



Canberra Light Rail Customer Satisfaction Survey

Canberra Metro Operations



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Executive Summary

- Three quarters (75%) use the Light Rail at least weekly.
 - » Almost half of participants are very frequent users of the Light Rail (43% using it 5-7 days per week).
- The most common purpose for using the Light Rail is for work (35%).
- More than one in two walk to their Light Rail stop (57%).
- Satisfaction is high across customer service, punctuality, safety and security, ease of use and cleanliness.
 - » Cleanliness (98% satisfied or very satisfied).
 - » Punctuality (95% satisfied or very satisfied).
 - » Ease of use (94% satisfied or very satisfied).
 - » Safety and security (93% satisfied or very satisfied).
 - » Customer service (89% satisfied or very satisfied).
- Likelihood to recommend the Light Rail to friends or family is also high, with three in four being very likely to recommend (76%) and 19% being likely to recommend (95% overall).





Methodology

- Colmar Brunton partnered with Q&A Research to deliver the CMET Customer Satisfaction Survey:
 - » Colmar Brunton 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 completed using iPads on board the Light Rail via intercepts
- n=1,185 total responses
- LOI was 3.5 minutes
- Fieldwork was conducted from 14th February 2020 – 27th February 2020, between all hours of operation and across different stops



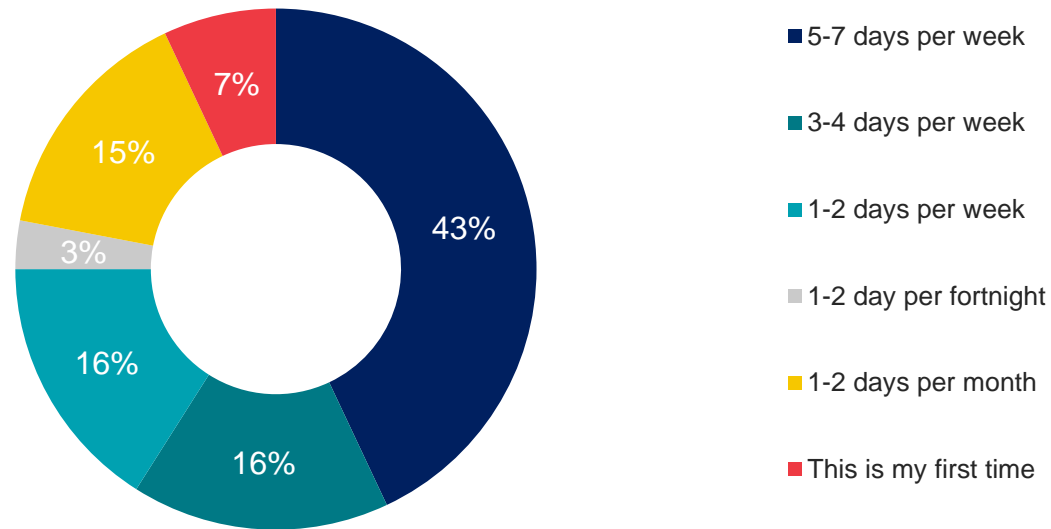


Light Rail usage



Frequency of Light Rail use

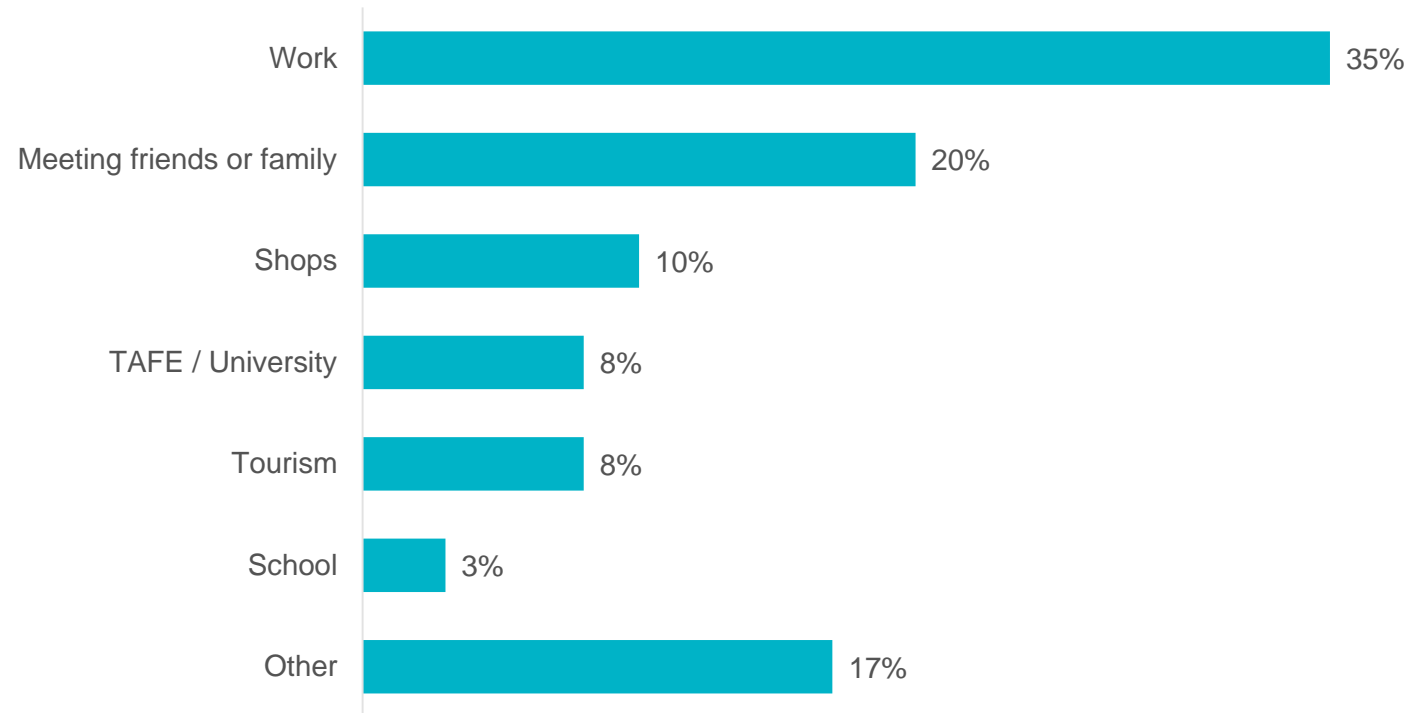
Three in four (75%) use the Light Rail at least weekly. Just under half (43%) of participants are frequent users, using the Light Rail 5-7 days per week. Few participants (7%) reported this was their first time using the Light Rail on the day of the interview.



Q2. How frequently do you use Light Rail?
Base: All participants (n=1,185)

➤➤➤ Main purpose of Light Rail journey

Participants frequently cited travelling on the Light Rail for work purposes, with more than one third reporting to do so (35%). This was followed by one in five (20%) using the service to meet friends or family.

