What passengers want from the Intercity East Coast rail franchise

A submission from Passenger Focus

November 2009

Passengerfocus
putting passengers first

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Passenger Focus – who we are and what we do

We are an independent public body set up by the Government to protect the interests of Britain's rail passengers and from spring 2010, England's bus passengers outside of London and coach passengers on scheduled domestic services. We are funded by the Department for Transport (DfT) but our independence is guaranteed by an act of Parliament.

Our mission is to get the best deal for passengers. With a strong emphasis on evidence-based campaigning and research, we ensure that we know what is happening on the ground.

We use our knowledge to influence decisions on behalf of passengers and we work with the industry, passenger groups and government to secure journey improvements.

1. Introduction

The Intercity East Coast (ICEC) re-franchising is the second occasion on which Passenger Focus has been invited to make a submission to DfT to help inform its drafting of the specification for a new rail franchise. Following our input to the recent South Central re-franchising process we are pleased to be doing the same for ICEC following the decision by National Express to withdraw from the current franchise. It is pleasing that the importance of understanding passengers' needs is now recognised and embedded in the process to let a new passenger franchise. Passenger Focus has based this submission on new and existing passenger research among users of ICEC services.

New passenger research

Two pieces of new research were undertaken by Continental Research on behalf of Passenger Focus in September 2009 to provide a reliable, up-to-date understanding of the views of ICEC passengers in order to inform this submission.

Qualitative research

In conjunction with Directly Operated Railways, the arm of DfT which will operate ICEC from the date that National Express withdraws until a new franchisee takes over, qualitative research was undertaken comprising six focus groups and eight depth interviews with passengers with a variety of disabilities.

The focus groups comprised National Express East Coast (NXEC) passengers as following:

- Commuters travelling from Newark North Gate, Grantham or Peterborough to London Kings Cross. Season Ticket holders. Aged 25-45.

- First Class business passengers travelling from London Kings Cross to at least as far north as Doncaster. Travelling at least twice each month. Aged 35-55.

- Standard class business passengers travelling from Leeds to London Kings Cross. Travelling at least twice each month. Aged 25-45

- Standard class leisure passengers travelling from Leeds to London Kings Cross. Travelling at least once in the last 3 months. Aged 21-35.

- Standard class leisure passengers travelling from Edinburgh to at least as far as York and including some passengers travelling to London Kings Cross. Travel at least once in the last 3 months. Aged 50 plus.

- First Class business passengers travelling from Newcastle to London Kings Cross. Travelling at least twice a months, aged 35-55.

The eight depth interviews were as follows:

- Visually impaired (two)

- Mobility impaired (two)

- Hearing impaired (two)

- Learning disabilities (two)

Quantitative research

Passengers travelling on ICEC trains were asked to complete a questionnaire covering various aspects of their journey. The majority of forms were distributed on train, however they were also distributed at Berwick-upon-Tweed, Darlington, Doncaster, Durham, Glasgow Central, Grantham, Inverness, Newark North Gate, Retford and Wakefield Westgate stations. A total of 6,293 completed questionnaires were received from NXEC passengers. The results were also analysed to show results for passengers making the journeys listed below:

- Peterborough and the East Midlands (sample 242): Commuter, business and leisure passengers travelling on NXEC trains from Retford, Newark, Grantham and Peterborough to London Kings Cross and vice versa

- Yorkshire (sample 1,883): Business, leisure and commuter passengers joining NXEC trains at Leeds, York, Wakefield, Doncaster, Hull, Skipton, Bradford, Harrogate, Selby, Brough, and travelling on that train to Peterborough, Stevenage or London Kings Cross or vice versa

- North East England (sample 751): Business, leisure and commuter passengers joining NXEC trains at Berwick upon Tweed, Alnmouth, Newcastle, Durham or Darlington and travelling on that train to Peterborough, Stevenage or London Kings Cross or vice versa

- Scotland (sample 853): Business, leisure and commuter passengers joining NXEC trains at any station in Scotland and travelling on that train to York or any station south thereof or vice versa.
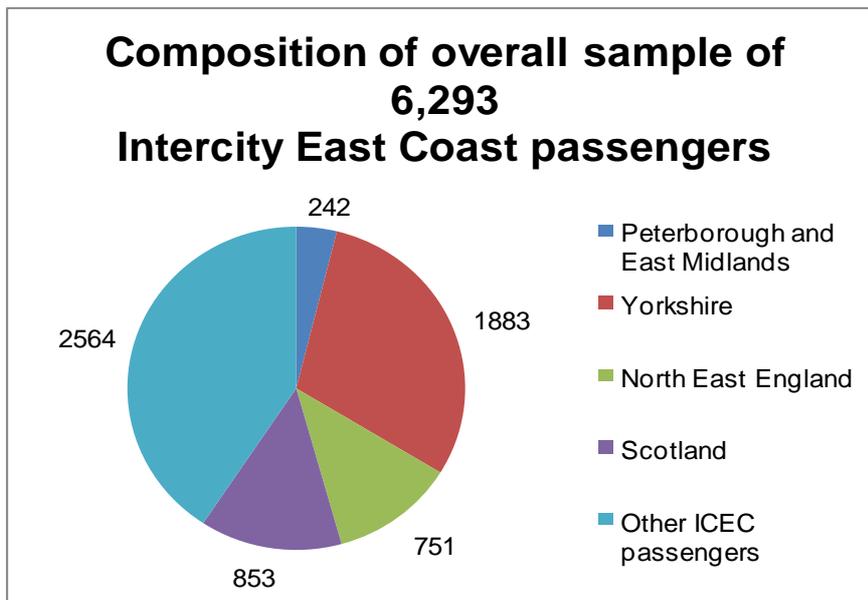
This submission also draws on the National Passenger Survey results for NXEC.

2. Executive Summary

ICEC passengers express high levels of satisfaction with their journey: overall satisfaction was 87% in the Spring 2009 NPS. Analysis suggests that the top three factors 'driving' this satisfaction are cleanliness of the inside of the train; punctuality and reliability; and value for money. Despite this high score there are still areas for improvement: when asked about specific elements of their journey, in the Spring 2009 NPS 31% of passengers say they are dissatisfied with toilet facilities on trains; 29% are dissatisfied with value for money for the price of their ticket; and 28% dissatisfied with facilities for car parking. Analysis suggests that the top three factors 'driving' overall dissatisfaction are how the train company dealt with delays; there being sufficient room for all passengers to sit or stand; and the cleanliness of the inside of the train. Passenger satisfaction is covered in **Section 3**.

In **Passenger Focus's September 2009** research, conducted specifically to inform this document, over 6,000 NXEC passengers were asked about their priorities for improvement. The table below shows the overall results, while Appendix B sets out the experiences and priorities of passengers within four geographical categories (Peterborough and the East Midlands, Yorkshire, North East England, Scotland).

	Priorities for improvement (1=highest priority and 12=lowest)
Punctuality and reliability of the train	1
Value for money for the price of the ticket	2
Being able to get a seat on the train	3
Length of time the journey was scheduled to take (speed)	4
Facilities and services on board the train	5
Frequency of trains for this journey	6
Provision of information about train times/platforms	7
Personal security while on board the train	8
Personal security at the station	9
Ticket-buying facilities	10
Ease of getting to and from the station	11
Facilities and services at the station	12

Passenger Focus ICEC research, September 2009

The order in which recommendations are made in this document broadly reflects the priority this ranking suggests passengers attach to them.

Our research shows that, even though satisfaction with punctuality and reliability is high, it remains in first place (out of 12 issues) in passengers' list of desired improvements, just ahead of value for money. **Section 4** examines this in more detail.

Next in the list of priorities is improving value for money for the price of the ticket, where less than half of passengers felt this was good. The issue is covered in **Section 5**.

Being able to get a seat, journey speed and the frequency of trains are the third, fourth and sixth highest priorities for improvement. Passengers clearly want improvements to these core elements of the train service. These issues are covered in **Section 6**.

Improvements to the facilities and services on board the train is the fifth highest priority for improvement and this is covered in **Section 7**.

Passengers' personal security while on board trains and at stations are the eighth and ninth highest priorities for improvement and are discussed in **Section 8**, while various aspects of the service passengers experience at stations, including car parking, are considered in **Section 9**.

Passenger Focus's September 2009 research, the National Passenger Survey and our other research sheds light on a number of other aspects of passengers' experiences using ICEC services and **Section 10** looks at some of these.

3. Passenger satisfaction

ICEC has historically scored highly in NPS, achieving the best overall satisfaction score among long-distance train operators in seven of the last 10 NPS surveys. The table below shows the NPS results for NXEC in Spring 2009.

NPS attribute	% Satisfied or Good	% neither/ nor	% dissatisfied or poor	% satisfied/good, all long-distance TOCs	Ranking among long-distance TOCs
Overall satisfaction	87	8	5	85	1
Ticket buying facilities	79	16	5	80	4
Provision of information about train times/platforms	90	7	3	86	1
Upkeep/repair of station buildings/platforms	67	22	11	71	5
Cleanliness of stations	72	20	8	76	5
Facilities and services at stations	59	21	20	63	5
Attitudes and helpfulness of staff at stations	74	20	6	76	4
Connections with other forms of public transport	75	16	9	75	3
Facilities for car parking	55	17	28	52	2
Overall station environment	69	22	10	73	5
Your personal security whilst using the station	71	27	2	72	3
Availability of staff at the station	65	25	10	65	3
How request to station staff was handled	87	5	8	87	3
Frequency of trains on that route	90	5	5	82	1
Punctuality and reliability	89	5	6	84	1
Length of time the journey was scheduled to take	90	5	4	88	2
Connections with other train services	78	14	8	75	1
Value for money for the price of your ticket	54	17	29	52	2
Upkeep and repair of the train	79	12	9	82	4
Provision of information during the journey	77	18	4	76	4
Helpfulness and attitude of staff on the train	77	19	4	75	2
Space for luggage on the train	56	19	24	51	1
Toilet facilities on the train	45	24	31	52	5
Sufficient room for all passengers to sit/stand	75	14	11	72	2
Comfort of the seating area on the train	76	15	9	78	4
Ease of being able to get on and off the train	78	16	6	81	4
Your personal security whilst on board the train	82	16	2	82	3
Cleanliness of the inside of the train	82	12	6	82	4
Cleanliness of the outside of the train	77	19	4	77	4
Availability of staff on the train	63	26	11	64	4
How well train company deals with delays	62	27	11	50	1

Source: National Passenger Survey, NXEC results, Spring 2009

Despite NPS overall satisfaction being at or above the average for long-distance train companies in all but one NPS survey since Autumn 2004, the ICEC trend over the last five years has shown no improvement. However, overall satisfaction amongst users of long-distance train companies as a whole has shown a steady upward trend over the same period.
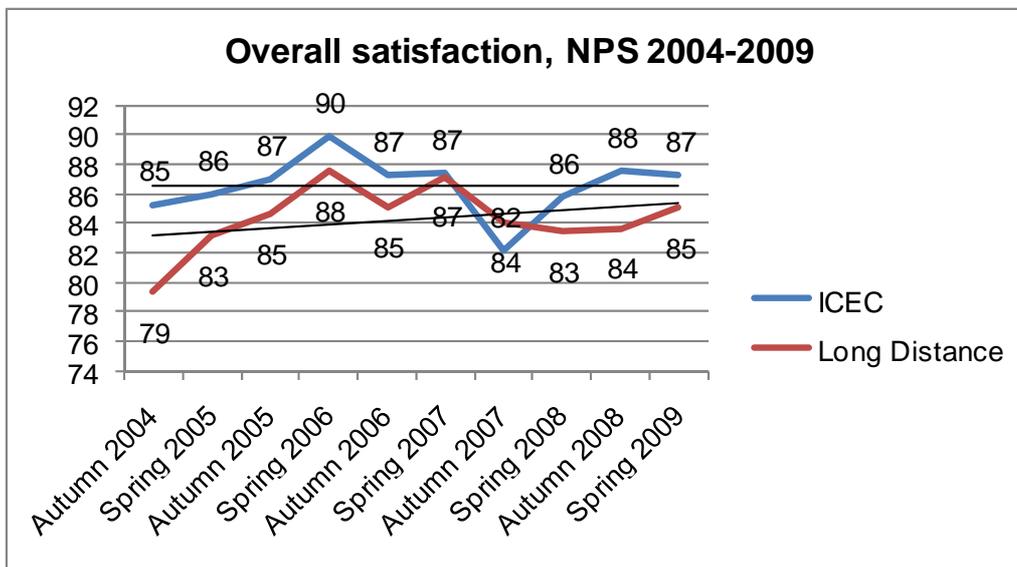
Analysis of NPS results for Spring 2009 suggests that the top three factors 'driving' overall satisfaction among NXEC passengers are:

- cleanliness of the inside of the train (36% contribution);

- punctuality and reliability (33% contribution);

- value for money (11% contribution).

Punctuality and reliability is a much bigger driver of overall satisfaction (50% contribution) among long-distance train operators as a whole than it is for NXEC.

Similar analysis suggests that the top three factors 'driving' overall dissatisfaction are:

- how the train company dealt with delays (25% contribution);

- there being sufficient room for all passengers to sit or stand (23% contribution);

- the cleanliness of the inside of the train (15% contribution).

Sufficient room for all passengers to sit or stand and cleanliness of the inside of the train are much bigger drivers of dissatisfaction on NXEC than among long-distance train operators as a whole, where they are 8% and 5% contributions respectively.

DfT's specification for the new franchise must stretch the incoming operator to take ICEC passenger satisfaction from above average to outstanding.

Passenger Focus **recommends** that DfT requires the new ICEC operator to achieve 90% NPS Overall Satisfaction and to implement a strategy designed to achieve 92% and above.

4. Train performance

Despite the present upward trend in train performance, punctuality and reliability of the train was the top priority for improvement among over 6,000 ICEC passengers who took part in **Passenger Focus's September 2009 research**. Looking at the geographical categories within that sample, punctuality was the highest priority for improvement in Yorkshire and Scotland, while it was second highest priority (behind improving value for money) in Peterborough/the East Midlands and North East England.

Historically, ICEC has performed poorly in punctuality terms while continuing to post relatively high levels of customer satisfaction. NXEC has achieved significant improvement in the headline Public Performance Measure (PPM) figure since December 2007 and has achieved over 90% PPM in a number of recent periods.

However, it should be noted that 30% of East Coast trains in the year to Rail Industry Period 5 (2009/10) was not 'right time or early' at destination, despite the generous allowances on the approach to terminal stations. Punctuality at intermediate stations is therefore likely to have been worse, with implications for passengers with connections and an impact on passenger satisfaction among those getting off *en route* (which in the northbound direction is the majority). Furthermore, in the year to Period 5 (2009/10 year) almost 5% of NXEC services reached their destination more than 20 minutes late.

In the year to Period 5, 66% of delays to NXEC trains resulted from Network Rail causes (of which 33% related to points, signalling and other non-track assets) and 19% 'TOC on self' (of which 59% related to technical issues with the train fleet).
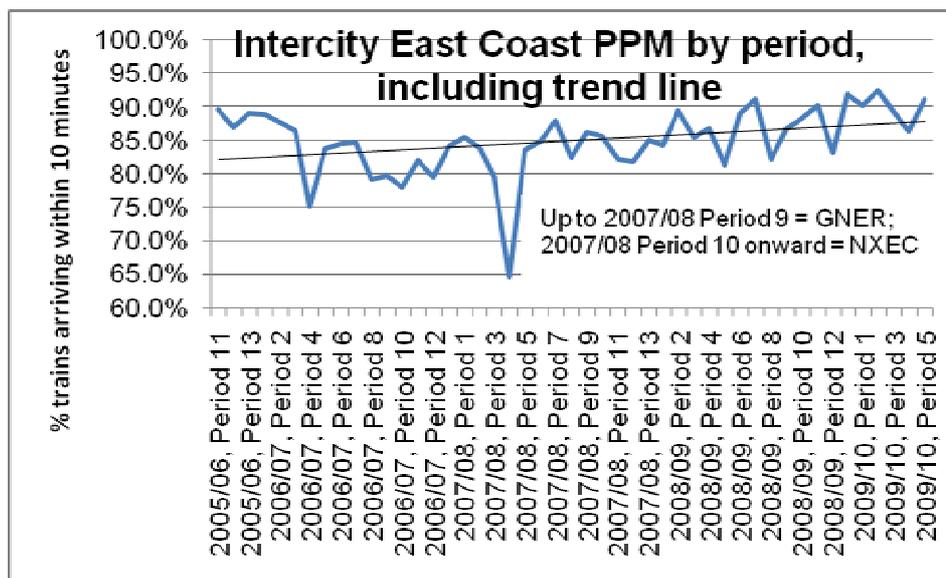
Source: National Express East Coast

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- Challenging but achievable targets for increasing the number of trains achieving 'right time or early' at destination, but without resorting to extended journey times.

- Challenging but achievable targets for reductions in the number of trains reaching their destination more than 20 minutes late, but without resorting to extended journey times.

- A requirement to report the percentage of trains arriving at key intermediate stations 'right time or early' and later than the minimum connection time allowed by industry journey planning systems at those stations. We would suggest Peterborough, Doncaster and York, at which the minimum connection times are, respectively, 8 minutes, 7 minutes and 8 minutes.

5. Value for money, fares and ticketing

Improving value for money for the price of the ticket was the second highest priority for improvement among passengers who took part in **Passenger Focus's September 2009 research**. It was the top priority for improvement in Peterborough/the East Midlands and North East England, while the second highest priority (behind improving punctuality and reliability) in Yorkshire and Scotland.

Passenger Focus's February 2009 **Fares and Ticketing Study** concluded that the long-distance fares structure must be simpler. Existing fares simplification was about presentation only: the underlying structure is still seen as complicated and not logical (e.g. two singles may or may not be cheaper than a return, return £1 more than a single). The price of flexibility is too high and passengers are baffled by the huge gap between the cheapest and the most expensive fares on the same. The long-distance fares structure needs to be (and seen to be) fairer to passengers and the study concluded that it needs fundamental reform to deal with myriad anomalies/complexities, tackle the high price of flexibility and address the issues of fairness/transparency.

The re-letting of the ICEC franchise gives the DfT an opportunity to address areas of passenger frustration with the current fares structure.

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

Fares regulation

- That the fares regulation regime applied to the ICEC franchise allows prices to rise by no more than Retail Prices Index (RPI) plus 1% per annum. In addition, we recommend that restrictions be placed on the fares basket flexibility that currently (2010 excepted) allows RPI+1%+5% on individual fares.

A logical, transparent and fair pricing structure

- That a new, easily-understood fares structure is introduced on ICEC that will be regarded by passengers as logical, transparent and a fair price for the journey being made. Prices for those passengers who can buy well in advance and stick to their plans can be fantastic value for money: Spring 2009 NPS shows 70% value for money satisfaction among users of Advance Single tickets on NXEC. However the options for those travelling at short notice, or requiring even a small degree of flexibility are in some cases extremely expensive and result in value for money scores plummeting: 43% among users of Off-Peak and Super Off-Peak tickets and 26% among users of Anytime tickets. Flexibility at an affordable price is a key requirement of such a new structure and it should seek to reduce those unregulated prices, e.g. Anytime Singles and Returns that have risen considerably ahead of inflation in recent years.

- To help deliver flexibility at an affordable price, that the Off-Peak Single (formerly Saver Single) be priced at 50% of the Off-Peak Return (formerly Saver Return) instead of being £1 less as at present. This mechanism is used already by First Great Western and Virgin Trains to give passengers the opportunity to mix their use of train-specific Advance Single tickets and more flexible options – for instance, travelling out on a specific train but needing flexibility about the return time.

- That passengers holding Advance Single tickets who miss the train on which they have booked should be permitted to pay the difference, plus an administration fee, between what they have paid already and the appropriate new ticket they are required to purchase. This will substantially address the genuine anger passengers feel when they miss their intended train and are asked to buy a

completely new ticket with no account taken of the money already paid. The sums involved can be significant: a Standard Advance Single from London to Newcastle costs up to £119.50. Surely, with an administrative fee applied, that sum should count towards the new ticket a passenger is required to buy?

- To ensure passengers have confidence in the fares structure, that fares on 'walk up' interavailable flows controlled by ICEC, the official through fare must never exceed the sum of 'walk up' interavailable fares for individual legs of the journey (except where a journey takes place partly at peak time and partly not).

Spreading the cost of an annual season ticket

- That the facility to pay for an annual season ticket in 12 instalments, without a charge for credit, is developed and activity promoted. This will allow more passengers, and potential passengers, to benefit from the value offered by the 52 weeks for the price of 40 annual season ticket. It will also bring the railway in line with other public and private sector organisations.

Ticket vending machines

- That on flows controlled by ICEC, applicable restrictions should be printed on passengers' tickets to remove confusion over validity.

- That all ICEC ticket vending machines must clearly display outward and return ticket restrictions on the screen prior to a passenger committing to purchase.

Internet ticket sales

Some passengers are suspicious that train company websites favour their own services over those of other companies and that they do not necessarily offer the best value tickets for the journey being made. It is important to take the opportunity through the new ICEC franchise to protect the unwary, potentially irregular traveller paying more than they need and to give all on-line purchasers confidence that they have obtained the best price available.

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That impartial retailing rules be formally extended to cover internet ticket sales through the new operator's website

- In order to prevent overcharging and ensure passengers can have confidence that they are getting the best price, that it be made impossible to buy an Advance Single ticket at a higher price than the 'walk up' fare available on the same train and that it be made impossible to buy out and back Standard Class Advance Singles at a higher price than the 'walk up' return fare available on the same trains. Two examples below illustrate why this safeguard is necessary: they are exactly the sorts of issues that lead passengers to conclude that the fares system is either incoherent or is deliberately designed to make them pay more than they need.

  Example 1: research on 29 September 2009 showed that the NXEC website would sell a £96.50 Standard Advance Single ticket from London to Newcastle on the 1900 departure on 30 September, and a £46.75 Standard Advance Single for the 1655 departure from Newcastle to London on 1 October – total £143.25. However, a 'walk up' Super Off-Peak return is valid on these trains for £105.

Example 2: research on 29 September 2009 showed that the NXEC website would sell a £111.50 Standard Advance Single on the 1555 Newcastle to London on 1 October 2009 when a 'walk up' fare of £104 is available on that train.

- That the 'cut off' time for buying Advance Single tickets be moved to the latest practicable time to allow the production and positioning of ticket reservation labels. The remaining as-yet-unsold Advance Single tickets should stay on sale, if practicably possible, until two hours before the train departs from its origin station.

6. Service frequency and getting a seat

Being able to get a seat, journey speed and the frequency of trains were the third, fourth and sixth highest priorities for improvement in **Passenger Focus's September 2009 research**. Passengers clearly want improvements to these core elements of the train service. It is notable that passenger satisfaction with service frequency at weekends was lower than on weekdays and that there is a desire for trains to run later in the evening than at present.

NXEC Service Level Commitment 2

In recent years changes to long-distance services on the East Coast Main Line (ECML) have been limited. The only significant changes being the introduction of a second train per hour from London to Leeds and, although not part of the ICEC franchise, the introduction of Hull Trains and Grand Central services. On 16 October 2009 Passenger Focus received the draft timetable Network Rail has developed for the ECML as a whole, incorporating the NXEC Service Level Commitment (SLC) 2 proposals, which amounts to the most significant change to service patterns on the ECML for a generation. It is not clear that Network Rail's draft timetable strikes an appropriate balance between the needs of end-to-end passengers and those making long-distance, but non-London inter-regional journeys.

Passenger Focus is very concerned that the industry has so far undertaken no consultation with passengers to understand their views about the changes, despite their scale. While we are aware that NXEC intends to carry out stakeholder consultation during November, we are also aware that by mid November the company must submit its formal track access application to the Office of Rail Regulation in order to obtain the necessary track access rights before the 8 January 2010 Priority Date. This is not a criticism of NXEC, but these timescales appear to be incompatible with meaningful consultation with either passengers or stakeholders, and afford little opportunity to amend the timetable in the light of issues raised. For ICEC passengers to be presented with major changes to service patterns as a *fait accompli* would be unacceptable and risks a furore similar to that seen with the Great Western and West Coast timetable changes.

The timetable operated by Directly Operated Railways and inherited by the new ICEC franchise must seek to deliver what the NXEC SLC 2 proposals sought to deliver. Being able to get a seat and faster journey times were the third and fourth highest priority for improvement among the 6,000 passengers in our research, while frequency was sixth. However, that timetable must strike the right balance between the needs of different groups of passengers and must be subject to meaningful consultation, with the scope for changes to be made in the light of the findings.

It should be noted that stakeholders in the towns and cities concerned believe that the new ICEC operator should retain the current 'extensions' to and/or from Aberdeen, Bradford, Glasgow, Harrogate, Hull, Inverness and Skipton.

Great Northern 'outer' services

If DfT confirms that it is minded to transfer some services currently within the Thameslink/Great Northern franchise operated by FCC to the ICEC franchise, Passenger Focus will undertake research among passengers on the routes concerned to understand their priorities. A supplementary submission will then be made to DfT. The pattern of service on the Bedfordshire and Huntingdonshire section of the ECML may be one passenger concern: the stations serve substantial populations, yet outside the peaks are served only by slow trains. St Neots alone has a population of 26,390, without taking account of its substantial and growing catchment.

Service frequency and ability to get a seat

Passenger Focus's September 2009 research shows that passengers are less satisfied with service frequency at weekends than they are during the week.

Passengers were asked "how satisfied are you with the frequency of service between the station at which you boarded this train and the station at which you will get off this train?". Overall, satisfaction with frequency on Saturdays is between eight and 12 percentage points lower than on weekdays, and on Sundays is between 16 and 24 percentage points lower than on weekdays. The percentage answering very satisfied or fairly satisfied across the whole sample and for each of the geographical categories is shown below:

Satisfaction with frequency of service	Total sample	Peterborough and the East Midlands	Yorkshire	North East England	Scotland
Weekdays	87%	87%	91%	91%	84%
Saturdays	79%	75%	83%	83%	73%
Sundays	68%	63%	70%	75%	65%

We also asked "please think about how easy it is to get a seat between the station at which you boarded this train and the station which you are travelling to. How would you rate this?". Satisfaction with ease of getting a seat on Saturdays is five percentage points lower than on weekdays, and on Sundays is eight percentage points lower than on weekdays. The percentage answering very good or fairly good across the whole sample and for each of the four geographical categories is shown below:

Satisfaction with getting a seat	Total sample	Peterborough and the East Midlands	Yorkshire	North East England	Scotland
Weekdays	74%	64%	72%	72%	79%
Saturdays	69%	60%	70%	66%	73%
Sundays	68%	60%	66%	64%	70%

Passenger Focus understands that the load factor on NXEC trains is now higher on Sundays than on any other day of the week, but notes that in the majority of hours only three trains are run.

We also note that the ICEC timetable is unique among long-distance routes in having a lower frequency service on Saturdays than it does during the week.

Passenger Focus **recommends** that DfT specifies that the weekday off-peak standard hour service pattern becomes the timetable operated by ICEC on Saturdays and Sundays.

Weekday evenings northbound

In **Passenger Focus's September 2009 research**, passengers told us that they wanted trains to run later into the evening on Weekdays. Key findings among those answering the question "what time should the last train run between the station at which you boarded this train, and the station at which you will get off this train on Weekdays?" were:

Journey	Much later than the last train does at the moment	A little later than the last train does at the moment
London to Peterborough	31%	47%
London to Newark North Gate	21%	27%
London to Doncaster	13%	21%
London to Leeds	16%	36%
London to York	25%	39%
London to Darlington	24%	27%
London to Durham	22%	35%
London to Newcastle	18%	40%
London to Edinburgh	23%	31%

Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run later trains on weekdays from London Kings Cross to destinations where this research suggests that current timetables are not meeting passengers' needs.

Weekday evenings southbound

Key findings among those answering the question "what time should the last train run between the station at which you boarded this train, and the station at which you will get off this train on Weekdays?" were:

Journey	Much later than the last train does at the moment	A little later than the last train does at the moment
Edinburgh to London	22%	38%
Newcastle to London	26%	27%
Darlington to London	21%	37%
York to London	16%	36%
Leeds to London	22%	24%
Wakefield to London	20%	37%
Doncaster to London	52%	21%
Grantham to London	18%	40%

Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run later trains on weekdays to London Kings Cross from stations where this research suggests that current timetables are not meeting passengers' needs.

Saturday evenings

In **Passenger Focus's September 2009 research**, passengers said they wanted trains to run later into the evening on Saturdays. Key findings among those answering the question "what time should the last train run between the station at which you boarded this train, and the station at which you will get off this train on Saturdays?" were:

Journey	Much later than the last train does at the moment	A little later than the last train does at the moment
London to Peterborough	36%	45%
London to Newark North Gate	36%	33%
London to Doncaster	20%	27%
London to Leeds	18%	42%
London to York	35%	43%
London to Darlington	24%	28%
London to Durham	21%	36%
London to Newcastle	21%	47%
London to Edinburgh	31%	27%

Comparison with last Saturday evening departures from London on other long-distance routes

For many years, ICEC services have ceased mid-evening on a Saturday causing frustration to passengers and prospective passengers.

The last ICEC trains from London on a Saturday to longer distance destinations are:

Journey	Distance	Time of last train on a Saturday
London to Doncaster	156 miles	2030
London to Leeds	185 miles	2000
London to York	188 miles	2030
London to Newcastle	268 miles	2030
London to Edinburgh	393 miles	1800

In comparison, the last trains from London on Saturday evenings on other long-distance routes are:

Journey	Distance	Time of last train on a Saturday
London to Birmingham (Virgin Trains)	115 miles	2143
London to Bristol	118 miles	2330
London to Cardiff	145 miles	2200
London to Derby	128 miles	2225
London to Glasgow	401 miles	1830
London to Manchester	195 miles	2100
London to Norwich	115 miles	2330
London to Sheffield	165 miles	2055

It is clear that the last trains on a Saturday run earlier to East Coast destinations than they do to comparable cities on other routes.

This is also the case with towns and cities served by ICEC trains at the south end of the ECML:

Journey	Distance	Population	Time of last train on a Saturday
London to Peterborough	76 miles	163,000	2030* *non Intercity trains run to Peterborough after 2030, but are significantly slower
London to Grantham	105 miles	34,500	2030
London to Newark	120 miles	25,000 (and railhead for Lincoln, population 101,000)	2030

On other long-distance routes last trains to similar locations are:

Journey	Distance	Population	Time of last train on a Saturday
London to Bath	107 miles	83,000	2330
London to Ipswich	76 miles	121,000	2330
London to Loughborough	111 miles	57,000	2225
London to Swindon	77 miles	155,000	2330

Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run later trains on Saturdays from London Kings Cross to destinations where this research strongly suggests that current timetables are not meeting passengers' needs.

Sunday mornings

In **Passenger Focus's September 2009 research**, passengers told us that they wanted trains to run earlier on Sundays. Key findings among those answering the question "what time should the first train run between the station at which you boarded this train, and the station at which you will get off this train on Sundays?" were:

Journey	Much earlier than the first train does at the moment	A little earlier than the first train does at the moment
Edinburgh to London	14%	23%
Newcastle to London	16%	12%
York to London	10%	22%
Leeds to London	15%	24%
Wakefield to London	23%	11%
Doncaster to London	34%	41%
Grantham to London	20%	34%

Comparison with first Sunday arrivals in London on other long-distance routes

The first arrivals in London on Sundays from longer distance ICEC destinations are as follows:

Journey	Distance	Time of first arrival in London on a Sunday
Edinburgh to London	393 miles	1339
Newcastle to London	268 miles	1123
York to London	188 miles	1123
Leeds to London	185 miles	1048
Doncaster to London	156 miles	1048

In comparison, the first arrivals in London on Sundays on other long-distance routes are:

Journey	Distance	Time of first arrival in London on Sundays
Birmingham to London (Virgin Trains)	115 miles	1028
Bristol to London	118 miles	0934
Cardiff to London	145 miles	1010
Derby to London	128 miles	0919
Glasgow to London	401 miles	1518
Manchester to London	195 miles	1058
Norwich to London	115 miles	0903
Sheffield to London	165 miles	1319

First arrivals in London from the towns and cities served by ICEC trains at the south end of the ECML are:

Journey	Distance	Time of first arrival in London on Sundays
Peterborough to London	76 miles	1048* *non Intercity trains run earlier, but are significantly slower
Grantham to London	105 miles	1048
Newark to London	120 miles	1048

On other long-distance routes first arrivals in London from similar towns and cities are:

Journey	Distance	Time of first arrival in London on Sundays
Bath to London	107 miles	0934
Ipswich to London	76 miles	0903
Loughborough to London	111 miles	1019
Swindon to London	77 miles	0934

It is clear that many towns and cities on other long-distance routes have an earlier first Sunday arrival in London than ICEC, although it is notable that the Virgin Trains Intercity West Coast timetable has a similarly late start on Sundays.

Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run earlier trains on Sundays to London Kings Cross from stations where this research suggests that current timetables are not meeting passengers' needs.

Later last train north of Newcastle

Passenger Focus's September 2009 research among passengers travelling from Newcastle to one of Morpeth, Alnmouth, Berwick-upon-Tweed, Dunbar or Edinburgh found that passengers wanted the last train to run later than now on weekdays (65%), on Saturdays (71%) and on Sundays (69%).

The three train operators who run north of Newcastle on the ECML are under constant pressure from passengers, prospective passengers and stakeholders to improve the evening service. The last train between Newcastle and Edinburgh is 2148 Mondays to Thursdays, 2208 Fridays, 2136 on Saturdays and 2139 on Sundays. It is regularly put to Passenger Focus that these times are sufficiently early to prevent people using the train for 'evening out' leisure journeys to Newcastle from the north: for example, dining out or attending the theatre and other entertainment events in Newcastle. Even an evening football match at St. James's Park is only just possible.

Passenger Focus **recommends** that DfT requires later services between Newcastle and Edinburgh, calling at Morpeth, Alnmouth, Berwick and Dunbar.

Newcastle to Edinburgh service pattern in general

When Passenger Focus responded to DfT's consultation on the ICEC franchise specification in February 2007, and Network Rail's consultation on the draft ECML Route Utilisation Strategy in September 2007, it expressed concern about the inadequacy of the overall service provided at intermediate stations between Newcastle and Edinburgh. For example: no northbound train calls at Alnmouth between 0956

and 1201; no train from Edinburgh to Newcastle calls at Morpeth between 1008 and 1607; and it is not possible to get from Berwick to Alnmouth between 1139 and 1848. Furthermore, long-distance services between the same stations often depart just minutes apart. It is clear that the timetable on this route section needs a 'mini RUS' to determine how a better service can be provided for both long-distance and local passengers, in particular at Morpeth, Alnmouth, Berwick upon Tweed and Dunbar.

While not taking a view about which franchise should or should not provide such an improved service, Passenger Focus **recommends** that DfT uses the opportunity presented by the re-letting of the ICEC franchise to review the timetable between Newcastle and Edinburgh taking into account the feasibility study announced by Transport Scotland on 10 September 2009 into an hourly Edinburgh to Dunbar service.

7. Facilities and services on-board the train

Improving facilities and services on-board the train was the fifth highest priority for improvement among the 6,000 ICEC passengers who took part in **Passenger Focus's September 2009 research**. Looking at the geographical categories within our sample, this was the ranking in Yorkshire, North East England and Scotland (in the Peterborough/East Midlands segment it was sixth highest priority).

On-board Catering

Passenger Focus's September 2009 qualitative research, in conjunction with Directly Operated Railways, suggests that it is important to put the on-board catering debate into context. The level of 'dependence' on the catering provision on East Coast varies by journey purpose, journey distance and time of day, but for many passengers they are on the train in order to get from A to B rather than to eat and drink. As one leisure passenger from Leeds put it: *"I can go 2 hours 20 minutes without eating; sometimes you just don't need anything".*

Nevertheless, many passengers do use the onboard catering on ICEC trains (54% of the 5,789 passengers answering the question in our quantitative research) and were it suddenly not to be there it would doubtless cause significant negative reaction, even among those who never or rarely buy refreshments on the train. The qualitative research suggested that business travellers making journeys that involve leaving home before breakfast or arriving back after supper time would be the most inconvenienced if on-board catering were scaled back. However, the research gave a sense that even non or light users of the current facilities still want it there for those 'emergency' occasions when they have missed breakfast, or as a bit of a treat on a leisure trip.

Acknowledging that the ability to buy refreshments during the journey is largely incidental to the objective of getting from A to B, based on our research Passenger Focus believes that the on-board catering offer should remain an integral part of the ICEC product. For passengers travelling long-distance on business, the ability to have a reasonably substantial meal on the train borders on necessity (the alternative being breakfasting at 4.30am or dining at 10pm). Furthermore, the customer satisfaction benefits of being able to add that little treat to a leisure passenger's experience, or help the long-distance commuter out of a spot when they haven't had time for breakfast should not be discounted.

Passenger Focus's September 2009 quantitative research asked about the importance of four catering options on the journey the passenger was making that day.

% fairly or very important	Total	Commuter	Business	Leisure	First Class	Standard Class
Trolley (sample 5,652)	64%	57%	69%	64%	75%	62%
Buffet counter (sample 5,453)	57%	49%	61%	57%	57%	57%
Hot meal cooked to order and brought to seat (sample 5,351)	22%	19%	22%	22%	46%	16%
À la carte restaurant (sample 5,291)	17%	15%	19%	16%	33%	13%

This shows that for Standard Class ticket holders an at seat trolley and a buffet counter are almost equally important at 62% and 57% respectively. Having a hot meal cooked to order and brought to your

seat was consistently more important than having an à la carte restaurant, despite the practicality and social 'awkwardness' issues around eating a meal next to fellow passengers having emerged strongly in the qualitative research. The 'importance' figures are 22% for 'hot meal cooked to order and brought to your seat' (46% among First Class ticket holders) and 17% 'à la carte restaurant' (33% among First Class ticket holders). This is consistent with responses to the question "Which one of these dining options do you prefer when travelling First Class?" (sample 970): At Seat Dining 42%; à la carte restaurant 19%; no preference 16%; and don't use either 20%.

The importance of the various catering options varies by geography: having a buffet car is important to 35% of passengers in Peterborough and the East Midlands category of our sample, but important to 65% in the Scotland category. Unsurprisingly, the longer the likely journey time, the greater the importance of catering. To have a 'hot meal cooked to order and brought to seat' is important to 16% of passengers in Peterborough and the East Midlands category, but 30% in the Scotland category. For an 'à la carte restaurant', 13% importance for Peterborough and the East Midlands, but 21% for Scotland.

The qualitative research also revealed widespread experience of inconsistency in NXEC catering provision, from staff shortages to technical faults with equipment to running out of items *en route*. One respondent said *"There do seem to me to be fairly frequent announcements when the train leaves Kings Cross that the trolley service is not in operation…this morning it was due to food shortages or something"*. In addition, the quantitative research suggests that the Standard Class at seat trolley needs to run more frequently: only 47% of passengers in Standard were satisfied with trolley frequency.

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That all* ICEC trains operate a buffet counter and at seat trolley service in Standard and First Class offering snacks and light refreshments.
  * Passenger Focus recognises that on a very small number of ICEC trains it may not be cost-effective to provide a buffet and an at seat trolley service

- That key business trains and other longer distance trains that run over meal times offer the facility to obtain a hot meal at your seat, whether passengers are travelling Standard or First Class.

- That delivery of the catering provision be a Committed Output within the franchise, not to be withdrawn or downgraded by the operator, and subject to audit and mystery shopping to ensure that it is consistently delivered.

We also **recommend** that DfT draws bidders' attention to the findings of our research in this area, in particular around:

- the widespread ignorance among passengers, including regular passengers, about what catering is actually on offer

- perceptions that quality is mediocre (e.g. sandwiches & coffee) and that certain high street brands may encourage more passengers to buy on board more often

- the absence of 'healthier' options (e.g. fruit)

- the high price of some items for what they are, particularly compared with the same item in the high street

- that the current range of complimentary items in First Class generally underwhelms

- that catering staff are not always as attentive as passengers expect.

Finally, please note our view that unless the ticket is a specific inclusive 'package', it is not desirable for the cost of a meal to be included in the price of a ticket. Passengers end up paying for food whether they want it or not, and on the occasions when items are not available passengers still end up paying.

Train presentation

Passenger Focus's September 2009 qualitative research, in conjunction with Directly Operated Railways, revealed that passengers have a strong negative view of toilets on NXEC trains. Respondents referred to them as messy, smelly, unclean and poorly maintained (e.g. run out of soap and/or hand towels).

NPS shows that NXEC currently lags behind other long-distance operators in aspects of train presentation. Cleanliness of the inside of the train is six percentage points lower than Virgin Trains at 82% satisfaction, while up-keep and repair of the train (79%) and toilet facilities on the train (45%) are both 11 percentage points lower than Virgin Trains. The NXEC score for satisfaction with toilets on trains is the lowest of all long-distance train operators and on a falling trend in the last three years.

Toilet facilities on train, NPS 2004-2009
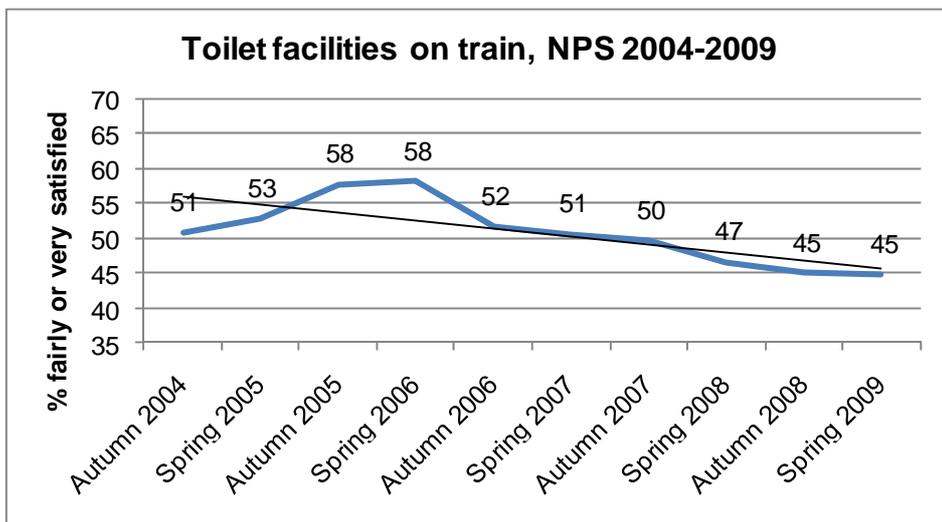
It is notable that Passenger Focus research into value for money[1] found that for long-distance passengers cleanliness of trains and that train toilets are clean and in working order were significant factors in determining satisfaction with value for money.

Passenger Focus **recommends** that DfT specifies the following in the new ICEC franchise:

- That all additional rolling stock brought into the ICEC franchise is refurbished to the same standard as the existing Mk IV and HST fleets.

- That DfT includes contractual targets for NPS satisfaction for train cleaning, up-keep and repair within the new franchise.

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[1] Page 24 of the Continental Research report published as part of Passenger Focus's Fares and Ticketing Study in February 2009 refers:
http://www.passengerfocus.org.uk/news-and-publications/document-search/document.asp?dsid=2526

Wi-fi provision

Passenger Focus's September 2009 research revealed that passengers want wi-fi on ICEC trains, but routinely experience difficulties with the download speed and connectivity of the current system.

Quotes from the qualitative phase included *"It can be a bit slow and flaky. It can drop off and you can lose the signal"* from a First Class business traveller and *"It's great when it works, but it's very frustrating when it doesn't…I can't rely on it"* from a commuter, although the fact the service is free was a strong positive.

In the quantitative phase, 19% of the 5,869 passengers answering the question had used the wi-fi on the journey they were making when they completed the questionnaire. 53% of commuters; 52% of business travellers; 33% of leisure travellers; and 48% of First Class ticket holders said having wi-fi was fairly or very important on today's journey. Download speed and connectivity are problems: 37% rated download speed while browsing fairly or very satisfactory, while 40% rated reliability of the connection during journey as fairly or very satisfactory.

Passenger Focus **recommends** that DfT includes the following requirements in the new franchise:

- That onboard wi-fi continues to be provided free of charge to both First Class and Standard ticket holders on all ICEC trains.

- That there is a requirement on the new operator to monitor customer satisfaction with the reliability of the onboard wi-fi and develop action plans to address issues that emerge.

- That building on the facility already provided at York station, free wi-fi be provided within the principal waiting areas of the 12 ICEC-managed stations and reasonable endeavours made to procure the same at London Kings Cross, Leeds and Edinburgh Waverley.

8. Personal security

Personal security on-board trains

Passenger satisfaction with personal security while on board NXEC trains has shown a gentle decline over the last five years and at 82% in the Spring 2009 NPS is similar to the average for all long-distance operators. In 2005/06 GNER achieved 85% satisfaction, the level that Virgin Trains is achieving today.

Passenger Focus's September 2009 research listed personal security on-board trains as the eighth highest priority to improve.

It is notable that among 16 to 25 year olds, satisfaction with the availability of staff on NXEC trains is just 46% in the Spring 2009 NPS (overall 63%), the very group British Transport Police statistics show are most likely to be a victim of crime on the railway.
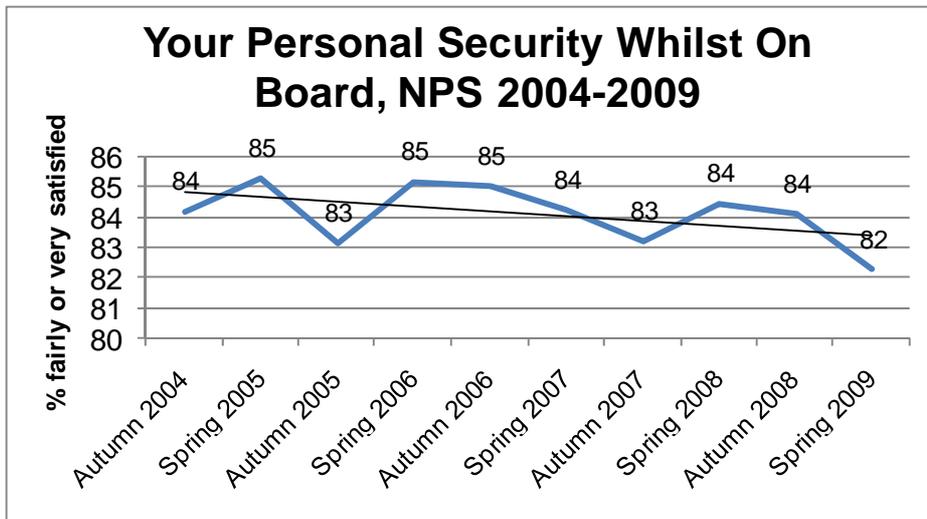
Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to increase satisfaction with personal security on board.

Personal security at stations

Passenger satisfaction with personal security at the station among NXEC passengers has been on an increasing trend over the last five years and is on a par with other long-distance operators.
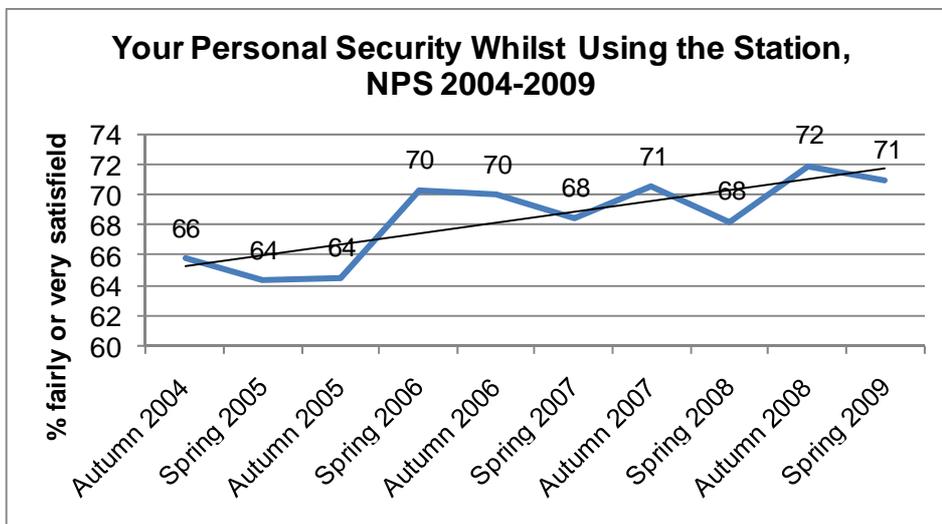
Passenger Focus **recommends** that DfT requires the new operator to maintain all existing secure station and car park accreditations and to achieve accreditation where it is currently lacking.

We also **recommend** that DfT draws bidders' attention to the Passenger Focus's publication **Passenger perceptions of personal security on the railways**, March 2009:

http://www.passengerfocus.org.uk/news-and-publications/document-search/document.asp?dsid=2572

9. Stations

Priorities for improvement at stations

In **Passenger Focus's September 2009 research** improving station facilities and services ranked 12th out of 12 issues in passengers' overall priorities for improvement. Passenger were also asked to indicate their priorities for improving station facilities, if improvements were to be made, with four areas from which to choose. Passengers indicated their top priority for improvement as waiting facilities (34%); station toilets (21%); car parking (12%); station staffing (8%); and 27% did not regard any of these as priorities for improvement at stations.
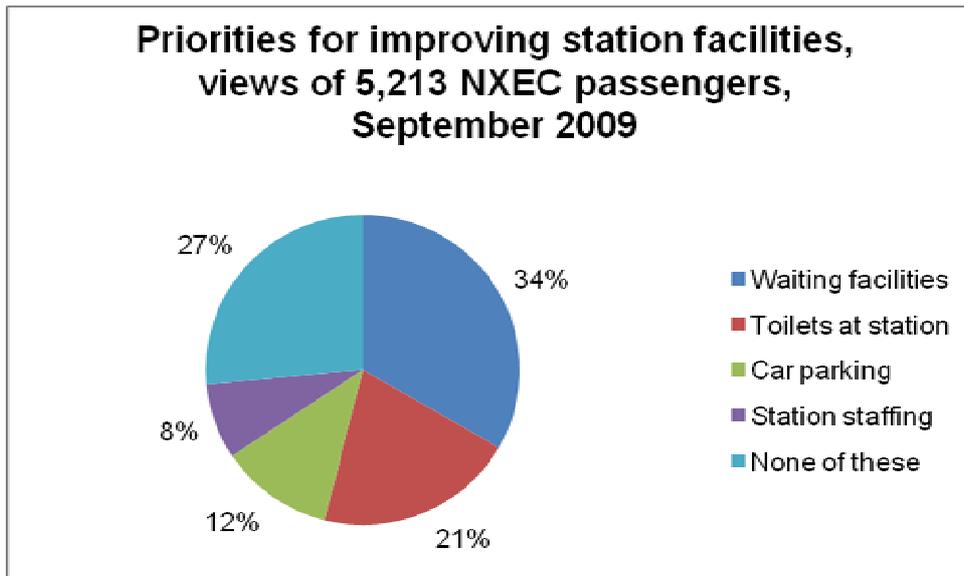
Priorities for improving station waiting facilities were: having more seats (65%); canopy extension to protect passengers from the rain (13%); and improving the cleaning and maintenance of waiting areas (11%); and 15% did not regard any of these as their top priority to improve waiting facilities.
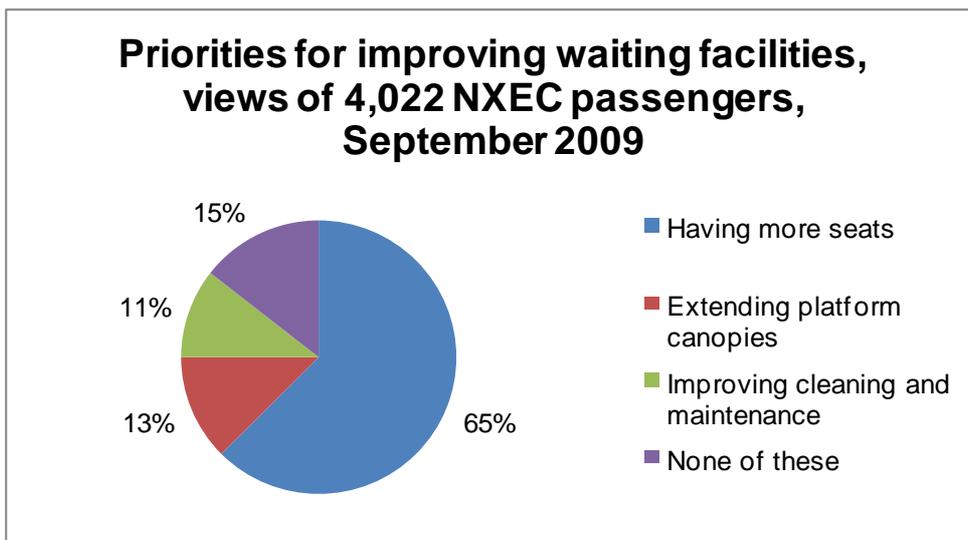
Priorities for improving toilet facilities at stations were: improving the cleaning and maintenance (41%); having more cubicles/urinals (24%); extending opening hours (15%); and 24% did not regard any of these as their top priority to improve toilet facilities. Improving the cleaning and maintenance of station toilets was the top priority for all journey purposes (commuter, business, leisure); it was the top priority for a greater proportion of business passengers (48%) than commuter or leisure passengers, 37% and 38% respectively.
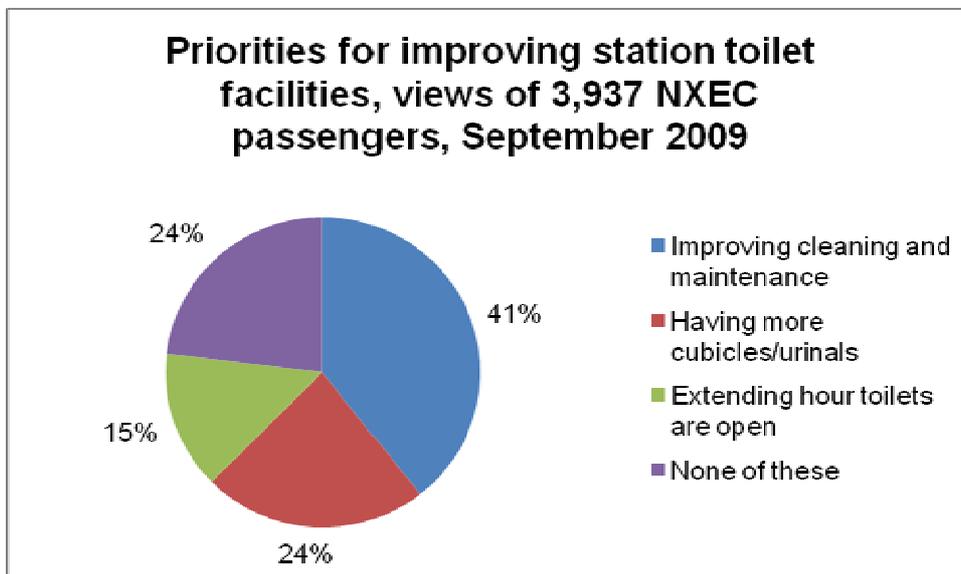
Priorities for improving station staffing were: having staff more visible (33%); improving staff knowledge at times of disruption (25%); improving staff attitude and helpfulness (18%); and 28% did not regard any of these as their top priority to improve station staffing. Having staff more visible was a greater priority for leisure passengers than for either business users or commuters, probably reflecting lower familiarity with rail travel on a given route and so need for greater reassurance.
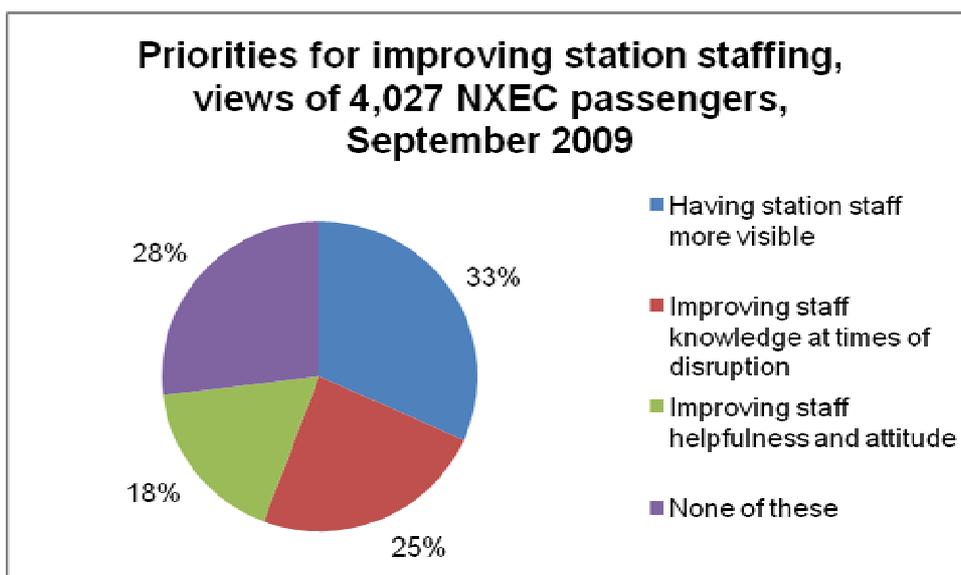
Passenger Focus **recommends** that DfT requires bidders to demonstrate how their investment and station management plans will deliver:

- more seats for passengers waiting for trains

- cleaner and better-maintained station toilet facilities

- station staff that are more visible to passengers

- station staff with better knowledge during times of disruption

Car parking and station travel plans

Passenger priorities for car parking

Passenger Focus's September 2009 research asked passengers to indicate their priorities for improving station facilities, with four areas from which to choose. Priorities were having more parking spaces (39%); making it easier to pay (8%); and improving cleaning and maintenance of the car park (2%). Significantly, 52% did not regard any of these as their top priority for improving car parking: we suspect this is because we did not offer a "reduce the cost of parking" option.

Priorities for improving station car parking, views of 5,213 NXEC passengers, September 2009

- Having more spaces — 39%
- Making it easier to pay — 8%
- Improving cleaning and maintenance — 2%
- None of these — 52%
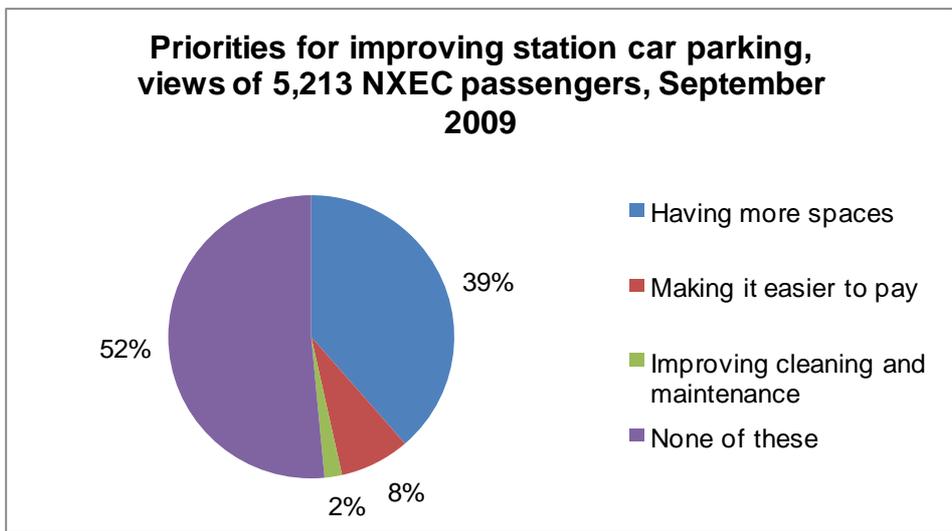
Passenger satisfaction with car parking facilities

NPS shows that passenger satisfaction with facilities for car parking stands at 55% on a gently rising trend, but it also shows that there is considerable variation from station to station.

Facilities For Car Parking, ICEC, NPS 2004-2009
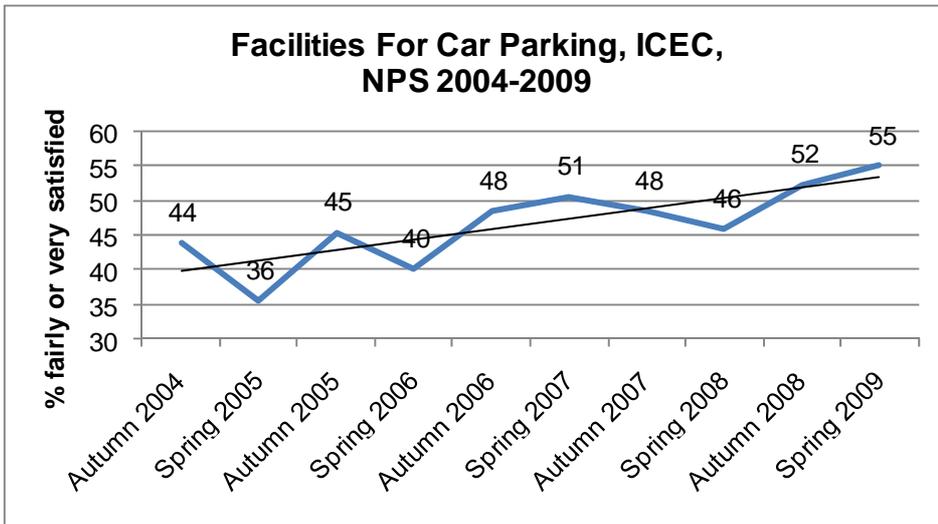
The table below shows the NPS satisfaction with facilities for car parking over the last 10 NPS surveys combined, i.e. the last five years, in order to give robust sample sizes for individual stations (note: despite this the figures for Dunbar have been removed and those for Berwick upon Tweed and Retford should be treated with some caution).

Berwick	Darlington	Doncaster	Dunbar	Durham	Grantham	Newark	Newcastle	Peterborough	Retford	Wakefield	York
61%	46%	46%	n/a	47%	62%	85%	44%	48%	74%	64%	50%

Prior to the current recession, demand for car parking at a number of stations managed by the ICEC franchise was outstripping supply, despite the very high prices being charged by GNER and later NXEC. Outside the large urban areas, the car will play a key role in passengers accessing ICEC services and as demand for travel re-emerges, it is likely that station car parks will quickly be at capacity once again. It should also be noted that at many ICEC stations there are too few bicycle parking spaces and at some stations they are of poor quality.

Passenger Focus **recommends** that DfT requires bidders to develop, alongside their assumptions about volume growth during the franchise term, a station travel plan for how passengers will get to and from each station, including implications for car parking. The key elements of each travel plan should become committed obligations in the franchise.

Car parking fees

Passenger Focus's September 2009 research showed that commuters found car parking charges at NXEC stations extortionate. One commuter said *"My wife pleads with me to use the car [instead of a motorbike], but I just won't pay that money – the parking costs a fortune"*. It may not be possible to sustain an argument in law that train companies control both the supply and price of car parking around railway stations, or that even if they do their behaviour amounts to abuse of market position, but that is the perception of many passengers. For commuters, the car park fee is often an extension to their rail season ticket cost and many find it odd that one is regulated and one is not.

The daily car parking prices at NXEC stations are high (e.g. Peterborough £12, Grantham £10, York £13, Darlington £10, Newcastle £14). In contrast, and with the exception of Reading and Bristol Temple Meads, First Great Western do not charge more than £10 per day (e.g. Plymouth £8.50, Oxford £8.20, Didcot £5.90, Chippenham £6.50). In some cases the car parking fee is about the same as some off-peak rail fares from the station concerned (e.g. Peterborough to Cambridge, £12.80).

Passenger Focus **recommends** that in the new franchise DfT specifies that an RPI+1% cap on 'all day' and annual car parking prices be applied at ICEC stations for the duration of this franchise.

Station presentation

The ICEC franchise manages 12 stations, but has a considerable interest in how Network Rail manages London Kings Cross, Leeds, Edinburgh Waverley and Glasgow Central. The Spring 2009 NPS shows satisfaction with station quality among NXEC passengers lagging behind the average for long-distance train operators, and further still behind Virgin Trains. NXEC have not, in Passenger Focus experience, been good at ensuring Network Rail attends promptly to landlord responsibilities, whether it be leaky roofs or defective customer information systems.

Percentage satisfied, NPS Spring 2009	NXEC	Cross Country	East Midlands Trains	TPE	Virgin Trains	All long-distance train operators
Overall environment	69	74	75	75	76	73
Upkeep repair of station buildings/platform	67	68	75	75	75	71
Facilities and services	59	64	61	61	64	63
Cleanliness	72	75	77	77	80	76

Examination of the 12 NXEC-managed stations reveals significant variation between them. The table below shows the last 10 NPS surveys combined in order to give robust sample sizes for individual stations (note: despite this the figures for Dunbar have been removed and those for Berwick upon Tweed and Retford should be treated with some caution because of low sample size).

