

Canberra Light Rail Customer Satisfaction Survey March 2025

Prepared for Canberra Metro Operations

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Executive Summary

Executive Summary

Transport Canberra additional questions

- **Frequency of 'shoulder services':** If services were to increase during shoulder periods, the most preferred time for this to occur would be after the afternoon peak (i.e. from 7-8pm). The key benefits to customers would be flexibility and less crowding.
- **Passenger etiquette:** More than one in four customers would like passenger etiquette messaging to focus on being considerate of others when boarding or exiting the Light Rail.
- **Bus services and future stage 2 service:** Bus services in Gungahlin are in-use to the greatest extent by Light Rail customers as part of their regular commute or journey each day. Similar to August/September 2024 results, customers who use bus services in Woden and Tuggeranong regions are the most highly likely to use the future light rail stage 2.

CMET additional questions

- Based on customers' feedback in August/ September 2024 and March 2025, pedestrians are the clear priority audience for targeting Light Rail safety messaging and campaigns, followed by light rail passengers as a second priority audience.
- The most important message to use for each audience according to customers are:
 - **Pedestrians:** Customers still consider the most important safety message for pedestrians is about avoiding distractions with mobile phones or headphones.
 - **Passengers:** In March 2025, keeping doorways clear and waiting for passengers to exit before boarding has emerged as the most important messaging to target to a passenger-based audience.
 - **E-scooters:** The most important safety message to target e-scooters is consistent with August/ September 2024 results in preference for messaging about never crossing in front of a moving light rail vehicle.
 - **Motorists/ motorbikes:** Customers prefer the messaging about checking twice and don't run the red for targeting a light rail safety campaign for car drivers as well as for motorbike riders.
 - **Cyclists:** In March 2025, keeping doorways clear and waiting for passengers to exit before boarding has emerged as the most important messaging to target to a passenger-based audience.
- Social media remains the main way most customers prefer to receive information and updates on construction of the new light rail and other disruptions or traffic changes.

Executive Summary

- There are some aspects of satisfaction that have decreased compared to August/ September 2024, however all remain well above the benchmark threshold (Performance Target average score of no less than 6.5 is required for the core satisfaction metrics, and the Performance Target average score of no less than 8 for likelihood to recommend to friends and family).
- More specifically when comparing to August/ September 2024 results it is worth acknowledging that despite some decrease in results, overall these scores are still very strong:
 - Ease of use has declined significantly with an average score 9.1 (previously was 9.3) and 95% satisfied or very satisfied (scores 7-10, previously 97%).
 - Reliability average score has continued to decrease significantly to 8.8 (previously was 9.0) however satisfaction is stable (95%).
 - Cleanliness has directionally decreased with an average score 8.6 (previously 8.7) and satisfaction 92% (previously 93% satisfied or very satisfied - scores 7-10). These decreases are not significant.
 - Safety and security has remained stable in terms of the average score 8.6 and 91% satisfaction (satisfied or very satisfied - scores 7-10).
 - Customer service has also remained stable with an average score of 8.5 and directionally improved in terms of satisfaction 89% (previously 88% satisfied or very satisfied - scores 7-10).
- In all instances where satisfaction levels have decreased, further analysis by demographic groups shows the older customers have a pattern of significantly higher levels of satisfaction across most core metrics.
- Likelihood to recommend Light Rail to friends or family remains high and has directionally improved since August/ September 2024, with an average of 9.3 (previously 9.2) and likelihood to recommend 98% (previously 96% overall likely to recommend – scores 7-10).
 - Customers who provided a lower likelihood rating for recommendation (1-7) were asked to explain their reasons for their rating. Most customers described reasons that are not related to the MyWay+ launch in November 2024.

Methodology

Methodology

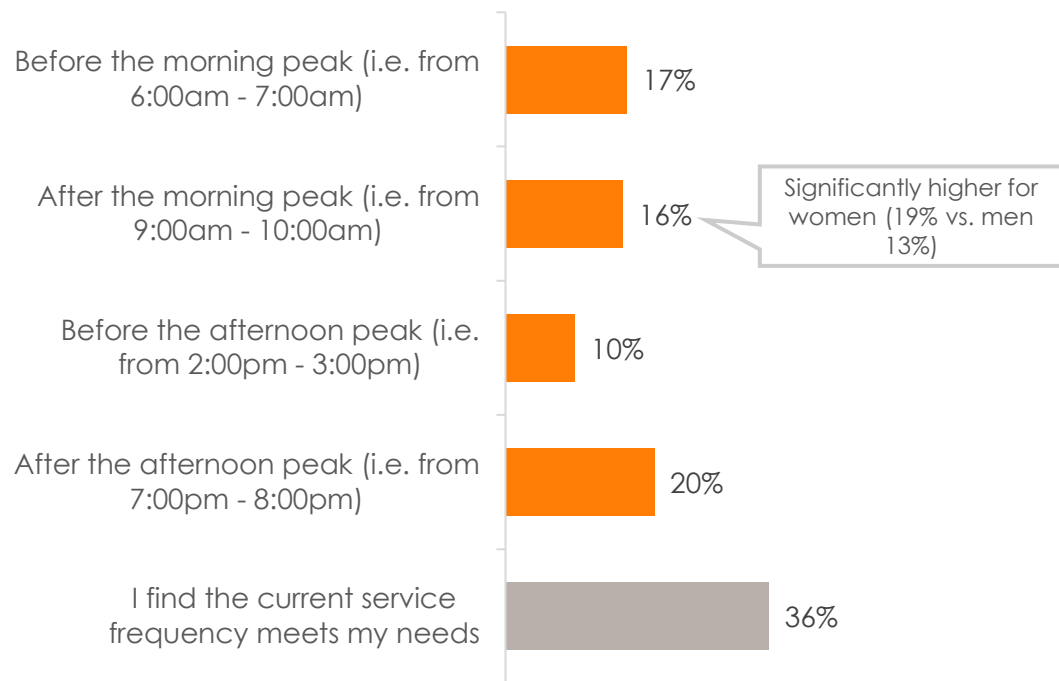
- Verian (formerly Kantar Public) partnered with Q&A Research to deliver the CMET Customer Satisfaction Survey:
 - Verian are CMET's day-to-day contact, leading on all aspects of research design, analysis and reporting. Q&A Research are responsible for co-ordinating all aspects of fieldwork.
- Quantitative questionnaire was completed using iPads on board Light Rail via intercepts .
- n=1,079 total responses.
- Length of interview (LOI) was 5 minutes 52 seconds.
- Fieldwork was conducted from 1 – 13 March 2025, between all hours of operation and across different stops.
- Margin of error was +/-2.98%.
- 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
 - Where data is shown wave on wave for comparison the significance formatting highlights where differences exist in comparison to the previous wave of data collected.
- The project has been 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).
- Data labels of 3% or less may not be shown on charts for ease of legibility.

Transport Canberra additional questions

If services were to increase during shoulder periods, the most preferred time for this to occur would be after the afternoon peak (i.e. from 7-8pm). The key benefits to customers would be flexibility and less crowding.

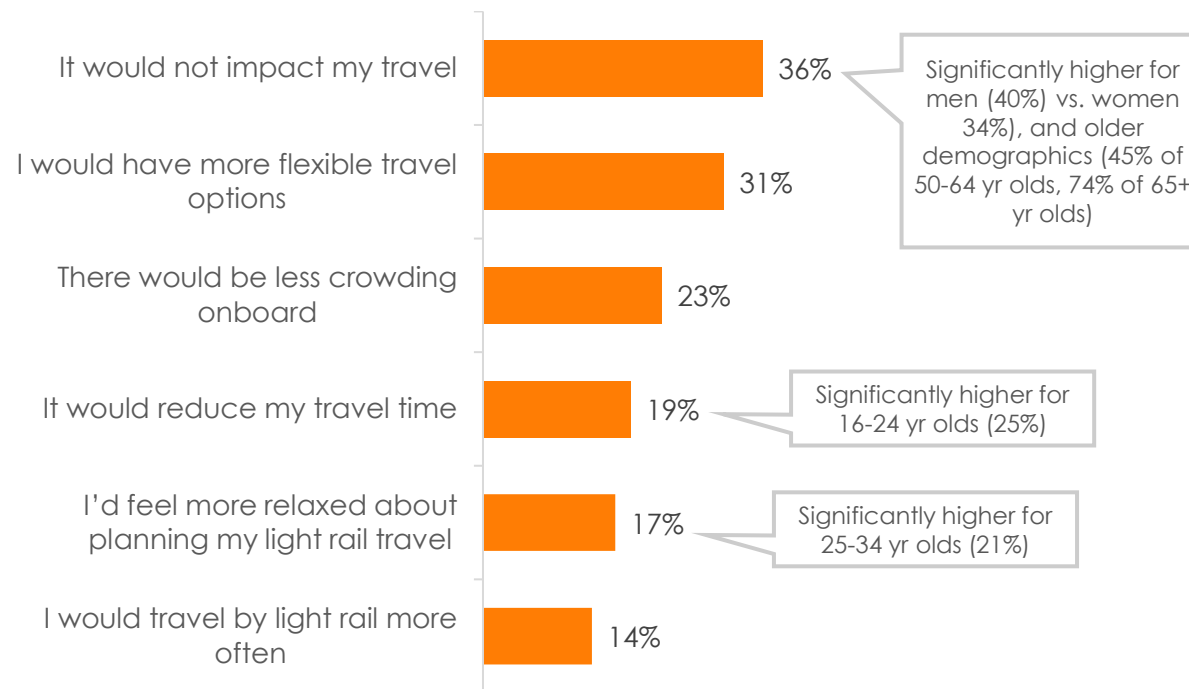
Preferred option for increased services during shoulder periods

