

# Research into Passenger Attitudes to First Class Travel

July 2010



**London TravelWatch** is the official body set up by Parliament to provide a voice for London's travelling public.

Our role is to:

- Speak up for transport users in discussions with policy-makers and the media;
- Consult with the transport industry, its regulators and funders on matters affecting users;
- Investigate complaints users have been unable to resolve with service providers, and;
- Monitor trends in service quality.

Our aim is to press in all that we do for a better travel experience all those living, working or visiting London and its surrounding region.

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## Executive Summary

London TravelWatch has had a long term aspiration to look at and understand what passengers think about First Class travel and what role it could have in increasing capacity on the rail network.

In 2009, following a competitive bidding process, Ipsos – MORI was contracted to conduct an online survey of 600 rail users in London and the south east.

The research shows that the level of passenger expectation for First Class travel services varies according to the length of journey time. For journeys of less than an hour, the majority of users, (including those who use First Class) believe that the provision of First Class is unnecessary. This means for local services within the London Travelcard / Pay As You Go area, First Class accommodation should be reclassified as Standard Class and where new or refurbished trains are envisaged, only Standard Class should be provided. This would maximise seats and would mean an increase in overall capacity.

For journeys between one and two hours, the majority of users, (including those who use First Class) believe that some 'core' facilities should be provided. These include a guaranteed seat, a more comfortable seat than Standard and additional space and leg room. This does not necessarily need to be called First Class but could be branded as something else, such as Business or Comfort Class. This length of journey covers the majority of commuter journeys between London and the Home Counties.

For journeys over two hours, the majority of users, (including those who use First Class) believe that a far wider range of facilities should be provided in above and beyond a guaranteed seat, a more comfortable seat than standard and additional space and leg room. These include full restaurant services, complimentary soft and hot drinks as a minimum, a member of staff present at all times, a guaranteed table, complimentary alcoholic drinks, sandwiches, snacks and newspapers, free internet access and a place to plug in a laptop. This reflects the nature of the journeys being made, which are either a one-off leisure activity or business where the train effectively becomes an extension of the work environment. This length of journey covers long distance journeys within the UK and international travel.

N.B: Users of airport related services were not surveyed as part of this research.

## 1 Introduction and background

London TravelWatch represents the views of London's transport users, covering all transport modes. The organisation's role is to act as an intermediary between the travelling public and transport operators, to assess the impact of recommendations about changes to rail services and to produce authoritative reports on issues affecting transport users.

London TravelWatch wished to investigate the perceptions of First Class train services into London. The survey investigated types of usage of First Class travel facilities and satisfaction with the existing service as well as improvements to provision and propensity to use First Class travel facilities in future. The provision of First Class accommodation has a number of implications relating to the best use of scarce track and rolling stock capacity in a congested area such as London. This study therefore sought to quantify whether First Class travel has a role in managing such capacity.

### 1.1 Respondent profile and travel behaviour

A sample of people who have travelled by train in the last 12 months was recruited from the Ipsos MORI panel. The sample was recruited to provide an equal split between frequent travellers/commuters (travelling by train at least once a month) and Occasional travellers (travelling by train at least once a year but less than once a month).

Frequent travellers/commuters are more likely to be male, to be working, to live in London and to live in a household without a car.

Occasional travellers are more likely to be retired, to be female, to be from a C2DE socio-economic group, to live in the wider Home Counties (Bedfordshire, Berkshire, Buckinghamshire, Cambridgeshire, Hampshire, Huntingdonshire, Northamptonshire, Oxfordshire) and to live in a household with at least one car.

Nearly all respondents (96%) travel into or out of London by train; among frequent travellers nearly half do so at least once a week.

Three-quarters of respondents have used only Standard class travel facilities in the last year. Among those who have used First Class facilities there is a mix of having purchased a First Class ticket or upgraded to such a ticket and those travelling without an appropriate ticket in First Class accommodation (whether this is allowed or not).

## 1.2 Opinions of First Class travel

Nine in ten of those who travel First Class are satisfied with the experience. Seven in ten of those who bought a First Class ticket feel it represents good value for money.

The main reasons for travelling First Class relate to comfort (the guarantee of a comfortable seat and to have more space than in Standard class) and because the respondent was not paying full fare (either because someone else paid or they got a discount). Those who have not bought a First Class ticket are most likely to say this is because of the expense (three-quarters cite this reason).

## 1.3 Provision of First Class facilities

Nearly one in five (18%) feel that there should always be a First Class service available. One in seven (13%) feel there should never be a First Class service. Overall, three-quarters of respondents (75%) feel there should be First Class facilities on services of more than 3 hours, two-thirds (69%) that this should be so on services of more than 2 hours and six in ten respondents (59%) on services of more than 1½ hours.

Three factors are seen as core to First Class facilities, that is they are seen as required on all journey lengths. These factors are a guaranteed, comfortable, seat and additional space. Three factors are seen as only necessary on journeys of more than 2 hours, namely full restaurant service, complimentary alcoholic drinks and complimentary sandwiches.

When asked what should happen if operators are unable to provide an adequate First Class service, half feel that First Class services should be withdrawn altogether for journeys of less than one hour. This would tend to support the view that provision of First Class accommodation on short distance urban journeys is not desirable or necessary. For journeys of more than one hour, half feel that an “added value” service (i.e. short of First Class) should be offered instead.

## 1.4 Using First Class facilities in future

Provision of an improved First Class service is unlikely to change the travel behaviours of those who have travelled Standard class in the last year. Only 2% of these respondents say they are certain to travel First Class if this happened, a further 6% say it is very likely they will do so, with an additional 17% saying they are fairly likely.

For those who travel with a First Class ticket removing the service would not impact on their travel mode – nearly nine in ten would travel Standard class on the train.

## 2 Background and Objectives

### 2.1 Introduction

London TravelWatch represents the views of London's transport users, covering all transport modes. The organisation's role is to act as an intermediary between the travelling public and transport operators, to assess the impact of recommendations about changes to rail services and to produce authoritative reports on issues affecting transport users.

### 2.2 Background and objectives

Within its wider remit London TravelWatch also monitors the provision, and quality of the provision, of First Class train services into London. First Class service provision varies greatly given the diverse nature of services into London:

- Local services with duration of less than 1 hour on which there is no operator provision of a First Class service. However, the rolling stock on such services may include First Class accommodation stock which may, or may not, have been reclassified as Standard class
- "Local" commuter services – for example, from Brighton, Cambridge, Southend or Southampton – which provide a designated First Class service
- Long distance services – from Edinburgh, Liverpool, Bristol, etc – which have First Class services where Apex First Class tickets may be cheaper than Standard class rates.

London TravelWatch wished to investigate the perceptions of First Class train services into London and commissioned Ipsos MORI to conduct the survey.

The objectives of the survey are:

- to ascertain who uses First Class travel facilities on train services in and around London
- to understand whether these users consider the costs to be value for money
- to establish who pays for their travel
- to explore whether First Class service users would switch to alternative modes if the service was no longer available

- and whether improved provision would encourage usage of First Class services among current non-users.

### 2.3 Methodology

The survey was conducted online using the Ipsos MORI panel. The survey was conducted in two phases:

- An initial recruitment question sent out to the panel to establish whether panellists lived in the eligible areas and travelled by train at least once a year
- A second invitation was sent to panellists who met the eligibility criteria to take part in a longer survey about their opinions. A copy of the questionnaire used can be found in the Appendices.

Eligible panellists had to live in London or the Home Counties:

- Counties immediately adjacent to London (Immediate home counties):
  - Essex
  - Hertfordshire
  - Kent
  - Middlesex
  - Surrey
  - Sussex
- Counties not immediately adjacent to London (wider home counties):
  - Bedfordshire
  - Berkshire
  - Buckinghamshire
  - Cambridgeshire
  - Hampshire
  - Huntingdonshire
  - Northamptonshire
  - Oxfordshire

They must also travel by train at least once a year. A further quota was set on frequency of train travel:

- Frequent travellers/commuters – travelling by train at least once a month
- Occasional travellers – travelling less than once a month but at least once a year.



