

# KANTAR PUBLIC

## Canberra Light Rail Customer Satisfaction Survey September 2022

Prepared for Canberra Metro  
Operations

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# Executive Summary

## Executive Summary

- The majority of respondents are satisfied with the temperature inside the Light Rail (92%), with 79% of Light Rail users reporting the temperature as just right, followed by 15% reporting it was too hot.
- Almost four in five respondents report they are satisfied (79%) with the availability of information about service disruptions, changes or delays, with 46% reporting they are very satisfied.
- The majority (91%) of respondents report finding service information easy, with 72% reporting it is very easy.
- Most respondents (87%) report it is easy to provide feedback out the service, with 69% reporting it is very easy.
- Almost two in five (38%) reported the main purpose of their Light Rail trip was for paid work, followed by one in six's (16%) main purpose being social activities.
- Just under two in six (33%) report the main reason for using Light Rail is because it is more convenient, followed by 18% reporting they have no car available and 12% reporting it is to avoid driving.
- Almost half (43%) of respondents reported they would use the bus as alternative transport if Light Rail was unavailable, followed by 30% reporting they would use a car and 10% reporting they would rideshare.
- Just over four in five (84%) report being satisfied with the seat availability when using Light Rail. Additionally, 63% of Light Rail users report they would not wait for another Light Rail service to ensure they would be able to sit down.
- Satisfaction is high across ease of use, reliability, customer service, cleanliness and safety and security:
  - Ease of use average score 9.3 (96% satisfied or very satisfied - scores 7-10)
  - Reliability average score 9.1 (95% satisfied or very satisfied - scores 7-10)
  - Customer service average score 8.8 (92% satisfied or very satisfied - scores 7-10)
  - Cleanliness average score 8.9 (94% satisfied or very satisfied - scores 7-10)
  - Safety and security average score 8.6 (90% satisfied or very satisfied - scores 7-10)Performance Target average score of no less than 6.5 is required for each of these metrics.
- Likelihood to recommend Light Rail to friends or family was also high, with 75% being very likely (scores 9-10) to recommend and 20% being likely (scores 7-8) to recommend (95% overall likely to recommend – scores 7-10) with an average score of 9.2. Performance Target average score of no less than 8 is required for this metric.

Methodology

# Methodology

- Kantar Public partnered with Q&A Research to deliver the CMET Customer Satisfaction Survey:
  - Kantar Public are CMET's day-to-day contact, leading on all aspects of research design, analysis and reporting. Q&A Research are responsible for co-ordinating all aspects of fieldwork
- Quantitative questionnaire was completed using iPads on board Light Rail via intercepts
- n=1099 total responses
- LOI was 3.3 minutes
- Fieldwork was conducted from 1 September 2022 – 14 September 2022, between all hours of operation and across different stops
- Margin of error was 2.87%
- Significance testing was conducted within Q Research Software. Overall testing is done at the 95% confidence level. Throughout the report, statistically significant differences have been highlighted
  - **Blue-coloured figures** reflect a figure significantly higher than other groups (e.g. 16-24 year old's vs. those not aged 16-24)
  - **Red-coloured figures** reflect a figure significantly lower than other groups
- Project was conducted according to quality assurance standards (ISO accreditation 20252)
- In some charts and tables figures may add up to more than 100%. This is either because of rounding effects or a question allowing multiple responses (MR) rather than just a single response (SR)

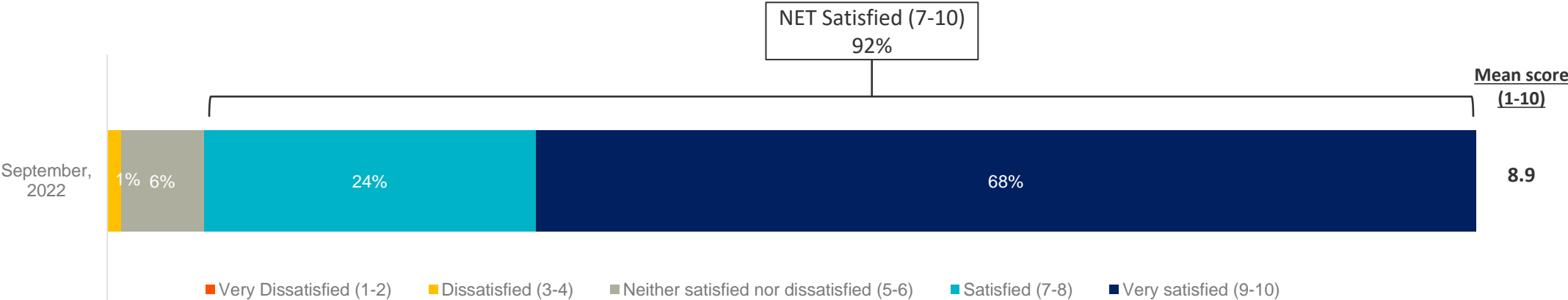
Note: Where numbers are omitted throughout this report, the corresponding result is <1%

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Satisfaction and ease of  
using the Light Rail service  
and information

