



Exploring a multi-method approach to major quantitative surveys

Survey results – Train users

December 2021

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Background

The National Rail Passenger Survey (NRPS) and Bus Passenger Survey (BPS) have measured passengers' experience with rail and bus journeys for many years, supporting transport policy and service planning.

The traditional approach to these surveys (face-to-face recruitment of passengers at the point of/during the taking of, their journey) has provided high quality, robust data. However, it has also constrained the evolution of passenger experience measurement to what can be achieved using this benchmark methodology.

Covid-19 forced, for the first time, the suspension of these ongoing research programmes in 2020 and disrupted the data continuity they provided.

Transport Focus has conducted some large-scale projects in the interim and as travel volumes return they also want to shape plans to resume longer term measurement research.

This project has given an opportunity

- **to review and evolve the way in which passenger experience is measured**
- **to explore and pilot new methodologies and the nature of response they generate**
- **to take advantage of new technologies and the efficiencies they could provide to future passenger experience measurement**

This report details the results of the train survey only; a secondary objective of this project aiming to keep Transport Focus and the industry informed and up to date on how a sample of rail users have experienced rail journeys in late summer / autumn 2021.

Overview of what we did

Three phase project. Data in this report comprises results from both phases of fieldwork.

Phase 1: Two weeks of fieldwork (2nd – 15th August 2021)

How we started

Locations

- Mix of towns and cities across England, based on number of train and bus routes and on train and bus user footfall from NRPS and BPS experience
- Within each town and city intercept recruitment at train stations, bus stops and hubs and in town centres

Approach

- Intercept recruitment by interviewers with tablet and short screener
- Respondent asked which option they are happy to complete the survey with:
 - Online (scanning QR code, being sent email or SMS with survey link or taking down short online link)
 - By completing a paper questionnaire
 - By being called back at an agreed time
- If selected online, this was prioritised with options in brackets provided

Eligibility and questionnaire

- Respondent to have made a train or bus journey in last 7 days or was about to make one later the same day
- Respondent randomly selected for short or long questionnaire (paper always short)
- If selected for short questionnaire, then given the option in the survey to continue with long questionnaire
- If made journey by train, respondent was asked if they also made journey by bus (or vice versa) and if they were happy to complete survey for that other mode journey

Phase 1a: Pause and reflect Thorough review

Full review after two weeks of fieldwork looking at all aspects of the project. A particular focus was given to:

- Feedback from interviewers
- Locations and their footfall, recruitment and completions per shift – train stations vs. bus locations vs. town centres (and sub-location within town centres)
- Time of day and day of week of recruitment
- Wearing of face coverings
- Impact of short vs. long questionnaire (who drops out, who continues)
- Questions with highest attrition rates
- Completion methods and their response rates
 - Which method is most successful?
 - Is it worth retaining them all?
 - What are the demographics for each completion method? How do they differ?
 - How can we encourage people to take online options as a default (rather than paper or call back)?
 - Click rate for those that received emails
- Success of reminders (email and SMS)
- Survey completion relative to journey made
- Recency of journey made (relative to when recruited)
- Multi-mode completes
- Questionnaire content incl. scaling

The findings from our methodology experiment are covered in a separate report. Throughout this work, rail passengers have given their feedback on real journey experiences, which is the focus of this report. **The data in this report does not come from a truly representative national sample**, since the primary objective of this research was to test the methodology.

Phase 2: Four weeks of fieldwork (6th – 26th September 2021)

How we continued

Locations

- Reduced recruitment locations to train stations and bus locations (no more town centres)
- Ensuring more than one fieldworker working across the shifts in each town/city

Approach

- Shortened introduction to engage people more quickly – additional focus on how respondents' opinion counts
- Limited number of paper questionnaires per shift to boost online response
- Using paper QR code (printed on a separate sheet) for people in a rush
- Some shifts without paper questionnaire where only call back was an alternative to online (CATI only shifts)

Eligibility and questionnaire

- No more 'last 7 days journeys'; all respondents to have made journey earlier the same day or will make one later on the same day
- No more multi-mode completes (either bus or train but not both)
- Revised text for invitations and reminders
- Some revised wording in the main survey to reduce drop out; one question removed

Overall objectives and key findings

Objectives

- 1 What is the current level of satisfaction of rail users?
(fieldwork 2nd August – 26th September 2021)
- 2 How does satisfaction vary by sector, journey purpose and demographic cohorts?
- 3 Why are they satisfied / dissatisfied?
- 4 What are the value-for-money perceptions?
- 5 What is the level of satisfaction with station where boarded (overall), environment on board train (overall), punctuality, handling of any delay?
- 6 What are the key drivers of satisfaction?
- 7 What are their future rail and bus usage intentions? What would increase patronage?

Key findings

The current level of satisfaction among rail users overall is high, with **4 in 5 satisfied** with their overall journey. This is shared by all passenger types although Long Distance rail passengers report a greater range of good and poor experiences. Older passengers are more satisfied than the younger, and females are more positive than males. Those who report lower satisfaction relative to the overall are those travelling on long distance journeys or disabled passengers.

Focusing on key satisfaction metrics, the majority of passengers were able to find a seat on the train and this was often associated with a positive satisfaction results overall. On the other hand, value for money was seen less positively by passengers, particularly the disabled and those in London and the South East – **a quarter of all passengers are dissatisfied** with the value for money of their journey.

Punctuality, which is historically one of the key drivers for satisfaction, records the highest level of very satisfied in this survey. There were very few delays. However, of those who experienced them there was a mixed reaction. A third rated these as poorly handled, while another third of passengers rated them as being dealt with well.

Focusing on key experience metrics, these were generally rated positively with a rating of 70% or above. Length of time of a scheduled journey was rated most positively, while frequency was rated the lowest.

Looking at the experience on board, cleanliness is rated highest, which is a positive sign given the rise in need for cleanliness in a COVID world. Focusing on the station experience, the overall rating is positive with 4 in 5 rating it as 'NET good (Very good + fairly good)'. Provision of information is top rated, and this highest amongst the younger demographics.

Passengers comments in the open ends pointed out less crowded journeys as well as the decline in disruptions to their services. These positive experiences appear to be due to the reduction of passenger numbers allowing for more comfortable experiences.

Even so, there were a small minority of people who are concerned with other passengers' behaviour with regards to a COVID-19 specific focus – where the lack of face coverings and social distancing was the biggest cause for concern

For younger passengers, their low satisfaction is linked to the value for money, ticket buying facilities and the availability of power sockets/wi-fi. These are all items rated poorly in comparison to the other passengers.

For disabled passengers it is linked to the information provision during the journey and the cleanliness of the trains (inside). Finally, long distance passengers are more likely to give lower ratings to the cleanliness of the train (outside) and the availability of bike storage (although it is applicable only for a minority) .

Focusing specifically on future environmental behaviours, many people would use public transport more to help the environment, though this may depend on better provision of services since currently 1 in 4 people say they are unable to get around properly on it.



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches



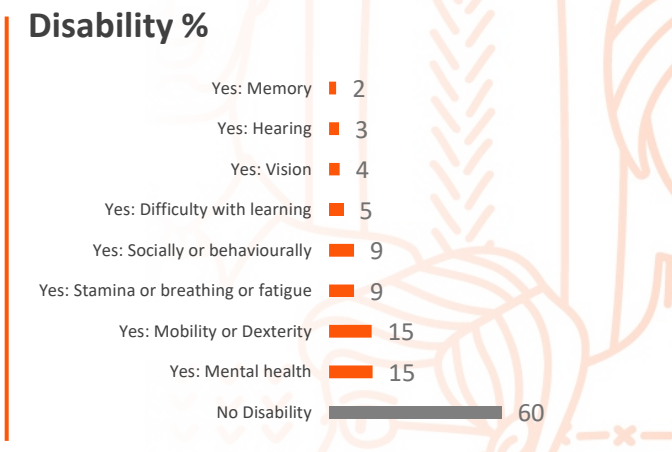
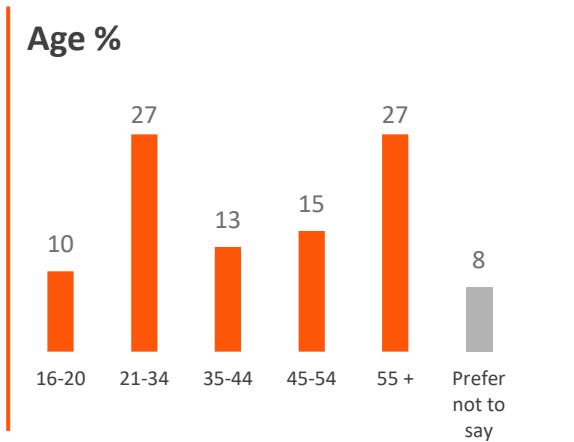
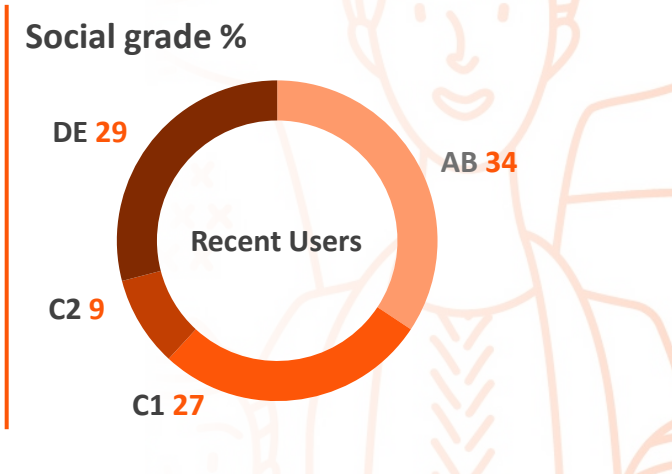
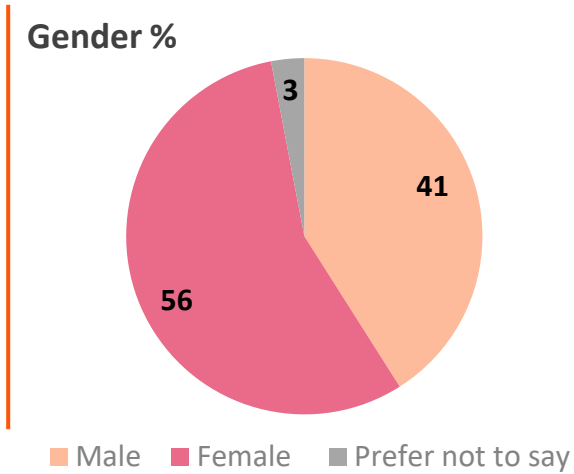
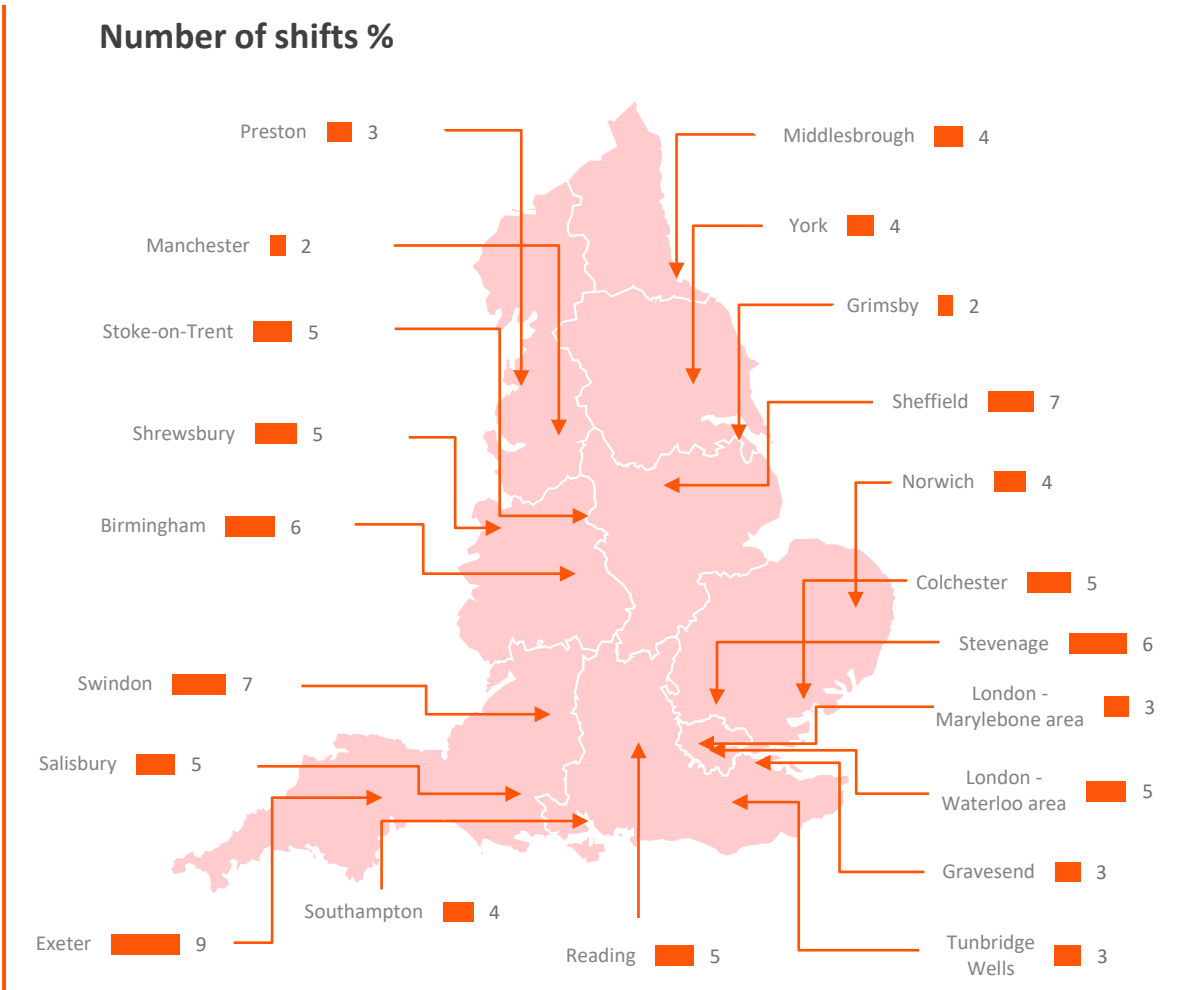
Rail user profiles



Train users in this survey – demographics

Shift location, Gender, Social grade, Age and Disability

CAUTION:
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7
D1: Which of these towns or cities were you in when our interviewer first asked you to take part in this survey? Base n = 985; D3: Are you affected by any physical or mental health conditions or illnesses lasting or expected to last 12 months or more? Base n = 323; D4: How would you describe yourself? D5: Please tell us your age D7: Please indicate which occupational group the Highest Income Earner in your household belongs to, or which group fits best Base n = 1,013

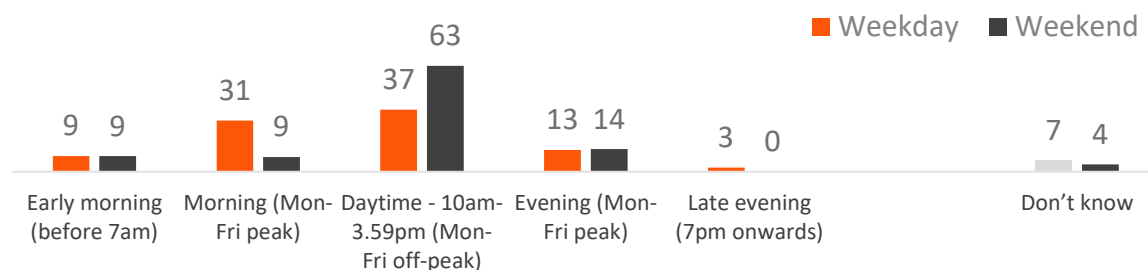
**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Train users in this survey – travel patterns

The vast majority of train journeys in this survey (some of which was conducted in the school summer holidays) were for non-work reasons, with most journeys occurring during the daytime off-peak hours and subsequently off-peak tickets accounted for 2 out 5 ticket types. 3 in 10 journeys were made at least once a fortnight.

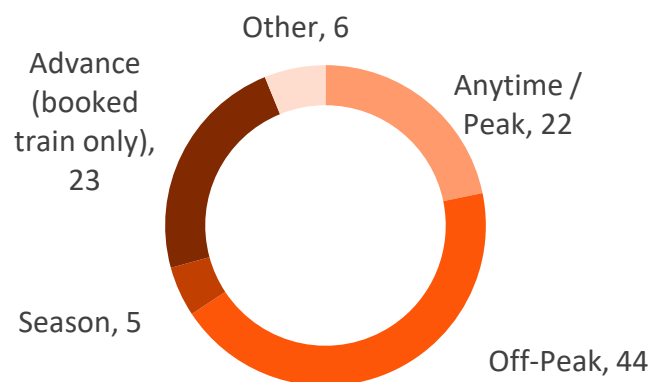
Time of day %



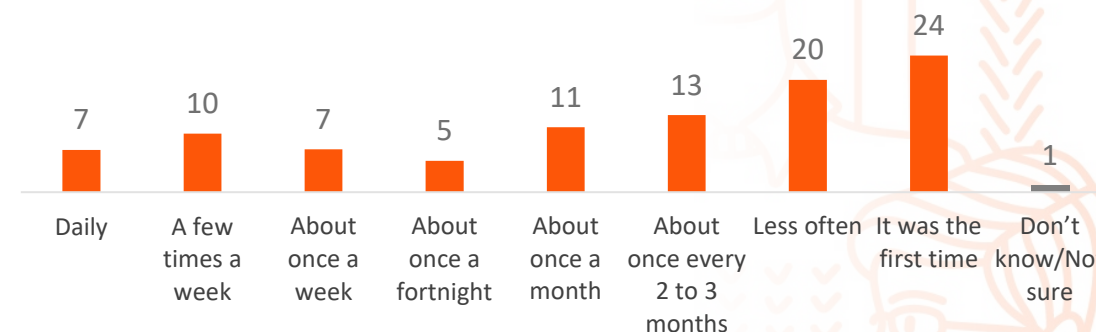
Purpose of trip %



Ticket type %



Frequency %



R1_2 What was the approximate scheduled departure time for this journey? R1_2_1: Are you able to estimate the departure time for this journey? Base n = 1,103;
 R1_5: What was the main purpose of this journey?; R1_6: How often do you currently make this train journey? R1_7: What type of ticket did you use for this journey?
 Base n = 988





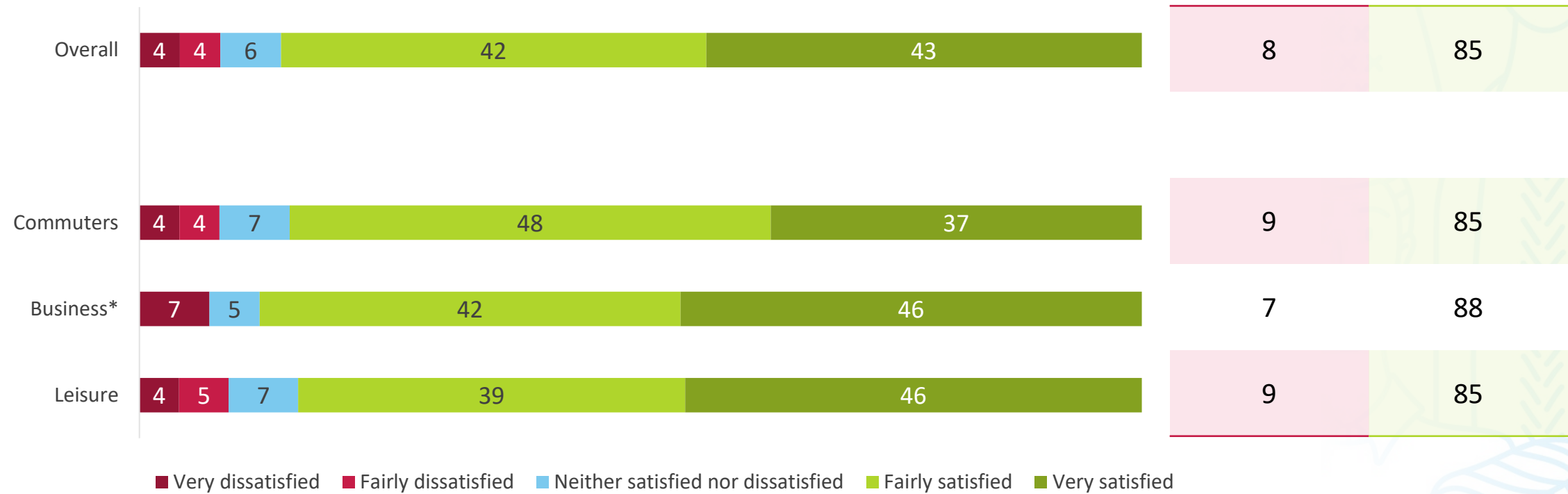
Journey satisfaction and experience: Key metrics

Overall journey satisfaction by passenger type

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Just over 4 in 5 rail passengers were satisfied with their overall journey; this is consistent across commuters, leisure and business passengers.