The quota was set to achieve an equal split between the two quota groups. In total, 600 interviews were achieved – 300 with Occasional travellers and 300 with Frequent travellers/commuters.

The survey took place between 29<sup>th</sup> March and 18<sup>th</sup> April 2010.

## **2.4 Analysis and reporting**

This report presents the findings from the survey conducted on behalf of London TravelWatch. It is based on a set of computer tabulations held, under separate cover, by London TravelWatch.

The results are unweighted.

Where percentages do not sum to 100%, this may be due to computer rounding, the exclusion of “don’t know” categories, or multiple answers. Throughout this volume, an asterisk (\*) denotes any value of less than half a per cent, but greater than zero.

## 3 Respondent Demographics

### 3.1 Geographic profile

Nearly half of respondents (48%) live in the immediate Home Counties (Kent, Sussex, Surrey, Middlesex, Hertfordshire and Essex). The remainder are split fairly evenly between those living in London (24%) and the wider Home Counties (28%).

### 3.2 Panellist demographics

The following demographic information is drawn from the respondent's panel database entry and not from the questionnaire itself.

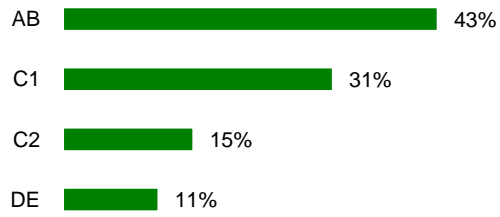
Three-quarters of respondents (74%) are from the ABC1 social economic groups; the proportion of AB respondents is significantly higher than for the population as a whole (43% vs 27% nationally), whilst the proportion of C1 is in line with the national population (31% vs 29% nationally).

Eight in ten live in a household with at least once car (81%); half of those without a car in the household live in London (53%).

Seven out of ten are working (70%), with one in seven retired (13%) and one in six not working (17%). Those respondents living in London are more likely to be working (80%) whilst those living outside London are more likely to be retired (16% in the immediate Home Counties and 14% in the wider Home Counties vs 6% in London).

**Fig 1**  
**Panellist demographics**

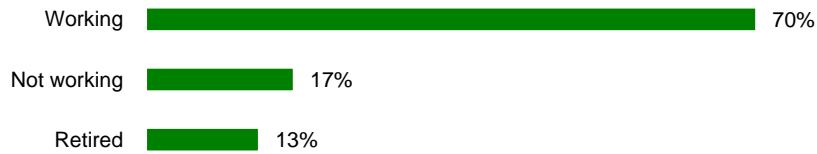
**Household Socio-Economic Group (SEG)**



**Car ownership**



**Working status**



Base : All respondents (600)

Source: Ipsos MORI

### 3.3 Demographic profile

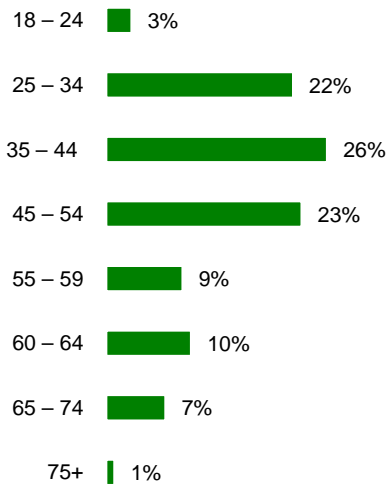
Two-thirds of respondents are female (64%) and one third male (36%).

*Fig 2*  
Respondent demographics

**Gender**



**Age**



**Ethnicity**



Base : All respondents (600)

Source: Ipsos MORI

One quarter (25%) are aged under 35 years, half are 35-54 years (49%) with a fifth (19%) aged 55-64 years and 8% over 65.

### 3.4 Traveller type profiles

This section summarises the demographic differences between Frequent travellers/ commuters and Occasional travellers.

- Frequent travellers/commuter are more likely:

- To live in London (32% vs 24% overall)
- To have no car in the household (23% vs 18% overall)
- To be working (77% vs 70% overall)
- To be male (42% vs 36% overall)
  
- Occasional travellers are more likely:
  - To live in the wider home Counties (Bedfordshire, Berkshire, Buckinghamshire, Cambridgeshire, Hampshire, Huntingdonshire, Northamptonshire, Oxfordshire)
  - To be from a C2DE socio-economic group (32% vs 26% overall)
  - To have at least one car in their household (86% vs 81% overall)
  - To be retired (17% vs 13% overall)
  - To be female (71% vs 64% overall).

## 4 Travel behaviour

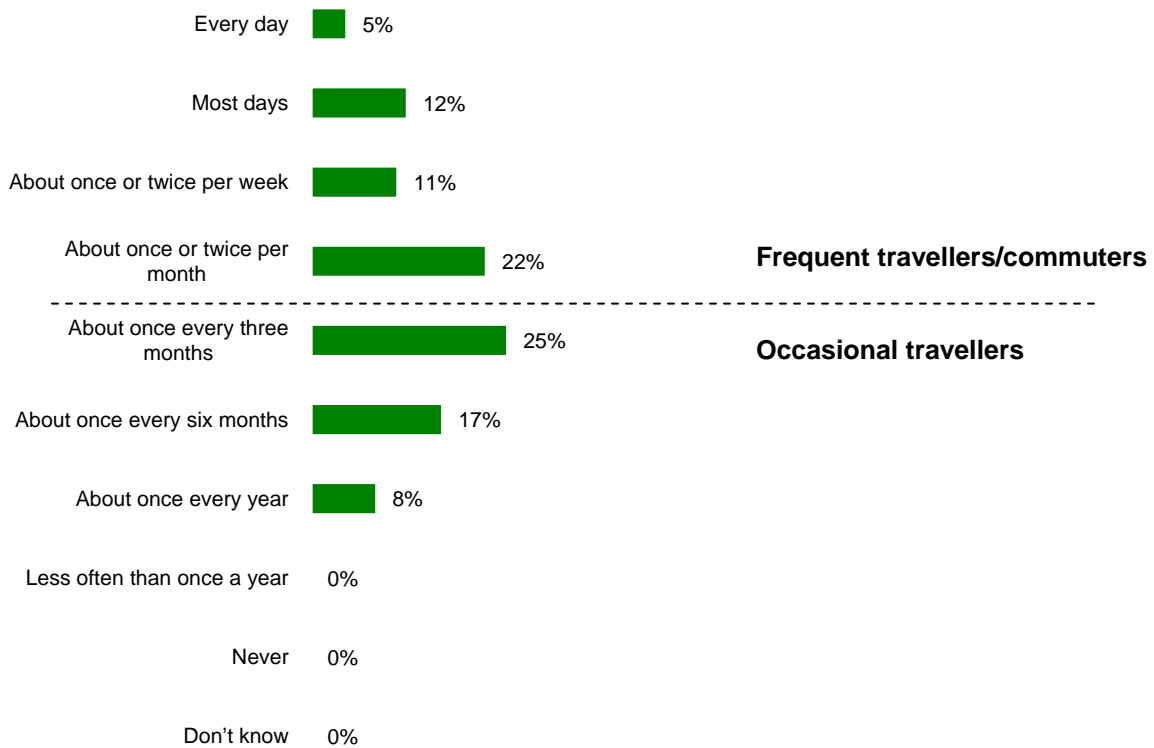
The first questions asked about frequency of train travel and types of services used in the last year.

### 4.1 Frequency of travelling on trains

As determined by the quota controls, half of respondents are frequent travellers/commuters (that is they travel by train at least once a month), and half are Occasional travellers (that is, they travel by train at least once a year but less than once a month).

*Fig 3*  
Frequency of travelling by rail in the UK

Q1a. How often, if at all, do you personally make a journey by rail in the UK?



