

Research report

Gloucester route

Independent national passenger watchdog



In February 2009 Passenger Focus surveyed over 500 passengers on the Gloucester route, which runs between Gloucester and Bristol Temple Meads, operated by First Great Western.

The survey was undertaken to understand passengers' views on current services on the route and on potential changes and improvements. The findings will be used to inform Passenger Focus's submission to Network Rail's Great Western Route Utilisation Strategy (RUS) consultation.



Bristol Temple Meads station

The research

- The survey was undertaken by Continental Research on behalf of Passenger Focus.
- Questionnaires were distributed to passengers on board trains.
- Passengers could either complete the survey on the train and return it to the interviewer, or return it in a prepaid envelope.
- The survey was carried out from 23 February to 5 March 2009.
- To ensure a representative sample, shifts were carried out at weekday peak and off-peak times as well as weekends.
- 573 passengers were surveyed in total.

How passengers currently use the route

- 67% of passengers used the route to commute to or from work/education. 20% were travelling for leisure and 11% for business purposes.
- The most common modes used to travel to the station were:

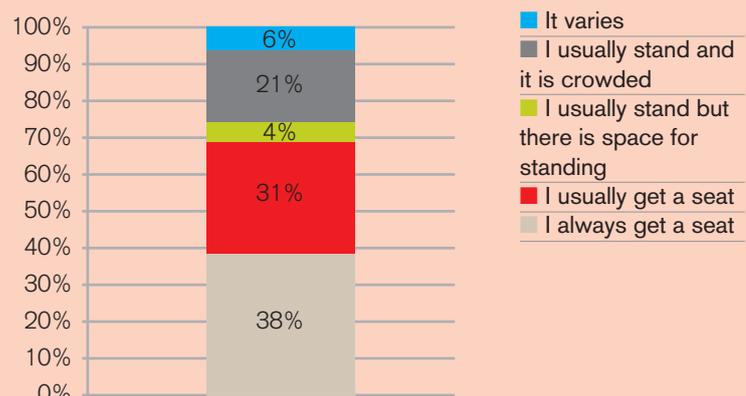
- walking 46%
- car 31%
- bus 9%.
- A third of passengers did not use the bus because they lived within walking distance (32%) of the station. However others

- mentioned convenience of the car (20%), lack of bus service near where they live (16%), slow speed (14%) and costs (14%) as reasons for not using the bus.
- A fifth of passengers (20%) did not know they could go to the station by bus.

Getting a seat

Seven out of 10 (69%) passengers can generally get a seat. However, one in four passengers usually stands due to unavailability of seats.

How passengers would describe a typical trip on this route:



What passengers want

Most passengers (69%) did not use the car-parking facilities at the station. However, passengers would use the station car park if it was cheaper (26%), there were more parking spaces (13%) and if they owned a car (13%).

When it came to buying tickets, 68% were interested in buying carnet-type tickets

(e.g. buy 10 tickets for the price of eight).

There was also interest in receiving tickets in different formats:

- 64% would print their ticket from a PC
- 50% would receive their tickets to their mobile phone
- 52% would buy their ticket from local shops.

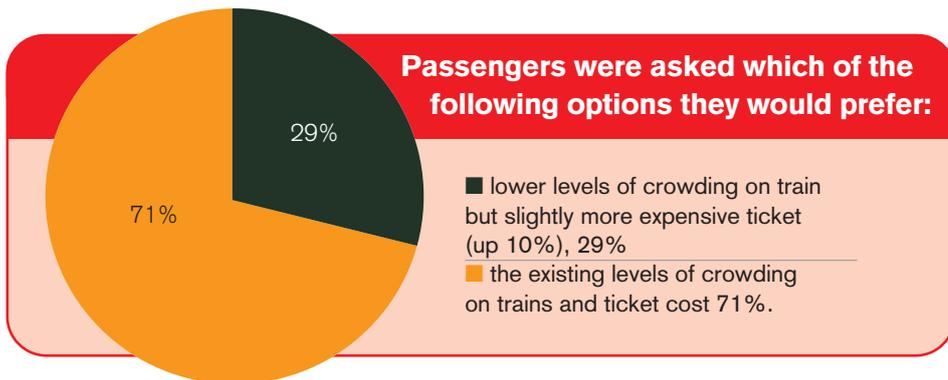
What passengers think about proposed changes to services

Passengers would prefer the existing levels of crowding on trains and ticket prices rather than a less crowded train with a slightly more expensive ticket.

- Half of all passengers (51%) would

consider making fewer journeys if trains were less frequent than at present.

- If trains were more frequent a third of passengers (35%) would consider making more journeys.



What improvements passengers would like to see

The top five priorities for improvement were:

- 1 value for money on price of ticket
- 2 punctuality/reliability of trains
- 3 frequency of trains on the route
- 4 length of scheduled journey time
- 5 not having to change trains to complete journey.

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What passengers think of services

Percentage of passengers fairly or very satisfied

with different aspects of the service:



As shown in the chart, only 45% were satisfied with the value for money on the price of ticket. Passengers also did not consider their journey to be good value

for money (43% rated it as very/fairly poor). Main reasons given for this rating were:

- too expensive (33%)

- too full/overcrowded/too few carriage (27%)
- train was late (12%)
- trains infrequent/poorly scheduled (9%).