

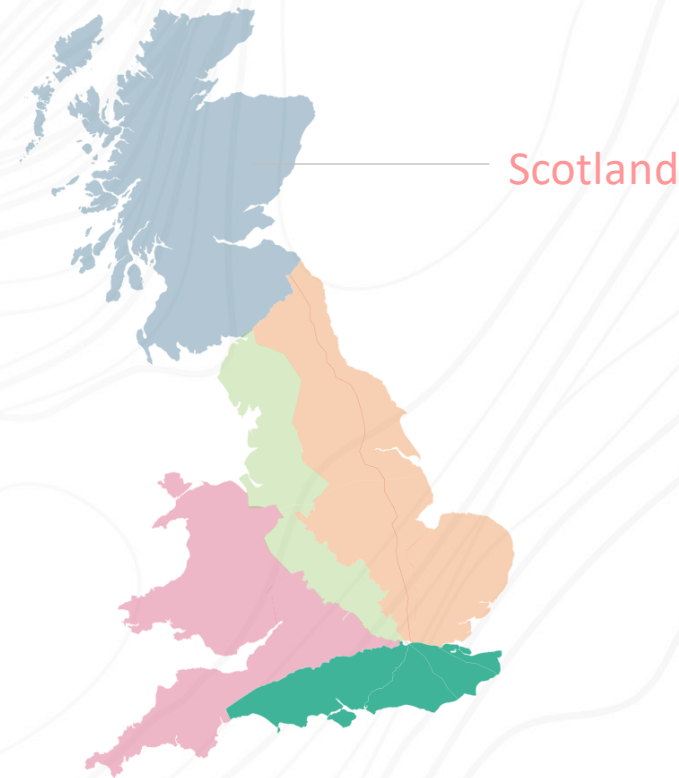


Rail Satisfaction Survey: method development

Report of results – Scotland
June 2022

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Background

The National Rail Passenger Survey (NRPS) has measured passengers' experience with rail 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 significant work to explore and test possible future methodologies for rail passenger surveys, and as a result, conducted this research to further refine future approaches and determine the volume of responses that can be achieved in different scenarios

This project has taken an opportunity

- to review and help evolve the way in which passenger experience is measured
- To identify what response rates and completion rates can be expected in different scenarios
- to take advantage of new technologies and the efficiencies they could provide to future passenger experience measurement

Overview of what we did

Sampling How we started

Locations

- Two locations were chosen – the Southern region and the Scotland

Approach

- **Fieldwork conducted between 4th-27th March 2022**
- 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, taking down short online link or taking a paper QR code/short link leaflet)
 - If no to online: by completing a paper questionnaire
- Respondents were only approached when waiting to board a train at the station, except for specifically targeted disembarking shifts where only those disembarking from trains were approached
- Some shifts were also completed on the train, on randomly selected routes, to compare response rates to the former NRPS surveys.

Eligibility and questionnaire

- Respondent to be about to take a train, or have just made a train journey
- Respondent completed a short version of the questionnaire, and were then given the option in the survey to continue with long questionnaire.
- Two versions of the long survey were offered, with 50% randomly assigned to complete each.



Sampling development How the approach changed

During fieldwork, it became obvious that certain regions were harder to recruit, given the timing of fieldwork and the demand for face to face fieldwork. As such, recruitment in the Scotland was affected.

In addition to this, some shifts had to be moved to different stations where these were impacted due to closures though many of these were in close vicinity to the original location.

This report

Results in this report are shown for all responses to the survey, regardless of which test sampling cell they were derived from. Data has not been weighted in any way.

The data in this report does not come from a truly representative sample, since the primary objective of this research was to test the methodology.

Results in this report have been shown by the following key demographics

- Age
- Gender
- Daypart (Peak: Weekdays 06:00-09:59 and 16:00-18:59, Offpeak: weekdays before 06:00, 10:00 – 15:59, or after 18:59, Weekends)
- Journey Purpose (commute, business, leisure)
- Disability
- Train operating company (TOC – ScotRail and Scotland other)

Questionnaire

All respondents completed the 'short' core questionnaire. Respondents taking part online were then offered the option of completing more questions if they were happy to, and were assigned to complete either the 'long' questionnaire (a further 17 questions based on those asked in previous research) or the 'NRPS' questionnaire (a further 24 questions based on questions asked on the National Rail Passenger Survey in 2019).

Some of these questions were the same in both versions of the questionnaire – where that is the case, responses have been combined.

**'Scotland Other' includes all TOCs not individually mentioned here, including TOCs using the East and West Coast mainlines*

Summary

Results in this report give an indication of satisfaction in the area covered by this research (including by sub-groups shown). However results should be treated with considerable caution for the following reasons:

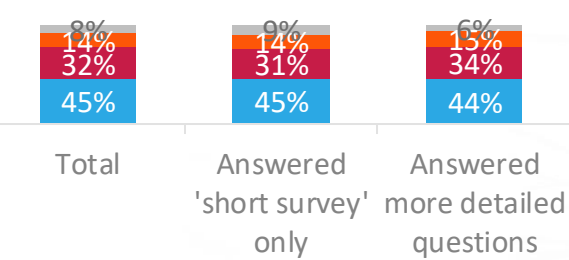
- Tables and graphs of results in this report are shown for all responses to the survey, regardless of whether the shifts were done at station (in a similar way to NRPS) or whether the response came from a test shift;
- Data has not been weighted in any way;
- The data in this report is unlikely to come from a truly representative sample, since the primary objective of this research was to test the methodology;
- Sample sizes for some factors are relatively low;
- If making comparisons with previous satisfaction data, the composition (e.g. by journey purpose) may also be different, and some question wordings on particular topics may also be different.

However, of the factors with larger sample sizes on ScotRail (including punctuality/reliability, value for money and level of crowding), passenger satisfaction in March 2022 did appear to be generally at a similar level to two years ago.

Demographics

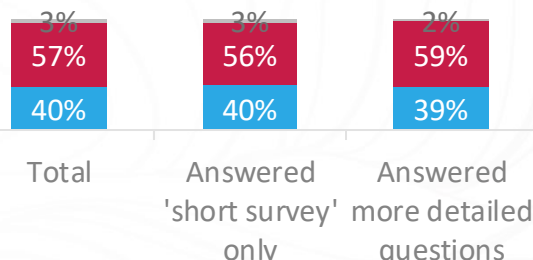
Age of respondent

16-34 years 35-59 years 60+ Prefer not to say



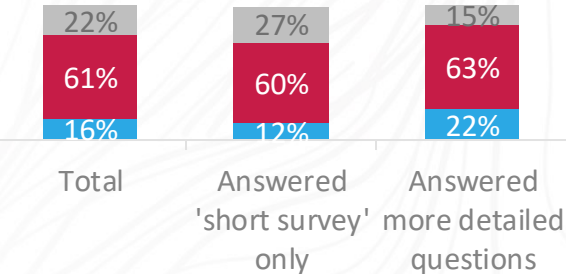
Gender of respondent

Female Male Prefer not to say



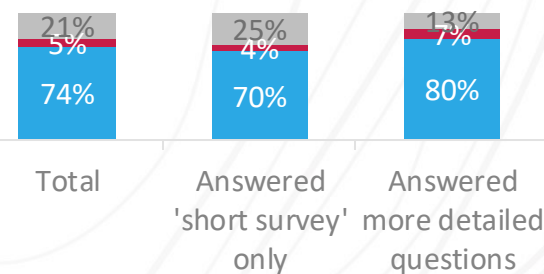
Disability

Disability No disability Prefer not to say



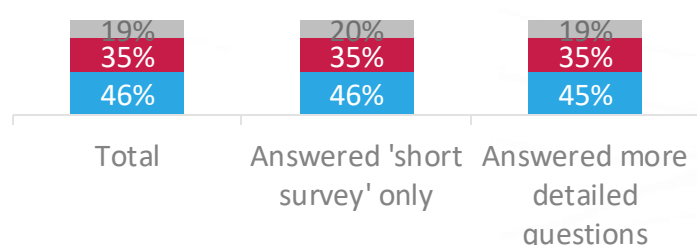
Ethnicity

White BAME Prefer not to say



Day part

Peak Weekday offpeak Weekend



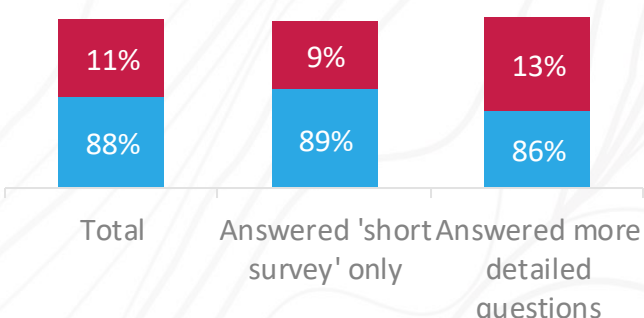
Journey purpose

Commute Business Leisure



Train Company

ScotRail Other TOCs





Scotland - Overview

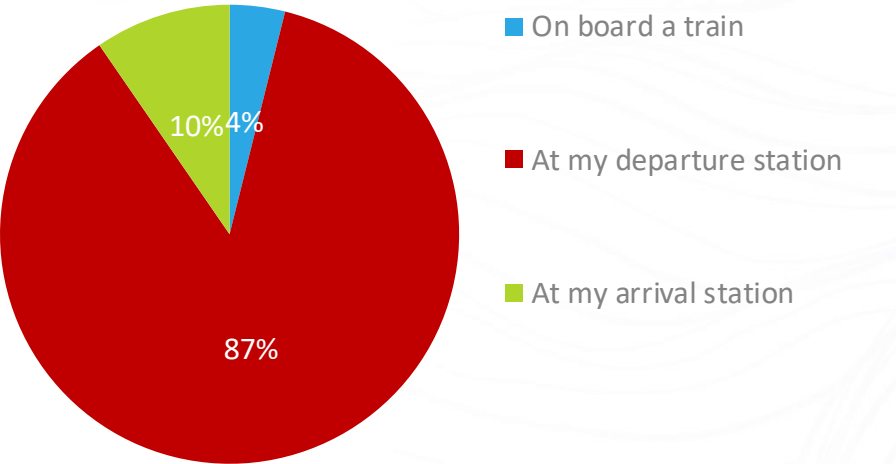


Interviewer intercept, purpose of the trip and ticket type

Where did you speak to our interviewer about this survey? What was the main purpose of this journey?

Where you spoke to our interviewer about this survey?

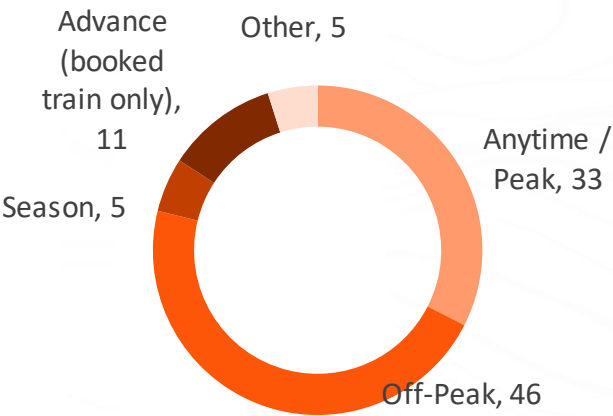
Purpose of trip %



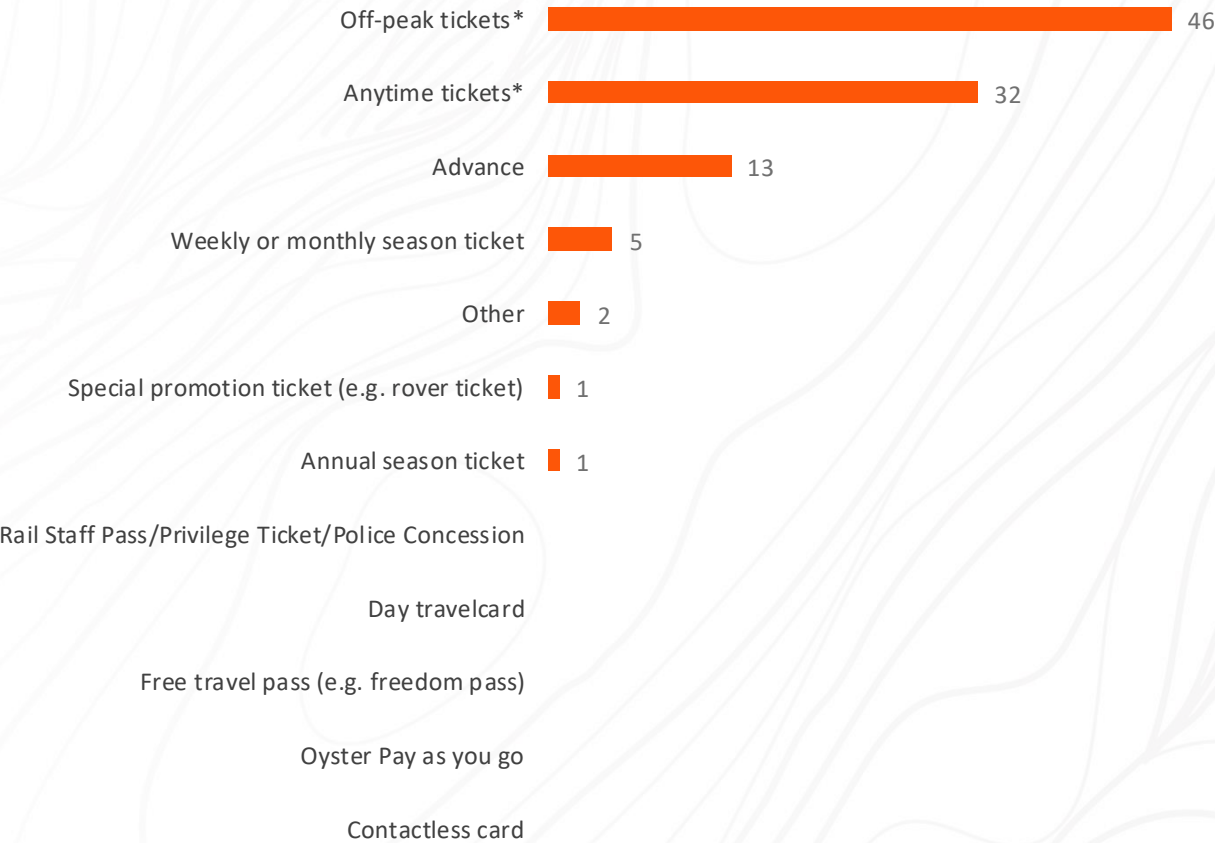
Ticket type

What type of ticket did you use for this journey?

Ticket type %



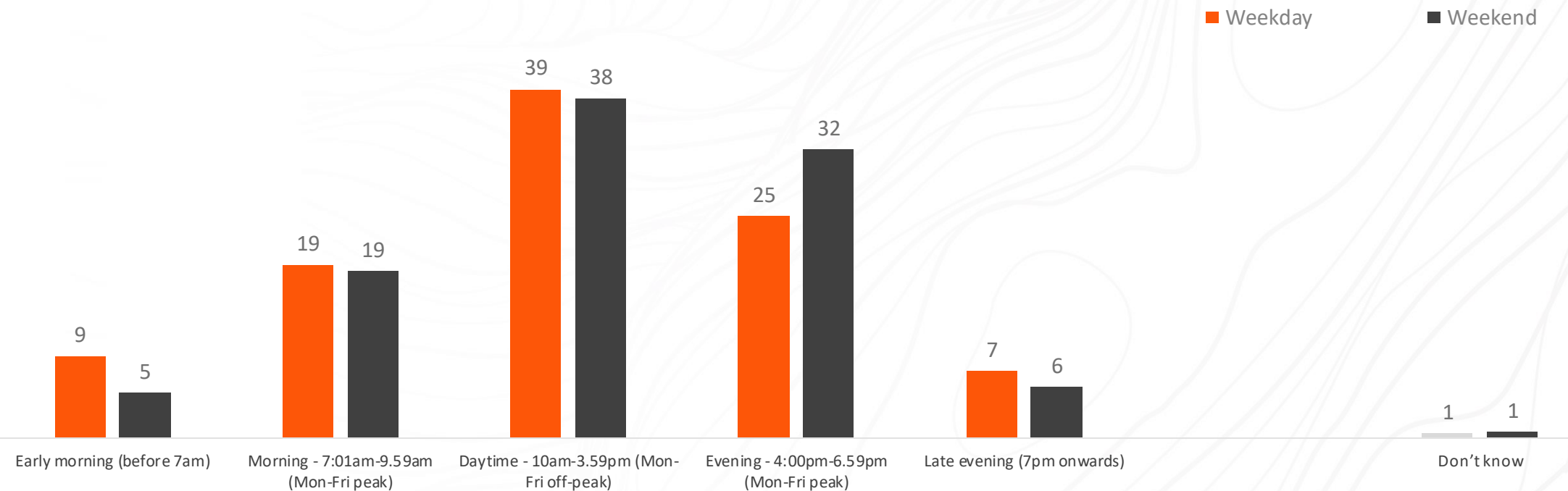
Detailed ticket type %



Time of day for travel

What was the approximate scheduled departure time for this journey?