Base : All respondents (600)

Source: Ipsos MORI

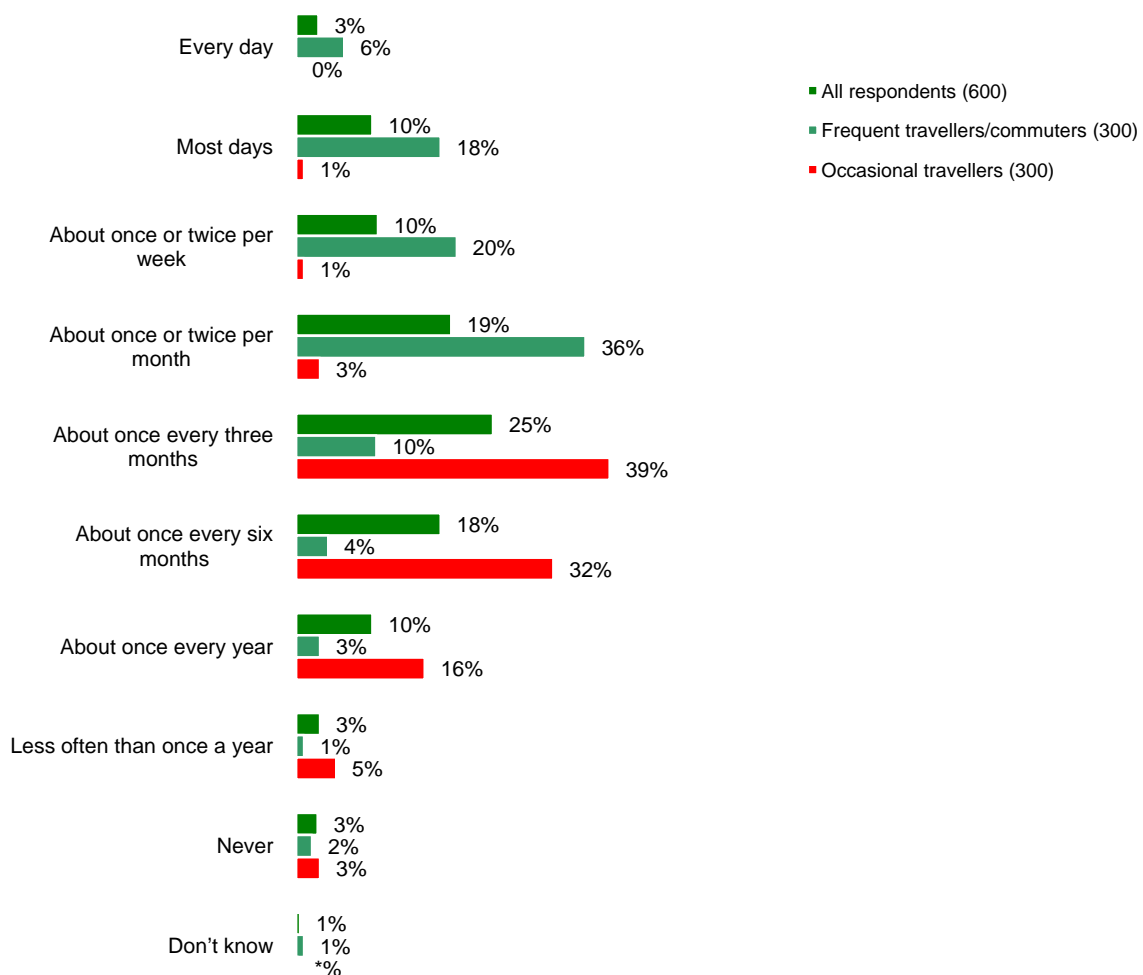
Nearly half of frequent travellers travel by train about once or twice a month (45%), a third (33%) travel by train every day or most days.

Half of Occasional travellers do so once every three months (50%), with a third travelling once every 6 months (33%) and 17% once a year.

Six in ten respondents travel by train to or from London between twice a month and once every six months (62%).

**Fig 4**  
Frequency of travelling by rail into/out of central London

Q1b. How often, if at all, do you personally make a journey by rail into or out of central London? By a journey into or out of London we mean starting or finishing your journey at a station which is outside Transport for London Zones 1 or 2



Base : All respondents (600)

Source: Ipsos MORI

Nearly half of frequent travellers travel into London by train at least once a week (45%), a similar proportion travel into London between once a quarter and twice a month (44%).

Among Occasional travellers, 8% travel into London less than once a year – compared to 3% among frequent travellers.

Those more likely to travel into or out of London by train are:

- Men (51% do so at least once a month compared to 37% of women)
- Living in London (65% vs 40% in the immediate Home Counties and 25% in the wider Home Counties)
- Working (47% vs 28% of those respondents not working and 30% of those respondents who are retired).

#### 4.2 Ticket types used

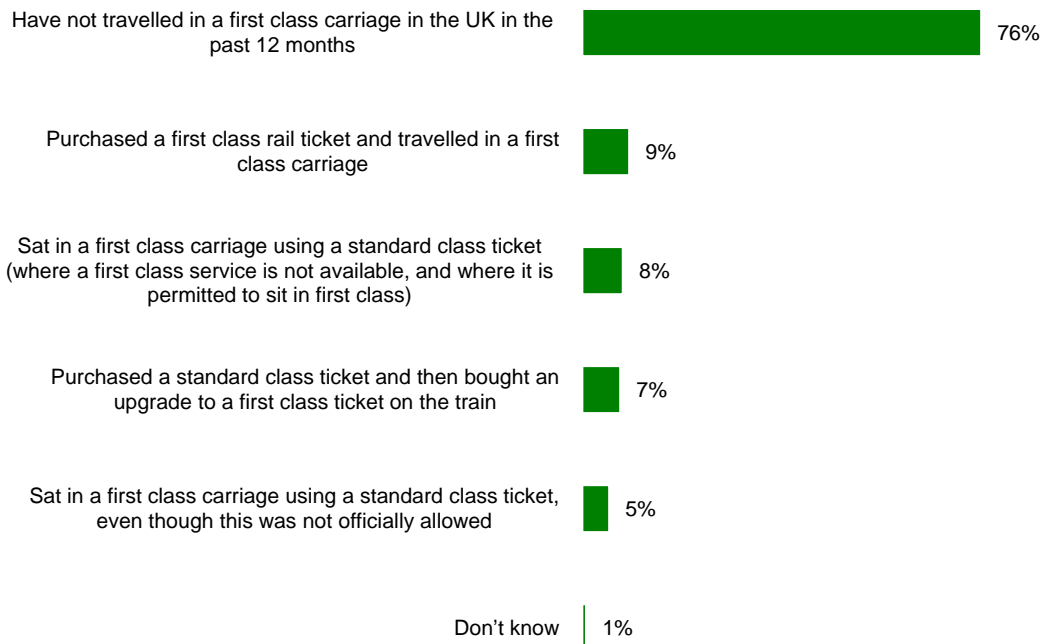
Three-quarters of respondents (76%) have no experience of travelling in First Class in the last 12 months, one in seven purchased a First Class ticket (14%) and one in ten (11%) have used First Class accommodation without an appropriate ticket (whether it was allowed or not).

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*Fig 5*  
Experience of First Class travel

Q2. Which, if any, of the following have you done in the UK in the last 12 months?





Base : All respondents (600)

Source: Ipsos MORI

Those more likely to have purchased First Class tickets are:

- Frequent travellers/commuters (22% vs 6% of Occasional travellers)
- Aged under 65 (15% vs 2% of those over 65 years)
- Living in London or the wider Home Counties (22% and 16% respectively vs 9% in the immediate Home Counties).

Those more likely to have used First Class services without a First Class ticket are:

- Frequent travellers/commuter (19% vs 4% of Occasional travellers)
- Living in London or the immediate Home Counties (13% vs and 14% respectively vs 5% of respondents living in the wider Home Counties).

