

# InfoTracker Survey

Q3 2025-26 (October - December 25)

**Rail Delivery Group**



# Content

<a href="#">Background and methodology</a>	3
<a href="#">Summary</a>	4
<a href="#">Overall satisfaction</a>	5
<a href="#">Key performance indicators</a>	10
<a href="#">Stages of the journey</a>	20
<a href="#">Planning and booking</a>	20
<a href="#">Journey to the station</a>	33
<a href="#">At the station (including staff interaction)</a>	37
<a href="#">On board the train</a>	46
<a href="#">Destination/interchange station</a>	55
<a href="#">After Journey</a>	60
<a href="#">Experience with disruptions</a>	63
<a href="#">Appendix</a>	79
<a href="#">Contact</a>	92

# 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 3 2025/2026 among n=2,571 respondents.

The fieldwork was conducted from 1<sup>st</sup> October to 31<sup>st</sup> December 2025. To note strikes were ongoing during the comparison YoY period in 2024.

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



## 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 across all disruption types, with the most notable gains among the minor and major disrupted.

Commuter and business customers are now much more closely aligned with leisure travellers in their overall satisfaction levels. Business customers, in particular, show strong improvements across every journey stage, likely contributing to their uplift at the overall level.

Satisfaction has risen across all stages of the journey, with the largest improvements seen "on the way to the station" and "at the station". The biggest improvements are on the "journey to the station", driven by strong uplifts among commuters and the minor disrupted

Accuracy remains the strongest information metric, but the amount, clarity, and frequency of information show the biggest YoY increases, especially during delays.

Trust and personalisation continue to rise, particularly so for disrupted customers, who are supported by clearer, consistent and timely information during a disruption.

Of those disrupted, 4 in 5 report information about their delay is handled well, and a similar amount are satisfied with the aspects of information during a delay – biggest improvements on communicating length of the delay.

## Information channels used

A variety of information channels is key for the customer journey. High satisfaction ratings across digital, in-station and on board the train channels highlights they are a strong asset for guiding customers to their destination.

The National Rail website/app continues to be the most used channel in the early stages of the journey, or towards the end. Satisfaction is very high, and sees YoY increases. Once at the station and on-board, screens and announcements are more useful to customers. Here satisfaction is also high.

While used less frequently, staff interactions remain critical during the journey. Satisfaction with staff information on ticket acceptance, alternative routes and disruption guidance improved YoY, supporting disrupted customers more effectively than before.

TOC website/apps and journey-planning tools continue to perform well, and although social media channels saw a slight softening versus last quarter for on the way to the station, satisfaction remains high. Social media also remains useful for finding out more about ticket acceptance during a disruption.

Overall, customers are accessing information through a broad mix of channels, and performance is strong across them.

## 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. This is supported by visibility of information on accessibility features, like lift availability, which is rated very highly. Generally, most customers are satisfied with the information they receive ahead of their journey, such as changes to train times or seat reservation options.

Ticket validity or acceptance on other trains/routes is mostly understood by customers. Younger and more frequent audiences feel most confidently informed. Even when services are unavailable or are majorly disrupted, customers are satisfied with the information given and are clear on the actions they have to take as an alternative.

While advance communication about rail replacement buses has softened slightly compared with previous quarters, just over half of customers are informed ahead of time and, importantly, this information remains easy to locate and clearly presented.

Onboard, announcements continue to be effective in providing ongoing travel updates at the right time and at an appropriate frequency. This is noted for disrupted customers, who rely on frequent updates most, and are a priority for future journeys.



# Overall satisfaction

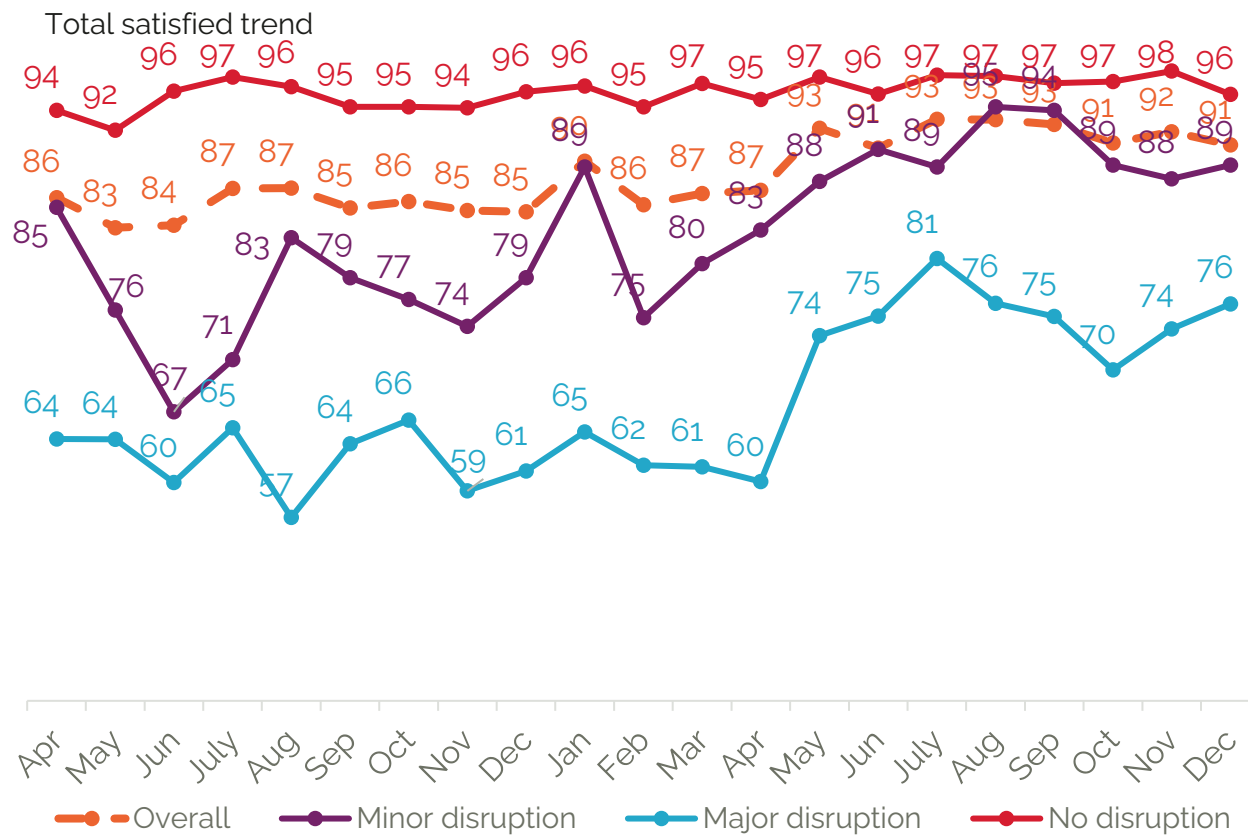
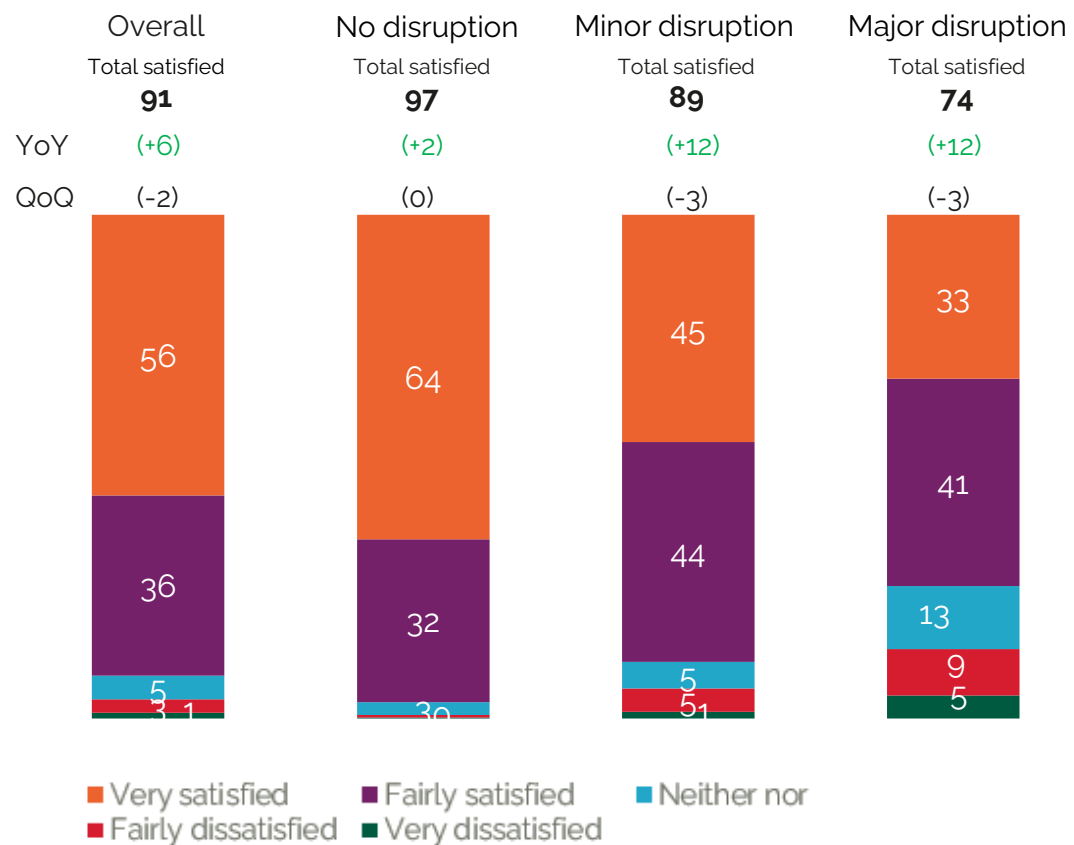
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# Overall satisfaction with information provision (1/4)

Overall, customers' satisfaction with information provision (% very + fairly satisfied) has significantly improved on a year ago, along with all disruption types. Especially for the minor and major disrupted where we see huge improvements. This continues the increased satisfaction trend since the start to mid of this year. A year ago, satisfaction was impacted by a period of instability: the end of a prolonged two-year cycle of strikes led to more cancellations and fewer trains running on time. Weather conditions also played a role, with widespread severe storms and record rainfall from Storm Bert and Storm Darragh. In contrast, this year saw higher temperatures and more localised storms, resulting in less nationwide disruption and helping support improvements in satisfaction.

Overall satisfaction with information provision by disruption (%)



Overall, how satisfied were you with the information provided during your journey? (excl DK) Oct-Dec 25 (2560); Oct/Nov/Dec 25 – Overall (851/856/853)

Disruption type: Minor (131/130/150), Major (152/142/144), None (568/584/559)

[https://dataportal.orr.gov.uk/media/p41ee2qs/performance\\_stats\\_release\\_2024-25\\_q3.pdf](https://dataportal.orr.gov.uk/media/p41ee2qs/performance_stats_release_2024-25_q3.pdf) <https://www.networkrail.co.uk/who-we-are/how-we-work/performance/railway-performance/>

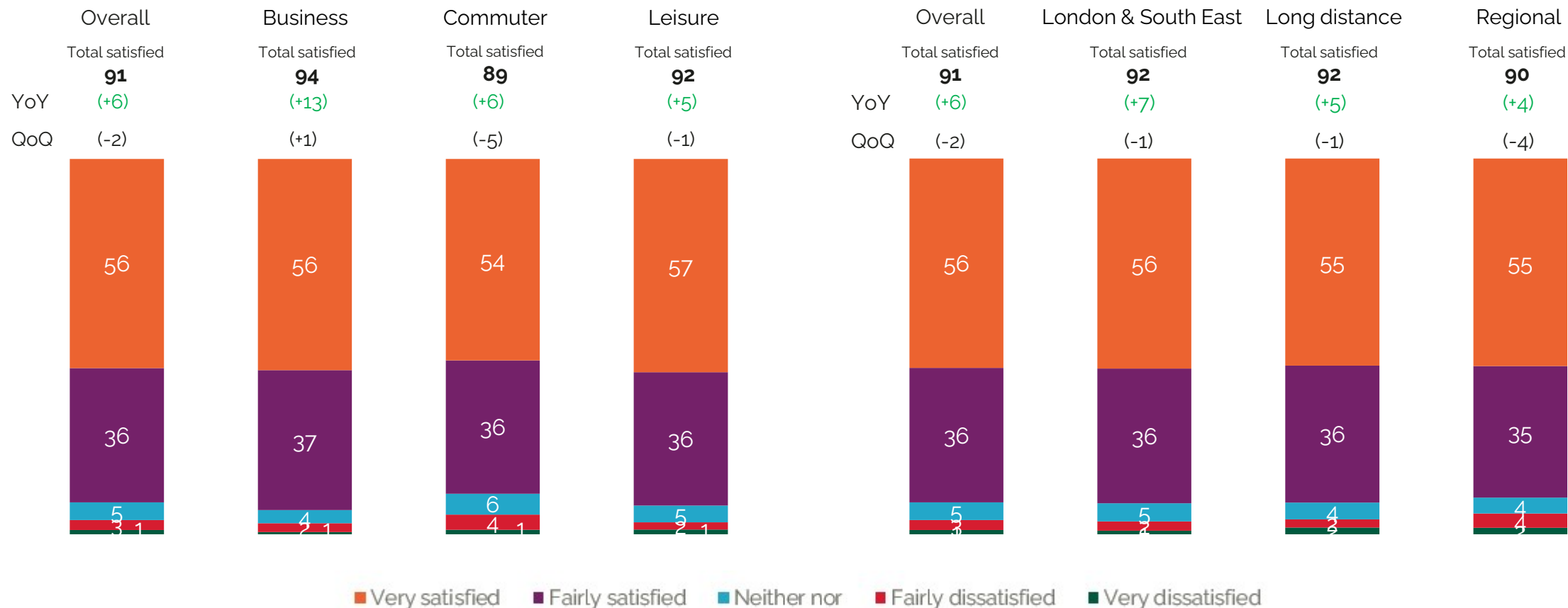
<https://www.metoffice.gov.uk/blog/2025/a-look-back-at-the-2024-25-storm-season> <https://www.bbc.co.uk/news/articles/cr5626nyovmo>

# Overall satisfaction with information provision (2/4)

Satisfaction is high across all journey types and sectors and has significantly improved for all groups compared to a year ago, with the biggest positive shift seen for business customers (a notably higher proportion of business customers were not disrupted compared to a year ago likely driving higher ratings).

Overall satisfaction with information provision by customer type (%)

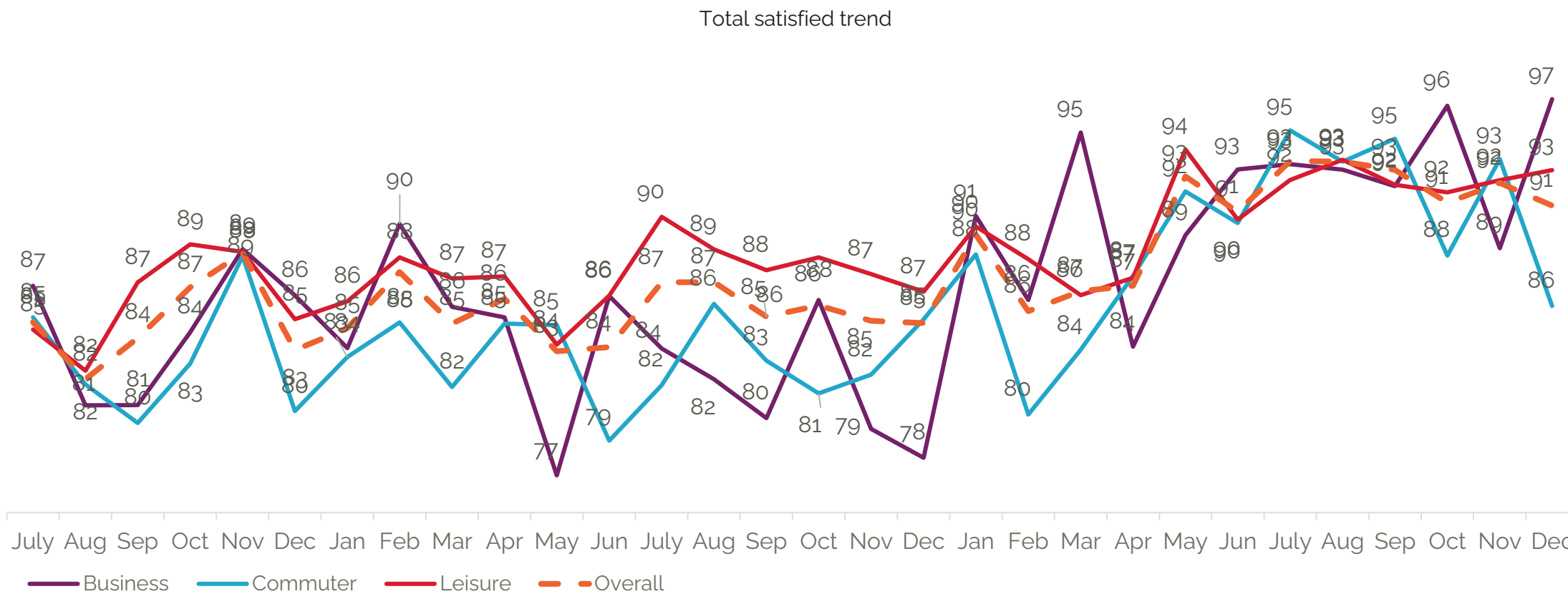
Overall satisfaction with information provision by TOC sectors (%)



# Overall satisfaction with information provision (3/4)

This quarter, business customers have the highest satisfaction among traveller types and this is driven by the strong scores in October and December. Over the last year or so both business customers and commuter's satisfaction with information has become more aligned with the leisure customers with all groups trending positively. It is worth noting that satisfaction among commuters does drop slightly to 86% in December which is the lowest we've seen for this group since April.













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. Chiltern and GWR 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	90 (+2)	13 (-1)	21 (-1)	66 (+2)	 Great Northern	96 (+7)	21 (-6)	17 (-3)	62 (+9)	 NORTHERN	90 (+4)	17 (+5)	18 (-1)	65 (-4)
 c2c	94 (+4)	28 (0)	19 (+10)	54 (-10)	 GWR	91 (+11)	15 (+1)	18 (-10)	67 (+9)	 ScotRail SCOTLAND'S RAILWAY	93 (+9)	11 (+1)	10 (-2)	80 (0)
 Chilternrailways by arriva	98 (+16)	13 (-2)	17 (-1)	70 (+3)	 Heathrow Express	*98 (**)	17 (**)	23 (**)	60 (**)	 southeastern	89 (+5)	18 (-3)	16 (+2)	67 (+1)
 crosscountry by arriva	91 (+7)	18 (+3)	25 (+4)	57 (-7)	 Hull Trains Your local link to London	**	Base size too low			 SOUTHERN	91 (+5)	16 (-3)	13 (-2)	71 (+6)
 EMR	93 (+2)	15 (-4)	18 (+3)	67 (+1)	 LNER LONDON NORTH EASTERN RAILWAY	92 (+5)	9 (-9)	17 (-1)	74 (+10)	 South Western Railway	90 (+9)	15 (-4)	22 (-2)	63 (+6)
 ELIZABETH LINE	93 (+8)	20 (+4)	16 (-2)	64 (-2)	 London Northwestern Railway	94 (+3)	21 (-7)	14 (-4)	65 (+11)	 ThamesLink	92 (+9)	16 (-5)	17 (-3)	67 (+8)
 GX GATWICK EXPRESS	*97 (0*)	17 (-1*)	17 (-7*)	66 (+8*)	 OVERGROUND	91 (+3)	21 (0)	20 (-3)	59 (+3)	 TRANSPENNINE EXPRESS	91 (+7)	19 (+3)	20 (-4)	61 (+1)
 GRAND CENTRAL by arriva	*98 (+8*)	22 (-1*)	22 (-7*)	57 (+8*)	 lumo	**	Base size too low			 TRAFNIDIAETH CYMRU TRANSPORT FOR WALES	89 (+4)	11 (-5)	15 (-5)	74 (+11)
 greateranglia	95 (+6)	14 (-7)	12 (-11)	74 (+18)	 Merseyrail	91 (+1)	10 (-1)	9 (-5)	81 (+6)	 West Midlands Railway	86 (+1)	14 (+4)	14 (-15)	72 (+11)

Overall, how satisfied were you with the information provided during your journey? (excl DK) Oct-Dec 25 – Overall (2560), Disruption type: Minor (411), Major (438), None (1711).

\*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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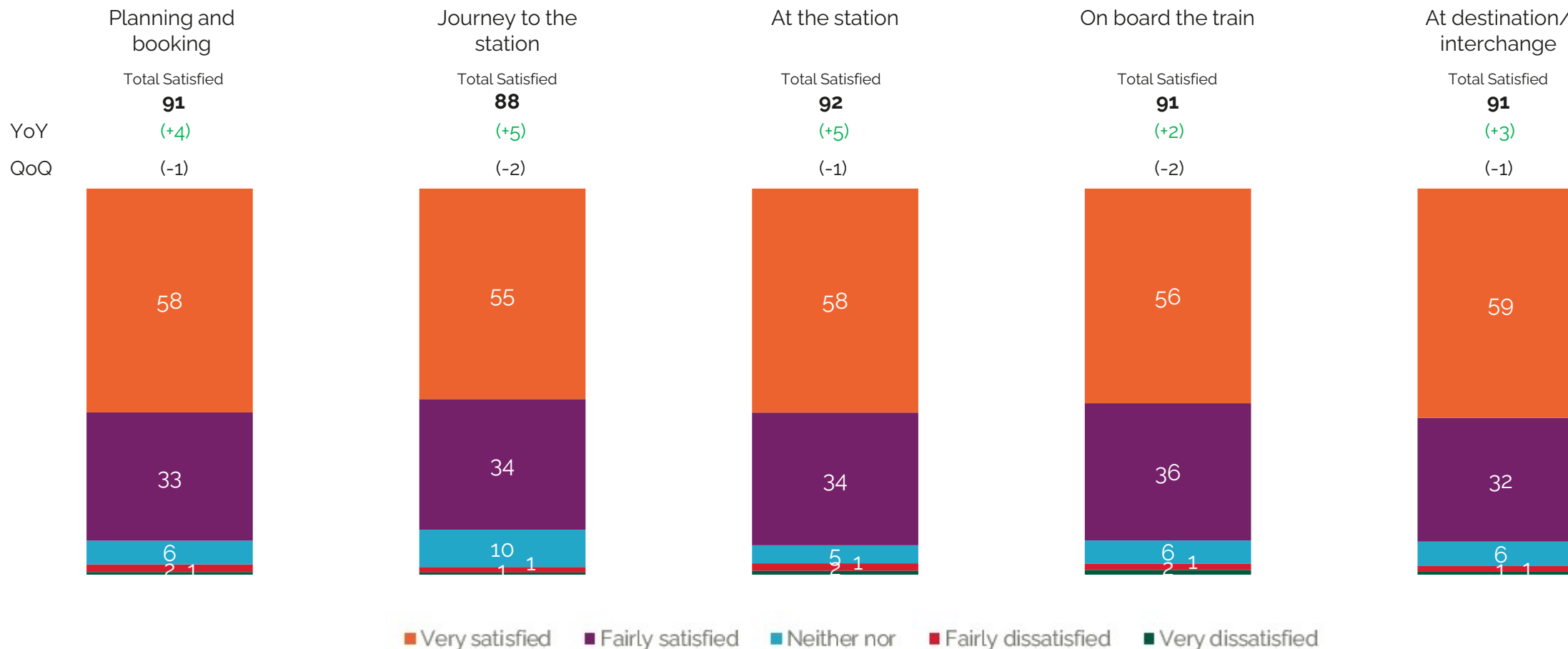
 National Rail



# 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 and at the station. Satisfaction with information on the journey to the station is still the lowest rated stage of the journey but has almost drawn level with other stages.

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

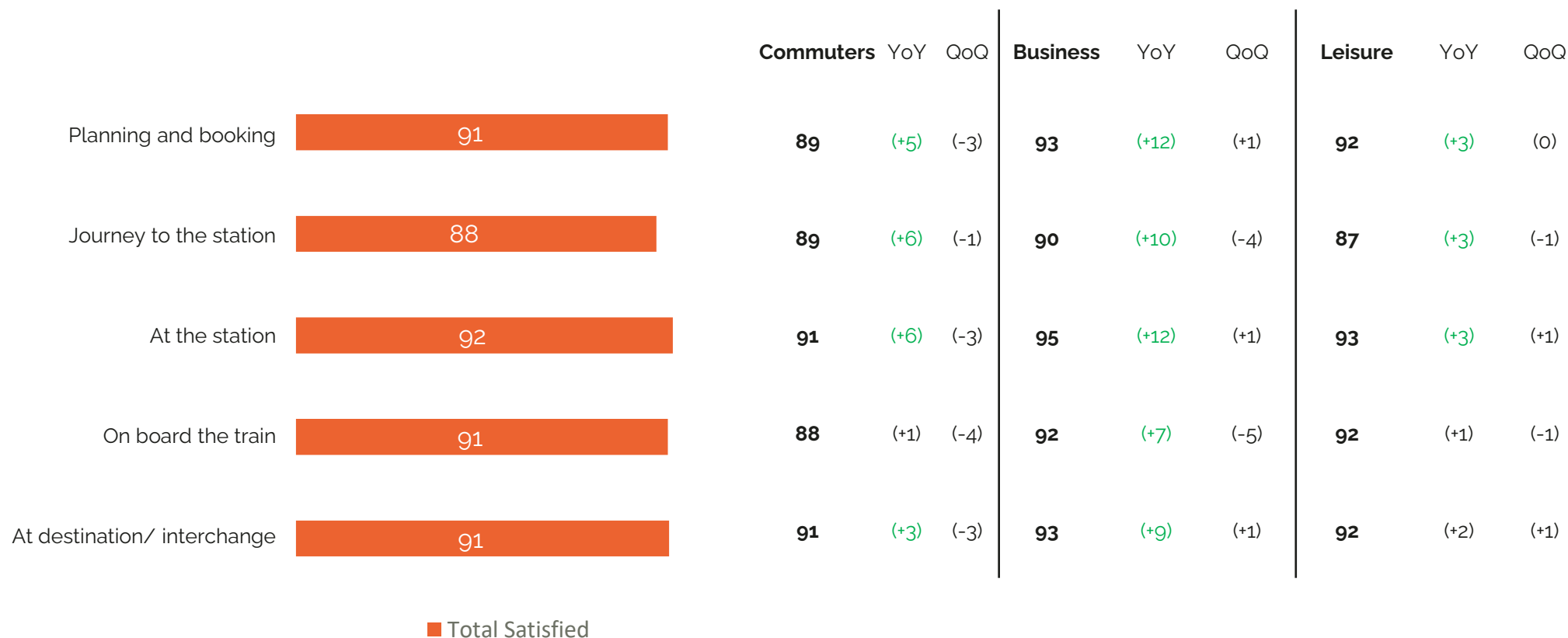


■ Very satisfied  
 ■ Fairly satisfied  
 ■ Neither nor  
 ■ Fairly dissatisfied  
 ■ Very dissatisfied

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

Compared to a year ago most stages of the journey have seen significant increases across all customer types, with the most significant shift seen amongst business customers. As with last quarter, the ratings for information provision at various journey stages are quite similar across different customer types. Journey to the station and at the station saw the biggest uplifts in satisfaction this quarter.

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

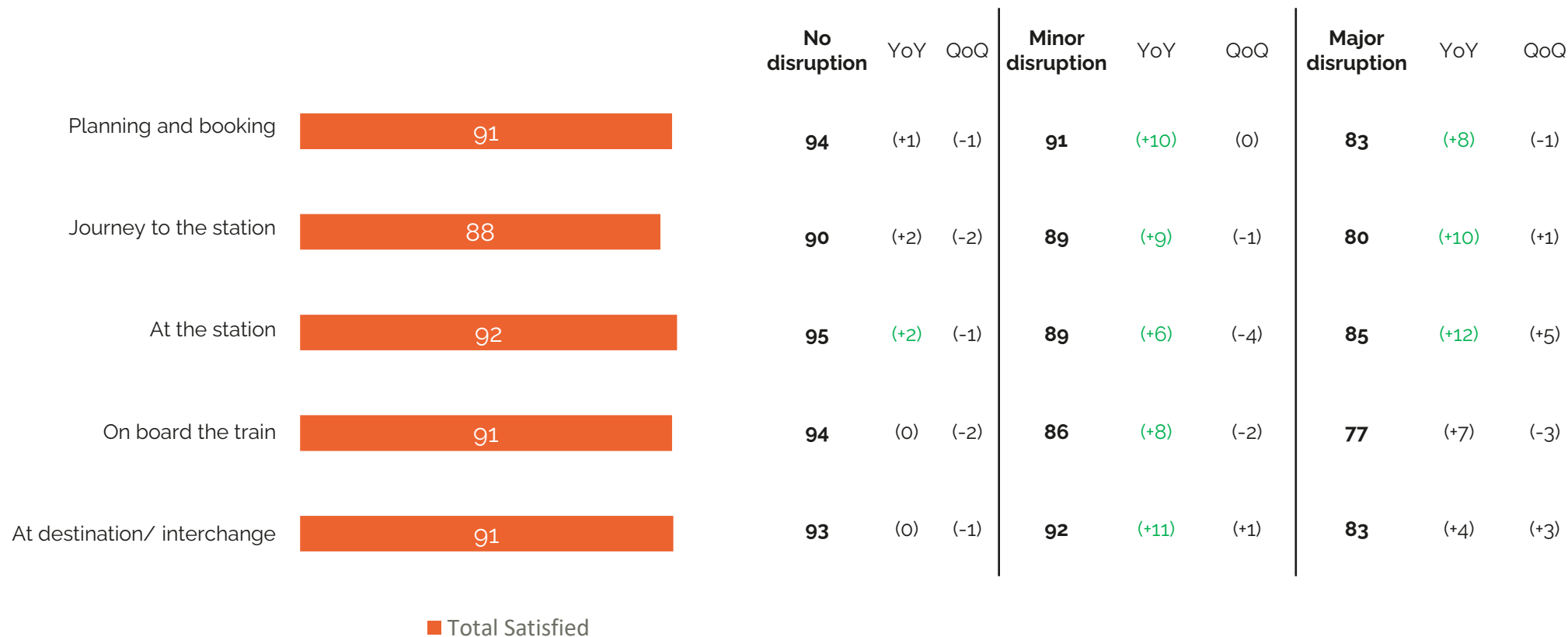


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Oct-Dec 25 (Overall/Commuters/Business/Leisure) – planning and booking (2291/687/332/1272), journey to station (1977/650/307/1020), at the station (2287/684/328/1275), onboard the train (1775/442/212/1121), at destination/interchange (2150/668/318/1164).

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

Customers who experienced no disruption are the most positive about the information they receive, however those who were minorly disrupted are not too far behind. Satisfaction with information provision has significantly improved across all journey stages for minor disrupted customers whilst also seeing significant improvements amongst those majorly disrupted for the earlier stages of the journey compared to a year ago.

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

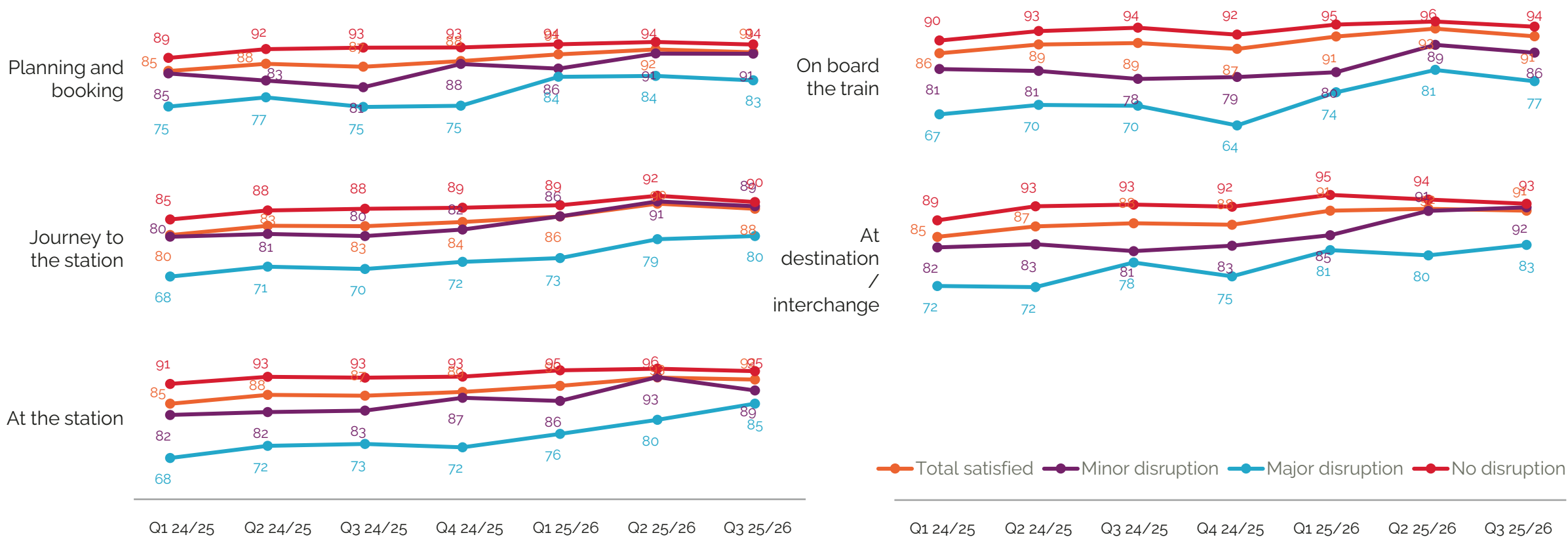


How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Oct-Dec 25 (Overall /No disruption/Minor/Major) – planning and booking (2484/1653/405/426), journey to station (2228/1452/386/390), at the station (2480/1683/405/392), onboard the train (1937/1472/246/219), at destination/interchange (2331/1591/396/344)

# 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 9 months, particularly for at the station which has moved 20% pts since Q1 24/25.