Time of day %

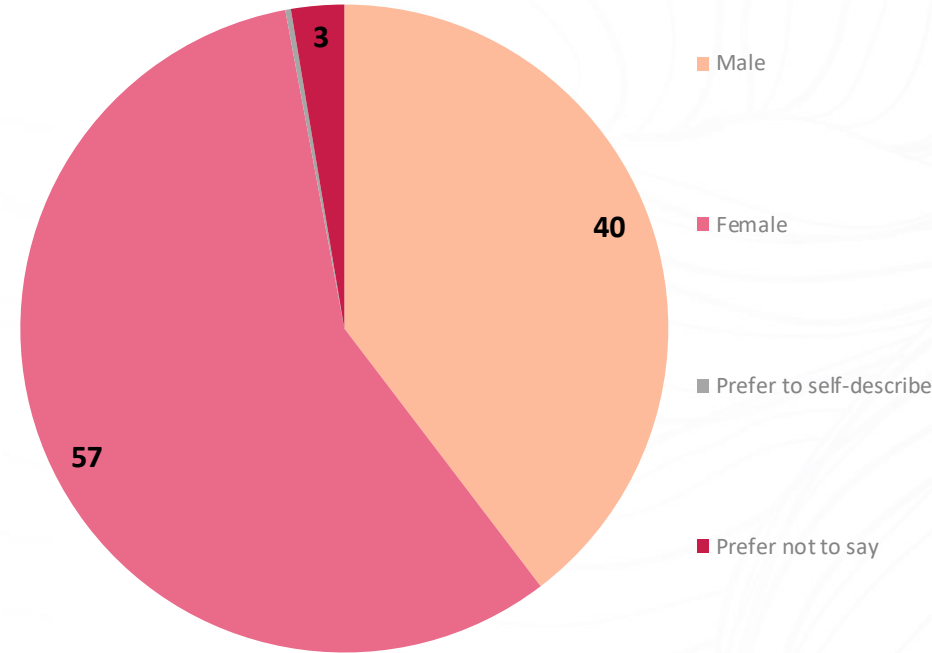


CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results Total = 719, Weekday = 579, Weekend = 140

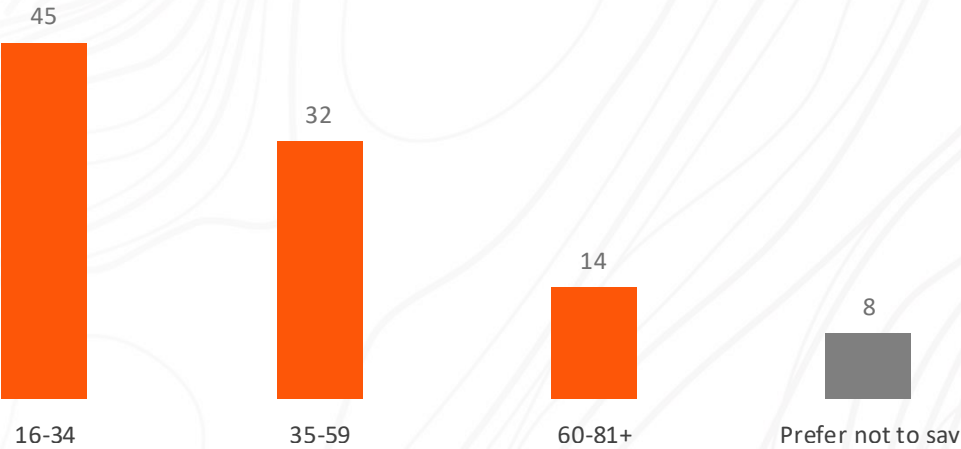
Demographics

Age and gender

Gender %



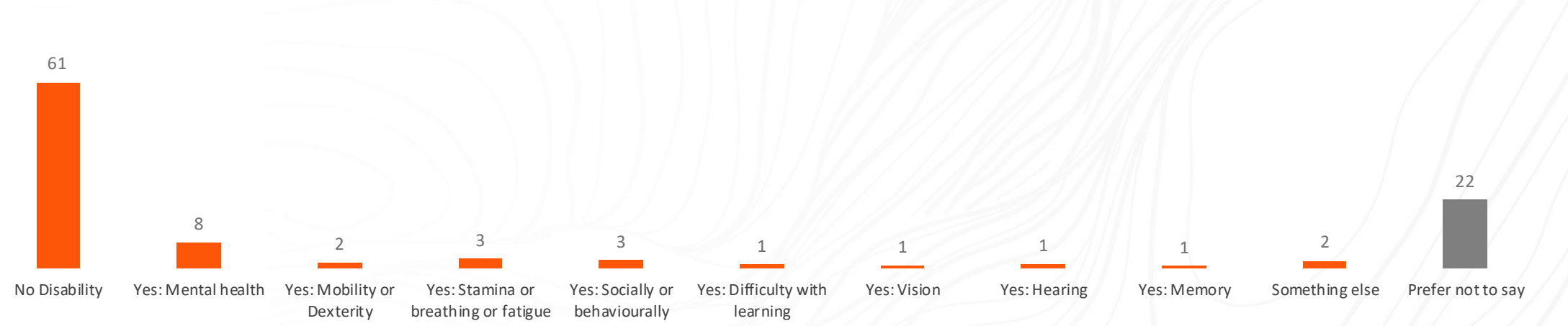
Age %



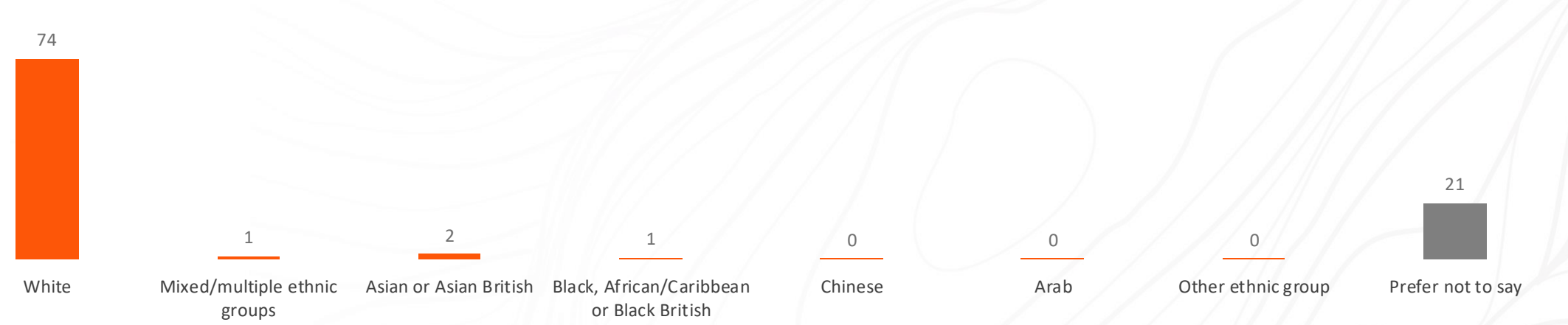
Demographics

Disability and ethnicity

Disability %*

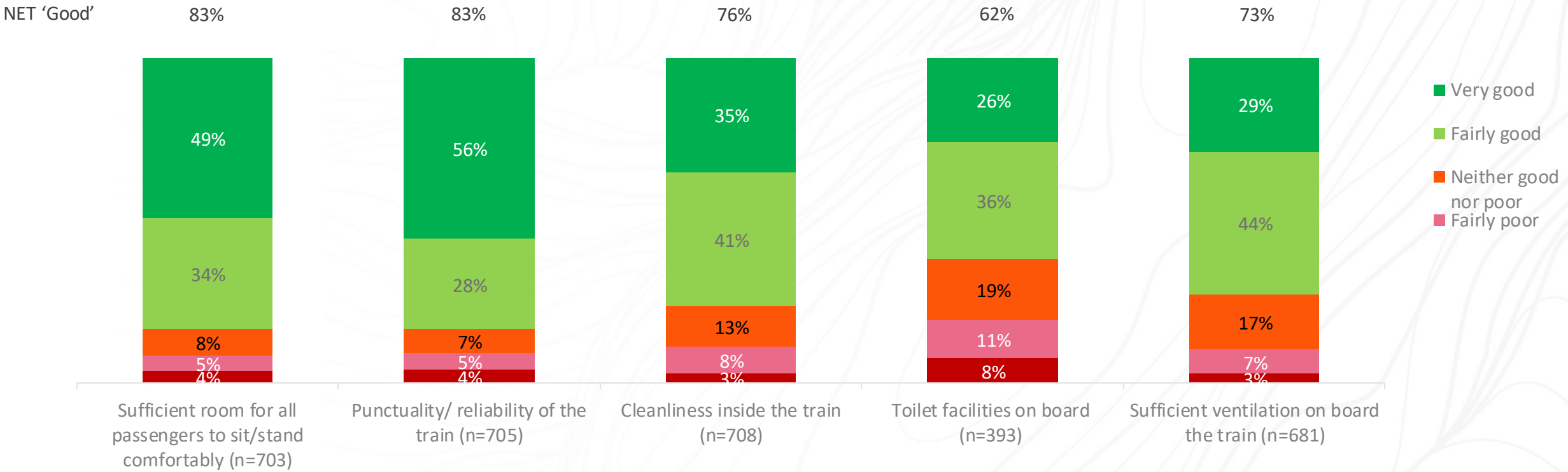


Ethnicity %



Satisfaction with elements of the journey

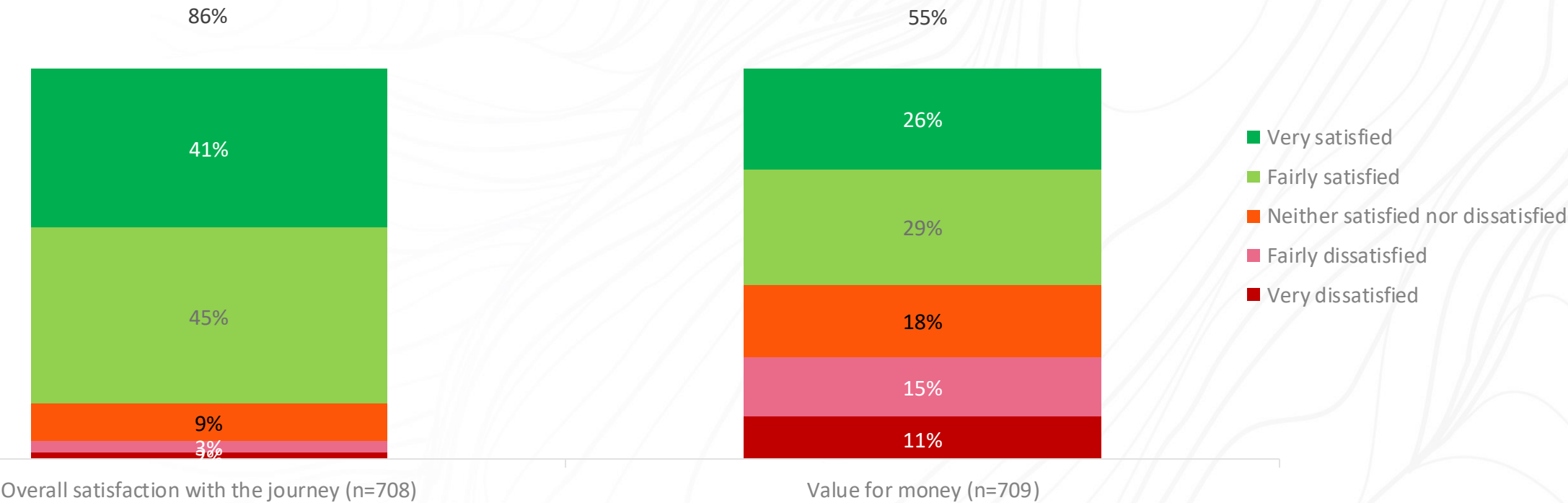
How would you rate the experience on the train for the following...?



Satisfaction with elements of the journey

How satisfied were you with your overall journey on taking into account where you boarded the train, and the train you travelled on? How satisfied were you with the value for money for your journey?

NET
'Satisfied'



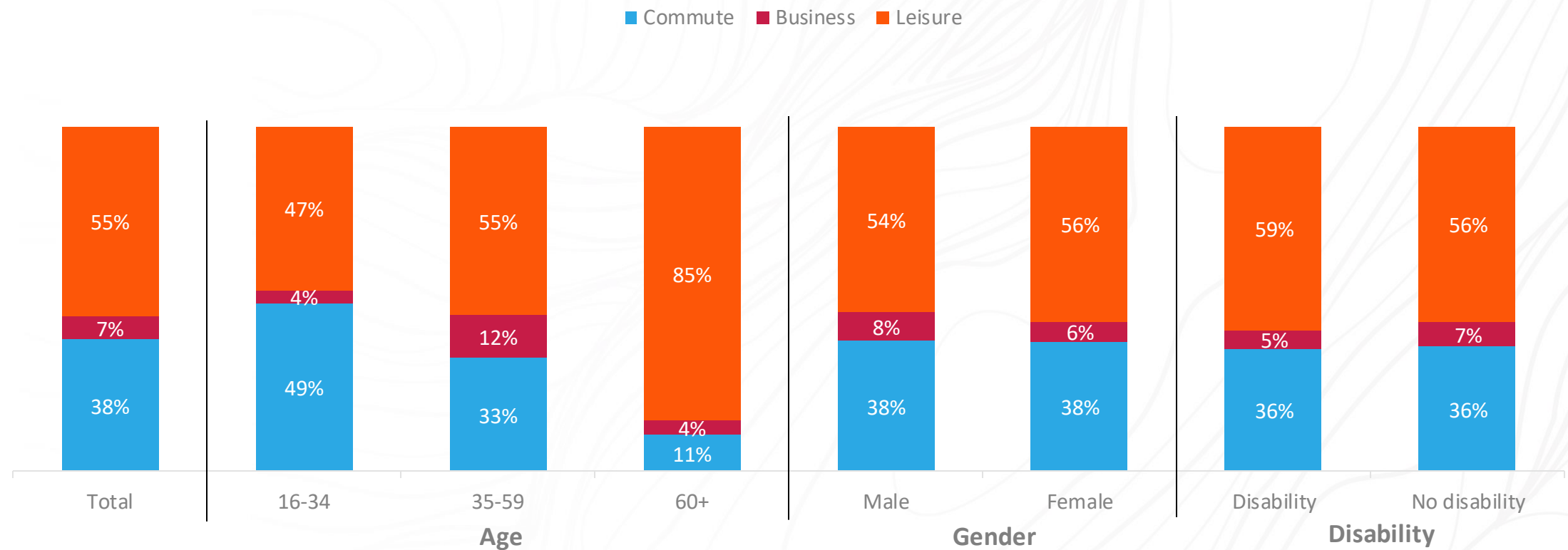


Scotland– Type of Journey and reason for rail travel



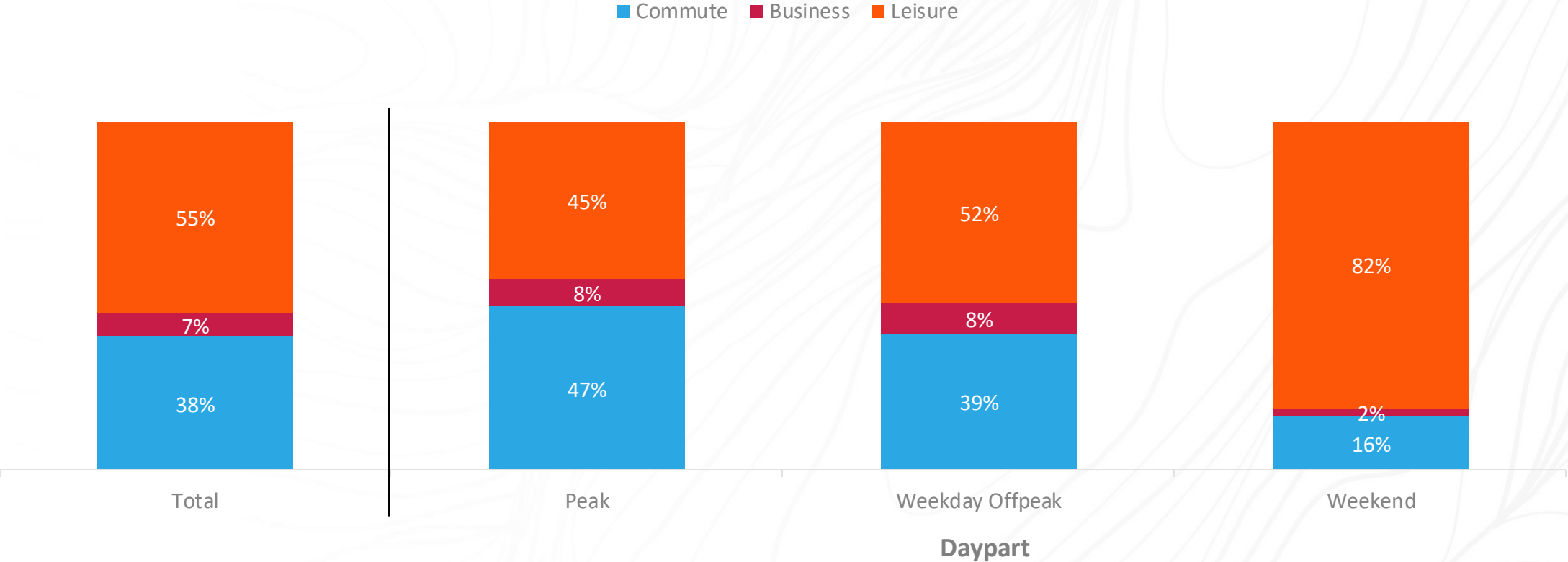
Journey Purpose (demographics)

What was the main purpose of this rail journey?



