Superloop User Perceptions Research

June 2024

Background and objectives

- TfL have launched a new network of express bus routes with the aim of improving connections and journey times between key Outer London town centres and transport hubs

- TfL commissioned research to evaluate customers using the Superloop services, with the priority being to measure understanding of the concept, perceptions of the branding and broader impact on attitudes and sentiment towards TfL buses more widely

- This research ran across 2 waves. Wave 1 took place in October/November 2023 and covered the SL6, SL7, SL8 and SL9 which were upgrades to existing routes. Wave 2 took place in May 2024 and covered the SL1, SL2, SL3, SL5 and SL10, which are newly created routes.

Research Objectives

- To measure and understand customer understanding of the Superloop service

- To understand customer views of the Superloop

- To gauge customer perceptions of the Superloop branding

- To understand what, if any, wider impact the launch of the Superloop has on perceptions of TfL buses as a whole

Our Approach

We conducted face-to-face intercepts on Superloop services, with respondents answering a survey

Method

A 5-minute face-to-face survey, taking place on Superloop buses.

Questionnaire flow:

Screener & demographics

Understanding of Superloop

Perceptions of the Superloop

Perceptions of TfL

Classification

Fieldwork conducted:
Wave 1 - 16th Oct – 5th Nov 2023
Wave 2 – 8th May – 19th May 2024

Sample

Total sample:

Wave 1
We spoke to a total of N=401 respondents

The breakdown by each route is as follows:
SL6: N=101
SL7: N=100
SL8: N=100
SL9: N=100

Wave 2
We spoke to a total of N=534 respondents

The breakdown by each route is as follows:
SL1: N=106
SL2: N=108
SL3: N=106
SL5: N=104
SL10: N=110

As this research was face-to-face, hard quotas on demographics were not applied, and were allowed to fall out naturally. Interviewers were directed to approach a range of customers by age and gender across all routes.

Final data was weighted within each wave to ensure comparability across the routes.

Summary of Findings & Recommendations

1.

Customers on the Superloop recognise and understand the service, with branding helping it to stand out
- Almost all respondents are aware of the Superloop when prompted (99% in wave 1 and 94% in wave 2), however there is room to grow spontaneous awareness across wave 2 routes, particularly the SL1, 3 and 5
- Customers connect well with the branding, helping to differentiate the service from other TfL buses, making it distinct as 'The Superloop'
- Most understand the Superloop to be an express service – however knowledge that it connects Outer London is weaker

2.

Improving services in Outer London has fostered positive perceptions of TfL
- Respondents support the importance of connecting Outer London through PT, particularly those without access to cars
- The creation of the Superloop demonstrates that TfL is working to improve PT access, options and experience for customers
- However, there is some further work to be done to convince commuters of the positive changes that TfL is working towards

3.

Positive experiences have meant the service has quickly developed loyalty amongst customers
- 9 in 10 customers say that their experience on the Superloop is better than other TfL buses
- This is driven by the speed of the service, creating a shorter journey time. Additionally, the Superloop has increased opportunity for travel using PT by servicing the key stops that customers need to go to
- This has led almost all customers to say that they would use the service again – particularly commuters

4.

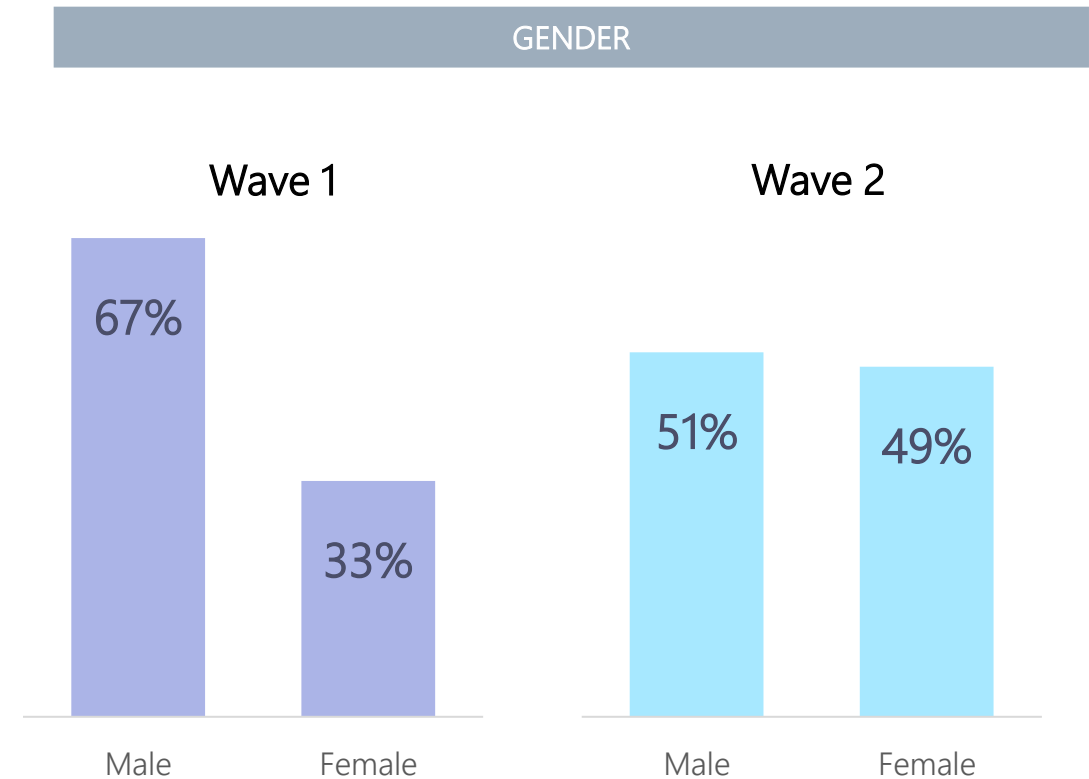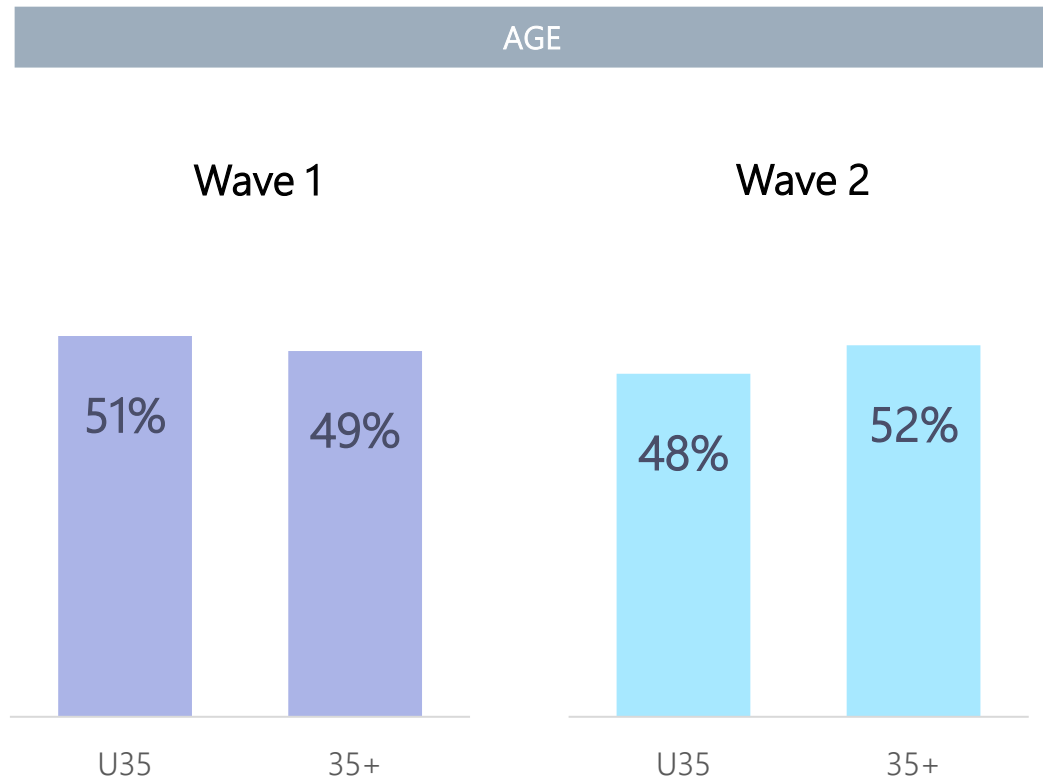**Customers are starting to utilise the Superloop for its intended purpose – as a connecting 'loop' of services**
- Across wave 2, over a third state that they have used another Superloop service, however there is room to grow this on the SL3 with only 1 in 4 having used another Superloop service
- Customers are most likely to have used other routes which connect to their current service at Superloop 'hubs'

Sample weighting

Differing demographic fallout of respondents across the two waves means that sample within each wave has been weighted differently to ensure each wave is representative of the sample collected

AGE

Wave 1

51% U35 · 49% 35+

Wave 2

48% U35 · 52% 35+

GENDER

Wave 1

67% Male · 33% Female

Wave 2

51% Male · 49% Female

AGE. What is your age please? We ask this to ensure we speak to a representative audience. GENDER. And please confirm how you'd like me to record your gender:
Base : Total wave 1 sample (401), total wave 2 sample (534)

TfL RESTRICTED

Understanding respondent profiles across waves

Respondents in wave 2 are more likely to be travelling for leisure purposes compared to wave 1, however on average weekly usage is the same
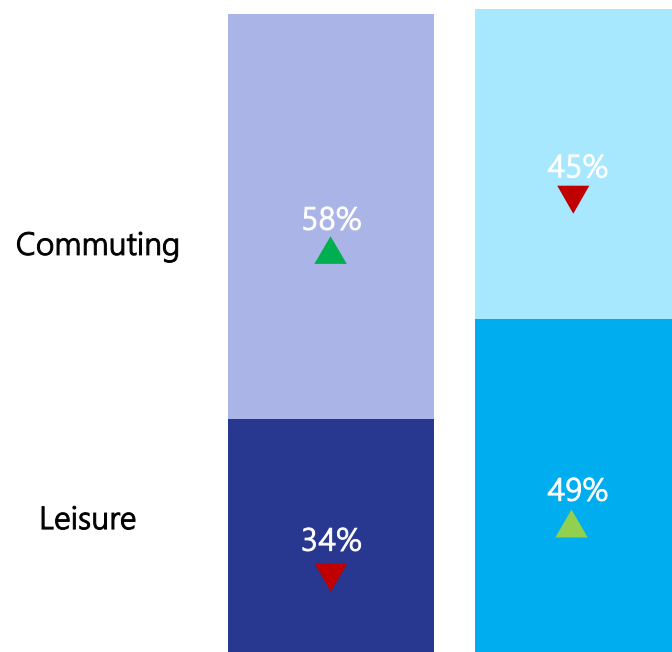
| REASON FOR TRAVEL | FREQUENCY OF USE | BOROUGH (among those who live in London) |

Commuting

58% ▲
45% ▼

Leisure

34% ▼
49% ▲

At least once a week

74%
75%

Less than once a week

26%
25%

Inner London

18%
14%

Outer London

82%
86%

C1a. What is the reason for your journey today? C1. How often do you usually travel on the (DROUTE) bus? LDN. Which London borough do you live in?
Base : Total wave 1 sample (401), total wave 2 sample (534)

