

RESEARCH SUMMARY

Title **Customer knowledge about Oyster on rail services**

Objective Customer knowledge about using Oyster on national rail services in London and perceptions of the roll-out of Oyster across the network

Date May 2009

Methodology 1,005 telephone interviews with London residents, of which 673 were users of rail services in London

Key findings

- The majority of London-based users of overland rail services in London are already familiar with Oyster.
- Two thirds use Oyster on public transport, and one third use it to travel on overland rail services in London. Six out of ten use Oyster PAYG, which should ease the transition when this becomes accepted across all rail services in London.
- Overall, users of overland rail services in London also have a good understanding of Oyster and how it works. However, there are still a minority who are not aware of some of the basic elements of the proposition. In addition, all rail users will need education on the new aspects that are specific to the forthcoming PAYG roll out (e.g. Oyster Extension Permits).
- There is some confusion over whether Oyster PAYG can currently be used for rail travel in London (four out of ten think it cannot), and additionally which services this applies to.
- When Oyster PAYG is accepted for travel on all overland rail services in London there is likely to be a significant increase in Oyster PAYG usage (though a large proportion of this will come from existing users rather than new ones).
- Most mention convenience as the reason for planning to use Oyster PAYG on rail services after the change, with a quarter expecting that fares will be cheaper. The biggest reasons for not intending to use Oyster PAYG on rail services are having an existing Travelcard /season ticket.

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