



Perceptions of safety on public transport

Key drivers analysis

January 2020

Summary and key insights

Transport Focus's Travel during Covid-19 survey has consistently shown the majority of passengers using public transport have felt safe, in relation to the coronavirus, when travelling. In our most recent survey in December more than eight in 10 passengers using a train or bus (outside London) said they felt very or fairly safe.

This new key driver statistical analysis used data from 13 waves of the Travel during Covid-19 survey, between September and November 2020, to investigate the relationship between satisfaction with specific aspects of the journey experience and perceptions of safety. It provides insight into how important each aspect of the journey experience is in influencing passengers' perceptions of safety while using public transport.

Key findings:

- All aspects of the journey experience measured in the Travel during Covid-19 tracker survey are important for passengers and their perceptions of safety.
- The ability to keep a safe distance from other passengers is the most important driver of passengers' perceptions of safety across both bus and rail. Operators should continue to provide sufficient capacity to allow passengers to social distance and seek to improve information about busy/quieter services so passengers can plan.
- The behaviour of other passengers and the number of passengers wearing face coverings are closely linked and together are important. This should remain a focus for improvement, especially on trains, where satisfaction is lower than on buses.
- Cleanliness is an important driver, but satisfaction amongst passengers is higher than for most other aspects of the journey – operators should focus on consistently maintaining these higher standards and further raising awareness of their efforts.

TRANSPORT FOCUS

Key drivers of perception of safety on public transport

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January 2020

Key driver analysis to understand importance of journey factors in passenger perceptions of safety

The Transport Focus Travel during Covid-19 tracker survey monitors passenger usage, attitudes and perceptions of using various modes of travel during the Covid-19 pandemic.

Using Key Driver Analysis (KDA) we have investigated the relationship between aspects of a journey satisfaction (see right) and how important they are in driving overall passenger safety while using public transport (the dependent variable)

This analysis has been run for three modes of transport separately: train, buses outside London and London buses.

The data was collected across 13 waves of weekly fieldwork between September-November 2020 on a nationally representative online omnibus. The following sample sizes were achieved by mode based on using in the past seven days:

- train (n1558)
- buses outside London (n2168)
- London Bus (n1324).

The following aspects of a journey satisfaction were collected and analysed in the KDA – the wording of the dependant is also shown below .

Journey satisfaction measures

1	The ability to keep a safe distance from other passengers
2	What the operator did to help passengers travel safely
3	The number of people wearing face coverings
4	The behaviour of other passengers (e.g. people wearing face coverings, keeping distance from others)
5	Ease of finding out how busy the service would be before travelling
6	How staff helped you to feel safe during your journey
7	The cleanliness

Dependent variable

Specifically, in relation to coronavirus, how safe do you feel at the moment using [INSERT MODE trains/buses]?

Summary and explanation of findings

Our analysis explained

- We used a regression analysis to look at how important aspects of passenger journey satisfaction are in driving overall perceptions of safety of train/bus use in relation to Covid-19.
- Our analysis returned an R-Squared value of 40% i.e. this is the extent to which all measured journey factors (as outlined on slide 2) influence passenger feelings of safety while travelling on public transport.
- We report on share of importance, which allows us to gauge the importance of each specific journey factor in relation to all others measured. While this means some factors influence feelings of safety more than others, it should also be noted that all factors measured are important predictors of perceived safety for passengers.
- Our quadrant charts (on slides 5 to 7) map the findings onto two distinct axes – with share of importance in driving passenger safety perceptions on one, and satisfaction with journey aspects on the other. Depending on where points lie on each axis, this allows us to identify four actions that transport operators can take for each journey factor to drive passenger feelings of safety on board: monitor, maintain, provide or improve.

Summary of findings

On the following slides we explore drivers of safety across three different modes of transport: trains, buses outside London and London buses.

