

**Customer
knowledge about
Oyster on rail
services**

09002

May 2009



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Research conducted by Synovate

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1. Executive summary

All available evidence points to a significant increase in Oyster PAYG usage amongst London residents when it is made available across all overland rail services in London.

The majority of London-based users of overland rail services in London are familiar with Oyster through using it on other modes, or less often on rail itself. Two thirds already use Oyster (PAYG or period) on public transport, with six out of ten using Oyster PAYG. One third already use Oyster (PAYG or period) on overland rail services in London. Around nine out of ten current users of Oyster PAYG users on rail also use PAYG on buses and / or tubes. Transition to Oyster PAYG usage is therefore likely to be eased by this baseline familiarity with the product and the brand.

Overall, London-based users of overland rail services in London have a good understanding of Oyster. Their understanding is comparable with all London residents aware of Oyster, and with PAYG users overall. This could suggest that specific education on the Oyster proposition will not be needed. However, given that some are not aware of some of the basic elements of the Oyster proposition, this information will still need to be made available to ensure maximum understanding across the total (potential) user base.

It is acknowledged that all will need education on the new aspects of Oyster PAYG function that are specific to the Phase 2 roll out of Oyster on overland rail services in London (e.g. intermediate route validation, Oyster Extension Permits).

It appears that widening eligibility of Oyster PAYG across overland rail services in London is likely to drive significant extra usage of PAYG. Most London-based users of overland rail services in London who do not currently Oyster PAYG on rail claim they would use it when it becomes available across the system. Current Oyster PAYG

users (on other modes) are even more likely to do so. This extrapolates to an estimated 1.4m new users of Oyster PAYG on overland rail services in London from amongst London adult residents. (Note that this is not the same as additional number of Oyster PAYG users. Many of these are existing Oyster PAYG users who currently use it on other modes.)

Most mention benefits of convenience as the reason for using Oyster PAYG on overland rail services in London. Around one quarter expect cheaper fares (than their current tickets, usually singles / returns). The biggest reasons for not intending to use Oyster PAYG on rail are having an existing Freedom Pass or Travelcard / season ticket. Infrequent travellers / public transport users are less likely to say they would use Oyster PAYG in future.

A further benefit will be addressing the confusion that currently exists around whether / where Oyster PAYG can currently be used on overland services in London. Although 59% overland rail users are aware that Oyster PAYG can be used on rail services in London, a significant minority are not. Even current users of PAYG on overland rail services in London are not clear about eligibility, with only three fifths (61%) aware that PAYG can only be used on some rail services in London and not others.

2. Background to and objectives of the research

2.1 Introduction

Oyster was introduced in 2003 and since then has developed its offering and the number of Oyster card holders has risen year on year. There are now currently 11 million Oyster cards in circulation and an estimated 6 million Oyster users in London.

Oyster can currently only be used on overland rail services in London if loaded with a Travelcard. However, Oyster Pay As You Go (PAYG) is generally not available on overland rail services in London. London Overground started accepting Oyster PAYG when TfL took it over in November 2007. The only other overland rail services in London where Oyster PAYG is valid are:

- Amersham - Marylebone
- Finsbury Park - King's Cross/Moorgate
- Greenford/West Drayton - London Paddington
- Stratford - Liverpool Street
- Tottenham Hale / Seven Sisters - Stratford
- Upminster / Rainham (Essex) - Fenchurch Street / Liverpool Street via Barking (but not at Forest Gate / Maryland)
- Walthamstow Central / Tottenham Hale / Seven Sisters - Liverpool Street
- Watford Junction - Euston (London Midland)
- Watford Junction - Clapham Junction (Southern)
- West Hampstead (Thameslink) – Moorgate / Elephant & Castle / London Bridge
- West Ruislip- Marylebone / Paddington

In the next six to nine months, the rest of overland rail services in London plan to start accepting Oyster PAYG for all their services within the London Zones fare structure. This includes three new train operating companies (TOCs) as well as the rest of the TOCs increasing their offering of Oyster PAYG to include all services within Greater London.

It is anticipated that this will encourage many non Oyster users to start using Oyster, especially those based in South London where Underground access is limited. It is also likely that many existing Oyster customers will extend usage to overland rail services in London.

In this roll out it is essential that existing and new customers are correctly informed about its use on overland rail services in London, to ensure their satisfaction and ultimately to protect the Oyster brand.

2.2 Previous related research

Research conducted in summer 2007¹ showed that:

- Just under three in five of people claimed that they would be likely to use Oyster more than they do as a result of Oyster becoming fully valid on overland rail services in London. Current Oyster PAYG users were more likely to claim this.
- Around two in five people claimed that they would be likely to use overland rail services in London more than they currently do as a result of the change. Current Oyster users and more frequent train users were more likely to claim this.
- Around four in five agreed that 'Oyster PAYG will be much better when it can be used on trains'.
- The majority expectation is that Oyster PAYG will offer cheaper fares than the paper ticket equivalent for the same train journey, equally split between those who

¹ Attitudes to extending Oyster to National Rail

expected it to be >£1 cheaper, ≤£1 cheaper, and those not knowing. Less than one in ten expected Oyster fares to be more expensive.

Research conducted in July 2008, October 2008 and January 2009² showed that:

- The great majority of those aware of Oyster were aware that Oyster PAYG can be used for travel on buses and tubes in London. By contrast, only just under half (after prompting) stated that Oyster can be used for travel on trains in London.
- After prompting, just over half of those aware of Oyster were aware that Oyster PAYG can be used on 'only some' trains in London.
- Those customers who use Oyster PAYG and those who use trains often were more likely to be aware of the eligibility of Oyster PAYG on trains in London, but a significant proportion are still unaware of this.

2.3 Research objectives

Research amongst users of overland rail services in London is therefore required to gain a complete and updated understanding of the level of knowledge and understanding of Oyster, and perceptions regarding the launch of Oyster on overland rail services in London.

More specifically, research is required to meet the following information requirements:

- What is the current extent of Oyster usership amongst users of overland rail services in London?
- What is the current extent of Oyster PAYG usage on overland rail services in London?
- What do users of overland rail services in London customers know about how Oyster works?

² Oyster quarterly tracking

- What expectations or perceptions do users of overland rail services in London have about how Oyster will work, and Oyster PAYG fares, on overland rail services in London?
- What benefits do customers expect or foresee from Oyster (PAYG) being offered on overland rail services in London?
- Are users of overland rail services in London aware of potential benefits of Oyster such as registration and Auto Top-Up (ATU)?
- What is the projected usage of Oyster PAYG on overland rail services in London when there is full validity?

3. Research details

3.1 Methodology

Telephone interviews were conducted with a representative sample of adult London residents as part of our 'Regular Research Slot'.

Interviews were 6-10 minutes duration. *(see Appendix 5.1 for the full questionnaire)*

3.2 Sample

1,005 adult London residents (ages 16+) were interviewed for the Regular Research Slot. The profile of the sample was representative of adult London residents according to gender, age, working status, ethnicity and borough of residence. *(see Appendix 5.2 for the full sample structure)*

Of these, 673 interviews were conducted with people who use / had used overland rail services in London at least once in the last 12 months.

Note that this non-residents of London were not covered by this work.

3.3 Timescales

Fieldwork was conducted 9th to 30th April 2009.

4. Main findings

4.1 Current Oyster usage amongst users of overland rail services in London

4.1.1 Overview

The majority of London-based users of overland rail services in London are familiar with Oyster through using it on other modes, or less often on rail itself. Two thirds already use Oyster (PAYG or period) on public transport, with six out of ten using Oyster PAYG. One third already use Oyster PAYG or period on overland rail services in London. Around nine out of ten current users of Oyster PAYG users on rail also use PAYG on buses and / or tubes. Transition to Oyster PAYG usage is therefore likely to be eased by this baseline familiarity with the product and the brand.