Percentage satisfied, NPS Autumn 2004 to Spring 2009 (combined)	Berwick	Darlington	Doncaster	Dunbar	Durham	Grantham	Newark	Newcastle	Peterborough	Retford	Wakefield	York
Overall environment	90	75	69	n/a	78	89	86	81	63	60	72	85
Upkeep repair of station buildings/platform	88	73	64	n/a	73	88	85	80	56	70	68	80
Facilities and services	79	70	70	n/a	67	78	71	68	63	28	65	76
Cleanliness	93	77	71	n/a	78	91	90	79	67	69	73	81

Passenger Focus **recommends** that DfT includes contractual targets for NPS performance in the area of overall environment, upkeep repair of station buildings/platform and cleanliness.

10. Additional issues

a. Passenger's Charter

The NXEC Passenger's Charter is regarded by Passenger Focus as 'best in class' and it is important that the following provisions are maintained under the new franchise:

- An 'irrespective of cause' delay repay scheme giving compensation to the value of 50% of either the outward or return portion for a delay of 30-59 minutes; compensation to the value of 100% of either the outward or return portion for a delay of 60-119 minutes; and compensation to the value of 100% of the outward and return portions (where applicable) for a delay of 120 minutes or more. The new operator should be encouraged to add "without quibble, we will exchange National Rail travel vouchers for a cheque on request".

- Compensation to the value of your ticket in the event that a seat reservation is not honoured and an alternative seat cannot be found on the train.

- Compensation to the value of your ticket in the event that an Assisted Passenger Reservation System (APRS) booking is not honoured.

- In the event of a missed connection because of delay to or cancellation of an NXEC train, a commitment to arrange alternative transport to get passengers to their final destination if the next connecting train is more than 60 minutes later and the alternative transport will result in an earlier arrival than waiting for the next train.

- In the event that delay to or cancellation of an NXEC train makes it impossible for a passenger to get to their destination at a reasonable time by train or alternative transport, a commitment to EITHER get the passenger back to their origin point and let them travel again the following day OR arrange overnight accommodation and let them continue the following day, in either instance without additional charge. The new operator should be encouraged to add "taking into account the passenger's preferences".

- A commitment to provide refreshments on trains and at stations in the event of severe delays.

As with all 'delay repay' style Passenger's Charters, regular passengers who experience a large number of sub-30 minute delays receive no compensation. While an individual would have to be particularly unlucky, it is a fact that a season ticket holder could be 29 minutes late to and from work every day, yet receive no compensation.

Passenger Focus **recommends** that DfT requires the Charter for the new ICEC franchise to contain:

- The six bullet points above, with consideration given to the two suggested improvements

- Additional protection for season ticket holders in the event of poor punctuality in the peaks over a sustained period. The principle is contained within the existing NXEC Charter, it just needs to be strengthened by replacing the words "will consider compensating" with "will compensate" and agreement on an appropriate delay threshold and trigger level. Based on research conducted previously on this subject, we suggest a 10 minute threshold because less than 10% of passengers expect to be compensated for a delay of under 10 minutes.

b. Meeting the needs of disabled passengers

Passenger Focus's **Assisted Passenger Reservation Service: Mystery Shop**, September 2008 found a number of deficiencies in how assistance is provided to disabled passengers through the APRS system. In particular, the booked assistance not being delivered on the day and poor attitude and helpfulness among some staff. Arrangements during disruption to services are also known to be a problem, despite the greater likelihood that train operators have the phone number of a passenger using APRS and so the means to get in touch if things start going wrong.

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That sufficient post-journey customer satisfaction surveys are conducted each period to give a robust indication of the views of ICEC passengers who used APRS when making their journey

- That based on the findings of these surveys and other feedback received from disabled passengers, an annual action plan be developed setting out actions designed to improve the service provided to disabled passengers using ICEC trains and stations, including customer satisfaction among those using the APRS system.

- That all passengers with an APRS booking whose journey will be affected by amendments, cancellations or disruption to services will receive a telephone call to help them re-plan their journey.

In addition, we recommend that DfT draws bidders' attention to **Passenger Focus's best practice guidelines** in this area: http://www.passengerfocus.org.uk/news-and-publications/document-search/document.asp?dsid=1898

c. Staff on trains

Availability

Passenger satisfaction with the availability of staff on board NXEC trains was 63% in the Spring 2009 NPS, on a falling trend and lower than Virgin Trains (66%), Cross Country (67%) and TransPennine Express (67%).

Availability Of Staff On Train, NPS 2004-2009
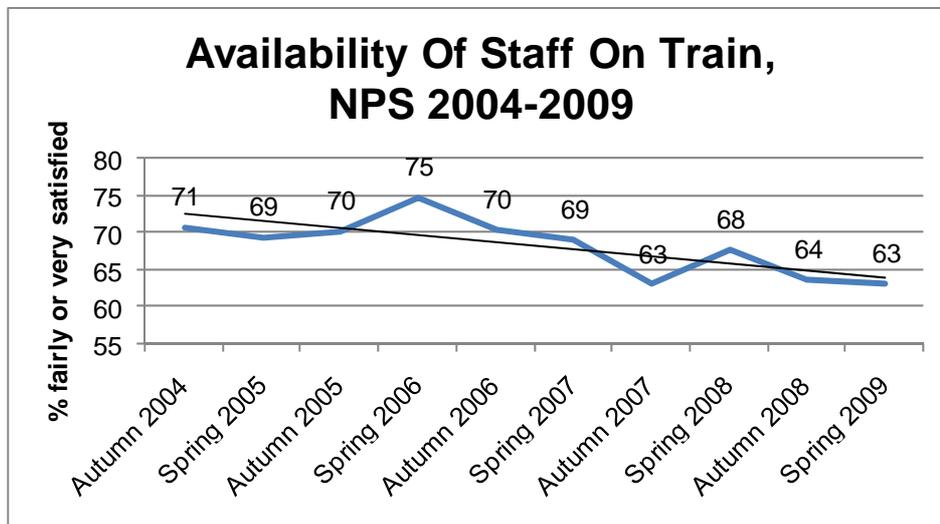
Staff helpfulness and attitude

In Passenger Focus September 2009 research, in conjunction with Directly Operated Railways, passengers were generally positive in their comments about NXEC Train Guards. However, this was qualified by occasional examples of problems with helpfulness and attitude among Guards: as one respondent put it, *"I think generally they're really helpful (but) I've had a couple that have been a bit off"*. The new operator will need to make sure that passengers experience a helpful, customer-focused attitude from all its Guards, not just the good ones.

NPS shows a decline in passenger satisfaction with the helpfulness and attitude of staff on ICEC trains, under both GNER and National Express.
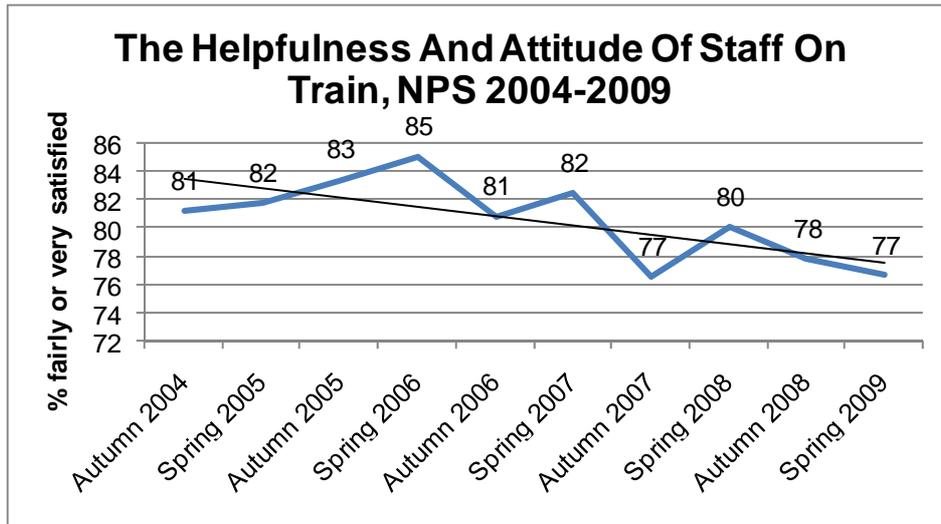
Passenger Focus **recommends** that DfT includes contractual targets for NPS performance in the area of availability of staff on trains and helpfulness and attitude of staff on trains.

d. Information and managing service disruption

Passenger Focus's September 2009 research found that provision of information about train times and platforms was the seventh highest priority for improvement among NXEC passengers.

When services are delayed or disrupted passengers want the information that allows them to make an informed choice about what they do. **Passenger Focus's September 2009 research** sought to understand how ICEC could best inform passengers of disruption before they set off for the station. Among over 5,000 passengers, 62% do not usually know about delays before getting to the station: this means almost two thirds do not have the opportunity to make an informed choice about whether to 'battle on' or rearrange their travel plans. Of those who did usually know there were problems, 26% found out from a website; 10% from the radio; and 7% from the television. However, when asked their preferred means to find out about disruption before setting off for the station, the responses were 48% text alert; 17% website; and 11% email. These findings suggest that passengers want ICEC proactively to tell them about problems, rather than be forced to hunt out the information themselves, and that receiving a text alert is clearly the preferred channel.

The NPS shows that passengers travelling with NXEC rate it more highly than other train companies for the "usefulness of information during a delay". That said, less than two in three (64%) East Coast passengers answered this question "very well" or "fairly well" in Spring 2009. But it must always be front of mind that many of the stations managed by ICEC have substantial use by non-ICEC trains and passengers. The "very well" and "fairly well" ratings are different for "usefulness of information during a

delay" when looking at passengers who join trains at NXEC stations, i.e. irrespective of which TOC runs their train. The Autumn 2008 and Spring 2009 NPS waves combined revealed "very well" and "fairly well" results as follows: Doncaster (29%), Newcastle (34%) and York (50%), although it should be noted that these scores are derived from a sample of between just 40 and 50 passengers. How a station performs will of course have no bearing on a passenger's experience if a delay occurs *en route*, but it gives an indication that the global figure for those travelling with NXEC may mask poorer performance at individual station level.

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That compliance with the ATOC Approved Code of Practice Passenger Information During Disruption and with the Good Practice Guides on provision of passenger information become requirements in the new franchise, verification of which will need a compulsory programme of audit and mystery shopping.

- That a facility for passengers to receive SMS text alerts free of charge warning them if disruption will, or is likely to, affect their journey be a requirement in the new franchise – with an associated requirement to achieve a strong level of sign up.

- That active co-operation be required with proposals developed by the industry Passenger Information During Disruption (PIDD) Steering Group to feed station customer information systems directly from Darwin, the national real time train running database.

- That a strategy be developed and implemented to improve NPS scores for "how well train company dealt with delay" and "usefulness of information during a delay".

e. Keeping passengers on trains during engineering works

Passenger Focus is pleased with the approach taken by NXEC to keep passengers on trains wherever possible during engineering works, rather than using buses. This fits well with our appeal that the rail industry makes a simple pledge to keep passengers on trains and use buses only as a last resort. It is important that there is an obligation within the new ICEC franchise to adopt this approach: there must be a safeguard against an operator opting to receive a compensation payment from Network Rail and running replacement buses instead.

Passenger Focus **recommends** that in the new franchise DfT requires the development and implementation of a strategy, jointly with Network Rail, that keeps passengers on trains during the maintenance, renewal and upgrade of the railway, and uses buses only as a last resort.

f. Ticket office queuing time and opening hours

Passenger Focus's **Fares and Ticketing Study** recommended that DfT in future requires train operators to formally report their adherence to two elements of the Ticketing and Settlement Agreement (TSA). First, the three (off-peak) and five (peak) minutes maximum queuing time at ticket offices and, second, compliance with the opening hours set out in Schedule 17 of the TSA. Passenger Focus research **Passengers' priorities for improvements in rail services 2007** revealed that reducing ticket office queuing times was the sixth highest priority for improvement at a national level. The Spring 2009 NPS shows that among NXEC passengers satisfaction with ticket buying facilities is similar to the long-distance sector average of 80% very and fairly good.

Looking at the last four NPS waves combined, satisfaction among passengers of all train operators who bought tickets at NXEC-managed stations shows higher satisfaction overall (90% very and fairly good), although this excludes London Kings Cross and Edinburgh. It also reveals that two stations have significantly fewer passengers saying "very good" for ticket buying facilities than the average for NXEC managed stations (52%): they are Peterborough and London Kings Cross (NXEC passengers only), 26% and 22% respectively.
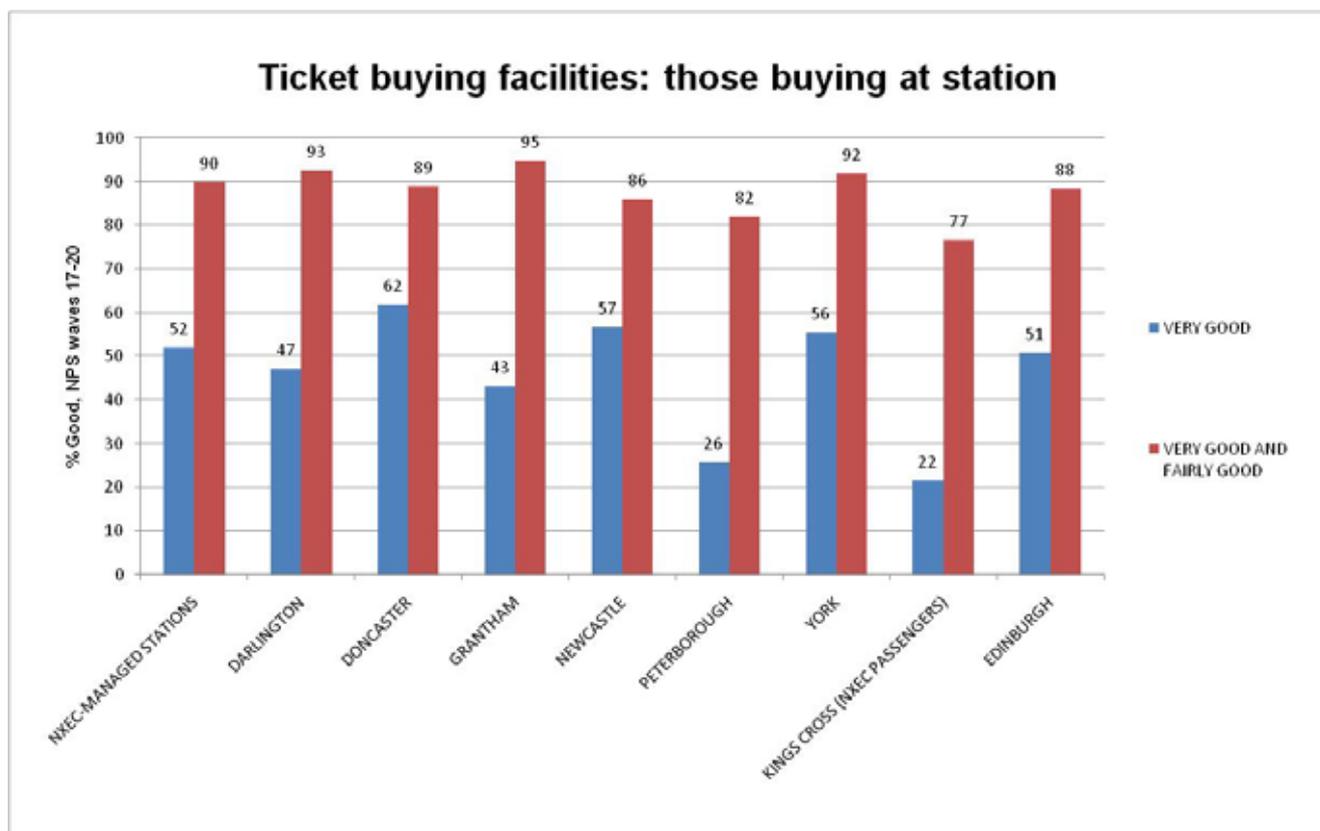
Source: Passenger Focus National Passenger Survey, Autumn 2007-Spring 2009

Note: although results for all 12 NXEC stations are included in the 'NXEC-managed stations' figure above, data are shown only for those stations with sufficient NPS sample size, plus London Kings Cross and Edinburgh where Network Rail runs the station but NXEC manages the ticket office.

Passenger Focus's **Ticket queuing times at major rail stations**, May 2008, also showed that out of 12 major stations nationally ticket office queuing time was a particular problem at London Kings Cross, with 26% of passengers queuing for more than five minutes at peak times; 76% more than three minutes at off-peak times on weekdays; and 59% more than three minutes at weekends.

Finally, queuing time for buying tickets in advance is known to be a particular problem at Edinburgh and London Kings Cross.

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That the existing obligation to make reasonable endeavours to comply with the maximum ticket office queuing times and the Schedule 17 ticket office opening hours be retained in the new franchise.

- That the franchisee must report to DfT on both issues, station by station and period by period, throughout the franchise term. At stations where 'tickets for today' and 'tickets in advance' have separate queues, they should be reported separately.

- That there are contractual targets for NPS satisfaction in the area of ticket buying facilities at ICEC managed ticket offices.

Summary of recommendations

This section provides a full list of the recommendations made in this paper. The order in which they appear broadly reflects the priority our research suggests passengers attach to them.

3. Passenger Satisfaction

- Passenger Focus **recommends** that DfT requires the new ICEC operator to achieve 90% NPS Overall Satisfaction and to implement a strategy designed to achieve 92% and above.

4. Train performance

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- Challenging but achievable targets for increasing the number of trains achieving 'right time or early' at destination, but without resorting to extended journey times.

- Challenging but achievable targets for reductions in the number of trains reaching their destination more than 20 minutes late, but without resorting to extended journey times.

- A requirement to report the percentage of trains arriving at key intermediate stations 'right time or early' and later than the minimum connection time allowed by industry journey planning systems at those stations. We would suggest Peterborough, Doncaster and York, at which the minimum connection times are, respectively, 8 minutes, 7 minutes and 8 minutes.

5. Value for money, fares and ticketing

Fares regulation

- That the fares regulation regime applied to the ICEC franchise allows prices to rise by no more than Retail Prices Index (RPI) plus 1% per annum. In addition, we recommend that restrictions be placed on the fares basket flexibility that currently (2010 excepted) allows RPI+1%+5% on individual fares.

A logical, transparent and fair pricing structure

- That a new, easily-understood fares structure is introduced on ICEC that will be regarded by passengers as logical, transparent and a fair price for the journey being made. Prices for those passengers who can buy well in advance and stick to their plans can be fantastic value for money: Spring 2009 NPS shows 70% value for money satisfaction among users of Advance Single tickets on NXEC. However the options for those travelling at short notice, or requiring even a small degree of flexibility are in some cases extremely expensive and result in value for money scores plummeting: 43% among users of Off-Peak and Super Off-Peak tickets and 26% among users of Anytime tickets. Flexibility at an affordable price is a key requirement of such a new structure and it should seek to reduce those unregulated prices, e.g. Anytime Singles and Returns that have risen considerably ahead of inflation in recent years.

- To help deliver flexibility at an affordable price, that the Off-Peak Single (formerly Saver Single) be priced at 50% of the Off-Peak Return (formerly Saver Return) instead of being £1 less as at present. This mechanism is used already by First Great Western and Virgin Trains to give passengers the opportunity to mix their use of train-specific Advance Single tickets and more flexible options – for instance, travelling out on a specific train but needing flexibility about the return time.

- That passengers holding Advance Single tickets who miss the train on which they have booked should be permitted to pay the difference, plus an administration fee, between what they have paid already and the appropriate new ticket they are required to purchase. This will substantially address the genuine anger passengers feel when they miss their intended train and are asked to buy a completely new ticket with no account taken of the money already paid. The sums involved can be significant: a Standard Advance Single from London to Newcastle costs up to £119.50. Surely, with an administrative fee applied, that sum should count towards the new ticket a passenger is required to buy?

- To ensure passengers have confidence in the fares structure, that fares on 'walk up' interavailable flows controlled by ICEC, the official through fare must never exceed the sum of 'walk up' interavailable fares for individual legs of the journey (except where a journey takes place partly at peak time and partly not).

Spreading the cost of an annual season ticket

- That the facility to pay for an annual season ticket in 12 instalments, without a charge for credit, is developed and activity promoted. This will allow more passengers, and potential passengers, to benefit from the value offered by the 52 weeks for the price of 40 annual season ticket. It will also bring the railway in line with other public and private sector organisations.

Ticket vending machines

- That on flows controlled by ICEC, applicable restrictions should be printed on passengers' tickets to remove confusion over validity.

- That all ICEC ticket vending machines must clearly display outward and return ticket restrictions on the screen prior to a passenger committing to purchase.

Internet ticket sales

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That impartial retailing rules be formally extended to cover internet ticket sales through the new operator's website

- In order to prevent overcharging and ensure passengers can have confidence that they are getting the best price, that it be made impossible to buy an Advance Single ticket at a higher price than the 'walk up' fare available on the same train and that it be made impossible to buy out and back Standard Class Advance Singles at a higher price than the 'walk up' return fare available on the same trains.

- That the 'cut off' time for buying Advance Single tickets be moved to the latest practicable time to allow the production and positioning of ticket reservation labels. The remaining as-yet-unsold Advance Single tickets should stay on sale, if practicably possible, until two hours before the train departs from its origin station.

6. Service frequency and getting a seat

- Passenger Focus **recommends** that DfT specifies that the weekday off-peak standard hour service pattern becomes the timetable operated by ICEC on Saturdays and Sundays.

Weekday evenings northbound

- Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run later trains on weekdays from London Kings Cross to destinations where this research suggests that current timetables are not meeting passengers' needs.

Weekday evenings southbound

- Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run later trains on weekdays to London Kings Cross from stations where this research suggests that current timetables are not meeting passengers' needs.

Saturday evenings

- Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run later trains on Saturdays from London Kings Cross to destinations where this research strongly suggests that current timetables are not meeting passengers' needs.

Sunday mornings

- Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to run earlier trains on Sundays to London Kings Cross from stations where this research suggests that current timetables are not meeting passengers' needs.

Later last train north of Newcastle

- Passenger Focus **recommends** that DfT requires later services between Newcastle and Edinburgh, calling at Morpeth, Alnmouth, Berwick and Dunbar.

Newcastle to Edinburgh service pattern in general

- Passenger Focus **recommends** that DfT uses the opportunity presented by the re-letting of the ICEC franchise to review the timetable between Newcastle and Edinburgh taking into account the feasibility study announced by Transport Scotland on 10 September 2009 into an hourly Edinburgh to Dunbar service.

7. Facilities and services on-board the train

On-board Catering

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That all* ICEC trains operate a buffet counter and at seat trolley service in Standard and First Class offering snacks and light refreshments.
  * Passenger Focus recognises that on a very small number of ICEC trains it may not be cost-effective to provide a buffet and an at seat trolley service

- That key business trains and other longer distance trains that run over meal times offer the facility to obtain a hot meal at your seat, whether passengers are travelling Standard or First Class.

- That delivery of the catering provision be a Committed Output within the franchise, not to be withdrawn or downgraded by the operator, and subject to audit and mystery shopping to ensure that it is consistently delivered.

We also **recommend** that DfT draws bidders' attention to the findings of our research in this area, in particular around:

- the widespread ignorance among passengers, including regular passengers, about what catering is actually on offer

- perceptions that quality is mediocre (e.g. sandwiches & coffee) and that certain high street brands may encourage more passengers to buy on board more often

- the absence of 'healthier' options (e.g. fruit)

- the high price of some items for what they are, particularly compared with the same item in the high street

- that the current range of complimentary items in First Class generally underwhelms

- that catering staff are not always as attentive as passengers expect.

Train presentation

Passenger Focus **recommends** that DfT specifies the following in the new ICEC franchise:

- That all additional rolling stock brought into the ICEC franchise is refurbished to the same standard as the existing Mk IV and HST fleets.

- That DfT includes contractual targets for NPS satisfaction for train cleaning, up-keep and repair within the new franchise.

Wi-fi provision

Passenger Focus **recommends** that DfT includes the following requirements in the new franchise:

- That onboard wi-fi continues to be provided free of charge to both First Class and Standard ticket holders on all ICEC trains.

- That there is a requirement on the new operator to monitor customer satisfaction with the reliability of the onboard wi-fi and develop action plans to address issues that emerge.

- That building on the facility already provided at York station, free wi-fi be provided within the principal waiting areas of the 12 ICEC-managed stations and reasonable endeavours made to procure the same at London Kings Cross, Leeds and Edinburgh Waverley.

8. Personal security

Personal security on-board trains

- Passenger Focus **recommends** that DfT includes a requirement in the specification for the new franchise to increase satisfaction with personal security on board.

Personal security at stations

- Passenger Focus **recommends** that DfT requires the new operator to maintain all existing secure station and car park accreditations and to achieve accreditation where it is currently lacking.
- We also **recommend** that DfT draws bidders' attention to the Passenger Focus publication **Passenger perceptions of personal security on the railways**, March 2009:http://www.passengerfocus.org.uk/news-and-publications/document-search/document.asp?dsid=2572

9. Stations

Priorities for improvement at stations

Passenger Focus **recommends** that DfT requires bidders to demonstrate how their investment and station management plans will deliver:

- more seats for passengers waiting for trains

- cleaner and better-maintained station toilet facilities

- station staff that are more visible to passengers

- station staff with better knowledge during times of disruption

Passenger priorities for car parking

- Passenger Focus **recommends** that DfT requires bidders to develop, alongside their assumptions about volume growth during the franchise term, a station travel plan for how passengers will get to and from each station, including implications for car parking. The key elements of each travel plan should become committed obligations in the franchise.

Car parking fees

- Passenger Focus **recommends** that in the new franchise DfT specifies that an RPI+1% cap on 'all day' and annual car parking prices be applied at ICEC stations for the duration of this franchise.

Station presentation

- Passenger Focus **recommends** that DfT includes contractual targets for NPS performance in the area of overall environment, upkeep repair of station buildings/platform and cleanliness.

10. Additional issues

Passenger's Charter

Passenger Focus **recommends** that DfT requires the Charter for the new ICEC franchise to contain:

- An 'irrespective of cause' delay repay scheme giving compensation to the value of 50% of either the outward or return portion for a delay of 30-59 minutes; compensation to the value of 100% of either the outward or return portion for a delay of 60-119 minutes; and compensation to the value of 100% of the outward and return portions (where applicable) for a delay of 120 minutes or more. The new operator should be encouraged to add "without quibble, we will exchange National Rail travel vouchers for a cheque on request".

- Compensation to the value of your ticket in the event that a seat reservation is not honoured and an alternative seat cannot be found on the train.

- Compensation to the value of your ticket in the event that an Assisted Passenger Reservation System (APRS) booking is not honoured.

- In the event of a missed connection because of delay to or cancellation of an NXEC train, a commitment to arrange alternative transport to get passengers to their final destination if the next connecting train is more than 60 minutes later and the alternative transport will result in an earlier arrival than waiting for the next train.

- In the event that delay to or cancellation of an NXEC train makes it impossible for a passenger to get to their destination at a reasonable time by train or alternative transport, a commitment to EITHER get the passenger back to their origin point and let them travel again the following day OR arrange overnight accommodation and let them continue the following day, in either instance without additional charge. The new operator should be encouraged to add "taking into account the passenger's preferences".

- A commitment to provide refreshments on trains and at stations in the event of severe delays.

- Additional protection for season ticket holders in the event of poor punctuality in the peaks over a sustained period. The principle is contained within the existing NXEC Charter, it just needs to be strengthened by replacing the words "will consider compensating" with "will compensate" and agreement on an appropriate delay threshold and trigger level. Based on research conducted previously on this subject, we suggest a 10 minute threshold because less than 10% of passengers expect to be compensated for a delay of under 10 minutes.

Meeting the needs of disabled passengers

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That sufficient post-journey customer satisfaction surveys are conducted each period to give a robust indication of the views of ICEC passengers who used APRS when making their journey

- That based on the findings of these surveys and other feedback received from disabled passengers, an annual action plan be developed setting out actions designed to improve the service provided to disabled passengers using ICEC trains and stations, including customer satisfaction among those using the APRS system.

- That all passengers with an APRS booking whose journey will be affected by amendments, cancellations or disruption to services will receive a telephone call to help them re-plan their journey.

In addition, we recommend that DfT draws bidders' attention to **Passenger Focus's best practice guidelines** in this area: http://www.passengerfocus.org.uk/news-and-publications/document-search/document.asp?dsid=1898

Staff on trains

- Passenger Focus **recommends** that DfT includes contractual targets for NPS performance in the area of availability of staff on trains and helpfulness and attitude of staff on trains.

Information and managing service disruption

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That compliance with the ATOC Approved Code of Practice Passenger Information During Disruption and with the Good Practice Guides on provision of passenger information become requirements in the new franchise, verification of which will need a compulsory programme of audit and mystery shopping.

- That a facility for passengers to receive SMS text alerts free of charge warning them if disruption will, or is likely to, affect their journey be a requirement in the new franchise – with an associated requirement to achieve a strong level of sign up.

- That active co-operation be required with proposals developed by the industry Passenger Information During Disruption (PIDD) Steering Group to feed station customer information systems directly from Darwin, the national real time train running database.

- That a strategy be developed and implemented to improve NPS scores for "how well train company dealt with delay" and "usefulness of information during a delay".

Keeping passengers on trains during engineering works

- Passenger Focus **recommends** that in the new franchise DfT requires the development and implementation of a strategy, jointly with Network Rail, that keeps passengers on trains during the maintenance, renewal and upgrade of the railway, and uses buses only as a last resort.

Ticket office queuing time and opening hours

Passenger Focus **recommends** that DfT includes the following requirements in the specification for the new franchise:

- That the existing obligation to make reasonable endeavours to comply with the maximum ticket office queuing times and the Schedule 17 ticket office opening hours be retained in the new franchise.

- That the franchisee must report to DfT on both issues, station by station and period by period, throughout the franchise term. At stations where 'tickets for today' and 'tickets in advance' have separate queues, they should be reported separately.

- That there are contractual targets for NPS satisfaction in the area of ticket buying facilities at ICEC managed ticket offices.

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Appendix A

Passenger Focus

National Express East Coast On

Board Service
Requirements

Market Research Report

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National Express East Coast On Board Service Requirements

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APPENDIX I: FOCUS GROUP DISCUSSION GUIDE

1.   Background and Objectives

Passenger Focus is the independent national passenger watchdog. Its vision is to ensure that the rail industry and government are always putting passengers first, achieved by getting the best deal for rail passengers.

It is expected, following an announcement by National Express Group on 1 July 2009, that operation of the Intercity East Coast franchise will transfer from National Express to central government towards the end of 2009. A division of the Department for Transport, Directly Operated Railways, will be responsible for operating Intercity East Coast services until mid 2011. Passenger Focus and Directly Operated Railways are keen to understand passengers' views about a range of on board service issues and are collaborating on this project.

As part of this exercise, research was required to provide an understanding of passengers' experiences and opinions of National Express East Coast.

Specifically this included:

- Identifying improvements that are required to the current National Express East Coast catering provision

- Identifying improvements that are required to the on board wi-fi internet facility provided by National Express East Coast

- Identifying how passenger satisfaction with the attitude and helpfulness of on board staff can be improved from its current position

- Identifying improvements to other elements of passengers' on train and in station experience

2.   Research Methodology

A combination of group discussions and individual face-to-face depth interviews were conducted in order to meet the research objectives.

Group discussions were selected for researching the majority of passengers as they provide a lively forum for debate and discussion, and thus are ideal for generating the key issues and themes. In addition, groups allow us to quickly identify any similarities or differences that may exist between different respondent types. The group dynamic also encourages respondents to share their experiences, challenge each other, build on each others' ideas and debate and discuss their views on rail travel, all of which helps us to build an in-depth understanding and a rich picture of attitudes and opinions.

For logistical reasons face-to-face depth interviews were conducted with disabled passengers. The sample of these respondents was diverse in terms of the nature of their impairment, their travel behaviour and their location, and therefore lacked the cohesiveness required for a group discussion. Furthermore, depth interviews allow us to meet the respondents at a time and place that is suitable for their particular needs, if necessary.

