

# InfoTracker Survey

Q2 2025-26 (July-September 25)

**Rail Delivery Group**



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# 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 2 2025/2026 among n=2,571 respondents.

The fieldwork was conducted from 1<sup>st</sup> July to 30<sup>th</sup> September 2025.

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.

\*To note strikes were ongoing during the comparison YoY period of July-September 2024



## Sample

The online questionnaire was completed by n=2,571 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 customer 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.

## Interpreting charts

Some charts in the report may add up to over 100% - either due to rounding or the question type, e.g. multiple choice questions can add up to over 100%.

# Summary

## Overall satisfaction and rating

Overall satisfaction with information provision has improved significantly compared to a year ago. This is driven by improvements among disrupted customers. The comparative period a year ago coincided with ongoing strike action, when sentiment were typically lower. Satisfaction across journey purpose converges for the first time, with commuters and business customers aligning with leisure customers.

Satisfaction is high across the journey stages and has improved on a year ago. The biggest improvements are on the journey to the station, which was formerly a lower performing stage. This was driven by commuters and business customers. Disrupted customers also noted improvements, as well as onboard the train.

Satisfaction across aspects of information provided has increased vs a year ago. Accuracy of the information is leading metric, while the amount of information conveys the strongest improvements. The latter is most notable for those with a disruption. Frequency has also improved for overall journey information, and specifically during a delay.

Trust in the information provided continues to improve, and personalisation of information increases once again, even among the major disrupted who often require more specific details for their journey.

Of those disrupted, for 4 in 5 customers the information they are proved about a delay is handled well, and a similar amount are satisfied with the aspects of information during a delay – in particular, biggest improvements on the length of the delay.

## Information channels used

The National Rail website/app information is a channel used most often by customers in the initial stages of the journey, or towards/at the end of their journey. Once at the station and on-board, screens and announcements are more useful to customers.

Satisfaction with the channels used are very high, and typically coincides with usage. Of those most used, year-on-year changes in usage are minimal, though ratings of satisfaction have improved for some. For instance, live announcements at the station, onboard or at the destination station have all improved YoY, as well as TOC or Journey Planning website or app on the way to the station.

Though less frequently used, information from staff can be vital for customers at the station to compliment other sources and provide further understanding. Importantly, staff have been better at assisting customers during times of disruption, such as alternative routes or ticket validity on other TOCs.

Announcements remain a key source of information on-board, alongside screens, and are generally rated highly for clarity, timing, and usefulness. While satisfaction tends to dip during disruption, there are clear signs of progress. In fact, when looking across the broader journey, perceptions among those experiencing major disruption have improved, particularly in how disruption is handled

## Pledges

Customers highly value the information they receive when planning and booking travel—particularly details about station and train facilities. Satisfaction is highest when both are provided together, though there have been improvements even when received in isolation. Most customers are satisfied with information on lift availability and seat reservations. Similarly, updates on changes to train times are viewed more positively than a year ago, especially when they clearly explain how the change will affect the journey.

While there's still room to improve accessibility, many customers—especially younger and more frequent travellers—feel confident about ticket validity. Even when services appear unavailable or greyed out, these customers are often able to find suitable alternatives.

Although down on previous quarters, just over half of are informed about rail replacement buses in advance, and this information is easy to find. At the station, improved staff availability has been a key support for those facing disruption. Onboard, announcements continue to be effective in providing ongoing travel updates, but there is an opportunity to enhance the experience by offering more detailed updates during delays, particularly around reasons for late departures or on route disruptions.

For those who experience delays, customers seek reliable and frequent updates for future journeys. This will be useful for longer disruptions when frequency can be lower.



# Overall satisfaction

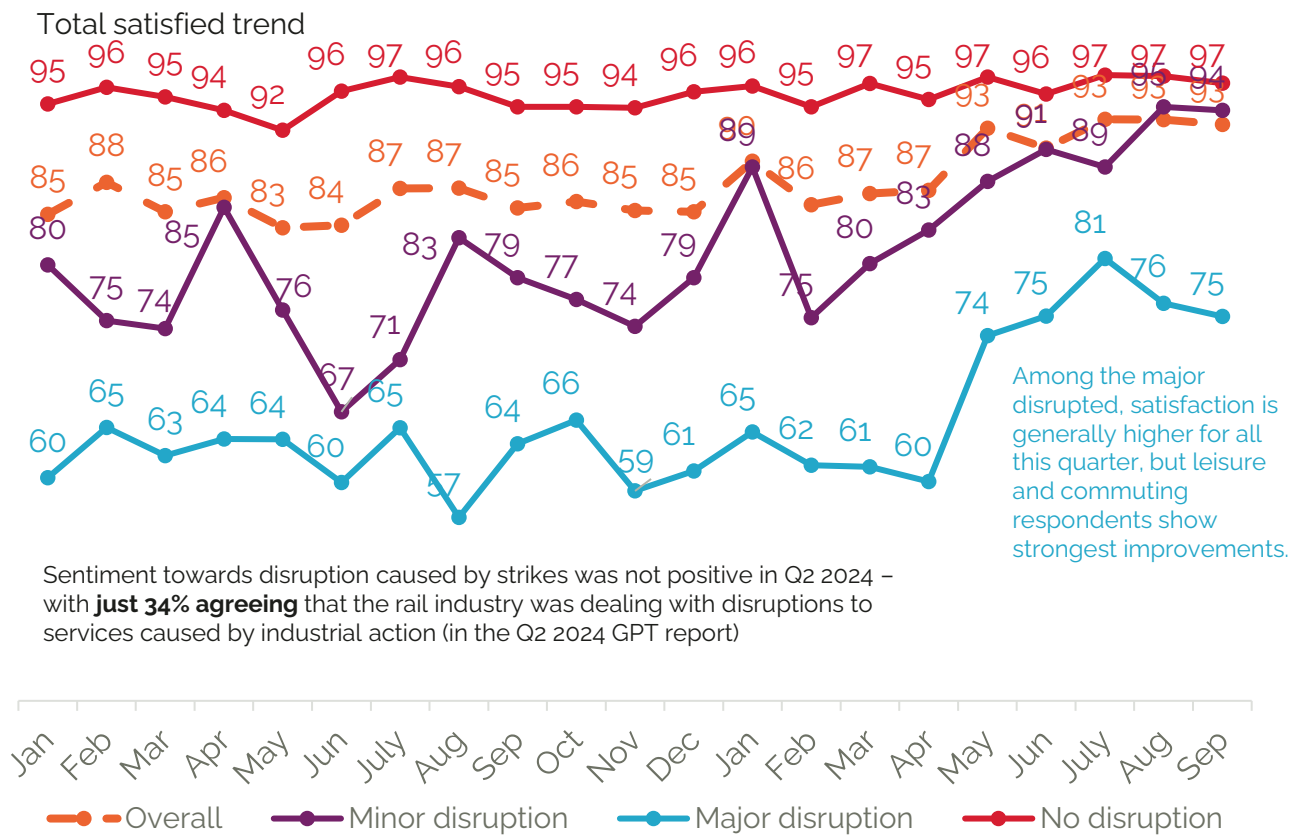
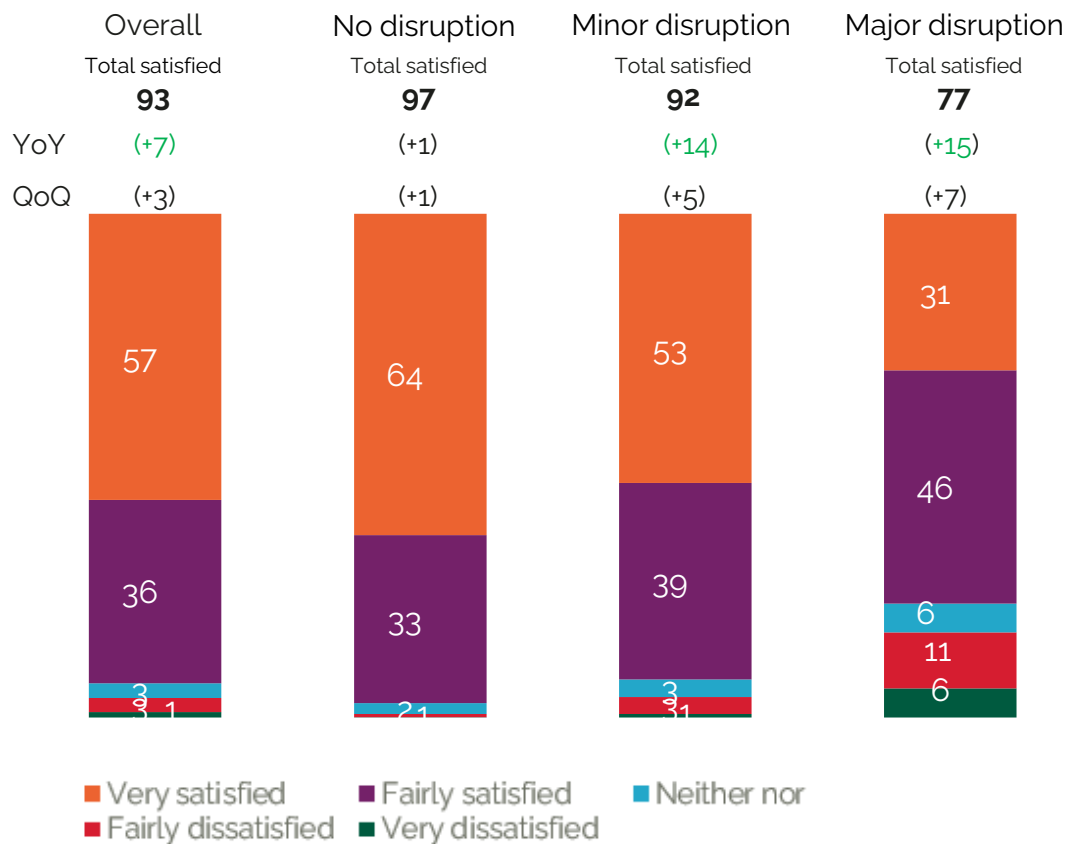
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# Overall satisfaction with information provision (1/4)

Overall, customers' satisfaction with information provision (% very + fairly satisfied) has significantly improved on a year ago, following huge improvements for the minor and major disrupted. This is after an increase in satisfaction since February for the minor disrupted, and since April for those experiencing a major disruption, whereas prior to these time points we saw a period of continued disruption from strike action where sentiment was generally lower for disrupted customers.

## Overall satisfaction with information provision by disruption (%)



# Overall satisfaction with information provision (2/4)

Satisfaction is high across all journey types and sectors and has considerably improved all around since July-September 2024.

Overall satisfaction with information provision by customer type (%)

Overall satisfaction with information provision by TOC sectors (%)

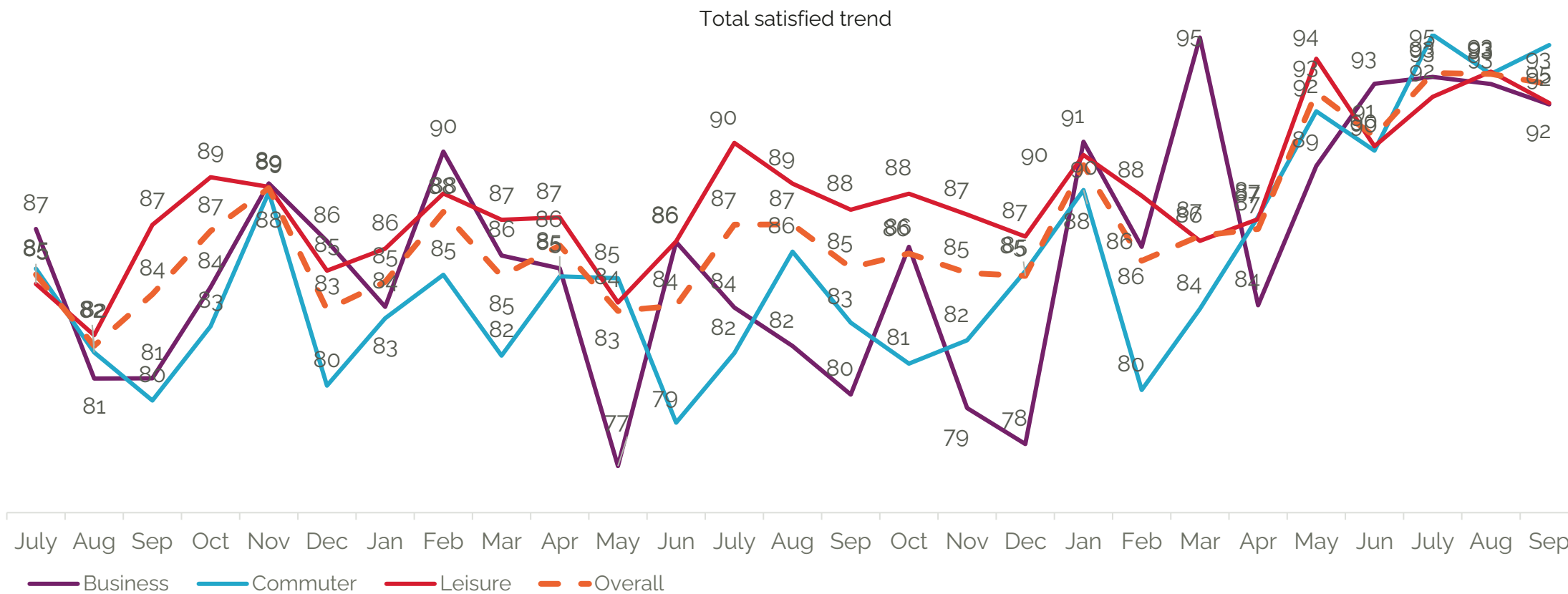


Overall, how satisfied were you with the information provided during your journey? (excl DK) Jul-Sept 25 (2560/425/842/1293) Jul/Aug/Sep 25 – Overall (854/855/851), London + SE (478/481/460), Long Distance (200/194/217), Regional (172/176/172)

# Overall satisfaction with information provision (3/4)

Satisfaction with information provision is changeable month-to-month. The last 3 months, however, have seen satisfaction from different traveller types converge. Commuters and business customers are now more positive than previous, aligning with their leisure counterparts. Satisfaction levels have never been as consistent across traveller types for a full quarter period as seen over the last three months.

Overall satisfaction with information provision by customer type (%)



# Overall satisfaction with information provision (3/3)

The majority of TOCs perform highly on information provision, which in part is driven by a greater proportion of non-disrupted passengers this quarter, and a reduction major disruptions. LNWR and LNER saw the most significant upward shifts in satisfaction this quarter compared to a year ago.

## Overall satisfaction with information provision by TOC (%) with YoY change

	Total Satisfied (vs. a year ago)	Share of disruption type %				Total Satisfied (vs. a year ago)	Share of disruption type %				Total Satisfied (vs. a year ago)	Share of disruption type %		
		Minor	Major	None			Minor	Major	None			Minor	Major	None
 AVANTI WEST COAST	93 (+10)	12 (-4)	17 (-8)	71 (+12)	 Great Northern	93 (-1)	26 (+2)	16 (-2)	58 (0)	 NORTHERN	94 (+10)	16 (+3)	12 (-7)	72 (+4)
 c2c	94 (+9)	16 (+1)	14 (-8)	70 (+7)	 GWR	93 (+11)	11 (-6)	19 (0)	70 (+6)	 ScotRail SCOTLAND'S RAILWAY	93 (-1)	13 (+4)	8 (-2)	79 (-2)
 Chilternrailways by arriva	91 (-2)	15 (-4)	19 (+1)	67 (+3)	 Heathrow Express	100 (**)	15 (**)	14 (**)	71 (**)	 southeastern	94 (+5)	17 (-4)	14 (-1)	69 (+6)
 crosscountry by arriva	90 (+10)	16 (-5)	23 (-5)	61 (+9)	 Hull Trains Your local link to London	93 (**)	24 (**)	26 (**)	50 (**)	 SOUTHERN	94 (+9)	17 (+1)	13 (-10)	70 (+8)
 EMR	96 (+7)	23 (+11)	11 (-8)	66 (-3)	 LNER LONDON NORTH EASTERN RAILWAY	94 (+12)	13 (-7)	13 (-10)	74 (+16)	 South Western Railway	92 (+11)	4 (-8)	24 (+5)	72 (+3)
 ELIZABETH LINE	94 (+5)	24 (-4)	14 (+1)	62 (+3)	 London Northwestern Railway	95 (+14)	22 (0)	21 (-9)	57 (+9)	 ThamesLink	92 (+8)	13 (-8)	17 (-3)	71 (+11)
 GX GATWICK EXPRESS	97 (+4)	31 (+20)	21 (+1)	48 (-21)	 OVERGROUND	94 (+3)	31 (-1)	17 (+3)	53 (-2)	 TRANSPENNINE EXPRESS	89 (+2)	17 (+2)	15 (-3)	68 (+1)
 GRAND CENTRAL by arriva	97 (+10*)	20 (-1*)	25 (-4*)	56 (+4*)	 lumo	**	Base size too low			 TRAFNIDIAETH CYMRU TRANSPORT FOR WALES	94 (+5)	13 (-4)	9 (+2)	78 (+5)
 greateranglia	94 (+8)	24 (+7)	15 (-10)	61 (+4)	 Merseyrail	93 (+2)	14 (+8)	10 (+5)	76 (-12)	 West Midlands Railway	93 (+6)	14 (-7)	14 (+2)	72 (+5)

Overall, how satisfied were you with the information provided during your journey? (excl DK) Jul-Sep 25 – Overall (2571), Disruption type: Minor (441), Major (414), None (1716).

\*Refers to TOCs where the base is between 30-50. \*\*Refers to TOCs where the base is below 30 and too low to show



# Key performance indicators

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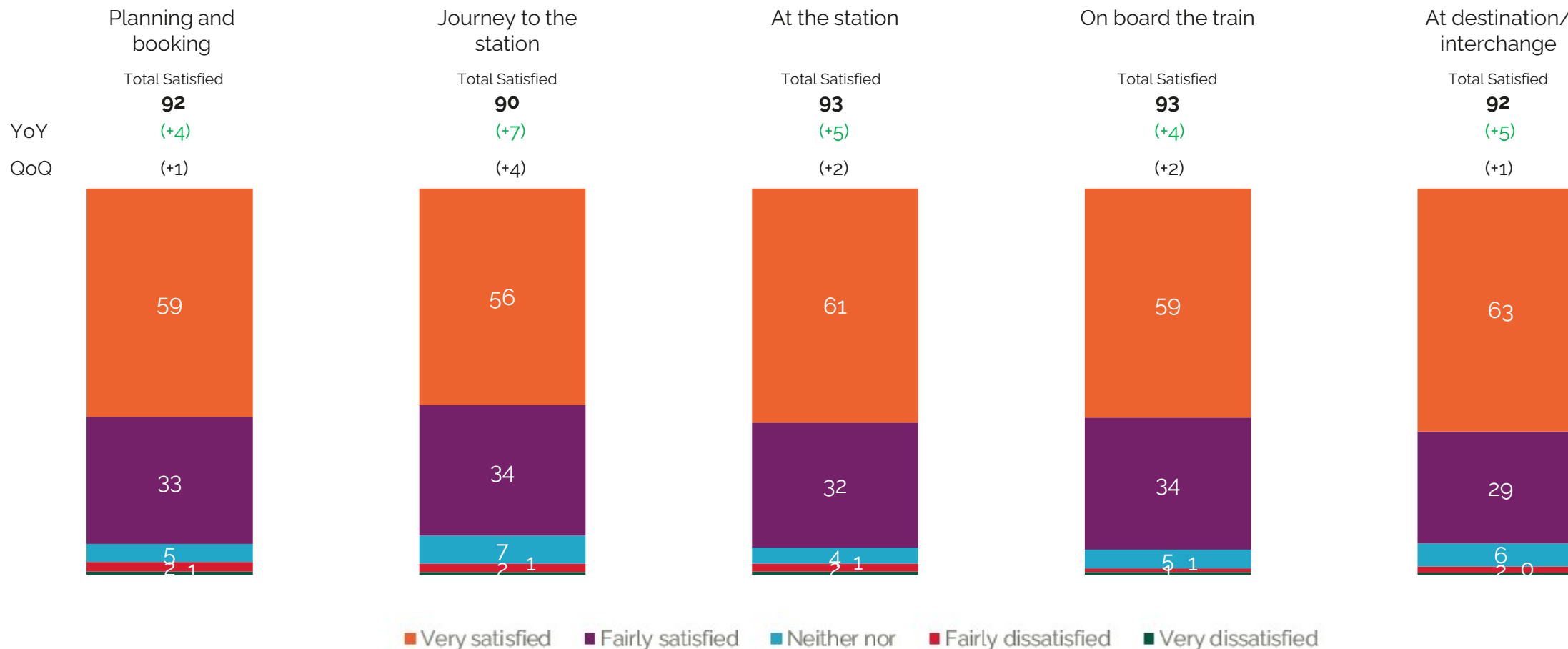
 National Rail

 bva  
Bdrc

# Overall satisfaction with information provision at each journey stage (1/4)

Overall, customers are satisfied with the information they receive at each journey stage, and all stages have significantly increased vs a year ago. The biggest improvements are for information received when on the way to the station, which typically performs lower than other stages in the journey but has almost drawn level.

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

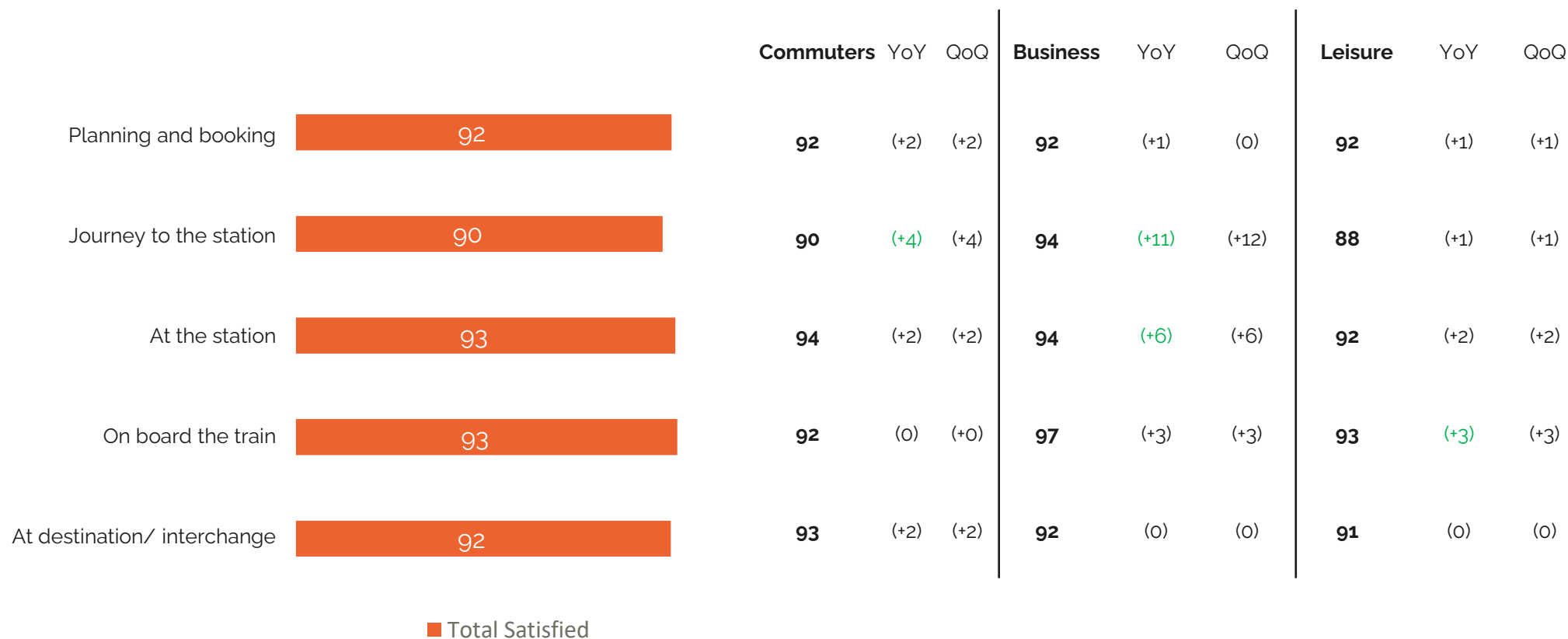


■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither nor  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

## Overall satisfaction with aspects of information provided (2/4)

As with last quarter, the ratings for information provision at various journey stages are quite similar across different customer types. The journey to the station saw the biggest uplift in satisfaction this quarter, and this is driven by improvements for Commuters and Business customers in particular.

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



How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Jul - Sep 25 (Overall/Commuters/Business/Leisure) – planning and booking (2301/771/391/1139), journey to station (2046/731/375/940), at the station (2311/766/388/1157), onboard the train (1662/426/226/1010), at destination/interchange (2189/745/378/1066).

## Overall satisfaction with aspects of information provided (3/4)

Customers who experienced no disruption are the most positive about the information they receive. Satisfaction with information provision has improved across all journey stages for customers experiencing a disruption. This is particularly the case for the journey to the station and on board the train, which were formerly the stages receiving the lowest ratings among these customers. Despite these improvements there is still some work to be done for providing better information during disruption.

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

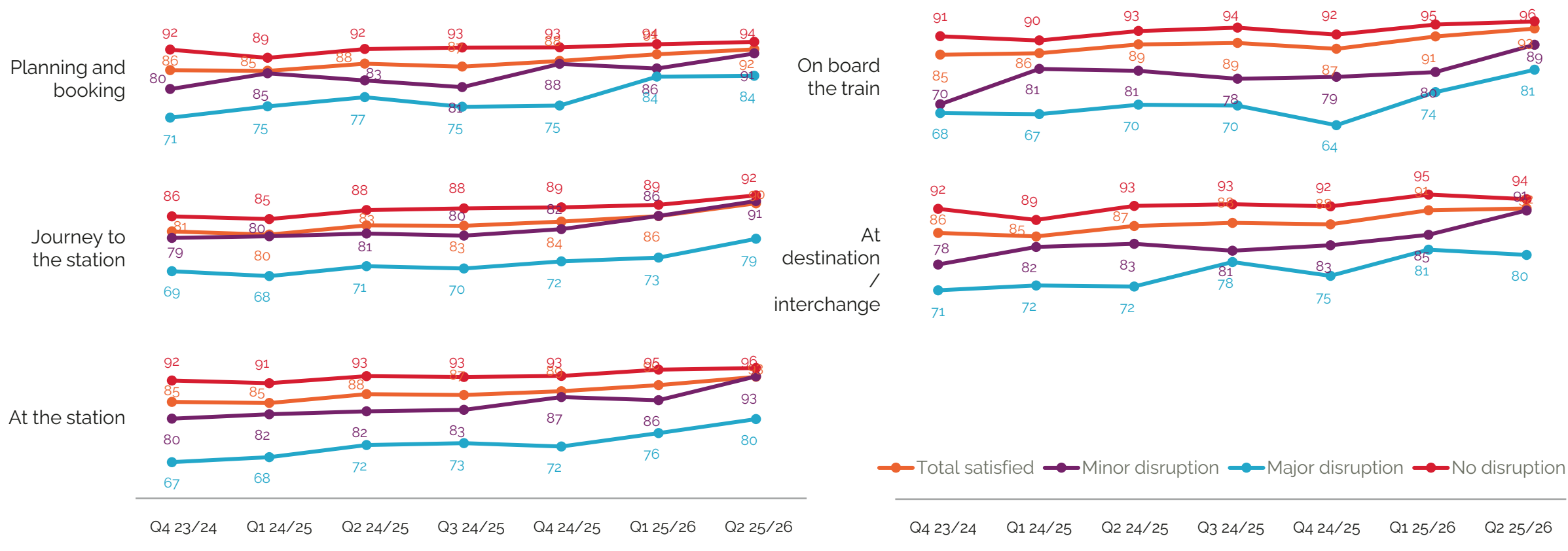


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Apr-Jun 25 (Overall /No disruption/Minor/Major) – planning and booking (2485/1651/433/401), journey to station (2262/1478/424/360), at the station (2477/1685/433/359), onboard the train (1775/1403/212/160), at destination/interchange (2356/1610/430/316)

# Overall satisfaction with information provision at each journey stage (4/4)

For customers with no disruption, steady ratings continue across all stages. For those experiencing a disruption, satisfaction figures convey a significant increase when comparing to figures at the beginning of 2024. For the major disrupted, information provision has been more satisfactory in the last 6 months, particularly for on-board the train which has moved 17% pts since Q4 24/25.

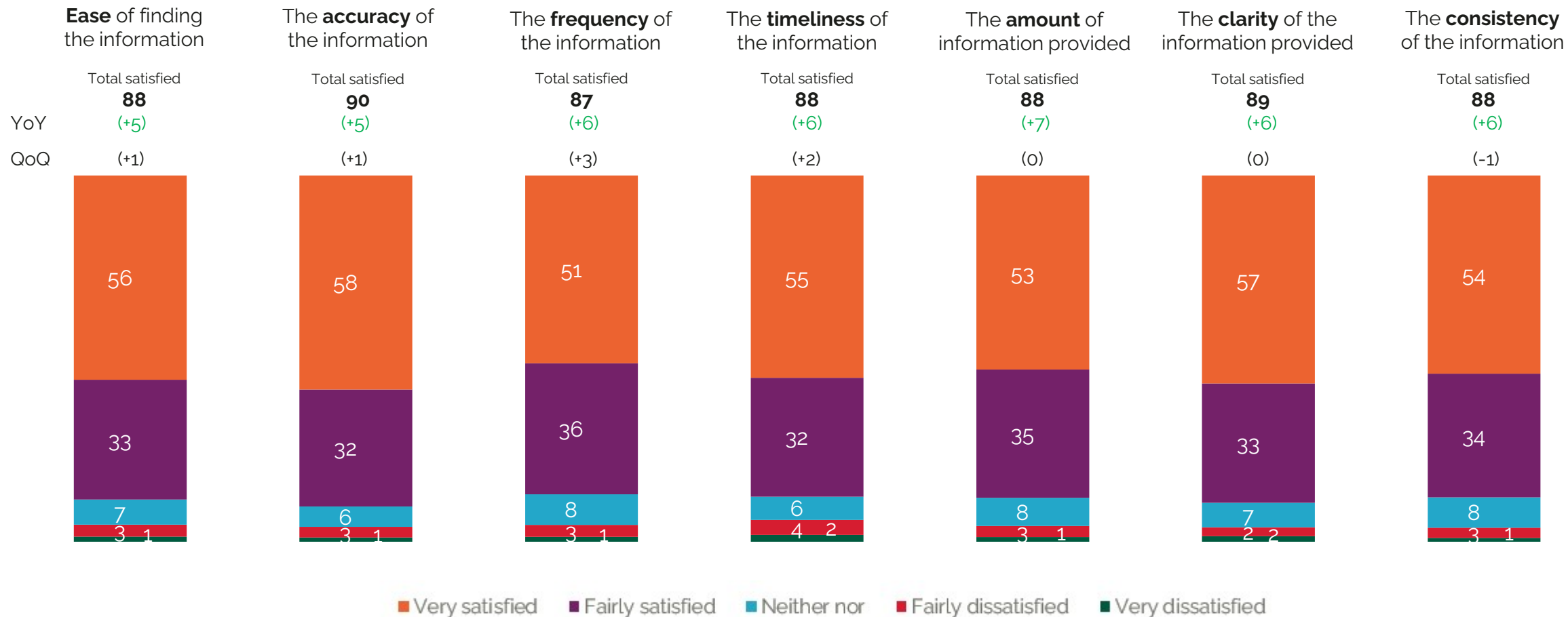
Overall total satisfaction with information provided at each journey stage by disruption – trended (%)



# Overall satisfaction with aspects of information provided (1/5)

Satisfaction across all aspects of information provided remains high and has increased compared to a year ago. Accuracy of information is the leading metric, while the amount of information has shown the strongest improvements vs a year ago. Frequency of updates has also improved compared to last quarter.

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



■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither nor  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

## Overall satisfaction with aspects of information provided (2/5)

Frequency has improved across all customers, including the non-disrupted who are more satisfied overall. Disrupted customers are less satisfied but show significant year-on-year improvement. For minor disrupted customers, the biggest gains beyond information frequency are in ease of finding information and the amount of information available. For major disrupted customers, while accuracy remains the strongest metric, consistency and amount of information have improved notably.

