Rail User Survey

Rail passenger satisfaction: key driver analysis

February 2023

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Introduction

This key driver analysis shows which of 14 aspects of journey experience asked in our Rail User Survey are most important for passengers' overall satisfaction with their journey. This allows us to understand what 'drives' passenger satisfaction and therefore where efforts to improve should be focused.

This analysis uses data from Transport Focus's Rail User Survey which runs every weekend, asking those that have used trains

their experience on their most recent journey (one made within the last seven days). Six months of survey data was used for this analysis, that is from fieldwork between 8 July 2022 and 15 January 2023.

This report updates the analysis in our December 2021 report.
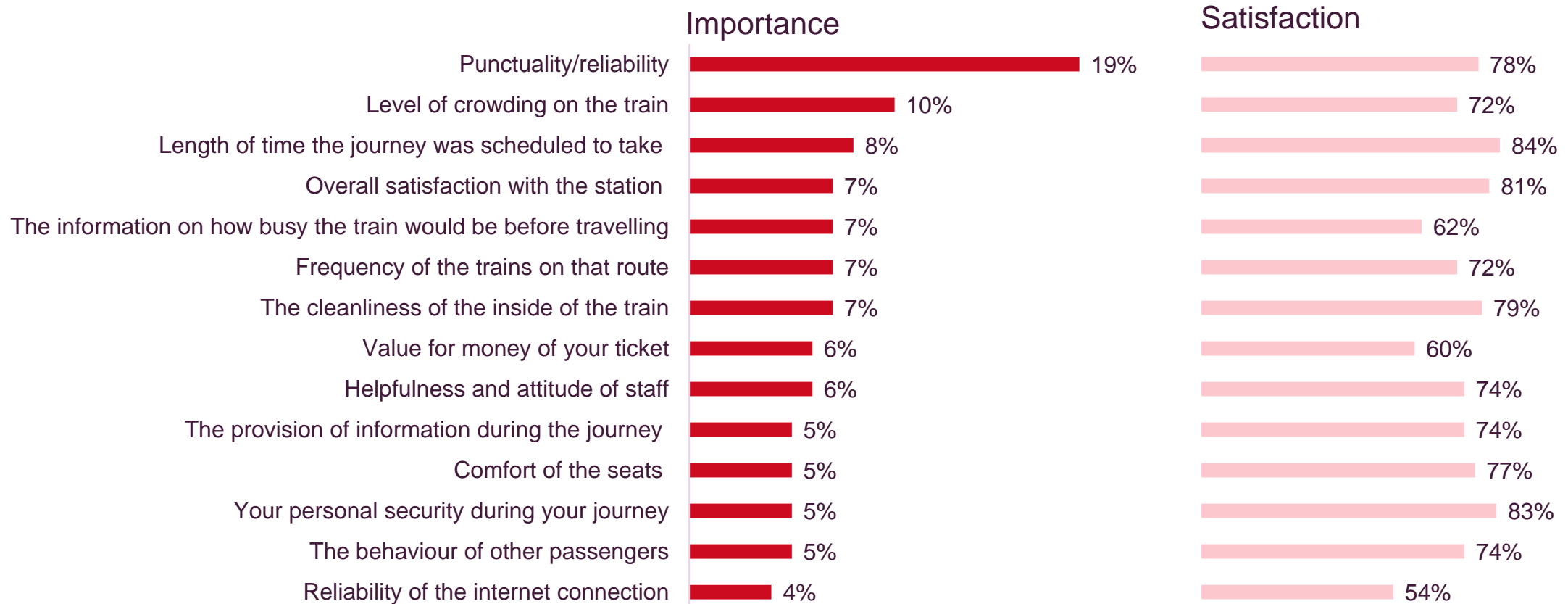
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Summary

- Punctuality/reliability is the most important driver of overall journey satisfaction, almost twice as important as any other aspect of the journey experience.

- Satisfaction with the level of crowding on the train and the length of time the journey was scheduled to take make up the top three.

