



Canberra Light Rail Customer Satisfaction Survey

Canberra Metro Operations



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August 2019



Executive Summary

- »» Almost half of participants are very frequent users of the Light Rail (45% using it 5-7 days per week).
 - ▶ Just under three quarters (72%) use the Light Rail at least weekly.
- »» The most common purpose for using the Light Rail is for work (36%).
- »» Walking to the Light Rail stop is the most common method of getting there for over half of participants (59%), followed by catching a bus for just under a quarter (23%).
- »» Satisfaction across customer service, reliability, safety and security, ease of use and cleanliness is high.
 - »» Customer service (92% satisfied or very satisfied).
 - »» Punctuality (94% satisfied or very satisfied).
 - »» Safety and security (95% satisfied or very satisfied).
 - »» Cleanliness (98% satisfied or very satisfied).
- »» Likelihood to recommend the Light Rail to friends or family is also high (94%), with three quarters being very likely to recommend (74%) and 20% being likely to recommend.





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 responsible for co-ordinating all aspects of fieldwork
- »» Quantitative questionnaire completed using iPads on board the Light Rail via intercepts
- »» N=1,168 total responses
- »» Fieldwork was conducted from 2nd August 2019 – 15th August 2019, between all hours of operation and across different stops.



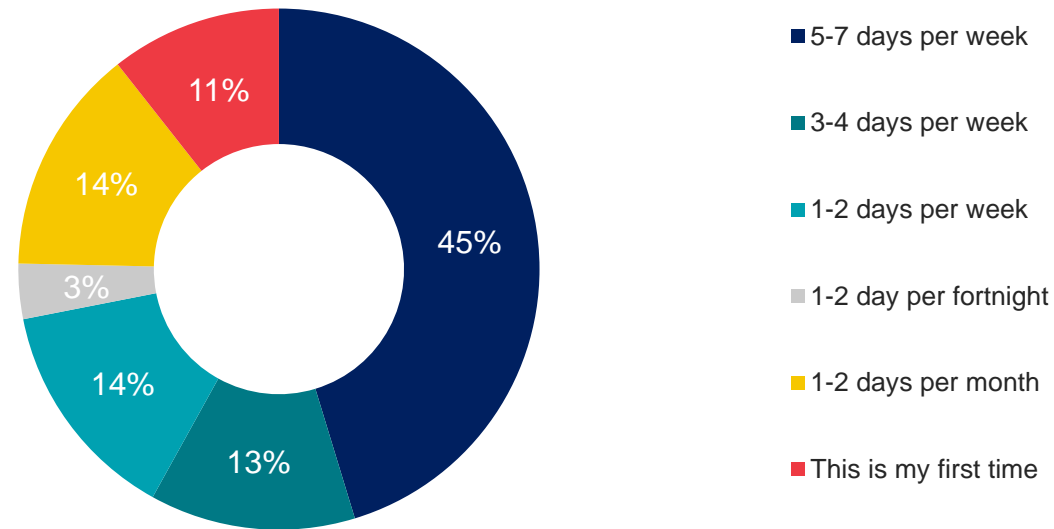


Light Rail usage



Frequency of Light Rail use

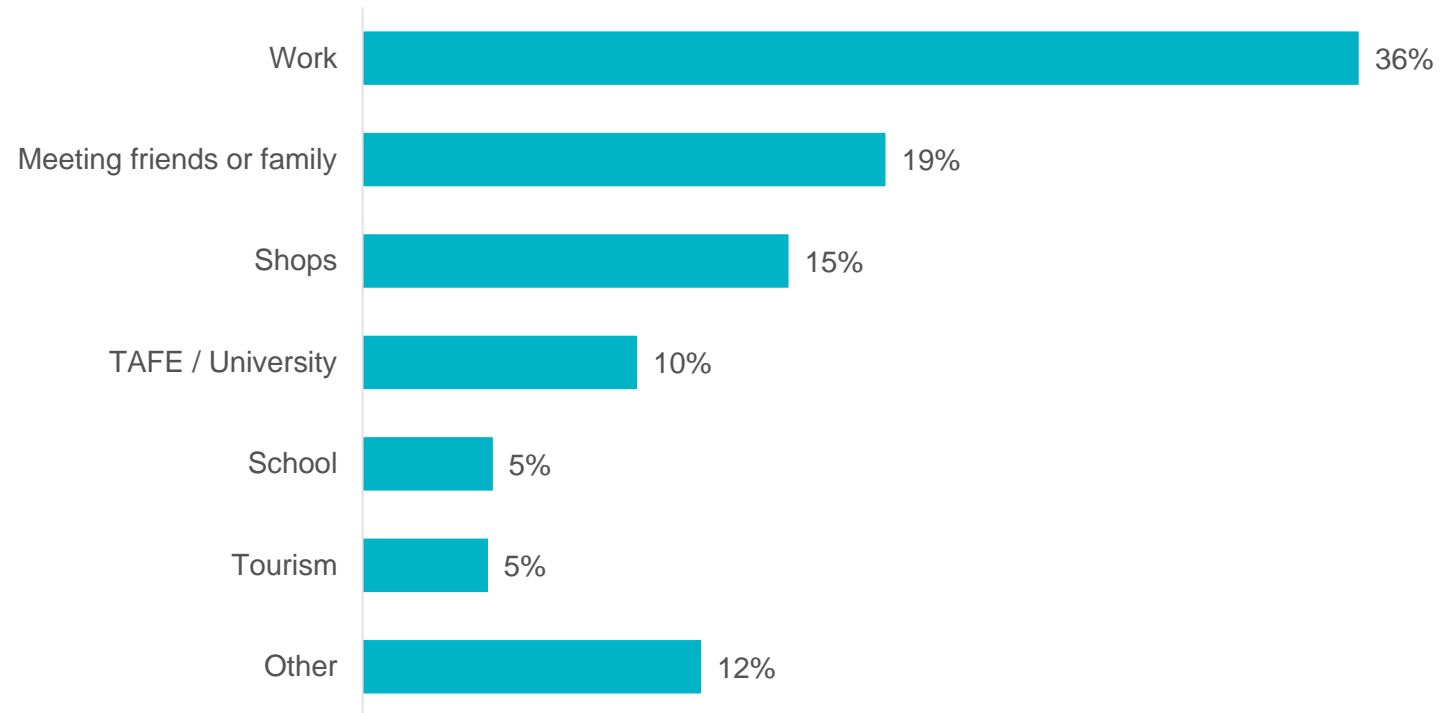
Just under half (45%) of participants are frequent Light Rail users, using the service 5-7 days per week, while around three quarters (72%) use the service at least weekly. Around one in ten (11%) of those interviewed were using the Light Rail for the first time on the day of the interview.



Q2. How frequently do you use Light Rail?
Base: All participants (n=1,168)

➤ Main purpose of Light Rail journey

Over a third (36%) of participants were using the Light Rail for work purposes, followed by around one in five (19%) who were using the service to meet friends or family. The Light Rail was least likely to be being used for school or tourism purposes (5% for both).