Overall journey satisfaction by passenger type %



*Caution – low base size

R1.14: Overall, taking everything into account from the start to the end, how satisfied were you with your train journey? Base n = 889, Commuters n = 230, Business n = 59, Leisure n = 600

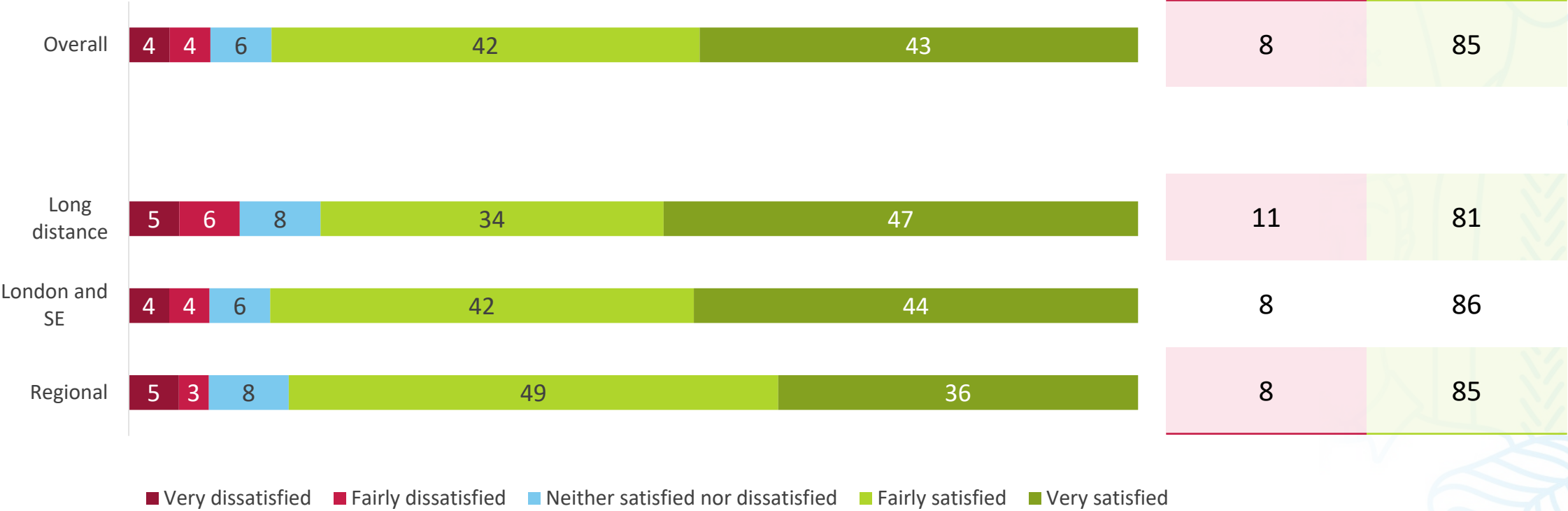
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Overall journey satisfaction by sector

By sector, London and South East rail passengers were slightly most positive about their overall journey, while Long Distance rail passengers report greater range of good and poor experiences.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Overall journey satisfaction by passenger type %



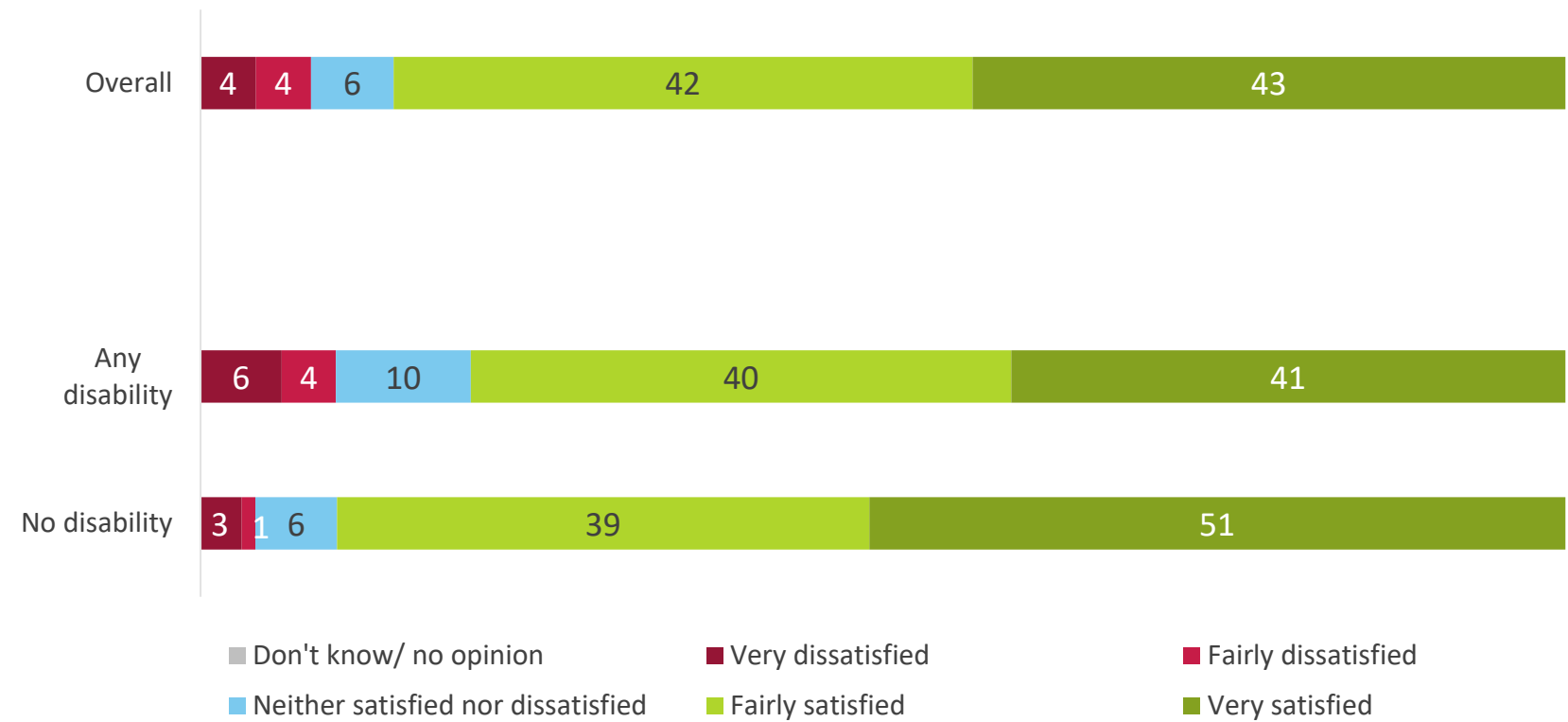
R1.14: Overall, taking everything into account from the start to the end, how satisfied were you with your train journey? Base n = 889, Long distance n = 189, London and SE n = 508, Regional n = 105

Overall journey satisfaction by disability

Those with a disability reported being less satisfied with their overall train journey.

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Overall journey satisfaction by passenger type %



NET Dissatisfied	NET Satisfied
8	85
9	81
4	90

R1.14: Overall, taking everything into account from the start to the end, how satisfied were you with your train journey? Base n = 889, any disability n = 108, no disability n = 172

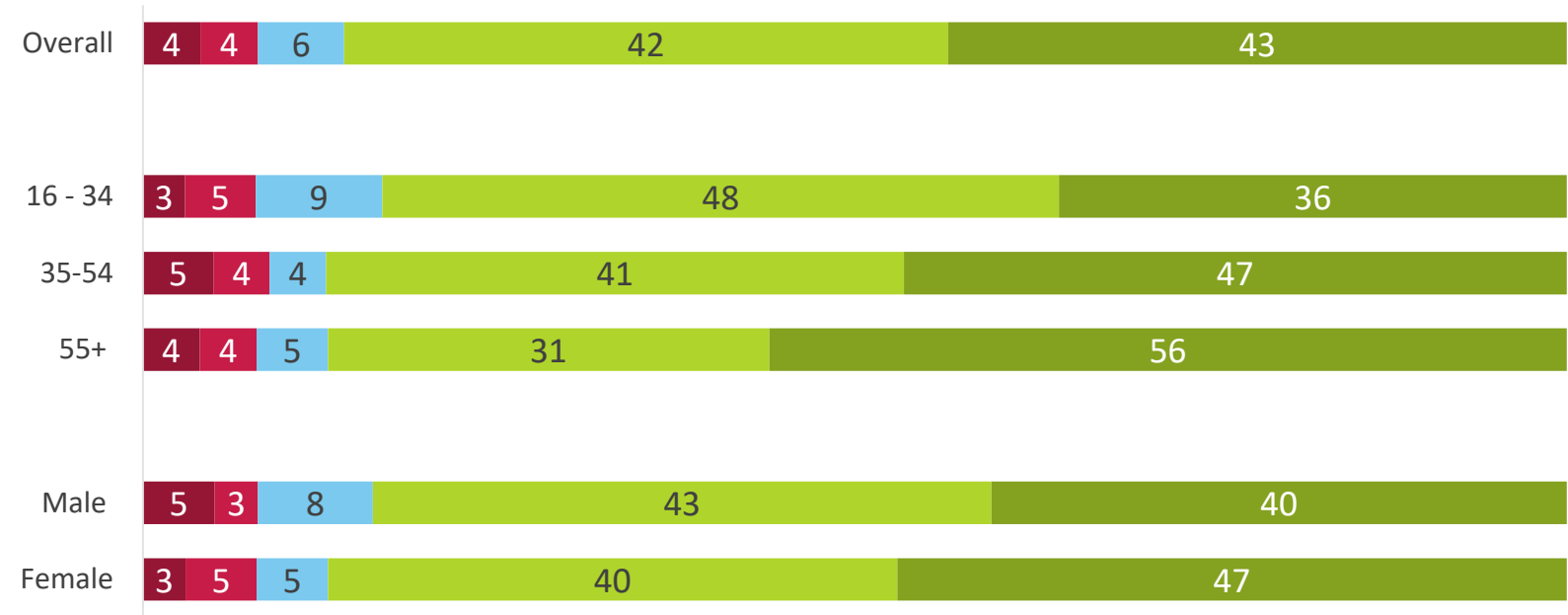
Overall journey satisfaction by age and gender

Generally older passengers are more positive about their overall journey. Only 36% of the 16-34 year olds rated their journey as 'very satisfied' whilst for those aged 55+ it was 56%. Female passengers are slightly more positive than males about their journey.

CAUTION:
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Overall journey satisfaction by passenger type %

NET Dissatisfied	NET Satisfied
8	85
8	84
9	87
8	87
9	84
8	87



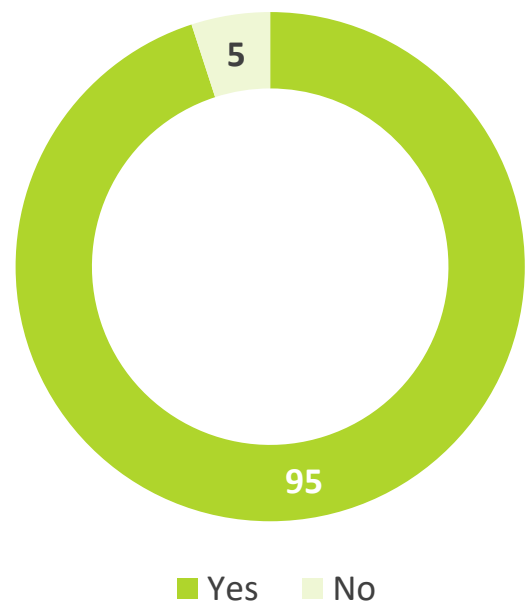
■ Very dissatisfied ■ Fairly dissatisfied ■ Neither satisfied nor dissatisfied ■ Fairly satisfied ■ Very satisfied

R1.14: Overall, taking everything into account from the start to the end, how satisfied were you with your train journey? Base n = 889, 16-34 n = 344, 35-54 n = 264, 55+ n = 205, male n = 364, female n = 495

Influence of getting a seat and passenger proximity on overall journey satisfaction


The majority of passengers were able to get a seat on the train for all or part of their journey and this was liked to higher satisfaction

Getting a seat for all/part of the journey %



Overall journey satisfaction for those getting a seat on the train %

NET Satisfied	
Overall satisfaction	84%
Yes – for all/part of the journey	86%
No – but would have liked a seat	Base is too low
No – but I was happy to stand	Base is too low

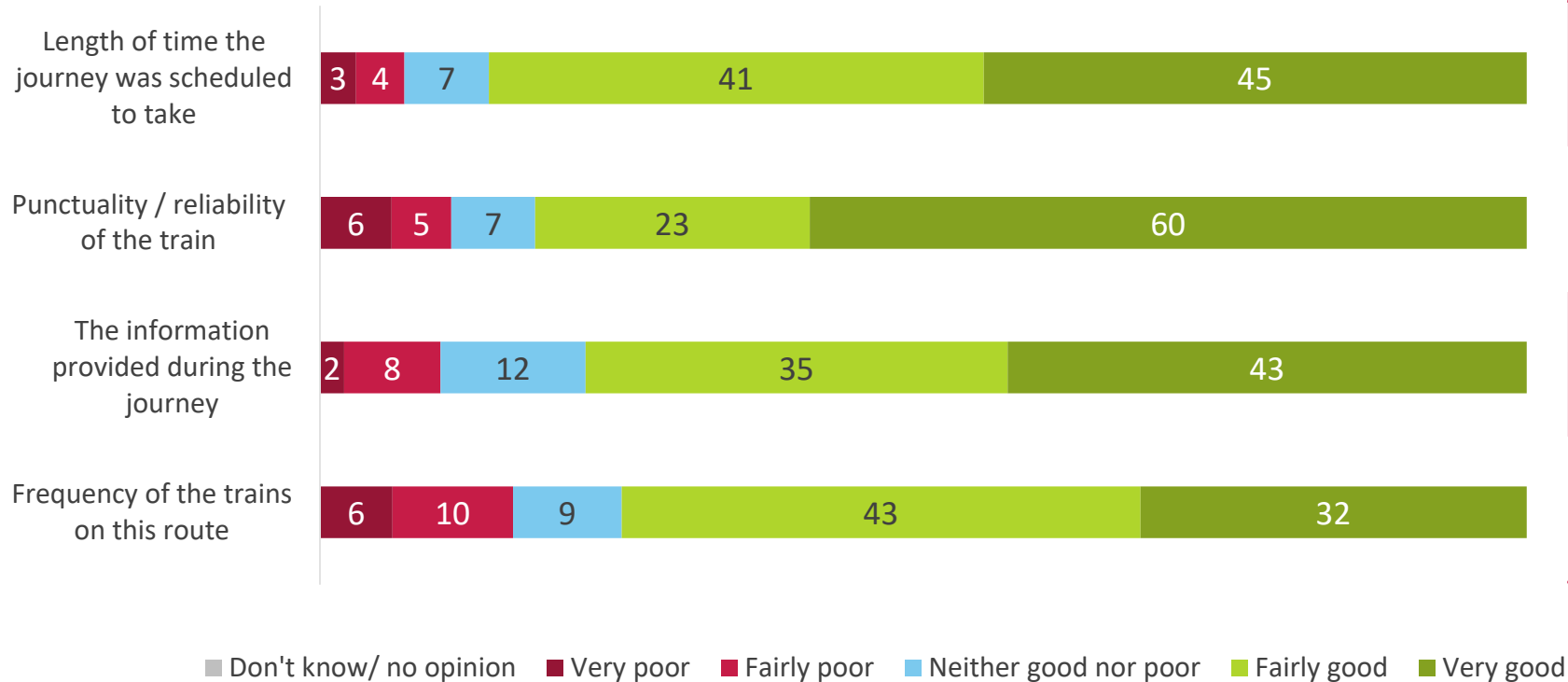
 **CAUTION:**
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R2.6A Did you get a seat on the train? Base n = 666, Yes for all/part of the journey = 666; R1.14: Overall, taking everything into account from the start to the end, how satisfied were you with your train journey? Base n = 666

Key experience metrics

The length of time a journey was scheduled to take is the top rated experience metric, with nearly 9 in 10 passengers rating this as 'Good'. Frequency of services is something passengers show more discontent with. Punctuality, which is historically one of the key driver for satisfaction, records the highest level of very satisfied in this survey.