# Satisfaction with temperature inside the Light Rail

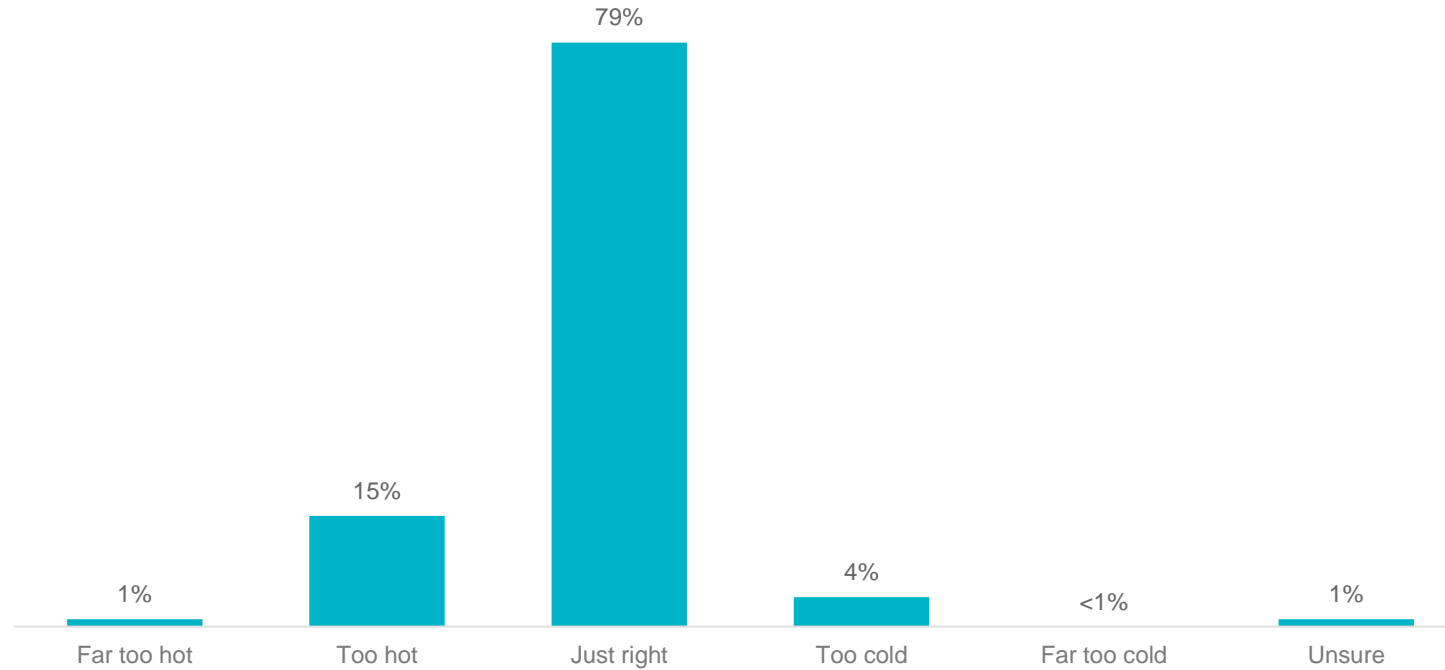
When prompted, 92% of Light Rail users report that they are satisfied with the temperature inside the Light Rail. Over half, 68%, are very satisfied with the temperature.





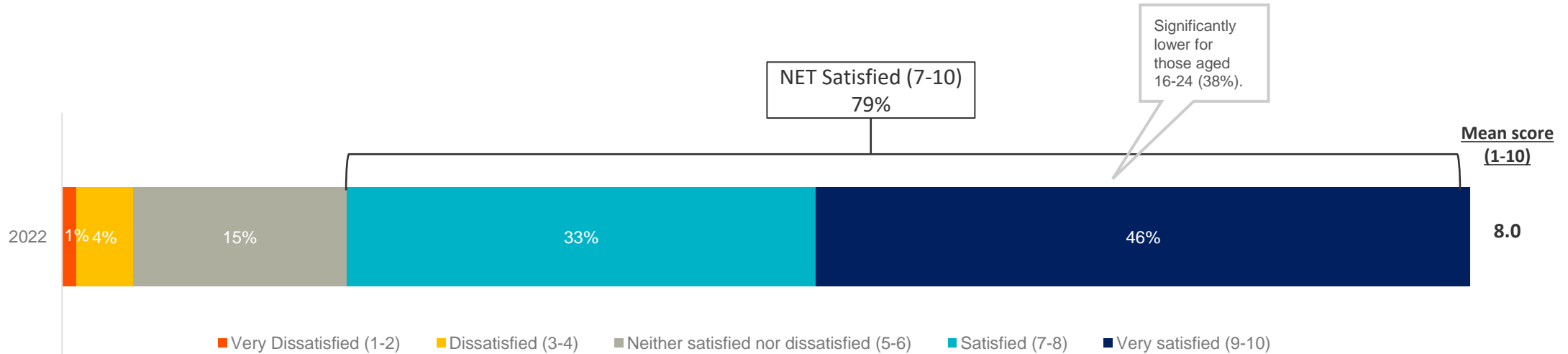
## Temperature inside the Light Rail

When prompted to describe the temperature inside the Light Rail, the vast majority of Light Rail users (79%) describe it as just right. This is followed by 15% of Light Rail users reporting it as too hot.



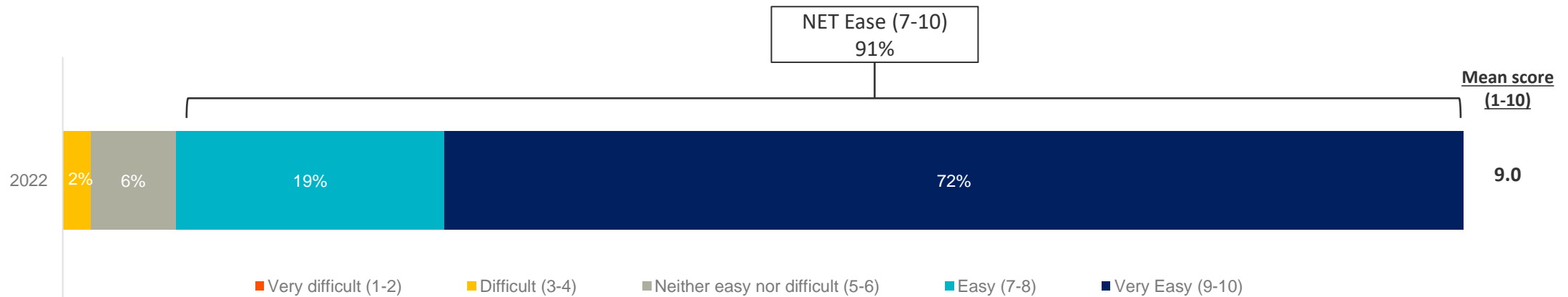
# Satisfaction with availability of information about service disruptions, changes or delays

The majority of Light Rail users are satisfied with the information provided about service disruptions, changes or delays (79%), with almost half (46%) reporting that they are very satisfied. Those aged 16-24 are significantly less likely to report they are very satisfied (38%) with the information provided.



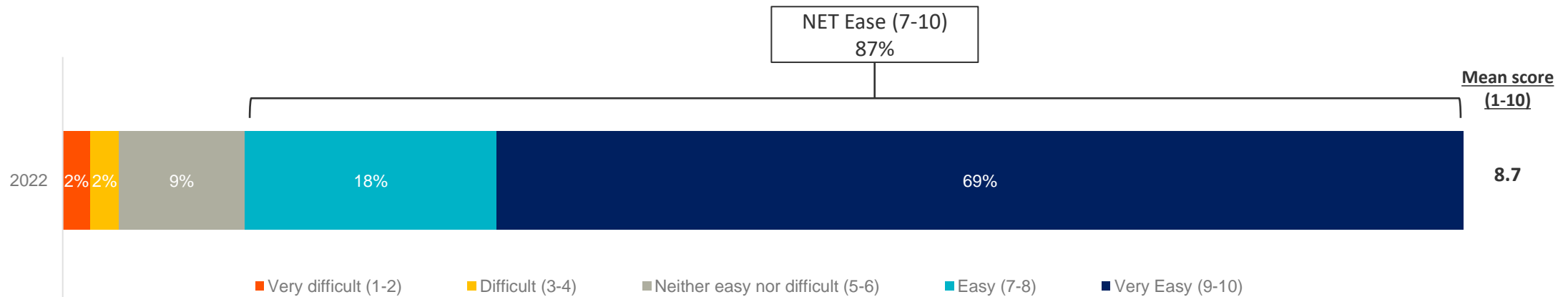
## Ease of finding service information

The majority of Light Rail users report that it is easy (91%) to find service information, with 72% reporting it is very easy.