- They are followed by a group of four aspects of similar importance: overall satisfaction with the station, information on how busy the train would be before travelling, frequency of trains on that route and the cleanliness of the inside of the train.
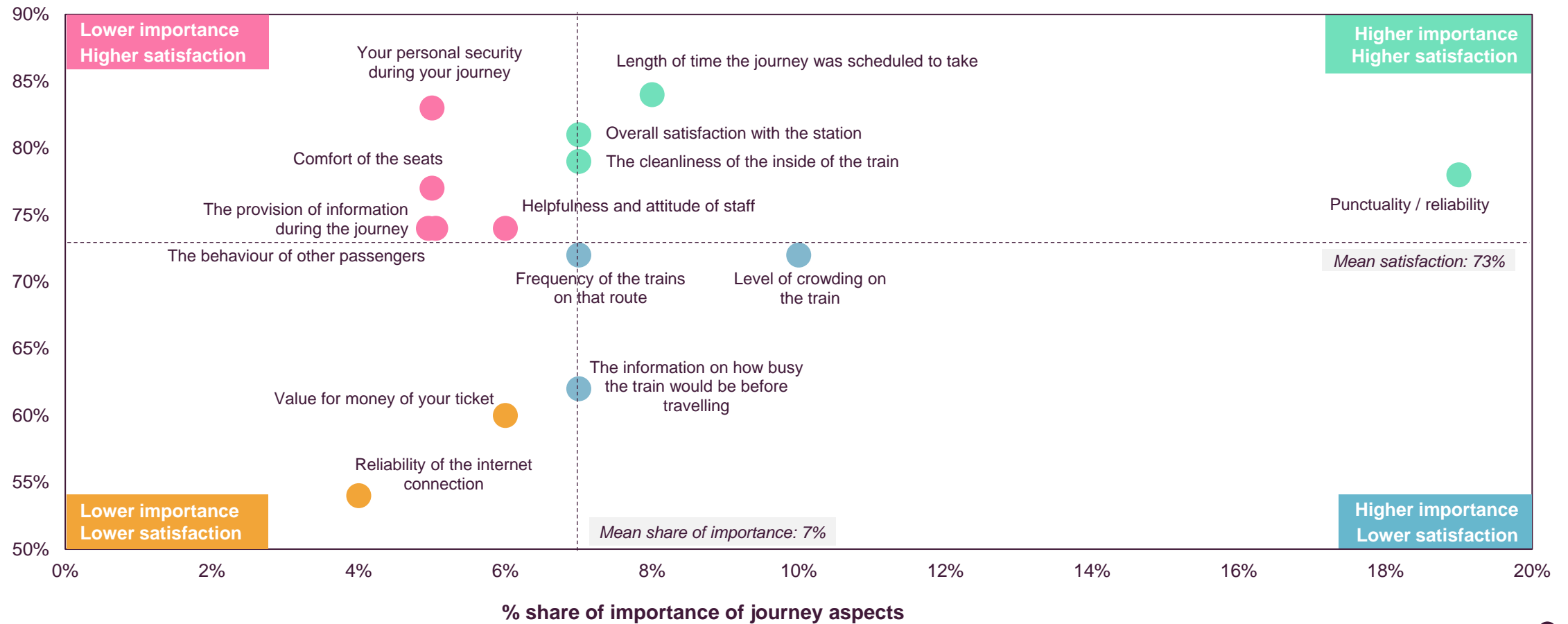
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Importance of journey aspects and satisfaction level

Satisfaction with punctuality/reliability is by far the most important for overall journey satisfaction

Aspect	Importance	Satisfaction
Punctuality/reliability	19%	78%
Level of crowding on the train	10%	72%
Length of time the journey was scheduled to take	8%	84%
Overall satisfaction with the station	7%	81%
The information on how busy the train would be before travelling	7%	62%
Frequency of the trains on that route	7%	72%
The cleanliness of the inside of the train	7%	79%
Value for money of your ticket	6%	60%
Helpfulness and attitude of staff	6%	74%
The provision of information during the journey	5%	74%
Comfort of the seats	5%	77%
Your personal security during your journey	5%	83%
The behaviour of other passengers	5%	74%
Reliability of the internet connection	4%	54%

Rail passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023. Sample size = 6917

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Importance of journey aspects versus satisfaction levels

% satisfaction with journey aspect

Lower importance
Higher satisfaction

Higher importance
Higher satisfaction

Your personal security during your journey

Length of time the journey was scheduled to take

Overall satisfaction with the station

The cleanliness of the inside of the train

Comfort of the seats

The provision of information during the journey

Helpfulness and attitude of staff

Punctuality / reliability

The behaviour of other passengers

Mean satisfaction: 73%

Frequency of the trains on that route

Level of crowding on the train

The information on how busy the train would be before travelling

Value for money of your ticket

Reliability of the internet connection

Lower importance
Lower satisfaction

Higher importance
Lower satisfaction

Mean share of importance: 7%

% share of importance of journey aspects

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Key drivers: satisfaction trends over six months