Key experience metrics %



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

NET Poor	NET Good
7	86
10	83
10	78
15	76

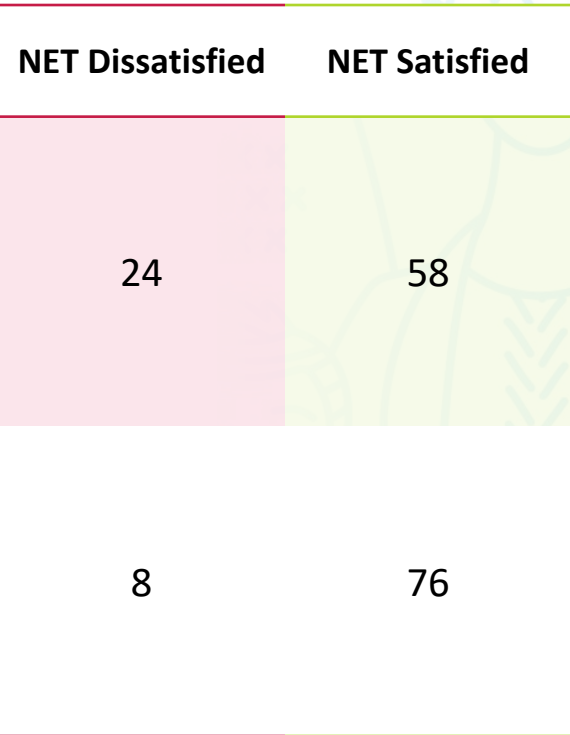
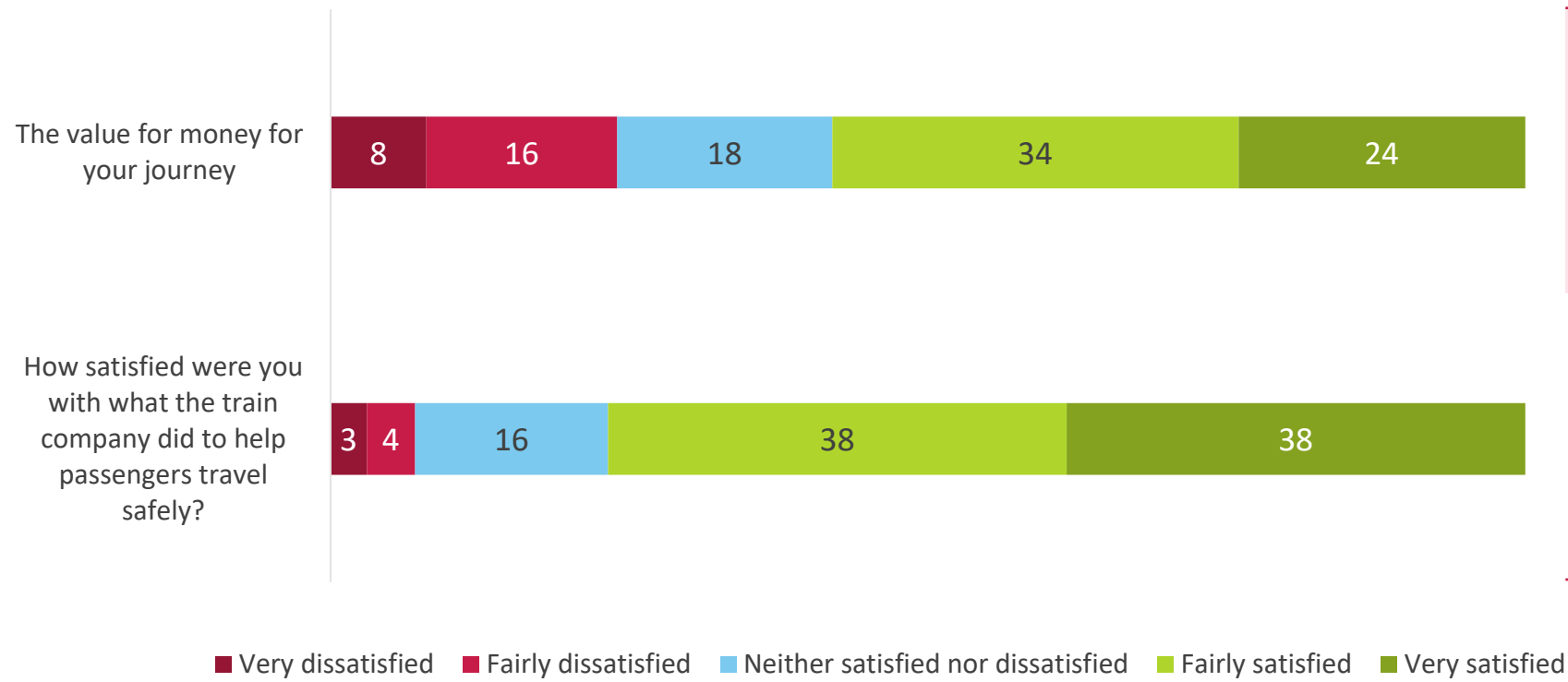
R1_10. How would you rate the experience on the train of [pipe: selectedTOC] for the following...? – Punctuality/reliability of the train base n = 974; R2_4. Thinking about this journey with [pipe: selectedTOC] how would you rate the train company for the following...? Length of time the journey was scheduled to take base n = 660, The information provided during the journey base n = 639, Frequency of the trains on this route base n = 617

Key satisfaction metrics

Value for money is an area where satisfaction is much lower. In fact, almost a quarter of passengers are dissatisfied with the value for money of their journey.


CAUTION:
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Key satisfaction metrics %



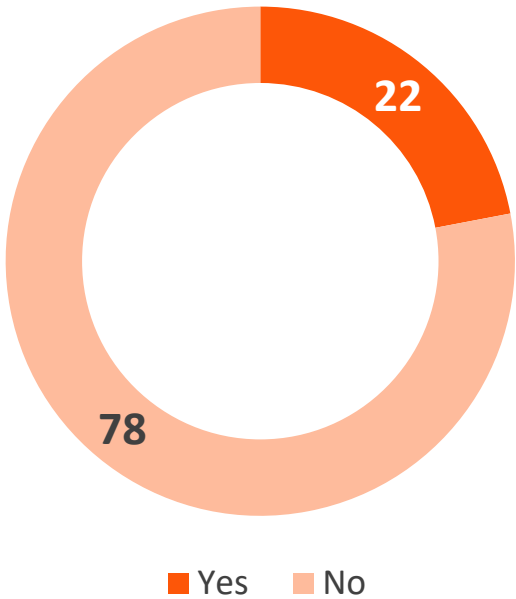
R1_18. How satisfied were you with the following...? Value for money n = 880; R1_17: How satisfied were you with what the train company did to help passengers travel safely? n = 590

Delay satisfaction

 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

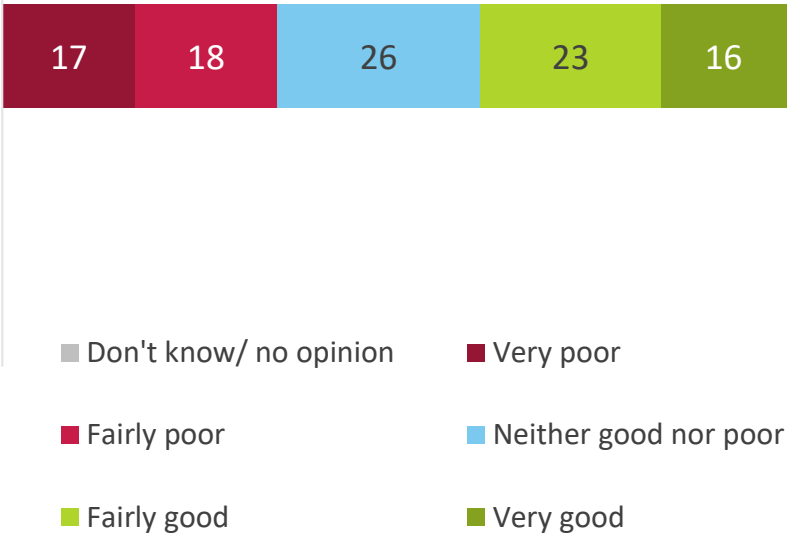
22% of passengers experienced a delay on their journey. There was a mixed reaction relating to how the delay was dealt with; around a third felt their delay was dealt with poorly, while 2 in 5 passengers felt it was handled well.

Did you experience a delay? %

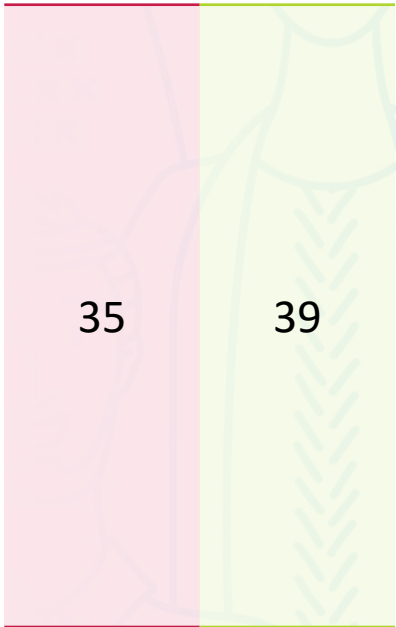


Satisfaction with how the delay was dealt with %

How would you rate the way the delay was dealt with by TOC?



NET Poor NET Good

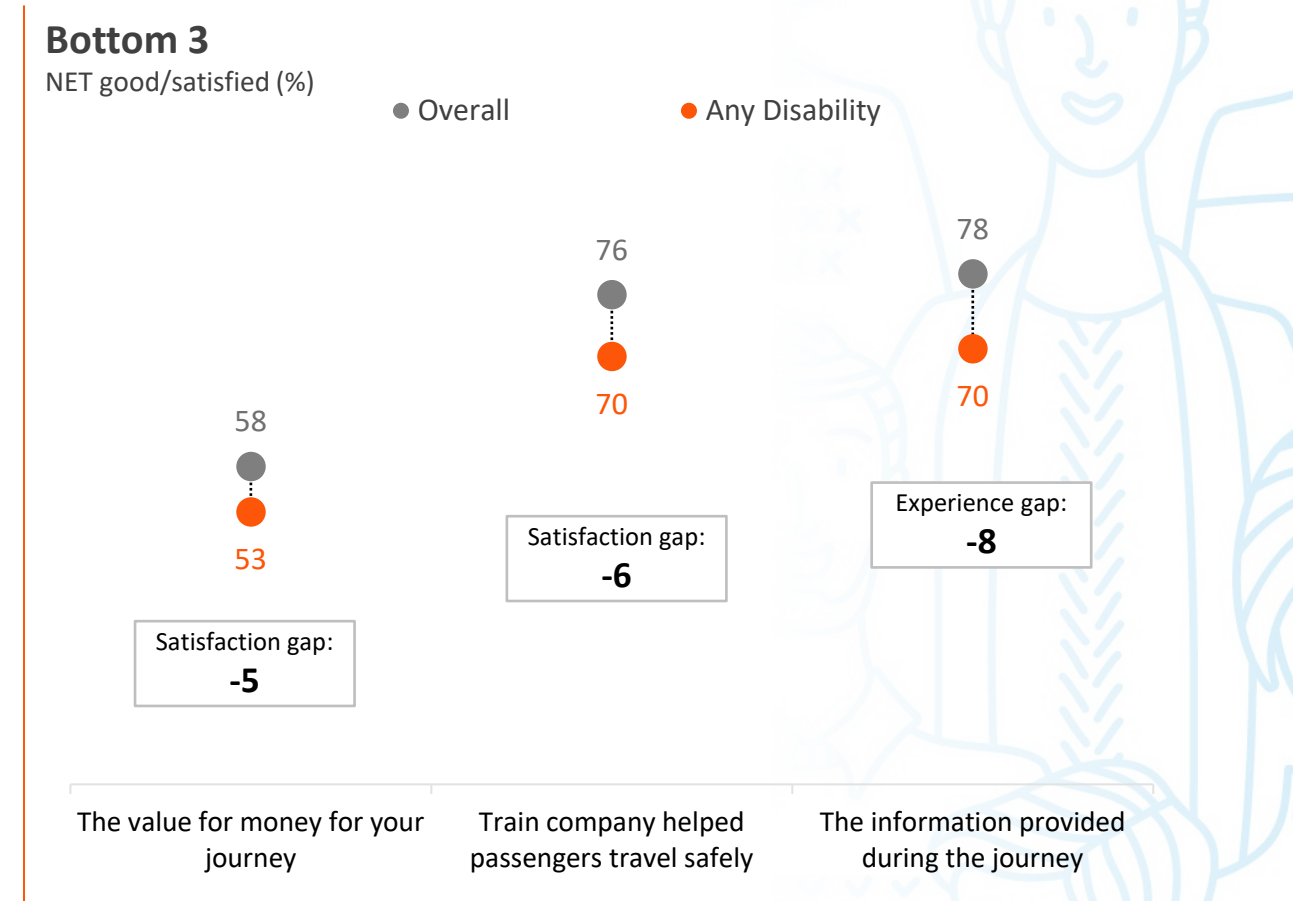
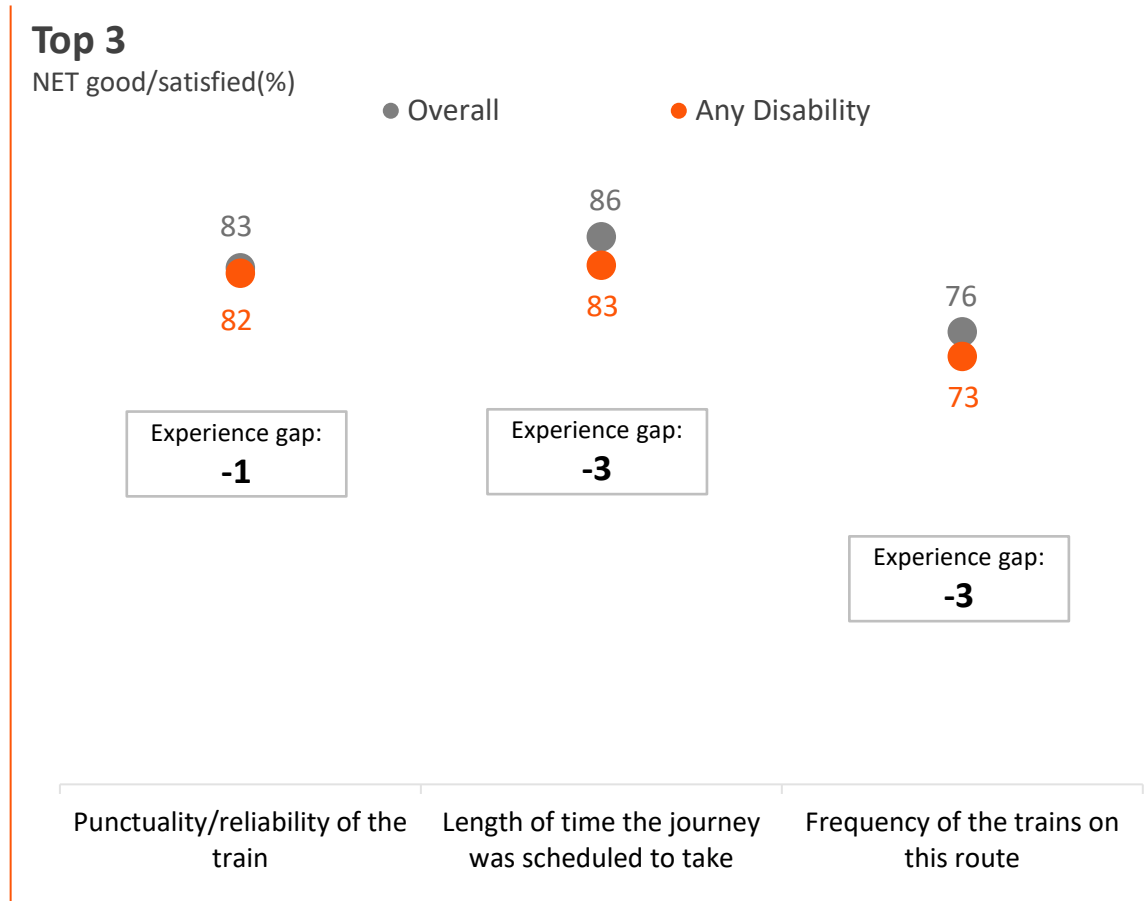


R1_12: Did you experience a delay on this journey with [pipe: selectedTOC]? Base n = 666; R1_13: How would you rate the way the delay was dealt with by [pipe: selectedTOC]? Base n = 141

Experience and satisfaction gaps by disability (top 3/bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Regarding the key experience and satisfaction metrics, disabled rail passengers show lower satisfaction or ratings on all items tracked. Key areas of focus are information provided during the journey, toilet facilities and cleanliness on board, which is where the gap is largest.



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 42](#)

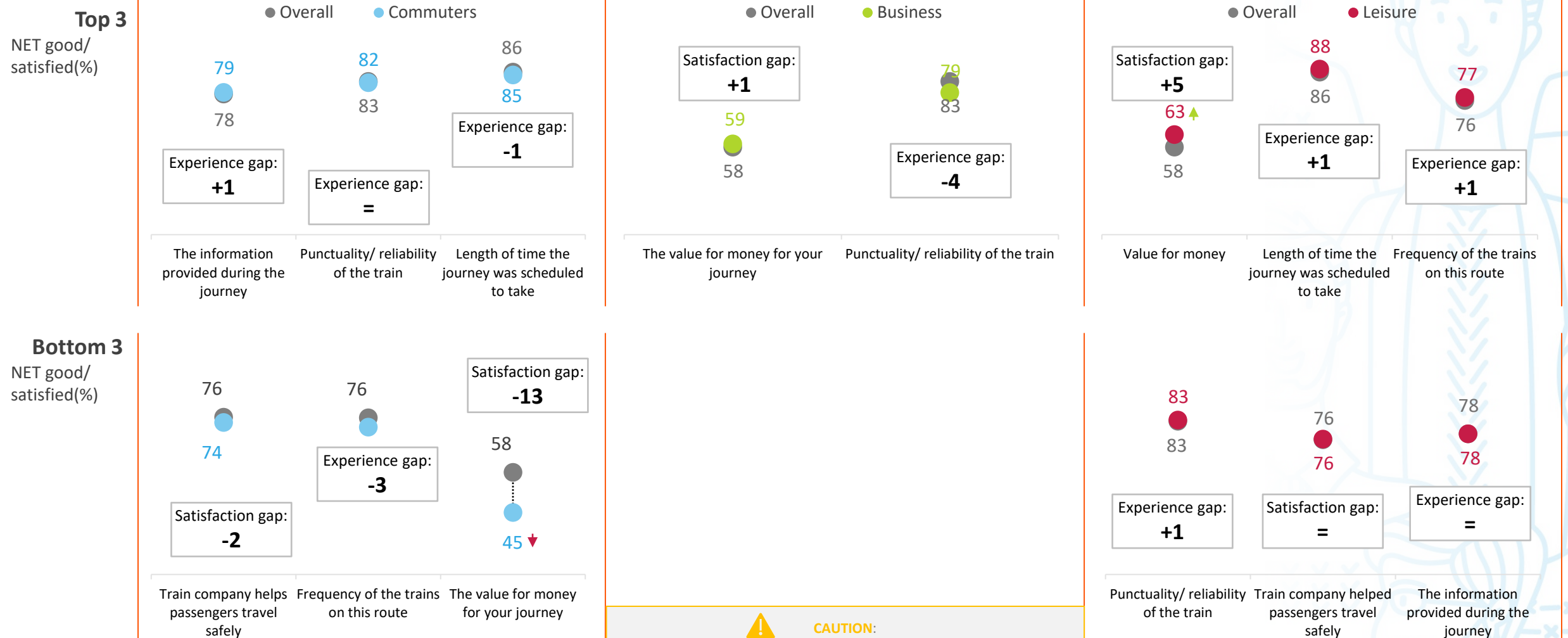
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Experience and satisfaction gaps by journey purpose (top 3/bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

The main pain point for commuters is the value for money, while leisure users (likely to travel less often) are significantly more satisfied with it



▲ Refers to a positive significance ▼ Refers to a negative significance

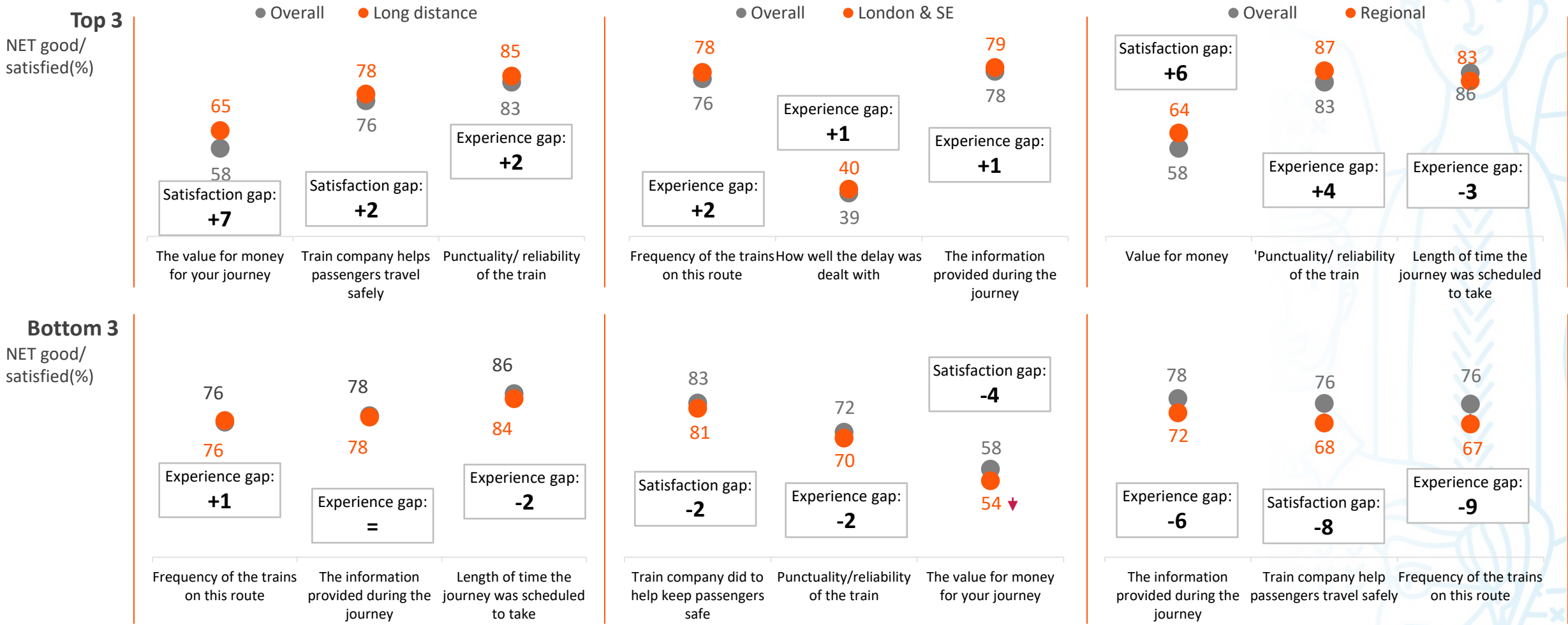
For more information and base sizes go to [slide 43](#)

