

RESEARCH SUMMARY

Title	Disutility of Travel Time on LU		
Objective	To explore and measure the value customers ascribe to their time spent on London Underground		
Date	22/03/2016	Agency	2CV
Methodology	A comprehensive qualitative and quantitative investigation of travel time was undertaken, including: <ul style="list-style-type: none">• Desk research of travel time literature• Observations & intercepts on LU• 20 x week long customer auto-ethnography diaries of journeys on LU• 10 x accompanied journeys on LU• 607 x exit interview surveys• 509 x online surveys		

Abstract

For customers travel time is not time lost. Time on LU is a unique time of the day that customers use for pursuing their own activities. It is enjoyed a rare pocket of 'me time' in busy London life. Over three quarters of customers rate this time as enjoyable, productive and worthwhile. Customers feelings towards their travel time have a significant impact on their CSS rating. The contribution that travel time makes to a CSS score is driven by perceived control over time, enjoyment and worthwhileness of time. Several factors can detract from customer enjoyment and perceived control over time on LU. These include: the journey time being unpredictable or taking longer than expected, the familiarity of the journey, the information provided by LU, access to wifi/3G, personal space, comfort and external pressures. A number of opportunities were identified to enhance and improve quality of time on LU.

Key findings

- From a customer perspective travel time is not a disutility
 - Many customers see it as a 'gift' or distinct 'me time' in the day
 - Half would miss their time travelling on LU

"When I leave home I've still got my 'work hat' on...then when I get to the other end I've got my 'daddy hat' on... The time in between is 'me time'... I can just do what I want"

"It's one of the only times in the day when I get to sit and relax"

- Customers use this time for many different activities and what they do is simply about individual preference and habits
 - The type of activity does not impact on how they view or experience their time
 - Indeed, customers do not have to be 'doing' anything at all to appreciate this time
- Travel time tends to be perceived and valued as personal time, indeed eight in ten customers believe that no-one expects you to do anything on LU so the time is yours to do what you want with

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- A feeling of choice over how people spend their time is the top driver of CSS
 - Followed closely by enjoyment of time and then worthwhileness of that time spent
- A number of factors affect how much choice customers feel they have over their time on LU and the quality of that time:
 - **Personal factors:** *How good I am at using my time, Planning ahead, Feeling comfortable on the Tube in general (less sensitive to the environment of the Tube)*
 - **System factors:** *Level of crowding and comfort; Availability of information – TfL; Availability of personal data – on device/3G/Wifi; Need to focus on journey/navigation*
- Opportunities exist for LU to improve customer use and value of time:
 - Possibilities – remind people of all the things they could do on the tube
 - Entertain – for those who are not planners, improve the in carriage experience for time-passing, in-carriage digital experiences
 - Create change (TDM) - encourage off peak travel for a less crowded environment
 - A nicer place to be – make the environment as safe, easy, comfortable and life enhancing as possible
 - Support – particularly when things go wrong to allow people to stay calm and in their 'bubble'
 - Always on (wifi/3G): available consistently underground
 - Personalisation: use personal data to tailor experience and enhance possibilities as people travel