



Passengers' priorities for improvements in rail services

Summary of research conducted by MVA Consultancy for Passenger Focus

Foreword

Passenger Focus commissioned MVA Consultancy to carry out a survey amongst passengers to identify which attributes of rail services passengers would most like to see improved. All the attributes rated by passengers in the research are important to passengers and cause dissatisfaction if not delivered to a satisfactory standard. The purpose of this research was to identify where resources should be applied to most effectively improve the experience for passengers.

The priorities for improvements for individual passengers or groups of passengers will sometimes differ from those of the majority. The aim of this research was to find out the views of the majority of rail passengers.

This research provides passengers' priorities for Scotland and Wales as well as for English Government Office Regions. The Department for Transport (DfT), the Welsh Assembly Government and the Scottish Executive are using this information to help inform future strategy.

This work was jointly funded by Passenger Focus and the Department for Transport (DfT).

A full report from MVA Consultancy is available on the Passenger Focus website at www.passengerfocus.org.uk/ and includes more technical background on how the survey was carried out. This summary provides selected key results of the survey.

Executive summary

Passengers reasonable expectations were exceeded for half of the service areas tested and fell short of reasonable expectations for the other half. The service areas where experience most exceeds expectations are the attitude and helpfulness of staff, both on train and at the station. Those that are falling furthest short of expectations are value for money for the price of the ticket, toilet facilities on the train and car parking facilities at stations.

Improving value for money was ranked as the highest priority for improvement. This was followed by improvements in the number of train services, followed by punctuality, then seat availability.

Different types of passengers have different demographic and journey profiles, and therefore have different expectations of the rail service and priorities for improvements:

- Commuters are generally younger (half are under 35) and make shorter journeys. They feel that the service is falling short of expectations on almost all attributes and give a much higher priority to improvements in journey time savings than other types of passenger.
- Business travellers are generally in a higher socio-economic group and make longer journeys. A similar number of their expectations are being exceeded as are falling short of expectations. They attach more importance to 'sufficient train services' than improving value for money.
- Leisure travellers are less likely to work full-time and tend to be in a lower socio-economic group. They feel that the service is exceeding expectations on almost all attributes and attach high priority to improvements in seating comfort and higher priority than other passengers to luggage provision.

For certain rail service attributes, the opinions and priorities for improvement of passengers differ on a regional basis. The most marked differences are for improvements in 'connections with other train services' (this was ranked fifth in the North West and twentieth in the South East) and journey time savings (ranked ninth in Eastern and twenty-fourth in West Midlands) (see Appendices A to K). Passengers' priorities for improving certain other attributes are much more consistent. However, improving value for money of the price of the ticket was the top priority in every region.

Personal security at stations and on trains exceeds passengers' reasonable expectations but is also a relatively high priority for improvement nationally (improvements to security on trains being the tenth priority for improvement and improving security at stations being the eleventh). This suggests that passengers' expectations of security may be low, but that it is an important service aspect.

In considering targets and investment plans, information on the gaps between passengers' expectations and experiences for different service factors should be considered alongside the findings on improvement priorities. These are to some extent related. At a national level, three of the 'top four' priorities for improvement concern aspects of the current rail service that fall particularly short of the standards that passengers (on average) expect: ticket price, sufficient trains and improved seating availability. Punctuality improvements are the third highest priority, but the gap between customers' current experience of punctuality and their expectations is smaller.

What did the research involve?

A cross-section of rail passengers at 126 train stations covering Scotland, Wales and all Government Office Regions in England, were given self-completion questionnaires during March and April 2007.

Passengers were asked to rate their satisfaction with aspects of the service they experience on the train or at train stations. They were also asked to rate how well their reasonable expectations of service at stations and on trains are being met and their priorities for improvements to each service area.

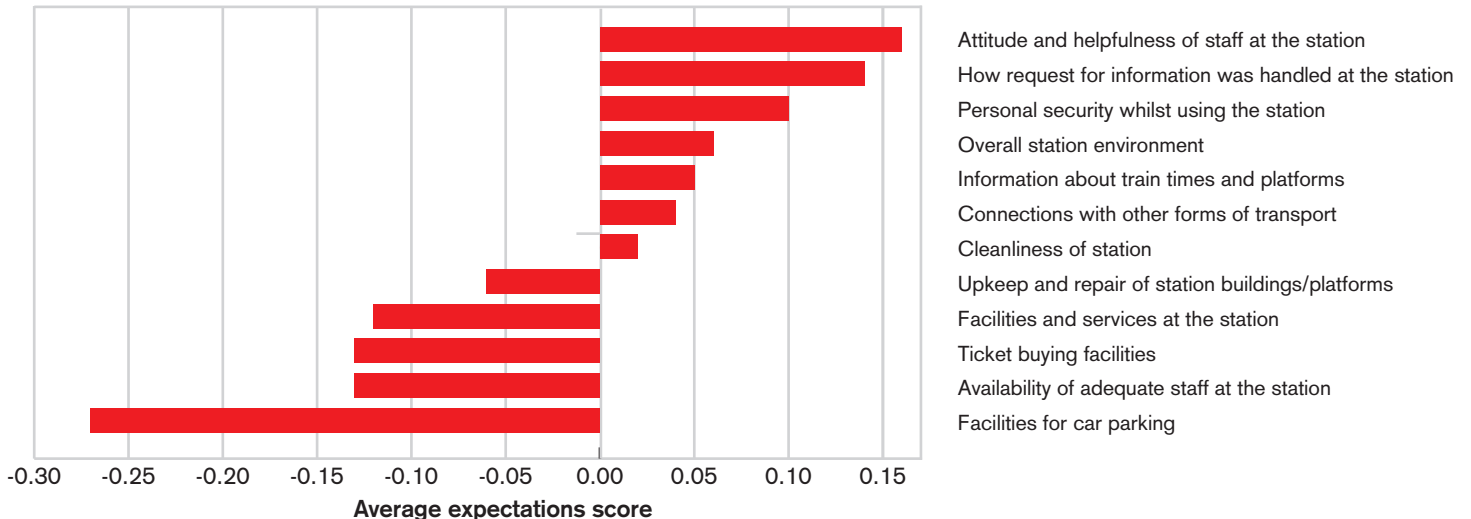
In total 3,965 questionnaires were returned, and these were split fairly evenly across regions, with a larger sample in Wales. The responses were weighted by journey purpose and region, to reflect the views of rail passengers at a national level. Full details of the methodology including a copy of the questionnaire are available in a full report produced by MVA Consultancy available on the Passenger Focus website at www.passengerfocus.org.uk. This includes further technical information on how the survey was carried out.

Passenger expectations

To gauge whether passengers felt they were receiving the rail service that they should reasonably expect, they were asked to rank each of the station and train attributes using a five point scale. The chart below has positive scores where passengers feel they are receiving a better service than they should reasonably expect, while a negative score indicates that passengers are receiving a worse service than they should reasonably expect.

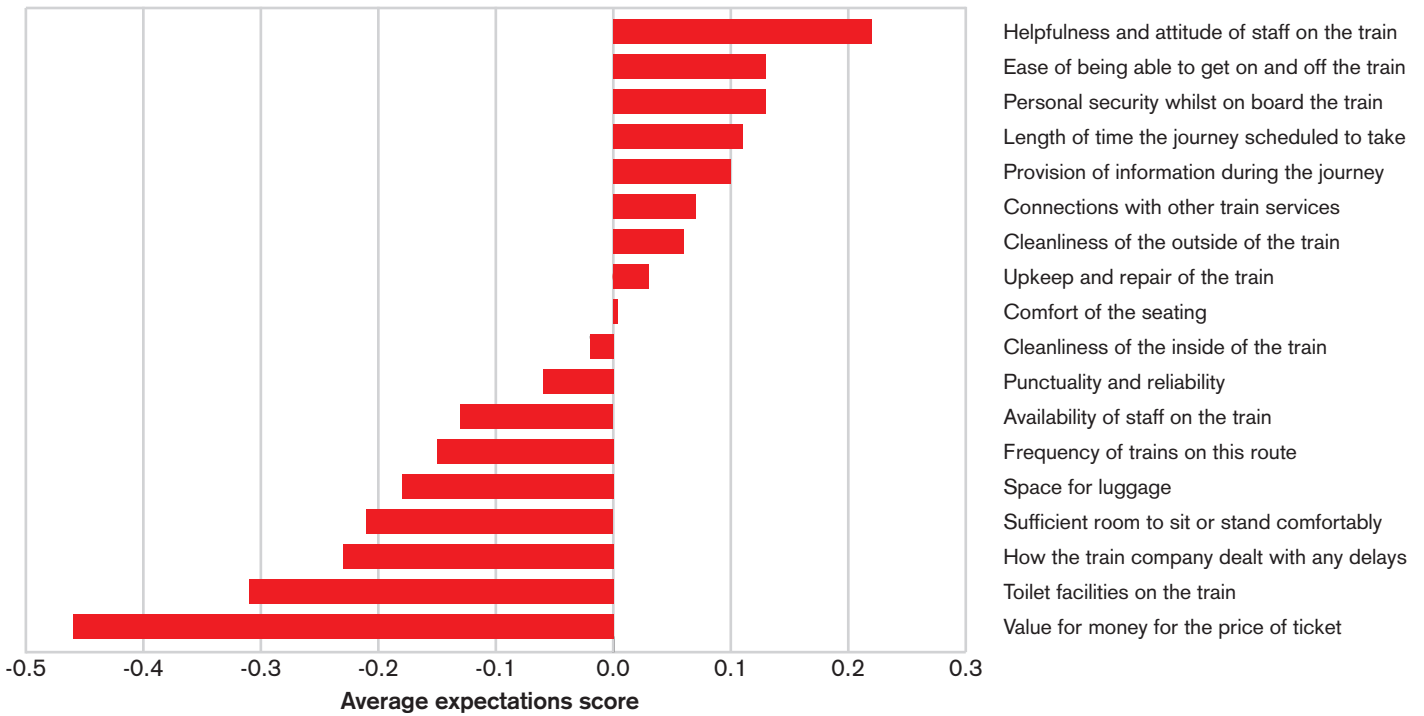
Great Britain average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Passengers feel they are achieving a better service than they should reasonably expect for attitude and helpfulness of staff, how requests for information are handed, and personal security whilst at the station. However facilities for car parking (which are not relevant to all passengers as many do not want to use car parks), availability of staff, ticket buying facilities and facilities and services at the station are falling short of expectation.

Great Britain average expectation score for train attributes
 (positive = reasonable expectations exceeded and negative = not being met)



As with stations helpfulness and attitude of staff on trains was rated most positively, with ease of being able to get on and off the train, personal security, and length of time the journey is scheduled to take exceeding the standards passengers reasonably expect to receive. There were many areas where passengers feel that they are receiving a worse service than they should reasonably expect to receive, with the value for money of the price of the ticket having the lowest of all scores. Toilet facilities, how the train company dealt with delays, and sufficient room to sit or stand comfortably also received low scores.



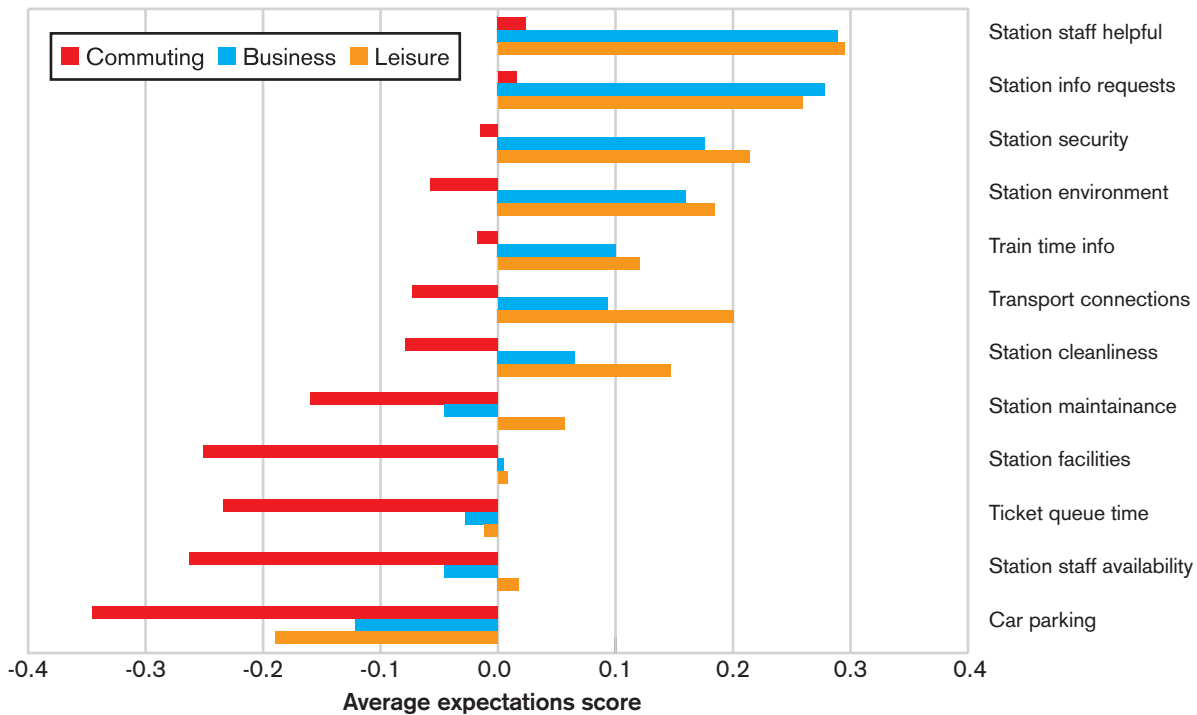
Attitude and helpfulness of staff was highly rated