CAUTION:
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Experience and satisfaction gaps by sector (top 3/bottom 3)

Value for money and punctuality of trains are key differentiators between the sectors – long distance and regional trains are rated higher on these, while this the largest gap for London and the South East. Passengers on regional operators record a few negative gaps especially regarding frequency, safety and information provision

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 44](#)

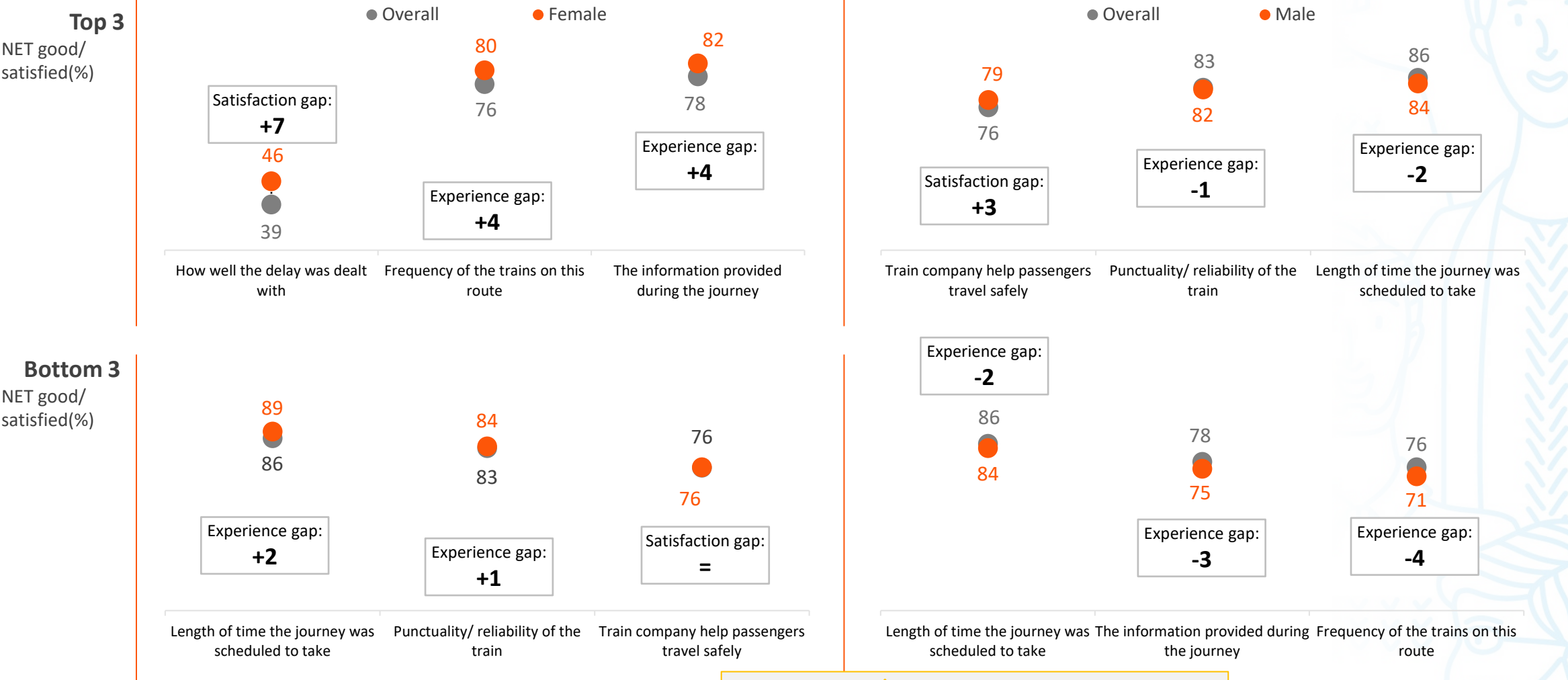
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CAUTION:
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Experience and satisfaction gaps by gender (top 3/bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

There are some distinct gender differences in the rating of the key experience and satisfaction metrics – frequency of trains on this route with was perceived more positively by female passengers than it was for male passengers.



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 45](#)

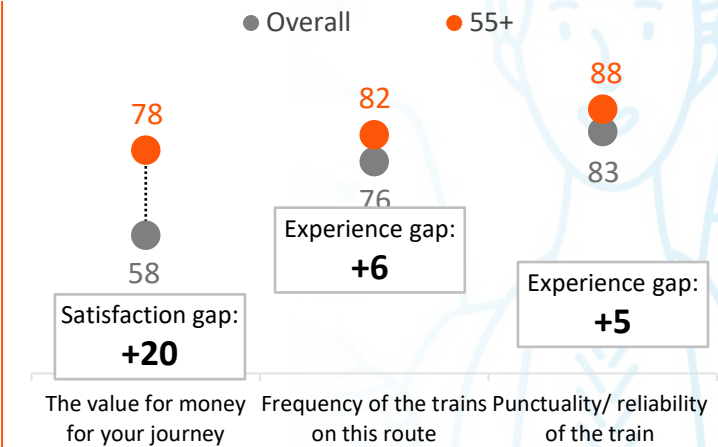
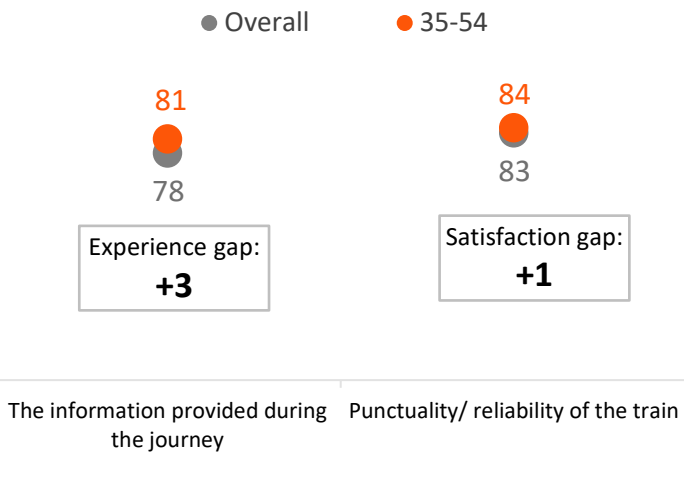
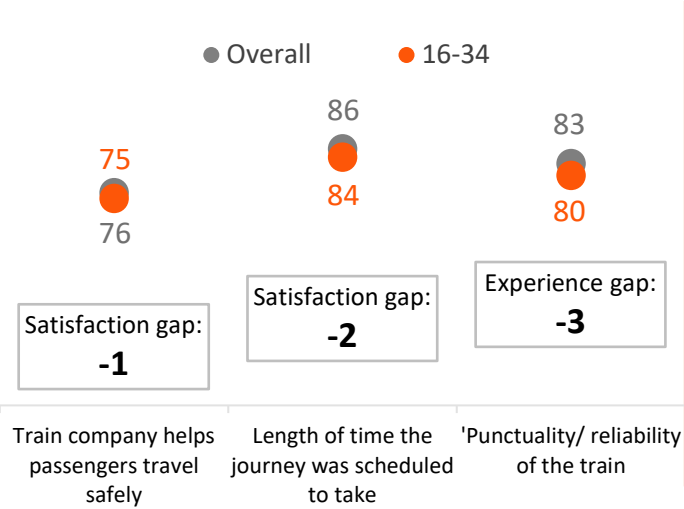
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Experience and satisfaction gaps by age (top 3/bottom 3)

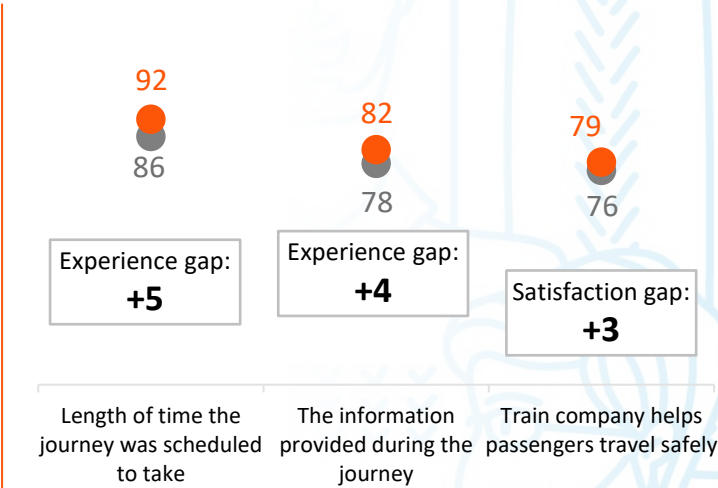
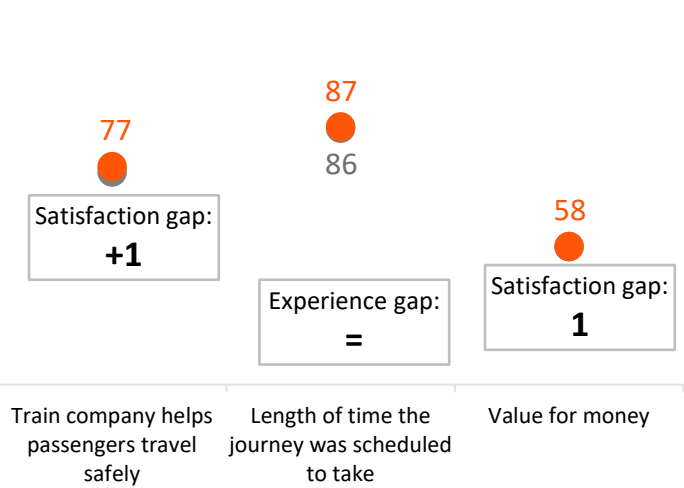
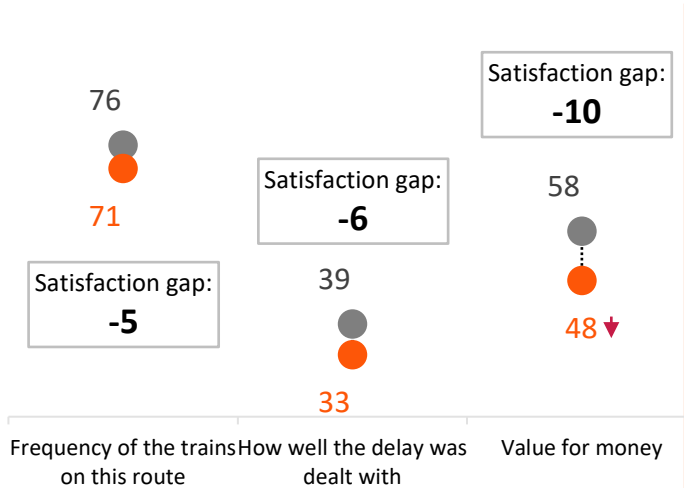
Satisfaction of younger passengers is lower than other age groups as almost all their gaps are negative

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Top 3
NET good/
satisfied(%)



Bottom 3
NET good/
satisfied(%)



▲ Refers to a positive significance ▼ Refers to a negative significance

For more information and base sizes go to [slide 46](#)

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Journey experience: Train and station metrics

Experience on board the train

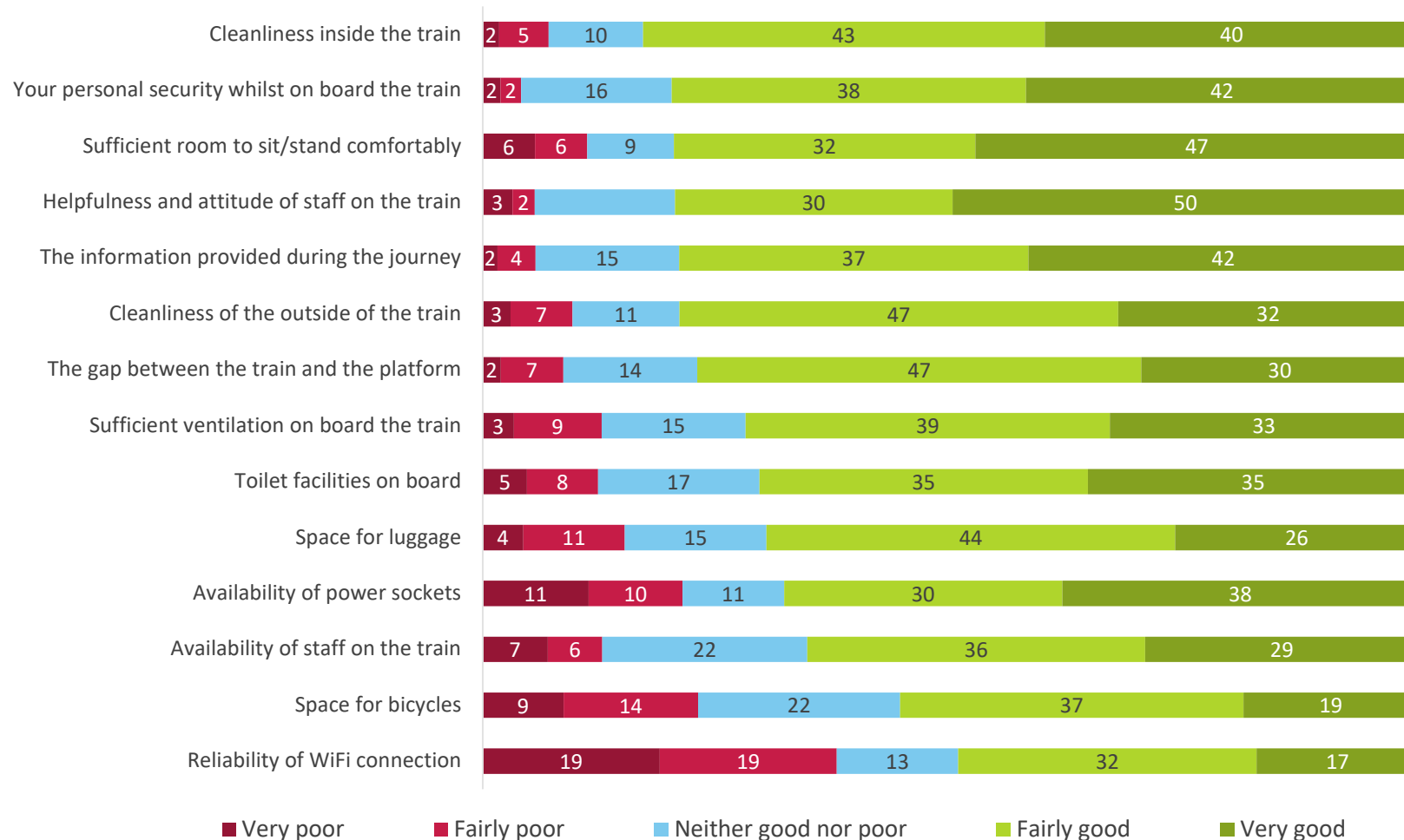
In a context where sanitation has never been so important TOCs delivered as cleanliness on board the train rates the highest. Spaces for bicycles and the reliability of Wi-Fi connection are the main pain points on board the trains



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Experience on board the train %



NET Poor	NET Good
7	83
4	80
11	80
6	79
6	79
10	79
9	77
13	72
12	70
15	70
21	68
13	65
23	55
38	49

R1_10. How would you rate the experience on the train of [pipe: selected TOC] for the following...? Base n = 988; R2_5_1. How would you rate the train you boarded for this journey in terms of; R2_5_2. How would you rate your journey onboard the train in terms of: Base n = 333
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On board train experience gaps by disability (top 3/bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

There are no positive stand out points for disabled passengers on board trains. Toilet facilities and having sufficient ventilation are the two strongest pain points for this group of passengers.