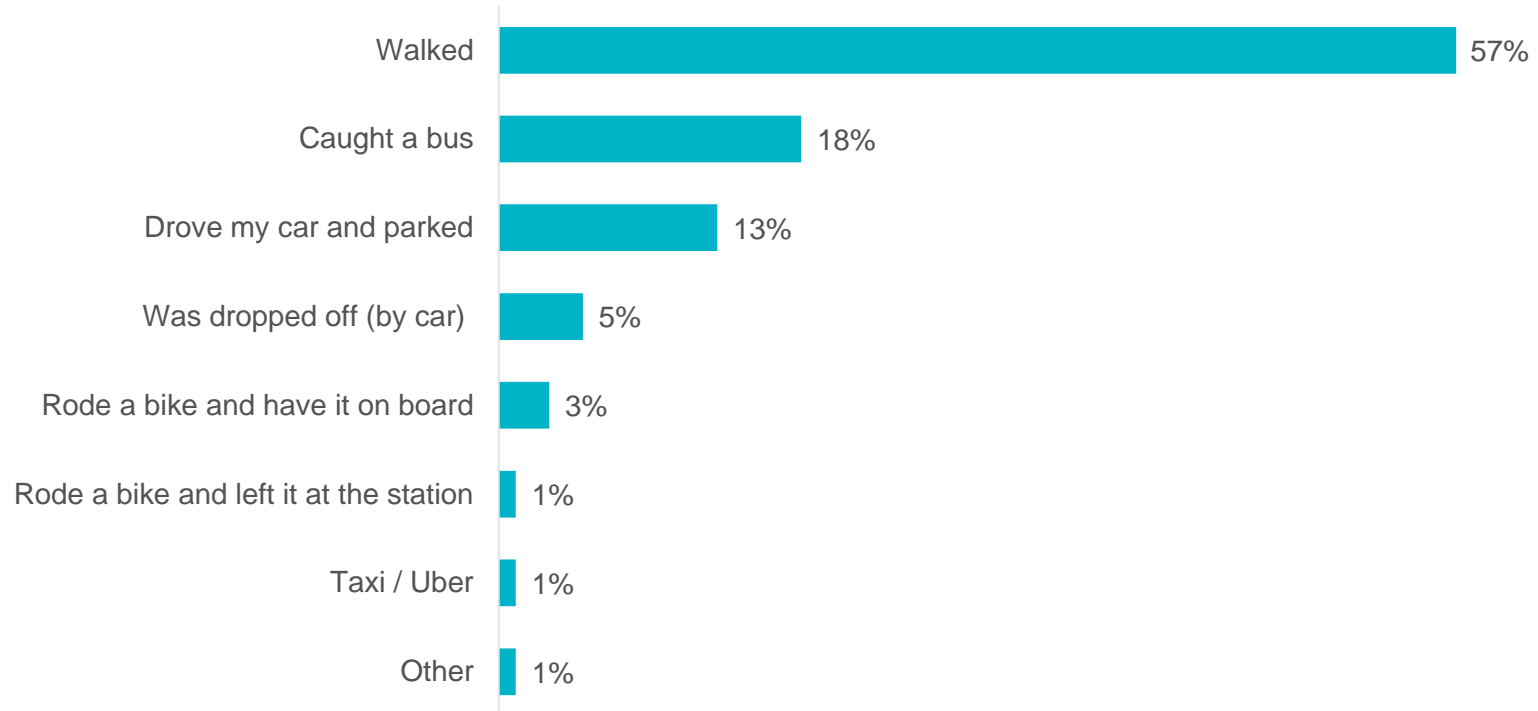


Q3. What is the main purpose of your journey today?
Base: All participants (n=1,185)



Transport method taken to get to Light Rail stop

Around three in five (57%) walked to their Light Rail stop.



Q4. How did you get to the stop today?
Base: All participants (n=1,185)



Satisfaction with Light Rail and
likelihood to recommend



Satisfaction with the customer service of Light Rail staff



Satisfaction with the customer service of Light Rail staff was high, with three in five (60%) participants *very satisfied*, and just under one third (29%) *satisfied* with the customer service of Light Rail staff. Those aged 65+ (73%) and those travelling to the shops (74%) were more likely to be *very satisfied*.



Q5. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the customer service of Light Rail staff?

Base: All participants (n=1,185)



Satisfaction with the customer service of Light Rail staff (by demographics and purpose of journey)

	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very satisfied (9-10)	60%	55%	64%	57%	59%	58%	59%	73%	55%	52%	60%	74%	58%	64%	62%
Satisfied (7-8)	29%	33%	26%	29%	31%	31%	29%	19%	37%	32%	32%	19%	30%	15%	24%
Neither satisfied nor dissatisfied (5-6)	10%	11%	9%	12%	9%	10%	8%	8%	6%	16%	8%	5%	10%	22%	13%
Dissatisfied (3-4)	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%	1%	2%	0%	0%
Very dissatisfied (1-2)	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%	0%	1%	0%	0%	2%
Mean score (1-10)	8.58	8.44	8.72	8.48	8.55	8.53	8.54	9.07	8.57	8.39	8.65	9.02	8.54	8.41	8.52
Base: n=	1185	571	614	287	320	272	180	126	420	31	100	121	240	96	204

Q5. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the customer service of Light Rail staff?
Base: All participants (n=1,185)