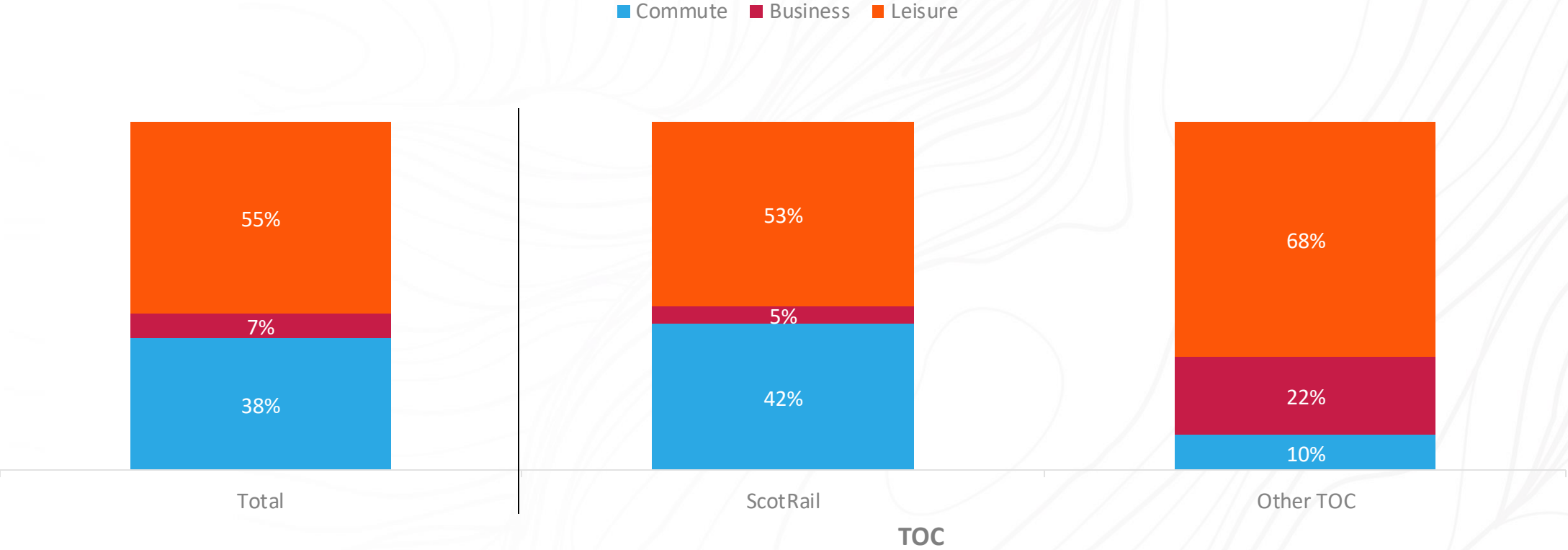
Journey Purpose

What was the main purpose of this rail journey?



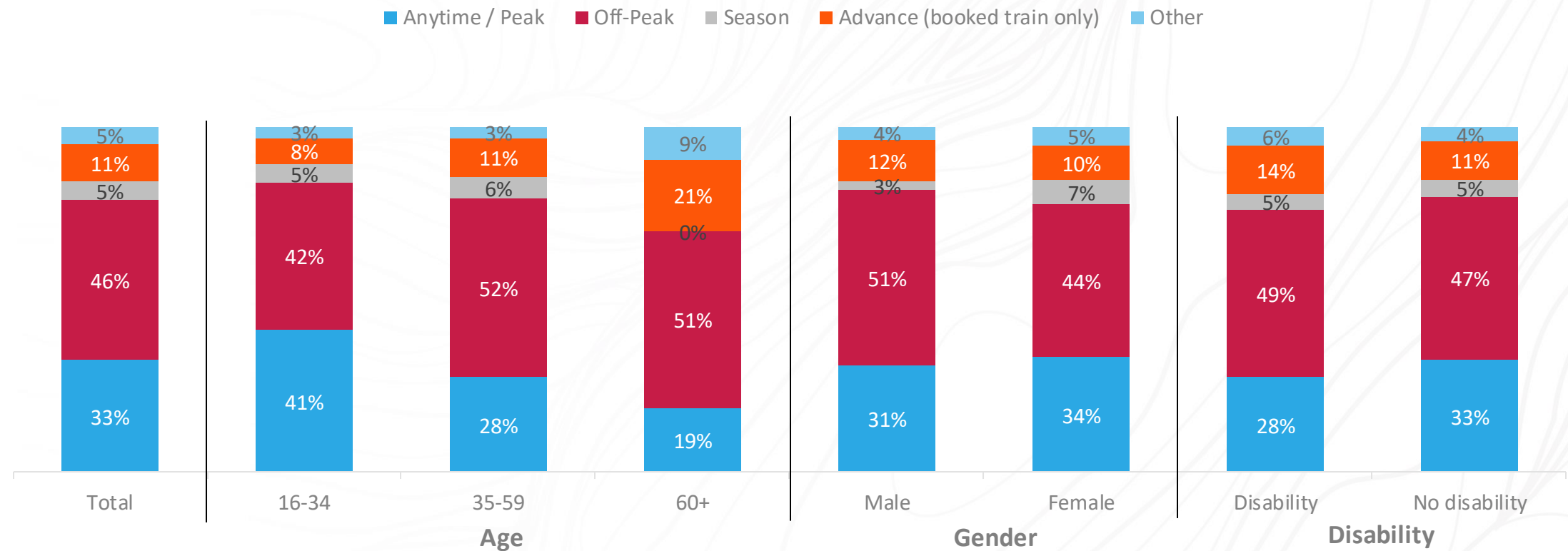
Journey Purpose (TOC)

What was the main purpose of this rail journey?



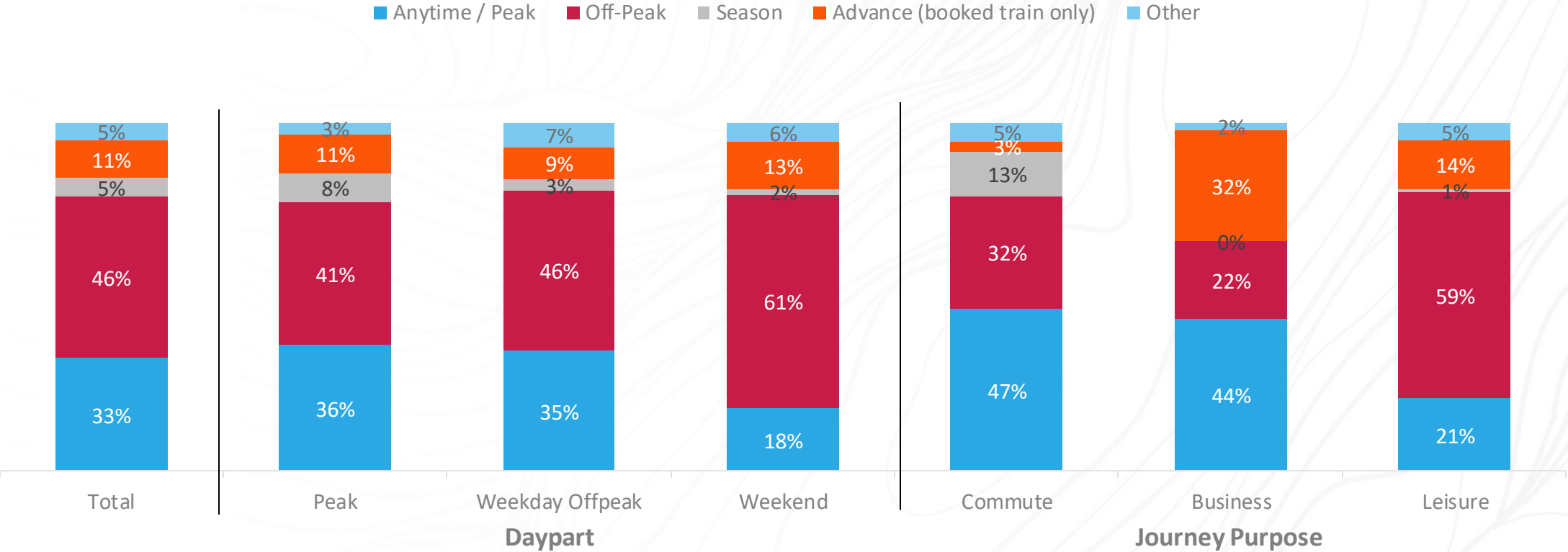
Type of Ticket (demographics)

What type of ticket did you use for this rail journey?



Type of Ticket

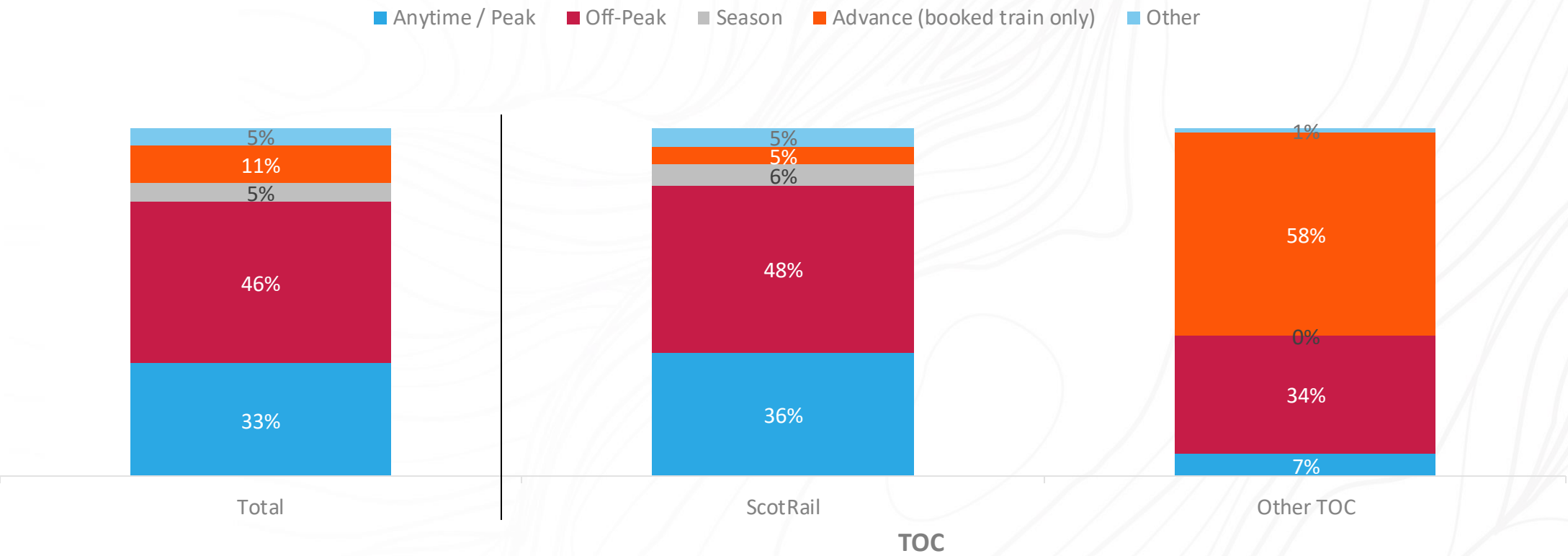
What type of ticket did you use for this rail journey?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results Total = 719, Daypart Peak = 328, Weekday Offpeak = 251, Weekend = 140 Journey Purpose
Commute = 275, **business = 50**, leisure = 394

Type of Ticket (TOC)

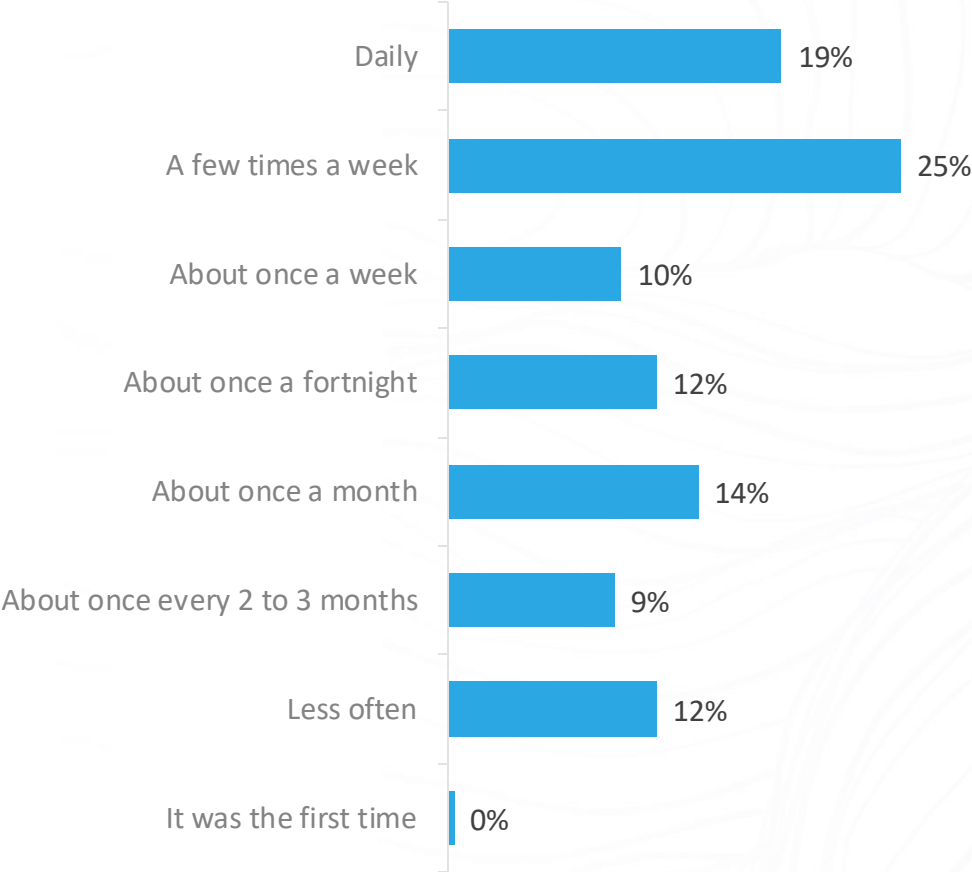
What type of ticket did you use for this rail journey?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results Total = 719, ScotRail = 632, Other TOC=77

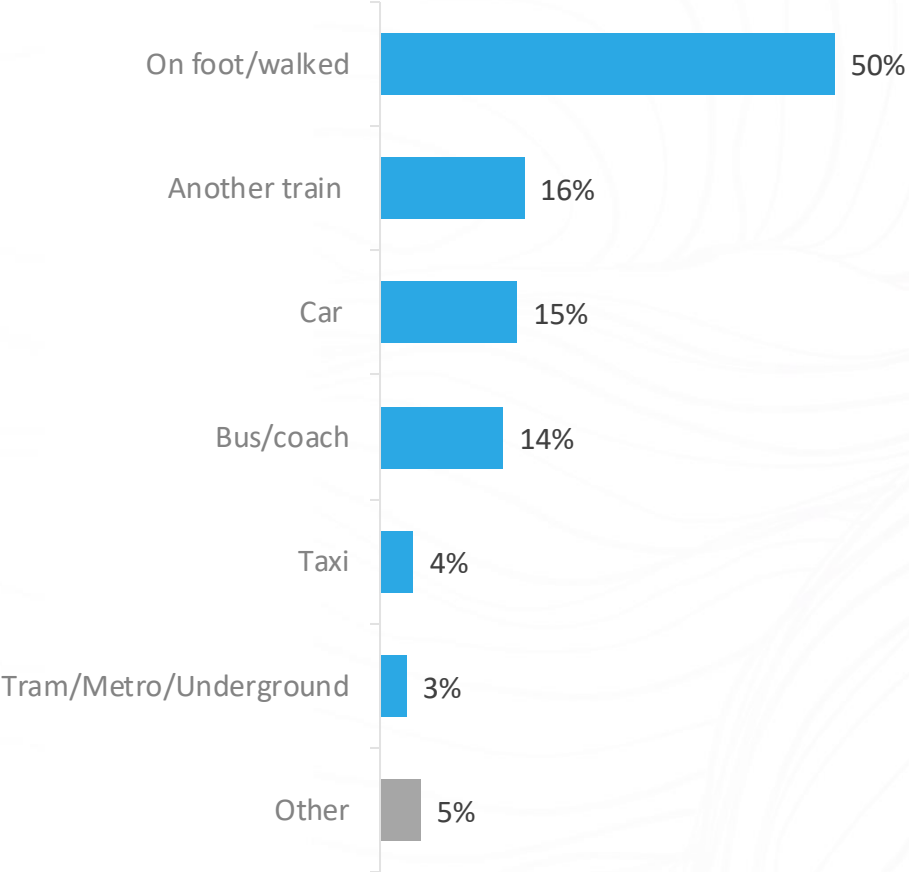
Frequency of rail travel

How often do you currently travel by train?