Sig higher ▲ or lower ▼ vs total at 95% confidence

2cv

7
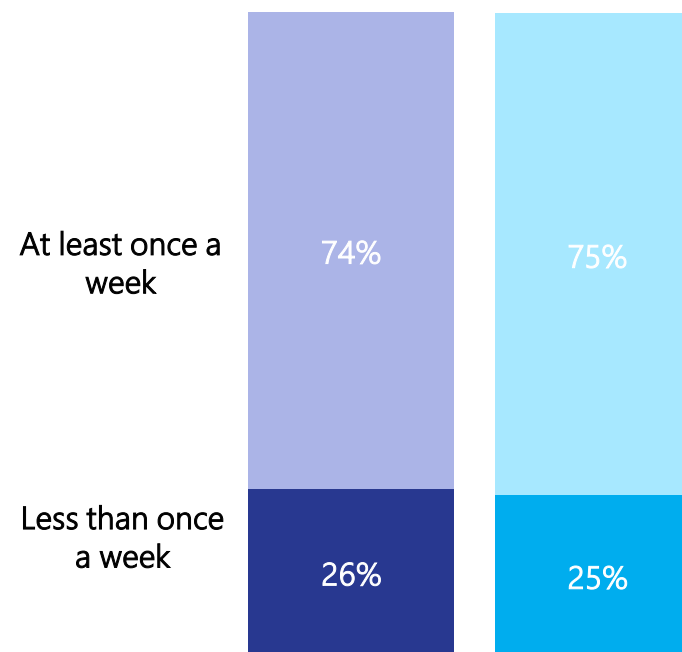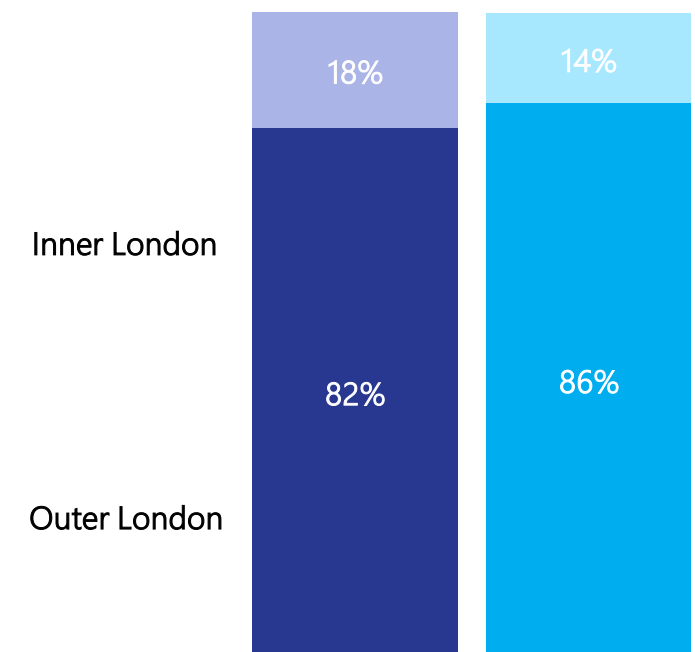
WAVE 1 | Understanding respondent profiles across the routes

Those on the SL6 and SL7 are more likely to be commuting, additionally customers interviewed on the SL7 and SL9 are slightly less likely to travel on the route frequently, and tend to live in Outer London

REASON FOR TRAVEL

■ Leisure ■ Commuting

	SL6	SL7	SL8	SL9
Commuting	82% ▲	59%	52%	41% ▼
Leisure	15% ▼	32%	47% ▲	42%

FREQUENCY OF USE

■ Less than once a week ■ At least once a week

	SL6	SL7	SL8	SL9
At least once a week	88% ▲	71%	78%	57% ▼
Less than once a week	12% ▼	29%	22%	43% ▲

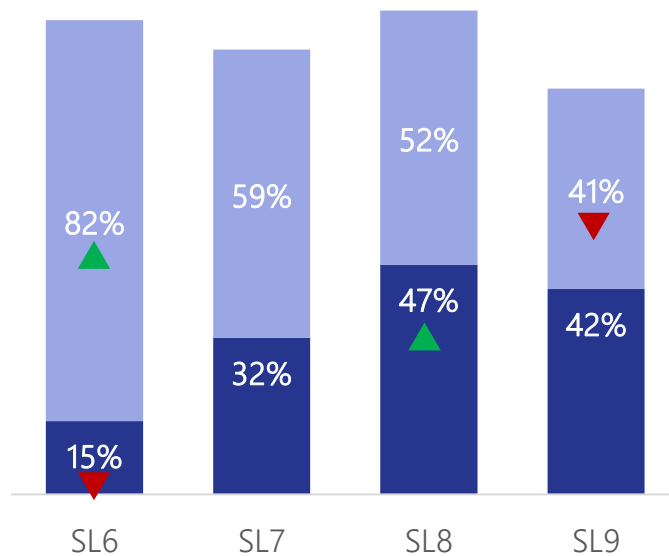**BOROUGH (among those who live in London)**

■ Outer London ■ Inner London

	SL6	SL7	SL8	SL9
Inner London	26% ▲	100% ▲	33% ▲	13%
Outer London	74% ▼		67% ▼	87%

C1a. What is the reason for your journey today? C1. How often do you usually travel on the (DROUTE) bus? LDN. Which London borough do you live in?
Base : Wave 1 respondents on each route : SL6 (101), SL7 (100), SL8 (100), SL9 (100)

TfL RESTRICTED

Sig higher ▲ or lower ▼ vs total at 95% confidence
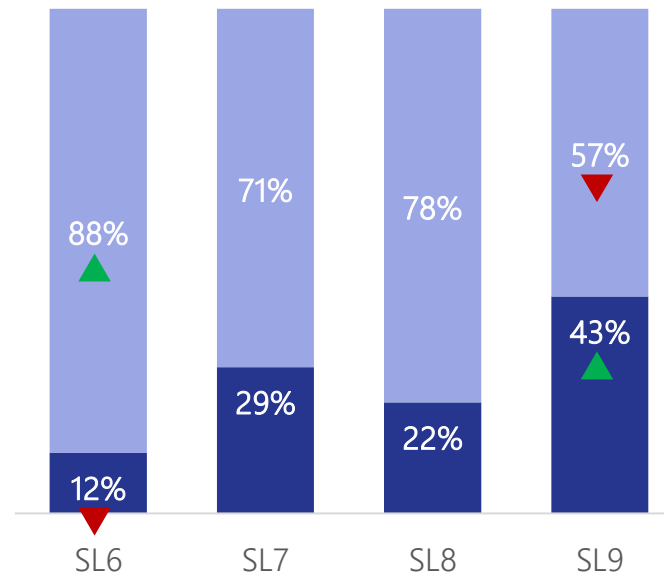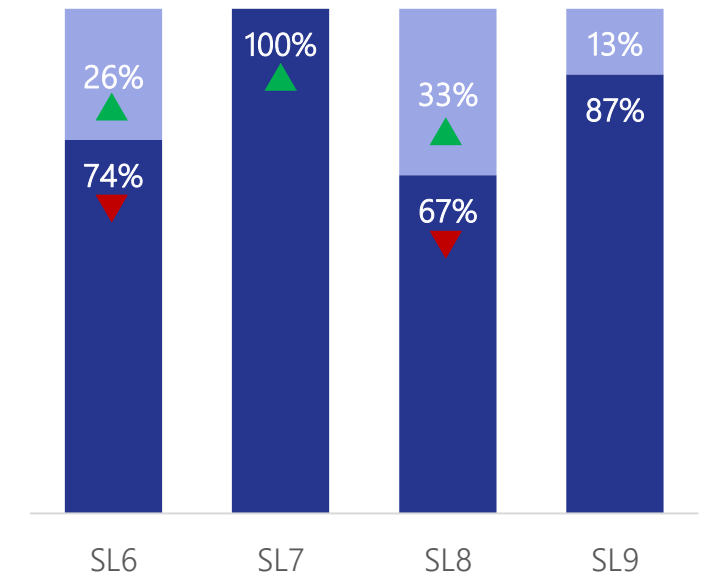
WAVE 2 | Understanding respondent profiles across the routes

Those on the SL10 are more likely to be commuting and living in Inner London, whilst those on the SL3 are more likely to be travelling for leisure and living in Outer London

REASON FOR TRAVEL

■ Leisure ■ Commuting

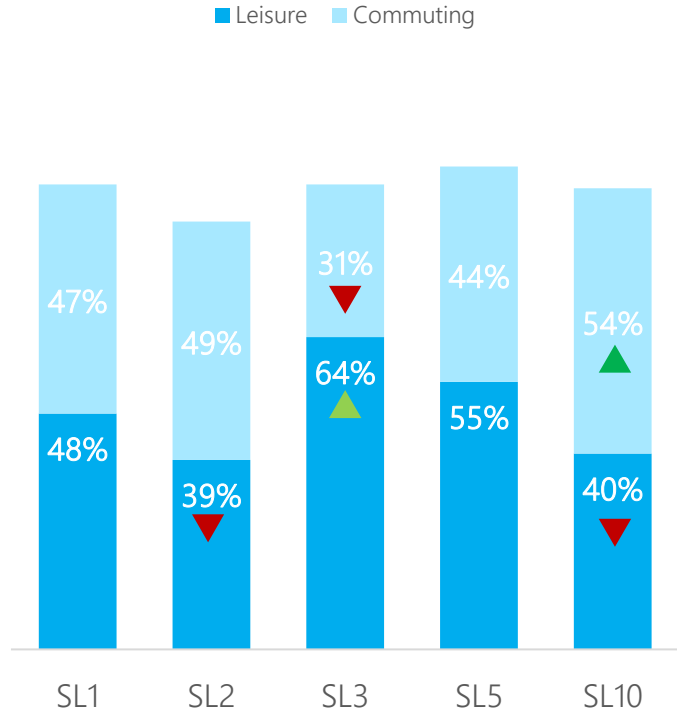|	SL1	SL2	SL3	SL5	SL10
Commuting	47%	49%	31% ▼	44%	54% ▲
Leisure	48%	39% ▼	64% ▲	55%	40% ▼

FREQUENCY OF USE

■ Less than once a week ■ At least once a week

	SL1	SL2	SL3	SL5	SL10
At least once a week	72%	77%	76%	74%	76%
Less than once a week	28%	23%	24%	26%	24%

BOROUGH (among those who live in London)

■ Outer London ■ Inner London

	SL1	SL2	SL3	SL5	SL10
Inner London	14%	11%	30% ▲	13%	4% ▼
Outer London	86%	89%	70% ▼	87%	96% ▲

TfL RESTRICTED

Sig higher ▲ or lower ▼ vs total at 95% confidence

Awareness and understanding

Across all routes, including rebranded and new routes, most respondents are aware of the 'Superloop' name when prompted

Spontaneously, there is also strong understanding of the Superloop being an express service

Prompted recall of Superloop

99%
Wave 1

94%
Wave 2

Spontaneous understanding of Superloop Service

Any mention of...

■ Wave 1
■ Wave 2

Category	Wave 1	Wave 2
An express/fast service	79%	74%
Stops at fewer stops	34%	42%
Is a new bus/service/route	23%	36%
Is looking different to other/normal TfL buses	15%	10%
Is connecting outer London	13%	21%
Is an upgrade to a previously existing route	11%	16%
Is different to other/normal TfL bus services	11%	11%
Is not new/the same service/route	6%	6%
Is a normal bus/service	4%	8%
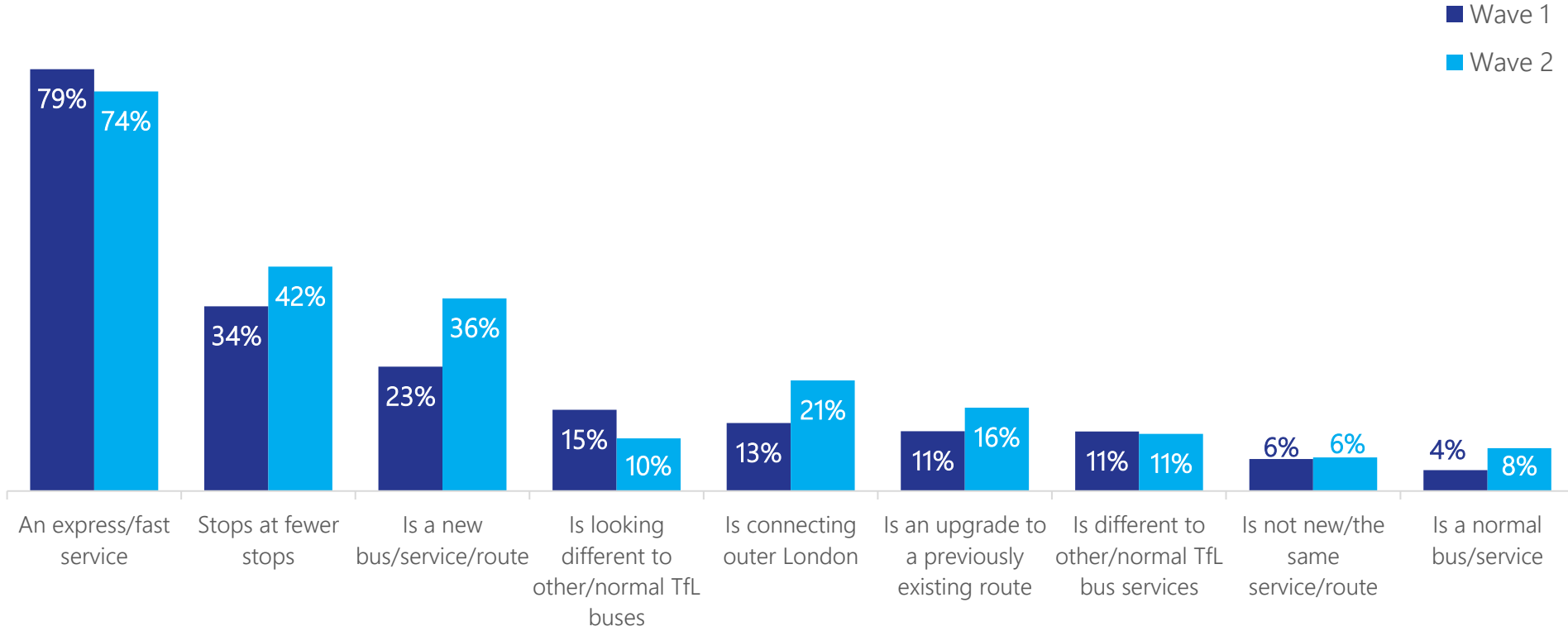
A1a. Had you heard of Superloop before today? A2. What, if anything, do you understand a TfL Superloop bus service to be or do? / TfL have a collection of bus routes which make up the Superloop bus service - what does the name 'Superloop' suggest the bus services are, or do, to you? Base : Wave 1 total sample (491) Wave 2 total sample (534)

