Route based research

Identifying what passengers want from South Central

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Passengerfocus
putting rail passengers first

Contents

Route based research – identifying what passengers want from South Central

1. Introduction

In response to the invitation by the Secretary of State for Transport to provide a passenger perspective on the content of the specification for the re-franchise of South Central rail services, Passenger Focus commissioned new research to look specifically at the priorities of passengers on this part of the network.

These route based studies have formed an important part of the evidence base for our submission on the re-franchise specification[1], which also drew on relevant information from our extensive research portfolio and established policy positions as well as feedback from passengers and stakeholders.

This volume contains brief details of the methodology employed and individual summaries of the findings on each of the routes studied.

2. Methodology

Passenger Focus commissioned a large-scale project of new passenger research in November 2007, in order to provide reliable, robust, comprehensive and up-to-date evidence on the perceptions, views and issues of concern for passengers travelling on the South Central network.

This research was carried out by Continental Research, the organisation which also conducts the National Passenger Survey on behalf of Passenger Focus. The fieldwork was carried out in shifts covering 7am – 10pm between 27 November and 10 December 2007 on the following routes:

- London Victoria - East Croydon 'Metro' services
- London Bridge – East Croydon 'Metro' services'
- London Victoria – Brighton Main Line services
- Coastway West (Brighton-Portsmouth local coastal services)
- Coastway East (Brighton-Eastbourne-Hastings local coastal services)
- London Victoria-Redhill (outer-suburban services, including some Arun Valley services)
- London Bridge-Uckfield (outer-suburban services)
- London Victoria – Horsham (outer-suburban services mainly via Sutton)

Passengers travelling on South Central routes were asked to complete a questionnaire comparing their expectations and the subsequent experience of their train journey. This data was weighted against how important passengers viewed the same aspects to provide a 'gap analysis'[2]. Passengers were also asked specific questions on frequency of services, flexibility of travel, ticket purchase and station facilities.

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[1] A passenger focused franchise? What passengers want from South Central

[2] See explanation below

In total 6251 passenger questionnaires[3] were returned, giving Passenger Focus a significant amount of data on which to base the findings and recommendations included within our submission.

3. Importance ranking

The importance that passengers place on various elements of the rail experience is identified by the route based research:

Importance ranking - route based research - all routes total	% ranking very important or important
Punctuality/reliability of the train	82
Provision of Information about train times/platforms	81
Frequency of the trains on the route	80
Length of time the journey was scheduled to take	78
Value for money for price of ticket	77
Being able to get a seat on the train	76
Ticket buying facility	75
Personal Security – stations	73
Personal Security – train	73
Ease of getting to and from the Station	70
Connections other forms of transport	66
Not having to change trains	66
Ease of getting on/off train	62
Sample size : 6251	

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[3] A copy of the questionnaire template used in our research can be found in appendix A

4. Gap analysis – an explanation of the techniques used in passenger priority research

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (i.e. what they reasonably expected to get) for each element of the service on the route before they started their journey. They then rated their actual experience on the day of travel (i.e. what they actually got) and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. To achieve this, the scores for experience were subtracted from the expectation scores to give a numerical value to the 'gap'. By then using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. The greater the negative expectation/performance gap the greater the need for action, particularly where importance scores are high.

For example, there may be a large gap between the expectation and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.

This approach highlights priorities for improvement, which also helps to target where changes can be most effective. However, it is possible that any gap can be influenced by low expectations in the first place – e.g. the Southern route reports indicate that there was a positive gap when it comes to getting a seat (i.e. level of service provided exceeded expectations). This could to some extent reflect low expectations in the first place – i.e. "I didn't expect to get a seat in the first place" - rather than indicate an overall sense of satisfaction.

In this respect gap analysis should be seen as a tool to aid decision making rather than something that 'makes' the decision itself.

Passenger priorities specific routes: route 1 - Victoria to East Croydon

1.1. Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience is for frequency of trains on the route. The local questions probing this identify a demand for trains later in the evening, especially at weekends. In terms of frequency of trains, 61% would like to see trains run every 10 minutes at weekday peak times, 52% at least every 15 minutes at weekday off peak times, 51% at least every 15 minutes on Saturdays and 58% at least every 20 minutes on Sundays.

Provision of information is valued by passengers, a conclusion which is supported by accurate visual information about arrivals and departures (54%) and accurate announcements about delays (34%) being two of the four most requested station improvements.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so. 45% of passengers on the route claim they would be likely to shift their journeys out of peak time with a 20% discount.

Ticket offices (67%) and machines (61%) remain the most likely used modes of ticket purchase, and there is more interest in smartcards (like Oystercards) (47%) than in online ticket purchase (25%). Both home printing of tickets (53%) or receipt by mobile phone attract more interest than delivery of tickets by post (29%). Passengers on this route are therefore interested in new modes of ticket purchase and delivery.

On board trains there is slightly more interest in the provision of quiet carriages (47%) (where mobile phones and MP3 devices are banned) than in providing opportunities to charge up those devices through the provision of power sockets (43%). This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some opposed to others doing so where it has an impact on the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the Victoria to East Croydon route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding. In such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route.   In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 30 November and 13 December 2007. On each route, shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Fri	30-Nov	97
Mon	3-Dec	112
Thurs	6-Dec	34
Fri	7-Dec	26
Sat	8-Dec	106
Sun	9-Dec	14
Weds	12-Dec	92
Thurs	13-Dec	119
Fri	14-Dec	5
Mon	17-Dec	45
Tues	18-Dec	91

Response

741 completed interviews were returned for this route. This is marginally below the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of respondents on this route

	Total
Base: all respondents	**741**
Journey purpose	**%**
COMMUTE	54
BUSINESS	5
LEISURE	38
Age group	
<35	42
35-54	33
55-64	8
65+	3
Gender	
MALE	40
FEMALE	45

NB totals may not add to 100% due to not stated responses

1.3. Priorities for service change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation

and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.
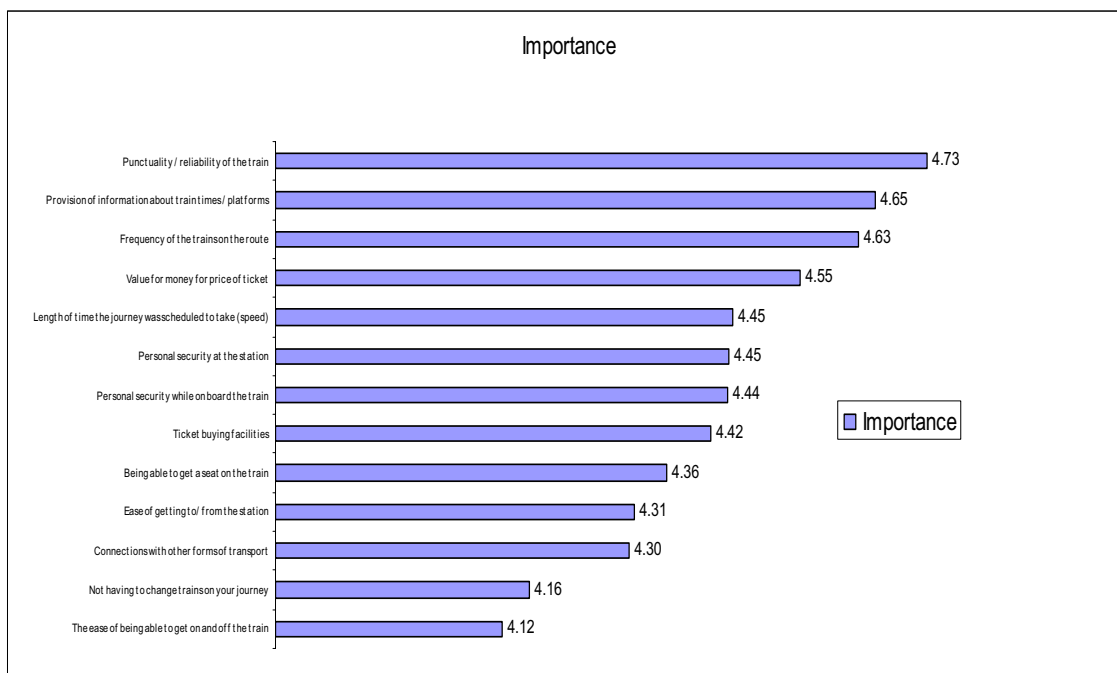
Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 clearly shows that four service attributes for stations and trains on the route are more important to customers than others:

- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Frequency of the trains on the route
- Value for money for price of ticket

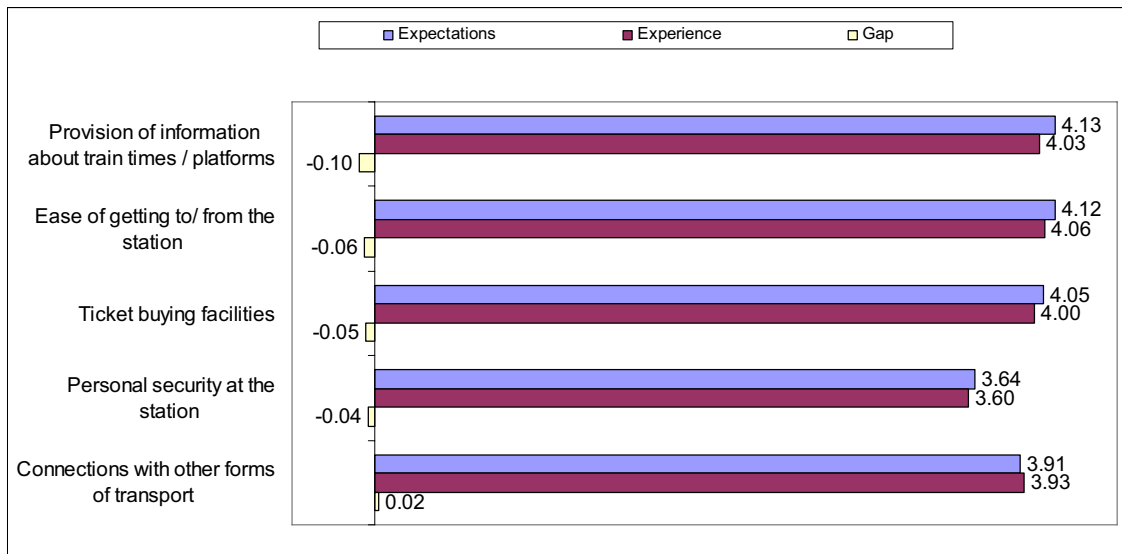## Figure 1: Importance of service attributes (mean score)

As stated earlier, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability, though not if expectation is low to start with.

Gap between experience and expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day, therefore, did not meet up to expectations.

Figure 2: Station attributes expectation: experience gap

Base: All on route (741) a positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As shown in Figure 2 the gap analysis shows that experience falls below expectation for most station factors, as follows:

- Provision of information about train times / platforms
- Ease of getting to/ from the station
- Ticket buying facilities
- Personal security at the station

Experience is close to expectations for connections with other forms of transport.

For the on train attributes on this route there are three attributes where experience significantly lags expectations:

- Frequency of the trains on the route
- Length of time the journey was scheduled to take (speed)
- Value for money for price of ticket

For all other train attributes, experience is broadly in line with expectations.

Figure 3: Train attributes expectation: experience gap

Base: All on route (741) a positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 below.

Figure 4: Weighted gap analysis: priorities for improvement on this route
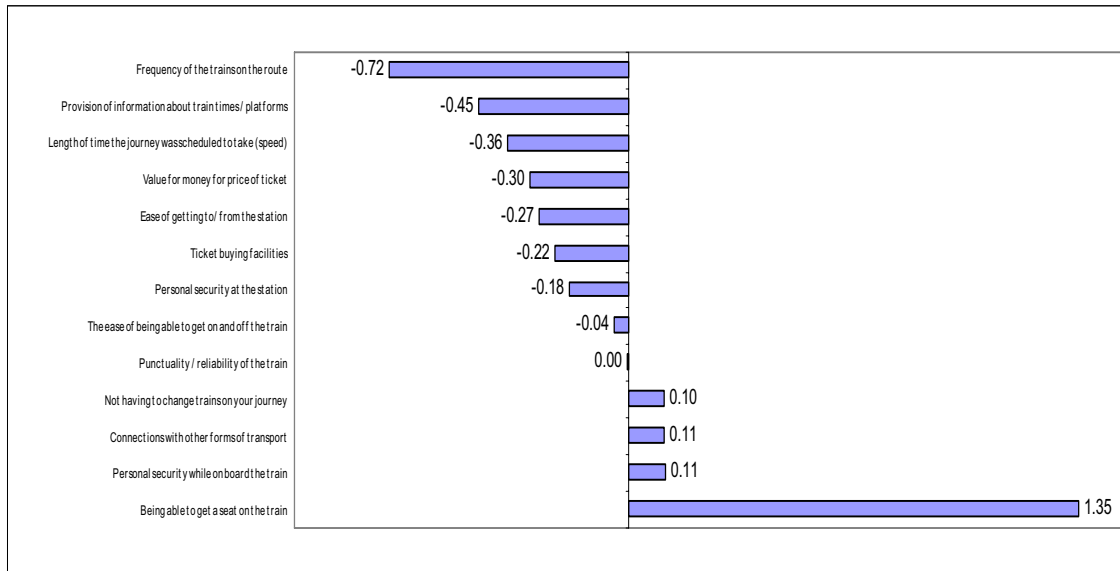
Base: All on route (741) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route there are several major priorities for improvement required which are shown below in order of importance:

- Frequency of the trains on the route
- Provision of information about train times / platforms
- Length of time the journey was scheduled to take (speed)
- Value for money for price of ticket
- Ease of getting to/ from the station
- Ticket buying facilities
- Personal security at the station

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. Foremost among these are:

- Being able to get a seat on the train
- Personal security while on board the train
- Connections with other forms of transport
- Not having to change trains on your journey

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route such as frequency, additional on board services and ticket buying facilities at stations. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below

Facilities considered most important at stations	%
Accurate visual information as to when trains will actually arrive	54
Toilets	43
Staff at the station	40
Accurate announcements about delays	34

Between one third and one quarter of respondents nominated the following station facilities as important:

- Accurate announcements on arrival and departure times   31%
- Convenient connecting buses   31%
- Security cameras (CCTV)   30%

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have. Nearly half (46%) did not answer this question, however where an answer was given, the 10% requesting toilets was the highest figure quoted.

Passengers on this route are more satisfied with the frequency of service on weekdays (69%) than at weekends (43%). In terms of frequency of trains, 61% would like to see trains run every 10 minutes at weekday peak times, 52% at least every 15 minutes at weekday off peak times, 51% at least every 15 minutes on Saturdays and 58% at least every 20 minutes on Sundays.

There is limited interest in trains running earlier in the morning than at present, 17% would like this on weekdays and 6% at weekends. Of those requesting earlier trains on weekdays, 38% wanted them before 5am (increasing to 68% before 5:30am). Of the smaller number wanting earlier weekend trains 30% wanted them to start before 5am (increasing to 60%) for times prior to 5:30am.

There is however more interest in trains running later in the evening, with 22% wanting this on weekdays and 27% at weekends. On weekdays, around half of those wanting later trains (52%) want the last train to be 1:30am or later whilst at weekends nearly three quarters of those wanting later trains (73%) want this to be 1:30am or later.

