

HITRANS Rail Passenger Survey

**Everything you always wanted to know
about passengers but were afraid to
ask**

April 2011

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1 Introduction and Summary

1.1 Introduction

The Spyria Partnership was commissioned by HITRANS to undertake an analysis of a Highland version of the National Passenger Survey (NPS), known as the 'Highland Boost', which HITRANS commissioned from Passenger Focus. The passenger survey was undertaken in the autumn of 2010.

The Highland Boost comprised a survey of passengers travelling on rail services across a number of routes in the Highlands, carried out in the autumn of 2010. The sample is described in Table 1.

Table 1 Highland Boost Survey Sample

Route	Sample
Glasgow Queen Street to Inverness	312
Edinburgh to Inverness	342
Inverness to Kyle	71
Inverness to Wick	96
Glasgow Queen Street to Mallaig	172
Glasgow Queen Street to Oban	157

The survey comprised a series of questions concerning the following aspects:

- Information on the respondent's rail journey on the day of the survey (e.g. the service that they were travelling on, ticketing, journey purpose, baggage, delay experienced, etc.).
- Information on rail travel in the prior six to 12 months (e.g. whether complaints / compensation claims had been made, feelings about personal safety and security etc.).
- Information about themselves (e.g. age, gender, disability, working status, etc.).
- Respondents' opinions and level of satisfaction on a wide range of topics related to the rail journey (e.g. comfort, safety, price, information, etc.).

1.2 Structure of this Report

This report is structured as follows:

- The remainder of this section provides a summary of the analysis that has been undertaken.
- Section 2 provides an analysis of the data collected as part of the survey, reported by service across the Highlands.
- Section 3 reports on a comparison of satisfaction scores for station and train aspects against ScotRail-wide satisfaction scores.

1.3 Summary of Analysis

From the analysis presented in Sections 2 and 3 of this report, the following salient points provide a summary:

- Passengers travelling to Oban and Mallaig have much less choice when it comes to departure times – with significantly fewer services from the Central Belt than Inverness.
- Mallaig is a key hub for tourists and visitors – data suggest that there is a significant number of day trips made to Mallaig.
- Changing trains as part of the journey is a key element of journeys between Glasgow / Edinburgh and Inverness – around 30% of passengers on these services reported changing trains at Perth. While this enables a greater choice of services available to passengers, it is important that the experience of that interchange is not forgotten, particularly as many people doing this will be visitors to the Highland region, possibly for the first time. Perth is also a key attractor and generator of trips on the Glasgow / Edinburgh to Inverness routes – 22% of passengers were travelling to Perth and 17% from Perth across both routes.
- Inverness is the dominant location for rail travel to and from the Highlands, whether that be to or from the Central Belt, or on the Kyle and Wick services. On average around one third of respondents travelling on the Inverness routes began their journey in Inverness, while 42% were travelling to there.
- Key origins and destinations across the Highland region in addition to Inverness include Oban, Mallaig, Fort William, Kyle of Localsh, Thurso, Wick, Pitlochry, Aviemore and Dingwall.
- Glasgow and Edinburgh are key generators of journeys northwards to Inverness: on the Glasgow to Inverness route 38% of respondents commenced their journey in Glasgow and on the Edinburgh to

Inverness route 32% of respondents commenced their journey in Edinburgh.

- Kingussie, Aviemore and Pitlochry are also key destinations on the Glasgow and Edinburgh to Inverness services.
- On the Inverness to Kyle route the main trips are made between Inverness and Kyle of Lochalsh – 38% of respondents commenced their journey in Kyle, while more than 50% of respondents ended their trip in Inverness.
- The rail service between Inverness and Wick plays a significant role in the community, not only for trips to the key centres such as Inverness, but also to other smaller centres, such as Dingwall, Thurso and Wick, for people living in more rural areas: while Inverness is the main origin and destination on Inverness to Wick services, there is a much greater spread of origins and destinations across many of the stations along the route, compared with the other services. Thurso, Dingwall and Wick are key generators and attractors of trips: 20% of respondents were destined for Thurso, 10% for Wick and 9% for Dingwall, for example. In addition to these larger towns, many trips were made to and from smaller locations along the route.
- On both the Glasgow to Oban and Glasgow to Mallaig routes there is a similar pattern regarding origins and destinations, whereby key locations tend to generate or attract the most trips: namely Glasgow and Oban on the Glasgow to Oban services, and Glasgow, Mallaig and Fort William on the Glasgow to Mallaig services. Crianlarich appears to attract a significant number of trips also.
- Regarding trip purpose, there is significant variation between the different routes as to the dominance of different trip purposes. Commuting is most prevalent on the Inverness to Wick route (20% of trips) and fairly prevalent (circa 15% of trips) on the Inverness to Kyle route.
- On the Glasgow and Edinburgh routes to Inverness, the most prevalent trip purposes are ‘on company business’, ‘visiting friends and family’ and ‘travel to or from holiday’.
- The Glasgow to Mallaig route stands out from the other routes also, with a notably high prevalence of passengers reporting that they are on an ‘other leisure trip’ or on ‘a day out’ or ‘travel to / from holiday’.
- Most passengers on the Glasgow / Edinburgh to Inverness routes were on a return journey, with only a small number reporting that they were on a one way trip. This contrasts to passengers on the Glasgow to Mallaig, Inverness to Kyle and Inverness to Wick routes, with 12%, 14% and 21% respectively reporting that they were making a one way trip only.

- A high proportion of passengers buy their tickets in advance: around half of all passengers were travelling on advance purchase tickets on all but the Inverness to Kyle and Inverness to Wick routes, with just 37% and 46% of passengers on advance purchase tickets respectively.
- Of the tickets bought in advance, respondents mostly bought these at stations. The proportion of passengers purchasing their ticket via the internet varies quite significantly, from just 15% on the Inverness to Kyle route to 31% on the Edinburgh to Inverness route.
- It is most common that tickets purchased on the day of travel on the Inverness to Kyle and Wick routes were bought on board the train, perhaps reflecting the unavailability of ticket machines or ticket offices at some of the stations on these routes.
- By far the most common ticket type was an 'Anytime' ticket, particularly on the Inverness to Wick route (60% of tickets purchased). There was a significant amount of off-peak tickets purchased on the Glasgow and Edinburgh to Inverness routes, and to a lesser extent on the Glasgow to Mallaig and Oban routes. Special promotional tickets were most commonly used on Inverness to Kyle services, and to a lesser extent on Glasgow to Mallaig and Glasgow to Inverness services.
- First class travel is more prevalent on the Edinburgh to Inverness route, when compared to the Glasgow to Inverness route, despite there being a higher proportion of business travellers on the latter. Further analysis is required to understand why there is less take up of first class travel on the Glasgow to Inverness route.
- There is high usage of railcards across the route, particularly on Kyle, Wick, Mallaig and Oban routes: 53%, 52%, 49% and 41% of respondents using railcards respectively. This relates to high usage of senior railcards, and most likely Highland Railcards, which would fit into the 'other' category in terms of the survey.
- Few of the passengers surveyed were travelling with children, particularly on the most rural routes (Mallaig, Kyle, Wick) – this perhaps reflects the longer travel times on these routes (as a barrier to travelling by rail with young children), but also perhaps reflects a lack of facilities on these routes, or indeed perceived or real barriers associated with travelling with children on these routes.
- On average around 15% of passengers experienced a delay during their journey. These were mostly minor delays, and most prevalent on the Glasgow / Edinburgh to Inverness routes.
- The type of delay tended to be trains departing late (most frequently on the Glasgow to Oban and Inverness to Kyle routes) and trains arriving late (most frequently on the Glasgow / Edinburgh to Inverness routes).

- Interesting to note is that on the Inverness to Wick line, 17% of respondents reported that they were delayed as a result of the “train I took to this station was late and I missed my connection”, which perhaps indicates that the timetables for connecting services to this line are too tight in order to accommodate relatively frequent delays on the services.
- Journeys on the train services examined, were predominantly either short (under 30 minutes) or much longer (more than two hours).
- Across the routes under examination, at least half of all respondents reported that they always get a seat on the train. This was lowest on the Glasgow to Inverness route, with 50% of respondents reporting that they always get a seat, and highest on the Inverness to Wick route, with 69% of respondents stating that they always get a seat.
- A majority of passengers were either very or fairly familiar with the station where they commenced their journey.
- The proportion asking for help or information varied significantly between the different routes being examined, with the highest rates on the Glasgow to Oban route, closely followed by the Glasgow / Edinburgh to Inverness routes. On the Wick and Kyle routes, however, some passengers could not find anyone available to ask for assistance.
- Respondents on the Inverness to Wick and Kyle routes are most likely to consider themselves as frequent users of the services. Lower reporting of being a frequent user is found on the Edinburgh and Glasgow to Inverness routes, and even lower on the Glasgow to Mallaig and Oban routes.
- Ratings of stations aspects on the Inverness to Wick and Kyle routes have by far the lowest ratings, while the Glasgow / Edinburgh to Inverness routes fare marginally better, and services from Glasgow to Mallaig and Oban are rated markedly higher.
- Ratings of train aspects on the Glasgow / Edinburgh to Inverness routes have the lowest average “good” ratings, the services from Glasgow to Mallaig and Oban having marginally higher “good” ratings, and the services from Inverness to Kyle and Wick having by far the highest average “good” rating.
- Eight per cent of respondents reported that they had had cause to worry about personal security in the last six months while making a train journey.
- Fifteen per cent of respondents felt that better promotion of when advanced tickets become available would be desirable and the next most desirable improvements were the provision of better internet enquiry / booking services and making timetables easier to read, which was stated by 12% of respondents respectively.

- In respect to satisfaction with seven of the train station factors examined, the Highland services on average outperformed the ScotRail TOC-wide performance at autumn 2010. Good performance by Highland services at the rail station is most notable in relation to facilities for car parking at Highland stations and in respect to personal security while using stations in Highland. There is a good degree of variation by service on each of the train station aspects however.
- In respect to satisfaction with train aspects, the Highland services on average in all cases outperformed the ScotRail results for the autumn 2010 survey, although there was significant variation between Highland services. For five of the train aspects, the poorest performing Highland line showed a significant difference in the percentage of respondents stating that they were satisfied with that aspect compared to the ScotRail average across all services.

2 Train Journey & Passengers: Commentary

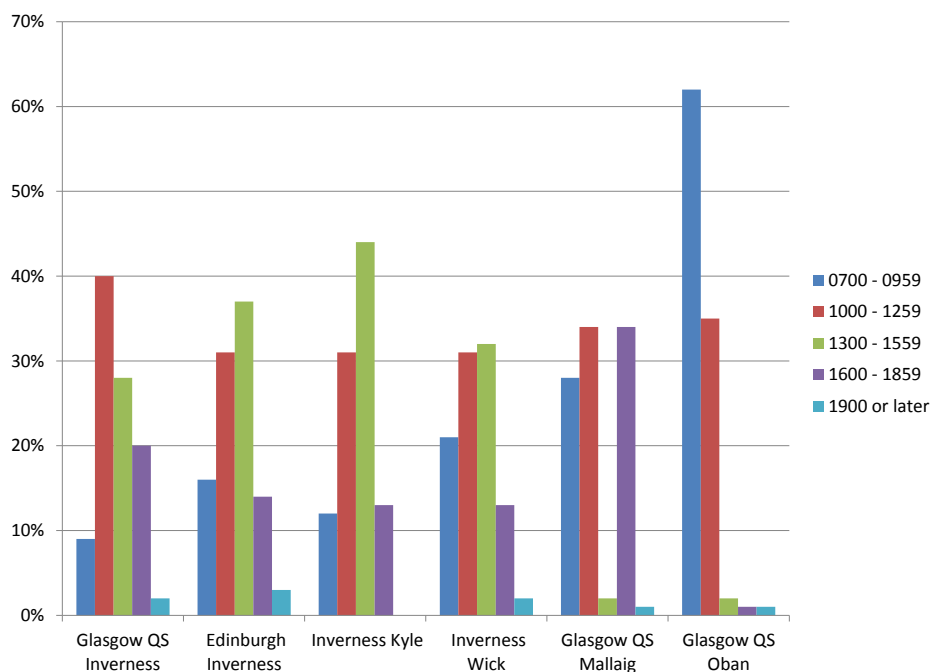
2.1 Introduction

This Section provides general commentary on the results presented as part Highland Boost.

2.2 Scheduled Departure Times and Interchanges

Respondents stated the scheduled departure time of the train on which they were surveyed. Figure 1 gives an indication as to the peak / off-peak nature of the six routes examined. The results mirror the availability of scheduled services – there are fewer scheduled services from the Central Belt to Oban and Mallaig, compared to services between the Central Belt and Inverness. Just over 60% of respondents travelling on the Glasgow to Oban services were on trains departing before 1000, while more than 30% were on trains departing between 1000 and 1300. Similarly, most respondents on the Mallaig route were on trains departing between 0700 and 1000 (28%) and between 1000 and 1300 (34%). Interestingly 34% of respondents on this route were on trains departing in the evening (after 0700). While not possible to confirm from the results, it may be as a result of people undertaking day trips to Mallaig, returning on the last service.

Figure 1: Scheduled Departure Times



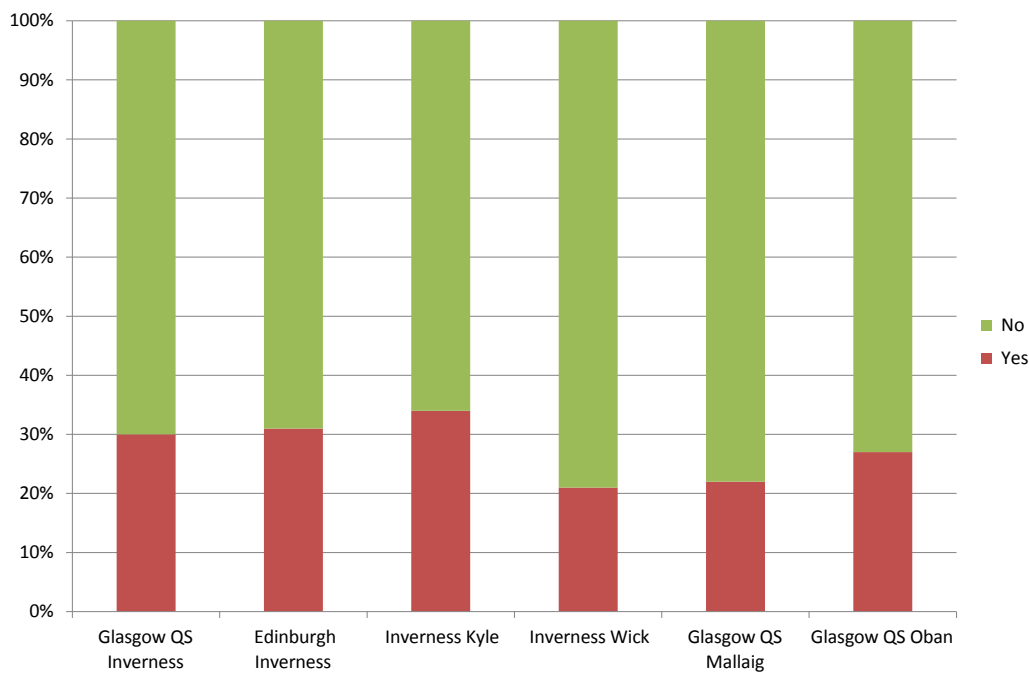
Of the more regular services between Glasgow and Inverness, Figure 1 shows popular departure times mid-morning between 1000 and 1259, and in the afternoon between 1300 and 1559. These peaks will likely relate to the 1011 departure from Glasgow and the 1451 departure to Glasgow from Inverness.

For the services between Edinburgh and Inverness, the figure indicates a more evenly spread distribution of passengers during the day, which relates to the various departures across the day, with greatest proportions of passengers travelling between 1200 and 1559, which will relate to the 1247 and 1451 (via Perth) departures from Inverness, and 1335 departure from Edinburgh.

More than 60% of respondents travelling on the Kyle and Wick routes respectively were travelling on trains departing between 1000 and 1600, while a high proportion (20%) of those on the Wick route were travelling in the morning peak hours, between 0700 and 1000.

Figure 2 shows the proportion of passengers on each route reporting that they changed train as part of their journey. Approximately 30% of passengers across the services connected with/from another train service, highlighting the importance of the ability to interchange and the importance of the interchange experience when travelling by rail in the Highland region.

Figure 2: Interchange



2.3 Origins and Destinations

The survey results present some interesting information regarding origins and destinations of those travelling on the rail services surveyed, providing an insight into the social and economic function of each of the routes.

Inverness is clearly the dominant location for rail travel to and from the Highlands, whether that be to or from the Central Belt, or on the Kyle and Wick services. On average around a third of respondents travelling on the Inverness routes began their journey in Inverness, while 42% were travelling to there. Key origins and destinations across the Highlands region in addition to Inverness include Oban, Mallaig, Fort William, Kyle of Localsh, Thurso, Wick, Pitlochry, Aviemore and Dingwall. Glasgow and Edinburgh were also primary origins and destinations – 38%

of respondents travelling on Glasgow to Inverness services commenced their journey in Glasgow, while 16% were destined for Glasgow.

Just over 30% of respondents travelling on Edinburgh to Inverness services commenced their journey in Edinburgh, while 20% were destined for Edinburgh. A significant number of respondents were travelling to (22%) or from (17%) Perth on the Glasgow and Edinburgh services to Inverness, indicating that Perth is an important generator and attractor of trips.

Inverness is the key destination on these services: on Glasgow services 41% of respondents were travelling to Inverness, as were 33% of respondents on Edinburgh to Inverness services. Kingussie, Aviemore and Pitlochry are also key destinations on the Glasgow and Edinburgh to Inverness services.