Yet spontaneous awareness of the Superloop is weaker on routes tested in wave 2, compared to rebranded routes from wave 1

Respondents on wave 2 routes were more likely to mention that the service is 'express' or 'fast'

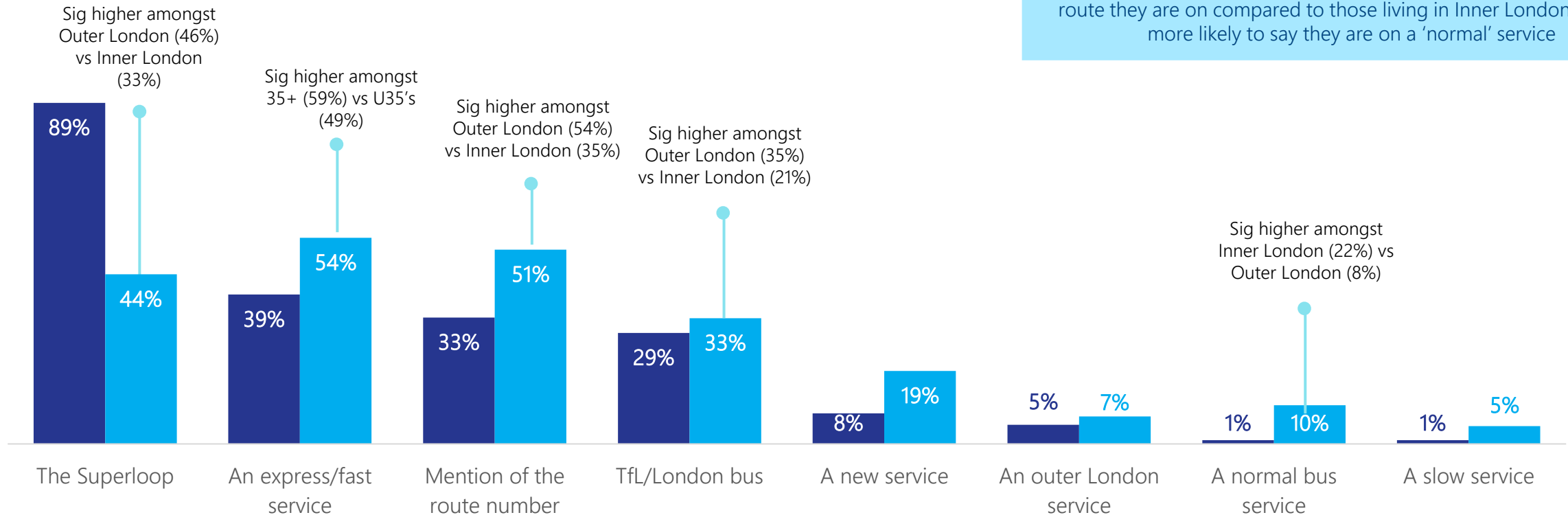Spontaneous mentions of bus service currently using

Any reference to…

■ Wave 1 ■ Wave 2

Those living in Outer London have a better understanding of Superloop services – they are more likely to be aware of the Superloop and the route they are on compared to those living in Inner London who are more likely to say they are on a 'normal' service

Sig higher amongst Outer London (46%) vs Inner London (33%)

Sig higher amongst 35+ (59%) vs U35's (49%)

Sig higher amongst Outer London (54%) vs Inner London (35%)

Sig higher amongst Outer London (35%) vs Inner London (21%)

Sig higher amongst Inner London (22%) vs Outer London (8%)

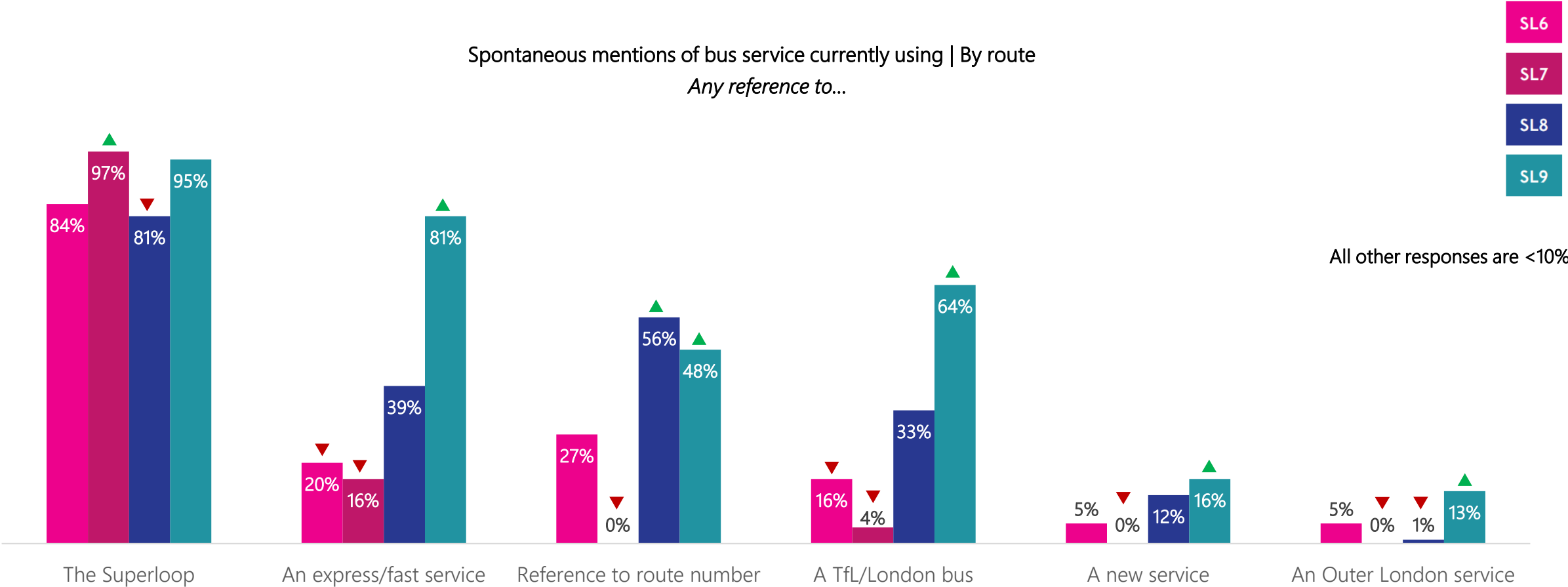|	The Superloop	An express/fast service	Mention of the route number	TfL/London bus	A new service	An outer London service	A normal bus service	A slow service
Wave 1	89%	39%	33%	29%	8%	5%	1%	1%
Wave 2	44%	54%	51%	33%	19%	7%	10%	5%

A1. Could you tell me what you know about the bus service that you are currently on?
Base : Total wave 1 sample (401), total wave 2 sample (534)

Spontaneous mentions of the name 'Superloop' are consistent across wave 1 routes; with 4 in 5 also calling the SL9 fast

For the SL6 and SL7, fewer spontaneously call the service fast and there is also lower association with TfL

Spontaneous mentions of bus service currently using | By route
Any reference to...

SL6
SL7
SL8
SL9

All other responses are <10%

	The Superloop	An express/fast service	Reference to route number	A TfL/London bus	A new service	An Outer London service
SL6	84%	20% ▼	27%	16% ▼	5%	5%
SL7	97% ▲	16% ▼	0% ▼	4% ▼	0% ▼	0% ▼
SL8	81% ▼	39%	56% ▲	33%	12%	1% ▼
SL9	95%	81% ▲	48% ▲	64% ▲	16% ▲	13% ▲

A1. Could you tell me what you know about the bus service that you are currently on?
Base : Wave 1 respondents on each route : SL6 (101), SL7 (100), SL8 (100), SL9 (100)

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Sig higher ▲ or lower ▼ vs total at 95% confidence

13

Across wave 2 routes, customers on the SL2 and SL10 are most likely to spontaneously refer to the 'Superloop' by name

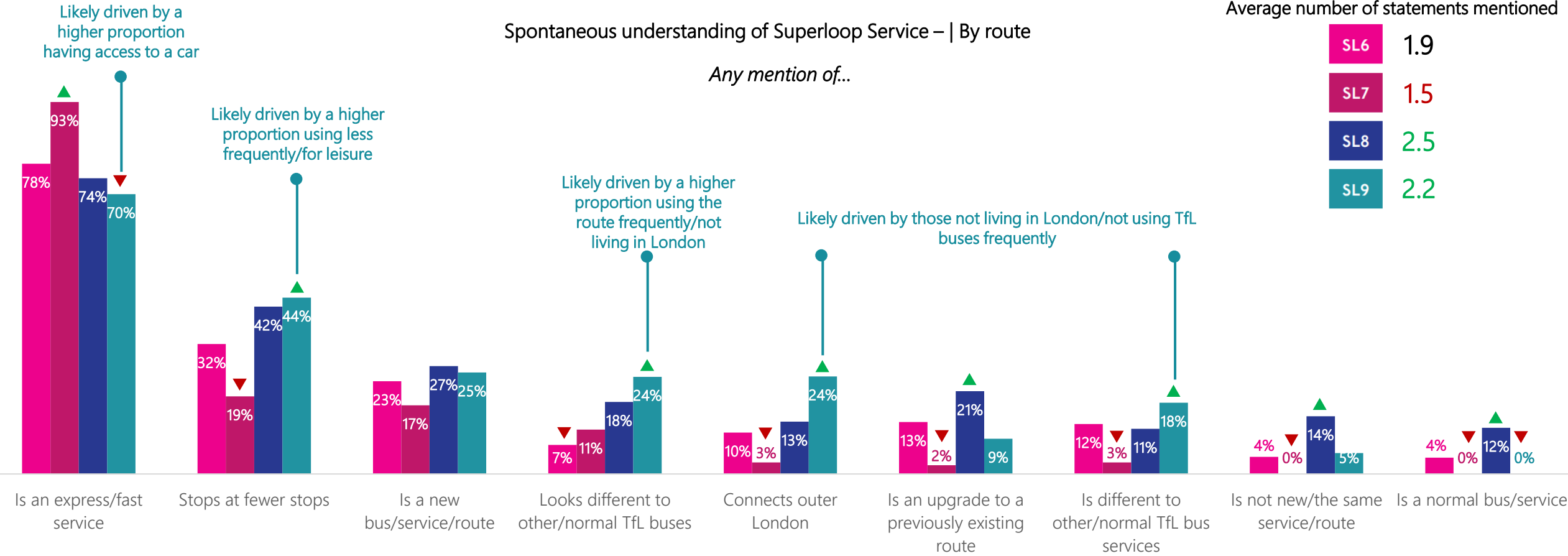## The SL1, 3 and 5 have weaker associations with their route number and being part of the Superloop – they are more strongly associated with being 'express/fast' or a 'TfL/London bus'

Spontaneous mentions of bus service currently using | By route

Any reference to...