▲ Refers to a positive significance ▼ Refers to a negative significance

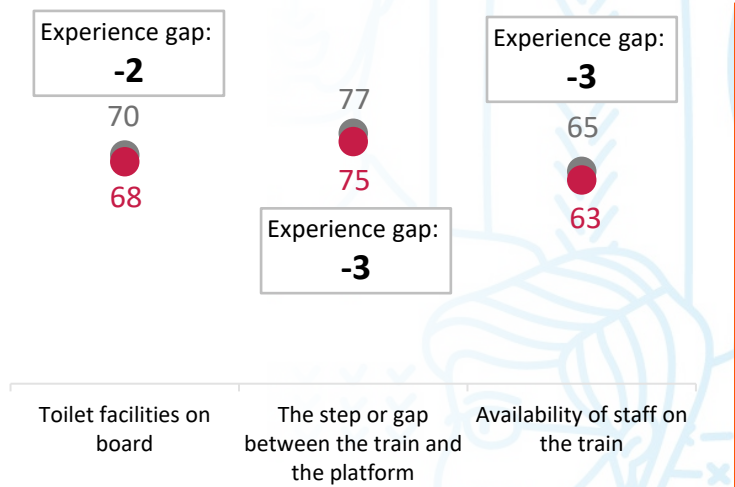
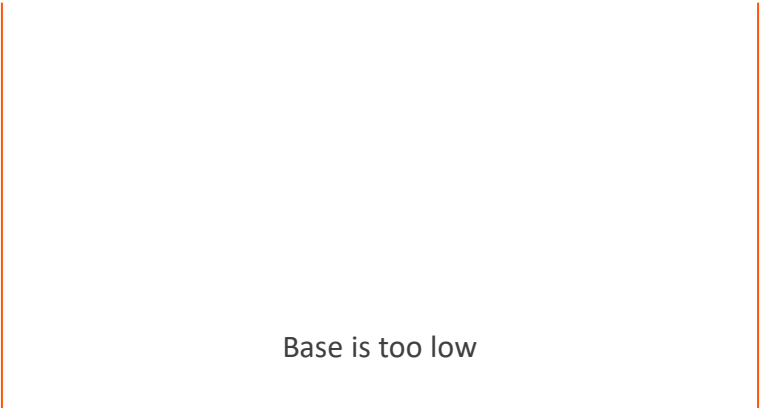
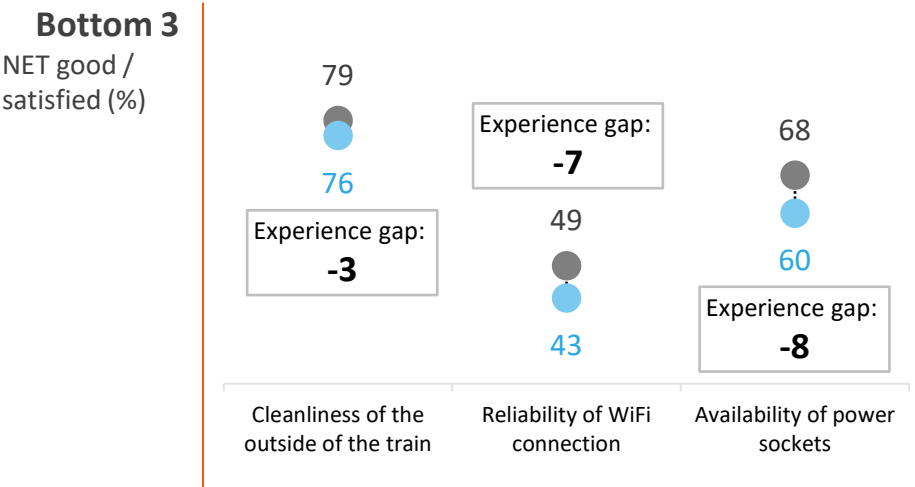
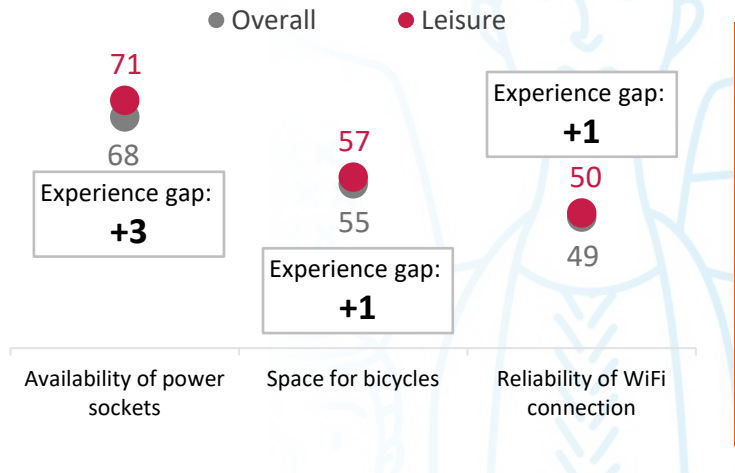
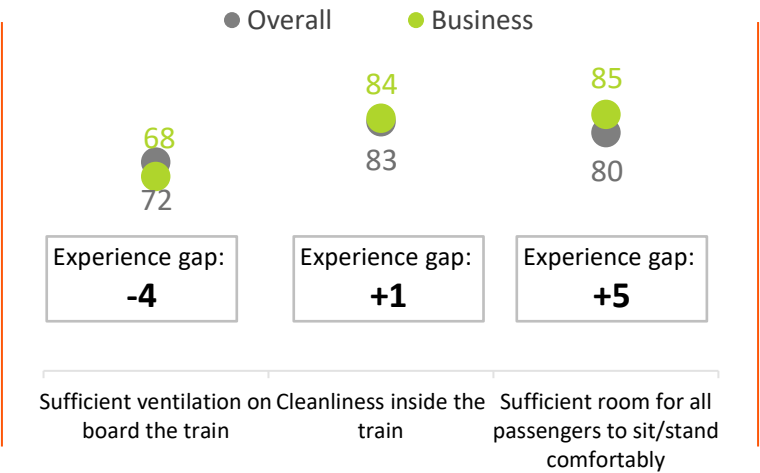
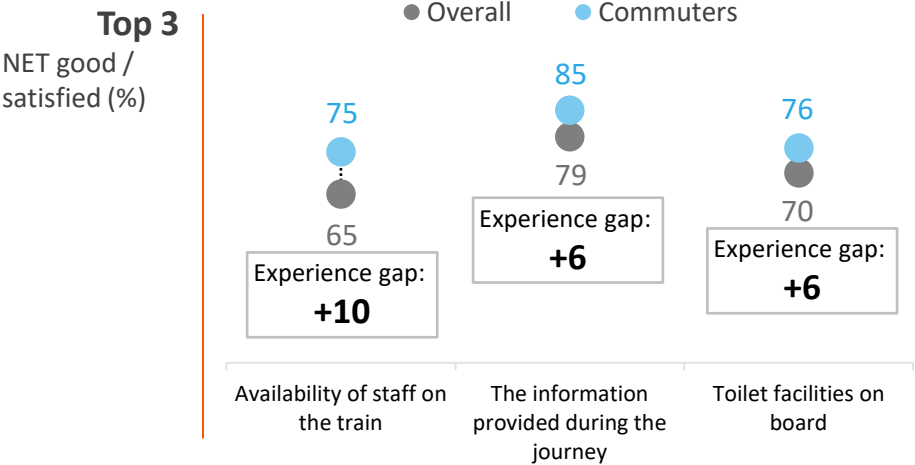
For more information and base sizes go to [slide 47](#)

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Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

On board train experience gaps by journey purpose (top 3/bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Leisure and commuters have some polarised experience (possibly linked to different expectations) when it comes to toilet facilities, information provision, availability of power sockets and reliability of Wi-Fi. Commuters are giving a far higher rating for the availability of staff on board than leisure passengers



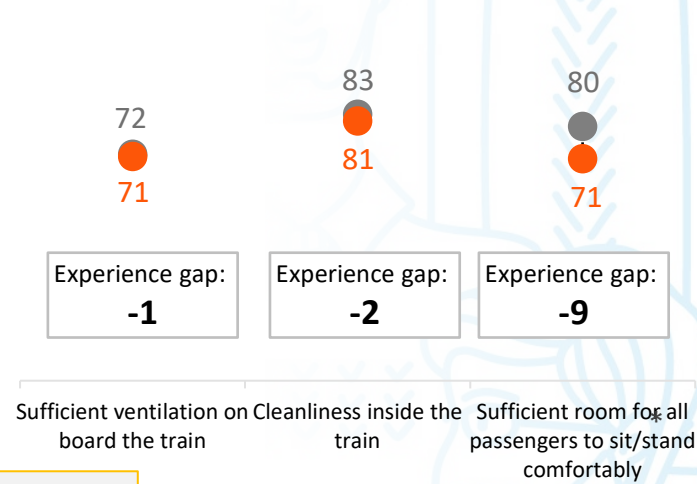
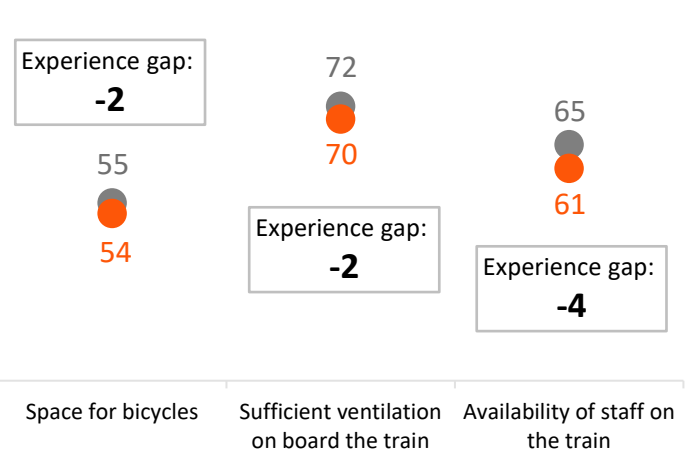
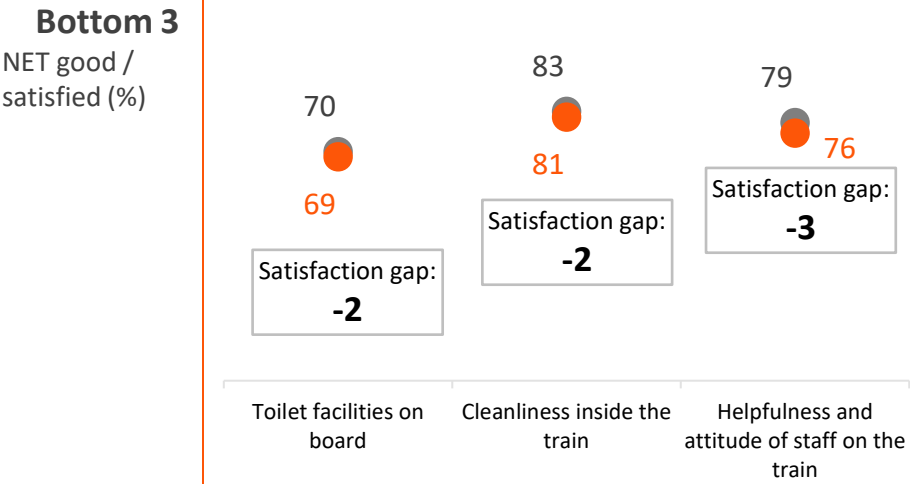
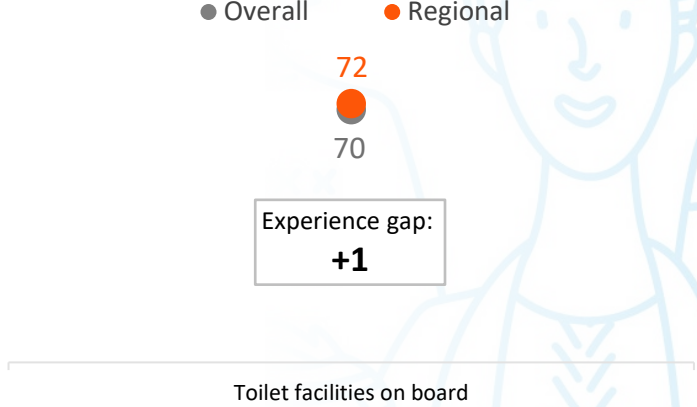
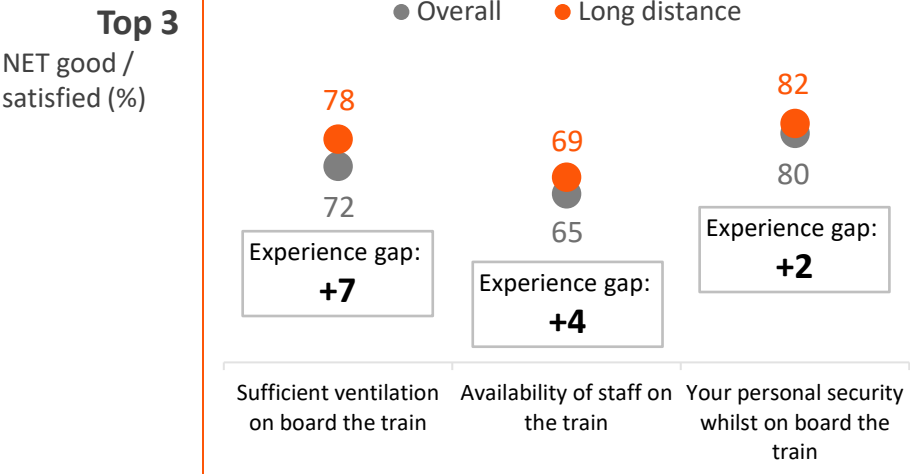
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 48](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

On board train experience gaps by sector (top 3/bottom 3)

Regional trains received lower ratings and thus convey only negative gaps in experience versus the overall – with sufficient room on board being a key pain point

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest



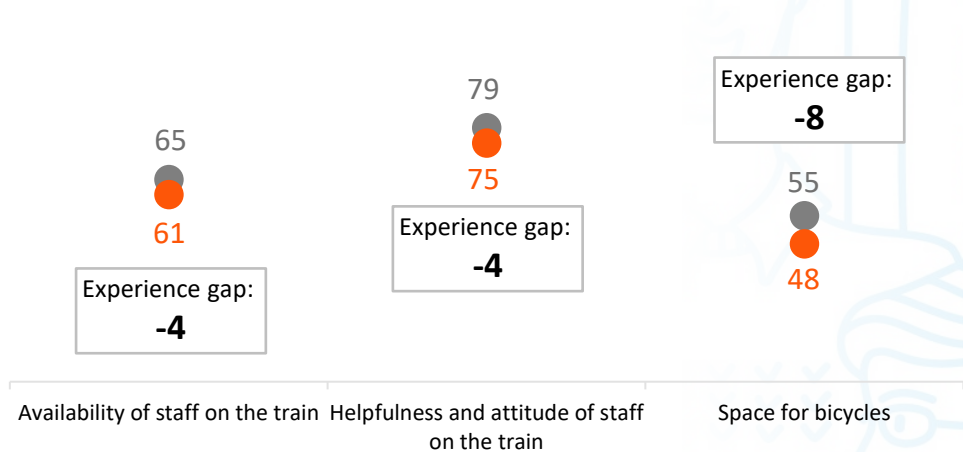
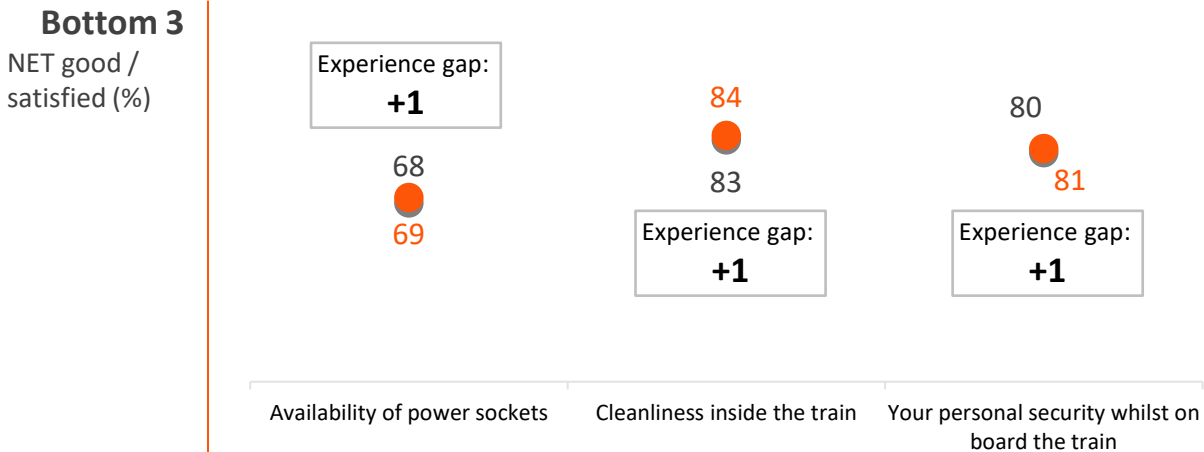
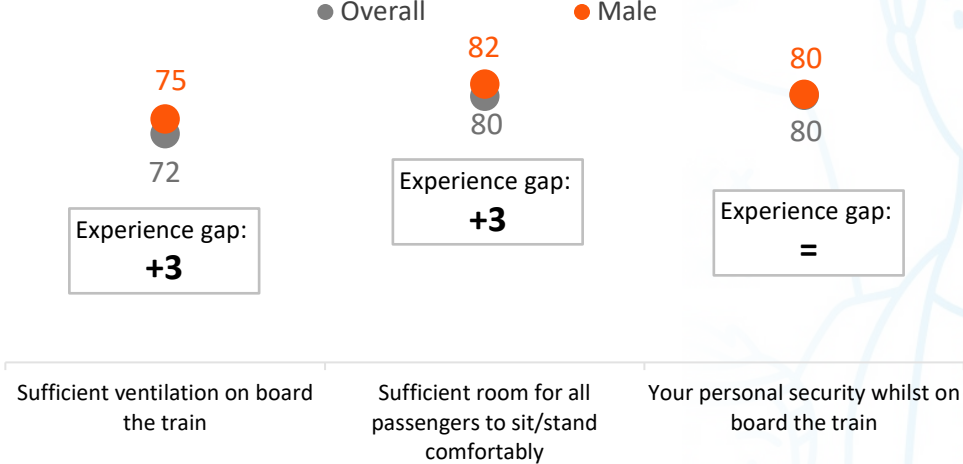
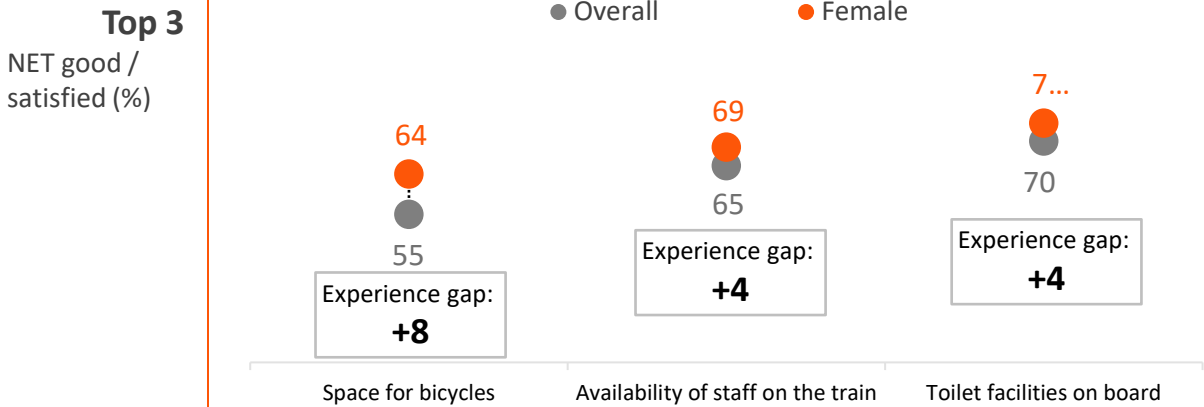
▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 49](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

On board train experience gaps by gender (top 3/bottom 3)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

There were distinct differences on the on-board experiences for female and male passengers – female passengers were more satisfied with spaces for bicycles, while male passengers gave higher ratings to the ventilation on board