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

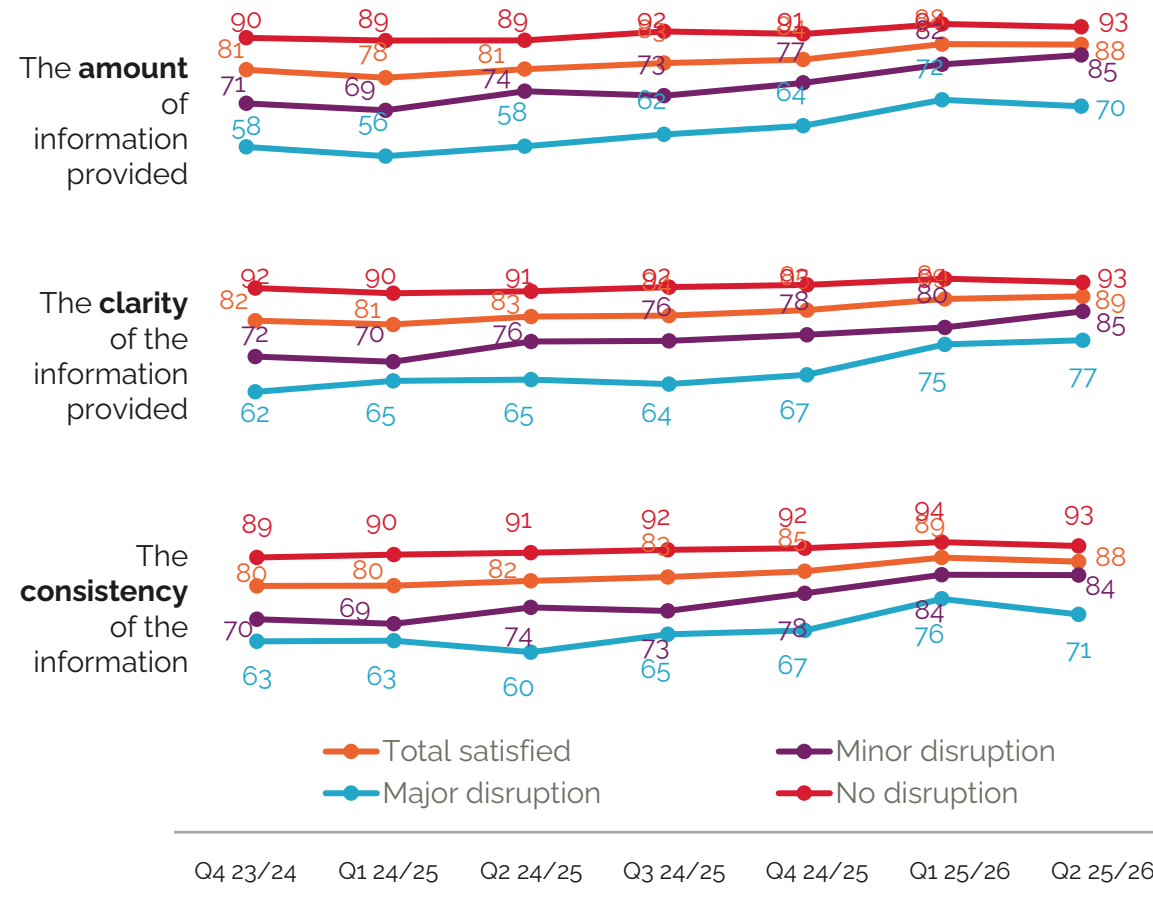
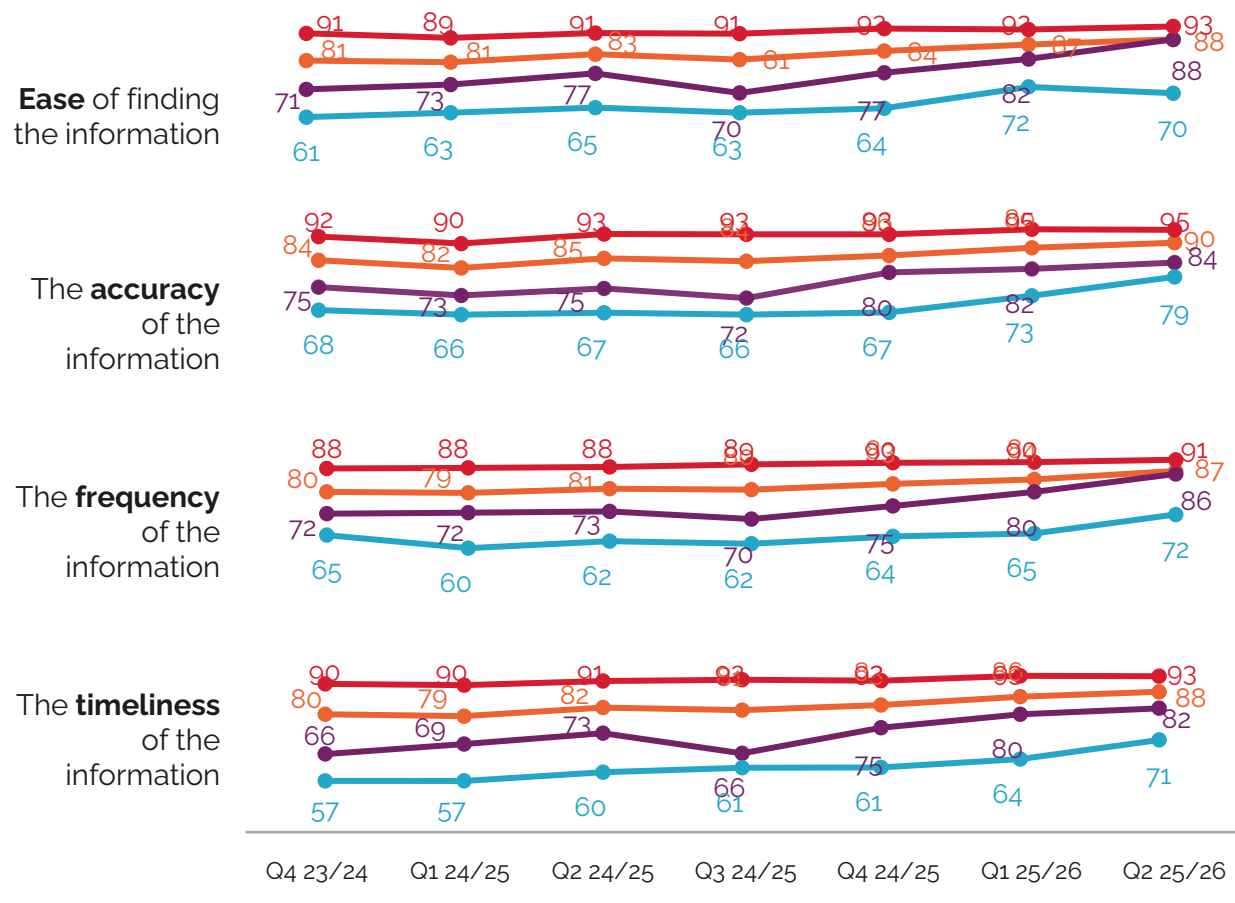
		No disruption			Minor disruption			Major disruption		
		YoY	QoQ	YoY	QoQ	YoY	QoQ	YoY	QoQ	
Ease of finding the information	88	93	(+2)	(+1)	88	(+11)	(+6)	70	(+5)	(-2)
The accuracy of the information	90	95	(+2)	(0)	84	(+9)	(+2)	79	(+12)	(+6)
The frequency of the information	87	91	(+3)	(+1)	86	(+13)	(+6)	72	(+10)	(+7)
The timeliness of the information (i.e. did it arrive at the right time)	88	93	(+2)	(0)	82	(+9)	(+2)	71	(+11)	(+7)
The amount of information provided	88	93	(+4)	(-1)	85	(+11)	(+3)	70	(+12)	(-2)
The clarity of the information provided	89	93	(+2)	(-1)	85	(+9)	(+5)	77	(+12)	(+2)
The consistency of the information	88	93	(+2)	(-1)	84	(+10)	(0)	71	(+11)	(-5)

■ Total Satisfied

# Overall satisfaction with aspects of information provided (3/5)

Satisfaction has remained quite stable across all the aspects of information provided at a total level. Since the beginning of 2024, the improvements in satisfaction are notable for disrupted customers – in particular the minor, disrupted where the gap between non-disrupted customers is closing.

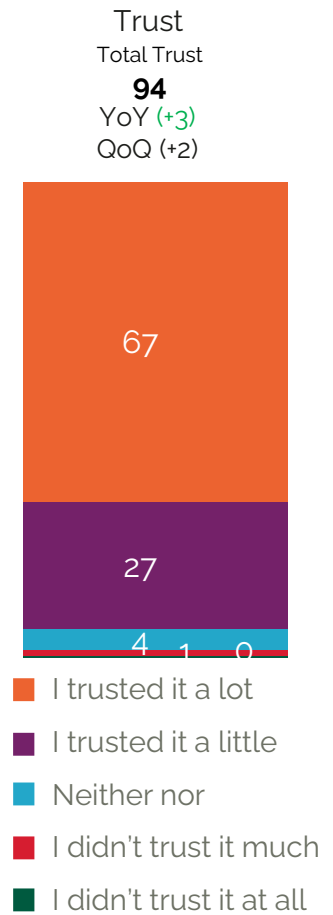
Overall satisfaction with aspect of information provided during the journey by disruption – trended (%)



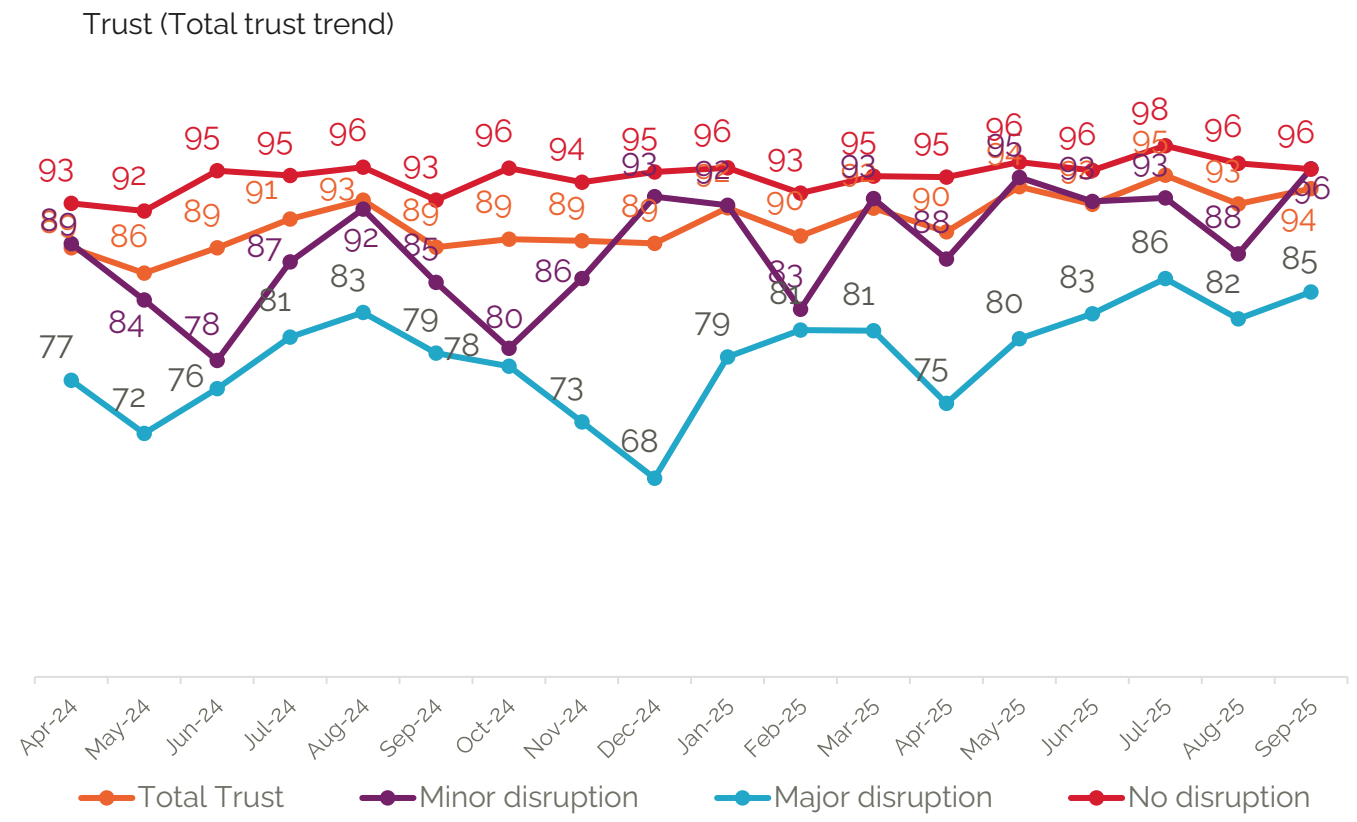
# Rating of trustworthiness of information provided

Overall, the majority of customers trust the information they are provided. This has improved on last year's figures and is led by non-disrupted customers, and following an increase in ratings of trust among the minor disrupted. The major disrupted are in line with year ago but show improvements on last quarter after a dip in ratings in April 2025.

Overall rating of trustworthiness of information provided by disruption (%)



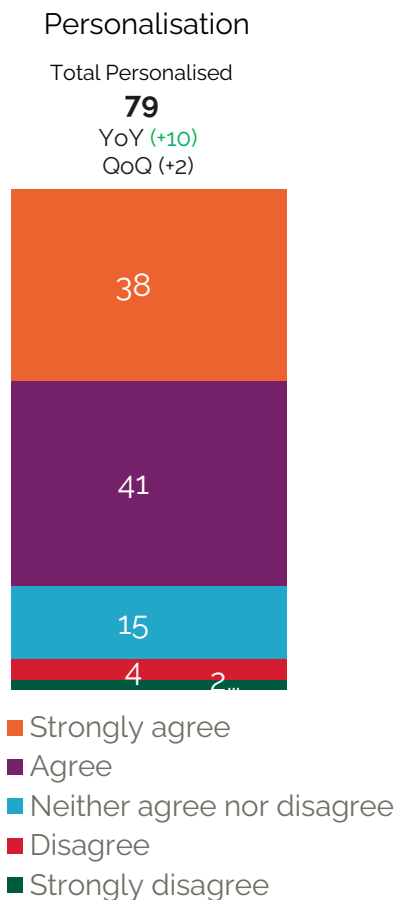
<b>Overall</b>
Total Trust <b>94</b> YoY (+3) QoQ (+2)
<b>No disruption</b>
Total Trust <b>96</b> YoY (+1) QoQ (0)
<b>Minor disruption</b>
Total Trust <b>92</b> YoY (+4) QoQ (0)
<b>Major disruption</b>
Total Trust <b>84</b> YoY (+3) QoQ (+5)



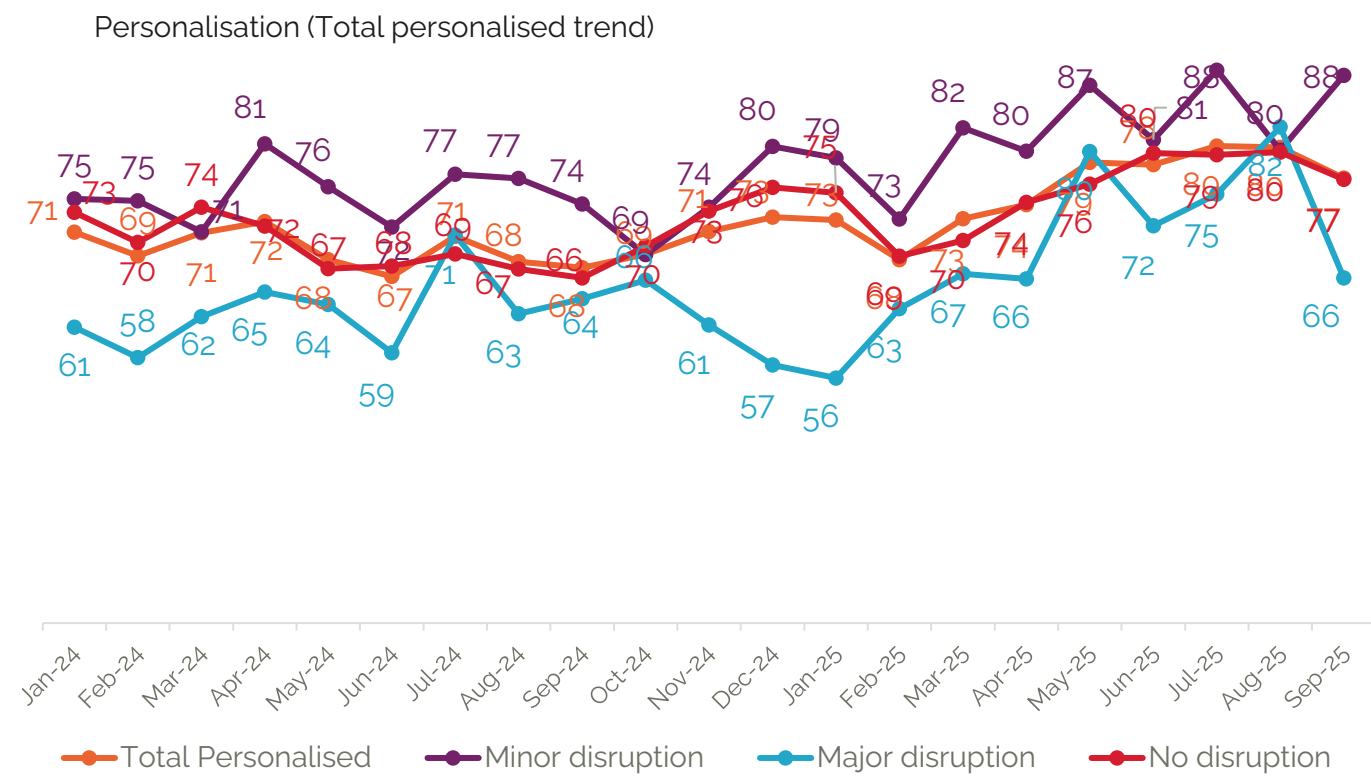
# Rating personalisation of the information provided

Personalisation of information has significantly improved compared to a year ago. This is apparent across all customer types. The minor disrupted are most likely to feel the information is personalised to them, a key strength given information will need to be more tailored during such experiences. For the major disrupted, at a monthly level results are more changeable, reflecting the varying needs among this group.

Overall rating of personalisation of information provided (%)



Customer Type	Total Personalised	YoY Change	QoQ Change
<b>Overall</b>	<b>79</b>	<b>(+10)</b>	<b>(+2)</b>
<b>No disruption</b>	<b>79</b>	<b>(+11)</b>	<b>(+2)</b>
<b>Minor disruption</b>	<b>86</b>	<b>(+10)</b>	<b>(+4)</b>
<b>Major disruption</b>	<b>75</b>	<b>(+9)</b>	<b>(+3)</b>





# Planning and booking

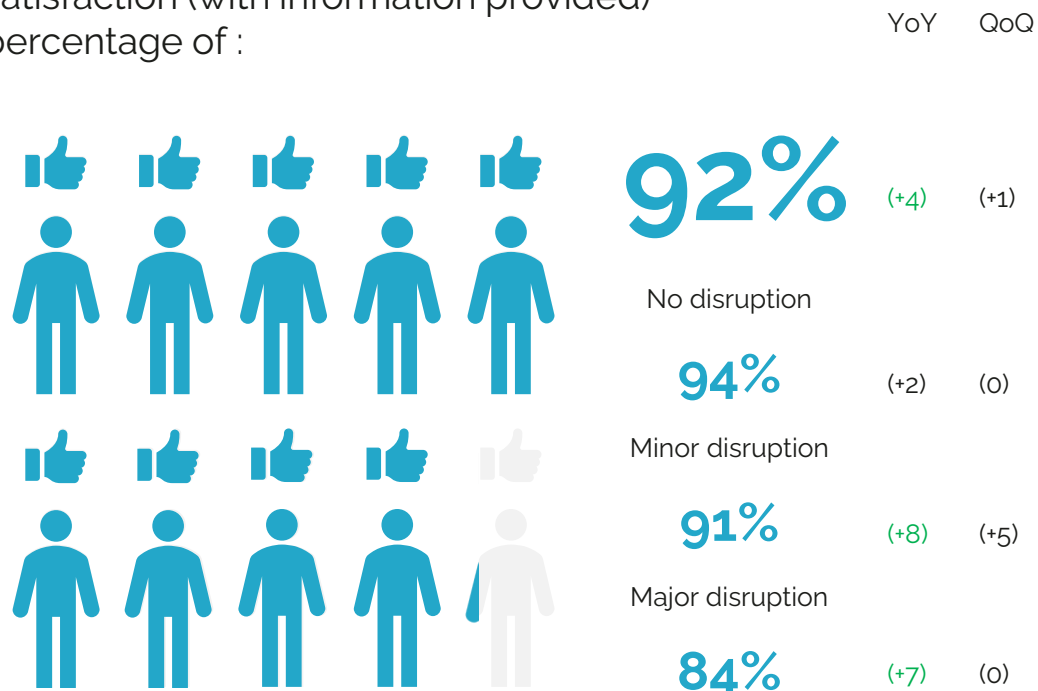
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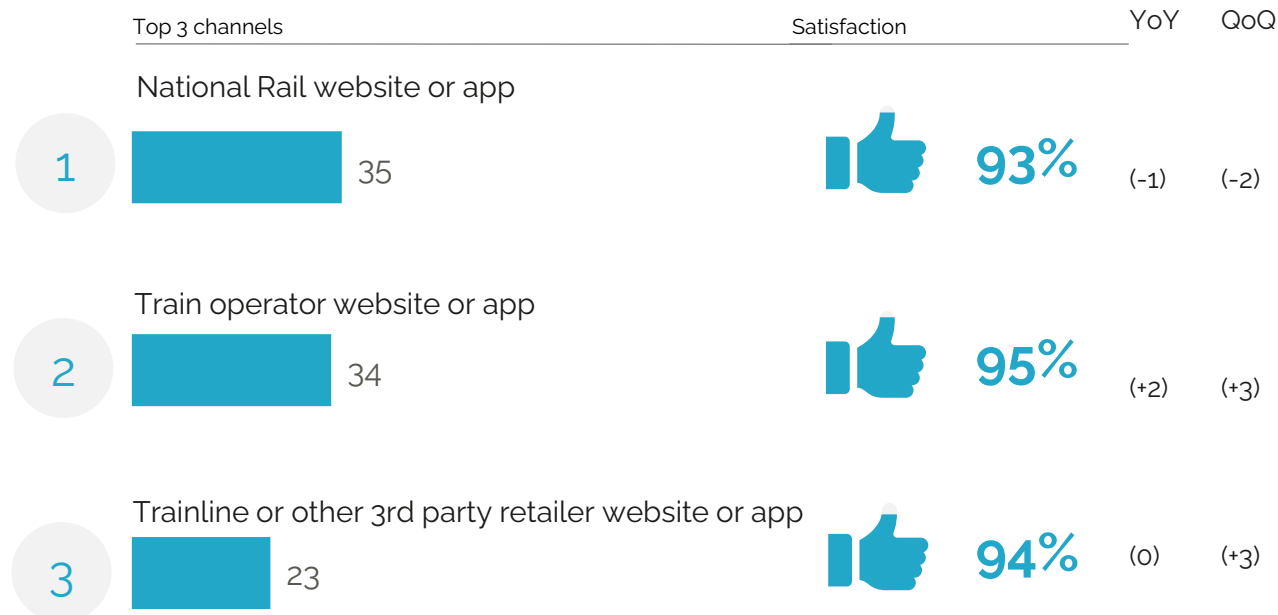
# Planning and booking – Key satisfaction metrics

Rail customers planning and booking their journeys are very satisfied with the information provided (92%) at that stage. This has significantly increased compared to a year ago, following improvements among disrupted customers. The top channel used remains National Rail website or app (35%), closely followed by Train operator website or app at 34%. Both are perceived very positively.

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



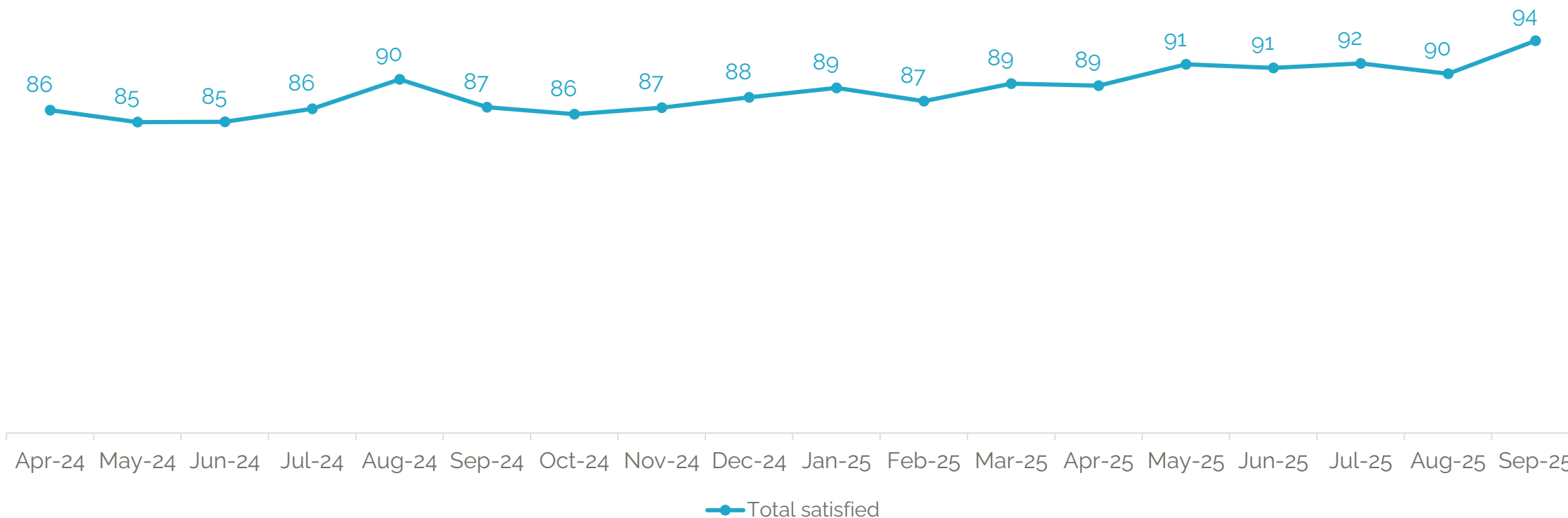
Top 3 channels used during planning and booking and their satisfaction (%):



# Overall satisfaction with information provided when planning and booking

Overall, satisfaction with the information provided during the planning and booking process remain steady from Q1 25/26 into Q2 25/26, and then significantly improves towards the end in September. Figures are ahead of what was observed last year.

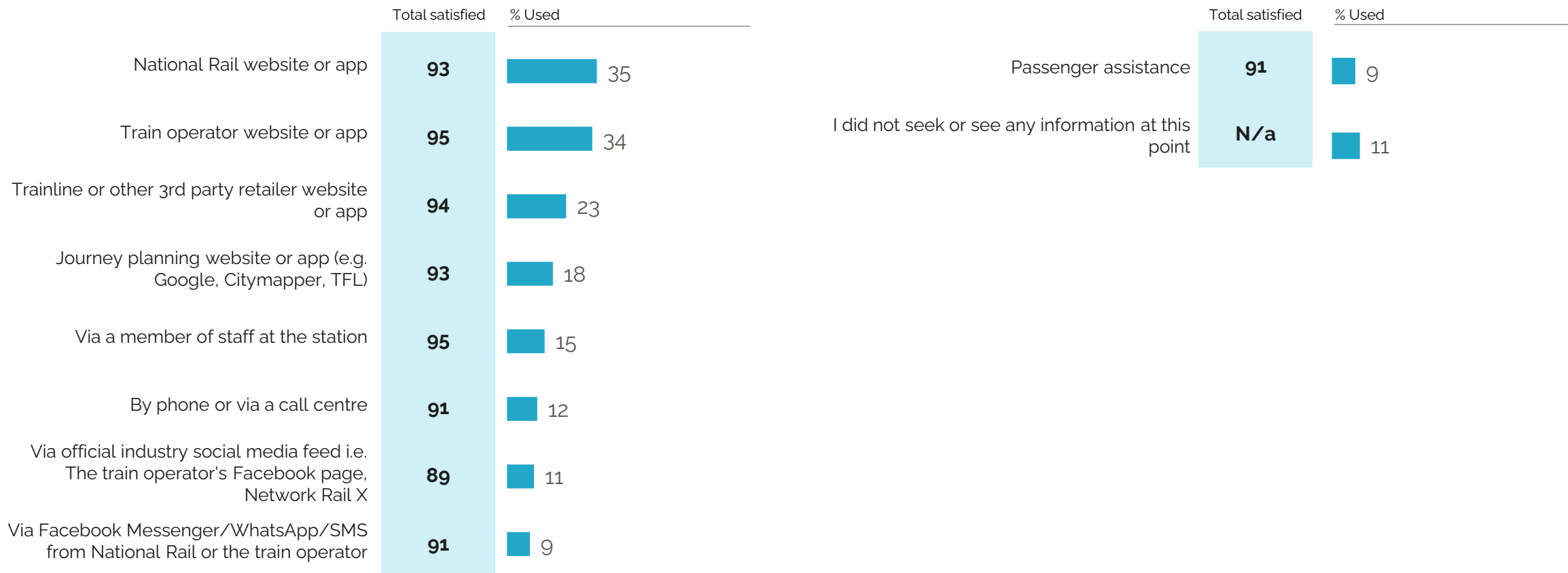
Overall satisfaction with information provided when planning and booking – trended (%)



# Information channels used and their satisfaction

The information channels used for planning and booking journeys continue to receive high satisfaction across the board.

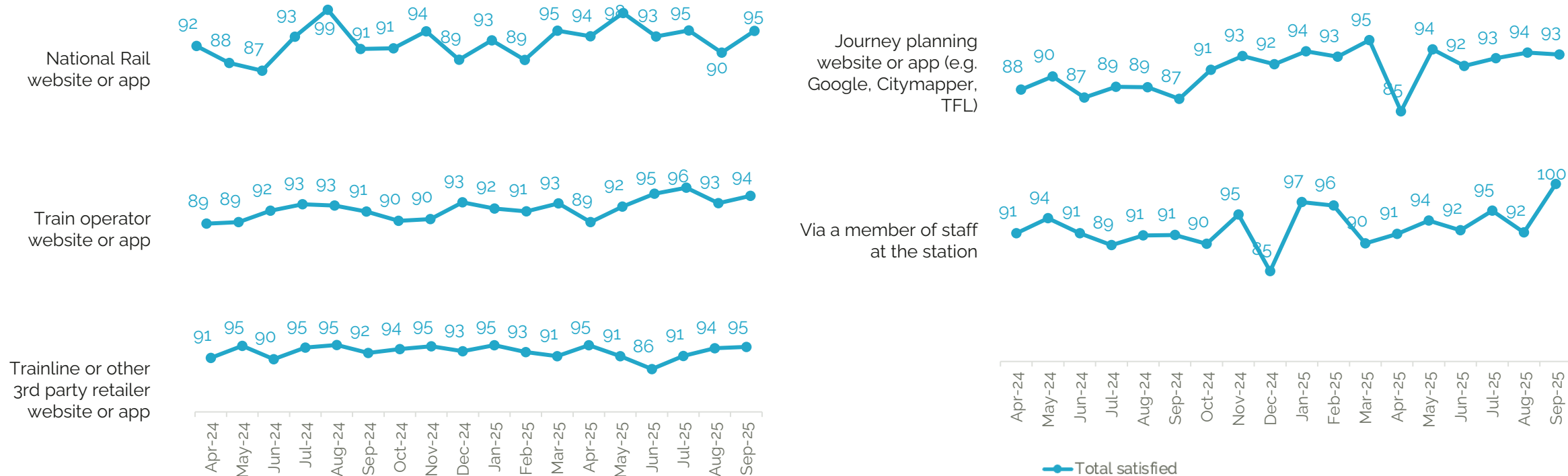
Information channels used and satisfaction with each when planning and booking a journey (%)



# Satisfaction with information channels

Of the top 5 channels used, satisfaction with the information they provide is high. For most, the changes are stable throughout the quarter, except for NR website or app, which saw a decline in August that has since recovered in September, and via a member of staff which saw a significant jump in September to 100% satisfied with the information provided at this point in the journey.

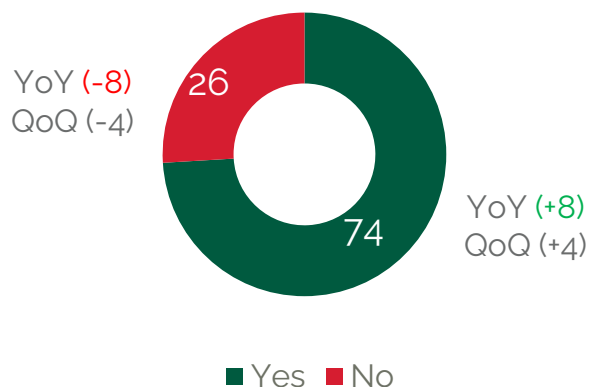
Satisfaction of information channels when planning and booking a journey – trended (%) (Top 5)



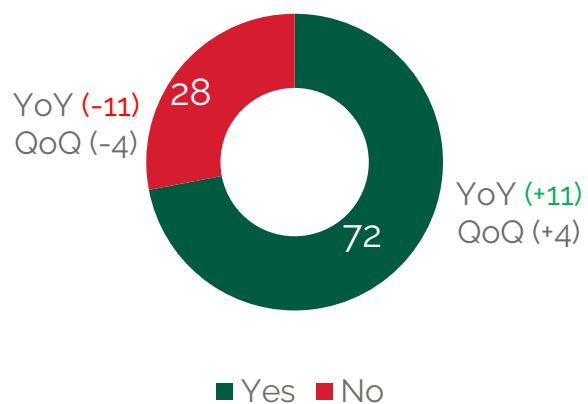
# Information about facilities available

A significantly higher proportion of customers (between 72% and 74%) are now successfully accessing information about either station or onboard facilities. When customers receive both types of information, satisfaction levels are exceptionally high, with nearly all reporting a positive experience. Even when information is provided in isolation, satisfaction has improved.

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



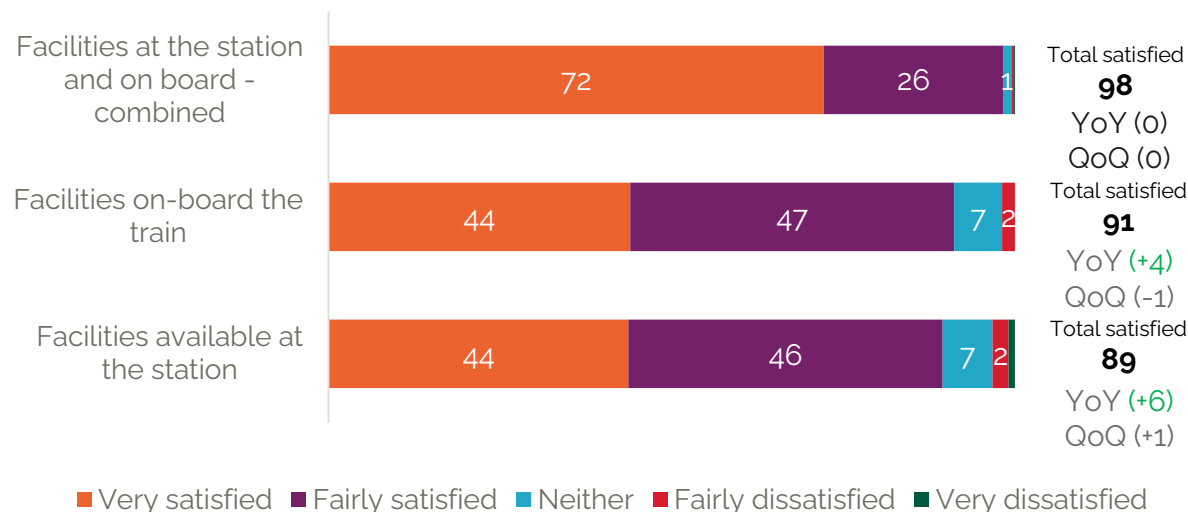
Found information about the facilities available **on board the train** (%)



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



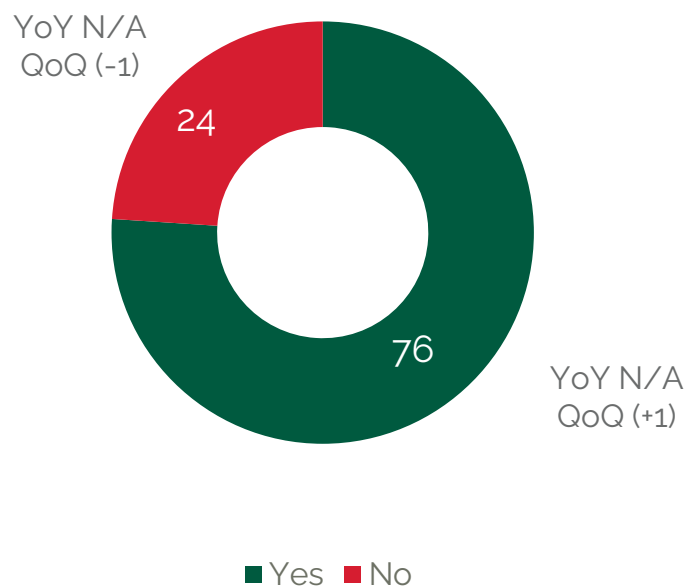
Satisfaction of information about the facilities available (%)



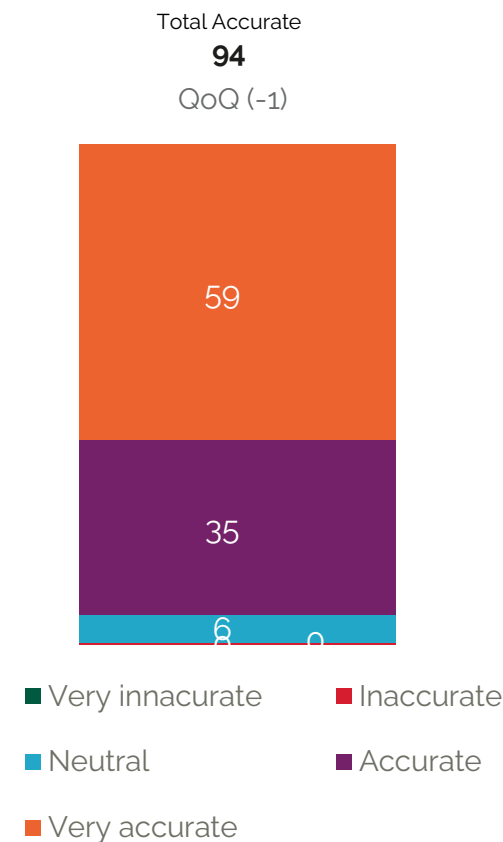
# Information on lift functioning

A similar proportion of customers are also receiving information about the lifts at their station. Of the 3 in 4 who were able to find this information, 94% stated that the information was an accurate reflection of their experience, similar to last quarter.