The majority (64%) of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). Of those travelling in the peak 38% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 45% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions in excess of 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the % likely to use each mode of purchase):

- Ticket Office (67%)
- Ticket Machine (61%)
- Smartcard like an Oystercard (47%)
- Internet (25%)
- Telephone (5%)

In terms of delivery mechanism for receiving tickets, 53% are interested in printing tickets by computer, 41% in receiving tickets on their mobile phone and 27% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Quiet carriages with no phones or music players allowed (47%)
- Power points for laptops, mobile phones (43%)
- Trolley service offering refreshments (31%)
- Wifi service (29%)
- Bicycle racks at stations (20%)

(Percentages shown are those very/fairly likely to use the facility)

Facilities to avoid noise and modern devices are slightly more popular than those designed to assist them.

Passenger priorities specific routes: route 2 - London Bridge to East Croydon

1.1. Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience is for provision of information about train times and platforms, a conclusion, which is supported by accurate visual information about arrivals and departures and accurate announcements about delays being two of the four most requested station improvements.

The second area identified as a priority for improvement is the frequency of trains on the route. The local questions probing this identify a demand for later trains in the evening, especially at weekends. In terms of frequency of trains, 57% would like to see trains run every 10 minutes or more often at weekday peak times; 50% at least every 15 minutes at weekday off peak times; 50% at least every 15 minutes on Saturdays; and 58% at least every 20 minutes on Sundays.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so; 38% of passengers on the route claim they would be very or fairly likely to shift their journeys out of peak time with a 20% discount.

Ticket offices (68%) and machines (58%) remain the most likely used modes of ticket purchase, and there is some interest in smartcards (like Oystercards) more so than in online ticket purchase. Both home printing of tickets or receipt by mobile phone attract more interest than delivery of tickets by post. Passengers on this route appear to be interested in new modes of ticket purchase and delivery.

On board trains there is more interest (46%) in the provision of quiet carriages (where mobile phones and MP3 devices are banned) than other facilities such as power points to charge up lap tops and mobile phones where 39% indicated that they would use them. This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some opposed to others doing so if the resulting noise impacts on the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the London Bridge to East Croydon route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route.   In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 27 November and 19 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Tues	27-Nov	63
Sat	1-Dec	20
Weds	5-Dec	75
Thur	6-Dec	87
Fri	7-Dec	62
Sat	8-Dec	37
Sun	9-Dec	38
Sat	15-Dec	115
Mon	17-Dec	104
-Tues	18-Dec	94
Weds	19-Dec	82

Response

The number of completed interviews returned for this route was 777. This is slightly above the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

	Total
Base: all respondents	**777**
Journey purpose	**%**
COMMUTE	43
BUSINESS	5
LEISURE	49
Age group	
<35	40
35-54	30
55-64	7
65+	5
Gender	
MALE	42
FEMALE	38

NB totals may not add to 100% due to not stated responses

1.3. Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation

and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.
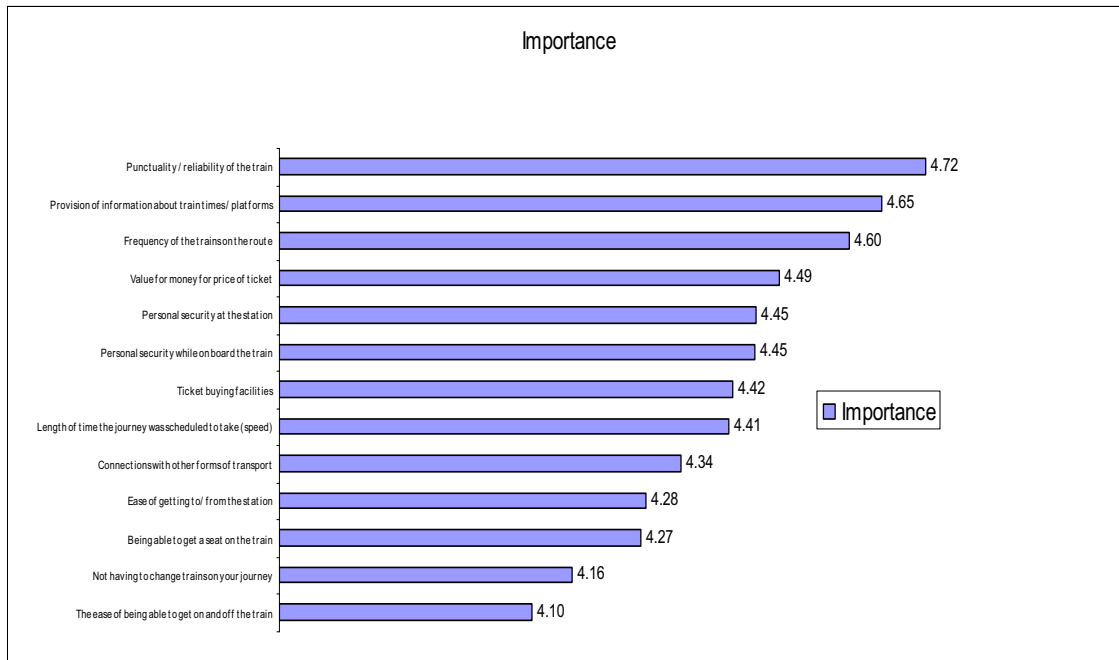
Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 overleaf clearly shows that three service attributes for stations and trains on the route are more important to customers than others:

- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Frequency of the trains on the route

Figure 1: Importance of Service Attributes (mean score)

Base: All on Route (777) mean score calculated from 1= not very important to 5 = very important
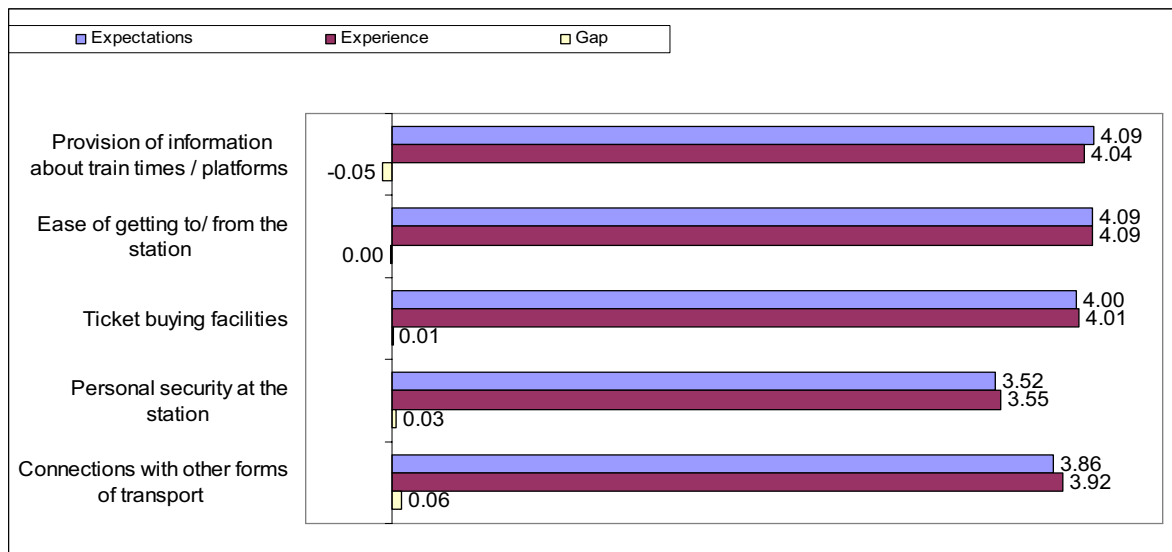
As stated earlier though, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day, therefore, did not meet up to expectations.

Figure 2: Station Attributes Expectation: Experience Gap

Base: All on route (777) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.
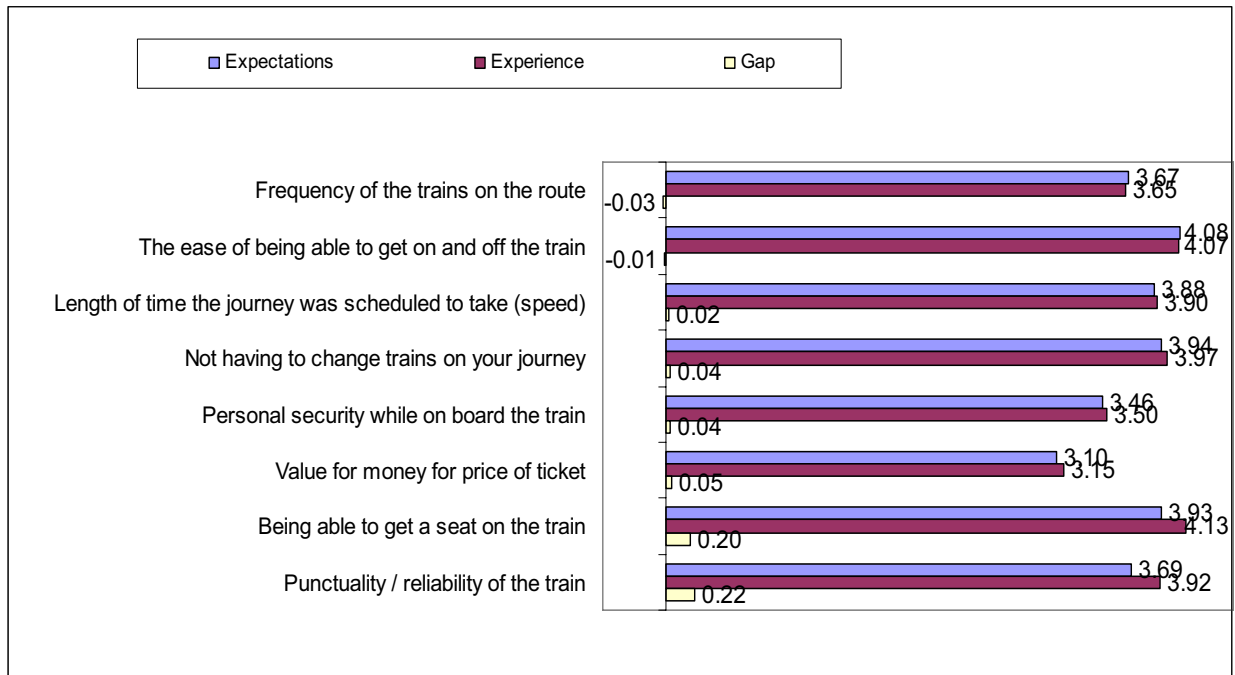
The gap analysis, as represented in figure 2, shows that experience broadly matches expectation for all station factors, though there is a small short fall in terms of the provision of information about train times/platforms.

For the on train attributes on this route, as detailed in figure 3, there are two attributes where experience significantly exceeds expectations:

- Being able to get a seat on the train
- Punctuality / reliability of the train

For all other train attributes, experience is broadly in line with expectations.

Figure 3: Train Attributes Expectation: Experience Gap

Base: All on route (777) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 below.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route

Attribute	Score
Provision of information about train times / platforms	-0.25
Frequency of the trains on the route	-0.12
The ease of being able to get on and off the train	-0.05
Ease of getting to / from the station	0.00
Ticket buying facilities	0.06
Length of time the journey was scheduled to take (speed)	0.09
Personal security at the station	0.13
Not having to change trains on your journey	0.15
Personal security while on board the train	0.17
Value for money for price of ticket	0.21
Connections with other forms of transport	0.25
Being able to get a seat on the train	0.85
Punctuality / reliability of the train	1.06
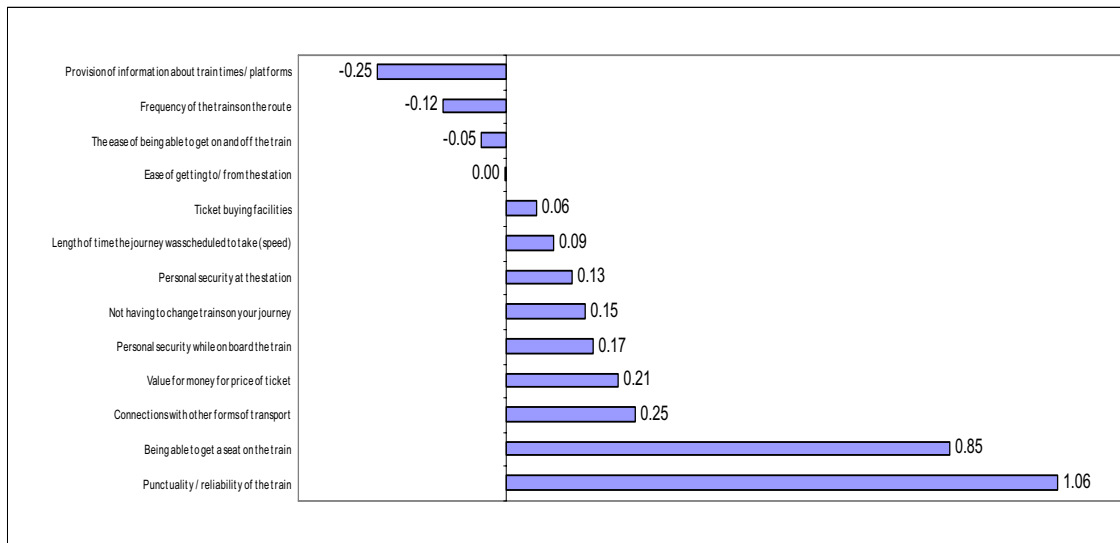
Base: All on route (777) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route there are two major priorities for improvement required which are shown below in order of importance:

- Provision of information about train times / platforms
- Frequency of the trains on the route

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. Foremost among these are:

- Punctuality / reliability of the train
- Being able to get a seat on the train
- Connections with other forms of transport
- Value for money for price of ticket

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency, ticket buying and on board facilities. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below

Facilities considered most important at stations	%
Accurate visual information as to when trains will actually arrive	51
Staff at the station	46
Toilets	42
Accurate announcements about delays	33

Between one third and one quarter of respondents nominated the following station facilities as important:

	%
• Convenient connecting buses	30
• Security cameras (CCTV)	30
• Accurate announcements on arrival and departure times	29
• Waiting shelter	28

Respondents were asked to select one of fourteen facilities not currently available at the station they boarded, which they would like to have. The majority of respondents (38%) did not nominate any of these facilities, but where nominations were made 17% requested additional toilets (this was the only category generating 10% or more response).

Passengers on this route are more satisfied with the frequency of service on weekdays (65%) than at weekends (43%). In terms of frequency of trains, 57% would like to see trains run every 10 minutes at weekday peak times; 50% at least every 15 minutes at weekday off peak times; 50% every 15 minutes on Saturdays; and 58% at least every 20 minutes on Sundays.

There is limited interest in trains running earlier in the morning than at present, 22% would like this on weekdays and 7% at weekends. Of those requesting earlier trains on weekdays, 63% selected start times before 5.30 am with 55% of those wanting earlier weekend trains selecting times prior to 5.30 am.

There is however more interest in trains running later in the evening, with 32% wanting this on weekdays and 32% at weekends. Of those that want later trains 40% want weekday services to finish after 1.30 am, whilst at weekends 53% want trains later than 1.30 am.

