

PIDD-29 Year 1 Report

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Executive Summary

The rail industry wishes to understand better the extent to which each train operator is providing effective communications about disruption to their customers and what improvements might be made.

ATOC commissioned quantitative research to answer PIDD-29 out of 46 PIDD objectives:

“Ongoing quantitative research should be commissioned to measure the improvement in the quality of information during disruption for all train companies and that the results are published.”

The research was designed to collect responses from rail users on a national (Great Britain) basis by passenger type and by TOC sector.

This report is on the findings covering year 1: Waves 1 to 4 (April 1 2016-March 31 2017) and covers 12,690 responses.

The overall rating of how the train company deals with delays/cancellations is very poor, with four times as many negative ratings as positive.

Information provision is rated poorly, particularly when given at stations. The areas of information provision that need most attention are:

- the availability of alternative transport if the train service could not continue
- the time taken to resolve the problem
- the amount of information provided
- Frequency of updates.

Almost all aspects of information provision on the train were rated higher than at the station or before arrival at the station.

Information provided by text alerts was best rated overall. Information provided by staff on train tended to receive more positive ratings than information provided through social media, websites, apps or station departure screens. Information provided by email was also well rated in comparison to other information sources and notably, better rated than information provided by staff at stations (announcements and speaking to staff).

Those who receive information about disruptions or cancellations from departure screens at station (the primary source of information) give relatively low ratings for all aspects. This implies that information provided on screens should be improved (if technically possible) and/or more timely information is provided through announcements at stations.

Over four fifths (81%) felt they had reason to complain about the train journey but only 43% of them said they would seek compensation.

The main reason for not seeking compensation (mentioned by a third) was that they could not be bothered or thought it would be a waste of time.

Of particular concern is the 25% who complained that the train company did not provide information on how to receive compensation and the 22% who said that previous negative experience in trying to seek compensation put them off doing so again.

Just over a fifth said that they did not believe they were entitled to compensation based on the length of delay even though the delay was inconvenient to them.

Awareness was high that they may be able to claim compensation if their train is delayed or cancelled: 84% said they were aware.

Regression analysis was undertaken to provide guidance on how best to mitigate the disbenefits of customer dissatisfaction with respect to information provision during disruptions. Overall, the results show that the content of the information had more consistent and larger impacts than the specific channel through which it is received. The worst performing channels tended to be word of mouth and to a lesser extent the website, possibly due to the passenger needing to pro-actively look for information about the disruption.

Information on length of delay has the greatest positive impact on customer satisfaction. Information about connections is the second most important driver of customer satisfaction. An apology and information on compensation and refunds have similar impacts.

We recommend focusing on providing relevant information content and disseminating this content through a range of channels. In addition we recommend that the design of the NR and TOC websites is reviewed to ensure up-to-date and relevant information on disruptions can be easily found while making rail journeys.

1. INTRODUCTION

1.1 Background

The rail industry wishes to understand better the extent to which each train operator is providing effective communications about disruption to their customers and what improvements might be made.

ATOC commissioned quantitative research to answer PIDD-29 out of 46 PIDD objectives:

“Ongoing quantitative research should be commissioned to measure the improvement in the quality of information during disruption for all train companies and that the results are published.”

1.2 Objectives

The research has three key objectives with a further optional objective:

1. To identify the information passengers recall as being provided during disruption and the extent to which each is seen as satisfactory, both overall and in terms of specific considerations such as:
 - a. quantity;
 - b. quality of content;
 - c. quality of use;
 - d. quality of delivery style; and
 - e. repetition (this may be seen as good and/or bad).
2. To compare the experiences of passengers during different types/severity of delay (e.g. single train failure/line blockage/major station closure/weather events).
3. To provide a benchmark against which to measure future changes in satisfaction.
4. Optionally, to compare experiences on rail with those on bus, plane, tram, etc. and as a car driver (we don't expect alternative modes to constitute robust data in a single wave).

2. METHODOLOGY

2.1 Introduction

The research was designed to collect responses from rail users on a national (Great Britain) basis by passenger type (Commuter v Business v Leisure User) and also by TOC sector (Long Distance v Regional v London South East), with the TOCs being allocated to one of these three sectors as per the Transport Focus National Rail Passenger Survey.

There is not a requirement to analyse the data robustly at an individual TOC level, however ATOC requires the research to cover the operations of all train companies.

Given that disruption on the railway is subject to seasonal variation, the period for fieldwork is lengthy to enable the work agency to take account of this and four waves are scheduled each year.

Following an initial benchmark wave (early December 2015-end February 2016) there were four waves as follows:

- **Wave 1** March to end June 2016
- **Wave 2** July to end September 2016
- **Wave 3** October to end December 2016
- **Wave 4** January to end March 2017

This report is on the interim findings covering Waves 1 to 4. Wave 1 was actually four months but this report covers the data from end of March so that a full year is reported on.

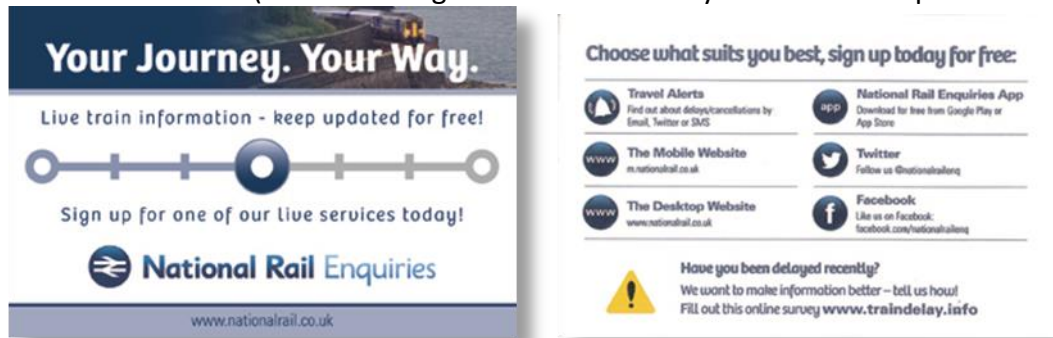
2.2 Method

As the passage of time is likely to have an impact on attitudes to passenger information during disruptions, the research approach aimed to minimise that impact.

A key aspect of the research methodology was to facilitate completion of the questionnaire including when in the course of the rail journey to ensure that responses were as far as possible made during or close to the disrupted rail journey.

A number of methods were employed to promote the survey and encourage participation. This included:

- card hand outs (with following link www.traindelay.info to online questionnaire).



- Tweets (sent to those registered to receive tweets if there was a disruption¹)



- emails including the link
- a link on the National Rail website.

All four channels led participants to an online survey.

A Word version of the online questionnaire used for waves 2-4 is included as Appendix A.

Details of questionnaire revisions at the end of Wave 1 is given in Appendix B.

¹ Sent for P1 and P0 events

3. FINDINGS

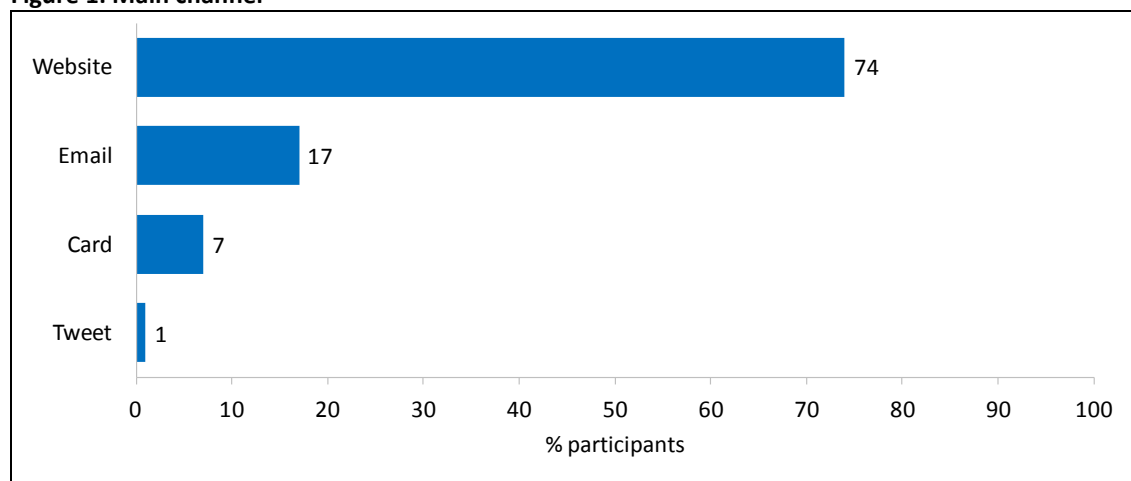
3.1 Introduction

This chapter sets out the findings for year 1 (Waves 1 -4) of the research.

The sample comprises 12,690 completed questionnaires.

The channel for nearly three quarters of participants (74%) was a website (almost always the National Rail website: 74%), but with a further 17% responding to an email with a link.

Figure 1: Main channel



Base: 12,690

Structure

The findings are organised into the following sections:

- Details of disruption/cancellation
- How Informed of disruption/cancellation
- Information content
- Rating of information provision
- Overall rating of how well the delay was handled
- Length of delay
- Compensation
- Comparative experience
- Demographics
- Drivers of Satisfaction.

See Appendix C for trip details.

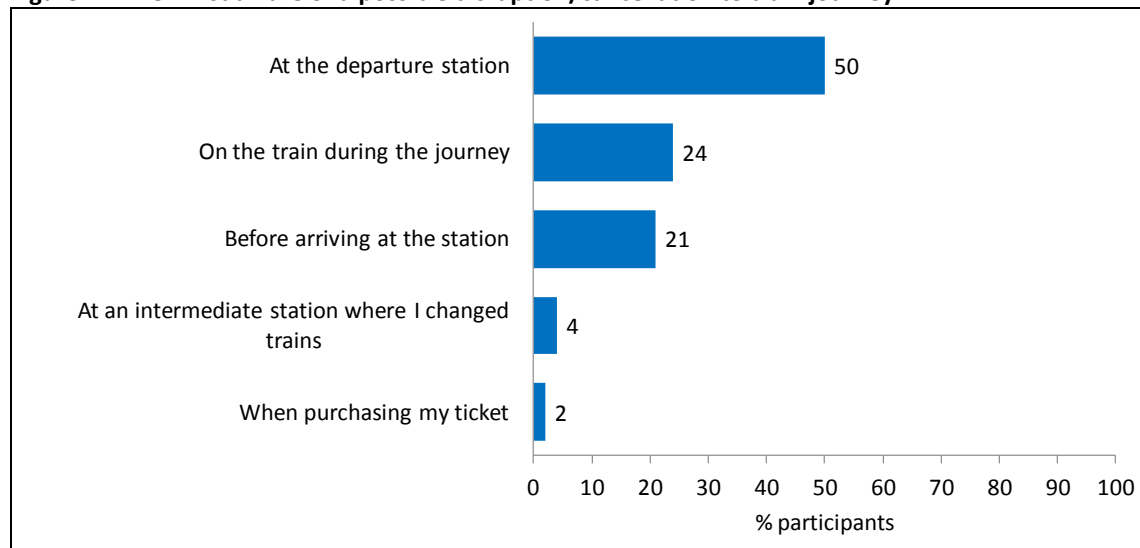
3.2 Details of Disruption/Cancellation

When first aware of a possible disruption/cancellation to train journey

Customers were asked when they were first aware of a possible disruption or cancellation to their train journey:

- 21% were first aware of disruption/cancellation **before** arriving at the station
- 50% at the departure station (2% while purchasing a ticket)
- 28% during the journey (4% at an interchange station).

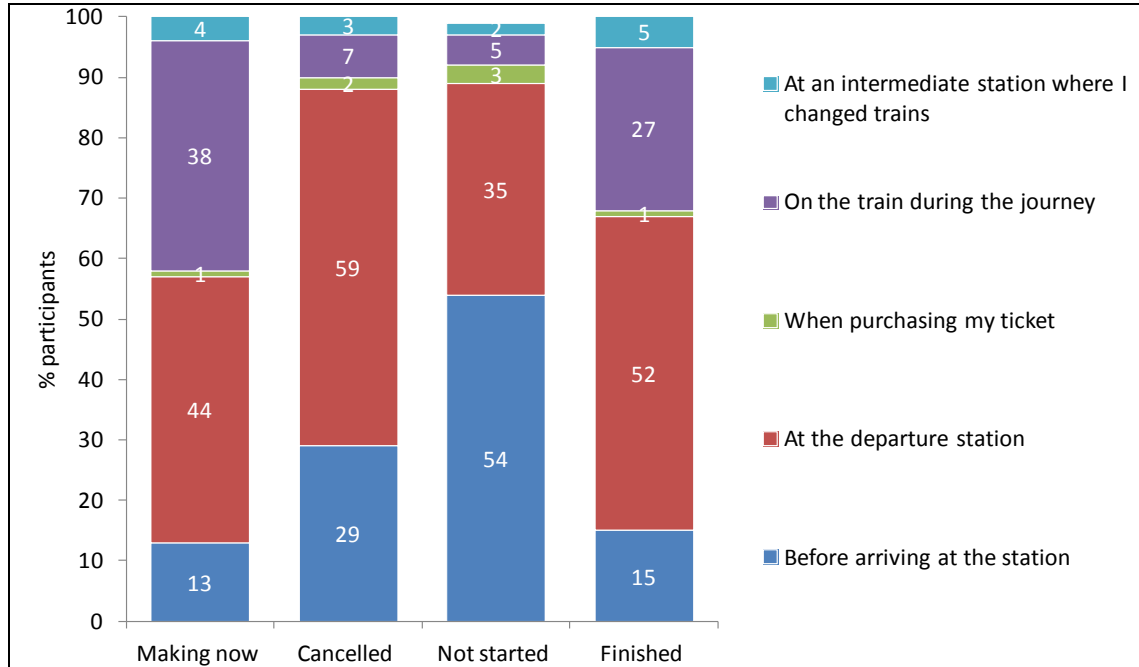
Figure 2: When first aware of a possible disruption/cancellation to train journey



Base: 12,690

Analysis by journey stage shows that 29% of those who said their train was cancelled heard about it before arriving at the station and a further 59% at the departure station. See Figure 3.

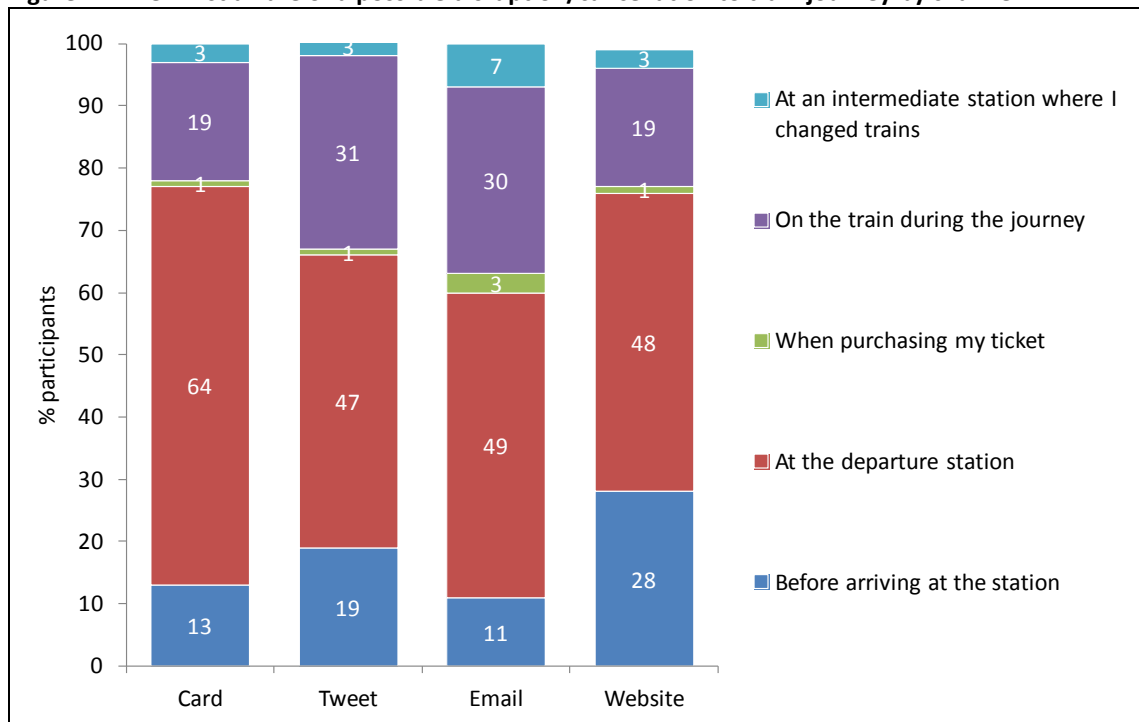
Figure 3: When first aware of a possible disruption/cancellation to train journey by journey stage



Base: Making now 2,451, Cancelled 2,927, Not started 1,773 Finished 5,539

Over a quarter of the website sample (28%) were first aware of a possible disruption or cancellation to their train journey before arriving at the station more than twice the proportion for the card and email channels. See Figure 4.

Figure 4: When first aware of a possible disruption/cancellation to train journey by channel

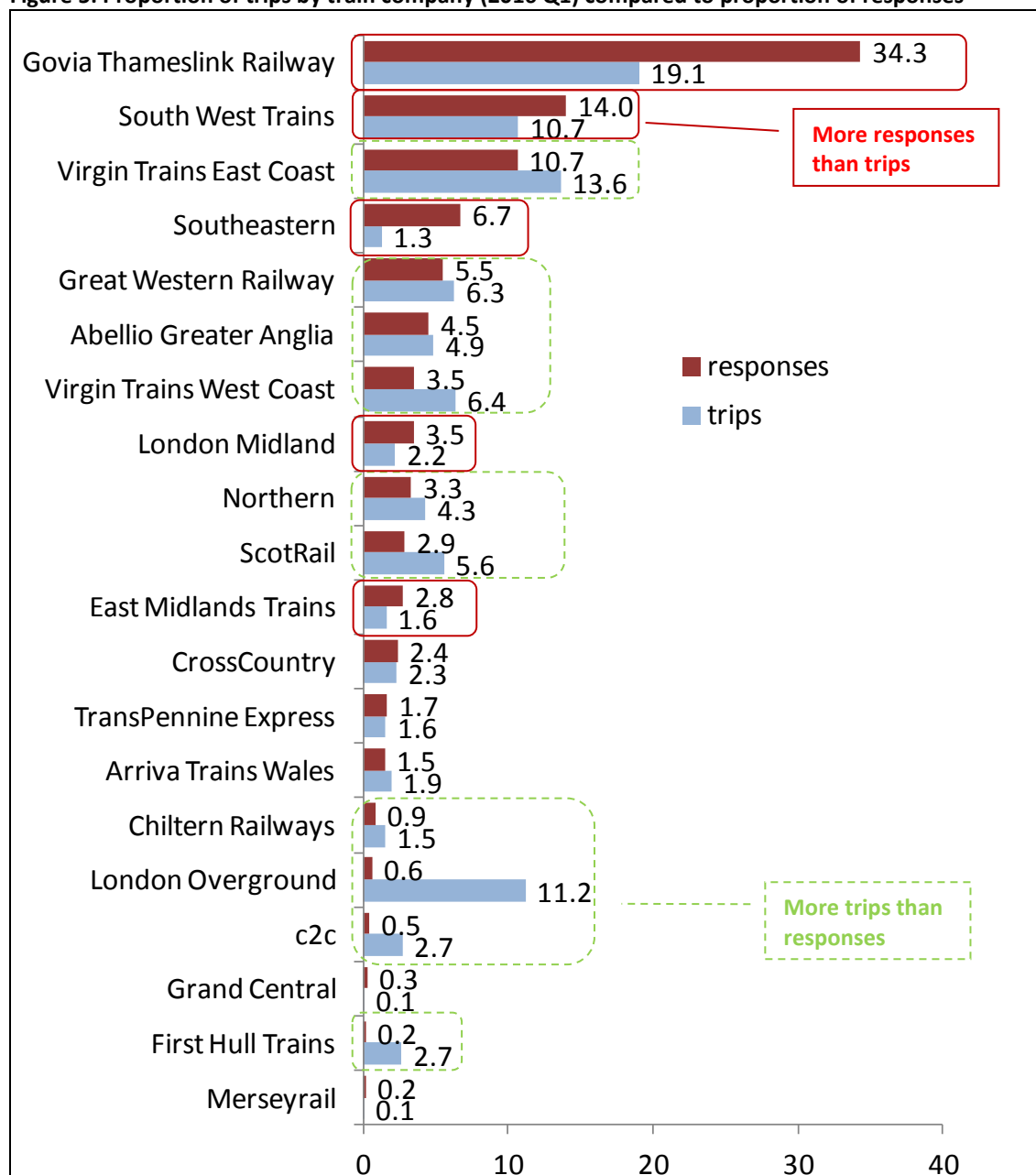


Base: Card 943, Tweet 176, Email 2,147, Website 9,424

TOC which operated disrupted service (compared to overall TOC usage)

Data on the Train Operating Company (TOC) operating the disrupted service is dominated by the large London & South East region TOCs: Southern, South West Trains and Southeastern since they also dominate the numbers of rail trips made. Figure 5 compares the proportion of trips made on each TOC (using 2015-2016 Q1, 2016-17 Q2 and Q3 data (as 2016-17 Q4 was not available at the time of writing) from ORR²) with the proportion of responses. If there is a greater proportion of responses than trips then that TOC performs badly and if there is smaller proportion of responses than trips then that TOC performs well.

Figure 5: Proportion of trips by train company (2016 Q1) compared to proportion of responses



Base: 12,690 responses and 1,261.6 million trips

² <http://dataportal.orr.gov.uk/displayreport/report/html/2b2e2c38-c822-4e1f-9fb4-b049b3c13899>

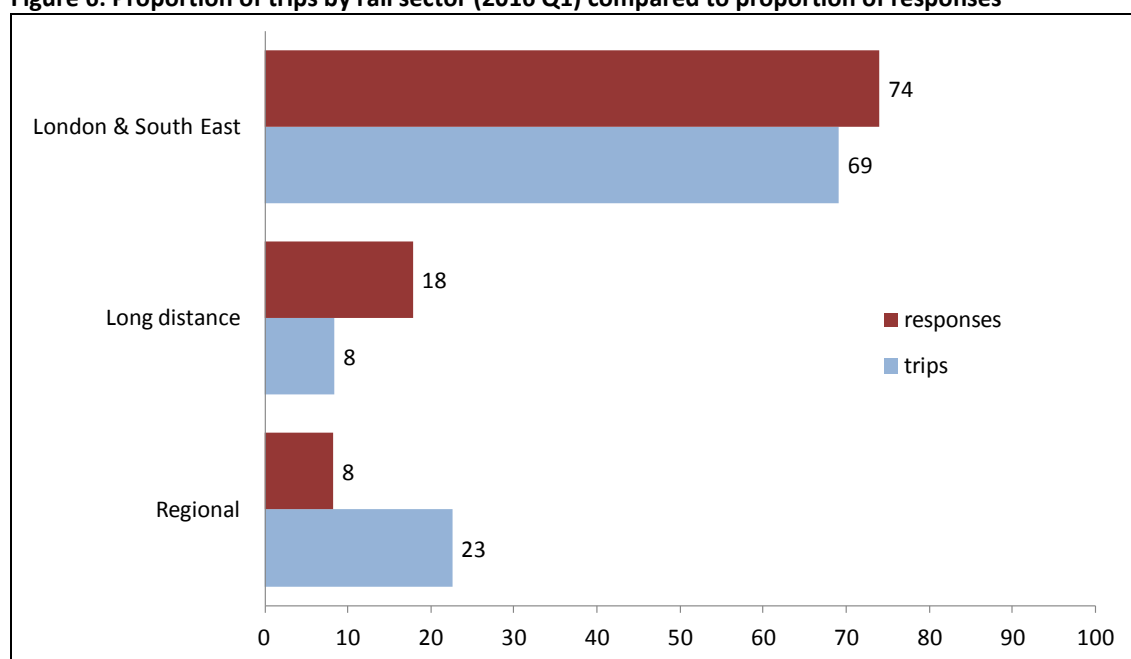
Note: GoVia Thameslink Railway comprises Southern, Great Northern, Thameslink and Gatwick Express

The best performing TOCs (ie those with a higher proportion of trips than questionnaires on disruptions) were London Overground, First Hull Trains, c2c, ScotRail, Chiltern Railways and Virgin Trains West Coast.

The worst performing TOCs (those with a higher proportion of questionnaires on disruptions than trips) were Southeastern, Grand Central, Merseyrail, Govia Thameslink Railway, East Midlands Trains, London Midland and South West Trains.

The distribution of questionnaires on disruptions by rail sector compared to actual usage³ shows that there are proportionately more responses than trips for Long distance and London & South East and fewer for Regional. See Figure 6.

Figure 6: Proportion of trips by rail sector (2016 Q1) compared to proportion of responses



Base: 10,702 responses and 1,293.3 million trips

3.3 How Informed of Disruption/Cancellation

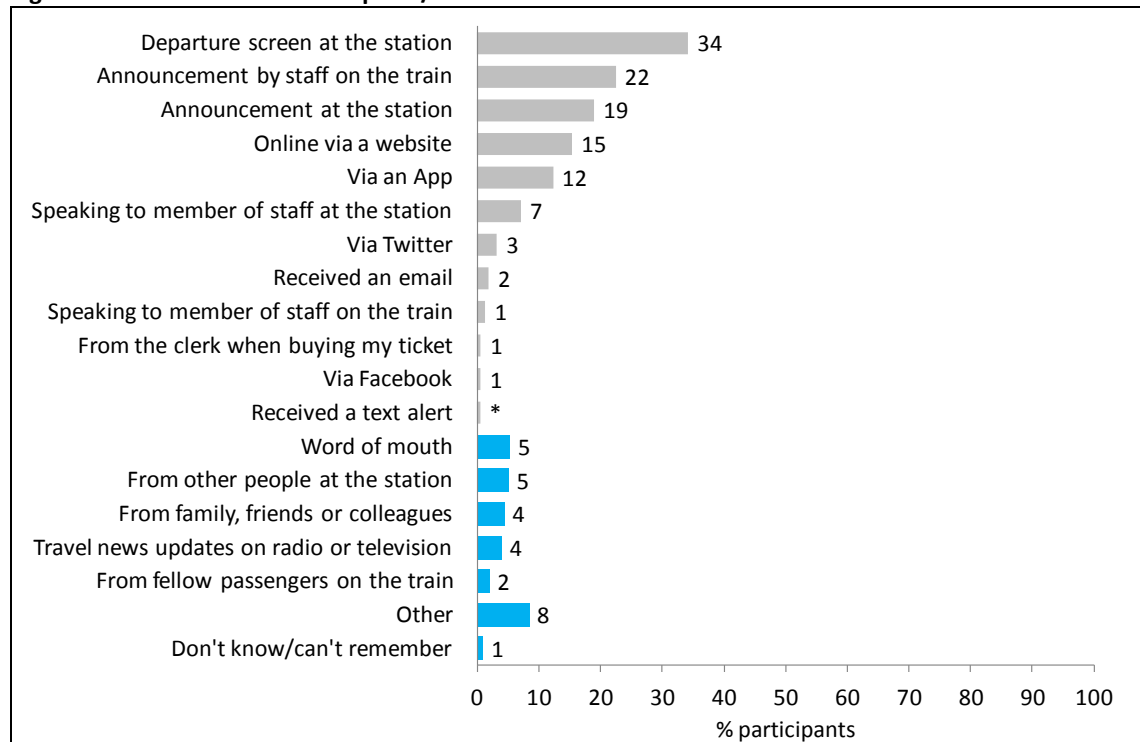
Customers were asked how they were informed of the disruption or cancellation. The main sources of information were departure screens at stations (35%), announcements by staff on train (24%) and announcements by staff on at station (20%).

Online via a website was the source of information for 15% and an app for 11%.

Social media is relatively unimportant as a source with just 3% learning about the disruption or cancellation from Twitter or Facebook. See Figure 7.

³ <http://dataportal.orr.gov.uk/displayreport/report/html/a10e3c7b-7766-40ae-a87a-14c56cf85a63>

Figure 7: How informed of disruption/cancellation



Base: 12,690

* = less than 0.5%

Note: grey shaded information sources are potentially provided by National Rail/TOCs

As Table 1 shows, the information source varied significantly by journey stage:

- Online and apps were most important for before arrival at the station
- Departure screen at station and announcements at station were most important at departure and interchange station
- On train announcements were most important on train.