Overall satisfaction with the journey
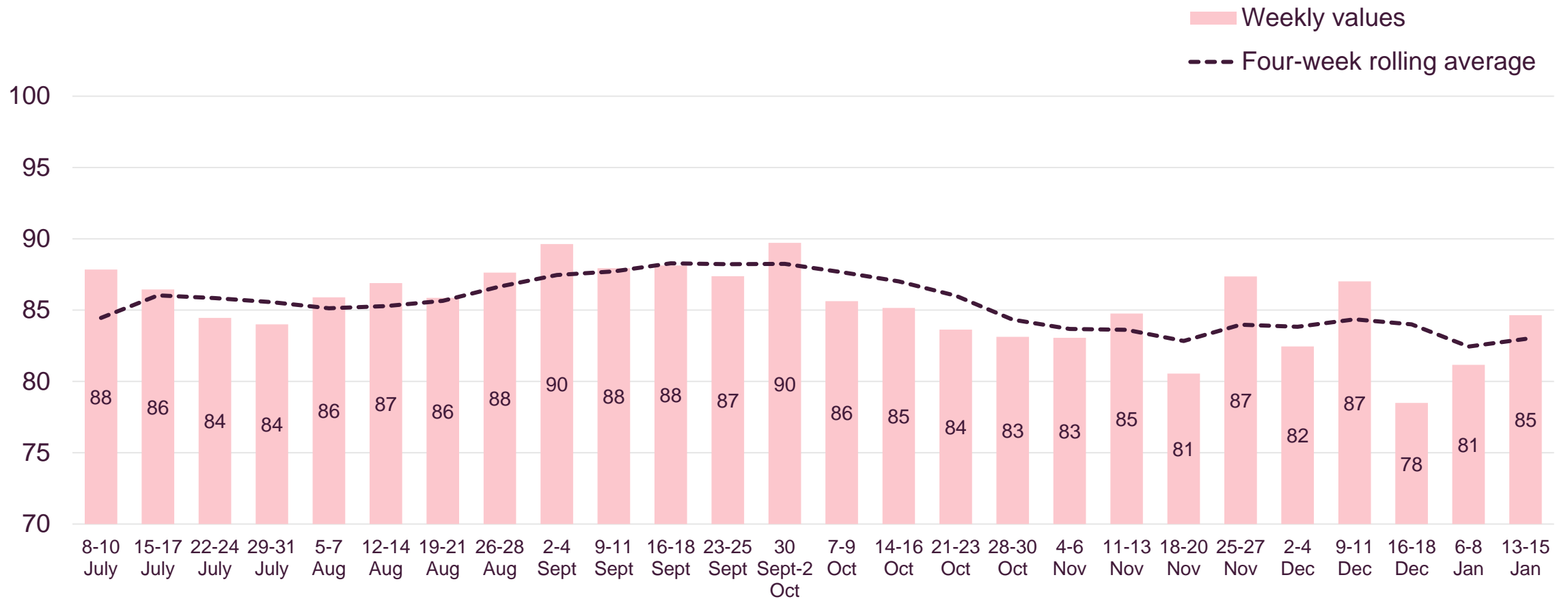
Weekly values

--- Four-week rolling average

	8-10 July	15-17 July	22-24 July	29-31 July	5-7 Aug	12-14 Aug	19-21 Aug	26-28 Aug	2-4 Sept	9-11 Sept	16-18 Sept	23-25 Sept	30 Sept-2 Oct	7-9 Oct	14-16 Oct	21-23 Oct	28-30 Oct	4-6 Nov	11-13 Nov	18-20 Nov	25-27 Nov	2-4 Dec	9-11 Dec	16-18 Dec	6-8 Jan	13-15 Jan
Value	88	86	84	84	86	87	86	88	90	88	88	87	90	86	85	84	83	83	85	81	87	82	87	78	81	85

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Satisfaction with punctuality/reliability

Weekly values

- - - Four-week rolling average

Date	Value
8-10 July	81
15-17 July	81
22-24 July	77
29-31 July	79
5-7 Aug	77
12-14 Aug	76
19-21 Aug	76
26-28 Aug	82
2-4 Sept	81
9-11 Sept	82
16-18 Sept	83
23-25 Sept	84
30 Sept-2 Oct	84
7-9 Oct	83
14-16 Oct	82
21-23 Oct	76
28-30 Oct	76
4-6 Nov	73
11-13 Nov	80
18-20 Nov	77
25-27 Nov	79
2-4 Dec	75
9-11 Dec	77
16-18 Dec	69
6-8 Jan	69
13-15 Jan	72

