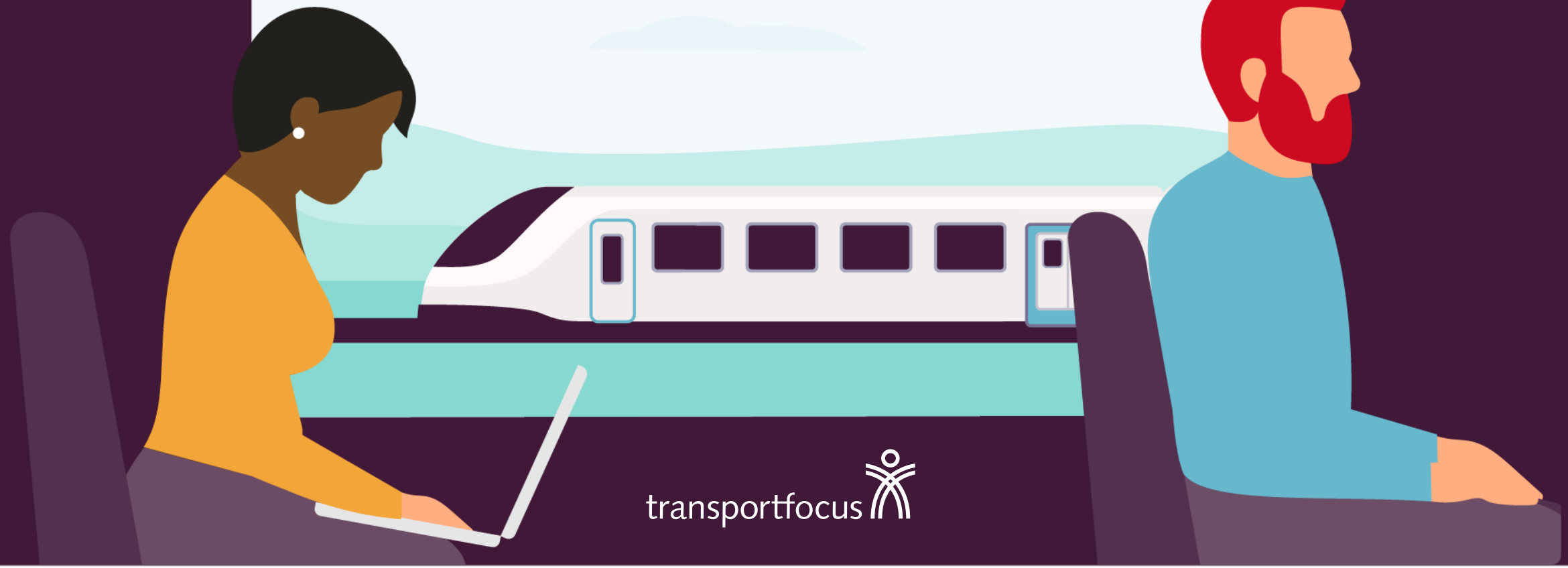
Rail User Weekly Survey

What drives rail passenger satisfaction?

Accompanies week 13 report



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Introduction

- The Rail User Weekly Survey measures satisfaction overall and with 16 specific aspects of their most recent train journey experience.
- Transport Focus commissioned Yonder Consulting to investigate the relative impact these 16 aspects have on overall satisfaction rating.
- Four weeks of data was used from fieldwork between 20 October and 14 November.

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Summary

- Satisfaction with 'punctuality/reliability' is the most important driver of overall journey satisfaction, followed by ‘level of crowding’ and ‘cleanliness inside the train’.

- Satisfaction with 'the length of time the journey was scheduled to take' and 'the information on how busy the train would be before travelling' are the next most important drivers of overall satisfaction.