Figure 3 Glasgow – Inverness: Origins and Destinations

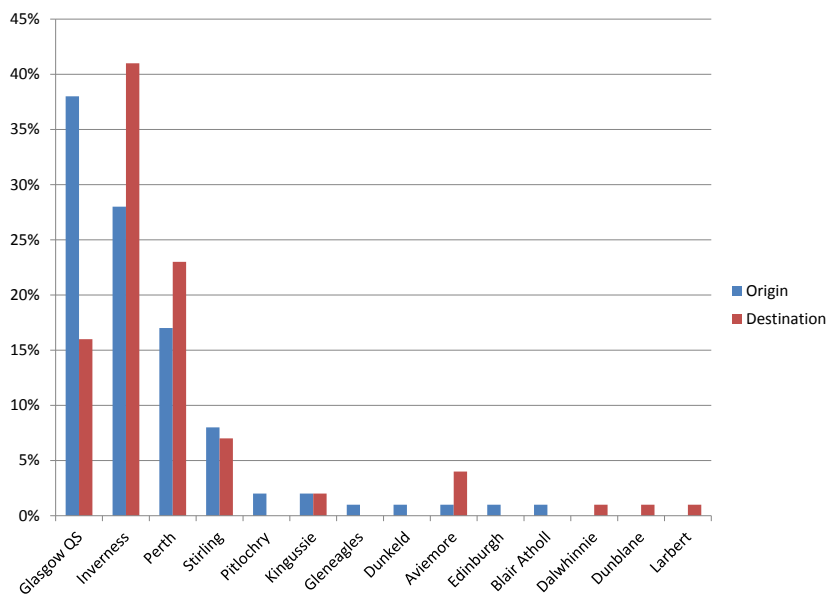
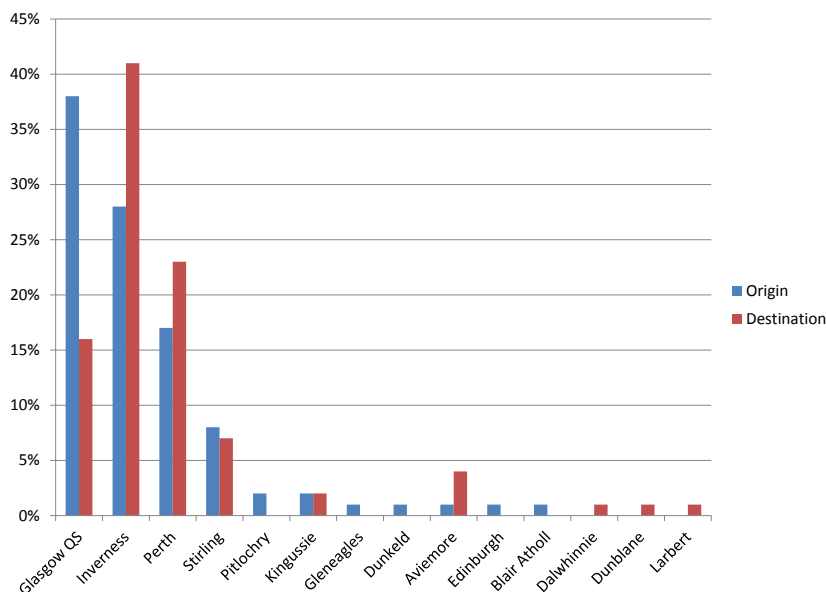
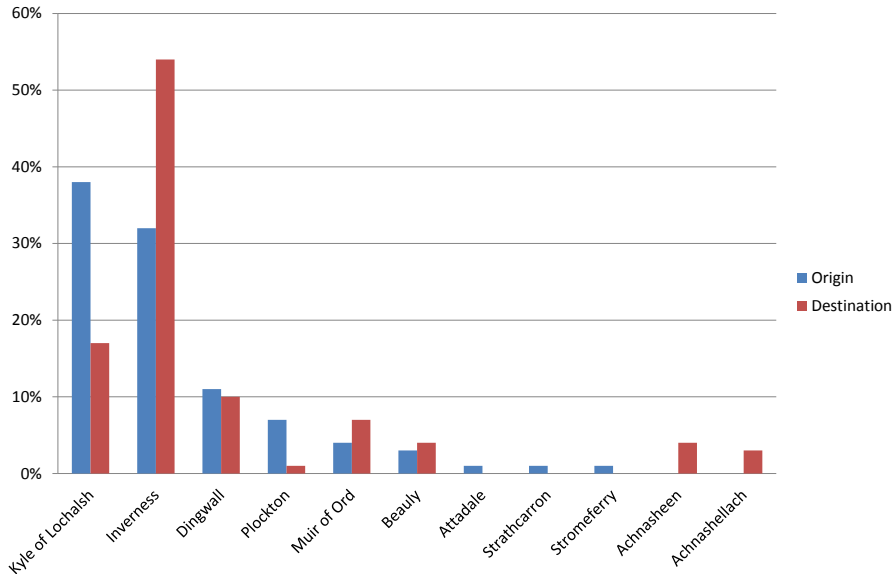


Figure 4 Edinburgh – Inverness: Origins and Destinations



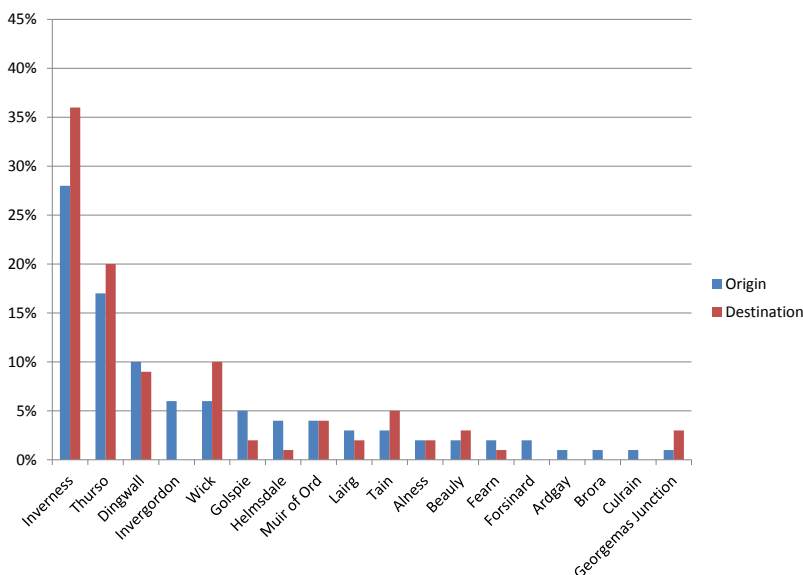
The main trips made on the Inverness to Kyle route are between Inverness and Kyle of Lochalsh: 38% of respondents started their journey in Kyle of Lochalsh, while over half of respondents ended their trip in Inverness. This further supports the assumption that Inverness is the key rail hub in the Highland region.

Figure 5 Inverness – Kyle: Origins and Destinations



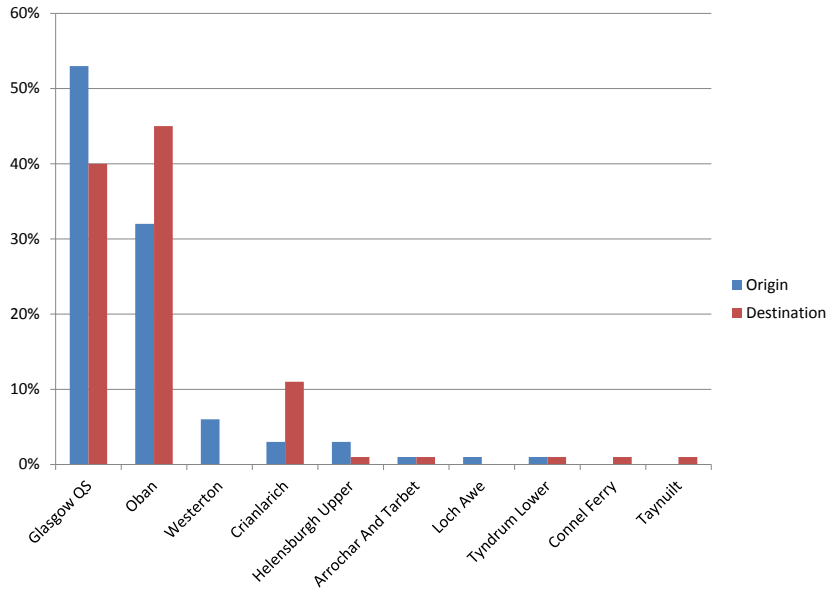
While Inverness is the main origin and destination on Inverness to Wick services, there is a much greater spread of origins and destinations across many of the stations along the route, compared with the other services. Thurso, Dingwall and Wick are key generators and attractors of trips: 20% of respondents were destined for Thurso, 10% for Wick and 9% for Dingwall, for example. In addition to these larger towns, many trips were made to and from smaller locations along the route. This suggests that the rail service between Inverness and Wick plays a significant role in the community, not only for trips to the key centres such as Inverness, but also to other smaller centres, such as Dingwall, Thurso and Wick, for people living in more rural areas.

Figure 6 Inverness – Wick: Origins and Destinations



On both the Glasgow to Oban and Glasgow to Mallaig routes there is a similar pattern regarding origins and destinations, whereby key locations tend to generate or attract the most trips: namely Glasgow and Oban, and Glasgow, Mallaig and Fort William on the Glasgow to Mallaig services.

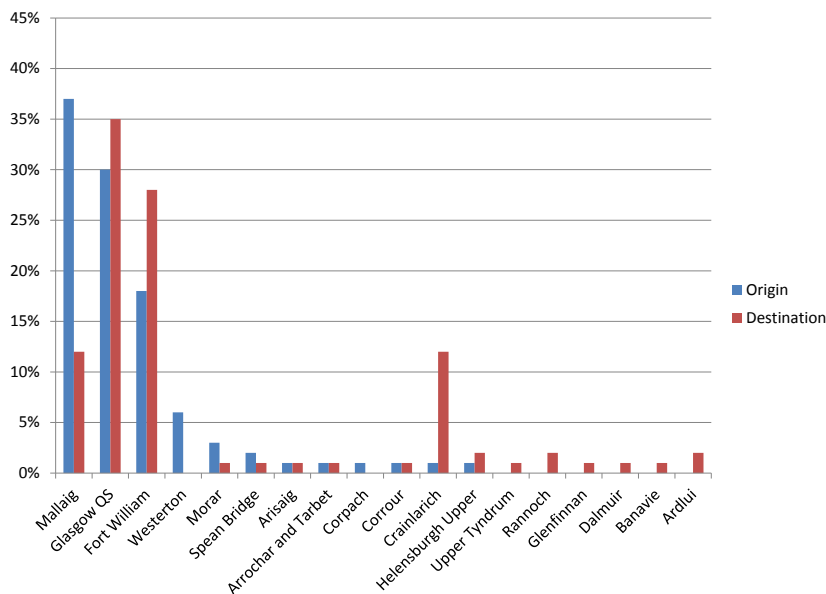
Figure 7 Glasgow – Oban: Origins and Destinations



Just over 10% of respondents were destined for Crianlarich on both routes, while small numbers of respondents were destined for a number of remote locations on the way to Mallaig, such as Rannoch and Glenfinnann.

The spread of origins and destinations correlated with a large proportion of respondents being tourists and people on leisure-based trips, as there are few originating trips at intermediate stations.

Figure 8 Glasgow – Mallaig: Origins and Destinations

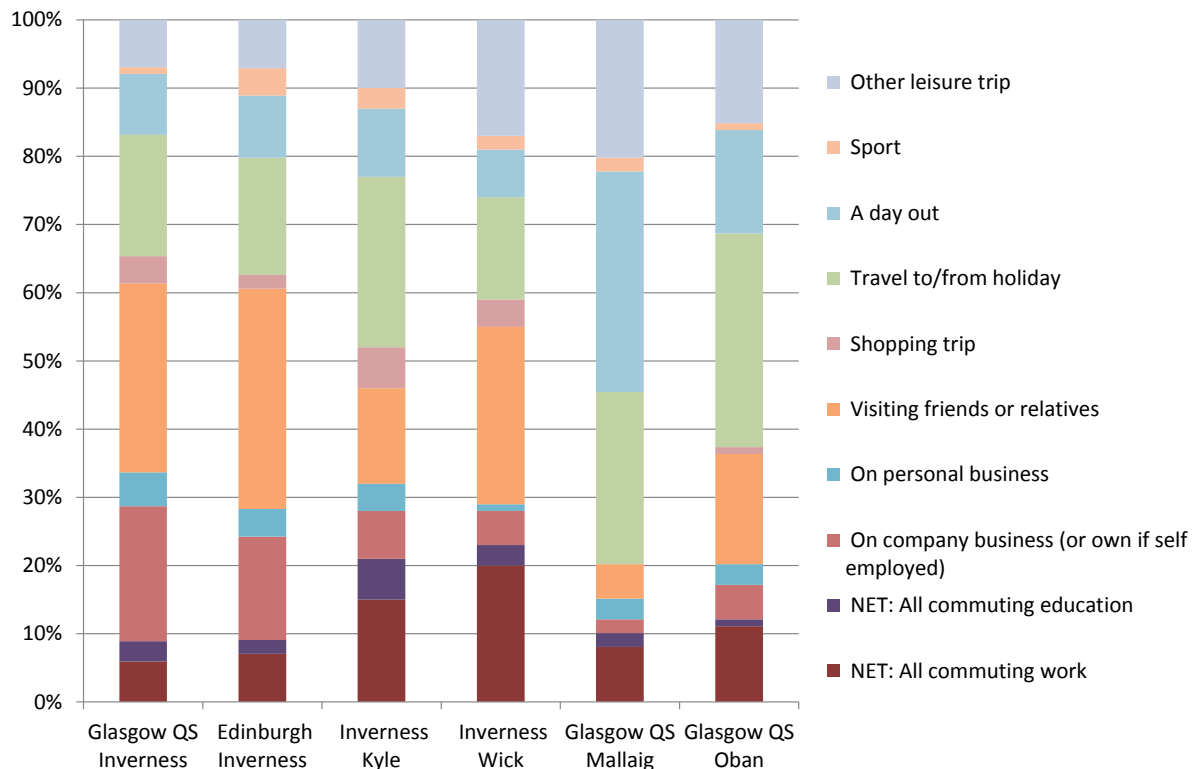


2.4 Journey Purpose

Figure 9 shows the main purpose of trips stated by the passengers surveyed on each of the routes. There is significant variation between the different routes as to the dominance of different trip purposes.

Commuting is most prevalent on the Inverness to Wick route at 20% of all trips, which comprises roughly half passengers commuting daily to and from work, and half commuting to and from work on a less regular basis. Commuting is also fairly prevalent, at around 15% of all responses on the Inverness to Kyle route.

Figure 9 Journey Purpose



On the Glasgow and Edinburgh routes to Inverness, the most prevalent trip purposes are ‘on company business’, ‘visiting friends and family’ and ‘travel to or from holiday’.

The Glasgow to Mallaig route stands out from the other routes also, with a notably high prevalence of passengers reporting that they are on an ‘other leisure trip’ or on ‘a day out’ or ‘travel to / from holiday’.

2.5 Ticket Type

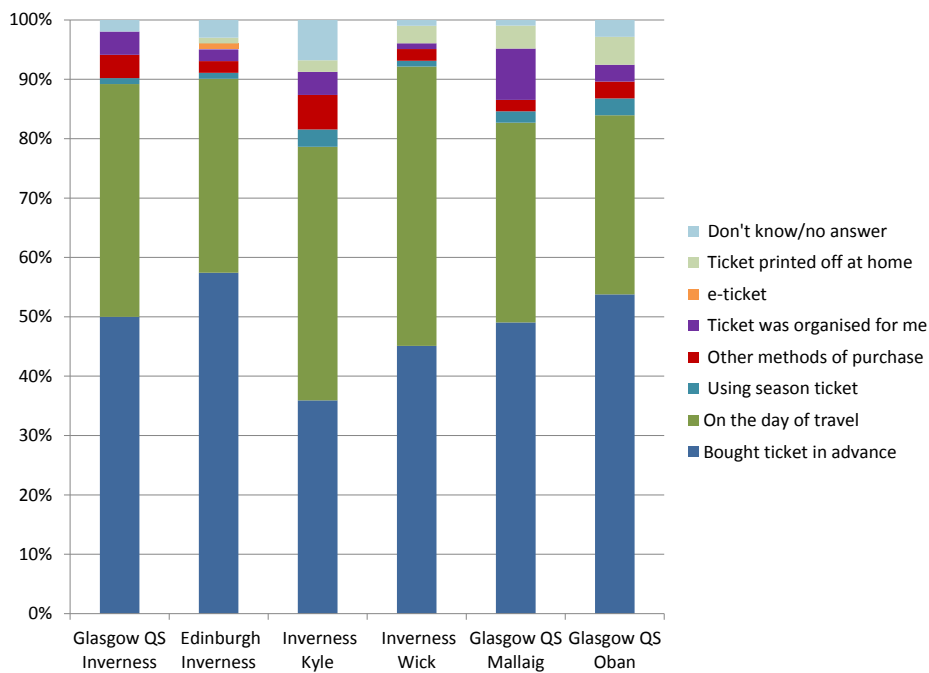
The majority of respondents to the survey reported that they were on a return journey by train. Only five per cent of respondents on the Glasgow to Inverness route and six per cent of respondents on the Edinburgh to Inverness route reporting that they were on a one way trip. This was higher on the Glasgow to Oban route at eight per cent of respondents, and significantly higher on the Glasgow to Mallaig, Inverness to Kyle and Inverness to Wick routes, with 12%, 14% and 21% respectively reporting that they were making a one way trip only per train.

On these latter routes this indicates that a significant proportion of rail passengers interviewed made either their outbound or return journey by an alternative means of transport, which could be by road, ferry (in the case of Inverness to Wick, back to Aberdeen from Orkney) or air (from Orkney) and returning a different route from the Western Isles for example if travelling by train to or from Mallaig in one direction. It is uncertain from the data available whether the drop-off in terms of return trip making is as a result of passengers' desire to experience different routes (and hence modes) or whether it is a reflection on the experience of these journeys by rail.

Figure 10 shows the types of tickets purchased for the journey being made by respondents. Around half of all passengers were travelling on advance purchase tickets on all but the Inverness to Kyle and Inverness to Wick routes, with just 37% and 46% of passengers on advance purchase tickets respectively.