Transport to the station

Which methods of transport did you use to get to station?*



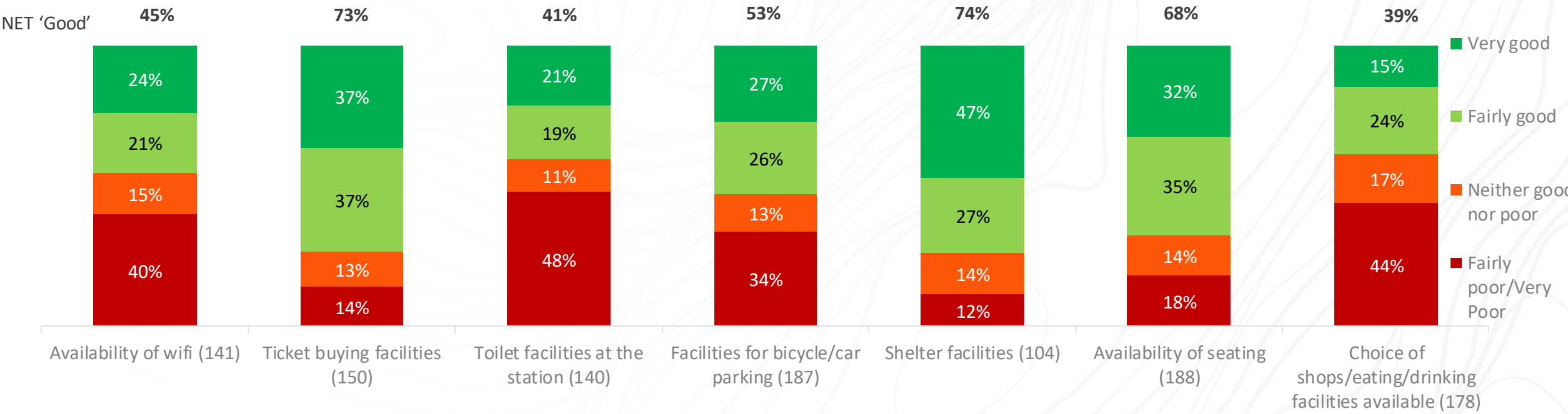


Scotland – At the station



Ratings at the station

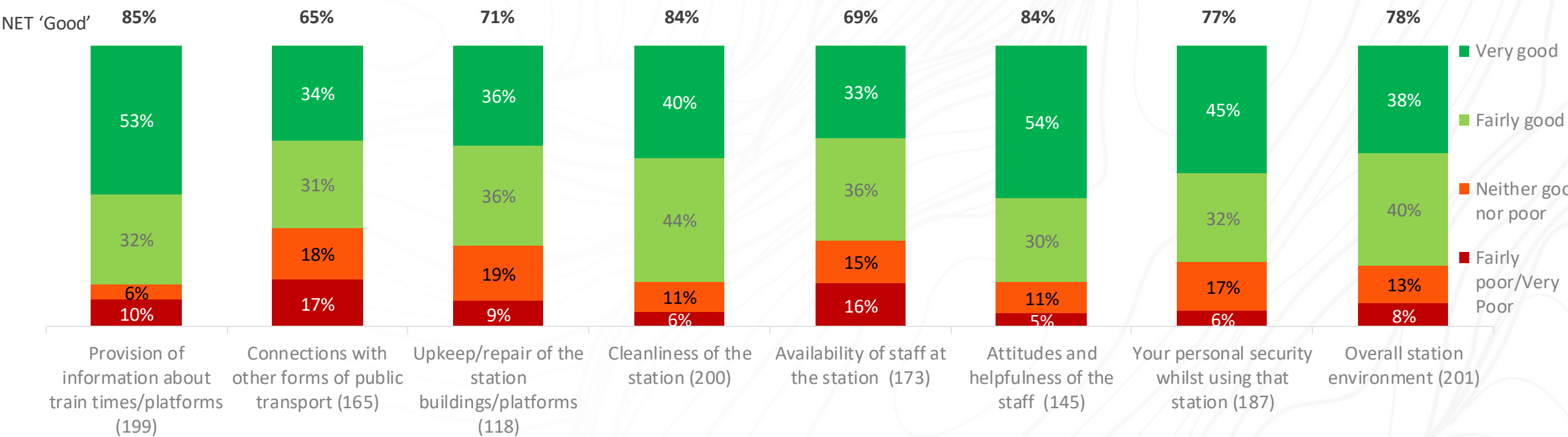
We would now like your opinion on your origin station for this journey. How would you rate the station facilities for...?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Ratings at the station

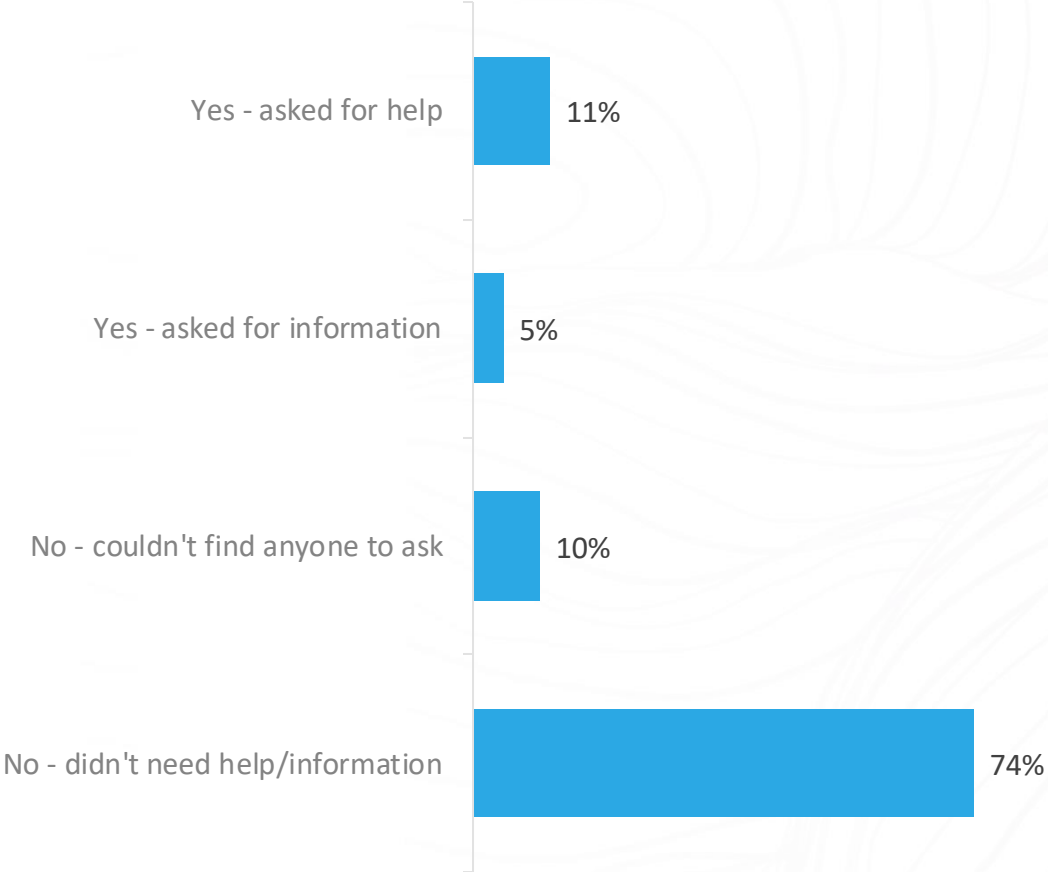
We would now like your opinion on your origin station for this journey. How would you rate the station facilities for...?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

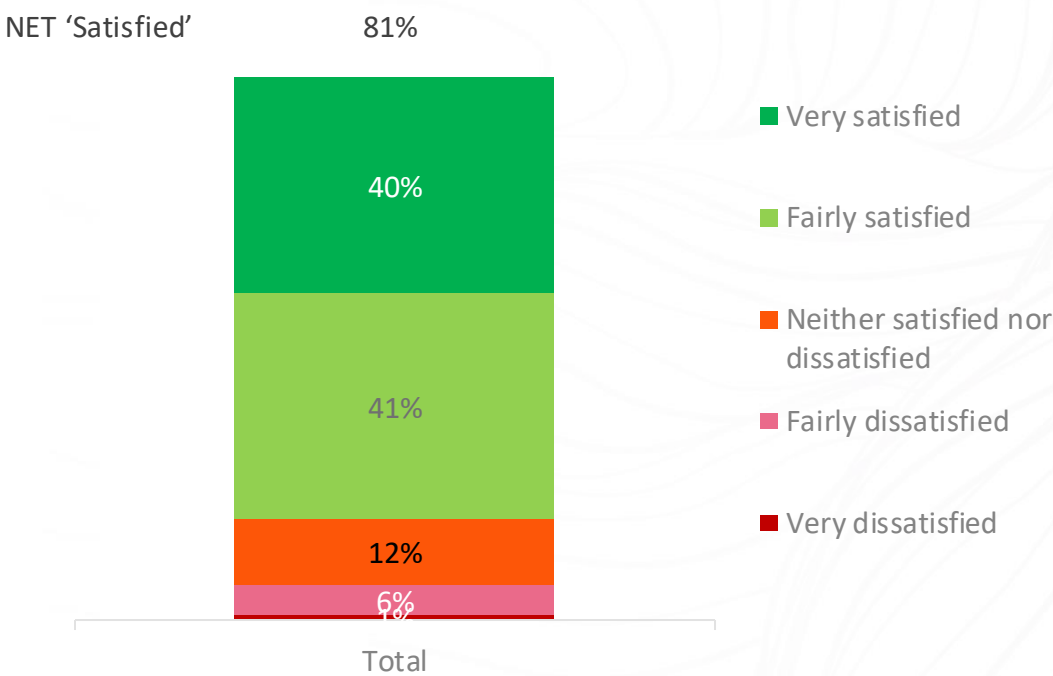
Ask staff for help or information

While at the origin station, did you ask staff for help or information?



Satisfaction with the station

Overall, how satisfied were you with your origin station?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

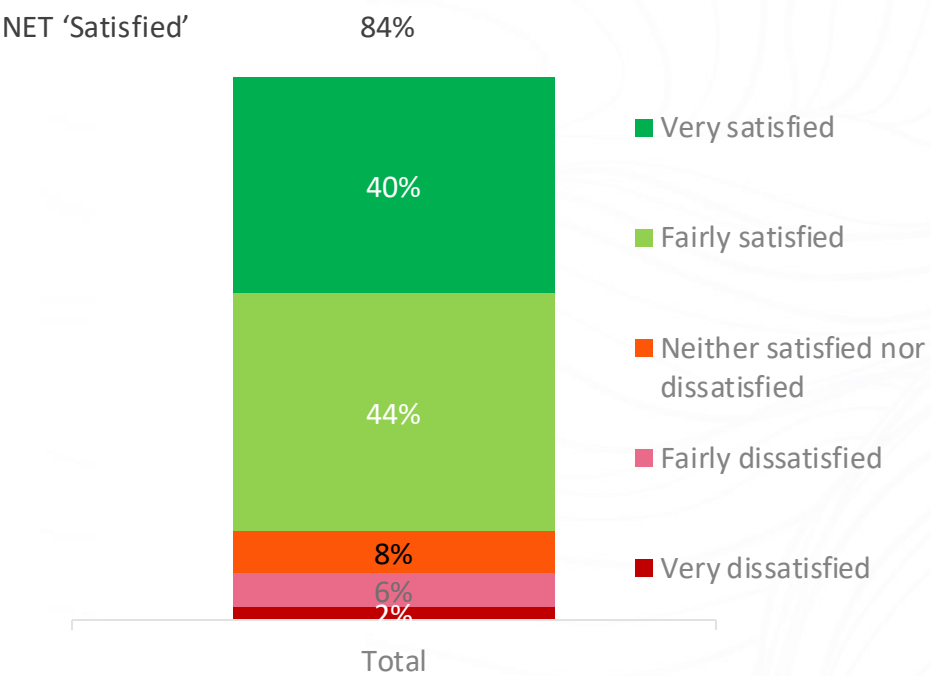


Scotland – on the train



Satisfaction with train boarded

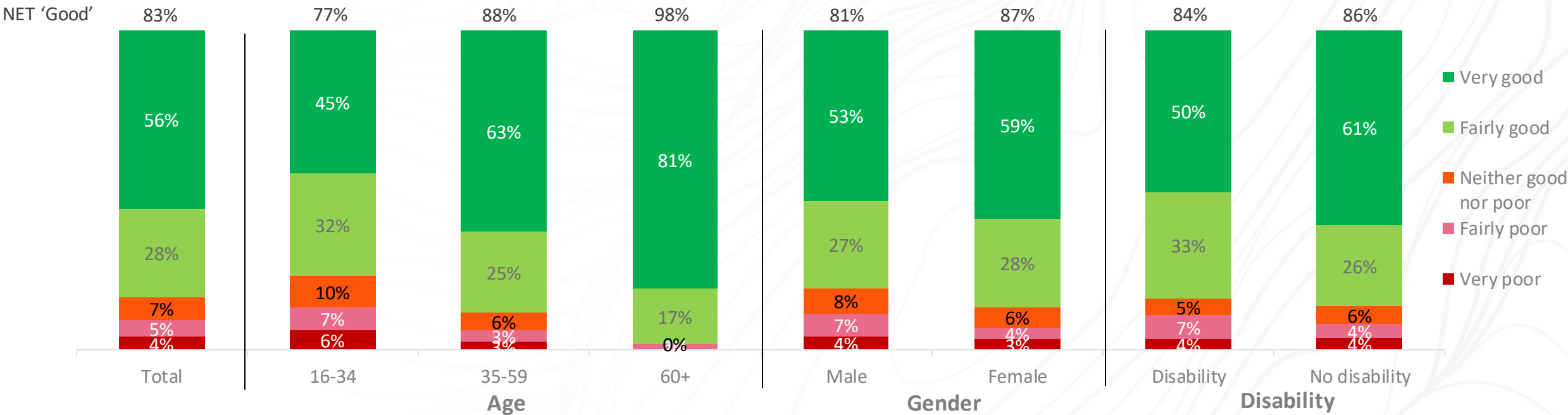
Overall, how satisfied were you with the train you boarded for your journey?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

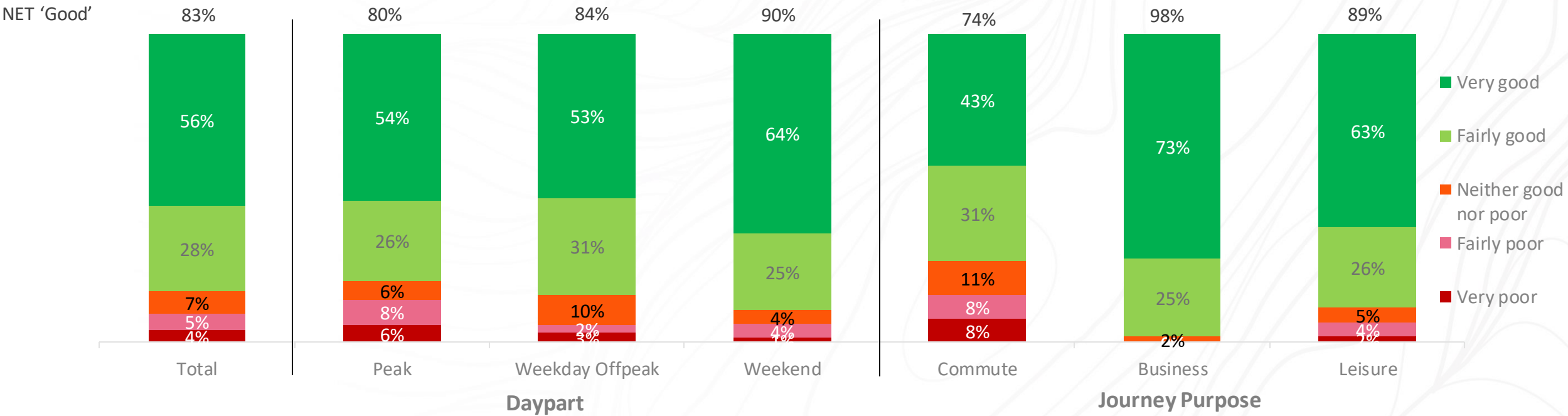
Punctuality/ reliability of the train (demographics)

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



Punctuality/ reliability of the train

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

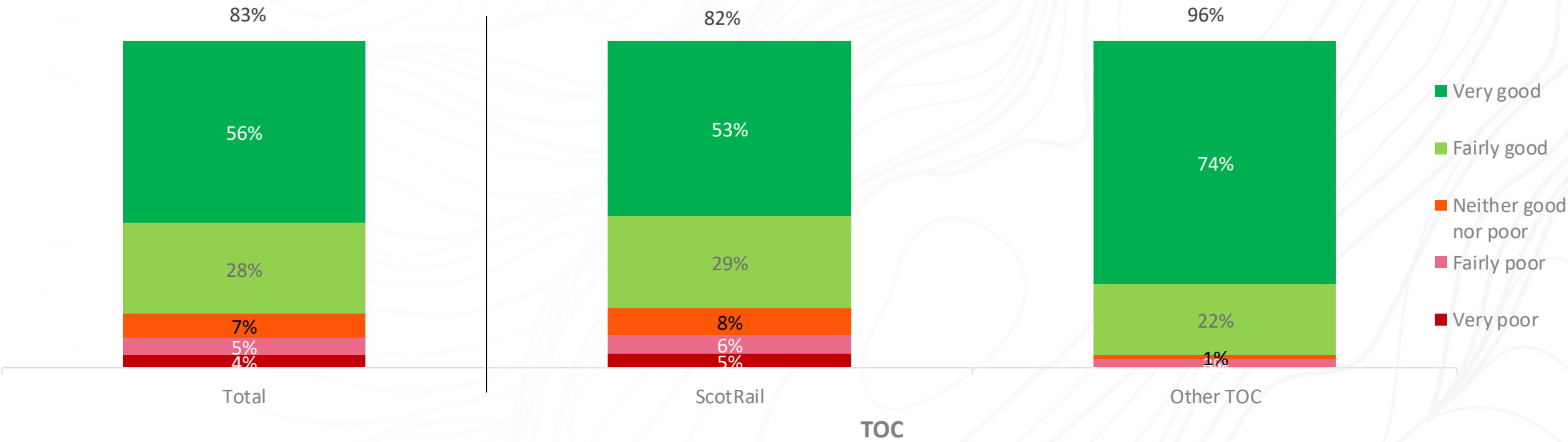


CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 705, Daypart Peak=325, Weekday Offpeak=245, Weekend=135, Journey Purpose Commute=272, **business=48**, **leisure=385**

Punctuality/ reliability of the train (TOC)

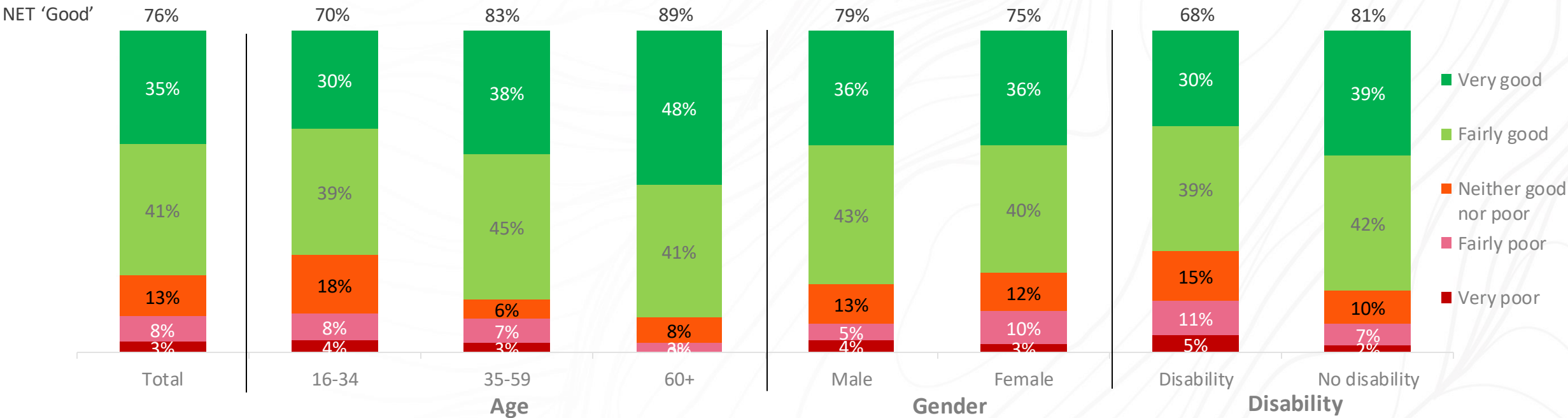
How would you rate the experience on the train for the following...?

