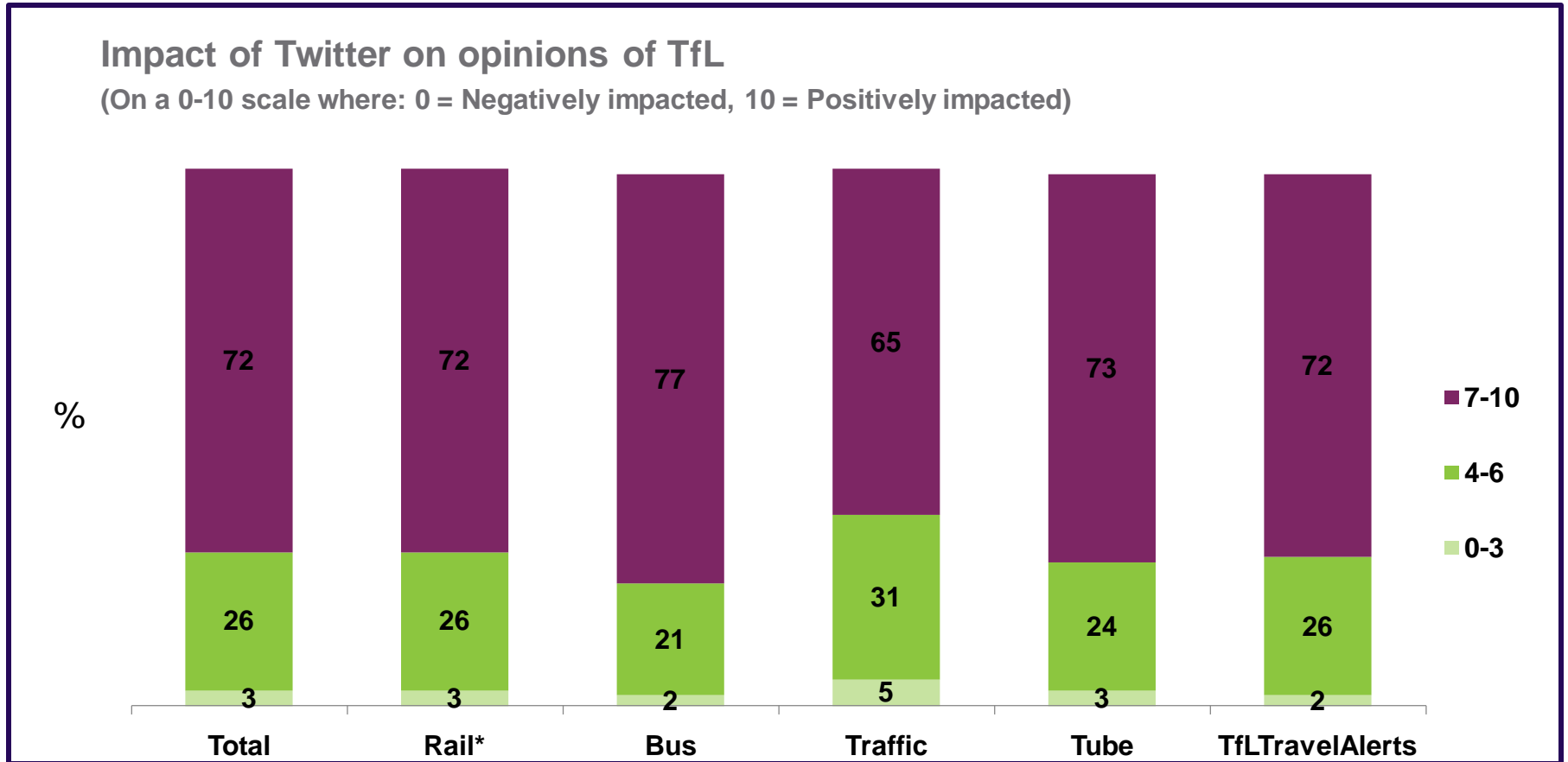
Q11. What other real time information would you like to see on TfL Twitter feeds?

Base: All who follow @ any TfL Rail (438)



Impact of Twitter on perceptions of TfL

Following the various TfL Twitter feeds has had a positive impact on opinions of TfL among 72% of followers. Just 3% gave a score of 0-3



*Rail includes Tube, Overground, DLR, Tram

Q12. What effect has following @... had on your opinion of TfL?