Found out if lifts were working or not (%)



Accuracy of information on lifts (%)



# Information on station facilities

Not all customers were able to find the information required for their journeys at this stage. The majority of these items related to station facilities (which is improving as noted earlier) but could be improved further regarding the accessibility of facilities and platforms, access to toilets, places to wait and connectivity to Wifi.



Yes, information about accessible toilets, luggage storage, and nearby food options would have been useful but was not clearly available

**Leisure Customer**



It would be awesome to know more about the accessibility of each platform. Like, which ones have step-free access, where the accessible toilets are actually located (not just that they exist), and if there are any platform-specific mobility assistance

**Commuter**



Detailed platform accessibility information was missing.

**Disabled Customer**



Yes, it would have been helpful to have clearer information about the location of the toilets and whether they required payment, as well as more visible signage for lifts or step-free access, especially for passengers with luggage or mobility needs.

**Leisure**



Wi-Fi or charging stations: Connectivity options for travelers.

**Commuter**



Yes, information about available seating areas and nearby restrooms would have been useful but was not clearly provided.

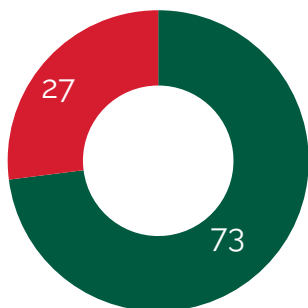
**Business**

# Seat reservations for advance ticket booking

A similar proportion also found information about reserving a seat in advance (73%), remaining unchanged compared to last quarter. The information was easy to find and was perceived very positively.

Found information about option to reserve a seat in advance (% yes)

YoY N/A  
QoQ (0)



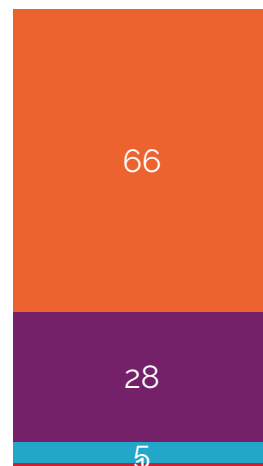
YoY N/A  
QoQ (0)

■ No ■ Yes

Satisfaction with booking a seat in advance (%)

Total satisfied  
**94**

YoY N/a\*  
QoQ (0)



■ Very dissatisfied ■ Fairly dissatisfied  
■ Neither nor ■ Fairly satisfied  
■ Very satisfied

Ease of finding information on seat reservation(%)

Total Easy  
**96**

YoY N/a\*  
QoQ (-1)

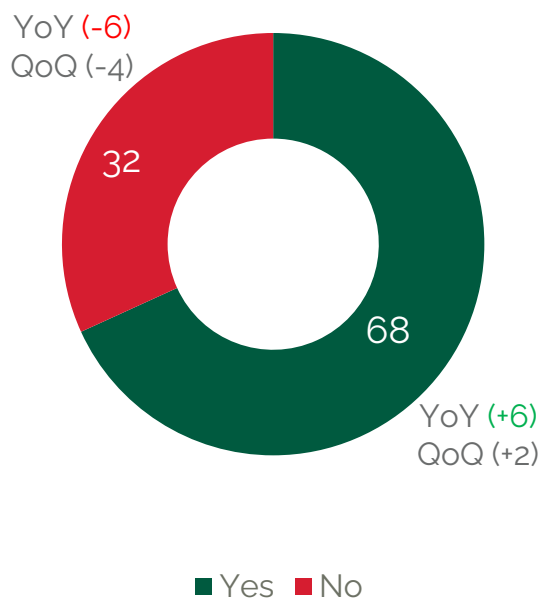


■ Very easy ■ Fairly easy  
■ Neither easy or difficult ■ Fairly difficult  
■ Very difficult

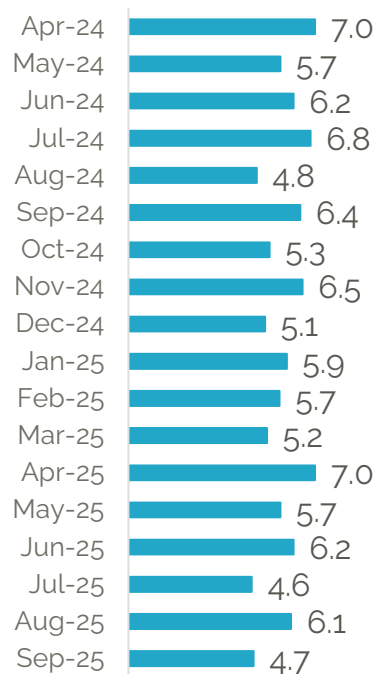
# Changes to train times

Aligning with improvements seen elsewhere at the planning and booking stage, customers are also significantly more likely to receive information relating to changes to train times ahead of their journey. On average customers are receiving information 5 days in advance. The information received is perceived more positively than in the same period a year ago, with the most significant impact on how the change in train time will impact the journey.

Found changes to train times (%)

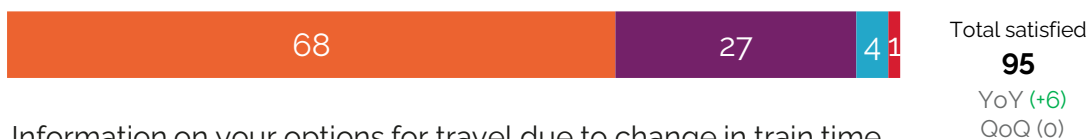


Average time information about the change to train times is received before journey (days)



Satisfied with the following (%)

Information on how and why your train time changed



Information on your options for travel due to change in train time



Information on how your journey will be impacted due to the change in train time



How far in advance you were notified about the change in train time

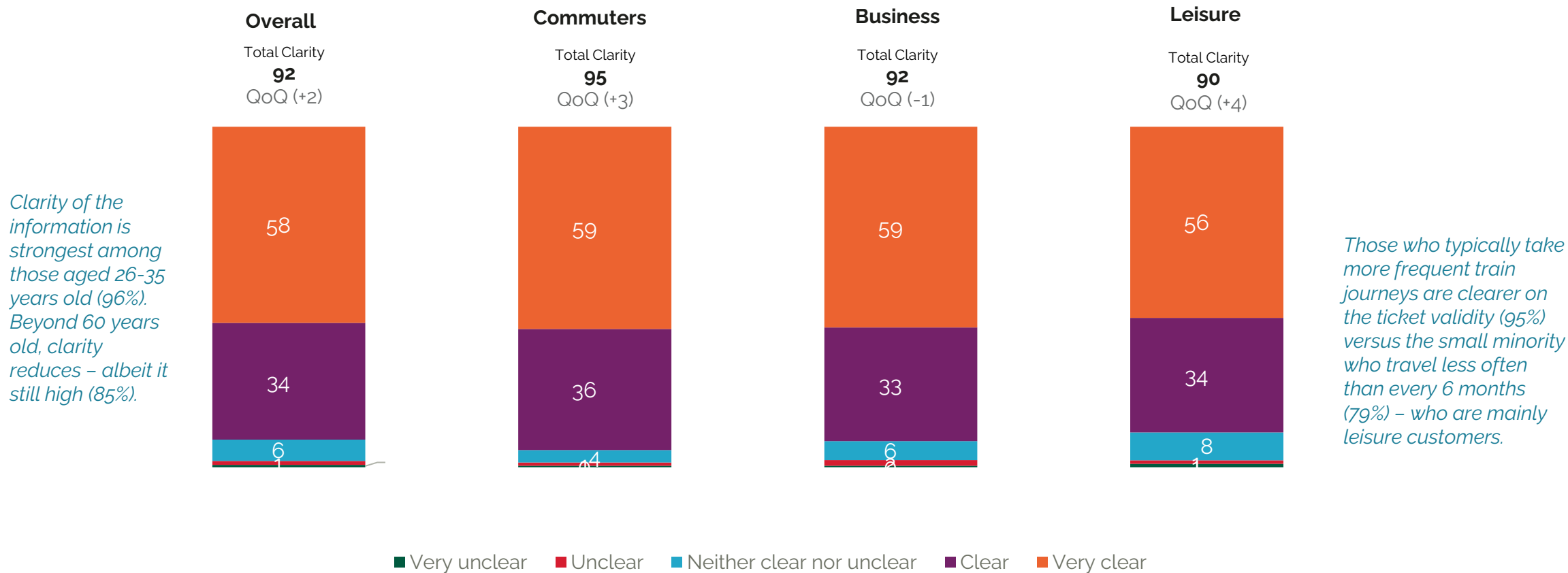


Very satisfied      Fairly satisfied      Neither nor  
Fairly dissatisfied      Very dissatisfied

# Ticket validity

Generally, customers feel that the validity of their tickets is clear – most notable among commuters. Leisure customers have shown considerable improvements on last quarter. Clarity is observably higher among more frequent, younger customers, while infrequent train users rate clarity slightly lower. Infrequent travel is often tied with lower scoring on metrics, as often found in other work like the General Public Tracker.

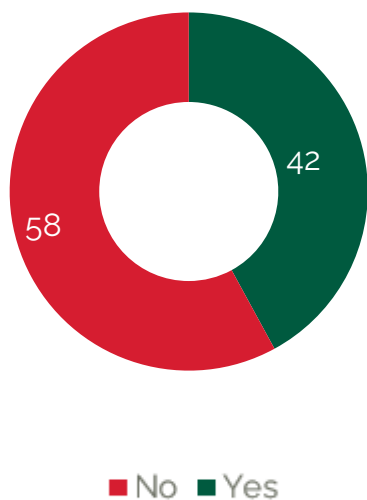
Clarity of information on ticket validity – when, where and under what conditions (%)



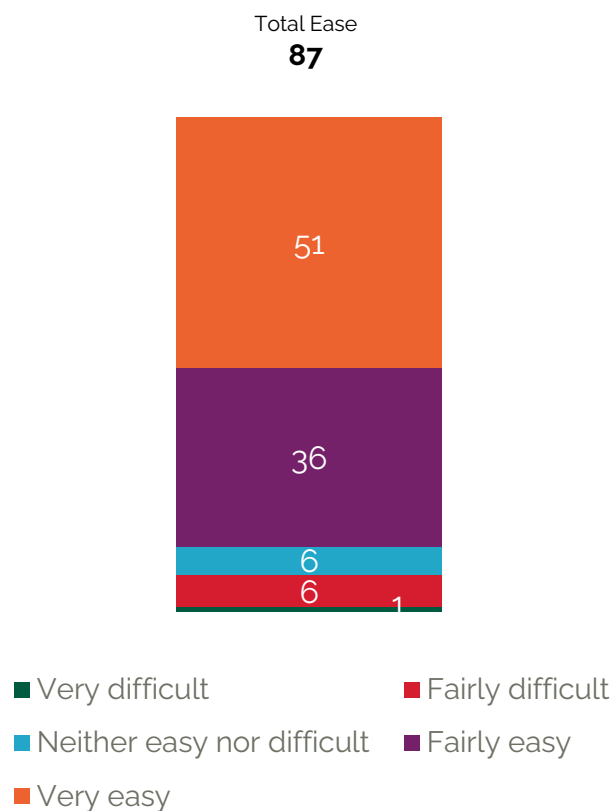
# Hot topic: Greyed out train services when booking

This feature is used less frequently by customers, likely because it isn't relevant to everyone. Overall, 42% of customers have tried to book tickets for a train service and found it greyed out / unavailable to book. For the majority of these customers, the information explaining why it was greyed out was easy to find. As a result of this service not being available, most booked another service for the same day, with very few deciding not to travel at all.

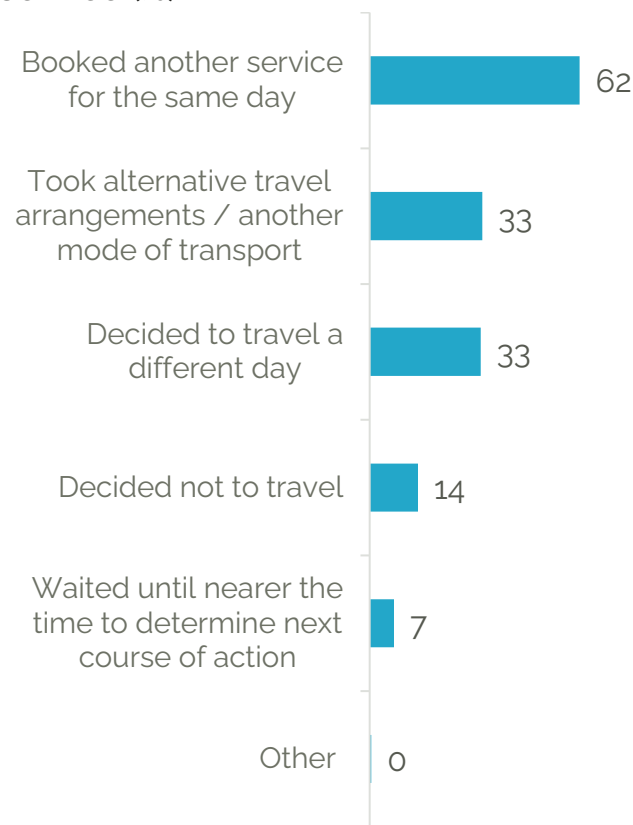
Ever tried booking train ticket and found service greyed out/ unavailable? (%)



Ease of finding information explaining reason for greyed out service (%)



Action taken as a result of the greyed out service (%)

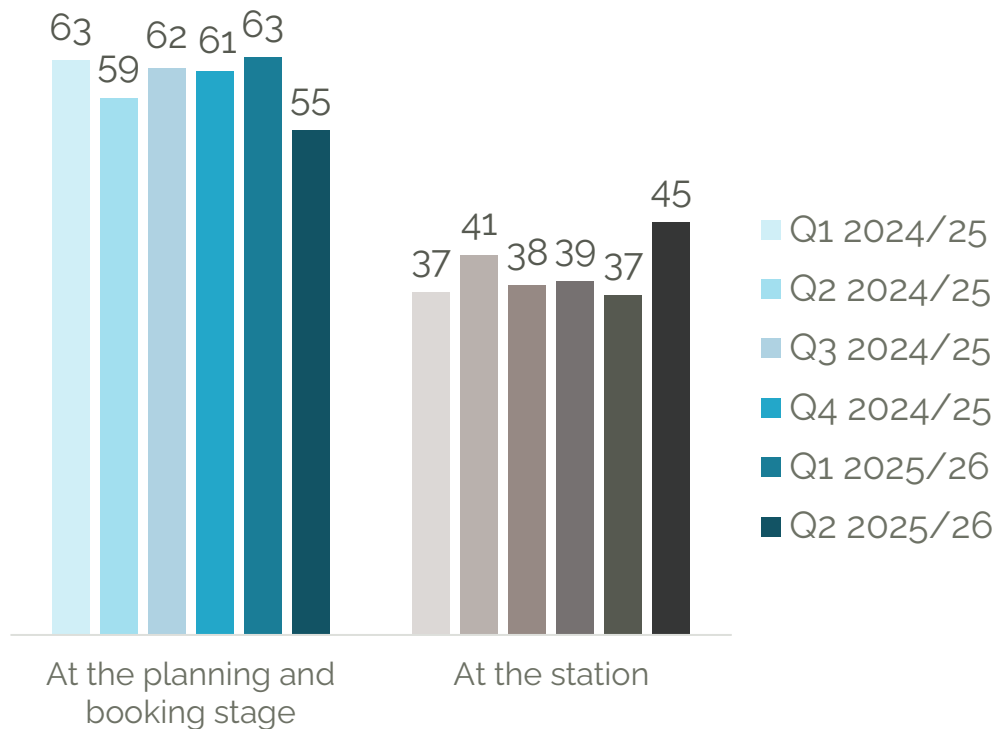


Have you ever tried to book a train ticket and found that the train service you were looking for is greyed out/unavailable? July-Sept 2025 (775). How easy was it to find the information that explained why this service was greyed out/unavailable to book? What did you do as a result of finding out the service was greyed out/unavailable to book? (341)  
*\*New addition this quarter*

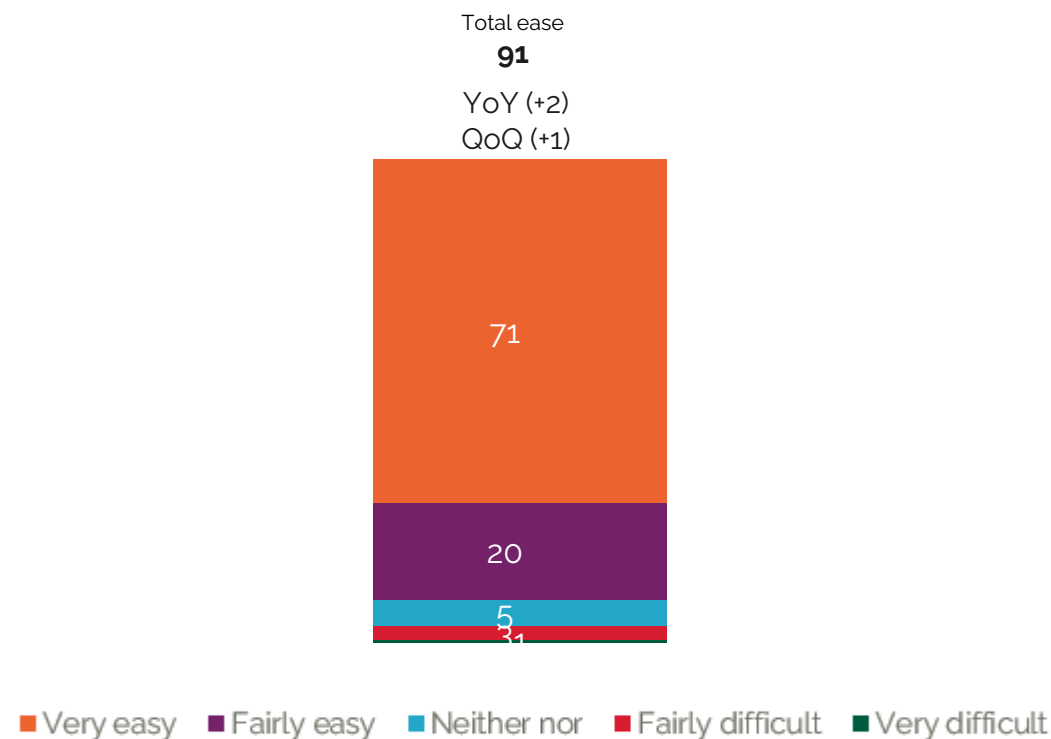
# Stage informed about rail replacement bus and ease in finding such information

Customers are most likely to receive information about rail replacements at the planning and booking stage – this is not significantly different to last year but has gone down considerably compared to the previous quarter. Positively, the majority of customers are able to find information on the bus replacement and where it is going to be located with ease.

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



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





# Journey to the station

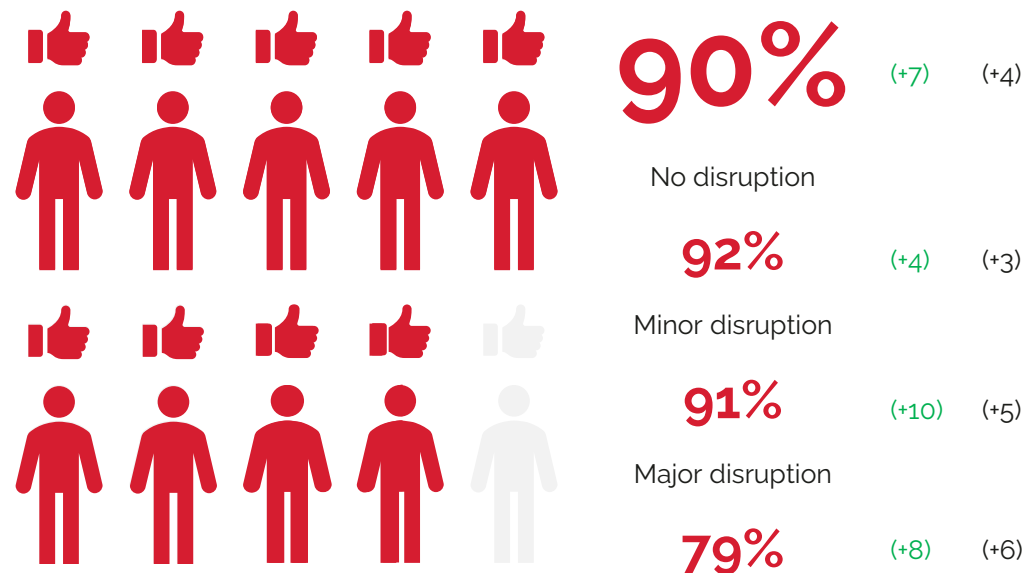
**Rail Delivery Group**



# Journey to the station – Key satisfaction metrics

90% are satisfied with information during the journey to the station. This is following significant improvements across all customers, with the minor disrupted now closely aligned on satisfaction to the non-disrupted. NR website or app is the most used channel at this stage, and customers rate the information provided by this channel very highly. This is followed by the Train operator website or app and Journey planning website or app – both seeing significant improvements in satisfaction of their information provision.

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



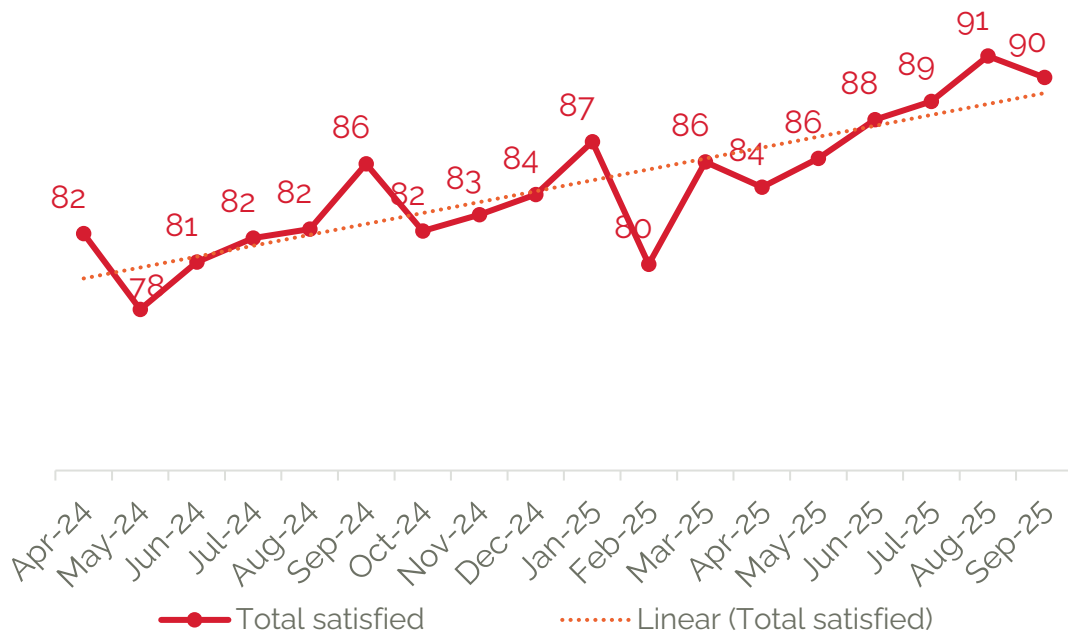
Top 3 channels used and their satisfaction (%):

Top 3 channels	Satisfaction	YoY	QoQ
National Rail website or app	94%	(+1)	(+1)
Train operator website or app	95%	(+4)	(+2)
Journey planning website or app (e.g. Google, Citymapper, TFL)	94%	(+7)	(+3)

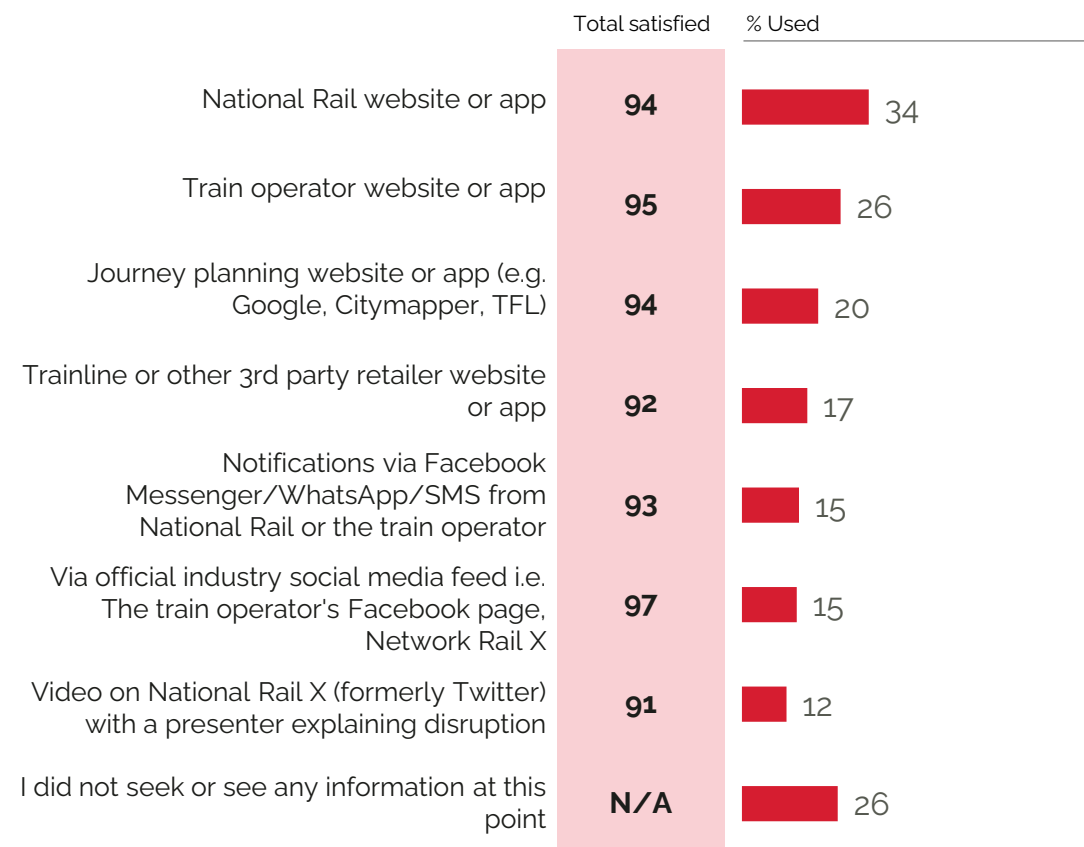
# Overall satisfaction with information provided and information channels used when making the journey to the station

Information at this point in the journey continues to improve, with the trend showing a steady trajectory. Satisfaction is high amongst all channels, with social media industry channels performing best, followed by TOC websites or apps.

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



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

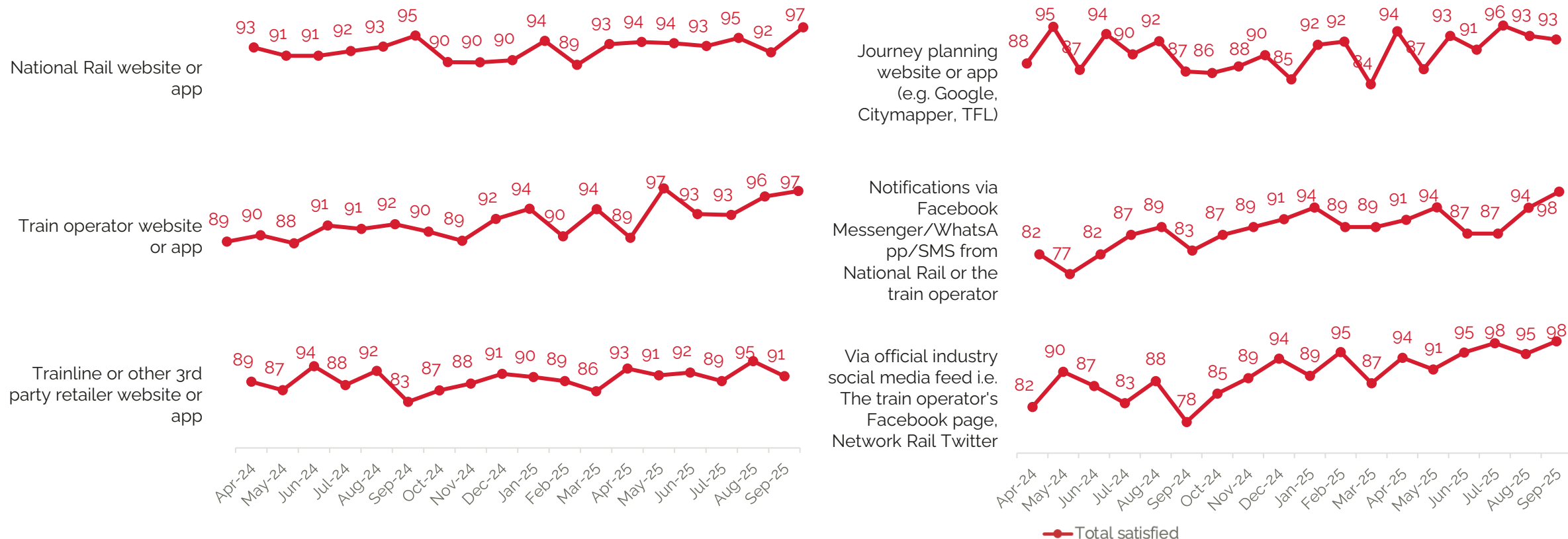


Overall, how satisfied were you with the information provided about your upcoming rail journey when on your way to the station? Jul/Aug/Sep 25 (749/770/743). Which of the following information channels did you utilise when on your way to the station? How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) Jul-Sep 25 (2571)

# Satisfaction with information channels

While the information channels show movements at a monthly level, the majority of these are not significant except for the improvements made for messenger services from NR or the TOC which improved significantly from July to September 2025. For social media feeds from official industry channels this has shown strong improvements seen September 2024.

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



How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) Jul/Aug/Sep 25 - National rail website or app (279/289/282), Train operator website or app (218/222/233), Trainline or 3rd party website or app (151/155/150), Journey planning website or app (e.g. Google, Citymapper, TFL) (149/159/160), Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator (128/121/133), Via social media feed (



# At the station

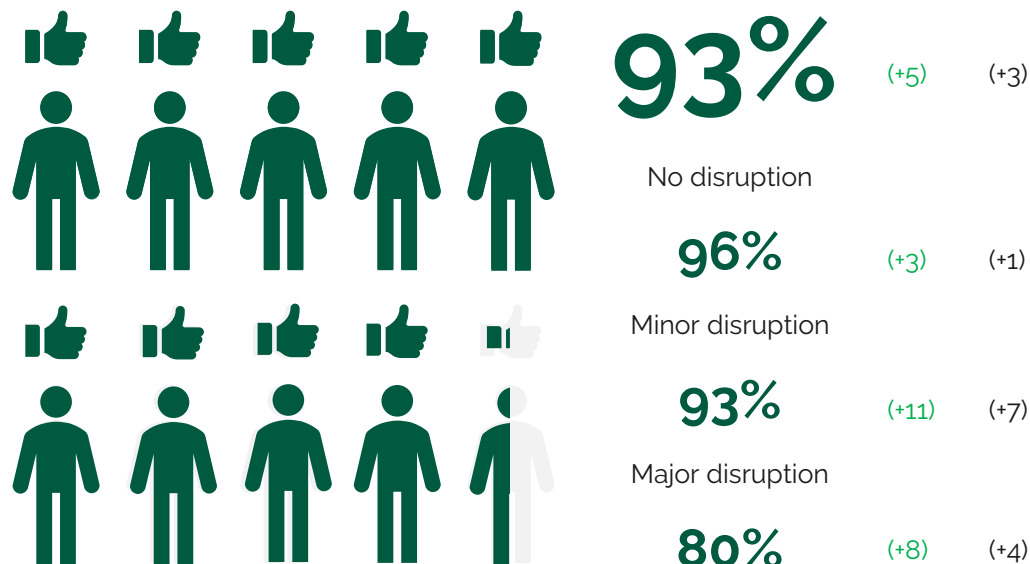
**Rail Delivery Group**



# At the station – Key satisfaction metrics

At the station, 93% were satisfied with the information they are provided about their upcoming rail journey. This is a significant increase compared to a year ago and is driven by all customers. The most used channels are screens on the platform area, followed closely by announcements at the station – the latter showing strong improvements in satisfaction versus a year ago.