Different passengers have different experiences

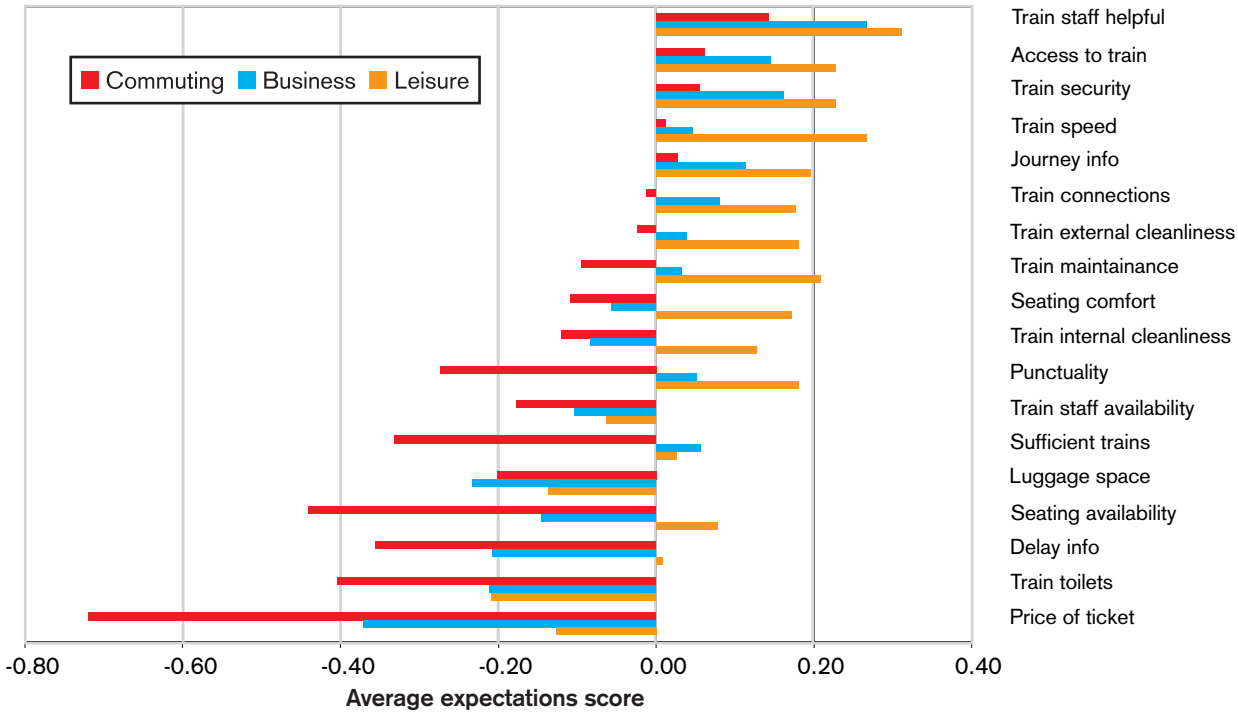
Different types of passenger might be expected to have different experiences of the train service, as they travel at different times and in different circumstances. They may also have different needs and expectations. Average expectation scores have therefore been calculated by journey purpose, and the chart below compares scores for the 12 station attributes broken down by commuters, business and leisure users.

Great Britain average expectation score for station attributes by journey purpose
 (positive = reasonable expectations exceeded and negative = not being met)



It is evident that the responses by journey purpose differ greatly, with commuters feeling services are falling short of expectations for almost all service areas, leisure travellers feeling that services exceed their expectations for almost all attributes, and business travellers expressing more mixed views. Similar views were however expressed for some attributes, including the attitude and helpfulness of staff, requests for information and facilities for car parking.

Great Britain average expectation score for train attributes by journey purpose
 (positive = reasonable expectations exceeded and negative = not being met)



For the train attributes again commuters are generally negative, leisure travellers are generally positive, and business travellers express more mixed opinions. Leisure travellers give a lower score to toilets and luggage space than value for money, while commuters and business travellers give value for money the lowest average score. This could be because leisure travellers make more discretionary journeys, and have more flexibility in the time they can choose to travel.

However, the results by region vary considerably, with passengers in some regions, particularly the South West, Eastern and East Midlands, feeling that standards of service for most service areas fall short of expectations. Comparing different regions, the following aspects of service were most likely to show regional variation:

- requests for information at stations
- connections with other forms of transport
- facilities for car parking
- punctuality and reliability
- train staff availability
- value for money for the price of the ticket.



Price of tickets scores poorly overall

Priorities for improvements

It is useful to establish areas that are short of passengers expectations. However, there are a number of such areas, so priorities were ranked in order to understand where finite resources should be focused.

In order to establish their priorities for improvements, passengers were asked to rank their desired improvements in priority order, or to choose between different packages that contained a combination of scenarios. This allowed MVA Consultancy to calculate the relative benefits of improving each individual service area.

The responses to the ranking questions have been analysed to produce a list of the 30 attributes in order of importance (1 is the most important, 30 is the least important) for improvement. The priorities below are at a Great Britain level, individual passengers will have different opinions on which of the individual service aspects are more important, for example passengers who want to use public transport to get to the train station are not likely to prioritise improvements to car parking, whilst those who use car parks may value improvements relatively strongly.

| Rank | Attribute |
|------|--|
| 1 | Price of train tickets offer excellent value for money |
| 2 | Sufficient train services at times I use the train |
| 3 | At least 19 out of 20 trains arrive on time |
| 4 | Passengers are always able to get a seat on the train |
| 5 | Passengers kept informed of delays |
| 6 | Maximum queue time no more than two mins to purchase tickets |
| 7 | Information on train times/platforms accurate and available |
| 8 | Trains are consistently well maintained/in excellent condition |
| 9 | Seating area on the train is very comfortable |
| 10 | Passengers experience a high level of security on the train |
| 11 | Personal security at stations is improved through CCTV/staff |
| 12 | Good easy connections with other forms of transport |
| 13 | Your journey time is reduced by five minutes |
| 14 | The inside of the train is cleaned to a high standard |
| 15 | Connections with other train services are always good |
| 16 | The train travels at a fast speed throughout the journey |
| 17 | Station staff are available whenever required |
| 18 | Facilities at stations are plentiful and of good quality |
| 19 | Always a quick response to information requests at stations |
| 20 | All trains have staff to assist |
| 21 | All station staff are helpful and with a positive attitude |
| 22 | Useful information is provided throughout the journey |
| 23 | All train staff helpful and have a positive attitude |
| 24 | There is sufficient space for passengers' luggage |
| 25 | There are good quality toilet facilities on every train |
| 26 | Station environment always pleasant and comfortable |
| 27 | Stations are cleaned to a high standard |
| 28 | All station building maintained to a high standard |
| 29 | High quality car parking available |
| 30 | The outside of the train is cleaned to a high standard |

Great Britain importance of improvement by journey purpose

| Attribute | Commuting | Business | Leisure |
|----------------------------|-----------|----------|---------|
| Price of ticket | 1 | 2 | 1 |
| Sufficient trains | 2 | 1 | 2 |
| Punctuality | 3 | 3 | 3 |
| Seating availability | 4 | 4 | 4 |
| Delay info | 5 | 5 | 6 |
| Ticket queue time | 6 | 9 | 7 |
| Train time info | 7 | 8 | 9 |
| Journey time saving | 8 | 21 | 24 |
| Train maintenance | 9 | 7 | 8 |
| Seating comfort | 10 | 6 | 5 |
| Train speed | 11 | 18 | 25 |
| Train security | 12 | 11 | 10 |
| Transport connections | 13 | 12 | 14 |
| Station security | 14 | 13 | 11 |
| Train internal cleanliness | 15 | 14 | 15 |
| Station info requests | 16 | 19 | 22 |
| Train connections | 17 | 10 | 13 |
| Station staff helpful | 18 | 22 | 17 |
| Journey info | 19 | 25 | 20 |
| Station staff availability | 20 | 15 | 12 |
| Station facilities | 21 | 20 | 16 |
| Train staff availability | 22 | 16 | 18 |
| Luggage space | 23 | 23 | 19 |
| Train staff helpful | 24 | 17 | 23 |
| Train toilets | 25 | 24 | 21 |
| Station environment | 26 | 26 | 26 |
| Station cleanliness | 27 | 27 | 27 |
| Station maintenance | 28 | 29 | 28 |
| Car parking | 29 | 28 | 29 |
| Train external cleanliness | 30 | 30 | 30 |

The most striking aspect of the above figures is the consistency between the responses rather than the differences. Commuters and leisure travellers rank improved value for money as the most important, followed by more (i.e. sufficient) trains, while business travellers put these attributes the other way around. The importance of punctuality and seating availability are equally important for all three customer types, ranked third and fourth respectively.

The biggest difference between priorities are that journey time savings are much more important to commuters than business and leisure travellers, whereas seating comfort is more important to business and leisure travellers than to commuters.

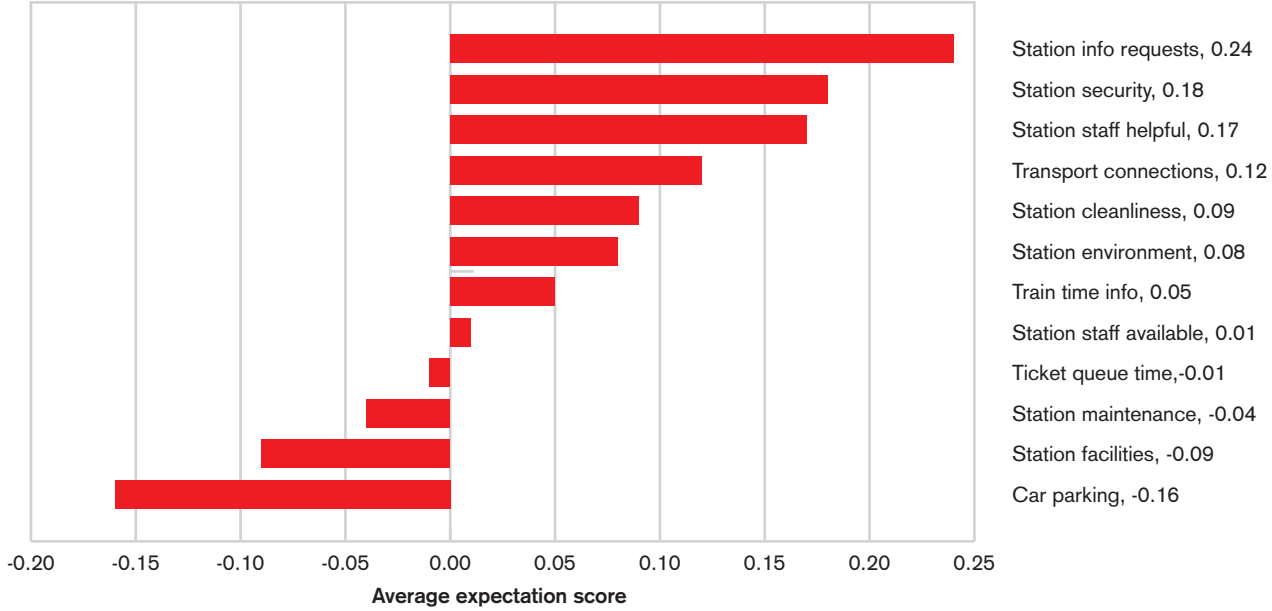
Leisure and business travellers rank train connections and station/train staff availability more highly than commuters. All passengers give an equally low priority to several of the station condition factors (environment, maintenance and cleanliness).

For some attributes, the responses by region are very similar. For example, an improvement in the price of ticket was the top priority in every region. Conversely, the priority for improvements for connections with other train services (ranked fifth in the North West and twentieth in the South East) and journey time savings (ranked ninth in Eastern and twenty-fourth in West Midlands) varied considerably by region.