SL1
SL2
SL3
SL5
SL10

	An express/fast service	Reference to route number	The Superloop	A TfL/London bus	A new service	A normal bus service	An Outer London service	A slow service
SL1	49%	46%	29%	36%	19%	16%	6%	7%
SL2	48%	72%	69%	36%	21%	4%	12%	2%
SL3	59%	41%	36%	22%	16%	10%	4%	1%
SL5	55%	32%	38%	22%	15%	8%	5%	4%
SL10	58%	60%	50%	48%	24%	12%	10%	10%
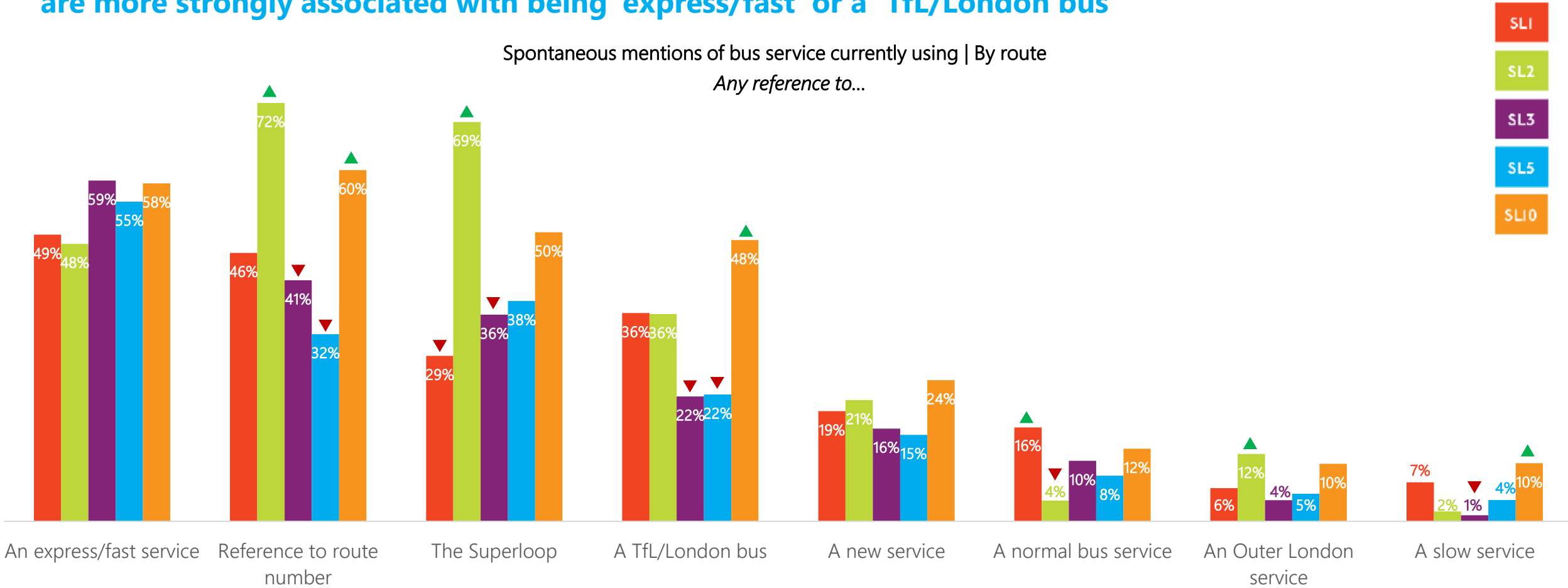
A1. Could you tell me what you know about the bus service that you are currently on?
Base : Wave 2 respondents on each route : SL1 (106), SL2 (108), SL3 (106), SL5 (104), SL10 (110)

TfL RESTRICTED

Sig higher ▲ or lower ▼ vs total at 95% confidence

The SL9 has strong associations with connecting Outer London, whilst the SL8 is more strongly understood to be an upgrade

There is a clear understanding across the routes, however this is slightly weaker for the SL6 and SL7

Spontaneous understanding of Superloop Service – | By route

Any mention of...

Average number of statements mentioned

SL6	1.9
SL7	1.5
SL8	2.5
SL9	2.2

Likely driven by a higher proportion having access to a car

Likely driven by a higher proportion using less frequently/for leisure

Likely driven by a higher proportion using the route frequently/not living in London

Likely driven by those not living in London/not using TfL buses frequently

Is an express/fast service: 78%, 93%, 74%, 70%

Stops at fewer stops: 32%, 19%, 42%, 44%

Is a new bus/service/route: 23%, 17%, 27%, 25%

Looks different to other/normal TfL buses: 7%, 11%, 18%, 24%

Connects outer London: 10%, 3%, 13%, 24%

Is an upgrade to a previously existing route: 13%, 2%, 21%, 9%

Is different to other/normal TfL bus services: 12%, 3%, 11%, 18%

Is not new/the same service/route: 4%, 0%, 14%, 5%

Is a normal bus/service: 4%, 0%, 12%, 0%

A2. What, if anything, do you understand a TfL Superloop bus service to be or do? / TfL have a collection of bus routes which make up the Superloop bus service - what does the name 'Superloop' suggest the bus services are, or do, to you?
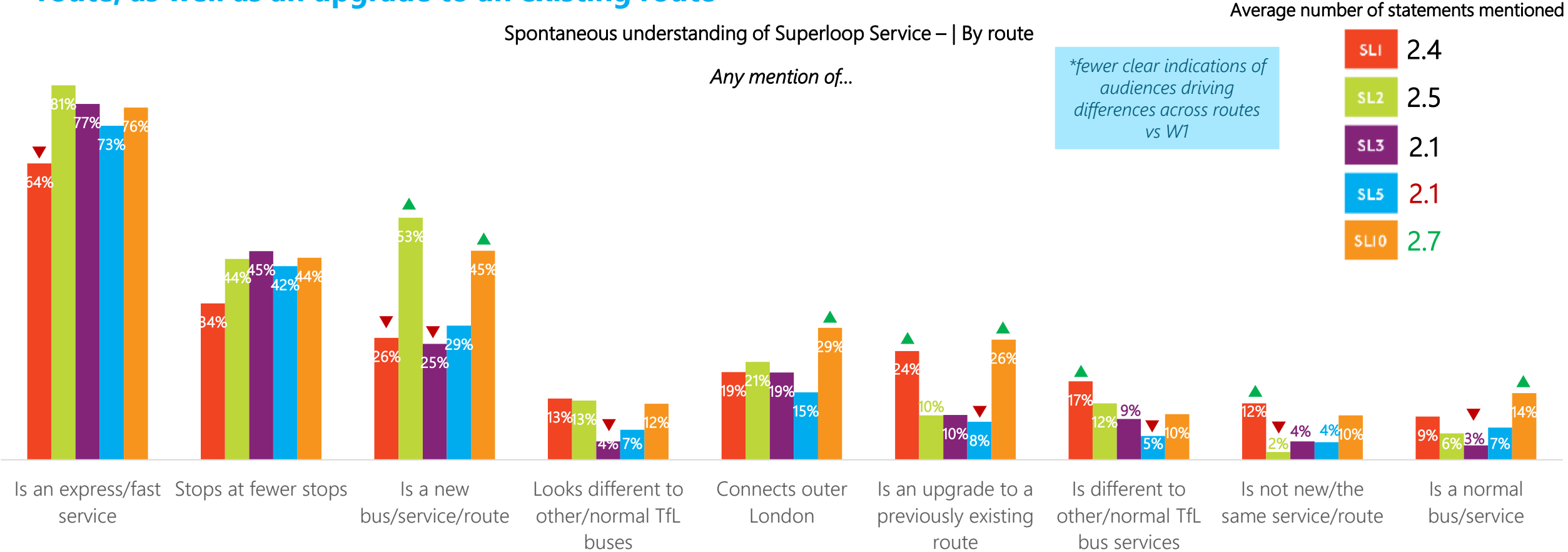Base : Wave 1 passengers on each route : SL6(101), SL7 (100), SL8 (100), SL9 (100)

Sig higher ▲ or lower▼ vs total at 95% confidence

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The SL2 has the strongest associations with being a new route whilst the SL1 has weakest understanding overall

There is potentially some mis-understanding around the SL10 with strong connections with being a new route, as well as an upgrade to an existing route

Spontaneous understanding of Superloop Service – | By route

Any mention of...

fewer clear indications of audiences driving differences across routes vs W1

Average number of statements mentioned

SL1	2.4
SL2	2.5
SL3	2.1
SL5	2.1
SL10	2.7

Is an express/fast service: SL1 64% ▼, SL2 81%, SL3 77%, SL5 73%, SL10 76%

Stops at fewer stops: SL1 34%, SL2 44%, SL3 45%, SL5 42%, SL10 44%

Is a new bus/service/route: SL1 26% ▼, SL2 53% ▲, SL3 25% ▼, SL5 29%, SL10 45% ▲

Looks different to other/normal TfL buses: SL1 13%, SL2 13%, SL3 4% ▼, SL5 7%, SL10 12%

Connects outer London: SL1 19%, SL2 21%, SL3 19%, SL5 15%, SL10 29% ▲

Is an upgrade to a previously existing route: SL1 24% ▲, SL2 10%, SL3 10%, SL5 8% ▼, SL10 26% ▲

Is different to other/normal TfL bus services: SL1 17% ▲, SL2 12%, SL3 9%, SL5 5% ▼, SL10 10%

Is not new/the same service/route: SL1 12% ▲, SL2 2% ▼, SL3 4%, SL5 4%, SL10 10%

Is a normal bus/service: SL1 9%, SL2 6%, SL3 3% ▼, SL5 7%, SL10 14% ▲

A2. What, if anything, do you understand a TfL Superloop bus service to be or do? / TfL have a collection of bus routes which make up the Superloop bus service - what does the name 'Superloop' suggest the bus services are, or do, to you?
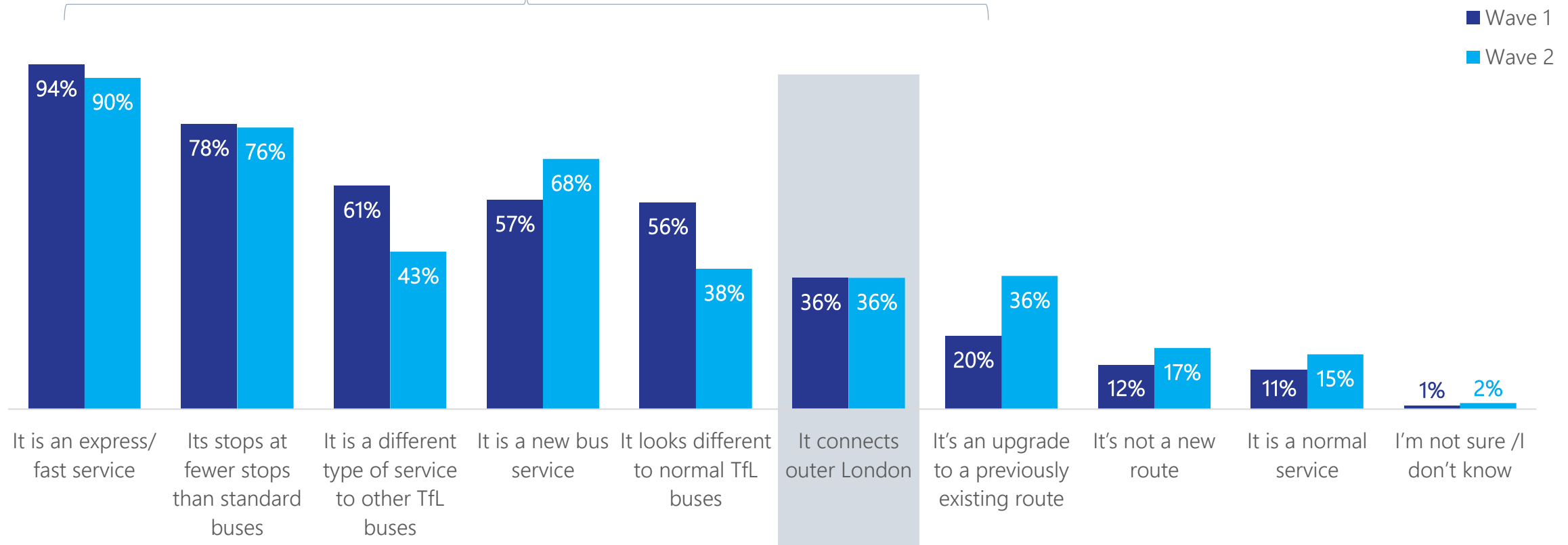Base : Wave 2 passengers on each route : SL1 (106), SL2 (108), SL3 (106), SL5 (104), SL10 (110)

Sig higher ▲ or lower ▼ vs total at 95% confidence

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16

When prompted, most show greater understanding of the service

However, there is room to generate greater understanding that the service was created to connect Outer London

Prompted understanding of the Superloop

99% / 98% selected at least one

■ Wave 1
■ Wave 2

	Wave 1	Wave 2
It is an express/fast service	94%	90%
Its stops at fewer stops than standard buses	78%	76%
It is a different type of service to other TfL buses	61%	43%
It is a new bus service	57%	68%
It looks different to normal TfL buses	56%	38%
It connects outer London	36%	36%
It's an upgrade to a previously existing route	20%	36%
It's not a new route	12%	17%
It is a normal service	11%	15%
I'm not sure /I don't know	1%	2%