Table 1: How informed of disruption/cancellation by journey stage

| | before arrival at station % | at station % | on the train % | at inter- change station % |
|--|--------------------------------------|--------------------|----------------------|-------------------------------------|
| Announcement by staff on the train | | 10 | 79 | 16 |
| Announcement at the station | | 32 | 5 | 36 |
| Departure screen at the station | | 62 | 3 | 51 |
| Speaking to member of staff at the station | | 13 | | 4 |
| Speaking to member of staff on the train | | | * | 15 |
| From the clerk when buying my ticket | | 1 | | |
| Online via a website | 48 | 5 | 7 | 7 |
| Via an app | 29 | 8 | 5 | 10 |
| Received an email | 6 | * | * | * |
| Via Facebook | 2 | * | * | |
| Via Twitter | 6 | 1 | 4 | 1 |
| Received a text alert | 1 | * | * | |
| Word of mouth | 11 | 3 | 2 | 3 |
| From other people at the station | | 9 | | 8 |
| From fellow passengers on the train | | | 7 | 4 |
| From family, friends or colleagues | 12 | 2 | 2 | 1 |
| Travel news updates on radio or television | 14 | * | * | 1 |
| Other | 10 | 7 | 9 | 7 |
| Don't know/can't remember | 1 | 1 | 1 | 1 |
| Base | 3,010 | 6,488 | 2,713 | 479 |

* = less than 0.5%

Note: grey shaded information sources potentially provided by National Rail/TOCs

Key:

Most mentions

2nd most mentions

3rd most mentions



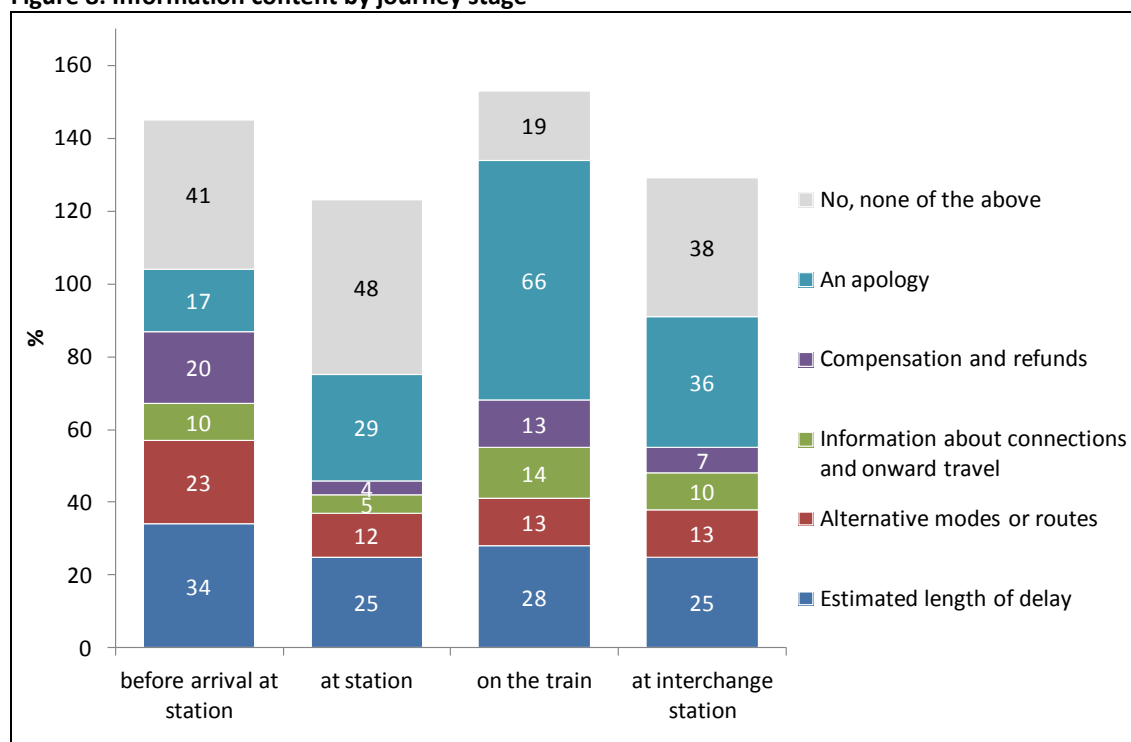
3.4 Information Content

For customers who received information about the disruption/cancellation from a potentially rail company source (the grey shaded sources in Table 1 above), the content of the information was asked for.

The main content provided to customers varied by journey stage:

- 'Estimated Length of delay' and 'alternative modes/routes' were the main content **before arrival at station**
- 'An apology' and 'estimated length of delay' were the main content **at station** and **at interchange station**
- 'An apology' and 'estimated length of delay' were the main content **on train**.

Figure 8: Information content by journey stage



Base: before arrival at station 2,324, at station 5,828, on train 2,432, at interchange station 424

Note: more than one response could be given so percentages add to more than 100%

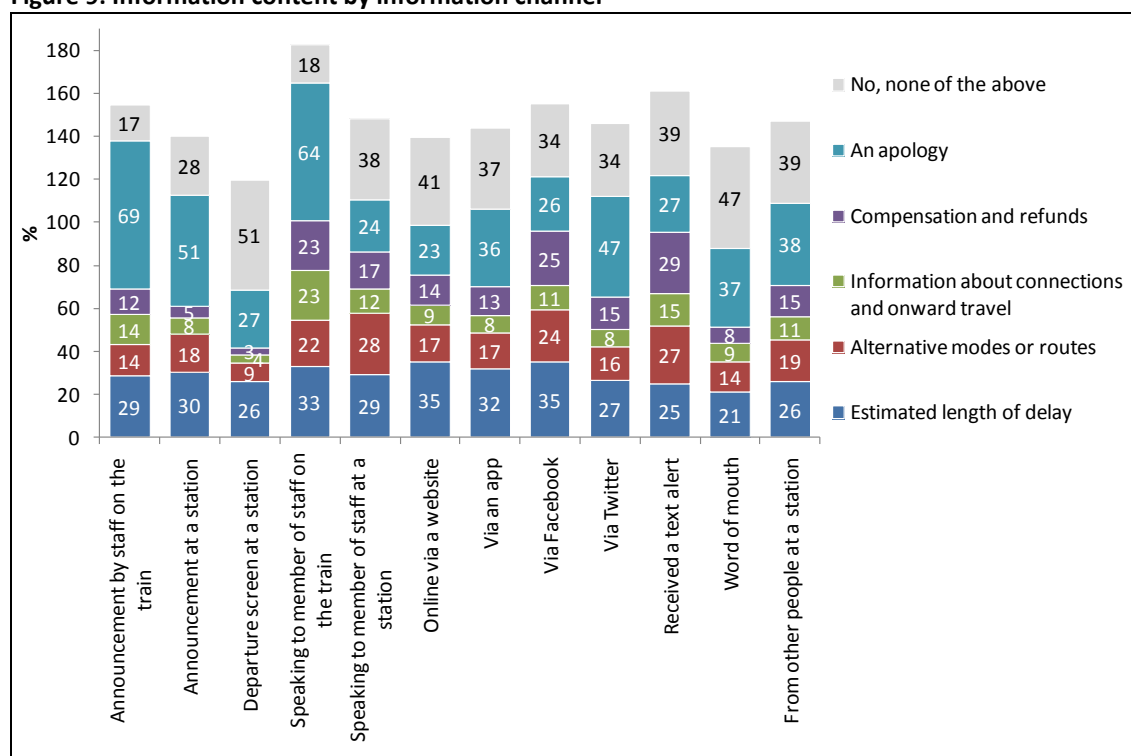
The information content, aggregated across journey stage, is shown against the information channel for National Rail or TOC sources or potential sources in Figure 9.

An apology is far more likely to be given when the information is provided by staff on train compared to other sources (notably, Twitter also was relatively high, at a similar level to announcements at station):

- 69% announcements by staff **on train**
- 64% speaking to a member of staff **on train**
- 51% announcements **at station**
- 47% via **Twitter**
- Between 24% and 38% for other information channels.

Information about connections was most likely to be given when speaking directly to staff on train.

Figure 9: Information content by information channel



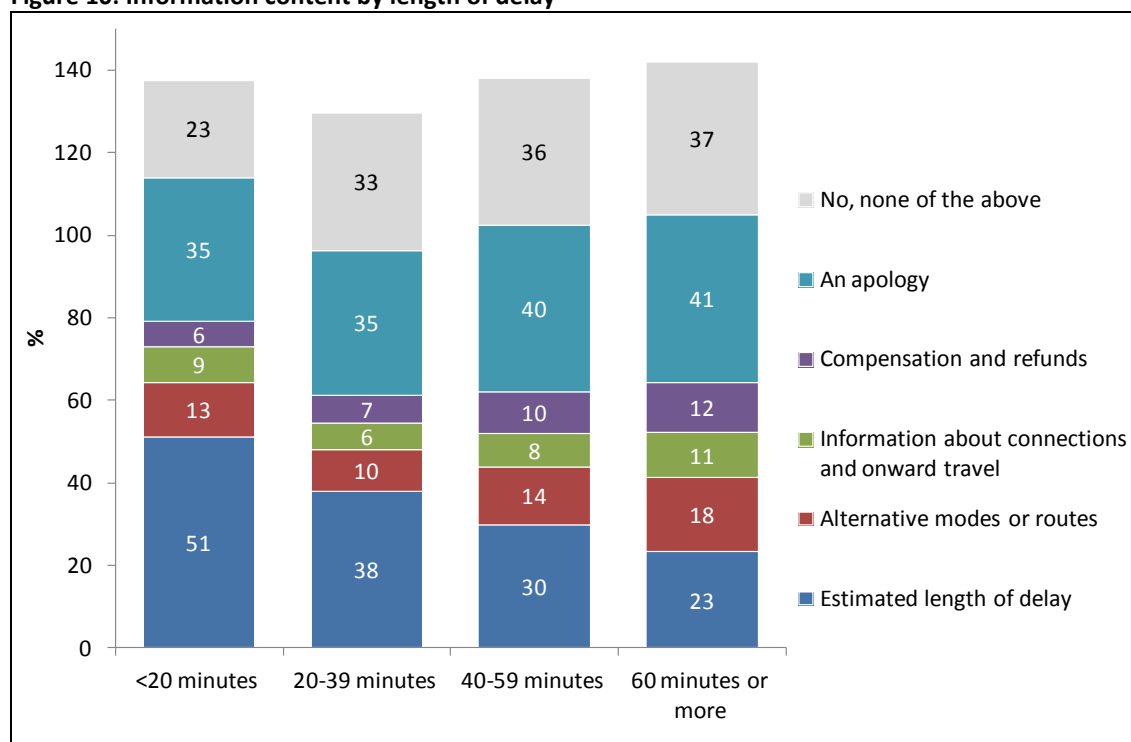
To assess the impact of length of delay on the information content, information content has been aggregated across journey stages.

The shorter the delay the more likely that the information included the estimated length of delay: 51% for delays under 20 minutes compared to 23% for delays of an hour or more.

Information about compensation and refunds, connections and onward travel and alternative modes or routes tended to increase as the delay got longer.

An apology was slightly more likely to be given for longer delays than for shorter delays.

Figure 10: Information content by length of delay

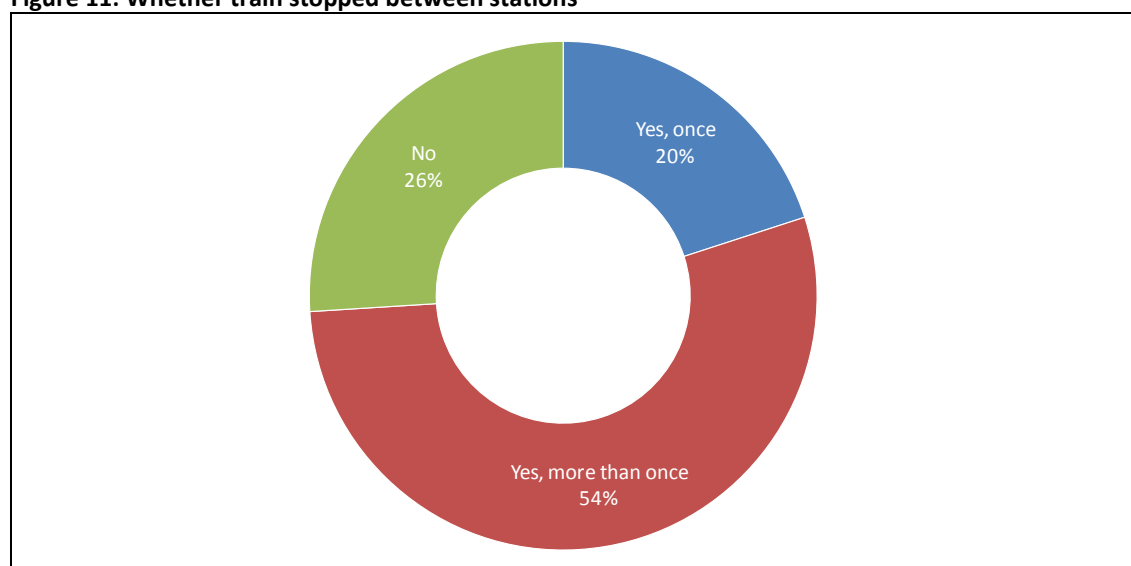


Base: 60 minutes or more 3,845, 40-59 minutes 1,396, 20-39 minutes 2,421, <20 minutes 898

Announcements for stops between stations

For almost three quarters of the sample (74%) who were informed about the disruption on the train, the train stopped between stations: 20% once and 54% more than once.

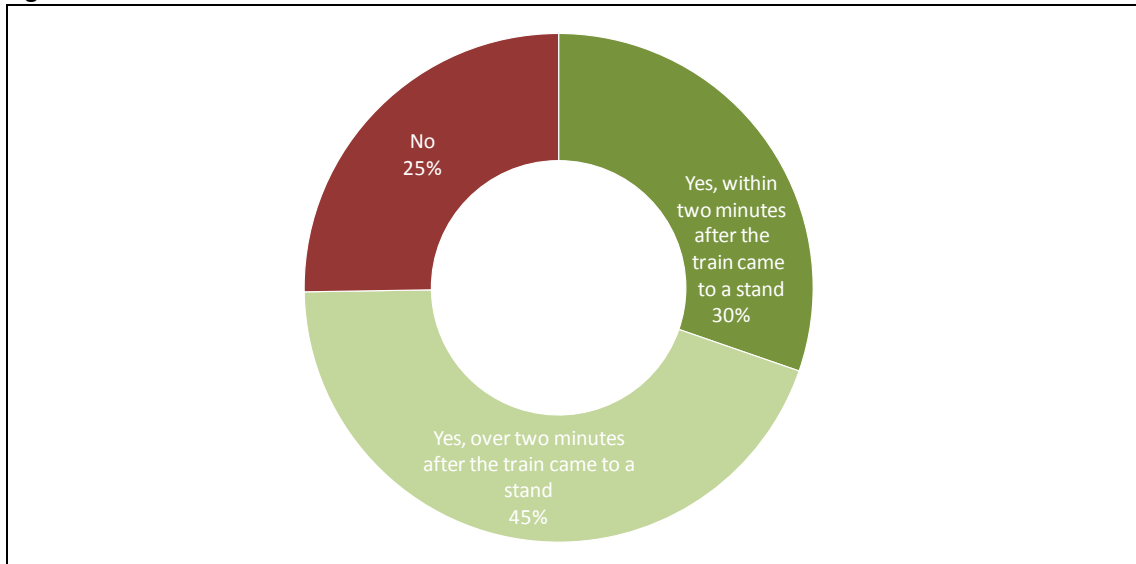
Figure 11: Whether train stopped between stations



Base: 2,498

For three quarters who suffered a stop between stations, an announcement was made: 30% within two minutes and 45% over two minutes after the train stopped.

Figure 12: Whether announcement made



Base: 1,849 whose train stopped between stations

3.5 Rating of Information Provision

Customers were asked to rate the TOC operating the service on the information provision for one of the following four stages of the journey where they first heard about the possible disruption or cancellation of their journey:

- Before arrival
- At station
- On train
- At interchange station.

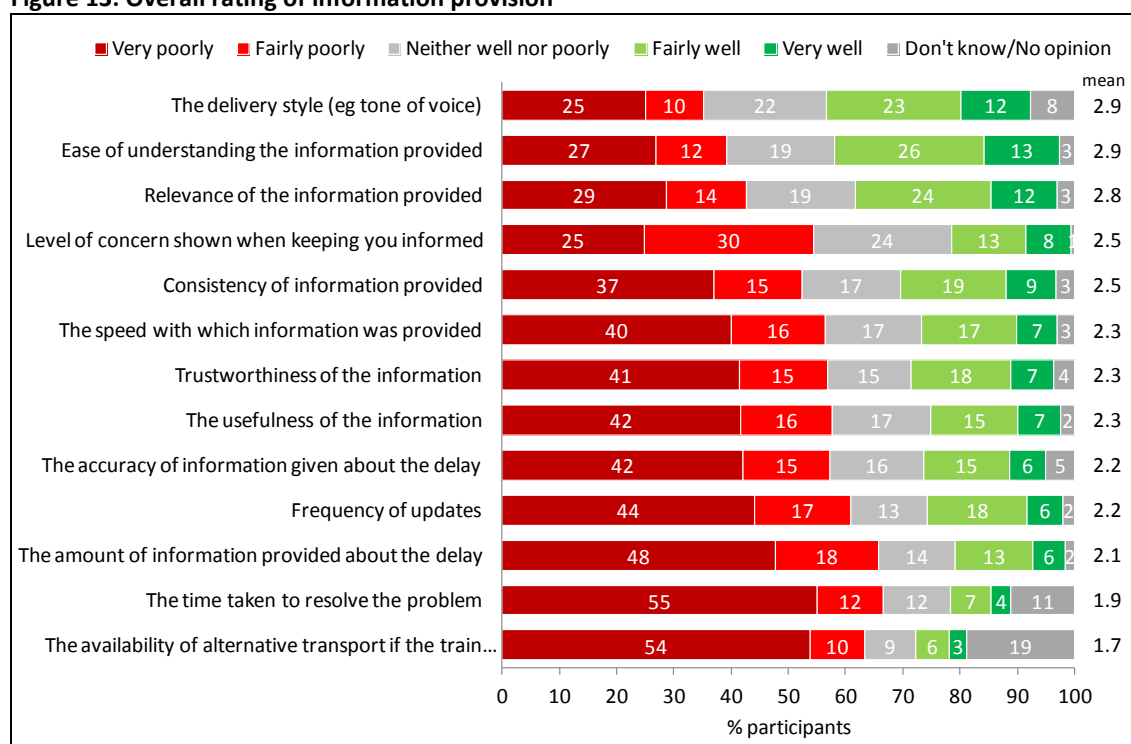
The following of aspects of information were rated:

- Frequency of updates
- Trustworthiness of the information
- The delivery style (eg tone of voice)
- Ease of understanding the information provided
- Relevance of the information provided
- Consistency of information provided*
- Level of concern shown when keeping you informed
- The amount of information provided about the delay*
- The accuracy of information given about the delay*
- The usefulness of the information*
- The speed with which information was provided*
- The time taken to resolve the problem
- The availability of alternative transport if the train service could not continue.

Customers who received information about the disruption or cancellation **before arrival at the station** were asked to rate the five aspects marked with an asterisk.

The ratings for the overall sample, aggregated over the four journey stages, are shown in Figure 13.

Figure 13: Overall rating of information provision



Base: 12,690

The best rated aspects were:

- The delivery style
- Ease of understanding the information provided
- Relevance of the information provided.

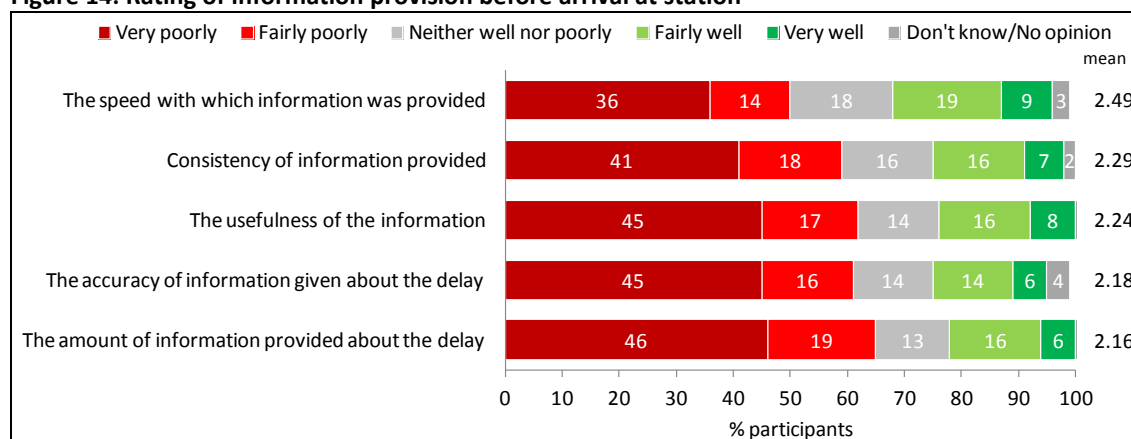
The worst rated aspects were:

- The availability of alternative transport if the train service could not continue
- The time taken to resolve the problem
- The amount of information provided
- Frequency of updates.

The ratings by journey stage are shown in Figure 14, Figure 15, Figure 16 and Figure 17.

All five aspects of information provided **before arrival at the station** were rated negatively on balance with the amount of information and the accuracy particularly poorly rated.

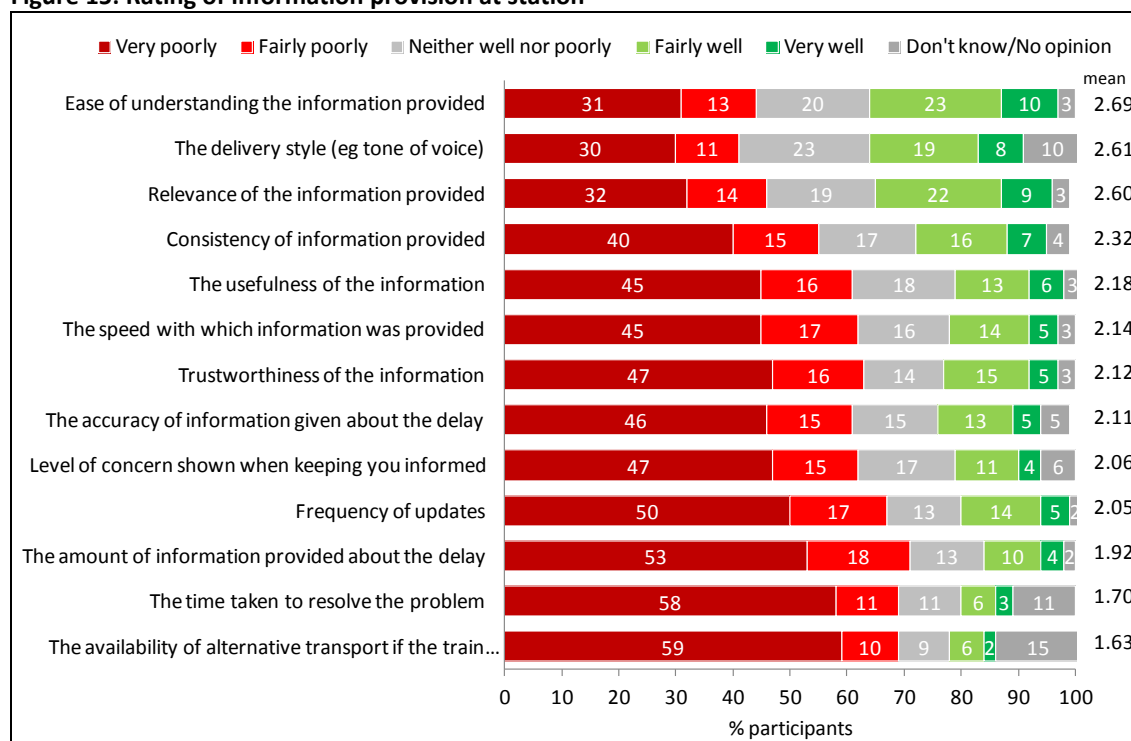
Figure 14: Rating of information provision before arrival at station



Base: 2,324

All aspects of information provided **at the station** were rated negatively on balance with availability of alternative transport, time taken to resolve the problem and amount of information particularly poorly rated.

Figure 15: Rating of information provision at station

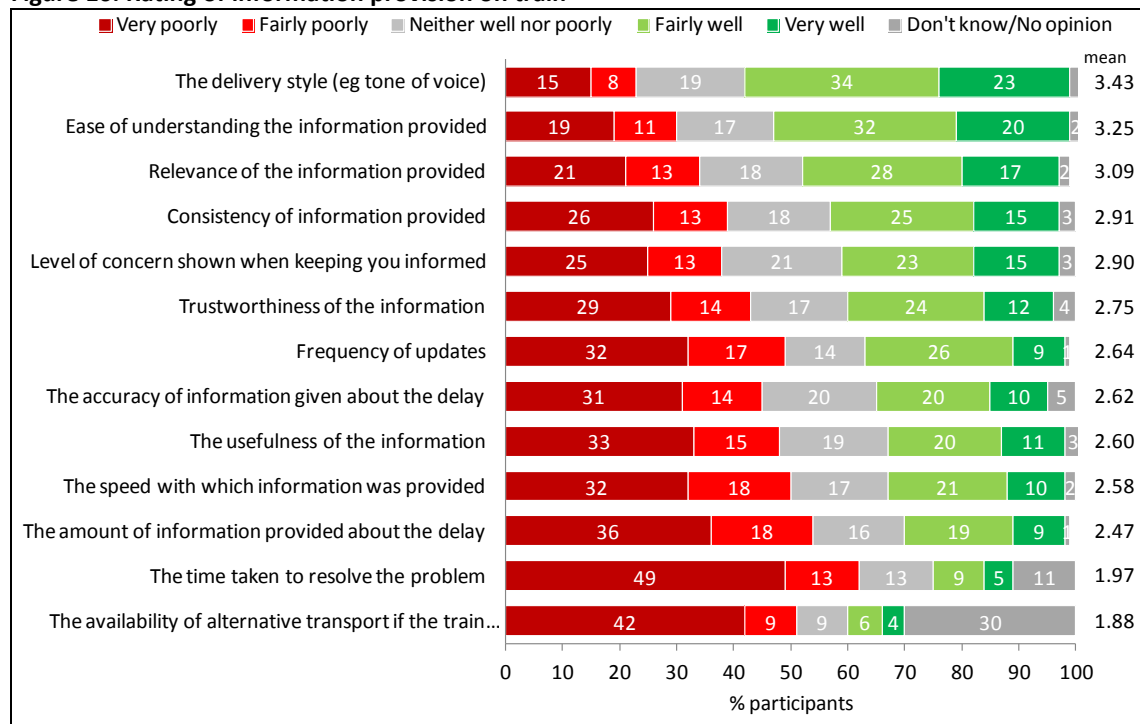


Base: 5,828

Almost all aspects of information provision were rated higher **on the train** than elsewhere. Three aspects of information on train gained positive ratings on balance (mean scores over 3) whereas none of the ratings were positive elsewhere. Delivery style, ease of understanding the information and relevance of information were best rated.

The availability of alternative transport, time taken to resolve the problem and amount of information were worst rated.