Appendix A – Scotland

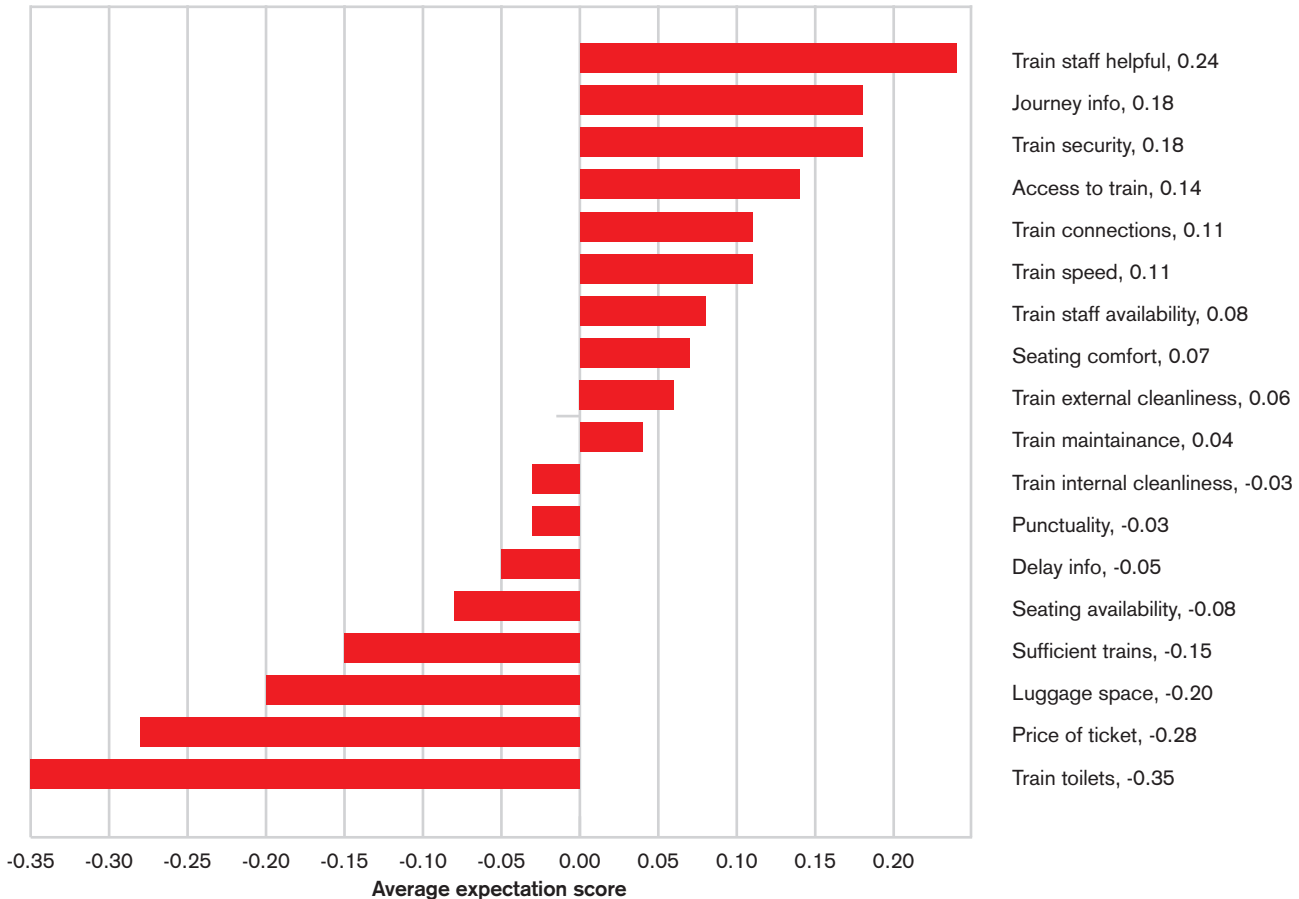
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Priorities for improvements

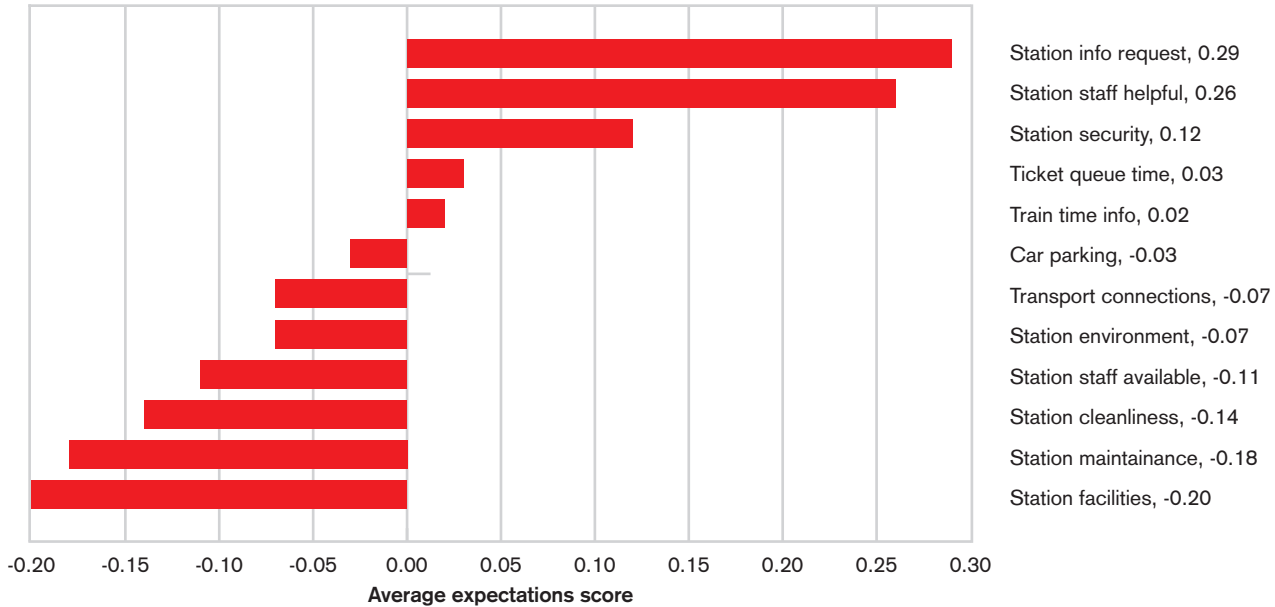
| Scotland rank | Attribute | GB rank of attribute |
|---------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Sufficient train services at times I use the train | 2 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Max queue time no more than two mins to purchase tickets | 6 |
| 6 | Passengers kept informed of delays | 5 |
| 7 | Seating area on the train is very comfortable | 9 |
| 8 | Information on train times/platforms accurate and available | 7 |
| 9 | Trains are consistently well maintained/in excellent condition | 8 |
| 10 | Passengers experience a high level of security on the train | 10 |
| 11 | The inside of the train is cleaned to a high standard | 14 |
| 12 | Good easy connections with other forms of transport | 12 |
| 13 | Your journey time is reduced by five minutes | 13 |
| 14 | Personal security at stations is improved through CCTV/staff | 11 |
| 15 | Facilities at stations are plentiful and of good quality | 18 |
| 16 | Connections with other train services are always good | 15 |
| 17 | There is sufficient space for passengers' luggage | 24 |
| 18 | Station staff are available whenever required | 17 |
| 19 | All trains have staff to assist | 20 |
| 20 | There are good quality toilet facilities on every train | 25 |
| 21 | All train staff helpful and have a positive attitude | 23 |
| 22 | The train travels at a fast speed throughout the journey | 16 |
| 23 | All station staff are helpful and with a positive attitude | 21 |
| 24 | Always a quick response to information requests at stations | 19 |
| 25 | Useful information is provided throughout the journey | 22 |
| 26 | Station environment always pleasant and comfortable | 26 |
| 27 | Stations are cleaned to a high standard | 27 |
| 28 | High quality car parking available | 29 |
| 29 | All station building maintained to a high standard | 28 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

Footnotes: Sample size of 326 passengers – 44% of rail journeys are for commuting, 11% for business, 45% for leisure purposes

Appendix B – Wales

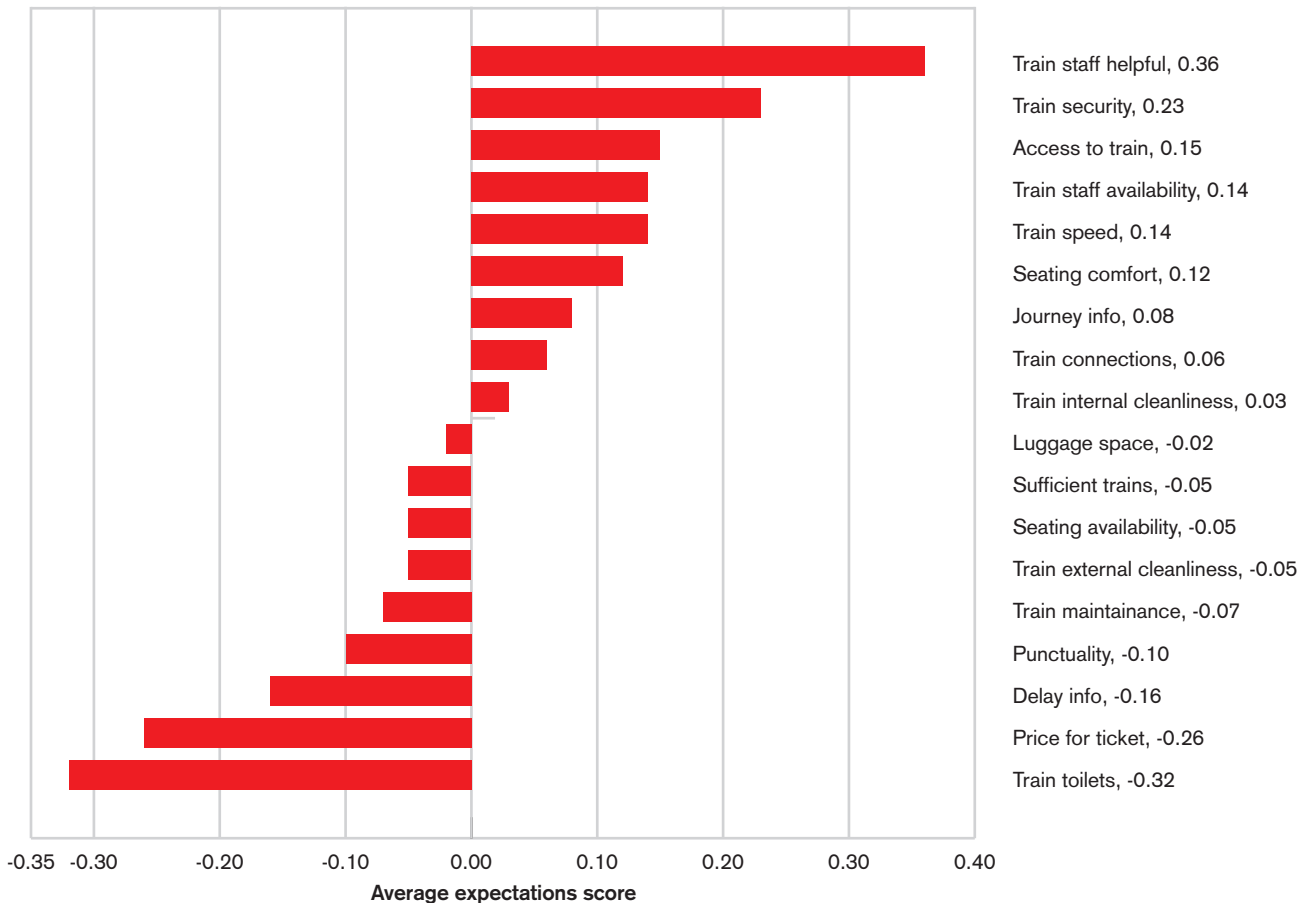
Average expectation score for station attributes

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Average expectation score for train attributes

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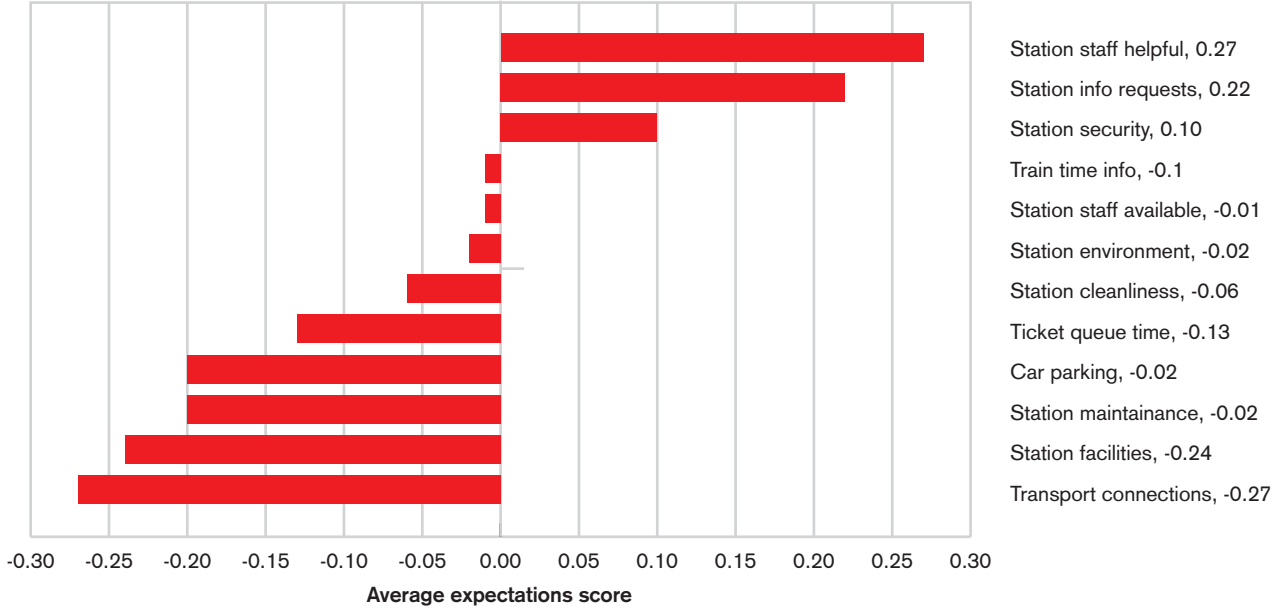
Priorities for improvements

| Wales rank | Attribute | GB rank of attribute |
|------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | At least 19 out of 20 trains arrive on time | 3 |
| 3 | Sufficient train services at times I use the train | 2 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Trains are consistently well maintained/in excellent condition | 8 |
| 6 | Passengers kept informed of delays | 5 |
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Appendix C – East Midlands