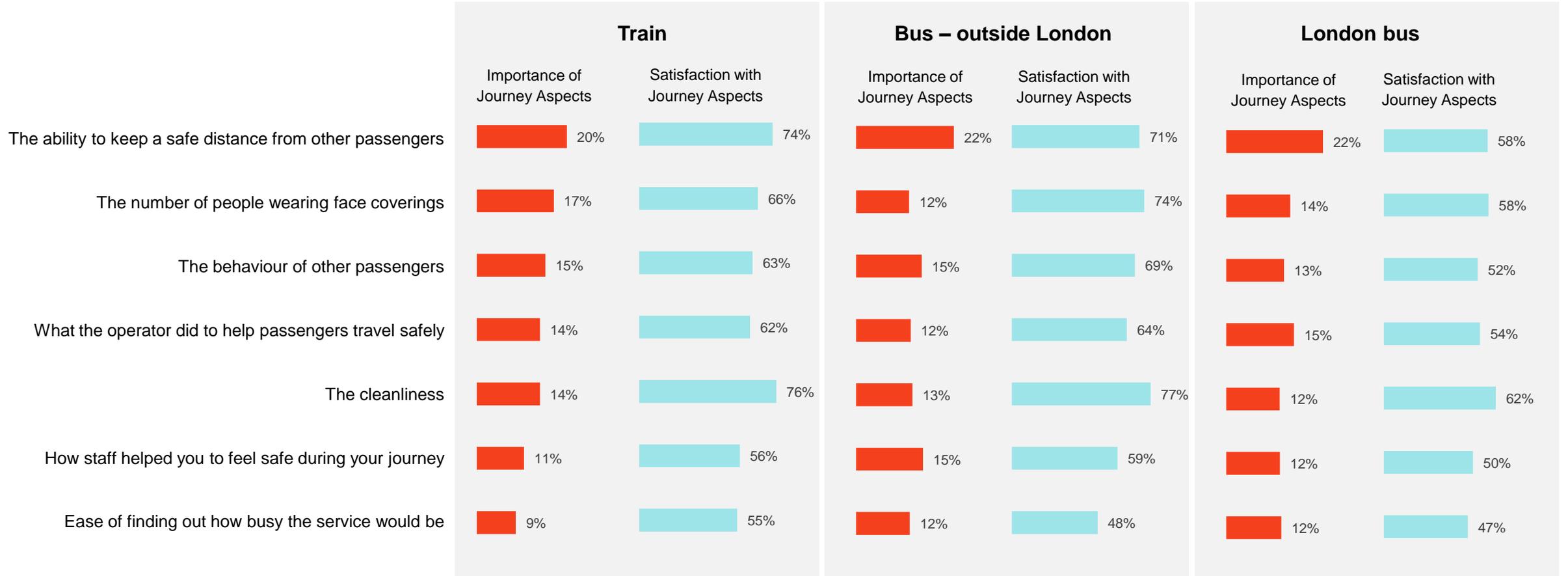
Findings can be summarised as follows:

- From our measured journey factors, the ability to keep a safe distance holds the highest share of importance in terms of driving passenger feelings of safety across all three modes of transport (22% on buses both in and outside London, 20% on trains)
- For those travelling on buses, the second most important driver of perceived safety to those outside London was the behaviour of staff (15%), while those within London looked to the train operator (15%). On trains, the second most important factor is usage of face coverings (15%).
- For Trains, operators should help maintain social distancing and the wearing of face coverings as these will have the highest impact on feelings of passenger safety.
- For buses outside London, operators should continue to maintain social distancing while monitoring cleanliness, usage of face masks, passenger behaviour and operator-led passenger safety interventions.
- For London buses, maintenance of social distancing will be key as well as monitoring usage of face coverings and cleanliness on board.

Importance vs satisfaction for journey factors

Importance of journey factors as drivers of perceived safety vs. satisfaction with journey aspect