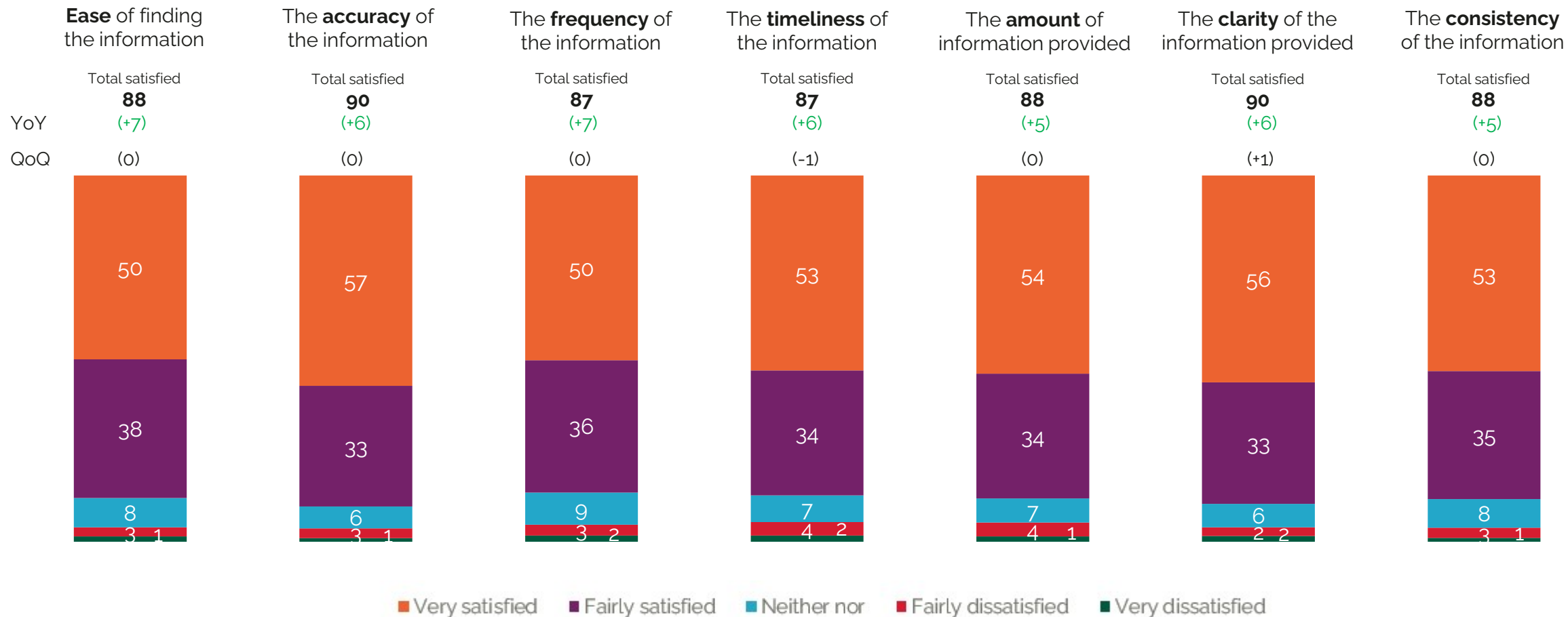
Overall total satisfaction with information provided at each journey stage by disruption – trended (%)



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

Satisfaction across all aspects of information provided remains high and has significantly increased compared to a year ago. Accuracy and clarity of information are the leading metrics, while the ease and frequency of information have shown the strongest improvements vs a year ago.

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)

Ease, accuracy, frequency and clarity have all significantly improved across all customers, including the non-disrupted who are more satisfied overall. There are also further large significant improvements across all metrics for the minorly disrupted. We also see significant increases across all metrics apart from consistency for the majorly disrupted continuing the higher scores seen this year compared to last, which coincides with the strike period ending.

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

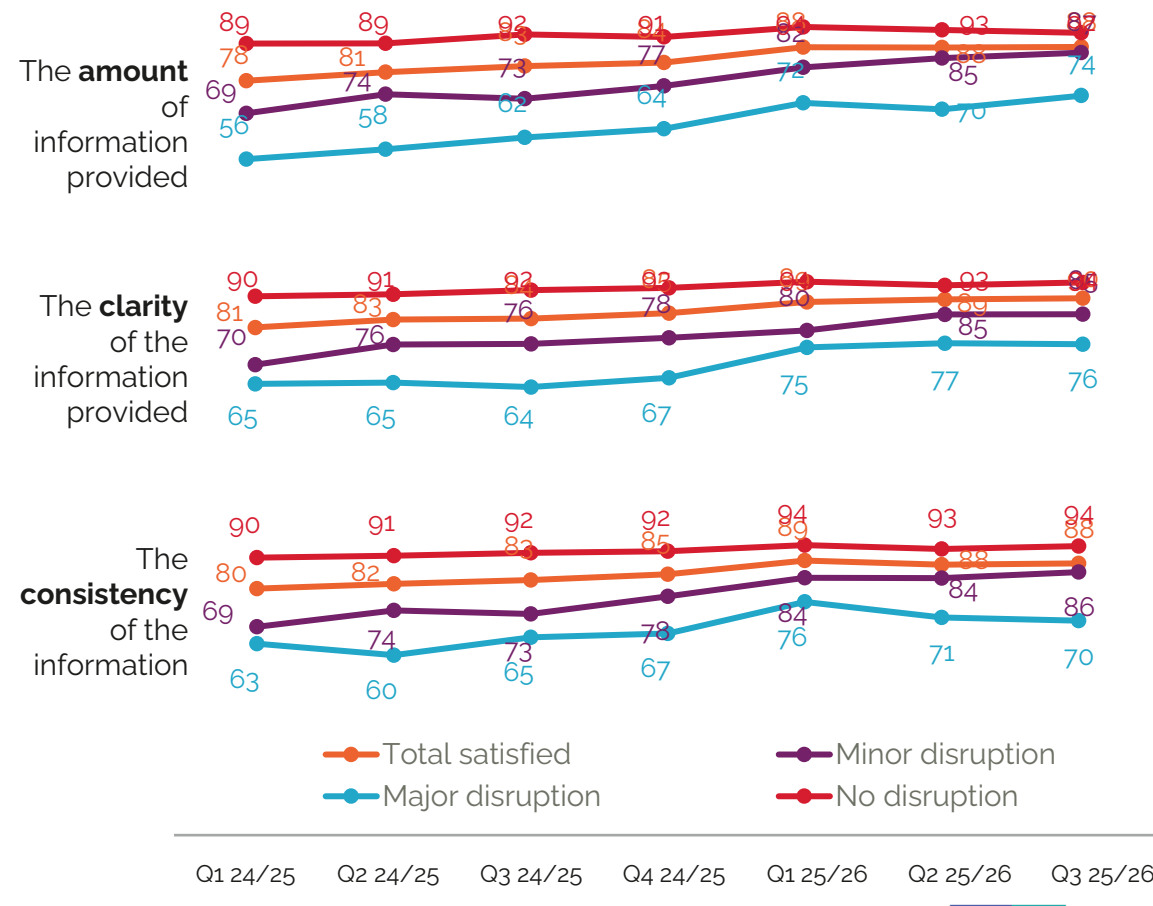
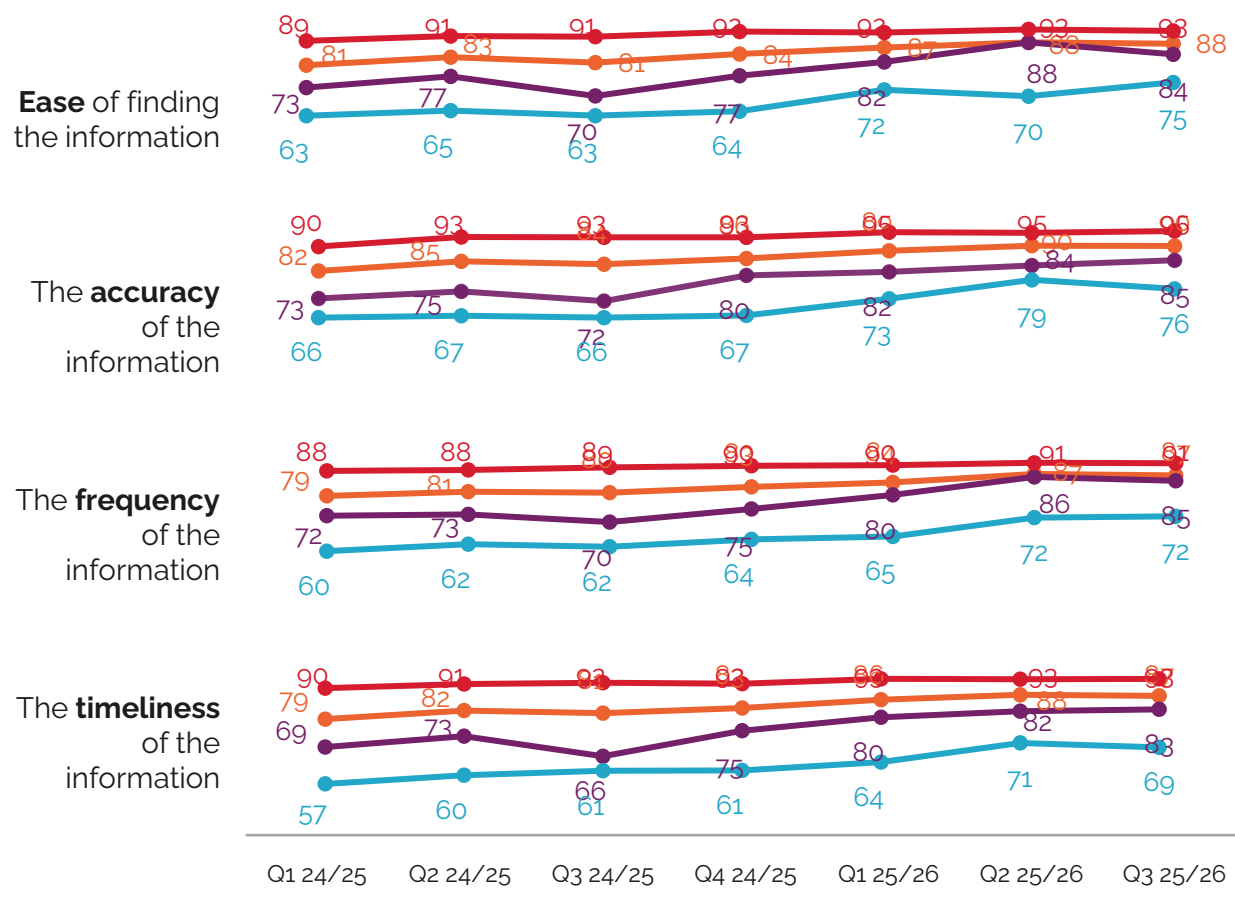
		No disruption			Minor disruption			Major disruption		
		YoY	QoQ	YoY	QoQ	YoY	QoQ			
Ease of finding the information	88	+2	(0)	+14	(-4)	+12	(+5)			
The accuracy of the information	90	+2	(+1)	+13	(+2)	+10	(-3)			
The frequency of the information	87	+2	(0)	+14	(-1)	+11	(0)			
The timeliness of the information (i.e. did it arrive at the right time)	87	(+1)	(0)	+16	(+1)	+8	(-1)			
The amount of information provided	88	(0)	(-1)	+13	(+2)	+12	(+4)			
The clarity of the information provided	90	+2	(+1)	+9	(0)	+12	(0)			
The consistency of the information	88	+2	(+1)	+13	(+2)	(+5)	(-1)			

■ 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. Despite the positive trend there is still some work to do to improve the information received by majorly disrupted customers.

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



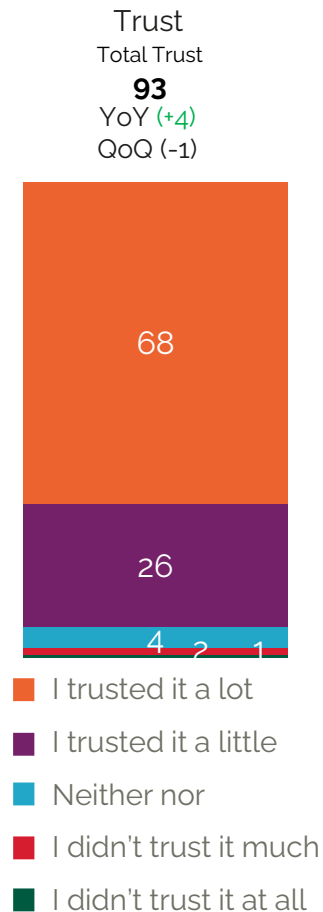
● Total satisfied      ● Minor disruption  
● Major disruption      ● No disruption

How satisfied were you with the following aspects of the information provided during your journey? (excl DK) Oct-Dec 25 – ease (2256), accuracy (2320), frequency (2225), timeliness (2246), amount (2260), clarity (2396), consistency (2269)

# Rating of trustworthiness of information provided

Overall, the majority of customers trust the information they are provided. This has significantly improved on last year's figures with all disruption types also seeing significant increases with the biggest improvement seen among the majorly disrupted.

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

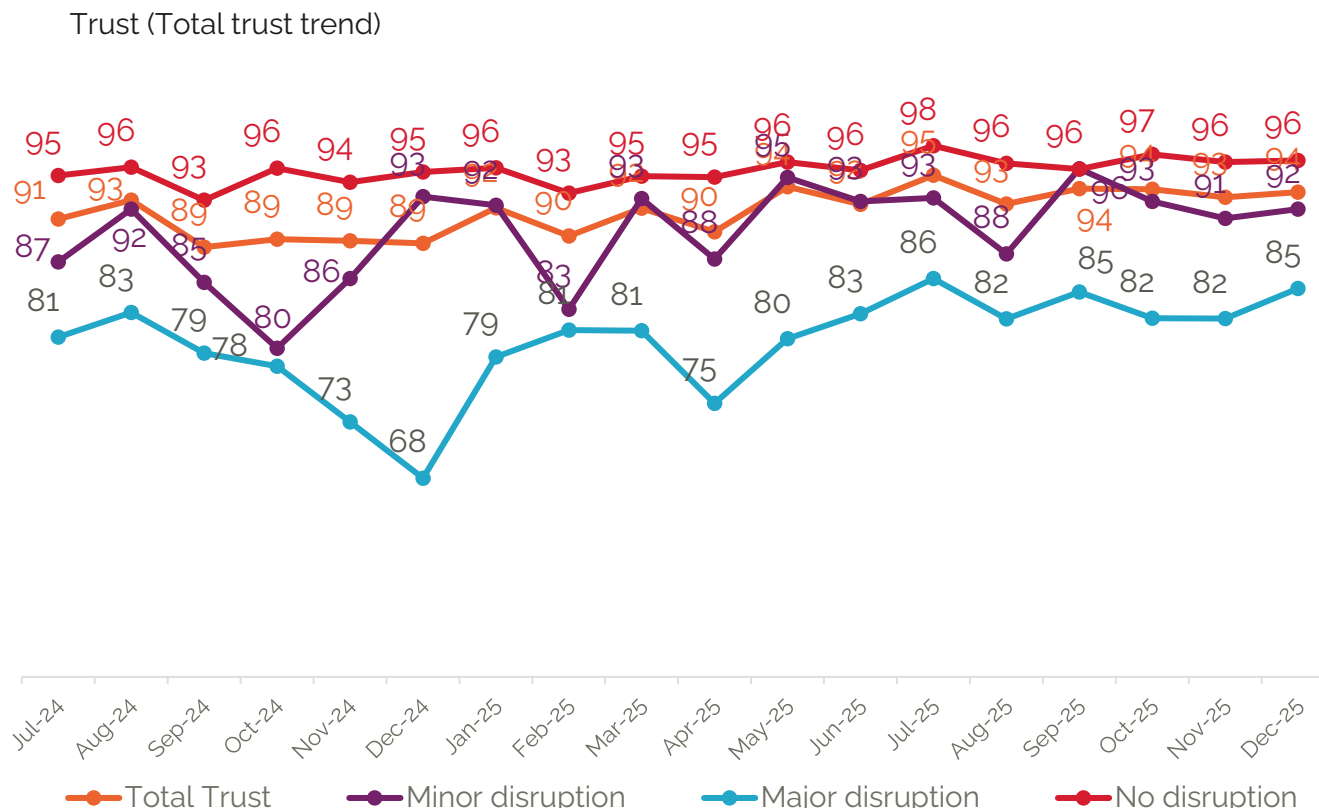


**Overall**  
Total Trust  
**93**  
YoY (+4)  
QoQ (-1)

**No disruption**  
Total Trust  
**97**  
YoY (+2)  
QoQ (+1)

**Minor disruption**  
Total Trust  
**92**  
YoY (+6)  
QoQ (0)

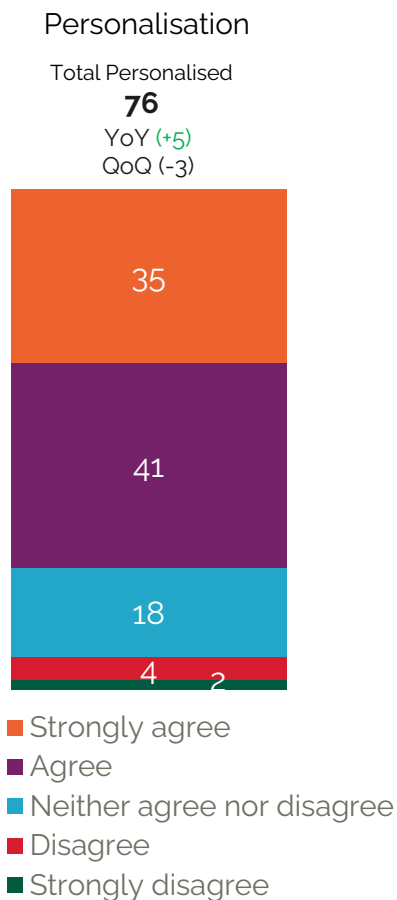
**Major disruption**  
Total Trust  
**83**  
YoY (+10)  
QoQ (-1)



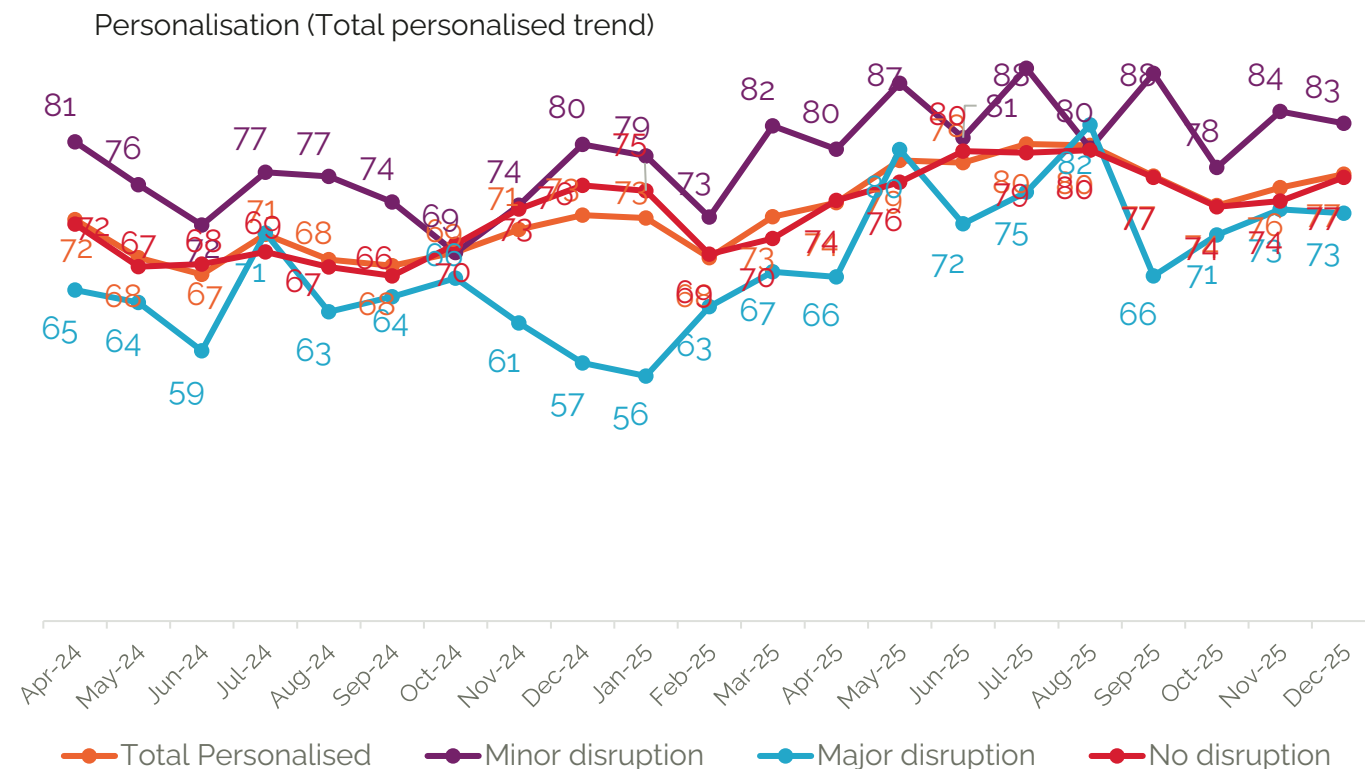
# Rating personalisation of the information provided

Personalisation of information has significantly improved compared to a year ago, this is largely driven by significant improvements among disrupted customers. 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. Despite the positives compared to last year it's worth noting that ratings are slightly down on last quarter among all disruption types.

Overall rating of personalisation of information provided (%)



Category	Total Personalised	YoY	QoQ
<b>Overall</b>	<b>76</b>	<b>(+5)</b>	<b>(-3)</b>
<b>No disruption</b>	<b>75</b>	<b>(+2)</b>	<b>(-4)</b>
<b>Minor disruption</b>	<b>82</b>	<b>(+7)</b>	<b>(-4)</b>
<b>Major disruption</b>	<b>72</b>	<b>(+11)</b>	<b>(-3)</b>





# Planning and booking

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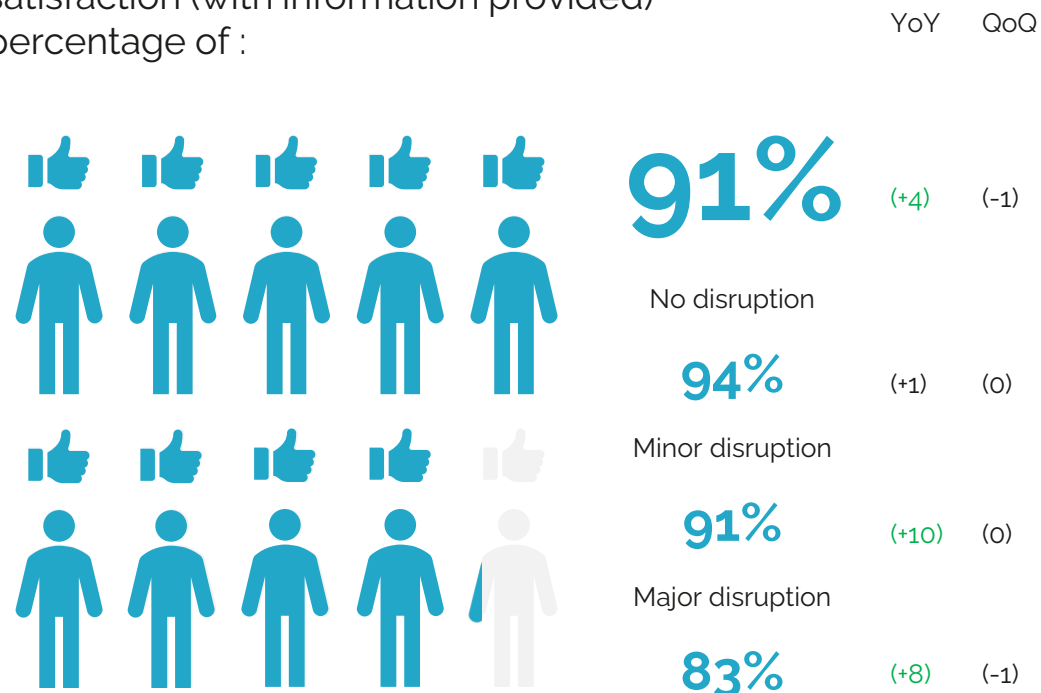
 National Rail



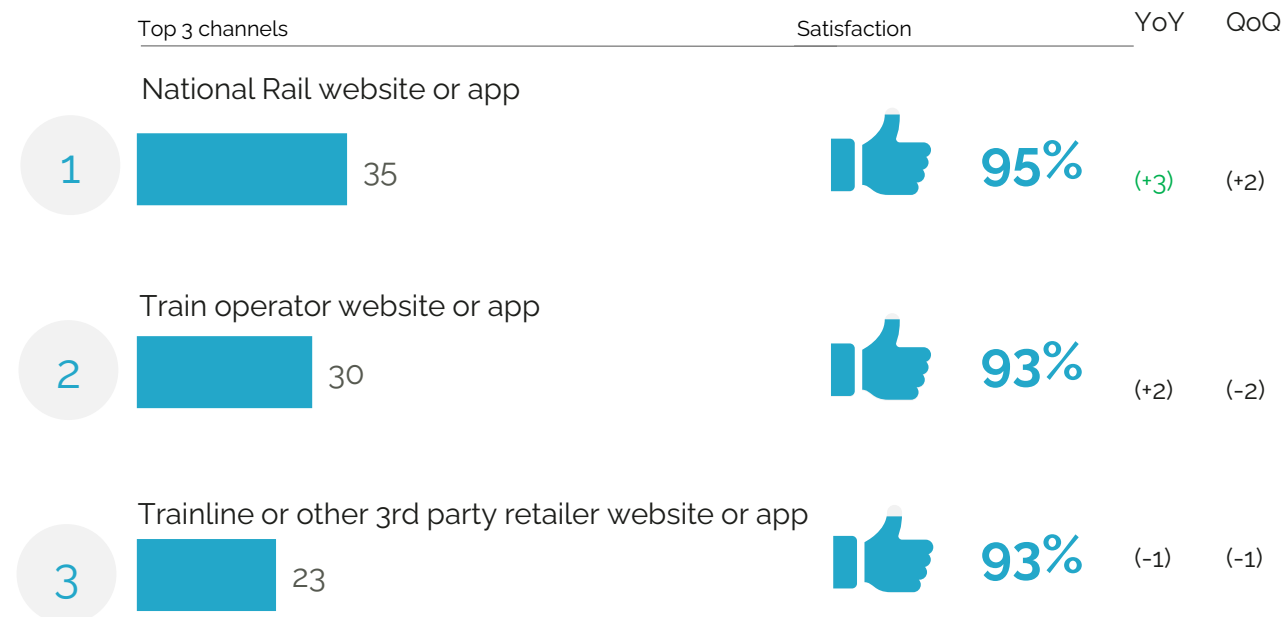
# Planning and booking – Key satisfaction metrics

Rail customers planning and booking their journeys are very satisfied with the information provided (91%) at that stage. This has significantly increased compared to a year ago, following large improvements among disrupted customers. The top channel used remains National Rail website or app (35%), closely followed by Train operator website or app at 30%. Both are perceived very positively.

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



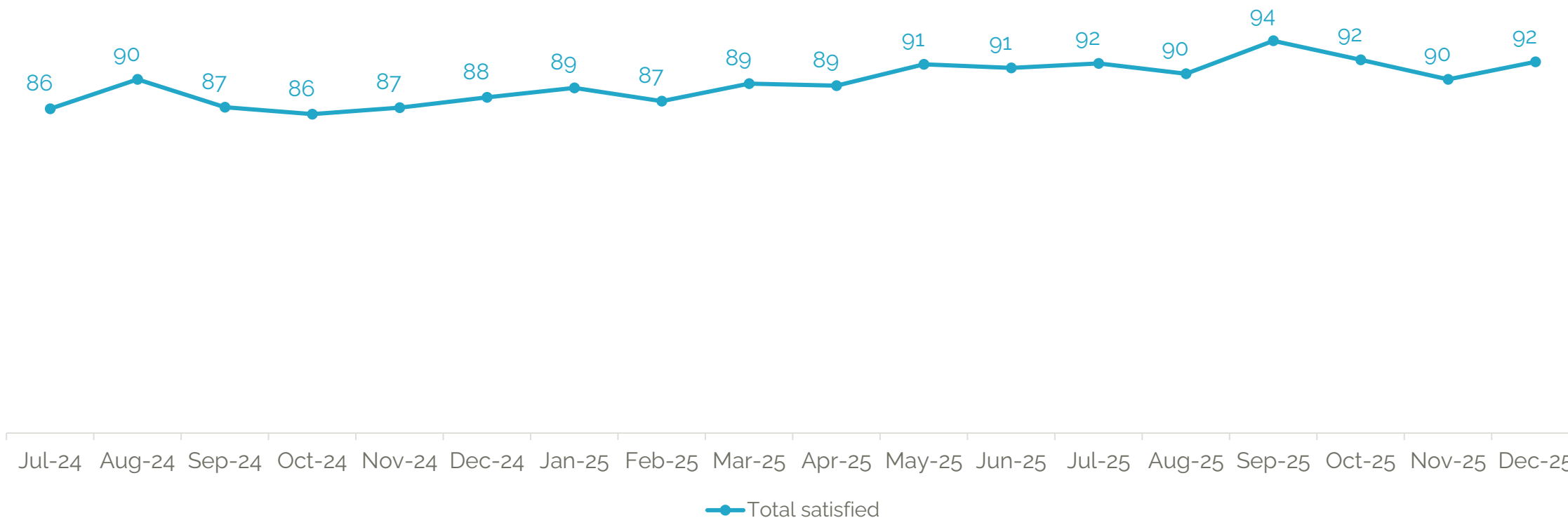
Top 3 channels used during planning and booking and their satisfaction (%):



# Overall satisfaction with information provided when planning and booking

Overall, satisfaction with the information provided during the planning and booking process remain steady this quarter with satisfaction staying at 90% or higher each month however ratings didn't quite reach the high from September 2025.

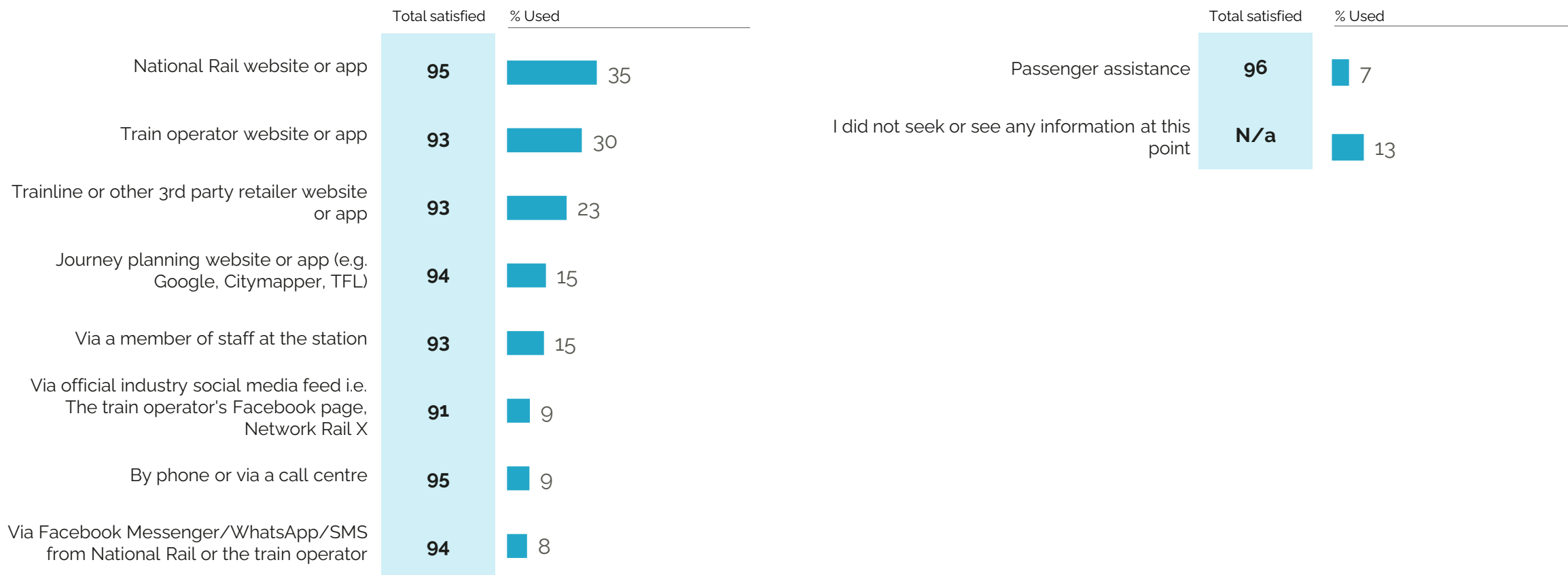
Overall satisfaction with information provided when planning and booking – trended (%)



# Information channels used and their satisfaction

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

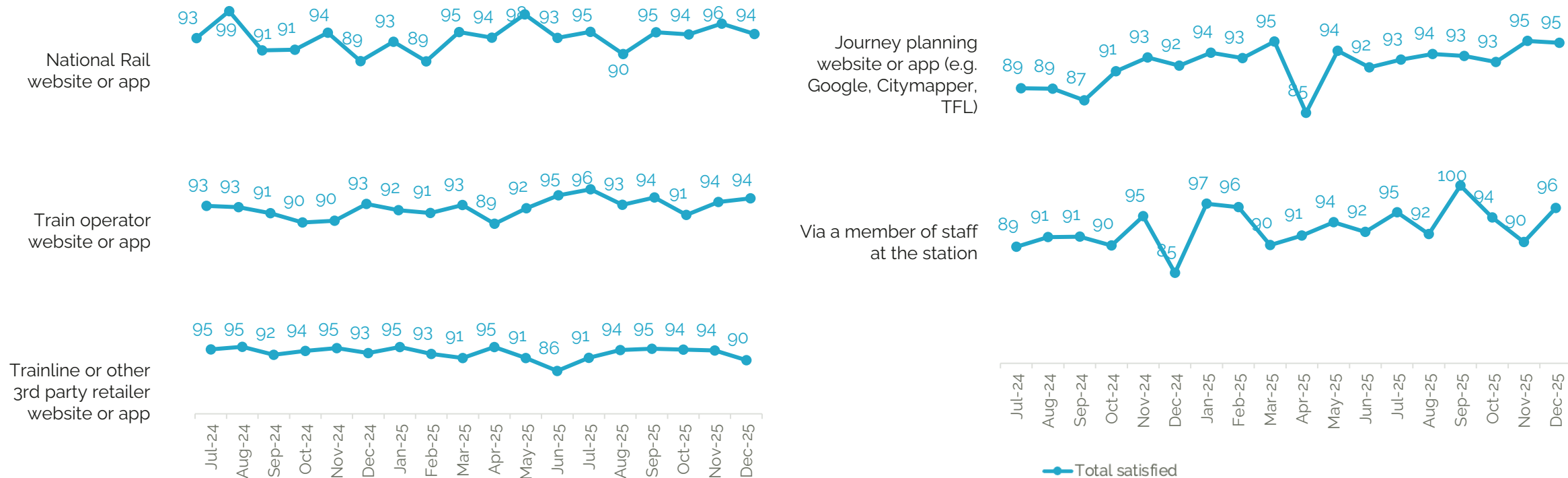
Information channels used and satisfaction with each when planning and booking a journey (%)



# 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 member of staff at the station, which saw a decline in November that has since recovered in December, it's also worth noting that satisfaction with trainline or another 3<sup>rd</sup> party did drop slightly in December.