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



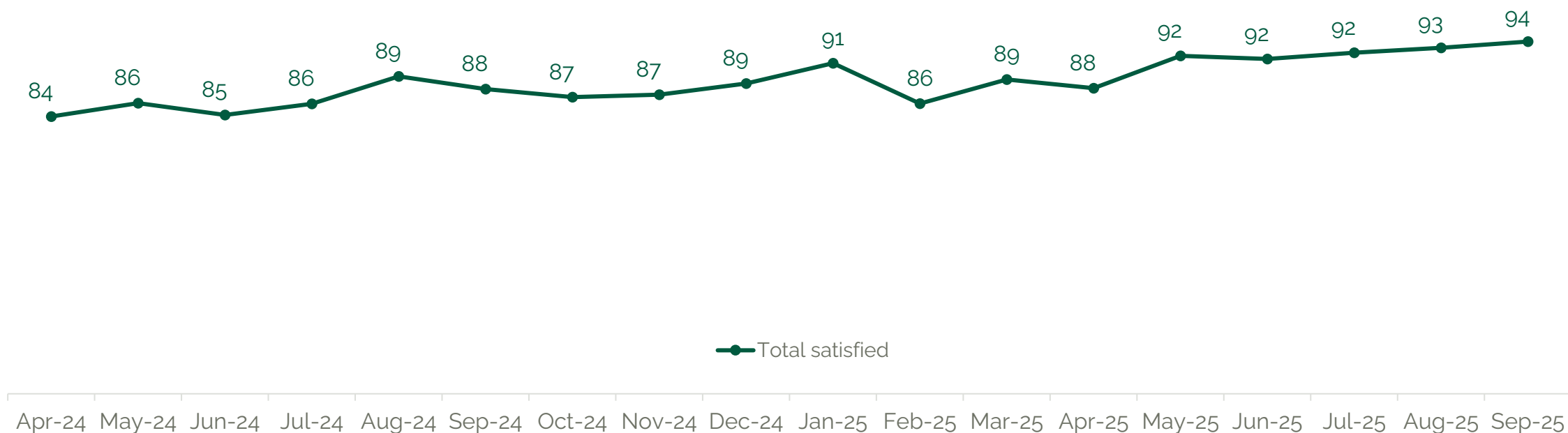
Top 3 channels used and their satisfaction (%):

Top 3 channels	Satisfaction	YoY	QoQ
Screens on the platform area	96%	(+1)	(+2)
Announcements at the station	96%	(+5)	(+2)
Screens showing trains times and platform numbers	94%	(+2)	(+1)

# Overall satisfaction with information provided when at the station

Looking at the trended satisfaction with information provided when at the station, figures incrementally increase over the quarter and are ahead of the same period a year ago.

Overall satisfaction with information provided when at the station – trended (%)

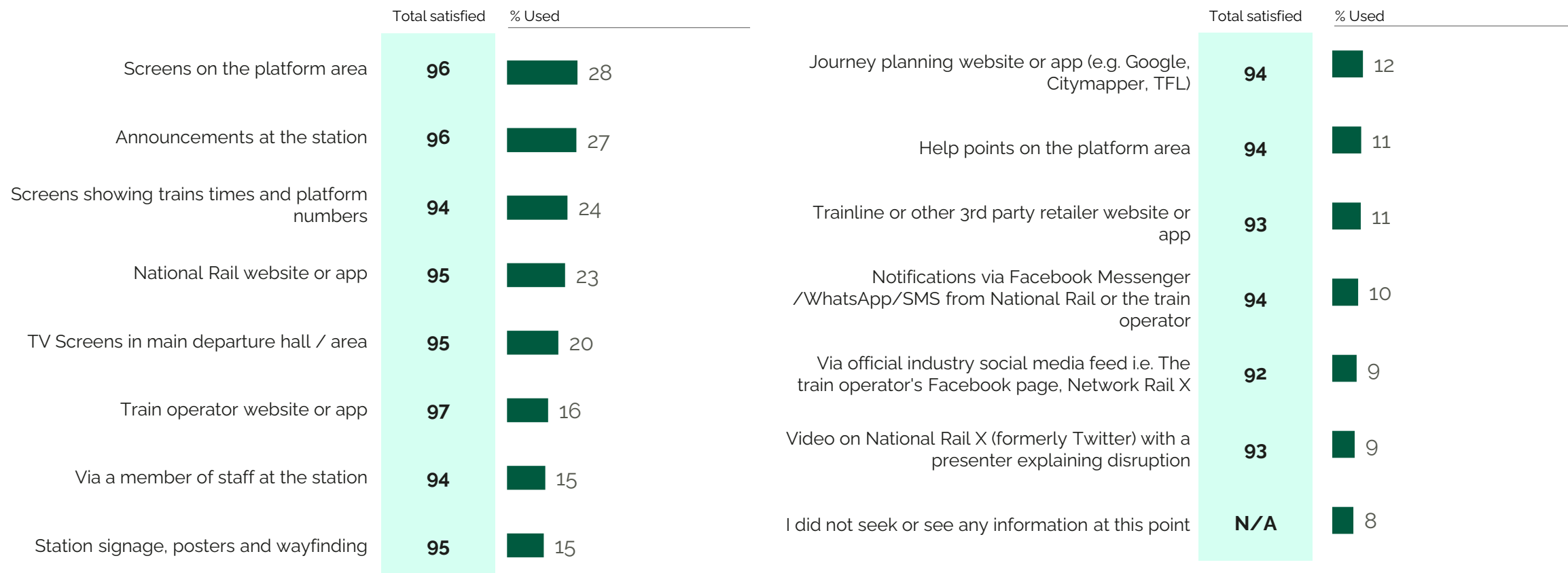


Overall, how satisfied were you with the information provided about your upcoming rail journey when at the station? (excl DK) Jan 24/Feb 24/Mar 24/Apr 24 /May 24/ Jun 24 / Jul 24/Aug 24/Sep 24/ Oct 24/Nov 24/Dec 24/Jan25/Feb25/Mar25/Apr25/May25/ Jun25/Jul25/Aug25/Sep25 (808/809/809/817/820/821/824/804/819/823/808/814/821/821/819/831/815/822/831/815/822/803/822/832/823/826/822/764/770/777)

# Information channels used and their satisfaction

Customers use a variety of channels at this stage in the journey, from screens, announcements, to NR website or app. Each channel receives very high satisfaction ratings.

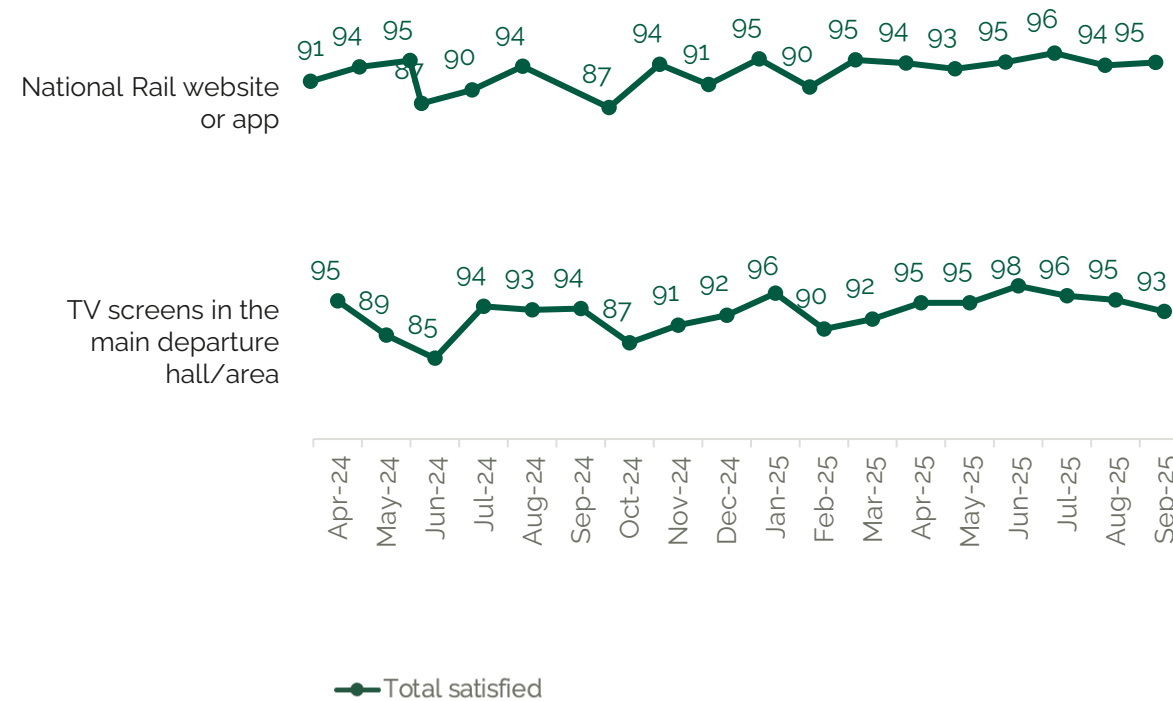
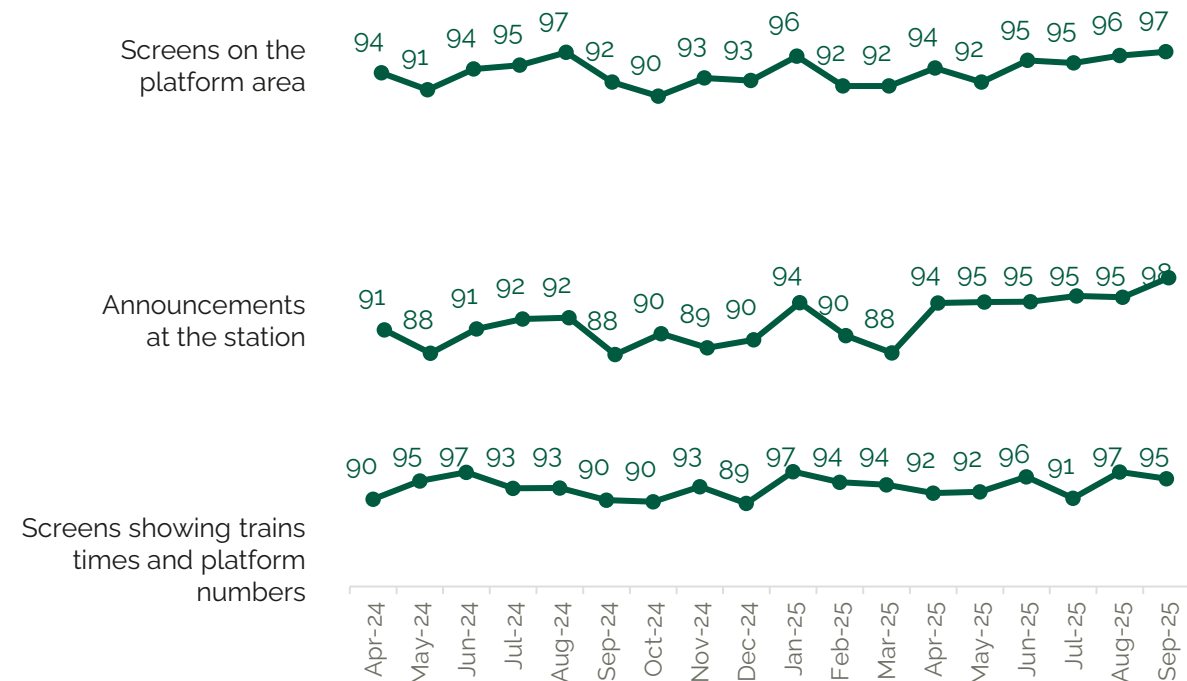
## Information channels used and satisfaction with each when at the station (%)



# Satisfaction with information channels

The top 5 most used channels perform strongly. Satisfaction ratings are aligned with the last quarter, and for some show strong improvements on a year ago – such as with station announcements.

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



● Total satisfied

How satisfied were you with the information that was provided on the channels you used when at the station? (excl DK) Jul 24/Aug25/Sep 25 - Screens on the platform area (227/215/212), Announcements at the station (200/235/222), Screens showing train times and platform numbers (176/173/199), National Rail website or app (186/192/186), TV screens in the main departure hall/area (159/164/165)

# Satisfaction with experiences at the station

Customers continue to be satisfied with their experiences at the station. Timeliness of platform information remains the most highly rated, even among the major disrupted. Being kept up to date about the status of the train has also improved this year – showing strong improvements for the minor disrupted.

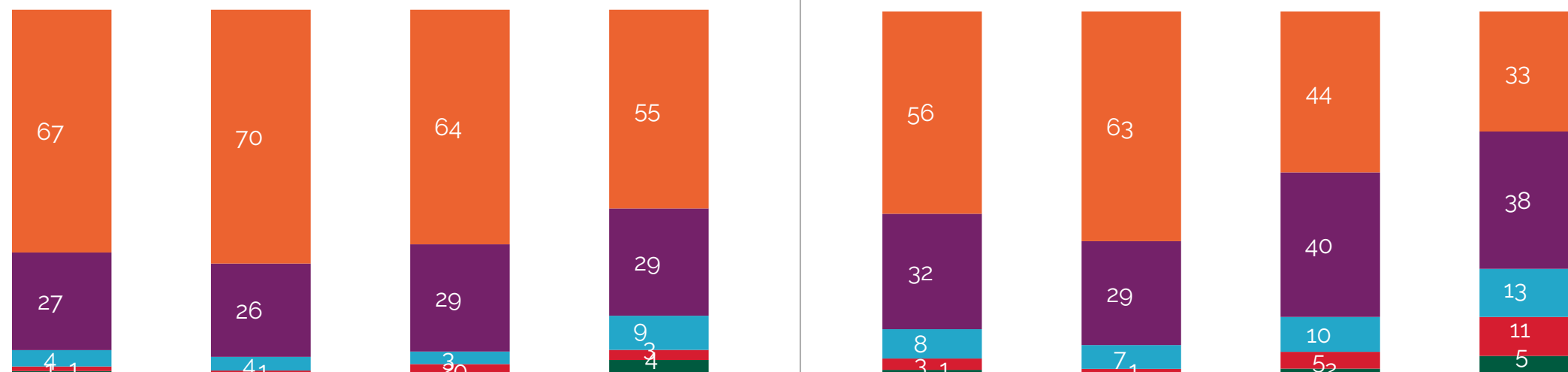
## Updates on the platform and train (%)

Timeliness with which platform information was announced

	Overall	No disruption	Minor disruption	Major disruption
Total satisfied	<b>93</b>	<b>95</b>	<b>94</b>	<b>84</b>
YoY	(+2)	(0)	(+5)	(+2)
QoQ	(0)	(-1)	(+2)	(0)

Kept up to date about the status of the train

	Overall	No disruption	Minor disruption	Major disruption
Total satisfied	<b>88</b>	<b>92</b>	<b>84</b>	<b>71</b>
YoY	(+5)	(+2)	(+11)	(+6)
QoQ	(+2)	(0)	(+4)	(+6)



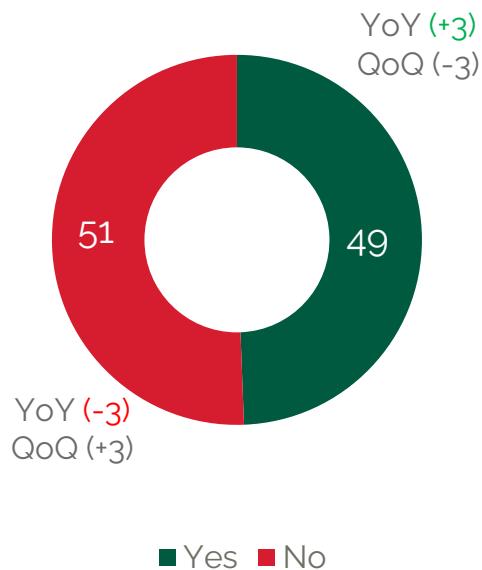
Very satisfied Fairly satisfied Neither nor Fairly dissatisfied Very dissatisfied Very satisfied Fairly satisfied Neither nor Fairly dissatisfied Very dissatisfied

42 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) Jul- Sep 25 (2483/2473), No disruption (1690/1677), Minor (440/437), Major (353/359)

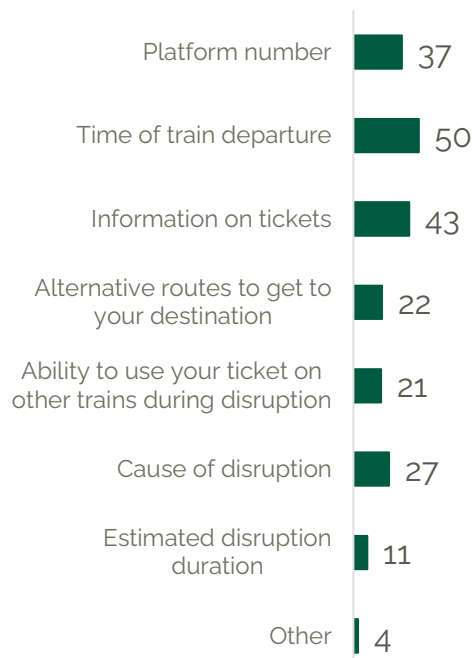
# Interaction with staff at the station

49% of customers interacted with a staff member whilst at the station. The most common information asked for by respondents when approaching staff were times of train departures, followed by information on tickets, which saw significant improvements in satisfaction ratings vs a year ago. Satisfaction ratings have also improved for information relating to alternative routes and ticket validity on these during times of disruption.

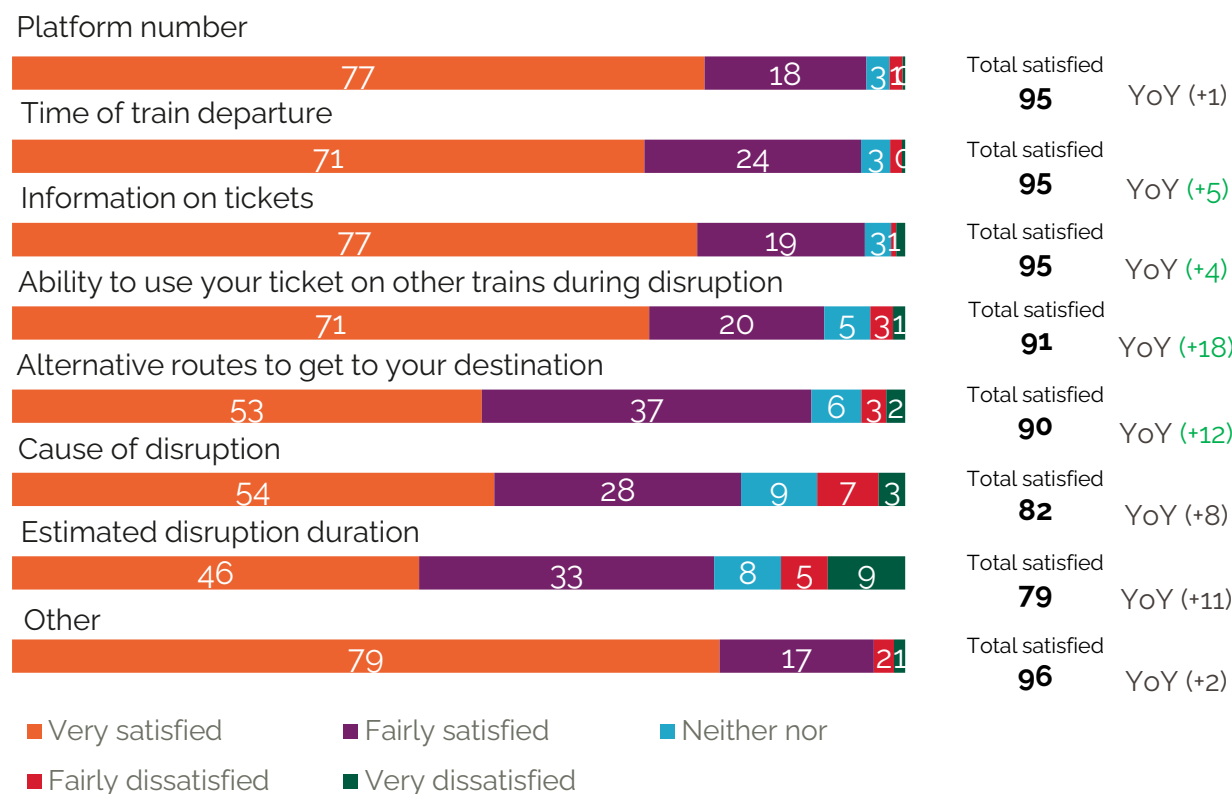
Interacted with a staff member at the station (%)



What information did they ask staff for? (%)



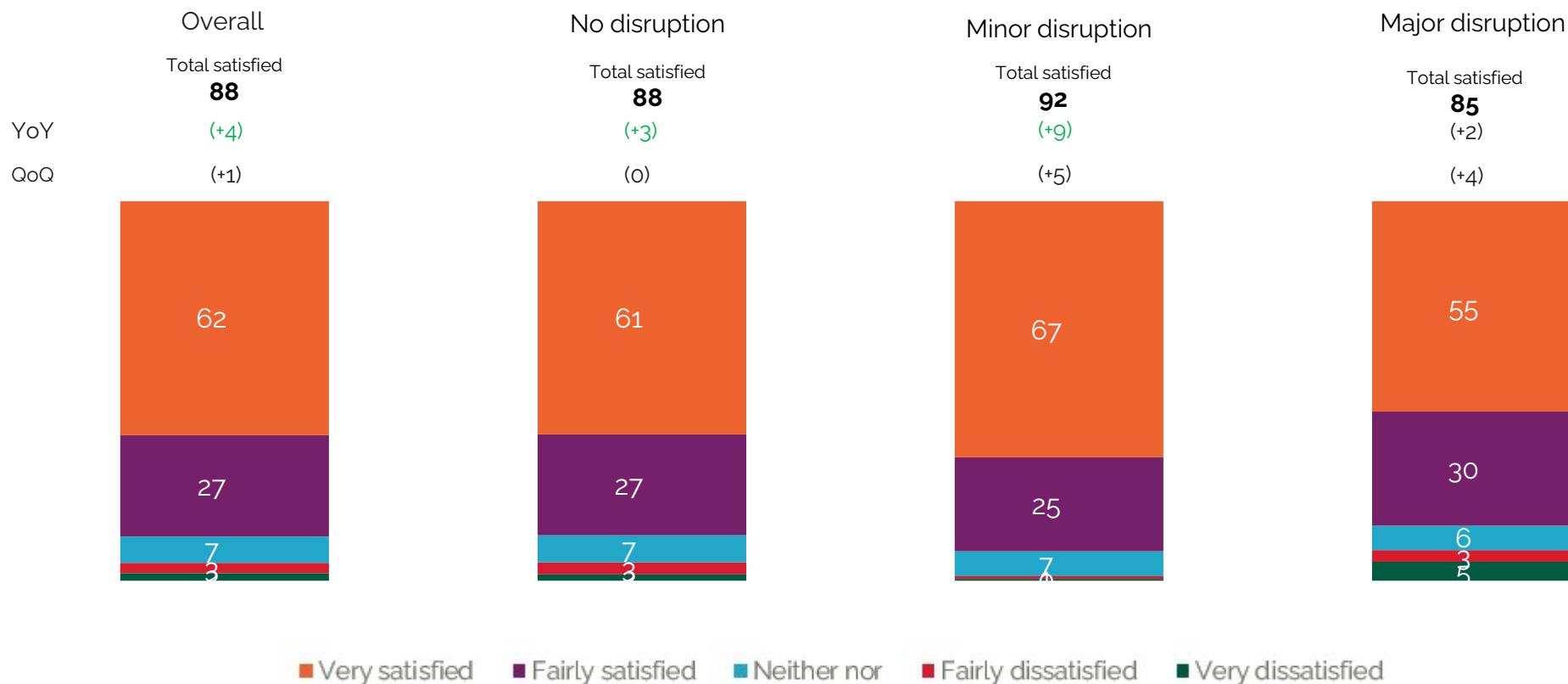
Satisfied with the following (%)



# Satisfaction with staff at the station

Although only a small minority acquire information from the staff and just 49% interact with a staff member, the majority of customers are very satisfied with the availability of staff to help customers when at the station and has improved on a year ago. The changes are most notable among those experiencing a minor or no disruption.

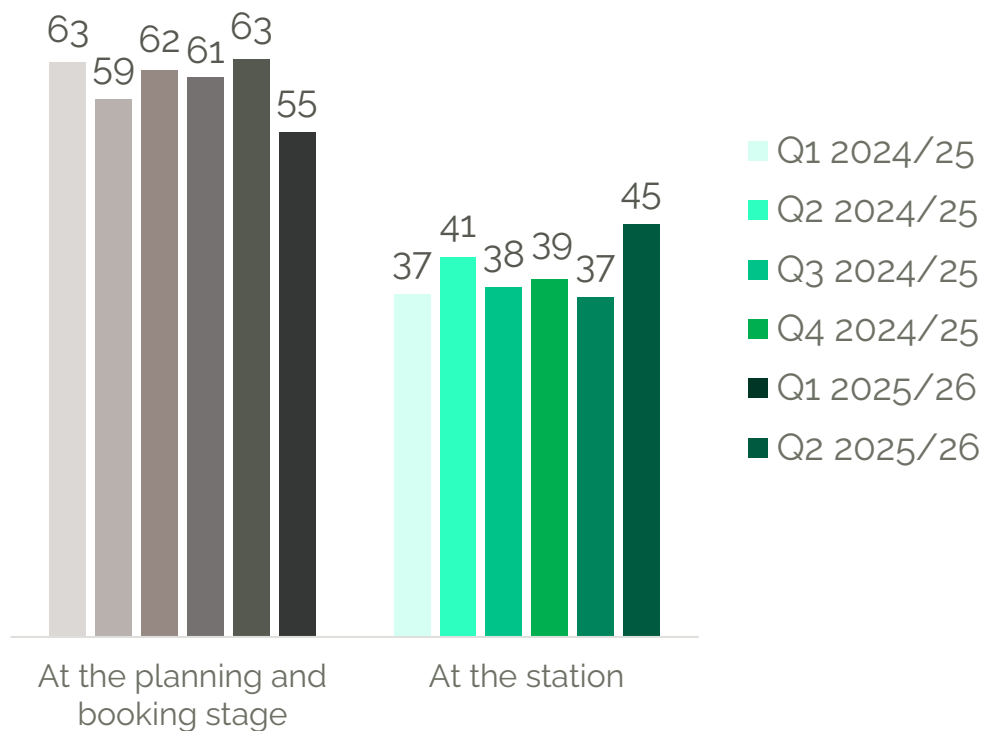
Staff available to help me (%)



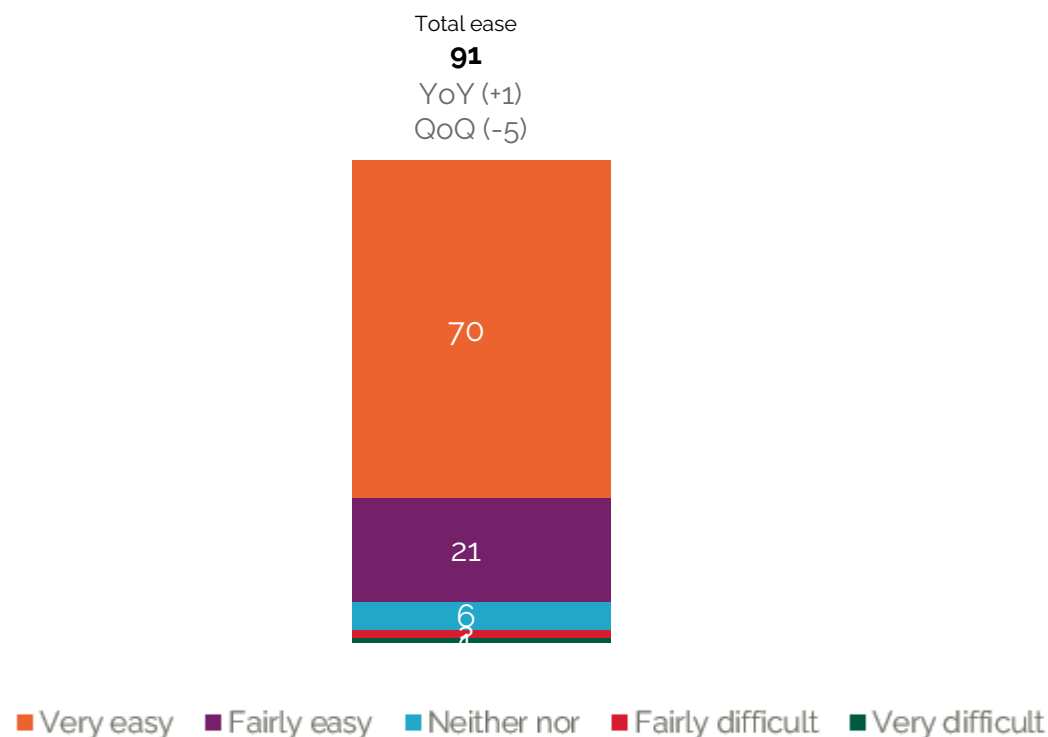
# Stage informed about rail replacement bus and ease in finding such information

Customers are increasingly more likely to receive rail replacement bus information at the station instead of in advance of their journey – a trend that was seen last a year ago but has been amplified this year. Nevertheless, customers find the information on the departure point easy to find when at the station.

Stage informed about the rail replacement bus (%)



Ease with finding bus departure point (%)





# On board the train

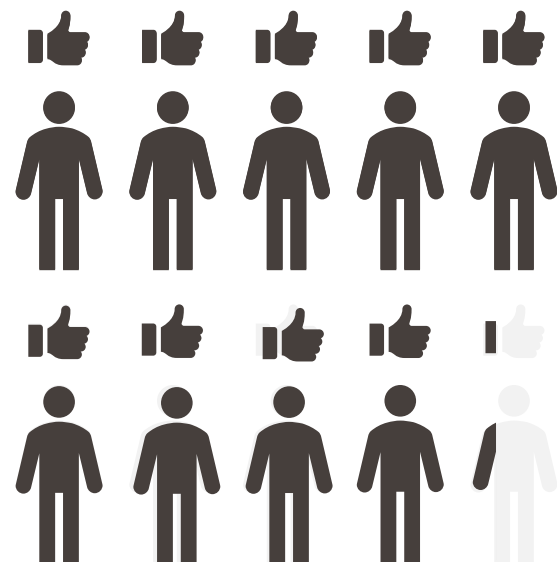
**Rail Delivery Group**



# On board the train – Key satisfaction metrics

Overall, the satisfaction score given to information provided on the train was 93%. Alike many other stages, the increase has been observed across all customer types. Customers rely most on screens on the train, of which nearly all are satisfied with the information they provide.

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



**93%** (+4) (+2)

No disruption

**96%** (+3) (+1)

Minor disruption

**89%** (+8) (+9)

Major disruption

**81%** (+11) (+7)

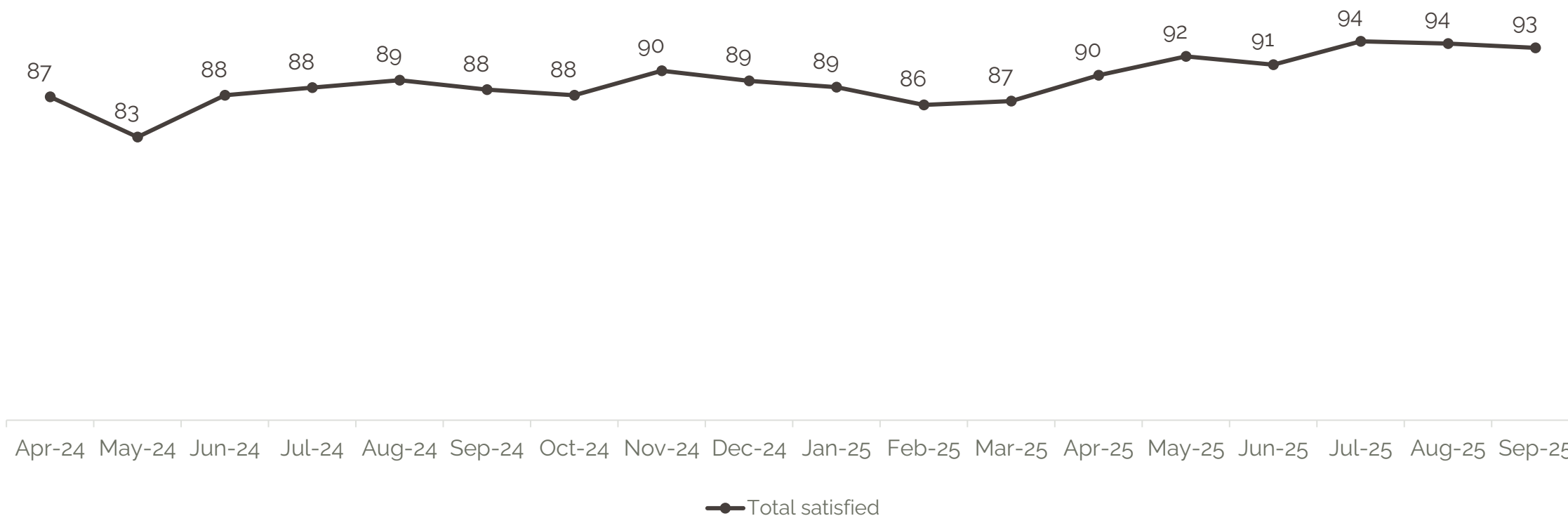
## Top 3 channels used and their satisfaction (%):

YoY	QoQ	Top 3 channels	Satisfaction	YoY	QoQ
		1	Screens on the train	95%	(+1) (-2)
		2	Automated announcement on the train	95%	(+3) (+1)
		3	Live announcement delivered by member of staff on the train	96%	(+4) (+3)

# Overall satisfaction with information provided when on board the train

Satisfaction with information on board the train remains steady throughout the latest quarter but sits significantly ahead of the equivalent months a year ago.