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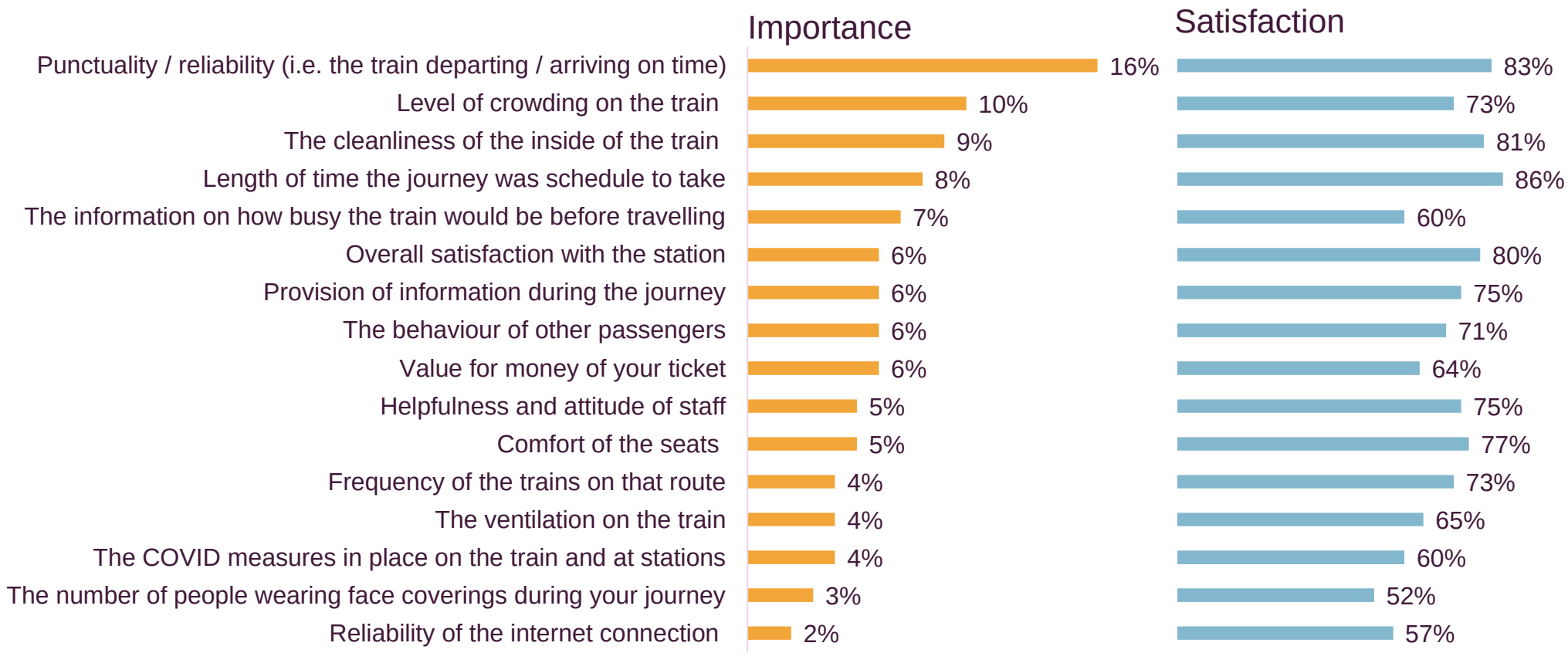
Importance of all sixteen aspects asked in the survey

‘Punctuality/reliability’ has the most impact on overall satisfaction, followed by level of crowding and cleanliness inside the train.



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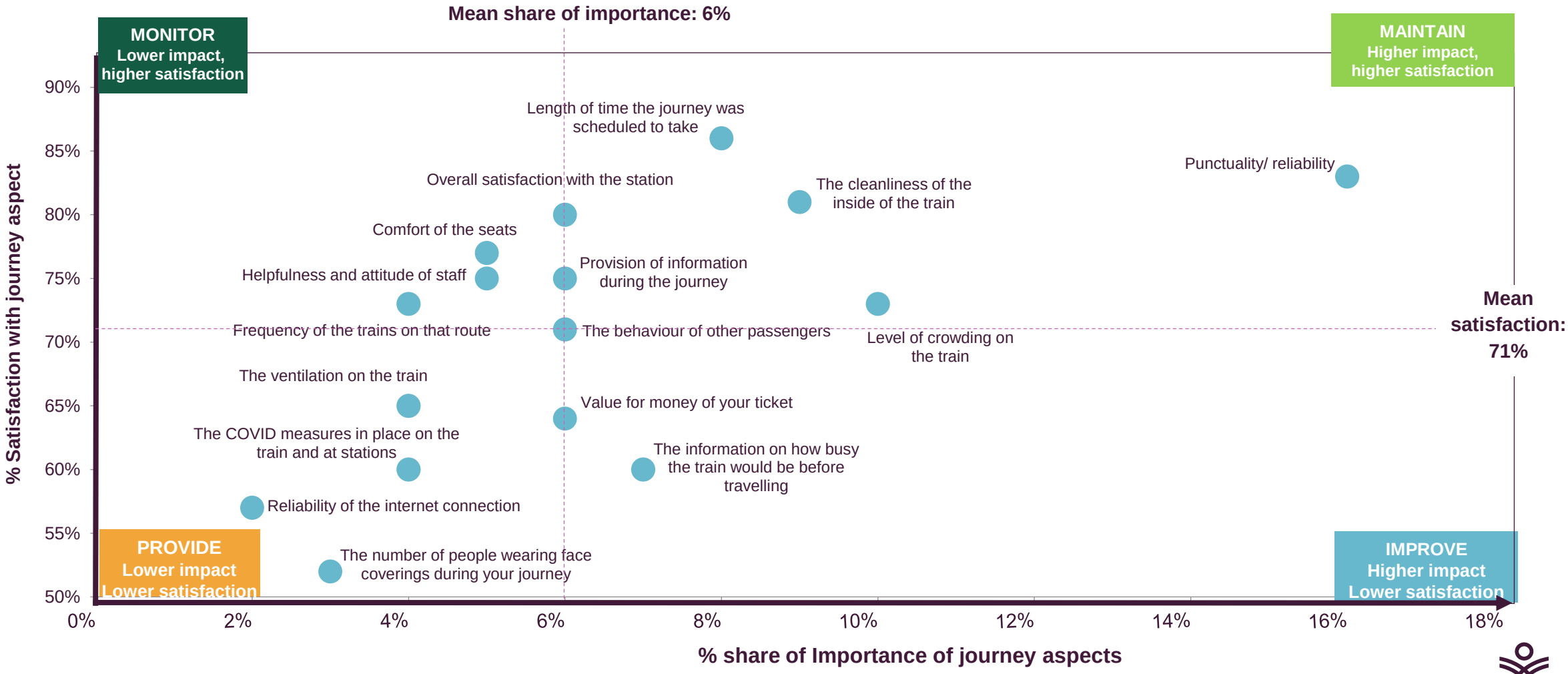
Key drivers of overall journey satisfaction report accompanying the 8-12 December 2021 report. Base size: Rail n = 1932