3. Sample Structure

Group Discussions

Location	Group Profile	
London Monday 21st September	**Group 1** Commuters travelling from Newark North Gate, Grantham or Peterborough to London Kings Cross Season ticket holders BC1C2 Aged 25-45 years	**Group 2** Business passengers travelling from London Kings Cross to at least as far north as Doncaster First Class ticket holders Travel at least twice each month BC1C2 Aged 35-55 years
Leeds Tuesday 22nd September	**Group 3** Business passengers travelling from Leeds to London Kings Cross Travel at least twice each month Standard Class ticket holders BC1C2 25 – 45 years	**Group 4** Leisure passengers travelling from Leeds to London Kings Cross Travel at least once in the last 3 months Standard Class ticket Holders BC1C2 21 - 35 years
Edinburgh Monday 21st September	**Group 5** Leisure passengers travelling from Edinburgh to at least as far as York and including passengers travelling to London Kings Cross Travel at least once in the last 3 months Standard Class ticket holders BC1C2 Aged 50+ years	
Newcastle Tuesday 22nd September	**Group 6** Business passengers travelling from Newcastle to London Kings Cross Travel at least twice each month First Class ticket holders BC1C2 Aged 35-55 years	

Each group discussion lasted for 2 hours and comprised 6-8 respondents. The groups in London and Leeds were held in a viewing facility so that members of the project team could observe them. All respondents were incentivised for their participation.

Face-to-Face Depth Interviews

Category	Number of Depth Interviews
Visually impaired	2
Mobility impaired	2
Hearing impaired	2
Learning impaired	2
Total	**8**

Each depth interview lasted for one hour and was held at a time and location convenient to respondents. As with the group discussions, respondents were incentivised for their time.

The depth interviews encompassed commuters, business and leisure passengers across all four locations.

The following criteria were also imposed on the sample overall:

- All respondents were users of National Express East Coast
- All groups contained a mix of male and female passengers
- At least 3 respondents per group had been making that journey for at least 2 years
- All commuters were season ticket holders (mix of monthly and annual)
- All had experienced either on board wi-fi or catering services within the past 6 months
- At least four First Class passengers in the relevant groups had used At Seat Dining

4.   Catering

4.1.   Overview of the on board catering offer

Prior to assessing reactions to catering, the journey purpose should first be considered.

Across the sample, rail travel was seen as a quick and generally stress free mode of transport that gives the passenger direct access to city centres. However, specific motivations for using the train varied depending on the purpose of the journey:

- Business travellers prefer to use the train for business journeys as it provides them with the opportunity to work on the journey – it is possible to read, use a laptop and make phone calls in a way that would not be possible if driving or flying

- Leisure travellers view the train as a quick and comfortable mode of travel that provides them with the opportunity to read, walk around, use a computer, listen to music or even watch DVDs

- For commuters, rail is the quickest mode of transport and the one that offers the most consistent and predictable journey time (compared to driving, for example). For the commuters in this sample, who were travelling from Newark North Gate, Grantham and Peterborough into London Kings Cross, the ability to travel by train was a key factor in enabling them to live outside of London while still working in the City

The role and usage of catering, therefore, differs somewhat depending upon the type of journey.

Business travellers tend to be fairly heavy users of catering, as they are making relatively long journeys (at least 2 hours). They claim they nearly always have a tea or coffee and a snack (such as a biscuit, sandwich or packet of crisps etc) on their journey, and may have hot food or a hot sandwich if travelling over a meal time. In

addition, they may also buy alcoholic beverages on occasion to relax on their homebound trip (if they are not going back to the office).

For leisure travellers, catering can form part of the overall leisure experience. Some older passengers who may be travelling with their families enjoy hot drinks, sweets and snacks as a treat on the journey. Younger leisure passengers appeared more price sensitive and tended to keep catering purchases to a minimum (hot drinks and snacks), with some claiming that they occasionally didn't purchase any items while on the train.

Commuters typically had the shortest journeys of all respondents within the sample, therefore their need to use the on board catering options was naturally more limited. They would, however, sometimes purchase hot drinks in the morning and occasionally 'emergency' purchases – for example a pastry in the morning if they had missed breakfast, or a sandwich on the way home if they were particularly hungry.

There is a combination of factors that influence the passengers' decision to purchase catering items once on board.

Time of day is a key factor - if the journey overlaps a mealtime then the passenger is more likely to purchase food and drink on the train. This, however, generally applies to lunch and dinner –passengers appeared less likely to eat breakfast, as they tended to eat before commencing their journey, unless they were making a very early start (e.g. 06.40 from Leeds to London). This is closely linked to convenience, and this is particularly the case for business travellers, who can save time at their destination by eating on the train. This is less of a trigger for commuters or leisure travellers, who appear more likely to eat once they arrive at their destination, or prior to leaving. Lack of planning is another key driver for using on board catering services. Most respondents claim they prefer to purchase their food in the station prior to boarding the train, as this gives them greater control over the range and quality of the products available to them (particularly for coffees), however in some instances if the passenger is rushing they do not have time to do so, therefore purchase once on board.

"I think people might find it safer to take things with them rather than wait and see if they might get it on the train, because if you don't, you're stuffed"
(Leisure, Edinburgh)

"There's that much choice in the station itself you've always got something to choose before you get on" (Leisure, Leeds)

Finally, boredom and simply seeing other people eat and drink can also trigger passengers to make a purchase.

Overall, passengers were quite satisfied with the on board catering offer, and no major problems were identified during the research. There were, however, some generic issues that spontaneously arose across the sample, regardless of the type of passenger. These included:

- Items being out of stock (respondents in Edinburgh particularly expressed this view)
- The trolley service is not always available (commuters were particularly aware of this)
- A general lack of healthy, fresh, low fat or vegetarian items such as fruit, salads and soups
- The quality of some items (coffee and sandwiches in particular) was thought to be mediocre
- Products were considered expensive compared with the High Street

"It's expensive, you know, and the food's not great"
(Commuters)

"There do seem to me to be fairly frequent announcements when the train leaves Kings Cross that the trolley service is not in operation"
(Commuters)

"It's unhealthy, there's no choice for vegetarians – it's an egg sandwich or a bag of crisps"
(Standard Business, Leeds)

Having said this, passengers were prepared to acknowledge that there are certain, obvious limitations to providing catering on board a train, namely a lack of space for storage and food preparation, and took this into account when commenting on the on board catering services.

This was also evident when discussing on board catering options in a 'competitive' context (e.g. compared to motorway service stations, railway stations and airports). Motorway service stations, while still holding some negative associations, are thought to have improved greatly in recent years, offering more healthy options and branded products such as Marks and Spencer. Airports are thought to offer a vast range of catering options and in flight catering is thought to be of a good standard, and major urban rail stations themselves offer a good range of catering options to take on board, providing stiff competition for the train – however, as described above passengers do acknowledge the natural limitations of on board catering.

There are also some parameters around expectations of quality of on board catering. Some passengers perceive that there is a natural 'ceiling' on the quality of food that it is possible to offer on a train. This is driven by the perception that ingredients can never be completely fresh (as they may have been on the train for some time) and as mentioned above the lack of storage and limited cooking facilities. In addition, some simply don't need or want a 'gourmet' experience on a train, viewing it as a mode of transport, and not a fine dining venue, and for this reason these passengers can be slightly cynical towards some of the more upmarket options offered, particularly as they already perceive the prices for standard items to be high.

4.2.   Communicating on board catering options

Respondents were spontaneously aware of several means by which the on board
catering service is communicated to them.

The most top of mind is the announcements that are made at the start of and
throughout the journey. It should be remembered, however, that the majority of
passengers in our sample were frequent travellers on the routes in question, and thus
appeared inclined to 'tune out' such announcements, indeed some commuters
claimed they were irritating and made too frequently. For visually or learning impaired
passengers, however, these announcements are important as they cannot easily read
written information.

Menus in the restaurant and at the buffet are of course an important source of
information, and some passengers also mentioned that information is provided in the
on board magazine. These are important for those passengers with hearing
impairments, who cannot hear announcements.

Some respondents also mentioned seeing signage on the train e.g. posters in the
buffet relating to special offers, as well as posters in the station and notices on the
internet when booking their tickets.

Ideally, a combination of audio and visual communications would be provided.
Generally, however, awareness of the scope and range of on board catering was
fairly low. This was evident from respondents' pleasant surprise at the range of items
available on all the menus (particularly the buffet) and the variety of dining options
available, indicating there is potential for more effective communications regarding the
range and choice available.

4.3.   The trolley and buffet

Nearly all the respondents in the sample were users of the trolley service. It was
thought to be highly convenient, removed the need for queuing and means the
passenger does not need to leave their seat and valuables. This is particularly

important for mobility-impaired passengers who have difficulty walking in a moving train or problems reading the menus in the buffet or restaurant.

"The trolley's good because if you're travelling with laptops and all the electrical stuff that we do, you don't have to leave your seat. I think that's convenient"
(Commuters)

There were no major criticisms of the trolley service, although some felt that it offered a limited range of products and sometimes did not have change available.

The buffet was also a popular option. Many claim it provides an 'excuse' to get up and stretch their legs, or take a break from work. It naturally provides a greater range of products than the trolley, including cold drinks and hot food. Some, however, had concerns about leaving their seats and valuables, particularly if the buffet carriage was a long way away. Respondents also described that it can be a hassle to carry hot drinks and food on a moving train while negotiating other passengers and the trolley service in the narrow train aisles.

"I would use the buffet for coffee, I think it's better. If I really want a coffee, I'll get off my backside and go and get one"
(Leisure, Leeds)

Upon reviewing the buffet menu, most were pleasantly surprised at the range of goods available, and claimed they had been unaware that the offering was so extensive.

"I didn't know the buffet menu was that extensive…I thought it was just crisps and things"
(Leisure, Leeds)

Some other general points were raised upon looking at the menu:

- The crisps were perceived as extremely expensive at 95p, which was thought to be a huge discrepancy with High Street prices
- Some respondents questioned whether the Hot Eats would be microwaved or freshly cooked. There is a general expectation that they are microwaved, as they don't envisage a chef would be on board the train to cook such dishes
- The option to have sandwiches made in front of them would be appealing to some passengers – this would offer greater variety (as the passenger could choose a wider combination of ingredients) and indicate freshness
- Generally, the menu would be improved by offering a greater range of fresh and healthy items such as soups, jacket potatoes, salads, fruit and a greater range of sandwiches

In short, there was no clear 'winner' between the trolley and buffet services, with some preferring the convenience of the trolley and others preferring the wider range of the buffet.

4.4.   At seat dining and cooked to order hot meals

Standard Class respondents were mostly unaware of an 'at seat' option (although one or two had seen others using this service) and tended to associate it with First Class travel.

Although some respondents who were First Class business travellers had in fact used At Seat Dining, they shared the widely held view of other respondents that there were several barriers to using At Seat Dining.

The key barrier is a general sense of discomfort and embarrassment about eating in the same environment where others are working or relaxing. Hot food in a closely confined setting such as this is potentially messy, smelly and distracting, and many consider it impolite to eat in front of others in such a situation, and conversely would be annoyed if others were to do the same in their presence.

"The food would be all over the place. Your sausages would fly into someone's face!"
(Standard Business, Leeds)

In addition, some claimed they would feel uncomfortable eating when travelling alone, and would be more likely to consider At Seat Dining if they were travelling with a party of friends or colleagues, although in such situations they would then probably be more likely to visit the restaurant, which is a dedicated venue for eating and would be less likely to disturb others.

"I just find it really uncomfortable. I wouldn't go downstairs at a hotel and eat on my own and it's even worse on a train. People can watch you and someone next to you is working on a laptop and you're sitting there slurping your food…"
(First Class Business, Newcastle)

"I just don't think it's the right environment for a relaxing meal"
(Leisure, Leeds)

Lack of space is also a factor. Business respondents in particular find it hard to envisage managing a plate, cutlery and drink alongside their laptop and paperwork at their seat, particularly if they are sitting in an 'airline' style seat where space is considered extremely limited.

Finally, there were concerns around the speed of service, both in terms of food delivery, as passengers are unsure that the train is adequately staffed to cope with high levels of demand, meaning they would have to order early in the journey to ensure service (which may not be convenient) and also in the removal of dirty dishes – they would expect the empty plates to be cleared immediately, and indeed some who had used the service had found service in this respect to be slow.

Views were mixed on looking at the At Seat Dining Menus. The 'Light Bites' menu was particularly criticised for its similarity to the buffet menu. For example, an item listed on the buffet as 'Lamb Hot Pot' was shown on the Light Bites menu as 'Lamb Hot Pot with Italian Mixed Salad Leaves' at a more expensive price, leading to cynicism, as it is generally interpreted to be the same dish at inflated prices. This is disappointing to First Class passengers, who believe there should be a complete departure from the buffet menu to accentuate the difference between the First and Standard Class options.

The Dining Menu was thought to offer a good range of dishes, catering for most tastes, although the vegetarian options were again thought to be limited. Standard Class passengers perceived the prices of this menu to be extremely high, particularly when they consider the negative issues around eating at their seat, as described above.

4.5.   The A La Carte restaurant

Many passengers, particularly those in Standard Class, were unaware of the A La Carte offer. The majority of Standard Class passengers perceive the restaurant is only for First Class passengers, and thus have never investigated the offer, although one or two claimed they had heard announcements inviting Standard Class passengers to the restaurant (albeit rarely).

"I've heard of it, but I always just assume they're going to sting me for an upgrade [to First Class]"
(Commuters)

The A La Carte restaurant would be most passengers' preferred option if they did want to eat a hot meal on the train (excluding hot snacks), as it is considered a more appropriate place to eat than at the seat, and for leisure passengers could become part of the treat and leisure experience.

Passengers travelling between Edinburgh and London were more open to the concept of the A La Carte restaurant, as their journeys are longer and they are more likely to require a hot meal during their trip.

However, some issues did emerge regarding the target audience. Business travellers think the restaurant would be most appropriate for leisure travellers who have time to spare and want a relaxing experience. Leisure travellers, on the other hand, perceive the restaurant to be most used by business travellers who are trying to fit a meal into their busy day and can claim it back on expenses. The restaurant was not generally of interest to commuters as their journey is too short to accommodate a sit down meal,

and in addition they tend to eat with their families when they arrive home in the evening.

"When I get off at Peterborough I can see people tucking into their dinners and it does look great. But I've no idea how much it costs, and I've got no confidence that the food would be ready in time before I arrived in Peterborough"
(Commuters)

On reading the dinner menu for the restaurant, respondents once again expressed a pleasant surprise at the 'upmarket' feel of the options on offer. The nature of the dishes implies they will be cooked fresh to order, as they are not generally 'microwaveable' types of food. The menu was also thought to offer a good variety of traditional foods, which would cater for most tastes. The wine rating scale was also appreciated.

The major barrier to the dinner menu was the prices, at which most of the respondents (particularly in Standard Class) were shocked. The prices were thought comparable with a decent restaurant; but passengers do not imagine that the quality of food or ambience of a restaurant could be replicated on a train – they therefore claimed that they would rather have a snack if they were hungry on the train, and then pay those prices to actually visit a proper restaurant upon arriving at their destination.

"You could get to where you're going and go to a fantastic restaurant for those sort of prices. If your husband said 'I'll treat you to a meal on the train' you'd think, 'cheers love, thanks a lot!' and you just wouldn't"
(Leisure, Leeds)

"I'm not sure I'm looking for gourmet on a train. I'm looking for good food. If I'm looking for gourmet I'd be getting dressed up and go out somewhere nice"
(First Class Business, Newcastle)

Other criticisms focused on the lack of 'light options' (the menu is offering fairly 'heavy' main meals) and the lack of side orders of vegetables.

The breakfast menu was generally negatively received. Although respondents appreciated the range of teas on offer and the presence of fruit on the menu, they expressed disappointment at the range of cereals, the lack of light options (e.g. toast and jam only) and the lack of a 'mix and match' approach to the hot items, where comparisons with hotel breakfasts were made (e.g. it does not appear possible to select just sausage and eggs, or bacon and toast). Once again, the prices were considered excessive, particularly when compared with some hotel breakfast prices.

4.6.   First Class complimentary offers

The complimentary items were identified as tea and coffee, fruit, biscuits and cakes. Most of the First Class passengers rated the complimentary items as 'average to poor' and tended to rationalise this against the price of the ticket, as well as making comparisons with Business or First Class air travel. Comparisons were also drawn here with Virgin Trains who are thought to offer a better selection of complimentary items.

Passengers felt the National Express East Coast offer could be improved by offering complimentary continental breakfasts or a glass of wine.

Some First Class passengers were open to the idea of a meal being included in the ticket price – as long as prices did not rise drastically, and felt this would be comparable with the service offered by airlines. Others, however, rejected the idea as they felt they would be potentially paying for a service they wouldn't use.

4.7.   Branded catering

Brands generally reinforce perceptions of quality and freshness, which would encourage purchase behaviour and reflect positively on the train company. On the whole, the idea appeared to be more popular amongst business travellers and commuters than leisure passengers, who typically have more time to purchase branded goods in the station.

Overall, branded ideas worked best for sandwiches and coffees, as these were the most often purchased items and those generally considered poorest quality.

Any brands provided on the train must be offered at High Street prices to encourage purchase, otherwise there is no incentive to buy and passengers will be likely to continue buying at the station prior to their journey.

Reactions to specific product categories are explored in more detail below.

Sandwiches

Some respondents had spontaneously mentioned that it would be nice to be able to buy branded sandwiches such as Marks and Spencer on the train, thus when the idea of having brands such as M&S and Waitrose available on board was presented to respondents it was positively received. Most respondents would consider branded sandwiches an improvement on the current offering in terms of quality, although a minority felt that the difference in quality would be negligible. Brands such as Prêt a Manger and Eat would also be considered appropriate.

"I'd be more inclined to buy branded sandwiches – you'd trust them more"
(Leisure, Leeds)

Coffees

Kenco is currently offered, but respondents were presented with the idea of products by High Street chains such as Starbucks, Costa Coffee and Café Nero being available on board. Again, this was a popular idea overall – coffee from these retailers appears to be one of the most widely purchased items to take on the train prior to boarding, therefore it would be exciting to some to be able to purchase such items once on board, as well as saving time in the station. However, some did express concerns around the quality of speciality coffees that might be offered on board, as they could not envisage that the correct facilities would be available to make them properly – such as espresso machines.

"I'd be an absolute sucker for the coffee, I'd probably have two or three!"
(Leisure, Leeds)

"If I knew that I bought my Starbucks in the morning in a shop and it cost one thing, and it was costing more on the train, I'd get annoyed and I wouldn't buy it"
(Commuters)

Cakes and pastries

The idea of artisan style bakery products on board was presented to respondents, and positively received. Some dislike the pre-packed approach that is currently offered (e.g. Fabulous Bakin' Boys) as the cakes do not feel fresh. Attractively displayed non-packaged cakes, on the other hand, could be tempting to passengers who claim they may be more likely to purchase a fresh cake or pastry if this option was available. Brands such as Paul or M&S would be considered appropriate here.

"The cakes you get at the moment are packaged and they were probably baked months ago. I'd be more likely to buy something that looks freshly made"
(Standard Business, Leeds)

Alcoholic beverages

Interest levels in higher end brands such as Old Speckled Hen being provided were lower. This appeared to be because on board alcohol consumption appears limited, so there is little need for a wide range of products to be available.

"I think the average person who just wants a drink coming home from London after work will drink anything that's cold…I don't think you'd necessarily feel you need to go for the top end of the range"
(Standard Business, Leeds)

4.8. Celebrity chefs

There was a neutral to negative response to the idea of a celebrity chef partnership. Generally, respondents were cynical in their views towards celebrity chefs, believing the concept to be a bit gimmicky and overdone and that celebrity chefs have become over-exposed. In addition, they claimed they were not naïve enough to believe that celebrity chef branded goods would be any better quality than other brands. Some cynically believed that if National Express East Coast was to partner with a celebrity

chef it would be driven by a desire to generate publicity for the railway rather than a desire to improve the on board catering offer for passengers.

"If it was Jamie Oliver burgers and all that sort of thing, you'd just think 'yeah, right'. But if you found out as an afterthought he was behind the scenes, then you'd think National Express aren't trying to sell on the back of it"
(Commuters)

"Everyone knows the celebrity chef wouldn't have actually made the sandwich! We're not going to fall for that, it's just a gimmick"
(Standard Business, Leeds)

However, if a celebrity chef relationship was to occur, passengers would be most receptive to the chef 'revamping' the catering offer (as Heston Blumenthal did for Little Chef). This is because it would be viewed as a more consultative approach, which would potentially have greater benefits to the consumer than a generic branding of the on board products. This type of approach may also lead to a greater range of foods being available and a more imaginative use of ingredients, such as organic or locally sourced produce.

"I think I'd expect more flavours. It's not just going to be a cheese and ham sandwich, it will have something else in it to give it a bit of a kick"
(First Class Business, London)

However, any celebrity chef tie-ups should be handled with extreme care to avoid appearing gimmicky or a mere publicity stunt.

4.9.   Catering staff

The on board catering staff generally received positive feedback, and were generally described as personable, presentable and genuine, with a positive approach to what is mostly perceived to be a fairly uninteresting job. Because of this, most respondents were open to staff taking a more proactive approach – for example, offering further drinks or informing customers of special offers – as long as the right balance of courtesy and unobtrusiveness is struck.

There were some comments that the staff in the buffet can be slow to provide service when the customer arrives (e.g. they may finish their personal conversation before serving the customer), and that the train can be understaffed at peak times.

First Class passengers had higher expectations of service and claimed that the staff can be scruffy, provide poor customer service and appear to lack pride in their jobs. This is often driven by comparisons with business or First Class air travel, where staff are considered highly attentive and more glamorous.

5.   **Wi-Fi**

Passengers were extremely positive regarding the provision of free on board wi-fi by National Express East Coast. It is perceived as a real benefit as it enables business passengers to work while on the train, and commuters are particularly appreciative as it gives them the opportunity to live outside of London and not lose valuable working time. Leisure passengers also welcome the service as they can use it to catch up with emails, Facebook and general surfing.

"It would make it very difficult to live so far away from London if you couldn't use it"
(Commuters)

"What's the benefit? An extra two hours in the office!"
(Commuters)

However, there are thought to be major issues with connectivity and speed of service. The connections can be sporadic, and frequently cut out, and download speeds are slow. For these reasons, users do not attempt to use the service for anything other than emailing or surfing the web, and claim they would never attempt to download large files or connect to a VPN – in any case, many business users and commuters have BlackBerrys and company dongles which enable them to undertake such activities, or read their emails if the on board wi-fi is unavailable.

"It's not the best, it just falls over. Full marks for attempting it, though"
(Standard Business, Leeds)

"I think it's wicked, it is slow but at the same time I just really enjoy the fact that it's there, I'm just well happy it's there"
(Leisure, Leeds)

Some of the passengers in the sample were unaware that wi-fi is offered on board, or that is a free service, thus there is some scope for clearer communications in this area.

6.   Train Guards

Passengers claim the attitude and demeanour of the Train Guards can vary significantly.

The majority of the Guards are considered to be personable, knowledgeable, efficient and proactive, however there are thought to be a minority who are rude, abrupt and unfriendly. While passengers do not excuse this they believe that the job lacks glamour and interest and therefore some of the on board staff may lack motivation, which may explain their bad attitude.

"Generally they're good. There's some characters who make it quite fun"
(Commuters)

"When they come along and check your ticket, personally I have found them extremely nice"
(First Class Business, London)

"I think generally they're really helpful. I've had a couple that've been a bit off, but actually, their job is probably quite crap, so mainly they seem to be quite good"
(Leisure, Leeds)

Overall, greater consistency in the approach of Train Guards would be likely to have a positive impact upon service perceptions, as currently the experience of interacting with on board staff appears to be linked to the individual's attitude and approach, rather than a service standard of National Express East Coast.

7.   Improving Station Standards

Car parking

There was minimal use of station car parking, with commuters being the exception. However, it should be noted that the majority of the sample were beginning their journeys in large urban stations with significant public transport access, removing the need to drive and park.

Station car parking is generally considered to be prohibitively expensive, and it can be difficult to find a space. Some claimed that if they did have to drive and park at the station, they would be inclined to use other parking options (such as a nearby NCP) to avoid paying the station parking charges.

"My wife pleads with me to use the car [instead of my motorbike], but I just won't pay that money – the parking costs a fortune"
(Commuter)

Station staffing

Staff in the stations were mostly considered to be helpful and to have a good knowledge of the services leaving from and arriving to that station. Some impaired passengers claimed that staff could be more proactive in offering assistance to disabled travellers and that they may benefit from disability awareness training.

Waiting facilities

There were no particular issues with waiting facilities, again bearing in mind that the research was focused on major stations such as Leeds, Kings Cross, Edinburgh and Newcastle. These are considered to be modern, well maintained and developed with a wide array of shops.

Kings Cross was singled out for having a lack of seating or waiting space, although passengers accept that the station is currently undergoing development which has somewhat compromised space.

Ticket barriers and manual ticket checks at Kings Cross

Some respondents felt that automatic barriers had sped up the process of entering and exiting the station, whereas others believed it has slowed the process, as too many people try to get through at once.

"I like the barriers, the queues were just ridiculous before and now it seems a lot easier"
(Leisure, Leeds)

Disabled passengers were more likely to have issues with ticket barriers. Those with mobility impairments can find it hard to pass through the barriers quickly, before they close, and those with visual impairments find it hard to see where to insert their tickets, leading to stress. There was some comment from disabled passengers that the wider access gate on the barriers was often not manned, thus leaving them to struggle without assistance.

The manual ticket checks at Kings Cross were largely considered pointless, because respondents claim the tickets are always checked on the train, therefore they cannot see the benefit of manual checks, which can add time to the overall journey.

Toilets

Most respondents claimed they rarely used the station toilets, and amongst those who rarely or never use them, expectations of standards were poor.

There are general objections to paying a fee to use the station toilets, however, those who did use the toilets claimed that they were often of an acceptable standard, which mitigates the fee payment somewhat.

There was an extremely negative reaction when discussing the on board toilets, with respondents generally describing them as messy, smelly, unclean and not maintained during the journey. On board toilets are generally used only when absolutely necessary, and as near to the beginning of the journey as possible, before they get too messy.

There was also a strong dislike to the electronic door system. It makes passengers feel nervous as they worry about pressing the wrong button or having the door open on them while they are inside. This was particularly an issue for visually impaired respondents, who avoid these types of toilets altogether, as they cannot establish which button they should be pressing.

"The train toilets are shocking, absolutely awful…but I'm not sure you can blame the train company – you can't legislate for dodgy users, can you!"

(Commuters)

8.   Summary

Overall, passengers claim to be satisfied with the National Express East Coast on board experience.

Catering options are generally considered adequate and appropriate for train travel – there is thought to be no real need for extensive, gourmet options, which can feel incongruous with the concept of train travel.

The main barriers to purchasing on board catering are prices (which appear high in comparison with the High Street equivalent), range and to a lesser extent quality. Unless improvements are made here passengers are likely to continue to buy at stations.

As would be expected, the trolley and buffet carriage appear to be most often used as they are convenient, quick and offer the required types of food and drink (i.e. snacks). Resistance to At Seat Dining is high, due to discomfort with the idea of eating hot meals in a crowded environment where others are working. Awareness of the A La Carte offer is relatively low amongst Standard Class passengers, and reaction to the prices of the A La Carte menu is negative – it is considered excessively expensive for a train dining experience, and passengers do not envisage it to be a service they would use regularly. Passengers travelling between London and Edinburgh, however, were more positive to the concept of the A La Carte restaurant as they are more likely to require a hot meal during their journey, due to the length of the journey.

There were positive reactions to the concept of branded goods on the train, particularly coffees and sandwiches, as these are often consumed and the products where quality is most likely to be questioned. A fairly cynical response was evident to the concept of celebrity chef collaborations – some believe this to be gimmicky and that celebrity chefs are overexposed – however, a celebrity chef 'overhaul' of the menu and catering approach may be more acceptable than celebrity chef branded goods on board.

The provision of on-board free **wi-fi** is extremely positively received, as it enables business passengers and commuters to continue working while on the train and allows leisure travellers to browse the internet (regarded as a leisure activity). However, some clear issues with connectivity and speed of service mean that usability is limited, thus undermining some of the positive aspects of this offer

Generally, **catering staff, station staff and Train Guards** are viewed positively and considered helpful, friendly and proactive. However, there are some issues with inconsistency of service which may dilute overall service perceptions.

Overall, respondents were happy with **station standards** – the upkeep, cleanliness and maintenance of main stations is considered acceptable.

Parking is considered extremely expensive and it can be difficult to find a space, although only a few respondents were using this facility due to the nature of the sample. Waiting facilities were considered acceptable although again, few use these, as they normally arrive just in time for the train. There was some objection to paying for station toilets but passengers appreciate this may maintain certain quality standards. Train toilets, on the other hand, were generally thought to be of a poor standard, and only used if absolutely necessary.

9.   Recommendations

Our recommendations based on this research are therefore as follows:

- Greater communications regarding on board catering options may be beneficial – passengers are often unaware of the range of options and menu items available, and are pleasantly surprised on viewing them

- Ensure consistency in the delivery of on board catering – i.e. trolley service must run as advertised, there must be hot water to make hot drinks and cold drinks must be cold

- Consider extending the on board catering offer to include more vegetarian and healthy options (e.g. fruits and salads)

- Consider the introduction of branded coffees, sandwiches and cakes – these are often-purchased items and passengers would take reassurance in quality of branded goods – as long as prices reflect High Street prices

- Special offers and incentives may encourage Standard Class passengers to try the A La Carte menu – e.g. upgrade to First Class free on the condition you eat a meal in the restaurant

- Aim to improve speed and connectivity issues with on board free wi-fi as this is potentially an area for great satisfaction and competitive advantage (e.g. over Virgin trains)

- Ensure greater consistency in staff attitude and approach as currently this can vary widely

- Consider more frequent monitoring and cleaning of on board toilets as this is currently an area of great dissatisfaction, and highly inconvenient for passengers

APPENDIX: GROUP DISCUSSION GUIDE

J9860
On Board Service Requirements
FINAL Discussion Guide
2 hour groups

Research Objectives:
• To understand passengers' experiences and opinions of National Express East Coast customer service on-board trains and at stations • Identify improvements for both catering, wi-fi and other services

1.　Introduction / warm up　(10 MINS)

- Moderator / CR introduction
- Topic for discussion: Experiences with National Express East Coast Rail customer service on-board trains and at stations
- Group length: **2 hours**
- Confirm MRS guidelines / confidentiality / video & audio-recording / observers
- Respondent introduction:
  - Occupation
  - Lifestyle
  - Home set up
  - Hobbies
  - Main method of transport used and why

2.　Role of rail travel - BRIEFLY　(10 MINS)

- Associations with rail travel (on flipchart)
- Three words to sum up rail travel
- Likes / dislikes
- Advantages / disadvantages
- Triggers / barriers for travelling by rail
- On what occasions do you use the train?
- How does rail travel fit with other methods of transport?

Moderator: Focus on business, commuting or leisure as appropriate to the group.

- How often do you use rail for travel for business, commuting or leisure?
  - Probe: journey length and usual travelling times
- Where do you travel from and to?

- Probe: destination stations travelled to, details of connecting services, interchanges with other modes of transport.
- Who do you travel with?
  - Probe: on their own or with other people?
- Do they make some journeys regularly and other journeys more often? If so which ones?
- What ticket types do you normally use? E.g. Season, Advanced, walk up

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3. National Express East Coast Catering Services	**(40 MINS)**

Explain that you would like to focus on catering service specifically

- Spontaneous associations with on-board catering *(write on flipchart)*
- Likes / dislikes of on-board catering
- What are the different types of catering services offered? Which services do you use?
  - Probe: trolley services selling snacks/ drinks at your seat, buffet counter selling refreshments, cooked-to-order hot meals (standard class), At Seat Dining service (first class), A La Carte restaurant
- How are the catering options normally communicated to you?
  - Probe: an announcement on train, via on board magazine, via rail staff on train, while on the train (e.g. seeing somebody else eating)
- Which of these is most effective, and why?
- What factors influence your decision to use on-board catering? i.e.
  - Spontaneous / planned decision? Probe on impact of lack of planning/ time or lack of other available catering
  - Do you deliberately/ consciously choose on board catering services for any particular reason?
  - Do these factors vary depending on what time of day you are travelling (i.e. whether it's for breakfast, lunch, dinner meals)

For each service (Buffet, Seat Trolley, Cooked to Order Hot Meals, At Seat Dining Service, A La Carte Restaurant) show menus as appropriate (see Appendix) and ask:

- What words would you use to describe it?
- What do you like/ dislike?
  - Probe: range and quality of food
  - Probe: convenience / security concerns (e.g. having to leave your seat)
- On what occasions do you use it?
- What refreshments do you buy?
  - Probe: ranges of food/ drink purchased, food/ drink considered quality or not good quality, repeat purchase behaviour
- To what extent do you feel the catering offers value for money?
- In your experience are the items you want always in stock?
  - Probe: catering unavailable because of a technical fault?