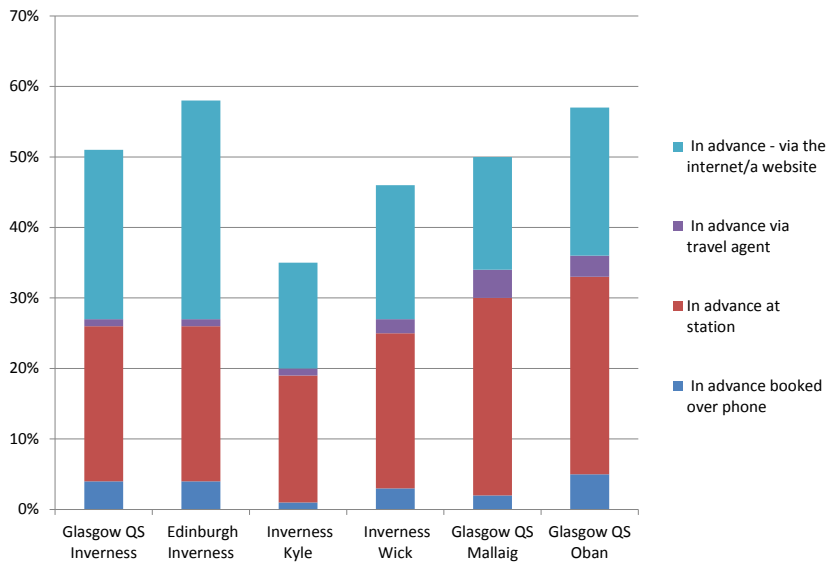
On the Inverness to Kyle and Inverness to Wick routes Figure 10 shows that tickets bought on the day of travel are most common, with 44% and 48% of ticket sales respectively.

Figure 10 Type of Ticket Purchased



Of the tickets bought in advance, respondents mostly bought these at stations. The proportion of passengers purchasing their ticket via the internet varies quite significantly from just 15% on the Inverness to Kyle route to 31% on the Edinburgh to Inverness route.

Figure 11 Type of Ticket Bought in Advance



Across all of the routes, most passengers buying an advance ticket, purchased the ticket in the fortnight before they travelled.

As indicated in Figure 12, it is most common that tickets purchased on the day of travel on the Inverness to Kyle and Wick routes were bought on board the train, perhaps reflecting the unavailability of ticket machines or ticket offices at some of the stations on these routes, and the fact that ticket offices may be closed at the time of travel.

Figure 12 Type of Ticket Bought on Day of Travel

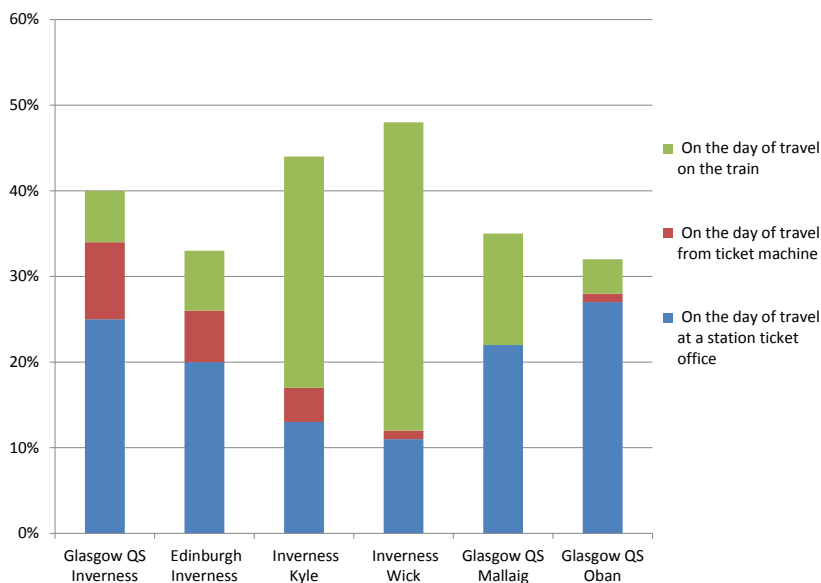
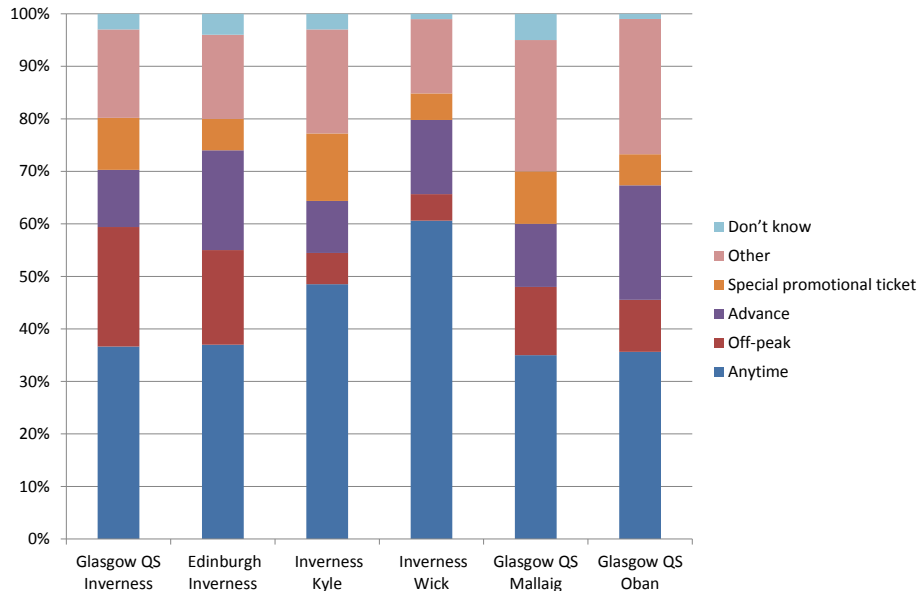


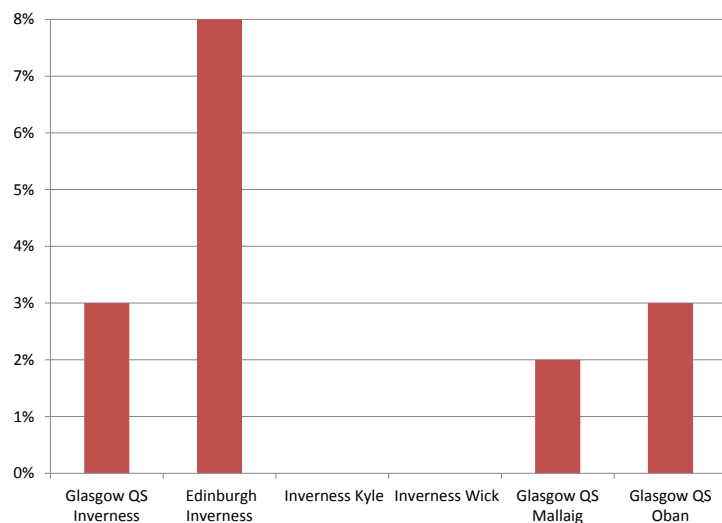
Figure 13 shows the distribution of types of ticket purchased by route. By far the most common ticket type was an ‘Anytime’ ticket, which for example, accounted for more than 60% of all tickets on the Inverness to Wick route. There was a significant amount of Off-peak tickets purchased on the Glasgow and Edinburgh to Inverness routes, and to a lesser extent on the Glasgow to Mallaig and Oban routes. Special promotional tickets were most common on Inverness to Kyle services, and to a lesser extent on Glasgow to Mallaig and Glasgow to Inverness services.

Figure 13 Type of Ticket Purchased By Route



First class travel was most prevalent on the Edinburgh to Inverness route, as shown in Figure 14, at eight per cent of all passengers. This likely reflects the high prevalence of business travel to and from Edinburgh (15% of trips on this route). It should be noted that business travel on the Glasgow to Inverness route appears to be higher (at 20% of all trips), while use of first class tickets on this route is reported to be just three per cent of passengers.

Figure 14 First Class Travel

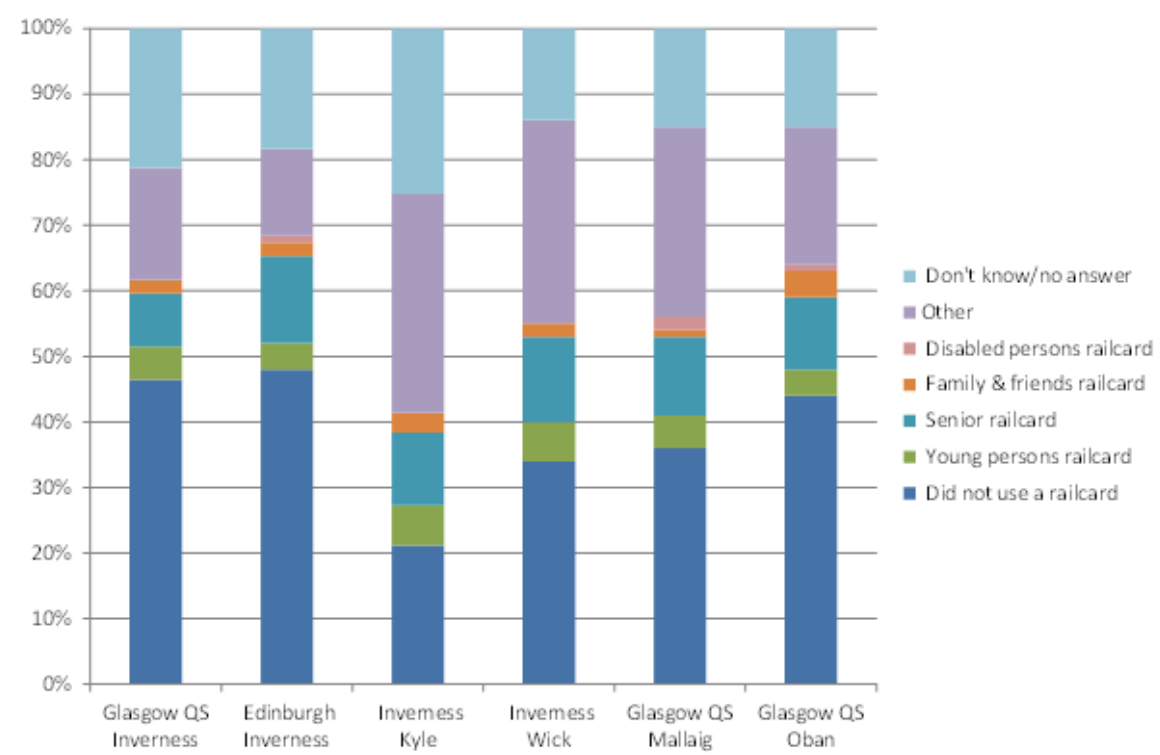


No passengers reported first class travel on the Inverness to Kyle and Wick lines, which reflects the fact that first class accommodation on board the trains is not available. The proportion of respondents reporting travelling on a first class ticket was more modest on the Glasgow to Inverness route (three per cent), Glasgow to Mallaig route (two per cent) and Glasgow to Oban route (three per cent).

Figure 15 shows the usage of railcards across the routes considered. This indicates that on Inverness to Kyle and Wick routes, as well as on Glasgow to Mallaig and Oban routes, a significant proportion of passengers report using some form of railcard, with 53%, 52%, 49% and 41% respectively. This relates to high usage of senior railcards, and most likely Highland Railcards, which would fit into the ‘other’ category in terms of the survey.

The Highland Railcard offers a 50% discount on Anytime Single or Return tickets and Off-Peak Return tickets, as well as flat fares of £2 for up to two children travelling with the holder of the Highland Railcard.

Figure 15 Rail Cards

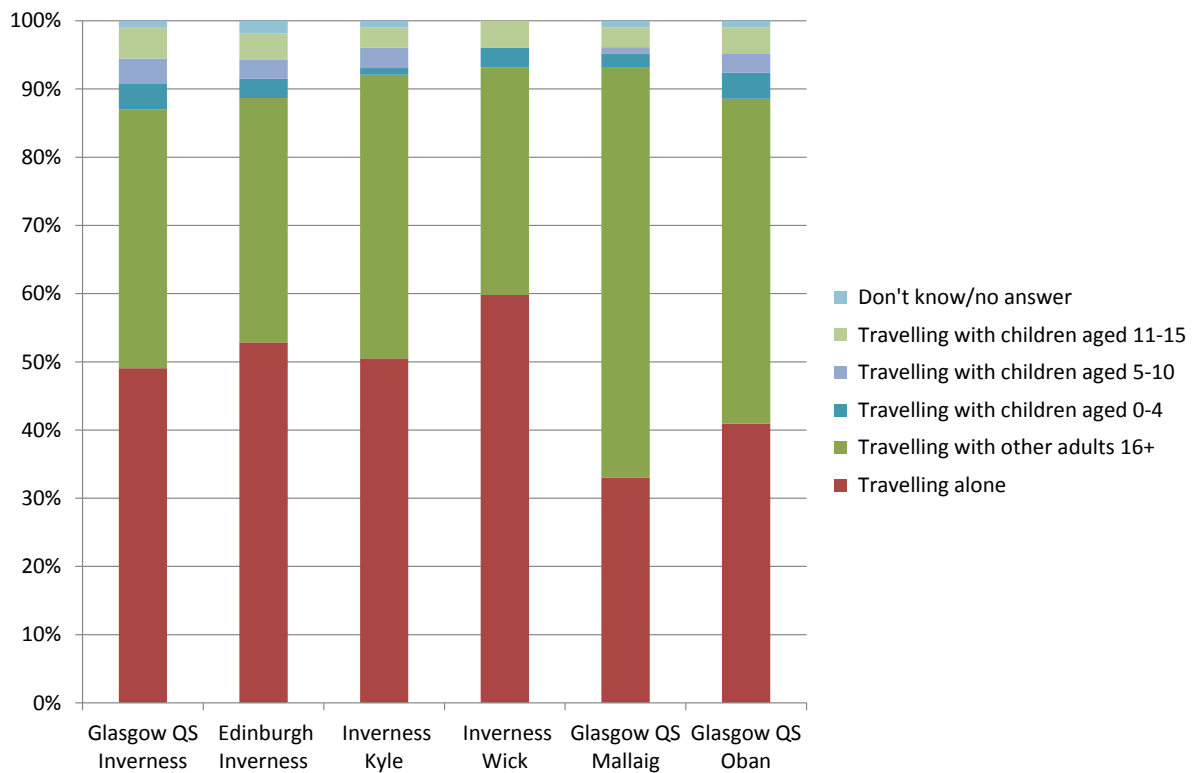


2.6 Passengers Travelling and Luggage

Figure 16 shows per route, who the respondents to the survey were travelling with, if anyone. It can be seen that groups of adults predominate on the Glasgow to Mallaig and Glasgow to Oban routes, whereas on other routes most people tend to be travelling alone.

All routes show that only very few passengers interviewed, between six and 13 per cent by route, are travelling with children (aged 0 to 15). Passengers travelling with children is lowest on the most rural routes, Glasgow to Mallaig, Inverness to Kyle and Inverness to Wick, which perhaps reflects the longer general durations of these services or the lack of facilities on these routes, or indeed perceived or real barriers associated with travelling with children on these routes.

Figure 16 Other Persons in Travelling Party



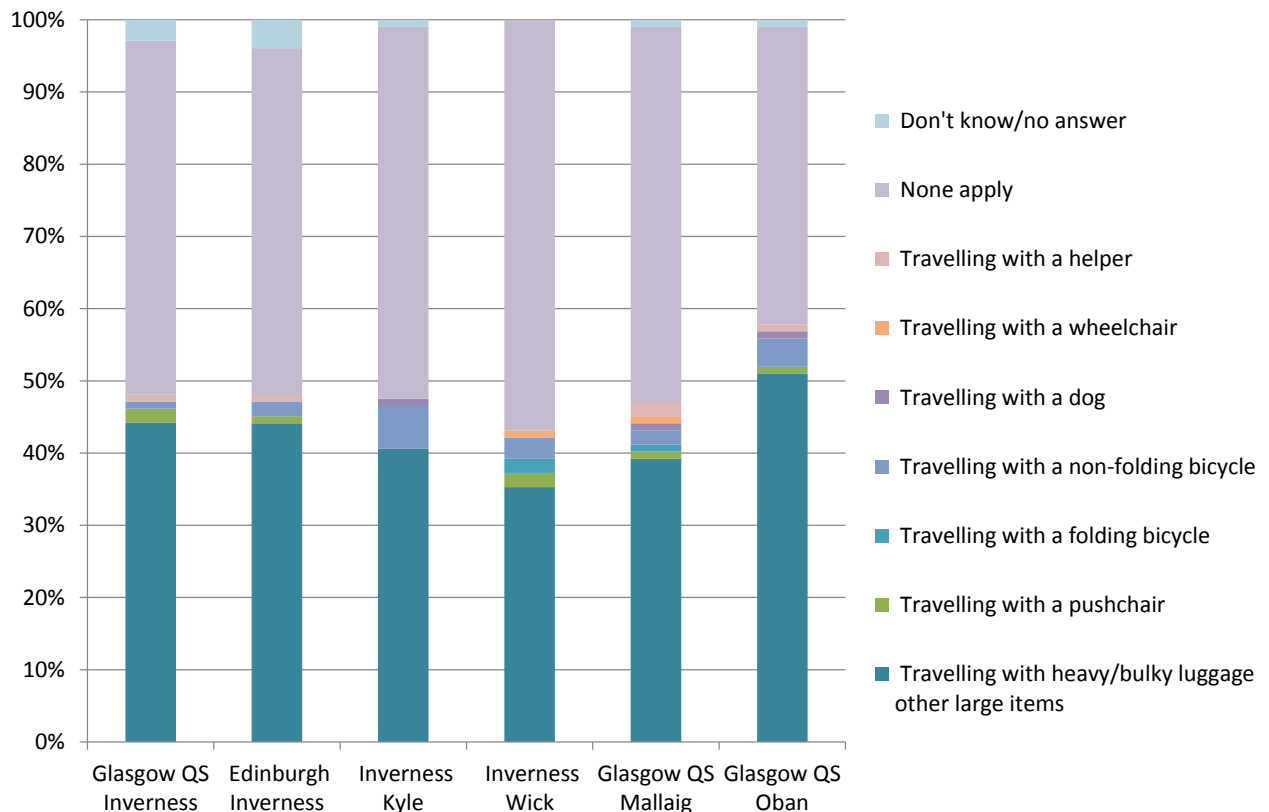
A high proportion of passengers on all routes surveyed reported that they were travelling with baggage / additional item(s). Figure 17 shows for each route the different types of baggage / additional item(s) and the proportion of passengers reporting that they carried such items.

Travelling with baggage / additional items is significantly higher on the Glasgow to Oban route with 57% of passengers surveyed reporting that they were carrying something, compared to between 42% and 48% on all other routes considered.