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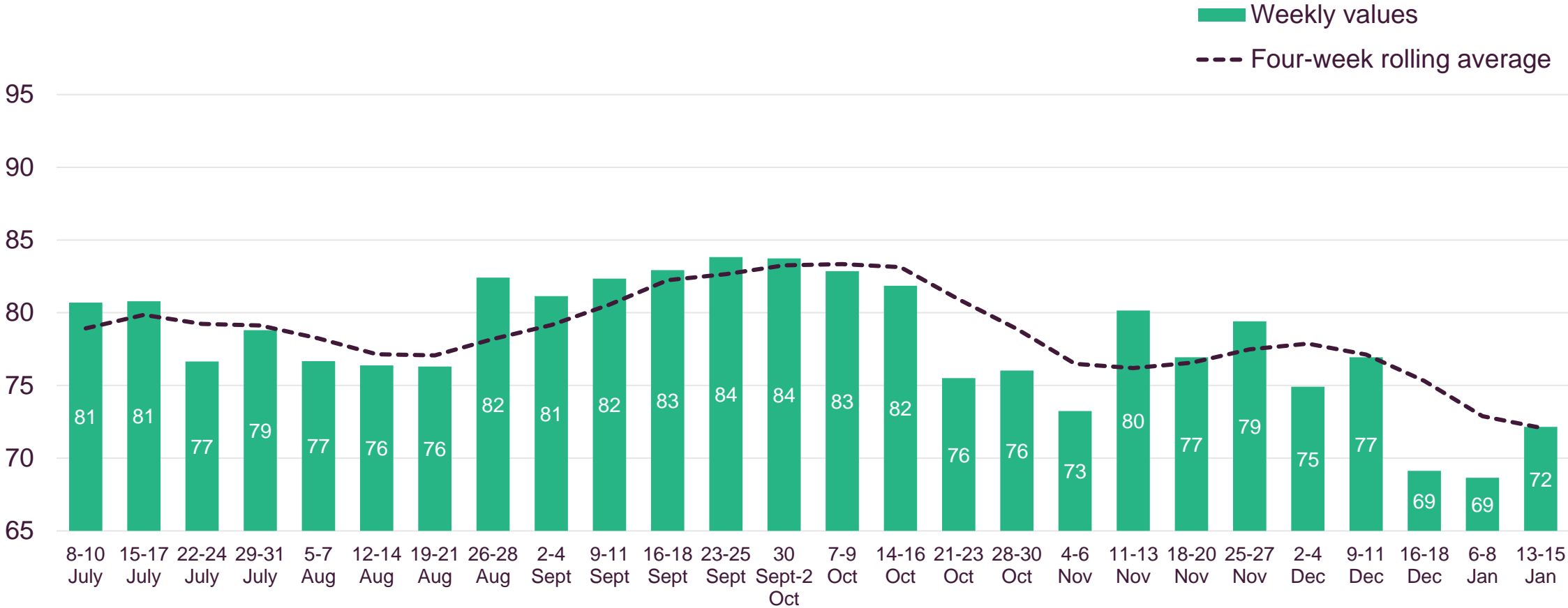
Satisfaction with level of crowding
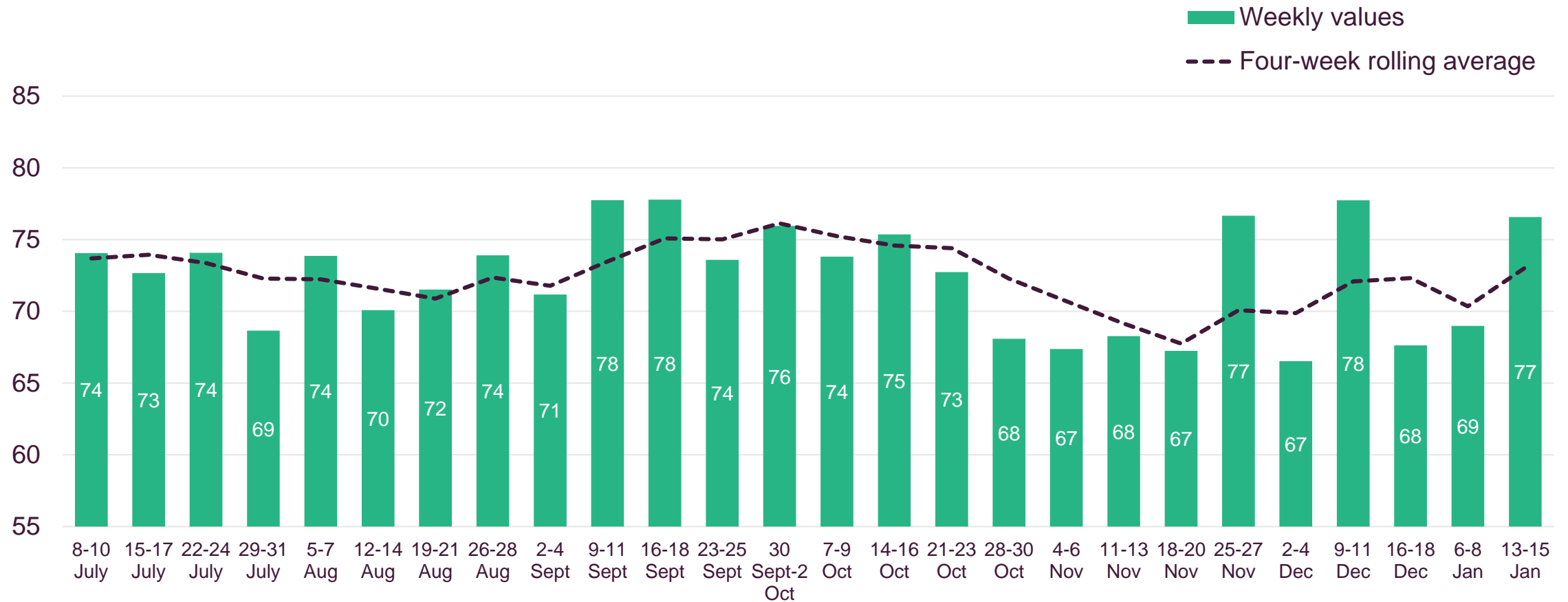
Legend:
- Weekly values
- Four-week rolling average

