



Rail passengers' priorities for improvement

November 2017



Foreword

We asked more than 12,800 passengers across the country to rank 31 possible improvements to their rail service in order of priority. The results give us a good sense of passengers' aspirations and are designed to ensure that their voice is heard when important strategic and operational decisions are being made.

The improvements were not costed, nor subject to a cost benefit analysis – we were simply looking at aspirations. So how can these aspirations be turned into reality? How do they stand up against constraints of funding, rising passenger numbers, limitations on peak capacity, and political needs?

The highest priority for improvement from the research was better value for money. While everyone would like the price of their ticket to be reduced, this is unlikely. What governments and industry can do, however, is to limit or stop future fare rises to take the sting out of the seemingly perpetual circle of price rises. They could also tackle specific inequities. In addition, having the courage (and funds) to reform ticketing is crucial. This has become a mess with so called 'split

ticketing' undermining trust in the system and with vital regulation of fares looking increasingly out of date.

Perceptions of value for money are also driven by performance, so deliver what passengers want day in and day out – a reliable railway. While passengers may not realistically expect prices to drop, they do want in return for their fares the basic promises of the industry to be met.

Value for money was followed in the research by getting a seat and improved punctuality. Rightly or wrongly, many peak passengers (and increasingly some off-peak ones) have abandoned any expectation of getting a seat. Rising passenger numbers, the lag in investment and the constraints (and cost) of adding extra capacity at peak times all militate against this. Some passengers are pretty

realistic about not getting a seat for shorter journeys but at the very least want trains designed to allow them to stand in comfort so they can still do something useful with their time. Improved performance again has a role here as well: late trains lead to spikes in crowding.

But as more people turn to rail and passenger numbers increase the pressure on capacity and performance will continue to grow. So investment should continue to focus on providing more seats to boost capacity and on increasing the resilience and reliability of the network.

Anthony Smith

Chief Executive, Transport Focus

Introduction

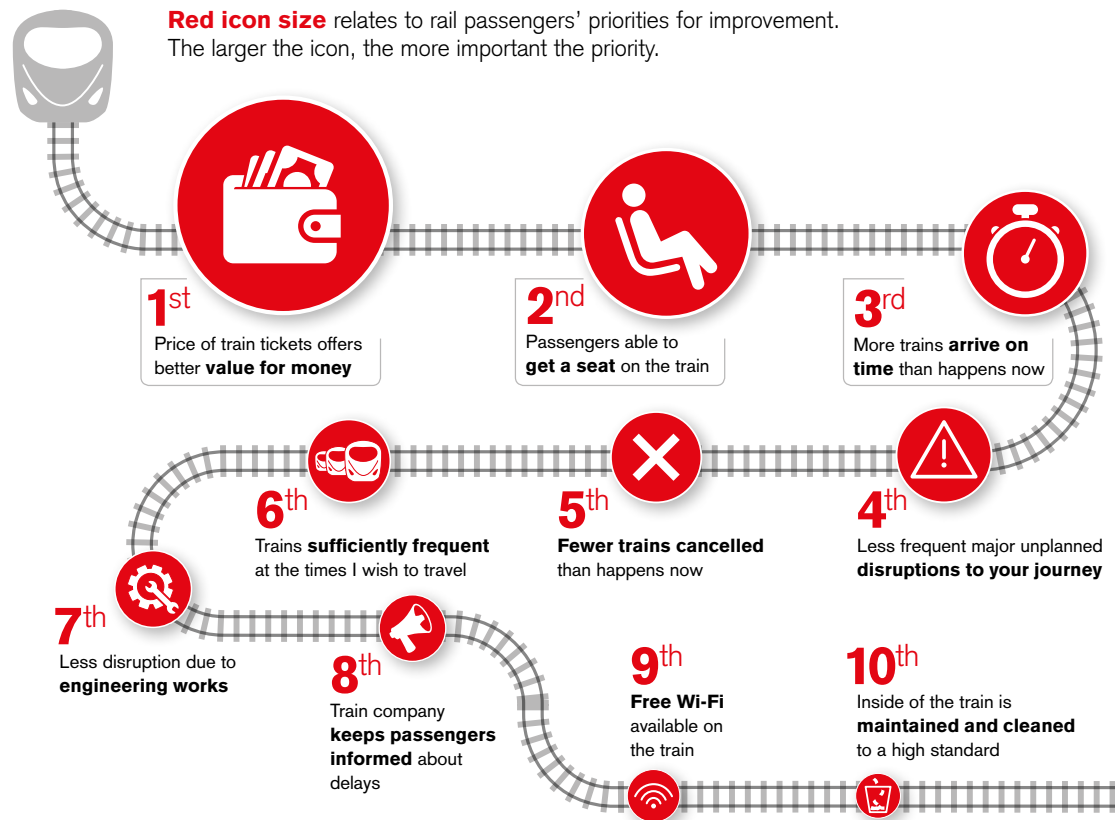
More than 12,800 passengers across the country were asked to rank 31 possible improvements to their rail service in order of priority. The highest priority for improvement is value for money, followed by getting a seat and punctuality.

The large sample size allows the findings to be 'cut' in numerous ways, including by journey purpose, age, country, train company and Network Rail route.

We have also created a 'simulator' tool that can be used to run bespoke analysis of the priorities for different sectors or groups of passengers. For example, reports can be run showing priorities just for commuters on a specific company or to see priorities for passengers with a disability.

The simulator also allows you to remove specific priorities and to re-run the analysis – for example you could look at how priorities change if value for money or getting a seat are excluded. The simulator tool, along with instructions on how to use it, can be found on our [website](#).

Rail passengers' priorities for improvement 2017



Sample size **12,804**

How customers prioritise further areas for improvement

- 11th Journey time is reduced
- 12th Accurate and timely information available at stations
- 13th Well-maintained, clean toilet facilities on every train
- 14th Accurate and timely information provided on trains
- 15th Improved personal security on the train
- 16th Connections with other train services are always good
- 17th Good connections with other public transport at stations
- 18th Easier to buy the right ticket
- 19th Improved personal security at the station
- 20th Seating area on train is more comfortable
- 21st Stations maintained and cleaned to a high standard
- 22nd More room to stand comfortably on busy trains
- 23rd Train staff have a positive, helpful attitude
- 24th Station staff have a positive, helpful attitude
- 25th Free Wi-Fi available at the station
- 26th Sufficient space on train for passengers' luggage
- 27th More staff available at stations to help passengers
- 28th More staff available on trains to help passengers
- 29th Access from station entrance to boarding train is step-free
- 30th Easier to claim compensation when delayed
- 31st Better mobile phone signal on trains

Findings

Overall priorities for improvement

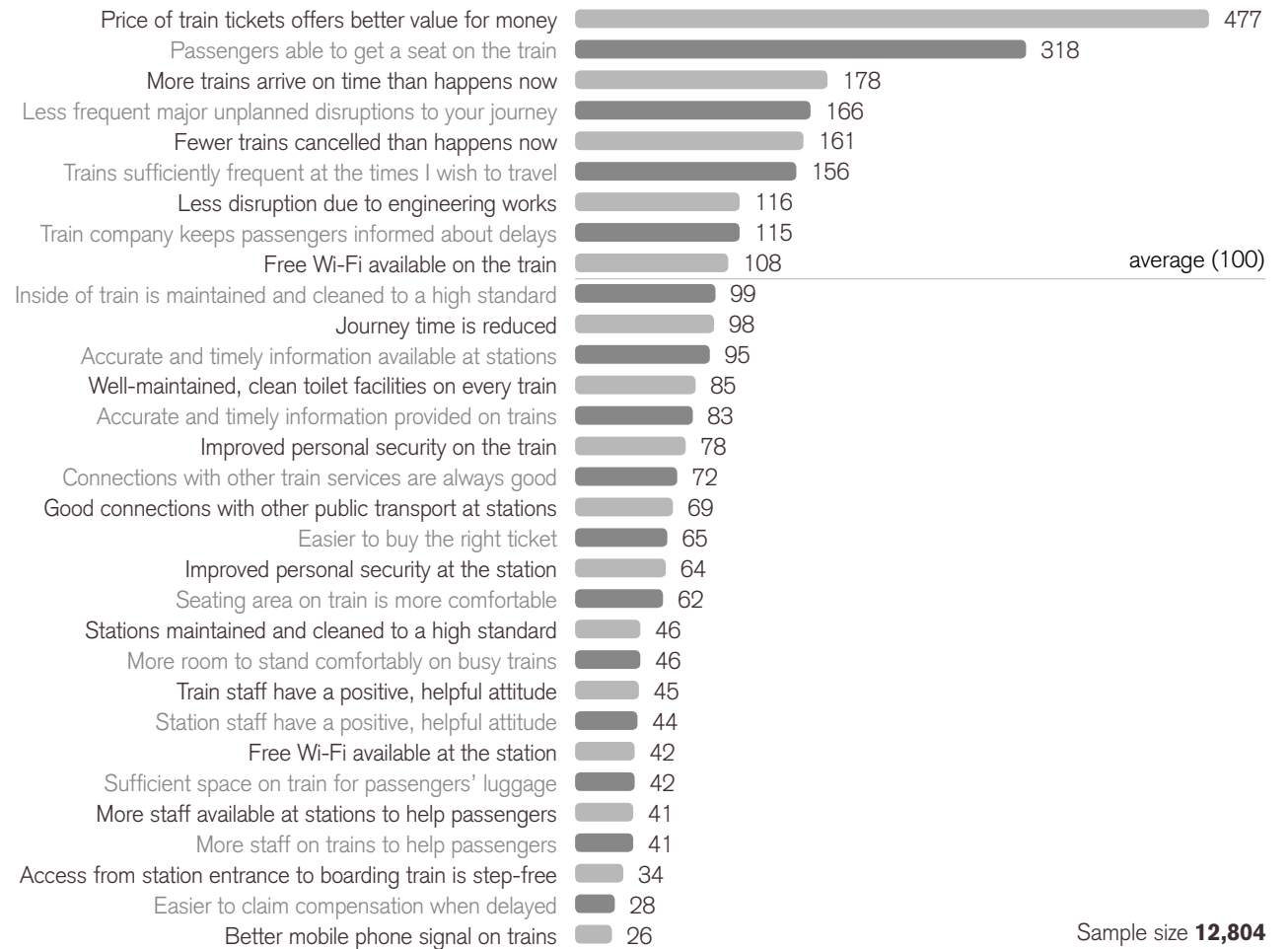
The research used a methodology known as **Maximum Difference Scaling (max-diff)** which asks passengers to trade off one priority for improvement against others. A fuller explanation of max-diff and the sampling plan used is given in **Appendix A**.