## Ease of providing feedback about the service

When respondents are asked how easy it is to provide feedback about the Light Rail service, 87% report they find it easy, with 69% finding it very easy.

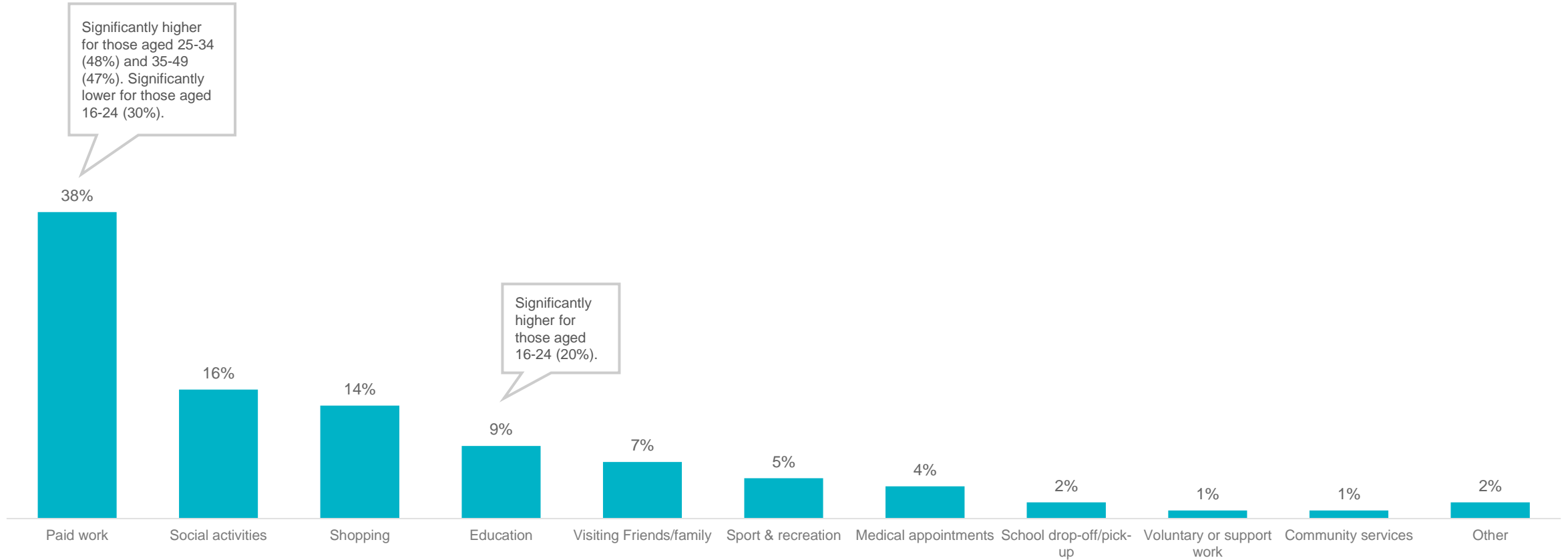


Use of Light Rail service

# Main purpose of Light Rail trip

The most common main purpose of Light Rail trip is for paid work (38%), followed by social activities (16%) and shopping (14%).

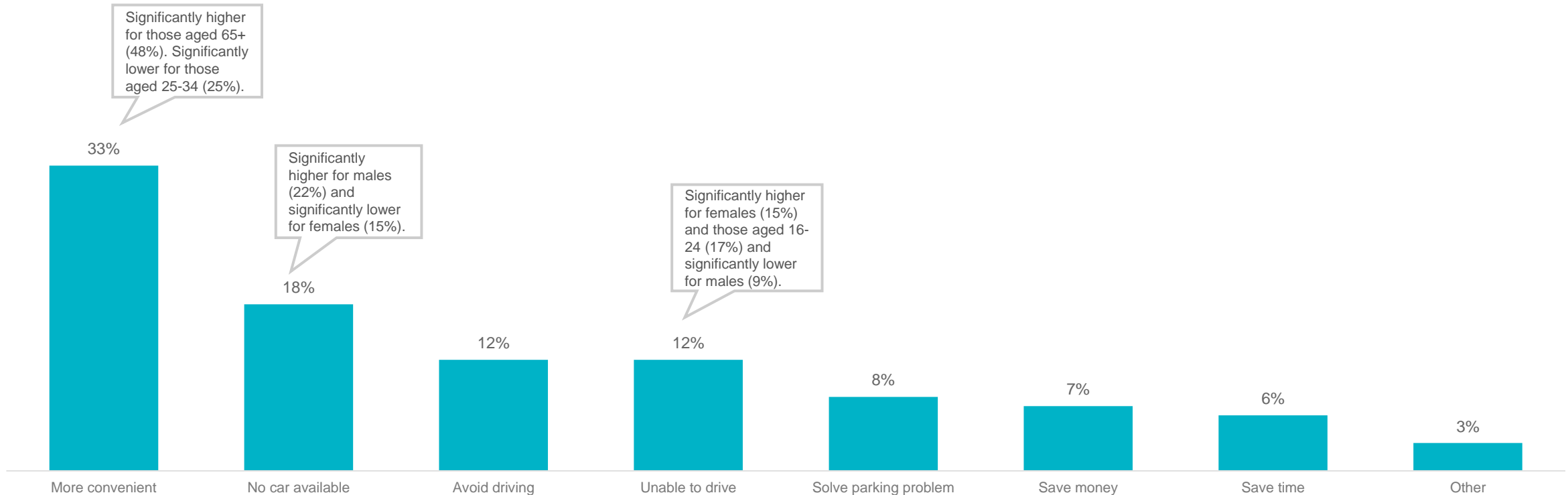
Those aged 25-34 (48%) and 35-49 (47%) are significantly more likely to be using the Light Rail for paid work than others.