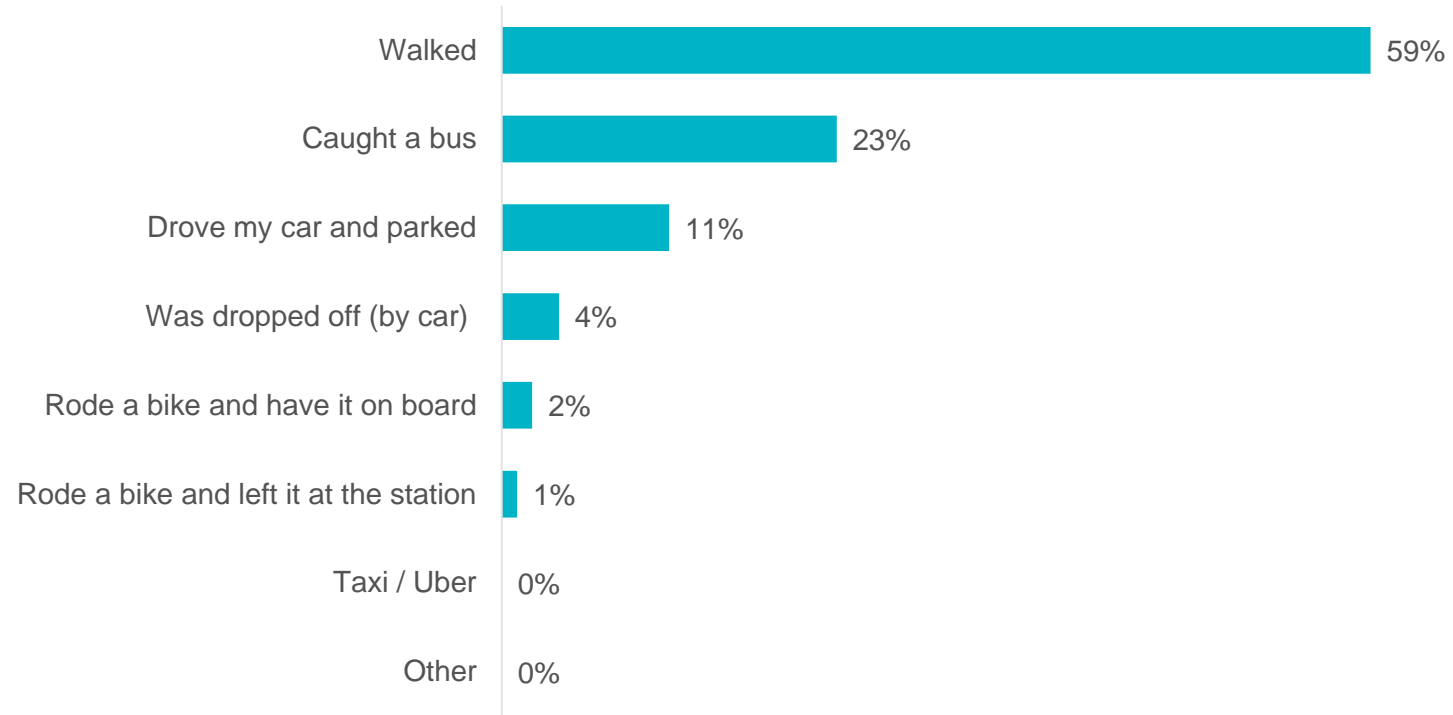


Q3. What is the main purpose of your journey today?
Base: All participants (n=1,168)



Transport method taken to get to Light Rail stop

Over half (59%) of participants walked to the Light Rail stop, followed by around a quarter (23%) who caught the bus.



Q4. How did you get to the stop today?
Base: All participants (n=1,168)



Satisfaction with Light Rail and
likelihood to recommend



Satisfaction with the customer service of Light Rail staff

The vast majority (92%) of participants were satisfied (29%) or very satisfied (63%) with the customer service of light rail staff.



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=1,168)



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

	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)	63%	58%	69%	61%	68%	60%	61%	74%	60%	60%	66%	66%	67%	68%	62%
Satisfied (7-8)	29%	36%	24%	32%	28%	32%	31%	19%	33%	36%	29%	31%	20%	26%	31%
Neither satisfied nor dissatisfied (5-6)	6%	6%	6%	7%	4%	6%	8%	6%	5%	4%	4%	2%	13%	6%	6%
Dissatisfied (3-4)	1%	0%	1%	0%	1%	2%	1%	0%	2%	0%	0%	1%	0%	0%	0%
Very dissatisfied (1-2)	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%
Mean score (1-10)	8.80	8.70	8.90	8.68	8.94	8.74	8.71	9.13	8.71	8.75	8.97	8.99	8.76	8.94	8.78
Base: n=	1168	560	608	342	294	250	170	112	421	55	116	180	221	53	143

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?