A3. From the list below, which of the following do you believe is true in relation to TfL Superloop buses?
Base : Wave 1 total sample (401), Wave 2 total sample (534)

There is strong multi-route usage, with customers most likely to use other routes which connect with their line at a 'hub'

There is room to grow multi-route usage on the SL3, this could increase once the SL4 is launched

% ever travelled on another Superloop bus route (excluding current route)
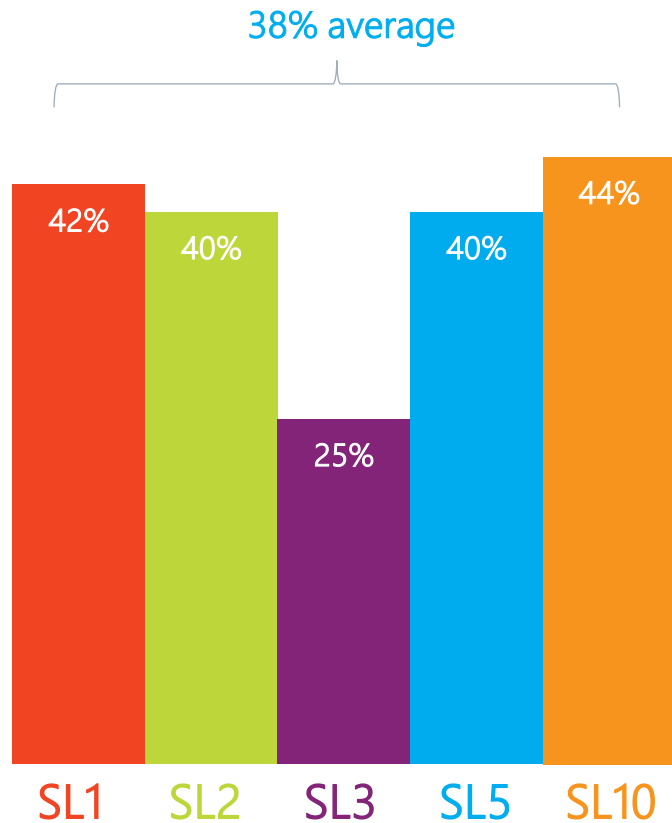
Other routes travelled on | Total sample on each route

38% average

	SL1	SL2	SL3	SL5	SL10
SL1	0% ▼	31% ▲	1% ▼	3% ▼	22% ▲
SL2	23% ▲	0% ▼	4%	3%	3%
SL3	3%	6%	0% ▼	10% ▲	2%
SL5	6%	6%	18% ▲	0% ▼	1% ▼
SL6	2%	3%	0%	6% ▲	2%
SL7	4% ▼	3% ▼	6%	32% ▲	4% ▼
SL8	4%	4%	0% ▼	5%	4%
SL9	3%	4%	0% ▼	3%	25% ▲
SL10	12% ▲	4%	1%	4%	0% ▼

C1b. Have you ever travelled on any other Superloop bus routes?
Base : Wave 2 passengers on each route : SL1 (106), SL2 (108), SL3 (106), SL5 (104), SL10 (110)

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Sig higher ▲ or lower ▼ vs total at 95% confidence

Superloop Perceptions

The Superloop has distinct branding, recognisable to customers

Branding has worked to differentiate Superloop buses from TfL buses, with the majority liking the new design

It is obvious to me which TfL buses are Superloop buses, and which bus stops are Superloop bus stops
- Agreement
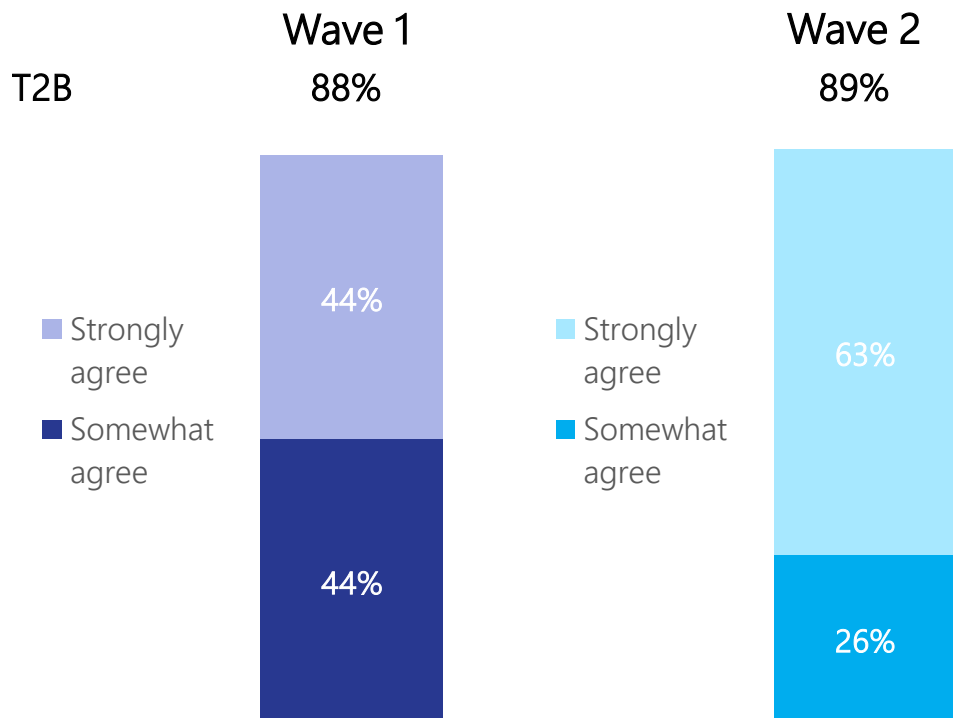
I like the Superloop colours and design
- Agreement
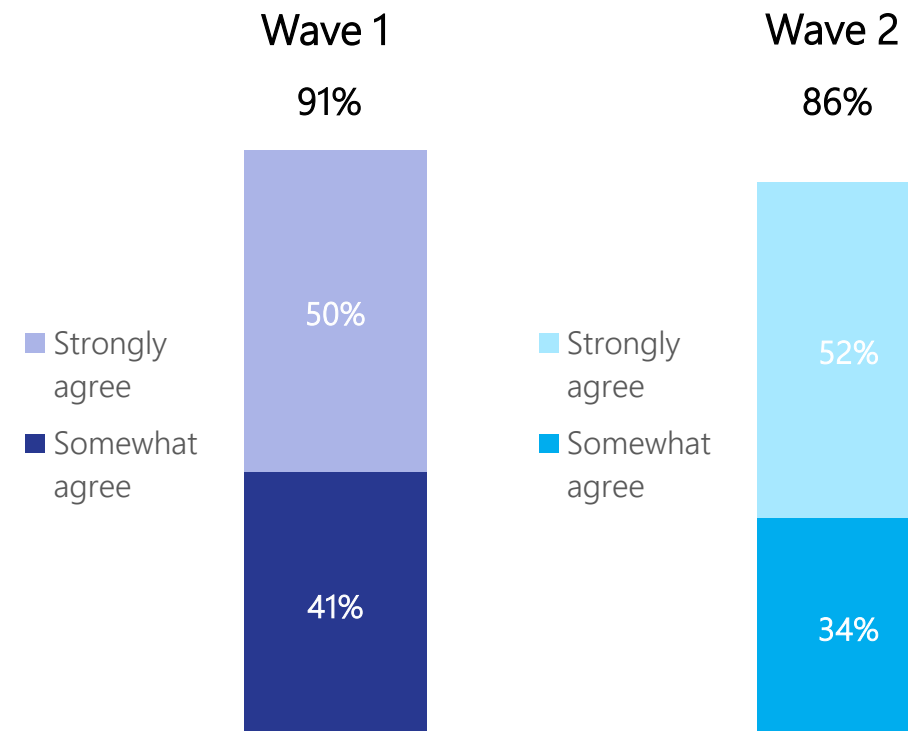
B3_Superloop. To what extent do you agree or disagree about the following statements about TfL's Superloop buses?
Base: Wave 1 total sample (401), Wave 2 total sample (534)

Customers feel that the Superloop delivers on reducing journey times, and say it is important to them that it connects outer London

Those on wave 2 routes strongly agree with the importance of connecting outer London

Superloop buses will help to get me to where I am going, faster - Agreement

T2B

	Wave 1	Wave 2
	93%	94%

Wave 1
- Strongly agree: 48%
- Somewhat agree: 45%

Wave 2
- Strongly agree: 68%
- Somewhat agree: 26%

Connecting outer London town centres and transport hubs through the Superloop service is important - Agreement

	Wave 1	Wave 2
	90%	87%

Wave 1
- Strongly agree: 38%
- Somewhat agree: 52%

Wave 2
- Strongly agree: 60%
- Somewhat agree: 28%

B3_Superloop. To what extent do you agree or disagree about the following statements about TfL's Superloop buses?
Base: Wave 1 total sample (401), Wave 2 total sample (534)

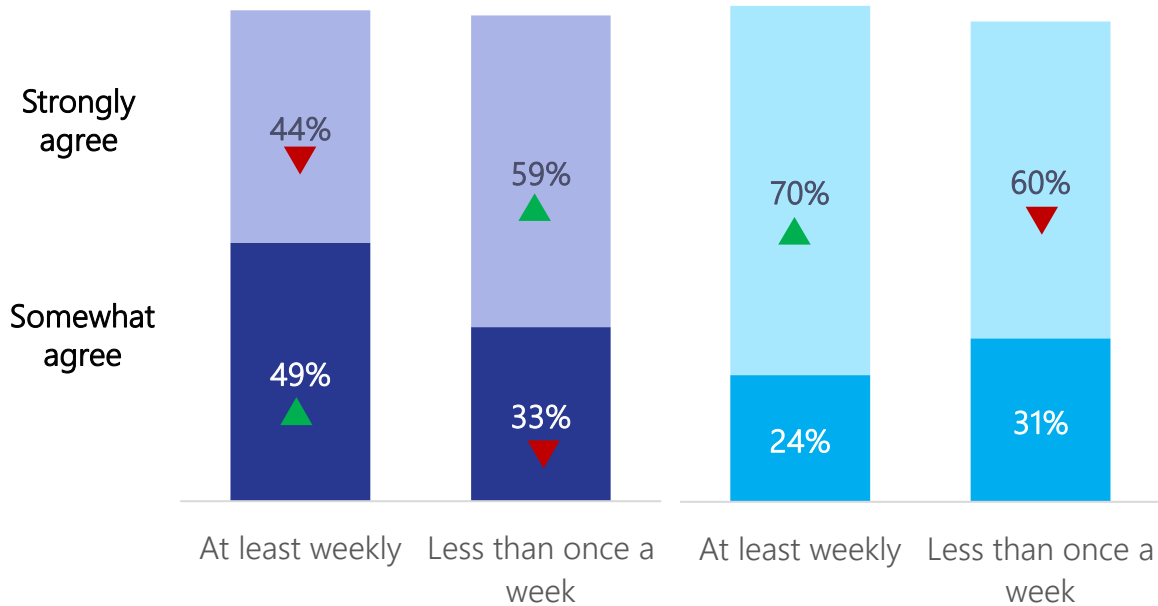# Frequent route users are most positive about the reduced journey times delivered by the Superloop

In wave 1, those without access to a car are most likely to recognize the importance of connecting Outer London, in wave 2 this is more equal

