Rail passengers' priorities for improvements

October 2014



Foreword

Twice each year Passenger Focus publishes the National Rail Passenger Survey (NRPS) to measure passengers' satisfaction with various aspects of their rail journey. From time to time we also carry out research into passengers' priorities for improvement, irrespective of their current level of satisfaction with a particular factor. This report presents the latest research.

The headline findings are that the core aspects of any train service are the ones passengers most wish to see improved. In first place is "price of train tickets offers better value for money". We know from previous research this is influenced heavily by train punctuality, ability to get a seat and the handling of service disruption – as well as by the level of fares. After that comes "passengers are always able to get a seat on the train" (2nd), "trains sufficiently frequent at the times I wish to travel" (3rd), that "more trains arrive on time than happens now" (4th) and "train company keeps me informed of delays" (5th). The role the internet now plays in our lives is highlighted by the fact "free Wi-Fi available on the train" is the 10th highest priority for improvement. Generally, the order of priorities varies only slightly between England, Scotland and Wales – for example "train company keeps me informed of delays" is the 4th highest priority for improvement in Scotland and Wales, but 5th in England.

As well as understanding which aspects passengers regard as a greater priority for improvement than others, the index score allows us to see how much more important, or less important, one factor is compared with an average score of 100. From the index score we can see that not only is "price of train tickets offers better value for money" the top priority for improvement in Great Britain, it is almost five times as important as the average priority. That "passengers are always able to get a seat on the train" is over three and a half times greater priority to improve than the average, while "trains (are) sufficiently frequent at the times I wish to travel" is over two and a half times the average priority.

The research also looked separately at passengers' priorities for improvements at stations. The top five are:

- **1** seating on platforms
- 2 toilets
- 3 litter bins
- 4 platform shelters
- 5 waiting rooms.

These vary quite significantly by size of station. For example, improvements to platform shelters are less important at high footfall stations than medium and low footfall locations.

There is a wealth of information in this research. We hope the insight into what passengers most want to see improved will be helpful to the rail industry in focusing investment and management attention.

Rail passengers' priorities simulator tool

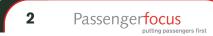
We have produced a simulator tool that you can use to run priorities for different groups of passengers. For example, you can run priorities by region or country, journey length, age and gender. The simulator tool also allows you to remove priorities and re-run the analysis – for example, you may want to understand how the priorities change when value for money is excluded.

The simulator tool, along with instructions on how to use it, can be found on our website: http://bit.ly/priorities-simulator-2014



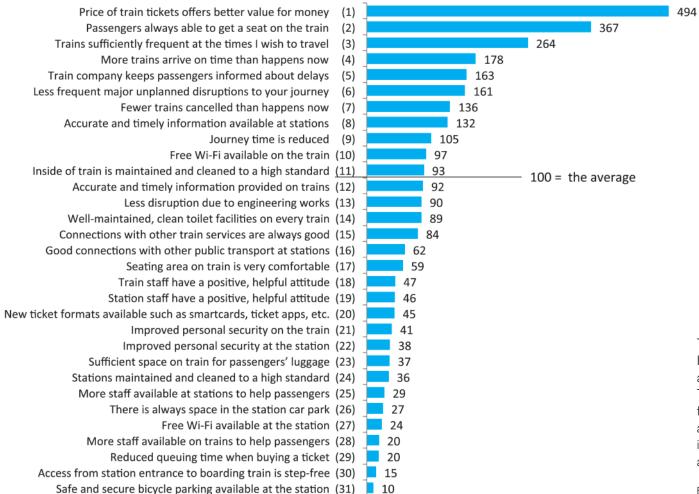
Technical note

Technical note: This wave of research uses a revised methodology (known as MaxDiff). We have also introduced new options, such as provision of free Wi-Fi on trains, and reworded others to give more granularity and improve clarity. As a result, direct comparison with similar research in 2009 and 2007 should be avoided.



Rail passengers' priorities for improvement in Great Britain

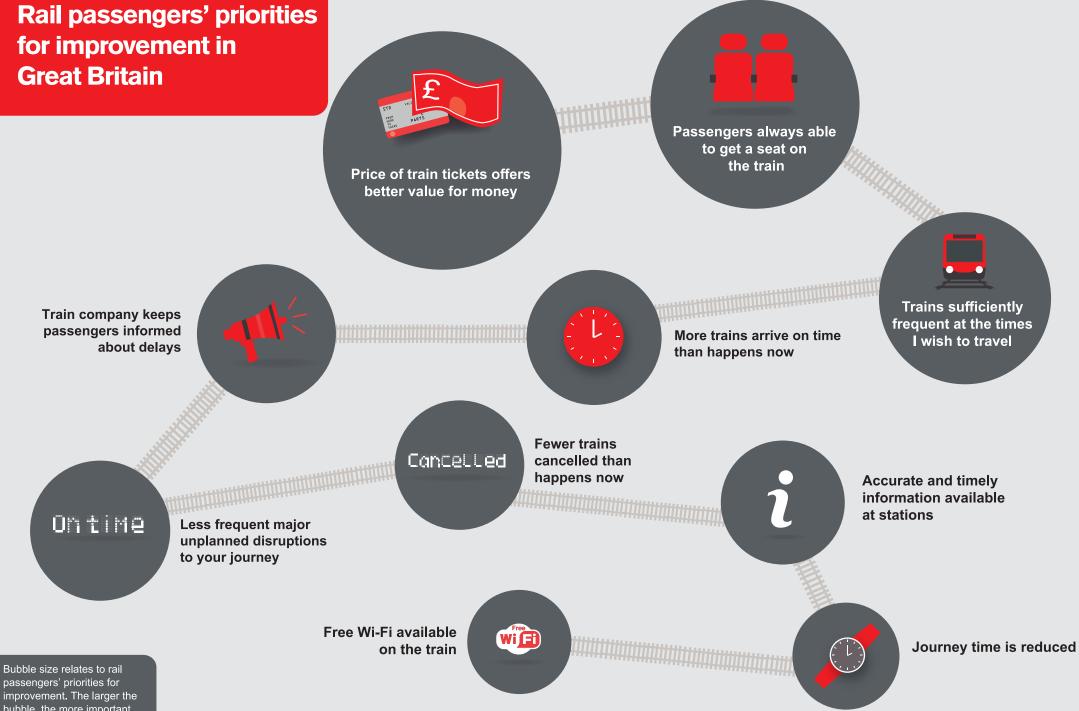
Rank order with index score to 100



The priorities are shown as an index averaged on 100. In this case 100 = the average share under the assumption of equal importance of all attributes. The number of points above 100 is equivalent to the ratio of actual preference share to this theoretical average. So for example 150 = 50 per cent more important than average, 300 = three times as important as average, 50 = half as important as average.