- If you had to choose between the trolley and the buffet, which would you choose? Why?
- What are the benefits of having both?

- How important are staff in terms of your perceptions on quality of on-board catering?
  - Probe: role/ delivery by staff e.g. are they proactive in offering catering? Are you happy for them to be proactive in this way?
  - How would you describe the demeanour of staff?
  - What could the staff do differently to increase your level of satisfaction?

- How does on-board catering compare with catering on other types of journeys you have been on?
  - Probe: food in rail stations (on train and in station), airports (in airports and on planes), high street, motorway service stations
  - Probe: strengths and weaknesses of each

Moderator: Ask which respondents have travelled on National Express East Coast when it was formerly GNER (i.e. those travelling over 2 years on the service)

- What are your views of the catering services when it was GNER?
- What has changed?
  - Probe: changed for the better/ worse? Why?
  - Probe: different types of food available? Different quality of service? Different prices?
- What can National Express East Coast learn from GNER?

ASK FIRST CLASS PASSENGERS

At Seat Dining
- How often do you use At Seat Dining? (if necessary explain At Seat Dining is where customers get a cooked meal brought to their seat)
- What occasions do you use it?
- How would you describe the At Seat Dining service?
  - Probe: likes/ dislikes, pros and cons
- How important is it to get a cooked meal on the train? Which meals is it most important to get a cooked meal for? (breakfast, lunch, dinner)
- How important is it that the meal has been cooked to order on the train (rather than an airline-style pre-prepared tray concept)
- What do you think about the quality, range and value for money offered by the current At Seat Dining?
- To what extent are you content with the speed at which the catering is provided?
- How does this compare with other catering services available?
  - Probe: eating in a separate dining car or at seat?
  - Probe: first class food in airports (e.g. in first class lounge areas and in first class planes), rail stations
- What factors influence your selection of At Seat Dining? i.e.
  - Spontaneous / planned decision? Do you deliberately/ consciously choose At Seat Dining for any particular reason?
  - To what extent is a lack of planning/ time or lack of other available services a factor in selecting At Seat Dining?
  - Does these factors vary depending on what time of day you are travelling (i.e. whether it's for breakfast, lunch, dinner meals)
- What elements would you like to see included into the At Seat Dining to make it more appealing? E.g. different food/ drink ranges, more variety, faster service.

- How important are staff in terms of your perceptions on quality catering services?
- How would you describe the level of service you get from staff in first class?
- What are your views towards the range and quality of complimentary items in first class?

First Class passengers who have not used At Seat Dining

- Reasons for not using At Seat Dining?
- How do you feel when sitting next to someone who is eating?
  - Probe: effect of smell of food, sound of eating impacting ability to work and overall travelling experience
- What would encourage you to use At Seat Dining?

Experiences of First Class catering offer on other train companies

- What can National Express East Coast learn from First Great Western, East Midlands Trains, Cross Country, Virgin Trains, Eurostar
- Views about included-in-the-price 'free' food in First Class? (i.e. versus pay for what you want)

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4. Ideas for improving on board catering	**(20 MINS)**

Moderator: East Coast have a few ideas for improving drinks and food options for on board catering services that we'd like to discuss with you. Explain that you will go through one idea at a time.

- **Idea 1: high street coffee. Introduce Kenco, Starbucks, Costa Café Nero brands**
- **Idea 2: sandwiches. Introduce M&S, Waitrose brands**
- **Idea 3: alcoholic beverages: John Smiths, Old Speckled Hen brands**
- **Idea 4: cakes and deserts: Fabulous Bakin' Boys (muffins), small artisan-style bakery brands**

For each idea ask:

- What do you think about the idea of **these types of brands (although not necessarily these specific brands)** being available on board?
- How would they impact your on board experience? Why?
- Which ones would make you more or less likely for you to purchase? If not, what brands would make it likely for you to purchase? Why?

- What views on celebrity chef catering?
  - Probe: James Martin, Flybe, Heston Blumenthal, Ainsley Harriott, Little Chef
  - Probes: likes/ dislikes
- How would you feel if catering included celebrity chef food like the ones mentioned?
  - Probes: Gimmicky? Credible?
- To what extent would you having celebrity chef meals positively impact your travelling experience?

- Probes: which celebrity chefs would be seen as appropriate or motivating brands to have?
- How would you feel if the announcement on the train said "The (enter name of preferred brand) bar is now open (e.g. the Costa bar is now open)

5. National East Coast Wi-Fi Services	(10 MINS)

Explain that you would like to focus on on-board wi-fi service specifically

- What do you know about wi-fi services on board trains?
- Is it available on all train services or only some?
- How is the wi-fi service normally communicated to you?
  - Probe: an announcement on train, via on board magazine, via rail staff on train, while on the train (e.g. seeing somebody else eating)
- Which of these is most effective, and why?
- On what occasions do you use it?
  - Probe: long/ short distance travelling, specific work focus vs. browsing internet for other reasons
- What are the advantages/ disadvantages of wi-fi as an on board service? What do you like/ dislike about it?
- What are your experiences of using wi-fi services?
  - Probes: connection issues, download speeds, usability issues, instructions on how to use?
- How important is it to have on board wi-fi on National Express East Coast? Why? Ask respondents to present scenarios where wi-fi brings value?
- To what extent does having wi-fi service influence the mode of transport you select? For example if respondents didn't have wi-fi how do they think this would impact on them?
- How could the on-board wi-fi service be improved?

6. Helpfulness and Attitude of On Board Staff	(10 MINS)

- How would you generally describe the Train Guards on board the train?
- What are they good at / not so good at?
- What words would you use to describe the service you normally receive?
- How would you describe the Guard's approach to ticket checking?
  - Probe specifically for handling of lost tickets / underpaid tickets / on the wrong train etc
- How could your satisfaction with staff be improved?

7. Improving Station Standards	(15 MINS)

Explain to respondents you would now like to focus on train stations they visit where they use National Express East Coast Service

- What are your views on the general upkeep, quality and services available at stations (i.e. car parking, station staffing, toilets at station, facilities to wait for the train, ticket barriers)
    - Probes: pros and cons of each
- What aspects of station standards need to be improved?
    - Probes: car parking, station staffing, toilets at station, facilities to wait for the train, ticket barriers

- Regarding car parking, what needs to be improved?
- Probes: having more car spaces, making it easier to pay, improving cleanliness and maintenance in the car park
- Regarding station staffing, what needs to be improved?
- Probes: more visible station staff, improving staff attitude and helpfulness, improving staff knowledge at times of disruption
- Regarding toilets, what needs to be improved?
    - Probes: having more cubicles/urinals, improving the cleaning and maintenance of toilets, extending the hours toilets are open
    - What about the toilets on the train – how would you describe these?
    - How could on-train toilets be improved?
- Regarding waiting facilities, what needs to be improved?
    - Probes: having more seats, extending platform canopies to protect passengers from rain, improving cleanliness and maintenance of waiting areas

- Regarding automatic ticket barriers at stations:
    - Likes / dislikes of these?
    - Advantages / disadvantages?
    For passengers using Kings Cross:
    - Likes / dislikes of manual ticket checks on the platform

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8. Summary   (5 MINS)

- Overall what is your level of satisfaction with National Express East Coast on board services?
- What are the three key improvements that would enhance your experience of National Express East Coast on board services?
- If you were responsible for increasing passengers' satisfaction with National Express East Coast on-board services, what would you do?

THANK RESPONDENTS AND CLOSE

Appendix B

Passengers' priorities for improvement:
Intercity East Coast
(September 2009)

Q17/18: Stated preference values – ranking of most important things that could be improved on the route.

Total Sample

Base: All Respondents	Priorities for improvement (1=highest priority and 12=lowest)
Punctuality and reliability of the train	1
Value for money for the price of the ticket	2
Being able to get a seat on the train	3
Length of time the journey was scheduled to take (speed)	4
Facilities and services on board the train	5
Frequency of trains for this journey	6
Provision of information about train times/platforms	7
Personal security while on board the train	8
Personal security at the station	9
Ticket-buying facilities	10
Ease of getting to and from the station	11
Facilities and services at the station	12
Overall	

East Midlands & Peterborough

Base: East Midlands & Peterborough	Priorities for improvement (1=highest priority and 12=lowest)
Value for money for the price of the ticket	1
Punctuality and reliability of the train	2
Being able to get a seat on the train	3
Frequency of trains for this journey	4
Length of time the journey was scheduled to take (speed)	5
Facilities and services on board the train	6
Personal security at the station	7
Provision of information about train times/platforms	8
Ticket-buying facilities	9
Ease of getting to and from the station	10
Personal security while on board the train	11
Facilities and services at the station	12
Overall	

Yorkshire

Base: Yorkshire	Priorities for improvement (1=highest priority and 12=lowest)
Punctuality and reliability of the train	1
Value for money for the price of the ticket	2
Being able to get a seat on the train	3
Length of time the journey was scheduled to take (speed)	4
Facilities and services on board the train	5
Frequency of trains for this journey	6
Personal security at the station	7
Personal security while on board the train	8
Provision of information about train times/platforms	9
Ticket-buying facilities	10
Ease of getting to and from the station	11
Facilities and services at the station	12
Overall	

North East England

Base: North East England	Priorities for improvement (1=highest priority and 12=lowest)
Value for money for the price of the ticket	1
Punctuality and reliability of the train	2
Being able to get a seat on the train	3
Length of time the journey was scheduled to take (speed)	4
Facilities and services on board the train	5
Frequency of trains for this journey	6
Personal security while on board the train	7
Personal security at the station	8
Provision of information about train times/platforms	9
Ticket-buying facilities	10
Facilities and services at the station	11
Ease of getting to and from the station	12
Overall	

Scotland

Base: Scotland	Priorities for improvement (1=highest priority and 12=lowest)
Punctuality and reliability of the train	1
Value for money for the price of the ticket	2
Being able to get a seat on the train	3
Length of time the journey was scheduled to take (speed)	4
Facilities and services on board the train	5
Frequency of trains for this journey	6
Provision of information about train times/platforms	7
Personal security while on board the train	8
Personal security at the station	9
Ticket-buying facilities	10
Ease of getting to and from the station	11
Facilities and services at the station	12
Overall	

Appendix C - Tables of results for Total and Geographical Categories (Flows) 1,2,3 & 4

The definition of the journeys covered in Total and by Flows 1,2,3 & 4 is shown below:

TOTAL - The total column within these tables shows results from 6,293 NXEC passengers, comprising 3,729 making journeys listed in the categories detailed below and 2,564 making other journeys.

Flow 1 - Peterborough and the East Midlands (242 responses). Commuter, business and leisure passengers travelling on NXEC trains from Retford, Newark, Grantham and Peterborough to London Kings Cross and vice versa.

Flow 2 - Yorkshire (1,883 responses). Business, leisure and commuter passengers joining NXEC trains at Leeds, York, Wakefield, Doncaster, Hull, Skipton, Bradford, Harrogate, Selby, Brough, and travelling on that train to Peterborough, Stevenage or London Kings Cross or vice versa.

Flow 3 - North East England (751 responses). Business, leisure and commuter passengers joining NXEC trains at Berwick upon Tweed, Alnmouth, Newcastle, Durham or Darlington and travelling on that train to Peterborough, Stevenage or London Kings Cross or vice versa.

Flow 4 - Scotland (853 responses). Business, leisure and commuter passengers joining NXEC trains at any station in Scotland and travelling on that train to York or any station south thereof or vice versa.

Note:
1) cells that display '-' indicate there were no responses to that question/statement.

2) cells that display '*' indicate the number of responses to that question/statement was below 0.5% of the total.

3) Where the total numbers of responses to a question/statement is less than 50, the individual response percentages are not shown.

Sample profile

Journey purpose	Total
Base size	*6293*
Commuter	13%
Business	27%
Leisure	60%

Age	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*6293*	*242*	*1883*	*751*	*853*
16-24	13%	9%	10%	14%	12%
25-34	18%	13%	21%	19%	15%
35-44	18%	23%	23%	18%	12%
45-54	19%	26%	25%	23%	15%
55-59	8%	13%	8%	9%	8%
60-64	8%	7%	6%	5%	12%
65+	15%	9%	7%	12%	27%

Ethnicity	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5973*	*229*	*1801*	*707*	*809*
White	92%	95%	92%	92%	93%
Mixed	1%	1%	1%	2%	1%
Black	1%	2%	2%	1%	1%
Chinese	1%	-	*	1%	1%
Asian	3%	1%	3%	3%	3%
Other	1%	1%	2%	1%	1%

Disability	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5790*	*220*	*1746*	*699*	*777*
Yes	6%	3%	4%	6%	10%

Number of journeys made - last two weeks (a return journey counts as two journeys)	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*6250*	*242*	*1870*	*748*	*845*
1st journey	59%	26%	53%	56%	66%
2 to 5	37%	34%	44%	42%	33%
6 to 10	3%	16%	3%	1%	*
11 to 20	2%	23%	*	-	*
21+	*	1%	*	1%	1%

Priorities for improvements

Q6. Improvements to station facilities - % ranking each option as the first priority

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5213*	*207*	*1612*	*625*	*680*
Waiting facilities	34%	43%	36%	41%	28%
Toilets at station	21%	11%	24%	21%	20%
Car Parking	12%	14%	10%	12%	12%
Station staffing	8%	10%	7%	7%	10%
None of these are a priority	27%	23%	24%	22%	36%

Q7. Improvements to car parking - % ranking each option as the first priority

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*3933*	*165*	*1279*	*491*	*452*
Having more parking spaces	39%	26%	34%	37%	39%
Making it easier to pay	8%	17%	8%	10%	7%
Improving cleaning and maintenance in the car park	2%	2%	3%	2%	2%
None of these are a priority	52%	56%	56%	52%	55%

Q8. Improvements to station staffing - % ranking each option as the first priority

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	4027	168	1293	498	466
Having station staff more visible	33%	28%	32%	35%	41%
Improving staff knowledge at times of disruption	25%	26%	29%	25%	17%
Improving their attitude and helpfulness	18%	15%	17%	17%	15%
None of these are a priority	28%	32%	26%	25%	33%

Q9. Improvements to station toilets - % ranking each option as the first priority

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	3937	163	1273	492	452
Improving cleaning and maintenance of toilets	41%	30%	45%	45%	38%
Having more cubicles/urinals	24%	19%	26%	22%	25%
Extending hours toilets are open	15%	14%	13%	14%	17%
None of these are a priority	24%	36%	19%	22%	27%

Q10. Improvements to waiting facilities - % ranking each option as the first priority

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	4022	163	1302	504	476
Having more seats	65%	59%	66%	70%	65%
Extending platform canopies to protect from rain	13%	22%	14%	9%	15%
Improving cleaning and maintenance of waiting areas	11%	6%	13%	10%	10%
None of these are a priority	15%	14%	11%	13%	17%

Train timing

Q11. Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied)

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5921*	*232*	*1809*	*704*	*775*
Weekday	87%	87%	91%	91%	84%
Base size	*5123*	*205*	*1589*	*632*	*603*
Saturday	79%	75%	83%	83%	73%
Base size	*5070*	*208*	*1581*	*620*	*613*
Sunday	68%	63%	70%	75%	65%

Q12. What time should the FIRST train run…(% fairly or very satisfied)

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Weekday					
Base size	*5871*	*235*	*1794*	*711*	*760*
Much earlier than current	14%	13%	11%	11%	14%
A little earlier than current	18%	27%	13%	17%	17%
Same time as currently	68%	61%	76%	72%	69%
Saturday					
Base size	*5388*	*211*	*1666*	*659*	*668*
Much earlier than current	13%	14%	12%	9%	14%
A little earlier than current	20%	26%	17%	18%	21%
Same time as currently	67%	61%	71%	73%	65%
Sunday					
Base size	*5347*	*213*	*1652*	*652*	*666*
Much earlier than current	18%	24%	15%	14%	20%
A little earlier than current	25%	32%	21%	19%	25%
Same time as currently	57%	45%	64%	67%	55%

Q13. What time should the LAST train run…(% fairly or very satisfied)

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Weekday					
Base size	*5825*	*234*	*1776*	*708*	*756*
Much later than current	25%	23%	22%	23%	19%
A little later than current	31%	24%	31%	31%	29%
Same time as currently	44%	53%	47%	46%	52%
Saturday					
Base size	*5400*	*217*	*1667*	*664*	*675*
Much later than current	32%	54%	29%	24%	20%
A little later than current	33%	25%	39%	34%	35%
Same time as currently	35%	21%	33%	42%	45%
Sunday					
Base size	*5335*	*213*	*1649*	*656*	*666*
Much later than current	30%	41%	26%	24%	20%
A little later than current	33%	32%	38%	31%	35%
Same time as currently	37%	27%	36%	45%	45%

Ticket purchase

Q14. Ticket purchase method

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*6004*	*232*	*1821*	*723*	*797*
Purchased in advance and collected from machine	31%	16%	36%	36%	28%
Ticket office	21%	37%	16%	12%	20%
Self service machine	6%	13%	5%	5%	2%
Another way	42%	34%	42%	46%	50%

Q15. Satisfaction with queue at ticket office

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*1226*	*87*	*258*	*85*	*153*
Very/fairly satisfied	82%	68%	86%	73%	86%
Very/fairly dissatisfied	9%	20%	6%	16%	8%

Seating

Q16. Rating of service for ability to get a seat on the train (% fairly or very good)

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5789*	*230*	*1772*	*691*	*753*
Weekday	74%	64%	72%	72%	79%
Base size	*5055*	*199*	*1562*	*611*	*615*
Saturday	69%	60%	70%	66%	73%
Base size	*4999*	*200*	*1552*	*605*	*613*
Sunday	68%	60%	66%	64%	70%

Refreshments on the train

Q19. Refreshment facilities used

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5789*	*223*	*1758*	*700*	*787*
Trolley	37%	23%	34%	43%	47%
Buffet counter	16%	10%	13%	17%	25%
Complimentary items (first class only)	13%	17%	12%	15%	14%
Cooked-to-order hot meal at seat	3%	1%	2%	2%	6%
At Seat dining (first class only)	4%	2%	3%	5%	6%
À la carte restaurant	1%	1%	1%	1%	2%
Other	2%	1%	2%	2%	2%

Q20. Main reason for not using refreshment facilities, if none used

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*2703*	*134*	*837*	*269*	*239*
Brought own food/drink onto train	41%	20%	39%	48%	59%
Not hungry/thirsty	18%	31%	20%	12%	9%
Journey too short	4%	1%	1%	-	*
Poor value for money	20%	27%	19%	24%	19%
No trolley	3%	10%	2%	3%	1%
Did not want to leave seat to go to buffet	4%	4%	6%	3%	4%
Did not have what passenger wanted	2%	3%	2%	2%	2%
Passenger did not like food/drink available	4%	2%	6%	4%	2%

Q21. Satisfaction with onboard catering facilities (% fairly or very satisfied)

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*2558*	*69*	*789*	*361*	*455*
How quickly you were served	83%	80%	81%	82%	85%
Base size	*2456*	*67*	*766*	*356*	*426*
Range of products	50%	53%	49%	46%	51%
Base size	*2491*	*69*	*771*	*360*	*443*
Helpfulness/attitude of catering staff	83%	76%	86%	83%	84%
Base size	*2440*	*69*	*758*	*358*	*425*
Quality of products	61%	53%	62%	58%	62%
Base size	*2418*	*68*	*746*	*354*	*431*
Presentation	59%	53%	57%	55%	63%
Base size	*2458*	*64*	*756*	*357*	*444*
Value for money	38%	19%	33%	33%	42%

Q22. Importance of refreshment options (% fairly or very important)

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5652*	*217*	*1721*	*683*	*758*
Trolley	64%	50%	64%	72%	70%
Base size	*5453*	*214*	*1689*	*660*	*702*
Buffet counter	57%	35%	57%	64%	65%
Base size	*5351*	*216*	*1657*	*653*	*676*
Hot meal cooked to order and brought to seat	22%	16%	18%	23%	30%
Base size	*5291*	*211*	*1640*	*646*	*664*
À la carte restaurant	17%	13%	15%	18%	21%

Q23. Satisfaction with frequency of refreshment trolley on today's journey

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5752*	*223*	*1746*	*695*	*784*
Very/fairly satisfied	53%	46%	45%	53%	62%
Very/fairly dissatisfied	17%	22%	21%	17%	17%

First class refreshments on the train

Q24. Frequency with which staff offered you complimentary items, or took food orders,

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*975*	*59*	*289*	*145*	*149*
Very/fairly satisfied	79%	74%	77%	84%	81%

Q25. Were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*961*	*56*	*284*	*143*	*146*
Yes	66%	73%	63%	66%	74%

Q26. Preference of dining options when travelling first class

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*970*	*58*	*287*	*144*	*149*
At Seat Dining	42%	40%	39%	43%	37%
À la carte restaurant	19%	14%	19%	21%	23%
Like both equally	16%	28%	19%	16%	17%
Don't use either	20%	18%	21%	20%	19%

Wi-fi internet access

Q27. Used wi-fi on today's journey

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5869*	*231*	*1794*	*702*	*779*
Yes	19%	20%	22%	23%	17%
No	81%	80%	78%	77%	83%

Q28. Reason for not using wi-fi.

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*4579*	*170*	*1343*	*531*	*624*
Had no need	75%	83%	71%	75%	77%
Did not know it was available	7%	2%	8%	5%	8%
Do not know how to use it	7%	2%	7%	8%	8%
Connected to the internet using own means	5%	7%	8%	6%	3%
Was not working	5%	3%	5%	6%	4%
It is not very reliable	4%	7%	6%	6%	2%
Other	6%	1%	6%	4%	6%

Q29. Satisfaction with wi-fi in terms of… % fairly or very satisfied

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*1113*	*54*	*405*	*147*	*137*
Instructions on how to use it	79%	68%	82%	71%	85%
Base size	*1119*	*54*	*409*	*150*	*137*
Time took to connect	61%	49%	63%	61%	55%
Base size	*1117*	*56*	*407*	*150*	*137*
Download speed while browsing	37%	35%	35%	33%	35%
Base size	*1112*	*56*	*405*	*150*	*137*
Reliability of connection during journey	40%	29%	41%	34%	42%

Q30. Importance of wi-fi on today's journey

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5275*	*213*	*1632*	*638*	*661*
Very/fairly important	42%	37%	46%	47%	37%
Very/fairly unimportant	30%	29%	27%	29%	34%

Comment on staff and service disruption

Q31. Current methods of finding out about delays and disruptions, before setting off for station

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	5797	227	1772	687	767
Do not usually know about delays before getting into station	62%	58%	62%	60%	63%
Website	26%	32%	28%	28%	23%
Email	3%	3%	3%	1%	3%
Text alert	2%	3%	2%	1%	2%
Telephone call	4%	3%	3%	4%	5%
Radio	10%	6%	10%	10%	8%
TV	7%	6%	7%	7%	7%
Ceefax/Teletext	3%	3%	2%	3%	4%
Other	2%	2%	2%	2%	3%

Q32. Preferred methods of finding out about delays and disruptions, before setting off for station

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	5752	226	1766	680	763
Website	17%	16%	17%	19%	15%
Email	11%	18%	9%	10%	12%
Text alert	48%	53%	56%	54%	37%
Telephone call	9%	3%	6%	7%	17%
Radio	6%	3%	5%	4%	8%
TV	4%	5%	2%	2%	5%
Ceefax/Teletext	2%	1%	1%	2%	3%
Other	3%	1%	3%	2%	4%

Q33. Most important methods of finding out about delays and disruptions AT STATION, once started journey

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	5916	231	1801	704	796
Information screens	89%	90%	90%	92%	86%
Announcements	64%	71%	66%	65%	62%
Ask a member of staff	31%	29%	32%	30%	32%
Get information by text	4%	2%	4%	4%	3%
Posters/notices	4%	2%	3%	2%	5%
Ask fellow passenger	3%	3%	3%	2%	4%
Telephone help point at station	1%	*	1%	1%	3%
Website	1%	2%	1%	1%	1%
Email	1%	1%	1%	*	1%
Phone other person/source	1%	*	1%	*	1%
Phone information line	*	*	*	*	*
Other	1%	*	1%	*	*

Q34. Most important methods of finding out about delays and disruptions ON TRAIN, once started journey

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	5919	230	1798	703	801
Information screens	22%	18%	20%	19%	24%
Announcements	92%	95%	94%	94%	90%
Ask a member of staff	61%	58%	61%	65%	61%
Get information by text	4%	5%	4%	4%	3%
Posters/notices	2%	1%	1%	2%	2%
Ask fellow passenger	6%	7%	6%	6%	7%
Website	2%	4%	2%	1%	1%
Email	1%	1%	1%	*	*
Phone other person/source	1%	2%	1%	2%	2%
Phone information line	1%	*	1%	1%	1%
Other	2%	1%	2%	2%	2%

Q35. If delayed on this journey…

	Total	Flow 1	Flow 2	Flow 3	Flow 4
For those delayed in excess of 30 minutes					
Base size	*4409*	*177*	*1331*	*519*	*575*
Yes - given compensation form	2%	3%	2%	1%	2%
No - not given compensation form	7%	9%	5%	7%	7%
No delays on this journey	92%	88%	93%	92%	91%
For those delayed in excess of 60 minutes					
Base size	*3836*	*158*	*1180*	*452*	*468*
Yes - given complimentary refreshments	2%	3%	2%	1%	3%
No - not given complimentary refreshments	5%	6%	3%	6%	6%
No delays on this journey	93%	91%	95%	93%	92%

Overall rating and priorities for improvement

Q17. Experiences - % fairly or very good

	Total	Flow 1	Flow 2	Flow 3	Flow 4
Base size	*5780*	*229*	*1773*	*700*	*728*
Ticket-buying facilities	84%	76%	85%	79%	86%
Base size	*5806*	*231*	*1785*	*701*	*735*
Personal security at the station	70%	66%	66%	62%	73%
Base size	*5907*	*232*	*1808*	*710*	*757*
Provision of information about train times/platforms	88%	78%	89%	88%	88%
Base size	*5845*	*231*	*1797*	*707*	*752*
Ease of getting to/from the station	81%	77%	81%	80%	80%
Base size	*5788*	*229*	*1795*	*701*	*726*
Frequency of trains for this journey	82%	77%	89%	87%	74%
Base size	*5874*	*232*	*1798*	*711*	*764*
Punctuality and reliability of the train	91%	82%	91%	92%	93%
Base size	*5784*	*228*	*1764*	*701*	*734*
Length of time the journey was scheduled to take (speed)	84%	82%	86%	86%	81%
Base size	*5889*	*232*	*1798*	*711*	*769*
Value for money for price of the ticket	48%	23%	37%	37%	63%
Base size	*5859*	*229*	*1793*	*703*	*755*
Being able to get a seat on the train	77%	62%	76%	73%	82%
Base size	*5801*	*230*	*1787*	*698*	*735*
Personal security while on board the train	75%	74%	74%	69%	77%
Base size	*5822*	*231*	*1787*	*704*	*747*
Facilities and services at the station	64%	55%	59%	56%	66%
Base size	*5864*	*228*	*1793*	*703*	*766*
Facilities and services on board the train	67%	57%	63%	61%	74%
Base size	*5841*	*229*	*1774*	*705*	*763*
Overall experience on this journey	**83%**	**68%**	**81%**	**79%**	**86%**

Appendix D - Tables of results for Total and by 'journey purpose' and 'class of travel'

TOTAL - The total column within these tables shows results from 6,293 NXEC passengers.

Note:
1) cells that display '-' indicate there were no responses to that question/statement.

2) cells that display '*' indicate the number of responses to that question/statement was below 0.5% of the total.

3) Where the total numbers of responses to a question/statement is less than 50, the individual response percentages are not shown.