# Main reason for using Light Rail

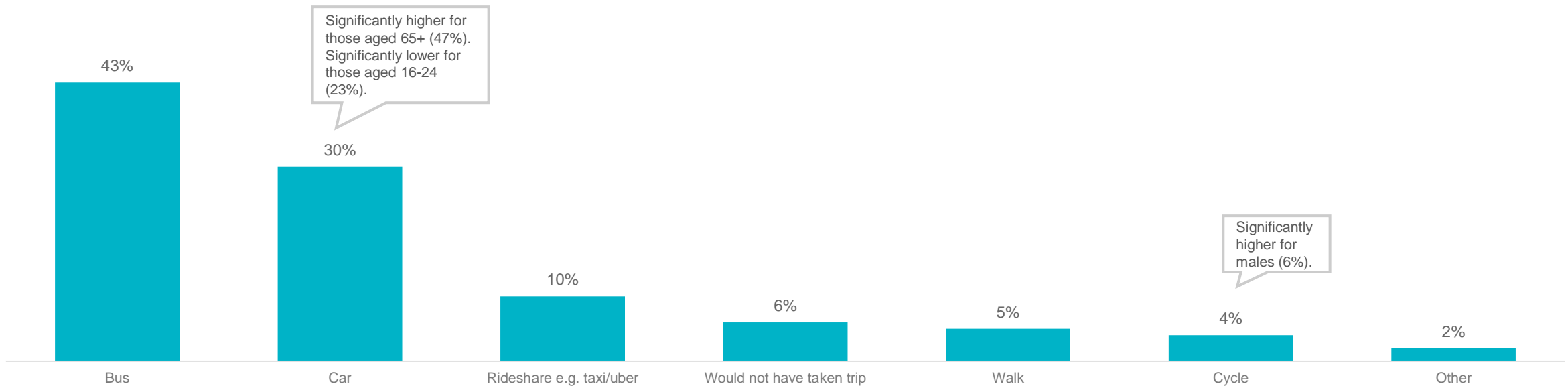
The most commonly reported reason for using the Light Rail is because it is more convenient (33%), followed by no car available (18%) and to avoid driving (12%).

Those aged 65 and over are significantly more likely to report because it is more convenient (48%) and those aged 25-34 are significantly less likely to be using the Light Rail out of convenience (25%).



## Alternative transport if Light Rail was unavailable

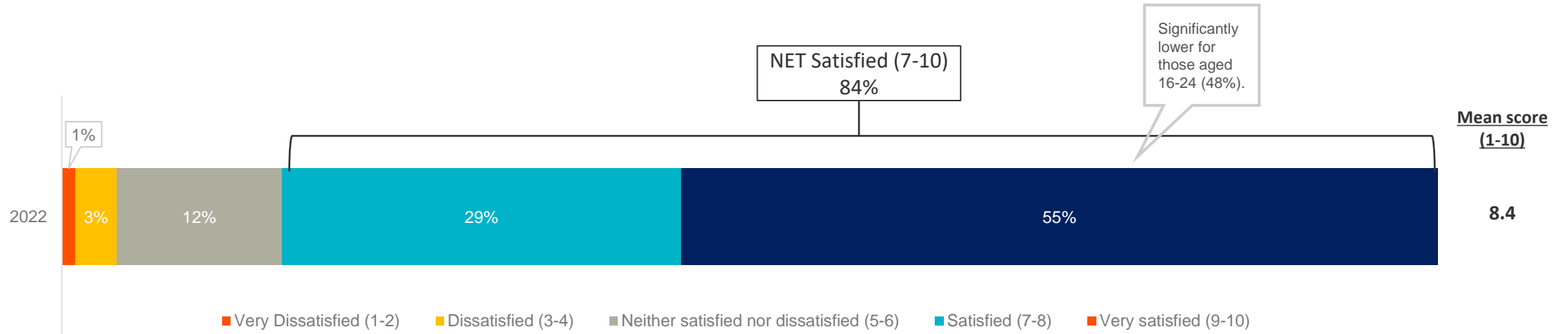
When respondents are asked how they would have taken their trip if no Light Rail service was available, almost half (43%) report they would use the bus, followed by 30% saying they would use car and 10% saying they would use rideshare.





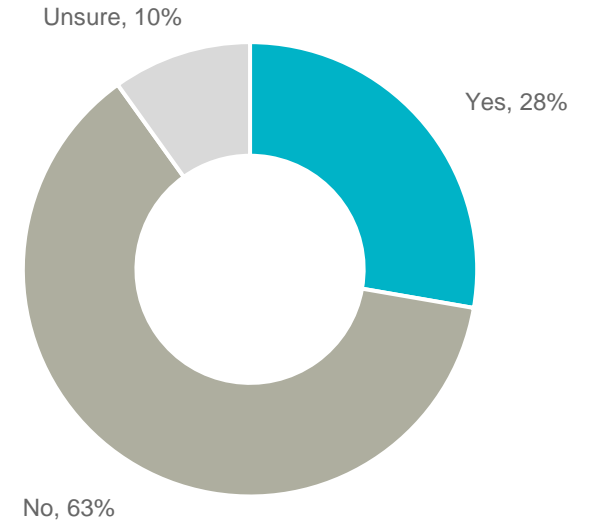
# Satisfaction with the seat availability when using Light Rail

When prompted, the majority of Light Rail users (84%) report they are satisfied with the seating availability when using the Light Rail. One in two (55%) report they are very satisfied, with those aged 16-24 being significantly less likely to report being very satisfied (48%).



# Wait for another Light Rail service to sit down

When Light Rail users are asked if they would wait for another service to be able to sit down, the majority report that they would not wait (63%) and 28% say they would wait. There are no significant differences in responses amongst demographic groups.