Figure 16: Rating of information provision on train

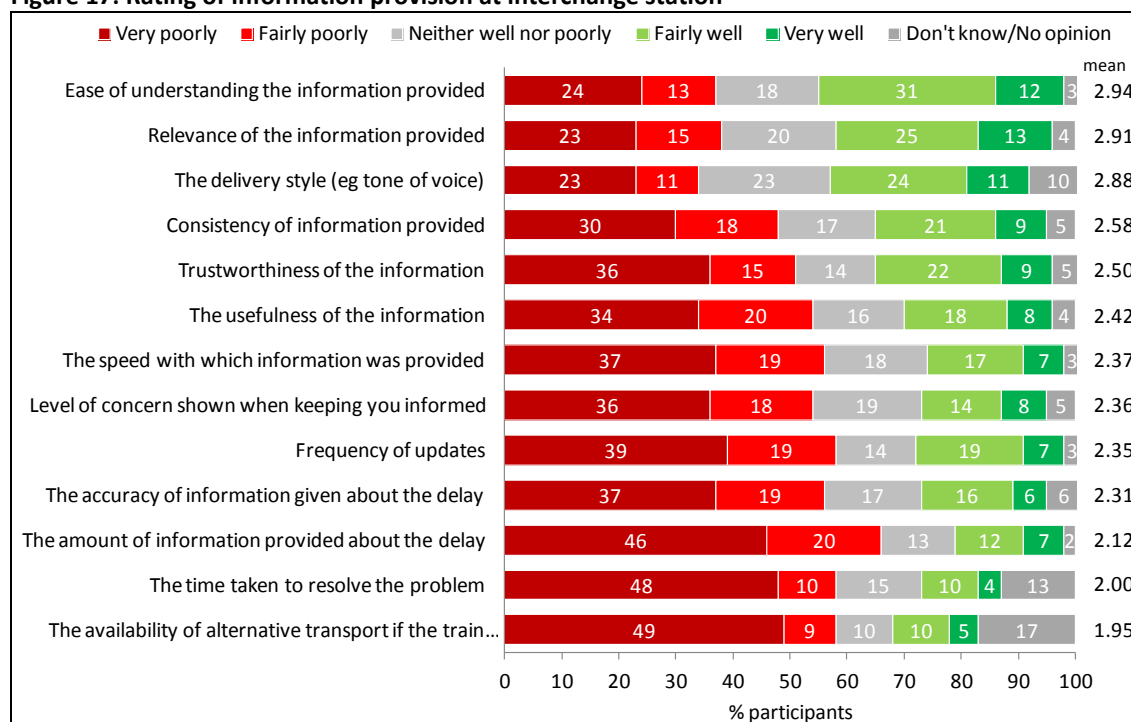


Base: 2,432

All aspects of information provided **at the interchange station** were rated negatively on balance with availability of alternative transport, time taken to resolve the problem and amount of information particularly poorly rated.

The ratings at the interchange station were a little higher than those at the starting station.

Figure 17: Rating of information provision at interchange station

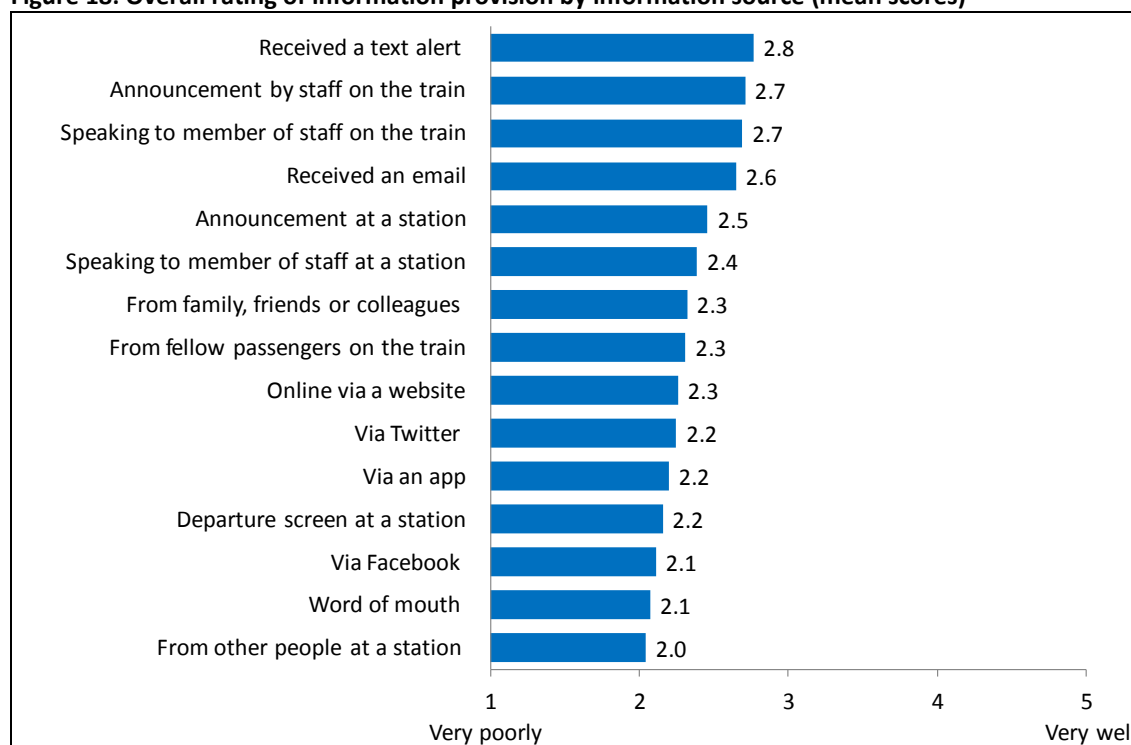


Base: 424

Ratings by information source

Information provided by text alerts was best rated overall. Information provided by staff on train tended to receive more positive ratings than information provided through social media, websites, apps or station departure screen. Information provided by email was also well rated in comparison to other information sources and notably, better rated than information provided by staff at stations (announcements and speaking to staff).

Figure 18: Overall rating of information provision by information source (mean scores)



Base: 12,690

A detailed breakdown of the rating by information source by each aspect of information provision is shown in Table 2. This shows the mean scores and uses colour coding to highlight the top three rated aspects and the worst rated aspect.

- Text alerts were rated best for frequency and time taken to resolve the problem, the accuracy, usefulness, trustworthiness and relevance of the information
- Announcements by staff on the train were rated best for ease of understanding, delivery style and consistency.
- Speaking to member of staff on train was rated best for level of concern shown.
- Emails were rated best for the amount of information provided about the delay
- From fellow passengers on the train was rated best for the availability of alternative transport if the train service could not continue and the speed with which information was provided.

Those who receive information about disruptions or cancellations from departure screens at station (the primary source of information – see Figure 7) give relatively low ratings for all aspects. This implies that information provided on screens should be improved (if technically possible) and/or more timely information is provided through announcements at stations.

Table 2: Rating of information provision by information source (mean scores)

| | Received a text alert | Announcement by staff on the train | Speaking to member of staff on the train | Received an email | Announcement at a station | Speaking to member of staff at a station | From family, friends or colleagues | From fellow passengers on the train | Online via a website | Via Twitter | Via an app | Departure screen at a station | Via Facebook | Word of mouth | From other people at a station |
|---|-----------------------|------------------------------------|--|-------------------|---------------------------|--|------------------------------------|-------------------------------------|----------------------|-------------|------------|-------------------------------|--------------|---------------|--------------------------------|
| The availability of alternative transport if the train service could not continue | 1.79 | 1.91 | 2.03 | 2.06 | 1.78 | 1.88 | 1.57 | 2.46 | 1.59 | 1.46 | 1.53 | 1.59 | 1.62 | 1.51 | 1.50 |
| The time taken to resolve the problem | 2.33 | 2.01 | 2.07 | 2.11 | 1.89 | 1.97 | 1.62 | 1.97 | 1.63 | 1.57 | 1.59 | 1.67 | 1.38 | 1.54 | 1.51 |
| The amount of information provided about the delay | 2.49 | 2.49 | 2.48 | 2.57 | 2.21 | 2.13 | 2.19 | 2.20 | 2.09 | 2.08 | 2.03 | 1.87 | 2.16 | 1.88 | 1.78 |
| Frequency of updates | 2.94 | 2.69 | 2.57 | 2.63 | 2.46 | 2.18 | 2.19 | 2.25 | 2.12 | 2.06 | 2.05 | 2.04 | 1.69 | 1.93 | 1.92 |
| The accuracy of information given about the delay | 2.66 | 2.64 | 2.61 | 2.55 | 2.38 | 2.29 | 2.28 | 2.06 | 2.14 | 2.19 | 2.10 | 2.07 | 2.32 | 1.97 | 1.96 |
| The usefulness of the information | 3.02 | 2.63 | 2.76 | 2.73 | 2.43 | 2.39 | 2.37 | 2.26 | 2.18 | 2.18 | 2.20 | 2.13 | 2.12 | 2.07 | 2.03 |
| Trustworthiness of the information | 3.00 | 2.76 | 2.74 | 2.68 | 2.41 | 2.39 | 2.31 | 2.56 | 2.20 | 2.22 | 2.13 | 2.08 | 1.81 | 2.01 | 1.97 |
| The speed with which information was provided | 2.93 | 2.64 | 2.48 | 2.93 | 2.45 | 2.40 | 2.46 | 2.99 | 2.35 | 2.32 | 2.30 | 2.12 | 2.33 | 2.11 | 1.92 |
| Consistency of information provided | 2.86 | 2.94 | 2.81 | 2.69 | 2.67 | 2.46 | 2.43 | 2.79 | 2.27 | 2.42 | 2.28 | 2.29 | 2.35 | 2.10 | 2.11 |
| Level of concern shown when keeping you informed | 2.40 | 2.63 | 2.81 | 2.56 | 2.42 | 2.48 | 2.32 | 2.31 | 2.56 | 2.57 | 2.35 | 2.38 | 2.56 | 2.36 | 2.36 |
| Relevance of the information provided | 3.24 | 3.14 | 3.08 | 3.10 | 2.89 | 2.79 | 2.74 | 2.46 | 2.66 | 2.67 | 2.65 | 2.57 | 2.25 | 2.48 | 2.48 |
| Ease of understanding the information provided | 3.24 | 3.27 | 3.15 | 2.81 | 2.98 | 2.79 | 2.90 | 1.64 | 2.74 | 2.73 | 2.71 | 2.67 | 2.13 | 2.43 | 2.43 |
| The delivery style (eg tone of voice) | 3.06 | 3.44 | 3.39 | 3.00 | 3.00 | 2.92 | 2.79 | 1.62 | 2.82 | 2.76 | 2.64 | 2.55 | 2.73 | 2.54 | 2.57 |
| Total | 2.77 | 2.71 | 2.69 | 2.65 | 2.46 | 2.39 | 2.32 | 2.28 | 2.26 | 2.25 | 2.20 | 2.16 | 2.11 | 2.07 | 2.04 |
| Base | 58 | 2,852 | 161 | 231 | 2,240 | 814 | 530 | 220 | 1,959 | 401 | 1,561 | 4,097 | 69 | 640 | 575 |

Key:

Best
2nd best
3rd best
Worst



Before arrival at station

Although passengers mainly received information about the disruption or cancellation from a website (48%) or from an app (29%) before arrival at the station, the smaller proportion checking their emails (6%) gave significantly⁴ more positive ratings for all aspects, particularly with respect to speed and usefulness.

In the light of this, it would be advisable to promote the email service to help provide timely information about potential disruptions before travel.

It is notable how poorly Apps perform with respect to ratings for information provision, particularly with respect to accuracy and the amount of information.

⁴ At the 95% confidence level

Table 3: Rating of information provision by information source before arrival at station (mean scores)

| | Received an email | From family, friends or colleagues | Via Twitter | Online via a website | Via an app | Word of mouth |
|--|-------------------|------------------------------------|-------------|----------------------|------------|---------------|
| The speed with which information was provided | 3.00 | 2.65 | 2.57 | 2.44 | 2.49 | 2.27 |
| The usefulness of the information | 2.76 | 2.45 | 2.19 | 2.18 | 2.23 | 2.08 |
| Consistency of information provided | 2.93 | 2.46 | 2.37 | 2.25 | 2.24 | 2.02 |
| The accuracy of information given about the delay | 2.57 | 2.36 | 2.21 | 2.15 | 2.14 | 1.98 |
| The amount of information provided about the delay | 2.58 | 2.35 | 2.18 | 2.13 | 2.15 | 2.02 |
| Base | 187 | 184 | 192 | 1,440 | 876 | 193 |

Note: yellow shading indicates significantly higher than orange shading

Sources with over 100 responses shown

At station

The main sources of information about disruptions or cancellations at the station are departure screens (62%), announcements at station (32%), speaking to member of staff at a station (13%) and announcement by staff on the train (10%).

Three of these four (announcements by staff on the train, speaking to a member of staff and announcement at station) are significantly⁵ better rated than the main source of information: departure screen at station. These three were also significantly better rated than online via a website, word of mouth, an App and other people at a station for almost all aspects.

The poor performance of departure screens, apps and websites for information provision is of concern.

⁵ At the 95% confidence level

Table 4: Rating of information provision by information source at station (mean scores)

| | Announcement by staff on the train | Announcement at a station | Departure screen at a station | Speaking to member of staff at a station | Online via a website | Via an app | Word of mouth | From other people at a station |
|---|------------------------------------|---------------------------|-------------------------------|--|----------------------|------------|---------------|--------------------------------|
| The delivery style (eg tone of voice) | 3.13 | 3.00 | 2.53 | 2.92 | 2.58 | 2.48 | 2.53 | 2.57 |
| Ease of understanding the information provided | 3.01 | 2.99 | 2.66 | 2.79 | 2.65 | 2.56 | 2.44 | 2.43 |
| Relevance of the information provided | 2.96 | 2.90 | 2.56 | 2.79 | 2.61 | 2.53 | 2.43 | 2.48 |
| Consistency of information provided | 2.72 | 2.68 | 2.28 | 2.46 | 2.26 | 2.17 | 2.13 | 2.11 |
| The usefulness of the information | 2.50 | 2.44 | 2.12 | 2.39 | 2.16 | 2.05 | 1.99 | 2.03 |
| The speed with which information was provided | 2.49 | 2.45 | 2.11 | 2.40 | 2.04 | 1.99 | 1.96 | 1.92 |
| Trustworthiness of the information | 2.45 | 2.41 | 2.07 | 2.39 | 2.10 | 1.97 | 1.91 | 1.97 |
| Level of concern shown when keeping you informed | 2.63 | 2.40 | 1.98 | 2.43 | 1.94 | 1.93 | 1.95 | 1.97 |
| The accuracy of information given about the delay | 2.42 | 2.39 | 2.06 | 2.29 | 2.04 | 1.89 | 1.89 | 1.96 |
| Frequency of updates | 2.49 | 2.47 | 2.03 | 2.18 | 2.01 | 1.95 | 1.88 | 1.92 |
| The amount of information provided about the delay | 2.29 | 2.21 | 1.86 | 2.13 | 1.94 | 1.77 | 1.74 | 1.78 |
| The time taken to resolve the problem | 1.95 | 1.89 | 1.66 | 1.97 | 1.60 | 1.54 | 1.58 | 1.51 |
| The availability of alternative transport if the train service could not continue | 1.82 | 1.77 | 1.58 | 1.88 | 1.61 | 1.44 | 1.50 | 1.50 |
| Base | 623 | 2,107 | 4,022 | 814 | 295 | 487 | 132 | 361 |

Note: yellow shading indicates significantly higher than at least two aspects (shaded orange)
Sources with over 100 responses shown

On train

The main source of information about disruptions or cancellations on the train is announcements by staff on the train (79%) and this was also the best rated aspect with significantly⁶ higher ratings than online for all aspects and significantly higher ratings than announcements at stations for seven aspects.

Those who receive information about disruptions from announcements made by staff on the train give higher ratings than for station announcements made by staff particularly with respect to level of concern shown, usefulness of the information and trustworthiness of the information. Some of these differences might be explained by on train announcements being specific to the train and personalised whereas station announcements are more general and likely to include automated announcements. Secondly, customers may be more positive towards information provided once on the train as they are likely to feel more reassured about completing their journey than when waiting for a train.

⁶ At the 95% confidence level

Table 5: Rating of information provision by information source on train (mean scores)

| | Announcement by staff on the train | Announcement at a station | Speaking to member of staff on the train | Online via a website | Via an app | Via Twitter | From fellow passengers on the train |
|---|------------------------------------|---------------------------|--|----------------------|------------|-------------|-------------------------------------|
| The delivery style (eg tone of voice) | 3.54 | 3.03 | 3.42 | 3.21 | 3.11 | 3.08 | 2.99 |
| Relevance of the information provided | 3.19 | 2.70 | 3.08 | 2.70 | 2.89 | 2.79 | 2.74 |
| Ease of understanding the information provided | 3.36 | 2.75 | 3.14 | 2.84 | 3.05 | 2.92 | 2.79 |
| Trustworthiness of the information | 2.84 | 2.34 | 2.75 | 2.42 | 2.48 | 2.44 | 2.53 |
| Consistency of information provided | 3.01 | 2.46 | 2.85 | 2.43 | 2.69 | 2.65 | 2.42 |
| The accuracy of information given about the delay | 2.71 | 2.32 | 2.60 | 2.22 | 2.45 | 2.41 | 2.16 |
| Level of concern shown when keeping you informed | 3.01 | 2.51 | 3.15 | 2.57 | 2.55 | 2.57 | 2.49 |
| The usefulness of the information | 2.67 | 2.27 | 2.79 | 2.16 | 2.40 | 2.31 | 2.22 |
| Frequency of updates | 2.76 | 2.30 | 2.62 | 2.28 | 2.25 | 2.26 | 2.24 |
| The speed with which information was provided | 2.69 | 2.37 | 2.52 | 2.14 | 2.26 | 2.22 | 2.08 |
| The amount of information provided about the delay | 2.55 | 2.17 | 2.52 | 2.04 | 2.18 | 2.12 | 1.94 |
| The availability of alternative transport if the train service could not continue | 1.93 | 1.91 | 2.04 | 1.54 | 1.78 | 1.45 | 1.63 |
| The time taken to resolve the problem | 2.02 | 1.94 | 2.08 | 1.67 | 1.68 | 1.68 | 1.60 |
| Base | 2,153 | 133 | 143 | 192 | 149 | 112 | 137 |

Note: yellow shading indicates significantly higher than orange shading

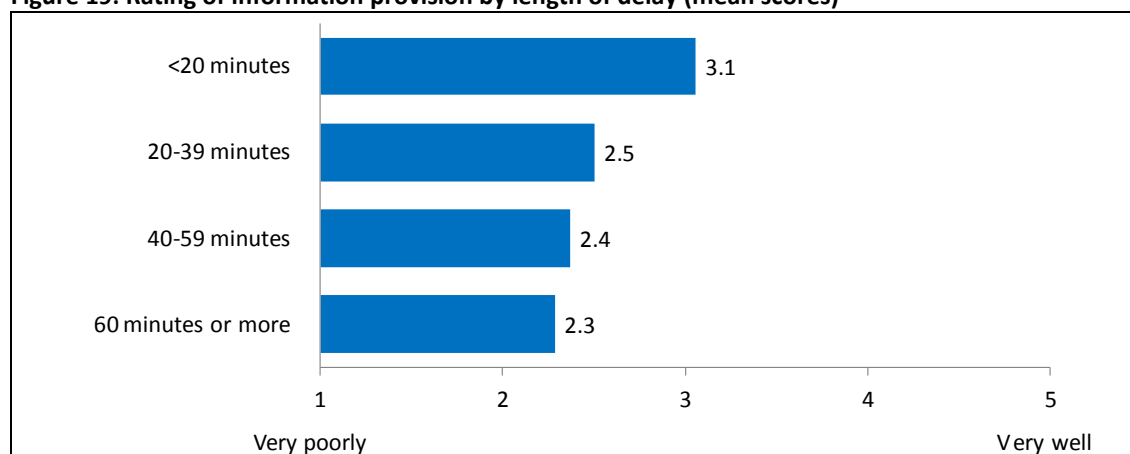
Sources with over 100 responses shown

Ratings by length of delay

To assess the impact of length of delay on the ratings scores, they have been aggregated across journey stage and across information aspects.

Figure 19 shows that the longer the length of delay the worst the ratings.

Figure 19: Rating of information provision by length of delay (mean scores)



Base: 60 minutes or more 4,431, 40-59 minutes 1,558, 20-39 minutes 2,697, <20 minutes 1,077

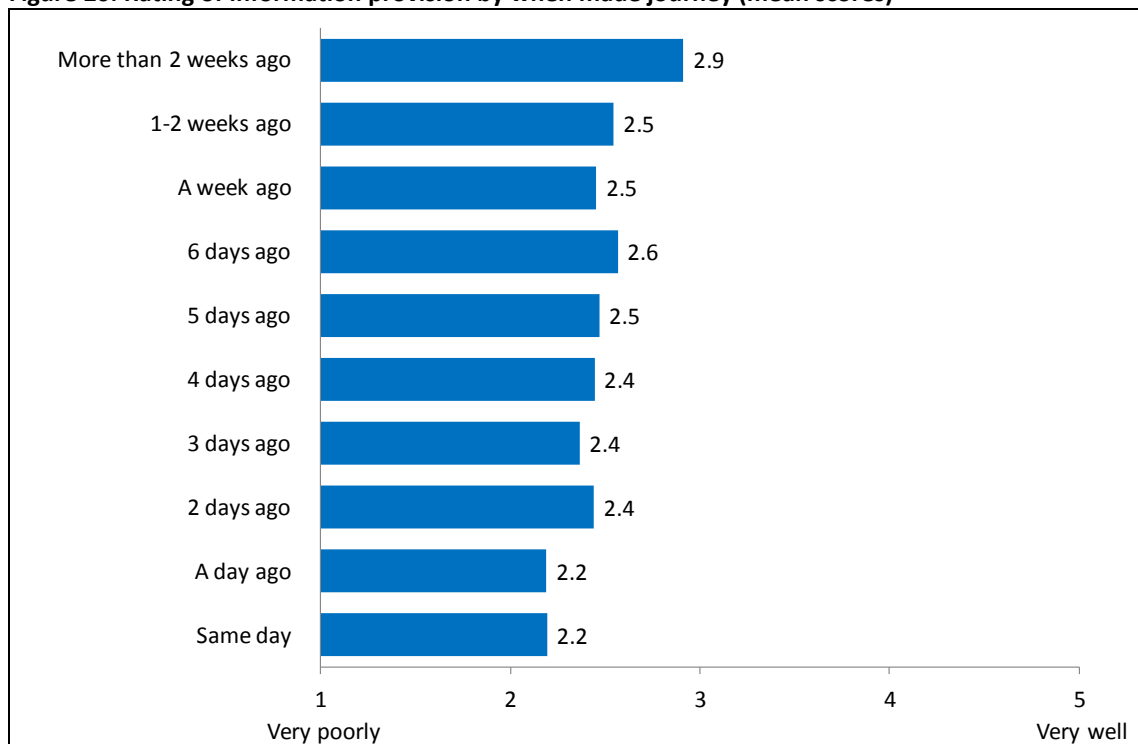
Ratings by how long ago journey made

As recall of details of information provision was considered likely to fade over time and since the longer the gap between the disruption and the research, the more likely the customer was to only remember (a possibly exaggerated version of) the negative, the research method aimed to collect as much 'in the moment' data as possible.

To assess whether the passage of time impacted on the ratings of the information provision they have been aggregated across journey stage and across information aspects in Figure 20 below.

This shows a tendency for ratings to be higher the longer the time between the disrupted or cancelled rail journey and completing the questionnaire.

Figure 20: Rating of information provision by when made journey (mean scores)



Base: Same day 7,588, A day ago 1,541, 2 days ago 415, 3 days ago 307, 4 days ago 253, 5 days ago 175, 6 days ago 153, A week ago 160, 1-2 weeks ago 546, More than 2 weeks ago 1,552

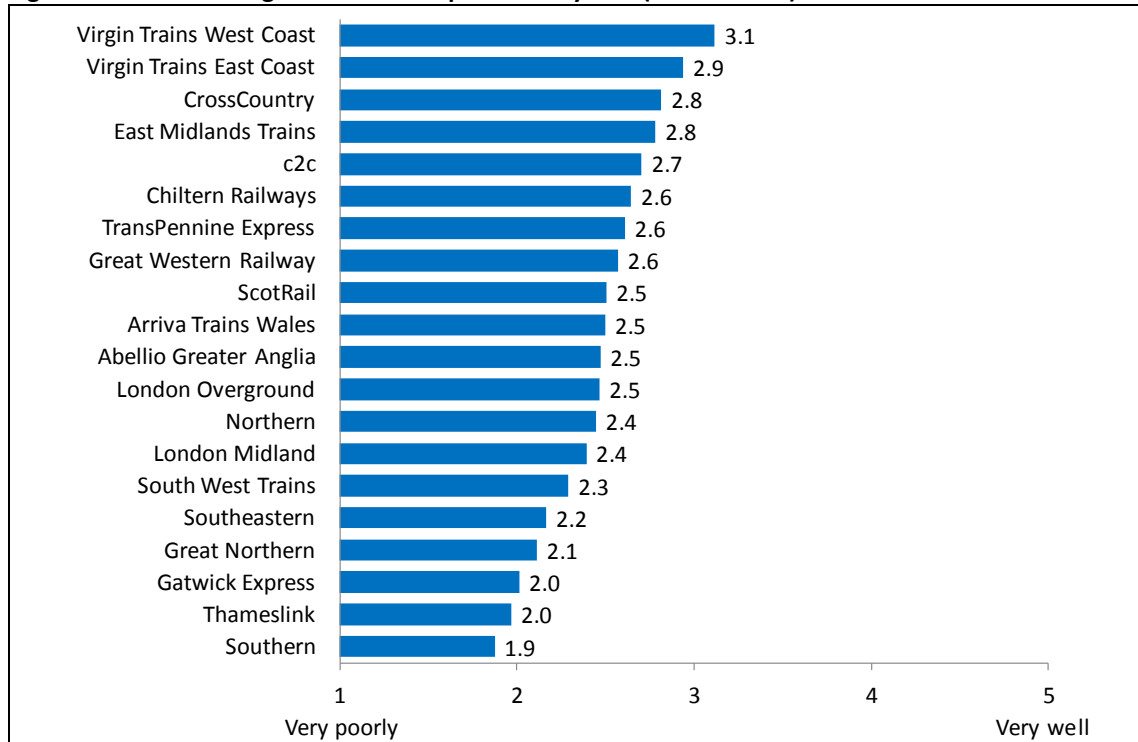
Ratings by TOC and sector

The best rated TOCs with respect to information provision were the long distance TOCs: Virgin Trains West and East Coast, Cross Country and East Midlands Trains.

The worst rated were the London & South East TOCs: Southern, Thameslink, Gatwick Express and Great Northern.

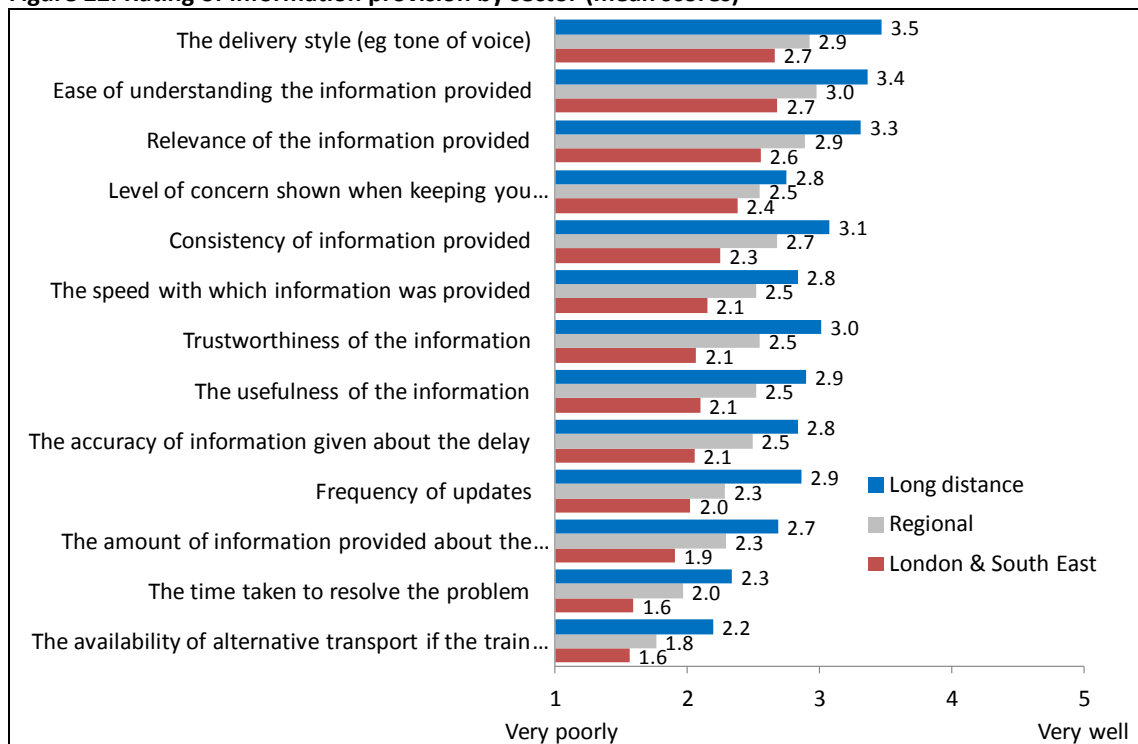
See Figure 21. When grouped into sector all aspects of information provision rated highest for the Long Distance sector and lowest for the London & South East sector.