On the Glasgow to Oban route, the majority (52% of total passengers) reported that they were travelling with heavy / bulky luggage or other large items, which perhaps reflects the high prevalence of passengers reporting that they are travelling to / from holiday, on a day out, on another leisure trip or on a trip visiting friends or family. These combined trips purposes comprise 77% of all reported passengers' trips.

It is also interesting to note that passengers travelling with a bicycle (folding or non-folding) was highest on the Inverness to Kyle and Inverness to Wick routes, with six per cent and five per cent of passengers reporting that they were travelling with a bicycle respectively. Travelling with a bicycle was lowest on the services out of Edinburgh and Glasgow, with one to two per cent on services to Inverness, and three to four per cent on services (from Glasgow) to Mallaig and Oban.

Figure 17 Baggage Taken on Journey

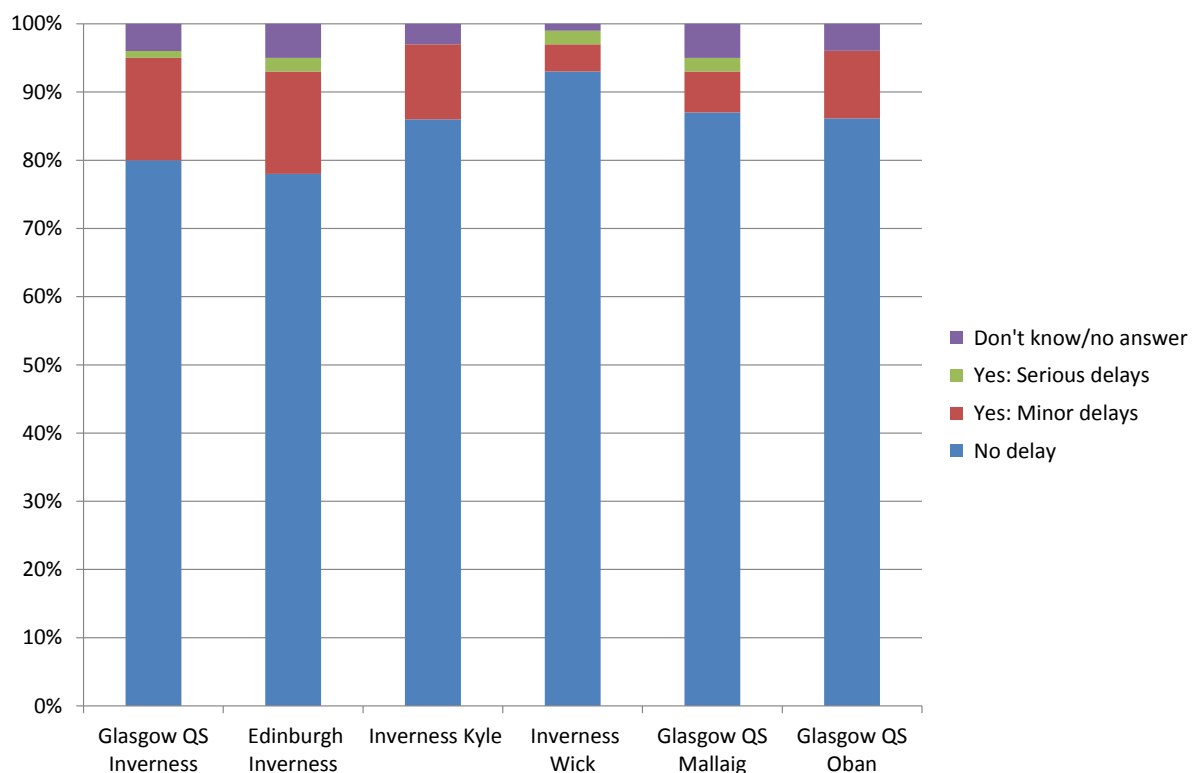


2.7 Delays Experienced and Complaints

Figure 18 shows the proportion of respondents reporting that they experienced a delay on their journey. As can be seen, the majority of passengers – 85% on average across all routes – experienced no delay on their journeys.

There was however notable variation between the different routes. Delays were reported to be most frequent on the Edinburgh (16%) and Glasgow (17%) to Inverness routes, closely followed by the Inverness to Kyle (11%) and Glasgow to Oban (10%) routes. Delays were reportedly least frequent on the Glasgow to Mallaig (8%) route and the Inverness to Wick (6%) route. The majority of these delays were reported to be minor delays.

Figure 18 Delays Experienced During Rail Journey



The most frequently cited reason for a delay was “the train was late departing at the beginning of the journey”, particularly on the Glasgow to Oban and Inverness to Kyle routes.

“The train was late arriving at the destination” was also frequently cited by respondents travelling on the Edinburgh and Glasgow to Inverness routes.

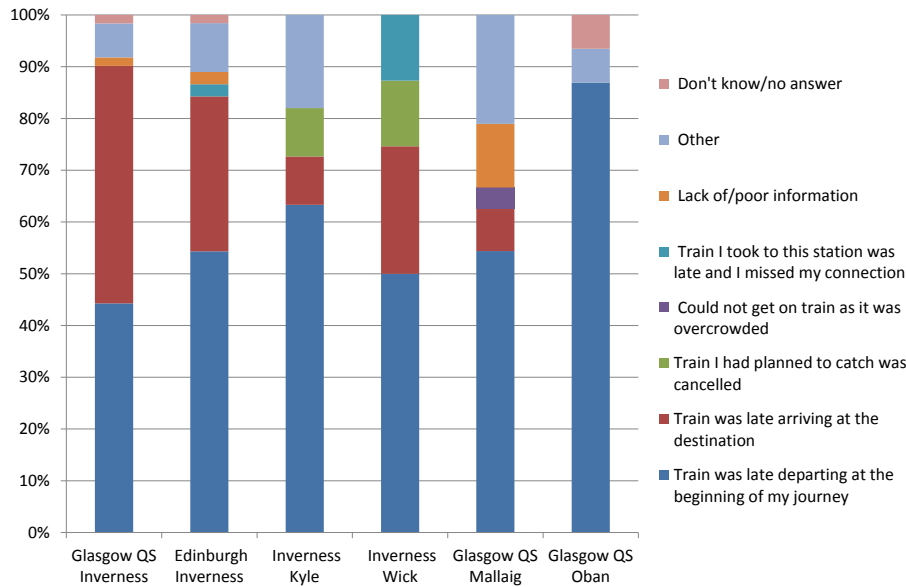
“The train I had planned to catch was cancelled” was a frequently cited response on only the Inverness to Kyle and Inverness to Wick routes, with 13% and 17% of responses respectively.

Also interesting to note is that on the Inverness to Wick line 17% of respondents reported that they were delayed as a result of the “train I took to this station was late and I missed my connection”, which perhaps indicates that the timetables for

connecting services here are too tight in order to accommodate relatively frequent delays on the services.

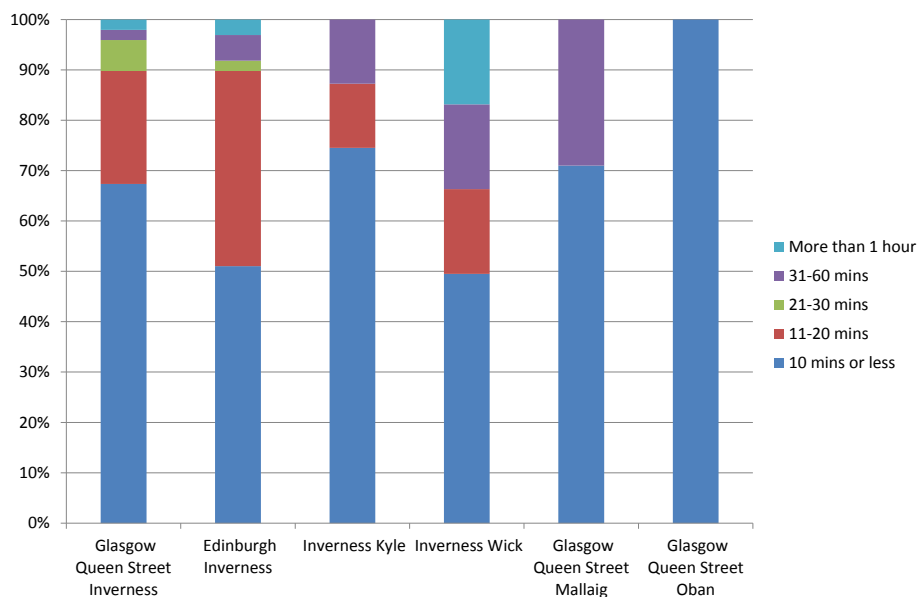
The reasons for the delays stated on each of the routes under consideration are shown in Figure 19.

Figure 19 Type of Delay Experienced



There is considerable variation between the routes that have been examined in terms of the length of delay that is experienced. This is shown in Figure 20. As is shown, longer delays are most prevalent on the Edinburgh and Glasgow to Inverness and Inverness to Wick routes. While not many delays were reported, it is evident that some delays were considerable: 17% of delays on the Inverness to Wick route were reported to be in excess of one hour, while 29% of delays on the Glasgow to Mallaig route were between 30 and 60 minutes.

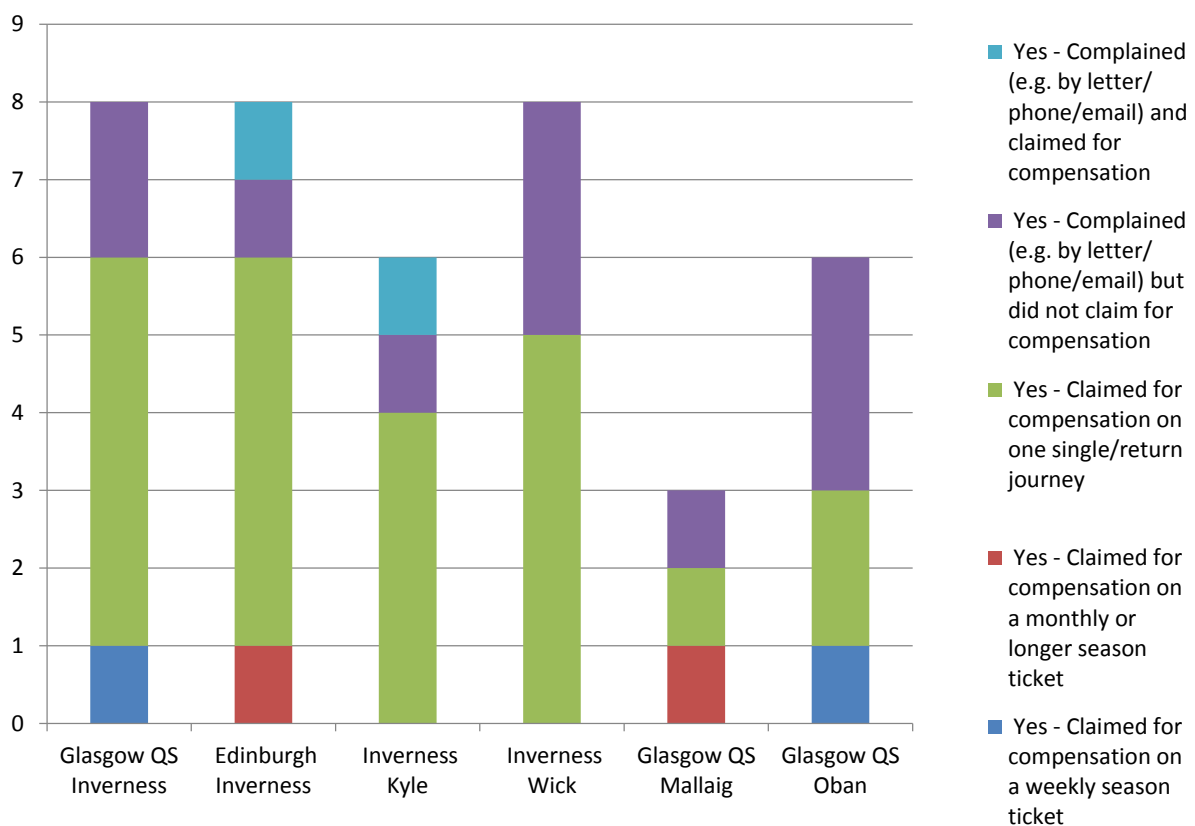
Figure 20 Length of Delays



There was also significant variation in respondents' views on how well the Train Operating Company (TOC) staff dealt with delay. Best reports were on the Inverness to Kyle and Wick and Glasgow to Oban routes, just over 80% of respondents reporting that the TOC dealt with the delay very well or fairly well. Reports of dealing with delays was slightly lower on Glasgow and Edinburgh to Inverness routes, with between 60% and 70% of respondents saying that the TOC dealt with delay very well or fairly well. By far the poorest reports of how well the TOC dealt with the delay was found on the Glasgow to Mallaig route, with just 58% of respondents stating that the delay was dealt with very well or fairly well.

Between three and eight per cent of respondents on each route reported that they had made a compensation claim following a delayed journey or had complained about the train companies' service. The types of complaint or claim are summarised in Figure 21, which shows the percentages make the different types of complaints / compensation claims.

Figure 21 Complaints and Compensation Claims in the Last 6 Months



As can be seen from Figure 21, the most common complaint or compensation is claiming for compensation on a single / return journey. The next most common complaint / compensation claim is complaining but not claiming for compensation.

While the actual numbers of complaints and compensation claims is relatively low, it is interesting to examine how respondents stating that they had made a complaint or a compensation claim felt that their complaint was handled.

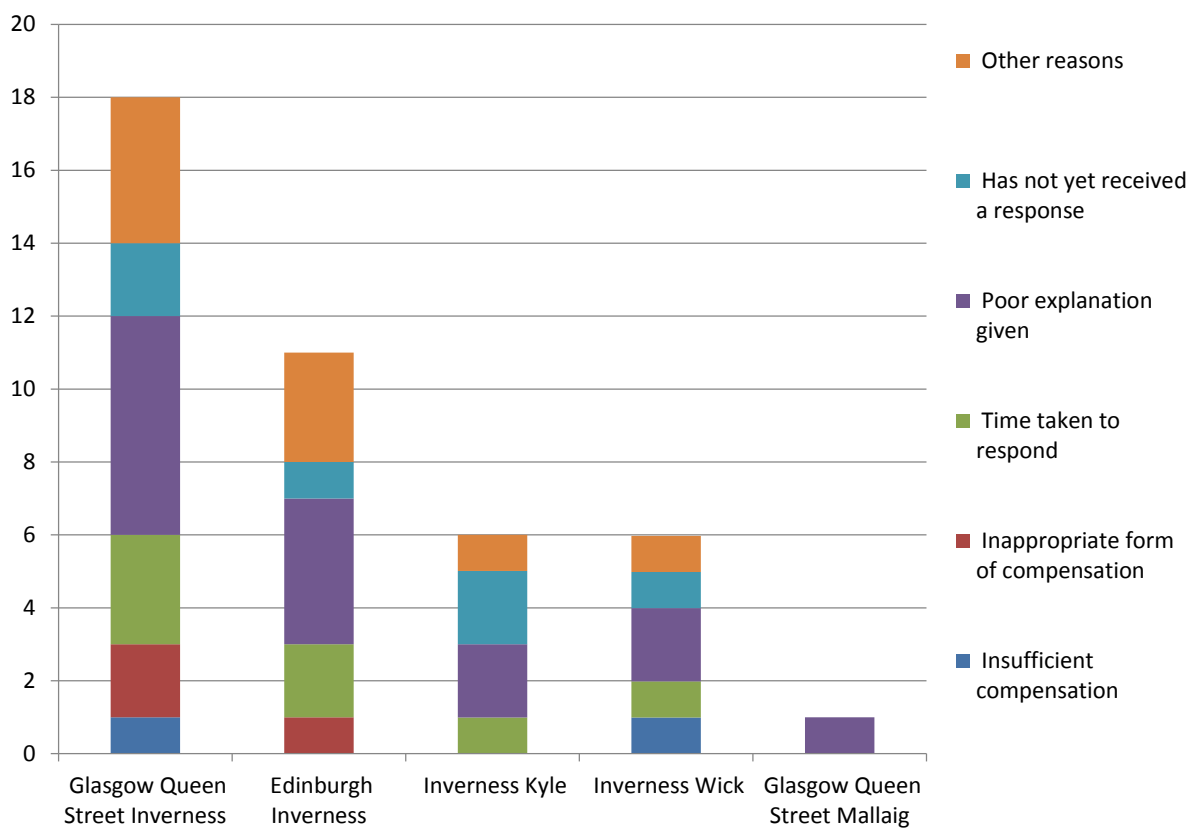
Between 14% and 80% of respondents to the survey on each of the lines reported that they were satisfied with how their complaint / compensation claim was handled.

This was lowest on the Inverness to Wick services and highest on the Glasgow to Mallaig services.

Satisfaction was also notably low on the Inverness to Kyle route at 25%, on the Glasgow to Oban route at 33%, and on Glasgow and Edinburgh to Inverness services at 52% and 57% respectively.

When asked as to why respondents tended to be dissatisfied with the handling of their complaint or compensation claim, the most commonly stated response related to “the poor explanation given”, and this would clearly be an area to focus efforts to improve satisfaction for these otherwise unsatisfied passengers. Figure 22 show the various responses given in respect to dissatisfaction with the handling of complaints / compensation claims for the various services.