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

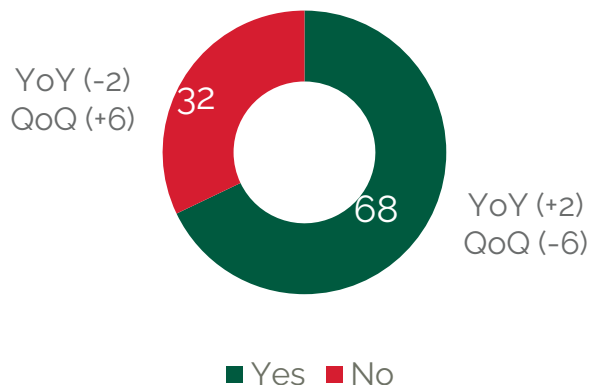


How satisfied were you with the information that was provided on the channels you used when planning and booking your journey? (excl DK) Oct/Nov/Dec 25 - National rail website or app (281/280/299), Train operator website or app (251/248/277), Trainline or other 3rd party retailer website or app (210/198/194), Journey planning website or app (118/119/106), Via a member of staff (124/115/119).

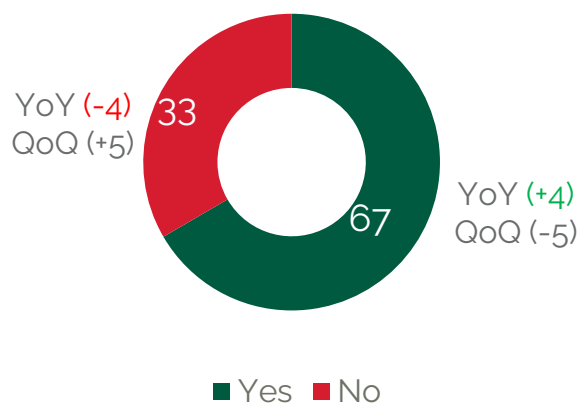
# Information about facilities available

A significantly higher proportion of customers found information about the facilities on board the train compared to a year ago, however it is still less than last quarter. There has been a significant improvement on those satisfied with the facilities available at the station compared to this time last year.

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



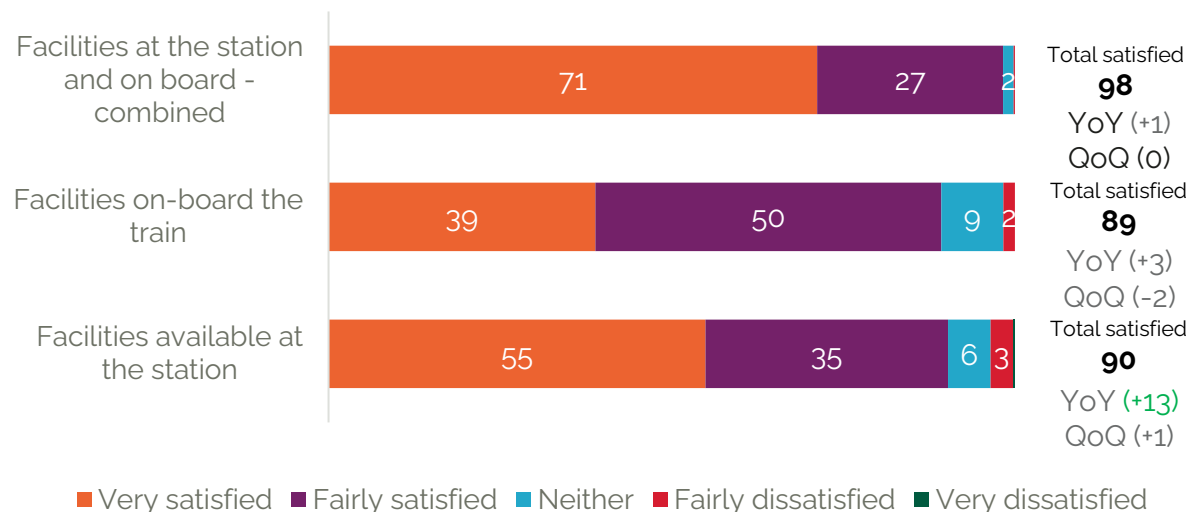
Found information about the facilities available **on board the train** (%)



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



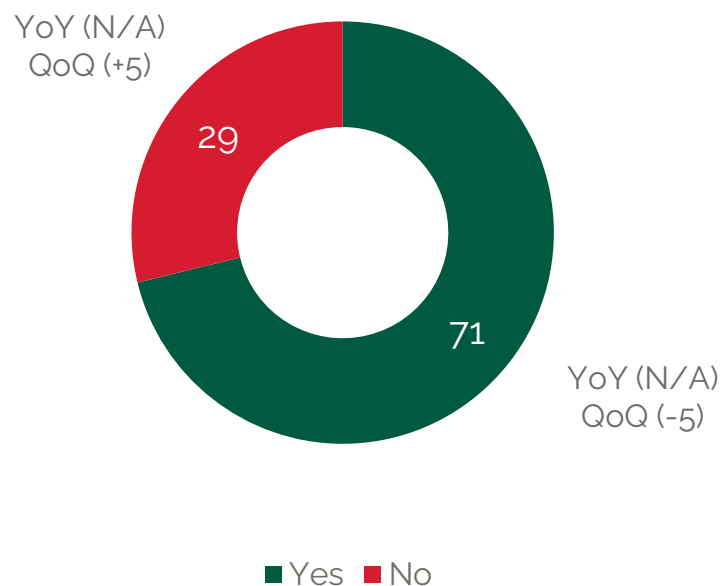
Satisfaction of information about the facilities available (%)



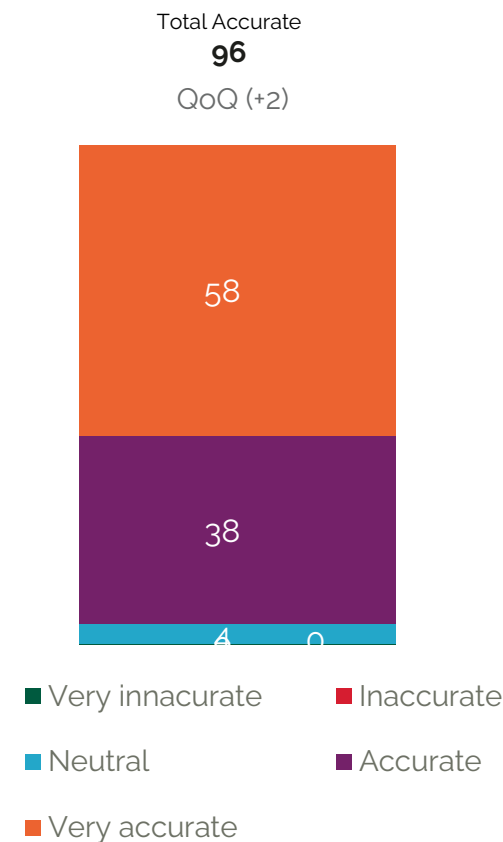
# Information on lift functioning

Around 7 in 10 customers are also receiving information about the lifts at their station. Of those who did receive this information 96% stated that the information was an accurate reflection of their experience, slightly up on 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 food and drink options, access to toilets, places to work and wait and connectivity to Wifi.

“

Yes, it would have been useful to have more detailed information about station facilities, such as toilets, food and drink options, as well as information on available seating and waiting areas.

**Commuter**

“

Clear information whether cafes or vending machines are available, WiFi access and where waiting areas are located would have been useful.

**Business**

“

Live updates would be very helpful when it comes to facilities, knowing if toilets or lifts are working or not would be useful for the customer to know

**Commuter**

“

Information about station facilities would have been helpful, particularly WiFi availability and places to work while waiting.

**Business**

“

There was no information about accessibility features at the station, such as step-free access, location of restrooms, waiting areas, food and drink options, and assistance points.

**Commuter**

“

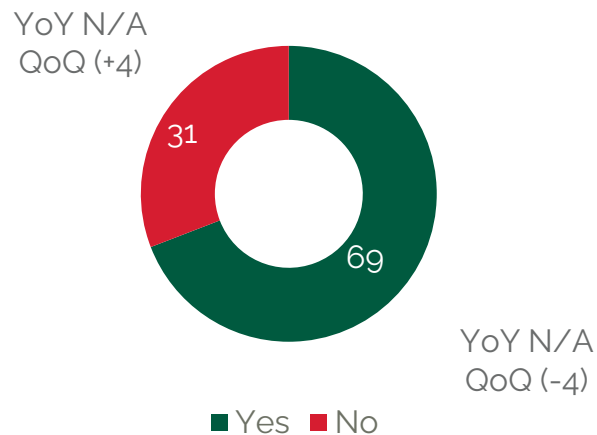
Details about station layout, where facilities are located and if there is seating available before boarding would have been useful.

**Leisure**

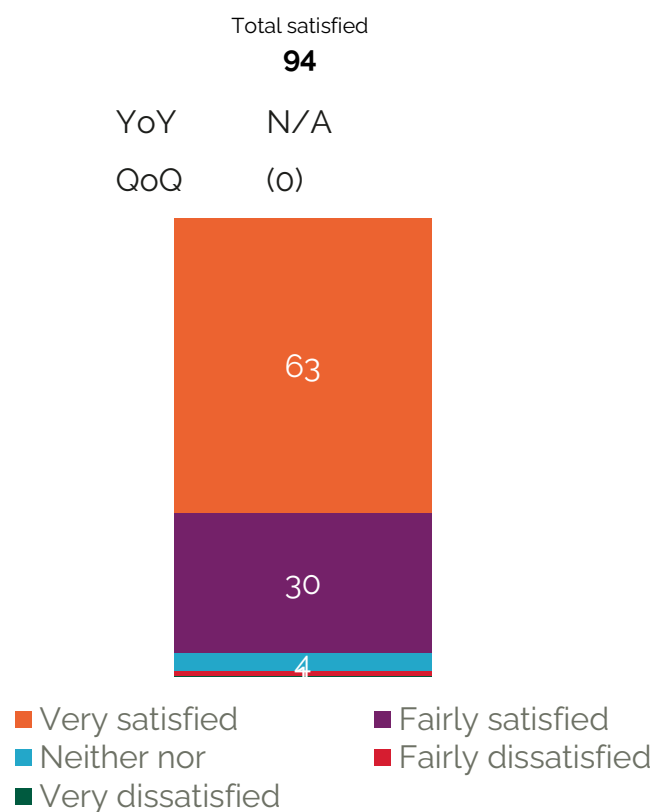
# Seat reservations for advance ticket booking

A similar proportion also found information about reserving a seat in advance (69%), which is down on last quarter. The information was easy to find and was perceived very positively.

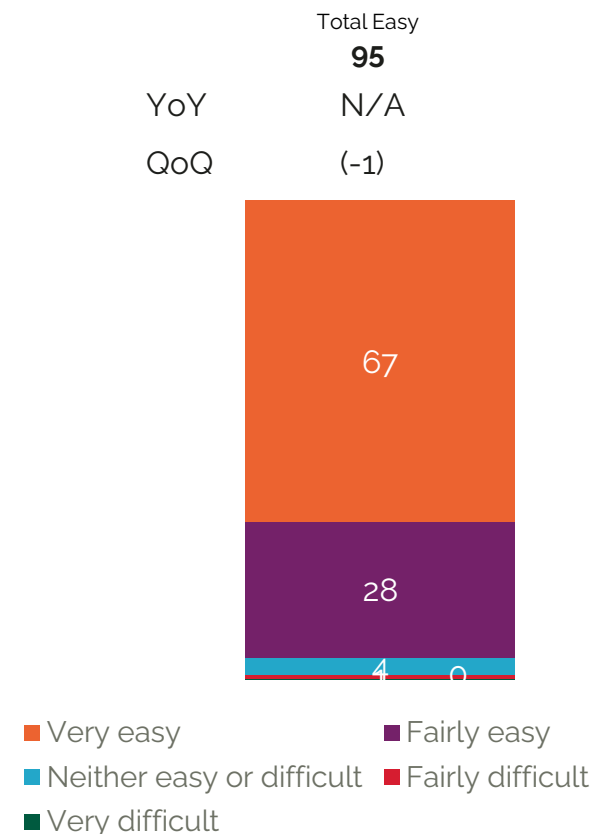
Found information about option to reserve a seat in advance (% yes)



Satisfaction with booking a seat in advance (%)



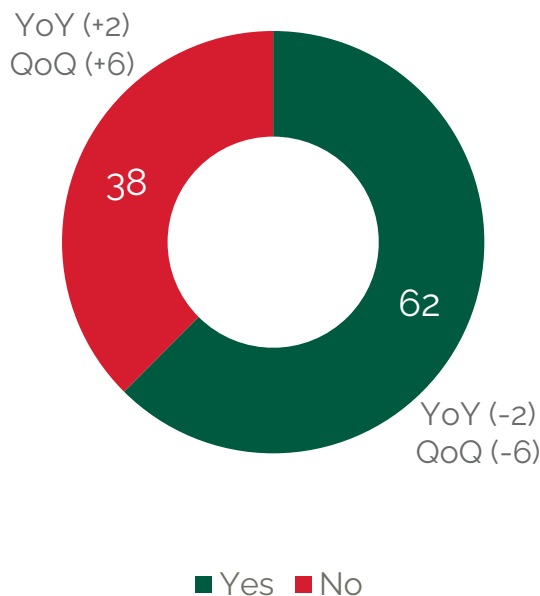
Ease of finding information on seat reservation(%)



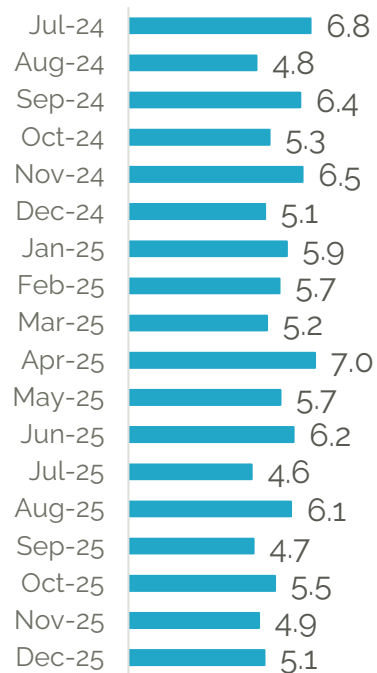
# Changes to train times

However, with improvements seen elsewhere at the planning and booking stage, customers are less likely to find information relating to changes to train times compared to last year and last quarter. This is likely to be due to the fact that less customers faced disruption this quarter and so didn't need this information. 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 three of the four metrics seeing significant improvements.

Found changes to train times (%)

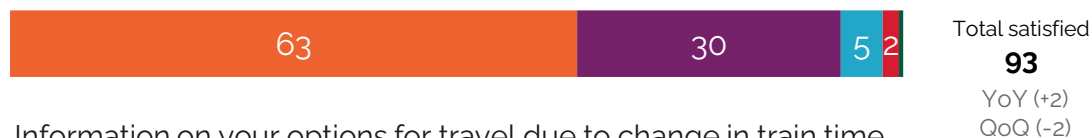


Average time information about the change to train times is received before journey (days)



Satisfied with the following (%)

Information on how and why your train journey time changed



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



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



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

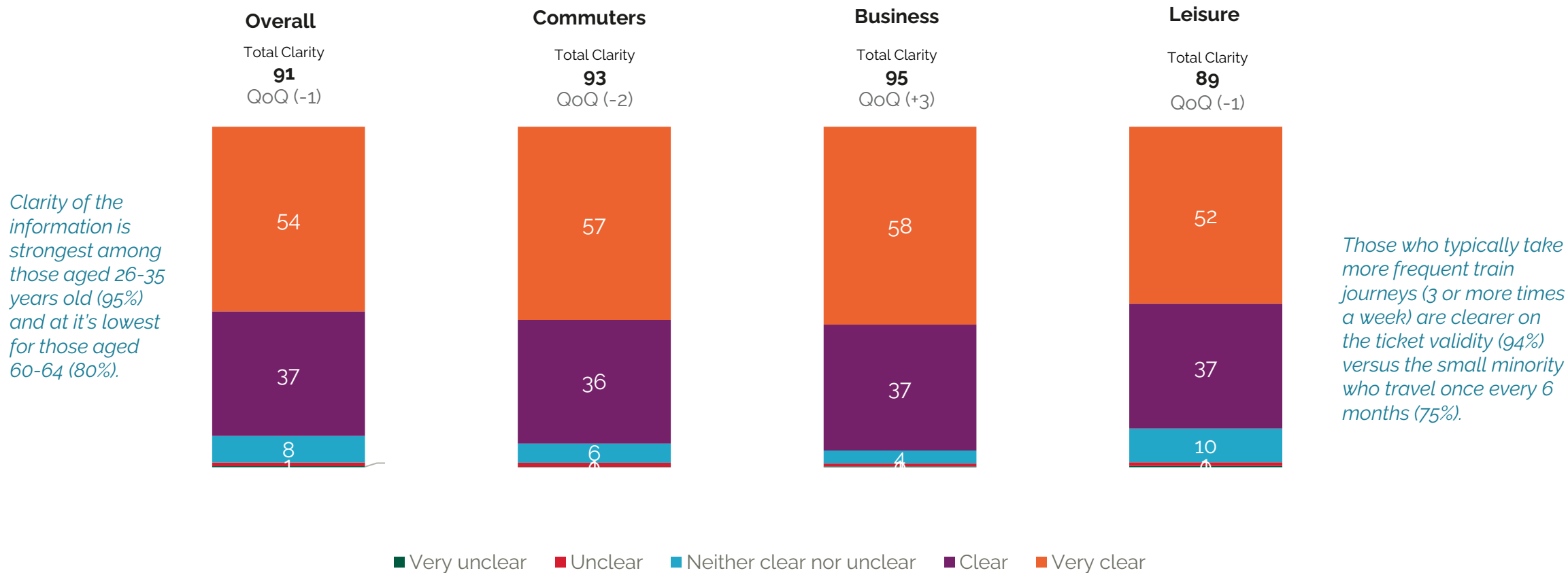


Very satisfied (orange), Fairly satisfied (purple), Neither nor (light blue), Fairly dissatisfied (red), Very dissatisfied (dark green)

# Ticket validity

Generally, customers feel that the validity of their tickets is clear – most notable among business customers who are the only group to improve 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.

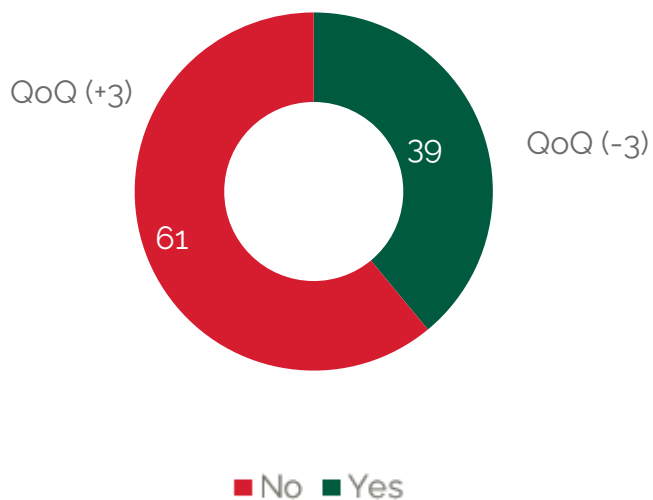
Clarity of information on ticket validity – when, where and under what conditions (%)



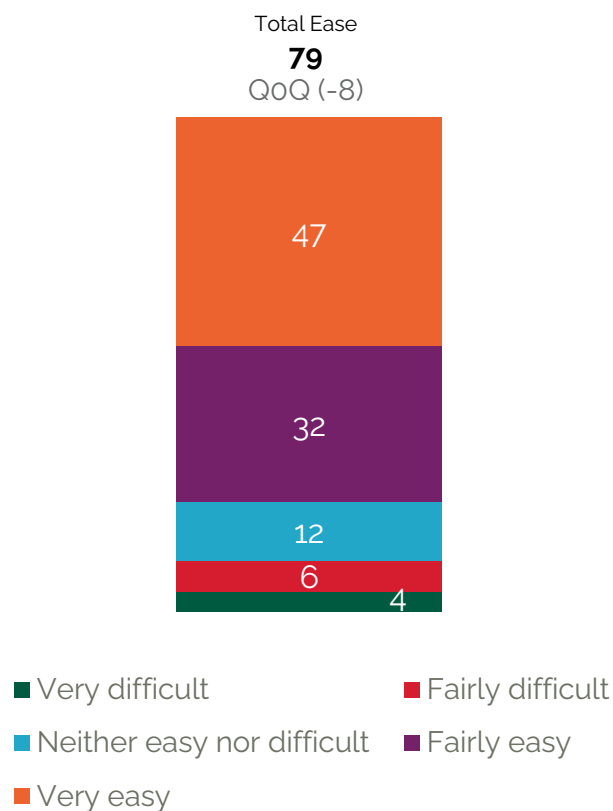
# Hot topic: Greyed out train services when booking

This feature is used less frequently by customers, likely because it isn't relevant to everyone. Overall, 39% of customers have tried to book tickets for a train service and found it greyed out / unavailable to book, which is slightly down on last quarter. 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.

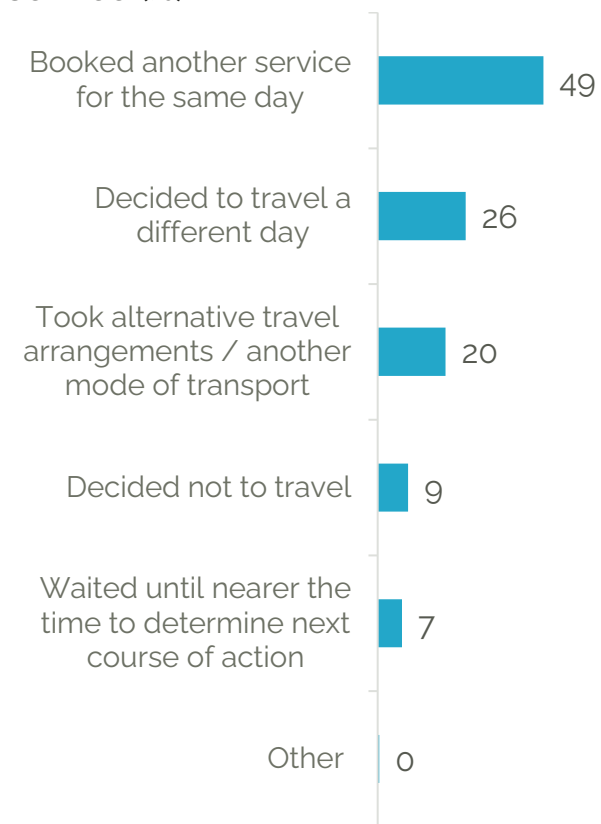
Ever tried booking train ticket and found service greyed out/unavailable? (%)



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



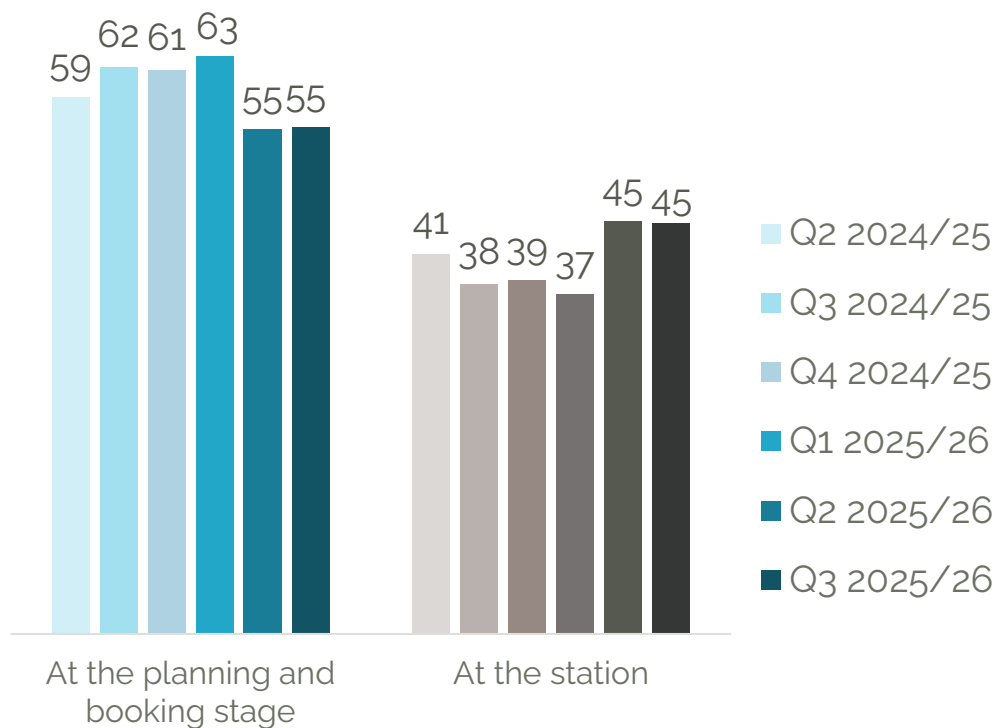
Action taken as a result of the greyed out service (%)



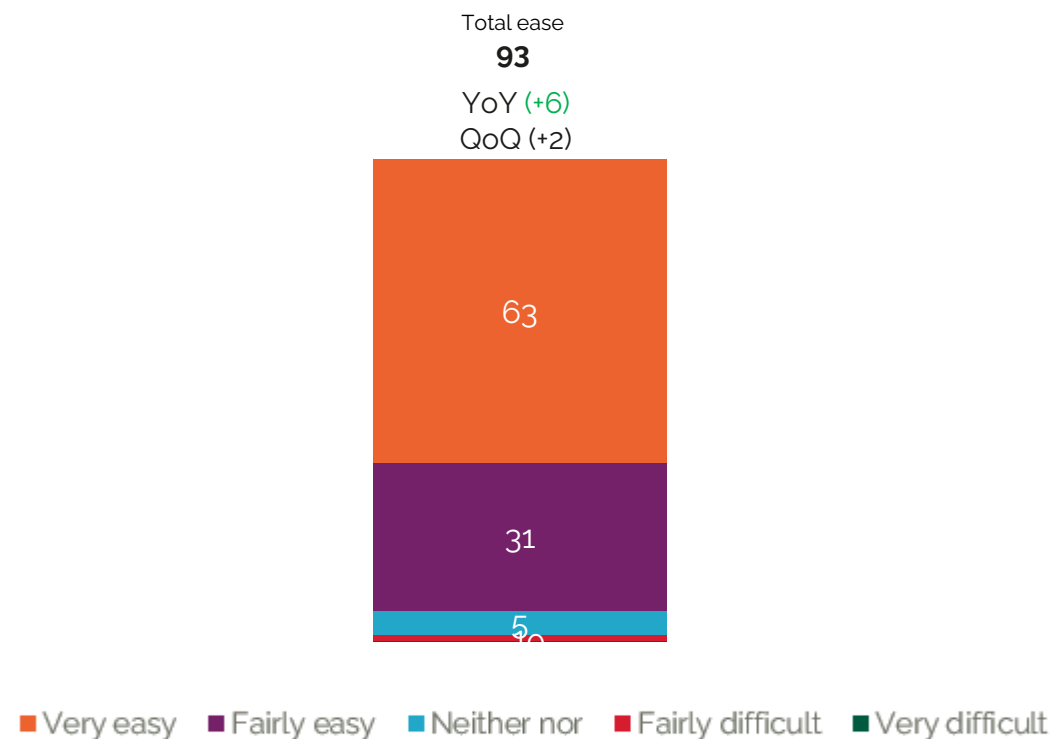
# Stage informed about rail replacement bus and ease in finding such information

Customers are most likely to receive information about rail replacements at the planning and booking stage – this is consistent with last quarter but is down on this time last year. Positively, the majority of customers are able to find information on the bus replacement and where it is going to be located with ease and this has significantly improved compared to a year ago.

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

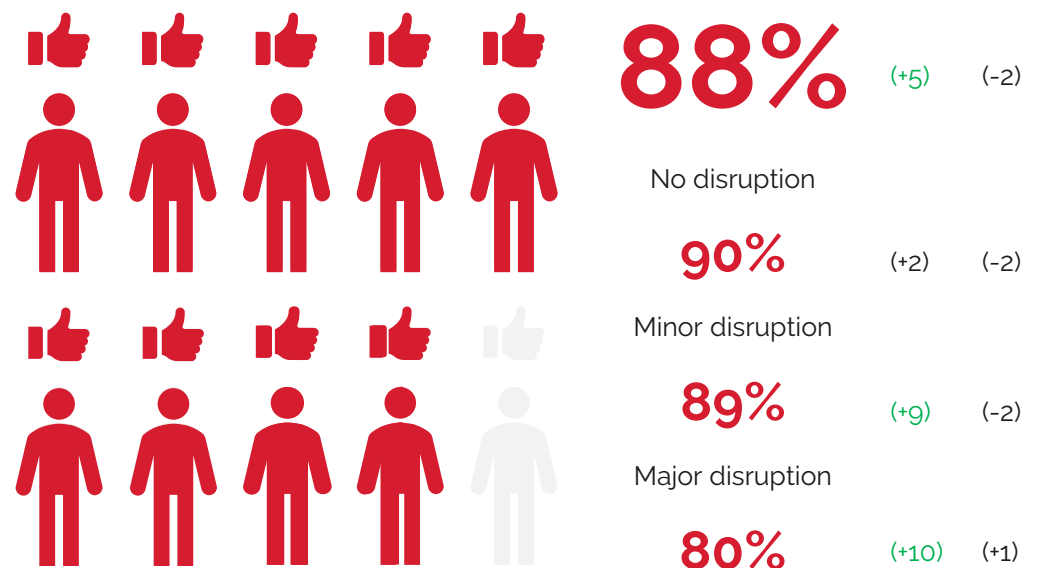
**Rail Delivery Group**



# Journey to the station – Key satisfaction metrics

88% are satisfied with information during the journey to the station. This is following significant improvements across disrupted 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 Trainline or other 3<sup>rd</sup> party website or app – with all three seeing significant improvements in satisfaction of their information provision compared to last year.

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



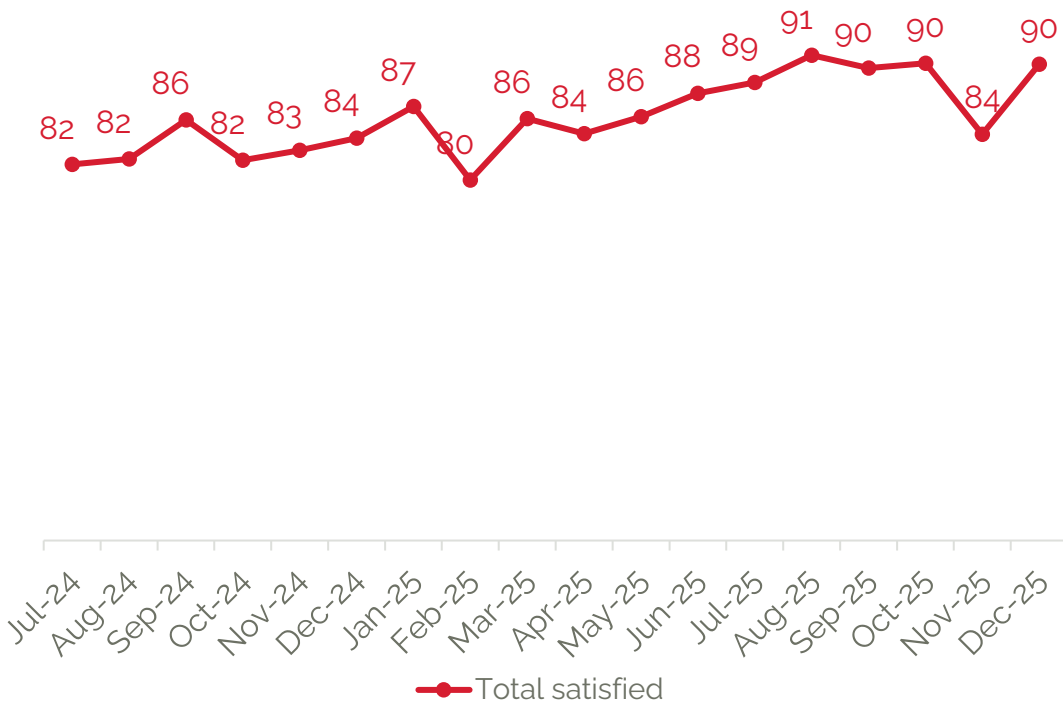
Top 3 channels used and their satisfaction (%):



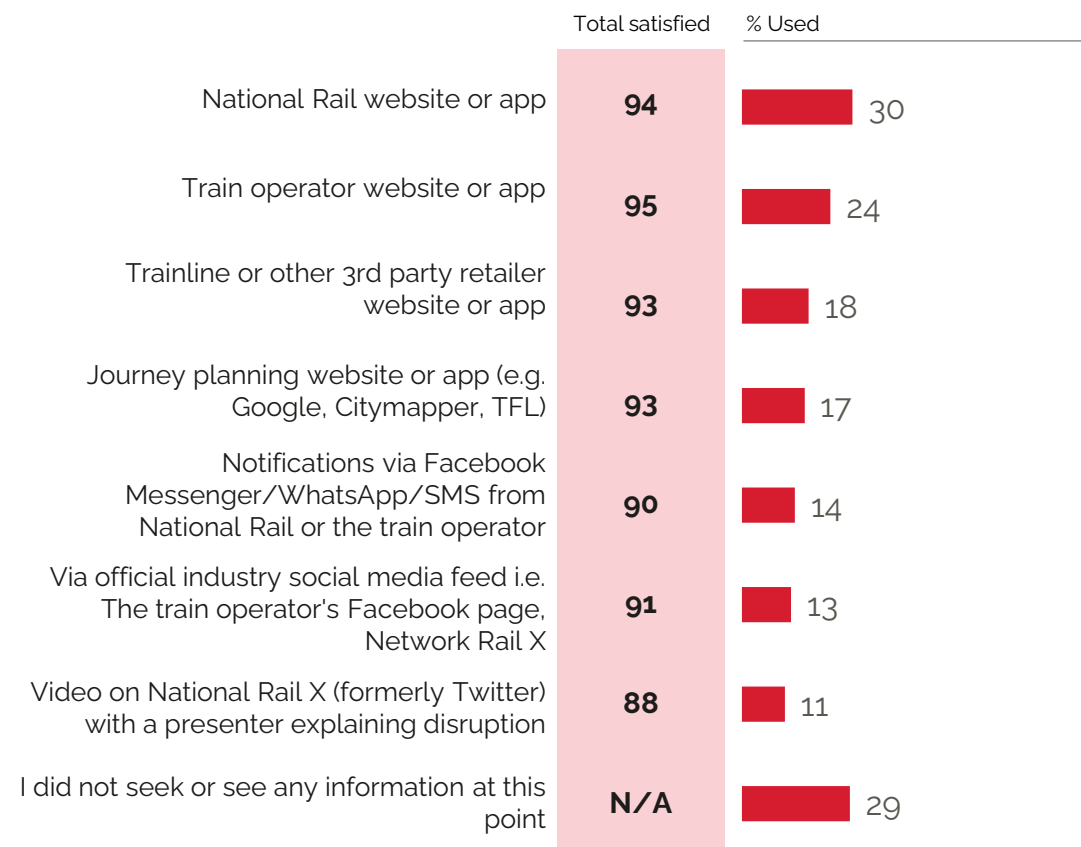
# Overall satisfaction with information provided and information channels used when making the journey to the station

Information at this point in the journey stays fairly consistent with last quarter. There was a drop in November but this recovered in December. Satisfaction is high amongst all channels, with TOC websites or apps performing best, followed by the National Rail website or app.