There is some overlap between these two groups – 15% of those who have purchased a First Class ticket have also travelled in First Class without an appropriate ticket.

Those more likely to have only used Standard class are:

- Occasional travellers (89% vs 62% of Frequent travellers)

- Aged 55+ (86% vs 72% of respondents under 55 years)
- Living in the Home Counties (81% for the wider Home Counties and 78% for the immediate Home Counties vs 66% for London).

## 5 The First Class travel experience

Those respondents who have bought a First Class ticket or upgraded to a First Class ticket (n=85) were asked about their travel experience on the last such journey made.

### 5.1 Reasons for using First Class

The main reasons for travelling First Class relate to comfort (the guarantee of a comfortable seat and to have more space than in Standard class) and because the respondent was not paying a full fare (either because someone else paid or they got a discount).

The other aspects of the “First Class Service”, such as complimentary drinks, snacks and wifi, are less likely to be mentioned.

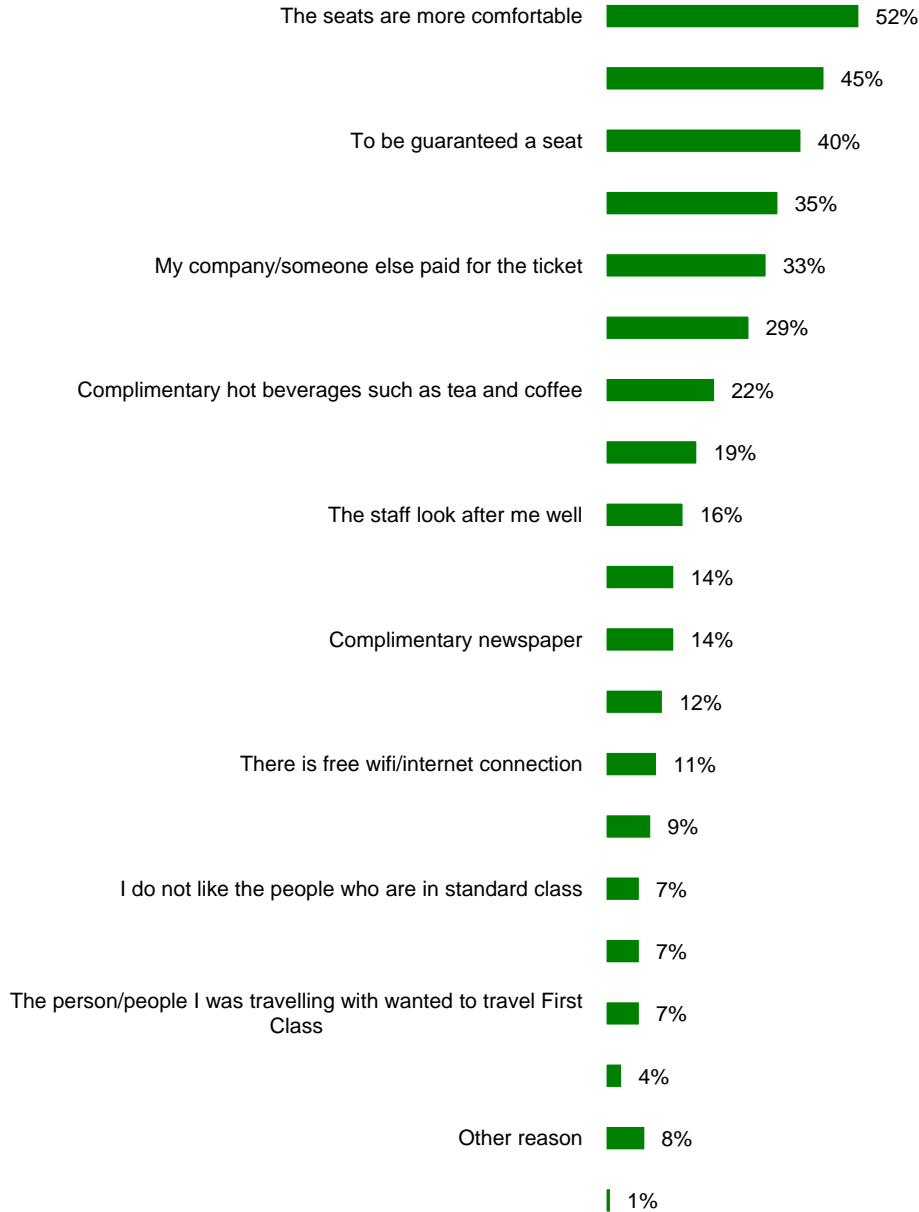
Because of the small based size there are few statistically significant differences, these being:

- **Frequent travellers/commuters** are more likely than Occasional travellers to say they travelled First Class because someone else was paying (39% vs 11% respectively)
- **Occasional travellers** are more likely than Frequent travellers/commuters to say it was for the additional space (68% vs 38%)
- **Women** are more likely than men to say it was to have a guaranteed seat (56% vs 17% of men), the seats are more comfortable (62% vs 37%), they do not like to sit next to somebody else (20% vs 6%) or because of the complimentary soft drinks (26% vs 9%).

Whilst not statistically significant it is worth noting that those who have **travelled First Class but without an appropriate ticket** are more likely to say it was because Standard class was overcrowded (54% vs 35% overall) or because the seats are more comfortable in First Class (69% vs 52% overall).

**Fig 6**  
Last train journey – why travelled First Class

Q3. Please think about the last train journey you made in the UK in a First Class carriage (where you purchased a ticket/upgraded to travel first class). For which, if any, of the following reasons did you decide to travel by first class on this occasion?



Base : All purchased/upgraded to First Class ticket (85)

Source: Ipsos MORI

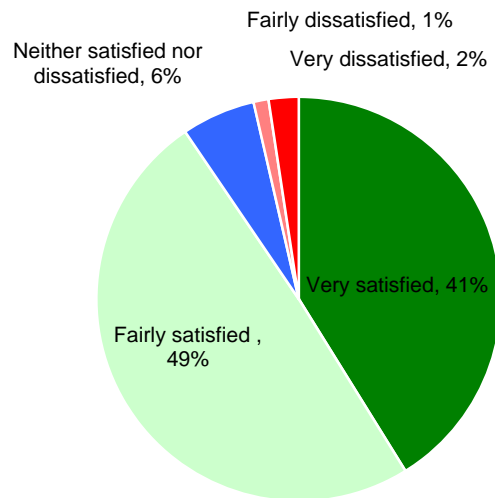
## 5.2 Satisfaction with the experience

Nearly all those respondents who travelled with a First Class ticket are satisfied with the experience (91%), only 4% are dissatisfied.

*Fig 7*

Last train journey – satisfaction with overall experience

Q4. Still thinking about this last train journey in First Class, to what extent were you satisfied or dissatisfied with the overall experience?



Base : All purchased/upgraded to First Class ticket (85)

*Source: Ipsos MORI*

There are no significant differences across the demographic and traveller type sub-groups.

Only three respondents were dissatisfied with the experience. Their reasons for being dissatisfied are:

“The train we [had was] very dirty, including the seats, First Class was not in a separate carriage it was just at the end of a standard carriage with no difference except the seat colours which were red instead of blue. The train was also delayed. Very, very dissatisfied”

“Noisy people sat in the compartment without appropriate ticket so my journey was disrupted by their behaviour”

“First class area was full of families with noisy children and no ticket checks were made”

### 5.3 Value for money

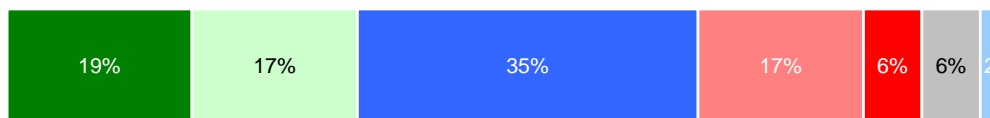
Among those who have bought a First Class ticket (n=54), seven in ten (70%) feel that it represents good value for money, including one in five (19%) who feel it is excellent value for money.