March 2025 - Total



Impact of increased shoulder period services

March 2025 - Total



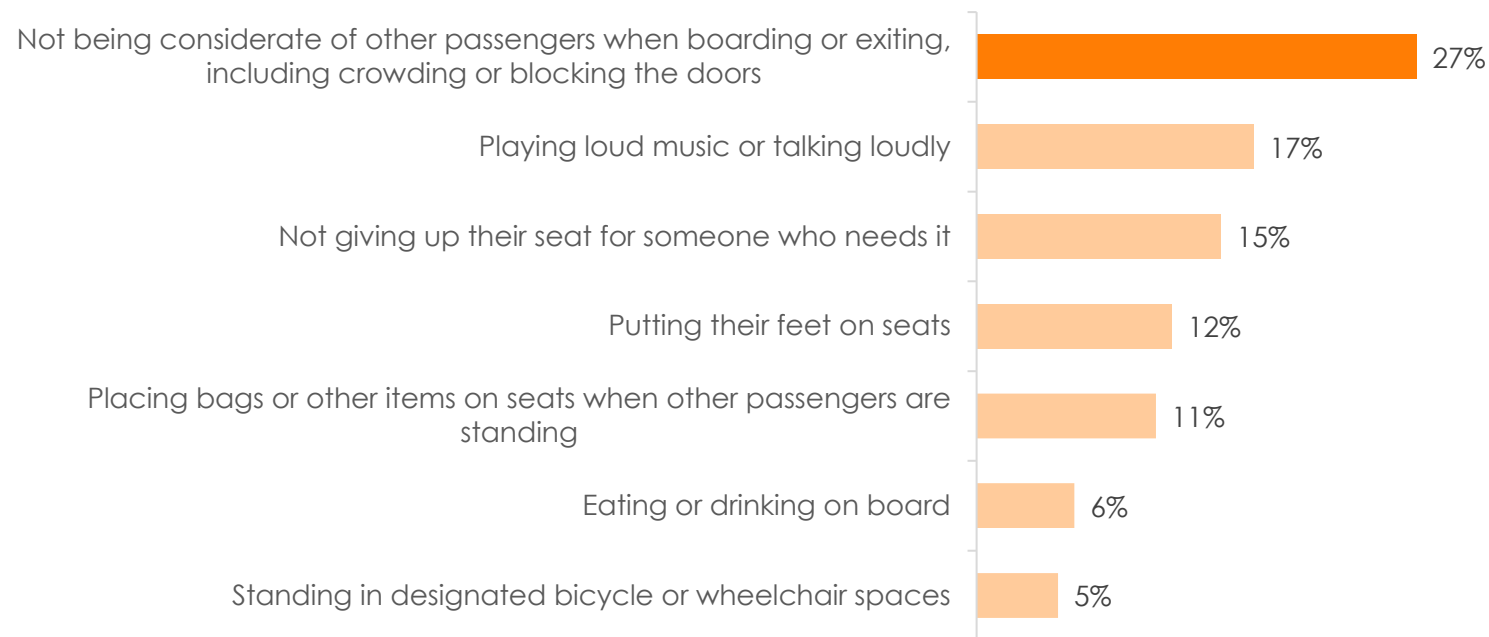
Q11. If Transport Canberra were to consider increasing services to run more frequently during 'shoulder' periods, which of these options would be your preference for more frequent weekday services? Q12. How would more frequent light rail services during shoulder periods impact your travel?

Base: All respondents March 2025 n=1,079.

More than one in four customers would like passenger etiquette messaging to focus on being considerate of others when boarding or exiting the Light Rail.

Passenger etiquette to target on light rail

March 2025 - Total

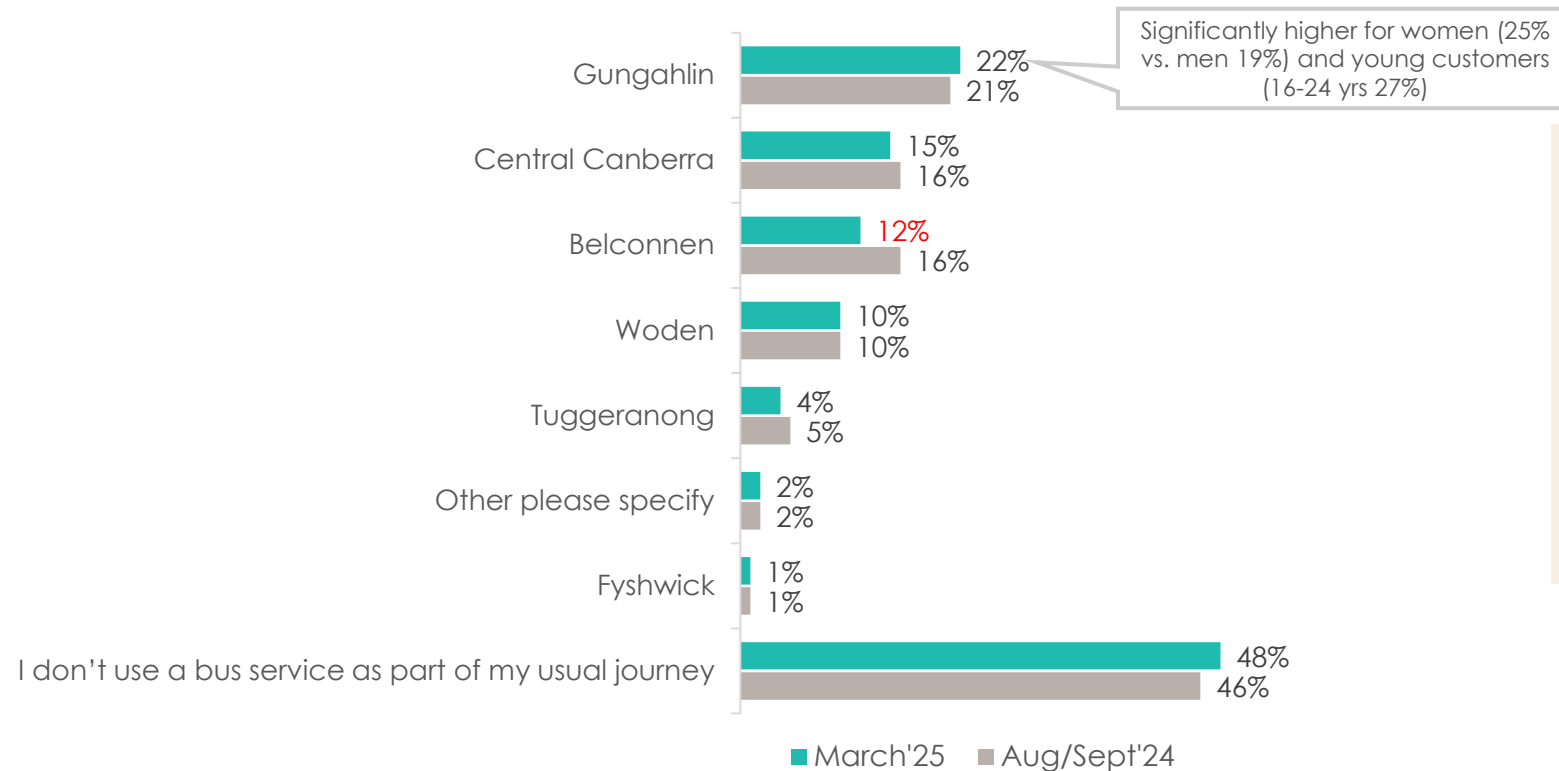


Q13. Thinking now about public transport etiquette for passengers, I'm going to read you a list of passenger behaviours and I'd like you to tell me which one you believe Light Rail should focus more in customer messaging?

Base: All respondents March 2025 n=1,079

Bus services in Gungahlin are in-use to the greatest extent by Light Rail customers as part of their regular commute or journey each day.

Regional bus services as part of light rail journey



Almost one in two customers do not use any regional bus services as part of their usual light rail journeys (48%), and this is in line with results in August/ September 2024 (46%).

In March 2025, significantly fewer customers use bus services in the Belconnen region (12% vs 16% in August/ September '24).