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 (%)

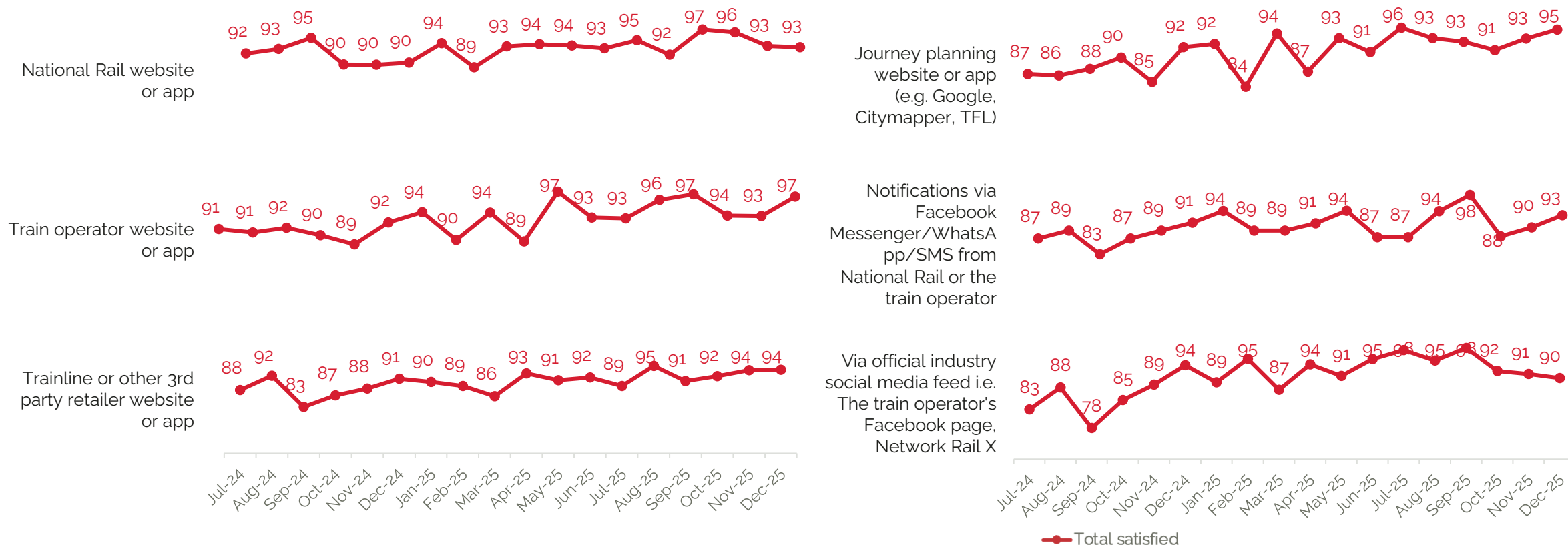


Overall, how satisfied were you with the information provided about your upcoming rail journey when on your way to the station? Oct/Nov/Dec 25 (746/739/743). Which of the following information channels did you utilise when on your way to the station? How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl. DK) Oct-Dec 25 (2571)

# Satisfaction with information channels

At a monthly level satisfaction with channels is fairly consistent with previous quarters with most trending upwards. However, this quarter there has been a slight downward trend in satisfaction with official social media feeds after the very high satisfaction scores last quarter.

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



● Total satisfied

How satisfied were you with the information that was provided on the channels you used when on your way to the station? (excl DK) Oct/Nov/Dec 25 - National rail website or app (251/249/230), Train operator website or app (194/195/225), Trainline or 3<sup>rd</sup> party website or app (156/154/148), Journey planning website or app (e.g. Google, Citymapper, TFL) (119/113/146)), Notifications via Facebook Messenger/WhatsApp/SMS from National Rail or the train operator (97/104/127)., Via social media feed (90/104/112).



# At the station

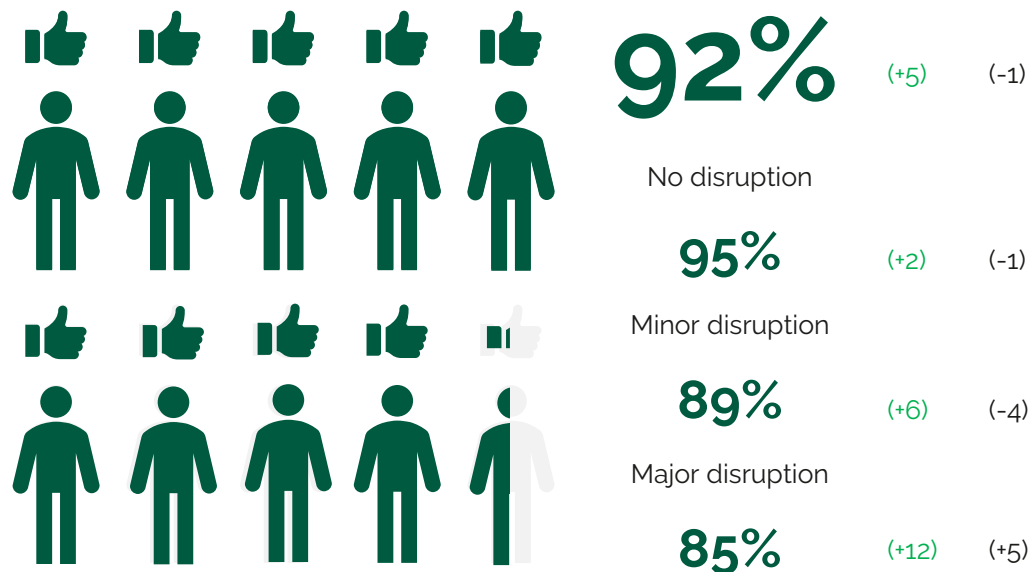
**Rail Delivery Group**



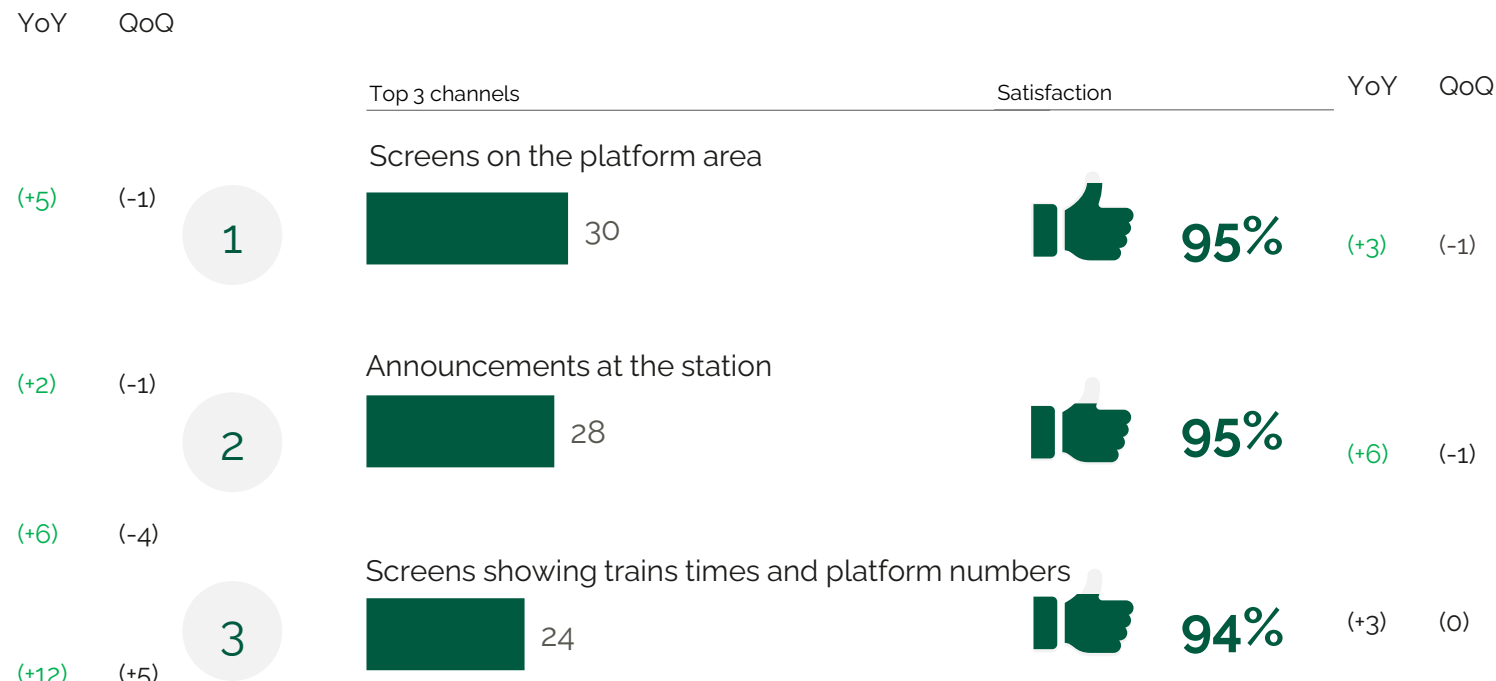
# At the station – Key satisfaction metrics

At the station, 92% 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 – both showing significant improvements in satisfaction versus a year ago.

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



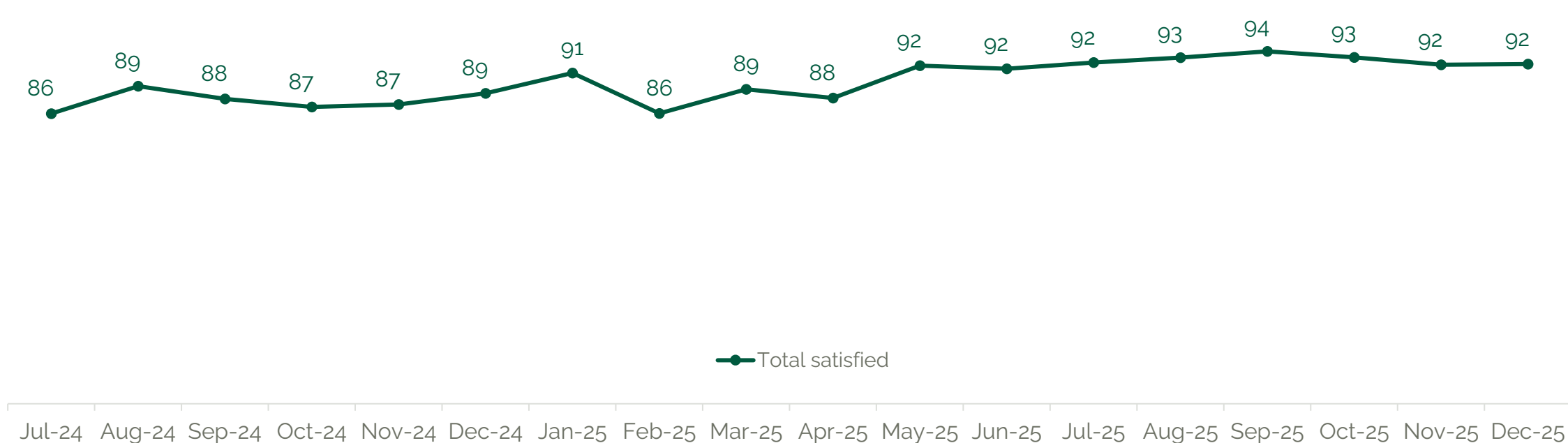
Top 3 channels used and their satisfaction (%):



# Overall satisfaction with information provided when at the station

Looking at the trended satisfaction with information provided when at the station, figures have stayed fairly consistent since May 2025 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/Oct25/Nov25/Dec25 (808/809/809/817/820/821/824/804/819/823/808/814/821/821/819/831/815/822/831/815/822/803/822/832/823/826/822/764/770/777/762/761/764)

# 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, with station signage, posters and wayfinding and help points on the platform area coming out strongest.

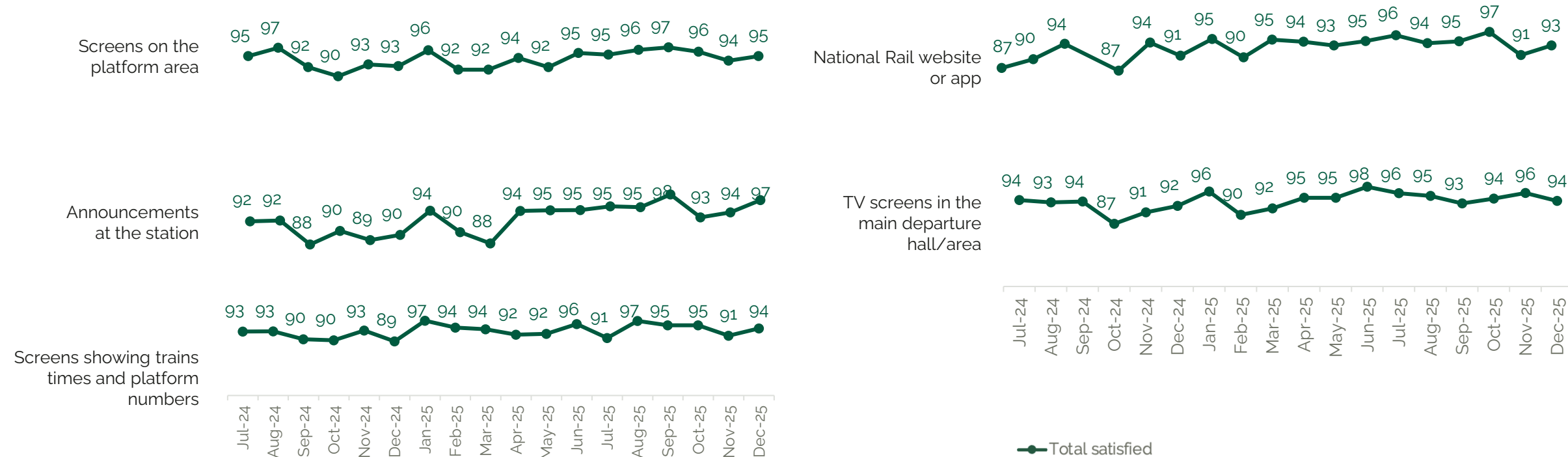
## Information channels used and satisfaction with each when at the station (%)

	Total satisfied	% Used		Total satisfied	% Used
Screens on the platform area	95	30	Help points on the platform area	96	10
Announcements at the station	95	28	Trainline or other 3rd party retailer website or app	94	10
Screens showing trains times and platform numbers	94	24	Journey planning website or app (e.g. Google, Citymapper, TFL)	90	10
National Rail website or app	94	21	Via official industry social media feed i.e. The train operator's Facebook page, Network Rail X	90	8
TV Screens in main departure hall / area	95	21	Notifications via Facebook Messenger /WhatsApp/SMS from National Rail or the train operator	92	8
Station signage, posters and wayfinding	96	15	Video on National Rail X (formerly Twitter) with a presenter explaining disruption	94	7
Train operator website or app	95	15	I did not seek or see any information at this point	N/A	9
Via a member of staff at the station	93	13			

# 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. National Rail website or app also hit its highest satisfaction since tracking began in October 2025.

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



How satisfied were you with the information that was provided on the channels you used when at the station? (excl DK) Oct 25/Nov 25/Dec 25 - Screens on the platform area (248/229/241), Announcements at the station (212/219/235), Screens showing train times and platform numbers (185/168/202), National Rail website or app (174/169/180), TV screens in the main departure hall/area (157/164/186)

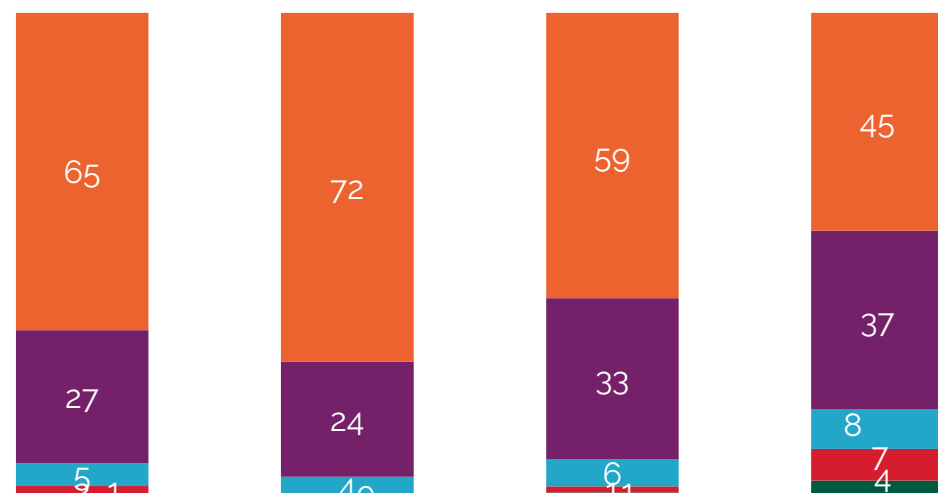
# Satisfaction with experiences at the station

Customers continue to be satisfied with their experiences at the station. Timeliness of platform information remains the most highly rated and has significantly increased compared to a year ago, this is driven by the minorly disrupted. Being kept up to date about the status of the train has also significantly improved this year – again showing strong improvements for the minorly disrupted.

## Updates on the platform and train (%)

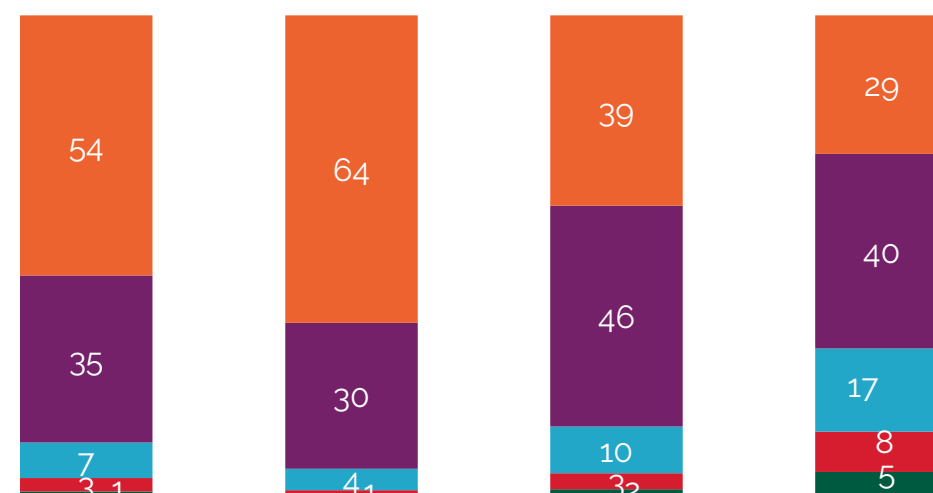
Timeliness with which platform information was announced

	Overall	No disruption	Minor disruption	Major disruption
Total satisfied	<b>93</b>	<b>96</b>	<b>92</b>	<b>82</b>
YoY	(+3)	(+1)	(+6)	(+1)
QoQ	(0)	(+1)	(-2)	(-2)



Kept up to date about the status of the train

	Overall	No disruption	Minor disruption	Major disruption
Total satisfied	<b>88</b>	<b>94</b>	<b>85</b>	<b>69</b>
YoY	(+5)	(+3)	(+12)	(+5)
QoQ	(0)	(+2)	(+1)	(-2)

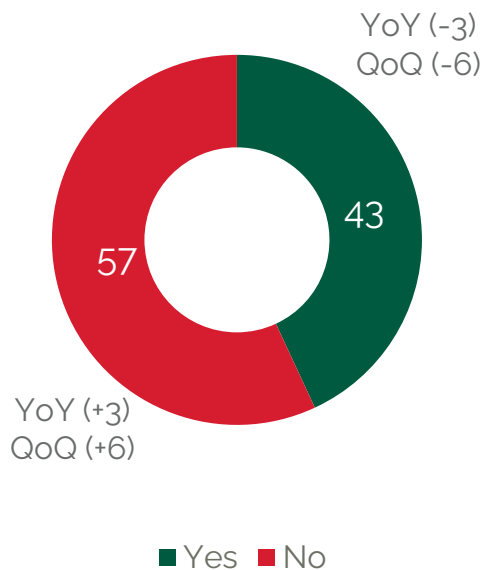


Very satisfied Fairly satisfied Neither nor Fairly dissatisfied Very dissatisfied Very satisfied Fairly satisfied Neither nor Fairly dissatisfied Very dissatisfied

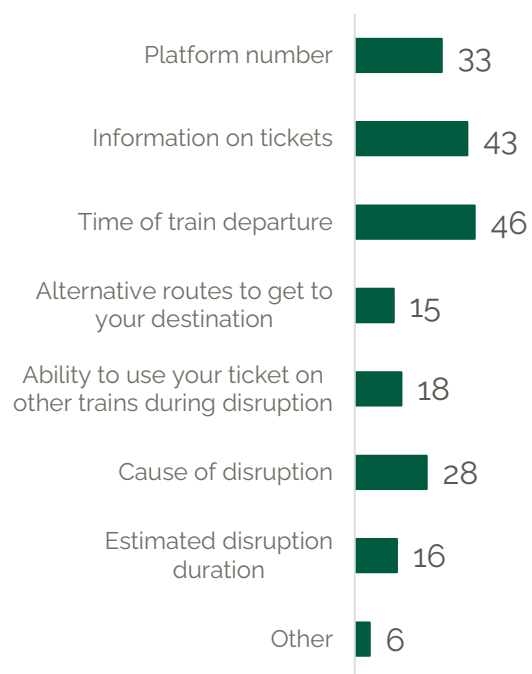
# Interaction with staff at the station

43% 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.

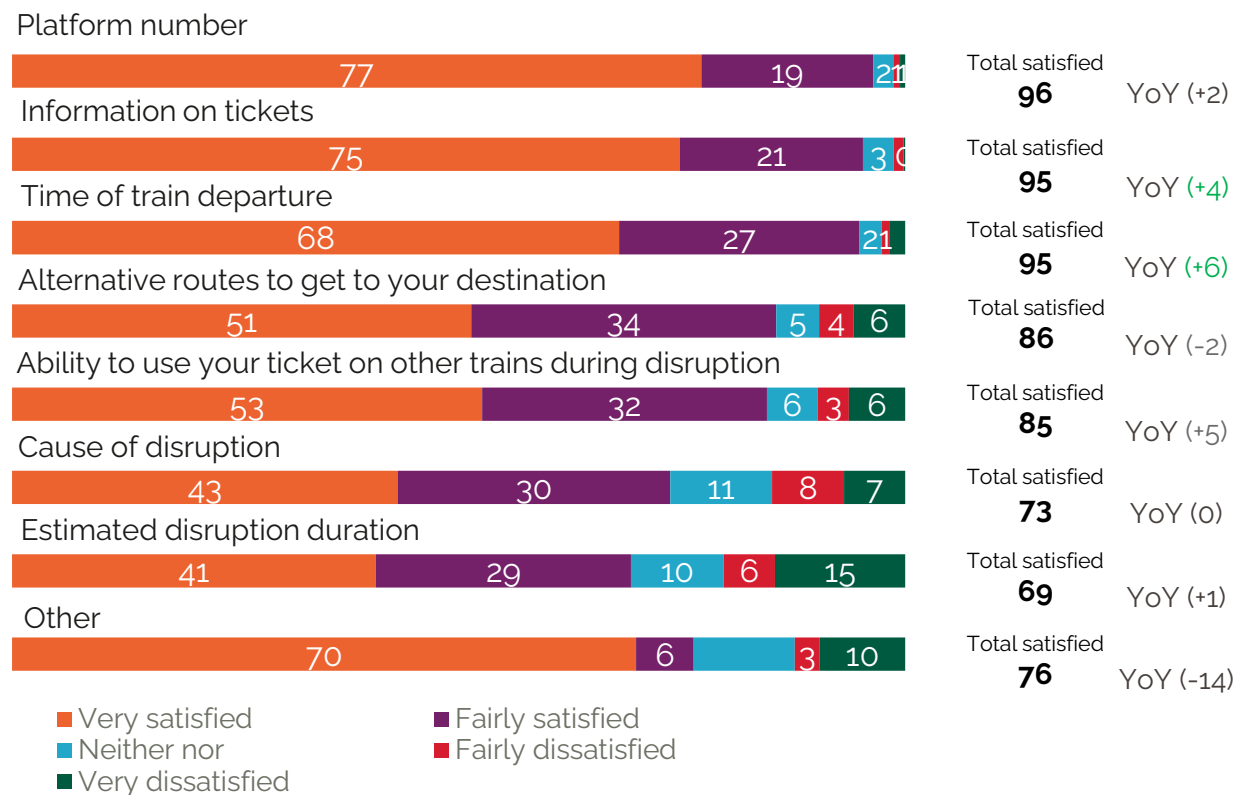
Interacted with a staff member at the station (%)



What information did they ask staff for? (%)



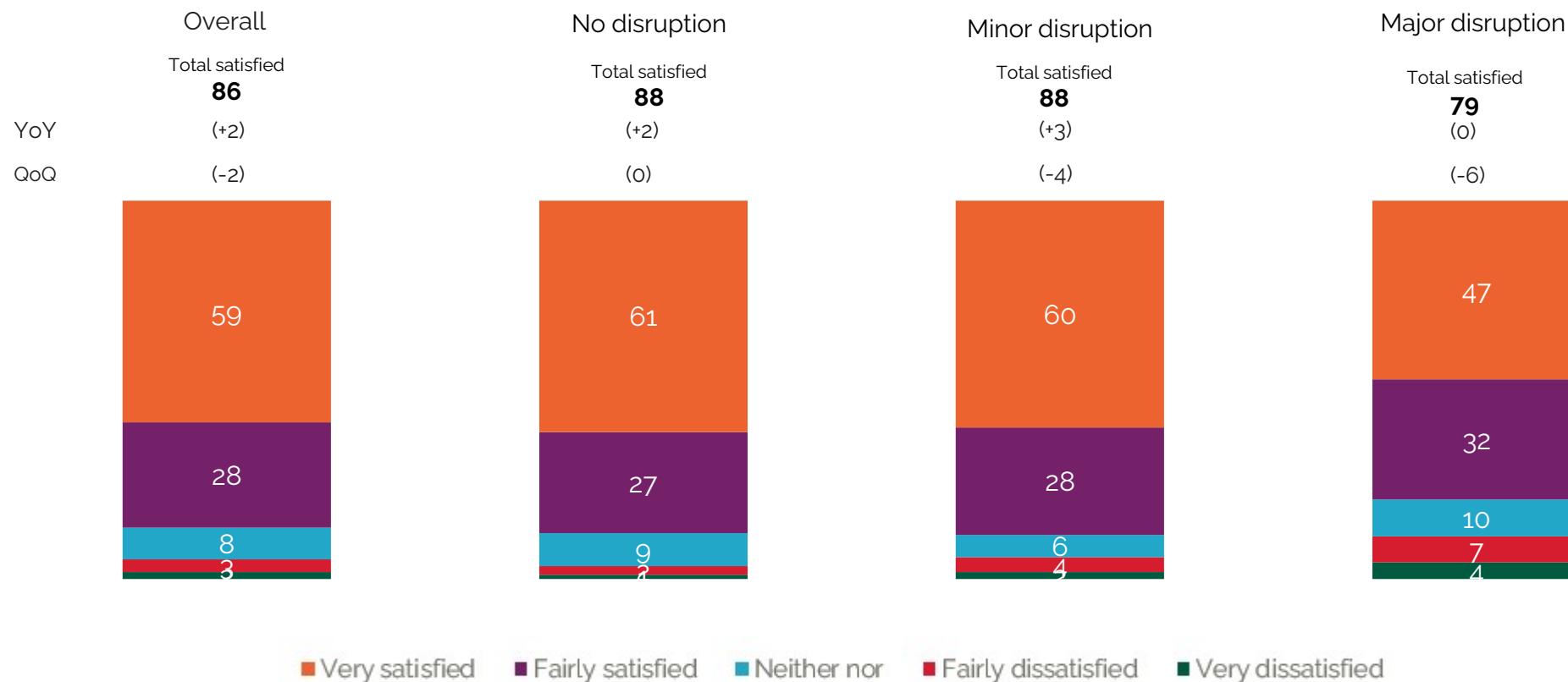
Satisfied with the following (%)



# Satisfaction with staff at the station

Although only a small minority acquire information from the staff and just 43% interact with a staff member, the majority of customers are 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 disruption.

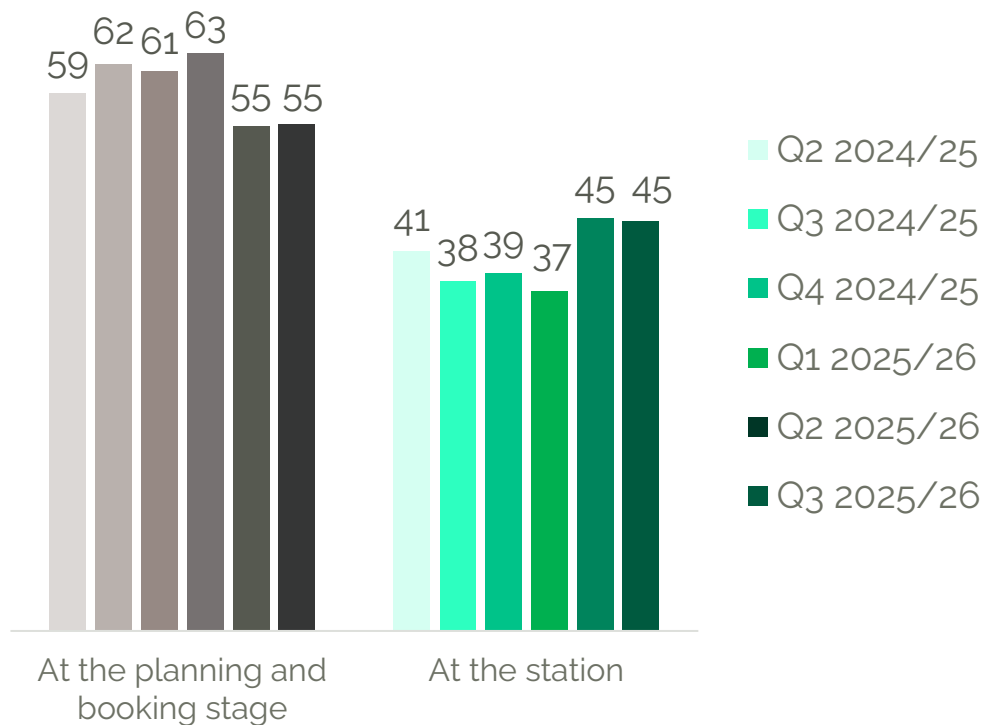
Staff available to help me (%)



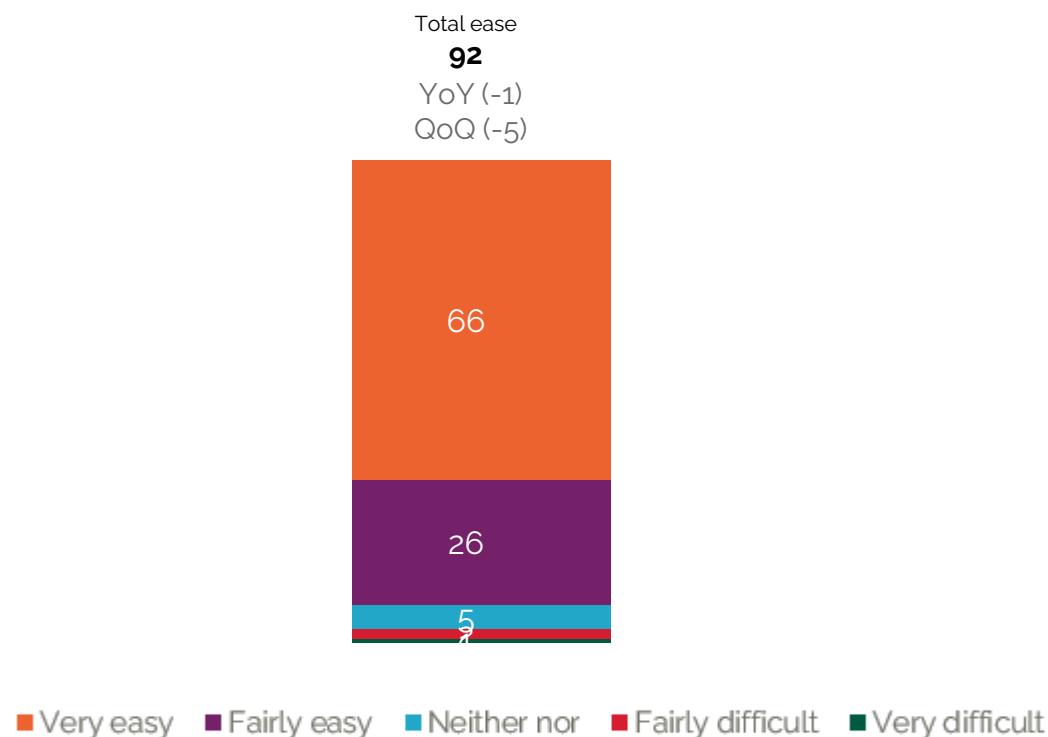
# Stage informed about rail replacement bus and ease in finding such information

Customers are increasingly more likely to receive rail replacement bus information at the station instead of in advance of their journey – a continued trend from last quarter. Nevertheless, customers find the information on the departure point easy to find when at the station even if rated slightly lower than a year ago.

