InfoTracker Survey

Q4 2023-24 (Jan-Mar 24)
Background and methodology

**Background**
The overarching objective is to measure customer satisfaction with the provision of information by the rail industry, particularly during times of disruption, with the aim of assessing how the industry performs against their customer pledges.

Information plays a vital role in all stages of the customer journey, so the research assesses the provision from when a customer is booking their journey, through to arrival at their end destination (end to end journey rather than station to station).

**Fieldwork**
The current report presents the findings covering Quarter 4 2023/2024 among n=2,570 respondents.

The fieldwork was conducted from 1st January to 31st March 2024.

Where possible, we report on comparisons to the equivalent quarter a year ago (YoY) and to the previous quarter (QoQ) to assess any change in trends.

*Strikes continued throughout this period.

**Sample**
The online questionnaire was completed by n=2,570 online panellists. The sample was split by TOC and by disruption type, with the fieldwork aiming to deliver:

- 100 respondents for each of the 26 TOCs where possible, with up to 10 for Lumo
- We aimed for 50% of respondents who experienced no disruption, 25% of those who experienced a disruption of less than 15 minutes and 25% who experienced a disruption of more than 15 minutes or a cancellation.

**Weighting**
The data was weighted to the average passenger volumes that train companies cover (based on the average across the last 5 rail periods). The weighting for the GTR TOCs is based on the Autumn 2019 NRPS split to work out the percentage weighting for each TOC.

**Reporting on disruption:**
In the report, we classify disruption type as follows:
- Minimum disruption = a disruption of less than 15 minutes
- Major disruption = a disruption of more than 15 minutes or cancellation

**Significant differences compared to the equivalent quarter a year ago**
+/- in red refers to a significant decrease compared to a year ago, while +/- in green refers to a significant increase compared to a year ago.
Summary

Overall satisfaction and rating

Overall satisfaction improved – driven by the disrupted and by all journey purposes. On a monthly basis, the results are more changeable as those with a minor disruption shown declines during the quarter. By journey purpose, satisfaction is similar and infers the information is consistent across purposes.

Satisfaction is high across the journey stages and aspects of information, and these are stable over time. More perceive the information to be trustworthy and personalised compared to a year ago.

At journey purpose level, business views have improved the most. They show significant increases across several journey stages. Commuters also note improvements with information when planning/booking, and at the station.

Generally, the more disrupted a passenger is the lower their satisfaction is. One example is for on-board train information where it is not consistently rated across the disruption type. Among those with no disruption, information is rated highly, while for the disrupted this is the weakest journey stage. Information needs to be tailored during times of disruption.

7 in 10 passengers rate the information provided well during a delay, and roughly a similar amount are satisfied with the aspects of information during a delay. Although similar to a year ago, ratings are slow to improve on the declines experienced in December 2023.

Information channels used

The National Rail website/app information continues to be the most used source for planning/booking, the journey to the station and after the journey has finished. It is also now equally used as much as station signage and wayfinding when at the destination station. For the departure station and on board, screens, station signage and announcements are most important for assisting passengers.

The ratings of the different information channels remain high, and generally correlate with incidence of use. Channel satisfaction does, however, change month-on-month. Experiencing a disruption can have a knock-on effect on ratings here, as shown by ratings dipping in March 2024 for information received via a member of staff when planning, journey planning website or apps on the way to the station and for screens used at the station.

It’s imperative that the information from channels used is tailored towards the end user. The disrupted passenger’s experience of the channels can have an impact on satisfaction at a granular level, which can impact perception of the information overall. Therefore, it’s important that channels can provide accessible and appropriate information to meet their needs.

Pledges

When planning and booking, passengers remain very satisfied with the information provided. Information on different aspects of the journey are more widely seen, and satisfaction with this information is improving versus a year ago. More are provided with information on station facilities in advance of the journey. Also, satisfaction is higher for information on how and why train times have changed. Majority are informed about rail replacement buses when booking and was easy to find where the bus replacement was located.

At the station, platform information and staff assistance are rated highly. The latter shows improvements in the helpfulness of information provided by staff but could further improve during disruptions. Announcements are key at this point, though the major disrupted are more dissatisfied with the timing of announcements, and for minor disruptions frequency could be improved. Both are crucial for future planning.

Of those delayed, frequency and how long the delay fell to their lowest levels for the minor disrupted and is an area for improvement for this group who saw declining satisfaction at an overall level during the last quarter. Compensation is still an area that could be addressed to make it clearer who is eligible and to make the process as efficient as possible. For future journeys, reliable and frequent updates are most sought after. With particular focus to announcements and the delivery of information in a timely way to enable disrupted passengers to make decisions on the remainder of their journey.
Overall satisfaction
Overall, passengers’ satisfaction with information provision (% very + fairly satisfied) significantly increased in January–March 2024 compared to a year ago. This was driven by a major uplift in satisfaction across disrupted passengers. On a month-to-month level, the major disrupted improved in their perceptions of the information provided after the drop in December following a series of disruptions and storms, while for the minor it was more changeable.

Overall satisfaction with information provision (%)

Overall satisfaction with information provision by disruption (%)

Total satisfied trend
Overall satisfaction with information provision (2/3)

During January–March 2024, satisfaction in information provision increased across all journey purposes compared to a year ago. Compared to earlier tracking, the views by passenger type on information provision are converging, meaning there is more agreement among passengers and infers the experience of information is consistently good and tailored for all purposes. This is most notable among business passengers.

Overall satisfaction with information provision by passenger type (%)

<table>
<thead>
<tr>
<th>Overall</th>
<th>Business</th>
<th>Commuter</th>
<th>Leisure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total satisfied YOY</td>
<td>Total satisfied QoQ</td>
<td>Total satisfied YoY</td>
<td>Total satisfied QoQ</td>
</tr>
<tr>
<td>86 (+5)</td>
<td>86 (+12)</td>
<td>83 (+5)</td>
<td>87 (+13)</td>
</tr>
<tr>
<td>47 (0)</td>
<td>47 (0)</td>
<td>44 (-1)</td>
<td>49 (0)</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>Fairly satisfied</td>
<td>Neither</td>
<td>Very satisfied</td>
</tr>
<tr>
<td>39</td>
<td>6</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Fairly satisfied</td>
<td>Neither</td>
<td>Very satisfied</td>
<td>Fairly satisfied</td>
</tr>
<tr>
<td>39</td>
<td>5</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Neither</td>
<td>Fairly satisfied</td>
<td>Very satisfied</td>
<td>Neither</td>
</tr>
<tr>
<td>39</td>
<td>7</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>Fairly satisfied</td>
<td>Neither</td>
<td>Very satisfied</td>
</tr>
<tr>
<td>38</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
</tbody>
</table>

Overall, how satisfied were you with the information provided during your journey? (excl. DI) Jan-Mar 24 (2556/342/848/1366) Jan/Feb/Mar 24 – Overall (85/85/850) QoQ: -1/0/1 (-1)/0/1
Passenger type: Business (119/107/116), Commuter (306/228/314), Leisure (430/516/420)

Overall satisfaction trend

Oct Nov Dec Jan Feb Mar Apr May Jun July Aug Sep Oct Nov Dec Jan Feb Mar
Key performance indicators
Overall, passengers are satisfied with the information they receive at different stages throughout their rail journeys. Views are stable over time – consistent with last quarter and when compared to a year ago.

### Overall satisfaction with information provided at each journey stage (%)

<table>
<thead>
<tr>
<th>Planning and booking</th>
<th>Journey to the station</th>
<th>At the station</th>
<th>On board the train</th>
<th>At destination/interchange</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Satisfied</strong></td>
<td><strong>Total Satisfied</strong></td>
<td><strong>Total Satisfied</strong></td>
<td><strong>Total Satisfied</strong></td>
<td><strong>Total Satisfied</strong></td>
</tr>
<tr>
<td>86</td>
<td>81</td>
<td>85</td>
<td>85</td>
<td>86</td>
</tr>
<tr>
<td>YoY</td>
<td>(+2)</td>
<td>(+1)</td>
<td>(0)</td>
<td>(+2)</td>
</tr>
<tr>
<td>QoQ</td>
<td>(-2)</td>
<td>(-1)</td>
<td>(-1)</td>
<td>(-1)</td>
</tr>
</tbody>
</table>

- **Very dissatisfied**: 9, 13, 7, 8, 9
- **Fairly dissatisfied**: 42, 35, 62, 35, 41
- **Neither**: 51, 34, 2, 35, 33
- **Fairly satisfied**: 1, 2, 1, 1, 1
- **Very satisfied**: 4, 1, 1, 1, 1

Overall, how satisfied were you with the information provided? (excl. DK) Jan-Mar 24 – planning and booking (2480), journey to station (2207), at the station (2447), on board the train (1832), at destination/interchange (2268).
Overall satisfaction with aspects of information provided during the journey by passenger type (%)

<table>
<thead>
<tr>
<th></th>
<th>Commuters</th>
<th></th>
<th>Business</th>
<th></th>
<th>Leisure</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YoY</td>
<td>QoQ</td>
<td>YoY</td>
<td>QoQ</td>
<td>YoY</td>
<td>QoQ</td>
</tr>
<tr>
<td>Planning and booking</td>
<td>86</td>
<td></td>
<td>84 (+4)</td>
<td>(-1)</td>
<td>87 (0)</td>
<td>(-2)</td>
</tr>
<tr>
<td>Journey to the station</td>
<td>81</td>
<td></td>
<td>82 (+3)</td>
<td>(-4)</td>
<td>80 (+1)</td>
<td>(-1)</td>
</tr>
<tr>
<td>At the station</td>
<td>85</td>
<td></td>
<td>84 (+4)</td>
<td>(0)</td>
<td>87 (+1)</td>
<td>(0)</td>
</tr>
<tr>
<td>On board the train</td>
<td>85</td>
<td></td>
<td>80 (-3)</td>
<td>(-1)</td>
<td>88 (+1)</td>
<td>(0)</td>
</tr>
<tr>
<td>At destination/ interchange</td>
<td>86</td>
<td></td>
<td>84 (+1)</td>
<td>(+1)</td>
<td>87 (0)</td>
<td>(-2)</td>
</tr>
</tbody>
</table>

Total Satisfied

How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Jan-Mar 24 (Overall/Commuters/Business/Leisure) – planning and booking (2480/824/337/1319), journey to station (2207/786/308/1113), at the station (2447/827/327/1298), onboard the train (1832/501/196/1135), at destination/interchange (2268/779/313/1178).
Overall satisfaction with aspects of information provided (3/4)

Two thirds or more within each disruption type are satisfied with information provision at each of the 5 journey stages. Nevertheless, information on board the train is the weakest stage among those experiencing disruption, though is rated highly by those experiencing no disruption, which infers information could be more tailored during times of disruption. Similarly, at station is a weaker stage among the major disrupted.