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

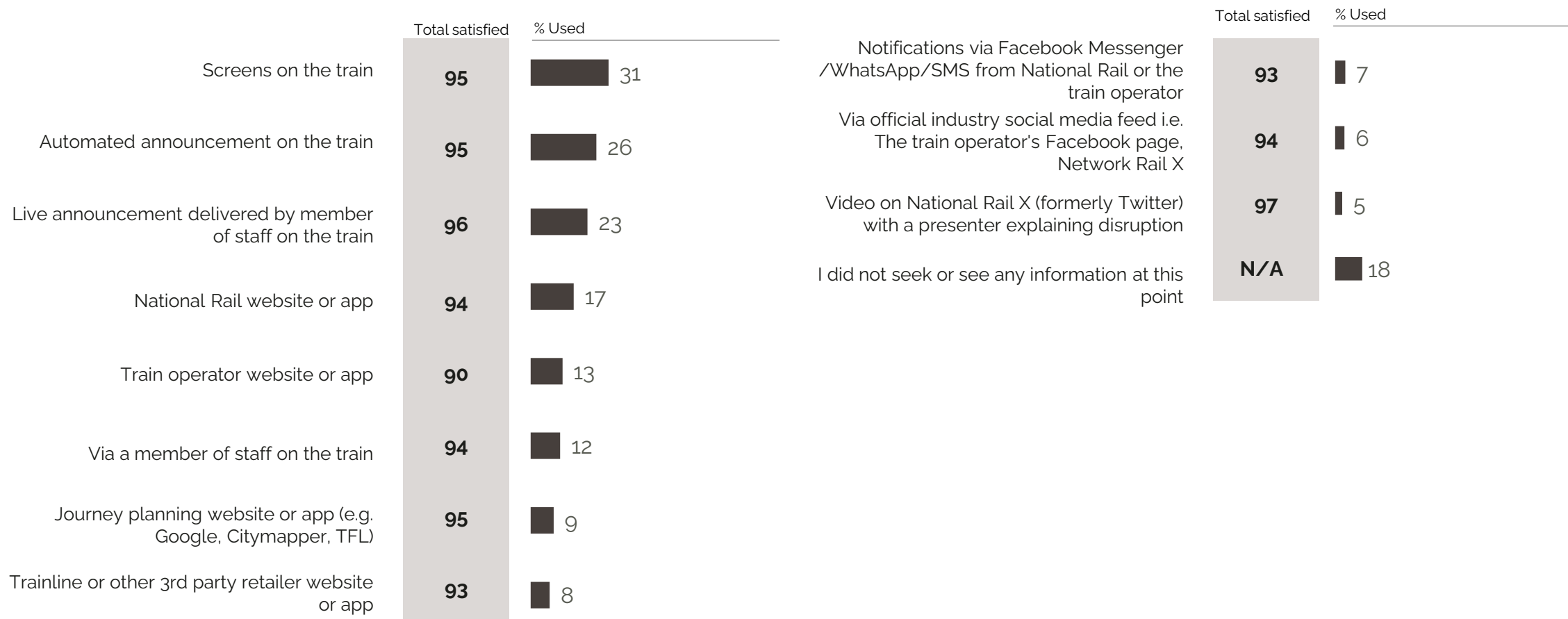


Overall, how satisfied were you with the information provided about your about your rail journey when on board the train? (excl DK) Oct/Nov/Dec 23/ Jan-24/Feb-24/Mar-24 /Apr-24 /May-24 /Jun-24/ Jul 24/Aug 24/Sep 24/Oct 24/Nov 24/Dec 24/Jan 25/Feb 25/Mar 25/Apr 25/May 25/ Jun 25/Jul 25/Aug 25/Sep 25 (626/574/580/597/646/589/582/589/630/629/636/626/641/641/575/606/642/630/597/604/560/ 562/583/630)

# Information channels used and their satisfaction

Information channels used on board the train generally achieve a high satisfaction rating. Positively, following the introduction of the NR video on X, this performs strongly among the 7% who are utilising this.

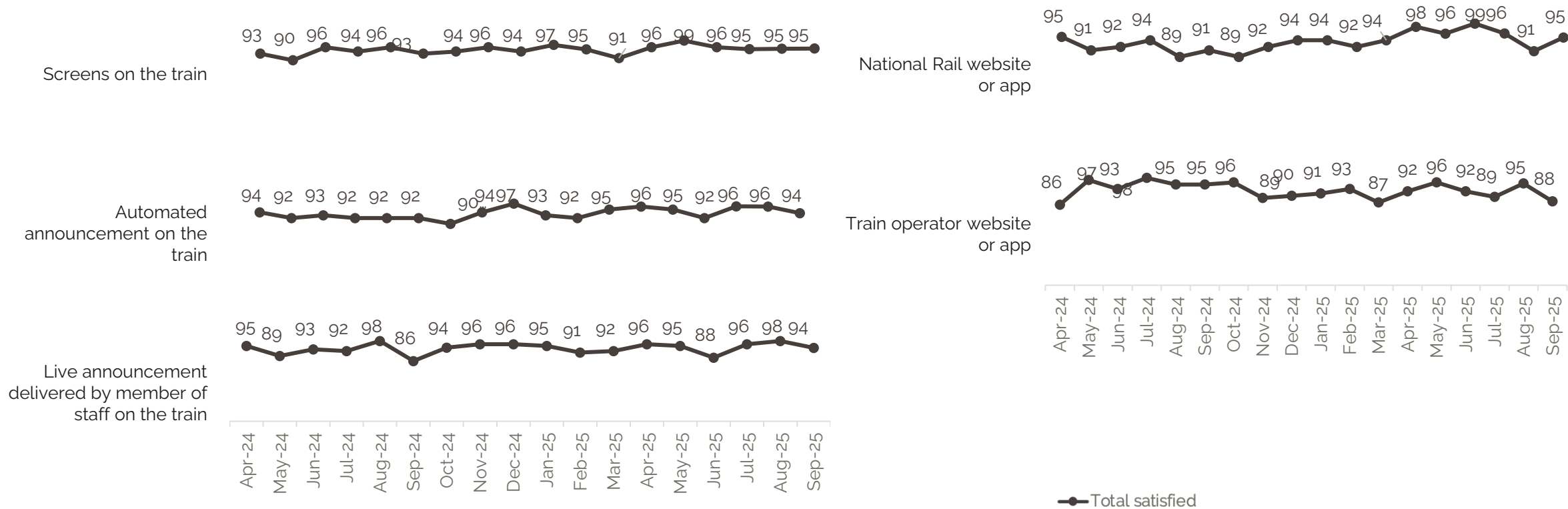
Information channels used and satisfaction with each when on board the train (%)



# Satisfaction with information channels

Nearly all customers are happy with the information they receive from screens on the train, and via automated or live announcements. For NR or TOC website or app, there are movements over the quarter, though not significant changes.

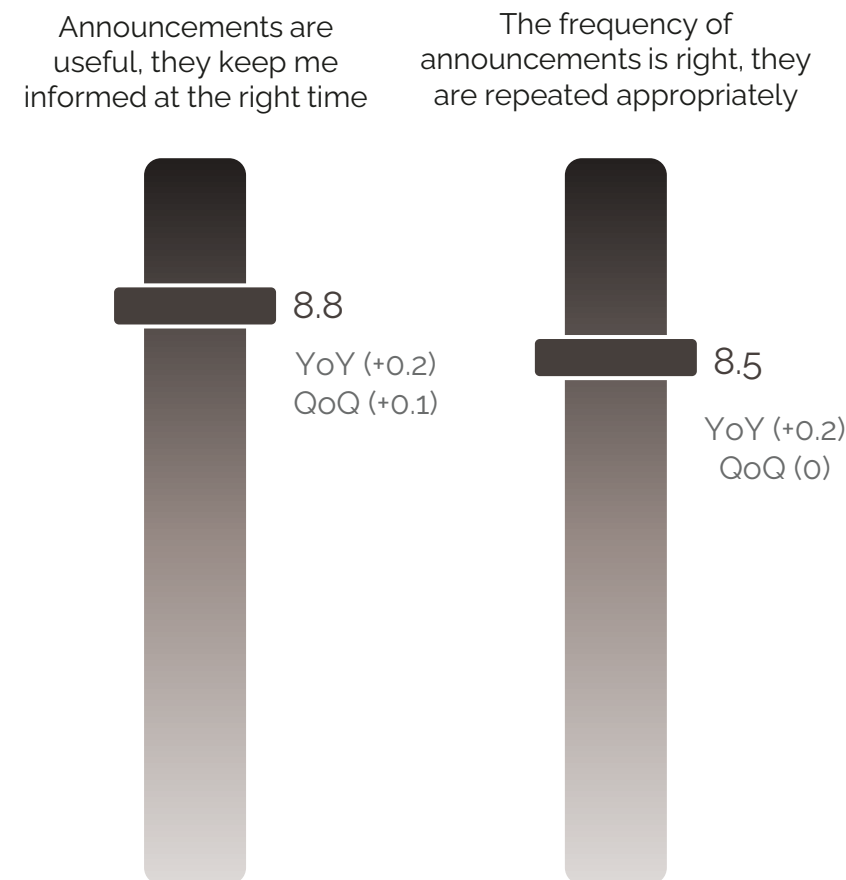
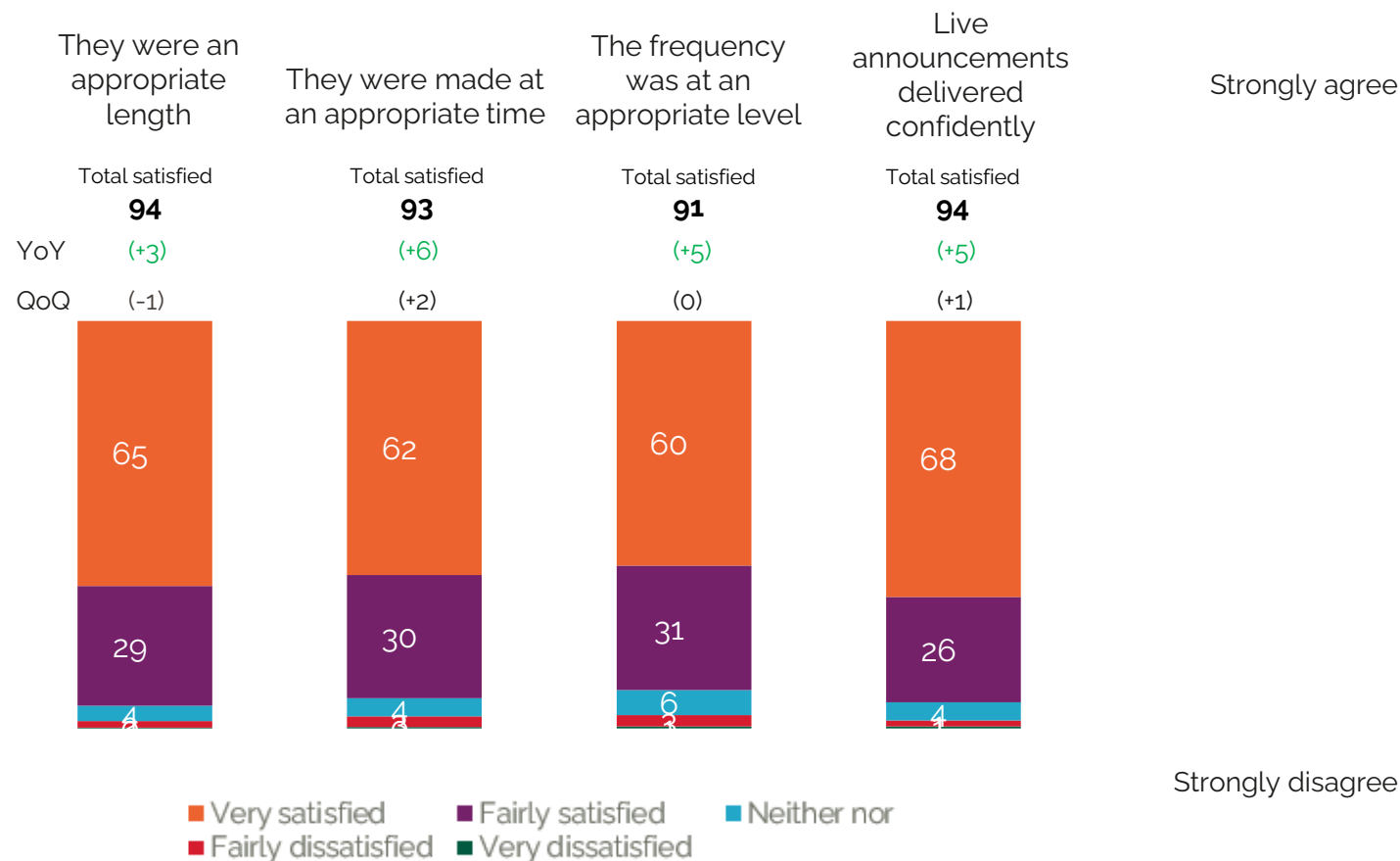
Satisfaction of information channels when on board the train – trended (%) (Top 5)



# Satisfaction and ratings of announcements on board the train (1/3)

Given announcements are a core channel when on board the train, it is positive that at an overall level satisfaction with announcements is high and has improved on the same period a year ago. In particular, announcements are seen as useful, and keep customers informed at the right time.

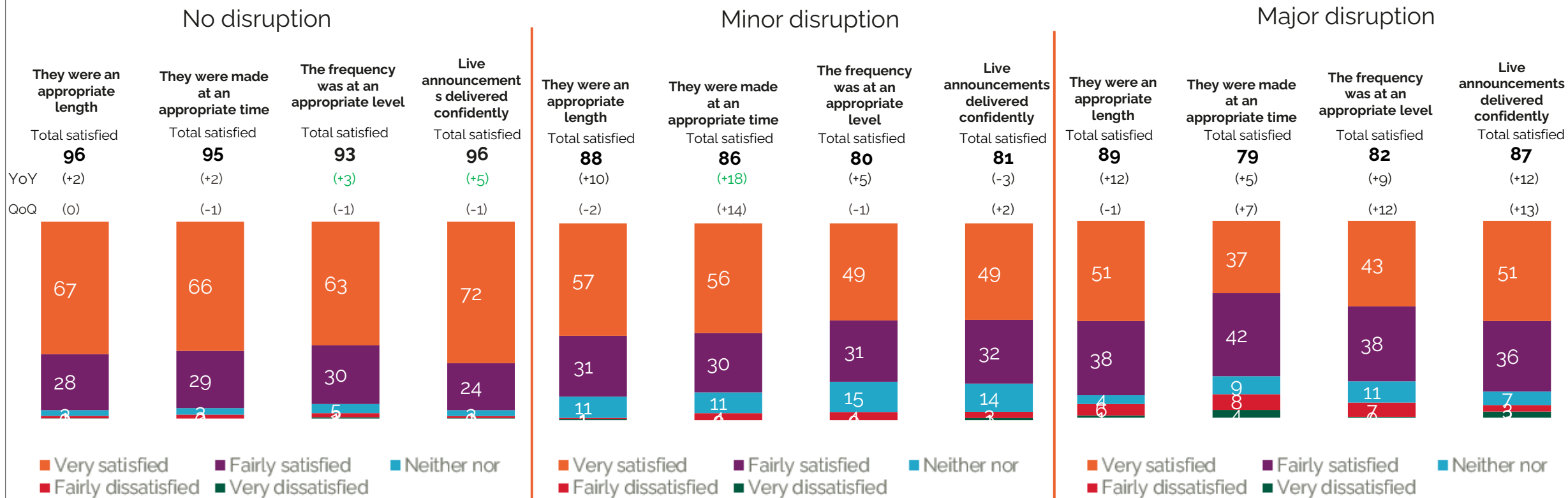
## Announcements on board the train (%)



# Satisfaction and ratings of announcements on board the train (2/3)

Across customer type, the non-disrupted are most satisfied with announcements, with improvements in ratings on frequency and delivery. For the minor disrupted, the timing of delivery has significantly improved, which is key given this was formerly an under-performing metric. For the major disrupted, ratings are moving in the right direction, but changes are not significantly different to previous.

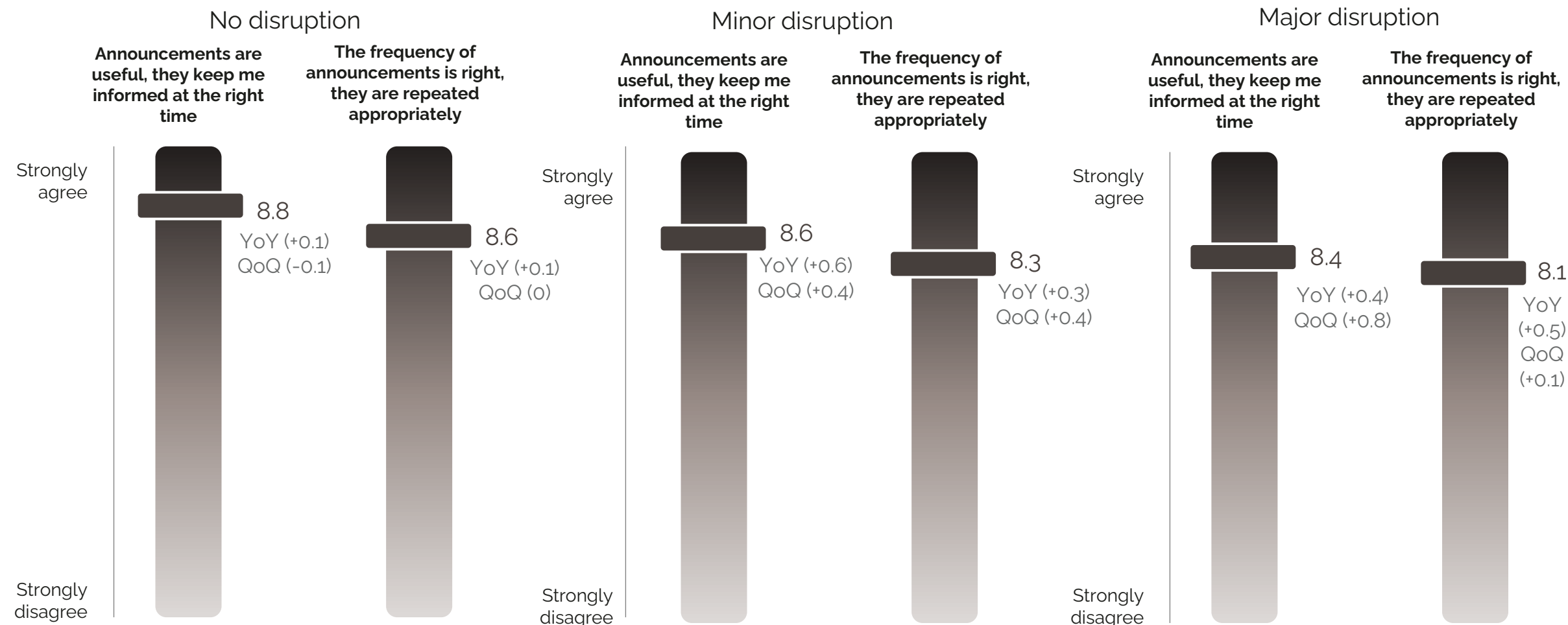
## Announcements on board the train (%)



# Satisfaction and ratings of announcements on board the train (3/3)

Announcements are meeting the majority of all customer types' expectations. For those experiencing a major disruption, usefulness and timing could be improved slightly to ensure customers are kept informed with relevant information as things progress during their disruption.

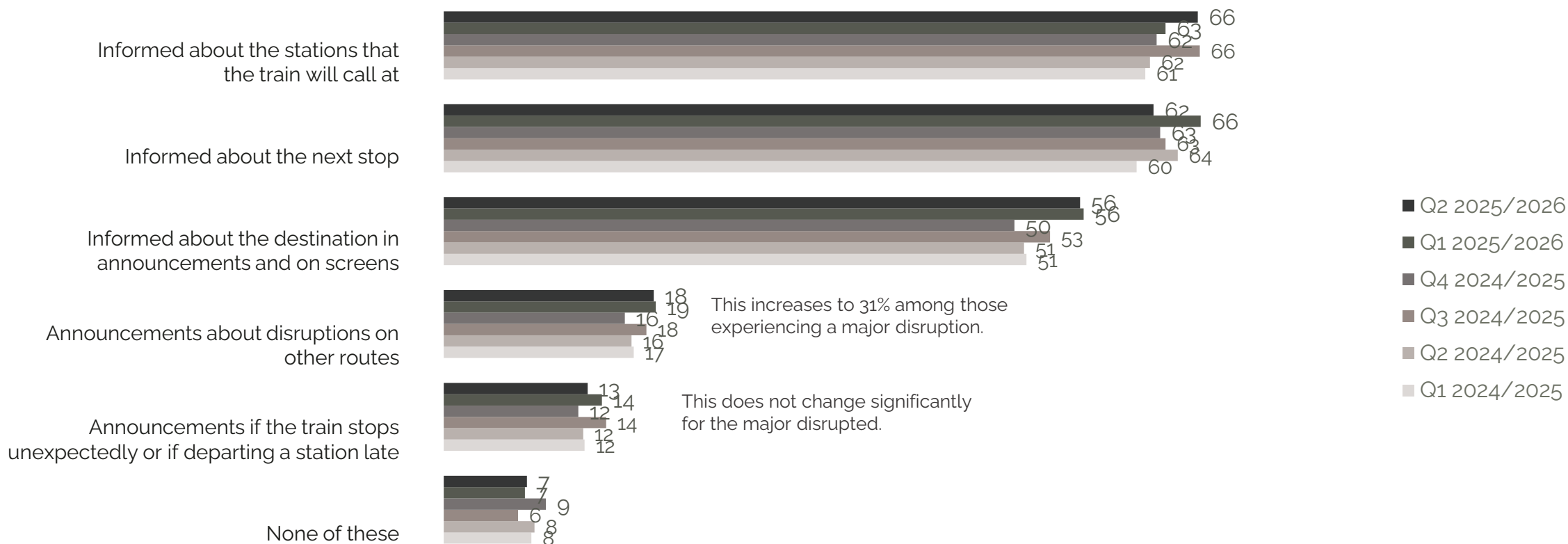
## Announcements on board the train (%)



# Type of information provided on board the train

Information about where the train will stop is the main piece of information delivered to customers, followed by the next stop. Disruption information is more limited since it happens less frequently amongst all customers, nevertheless there is room to improve with just 31% of the major disrupted receiving information on disrupted routes or about unexpected stops or late departures.

Information provided when on board the train (%)





# At destination/ interchange

**Rail Delivery Group**

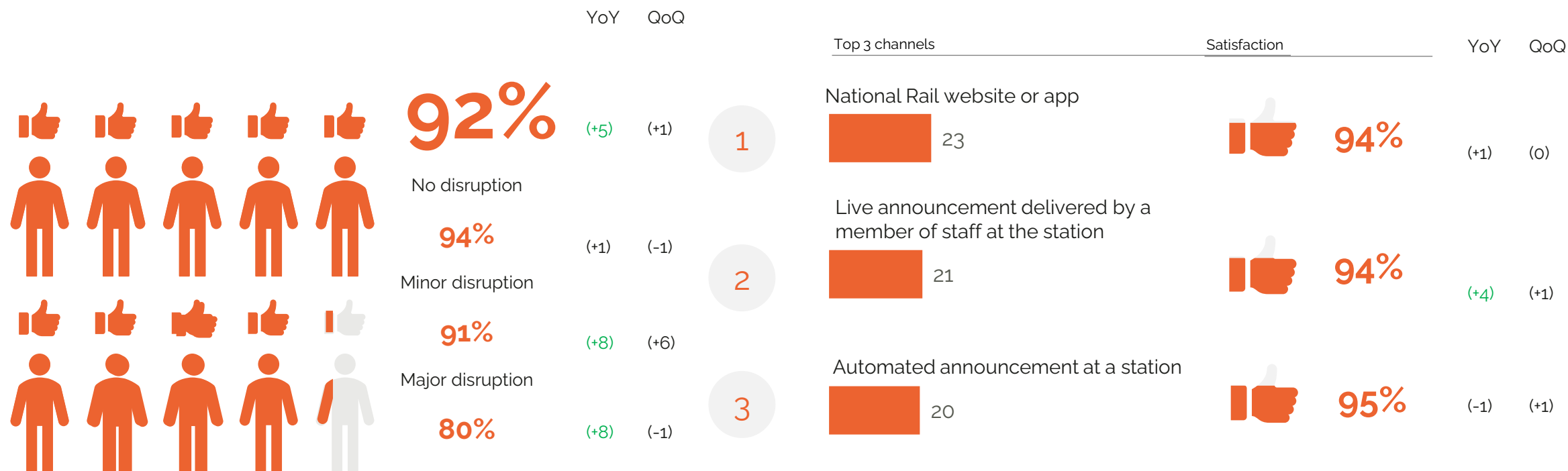


# At destination/interchange station – Key satisfaction metrics

At the destination/interchange station, 92% of customers are satisfied with the information received. This has significantly increased compared to last year (+5% pts) and is driven by improvements among disrupted customers. Customers are most likely to use NR website or app, and live or automated announcements – all of which perform very highly.

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

Top 3 channels used and their satisfaction (%):

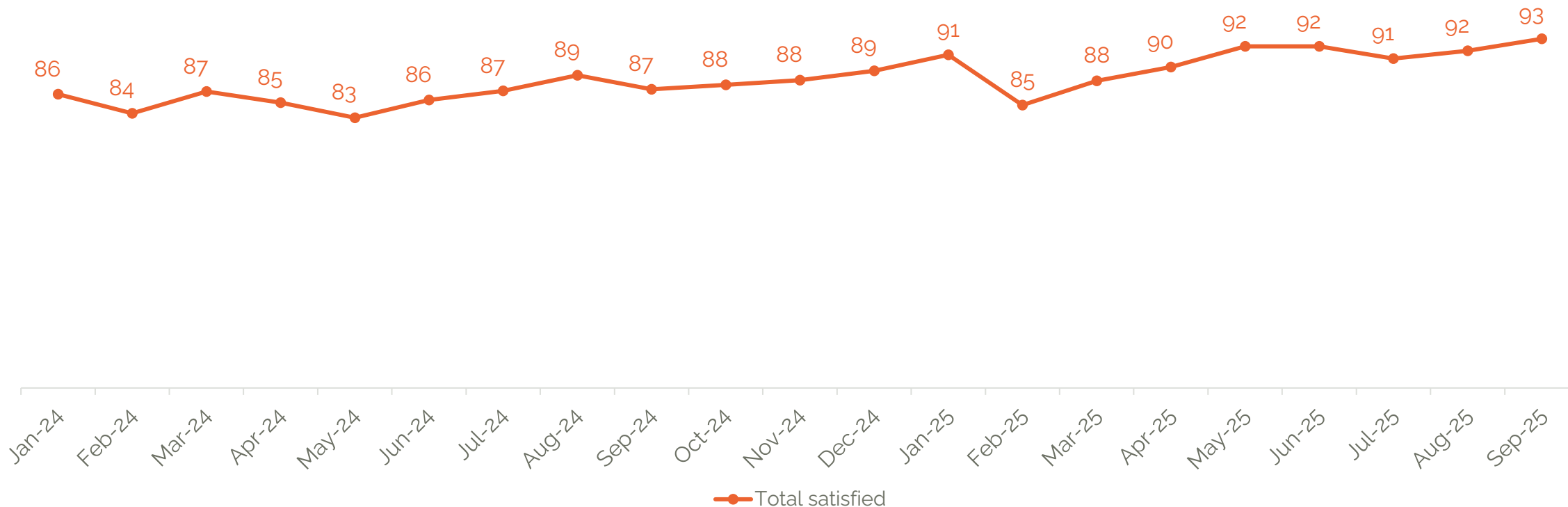


Overall, how satisfied were you with the information provided about your rail journey when at the intermediary and/or destination station? Jul-Sep 25 (2356) Which of the following information channels did you utilise when at the intermediary or destination station? How satisfied were you with the information that was provided on the channels you used when at the intermediary and destination station? (excl DK) Jul-Sep 25 (2356) Following your rail journey, were you provided with any of the following information...? Jul-Sep 25 (2356)

# Overall satisfaction with information provided when at destination/interchange station

After the dip in satisfaction in February, ratings of information provision at this stage have steadily increased to a peak of 93%. This highlights that information remains strong and is building upon already positive scores.

Overall satisfaction with information provided when at destination/interchange station – trended (%)

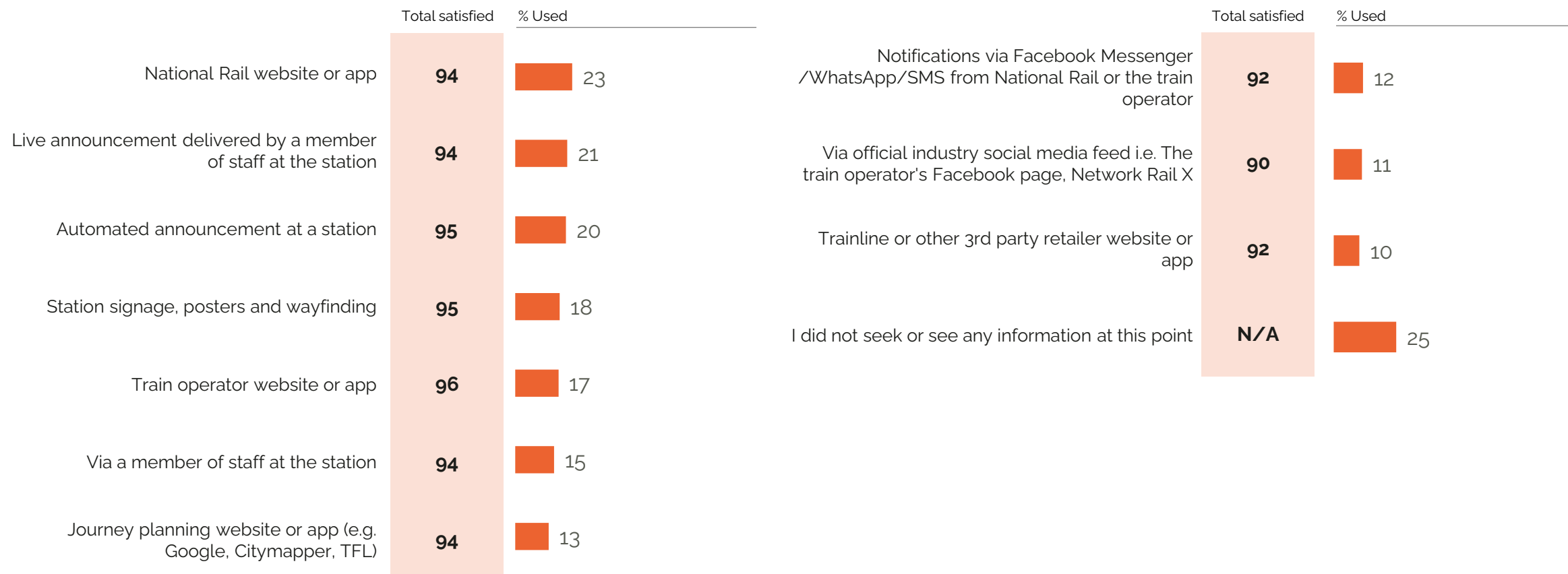


Overall, how satisfied were you with the information provided about your rail journey when at the intermediary and/or destination station? (excl DK)  
Jan'24/Feb'24/Mar'24/Apr'24/May'24/Jun'24/Jul'24/Aug'24/Sep'24/Oct'24/Nov'24/Dec'24/Jan'25/Feb'25/Mar'25/Apr'25/May'25/Jun'25/Jul'25/Aug'25/Sep'25  
(754/761/749/752/750/772/752/748/768/764/729/760/770/766/755/764/756/747/760/756/774/777/789/779/782/785/789)

# Information channels used and their satisfaction

3 in 4 are seeking information at this point in the journey. Customers typically use a mix of channels at this point, and all of these are perceived very positively.

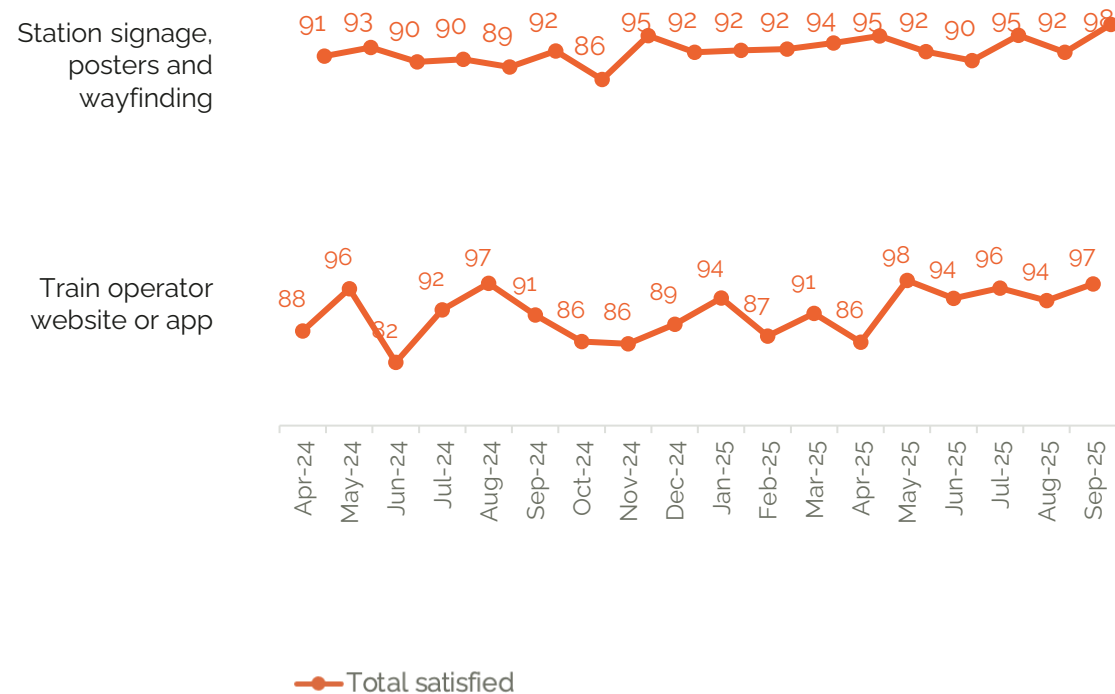
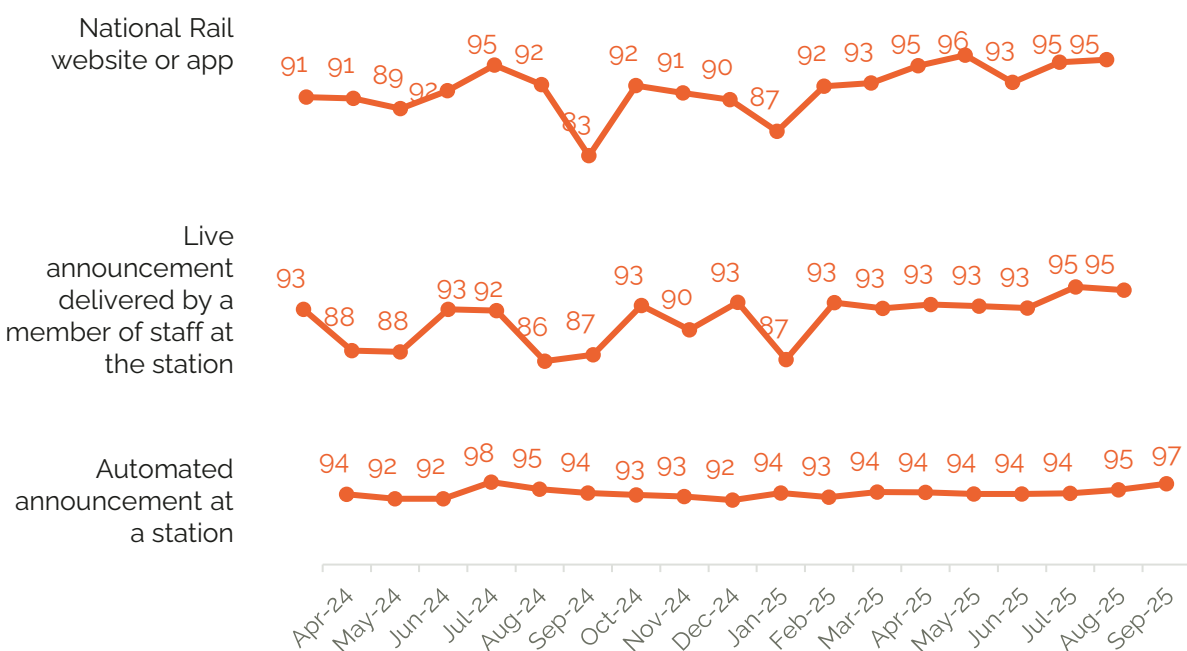
Information channels used and satisfaction with each when at destination/interchange station (%)



# Satisfaction with information channels

The majority of channels continue to achieve high levels of satisfaction. Compared to the same period last year, live announcements have consistently performed well, whereas last August saw a dip in scores due to disruptions affecting customers who relied on this channel. The recent stability in satisfaction scores at an overall level highlights how the channel has become more effective at catering to diverse information needs.