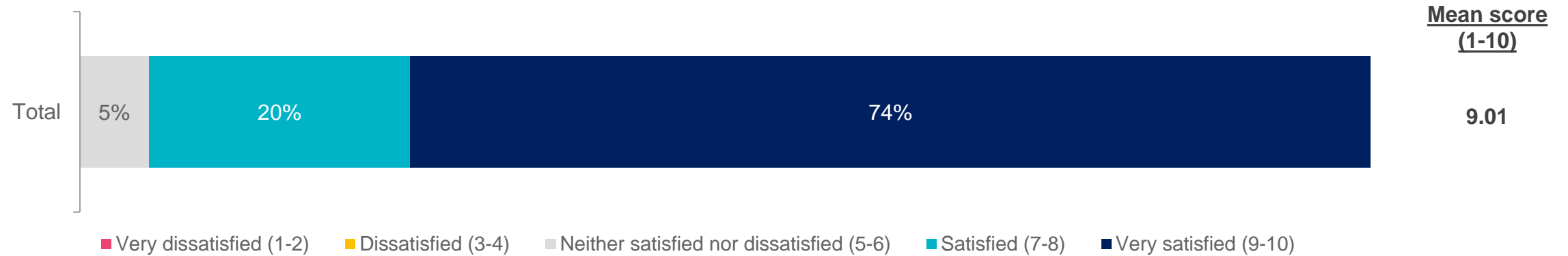
Significantly **higher** than Total
Significantly **lower** than Total



Satisfaction with the reliability of the Light Rail on punctuality



94% of participants were satisfied with the light rail in terms of punctuality, consisting of 20% who were satisfied and around three quarters (74%) of participants who were very satisfied, with <1% participants dissatisfied.



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=1,168)



Satisfaction with the reliability of the Light Rail on punctuality (by demographics)

	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%	71%	76%	73%	72%	70%	75%	88%	72%	65%	73%	79%	79%	74%	69%
Satisfied (7-8)	20%	22%	18%	19%	21%	25%	21%	10%	21%	24%	22%	17%	17%	25%	22%
Neither satisfied nor dissatisfied (5-6)	5%	6%	4%	7%	6%	4%	5%	3%	5%	11%	5%	4%	4%	2%	8%
Dissatisfied (3-4)	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%
<i>Mean score (1-10)</i>	<i>9.01</i>	<i>8.93</i>	<i>9.09</i>	<i>8.99</i>	<i>8.95</i>	<i>8.96</i>	<i>9.00</i>	9.36	<i>8.94</i>	<i>8.75</i>	<i>9.06</i>	<i>9.21</i>	<i>9.14</i>	<i>9.09</i>	<i>8.83</i>
Base: n=	1168	560	608	342	294	250	170	112	421	55	116	180	221	53	143

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?