4.1.2 Many rail users are familiar with Oyster through using it on other modes

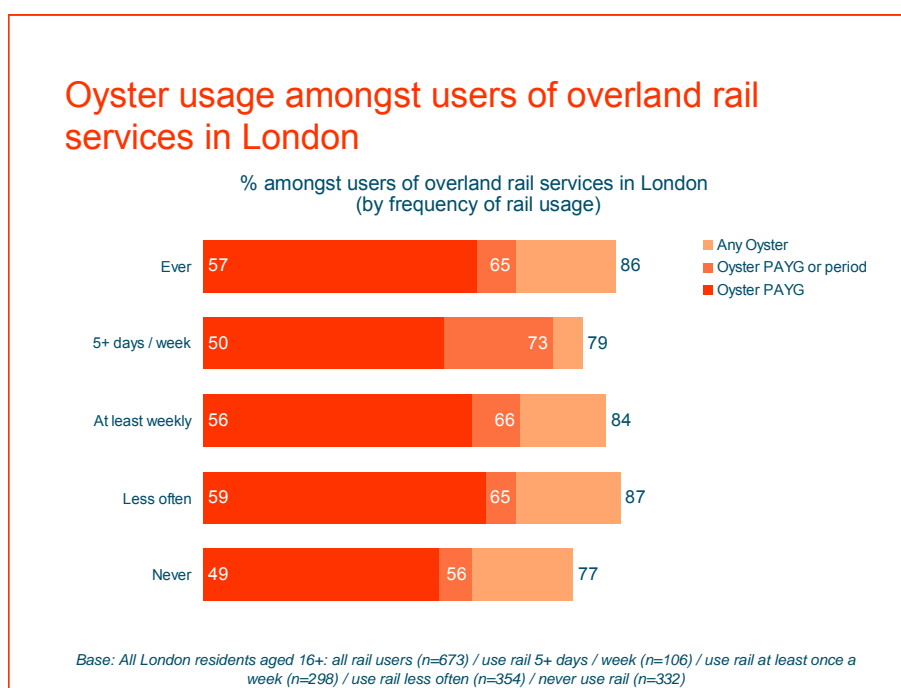
Most London-based users of overland rail services in London are familiar with Oyster through using it on (other) public transport in London. Indeed, users of rail in London are more likely to use Oyster than those London residents that never use rail in London. *(see over)*

More than eight out of ten London-based users of overland rail services in London use some form of Oyster card³ for travel by public transport in London. Two thirds use either Oyster PAYG or period. Almost six out of ten use Oyster PAYG.

Oyster period usage is higher amongst the most frequent users of rail: almost one third (31%) of those who used rail 5+ days a week used Oyster period. These customers are also significantly more likely to also use buses and tubes, and to use these modes more frequently than less frequent rail users.

³ Oyster PAYG, Oyster period or Oyster Freedom Pass.

Oyster PAYG usage is higher amongst less frequent users of rail. These Oyster PAYG users tended to use other modes of transport, and to use Oyster PAYG on these modes of transport, more frequently than rail.

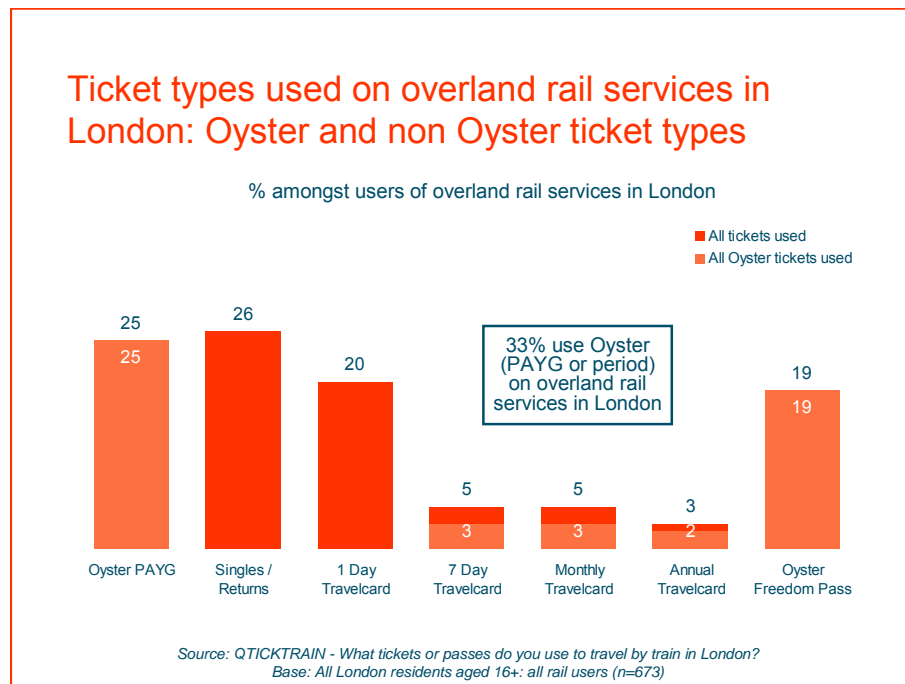


4.1.2 Oyster usage is lower on rail than for the other main modes

Just over half of London-based users of overland rail services in London use Oyster for rail journeys. One third use Oyster PAYG or period. One quarter used Oyster PAYG. A fifth use an Oyster Freedom Pass. (see over)

The proportion of customers using Oyster is lower on for rail than for buses and for Underground. Two thirds (65%) of bus users used Oyster PAYG or period on buses, and over half (55%) used PAYG specifically. Three fifths (59%) of Underground users used Oyster PAYG or period on tubes, and half (51%) used Oyster PAYG specifically.

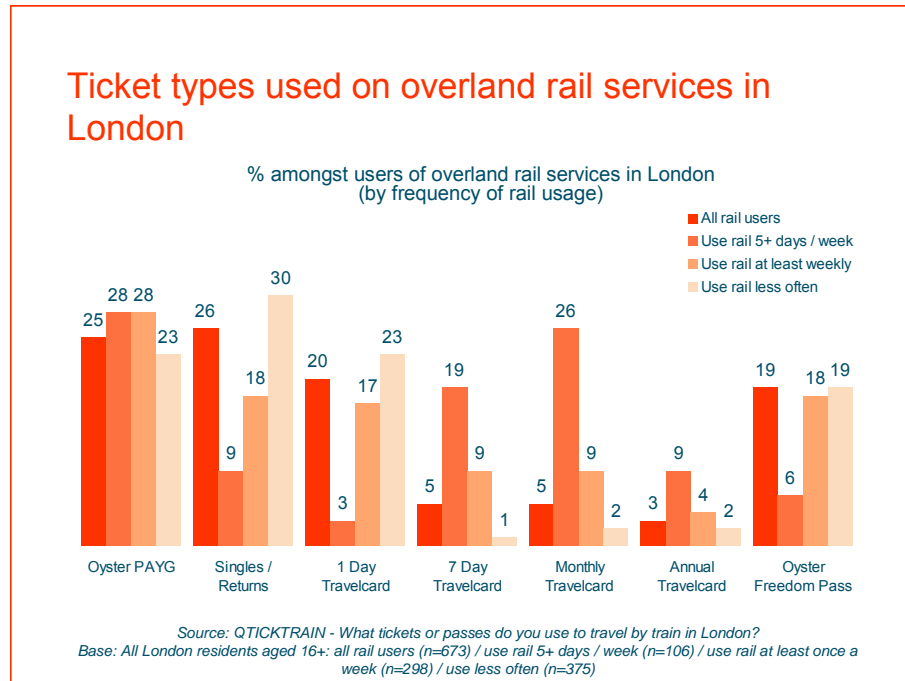
Ticket types used on overland rail services in London: Oyster and non Oyster ticket types



Few use Oyster PAYG solely for overground rail travel. Almost all who currently use Oyster PAYG for overland rail journeys are also users of PAYG on other modes. Almost nine out of ten (88%) also use PAYG on buses. A similar proportion (87%) also use PAYG on tubes.