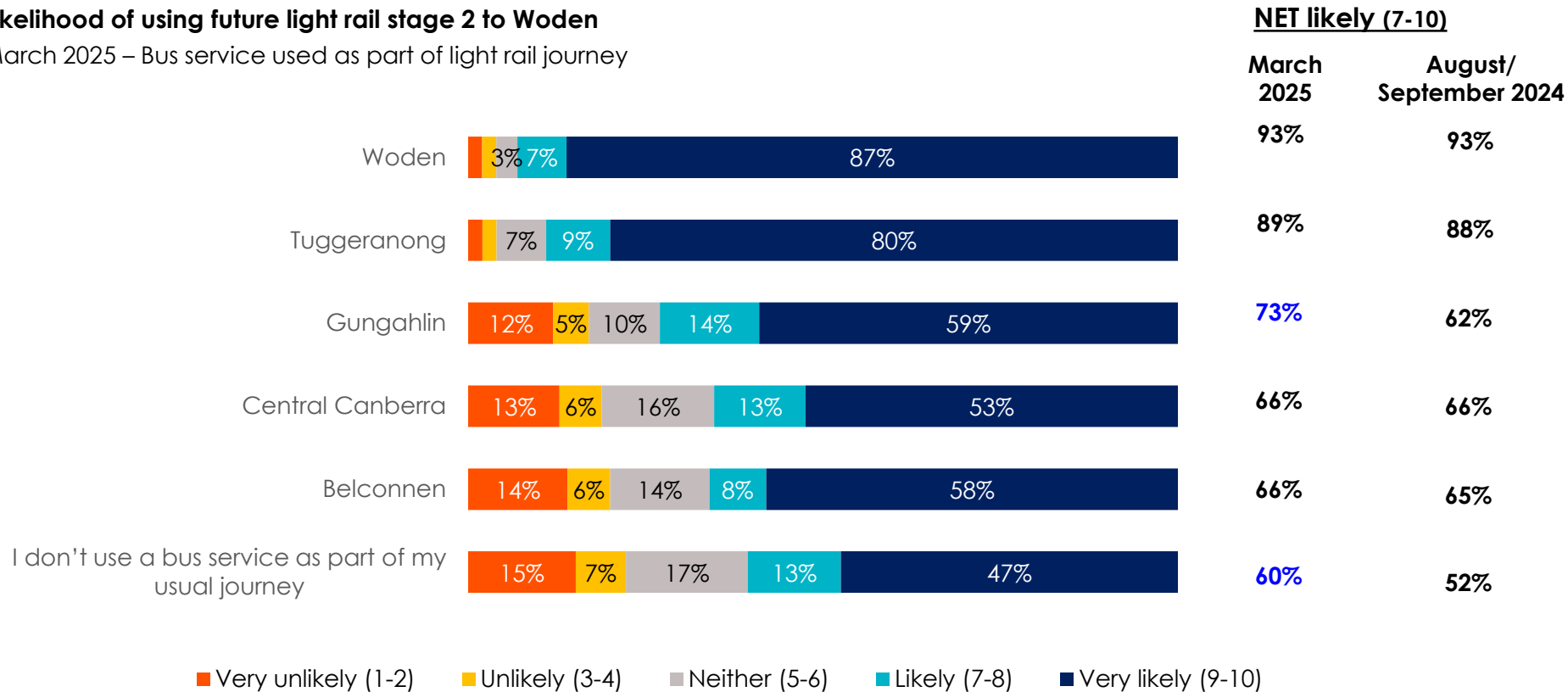
Customers who use bus services in Gungahlin are more likely to be women (25%) and younger customers (16-24 yrs 27%).

Significantly higher than the previous wave | Significantly lower than the previous wave

Similar to August/September 2024 results, customers who use bus services in Woden and Tuggeranong regions are the most highly likely to use the future light rail stage 2.

Likelihood of using future light rail stage 2 to Woden

March 2025 – Bus service used as part of light rail journey



In August/ September 2024, customers who travel by bus in the Gungahlin area stated a 62% likelihood of using the future light rail stage 2 to Woden. In March 2025 these customers' stated likelihood increased significantly to 73%. Customers who do not usually catch a bus as part of their normal journey are also more likely to state they intend to use the light rail stage 2 (60% in March 2025 vs. 52% in August/ September 2024).

Q15. Using a scale from 1 to 10, where 1 is very unlikely and 10 is very likely, how unlikely or likely are you to use the future light rail stage 2 to Woden?

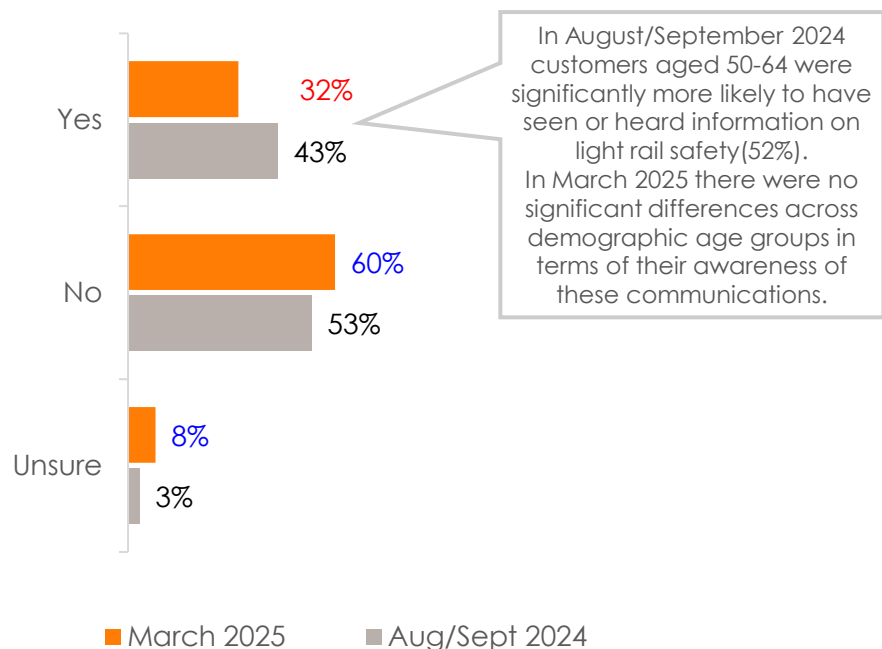
Base: All respondents March 2025 bus services used: Gungahlin n=240, Belconnen n=125, Central Canberra n=167, Woden n=105, Tuggeranong n=46, no bus service n=519. August/ September 2024 bus services used: Gungahlin n=252, Belconnen n=191, Central Canberra n=187, Woden n=119, Tuggeranong n=60, no bus service n=543.

Significantly higher than the total | Significantly lower than the total

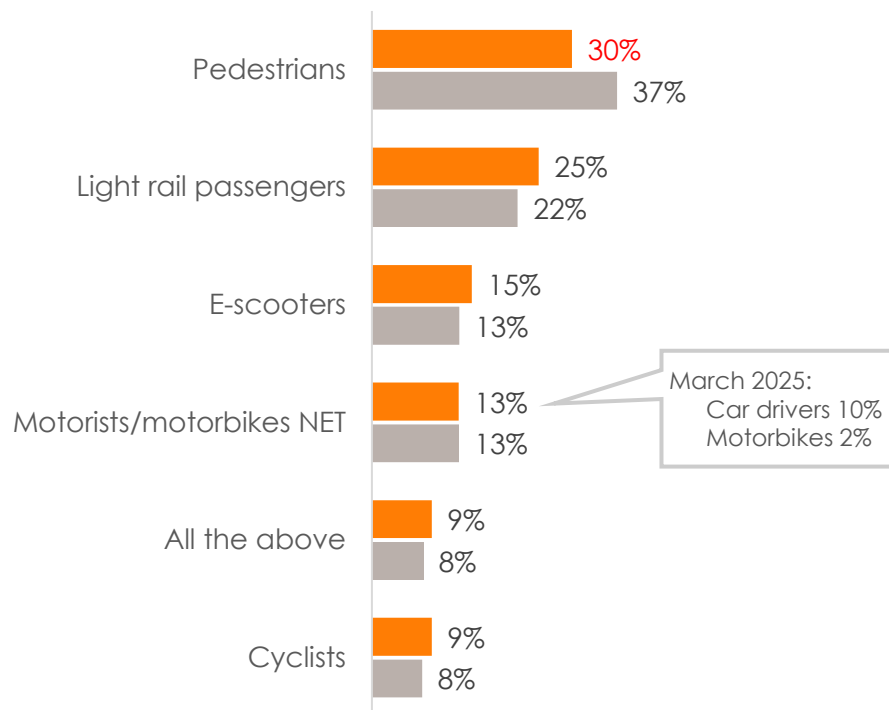
CMET additional questions

Based on customers' feedback in August/ September 2024 and March 2025, pedestrians are the clear priority audience for targeting Light Rail safety messaging and campaigns, followed by light rail passengers as a second priority audience.