Overall satisfaction with aspects of information provided during the journey by disruption (%)

<table>
<thead>
<tr>
<th></th>
<th>Minor disruption</th>
<th>Major disruption</th>
<th>No disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>YoY</td>
<td>QoQ</td>
<td>YoY</td>
</tr>
<tr>
<td>Planning and booking</td>
<td>80 (+1) (-3)</td>
<td>71 (0) (-6)</td>
<td>92 (+1) (-1)</td>
</tr>
<tr>
<td>Journey to the station</td>
<td>79 (+1) (-4)</td>
<td>69 (+6) (-4)</td>
<td>86 (0) (-1)</td>
</tr>
<tr>
<td>At the station</td>
<td>80 (+1) (0)</td>
<td>67 (+1) (-8)</td>
<td>92 (0) (-1)</td>
</tr>
<tr>
<td>On board the train</td>
<td>70 (-4) (-1)</td>
<td>68 (-5) (-1)</td>
<td>91 (+1) (-2)</td>
</tr>
<tr>
<td>At destination/ interchange</td>
<td>78 (+3) (-4)</td>
<td>71 (-2) (-4)</td>
<td>92 (+1) (0)</td>
</tr>
</tbody>
</table>

How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Jan-Mar 24 (Overall/Minor/Major/No disruption) – planning and booking (2480/498/481/1521), journey to station (2207/483/421/1303), at the station (2447/504/405/1538), onboard the train (1832/276/189/1367), at destination/interchange (1268/483/347/1438)
The lower rating of information provision on board the train among the disrupted is apparent when tracking over time, as figures show a steady decline since Q2 23/24. Satisfaction amongst the non-disrupted remains high.

Overall total satisfaction with information provided at each journey stage by disruption – trended (%)
Overall satisfaction with aspects of information provided (1/5)

Satisfaction for all aspects of information provided remains high and shows strong improvements on a year ago.

Overall satisfaction with aspect of information provided during the journey (%)

<table>
<thead>
<tr>
<th>Ease of finding the information</th>
<th>The accuracy of the information</th>
<th>The frequency of the information</th>
<th>The timeliness of the information</th>
<th>The amount of information provided</th>
<th>The clarity of the information</th>
<th>The consistency of the information</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY</td>
<td>Total satisfied</td>
<td>YoY</td>
<td>Total satisfied</td>
<td>YoY</td>
<td>Total satisfied</td>
<td>YoY</td>
</tr>
<tr>
<td></td>
<td>81</td>
<td>(+4)</td>
<td>84</td>
<td>(+3)</td>
<td>80</td>
<td>(+4)</td>
</tr>
<tr>
<td>QoQ</td>
<td>(+1)</td>
<td></td>
<td>(+1)</td>
<td></td>
<td>(+1)</td>
<td>(+1)</td>
</tr>
<tr>
<td></td>
<td>47</td>
<td>51</td>
<td>45</td>
<td>46</td>
<td>48</td>
<td>46</td>
</tr>
<tr>
<td></td>
<td>35</td>
<td>34</td>
<td>35</td>
<td>34</td>
<td>34</td>
<td>35</td>
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<tr>
<td></td>
<td>11</td>
<td>12</td>
<td>10</td>
<td>11</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td>5</td>
<td>7</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

- Very dissatisfied
- Fairly dissatisfied
- Neither
- Fairly satisfied
- Very satisfied

YoY (Year-over-year) QoQ (Quarter-over-quarter)

Return to contents
Overall satisfaction with aspects of information provided (2/5)

Passengers feel satisfied with the aspects of information provided during their journey. Those who were major disrupted show lower scores, however ease of finding information and the frequency of the provision has significantly improved compared to a year ago.

How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Jan-Mar 24 (Overall/Major/Minor/No disruption) – ease (2541/368/288/1403), accuracy (2546/368/311/1452), frequency (2545/367/263/1423), timeliness (2545/346/263/1423), amount (2546/367/263/1423), clarity (2550/367/292/1438), consistency (2553/367/296/1399).

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Minor disruption YoY</th>
<th>Minor disruption QoQ</th>
<th>Major disruption YoY</th>
<th>Major disruption QoQ</th>
<th>No disruption YoY</th>
<th>No disruption QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease of finding the information</td>
<td>81</td>
<td></td>
<td>71 (+1) (-4)</td>
<td>61 (+7) (-7)</td>
<td>91 (+3) (+2)</td>
<td></td>
</tr>
<tr>
<td>The accuracy of the information</td>
<td>84</td>
<td></td>
<td>75 (+3) (-2)</td>
<td>68 (+5) (-1)</td>
<td>92 (+1) (-1)</td>
<td></td>
</tr>
<tr>
<td>The frequency of the information</td>
<td>80</td>
<td></td>
<td>72 (0) (-2)</td>
<td>65 (+12) (+4)</td>
<td>88 (+2) (-1)</td>
<td></td>
</tr>
<tr>
<td>The timeliness of the information (i.e. did it arrive at the right time)</td>
<td>80</td>
<td>(-2) (-5)</td>
<td>66 (-2) (-5)</td>
<td>57 (+5) (+1)</td>
<td>90 (0) (-2)</td>
<td></td>
</tr>
<tr>
<td>The amount of information provided</td>
<td>81</td>
<td></td>
<td>71 (+1) (0)</td>
<td>58 (+1) (-4)</td>
<td>90 (+1) (-1)</td>
<td></td>
</tr>
<tr>
<td>The clarity of the information provided</td>
<td>82</td>
<td>(-4) (-4)</td>
<td>72 (+4) (-4)</td>
<td>62 (+1) (-4)</td>
<td>92 (+2) (+1)</td>
<td></td>
</tr>
<tr>
<td>The consistency of the information</td>
<td>80</td>
<td>(-3) (-2)</td>
<td>70 (-3) (-2)</td>
<td>63 (+5) (+1)</td>
<td>89 (0) (-2)</td>
<td></td>
</tr>
</tbody>
</table>

■ Total Satisfied
At an overall level, satisfaction has remained quite stable across all the aspects of information provided, with the major disrupted showing an uplift since the equivalent quarter a year ago.

Overall satisfaction with aspects of information provided during the journey by disruption – trended (%)

How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Jan–Mar 24 – ease (2541), accuracy (2546), frequency (2545), timeliness (2545), amount (2546), clarity (2550), consistency (2553)
Rating of trustworthiness of information provided

The trust level of the information given to rail passengers remains high, with 9 out of 10 expressing confidence in the information they received. Figures for trust appear to be converging in the latest month, though trust is more changeable among the disrupted.

Overall rating of trustworthiness of information provided by disruption (%)
Rating personalisation of the information provided

Overall, 7 in 10 passengers think the information was personalised to them and their journey – a significant improvement on a year ago. The major disrupted perceive information to be more personalised, which is a good sign as disrupted passengers require more tailored information related to their disruption.

Overall rating of personalisation of information provided (%)

To what extent do you agree that the information you received was personalised to you and tailored to your journey? q1 2024 Jan-Mar 24 (Overall/Minor/Major/No disruption) - (2571/510/476/1585). Jan/Feb/Mar 24 (857/857/857)
Planning and booking
Planning and booking – Key satisfaction metrics

Rail passengers planning and booking their journeys continue to be very satisfied with the information provided (86%) at that stage. The top channel used remains National Rail website or app (33%), second is the train operator website or app (27%), then Trainline or other 3rd party retailer website or app (26%). All three channels are rated very highly.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:

- Minor disruption: 80% (+1) (-3)
- Major disruption: 71% (0) (-6)
- No disruption: 92% (+1) (-1)

Top 3 channels used during planning and booking and their satisfaction (%):

<table>
<thead>
<tr>
<th>Channel</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>33</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>27</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>26</td>
</tr>
</tbody>
</table>

Overall, how satisfied were you with the information provided about your upcoming rail journey when planning and booking your journey? (excl DK) Jan-Mar 24 (2571) Which of the following information channels did you utilise when planning and booking your journey? How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl DK) Jan-Mar 24 (2571)
Overall satisfaction with information provided when planning and booking

Satisfaction with information provided at the planning and booking stage in the last 3 months is similar to the same period a year ago, suggesting information at this stage is consistent in its support for passengers.

Overall satisfaction with information provided when planning and booking – trended (%)
The satisfaction of the information channels when planning and booking journeys continues to receive high satisfaction ratings across the board. There is also a positive story among those used less so by everyone, such as via a social media feed, which has improved on ratings since the same period a year ago (from 78% to 88%).

### Information channels used and their satisfaction

The table below shows the information channels used and their satisfaction with each when planning and booking a journey (%).

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Total Satisfied</th>
<th>% Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>93</td>
<td>33</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>91</td>
<td>27</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>92</td>
<td>26</td>
</tr>
<tr>
<td>Via a member of staff at the station</td>
<td>91</td>
<td>15</td>
</tr>
<tr>
<td>Journey planning website or app (e.g. Google, Citymapper, TFL)</td>
<td>87</td>
<td>14</td>
</tr>
<tr>
<td>By phone or via a call centre</td>
<td>85</td>
<td>9</td>
</tr>
<tr>
<td>Passenger assistance</td>
<td>86</td>
<td>7</td>
</tr>
<tr>
<td>Via official industry social media feed</td>
<td>88</td>
<td>7</td>
</tr>
</tbody>
</table>

Through Facebook Messenger/WhatsApp/SMS from National Rail or the train operator: 86 total satisfied, 8% used.

I did not seek or see any information at this point: N/A total satisfied, 9% used.

Which of the following information channels did you utilise when planning and booking your journey? How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl DK Jan-Mar 24 2571)
Satisfaction with information channels

The top 3 channels perform consistently well over time. Receiving information via a member of staff fluctuates in January and March, which were when disrupted passengers used these channels more and therefore relied more on the information given. A similar story is true for journey planning website or apps where they were less able to support disrupted passengers and subsequently satisfaction has gone down compared to a year ago.

Satisfaction of information channels when planning and booking a journey – trended (%) (Top 5)

How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl. DK) Jan/Feb/Mar 24

<table>
<thead>
<tr>
<th>National Rail website or app</th>
<th>Train operator website or app</th>
<th>Trainline or other 3rd party retailer website or app</th>
</tr>
</thead>
<tbody>
<tr>
<td>88</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td>85</td>
<td>89</td>
<td>91</td>
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<td>89</td>
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<td>94</td>
<td>89</td>
<td>91</td>
</tr>
</tbody>
</table>

How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl. DK) Jan/Feb/Mar 24

How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl. DK) Jan/Feb/Mar 24

Those experiencing a disruption were more likely to seek information from staff members during January and March 2024. Their satisfaction ratings of the channels was lower during these months.

Similarly, journey planning tools are used more among the disrupted, and they were less able to support this group of passengers this quarter.
## Information about facilities available

There has been a significant improvement in the number of passengers receiving information about facilities at the station (now 66%) in advance of their journey. Passengers are also significantly more satisfied with the information they are provided, and the same is true of information of facilities on board the train.