Importance of journey aspects versus satisfaction ratings with those individual journey aspects



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Key drivers of overall journey satisfaction report accompanying the 8-12 December 2021 report. Base size: rail n = 1932

Methodology

Rail User Weekly Survey

Transport Focus's *Rail User Weekly Survey* runs on the Wednesday to Friday and weekend waves of Yonder Consulting's omnibus. In total approximately 4000 per week are screened to identify those who have made a train journey (excluding London Underground) in the last seven days. These people then answer our dedicated Rail User Weekly Survey question set; the question text is provided in the following appendix.

Key drivers of overall journey satisfaction approach

The statistical approach taken was Johnson's Relative Weights which is a regression method that quantifies the importance of predictor variables. The predictive value of 16 attributes of journey experience were assessed. The attribute 'overall satisfaction with the train' was excluded as the component measures while on the train are separately asked.

The Johnson's Relative Weights (JRW) analysis is a useful technique that's widely used in many scientific fields aiming to evaluate how the response (dependent) variable relates to a set of predictors (independent variables) when those are correlated to each other. The dependent variable is something that depends on other factors, while the independent variable is a variable that stands alone and isn't changed by the other variables you are trying to measure.

One of the most common issues in the dataset is multicollinearity and Johnson's Relative Weights tackles this issue well. Compared to different approaches, JRW has better underpinnings and often produces clear results even in circumstances when the predictors are high correlated.

The analysis was produced by Yonder Consulting. The model R squared value is 0.58.

Appendix: survey question text

1. Overall satisfaction: Overall how satisfied were you with this train journey?
   Scale: Very satisfied to Very dissatisfied

2. Individual satisfaction measures: Thinking about this most recent journey you made by train, how satisfied or dissatisfied were you with? Scale: Very satisfied to Very dissatisfied and Not applicable.

   a. The information on how busy the train would be before travelling
   b. The cleanliness of the inside of the train
   c. The number of people wearing face coverings during your journey
   d. The Covid measures in place on the train and at stations
   e. Helpfulness and attitude of staff
   f. The ventilation on the train
   g. Overall satisfaction with the station
   h. Punctuality/reliability (i.e. the train departing / arriving on time)
   i. Frequency of the trains on that route
   j. Length of time the journey was scheduled to take
   k. Level of crowding on the train
   l. The behaviour of other passengers
   m. Provision of information during the journey
   n. Comfort of the seats
   o. Value for money of your ticket
   p. Reliability of the internet connection
   q. Overall satisfaction with the train
   r. Your personal security during your journey

3. Choice of mode: And thinking about this most recent train journey, was it

   Options: a) The only realistic option available to you to get there; b) You had other options available, but chose to use the train.

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Contact Transport Focus

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Transport Focus is the operating name of the Passengers' Council

Transport Focus is the independent consumer organisation representing the interests of:

- Bus, coach and tram users across England outside London.
- Rail passengers in Great Britain
- All users of England's motorways and major 'A' roads (the Strategic Road Network)

We work to make a difference for all transport users.

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