More frequent rail users are significantly more likely to use Oyster period on rail than less frequent rail users. They are not more likely to use PAYG on rail. (see over)

Ticket types used on overland rail services in London



4.1.3 Current users of Oyster on rail show some particular differences from other rail users

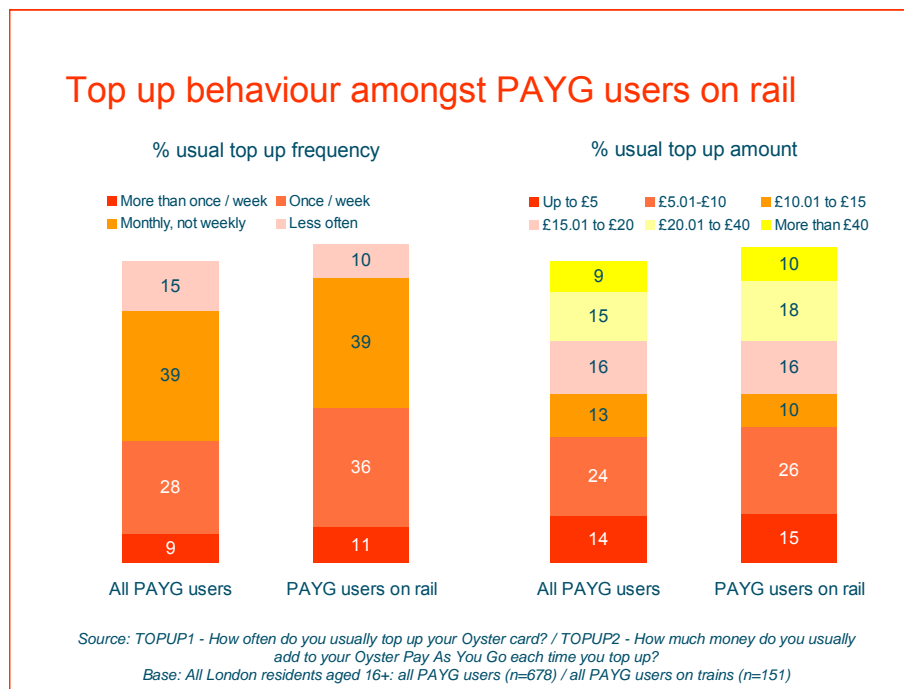
Oyster users on overland rail services in London are more likely (than other rail users) to be male, ages 16 to 34, working, and social grades AB. They are also more likely to be of non white ethnicity (most likely related to the younger age profile of the BAME population in London). These differences are seen for Oyster PAYG (see Appendix 5.2 for socio-demographic profile of Oyster users on rail)

Current users of PAYG on overland rail services are significantly more likely to live in the areas of London with rail services where PAYG is currently eligible. A higher proportion of current PAYG users on rail live in Outer North (40%), Inner North (37%), Central (33%) and Outer West (31%) boroughs. The proportion of current PAYG users on overland rail services is lowest (10%) in Outer South boroughs.

4.1.4 Oyster top up behaviour is similar for those who use PAYG on rail and on other modes

More than half of those who use Oyster PAYG on overland rail services in London usually top up at Underground facilities (37% at LU ticket machines, 29% at LU ticket offices). One quarter (25%) usually top up at newsagents / ticket stops. None said that they usually topped up at rail stations. This is the same as for those who use Oyster PAYG on Underground.

Those who use PAYG on rail top up slightly more frequently than PAYG users on other modes. (see below, left) The average top up amount of those that use PAYG on rail is comparable to that of users of PAYG on other modes. (see below, right)



4.1.5 Satisfaction with Oyster is low amongst those who use PAYG only on rail

Overall, users of PAYG on overland rail services in London are generally satisfied with Oyster PAYG, with an overall satisfaction score with Oyster of 74. This is comparable

with satisfaction with Oyster amongst PAYG users on bus and tube (78 and 77 respectively). However, the satisfaction with Oyster amongst those few who use PAYG only for rail journeys is much lower, with an average satisfaction score of 49. This is most likely due to the limited eligibility of Oyster PAYG on rail services and confusion that may result.

4.2 Understanding of Oyster PAYG amongst users of overland rail services in London

4.2.1 Overview

Overall, London-based users of overland rail services in London have a good understanding of Oyster. Their understanding is comparable with all London residents aware of Oyster, and with PAYG users overall. This could suggest that specific education on the Oyster proposition will not be needed. However, given that a minority are not aware of some of the basic elements of the Oyster proposition, this information will still need to be made available to ensure maximum understanding across the total (potential) user base.

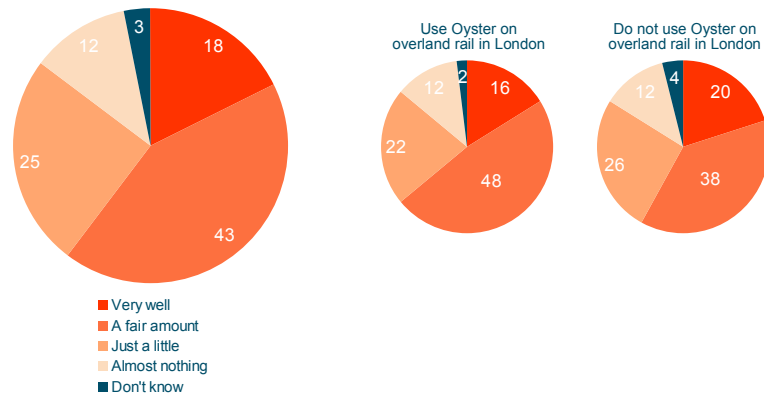
It is acknowledged that all will need education on the new aspects of Oyster PAYG function that are specific to the Phase 2 roll out of Oyster on overland rail services in London (e.g. intermediate route validation, Oyster Extension Permits).

4.2.2 Rail users have a good understanding of Oyster

Almost all London-based users of overland rail services on London (98%) are aware of Oyster. Most overland rail users feel they knew at least something about Oyster. Only around one in six know (almost) nothing about Oyster. (see over) Claimed knowledge of Oyster is not significantly higher for those who use Oyster for rail journeys compared with those who use paper tickets.

Knowledge of Oyster amongst users of overland rail services in London

% amongst users of overland rail services in London



Source: OYST4b1 - Please can you tell me how well you feel you know what the Oyster card offers.
 Base: All London residents aged 16+, excluding Freedom Pass users: all rail users (n=492) / use Oyster PAYG or period on rail (n=195) / do not use Oyster on rail (n=289)

London-based users of overland rail services on London have a good knowledge of the specific functions of Oyster. (see over) They have no specific knowledge gaps or different knowledge compared to any other group of public transport users.

The least well known aspects of Oyster are that Oyster cards can hold Travelcards / Passes as well as PAYG tickets, that PAYG travel is capped at a daily limit, and that registering Oyster protects the money on it if it is lost or stolen.