By using this technique we can present the results in rank order of priority (with one being the highest priority for improvement and 31 the lowest) and also in terms of the relative order of priority (by how much more, or less, important one factor is compared to another).

The chart shows both the rank order and relative level of priority for passengers throughout Great Britain. To assess the relative ranking we use an index score with 100 being average importance, so anything ranked over 100 has above average importance and anything below 100 has less than average importance. For example, an index of 150 means that it is 50 per cent more important than average; a score of 300 means it is three times as important as average; while a score of 50 means that it is half as important as average.

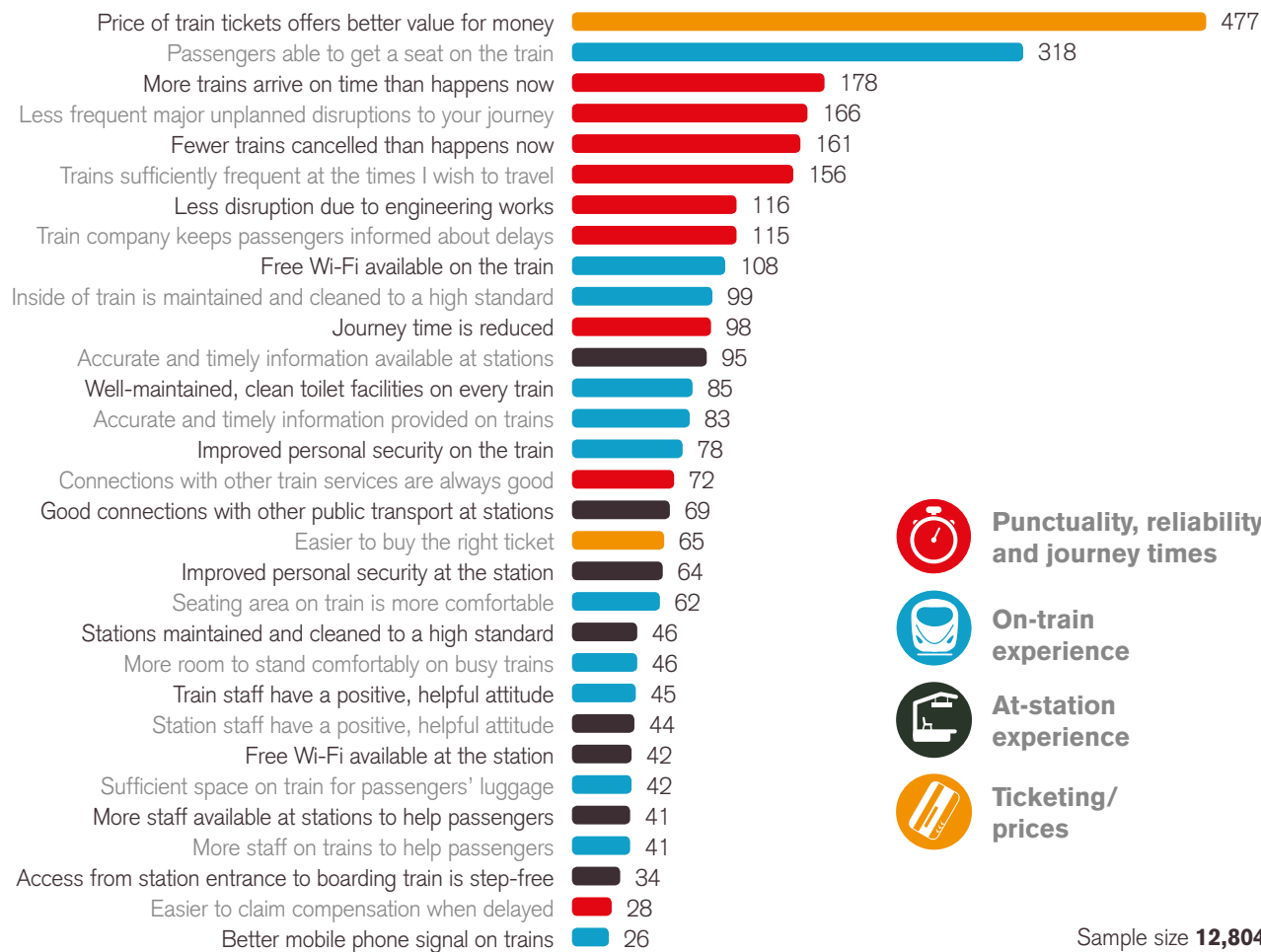
It is important to bear in mind that passengers were asked to rank these criteria in terms of their priority *for improvement* rather than how important it was to them overall. So a lower score does not necessarily mean that something is unimportant. It could be very important but passengers are happy with the way it is currently being delivered.

Rail passengers' priorities for improvement Great Britain




Value for money is very much the highest priority for improvement at nearly five times higher than the average. This is closely followed by getting a seat (at over three times

Rail passengers' priorities for improvement Great Britain



Sample size **12,804**

-  **Punctuality, reliability and journey times**
-  **On-train experience**
-  **At-station experience**
-  **Ticketing/prices**

higher than average) and then a series of train performance-related criteria at about one and a half times the average.

However, a little bit of context is also important here. As 'getting a seat' has a considerably higher score than 'more trains arriving on time' it would be easy to assume that capacity is a higher priority for improvement/investment than performance. We need, though, to be aware that there are several different categories for performance and these have 'spread the vote' on punctuality. For example, we have categories for:

- more trains arrive on time than happens now
- less-frequent major unplanned disruptions to your journey
- fewer trains cancelled than happens now.

We deliberately split performance into these three categories as we wanted to see whether there was one particular aspect that was especially important to passengers – was it day-to-day punctuality that mattered most, was it more a case of reducing the number of 'really bad' days, or it more to do with cancellations. It turns out that all three are just about of equal importance.

This can be seen in this chart where each of the 31 attributes is grouped into four broad categories: performance, the on-train experience, at the station and ticketing.

Six of the top 10 priorities for improvement are performance based – clearly emphasising the importance of delivering a good, reliable core service. The results clearly demonstrate the overall importance of performance to passengers.

These findings are consistent with previous Transport Focus research. Our work on rail franchising consistently emphasises the need for a good core product. We also know that punctuality, getting a seat and the price of tickets are also at the heart of value for money assessments¹ – partly explaining the prominence of value for money within the priority tables.

¹ Fares and Ticketing Study – Appendix A – Understanding drivers of satisfaction. 2009. Transport Focus

Priorities by nation

There are differences in priorities between passengers in England, Scotland and Wales. Improving the value for money of train tickets and the ability to get a seat on the train are even more important for passengers in Scotland and Wales.



Rail passengers' priorities for improvement by nation

	Great Britain		England		Scotland		Wales	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	477	1	472	1	539	1	524
Passengers able to get a seat on the train	2	318	2	312	2	363	2	418
More trains arrive on time than happens now	3	178	3	180	3	161	3	140
Less frequent major unplanned disruptions to your journey	4	166	4	168	4	150	6	127
Fewer trains cancelled than happens now	5	161	5	164	6	143	7	120
Trains sufficiently frequent at the times I wish to travel	6	156	6	157	5	147	4	137
Less disruption due to engineering works	7	116	7	117	10	104	12	88
Train company keeps passengers informed about delays	8	115	8	115	9	105	9	110
Free Wi-Fi available on the train	9	108	9	108	7	119	11	89
Inside of train is maintained and cleaned to a high standard	10	99	11	98	8	112	5	128
Journey time is reduced	11	98	10	98	12	93	16	76
Accurate and timely information available at stations	12	95	12	96	13	87	10	91
Well-maintained, clean toilet facilities on every train	13	85	13	84	11	100	8	114
Accurate and timely information provided on trains	14	83	14	83	14	75	13	78
Improved personal security on the train	15	78	15	79	18	66	14	77
Connections with other train services are always good	16	72	16	73	16	70	18	73
Good connections with other public transport at stations	17	69	17	69	19	64	19	70
Easier to buy the right ticket	18	65	19	64	15	74	15	76
Improved personal security at the station	19	64	18	64	20	53	20	61
Seating area on train is more comfortable	20	62	20	61	17	69	17	75
Stations maintained and cleaned to a high standard	21	46	22	46	22	46	21	52
More room to stand comfortably on busy trains	22	46	21	47	25	41	27	41
Train staff have a positive, helpful attitude	23	45	23	45	23	42	23	49
Station staff have a positive, helpful attitude	24	44	24	44	24	41	24	47
Free Wi-Fi available at the station	25	42	25	43	26	39	29	32
Sufficient space on train for passengers' luggage	26	42	27	41	21	47	22	50
More staff available at stations to help passengers	27	41	26	42	27	35	26	42
More staff available on trains to help passengers	28	41	28	41	28	35	25	42
Access from station entrance to boarding train is step-free	29	34	29	34	29	30	28	32
Easier to claim compensation when delayed	30	28	30	28	31	24	31	21
Better mobile phone signal on trains	31	26	31	26	30	24	30	22
Sample size	12,804		10,669		1,287		847	

Priorities by journey purpose

There is a clear distinction between the priorities expressed by commuters, business and leisure passengers. While the rank order is virtually the same for all passengers – with value for money being the number one priority for improvement followed by getting a seat – it is clear from the index scores that journey purpose makes a difference in terms of the relative level of priority.