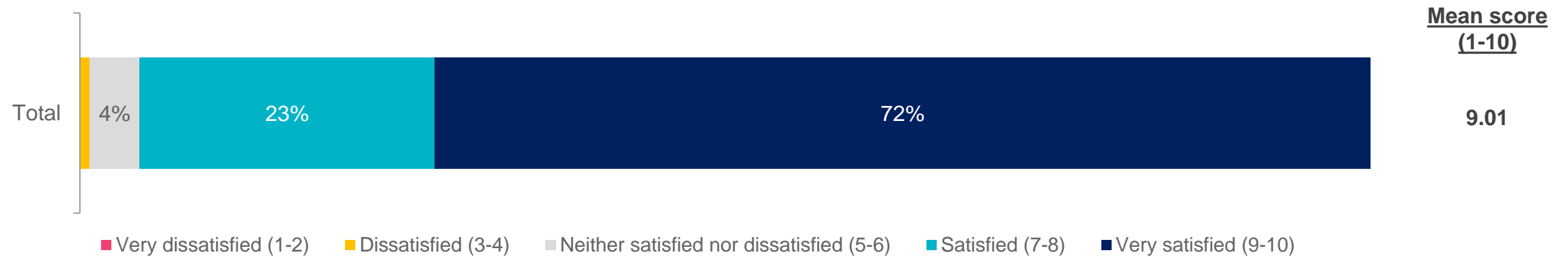
Significantly higher than Total



Satisfaction with safety and security when travelling on Light Rail



The vast majority (95%) of participants were satisfied (23%) or very satisfied (72%) with the safety and security when travelling on Light Rail.



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=1,168)



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

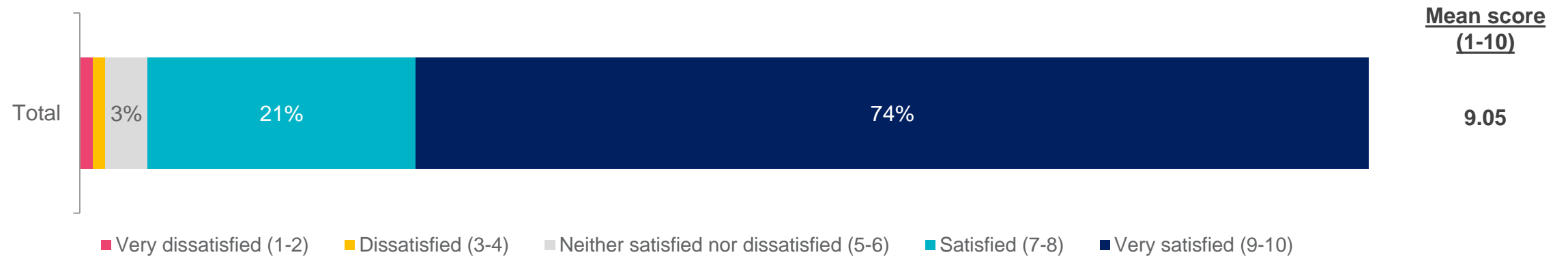
	TOTAL	GENDER		AGE					Purpose of journey						
		Male	Female	16-24	25-34	35-49	50-64	65+	Work	School	TAFE/ University	Shops	Meeting friends or family	Tourism	Other
Very satisfied (9-10)	72%	71%	74%	73%	74%	68%	68%	81%	67%	67%	79%	74%	77%	83%	71%
Satisfied (7-8)	23%	25%	21%	23%	21%	26%	29%	12%	26%	29%	18%	22%	20%	15%	25%
Neither satisfied nor dissatisfied (5-6)	4%	3%	4%	4%	3%	5%	3%	4%	6%	4%	3%	2%	2%	2%	4%
Dissatisfied (3-4)	1%	1%	1%	0%	1%	1%	0%	2%	2%	0%	0%	1%	0%	0%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
<i>Mean score (1-10)</i>	<i>9.01</i>	<i>8.96</i>	<i>9.06</i>	<i>9.08</i>	<i>9.01</i>	<i>8.90</i>	<i>8.96</i>	<i>9.13</i>	8.79	<i>9.02</i>	<i>9.16</i>	<i>9.08</i>	<i>9.19</i>	<i>9.30</i>	<i>9.07</i>
Base: n=	1168	560	608	342	294	250	170	112	421	55	116	180	221	53	143

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?

Significantly **lower** than Total

➤➤➤ Satisfaction with the ease of using Light Rail

Satisfaction levels are high (95%) with the ease of using the Light rail with 21% feeling satisfied and around three quarters (74%) of participants feeling very satisfied with this aspect.



