



# Superloop User Perceptions Research

November 2023



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# 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 will take place across 2 waves, with the first wave covering the SL6, SL7, SL8 and SL9. Wave 2 will take place in 2024 and will cover the SL1, SL2, SL3, SL5 and SL10.



## 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: 16<sup>th</sup> Oct – 5<sup>th</sup> Nov 2023

## Sample

Total sample:

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

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 to ensure comparability across the routes.

# Summary of Findings & Recommendations



1.

## **The Superloop has strong awareness and understanding, with branding helping it to stand out**

- Almost 9 in 10 Superloop customers are spontaneously aware of the name of the service they are using, with this rising to almost all (99%) when prompted
- 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



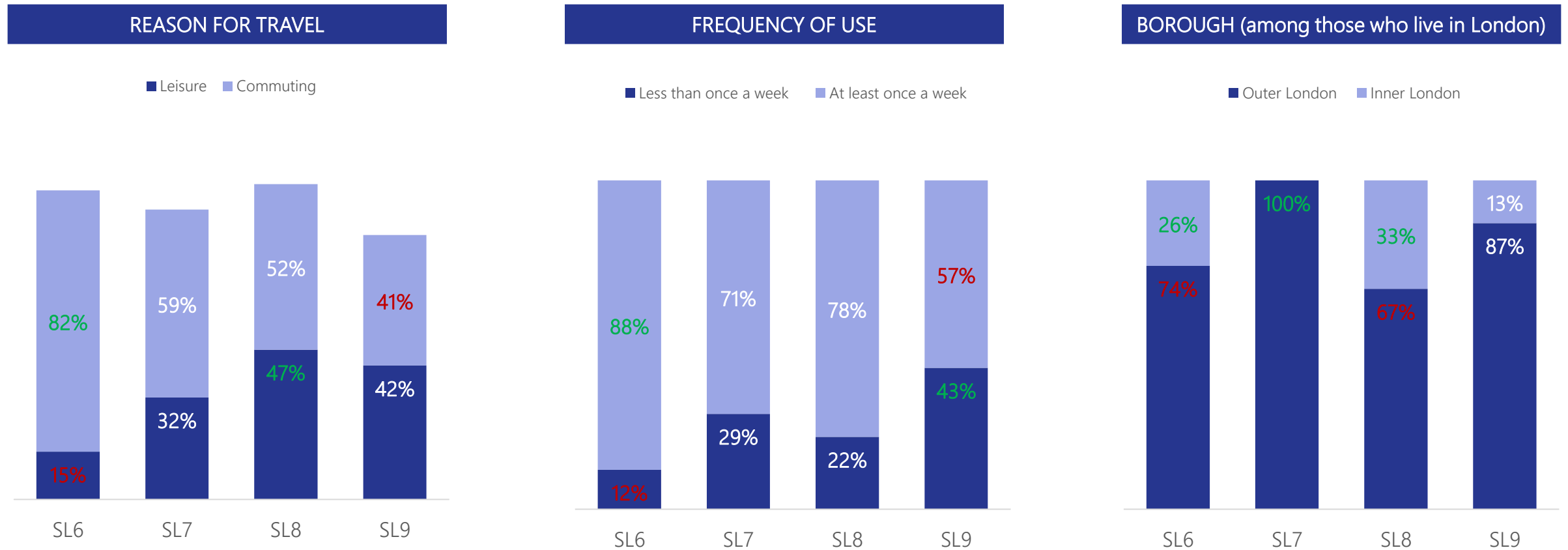
3.

## **Positive experiences on 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 to the majority of customers to say that they would use the service again – particularly commuters