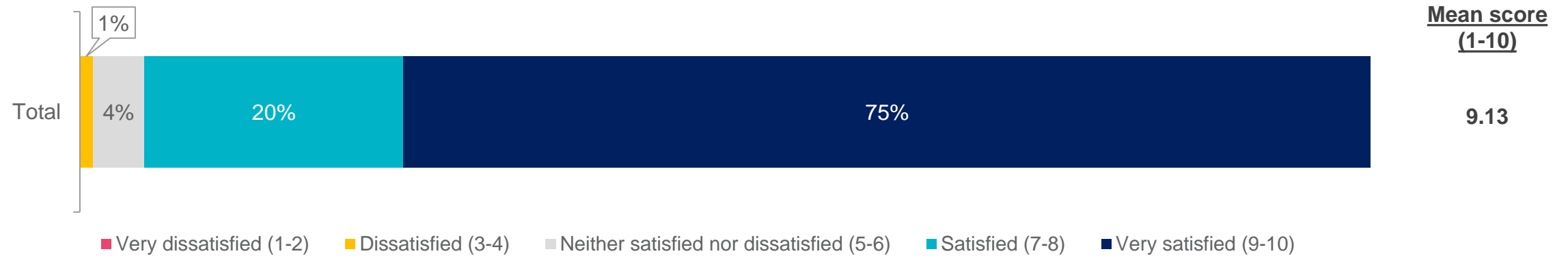
Significantly **higher** than Total at 95% confidence interval
Significantly **lower** than Total at 95% confidence interval



Satisfaction with the punctuality of Light Rail



Satisfaction with the punctuality of the Light Rail was high, with 95% reporting some level of satisfaction. Four in five (75%) reported being *very satisfied* with the Light Rail's punctuality. Respondents aged 65+ were more likely to be *very satisfied* (90%).



Q6. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the 'reliability of Light Rail in terms of it departing and arriving on time?'

Base: All participants (n=1,185)



Satisfaction with the punctuality of Light Rail (by demographics and purpose of journey)

	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very satisfied (9-10)	75%	75%	76%	74%	71%	72%	81%	90%	75%	65%	64%	84%	74%	69%	83%
Satisfied (7-8)	20%	21%	20%	22%	23%	22%	16%	10%	22%	26%	30%	10%	21%	27%	14%
Neither satisfied nor dissatisfied (5-6)	4%	4%	3%	4%	5%	5%	2%	0%	3%	10%	5%	5%	4%	4%	2%
Dissatisfied (3-4)	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	1%	1%	0%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
<i>Mean score (1-10)</i>	9.13	9.10	9.17	9.12	9.01	9.01	9.23	9.60	9.09	8.87	8.78	9.31	9.12	9.09	9.35
Base: n=	1185	571	614	287	320	272	180	126	420	31	100	121	240	96	204

Q6. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the 'reliability of Light Rail in terms of it departing and arriving on time?

Base: All participants (n=1,185)

Significantly **higher** than Total at 95% confidence interval

Significantly **lower** than Total at 95% confidence interval



Satisfaction with safety and security when travelling on Light Rail



Most participants reported satisfaction in regards to safety and security whilst travelling on the Light Rail (24% *satisfied*, 69% *very satisfied*). Again, those aged 65+ (83%) and those travelling to the shops (79%) are more likely to be *very satisfied*.



Q7. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with safety and security when travelling on Light Rail?

Base: All participants (n=1,185)



Satisfaction with safety and security when travelling on Light Rail (by demographics and purpose of journey)