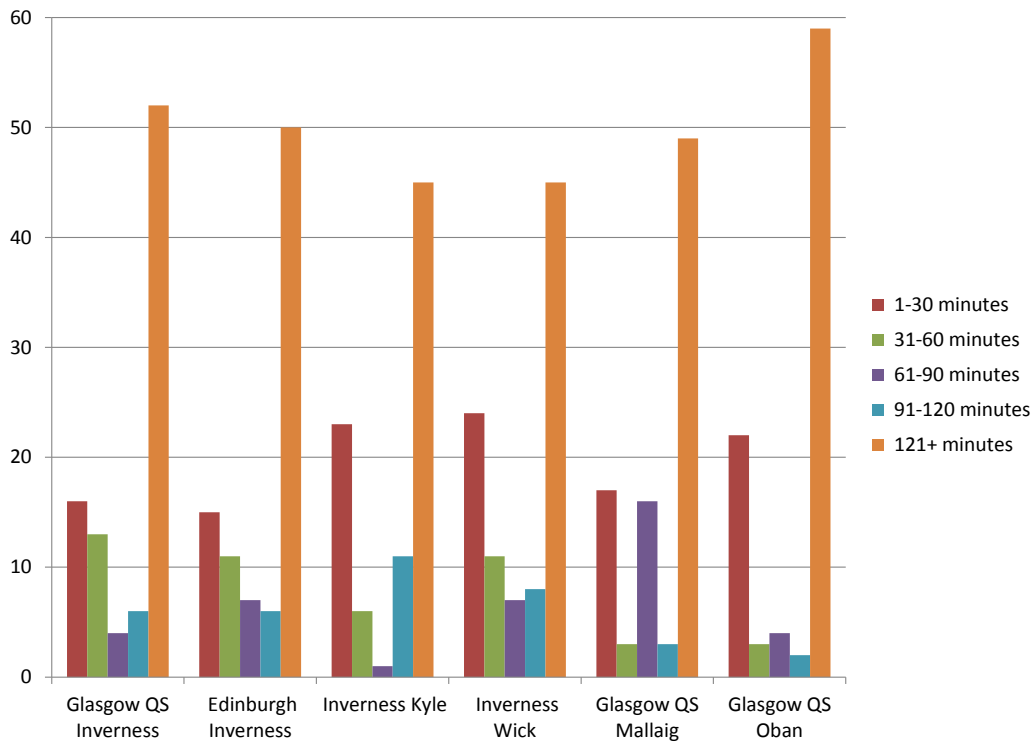
Figure 22 Complaints and Compensation Claims in the Last 6 Months



2.8 Journey Length

Journeys on the train services examined, were predominantly either short (under 30 minutes) or much longer (more than two hours). Figure 23 shows a distribution of what respondents reported in respect to the length of their journey.

Figure 23 Journey Length



The short journeys correlate to the use of particularly the ends of the routes examined for commuting journeys, and the high proportion of longer journeys correlates with the use of the rail routes to access the destinations at the far ends of the routes, in other words, Inverness (from the Central Belt), Kyle, Wick, Mallaig and Oban.

Notably there is a higher proportion of shorter journeys on the Inverness to Wick route, which mirrors the spread of origins and destinations along the route.

2.9 Availability of Seats

Across the routes under examination, at least half of all respondents reported that they always get a seat on the train. This was lowest on the Glasgow to Inverness route, with 50% of respondents reporting that they always get a seat, and highest on the Inverness to Wick route, with 69% of respondents stating that they always get a seat. It is likely that there will be significant variation of this measure between those making short trips in the peaks, effectively at each end of the route, for commuting purposes for example, and those making longer trips along the whole length of the route. It is only on the Glasgow to Inverness route where six per cent of respondents reported that “they usually stand” and that the train is usually crowded or very crowded.

2.10 Activities Undertaken During Time Spent on Train

In terms of the time spent on the train, most people spend most of their time on the train “window gazing / watching people”, “reading for leisure” or “working / studying”. There is significant variation across the various routes that have been examined, with general trends of those routes with more commuting and business travel having higher proportions of “working / studying” and lower proportions of “window gazing / watching people”, while on those routes that have higher leisure travel respondents more frequently report “window gazing / watching people”, “reading for leisure” and “listening to music”.

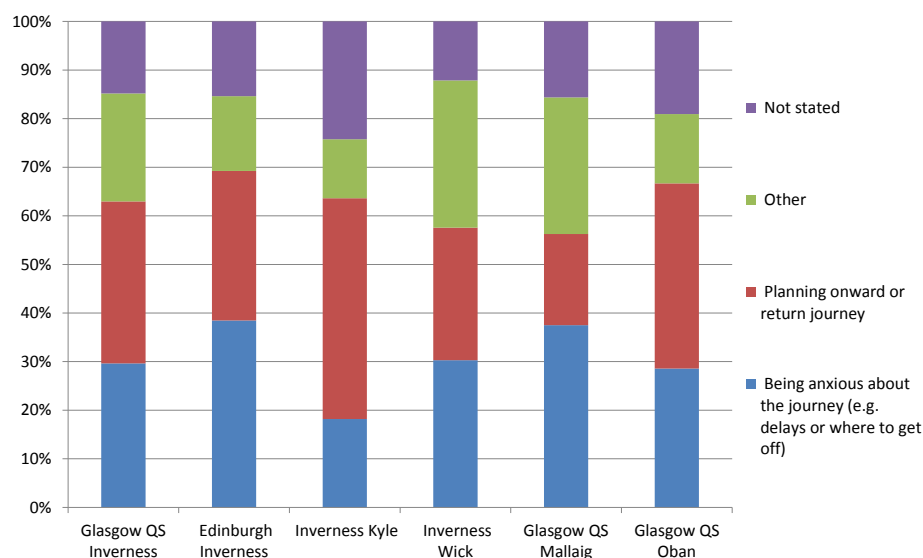
It is also interesting to examine how passengers spend their time on the train in respect to thinking about their journey. Figure 24 shows the distribution of responses to a question relating to time spent on the train in the context of anxiety levels about the journey and the need for planning onward and return journeys for example.

On the Inverness to Kyle route, the number of respondents stating that they spent the journey planning onward or return journeys was notably higher than on the other routes under examination.

As can be seen, anxiety about the journey was most frequently stated on the Glasgow and Edinburgh to Inverness lines and the Inverness to Wick and Glasgow to Mallaig lines.

The results from this particular analysis could indicate a number of factors: those travelling on the Inverness to Kyle route may be travelling onwards to Skye or onwards in Scotland from Inverness and therefore spend time planning the next leg of their journey; passengers travelling on the Glasgow to Mallaig service may not be familiar with the station stops along the route; and passengers travelling on Glasgow / Edinburgh to Inverness services may have meetings to attend and so could be anxious that the train arrives on time and / or plan ahead the next leg of their journey.

Figure 24 Time Spent on Train Thinking About Journey



2.11 Station Familiarity and Asking For Assistance

Figure 25 shows that across all routes, a majority of passengers were either very or fairly familiar with the station where they commenced their journey. This familiarity is highest on the inter-city routes between Glasgow / Edinburgh and Inverness, which correlates with the volume of business travel and visits to friends and family as reported earlier, which will connect with relatively frequent levels of repeat usage of the services in question.

Figure 25 Familiarity with Station

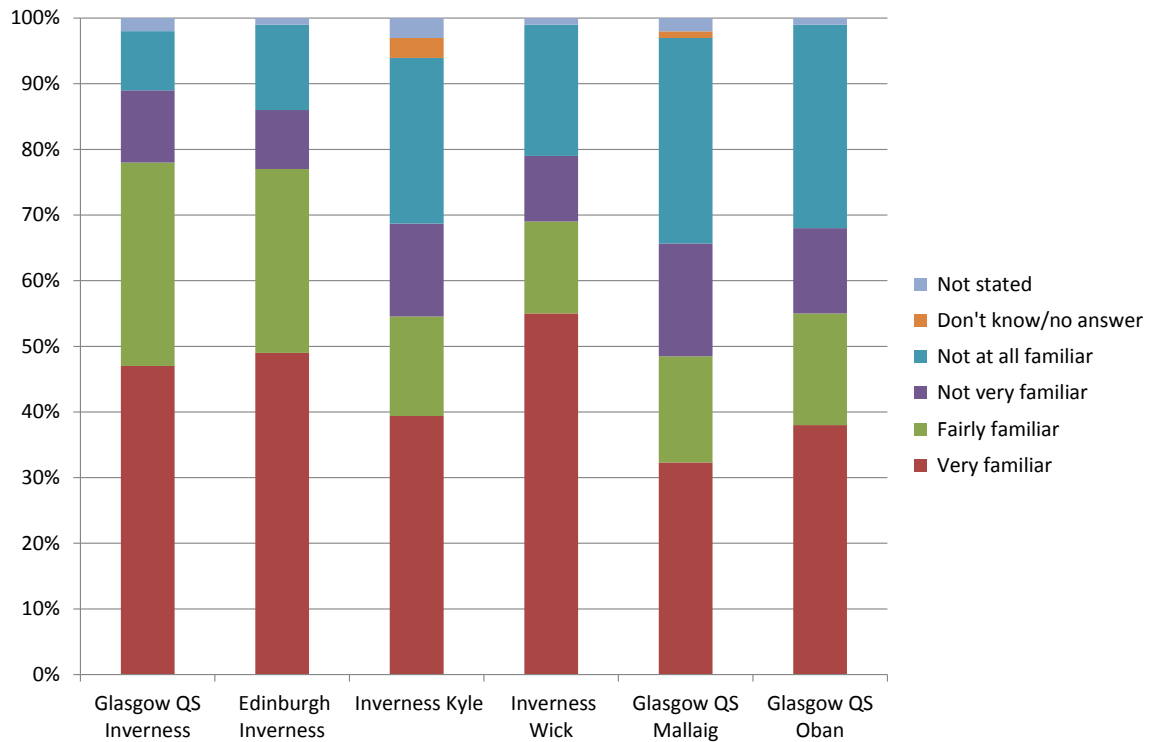
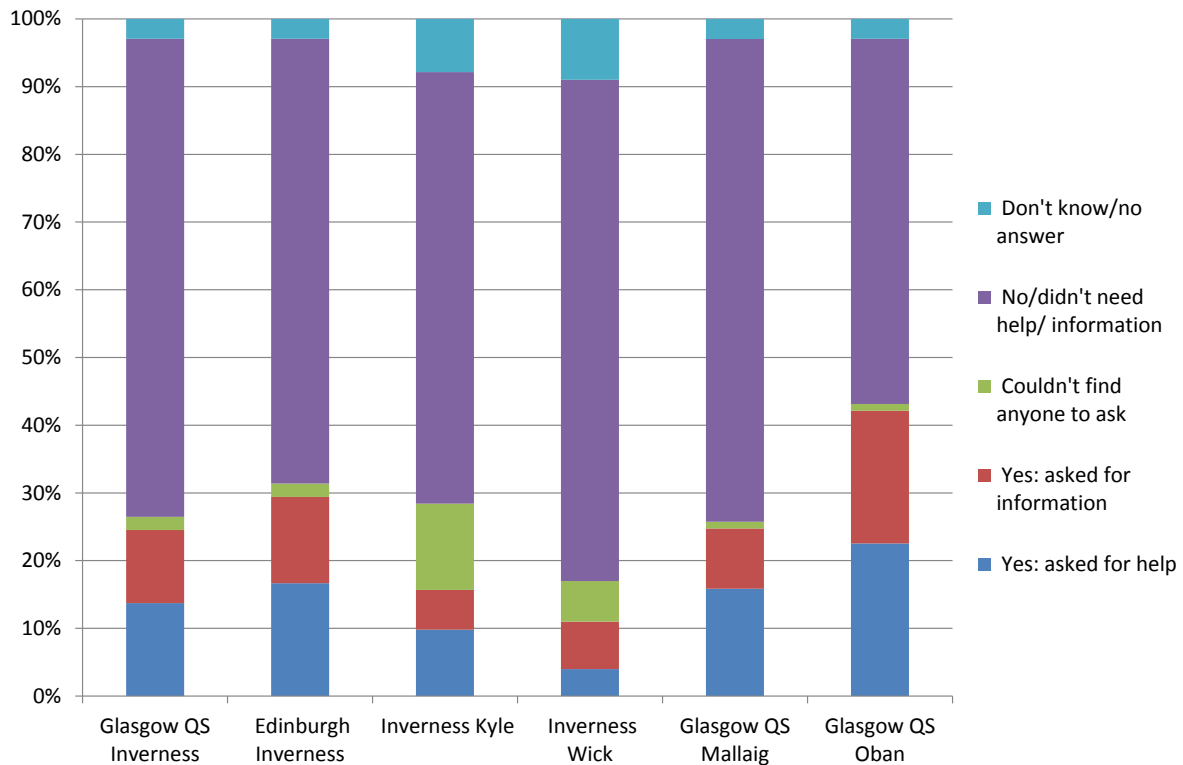


Figure 26 shows for each route the proportion of respondents reporting whether or not they had asked for any help or information at the station.

The proportion asking for help or information varied significantly between the different routes being examined, with the highest rates on the Glasgow to Oban route, closely followed by the Glasgow / Edinburgh to Inverness routes. Rates of asking for help or information on the Inverness to Wick and Kyle and the Glasgow to Mallaig routes was reportedly lower. On the Wick and Kyle routes, however, some passengers could not find anyone available to ask for assistance.

Figure 26 Asking for Help at Stations



The higher levels of asking for information or help perhaps correlate with other factors specific to the particular services on which respondents were surveyed and on the characteristics of those respondents. For example, where delays occurred (and particularly longer delays), passengers may have been more inclined to seek information during their journey, passengers who are not frequent travellers would be more inclined to request information (such as persons travelling on holiday or day trips on the Glasgow to Oban and Mallaig routes, for example). It may also be dependent on the level of information provided by train staff on particular services and journeys.

When asked, the majority of respondents that had asked for information or help at the station reported that they satisfied with how the request was handled. Satisfaction was highest on the Inverness to Kyle and Wick routes (both at 100% satisfaction), slighter lower on the Glasgow to Mallaig and Oban routes (at 93% and 92% respectively) and lower again on the Glasgow and Edinburgh to Inverness routes (at 86% and 85% respectively). It is not possible from the data gathered to explain the reasons behind these satisfaction levels.

2.12 Are Passengers Frequent Users or Rail?

Figure 27 shows whether or not respondents consider themselves to be frequent users of the rail network. This in fact shows that respondents on the Inverness to Wick and Kyle routes are most likely to consider themselves as frequent users of the services. This most likely relates to the much higher levels of commuting on these two routes, with passengers travelling into Inverness for work and study. It also indicates the importance of rail for the communities located along the routes.

The lower reporting of being a frequent user on the Edinburgh and Glasgow to Inverness routes, and even lower on the Glasgow to Mallaig and Oban routes, most likely relates to higher levels of passengers reporting that they were travelling to and from holidays on these services, lower levels of commuting, and higher levels of passengers reporting that they are travelling on a day out in the case of the Glasgow to Mallaig and Oban routes.

Figure 27 Frequency of Using Rail Services

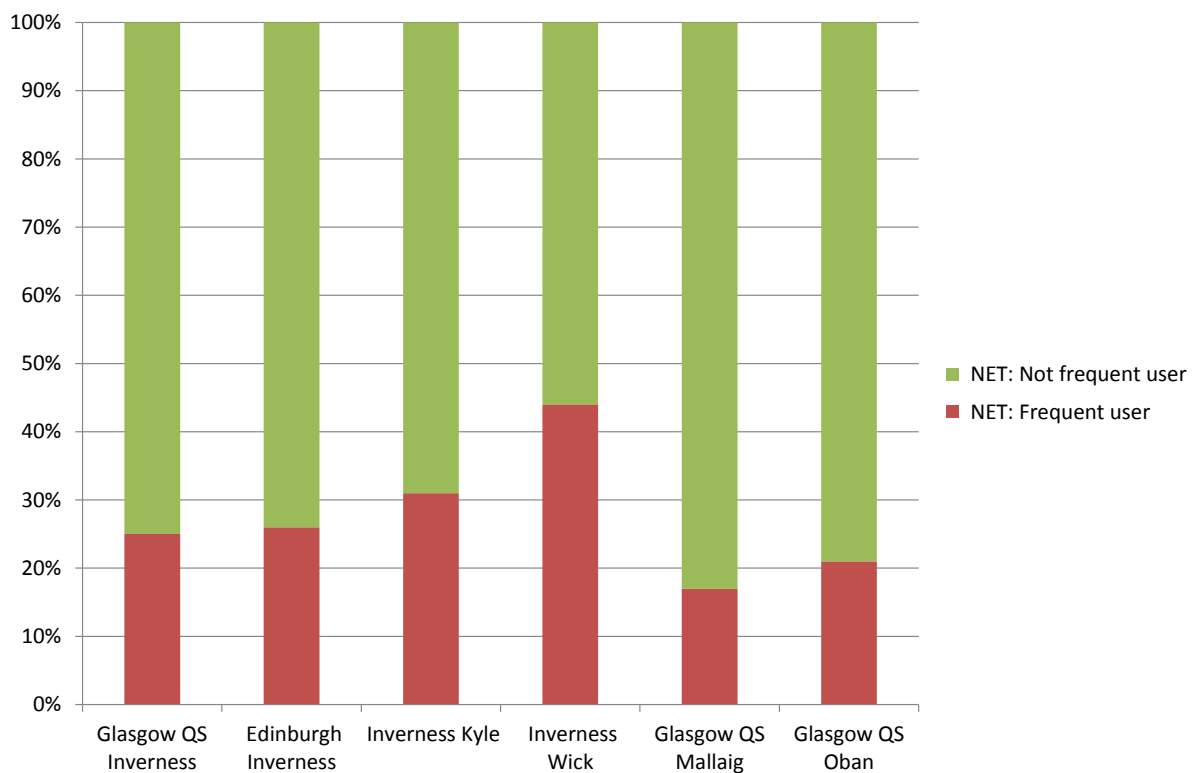
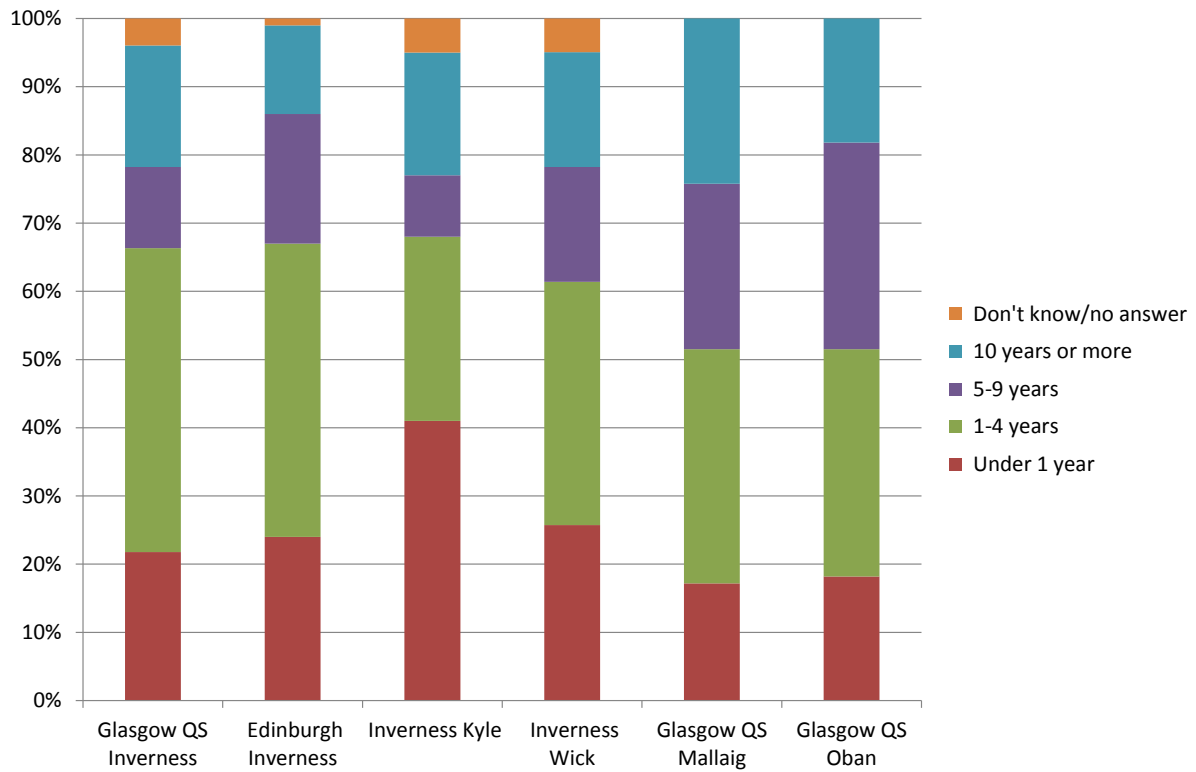


Figure 28 shows responses to how long respondents' have been using the service that they were interviewed on. This shows high proportions of passengers across all routes that have used the service for a number of years.

