

# EUROPEAN PASSENGERS' FEDERATION

Annual Conference

Malmö, 20<sup>th</sup> March, 2010

## Passengers' priorities

Christopher Irwin  
Vice-Chair



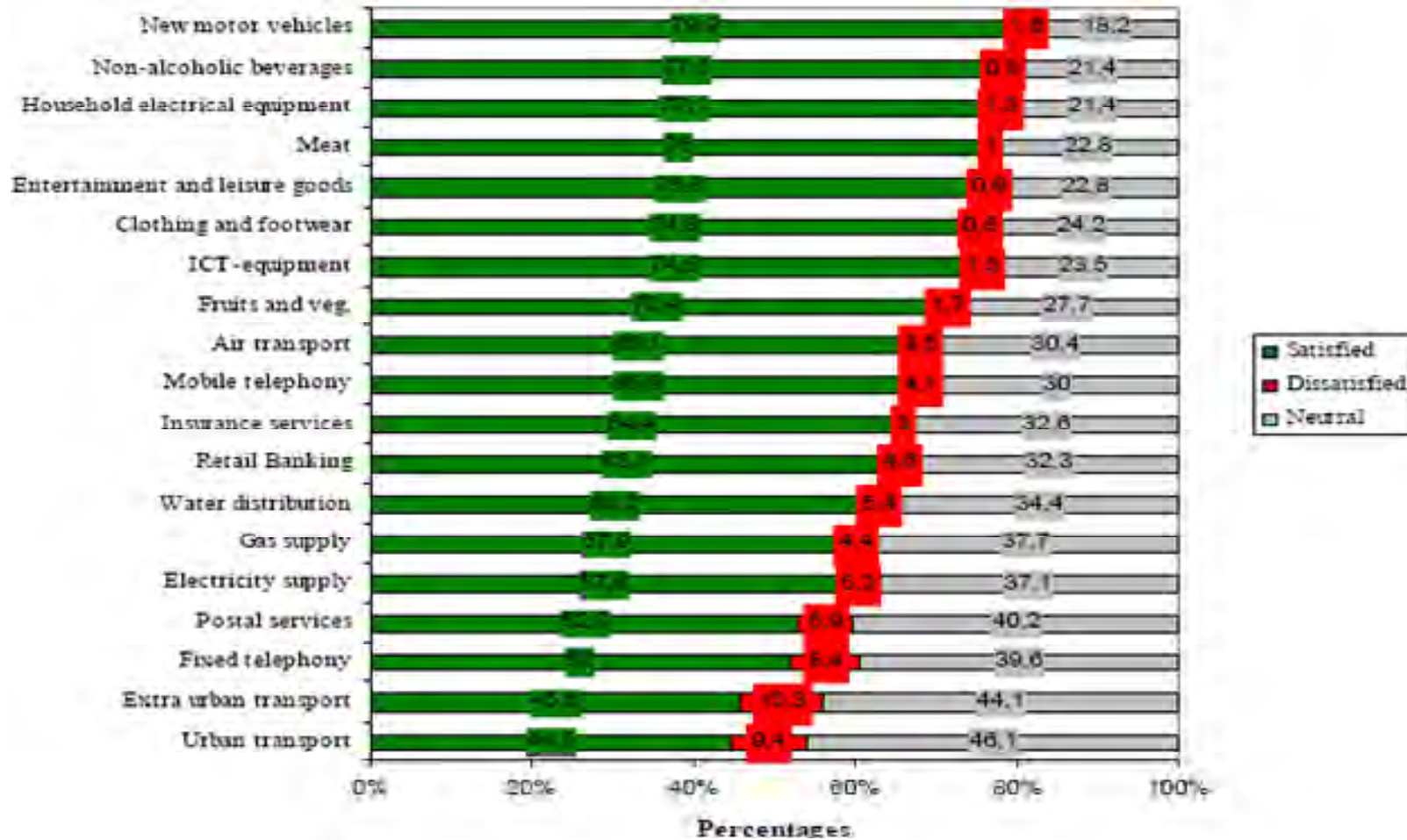
# Let's start with the passengers

- What do they want?
- What do we know?
- What is the evidence?