Figure 21: Overall rating of information provision by TOC (mean scores)



Base: Virgin Trains West Coast 446, Virgin Trains East Coast 860, CrossCountry 305, East Midlands Trains 354, c2c 59, Chiltern Railways 109, TransPennine Express 214, Great Western Railway 706, ScotRail 367, Arriva Trains Wales 192, Abellio Greater Anglia 581, London Overground 80, Northern 452, London Midland 428, South West Trains 1,363, Southeastern 1,794, Great Northern 391, Gatwick Express 99, Thameslink 984, Southern 2,914

Figure 22: Rating of information provision by sector (mean scores)



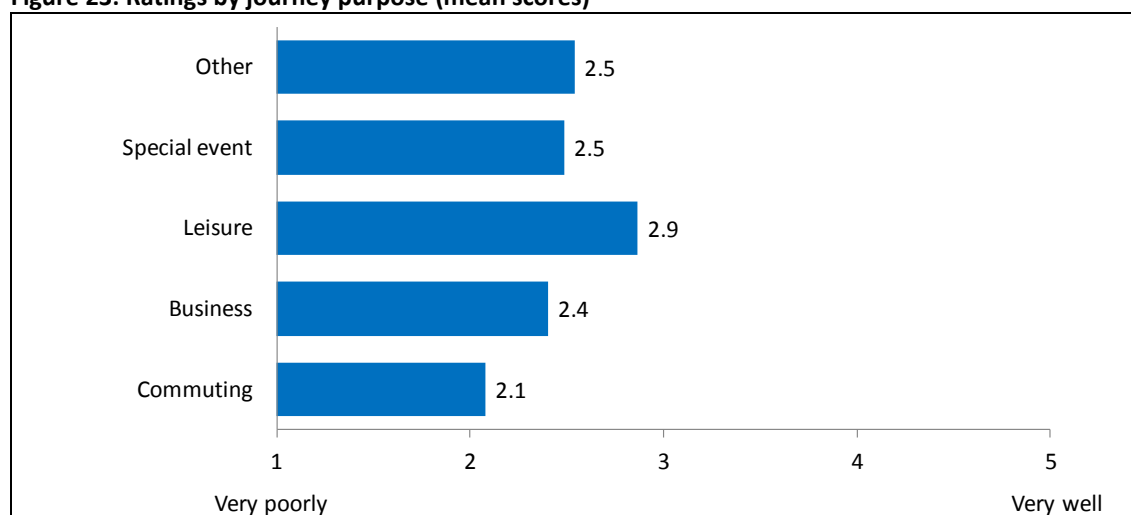
Base: Long distance 2,096, Regional 1,024, London & South East 9,158

Ratings by journey purpose

To assess the impact of journey purpose on the ratings scores, they have been aggregated across journey stage and across information aspects.

The ratings given by commuters are very much lower than those for other purposes, particularly leisure. There is a correlation between commuting and London & South East TOCs: 66% on the London & South East sector were commuting compared to 49% Regional and 19% Long distance. 40% on the Long distance sector were making leisure trips compared to 23% Regional and 13% London & South East.

Figure 23: Ratings by journey purpose (mean scores)



Base: Commuting 7,032, Business 1,773, Leisure 2,457, Special event 730, Other 698

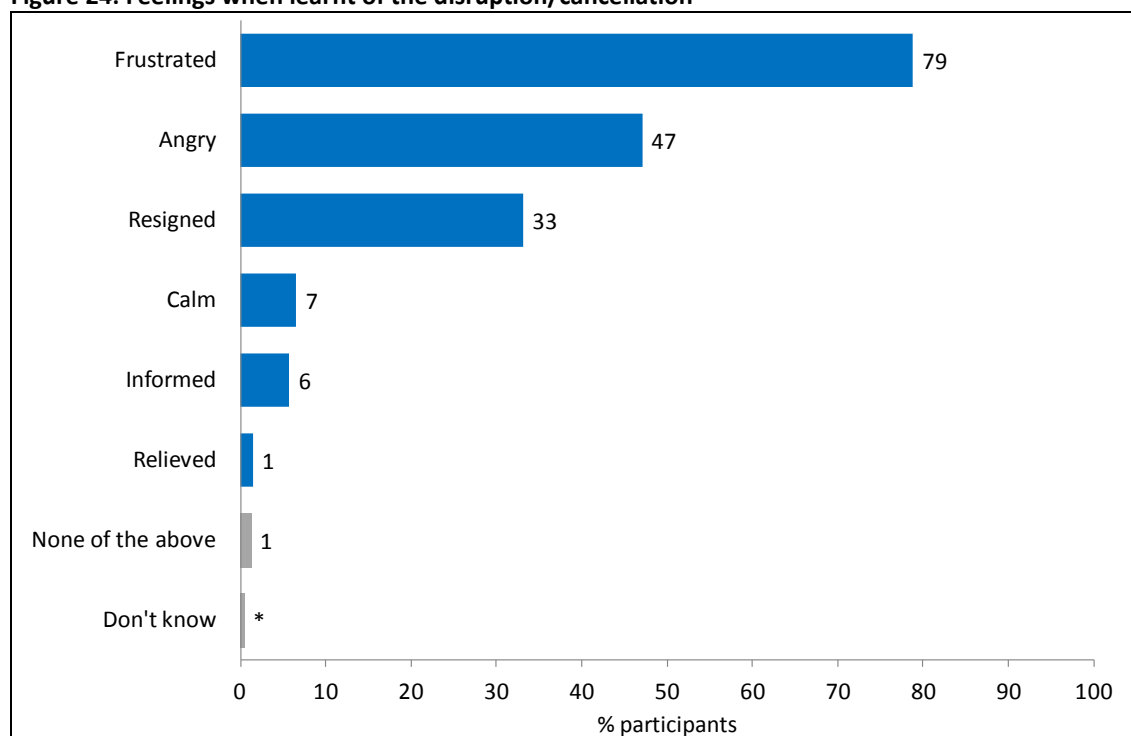
3.6 Feelings when learnt of the disruption/cancellation

Customers were shown a list of feelings and asked to select those they felt when they learnt of the disruption or cancellation. This was asked for each stage of the journey.

The aggregated values over the four journey stages are shown in Figure 24.

'Frustration' dominates feelings with over three quarters mentioning this. Forty seven per cent mention 'anger' and 32% 'resignation'. All other feelings are relatively unimportant.

Figure 24: Feelings when learnt of the disruption/cancellation

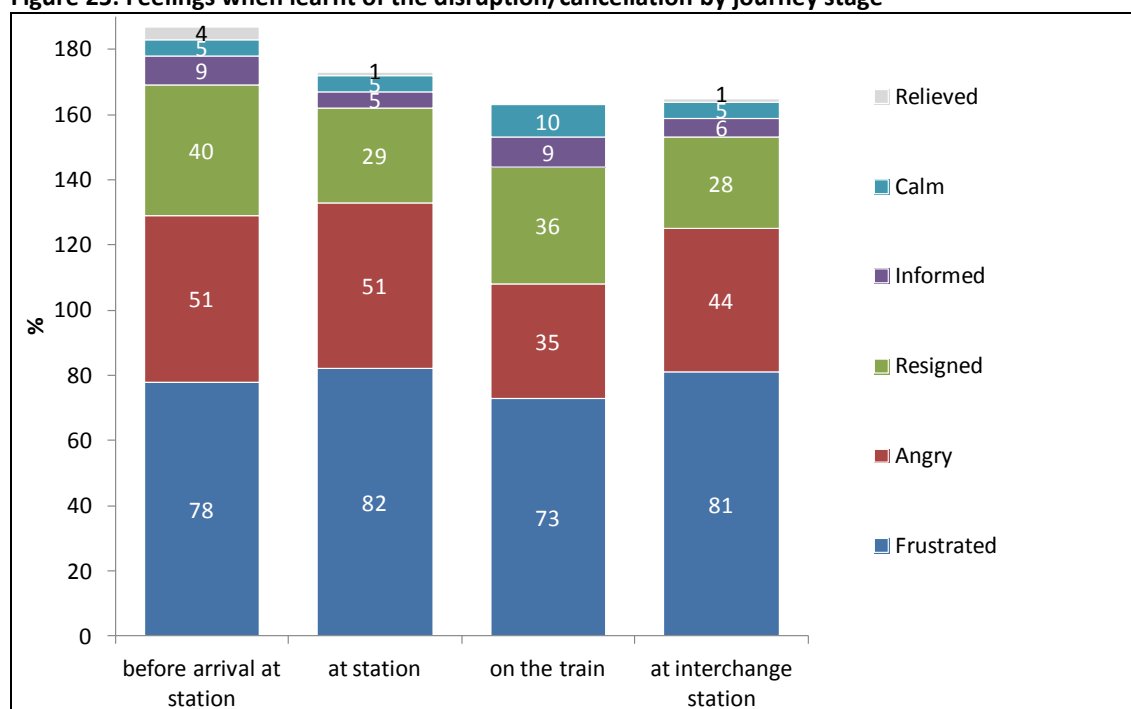


Base: 12,690

* = less than 0.5%

Those who learnt of the disruption **before arrival at the station** were most likely to be angry (51%) and resigned (40%). Those who learnt of the disruption **at station** were most likely to be frustrated (82%). Those who learnt of the disruption **on the train** were least likely to be frustrated or angry. See Figure 25.

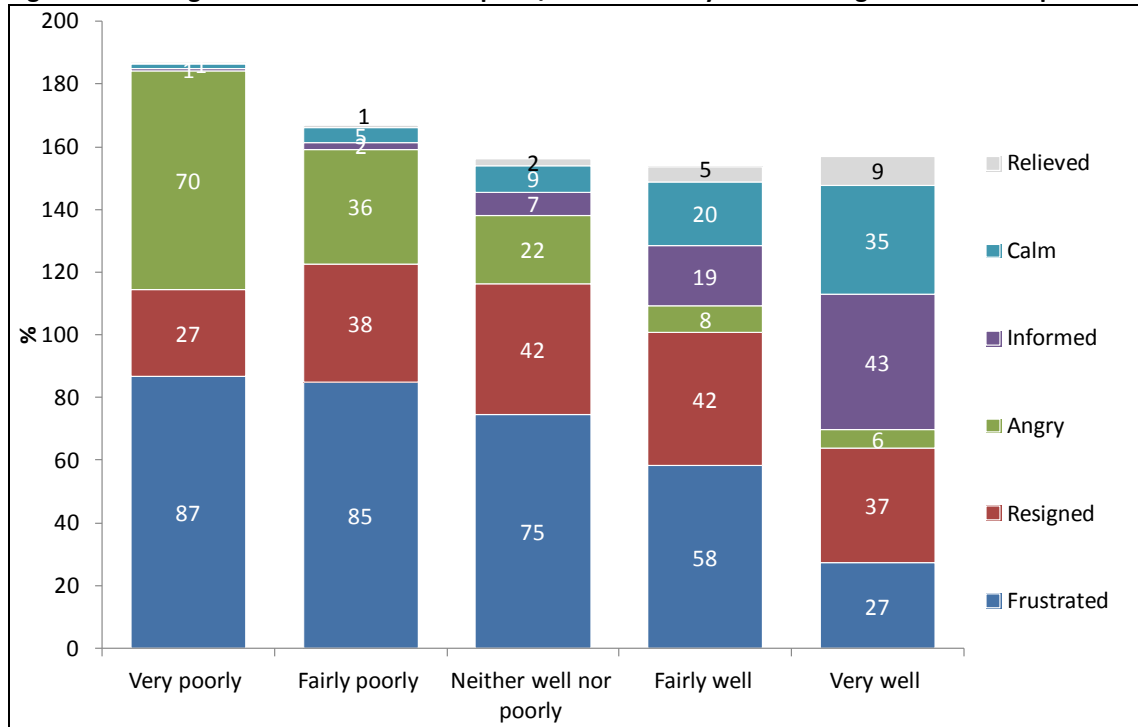
Figure 25: Feelings when learnt of the disruption/cancellation by journey stage



Base: before arrival at station 3,010, at station 6,488, on train 2,713, at interchange station 479
 Note: more than one response could be given so percentages add to more than 100%

There is a very strong correlation between the negative emotions of frustration and anger and poor ratings of how well the company dealt with the disruption or cancellation as can be seen in Figure 26. The positive feelings of calmness and being informed correlate strongly with positive ratings of how well the company dealt with the disruption or cancellation.

Figure 26: Feelings when learnt of the disruption/cancellation by overall rating of information provision

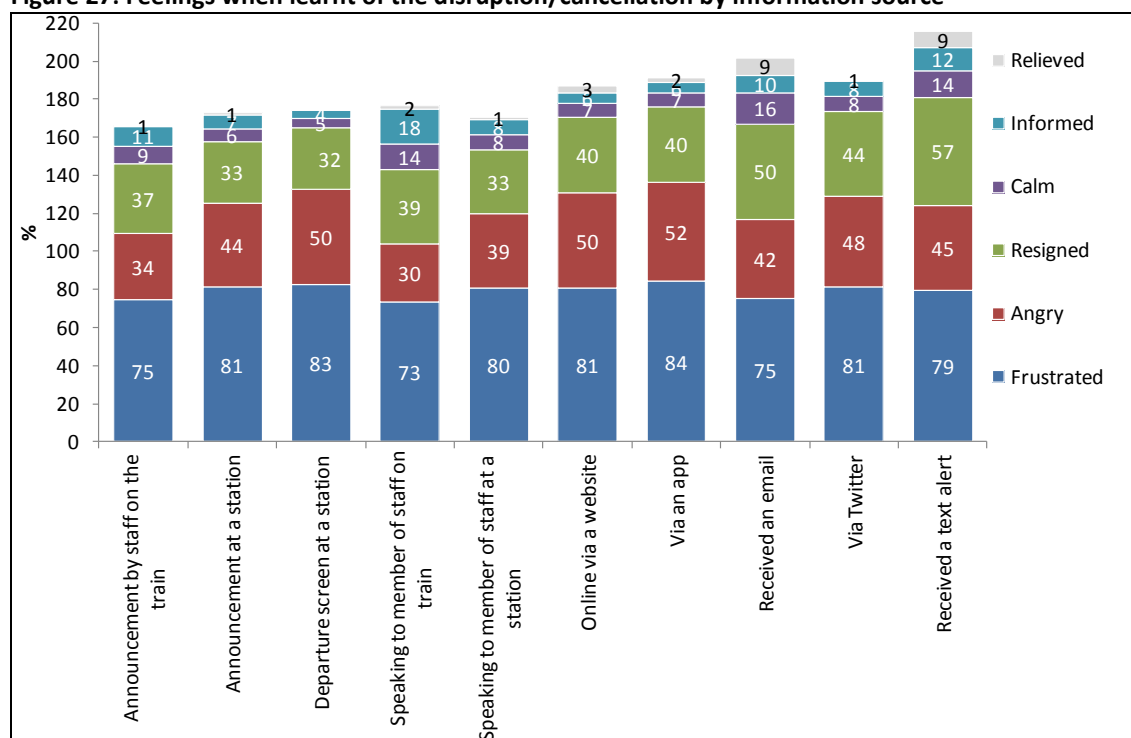


Base: Very poorly 6,509, Fairly poorly 2,229, Neither well nor poorly 1,778, Fairly well 1,305, Very well 514

Feelings of anger are lowest for those who received information about the disruption or cancellation through speaking to a member of staff on the train or an announcement on the train and highest for information provided through an App, a website, departure screens and Twitter – all four mechanical means. Similarly, frustration is highest for these four mechanical means.

Interestingly, the levels of anger and frustration for those who received information about the disruption or cancellation through emails are similar to information provided by staff on train.

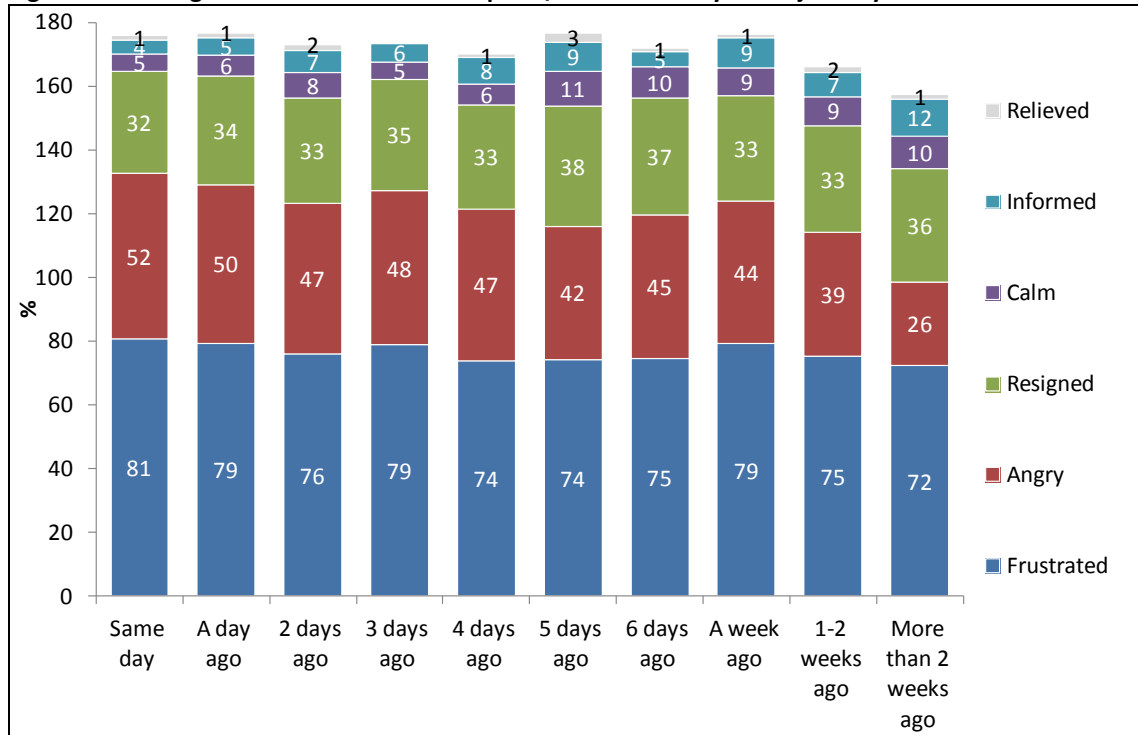
Figure 27: Feelings when learnt of the disruption/cancellation by information source



Base: Announcement by staff on the train 2,852, Announcement at a station 2,240, Departure screen at a station 4,907, Speaking to member of staff on train 161, Speaking to member of staff at a station 814, Online via a website 1,959, Via app 1,561, Received email 231, Via Twitter 401, Received a text alert 58

Feelings of anger dissipate over time with twice as many expressing anger on the day of the disruption compared to having made the journey more than two weeks ago. See Figure 28.

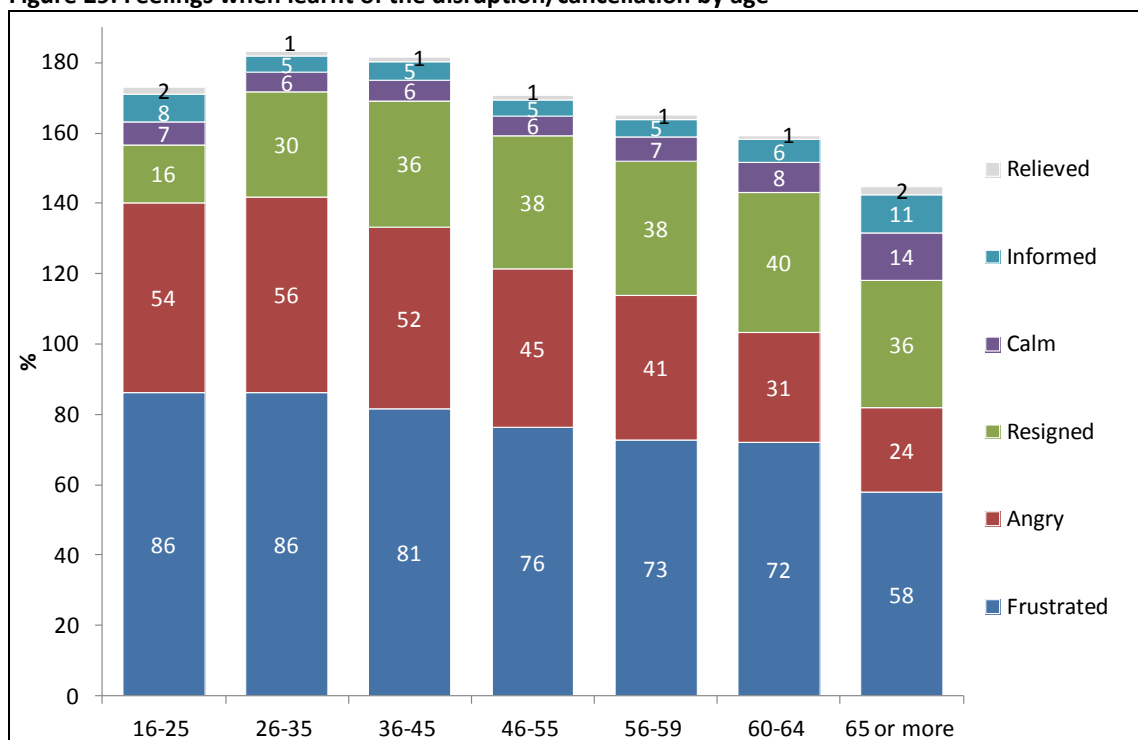
Figure 28: Feelings when learnt of the disruption/cancellation by when journey made



Base: Same day 7,588, A day ago 1,541, 2 days ago 415, 3 days ago 307, 4 days ago 253, 5 days ago 175, 6 days ago 153, A week ago 160, 1-2 weeks ago 546, More than 2 weeks ago 1,552

There are notable variations in the feelings felt when learnt of the disruption or cancellation by age. Frustration and anger is highest for those aged between 16 and 35 year old and falls with age. Calmness tends to increase with age. See Figure 29.

Figure 29: Feelings when learnt of the disruption/cancellation by age



Base: 16-25 1,609, 26-35 2,447, 36-45 2,797, 46-55 3,084, 56-59 1,081, 60-64 896, 65 or more 776

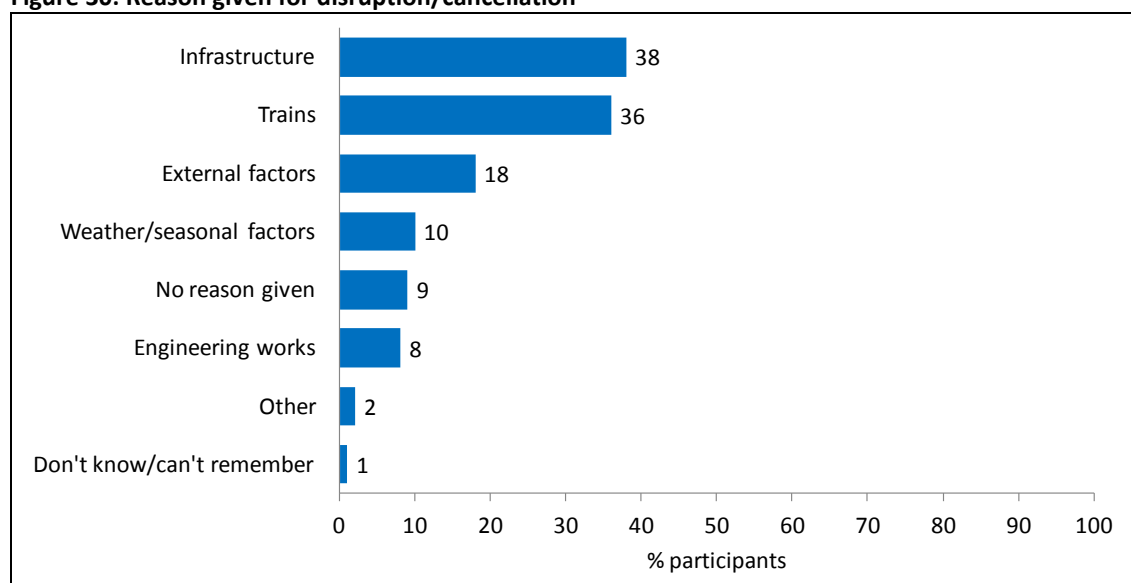
3.7 Reason given for disruption

Customers were asked the reason given for the disruption. Possible reasons were grouped in the questionnaire as follows:

- **Infrastructure** (e.g. signalling problem, broken or buckled rail, overhead wire problems)
- **Trains** (e.g. broken down train, waiting for a platform, staff unavailable)
- **Engineering works** (e.g. emergency engineering works, planned engineering work over running)
- **External factors** (e.g. vandalism, trespass, fire, passenger taken ill, obstruction on the line)
- **Weather/seasonal factors** (e.g. flooding, leaves, snow and ice).

The main reason given, mentioned by 38%, was 'Infrastructure'. 'Trains' was cited by 36%. Nine per cent said no reason was given. See Figure 30.

Figure 30: Reason given for disruption/cancellation

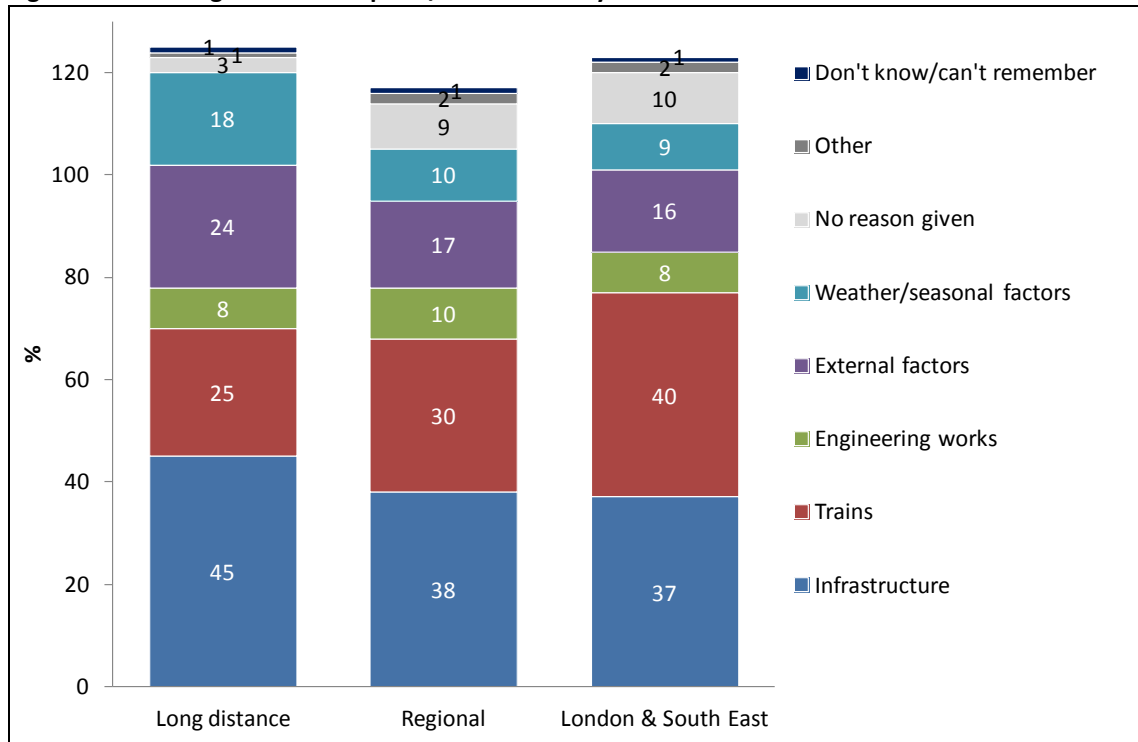


Base: 11,395

Note: more than one response could be given so percentages add to more than 100%

'Trains' was much more likely to be given as a reason for disruption/cancellation on the London & South East than Long distance or Regional. For the Long distance sector 'External factors' and 'Infrastructure' were more likely to be given as a reason for disruption/cancellation than on the London & South East and Regional sectors. See Figure 31.