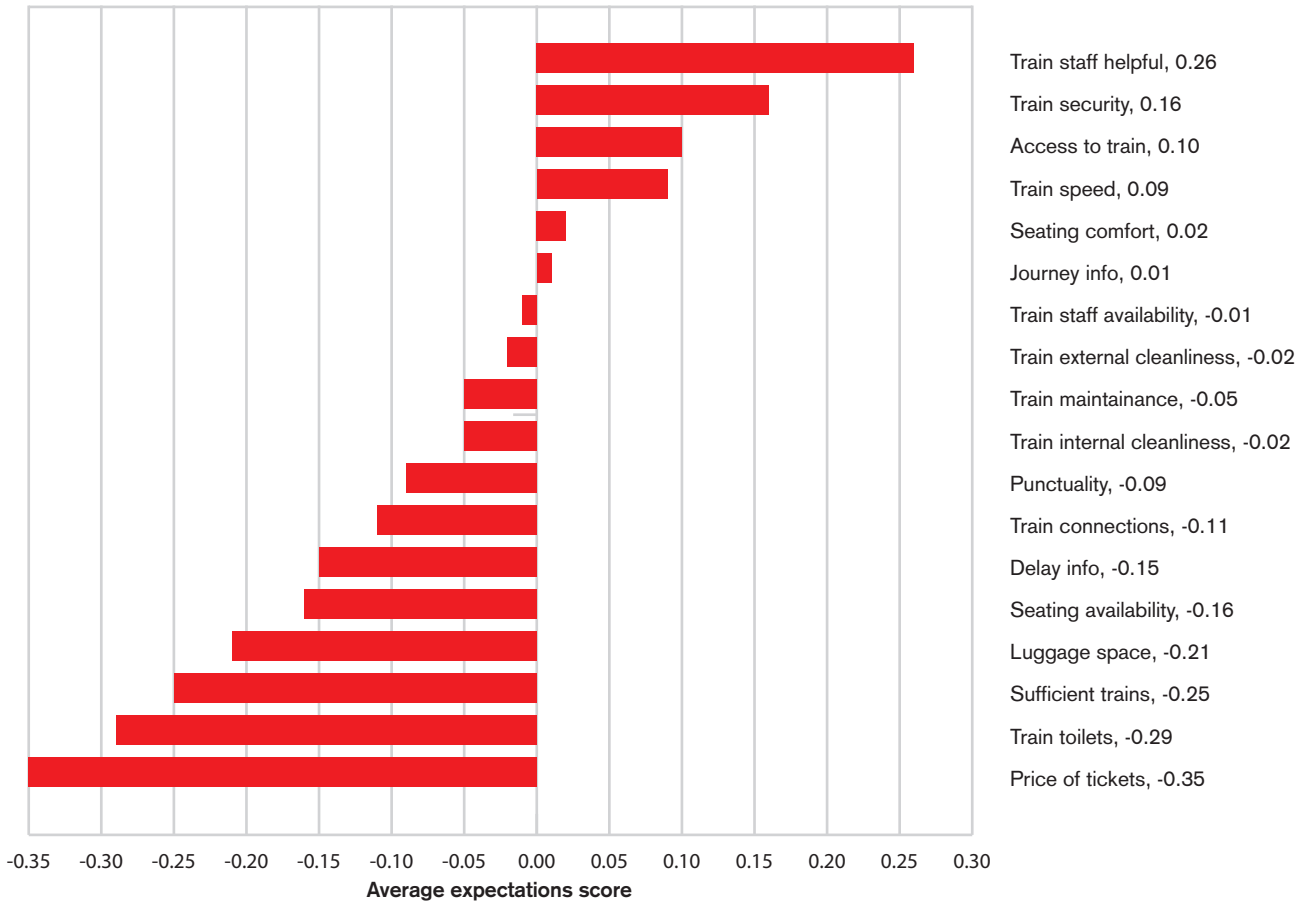
Average expectation score for station attributes

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Average expectation score for train attributes

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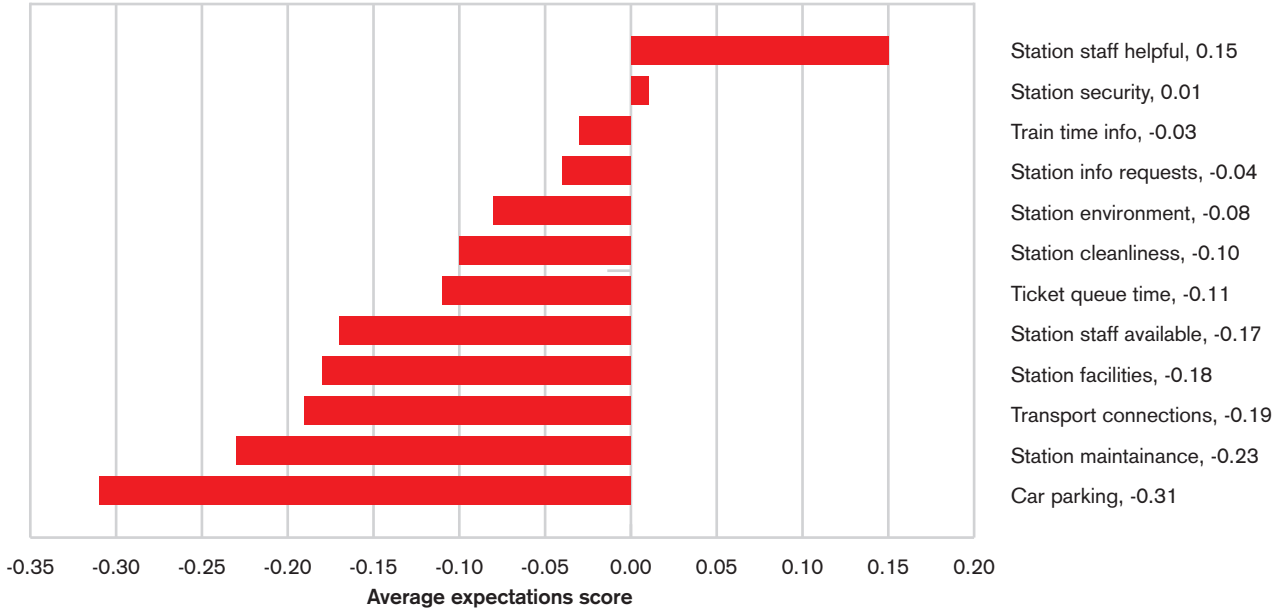


Priorities for improvements

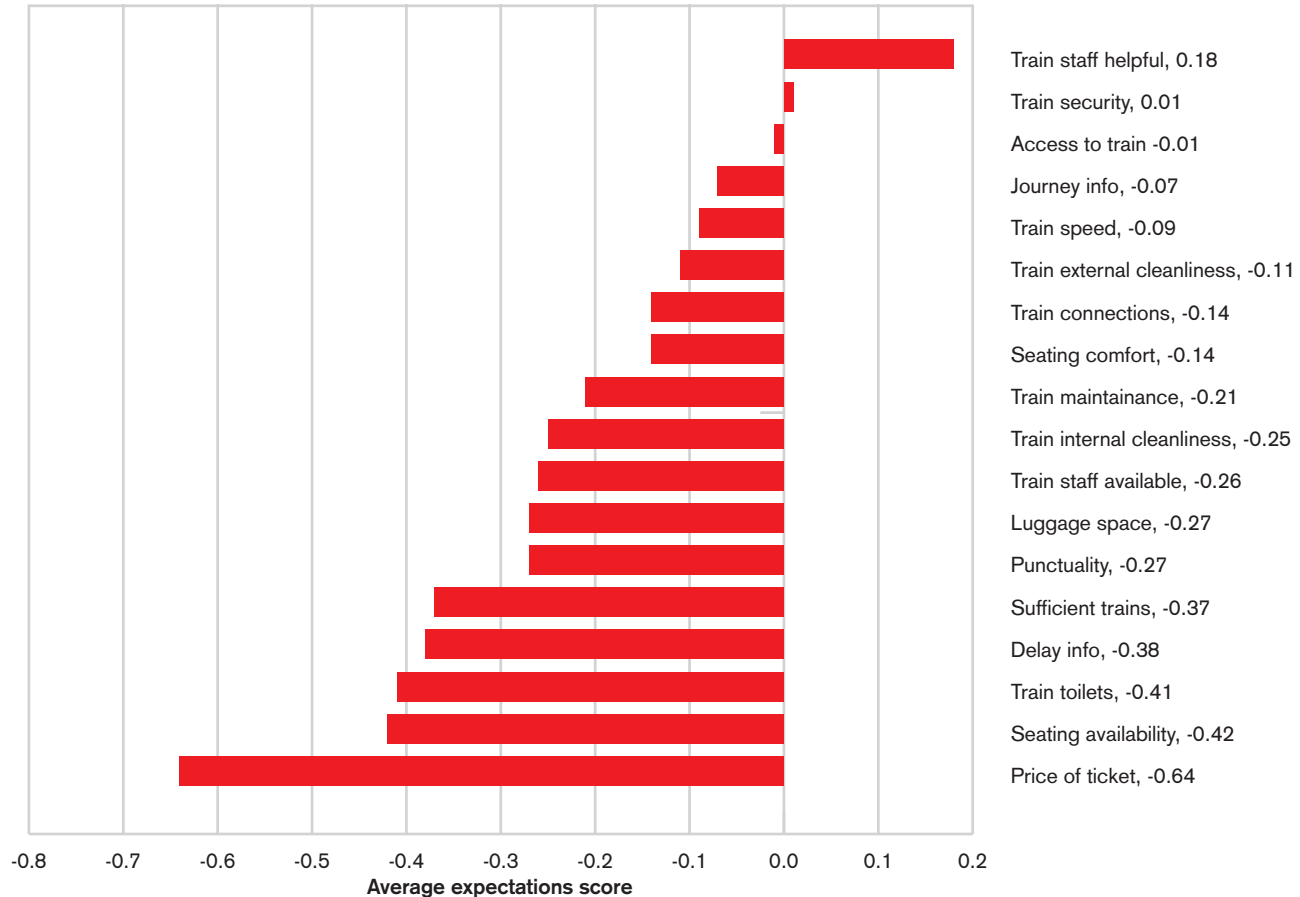
| East Midlands rank | Attribute | GB rank of attribute |
|--------------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Sufficient train services at times I use the train | 2 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Information on train times/platforms accurate and available | 7 |
| 6 | Passengers kept informed of delays | 5 |
| 7 | Seating area on the train is very comfortable | 9 |
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Appendix D – Eastern

Average expectation score for station attributes
(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes
(positive = reasonable expectations exceeded and negative = not being met)



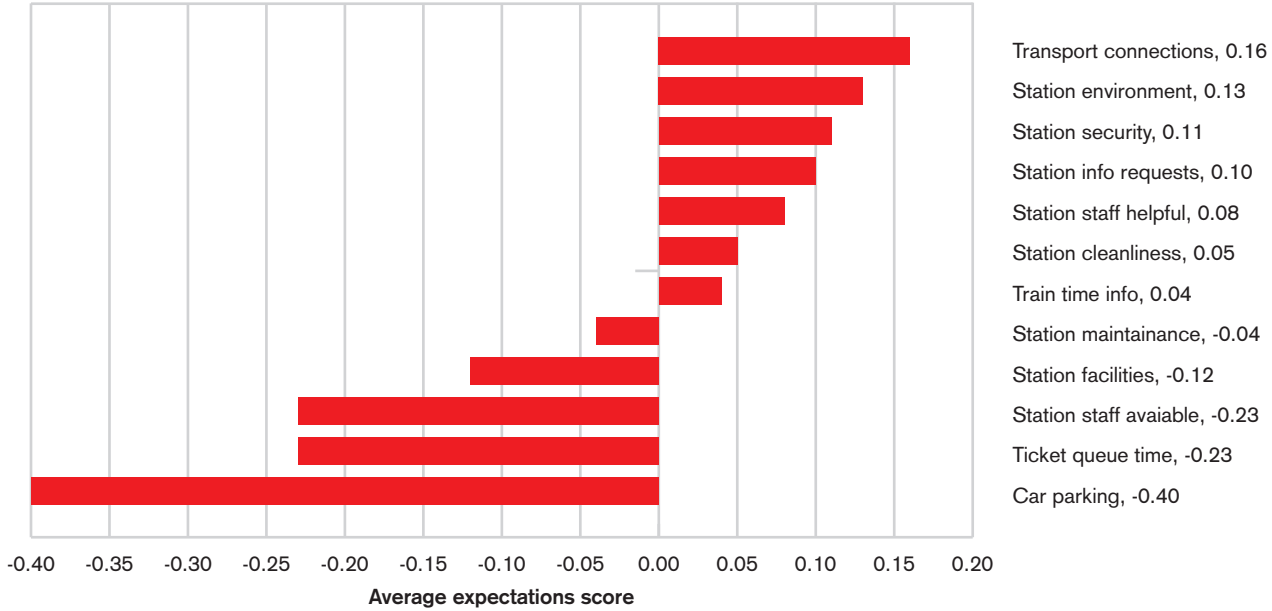
Priorities for improvements

| Eastern rank | Attribute | GB rank of attribute |
|--------------|---|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Sufficient train services at times I use the train | 2 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Passengers kept informed of delays | 5 |
| 6 | Seating area on the train is very comfortable | 9 |
| 7 | Trains are consistently well maintained/in excellent condition | 8 |
| 8 | Information on train times/platforms accurate and available | 7 |
| 9 | Your journey time is reduced by five minutes | 13 |
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| 15 | The train travels at a fast speed throughout the journey | 16 |
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Appendix E – London