Base: All Great Britain rail passengers n=3,559





bubble, the more important the priority



Inside of train is maintained and cleaned to a high standard Accurate and timely information provided on trains Less disruptions due to engineering works Well-maintained, clean toilet facilities on every train Connections with other train services are always good Good connections with other public transport at stations Seating area on train is very comfortable Train staff have a positive, helpful attitude Station staff have a positive, helpful attitude New ticket formats available such as smartcards, ticket Apps

	Improved personal security on the train
	Improved personal security at the station
•	Sufficient space on train for passengers' luggage
•	Stations maintained and cleaned to a high standard
•	More staff available at stations to help passengers
•	There is always space in the station car park
٠	Free Wi-Fi available at the station
٠	More staff available on trains to help passengers
•	Reduced queuing time when buying a ticket
٠	Access from station entrance to boarding train is step-free

Safe and secure bicycle parking available at the station

Research conducted at stations throughout Great Britain during March and April 2014. We received 3559 completed surveys.

Rail passengers' priorities for improvement by country

, ,	Tota	Total GB		England		Scotland		Wales	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	
Price of train tickets offers better value for money	1	494	1	497	1	463	1	458	
Passengers always able to get a seat on the train	2	367	2	364	2	404	2	402	
rains sufficiently frequent at the times I wish to travel	3	264	3	266	3	235	3	238	
Nore trains arrive on time than happens now	4	178	4	180	5	146	5	150	
rain company keeps passengers informed about delays	5	163	5	163	4	156	4	168	
ess frequent major unplanned disruptions to your journey	6	161	6	163	6	131	7	133	
ewer trains cancelled than happens now	7	136	7	138	9	113	8	116	
Accurate and timely information available at stations	8	132	8	132	7	130	6	140	
ourney time is reduced	9	105	9	106	13	88	14	84	
ree Wi-Fi available on the train	10	97	10	95	8	126	11	97	
nside of train is maintained and cleaned to a high standard	11	93	11	92	11	107	10	106	
Accurate and timely information provided on trains	12	92	12	92	12	90	12	97	
ess disruption due to engineering works	13	90	13	91	15	75	15	76	
Vell-maintained, clean toilet facilities on every train	14	89	14	88	10	109	9	106	
Connections with other train services are always good	15	84	15	83	14	88	13	95	
Good connections with other public transport at stations	16	62	16	62	17	66	16	71	
Seating area on train is very comfortable	17	59	17	58	16	73	17	67	
rain staff have a positive, helpful attitude	18	47	18	46	19	53	18	54	
Station staff have a positive, helpful attitude	19	46	19	45	20	51	19	53	
lew ticket formats available such as smartcards, ticket apps	20	45	20	45	18	53	20	49	
mproved personal security on the train	21	41	21	41	23	39	22	45	
nproved personal security at the station	22	38	22	38	25	37	23	42	
Sufficient space on train for passengers' luggage	23	37	23	37	21	48	21	47	
stations maintained and cleaned to a high standard	24	36	24	35	22	41	24	41	
Nore staff available at stations to help passengers	25	29	25	29	27	31	25	33	
here is always space in the station car park	26	27	26	26	24	38	26	31	
ree Wi-Fi available at the station	27	24	27	24	26	33	27	25	
fore staff available on trains to help passengers	28	20	28	20	29	22	28	23	
Reduced queuing time when buying a ticket	29	20	29	19	28	23	29	21	
Access from station entrance to boarding train is step-free	30	15	30	15	30	18	30	18	
Safe and secure bicycle parking available at the station	31	10	31	10	31	12	31	12	

The top ranked priorities for improvement are broadly consistent by country. 'Free Wi-Fi available on the train' features strongly for passengers in Scotland; they rank this as the 8th priority for improvement, which is higher than England and Wales.

Base: All Great Britain rail passengers n=3,559 / England n=2,392 / Scotland n=417 / Wales n=750

Rail passengers' priorities for improvement

by journey purpose	Tot	Total GB		Commuter		Business		sure
	Rank	Index	Rank	Index	Rank	Index	Rank	Index
Price of train tickets offers better value for money	1	494	1	537	1	513	1	440
Passengers always able to get a seat on the train	2	367	3	282	2	496	2	408
Frains sufficiently frequent at the times I wish to travel	3	264	2	315	3	239	3	217
Nore trains arrive on time than happens now	4	178	4	218	5	137	5	150
rain company keeps passengers informed about delays	5	163	6	170	6	133	4	167
ess frequent major unplanned disruptions to your journey	6	161	5	198	7	123	7	134
ewer trains cancelled than happens now	7	136	7	166	10	105	8	116
Accurate and timely information available at stations	8	132	8	133	9	110	6	139
ourney time is reduced	9	105	9	125	8	111	14	81
ree Wi-Fi available on the train	10	97	12	90	4	143	13	87
nside of train is maintained and cleaned to a high standard	11	93	14	71	11	103	10	113
occurate and timely information provided on trains	12	92	11	95	13	76	11	96
ess disruption due to engineering works	13	90	10	106	16	72	15	78
Vell-maintained, clean toilet facilities on every train	14	89	15	61	12	100	9	116
connections with other train services are always good	15	84	13	77	15	73	12	95
Good connections with other public transport at stations	16	62	16	56	18	52	16	72
Seating area on train is very comfortable	17	59	18	42	14	75	17	71
rain staff have a positive, helpful attitude	18	47	20	37	20	45	18	57
station staff have a positive, helpful attitude	19	46	19	37	21	42	19	56
lew ticket formats available such as smartcards, ticket apps	20	45	17	45	17	55	24	42
mproved personal security on the train	21	41	21	35	24	32	20	52
nproved personal security at the station	22	38	22	32	25	30	22	47
Sufficient space on train for passengers' luggage	23	37	25	23	22	40	21	51
Stations maintained and cleaned to a high standard	24	36	23	28	23	35	23	44
fore staff available at stations to help passengers	25	29	26	23	27	23	25	37
here is always space in the station car park	26	27	28	18	19	52	26	26
ree Wi-Fi available at the station	27	24	24	24	26	30	28	23
fore staff available on trains to help passengers	28	20	29	16	29	17	27	26
Reduced queuing time when buying a ticket	29	20	27	19	28	18	29	22
ccess from station entrance to boarding train is step-free	30	15	30	11	30	12	30	21
Safe and secure bicycle parking available at the station	31	10	31	9	31	8	31	13

Priorities differ with journey purpose. Getting a seat is a lower priority for commuters than for business and leisure passengers. Perhaps some standing is an accepted part of commuting. It could be that if a business passenger intends to work they need a seat or that standing is not expected if they are travelling for leisure. Commuters have ranked "trains sufficiently frequent at the times I wish to travel" as their 2nd priority for improvement, at over three times the average priority. Perhaps this is because commuters get to the station and have very little wait for a train.

