



What do passengers want?

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Chief Executive

What do passengers want?

- Ask them!
- Rail passengers' priorities for improvement
- National Rail Passenger Survey (NRPS)
- Cornerstones of evidence on rail service delivery – solid basis to influence improvements
- See more on our website and with our Data Explorer at data.transportfocus.org.uk

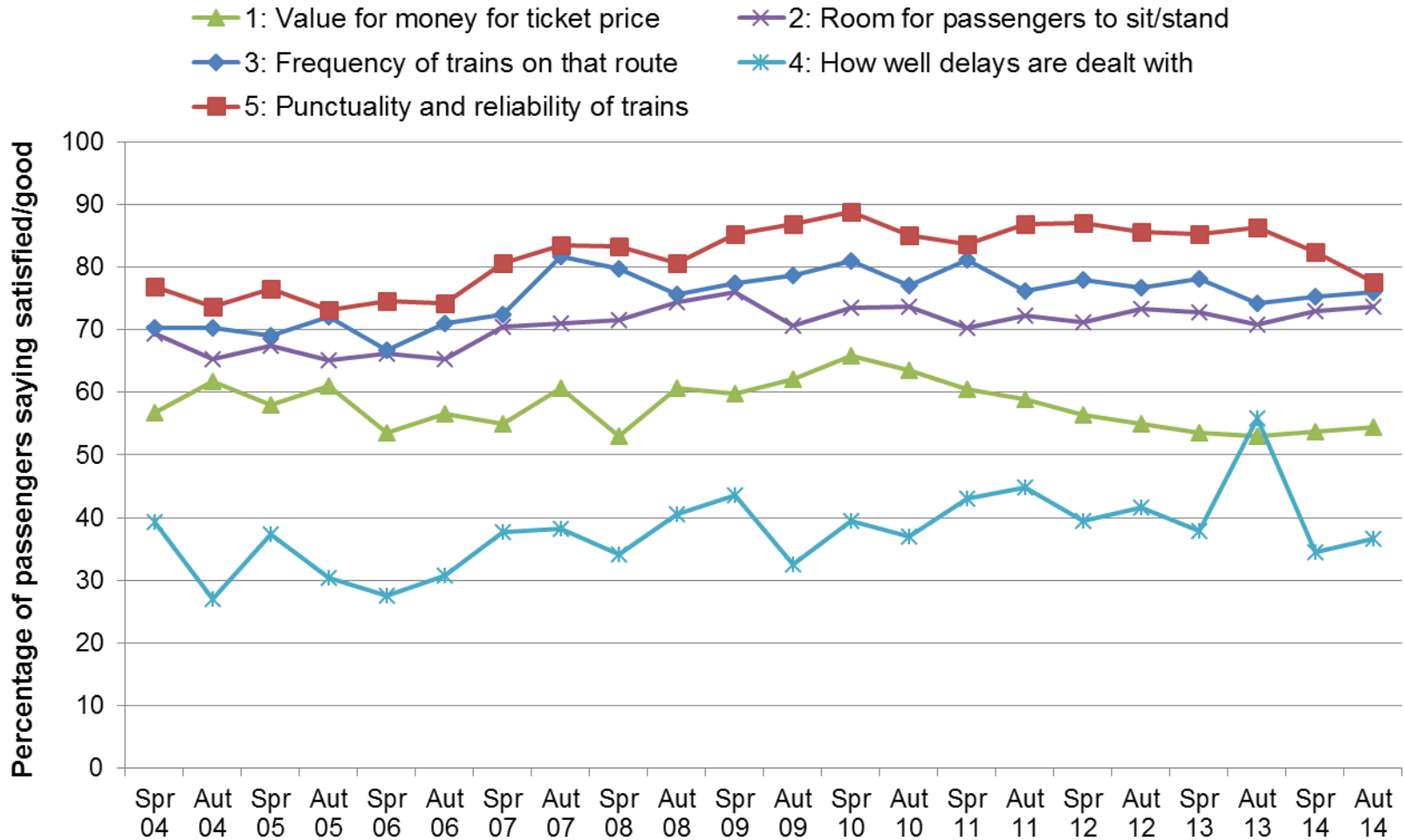
Rail passengers' priorities for improvement

Wales & Great Britain

Factor	Wales		Great Britain		
	Rank	Index	Rank	Index	
Price of train tickets offers better value for money	1	458	1	494	
Passengers always able to get a seat on the train	2	402	2	367	
Trains sufficiently frequent at the times I wish to travel	3	238	3	264	
Train company keeps passengers informed about delays	4	168	5	163	
More trains arrive on time than happens now	5	150	4	178	
Accurate and timely information available at stations	6	140	8	132	
Less frequent major unplanned disruptions to your journey	7	133	6	161	
Fewer trains cancelled than happens now	8	116	7	136	
Well-maintained, clean toilet facilities on every train	9	106	14	89	
Inside of train is maintained and cleaned to a high standard	10	106	11	93	100 =
Free Wi-Fi available on the train	11	97	10	97	Average
Accurate and timely information provided on trains	12	97	12	92	
Connections with other train services are always good	13	95	15	84	
Journey time is reduced	14	84	9	105	
Less disruption due to engineering works	15	76	13	90	
Good connections with other public transport at stations	16	71	16	62	
Seating area on train is very comfortable	17	67	17	59	
Train staff have a positive, helpful attitude	18	54	18	47	
Station staff have a positive, helpful attitude	19	53	19	46	
New ticket formats available such as smartcards, ticket Apps, print at home	20	49	20	45	

National Rail Passenger Survey

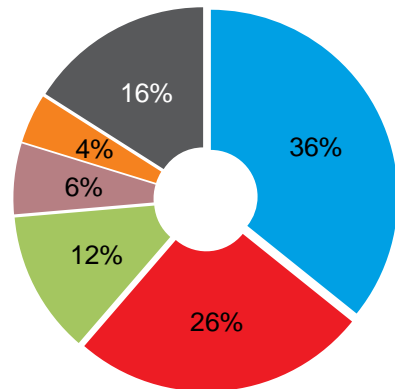
Arriva Trains Wales – trends on top five passenger priorities



Key drivers of satisfaction & dissatisfaction

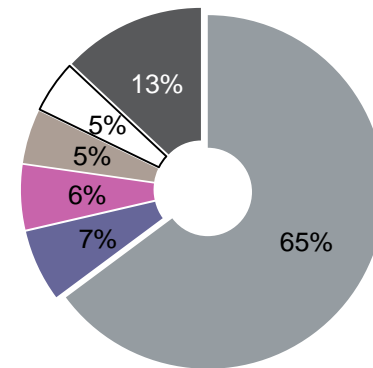
NRPS Autumn 2014 – Arriva Trains Wales

What has the biggest impact on overall satisfaction?



- Cleanliness inside the train
- Punctuality/reliability
- Ease of getting on/off the train
- Journey length
- Provision of information at station
- Others

What has the biggest impact on overall dissatisfaction?



- How train company dealt with delays
- How request to station staff was handled
- Sufficient room for all to sit/stand
- Comfort of the seating area
- Personal security on board the train
- Others