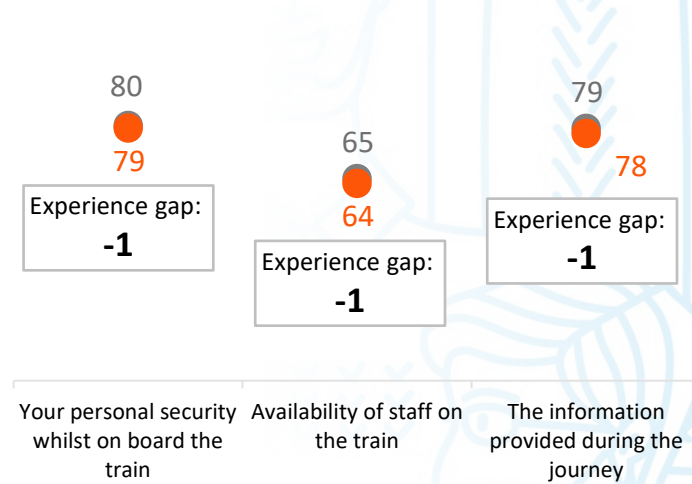
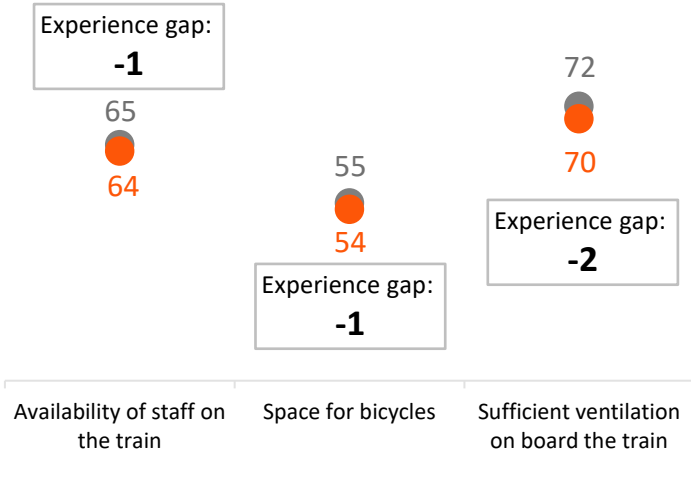
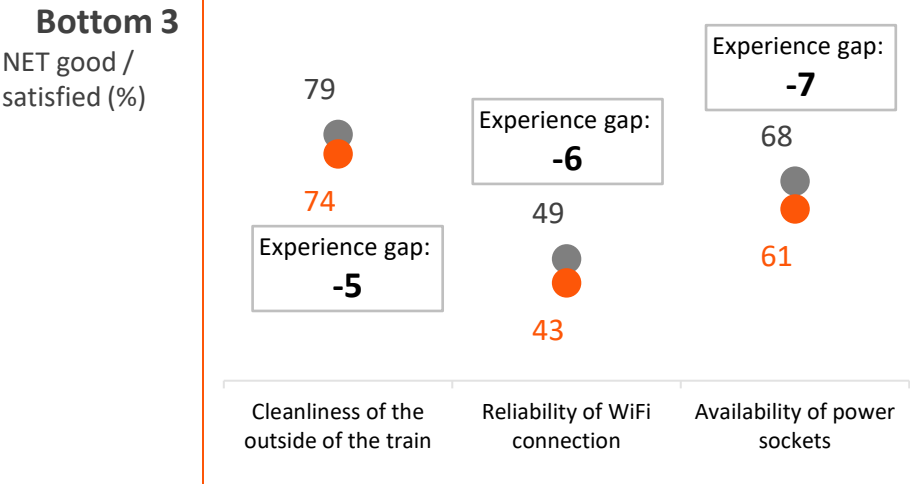
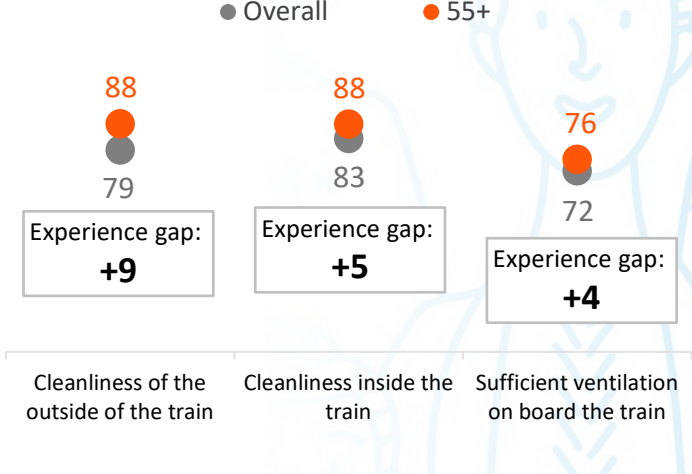
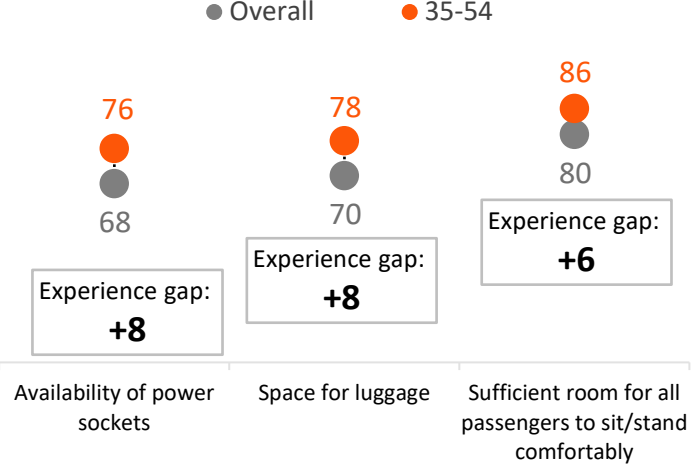
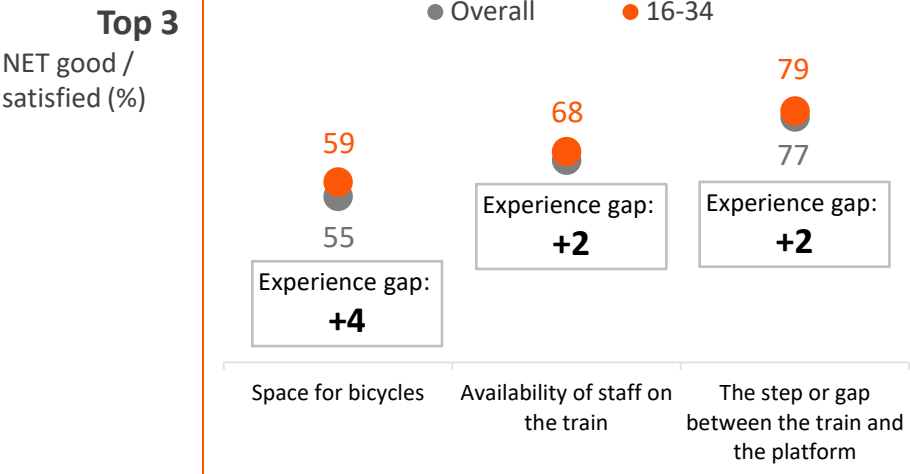
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For more information and base sizes go to [slide 50](#)

On board train experience gaps by age (top 3/bottom 3)

The 35-54 and 55+ are rated generally all items higher than the youngest passengers. The 16-34 struggled the most with the Wi-Fi and the availability of power sockets.

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest



▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 51](#)

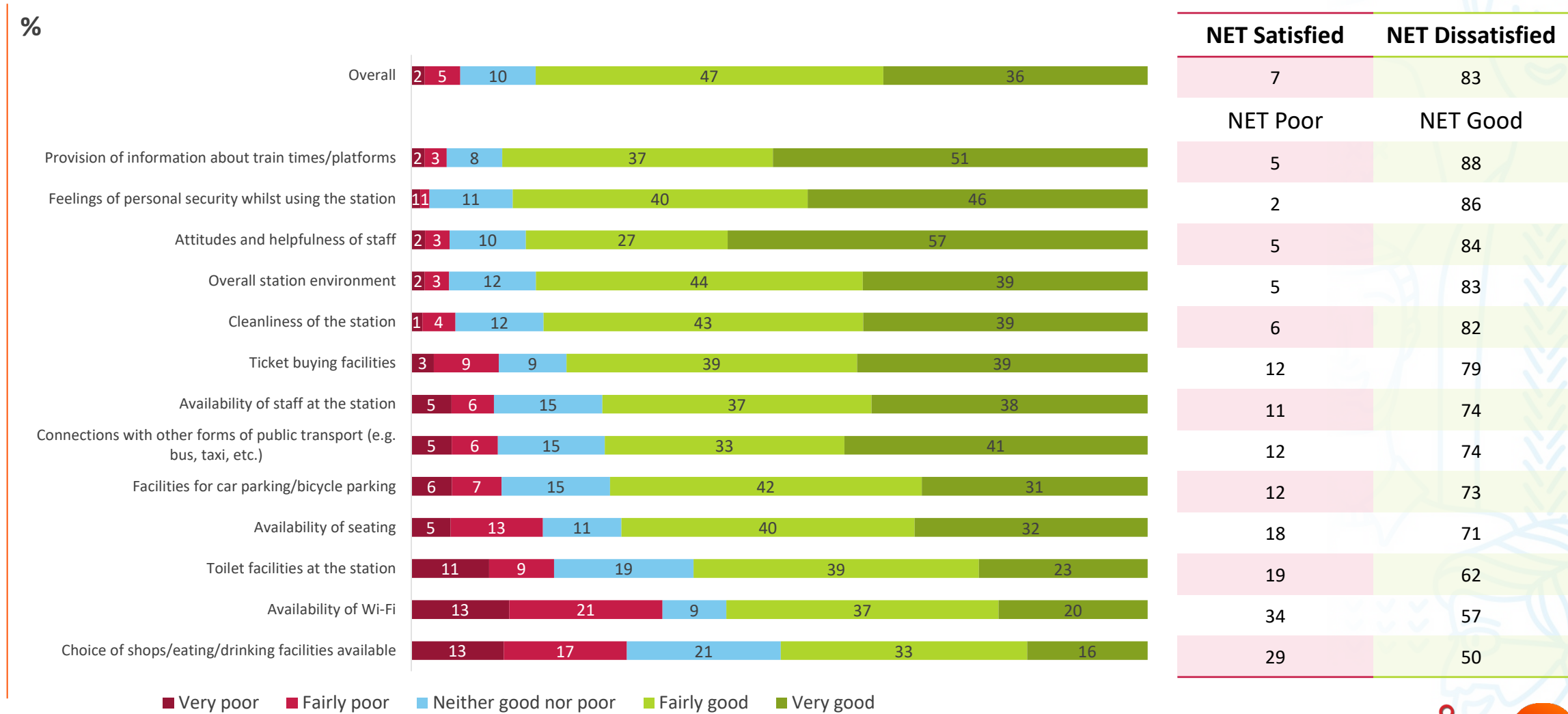
CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Station experience



CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Overall, more than 4 in 5 passengers rated the station experience as NET ‘Good’, with provision of information on train times/platforms being the top rated station metric. Food and drink facilities and Wi-Fi availability received poorer ratings.

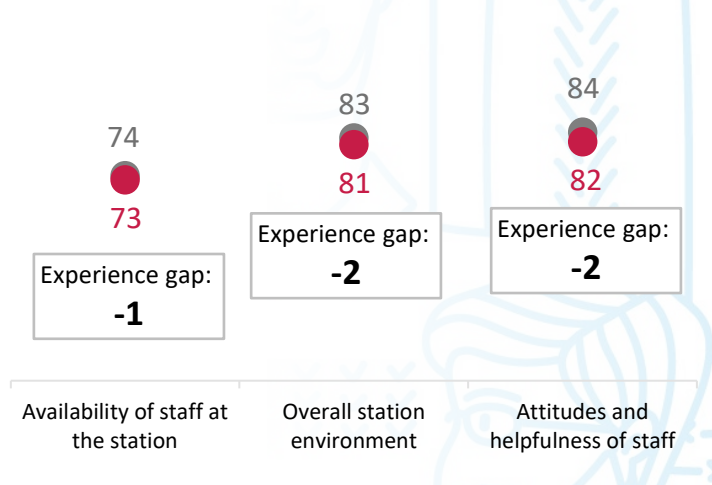
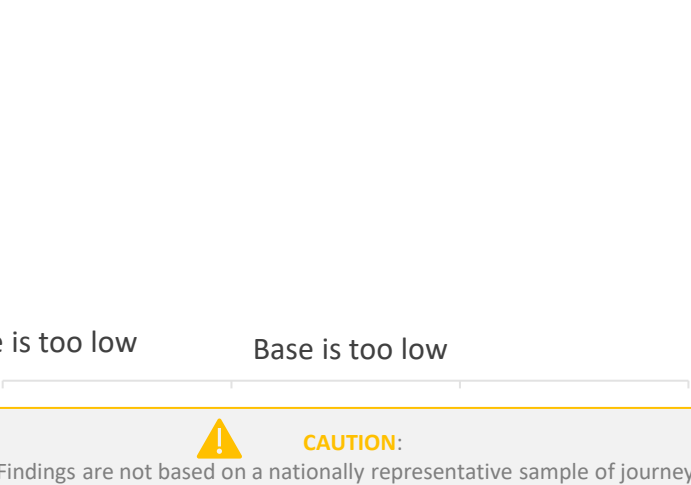
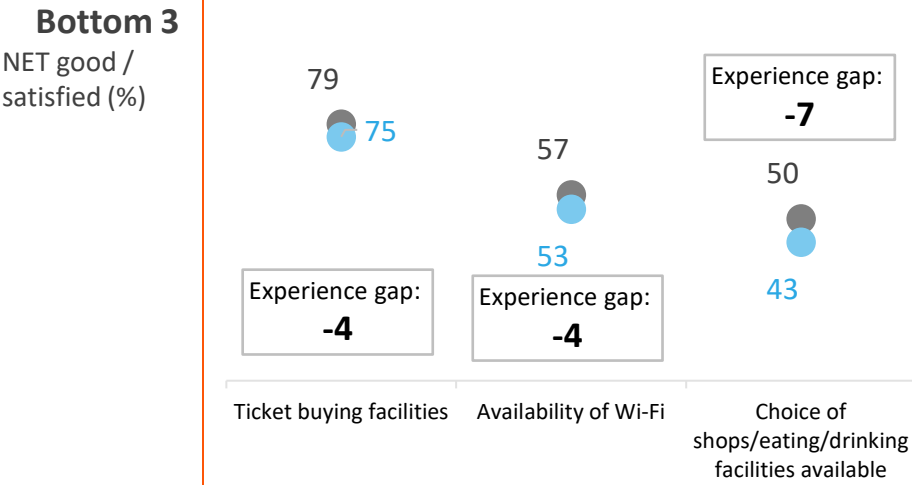
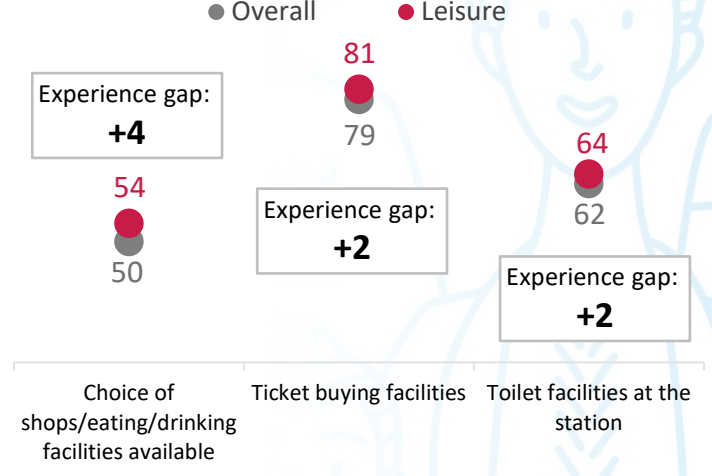
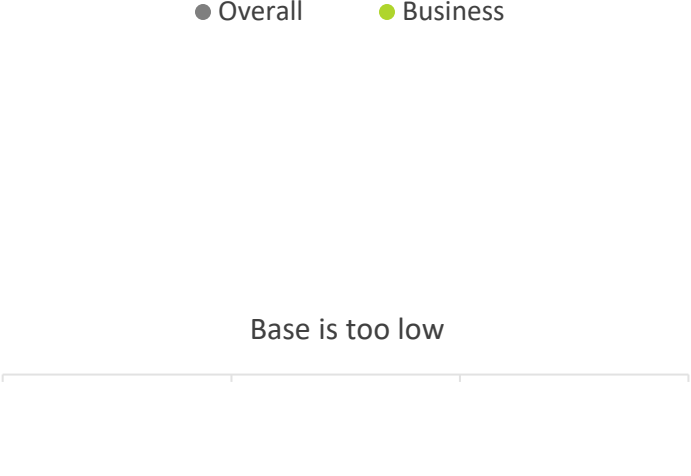
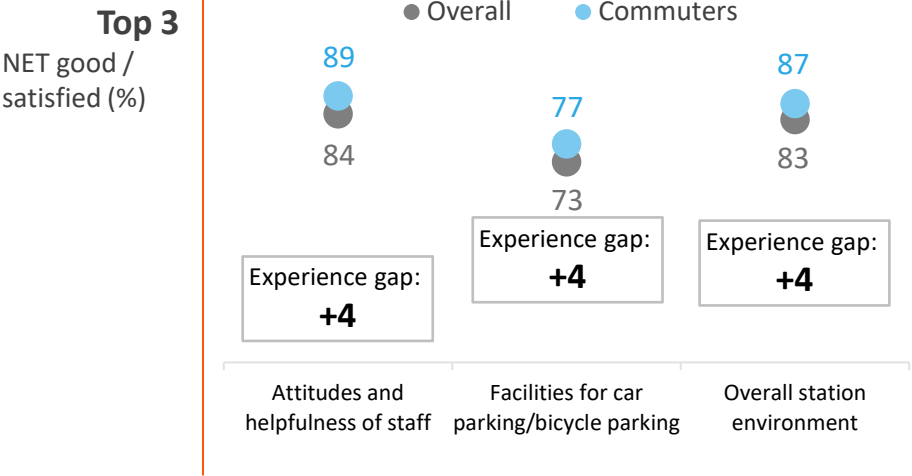


NET Satisfied	NET Dissatisfied
7	83
NET Poor	NET Good
5	88
2	86
5	84
5	83
6	82
12	79
11	74
12	74
12	73
18	71
19	62
34	57
29	50

Station experience gaps by journey purpose (top 3/bottom 3)

Attitude and helpfulness of staff, parking facilities and overall station environment are the main differences between commuter and leisure passengers – commuters rated these higher than the overall, while leisure passengers rated these lower.

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest



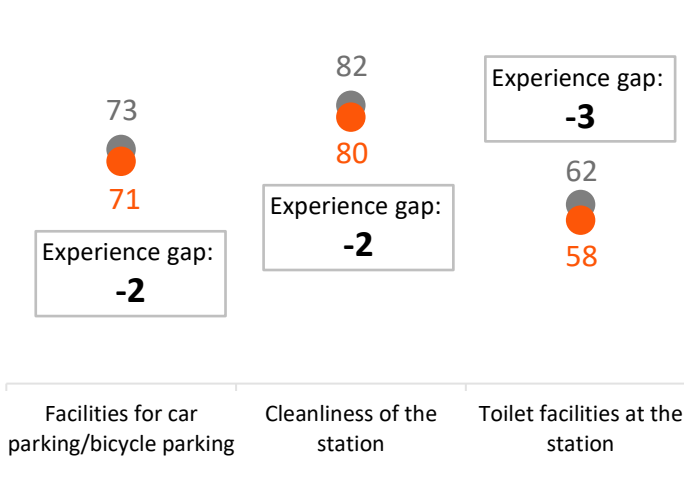
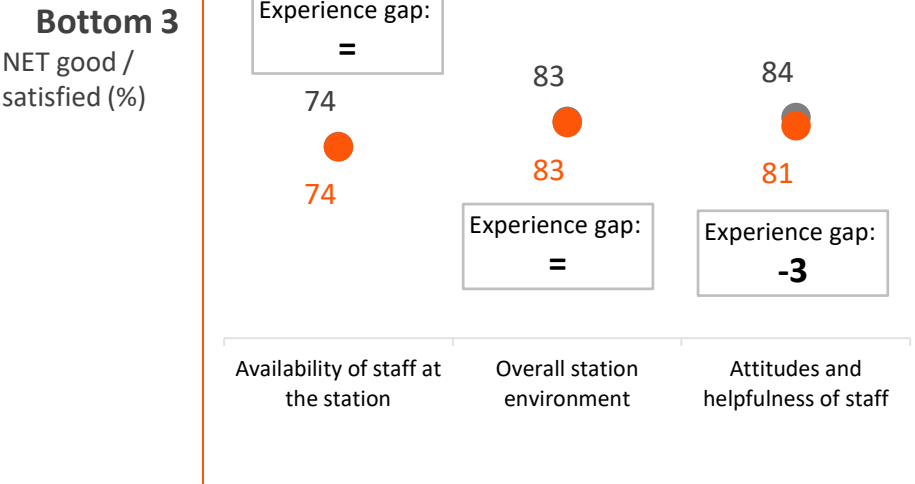
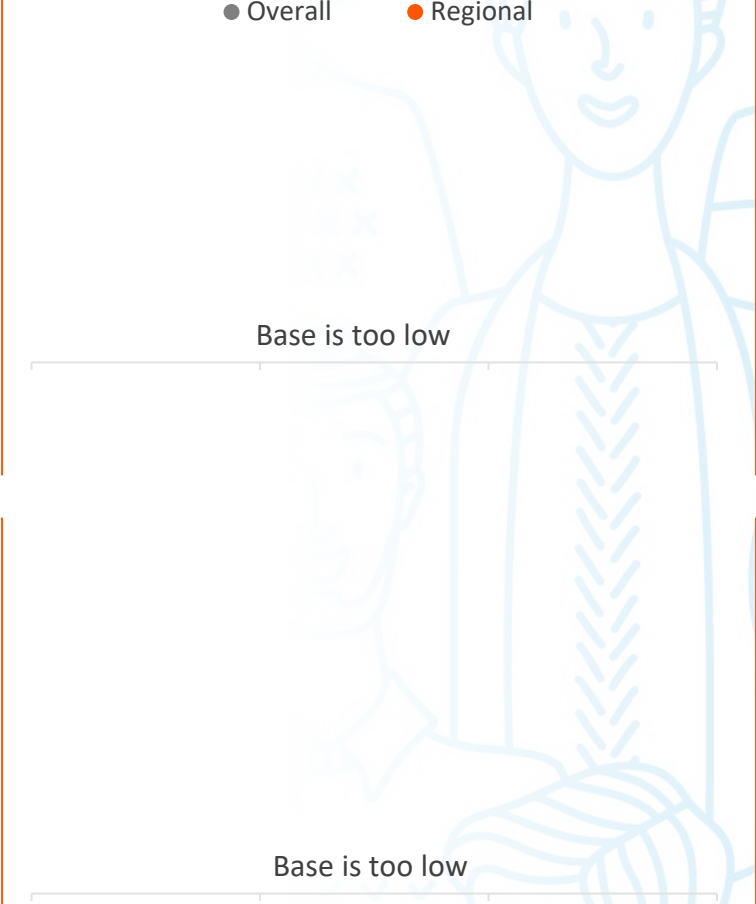
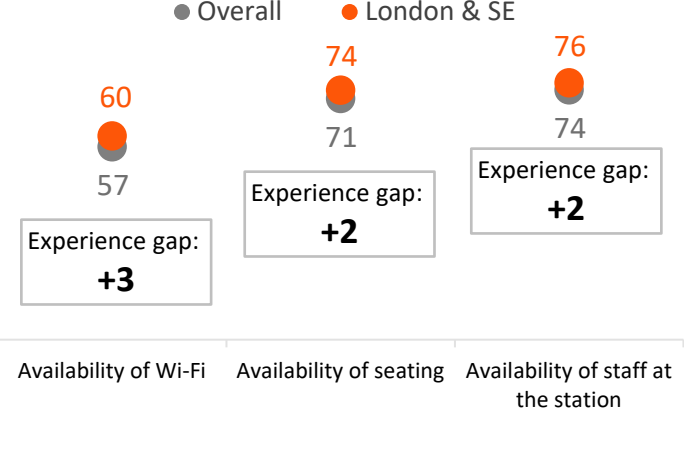
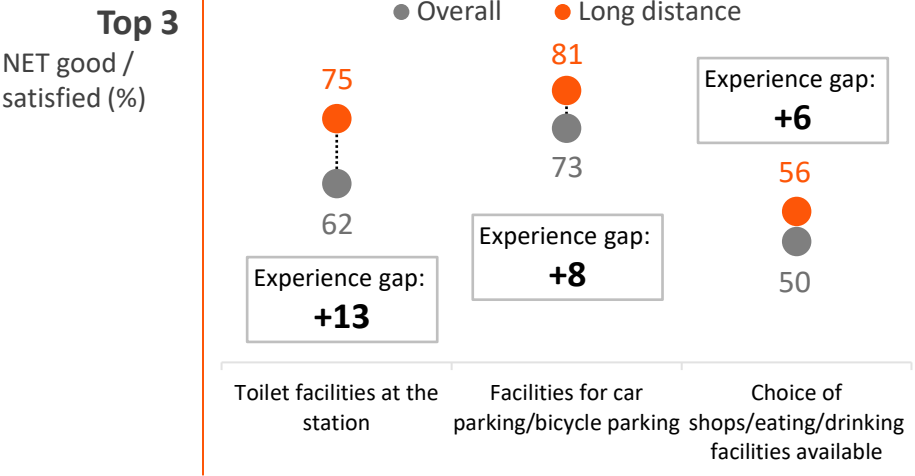
CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 52](#)