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=1,168)



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



	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%	73%	75%	74%	70%	73%	75%	86%	72%	73%	69%	76%	77%	74%	78%
Satisfied (7-8)	21%	23%	19%	22%	24%	19%	22%	12%	20%	20%	30%	21%	20%	21%	17%
Neither satisfied nor dissatisfied (5-6)	3%	2%	4%	3%	4%	4%	2%	2%	4%	5%	0%	3%	3%	6%	4%
Dissatisfied (3-4)	1%	1%	1%	1%	1%	2%	2%	0%	2%	0%	1%	1%	0%	0%	1%
Very dissatisfied (1-2)	1%	1%	1%	0%	1%	2%	0%	1%	1%	2%	0%	0%	0%	0%	1%
<i>Mean score (1-10)</i>	<i>9.05</i>	<i>9.01</i>	<i>9.09</i>	<i>9.06</i>	<i>9.00</i>	<i>8.89</i>	<i>9.12</i>	<i>9.40</i>	<i>8.90</i>	<i>8.91</i>	<i>9.05</i>	<i>9.14</i>	<i>9.26</i>	<i>9.06</i>	<i>9.12</i>
Base: n=	1168	560	608	342	294	250	170	112	421	55	116	180	221	53	143

Note: No significant differences between subgroups

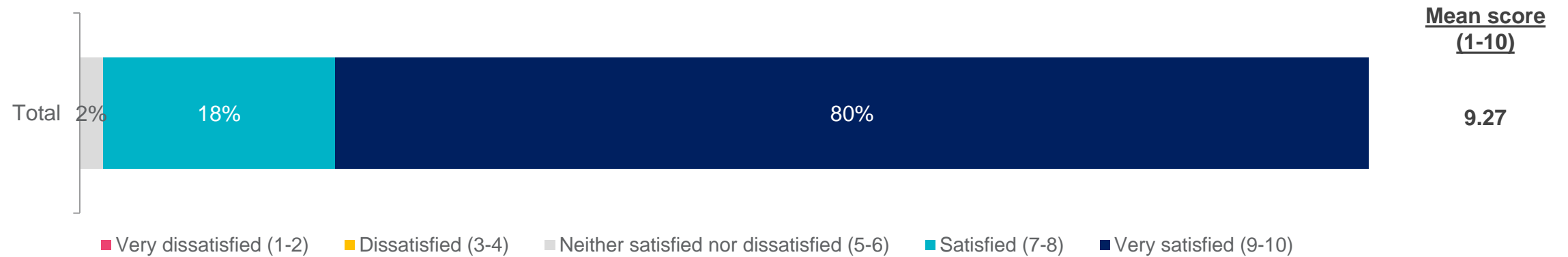
Q8. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the ease of using Light Rail?



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



Almost all participants (98%) were satisfied (18%) or very satisfied (80%) with the cleanliness on board the Light Rail and at the stops, with only 2% being neither satisfied nor dissatisfied.



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=1,168)



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

	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)	80%	79%	81%	78%	78%	78%	83%	91%	76%	76%	80%	83%	85%	87%	80%
Satisfied (7-8)	18%	19%	17%	18%	20%	20%	16%	9%	21%	22%	17%	14%	14%	13%	19%
Neither satisfied nor dissatisfied (5-6)	2%	1%	2%	4%	1%	1%	1%	0%	2%	2%	3%	2%	1%	0%	1%
Dissatisfied (3-4)	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
<i>Mean score (1-10)</i>	<i>9.27</i>	<i>9.22</i>	<i>9.32</i>	<i>9.18</i>	<i>9.27</i>	<i>9.21</i>	<i>9.31</i>	9.62	<i>9.16</i>	<i>9.11</i>	<i>9.28</i>	<i>9.32</i>	<i>9.43</i>	<i>9.55</i>	<i>9.29</i>
Base: n=	1168	560	608	342	294	250	170	112	421	55	116	180	221	53	143

