

# RESEARCH SUMMARY

<b>Title</b>	<b>Twitter Customer Satisfaction 2012</b>		
<b>Objective</b>	Assess satisfaction with the TfL Twitter feeds amongst users		
<b>Date</b>	December 2012	<b>Agency:</b>	SPA Future Thinking
<b>Methodology</b>	Online survey among users who were invited to respond via a Tweet		

## Abstract

Users of TfL's real-time Twitter feeds report high satisfaction with the information provided: 78% gave a rating of 7-10 (on a scale where 10 = extremely satisfied and 0 = extremely dissatisfied). Using a feed has a positive effect on TfL's reputation; 72% gave a rating of 7-10 (where 10 = the feed positively impacted their opinion of TfL and 0 = negatively impacted).

The majority (81%) of users check the feed at least once a day, and most (79%) say they have 'ever' changed their travel plans after looking at the feed. 29% of users rated the information accurate and reliable all of the time, while 60% said it was accurate and reliable most of the time.

## Key findings

There was a high level of overall satisfaction with the TfL Twitter feeds (78%, giving a score of 7-10, on a scale 0-10), with users of the Bus feed and TravelAlerts the most satisfied (both at 82%). Following a TfL Twitter feed has had a positive impact on perceptions of TfL, with 72% giving a score of 7-10 (on a scale of 0-10). This is consistent across all modes with scores of 7-10 ranging between 77% for Bus and 65% for Traffic.

60% of users found the TfL Twitter feeds to be accurate and reliable most of the time with a further 29% feeling that the feeds are accurate and reliable all of the time.

TfL Twitter feeds are checked regularly; 81% of Twitter users check information on TfL Twitter feeds at least once a day. Followers are most likely to check TfL Twitter feeds when they are checking Twitter generally (79%); however a majority (51%) also check the feeds before they begin their journey.

Regular trips or commuting (74%) tend to be the main reason for checking TfL Twitter feeds, followed by during disrupted journeys (40%). The exception to this is the TfL Traffic feed which is more likely than total (12%) to be used for business purposes (48%). As a result of reading TfL Twitter feeds, four out of

five (79%) followers have changed their travel plans at some point, most likely taking an alternative route (61%)

83% of the TfL Twitter feed users surveyed live in London, with 12% from South East England, with the remainder from rest of the UK (4%) or outside the UK (1%). 92% are aged under 55 and there are more men (58%) than women (42%). Surveyed users of the Traffic Twitter feed are even more likely to be male (80%), in the age group 35 – 54 (62%), and in South East England.

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