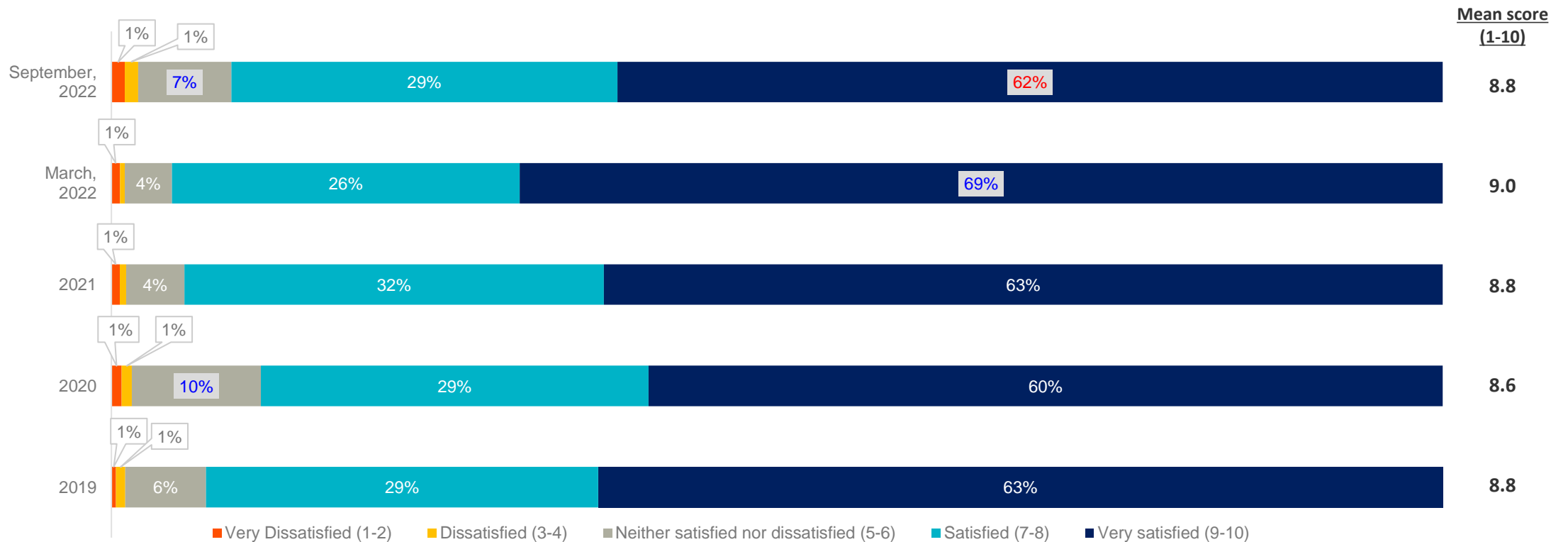


	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
YES	28%	25%	31%	25%	29%	27%	28%	32%
NO	63%	67%	59%	63%	64%	65%	64%	55%
UNSURE	10%	9%	11%	13%	7%	8%	8%	13%
Base n=	1099	568	531	321	322	237	128	91

Satisfaction with Light Rail  
and likelihood to recommend

# Satisfaction with the customer service of the Light Rail staff

Overall satisfaction remains high with 92% of Light Rail users reporting they are satisfied with the customer service. This is despite a significant decrease in those reporting they are very satisfied (62%) compared to the previous wave of research results.



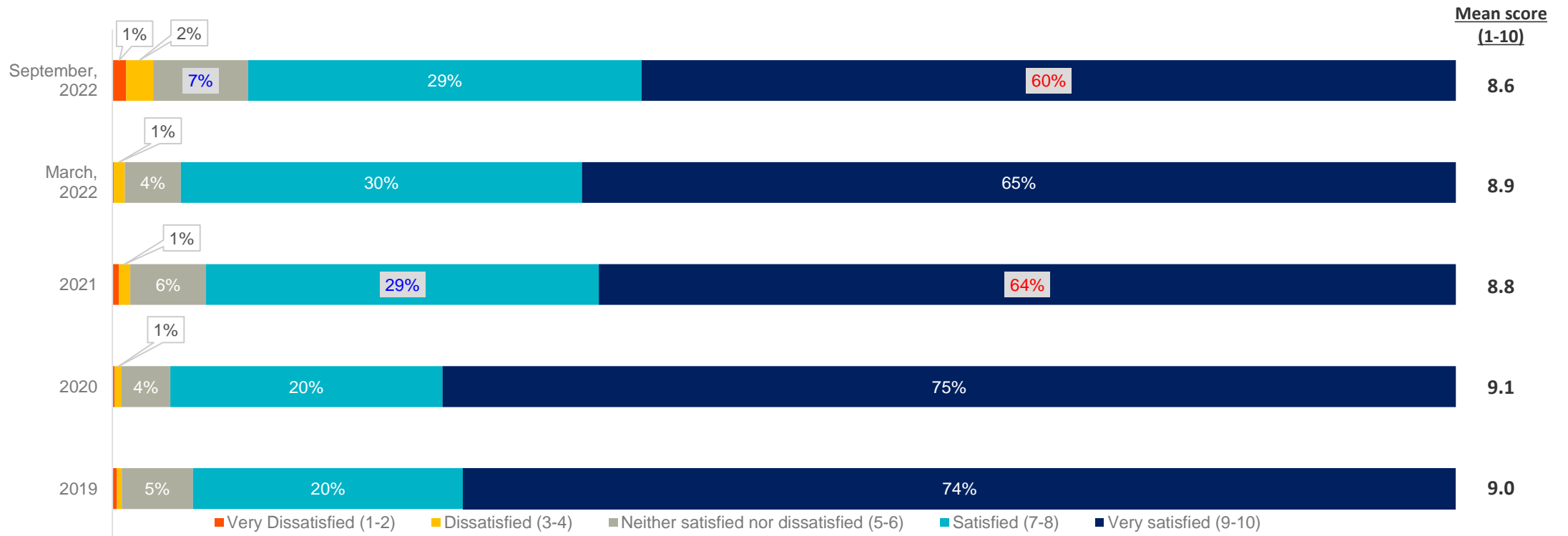
# Satisfaction with the customer service of the Light Rail staff

Satisfaction with customer service of the Light Rail staff is relatively high across all demographics, with those aged 16-24 being significantly less likely to report they are very satisfied with the customer service (54%).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very Satisfied (9-10)	62%	58%	67%	54%	62%	65%	68%	75%
Satisfied (7-8)	29%	34%	25%	34%	31%	28%	23%	19%
Neither satisfied nor dissatisfied (5-6)	7%	6%	8%	9%	6%	6%	6%	4%
Dissatisfied (3-4)	1%	1%	<1%	2%	0%	0%	0%	1%
Very dissatisfied (1-2)	1%	1%	1%	1%	1%	1%	3%	1%
Mean score (1-10)	8.8	8.7	8.9	8.5	8.8	8.9	8.8	9.1
Base n=	1099	568	531	321	322	237	128	91

# Satisfaction with the safety and security when travelling on Light Rail

Overall satisfaction with the safety and security when travelling on Light Rail remains high with 90% of Light Rail users reporting they are satisfied. Despite this, in September 2022 there is a significant decrease in Light Rail users who report they are very satisfied (60%) with the safety and security.