# Satisfaction with 19 goods and services markets in EU

Source: Second consumer scoreboard, DG Sanco; IPSOS consumer satisfaction survey, 2006 and 2008



## Indicators of drivers of passenger satisfaction with extra-urban transport (trains and coaches):

Based on pilot survey work with 11 focus groups by INRA/Deloittes for DG Sanco, 2004

	DE	FR	UK	IT	ES	PL	HU	CZ
<b>Punctual</b>	X	X	X	X	X	X	X	X
<b>Prices</b>	X	X	X	X		X	X	X
<b>Clear tariffs/ Easier ticketing</b>	X	X	X	X	X	X	X	X
<b>Speed</b>				X				X
<b>Information</b>	X	X	X	X		X	X	X
<b>Cleanliness</b>			X		X	X	X	
<b>Comfort</b>		X		X		X		
<b>Technical maintenance</b>		No strikes	X	X	X	X	X	
<b>Network</b>		X				X	X	X
<b>Safety and Security</b>	X	X	X	X	X	X		X

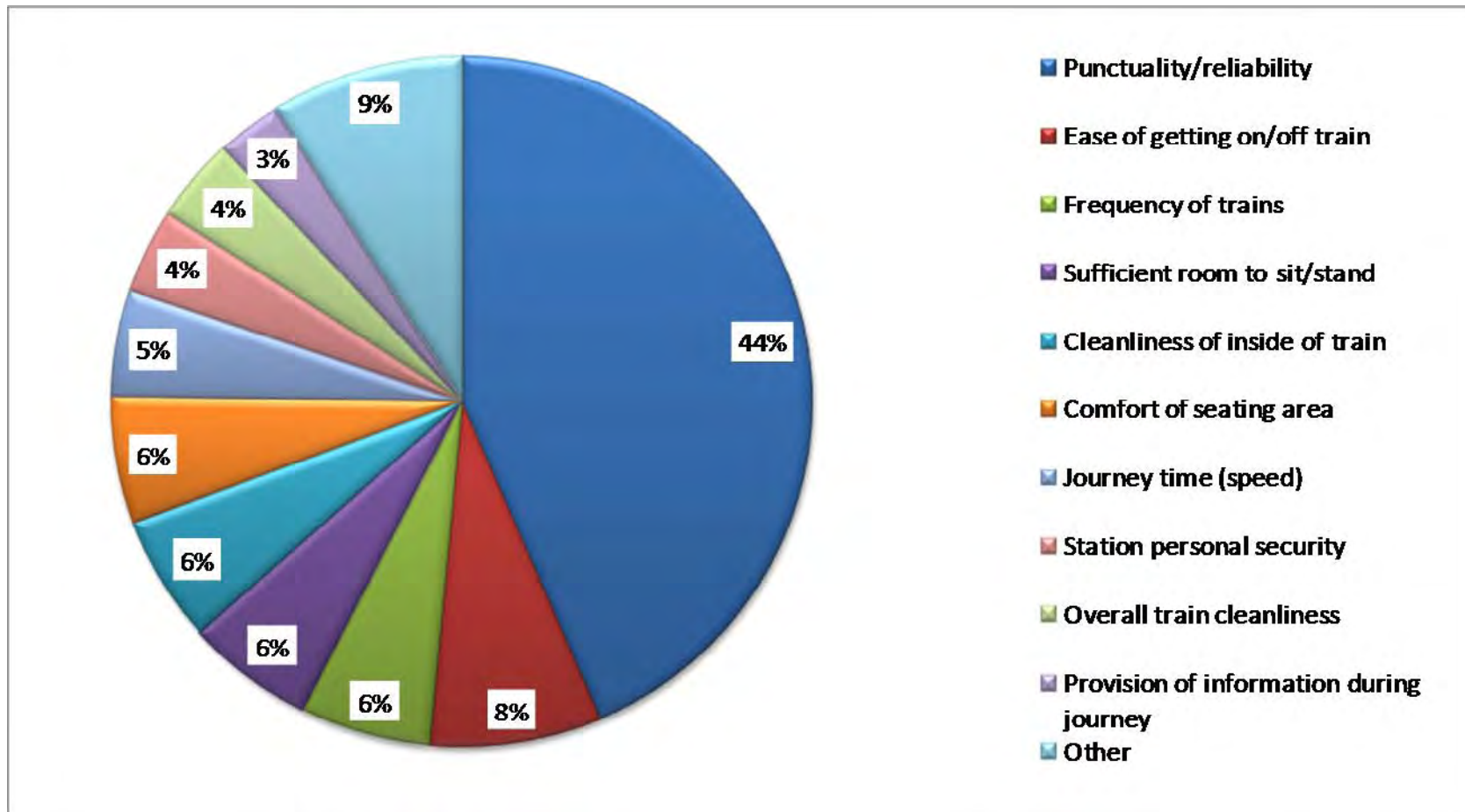
## Indicators of drivers of passenger satisfaction with urban transport :