Commuters might associate increased frequency with a greater chance of getting a seat. Business passengers rank getting a seat as their 2nd priority for improvement. It is nearly five times as important as the average priority. Free Wi-Fi on the train is their 4th priority – much higher than commuter and leisure passengers. Both suggest that business passengers prioritise improvements that allow them to use their time on the train to work. Base: All Great Britain rail passengers n=3,559 / Commuter n=1754 / Business n=431 / Leisure n=1374

Rail passengers' priorities for improvement by rail industry sector

,,,	То	Total GB		London & South East		Long distance		Regional	
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	
Price of train tickets offers better value for money	1	494	1	509	1	489	1	452	
Passengers always able to get a seat on the train	2	367	2	307	2	477	2	414	
rains sufficiently frequent at the times I wish to travel	3	264	3	293	3	219	3	235	
fore trains arrive on time than happens now	4	178	4	206	5	139	5	147	
rain company keeps passengers informed about delays	5	163	6	169	4	146	4	166	
ess frequent major unplanned disruptions to your journey	6	161	5	188	7	125	7	131	
ewer trains cancelled than happens now	7	136	7	157	11	106	8	114	
ccurate and timely information available at stations	8	132	8	134	8	120	6	138	
burney time is reduced	9	105	9	115	12	99	14	84	
ree Wi-Fi available on the train	10	97	12	86	6	126	12	92	
side of train is maintained and cleaned to a high standard	11	93	14	81	10	112	9 b	105	
ccurate and timely information provided on trains	12	92	11	95	14	83	11	96	
ess disruption due to engineering works	13	90	10	102	16	73	15	75	
/ell-maintained, clean toilet facilities on every train	14	89	15	73	9	115	10	104	
onnections with other train services are always good	15	84	13	81	13	83	13	92	
ood connections with other public transport at stations	16	62	16	60	17	61	16	69	
eating area on train is very comfortable	17	59	17	48	15	77	17	68	
ain staff have a positive, helpful attitude	18	47	18	42	19	50	18	54	
tation staff have a positive, helpful attitude	19	46	19	42	20	48	19	53	
ew ticket formats available such as smartcards, ticket apps	20	45	21	39	18	59	20	52	
nproved personal security on the train	21	41	20	41	23	32	22	45	
proved personal security at the station	22	38	22	37	24	31	23	42	
ufficient space on train for passengers' luggage	23	37	24	30	21	47	21	47	
ations maintained and cleaned to a high standard	24	36	23	32	22	39	24	42	
ore staff available at stations to help passengers	25	29	25	27	26	27	26	35	
nere is always space in the station car park	26	27	26	23	27	25	25	42	
ee Wi-Fi available at the station	27	24	27	22	25	30	27	26	
ore staff available on trains to help passengers	28	20	29	18	28	19	28	24	
educed queuing time when buying a ticket	29	20	28	19	29	18	29	23	
ccess from station entrance to boarding train is step-free	30	15	30	14	30	14	30	21	
afe and secure bicycle parking available at the station	31	10	31	10	31	10	31	12	

There are some variations between different types of train company. "Less frequent major unplanned disruptions to your journey" is an important priority to improve for passengers of London & South East train companies, who rank this as 5th. Free Wi-Fi provision on the train is a higher priority (6th) to improve for long distance passengers than those of regional and London & South East companies. Base: All Great Britain rail passengers n=3,559 / London & South East n=1,328 / Long distance n=724 / Regional n=1362

Rail passengers' priorities for improvement by age and gender

by age and genaer	Tota	al GB			Gender: M	lale – Age	9			C	Gender: F	emale – Ag	ge					
								16-34		35-54		5+	16-	·34	35	-54	5	5+
	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index	Rank	Index				
Price of train tickets offers better value for money	1	494	1	554	1	536	2	465	1	512	1	505	2	416				
Passengers always able to get a seat on the train	2	367	3	278	2	328	1	477	3	262	2	357	1	460				
rains sufficiently frequent at the times I wish to travel	3	264	2	306	3	294	3	232	2	285	3	281	3	200				
Nore trains arrive on time than happens now	4	178	4	205	4	192	5	148	4	205	4	188	6	142				
rain company keeps passengers informed about delays	5	163	8	141	6	160	4	156	6	165	5	169	4	178				
ess frequent major unplanned disruptions to your journey	6	161	5	191	5	173	6	132	5	193	6	166	9	123				
ewer trains cancelled than happens now	7	136	7	152	7	145	8	114	7	156	7	144	10	112				
Accurate and timely information available at stations	8	132	10	111	8	128	7	129	8	130	8	135	5	149				
ourney time is reduced	9	105	9	138	9	122	11	101	10	120	9	105	18	59				
ree Wi-Fi available on the train	10	97	6	175	10	117	14	84	9	123	15	72	23	47				
nside of train is maintained and cleaned to a high standard	11	93	15	67	13	82	10	103	14	77	11	93	8	126				
ccurate and timely information provided on trains	12	92	12	81	12	90	13	89	12	94	10	94	11	100				
ess disruption due to engineering works	13	90	11	104	11	94	15	76	11	106	12	91	14	72				
Vell-maintained, clean toilet facilities on every train	14	89	16	62	15	74	9	105	15	72	13	84	7	128				
Connections with other train services are always good	15	84	13	72	14	80	12	92	13	82	14	78	12	96				
Good connections with other public transport at stations	16	62	17	56	16	59	17	67	16	62	17	57	15	71				
eating area on train is very comfortable	17	59	18	45	18	50	16	71	18	47	16	57	13	79				
rain staff have a positive, helpful attitude	18	47	20	33	19	39	18	51	19	41	19	46	16	64				
Station staff have a positive, helpful attitude	19	46	21	32	20	38	19	50	20	40	20	45	17	63				
New ticket formats available such as smartcards, ticket apps	20	45	14	71	17	50	21	41	17	59	22	36	27	28				
nproved personal security on the train	21	41	24	25	21	33	22	40	21	36	18	47	20	56				
nproved personal security at the station	22	38	25	24	22	31	24	37	22	34	21	42	21	52				
Sufficient space on train for passengers' luggage	23	37	22	27	24	27	20	49	25	29	24	32	19	57				
stations maintained and cleaned to a high standard	24	36	23	25	23	30	23	39	24	31	23	35	22	49				
Nore staff available at stations to help passengers	25	29	26	18	27	22	25	31	26	25	25	30	24	42				
here is always space in the station car park	26	27	27	17	26	24	26	30	27	20	26	28	25	36				
ree Wi-Fi available at the station	27	24	19	41	25	27	27	22	23	33	29	20	30	12				
fore staff available on trains to help passengers	28	20	29	13	29	15	28	21	29	17	28	20	26	29				
educed queuing time when buying a ticket	29	20	28	16	28	17	29	20	28	19	27	21	28	23				
Access from station entrance to boarding train is step-free	30	15	31	10	31	10	30	18	30	15	30	14	29	22				
Safe and secure bicycle parking available at the station	31	10	30	11	30	11	31	11	31	12	31	8	31	11				

Priorities vary considerably by demographics. For example, we can see that younger passengers rank free Wi-Fi on the train higher than other age groups, and older age groups place more importance on getting a seat.

Base: All Great Britain rail passengers n=3,559

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Overall top of mind improvements

Before passengers answered questions on their priorities for improvement, we asked them how train companies could improve their experience of rail travel. This gave us their 'top of mind' responses. These focus on improvements to train services, time and price.