### Found information about the facilities available at the station (%)

<table>
<thead>
<tr>
<th>YoY (-4) QoQ (+1)</th>
<th>YoY (+4) QoQ (-1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>66</td>
</tr>
</tbody>
</table>

### Usefulness of information about the facilities at the station (%)

<table>
<thead>
<tr>
<th>Total useful</th>
<th>YoY (+2) QoQ (+1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>92</td>
<td></td>
</tr>
</tbody>
</table>

- Not at all useful
- Somewhat not useful
- Neither nor
- Somewhat useful
- Very useful

### Satisfaction of information about the facilities available* (%)

<table>
<thead>
<tr>
<th>Facilities at the station and on board - combined</th>
<th>Total satisfied</th>
<th>YoY (-1) QoQ (-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>95</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facilities on-board the train</th>
<th>Total satisfied</th>
<th>YoY (+4) QoQ (+3)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>88</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facilities available at the station</th>
<th>Total satisfied</th>
<th>YoY (+6) QoQ (+4)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>82</td>
<td></td>
</tr>
</tbody>
</table>

- Very dissatisfied
- Fairly dissatisfied
- Neither
- Fairly satisfied
- Very satisfied

---

* Did you find information on any of the following before your departure? - Information about the facilities available at the station. How useful was the information about the facilities at the station? Jan-Mar 24 (2155/2084) How satisfied were you with the information you received about the facilities? (1445/1682)
Changes to train times

Two thirds of passengers received information relating to changes to train times at the planning and booking stage which was received, on average, around 5 days in advance. Passengers are very satisfied with the information on changes to train times, with the highest ratings for information on how and why it has changed.

Did you find information on any of the following before your departure? And how satisfied were you with the following…?

Images of charts showing the percentage of passengers who found information about changes to train times, the average time information is received before journey, and the satisfaction levels for different types of information.
Date provision and seat availability for advance ticket booking

Two thirds received information on dates available for advance ticket booking, and these passengers continue to be very positive about the range of information and how well they were kept informed about the dates available (87%-93%). 63% receive information on seat availability and the majority are satisfied with this information.

Did you find information on any of the following before your departure? And how satisfied were you with the following…?

(excl DK) - A list of dates that were currently available for advance ticket booking. Jan-Mar 24 (2014/1313); Seat Availability. Jan-Mar 24 (2094/1318)

- Total satisfied 93
  - YoY (+1)
  - QoQ (0)

- Total satisfied 87
  - YoY (+2)
  - QoQ (-2)

- Total satisfied 89
  - YoY (+1)
  - QoQ (-2)

- Total satisfied 60
  - Very dissatisfied 6
  - Fairly dissatisfied 33
  - Neither nor 6
  - Fairly satisfied 10
  - Very satisfied 11

- Total satisfied 51
  - Very dissatisfied 6
  - Fairly dissatisfied 36
  - Neither nor 10
  - Fairly satisfied 11
  - Very satisfied 11

- Total satisfied 57
  - Very dissatisfied 8
  - Fairly dissatisfied 32
  - Neither nor 34
  - Fairly satisfied 66
  - Very satisfied 66

Found list of dates currently available for advance ticket booking (% yes)

- 68%
  - YoY (-1)
  - QoQ (-2)

Found seat availability on the train (% yes)

- 63%
  - YoY (+1)
  - QoQ (-1)
Passengers are more likely to receive information about rail replacements in advance of their journey, with nearly two thirds stating this to be the case. The provision of this information is made significantly easier, enabling passengers to easily locate where their bus replacement will be.

**Stage at which passengers were informed about the rail replacement bus (%)**

- At the planning and booking stage:
  - Q4 2022/23: 61%
  - Q3 2023/24: 59%
  - Q2 2023/24: 60%
  - Q1 2023/24: 63%

- At the station:
  - Q4 2022/23: 39%
  - Q3 2023/24: 41%
  - Q2 2023/24: 41%
  - Q1 2023/24: 37%

**Ease with finding information on where bus replacement is located (%)**

- Total ease: 87%
  - YoY (+6)
  - QoQ (-2)

- Ease levels:
  - Very difficult: 62%
  - Fairly difficult: 25%
  - Neither nor: 7%
  - Fairly easy: 4%
  - Very easy: 1%
Journey to the station
Journey to the station – Key satisfaction metrics

At an overall level, 4 in 5 are satisfied with information during the journey to the station. This stage receives slightly lower satisfaction ratings than other points, though shows signs of improvement among those disrupted compared to a year ago. NR website or app is most used at this stage and continues to perform very highly among passengers.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:

- Minor disruption: 81% (+2) (-2)
- Major disruption: 79% (+1) (-5)
- No disruption: 69% (+6) (-4)

Top 3 channels used and their satisfaction (%): 

<table>
<thead>
<tr>
<th>Channel</th>
<th>YOY</th>
<th>QOQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>30</td>
<td>93% (+3) (-1)</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>19</td>
<td>91% (+5) (+1)</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>18</td>
<td>91% (+3) (+2)</td>
</tr>
</tbody>
</table>

Overall, how satisfied were you with the information provided about your upcoming rail journey when on your way to the station? Which of the following information channels did you utilise when on your way to the station? How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) Jan–Mar 24 (2207)
Information at this point in the journey is broadly the same as a year ago. Channel usage correlates to perceived satisfaction, with very high satisfaction reported for all channels used.

Overall satisfaction with information provided when making the journey to the station – trended (%)

Overall satisfaction with information provided when making the journey to the station

Information channels used and satisfaction with each when making the journey to the station (%)

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Total Satisfied</th>
<th>% Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>93</td>
<td>30</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>91</td>
<td>19</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>91</td>
<td>18</td>
</tr>
<tr>
<td>Journey planning website or app (e.g. Google, Citymapper, TFL)</td>
<td>90</td>
<td>17</td>
</tr>
<tr>
<td>Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator</td>
<td>87</td>
<td>11</td>
</tr>
<tr>
<td>Via official industry social media feed i.e. The train operator’s Facebook page, Network Rail Twitter</td>
<td>88</td>
<td>10</td>
</tr>
<tr>
<td>Video on National Rail X (formerly Twitter) with a presenter explaining disruption</td>
<td>N/A</td>
<td>26</td>
</tr>
<tr>
<td>I did not seek or see any information at this point</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Satisfaction with information channels

Satisfaction with NR website or app improves significantly in February which drives the improvements in satisfaction with this channel as seen on slide 29. NR was better able to support those experiencing major disruptions, which is a positive sign given this is the top channel used by these passengers. Alike at the planning stage, journey planning tools were more utilised by the disrupted during January and March 2024, and this drives satisfaction scores down here.

Satisfaction of information channels when making the journey to the station – trended (%) (Top 5)

<table>
<thead>
<tr>
<th>Channel</th>
<th>Jan'24</th>
<th>Feb'24</th>
<th>Mar'24</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>93</td>
<td>91</td>
<td>96</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>88</td>
<td>87</td>
<td>92</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>86</td>
<td>87</td>
<td>91</td>
</tr>
<tr>
<td>Journey planning website or app (e.g. Google, Citymapper, TFL)</td>
<td>88</td>
<td>88</td>
<td>93</td>
</tr>
<tr>
<td>Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator</td>
<td>88</td>
<td>87</td>
<td>92</td>
</tr>
</tbody>
</table>

How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) Jan'24/Feb'24/Mar'24 - National rail website or app (247/237/278); Train operator website or app (164/151/181); Trainline or 3rd party website or app (186/125/186); Journey planning website or app (e.g. Google, Citymapper, TFL) (47/109/131); Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator (95/84/114)
At the station
At the station – Key satisfaction metrics

At the station, 85% were satisfied with the information they are provided about their upcoming rail journey. The top 3 channels used are screens on the platform area, followed by announcements at the station and screens showing train times and platform numbers. Satisfaction with these channels is very high – between 90-93%.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:

- Minor disruption: 80% (+1) (-2)
- Major disruption: 67% (+1) (-8)
- No disruption: 92% (0) (-1)

Top 3 channels used and their satisfaction (%):

<table>
<thead>
<tr>
<th>Top 3 channels</th>
<th>Satisfaction</th>
<th>YoY</th>
<th>QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens on the platform area</td>
<td>93%</td>
<td>(+2) (-1)</td>
<td></td>
</tr>
<tr>
<td>Announcements at the station</td>
<td>90%</td>
<td>(-2) (-1)</td>
<td></td>
</tr>
<tr>
<td>Screens showing trains times and platform numbers</td>
<td>93%</td>
<td>(+2) (-1)</td>
<td></td>
</tr>
</tbody>
</table>
Overall satisfaction with information provided when at the station

Looking at the trended satisfaction with information provided when at the station, after the drop in satisfaction in December that was impacted by those experiencing a disruption, figures have not recovered to levels seen at the peak in November 2023.

Overall satisfaction with information provided when at the station – trended (%)
The majority of passengers are using information channels at this stage, with few not seeking information at this point (7%). Channels used for information when at the station are rated highly, even among channels that are less utilised, such as messenger service and social media feeds.

Information channels used and satisfaction with each when at the station (%)

<table>
<thead>
<tr>
<th>Information Channel</th>
<th>Total Satisfied</th>
<th>% Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens on the platform area</td>
<td>93</td>
<td>30</td>
</tr>
<tr>
<td>Announcements at the station</td>
<td>90</td>
<td>26</td>
</tr>
<tr>
<td>Screens showing trains times and platform numbers</td>
<td>93</td>
<td>24</td>
</tr>
<tr>
<td>National Rail website or app</td>
<td>92</td>
<td>19</td>
</tr>
<tr>
<td>TV Screens in main departure hall / area</td>
<td>92</td>
<td>18</td>
</tr>
<tr>
<td>Station signage, posters and wayfinding</td>
<td>92</td>
<td>16</td>
</tr>
<tr>
<td>Via a member of staff at the station</td>
<td>95</td>
<td>13</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>90</td>
<td>12</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>90</td>
<td>11</td>
</tr>
<tr>
<td>Help points on the platform area</td>
<td>91</td>
<td>11</td>
</tr>
<tr>
<td>Journey planning website or app (e.g. Google, Citymapper, TFL)</td>
<td>87</td>
<td>9</td>
</tr>
<tr>
<td>Notifications via Facebook Messenger /WhatsApp/SMS from National Rail or the train operator</td>
<td>88</td>
<td>8</td>
</tr>
<tr>
<td>Via official industry social media feed i.e. The train operator's Facebook page, Network Rail Twitter</td>
<td>88</td>
<td>8</td>
</tr>
<tr>
<td>Video on National Rail X (formerly Twitter) with a presenter explaining disruption</td>
<td>81</td>
<td>6</td>
</tr>
<tr>
<td>I did not seek or see any information at this point</td>
<td>N/A</td>
<td>7</td>
</tr>
</tbody>
</table>

Which of the following information channels did you utilise when at the station? How satisfied were you with the information that was provided on the channels you used when at the station? (excl DK) Jan-Mar 24 (2506)
Satisfaction with information channels

Nevertheless, monthly tracking provides evidence that the channels are changeable in the ratings among passengers. This is most notable for announcements at the station, where in March 2024 passengers were not as satisfied by the information provided. NR website or app shares a positive story, as the app is able to recover after December 2024.