NET 'Good'



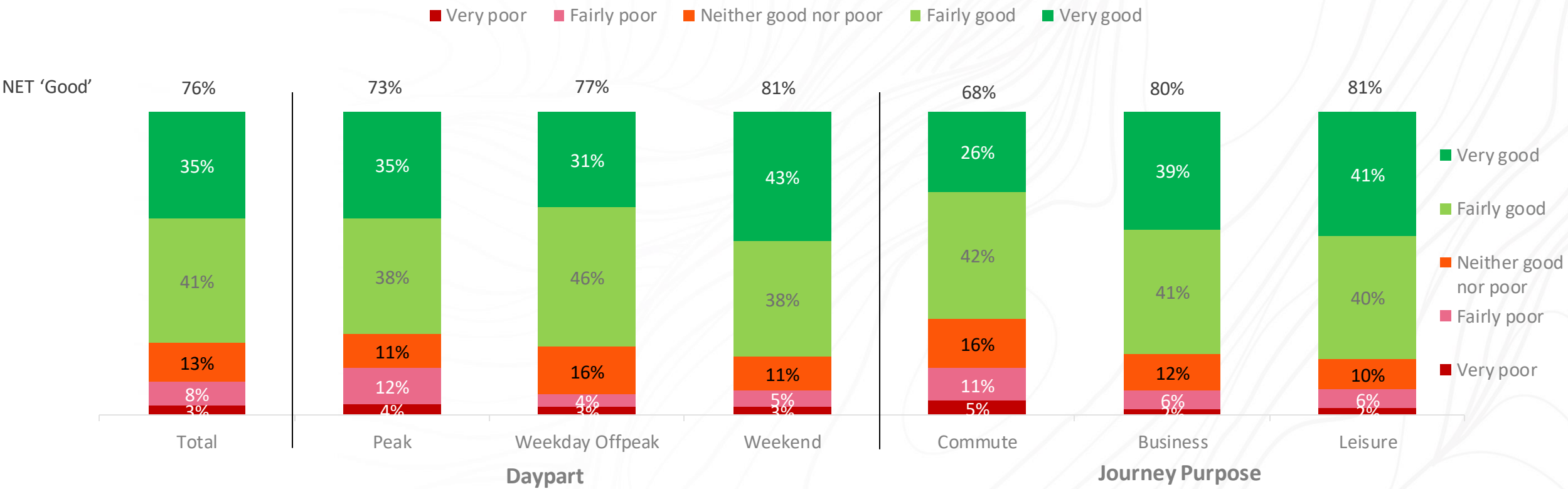
Cleanliness inside the train (demographics)

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



Cleanliness inside the train

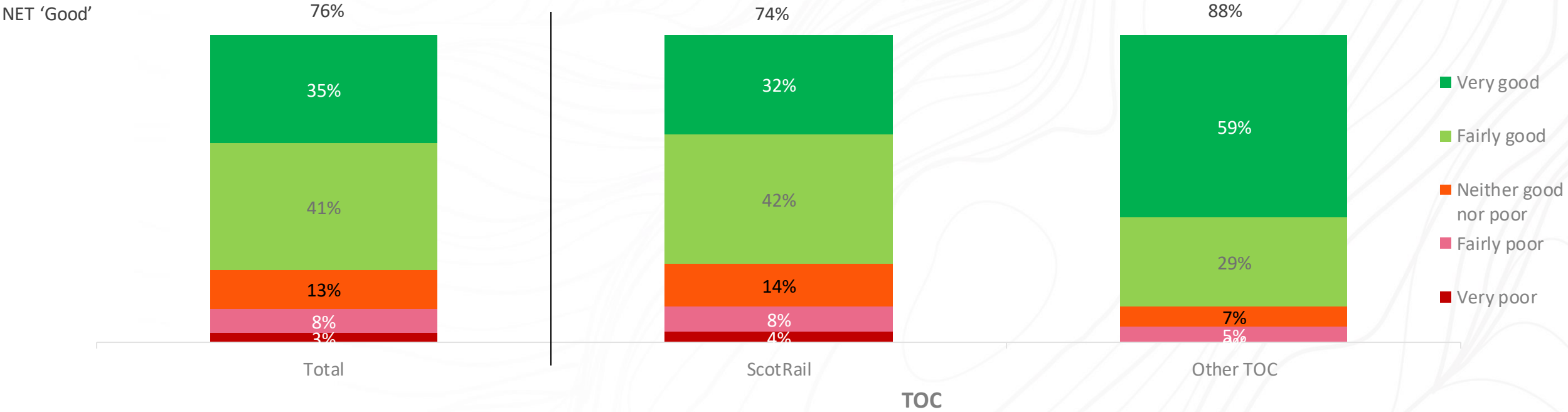
How would you rate the experience on the train for the following...?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 708, Daypart Peak=326, Weekday Offpeak=248, Weekend=134, Journey Purpose Commute=270, business=49, leisure=389

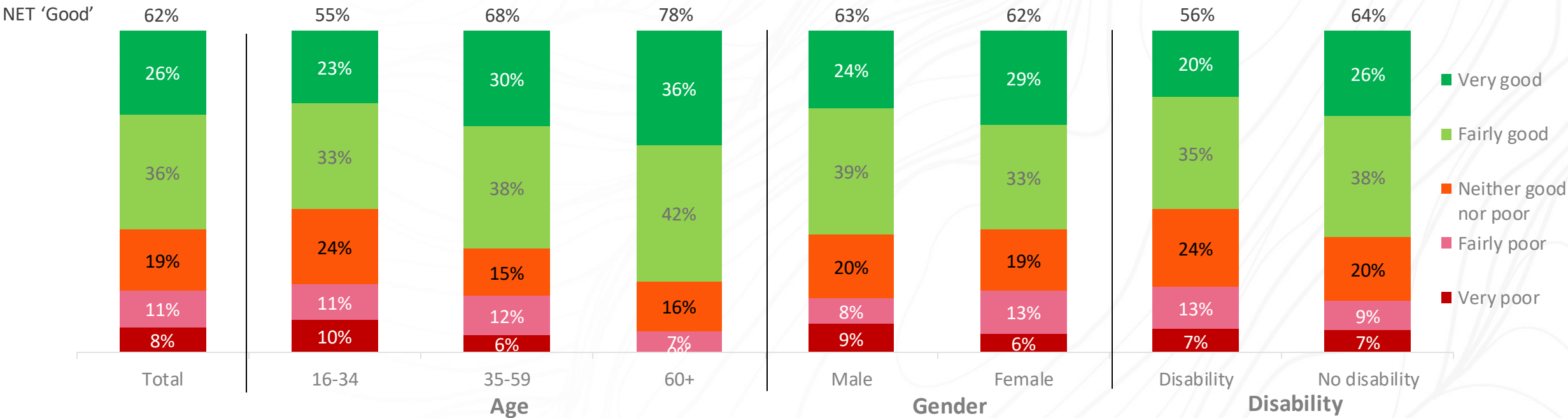
Cleanliness inside the train (TOC)

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



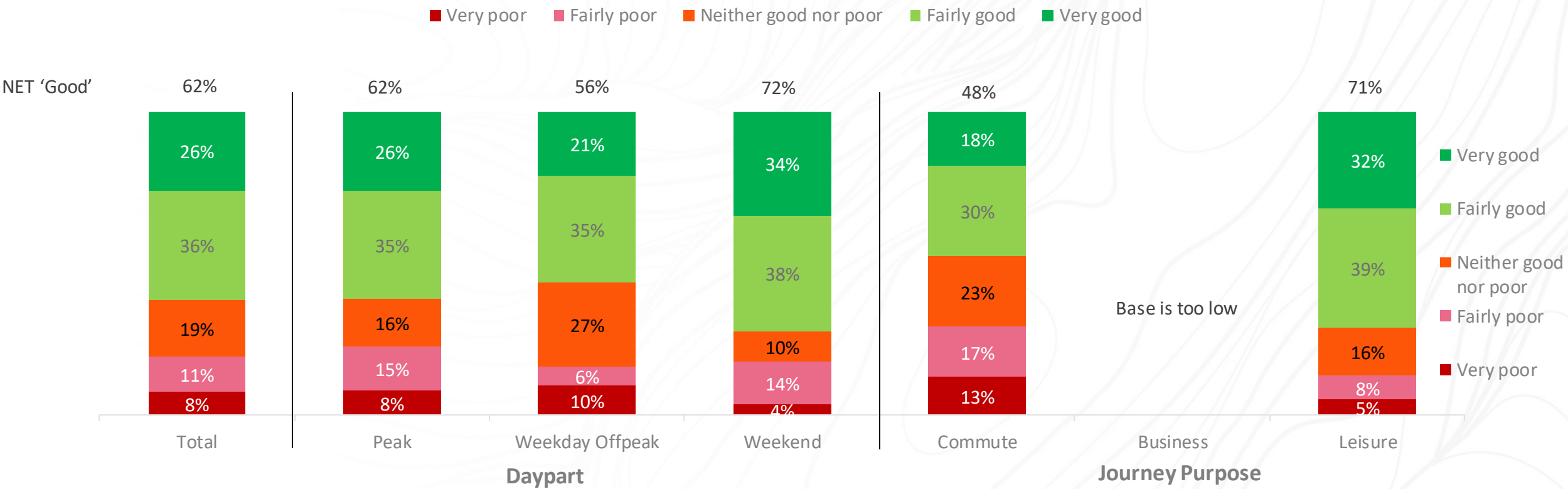
Toilet facilities on board (demographics)

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



Toilet facilities on board

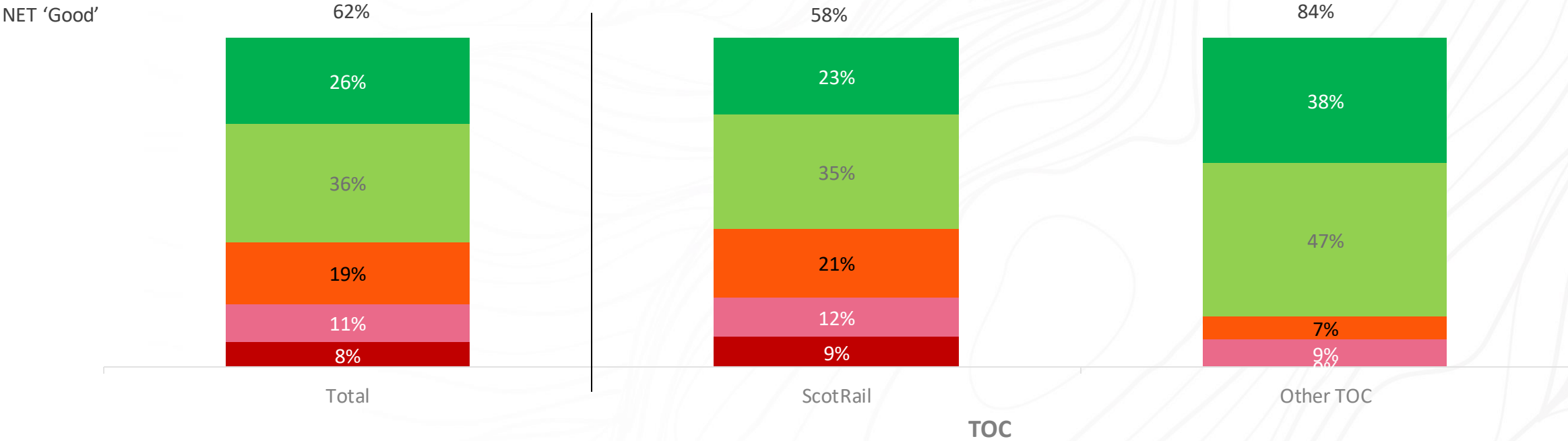
How would you rate the experience on the train for the following...?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 393, Daypart Peak=172, Weekday Offpeak=142, Weekend=79, Journey Purpose
Commute=151, business=29, leisure=213

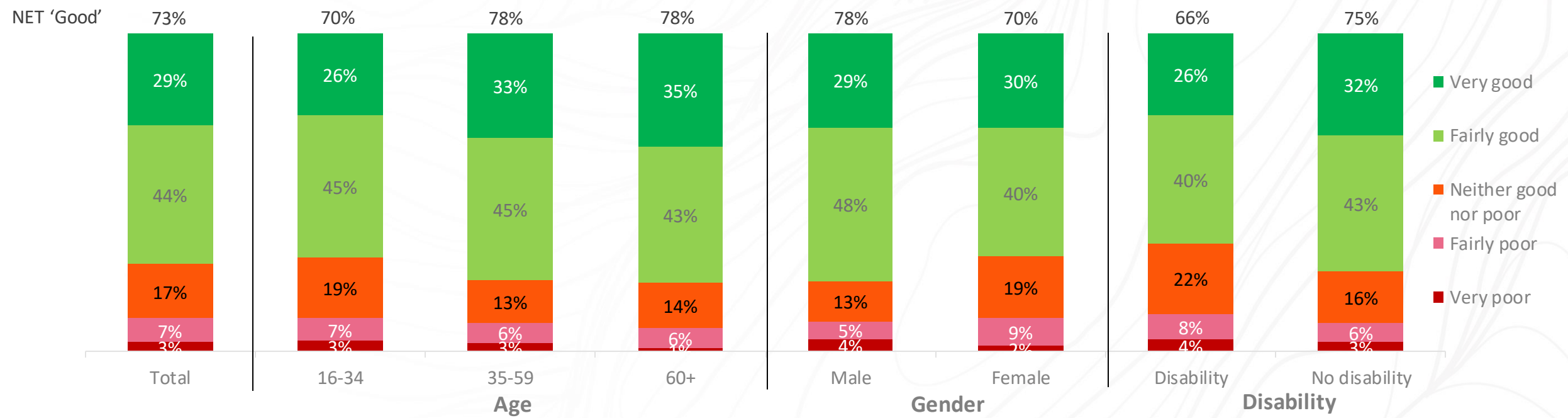
Toilet facilities on board (TOC)

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



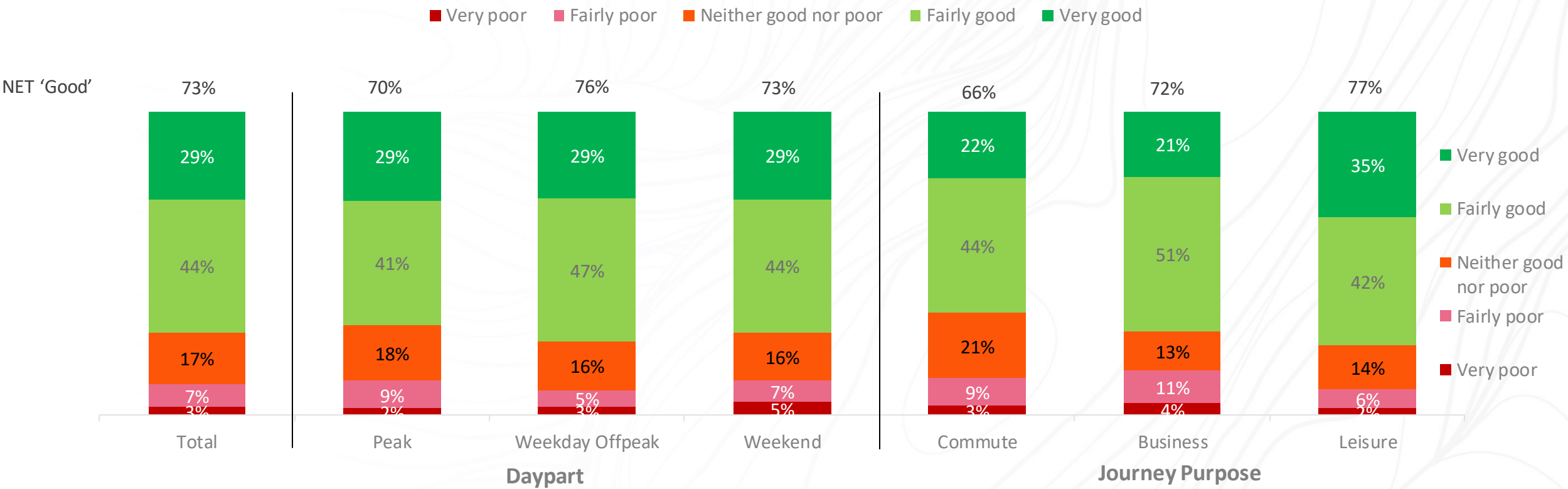
Sufficient ventilation on board the train (demographics)