64% of passengers on this route travel in peak hours (between 7 am and 10 am and/or between 4 pm and 7 pm Monday to Friday). 37%, of those that travel in the peak, say it is likely they could travel earlier or later to avoid using the busiest trains. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions in excess of 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the percentage very/fairly likely to use each mode of purchase):

- Ticket Office (68%)
- Ticket Machine (58%)
- Smartcard like an Oystercard (49%)
- Internet (25%)
- Telephone (8%)

In terms of delivery mechanism for receiving tickets, 47% are interested in printing tickets by computer, 41% in receiving tickets on their mobile phone and 24% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Quiet carriages with no phones or music players allowed (46%)
- Power points for laptops, mobile phones (39%)
- Trolley service offering refreshments (32%)
- WIFI service (31%)
- Bicycle racks at stations (26%)

(Percentages shown are those very/fairly likely to use the facility)

Facilities to avoid noise and modern devices, i.e. quiet carriages, are slightly more popular than those designed to facilitate their use.

Passenger priorities specific routes: route 3 - Victoria to Brighton

1.1. Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience is for frequency of trains on the route. The local questions probing this identify a demand for later trains in the evening, especially at weekends. In terms of frequency of trains, 52% would like to see trains run every 15 minutes or more often at weekday peak times; 41% at least every 20 minutes at weekday off peak times; 38% at least every 20 minutes on Saturdays and 28% at least every 20 minutes on Sundays.

Provision of information is valued by passengers, a conclusion which is supported by accurate visual information about arrivals and departures (53% of respondents wanted this), accurate announcements on arrival and departure times (36%) and accurate information about delays (35%) being three of the five most requested station improvements.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so. 31% of passengers on the route claim they would be very or fairly likely to shift their journeys out of peak time. This figure rises to 46% with a 20% discount, which suggests that discounts around this figure would be necessary to generate a change in behaviour.

Ticket Offices and machines remain the most likely used modes of ticket purchase (79% and 63% respectively), and there is slightly more interest in online ticket purchase (33%) on this route than in smartcards (like Oystercards) (28%). Both home printing of tickets (65%) or receipt by mobile phone (42%) attract more interest than delivery of tickets by post (30%). This suggests passengers on this route are therefore interested in new modes of ticket purchase and delivery.

On board trains there is slightly more interest in the provision of providing opportunities to charge up devices through the provision of power sockets (54%) than in quiet carriages (50%). This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some completely opposed to others doing so if it impacts the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the Victoria to Brighton route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route. In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 26 November and 9 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	interviews
Mon	26-Nov	240
Mon	3-Dec	52
Thur	6-Dec	273
Sat	8-Dec	188
Sun	9-Dec	139

Response

The number of completed interviews returned for this route was 892. This is considerably above the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

	Total
Base: all respondents	**892**
Journey purpose	**%**
COMMUTE	39
BUSINESS	9
LEISURE	50
Age group	
<35	46
35-54	34
55-64	10
65+	5
Gender	
MALE	47
FEMALE	47

NB totals may not add to 100% due to not stated responses

1.3. Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.

Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 below clearly shows that seven service attributes for stations and trains on the route are more important than others:

- Length of time the journey was scheduled to take (speed)
- Connections with other forms of transport
- Being able to get a seat on the train
- Personal security while on board the train
- Punctuality / reliability of the train
- Value for money of price of ticket
- Personal security at the station

Figure 1: Importance of Service Attributes (mean score)
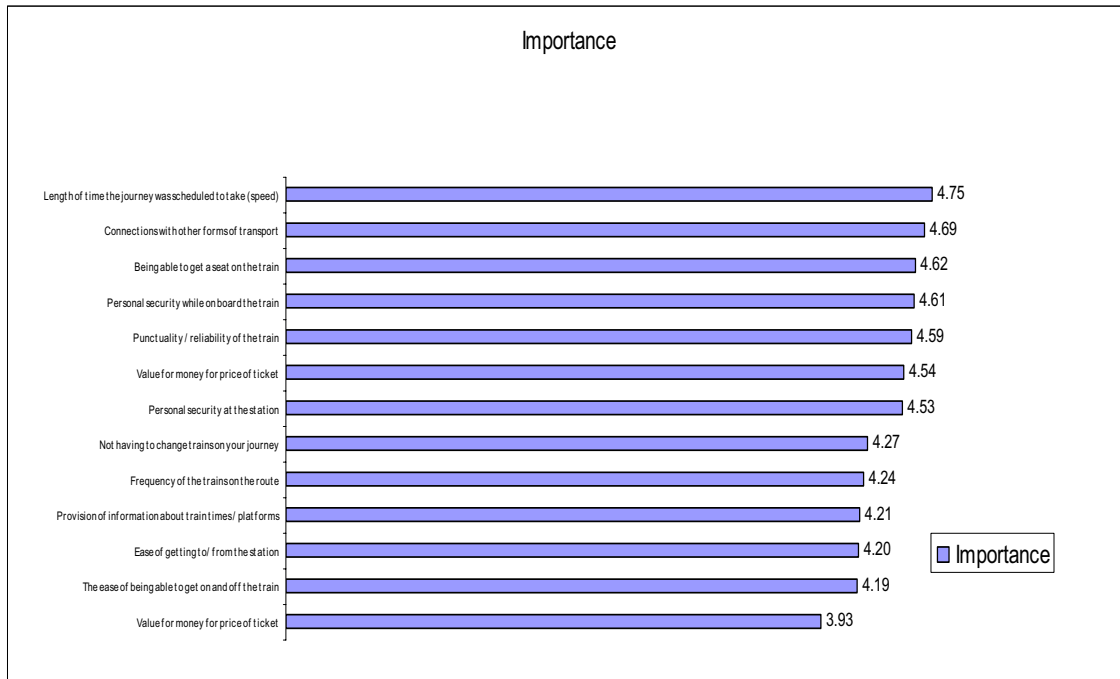
Base: All on Route (892) mean score calculated from 1= not very important to 5 = very important
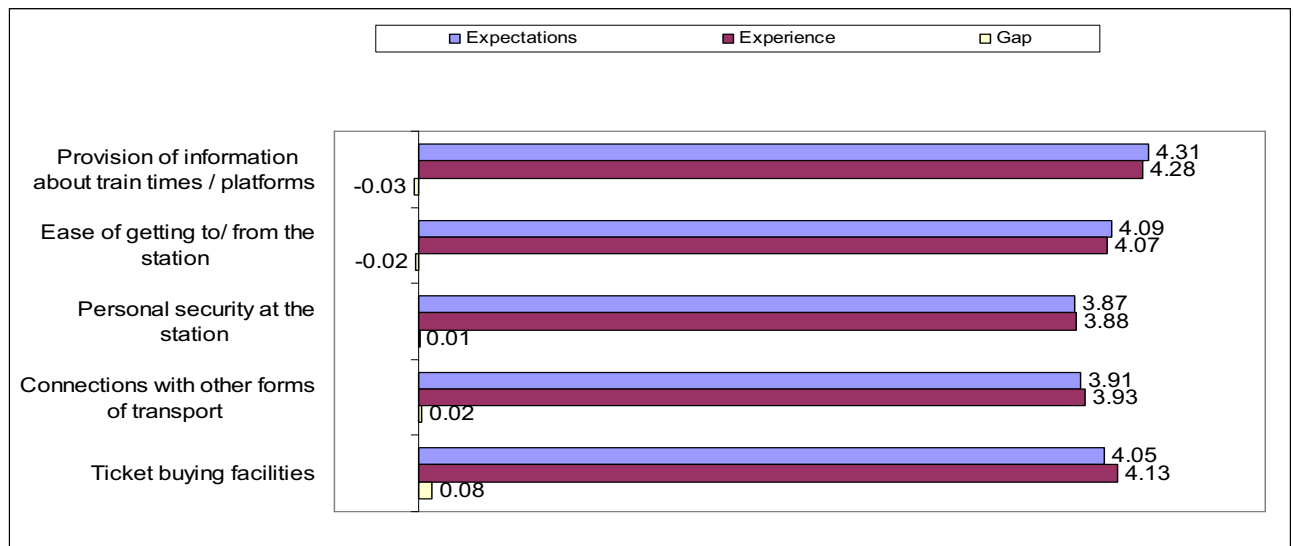
As stated earlier, the attributes of most importance may not necessarily be those where there is most need for improvement as expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day did not live up to expectations.

Figure 2: Station Attributes Expectation: Experience Gap

Base: All on route (892) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As seen in Figure 2 the gap analysis shows that experience broadly matches expectation for all station factors except for ticket buying facilities where experience exceeds expectation.

For the on train attributes on this route there are two attributes where experience significantly exceeds expectations:

- Being able to get a seat on the train
- Punctuality / reliability of the train

The main area where experience falls below expectation is frequency of service., Experience is broadly in line with expectations for the other train attributes.

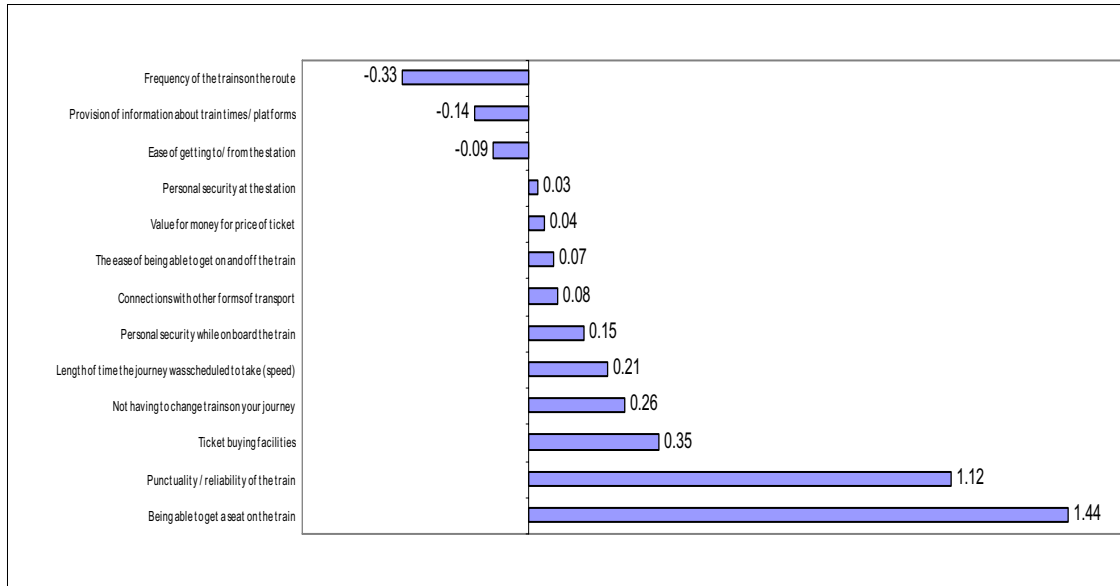**Figure 3: Train Attributes Expectation: Experience Gap**
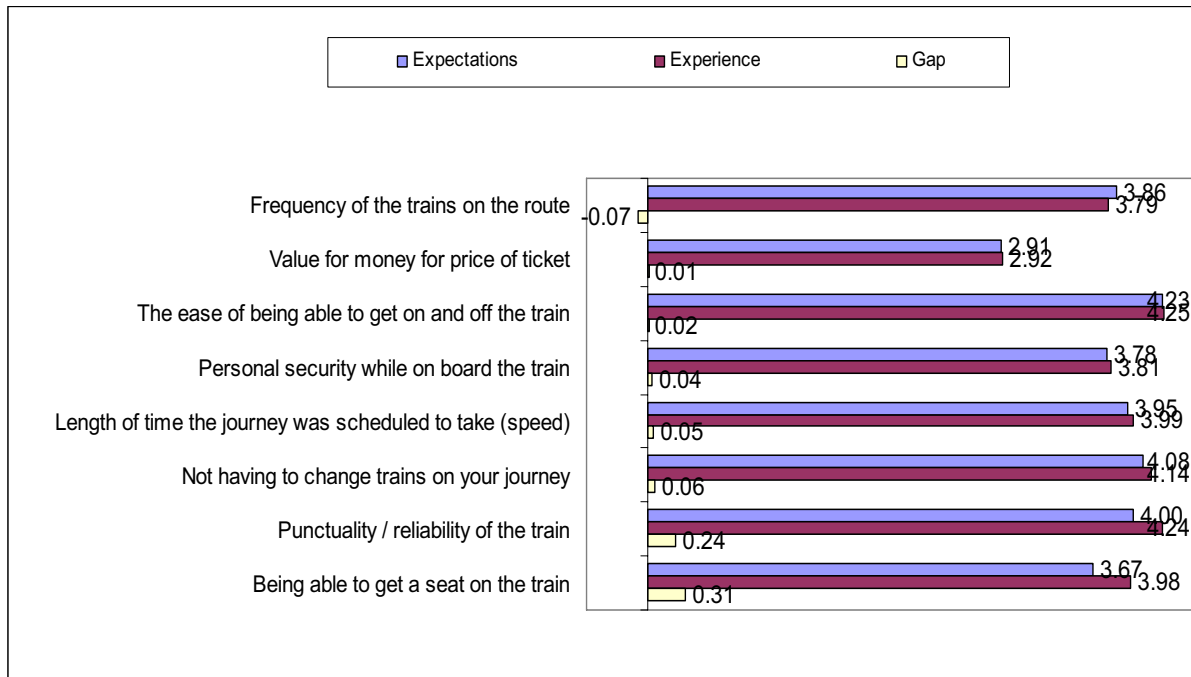
Base: All on route (892) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 below.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route

Frequency of the trains on the route	-0.33
Provision of information about train times / platforms	-0.14
Ease of getting to/ from the station	-0.09
Personal security at the station	0.03
Value for money for price of ticket	0.04
The ease of being able to get on and off the train	0.07
Connections with other forms of transport	0.08
Personal security while on board the train	0.15
Length of time the journey was scheduled to take (speed)	0.21
Not having to change trains on your journey	0.26
Ticket buying facilities	0.35
Punctuality / reliability of the train	1.12
Being able to get a seat on the train	1.44

Base: All on route (892) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route the major priority for improvement is the frequency of trains on the route. Two other attributes show more modest needs for improvement:

- Provision of information about train times / platforms
- Ease of getting to/ from the station

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. The first two listed show much larger gaps than the others:

- Being able to get a seat on the train
- Punctuality / reliability of the train
- Ticket buying facilities
- Not having to change trains on your journey
- Length of time the journey was scheduled to take (speed)

- Personal security while on board the train

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency, ticket buying and on board facilities. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the five facilities listed below:

Facilities considered most important at stations	**%**
Accurate visual information as to when trains will actually arrive	53
Toilets	51
Staff at the station	47
Accurate announcements on arrival and departure times	36
Accurate announcements about delays	35

Between one third and one quarter of respondents nominated convenient connecting buses (32%) as important.

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have, 48% of those questioned chose not to respond. However, of the responses given, the most requested facility was additional toilets (8%) followed by help-points (7%).

In terms of frequency of trains, 52% would like to see trains run every 15 minutes or more often at weekday peak times; 41% at least every 20 minutes at weekday off peak times; 38% at least every 20 minutes on Saturdays and 28% at least every 20 minutes (rising to 68% wanting at least half-hourly services) on Sundays.