Figure 31: Reason given for disruption/cancellation by sector

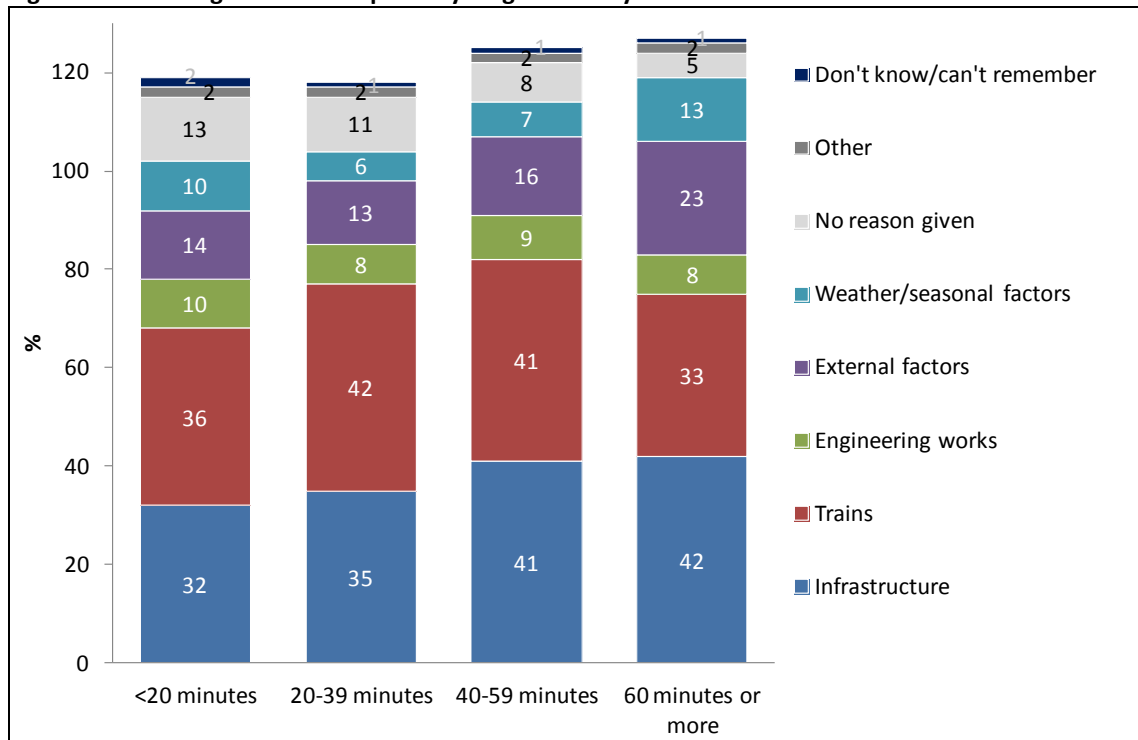


Base: Long distance 1,843, Regional 889, London & South East 8,398

Note: more than one response could be given so percentages add to more than 100%

The reason given for the disruption varied by length of delay. 'Infrastructure' and 'External factors' were mentioned more the longer the delay. See Figure 32.

Figure 32: Reason given for disruption by length of delay



Base: <20 minutes 823, 20-39 minutes 2,362, 40-59 minutes 1,409, 60 minutes or more 4,107

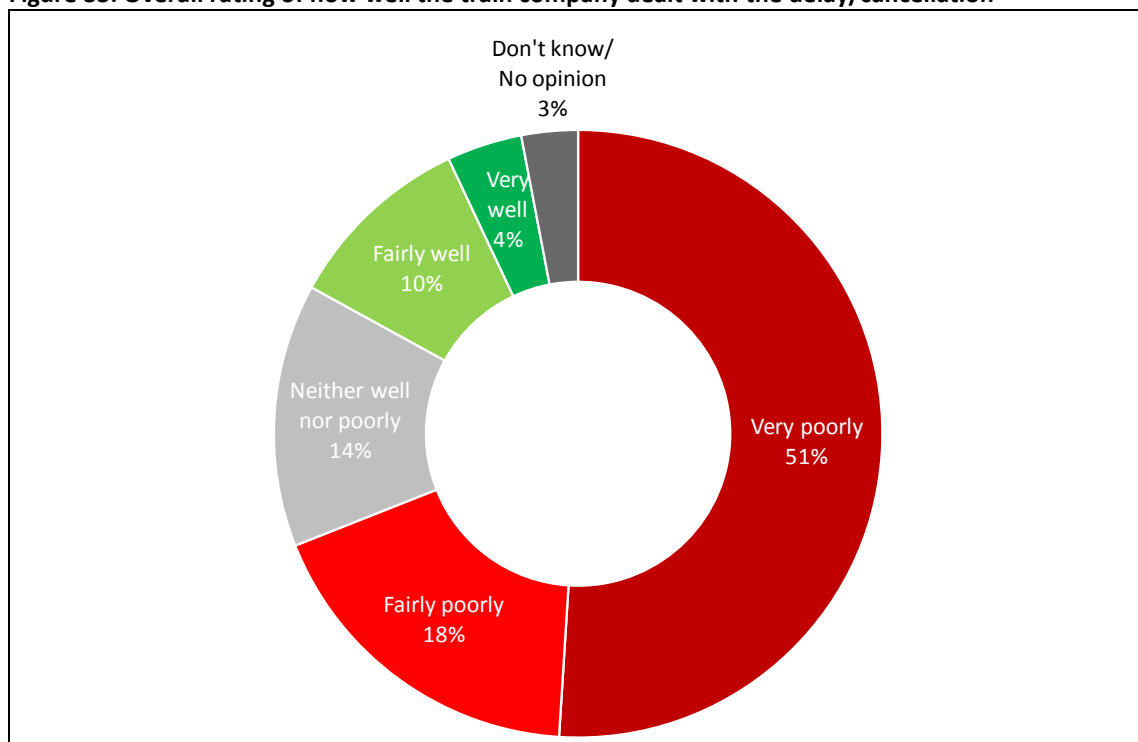
Note: more than one response could be given so percentages add to more than 100%

3.8 Overall rating of how well the delay was handled

Customers who suffered a delay were asked “Overall, how well do you think the train company dealt with this delay?” Customers who suffered a cancellation were asked “Overall, how well do you think the train company dealt with this cancellation?”

The overall rating of how the train company dealt with the delay or cancellation was very poor, with more than four times as many negative ratings as positive: 69% fairly poorly or very poorly compared to 14% fairly well or very well.

Figure 33: Overall rating of how well the train company dealt with the delay/cancellation



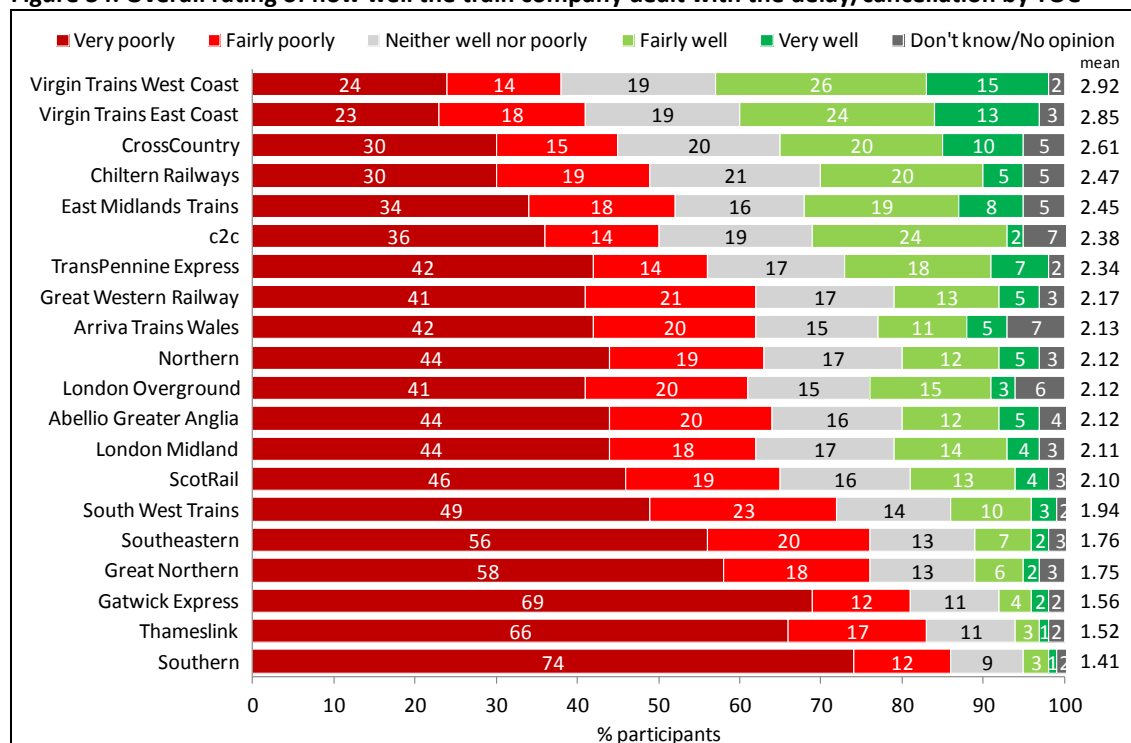
Base: 12,690

Ratings by TOC

Virgin Trains West Coast was rated best for how they dealt with the delay or cancellation. On the other end of the spectrum, the four GoVia Thameslink Railway TOCs are rated worst.

Long distance sector TOCs are rated best and London & South East sector TOCs worst.

Figure 34: Overall rating of how well the train company dealt with the delay/cancellation by TOC*



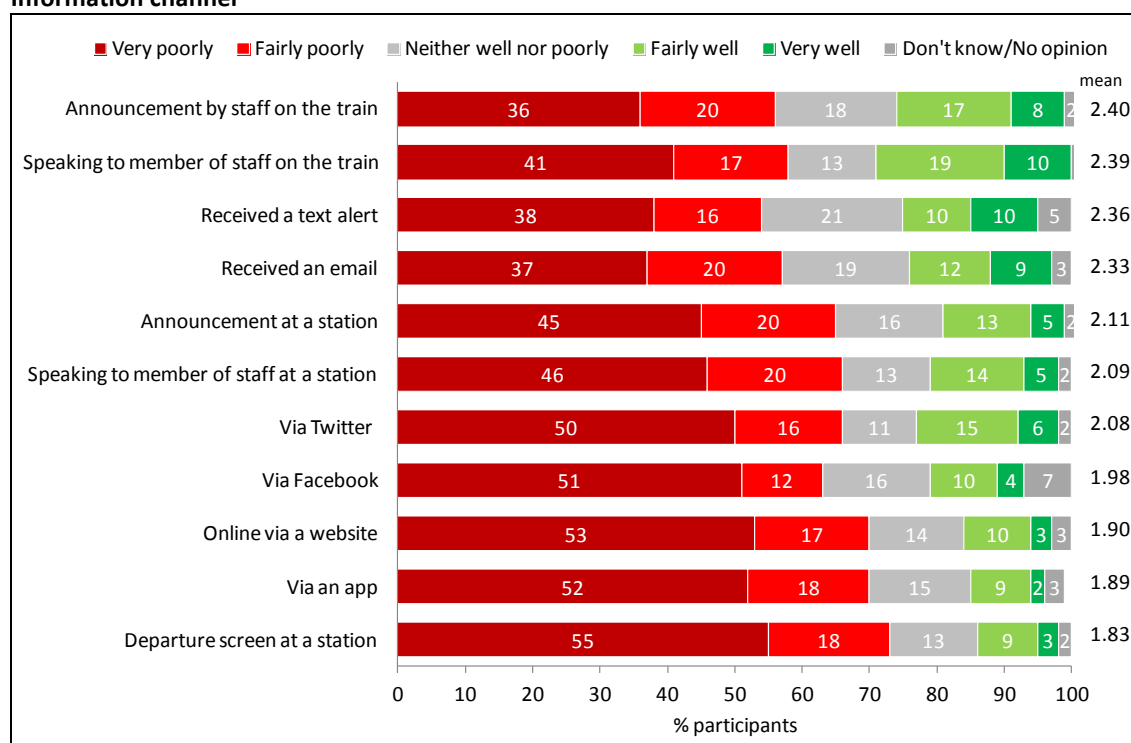
*All TOCs with 50 or more responses

Base: Southern 2,914, Thameslink 984, Gatwick Express 99, Great Northern 391, Southeastern 1,794, South West Trains 1,363, ScotRail 367, London Midland 428, Abellio Greater Anglia 581, London Overground 80, Northern 452, Arriva Trains Wales 192, Great Western Railway 706, TransPennine Express 214, c2c 59, East Midlands Trains 354, Chiltern Railways 109, CrossCountry 305, Virgin Trains East Coast 860, Virgin Trains West Coast 446

Ratings by Information Channel

Analysis by information channel for National Rail or TOC sources or potential sources is shown in Figure 35. The mean rating is highest for information provided through announcements by staff on the train, followed by speaking to members of staff on the train and text alerts. Those who received information about the disruption or cancellation through a departure screen at the station, online via a website and via an App give the lowest ratings.

Figure 35: Overall rating of how well the train company dealt with the delay/cancellation by Information channel



Base: Announcement by staff on the train 2,852, Speaking to member of staff on the train 161, Received a text alert 58, Received an email 231, Announcement at a station 2,240, Speaking to member of staff at a station 814, Via Twitter 401, Via Facebook 69, Online via a website 1,959, Via an app 1,561, Departure screen at a station 4,097

Note: information channels for National Rail or TOC sources or potential sources

Ratings by length of delay, journey stage, journey purpose and sector

The overall mean rating (where 1 = very poorly and 5 = very well) was 2.09.

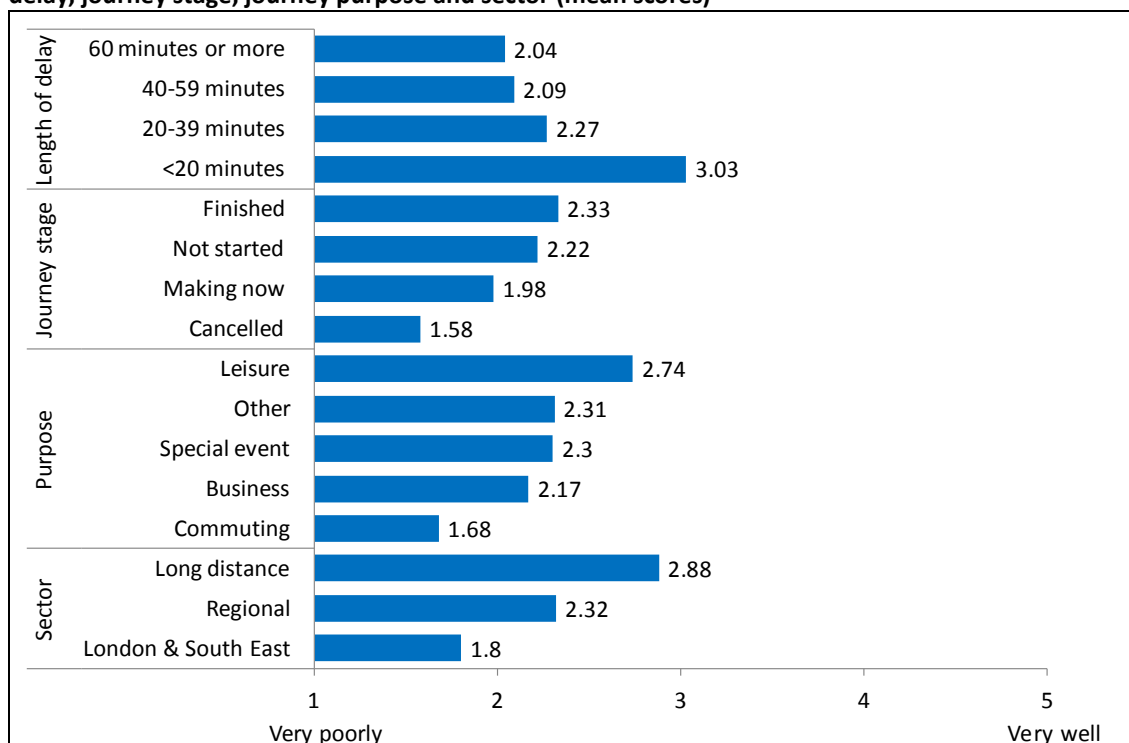
The mean scores for the overall rating of how well the train company dealt with the delay or cancellation by length of delay, journey stage, journey purpose and sector are shown in Figure 36.

- The mean ratings were significantly⁷ better for those whose delay were less than 20 minutes compared to those with longer delays. In addition, those with delays of between 20 and 39 minutes gave a significantly better rating than those with longer delays
- The mean ratings were significantly worst for cancelled journeys (mean of 1.58) and 'live' trips (1.98) than for journeys that were not started or finished. Those who finished their trips gave the best ratings (2.33)

⁷ At the 95% confidence level

- Leisure travellers gave the best ratings (2.74), significantly³ better than all other purposes. Commuters gave the worst rating (1.68), significantly worse than all other purposes.
- Travellers on Long Distance sector trains gave significantly better ratings than those on Regional and London and South East sectors.

Figure 36: Overall rating of how well the train company dealt with the delay/cancellation by length of delay, journey stage, journey purpose and sector (mean scores)



Base: Sector: London & South East 5,132, Regional 600, Long distance 1,471; Purpose: Commuting 3,646, Business 1,074, Special event 496, Other 447, Leisure 1,867; Journey stage: Cancelled 1,600, Making now 1,372, Not started 1,133, Finished 3,425; Length of delay: <20 minutes 717, 20-39 minutes 1,673, 40-59 minutes 984, 60 minutes or more 2,556

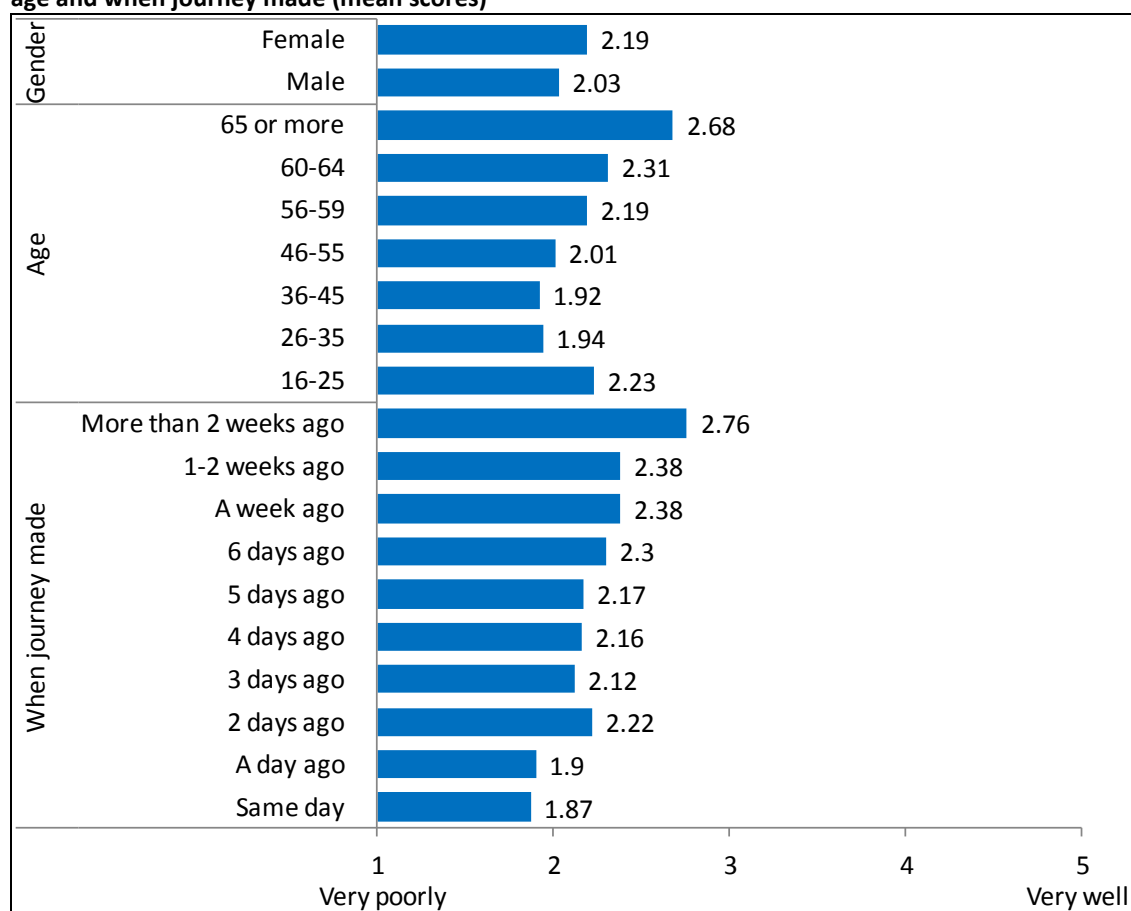
Ratings by gender, age and when journey made

The mean scores for the overall rating of how well the train company dealt with the delay or cancellation by gender, age and when journey made are shown in Figure 37.

- Woman gave significantly⁸ higher scores than men
- Travellers aged over 55 and younger than 25 gave significantly⁸ higher scores than travellers aged between 26 and 55 years old
- Ratings tend to improve over time with those who made the journey a week or more ago significantly⁸ higher scores than those who answered the questionnaire within a day of the disruption.

⁸ At the 95% confidence level

Figure 37: Overall rating of how well the train company dealt with the delay/cancellation by gender, age and when journey made (mean scores)



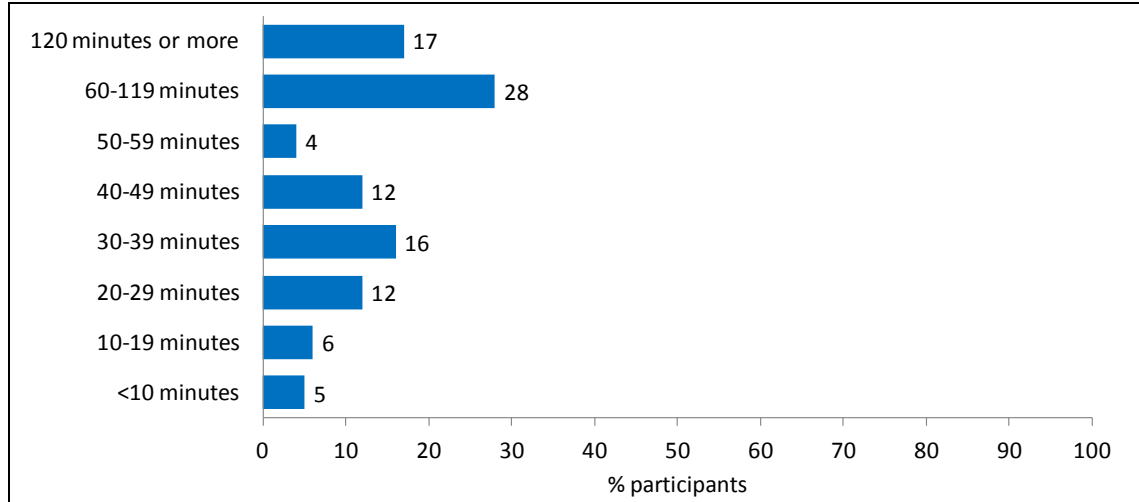
Base: When journey made: Same day 4,105, A day ago 844, 2 days ago 249, 3 days ago 179, 4 days ago 170, 5 days ago 117, 6 days ago 93, A week ago 109, 1-2 weeks ago 356, More than 2 weeks ago 1,308; Age: 16-25 963, 26-35 1,394, 36-45 1,595, 46-55 1,831, 56-59 644, 60-64 572, 65 or more 531; Gender: Male 3,717, Female 3,560

3.9 Length of delay

Customers who had arrived at their destination were asked how late they were arriving at their destination station. Customers who hadn't started or who were still travelling when they were answering the questionnaire (33% of the sample) were asked what time they expected to be arriving at their destination station.

Over four tenths (45%) suffered delays of over an hour and almost a third (32%) suffered delays of between 30 minutes and an hour. The mean delay was 68 minutes.

Figure 38: Length of delay

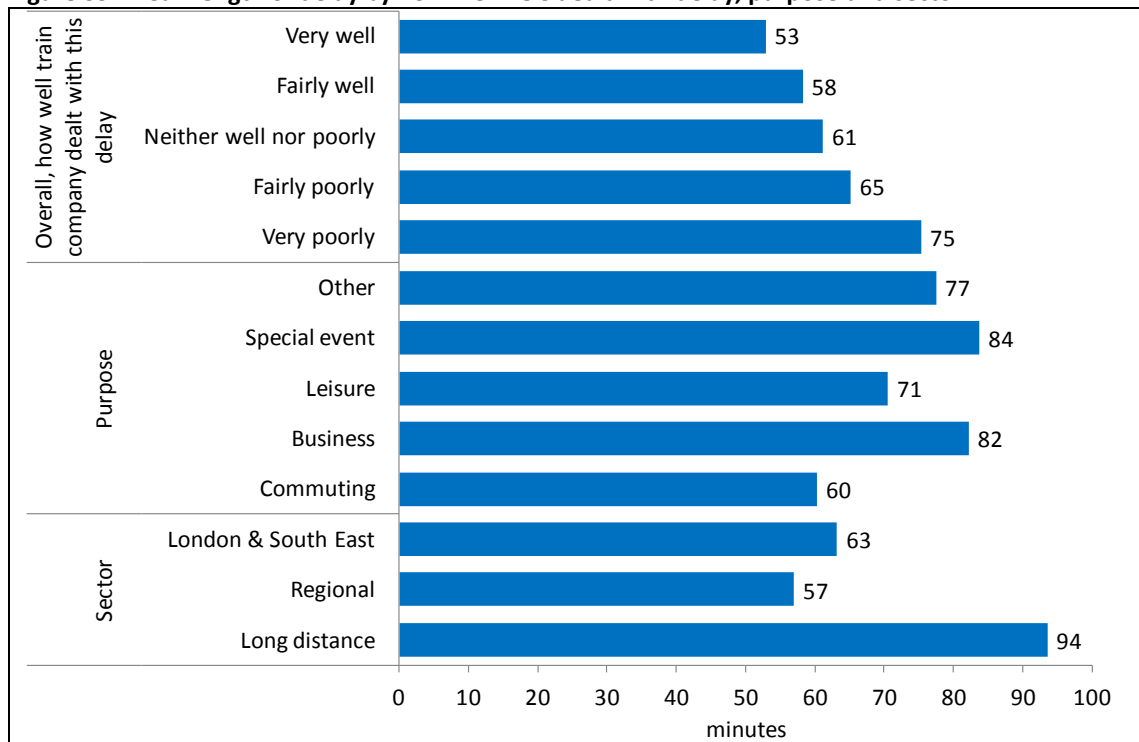


Base: 9,665 who suffered a delay (excludes cancellations)

There was a strong correlation between delay length and the overall rating given to the train company for how well it dealt with the delay.

Those making commuting trips suffered the shortest delays whereas travellers on business trips and making trips for special events suffered the longest delays. Long distance sector travellers suffered longer delays than Regional or London & South East sector travellers.

Figure 39: Mean length of delay by how well TOC dealt with delay, purpose and sector



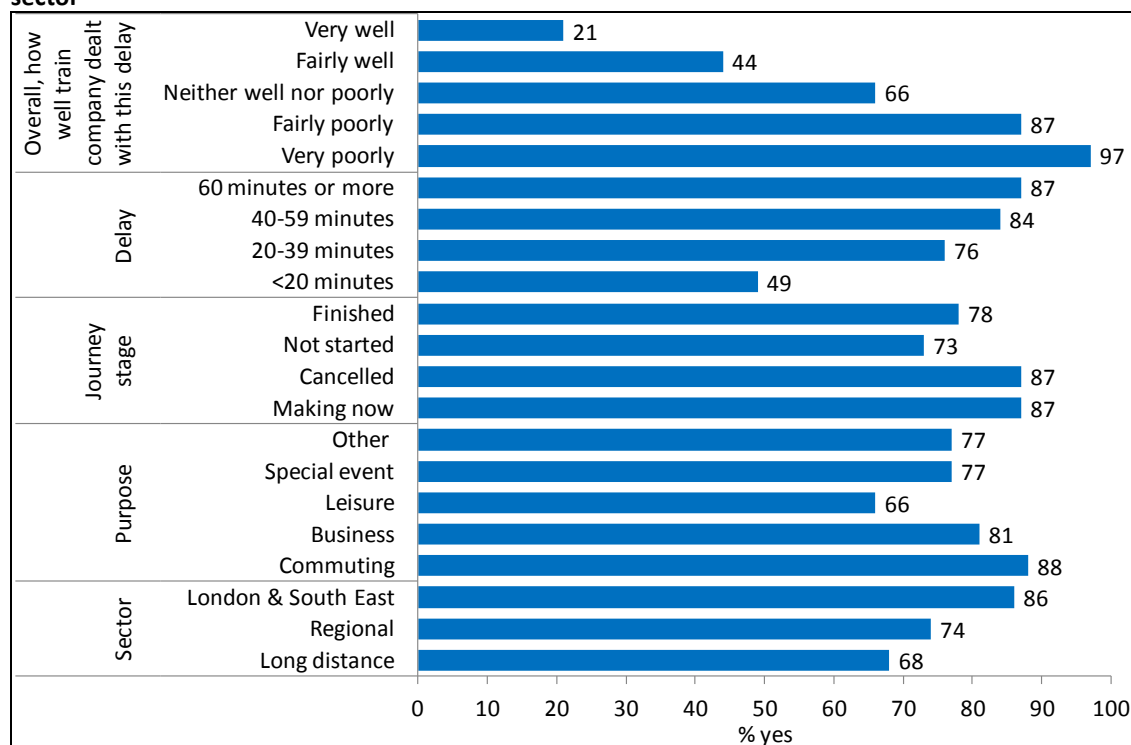
Base: Those who suffered a delay (excludes cancellations): Sector: Long distance 1,738, Regional 712, London & South East 6,840; Purpose: Commuting 5,158, Business 1,330, Leisure 2,125, Special event

546, Other 507; Rating: Very poorly 4,550, Fairly poorly 1,756, Neither 1,471, Fairly well 1,157, Very well 470

3.10 Compensation

All participants were asked if they felt they had reason to complain about the train journey. Over four fifths (81%) said they did.