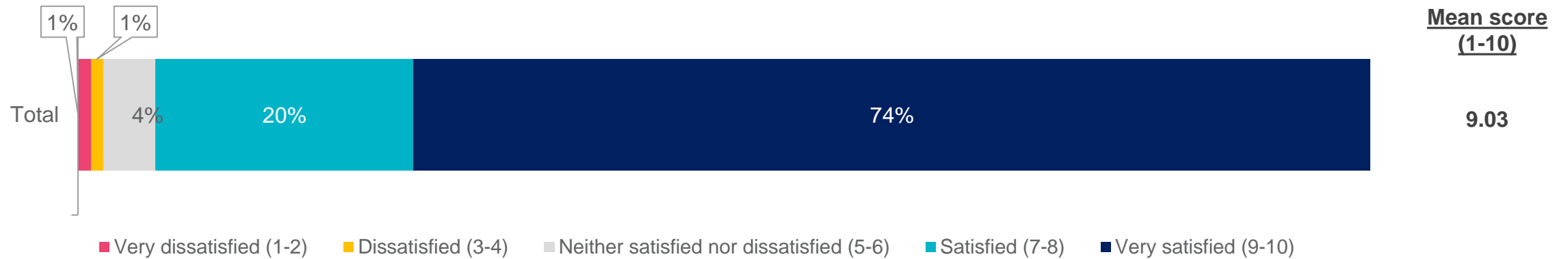
	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very satisfied (9-10)	69%	68%	71%	70%	68%	66%	67%	83%	63%	68%	66%	79%	72%	79%	72%
Satisfied (7-8)	24%	26%	23%	25%	25%	26%	27%	13%	29%	23%	32%	17%	20%	19%	23%
Neither satisfied nor dissatisfied (5-6)	5%	5%	5%	4%	5%	7%	3%	3%	6%	10%	2%	2%	5%	2%	4%
Dissatisfied (3-4)	1%	1%	1%	1%	2%	0%	2%	1%	1%	0%	0%	2%	3%	0%	1%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Mean score (1-10)	8.94	8.92	8.96	9.05	8.82	8.86	8.86	9.35	8.77	8.81	8.98	9.14	8.95	9.35	8.99
Base: n=	1185	571	614	287	320	272	180	126	420	31	100	121	240	96	204

Q7. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with safety and security when travelling on Light Rail?
 Base: All participants (n=1,185)

Significantly **higher** than Total at 95% confidence interval
 Significantly **lower** than Total at 95% confidence interval

➤➤➤ Satisfaction with the ease of using Light Rail

Satisfaction with the ease of using the Light Rail was high, with 94% overall satisfaction. Three in four (74%) were *very satisfied* and one in five were *satisfied* (20%). Those travelling to TAFE/ University (62%) are less likely to be *very satisfied*.



Q8. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the ease of using Light Rail?
Base: All participants (n=1,185)



Satisfaction with the ease of using Light Rail (by demographics and purpose of journey)

	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very satisfied (9-10)	74%	72%	75%	75%	71%	67%	80%	83%	70%	81%	62%	82%	73%	81%	78%
Satisfied (7-8)	20%	22%	19%	21%	22%	26%	14%	11%	24%	16%	33%	15%	19%	15%	15%
Neither satisfied nor dissatisfied (5-6)	4%	4%	5%	4%	4%	6%	3%	4%	4%	3%	5%	2%	5%	4%	4%
Dissatisfied (3-4)	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	0%	1%	2%	0%	2%
Very dissatisfied (1-2)	1%	1%	1%	0%	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	0%
<i>Mean score (1-10)</i>	9.03	9.00	9.06	9.11	8.97	8.81	9.13	9.36	8.91	9.16	8.82	9.36	8.95	9.35	9.11
Base: n=	1185	571	614	287	320	272	180	126	420	31	100	121	240	96	204

Q8. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the ease of using Light Rail?

Base: All participants (n=1,185)

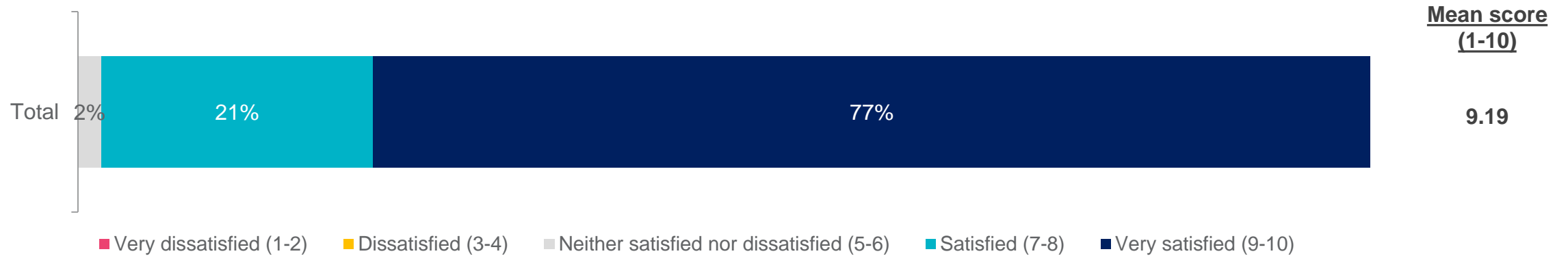
Significantly **higher** than Total at 95% confidence interval

Significantly **lower** than Total at 95% confidence interval



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

Satisfaction with the cleanliness onboard the Light Rail and at stops was extremely high; almost all participants were satisfied (98%). Almost three in four reported being *very satisfied* (77%) and one in five reported *satisfaction* (21%). Respondents aged 65+ (88%) and those travelling to the shops (88%) were more likely to report being *very satisfied*.



