

Fares and Ticketing – Publications list

By specific channel/mode:

TVMs:

- [Ticket Vending Machine usability](#). Transport Focus. 2010. [Qualitative research highlighting the issues experienced using TVMs. This includes the layout of screens, the way that people are 'stepped' through the process and the lack of some key information on restrictions.]
- [Improving ticket vending machines at stations – letter and presentation to Claire Perry, transport minister](#). 2014. [Following up issues from the 2010 research with slides/photo's highlighting the continuing problems]

Ticket offices

- [Ticket queuing times at major rail stations](#). Transport Focus. 2008. [Assessing how long people had to queue to buy a ticket at 12 of the largest stations]
- [Still waiting for a ticket? Ticket queuing times at large regional rail stations](#). Transport Focus. 2010. [Assessing queuing times for tickets at larger regional stations]

Websites:

- [Ticket Retailing Website Usability](#). Transport Focus. 2011. [Qualitative research highlighting issues experienced buying over the internet. Includes: preventing passengers paying more than necessary, giving passengers confidence, tackling use of jargon]

Smart ticketing:

- [Smart ticketing – what rail passengers want](#). Transport Focus and DfT. 2013 [covers passengers attitudes to smart ticketing on rail]
- [Smart ticketing – mobile applications](#). Transport Focus and DfT. 2013 [passenger requirements for the content and functionality of apps]
- [Smart ticketing – contactless payment for rail](#). Transport Focus. 2014. (Full research [slide deck here](#)). [Passenger usage of, and attitudes towards, ticket purchasing and contactless payment on rail].
- [Using smartcards on rail in the south east of England: what do passengers want?](#) Transport Focus. 2016 (full research [slide deck here](#)) [What rail passengers in the south east need and want when it comes to smartcards].
- [Smartcards on c2c: what do passengers think? – summary report](#). Transport Focus. 2016. (Full research [slide pack here](#)) [Specific research on passengers travelling on C2C]
- [New types of tickets with smart ticketing: what do passengers think about carnets?](#) Transport Focus. 2016. (full research [slide deck here](#)) [Looking at passengers attitudes to carnet tickets offering a discount when passengers buy multiple tickets and what combination of potential features appealed to them most]
- [Smart ticketing in the North – what do passengers think](#) Transport Focus. 2016. [Qualitative research looking at attitudes to and experiences of smart ticketing in the north of England].
- [Paying for public transport with contactless – what do passengers think? - Transport Focus - Transport Focus](#) . Transport Focus. 2016. [Qualitative and Quantitative research looking at attitudes to and experiences of using contactless payment (bank card) outside of London.

Broader research/analysis on retailing/ticketing:

- [Employers' business travel needs from rail](#). Transport Focus. 2009 [Qualitative and quantitative look at 'business' views on rail including fares and tickets. Highlights the value of flexibility].
- [Fares and Ticketing Study](#). Transport Focus. 2009. [Report commissioned from the Secretary of State for Transport. Includes research on value for money and a comparison between fares in Great Britain and other European countries]
- [Passenger perceptions of fares and ticket options](#). Transport Focus. 2012 [Response to DfT's consultation incorporating new qualitative research into attitudes - see page 22 onwards. Highlights complexity – both in terms of the structure of fares and in the way that tickets are bought. Complexity is a barrier to obtaining the best deal]
- [Comparison of international rail fares and ticketing report](#) for ATOC and Passenger Focus. 2013 [Desk analysis looking at different fares and ticketing structures used in other countries and the extent of demand management pricing]
- [Rail Passenger Priorities for improvement](#). Transport Focus 2017. [Quantitative research asking passengers to rank their priorities for improvement. Highlights the importance of value for money across all sectors].
- [Tomorrow's rail passengers: understanding how to make rail travel more attractive to infrequent and non-users](#). Transport Focus. 2018 [Quantitative research looking at barriers to using rail. Highlights the importance of cost of travel].