One in seven (13%) feel it is poor value for money.

*Fig 8*  
Last train journey – value for money?

Q6. Still thinking about this last train journey you last made in first class, would you say it provided ...?

- Excellent value for money
- Very good value for money
- Fairly good value for money
- Average value for money
- Fairly poor value for money
- Very poor value for money
- Terrible value for money
- Don't know



Base : All purchased First Class ticket (54)

Source: Ipsos MORI

Because of the small base size there are few statistically significant differences across the sub-groups, the exception being respondents living in London are more likely than those living in the wider home counties to feel their ticket is value for money (89% vs 53% respectively).

Among the 7 respondents who feel their ticket was not good value for money, the reasons given include:

“Very expensive for a 60 mile journey. The train was not on time, no complimentaries and very limited choice of trains”

“There was absolutely no difference between standard & First Class service”

“The significant cost difference over Standard class for more space, free wifi and some food”

“No difference to Standard class”

“Journey was open return from London to Manchester. Cost of ticket was very expensive. I would never have paid for it if I was travelling privately”

“Dirty & torn upholstery on seats”

“All rail travel represents poor value for money - so whether standard or first class makes no difference”

## 6 Reasons for not using First Class

Those who have not bought a First Class ticket in the last year (n=515) were asked the reason why not.

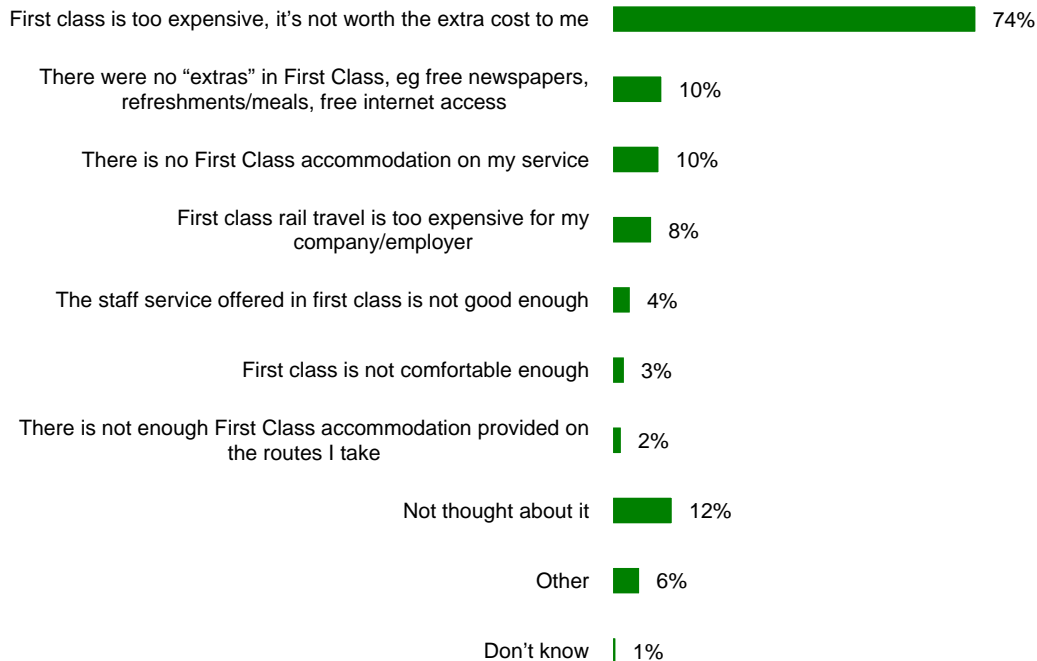
For three-quarters of those who have not purchased a First Class ticket this is because First Class is too expensive (74%).

One in eight say it is because of a lack of First Class provision (10% say there is none and 2% there is too little on their service). Respondents in London are more likely to say it is because there is no provision (18%).

*Fig 9*

Why not purchased First Class rail ticket in last 12 months

Q9. For what reasons have you not purchased a rail ticket to travel in first class in the UK over the last twelve months?



Base : All not purchased a First Class ticket in last year (515)

Source: Ipsos MORI

Respondents from the C2DE socio-economic groups are twice as likely as those from the ABC1 socio-economic groups to say they have not thought about it (19% vs 10% respectively).



## 7 Provision of First Class services

All respondents were asked a series of questions about the provision of First Class services.

### 7.1 When should First Class services be available

The first question asked respondents to consider for what duration of train service should First Class travel facilities be provided. Respondents were asked to consider the total duration (ie end to end of the service) rather than just the portion of the overall service on which they travel.

Nearly one in five (18%) feel that there should always be a First Class service available. One in seven (13%) feel there should never be a First Class service.

Occasional travellers are more likely than frequent travellers/commuters to feel both that there should always been a First Class service (21% vs 14% respectively) and that there should never be a First Class service (16% vs 10% respectively).

Those who have only travelled Standard class in the last year are more likely than those who have bought First Class tickets to feel there should never be a First Class service (15% vs 2% respectively).

The chart overleaf shows the proportions of respondents who feel that First Class services should be provided for each journey length. The chart is cumulative, that is respondents are included in the figures from their first (shortest) journey length selection.

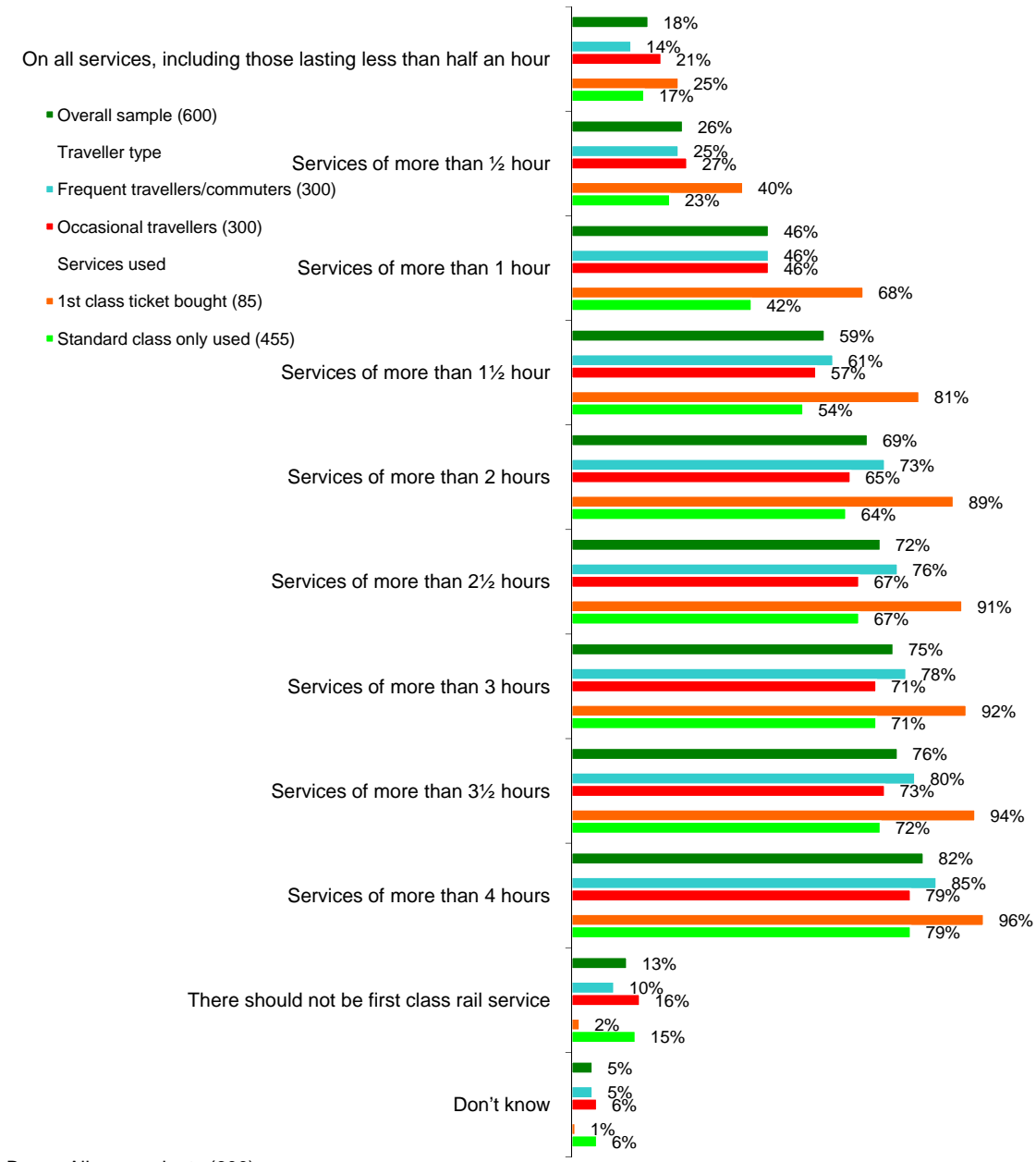
Overall, three-quarters of respondents (75%) feel there should be First Class facilities on services of more than 3 hours, two-thirds (69%) that this should be so on services of more than 2 hours and more than half of respondents (59%) on services of more than 1½ hours.