# 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

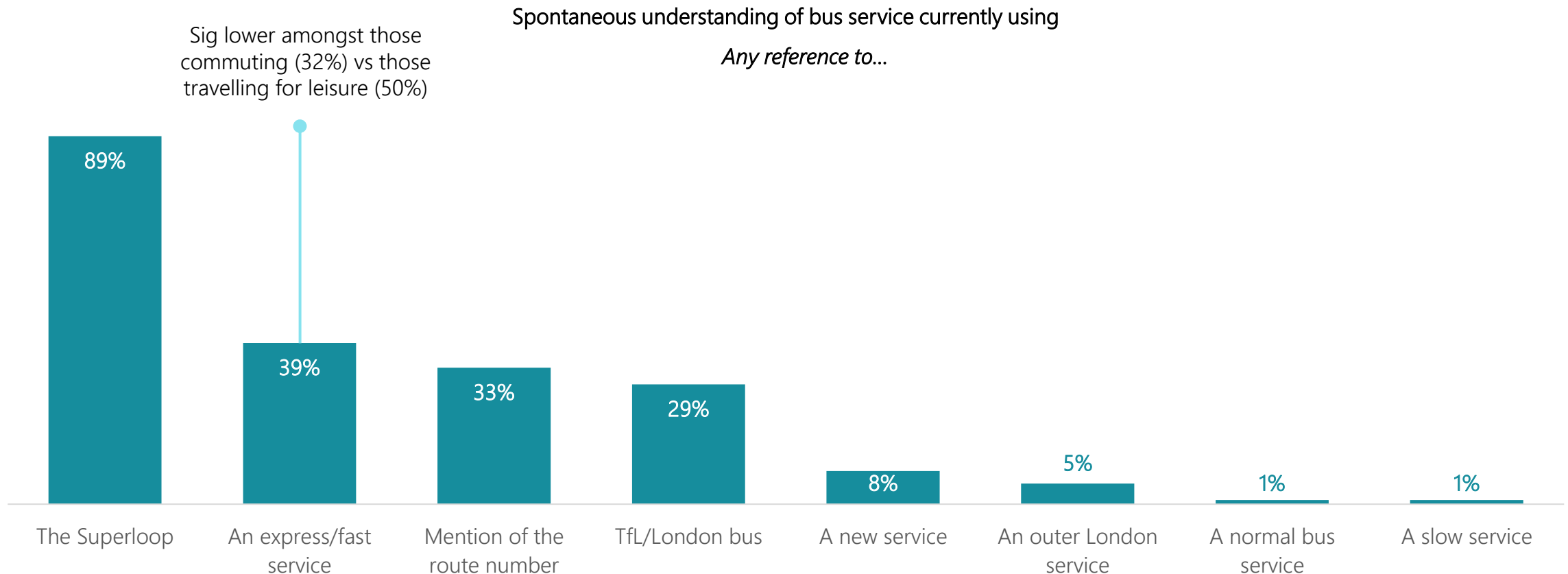


**Awareness and  
understanding**



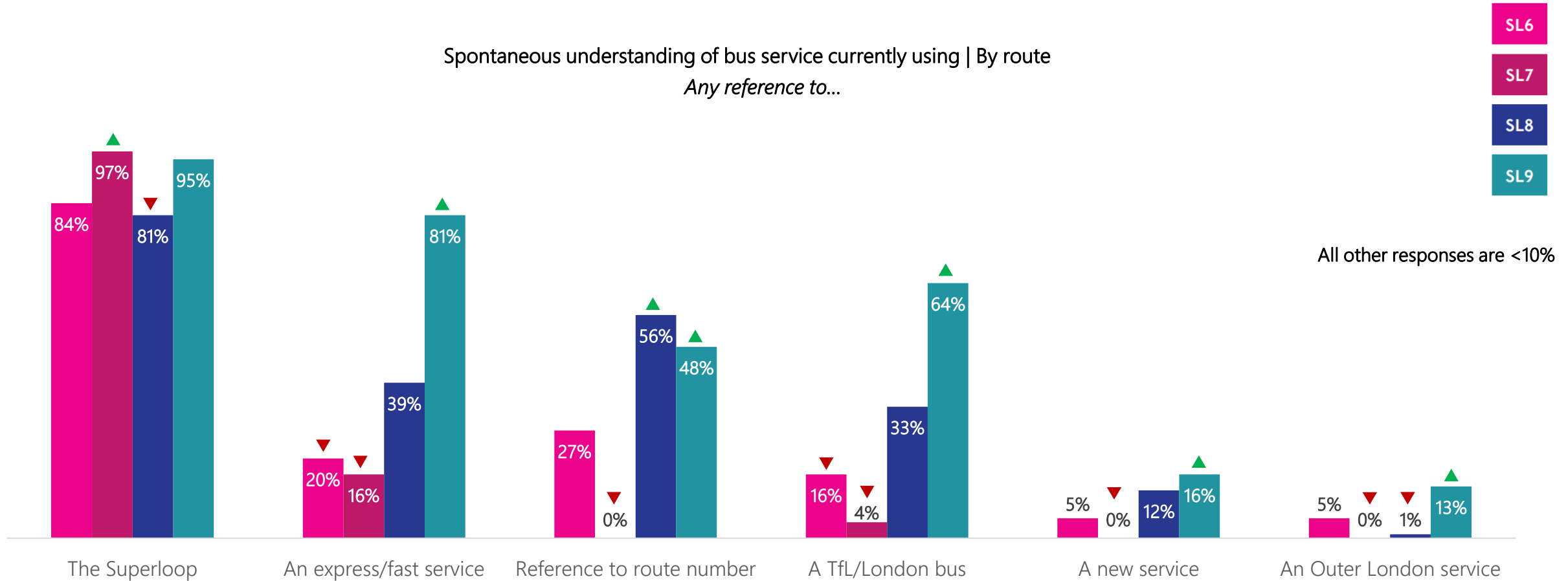
# Most customers spontaneously recalled being on a Superloop service

Over 1 in 3 further associated it with being an 'express' service, or mentioned the route number



# Understanding of the Superloop name is consistent across 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





# Strong awareness has helped develop clear understanding

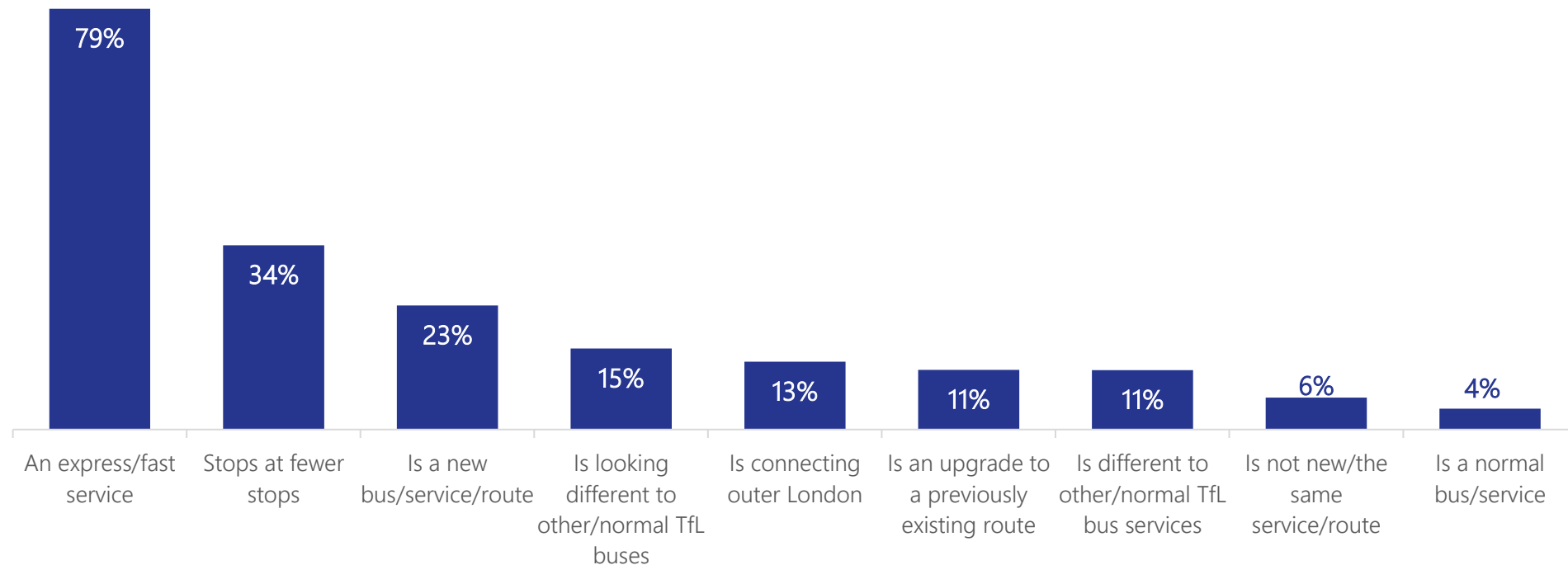
Spontaneously, most understand the Superloop to be fast, however only 2 in 5 say the service is new, likely due to upgrades to pre-existing services