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





# After journey

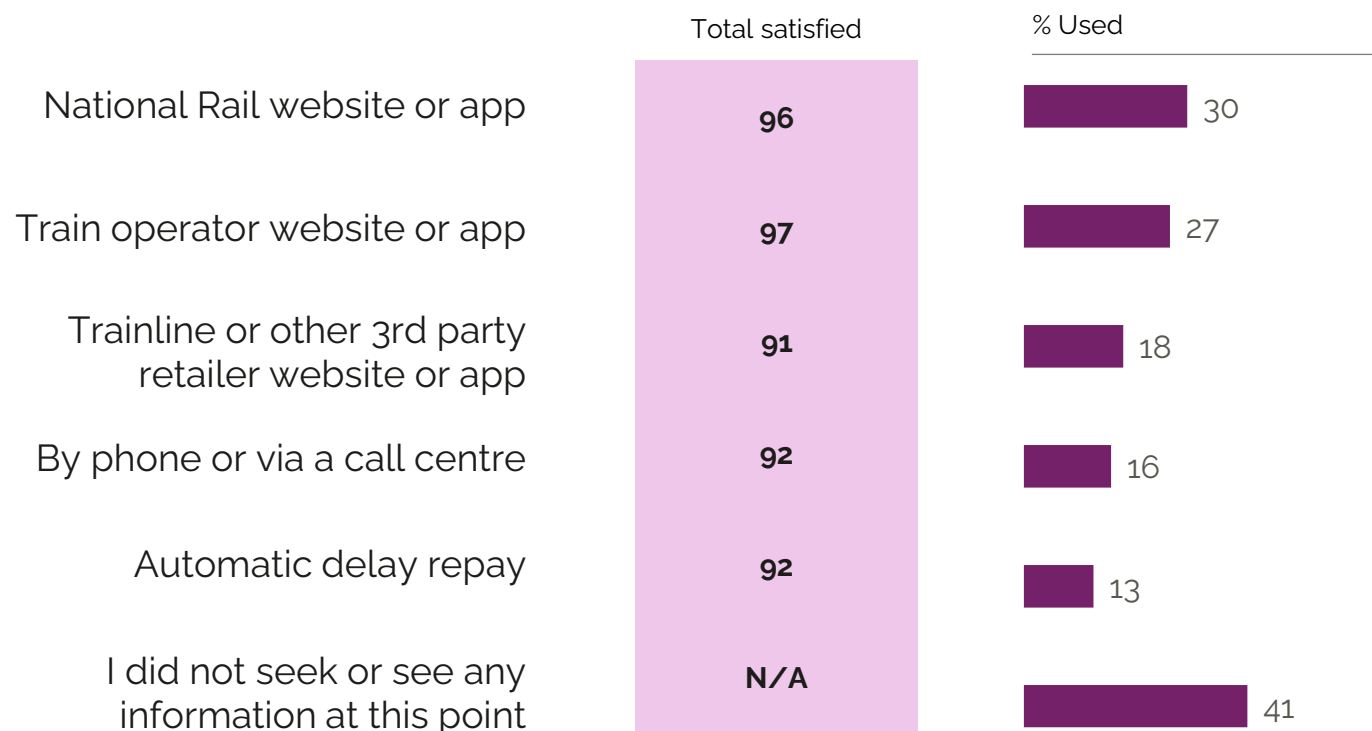
**Rail Delivery Group**



# Information channels used and their satisfaction

2 in 5 customers do not seek or come across information about their trip after this has concluded – consistent with former quarters. For those who do seek information, the most used channels are the National Rail or Train operator website or app. Customers are very satisfied with the information channels at this point in the journey.

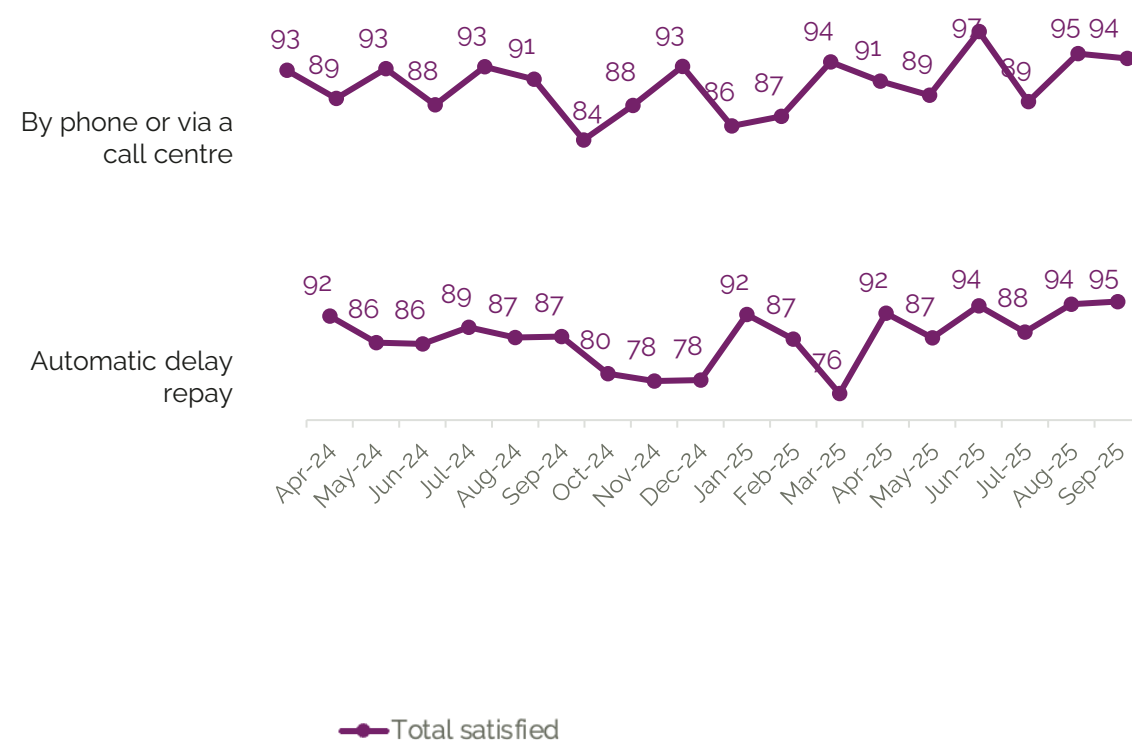
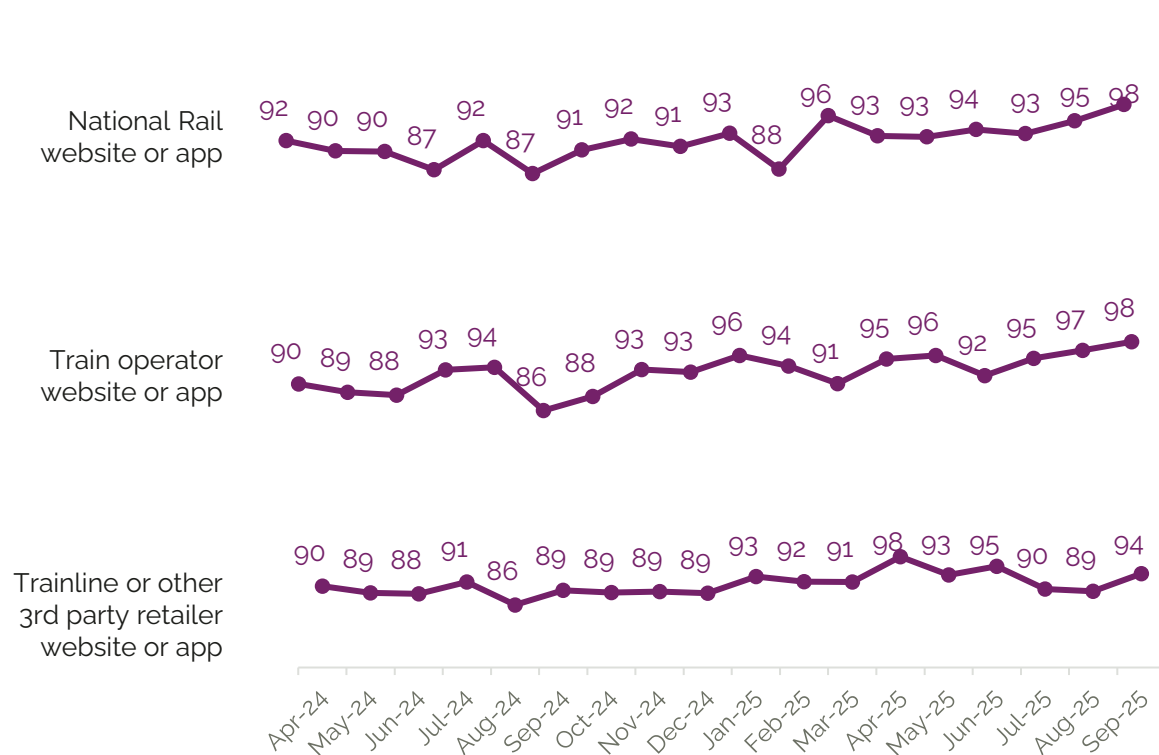
Information channels used and satisfaction with each after the journey (%)



# Satisfaction with information channels

Generally, customers are satisfied with the information channels after the journey has finished. Since the significant declines observed for automatic delay repay early in 2025, information via this channel has improved and has remained relatively consistent over the last 6 months.

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



How satisfied were you with the information that was provided on the channels you used after you had completed the journey? (excl DK) Jul 25/Aug 25/Sep 25 - National Rail website or app (250/258/262), Train operator website or app (218/243/232), Trainline or 3<sup>rd</sup> party retailer website (147/161/140), By phone or via a call centre (145/144/126), Automatic delay repay (107/106/96).



# Experience with disruptions

**Rail Delivery Group**

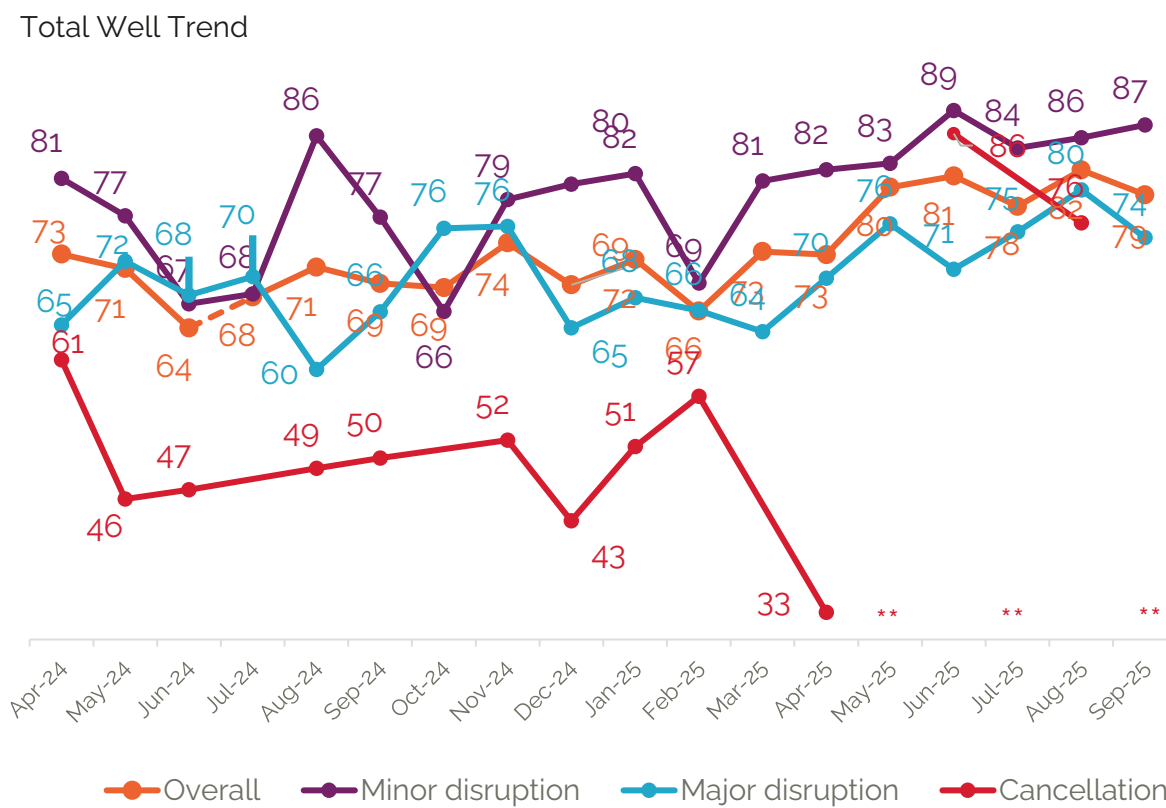
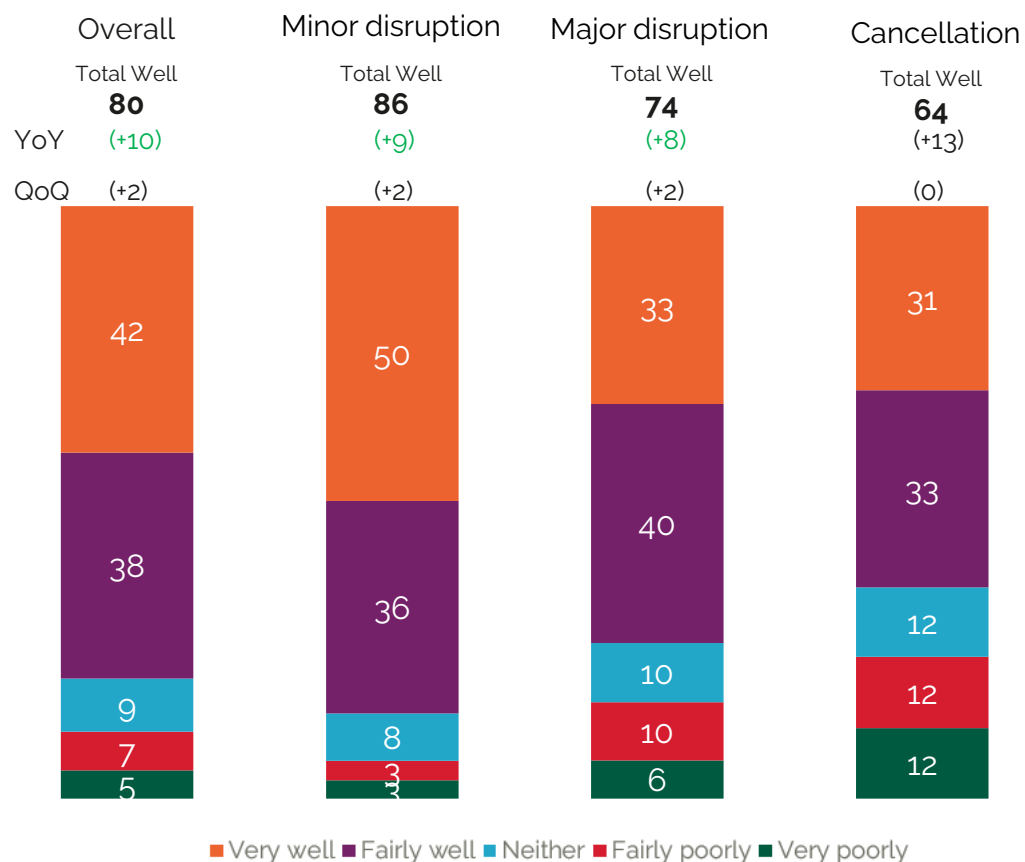
 National Rail



# Overall rating of information provided about the delay (1/2)

Overall, 4 in 5 customers believed that the TOC had kept them fairly or well informed about the delay which is significantly higher than last year. With fewer cancelled passengers this quarter, the upward trend is being driven by those who experience a delay to their journey. Cancelled passengers show some movement, but no significant changes this quarter due to the low base size.

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



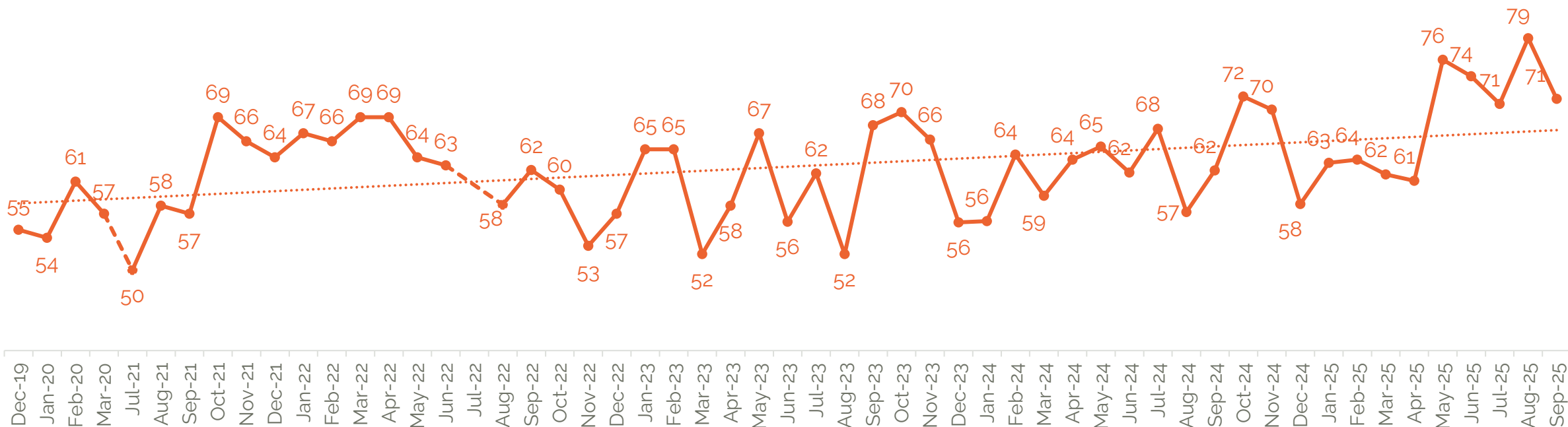
64 Overall, how well do you think the train company kept you informed about the delay or cancellation? (excl DK) Jul-Sep'25 (846/437/409/82) Jul 25/Aug 25/Sep 25 - Overall (287/279/280); Disruption: Minor (151/139/147), Major (109/106/112), Cancellation (27/34/21) \*\*Refers to where the base is below 30 and too low to show.

# Overall rating of information provided about the delay (2/2)

Focusing solely on cancelled and majorly disrupted customers, figures are broadly in line what was reported last quarter. Figures are driven more so by delayed customers than cancelled, who are generally rating information more positively than a year ago. Interesting to note that a year ago was still amidst the strike period which will have likely impacted results.

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

Total Well Trend



# Overall rating of information provided about the delay

The TOCs generally perform well on information provision during a delay. The top performing TOCs on information provision during a delay are Gatwick Express, LNER and Great Northern, although all have low base sizes.

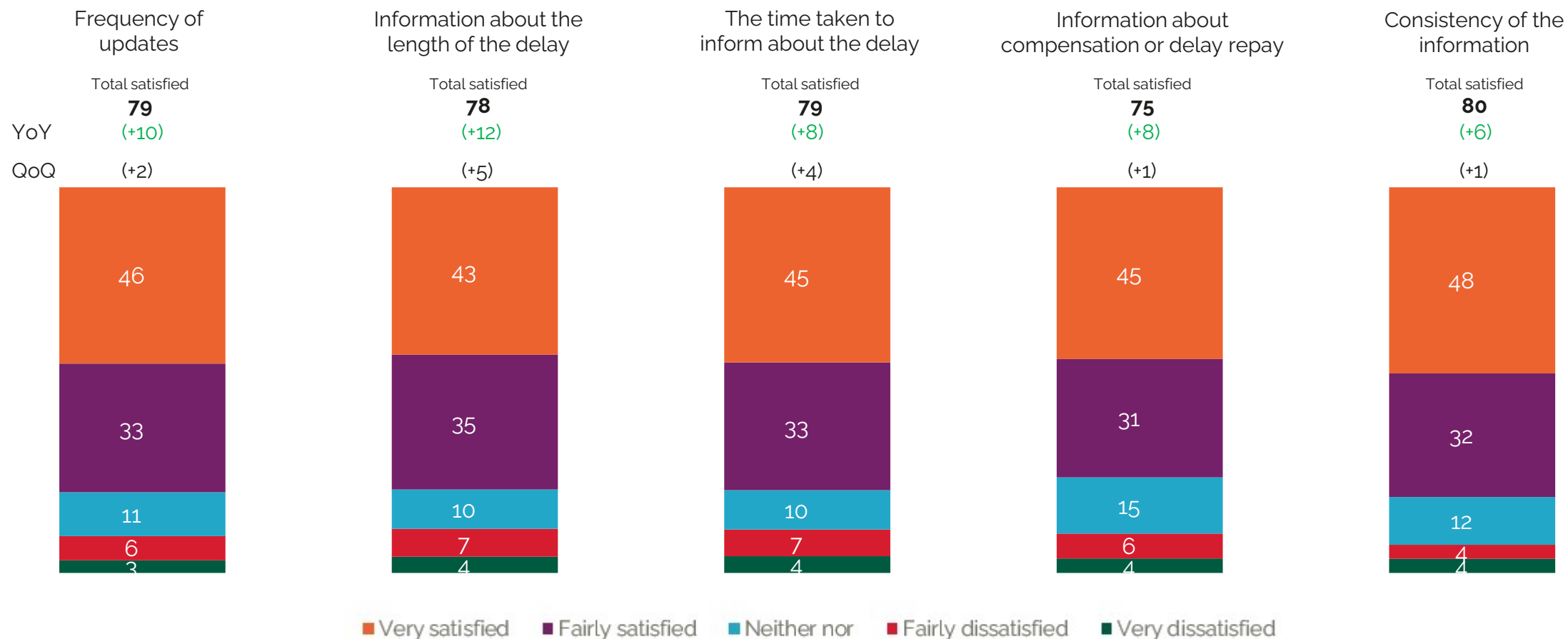
Overall rating with information provided about delay by disruption (%) with YoY change

	Total Well	Share of disruption type %				Total Well	Share of disruption type %				Total Well	Share of disruption type %		
		Minor	Major	None			Minor	Major	None			Minor	Major	None
AVANTI WEST COAST	**	12 (-4)	17 (-8)	71 (+12)	Great Northern	*88 (-6)	26 (+2)	16 (-2)	58 (0)	NORTHERN	*70 (-14*)	16 (+3)	12 (-7)	72 (+4)
c2c	*80 (-5)	16 (+1)	14 (-8)	70 (+7)	GWR	*77 (-5)	11 (-6)	19 (0)	70 (+6)	ScotRail SCOTLAND'S RAILWAY	**	13 (+4)	8 (-2)	79 (-2)
Chilternrailways by arriva	**	15 (-4)	19 (+1)	67 (+3)	Heathrow Express	**	15 (**)	14 (**)	71 (**)	southeastern	*84 (+1)	17 (-4)	14 (-1)	69 (+6)
crosscountry by arriva	*71 (-9)	16 (-5)	23 (-5)	61 (+9)	HullTrains Your local link to London	**	24 (**)	26 (**)	50 (**)	SOUTHERN	*82 (-7)	17 (+1)	13 (-10)	70 (+8)
EMR	*85 (-4)	23 (+11)	11 (-8)	66 (-3)	LNER LONDON NORTH EASTERN RAILWAY	**	13 (-7)	13 (-10)	74 (+16)	South Western Railway	*76 (-7)	4 (-8)	24 (+5)	72 (+3)
ELIZABETH LINE	*85 (-4)	24 (-4)	14 (+1)	62 (+3)	London Northwestern Railway	*88 (+7)	22 (0)	21 (-9)	57 (+9)	ThamesLink	*83 (-1)	13 (-8)	17 (-3)	71 (+11)
GX GATWICK EXPRESS	*91 (-2)	31 (+20)	21 (+1)	48 (-21)	OVERGROUND	77 (-14*)	31 (-1)	17 (+3)	53 (-2)	TRANSPENNINE EXPRESS	*75 (-12*)	17 (+2)	15 (-3)	68 (+1)
GRAND CENTRAL by arriva	**	20 (-1*)	25 (-4*)	56 (+4*)	lumo	**	Base size too low			TRAFNIDIAETH CYMRU TRANSPORT FOR WALES	**	13 (-4)	9 (+2)	78 (+5)
greateranglia	*81 (-5)	24 (+7)	15 (-10)	61 (+4)	Merseyrail	**	14 (+8)	10 (+5)	76 (-12)	West Midlands Railway	**	14 (-7)	14 (+2)	72 (+5)

# Overall satisfaction with aspects of information provided during the delay (1/4)

Overall, between 75-80% are satisfied with aspects of the delay information they receive, and all measures have increased significantly since last year. The information on length of delay has seen the most significant improvements, followed by frequency (which is typically noted as a desired improvement).

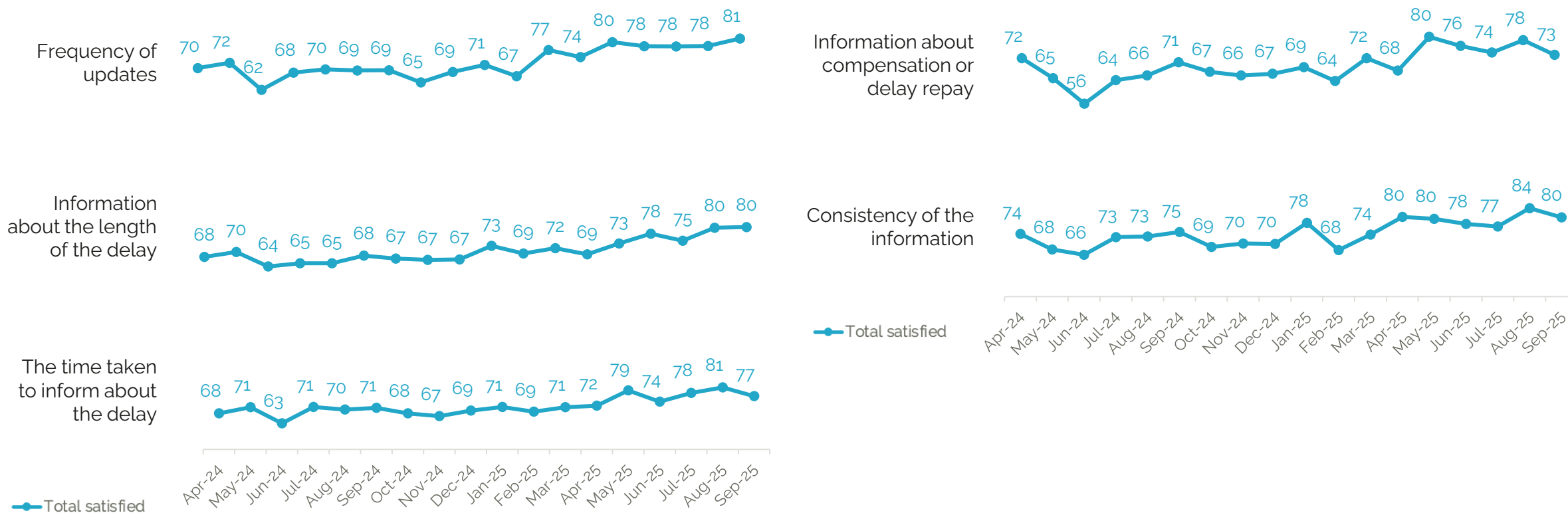
Overall satisfaction with aspects of information provided during the delay (%)



# Overall satisfaction with aspects of information provided during the delay (2/4)

Trended data over time highlights the improvement in ratings for all measures this quarter compared to a year ago. Overall, this highlights that customers are more satisfied with how the information is being delivered and overall satisfaction has steadily increased each quarter.

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

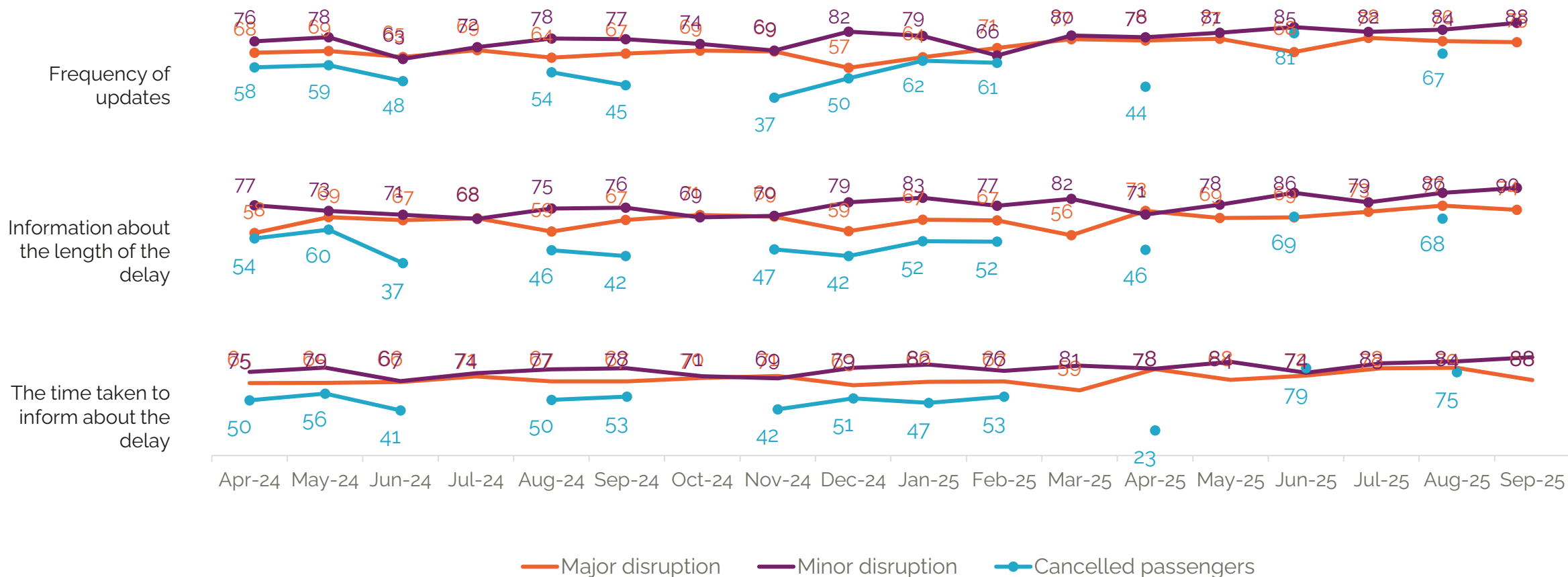


How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK)  
 Jul-Sep 25–Frequency of updates (287/276/280), Length of delay (289/278/280), Time taken (286/280/279), Compensation (282/273/275), Consistency (285/279/279)

# Overall satisfaction with aspects of information provided during the delay (3/4)

Satisfaction across all three measures is highest amongst those who were minorly disrupted. Satisfaction with frequency of updates is generally rated lowest among cancelled customers (caution of low base sizes), while the major disrupted are generally more satisfied with the information provided during a delay.

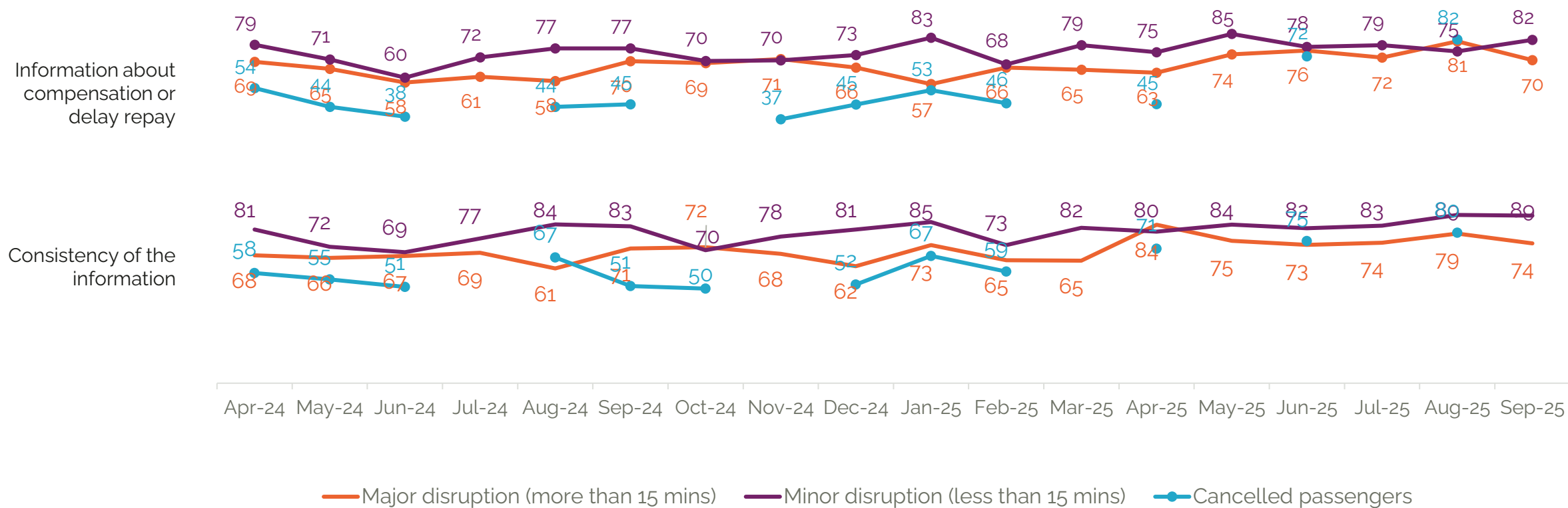
Overall satisfaction with aspects of information provided during the delay – trended (%)



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

Consistency of information is better than formerly for the major disrupted, however there is still some way to go to match the likes of the minor disrupted where nearly all respondents are satisfied.