Station experience gaps by sector (top 3/bottom 3)

Station facilities, such as toilets and parking, are rated higher among long distance passengers relative to the overall. These are more negative for passengers from London and the South East.

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest



CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

▲ Refers to a positive significance ▼ Refers to a negative significance

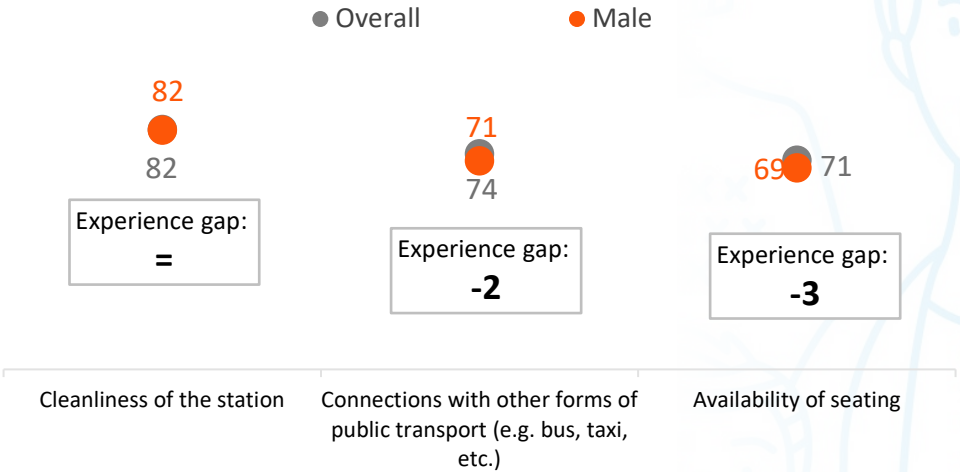
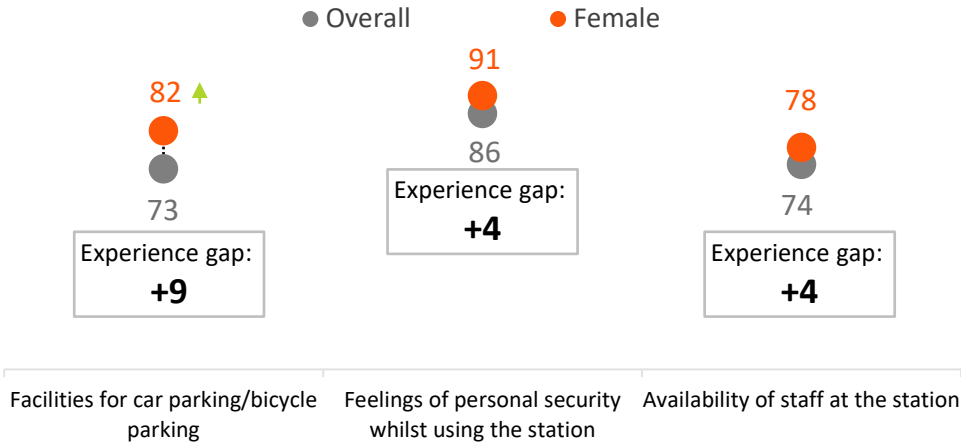
For more information and base sizes go to [slide 53](#)

Station experience gaps by gender (top 3/bottom 3)

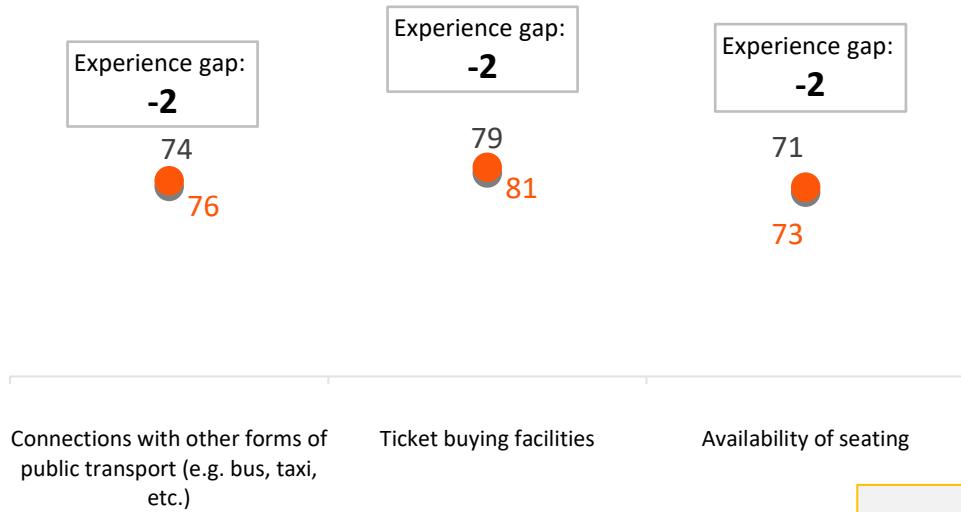
Gender differences are apparent when rating station experience – female passengers provide a higher rating for car parking, feelings of personal security and availability of staff at the station, while the opposite is shown for male passengers.

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Top 3
NET good / satisfied (%)



Bottom 3
NET good / satisfied (%)



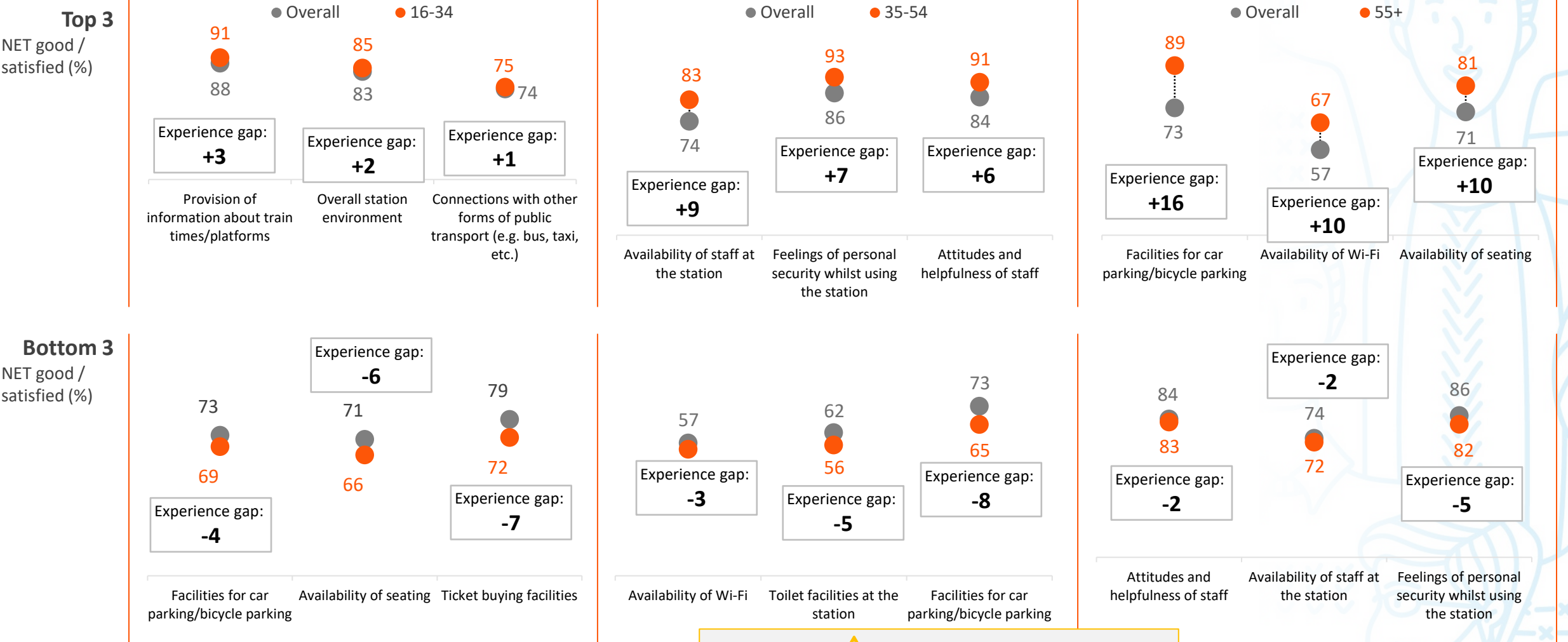
▲ Refers to a positive significance ▼ Refers to a negative significance

CAUTION:
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Station experience gaps by age (top 3/bottom 3)

Top/bottom 3 refers to the factors where the rating (%) is highest and lowest

Information provision is rated highly by 16-34 year old passengers, while for 35-54 year olds the staff presence and feelings of security are rated much better than the overall. For 55+ passengers, car parking records a +16 experience gap.



▲ Refers to a positive significance ▼ Refers to a negative significance
For more information and base sizes go to [slide 55](#)

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

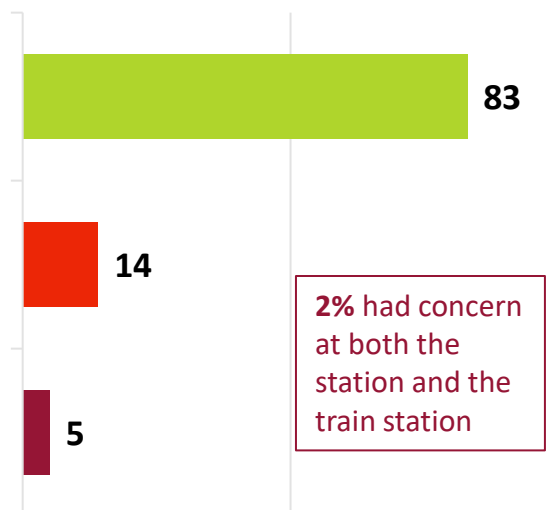
**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Passenger behaviour causing concern

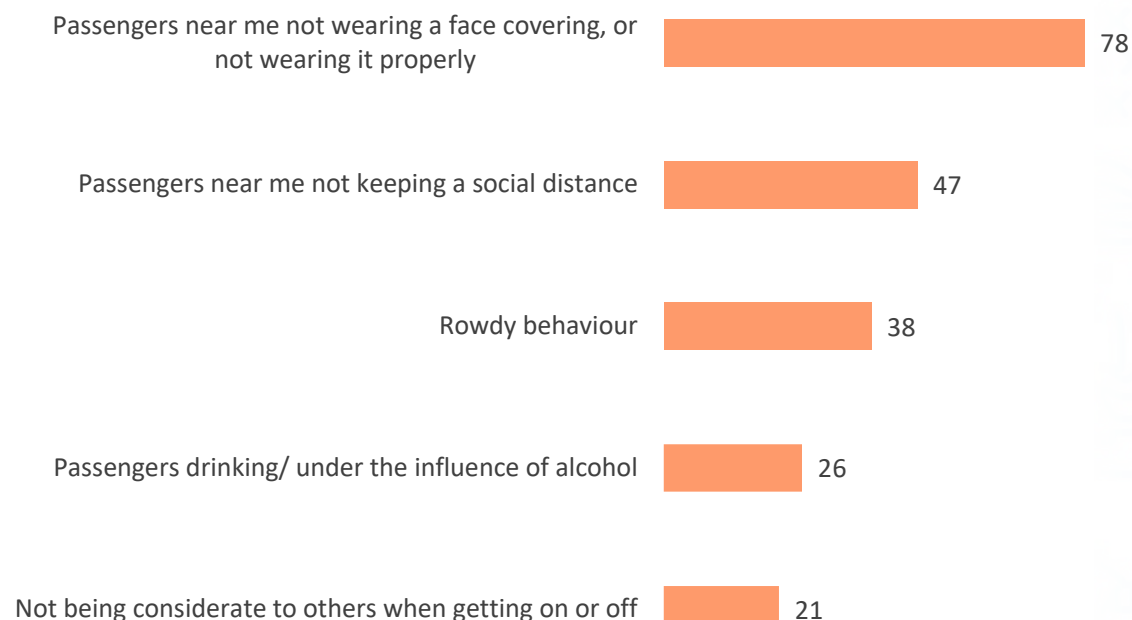
1 in 5 passengers are experiencing other passenger behaviour that is causing them concern. COVID-related concerns make up the top two concerns on the train – with the most notable concern being others who are not wearing a face covering/not wearing it properly.

Overall %



- Yes, at the station(s)
- Yes, on the train(s)
- No

Top 5 concerns on the train* %





Qualitative context on their journey

(From open ended questions within the same survey)



Qual context – what was good, what was bad about the journey?

The pandemic has enabled most passengers to travel on trains that are less crowded, less disrupted and cleaner than before the pandemic. However for some, these were clear pain points and reasons given for their dissatisfaction

What was good

- 1. Fewer passengers, meaning more likely to get a seat
- 2. Services were on time, no delays
- 3. Trains are cleaner (and passengers actually see cleaning staff) but more could be done

What was bad

- 1. Disruptions (delays and cancellations)
- 2. Crowded trains (due to reduced carriages and therefore seating space) was signalled as a major frustration
- 3. Passengers not wearing face coverings

Key takeaway:

Passengers appreciated the less crowded journeys as well as the decline in disruptions to their services. These positive experiences appear to be due to the reduction of passenger numbers allowing for more comfortable experiences.

“Excellent service for both trains. Punctual, clean, not too crowded, and helpful staff.”

Business

“Journey was good overall. Purchase of ticket was quick and easy, train was on time and staff were friendly.”

Commuter

“It was a pretty terrible journey. Lots of delays and cancellations. Also after the cancellations and delays the National rail website didn’t give me sensible options to get here.”

Leisure

“Train was on time and journey was quick. However it was rather overcrowded on the return journey in late afternoon.”

Business

“Not enough seats and the train was crowded, most people were standing. Needed an extra carriage.”

Commuter

“Unpleasant, overcrowded. People not respecting reserved seats by others. Too many not wearing face coverings..”

Leisure



CAUTION:

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R1_8: Please tell us a bit more about this journey. We're interested in what was good and what was bad. Please also tell us anything else that you think is worth mentioning. Base n = 554

Qual context – what could have been improved about your journey?

Passengers note a number of improvements; most notably relating to cleanliness and space on board as passenger numbers increase.

Key areas for improvement

- | | |
|--|-------------------------|
| 1. Cleanliness of toilets | 5. Better ventilation |
| 2. Seating availability to reduce crowded carriages | 6. Appearance of trains |
| 3. Train punctuality, especially for business travellers who may have multiple connections | |

Key takeaway:

Passengers want to maintain the generally more positive experience that has emerged during the pandemic and are concerned about returning to problems they encountered pre-pandemic, such as the crowded carriages and service issues. Additionally, onboard amenities, such as the ventilation systems, toilets and space for cyclists, were highlighted to be key areas of improvement to enhance passengers' journeys.

"It was 25 mins late. Which meant that I missed my next connections."

Business

"Not enough seats and the train was crowded, most people were standing. Needed an extra carriage."

Commuter

"Fresh air as it felt quite stuffy on board"

Business

"The train is old, and so rather noisy. The interior is also a little dated and it shows."

Business

"The toilets always smell even when you are just walking past them."

Commuter

"More carriages to allow for seating when demand is high, more space for cycles."