For example, getting a seat is the second highest priority for improvement for commuters, business and leisure passengers. However, the index scores show that it has a higher relative importance to leisure passengers (index score of 367) than for business (321) and commuters (289).

As might be expected, commuters place a higher relative importance on performance and cancellations than do other passengers:

- more trains arrive on time than now: commuters 196, business 169 and leisure 149
- less frequent unplanned disruptions to your journey: commuters 182, business 160, leisure 141
- fewer cancellations: commuters 180, business 152, leisure 132.

Business passengers place a higher relative importance on Wi-Fi on board the train. They gave the provision of free Wi-Fi on board a score of 146 against 109 for commuters and 90 for leisure.

In effect there is a trade-off between capacity and performance. For commuters there is a bigger sense of 'just get me there', perhaps recognising the reality that seats won't always be available at peak times. For leisure and business passengers there is more of an emphasis on the quality of the journey – meaning seats and the provision of Wi-Fi are higher priorities than the national average.

Commuters in particular put a huge emphasis on

Rail passengers' priorities for improvement by journey purpose

	Total GB		Commuter		Business		Leisure	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	477	1	438	1	528	1	525
Passengers able to get a seat on the train	2	318	2	289	2	321	2	367
More trains arrive on time than happens now	3	178	3	196	3	169	3	149
Less frequent major unplanned disruptions to your journey	4	166	4	182	4	160	4	141
Fewer trains cancelled than happens now	5	161	5	180	5	152	6	132
Trains sufficiently frequent at the times I wish to travel	6	156	6	167	6	150	5	138
Less disruption due to engineering works	7	116	7	128	8	111	10	97
Train company keeps passengers informed about delays	8	115	8	117	9	106	8	114
Free Wi-Fi available on the train	9	108	10	109	7	146	13	90
Inside of train is maintained and cleaned to a high standard	10	99	12	87	11	102	7	120
Journey time is reduced	11	98	9	110	10	105	16	73
Accurate and timely information available at stations	12	95	11	98	13	88	11	94
Well-maintained, clean toilet facilities on every train	13	85	14	74	12	89	9	104
Accurate and timely information provided on trains	14	83	13	86	14	77	14	80
Improved personal security on the train	15	78	15	73	18	63	12	92
Connections with other train services are always good	16	72	16	73	17	66	17	73
Good connections with other public transport at stations	17	69	17	71	19	62	19	68
Easier to buy the right ticket	18	65	20	58	15	68	15	76
Improved personal security at the station	19	64	18	62	20	53	18	71
Seating area on train is more comfortable	20	62	19	58	16	67	20	66
Stations maintained and cleaned to a high standard	21	46	23	45	22	45	21	49
More room to stand comfortably on busy trains	22	46	21	52	23	44	28	37
Train staff have a positive, helpful attitude	23	45	24	44	24	42	22	49
Station staff have a positive, helpful attitude	24	44	25	43	26	41	23	47
Free Wi-Fi available at the station	25	42	22	47	21	48	29	31
Sufficient space on train for passengers' luggage	26	42	27	39	25	42	24	47
More staff available at stations to help passengers	27	41	26	41	27	35	26	45
More staff available on trains to help passengers	28	41	28	39	28	35	25	45
Access from station entrance to boarding train is step-free	29	34	30	30	30	28	27	42
Easier to claim compensation when delayed	30	28	29	32	31	28	30	20
Better mobile phone signal on trains	31	26	31	29	29	29	31	18
Sample size		12,804		2,976		1,298		8,496

dependability. They do not look to a set of 'nice-to-have' aspirations, rather they continually emphasise the importance of a robust, consistent, reliable delivery of the core basics.

Rail passengers' priorities for improvement Scotland 2017



Red icon size relates to rail passengers' priorities for improvement. The larger the icon, the more important the priority.



1st
Price of train tickets offers better **value for money**



2nd
Passengers able to **get a seat** on the train



3rd
More trains **arrive on time** than happens now



6th
Fewer trains cancelled than happens now



5th
Trains **sufficiently frequent** at the times I wish to travel



4th
Less frequent major unplanned **disruptions to your journey**



7th
Free Wi-Fi available on the train



8th
Inside of the train is **maintained and cleaned** to a high standard



9th
Train company **keeps passengers informed** about delays



10th
Less disruption due to **engineering works**

Sample size **1,287**

How customers prioritise further areas for improvement

- 11th Well maintained, clean toilet facilities on every train
- 12th Journey time is reduced
- 13th Accurate and timely information available at stations
- 14th Accurate and timely information provided on trains
- 15th Easier to buy the right ticket
- 16th Connections with other train services are always good
- 17th Seating area on train is more comfortable
- 18th Improved personal security on the train
- 19th Good connections with other public transport at stations
- 20th Improved personal security at the station
- 21st Sufficient space on train for passengers' luggage
- 22nd Stations maintained and cleaned to a high standard
- 23rd Train staff have a positive, helpful attitude
- 24th Station staff have a positive, helpful attitude
- 25th More room to stand comfortably on busy trains
- 26th Free Wi-Fi available at the station
- 27th More staff available at stations to help passengers
- 28th More staff available on trains to help passengers
- 29th Access from station entrance to boarding train is step-free
- 30th Better mobile phone signal on trains
- 31st Easier to claim compensation when delayed

Rail passengers' priorities for improvement Wales 2017



Red icon size relates to rail passengers' priorities for improvement. The larger the icon, the more important the priority.



1st

Price of train tickets offers better **value for money**



2nd

Passengers able to **get a seat** on the train



3rd

More trains **arrive on time** than happens now



6th

Less frequent major unplanned **disruptions to your journey**



5th

Inside of the train is **maintained and cleaned** to a high standard



4th

Trains **sufficiently frequent** at the times I wish to travel



7th

Fewer trains cancelled than happens now



8th

Well-maintained, clean **toilet facilities** on every train



9th

Train company **keeps passengers informed** about delays

10th

Accurate and timely **information available** at stations



How customers prioritise further areas for improvement

- 11th Free Wi-Fi available on the train
- 12th Less disruption due to engineering works
- 13th Accurate and timely information provided on trains
- 14th Improved personal security on the train
- 15th Easier to buy the right ticket
- 16th Journey time is reduced
- 17th Seating area on train is more comfortable
- 18th Connections with other train services are always good
- 19th Good connections with other public transport at stations
- 20th Improved personal security at the station
- 21st Stations maintained and cleaned to a high standard
- 22th Sufficient space on train for passengers' luggage
- 23rd Train staff have a positive, helpful attitude
- 24th Station staff have a positive, helpful attitude
- 25th More staff available on trains to help passengers
- 26th More staff available at stations to help passengers
- 27th More room to stand comfortably on busy trains
- 28th Access from station entrance to boarding train is step-free
- 29th Free Wi-Fi available at the station
- 30th Better mobile phone signal on trains
- 31st Easier to claim compensation when delayed

Sample size **847**

Priorities by rail industry sector

Priorities also differ according to the sector being served. For the purpose of this report we grouped results into five broad categories: **London and South East operators, long-distance operators, regional operators, train companies serving airports, and open access operators.**

Passengers within the London and South East sector prioritise performance categories, perhaps reflecting the higher proportion of commuting into London. The importance of Wi-Fi on the train for long-distance passengers (third highest) is also particularly noticeable.

Rail passengers' priorities for improvement by sector

	Great Britain		London and SE		Long-distance		Regional		Airport		Open access	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	477	1	471	1	548	1	481	1	395	1	315
Passengers able to get a seat on the train	2	318	2	306	2	373	2	356	2	247	2	216
More trains arrive on time than happens now	3	178	3	188	4	133	3	147	3	148	8	107
Less frequent major unplanned disruptions to your journey	4	166	4	177	7	118	5	132	6	129	16	88
Fewer trains cancelled than happens now	5	161	5	173	8	112	6	128	7	128	17	87
Trains sufficiently frequent at the times I wish to travel	6	156	6	161	5	132	4	140	5	138	6	108
Less disruption due to engineering works	7	116	7	123	13	85	11	94	11	100	21	74
Train company keeps passengers informed about delays	8	115	8	117	10	103	9	110	8	109	7	107
Free Wi-Fi available on the train	9	108	9	103	3	134	8	116	4	144	3	203
Inside of train is maintained and cleaned to a high standard	10	99	12	94	6	121	7	117	10	100	4	124
Journey time is reduced	11	98	10	101	11	89	14	84	9	109	12	90
Accurate and timely information available at stations	12	95	11	97	12	86	12	93	12	94	9	94
Well-maintained, clean toilet facilities on every train	13	85	14	80	9	109	10	102	13	92	5	123
Accurate and timely information provided on trains	14	83	13	84	16	75	15	80	15	85	15	88
Improved personal security on the train	15	78	15	76	18	71	13	90	14	86	14	89
Connections with other train services are always good	16	72	16	72	17	71	16	75	17	79	18	84
Good connections with other public transport at stations	17	69	17	68	19	68	18	72	16	84	10	93
Easier to buy the right ticket	18	65	19	62	14	81	17	73	20	69	20	79
Improved personal security at the station	19	64	18	62	20	58	20	71	19	75	19	81
Seating area on train is more comfortable	20	62	20	59	15	78	19	71	18	76	13	90
Stations maintained and cleaned to a high standard	21	46	22	45	22	51	21	52	23	58	22	74
More room to stand comfortably on busy trains	22	46	21	47	26	42	28	45	22	62	29	64
Train staff have a positive, helpful attitude	23	45	23	44	23	47	22	50	24	58	24	73
Station staff have a positive, helpful attitude	24	44	24	43	25	46	23	48	26	57	25	72
Free Wi-Fi available at the station	25	42	25	41	24	47	27	45	21	69	11	91
Sufficient space on train for passengers' luggage	26	42	27	40	21	53	24	48	25	57	23	74
More staff available at stations to help passengers	27	41	26	40	28	40	26	45	27	55	27	68
More staff available on trains to help passengers	28	41	28	39	27	40	25	46	28	53	28	65
Access from station entrance to boarding train is step-free	29	34	29	33	29	36	29	37	29	50	26	70
Easier to claim compensation when delayed	30	28	30	28	31	26	31	26	31	46	31	51
Better mobile phone signal on trains	31	26	31	25	30	28	30	27	30	46	30	60
Sample size	12,804		6,639		3,188		3,131		780		557	

Priorities by age

Analysis by age also reveals some interesting differences. Younger passengers are much more concerned with access to free Wi-Fi, with older passengers placing relatively more importance on toilets and cleanliness.