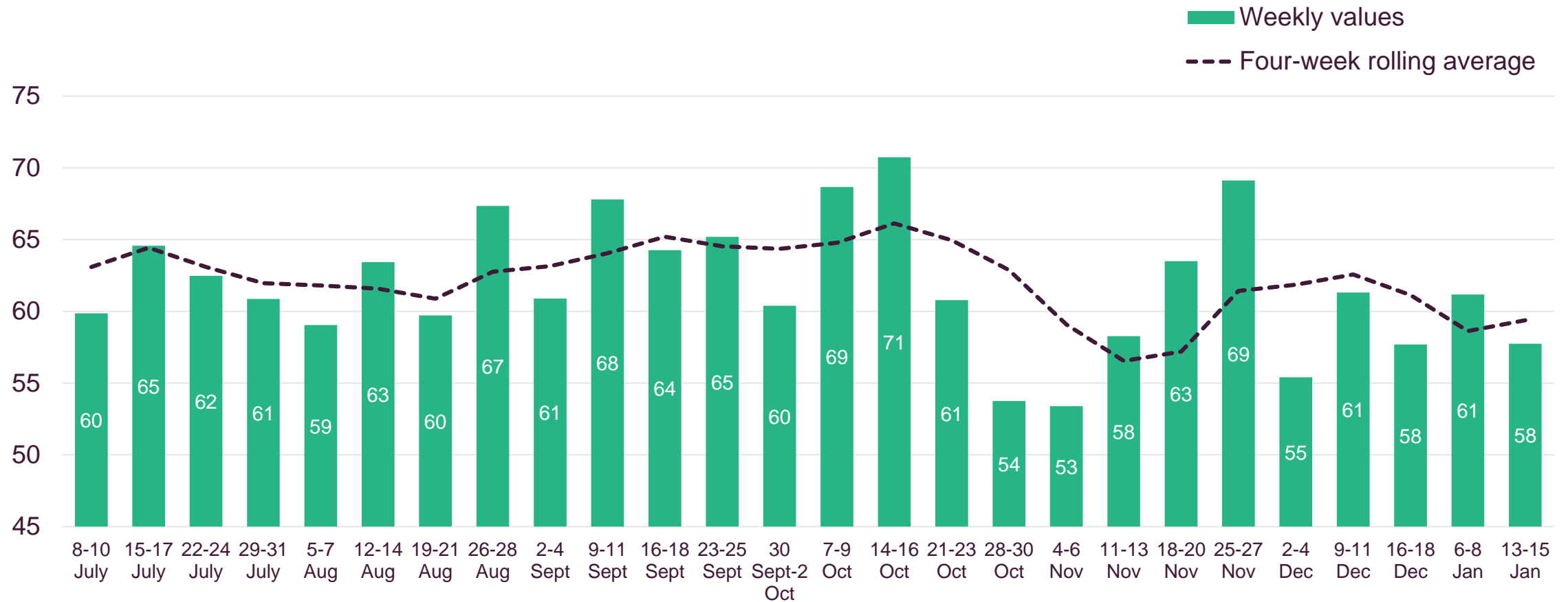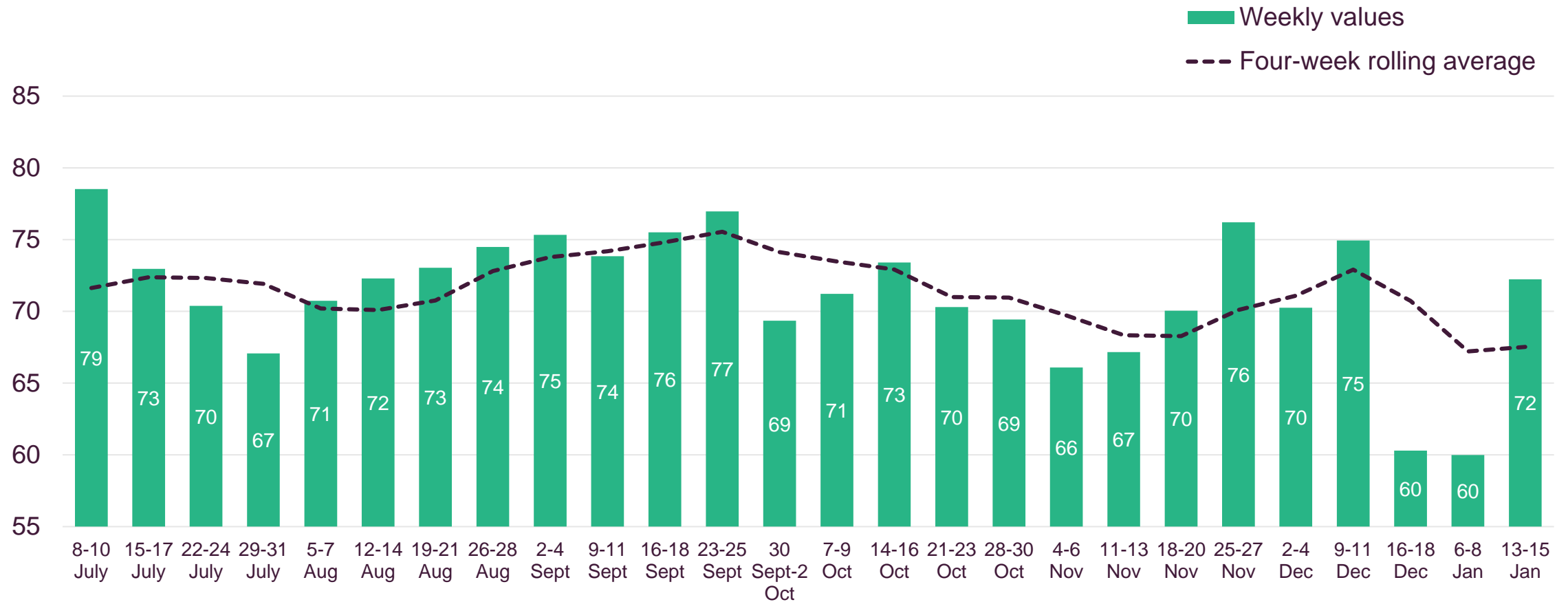| Week	Value
8-10 July	74
15-17 July	73
22-24 July	74
29-31 July	69
5-7 Aug	74
12-14 Aug	70
19-21 Aug	72
26-28 Aug	74
2-4 Sept	71
9-11 Sept	78
16-18 Sept	78
23-25 Sept	74
30 Sept-2 Oct	76
7-9 Oct	74
14-16 Oct	75
21-23 Oct	73
28-30 Oct	68
4-6 Nov	67
11-13 Nov	68
18-20 Nov	67
25-27 Nov	77
2-4 Dec	67
9-11 Dec	78
16-18 Dec	68
6-8 Jan	69
13-15 Jan	77

