

RESEARCH SUMMARY

Title	Attitudes to new Overground trains
Objective	Customer awareness, expectations and reactions to the new trains on the London Overground network
Date	April 2009
Methodology	147 on-platform interviews with customers at six London Overground stations

Key findings

- Over half of customers were aware that a new fleet of trains would shortly be rolled out on the London Overground network. Two fifths regarded the introduction of new trains as important.
- Almost all customers regarded each of the specified benefits of the new trains as important. Being safer for pensioners / disabled passengers, being safer for all customers, reduction of overcrowding and carrying more people were considered to be very important by more than four fifths.
- Seven out of ten said that the new trains would make them likely to travel more by London Overground. Similar proportions said the introduction of new trains would make them likely to travel to other / new parts of London using London Overground.
- After hearing a description of the new security features, eight out of ten felt the new trains would be likely to help reduce the incidence of crime. Almost nine out of ten said that the new trains would be likely to give them an increased feeling of safety.
- Almost three quarters of customers were aware of the cleaner stations on London Overground. Around three fifths were aware of the introduction of new signs. Over half regarded the new signs and cleaner stations as important, which is more than thought the new trains important.
- Half of customers were aware of the opening of new Overground stations to enable travel to and from Dalston and West Croydon by the Spring of the following year.

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