This same pattern emerges among Frequent travellers/commuters. However, Occasional travellers are more likely to feel that journeys should be longer before First Class services are available. For example, eight in ten Occasional travellers (79%) feel that First Class facilities should be available on services of more than 4 hours, compared to 75% of all respondents feeling these services should be available for journeys of 3 hours or more.

The most notable differences are between those who have purchased First Class tickets (where eight in ten, 81%, feel there should be First Class facilities on journeys of more than 1½ hours) and those who have only used Standard class facilities in the last year (where half, 54%, feel these facilities should be available on this length of journey).

**Fig 10**  
Length of journey where First Class service should be available

Q10. Thinking generally, on which, if any, of the following lengths of journey do you believe first class rail service should be available in the UK? Please think about the total journey time, i.e. from the original location to the final destination and not just for the portion of the journey you use.



Base : All respondents (600)

Source: Ipsos MORI

## 7.2 What facilities should First Class provide

Respondents were then asked which of a range of facilities they would expect to find in First Class, over and above what is available in Standard class. The pattern of responses fall into two groups: those facilities which are “core” to First Class and those which are dependent on length of journey. Three factors are seen as core – that is, the proportions stating these are expected do not vary by the length of journey – these factors are:

- A guaranteed seat
- More comfortable seats
- Additional space and leg room.

For all other factors the proportions expecting them to be available increases as the length of journey increases. These factors are:

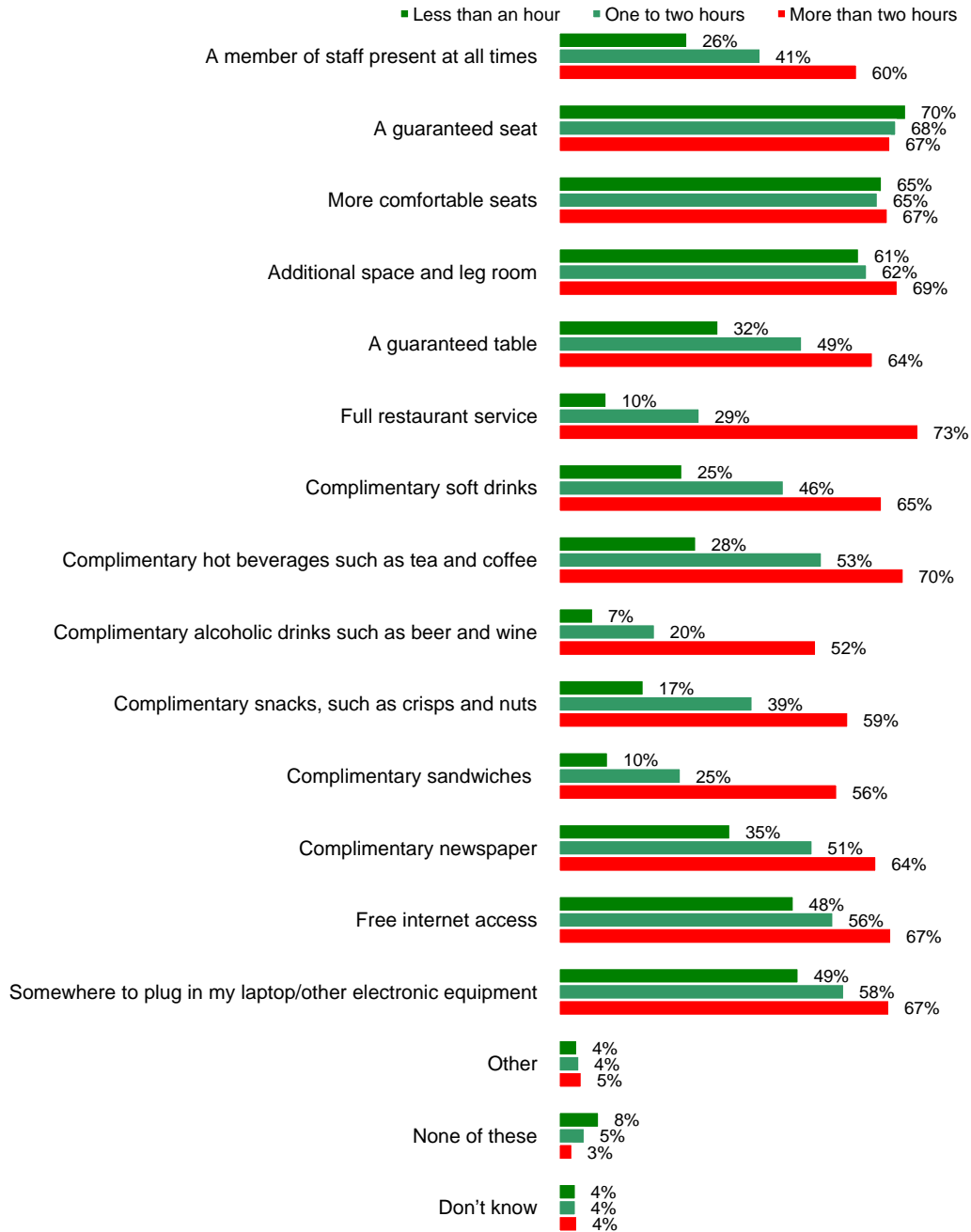
- A member of staff present at all times
- A guaranteed table
- Complimentary soft drinks
- Complimentary hot drinks
- Complimentary snacks
- Complimentary newspaper
- Free internet access
- Somewhere to plug in laptops.

However within this larger category there are three factors which are seen to apply much more to the longest journeys (ie journeys of more than 2 hours). For these factors, the proportion saying they should be available more than doubles between the 1-2 hour and 2+ hour journey length. These factors are:

- Full restaurant service
- Complimentary alcoholic drinks
- Complimentary sandwiches.

**Fig 11**  
Services expected in First Class

Q11. Which, if any, of the following services would you expect to be available in any First Class rail service in the UK - over and above those on offer in Standard class for each of the following lengths of journey?