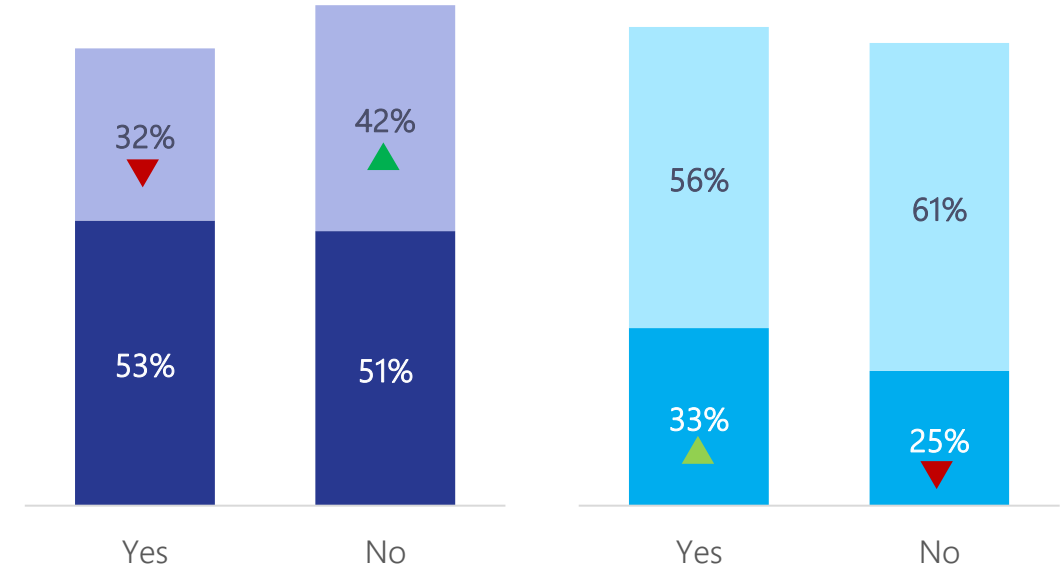| FREQUENCY OF ROUTE USE	ACCESS TO CAR

Superloop buses will help to get me to where I am going, faster - Agreement

Connecting Outer London town centres and transport hubs through the Superloop service is important - Agreement
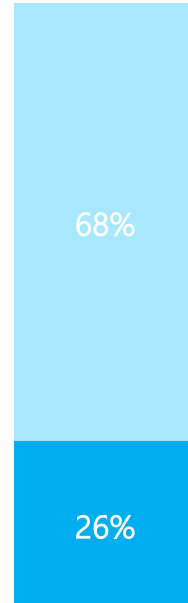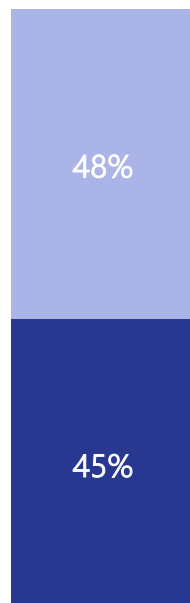
Strongly agree

Somewhat agree

Wave 1
- At least weekly: 44% ▼, 49% ▲
- Less than once a week: 59% ▲, 33% ▼

Wave 2
- At least weekly: 70% ▲, 24%
- Less than once a week: 60% ▼, 31%

Wave 1
- Yes: 32% ▼, 53%
- No: 42% ▲, 51%

Wave 2
- Yes: 56%, 33% ▲
- No: 61%, 25% ▼

B3_Superloop. To what extent do you agree or disagree about the following statements about TfL's Superloop buses?
Base: Wave 1: Travelling on Superloop at least once a week (292) Travelling on Superloop less than once a week (107) Access to car (158) No access to car (243)
Wave 2: Travelling on Superloop at least once a week (236) Travelling on Superloop less than once a week (261) Access to car (191) No access to car (388)

TfL RESTRICTED

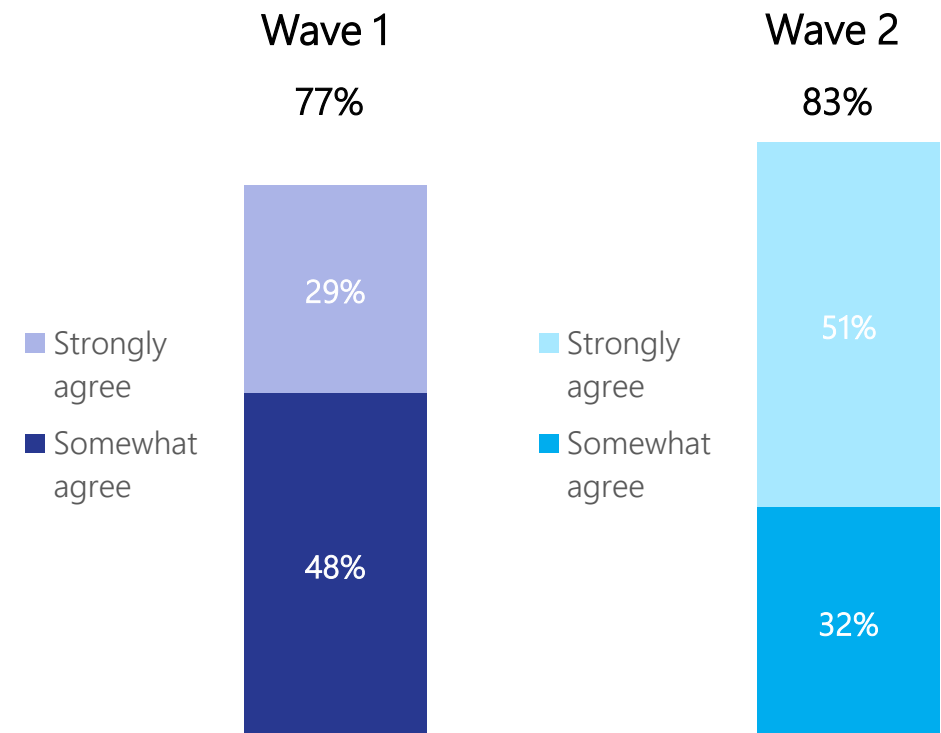Sig higher ▲ or lower ▼ vs other subgroup at 95% confidence

The service is seen as a valuable addition to the public transport network, that can create a greater opportunity for PT journeys

Over 3 in 4 respondents felt that the creation of the Superloop will mean they can increase PT journeys

Superloop bus services are a valuable addition to London's transport network
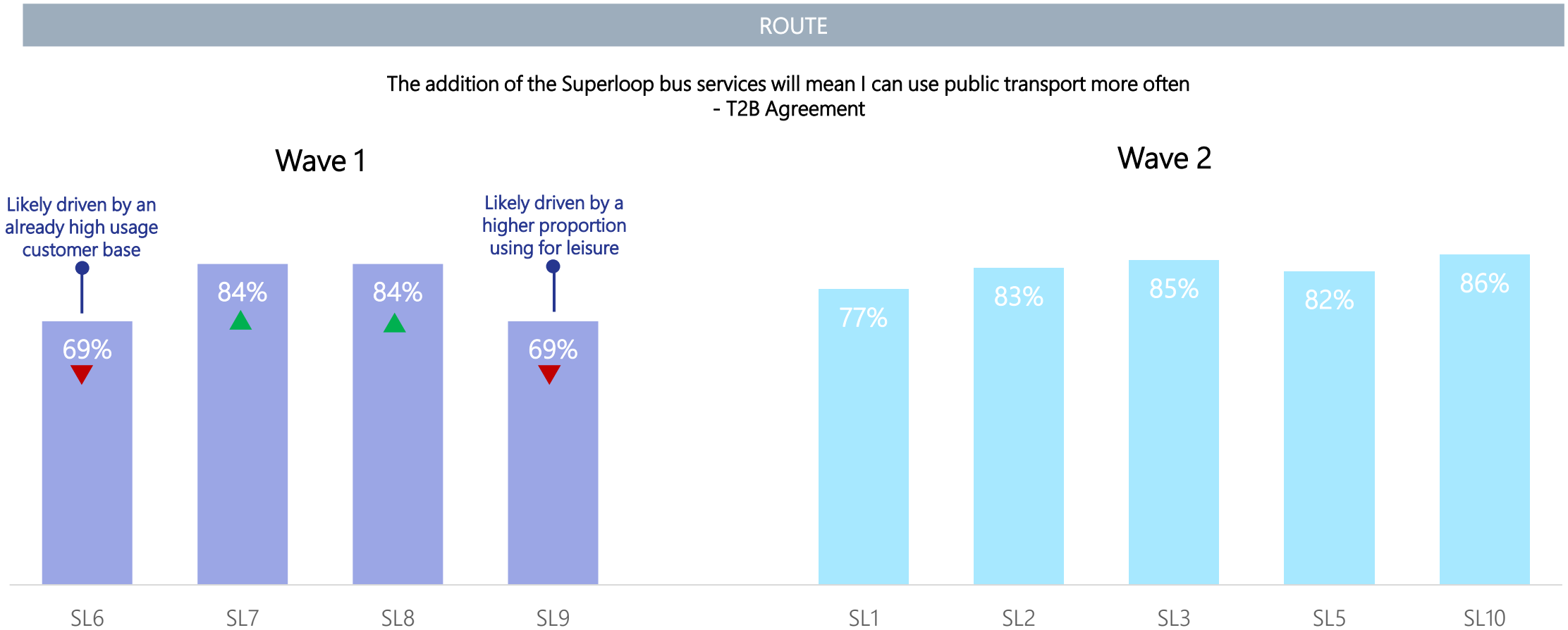- Agreement
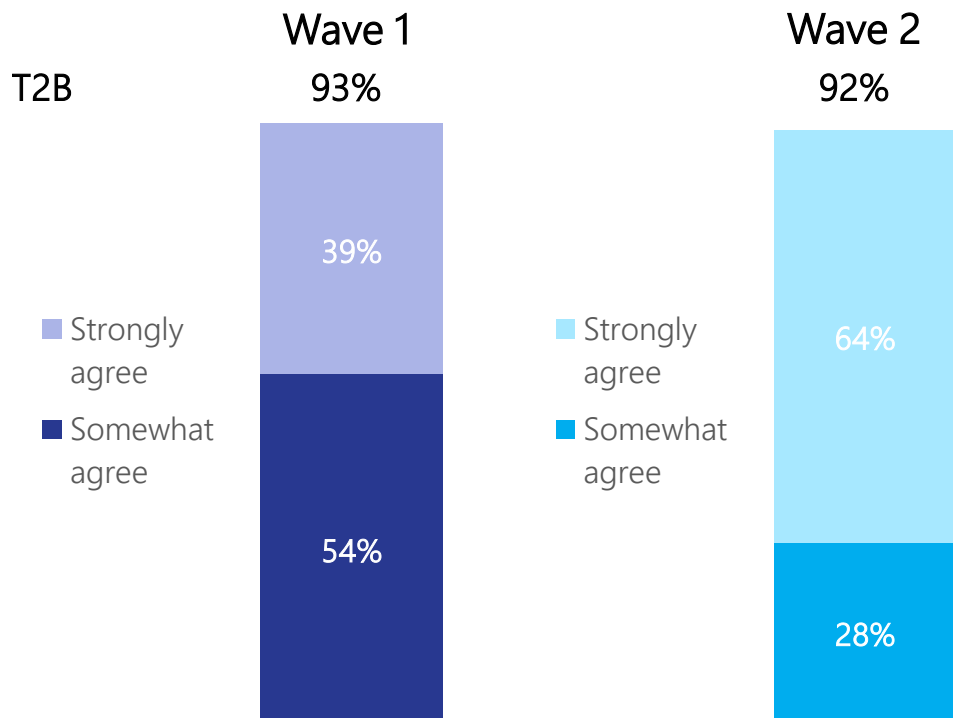
The addition of the Superloop bus services will mean I can use public transport more often
- Agreement

T2B

Wave 1
93%

Wave 2
92%

Wave 1
77%

Wave 2
83%

Wave 1:
- Strongly agree: 39%
- Somewhat agree: 54%

Wave 2:
- Strongly agree: 64%
- Somewhat agree: 28%

Wave 1:
- Strongly agree: 29%
- Somewhat agree: 48%

Wave 2:
- Strongly agree: 51%
- Somewhat agree: 32%

B3_Superloop. To what extent do you agree or disagree about the following statements about TfL's Superloop buses?
Base: Wave 1 total sample (401), Wave 2 total sample (534)

TfL RESTRICTED

2CV   23

Expected impact on PT journeys is consistent across wave 2 routes, however strongest on the SL7 and SL8 in wave 1

Lower perceived impact on the SL6 and SL9 is likely driven by customer profile on these routes

ROUTE

The addition of the Superloop bus services will mean I can use public transport more often
- T2B Agreement

Wave 1

Wave 2

Likely driven by an already high usage customer base

Likely driven by a higher proportion using for leisure

SL6	SL7	SL8	SL9		SL1	SL2	SL3	SL5	SL10
69% ▼	84% ▲	84% ▲	69% ▼		77%	83%	85%	82%	86%

B3_Superloop. To what extent do you agree or disagree about the following statements about TfL's Superloop buses?
Base: Wave 1 total sample (401), Wave 2 total sample (534) SL6 (101) SL7 (100) SL8 (100) SL9 (100) SL1 (106) SL2 (108) SL3 (106) SL5 (104) SL10 (110)

TfL RESTRICTED

Sig higher ▲ or lower ▼ vs other subgroup at 95% confidence

Superloop reflects well on TfL, seen to care about improving journeys

The majority of customers feel that the introduction of the Superloop shows that TfL are working to make journeys better by improving journey time, routes, and efficiency

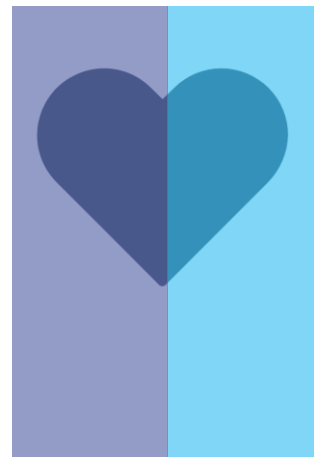TfL is investing in improving bus services
- T2B Agreement

84%   85%

Wave 1   Wave 2

TfL is committed to improving transport connections in outer London
- T2B Agreement

87%   87%

Wave 1   Wave 2

The introduction of the Superloop makes me feel like TfL cares about customers
- T2B Agreement

87%   90%

Wave 1   Wave 2

TfL is helping to make public transport journeys in London more efficient
- T2B Agreement

89%   89%

Wave 1   Wave 2

B4_TfL. To what extent do you agree or disagree about the following statements about TfL more generally?
Base: Wave 1 total sample (401), Wave 2 total sample (534)

TfL RESTRICTED

25

Frequent users of TfL buses view TfL even more positively as a result of the creation of the Superloop in wave 2

## There is room to improve perceived impact on TfL further amongst less frequent users of TfL buses

Those who use TfL buses less than once a week

Those who use TfL buses at least once a week

% T2B agree that....