This conforms to conventional stereotypes but what is interesting is the relative importance given by 16-25 year olds to Wi-Fi. Provision of free Wi-Fi on the train is the third highest priority for improvement and is ahead of performance (against a national rank of ninth), with free Wi-Fi at the station being 13th (compared to 25th nationally).

One of rail's competitive advantages over other modes of travel is that it offers the ability to do something productive or useful while travelling. Wi-Fi is increasingly the means to achieve this whether it be for leisure (social media, watching videos) or for work (emails). Wi-Fi is clearly moving from 'nice to have' to a basic expectation.



Rail passengers' priorities for improvement by age

	16-25		26-44		45-64		65+	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	387	1	426	1	538	1	516
Passengers able to get a seat on the train	2	226	2	265	2	370	2	390
More trains arrive on time than happens now	4	166	3	185	3	182	3	152
Less frequent major unplanned disruptions to your journey	5	155	4	176	4	166	4	145
Fewer trains cancelled than happens now	6	149	5	171	5	164	7	134
Trains sufficiently frequent at the times I wish to travel	7	144	6	156	6	163	5	142
Less disruption due to engineering works	9	115	7	126	8	112	11	98
Train company keeps passengers informed about delays	10	112	9	114	7	113	8	122
Free Wi-Fi available on the train	3	215	8	120	12	88	24	48
Inside of train is maintained and cleaned to a high standard	12	89	12	91	9	99	6	135
Journey time is reduced	8	123	10	108	11	91	18	66
Accurate and timely information available at stations	11	95	11	95	10	94	10	100
Well-maintained, clean toilet facilities on every train	15	81	14	80	13	81	9	118
Accurate and timely information provided on trains	14	86	13	84	15	80	12	85
Improved personal security on the train	18	69	15	77	14	80	13	82
Connections with other train services are always good	17	74	16	75	16	68	14	77
Good connections with other public transport at stations	16	75	17	74	19	61	15	73
Easier to buy the right ticket	19	64	20	61	17	67	16	72
Improved personal security at the station	21	62	18	66	18	62	19	63
Seating area on train is more comfortable	20	63	19	63	20	59	17	69
Stations maintained and cleaned to a high standard	23	50	23	48	22	41	20	53
More room to stand comfortably on busy trains	22	53	22	52	21	42	28	36
Train staff have a positive, helpful attitude	24	49	24	48	23	40	21	50
Station staff have a positive, helpful attitude	25	49	25	47	24	39	22	49
Free Wi-Fi available at the station	13	87	21	53	28	28	30	16
Sufficient space on train for passengers' luggage	27	47	26	45	27	36	23	49
More staff available at stations to help passengers	28	45	27	44	26	36	26	45
More staff available on trains to help passengers	29	42	28	42	25	36	25	45
Access from station entrance to boarding train is step-free	31	40	29	37	29	27	27	42
Easier to claim compensation when delayed	30	41	30	36	30	20	29	16
Better mobile phone signal on trains	26	48	31	34	31	17	31	12
Sample size	1,559		4,397		4,665		2,182	

Priorities for passengers with disabilities

There are noticeable differences in priorities for improvement between passengers with a disability and those without. Having step-free access at the station is, perhaps naturally, a higher priority amongst those with a disability, as are toilets and the availability of staff.

However, it is also important not to underplay the importance the 'core product' – passengers with disabilities also want trains to be on time and there to be less disruption.



Rail passengers' priorities for improvement passengers with a disability

	All passengers		With disability		Without disability	
	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	477	1	398	1	485
Passengers able to get a seat on the train	2	318	2	329	2	316
More trains arrive on time than happens now	3	178	3	136	3	182
Less frequent major unplanned disruptions to your journey	4	166	5	126	4	170
Fewer trains cancelled than happens now	5	161	7	119	5	166
Trains sufficiently frequent at the times I wish to travel	6	156	4	130	6	158
Less disruption due to engineering works	7	116	13	92	7	118
Train company keeps passengers informed about delays	8	115	8	115	8	115
Free Wi-Fi available on the train	9	108	11	95	9	109
Inside of train is maintained and cleaned to a high standard	10	99	6	120	11	97
Journey time is reduced	11	98	16	81	10	99
Accurate and timely information available at stations	12	95	10	99	12	95
Well-maintained, clean toilet facilities on every train	13	85	9	111	13	83
Accurate and timely information provided on trains	14	83	14	85	14	82
Improved personal security on the train	15	78	12	93	15	77
Connections with other train services are always good	16	72	17	77	16	72
Good connections with other public transport at stations	17	69	19	77	17	68
Easier to buy the right ticket	18	65	21	68	18	65
Improved personal security at the station	19	64	18	77	19	62
Seating area on train is more comfortable	20	62	20	76	20	60
Stations maintained and cleaned to a high standard	21	46	23	59	22	45
More room to stand comfortably on busy trains	22	46	28	49	21	46
Train staff have a positive, helpful attitude	23	45	24	59	23	44
Station staff have a positive, helpful attitude	24	44	26	58	24	43
Free Wi-Fi available at the station	25	42	29	46	25	42
Sufficient space on train for passengers' luggage	26	42	22	60	26	40
More staff available at stations to help passengers	27	41	25	59	27	40
More staff available on trains to help passengers	28	41	27	57	28	39
Access from station entrance to boarding train is step-free	29	34	15	85	29	29
Easier to claim compensation when delayed	30	28	30	31	30	28
Better mobile phone signal on trains	31	26	31	31	31	25
Sample size	12,804		1,483		11,320	

There are also differences according to the type of disability recorded by passengers. The sample size allows us to compare differences between passengers with mobility, hearing and sight disabilities.

Rail passengers' priorities for improvement passengers with a disability

	Any disability		Mobility or wheelchair		Hearing		Eyesight	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	398	1	382	1	415	1	376
Passengers able to get a seat on the train	2	329	2	334	2	352	2	269
More trains arrive on time than happens now	3	136	3	131	4	130	3	146
Less frequent major unplanned disruptions to your journey	5	126	5	124	8	111	6	131
Fewer trains cancelled than happens now	7	119	8	116	9	110	7	128
Trains sufficiently frequent at the times I wish to travel	4	130	4	126	3	131	5	135
Less disruption due to engineering works	13	92	13	91	15	83	12	101
Train company keeps passengers informed about delays	8	115	7	117	7	115	8	112
Free Wi-Fi available on the train	11	95	19	76	10	107	4	136
Inside of train is maintained and cleaned to a high standard	6	120	6	123	5	124	9	110
Journey time is reduced	16	81	20	73	13	85	10	102
Accurate and timely information available at stations	10	99	12	100	11	99	13	96
Well-maintained, clean toilet facilities on every train	9	111	9	116	6	116	11	101
Accurate and timely information provided on trains	14	85	14	85	14	85	15	86
Improved personal security on the train	12	93	11	101	12	87	14	86
Connections with other train services are always good	17	77	16	79	16	80	17	77
Good connections with other public transport at stations	19	77	17	78	17	79	16	79
Easier to buy the right ticket	21	68	21	67	19	75	21	66
Improved personal security at the station	18	77	15	82	20	71	18	74
Seating area on train is more comfortable	20	76	18	77	18	78	19	74
Stations maintained and cleaned to a high standard	23	59	26	61	23	58	24	60
More room to stand comfortably on busy trains	28	49	28	48	28	50	29	56
Train staff have a positive, helpful attitude	24	59	25	61	24	57	22	61
Station staff have a positive, helpful attitude	26	58	27	60	25	55	25	59
Free Wi-Fi available at the station	29	46	29	40	29	49	20	66
Sufficient space on train for passengers' luggage	22	60	23	62	22	62	26	58
More staff available at stations to help passengers	25	59	22	64	26	54	27	58
More staff available on trains to help passengers	27	57	24	62	27	52	28	57
Access from station entrance to boarding train is step-free	15	85	10	104	21	63	23	60
Easier to claim compensation when delayed	30	31	30	31	31	32	31	38
Better mobile phone signal on trains	31	31	31	28	30	33	30	41
Sample size (passengers could select more than one disability)	1,483		956		462		345	

Priorities by train company

There are clear differences by train company – most reflecting the particular market sector the company is operating in.