Knowledge of Oyster

<i>All London residents aware of Oyster, excluding Freedom Pass users</i>	<i>All aware of Oyster (n=710) %</i>	<i>All Oyster users (n=561) %</i>	<i>All PAYG users (n=497) %</i>	<i>All rail users (n=483) %</i>	<i>All Oyster users on rail (n=195) %</i>	<i>All PAYG users on rail (n=151) %</i>
Oyster cards can be used again and again	96	98	98	97	97	97
If you register your Oyster card, the money on it will be protected if it is lost or stolen	75	79	78	77	84	86
You need to touch in your Oyster card at the start of each journey	97	98	98	99	99	99
For tubes and trains you also need to touch out your Oyster card at the end of each journey. You need to do this even if the gates are open	89	92	92	91	96	97
To touch in and touch out you need to place your Oyster card on the yellow card readers, which are located on ticket gates, near the exits of stations, at the entrances of buses and on tram platforms	96	98	97	97	97	95
If you are using Oyster PAYG on tubes or trains, and don't touch in and touch out in this way, you will be charged the maximum cash fare rather than the correct one for your journey	80	85	84	83	89	86
When using Oyster PAYG for many journeys in one day, the most you will pay for your day's travel is the cost of a One Day Travelcard (if you are using tubes or trains) or a One Day Bus Pass (if you are just using buses or trams)	70	74	73	74	77	77
You need to top up your Oyster PAYG with credit, so you always have enough money stored on it to make your journey.	96	97	97	98	98	98
Oyster cards can also hold Travelcards and Bus Pass tickets at the same time as Oyster PAYG	66	70	67	68	78	75

Source: KNOW1 – I am going to read out some facts about Oyster cards and how they work. For each one, please tell me if you knew it or not

4.2.3 Rail users have a good understanding of where they can top up Oyster

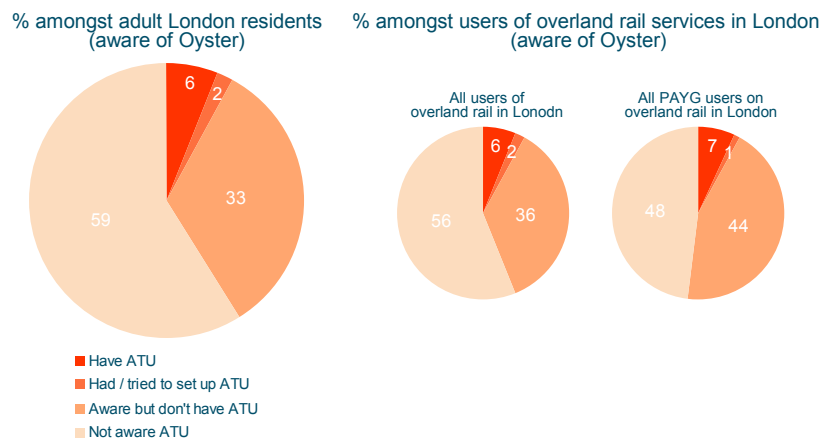
London-based users of overland rail services on London have a good awareness of the possible top up channels for Oyster PAYG. (see below) Their knowledge is the same as all Londoners aware of Oyster, and only slightly less than those who actually use PAYG.

Knowledge of Oyster PAYG top up channels						
All London residents aware of Oyster, excluding Freedom Pass users	All aware of Oyster (n=710) %	All Oyster users (n=561) %	All PAYG users (n=497) %	All rail users (n=483) %	All Oyster users on rail (n=195) %	All PAYG users on rail (n=151) %
Newsagent / shop / Oyster Ticket Stop	93	94	94	93	91	93
Underground station ticket office	88	91	93	89	90	95
Underground station ticket machine	75	79	81	76	86	91
On the internet	72	74	74	76	79	78
Certain National Rail stations	60	60	60	63	65	67
Over the phone	48	45	45	49	41	37
Travel Information Centre	39	41	42	41	38	39

Source: OYST12a – Which of these methods can you use to top up Oyster Pay As You Go?

Over four in ten users of overland rail services on London are aware of Auto Top-Up (ATU). This is comparable with the awareness of ATU amongst all London residents aware of Oyster. (see over) Those who use PAYG on rail are more likely to be aware of ATU.

Awareness of Auto Top-Up for Oyster PAYG



Source: OYST12b - Have you heard of the Auto Top-Up feature for Oyster Pay As You Go? This allows for your Oyster card to be topped up automatically to an amount that you set whenever the Pay As You Go balance falls below £5 / OYST12c - Have you ever set up your Oyster card for Auto Top-Up?
 Base: All London residents aged 16+ aware of Oyster (n=720); all rail users (n=484) / use rail 5+ days / week (n=93) / use rail at least once a week (n=219)

4.2.4 Rail users are only slightly more aware of PAYG eligibility on rail

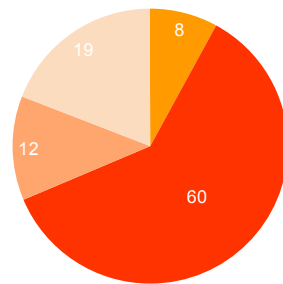
Three fifths of those aware of Oyster were aware that Oyster PAYG is eligible on only some overland rail services on London. Users of overland rail services on London were slightly more likely to be aware of Oyster PAYG eligibility. (see over, top)

Even current users of PAYG on overland rail services in London were not clear about eligibility. Only three fifths (61%) were aware that PAYG can only be used on some rail services in London and not others. However these are more likely to know that Oyster PAYG is eligible on London Overground services (rather than on other overland rail services in London).

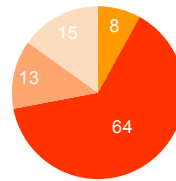
The proportion of rail users aware that PAYG is available on (some) overland rail services has increased slightly since October 2008. (see over, bottom)

Knowledge of PAYG eligibility on overland rail services in London

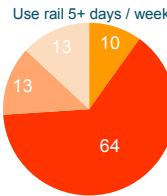
% amongst adult London residents (aware of Oyster)



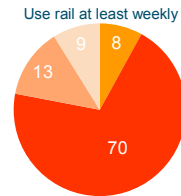
% amongst users of overland rail services in London (aware of Oyster)



All users of overland rail in London



Use rail 5+ days / week



Use rail at least weekly

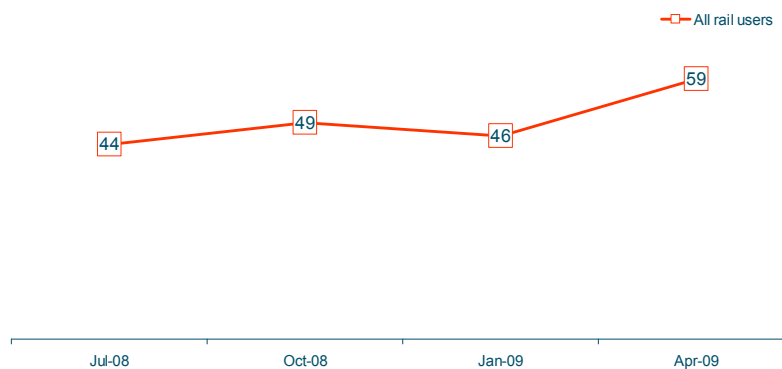
- Can be used on all rail
- Can be used on some rail
- Can't be used on any rail
- Don't know eligibility

Source: MODE3 - Can Pay As You Go be used on all trains in London, or only some? / MODE3b - Can Pay As You Go be used on only some trains in London, or none at all?

Base: All London residents aged 16+ aware of Oyster (n=720); all rail users (n=484) / use rail 5+ days / week (n=93) / use rail at least once a week (n=219)

Knowledge of PAYG eligibility on overland rail services in London: quarterly trend

% aware Oyster PAYG can be used on overland rail services in London (prompted)



Source: MODE2 - On which of these modes of public transport can you use Oyster Pay As You Go?
Base: All London residents aged 16+; all rail users exc. Freedom Pass users

4.2.5 Those who use Oyster on rail users are more aware of registration

Those who use Oyster on rail are more likely (than other Oyster users, and other rail users) to be aware of Oyster registration. Moreover, they are more likely to claim that they have registered their Oyster card.

