

RESEARCH SUMMARY

Title	MPs reputation survey 2012		
Objective	To establish the nature of the reputation of TfL, LU and LB		
Date	April 2013	Agency:	Ipsos MORI
Methodology	Interviews with 103 MPs representative of House of Commons		

Abstract

There are considerable improvements in MPs perceptions of the organisation, particularly for TfL and LU, both compared to 2011 and since 2005. Two thirds of MPs agree that TfL makes a positive contribution to the quality of life in London and MPs are now more likely to think LU is a world class transport service and they rate its service more highly than in recent years.

MPs are highly supportive of investment in LU and 88% say that it is important to London's future to maintain planned investment in LU.

Key findings

It should be noted that this survey was carried out shortly after the Olympic Games took place in London.

TfL and LU have each made large improvements in reputation among MPs in 2012 vs 2011, as well as in the longer term (since 2005)

- In 2012 compared to 2011, TfL's net favourability is up by 19 percentage points to +61%. Advocacy scores have also increased, by 17 percentage points to +39%. Both favourability and advocacy are well up on what they were in 2005 (+17 and +9 respectively)
- For LU in 2012, net favourability is higher than ever before at +66%, (9 percentage points up on 2011). Net advocacy is +61%, up by an impressive 25 percentage points over 2011 and well above the 2004 figure of +2.
- Perceptions of LU and TfL appear to have been boosted by the successful performance of the transport network during the Olympic Games
- The improvements in perceptions for LU and TfL have been particularly strong among Labour MPs this year.

LB is not as well known as LU and TfL, but continues to maintain fairly positive levels of favourability and advocacy

- Familiarity with LB has increased slightly since 2011 (from +51% to +58% know very well/a fair amount), though this is still below the level of 2006. LB continues to be less well known than either LU or TfL.

- Net favourability (+58%) and advocacy (+43%) levels for LB in 2012 are largely unchanged over 2011, but are nonetheless positive

MPs have relatively low levels of knowledge of London Overground (35% familiarity) but this continues to grow and reputation ratings are fairly positive

- Net favourability is up to +27% (from +19%) and net advocacy up to +16% (from 11%)

The majority of MPs are unfamiliar with London Streets

- 75% of MPs say they have never heard of LS. Of the few MPs who have heard of LS, 11% are favourable and 11% would be advocates but the majority are neutral, most probably due to lack of knowledge

MPs are highly supportive of investment in LU

- 77% of MPs agree that LU is delivering real transport improvements through investment and 88% say that it is important to London's future to maintain the planned level of investment in London Underground

MPs give positive ratings on momentum for TfL, LU and LB

- At least 55% of MPs believe TfL, LU and LB are each 'on the way up' with only a small minority (up to 6% for all three organisations) saying it is 'on the way down'

MPs have a high level of trust in LU but slightly lower trust in TfL and LB

- Two-thirds of MPs either strongly or tend to agree that LU is an organisation they can trust while 40% of MPs give a score of at least 7 out of 10 for TfL and LB (respectively) on trust

TfL is positively rated on its contribution to the quality of life in London but is relatively weaker on 'being easy to do business with' and 'communicating honestly and openly'

MPs are now more likely to think LU is a world class transport service and rate its level of service highly; the improvement is seen both over 2011 and the longer-term (since 2008)

London Buses is seen to provide a good service and contribute to the economy - though lack of knowledge among some MPs leads to fairly high levels of neutral ratings for LB

Low levels of knowledge about London Streets lead to many MPs giving neutral or don't know ratings of the organisation's performance

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