



London Overground Customer Satisfaction Survey Quarter 4 2010 – 2011

Introduction

TfL conducts continuous customer satisfaction surveys on the London Overground. The objective of these surveys is to monitor customer perceptions of the service offered on London Overground across all aspects of the journey experience.

Research methodology

The fieldwork for the latest survey was conducted by TNS-RI between 9th January 2011 and 28th March 2011. Interviews were carried out with customers whilst they travelled on Overground services across all routes and times of day.

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 adjusted to provide a score out of 100 (74).

The Results

Key points arising from the results of the latest survey were as follows:

- Performance has reached a record high, with a score for overall satisfaction of 83 at the network level;
- The improved score is driven largely by a period of good operational performance, particularly on the Richmond – Stratford and Willesden – Clapham routes;
- The scores for satisfaction with service frequency improved to a record level of 69 on the Gospel Oak – Barking route, following the introduction of enhanced service levels during off peak periods in January 2011;
- Overall satisfaction on the Highbury – Croydon route has improved to 87 following the opening of the extension from Dalston to Highbury in February 2011;
- The Phase 3 station works are having a positive effect, with the Richmond – Stratford route seeing an increase in scores covering station condition and the provision of information on train times and routes.