Q9. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the cleanliness on board the Light Rail vehicle and at the stops?

Base: All participants (n=1,185)



Satisfaction with the cleanliness on board Light Rail and at the stops (by demographics and purpose of journey)

	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very satisfied (9-10)	77%	76%	79%	75%	75%	76%	77%	88%	74%	68%	70%	88%	79%	81%	77%
Satisfied (7-8)	21%	22%	19%	21%	21%	22%	23%	12%	24%	29%	25%	12%	17%	19%	21%
Neither satisfied nor dissatisfied (5-6)	2%	2%	2%	3%	3%	1%	0%	0%	1%	3%	5%	1%	3%	0%	1%
Dissatisfied (3-4)	0%	1%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Mean score (1-10)	9.19	9.13	9.25	9.11	9.13	9.18	9.21	9.54	9.14	9.00	8.94	9.53	9.15	9.33	9.25
Base: n=	1185	571	614	287	320	272	180	126	420	31	100	121	240	96	204

Q9. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the cleanliness on board the Light Rail vehicle and at the stops?
Base: All participants (n=1,185)

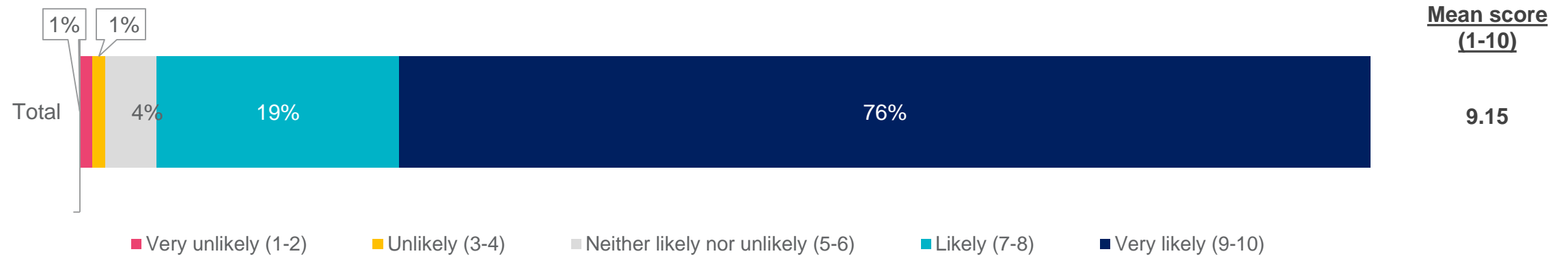
Significantly **higher** than Total at 95% confidence interval
Significantly **lower** than Total at 95% confidence interval



Likelihood of recommending Light Rail to friends or family



Almost all participants would recommend the Light Rail to their friends and family (95% likely). Three in four are *very likely* (76%) and one in five are *likely* (19%). Respondents aged 65+ (87%) and those travelling to the shops (88%) are more likely to be *very satisfied*.



Q10. Using a scale from 1 to 10, where 1 is very unlikely and 10 is very likely, how unlikely or likely are you to recommend Light Rail to your friends or family?

Base: All participants (n=1,185)



Likelihood of recommending Light Rail to friends or family (by demographics and purpose of journey)

	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very likely (9-10)	76%	71%	79%	69%	75%	74%	82%	87%	72%	68%	63%	88%	74%	83%	81%
Likely (7-8)	19%	22%	16%	25%	19%	20%	14%	9%	23%	23%	32%	10%	18%	15%	14%
Neither likely nor unlikely (5-6)	4%	5%	3%	5%	4%	5%	2%	2%	4%	6%	3%	2%	5%	2%	4%
Unlikely (3-4)	1%	1%	1%	0%	1%	0%	1%	1%	0%	3%	0%	0%	2%	0%	0%
Very unlikely (1-2)	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	2%	0%	2%	0%	1%
<i>Mean score (1-10)</i>	<i>9.15</i>	<i>9.01</i>	<i>9.28</i>	<i>8.94</i>	<i>9.11</i>	<i>9.13</i>	<i>9.34</i>	<i>9.48</i>	<i>9.09</i>	<i>8.84</i>	<i>8.80</i>	<i>9.55</i>	<i>9.02</i>	<i>9.55</i>	<i>9.23</i>
Base: n=	1185	571	614	287	320	272	180	126	420	31	100	121	240	96	204