Stage informed about the rail replacement bus (%)



Ease with finding bus departure point (%)





# On board the train

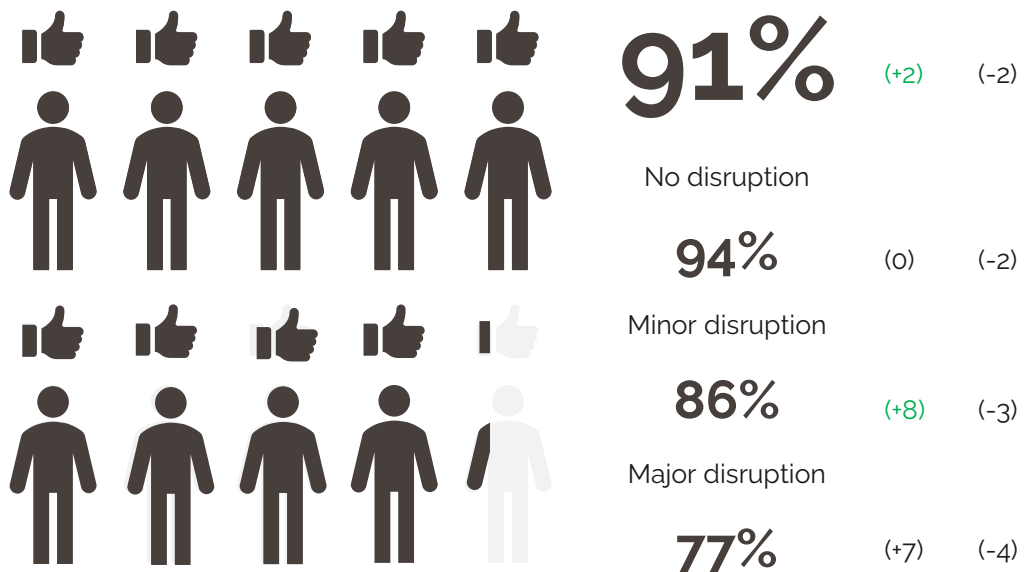
**Rail Delivery Group**



# On board the train – Key satisfaction metrics

Overall, the satisfaction score given to information provided on the train was 91%, a significant increase compared to this time last year. Again, this is primarily driven by a significant increase for minor disruption. 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:



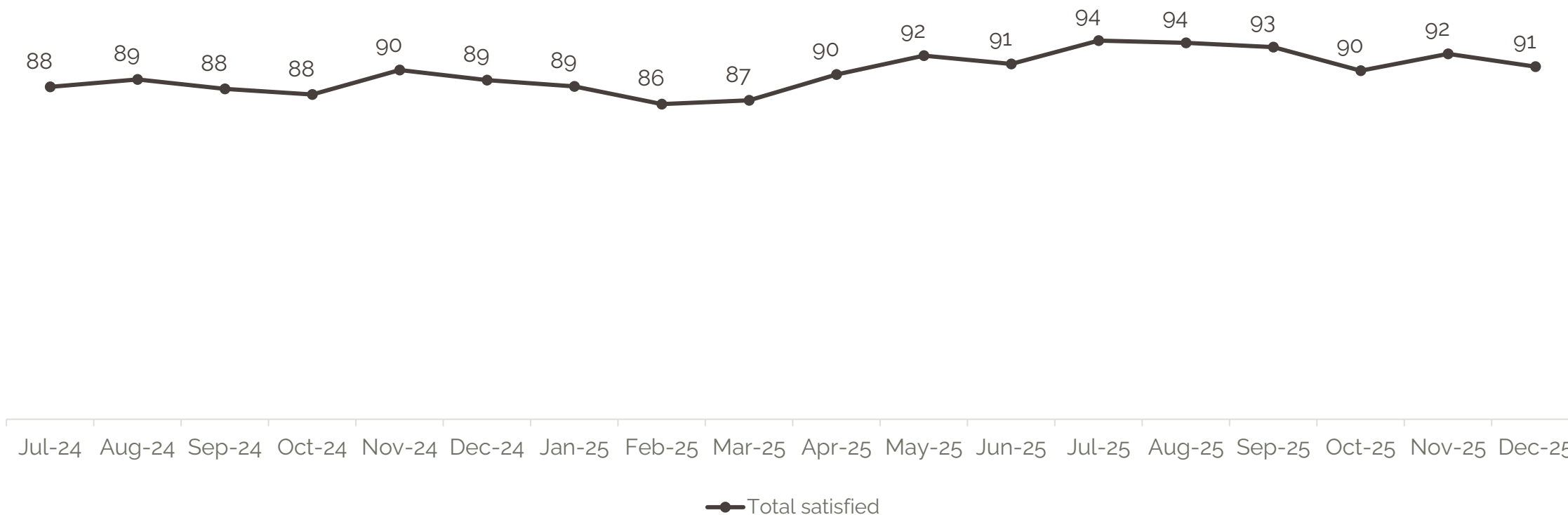
## Top 3 channels used and their satisfaction (%):

Top 3 channels	Satisfaction	YoY	QoQ
1 Screens on the train	96%	(+1)	(+1)
2 Automated announcement on the train	95%	(+2)	(0)
3 Live announcement delivered by member of staff on the train	95%	(0)	(-1)

# Overall satisfaction with information provided when on board the train

Satisfaction with information on board the train remains steady throughout the latest quarter but is a little lower than it was last quarter.

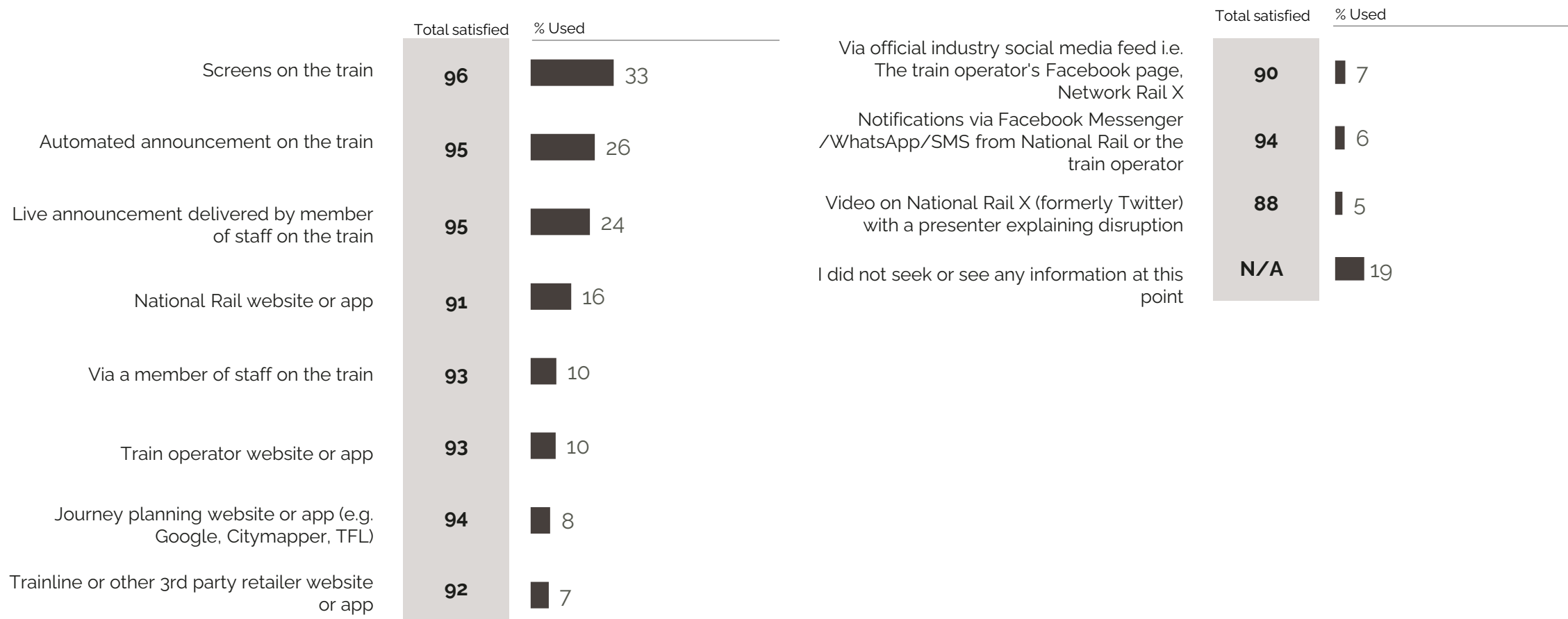
Overall satisfaction with information provided when on board the train – trended (%)



# Information channels used and their satisfaction

Information channels used on board the train generally achieve a high satisfaction rating, with screens on the train, and automated and staff announcements being the most used channels at this stage.

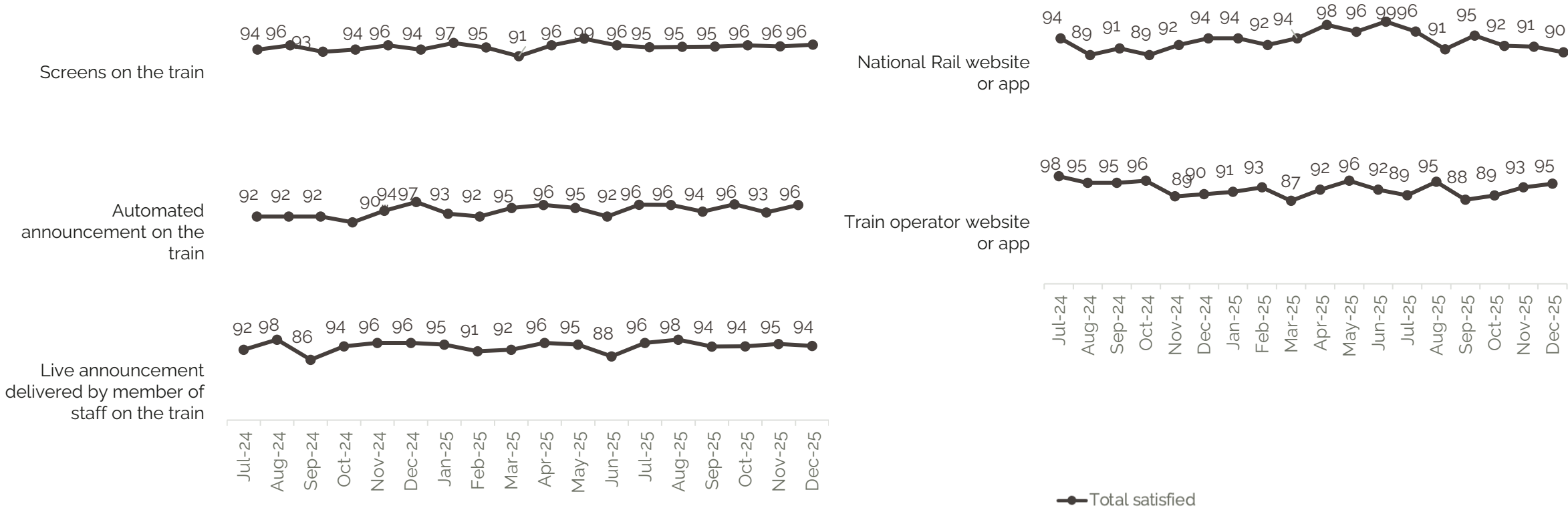
Information channels used and satisfaction with each when on board the train (%)



# 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 website or app satisfaction has dropped a little compared to earlier in the year and for TOC website or app satisfaction is trending upwards over the quarter.

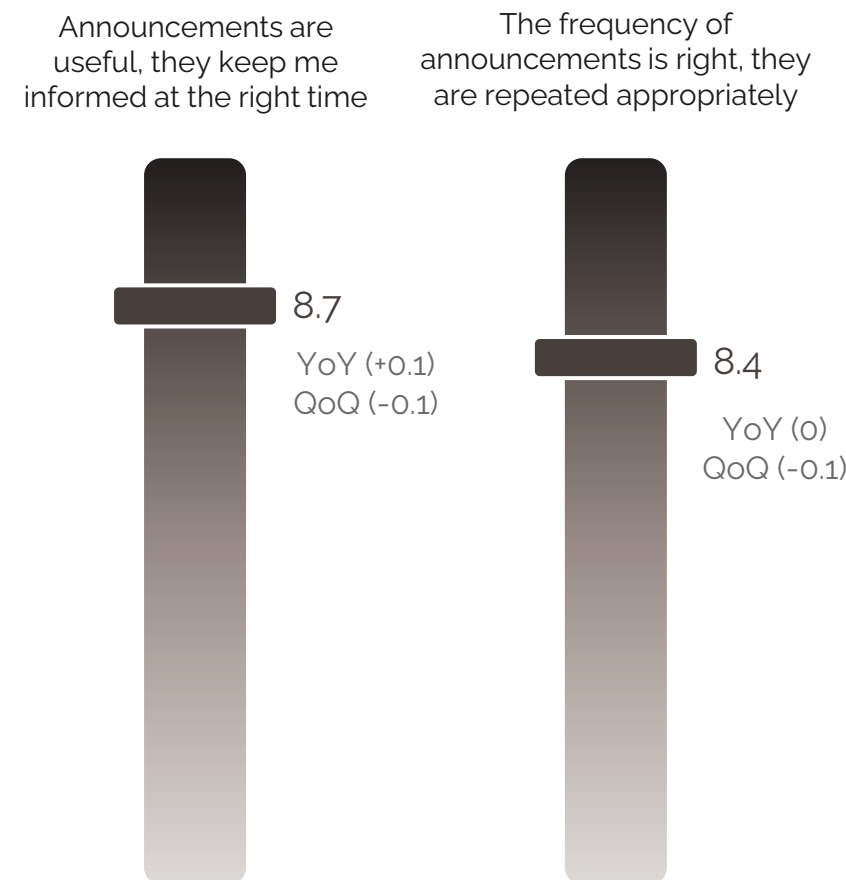
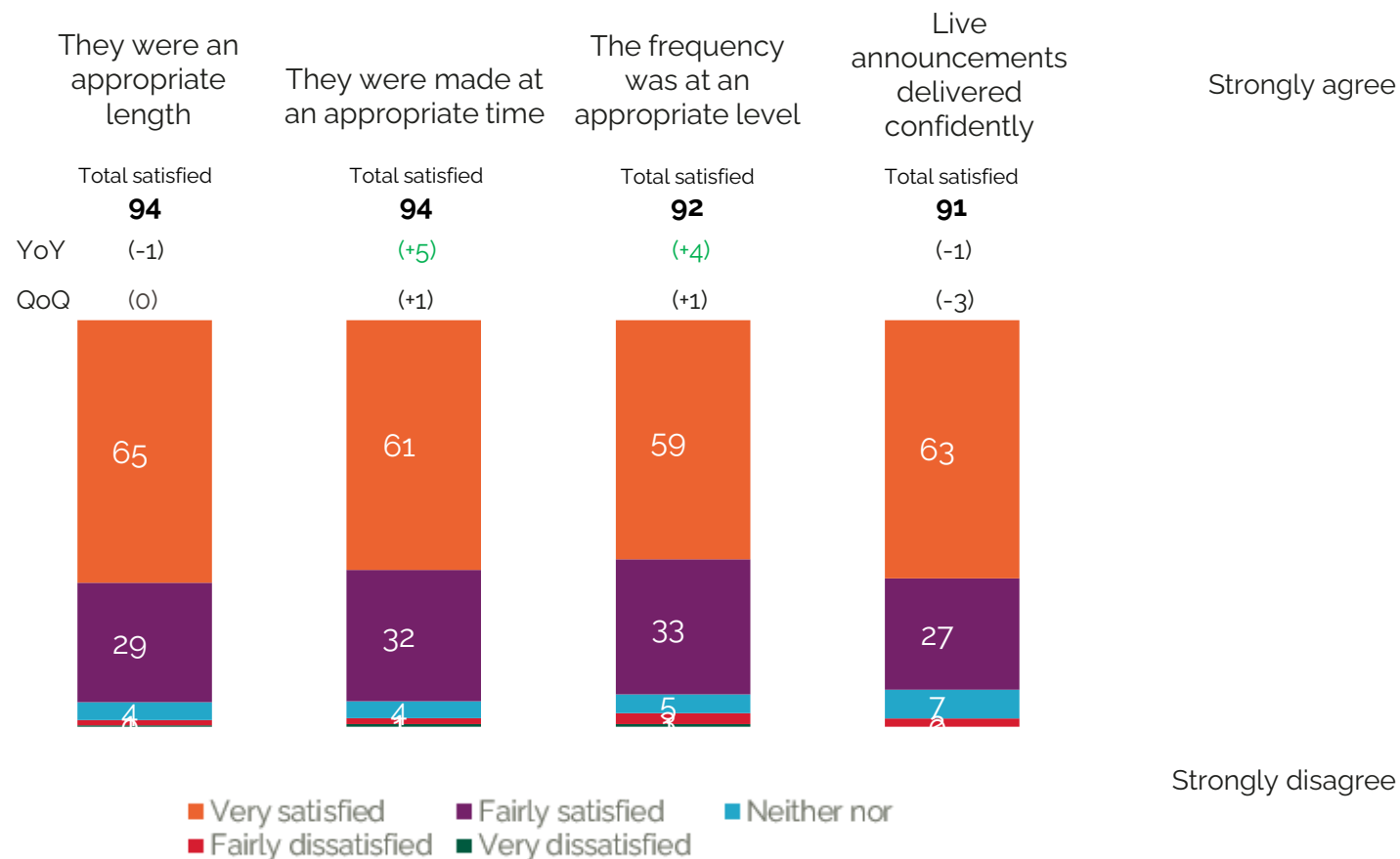
Satisfaction of information channels when on board the train – trended (%)  
(Top 5)



# 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. In particular, satisfaction with the timing and frequency of announcements has increased significantly compared to a year ago.

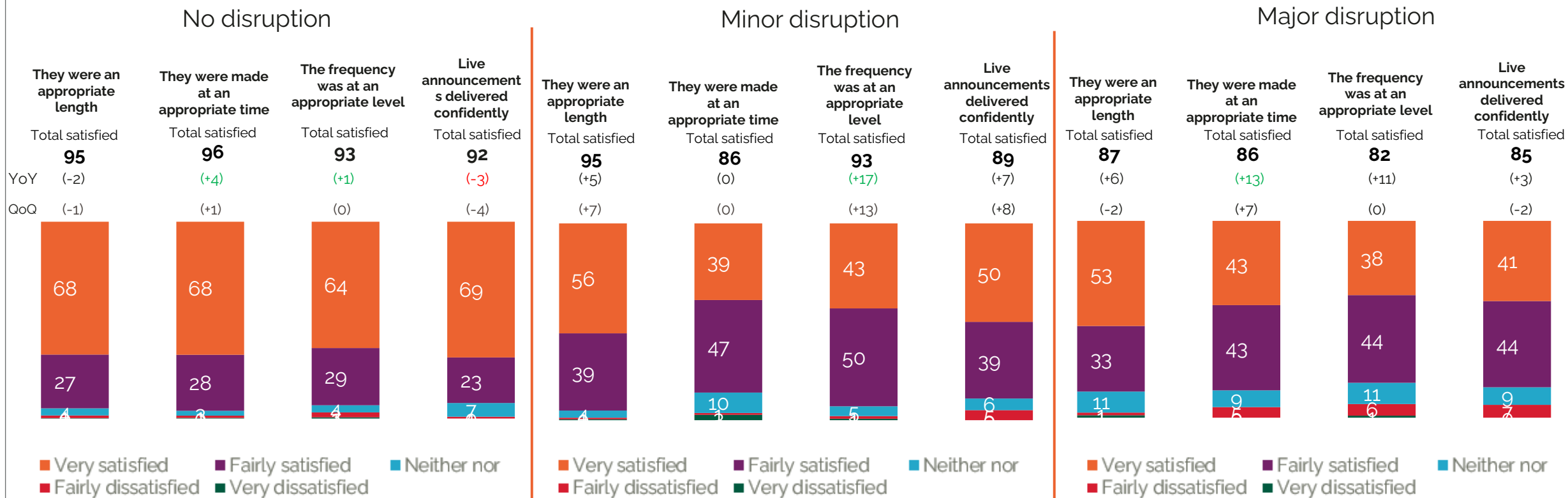
## Announcements on board the train (%)



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

Across customer type, the non-disrupted are most satisfied with announcements, with significant improvements in ratings on timing and frequency. However, the confidence of the delivery has decreased significantly compared to a year ago. For the minor disrupted the frequency saw a large significant improvement and for the major disrupted the timing of the announcements improved significantly.

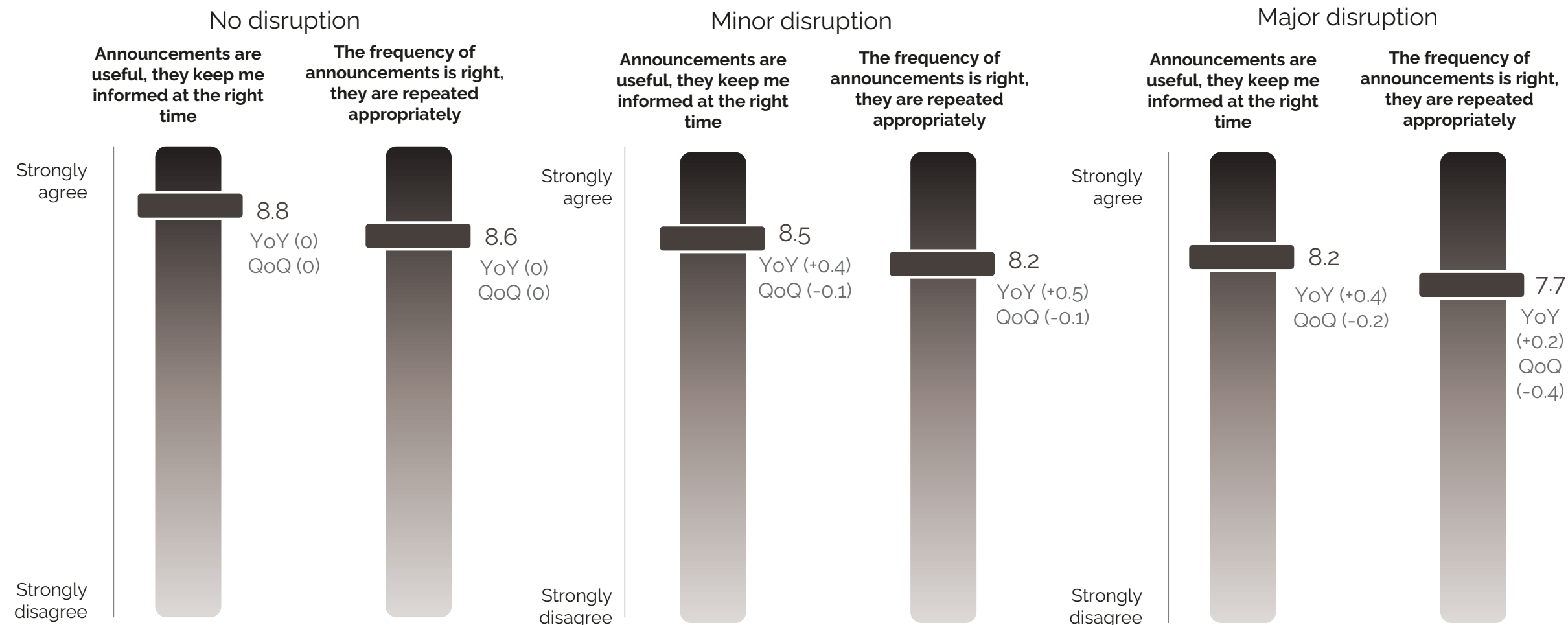
## Announcements on board the train (%)



# 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, timing could be improved slightly to ensure customers are kept informed with relevant information as things progress during their disruption.

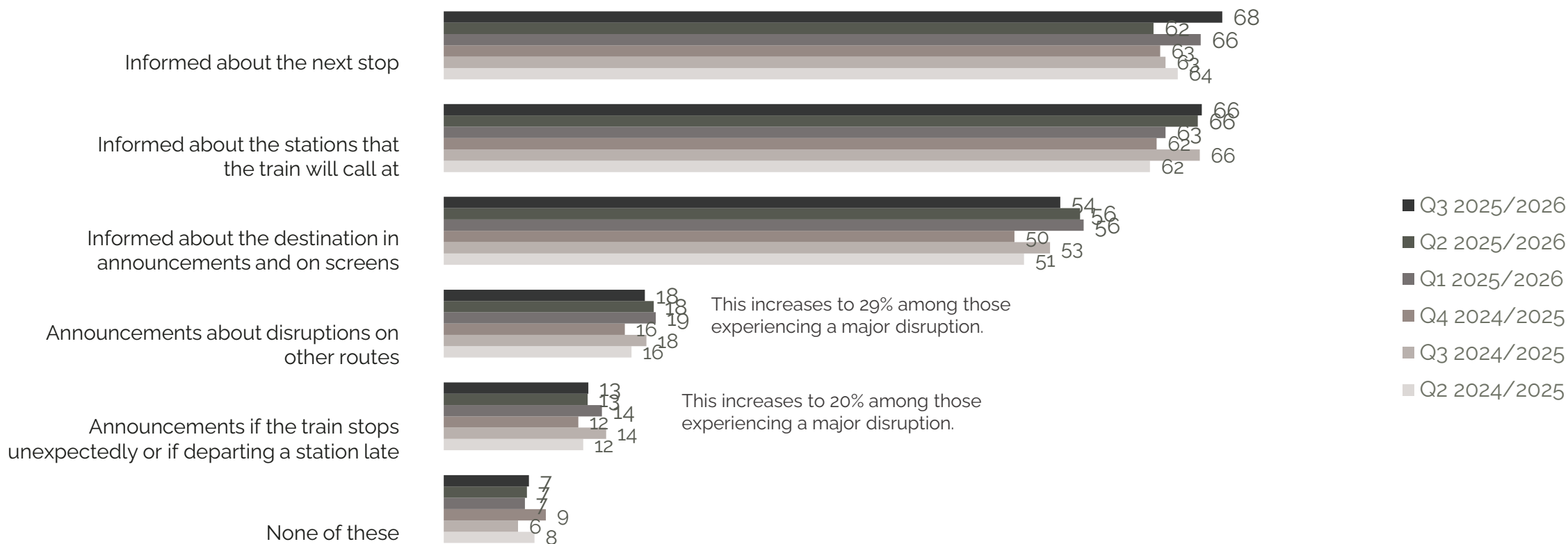
Announcements on board the train (%)



# Type of information provided on board the train

Information about the trains next stop is the main piece of information delivered to customers, followed by the stations the train will call at. Disruption information is more limited since it happens less frequently amongst all customers, nevertheless there is room to improve with just 29% of the major disrupted receiving information on disrupted routes.

Information provided when on board the train (%)





# At destination/ interchange

**Rail Delivery Group**

 National Rail

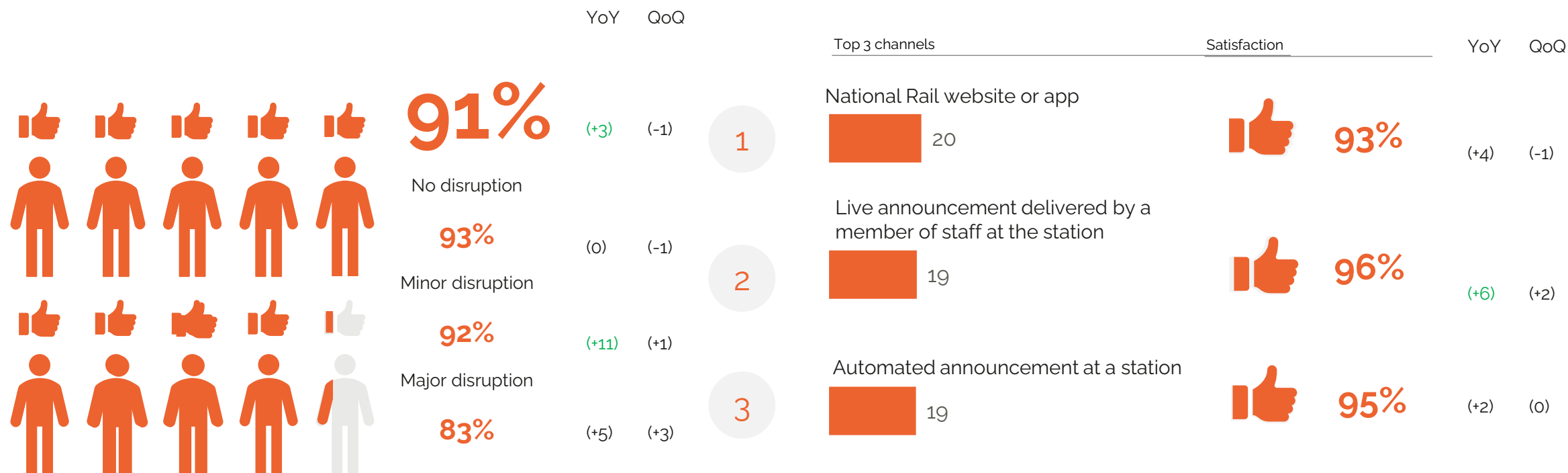


# At destination/interchange station – Key satisfaction metrics

At the destination/interchange station, 91% of customers are satisfied with the information received. This has significantly increased compared to last year (+3% pts) and is driven by improvements among minorly disrupted customers. Customers are most likely to use NR website or app, and live or automated announcements – the latter of which has improved in ratings since last year.

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

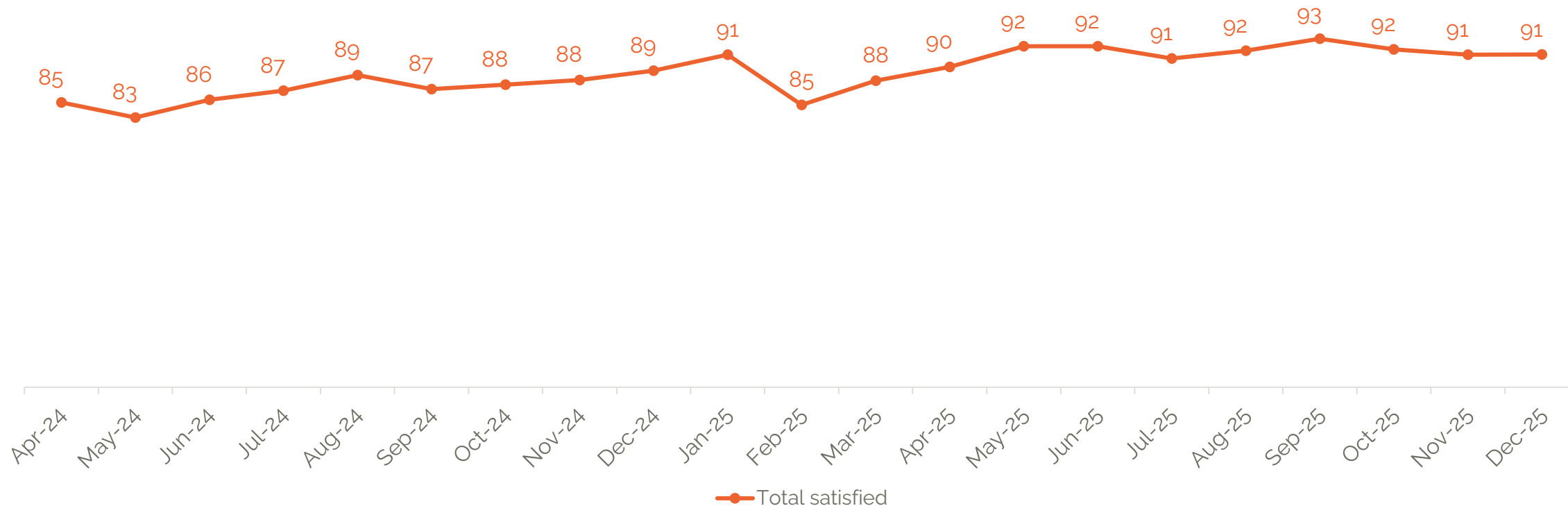
Top 3 channels used and their satisfaction (%):



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

Satisfaction ratings of information provision at this stage in the journey remains strong and consistent month on month.

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



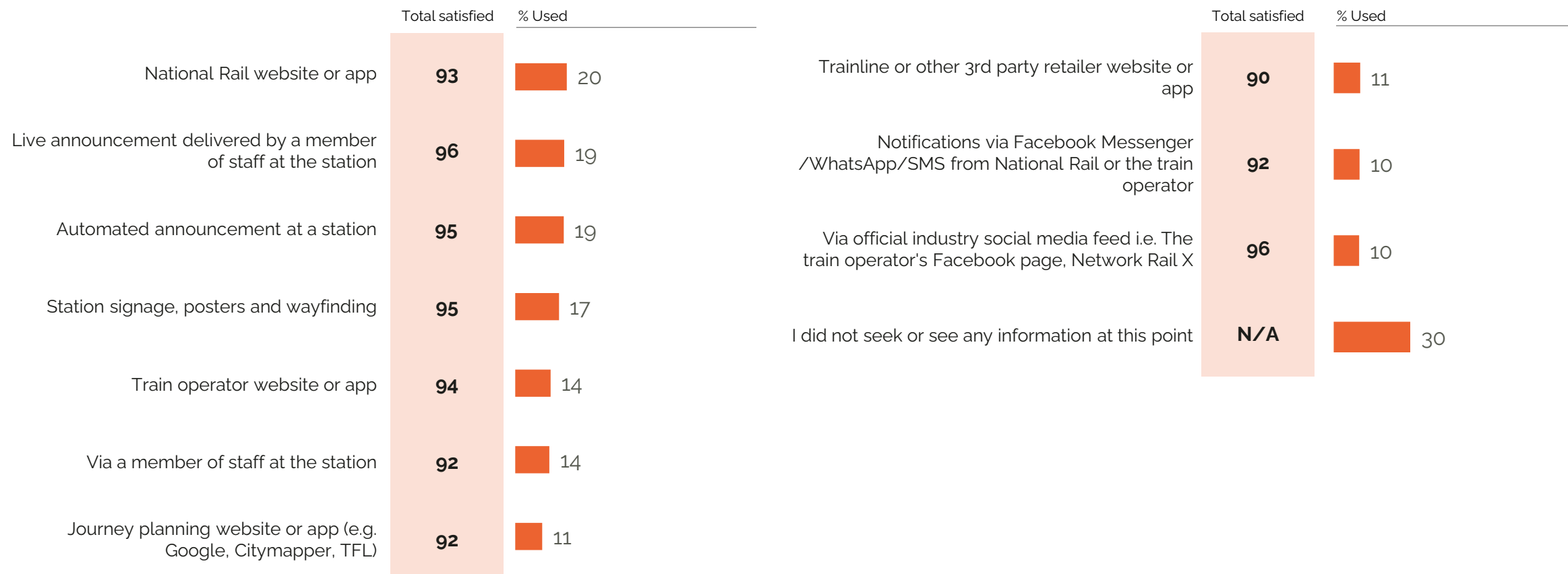
Overall, how satisfied were you with the information provided about your rail journey when at the intermediary and/or destination station? (excl DK)

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/Oct'25/Nov'25/Dec'25  
(754/761/749/752/750/772/752/748/768/764/729/760/770/766/755/764/756/747/760/756/774/771/789/779/782/785/789/770/772/789)

# Information channels used and their satisfaction

7 in 10 are seeking information at this point in the journey. Customers typically use a mix of channels at this point, and all of which are rated very positively.