Rail passengers' priorities for improvement by train company

1/2 London and South East operators

	London and SE total		c2c		Chiltern		Great Northern		Great Western Railway		Greater Anglia	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	471	1	412	1	392	1	451	1	526	1	563
Passengers able to get a seat on the train	2	306	2	275	2	337	2	309	2	369	2	302
More trains arrive on time than happens now	3	188	3	152	4	136	3	177	3	163	3	200
Less frequent major unplanned disruptions to your journey	4	177	7	130	8	114	4	162	4	152	4	194
Fewer trains cancelled than happens now	5	173	6	133	7	115	5	158	6	144	5	185
Trains sufficiently frequent at the times I wish to travel	6	161	4	143	5	133	6	157	5	150	6	165
Less disruption due to engineering works	7	123	12	99	13	87	8	114	10	104	7	130
Train company keeps passengers informed about delays	8	117	8	117	9	110	7	116	8	108	10	108
Free Wi-Fi available on the train	9	103	5	137	3	169	9	113	7	120	8	111
Inside of train is maintained and cleaned to a high standard	12	94	13	98	6	116	11	101	9	106	11	93
Journey time is reduced	10	101	10	102	11	103	10	106	11	99	9	109
Accurate and timely information available at stations	11	97	11	99	12	96	12	98	13	89	12	88
Well-maintained, clean toilet facilities on every train	14	80	16	82	10	104	14	85	12	94	13	79
Accurate and timely information provided on trains	13	84	14	88	14	86	13	86	14	77	14	76
Improved personal security on the train	15	76	9	106	16	76	15	76	19	59	18	57
Connections with other train services are always good	16	72	18	78	18	72	16	70	16	70	16	64
Good connections with other public transport at stations	17	68	17	78	17	74	17	67	18	65	17	57
Easier to buy the right ticket	19	62	19	72	20	68	20	62	15	73	15	64
Improved personal security at the station	18	62	15	86	21	66	19	63	20	49	20	47
Seating area on train is more comfortable	20	59	20	64	15	84	18	64	17	69	19	55
Stations maintained and cleaned to a high standard	22	45	27	53	23	57	22	49	22	46	21	39
More room to stand comfortably on busy trains	21	47	26	54	22	60	21	52	23	44	22	39
Train staff have a positive, helpful attitude	23	44	22	56	25	54	24	48	24	43	23	37
Station staff have a positive, helpful attitude	24	43	24	55	26	53	25	46	25	41	25	36
Free Wi-Fi available at the station	25	41	21	61	19	70	23	49	26	41	24	37
Sufficient space on train for passengers' luggage	27	40	28	44	24	56	26	43	21	48	26	35
More staff available at stations to help passengers	26	40	23	55	27	48	27	43	27	36	27	31
More staff available on trains to help passengers	28	39	25	55	28	46	28	42	28	35	28	31
Access from station entrance to boarding train is step-free	29	33	29	43	30	39	31	29	29	30	30	22
Easier to claim compensation when delayed	30	28	30	37	31	37	29	32	31	25	29	25
Better mobile phone signal on trains	31	25	31	36	29	43	30	31	30	25	31	22
Sample size	6,639		461		564		388		1,061		596	

Rail passengers' priorities for improvement by train company

2/2 London and South East operators

	London and SE total		London Midland		London Overground		South West Trains		Southeastern		Southern		TfL Rail		Thameslink	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	471	1	486	1	372	1	527	1	479	1	439	1	378	1	487
Passengers able to get a seat on the train	2	306	2	378	2	232	2	343	2	304	2	266	2	238	2	288
More trains arrive on time than happens now	3	188	3	159	3	183	3	172	3	201	4	233	3	170	3	214
Less frequent major unplanned disruptions to your journey	4	177	5	141	6	163	4	160	4	191	3	235	4	158	4	208
Fewer trains cancelled than happens now	5	173	6	140	4	167	6	154	5	186	5	226	5	155	5	201
Trains sufficiently frequent at the times I wish to travel	6	161	4	148	5	165	5	156	6	167	6	176	6	148	6	174
Less disruption due to engineering works	7	123	10	100	8	120	7	113	7	129	7	158	8	115	7	140
Train company keeps passengers informed about delays	8	117	8	114	7	128	9	108	8	119	8	127	7	123	8	119
Free Wi-Fi available on the train	9	103	7	126	10	105	10	106	9	100	17	61	9	112	13	83
Inside of train is maintained and cleaned to a high standard	12	94	9	105	14	92	11	98	12	93	12	81	12	100	11	88
Journey time is reduced	10	101	13	86	11	105	8	112	11	96	10	94	13	95	9	107
Accurate and timely information available at stations	11	97	11	96	9	109	12	90	10	97	9	102	11	104	10	98
Well-maintained, clean toilet facilities on every train	14	80	12	91	18	81	13	83	14	76	16	67	15	88	14	77
Accurate and timely information provided on trains	13	84	14	82	13	95	14	78	13	84	11	87	14	92	12	84
Improved personal security on the train	15	76	15	73	12	104	15	73	15	72	13	74	10	104	18	56
Connections with other train services are always good	16	72	16	72	16	88	16	68	16	66	14	74	18	81	15	71
Good connections with other public transport at stations	17	68	18	69	15	90	19	62	17	62	15	68	17	86	16	66
Easier to buy the right ticket	19	62	17	69	19	58	17	65	19	59	19	53	20	57	17	58
Improved personal security at the station	18	62	20	60	17	84	20	60	18	60	18	60	16	87	20	48
Seating area on train is more comfortable	20	59	19	68	20	53	18	65	20	55	20	46	19	61	19	53
Stations maintained and cleaned to a high standard	22	45	22	46	26	50	22	44	22	44	23	39	24	55	22	42
More room to stand comfortably on busy trains	21	47	24	46	22	52	21	45	21	45	21	44	27	53	21	46
Train staff have a positive, helpful attitude	23	44	23	46	23	52	23	42	23	43	22	40	21	57	23	39
Station staff have a positive, helpful attitude	24	43	25	44	24	51	25	41	24	42	24	39	23	56	24	39
Free Wi-Fi available at the station	25	41	21	48	27	48	26	40	27	37	29	28	26	54	27	34
Sufficient space on train for passengers' luggage	27	40	26	44	29	40	24	41	28	35	27	34	29	45	25	38
More staff available at stations to help passengers	26	40	27	41	21	53	27	37	25	40	25	37	22	56	26	34
More staff available on trains to help passengers	28	39	28	40	25	51	28	36	26	38	26	36	25	55	28	32
Access from station entrance to boarding train is step-free	29	33	29	32	28	46	29	29	29	33	30	26	28	46	29	28
Easier to claim compensation when delayed	30	28	31	24	30	33	30	27	30	26	28	29	30	35	30	27
Better mobile phone signal on trains	31	25	30	26	31	29	31	24	31	23	31	20	31	35	31	23
Sample size	6,639		643		587		638		633		643		381		584	

Rail passengers' priorities for improvement by train company

Airport operators

	Airport total		Gatwick Express		Heathrow Connect		Heathrow Express		Stansted Express	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	395	1	384	1	296	1	411	1	398
Passengers able to get a seat on the train	2	247	2	243	2	201	2	218	2	257
More trains arrive on time than happens now	3	148	3	159	4	137	5	113	3	150
Less frequent major unplanned disruptions to your journey	6	129	4	148	6	119	9	97	7	123
Fewer trains cancelled than happens now	7	128	5	141	8	119	11	96	6	128
Trains sufficiently frequent at the times I wish to travel	5	138	6	140	5	129	4	117	4	144
Less disruption due to engineering works	11	100	9	108	13	97	17	82	10	98
Train company keeps passengers informed about delays	8	109	8	117	7	119	10	97	9	106
Free Wi-Fi available on the train	4	144	7	130	3	144	3	197	5	133
Inside of train is maintained and cleaned to a high standard	10	100	10	103	9	108	7	101	11	96
Journey time is reduced	9	109	13	93	12	100	6	113	8	121
Accurate and timely information available at stations	12	94	11	100	10	104	15	84	12	92
Well-maintained, clean toilet facilities on every train	13	92	12	94	11	103	8	98	13	88
Accurate and timely information provided on trains	15	85	14	90	14	96	20	77	14	84
Improved personal security on the train	14	86	15	89	18	85	13	95	16	83
Connections with other train services are always good	17	79	17	81	16	88	22	76	18	79
Good connections with other public transport at stations	16	84	16	88	15	95	18	79	17	82
Easier to buy the right ticket	20	69	21	64	20	77	19	78	20	72
Improved personal security at the station	19	75	18	78	19	79	16	82	19	73
Seating area on train is more comfortable	18	76	20	64	21	76	14	85	15	83
Stations maintained and cleaned to a high standard	23	58	23	59	24	67	24	62	25	58
More room to stand comfortably on busy trains	22	62	25	58	25	67	28	60	21	68
Train staff have a positive, helpful attitude	24	58	22	59	22	68	25	61	24	58
Station staff have a positive, helpful attitude	26	57	24	58	26	67	27	60	26	56
Free Wi-Fi available at the station	21	69	19	66	17	86	12	95	22	61
Sufficient space on train for passengers' luggage	25	57	28	52	27	65	23	65	23	60
More staff available at stations to help passengers	27	55	26	55	28	65	26	61	27	55
More staff available on trains to help passengers	28	53	27	54	29	61	29	59	28	53
Access from station entrance to boarding train is step-free	29	50	30	43	23	68	21	76	30	47
Easier to claim compensation when delayed	31	46	31	41	31	56	31	48	29	50
Better mobile phone signal on trains	30	46	29	43	30	58	30	56	31	44
Sample size	780		330		202		217		182	