There is limited interest in trains running earlier in the morning than at present, 12% would like this on weekdays and 3% at weekends. Of those requesting earlier trains on weekdays, 39% wanted trains to start before 5am (increasing to 56% before 5:30 am) with 63% of those wanting earlier weekend trains selecting times prior to 5:30 am (this latter figure for weekends is on a small base of just 30 respondents wanting earlier trains at weekends).

There is however more interest in trains running later in the evening, with 18% wanting this on weekdays and 20% at weekends. On weekdays, 52% want the last train to be 1:30am or later whilst at weekends 61% of those wanting later trains want this to be 1:30am or later.

50% of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). 31% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 46% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions of around 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the percentage very or fairly likely to use each mode of purchase):
- Ticket Office (79%)
- Ticket Machine (63%)
- Internet (33%)
- Smartcard like an Oystercard (28%)
- Telephone (5%)

On this route, in contrast to some others, the Internet is of more interest than a smartcard as a method of purchase.

In terms of delivery mechanism for receiving tickets, 65% are interested in printing tickets by computer, 42% in receiving tickets on their mobile phone and 30% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:
- Power points for laptops, mobile phones (54%)
- Quiet carriages with no phones or music players allowed (50%)
- Trolley service offering refreshments (49%)
- Wifi service (42%)

- Bicycle racks at stations (27%)

(percentages shown are those very/fairly likely to use the facility)

On this route, facilities to help use technology equipment are slightly more popular than quiet carriages, tying in with the increased interest in Internet purchase.

Passenger priorities specific routes: route 4 - Coastway West

1.1. Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted shortfall between expectations and experience is for ticket buying facilities, suggesting a need for enhanced ticket retailing.

Whilst ticket offices and machines remain the most likely used modes of ticket purchase, one in five passengers expressed an interest in online ticket purchase on this route. There was also interest in printing tickets by computer or receipt by mobile phone. Passengers on this route are therefore interested in new modes of ticket purchase and delivery. Provision of information is valued by passengers, a conclusion which is supported by accurate visual information as to when trains will actually arrive being the second most requested station improvement. The third being staff at stations - something that could also be linked to the desire to improve ticket buying facilities.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so. 44% of passengers on the route claim they would be likely to shift their journeys out of peak time with a 20% discount, which suggests that discounts around 20% would be necessary to generate a change in behaviour.

On board trains there is greatest interest (49%) in a trolley service. Just under half (44%) of the respondents surveyed are interested in the provision of providing opportunities to charge up electronic devices through the provision of power sockets, with a similar percentage (43%) interested in quiet carriages. This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some completely opposed the noise that this might generate.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the Coastway West route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible

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due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route.   In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 29 November and 8 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Thur	29-Nov	79
Sat	1-Dec	125
Sun	2-Dec	102
Tues	4-Dec	57
Weds	5-Dec	347
Sat	8-Dec	62

Response

The number of completed interviews returned for this route was 772. This is slightly above the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

	Total
Base: all respondents	**772**
Journey purpose	**%**
COMMUTE	38
BUSINESS	5
LEISURE	54
Age group	
<35	50
35-54	24
55-64	8
65+	5
Gender	
MALE	41
FEMALE	44

NB totals may not add to 100% due to not stated responses

1.3. Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation

and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.
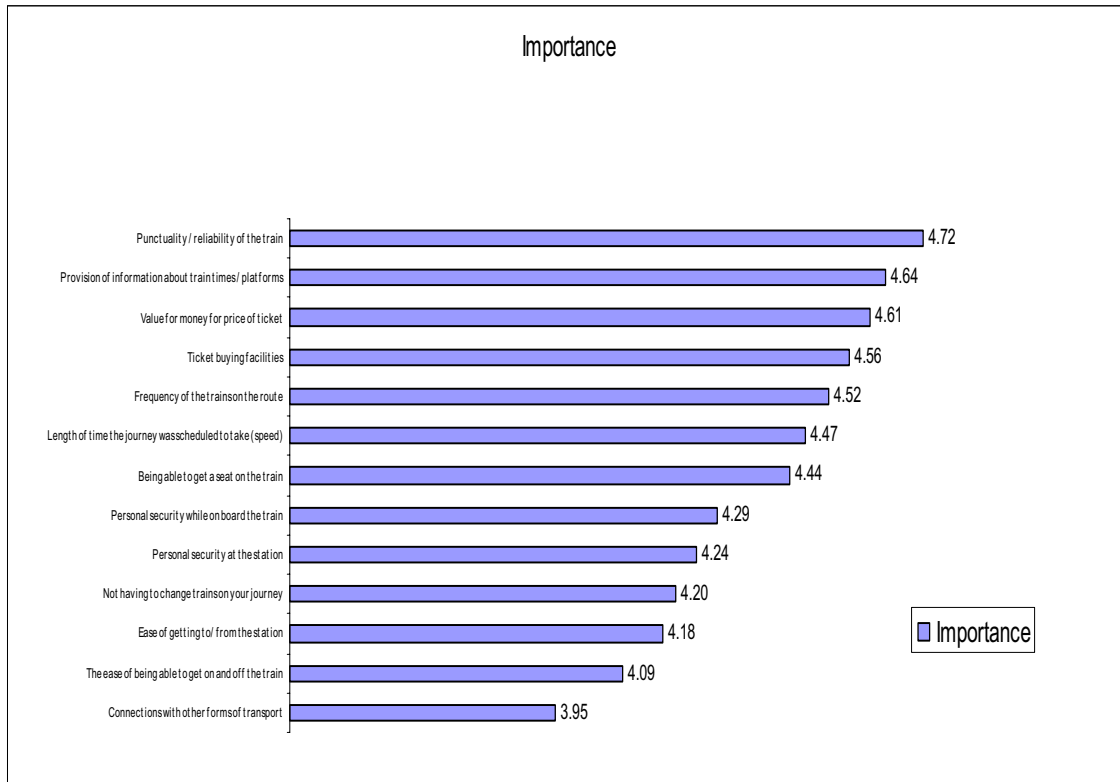
Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 overleaf clearly shows that seven service attributes for stations and trains on the route are more important to customers than others:

- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Value for money for price of ticket
- Ticket buying facilities
- Frequency of the trains on the route
- Length of time the journey was scheduled to take (speed)
- Being able to get a seat on the train

Figure 1: Importance of Service Attributes (mean score)

Importance

Attribute	Score
Punctuality / reliability of the train	4.72
Provision of information about train times / platforms	4.64
Value for money for price of ticket	4.61
Ticket buying facilities	4.56
Frequency of the trains on the route	4.52
Length of time the journey was scheduled to take (speed)	4.47
Being able to get a seat on the train	4.44
Personal security while on board the train	4.29
Personal security at the station	4.24
Not having to change trains on your journey	4.20
Ease of getting to / from the station	4.18
The ease of being able to get on and off the train	4.09
Connections with other forms of transport	3.95

■ Importance

Base: All on Route (772) mean score calculated from 1= not very important to 5 = very important
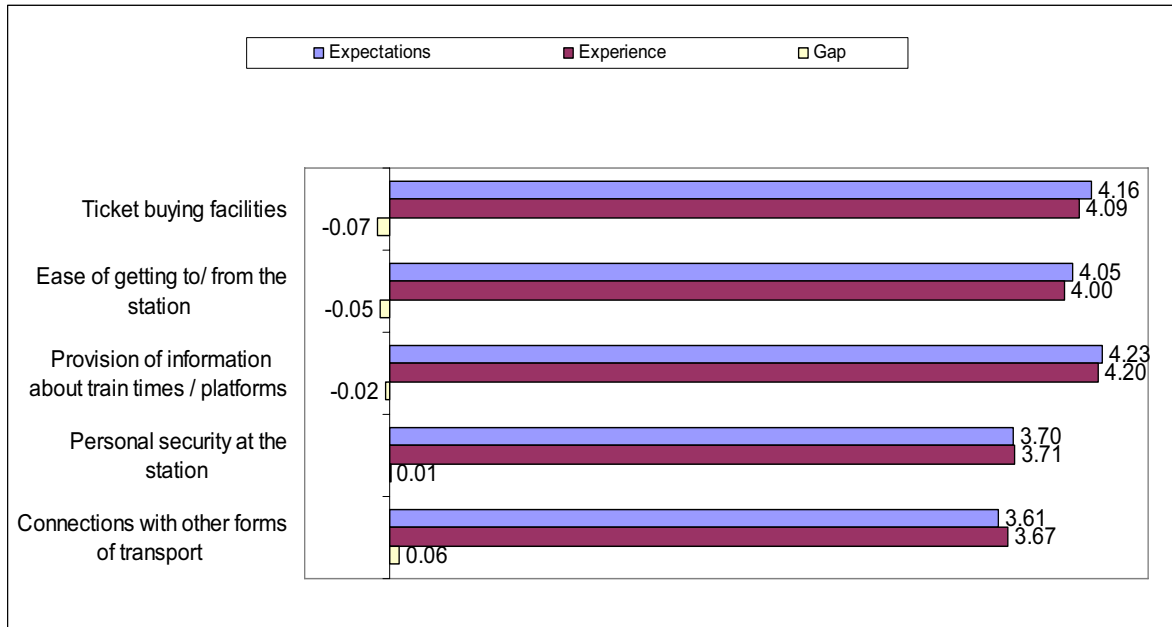
As stated earlier though, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day, therefore, did not meet up to expectations.

Figure 2: Station Attributes Expectation: Experience Gap

Legend: ☐ Expectations ◼ Experience ☐ Gap

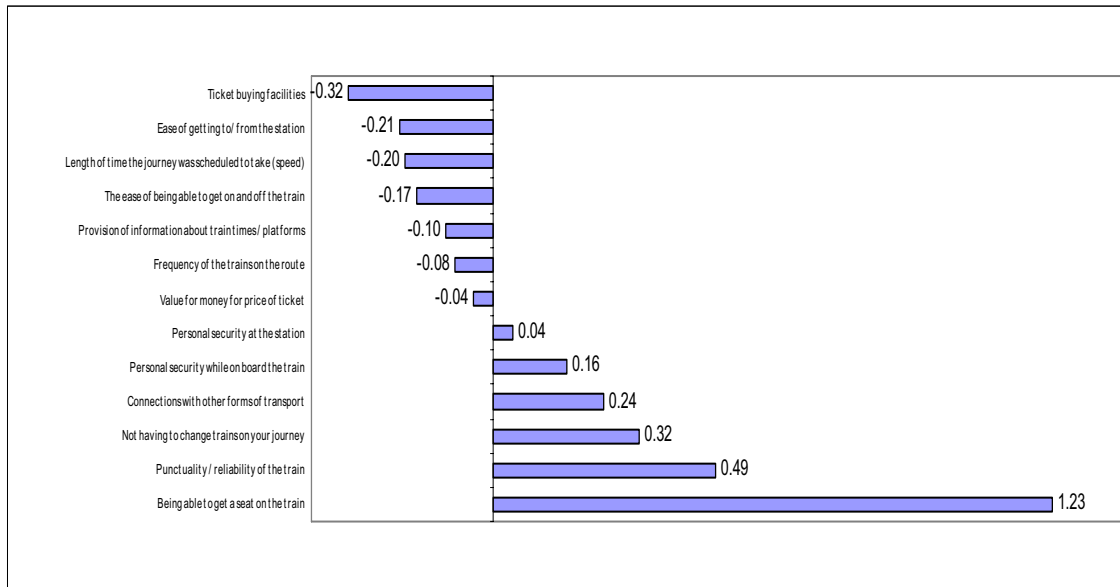| Attribute	Expectations	Experience	Gap
Ticket buying facilities	4.16	4.09	-0.07
Ease of getting to/ from the station	4.05	4.00	-0.05
Provision of information about train times / platforms	4.23	4.20	-0.02
Personal security at the station	3.70	3.71	0.01
Connections with other forms of transport	3.61	3.67	0.06

Base: All on route (772) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As shown in Figure 2 the gap analysis shows that experience broadly matches expectation for all station factors except for ticket buying facilities and the ease of getting to and from the station where experience lags behind expectations; and for connections with other forms of transport where it exceeds expectations.

For the on train attributes on this route there are three attributes where experience significantly exceeds expectations:

- Being able to get a seat on the train
- Punctuality / reliability of the train
- Not having to change trains on your journey

For all other train attributes, experience is broadly in line with expectations.

Figure 3: Train Attributes Expectation: Experience Gap

Legend: ■ Expectations ■ Experience □ Gap

Attribute	Expectations	Experience	Gap
Length of time the journey was scheduled to take (speed)	3.85	3.81	-0.04
The ease of being able to get on and off the train	4.30	4.25	-0.04
Frequency of the trains on the route	3.69	3.67	-0.02
Value for money for price of ticket	3.21	3.20	-0.01
Personal security while on board the train	3.77	3.81	0.04
Not having to change trains on your journey	3.97	4.05	0.08
Punctuality / reliability of the train	3.80	3.91	0.10
Being able to get a seat on the train	4.00	4.28	0.28

Base: All on route (772) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 below.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route

Attribute	Score
Ticket buying facilities	-0.32
Ease of getting to/ from the station	-0.21
Length of time the journey was scheduled to take (speed)	-0.20
The ease of being able to get on and off the train	-0.17
Provision of information about train times/ platforms	-0.10
Frequency of the trains on the route	-0.08
Value for money for price of ticket	-0.04
Personal security at the station	0.04
Personal security while on board the train	0.16
Connections with other forms of transport	0.24
Not having to change trains on your journey	0.32
Punctuality / reliability of the train	0.49
Being able to get a seat on the train	1.23

Base: All on route (772) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route the priorities for improvement are:

- Ticket buying facilities
- Ease of getting to/ from the station
- Length of time the journey was scheduled to take (speed)
- The ease of being able to get on and off the train
- Provision of information about train times / platforms
- Frequency of the trains on the route
- Value for money for the price of the ticket

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation.

- Being able to get a seat on the train
- Punctuality / reliability of the train
- Not having to change trains on your journey
- Connections with other forms of transport
- Personal security while on board the train

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency, additional ticket buying and on board facilities. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below, which include facilities one might associate with the type of station likely to be common on this route (smaller stations with limited facilities):

Facilities considered most important at stations	%
Toilets	52
Accurate visual information as to when trains will actually arrive	50
Staff at the station	42
Waiting shelter	34

Between one third and one quarter of respondents nominated the following as important:

- Accurate announcements about delays   32%
- Accurate announcements on arrival and departure times   26%
- Car parking   26%
- Convenient connecting buses   25%

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have. 42% provided no answer to this question, however where nominations were made, 10% requested additional toilets whilst 9% wanted additional help-points.

Passengers on this route are more satisfied with the frequency of service on weekdays (67%) than at weekends (45%). In terms of frequency of trains, 46% would like to see trains run every 15 minutes or more often at weekday peak times, 43% at least every 20 minutes at weekday off peak times, 46% at least every 20 minutes on Saturdays and 33% at least every 20 minutes (rising to 67% for at least half-hourly) on Sundays.