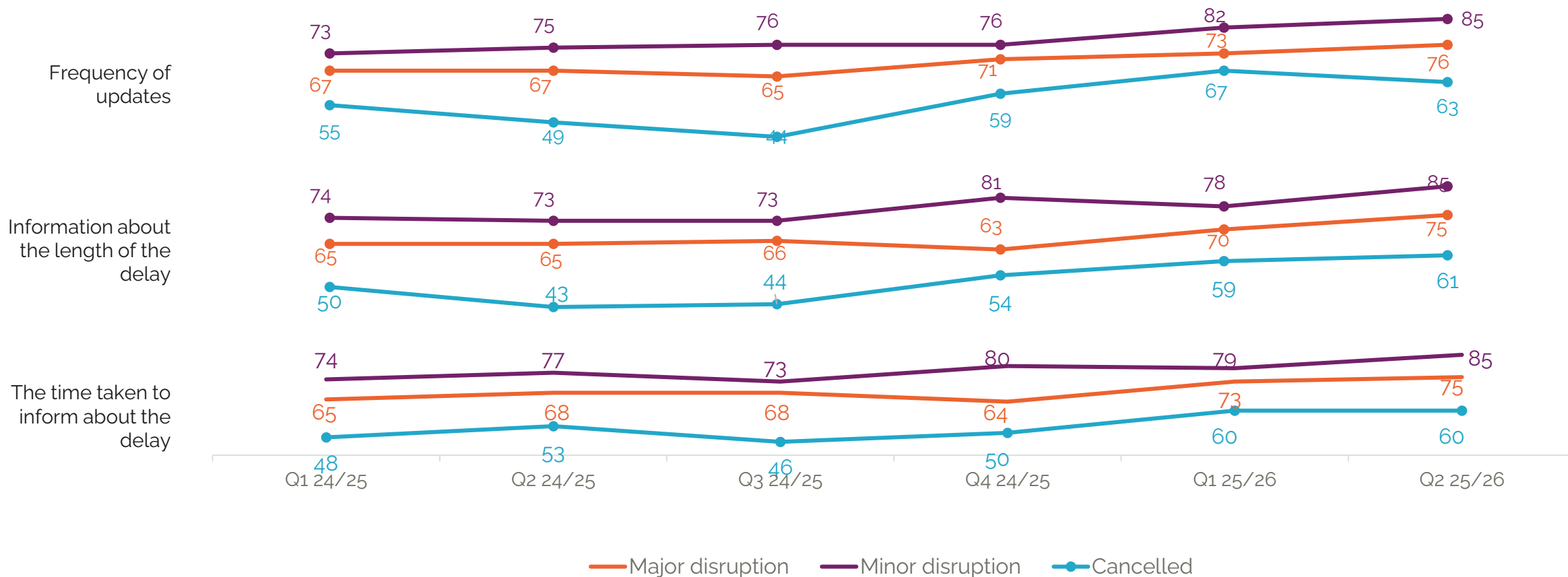
Overall satisfaction with aspects of information provided during the delay – trended (%)



# Overall satisfaction with aspects of information provided during the delay (3/4)

Information for cancelled passengers has significantly improved on length of delay compared to this time last year whilst other metrics have also seen large improvements compared to a year ago.

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

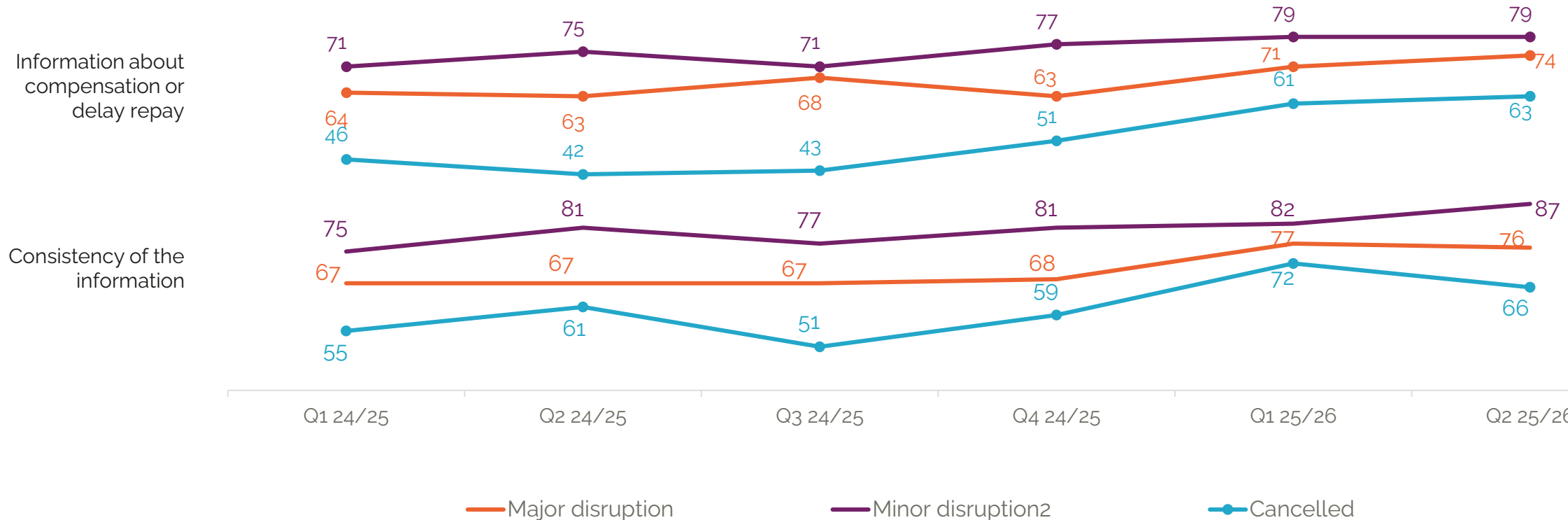


# Overall satisfaction with aspects of information provided during the delay (4/4)

Satisfaction with delay repay information has significantly improved for cancelled passengers compared to a year ago this may be as a result of more cancelled passengers using Delay Repay this quarter.

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

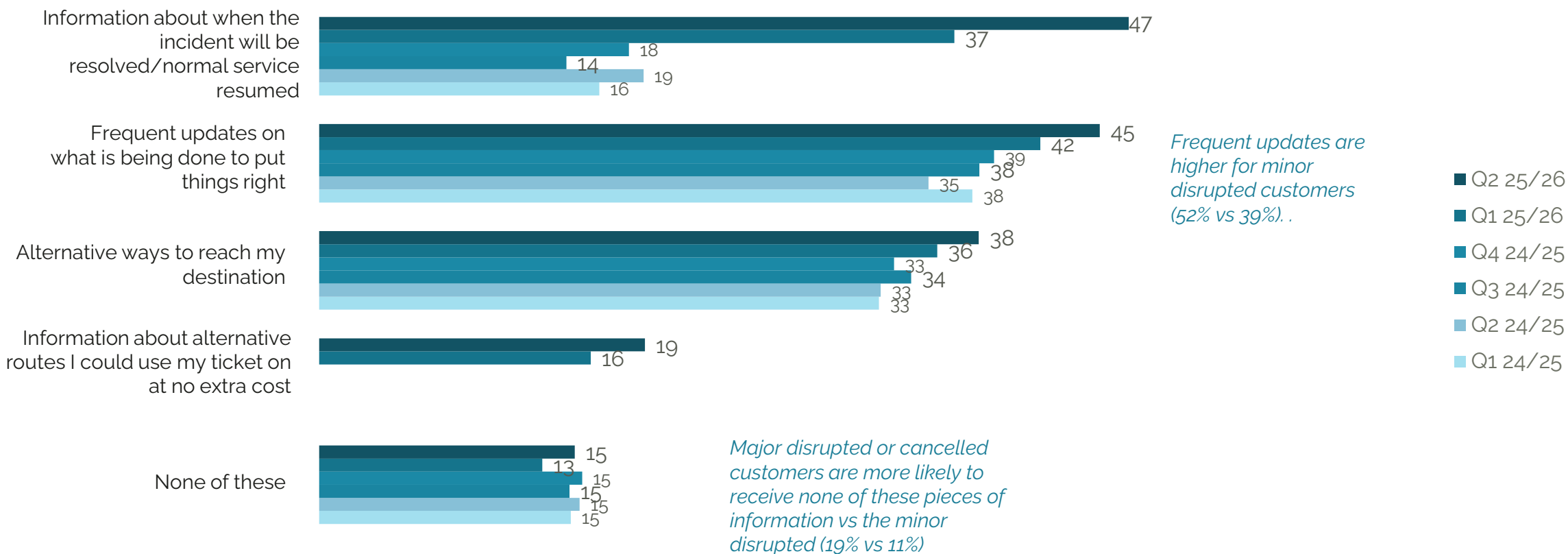
Number of cancelled passengers using 'Delay Repay' has increased significantly by 15% compared to this time last year



# Provision of information during disruption

Information about when the normal service will be resumed is the main type of information given, followed by frequent updates on what is being done to put it right. Information provision for majorly disrupted customers is not as high.

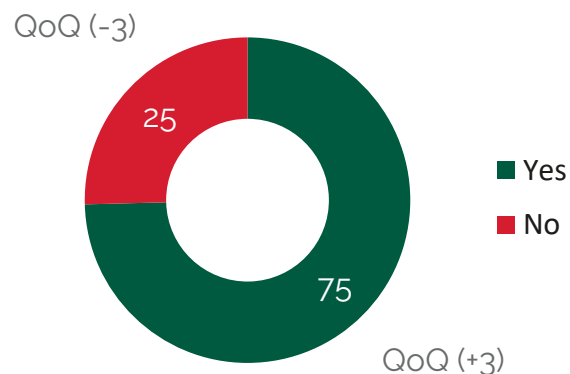
Type of information provision during the disruption (%)



# Information given on reason for delay

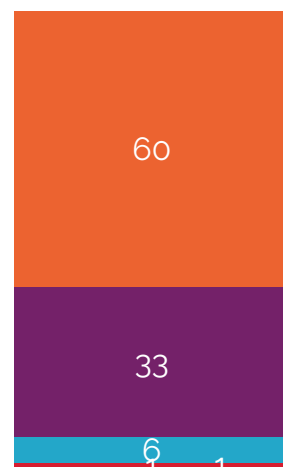
3 in 4 customers were informed about the reason for their delay. Clarity and trustworthiness of the information was rated very highly with usefulness being rated a little lower but still being seen as useful by over 4 in 5 passengers.

Informed about reason for delay (% yes)



Trust the information provided? (%)

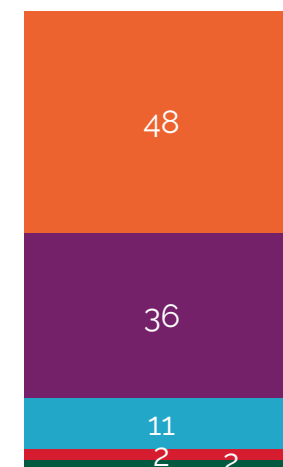
Total Trust  
**93**  
QoQ (+1)



- I trusted it a lot
- I trusted it a little
- Neither nor
- I didn't trust it much
- I didn't trust it at all

Usefulness of information provided (%)

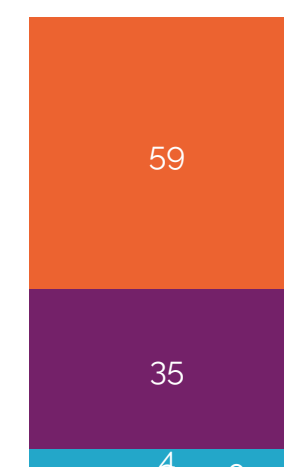
Total Useful  
**84**  
QoQ (+1)



- Not at all useful
- A little useful
- Somewhat useful
- Very useful
- Extremely useful

Clarity of information provided (%)

Total Clear  
**94**  
QoQ (+1)

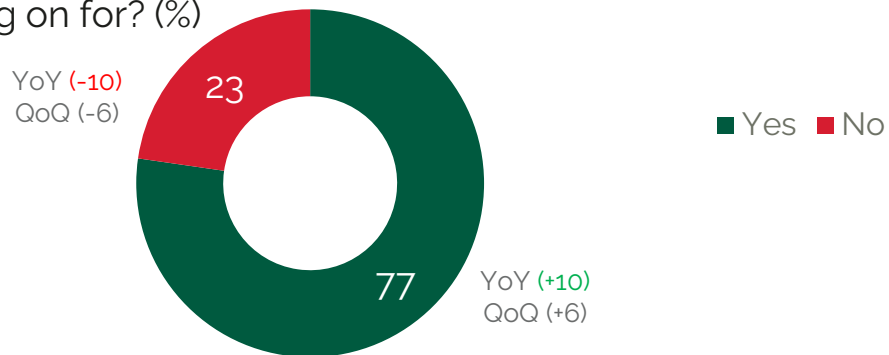


- Very clear
- Clear
- Neither clear nor unclear
- Unclear
- Very unclear

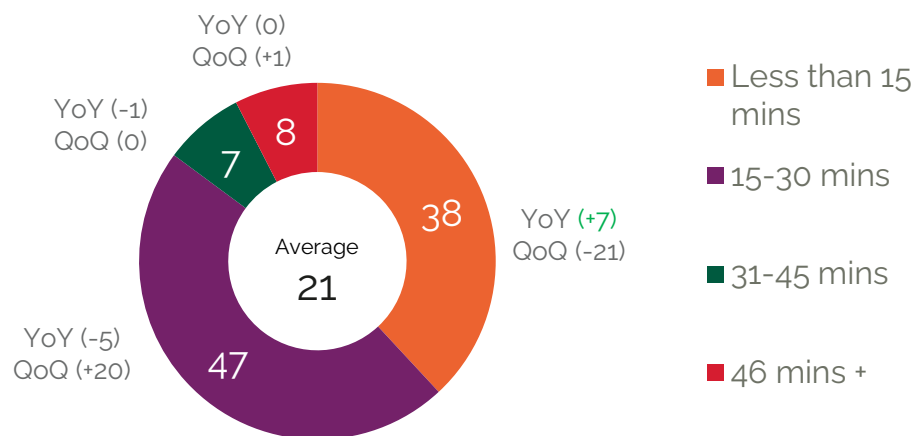
# Delay length

About 3 in 4 disrupted customers were given an estimate for the length of their delay, and for most customers, the delay was 30 minutes or less, with an average of 21 minutes – collectively this shows positive improvements across the industry in wait time during a delay. The wait time among leisure customers was not an on-going trend, with all customer types sharing a similarly late arrival time.

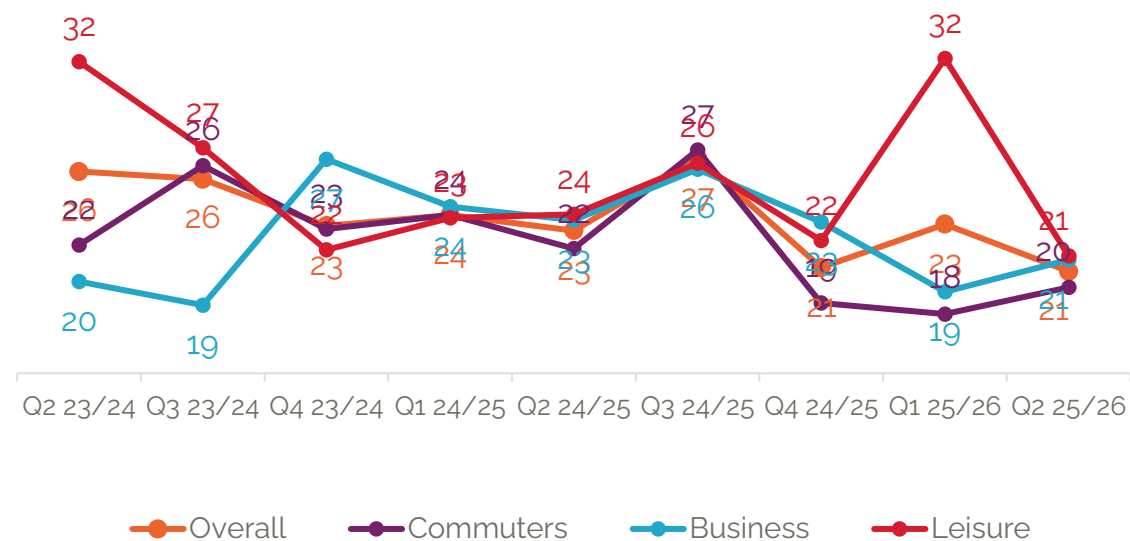
Were you given an estimate for how long the delay will be going on for? (%)



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



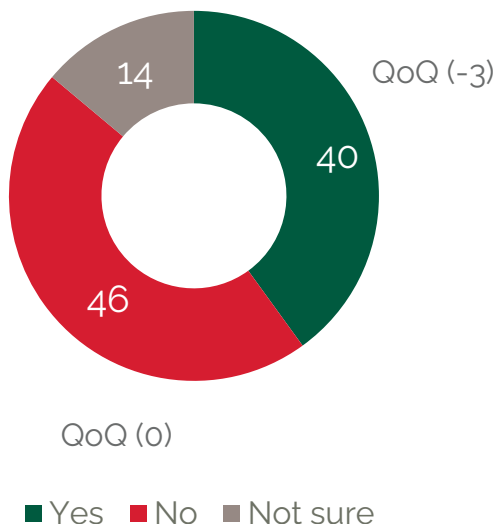
How late was the arrival to the destination station trend? (average in minutes)



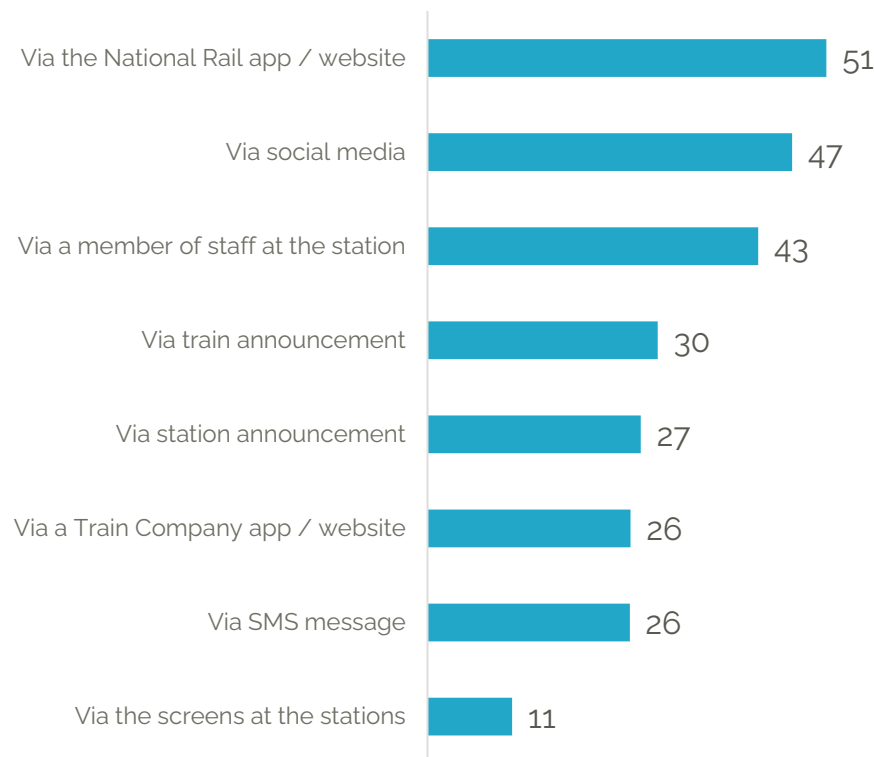
# Validity of ticket with alternative TOCs when disrupted

2 out of 5 customers who experienced major disruption saw information about travelling with alternative TOCs. The majority received this information via the NR app or website, followed by social media. 91% of customers were satisfied with the channel used to receive this information – not too dissimilar to last quarter.

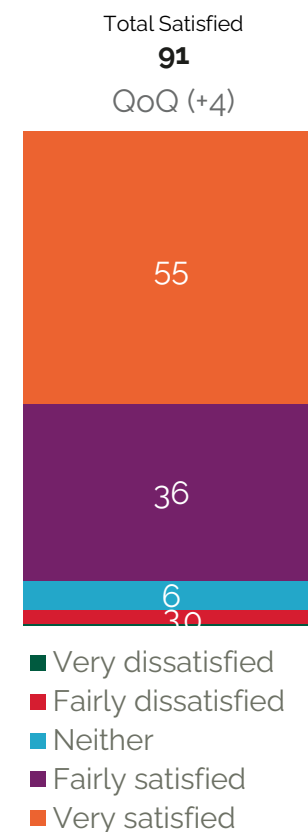
Saw information about ticket being valid with other TOCs during major disruption (%)



How the information was received (%)



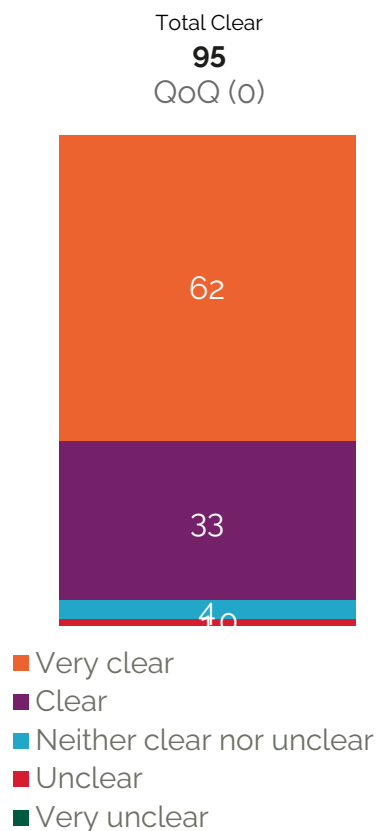
Satisfaction with how information was received (%)



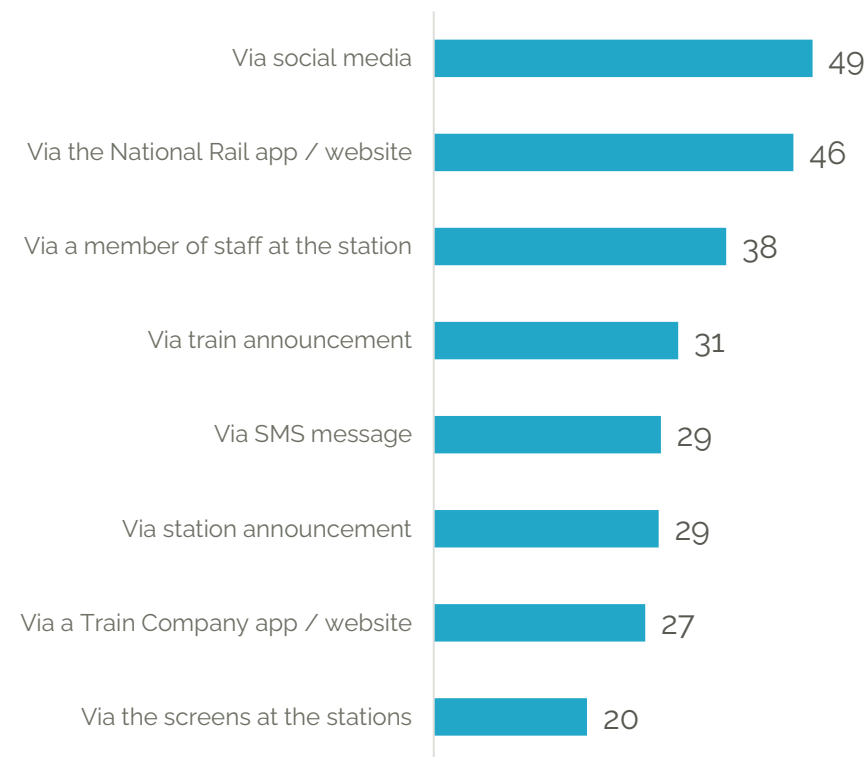
# Validity of ticket with alternative TOCs when disrupted

95% of customers who were disrupted rated the information received around travelling with alternative TOC's as clear. Half of disrupted passengers said in future that they would like to receive this information through social media or the NR app or website, consistent with the channels currently used.

Clarity of information (%)



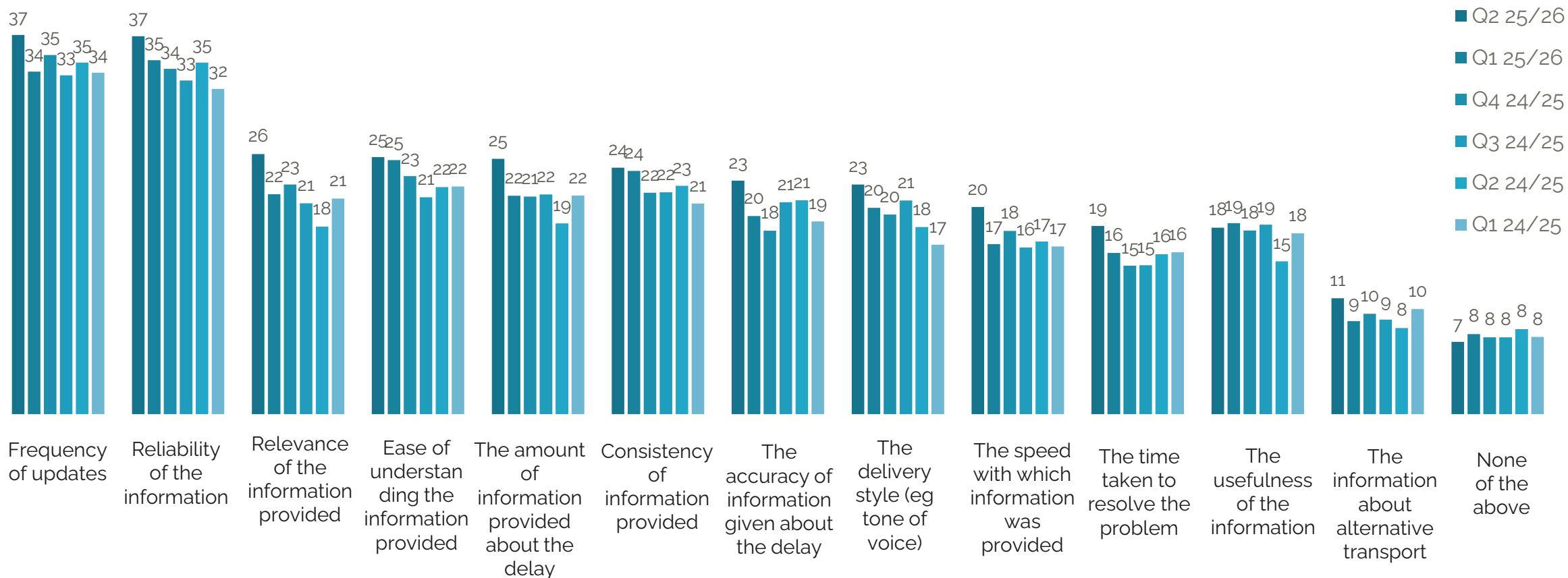
How they would like to receive the information in the future (%)



# Improvements desired for information on disruptions in the future

Frequent and reliable updates remain the top desired information when handling disruptions and cancellations. These are followed by relevance, ease of understanding, and the amount of information.

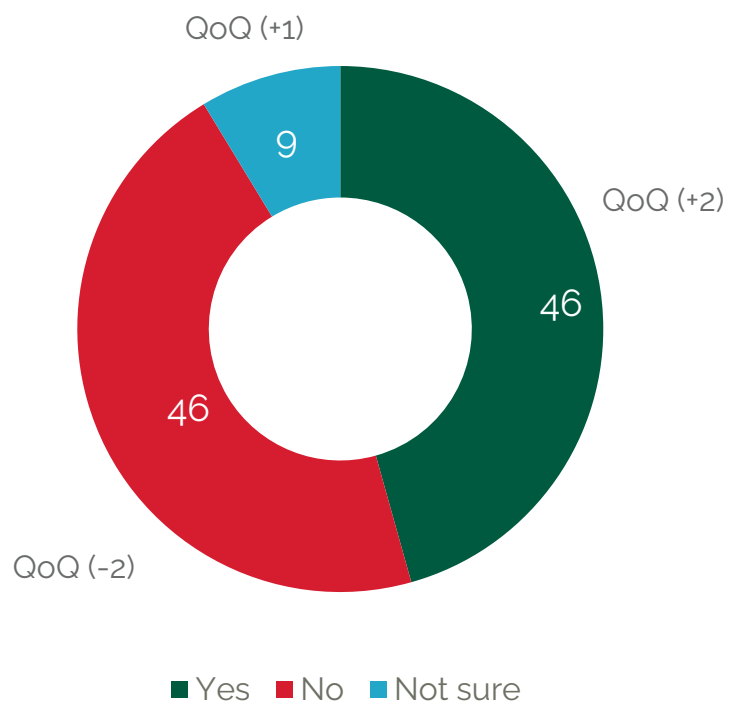
Information improvement desired for future disruptions or cancellations (%)



# Awareness of disruption video

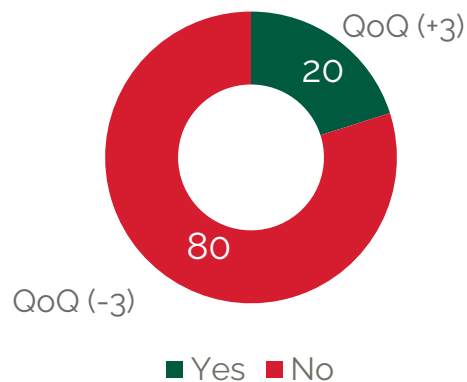
46% of passengers said they were aware of the disruption videos when asked. After being prompted by the video, of those initially unaware, 20% stated they had in fact seen these videos. Of those who initially stated they were aware of the videos, 90% said they had seen this video. After being prompted by the video, a small proportion of respondents (10%) subsequently changed their answer and stated they had not seen this video. Of those who had seen the video before, 76% said they had used it to help them find out about the disruption.

Unprompted awareness (%)

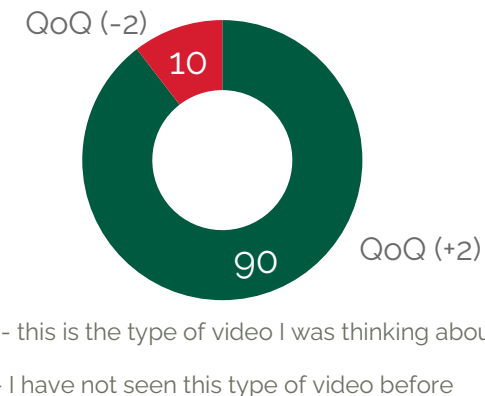


Awareness after seeing the video (%)

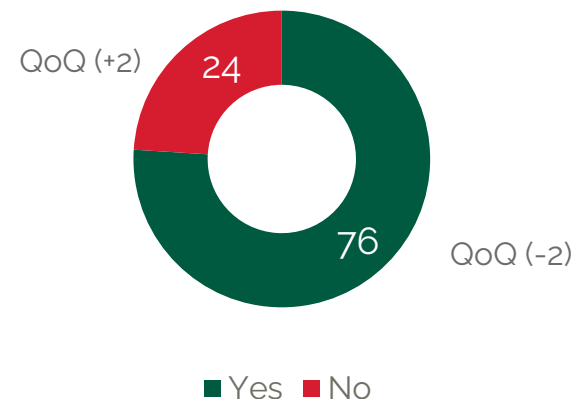
Among those who were unaware unprompted



Among those who were aware unprompted



Usage of video (%) - among those who were aware after seeing video



# Ratings of the video on disruption

Over two thirds of respondents said they would be likely to use and recommend to others to use the disruption video to stay informed about disruptions to their journeys. 90% were satisfied with the information provided in the disruption video and 81% said the video was useful. All figures are in line with last quarter.



How likely are you to consider using a video such as this in the future to find out about disruption? (2571) How likely are you to recommend using a video like this to inform other passengers about service disruption? (2571) Overall, how satisfied are you with the information provided in the videos you have seen previously/just watched? (2515) And overall, how would you rate the usefulness of the information provided in the videos you have seen previously/just watched? ( 2571)

Please note: Last quarters data was only taken from the 9<sup>th</sup> of December



# Appendix

**Rail Delivery Group**



## Best parts of information provision during the journey

Overall, customers appreciate the straightforward and clear information provided by the channels that is up to date and accurate during their journeys, which allows them to navigate with ease and confidence. Customers are given timely information, which is particularly crucial for disrupted customers. Real-time updates are beneficial to customers as it allows them quick access to information to plan the next steps of their journey.

### Best parts of information provision during your journey



Clear instructions made journey stress-free and enjoyable.  
**Major disruption/East Midlands Railway/Business**



The best part was how clear and easy the information was to understand, which made the process stress-free.  
**Minor disruption/Elizabeth line/Commuter**



The best part was the clear and timely updates because they made the journey smoother and less stressful.  
**Major disruption/Southeastern/Leisure**



The best part about the information provided during my train journey was the clear and timely announcements, which kept me informed about upcoming stops and any delays. This helped me feel confident and relaxed, knowing exactly when and where to get off  
**No disruption/Chiltern/Commuter**



The best part of the information provided during the journey was the prompt communication about the smoke and evacuation procedures, which helped ensure passenger safety and reduce panic. Clear, timely updates are crucial in unexpected situations like this  
**Minor disruption/Greater Anglia/Business**



Clear and timely updates—for example, announcements about the next station, expected arrival times, delays, and connections. Why? It helps passengers feel in control and reassured  
**Major disruption/SWR/Business**



It was the clear and regular update on the situation this helped keep me informed about the delay duration and alternate route  
**Major disruption/Grand Central/Commuter**



The real-time journey updates Because it reduced uncertainty and helped with planning  
**Major disruption/Heathrow Express/Commuter**



The information for my journey was provided by email and it received quickly and I could access it quickly on my phone as needed..  
**No disruption/Southern/Leisure**

## Parts of information provision requiring improvement

Improvements considered by customer relate to making sure all information is as in-the-moment as possible to minimise inconvenience. Some ways of doing so are sending alerts to phone or making sure there are staff available for assistance.

### Improvements needed for information provision based on your journey



The information could be improved by providing clearer signage and more staff assistance, especially during service disruptions, to reduce confusion and help passengers navigate more easily..

**No disruption/Chiltern Railways/Business**



Can be improved by sending the info on your phone so you can get it on time before the announcement

**No disruption/Heathrow Express/Business**



The information could be improved by passing information on time to avoid inconvenience.

**Major disruption/Thameslink/Leisure**



It could be improved by giving more frequent updates on delays or platform changes, so passengers can plan better and feel less uncertain

**No disruption/GWR/Leisure**



It could be improved with clearer announcements and more timely updates, especially during delays—so passengers aren't left guessing.

**No disruption/LNWR/Business**



Clearer, more reliable, and inclusive information helps passengers feel reassured, reduces missed connections, and makes the overall journey less stressful. **Major disruption/SWR/Business**



I think the information could be improved by including more details about future service upgrades and disruptions, so travelers like myself can better plan their journeys and avoid unexpected delays.

**No disruption/TfW/Business**



Including more frequent updates and clearer announcements, especially about delays or platform changes, so passengers can adjust their plans quickly and confidently.

**Minor disruption/Elizabeth line/Leisure**



Real-time updates: Providing accurate and timely information about delays, cancellations, and disruptions can help passengers plan their journey better.

**No disruption/Northern/Business**

# Information tailored to their needs

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. This came in a timely manner, which helped give them the impression that the train companies wanted to keep them informed as a priority.