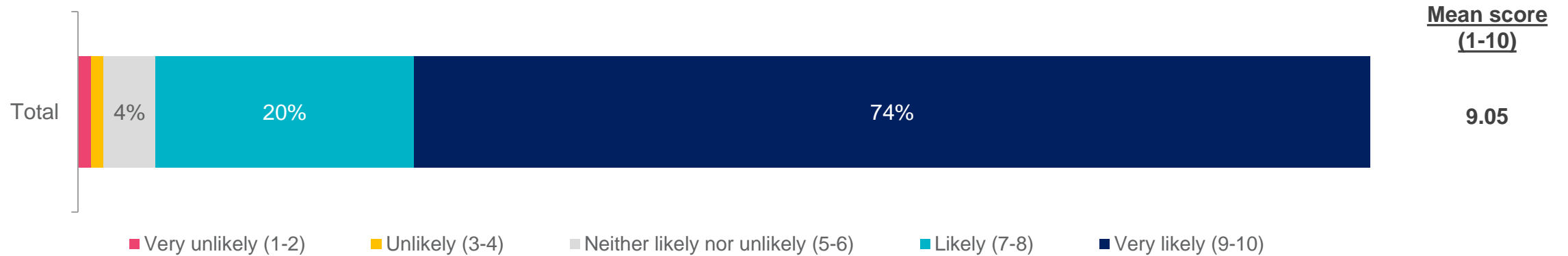
Q9. Using a scale from 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how dissatisfied or satisfied are you with the cleanliness on board the Light Rail vehicle and at the stops?

Significantly higher than Total



Likelihood of recommending Light Rail to friends or family

The vast majority of participants (94%) would be likely (20%) or very likely (74%) to recommend the Light Rail to their friends or family.



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=1,168)



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

	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)	74%	71%	78%	73%	75%	70%	75%	85%	71%	71%	80%	78%	77%	83%	71%
Likely (7-8)	20%	23%	17%	23%	17%	22%	19%	11%	20%	25%	16%	18%	19%	11%	22%
Neither likely nor unlikely (5-6)	4%	5%	3%	3%	5%	5%	3%	3%	5%	2%	3%	4%	4%	4%	3%
Unlikely (3-4)	1%	1%	0%	1%	0%	1%	1%	0%	1%	2%	1%	0%	0%	0%	1%
Very unlikely (1-2)	1%	1%	2%	0%	2%	2%	2%	2%	2%	0%	0%	0%	0%	2%	3%
<i>Mean score (1-10)</i>	<i>9.05</i>	<i>8.93</i>	<i>9.16</i>	<i>9.04</i>	<i>9.00</i>	<i>8.94</i>	<i>9.10</i>	<i>9.40</i>	<i>8.88</i>	<i>9.00</i>	<i>9.23</i>	<i>9.25</i>	<i>9.23</i>	<i>9.34</i>	<i>8.87</i>
Base: n=	1168	560	608	342	294	250	170	112	421	55	116	180	221	53	143

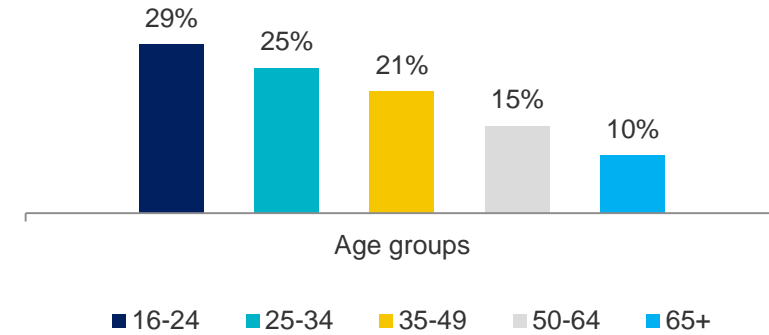
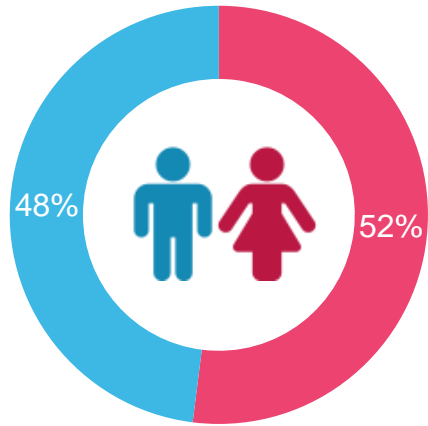
Note: No significant differences between subgroups

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?