		Jour	Journey purpose %				
	Total %	Commuter	Business	Leisure			
Any mention of train	42	49	46	32			
Bigger trains/more coaches/seats	16	23	15	8			
Extra carriages at peak times/rush hour	6	7	7	4			
Cleanliness of trains/carriages	5	6	3	4			
Up-keep/maintenance of trains/carriages	4	6	4	3			
Comfort on trains	4	4	5	3			
Better on-board facilities	3	2	6	4			
Wi-Fi on trains/in carriages	3	2	9	2			
More trains	2	4	1	1			
Any mention of time	29	42	24	16			
Punctuality/lateness/trains not running on time	11	16	11	6			
More frequent service	5	9	2	2			
Delays	5	8	2	2			
Cancellations	4	6	2	2			
Any mention of price	13	15	14	11			
Any mention of communications	11	13	11	9			
Any mention of ticketing/booking	6	4	11	5			
Any mention of staff	4	4	4	5			
Any mention of station	4	4	4	4			
Any mention of other service issue	11	15	8	9			

"More carriages! I'm really fed up being squeezed in like a sardine." Female / 35-44 / S East / Commuter

"Cleanliness especially the toilet area. Need to bleach all corners and crevices, plus loo during journey and handles, etc." Female / 65-69 / Wales / Leisure

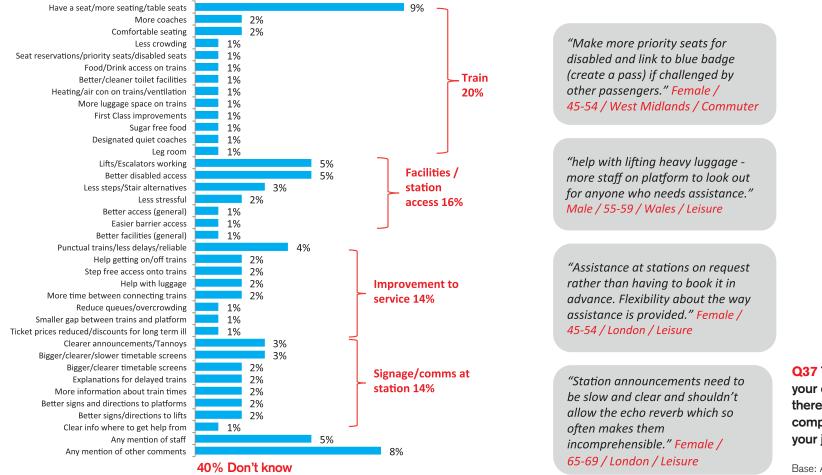
"Better quality trains, increased comfort and cleanliness. More carriages!" Male / 35-44 / Wales / Commuter

"Punctuality - all the time. Regular communication and if there are any problems then forward communication. For example if any problems at destination." Male / 45-54 / S West / Commuter

"Better information when there are problems." Male / 60-64 / London / Business **Q11** Overall, how do you think that train companies could improve the experience of rail travel for you?

Base: All Great Britain rail passengers n=3,559

We know from our previous research¹ that passengers with a disability can have additional needs when travelling by train, and we wanted to make sure that we covered these needs in our research. We asked disabled passengers if there was anything else that train companies could do to improve their journey experience. Improvements around seating and accessibility are most mentioned.



Q37 Taking into consideration your condition or illness, is there anything else that train companies could do to improve your journey experience today?

Base: All with a condition/illness n= 398

utting passengers first

11

Passengerfocus

Station facilities that need to be provided at stations

Facilities that need to be provided vary significantly by station size, but provision of Wi-Fi at the station is the top mention for all stations.

		S	tation footfall	%
		High	Medium	Low
Free Wi-Fi at the station	27%	25	31	28
Toilets	21%	9	40	41
Litter bins	18%	22	10	17
Cashpoint	18%	12	30	21
Waiting rooms (fully-enclosed waiting area)	17%	11	24	29
Seating on platforms	12%	16	5	9
Canopies over the platforms to stop you getting wet	11%	6	18	24
Outlet selling tea/coffee, sandwiches and snacks	11%	6	18	18
Left Luggage facility	10%	10	10	8
Point to collect goods ordered on the internet	9%	8	12	10
Shop selling a small range of convenience items	9%	6	14	14
Machine to collect train tickets ordered on the internet	9%	5	14	19
Shelter on platforms (i.e. semi-enclosed waiting area)	8%	7	10	10
Automatic ticket gates	6%	5	9	9
Other shops and facilities (e.g. florist, dry cleaners, etc.)	6%	5	7	7
Help point telephone (i.e. to speak to railway staff)	6%	5	8	9
Departure information screens	5%	2	8	13
Public address system	4%	3	4	10
Other	5%	5	5	10
Nothing extra needs to be provided	15%	17	9	11
Don't know	17%	20	11	8

Q26b Still thinking only about the station where you were handed this questionnaire, which of the following station facilities need to be improved or need to be provided at this station?

Base: All Great Britain rail passengers n=3,559

Station facilities that need to be improved at stations

The seating on platforms is mentioned as the top area of improvement across all stations.

		St	ation footfall	%
		High	Medium	Low
Seating on platforms	30%	30	32	28
Toilets	20%	26	9	7
Litter bins	17%	19	13	14
Shelter on platforms (i.e. semi-enclosed waiting area)	15%	9	23	28
Waiting rooms (i.e. fully-enclosed waiting area)	14%	14	14	14
Public address system	13%	13	12	12
Departure information screens	12%	11	14	14
Canopies over the platforms to stop you getting wet	11%	8	19	12
Outlet selling tea/coffee, sandwiches and snacks	7%	8	8	3
Machine to collect train tickets ordered on the internet	7%	7	6	7
Help point telephone (i.e. to speak to railway staff)	6%	6	4	10
Automatic ticket gates	5%	8	2	3
Cashpoint	5%	6	4	4
Shop selling a small range of convenience items	5%	5	4	3
Free Wi-Fi at the station	5%	6	3	2
Left Luggage facility	3%	4	1	1
Other shops and facilities (e.g. florist, dry cleaners, etc.)	3%	3	1	1
Point to collect goods ordered on the internet	2%	2	1	2
Other	3%	3	3	5
Nothing extra needs to be improved	13%	14	10	9
Don't know	25%	23	29	27

Q26b Still thinking only about the station where you were handed this questionnaire, which of the following station facilities need to be improved or need to be provided at this station?

Base: All Great Britain rail passengers n=3,559

Sources of information used at different stages of the train journey

Passengers rely mainly on information provided at the station or on the train, but digital sources are used by a sizeable minority.

Train company	Before arriving at station	At departure station	On train	Use across any stage
Information screens at the station		92%		92%
Announcements at the station		74%		74%
Information screens on the train			46%	46%
Announcements on the train			74%	74%
Information from members of staff at the station		40%		40%
Information from members of staff on the train			32%	32%
Digital Online via a website	75%	16%	16%	77%
Via an app	29%	17%	15%	31%
Via Twitter	6%	4%	4%	7%
Received a text alert	4%	2%	1%	5%
Received an email Word of mouth	5%	1%	1%	6%
Information from other passengers	11%	17%	17%	27%
Information from family, friends or colleagues	25%	8%		27%
Media Travel news update on TV	24%			24%
Travel news update on radio				20%

Q27a-c Now thinking more generally about information sources for rail travel, which of the following do you typically use to keep you informed about your train journey?