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



Sufficient ventilation on board the train

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

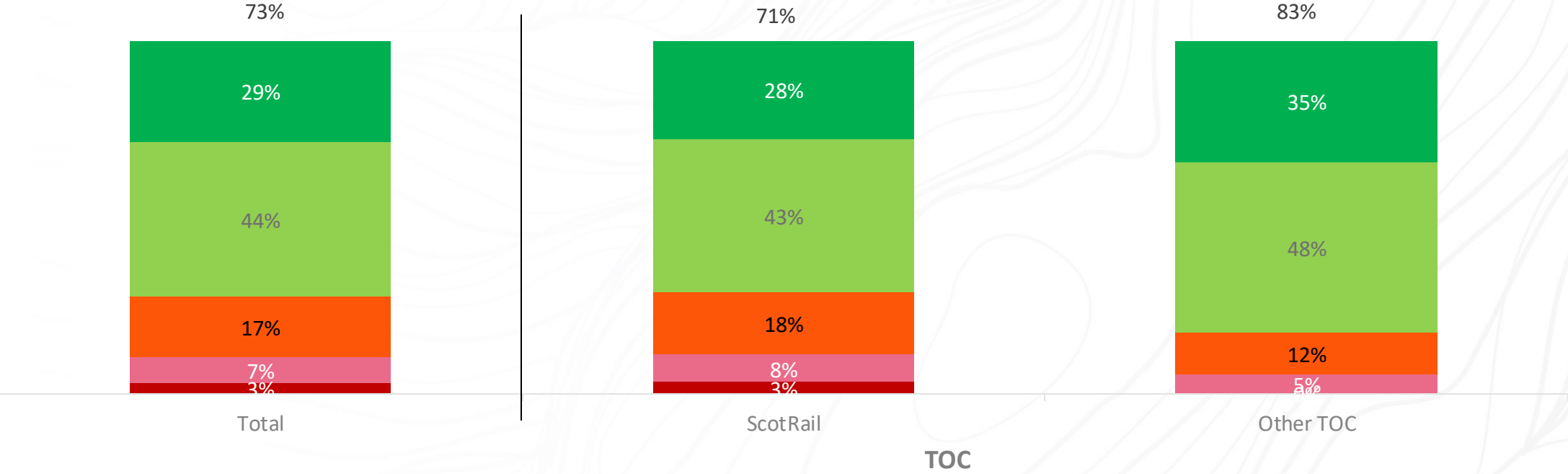


CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 681, Daypart Peak=312, Weekday Offpeak=237, Weekend=132, Journey Purpose Commute=261, **business=47**, leisure=373

Sufficient ventilation on board the train (TOC)

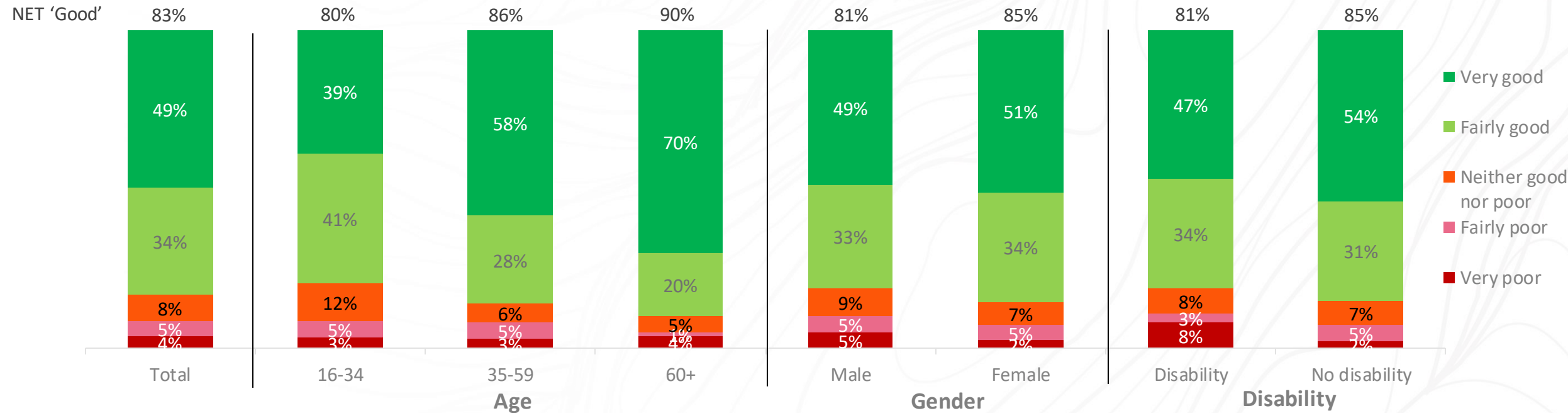
How would you rate the experience on the train for the following...?

NET 'Good'



Sufficient room for all passengers to sit/stand comfortably (demographics)

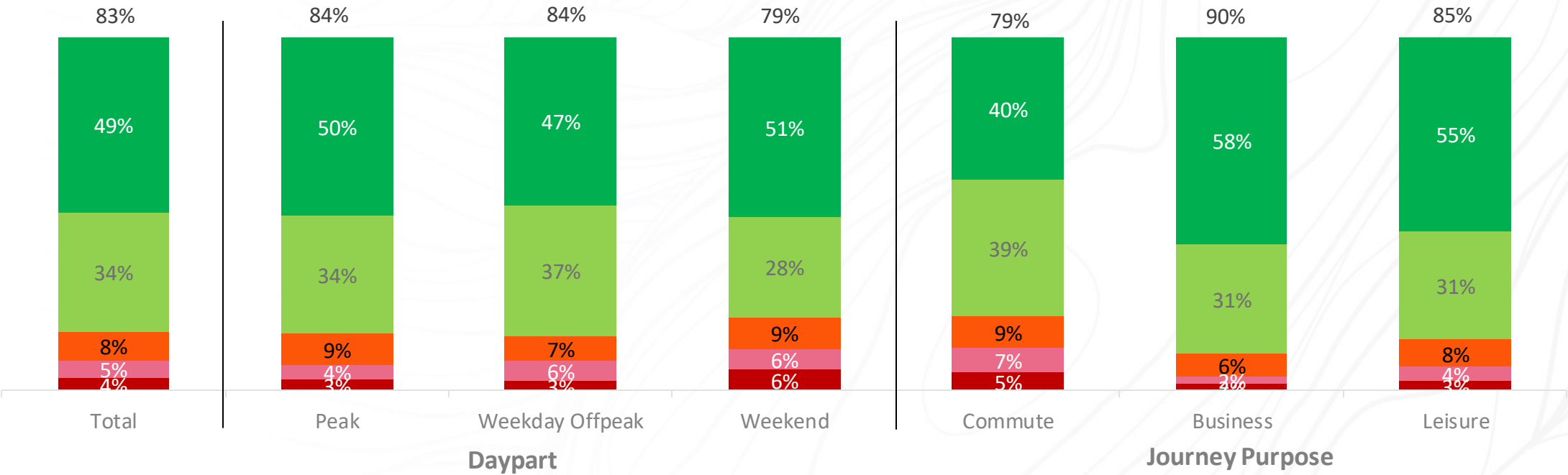
How would you rate the experience on the train for the following...?



Sufficient room for all passengers to sit/stand comfortably

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

NET 'Good'

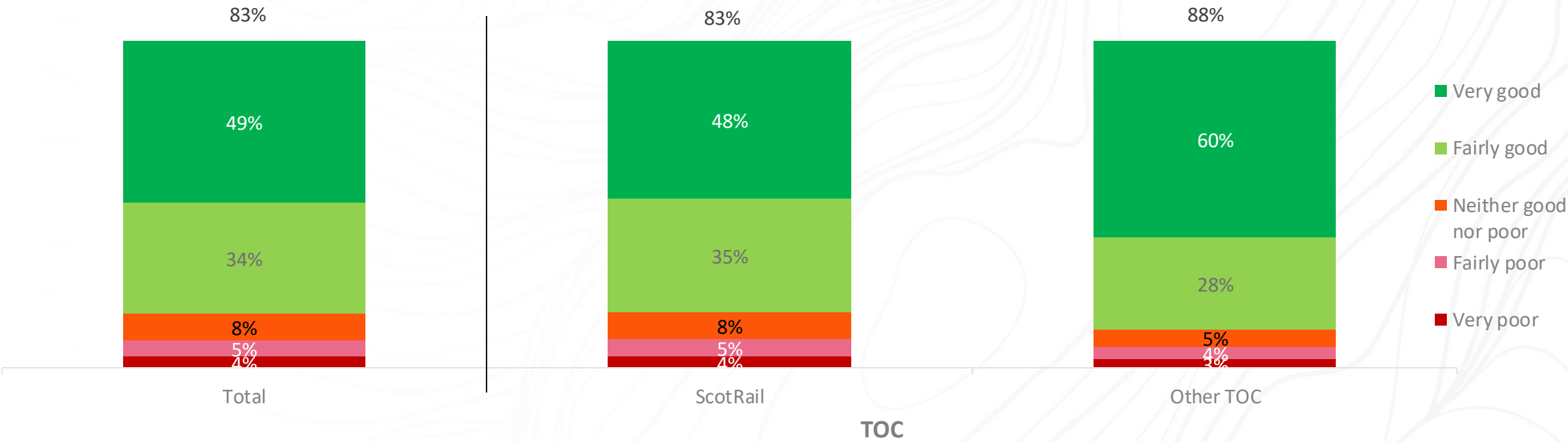


CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 703, Daypart Peak=324, Weekday Offpeak=245, Weekend=134, Journey Purpose
Commute=269, **business=48**, leisure=386

Sufficient room for all passengers to sit/stand comfortably (TOC)

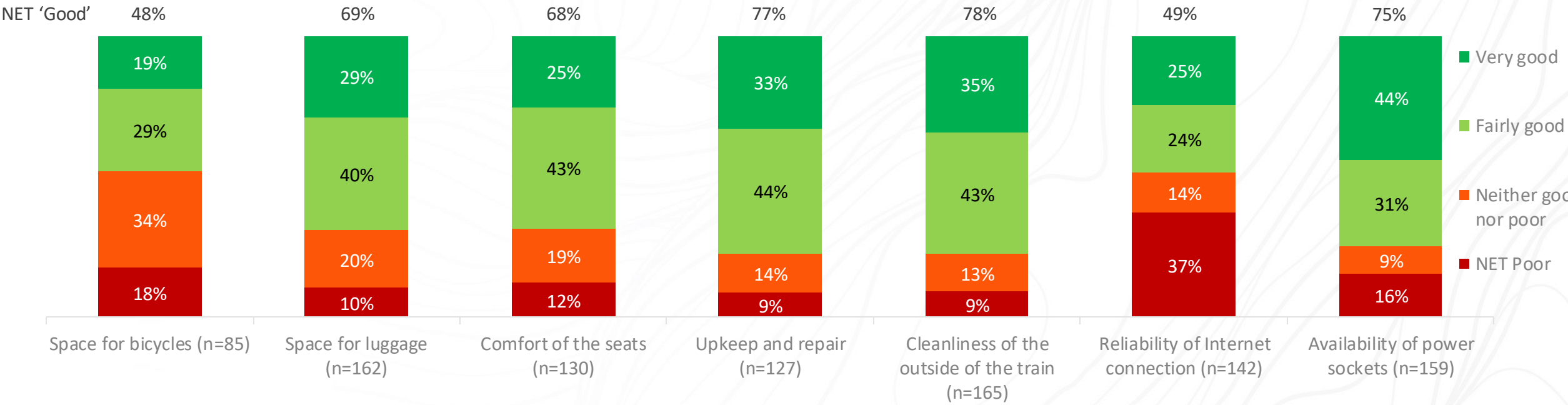
How would you rate the experience on the train for the following...?

NET 'Good'



Ratings of the train

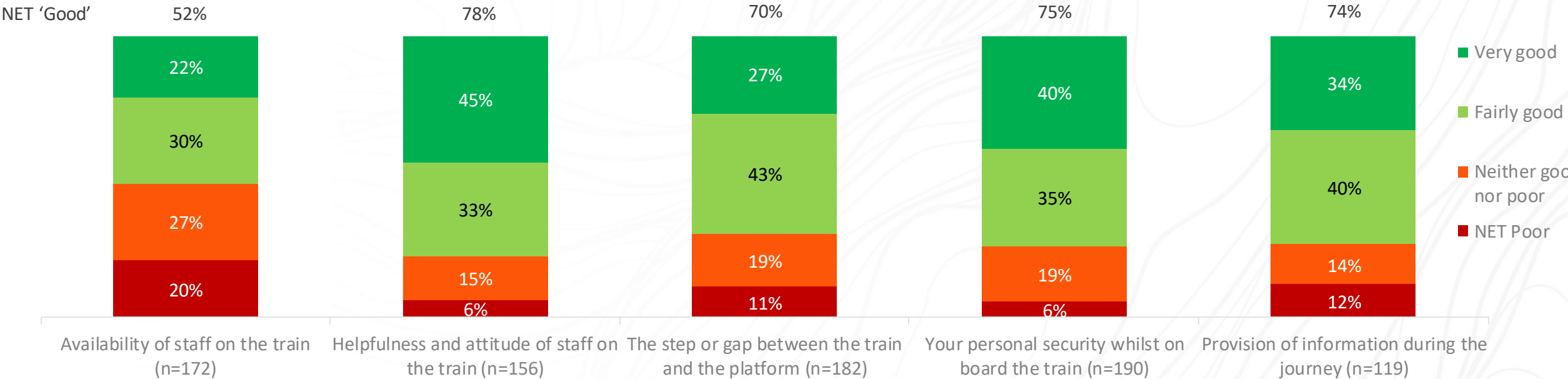
How would you rate the train you boarded for that journey in terms of:



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Ratings of the train

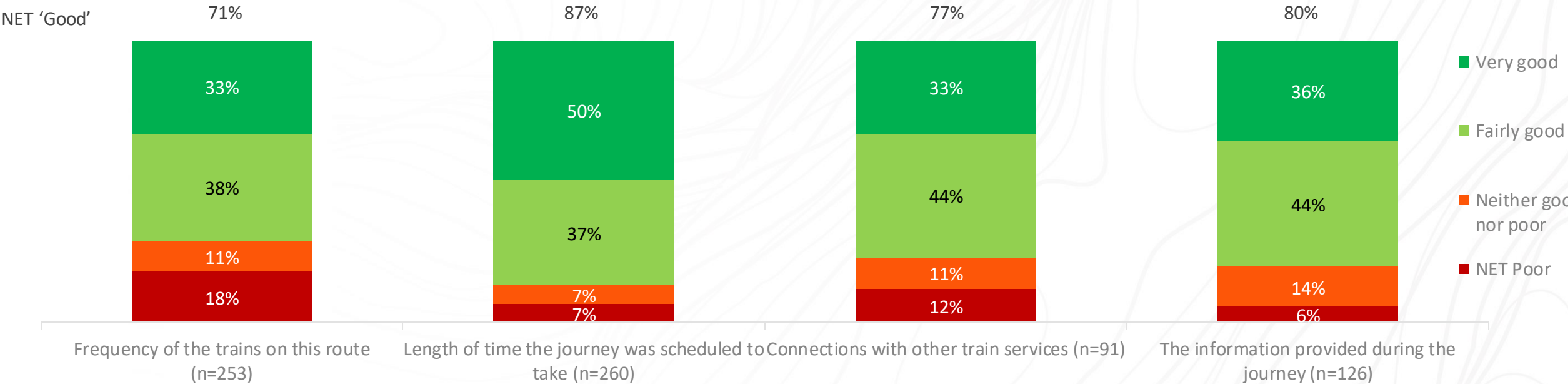
How would you rate the train you boarded for that journey in terms of:



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Ratings of the train company