More than 80% of respondents on the Glasgow to Mallaig and Oban routes have been using those services for more than one year. On Glasgow and Edinburgh to Inverness and Inverness to Wick routes between 70% and 75% of respondents report that they have been using those services for more than one year. The Inverness to Kyle route has a much lower proportion of respondents who have used the service for a long period of time, with 41% of respondents on this route reporting that they have used the services for less than one year.

Figure 28 Length of Time Using the Rail Services



2.13 Rating of Service Factors

Respondents to the passenger survey were asked to give a rating on various service factors, covering ticketing, the station environment (at the station they boarded at) and the on-train environment. All passengers that had views in respect to these aspects are included in the base for these questions. The specific factors that were queried in the survey are shown in Table 2.

Table 2 Service Aspects

Ticketing	Station	Train
Information provided about tickets	Ticket buying facilities	Cleanliness
Range of tickets available	Provision of information about train times / platforms	Upkeep and repair
Ease of ticket purchase	The upkeep / repair of the station buildings / platforms	Provision of information during the journey
	Cleanliness	Availability of staff on the train
	The facilities and services	Helpfulness and attitude of staff
	The availability of staff	The space for luggage
	The attitudes and helpfulness of staff	Sufficient space for passengers to sit / stand
	Connections with other forms of public transport, e.g. bus, tube, tram, taxi etc.	The comfort of the seating area
	Facilities for car parking	Space for bicycles
	Facilities for bicycle parking	Ease of being able to get on and off the train
	Your personal security	Your personal security
	Overall station environment	Toilet facilities
		Cleanliness of inside the train
		Cleanliness of outside the train

It is useful to take an average of the responses to these three types of aspects, in order to identify any headline differences between the six different routes that are being examined here. The average scores for each line in respect to the aspects of ticketing, station and train are shown in Figure 29, which plots the average percentage of respondents (to these questions) reporting a “good” rating of the individual aspects.

Figure 29 Average Satisfaction Levels on Tickets, Stations and Trains

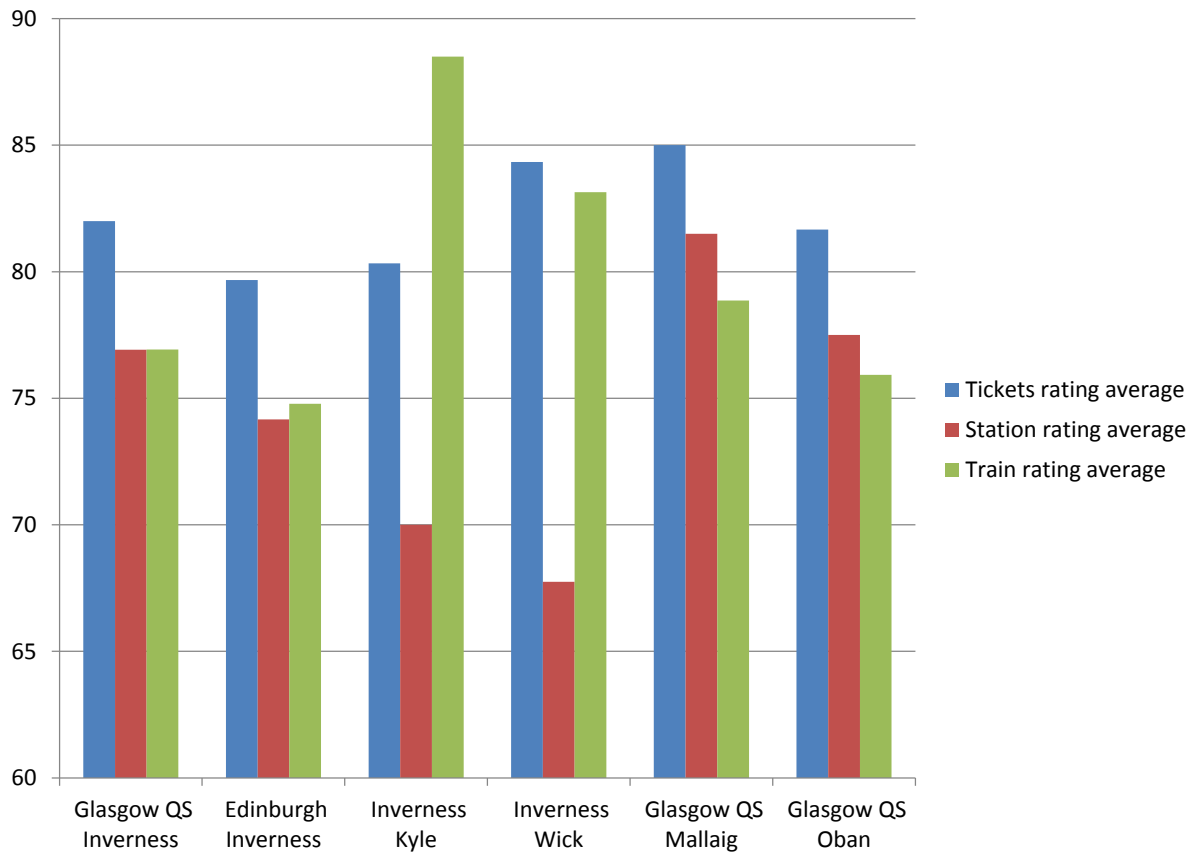


Figure 29 indicates the lowest variation in respect to tickets, which might be expected with TOC-wide policies in respect to the range of tickets available and the information supplied on those tickets.

Much greater variation is displayed on individual routes in respect to both station aspects and aspects relating to the train itself. Stations aspects on the Inverness to Wick and Kyle routes have by far the lowest ratings, while the Glasgow / Edinburgh to Inverness routes fare marginally better, and services from Glasgow to Mallaig and Oban are rated markedly higher.

In respect to the experience of the train itself, there is a different pattern, with the Glasgow / Edinburgh to Inverness routes having the lowest average “good” rating, the services from Glasgow to Mallaig and Oban having marginally higher “good” ratings, and the services from Inverness to Kyle and Wick having by far the highest average “good” rating.

In the following paragraphs each of the individual aspects is considered in terms of respondents having rated them as “good”, indicating the variation between routes. The list is ordered in respect of the greatest variations between routes.

1. **Connections with other forms of public transport:** this was lowest on the Inverness to Kyle route with 33% of respondents giving a “good” rating and highest on the Glasgow to Inverness line, with 86% of respondents giving a rating of “good”.
2. **The space for luggage on board the train:** this was lowest on the Glasgow to Inverness route, with only 51% of respondents giving a “good” rating, and highest on the Inverness to Kyle route, with 88% of respondents giving a rating of “good”.
3. **Availability of staff at the station:** this was lowest on the Inverness to Kyle route, with 50% of respondents giving a rating of “good”, and highest on the Glasgow to Mallaig route, with 81% of respondents giving a rating of “good”.
4. **Toilet facilities on the train:** this was lowest on the Edinburgh to Inverness route with 44% of respondents giving a “good” rating, and highest on the Inverness to Kyle route with 65% of respondents giving a rating of “good”.
5. **Space for bicycles:** this was lowest on the Edinburgh to Inverness route with 55% of respondents giving a “good” rating, and highest on the Inverness to Kyle route, with 79% of respondents giving a rating of “good”.
6. **Sufficient room for all passengers to sit / stand (on train):** this was lowest on the Glasgow to Inverness route, with 66% of respondents giving a “good” rating, and highest on the Inverness to Kyle route with a staggering 94% of respondents giving a rating of “good”.
7. **Facilities and services at the station:** this was lowest on the Inverness to Wick route, with less than half (48%) of respondents giving a “good” rating, and highest on the Glasgow to Mallaig route with 69% of respondents giving a “good” rating.
8. **The comfort of the seating area (on train):** this was relatively high across the board on all routes examined, but still with significant variation, with the Glasgow to Inverness and Glasgow to Oban routes having the lowest proportion of respondents giving a “good” score at 73%, and the Inverness to Kyle route having the highest proportion of respondents giving a “good” rating at 98%.

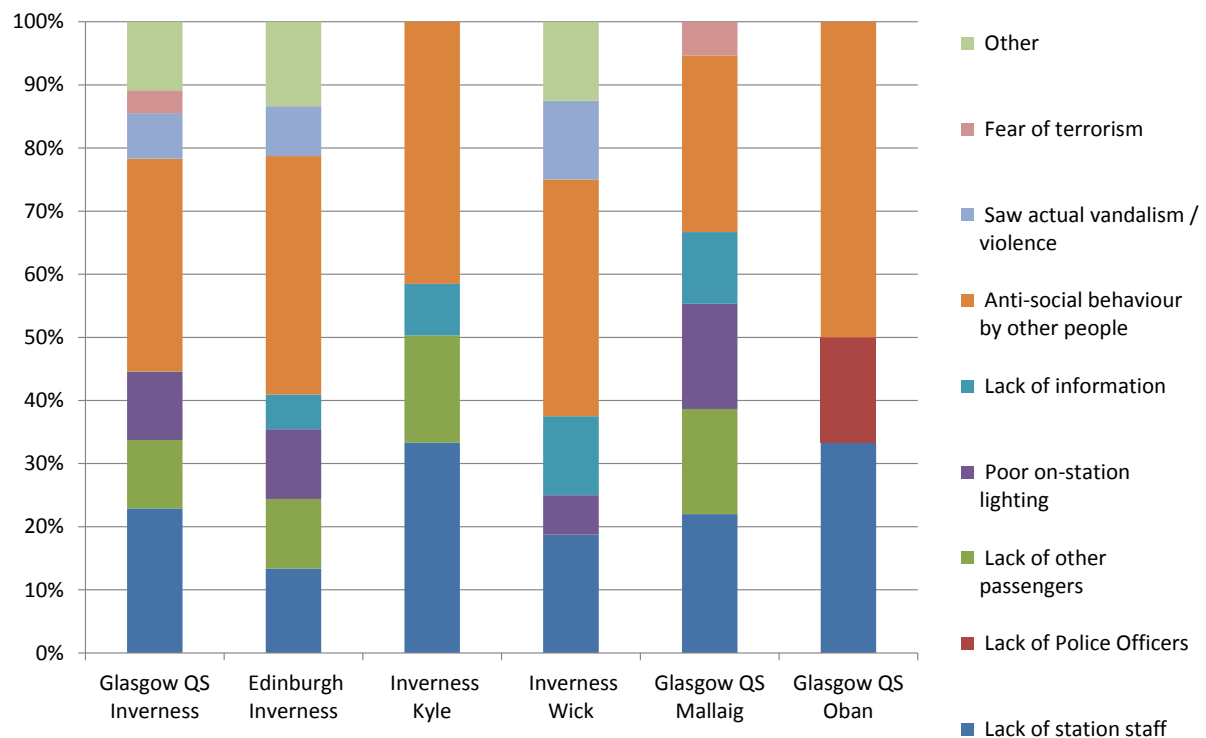
2.14 Views on Personal Security and Safety

All respondents were asked whether they had had cause to worry about personal security in the last six months while making a train journey. Overall, eight per cent of respondents reported that this had been the case, 88% that they had not had cause for such worry, and the remaining three per cent said that they didn't know or did not provide an answer.

There was variation in the responses by route, which saw the highest reporting of having had cause for personal security in the last six months on the Glasgow to Inverness and Inverness to Kyle and Wick routes at around 10%. Reporting of having had cause for worry about personal security in the last six months was lower on the Edinburgh to Inverness and Glasgow to Mallaig and Oban routes at between six and eight per cent.

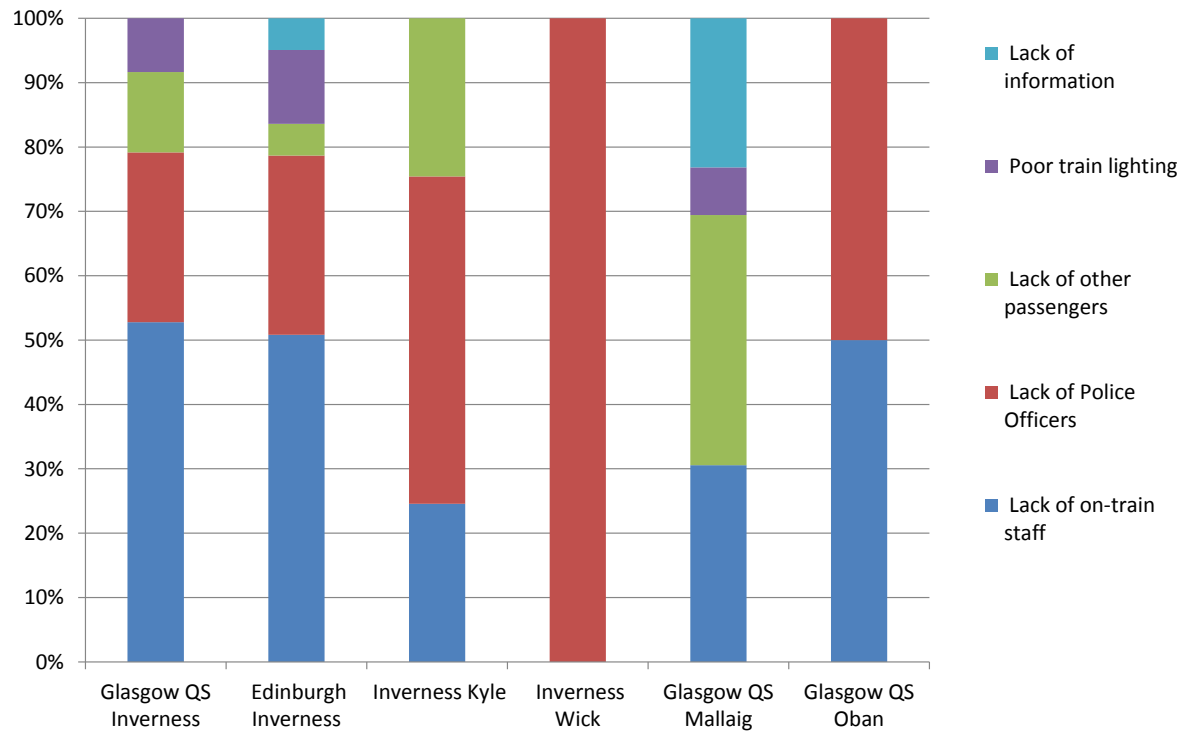
Of those citing that they had had cause to worry about personal security, the most common reason given in respect to the station was "anti-social behavior by other people on the station". The next most common reason stated in relation to the station was "lack of station staff", which was most commonly stated by passengers at the time of interview travelling on the Inverness to Kyle and Wick, and Glasgow to Mallaig routes.

Figure 30 Worry about Personal Security at Stations



In respect to reasons for worry on the train itself, the most common reason stated was “lack of on-train staff”, and almost equally as high was “lack of Police Officers”. On the Glasgow to Mallaig route, respondents stated the “lack of other passengers” most frequently, followed closely by “lack of on-train staff” and “lack of information”.

Figure 31 Worry about Personal Security on Trains



All respondents to the survey were asked as to whether concerns about personal security have prevented travel by train. In response, overall 92% of respondents reported that this had not been the case, while two per cent of respondents reported that they had not travelled by train because of the fear of personal security and had instead travelled by another mode.

Another two per cent of respondents said that they had not travelled by train because of concerns about personal security, and had instead not made the journey at all. Those reporting that they had either not travelled at all or that they had travelled by another mode due to fears of personal security was highest among those currently travelling on the Glasgow to Inverness route (six per cent) and the Glasgow to Mallaig route (five per cent).

Respondents were asked as to whether they thought that the amount of crime and anti-social behavior at the station has changed over the last year. The majority of respondents, between 56% and 64%, on each of the routes if considered individually, reported that there is about the same amount of crime and anti-social behaviour. Around 30% of respondents travelling on the Glasgow and Edinburgh to Inverness routes, and on the Glasgow to Oban route, reported that there is a little or a lot more crime and anti-social behaviour, while nearer 20% of respondents travelling on the Inverness to Wick and Glasgow to Mallaig routes reported crime and anti-social behaviour was a little or a lot less than a year ago.