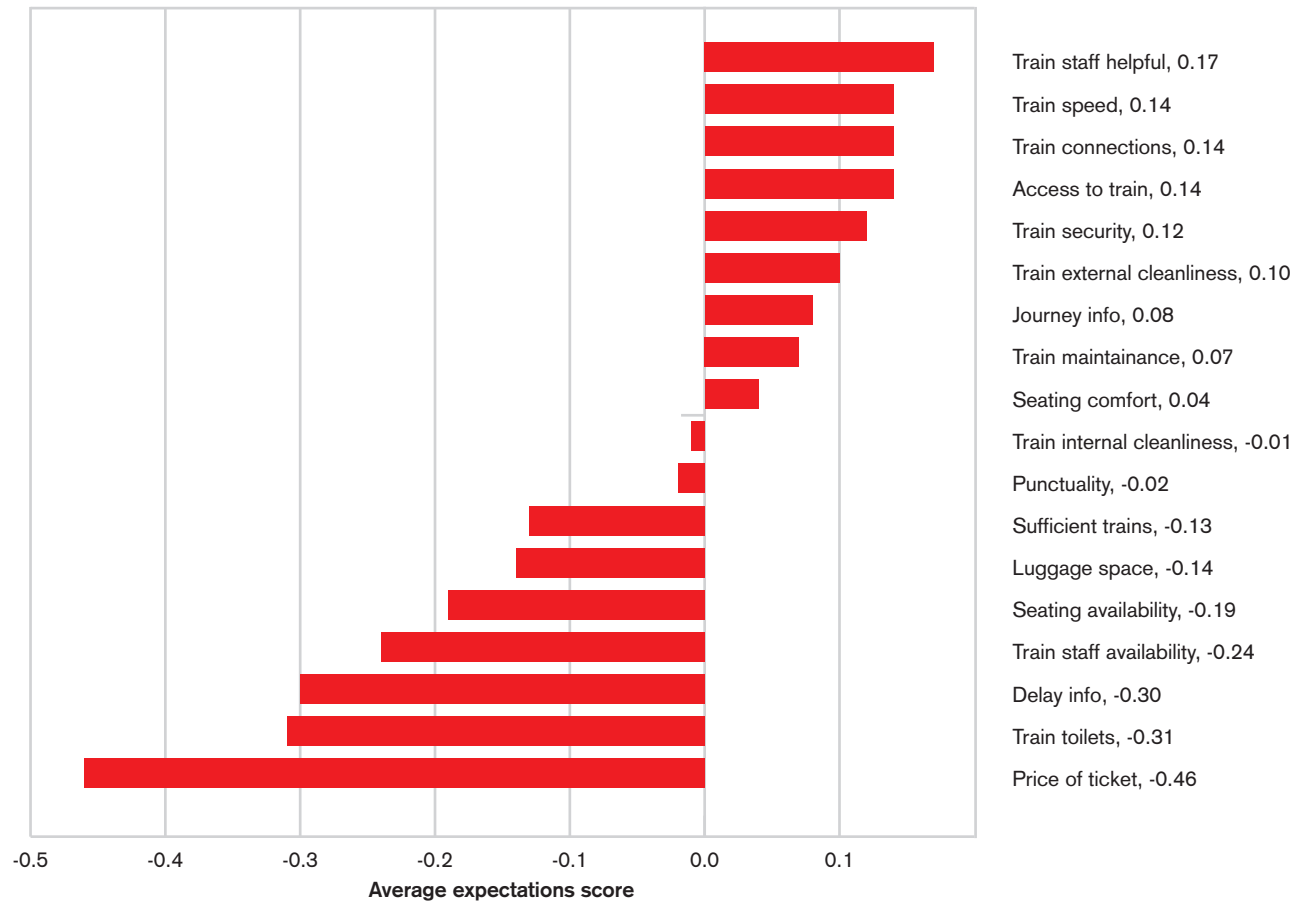
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

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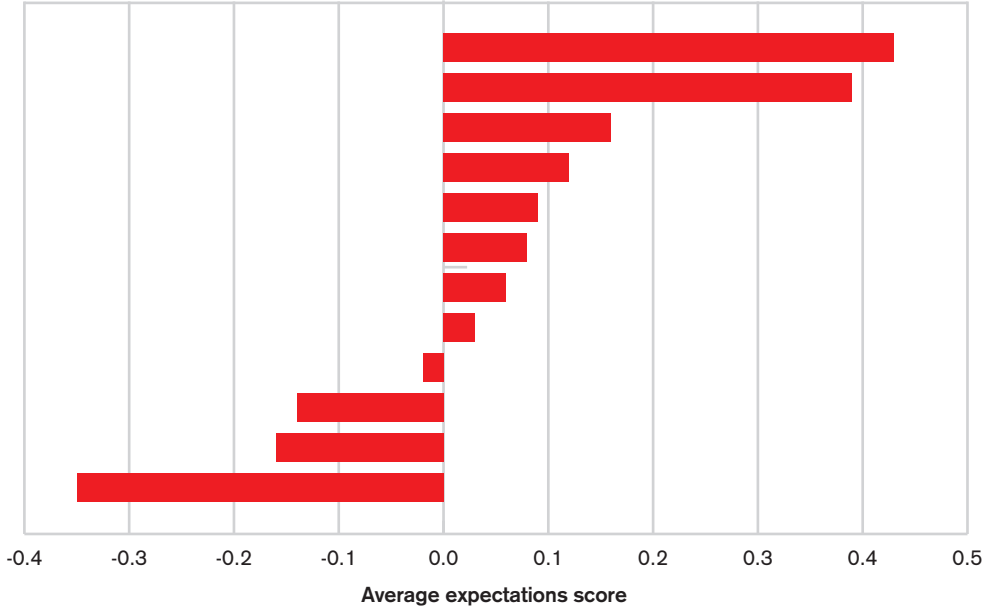
Priorities for improvements

| London rank | Attribute | GB rank of attribute |
|-------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Sufficient train services at times I use the train | 2 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Passengers kept informed of delays | 5 |
| 6 | Maximum queue time no more than two mins to purchase tickets | 6 |
| 7 | Information on train times/platforms accurate and available | 7 |
| 8 | Trains are consistently well maintained/in excellent condition | 8 |
| 9 | Passengers experience a high level of security on the train | 10 |
| 10 | Seating area on the train is very comfortable | 9 |
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| 12 | Personal security at stations is improved through CCTV/staff | 11 |
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| 14 | The train travels at a fast speed throughout the journey | 16 |
| 15 | The inside of the train is cleaned to a high standard | 14 |
| 16 | Station staff are available whenever required | 17 |
| 17 | All station staff are helpful and with a positive attitude | 21 |
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| 25 | There are good quality toilet facilities on every train | 25 |
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| 27 | Stations are cleaned to a high standard | 27 |
| 28 | All station building maintained to a high standard | 28 |
| 29 | The outside of the train is cleaned to a high standard | 30 |
| 30 | High quality car parking available | 29 |

Appendix F – North East

Average expectation score for station attributes

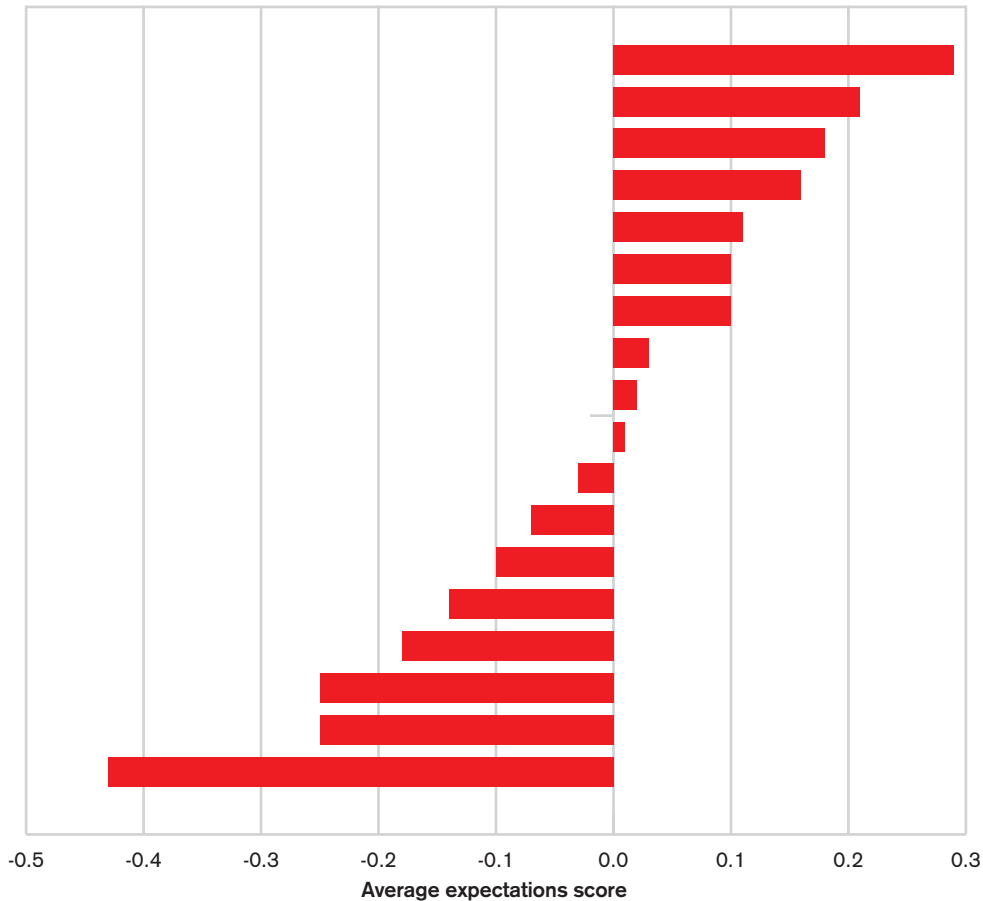
(positive = reasonable expectations exceeded and negative = not being met)



- Station staff helpful, 0.43
- Station info requests, 0.39
- Station security, 0.16
- Train time info, 0.12
- Station staff available, 0.09
- Ticket queue time, 0.08
- Station environment, 0.06
- Station cleanliness, 0.03
- Station maintainance, -0.02
- Transport connections, -0.14
- Station facilities, -0.16
- Car parking, -0.35

Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



- Train staff helpful, 0.29
- Train speed, 0.21
- Access to train, 0.18
- Train security, 0.16
- Train staff available, 0.11
- Journey info, 0.10
- Train external cleanliness, 0.10
- Seating comfort, 0.03
- Train internal cleanliness, 0.02
- Train connections, 0.01
- Seating availability, -0.03
- Train maintainance, -0.07
- Punctuality, -0.10
- Delay info, -0.14
- Sufficient trains, -0.18
- Train toilets, -0.25
- Luggage space, -0.25
- Price of ticket, -0.43

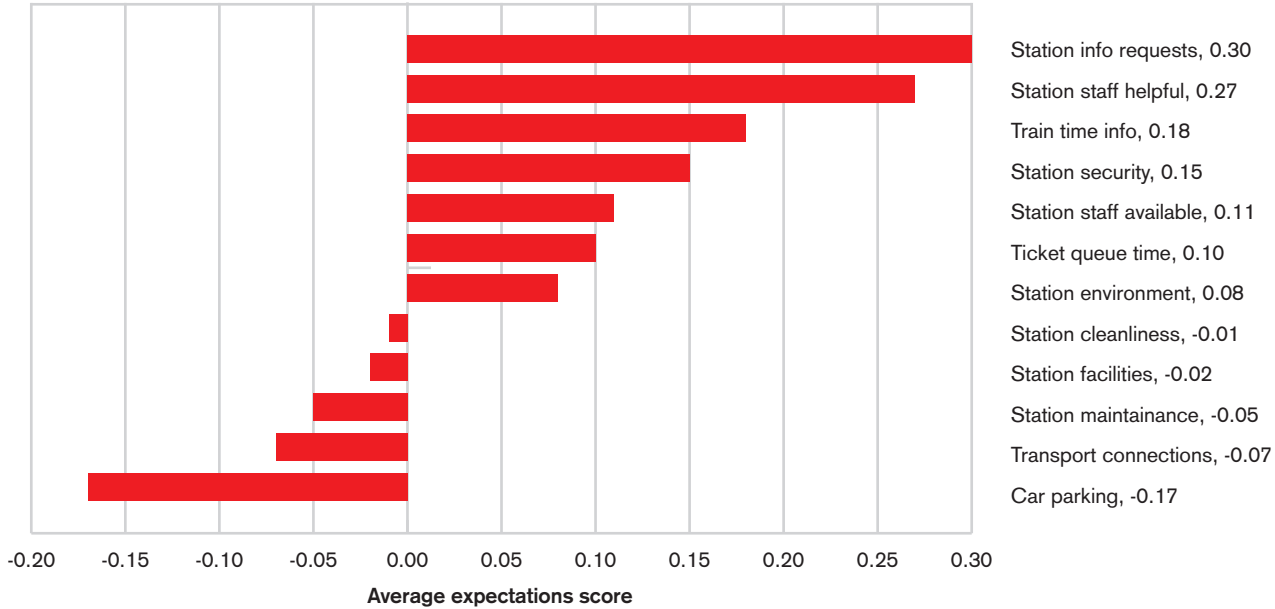
Priorities for improvements

| North East rank | Attribute | GB rank of attribute |
|-----------------|---|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | At least 19 out of 20 trains arrive on time | 3 |
| 3 | Passengers are always able to get a seat on the train | 4 |
| 4 | Sufficient train services at times I use the train | 2 |
| 5 | Seating area on the train is very comfortable | 9 |
| 6 | Passengers kept informed of delays | 5 |
| 7 | Trains are consistently well maintained/in excellent condition | 8 |
| 8 | Information on train times/platforms accurate and available | 7 |
| 9 | Connections with other train services are always good | 15 |
| 10 | Facilities at stations are plentiful and of good quality | 18 |
| 11 | The inside of the train is cleaned to a high standard | 14 |
| 12 | Maximum queue time no more than two minutes to purchase tickets | 6 |
| 13 | Station staff are available whenever required | 17 |
| 14 | Passengers experience a high level of security on the train | 10 |
| 15 | Personal security at stations is improved through CCTV/staff | 11 |
| 16 | There is sufficient space for passengers' luggage | 24 |
| 17 | All trains have staff to assist | 20 |
| 18 | The train travels at a fast speed throughout the journey | 16 |
| 19 | Your journey time is reduced by five minutes | 13 |
| 20 | Useful information is provided throughout the journey | 22 |
| 21 | There are good quality toilet facilities on every train | 25 |
| 22 | Good easy connections with other forms of transport | 12 |
| 23 | Always a quick response to information requests at stations | 19 |
| 24 | All train staff helpful and have a positive attitude | 23 |
| 25 | All station staff are helpful and with a positive attitude | 21 |
| 26 | Station environment always pleasant and comfortable | 26 |
| 27 | Stations are cleaned to a high standard | 27 |
| 28 | High quality car parking available | 29 |
| 29 | All station building maintained to a high standard | 28 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