Prompted recall of Superloop



Spontaneous understanding of Superloop Service

*Any mention of..*



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 : Total sample (401)

TfL RESTRICTED

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

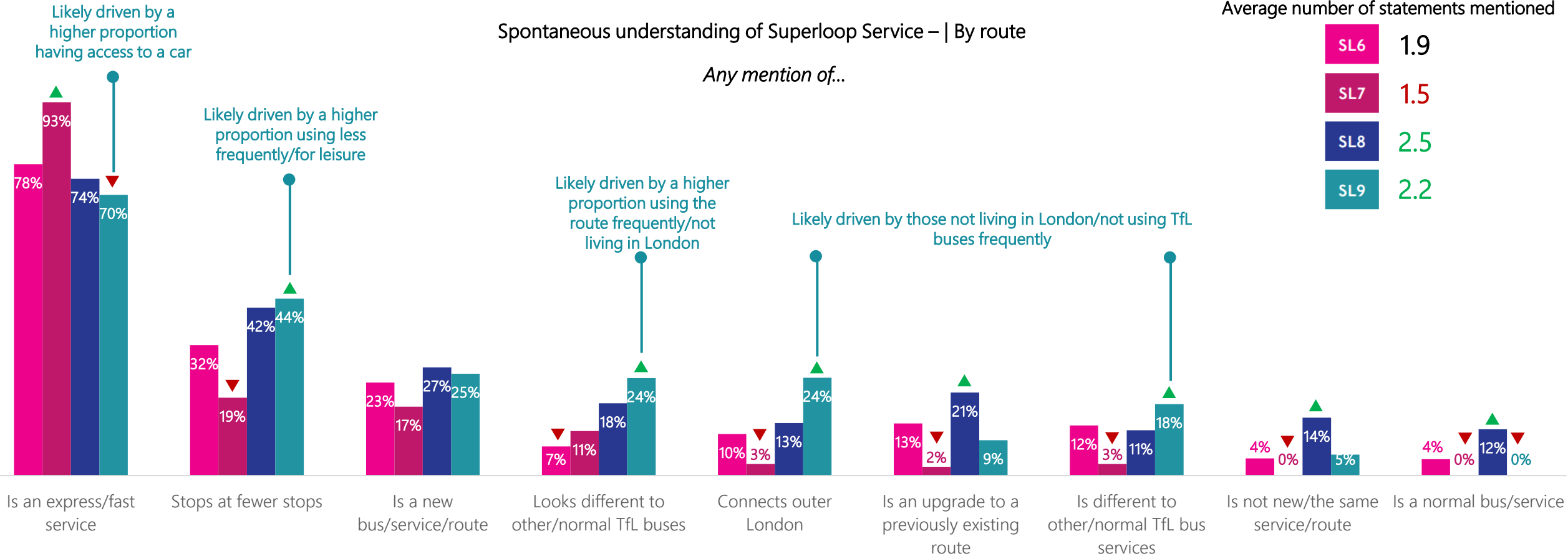
There is a clear understanding across the routes, however this is slightly weaker for the SL6 and SL7

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



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 : Passengers on each route : SL6(101), SL7 (100), SL8 (100), SL9 (100)

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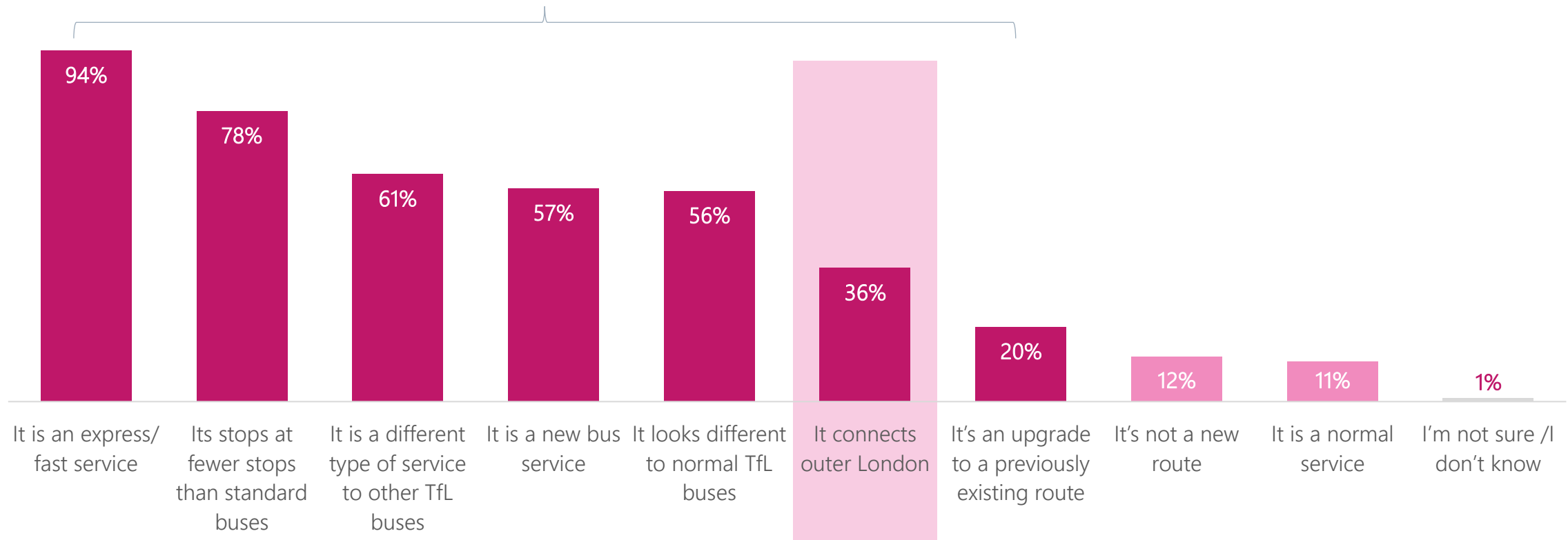
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# When prompted, most show greater understanding of the service