Base: All Great Britain rail passengers n=3,559

Digital sources of information used at different stages of the train journey

Websites are the main digital source used to find out information before travelling, and travel apps are used to keep passengers informed throughout their journey.

	efore arriving at station	At departure station	On train	Use across any stage
Digital The Trainline website	33%	5%	5%	34%
National Rail Enquiries website	49%	11%	11%	50%
A train company's website	30%	5%	5%	31%
- National Rail Enquiries app	22%	13%	12%	24%
A train company's app -	11%	6%	6%	12%
۔ National Rail Enquiries Twitter feed	3%	2%	2%	4%
A train company's Twitter feed	4%	3%	3%	6%
- National Rail Enquiries text alert	2%	1%	1%	3%
A train company's text alert	3%	1%	1%	3%
۔ National Rail Enquiries email alert	3%			
A train company's email alert	4%	1%	0%	3%
Received an email	5%	1%	1%	4%

Q27a-c Now thinking more generally about information sources for rail travel, which of the following do you typically use to keep you informed about your train journey?

Base: All Great Britain rail passengers n=3,559

Methodology

Passengerfocus

utting passengers first

16

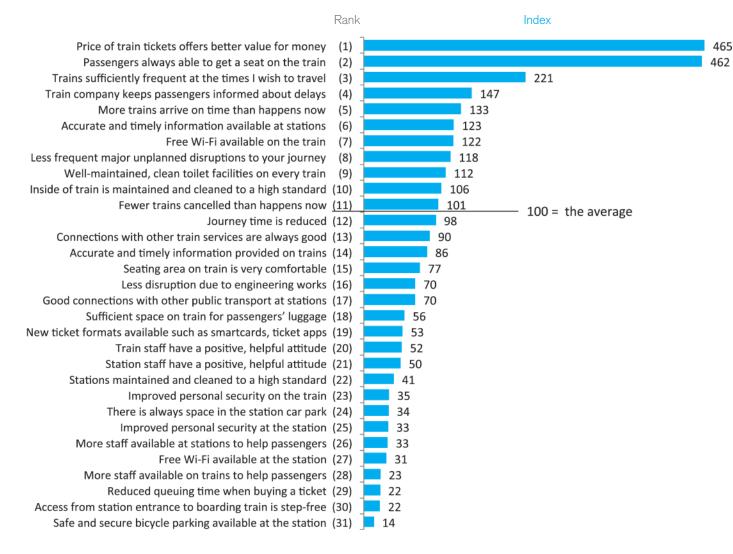
Paper questionnaires were distributed to passengers at stations throughout Great Britain. Fieldwork was carried out in March and April 2014 and we received a total of 3,559 completed surveys.

To determine the rankings we used a statistical approach called 'MaxDiff'. This asked passengers to indicate their highest and lowest priority for improvement from lists of five statements. The results for all passengers were combined and analysed to produce ranking and index values. MaxDiff was used to make it easier for passengers to compare possible improvements against each other.

The data has been weighted to ensure that the results are representative of passenger journeys in Great Britain² (see Appendix B on page 28 for more information).



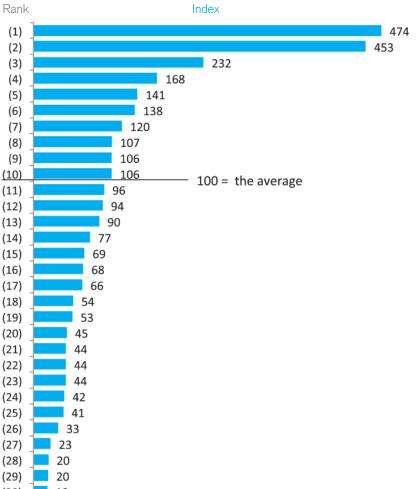
Appendix A Rail passengers' priorities for improvement by region or country North East



Base: Rail passengers in the North East n=180

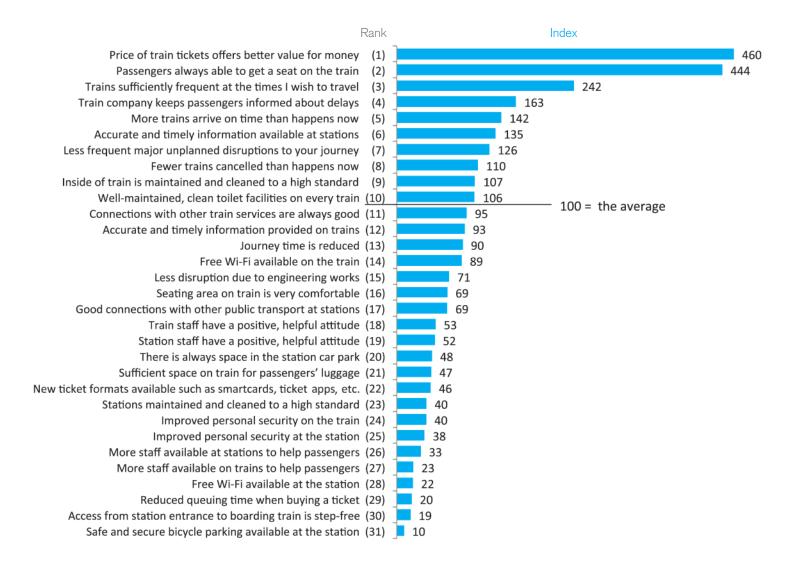
North West

Price of train tickets offers better value for money (1) Passengers always able to get a seat on the train (2) Trains sufficiently frequent at the times I wish to travel (3) Train company keeps passengers informed about delays (4) Accurate and timely information available at stations (5) More trains arrive on time than happens now (6) Less frequent major unplanned disruptions to your journey (7) Inside of train is maintained and cleaned to a high standard (8) Fewer trains cancelled than happens now (9) Well-maintained, clean toilet facilities on every train (10) Accurate and timely information provided on trains (11) Connections with other train services are always good (12) Journey time is reduced (13) Free Wi-Fi available on the train (14) Less disruption due to engineering works (15) Good connections with other public transport at stations (16) Seating area on train is very comfortable (17) Train staff have a positive, helpful attitude (18) Station staff have a positive, helpful attitude (19) Improved personal security on the train (20) There is always space in the station car park (21) New ticket formats available such as smartcards, ticket apps (22) Sufficient space on train for passengers' luggage (23) Improved personal security at the station (24) Stations maintained and cleaned to a high standard (25) More staff available at stations to help passengers (26) More staff available on trains to help passengers (27) Free Wi-Fi available at the station (28) Reduced queuing time when buying a ticket (29) Access from station entrance to boarding train is step-free (30) 19 Safe and secure bicycle parking available at the station (31) 10