Knowledge / Experience of Oyster registration						
<i>All London residents aware of Oyster, excluding Freedom Pass users</i>	<i>All aware of Oyster (n=710) %</i>	<i>All Oyster users (n=561) %</i>	<i>All PAYG users (n=497) %</i>	<i>All rail users (n=483) %</i>	<i>All Oyster users on rail (n=195) %</i>	<i>All PAYG users on rail (n=151) %</i>
If you register your Oyster card, the money on it will be protected if it is lost or stolen	75	79	78	77	84	86
Registered Oyster card	N/A	51	50	N/A	58	58

4.3 Potential Oyster usage amongst users of overland rail services on London

4.3.1 Overview

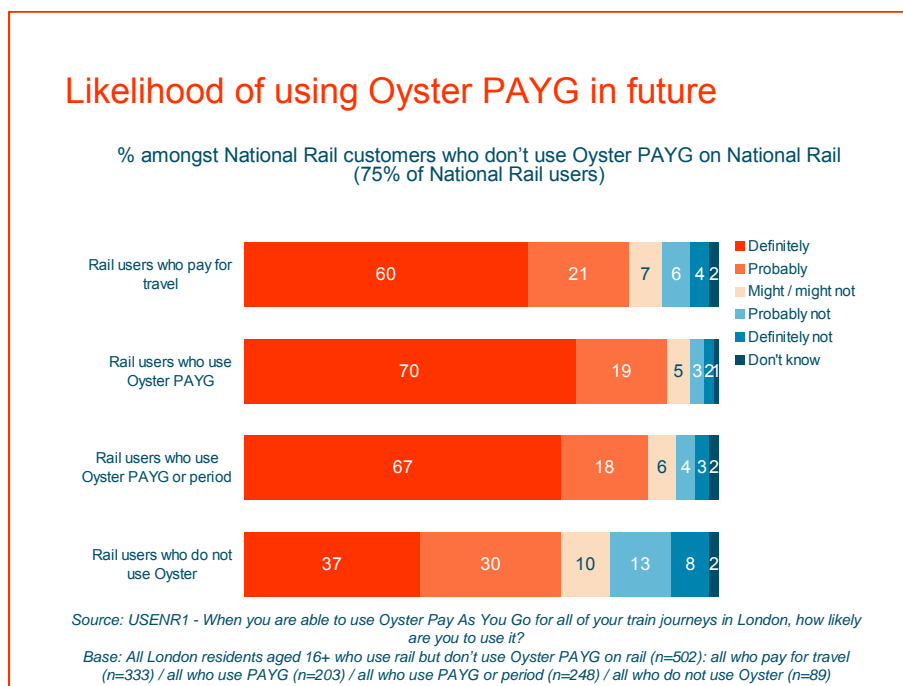
It appears that widening eligibility of Oyster PAYG across overland rail services in London is likely to drive significant extra usage of PAYG. Most London-based users of overland rail services in London who do not currently Oyster PAYG on rail claim they would use it when it becomes available across the system. Current Oyster PAYG users (on other modes) are even more likely to do so. This extrapolates to c.1.4m new users of Oyster PAYG on overland rail services in London from amongst London adult residents.

Most mention benefits of convenience as the reason for using Oyster PAYG on overland rail services in London. Around one quarter expect cheaper fares (than their current tickets, usually singles / returns). The biggest reasons for not using Oyster PAYG on rail are having an existing Freedom Pass or Travelcard / season ticket.

Infrequent travellers / public transport users are less likely to say they would use Oyster PAYG in future.

4.3.2 The majority of rail users claim they will use PAYG on rail when they are able to do so

The majority of Londoners who paid for overland rail services in London but who did not currently use Oyster PAYG claim they would be likely to use Oyster PAYG on rail in future. Three fifths claim that they would definitely use Oyster PAYG. A further fifth claim that they would probably use it. (see below)



Claimed likelihood to use Oyster PAYG in future increases with familiarity with Oyster. Those that currently use Oyster (not PAYG) on rail were more likely than paper ticket users to claim that they would use PAYG on rail in future. Overland rail users who do not use Oyster on any modes are least likely to claim that they would use Oyster PAYG

on rail in future. However, two thirds of these still claim that they would definitely or probably use it in future.

Those that claim that they would use Oyster PAYG on overland rail services in London in future were more likely to be working and social grades ABC1. This is similar to the profile of current PAYG users on rail. They are also more likely to be female and ages 35+. This is different from the profile of current PAYG users on rail.

4.3.3 An additional 1.4m users of Oyster PAYG on rail are predicted

68% of London residents ever use overland rail services in London. This extrapolates to c.4.1m London adult residents⁴.

25% currently use PAYG on overland rail services in London (existing users). 19% use Freedom Passes on overland rail services in London (who are unlikely to use PAYG). Therefore the potential market (amongst London residents) for Oyster PAYG on overland rail services in London is 56% of current users of overland rail services in London. This extrapolates to c.2.3m London adult residents.

81% of these claimed they would be likely to use Oyster PAYG in future. Weighting the claimed proportion down to adjust for likely over-claim and customer inertia⁵, this can be more reliably estimated as three fifths (59%) who would take up Oyster PAYG. This extrapolates to an additional c.1.4m London adult residents using Oyster PAYG on overland rail services in London. (Note that this is not the same as additional number of Oyster PAYG users. Many of these are existing Oyster PAYG users who currently use it on other modes.)

⁴ Based on London adult population estimate of 6,101,300 (Source: Office for National Statistics Mid-Year Estimates 2006; GLA 2006 Round RLP High Demographic Projections. This can be found at: <http://www.london.gov.uk/gla/publications/factsandfigures/dmag-briefing-2007-13.pdf>)

⁵ Likelihood of using Oyster PAYG is weighted down: we can expect c.90% of those saying 'definitely' to use it and c.25% of those saying 'probably' to use it, assuming 100% awareness (Fourt-Woodlock model).

4.3.4 Using Oyster PAYG on rail would be much more convenient

Convenience is the main reason for being likely to use Oyster PAYG on overland rail services in London, mentioned by more than half. (see below) This is even more likely to be mentioned by those who currently used single / return tickets.

One quarter expect that using Oyster PAYG on rail would be cheaper.

Reasons for using Oyster PAYG in future	
<i>All London-based users of overland rail services in London likely to use Oyster PAYG on rail</i>	<i>(n=305) %</i>
More convenient / easier / simpler	56
Cheaper / cheaper than paying cash	26
No queues / easy to buy ticket / saves time	13
Depends on price / where I could use it	3
Can top up any time	3
Easier than paying by cash	2
Speed / faster	2
To travel where not currently accepted	2
Others	each ≤1
Don't know	1
<i>Source: USENR2 – Why do you say that?</i>	

Having a Freedom Pass is the most mentioned reason for not being likely to use Oyster PAYG on rail in future: three quarters of those who said they would not use PAYG on rail were Freedom Pass users.