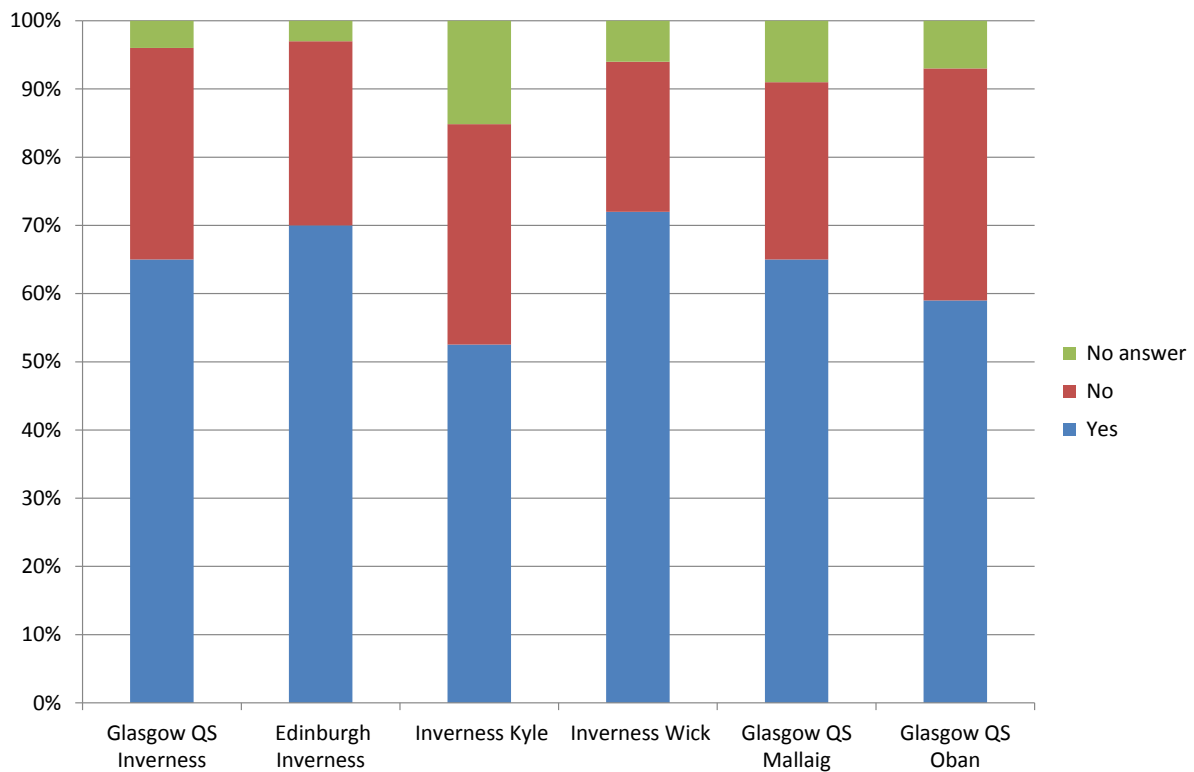
On the Inverness to Wick and the Glasgow to Mallaig routes 20% of respondents reported that they thought there was a little or a lot more crime and anti-social behaviour over the past year, while this was lower on the other routes under examination, at around 10%.

Respondents were asked as to whether they were aware of the British Transport Police. Responses to this question varied by route, which is shown in Figure 32. More than half of all respondents stated that they were aware of the British Police.

Awareness was highest on the Edinburgh to Inverness and Inverness to Wick routes, with around 70% of respondents being aware of the British Transport Police.

Awareness of the British Transport Police was lowest on the Inverness to Kyle route, with just over 50% of respondents stating that they were aware of the British Transport Police.

Figure 32 Awareness of British Transport Police Presence



Between 39% and 57% of respondents (depending upon the route on which they were travelling) reported that if they saw someone committing an act of anti-social behaviour at the station, that they would be likely or extremely likely to report it. When considering incidences of crime, between 66% and 78% of respondents reported that they would be likely or extremely likely to report it to the British Transport Police.

There was significant variability across the different routes examined with regard to “how good a job (do you think) British Transport Police are doing at your station”. This variation is shown in Figure 33, indicating that more than 20% of respondents on the Inverness to Wick route thought that the British Transport Police were doing a “poor” or “very poor” job at their station, while only around 40% on this route reported that the British Transport Police were doing a “good” or “excellent” job.

Routes that include Edinburgh or Glasgow had the highest levels of satisfaction associated with the British Transport Police, with between 70% and 82% of respondents reporting that the British Transport Police were doing a “good” or “excellent” job at their station.

Figure 33 Satisfaction with British Transport Police

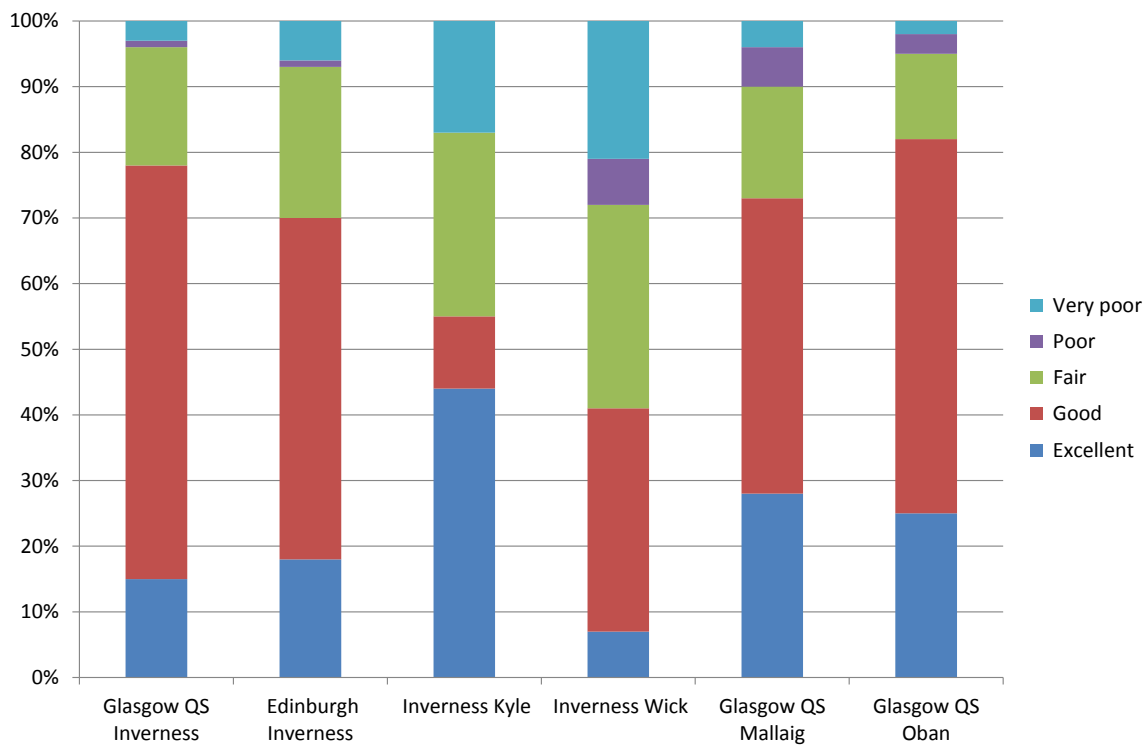
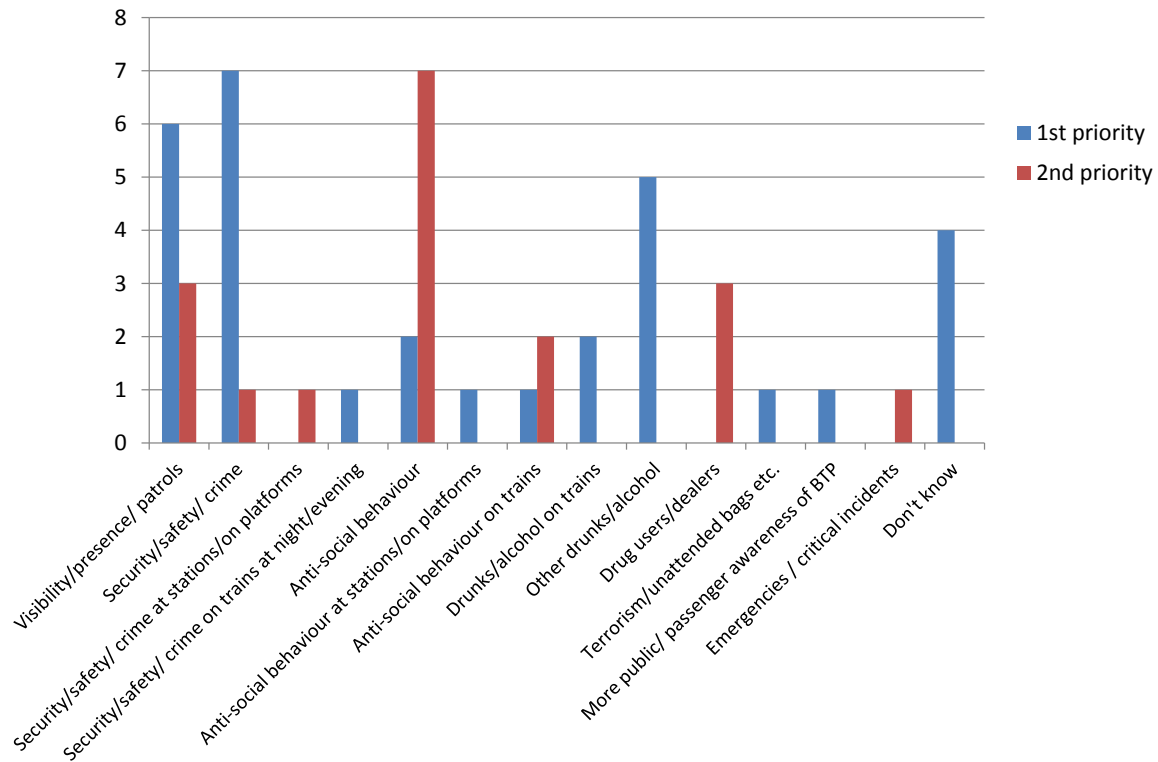


Figure 34 shows the first and second priorities that respondents stated for the British Transport Police.

The most commonly stated priorities by respondents were improving “visibility / presence / patrols” on the rail network, improving “visibility / presence / patrols at night / in the evening” and tackling “anti-social behaviour”.

Figure 34 Desirable Priorities for the British Transport Police



2.15 Desirable Improvements for Journey Planning

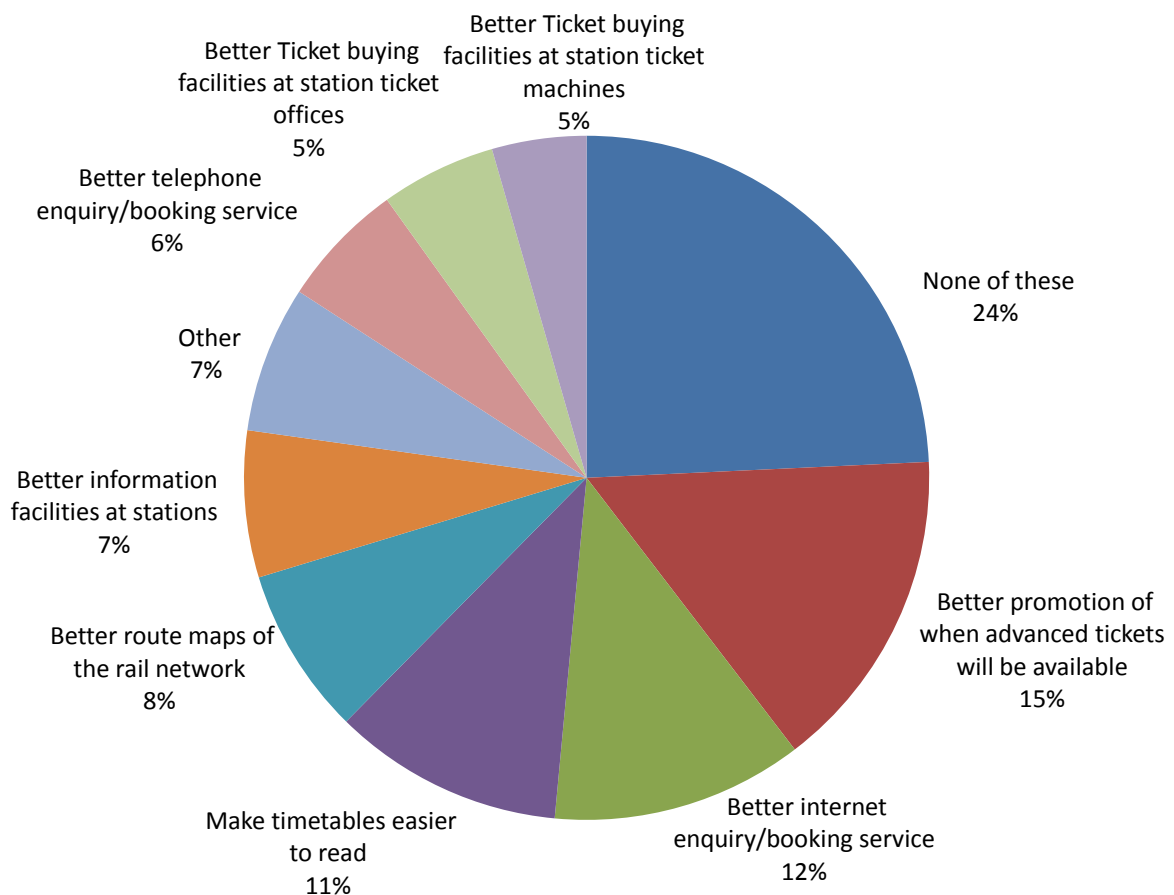
Respondents were asked to state what improvements could be made to assist them when planning future journeys by rail, particularly around methods of buying tickets and available information on tickets and timetables.

A high proportion of respondents (24% on average) stated that no improvements were needed, indicating a level of satisfaction with the current systems in place and information provision that they would need to plan future journeys by rail.

Fifteen per cent of respondents felt that better promotion of when advanced tickets become available would be desirable: this suggests a high awareness of the benefit in terms of cheaper fares associated with purchasing advance tickets.

The next most desirable improvements were the provision of better internet enquiry / booking service and making timetables easier to read, stated by 12% of respondents respectively. Better ticket buying facilities at stations and machines were the least desirable with only around 5% of all respondents stated this as a necessary improvement.

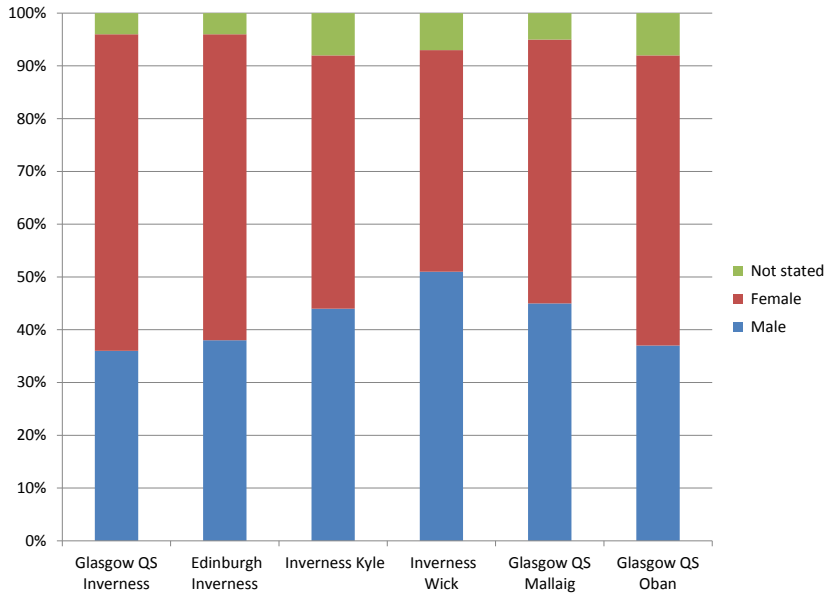
Figure 35 Desirable Improvements across all Routes



2.16 Respondent Demographics

The charts that follow describe an overview of the profile of respondents to the survey.

Figure 36 Gender



As shown in Figure 36, respondents to the survey were more likely to be male than female on the Inverness to Wick route, while on all other services respondents were more likely to be female.

Figure 37 shows the working status of respondents to the survey. As can be seen, the majority of respondents are working full time, with significant numbers of

part time workers also on all but the Inverness to Kyle services. Retirees were also common survey respondents across all routes, but most notably on the more rural services of Inverness to Kyle and Wick and Glasgow to Mallaig and Oban.