Appendix G – North West

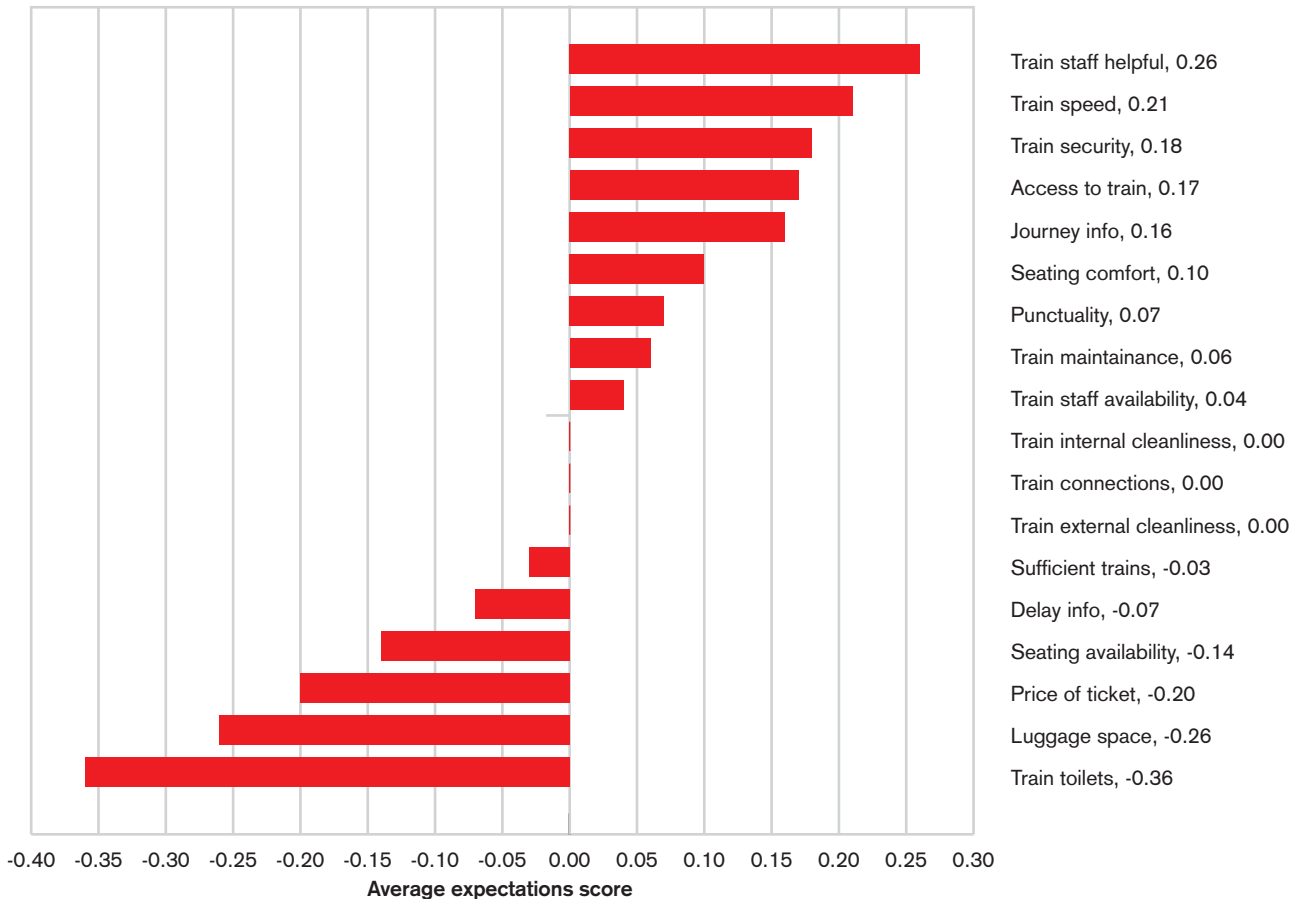
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



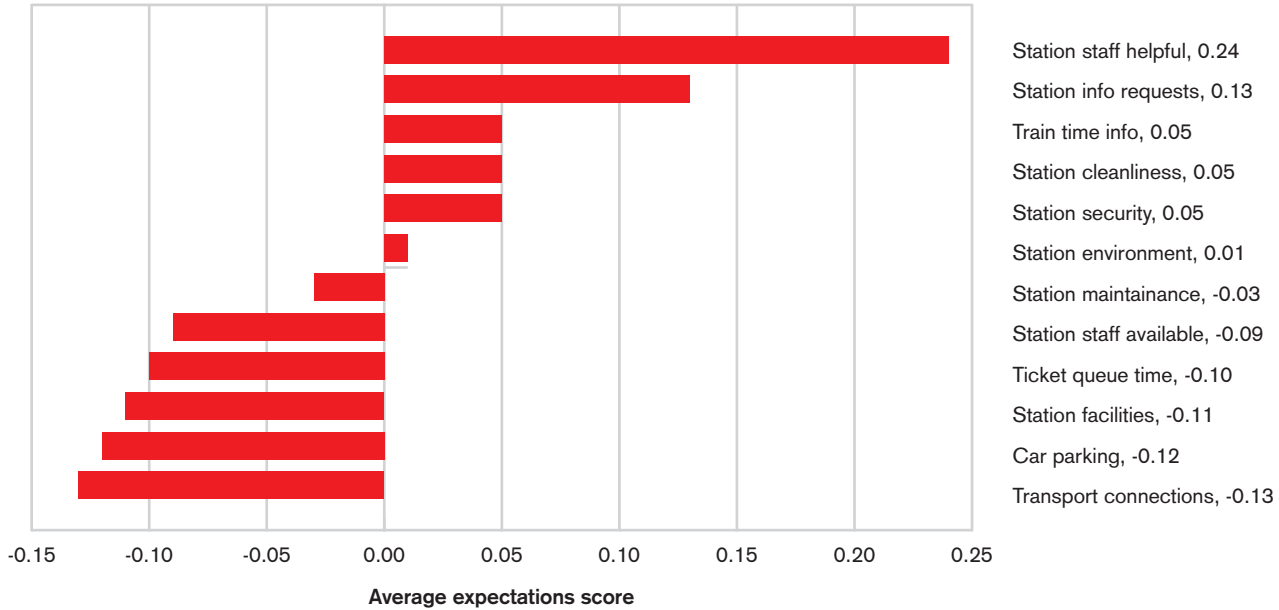
Priorities for improvements

| North West rank | Attribute | GB rank of attribute |
|-----------------|---|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Passengers are always able to get a seat on the train | 4 |
| 3 | Sufficient train services at times I use the train | 2 |
| 4 | At least 19 out of 20 trains arrive on time | 3 |
| 5 | Connections with other train services are always good | 15 |
| 6 | Seating area on the train is very comfortable | 9 |
| 7 | Maximum queue time no more than two minutes to purchase tickets | 6 |
| 8 | Trains are consistently well maintained/in excellent condition | 8 |
| 9 | Passengers kept informed of delays | 5 |
| 10 | Information on train times/platforms accurate and available | 7 |
| 11 | Passengers experience a high level of security on the train | 10 |
| 12 | Personal security at stations is improved through CCTV/staff | 11 |
| 13 | The inside of the train is cleaned to a high standard | 14 |
| 14 | Good easy connections with other forms of transport | 12 |
| 15 | Facilities at stations are plentiful and of good quality | 18 |
| 16 | All trains have staff to assist | 20 |
| 17 | There are good quality toilet facilities on every train | 25 |
| 18 | Station staff are available whenever required | 17 |
| 19 | There is sufficient space for passengers' luggage | 24 |
| 20 | Always a quick response to information requests at stations | 19 |
| 21 | Your journey time is reduced by five minutes | 13 |
| 22 | All station staff are helpful and with a positive attitude | 21 |
| 23 | All train staff helpful and have a positive attitude | 23 |
| 24 | Useful information is provided throughout the journey | 22 |
| 25 | The train travels at a fast speed throughout the journey | 16 |
| 26 | Station environment always pleasant and comfortable | 26 |
| 27 | Stations are cleaned to a high standard | 27 |
| 28 | All station building maintained to a high standard | 28 |
| 29 | High quality car parking available | 29 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

Appendix H – South East

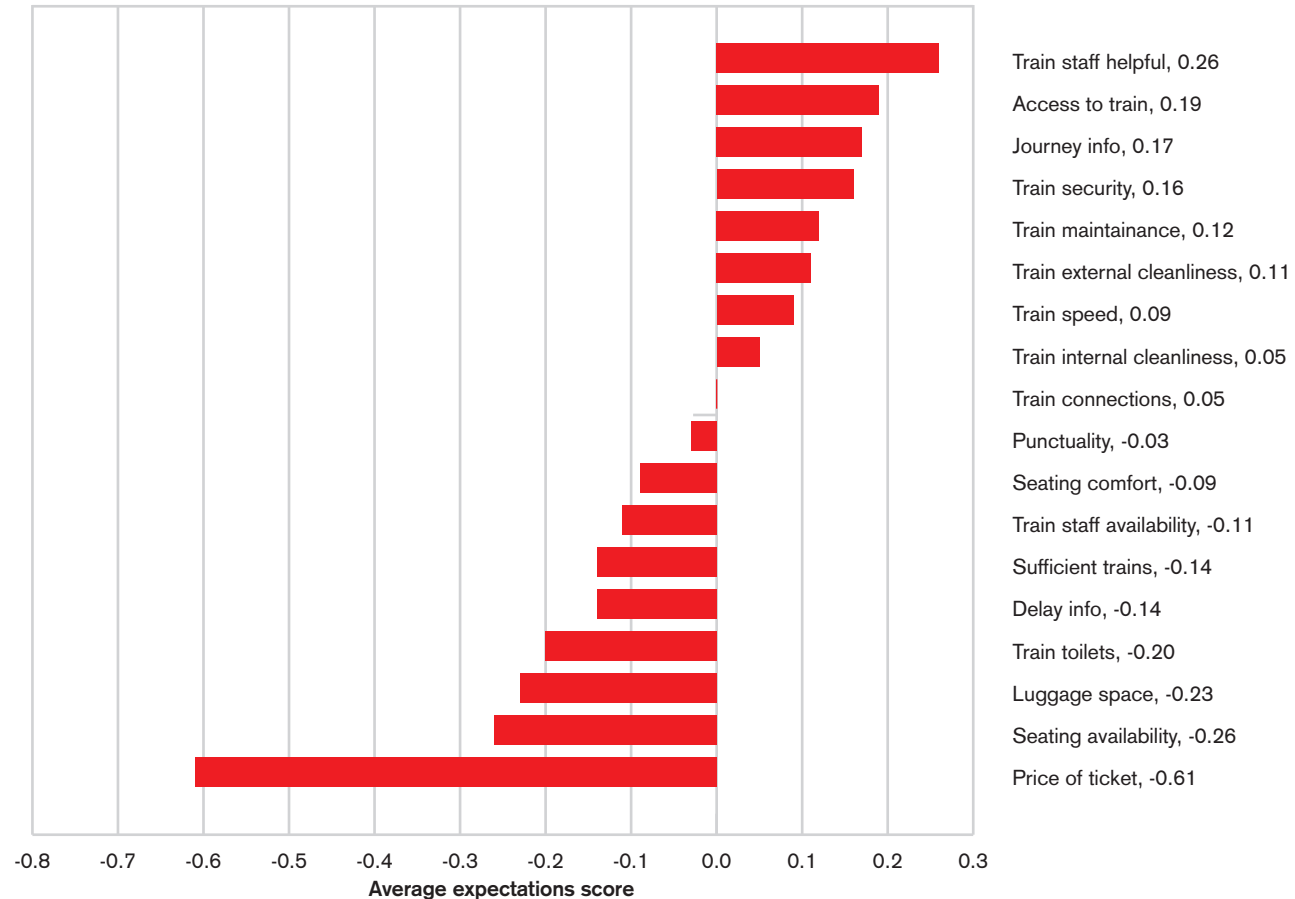
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