Leisure



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_15a: If something about your train journey could have been improved, what would it have been? Base n = 434



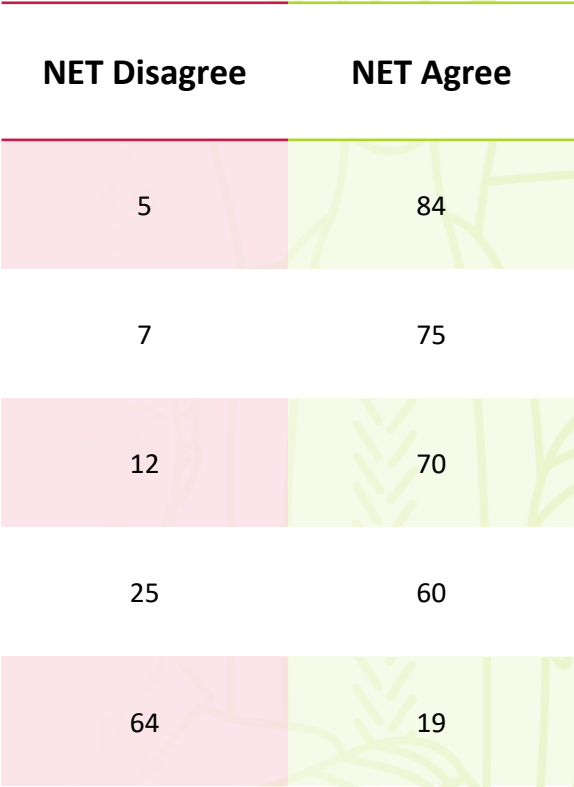
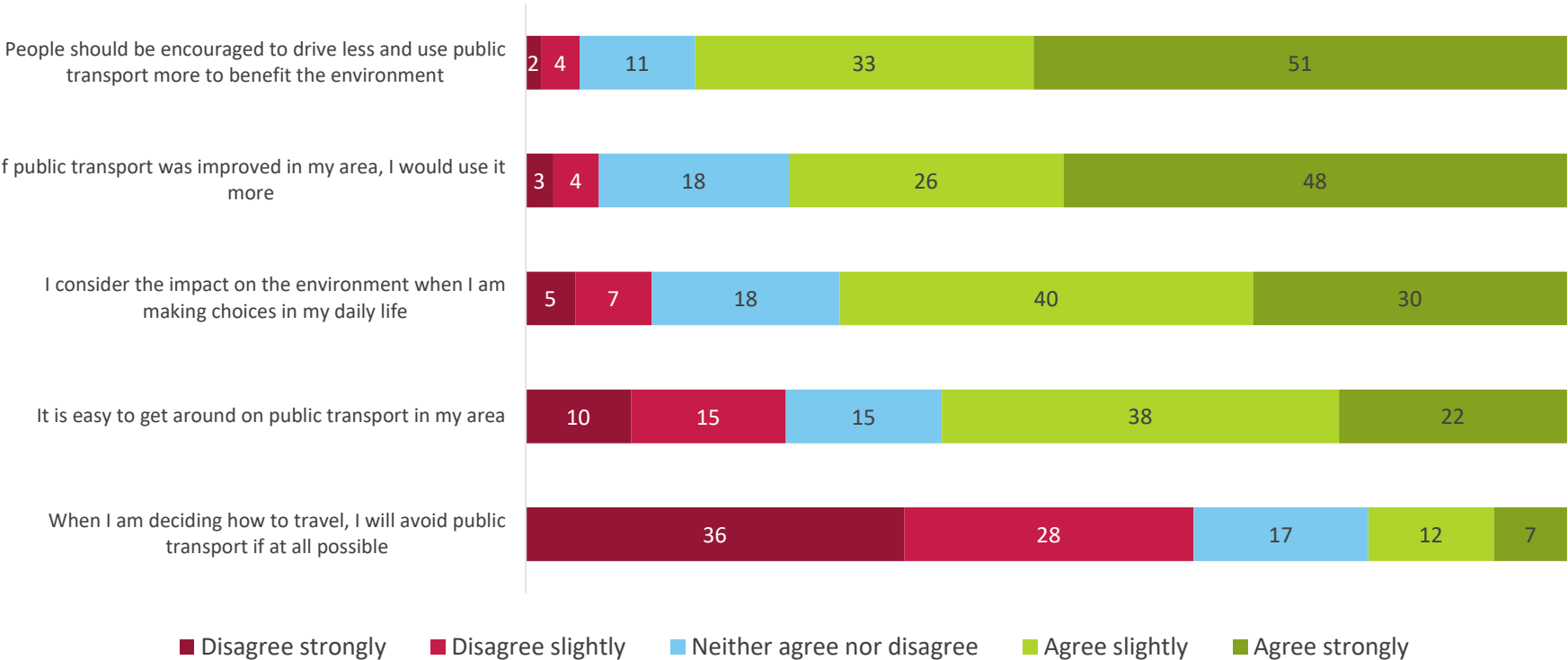
Attitudes towards the environment and public transport

Attitudes amongst all train users

Generally passengers agree that people should be encouraged to use public transport more and cars less. In fact, 3 in 4 suggest they would use public transport more if it was improved in their area

CAUTION:
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Attitudes amongst all train users %



Appendix



Key experience and satisfaction metrics by disability



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_18. How satisfied were you with the following...?

R1_17: How satisfied were you with what the train company did to help passengers travel safely?

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_4. Thinking about this journey with TOC how would you rate the train company for the following...?

R1_13: How would you rate the way the delay was dealt with by TOC?

	Overall			Yes - disability	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Punctuality/ reliability of the train	83	974		82	124
Length of time the journey was scheduled to take	86	660		83	95
The information provided during the journey	78	639		70	91
Frequency of the trains on this route	76	617		73	85
How would you rate the way the delay was dealt with?	39	141		<i>Low base size</i>	24
The value for money for your journey	58	880		53	105
How satisfied were you with what the train company did to help passengers travel safely?	76	590		70	82

Key experience and satisfaction metrics by journey purpose



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_18. How satisfied were you with the following...?

R1_17: How satisfied were you with what the train company did to help passengers travel safely?

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_4. Thinking about this journey with TOC how would you rate the train company for the following...?

R1_13: How would you rate the way the delay was dealt with by TOC?

	Overall			Commuter			Business			Leisure	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Punctuality/ reliability of the train	83	974		82	233		79	61		83	679
Length of time the journey was scheduled to take	86	660		85	177		Low base size	42		88	441
The information provided during the journey	78	639		79	174		Low base size	40		78	425
Frequency of the trains on this route	76	617		73	172		Low base size	39		77	406
How would you rate the way the delay was dealt with?	39	141		Low base size	41		Low base size	10		40	90
The value for money for your journey	58	880		45	224		59	59		63	597
How satisfied were you with what the train company did to help passengers travel safely?	76	590		74	159		Low base size	37		76	394

**CAUTION:**

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Key experience and satisfaction metrics by sector

R1_18. How satisfied were you with the following...?

R1_17: How satisfied were you with what the train company did to help passengers travel safely?

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_4. Thinking about this journey with TOC how would you rate the train company for the following...?

R1_13: How would you rate the way the delay was dealt with by TOC?

	Overall			Long distance			London and SE			Regional	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Punctuality/ reliability of the train	83	974		85	209		81	554		87	117
Length of time the journey was scheduled to take	86	660		84	135		87	387		83	84
The information provided during the journey	78	639		78	125		79	377		72	82
Frequency of the trains on this route	76	617		76	118		78	369		67	79
How would you rate the way the delay was dealt with?	39	141		38	32		40	82		<i>Low base size</i>	15
The value for money for your journey	58	880		65	187		54	499		64	105
How satisfied were you with what the train company did to help passengers travel safely?	76	590		78	125		77	338		68	74

Key experience and satisfaction metrics by gender



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_18. How satisfied were you with the following...?

R1_17: How satisfied were you with what the train company did to help passengers travel safely?

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_4. Thinking about this journey with TOC how would you rate the train company for the following...?

R1_13: How would you rate the way the delay was dealt with by TOC?

	Overall			Female		Male	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Punctuality/ reliability of the train	83	974		84	546	82	395
Length of time the journey was scheduled to take	86	660		89	373	84	263
The information provided during the journey	78	639		82	350	75	264
Frequency of the trains on this route	76	617		80	344	71	249
How would you rate the way the delay was dealt with?	39	141		46	89	<i>Low base size</i>	46
The value for money for your journey	58	880		61	489	56	361
How satisfied were you with what the train company did to help passengers travel safely?	76	590		76	326	79	242

**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Key experience and satisfaction metrics by age

R1_18. How satisfied were you with the following...?

R1_17: How satisfied were you with what the train company did to help passengers travel safely?

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_4. Thinking about this journey with TOC how would you rate the train company for the following...?

R1_13: How would you rate the way the delay was dealt with by TOC?

	Overall			16-34			35-54			55+	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Punctuality/ reliability of the train	83	974		80	355		84	275		88	263
Length of time the journey was scheduled to take	86	660		84	250		87	195		92	168
The information provided during the journey	78	639		75	241		81	188		82	164
Frequency of the trains on this route	76	617		71	237		78	186		82	151
How would you rate the way the delay was dealt with?	39	141		33	55		Low base size	42		Low base size	29
The value for money for your journey	58	880		48	342		58	265		78	199
How satisfied were you with what the train company did to help passengers travel safely?	76	590		75	228		77	171		79	149

On board train experience gaps by disability

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_5_1. How would you rate the train you boarded for this journey in terms of ;

R2_5_2. How would you rate your journey onboard the train in terms of:



CAUTION:

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	Overall			Yes - disability	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Cleanliness inside the train	83	969		72	123
Toilet facilities on board	70	487		61	67
Sufficient ventilation on board the train	72	961		67	122
Sufficient room for all passengers to sit/stand comfortably	80	969		73	123
Cleanliness of the outside of the train	79	271		Low base size	36
Space for luggage	70	277		Low base size	42
Space for bicycles	55	139		Low base size	26
The step or gap between the train and the platform	77	314		Low base size	45
Reliability of WiFi connection	49	185		Low base size	31
Availability of power sockets	68	239		Low base size	35
The information provided during the journey	79	319		Low base size	47
Availability of staff on the train	65	274		Low base size	36
Helpfulness and attitude of staff on the train	79	253		Low base size	36
Your personal security whilst on board the train	80	317		Low base size	44

**CAUTION:**

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On board train experience gaps by passenger type


R1_10. How would you rate the experience on the train of TOC for the following...?

R2_5_1. How would you rate the train you boarded for this journey in terms of ;

R2_5_2. How would you rate your journey onboard the train in terms of:

	Overall			Commuter		Business		Leisure	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Cleanliness inside the train	83	969		81	232	84	61	84	675
Toilet facilities on board	70	487		76	114	<i>Low base size</i>	31	68	341
Sufficient ventilation on board the train	72	961		73	232	68	59	72	669
Sufficient room for all passengers to sit/stand comfortably	80	969		82	234	85	60	78	674
Cleanliness of the outside of the train	79	271		76	83	<i>Low base size</i>	11	80	177
Space for luggage	70	277		68	82	<i>Low base size</i>	15	70	180
Space for bicycles	55	139		54	50	<i>Low base size</i>	6	57	83
The step or gap between the train and the platform	77	314		82	90	<i>Low base size</i>	16	75	208
Reliability of WiFi connection	49	185		43	61	<i>Low base size</i>	10	50	114
Availability of power sockets	68	239		60	75	<i>Low base size</i>	13	71	151
The information provided during the journey	79	319		85	82	<i>Low base size</i>	24	78	213
Availability of staff on the train	65	274		75	69	<i>Low base size</i>	20	63	185
Helpfulness and attitude of staff on the train	79	253		82	67	<i>Low base size</i>	19	79	167
Your personal security whilst on board the train	80	317		83	77	<i>Low base size</i>	26	79	214

On board train experience gaps by sector

 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_5_1. How would you rate the train you boarded for this journey in terms of ;

R2_5_2. How would you rate your journey onboard the train in terms of:

	Overall			Long distance		London and SE		Regional	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Cleanliness inside the train	83	969		81	206	84	553	81	116
Toilet facilities on board	70	487		69	122	70	265	72	57
Sufficient ventilation on board the train	72	961		78	204	70	552	71	115
Sufficient room for all passengers to sit/stand comfortably	80	969		79	206	82	553	71	116
Cleanliness of the outside of the train	79	271		<i>Low base size</i>	39	79	173	<i>Low base size</i>	37
Space for luggage	70	277		<i>Low base size</i>	49	68	175	<i>Low base size</i>	32
Space for bicycles	55	139		<i>Low base size</i>	14	54	97	<i>Low base size</i>	18
The step or gap between the train and the platform	77	314		76	54	77	200	<i>Low base size</i>	34
Reliability of WiFi connection	49	185		<i>Low base size</i>	29	50	123	<i>Low base size</i>	20
Availability of power sockets	68	239		<i>Low base size</i>	43	69	150	<i>Low base size</i>	28
The information provided during the journey	79	319		80	70	80	177	<i>Low base size</i>	44
Availability of staff on the train	65	274		69	62	61	150	<i>Low base size</i>	36
Helpfulness and attitude of staff on the train	79	253		76	63	81	130	<i>Low base size</i>	36
Your personal security whilst on board the train	80	317		82	73	81	175	<i>Low base size</i>	41

On board train experience gaps by gender



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches


R1_10. How would you rate the experience on the train of TOC for the following...?

R2_5_1. How would you rate the train you boarded for this journey in terms of ;

R2_5_2. How would you rate your journey onboard the train in terms of:

	Overall			Female			Male	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Cleanliness inside the train	83	969		84	543		83	393
Toilet facilities on board	70	487		74	243		68	221
Sufficient ventilation on board the train	72	961		70	537		75	391
Sufficient room for all passengers to sit/stand comfortably	80	969		79	545		82	391
Cleanliness of the outside of the train	79	271		82	141		77	117
Space for luggage	70	277		73	146		67	118
Space for bicycles	55	139		64	66		48	65
The step or gap between the train and the platform	77	314		80	169		75	130
Reliability of WiFi connection	49	185		52	98		48	73
Availability of power sockets	68	239		69	123		66	102
The information provided during the journey	79	319		82	187		75	122
Availability of staff on the train	65	274		69	162		61	103
Helpfulness and attitude of staff on the train	79	253		82	150		75	93
Your personal security whilst on board the train	80	317		81	182		80	125

On board train experience gaps by age

 **CAUTION:**
Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_10. How would you rate the experience on the train of TOC for the following...?

R2_5_1. How would you rate the train you boarded for this journey in terms of ;

R2_5_2. How would you rate your journey onboard the train in terms of:

	Overall			16-34			35-54			55+	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Cleanliness inside the train	83	969		79	354		86	273		88	263
Toilet facilities on board	70	487		68	196		74	125		74	128
Sufficient ventilation on board the train	72	961		73	349		70	268		76	264
Sufficient room for all passengers to sit/stand comfortably	80	969		76	352		86	274		79	263
Cleanliness of the outside of the train	79	271		74	105		83	76		88	66
Space for luggage	70	277		65	110		78	73		70	70
Space for bicycles	55	139		59	64		Low base size	35		Low base size	24
The step or gap between the train and the platform	77	314		79	127		80	82		78	78
Reliability of WiFi connection	49	185		43	76		Low base size	47		Low base size	43
Availability of power sockets	68	239		61	108		76	63		Low base size	48
The information provided during the journey	79	319		79	116		80	101		78	85
Availability of staff on the train	65	274		68	99		64	84		64	75
Helpfulness and attitude of staff on the train	79	253		81	99		79	71		79	67
Your personal security whilst on board the train	80	317		80	113		81	100		79	86

**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Station experience by passenger type

R1_9: Overall, how satisfied were you with station?

R2_3_1. We would now like your opinion on station for this journey. How would you rate the station facilities...?

R2_3_2. We would now like your opinion on station for this journey. How would you rate the station for the following...?

	Overall			Commuter			Business			Leisure	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Provision of information about train times/platforms	88	332		87	85		<i>Low base size</i>	20		88	227
Feelings of personal security whilst using the station	86	327		84	82		<i>Low base size</i>	20		87	225
Attitudes and helpfulness of staff	84	270		89	71		<i>Low base size</i>	14		82	185
Overall station environment	83	331		87	84		<i>Low base size</i>	20		81	227
Cleanliness of the station	82	334		81	85		<i>Low base size</i>	20		82	229
Ticket buying facilities	79	261		75	84		<i>Low base size</i>	19		81	158
Availability of staff at the station	74	312		77	82		<i>Low base size</i>	18		73	212
Connections with other forms of public transport (e.g. bus, taxi, etc.)	74	255		73	77		<i>Low base size</i>	21		75	157
Facilities for car parking/bicycle parking	73	163		<i>Low base size</i>	44		<i>Low base size</i>	11		73	108
Availability of seating	71	319		71	89		<i>Low base size</i>	22		72	208
Toilet facilities at the station	62	227		61	69		<i>Low base size</i>	15		64	143
Availability of Wi-Fi	57	173		53	55		<i>Low base size</i>	11		58	107
Choice of shops/eating/drinking facilities available	50	263		43	75		<i>Low base size</i>	18		54	170

Station experience by sector



CAUTION:

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

R1_9: Overall, how satisfied were you with station?

R2_3_1. We would now like your opinion on station for this journey. How would you rate the station facilities...?

R2_3_2. We would now like your opinion on station for this journey. How would you rate the station for the following...?

	Overall			Long distance			London and SE			Regional	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Provision of information about train times/platforms	88	332		90	332		89	332		75	332
Feelings of personal security whilst using the station	86	327		87	327		84	327		89	327
Attitudes and helpfulness of staff	84	270		81	270		85	270		90	270
Overall station environment	83	331		83	331		82	331		83	331
Cleanliness of the station	82	334		86	334		80	334		86	334
Ticket buying facilities	79	261		84	261		80	261		73	261
Availability of staff at the station	74	312		74	312		76	312		60	312
Connections with other forms of public transport (e.g. bus, taxi, etc.)	74	255		74	255		73	255		74	255
Facilities for car parking/bicycle parking	73	163		81	163		71	163		65	163
Availability of seating	71	319		72	319		74	319		70	319
Toilet facilities at the station	62	227		75	227		58	227		59	227
Availability of Wi-Fi	57	173		61	173		60	173		46	173
Choice of shops/eating/drinking facilities available	50	263		56	263		48	263		44	263

**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Station experience by gender

R1_9: Overall, how satisfied were you with station?

R2_3_1. We would now like your opinion on station for this journey. How would you rate the station facilities...?

R2_3_2. We would now like your opinion on station for this journey. How would you rate the station for the following...?

	Overall			Female		Male	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size	% NET Good/Satisfied	Sample size
Provision of information about train times/platforms	88	332		91	181	84	132
Feelings of personal security whilst using the station	86	327		91	180	81	129
Attitudes and helpfulness of staff	84	270		88	149	82	104
Overall station environment	83	331		86	182	79	131
Cleanliness of the station	82	334		85	183	82	132
Ticket buying facilities	79	261		81	148	76	107
Availability of staff at the station	74	312		78	169	70	126
Connections with other forms of public transport (e.g. bus, taxi, etc.)	74	255		76	141	71	108
Facilities for car parking/bicycle parking	73	163		82	95	60	65
Availability of seating	71	319		73	181	69	132
Toilet facilities at the station	62	227		65	124	57	97
Availability of Wi-Fi	57	173		61	99	53	68
Choice of shops/eating/drinking facilities available	50	263		52	148	47	110

**CAUTION:**

Findings are not based on a nationally representative sample of journeys, and responses were given in a trial of data collection approaches

Station experience by age

R1_9: Overall, how satisfied were you with station?

R2_3_1. We would now like your opinion on station for this journey. How would you rate the station facilities...?

R2_3_2. We would now like your opinion on station for this journey. How would you rate the station for the following...?

	Overall			Long distance			London and SE			Regional	
	% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size		% NET Good/Satisfied	Sample size
Provision of information about train times/platforms	88	332		91	127		87	101		90	77
Feelings of personal security whilst using the station	86	327		86	125		93	101		82	76
Attitudes and helpfulness of staff	84	270		85	106		91	77		83	64
Overall station environment	83	331		85	127		81	102		86	76
Cleanliness of the station	82	334		80	127		86	102		87	77
Ticket buying facilities	79	261		72	104		84	75		86	64
Availability of staff at the station	74	312		74	115		83	96		72	75
Connections with other forms of public transport (e.g. bus, taxi, etc.)	74	255		75	99		73	74		75	67
Facilities for car parking/bicycle parking	73	163		69	67		Low base size	46		Low base size	36
Availability of seating	71	319		66	119		72	89		81	91
Toilet facilities at the station	62	227		62	79		56	71		68	63
Availability of Wi-Fi	57	173		55	74		Low base size	44		Low base size	43
Choice of shops/eating/drinking facilities available	50	263		47	105		51	76		56	68

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Quality standards and other details (*quant projects*)

BVA BDRC is certified to ISO 20252 and 27001, the recognised international quality standards for market research and information security, thus the project has been carried out in accordance with these standards.

- Adherence to the standard is independently audited once per year.
- Where subcontractors are used by BVA BDRC, they are assessed to ensure any outsourced parts of the research are conducted in adherence to ISO 20252 and 27001.

Full methodological details relevant to the project, are available upon request.