

## **Booster interviews**

- This is an addendum to the <u>main written report</u> since, following completion of the main fieldwork, booster interviews were conducted for Station Facility Operators (SFOs) where the main sample yielded fewer than 150 interviews. This was done solely to increase the robustness of the results for the 4 train operators this concerned.
- These additional quantitative interviews were conducted by telephone between 2<sup>nd</sup> November and 18<sup>th</sup> December 2017
- In total 150 additional interviews were achieved, broken down as follows:
  - Greater Anglia: +35 (increasing the new total sample to 150)
  - TransPennine Express: +42 (new total 150)
  - Southeastern: +45 (new total 135)
  - Chiltern Railways: +28 (new total 67)
- Slides in this deck show the results for key metrics for individual SFOs and at a total level. The
  results for Greater Anglia, TransPennine Express, Southeastern and Chiltern Railways have been
  updated based on the increased sample sizes
- The overall totals for the full quantitative study have also been updated and therefore some of the results in this report show 1 or 2 points different to the published main report. Changes to the totals are not statistically significant.

## Interview numbers achieved and 95% margins of error crib sheet

SFO	No. of interviews	Answer = 50%	Answer = 70%	Answer = 90%
Network Rail	1,159	+/-2.9%	+/-2.6%	+/-1.7%
Great Western Railway	454	+/-4.6%	+/-4.2%	+/-2.8%
Virgin Trains West Coast	396	+/-4.9%	+/-4.5%	+/-3.0%
Virgin Trains East Coast	437	+/-4.7%	+/-4.3%	+/-2.8%
South West Trains	170	+/-7.5%	+/-6.9%	+/-4.5%
ScotRail	206	+/-6.8%	+/-6.3%	+/-4.1%
Arriva Trains Wales	215	+/-6.7%	+/-6.1%	+/-4.0%
East Midlands Trains	169	+/-7.5%	+/-6.9%	+/-4.5%
Govia Thameslink Railway	155	+/-7.9%	+/-7.3%	+/-4.8%
Northern	131	+/-8.6%	+/-7.8%	+/-5.1%
London Midland	185	+/-7.2%	+/-6.6%	+/-4.3%
Greater Anglia	150	+/-8.0%	+/-7.3%	+/-4.8%
TransPennine Express	150	+/-8.0%	+/-7.3%	+/-4.8%
Southeastern	135	+/-8.4%	+/-7.7%	+/-5.1%
Chiltern Railways	67	+/-12.0%	+/-11.0%	+/-7.2%
Other SFO	31	-	-	-
TOTAL	4,210	+/-1.5%	+/-1.4%	+/-0.9%

Updated with booster interviews achieved

13972B ORR – Assisted Travel Report January 2018

# **Key metrics by SFO**

SFO	Satisfaction with booking (C7)	All assistance received (D5)	Satisfaction with assistance at station (D7)	Overall satisfaction (E1)
Network Rail	92%	82%	92%	85%
Arriva Trains Wales	93%	73%	87%	84%
Chiltern Railways (small sample)	91%	88%	98%	88%
East Midlands Trains	90%	73%	90%	79%
Govia Thameslink Railway	86%	79%	93%	75%
Great Western Railway	94%	81%	93%	88%
Greater Anglia	93%	76%	89%	84%
London Midland	90%	77%	93%	88%
Northern	92%	73%	85%	82%
ScotRail	90%	81%	96%	85%
South West Trains	93%	76%	91%	82%
Southeastern	86%	76%	88%	74%
TransPennine Express	91%	83%	93%	85%
Virgin Trains East Coast	92%	87%	96%	91%
Virgin Trains West Coast	95%	84%	93%	86%
TOTAL	92%	80%	92%	85%

## **On-station metrics by SFO**

SFO	Staff helpfulness (E3)	Station facilities (E3)	Overall satisfaction (E1)
Network Rail	91%	84%	85%
Arriva Trains Wales	88%	79%	84%
Chiltern Railways (small sample)	93%	85%	88%
East Midlands Trains	86%	81%	79%
Govia Thameslink Railway	84% 71%		75%
Great Western Railway	94%	85%	88%
Greater Anglia	91%	83%	84%
London Midland	87%	82%	88%
Northern	88%	80%	82%
ScotRail	95%	85%	85%
South West Trains	85%	81%	82%
Southeastern	80%	76%	74%
TransPennine Express	92%	88%	85%
Virgin Trains East Coast	94%	88%	91%
Virgin Trains West Coast	90%	88%	86%
TOTAL	90%	84%	85%

# **Key metrics by disability type**

Disability type	All assistance received (D5)	Satisfaction with booking (C7)	Satisfaction with assistance at station (D7)	Overall satisfaction (E1)
Vision (blindness or visual impairment)	79%	91%	91%	81%
Hearing (deafness or hard of hearing)	79%	95%	92%	86%
Physical (wheelchair user, mobility issues, amputee, dwarfism)	80%	91%	92%	84%
Learning or concentrating or remembering	75%	88%	90%	82%
Mental health problems	73%	87%	90%	78%
Social or behavioural issues	69%	81%	83%	76%
Another long-term health condition that doesn't fit any of the above	80%	91%	93%	85%
None of these conditions	82%	95%	95%	89%
Prefer not to say	78%	94%	94%	87%
TOTAL  139/2B UKK – ASSISTED I FAVEL KEPORT January	81%	92%	92%	85%

## Stay in touch









#### **BREAKING BLUE**



PHIL STUBINGTON DIRECTOR

phil.stubington@breakingblueresearch.com +44 (0)20 7627 7720

### **BREAKING BLUE**



CHARLOTTE CRICHTON ASSOCIATE DIRECTOR

charlotte.crichton@breakingblueresearch.com +44 (0)20 7627 7750

#### **BREAKING BLUE**



STEFKA STEFANOVA
RESEARCH CONSULTANT

stefka.stefanova@breakingblueresearch.com +44 (0)20 7627 7751

### **BREAKING BLUE**



ADELE JAMES
RESEARCH CONSULTANT

adele.james@breakingblueresearch.com +44 (0)20 7627 7716

This work has been conducted in accordance with ISO 20252, the international standard for market and social research





Our policies and procedures adhere to the Cyber Essential security scheme





The Financial
Services Forum
Awards for Marketing Effectiveness
Finalist
Customer Loyalty and Retention