

# RESEARCH SUMMARY

<b>Title</b>	<b>Transport Journalists reputation survey 2011</b>		
<b>Objective</b>	To establish the nature of the reputation of TfL and LU and perceptions of the TfL Press Office		
<b>Date</b>	September 2011	<b>Agency:</b>	Ipsos MORI
<b>Methodology</b>	Interviews with around 70 journalists from London based, regional and national media		

## Abstract

**Transport Journalists' views of TfL, LU and LB are more positive compared to the 2010 survey. Net advocacy has increased for TfL, LU and LB although around half of journalists remain neutral about each organisation. Journalists' perceptions of TfL's performance on its Business Plan objectives have generally improved over 2010, being either back to or above the 2009 level.**

**The improved ratings for TfL's Press Office recorded in 2010 have been maintained and more than two fifths of journalists rate TfL's press relations as fairly or very good. Overall, TfL's press relations are rated in the top third of the 48 organisations covered in the survey.**

**The key journalists (those who the TfL Press Office regards as our prime audience) are generally more positive than other transport journalists about the reputation of TfL, LU and LB, as well as rating the Press Office more highly.**

## Key findings

- Transport Journalists' views of TfL, LU and LB are more positive compared to the 2010 survey (which had taken place around the time of the high profile take-over of Tube Lines concerns over funding for major transport projects in the run up to the Government's public spending review)
- Net advocacy has increased for TfL, LU and LB although around half of journalists remain neutral about each organisation.
- LO continues to achieve the fairly positive reputation rating as seen in 2009 and 2010, although nearly two thirds of journalists are neutral in terms of advocacy (most likely because of their limited experience or knowledge of LO)
- Journalists' perceptions of TfL's performance on its Business Plan objectives have generally improved over 2010, being either back to or above the 2009 level
- Similarly perceptions of LU have improved over 2010, in particular on: 'a well-managed organisation'; 'communicates openly about future plans'; 'cares about customers'; and 'manages works and closures effectively'
- TfL's main strengths are seen to be the bus network/ investment in buses; keeping the transport system running and managing an integrated network. Its main weaknesses are: problems with industrial relations, some concerns over funding, poor service and an aging infrastructure
- LU's main strengths are seen to be modernisation, investment and being a large

comprehensive network. Its main weaknesses are overcrowding and ageing infrastructure (as in previous years) and this year poor industrial relations are also a cause for concern (perhaps linked to strike threats/action earlier in 2011

- Around half of journalists say that the level of investment in transport in London over the previous 5 years is about right, but a third say it is 'too little' (slightly more than in 2010).
- The improved ratings for TfL's Press Office recorded in 2010 have been maintained and more than two fifths of journalists rate TfL's press relations as fairly or very good. Overall, TfL's press relations are rated in the top third of the 48 organisations covered in the survey.
- Ratings on the four key press relations indicators (providing speedy responses, proactively generating good quality news stories, access to top executives and trusting journalists in an open and honest dialogue), have steadily improved since 2008.
- The key journalists (those who the TfL Press Office regards as our prime audience) are generally more positive than other transport journalists about the reputation of TfL, LU and LB, as well as rating the Press Office more highly.

**Job number:** 09100