Rail passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.
Sample sizes: weekly values 149 to 342; four-weekly averages 834 to 1161.

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Satisfaction with scheduled journey time

Legend: Weekly values; Four-week rolling average

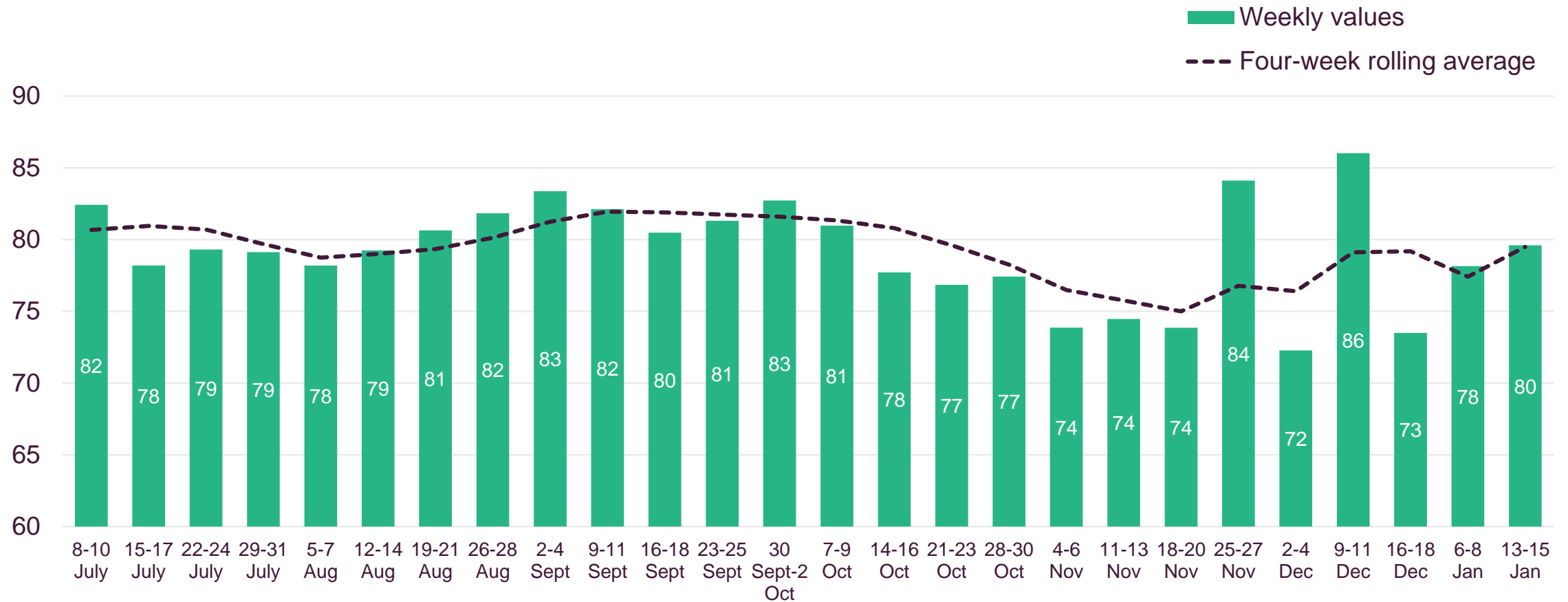| Week	Value
8-10 July	86
15-17 July	84
22-24 July	83
29-31 July	84
5-7 Aug	86
12-14 Aug	82
19-21 Aug	81
26-28 Aug	87
2-4 Sept	86
9-11 Sept	88
16-18 Sept	86
23-25 Sept	85
30 Sept-2 Oct	90
7-9 Oct	89
14-16 Oct	87
21-23 Oct	82
28-30 Oct	83
4-6 Nov	85
11-13 Nov	84
18-20 Nov	84
25-27 Nov	87
2-4 Dec	81
9-11 Dec	88
16-18 Dec	79
6-8 Jan	73
13-15 Jan	81