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

Prompted understanding of the Superloop

99% selected at least one



A3. From the list below, which of the following do you believe is true in relation to TfL Superloop buses?

Base : Total sample (401)

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# Superloop Perceptions



**SUPERLOOP**

# 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 – particularly those using the service most often

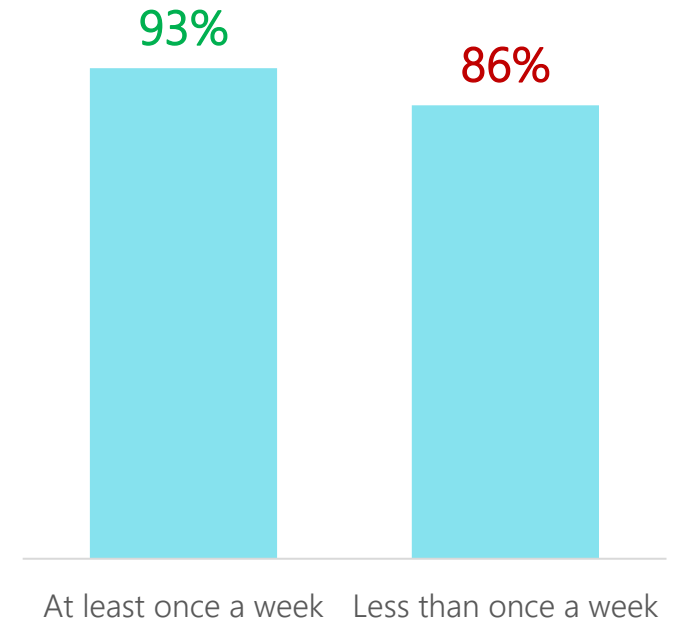
It is obvious to me which TfL buses are Superloop buses, and which bus stops are Superloop bus stops  
- Agreement



I like the Superloop colours and design  
- Agreement



"I like the Superloop colours and design"  
FREQUENCY OF ROUTE USE – T2B AGREEMENT



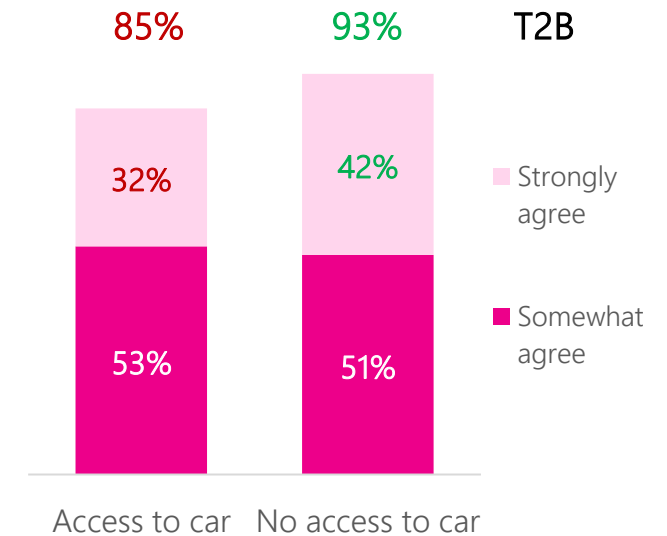
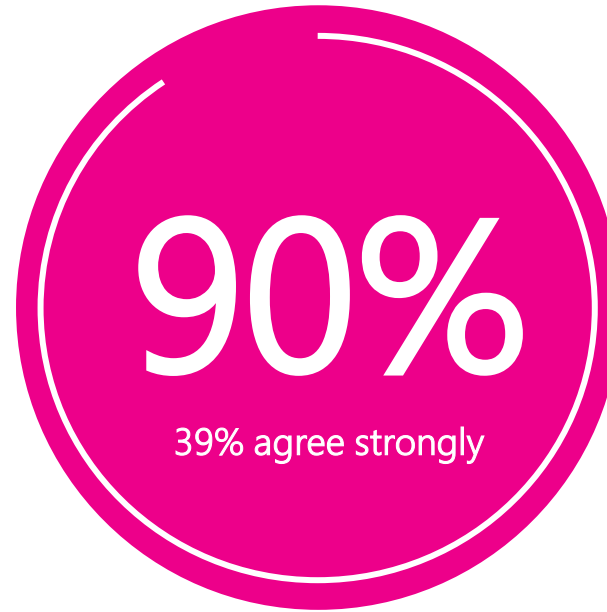
# It delivers on reducing journey times, and is important to customers

Those without access to a car resonate particularly well with the need to connect Outer London

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

"Connecting Outer London town centres and transport hubs through the Superloop service is important"  
ACCESS TO CAR – T2B AGREEMENT



# And is valued for creating greater opportunity for PT journeys

Over 3 in 4 respondents noted that the creation of the Superloop will mean they can increase PT journeys, particularly on the SL7 and SL8