Satisfaction of information channels when at the station – trended (%) (Top 5)

The non-disrupted drives the peak in satisfaction in February. The disrupted have a larger voice in March, and this drives ratings down

How satisfied were you with the information that was provided on the channels you used when at the station? (excl DK) Jan’24/Feb’24/Mar’24 - Screens on the platform area (226/246/200), Announcements at the station (191/200/167), National Rail website or app (141/124/171), Screens showing train times and platform numbers (179/171/165), TV screens in the main departure hall/area (89/96/91)
Satisfaction with experiences at the station

Looking at the type of information passengers receive; they continue to be satisfied with their experiences at the station. Timeliness of platform information remains the most highly rated. Staff assistance at the station continues to improve, particularly on the ability to provide helpful information.

Updates on the platform and train (%)

<table>
<thead>
<tr>
<th>Timeliness with which platform information was announced</th>
<th>Total satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY (o)</td>
<td>90</td>
</tr>
<tr>
<td>QoQ (o)</td>
<td>81 (+2)</td>
</tr>
<tr>
<td>Kept up to date about the status of the train</td>
<td></td>
</tr>
<tr>
<td>Total satisfied</td>
<td>62</td>
</tr>
<tr>
<td>YoY (o)</td>
<td>48</td>
</tr>
<tr>
<td>QoQ (o)</td>
<td>40 (-1)</td>
</tr>
</tbody>
</table>

Staff (%)

<table>
<thead>
<tr>
<th>Were able to answer questions</th>
<th>Total satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY (o)</td>
<td>85 (+3)</td>
</tr>
<tr>
<td>QoQ (-1)</td>
<td>72 (-3)</td>
</tr>
<tr>
<td>Provided me with helpful information</td>
<td>Total satisfied</td>
</tr>
<tr>
<td>YoY (o)</td>
<td>60</td>
</tr>
<tr>
<td>QoQ (-1)</td>
<td>57 (-2)</td>
</tr>
<tr>
<td>Available to help me</td>
<td>Total satisfied</td>
</tr>
<tr>
<td>YoY (o)</td>
<td>42</td>
</tr>
<tr>
<td>QoQ (-3)</td>
<td>41 (-2)</td>
</tr>
</tbody>
</table>

How satisfied were you with your experience with the following when at the station? (excl DK)(Timeliness with which platform information was announced / Kept up to date about the status of the train) Jan-Mar 24 (2457/2454) Focusing on the staff at the station, how satisfied were you with the following? Jan-Mar 24 (Were able to answer questions/Provided me with helpful information/Available to help me) - (1963/1979/2137)

How satisfied were you with your experience with the following when at the station? (excl DK) (Timeliness with which platform information was announced / Kept up to date about the status of the train) Jan-Mar 24 (2457/2454) Focusing on the staff at the station, how satisfied were you with the following? Jan-Mar 24 (Were able to answer questions/Provided me with helpful information/Available to help me) - (1963/1979/2137)
### Satisfaction with experiences at the station – disruption type (1/2)

Timeliness of platform information is high for all passengers. Keeping passengers up to date on the status of the train continues to improve among the major disrupted.

#### Updates on the platform and train (%)

<table>
<thead>
<tr>
<th>Major disruption</th>
<th>Minor disruption</th>
<th>No disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Timeliness with which platform information was announced</strong></td>
<td><strong>Kept up to date about the status of the train</strong></td>
<td><strong>Kept up to date about the status of the train</strong></td>
</tr>
<tr>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
</tr>
<tr>
<td>81</td>
<td>64</td>
<td>93</td>
</tr>
<tr>
<td>YoY (+3)</td>
<td>YoY (-1)</td>
<td>YoY (-1)</td>
</tr>
<tr>
<td>QoQ (-1)</td>
<td>QoQ (0)</td>
<td>QoQ (-1)</td>
</tr>
</tbody>
</table>

Timeliness of platform information is high for all passengers. Keeping passengers up to date on the status of the train continues to improve among the major disrupted.

- **Major disruption**: Total satisfied 81, YoY (+3), QoQ (-1)
- **Minor disruption**: Total satisfied 74, YoY (-1), QoQ (-3)
- **No disruption**: Total satisfied 88, YoY (+1), QoQ (-2)
Satisfaction with experiences at the station – disruption type (2/2)

Staff are able to answer questions that passengers have regardless of the type of experience they are having with their rail journey. The helpfulness of their information could still be improved among the major disrupted, particularly as these passengers will be requiring more information than usual to understand the impact to their upcoming journey.

Staff (%)

<table>
<thead>
<tr>
<th>Major disruption</th>
<th>Minor disruption</th>
<th>No disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Were able to answer questions</td>
<td>Provided me with helpful information</td>
<td>Available to help me</td>
</tr>
<tr>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
</tr>
<tr>
<td>YoY (+5)</td>
<td>(+2)</td>
<td>(+3)</td>
</tr>
<tr>
<td>QoQ (+1)</td>
<td>(-8)</td>
<td>(-3)</td>
</tr>
</tbody>
</table>

Focus on the staff at the station, how satisfied were you with the following? (excl DK) Jan-Mar 24

**Satisfaction with and ratings of announcements at the station (1/3)**

Announcements are second most used among passengers for information. At an overall level passengers are satisfied and agree with the length, timing and frequency.

**Announcements at the station (%)**

<table>
<thead>
<tr>
<th></th>
<th>Total satisfied</th>
<th>YoY</th>
<th>QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>They were an appropriate length</td>
<td>90</td>
<td>(-2)</td>
<td>(0)</td>
</tr>
<tr>
<td>They were made at an appropriate time</td>
<td>83</td>
<td>(+2)</td>
<td>(0)</td>
</tr>
<tr>
<td>The frequency was at an appropriate level</td>
<td>84</td>
<td>(-1)</td>
<td>(0)</td>
</tr>
</tbody>
</table>

**Strongly agree** - 10

- **They were an appropriate length**: 8.4 YoY (+0.3) QoQ (0.0)
- **They were made at an appropriate time**: 8.3 YoY (+0.4) QoQ (+0.1)
- **The frequency was at an appropriate level**: 8.4 YoY (+0.3) QoQ (0.0)

- Very dissatisfied
- Fairly dissatisfied
- Neither nor
- Fairly satisfied
- Very satisfied

Thinking about the announcements that were given at the station, to what extent were you satisfied with the following? (excl DK) Jan-Mar 24 (607-619)

Thinking about all the announcements you were given at the station, to what extent do you agree or disagree with these statements? Jan-Mar 24 (627)
Satisfaction with and ratings of announcements at the station (2/3)

However, announcements were not always well received among passengers. There is still a level of dissatisfaction among the major disrupted with regards to the timing of announcements. Also, compared to a year ago, the minor disrupted rated announcements significantly lower on their frequency, suggesting the delivery of information could be more frequent.

Announcements at the station (%)

Thinking about the announcements that were given at the station, to what extent were you satisfied with the following? (excl DK) Jan–Mar 24 Major (83/83/82), Minor (104/104/104), No disruption (431/420/433)
Satisfaction with and ratings of announcements at the station (3/3)

For the non-disrupted announcements are perceived to have been about right, and for the major disrupted this has improved. For any passengers experiencing disruption it is key that announcements are useful, frequent and at the right time to enable future journey planning.

Announcements at the station (%)

**Major disruption**
- Announcements are useful, they keep me informed at the right time: Strongly agree 8.4, Strongly disagree -1, YoY (+1.2), QoQ (+1.1)
- The frequency of announcements is right, they are repeated appropriately: Strongly agree 8.3, Strongly disagree -1, YoY (+1.4), QoQ (+1.0)

**Minor disruption**
- Announcements are useful, they keep me informed at the right time: Strongly agree 8.0, Strongly disagree -1, YoY (-0.2), QoQ (+0.1)
- The frequency of announcements is right, they are repeated appropriately: Strongly agree 7.8, Strongly disagree -1, YoY (-0.3), QoQ (+0.2)

**No disruption**
- Announcements are useful, they keep me informed at the right time: Strongly agree 8.7, Strongly disagree -1, YoY (+0.4), QoQ (-0.1)
- The frequency of announcements is right, they are repeated appropriately: Strongly agree 8.5, Strongly disagree -1, YoY (+0.4), QoQ (-0.1)
Stage informed about rail replacement bus and ease in finding such information

Positively, the trend shows that fewer passengers are receiving rail replacement bus information at the station and in advance of their journey. Where information was provided about the upcoming bus replacement, 9 in 10 felt this information was easy to find and a significant improvement on the same period a year ago.

Stage informed about the rail replacement bus (%)

<table>
<thead>
<tr>
<th>Stage informed about the rail replacement bus (%)</th>
<th>Ease with finding bus departure point (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>At the planning and booking stage</td>
<td>Total ease</td>
</tr>
<tr>
<td>Q4 2022/23</td>
<td>Q1 2023/24</td>
</tr>
<tr>
<td>61</td>
<td>59</td>
</tr>
<tr>
<td>39</td>
<td>41</td>
</tr>
</tbody>
</table>

Ease with finding bus departure point (%)

- Very difficult
- Fairly difficult
- Neither nor
- Fairly easy
- Very easy

Total ease: 89

YoY (+4)
QoQ (-4)

What stage were you informed about the rail replacement bus for your journey? Jan-Mar 24 (575)
When at the station, how easy was it to find information about the following...? (Excl. I did not seek) Jan-Mar 24 (553)
On board the train
On board the train – Key satisfaction metrics

Overall, the satisfaction score given to information provided on the train was 85%. Similar to at the station, passengers rely on the screens and announcements as their main sources of information. All of these share a very high satisfaction rating of 91-96%.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:

<table>
<thead>
<tr>
<th>Disruption Status</th>
<th>Satisfaction Percentage</th>
<th>YoY</th>
<th>QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor disruption</td>
<td>85%</td>
<td>(0)</td>
<td>(-1)</td>
</tr>
<tr>
<td>Major disruption</td>
<td>70%</td>
<td>(-4)</td>
<td>(-1)</td>
</tr>
<tr>
<td>No disruption</td>
<td>68%</td>
<td>(-5)</td>
<td>(-1)</td>
</tr>
</tbody>
</table>

Top 3 channels used and their satisfaction (%):

<table>
<thead>
<tr>
<th>Channel Description</th>
<th>Satisfaction</th>
<th>YoY</th>
<th>QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens on the train</td>
<td>96%</td>
<td>(+1)</td>
<td>(+2)</td>
</tr>
<tr>
<td>Automated announcement on the train</td>
<td>93%</td>
<td>(-1)</td>
<td>(-1)</td>
</tr>
<tr>
<td>Live announcement delivered by member of staff on the train</td>
<td>91%</td>
<td>(-2)</td>
<td>(-2)</td>
</tr>
</tbody>
</table>

Overall, how satisfied were you with the information provided about your rail journey when on board the train? Which of the following information channels did you utilize when on board the train? How satisfied were you with the information that was provided on the channels you used when on board the train? (excl DK Jan-Mar 24 (832))
Overall satisfaction with information provided when on board the train

Satisfaction with information on board the train is generally quite positive, with limited change at an overall level and figures that are similar to a year ago.