Seen or heard information on light rail safety recently



Target group for information about the importance of rail safety



According to customers in March 2025, pedestrians remain the top priority target audience for light rail safety messaging, although to a lesser extent when compared to August/September 2024 results (30% in March vs. 37% in August/September 2024).

The priorities given to other key target audiences are in line with results from August/September 2024.

Q16. Have you seen or heard any information on light rail safety campaigns recently? Q17. Which group do you think needs more information about the importance of rail safety? Note: March 2025 motorists/ motorbikes were split out as separate codes 'car drivers' and 'motorbikes'.

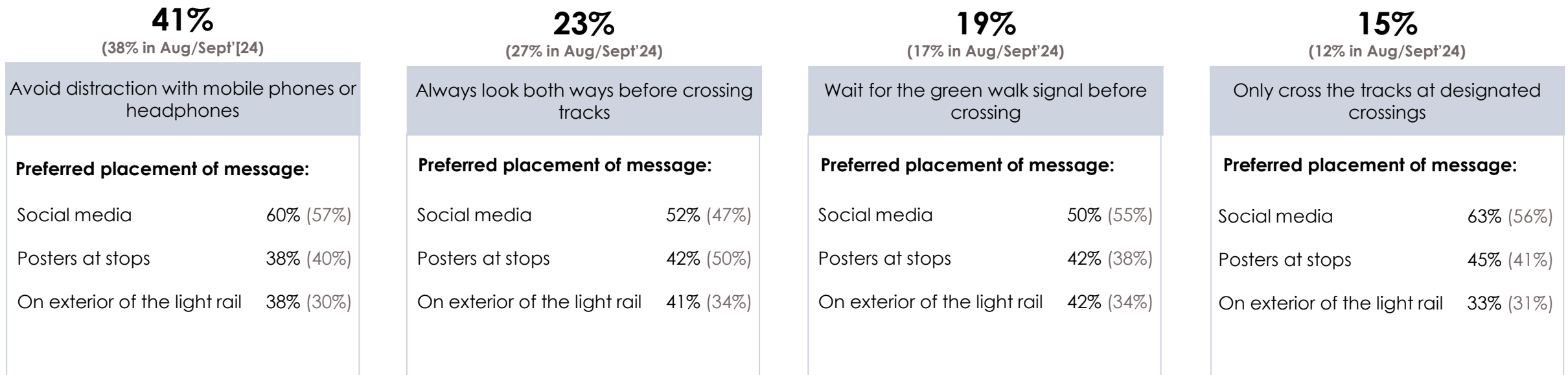
Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181

Significantly higher than the total | Significantly lower than the total

Customers still consider the most important safety message for pedestrians is about avoiding distractions with mobile phones or headphones.

Targeting pedestrians: most important messaging and top ranked channels where passengers expect to see or hear this messaging

Similar to August/ September 2024, pedestrians are identified as the priority target audience for rail safety messaging, with avoiding distractions with mobile phones or headphones still the most popular preference in terms of pedestrian safety warnings. For all four pedestrian safety messages, passengers would expect to see or hear them on social media, or on posters in or around light rail stops, or printed on the exterior of the light rail vehicles.



(% August/ September 2024 in brackets)

Q18. Here is a list of important rail safety messages specifically for [INSERT LABEL SELECTED AT Q17 (1-5)] Which one do you think is the most important to promote to our community? Q19. Where would you expect to see or hear this message communicated?

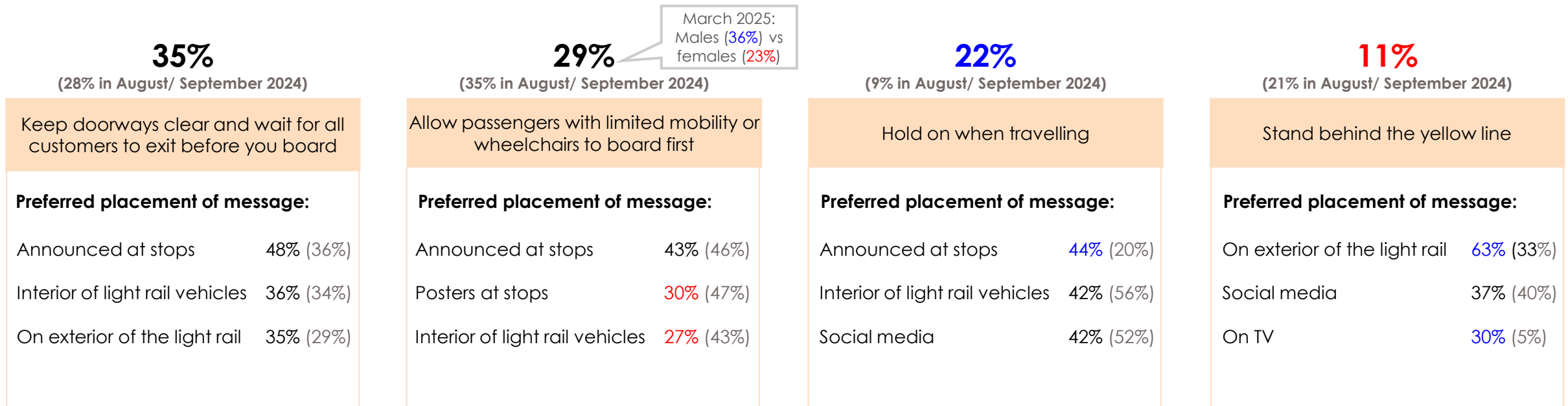
Base: Respondents who chose pedestrians as the priority target for messaging about the importance of rail safety: March 2025 n=323, August/ September 2024 n=456.

Important messaging in ranked order (1-4) (March 2025 | August/ September 2024): 1 (n=131 | n=171), 2 (n=73 | n=123), 3 (n=62 | n=77), 4 (n=49 | n=54).

In March 2025, keeping doorways clear and waiting for passengers to exit before boarding has emerged as the most important messaging to target to a passenger-based audience.

Targeting passengers: most important messaging and top ranked channels where passengers expect to see or hear this messaging

In March 2025, customers' preference for passenger targeted safety message is keep doorways clear and wait for all customers to exit before you board (35%), whereas in August/ September 2024 this message ranked second (28%), behind allow passengers with limited mobility or wheelchairs to board first (29% in March 2025 vs 35% in August/ September 2024), which has greater appeal with men in March 2025 (36%) compared to women (23%). Customers place a greater level of priority on messaging around hold on when travelling (22% in March 2025 vs 9% in August/ September 2024) and assigned lower priority to messaging of stand behind the yellow line (11% in March 2025 vs. 21% in August/ September 2024).



March 2025:
Males (36%) vs
females (23%)

(% August/ September 2024 in brackets)

Significantly higher than the total | Significantly lower than the total

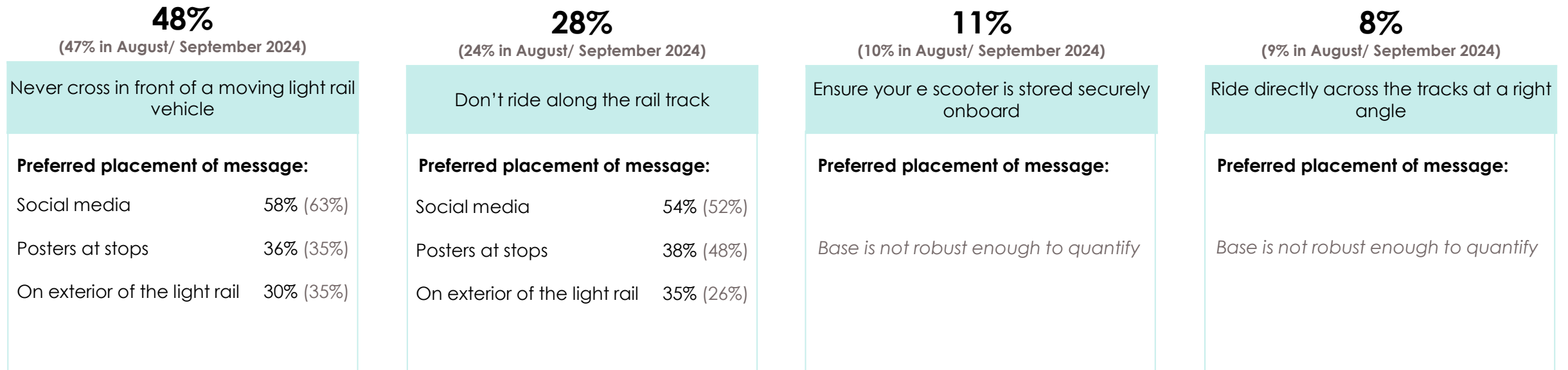
Q18. Here is a list of important rail safety messages specifically for [INSERT LABEL SELECTED AT Q17 (1-5)]. Which one do you think is the most important to promote to our community? Q19. Where would you expect to see or hear this message communicated?