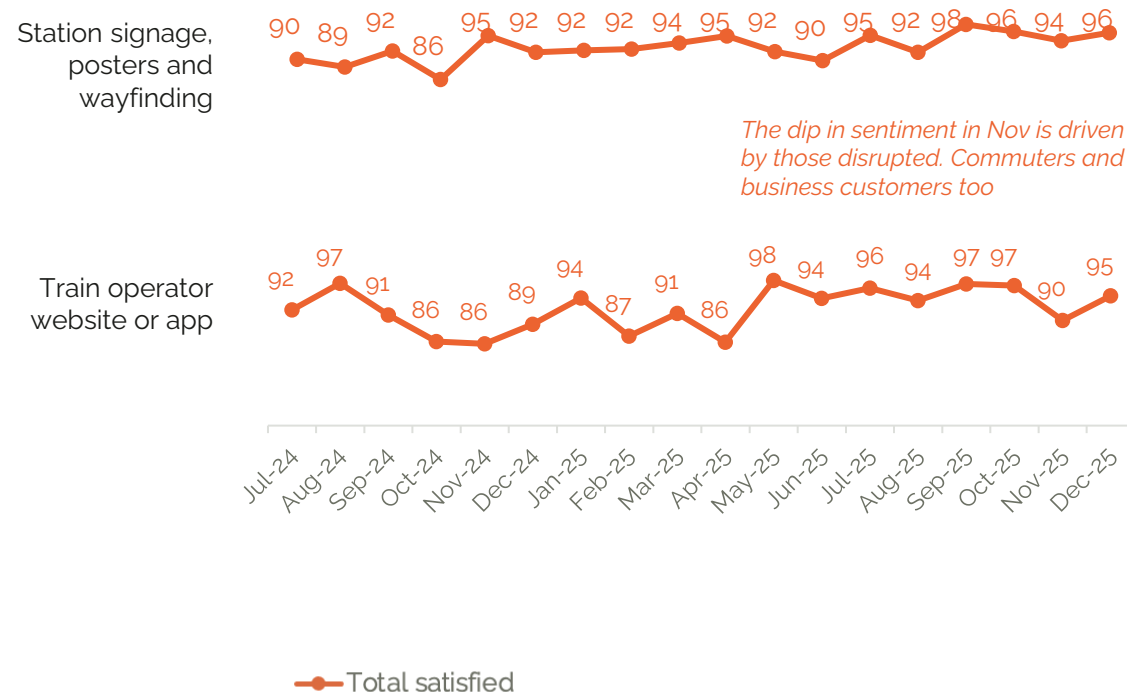
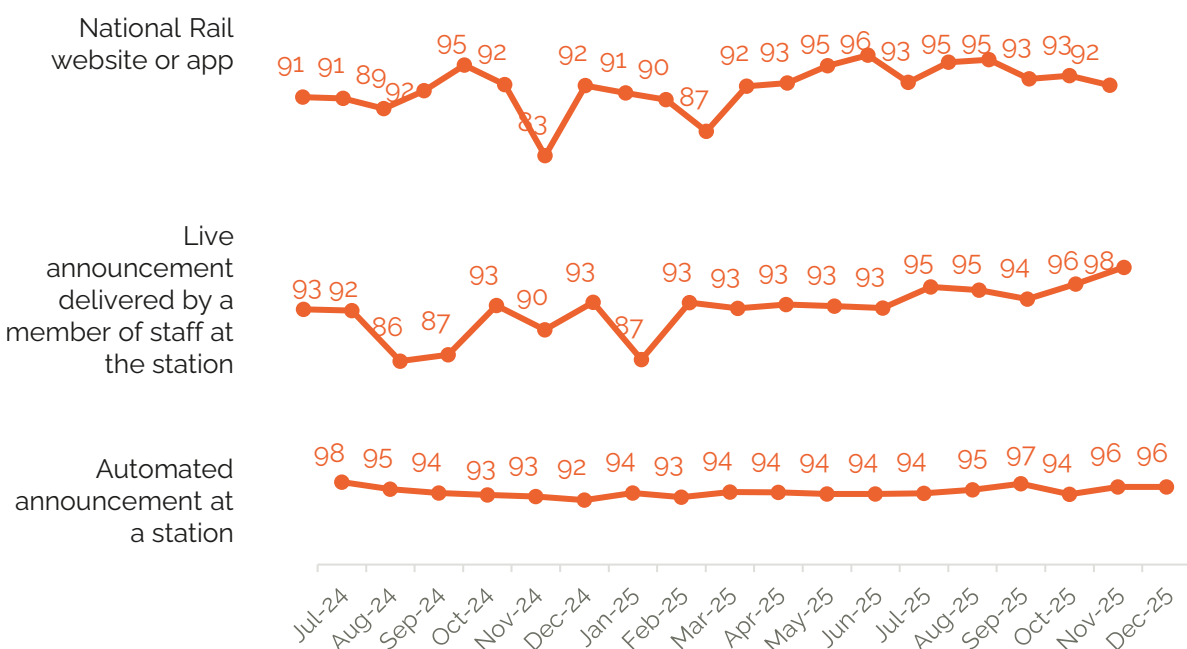
## Information channels used and satisfaction with each when at destination/interchange station (%)



# Satisfaction with information channels

The top 5 channels continue to achieve high levels of satisfaction. Nevertheless, the TOC website or app did see a visible dip in November 2025 – driven by those disrupted not experiencing the same level of satisfaction as they had in previous months.

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





# After journey

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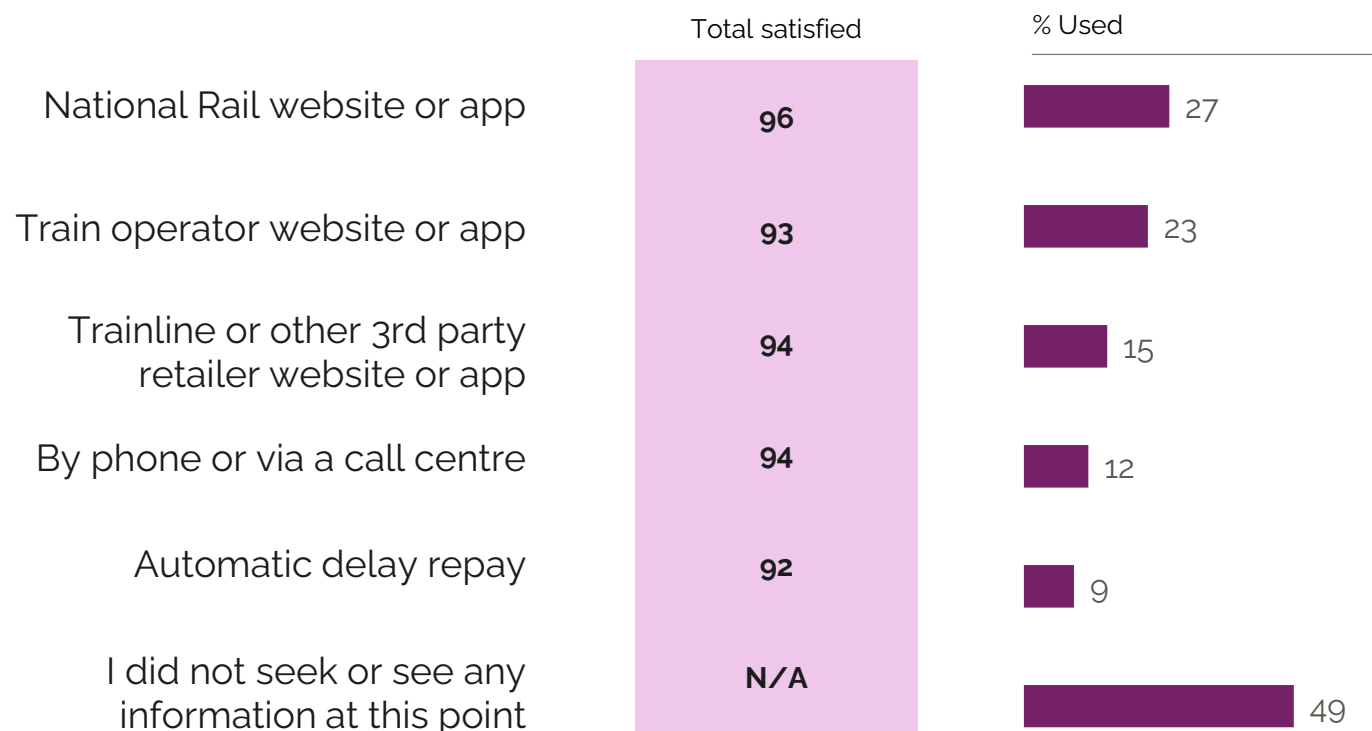
 National Rail



# Information channels used and their satisfaction

Almost half of customers do not search for information after their trip has ended, remaining consistent with previous quarters. Those who do seek out information commonly use the National Rail or Train Operator websites or apps, where they report high levels of satisfaction.

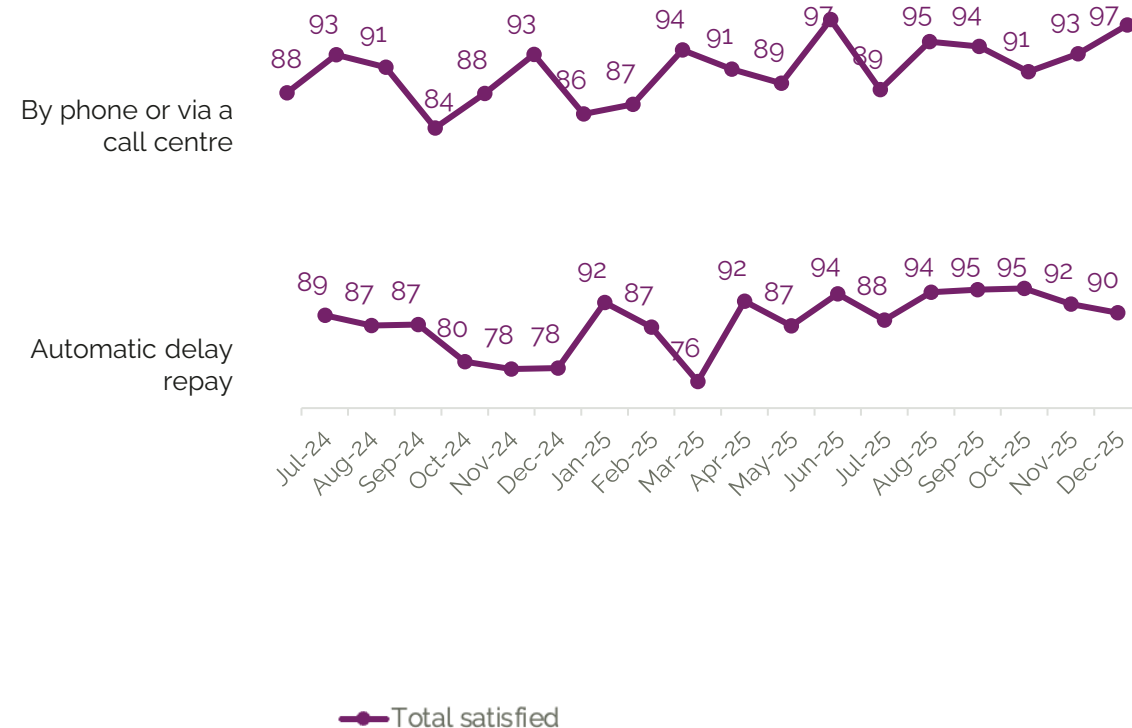
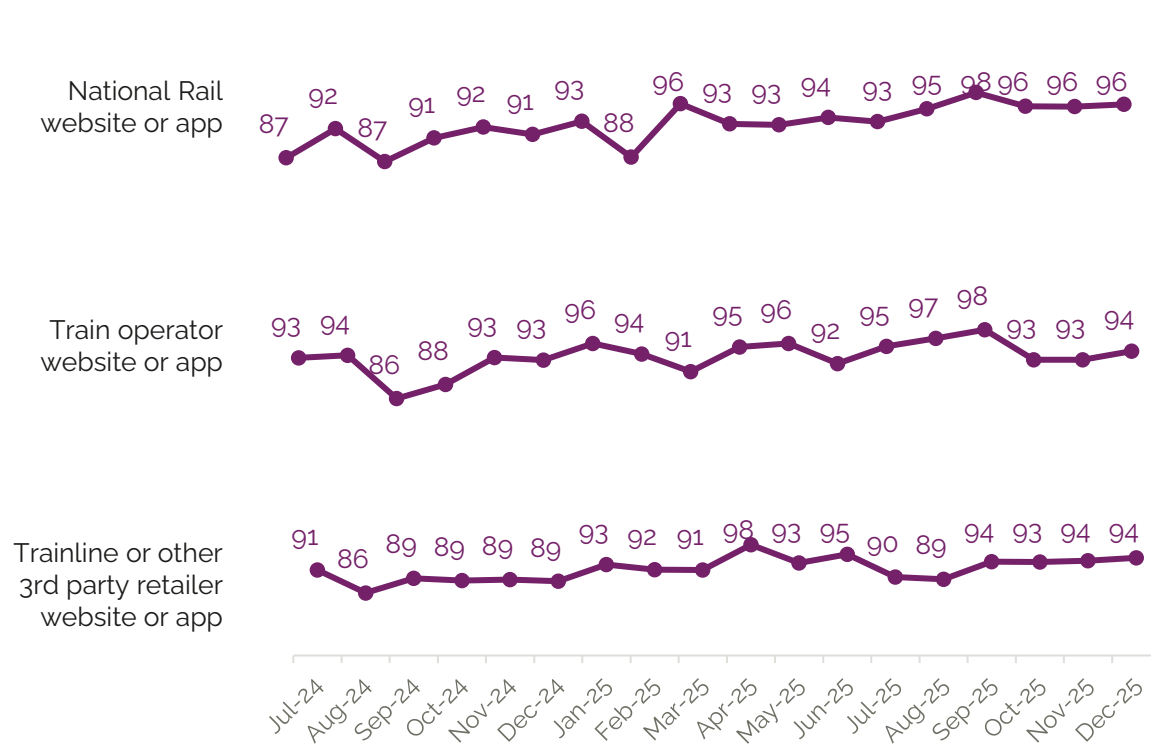
Information channels used and satisfaction with each after the journey (%)



# Satisfaction with information channels

Generally, customers are very satisfied with the information channels after the journey has finished.

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) Oct 25/Nov 25/Dec 25 - National Rail website or app (225/224/220), Train operator website or app (162/188/213), Trainline or 3<sup>rd</sup> party retailer website (116/126/121), By phone or via a call centre (100/99/116), Automatic delay repay (80/74/83).



# Experience with disruptions

**Rail Delivery Group**

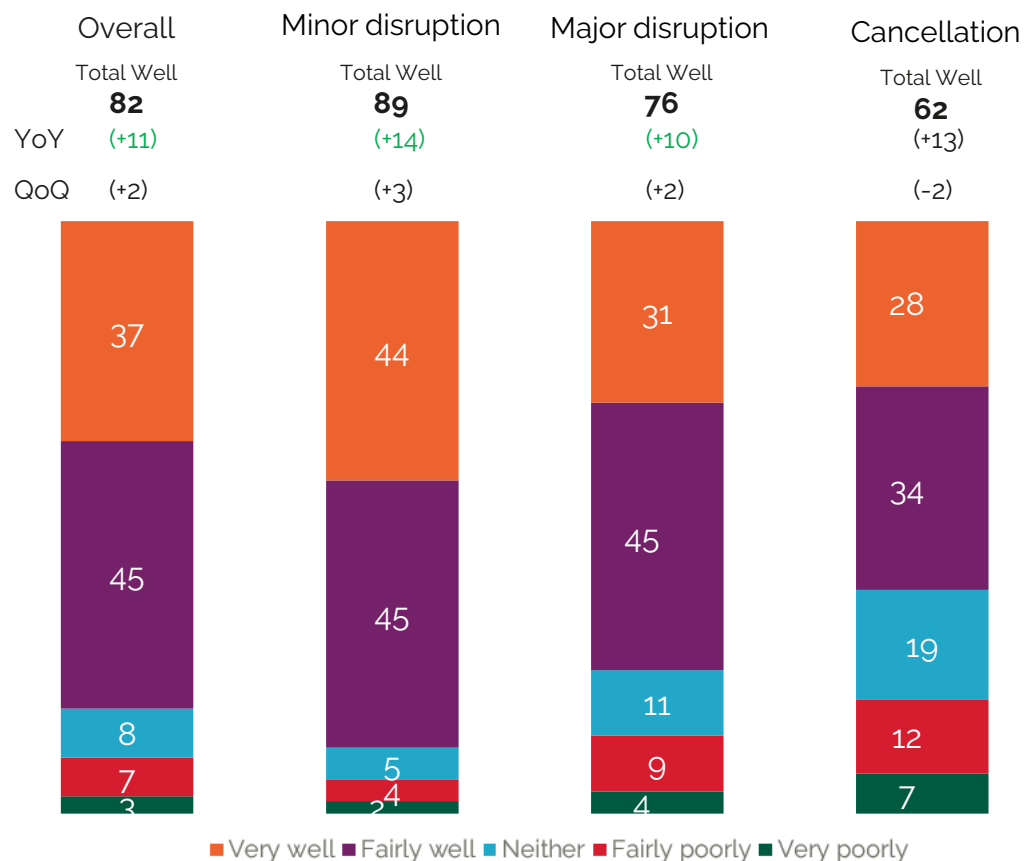
 National Rail



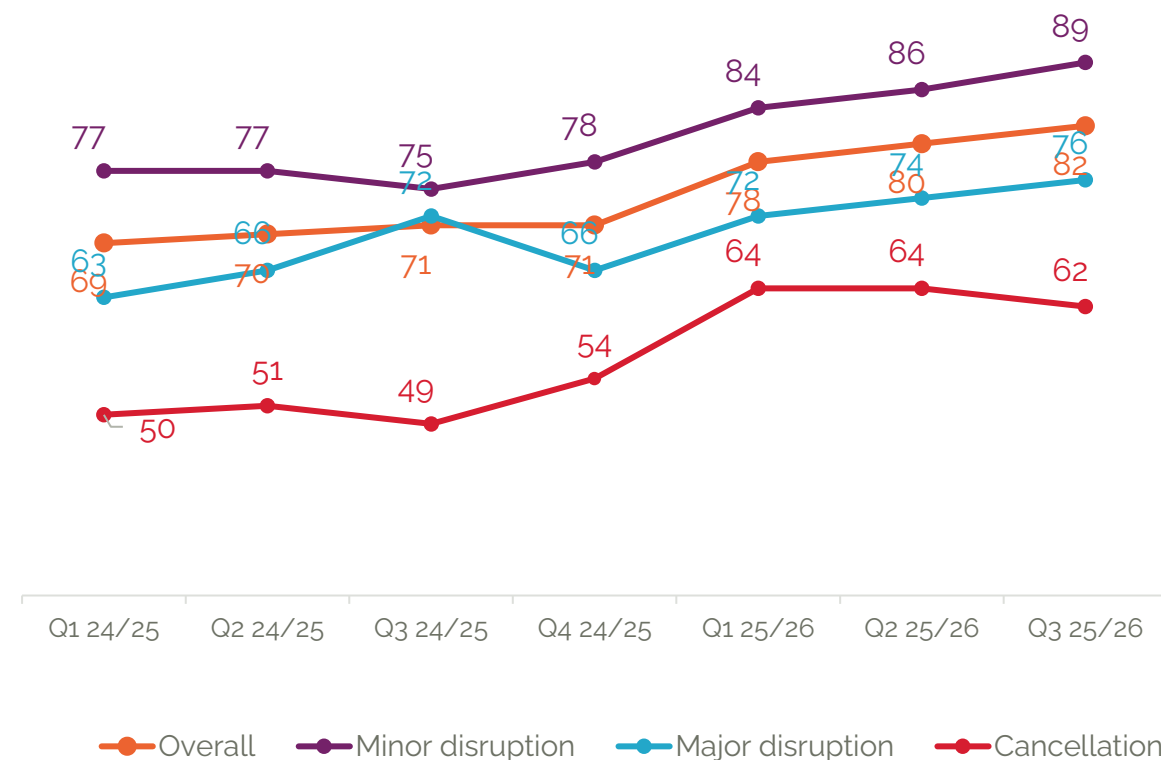
# Overall rating of information provided about the delay (1/2)

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. This is similar to the trend seen in the last quarter. The upward trend is driven by those experiencing a delay to their journey. Sentiment has been improving over the last year.

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



Total Well Trend

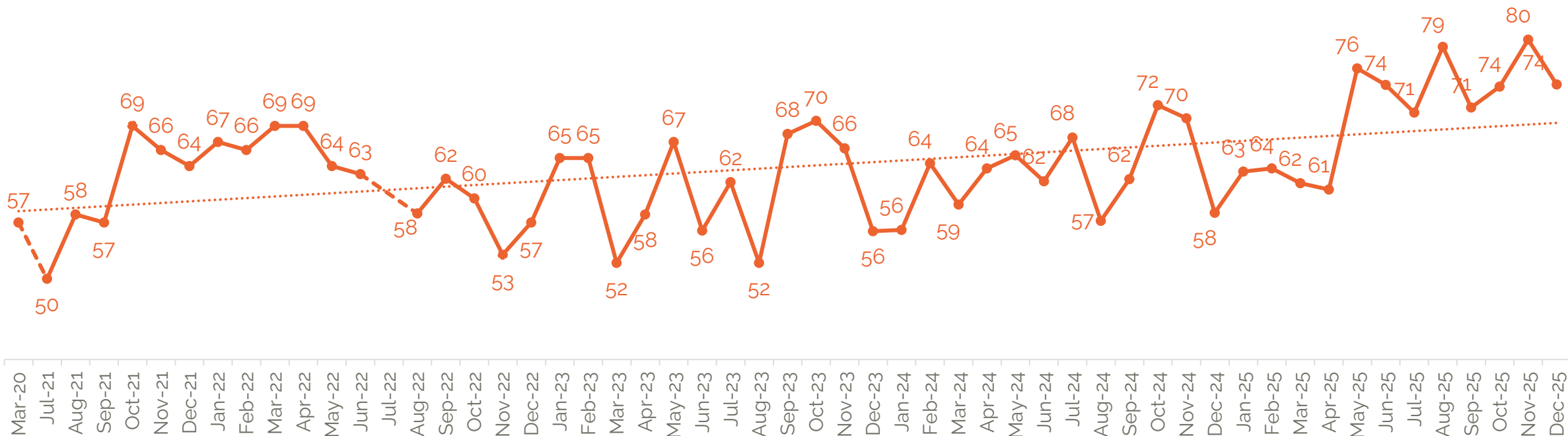


# Overall rating of information provided about the delay (2/2)

Since April, ratings have generally improved following the resolution of early 2025 strikes / proposed action. Current data for cancelled and disrupted customers aligns with last quarter, although driven more so by delayed customers. Delayed customers are now providing more positive feedback compared to same period a year ago.

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 Northern, Greater Anglia and Great Northern, while Southeastern saw an uptick in ratings, although all have low base sizes.

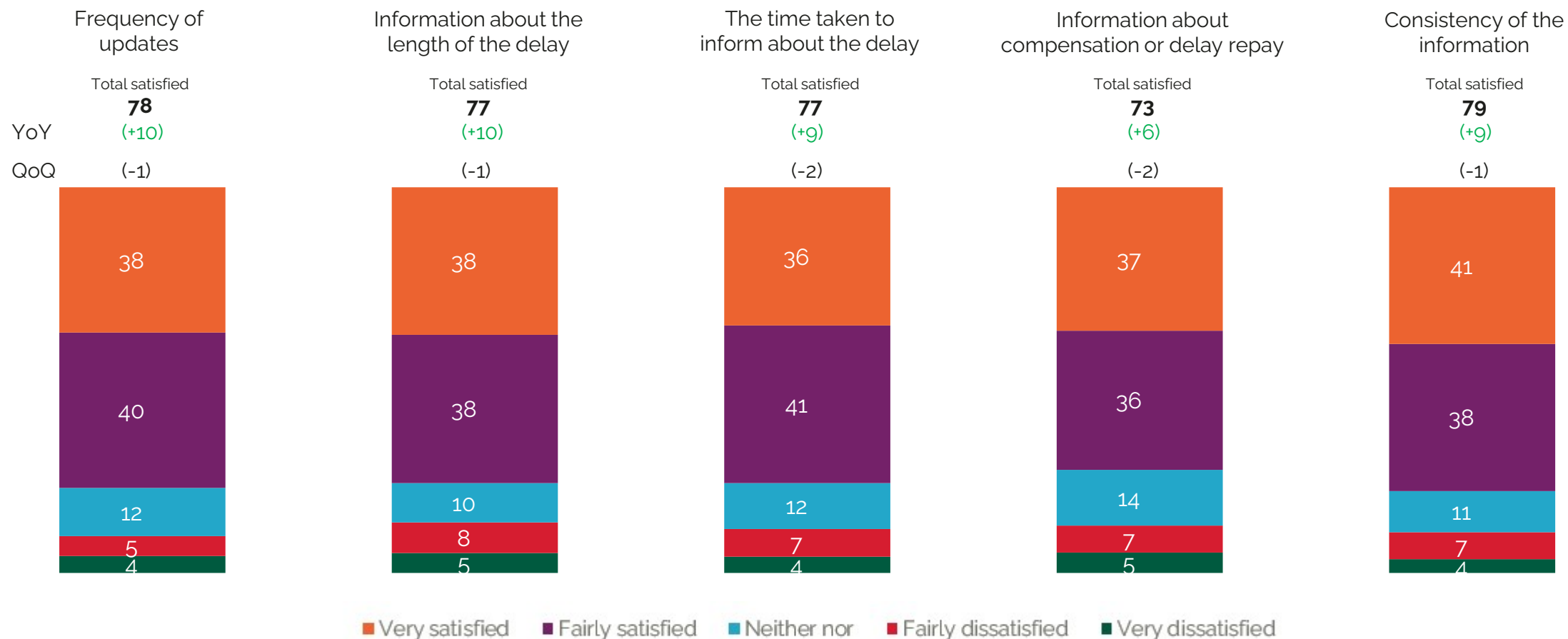
Overall rating with information provided about delay by disruption (%) with YoY change

	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
	<b>*76</b> (+20)	13 (-1)	21 (-1)	66 (+2)		<b>*89</b> (+5)	21 (-6)	17 (-3)	62 (+9)		<b>*90</b> (+10)	17 (+5)	18 (-1)	65 (-4)
	<b>*81</b> (0)	28 (0)	19 (+10)	54 (-10)		<b>*85</b> (+21)	15 (+1)	18 (-10)	67 (+9)		**	Base size too low		
	**	Base size too low				**	Base size too low				<b>*82</b> (+19)	18 (-3)	16 (+2)	67 (+1)
	<b>*74</b> (+9)	18 (+3)	25 (+4)	57 (-7)		**	Base size too low				<b>*86</b> (+16)	16 (-3)	13 (-2)	71 (+6)
	<b>*80</b> (-3)	15 (-4)	18 (+3)	67 (+1)		**	Base size too low				<b>*80</b> (+14)	15 (-4)	22 (-2)	63 (+6)
	<b>*84</b> (+9)	20 (+4)	16 (-2)	64 (-2)		<b>*88</b> (+5)	21 (-7)	14 (-4)	65 (+11)		<b>*80</b> (+13)	16 (-5)	17 (-3)	67 (+8)
	**	Base size too low				<b>85</b> (+6)	21 (0)	20 (-3)	59 (+3)		<b>*81</b> (+18)	19 (+3)	20 (-4)	61 (+1)
	**	Base size too low				**	Base size too low				**	Base size too low		
	<b>*91</b> (+4)	14 (-7)	12 (-11)	74 (+18)		**	Base size too low				<b>*71</b> (+18)	14 (+4)	14 (-15)	72 (+11)

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

Overall, 73-79% are satisfied with the delay information they receive. All measures have improved significantly since last year, with notable enhancements in the details about delay duration and update frequency.

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

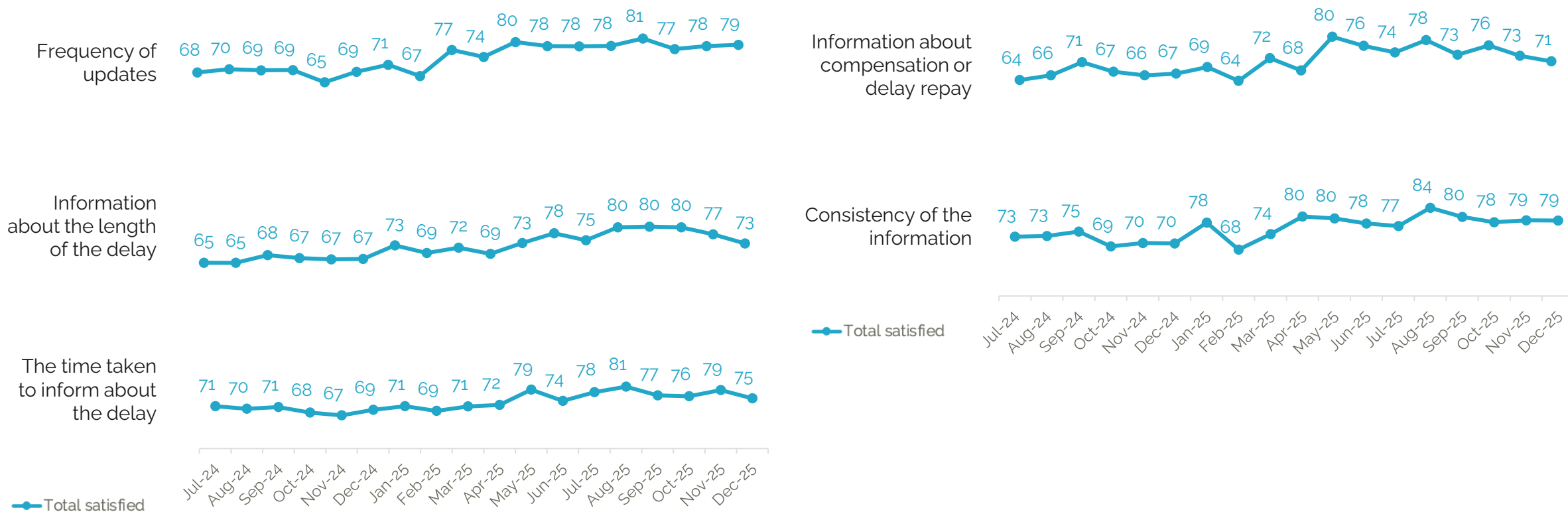


■ Very satisfied 
 ■ Fairly satisfied 
 ■ Neither nor 
 ■ Fairly dissatisfied 
 ■ Very dissatisfied

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

Trended data over time highlights improvements in ratings for all measures this quarter compared to last year. While metrics are generally better, there are some month-to-month changes that warrant monitoring, especially regarding information on compensation or delay repay. Earlier measures show that satisfaction when using delay repay is high, so more might need to be done to ensure its obvious to customers.

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

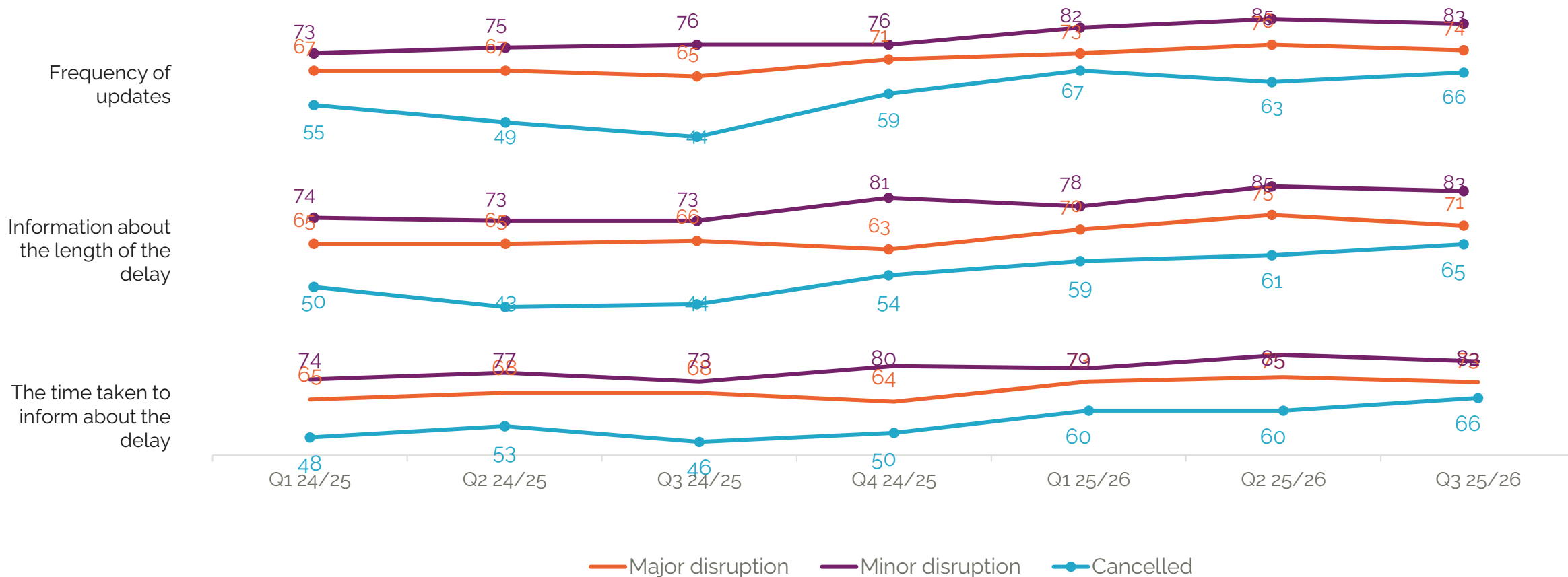


How satisfied were you with the following aspects of the information provided in relation to the delay or cancellation you experienced during your journey? (excl DK)  
 Oct-Dec 25–Frequency of updates (213/211/236), Length of delay (226/212/218), Time taken (213/217/229), Compensation (202/187/204), Consistency (224/222/231)

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

Over time, frequent updates has improved for all customers affected by delays or cancellations, which is important for future journey planning. Length of the delay and time taken to inform have also improved somewhat, especially for cancelled customers.