The introduction of the Superloop makes me feel like TfL cares about customers

92%
78%

At least once a week   Less than once a week

TfL is committed to improving transport connections in outer London

89%
75%

At least once a week   Less than once a week

TfL is helping to make public transport journeys in London more efficient

90%
78%

At least once a week   Less than once a week
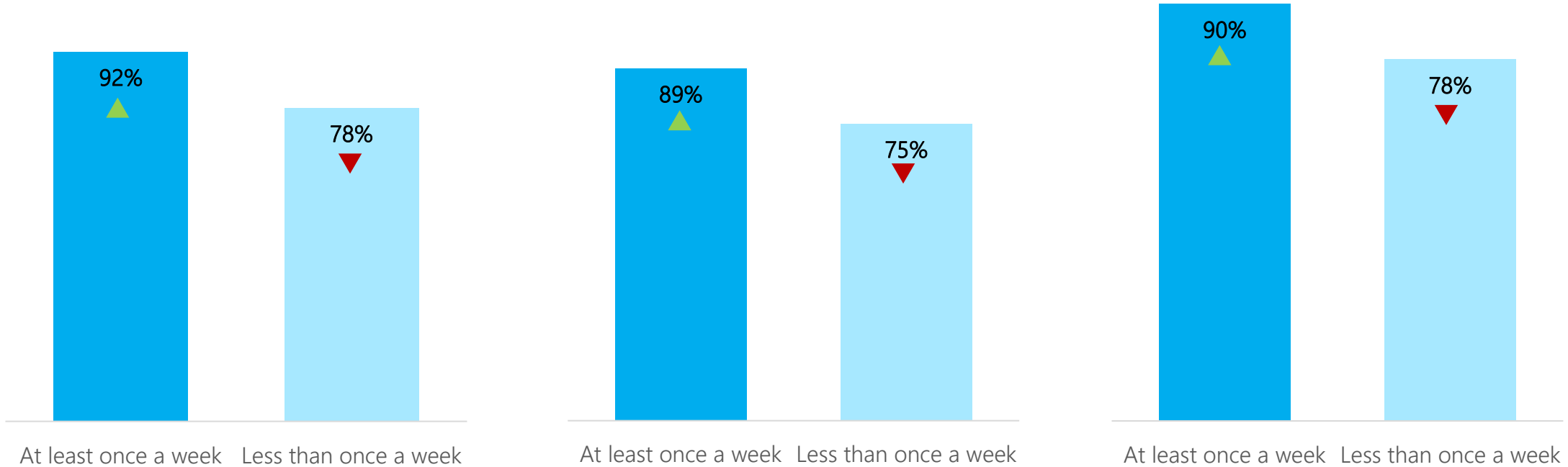
B4_TfL. To what extent do you agree or disagree about the following statements about TfL more generally?
Base: Those using TfL buses at least once a week (469) Those using TfL buses less than once a week (65)*warning low base

TfL RESTRICTED

Sig higher ▲ or lower ▼ vs other subgroup at 95% confidence

26

Journey impact and experience
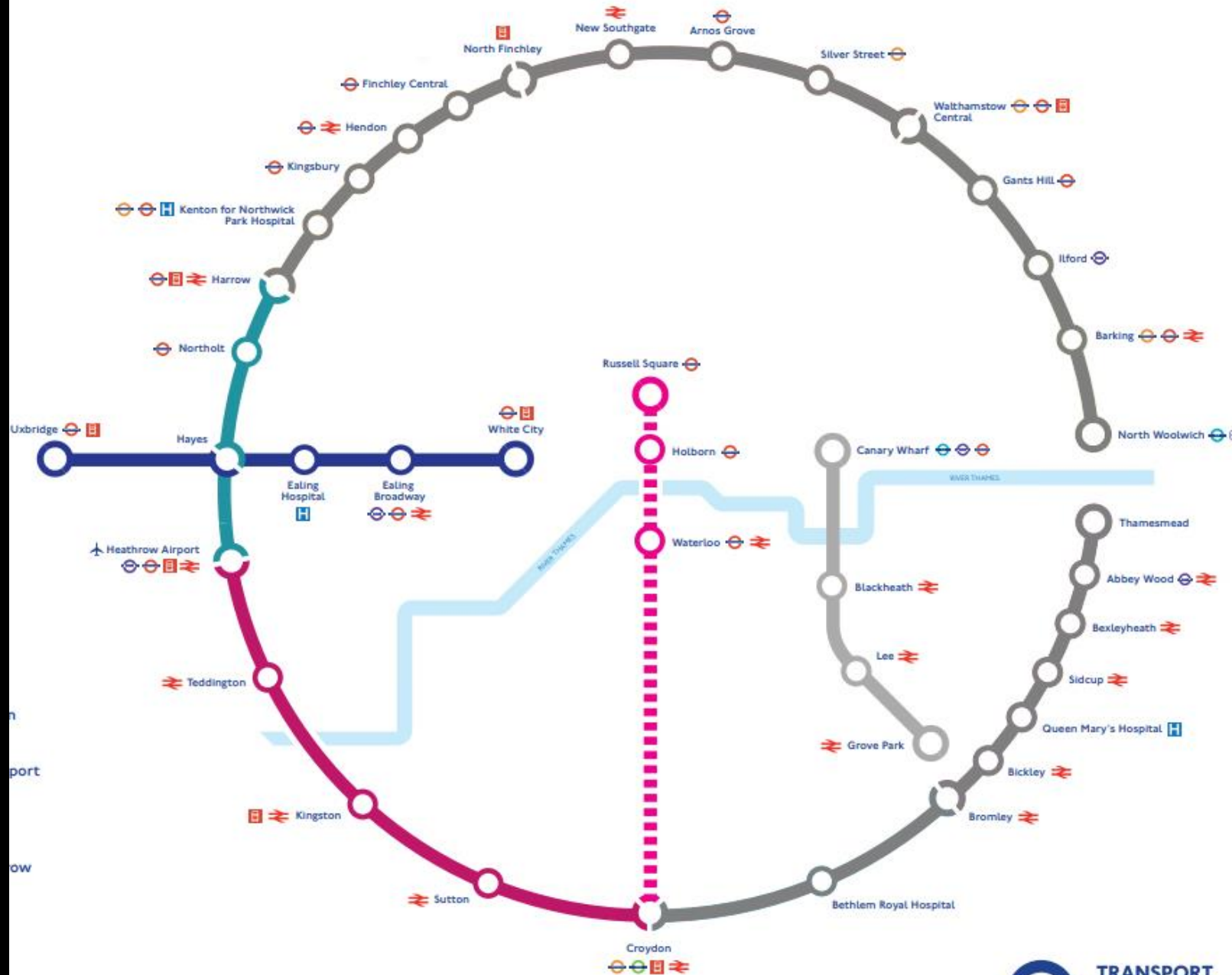
The experience is perceived to be better than other TfL buses

For wave 1 this is particularly true on the SL7 and SL9 which have had service updates, whilst perceptions are most improved on the SL2 in wave 2

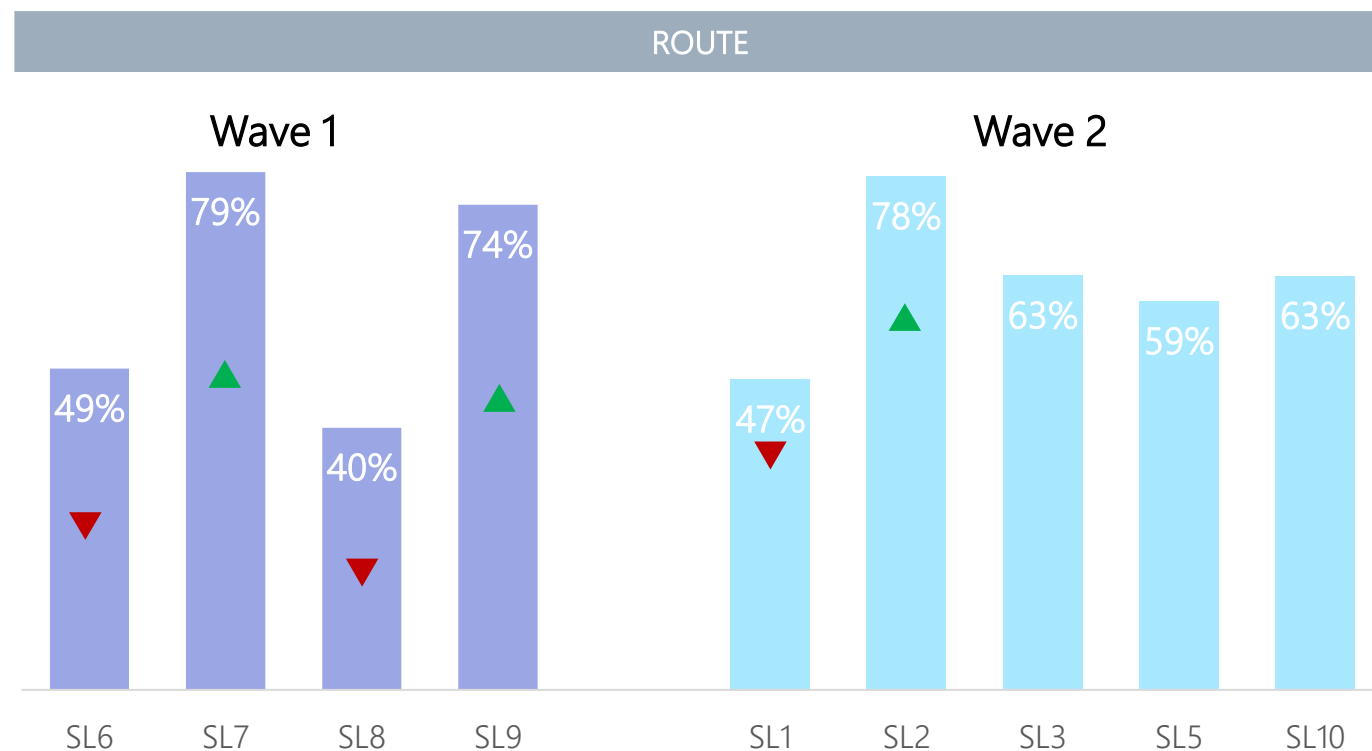'% saying 'a little' or 'much' better than other TfL buses

'% saying 'much better' than other TfL buses

Wave 1

91%

60% much better

Wave 2

88%

62% much better

ROUTE

Wave 1

- SL6: 49% ▼
- SL7: 79% ▲
- SL8: 40% ▼
- SL9: 74% ▲

Wave 2

- SL1: 47% ▼
- SL2: 78% ▲
- SL3: 63%
- SL5: 59%
- SL10: 63%

B1. Compared to your experiences using other bus services in London, would you say that your experience on this Superloop bus is better or worse?
Base: Wave 1 total sample (401) SL6 (101) SL7 (100) SL8 (100) SL9 (100), Wave 2 total sample (534) SL1 (106) SL2 (108) SL3 (106) SL5 (104) SL10 (110)

Sig higher ▲ or lower ▼ vs total at 95% confidence

TfL RESTRICTED

2CV

28

In wave 1, those living in Outer London see the biggest difference whilst in wave 2 the most positive impact is felt amongst commuters

In wave 2, those living in Inner and Outer London have an equally positive experience on the Superloop routes

'% saying 'much better' than other TfL buses – TB

| BOROUGH | | | | | REASON FOR TRAVEL | | | |

B1. Compared to your experiences using other bus services in London, would you say that your experience on this Superloop bus is better or worse?   Sig higher ▲ or lower ▼ vs other subgroup at 95% confidence
Base: Wave 1: Inner London (70) Outer London (324) Commuting (232) Leisure (139)
Wave 2: Inner London (76) Outer London (446) Commuting (242) Leisure (261)

