

RESEARCH SUMMARY

Title	'Alight Here' messaging evaluation
Objective	Customer awareness of, usage of, and satisfaction with, 'Alight Here' messages on trial bus routes
Date	September 2009
Methodology	150 interviews with bus customers alighting at bus stops on routes 36, 45 and 407

Key findings

- Awareness of the 'Alight Here' technology is high and the system is well received.
- 4% spontaneously mention that they liked the 'Alight Here' announcements. No customers spontaneously make negative comments about the announcements.
- 22% of customers spontaneously mention that they knew when to get off their bus because of the 'Alight Here' information. When prompted, 57% say they saw or heard this extra information.
- The majority of those who are aware of the extra information are satisfied with it: 77% give a satisfaction score of 8, 9 or 10; only 1% give a satisfaction score of 4 or lower.
- There is a high level of support for the 'Alight Here' information on London buses. 97% say the information should definitely or probably be introduced to other routes in London.

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