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Populus
RESEARCH | STRATEGY

Passengers' priorities for improvement

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Passenger**focus** 
putting passengers first

Summary of Findings

- 1 The top 5 2014 priorities are consistent with 2009 and 2007 (order differs)**
Within the top 5 priorities, the top 3 stand out as leading needs: price, ability to get a seat, and sufficiently frequent trains
- 2 The top priority is **Price of train tickets offer better value for money****
Price of tickets is consistently the highest improvement across sub groups and particularly high amongst commuters and London based departing passengers
- 3 **Passengers always able to get a seat** is second highest priority**
Ability to get a seat is higher amongst business and leisure passengers, those departing from outside London, and passengers aged over 55 years
- 4 **Trains sufficiently frequent at times wished to travel** is third highest priority**
The priority of sufficiently frequent trains is higher amongst commuters and London based passengers
- 5 Priorities around **handling delays** and **punctuality** follow scoring above norm**
Keeping passengers informed about delays, fewer cancelled trains and more trains arriving on time are important
- 6 Train based priorities (cleanliness, WiFi) are higher than similar station priorities**
Offering free Wi-Fi on trains is a considerably stronger priority to improve than offering Wi-Fi at station, as is maintaining the inside of trains to a high standard than maintaining stations
- 7 Passenger priorities are similar by region and more variable by demographic**
Priorities are broadly consistent in England, Scotland and Wales. Priorities show more variation by demographics and segmenting passengers based on priorities shows how discrete passenger groups can drive different priorities