# Satisfaction with the safety and security when travelling on Light Rail

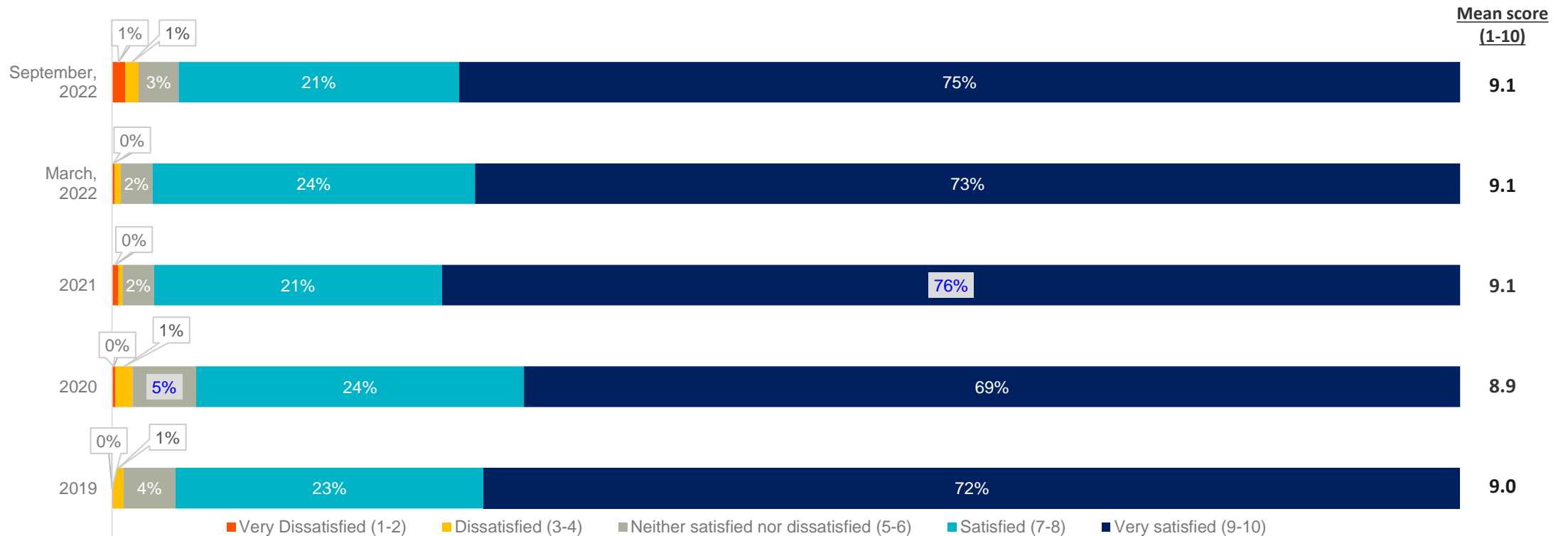
Satisfaction with the safety and security when travelling on Light Rail remains high and consistent across all demographic categories.

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very Satisfied (9-10)	60%	58%	63%	54%	61%	63%	64%	70%
Satisfied (7-8)	29%	32%	27%	33%	31%	25%	29%	23%
Neither satisfied nor dissatisfied (5-6)	7%	7%	8%	9%	6%	8%	4%	4%
Dissatisfied (3-4)	2%	3%	2%	2%	2%	3%	2%	0%
Very dissatisfied (1-2)	1%	1%	1%	1%	1%	0%	2%	2%
Mean score (1-10)	8.6	8.6	8.7	8.5	8.6	8.7	8.8	9.0
Base n=	1099	568	531	321	322	237	128	91

CQ2. How dissatisfied or satisfied are you with 'safety and security when travelling on Light Rail'?  
 Base: All respondents September 2022 n=1099  
 Significantly higher than other groups (i.e. cell vs. not-cell)  
 Significantly lower than other groups

# Satisfaction with the reliability of Light Rail

Remaining consistent with previous waves of research, Light Rail users' overall satisfaction with the reliability of Light Rail is very high (95%). September 2022 has seen a slight increase from March 2022 in Light Rail users reporting they are very satisfied with the reliability (75% and 73%, respectively).





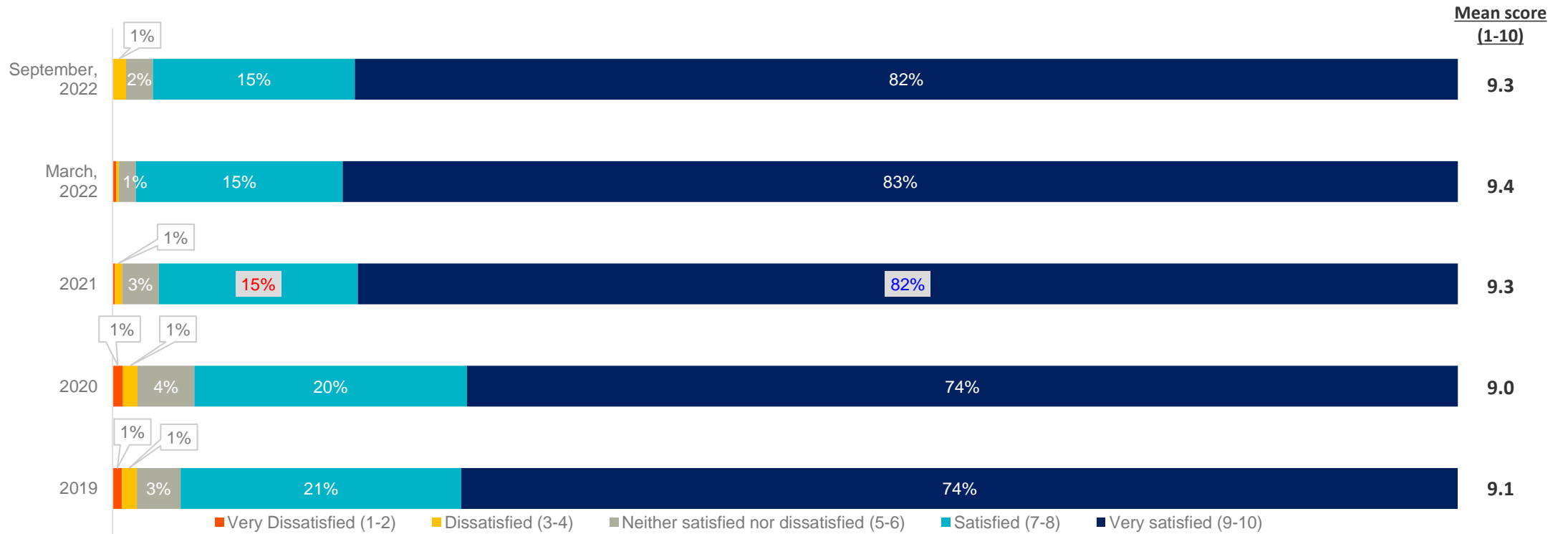
## Satisfaction with the reliability of Light Rail