Base: Respondents who chose passengers as the priority target for messaging about the importance of rail safety: March 2025 n=266, August/ September 2024 n=278. | Important messaging in ranked order (1-4) for March 2025 | August/ September 2024): 1 (n=94 | n=77), 2 (n=77 | n=96), 3 (n=59 | n=25), 4 (n=30 | n=57).

The most important safety message to target e-scooters is consistent with August/ September 2024 results in preference for messaging about never crossing in front of a moving light rail vehicle.

Targeting e-scooters: most important messaging and top ranked channels where passengers expect to see or hear this messaging

Results for safety messaging targeted to e-scooters is consistent with customers' from August/ September 2024 with messaging about never crossing in front of a moving light rail vehicle remaining the most important message to communicate (48% in March 2025, 47% in August/ September 2024), followed by messaging about not riding along the rail track (28% in March 2025, 24% in August/ September 2024). Customers expect to encounter these messages in similar channels, and ranked in order these are social media, on posters in and around stops, and on the outside of light rail vehicles.



Q18. Here is a list of important rail safety messages specifically for [INSERT LABEL SELECTED AT Q17 (1-5)]. Which one do you think is the most important to promote to our community? Q19. Where would you expect to see or hear this message communicated?
 Base: Respondents who chose e-scooters as the priority target for messaging about the importance of rail safety: March 2025 n=185, August/ September 2024 n=173. | Important messaging in ranked order (1-4) for March 2025 | August/ September 2024): 1 (n=88 | n=82), 2 (n=52 | n=42), 3 (n=20 | n=18), 4 (n=14 | n=15).

(% August/ September 2024 in brackets)
 Significantly higher than the total | Significantly lower than the total

Customers prefer the messaging about checking twice and don't run the red for targeting a light rail safety campaign for car drivers.

Targeting car drivers: most important messaging and top ranked channels where passengers expect to see or hear this messaging

Customers prefer the safety message of checking twice and don't run the red to target car drivers (39%). Most customers expect messaging of this type to be seen or heard on social media (69%), and to a lesser extent, via the more traditional channels of TV and radio.

39%

Check twice and don't run the red

Preferred placement of message:

Social media	69%
On TV	31%
On radio	28%

21%

Perform U-turns only where permitted

Preferred placement of message:

Social media	62%
Exterior of light rail vehicles	34%

17%

Never queue across the tracks

Preferred placement of message:

Base is not robust enough to quantify

15%

Never ride down the tracks

Preferred placement of message:

Base is not robust enough to quantify

Q18. Here is a list of important rail safety messages specifically for [INSERT LABEL SELECTED AT Q17 (1-5)]. Which one do you think is the most important to promote to our community? Q19. Where would you expect to see or hear this message communicated?

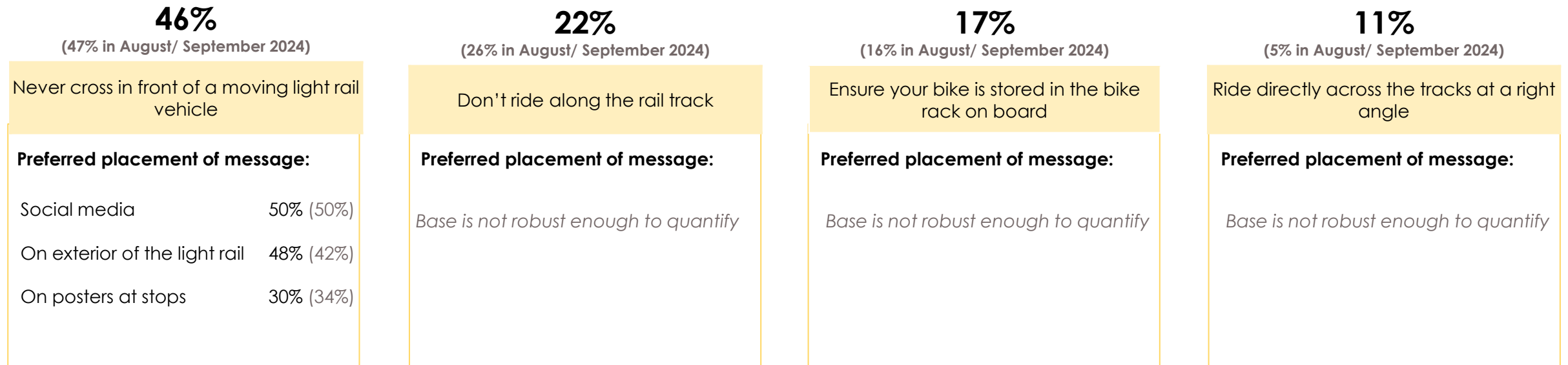
Base: Respondents who chose car drivers as the priority target for messaging about the importance of rail safety: March 2025 n=139 | Important messaging in ranked order (1-4) for March 2025): 1 (n=54), 2 (n=29), 3 (n=24), 4 (n=21).

Note: Car drivers added as a key audience in March 2025. Aug/Sept'24 captured this audience under the combined code 'motorists/ motorbikes'. Unnetted results are not comparable.

In March 2025, never crossing in front of a moving light rail vehicle remains the most important messaging for targeting cyclists.

Targeting cyclists: most important messaging and top ranked channels where passengers expect to see or hear this messaging

The safety messaging deemed most important for targeting cyclists is about never crossing in front of a moving light rail vehicle, consistent with results from August/ September 2024. This key messaging is also the most popular messaging for targeting an e-scooter audience, so there may be some efficiency to develop an execution that can target both e-scooter and cyclist audiences. The main channels customers expect to see or hear this safety messaging for cyclists are social media, on the outside of light rail vehicles, and on posters in and around rail stops.



Q18. Here is a list of important rail safety messages specifically for [INSERT LABEL SELECTED AT Q17 (1-5)]. Which one do you think is the most important to promote to our community? Q19. Where would you expect to see or hear this message communicated?
 Base: Respondents who chose cyclists as the priority target for messaging about the importance of rail safety: March 2025 n=118, August/ September 2024 n=107. | Important messaging in ranked order (1-4) for March 2025 | August/ September 2024): 1 (n=54 | n=50), 2 (n=26 | n=28), 3 (n=20 | n=17), 4 (n=13 | n=5).

(% August/ September 2024 in brackets)
 Significantly higher than the total | Significantly lower than the total

Customers prefer the message to check twice and don't run the red for targeting a light rail safety campaign to motorbike riders.

Targeting motorbike riders: most important messaging and top ranked channels where passengers expect to see or hear this messaging

Customers prefer the safety message of checking twice and don't run the red to target car drivers (44%) and aligns with key preferred messaging for targeting car drivers also (39%).

44%

Check twice and don't run the red

Preferred placement of message:

Base is not robust enough to quantify

15%

Never queue across the tracks

Preferred placement of message:

Base is not robust enough to quantify

10%

Never ride down the tracks

Preferred placement of message:

Base is not robust enough to quantify

8%

Perform U-turns only where permitted

Preferred placement of message:

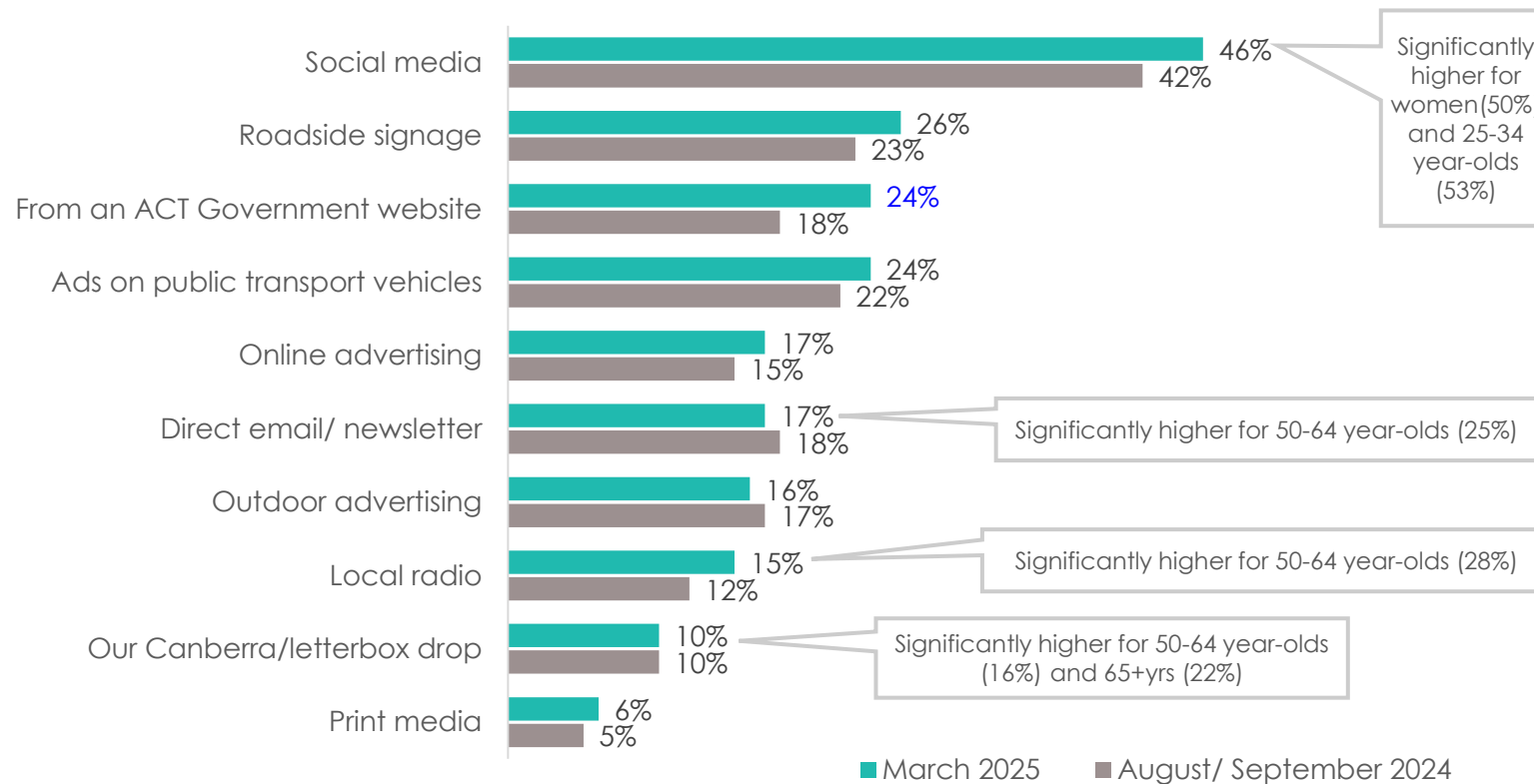
Base is not robust enough to quantify

Q18. Here is a list of important rail safety messages specifically for [INSERT LABEL SELECTED AT Q17 (1-5)]. Which one do you think is the most important to promote to our community? Q19. Where would you expect to see or hear this message communicated?

Base: Respondents who chose motorbike riders as the priority target for messaging about the importance of rail safety: March 2025 n=48 | Important messaging in ranked order (1-4) for March 2025): 1 (n=21), 2 (n=7), 3 (n=5), 4 (n=4). | Note: 'Motorbikes' was added as a key audience in March 2025. Aug/Sept'24 captured this audience under the combined code 'motorists/motorbikes'. Unnetted results are not comparable.

Social media remains the main way most customers prefer to receive information and updates on construction of the new light rail and other disruptions or traffic changes.

Preferred way to receive information about traffic changes during construction of new light rail



Social media remains the main way customers prefer to access information and updates about traffic disruptions for in relation to new construction of the light rail (46% in March 2025), and this preference is particularly high among women (50% vs 41% of men) and 25-34 year-olds (53%).

Customers in the older demographic have significantly greater preference for receiving updates via direct mail, local radio, and the 'Our Canberra' letterbox drop.

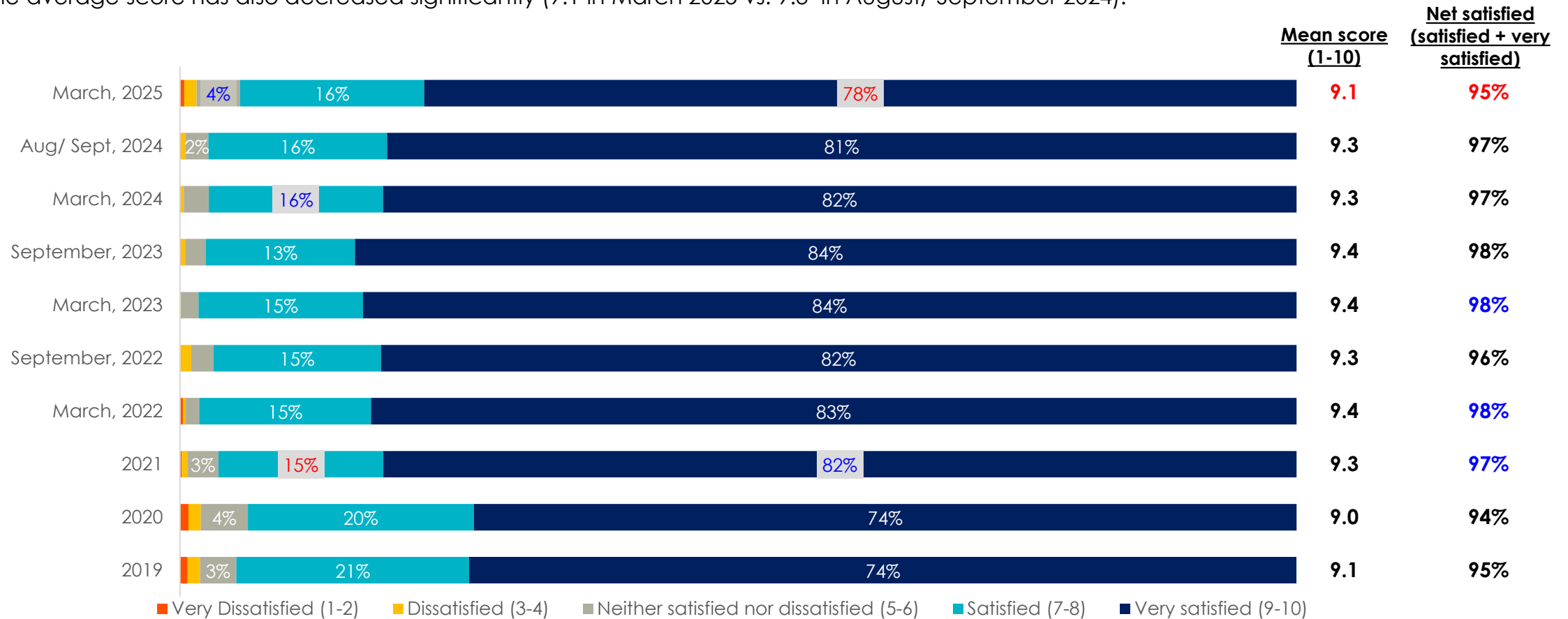
In March 2025 information from the ACT Government website grew significantly in terms of being a preferred source for information.

Q20. The construction of light rail from Alinga Street stop to Commonwealth Park will start in 2025. How would you prefer to receive information about traffic changes or other disruptions during the construction of the new light rail?
 Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181. | Data series <3% not displayed.

Satisfaction with Light Rail and likelihood to recommend

Satisfaction with ease of using Light Rail

The proportion of Light Rail users satisfied with the ease of using the Light Rail decreased in March 2025 compared to August/ September 2024 (95% vs. 97% net satisfied) due to a significant decrease in 'very satisfied' customers (rating 9-10 out of 10, 78% in March 2025 vs. 81% in August/ September 2024). The average score has also decreased significantly (9.1 in March 2025 vs. 9.3 in August/ September 2024).



Q8. How dissatisfied or satisfied are you with the ease of using Light Rail?
 Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181, March 2024 n=1,166, September 2023 n=1,073, March 2023 n=1,270, September 2022 n=1,099, March 2022 n=1,099, 2021 n=1,279, 2020 n=1,185, 2019 n=1,168

Significantly higher than the previous wave | Significantly lower than the previous wave