Overall satisfaction with information provided when on board the train – trended (%)

![Graph showing overall satisfaction trend from Oct-22 to Mar-24 with values ranging from 81 to 89%](image)

- 84%
- 81%
- 83%
- 88%
- 84%
- 84%
- 86%
- 84%
- 85%
- 88%
- 89%
- 86%
- 89%
- 84%
- 87%
- 83%

Overall, how satisfied were you with the information provided about your rail journey when on board the train? (excl. DK: Oct./Nov/Dec 22/Jan/Feb/Mar/Apr/May/Jun/Jul/Aug/Sep/Oct/Dec 23/Jan-Feb/ Mar 24/Jul/Aug/Sep/Oct/Dec 23/Jan-Feb/Mar 24)
Information channels used and their satisfaction

Information channels used on board the train generally achieve a high satisfaction rating, particularly when focusing on the top 3 used channels – screens, live announcements and automated announcements. NR videos on X do not perform as highly, though this could be driven by unfamiliarity to this channel (as reflected by the limited usage).

Information channels used and satisfaction with each when on board the train (%)

<table>
<thead>
<tr>
<th>Information channel</th>
<th>Total satisfied</th>
<th>% Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens on the train</td>
<td>96</td>
<td>35</td>
</tr>
<tr>
<td>Live announcement delivered by member of staff on the train</td>
<td>91</td>
<td>24</td>
</tr>
<tr>
<td>Automated announcement on the train</td>
<td>93</td>
<td>24</td>
</tr>
<tr>
<td>National Rail website or app</td>
<td>91</td>
<td>16</td>
</tr>
<tr>
<td>Via a member of staff on the train</td>
<td>94</td>
<td>11</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>89</td>
<td>10</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>90</td>
<td>9</td>
</tr>
<tr>
<td>Journey planning website or app (e.g. Google, Citymapper, TFL)</td>
<td>93</td>
<td>7</td>
</tr>
</tbody>
</table>

Notifications via Facebook Messenger /WhatsApp/SMS from National Rail or the train operator: 86% satisfied, 5% used.

Via official industry social media feed i.e. The train operator’s Facebook page, Network Rail Twitter: 89% satisfied, 5% used.

Video on National Rail X (formerly Twitter) with a presenter explaining disruption: 77% satisfied, 3% used.

I did not seek or see any information at this point: N/A, 16% used.
Satisfaction with information channels

Nearly all passengers are happy with the information they receive from screens on the train. Announcements show to improve, albeit not to the same levels as a year ago. The remaining channels in the top 5 show improvements over the quarter, particularly receiving information from members of staff.

Satisfaction of information channels when on board the train – trended (%) (Top 5)

- Screens on the train: 94, 95, 97, 93, 94, 95, 95, 97, 92, 95, 97, 95, 97
- Live announcement delivered by member of staff on the train: 90, 90, 95, 94, 91, 94, 97, 92, 93, 95, 93, 91, 93, 89, 91, 92
- Automated announcement on the train: 89, 88, 96, 97, 89, 92, 95, 94, 95, 93, 96, 97, 92, 94, 92, 95, 91
- National Rail website or app: 95, 91, 97, 91, 92, 90, 91, 92, 91, 92, 94, 94, 94, 95, 91, 92, 91, 92
- Via a member of staff on the train: 87, 83, 95, 94, 96, 94, 92, 86, 83, 85, 93, 91, 96, 93, 98, 97

How satisfied were you with the information that was provided on the channels you used when on board the train? (excl DK Jan’24/Feb’24/Mar’24 - Screens on the train (204/233/184), Live announcement delivered by member of staff on the train (136/144/117), Automated announcement on the train (131/156/129), National Rail website or app (89/88/83), Via a member of staff on the train (69/75/84)
Satisfaction and ratings of announcements on board the train (1/3)

At an overall level, satisfaction with announcements on board remains high and in line with the same period a year ago.

Announcements on board the train (%)

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Total satisfied</th>
<th>YoY</th>
<th>QoQ</th>
</tr>
</thead>
<tbody>
<tr>
<td>They were an appropriate length</td>
<td>93</td>
<td>-1</td>
<td>+1</td>
</tr>
<tr>
<td>They were made at an appropriate time</td>
<td>86</td>
<td>-2</td>
<td>-3</td>
</tr>
<tr>
<td>The frequency was at an appropriate level</td>
<td>87</td>
<td>+1</td>
<td>-1</td>
</tr>
<tr>
<td>Live announcements delivered confidently</td>
<td>89</td>
<td>-1</td>
<td>-1</td>
</tr>
</tbody>
</table>

StrONGLy agree

Announcements are useful, they keep me informed at the right time

8.6

YoY (0)
QoQ (+1)

The frequency of announcements is right, they are repeated appropriately

8.3

YoY (+0.3)
QoQ (0)

Thinking about the announcements that were given on board the train, to what extent were you satisfied with the following? (excl DK Jan-Mar 24 (767/757/767/708))

Thinking about all the announcements you were given on board the train, to what extent do you agree or disagree with these statements? Jan-Mar 24 (770)
**Satisfaction and ratings of announcements on board the train (2/3)**

Similar to announcements given at the station, the timing of announcements is a key issue during major disruptions. Minor disruption of 15 minutes or less still requires frequent and timely announcements, and of an appropriate length. For both groups, announcements are a key to understanding what will happen next with their journey.

### Announcements on board the train (%)

<table>
<thead>
<tr>
<th></th>
<th>Major disruption</th>
<th>Minor disruption</th>
<th>No disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>They were an appropriate length</td>
<td>80 (%) (-5)</td>
<td>83 (%) (-11)</td>
<td>96 (%) (-1)</td>
</tr>
<tr>
<td>They were made at an appropriate time</td>
<td>63 (%) (-10)</td>
<td>67 (%) (-7)</td>
<td>93 (%) (0)</td>
</tr>
<tr>
<td>The frequency was at an appropriate level</td>
<td>81 (%) (+8)</td>
<td>71 (%) (-2)</td>
<td>91 (%) (0)</td>
</tr>
<tr>
<td>Live announcements delivered confidently</td>
<td>83 (%) (+3)</td>
<td>75 (%) (-10)</td>
<td>92 (%) (-2)</td>
</tr>
<tr>
<td>YoY</td>
<td>40 (%) (-6)</td>
<td>49 (%) (-8)</td>
<td>65 (%) (-2)</td>
</tr>
<tr>
<td>QoQ</td>
<td>40 (%)</td>
<td>34 (%)</td>
<td>65 (%)</td>
</tr>
<tr>
<td></td>
<td>17 (%)</td>
<td>14 (%)</td>
<td>28 (%)</td>
</tr>
<tr>
<td></td>
<td>14 (%)</td>
<td>12 (%)</td>
<td>52 (%)</td>
</tr>
<tr>
<td></td>
<td>14 (%)</td>
<td>13 (%)</td>
<td>49 (%)</td>
</tr>
<tr>
<td></td>
<td>5 (%)</td>
<td>4 (%)</td>
<td>37 (%)</td>
</tr>
</tbody>
</table>

---

Thinking about the announcements that were given on board the train, to what extent were you satisfied with the following? (excl DK Jan-Mar 24 Major (81/82/81/78), Minor (97/97/96/94). No disruption (589/578/590/536)
Satisfaction and ratings of announcements on board the train (3/3)

Announcements are meeting the majority of the non-disrupted passengers expectations. For those experiencing a disruption, and in particular a minor, frequency and timing could be improved to better keep passengers informed.

Announcements on board the train (%)

**Major disruption**
- Announcements are useful, they keep me informed at the right time: Strongly agree - 7.8 YoY (-0.1) QoQ (0.0)
- The frequency of announcements is right, they are repeated appropriately: Strongly agree - 7.2 YoY (+0.1) QoQ (-0.2)

**Minor disruption**
- Announcements are useful, they keep me informed at the right time: Strongly agree - 7.8 YoY (-0.4) QoQ (0.0)
- The frequency of announcements is right, they are repeated appropriately: Strongly agree - 7.5 YoY (-0.5) QoQ (-0.1)

**No disruption**
- The frequency of announcements is right, they are repeated appropriately: Strongly agree - 8.8 YoY (+0.3) QoQ (0.0)

Thinking about all the announcements you were given on board the train, to what extent do you agree or disagree with these statements? Jan-Mar 24 Major (82), Minor (97), No disruption (59).
Type of information provided on board the train

Train calling points and next stops are the main pieces of information provided on board the train. Train companies could benefit from providing more information about stops or delays to journey during times of disruption, as only a small minority are provided with this information.

Information provided when on board the train (%)

- **Informed about the stations that the train will call at**
  - Q4 2023/24: 66%
  - Q3 2023/24: 63%
  - Q2 2023/24: 62%
  - Q1 2023/24: 60%
  - Q4 2022/23: 65%

- **Informed about the next stop**
  - Q4 2023/24: 64%
  - Q3 2023/24: 62%
  - Q2 2023/24: 60%
  - Q1 2023/24: 59%
  - Q4 2022/23: 62%

- **Informed about the destination in announcements and on screens**
  - Q4 2023/24: 54%
  - Q3 2023/24: 49%
  - Q2 2023/24: 48%
  - Q1 2023/24: 49%
  - Q4 2022/23: 52%

- **Announcements about disruptions on other routes**
  - Q4 2023/24: 19%
  - Q3 2023/24: 19%
  - Q2 2023/24: 18%
  - Q1 2023/24: 19%
  - Q4 2022/23: 19%

- **Announcements if the train stops unexpectedly or if departing a station late**
  - Q4 2023/24: 13%
  - Q3 2023/24: 13%
  - Q2 2023/24: 12%
  - Q1 2023/24: 15%
  - Q4 2022/23: 15%

- **None of these**
  - Q4 2023/24: 7%
  - Q3 2023/24: 8%
  - Q2 2023/24: 7%
  - Q1 2023/24: 7%
  - Q4 2022/23: 7%

Among those experiencing a disruption, 17% are informed about train delays or late departures.
At destination/interchange
At destination/interchange station – Key satisfaction metrics

At the destination/interchange station, 86% of passengers are satisfied with the information received. The information channel used most at this stage is the National Rail website or app, followed by automated announcements and the station signage, posters and wayfinding. Passengers continue to be very satisfied with these channels for receiving information.