Rail passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.
Sample sizes: weekly values 149 to 343; four-weekly averages 834 to 1170.

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Overall satisfaction with the station

Legend: Weekly values; Four-week rolling average

Weekly values: 82, 82, 78, 80, 82, 80, 83, 84, 83, 84, 86, 86, 83, 85, 83, 80, 79, 76, 80, 79, 85, 77, 84, 77, 74, 77

Dates: 8-10 July, 15-17 July, 22-24 July, 29-31 July, 5-7 Aug, 12-14 Aug, 19-21 Aug, 26-28 Aug, 2-4 Sept, 9-11 Sept, 16-18 Sept, 23-25 Sept, 30 Sept-2 Oct, 7-9 Oct, 14-16 Oct, 21-23 Oct, 28-30 Oct, 4-6 Nov, 11-13 Nov, 18-20 Nov, 25-27 Nov, 2-4 Dec, 9-11 Dec, 16-18 Dec, 6-8 Jan, 13-15 Jan
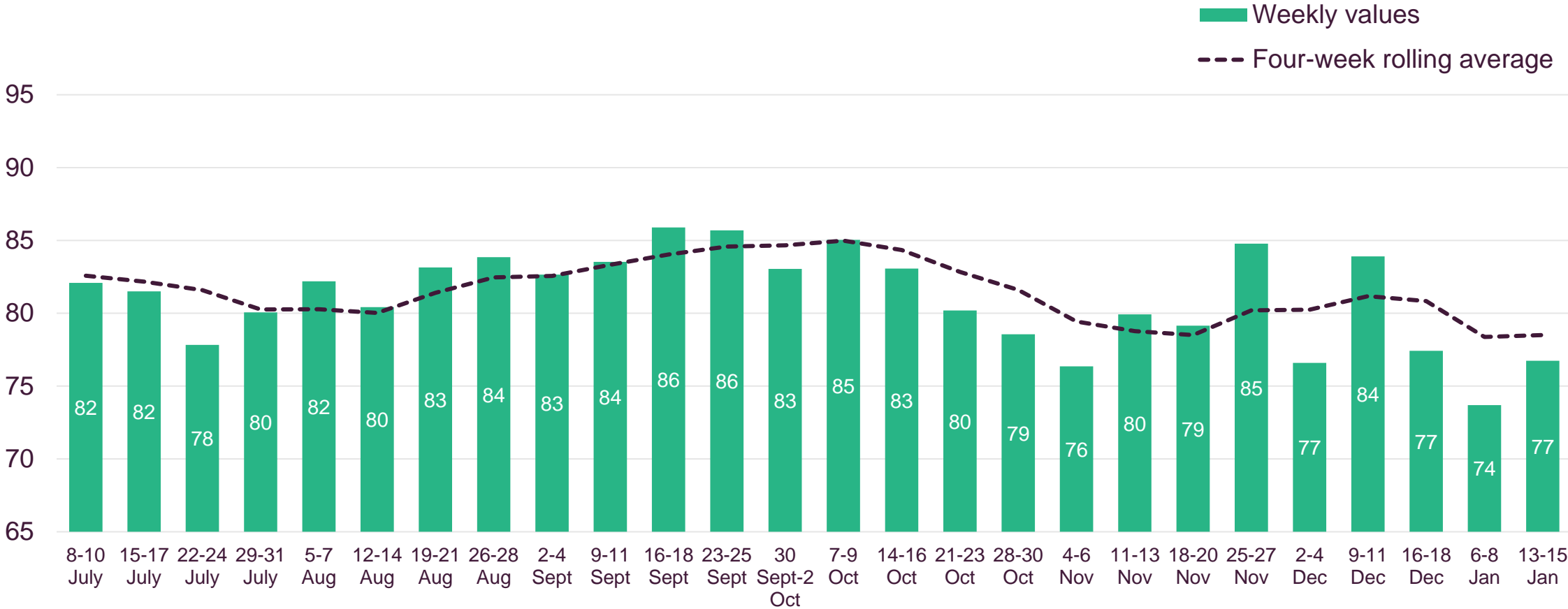
Rail passenger satisfaction: key driver analysis (February 2023). Data range: 8-10 July 2022 to 13-15 Jan 2023.
Sample sizes: weekly values 149 to 343; four-weekly averages 835 to 1169.