Sample profile

Journey purpose	Total
Base size	*6293*
Commuter	13%
Business	27%
Leisure	60%

Age	Total	Commuter	Business	Leisure	First	Standard
Base size	*6293*	*1284*	*1482*	*3527*	*1035*	*5007*
16-24	13%	20%	3%	16%	4%	16%
25-34	18%	19%	18%	18%	11%	21%
35-44	18%	24%	26%	13%	21%	18%
45-54	19%	21%	30%	14%	25%	19%
55-59	8%	7%	10%	8%	12%	8%
60-64	8%	3%	6%	10%	10%	8%
65+	15%	6%	6%	20%	17%	10%

Ethnicity	Total	Commuter	Business	Leisure	First	Standard
Base size	*5973*	*1216*	*1418*	*3339*	*1011*	*4934*
White	92%	92%	95%	91%	95%	92%
Mixed	1%	1%	1%	1%	1%	1%
Black	1%	2%	1%	1%	1%	1%
Chinese	1%	1%	*	1%	*	1%
Asian	3%	2%	2%	3%	2%	3%
Other	1%	2%	1%	2%	1%	1%

Disability	Total	Commuter	Business	Leisure	First	Standard
Base size	5790	1187	1376	3227	985	4778
Yes	6%	3%	3%	8%	7%	6%

Number of journeys made - last two weeks (a return journey counts as two journeys)	Total	Commuter	Business	Leisure	First	Standard
Base size	6250	1279	1472	3499	1031	4971
1st journey	59%	28%	52%	68%	57%	58%
2 - 5	37%	46%	45%	31%	39%	37%
6 - 10	3%	14%	3%	1%	2%	3%
11 - 20	2%	11%	-	*	1%	2%
21+	*	1%	*	1%	*	*

Priorities for improvements

Q6. Improvements to station facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	5213	1088	1271	2854	860	4190
Waiting facilities	34%	35%	40%	31%	40%	33%
Toilets at station	21%	21%	21%	21%	18%	22%
Car Parking	12%	15%	13%	11%	13%	12%
Station staffing	8%	10%	6%	9%	8%	8%
None of these are a priority	27%	23%	23%	30%	28%	27%

Q7. Improvements to car parking - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	3933	886	998	2049	653	3152
Having more parking spaces	39%	38%	36%	40%	34%	39%
Making it easier to pay	8%	11%	8%	8%	6%	9%
Improving cleaning and maintenance in the car park	2%	3%	2%	3%	2%	2%
None of these are a priority	52%	49%	56%	51%	60%	51%

Results for Total and by 'journey purpose' and 'class of travel'

Q8. Improvements to station staffing - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	4027	885	1019	2123	657	3235
Having station staff more visible	33%	27%	29%	37%	32%	34%
Improving staff knowledge at times of disruption	25%	27%	28%	23%	23%	25%
Improving their attitude and helpfulness	18%	19%	19%	17%	20%	17%
None of these are a priority	28%	29%	27%	28%	30%	27%

Q9. Improvements to station toilets - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	3937	866	992	2079	639	3170
Improving cleaning and maintenance of toilets	41%	37%	48%	38%	39%	41%
Having more cubicles/urinals	24%	23%	22%	25%	25%	24%
Extending hours toilets are open	15%	17%	11%	17%	13%	16%
None of these are a priority	24%	27%	22%	25%	28%	24%

Q10. Improvements to waiting facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	4022	868	1024	2130	660	3235
Having more seats	65%	59%	67%	65%	61%	66%
Extending platform canopies to protect from rain	13%	17%	11%	13%	15%	13%
Improving cleaning and maintenance of waiting areas	11%	12%	11%	11%	12%	11%
None of these are a priority	15%	16%	13%	15%	17%	14%

Results for Total and by 'journey purpose' and 'class of travel'

Train timing

Q11. Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	5921	1263	1444	3214	971	4760
Weekday	87%	82%	88%	88%	89%	87%
Base size	5123	1087	1224	2812	851	4111
Saturday	79%	68%	79%	81%	83%	78%
Base size	5070	1089	1225	2756	844	4077
Sunday	68%	56%	68%	71%	71%	68%

Q12. What time should the FIRST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	5871	1241	1428	3202	970	4728
Much earlier than current	14%	16%	11%	15%	11%	14%
A little earlier than current	18%	21%	17%	18%	13%	19%
Same time as currently	68%	63%	73%	67%	75%	67%
Saturday						
Base size	5388	1107	1303	2978	901	4337
Much earlier than current	13%	18%	8%	14%	6%	14%
A little earlier than current	20%	22%	21%	19%	17%	21%
Same time as currently	67%	59%	71%	67%	78%	65%
Sunday						
Base size	5347	1102	1295	2950	892	4306
Much earlier than current	18%	25%	9%	20%	13%	19%
A little earlier than current	25%	28%	24%	24%	22%	25%
Same time as currently	57%	47%	66%	56%	64%	56%

Q13. What time should the LAST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*5825*	*1240*	*1423*	*3162*	*963*	*4695*
Much later than current	25%	28%	21%	27%	19%	26%
A little later than current	31%	31%	31%	31%	31%	31%
Same time as currently	44%	41%	48%	42%	49%	43%
Saturday						
Base size	*5400*	*1118*	*1308*	*2974*	*901*	*4349*
Much later than current	32%	40%	31%	31%	26%	33%
A little later than current	33%	32%	33%	32%	33%	33%
Same time as currently	35%	28%	36%	37%	41%	34%
Sunday						
Base size	*5335*	*1112*	*1296*	*2927*	*881*	*4309*
Much later than current	30%	36%	28%	30%	24%	31%
A little later than current	33%	32%	32%	33%	34%	33%
Same time as currently	37%	32%	40%	37%	42%	36%

Ticket purchase

Q14. Ticket purchase method

	Total	Commuter	Business	Leisure	First	Standard
Base size	*6004*	*1234*	*1450*	*3320*	*997*	*4824*
Purchased in advance and collected from machine	31%	28%	38%	29%	33%	31%
Ticket office	21%	31%	16%	21%	11%	23%
Self service machine	6%	9%	5%	5%	4%	6%
Another way	42%	32%	41%	45%	51%	41%

Q15. Satisfaction with queue at ticket office

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1226*	*358*	*211*	*657*	*120*	*1065*
Very/fairly satisfied	82%	80%	83%	82%	80%	82%
Very/fairly dissatisfied	9%	10%	5%	10%	9%	9%

Seating

Q16. Rating of service for ability to get a seat on the train (% fairly or very good)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5789*	*1238*	*1421*	*3130*	*941*	*4674*
Weekday	74%	69%	72%	77%	84%	72%
Base size	*5055*	*1059*	*1206*	*2790*	*840*	*4069*
Saturday	69%	59%	68%	72%	82%	67%
Base size	*4999*	*1053*	*1207*	*2739*	*828*	*4030*
Sunday	68%	59%	65%	71%	78%	66%

Refreshments on the train

Q19. Refreshment facilities used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5789*	*1194*	*1404*	*3191*	*1005*	*4687*
Trolley	37%	28%	40%	37%	60%	32%
Buffet counter	16%	13%	15%	17%	4%	18%
Complimentary items (first class only)	13%	11%	18%	11%	69%	1%
Cooked-to-order hot meal at seat	3%	2%	4%	3%	9%	2%
At Seat dining (first class only)	4%	3%	6%	3%	19%	*
À la carte restaurant	1%	1%	1%	1%	2%	1%
Other	2%	1%	2%	2%	3%	2%

Q20. Main reason for not using refreshment facilities, if none used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*2703*	*641*	*558*	*1504*	*84*	*2588*
Brought own food/drink onto train	41%	29%	39%	44%	35%	41%
Not hungry/thirsty	18%	22%	18%	17%	19%	18%
Journey too short	4%	7%	2%	5%	5%	4%
Poor value for money	20%	25%	20%	19%	24%	20%
No trolley	3%	5%	3%	2%	1%	3%
Did not want to leave seat to go to buffet	4%	2%	5%	3%	-	4%
Did not have what passenger wanted	2%	2%	2%	2%	3%	2%
Passenger did not like food/drink available	4%	4%	6%	4%	2%	5%

Q21. Satisfaction with onboard catering facilities (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*2558*	*470*	*721*	*1367*	*747*	*1762*
How quickly you were served	83%	81%	82%	85%	89%	81%
Base size	*2456*	*457*	*707*	*1292*	*725*	*1690*
Range of products	50%	46%	45%	54%	54%	48%
Base size	*2491*	*459*	*715*	*1317*	*749*	*1699*
Helpfulness/attitude of catering staff	83%	81%	81%	84%	88%	81%
Base size	*2440*	*454*	*701*	*1285*	*718*	*1678*
Quality of products	61%	56%	55%	67%	67%	59%
Base size	*2418*	*453*	*694*	*1271*	*706*	*1671*
Presentation	59%	55%	52%	65%	64%	58%
Base size	*2458*	*458*	*700*	*1300*	*699*	*1713*
Value for money	38%	31%	31%	43%	47%	34%

Q22. Importance of refreshment options (% fairly or very important)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5652*	*1183*	*1377*	*3092*	*943*	*4631*
Trolley	64%	57%	69%	64%	75%	62%
Base size	*5453*	*1167*	*1350*	*2936*	*889*	*4493*
Buffet counter	57%	49%	61%	57%	57%	57%
Base size	*5351*	*1156*	*1333*	*2862*	*926*	*4357*
Hot meal cooked to order and brought to seat	22%	19%	22%	22%	46%	16%
Base size	*5291*	*1139*	*1323*	*2829*	*891*	*4336*
À la carte restaurant	17%	15%	19%	16%	33%	13%

Q23. Satisfaction with frequency of refreshment trolley on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5752*	*1205*	*1380*	*3167*	*983*	*4692*
Very/fairly satisfied	53%	45%	50%	56%	73%	47%
Very/fairly dissatisfied	17%	20%	19%	16%	9%	20%

First class refreshments on the train

Q24. Frequency with which staff offered you complimentary items, or took food orders,

	Total	Commuter	Business	Leisure
Base size	*975*	*187*	*345*	*443*
Very/fairly satisfied	79%	79%	73%	84%

Q25. Were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

	Total	Commuter	Business	Leisure
Base size	*961*	*184*	*344*	*433*
Yes	66%	69%	70%	63%

Q26. Preference of dining options when travelling first class

	Total	Commuter	Business	Leisure
Base size	*970*	*189*	*345*	*436*
At Seat Dining	42%	36%	44%	41%
À la carte restaurant	19%	23%	20%	18%
Like both equally	16%	24%	14%	16%
Don't use either	20%	15%	20%	21%

Wi-fi internet access

Q27. Used wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5869*	*1223*	*1417*	*3229*	*1000*	*4800*
Yes	19%	28%	28%	13%	25%	18%
No	81%	72%	72%	87%	75%	82%

Q28. Reason for not using wi-fi.

	Total	Commuter	Business	Leisure	First	Standard
Base size	*4579*	*865*	*988*	*2726*	*722*	*3804*
Had no need	75%	72%	69%	78%	75%	76%
Did not know it was available	7%	4%	7%	8%	4%	8%
Do not know how to use it	7%	6%	8%	7%	6%	7%
Connected to the internet using own means	5%	7%	11%	3%	8%	5%
Was not working	5%	6%	5%	4%	6%	4%
It is not very reliable	4%	7%	8%	2%	6%	4%
Other	6%	6%	5%	6%	5%	6%

Q29. Satisfaction with wi-fi in terms of… % fairly or very satisfied

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1113*	*327*	*394*	*392*	*248*	*850*
Instructions on how to use it	79%	78%	75%	84%	81%	79%
Base size	*1119*	*325*	*401*	*393*	*250*	*854*
Time took to connect	61%	54%	59%	68%	59%	62%
Base size	*1117*	*324*	*398*	*395*	*250*	*852*
Download speed while browsing	37%	28%	34%	44%	35%	37%
Base size	*1112*	*324*	*398*	*390*	*250*	*848*
Reliability of connection during journey	40%	32%	35%	50%	38%	41%

Q30. Importance of wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5275*	*1143*	*1305*	*2827*	*910*	*4305*
Very/fairly important	42%	53%	52%	33%	48%	40%
Very/fairly unimportant	30%	21%	22%	37%	28%	31%

Comment on staff and service disruption

Q31. Current methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	5797	1218	1404	3175	971	4761
Do not usually know about delays before getting into station	62%	60%	64%	61%	58%	62%
Website	26%	30%	25%	26%	30%	26%
Email	3%	3%	2%	3%	4%	3%
Text alert	2%	4%	2%	2%	2%	2%
Telephone call	4%	3%	2%	5%	4%	4%
Radio	10%	8%	12%	9%	10%	10%
TV	7%	5%	7%	7%	7%	7%
Ceefax/Teletext	3%	2%	2%	4%	3%	3%
Other	2%	3%	2%	2%	2%	2%

Q32. Preferred methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	5752	1203	1393	3156	975	4716
Website	17%	20%	17%	17%	19%	17%
Email	11%	11%	11%	11%	12%	11%
Text alert	48%	53%	57%	43%	48%	49%
Telephone call	9%	6%	5%	12%	9%	9%
Radio	6%	6%	5%	6%	4%	6%
TV	4%	3%	2%	4%	3%	4%
Ceefax/Teletext	2%	1%	1%	3%	2%	2%
Other	3%	2%	2%	4%	3%	3%

Results for Total and by 'journey purpose' and 'class of travel'

Q33. Most important methods of finding out about delays and disruptions AT STATION, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	5916	1226	1422	3268	997	4859
Information screens	89%	89%	93%	87%	90%	89%
Announcements	64%	62%	64%	64%	66%	63%
Ask a member of staff	31%	31%	31%	32%	28%	32%
Get information by text	4%	4%	3%	4%	4%	4%
Posters/notices	4%	3%	3%	4%	3%	4%
Ask fellow passenger	3%	5%	2%	3%	2%	3%
Telephone help point at station	1%	2%	1%	2%	1%	1%
Website	1%	2%	1%	1%	2%	1%
Email	1%	1%	1%	1%	1%	1%
Phone other person/source	1%	1%	1%	1%	1%	1%
Phone information line	*	1%	*	1%	1%	*
Other	1%	1%	1%	1%	1%	1%

Q34. Most important methods of finding out about delays and disruptions ON TRAIN, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	5919	1223	1416	3280	999	4858
Information screens	22%	16%	18%	26%	18%	23%
Announcements	92%	93%	95%	91%	95%	92%
Ask a member of staff	61%	63%	65%	60%	66%	61%
Get information by text	4%	3%	3%	4%	4%	4%
Posters/notices	2%	2%	1%	2%	1%	2%
Ask fellow passenger	6%	8%	5%	6%	4%	7%
Website	2%	4%	2%	1%	2%	1%
Email	1%	1%	*	*	1%	*
Phone other person/source	1%	2%	2%	1%	2%	1%
Phone information line	1%	1%	1%	2%	2%	1%
Other	2%	1%	2%	2%	1%	2%

Q35. If delayed on this journey…

	Total	Commuter	Business	Leisure	First	Standard
For those delayed in excess of 30 minutes						
Base size	*4409*	*947*	*1037*	*2425*	*717*	*3657*
Yes - given compensation form	2%	3%	1%	2%	1%	2%
No - not given compensation form	7%	9%	5%	7%	6%	7%
No delays on this journey	92%	88%	94%	91%	93%	92%
For those delayed in excess of 60 minutes						
Base size	*3836*	*860*	*927*	*2049*	*614*	*3190*
Yes - given complimentary refreshments	2%	3%	1%	2%	1%	2%
No - not given complimentary refreshments	5%	8%	3%	6%	5%	5%
No delays on this journey	93%	90%	96%	92%	94%	93%

Overall rating and priorities for improvement

Q17. Experiences - % fairly or very good

	Total	Commuter	Business	Leisure	First	Standard
Base size	*5780*	*1222*	*1421*	*3137*	*957*	*4670*
Ticket-buying facilities	84%	82%	84%	85%	84%	84%
Base size	*5806*	*1238*	*1425*	*3143*	*961*	*4690*
Personal security at the station	70%	66%	66%	72%	68%	70%
Base size	*5907*	*1245*	*1435*	*3227*	*979*	*4773*
Provision of information about train times/platforms	88%	83%	88%	88%	89%	88%
Base size	*5845*	*1233*	*1426*	*3186*	*970*	*4726*
Ease of getting to/from the station	81%	78%	80%	82%	79%	81%
Base size	*5788*	*1231*	*1419*	*3138*	*974*	*4667*
Frequency of trains for this journey	82%	73%	83%	84%	86%	82%
Base size	*5874*	*1223*	*1424*	*3227*	*978*	*4744*
Punctuality and reliability of the train	91%	85%	92%	92%	94%	90%
Base size	*5784*	*1225*	*1408*	*3151*	*957*	*4681*
Length of time the journey was scheduled to take (speed)	84%	79%	85%	85%	85%	85%
Base size	*5889*	*1235*	*1431*	*3223*	*976*	*4759*
Value for money for price of the ticket	48%	32%	35%	59%	48%	49%
Base size	*5859*	*1229*	*1420*	*3210*	*960*	*4748*
Being able to get a seat on the train	77%	67%	74%	81%	88%	75%
Base size	*5801*	*1236*	*1418*	*3147*	*964*	*4690*
Personal security while on board the train	75%	68%	74%	77%	82%	73%
Base size	*5822*	*1230*	*1414*	*3178*	*965*	*4710*
Facilities and services at the station	64%	59%	58%	69%	60%	65%
Base size	*5864*	*1228*	*1426*	*3210*	*974*	*4739*
Facilities and services on board the train	67%	63%	60%	72%	74%	66%
Base size	*5841*	*1225*	*1411*	*3205*	*974*	*4713*
Overall experience on this journey	83%	77%	80%	86%	86%	83%

Appendix E - Tables of results for Geographical Category (Flow) 1

The definition of the journeys covered by Flow 1 is shown below:

Flow 1: Peterborough and the East Midlands (sample 242). Commuter, business and leisure passengers travelling on NXEC trains from Retford, Newark, Grantham and Peterborough to London Kings Cross and vice versa.

Note:
1) cells that display '-' indicate there were no responses to that question/statement.

2) cells that display '*' indicate the number of responses to that question/statement was below 0.5% of the total.

3) Where the total numbers of responses to a question/statement is less than 50, the individual response percentages are not shown.

Sample profile

Journey purpose	Total
Base size	*242*
Commuter	48%
Business	20%
Leisure	32%

Age	Total	Commuter	Business	Leisure	First	Standard
Base size	*242*	*147*	*35*	*60*	*62*	*170*
16-24	9%	4%		19%	-	12%
25-34	13%	17%		16%	3%	17%
35-44	23%	36%		9%	23%	25%
45-54	26%	34%		11%	31%	26%
55-59	13%	4%		14%	22%	10%
60-64	7%	3%		9%	10%	6%
65+	9%	1%		22%	11%	3%

Ethnicity	Total	Commuter	Business	Leisure	First	Standard
Base size	*229*	*144*	*33*	*52*	*61*	*167*
White	95%	96%		93%	94%	95%
Mixed	1%	1%		-	3%	-
Black	2%	1%		6%	1%	3%
Chinese	-	-		-	-	-
Asian	1%	*		-	-	2%
Other	1%	1%		*	2%	*

Disability	Total	Commuter	Business	Leisure	First	Standard
Base size	*220*	*138*	*32*	*50*	*58*	*161*
Yes	3%	3%		2%	3%	3%

Number of journeys made - last two weeks (a return journey counts as two journeys)	Total	Commuter	Business	Leisure	First	Standard
Base size	*242*	*147*	*35*	*60*	*62*	*170*
1st journey	26%	5%		52%	16%	27%
2 to 5	34%	16%		44%	49%	29%
6 to 10	16%	30%		2%	18%	16%
11 to 20	23%	46%		2%	17%	26%
21+	1%	3%		-	-	2%

Priorities for improvements

Q6. Improvements to station facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*207*	*128*	*33*	*46*	*55*	*145*
Waiting facilities	43%	41%			40%	42%
Toilets at station	11%	7%			11%	11%
Car Parking	14%	18%			15%	15%
Station staffing	10%	16%			10%	10%
None of these are a priority	23%	20%			25%	23%

Q7. Improvements to car parking - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*165*	*99*	*22*	*44*	*45*	*113*
Having more parking spaces	26%	18%				26%
Making it easier to pay	17%	21%				15%
Improving cleaning and maintenance in the car park	2%	4%				3%
None of these are a priority	56%	56%				58%

Q8. Improvements to station staffing - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*168*	*100*	*25*	*43*	*46*	*116*
Having station staff more visible	28%	27%				31%
Improving staff knowledge at times of disruption	26%	29%				26%
Improving their attitude and helpfulness	15%	11%				13%
None of these are a priority	32%	32%				31%

Q9. Improvements to station toilets - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*163*	*95*	*26*	*42*	*47*	*110*
Improving cleaning and maintenance of toilets	30%	21%				27%
Having more cubicles/urinals	19%	13%				22%
Extending hours toilets are open	14%	16%				17%
None of these are a priority	36%	50%				34%

Q10. Improvements to waiting facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*163*	*99*	*26*	*38*	*42*	*115*
Having more seats	59%	43%				60%
Extending platform canopies to protect from rain	22%	30%				22%
Improving cleaning and maintenance of waiting areas	6%	5%				5%
None of these are a priority	14%	22%				14%

Train timing

Q11. Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*232*	*145*	*35*	*52*	*62*	*164*
Weekday	87%	80%		93%	87%	87%
Base size	*205*	*125*	*31*	*49*	*53*	*146*
Saturday	75%	49%			73%	74%
Base size	*208*	*125*	*30*	*53*	*53*	*150*
Sunday	63%	37%		82%	53%	63%

Q12. What time should the FIRST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*235*	*143*	*35*	*57*	*62*	*167*
Much earlier than current	13%	14%		19%	9%	14%
A little earlier than current	27%	36%		21%	12%	33%
Same time as currently	61%	50%		60%	79%	53%
Saturday						
Base size	*211*	*126*	*32*	*53*	*55*	*151*
Much earlier than current	14%	28%		8%	1%	20%
A little earlier than current	26%	39%		19%	33%	23%
Same time as currently	61%	33%		73%	66%	58%
Sunday						
Base size	*213*	*128*	*32*	*53*	*55*	*153*
Much earlier than current	24%	38%		14%	26%	23%
A little earlier than current	32%	41%		31%	34%	31%
Same time as currently	45%	22%		55%	40%	46%

Results for Geographical Category (Flow) 1

Q13. What time should the LAST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	234	144	34	56	61	168
Much later than current	23%	23%		36%	21%	24%
A little later than current	24%	27%		21%	22%	24%
Same time as currently	53%	50%		44%	57%	52%
Saturday						
Base size	217	130	31	56	55	156
Much later than current	54%	68%		54%	51%	56%
A little later than current	25%	27%		23%	32%	21%
Same time as currently	21%	5%		24%	16%	23%
Sunday						
Base size	213	129	30	54	52	156
Much later than current	41%	44%		56%	44%	40%
A little later than current	32%	35%		23%	47%	29%
Same time as currently	27%	21%		21%	9%	31%

Ticket purchase

Q14. Ticket purchase method

	Total	Commuter	Business	Leisure	First	Standard
Base size	232	139	35	58	61	164
Purchased in advance and collected from machine	16%	7%		20%	16%	14%
Ticket office	37%	49%		24%	43%	36%
Self service machine	13%	6%		19%	14%	12%
Another way	34%	38%		36%	27%	38%

Q15. Satisfaction with queue at ticket office

	Total	Commuter	Business	Leisure	First	Standard
Base size	87	63	10	14	24	62
Very/fairly satisfied	68%	69%				71%
Very/fairly dissatisfied	20%	21%				19%

Seating

Q16. Rating of service for ability to get a seat on the train (% fairly or very good)

	Total	Commuter	Business	Leisure	First	Standard
Base size	230	141	35	54	60	164
Weekday	64%	57%		70%	63%	65%
Base size	199	121	29	49	49	145
Saturday	60%	40%				57%
Base size	200	119	29	52	48	147
Sunday	60%	36%		74%		60%

Refreshments on the train

Q19. Refreshment facilities used

	Total	Commuter	Business	Leisure	First	Standard
Base size	223	136	35	52	61	159
Trolley	23%	14%		14%	61%	11%
Buffet counter	10%	6%		15%	6%	11%
Complimentary items (first class only)	17%	15%		3%	72%	-
Cooked-to-order hot meal at seat	1%	-		2%	4%	1%
At Seat dining (first class only)	2%	2%		-	7%	-
À la carte restaurant	1%	-		3%	-	1%
Other	1%	1%		3%	*	2%

Q20. Main reason for not using refreshment facilities, if none used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*134*	*89*	*11*	*34*	*6*	*126*
Brought own food/drink onto train	20%	9%				19%
Not hungry/thirsty	31%	32%				32%
Journey too short	1%	1%				1%
Poor value for money	27%	31%				28%
No trolley	10%	15%				9%
Did not want to leave seat to go to buffet	4%	*				5%
Did not have what passenger wanted	3%	5%				3%
Passenger did not like food/drink available	2%	4%				2%

Q21. Satisfaction with onboard catering facilities (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*69*	*39*	*18*	*12*	*43*	*25*
How quickly you were served	80%					
Base size	*67*	*38*	*18*	*11*	*42*	*24*
Range of products	53%					
Base size	*69*	*39*	*18*	*12*	*45*	*23*
Helpfulness/attitude of catering staff	76%					
Base size	*69*	*39*	*18*	*12*	*44*	*24*
Quality of products	53%					
Base size	*68*	*38*	*18*	*12*	*43*	*24*
Presentation	53%					
Base size	*64*	*37*	*15*	*12*	*39*	*24*
Value for money	19%					

Q22. Importance of refreshment options (% fairly or very important)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*217*	*136*	*33*	*48*	*56*	*159*
Trolley	50%	40%			82%	41%
Base size	*214*	*136*	*32*	*46*	*54*	*158*
Buffet counter	35%	30%			43%	32%
Base size	*216*	*138*	*32*	*46*	*58*	*156*
Hot meal cooked to order and brought to seat	16%	16%			38%	9%
Base size	*211*	*133*	*33*	*45*	*54*	*155*
À la carte restaurant	13%	12%			26%	9%

Q23. Satisfaction with frequency of refreshment trolley on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*223*	*140*	*33*	*50*	*59*	*162*
Very/fairly satisfied	46%	32%		42%	76%	30%
Very/fairly dissatisfied	22%	33%		11%	9%	29%

First class refreshments on the train

Q24. Frequency with which staff offered you complimentary items, or took food orders,

	Total	Commuter	Business	Leisure
Base size	*59*	*35*	*20*	*4*
Very/fairly satisfied	74%			

Q25. Were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

	Total	Commuter	Business	Leisure
Base size	*56*	*32*	*20*	*4*
Yes	73%			

Q26. Preference of dining options when travelling first class

	Total	Commuter	Business	Leisure
Base size	*58*	*34*	*20*	*4*
At Seat Dining	40%			
À la carte restaurant	14%			
Like both equally	28%			
Don't use either	18%			

Wi-fi internet access

Q27. Used wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*231*	*146*	*33*	*52*	*62*	*167*
Yes	20%	34%		3%	26%	18%
No	80%	66%		97%	74%	82%

Q28. Reason for not using wi-fi.

	Total	Commuter	Business	Leisure	First	Standard
Base size	*170*	*95*	*28*	*47*	*44*	*125*
Had no need	83%	73%				82%
Did not know it was available	2%	-				2%
Do not know how to use it	2%	3%				3%
Connected to the internet using own means	7%	9%				5%
Was not working	3%	6%				4%
It is not very reliable	7%	14%				7%
Other	1%	*				2%

Results for Geographical Category (Flow) 1

Q29. Satisfaction with wi-fi in terms of… % fairly or very satisfied

	Total	Commuter	Business	Leisure	First	Standard
Base size	*54*	*47*	*5*	*2*	*17*	*36*
Instructions on how to use it	68%					
Base size	*54*	*46*	*6*	*2*	*17*	*36*
Time took to connect	49%					
Base size	*56*	*47*	*6*	*3*	*17*	*38*
Download speed while browsing	35%					
Base size	*56*	*47*	*6*	*3*	*17*	*38*
Reliability of connection during journey	29%					

Q30. Importance of wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*213*	*134*	*33*	*46*	*58*	*154*
Very/fairly important	37%	57%			35%	38%
Very/fairly unimportant	29%	22%			25%	31%

Comment on staff and service disruption

Q31. Current methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	*227*	*144*	*33*	*50*	*62*	*163*
Do not usually know about delays before getting into station	58%	58%		57%	44%	62%
Website	32%	33%		32%	40%	30%
Email	3%	3%		4%	4%	2%
Text alert	3%	5%		-	3%	3%
Telephone call	3%	3%		-	9%	1%
Radio	6%	4%		6%	9%	6%
TV	6%	3%		6%	10%	4%
Ceefax/Teletext	3%	1%		10%	-	4%
Other	2%	3%		4%	2%	3%

Q32. Preferred methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	*226*	*141*	*34*	*51*	*62*	*163*
Website	16%	14%		19%	20%	14%
Email	18%	14%		26%	15%	19%
Text alert	53%	63%		40%	45%	56%
Telephone call	3%	3%		-	7%	2%
Radio	3%	3%		-	3%	3%
TV	5%	2%		6%	9%	3%
Ceefax/Teletext	1%	-		4%	-	2%
Other	1%	*		5%	1%	2%

Q33. Most important methods of finding out about delays and disruptions AT STATION, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	231	145	34	52	62	168
Information screens	90%	87%		94%	88%	90%
Announcements	71%	71%		68%	78%	69%
Ask a member of staff	29%	27%		31%	19%	32%
Get information by text	2%	2%		4%	3%	2%
Posters/notices	2%	2%		*	3%	2%
Ask fellow passenger	3%	5%		-	4%	3%
Telephone help point at station	*	1%		-	-	*
Website	2%	2%		3%	*	2%
Email	1%	-		3%	-	1%
Phone other person/source	*	*		-	-	*
Phone information line	*	1%		-	-	*
Other	*	1%		-	2%	-

Q34. Most important methods of finding out about delays and disruptions ON TRAIN, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	230	146	34	50	62	167
Information screens	18%	8%		32%	18%	18%
Announcements	95%	96%		89%	96%	94%
Ask a member of staff	58%	56%		50%	60%	57%
Get information by text	5%	3%		9%	3%	5%
Posters/notices	1%	*		3%	*	1%
Ask fellow passenger	7%	11%		5%	2%	9%
Website	4%	8%		-	6%	4%
Email	1%	1%		3%	2%	1%
Phone other person/source	2%	5%		-	3%	2%
Phone information line	*	1%		-	-	*
Other	1%	2%		2%	4%	1%

Q35. If delayed on this journey…

	Total	Commuter	Business	Leisure	First	Standard
For those delayed in excess of 30 minutes						
Base size	*177*	*110*	*24*	*43*	*47*	*130*
Yes - given compensation form	3%	*				4%
No - not given compensation form	9%	14%				11%
No delays on this journey	88%	85%				85%
For those delayed in excess of 60 minutes						
Base size	*158*	*98*	*22*	*38*	*43*	*115*
Yes - given complimentary refreshments	3%	1%				3%
No - not given complimentary refreshments	6%	8%				7%
No delays on this journey	91%	92%				90%

Overall rating and priorities for improvement

Q17. Experiences - % fairly or very good

	Total	Commuter	Business	Leisure	First	Standard
Base size	*229*	*140*	*34*	*55*	*61*	*163*
Ticket-buying facilities	76%	75%		77%	73%	76%
Base size	*231*	*141*	*34*	*56*	*61*	*165*
Personal security at the station	66%	63%		76%	65%	66%
Base size	*232*	*141*	*35*	*56*	*62*	*165*
Provision of information about train times/platforms	78%	72%		81%	79%	79%
Base size	*231*	*140*	*35*	*56*	*62*	*164*
Ease of getting to/from the station	77%	70%		76%	69%	80%
Base size	*229*	*141*	*35*	*53*	*61*	*163*
Frequency of trains for this journey	77%	68%		88%	78%	77%
Base size	*232*	*142*	*34*	*56*	*62*	*165*
Punctuality and reliability of the train	82%	73%		89%	84%	81%
Base size	*228*	*139*	*35*	*54*	*61*	*162*
Length of time the journey was scheduled to take (speed)	82%	69%		92%	86%	80%
Base size	*232*	*140*	*34*	*58*	*60*	*166*
Value for money for price of the ticket	23%	3%		50%	14%	25%
Base size	*229*	*140*	*34*	*55*	*60*	*164*
Being able to get a seat on the train	62%	48%		73%	72%	60%
Base size	*230*	*142*	*34*	*54*	*61*	*165*
Personal security while on board the train	74%	65%		80%	82%	72%
Base size	*231*	*140*	*35*	*56*	*62*	*164*
Facilities and services at the station	55%	54%		53%	41%	60%
Base size	*228*	*140*	*34*	*54*	*59*	*164*
Facilities and services on board the train	57%	45%		71%	49%	59%
Base size	*229*	*140*	*35*	*54*	*61*	*162*
Overall experience on this journey	**68%**	**55%**		**81%**	**68%**	**69%**

Appendix F - Tables of results for Geographical Category (Flow) 2

The definition of the journeys covered by Flow 2 is shown below:

Flow 2 - Yorkshire (sample 1,883). Business, leisure and commuter passengers joining NXEC trains at Leeds, York, Wakefield, Doncaster, Hull, Skipton, Bradford, Harrogate, Selby, Brough, and travelling on that train to Peterborough, Stevenage or London Kings Cross or vice versa.

Note:
1) cells that display '-' indicate there were no responses to that question/statement.

2) cells that display '*' indicate the number of responses to that question/statement was below 0.5% of the total.

3) Where the total numbers of responses to a question/statement is less than 50, the individual response percentages are not shown.