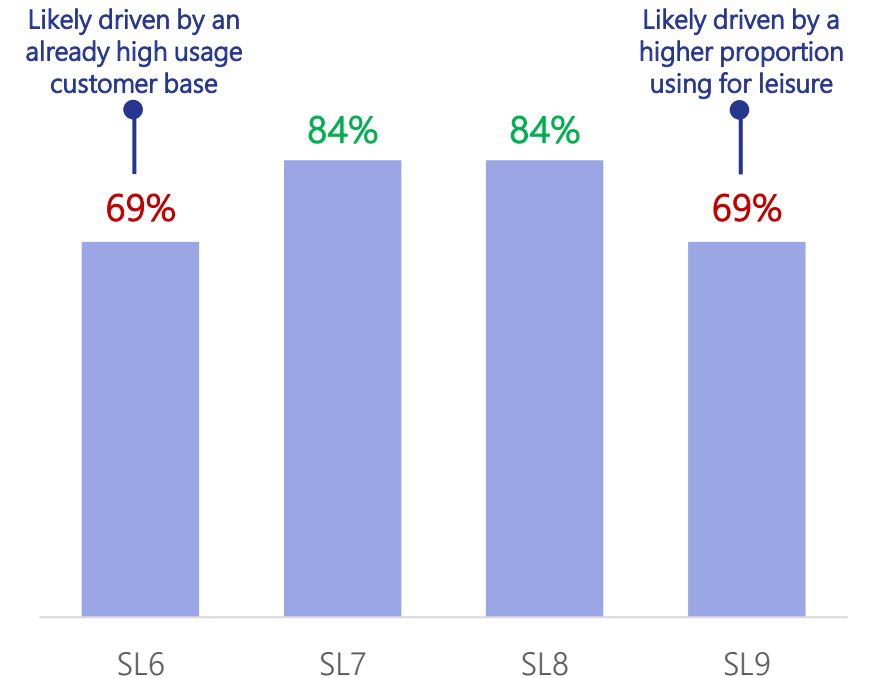
Superloop bus services are a valuable addition to London's transport network  
- Agreement



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



"The addition of the Superloop bus services will mean I can use public transport more often"  
ROUTE – T2B AGREEMENT



B3\_Superloop. To what extent do you agree or disagree about the following statements about TfL's Superloop buses?  
Base: Total sample (399) SL6 (101) SL7 (100) SL8 (100) SL9 (100)

TfL RESTRICTED

Sig higher or lower vs total at 95% confidence



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

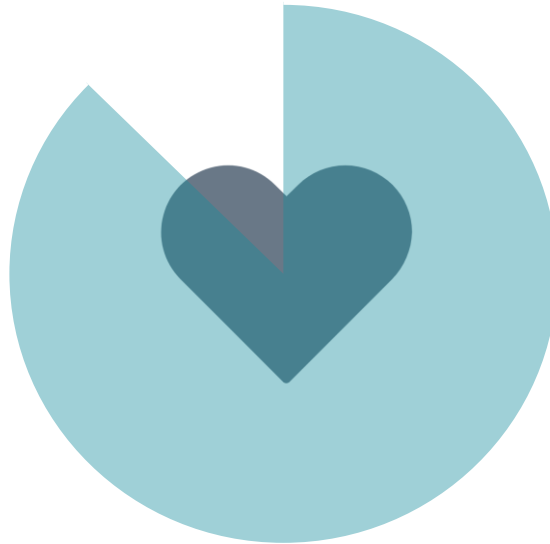
The majority of customers feel that the introduction of the Superloop shows that TfL are working to make journeys better by improving journey time, routes, and efficiency