Based on pilot survey work with 11 focus groups by INRA/Deloittes for DG Sanco, 2004

	DE	FR	UK	IT	ES	PL	HU	CZ
<b>Punctual</b>	X	X	X	X	X	X		X
<b>Prices</b>	X	X	X	X	X	X	X	X
<b>Clear tariffs/ Easier ticketing</b>	X	X	X	X		X		X
<b>Speed</b>			X	X	X			
<b>Information</b>	X	X		X		X		X
<b>Cleanliness</b>			X			X	X	X
<b>Comfort</b>		X		X	X	X		
<b>Technical maintenance</b>		No strikes	X	No strikes	X		X	X
<b>Network</b>	X	X			X		X	X
<b>Safety and Security</b>	X	X	X	X	X			X

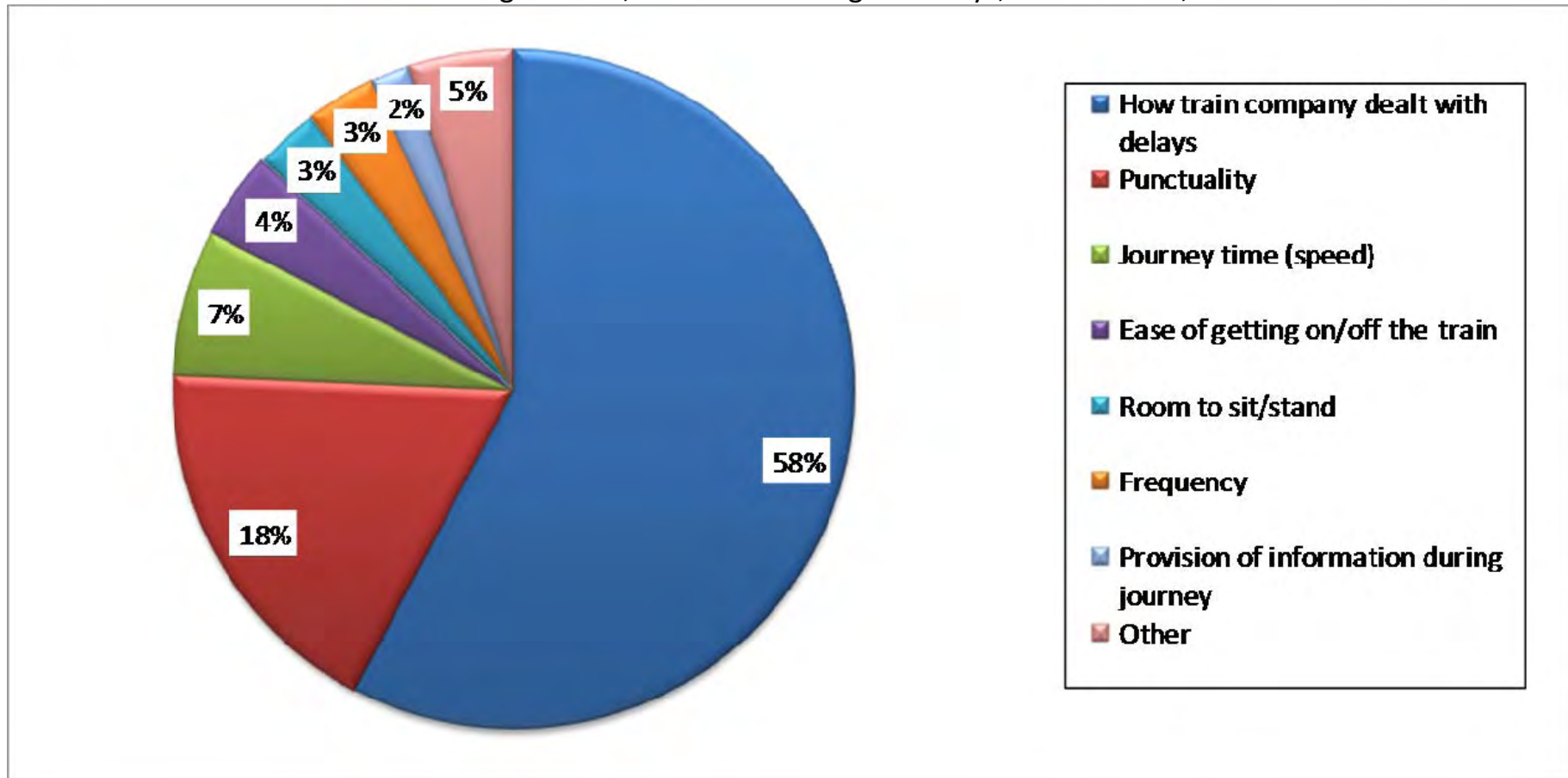
# Drivers of rail passenger satisfaction