Overall, this quarter, passengers gave a satisfaction (with information provided) percentage of:

86%  
(+2)  
(-1)

Top 3 channels used and their satisfaction (%):

1. Automated announcement at a station  
   Minor disruption  
   78%  
   (+3)  
   (-4)  
   YoY  
   QoQ
   Satisfaction  
   91%  
   (-2)  
   (-2)

2. Station signage, posters and wayfinding  
   Major disruption  
   71%  
   (-2)  
   (-4)  
   YoY  
   QoQ
   Satisfaction  
   90%  
   (+2)  
   (-5)

3. National Rail website or app  
   No disruption  
   92%  
   (+1)  
   (0)  
   YoY  
   QoQ
   Satisfaction  
   90%  
   (+1)  
   (0)

Information provided following the rail journey (%):

- Connecting train services: 40%  
- Onward travel options: 28%

Overall, how satisfied were you with the information provided about your rail journey when at the intermediary and/or destination station? Jan-Mar 24 (2268) Which of the following information channels did you utilise when at the intermediary or destination station? How satisfied were you with the information that was provided on the channels you used when at the intermediary and destination station? excl DK Jan-Mar 24 (2457) Following your rail journey, were you provided with any of the following information…? Jan-Mar 24 (2457)
Overall satisfaction with information provided when at destination/interchange station

Satisfaction with information provision at this stage remains fairly consistent with former waves, and in line with the same point a year ago.

Overall satisfaction with information provided when at destination/interchange station – trended (%)
Information channels used and their satisfaction

The destination/interchange station continues to be a stage where passengers use a variety of information channels. Most channels have a high level of satisfaction in their information provision.

Information channels used and satisfaction with each when at destination/interchange station (%)

<table>
<thead>
<tr>
<th>Information channel</th>
<th>Total satisfied</th>
<th>% Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated announcement at a station</td>
<td>91</td>
<td>20</td>
</tr>
<tr>
<td>Station signage, posters and wayfinding</td>
<td>90</td>
<td>18</td>
</tr>
<tr>
<td>National Rail website or app</td>
<td>90</td>
<td>18</td>
</tr>
<tr>
<td>Live announcement delivered by a member of staff at the station</td>
<td>91</td>
<td>18</td>
</tr>
<tr>
<td>Via a member of staff at the station</td>
<td>90</td>
<td>13</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>93</td>
<td>13</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>91</td>
<td>13</td>
</tr>
<tr>
<td>Journey planning website or app (e.g. Google, Citymapper, TFL)</td>
<td>87</td>
<td>11</td>
</tr>
<tr>
<td>Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator</td>
<td>89</td>
<td>9</td>
</tr>
<tr>
<td>Via official industry social media feed i.e. The train operator’s Facebook page, Network Rail Twitter</td>
<td>89</td>
<td>8</td>
</tr>
<tr>
<td>I did not seek or see any information at this point</td>
<td>N/A</td>
<td>27</td>
</tr>
</tbody>
</table>

Which of the following information channels did you utilise when at the intermediary or destination station? How satisfied were you with the information that was provided on the channels you used when at the intermediary and destination station? (excl DIO Jan-Mar 24 (2457))
Satisfaction with information channels

Focusing on the top 5 used, majority of the channels have recovered in the satisfaction of the information provided since the dip in satisfaction experienced in December.

Satisfaction of information channels when at destination/interchange station – trended (%) (Top 5)

How satisfied were you with the information that was provided on the channels you used when at the intermediary and destination station? (excl DK) Jan/Feb/Mar 24

Automated announcement at a station

Station signage, posters and wayfinding

National Rail website or app

Live announcement delivered by a member of staff at the station

Via a member of staff at the station

Total satisfied
After journey
Information channels used and their satisfaction

After finishing their journey, 2 in 5 of passengers do not actively seek or encounter information regarding their trip. Among those who do seek such information, the National Rail website or app remains the primary source, while few seek automatic delay repay. At this stage passengers are very satisfied with the channels they use.

Which of the following channels did you utilise information about your rail journey after you had completed the journey? How satisfied were you with the information that was provided on the channels you used after you had completed the journey? (excl DK) Jan-Mar 24 (2571)

<table>
<thead>
<tr>
<th>Information channel</th>
<th>Total satisfied</th>
<th>% Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>92</td>
<td>23</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>88</td>
<td>20</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>92</td>
<td>17</td>
</tr>
<tr>
<td>By phone or via a call centre</td>
<td>89</td>
<td>12</td>
</tr>
<tr>
<td>Automatic delay repay</td>
<td>87</td>
<td>9</td>
</tr>
<tr>
<td>I did not seek or see any information at this point</td>
<td>N/A</td>
<td>43</td>
</tr>
</tbody>
</table>

Which of the following channels did you utilise information about your rail journey after you had completed the journey? How satisfied were you with the information that was provided on the channels you used after you had completed the journey? (excl DK) Jan-Mar 24 (2571)
Satisfaction with information channels

Looking at the trended data for information channels after the journey, January 2024 was a month where information via the phone or call centre was heavily impacted, driving scores significantly lower for this channel versus a year ago.

Satisfaction of information channels after the journey – trended (%) (Top 5)

- National Rail website or app: 88, 88, 90, 93, 91, 92, 90, 92, 87, 89, 91, 91, 92, 88, 93, 95
- Train operator website or app: 87, 88, 89, 90, 90, 90, 86, 89, 92, 95, 88, 87, 89, 89
- Trainline or other 3rd party retailer website or app: 90, 86, 87, 92, 81, 93, 88, 90, 92, 91, 92, 94, 88
- By phone or via a call centre: 90, 88, 90, 92, 90, 89, 84, 90, 84, 88, 88, 87, 89, 91, 92, 92, 93
- Automatic delay repay: 93, 85, 89, 85, 76, 81, 87, 88, 88, 80, 87, 89, 90, 84, 93, 86, 84

How satisfied were you with the information that was provided on the channels you used after you had completed the journey? (excl DK) Jan/Feb/Mar 24 - National Rail website or app (187/180/226), Train operator website or app (196/165/196), Trainline or 3rd party retailer website (164/128/162), By phone or via a call centre (116/82/101), Automatic delay repay (188/58/89).
Experience with disruptions
Overall rating of information provided about the delay (1/2)

Overall, 7 in 10 customers rated that the TOC had kept them fairly or well informed about the delay. On a monthly outlook, since the drop in rating seen in December 2023, overall ratings are slow to recover. This is due to lower perceptions among each of the respective disrupted groups at different points over the last quarter.

Overall rating with information provided about delay by disruption (%)

<table>
<thead>
<tr>
<th>Disruption</th>
<th>Overall</th>
<th>Minor disruption</th>
<th>Major disruption</th>
<th>Cancellation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Well YoY</td>
<td>Total Well YoY</td>
<td>Total Well YoY</td>
<td>Total Well YoY</td>
</tr>
<tr>
<td>Overall</td>
<td>69 (+3)</td>
<td>77 (+3)</td>
<td>63 (0)</td>
<td>50 (-4)</td>
</tr>
<tr>
<td>Minor disruption</td>
<td>28</td>
<td>34</td>
<td>25</td>
<td>36</td>
</tr>
<tr>
<td>Major disruption</td>
<td>40</td>
<td>43</td>
<td>38</td>
<td>16</td>
</tr>
<tr>
<td>Cancellation</td>
<td>14</td>
<td>13</td>
<td>16</td>
<td>20</td>
</tr>
</tbody>
</table>


Overall Well Trend

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>77</td>
<td>77</td>
<td>76</td>
<td>68</td>
<td>71</td>
<td>73</td>
<td>71</td>
<td>63</td>
<td>65</td>
<td>66</td>
<td>69</td>
<td>70</td>
<td>74</td>
</tr>
<tr>
<td>Minor disruption</td>
<td>61</td>
<td>63</td>
<td>64</td>
<td>57</td>
<td>66</td>
<td>68</td>
<td>65</td>
<td>56</td>
<td>58</td>
<td>59</td>
<td>61</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>Major disruption</td>
<td>49</td>
<td>45</td>
<td>45</td>
<td>44</td>
<td>45</td>
<td>45</td>
<td>43</td>
<td>42</td>
<td>46</td>
<td>46</td>
<td>49</td>
<td>46</td>
<td>43</td>
</tr>
<tr>
<td>Cancellation</td>
<td>38</td>
<td>39</td>
<td>38</td>
<td>38</td>
<td>37</td>
<td>37</td>
<td>35</td>
<td>30</td>
<td>33</td>
<td>33</td>
<td>38</td>
<td>34</td>
<td>33</td>
</tr>
</tbody>
</table>

Overall (YoY +3) QoQ (-3)
Overall rating of information provided about the delay (2/2)

Focusing solely on cancelled and majorly disrupted passengers, recovery in ratings is slow as information in January 2024 did not improve beyond those received in December 2023. February saw a jump to figures seen in the equivalent period in 2023, however March worsens as cancelled passengers are more affected on rail.

Overall rating with information provided about delay including PiDD historic data – focusing only on cancelled and major disruption (%)

Total Well Trend
Overall satisfaction with aspects of information provided during the delay (1/4)

At an overall level, satisfaction with aspects of the delay information are similar to levels reported a year ago. Compared to last quarter, satisfaction has stayed the same or worsened.

How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK)

- Frequency of updates
- Information about the length of the delay
- The time taken to inform about the delay
- Information about compensation or delay repay
- Consistency of the information

Overall satisfaction with aspects of information provided during the delay (%)

<table>
<thead>
<tr>
<th>Frequency of updates</th>
<th>Information about the length of the delay</th>
<th>The time taken to inform about the delay</th>
<th>Information about compensation or delay repay</th>
<th>Consistency of the information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
</tr>
<tr>
<td>YoY</td>
<td>(+1)</td>
<td>(+1)</td>
<td>(+2)</td>
<td>(+2)</td>
</tr>
<tr>
<td>QoQ</td>
<td>(-1)</td>
<td>(0)</td>
<td>(-4)</td>
<td>(0)</td>
</tr>
</tbody>
</table>

How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK)

- Frequency (1/4)
- Length (2/4)
- Time taken (3/4)
- Compensation (4/4)
- Consistency (5/4)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Length</th>
<th>Time taken</th>
<th>Compensation</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
<td>Total satisfied</td>
</tr>
<tr>
<td>YoY</td>
<td>(-1)</td>
<td>(0)</td>
<td>(-4)</td>
<td>(0)</td>
</tr>
<tr>
<td>QoQ</td>
<td>(+1)</td>
<td>(+2)</td>
<td>(+2)</td>
<td>(+2)</td>
</tr>
</tbody>
</table>
Overall satisfaction with aspects of information provided during the delay (2/4)

The experiences of disrupted passengers have been changeable the last three months, with a slow recovery in satisfaction at an overall level, and this is reflected by no strong improvements in satisfaction for some of the key metrics in the last quarter – information about the length of delay, frequency, and consistency of the information.

Overall satisfaction with aspects of information provided during the delay – trended (%)
Overall satisfaction with aspects of information provided during the delay (3/4)

Tracking the aspects of information provided during a delay highlights areas that could have been better for each disruption type. For cancelled passengers, informing passengers earlier enough and providing a length for the delay is crucial. For the minor disrupted, frequency and how long the delay would be dropped to some of its lowest levels, suggesting information was not forthcoming for all those experiencing a minor disruption.