TfL is investing in improving bus services  
- Agreement



84%

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



87%

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



87%

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

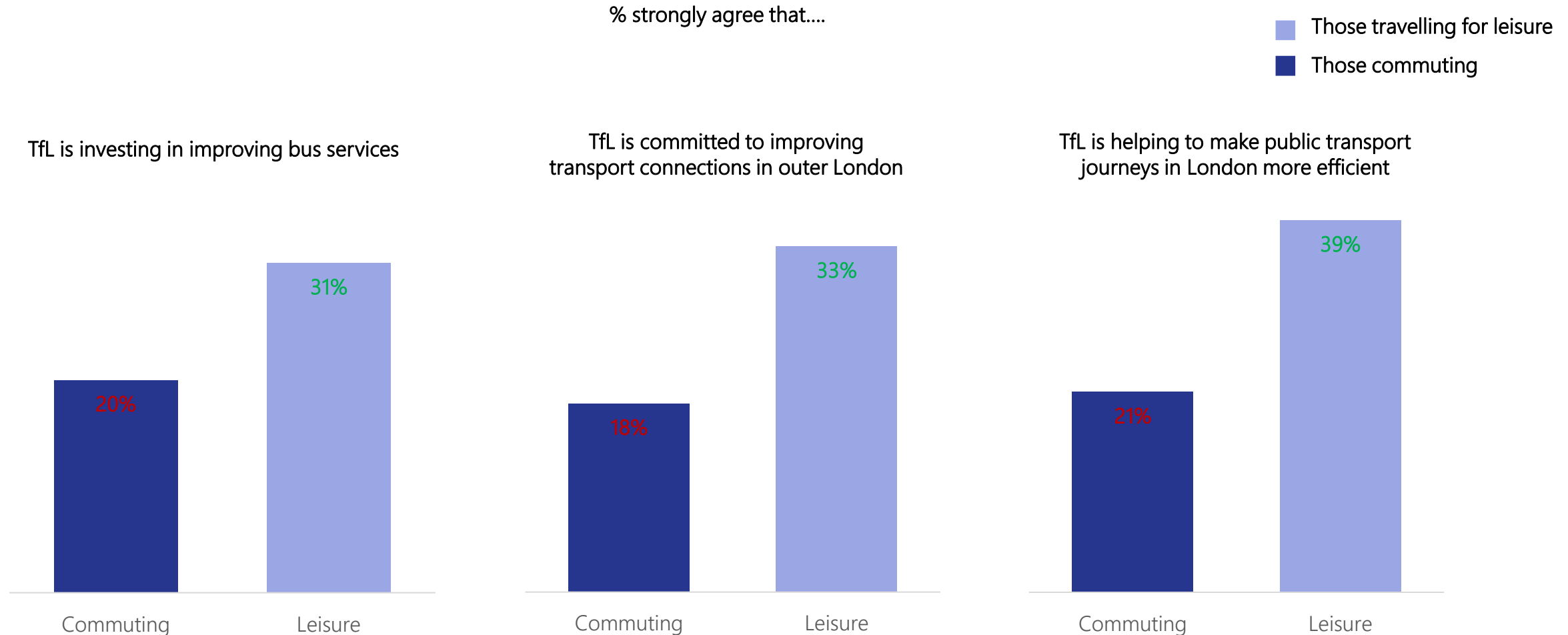


89%



# However, there is room to further improve commuter perceptions

Impact of the Superloop on TfL is slightly weaker amongst those commuting. They are significantly less likely to strongly agree that TfL is working to improve services

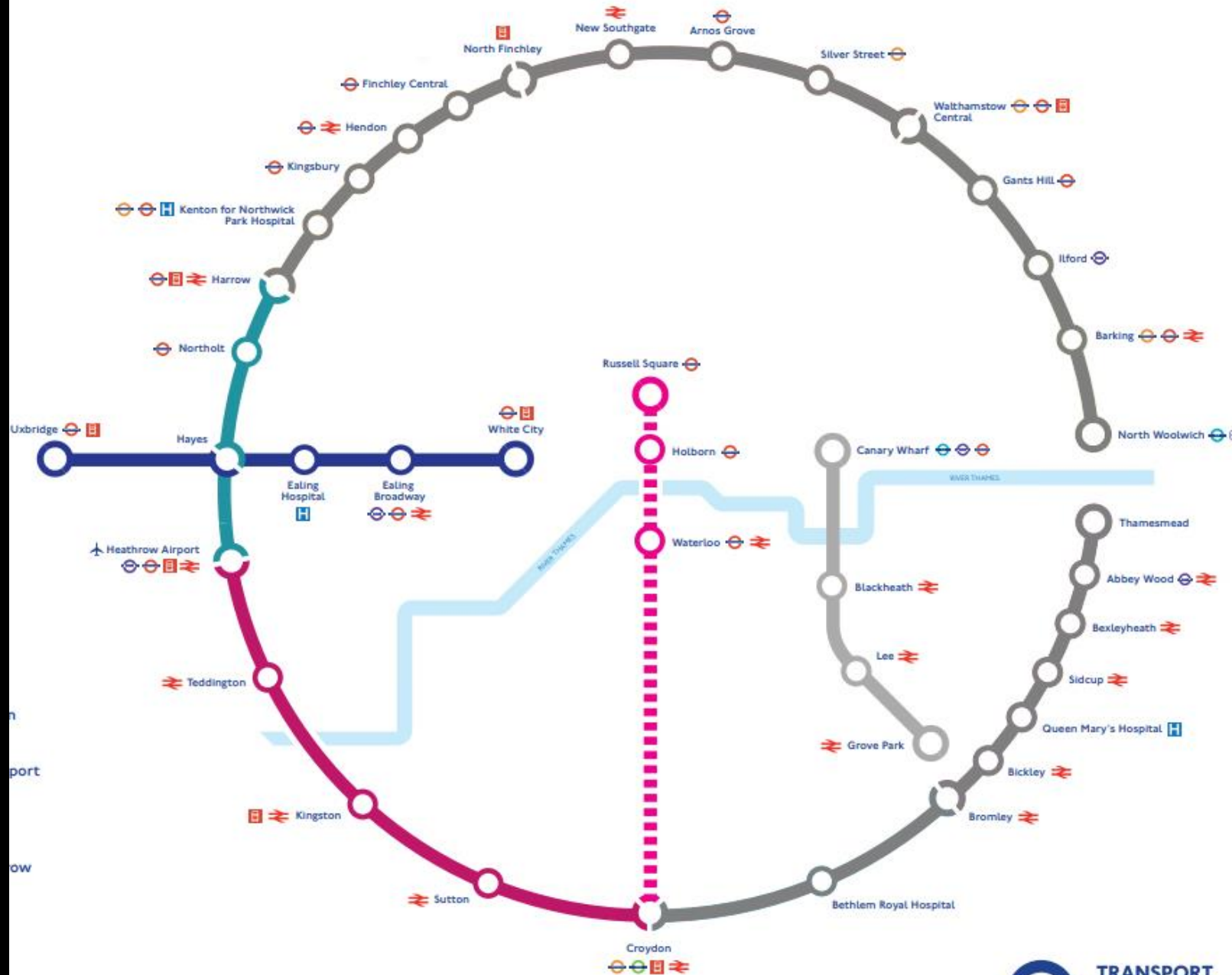


B4\_TfL. To what extent do you agree or disagree about the following statements about TfL more generally?  
Base: Those using for commuting (232) Those using for Leisure (139)