Base: Rail passengers in the North West n=189

Yorkshire and the Humber



Base: Rail passengers in Yorkshire and the Humber n=222

West Midlands

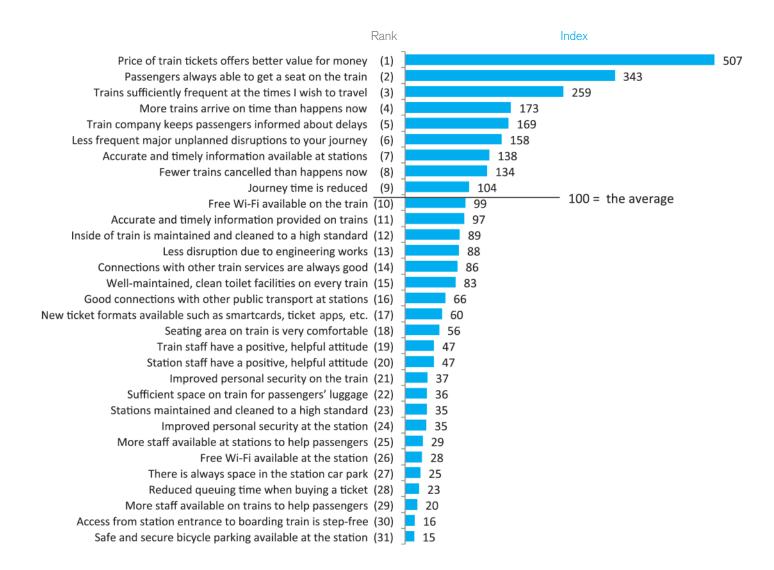
	Rank			Index	
Price of train tickets offers better value for money	(1)				484
Passengers always able to get a seat on the train	(2)	-			455
Trains sufficiently frequent at the times I wish to travel	(3)			239	
More trains arrive on time than happens now	(4)		172		
Train company keeps passengers informed about delays	(5)		161		
Less frequent major unplanned disruptions to your journey	(6)		156		
Fewer trains cancelled than happens now	(7)		134		
Accurate and timely information available at stations	(8)		129		
Inside of train is maintained and cleaned to a high standard	(9)	10	1	 100 = the average 	
Well-maintained, clean toilet facilities on every train	(10)	92			
Less disruption due to engineering works	(11)	89			
Accurate and timely information provided on trains	(12)	87			
Journey time is reduced		87			
Free Wi-Fi available on the train	• • •	78			
Connections with other train services are always good		77			
Seating area on train is very comfortable		63			
Good connections with other public transport at stations		55			
Train staff have a positive, helpful attitude		49			
Station staff have a positive, helpful attitude		48			
Improved personal security on the train		46			
Improved personal security at the station		42			
There is always space in the station car park		40			
Stations maintained and cleaned to a high standard		37			
New ticket formats available such as smartcards, ticket apps, etc.		36			
Sufficient space on train for passengers' luggage		35			
More staff available at stations to help passengers		30			
More staff available on trains to help passengers		21			
Reduced queuing time when buying a ticket		19 17			
Free Wi-Fi available at the station Access from station entrance to boarding train is step-free	• • •	15			
Safe and secure bicycle parking available at the station	(21)	8			

East Midlands

R	lank		Index	
Price of train tickets offers better value for money	(1)			489
	(2)		423	
Trains sufficiently frequent at the times I wish to travel	(3)		232	
Train company keeps passengers informed about delays	(4)	158		
Accurate and timely information available at stations	(5)	135		
More trains arrive on time than happens now	(6)	132		
Free Wi-Fi available on the train	(7)	129		
Less frequent major unplanned disruptions to your journey	(8)	116		
Well-maintained, clean toilet facilities on every train	(9) 📃	113		
Inside of train is maintained and cleaned to a high standard (10) 📃	108		
Fewer trains cancelled than happens now (11)	100	— 100 = the average	
Connections with other train services are always good (12) _	97		
Journey time is reduced (95		
Accurate and timely information provided on trains (92		
Good connections with other public transport at stations (-	72		
Seating area on train is very comfortable (71		
Less disruption due to engineering works (67		
New ticket formats available such as smartcards, ticket apps, etc. (59		
Train staff have a positive, helpful attitude (53		
Station staff have a positive, helpful attitude (51		
Sufficient space on train for passengers' luggage (-	48		
Stations maintained and cleaned to a high standard (40		
Improved personal security on the train (33		
Improved personal security at the station (32		
Free Wi-Fi available at the station (· -	31		
More staff available at stations to help passengers (29		
There is always space in the station car park (27		
More staff available on trains to help passengers (20		
Reduced queuing time when buying a ticket (-	20		
Access from station entrance to boarding train is step-free (15 14		
Safe and secure bicycle parking available at the station (31)	14		

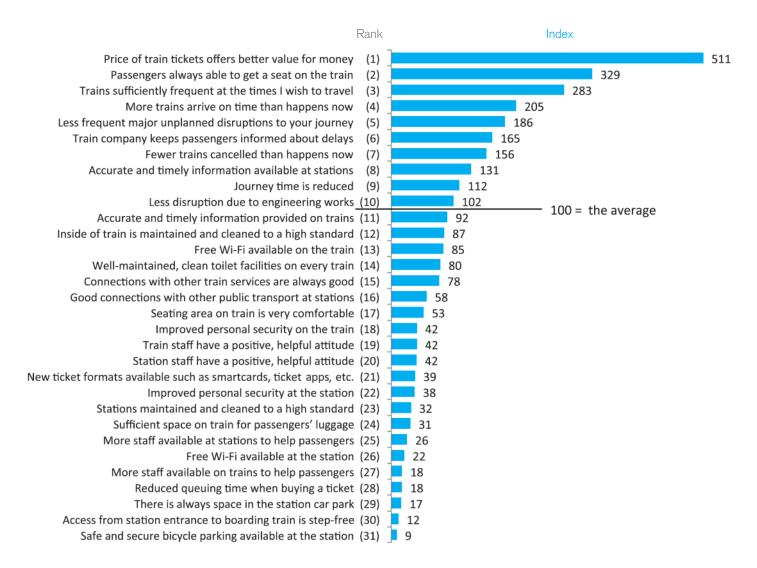
Base: Rail passengers in the East Midlands n=233