Figure 40: Proportion who felt they had reason to complain about the train journey by rating of how well the train company dealt with the delay/cancellation, delay length, journey stage, purpose and sector



Base: Sector: Long distance 2,096, Regional 1,024, London & South East 9,158; Purpose: Commuting 7,032, Business 1,773, Leisure 2,457, Special event 730, Other 698; Journey stage: Making now 2,451, Cancelled 2,927, Not started 1,773, Finished 5,539; Delay: <20 minutes 1,077, 20-39 minutes 2,697, 40-59 minutes 1,558, 60 minutes or more 4,431; Overall, how well train company dealt with this delay: Very poorly 6,509, Fairly poorly 2,229, Neither 1,778, Fairly well 1,305, Very well 514

Analysis by rating of how well the train company dealt with the delay/cancellation shows an extremely strong correlation between negative ratings and saying they had a reason to complain: 97% who gave a 'very poorly' rating said they felt they had a reason to complain compared to just 21% who gave a 'very well' rating.

There was also a correlation with delay length with longer delays (particularly those over 20 minutes) more likely to prompt a feeling that they had reason to complain about the train journey.

Cancelled and 'live' journeys were more likely than finished and unstarted journeys to prompt a feeling that they had reason to complain about the train journey.

Analysis by purpose show that those on commuting trips were most likely to say they felt they had reason to complain about the train journey with leisure travellers least likely.

Travellers on London & South East sector trains were most likely to say they felt they had reason to complain about the train journey with Long distance travellers least likely.

Whether sought compensation

Those who felt they had reason to complain about the train journey and whose journey was delayed by 30 minutes or more were asked if they sought or would seek compensation. Forty three per cent said they would.

The highest proportions were for those on Long distance sector trips (57%) compared to 42% for London & South East and 29% for Regional.

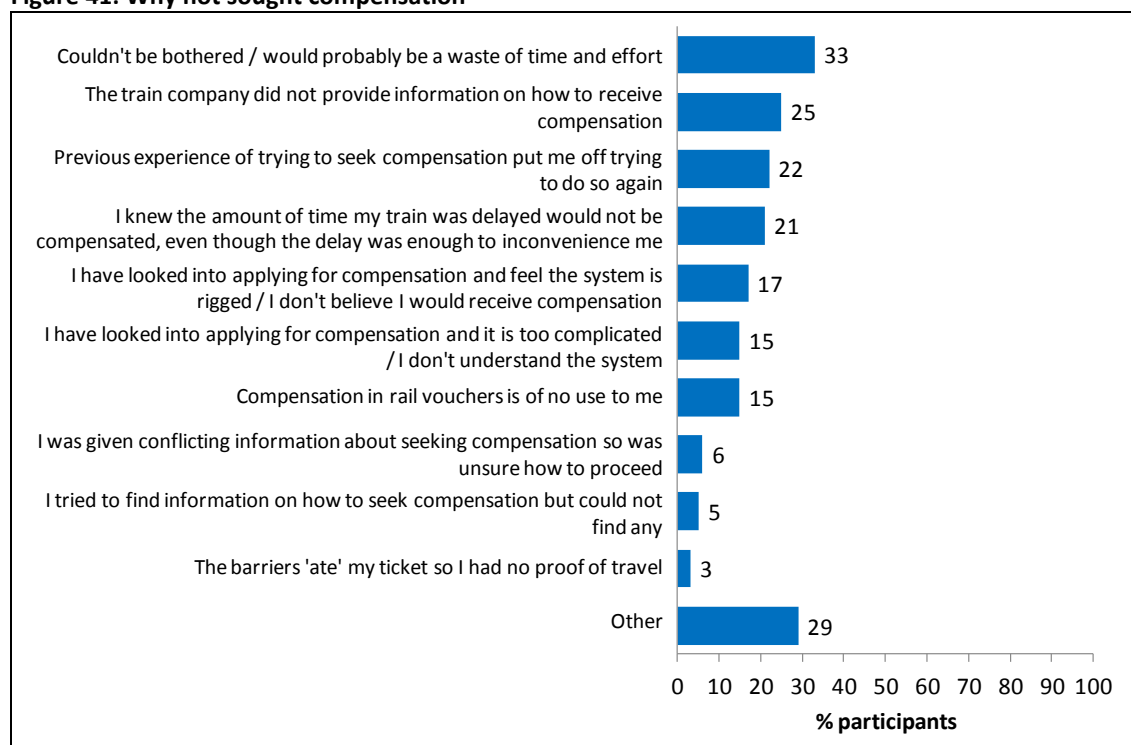
The 57% who said they would not seek compensation were asked why not. See Figure 41.

A third said they could not be bothered or thought it would be a waste of time.

Of particular concern is the 25% who complained that the train company did not provide information on how to receive compensation and the 22% who said that previous negative experience in trying to seek compensation put them off doing so again.

Just over a fifth said that they did not believe they were entitled to compensation based on the length of delay even though the delay was inconvenient to them.

Figure 41: Why not sought compensation



Base: 6,558 who said they would not seek compensation

Awareness that may be able to claim compensation if train is delayed or cancelled

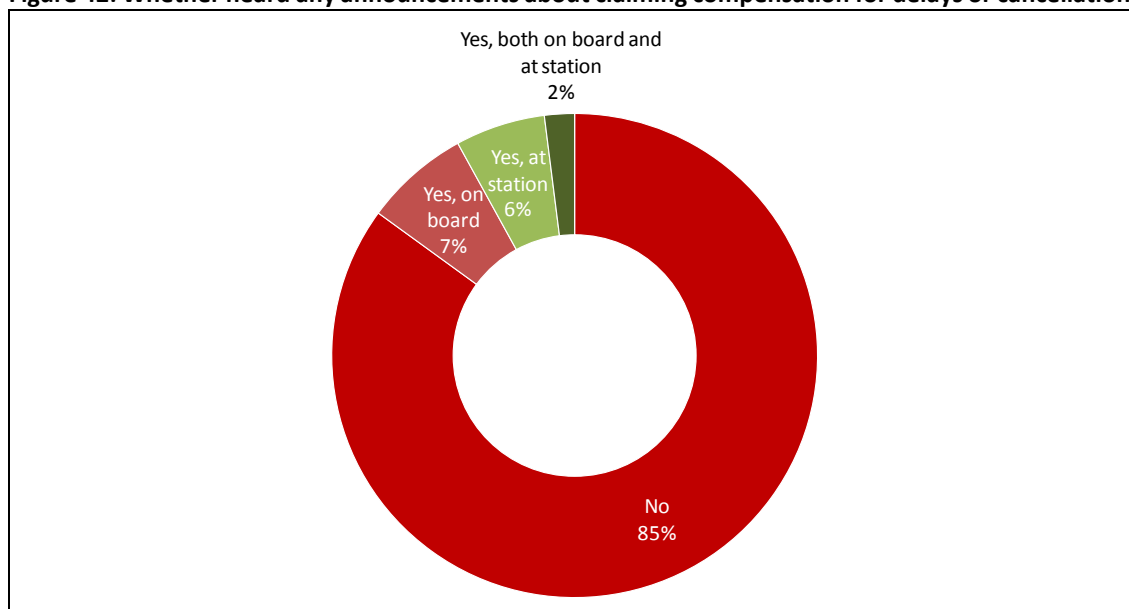
Those who had not said they were aware that they could seek compensation earlier in the questionnaire were asked if they were aware that they may be able to claim compensation if their train is delayed or cancelled.

Awareness was high: 84% said they were aware.

Whether heard any announcements about claiming compensation for delays or cancellations

Fifteen per cent heard announcements about claiming compensation for delays or cancellations: 8% on the train and 7% at the station. See Figure 42.

Figure 42: Whether heard any announcements about claiming compensation for delays or cancellations

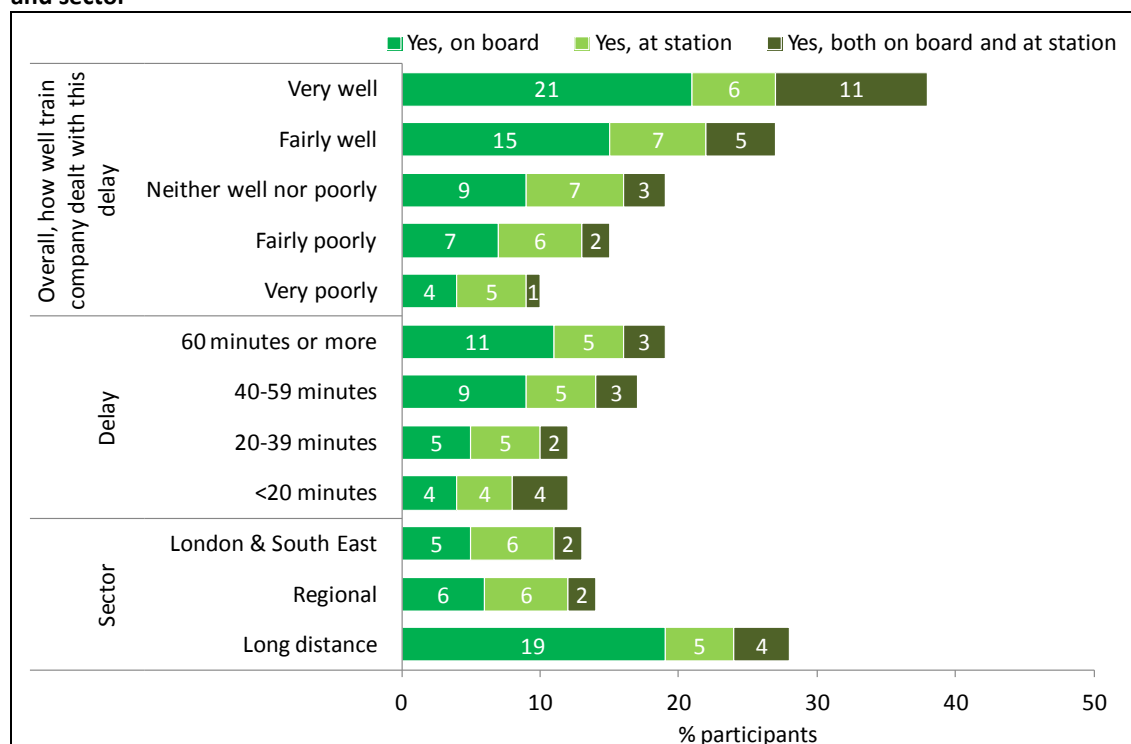


Base: 12,690

Hearing announcements about claiming compensation for delays or cancellations correlates positively with the overall rating of how well the train company is perceived to deal with the delay or cancellation: 38% who rate the train company 'very well' and 26% who rate the train company 'fairly well' heard announcements compared to 10% for 'very poorly'. This implies that providing such announcements may improve ratings of how well the train company deals with the delay or cancellation.

Long distance sector TOCs are much more likely than Regional or London & South East sector TOCs to provide announcements about claiming compensation for delays or cancellations (although they also tend to have longer delays).

Figure 43: Proportions that heard announcements about claiming compensation for delays or cancellations by rating of how well the train company dealt with the delay/cancellation, delay length and sector



Base: Sector Long distance 2,096, Regional 1,024, London & South East 9,158; Delay: <20 minutes 1,077 20-39 minutes 2,697, 40-59 minutes 1,558, 60 minutes or more 4,431; Overall, how well train company dealt with this delay: Very poorly 6,509, Fairly poorly 2,229, Neither 1,778, Fairly well 1,305, Very well 514

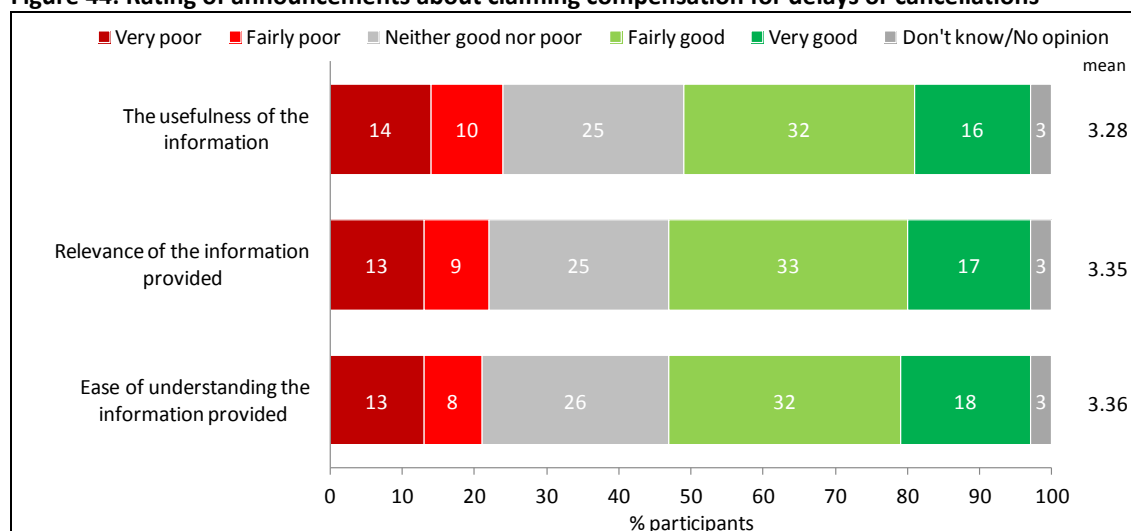
Rating of announcements about claiming compensation for delays or cancellations

Those who had heard announcements (14% of the whole sample) about claiming compensation for delays or cancellations were asked to rate those announcements on the following:

- The usefulness of the information
- Relevance of the information provided
- Ease of understanding the information provided

All three aspects were rated similarly and positively on balance.

Figure 44: Rating of announcements about claiming compensation for delays or cancellations



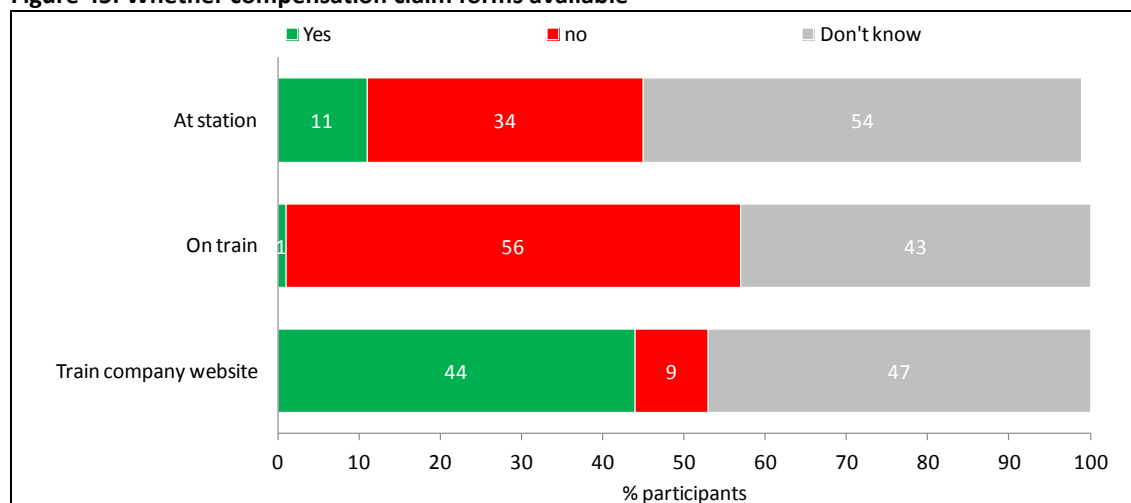
Base: 1,904 who had heard announcements

Whether compensation claim forms available

Customers who had suffered a delay of 30 minutes or longer or had a cancelled train (74% of the sample) were asked whether compensation claim forms were available at station, on train or on the train company website.

Over four tenths (44%) thought the forms were available on the train company website, 11% at the station and 1% on the train. Around a half did not know either way.

Figure 45: Whether compensation claim forms available



Base: 9,378 who had delay of 30 minutes or longer or had a cancelled train

3.11 Comparative Experience

To understand how well the rail industry dealt with disruptions compared to other transport operators' passengers who suffered delays or cancellations were asked if they

had also suffered delay of 20 minutes or more or a cancellation to an air, bus or coach journey in the previous three months.

Overall, 18% had suffered a delay of 20 minutes or more or a cancellation to an air, bus or coach journey in the last three months: 9% bus, 8% air and 3% coach.

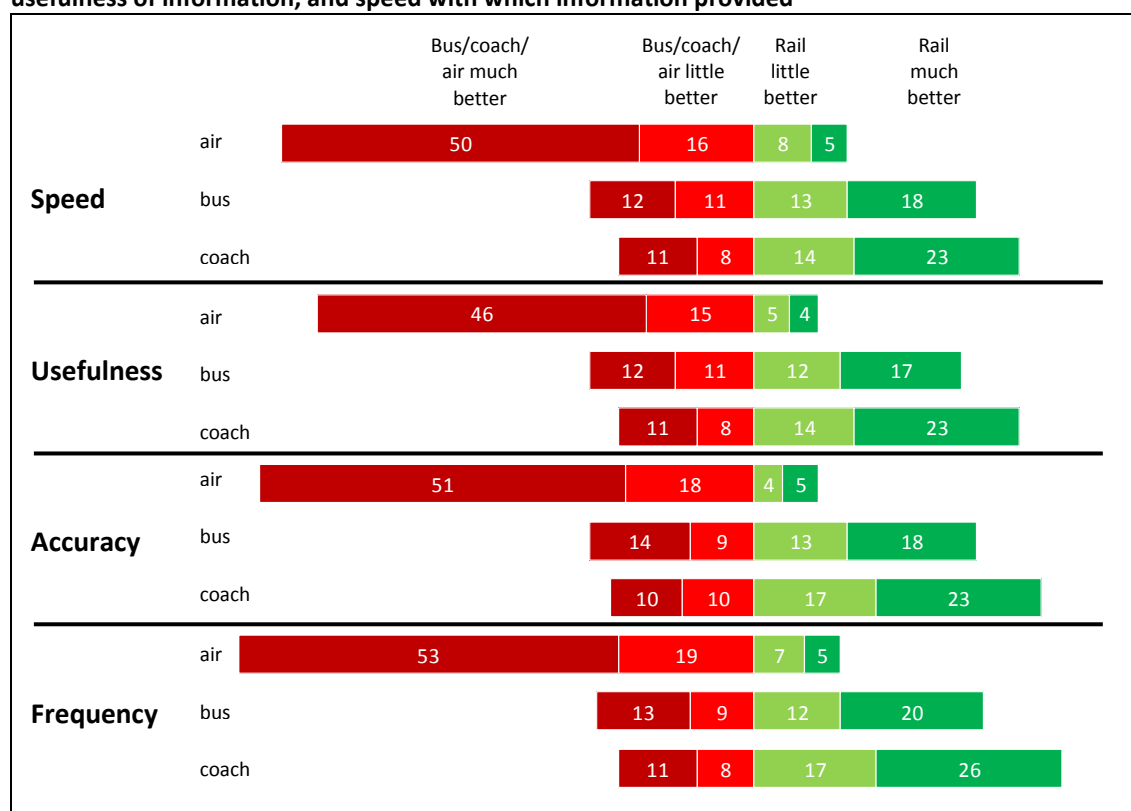
Bus, coach and air were compared to rail on the following four aspects of information provision:

- Speed with which information provided
- Usefulness of information
- Accuracy of information
- Frequency of updates.

On balance rail was rated better than bus and coach on all four aspects.

However, rail was rated much worse than air for all these aspects.

Figure 46: Rail compared to bus and coach for frequency of updates, accuracy of information, usefulness of information, and speed with which information provided



Base: Bus 1,181, Coach 378, Air 1,017

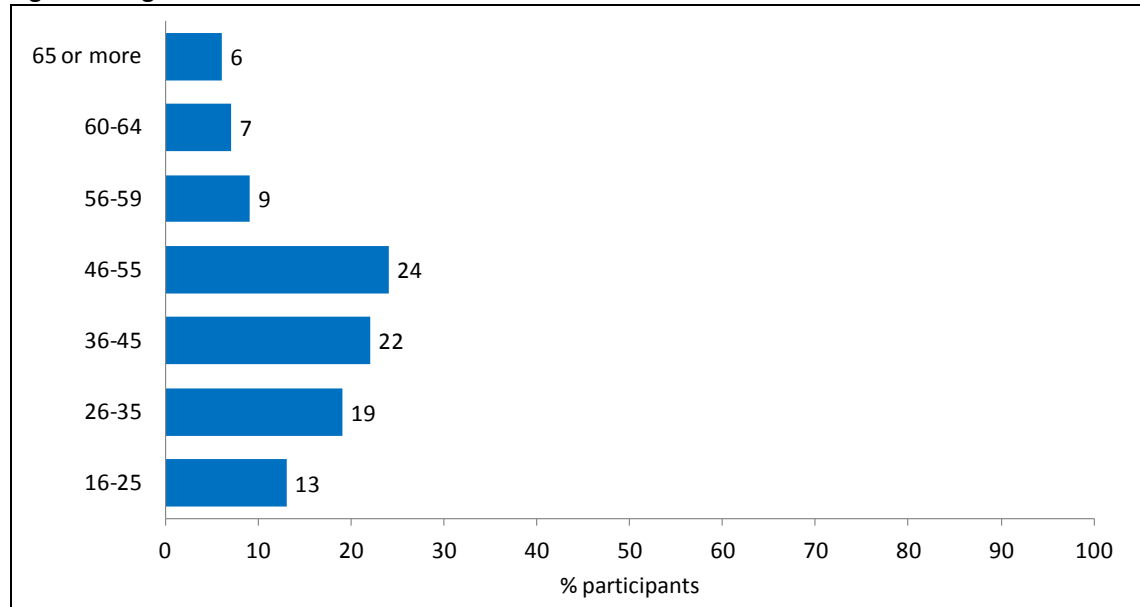
3.12 Demographics

Gender

The age distribution of the sample is shown below. 13% were over 60 years old.

The median age band was 46-55.

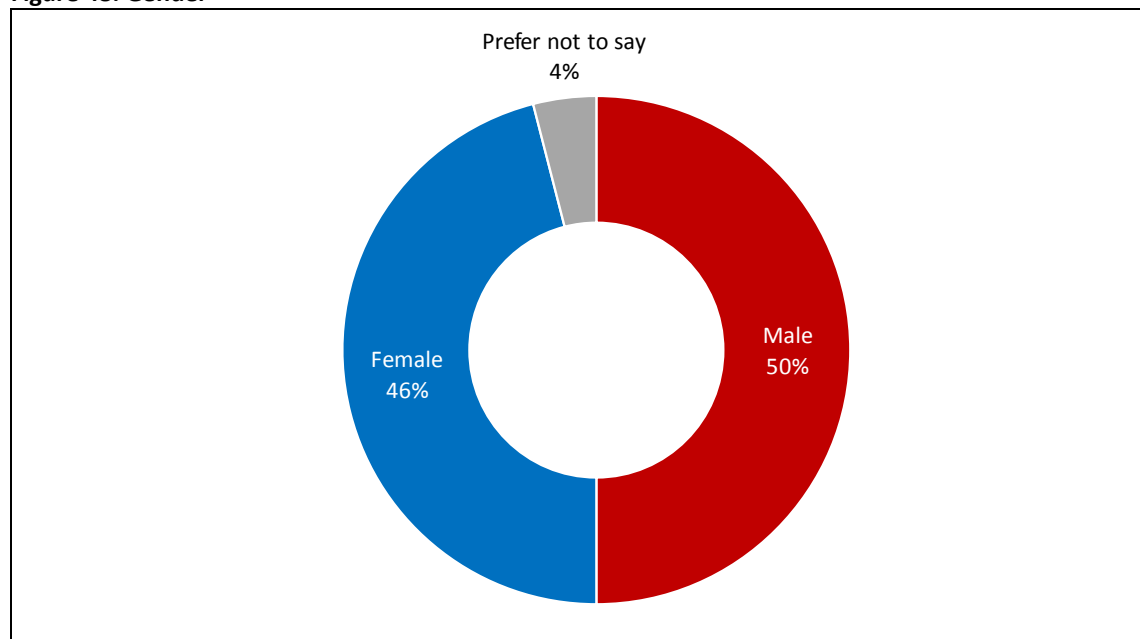
Figure 47: Age



Base: 12,690

Half the sample was male and 46% female.

Figure 48: Gender



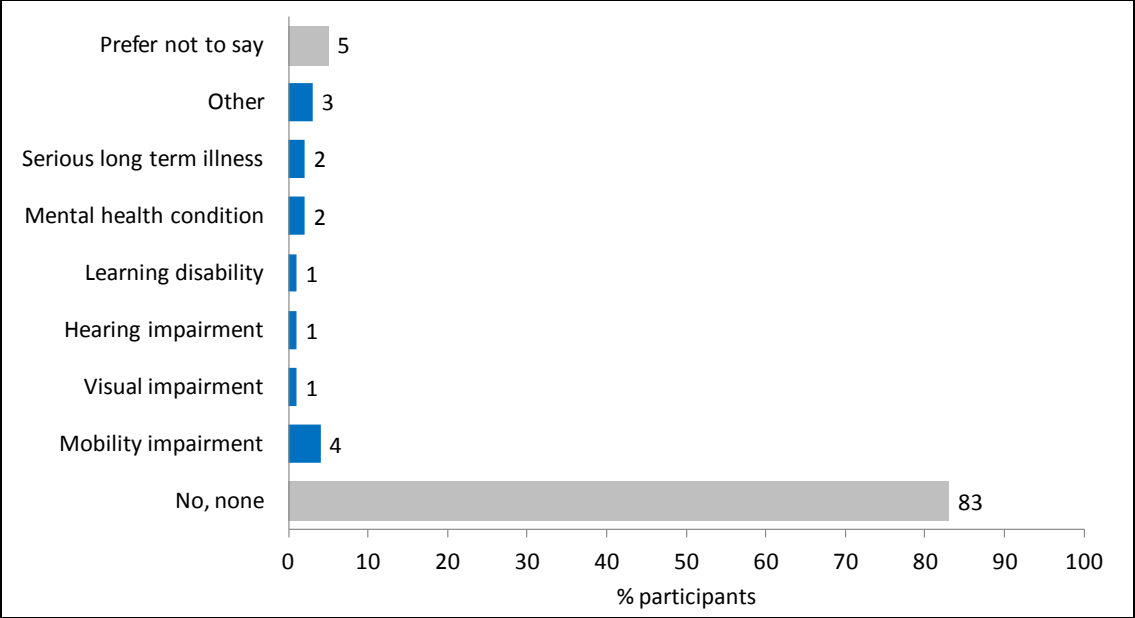
Base: 12,690

Disability/mobility

In Waves 3 and 4 Customers were asked if they had any long term physical or other impairment which limits their daily activities or the work they can do, including problems due to age.

Overall, 12% said they did as shown in Figure 49.

Figure 49: Whether has any long term physical or other impairment which limits daily activities or the work they can do, including problems due to age



Base: 6,202

3.13 Drivers of Satisfaction

To provide guidance on how best to mitigate the disbenefits of customer dissatisfaction with respect to information provision during disruptions, we undertook regression analysis with the data to explore which channels or types of information currently performed best with respect to customer satisfaction.

This section summarises the results of regression analysis conducted to examine the drivers of overall satisfaction. The main benefit of multivariable regression is that it takes relationships between drivers into account.

The main research question leading the analysis was how information content and information channels could be optimised to improve overall satisfaction. Since the availability of channels and the relevance of content could vary by journey stage, the content and channels driving satisfaction were examined separately for each of the journey stages. The analysis also controlled for other potential drivers of satisfaction (ie journey purpose, the nature of the disruption and passenger demographics), so that any observed impact could be uniquely attributed to the information content and/or information channel. In addition, we examined whether the type of disruption had an impact on any of the associations between content and channel on the one hand and

overall satisfaction on the other hand. Finally, differences in the use of various channels were explored by passenger characteristics (ie journey purpose and demographics).