Source: Passenger Focus, National Passenger Surveys, Great Britain, 2009



# Drivers of rail passenger **dis-**satisfaction

Source: Passenger Focus, National Passenger Surveys, Great Britain, 2009



# Rail passengers' priorities for improvement in Britain

Source: Passenger Focus, Great Britain, 2010

<b>2009</b>	<b>Service Improvement Preference</b>	<b>2007</b>
<b>1</b>	<b>Price of train tickets offer excellent value for money</b>	<b>1</b>
<b>2</b>	<b>At least 19 out of 20 trains arrive on time</b>	<b>3</b>
<b>3</b>	<b>Sufficient train services at times I use the train</b>	<b>2</b>
<b>4</b>	<b>Passengers are always able to get a seat on the train</b>	<b>4</b>
<b>5</b>	<b>Company keeps passengers informed if train delays</b>	<b>5</b>
<b>6</b>	<b>Information on train times/platforms accurate and available</b>	<b>7</b>
<b>7</b>	<b>Maximum queue time no more than 2 mins</b>	<b>6</b>
<b>8</b>	<b>Trains consistently well maintained/ excellent condition</b>	<b>8</b>
<b>9</b>	<b>Seating area on the train is very comfortable</b>	<b>9</b>
<b>10</b>	<b>Station staff are available whenever required</b>	<b>17</b>
<b>11</b>	<b>Journey times reduced by 5 minutes on average</b>	<b>13</b>
<b>12</b>	<b>Passengers experience a high level of security on the train</b>	<b>10</b>
<b>13</b>	<b>Inside of the train is cleaned to a high standard</b>	<b>14</b>
<b>14</b>	<b>Personal security improved by CCTV/Staff at stations</b>	<b>11</b>
<b>15</b>	<b>Good easy connections with other forms of transport</b>	<b>12</b>