Rail passengers' priorities for improvement by train company

Long-distance operators

	Long-Distance total		CrossCountry		East Midlands Trains		TransPennine Express		Virgin Trains East Coast		Virgin Trains (West Coast)	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	548	1	532	1	534	1	574	1	522	1	570
Passengers able to get a seat on the train	2	373	2	354	2	365	2	397	2	360	2	392
More trains arrive on time than happens now	4	133	4	132	4	133	3	142	4	132	5	130
Less frequent major unplanned disruptions to your journey	7	118	7	119	7	115	5	126	7	119	7	115
Fewer trains cancelled than happens now	8	112	8	112	9	111	7	121	8	113	8	109
Trains sufficiently frequent at the times I wish to travel	5	132	5	132	5	131	4	137	5	127	4	134
Less disruption due to engineering works	13	85	12	86	12	83	12	88	12	87	13	83
Train company keeps passengers informed about delays	10	103	10	104	10	106	9	103	10	100	10	102
Free Wi-Fi available on the train	3	134	3	139	3	135	10	98	3	159	3	140
Inside of train is maintained and cleaned to a high standard	6	121	6	123	6	123	6	122	6	120	6	119
Journey time is reduced	11	89	11	94	14	82	11	91	11	89	11	91
Accurate and timely information available at stations	12	86	13	86	11	90	13	86	13	84	12	86
Well-maintained, clean toilet facilities on every train	9	109	9	111	8	112	8	108	9	108	9	108
Accurate and timely information provided on trains	16	75	17	75	15	78	16	74	16	74	16	74
Improved personal security on the train	18	71	16	75	18	71	19	61	17	73	19	68
Connections with other train services are always good	17	71	18	74	17	71	17	67	18	69	17	72
Good connections with other public transport at stations	19	68	19	72	19	68	18	61	19	66	18	68
Easier to buy the right ticket	14	81	14	81	13	82	14	85	14	79	14	78
Improved personal security at the station	20	58	20	60	20	59	21	50	20	60	20	55
Seating area on train is more comfortable	15	78	15	79	16	76	15	82	15	78	15	75
Stations maintained and cleaned to a high standard	22	51	22	52	22	53	22	49	23	51	22	48
More room to stand comfortably on busy trains	26	42	27	41	26	46	25	44	29	41	26	39
Train staff have a positive, helpful attitude	23	47	24	48	24	49	23	46	24	48	24	44
Station staff have a positive, helpful attitude	25	46	25	46	25	47	24	44	25	47	25	43
Free Wi-Fi available at the station	24	47	23	49	23	49	28	35	21	54	23	46
Sufficient space on train for passengers' luggage	21	53	21	55	21	53	20	54	22	52	21	52
More staff available at stations to help passengers	28	40	28	41	27	42	26	38	26	42	27	37
More staff available on trains to help passengers	27	40	26	41	28	41	27	38	28	42	28	37
Access from station entrance to boarding train is step-free	29	36	29	34	29	36	29	32	27	42	29	35
Easier to claim compensation when delayed	31	26	31	25	31	28	30	25	31	28	31	23
Better mobile phone signal on trains	30	28	30	29	30	31	31	23	30	32	30	28
Sample size	3,188		605		622		590		885		842	

Rail passengers' priorities for improvement by train operator

Regional operators	Regional total		Arriva Trains Wales		Merseyrail		Northern		Scotrail	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	481	1	438	1	408	1	476	1	534
Passengers able to get a seat on the train	2	356	2	359	2	302	2	373	2	361
More trains arrive on time than happens now	3	147	3	143	7	122	3	145	3	162
Less frequent major unplanned disruptions to your journey	5	132	5	127	11	105	5	128	4	151
Fewer trains cancelled than happens now	6	128	6	123	12	104	6	125	6	144
Trains sufficiently frequent at the times I wish to travel	4	140	4	139	6	124	4	141	5	147
Less disruption due to engineering works	11	94	12	92	17	79	12	92	10	104
Train company keeps passengers informed about delays	9	110	8	113	8	118	8	111	9	105
Free Wi-Fi available on the train	8	116	10	106	4	135	9	107	7	124
Inside of train is maintained and cleaned to a high standard	7	117	7	123	5	128	7	116	8	111
Journey time is reduced	14	84	15	82	23	61	14	87	12	93
Accurate and timely information available at stations	12	93	11	95	13	101	11	93	13	87
Well-maintained, clean toilet facilities on every train	10	102	9	110	9	112	10	99	11	98
Accurate and timely information provided on trains	15	80	14	83	16	87	15	81	14	75
Improved personal security on the train	13	90	13	87	3	140	13	88	18	67
Connections with other train services are always good	16	75	16	78	15	89	17	73	16	70
Good connections with other public transport at stations	18	72	17	76	14	92	19	70	19	64
Easier to buy the right ticket	17	73	20	70	18	76	18	71	15	73
Improved personal security at the station	20	71	19	71	10	105	20	69	20	54
Seating area on train is more comfortable	19	71	18	75	21	62	16	76	17	68
Stations maintained and cleaned to a high standard	21	52	21	56	25	60	21	52	22	46
More room to stand comfortably on busy trains	28	45	27	49	29	42	24	48	25	41
Train staff have a positive, helpful attitude	22	50	22	54	20	63	22	50	23	42
Station staff have a positive, helpful attitude	23	48	24	53	24	61	23	49	26	41
Free Wi-Fi available at the station	27	45	28	47	27	50	26	47	24	42
Sufficient space on train for passengers' luggage	24	48	23	53	26	51	25	47	21	46
More staff available at stations to help passengers	26	45	26	49	22	62	28	45	27	35
More staff available on trains to help passengers	25	46	25	49	19	65	27	45	28	35
Access from station entrance to boarding train is step-free	29	37	29	40	28	48	29	37	29	31
Easier to claim compensation when delayed	31	26	31	29	31	23	31	28	31	24
Better mobile phone signal on trains	30	27	30	30	30	26	30	29	30	25
Sample size	3,131		1,018		389		653		1,133	

Rail passengers priorities' for improvement by train company

Open access operators

	Open access total		Grand Central		Hull Trains	
	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	315	1	234	1	466
Passengers able to get a seat on the train	2	216	2	182	2	284
More trains arrive on time than happens now	8	107	9	106	7	108
Less frequent major unplanned disruptions to your journey	16	88	19	86	9	91
Fewer trains cancelled than happens now	17	87	18	88	12	86
Trains sufficiently frequent at the times I wish to travel	6	108	7	107	6	111
Less disruption due to engineering works	21	74	26	77	18	69
Train company keeps passengers informed about delays	7	107	6	111	8	100
Free Wi-Fi available on the train	3	203	3	174	3	255
Inside of train is maintained and cleaned to a high standard	4	124	5	126	4	121
Journey time is reduced	12	90	16	91	10	89
Accurate and timely information available at stations	9	94	10	98	13	85
Well-maintained, clean toilet facilities on every train	5	123	4	129	5	112
Accurate and timely information provided on trains	15	88	13	94	16	77
Improved personal security on the train	14	89	11	95	17	76
Connections with other train services are always good	18	84	15	92	19	68
Good connections with other public transport at stations	10	93	8	107	20	68
Easier to buy the right ticket	20	79	28	74	11	88
Improved personal security at the station	19	81	17	88	21	66
Seating area on train is more comfortable	13	90	14	92	14	85
Stations maintained and cleaned to a high standard	22	74	22	82	23	60
More room to stand comfortably on busy trains	29	64	29	71	27	51
Train staff have a positive, helpful attitude	24	73	21	81	24	57
Station staff have a positive, helpful attitude	25	72	24	80	25	55
Free Wi-Fi available at the station	11	91	12	95	15	82
Sufficient space on train for passengers' luggage	23	74	23	81	22	61
More staff available at stations to help passengers	27	68	25	77	28	49
More staff available on trains to help passengers	28	65	27	74	29	48
Access from station entrance to boarding train is step-free	26	70	20	82	30	47
Easier to claim compensation when delayed	31	51	31	59	31	36
Better mobile phone signal on trains	30	60	30	65	26	51
Sample size	557		339		238	



What do passengers want at stations?

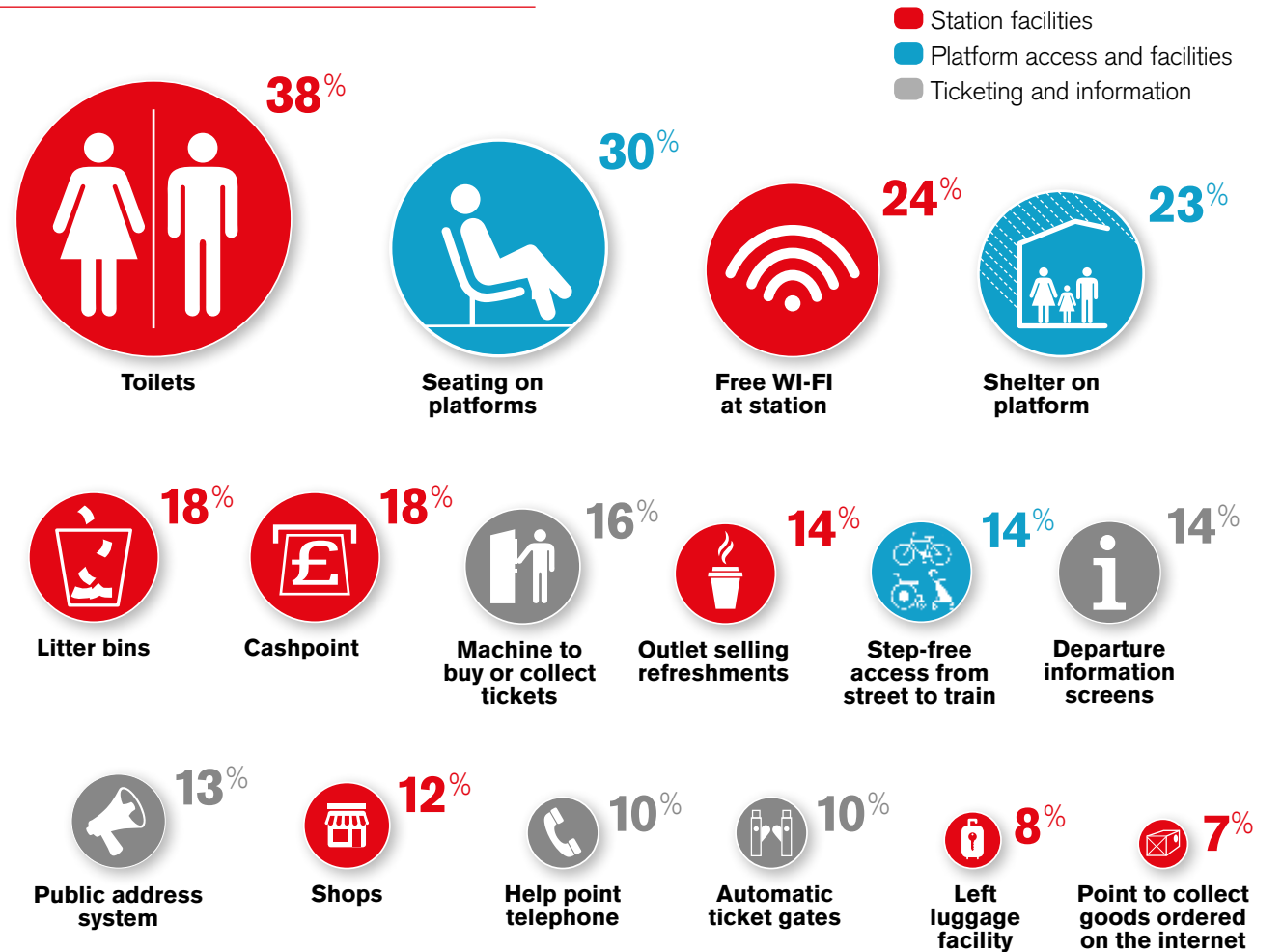
So far in this report we have seen that train performance and the on-train experience tend to feature more prominently in the overall list of priorities for improvement than do station categories. However, stations clearly need to be maintained and refurbished and there is still value in identifying passengers' views to help inform investment decisions when this is taking place. So we also took the opportunity to ask passengers about their views on improvements to stations.