There is limited interest in trains running earlier in the morning than at present, 10% would like this on weekdays and 4% at weekends. Of those requesting earlier trains on weekdays, 40% selected start times before 5am. Of the smaller number wanting earlier weekend trains 42% selected times prior to 5am (but this is on a small base and so should be treated with caution).

There is however more interest in trains running later in the evening, with 18% wanting this on weekdays and 23% at weekends. On weekdays, 38% want the last train to be 1:30am or later whilst at weekends 52% of those wanting later trains want this to be 1:30pm or later.

54% of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). 26% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 44% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions of around 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the percentage very likely and fairly likely to use each mode of purchase):

- Ticket Office (80%)
- Ticket Machine (61%)
- Internet (21%)
- Smartcard like an Oystercard (15%)
- Telephone (5%)

On this route, in contrast to some others, the Internet is of more interest than a smartcard as a method of purchase.

In terms of delivery mechanism for receiving tickets, 52% are interested in printing tickets by computer, 35% in receiving tickets on their mobile phone and 26% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Trolley service offering refreshments (49%)
- Quiet carriages with no phones or music players allowed (45%)
- Power points for laptops, mobile phones (44%)
- Wifi service (31%)
- Bicycle racks at stations (30%)

(Percentages shown are those very/fairly likely to use the facility)

On this route, the trolley service is of greatest interest, probably due to longer journey times on the route than some of the commuter routes surveyed. As with other routes, there is polarisation between those wanting peace and quiet and those wanting the opportunity to use power points to charge electronic devices such as lap tops and mobile phones.

Passenger priorities specific routes: route 5 - Coastway East

1.1.   Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience is for the provision of information. This is valued by passengers, a conclusion which is supported by accurate visual information as to when trains will actually arrive being the second most requested station improvements.

There is a demand for later trains in the evening, especially at weekends. In terms of frequency of trains, 52% would like to see trains run every 20 minutes or more often at weekday peak times, 28% every 20 minutes at weekday off peak times, 31% every 20 minutes on Saturdays and 20% every 20 minutes on Sundays.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so.   45% of passengers on the route claim they would be likely to shift their journeys out of peak time with a 20% discount, which suggests that discounts around 20% would be necessary to generate a change in behaviour.

Ticket Offices (83%) and machines (56%) remain the most likely used modes of ticket purchase, and there is more interest in online ticket purchase on this route (21%) than in smartcards (like Oystercards) (12%). Both printing of tickets by computer (46%) and receipt by mobile phone (35%) attract more interest than delivery of tickets by post (26%). Passengers on this route are therefore interested in new modes of ticket purchase and delivery.

On board trains there is most interest in the provision of a trolley service (55%). Around half of the respondents are interested in the provision of providing opportunities to charge up electronic devices through the provision of power sockets (48%) and half are interested in the provision of quiet carriages (46%).

This suggests a polarisation in the customers on this route, with some wanting to use electronic equipment on their journey and some opposed to this if it impacts the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the Coastway East route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route.   In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 27 November and 10 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Tues	27-Nov	74
Fri	30-Nov	112
Tues	4-Dec	63
Weds	5-Dec	116
Sat	8-Dec	135
Sun	9-Dec	77
Mon	10-Dec	219

Response

The number of completed interviews returned for this route was 796. This is above the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

	Total
Base: all respondents	**796**
Journey purpose	**%**
COMMUTE	35
BUSINESS	4
LEISURE	56
Age group	
<35	41
35-54	29
55-64	12
65+	7
Gender	
MALE	39
FEMALE	47

NB totals may not add to 100% due to not stated responses

1.3. Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation

and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.

Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 overleaf clearly shows that three service attributes for stations and trains on the route are more important to customers than others:

- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Value for money for price of ticket

Figure 1: Importance of Service Attributes (mean score)

Base: All on Route (796) mean score calculated from 1= not very important to 5 = very important

As stated earlier, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day did not live up to expectations.

## Figure 2: Station Attributes Expectation: Experience Gap

Base: All on route (796) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As shown in Figure 2 the gap analysis shows that experience falls below expectation for the provision of information about train times/platforms and, to a lesser extent, the personal

security at the station and ticket buying facilities. Experience slightly exceeds expectations for ease of getting to/from station and connections with other forms of transport.

For the on train attributes on this route (see figure 3) there are two attributes where experience significantly exceeds expectations:

- Punctuality / reliability of the train
- Being able to get a seat on the train

There are also three attributes that fall below expectations:

- Value for money for price of ticket
- The ease of being able to get on and off the train
- Frequency of the trains on the route

Figure 3: Train Attributes Expectation: Experience Gap
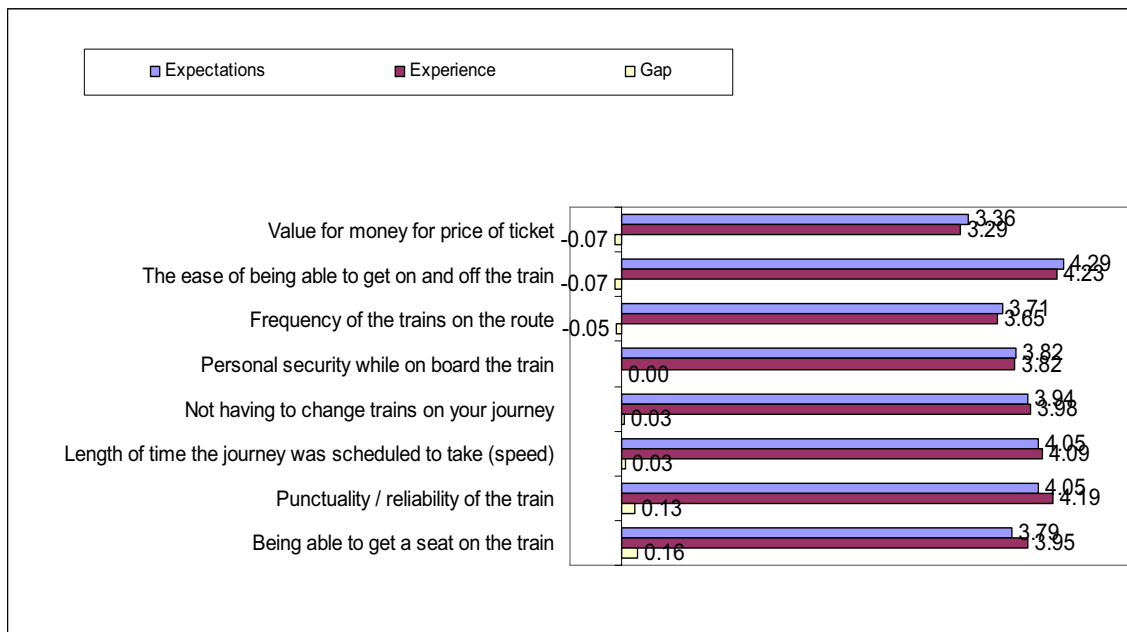
Base: All on route (796) a positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 below.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route
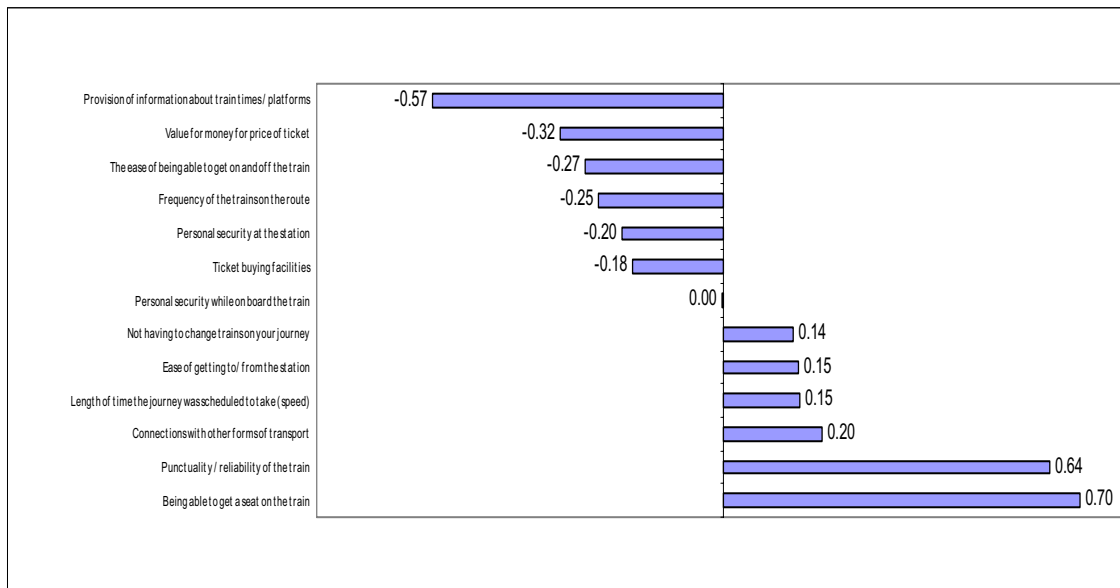
Base: All on route (796) a negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route there are six priorities for improvement as shown below:

- Provision of information about train times / platforms
- Value for money for price of ticket
- The ease of being able to get on and off the train
- Frequency of the trains on the route
- Personal security at the station
- Ticket buying facilities

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. The first two listed show a much larger gap than the others:

- Being able to get a seat on the train
- Punctuality / reliability of the train
- Connections with other forms of transport
- Length of time the journey was scheduled to take (speed)
- Ease of getting to/ from the station
- Not having to change trains on your journey

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency additional ticket buying and on board facilities.   This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below, which include facilities one might associate with the type of station likely to be common on this route (smaller stations with limited facilities):

Facilities considered most important at stations	%
Toilets	53
Accurate visual information as to when trains will actually arrive	49
Staff at the station	45

Between one third and one quarter of respondents nominated the following as important:

- Accurate announcements about delays   32%
- Accurate announcements on arrival and departure times   31%
- Waiting shelter   27%
- Car parking   27%
- Convenient connecting buses   26%

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have. 42% did not nominate any of these facilities, however where responses were made 11% requested additional toilets followed by 9% wanting additional help-points.

Passengers on this route are more satisfied with the frequency of service on weekdays (68%) than at weekends (45%). In terms of frequency of trains, 31% would like services at least every 15 minutes (rising to 52% at least every 20 minutes) at weekday peak times. During weekday off peak times 28% want trains at least every 20 minutes (rising to 61% at least half hourly). During weekends 31% want trains at least every 20 minutes on Saturdays (rising to 63% half hourly) and 20% at least every 20 minutes (rising to 52% at least every 30 minutes) on Sundays.

There is limited interest in trains running earlier in the morning than at present, 11% would like this on weekdays and 6% at weekends. Of those requesting earlier trains on weekdays, 56% selected start times before 5:30 am with 42% of those wanting earlier weekend trains selecting times prior to 5:30 am.

There is however more interest in trains running later in the evening, with 17% wanting this on weekdays and 22% at weekends. Of those wanting later services on weekdays, 34% want the last train to be 1:30 am or later whilst at weekends the figure rises to 45%.

50% of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). 23% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 45% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions of around 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the percentage very/fairly likely to use each mode of purchase):

- Ticket Office (83%)
- Ticket Machine (56%)
- Internet (21%)
- Smartcard like an Oystercard (12%)
- Telephone (5%)

On this route, in contrast to some others, the Internet is of more interest than a smartcard as a method of purchase. In terms of delivery mechanism for receiving tickets, 46% are interested in printing tickets on their computer, 35% in receiving tickets on their mobile

phone and 26% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Trolley service offering refreshments (55%)
- Power points for laptops, mobile phones (48%)
- Quiet carriages with no phones or music players allowed (46%)
- Wifi service (32%)
- Bicycle racks at stations (30%)

(percentages shown are those very/fairly likely to use the facility)

On this route, the trolley service is of greatest interest, probably due to the longer journey times compared to some of the commuter routes surveyed. As with other routes, there is polarisation between those wanting peace and quiet and those wanting the opportunity to use electronic devices.

Passenger priorities specific routes: route 6 - Victoria to Redhill

1.1. Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience is for information about train times/platforms. Provision of information is valued by passengers, a conclusion which is supported by accurate visual information about arrivals and departures and accurate announcements about delays being two of the top four most requested station improvements.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so. 45% of passengers on the route claim they would be likely to shift their journeys out of peak time with a 20% discount, which suggests that discounts around this figure would be necessary to generate a change in behaviour.

Ticket Offices (80%) and machines (58%) remain the most likely used modes of ticket purchase, and there is less interest in online ticket purchase on this route (27%) than in smartcards (like Oystercards) (30%). Both printing of tickets by computer (56%) or receipt by mobile phone (38%) attract more interest than delivery of tickets by post (26%). Passengers on this route are therefore interested in new modes of ticket purchase and delivery.

On board trains there is greatest interest in quiet carriages, with 54% interested in such a facility. Just under half the sample (48%) is interested in the provision of providing opportunities to charge up electronic devices through the provision of power points, with 33% interested in a WIFI service. This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some completely opposed to others doing so if it impacts the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the Victoria to Redhill route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route.   In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 26 November and 17 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Mon	26-Nov	181
Tues	27-Nov	149
Sat	1-Dec	39
Tues	4-Dec	50
Sat	8-Dec	26
Sun	9-Dec	22
Weds	12-Dec	133
Thur	13-Dec	36
Mon	17-Dec	90

Response

726 completed interviews were returned for this route. This is slightly below the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

	Total
Base: all respondents	**726**
Journey purpose	**%**
COMMUTE	44
BUSINESS	12
LEISURE	43
Age group	
<35	36
35-54	36
55-64	13
65+	7
Gender	
MALE	45
FEMALE	46

NB totals may not add to 100% due to not stated responses

1.3.   Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation

and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.
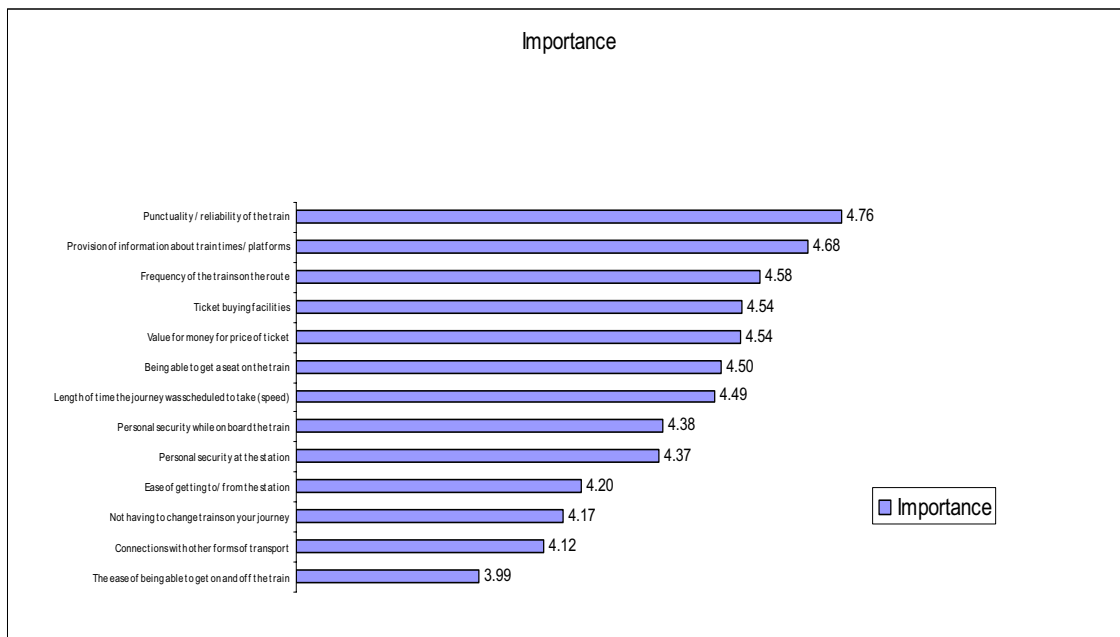
Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

In order of importance the top five service attributes for stations and trains on the route were:
- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Frequency of the trains on the route
- Ticket buying facilities
- Value for money for price of ticket

Figure 1: Importance of Service Attributes (mean score)

Importance

Attribute	Score
Punctuality / reliability of the train	4.76
Provision of information about train times/ platforms	4.68
Frequency of the trains on the route	4.58
Ticket buying facilities	4.54
Value for money for price of ticket	4.54
Being able to get a seat on the train	4.50
Length of time the journey was scheduled to take (speed)	4.49
Personal security while on board the train	4.38
Personal security at the station	4.37
Ease of getting to/ from the station	4.20
Not having to change trains on your journey	4.17
Connections with other forms of transport	4.12
The ease of being able to get on and off the train	3.99

Base: All on Route (726) mean score calculated from 1= not very important to 5 = very important

As stated earlier though, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day did not live up to expectations.