Sig higher or lower vs other subgroup at 95% confidence

TfL RESTRICTED

# Journey impact and experience

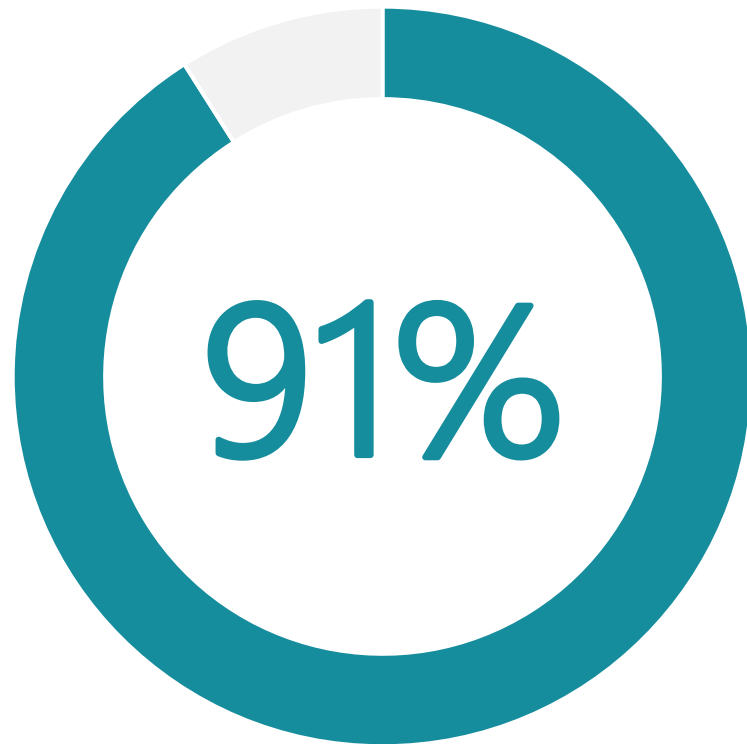


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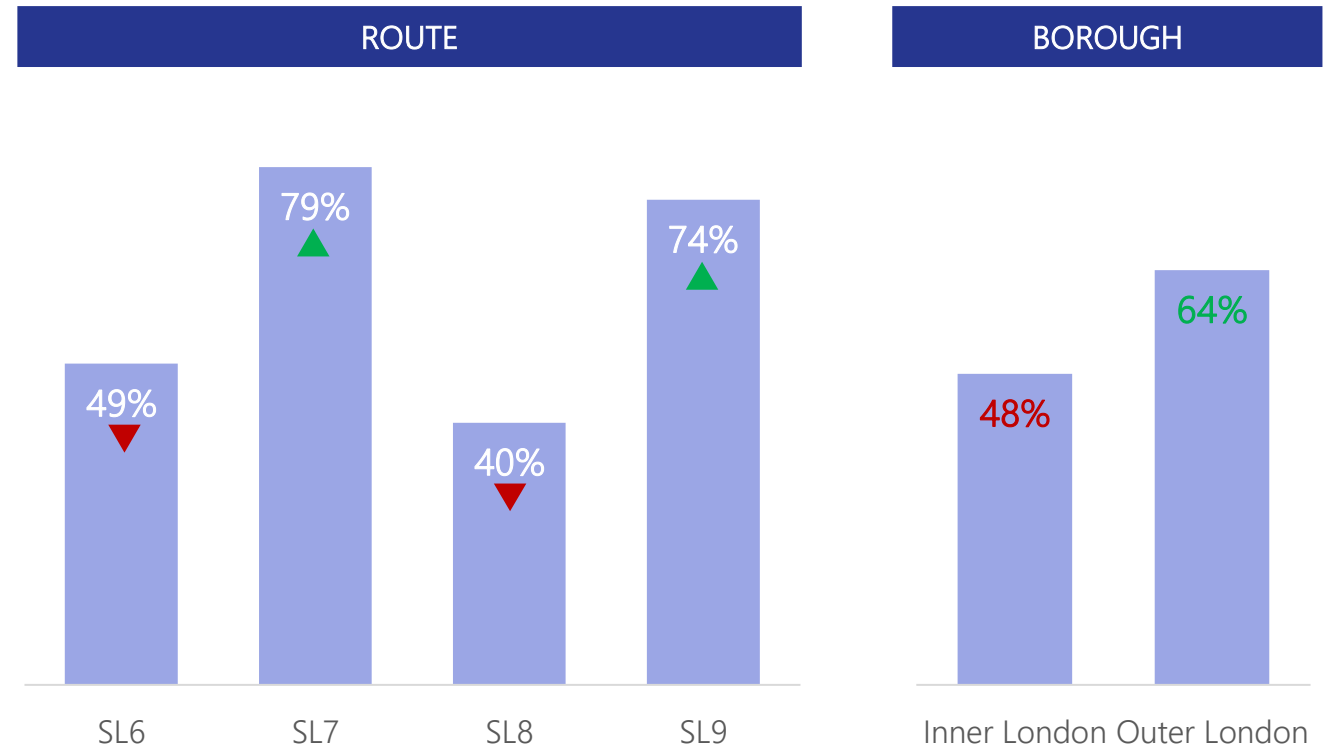
# The experience is perceived to be better than other TfL buses

Particularly on the SL7 and SL9 which have had service updates, with those living in Outer London seeing the biggest difference

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



'% saying 'much better' than other TfL buses



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: Total sample (399) SL6 (101) SL7 (100) SL8 (100) SL9 (100) Inner London (70) Outer London (324)