Information Content and Channel by Journey Stage

It should be noted that the analysis cannot draw firm conclusions about information channels that were only used by small numbers of passengers, as sample size affects the ability of the statistical analysis to detect differences. Overall, the channels with the smallest sample sizes were text alerts and Facebook.

Although we have reported that age and gender are related to overall satisfaction (see page 37), these demographic effects are not independent of other drivers such as journey purpose and the nature of the disruption. Following preliminary analyses, we excluded age and gender from the final models on which the results below are based.

Before arriving at the station

For those who were made aware of a disruption before arrival at the station, the following content, in order of importance, was positively associated with satisfaction, after controlling for journey purpose and nature of the disruption:

- Alternative routes (+)
- The length of the delay (+)
- An apology (+)

Few channels showed an association with satisfaction (ie few were performing significantly worse or better than other channels) once we controlled for journey purpose and nature of the disruption. The exceptions were three, small effects of channel on overall satisfaction with text alerts being the only positive driver:

- Text alerts (+)
- A website (-)

In the tested model, the positive effects of information content generally appear larger than the effects of information channel. Detailed results are provided in Table 6. 'B', the beta coefficient, indicates the average estimated increase or decrease in the overall satisfaction score (scale: 1-5) that is associated with each information content or channel predictor. Only beta coefficients marked with a p-value below .05 are considered statistically significant, meaning that any differences found are unlikely to be due to chance variations in the sample. The 95% confidence interval is a measure of precision for the estimated beta coefficient.

Table 6: Information content and channel as predictors of overall satisfaction for passengers made aware of disruption before arriving at the station, controlling for journey purpose and disruption type (n=2236)

| | B | 95% Confidence Interval |
|--|----------|-------------------------|
| INFORMATION CONTENT | | |
| Estimated length of delay | 0.43*** | 0.31 – 0.56 |
| Alternative modes or routes | 0.44*** | 0.31 – 0.56 |
| Connections and onward travel | 0.09 | -0.07 – 0.26 |
| Compensation and refunds | 0.02 | -0.11 – 0.14 |
| An apology | 0.33*** | 0.20 – 0.47 |
| INFORMATION CHANNEL^a | | |
| Website | -0.19** | -0.32 – -0.06 |
| App | -0.06 | -0.18 – 0.07 |
| Email | 0.22 | -0.05 – 0.40 |
| Facebook | -0.11 | -0.42 – 0.20 |
| Twitter | 0.15 | -0.02 – 0.31 |
| Text alert | 0.33* | 0.01 – 0.66 |
| Word of mouth | -0.30*** | -0.48 – -0.13 |
| Family, friends or colleagues | 0.24* | -0.06 – -0.42 |
| Travel news updates on radio | 0.15 | -0.08 – -0.39 |
| Travel news updates on TV | -0.01 | -0.24 – -0.21 |

* p<.05; ** p<.01; *** p<.001

At the station before departure

For those who were made aware of a disruption at the station before departure, all types of information content were positively associated with satisfaction, controlling for journey purpose and nature of the disruption (shown in order of importance):

- The length of delay (+)
- Information about connections (+)
- Compensation and refunds (+)
- An apology (+)
- Alternative routes (+)

Most channels did not perform significantly better or worse than other channels. Exceptions were announcements by staff on the train and at the station, which showed a small, but statistically significant, positive association with overall satisfaction:

- Announcement by staff on the train (+)
- Announcement at the station (+)

Detailed results are provided in Table 7. Similar to Table 6, the results show the estimated increase or decrease in the overall satisfaction score (scale: 1-5) associated with each information content or channel.

Table 7: information content and channel as predictors of overall satisfaction for passengers made aware of disruption at the station before departure, controlling for journey purpose and disruption type (n=5725)

| | B | 95% CI |
|--|---------|--------------|
| INFORMATION CONTENT | | |
| Estimated length of delay | 0.59*** | 0.50 – 0.67 |
| Alternative modes or routes | 0.30*** | 0.20 – 0.39 |
| Connections and onward travel | 0.46*** | 0.33 – 0.58 |
| Compensation and refunds | 0.39*** | 0.25 – 0.53 |
| An apology | 0.38*** | 0.29 – 0.46 |
| INFORMATION CHANNEL^a | | |
| Announcement by staff on the train | 0.09* | 0.03 – 0.18 |
| Announcement at the station | 0.11*** | 0.05 – 0.17 |
| Departure screen at the station | 0.03 | -0.03 – 0.09 |
| Speaking to member of staff at the station | 0.08 | -0.00 – 0.16 |
| From the clerk when buying my ticket | 0.10 | -0.13 – 0.33 |
| Website | -0.10 | -0.22 – 0.02 |
| Twitter | -0.15 | -0.36 – 0.06 |
| Word of mouth | -0.01 | -0.17 – 0.20 |
| Other people at the station | -0.06 | -0.17 – 0.06 |
| Family, friends or colleagues | 0.01 | -0.21 – 0.25 |

^a Please note that Facebook, email, text alerts and travel updates on radio/TV were excluded from the analysis due to the small number of cases (n<30)

* p<.05; ** p<.01; *** p<.001

Whilst on train

For those who were made aware of a disruption whilst on the train, all types of information content were positively associated with satisfaction, controlling for journey purpose and nature of the disruption (shown in order of importance):

- The length of delay (+)
- Information about connections (+)
- An apology (+)
- Alternative routes (+)
- Compensation and refunds (+)

Only a minority of channels performed significantly better or worse than other channels with announcement by staff on train the only positive one:

- Announcement by staff on train (+)
- Fellow passengers on the train (-)
- Website (-)
- Family, friends or colleagues (-)

Detailed results are provided in Table 8. As in Table 6, the results show the estimated increase or decrease in the overall satisfaction score (scale: 1-5) associated with each information content or channel predictor.

Table 8: information content and channel as predictors of overall satisfaction for passengers made aware of disruption whilst on the train, controlling for journey purpose and disruption type (n=2,390)

| | B | 95% CI |
|--|---------|---------------|
| INFORMATION CONTENT | | |
| Estimated length of delay | 0.83*** | 0.72 – 0.95 |
| Alternative modes or routes | 0.31*** | 0.16 – 0.45 |
| Connections and onward travel | 0.49*** | 0.35 – 0.63 |
| Compensation and refunds | 0.28*** | 0.14 – 0.42 |
| An apology | 0.38*** | 0.24 – 0.52 |
| INFORMATION CHANNEL^a | | |
| Announcement by staff on the train | 0.38*** | 0.22 – 0.55 |
| Announcement at the station | -0.02 | -0.23 – 0.18 |
| Departure screen at the station | 0.18 | -0.10 – 0.45 |
| Speaking to member of staff at the station | -0.04 | -0.24 – 0.16 |
| Website | -0.24** | -0.41 – -0.07 |
| App | 0.07 | -0.13 – 0.26 |
| Twitter | 0.20 | -0.02 – 0.42 |
| Word of mouth | 0.04 | -0.35 – 0.43 |
| Fellow passengers on the train | -0.27* | -0.48 – -0.05 |
| Family, friends or colleagues | -0.44* | -0.82 – 0.07 |

^a Please note that Facebook, email, text alerts and travel updates on radio/TV were excluded from the analysis due to the small number of cases (n<30)

* p<.05; ** p<.01; *** p<.001

At an interchange

Only a small proportion of survey participants were made aware of the disruption at an interchange. The statistical power to detect any effects was therefore much lower than for the other journey stages and results should therefore be interpreted with caution. It is possible that meaningful drivers could not be identified in this analysis due to the small sample size.

For those who were made aware of a disruption whilst at an interchange, only two types of information content were positively associated with satisfaction, controlling for journey purpose and nature of the disruption:

- Information about connections (+)
- The length of the delay (+)

No channels performed significantly better or worse than other channels.

Detailed results are provided in Table 9. As in Table 6, the results show the estimated increase or decrease in the overall satisfaction score (scale: 1-5) associated with each information content or channel predictor.

Table 9: information content and channel as predictors of satisfaction when made aware of disruption at an interchange, controlling for journey purpose and disruption type (n=415)

| | B | 95% CI |
|--|----------------|---------------------|
| INFORMATION CONTENT | | |
| Estimated length of delay | 0.36* | -0.02 – 0.70 |
| Alternative modes or routes | -0.07 | -0.45 – 0.31 |
| Connections and onward travel | 0.83*** | 0.43 – 1.23 |
| Compensation and refunds | -0.01 | -0.48 – 0.45 |
| An apology | 0.21 | -0.12 – 0.53 |
| INFORMATION CHANNEL^a | | |
| Announcement by staff on the train | -0.10 | -0.43 – 0.22 |
| Announcement at the station | 0.21 | -0.04 – 0.45 |
| Departure screen at the station | 0.05 | -0.20 – 0.29 |
| Speaking to member of staff at the station | 0.04 | -0.27 – 0.36 |
| Website | -0.16 | -0.60 – 0.27 |
| App | -0.13 | -0.50 – 0.23 |

^a Please note that speaking to member of staff on the train, email, Facebook, Twitter, text alerts, word of mouth/other people/family, friends and colleagues, and travel updates on radio/TV were excluded from the analysis due to the small number of cases (n<30)

* p<.05; ** p<.01; *** p<.001

Impact of the Disruption Type on the Relevance of the Information Content and Channel

We examined the impact of disruption type on the relevance of information content and channel on overall satisfaction. The main types of disruption were late departure, late arrival, delayed during journey and cancelled service.

In general, the type of disruption tended not to impact on any associations between information channel and overall satisfaction. This means that, for instance, receiving information via an announcement by staff on the train is a positive driver of overall satisfaction (for those made aware during a train journey), irrespective of the disruption type. One exception was the negative association between overall satisfaction and announcements at the station and on the departure screen and when the train was delayed during the journey. Another exception was a positive impact of a text alert on overall satisfaction when the train was delayed, but not when the disruption was of a different nature.

Similarly, disruption type did not impact on any of the associations between the information content and overall satisfaction. This suggests that receiving information about the length of the delay, alternative routes, connections compensation and an apology are all positive drivers of overall satisfaction, irrespective of the disruption type.

Information Channel by Journey Purpose

The source of information differed by passengers' journey purpose, with most differences observed between commuters and passengers with other journey purposes.

Commuters were much *less likely* to have picked up information from announcements from staff on the train, a clerk when buying a ticket or a fellow passenger than all other

journey purposes. Whilst only 18% of commuters had received information via announcements from staff on the train, 27-30% of business, leisure and special event passengers did. Among commuters, less than 1% had received information from a clerk when buying a ticket and 1% from a fellow passenger, whilst 2-3% of passengers with other journey purposes had received information from a clerk and 2-4% from a fellow passenger.

Commuters were significant *more likely* to have received information via an app (16%) or looked at the departure screen (36%) than all other types of travellers (5-9% and 29-33% respectively for other types of passengers). Commuters were also *more likely* to have looked up information on the website or via email (17% and 3% respectively) than most other passengers (12-14% and 1% respectively), with the exception of special event travellers.

Commuters and business travellers (4%) used Twitter twice as often as leisure and special event travellers (2%).

Information Channel by Age

There were not many consistent differences by age group. Younger passengers were *more likely* to have received information via an app or via family, friends or colleagues than older passengers. App use ranged from 2% among those 65 or older to 20% among 16-25 year-olds. In contrast, passengers aged 16-25 (<1%) or over 65 (1%) were less likely than those aged between 26-64 (2%) to have been informed through an email about a disruption.

Conclusions and Recommendations

Overall, the results show that the content of the information had more consistent and larger impacts than the specific channel through which it is received. The worst performing channels tended to be word of mouth and to a lesser extent the website, possibly due to the passenger needing to pro-actively look for information about the disruption or the issues experienced with looking up information on the website.

There does not seem to be specific channels that perform consistently worse than others, other than those not under the control of train companies, such as word of mouth. Sample sizes for some channels were relatively small (e.g. email, text alert, Facebook, Twitter), so we cannot be sure about the impact these channels could have.

The types of content that has the greatest positive impact on customer satisfaction are length of delay and information about connections. An apology and information on compensation and refunds have similar impacts on satisfaction.

Our recommendation would be to focus on providing relevant information content and disseminating this content through a range of channels. This would also accommodate differences in channel usage between commuters and passengers with other journey purposes and passengers of different ages.

We would recommend that the design of the NR and TOC websites is reviewed to ensure up-to-date and relevant information on disruptions can be easily found when travelling.

Finally, we recommend further research to investigate whether currently underused information channels have potential for growth or could be covered by more frequently used channels.

4. CONCLUSIONS AND RECOMMENDATIONS

The overall rating of how the train company deals with delays/cancellations is poor, with four times as many negative ratings as positive.

Information provision is rated poorly, particularly when given at stations. The areas of information provision that need most attention are:

- the availability of alternative transport if the train service could not continue
- the time taken to resolve the problem
- the amount of information provided
- Frequency of updates.

Almost all aspects of information provision on the train were rated higher than at the station or before arrival at the station.

Information provided by text alerts was best rated overall. Information provided by staff on train tended to receive more positive ratings than information provided through social media, websites, apps or station departure screen. Information provided by email was also well rated in comparison to other information sources and notably, better rated than information provided by staff at stations (announcements and speaking to staff).

- Text alerts were rated best for frequency and time taken to resolve the problem, the accuracy, usefulness, trustworthiness and relevance of the information
- Announcements by staff on the train were rated best for ease of understanding, delivery style and consistency.
- Speaking to member of staff on train was rated best for level of concern shown.
- Emails were rated best for the amount of information provided about the delay
- From fellow passengers on the train was rated best for the availability of alternative transport if the train service could not continue and the speed with which information was provided.

Those who receive information about disruptions or cancellations from departure screens at station (the primary source of information) give relatively low ratings for all aspects. This implies that information provided on screens should be improved (if technically possible) and/or more timely information is provided through announcements at stations.

Over four fifths (81%) felt they had reason to complain about the train journey but only 43% of them said they would seek compensation.

The main reason for not seeking compensation (mentioned by a third) was that they could not be bothered or thought it would be a waste of time.

Of particular concern is the 25% who complained that the train company did not provide information on how to receive compensation and the 22% who said that previous negative experience in trying to seek compensation put them off doing so again.

Just over a fifth said that they did not believe they were entitled to compensation based on the length of delay even though the delay was inconvenient to them.

Awareness was high that they may be able to claim compensation if their train is delayed or cancelled: 84% said they were aware.

Regression analysis was undertaken to provide guidance on how best to mitigate the disbenefits of customer dissatisfaction with respect to information provision during disruptions. Overall, the results show that the content of the information had a more consistent and larger impacts than the specific channel through which it is received. The worst performing channels tended to be word of mouth and to a lesser extent the website, possibly due to the passenger needing to pro-actively look for information about the disruption.

Information on length of delay has the greatest positive impact on customer satisfaction. Information about connections is the second most important driver of customer satisfaction. An apology and information on compensation and refunds have similar impacts.

Our recommendation would be to focus on providing relevant information content and disseminating this content through a range of channels.

We would recommend that the design of the NR and TOC websites is reviewed to ensure up-to-date and relevant information on disruptions can be easily found when travelling.

APPENDIX A

Questionnaire

SYSTEM INFORMATION:

Date:

Time interview started:

Sample source:

Card

Tweet

Email

Website



Thank you for opening this survey about rail disruption. It is being conducted by Accent on behalf of National Rail.

Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society

The questionnaire will take about 5 minutes to complete. For convenience you can stop and return to complete the questionnaire as many times as you wish, although once submitted you will not be able to enter again.

All respondents completing this survey will be entered into a prize draw with a first prize of £500 and five prizes of £100*.



* Click here for the terms and conditions of the prize draw.

Q1 This questionnaire is about a rail journey which has a delay of 20 minutes or more or has been cancelled.

Are you making the rail journey now?

Yes

No, it is cancelled

No, I haven't started it

No, I have finished it

SCHEDULED

IF Q1=2 OR 3 SCHEDULED="you were intending to make"

IF Q1=1 or 4 SCHEDULED=" "

TENSE1

IF Q1=1OR 3 TENSE1="Are"

IF Q1=2 OR 4 TENSE1="Were"

TENSE2

IF Q1=1 OR 3 TENSE2="does"

IF Q1=2 OR 4 TENSE2="did"

TENSE3

IF Q1=1 OR 3 TENSE3="is"
IF Q1=2 OR 4 TENSE3="was"

DISRUPTED
IF Q1=1, 3 or 4 DISRUPTED="disrupted"
IF Q1=2 DISRUPTED ="cancelled"

DISRUPTION
IF Q1=1, 3 or 4 DISRUPTION="disruption"
IF Q1=2 DISRUPTION ="cancellation"

IF SOFTWARE DETECTS MOBILE DEVICE, SCREEN SHOWS:

This questionnaire is displayed in a format for mobile devices. You may find it better to answer in desktop mode. You can switch how you view the questionnaire by clicking on the link at the bottom of any page.

Q2 Now we would like to ask you some questions about your rail journey, or if you were unable to make it, please answer these questions about the planned rail journey.

#TENSE1# you on the outward or return part of the train journey #SCHEDULED#?

Outward

Return

Single journey only

Q3 IF Q2=1 or 2: At which rail station #TENSE2# the #Q2# part of train journey #SCHEDULED# start?
IF Q2=3: At which rail station #TENSE2# the train journey start?

Q4 IF Q2=1 or 2: At which rail station #TENSE2# the #Q2# part of the train journey #SCHEDULED# end?
IF Q2=3: At which rail station #TENSE2# the train journey end?

Q5 What #TENSE3# the **main** purpose of the train journey #SCHEDULED#?

Commuting

Business

Leisure

Special event

Other (please type in)

Q5b What #TENSE3# the date of the train journey #SCHEDULED#?

DATEPICKER

Q6 At what time #TENSE3# the train scheduled to depart? **24 HOUR CLOCK, for example 2pm is 14:00**

Don't know / can't say

Q7 Which train company(s) operate the train service that is #DISRUPTED#? *Multi response possible*

Abellio Greater Anglia

Arriva Trains Wales

c2c

Chiltern Railways

CrossCountry

East Midlands Trains

Great Western Railway

First Hull Trains

TransPennine Express

Gatwick Express
Grand Central
Great Northern
Heathrow Express
London Midland
London Overground
Merseyrail
Northern
ScotRail
Southeastern
Southern
South West Trains
Thameslink
Virgin Trains East Coast
Virgin Trains West Coast
Don't know
Other

Details of #DISRUPTION#

- Q8 When were you **first** aware of a possible #DISRUPTION# to your train journey?
- Before arriving at the station
 - At the departure station
 - When purchasing my ticket
 - On the train during the journey
 - At an intermediate station where I changed trains

Information about #DISRUPTION# before arriving at station

- Q9 **IF Q8=1 ASK OTHERWISE GO TO Q13:** In which of the following ways were you informed of the #DISRUPTION# before you arrived at the station? *Multi response possible*
- Online via a website
 - Via an app
 - Received an email
 - Via Facebook
 - Via Twitter
 - Received a text alert
 - Word of mouth
 - From family, friends or colleagues
 - Travel news updates on radio
 - Travel news updates on television
 - Other (please type in)
 - Don't know/can't remember
-
- Q10 **IF Q9 =1-6 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK:** Did the information provided include any of the following? *Multi response possible*
- Estimated length of delay
 - Alternative modes or routes
 - Information about connections and onward travel
 - Compensation and refunds
 - An apology
 - No, none of the above
-

- Q11 **IF Q9 =1-6 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK:** How do you rate the train company for the following aspects of the information provided in relation to the #DISRUPTION# before you arrived at the station?

| | Very well | Fairly well | Neither well nor poorly | Fairly poorly | Very poorly | Don't know/No opinion |
|--|-----------|-------------|-------------------------|---------------|-------------|-----------------------|
| Consistency of information provided | | | | | | |
| The amount of information provided about the delay | | | | | | |
| The accuracy of information given about the delay | | | | | | |
| The usefulness of the information | | | | | | |
| The speed with which information was provided | | | | | | |

Q12 Which, if any, of the following words describe your feelings when you learnt of the #DISRUPTION#?

Multi response possible

Angry
Frustrated
Relieved (due to advance warnings)
Resigned
Informed
Calm
None of the above
Don't know

Information about #DISRUPTION# at station before departure

Q13 IF Q8=1 GO TO Q27

IF Q8=2-3 ASK OTHERWISE GO TO Q17: In which of the following ways were you informed of the #DISRUPTION# whilst at the station before the train departed? *Multi response possible*

Announcement by staff on the train
Announcement at the station
Departure screen at the station
Speaking to member of staff at the station
From the clerk when buying my ticket
Online via a website
Via an app
Received an email
Via Facebook
Via Twitter
Received a text alert
Word of mouth
From other people at the station
From family, friends or colleagues
Travel news updates on radio or television
Other (please type in)
Don't know/can't remember

Q14 IF Q13=1-11 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK: Did the information provided include any of the following? *Multi response possible*

Estimated length of delay
Alternative modes or routes
Information about connections and onward travel
Compensation and refunds
An apology
No, none of the above

Q15 IF Q13=2-12 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK: How do you rate the train company for the following aspects of the information provided in relation to the #DISRUPTION# whilst at the station before the train departed?

| | Very well | Fairly well | Neither well nor poorly | Fairly poorly | Very poorly | Don't know/No opinion |
|---|-----------|-------------|-------------------------|---------------|-------------|-----------------------|
| Frequency of updates | | | | | | |
| Trustworthiness of the information | | | | | | |
| The delivery style (eg tone of voice) | | | | | | |
| Ease of understanding the information provided | | | | | | |
| Relevance of the information provided | | | | | | |
| Consistency of information provided | | | | | | |
| Level of concern shown when keeping you informed | | | | | | |
| The amount of information provided about the delay | | | | | | |
| The accuracy of information given about the delay | | | | | | |
| The usefulness of the information | | | | | | |
| The speed with which information was provided | | | | | | |
| The time taken to resolve the problem | | | | | | |
| The availability of alternative transport if the train service could not continue | | | | | | |

Q16 IF Q8=2 OR 3 ASK: Which, if any, of the following words describe your feelings when you learnt of the #DISRUPTION#?

Angry
 Frustrated
 Relieved (due to advance warnings)
 Resigned
 Calm
 Informed
 None of the above
 Don't know

Information about #DISRUPTION# whilst on train

Q17 IF Q8=2-3 GO TO Q27

IF Q8=4 ASK OTHERWISE GO TO Q23: In which of the following ways were you informed of the #DISRUPTION# whilst on the train? *Multi response possible*

Announcement by staff on the train
 Announcement at the station
 Departure screen at the station
 Speaking to member of staff on the train
 Online via a website
 Via an app
 Received an email
 Via Facebook
 Via Twitter
 Received a text alert
 Word of mouth
 From fellow passengers on the train
 From family, friends or colleagues
 Travel news updates on radio or television
 Other (please type in)
 Don't know/can't remember

Q18 IF Q17=1-10 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK: Did the information provided include any of the following? *Multi response possible*

Estimated length of delay
 Alternative modes or routes
 Information about connections and onward travel
 Compensation and refunds
 An apology

No, none of the above

Q19 **IF Q1=2 'TRAIN CANCELLED' GO TO Q21:** Did the train stop between stations?

Yes, once

Yes, more than once

No **GO TO Q21**

Q20 **IF Q19=1 ASK:** Was an announcement made after the train came to a stand?

IF Q19=2 ASK: Was an announcement made after the first time the train came to a stand?

Yes, within two minutes after the train came to a stand

Yes, over two minutes after the train came to a stand

No

Q21 **IF Q17=2-11 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK:** How do you rate the train company for the following aspects of the information provided in relation to the #DISRUPTION# whilst on the train?

| | Very well | Fairly well | Neither well nor poorly | Fairly poorly | Very poorly | Don't know/No opinion |
|---|-----------|-------------|-------------------------|---------------|-------------|-----------------------|
| Frequency of updates | | | | | | |
| Trustworthiness of the information | | | | | | |
| The delivery style (eg tone of voice) | | | | | | |
| Ease of understanding the information provided | | | | | | |
| Relevance of the information provided | | | | | | |
| Consistency of information provided | | | | | | |
| Level of concern shown when keeping you informed | | | | | | |
| The amount of information provided about the delay | | | | | | |
| The accuracy of information given about the delay | | | | | | |
| The usefulness of the information | | | | | | |
| The speed with which information was provided | | | | | | |
| The time taken to resolve the problem | | | | | | |
| The availability of alternative transport if the train service could not continue | | | | | | |

Q22 **IF Q8=4 ASK:** Which, if any, of the following words describe your feelings when you learnt of the #DISRUPTION#?

Angry

Frustrated

Relieved

Resigned

Calm

Informed

None of the above

Don't know

Information about #DISRUPTION# at interchange station

Q23 **IF Q8=5 ASK OTHERWISE GO TO Q27:** In which of the following ways were you informed of the #DISRUPTION# at the interchange station? *Multi response possible*

Announcement by staff on the train

Announcement at a station

Departure screen at a station

Speaking to member of staff on the train

Speaking to member of staff at a station

Online via a website

Via an app

Received an email

Via Facebook
 Via Twitter
 Received a text alert
 Word of mouth
 From other people at a station
 From fellow passengers on the train
 From family, friends or colleagues
 Travel news updates on radio or television
 Other (please type in)
 Don't know/can't remember

Q24 IF Q23=1-11 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK: Did the information provided include any of the following? *Multi response possible*

Estimated length of delay
 Alternative modes or routes
 Information about connections and onward travel
 Compensation and refunds
 An apology
 No, none of the above

Q25 IF Q23=1-11 (POTENTIALLY RAIL COMPANY PROVIDED INFORMATION) ASK: How do you rate the train company for the following aspects of the information provided in relation to the #DISRUPTION# at the interchange station?

| | Very well | Fairly well | Neither well nor poorly | Fairly poorly | Very poorly | Don't know/No opinion |
|---|-----------|-------------|-------------------------|---------------|-------------|-----------------------|
| Frequency of updates | | | | | | |
| Trustworthiness of the information | | | | | | |
| The delivery style (eg tone of voice) | | | | | | |
| Ease of understanding the information provided | | | | | | |
| Relevance of the information provided | | | | | | |
| Consistency of information provided | | | | | | |
| Level of concern shown when keeping you informed | | | | | | |
| The amount of information provided about the delay | | | | | | |
| The accuracy of information given about the delay | | | | | | |
| The usefulness of the information | | | | | | |
| The speed with which information was provided | | | | | | |
| The time taken to resolve the problem | | | | | | |
| The availability of alternative transport if the train service could not continue | | | | | | |

Q26 Which, if any, of the following words describe your feelings when you learnt of the #DISRUPTION#?

Multi response possible

Angry
 Frustrated
 Relieved
 Resigned
 Calm
 Informed
 None of the above
 Don't know

Details of #DISRUPTION#

Q27 Which of the following best describes the nature of the #DISRUPTION#?

The train was late departing from the station
 The train was late arriving at the station
 The train was delayed during the journey

The train I planned to catch was cancelled
I could not get on the train as it was overcrowded
The station was closed
None of the above

-
- Q28 What was the reason given for the #DISRUPTION#? *Multi response possible*
Infrastructure (e.g. signalling problem, broken or buckled rail, overhead wire problems)
Trains (e.g. broken down train, waiting for a platform, staff unavailable)
Engineering works (e.g. emergency engineering works, planned engineering work over running)
External factors (e.g. vandalism, trespass, fire, passenger taken ill, obstruction on the line)
Weather/seasonal factors (e.g. flooding, leaves, snow and ice)
No reason given
Other (Please type in)
Don't know/can't remember

-
- Q29 **IF Q1=2 (CANCELLED) GO TO Q30A**
IF Q1=4 GO TO Q30
IF Q1=1 OR 3 ASK: Have you arrived at your destination station yet?
Yes
No

-
- Q30 **IF Q1=4 or Q29=1 ASK:** How late were you arriving at your destination station? **IF YOU DON'T REMEMBER PLEASE ENTER YOUR BEST ESTIMATE**
IF Q29=2 ASK: How late do you expect to be arriving at your destination station? **PLEASE ENTER YOUR BEST ESTIMATE**
ENTER MINUTES

Compensation

-
- Q30a Do you feel you had reason to complain about your train journey?
Yes
No

-
- Q30b **IF Q30a = 1 OR IF Q30 >=30 MINS ASK:** Did you seek compensation from the train company regarding your train journey?
IF Q29=2 AND IF Q30a = 1 OR IF Q30 >=30 MINS ASK: Will you seek compensation from the train company regarding your train journey?
Yes
No

-
- Q30c **IF Q30b = 2 (NO) ASK:** Why not? *RANDOMISE ANSWER LIST, MULTI-RESPONSE*
The train company did not provide information on how to receive compensation
I tried to find information on how to seek compensation but could not find any
I was given conflicting information about seeking compensation so was unsure how to proceed
Couldn't be bothered / would probably be a waste of time and effort
Compensation in rail vouchers is of no use to me
I have looked into applying for compensation and it is too complicated / I don't understand the system
I have looked into applying for compensation and feel the system is rigged / I don't believe I would receive compensation
The barriers "ate" my ticket so I had no proof of travel
I knew the amount of time my train was delayed would not be compensated, even though the delay was enough to inconvenience me
Previous experience of trying to seek compensation put me off trying to do so again
Other (please type in)

Q30d **IF Q10 AND Q14 AND Q18 AND Q24<>4 (compensation and refunds) OR IF Q30B=2 (did not seek compensation)ASK:** Are you aware that you may be able to claim compensation if your train is delayed or cancelled?