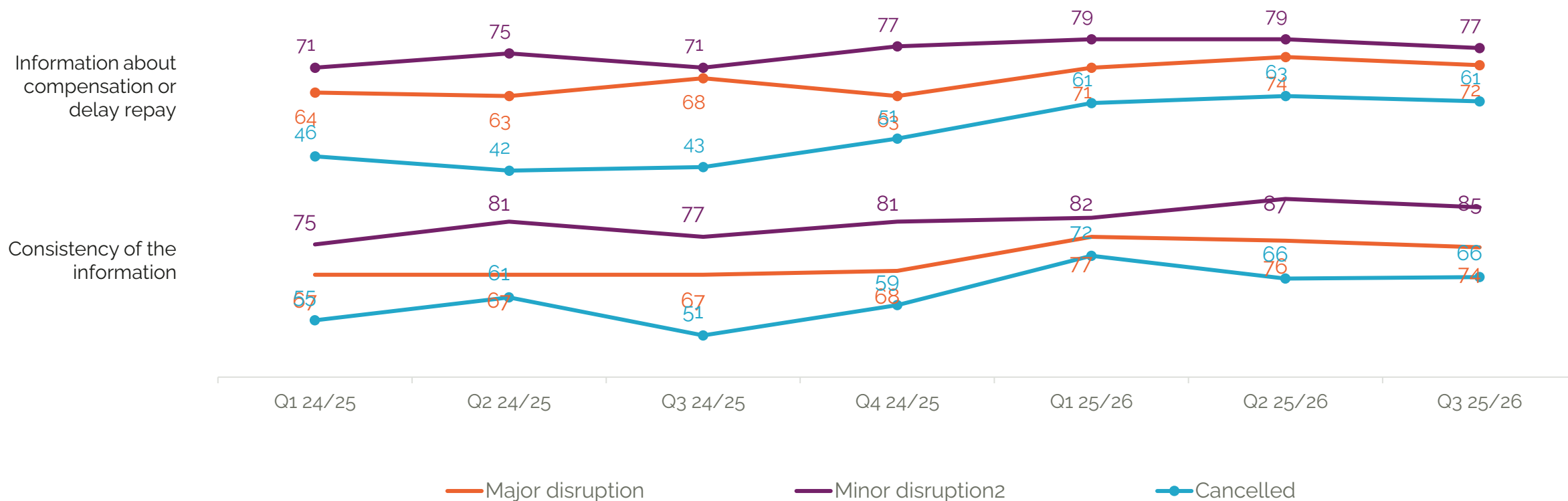
Overall satisfaction with aspects of information provided during the delay – trended (%)



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

Satisfaction with delay repay information has improved for customers, particularly cancelled customers, although is the lower rated metric of the 5. Consistency of information performs strongest, although has the biggest variation between customers (a 19% gap between minor disrupted and cancelled).

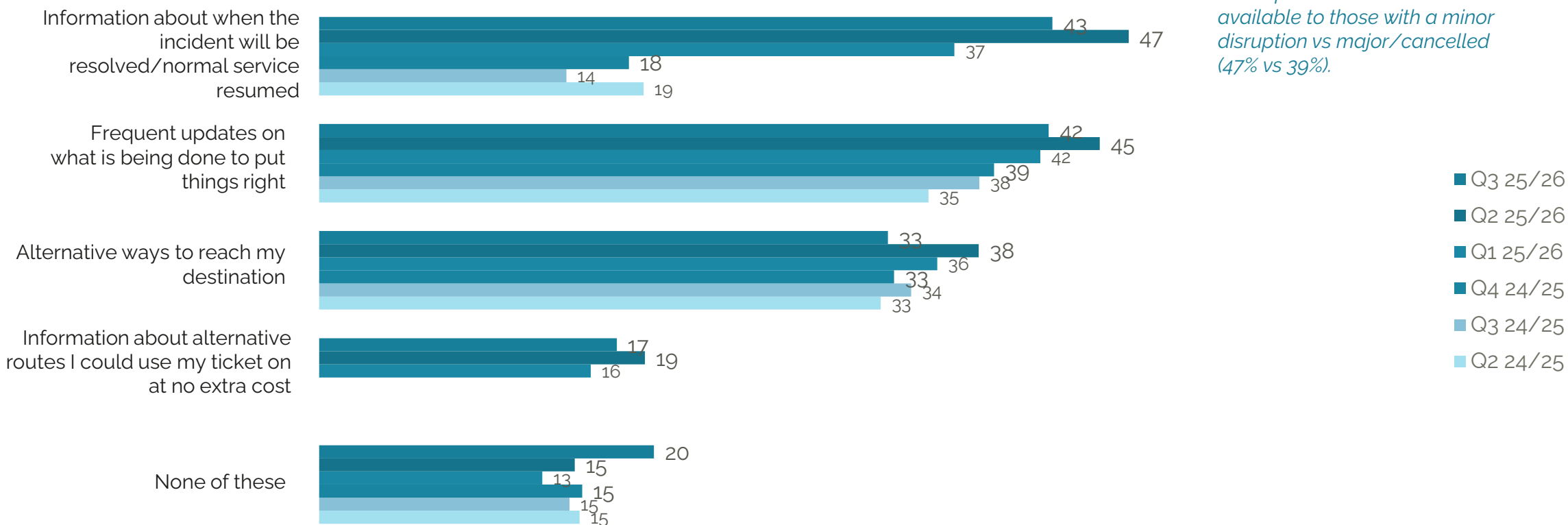
Overall satisfaction with aspects of information provided during the delay – trended (%)



# Provision of information during disruption

Information about when the normal service will be resumed is the main type of information given, which is especially evident during minor disruptions due to their less significant delays. Second to this are frequent updates on what is being done to put it right.

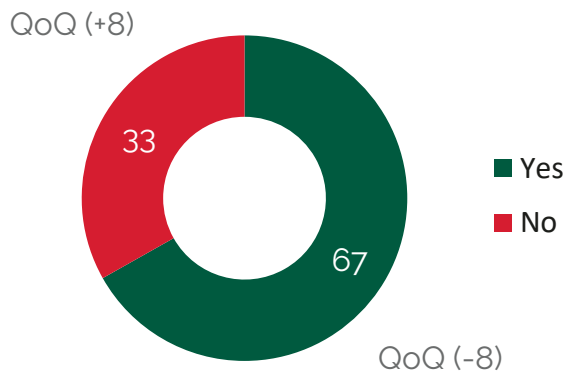
Type of information provision during the disruption (%)



# Information given on reason for delay

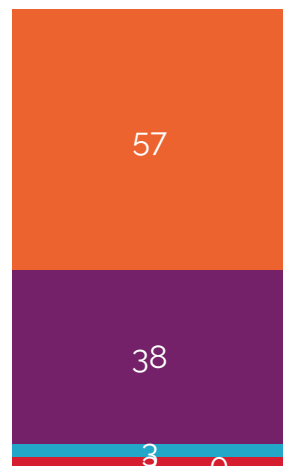
Around 2 in 3 customers were informed about the reason for their delay – a decline on last quarter. Given this channel performs highly when used, ensuring this information is widely accessible is key. Clarity and trustworthiness of the information was rated very highly with usefulness being rated a little lower but still being seen as useful by around 4 in 5 passengers.

Informed about reason for delay (% yes)



Trust the information provided? (%)

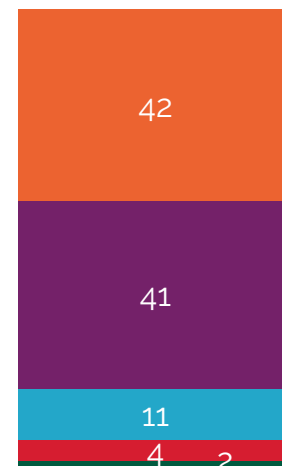
Total Trust  
**95**  
QoQ (+2)



- 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 (%)

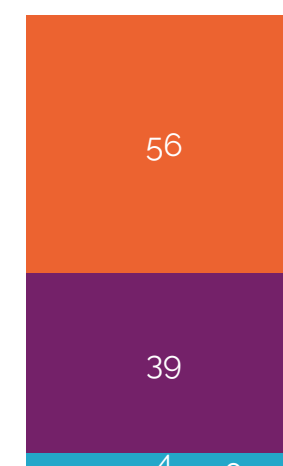
Total Useful  
**83**  
QoQ (-1)



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

Clarity of information provided (%)

Total Clear  
**95**  
QoQ (+1)

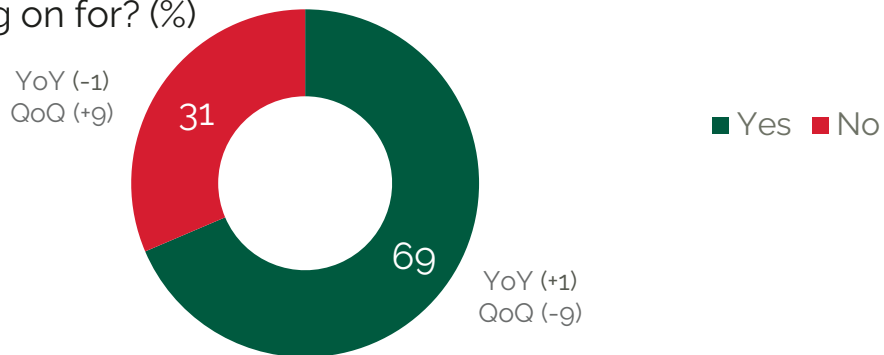


- Very clear
- Clear
- Neither clear nor unclear
- Unclear
- Very unclear

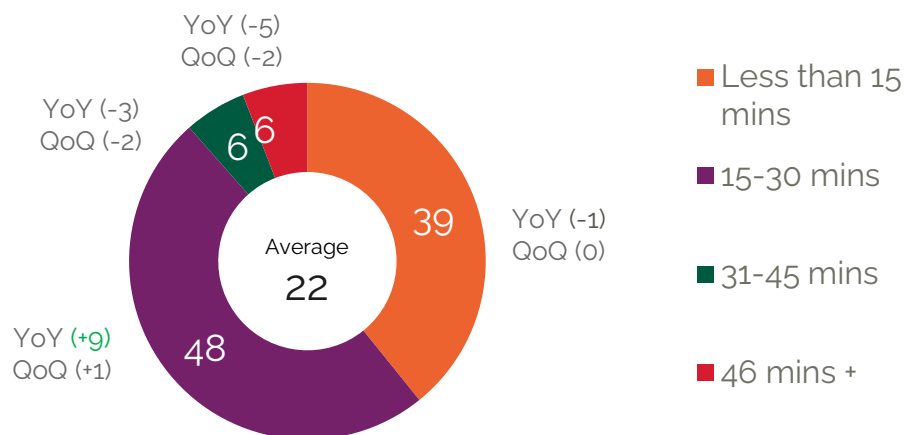
# Delay length

About 7 in 10 disrupted customers were given an estimate for the length of their delay, a figure that has decreased QoQ but remains consistent with the previous year. Most experienced delays of 30 minutes or less, with an average wait time of 22 minutes, indicating positive industry-wide improvements in managing wait times. The lateness of arrival shows minimal variation by travel purpose.

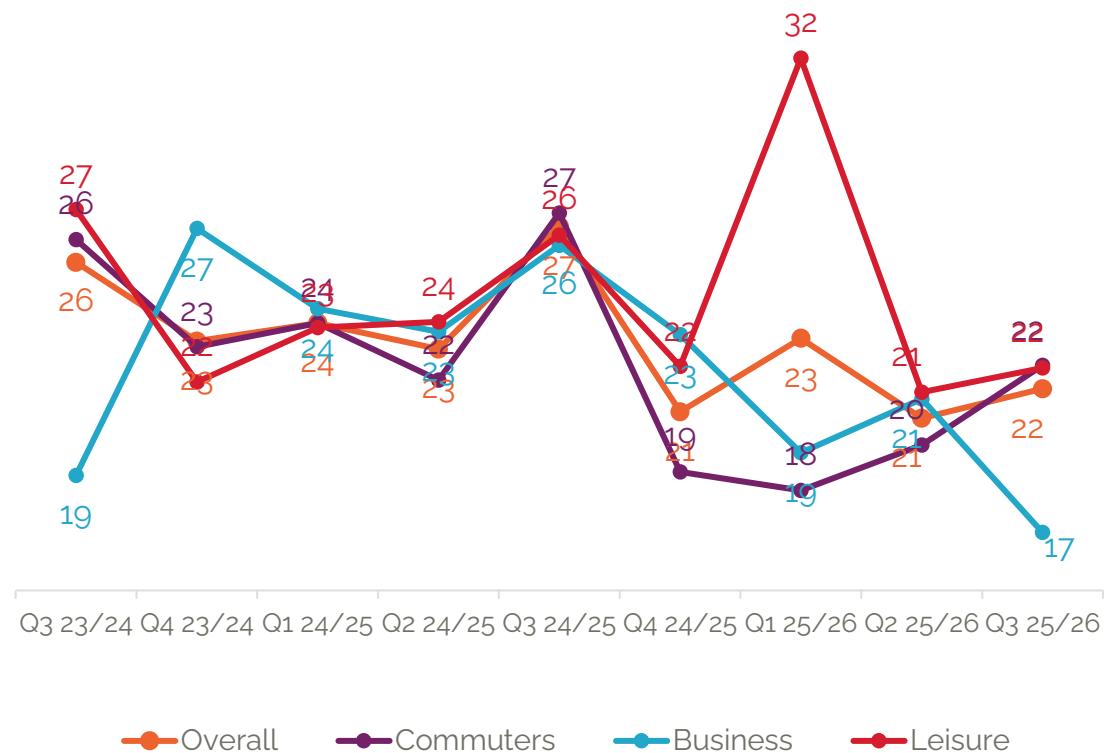
Were you given an estimate for how long the delay will be going on for? (%)



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



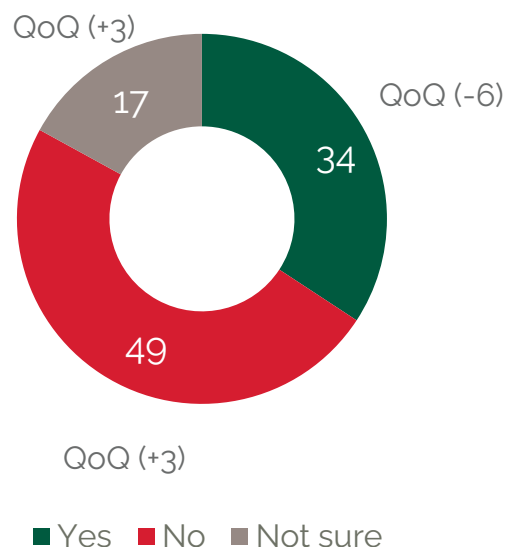
How late was the arrival to the destination station trend? (average in minutes)



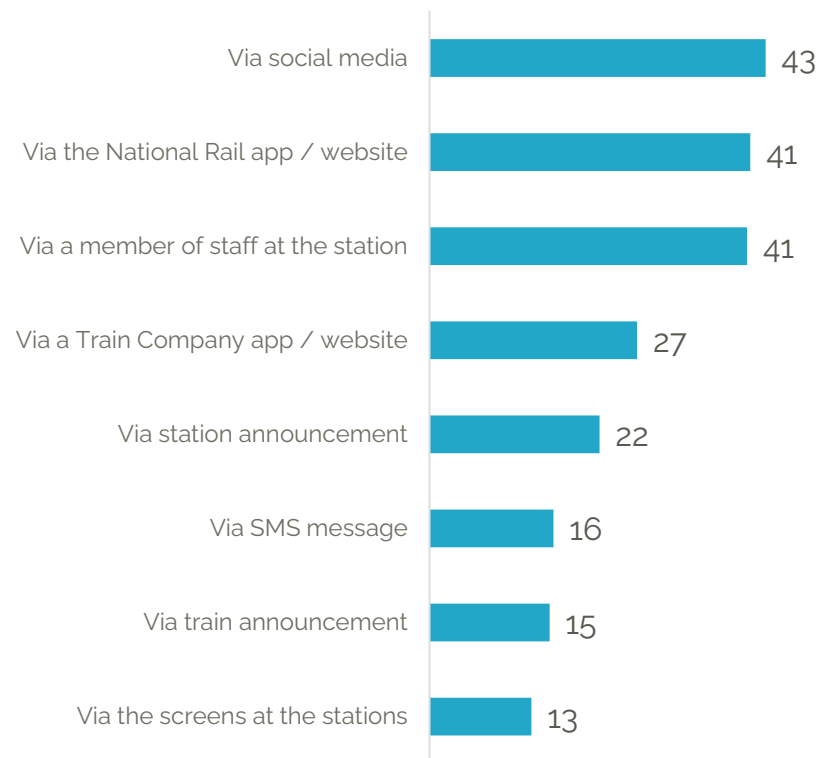
# Validity of ticket with alternative TOCs when disrupted

A third of customers experiencing major disruptions saw information about traveling with alternative TOCs, mostly receiving it through social media, NR app or website, or staff members. Satisfaction with these channels remains high, with 91% of customers satisfied, similar to the previous quarter.

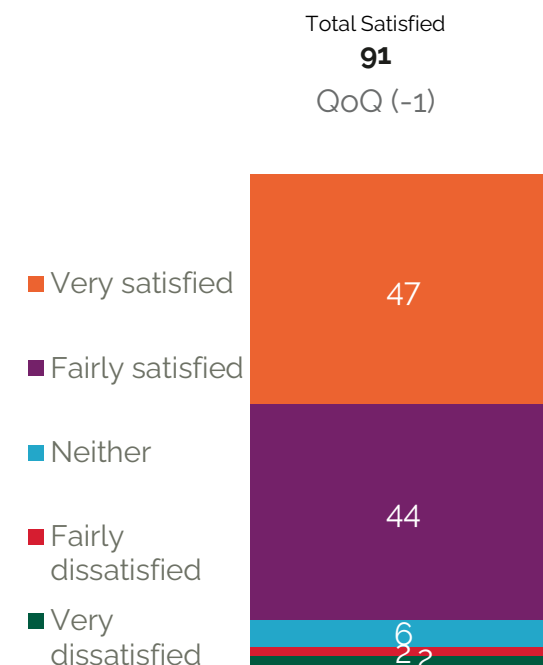
Saw information about ticket being valid with other TOCs during major disruption (%)



How the information was received (%)



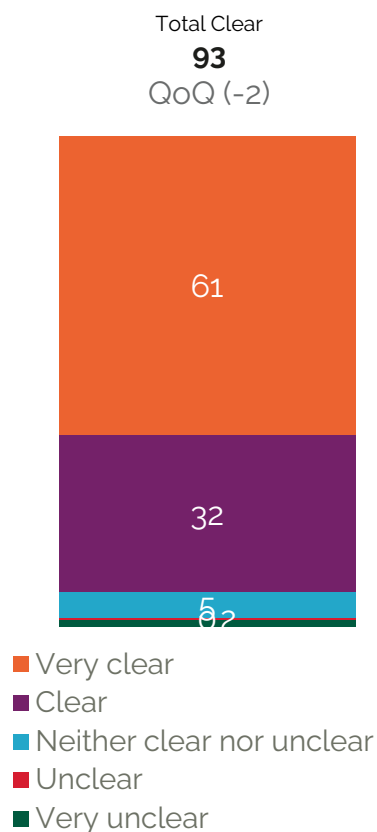
Satisfaction with how information was received (%)



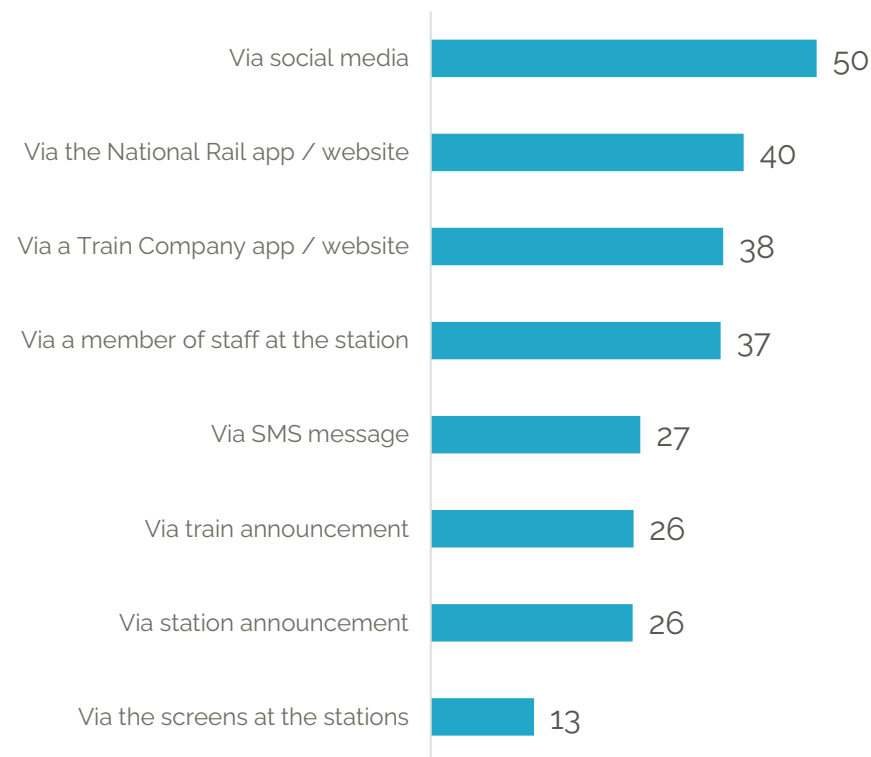
# Validity of ticket with alternative TOCs when disrupted

Of those who were given this information, nearly all 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. TOC app or website is third, and highlights opportunity to deliver more on here given it currently ranks lower down on what is given currently.

Clarity of information (%)



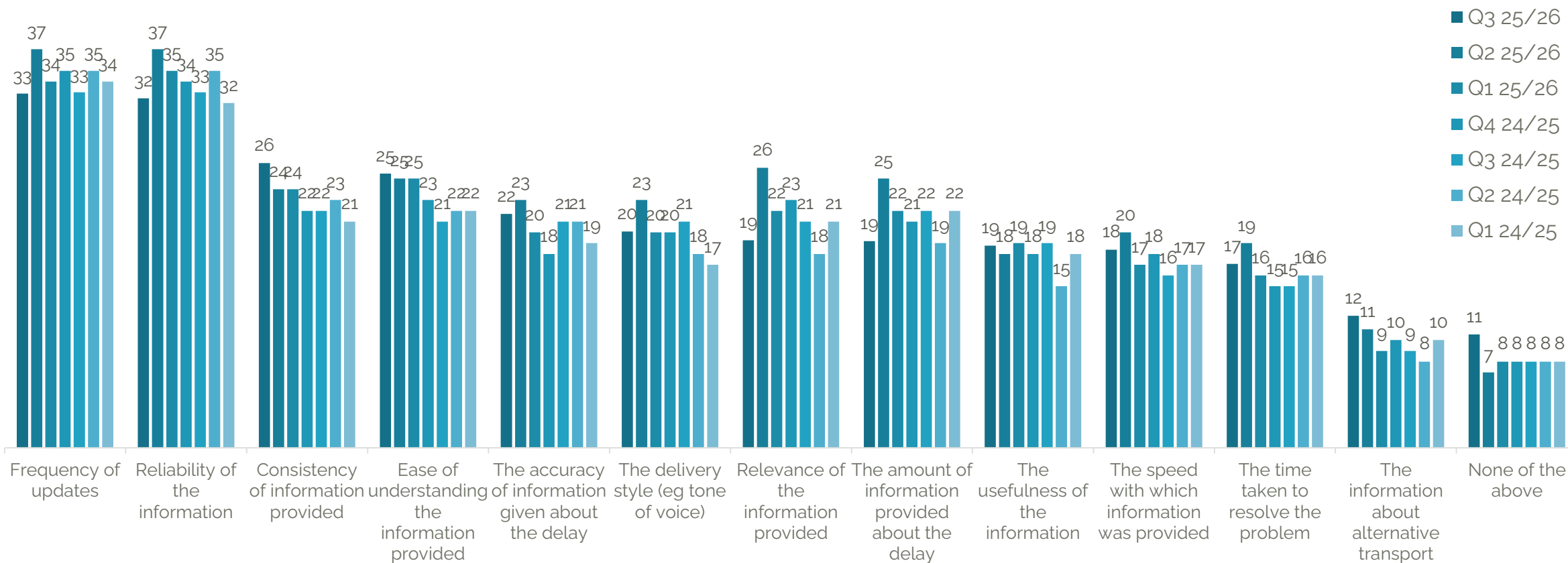
How they would like to receive the information in the future (%)



# Improvements desired for information on disruptions in the future

Frequent and reliable updates remain the top desired information when handling disruptions and cancellations. Relevance and the amount of information have dipped, with consistency now more important looking ahead.

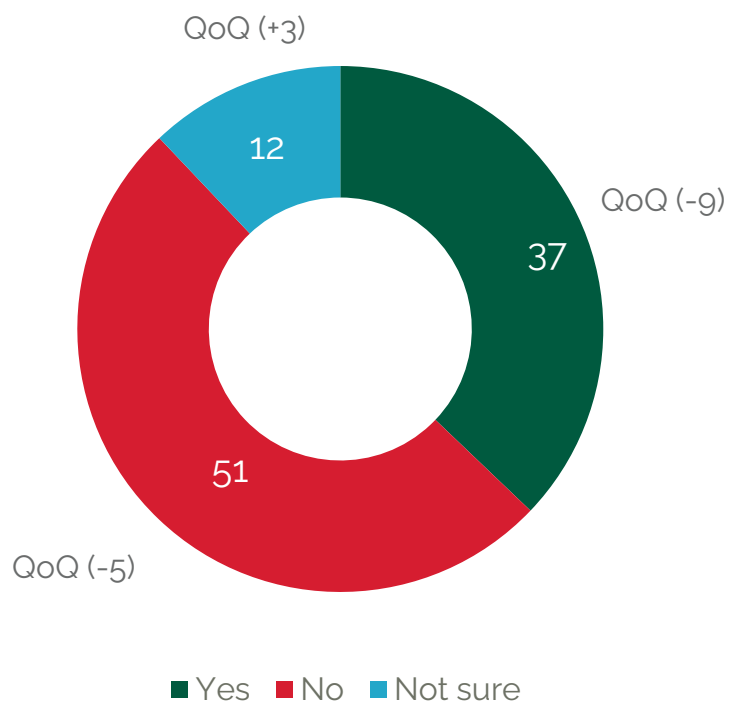
Information improvement desired for future disruptions or cancellations (%)



# Awareness of disruption video

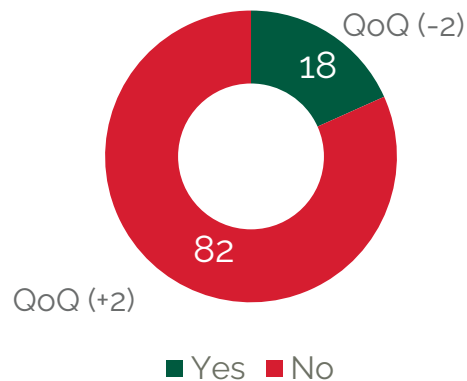
Unprompted awareness has declined this quarter. After being prompted by the video, of those initially unaware, 18% stated they had in fact seen these videos. Of those who initially stated they were aware of the videos, 87% said they had seen this video, highlighting just a small sub-sample subsequently changed their answer and stated they had not seen this video. Of those who had seen the video before, 71% said they had used it to help them find out about the disruption.

Unprompted awareness (%)

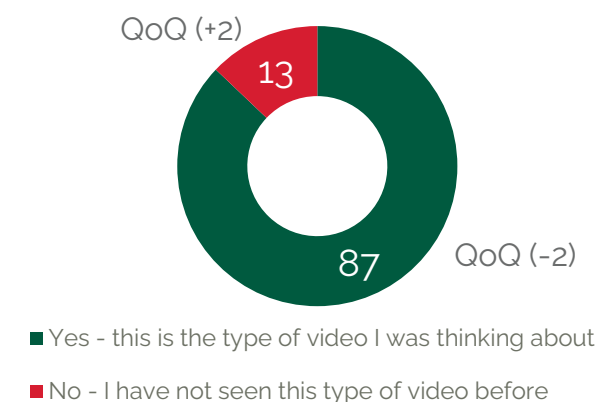


Awareness after seeing the video (%)

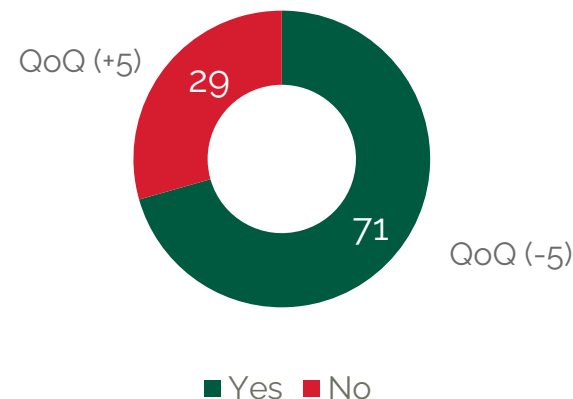
Among those who were unaware unprompted



Among those who were aware unprompted



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



# Ratings of the video on disruption

The ratings of the disruption videos are similar to last quarter. 9 in 10 are satisfied with the information they provided and 8 in 10 find the information useful. Likelihood of both using and recommending are similar, with 3 in 4 suggesting they would use in the future.



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? (2517) And overall, how would you rate the usefulness of the information provided in the videos you have seen previously/just watched? (2571)



# Appendix

**Rail Delivery Group**



[Return to contents](#)

# Best parts of information provision during the journey

Overall customers are satisfied with the information they receive during their journeys with it often being praised for its clarity, timeliness and relevance. Some also highlighted their appreciation for consistent information across screens, announcements and staff themselves

## Best parts of information provision during your journey



Confirmed the cause of stopping wasn't due to a train failure and provided estimate when the train would resume  
**Minor disruption/Avanti West Coast/Commuter**



Information was clear and updated frequently which helped reduce uncertainty  
**Major disruption/LNER/Business**



Clear announcements explaining what was happening and what the options were  
**Major disruption/LNER/Leisure**



Staff explained the reason for the delay and how long it was likely to be  
**Major disruption/Northern/Commuter**



The information was timely and helped me make decisions about alternative routes  
**Major disruption/Thameslink/Business**



The stops that the train was going to take as well as the arrival time  
**No disruption/WMR/Leisure**



Information was easy to understand and consistent across screens and announcements  
**No disruption/GWR/Business**



Updates via the app were accurate and matched what was announced at the station  
**Minor disruption/Southeastern/Business**



Staff kept passengers informed and were visible on the platform  
**Major disruption/ScotRail/Leisure**

# Parts of information provision requiring improvement

Improvements considered by customer relate to making sure all information is as in-the-moment as possible and more frequent to minimise inconvenience. Again, the importance of consistent information across all channels (screens, staff, app, etc) was highlighted

Improvements needed for information provision based on your journey

“  
Frequency of information needs to be improved  
**Minor disruption/London Overground/Commuter**

“  
More regular updates would have reduced uncertainty  
**Minor disruption/WMR/Leisure**

“  
Clearer announcements as it was difficult to hear what was being said  
**Major disruption/Northern/Commuter**

“  
More detailed information about how long the delay would be  
**Major disruption/Thameslink/Business**

“  
Updates were slow and could have been given sooner  
**Minor disruption/Southeastern/Commuter**

“  
Better communication from staff would have helped  
**Major disruption/ScotRail/Leisure**

“  
More clarity on alternative routes and options  
**Major disruption/Southern/Business**

“  
Information should be more consistent between the app and station announcements  
**Minor disruption/GWR/Business**

“  
Screens were not updated quickly enough  
**No disruption/c2c/Commuter**

# 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 and the surrounding context.

How was information tailored to their needs?

Context aware responses  
**No disruption/London Northwestern Railway/Business**

It provided the stops that I needed and which train to catch  
**No disruption/GWR/Leisure**

The information was specific to my route and situation  
**Major disruption/LNER/Commuter**

It told me exactly what I needed to know  
**No disruption/c2c/Commuter**

Updates were specific to my train  
**Minor disruption/Southeastern/Business**

Clear and relevant announcements  
**Major disruption/Northern/Commuter**

It focused on my train and destination  
**Minor disruption/Thameslink/Business**

Only information that applied to me was given  
**No disruption/c2c/Business**

Targeted announcements  
**No disruption/Avanti West Coast/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 and not out their specific journey, particular during times of disruption when tailoring the information is paramount. A few mentioned struggling to figure out which announcements were relevant to their journeys and which were not

How was information not tailored to their needs?

“  
Too generic and not specific to my journey  
**No disruption/GWR/Business**

“  
Announcements covered too many services at once  
**Major disruption/Northern/Commuter**

“  
Information was aimed at everyone not just my train  
**Minor disruption/ Southeastern/Commuter**

“  
It wasn't clear what information applied to me  
**Major disruption/LNER/Leisure**

“  
Information was confusing and not personalised  
**Minor disruption/Thameslink/Business**

“  
Hard to work out if it related to my train  
**Major disruption/TransPennine Express/Leisure**

“  
Information applied to other services not mine  
**No disruption/Great Northern/Commuter**

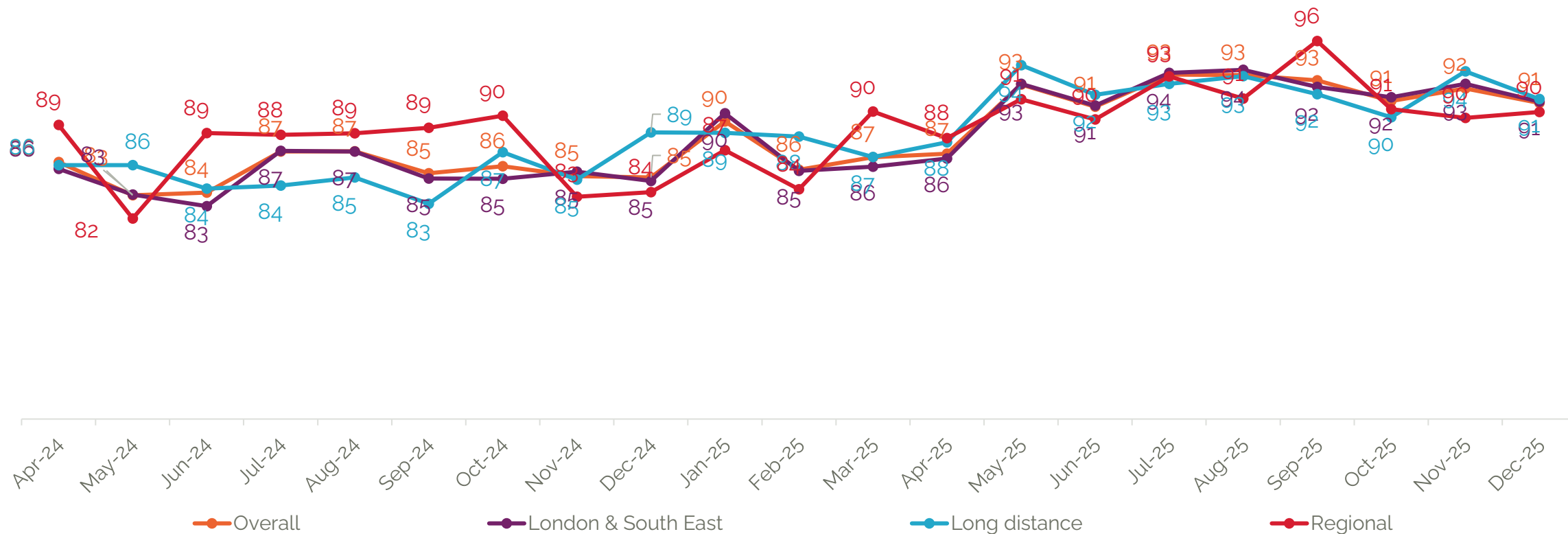
“  
Generic updates with no detail  
**Minor disruption/LNER/Business**

“  
Too vague to be useful  
**Minor disruption/London Overground/Business**

# Overall satisfaction with information provision

Satisfaction with the information provided are closely aligned across sector.