When these are excluded, having an existing Travelcard or season ticket is the main reason mentioned for not being likely to use Oyster PAYG on overland rail services in London in future. Low frequency of travel / public transport use was the other main reason mentioned. Some expected that Oyster PAYG would be more expensive than their current – usually period Travelcard – ticket. (see over)

Reasons for not using Oyster PAYG in future

<i>All London-based users of overland rail services in London not likely to use Oyster PAYG on rail (excluding Freedom Pass holders)</i>	<i>(n=30) %</i>
Have a Travelcard / season ticket	50
Don't travel far / much / to/in London much	27
More expensive / Travelcards cheaper	17
Don't use public transport much	10
Unclear when you can / can't use it	7
Others	each ≤3
<i>Source: USENR2 – Why do you say that?</i>	

5. Appendices

5.1 Questionnaire

OYST3	<p>ASK ALL Can I just check, do you currently have an Oystercard? (Although you may have already answered this, I just wanted to check).</p> <ol style="list-style-type: none">1. Yes2. No3. Don't know
OYST3a	<p>ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR FROM QTICK SECTION (CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER _2) EXCLUDING FREEDOM PASS HOLDERS OTHERS TO OYST4 Is your Oystercard on a BarclayCard OnePulse card?</p> <ol style="list-style-type: none">1. Yes2. No3. Don't know
OYST3a2	<p>ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR FROM QTICK SECTION (CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER _2) EXCLUDING FREEDOM PASS HOLDERS OTHERS TO OYST4 When did you first get your [Oystercard / OnePulse card [USE THE LATTER IF CODE 1 AT OYST3a]? Was it... READ OUT, SINGLE CODE</p> <ol style="list-style-type: none">1. Less than 1 year ago2. 1 to 2 years ago3. 2 to 3 years ago4. 3 to 4 years ago5. 4 to 5 years ago6. More than 5 years ago7. Don't remember8. Don't know
OYST3b1	<p>ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR FROM QTICK SECTION (CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER _2) EXCLUDING FREEDOM PASS HOLDERS OTHERS TO OYST4 How satisfied are you overall with your Oyster card, on a scale of 0 to 10 where 10 is</p>

'extremely satisfied' and 0 is 'extremely dissatisfied'?

PLEASE ENTER SCORE. ALLOW -1 DON'T KNOW / -2 FOR NOT APPLICABLE /

ASK ALL WHO DO NOT HAVE AN OYSTER CARD (NOT CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER_2). OTHERS TO OYST4b1

OYST4 Can I just check, had you heard of Oyster, a reusable card you can store travel tickets or cash on for use on public transport in London, before today?

1. Yes
2. No
3. Don't know

ASK ALL WITHOUT AN OYSTER CARD, BUT AWARE AT QYST4 (CODE 1 AT OYST4)

OYST4a Have you ever had an Oyster card?
SINGLE CODE ONLY

1. Yes – Used to have one
2. No – Never had one
3. (Don't know)

ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)

OYST4b1 **EXCLUDE SOLUS FREEDOM PASS HOLDERS**
Please can you tell me how well you feel you know what the Oyster card offers?
Would you say you know it...
READ OUT. SINGLE CODE ONLY

1. Very well
2. A fair amount
3. Just a little
4. Or you know almost nothing about it
5. (Never heard of it)
6. (Don't know / couldn't say)

ASK ALL WHO KNOW AT LEAST A LITTLE ABOUT OYSTER (CODES 1,2,3 AT OYST4b1).

OYST4b2 **OTHERS TO FILTER BEFORE MODE1**
How have you gained this knowledge about the Oyster card?

1. Adverts on public transport / at stations / stops
2. Newspapers / magazine articles / adverts
3. Poster / billboard adverts
4. TV articles / adverts
5. Radio articles / adverts
6. Information / adverts in shops / newsagents
7. Leaflets / pamphlets / brochures

8. Adverts (unspecified)
9. TfL / Transport for London / Oyster website
10. Internet / websites (unspecified)
11. TfL / public transport staff
12. Information when getting card / information pack
13. Family / friends / colleagues / word of mouth
14. Personal experience
15. Other (PLEASE SPECIFY)
16. (Don't know)

**ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)
EXCLUDE SOLUS FREEDOM PASS HOLDERS
OTHERS TO FILTER BEFORE USENR1**

MODE1

On which modes of public transport can you use Oyster Pay As You Go?
DO NOT PROMPT BUT ASK FOR ALL ANSWERS, e.g. Anywhere else?
MULTICODE

1. Underground / Tube / DLR
2. Bus
3. National Rail / Trains / Overland trains
4. Trams / Tramlink
5. Riverboat
6. Other
7. None of the above
8. Don't know

**ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)
EXCLUDE SOLUS FREEDOM PASS HOLDERS
OTHERS TO FILTER BEFORE USENR1**

MODE2

On which of these modes of public transport can you use Oyster Pay As You Go?
READ OUT ALL NOT MENTIONED AT MODE1
MULTICODE

1. Underground / Tube / DLR
2. Bus
3. National Rail / Trains / Overland trains
4. Trams / Tramlink
5. Riverboat
6. (None of the above)
7. (Don't know)

**ASK ALL WHO MENTION 'NATIONAL RAIL / TRAINS / OVERLAND TRAINS' (CODE 3) AT MODE1 OR MODE2
OTHERS TO FILTER AT MODE3b**

MODE3

You mentioned that you could use Oyster Pay As You Go on national rail / trains in London. Can Pay As You Go be used on all trains in London, or only some?

SINGLE CODE

1. Can be used on all trains in London
2. Can only be used on some / not others
3. (Don't know)

ASK ALL WHO DO NOT MENTION 'NATIONAL RAIL / TRAINS / OVERLAND TRAINS' (CODE 3) AT MODE1 OR MODE2 OTHERS TO FILTER AT MODE4

MODE3b As far as you know, can Pay As You Go be used on only some trains in London, or none at all?

SINGLE CODE

1. Can be used on only some
2. None at all / Cannot be used on any
3. (Don't know)

ASK ALL WHO MENTION 'CAN ONLY BE USED ON SOME / NOT OTHERS' (CODE 2) AT MODE3 OR WHO CODE 1 AT MODE3b OTHERS TO FILTER BEFORE USENR1

MODE4 Which trains can you use Oyster Pay As You Go on?

PROBE FULLY BUT DO NOT PROMPT
MULTICODE

1. (Some parts of) London Overground
2. (Some parts of) Thameslink / First Capital Connect
3. Overground Watford Junction – Euston (old DC Line / Watford Euston DC)
4. Overground Gospel Oak – Barking line
5. Overground Richmond / Clapham Junction – Stratford line (old North London line)
6. Marylebone to Amersham line
7. Paddington to Greenford / Ruislip lines
8. London Bridge / Elephant & Castle to West Hampstead (Thameslink / First Capital Connect) lines
9. Overground Willesden Junction – Clapham Junction line (old West London line)
10. Overground Dalston – New Cross / West Croydon / Crystal Palace line (old East London line)
11. Moorgate to Finsbury Park (Thameslink / First Capital Connect) lines
12. Liverpool Street to Seven Sisters / Stratford / Tottenham Hale / Walthamstow lines
13. Fenchurch Street to Upminster / Rainham lines
14. Only on some lines (not specified)
15. Only with some train operators / train companies (not specified)
16. Any other answers (PLEASE WRITE IN)
17. (Don't know)

ASK IF AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICKDLR, QTICKTRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER_2 OR CODE 1 AT OYST4) AND USE TRAINS (CODES 1-7 @ QFREQ_TRAIN) AND DO NOT USE OYSTER PAY AS YOU GO ON TRAINS (NOT CODE 2 @ QTICKTRAIN)

OTHERS TO FILTER AT KNOW1

USENR1

Oyster Pay As You Go can increasingly be used to pay for overland train journeys in London. When you are able to use Oyster Pay As You Go for all of your train journeys in London, how likely are you to use it? Would you say you...

READ OUT

SINGLE CODE ONLY

1. Would definitely use Oyster Pay As You Go
2. Would probably use it
3. Might or might not use it
4. Would probably not use it
5. Would definitely not use it
6. (Already use Oyster PAYG on trains)
7. (Can use Oyster PAYG on trains, but do not do so currently)
8. (Don't know)

ASK IF GIVE ANSWER AT USENR1 (CODES 1-5 @ USENR1)

USENR2

Why do you say that?