Base : All respondents (600)

Source: Ipsos MORI

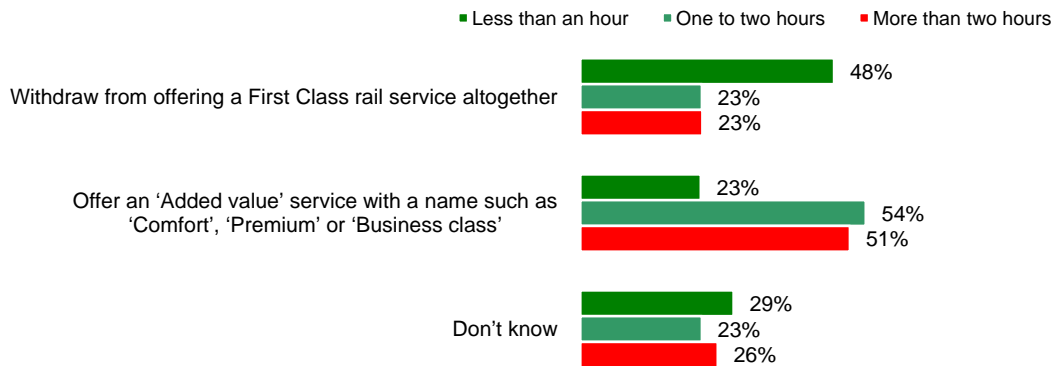
### 7.3 What should happen if not able to provide First Class service

Among respondents giving a response about what services should be available, opinions vary as to what operators should do if they are unable to provide an adequate First Class service. For journeys of less than one hour, half feel that First Class service should be withdrawn altogether. For journeys of more than one hour, half feel that an “added value” service (i.e. short of First Class) should be offered instead.

Fig 12

What should happen if unable to provide First Class service

Q12. If a train operating company is unable to provide all the services you would expect of a first class service, for each of the journey lengths shown which of the following do you believe it should do?



Base : All who expect a particular service level in First Class (572)

Source: Ipsos MORI

For **journeys of less than 1 hour** respondents living in the wider Home counties are more likely than those in London to feel that an “added value” service should be provided (34% vs 18%).

For **journeys of between 1 and 2 hours** respondents living in the wider home counties are more likely than those living in the immediate home counties to say an “added value” service should be provided (62% vs 50% respectively). Those who have purchased a First Class ticket are more likely than those who have only used Standard class to say an “added value” service should be provided (70% vs 52%) and less likely to say First Class provision should be withdrawn altogether (12% vs 24% respectively).

For **journeys of more than 2 hours** there are no significant differences in opinion across the subgroups.

## 8 Future travel intentions

### 8.1 Among Standard class travellers

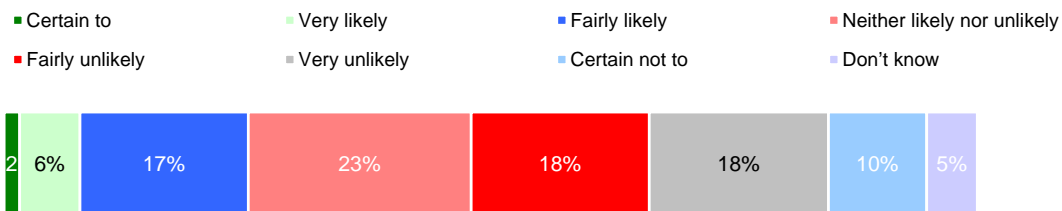
When asked what impact providing the level of service they say they expect in First Class would have on their future travel, nearly half (47%) of those who have not purchased a First Class ticket in the last year say they would be unlikely to purchase one in future. A quarter (25%) say they are likely to purchase a First Class in future.

Whilst 25% say they are likely to buy a First Class ticket in future, only 2% are certain of this with 6% very likely and 17% fairly like to do so. Hence a more realistic estimate of the potential increase in First Class travel would be 2-5% of respondents.

However, we would point out that translating such intention into action is increasingly hard as levels of intention decrease. Given that only 2% say they are certain to purchase First Class tickets in the future, 6% say they are very likely and 17% fairly likely a better guide to the potential increase in First Class travel would be 2-5% of respondents.

*Fig 13*  
Future travel by First Class

Q13. If all of the items you were available in First Class on the services you use, how likely or unlikely are you to travel first class in the future?



Base : All who have not purchased a First Class ticket (515)

Source: Ipsos MORI

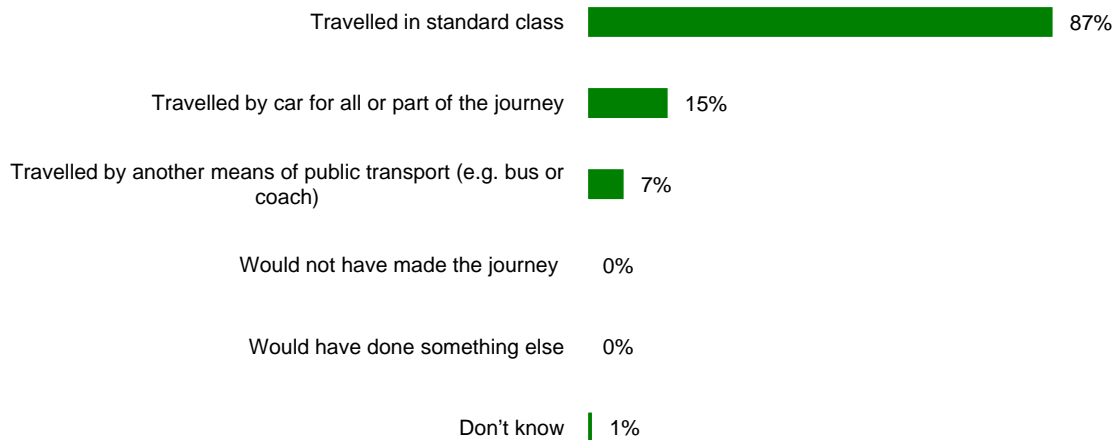
## 8.2 Among First Class travellers

Among those who have purchased or upgraded to a First Class ticket nearly nine in ten respondents (87%) would have travelled by Standard class if First Class was not available. Fifteen percent would have travelled, at least part of the journey, by car and 7% would have used another type of public transport.

*Fig 14*

Travel option if First Class travel not available

Q8. Still thinking about the last train journey you made in a first class carriage, if first class rail travel had not been available on this occasion which, if any, of the following would you have done?



Base : All purchased/upgraded to First Class ticket (85)

Source: Ipsos MORI

## Appendices

### Questionnaire

#### Q1a

SA

ASK ALL

**How often, if at all, do you personally make a journey by rail in the UK?**

(Tick one response only)

Every day

Most days

About once or twice per week

About once or twice per month

About once every three months

About once every six months

About once every year

Less often than once a year (CLOSE)

Never (CLOSE)

Don't know (CLOSE)

|                                   |
|-----------------------------------|
| Frequent/commuter = Q1a/codes 1-4 |
|-----------------------------------|

|                            |
|----------------------------|
| Occasional = Q1a/codes 5-7 |
|----------------------------|

#### Q1b

SA

ASK ALL

**How often, if at all, do you personally make a journey by rail into or out of central London? By a journey into or out of London we mean starting or finishing your journey at a station which is outside Transport for London Zones 1 or 2.**

(Tick one response only)

Every day

Most days

About once or twice per week

About once or twice per month

About once every three months

About once every six months

About once every year

Less often than once a year

Never

Don't know

#### Q2



MA

ASK ALL

**Which, if any, of the following have you done in the UK in the last 12 months?**

(Tick all responses that apply)

Purchased a first class rail ticket and travelled in a first class carriage

Purchased a Standard class ticket and then bought an upgrade to a first class ticket on the train

Sat in a first class carriage using a Standard class ticket (where a first class service is not available, and where it is permitted to sit in first class)

Sat in a first class carriage using a Standard class ticket, even though this was not officially allowed

Have not travelled in a first class carriage in the UK in the past 12 months

Don't know

**Q3**

MA

ASK ALL WHO HAVE PURCHASED/UPGRADED A FIRST CLASS TICKET  
AND TRAVELLED IN A FIRST CLASS CARRIAGE IN THE LAST 12 MONTHS  
(CODE 1 or 2 at Q2)

**Please think about the last train journey you made in the UK in a First Class carriage (where you purchased a ticket/upgraded to travel first class). For which, if any, of the following reasons did you decide to travel by first class on this occasion?**

