



What matters to lapsed train passengers to encourage future train travel?

Comment Analysis - July 2023

Methodology

What is this analysis looking into?

The comments provided by passengers who have not used the railway for the past 12 months were analysed to find the main themes with a deeper dive into each theme to provide more context to what passengers are saying.

The following two questions were the ones answered by lapsed railway passengers and is the focus of this analysis:


- What would encourage you to travel by rail?
- What else if anything, do you consider as 'very important' when it comes to train travel and making it accessible for passengers?

How was this analysis produced?

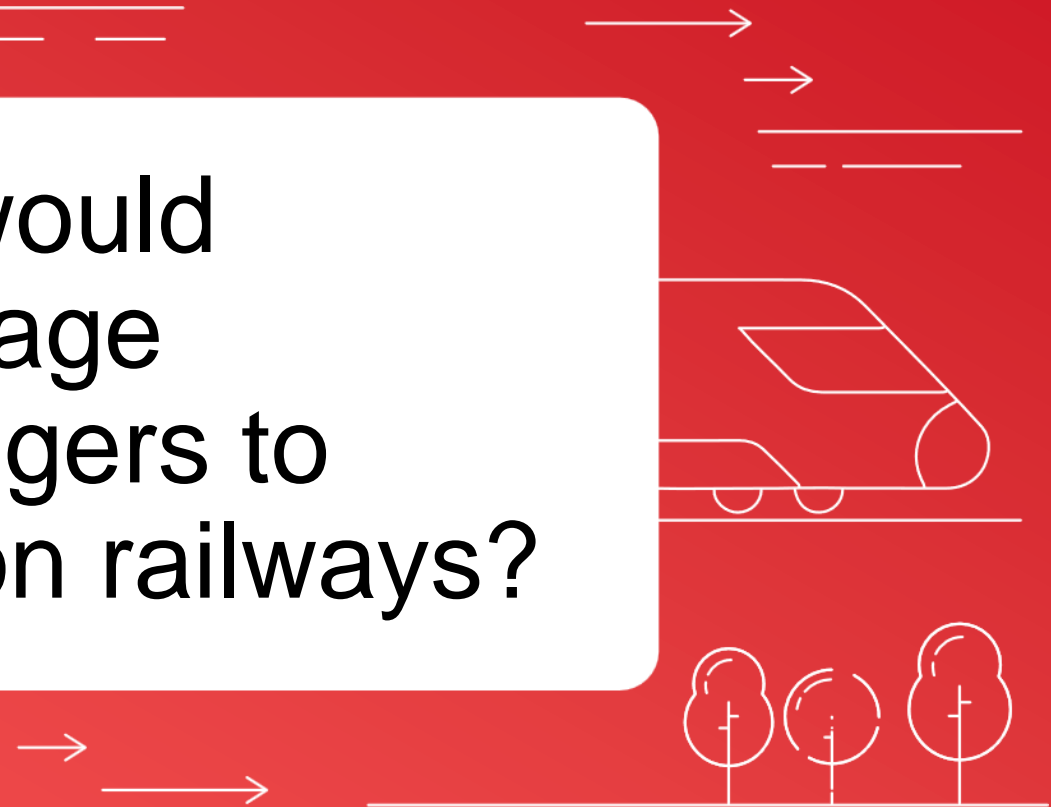
A comment analysis tool was used to find common key words and phrases in each comment. These were then used to build the main themes and the subcategories that make up this analysis.

Where can you find the main 'What Matters' report?

The report can be found by clicking [here](#).



What would encourage passengers to travel on railways?



What are the comments telling us...

What would encourage you to travel by rail?

1

Value for Money **Total mentions: 878**

Cheaper fares	853
More Deals/discounts	25

3

Train performance **Total mentions: 144**

Less crowded	75
Less cancellations	37
Less delays	32

2

Covid **Total mentions: 393**

Covid concerns eased	238
Hygiene	66
Face masks	47
Social distancing	42

4

Less strikes **Total mentions: 130**

What are the comments telling us...

What would encourage you to travel by rail?

5

Station location **Total mentions: 91**

Shorter distance to station	75
Better connections to stations	16

6

Onboard experience **Total mentions: 88**

More seats	49
Cleanliness	39

7

Travel reason **Total mentions: 55**

Travelling for leisure	45
Commuting to work	10

8

Staff overall **Total mentions: 50**

Friendly/helpful	21
More/reliable staff	15
Customer Service	14

What are the comments telling us...

What would encourage you to travel by rail?

9

Accessibility

Total mentions: 46

10


Safety

Total mentions: 22

11

More/free parking

Total mentions: 14

A hand holding a smartphone with thumbs up and down icons, a location pin, an alarm clock, a train, and a bus. The background is red with white line-art icons and arrows.

What do passengers think is “very important” for railway travel and accessibility?

What are the comments telling us...

What do you consider as 'very important' to train travel and making it accessible?

1

Onboard experience **Total mentions: 795**

Seats	324
Cleanliness	123
Food and/or Drinks	100
Luggage	78
Toilets	43
Seat reservations	36
Wi-Fi	35
Air Conditioning	32
Bicycles	24

2

Staff **Total mentions: 741**

More/reliable staff	386
Friendly/helpful staff	206
Customer Service	149

What are the comments telling us...

What do you consider as 'very important' to train travel and making it accessible?

3

Value for money

Total mentions: 546

Fares	501
Cost of living	24
Deals/discounts	21

4

Accessibility

Total mentions: 524

Boarding train	173
Lifts	119
Wheelchair access	116
Station/platform access	70
Audio/Braille/Easy read	23
Stairs	23

What are the comments telling us...

What do you consider as 'very important' to train travel and making it accessible?

5

User adjustments **Total mentions: 510**

Users with disabilities	311
Pram/Pushchair users	75
Less antisocial/abusive passengers	39
Hearing Impaired users	22
Elderly users	21
Female users	17
Neurodiverse users	14
Visually Impaired users	11

6

Train performance **Total mentions: 434**

Less delays	186
Less overcrowding	186
Less cancellations	62

What are the comments telling us...

What do you consider as 'very important' to train travel and making it accessible?

7

Station experience **Total mentions: 344**

Lifts	119
Boarding	63
Car park	50
Toilets	39
Ticket machine	20
Bike racks	16
Seats	14
Ticket office	12
Ticket barriers	11

8

Covid **Total mentions: 216**

Hygiene	130
Ventilation	40
Social distancing	31
Face masks	15

What are the comments telling us...

What do you consider as 'very important' to train travel and making it accessible?

9

Strikes

Total mentions: 91

Strikes	80
Disrupted plans	10

10

Safety

Total mentions: 89

11

Communications

Total mentions: 67

Clear announcements	56
Good app	11

12

Booking experience

Total mentions: 49

Clear timetable	36
Easy purchasing	13

What are the comments telling us...

What do you consider as 'very important' to train travel and making it accessible?

13

Sustainable travel **Total mentions: 45**

Bus and rail linked timetables	28
Travel with bikes	17

14

Station location **Total mentions: 42**

Better connections to station	25
Shorter distance to station	17

15

Travel reason **Total mentions: 33**

Travelling for leisure	18
Commuting to work	15