This was separate to the main body of the research. Having completed this passengers were presented with a separate, more detailed, list of station facilities and asked to select which they felt it was most important to improve at the station from which they start their most frequent journey.

The station facilities included in the list comprised platform facilities (for example seating, toilets, shelter), information (for example departure boards, public address system, help points), general station amenities (for example refreshment, shops, cashpoints), and connections with other forms of public transport, ticketing and disabled access.

The research again showed a pragmatic approach from passengers. Priority was given to improving basic station amenities: toilets, seating and shelter. Alongside this was the provision of free Wi-Fi, continuing a theme we identified earlier in the report.

Priorities for improving station facilities (%)



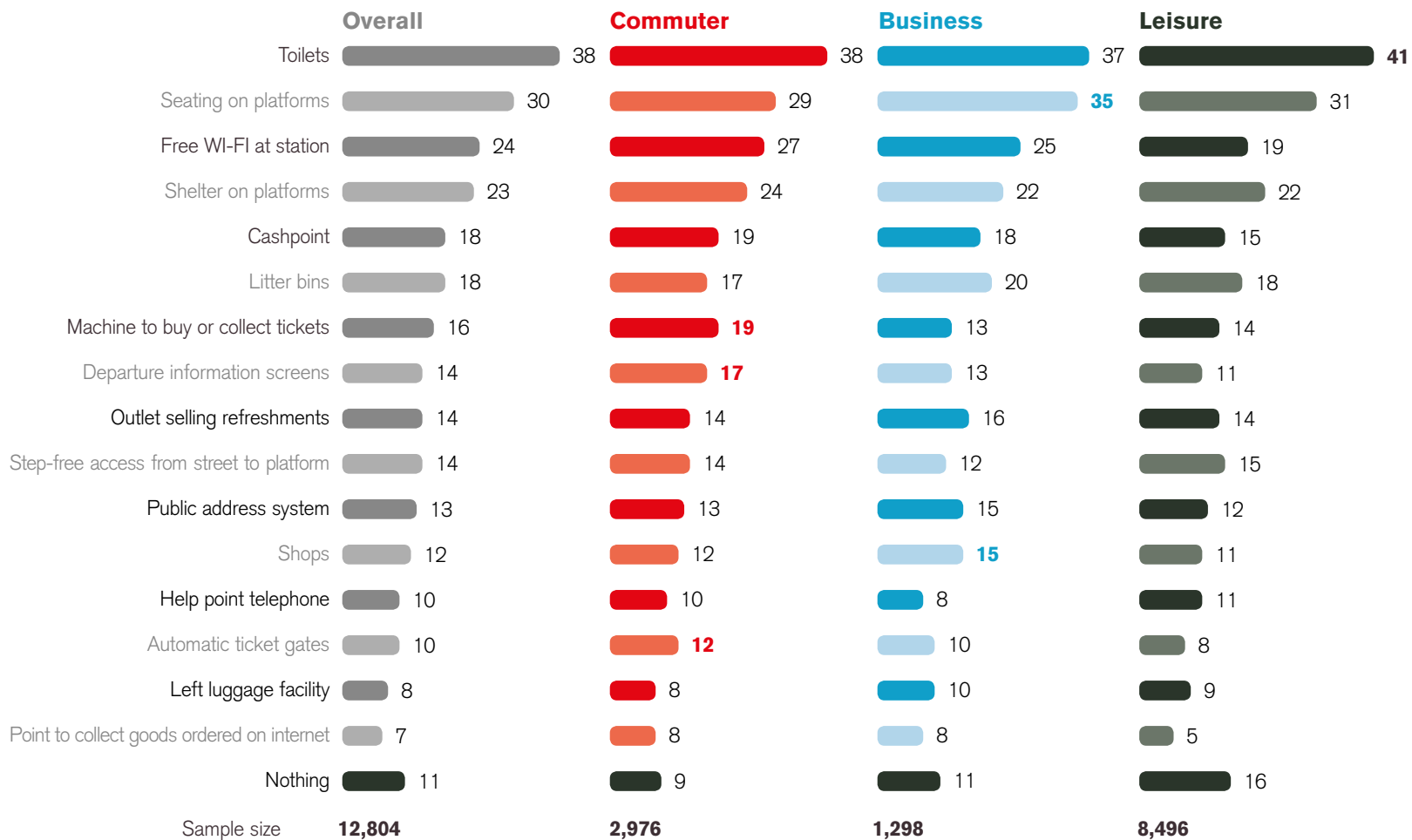
Sample size 12,804

Free Wi-Fi at stations is one of the highest-ranked priorities when considered as part of the station improvements question, despite its much lower showing in the overall rankings. It is likely that this is due to a different perspective being taken when focusing in on the station specifically, rather than the role of the station in the passenger's experience overall.

Overall, different passengers with different journey purposes share the same improvement priorities, although commuters are more concerned with improvements to ticketing machines and departure information, and leisure passengers are more concerned with improvements to toilets.

Priorities for improving station facilities by journey purpose (%)

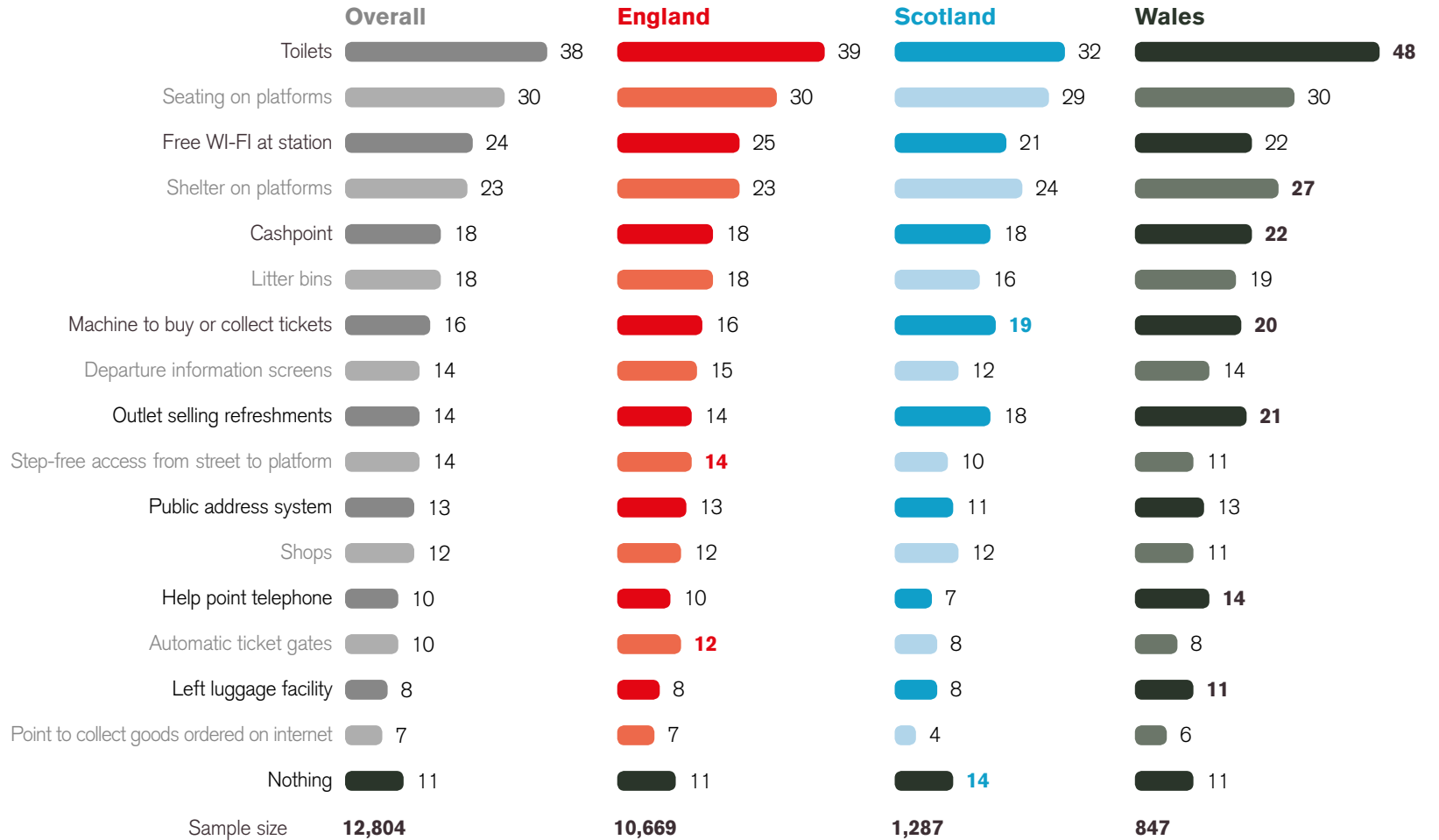
Bolder numerals show significantly higher than overall score



It is noticeable that passengers in Wales are more concerned than passengers overall about a number of station improvements – chiefly toilet facilities, shelter on platforms and cashpoints.