Figure 2: Station Attributes Expectation: Experience Gap

Legend: ■ Expectations ■ Experience □ Gap

Attribute	Expectations	Experience	Gap
Provision of information about train times / platforms	4.14	4.06	-0.08
Personal security at the station	3.81	3.79	-0.02
Connections with other forms of transport	3.84	3.85	0.01
Ease of getting to/ from the station	4.02	4.04	0.02
Ticket buying facilities	4.17	4.21	0.04

Base: All on route (726) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As shown in Figure 2 the gap analysis shows that experience broadly matches expectation for all station factors, except provision of information about train times/platforms where experience falls below expectations.

For the on train attributes on this route there are three attributes where experience significantly exceeds expectations:

- Being able to get a seat on the train
- The ease of being able to get on and off the train
- Not having to change trains on your journey

The only area where experience is below expectation is frequency of trains.

For all other train attributes, experience is broadly in line with expectations.

Figure 3: Train Attributes Expectation: Experience Gap

Chart legend: ■ Expectations ■ Experience □ Gap

Attribute	Expectations	Experience	Gap
Frequency of the trains on the route	3.72	3.66	-0.06
Length of time the journey was scheduled to take (speed)	3.95	3.96	0.00
Value for money for price of ticket	3.06	3.08	0.02
Personal security while on board the train	3.67	3.74	0.07
Punctuality / reliability of the train	3.76	3.83	0.07
Not having to change trains on your journey	3.88	3.96	0.08
The ease of being able to get on and off the train	4.09	4.19	0.10
Being able to get a seat on the train	3.69	4.06	0.36

Base: All on route (726) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 below.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route

Attribute	Score
Provision of information about train times / platforms	-0.38
Frequency of the trains on the route	-0.25
Personal security at the station	-0.11
Length of time the journey was scheduled to take (speed)	0.01
Connections with other forms of transport	0.05
Ease of getting to / from the station	0.08
Value for money for price of ticket	0.11
Ticket buying facilities	0.18
Personal security while on board the train	0.32
Not having to change trains on your journey	0.35
Punctuality / reliability of the train	0.35
The ease of being able to get on and off the train	0.38
Being able to get a seat on the train	1.64

Base: All on route (726) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route there are three priorities for improvement as shown below:

- Provision of information about train times / platforms
- Frequency of the trains on the route
- Personal security at the station

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. The first listed shows a much larger gap than the others:

- Being able to get a seat on the train
- The ease of being able to get on and off the train
- Punctuality / reliability of the train
- Not having to change trains on your journey
- Personal security while on board the train
- Ticket buying facilities
- Value for money for price of ticket

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency, additional ticket buying and on board facilities. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below, which include facilities one might associate with the type of station likely to be common on this route (smaller stations with limited facilities):

Facilities considered most important at stations	%
Accurate visual information as to when trains will actually arrive	59
Staff at the station	46
Toilets	45
Accurate announcements about delays	36

Between one third and one quarter of respondents nominated the following as important:

- Accurate announcements on arrival and departure times   32%
- Car parking   31%
- Security cameras (CCTV)   26%

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have. 41% chose not to respond to this question, however where responses were made, the 9% requesting an interactive help point was the highest figure. Toilet facilities, which are top for most other routes only attracts 5% of respondents.

Passengers on this route are more satisfied with the frequency of service on weekdays (71%) than at weekends (42%). In terms of frequency of trains, 61% would like to see trains run every 15 minutes or more often at weekday peak times, 49% at least every 20 minutes at weekday off peak times, 42% at least every 20 minutes on Saturdays and 30% at least every 20 minutes on Sundays.

There is limited interest in trains running earlier in the morning than at present, 13% would like this on weekdays and 4% at weekends. Of those requesting earlier trains on weekdays, 57% selected start times before 5:30am with 52% of the small number of people wanting earlier weekend trains selecting times prior to 5am.

There is however more interest in trains running later in the evening, with 23% wanting this on weekdays and 21% at weekends. On weekdays, 47% want the last train to be 1:30am or later whilst at weekends 71% of those wanting later trains want this to be 1:30am or later.

54% of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). 32% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 45% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions of around 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the % very/fairly likely to use each mode of purchase):

- Ticket Office (80%)
- Ticket Machine (58%)
- Smartcard like an Oystercard (30%)
- Internet (27%)
- Telephone (6%)

On this route the Internet is of less interest than a smartcard as a method of purchase.

In terms of delivery mechanism for receiving tickets, 56% are interested in printing tickets on their computer, 38% in receiving tickets on their mobile phone and 26% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Quiet carriages with no phones or music players allowed (54%)
- Power points for laptops, mobile phones (48%)
- Trolley service offering refreshments (33%)
- Wifi service (33%)
- Bicycle racks at stations (20%)

(Percentages shown are those very/fairly likely to use the facility)

On this route, the trolley service is of greatest interest, probably due to longer journey times on the route compared to the South London commuter routes surveyed. As with other routes, there is polarisation between those wanting peace and quiet and those wanting the opportunity to use electronic devices.

Passenger priorities specific routes: route 7 - London Bridge to Uckfield

1.1.   Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience relates to ease of getting to and from the station. This factor seldom arises as a priority for improvement and is likely to relate to either station access or limited modes of transport which serve stations on the route.

Provision of information is valued by passengers, a conclusion which is supported by accurate visual information about arrivals and departures and accurate announcements about delays being two of the top five requested station improvements.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so.   42% of passengers on the route claim they would be likely to shift their journeys out of peak time with a 20% discount, which suggests that discounts around this figure would be necessary to generate a change in behaviour.

Ticket Offices (83%) and machines (51%) remain the most likely used modes of ticket purchase, and there is similar interest in online ticket purchase (26%) on this route to using smartcards (like Oystercards) (25%). Both printing of tickets by computer (55%) or receipt by mobile phone (36%) attract more interest than delivery of tickets by post (23%). Passengers on this route are therefore interested in new modes of ticket purchase and delivery.

On board trains there is greatest interest in quiet carriages, with 51% interested in such a facility. Just under half the sample is interested in the provision of providing opportunities to charge up electronic devices through the provision of power sockets 46%), with 35% interested in a WIFI service. This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some opposed to others doing so if the subsequent noise impacts the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the London Bridge to Uckfield route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route. In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 27 November and 5 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Tues	27-Nov	139
Weds	28-Nov	73
Fri	30-Nov	146
Sat	1-Dec	163
Sun	2-Dec	102
Weds	5-Dec	127

Response

750 completed interviews were returned for this route. This is exactly in line with the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

	Total
Base: all respondents	**750**
Journey purpose	**%**
COMMUTE	41
BUSINESS	5
LEISURE	52
Age group	
<35	31
35-54	40
55-64	13
65+	4
Gender	
MALE	50
FEMALE	38

NB totals may not add to 100% due to not stated responses

1.3. Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation and actual experience of the cleanliness and upkeep of the station but if this attribute is not particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.

Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 overleaf clearly shows that there are five service attributes for stations and trains on the route which are more important to customers than others:

- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Frequency of the trains on the route
- Being able to get a seat on the train
- Value for money for price of ticket

Figure 1: Importance of Service Attributes (mean score)

Importance

Attribute	Importance
Punctuality / reliability of the train	4.76
Provision of information about train times / platforms	4.63
Frequency of the trains on the route	4.57
Being able to get a seat on the train	4.55
Value for money for price of ticket	4.53
Length of time the journey was scheduled to take (speed)	4.46
Personal security while on board the train	4.39
Ticket buying facilities	4.36
Personal security at the station	4.31
Ease of getting to / from the station	4.19
Not having to change trains on your journey	4.19
Connections with other forms of transport	4.09
The ease of being able to get on and off the train	4.00

Base: All on Route (750) mean score calculated from 1= not very important to 5 = very important

As stated earlier though, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day did not meet expectations.
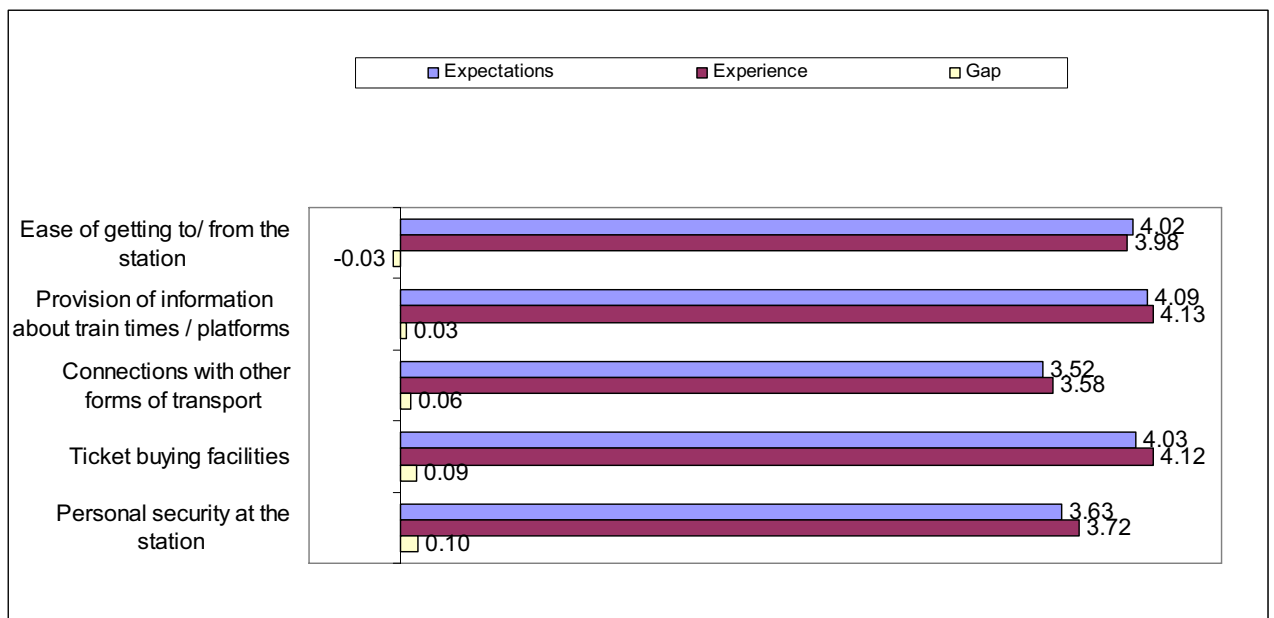
Figure 2: Station Attributes Expectation: Experience Gap

Base: All on route (750) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As shown in Figure 2 the gap analysis shows that experience broadly matches expectation for all station factors, although there are two where experience exceeds expectation by a noticeable margin:

- Ticket buying facilities
- Personal security at the station

For the on train attributes on this route there are two attributes where experience significantly exceeds expectations:

- Punctuality / reliability of the train
- Being able to get a seat on the train

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Figure 3: Train Attributes Expectation: Experience Gap

Legend: Expectations | Experience | Gap

Attribute	Expectations	Experience	Gap
The ease of being able to get on and off the train	4.32	4.31	-0.01
Frequency of the trains on the route	3.33	3.35	0.02
Personal security while on board the train	3.84	3.91	0.07
Length of time the journey was scheduled to take (speed)	3.85	3.92	0.07
Not having to change trains on your journey	3.98	4.05	0.07
Value for money for price of ticket	3.35	3.43	0.08
Punctuality / reliability of the train	4.02	4.19	0.16
Being able to get a seat on the train	3.95	4.12	0.17

Base: All on route (750) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 overleaf.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route

Horizontal bar chart showing weighted gap scores by attribute:

Attribute	Score
Ease of getting to / from the station	-0.14
The ease of being able to get on and off the train	-0.04
Frequency of the trains on the route	0.11
Provision of information about train times / platforms	0.14
Connections with other forms of transport	0.25
Not having to change trains on your journey	0.30
Personal security while on board the train	0.30
Length of time the journey was scheduled to take (speed)	0.31
Value for money for price of ticket	0.38
Ticket buying facilities	0.39
Personal security at the station	0.42
Being able to get a seat on the train	0.76
Punctuality / reliability of the train	0.77

Base: All on route (750) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route there is just one significant priority for improvement which is ease of getting to and from the station.

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. The first two listed show a much larger gap than the others:

- Punctuality / reliability of the train
- Being able to get a seat on the train
- Personal security at the station
- Ticket buying facilities
- Value for money for price of ticket
- Length of time the journey was scheduled to take (speed)
- Personal security while on board the train
- Not having to change trains on your journey
- Connections with other forms of transport

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency additional ticket buying and on board facilities. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below, which include facilities one might associate with the type of station likely to be common on this route (smaller stations with limited facilities):

Facilities considered most important at stations	%
Accurate visual information as to when trains will actually arrive	51
Car parking	46
Staff at the station	44
Toilets	42
Accurate announcements about delays	35

Between one third and one quarter of respondents nominated the following as important:

- Accurate announcements on arrival and departure times   28%
- Waiting shelter   25%

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have. 42% did not provide a response to this question, however where responses were given, the 8% requesting additional toilet facilities was the highest figure.

Passengers on this route are more satisfied with the frequency of service on weekdays (60%) than at weekends (39%).   In terms of frequency of trains, 51% would like to see trains run every 20 minutes or more often at weekday peak times. At weekday off peak times 17% would like to see services at least every 20 minutes with this rising to 59% for at least every 30 minutes. On Saturdays 17% wanted services at least every 20 minutes rising to 55% for at least a half-hourly service. On Sundays the figures were 10% for at least every 20 minutes and 38% for at least every 30 minutes.

There is limited interest in trains running earlier in the morning than at present, 17% would like this on weekdays and 4% at weekends. Of those requesting earlier trains on weekdays, 45% selected start times before 5:30am whilst 21% selected times prior to 5:30am for weekends.