DO NOT PROMPT. WRITE IN FULLY

ASK AS OPEN ENDED

ASK ALL AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)

EXCLUDE SOLUS FREEDOM PASS USERS

OTHERS TO FILTER AT OYST8b

KNOW1

I am going to read out some facts about Oyster cards and how they work. For each one, please tell me if you knew it or not.

READ OUT STATEMENTS IN TURN

SINGLE CODE FOR EACH

1. Oyster cards can be used again and again.
2. If you register your Oyster card, the money on it will be protected if it is lost or stolen.
3. You need to touch in your Oyster card at the start of each journey.
4. For tubes and trains you also need to touch out your Oyster card at the end of each journey. You need to do this even if the gates are open.
5. To touch in and touch out you need to place your Oyster card on the yellow card readers, which are located on ticket gates, near the exits of stations, at the entrances of buses and on tram platforms.
6. If you are using Oyster Pay As You Go on tubes or trains, and **don't** touch in and touch out in this way, you will be charged the maximum cash fare rather than the correct one for your journey.
7. When using Oyster Pay As You Go for many journeys in one day, the most you will pay for your day's travel is the cost of a One Day Travelcard (if you are using tubes or trains) or a One Day Bus Pass (if you are just using buses or trams).

8. You need to top up your Oyster Pay As You Go with credit, so you always have enough money stored on it to make your journey.
9. Oyster cards can also hold Travelcards and Bus Pass tickets at the same time as Oyster Pay As You Go.

1. Aware
2. Not aware
3. (Don't know)

**ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER _2)
EXCLUDE SOLUS FREEDOM PASS HOLDERS
OTHERS TO FILTER AT OYST9**

OYST8b **And can you tell me where you got your Oyster card?**
DO NOT PROMPT. SINGLE CHOICE

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

**ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER _2)
EXCLUDING FREEDOM PASS HOLDERS**

OYST8b1 – How satisfied were you with the ease of getting your Oyster card, on a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'?

PLEASE ENTER SCORE. ALLOW -1 DON'T KNOW / -2 FOR NOT APPLICABLE /

**ASK ALL AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER _1 OR CODES 1-10 AT QOYSTER _2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)
EXCLUDE SOLUS FREEDOM PASS USERS
OTHERS TO FILTER AT OYST11a**

OYST9 **Can you tell me where [CATI TO DISPLAY 'else' IF HAVE OYSTER CARD CODE 1 @OYST3] you can get an Oyster card?**
DO NOT PROMPT

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop

5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

ASK ALL AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4).

**EXCLUDE SOLUS FREEDOM PASS USERS
OTHERS TO FILTER AT OYST11a**

OYST11

And at which of these places can you get an Oyster card
CATI TO DISPLAY THOSE NOT CODED @ OYST8b or OYST9
READ OUT

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

ASK ALL WITH OYSTER PAY AS YOU GO (~~CODE 1 AT OYST8a~~ OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICKDLR, QTICKTRAM, QTICKTRAIN)

OYST11a

And can you tell me where you have ever topped-up your Oyster card?
DO NOT PROMPT

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

ASK ALL WHO GIVE MORE THAN ONE ANSWER AT OYST11A.

OTHERS TO FILTER AT OYST11b2

OYST 11b

Which method would you say you use most often when topping up your Oyster card?
PROBE AS PER PRECODES.

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations

4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

ASK ALL WITH OYSTER PAY AS YOU GO (~~CODE 1 AT OYST8a OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICKDLR, QTICKTRAM, QTICKTRAIN~~). OTHERS TO FILTER AT OYST11c

OYST11b2 – Thinking now about topping up your Oyster Pay As You Go by [INSERT ANSWER AT OYST11b OR SINGLE ANSWER AT OYST11a], how satisfied are you with topping up in this way, using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'?

PLEASE ENTER SCORE. ALLOW -1 DON'T KNOW / -2 FOR NOT APPLICABLE /

ASK ALL WITH OYSTER SEASON TICKET (~~CODES 2 OR 3 AT OYST8a OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2~~). OTHERS TO FILTER AT OYST11e

OYST11c When your season ticket, Travelcard or pass on your Oyster comes up for renewal, how do you renew it? (IF NEVER RENEWED ASK How will you renew it)
DO NOT PROMPT

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

ASK ALL WHO GIVE MORE THAN ONE ANSWER AT QOYST11c OTHERS TO FILTER AT OYST11e

OYST 11d Which method would you say you use most often when renewing your Oyster card?
PROBE AS PER PRECODES.

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

**ASK ALL WITH OYSTER SEASON TICKET (CODES 2 OR 3 AT OYST8a OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2).
OTHERS TO FILTER AT OYST11e**

OYST11d2 Thinking about renewing your Oyster season ticket, Travelcard or pass by [INSERT ANSWER AT OYST11d OR SINGLE ANSWER AT OYST11c], how satisfied are you with renewing in this way, using a scale of 0 to 10 where 10 is 'extremely satisfied' and 0 is 'extremely dissatisfied'?

PLEASE ENTER SCORE. ALLOW -1 DON'T KNOW / -2 FOR NOT APPLICABLE / DIDN'T NEED STAFF TO BE AVAILABLE.

**ASK ALL AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4).
EXCLUDE SOLUS FREEDOM PASS USERS
OTHERS TO FILTER BEFORE TOPUP1**

OYST11e And do you know where or how [CATI TO DISPLAY 'else' IF HAVE OYSTER PAY YOU GO CODE 1 @ OYST8a) you can top up an Oyster card to Pay As You Go, or renew an Oyster season ticket, Travelcard or pass?
DO NOT PROMPT

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet
8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

**ASK ALL AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)
EXCLUDE SOLUS FREEDOM PASS USERS**

OYST12a And which of these methods can you use to top up an Oyster card to Pay As You Go, or renew an Oyster season ticket, Travelcard or pass?
CATI TO DISPLAY THOSE NOT CODED @ OYST11a, OYST11b, OYST11c OR OYST 11e. IF ALL CODES 1-7 PREVIOUSLY SELECTED, SKIP TO INSTRUCTION ABOVE OYST12b.
READ OUT

1. Underground station ticket office
2. Underground station ticket machine
3. Certain National Rail Stations
4. Newsagent/ Shop
5. Oyster Ticket stop (i.e. retail outlets where you can buy tickets for travel)
6. Over the phone
7. On the Internet

8. Travel Information Centre
9. Other (SPECIFY)
10. Don't know

TOPUP1 **ASK IF USE OYSTER PAYG (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN)**
How often do you usually top up your Oyster card?
PROMPT USING ANSWERS BELOW IF NECESSARY
SINGLE CODE ONLY

1. Three or more times a week
2. Twice a week
3. Once a week
4. Once every two weeks / fortnight
5. Once a month
6. Less often than once a month
7. (Have never topped up before)
8. (Don't know)

TOPUP2 **ASK IF USE OYSTER PAYG (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN)**
How much money do you usually add to your Oyster Pay As You Go each time you top up?
PROMPT USING ANSWERS BELOW IF NECESSARY
SINGLE CODE ONLY

1. Up to £3.00 (each time)
2. £3.01 to £4.00 (each time)
3. £4.01 to £5.00 (each time)
4. £5.01 to £6.00 (each time)
5. £6.01 to £7.00 (each time)
6. £7.01 to £8.00 (each time)
7. £8.01 to £9.00 (each time)
8. £9.01 to £10.00 (each time)
9. £10.01 to £15.00 (each time)
10. £15.01 to £20.00 (each time)
11. £20.01 to £40.00 (each time)
12. More than £40.00 (each time)
13. (Have never topped up before)
14. (Don't know)

OYST12b **ASK ALL AWARE OF OYSTER (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) OR IF PROMPTED AWARE OF OYSTER (CODE 1 AT OYST4)**
EXCLUDE SOLUS FREEDOM PASS USERS
OTHERS GO TO OYST13
Have you heard of the Auto Top-Up feature for Oyster Pay As You Go?
This allows for your Oyster card to be topped up automatically to an amount that you set whenever the Pay As You Go balance falls below £5.