There is strong potential for a regular customer base in the future

9 in 10 said they would use the service again, with those in wave 2 particularly likely to 'strongly agree'

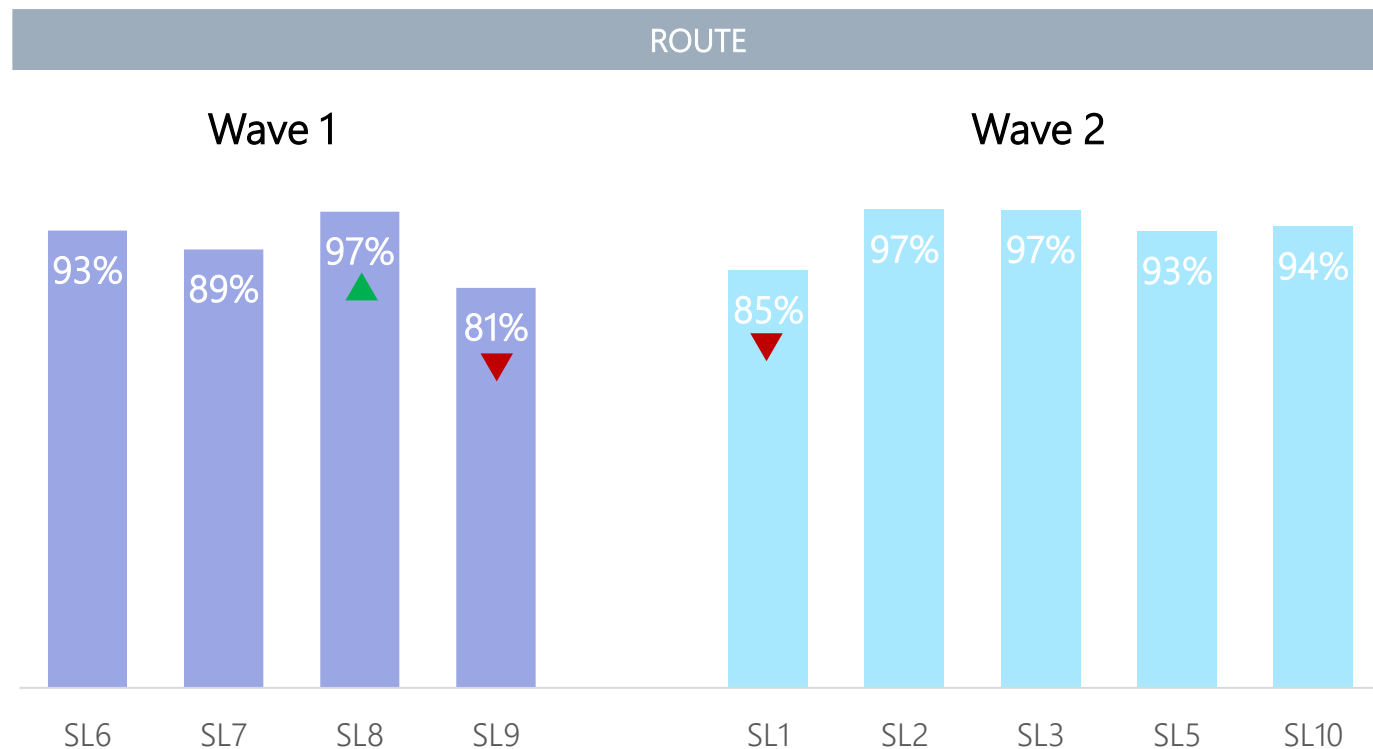% who would be likely to travel on this Superloop bus again…

% who would be likely to travel on this Superloop bus again…

Wave 1

90%
56% agree strongly

Only 1 respondent said they wouldn't use the Superloop again – as it's not a destination they usually go to!

Wave 2

93%
71% agree strongly

Zero respondents said they wouldn't use the Superloop again!

ROUTE

Wave 1
- SL6: 93%
- SL7: 89%
- SL8: 97% ▲
- SL9: 81% ▼

Wave 2
- SL1: 85% ▼
- SL2: 97%
- SL3: 97%
- SL5: 93%
- SL10: 94%

B2. How likely would you say you are to travel on this Superloop bus again in the future?
Base: Wave 1 total sample (401) SL6 (101) SL7 (100) SL8 (100) SL9 (100) , Wave 2 total sample (534) SL1 (106) SL2 (108) SL3 (106) SL5 (104) SL10 (110)
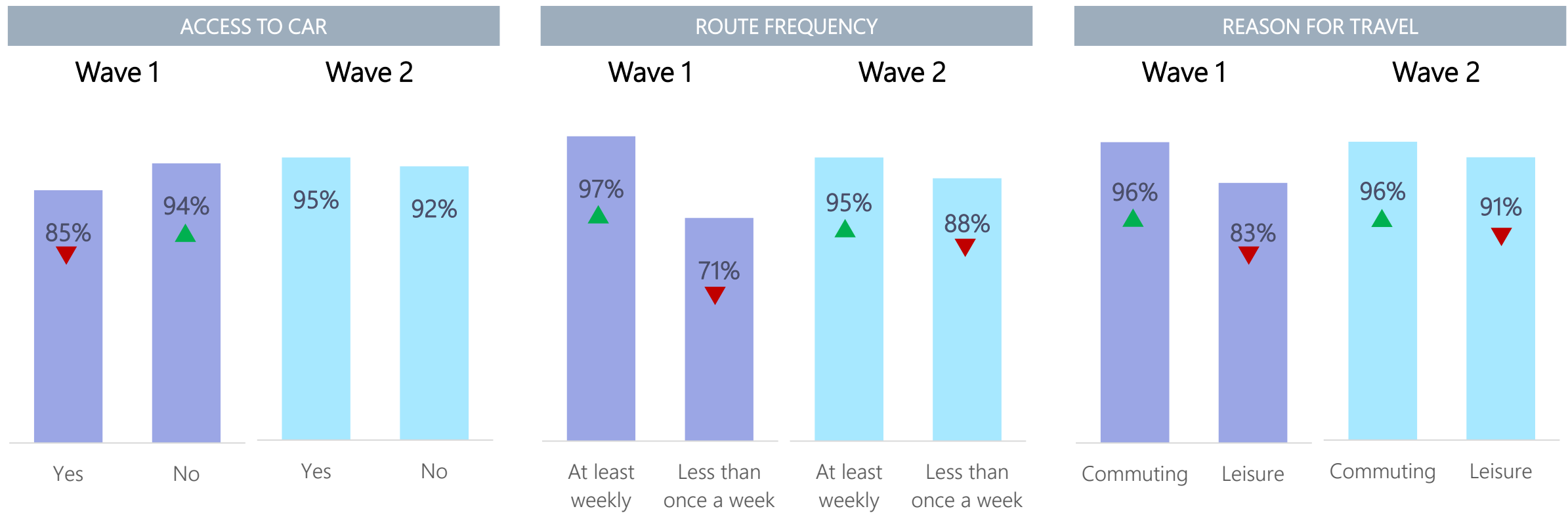
Sig higher ▲ or lower ▼ vs total at 95% confidence

TfL RESTRICTED

Frequent route users and commuters are the most likely to intend to use the service again

In wave 1, those with access to a car are also more likely to say they would use the route again

% who would be 'likely to travel on this Superloop bus again…

ACCESS TO CAR				ROUTE FREQUENCY				REASON FOR TRAVEL			
Wave 1		Wave 2		Wave 1		Wave 2		Wave 1		Wave 2	

ACCESS TO CAR
- Wave 1: Yes 85% ▼ | No 94% ▲
- Wave 2: Yes 95% | No 92%

ROUTE FREQUENCY
- Wave 1: At least weekly 97% ▲ | Less than once a week 71% ▼
- Wave 2: At least weekly 95% ▲ | Less than once a week 88% ▼

REASON FOR TRAVEL
- Wave 1: Commuting 96% ▲ | Leisure 83% ▼
- Wave 2: Commuting 96% ▲ | Leisure 91% ▼

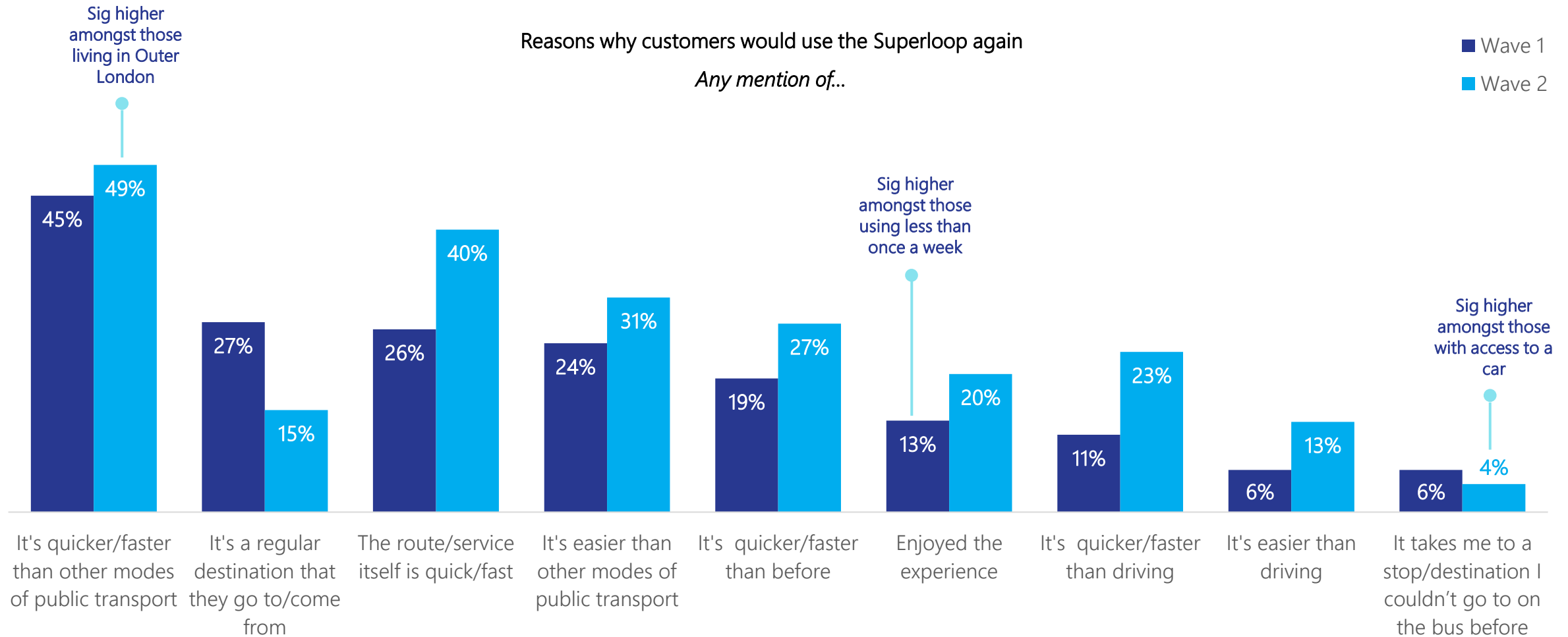B2. How likely would you say you are to travel on this Superloop bus again in the future?
Base: Wave 1: Access to car YES (158) NO (243) At least once a week (294) Less than once a week (107) Commuting (232) Leisure (139)
Wave 2: Access to car YES (192) NO (342) At least once a week (401) Less than once a week (133) Commuting (242) Leisure (261)

Sig higher ▲ or lower ▼ vs other subgroup at 95% confidence

Reasons to use the service again are driven by tangible and real-time impacts on speed of customer journeys

Journey time, the route, and ease of use are all key factors in why customers would use the service again

Reasons why customers would use the Superloop again

Any mention of...

■ Wave 1
■ Wave 2

Sig higher amongst those living in Outer London

Sig higher amongst those using less than once a week

Sig higher amongst those with access to a car

	Wave 1	Wave 2
It's quicker/faster than other modes of public transport	45%	49%
It's a regular destination that they go to/come from	27%	15%
The route/service itself is quick/fast	26%	40%
It's easier than other modes of public transport	24%	31%
It's quicker/faster than before	19%	27%
Enjoyed the experience	13%	20%
It's quicker/faster than driving	11%	23%
It's easier than driving	6%	13%
It takes me to a stop/destination I couldn't go to on the bus before	6%	4%

B2b. Why would you be likely to travel on this Superloop bus again in the future?
Base: Wave 1 all who would travel again (360), Wave 2 all who would travel again (497)

TfL RESTRICTED

2cv