

RESEARCH SUMMARY

Title	Off-peak usage of London Overground
Objective	Motivators and barriers to using London Overground, particularly during the off-peak period
Date	February 2009
Methodology	8 x group discussion sessions with potential off-peak users of London Overground

Key findings:

- People expect a fast and efficient transport service, especially during peak time, habitual journeys. However, when it comes to off-peak, more occasional journeys, the need to get from A to B as quickly as possible becomes less important, and the experience of the journey itself more so (e.g. comfort, personal space, visual stimulation etc).
- Londoners participate in a wide range of leisure activities (visiting green spaces and cultural venues etc.), and have a strong sense of pride in their city, especially for the local 'hidden gems' that only they know. There is an opportunity to encourage Londoners to explore their city using London Overground (LO) by bringing to life the hidden gems along the route.
- Current peak time users of LO cite the speed and ease of the service as a benefit, as well as more emotional factors such as the pleasant view and personal space. The emotional factors become more important to people during off-peak travel, and to some extent differentiate LO from other modes, so could be leveraged in LO promotion for leisure journeys.
- The biggest barrier to LO use is awareness of the network in its entirety (local station/line is often the only one known). There is also confusion over what rail network the name and the roundel actually refer to. This presents an opportunity to build the identity of the LO network and service.
- Other barriers include negative perceptions of safety, frequency, reliability and cost. Safety concerns are best addressed with the proposed increases in staff presence and CCTV use at stations; the new trains and stations are also likely to have an effect on perceptions of safety (e.g. better driver sight-lines). Other barriers will largely be tackled by planned improvements.

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