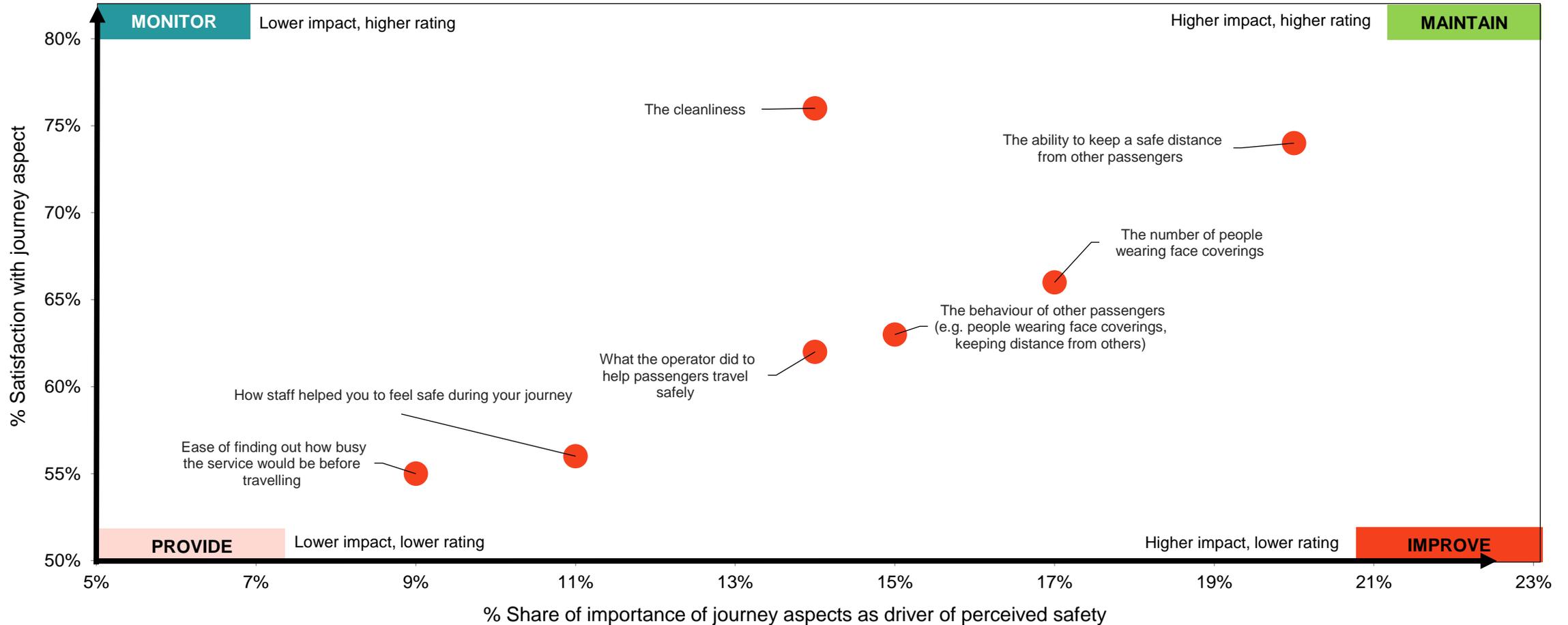
All who have made a journey in the past 7 days



Performance matrix: train

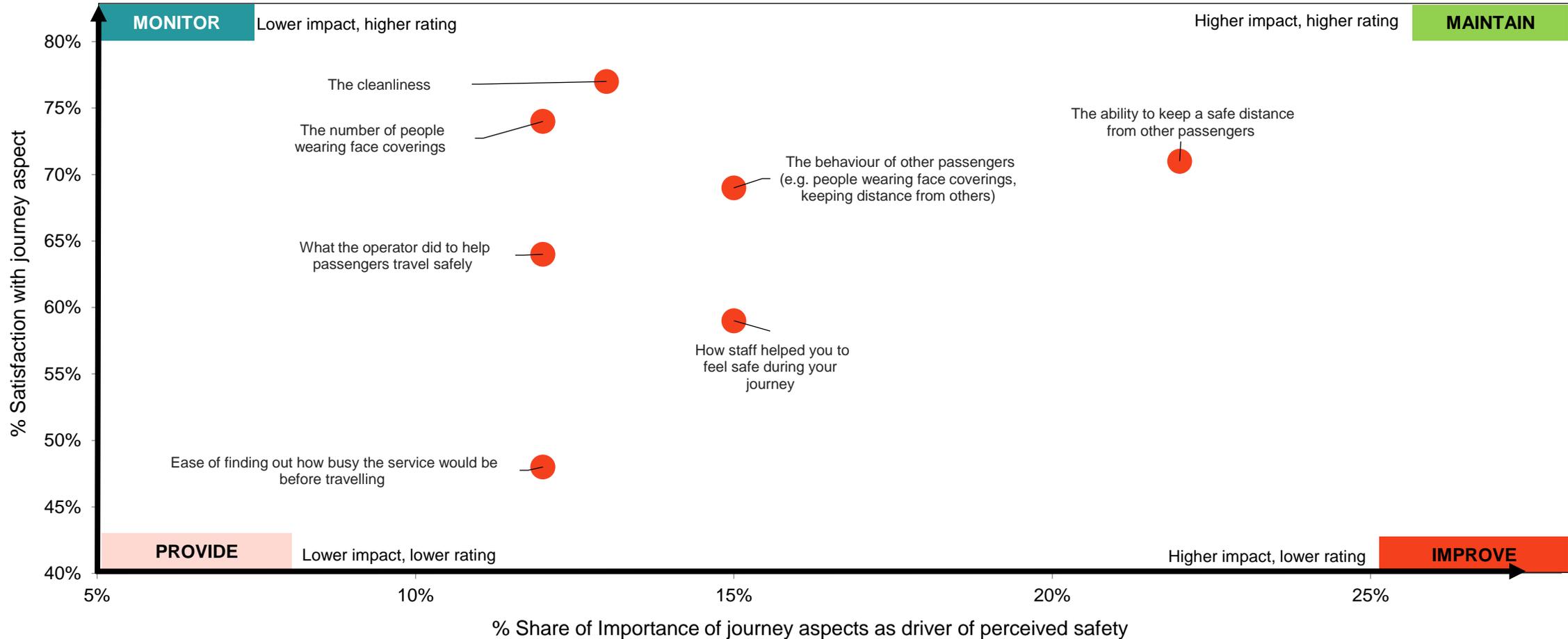
Importance of journey factors as drivers of perceived safety vs. satisfaction with journey aspect