There is however more interest in trains running later in the evening, with 37% wanting this on weekdays and 27% at weekends. On weekdays, 60% want the last train to be 12 midnight or later whilst at weekends 57% of those wanting later trains want this to be 12:30am or later.

54% of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). 33% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 42% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions of around 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the % very/fairly likely to use each mode of purchase):

- Ticket Office (83%)
- Ticket Machine (51%)
- Internet (26%)
- Smartcard like an Oystercard (25%)
- Telephone (6%)

In terms of delivery mechanism for receiving tickets, 55% are interested in printing tickets by computer, 36% in receiving tickets on their mobile phone and 23% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Quiet carriages with no phones or music players allowed (51%)
- Power points for laptops, mobile phones (46%)
- Trolley service offering refreshments (44%)
- Wifi service (35%)
- Bicycle racks at stations (18%)

(Percentages shown are those very/fairly likely to use the facility)

On this route, a quiet coach is of the greatest interest, although nearly half are interest in power points and one third in WIFI access; as with other routes, this suggests polarisation with both quiet coaches and technology facilities required to satisfy all customers.

Passenger priorities specific routes: route 8 - Victoria to Horsham

1.1. Summary

There are several areas of station and train performance that this research identifies as priorities for improvement. The biggest weighted gap between expectations and experience is for frequency of trains on the route. The route only scores 3.6 out of 5 for frequency, the lowest of all eight routes tested.

Provision of information is valued by passengers, a conclusion which is supported by accurate visual information about arrivals and departures and accurate announcements about delays being two of the top four most requested station improvements.

Customers appear willing to move their journeys out of peak time but would need a significant price cut to do so. 45% of passengers on the route claim they would be likely to shift their journeys out of peak time with a 20% discount, which suggests that discounts around this figure would be necessary to generate a change in behaviour.

Ticket Offices (76%) and machines (58%) remain the most likely used modes of ticket purchase, and there is less interest in online ticket purchase (21%) on this route than in smartcards (like Oystercards) (28%). Both printing of tickets by computer (50%) or receipt by mobile phone (36%) attract more interest than delivery of tickets by post (22%). Passengers on this route are therefore interested in new modes of ticket purchase and delivery.

On board trains there is greatest interest in quiet carriages, with 49% interested in such a facility. Only 38% of the sample is interested in the provision of providing opportunities to charge up electronic devices through the provision of power sockets, with 28% interested in a WiIFi service. This suggests a polarisation in the customers on this route, with some wanting to use technology on their journey and some opposed to others doing so if the subsequent noise impacts the comfort of their journey.

1.2. Background

Self completion questionnaires were distributed to passengers on trains on the Victoria to Horsham route following the station where the passenger boarded the train. Respondents were handed a questionnaire plus a reply paid envelope, but all efforts were made to collect the completed questionnaires on the train. On some peak services, questionnaires and reply paid envelopes were handed out at stations, as distribution on the train was not feasible due to crowding; in such situations, the interviewer handed out some questionnaires at the initial station, boarded the train, alighted at the first stop and handed out questionnaires there, repeating this process until the train reached its destination.

Interviewing passengers travelling on the route provides direct evidence of passenger preferences for changes to that specific route. Respondents were asked to provide details of why they were making that journey and their rating of importance, experience and expectations of various aspects of travel on the route.   In addition, a number of questions specific to that route were included in the questionnaire.

Fieldwork was conducted between 1 and 17 December 2007. On each route shifts were scheduled to ensure that different times and days were covered. All shifts covered three hours, allowing a return journey from the point of origin. The shifts covered the time from 7am to 10pm. Most interviewer shifts were undertaken on weekdays, with the remainder on Saturdays and Sundays. The responses per day for the route were as follows:

Day	Date	Interviews
Sat	1-Dec	107
Thur	6-Dec	83
Fri	7-Dec	118
Sat	8-Dec	102
Sun	9-Dec	107
Tues	11-Dec	95
Weds	12-Dec	109
Mon	17-Dec	76

Response

The number of completed interviews for this route was 797. This is above the 750 expected.

The research was conducted at different times and on different days so that a range of customers could be included in the survey according to journey purpose and demographic profile. The profile of those who responded on this route is shown in Table 1 below.

Table 1: Profile of Respondents on this route

Base: all respondents	Total
	797
Journey purpose	**%**
COMMUTE	36
BUSINESS	6
LEISURE	55
Age group	
<35	39
35-54	30
55-64	11
65+	6
Gender	
MALE	45
FEMALE	40

NB totals may not add to 100% due to not stated responses

1.3. Priorities for Service Change

Respondents were asked to rate a series of attributes of the service provided on the station and on the train for the route they were travelling on. They were asked to rate their expectation (what they could reasonably expect to get) for each element of the service on the route before they started their journey, their actual experience on the day of travel and also the level of importance to them of each attribute. The rating used a five-point scale from very poor to very good and mean scores were calculated (with a range from 5 = very good to 1 = very poor).

The priorities for service change are identified using gap analysis of the difference between customer expectations and experience weighted by the importance of each attribute. By using the importance score to weight the gap it is possible to identify clear priorities for improvement and change. For example, there may be a large gap between the expectation and actual experience of the cleanliness and upkeep of the station but if this attribute is not

particularly important to the respondent another attribute may take priority in terms of the need to make improvements and investment.

Perhaps more importantly, there may be certain attributes that are seen to be highly important and that would, if such a measure were the sole indicator, be targeted for further investment even when customer expectations are close to being met or even surpassed. This type of analysis can then identify where there would be diminishing returns to any further investment on such attributes and highlight areas of perhaps lesser importance where performance really needs to be pulled up.

Importance

Figure 1 overleaf clearly shows that three service attributes for stations and trains on this route are more important to customers than others :

- Punctuality / reliability of the train
- Provision of information about train times / platforms
- Frequency of the trains on the route

Figure 1: Importance of Service Attributes (mean score)

Importance

Attribute	Importance
Punctuality / reliability of the train	4.72
Provision of information about train times / platforms	4.63
Frequency of the trains on the route	4.55
Value for money for price of ticket	4.48
Length of time the journey was scheduled to take (speed)	4.46
Ticket buying facilities	4.45
Personal security while on board the train	4.38
Being able to get a seat on the train	4.35
Personal security at the station	4.34
Not having to change trains on your journey	4.18
Ease of getting to / from the station	4.18
Connections with other forms of transport	4.08
The ease of being able to get on and off the train	3.99

Base: All on Route (797) mean score calculated from 1= not very important to 5 = very important

As stated earlier though, the attributes of most importance may not necessarily be those where there is most need for improvement and expectation and experience should also be taken into consideration when deciding priorities for investment. Punctuality/reliability is the most important attribute but if performance is currently meeting expectations there would be less of an argument for further investment in improvements to service reliability – though not if expectation is low to start with.

Gap between Experience and Expectation

Analysis of the gap between the rating of expectation and of experience identifies where performance falls short of or exceeds expectation of a reasonable service for that route.

By way of example, if customers gave a mean score of 3.95 for their prior expectation of the service and for their experience a mean score of 3.70 one could say that the actual experience of travel on the route on the day, therefore, did not meet expectations.

Figure 2: Station Attributes Expectation: Experience Gap

	Expectations	Experience	Gap
Provision of information about train times / platforms	4.16	4.10	-0.06
Ticket buying facilities	4.11	4.09	-0.02
Personal security at the station	3.72	3.74	0.02
Ease of getting to/ from the station	3.97	4.00	0.04
Connections with other forms of transport	3.66	3.76	0.09

Base: All on route (797) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

As shown in Figure 2 the gap analysis shows that experience broadly matches expectation for all station factors except:

- provision of information about train times/platforms and ticket buying facilities - where experience falls below expectation
- connections with other forms of transport – where experience exceeds capacity by a small amount

Experience is also broadly in line with expectation for on train attributes except:

- Frequency of the trains on the route , where experience lags behind expectation; and
- Being able to get a seat on the train, where experience exceeds expectation

Figure 3: Train Attributes Expectation: Experience Gap

Legend: ■ Expectations ■ Experience □ Gap

Attribute	Expectations	Experience	Gap
Frequency of the trains on the route	3.57	3.49	-0.07
Length of time the journey was scheduled to take (speed)	3.71	3.69	-0.02
Personal security while on board the train	3.71	3.70	-0.01
Punctuality / reliability of the train	3.68	3.68	0.00
The ease of being able to get on and off the train	4.16	4.18	0.02
Value for money for price of ticket	3.10	3.13	0.03
Not having to change trains on your journey	4.00	4.03	0.03
Being able to get a seat on the train	4.17	4.30	0.13

Base: All on route (797) A positive gap indicates that passenger experiences have exceeded their expectations. A negative gap indicates that passenger experiences have fallen short of their expectations.

Priorities

Taking into account all the station and the train attributes and weighting the gap by the importance scores for each attribute the weighted gap analysis shows that the priorities for improvement on this route are as shown in Figure 4 overleaf.

Figure 4: Weighted Gap Analysis: Priorities for improvement on this route

Frequency of the trains on the route: -0.32
Provision of information about train times / platforms: -0.29
Length of time the journey was scheduled to take (speed): -0.08
Ticket buying facilities: -0.07
Personal security while on board the train: -0.06
Punctuality / reliability of the train: -0.02
The ease of being able to get on and off the train: 0.07
Personal security at the station: 0.08
Value for money for price of ticket: 0.12
Not having to change trains on your journey: 0.13
Ease of getting to/ from the station: 0.16
Connections with other forms of transport: 0.38
Being able to get a seat on the train: 0.54

Base: All on route (797) A negative score indicates that the attribute is considered a priority for improvement by passengers. The more positive the score the lesser the priority for improvement.

On this route there are two significant priorities for improvement as shown below:

- Frequency of the trains on the route
- Provision of information about train times / platforms

In contrast, there are a number of areas that have scored positively, in that weighted experience exceeds expectation. The first two listed show a larger gap than the others:

- Being able to get a seat on the train
- Connections with other forms of transport
- Ease of getting to/ from the station
- Not having to change trains on your journey
- Value for money for price of ticket

Route specific questions

A number of route specific questions were put to passengers on all the Southern routes tested, covering possible changes to the route relating to frequency, additional ticket buying and on board facilities. This section summarises the results of these route specific questions.

Respondents were given a list of 14 station facilities and asked which are the most important to have, ticking a maximum of four. Over one third of respondents selected the four facilities listed below, which include facilities one might associate with the type of station likely to be common on this route (smaller stations with limited facilities):

Facilities considered most important at stations	%
Accurate visual information as to when trains will actually arrive	53
Toilets	45
Staff at the station	40
Accurate announcements about delays	35

Between one third and one quarter of respondents nominated the following as important:

- Car parking   32%
- Accurate announcements on arrival and departure times   30%

Of the fourteen station facilities respondents were asked to select one facility not currently available at the station they boarded, which they would like to have. 48% did not provide a response to the question, however where responses were made, the 9% requesting an interactive help point was the highest figure.   Toilet facilities, which are top for most other routes only attracts 7% of respondents here wanting these additional facilities at their local station.

Passengers on this route are more satisfied with the frequency of service on weekdays (57% satisfied) than at weekends (37%). In terms of frequency of trains, 56% would like to see trains run every 15 minutes or more often at weekday peak times, 44% at least every 20 minutes at weekday off peak times, 43% at least every 20 minutes on Saturdays (rising to 71% for at least every 30 minutes) and 29% for at least every 20 minutes on Sundays (rising to 61% for at least half-hourly).

There is limited interest in trains running earlier in the morning than at present, 10% would like this on weekdays and 5% at weekends. Of those requesting earlier trains 54% selected start times before 5:30am on weekdays, whilst 30% selected start times prior to 5:30am for weekends.

There is however more interest in trains running later in the evening, with 25% wanting this on weekdays and 25% at weekends. Of those requiring later trains 46% want the last train to be 1am or later whilst at weekends 43%   want trains to finish at 1:30am or later.

51% of passengers on this route travel in peak hours (between 7am and 10am and/or between 4pm and 7pm Monday to Friday). 29% say it is likely they could travel earlier or later to avoid using the busiest trains, a figure which would rise to 44% if the price of tickets fell by 20%. Given that the option to avoid the busiest trains is presumably already available to some customers, it seems likely that price reductions of around 20% would be needed to have any significant effect on behaviour.

The relative likelihood of passengers using different ticket purchase modes is as follows (figures are the % very/fairly likely to use each mode of purchase):

- Ticket Office (76%)
- Ticket Machine (58%)
- Smartcard like an Oystercard (28%)
- Internet (21%)
- Telephone (4%)

On this route the Internet is of less interest than a smartcard as a method of purchase.

In terms of delivery mechanism for receiving tickets, 50% are interested in printing tickets by computer,, 36% in receiving tickets on their mobile phone and 22% by post. New delivery methods clearly generate interest among passengers on this route.

Finally we asked passengers how likely they were to use each of the following five facilities:

- Quiet carriages with no phones or music players allowed (49%)
- Power points for laptops, mobile phones (38%)
- Trolley service offering refreshments (38%)
- Wifi service (28%)
- Bicycle racks at stations (22%)

(Percentages shown are those very/fairly likely to use the facility)

Of the facilities on this route a quiet carriage is of greatest interest, probably due to longer journey times on the route than some of the commuter routes tested. As with other routes, there is polarisation between those wanting peace and quiet and those wanting the opportunity to use electronic devices.

Passengerfocus
putting rail passengers first

Passenger Priorities IV

Thank you again for agreeing to take part in this short survey being conducted by Continental Research on behalf of Passenger Focus. Passenger Focus is the official independent consumer organisation representing the interests of rail users nationally. We would like to hear your views on the service provided on this route. It should take no more than five minutes to complete. Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society.

The interviewer will collect this questionnaire from you when you have completed it or please use the post paid envelope provided to send it back to us. If you have any queries the interviewer will be pleased to help. As a thank you for your help we are offering you the opportunity of taking part in a prize draw with a prize of £500. If you wish to take part please tell us your name and contact details where we can contact you in the space provided on the last page.

- TO ANSWER THE QUESTIONS PLEASE TICK THE BOX NEXT TO THE ANSWER(S) THAT APPLY OR WRITE IN YOUR ANSWER IN THE SPACE PROVIDED. UNLESS THE QUESTION ALLOWS YOU TO TICK SEVERAL ANSWERS PLEASE JUST TICK ONE BOX PER QUESTION.

Your Journey Today

Q1 Please fill in the scheduled departure time of the train from the station where you boarded.