Overall satisfaction with aspects of information provided during the delay – trended (%)

- Frequency of updates
- Information about the length of the delay
- The time taken to inform about the delay

How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK)


Information about the length of the delay


The time taken to inform about the delay

Overall satisfaction with aspects of information provided during the delay (4/4)

Consistency is also an area that could be improved for all disruption types – after the impact of storms in December and ratings impacted during this period, levels recovered in January though declined again by March 2024. This is most noticeable among the minor disrupted.

Overall satisfaction with aspects of information provided during the delay – trended (%)
Provision of information during disruption and the reason given

Of the information provided to passengers, the reason for delay and frequent updates are the main types of information provided to disrupted passengers. Engineering works was the biggest disruptor this quarter, followed by issues affecting trains. Weather related issues were noted more often than they were a year ago.

Type of information provision during the disruption (%)

- Reason for the delay
  - Q4 23/24: 37%
  - Q3 23/24: 36%
  - Q2 23/24: 34%
  - Q1 23/24: 33%
  - Q4 22/23: 32%

- Frequent updates on what is being done to put things right
  - Q4 23/24: 37%
  - Q3 23/24: 36%
  - Q2 23/24: 34%
  - Q1 23/24: 33%
  - Q4 22/23: 32%

- Alternative ways to reach my destination
  - Information about when the incident will be resolved/normal service resumed
    - Q4 23/24: 18%
    - Q3 23/24: 17%
    - Q2 23/24: 16%
    - Q1 23/24: 14%
    - Q4 22/23: 13%

- None of these
  - Q4 23/24: 19%
  - Q3 23/24: 17%
  - Q2 23/24: 16%
  - Q1 23/24: 14%
  - Q4 22/23: 13%

Reasons for the given disruption (%)

- Engineering works
  - Q4 23/24: 39%
  - Q3 23/24: 38%
  - Q2 23/24: 36%
  - Q1 23/24: 34%
  - Q4 22/23: 32%

- Trains
  - Q4 23/24: 39%
  - Q3 23/24: 37%
  - Q2 23/24: 36%
  - Q1 23/24: 34%
  - Q4 22/23: 32%

- Infrastructure
  - Q4 23/24: 27%
  - Q3 23/24: 26%
  - Q2 23/24: 25%
  - Q1 23/24: 24%
  - Q4 22/23: 23%

- External factors
  - Q4 23/24: 24%
  - Q3 23/24: 23%
  - Q2 23/24: 22%
  - Q1 23/24: 21%
  - Q4 22/23: 20%

- Weather/season factors
  - Q4 23/24: 16%
  - Q3 23/24: 15%
  - Q2 23/24: 14%
  - Q1 23/24: 13%
  - Q4 22/23: 12%

- Other
  - Q4 23/24: 9%
  - Q3 23/24: 8%
  - Q2 23/24: 7%
  - Q1 23/24: 6%
  - Q4 22/23: 5%

- Don't know/can't remember
  - Q4 23/24: 7%
  - Q3 23/24: 7%
  - Q2 23/24: 7%
  - Q1 23/24: 7%
  - Q4 22/23: 7%

During the disruption, were you provided with any of the following? Jan-Mar/Apr-Jun/July-Sep/Oct-Dec 23/Jan-Mar 24 (1020/952/1038/1041/986). What was/were the reason(s) given for the disruption? Jan-Mar/Apr-Jun/July-Sep/Oct-Dec 23/Jan-Mar 24 (378/377/428/405/372) ‘new code added this quarter
Delay length

Two thirds of disrupted passengers were given an estimate for the length of their delay. For the majority of passengers, the delay was less than 30 minutes, though there is a growing minority who are late by 31-45 minutes.

Were you given an estimate for how long the delay will be going on for? (%)

How late was the arrival to the destination station? (%)

How late was the arrival to the destination station trend? (average in minutes)
Compensation for delayed journeys

While the majority are aware they could maybe seek compensation regarding their disruption, only 45% will do so. There is still clarity that is required on making it clear when passengers are eligible for compensation as 30% did not realise they were eligible. A further quarter could benefit from a smoother, efficient process that avoids too much time being spent on arranging the compensation claim.

Compensation (%)

Did you or will you seek compensation from the train company?  
Yes 55  No 45

Are you aware that you may be able to claim compensation?  
Yes 30  No 70

Reasons why they won’t claim compensation (%)

- I didn’t know I was eligible for compensation 30
- I don’t have time for this 29
- Applying for compensation is too complicated/too long 23
- I don’t know how to seek compensation 21
- I know I am not eligible for compensation 18
- Previous compensation claims put me off doing it again 16
- I lost/don’t have my ticket 12
- Other 8
- Someone else bought my ticket 7

Did you or will you seek compensation from the train company regarding your train journey? Jan-Mar 24 (986) Why not? Jan-Mar 24 (476) Are you aware that you may be able to claim compensation if your train is delayed or cancelled? Jan-Mar 24 (531)
### Improvements desired for information on disruptions in the future

Reliable and frequent updates are most desired when handling future disruptions. This mirrors trends conveyed earlier in the report, particularly with focus to announcements and the delivery of information in a timely way to enable disrupted passengers to make decisions on the remainder of their journey.

---

**Information improvement desired for future disruptions or cancellations (%)**

<table>
<thead>
<tr>
<th>Category</th>
<th>Q4 23/24</th>
<th>Q3 23/24</th>
<th>Q2 23/24</th>
<th>Q1 23/24</th>
<th>Q4 22/23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliability of the information</td>
<td>33</td>
<td>34</td>
<td>33</td>
<td>33</td>
<td>29</td>
</tr>
<tr>
<td>Frequency of updates</td>
<td>21</td>
<td>22</td>
<td>21</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>Ease of understanding the information provided</td>
<td>212</td>
<td>222</td>
<td>212</td>
<td>212</td>
<td>19</td>
</tr>
<tr>
<td>The amount of information provided about the delay</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>200</td>
<td>19</td>
</tr>
<tr>
<td>Consistency of information provided</td>
<td>211</td>
<td>19</td>
<td>19</td>
<td>21</td>
<td>19</td>
</tr>
<tr>
<td>Relevance of the information provided</td>
<td>19</td>
<td>18</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>The delivery style</td>
<td>19</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>The accuracy of information given about the delay</td>
<td>20</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>The time taken to resolve the problem</td>
<td>18</td>
<td>16</td>
<td>16</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>The speed with which information was provided</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>The usefulness of the information</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>The information about alternative transport</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>None of the above</td>
<td>18</td>
<td>10</td>
<td>12</td>
<td>11</td>
<td>16</td>
</tr>
</tbody>
</table>

---

If you were to be disrupted again which of the following would you have liked to be improved? Jan-Mar 24 (g86)
Appendix
Best parts of information provision during the journey

Overall, passengers appreciate the straightforward information provided by the channels during their journeys, which allows them to navigate with ease and confidence. Announcements and conductors are noted as providing clear and easy to understand information about each stop and time throughout the journey. They also value the accurate information during disruptions, with the offer of advice and suggestions of alternative routes.

Best parts of information provision during your journey

Having clear and concise information helps me navigate the train system with ease and confidence. I love how straightforward and smooth it makes my journey. So the best part was definitely the simplicity and efficiency of the information.

No disruption/Elizabeth Line/Commuter

It was explained fairly accurately how long the delay would be.

Minor disruption/CrossCountry/Business

Letting me know there was going to be bus replacement so I knew I’d get to work.

Major disruption/Great Northern/Commuter

Each stop and times were displayed throughout my journey.

No disruption/c2c/Leisure

Giving meaningful reason about disruption problem with good advice on it.

Minor disruption/South Western Railway/Leisure

It was due to a landslide so not the company’s fault, and they suggested alternative train route.

Major disruption/Chiltern Railways/Leisure

The information was clear and easy to understand, both from the conductor and the automated announcements.

No disruption/ScotRail/Business

The instructions about the situation and how to resume the journey in other places.

Major disruption/Transpennine Express/Business

I like the real time updates you see on the screen.

Minor disruption/Avanti West Coast/Commuter
Parts of information provision requiring improvement

Passengers expect a quicker response to delays and cancellations, with quick alternatives to be provided, and more updates as things develop. Passengers also mention that this information should come earlier so that they have time to change their plans if needed. There should be greater consistency between information provide at station and then on board, and providing options on both screens and announcements would address accessibility issues.

Improvements needed for information provision based on your journey

- **Quick response to delays or cancellation and providing a quick alternative**
  - Major disruption/Gatwick Express/Business

- **Should have been available to see at the train station, as I found out via a phone app as no news at all at the station**
  - Major disruption/Avanti West Coast/Leisure

- **More updates and earlier information so I could change my plans**
  - Major disruption/Southeastern/Commuter

- **Being informed why there was a delay would be better to understand the situation.**
  - Minor disruption/Merseyrail/Commuter

- **To inform passengers on the speaker, rather than expecting them to read the board**
  - Minor disruption/Greater Anglia/Leisure

- **Consistency between on platform information and on train information could be improved**
  - No disruption/c2c/Business

- **Maybe sign up for text updates prior to journey. This would save me checking if times had changed or if there were any problems with journey**
  - No disruption/Great Northern/Leisure

- **Could have overhead announcements written on board for the deaf**
  - No disruption/Great Western Railway/Commuter

- **Any impact on onward journeys**
  - Minor disruption/East Midlands Railway/Business

How could the information provided during your journey be improved and why? Jan-Mar 24 – Overall (2571).
Of those who felt the information they were given was tailored to their needs, it was because it gave them exact details that were relevant to their journey, such as destination, stops on route, alternative routes for their intended journey if disrupted, and the timing of the journey. Passengers particularly valued when staff members provided additional information or kept them updated in real-time.

How was information tailored to their needs?

- It was relevant to the stations we stopped at and updated the next station announcements which was helpful.
  - No disruption/c2c/Commuter

- Gave the estimated arrival time and this was kept updated by the train manager.
  - No disruption/Avanti West Coast/Leisure

- It was tailored to my need, because I was attended to in terms of the enquiry I made.
  - No disruption/GTR/Business

- It told me about my connection.
  - Minor disruption/Lumo/Business

- Information regarding delays or disruptions between my starting station and my end destination.
  - Minor disruption/Great Northern/Leisure

- Was told about other services that can help me reach my destination.
  - Minor disruption/Southern/Commuter

- It told me when my train was going to arrive in York so I knew when to look for a bus.
  - Major disruption/LNER/Commuter

- The staff at Truro personally pointed out a leaflet regarding the signalling works and rail replacement service, along with the closure of the rail car park.
  - Major disruption/Great Western Railway/Leisure

- Because it relays everything about my journey and delays faced and reasons why.
  - Major disruption/London Overground/Business

- It told me about other services that can help me reach my destination.
  - Minor disruption/Southern/Commuter

- Because it relays everything about my journey and delays faced and reasons why.
  - Major disruption/London Overground/Business
Information that was not tailored to their needs

Where passengers felt it was not tailored was due to difficulties in sourcing the information, meaning it was not forthcoming and hard to access efficiently. These passengers would appreciate information on connections, platform information, or station location. Delays in delivering information during a disruption can also impact the personalisation, as if it is offered too late or is too generic, passengers will not be able to make the necessary changes to their journey.