Figure 37 Working Status

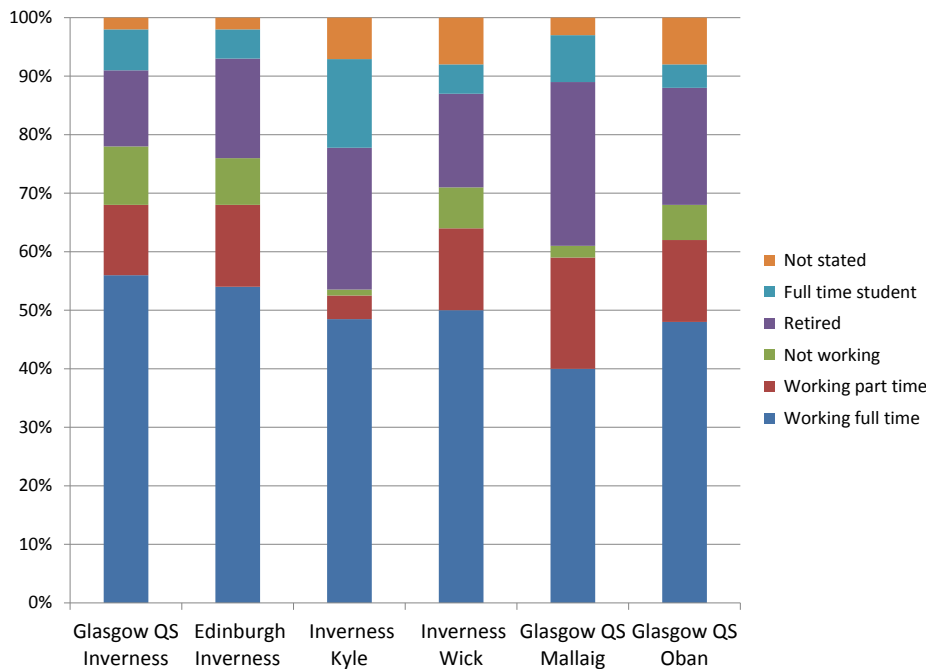
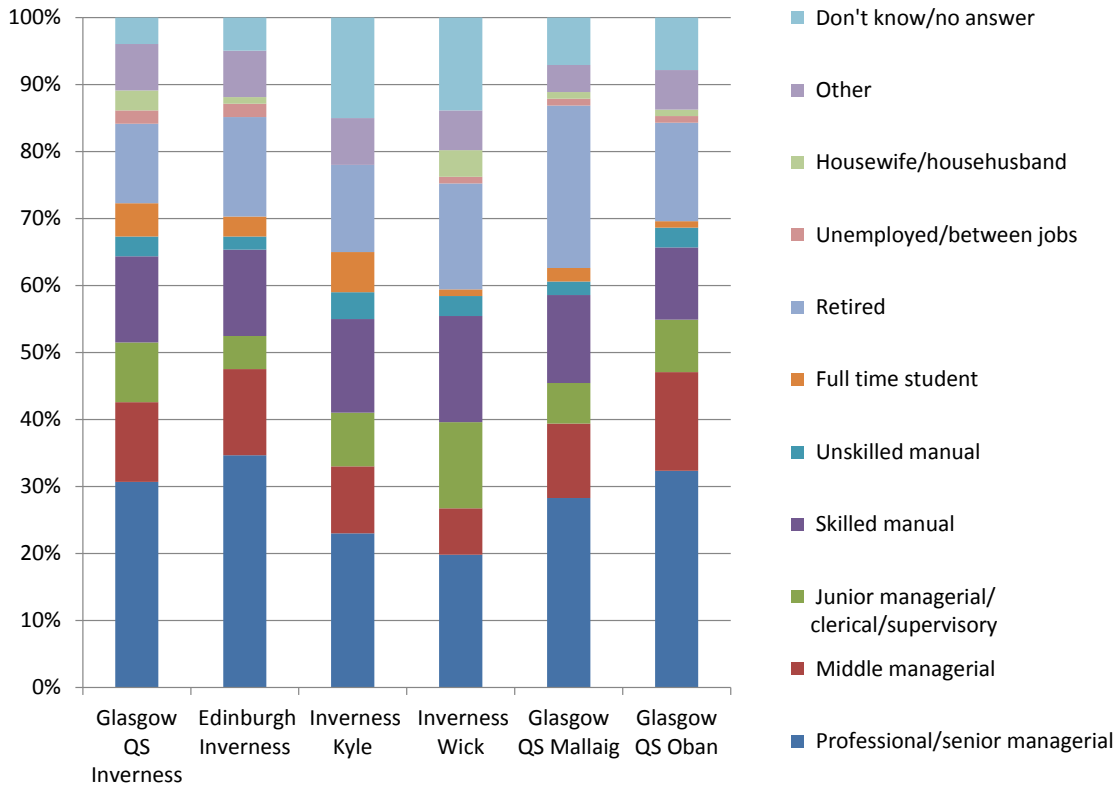


Figure 38 shows the occupation of the chief wage earner in the household of the survey respondent. This figure shows a high prevalence of managerial-based households on the Glasgow and Edinburgh to Inverness services and the Glasgow to Oban services, as would be expected with high volumes of people travelling on these services for business as stated earlier.

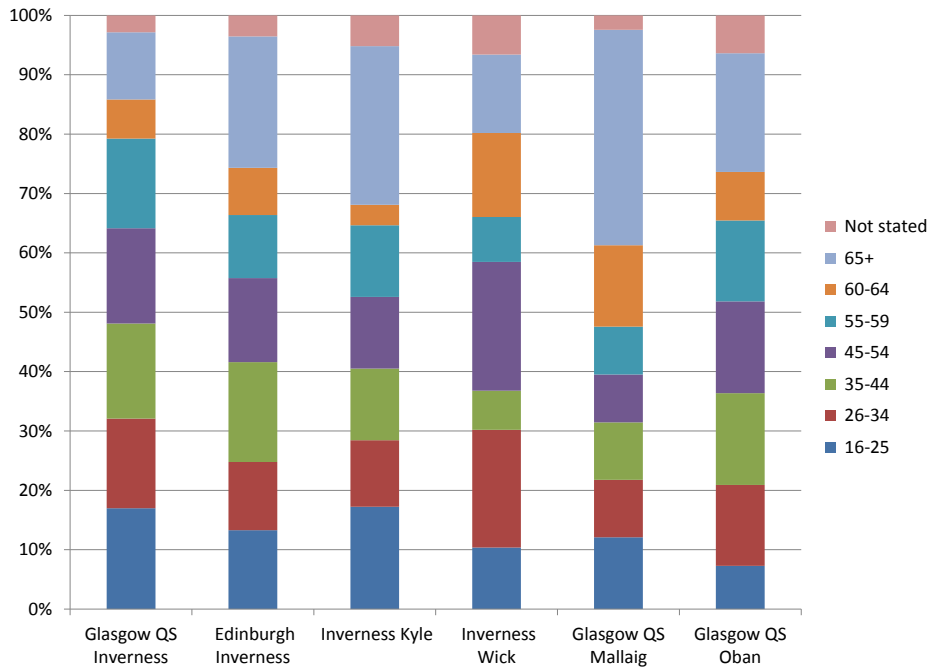
Figure 38 Occupation of Chief Wage Earner



It is also evident from Figure 38 that there are a relatively high proportion of full time students on the Inverness to Kyle services and the Glasgow to Inverness services, and high proportions of retirees (being the chief wage earner in the household) on all services, but most notably on Glasgow to Mallaig services.

Figure 39 shows the age profile of respondents on each of the rail services examined. This shows a much lower proportion of younger respondents on the Glasgow to Mallaig services, with only 39% of respondents being aged under 54. This proportion is greater than half of respondents on all other services, and as high as 68% of all respondents on the Glasgow to Inverness services.

Figure 39 Respondent Age



A majority of respondents to the survey reported that they used the internet, either at work or at home, across all of the rail services. Usage was highest on services on respondents interviewed on Glasgow and Edinburgh services to Inverness, and lowest amongst respondents on the Inverness to Kyle services. This trend is as expected given the higher numbers of business travellers on the services to / from the Central Belt, and higher usage of services by those on leisure trips, and notably by retirees, on the more rural services.

In terms of ethnic origin, respondents to the survey tended to be of white British origin, or of other white background. Respondents reporting that they were of another ethnic origin was highest on the Glasgow to Oban services at eight per cent, and on the Inverness to Kyle services at six per cent.

3 Comparisons with all ScotRail Services

3.1 Introduction

It has been possible to compare the results of the Highland Boost data for Autumn 2010 with the series data from the Passenger Focus ScotRail surveys over a number of years. This allows a comparison of the Highland services with those as the ScotRail network as a whole.

It has been possible to perform this comparison for train station factors and for train factors as shown and described in this section.

3.2 Train Station Satisfaction

Figure 39 shows the ScotRail-wide performance (satisfaction) against 11 train station factors from 2005 to the most recent survey in autumn 2010. This shows in the main progress being made by ScotRail across this time-period, but that in relation to two factors there has been a deterioration in performance in the most recent survey, that is ticket buying facilities and the availability of staff at the station.

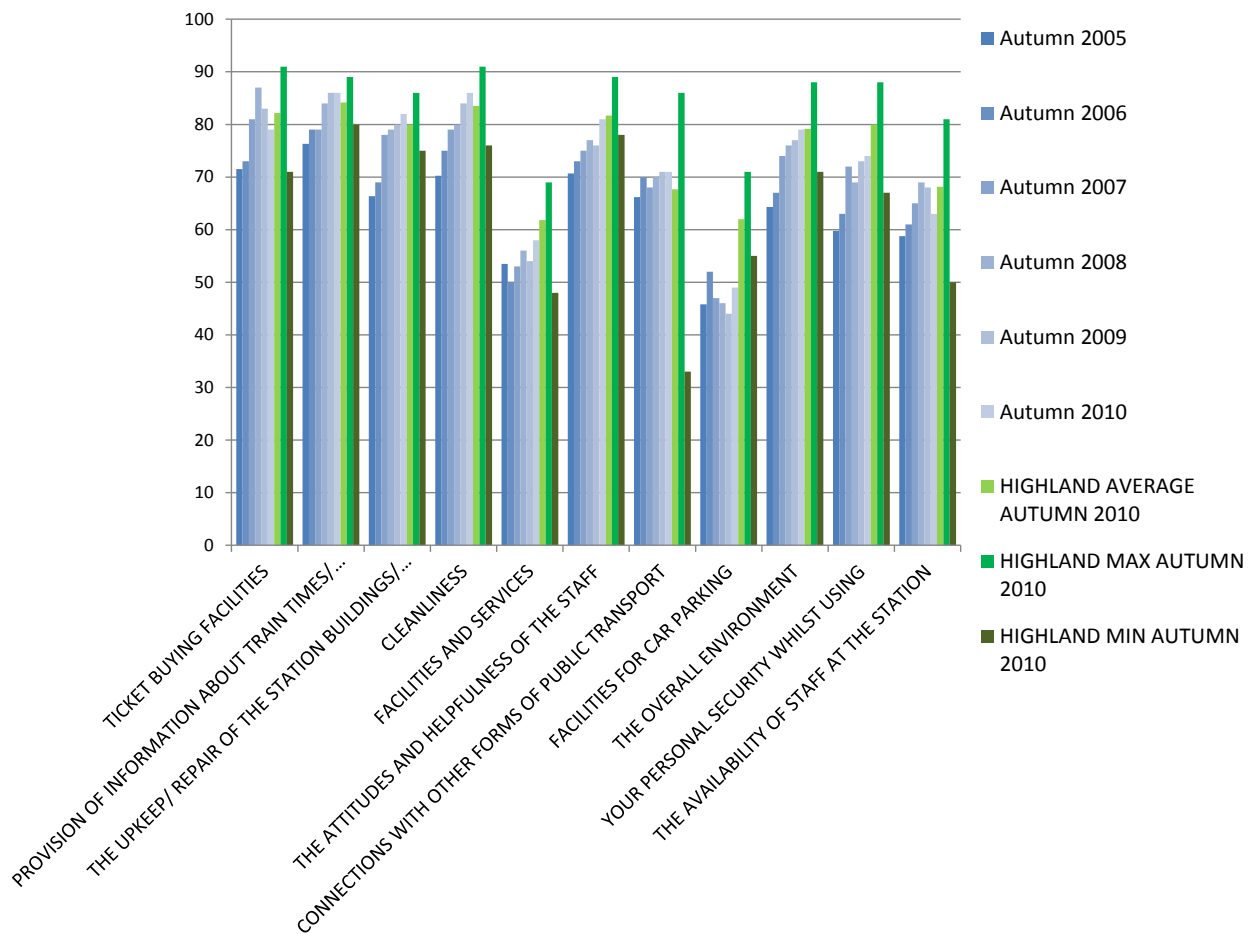
The figure shows that in respect to seven of the train station factors, the Highland services on average outperform the ScotRail TOC-wide performance at autumn 2010. Good performance by Highland services at the rail station is most notable in relation to facilities for car parking at Highland stations and in respect to personal security while using stations in Highland.

There are also four factors that the Highland services on average do not perform as well as ScotRail performance as a whole. These factors are 'provision of information about train times / platforms', 'the upkeep / repair of the station buildings / platforms', 'cleanliness' and 'connections with other forms of public transport'.

It is also interesting to note that there is significant variation in respect to each of the factors considered by service in the Highlands. Figure 39 also shows the proportion of respondents stating that they are satisfied with the factor in questions from the lowest (MIN) and highest (MAX) scoring services for that factor.

Worthy of note, is the significant range between the lowest and highest scoring Highland services in respect to 'facilities and services', 'connections with other forms of public transport' and 'availability of staff at the station'. For these three factors, the minimum number of people reporting satisfaction with these factors relate to the Inverness to Wick service in the case of 'facilities and services', with 48% of respondents stating that they are satisfied, and the Inverness to Kyle services in relation to the two other aspects, with 33% of respondents stating satisfaction in respect to 'connections with other forms of public transport', and 50% of respondents stating satisfaction with 'availability of staff at the station' on this rail service.

Figure 39 Train Station Factors ScotRail and Highland Services



3.3 Train Satisfaction

Figure 40 presents the results of the same analysis as that presented in Figure 39, but in this case the aspects considered relate to the train itself.

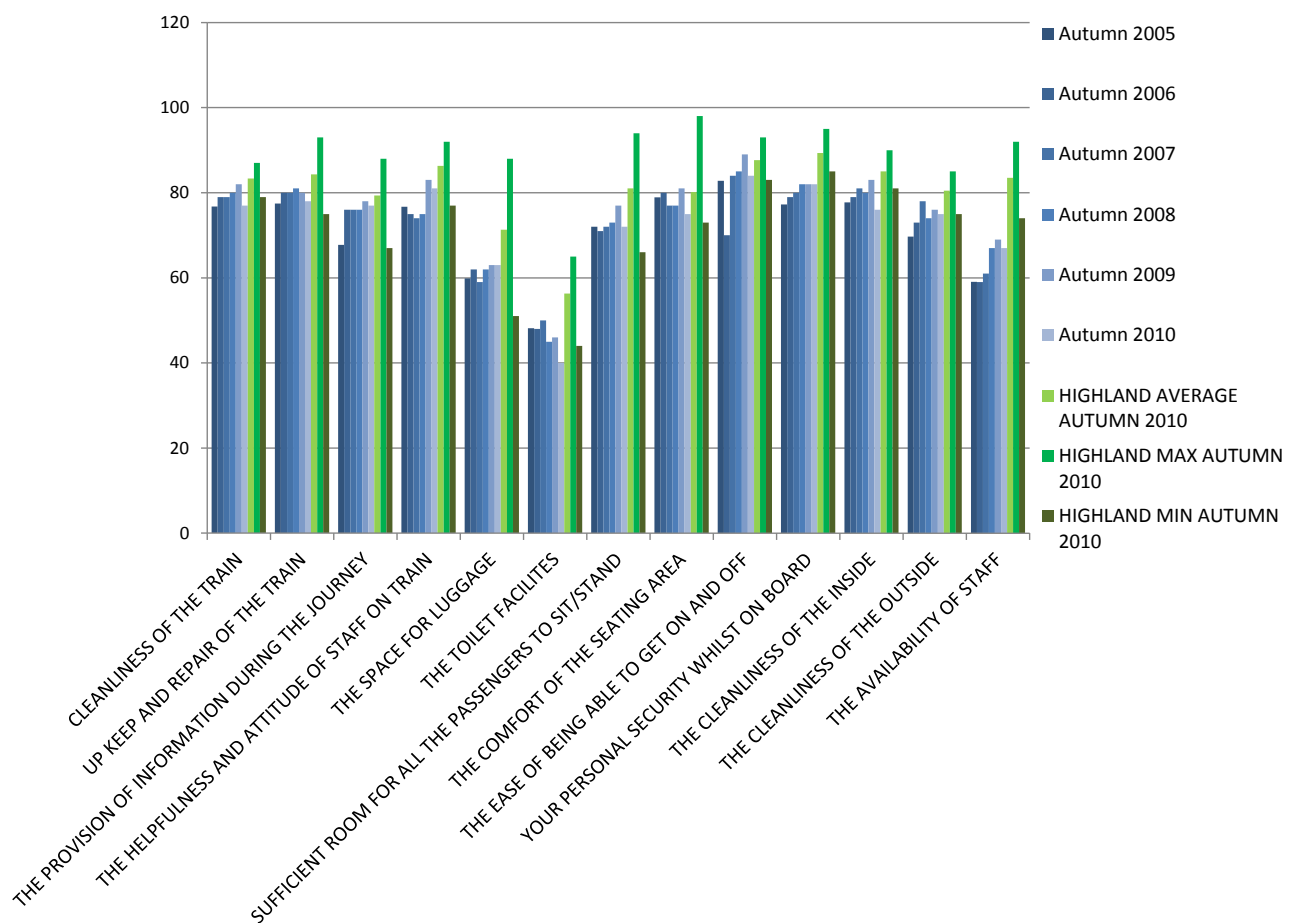
In relation to the train, Figure 40 shows in general that ScotRail services as a whole have been improving over the last number of years, and that in all cases however there has been a deterioration in performance in the autumn 2010 survey in terms of the proportion of respondents to the Passenger Focus survey stating that they are satisfied with that aspect.

The Highland services on average in all cases outperformed the ScotRail results for the autumn 2010 survey, although there was significant variation between services. For five of the train aspects the poorest performing Highland line showed a significant difference in the percentage of respondents stating that they were satisfied with that aspect compared to the ScotRail average across all services. These aspects, and the Highland service(s) with this poorest performance are as follows:

- **Upkeep and repair of the train:** ScotRail 78% satisfied, Glasgow to Oban services 75% satisfied.

- **Provision of information during the journey:** ScotRail 77% satisfied, Glasgow to Oban services 67% satisfied (and Glasgow to Mallaig services 72% satisfied).
- **Helpfulness and attitude of staff on train:** ScotRail 81% satisfied, Glasgow to Oban services 77% satisfied.
- **The space for luggage:** ScotRail 63% satisfied, Glasgow to Inverness services 51% satisfied (and Edinburgh to Inverness services 53% satisfied).
- **Sufficient room for all passengers to sit / stand:** ScotRail 72% satisfied, Glasgow to Inverness 66% satisfied.

Figure 40 Train Factors ScotRail and Highland Services



For five of the train aspects the best performing Highland line showed a significant difference in the percentage of respondents stating that they were satisfied with that aspect compared to the ScotRail average across all services. These aspects, and the Highland service(s) with this best performance are as follows:

- **The space for luggage:** ScotRail 63% satisfied, Inverness to Kyle services 88% satisfied (and Inverness to Wick services 84% satisfied).
- **The toilet facilities:** ScotRail 40% satisfied, Inverness to Kyle 65% (and Glasgow to Mallaig 64% satisfied).

- **Availability of staff:** ScotRail 67% satisfied, Inverness to Kyle 92% satisfied (and Inverness to Wick 91% satisfied).
- **Comfort of the seating area:** ScotRail 75% satisfied, Inverness to Kyle 98% satisfied.
- **Sufficient room for all passengers to sit / stand:** ScotRail 72% satisfied, Inverness to Kyle 94% satisfied (and Inverness to Wick 90%).

It is interesting to note that for all these aspects where a line in the Highlands significantly outperforms the ScotRail average, the line with the best satisfaction rating is the Inverness to Kyle route, with Inverness to Wick services often coming a close second. On all train measures, the Inverness to Kyle line has the highest passenger satisfaction score of all the routes examined.