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/ Oct 25/ Nov 25/ Dec 25

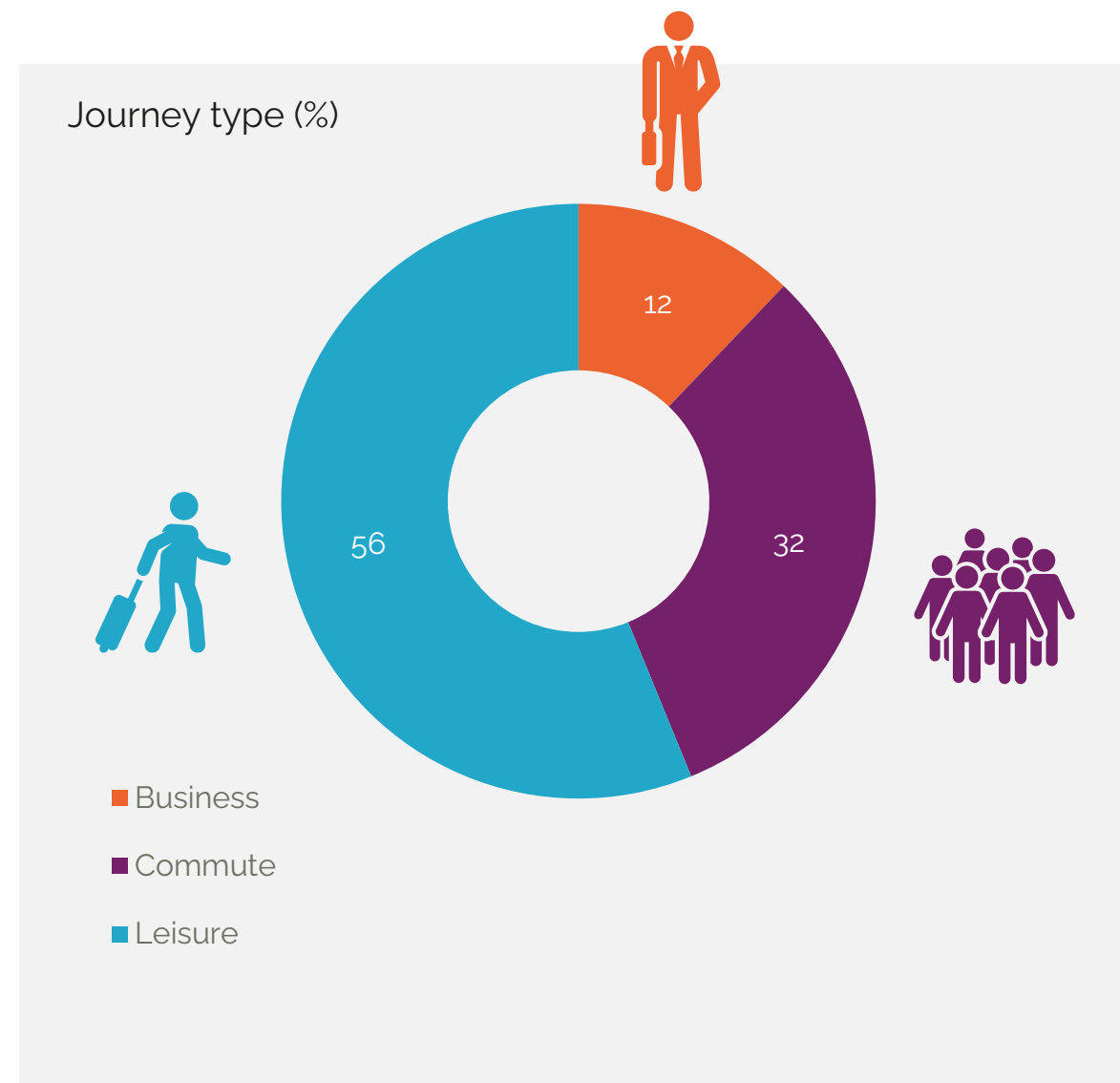
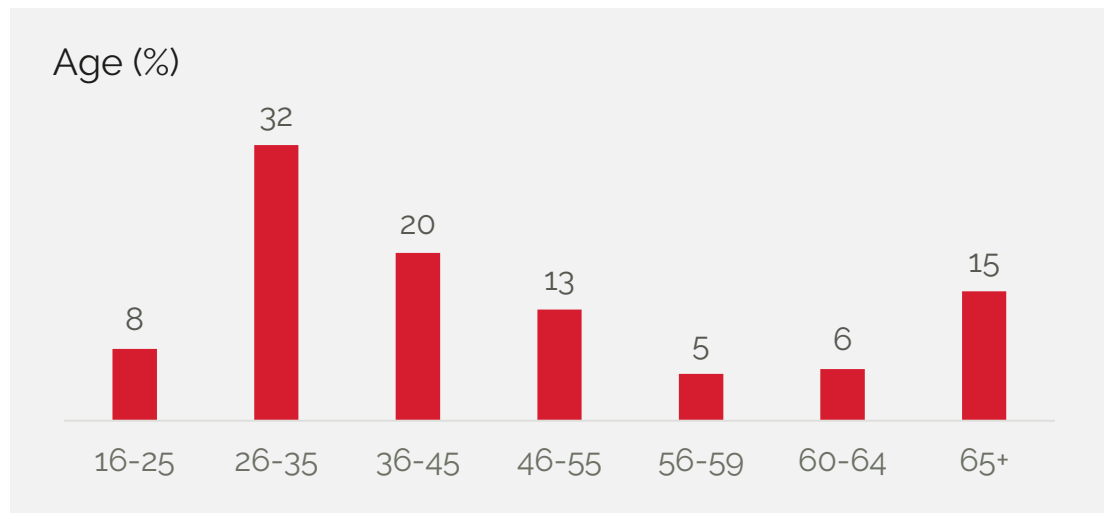
- Overall (851/848/853/855/851/850/848/850/851/848/850/848/853/851/852/854/850/854/852/856/852/854/855/851/851/856/853),

London + SE (480/470/513/507/487/501/507/468/479/453/462/476/473/493/458/467/468/492/478/481/460/ 485/486/479/463/460/456),

Long Distance (188/184/184/178/179/184/175/205/194/206/211/196/202/188/202/199/209/187/200/194/217/ 201/197/198/202/201/210),

Regional (183/194/154/168/184/163/166/176/175/186/177/173/174/169/188/188/172/175/172/176/172/ 163/169/170/185/190/185)

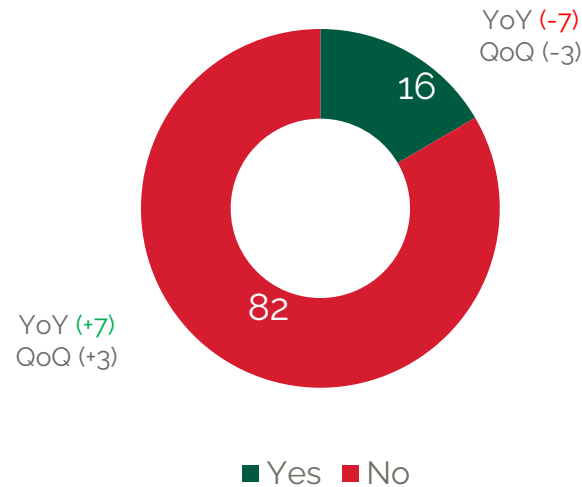
# Demographics



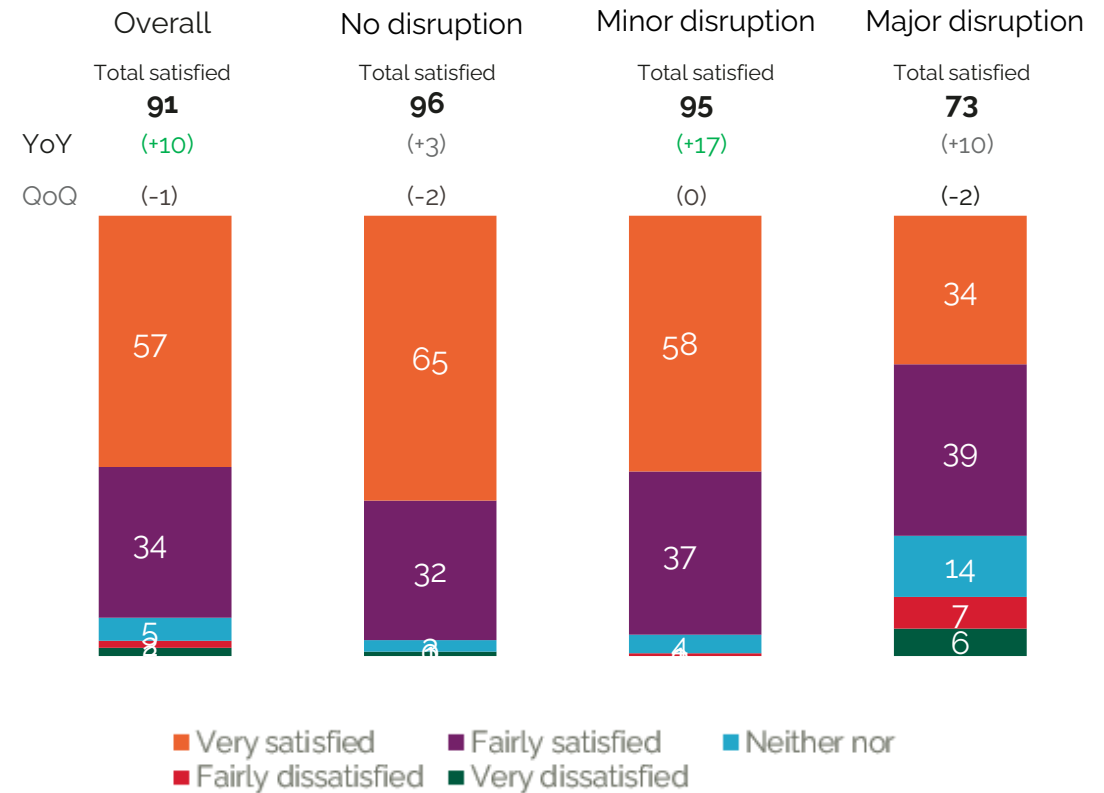
# Overall satisfaction with information provision by disability

In the latest quarter, 16% of those travelling by train 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 when planning and booking and when at the station. The shifts are driven by improved ratings when experiencing a minor disruption.

## Planning and booking

88%

YoY (+6) QoQ (0)

No disruption

93% YoY (0) QoQ (+3)

Minor disruption

90% YoY (+11) QoQ (0)

Major disruption

68% YoY (+5) QoQ (-8)

## Journey to the station

85%

YoY (+5) QoQ (-2)

No disruption

88% YoY (0) QoQ (-1)

Minor disruption

91% YoY (+14) QoQ (+1)

Major disruption

72% YoY (+1) QoQ (-8)

## At the station

91%

YoY (+5), QoQ (0)

No disruption

95% YoY (+2) QoQ (+1)

Minor disruption

91% YoY (+7) QoQ (-2)

Major disruption

80% YoY (+6) QoQ (+2)

## On board the train

91%

YoY (0), QoQ (-3)

No disruption

95% YoY (-1) QoQ (-2)

Minor disruption

88%\* YoY (+7) QoQ (-9)

Major disruption

76%\* YoY (-1) QoQ (+10)

## At destination/interchange

89%

YoY (+4), QoQ (+2)

No disruption

95% YoY (+7) QoQ (+2)

Minor disruption

93% YoY (+9) QoQ (+2)

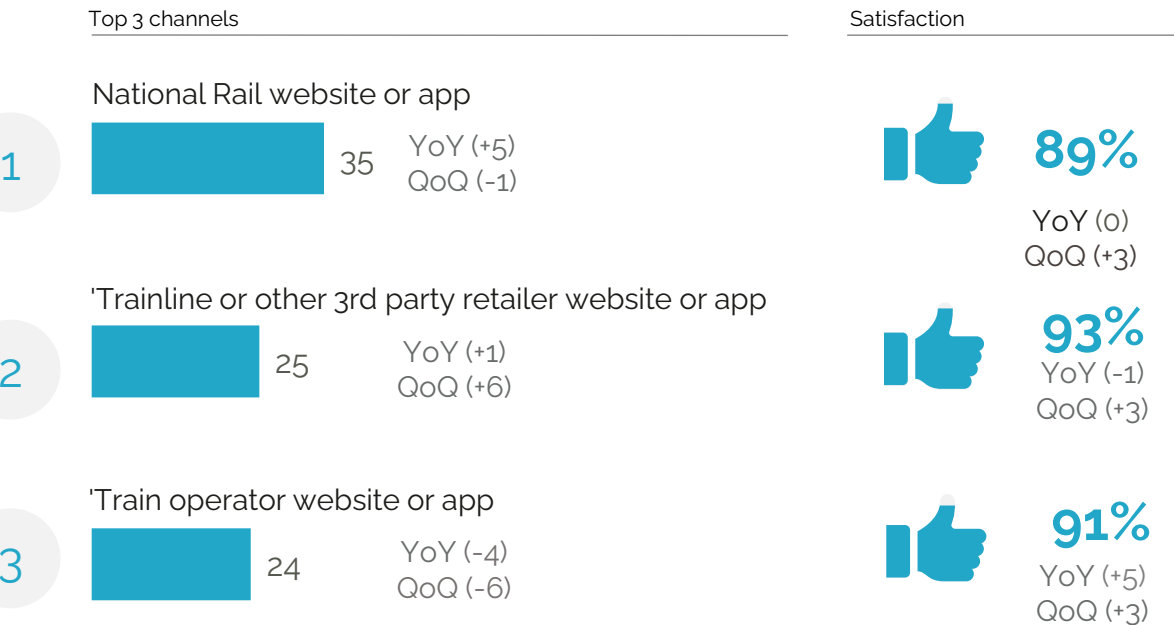
Major disruption

65% YoY (-14) QoQ (0)

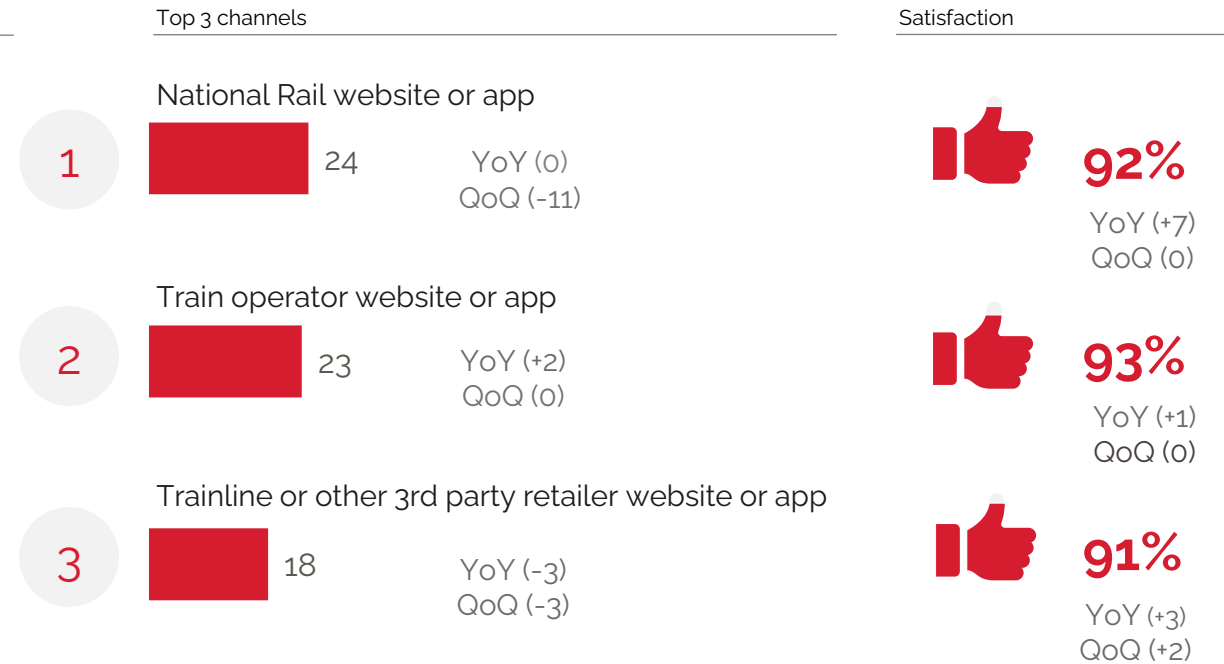
# Top channels used at each journey stage by disability

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 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 (%):

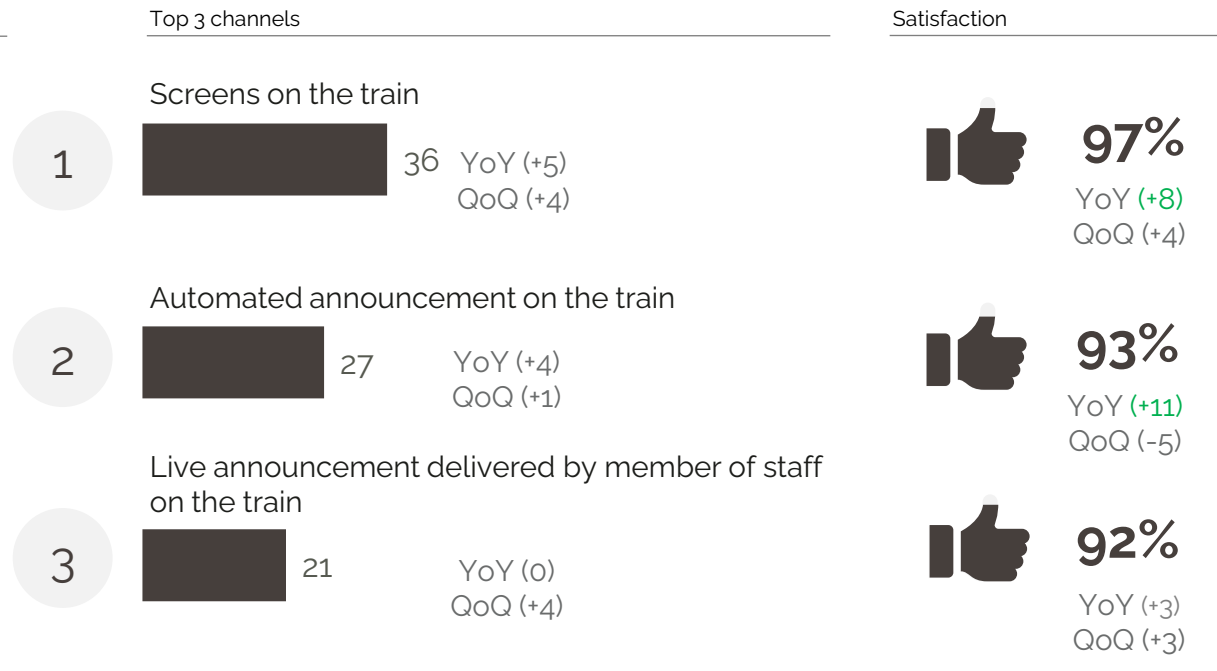
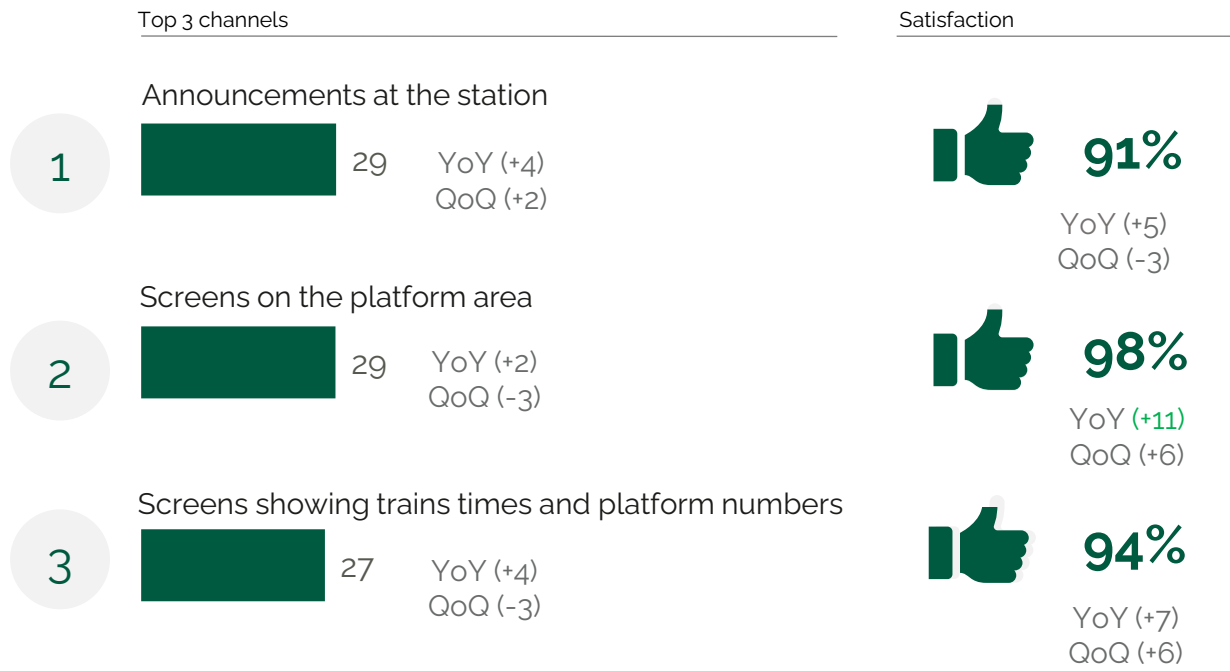


# Top channels used at each journey stage by disability

NR rail website and app drops out of the top 3 this quarter when at the station, with disabled customers most likely to use announcements at the station or screens on the platform area. Screens on the train continue to be most used when on board the train. The satisfaction with channels used at the station and on board the train are high, with some showing strong improvements on a year ago.

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

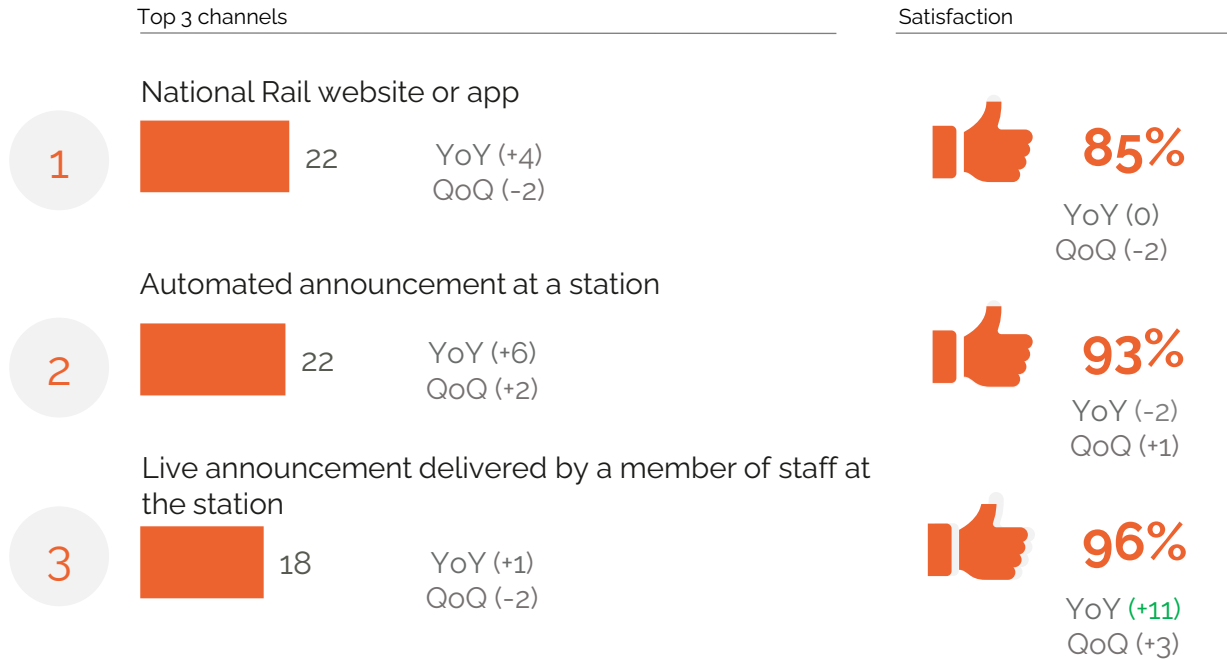
Top 3 channels used on board the train and their satisfaction (%):



# 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.

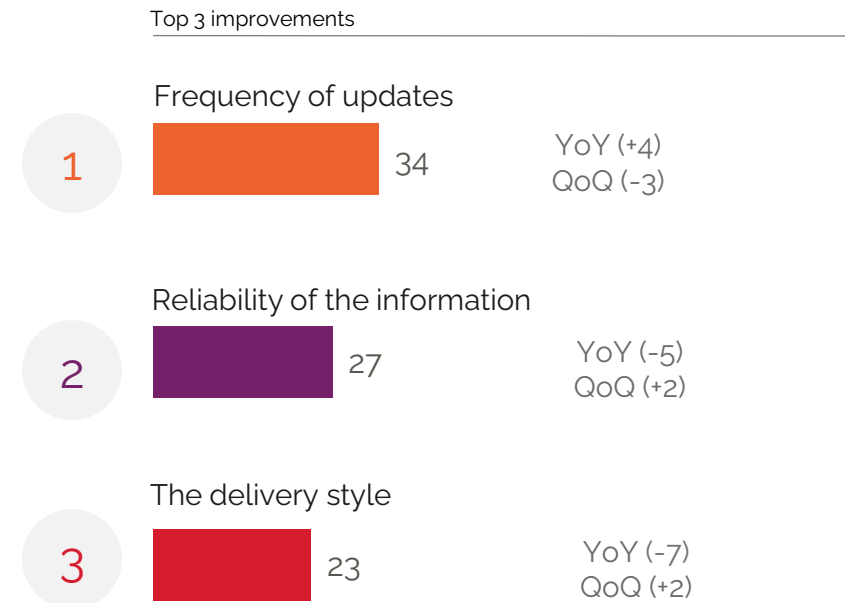
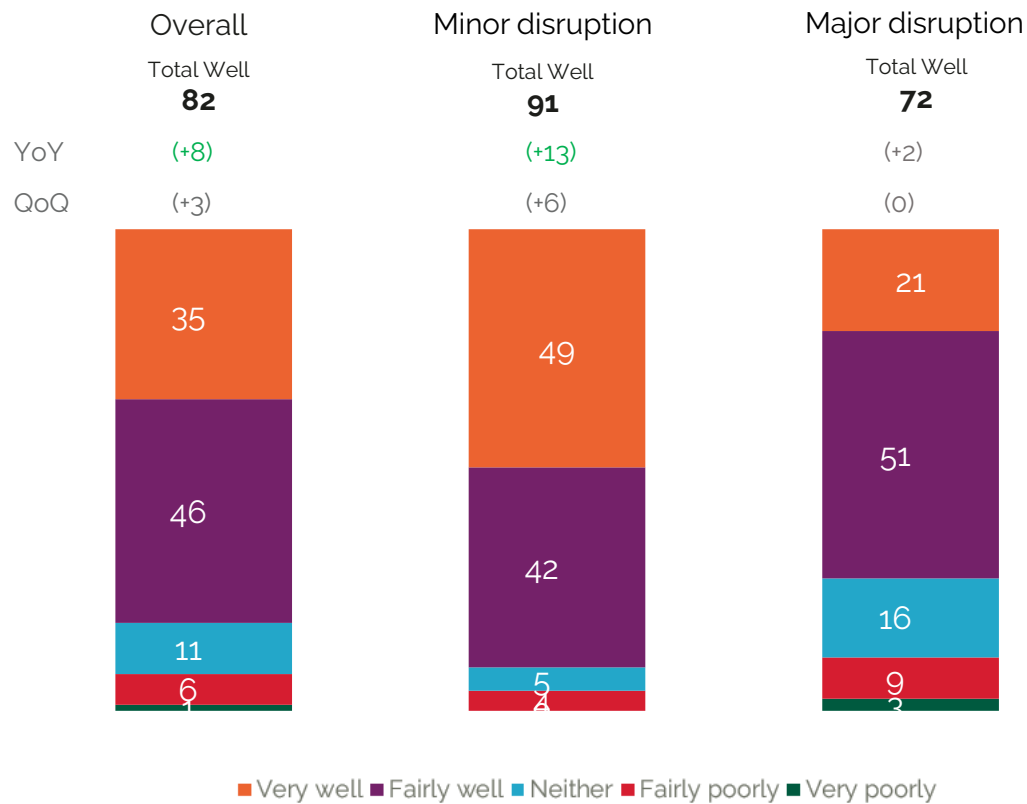
Top 3 channels used at the destination/ interchange and their satisfaction (%):



# 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. Frequency of information is most important for disabled customers.

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



## Contact us



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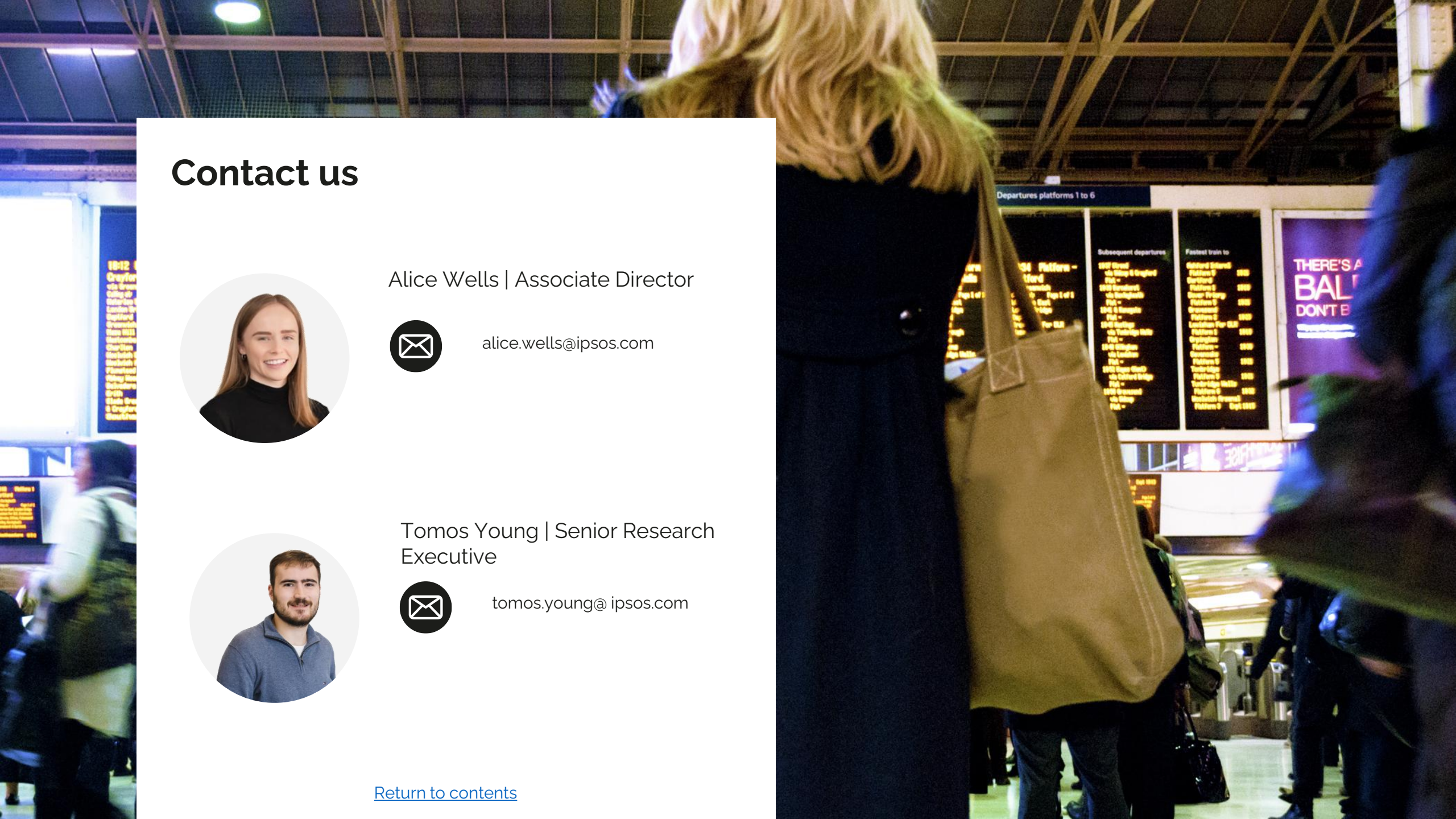


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[Return to contents](#)



# Ipsos Standards & Accreditations

Ipsos's standards & accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Moreover, our focus on quality and continuous improvement means we have embedded a 'right first time' approach throughout our organisation.



**ISO 20252** – is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos in the UK was the first company in the world to gain this accreditation.



**The UK General Data Protection Regulation (UK GDPR) & the UK Data Protection Act 2018 (DPA)** – Ipsos UK is required to comply with the UK General Data Protection Regulation and the UK Data Protection Act; it covers the processing of personal data and the protection of privacy.



**MRS Company Partnership** – By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



**HMG Cyber Essentials** – A government backed and key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessment validated for certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



**ISO 9001** – International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



**Fair Data** – Ipsos UK is signed up as a 'Fair Data' Company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.



**ISO 27001** – International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.

**This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.**