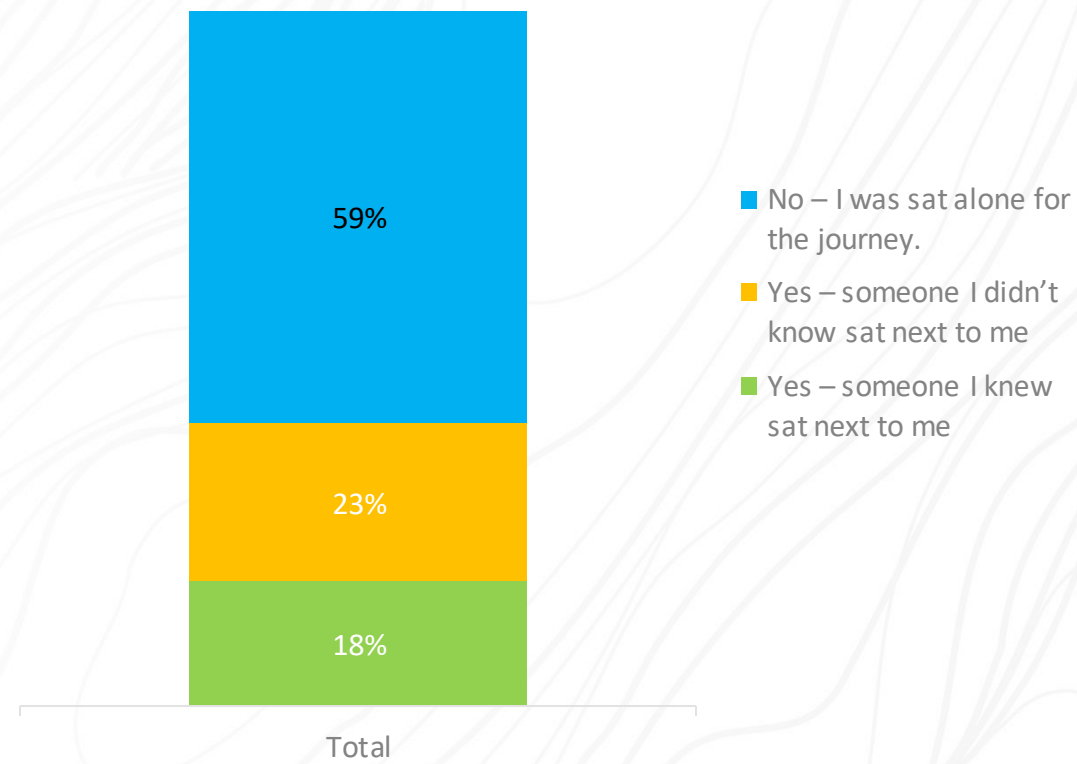
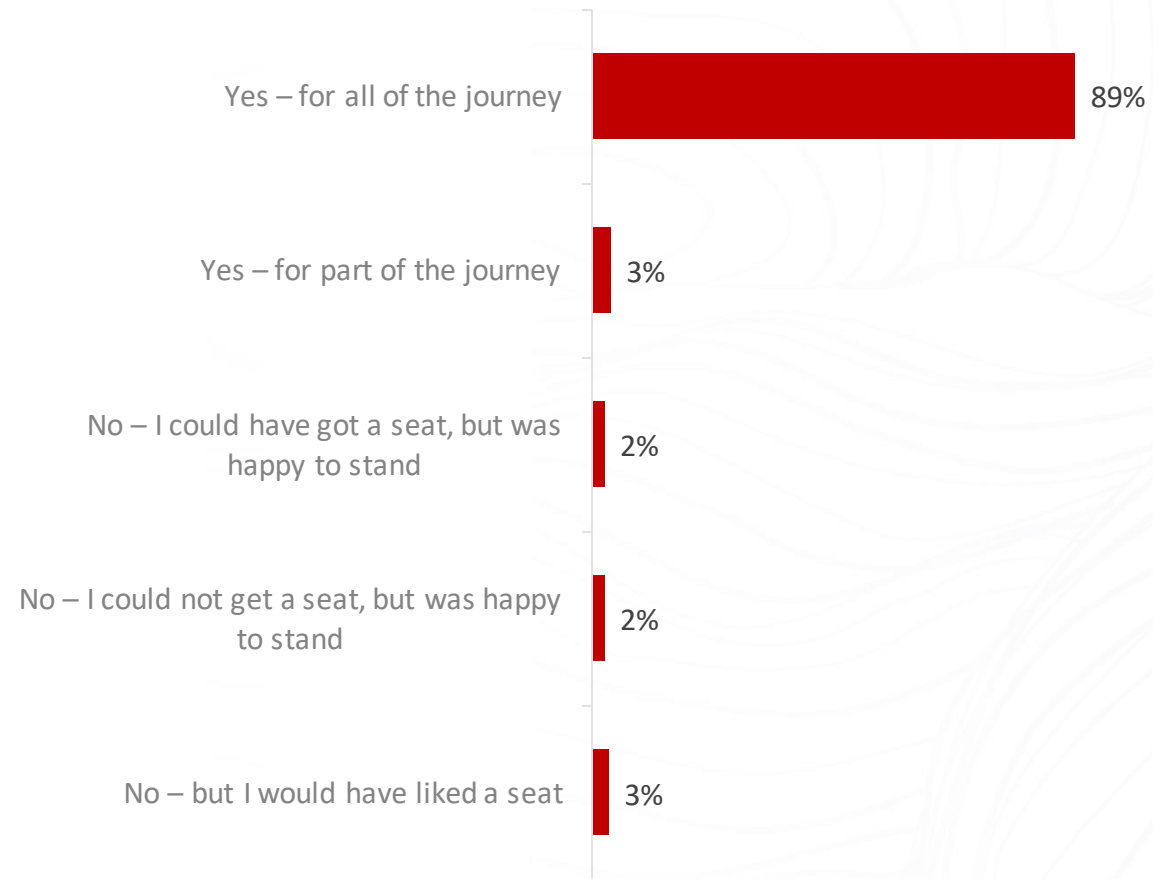
Thinking about this journey, how would you rate the train company for the following...?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Seat on the train

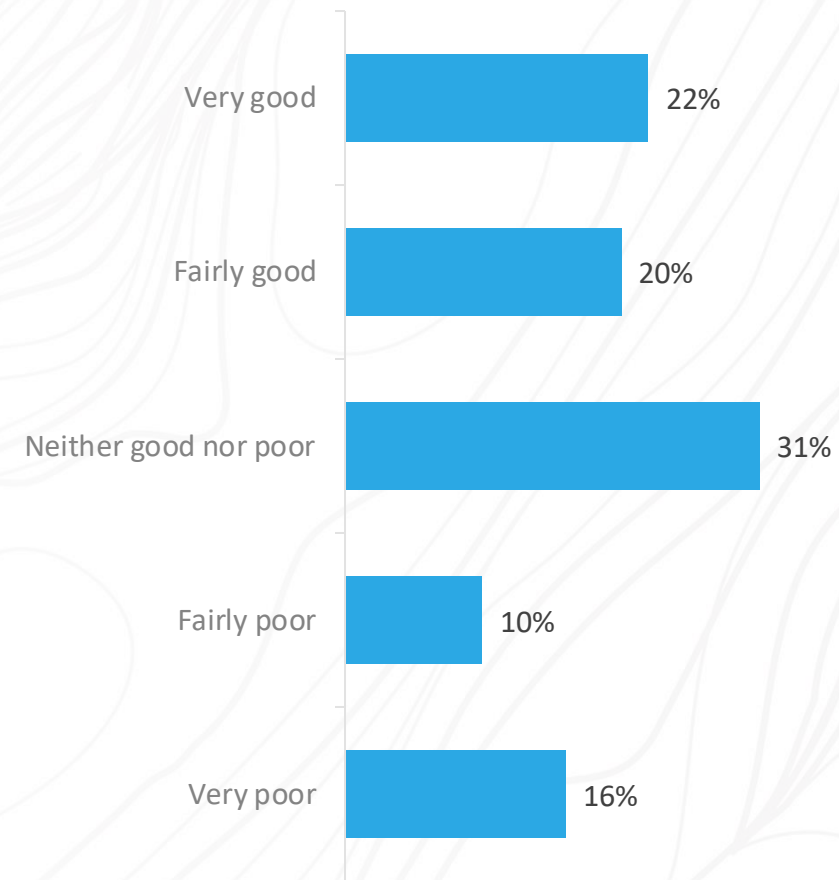
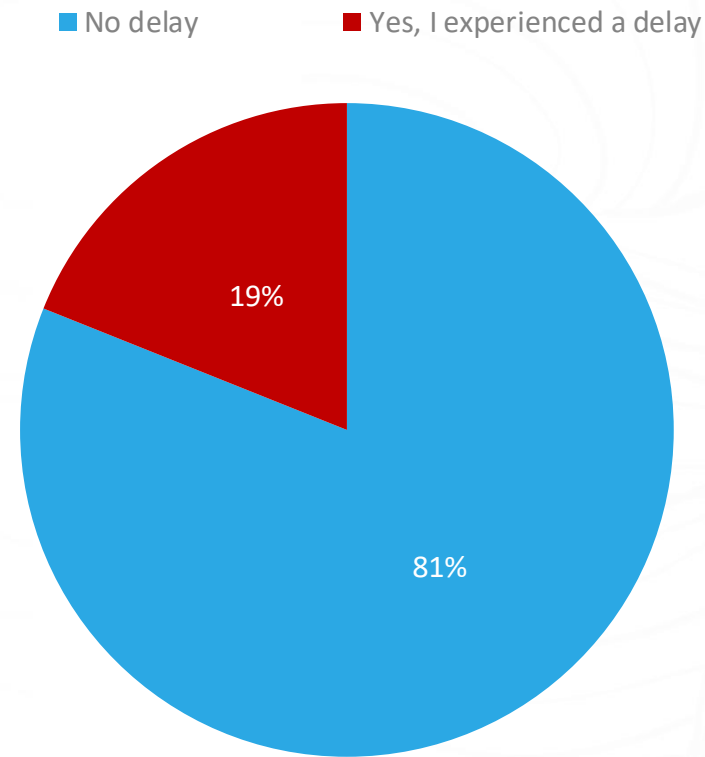
Did you get a seat on the train? And did anyone sit next to you on the train?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Experience of a delay and how it was dealt with

Did you experience a delay? How was the delay dealt with?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

CAUTION: NOTE LOW BASE SIZE
Scotland Rail Satisfaction Survey: method development results NRPS/Long Questionnaire Delay experienced/not = 264, Rating of how delay was dealt with = 49

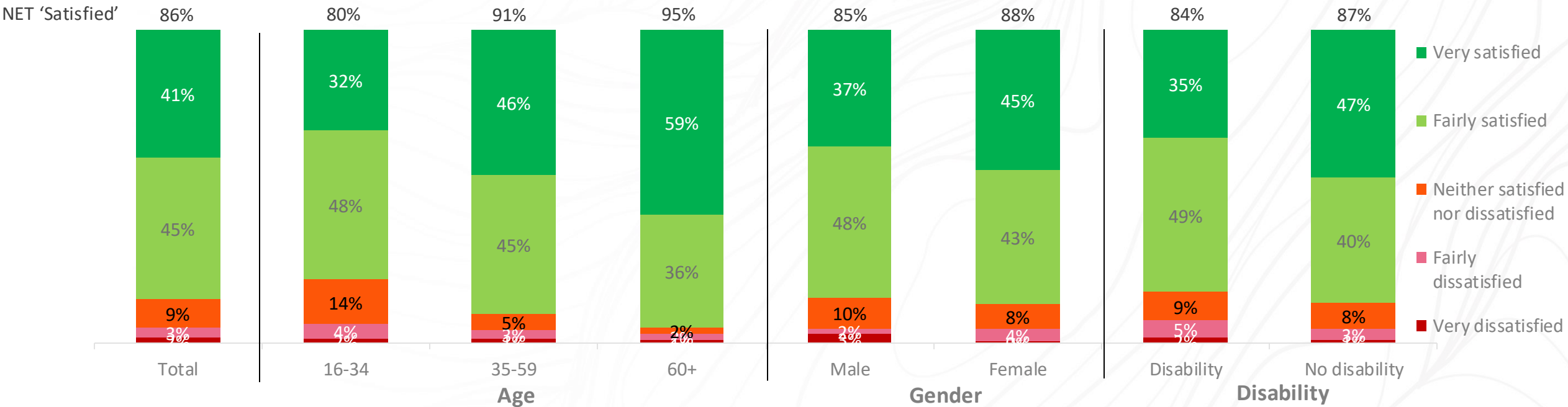


Scotland – Overall satisfaction



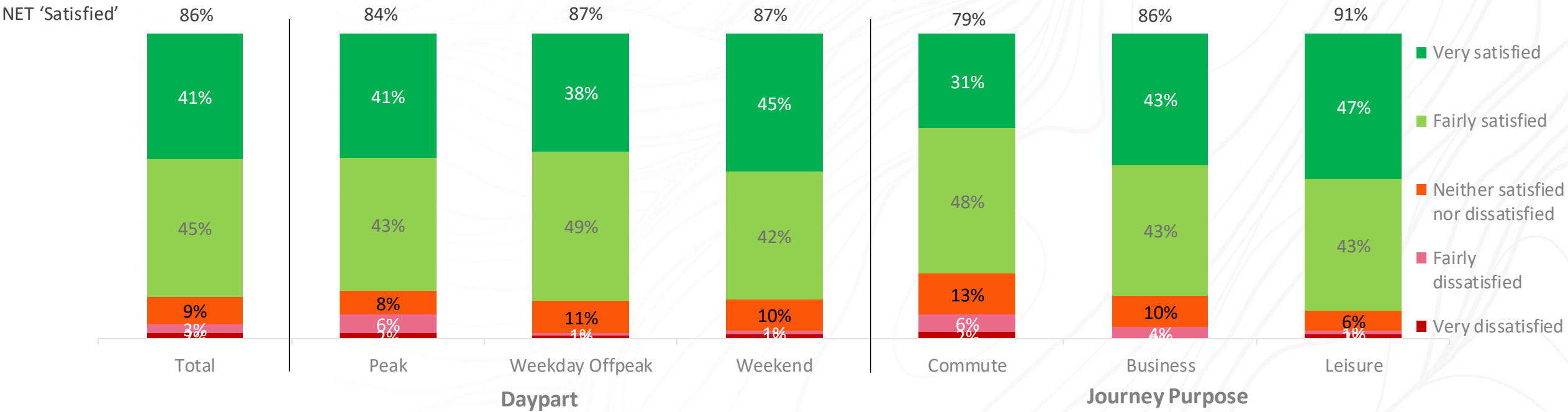
Satisfaction with overall journey (demographics)

How satisfied were you with your overall journey taking into account where you boarded the train, and the train you travelled on?



Satisfaction with overall journey

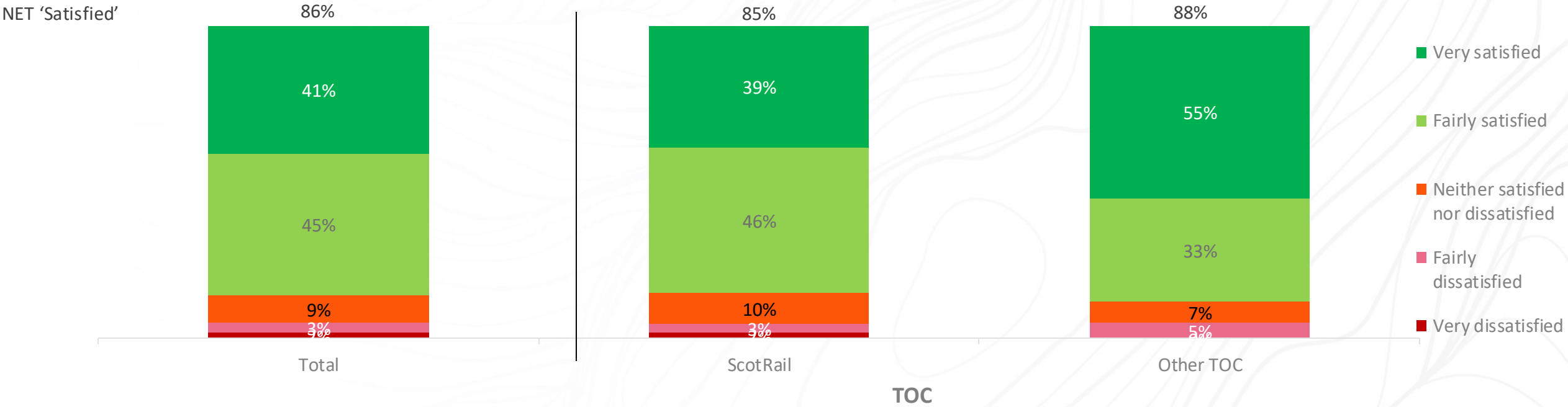
How satisfied were you with your overall journey taking into account where you boarded the train, and the train you travelled on?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 708, Daypart Peak=326, Weekday Offpeak=245, Weekend=137, Journey Purpose Commute=271, **business=49**, leisure=388

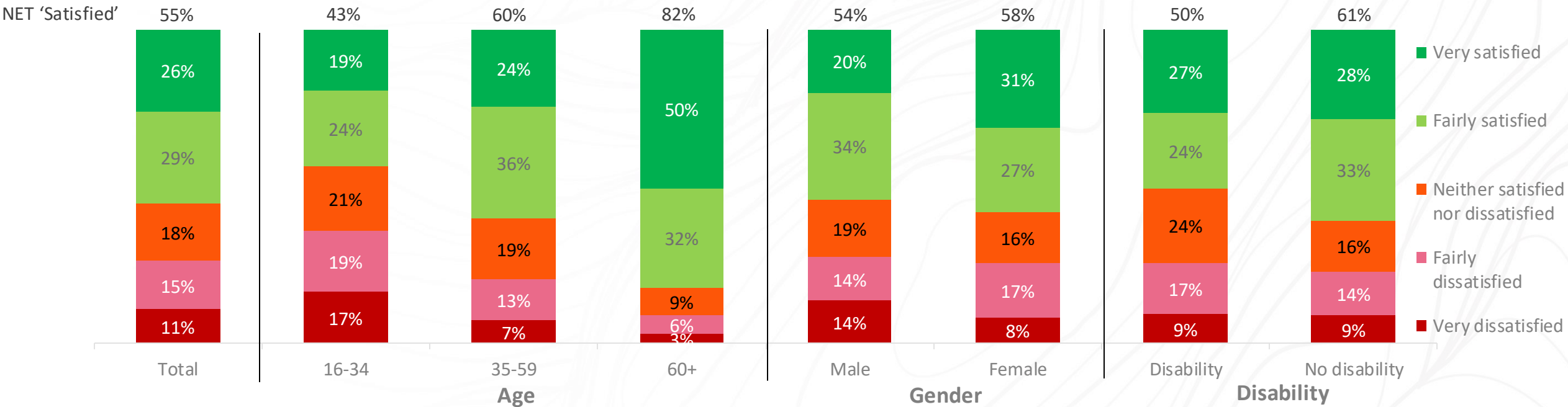
Satisfaction with overall journey (TOC)

How satisfied were you with your overall journey taking into account where you boarded the train, and the train you travelled on?