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Satisfaction with information on how busy the train would be before travelling

Legend: Weekly values, Four-week rolling average

Date	Value
8-10 July	60
15-17 July	65
22-24 July	62
29-31 July	61
5-7 Aug	59
12-14 Aug	63
19-21 Aug	60
26-28 Aug	67
2-4 Sept	61
9-11 Sept	68
16-18 Sept	64
23-25 Sept	65
30 Sept-2 Oct	60
7-9 Oct	69
14-16 Oct	71
21-23 Oct	61
28-30 Oct	54
4-6 Nov	53
11-13 Nov	58
18-20 Nov	63
25-27 Nov	69
2-4 Dec	55
9-11 Dec	61
16-18 Dec	58
6-8 Jan	61
13-15 Jan	58

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Satisfaction with frequency of the trains on that route

Weekly values
Four-week rolling average

Date	Value
8-10 July	79
15-17 July	73
22-24 July	70
29-31 July	67
5-7 Aug	71
12-14 Aug	72
19-21 Aug	73
26-28 Aug	74
2-4 Sept	75
9-11 Sept	74
16-18 Sept	76
23-25 Sept	77
30 Sept-2 Oct	69
7-9 Oct	71
14-16 Oct	73
21-23 Oct	70
28-30 Oct	69
4-6 Nov	66
11-13 Nov	67
18-20 Nov	70
25-27 Nov	76
2-4 Dec	70
9-11 Dec	75
16-18 Dec	60
6-8 Jan	60
13-15 Jan	72

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Satisfaction with the cleanliness of the inside of the train

Legend:
- Weekly values
- Four-week rolling average

Week	Weekly value
8-10 July	82
15-17 July	78
22-24 July	79
29-31 July	79
5-7 Aug	78
12-14 Aug	79
19-21 Aug	81
26-28 Aug	82
2-4 Sept	83
9-11 Sept	82
16-18 Sept	80
23-25 Sept	81
30 Sept-2 Oct	83
7-9 Oct	81
14-16 Oct	78
21-23 Oct	77
28-30 Oct	77
4-6 Nov	74
11-13 Nov	74
18-20 Nov	74
25-27 Nov	84
2-4 Dec	72
9-11 Dec	86
16-18 Dec	73
6-8 Jan	78
13-15 Jan	80

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Methodology

Rail User Survey

Transport Focus's *Rail User Survey* runs each weekend in Yonder Consulting's omnibus; a survey reaching 2000 people and designed to be representative of the population of Great Britain.

The survey asks whether they have made a rail journey (excluding London Underground) in the last seven days. Those that have then answer our dedicated Rail User Survey questions about satisfaction with their journey (question texts shown in the appendix).

Key drivers of overall journey satisfaction approach

The statistical approach taken was Johnson's Relative Weights which is a regression method that quantifies the importance of predictor variables. The predictive value of 14 attributes of journey experience were assessed. Overall satisfaction with the train was omitted from the aspects assessed as it is a summary of some the fifteen measures in the survey, not an individual journey aspect.

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

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

The analysis was produced by Yonder Consulting. The model R squared value is 0.55.

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Appendix: survey question texts

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

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

a. The information on how busy the train would be before travelling

b. The cleanliness of the inside of the train

c. Helpfulness and attitude of staff

d. Overall satisfaction with the station

e. Punctuality/reliability (i.e. the train departing / arriving on time)

f. Frequency of the trains on that route

g. Length of time the journey was scheduled to take

h. Level of crowding on the train

i. The behaviour of other passengers

j. Provision of information during the journey

k. Comfort of the seats

l. Value for money of your ticket

m. Reliability of the internet connection

n. Overall satisfaction with the train

o. Your personal security during your journey.

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Transport Focus is the operating name of the Passengers' Council

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

- Bus, coach and tram users across England outside London.

- Rail passengers in Great Britain

- All users of England's motorways and major 'A' roads (the Strategic Road Network)

We work to make a difference for all transport users.

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