Satisfaction with the reliability of Light Rail in terms of it departing and arriving on time is quite consistent across all demographic groups. However, respondents aged 16-24 have a significantly lower average (8.8) than other demographic groups and those aged 65 and over have a significantly higher average (9.4).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very Satisfied (9-10)	75%	74%	76%	68%	76%	76%	78%	84%
Satisfied (7-8)	21%	21%	20%	24%	20%	21%	20%	15%
Neither satisfied nor dissatisfied (5-6)	3%	4%	3%	6%	4%	2%	1%	0%
Dissatisfied (3-4)	1%	1%	1%	1%	0%	1%	2%	0%
Very dissatisfied (1-2)	1%	1%	1%	0%	1%	1%	0%	1%
Mean score (1-10)	9.1	9.0	9.1	8.8	9.1	9.1	9.2	9.4
Base n=	1099	568	531	321	322	237	128	91

# Satisfaction with ease of using Light Rail

Light Rail users reporting they are very satisfied with the ease of using Light Rail remains consistent with March 2022 findings, with 82% of Light Rail users reporting they are very satisfied. Overall satisfaction decreased slightly in September 2022, with 96% of Light Rail users reporting they are either satisfied or very satisfied.



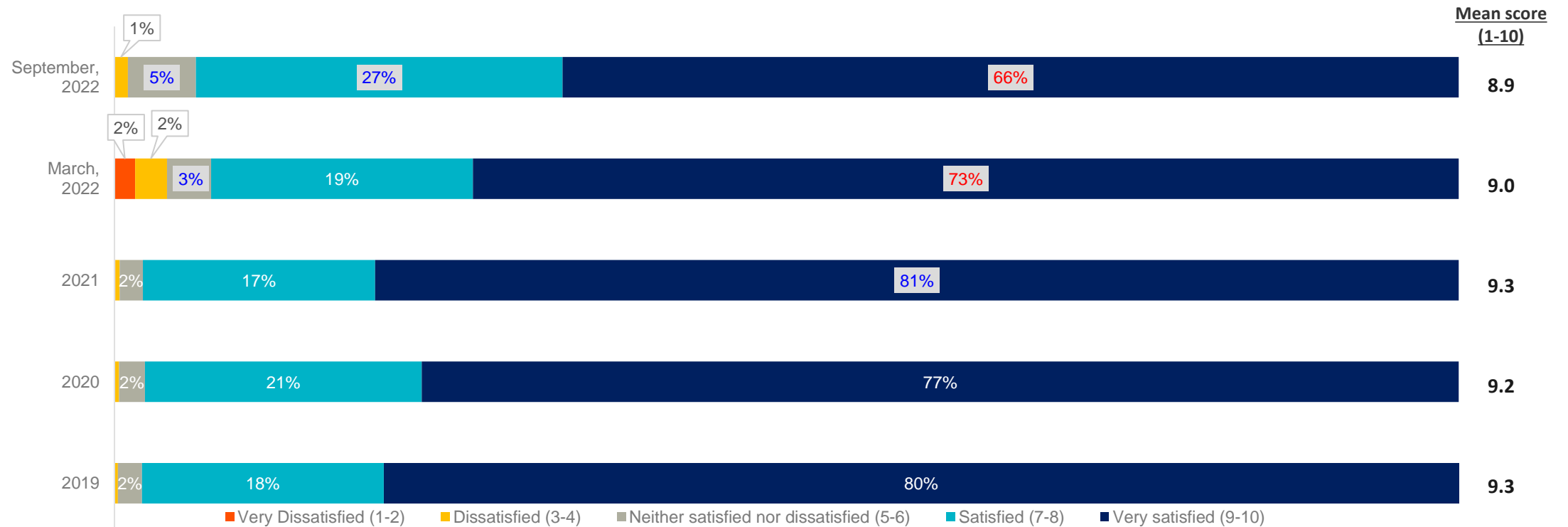
## Satisfaction with ease of using Light Rail

Overall, the satisfaction with the ease of using Light Rail is very high across with no significant differences amongst demographic groups.

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very Satisfied (9-10)	82%	81%	82%	80%	81%	84%	83%	84%
Satisfied (7-8)	15%	15%	15%	17%	15%	12%	14%	13%
Neither satisfied nor dissatisfied (5-6)	2%	3%	2%	3%	3%	3%	0%	2%
Dissatisfied (3-4)	1%	1%	<1%	0%	1%	1%	2%	0%
Very dissatisfied (1-2)	<1%	1%	<1%	<1%	1%	<1%	1%	1%
Mean score (1-10)	9.3	9.3	9.3	9.3	9.3	9.4	9.3	9.4
Base n=	1099	568	531	321	322	237	128	91

## Satisfaction with cleanliness on board Light Rail and at the stops

Results in September 2022 continue to show a significant decrease in respondents reporting they are very satisfied with the cleanliness on board Light Rail and at the stops (66%). Despite this decrease, overall satisfaction remains very high (94%) and a directional increase from March 2022 (93%) is observed.