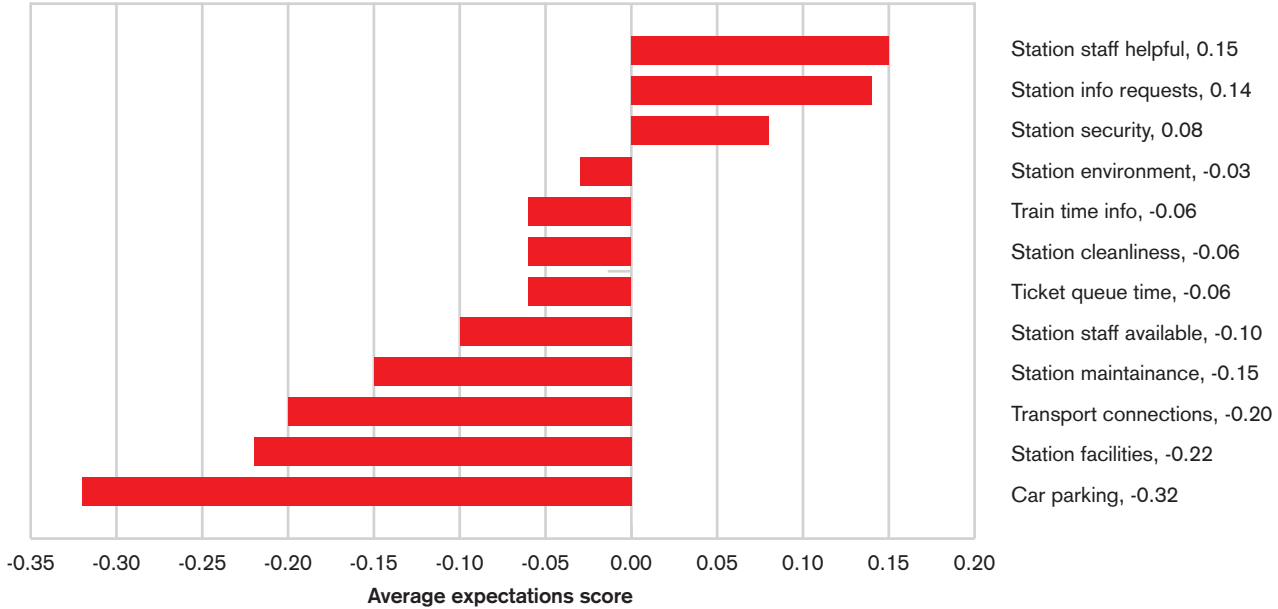
Priorities for improvements

| South East rank | Attribute | GB rank of attribute |
|-----------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Sufficient train services at times I use the train | 2 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Seating area on the train is very comfortable | 9 |
| 6 | Maximum queue time no more than two mins to purchase tickets | 6 |
| 7 | Passengers kept informed of delays | 5 |
| 8 | Information on train times/platforms accurate and available | 7 |
| 9 | Trains are consistently well maintained/in excellent condition | 8 |
| 10 | Passengers experience a high level of security on the train | 10 |
| 11 | Your journey time is reduced by five minutes | 13 |
| 12 | Personal security at stations is improved through CCTV/staff | 11 |
| 13 | All trains have staff to assist | 20 |
| 14 | The inside of the train is cleaned to a high standard | 14 |
| 15 | Station staff are available whenever required | 17 |
| 16 | The train travels at a fast speed throughout the journey | 16 |
| 17 | All train staff helpful and have a positive attitude | 23 |
| 18 | Good easy connections with other forms of transport | 12 |
| 19 | Always a quick response to information requests at stations | 19 |
| 20 | Connections with other train services are always good | 15 |
| 21 | All station staff are helpful and with a positive attitude | 21 |
| 22 | Facilities at stations are plentiful and of good quality | 18 |
| 23 | Useful information is provided throughout the journey | 22 |
| 24 | There is sufficient space for passengers' luggage | 24 |
| 25 | There are good quality toilet facilities on every train | 25 |
| 26 | Station environment always pleasant and comfortable | 26 |
| 27 | Stations are cleaned to a high standard | 27 |
| 28 | High quality car parking available | 29 |
| 29 | All station building maintained to a high standard | 28 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

Appendix I – South West

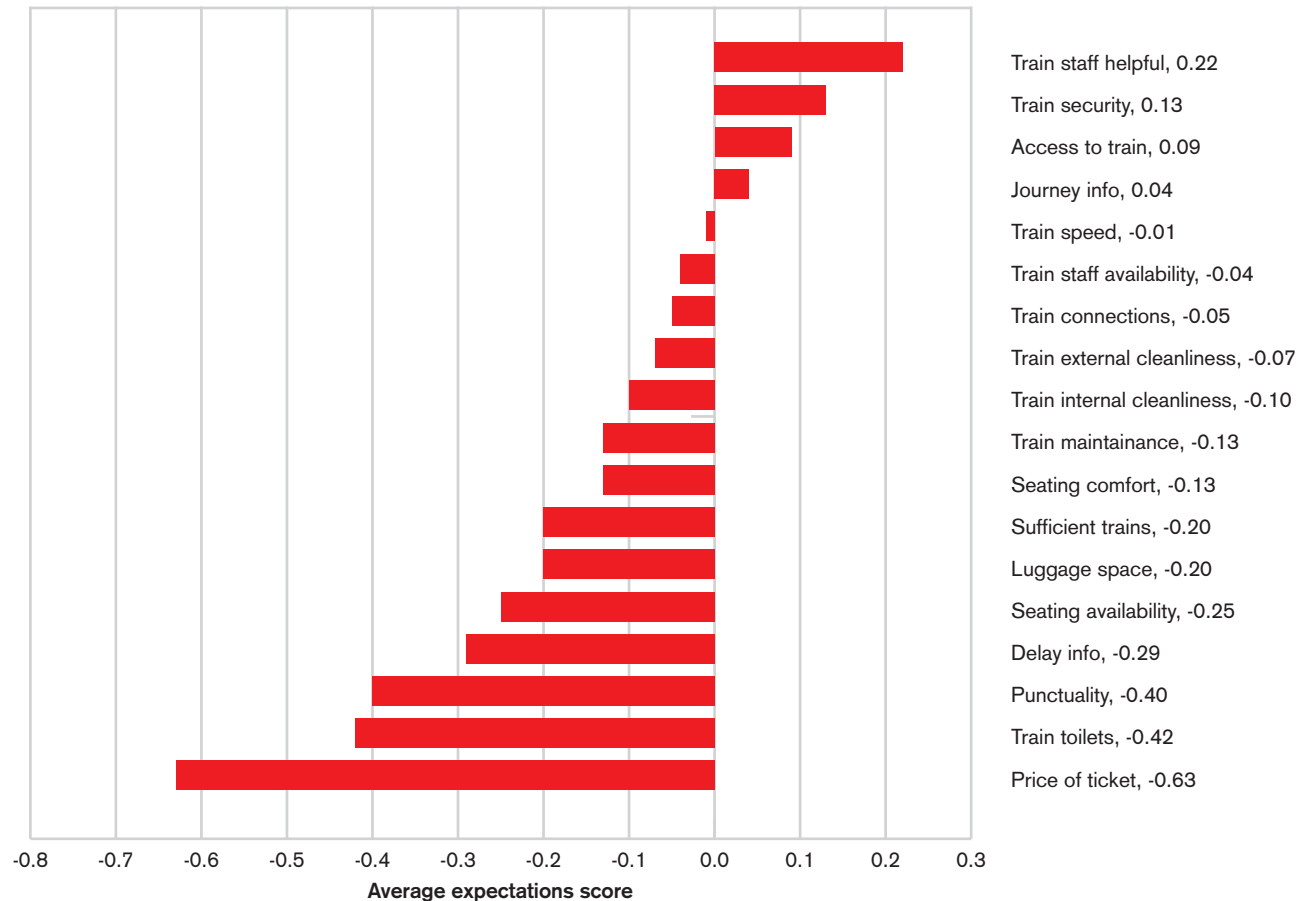
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



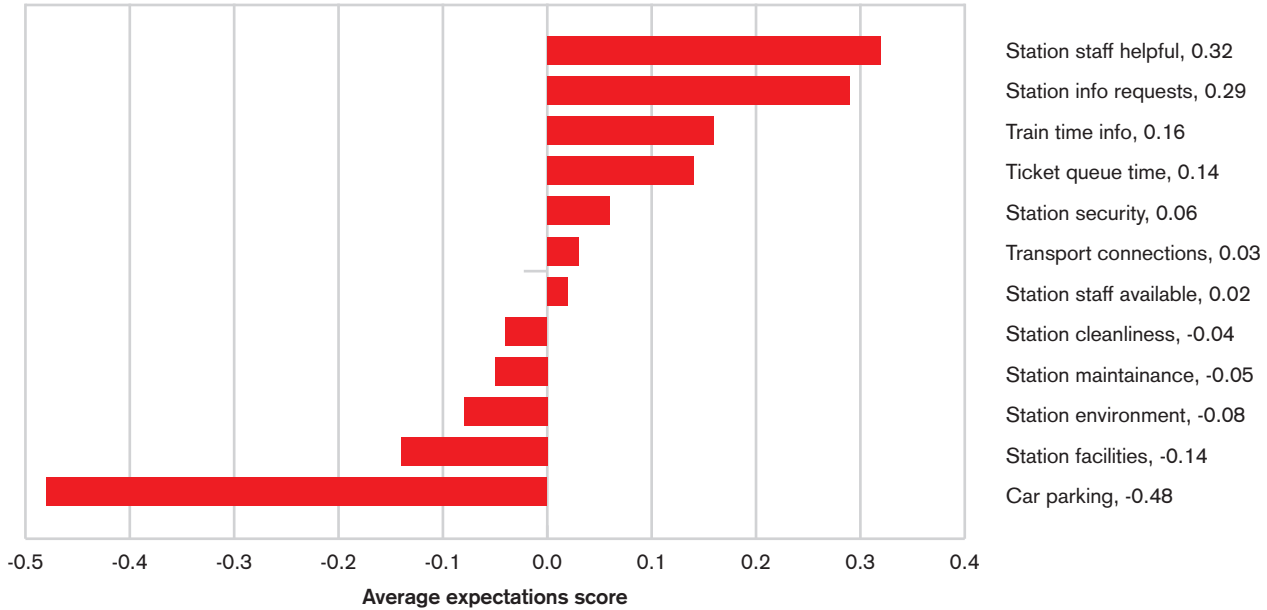
Priorities for improvements

| South West rank | Attribute | GB rank of attribute |
|-----------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | At least 19 out of 20 trains arrive on time | 3 |
| 3 | Passengers are always able to get a seat on the train | 4 |
| 4 | Sufficient train services at times I use the train | 2 |
| 5 | Passengers kept informed of delays | 5 |
| 6 | Maximum queue time no more than two mins to purchase tickets | 6 |
| 7 | Seating area on the train is very comfortable | 9 |
| 8 | Trains are consistently well maintained/in excellent condition | 8 |
| 9 | Connections with other train services are always good | 15 |
| 10 | Information on train times/platforms accurate and available | 7 |
| 11 | Good easy connections with other forms of transport | 12 |
| 12 | Passengers experience a high level of security on the train | 10 |
| 13 | The inside of the train is cleaned to a high standard | 14 |
| 14 | All station staff are helpful and with a positive attitude | 21 |
| 15 | Facilities at stations are plentiful and of good quality | 18 |
| 16 | Station staff are available whenever required | 17 |
| 17 | There is sufficient space for passengers' luggage | 24 |
| 18 | Personal security at stations is improved through CCTV/staff | 11 |
| 19 | All trains have staff to assist | 20 |
| 20 | All train staff helpful and have a positive attitude | 23 |
| 21 | There are good quality toilet facilities on every train | 25 |
| 22 | Your journey time is reduced by five minutes | 13 |
| 23 | The train travels at a fast speed throughout the journey | 16 |
| 24 | Always a quick response to information requests at stations | 19 |
| 25 | Useful information is provided throughout the journey | 22 |
| 26 | Station environment always pleasant and comfortable | 26 |
| 27 | High quality car parking available | 29 |
| 28 | Stations are cleaned to a high standard | 27 |
| 29 | All station building maintained to a high standard | 28 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