All who have made a journey in the past 7 days



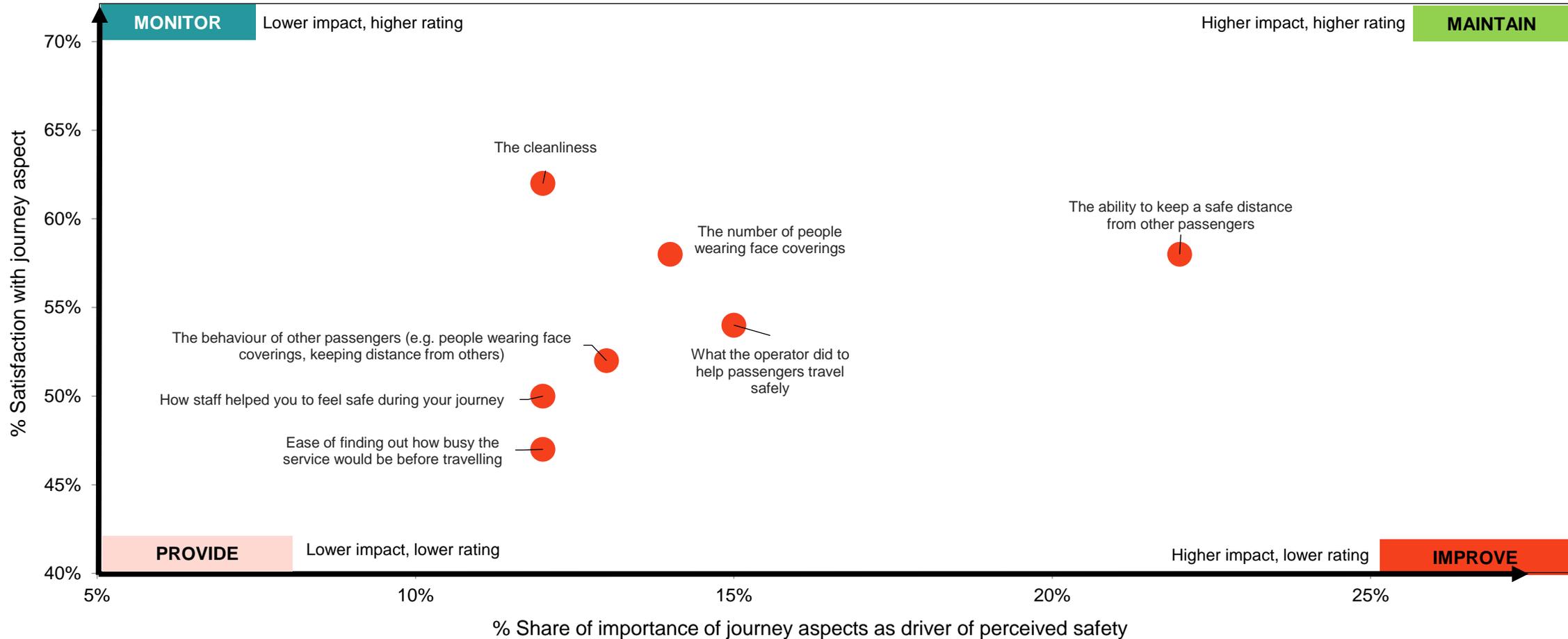
Performance matrix: bus outside London

Importance of journey factors as drivers of perceived safety vs. satisfaction with journey aspect
 All who have made a journey in the past 7 days



Performance matrix: London bus

Importance of journey factors as drivers of perceived safety vs. satisfaction with journey aspect
 All who have made a journey in the past 7 days



Northburgh House
10 Northburgh Street
London EC1V 0AT

+44 (0)20 7253 9900
hello@yonderconsulting.com
www.yonderconsulting.com

.YONDER