Q10. Using a scale from 1 to 10, where 1 is very unlikely and 10 is very likely, how unlikely or likely are you to recommend Light Rail to your friends or family?
Base: All participants (n=1,185)

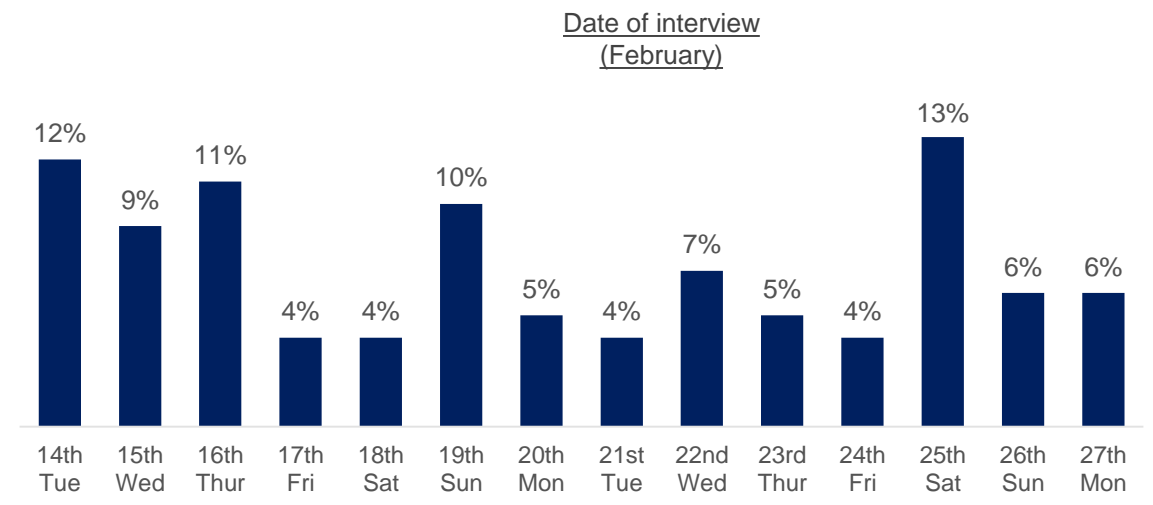
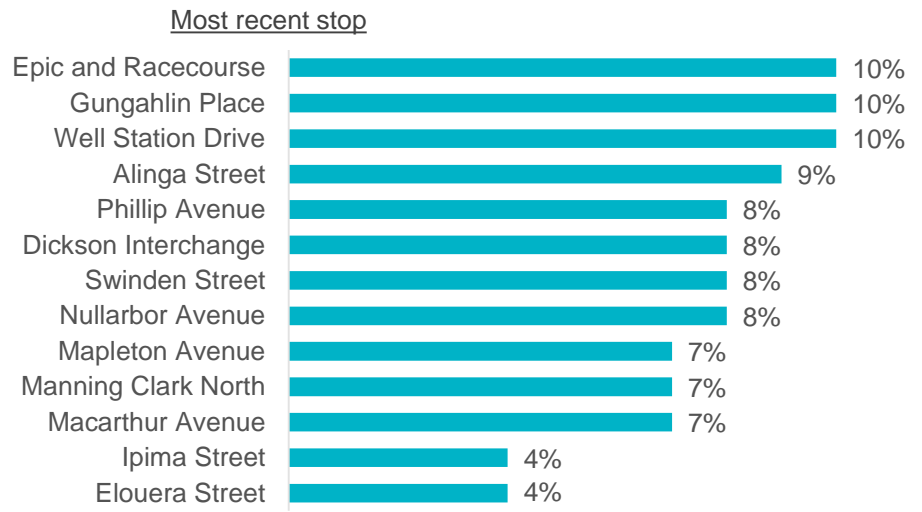
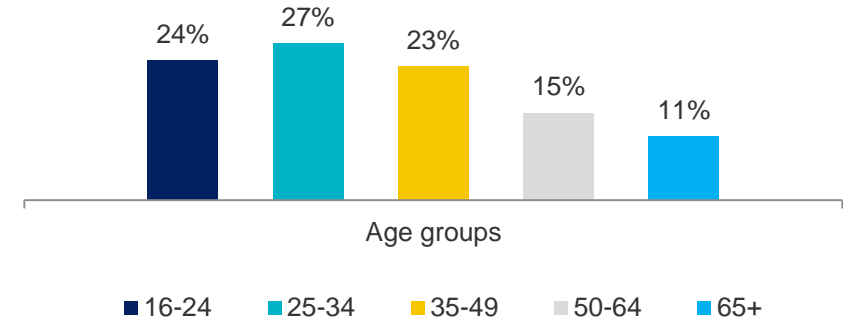
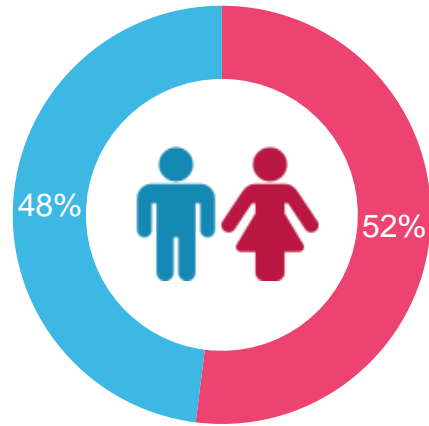
Significantly **higher** than Total at 95% confidence interval
Significantly **lower** than Total at 95% confidence interval