Appendix J – West Midlands

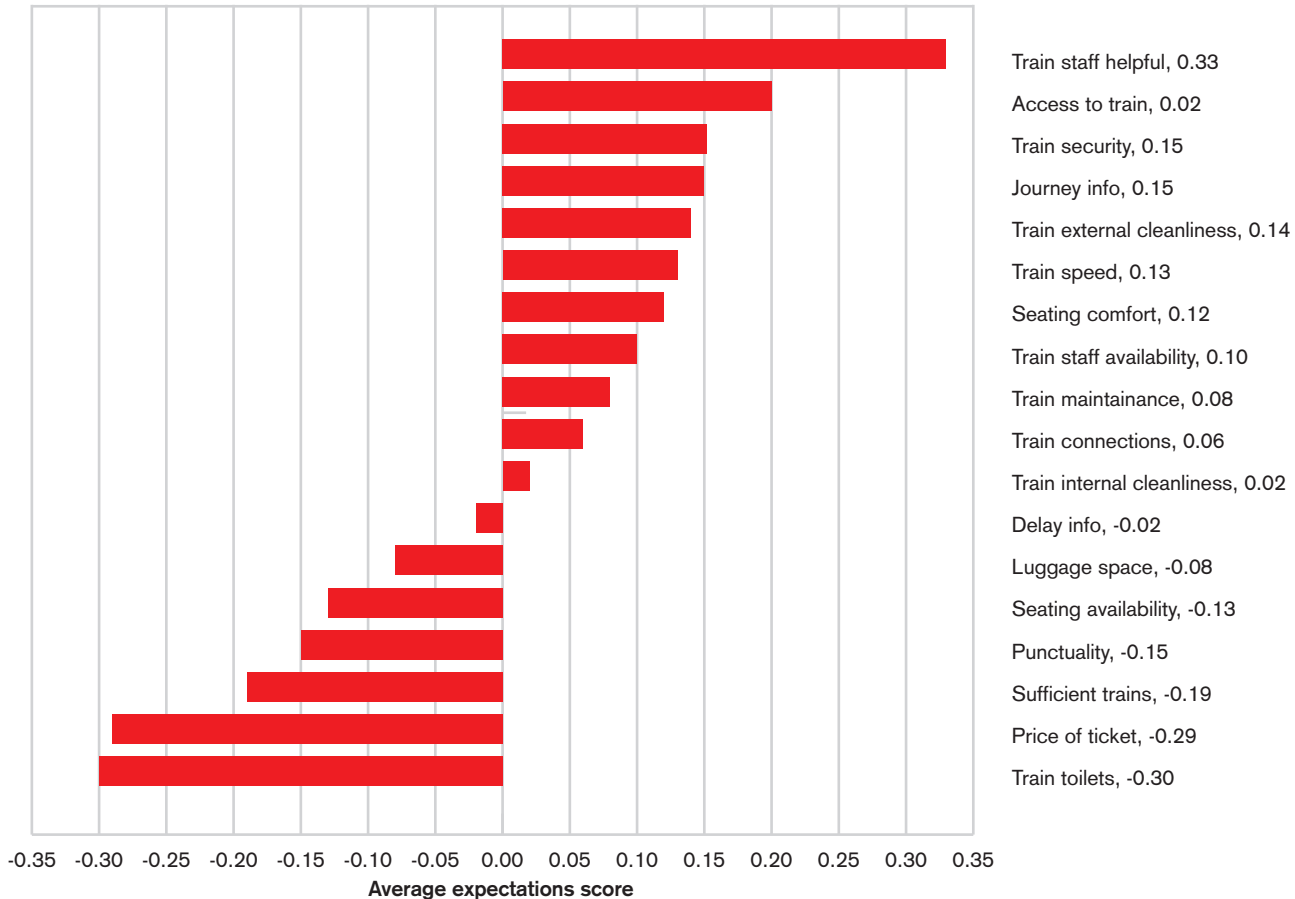
Average expectation score for station attributes

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Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



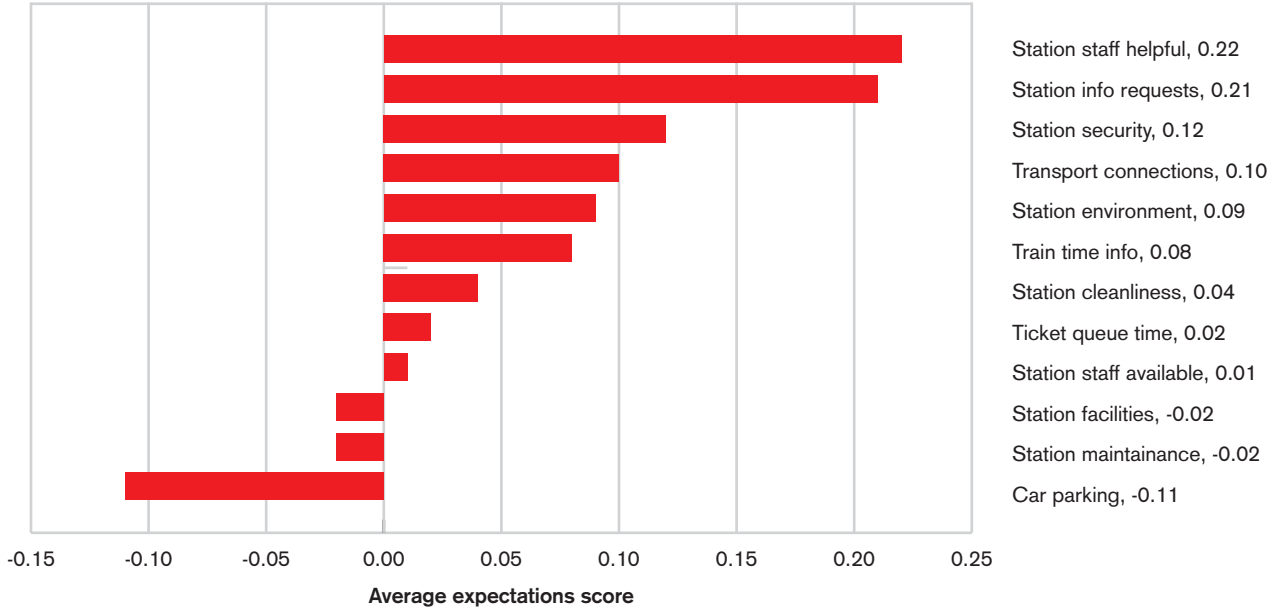
Priorities for improvements

| West Midlands rank | Attribute | GB rank of attribute |
|--------------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Sufficient train services at times I use the train | 2 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Passengers are always able to get a seat on the train | 4 |
| 5 | Passengers kept informed of delays | 5 |
| 6 | Information on train times/platforms accurate and available | 7 |
| 7 | Seating area on the train is very comfortable | 9 |
| 8 | Max queue time no more than two mins to purchase tickets | 6 |
| 9 | Connections with other train services are always good | 15 |
| 10 | Personal security at stations is improved through CCTV/staff | 11 |
| 11 | Good easy connections with other forms of transport | 12 |
| 12 | Station staff are available whenever required | 17 |
| 13 | All trains have staff to assist | 20 |
| 14 | Passengers experience a high level of security on the train | 10 |
| 15 | Trains are consistently well maintained/in excellent condition | 8 |
| 16 | There are good quality toilet facilities on every train | 25 |
| 17 | Facilities at stations are plentiful and of good quality | 18 |
| 18 | All train staff helpful and have a positive attitude | 23 |
| 19 | All station staff are helpful and with a positive attitude | 21 |
| 20 | Always a quick response to information requests at stations | 19 |
| 21 | The inside of the train is cleaned to a high standard | 14 |
| 22 | Useful information is provided throughout the journey | 22 |
| 23 | There is sufficient space for passengers' luggage | 24 |
| 24 | Your journey time is reduced by five minutes | 13 |
| 25 | The train travels at a fast speed throughout the journey | 16 |
| 26 | High quality car parking available | 29 |
| 27 | Station environment always pleasant and comfortable | 26 |
| 28 | Stations are cleaned to a high standard | 27 |
| 29 | All station building maintained to a high standard | 28 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

Appendix K – Yorkshire and the Humber

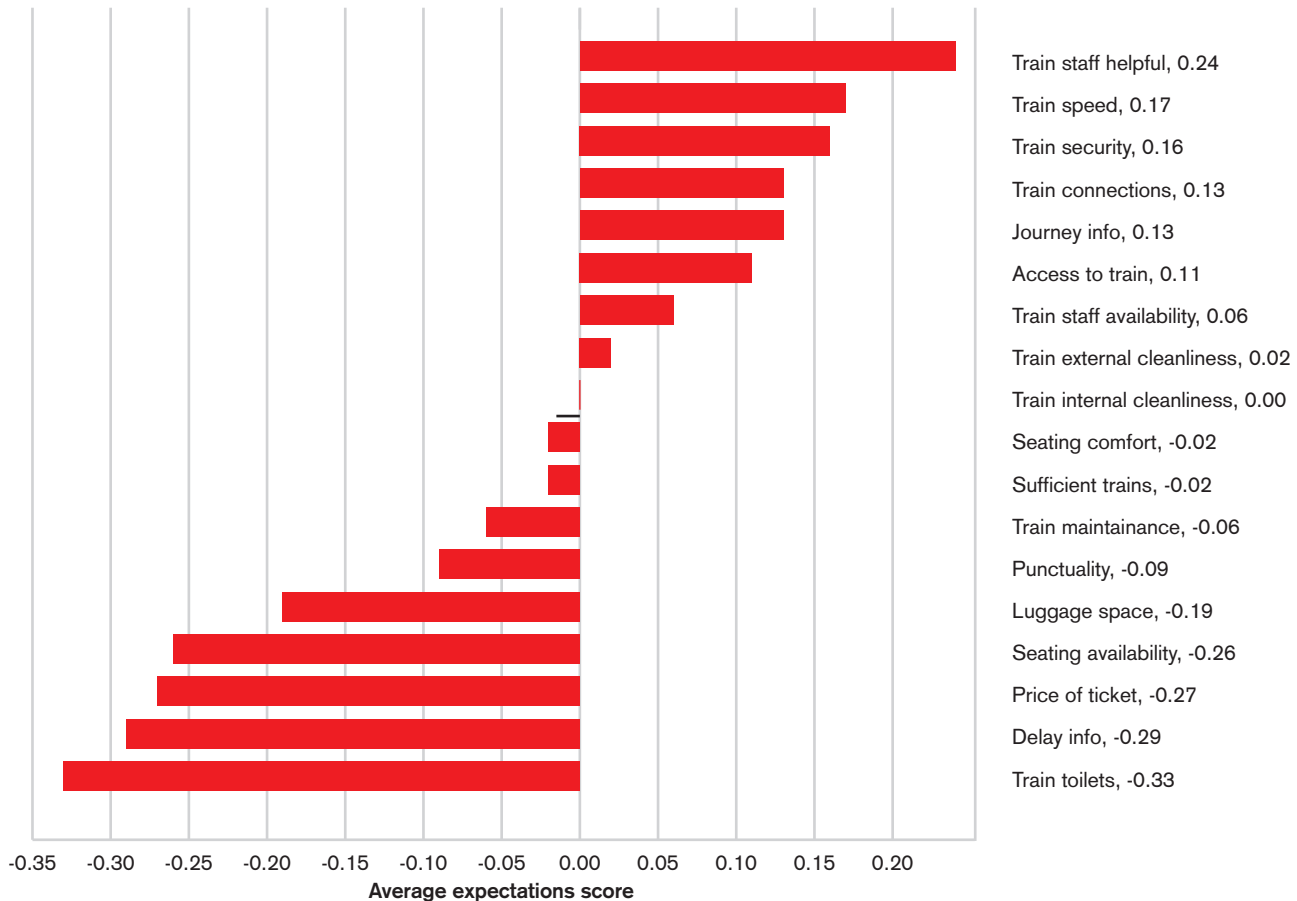
Average expectation score for station attributes

(positive = reasonable expectations exceeded and negative = not being met)



Average expectation score for train attributes

(positive = reasonable expectations exceeded and negative = not being met)



Priorities for improvements

| Yorkshire rank | Attribute | GB rank of attribute |
|----------------|--|----------------------|
| 1 | Price of train tickets offer excellent value for money | 1 |
| 2 | Passengers are always able to get a seat on the train | 4 |
| 3 | At least 19 out of 20 trains arrive on time | 3 |
| 4 | Sufficient train services at times I use the train | 2 |
| 5 | Seating area on the train is very comfortable | 9 |
| 6 | Passengers kept informed of delays | 5 |
| 7 | Information on train times/platforms accurate and available | 7 |
| 8 | Connections with other train services are always good | 15 |
| 9 | The inside of the train is cleaned to a high standard | 14 |
| 10 | Trains are consistently well maintained/in excellent condition | 8 |
| 11 | Max queue time no more than two mins to purchase tickets | 6 |
| 12 | Facilities at stations are plentiful and of good quality | 18 |
| 13 | All trains have staff to assist | 20 |
| 14 | Station staff are available whenever required | 17 |
| 15 | Personal security at stations is improved through CCTV/staff | 11 |
| 16 | Passengers experience a high level of security on the train | 10 |
| 17 | There is sufficient space for passengers' luggage | 24 |
| 18 | Good easy connections with other forms of transport | 12 |
| 19 | There are good quality toilet facilities on every train | 25 |
| 20 | Your journey time is reduced by five minutes | 13 |
| 21 | All station staff are helpful and with a positive attitude | 21 |
| 22 | Always a quick response to information requests at stations | 19 |
| 23 | All train staff helpful and have a positive attitude | 23 |
| 24 | The train travels at a fast speed throughout the journey | 16 |
| 25 | Useful information is provided throughout the journey | 22 |
| 26 | Station environment always pleasant and comfortable | 26 |
| 27 | Stations are cleaned to a high standard | 27 |
| 28 | All station building maintained to a high standard | 28 |
| 29 | High quality car parking available | 29 |
| 30 | The outside of the train is cleaned to a high standard | 30 |

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