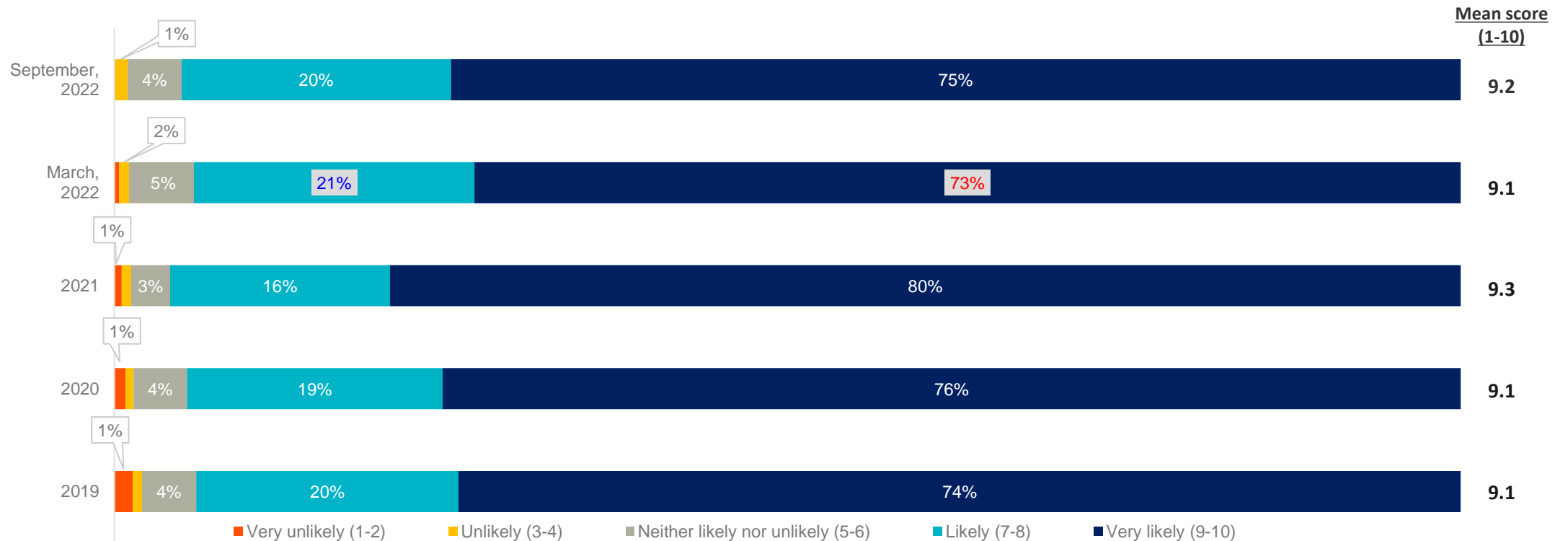
## Satisfaction with cleanliness on board Light Rail and at the stops

Satisfaction with cleanliness on board Light Rail and at the stops is high across all demographic groups. Those aged 16-24 (58%) are significantly less likely to report they are very satisfied and those aged 65 and over (81%) are significantly more likely to report they are very satisfied.

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very Satisfied (9-10)	66%	67%	66%	58%	65%	69%	77%	81%
Satisfied (7-8)	27%	27%	27%	32%	30%	26%	21%	18%
Neither satisfied nor dissatisfied (5-6)	5%	5%	6%	10%	5%	4%	2%	0%
Dissatisfied (3-4)	1%	1%	1%	1%	<1%	<1%	1%	0%
Very dissatisfied (1-2)	<1%	<1%	<1%	0%	<1%	<1%	0%	1%
Mean score (1-10)	8.9	8.9	8.9	8.6	8.9	9.0	9.1	9.4
Base n=	1099	568	531	321	322	237	128	91

## Likelihood of recommending Light Rail to friends and family

Consistent with previous waves of research, 94% of respondents report they are likely to recommend Light Rail to their friends and family. While not significant, there is however a directional increase in the proportion of respondents who are very likely to recommend Light Rail in September 2022 (75%) compared with March 2022 (73%).



## Likelihood of recommending Light Rail to friends and family

Respondents report consistently high likelihood of recommending Light Rail to friends and family across both gender and age demographics. However, those aged 35-49 (9.4) and 65 and over (9.6) have significantly higher average scores than other demographic groups and those aged 16-24 (8.8) have significantly lower average scores than other demographic groups.

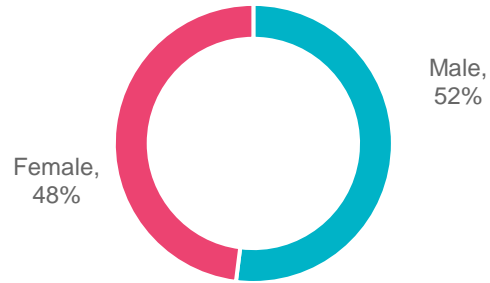
	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very likely (9-10)	75%	73%	78%	66%	75%	79%	84%	89%
Likely (7-8)	20%	21%	18%	24%	22%	19%	12%	11%
Neither likely nor unlikely (5-6)	4%	4%	3%	8%	3%	2%	2%	0%
Unlikely (3-4)	1%	1%	1%	2%	<1%	<1%	0%	0%
Very unlikely (1-2)	<1%	<1%	1%	1%	0%	0%	2%	0%
Mean score (1-10)	9.2	9.1	9.2	8.8	9.2	9.4	9.3	9.6
Base n=	1099	568	531	321	322	237	128	91

# Appendix: Demographics and questionnaire

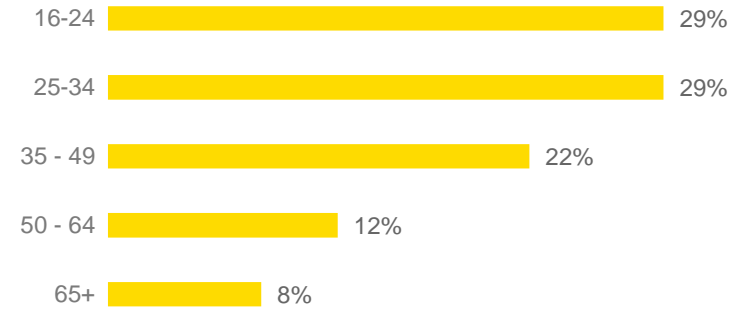


# Respondent profile

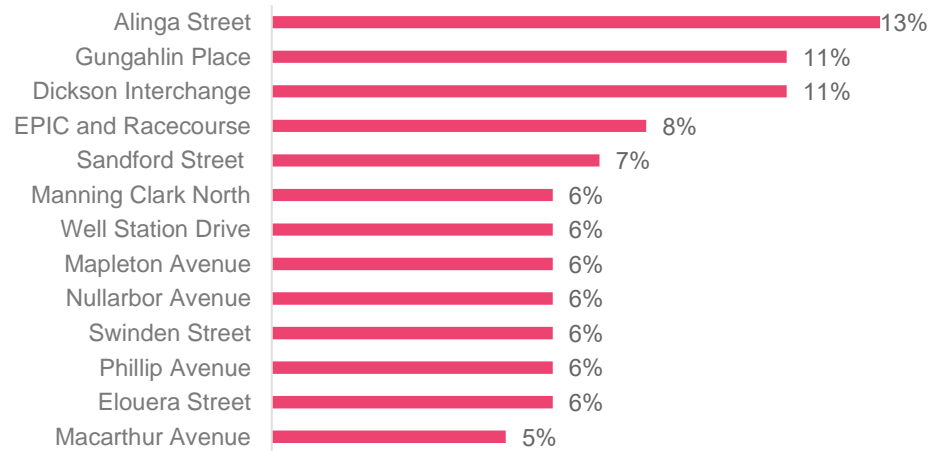
Gender



Age groups



Most recent stop



Date of interview (September)