Sample profile

Journey purpose	Total
Base size	1883
Commuter	12%
Business	47%
Leisure	41%

Age	Total	Commuter	Business	Leisure	First	Standard
Base size	1883	392	746	745	304	1518
16-24	10%	13%	3%	17%	2%	12%
25-34	21%	15%	22%	20%	15%	22%
35-44	23%	31%	29%	14%	24%	24%
45-54	25%	29%	29%	19%	31%	24%
55-59	8%	6%	7%	9%	11%	7%
60-64	6%	2%	5%	8%	12%	5%
65+	7%	4%	4%	12%	6%	5%

Ethnicity	Total	Commuter	Business	Leisure	First	Standard
Base size	1801	378	716	707	299	1495
White	92%	92%	94%	90%	93%	91%
Mixed	1%	*	1%	2%	1%	1%
Black	2%	3%	1%	3%	1%	2%
Chinese	*	1%	*	1%	-	1%
Asian	3%	3%	2%	4%	3%	3%
Other	2%	2%	1%	2%	2%	2%

Disability	Total	Commuter	Business	Leisure	First	Standard
Base size	*1746*	*365*	*692*	*689*	*291*	*1448*
Yes	4%	3%	2%	7%	4%	4%

Number of journeys made - last two weeks (a return journey counts as two journeys)	Total	Commuter	Business	Leisure	First	Standard
Base size	*1870*	*391*	*741*	*738*	*304*	*1505*
1st journey	53%	26%	48%	67%	46%	53%
2 to 5	44%	61%	49%	33%	50%	43%
6 to 10	3%	10%	3%	*	3%	3%
11 to 20	*	2%	-	*	*	*
21+	*	-	-	1%	1%	*

Priorities for improvements

Q6. Improvements to station facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1612*	*337*	*643*	*632*	*269*	*1305*
Waiting facilities	36%	36%	39%	31%	40%	35%
Toilets at station	24%	19%	25%	25%	23%	25%
Car Parking	10%	15%	9%	11%	12%	10%
Station staffing	7%	8%	6%	9%	8%	7%
None of these are a priority	24%	24%	22%	26%	22%	24%

Q7. Improvements to car parking - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1279*	*277*	*526*	*476*	*217*	*1029*
Having more parking spaces	34%	37%	32%	36%	31%	35%
Making it easier to pay	8%	12%	6%	10%	7%	9%
Improving cleaning and maintenance in the car park	3%	3%	2%	3%	2%	3%
None of these are a priority	56%	48%	60%	52%	62%	54%

Q8. Improvements to station staffing - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1293*	*278*	*529*	*486*	*216*	*1043*
Having station staff more visible	32%	29%	28%	37%	26%	33%
Improving staff knowledge at times of disruption	29%	29%	30%	28%	27%	30%
Improving their attitude and helpfulness	17%	22%	17%	15%	19%	17%
None of these are a priority	26%	23%	26%	26%	31%	24%

Q9. Improvements to station toilets - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1273*	*278*	*515*	*480*	*207*	*1036*
Improving cleaning and maintenance of toilets	45%	44%	48%	41%	42%	45%
Having more cubicles/urinals	26%	25%	24%	31%	23%	27%
Extending hours toilets are open	13%	14%	10%	15%	12%	13%
None of these are a priority	19%	22%	20%	18%	26%	18%

Q10. Improvements to waiting facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1302*	*273*	*531*	*498*	*219*	*1053*
Having more seats	66%	62%	67%	66%	56%	68%
Extending platform canopies to protect from rain	14%	16%	13%	14%	17%	13%
Improving cleaning and maintenance of waiting areas	13%	14%	12%	14%	16%	12%
None of these are a priority	11%	10%	11%	11%	15%	10%

Train timing

Q11. Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1809*	*389*	*733*	*687*	*294*	*1463*
Weekday	91%	92%	92%	91%	96%	91%
Base size	*1589*	*329*	*619*	*641*	*252*	*1297*
Saturday	83%	79%	85%	82%	88%	83%
Base size	*1581*	*329*	*621*	*631*	*256*	*1288*
Sunday	70%	64%	68%	72%	72%	70%

Q12. What time should the FIRST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*1794*	*379*	*722*	*693*	*296*	*1453*
Much earlier than current	11%	14%	8%	14%	9%	11%
A little earlier than current	13%	5%	15%	15%	6%	15%
Same time as currently	76%	80%	77%	71%	85%	74%
Saturday						
Base size	*1666*	*335*	*662*	*669*	*273*	*1351*
Much earlier than current	12%	20%	7%	14%	10%	11%
A little earlier than current	17%	22%	16%	16%	19%	16%
Same time as currently	71%	58%	77%	70%	70%	72%
Sunday						
Base size	*1652*	*333*	*659*	*660*	*274*	*1338*
Much earlier than current	15%	27%	8%	20%	13%	15%
A little earlier than current	21%	25%	22%	19%	23%	20%
Same time as currently	64%	48%	70%	62%	63%	65%

Q13. What time should the LAST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*1776*	*382*	*717*	*677*	*291*	*1439*
Much later than current	22%	22%	18%	30%	21%	23%
A little later than current	31%	25%	32%	32%	24%	33%
Same time as currently	47%	53%	50%	38%	55%	45%
Saturday						
Base size	*1667*	*341*	*664*	*662*	*274*	*1352*
Much later than current	29%	35%	25%	31%	29%	28%
A little later than current	39%	34%	42%	37%	37%	39%
Same time as currently	33%	31%	33%	33%	34%	33%
Sunday						
Base size	*1649*	*339*	*657*	*653*	*273*	*1335*
Much later than current	26%	34%	19%	30%	20%	27%
A little later than current	38%	33%	43%	36%	39%	38%
Same time as currently	36%	33%	38%	34%	40%	35%

Ticket purchase

Q14. Ticket purchase method

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1821*	*378*	*730*	*713*	*301*	*1471*
Purchased in advance and collected from machine	36%	38%	40%	31%	34%	37%
Ticket office	16%	20%	15%	16%	10%	17%
Self service machine	5%	8%	6%	3%	6%	5%
Another way	42%	33%	40%	49%	49%	41%

Q15. Satisfaction with queue at ticket office

	Total	Commuter	Business	Leisure	First	Standard
Base size	*258*	*66*	*89*	*103*	*24*	*225*
Very/fairly satisfied	86%	80%	90%	84%		86%
Very/fairly dissatisfied	6%	7%	3%	9%		6%

Seating

Q16. Rating of service for ability to get a seat on the train (% fairly or very good)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1772*	*384*	*722*	*666*	*290*	*1433*
Weekday	72%	74%	71%	75%	82%	71%
Base size	*1562*	*322*	*611*	*629*	*253*	*1270*
Saturday	70%	66%	69%	71%	74%	70%
Base size	*1552*	*322*	*612*	*618*	*257*	*1257*
Sunday	66%	62%	64%	68%	71%	66%

Refreshments on the train

Q19. Refreshment facilities used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1758*	*367*	*711*	*680*	*301*	*1435*
Trolley	34%	36%	36%	30%	55%	29%
Buffet counter	13%	12%	14%	12%	4%	14%
Complimentary items (first class only)	12%	11%	15%	9%	70%	1%
Cooked-to-order hot meal at seat	2%	3%	3%	1%	6%	1%
At Seat dining (first class only)	3%	4%	4%	1%	14%	*
À la carte restaurant	1%	1%	1%	*	1%	1%
Other	2%	1%	2%	2%	4%	1%

Q20. Main reason for not using refreshment facilities, if none used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*837*	*173*	*296*	*368*	*21*	*809*
Brought own food/drink onto train	39%	37%	37%	42%		40%
Not hungry/thirsty	20%	22%	20%	20%		20%
Journey too short	1%	1%	-	1%		1%
Poor value for money	19%	21%	18%	20%		20%
No trolley	2%	5%	2%	1%		2%
Did not want to leave seat to go to buffet	6%	4%	7%	4%		6%
Did not have what passenger wanted	2%	1%	3%	2%		2%
Passenger did not like food/drink available	6%	3%	9%	4%		6%

Q21. Satisfaction with onboard catering facilities (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*789*	*165*	*360*	*264*	*239*	*541*
How quickly you were served	81%	77%	79%	84%	88%	78%
Base size	*766*	*163*	*352*	*251*	*233*	*525*
Range of products	49%	44%	46%	56%	52%	47%
Base size	*771*	*164*	*355*	*252*	*237*	*525*
Helpfulness/attitude of catering staff	86%	82%	85%	87%	91%	84%
Base size	*758*	*159*	*349*	*250*	*229*	*520*
Quality of products	62%	61%	60%	66%	65%	60%
Base size	*746*	*158*	*344*	*244*	*222*	*515*
Presentation	57%	55%	53%	63%	61%	55%
Base size	*756*	*163*	*347*	*246*	*222*	*523*
Value for money	33%	37%	30%	37%	40%	31%

Q22. Importance of refreshment options (% fairly or very important)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1721*	*361*	*693*	*667*	*283*	*1422*
Trolley	64%	70%	67%	59%	69%	63%
Base size	*1689*	*349*	*685*	*655*	*275*	*1399*
Buffet counter	57%	55%	62%	52%	54%	58%
Base size	*1657*	*347*	*672*	*638*	*278*	*1364*
Hot meal cooked to order and brought to seat	18%	19%	19%	16%	39%	13%
Base size	*1640*	*343*	*664*	*633*	*270*	*1356*
À la carte restaurant	15%	15%	17%	12%	32%	12%

Q23. Satisfaction with frequency of refreshment trolley on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1746*	*370*	*704*	*672*	*294*	*1438*
Very/fairly satisfied	45%	42%	43%	48%	73%	37%
Very/fairly dissatisfied	21%	23%	22%	18%	10%	24%

First class refreshments on the train

Q24. Frequency with which staff offered you complimentary items, or took food orders,

	Total	Commuter	Business	Leisure
Base size	*289*	*61*	*160*	*68*
Very/fairly satisfied	77%	79%	73%	85%

Q25. Were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

	Total	Commuter	Business	Leisure
Base size	*284*	*60*	*157*	*67*
Yes	63%	65%	63%	62%

Q26. Preference of dining options when travelling first class

	Total	Commuter	Business	Leisure
Base size	287	63	159	65
At Seat Dining	39%	37%	42%	30%
À la carte restaurant	19%	20%	22%	13%
Like both equally	19%	29%	15%	26%
Don't use either	21%	13%	20%	26%

Wi-fi internet access

Q27. Used wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	1794	376	720	698	299	1476
Yes	22%	28%	28%	13%	29%	20%
No	78%	72%	72%	87%	71%	80%

Q28. Reason for not using wi-fi.

	Total	Commuter	Business	Leisure	First	Standard
Base size	1343	261	491	591	205	1123
Had no need	71%	60%	66%	79%	70%	72%
Did not know it was available	8%	4%	9%	7%	5%	8%
Do not know how to use it	7%	9%	10%	4%	7%	7%
Connected to the internet using own means	8%	16%	10%	3%	9%	7%
Was not working	5%	7%	5%	4%	9%	4%
It is not very reliable	6%	10%	9%	2%	8%	5%
Other	6%	3%	7%	6%	6%	6%

Results for Geograhical Category (Flow) 2

Q29. Satisfaction with wi-fi in terms of… % fairly or very satisfied

	Total	Commuter	Business	Leisure	First	Standard
Base size	*405*	*103*	*213*	*89*	*83*	*318*
Instructions on how to use it	82%	82%	82%	85%	81%	83%
Base size	*409*	*103*	*216*	*90*	*86*	*319*
Time took to connect	63%	53%	62%	73%	58%	64%
Base size	*407*	*102*	*214*	*91*	*86*	*317*
Download speed while browsing	35%	22%	33%	47%	31%	36%
Base size	*405*	*101*	*214*	*90*	*85*	*316*
Reliability of connection during journey	41%	34%	38%	52%	36%	42%

Q30. Importance of wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1632*	*350*	*665*	*617*	*277*	*1340*
Very/fairly important	46%	56%	53%	33%	55%	44%
Very/fairly unimportant	27%	19%	21%	37%	20%	28%

Comment on staff and service disruption

Q31. Current methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	1772	373	716	683	291	1463
Do not usually know about delays before getting into station	62%	59%	66%	58%	69%	61%
Website	28%	28%	25%	31%	23%	29%
Email	3%	4%	2%	3%	5%	2%
Text alert	2%	4%	2%	1%	2%	2%
Telephone call	3%	3%	2%	3%	3%	3%
Radio	10%	9%	11%	8%	8%	10%
TV	7%	7%	8%	6%	4%	7%
Ceefax/Teletext	2%	2%	2%	3%	1%	2%
Other	2%	4%	2%	2%	1%	2%

Q32. Preferred methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	1766	376	706	684	296	1453
Website	17%	14%	15%	21%	20%	17%
Email	9%	14%	9%	9%	10%	9%
Text alert	56%	58%	61%	51%	57%	56%
Telephone call	6%	3%	5%	8%	7%	6%
Radio	5%	6%	6%	4%	2%	6%
TV	2%	2%	2%	2%	1%	2%
Ceefax/Teletext	1%	1%	1%	2%	1%	1%
Other	3%	3%	2%	3%	2%	3%

Results for Geograhical Category (Flow) 2

Q33. Most important methods of finding out about delays and disruptions AT STATION, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	1801	377	720	704	300	1485
Information screens	90%	90%	90%	89%	88%	90%
Announcements	66%	66%	67%	64%	68%	65%
Ask a member of staff	32%	28%	33%	32%	28%	33%
Get information by text	4%	3%	4%	4%	4%	4%
Posters/notices	3%	1%	3%	4%	2%	3%
Ask fellow passenger	3%	6%	3%	2%	4%	2%
Telephone help point at station	1%	1%	1%	1%	2%	1%
Website	1%	1%	1%	1%	1%	1%
Email	1%	2%	1%	1%	2%	1%
Phone other person/source	1%	1%	1%	*	2%	*
Phone information line	*	1%	*	-	1%	*
Other	1%	1%	*	1%	1%	1%

Q34. Most important methods of finding out about delays and disruptions ON TRAIN, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	1798	375	716	707	299	1484
Information screens	20%	17%	18%	23%	18%	20%
Announcements	94%	93%	97%	92%	98%	94%
Ask a member of staff	61%	62%	61%	61%	70%	60%
Get information by text	4%	3%	5%	4%	4%	4%
Posters/notices	1%	1%	1%	1%	1%	1%
Ask fellow passenger	6%	7%	7%	5%	4%	7%
Website	2%	3%	2%	1%	1%	2%
Email	1%	1%	*	1%	2%	1%
Phone other person/source	1%	1%	2%	*	2%	1%
Phone information line	1%	2%	1%	2%	1%	1%
Other	2%	1%	2%	2%	1%	2%

Q35. If delayed on this journey…

	Total	Commuter	Business	Leisure	First	Standard
For those delayed in excess of 30 minutes						
Base size	*1331*	*272*	*546*	*513*	*217*	*1104*
Yes - given compensation form	2%	3%	1%	2%	2%	2%
No - not given compensation form	5%	8%	4%	6%	6%	5%
No delays on this journey	93%	89%	95%	92%	92%	94%
For those delayed in excess of 60 minutes						
Base size	*1180*	*244*	*485*	*451*	*194*	*977*
Yes - given complimentary refreshments	2%	3%	1%	2%	2%	2%
No - not given complimentary refreshments	3%	7%	2%	3%	5%	2%
No delays on this journey	95%	91%	97%	95%	93%	96%

<u>Overall rating and priorities for improvement</u>

Q17. Experiences - % fairly or very good

	Total	Commuter	Business	Leisure	First	Standard
Base size	*1773*	*376*	*718*	*679*	*287*	*1446*
Ticket-buying facilities	85%	82%	87%	83%	88%	85%
Base size	*1785*	*380*	*720*	*685*	*292*	*1453*
Personal security at the station	66%	58%	62%	74%	62%	67%
Base size	*1808*	*383*	*726*	*699*	*297*	*1469*
Provision of information about train times/platforms	89%	86%	90%	88%	91%	88%
Base size	*1797*	*381*	*723*	*693*	*293*	*1464*
Ease of getting to/from the station	81%	79%	81%	82%	83%	81%
Base size	*1795*	*383*	*724*	*688*	*297*	*1460*
Frequency of trains for this journey	89%	87%	90%	89%	95%	88%
Base size	*1798*	*380*	*722*	*696*	*297*	*1463*
Punctuality and reliability of the train	91%	89%	93%	90%	95%	91%
Base size	*1764*	*372*	*713*	*679*	*291*	*1436*
Length of time the journey was scheduled to take (speed)	86%	86%	86%	84%	85%	86%
Base size	*1798*	*378*	*726*	*694*	*295*	*1463*
Value for money for price of the ticket	37%	36%	26%	51%	32%	38%
Base size	*1793*	*376*	*716*	*701*	*289*	*1465*
Being able to get a seat on the train	76%	75%	73%	80%	88%	74%
Base size	*1787*	*381*	*716*	*690*	*293*	*1456*
Personal security while on board the train	74%	71%	75%	74%	79%	73%
Base size	*1787*	*375*	*720*	*692*	*293*	*1455*
Facilities and services at the station	59%	61%	55%	63%	54%	60%
Base size	*1793*	*378*	*721*	*694*	*295*	*1461*
Facilities and services on board the train	63%	63%	57%	71%	68%	62%
Base size	*1774*	*373*	*711*	*690*	*292*	*1443*
Overall experience on this journey	**81%**	**78%**	**79%**	**84%**	**85%**	**80%**

Appendix G - Tables of results for Geographical Category (Flow) 3

The definition of the journeys covered by Flow 3 is shown below:

Flow 3 - North East England (sample 751). Business, leisure and commuter passengers joining NXEC trains at Berwick upon Tweed, Alnmouth, Newcastle, Durham or Darlington and travelling on that train to Peterborough, Stevenage or London Kings Cross or vice versa.

Note:
1) cells that display '-' indicate there were no responses to that question/statement.

2) cells that display '*' indicate the number of responses to that question/statement was below 0.5% of the total.

3) Where the total numbers of responses to a question/statement is less than 50, the individual response percentages are not shown.

Sample profile

Journey purpose	Total
Base size	*751*
Commuter	12%
Business	35%
Leisure	53%

Age	Total	Commuter	Business	Leisure	First	Standard
Base size	*751*	*127*	*201*	*423*	*150*	*567*
16-24	14%	28%	4%	18%	4%	18%
25-34	19%	17%	20%	18%	9%	22%
35-44	18%	18%	24%	15%	25%	18%
45-54	23%	20%	32%	17%	34%	21%
55-59	9%	9%	11%	8%	14%	8%
60-64	5%	2%	2%	7%	5%	5%
65+	12%	6%	6%	17%	9%	8%

Ethnicity	Total	Commuter	Business	Leisure	First	Standard
Base size	*707*	*119*	*189*	*399*	*146*	*558*
White	92%	89%	95%	91%	96%	91%
Mixed	2%	-	2%	2%	-	2%
Black	1%	2%	*	2%	1%	2%
Chinese	1%	1%	-	1%	-	1%
Asian	3%	5%	2%	3%	2%	3%
Other	1%	4%	*	1%	1%	1%

Disability	Total	Commuter	Business	Leisure	First	Standard
Base size	*699*	*119*	*188*	*392*	*146*	*549*
Yes	6%	3%	5%	8%	5%	6%

Number of journeys made - last two weeks (a return journey counts as two journeys)	Total	Commuter	Business	Leisure	First	Standard
Base size	*748*	*127*	*201*	*420*	*149*	*565*
1st journey	56%	34%	48%	66%	52%	56%
2 to 5	42%	62%	50%	32%	47%	42%
6 to 10	1%	3%	2%	*	*	2%
11 to 20	0%	0%	0%	0%	0%	0%
21+	1%	-	-	1%	-	*

Priorities for improvements

Q6. Improvements to station facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*625*	*106*	*172*	*347*	*126*	*476*
Waiting facilities	41%	32%	51%	36%	46%	40%
Toilets at station	21%	26%	19%	21%	17%	22%
Car Parking	12%	13%	13%	11%	14%	11%
Station staffing	7%	12%	5%	8%	6%	8%
None of these are a priority	22%	21%	18%	26%	22%	22%

Q7. Improvements to car parking - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*491*	*88*	*142*	*261*	*97*	*377*
Having more parking spaces	37%	34%	38%	38%	32%	38%
Making it easier to pay	10%	11%	11%	9%	9%	10%
Improving cleaning and maintenance in the car park	2%	1%	1%	3%	1%	2%
None of these are a priority	52%	54%	51%	52%	59%	51%

Results for Geographical Category (Flow) 3

Q8. Improvements to station staffing - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	498	87	144	267	97	385
Having station staff more visible	35%	32%	30%	40%	33%	36%
Improving staff knowledge at times of disruption	25%	26%	33%	20%	27%	25%
Improving their attitude and helpfulness	17%	18%	16%	18%	19%	16%
None of these are a priority	25%	26%	26%	24%	28%	25%

Q9. Improvements to station toilets - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	492	85	141	266	94	382
Improving cleaning and maintenance of toilets	45%	33%	49%	44%	32%	47%
Having more cubicles/urinals	22%	24%	22%	22%	32%	21%
Extending hours toilets are open	14%	21%	12%	15%	16%	14%
None of these are a priority	22%	24%	20%	23%	23%	22%

Q10. Improvements to waiting facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	504	86	149	269	100	387
Having more seats	70%	62%	75%	68%	69%	71%
Extending platform canopies to protect from rain	9%	15%	8%	10%	11%	9%
Improving cleaning and maintenance of waiting areas	10%	12%	9%	10%	9%	10%
None of these are a priority	13%	13%	10%	14%	13%	12%

Train timing

Q11. Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*704*	*125*	*191*	*388*	*138*	*542*
Weekday	91%	94%	89%	91%	94%	89%
Base size	*632*	*108*	*163*	*361*	*123*	*488*
Saturday	83%	85%	81%	84%	90%	82%
Base size	*620*	*110*	*159*	*351*	*121*	*478*
Sunday	75%	74%	75%	75%	80%	73%

Q12. What time should the FIRST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*711*	*124*	*196*	*391*	*142*	*544*
Much earlier than current	11%	15%	10%	11%	9%	12%
A little earlier than current	17%	21%	17%	15%	11%	18%
Same time as currently	72%	65%	73%	74%	80%	70%
Saturday						
Base size	*659*	*114*	*178*	*367*	*135*	*505*
Much earlier than current	9%	9%	5%	11%	2%	11%
A little earlier than current	18%	19%	22%	15%	11%	20%
Same time as currently	73%	72%	73%	74%	87%	70%
Sunday						
Base size	*652*	*115*	*174*	*363*	*133*	*499*
Much earlier than current	14%	17%	5%	19%	7%	16%
A little earlier than current	19%	25%	23%	16%	15%	21%
Same time as currently	67%	58%	72%	65%	78%	63%

Q13. What time should the LAST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*708*	*123*	*198*	*387*	*142*	*544*
Much later than current	23%	20%	22%	26%	19%	24%
A little later than current	31%	40%	27%	31%	32%	31%
Same time as currently	46%	39%	52%	43%	49%	44%
Saturday						
Base size	*664*	*117*	*181*	*366*	*137*	*509*
Much later than current	24%	23%	24%	24%	16%	25%
A little later than current	34%	43%	30%	34%	37%	34%
Same time as currently	42%	34%	46%	43%	47%	40%
Sunday						
Base size	*656*	*117*	*179*	*360*	*134*	*504*
Much later than current	24%	16%	26%	25%	18%	25%
A little later than current	31%	43%	23%	31%	34%	31%
Same time as currently	45%	41%	51%	44%	48%	45%

Ticket purchase

Q14. Ticket purchase method

	Total	Commuter	Business	Leisure	First	Standard
Base size	*723*	*125*	*196*	*402*	*144*	*555*
Purchased in advance and collected from machine	36%	42%	42%	30%	39%	35%
Ticket office	12%	12%	11%	13%	7%	13%
Self service machine	5%	8%	2%	6%	3%	5%
Another way	46%	38%	44%	49%	49%	46%

Q15. Satisfaction with queue at ticket office

	Total	Commuter	Business	Leisure	First	Standard
Base size	*85*	*14*	*22*	*49*	*8*	*74*
Very/fairly satisfied	73%					75%
Very/fairly dissatisfied	16%					13%

Seating

Q16. Rating of service for ability to get a seat on the train (% fairly or very good)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*691*	*124*	*187*	*380*	*134*	*533*
Weekday	72%	63%	71%	74%	84%	69%
Base size	*611*	*110*	*159*	*342*	*125*	*468*
Saturday	66%	66%	66%	66%	82%	62%
Base size	*605*	*111*	*157*	*337*	*123*	*464*
Sunday	64%	63%	65%	64%	83%	59%

Refreshments on the train

Q19. Refreshment facilities used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*700*	*122*	*192*	*386*	*148*	*536*
Trolley	43%	38%	48%	41%	67%	37%
Buffet counter	17%	9%	16%	19%	3%	20%
Complimentary items (first class only)	15%	16%	19%	11%	67%	*
Cooked-to-order hot meal at seat	2%	1%	2%	3%	7%	1%
At Seat dining (first class only)	5%	4%	7%	3%	18%	*
À la carte restaurant	1%	1%	1%	1%	2%	1%
Other	2%	1%	1%	2%	3%	1%

Q20. Main reason for not using refreshment facilities, if none used

	Total	Commuter	Business	Leisure	First	Standard
Base size	269	54	63	152	8	258
Brought own food/drink onto train	48%	38%	58%	45%		48%
Not hungry/thirsty	12%	13%	9%	13%		11%
Journey too short	-	-	-	-		-
Poor value for money	24%	31%	21%	23%		24%
No trolley	3%	7%	-	3%		3%
Did not want to leave seat to go to buffet	3%	2%	6%	2%		3%
Did not have what passenger wanted	2%	2%	2%	2%		2%
Passenger did not like food/drink available	4%	3%	2%	5%		4%

Q21. Satisfaction with onboard catering facilities (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	361	58	107	196	111	240
How quickly you were served	82%	84%	87%	78%	88%	80%
Base size	356	58	107	191	111	235
Range of products	46%	37%	46%	47%	62%	39%
Base size	360	57	108	195	113	237
Helpfulness/attitude of catering staff	83%	81%	85%	81%	90%	80%
Base size	358	58	109	191	111	237
Quality of products	58%	58%	53%	61%	71%	52%
Base size	354	58	105	191	111	234
Presentation	55%	54%	55%	55%	66%	51%
Base size	357	58	107	192	110	238
Value for money	33%	28%	31%	36%	51%	25%

Q22. Importance of refreshment options (% fairly or very important)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*683*	*117*	*189*	*377*	*141*	*528*
Trolley	72%	69%	79%	67%	79%	70%
Base size	*660*	*118*	*183*	*359*	*131*	*516*
Buffet counter	64%	66%	66%	63%	57%	66%
Base size	*653*	*115*	*181*	*357*	*140*	*501*
Hot meal cooked to order and brought to seat	23%	27%	25%	20%	50%	15%
Base size	*646*	*111*	*180*	*355*	*133*	*501*
À la carte restaurant	18%	19%	21%	15%	33%	13%

Q23. Satisfaction with frequency of refreshment trolley on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*695*	*121*	*190*	*384*	*144*	*536*
Very/fairly satisfied	53%	55%	55%	51%	70%	47%
Very/fairly dissatisfied	17%	18%	14%	18%	7%	20%

First class refreshments on the train

Q24. Frequency with which staff offered you complimentary items, or took food orders,

	Total	Commuter	Business	Leisure
Base size	*145*	*26*	*49*	*70*
Very/fairly satisfied	84%			89%

Q25. Were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

	Total	Commuter	Business	Leisure
Base size	*143*	*26*	*49*	*68*
Yes	66%			58%

Q26. Preference of dining options when travelling first class

	Total	Commuter	Business	Leisure
Base size	*144*	*27*	*47*	*70*
At Seat Dining	43%			42%
À la carte restaurant	21%			20%
Like both equally	16%			13%
Don't use either	20%			23%

Wi-fi internet access

Q27. Used wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*702*	*121*	*190*	*391*	*146*	*545*
Yes	23%	34%	31%	15%	29%	21%
No	77%	66%	69%	85%	71%	79%

Q28. Reason for not using wi-fi.

	Total	Commuter	Business	Leisure	First	Standard
Base size	*531*	*81*	*127*	*323*	*104*	*420*
Had no need	75%	70%	69%	78%	69%	76%
Did not know it was available	5%	6%	3%	6%	1%	6%
Do not know how to use it	8%	5%	9%	9%	8%	8%
Connected to the internet using own means	6%	2%	14%	3%	9%	6%
Was not working	6%	6%	7%	6%	10%	5%
It is not very reliable	6%	10%	8%	4%	8%	5%
Other	4%	9%	4%	4%	7%	3%

Q29. Satisfaction with wi-fi in terms of… % fairly or very satisfied

	Total	Commuter	Business	Leisure	First	Standard
Base size	*147*	*39*	*56*	*52*	*39*	*104*
Instructions on how to use it	71%		64%	82%		70%
Base size	*150*	*40*	*57*	*53*	*40*	*106*
Time took to connect	61%		66%	59%		62%
Base size	*150*	*40*	*57*	*53*	*40*	*106*
Download speed while browsing	33%		35%	34%		33%
Base size	*150*	*40*	*57*	*53*	*40*	*106*
Reliability of connection during journey	34%		37%	41%		33%

Q30. Importance of wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*638*	*111*	*175*	*352*	*132*	*496*
Very/fairly important	47%	64%	56%	37%	54%	45%
Very/fairly unimportant	29%	16%	25%	36%	32%	29%

Comment on staff and service disruption

Q31. Current methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	*687*	*121*	*185*	*381*	*141*	*537*
Do not usually know about delays before getting into station	60%	60%	63%	59%	52%	63%
Website	28%	30%	24%	31%	33%	27%
Email	1%	3%	1%	1%	-	2%
Text alert	1%	1%	1%	1%	1%	1%
Telephone call	4%	4%	1%	5%	4%	3%
Radio	10%	10%	14%	7%	11%	10%
TV	7%	5%	7%	6%	5%	7%
Ceefax/Teletext	3%	2%	1%	4%	4%	3%
Other	2%	2%	1%	2%	4%	1%

Q32. Preferred methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	*680*	*117*	*185*	*378*	*141*	*530*
Website	19%	16%	19%	20%	17%	19%
Email	10%	12%	7%	12%	11%	9%
Text alert	54%	53%	63%	48%	56%	54%
Telephone call	7%	10%	4%	9%	7%	8%
Radio	4%	5%	3%	4%	2%	4%
TV	2%	3%	2%	2%	1%	2%
Ceefax/Teletext	2%	1%	1%	3%	3%	1%
Other	2%	1%	2%	3%	2%	2%

Results for Geographical Category (Flow) 3

Q33. Most important methods of finding out about delays and disruptions AT STATION, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*704*	*121*	*188*	*395*	*143*	*551*
Information screens	92%	91%	97%	89%	97%	91%
Announcements	65%	62%	65%	66%	67%	64%
Ask a member of staff	30%	28%	30%	30%	25%	31%
Get information by text	4%	3%	3%	4%	2%	4%
Posters/notices	2%	2%	3%	2%	2%	3%
Ask fellow passenger	2%	6%	-	2%	*	2%
Telephone help point at station	1%	1%	-	1%	*	1%
Website	1%	1%	1%	2%	3%	1%
Email	*	-	-	1%	-	*
Phone other person/source	*	-	1%	*	-	*
Phone information line	*	2%	-	*	-	*
Other	*	-	*	1%	1%	*

Q34. Most important methods of finding out about delays and disruptions ON TRAIN, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*703*	*121*	*188*	*394*	*143*	*550*
Information screens	19%	15%	15%	22%	14%	20%
Announcements	94%	95%	96%	92%	96%	93%
Ask a member of staff	65%	62%	70%	62%	67%	64%
Get information by text	4%	6%	2%	5%	4%	4%
Posters/notices	2%	2%	1%	2%	-	2%
Ask fellow passenger	6%	8%	4%	6%	2%	7%
Website	1%	2%	2%	1%	3%	1%
Email	*	-	1%	*	-	*
Phone other person/source	2%	1%	2%	2%	3%	1%
Phone information line	1%	2%	1%	2%	1%	1%
Other	2%	1%	3%	1%	1%	2%

Q35. If delayed on this journey…

	Total	Commuter	Business	Leisure	First	Standard
For those delayed in excess of 30 minutes						
Base size	*519*	*100*	*131*	*288*	*109*	*404*
Yes - given compensation form	1%	-	1%	1%	1%	1%
No - not given compensation form	7%	7%	6%	9%	8%	7%
No delays on this journey	92%	93%	93%	91%	91%	92%
For those delayed in excess of 60 minutes						
Base size	*452*	*89*	*115*	*248*	*89*	*357*
Yes - given complimentary refreshments	1%	2%	1%	1%	1%	1%
No - not given complimentary refreshments	6%	4%	5%	8%	3%	7%
No delays on this journey	93%	94%	94%	92%	96%	92%

Overall rating and priorities for improvement

Q17. Experiences - % fairly or very good

	Total	Commuter	Business	Leisure	First	Standard
Base size	*700*	*121*	*193*	*386*	*140*	*536*
Ticket-buying facilities	79%	83%	75%	80%	83%	77%
Base size	*701*	*124*	*193*	*384*	*140*	*537*
Personal security at the station	62%	69%	63%	60%	64%	62%
Base size	*710*	*126*	*194*	*390*	*145*	*541*
Provision of information about train times/platforms	88%	85%	92%	86%	88%	88%
Base size	*707*	*126*	*195*	*386*	*144*	*538*
Ease of getting to/from the station	80%	81%	78%	81%	80%	80%
Base size	*701*	*122*	*190*	*389*	*144*	*533*
Frequency of trains for this journey	87%	89%	82%	90%	93%	85%
Base size	*711*	*124*	*195*	*392*	*146*	*540*
Punctuality and reliability of the train	92%	87%	91%	95%	95%	91%
Base size	*701*	*125*	*196*	*380*	*143*	*533*
Length of time the journey was scheduled to take (speed)	86%	77%	86%	88%	87%	85%
Base size	*711*	*125*	*194*	*392*	*143*	*543*
Value for money for price of the ticket	37%	26%	27%	47%	35%	38%
Base size	*703*	*124*	*191*	*388*	*141*	*538*
Being able to get a seat on the train	73%	56%	73%	78%	85%	71%
Base size	*698*	*124*	*192*	*382*	*141*	*533*
Personal security while on board the train	69%	63%	71%	70%	83%	66%
Base size	*704*	*125*	*188*	*391*	*141*	*540*
Facilities and services at the station	56%	50%	51%	61%	54%	56%
Base size	*703*	*122*	*193*	*388*	*141*	*538*
Facilities and services on board the train	61%	55%	58%	64%	72%	58%
Base size	*705*	*121*	*194*	*390*	*142*	*536*
Overall experience on this journey	**79%**	**76%**	**79%**	**80%**	**88%**	**76%**

Appendix H - Tables of results for Geographical Category (Flow) 4

The definition of the journeys covered by Flow 4 is shown below:

Flow 4 - Scotland (sample 853). Business, leisure and commuter passengers joining NXEC trains at any station in Scotland and travelling on that train to York or any station south thereof or vice versa.

Note:
1) cells that display '-' indicate there were no responses to that question/statement.

2) cells that display '*' indicate the number of responses to that question/statement was below 0.5% of the total.

3) Where the total numbers of responses to a question/statement is less than 50, the individual response percentages are not shown.