1. Yes

2. No
3. Don't know

OYST12c **ASK ALL AWARE OF AUTO TOP-UP (CODE 1 AT OYST12b). OTHERS TO OYST13**
Have you ever set up your Oyster card for Auto Top-Up?
PROBE AS PER PRECODES WHERE NECESSARY. SINGLE CODE.

1. Yes – currently set up
2. Yes – but since cancelled it
3. No
4. No - tried but couldn't complete process
5. No - set up ATU but it didn't work
6. Don't know

OYST13 **ASK ALL**
EXCLUDE FREEDOM PASS USERS
How favourable or unfavourable are your overall opinions of the Oyster Card overall?
Would you say they are..
READ OUT. SINGLE CODE ONLY

1. Very favourable
2. Mainly favourable
3. Neither favourable nor unfavourable
4. Mainly unfavourable
5. Very unfavourable
6. (Haven't heard of it)
7. (Don't know)

OYST14 **ASK ALL**
EXCLUDE FREEDOM PASS USERS
I'm going to read out some general attitudes regarding the Oyster Card and I'd like you to tell me which one best applies to you. So would you say..
READ OUT. SINGLE CODE ONLY

1. You would be critical of Oyster without being asked
2. You would be critical of Oyster if someone asked your opinion
3. You would be neutral about Oyster if someone asked your opinion
4. You would speak highly of Oyster if someone asked your opinion
5. Or you think so much of Oyster you would speak highly of it without being asked
6. (None of the above / Don't know)

**ASK ALL
EXCLUDE FREEDOM PASS USERS**

OYST15 **And which of these statements best applies to you regarding Oyster? Would you say...**
READ OUT. SINGLE CODE ONLY

1. You would definitely recommend Oyster to your family, friends and others spontaneously without them asking
2. You would probably recommend Oyster to your friends, family and others if they asked your opinion
3. You probably wouldn't recommend Oyster to your friends, family and others
4. You definitely wouldn't recommend Oyster to your friends, family and others
5. (None of the above / Don't know)

ASK ALL WHO HAVE AN OYSTER CARD (CODE 1 AT OYST3 OR CODE 2 AT ANY OF QTICKBUS, QTICKTUBE, QTICK DLR, QTICK TRAM, QTICKTRAIN OR CODE 1 AT QOYSTER_1 OR CODES 1-10 AT QOYSTER_2) . OTHERS TO NEXT SECTION.

OYST16 **Can you tell me if you have registered your Oyster card?**

1. Yes
2. No
3. Don't know

ASK IF HAVE REGISTERED OYSTER CARD (CODE 1 AT OYST16). OTHERS TO FILTER AT OYST18

OYST17 **Why did you register your Oyster card?**

PROBE AS PRECODES WHERE NECESSARY. MULTICODE POSSIBLE

1. To protect my card if lost or stolen
2. To receive information on service disruptions
3. To set up auto top-up on my Oyster card
4. I had to (to get an Oyster card)
5. Automatically done when obtained card
6. Advised to when purchasing
7. To be able to use it online
8. To get refund / deposit back
9. Other (please specify)
10. (No reason)
11. (Don't know)

ASK IF HAVE NOT REGISTERED OYSTER CARD (CODE 2 AT OYST16). OTHERS TO NEXT SECTION

OYST18 **Why haven't you registered your Oyster card?**

PROBE AS PRECODES WHERE NECESSARY. MULTICODE POSSIBLE

1. Didn't know about it
2. Can't be bothered
3. Don't like form filling
4. Don't see the point / No benefits
5. Don't want TfL having my details

6. Don't want TfL knowing my movements / travel
7. Didn't know I could / wasn't informed
8. Not had time yet / too busy
9. Don't use Oyster often enough
10. Didn't have to / wasn't compulsory
11. Didn't / don't have internet access
12. Other (please specify)
13. (No reason)
14. (Don't know)

5.2 Sample profile

5.2.1 Socio-demographic profile of rail users

	Total sample (rep. London residents)	All rail users	Rail users 5+ days / week	Rail users at least weekly	Rail users less often
	%	%	%	%	%
Male	49	49	56	56	42
Female	51	51	44	44	58
16 to 34	39	43	55	49	37
35 to 54	34	33	36	31	35
55+	26	24	9	19	28
White	69	69	62	67	71
BAME	25	26	35	27	24
Disability / impairment	10	9	8	7	10
None	89	91	92	92	90
Working	60	63	90	70	57
Other	40	27	10	30	43
AB	33	36	44	38	34
C1	28	28	37	30	27
C2	11	10	7	11	9
DE	20	18	6	13	21
Base:	(n=1,005)	(n=673)	(n=106)	(n=298)	(n=375)

5.2.2 Mode usage profile of rail users

	Total sample (rep. London residents)	All rail users	Rail users 5+ days / week	Rail users at least weekly	Rail users less often
	%	%	%	%	%
Use buses 5+ days / week	32	35	47	43	27
Use buses at least weekly	67	72	77	78	66
Use buses at all	86	91	90	92	91
Use tube 5+ days / week	22	25	53	34	17
Use tube at least weekly	55	61	72	75	47
Use tube at all	83	91	88	91	92
Use rail 5+ days / week	12	17	100	0	0
Use rail at least weekly	32	48	100	100	0
Use rail at all	68	100	100	100	100
<i>Base:</i>	<i>(n=1,005)</i>	<i>(n=673)</i>	<i>(n=106)</i>	<i>(n=298)</i>	<i>(n=375)</i>

5.2.3 Socio-demographic profile of Oyster users on rail

	Total sample (rep. London residents)	All rail users	Use Oyster PAYG or period on rail	Use Oyster PAYG on rail	Would use Oyster PAYG on rail in future
	%	%	%	%	%
Male	49	49	54	55	42
Female	51	51	46	45	58
16 to 34	39	43	62	61	48
35 to 54	34	33	32	33	39
55+	26	24	6	6	12
White	69	69	56	55	72
BAME	25	26	41	43	28
Disability / impairment	10	9	3	3	6
None	89	91	96	96	94
Working	60	63	76	73	71
Other	40	27	24	27	29
AB	33	36	39	40	37
C1	28	28	30	26	31
C2	11	10	9	9	10
DE	20	18	10	11	15
Base:	(n=1,005)	(n=673)	(n=195)	(n=151)	(n=319)

5.2.4 Mode usage profile of rail users

	Total sample (rep. London residents)	All rail users	Use Oyster PAYG or period on rail	Use Oyster PAYG on rail	Would use Oyster PAYG on rail in future
	%	%	%	%	%
Use buses 5+ days / week	32	35	41	40	30
Use buses at least weekly	67	72	77	76	71
Use buses at all	86	91	94	95	90
Use tube 5+ days / week	22	25	44	37	24
Use tube at least weekly	55	61	75	74	60
Use tube at all	83	91	92	93	91
Use rail 5+ days / week	12	17	28	19	17
Use rail at least weekly	32	48	56	51	47
Use rail at all	68	100	100	100	100
<i>Base:</i>	<i>(n=1,005)</i>	<i>(n=673)</i>	<i>(n=195)</i>	<i>(n=151)</i>	<i>(n=319)</i>