(Tick all responses that apply)

- My company/someone else paid for the ticket
- I travel for work and it is company policy to travel first class
- I got a discounted fare to travel in first class
- For the additional space and leg room
- To be guaranteed a seat
- The seats are more comfortable
- I do not like having to sit next to other people
- I do not like the people who are in Standard class
- Standard class is too crowded/overcrowded
- There is free wifi/internet connection
- The staff look after me well
- Complimentary soft drinks
- Complimentary hot beverages such as tea and coffee
- Complimentary alcoholic drinks such as beer and wine(after 6.00pm)
- Complimentary snacks such as crisps and nuts
- Complimentary sandwiches
- Complimentary newspaper
- The person/people I was travelling wanted to travel First Class
- Other reason (please type in your reasons in the space provided)

Don't know

**Q4**

SA

ASK ALL WHO HAVE PURCHASED/UPGRADED A FIRST CLASS TICKET  
AND TRAVELLED IN A FIRST CLASS CARRIAGE IN THE LAST 12 MONTHS  
(CODE 1 or 2 at Q2)

**Still thinking about this last train journey in First Class, to what extent were you satisfied or dissatisfied with the overall experience?**

(Tick one response only)

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

Very dissatisfied  
Don't know

**Q5**

OE

ASK ALL THOSE DISSATISFIED WITH THEIR OVERALL EXPERIENCE  
(CODES 4 OR 5 at Q4)

**For what reasons were you dissatisfied with the overall experience on this last train journey you made in first class?**

(Write in your answer in the space below)

**Q6**

SA

ASK ALL WHO HAVE PURCHASED A FIRST CLASS TICKET AND  
TRAVELLED IN A FIRST CLASS CARRIAGE IN THE LAST 12 MONTHS  
(CODE 1 at Q2)

**Still thinking about this last train journey you last made in first class, would you say it provided ...**

(Tick one response only)

- Excellent value for money
- Very good value for money
- Fairly good value for money
- Average value for money
- Fairly poor value for money
- Very poor value for money
- Terrible value for money
- Don't know

**Q7**

OE

ASK ALL WHO THOUGHT THE JOURNEY WAS POOR VALUE/TERRIBLE  
VALUE FOR MONEY (CODE 5 - 7 at Q6)

**For what reasons did you consider this last journey you made travelling by First Class was poor or terrible value for money?**

(Write in your answer in the space below)

**Q8**

MA

ASK ALL WHO HAVE PURCHASED A FIRST CLASS TICKET AND  
TRAVELLED IN A FIRST CLASS CARRIAGE IN THE LAST 12 MONTHS  
(CODE 1 or 2 at Q2)

**Still thinking about the last train journey you made in a first class carriage, if first class rail travel had not been available on this occasion which, if any, of the following would you have done?**

(Tick all responses that apply)

- Travelled in Standard class
- Travelled by another means of public transport (e.g. bus or coach)
- Travelled by car for all or part of the journey
- Would not have made the journey
- Would have done something else (please type your answer in the space provided)
- Don't know

**Q9**

MA

ASK ALL WHO HAVE TRAVELLED BY RAIL BUT NOT PURCHASED A TICKET TO TRAVEL IN FIRST CLASS IN THE LAST 12 MONTHS (Q2 CODES 3, 4, 5 OR 6)

**For what reasons have you not purchased a rail ticket to travel in first class in the UK over the last twelve months?**

(Tick all responses that apply)

First class is too expensive, it's not worth the extra cost to me

First class rail travel is too expensive for my company/employer

First class is not comfortable enough

There is no First Class accommodation on my service

There is not enough First Class accommodation provided on the routes I take

The staff service offered in first class is not good enough

There were no "extras" in First Class, eg free newspapers, refreshments/meals, free internet access

Not thought about it

Other (please write your answer in the space provided)

Don't know

**Q10**

MA

ASK ALL WHO HAVE MADE A JOURNEY BY RAIL (CODE 1 - 7 at Q1)

**Thinking generally, on which, if any, of the following lengths of journey do you believe first class rail service should be available in the UK? Please think about the total journey time, ie from the original location to the final destination and not just for the portion of the journey you use.**

(Tick all that apply)

On all services, including those lasting less than half an hour

From ½ to just under 1 hour

From 1 to just under 1½ hours

From 1½ to just under 2 hours

From 2 to just under 2½ hours

From 2½ to just under 3 hours

From 3 to just under 3½ hour

From 3½ to just under 4 hours

4 hours or more

There should not be first class rail service (single code)

Don't know (single code)

GRID QUESTION

**Q11**

MA FOR EACH COLUMN

ASK ALL

**Which, if any, of the following services would you expect to be available in any First Class rail service in the UK - over and above those on offer in Standard class for each of the following lengths of journey,**

(Please tick as many responses as applicable for each of the time periods (columns) below)

|  |                   |                  |                     |
|--|-------------------|------------------|---------------------|
|  | Less than an hour | One to two hours | More than two hours |
|--|-------------------|------------------|---------------------|

- A member of staff present at all times
- A guaranteed seat
- More comfortable seats
- Additional space and leg room
- A guaranteed table
- Full restaurant service
- Complementary soft drinks
- Complementary hot beverages such as tea and coffee
- Complementary alcoholic drinks such as beer and wine
- Complementary snacks, such as crisps and nuts
- Complementary sandwiches
- Complementary newspaper
- Free internet access
- Somewhere to plug in my laptop/other electronic equipment
- Other (please type your answer in the space provided)
- None of these
- Don't know

**Q12**

SA FOR EACH COLUMN

ASK IF MENTIONED ANY AT Q11 (CODES 1 – 15), ie NOT code 16 to ALL three categories

THIS QUESTION TO APPEAR AT THE BOTTOM OF THE SCREEN FOR THE QUESTION ABOVE, IE STILL SHOW THE RESPONSES TO THE QUESTION ABOVE

**If a train operating company is unable to provide all the services you would expect of a first class service, for each of the journey lengths shown which of the following do you believe it should do?**

(Tick one response only)

|  |                   |                  |                     |
|--|-------------------|------------------|---------------------|
|  | Less than an hour | One to two hours | More than two hours |
|--|-------------------|------------------|---------------------|

---

|  |      |       |  |
|--|------|-------|--|
|  | hour | hours |  |
|--|------|-------|--|

Withdraw from offering a First Class rail service altogether

Offer an 'Added value' service with a name such as 'Comfort', 'Premium' or 'Business class'

Don't know

**Q13**

SA

ASK ALL WHO DO NOT USE FIRST CLASS (CODE 2, 3 OR 4 at Q2)**If all of the items you would expect were available in First Class on the services you use, how likely or unlikely are you to travel first class in the future?**

(Tick one response only)

Certain to

Very likely

Fairly likely

Neither likely nor unlikely

Fairly unlikely

Very unlikely

Certain not to

Don't know

**Q14**

SA

ASK ALL

**Just to confirm your details... Are you:**

(Tick one response only)

Male

Female

**Q15**

SA

ASK ALL

**What age are you?**

(Tick one response only)

16 – 17

18 – 24

25 – 34

35 – 44

45 – 54

55 – 59

60 – 64

65 – 74

75+

Prefer not to say



**Q16**

SA

ASK ALL

**Which of these best describes your ethnic origin?**

(Tick one response only)

**Asian or Asian British Mixed**

Asian or Asian British - Indian

Asian or Asian British - Pakistani

Asian or Asian British - Bangladeshi

Chinese

Other Asian background

**Mixed**

Mixed - White and Black Caribbean

Mixed - White and Black African

Mixed - White and Asian

Other Mixed background

**Black or Black British White**

Black or Black British - Caribbean

Black or Black British - African

Other Black background

**White**

White British

White Irish

Other White background

**Other Ethnic background**

Other Ethnic group

Prefer not to answer