Sample profile

Journey purpose	Total
Base size	*853*
Commuter	6%
Business	12%
Leisure	82%

Age	Total	Commuter	Business	Leisure	First	Standard
Base size	*853*	*71*	*82*	*700*	*162*	*663*
16-24	12%	32%	6%	11%	4%	14%
25-34	15%	18%	10%	15%	6%	18%
35-44	12%	17%	17%	11%	14%	11%
45-54	15%	14%	37%	11%	16%	15%
55-59	8%	7%	13%	7%	9%	8%
60-64	12%	7%	11%	13%	11%	13%
65+	27%	6%	6%	31%	41%	21%

Ethnicity	Total	Commuter	Business	Leisure	First	Standard
Base size	*809*	*64*	*78*	*667*	*153*	*652*
White	93%	89%	97%	92%	98%	92%
Mixed	1%	4%	1%	*	-	1%
Black	1%	3%	2%	1%	2%	1%
Chinese	1%	-	-	1%	-	1%
Asian	3%	2%	-	4%	1%	4%
Other	1%	2%	-	1%	-	2%

Disability	Total	Commuter	Business	Leisure	First	Standard
Base size	*777*	*65*	*78*	*634*	*150*	*624*
Yes	10%	1%	2%	12%	9%	10%

Number of journeys made - last two weeks (a return journey counts as two journeys)	Total	Commuter	Business	Leisure	First	Standard
Base size	*845*	*71*	*82*	*692*	*161*	*656*
1st journey	66%	53%	58%	68%	68%	66%
2 to 5	33%	47%	41%	31%	32%	33%
6 to 10	*	-	1%	*	-	1%
11 to 20	*	-	-	*	-	*
21+	1%	-	-	1%	1%	*

Priorities for improvements

Q6. Improvements to station facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*680*	*62*	*71*	*547*	*123*	*541*
Waiting facilities	28%	23%	34%	27%	33%	27%
Toilets at station	20%	31%	24%	19%	16%	21%
Car Parking	12%	13%	15%	11%	13%	11%
Station staffing	10%	16%	2%	10%	10%	10%
None of these are a priority	36%	19%	32%	38%	39%	35%

Q7. Improvements to car parking - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*452*	*50*	*50*	*352*	*84*	*356*
Having more parking spaces	39%	31%	34%	41%	33%	40%
Making it easier to pay	7%	12%	5%	7%	4%	8%
Improving cleaning and maintenance in the car park	2%	-	4%	2%	6%	2%
None of these are a priority	55%	57%	60%	54%	63%	54%

Results for Geographical Category (Flow) 4

Q8. Improvements to station staffing - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*466*	*49*	*51*	*366*	*83*	*368*
Having station staff more visible	41%		32%	44%	46%	40%
Improving staff knowledge at times of disruption	17%		15%	17%	14%	18%
Improving their attitude and helpfulness	15%		8%	16%	12%	16%
None of these are a priority	33%		47%	31%	35%	32%

Q9. Improvements to station toilets - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*452*	*44*	*51*	*357*	*81*	*357*
Improving cleaning and maintenance of toilets	38%		51%	36%	33%	39%
Having more cubicles/urinals	25%		23%	25%	33%	24%
Extending hours toilets are open	17%		9%	18%	10%	19%
None of these are a priority	27%		25%	28%	35%	24%

Q10. Improvements to waiting facilities - % ranking each option as the first priority

	Total	Commuter	Business	Leisure	First	Standard
Base size	*476*	*48*	*54*	*374*	*86*	*375*
Having more seats	65%		61%	66%	61%	66%
Extending platform canopies to protect from rain	15%		14%	14%	16%	14%
Improving cleaning and maintenance of waiting areas	10%		6%	11%	11%	10%
None of these are a priority	17%		25%	16%	21%	15%

Train timing

Q11. Satisfaction with frequency of service between station boarded and station alighted (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*775*	*67*	*77*	*631*	*149*	*607*
Weekday	84%	82%	80%	85%	81%	85%
Base size	*603*	*60*	*61*	*482*	*124*	*466*
Saturday	73%	67%	71%	73%	76%	72%
Base size	*613*	*61*	*65*	*487*	*124*	*478*
Sunday	65%	57%	67%	66%	64%	66%

Q12. What time should the FIRST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*760*	*67*	*77*	*616*	*144*	*603*
Much earlier than current	14%	9%	20%	13%	8%	15%
A little earlier than current	17%	22%	13%	18%	21%	17%
Same time as currently	69%	68%	68%	69%	71%	68%
Saturday						
Base size	*668*	*62*	*70*	*536*	*130*	*526*
Much earlier than current	14%	15%	13%	14%	3%	15%
A little earlier than current	21%	17%	24%	22%	21%	21%
Same time as currently	65%	69%	64%	65%	75%	64%
Sunday						
Base size	*666*	*62*	*71*	*533*	*127*	*527*
Much earlier than current	20%	15%	13%	22%	11%	21%
A little earlier than current	25%	24%	29%	25%	39%	23%
Same time as currently	55%	62%	58%	54%	50%	56%

Q13. What time should the LAST train run…(% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Weekday						
Base size	*756*	*67*	*77*	*612*	*142*	*600*
Much later than current	19%	26%	21%	17%	9%	20%
A little later than current	29%	31%	28%	30%	34%	28%
Same time as currently	52%	43%	51%	53%	57%	52%
Saturday						
Base size	*675*	*63*	*70*	*542*	*131*	*532*
Much later than current	20%	30%	35%	18%	12%	21%
A little later than current	35%	31%	28%	36%	26%	36%
Same time as currently	45%	39%	37%	47%	63%	44%
Sunday						
Base size	*666*	*63*	*71*	*532*	*126*	*528*
Much later than current	20%	29%	33%	18%	14%	19%
A little later than current	35%	34%	21%	36%	23%	37%
Same time as currently	45%	37%	47%	45%	62%	44%

Ticket purchase

Q14. Ticket purchase method

	Total	Commuter	Business	Leisure	First	Standard
Base size	*797*	*66*	*81*	*650*	*152*	*628*
Purchased in advance and collected from machine	28%	33%	44%	25%	26%	28%
Ticket office	20%	25%	8%	21%	13%	21%
Self service machine	2%	10%	4%	1%	*	2%
Another way	50%	29%	45%	53%	61%	48%

Q15. Satisfaction with queue at ticket office

	Total	Commuter	Business	Leisure	First	Standard
Base size	*153*	*17*	*7*	*129*	*21*	*130*
Very/fairly satisfied	86%			85%		86%
Very/fairly dissatisfied	8%			8%		8%

Seating

Q16. Rating of service for ability to get a seat on the train (% fairly or very good)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*753*	*65*	*77*	*611*	*141*	*599*
Weekday	79%	66%	77%	80%	87%	77%
Base size	*615*	*55*	*63*	*497*	*120*	*487*
Saturday	73%	43%	77%	75%	83%	72%
Base size	*613*	*57*	*65*	*491*	*117*	*489*
Sunday	70%	54%	68%	72%	82%	68%

Refreshments on the train

Q19. Refreshment facilities used

	Total	Commuter	Business	Leisure	First	Standard
Base size	*787*	*65*	*79*	*643*	*154*	*619*
Trolley	47%	41%	51%	46%	63%	43%
Buffet counter	25%	29%	18%	26%	4%	30%
Complimentary items (first class only)	14%	13%	27%	12%	68%	1%
Cooked-to-order hot meal at seat	6%	7%	17%	5%	15%	4%
At Seat dining (first class only)	6%	4%	10%	6%	28%	1%
À la carte restaurant	2%	-	1%	2%	2%	1%
Other	2%	3%	4%	2%	3%	2%

Q20. Main reason for not using refreshment facilities, if none used

	Total	Commuter	Business	Leisure	First	Standard
Base size	239	21	20	198	17	220
Brought own food/drink onto train	59%			62%		61%
Not hungry/thirsty	9%			8%		9%
Journey too short	*			*		-
Poor value for money	19%			18%		17%
No trolley	1%			1%		2%
Did not want to leave seat to go to buffet	4%			3%		4%
Did not have what passenger wanted	2%			2%		2%
Passenger did not like food/drink available	2%			1%		2%

Q21. Satisfaction with onboard catering facilities (% fairly or very satisfied)

	Total	Commuter	Business	Leisure	First	Standard
Base size	455	42	47	366	106	339
How quickly you were served	85%			87%	90%	83%
Base size	426	41	46	339	101	317
Range of products	51%			55%	57%	49%
Base size	443	42	48	353	110	325
Helpfulness/attitude of catering staff	84%			87%	88%	83%
Base size	425	42	44	339	101	316
Quality of products	62%			67%	70%	59%
Base size	431	42	46	343	104	320
Presentation	63%			66%	69%	61%
Base size	444	42	47	355	103	332
Value for money	42%			44%	58%	37%

Q22. Importance of refreshment options (% fairly or very important)

	Total	Commuter	Business	Leisure	First	Standard
Base size	*758*	*65*	*76*	*617*	*142*	*608*
Trolley	70%	64%	73%	70%	81%	68%
Base size	*702*	*65*	*71*	*566*	*121*	*572*
Buffet counter	65%	63%	73%	63%	65%	64%
Base size	*676*	*63*	*72*	*541*	*136*	*532*
Hot meal cooked to order and brought to seat	30%	23%	36%	30%	59%	22%
Base size	*664*	*63*	*72*	*529*	*128*	*529*
À la carte restaurant	21%	23%	28%	20%	39%	17%

Q23. Satisfaction with frequency of refreshment trolley on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*784*	*64*	*77*	*643*	*149*	*624*
Very/fairly satisfied	62%	59%	54%	64%	77%	58%
Very/fairly dissatisfied	17%	12%	25%	16%	10%	19%

First class refreshments on the train

Q24. Frequency with which staff offered you complimentary items, or took food orders,

	Total	Commuter	Business	Leisure
Base size	*149*	*12*	*31*	*106*
Very/fairly satisfied	81%			87%

Q25. Were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

	Total	Commuter	Business	Leisure
Base size	*146*	*12*	*31*	*103*
Yes	74%			75%

Q26. Preference of dining options when travelling first class

	Total	Commuter	Business	Leisure
Base size	*149*	*12*	*32*	*105*
At Seat Dining	37%			35%
À la carte restaurant	23%			24%
Like both equally	17%			20%
Don't use either	19%			17%

Wi-fi internet access

Q27. Used wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*779*	*65*	*79*	*635*	*150*	*620*
Yes	17%	39%	38%	12%	24%	15%
No	83%	61%	62%	88%	76%	85%

Q28. Reason for not using wi-fi.

	Total	Commuter	Business	Leisure	First	Standard
Base size	*624*	*40*	*48*	*536*	*112*	*506*
Had no need	77%		78%	77%	80%	77%
Did not know it was available	8%		5%	9%	8%	8%
Do not know how to use it	8%		2%	9%	5%	9%
Connected to the internet using own means	3%		12%	2%	5%	3%
Was not working	4%		7%	4%	2%	4%
It is not very reliable	2%		8%	2%	4%	1%
Other	6%		3%	6%	6%	6%

Q29. Satisfaction with wi-fi in terms of… % fairly or very satisfied

	Total	Commuter	Business	Leisure	First	Standard
Base size	*137*	*25*	*30*	*82*	*36*	*99*
Instructions on how to use it	85%			84%		85%
Base size	*137*	*26*	*30*	*81*	*36*	*99*
Time took to connect	55%			61%		61%
Base size	*137*	*25*	*30*	*82*	*36*	*99*
Download speed while browsing	35%			39%		39%
Base size	*137*	*26*	*29*	*82*	*35*	*100*
Reliability of connection during journey	42%			47%		47%

Q30. Importance of wi-fi on today's journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	*661*	*62*	*74*	*525*	*133*	*521*
Very/fairly important	37%	59%	57%	31%	39%	36%
Very/fairly unimportant	34%	10%	20%	39%	36%	33%

Comment on staff and service disruption

Q31. Current methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	*767*	*66*	*79*	*622*	*143*	*617*
Do not usually know about delays before getting into station	63%	66%	59%	64%	59%	65%
Website	23%	21%	32%	21%	29%	21%
Email	3%	5%	4%	3%	5%	3%
Text alert	2%	-	3%	2%	2%	2%
Telephone call	5%	-	3%	6%	5%	5%
Radio	8%	9%	12%	8%	7%	9%
TV	7%	10%	8%	7%	8%	7%
Ceefax/Teletext	4%	4%	2%	4%	4%	4%
Other	3%	2%	3%	3%	1%	3%

Q32. Preferred methods of finding out about delays and disruptions, before setting off for station

	Total	Commuter	Business	Leisure	First	Standard
Base size	*763*	*65*	*80*	*618*	*141*	*615*
Website	15%	27%	12%	14%	21%	13%
Email	12%	11%	21%	10%	12%	12%
Text alert	37%	43%	44%	35%	28%	38%
Telephone call	17%	6%	11%	19%	19%	16%
Radio	8%	5%	4%	8%	7%	8%
TV	5%	6%	3%	6%	3%	6%
Ceefax/Teletext	3%	-	-	4%	2%	3%
Other	4%	2%	5%	4%	7%	3%

Q33. Most important methods of finding out about delays and disruptions AT STATION, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	796	65	81	650	149	640
Information screens	86%	81%	92%	86%	84%	87%
Announcements	62%	66%	59%	62%	65%	62%
Ask a member of staff	32%	35%	35%	31%	33%	32%
Get information by text	3%	4%	1%	3%	2%	4%
Posters/notices	5%	2%	2%	6%	4%	5%
Ask fellow passenger	4%	5%	-	4%	4%	3%
Telephone help point at station	3%	4%	3%	3%	2%	3%
Website	1%	7%	-	1%	1%	2%
Email	1%	2%	3%	1%	-	1%
Phone other person/source	1%	3%	3%	1%	1%	1%
Phone information line	*	1%	-	*	-	*
Other	*	-	-	1%	-	1%

Q34. Most important methods of finding out about delays and disruptions ON TRAIN, once started journey

	Total	Commuter	Business	Leisure	First	Standard
Base size	801	65	81	655	151	641
Information screens	24%	15%	17%	26%	17%	25%
Announcements	90%	89%	94%	90%	93%	90%
Ask a member of staff	61%	72%	64%	60%	71%	59%
Get information by text	3%	4%	8%	3%	3%	3%
Posters/notices	2%	-	1%	2%	1%	2%
Ask fellow passenger	7%	13%	7%	6%	7%	7%
Website	1%	2%	2%	1%	2%	1%
Email	*	-	-	*	-	*
Phone other person/source	2%	3%	5%	2%	1%	2%
Phone information line	1%	-	-	1%	1%	1%
Other	2%	1%	-	2%	-	2%

Q35. If delayed on this journey…

	Total	Commuter	Business	Leisure	First	Standard
For those delayed in excess of 30 minutes						
Base size	*575*	*54*	*52*	*469*	*101*	*468*
Yes - given compensation form	2%	5%	-	2%	1%	2%
No - not given compensation form	7%	11%	4%	7%	3%	7%
No delays on this journey	91%	84%	96%	91%	96%	90%
For those delayed in excess of 60 minutes						
Base size	*468*	*49*	*51*	*368*	*80*	*382*
Yes - given complimentary refreshments	3%		2%	3%	-	3%
No - not given complimentary refreshments	6%		4%	5%	4%	5%
No delays on this journey	92%		94%	92%	96%	91%

Results for Geographical Category (Flow) 4

Overall rating and priorities for improvement

Q17. Experiences - % fairly or very good

	Total	Commuter	Business	Leisure	First	Standard
Base size	*728*	*65*	*78*	*585*	*143*	*573*
Ticket-buying facilities	86%	81%	86%	87%	90%	85%
Base size	*735*	*65*	*79*	*591*	*141*	*583*
Personal security at the station	73%	60%	70%	74%	68%	73%
Base size	*757*	*65*	*80*	*612*	*145*	*600*
Provision of information about train times/platforms	88%	76%	91%	89%	88%	88%
Base size	*752*	*65*	*77*	*610*	*143*	*597*
Ease of getting to/from the station	80%	79%	78%	81%	73%	82%
Base size	*726*	*65*	*74*	*587*	*140*	*574*
Frequency of trains for this journey	74%	65%	67%	76%	68%	76%
Base size	*764*	*63*	*75*	*626*	*142*	*608*
Punctuality and reliability of the train	93%	90%	90%	94%	97%	92%
Base size	*734*	*63*	*74*	*597*	*140*	*583*
Length of time the journey was scheduled to take (speed)	81%	70%	81%	81%	85%	80%
Base size	*769*	*65*	*79*	*625*	*148*	*607*
Value for money for price of the ticket	63%	40%	41%	69%	66%	63%
Base size	*755*	*65*	*78*	*612*	*143*	*600*
Being able to get a seat on the train	82%	62%	77%	84%	88%	80%
Base size	*735*	*64*	*77*	*594*	*142*	*580*
Personal security while on board the train	77%	60%	74%	79%	79%	76%
Base size	*747*	*64*	*76*	*607*	*143*	*592*
Facilities and services at the station	66%	51%	62%	68%	64%	66%
Base size	*766*	*64*	*78*	*624*	*148*	*603*
Facilities and services on board the train	74%	63%	66%	75%	81%	72%
Base size	*763*	*67*	*79*	*617*	*148*	*601*
Overall experience on this journey	**86%**	**78%**	**76%**	**88%**	**89%**	**85%**

Passengerfocus
putting passengers first

Passenger Priorities VII
East Coast

Thank you for agreeing to take part in this short survey being carried out by Continental Research on behalf of Passenger Focus. Passenger Focus is the official independent consumer organisation representing the interests of passengers nationally. We would like to hear your views on the service provided on this route. The survey should take no more than ten 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 free post paid envelope provided to send it back to us. If you have any queries the interviewer will be pleased to help.

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 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 .... □

Q5 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.............................. □   11-20... □
2-5.. □   21+.. □
6-10... □

Q6 Here are four types of station facilities that could be improved at the station where you boarded this train. Please rank the options from 1 to 4 in order of priority (1 being highest priority and 4 being the lowest).

Car parking.. ☐   Toilets at station................................ ☐

Station staffing... ☐   Facilities to wait for the train................ ☐

None of these are priorities.. ☐   **Goto Q11**

Q7 Here are three ways that **car parking** could be improved at the station where you boarded this train. Please rank the options from 1 to 3 in order of priority (1 being highest priority and 3 being the lowest).

Having more parking spaces... ☐

Making it easier to pay... ☐

Improving cleaning and maintenance in the car park... ☐

None of these are priorities.. ☐

Q8 Here are three ways that **station staffing** could be improved at the station where you boarded this train. Please rank the options from 1 to 3 in order of priority (1 being highest priority and 3 being the lowest).

Having station staff more visible to passengers.. ☐

Improving their attitude and helpfulness.. ☐

Improving staff knowledge at times of disruption.. ☐

None of these are priorities.. ☐

Q9 Here are three ways that the **station toilets** could be improved at the station where you boarded this train. Please rank the options from 1 to 3 in order of priority (1 being highest priority and 3 being the lowest).

Having more cubicals / urinals.. ☐

Improving the cleaning and maintenance of toilets.. ☐

Extending the hours toilets are open.. ☐

None of these are priorities.. ☐

Q10 Here are three ways that **waiting facilities** could be improved at the station where you boarded this train. Please rank the options from 1 to 3 in order of priority (1 being highest priority and 3 being the lowest).

Having more seats.. ☐

Extending platform canopies to protect passengers from the rain............................... ☐

Improving cleaning and maintenance of waiting areas... ☐

None of these are priorities.. ☐

All answer

Q11 How satisfied are you with the frequency of service between the station at which you boarded this train and the station at which you will get off this train?

	Very satisified	Fairly satsified	Neither satsified nor dissatisfied	Fairly dissat-isified	Very dissat-isified	Don't know/ no opinion
On Weekdays	☐	☐	☐	☐	☐	☐
On Saturdays	☐	☐	☐	☐	☐	☐
On Sundays	☐	☐	☐	☐	☐	☐

Q12 What time should the FIRST train run between the station at which you boarded this train, and the station at which you will get off this train?

	Much earlier than the first train does at the moment	A little earlier than the first train does at the moment	The first train leaves leaves at about the right time already	No opinion
On Weekdays	☐	☐	☐	☐
On Saturdays	☐	☐	☐	☐
On Sundays	☐	☐	☐	☐

Q13 And what time should the LAST train run between the station at which you boarded this train, and the station at which you will get off this train?

	Much later than the last train does at the moment	A little later than the last train does at the moment	The last train leaves leaves at about the right time already	No opinion
On Weekdays	☐	☐	☐	☐
On Saturdays	☐	☐	☐	☐
On Sundays	☐	☐	☐	☐

Q14 Did you buy your ticket for today's journey

At the ticket office	☐ **Go to Q15**
From a self service ticket machine at the station	☐ **Go to Q16**
Purchased in advance and collected from machine at station	☐ **Go to Q16**
Some other way	☐ **Go to Q16**
Not sure	☐ **Go to Q16**

Please answer **Q15** if you bought your ticket for today's journey at the ticket office. Otherwise skip to **Q16**.

Q15 How satisified were you with the time you had to queue at the ticket office?

Very satisified	Fairly satisified	Neither satisified nor dissatisfied	Fairly dissatisified	Very dissatisified	Don't know / did not use ticket office
☐	☐	☐	☐	☐	☐

All answer

Q16 Please think about how easy it is to get a seat, between the station at which you boarded this train and the station to which you are travelling to. How would you rate this service for being able to get a seat?

	Very good	Fairly good	Neither good nor poor	Fairly poor	Very poor	Don't know/ do not use on this day of the week
On Weekdays	☐	☐	☐	☐	☐	☐
On Saturdays	☐	☐	☐	☐	☐	☐
On Sundays	☐	☐	☐	☐	☐	☐

YOUR EXPERIENCE

Q17 Thinking about the level of service you experienced on your journey 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	☐	☐	☐	☐	☐	☐
Ease of getting to and from the station	☐	☐	☐	☐	☐	☐
Frequency of trains for this journey	☐	☐	☐	☐	☐	☐
Punctuality and 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	☐	☐	☐	☐	☐	☐
Facilities and services at the station	☐	☐	☐	☐	☐	☐
Facilities and services on board the train	☐	☐	☐	☐	☐	☐
OVERALL EXPERIENCE ON THIS JOURNEY	☐	☐	☐	☐	☐	☐

YOUR PREFERENCE

Q18 Here are some things that could be improved on this particular route. There are a number of pairs shown below and for each please tick the improvement that you would most like to see.

	Prefer the one on the left	No Preference	Prefer the one on the right	
Provision of information about train times / platforms	☐	☐	☐	Ease of getting to and from the station
Frequency of trains for this journey	☐	☐	☐	Value for money for the price of the ticket
Frequency of trains for this journey	☐	☐	☐	Facilities and services on board the train
Punctuality and reliability of the train	☐	☐	☐	Provision of information about train times / platforms
Value for money for the price of the ticket	☐	☐	☐	Personal security at the station
Length of time the journey was scheduled to take (speed)	☐	☐	☐	Personal security while on board the train
Personal security at the station	☐	☐	☐	Ticket-buying facilities
Facilities and services on board the train	☐	☐	☐	Facilities and services at the station
Length of time the journey was scheduled to take (speed)	☐	☐	☐	Facilities and services at the station
Facilities and services at the station	☐	☐	☐	Value for money for the price of the ticket
Ticket-buying facilities	☐	☐	☐	Punctuality and reliability of the train
Personal security at the station	☐	☐	☐	Being able to get a seat on the train
Being able to get a seat on the train	☐	☐	☐	Frequency of trains for this journey
Provision of information about train times / platforms	☐	☐	☐	Being able to get a seat on the train
Personal security while on board the train	☐	☐	☐	Ticket-buying facilities
Facilities and services on board the train	☐	☐	☐	Ease of getting to and from the station
Punctuality and reliability of the train	☐	☐	☐	Length of time the journey was scheduled to take (speed)
Ease of getting to and from the station	☐	☐	☐	Personal security while on board the train

REFRESHMENTS ON THE TRAIN

Q19 Which, if any, of these refreshment facilities did you use on this train today?
(Please tick as many facilities as apply)

The trolley brought through the carriages.. ☐
The buffet counter.. ☐
Buy a cooked-to-order hot meal that you eat back at your seat.. ☐
Use the à la carte restaurant... ☐
Any complimentary items (available to First Class passengers)... ☐
The At Seat Dining service of hot meals cooked to order and brought to your seat in First Class............. ☐
Other.. ☐
No on board refreshment facilities used.. ☐

Q20 If you did not use the refreshment facilities on this train what was the MAIN reason for not using?
(Please tick one response only)

I brought food and drink onto the train................ ☐   I did not want to leave my seat and go to
I was not hungry or thirsty................................. ☐   the buffet.. ☐
The journey was too short.................................. ☐   They did not have what I wanted......................... ☐
It is poor value for money.................................. ☐   Don't like the food and drink available on trains... ☐
There was no at seat trolley.............................. ☐   Other... ☐

Q21 If you used any of the onboard catering facilities on this journey how satisfied were you with the following?

	Very satisified	Fairly satsified	Neither satisfied nor dissatisfied	Fairly dissat-isified	Very dissat-isified	Don't know
How quickly you were served.....................	☐	☐	☐	☐	☐	☐
The range of products.............................	☐	☐	☐	☐	☐	☐
The helpfulness and attitude of catering staff...	☐	☐	☐	☐	☐	☐
The quality of the products........................	☐	☐	☐	☐	☐	☐
The presentation of what you bought.........	☐	☐	☐	☐	☐	☐
The value for money of what you bought...	☐	☐	☐	☐	☐	☐

Q22 Thinking about the journey you are making today, how important are the following?

	Very important	Fairly important	Neither important nor unimportant	Fairly unimpor-tant	Very unimpor-tant	Don't know
Refreshments sold from a trolley passing through the carriage.................	☐	☐	☐	☐	☐	☐
A buffet counter selling hot and cold refreshments....................................	☐	☐	☐	☐	☐	☐
A hot meal cooked to order and brought to your seat.............................	☐	☐	☐	☐	☐	☐
An à la carte restaurant.............................	☐	☐	☐	☐	☐	☐

Q23 How satisfied were you with the frequency the refreshment trolley came to you on this journey today?

Very satisified	Fairly satisified	Neither satisfied nor dissatisified	Fairly dissatisified	Very dissatisified	Dont' know	Not relevant - no opinion
☐	☐	☐	☐	☐	☐	☐

PLEASE ANSWER Q24-26 IF YOU ARE TRAVELLING FIRST CLASS. IF YOU ARE NOT TRAVELLING FIRST CLASS, PLEASE SKIP TO Q27

Q24 If you are travelling first class, how satisfied were you with the frequency with which staff offered you complimentary items, or took food orders, on this journey today?

Very satisified	Fairly satisified	Neither satisfied nor dissatisified	Fairly dissatisified	Very dissatisified	Dont' know	Not relevant / no opinion
☐	☐	☐	☐	☐	☐	☐

Q25 Still thinking about your first class journey today, were you invited to order from the At Seat Dining (hot meals cooked to order and brought to your seat), or Light Bites menu?

Yes.. ☐   Unaware either were available................................. ☐
No.. ☐

Q26 Which one of these dining options do you prefer when travelling first class?

The At Seat Dining (hot meals cooked to order and brought to your seat).. ☐
The a la carte restaurant, in a separate dining car... ☐
Like both equally.. ☐
Don't use either... ☐
Not sure... ☐

WI-FI INTERNET ACCESS

All answer

Q27 Have you used the wi-fi on this train today?

Yes.. ☐   **Go to Q29** No.. ☐   **Go to Q28**

Q28 If you did not use the wi-fi on this train today why was this? **(Please tick all that apply)**

Had no need.................................. ☐	Was not working................................. ☐
Connected to the Internet using my own means.................................. ☐	Do not know how to use it.................. ☐
	Did not know it was available............. ☐
It is not very reliable....................... ☐	Other reason...................................... ☐

Q29 If you used the wi-fi on this train today how satisfied were you with the following?

	Very satisified	Fairly satsified	Neither satisified nor dissatisfied	Fairly dissat-isified	Very dissat-isified	Don't know
The instructions on how to use the wi-fi.....	☐	☐	☐	☐	☐	☐
The time it took to connect.........................	☐	☐	☐	☐	☐	☐
The download speed whilst browsing........	☐	☐	☐	☐	☐	☐
Reliability of the connection during the journey...	☐	☐	☐	☐	☐	☐

Q30 How important is it that wi-fi is provided to you on the journey you made today?

Very important	Fairly important	Neither important nor unimportant	Fairly unimportant	Very unimportant	Not sure
☐	☐	☐	☐	☐	☐

STAFF AND SERVICE DISRUPTION

Q31 When there are delays or disruptions to train services, how do you usually find out about them BEFORE you get to the station? **(Please tick as many as apply)**

Website.. ☐
Email... ☐
Text alert.. ☐
Telephone call.. ☐
Radio... ☐
TV.. ☐
Ceefax / Teletext... ☐
Other.. ☐
Do not usually know about delays until arrive at station.. ☐

Q32 What would be the best method to let you know there are delays or disruption BEFORE you set off for the station? **(Please tick one only)**

Website.. ☐
Email... ☐
Text alert.. ☐
Telephone call.. ☐
Radio... ☐
TV.. ☐
Ceefax / Teletext... ☐
Other.. ☐

Q33 If you arrive at a STATION and there are delays or disruption, what are the TWO most important ways you find out how it affects you? **(Please tick two)**

Information screens.. ☐
Annoucements.. ☐
Posters / notices... ☐
Ask a member of staff.. ☐
Telephone help point at station.. ☐
Phone information line.. ☐
Phone other person / source.. ☐
Get information by text... ☐
Website... ☐
Email.. ☐
Ask fellow passengers... ☐
Other.. ☐

Q34 If you are already on a TRAIN and it becomes delayed, what are the TWO most important ways you find out information? **(Please tick two)**

Information screens.. ☐
Annoucements.. ☐
Posters / notices... ☐
Ask a member of staff.. ☐
Phone information line.. ☐
Phone other person / source.. ☐
Get information by text... ☐
Website... ☐
Email.. ☐
Ask fellow passengers... ☐
Other.. ☐

Q35 If you were delayed on this journey ... **(please tick all that apply)**

	Yes	No	No delay on this journey / not delayed this long
in excess of 30 minutes were you given a compensation claim form	☐	☐	☐
in excess of 60 minutes were you given complimentary refreshments	☐	☐	☐

ABOUT YOU
In order to ensure that the responses of all groups of passengers are included please could you provide the following details about yourself.

Q36 Which of the following best describes the occupation of the Chief wage earner in your household?

Professional / Senior Managerial.. ☐
Middle Managerial.. ☐
Junior Managerial / Clerical / Supervisory... ☐
Skilled Manual (with professional qualifications/ served an apprenticeship............................ ☐
Unskilled Manual (No qualifications/ not served an apprenticeship)....................................... ☐
Full time student.. ☐
Retired.. ☐
Unemployed / Between jobs.. ☐
Housewife / Househusband.. ☐
Other.. ☐

Q37 Which age group do you fall into?

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

Q38 Are you…..

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

Q39 Which of the following best describes your ethnic background?

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

Q40 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…………………………………… ☐	

Q41 What type of ticket did you use for your journey today?
(note: type of ticket is often shown at the top left of your ticket)

Anytime Single / Return………………………………………………………………………… ☐
Anytime Day Single / Return…………………………………………………………………… ☐
Off-Peak / Super Off-Peak Single / Return…………………………………………………… ☐
Off-Peak Day / Super Off-Peak Day Single / Return………………………………………… ☐
Advance………………………………………………………………………………… ☐
Day Travelcard……………………………………………………………………………… ☐
Weekly / Monthly Season Ticket (including Travelcard)…………………………………… ☐
Annual season ticket (including Travelcard)………………………………………………… ☐
Special promotion ticket.……………………………………………………………………… ☐
Holiday package / tour ticket…………………………………………………………………… ☐
Rail Staff Pass / Privilege ticket / Police concession………………………………………… ☐

Other: Please specify

Q42 Did you use a railcard to buy your ticket?

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

Q43 How are you travelling today?

First class………………………………………………………………………………………… ☐
Standard…………………………………………………………………………………………… ☐

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 by Continental Research on behalf of Passenger Focus. 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 Continental Research's 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.

Appendix J

Bibliography

Passenger Focus:
• National Passenger Survey, various 'waves'   • Ticket queuing times at major rail stations, May 2008   • Assisted Passenger Reservation Service: Mystery Shop, September 2008   • Fares and Ticketing Study, February 2009   • Passenger perceptions of personal security on the railways, March 2009