Use the 24 hr clock e.g. 17 : 25

Q2 Please write in the name of the station where you boarded **this** train :

Q3 Please write in the name of the station where you are travelling to on **this** train :

Q4 How did you travel to the station where you boarded this train? (Tick all that apply)

On foot / walking…………………………… ☐	Tram / Light Rail (inc. Metrolink)………….. ☐
Bicycle (parked at or near station)………. ☐	Taxi……………………………………………. ☐
Bicycle (taken onto train)………………….. ☐	Car parked at or near station……………… ☐
Motorbike……………………………………. ☐	Car - dropped off…………………………….. ☐
Bus / Coach………………………………….. ☐	Car share/ car pool…………………………. ☐
National Rail train………………………….. ☐	Air / Sea…………………………………….… ☐

If National Rail train: please specify station you travelled from

Q5 How will you travel to your final destination after leaving this train? (Tick all that apply)

On foot / walking……………………………… ☐   Tram / Light Rail (inc. Metrolink)…………… ☐
Bicycle (parked at or near station)………… ☐   Taxi…………………………………………………… ☐
Bicycle (taken onto train)…………………… ☐   Car parked at or near station……………… ☐
Motorbike……………………………………… ☐   Car - dropped off……………………………… ☐
Bus / Coach…………………………………… ☐   Car share/ car pool…………………………… ☐
National Rail train…………………………… ☐   Air / Sea………………………………………… ☐

If National Rail train: please specify station you will travel onto

Q6 What is the **main** purpose of your rail journey?

Daily commuting to / from work …………………………………………………………… ☐
Less regular commuting to / from work …………………………………………………… ☐
Daily commuting for education (to/from college/school/university) ………………………… ☐
Less regular commuting for education (to/from college/school/university) …………………… ☐
On company business (or own if self employed) ………………………………………………… ☐
Shopping trip …………………………………………………………………………………… ☐
Visiting friends or relatives ……………………………………………………………………… ☐
Sport / entertainment …………………………………………………………………………… ☐
A day out ………………………………………………………………………………………… ☐
Travel to / from holiday ………………………………………………………………………… ☐
On personal business (job interview, dentist etc) …………………………………………… ☐
Other ……………………………………………………………………………………………… ☐

Q7 If you had not made this journey by train today, what other modes could you have used? (Tick all that apply)

On foot / walking……………………………… ☐   Taxi………………………………………………… ☐
Bicycle………………………………………… ☐   Car as a driver………………………………… ☐
Motorbike……………………………………… ☐   Car as a passenger…………………………… ☐
Bus / Coach…………………………………… ☐   Air / Sea………………………………………… ☐
Tram / Light Rail (inc. Metrolink)…………… ☐   No alternative…………………………………… ☐
Other…………………………………………… ☐

Other : please specify

Q8 Why did you choose to travel by train for this journey? (Tick all that apply)

Train is more reliable………………………… ☐   Speed / faster than alternatives…………… ☐
Train is the most direct / sensible route….. ☐   No reasonable route by other public
Comfort………………………………………… ☐   transport…………………………………… ☐
Availability / cost of parking………………… ☐   No access to car……………………………… ☐
Cost…………………………………………… ☐   Rail station near home / destination……… ☐

Other : please specify

Q9 How many times have you made this journey in the last two weeks?
(Please note that if you make a return journey that would count as two journeys)

This is my first journey………………………………………………………………………… ☐
2-5………………………………………………………………………………………………… ☐
6-10……………………………………………………………………………………………… ☐
11-20……………………………………………………………………………………………… ☐
21+………………………………………………………………………………………………… ☐

Q10 What is the rail station nearest to your home? (Please write in name)

Q11a Thinking about rail stations, which of the following are the most important facilities to have?
(Please tick up to four)

Q11b And if you could choose one new facility not currently available at the station you boarded at,
what would it be? (Please tick one)

	Q11a Tick up to four	Q11b Tick one
Car parking…………………………………………………………..…………………………	☐	☐
Bicycle parking………………………………………………………………………………	☐	☐
Convenient connecting buses………………………………………………………………	☐	☐
Step free access from the station entrance to the train………………………………	☐	☐
Waiting shelter………………………………………………………………………………	☐	☐
Waiting room…………………………………………………………………………………	☐	☐
Toilets…………………………………………………………………………………………	☐	☐
Staff at the station……………………………………………………………………………	☐	☐
Information board showing printed timetable……………………………………………	☐	☐
Accurate visual information as to when trains will actually arrive…………………………	☐	☐
Accurate announcements on arrival and departure times…………………………………	☐	☐
Accurate announcements about delays……………………………………………………	☐	☐
An interactive help point……………………………………………………………………	☐	☐
Security cameras (CCTV)……………………………………………………………………	☐	☐

Other : please specify

Q12 How satisfied are you with the current frequency of service?

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/No opinion
Weekdays…………………………………	☐	☐	☐	☐	☐	☐
Weekends…………………………………	☐	☐	☐	☐	☐	☐

Q13 How often do you think trains should run on this route?

	Every 10 mins	Every 15 mins	Every 20 mins	Every 30 mins	Every hour	Less often
On Monday to Friday peak*………………	☐	☐	☐	☐	☐	☐
On Monday to Friday off peak*…………	☐	☐	☐	☐	☐	☐
On Saturdays………………………………	☐	☐	☐	☐	☐	☐
On Sundays………………………………	☐	☐	☐	☐	☐	☐

* Peak means Monday to Friday 0700-1000 and 1600-1900

Q14 Do you need trains to run earlier in the morning than at present on this route?

Yes - weekdays…………………………………………………………………………………	☐	Go to Q15
Yes - weekends…………………………………………………………………………………	☐	Go to Q15
No…………………………………………………………………………………………………	☐	Go to Q16
No opinion………………………………………………………………………………………	☐	Go to Q16

Q15 What time should trains start?

	4:30 - 4:59am	5:00 - 5:29am	5:30 - 5:59am	6:00 - 6:29am	6:30 - 6:59am	7:00 - 7:29am	7:30 - 7:59am	8:00 - 8:29am	8:30 - 8:59am
Weekdays…………………	☐	☐	☐	☐	☐	☐	☐	☐	☐
Weekends…………………	☐	☐	☐	☐	☐	☐	☐	☐	☐

Q16 Do you need trains to run later in the evening than at present on this route?

Yes - weekdays…………………………………………………………………………………………… ☐	Go to Q17
Yes - weekends………………………………………………………………………………………… ☐	Go to Q17
No……… ☐	Go to Q18
No opinion………………………………………………………………………………………………… ☐	Go to Q18

Q17 What time should the last train be?

	10:30 - 10:59pm	11:00 - 11:29am	11:30 - 11:59pm	12:00 - 12:29am	12:30 - 12:59pm	1:00 - 1:29am	1:30 - 1:59am
Weekdays………………	☐	☐	☐	☐	☐	☐	☐
Weekends………………	☐	☐	☐	☐	☐	☐	☐

Q18 Do you normally travel in peak hours between 0700-1000 and 1600-1900 on weekdays?

Yes…… ☐	Go to Q19
No……… ☐	Go to Q20

Q19 How likely is it that you could…

	Very likely	Fairly likely	Neither likely nor unlikely	Not very likely	not at all likely	Don't know/ No opinion
travel earlier or later to avoid the busiest trains…………	☐	☐	☐	☐	☐	☐
travel earlier or later if the price fell by 10%………………	☐	☐	☐	☐	☐	☐
travel earlier or later if the price fell by 20%………………	☐	☐	☐	☐	☐	☐

Q20 How likely are you to use the following methods of ticket purchase?

	Very likely	Fairly likely	Neither likely nor unlikely	Not very likely	not at all likely	Don't know/ No opinion
Ticket Office…………………………………………………	☐	☐	☐	☐	☐	☐
Ticket Machine…………………………………………….	☐	☐	☐	☐	☐	☐
Internet…………………………………………………….	☐	☐	☐	☐	☐	☐
Telephone………………………………………………….	☐	☐	☐	☐	☐	☐
Smartcard like an Oystercard……………………………	☐	☐	☐	☐	☐	☐

Q21 How interested are you in the following ways of receiving your ticket?

	Very interested	Fairly interested	Neither	Not very interested	not at all interested	Don't know/ No opinion
By post……………………………………….	☐	☐	☐	☐	☐	☐
Printing out from a PC……………………	☐	☐	☐	☐	☐	☐
Sent to your mobile………………………	☐	☐	☐	☐	☐	☐

Q22 If the following facilities were available on your train, how likely would you be to use them?

	Very likely	Fairly likely	Neither likely nor unlikely	Not very likely	not at all likely	Don't know/ No opinion
A trolley service offering refreshments…………………	☐	☐	☐	☐	☐	☐
WIFI…………………………………………………………….	☐	☐	☐	☐	☐	☐
Power points for laptops, mobiles etc…………………	☐	☐	☐	☐	☐	☐
Quiet carriages with no phones or music players allowed………………………………………………	☐	☐	☐	☐	☐	☐
Racks to store bicycles for the journey…………………	☐	☐	☐	☐	☐	☐

Your Expectations

Q23 Before you started your journey today, what level of service did you **EXPECT TO GET?** Please rate your **expectation** for each of the following aspects of the station and train given what you know about this line and train travel on similar routes.

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Did not use/no opinion
Ticket buying facilities…………………………………	☐	☐	☐	☐	☐	☐
Personal security at the station………………………….	☐	☐	☐	☐	☐	☐
Provision of information about train times / platforms…	☐	☐	☐	☐	☐	☐
Connections with other forms of transport………………	☐	☐	☐	☐	☐	☐
Ease of getting to/ from the station………………………	☐	☐	☐	☐	☐	☐
Frequency of the trains on the route………………………	☐	☐	☐	☐	☐	☐
Punctuality / reliability of the train…………………………	☐	☐	☐	☐	☐	☐
Length of time the journey was scheduled to take (speed)……………………………………………	☐	☐	☐	☐	☐	☐
Value for money for price of ticket………………………	☐	☐	☐	☐	☐	☐
Being able to get a seat on the train………………………	☐	☐	☐	☐	☐	☐
Personal security while on board the train………………..	☐	☐	☐	☐	☐	☐
Not having to change trains on your journey……………	☐	☐	☐	☐	☐	☐
The ease of being able to get on and off the train……..	☐	☐	☐	☐	☐	☐

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	No opinion
OVERALL EXPECTATION OF SERVICE ON ROUTE………………………………………………	☐	☐	☐	☐	☐	☐

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Q24 Thinking now about the level of service you **actually experienced** on your journey on this route **today,** please rate what you experienced at the station and on the train?

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Did not use/no opinion
Ticket buying facilities…………………………………	☐	☐	☐	☐	☐	☐
Personal security at the station……………………….	☐	☐	☐	☐	☐	☐
Provision of information about train times / platforms…	☐	☐	☐	☐	☐	☐
Connections with other forms of transport……………..	☐	☐	☐	☐	☐	☐
Ease of getting to/ from the station…………………….	☐	☐	☐	☐	☐	☐
Frequency of the trains on the route…………………….	☐	☐	☐	☐	☐	☐
Punctuality / reliability of the train……………………..	☐	☐	☐	☐	☐	☐
Length of time the journey was scheduled to take (speed)………………………………………..	☐	☐	☐	☐	☐	☐
Value for money for price of ticket……………………..	☐	☐	☐	☐	☐	☐
Being able to get a seat on the train…………………….	☐	☐	☐	☐	☐	☐
Personal security while on board the train……………..	☐	☐	☐	☐	☐	☐
Not having to change trains on your journey…………..	☐	☐	☐	☐	☐	☐
The ease of being able to get on and off the train……..	☐	☐	☐	☐	☐	☐

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	No opinion
OVERALL EXPERIENCE OF SERVICE ON ROUTE……………………………………….	☐	☐	☐	☐	☐	☐

Importance of Aspects of Rail Travel

Q25 Thinking now about each of the different aspects of your journey, please rate how **important** each of the following is to you.

	Very Important	Important	Neither	Not very important	Not at all important	No opinion
Ticket buying facilities……………………………	☐	☐	☐	☐	☐	☐
Personal security at the station……………………………	☐	☐	☐	☐	☐	☐
Provision of information about train times / platforms…	☐	☐	☐	☐	☐	☐
Connections with other forms of transport………………	☐	☐	☐	☐	☐	☐
Ease of getting to/ from the station………………………	☐	☐	☐	☐	☐	☐
Frequency of the trains on the route………………………	☐	☐	☐	☐	☐	☐
Punctuality / reliability of the train…………………………	☐	☐	☐	☐	☐	☐
Length of time the journey was scheduled to take (speed)……………………………………………	☐	☐	☐	☐	☐	☐
Value for money for price of ticket…………………………	☐	☐	☐	☐	☐	☐
Being able to get a seat on the train………………………	☐	☐	☐	☐	☐	☐
Personal security while on board the train………………	☐	☐	☐	☐	☐	☐
Not having to change trains on your journey……………	☐	☐	☐	☐	☐	☐
The ease of being able to get on and off the train………	☐	☐	☐	☐	☐	☐

About You

Q26 What is your employment status?

Work full time (30+ hours)………………… ☐		Retired………………………………………… ☐
Work part time (9-29 hours)……………… ☐		Student……………………………………… ☐
Not employed - seeking work……………… ☐		Other………………………………………… ☐
Not employed - not seeking work………… ☐		

Q27 Which age group do you fall into?

Under 16……………………………………… ☐		45-54………………………………………… ☐
16-24………………………………………… ☐		55-59………………………………………… ☐
25-34………………………………………… ☐		60-64………………………………………… ☐
35-44………………………………………… ☐		65+…………………………………………… ☐

Q28 Are you…..

Male……………………………………………… ☐   Female……………………………………… ☐

Q29 Which of the following best describes your ethnic background?

White…………………………………………… ☐		Chinese……………………………………… ☐
Black or Black British……………………… ☐		Asian or Asian British…………………… ☐
Mixed………………………………………… ☐		Other ethnic group……………………… ☐

Q30 Do you have a disability or long term illness related to the following: (TICK ALL THAT APPLY)

Mobility…………………………………………… ☐		Speech impairment……………………………… ☐	
Wheelchair user………………………………… ☐		Learning difficulties…………………………… ☐	
Hearing…………………………………………… ☐		No: None………………………………………… ☐	
Eyesight………………………………………… ☐			

Q31 What type of ticket did you use for your journey?

First Class Single / Return…………………… ☐   Apex / Super Apex……………………………… ☐

Standard Single / Return……………………… ☐   One Day Travelcard…………………………… ☐

First Class Season ticket (weekly / monthly /   A special promotion ticket……………………… ☐
    annual / Travelcard seasons)……………… ☐   Holiday package / tour ticket…………………… ☐

Standard Season ticket (weekly / monthly /   Rail Staff Pass / Privilege ticket / Police
    annual / Travelcard seasons)……………… ☐   concession……………………………………… ☐

Cheap Day Single / Return…………………… ☐   Group Save ticket……………………………… ☐

Saver / SuperSaver…………………………… ☐   Other : Please specify

Awaybreak / Stayaway………………………… ☐

Q32 Did you use a railcard to buy your ticket?

Yes…………………………………………....…… ☐   No………………………………………………… ☐

Thank you for your help in completing this research.

**Please hand it back to the interviewer or use the post paid envelope to return the
questionnaire to us.**

**This survey was conducted under the terms of the MRS Code of Conduct. All answers you provide
are entirely confidential and will be combined with those of all other passengers who take part
in the research. If you would like to confirm our credentials, please call the MRS freephone on
0500 396999.**

**The information collected will be used to represent the best interests of passengers along this route.
The information will be used purely for research and planning future services.**

**As a thank you for your help we are offering you the opportunity of taking part in a prize draw with a
prize of £500. If you wish to take part, please tell us your name and details where we can contact
you. These details will only be used for the prize draw and will not be passed to a third party.**

Name

Contact number

Email address