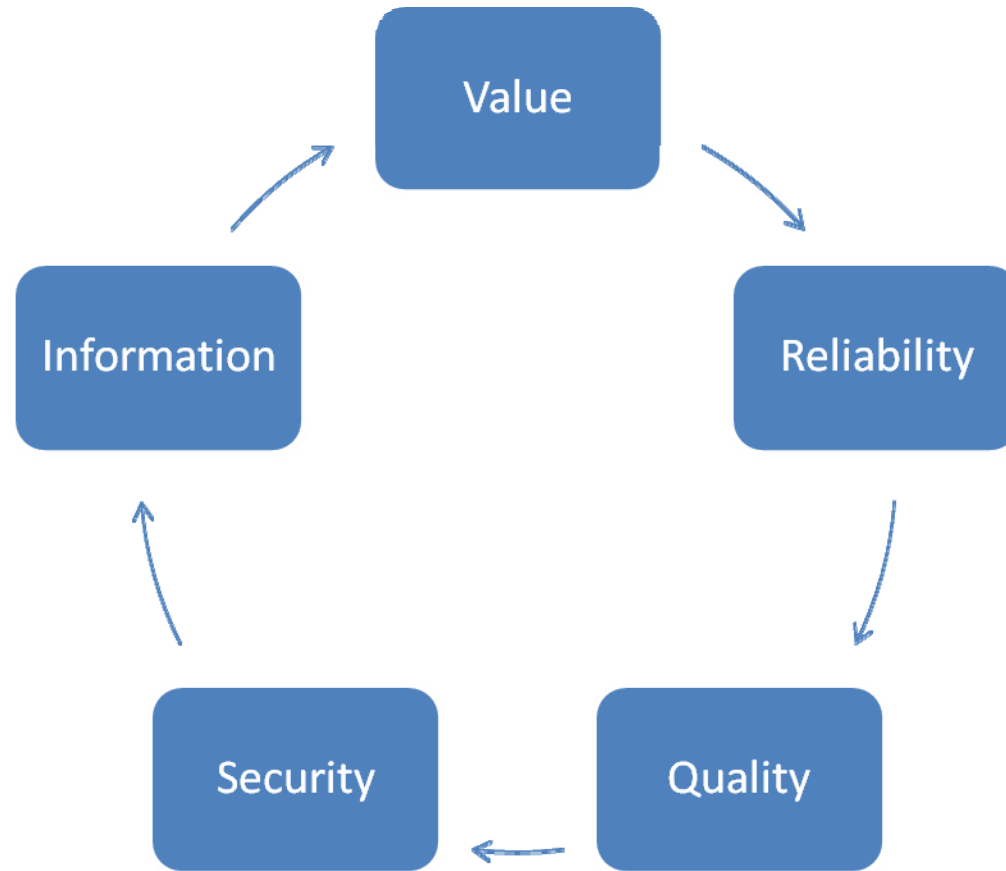


# Bus passengers' priorities for improvement in England outside London

Source: Passenger Focus, Great Britain, 2010

1. More buses on time or within 5' of right time
2. Price of tickets to offer excellent value
3. Buses to run more frequently at times wanted
4. Interavailability of tickets between companies
5. Passengers always able to get a seat

# The virtuous circle of user satisfaction



**What is to be done ?**

# A consumer-led industrial culture

- Competition *and* cooperation;
- A 'level playing field';
- Eliminate barriers to new entrants.



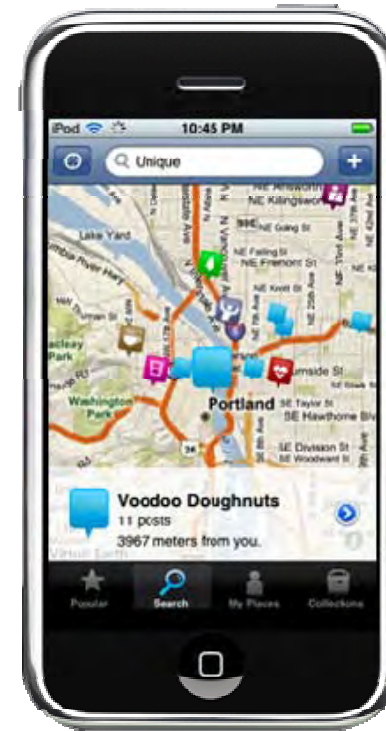
# Ensuring passengers feel safe

- Implement European safety standards;
- Perceptions of security;
- Transparent safety enforcement.



# Helping to empower consumers

- Easy information access across modes
- Network compatibility
- All-EU transport services



# Effective passenger rights

*Are they:*

**Relevant ?**

**Understandable?**

**Publicised ?**

**Accessible ?**

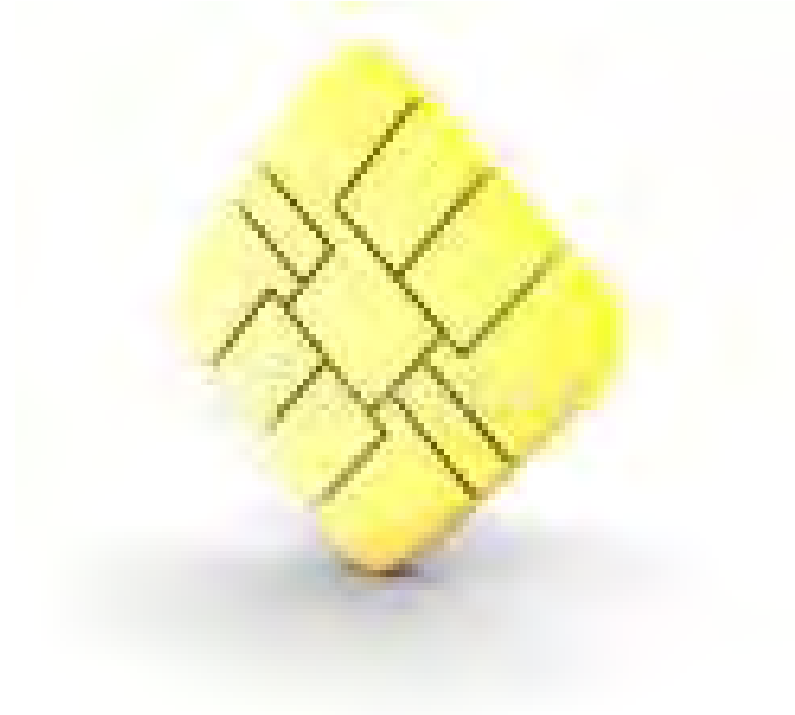
**Enforced ?**

**Monitored ?**



# Making travelling easier

- Information;
- Ticketing;
- Passenger care;
- People with reduced mobility
- The 'whole journey experience'.





# Let's aim for passenger satisfaction

- Value
- Performance
- Information
- Quality
- Safety

*What market opening is really about*





**Thank you !**

[www.epf.eu](http://www.epf.eu)

---