East of England



Base: Rail passengers in the East of England n=221

London



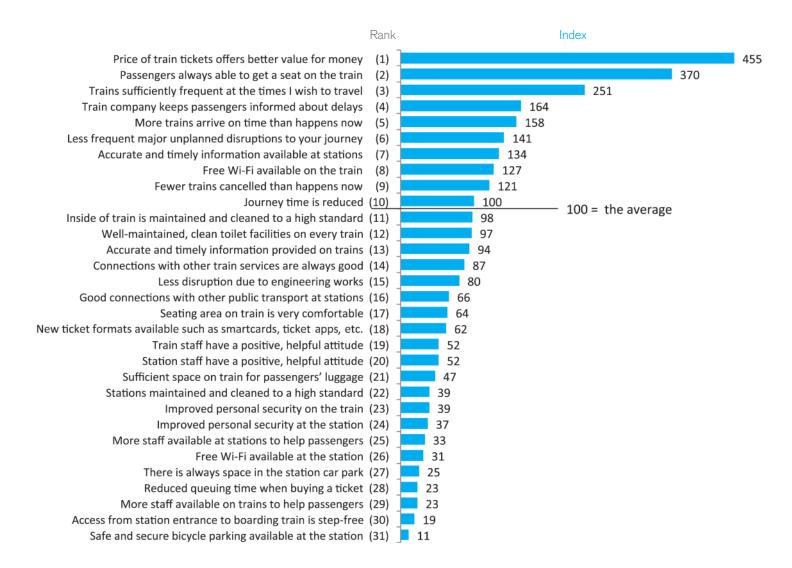
Base: Rail passengers in London n=652

South East

F	Rank		Index	
Price of train tickets offers better value for money	(1)			504
Passengers always able to get a seat on the train	(2)		314	
Trains sufficiently frequent at the times I wish to travel	(3)	-	283	
More trains arrive on time than happens now	(4)	182		
Less frequent major unplanned disruptions to your journey	(5)	166		
Train company keeps passengers informed about delays	(6)	161		
Fewer trains cancelled than happens now	(7)	140		
Accurate and timely information available at stations	(8)	130		
Journey time is reduced	(9)	126		
Free Wi-Fi available on the train	(10)	112	-100 - the average	
Less disruption due to engineering works	(11)	93	- 100 = the average	
Accurate and timely information provided on trains	(12)	92		
Inside of train is maintained and cleaned to a high standard	(13)	81		
Connections with other train services are always good	(14)	79		
Well-maintained, clean toilet facilities on every train	(15)	72		
Good connections with other public transport at stations	(16)	59		
Seating area on train is very comfortable	(17)	49		
Improved personal security on the train	(18)	45		
Train staff have a positive, helpful attitude		45		
Station staff have a positive, helpful attitude		45		
New ticket formats available such as smartcards, ticket apps, etc.		44		
Improved personal security at the station		41		
There is always space in the station car park		39		
Stations maintained and cleaned to a high standard		34		
More staff available at stations to help passengers		31		
Sufficient space on train for passengers' luggage		30		
Free Wi-Fi available at the station	• •	28		
Reduced queuing time when buying a ticket		22		
More staff available on trains to help passengers		22		
Access from station entrance to boarding train is step-free		19		
Safe and secure bicycle parking available at the station	(31)	11		

Base: Rail passengers in the South East n=337

South West



Base: Rail passengers in the South West n=192

Wales

Price of train tickets offers better value for money (1) 458 Passengers always able to get a seat on the train (2) 402 Trains sufficiently frequent at the times I wish to travel (3) 238 Train company keeps passengers informed about delays (4) 168 More trains arrive on time than happens now (5) 150 Accurate and timely information available at stations (6) 140 Less frequent major unplanned disruptions to your journey (7) 133 Fewer trains cancelled than happens now (8) 116 Well-maintained, clean toilet facilities on every train (9) 106 Inside of train is maintained and cleaned to a high standard (10) 106 Accurate and timely information provided on trains (12) 97 Accurate and timely information provided on trains 95 100 = the average Journey time is reduced 84 84 Less disruption due to engineering works 76		Rank	I	ndex		
Trains sufficiently frequent at the times I wish to travel (3) Train company keeps passengers informed about delays (4) More trains arrive on time than happens now (5) Accurate and timely information available at stations (6) Less frequent major unplanned disruptions to your journey (7) Fewer trains cancelled than happens now (8) Well-maintained, clean toilet facilities on every train (9) Unside of train is maintained and cleaned to a high standard (10) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Accurate and timely information provided on trains (12) Journey time is reduced (14) Less disruption due to engineering works (15) Train company keeps passengers informed about delays (4) Consections with other train services are always good (13) Train company keeps passengers informed about delays (15) Train company keeps passengers informed about delays (15) Train company keeps passengers informed about delays (15) Train company keeps passengers informed about delays (14) Train company keeps passengers informed about delays (15) Train company keeps passengers informed about delay	Price of train tickets offers better value for money	(1)				458
Train company keeps passengers informed about delays (4) More trains arrive on time than happens now (5) Accurate and timely information available at stations (6) Less frequent major unplanned disruptions to your journey (7) Fewer trains cancelled than happens now (8) Well-maintained, clean toilet facilities on every train (9) Inside of train is maintained and cleaned to a high standard (10) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Accurate and timely information provided on trains (12) Journey time is reduced (14) Less disruption due to engineering works (15) Train Company and the standard (10) Connections with other train services are always good (13) Less disruption due to engineering works (15) Train Company and the standard (10) Connections with other train services are always good (13) Less disruption due to engineering works (15) Connections with other train services are always good (14) Less disruption due to engineering works (15) Connections with other train services are always good (14) Less disruption due to engineering works (15) Connections with other train services are always good (15) Less disruption due to engineering works (15) Connections with other train services are always good (15) Connections with other train services are always good (16) Less disruption due to engineering works (15) Connections with other train services are always good (17) Connections with other train services are always good (18) Connections with other train services are always good (19) Connections with other train services	Passengers always able to get a seat on the train	(2)			402	
More trains arrive on time than happens now (5) Accurate and timely information available at stations (6) Less frequent major unplanned disruptions to your journey (7) Fewer trains cancelled than happens now (8) Well-maintained, clean toilet facilities on every train (9) Inside of train is maintained and cleaned to a high standard (10) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Accurate and timely information provided on trains (12) Journey time is reduced (14) Less disruption due to engineering works (15) Toole the average	Trains sufficiently frequent at the times I wish to travel	(3)		238		
Accurate and timely information available at stations (6) Less frequent major unplanned disruptions to your journey (7) Fewer trains cancelled than happens now (8) Well-maintained, clean toilet facilities on every train (9) Inside of train is maintained and cleaned to a high standard (10) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Connections with other train services are always good (13) Journey time is reduced (14) Less disruption due to engineering works (15) Total additional and the static and timely information provided on trains (12) Less disruption due to engineering works (15) Connections with other train services are always good (13) Less disruption due to engineering works (15) Connections with other train services are always good (13) Less disruption due to engineering works (15) Connections with other train services are always good (15) Less disruption due to engineering works (15) Connections with other train services are always good (16) Connections with other train services are always good (17) Connections with other train services are always good (18) Connections with other train services are always good (17) Connections with other train services are always good (18) Connections with other train services are always good (17) Connections with other train services are always good (18) Connections with other train services are always good (19) Connections with other train services are always good (18) Connections with other train services are always good (19) Connections with other train services are always good (18) Connections with other train services are always	Train company keeps passengers informed about delays	(4)	168			
Less frequent major unplanned disruptions to your journey (7) Fewer trains cancelled than happens now (8) Well-maintained, clean toilet facilities on every train (9) Inside of train is maintained and cleaned to a high standard (10) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Connections with other train services are always good (13) Journey time is reduced (14) Less disruption due to engineering works (15) Total and the service of the se	More trains arrive on time than happens now	(5)	150			
Fewer trains cancelled than happens now (8) 116 Well-maintained, clean toilet facilities on every train (9) 106 Inside of train is maintained and cleaned to a high standard (10) 106 Free Wi-Fi available on the train (11) 97 Accurate and timely information provided on trains (12) 97 Connections with other train services are always good (13) 95 Journey time is reduced (14) 84 Less disruption due to engineering works (15) 76	Accurate and timely information available at stations	(6)	140			
Well-maintained, clean toilet facilities on every train (9) 106 Inside of train is maintained and cleaned to a high standard (10) 106 Free Wi-Fi available on the train (11) 97 Accurate and timely information provided on trains (12) 97 Connections with other train services are always good (13) 95 Journey time is reduced 84 Less disruption due to engineering works (15) 76	Less frequent major unplanned disruptions to your journey	(7)	133			
Inside of train is maintained and cleaned to a high standard (10) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Connections with other train services are always good (13) Journey time is reduced (14) Less disruption due to engineering works (15) Total Accurate and timely information provided on trains (12) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Accurate and timely information provided on trains (12) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Accurate and timely information provided on trains (12) Free Wi-Fi available on the train (12) Accurate and timely information provided on trains (12) Free Wi-Fi available on the train (11) Accurate and timely information provided on trains (12) Free Wi-Fi available on the train (12) Free Wi-Fi available	Fewer trains cancelled than happens now	(8)	116			
Free Wi-Fi available on the train (11) 97 100 = the average Accurate and timely information provided on trains (12) 97 Connections with other train services are always good (13) 95 Journey time is reduced (14) 84 Less disruption due to engineering works (15) 76	Well-maintained, clean toilet facilities on every train	(9)	106			
Accurate and timely information provided on trains (12) Connections with other train services are always good (13) Journey time is reduced (14) Less disruption due to engineering works (15)	Inside of train is maintained and cleaned to a high standard	(10)	106	100 - the average		
Connections with other train services are always good (13) Journey time is reduced (14) Less disruption due to engineering works (15)	Free Wi-Fi available on the train	(11)	97	100 = the average		
Journey time is reduced (14) Less disruption due to engineering works (15)	Accurate and timely information provided on trains	(12)	97			
Less disruption due to engineering works (15) 76	Connections with other train services are always good	(13)	95			
	Journey time is reduced	(14)	84			
	Less disruption due to engineering works	(15)	76			
Good connections with other public transport at stations (16) 71	Good connections with other public transport at stations	(16)	71			
Seating area on train is very comfortable (17) 67	Seating area on train is very comfortable	(17)	67			
Train staff have a positive, helpful attitude (18) 54	Train staff have a positive, helpful attitude	(18)	54			
Station staff have a positive, helpful attitude (19) 53			53			
New ticket formats available such as smartcards, ticket apps, etc. (20) 49	New ticket formats available such as smartcards, ticket apps, etc.	(20)	49			
Sufficient space on train for passengers' luggage (21) 47	Sufficient space on train for passengers' luggage	(21)	47			
Improved personal security on the train (22) 45	Improved personal security on the train	(22)	45			
Improved personal security at the station (23) 42	Improved personal security at the station	(23)	42			
Stations maintained and cleaned to a high standard (24) 41	Stations maintained and cleaned to a high standard	(24)	41			
More staff available at stations to help passengers (25) 33	More staff available at stations to help passengers	(25)	33			
There is always space in the station car park (26) 31	There is always space in the station car park	(26)	31			
Free Wi-Fi available at the station (27) 25	Free Wi-Fi available at the station	(27)	25			
More staff available on trains to help passengers (28) 23	More staff available on trains to help passengers	(28) _	23			
Reduced queuing time when buying a ticket (29) 21			21			
Access from station entrance to boarding train is step-free (30) 18		· · -				Base: R
	Safe and secure bicycle parking available at the station	(31) 🔄	12			Wales r