Yes
No

Q30f Did you hear any announcements on-board or at stations about claiming compensation for delays or cancellations?

No
Yes, on board
Yes, at station
Yes, both on board and at station

Q30g **IF Q30f=2-4 ASK:** How do you rate the following aspects of the announcements about claiming compensation for delays or cancellations?

| | Very good | Fairly good | Neither good nor poor | Fairly poor | Very poor | Don't know/No opinion |
|--|-----------|-------------|-----------------------|-------------|-----------|-----------------------|
| The usefulness of the information | | | | | | |
| Relevance of the information provided | | | | | | |
| Ease of understanding the information provided | | | | | | |

Q30h **IF TRAIN MORE THAN 30 MINUTES LATE (Q30 >30) OR TRAIN CANCELLED (Q1=2) ASK:** Were compensation claim forms available from any of the following?

| | yes | no | Don't know |
|------------------------|-----|----|------------|
| At station | | | |
| On train | | | |
| Train company website | | | |
| Other (please type in) | | | |

Rating of information provision

Q31 **IF Q1<>2 ASK:** Overall, how well do you think the train company dealt with this delay?
IF Q1=2 (CANCELLED) ASK: Overall, how well do you think the train company dealt with this cancellation?

Very well
Fairly well
Neither well nor poorly
Fairly poorly
Very poorly
Don't know/No opinion

Comparative experience

Q32 Have you experienced a delay of 20 minutes or more or a cancellation to a bus, coach or air journey in the last three months? *Multi response possible*

Yes, bus
Yes, coach
Yes, air
No

Q33 **IF Q32=1 ASK:** How would you compare the information provision provided between the **bus** and the rail journey with respect to:

| | Rail much better | Rail little better | No difference | Bus little better | Bus much better | Not applicable/don't know |
|--|------------------|--------------------|---------------|-------------------|-----------------|---------------------------|
| | | | | | | |

Frequency of updates
The accuracy of information given
The usefulness of the information
The speed with which information
was provided

Q34 **IF Q32=2 ASK:** How would you compare the information provision provided between **coach** and the rail journey with respect to:

| | Rail much better | Rail little better | No difference | Coach little better | Coach much better | Not applicable/ don't know |
|---|------------------|--------------------|---------------|---------------------|-------------------|-------------------------------|
| Frequency of updates | | | | | | |
| The accuracy of information given | | | | | | |
| The usefulness of the information | | | | | | |
| The speed with which information was provided | | | | | | |

Q34b **IF Q32=3 ASK:** How would you compare the information provision provided between **air** and the rail journey with respect to:

| | Rail much better | Rail little better | No difference | Air little better | Air much better | Not applicable/ don't know |
|---|------------------|--------------------|---------------|-------------------|-----------------|-------------------------------|
| Frequency of updates | | | | | | |
| The accuracy of information given | | | | | | |
| The usefulness of the information | | | | | | |
| The speed with which information was provided | | | | | | |

Classification Questions

Q36 Finally, would you please answer some questions about yourself. The personal information you provide during this survey will be kept confidential by Accent and will not be disclosed to third parties. It will be used by Accent only for this study, which is being undertaken for National Rail.

Which of the following age groups are you in?

16-25
26-35
36-45
46-55
56-59
60-64
65 or more

Q37 What is your gender?

Male
Female
Prefer not to answer

Q37x Do you have any long term physical or other impairment which limits your daily activities or the work you can do, including problems due to age?

No, none
Mobility impairment
Visual impairment
Hearing impairment
Learning disability
Mental health condition
Serious long term illness

Other
Prefer not to say

Q37b In order to receive entry into the prize draw, you will need to enter your e-mail address in the box below. Should you not wish to give us your email address and consequently not be entered into the prize draw, please select "Do not wish to be entered into the prize draw"

[Click here for the terms and conditions of the prize draw.](#)

[Enter e-mail address]

Do not wish to be entered into the prize draw

Q38 Would you be willing to be contacted again for clarification purposes or be invited to take part in other research for National Rail?

Yes, for both clarification and further research

Yes, for clarification only

Yes, for further research only

No

Thank you for taking part in this research.

This research was conducted under the terms of the MRS code of conduct and is completely confidential.

Any additional comments

SYSTEM INFORMATION

Time interview completed:

Appendix B

Questionnaire Revisions

Questionnaire Revisions

At the beginning of wave 2 the following revisions were made to the questionnaire:

To shorten the questionnaire, participants could only answer questions about one of the following four stages of the rail trip:

- Before arriving at the station
- At the departure station
- On the train during the journey
- At an intermediate station

Q27 question text was changed from:

- Which of the following best describes the nature of the disruption/cancellation?

to

- What is/was the nature of the disruption/cancellation?

The answer categories in Q28 were simplified from:

- Poor weather conditions
- A signalling problem
- A broken down train
- A delay on a previous journey
- A train fault
- Emergency engineering works
- An obstruction on the line
- Emergency services dealing with an incident
- Electrical supply problems
- A member of crew being unavailable or delayed
- A problem at a level crossing
- Waiting for a platform
- Fire
- A vehicle striking a bridge
- A problem with line-side equipment
- Safety checks being made
- Overhead wire problems
- Vandalism
- Other trains/congestion/delayed/slow moving
- A passenger taken ill
- A trespassing incident
- Planned engineering work over running
- No reason given
- Other (Please type in)
- Don't know/can't remember

To:

Infrastructure (e.g. signalling problem, broken or buckled rail, overhead wire problems)

Trains (e.g. broken down train, waiting for a platform, staff unavailable)

Engineering works (e.g. emergency engineering works, planned engineering work over running)

External factors (e.g. vandalism, trespass, fire, passenger taken ill, obstruction on the line)

Weather/seasonal factors (e.g. flooding, leaves, snow and ice)

Air was added to the section on comparative experience compared to rail (Q34b)

Q35 on frequency of rail tips by purpose was removed.

The following question on mobility (Q37x) was added on 26 July 2016:

Do you have any long term physical or other impairment which limits your daily activities or the work you can do, including problems due to age?

Appendix C

Trip Details

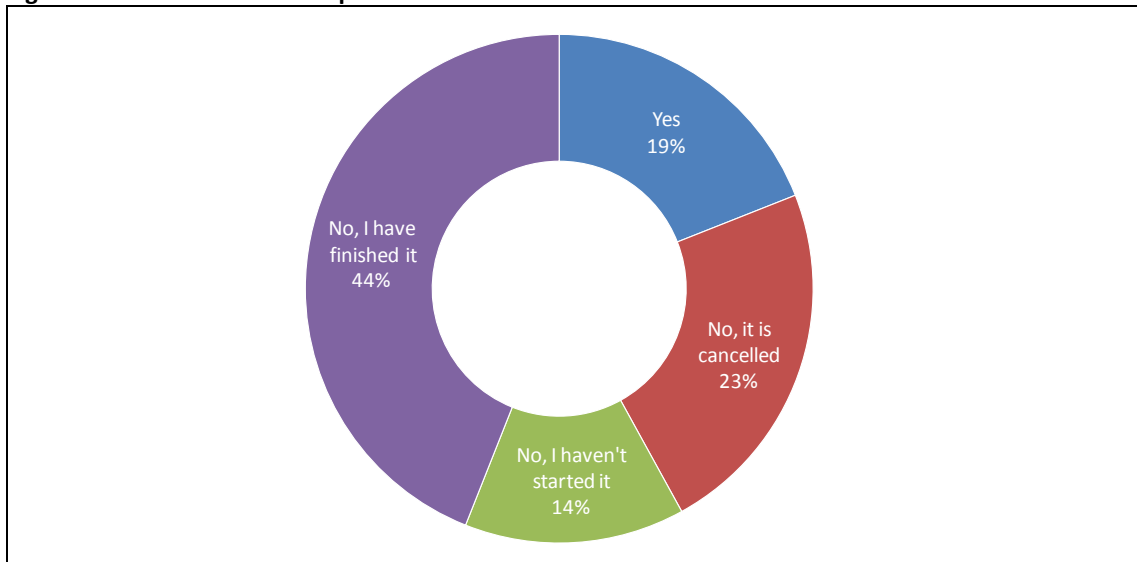
Trip Details

When responded to the survey

Participants were asked if they were making the rail journey now. 19% were doing so, 14% hadn't started it and for 23% it was cancelled.

Nearly half (44%) had completed the trip when they answered the questionnaire.

Figure 50: When entered the questionnaire

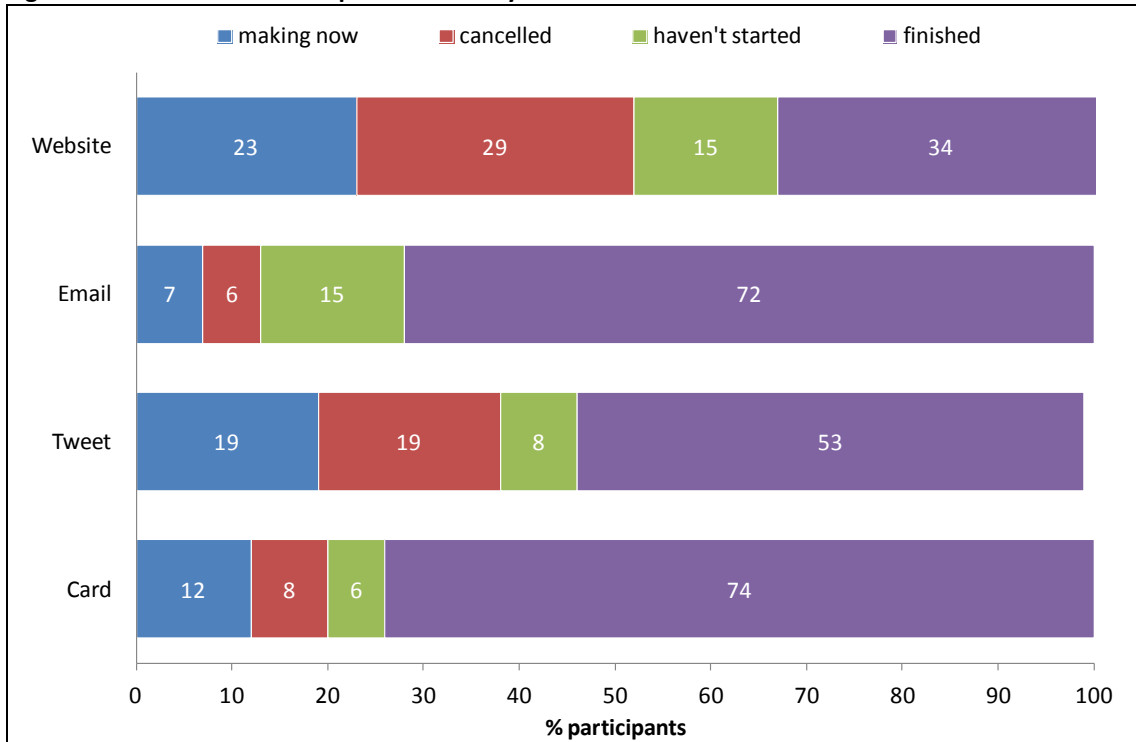


Base: 12,690

Overall, 60% completed the questionnaire on the day of the disruption and a further 24% within a week of the disruption.

Those who used the website and tweets to respond were much more likely to be making the trip when they responded: 23% website, 21% tweets compared to 12% card and 7% email.

Figure 51: When entered the questionnaire by channel

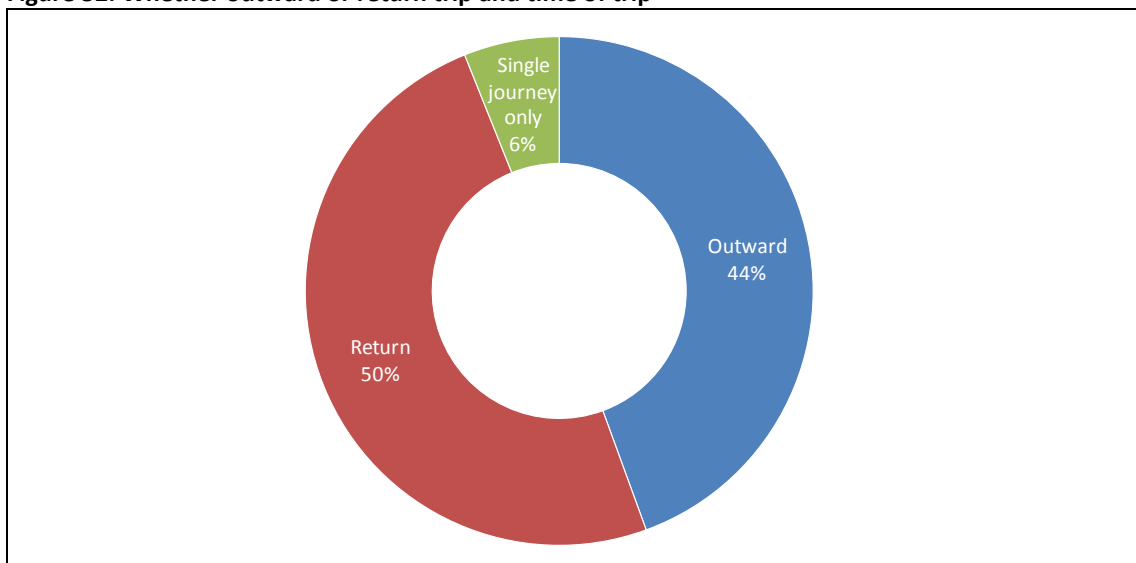


Base: Card 943, Tweet 176, Email 2,147, Website 9,424

Leg of trip

There was a fairly evenly split between outward or single leg and return legs as shown in Figure 52.

Figure 52: Whether outward or return trip and time of trip

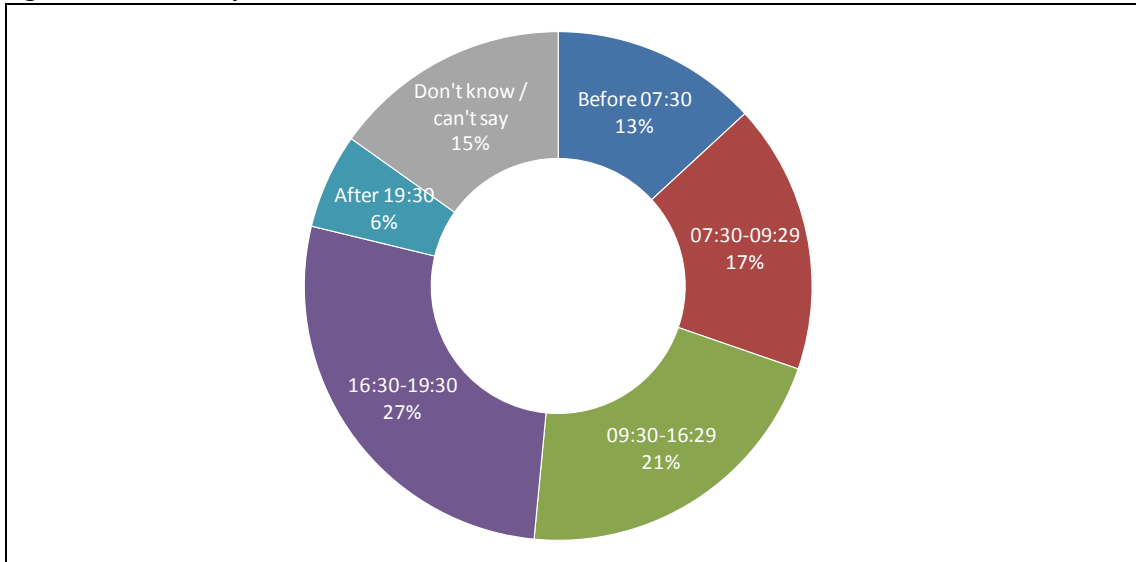


Base: 12,690

Time of trip

Over a third of trips were made at peak times: 17% 07:30-09:29 and 27% 16:30-19:30. It should be noted that the trip could be made at a weekend so some of the peak times were not weekday peaks.

Figure 53: time of trip

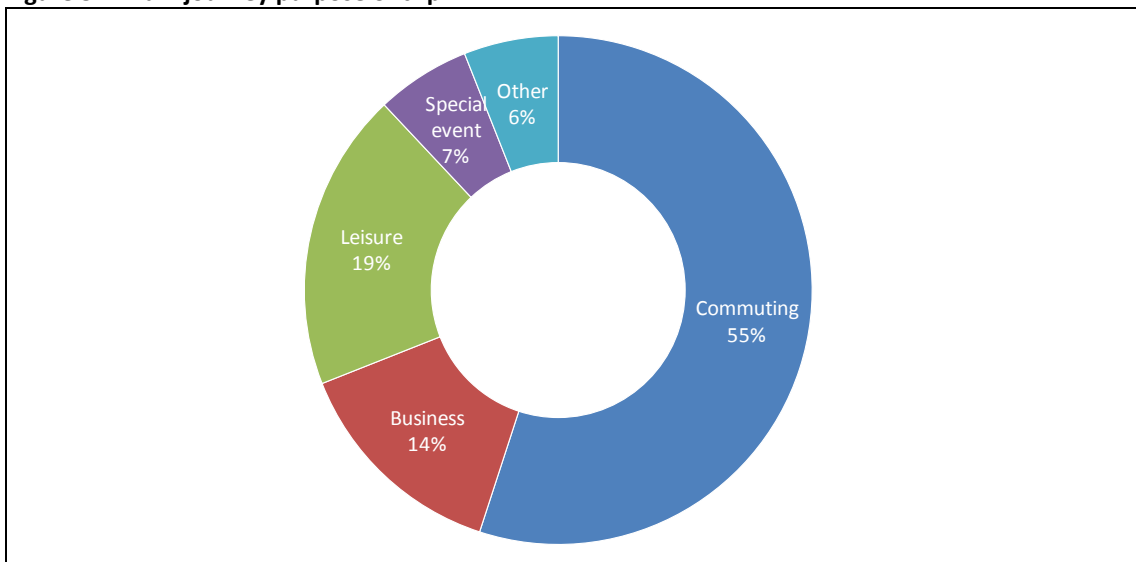


Base: 12,690

Journey purpose

Participants were asked what the **main** purpose of the disrupted or cancelled train journey.

Figure 54: Main journey purpose of trip



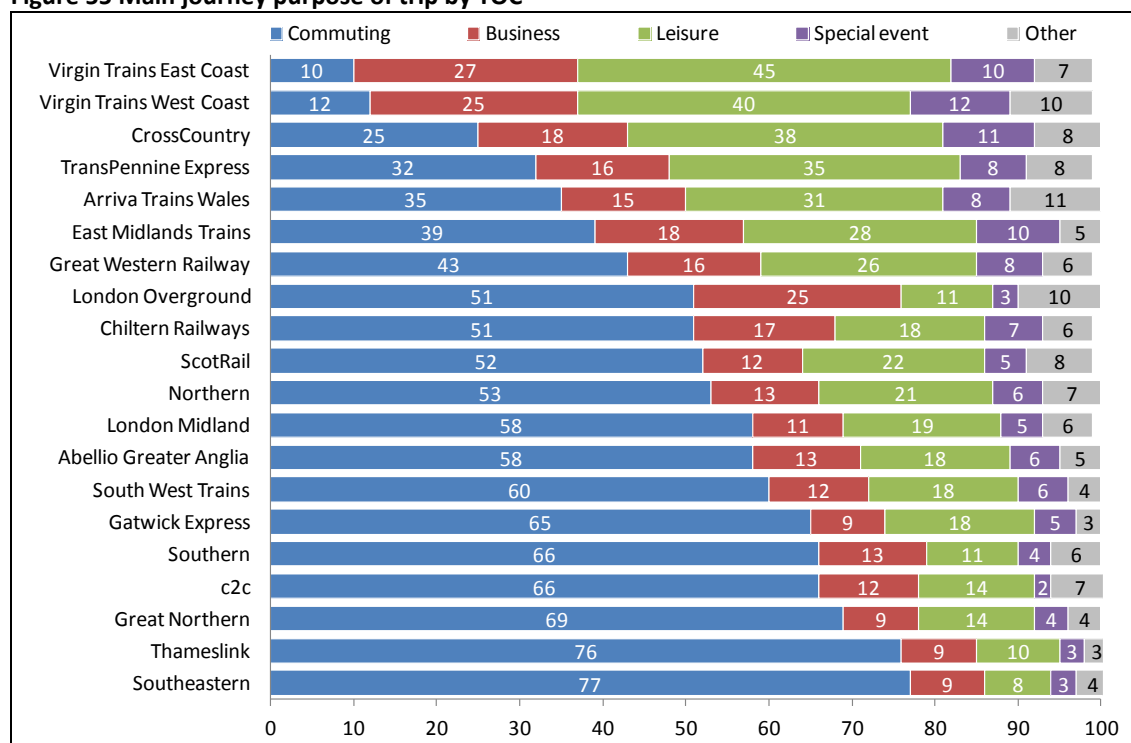
Base: 12,690

The responses were dominated by commuting and leisure traffic:

The National Travel Survey data⁹ for 2014 shows that 48% of rail trips are for commuting (less than the 55% for the sample) and 9% are for employers' business (less than the 14% recorded here).

Analysis of journey purpose by TOC (for TOCs with sample sizes of over 50) is shown in Figure 55 and shows that the London & South East commuter TOCs such as Southeastern and Thameslink carry large proportions of commuters and the long distance TOCs such as Virgin Trains East Coast and West Coast carry large proportions of leisure and business travellers.

Figure 55 Main journey purpose of trip by TOC

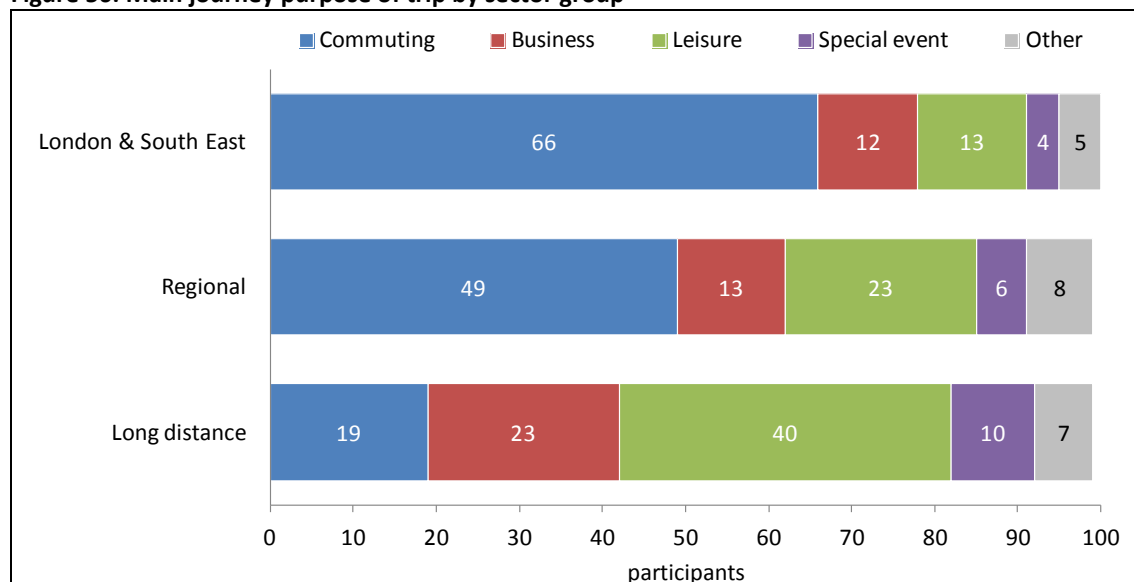


Base: Southeastern 1,794, Thameslink 984, Great Northern 391, c2c 59, Southern 2,914, Gatwick Express 99, South West Trains 1,363, Abellio Greater Anglia 581, London Midland 428, Northern 452, ScotRail 367, Chiltern Railways 109, London Overground 80, Great Western Railway 706, East Midlands Trains 354, Arriva Trains Wales 192, TransPennine Express 214, CrossCountry 305, Virgin Trains West Coast 446, Virgin Trains East Coast 860

This variation of purpose by type of TOC is highlighted in Figure 56 which shows purpose by sector group. For example, 60% of travellers on the London & South East sector group were commuting compared to 43% for Regional and just 16% for Long Distance. Forty five per cent of travellers on the Long Distance sector group were making leisure trips compared to 31% on Regional and 17% on London & South East.

⁹ https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/457752/nts2014-01.pdf

Figure 56: Main journey purpose of trip by sector group

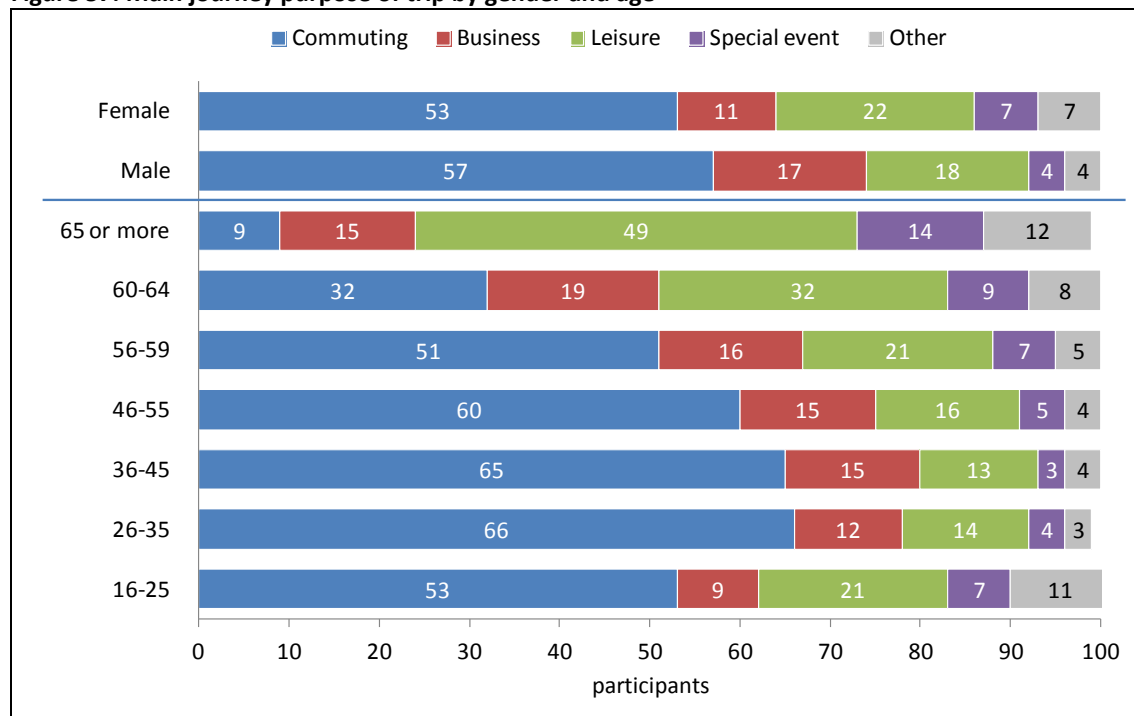


Base: Long distance 2,096, Regional 1,024, London & South East 9,158

Analysis of purpose by gender and age (see Figure 57) shows that male sample was more likely to make commuting and business trips than the female sample and less likely to make leisure trips.

Commuting was the main purpose for travellers aged under 60 and leisure was the main purpose for those aged over 60. About two thirds of travellers aged between 26 and 45 years were making commuting trips.

Figure 57: Main journey purpose of trip by gender and age



Base: Age: 16-25 1,609, 26-35 2,447, 36-45 2,797, 46-55 3,084, 56-59 1,081, 60-64 896, 65 or more 776;
Gender: Male 6,340, Female 5,857