Appendix: Respondent profile and questionnaire



Respondent Profile





Questionnaire

NOTE TO INTERVIEWER:

TEXT IN CAPITALS ARE INSTRUCTIONS
TEXT IN SENTENCE CASE IS THE SCRIPT, WHICH SHOULD BE READ EXACTLY AS WRITTEN

DATE/TIME STAMP RECORDED.

RECORD MOST RECENT STOP.

Gungahlin Place	1	
Manning Clark North	2	
Mapleton Avenue	3	
Nullarbor Avenue	4	
Well Station Drive	5	
Epic and Racecourse	6	
Phillip Avenue	7	
Swinden Street	8	
Dickson Interchange	9	
Macarthur Avenue	10	
Ipima Street	11	
Elouera Street	12	
Alinga Street	13	

RECORD DIRECTION OF TRAVEL

North (toward Gungahlin)	1	
South (toward city)	2	

RECORD GENDER. SR. DO NOT READ.

Male	1	
Female	2	

SCREENER

Q1. Which of the follow age ranges are you in? SR. READ OUT.

Under 16	1	TERMINATE
16-24	2	
25-34	3	
35 - 49	4	
50 - 64	5	
65+	6	

MAIN BODY OF QUESTIONNAIRE

Q2. How frequently do you use Light Rail? SR. DO NOT READ.

This is my first time	1	
1-2 days per month	2	
1-2 day per fortnight	3	
1-2 days per week	4	
3-4 days per week	5	
5-7 days per week	6	

Q3. What is the main purpose of your journey today? MR. DO NOT READ.

Work	1	
School	2	
TAFE / University	3	
Shops	4	
Meeting friends or family	5	
Tourism	6	
Other	7	

Q4. How did you get to the stop today? SR. DO NOT READ.

Walked	1	
Rode a bike and have it on board	2	
Rode a bike and left it at the station	3	
Drove my car and parked	4	
Was dropped off (by car)	5	
Caught a bus	6	
Taxi / Uber	7	
Other	8	

Q5. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the 'customer service of Light Rail staff'? SR.

Q6. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the 'reliability of Light Rail in terms of it departing and arriving on time'... SR.

Q7. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with 'safety and security when travelling on Light Rai'? SR.

Q8. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the 'ease of using Light Rai'? SR.

Q9. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the 'cleanliness on board the Light Rail vehicle and at the stops'? SR.

Q10. Using a scale from 1 to 10, where 1 is very unlikely and 10 is very likely, how unlikely or likely are you to recommend Light Rail to your friends or family? SR.



Thank you