Base: Rail passengers in Wales n=750

Scotland

	Rank		Index		
Price of train tickets offers better value for money Passengers always able to get a seat on the train	(1) (2)]		404	463
Trains sufficiently frequent at the times I wish to travel	(3)		235		
Train company keeps passengers informed about delays	(4)	156			
More trains arrive on time than happens now	(5)	146			
Less frequent major unplanned disruptions to your journey	(6)	131			
Accurate and timely information available at stations	(7)	130			
Free Wi-Fi available on the train	(8)	126			
Fewer trains cancelled than happens now	(9)	113			
Well-maintained, clean toilet facilities on every train	• •	109			
Inside of train is maintained and cleaned to a high standard	(11)	107	100 = the average		
Accurate and timely information provided on trains	• •	90	200 110 0101080		
Journey time is reduced	• •	88			
Connections with other train services are always good		88			
Less disruption due to engineering works		75			
Seating area on train is very comfortable		73			
Good connections with other public transport at stations		66			
New ticket formats available such as smartcards, ticket apps, etc.		53			
Train staff have a positive, helpful attitude		53			
Station staff have a positive, helpful attitude		51			
Sufficient space on train for passengers' luggage		48			
Stations maintained and cleaned to a high standard	• •	41			
Improved personal security on the train		39			
There is always space in the station car park		38			
Improved personal security at the station		37			
Free Wi-Fi available at the station	· /	33			
More staff available at stations to help passengers	• •	31			
Reduced queuing time when buying a ticket		23			
More staff available on trains to help passengers		22			
Access from station entrance to boarding train is step-free		18			
Safe and secure bicycle parking available at the station	(31)	12			

Base: Rail passengers in Scotland n=417

Appendix B Weighting procedure

The sampling plan was designed so that questionnaires were distributed to be representative of rail passengers in Great Britain by region and country, while ensuring a minimum sample size for each.

Questionnaires were distributed at 228 stations. Stations were selected based on geographic coverage and footfall to ensure a mix of high, medium and low volume stations. Questionnaires were handed out at different times and days of the week so that we obtained responses from passengers with different journey purposes, and broad distribution quotas of commuter, business and leisure passengers were set.

Table 1 The number of questionnaireby journey purpose and region or country

Region or country	Commuter	Business	Leisure	Total
East Midlands	58	51	124	233
East of England	111	23	87	221
London	384	83	185	652
North East	64	42	74	180
North West	73	19	97	189
Scotland (incl. boost)	211	46	160	417
South East	166	35	136	337
South West	95	26	71	192
Wales (incl. boost)	400	62	288	750
West Midlands	91	21	54	166
Yorkshire and the Humber	101	23	98	222
Total	1754	431	1374	3559



To ensure that the data was representative of the rail travelling population in Great Britain as a whole, the returned questionnaires were weighted by journey purpose.

The journey purpose weights were obtained from the National Rail Passenger Survey (NRPS) and applied to each former Government office region or country. These weights corrected any skews in the sample caused by varying response rates between passengers with different journey purposes. Although only minor weighting was needed on the whole, commuter returns were most often 'down-weighted', while business and leisure customers were up weighted. The weights had a weighting efficiency of 92 per cent.

Region or country			
	Commuter	Business	Leisure
East Midlands	1.059	0.825	1.045
East of England	0.952	1.691	0.879
London	0.904	1.210	1.105
North East	0.583	0.978	1.373
North West	0.878	1.189	1.055
Scotland	0.722	1.278	1.287
South East	0.990	1.610	0.855
South West	0.589	1.248	1.459
Wales	0.607	1.397	1.461
West Midlands	0.631	1.445	1.449
Yorkshire and the Humber	0.717	1.153	1.256

To ensure that the overall Great Britain results were representative of journey volumes by country, a second stage applied a weighting factor set by ORR 2012/13 journey volume data to the proportions shown in table 3. This stage weighted down the boost interviews in Scotland and Wales, while up weighting responses in London.

Table 3 Regional and country journey volume share

Share	
46%	
5%	
2%	
47%	

Contact us

If you want to know more about the work we are doing on your behalf to ensure you get a better deal when you travel by rail, bus, coach or tram contact us: Fleetbank House, 2-6 Salisbury Square, London EC4Y 8JX t 0300 123 0860

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Passenger Focus is the operating name of the Passengers' Council. This survey was published in October 2014. © Passenger Focus 2014. Design and print by **TU ink** www.tuink.co.uk