Base All who follow feeds (867), all who follow any Rail feed (669), all who follow @TfLBusAlerts (113), all who follow @TfLTrafficNews (85), all who follow any Tube feed (359), @TfLTravelAlerts (240)

No significant differences to the total sample at the 95% confidence level



Appendix



Definitions of Twitter feed user groups

Three separate links to the same questionnaire were tweeted to users – rail, bus and traffic, here is how they are defined:

Rail (survey 1)

- The rail survey link was tweeted out on the @TfLTravelAlerts Twitter feed and on the following:
- @bakerlooline
 - @centralline
 - @circleline
 - @districtline
 - @hamandcityline
 - @jubileeline
 - @londondlr
 - @ldnoverground
 - @metline
 - @northernline
 - @piccadillyline
 - @tramlondon
 - @victorialine
 - @wlooandcityline

Bus (survey 2)

- The bus survey was tweeted out solely on the @TfLBusAlerts Twitter feed

Traffic (survey 3)

- The traffic survey link was tweeted out solely on the @TfLTrafficNews Twitter feed

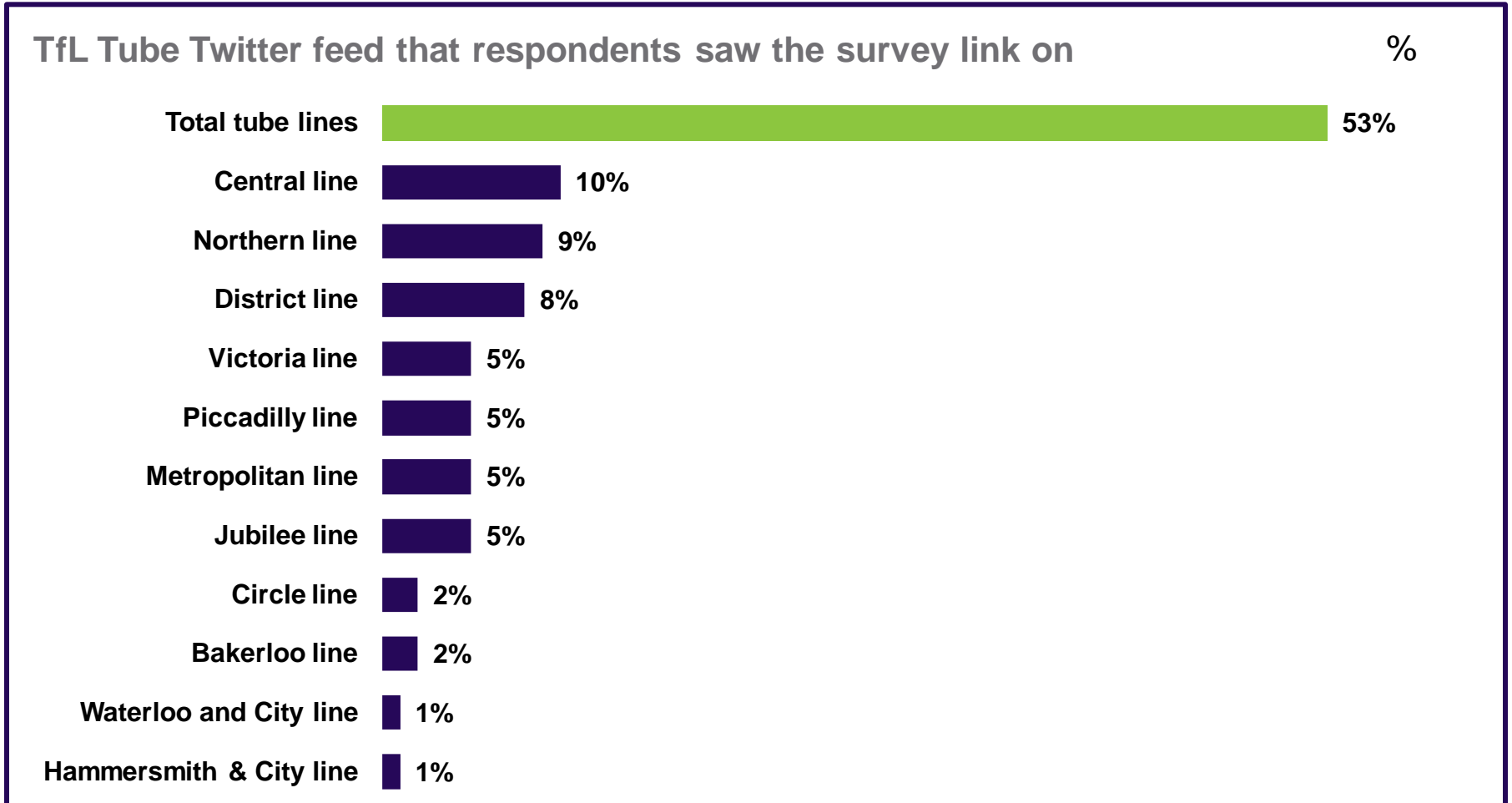
Tube

- This is a subset of 'rail' and consists of all of the TfL Tube line Twitter feeds and not the DLR, Overground or tram ones



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

Amongst those who accessed the survey through the Rail Twitter feeds, 53% saw the survey link on a Tube Twitter feed



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

Base: All Rail (698)