How was information tailored to their needs?

“  
Being clear, timely, and relevant to my specific journey  
**No disruption/Avanti West Coast/Business**

“  
The information felt tailored to my needs because it focused on the key details I cared about, like timings and platform changes, without overwhelming me.  
**No disruption/WMR/Commuter**

“  
It informed me of the next station's ahead of my journey and made me well prepared.  
**No disruption/C2c/Commuter**

“  
The information was tailored to my needs because it focused on the specific routes and stops relevant to my journey, which saved me time and avoided unnecessary details.  
**No disruption/Hull Trains/Leisure**

“  
Providing clear announcements about my specific route and upcoming stops, which helped me stay informed and prepared for my destination without confusion.  
**Minor disruption/Elizabeth line/Leisure**

“  
I felt it gave up to date info of my journey and came at times in my journey when I needed it most  
**No disruption/Chiltern Railways/Leisure**

“  
The train info felt personal. I got live updates for my route, and it was easy to find accessibility options..  
**No disruption/Transpennine Express/Leisure**

“  
The information was tailored by addressing my specific questions and concerns directly and providing options that matched my situation, making it easier for me to understand and act on.  
**Major disruption/Heathrow/Commuter**

“  
Notifications about delays or platform changes specific to my route or tickets  
**Minor disruption/Great Northern/Business**

# Information that was not tailored to their needs

A large proportion of customers did not have anything to note at this question, but among those who did the reason for the information not being tailored was due to the announcements being more generic, particular during times of disruption when tailoring the information is paramount.

How was information not tailored to their needs?

“  
It was generic announcements and displays  
**No disruption/Avanti West Coast/Business**

“  
It didn't really cover connections  
**No disruption/Greater Anglia/Leisure**

“  
Infrequent updates about train arrival  
**Major disruption/LNER/Business**

“  
My direct train had been cancelled, necessitating changing to a slower service at Birmingham, and the same on return. At no time was anything helpful provided to the inconvenienced passengers.  
**Major disruption/CrossCountry/Leisure**

“  
Because it lacked personalized alerts or details about alternative options during disruptions, making it less helpful for planning  
**Major disruption/East Midlands Railway/Business**

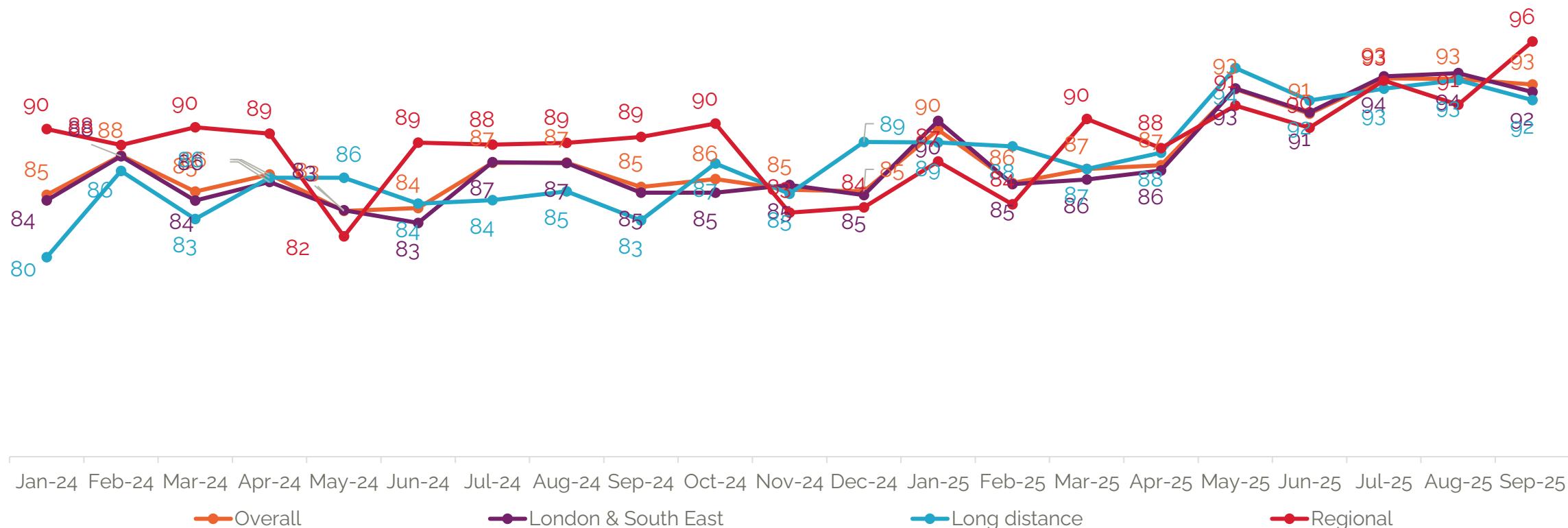
“  
Generic and not personal to me  
**Major disruption/ Gatwick Express/Leisure**

“  
Messages that do not address my specific route or delays affecting my journey.  
**Minor disruption/Great Northern/Leisure**

# Overall satisfaction with information provision

Satisfaction with the information provided are closely aligned across sector, albeit Regional TOCs saw a jump in satisfaction ratings in September 2025.

Overall satisfaction with information provision by TOC sectors (%)



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

Oct/Nov/Dec 23/Jan/Feb/Mar 24/Apr-Jun 24/July'24/Aug'24/Sept'24/Oct'24/Nov'24/Dec'24/Jan'25/Feb'25/Mar'25/Apr 25/May 25/ Jun 25/Jul 25/Aug 25/Sep 25 – Overall

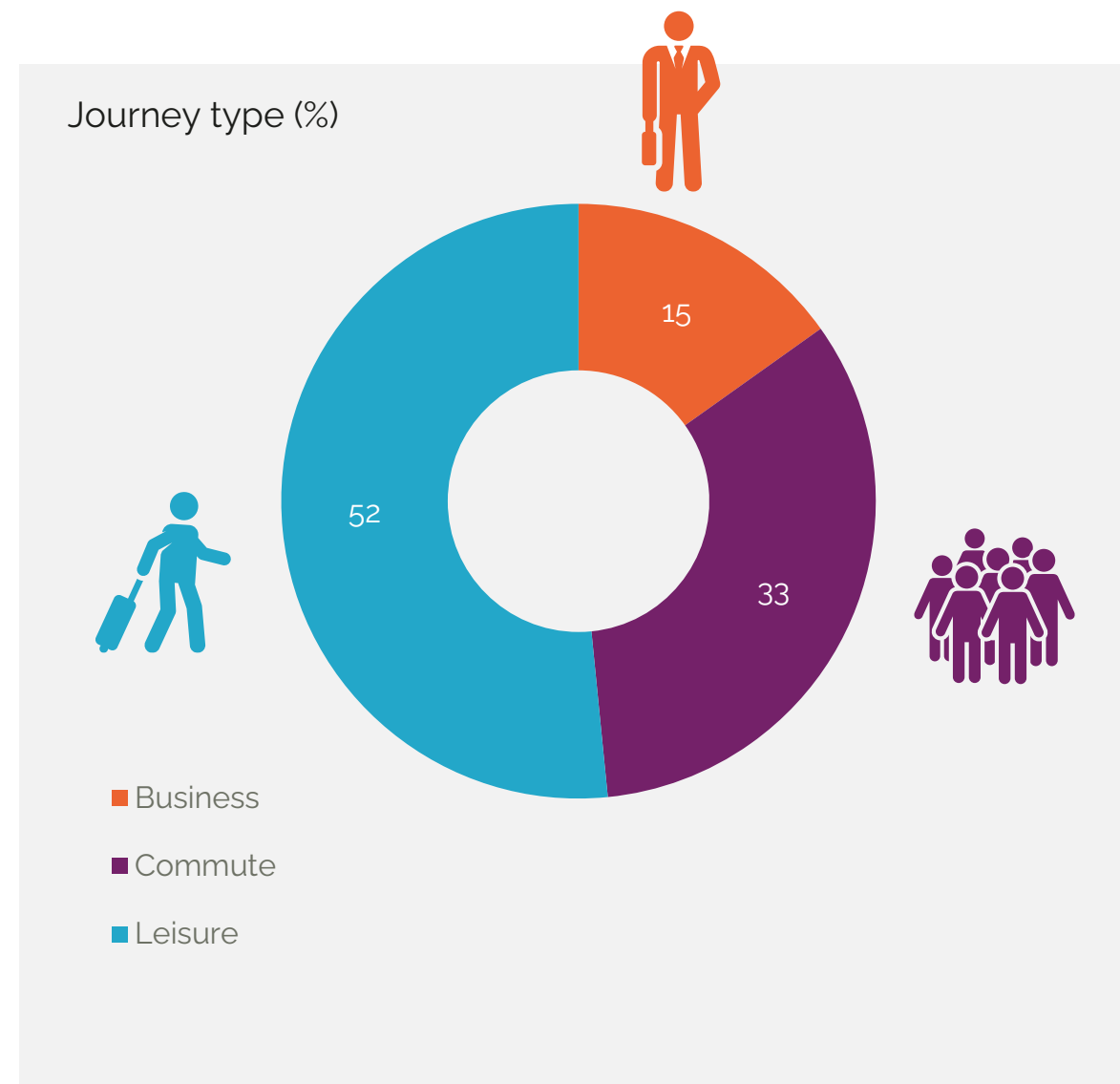
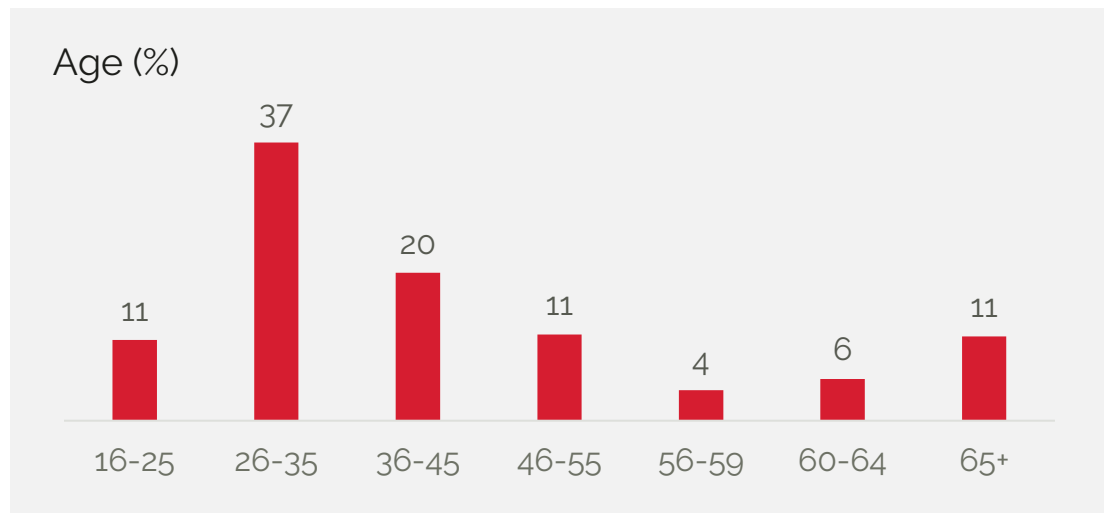
(851/848/853/855/851/850/848/850/851/848/850/848/853/851/852/854/850/854/852/856/852/854/855/851),

London + SE (480/470/513/507/487/501/507/468/479/453/462/476/473/493/458/467/468/492/478/481/460/ 485/486/479),

Long Distance (188/184/184/178/179/184/175/205/194/206/211/196/202/188/202/199/209/187/200/194/217/ 201/197/198),

Regional (183/194/154/168/184/163/166/176/175/186/177/173/174/169/188/188/172/175/172/176/172/ 163/169/170)

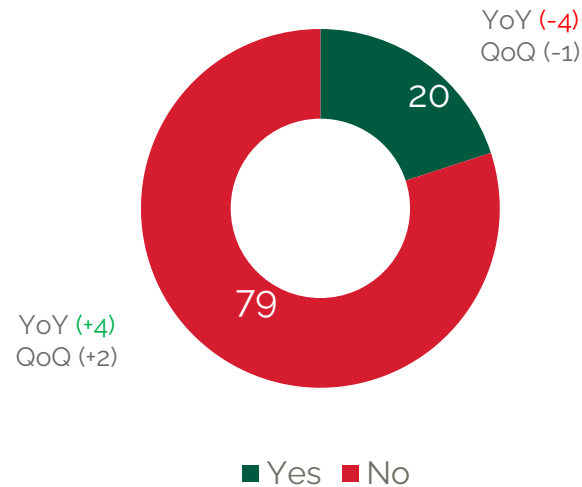
# Demographics



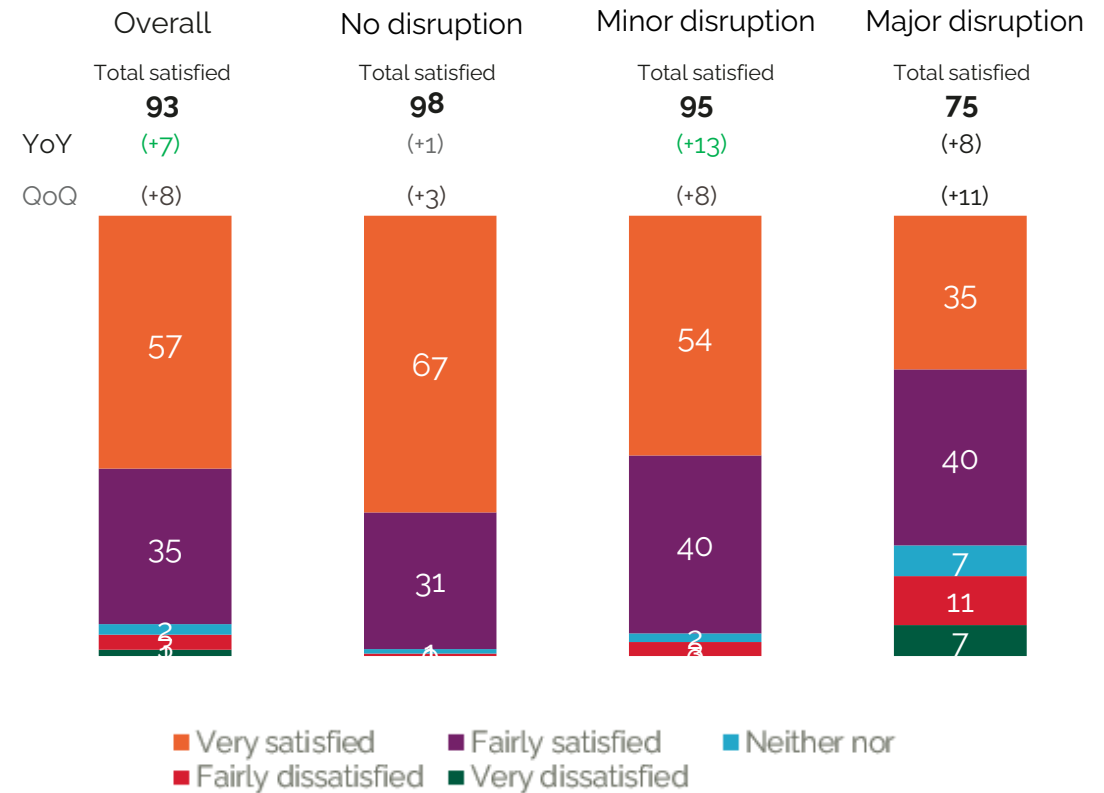
# Overall satisfaction with information provision by disability

Over 1 in 5 customers travelling had a disability. Ratings of information provision among those with a disability are high and is correlated by extent of disruption. Those who were minorly disrupted saw a significant increase in satisfaction compared to last year.

Those with a disability (%)



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



# Overall satisfaction with information provision across journey stages by disability

Satisfaction ratings are generally quite high for each journey stage among disabled customers. Positively, compared to last year, satisfaction of information provision has improved for the journey to the station, at the station and then on-board – the latter of which receives the highest level of satisfaction.

## Planning and booking

88%

YoY (+1) QoQ (+2)

No disruption

91% YoY (-4) QoQ (0)

Minor disruption

90% YoY (+4) QoQ (+6)

Major disruption

77% YoY (+6) QoQ (0)

## Journey to the station

87%

YoY (+7) QoQ (+4)

No disruption

89% YoY (+2) QoQ (+1)

Minor disruption

90% YoY (+9) QoQ (+4)

Major disruption

79% YoY (+11) QoQ (+11)

## At the station

91%

YoY (+6), QoQ (+4)

No disruption

94% YoY (+2) QoQ (-2)

Minor disruption

93% YoY (+6) QoQ (+9)

Major disruption

78% YoY (+12) QoQ (+7)

## On board the train

95%

YoY (+11), QoQ (+6)

No disruption

97% YoY (+7) QoQ (+3)

Minor disruption

98%\* YoY (+21) QoQ (+16)

Major disruption

\*\* YoY (\*\*)  
QoQ (\*\*)

## At destination/interchange

87%

YoY (+4), QoQ (0)

No disruption

91% YoY (+1) QoQ (-4)

Minor disruption

91% YoY (+10) QoQ (+9)

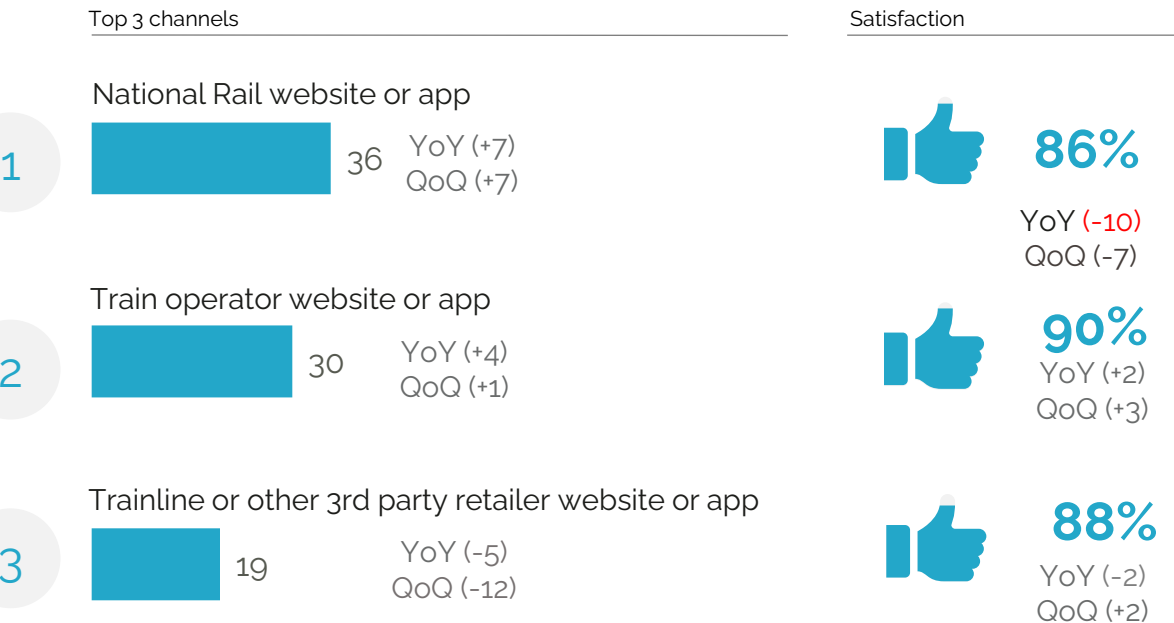
Major disruption

65% YoY (-5) QoQ (-12)

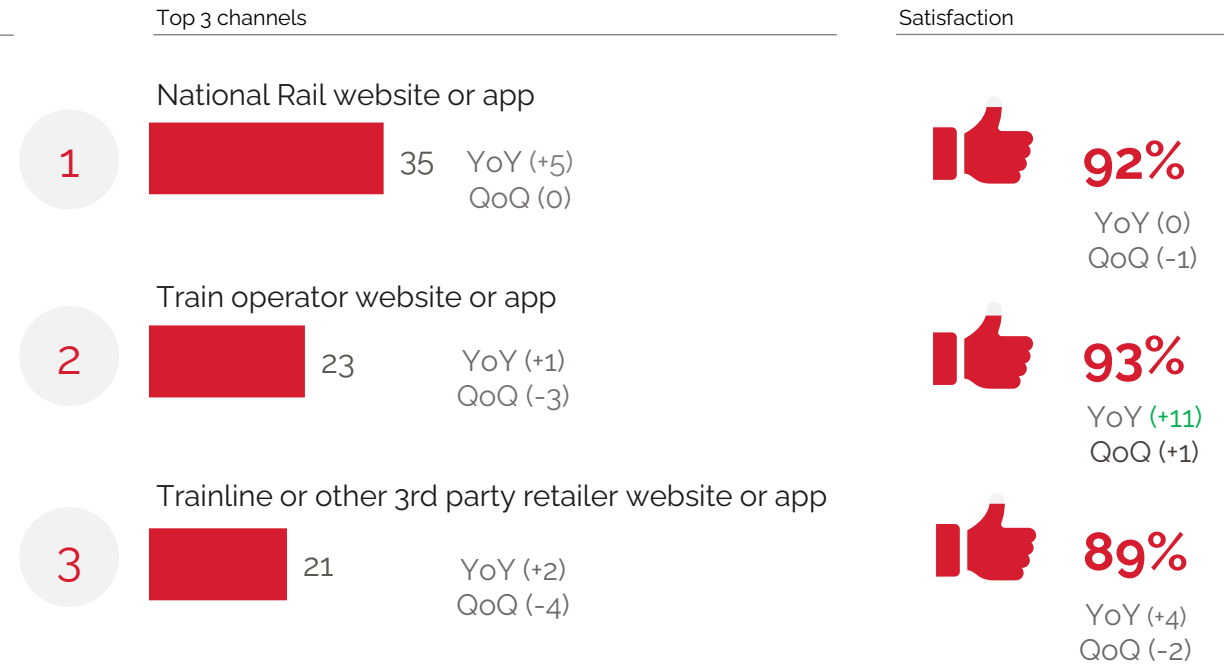
# Top channels used at each journey stage by disability

The National Rail website or app is the most used channel when planning the journey and on the way to the station. Satisfaction with NR when planning and booking has worsened versus last year but still remains high.

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



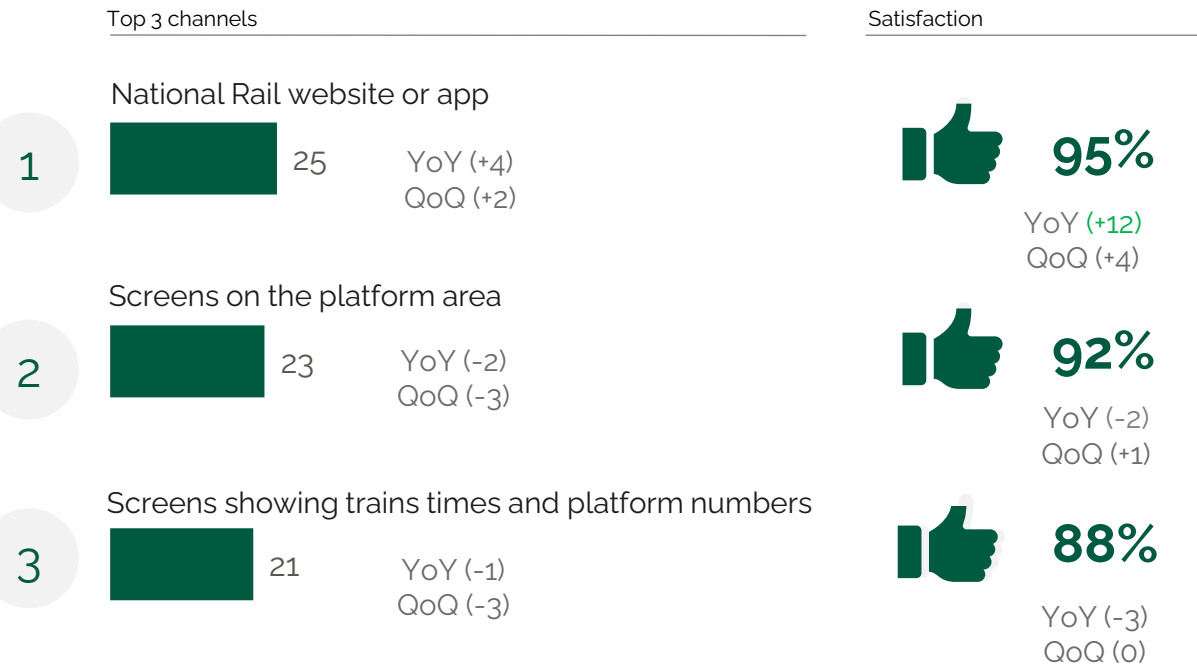
Top 3 channels used during the journey to the station and their satisfaction (%):



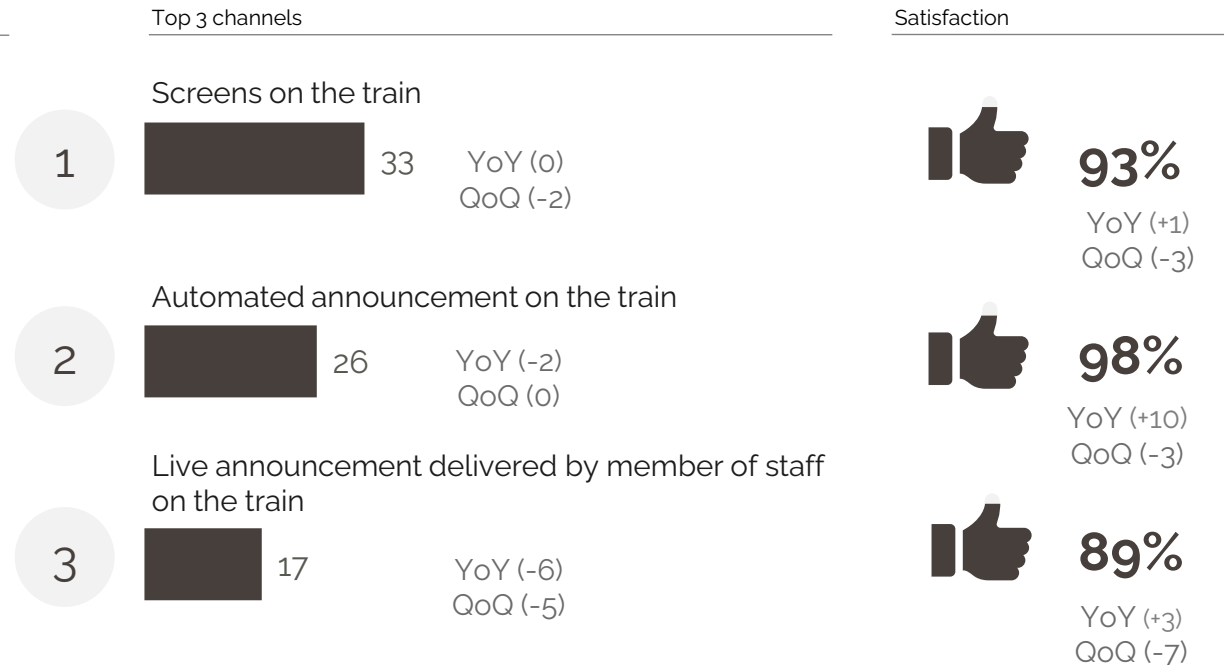
# Top channels used at each journey stage by disability

The National Rail website or app is now being used more so by disabled customers when at the station, alongside screens on the platform area and those showing train time and platform numbers. The satisfaction with channels used at the station and on board the train is high.

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



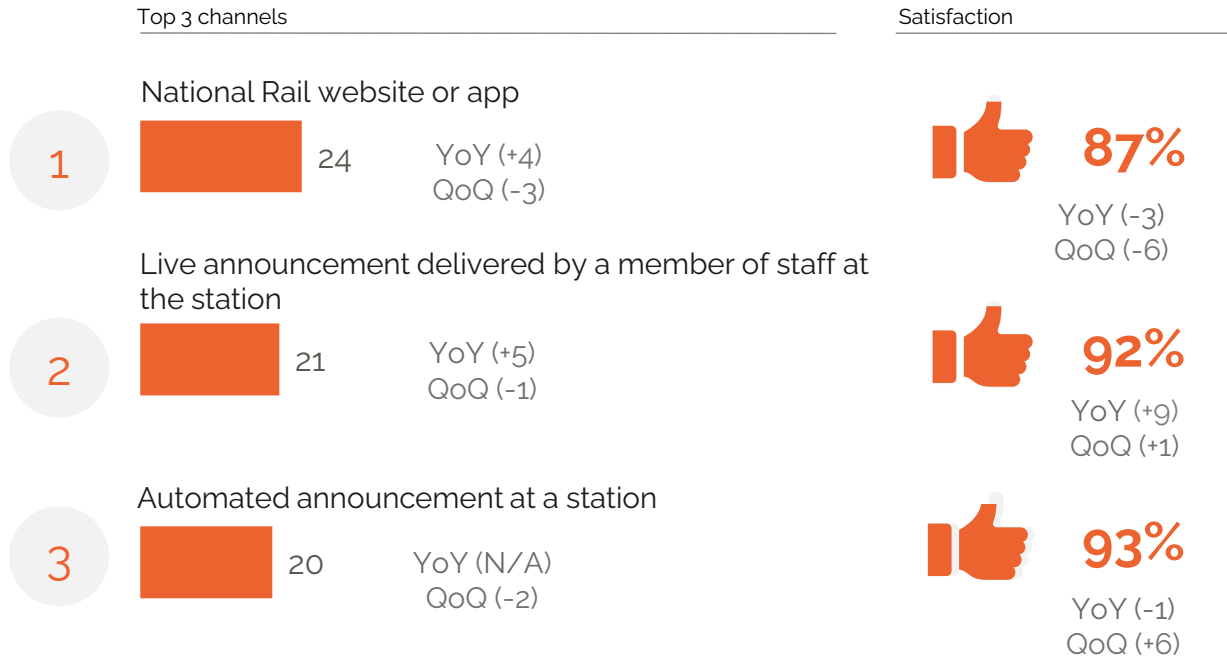
Top 3 channels used on board the train and their satisfaction (%):



# Top channels used at each journey stage by disability

When at the destination or interchange station, the National Rail website or app is most used. Satisfaction with the top 3 channels has not changed significantly from last year and remains high.

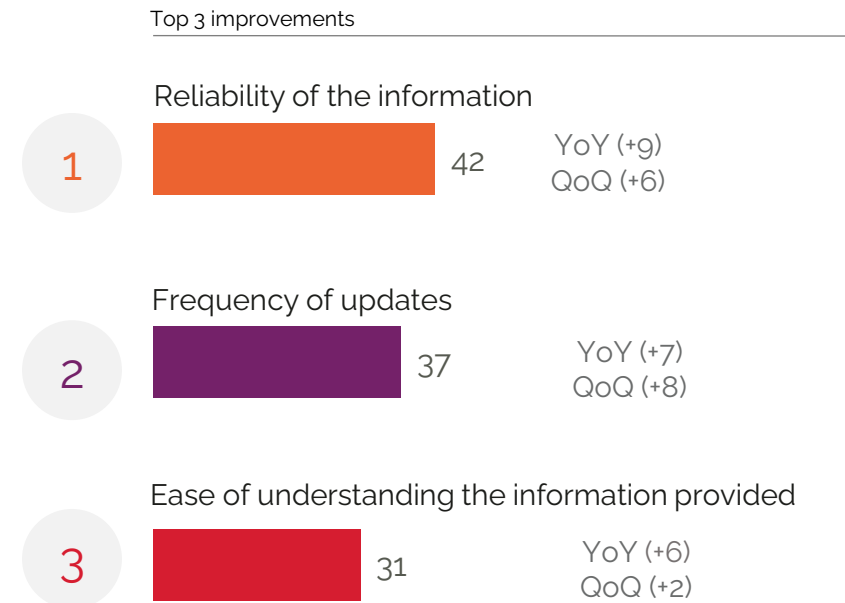
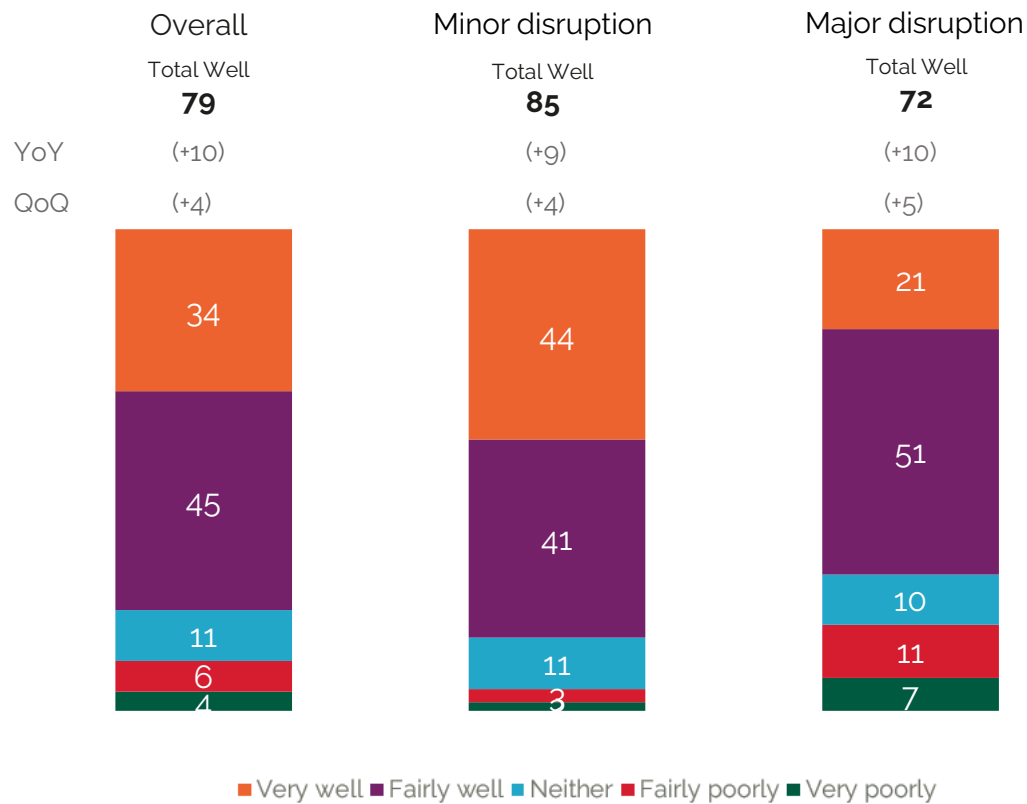
Top 3 channels used at the destination/ interchange and their satisfaction (%):



# Overall rating of information provided about the delay and key improvements

Overall, 4 in 5 disabled customers perceive the information provided during a delay 'well'. In line with the views of other customers, when there is a longer disruption, the rating drops somewhat. Reliable information is most important for disabled customers, followed by frequent updates and easy to understand information.

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



## 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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