How was information not tailored to their needs?

No underground information
No disruption/c2c/Commuter

I wish the platform of my train journey would be included in my ticket where I could easily find it
No disruption/Avanti West Coast/Leisure

Sometimes took a while to find my journeys information.
No disruption/Southeastern/Business

Was just generic and didn’t even answer everything we needed to know.
Minor disruption/LNER/Business

It didn’t say anything about connections
Minor disruption/Southern/Leisure

It came too late for me to make necessary adjustments
Minor disruption/Transport for Wales/Commuter

The bus didn’t stop where it should have in Flitwick and there was no information why, then it came back to station making my journey 20 minutes longer
Major disruption/Thameslink/Commuter

There was barely any information as it was and what info we did receive was just about having to wait and that they would not be providing an alternative means of transport
Major delay/Great Western Railway/Business

The replacement did not go to the location I desired to go to.
Major disruption/Elizabeth Line/Business
Overall satisfaction with information provision

Satisfaction with the information provided increased across London and South East, and Regional TOCs.

Overall satisfaction with information provision by sectors (%)

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>London &amp; South East</th>
<th>Long distance</th>
<th>Regional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total satisfied YoY</td>
<td>86 (+5)</td>
<td>85 (+4)</td>
<td>83 (+2)</td>
<td>89 (+10)</td>
</tr>
<tr>
<td>Total satisfied QoQ</td>
<td>47</td>
<td>46</td>
<td>49</td>
<td>51</td>
</tr>
</tbody>
</table>

- Very dissatisfied
- Fairly dissatisfied
- Neither
- Fairly satisfied
- Very satisfied

Overall, how satisfied were you with the information provided during your journey? (excl DK)


Overall satisfaction with information provision

- London & South East
- Long distance
- Regional

Year-on-year (YoY) change:
- 86 (+5)
- 85 (+4)
- 83 (+2)
- 89 (+10)

Quarter-on-quarter (QoQ) change:
- 47
- 46
- 49
- 51

Graph showing satisfaction trends from October 2022 to March 2024.
Demographics

Which of the following age groups are you in? Jan-Mar 24 (2571)

What was the main purpose of the train journey you took or planned on taking on? Jan-Mar 24 (2571)

<table>
<thead>
<tr>
<th>Age Group</th>
<th>16-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56-59</th>
<th>60-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>17</td>
<td>25</td>
<td>23</td>
<td>15</td>
<td>6</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

Journey type (%)

- Business: 53%
- Commute: 34%
- Leisure: 13%

53 34 13
Overall satisfaction with information provision by disability

A quarter of passengers travelling as part of this survey had a disability. Ratings of information provision among those with a disability are high.

<table>
<thead>
<tr>
<th>Those with a disability (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>YoY (-2)</td>
</tr>
<tr>
<td>QoQ (0)</td>
</tr>
<tr>
<td>25%</td>
</tr>
<tr>
<td>72%</td>
</tr>
</tbody>
</table>

Among those disabled, overall satisfaction with information provision by disruption (%)

<table>
<thead>
<tr>
<th>Overall</th>
<th>Minor disruption</th>
<th>Major disruption</th>
<th>No disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total satisfied</td>
<td>YOY (+6)</td>
<td>QoQ (-1)</td>
<td>84</td>
</tr>
<tr>
<td>Total satisfied</td>
<td>YOY (+1)</td>
<td>QoQ (-4)</td>
<td>80</td>
</tr>
<tr>
<td>Total satisfied</td>
<td>YOY (+6)</td>
<td>QoQ (-4)</td>
<td>66</td>
</tr>
<tr>
<td>Total satisfied</td>
<td>YOY (+1)</td>
<td>QoQ (-1)</td>
<td>96</td>
</tr>
</tbody>
</table>
Overall satisfaction with information provision across journey stages by disability

Satisfaction ratings are high for each journey stage among disabled passengers. Although the lowest of the 5 journey stages, satisfaction with information on the way to the station is improving and this apparent across disruption type.

<table>
<thead>
<tr>
<th>Planning and booking</th>
<th>Journey to the station</th>
<th>At the station</th>
<th>On board the train</th>
<th>At destination/interchange</th>
</tr>
</thead>
<tbody>
<tr>
<td>82% Minor disruption YoY (-1) QoQ (-4)</td>
<td>81% Major disruption YoY (+5) QoQ (0)</td>
<td>82% Minor disruption YoY (+3), QoQ (-3)</td>
<td>84% Minor disruption YoY (+4), QoQ (-3)</td>
<td>84% Minor disruption YoY (+4), QoQ (-1)</td>
</tr>
<tr>
<td>78% Major disruption YoY (-8) QoQ (-7)</td>
<td>81% Major disruption YoY (+3), QoQ (-3)</td>
<td>78% Major disruption YoY (-1) QoQ (-2)</td>
<td>68% Major disruption YoY (-6) QoQ (-11)</td>
<td>79% Major disruption YoY (+2) QoQ (-6)</td>
</tr>
<tr>
<td>67% No disruption YoY (-5) QoQ (-12)</td>
<td>69% No disruption YoY (+3), QoQ (-8)</td>
<td>65% No disruption YoY (+2), QoQ (-12)</td>
<td>66% No disruption YoY (-2) QoQ (-12)</td>
<td>70% No disruption YoY (-1) QoQ (-8)</td>
</tr>
<tr>
<td>93% No disruption YoY (+2), QoQ (+2)</td>
<td>87% No disruption YoY (+5), QoQ (+5)</td>
<td>92% No disruption YoY (+3), QoQ (0)</td>
<td>91% No disruption YoY (+7), QoQ (-1)</td>
<td>93% No disruption YoY (+7), QoQ (+4)</td>
</tr>
</tbody>
</table>

We'd now like you to think about the information you received when ……… your journey. Overall, how satisfied were you with the information provided about your upcoming rail journey when …… Overall (Planning and booking/Journey to the station/At the station/On board the train/At destination/interchange) (609/570/595/345/568)
Top channels used at each journey stage by disability

NR website or app is the most used channel when planning the journey and on the way to the station. Disabled passengers are very satisfied with the information provided by the top channels they use.

Top 3 channels used during planning and booking and their satisfaction (%):

<table>
<thead>
<tr>
<th>Top 3 channels</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>89%</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>89%</td>
</tr>
<tr>
<td>Train operator website or app</td>
<td>91%</td>
</tr>
</tbody>
</table>

Top 3 channels used during the journey to the station and their satisfaction (%):

<table>
<thead>
<tr>
<th>Top 3 channels</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rail website or app</td>
<td>91%</td>
</tr>
<tr>
<td>Trainline or other 3rd party retailer website or app</td>
<td>87%</td>
</tr>
<tr>
<td>Journey planning website or app</td>
<td>88%</td>
</tr>
</tbody>
</table>
Top channels used at each journey stage by disability

Screens are most used at the station and on board the train. Announcements are also key, particularly on board when both live and automated are used. The automated announcements generate significantly higher satisfaction than a year ago, suggesting they are better able to support passengers with disabilities.

Top 3 channels used at the station and their satisfaction (%):  

<table>
<thead>
<tr>
<th>Top 3 channels</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens on the platform area</td>
<td>91%</td>
</tr>
<tr>
<td>Announcements at the station</td>
<td>89%</td>
</tr>
<tr>
<td>Screens showing trains times and platform numbers</td>
<td>88%</td>
</tr>
</tbody>
</table>

Top 3 channels used on board the train and their satisfaction (%):  

<table>
<thead>
<tr>
<th>Top 3 channels</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screens on the train</td>
<td>99%</td>
</tr>
<tr>
<td>Live announcement delivered by member of staff on the train</td>
<td>90%</td>
</tr>
<tr>
<td>Automated announcement on the train</td>
<td>99%</td>
</tr>
</tbody>
</table>
Top channels used at each journey stage by disability

When at the destination or interchange station, announcements are most key to passengers with a disability. Alongside this, passengers will use the NR app or website, or station signage and wayfinding to continue with their journey.

Top 3 channels used at the destination/interchange and their satisfaction (%):

<table>
<thead>
<tr>
<th>Top 3 channels</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automated announcement at a station</td>
<td>89%</td>
</tr>
<tr>
<td>National Rail website or app</td>
<td>87%</td>
</tr>
<tr>
<td>Station signage, posters and wayfinding</td>
<td>85%</td>
</tr>
</tbody>
</table>

YoY (Year-on-Year) QoQ (Quarter-on-Quarter)

- Automated announcement at a station: YoY (+5) QoQ (0)
- National Rail website or app: YoY (0) QoQ (-1)
- Station signage, posters and wayfinding: YoY (+1) QoQ (-2)

- Automated announcement at a station: YoY (+1) QoQ (-2)
- National Rail website or app: YoY (-1) QoQ (-8)
- Station signage, posters and wayfinding: YoY (-1) QoQ (-8)
Overall rating of information provided about the delay and key improvements

Overall, two thirds perceive the information provided during a delay as being provided ‘well’. In line with the views of other passengers, when there is a longer disruption the rating drops. Reliability is key among disabled passengers, followed by frequency and the delivery style of the information.

Overall rating with information provided about delay for those with disabilities (%)

<table>
<thead>
<tr>
<th></th>
<th>Overall</th>
<th>Minor disruption</th>
<th>Major disruption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Well</td>
<td>65</td>
<td>75</td>
<td>55</td>
</tr>
<tr>
<td>YoY</td>
<td>(-5)</td>
<td>(-6)</td>
<td>(-7)</td>
</tr>
<tr>
<td>QoQ</td>
<td>(-8)</td>
<td>(-5)</td>
<td>(-17)</td>
</tr>
</tbody>
</table>

Top 3 improvements

1. Reliability of the information
   - YOY (+3)
   - QoQ (0)

2. Frequency of updates
   - YOY (+6)
   - QoQ (-5)

3. The delivery style
   - YOY (+7)
   - QoQ (+1)
Contact us

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Quality standards and other details

BVA BDRC is certified to ISO 20252:2012 and 27001:2013, the recognised international quality standards for market research and information security, thus the project has been carried out in accordance with these standards.

• We are working towards ISO 20252:2019 and expect to be fully certified to that by February 2023
• Adherence to the standard is independently audited once per year
• This project has also been carried out in conformity to the MRS Code of Conduct, GDPR, the UK’s Data Protection Act, and all other relevant industry codes, legal and ethical requirements
• Where subcontractors are used by BVA BDRC, they are assessed to ensure any outsourced parts of the research are conducted in adherence with these same standards.

Full methodological details relevant to the project are available upon request.

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