TfL RESTRICTED

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

Sig higher or lower vs other subgroup at 95% confidence



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

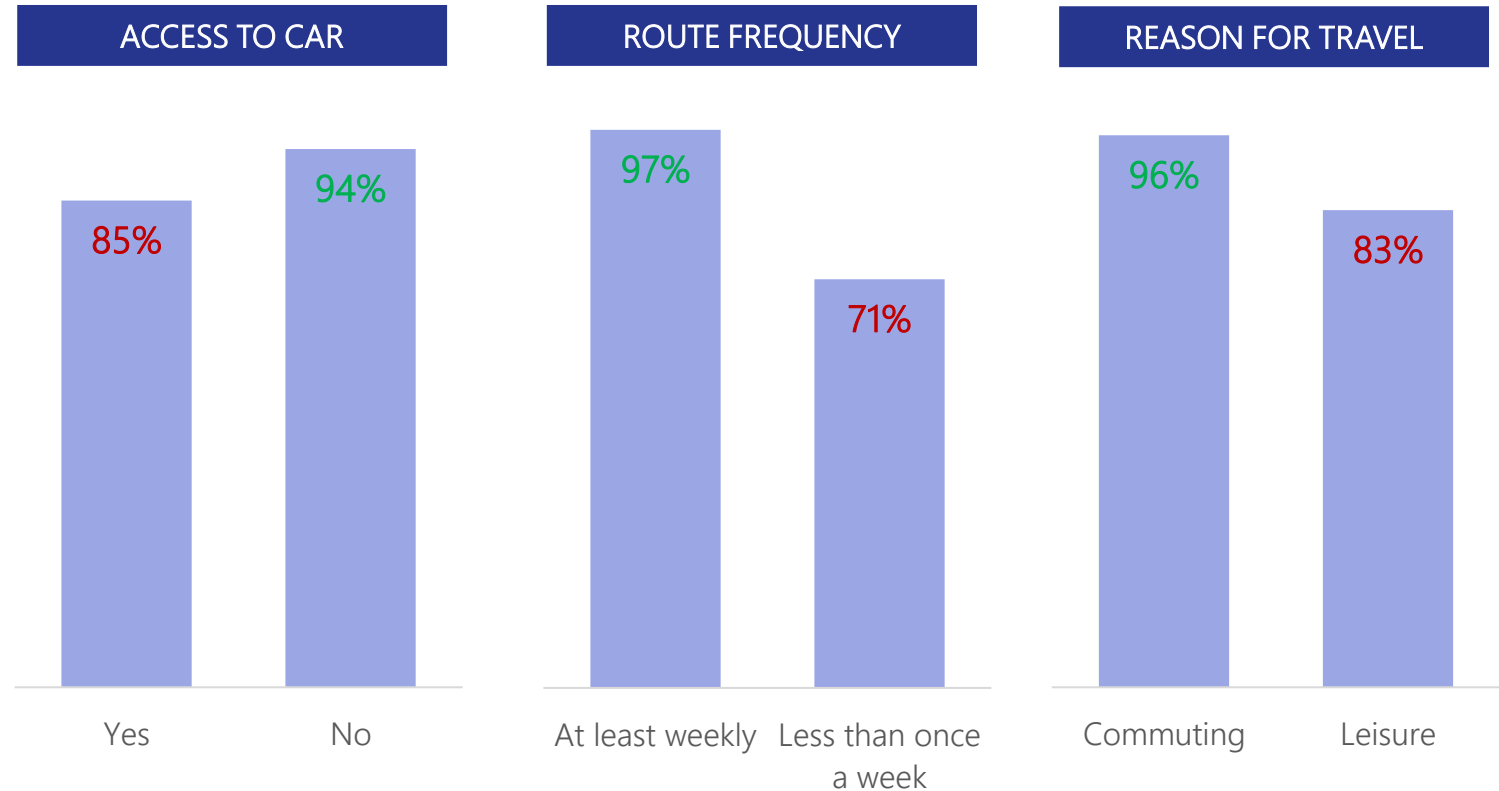
9 in 10 said they would use the service again, with those travelling frequently and commuting most likely to

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



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

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



B2. How likely would you say you are to travel on this Superloop bus again in the future?  
Base: Total sample (399) Access to car YES (158) NO (243) Travelling at least once a week (294)  
Travelling less than once a week (107) Commuting (232) Travelling for leisure (139)

TfL RESTRICTED

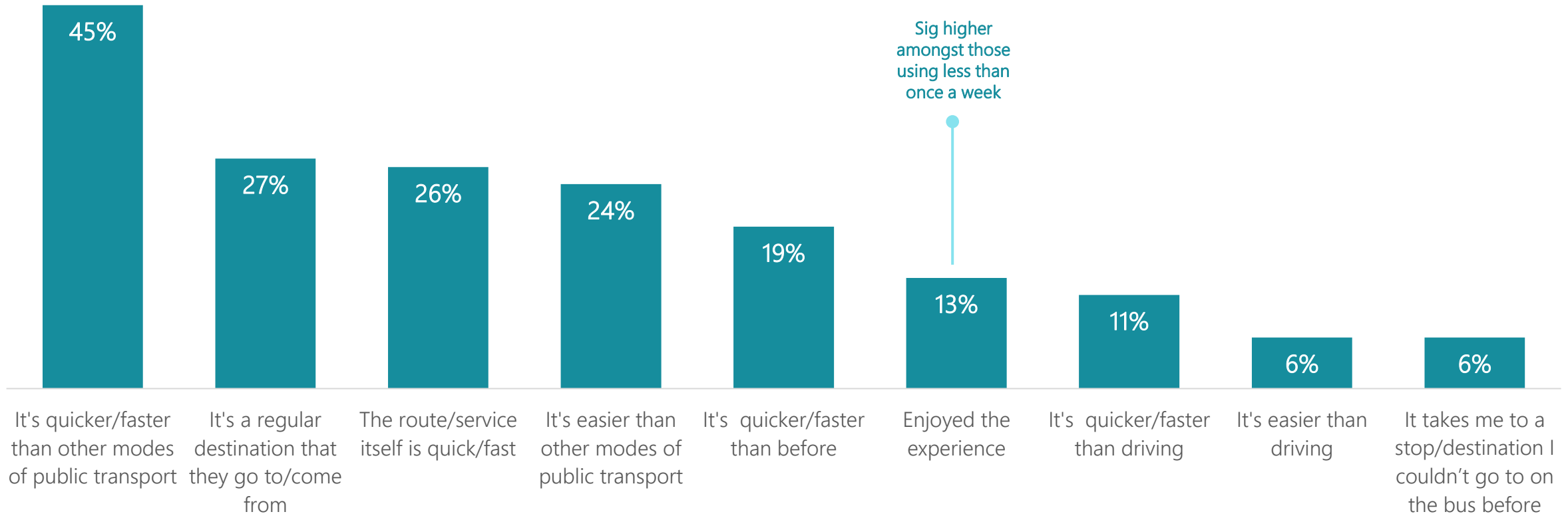
Sig higher or lower vs other subgroup at 95% confidence



# Driven by tangible and real-time impacts on 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..*



B2b. Why would you be likely to travel on this Superloop bus again in the future?  
Base: All who would travel again (360)



# SUPERLOOP



*Names redacted*