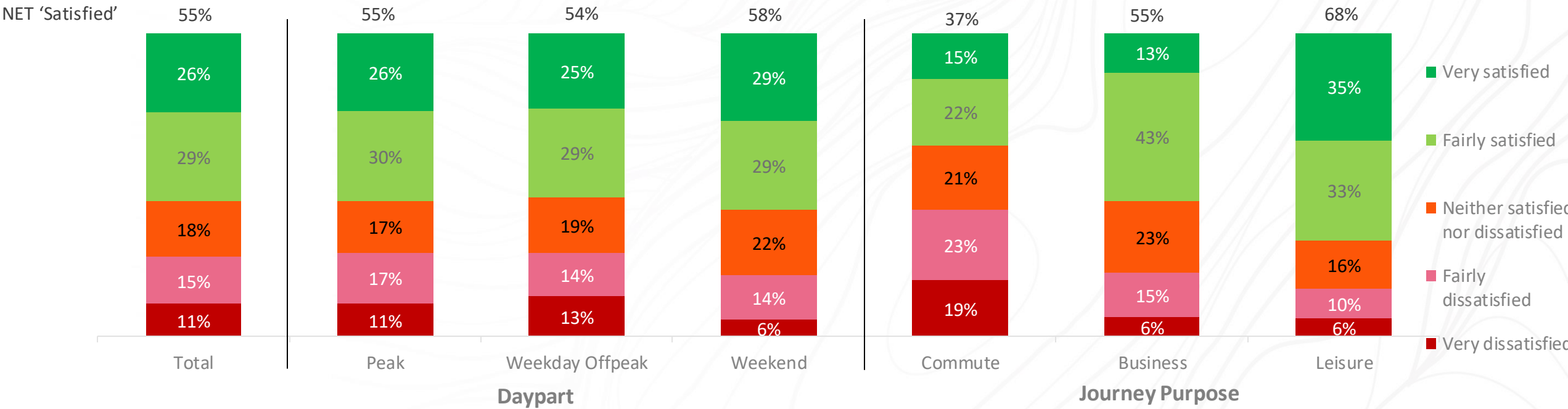
Satisfaction with value for money (demographics)

How satisfied were you with the value for money for your journey?



Satisfaction with value for money

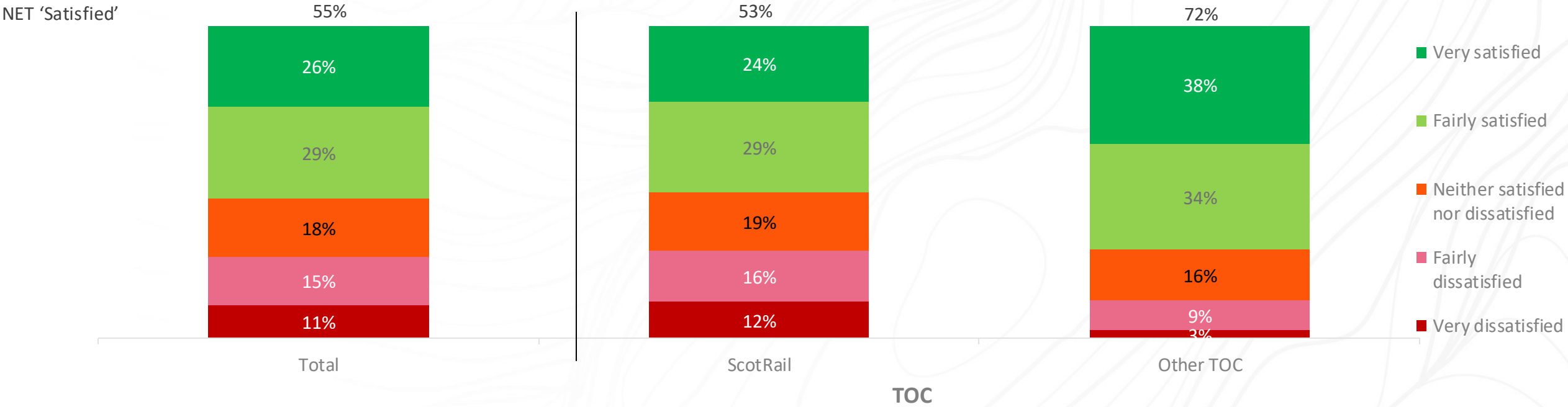
How satisfied were you with the value for money for your journey?



CAUTION: NOTE LOW BASE SIZES (MARKED IN RED) BASES UNDER 30 NOT SHOWN
Scotland Rail Satisfaction Survey: method development results = 709, Daypart Peak=324, Weekday Offpeak=247, Weekend=138, Journey Purpose Commute=272, **business=47**, leisure=390

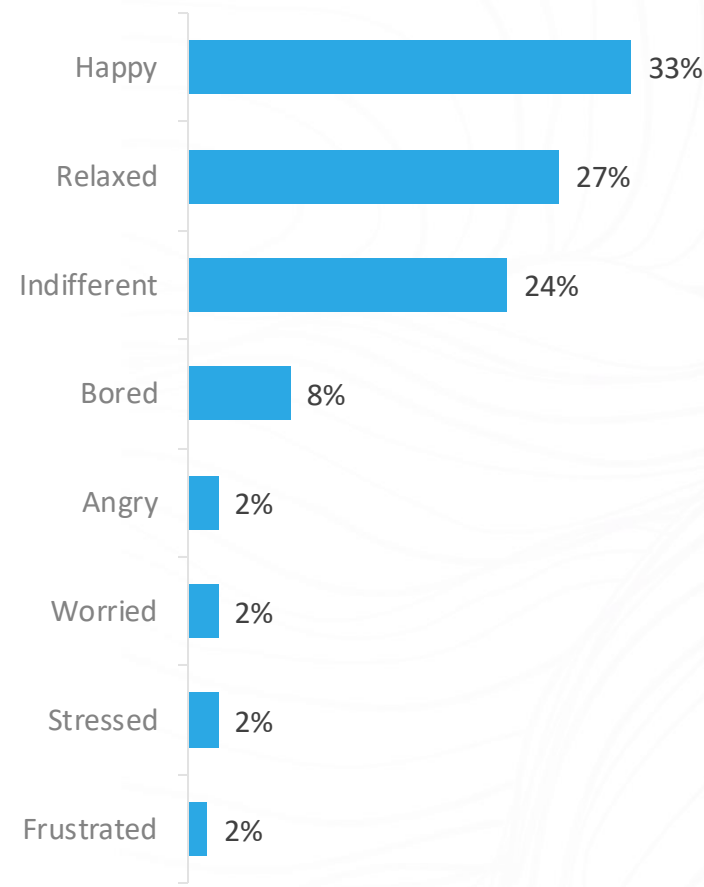
Satisfaction with value for money (TOC)

How satisfied were you with the value for money for your journey?



Images to best capture feelings about their journey

And finally, which one of these images best captures how you feel about your journey today?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

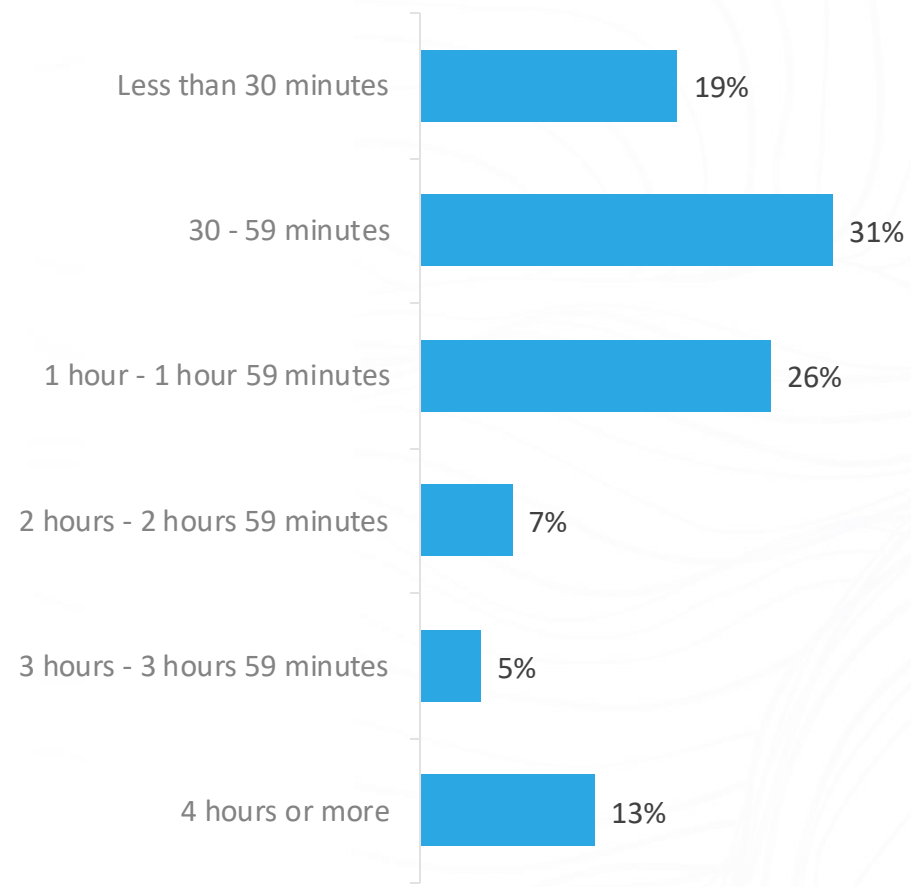


Scotland – Other key aspects of the journey



Length of journey

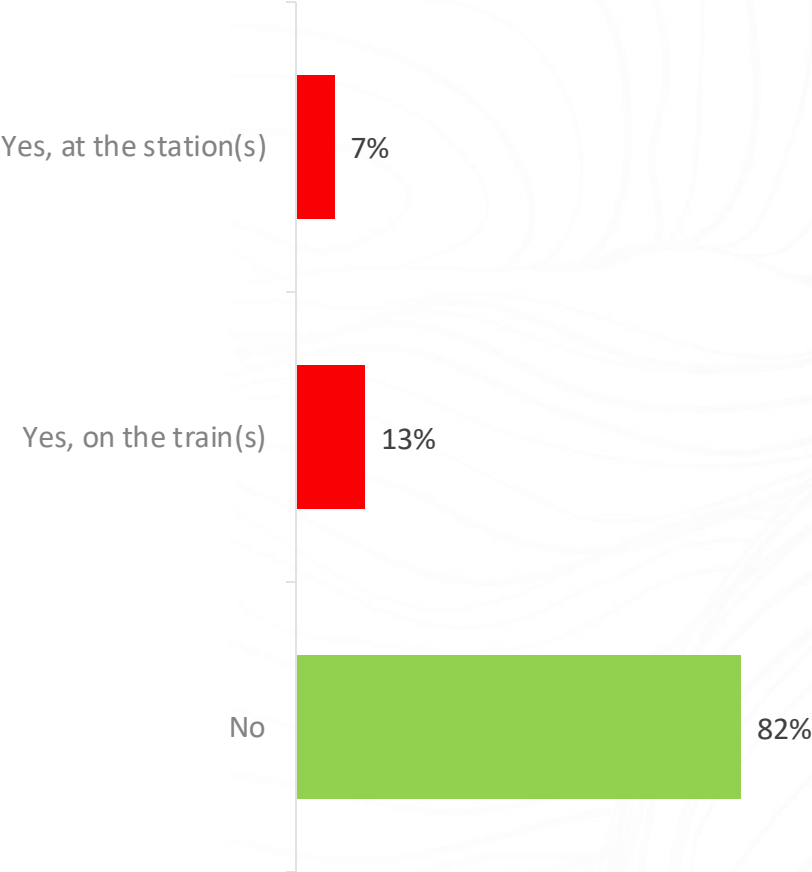
Thinking about the whole journey you were making, of which the train journey was a part, how long did the whole journey take from the time you started out until the time you got to your final destination?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Cause to worry

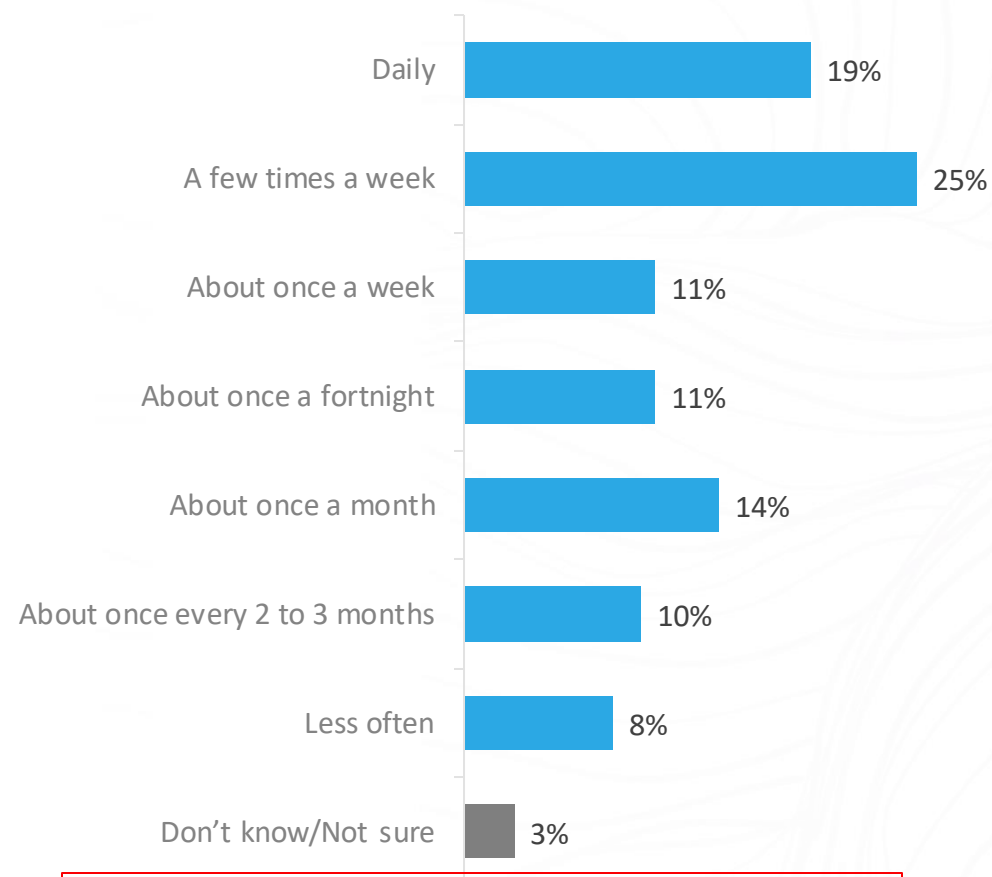
Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your most recent journey?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Future travel

Assuming that no specific measures have to be in place from train operators regarding COVID-19, and trains can operate as before the pandemic, how often do you think you will be using the train in six months' time?



Note: This question hasn't been broken down by demographics as it was only asked to a subset of respondents

Importance right now

Thinking about travelling by train now which one of these is **MOST** important to you and which one is **LEAST** important:

The most important		The least important
52%	Frequency of the train service to my destination	15%
25%	Journey time to get to my destination	34%
23%	Destination is served without having to change trains	52%

Most important whilst travelling

What is MOST important to you whilst travelling by train at the moment?

Main issues mentioned	Number of passengers mentioning
Punctuality/reliability	112
Cost	43
Getting a seat	30
'Safety'	30
Covid safety issues	26
Cleanliness	25
Train frequency	21
Having a comfortable/relaxed journey	20
Train not crowded	15
Speed of journey	13
Safety - Personal security	9

Total = 264 (although some passengers did not answer the question). Some passengers mentioned two or more issues. Passengers answered this question by writing their answers in a text box. These comments were then coded into categories (the most common of which are listed above)

Make more journeys?

What would encourage you to use the train more often?

Main issues mentioned	Number of passengers mentioning
Cheaper rail travel	116
More frequent trains	36
Better punctuality/reliability	33
Faster journeys	13
Improved train cleanliness	5
Improved public transport connections	5
Nothing	47

Total = 264 (although some passengers did not answer the question). Some passengers mentioned two or more issues. Passengers answered this question by writing their answers in a text box. These comments were then coded into categories (the most common of which are listed above)

Note: ‘Nothing’ includes people who could not be encouraged to use the train more often whatever, and people who were already using the train ‘as often as they could’ now.



Appendix



Contacts for questions

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Quality standards and other details

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.