Priorities for improving station facilities by nation (%)

Bolder numerals show significantly higher than overall score



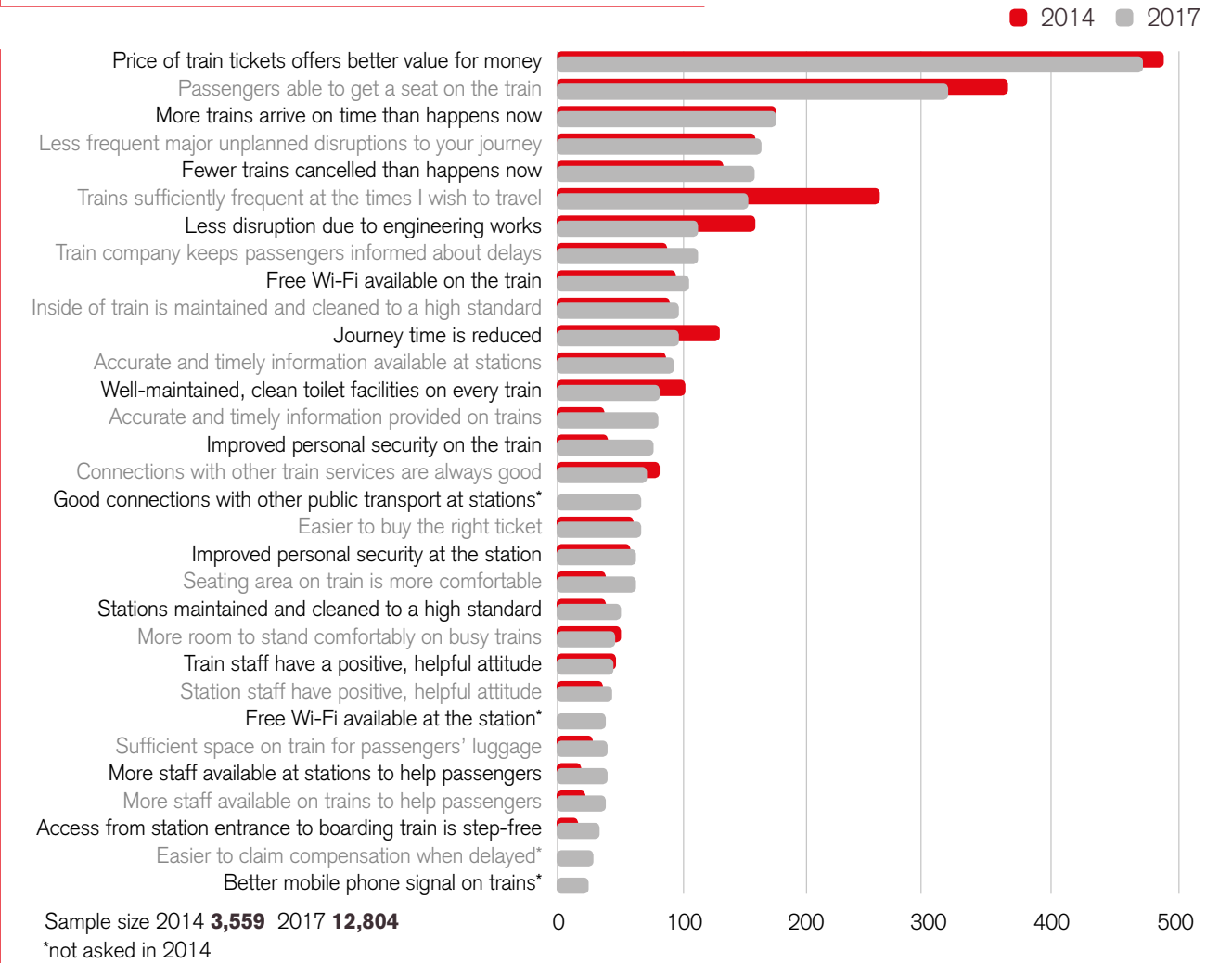
Trends over time

We have looked at priorities for improvement in previous years – the last time being 2014. However, there must be caution exercised when making comparisons as there are a number of methodological changes that make a direct comparison more difficult. In 2017 the fieldwork was done online rather than face to face, there was a much larger sample size and some of the questions were changed. See appendix A for details of the changes. In effect we are not comparing like with like. The priorities for improvement for 2017 – or 2014 for that matter – were designed more to be a snapshot in time rather than to record changes over time.

However, for illustrative purposes only, the following chart shows the main differences.

Not all categories were the same in 2017 and 2014. To see those used in 2014 see Appendix A.

Rail passengers' priorities for improvement 2014 and 2017



Appendix A: Method

Using max-diff to measure priorities for improvement

What is max-diff:

Maximum Difference Scaling (max-diff) is a way of evaluating the importance (or preference) of a number of alternatives. It is a 'discrete choice' technique; respondents are asked to make simple best/worst choices.

How does max-diff work?

Participants complete a series of exercises. In each exercise they are presented with five items and asked to choose which is the highest priority for improvement and which is the lowest.

In order to determine passengers' overall priorities for improvement, the following exercise was used in the survey. It was repeated 15 times covering all 31 possible priorities with 12 order variations:

Thinking about the following improvements that train companies could make...

Please select the one improvement you would most like to see made and the one you think it is least important to make.

	Most important improvement for you	Least important improvement for you
[Insert rotated option from list]	1	1
[Insert rotated option from list]	2	2
[Insert rotated option from list]	3	3
[Insert rotated option from list]	4	4
[Insert rotated option from list]	5	5

The table on the right lists the 31 improvement priority areas included in the 2017 research, which were included in the max-diff exercise already described.

Improvement priorities – areas included

2014 Ranking	Improvement priority areas
1	Price of train tickets offers better value for money
2	Passengers able to get a seat on the train
3	Trains sufficiently frequent at the times I wish to travel
4	More trains arrive on time than happens now
5	Train company keeps passengers informed about delays
6	Less frequent major unplanned disruptions to your journey
7	Fewer trains cancelled than happens now
8	Accurate and timely information available at stations
9	Journey time is reduced
10	Free Wi-Fi available on the train
11	Inside of train is maintained and cleaned to a high standard
12	Accurate and timely information provided on trains
13	Less disruption due to engineering works
14	Well-maintained, clean toilet facilities on every train
15	Connections with other train services are always good
16	Good connections with other public transport at stations
17	Seating area on train is more comfortable
18	Train staff have a positive, helpful attitude
19	Station staff have a positive, helpful attitude
21	Improved personal security on the train
22	Improved personal security at the station
23	Sufficient space on train for passengers' luggage
24	Stations maintained and cleaned to a high standard
25	More staff available at stations to help passengers
27	Free Wi-Fi available at the station
28	More staff available on trains to help passengers
30	Access from station entrance to boarding train is step-free
NEW	Easier to buy the right ticket
NEW	Easier to claim compensation when delayed
NEW	Better mobile phone signal on trains
NEW	More room to stand comfortably on busy trains

The table on p24 lists the areas that were included in the original 2014 research but dropped from the 2017 wave of the research.

Improvement priorities – areas removed since 2014

Improvement priority areas

- New ticket formats available such as smartcards, ticket apps
- There is always space in the station car park
- Reduced queuing time when buying a ticket
- Safe and secure bicycle parking available at the station
- More standing space available on trains (replaced by: more room to stand comfortably on busy trains)

Research approach

We carried out 12,804 online interviews with rail passengers in Great Britain who had travelled by rail in the last three months. Fieldwork took place from 22 March – 5 April 2017. Average interview length was 17 minutes.

Sampling quotas were set by:

- age
- gender
- region/nation
- operator (with boosts for some companies).

Passengers were asked about the train journey they make most often. There were 12,804 people (or journeys) covered in the research. However, each passenger's journey could consist of more than one leg (for instance, the overall journey could have begun on a Northern service but finished on an Arriva Trains Wales service). In the

research each journey was recorded against all operators involved (in our example, against both Northern and Arriva Trains Wales). However, when aggregating into overall totals a person was only counted once (for example in the Northern/Arriva example the two legs would just count as one journey in the 'regional' sector). As a result, if added together, the sample sizes for each individual train company will add up to more than the total number of people/ journeys taken.

Summary of weighting approach:

- targets for the journey weighting were derived from the full NRPS data for 2016
- our target was defined as journeys made by those

who travel at least once every three months

- 'fully interlocking' targets were set for journey purpose (commuter, business, leisure), age band (16-34, 35-54, 55+) and gender (male, female) within each of the 27 train companies
- for a number of smaller train operators with limited data, some targets were combined to give more sensible weights
- finally a balancing weight was applied to ensure the correct distribution of TOCs by journey
- the weighting scheme takes advantage of the large sample size to ensure weights are extremely accurate and generate a broadly representative sample (by journey) within each TOC and overall.

Number of interviews, by operator

London and South East operators

	Interviews
c2c	461
Chiltern Railways	564
Great Northern	388
Great Western Railway	1061
Greater Anglia	596
London Midland	643
London Overground	587
South West Trains	638
Southeastern	633
Southern	643
TfL Rail	381
Thameslink	584

Long-distance operators

	Interviews
CrossCountry	605
East Midlands Trains	622
TransPennine Express	590
Virgin Trains (West Coast)	842
Virgin Trains East Coast	885

Airport operators

	Interviews
Gatwick Express	330
Heathrow Express	217
Heathrow Connect	202
Stansted Express	182

Open access operators

	Interviews
Hull Trains	238
Grand Central	339

Regional operators

	Interviews
Arriva Trains Wales	1018
Northern	653
Merseyrail	389
Scotrail	1133

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Transport Focus is the operating name of the Passengers' Council

Transport Focus is the independent consumer organisation representing the interests of:

- all users of England's motorways and major 'A' roads (the Strategic Road Network)
- rail passengers in Great Britain
- bus, coach and tram users across England outside London.

We work to make a difference for all transport users