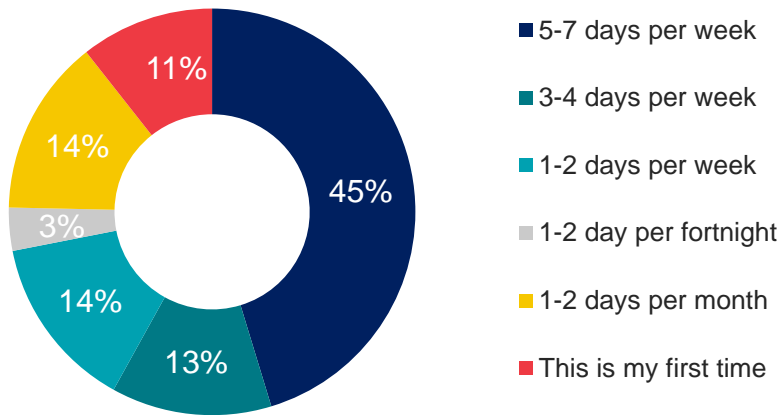


Appendix: Respondent profile and questionnaire

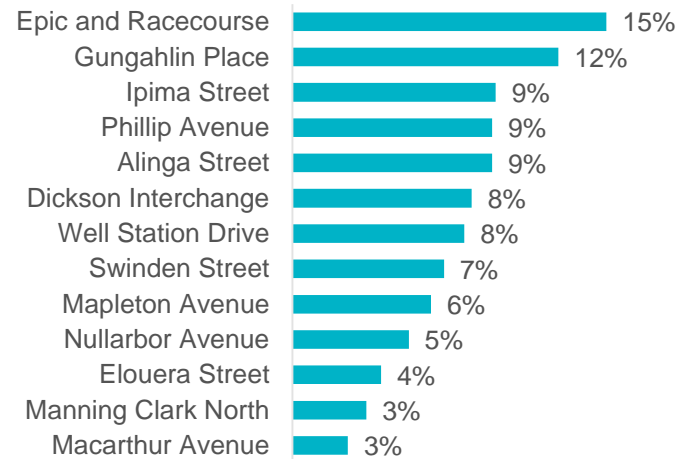
Respondent Profile



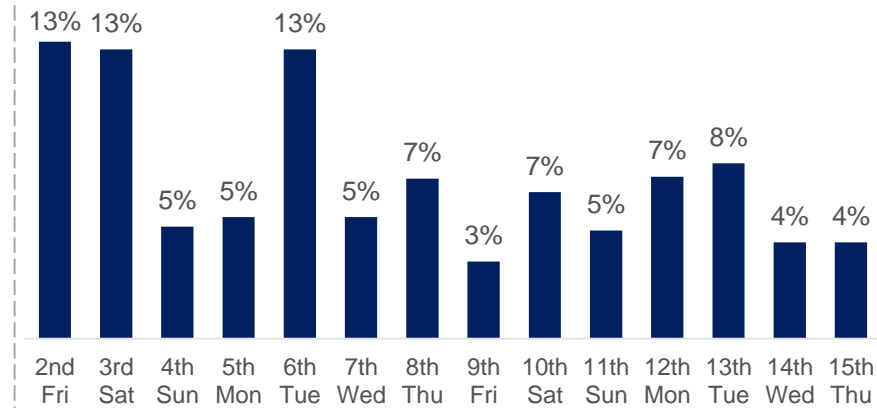
Frequency of travel



Most recent stop



Date of interview (August)





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	
Injura 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 Rail'? 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 Rail'? 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.