Satisfaction with ease of using Light Rail

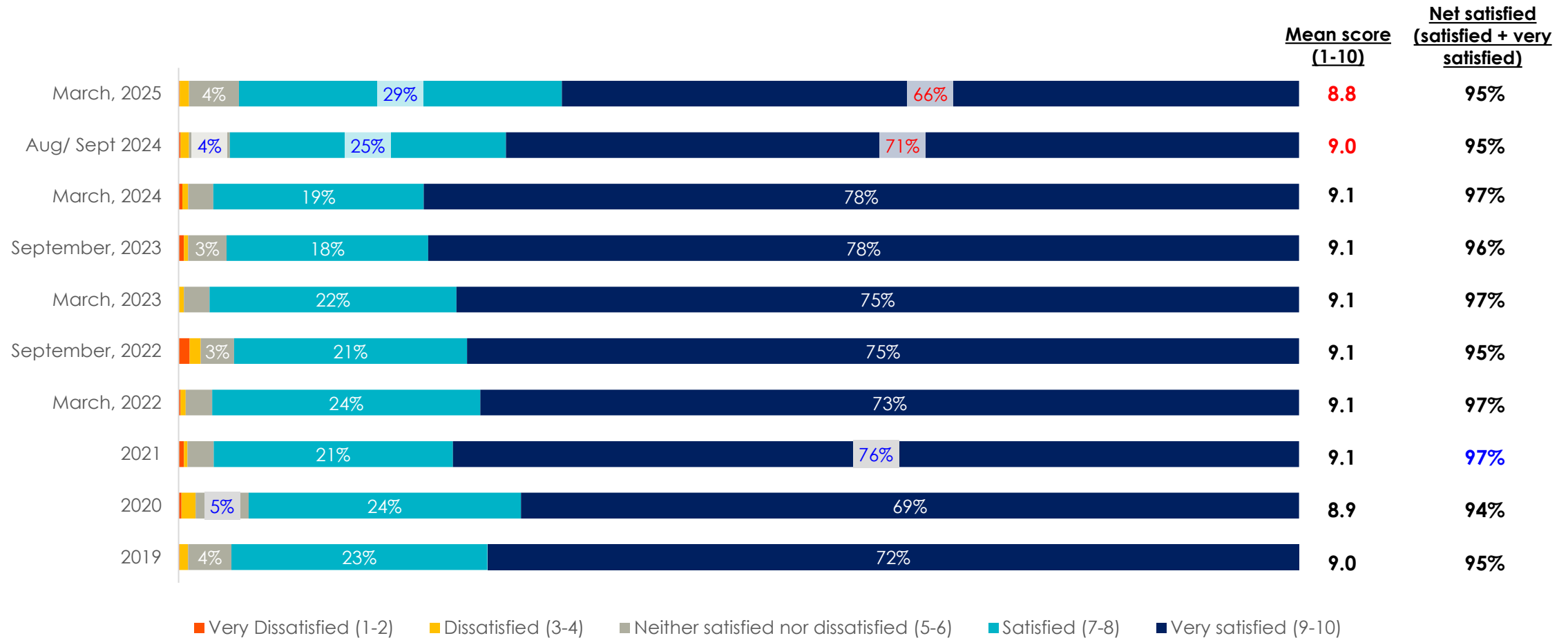
In March 2025 there are no significant differences across of customers' demographic groups in terms of their satisfaction with the ease of using Light Rail.

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very satisfied (9-10)	78%	76%	80%	79%	79%	76%	75%	79%
Satisfied (7-8)	16%	18%	15%	16%	17%	17%	15%	15%
Neither satisfied nor dissatisfied (5-6)	4%	5%	3%	4%	2%	4%	6%	4%
Dissatisfied (3-4)	1%	1%	1%	0%	1%	2%	3%	1%
Very dissatisfied (1-2)	0%	0%	1%	0%	0%	0%	1%	0%
Mean score (1-10)	9.1	9.1	9.2	9.2	9.2	9.0	8.9	9.2
Base n=	1,079	508	571	362	307	226	111	73

Significantly higher than the total | Significantly lower than the total

Satisfaction with the reliability of Light Rail

Satisfaction with the reliability of Light Rail is stable in terms of the proportion of net satisfied customers (95% in March 2025 and consistent with August/ September 2024). The average score for reliability in March 2025 has decreased significantly (8.8 vs. 9.0 in August/ September 2024).



Q7. How dissatisfied or satisfied are you with the 'reliability of Light Rail in terms of it departing and arriving on time'?
 Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181, March 2024 n=1,166, September 2023 n=1,073, March 2023 n=1,270, September 2022 n=1,099, March 2022 n=1,099, 2021 n=1,279, 2020 n=1,185, 2019 n=1,168

Significantly higher than the previous wave | Significantly lower than the previous wave

Satisfaction with the reliability of Light Rail

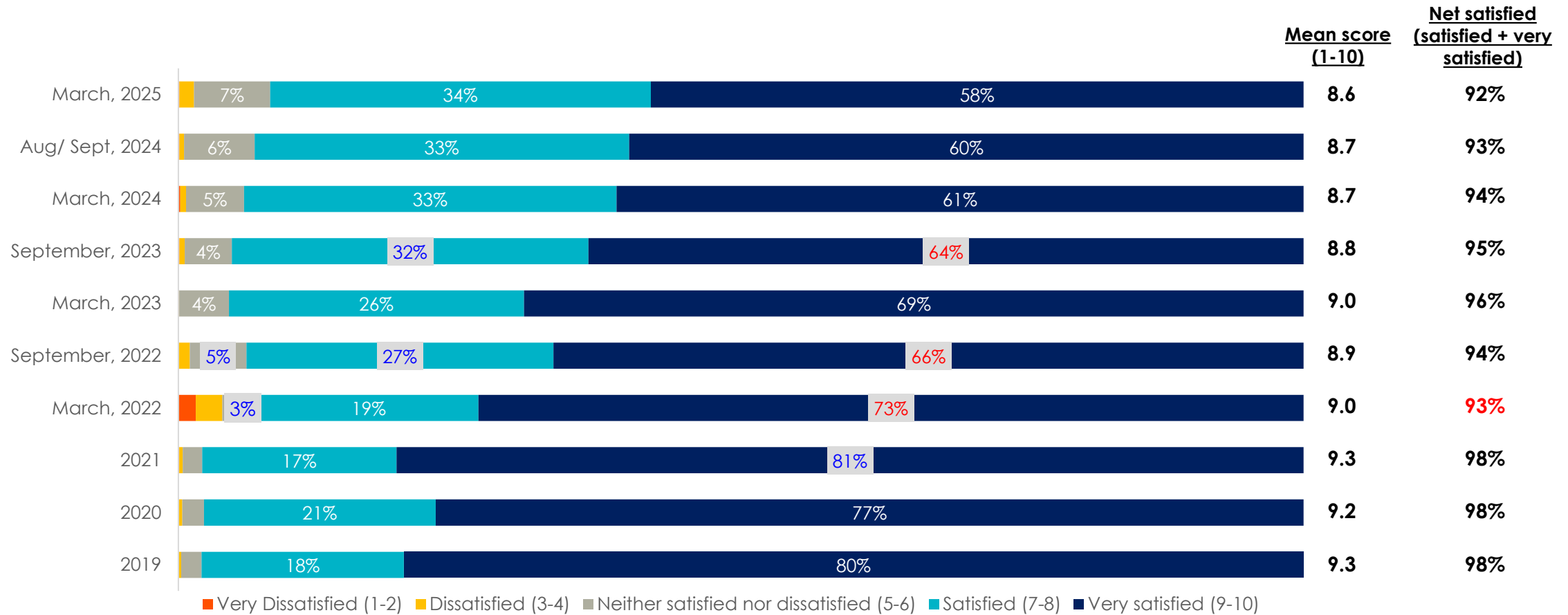
Younger customers are significantly less satisfied with the reliability of Light Rail (the proportion of 16-24 year olds who are very satisfied is 60% vs. the very satisfied proportion of the total 66%). Younger customers are significantly more likely to rate they are satisfied (33% rated 7-8 out of 10 vs 29% of the total). Older customers are significantly more likely to be very satisfied in relation to the reliability of Light Rail (88% rate 9-10 out of 10. The average score for young customers is significantly lower than the total (16-24 years average score of 8.6, vs 8.8 for the total March 2025 sample), and older customers average score is significantly higher (65+ years average score 9.4 vs. total 8.8).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very satisfied (9-10)	66%	66%	66%	60%	68%	66%	65%	88%
Satisfied (7-8)	29%	28%	30%	33%	28%	29%	31%	10%
Neither satisfied nor dissatisfied (5-6)	4%	6%	3%	6%	4%	4%	4%	1%
Dissatisfied (3-4)	1%	1%	1%	2%	0%	0%	1%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	0%	1%
Mean score (1-10)	8.8	8.8	8.9	8.6	8.9	8.8	8.9	9.4
Base n=	1,079	508	571	362	307	226	111	73

Significantly higher than the total | Significantly lower than the total

Satisfaction with cleanliness on board Light Rail and at stops

The level of satisfaction with the cleanliness on board Light Rail remains stable compared to August/ September 2024, with 92% overall satisfied (93% in August/ September 2024) and an average satisfaction rating of 8.6 (compared to 8.7 in August/ September 2024).



Q9. How dissatisfied or satisfied are you with the 'cleanliness on board the Light Rail vehicle and at the stops'?

Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181, March 2024 n=1,166, September 2023 n=1,073, March 2023 n=1,270, September 2022 n=1,099, March 2022 n=1,099, 2021 n=1,279, 2020 n=1,185, 2019 n=1,168

Significantly higher than the previous wave | Significantly lower than the previous wave

Satisfaction with cleanliness on board Light Rail and at the stops

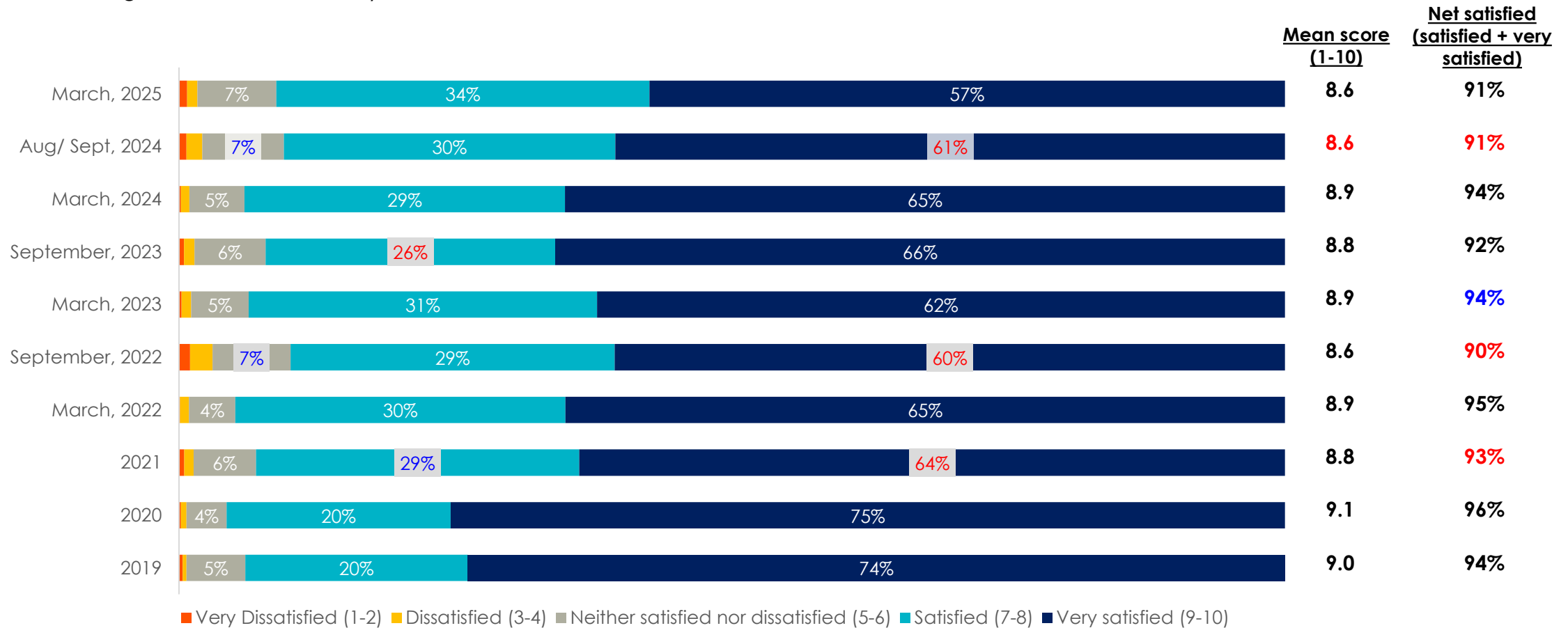
Younger customers are significantly less satisfied with the cleanliness on board the Light Rail (52% of customers aged 16-24 years are very satisfied (9-10 out of 10 vs. 58% of total customers in March 2025). Conversely, older customers 65 years and above are more likely to be very satisfied with cleanliness on board Light Rail (71% vs. 58% total). Similarly, young customers' average score for cleanliness is significantly lower compared to the total (8.4 vs. 8.6), while older customers average score is significantly higher for satisfaction with cleanliness (9.1 vs. 8.6 total).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very satisfied (9-10)	58%	56%	60%	52%	61%	61%	57%	71%
Satisfied (7-8)	34%	36%	32%	37%	32%	32%	36%	26%
Neither satisfied nor dissatisfied (5-6)	7%	7%	7%	9%	6%	6%	5%	3%
Dissatisfied (3-4)	1%	1%	2%	2%	1%	0%	2%	0%
Very dissatisfied (1-2)	0%	0%	0%	0%	0%	0%	0%	0%
Mean score (1-10)	8.6	8.6	8.6	8.4	8.6	8.7	8.6	9.1
Base n=	1,079	508	571	362	307	226	111	73

Significantly higher than the total | Significantly lower than the total

Satisfaction with the safety and security when travelling on Light Rail

The level of satisfaction with safety and security on board Light Rail is in line with net satisfaction level in August/ September 2024 (91% net satisfied in March 2025 and in August/ September 2024). The average score in March 2025 is also consistent with the average score in August/ September 2024 (both average scores 8.6 out of 10).



Q6. How dissatisfied or satisfied are you with 'safety and security when travelling on Light Rail'

Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181, March 2024 n=1,166, September 2023 n=1,073, March 2023 n=1,270, September 2022 n=1,099, March 2022 n=1,099, 2021 n=1,279, 2020 n=1,185, 2019 n=1,168

Significantly **higher** than the previous wave | Significantly **lower** than the previous wave

Satisfaction with the safety and security when travelling on Light Rail

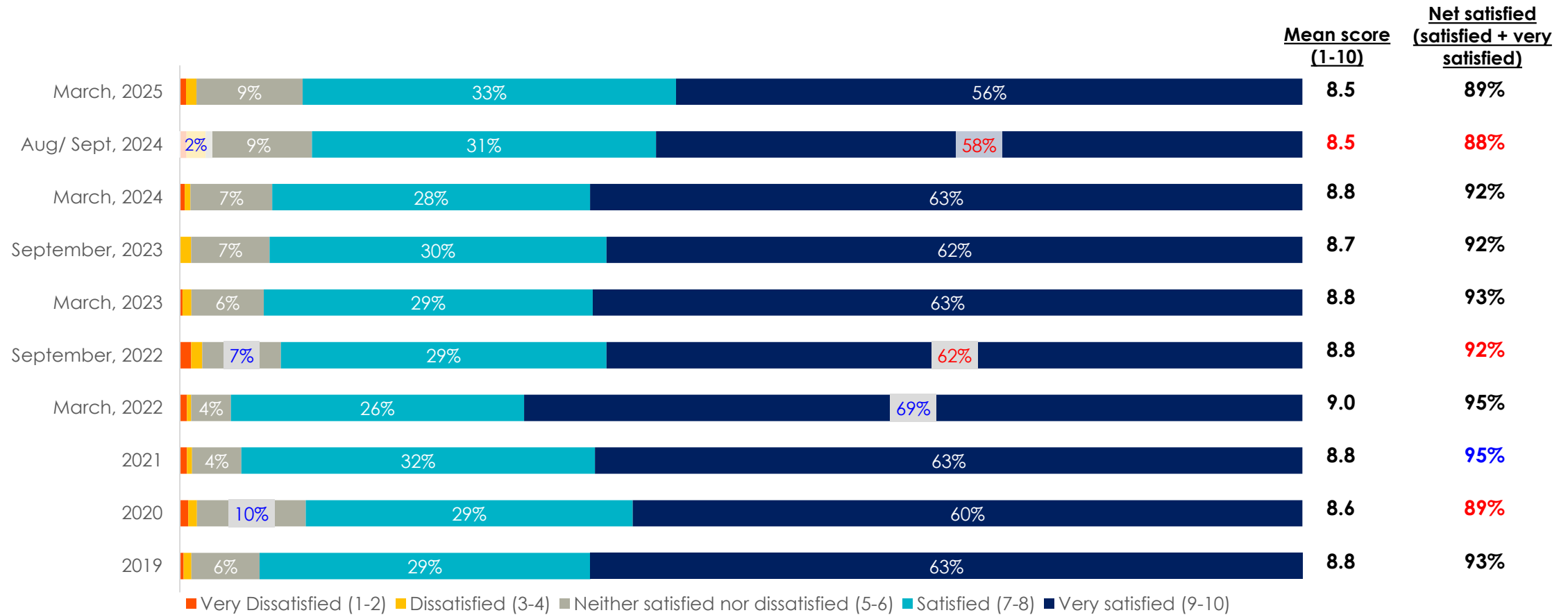
Younger customers are significantly less likely to be very satisfied in relation to safety and security when travelling on Light Rail (53% net satisfied vs. 57% net satisfaction among the total customers in March 2025). Customers aged 50-64 years are also significantly less likely to be very satisfied with safety and security (49% rate 9-10 out of 10 vs 57% of total customers). Older customers are significantly more likely to be very satisfied with safety and security (75% vs. 57% total). In terms of average score of satisfaction with safety and security, younger customers have significantly lower average satisfaction ratings (16-24 years average rating 8.4 out of 10 vs 8.6 out of 10 among the total customers). Older customers' average score is significantly higher than the total customers in March 2025 (9.0 out of 10 vs. 8.6 average score for the total).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very satisfied (9-10)	57%	57%	58%	53%	59%	61%	49%	75%
Satisfied (7-8)	34%	32%	35%	36%	34%	33%	39%	15%
Neither satisfied nor dissatisfied (5-6)	7%	8%	6%	10%	5%	4%	11%	8%
Dissatisfied (3-4)	1%	1%	1%	1%	1%	1%	1%	0%
Very dissatisfied (1-2)	1%	1%	1%	0%	1%	1%	1%	1%
Mean score (1-10)	8.6	8.5	8.6	8.4	8.7	8.7	8.3	9.0
Base n=	1,079	508	571	362	307	226	111	73

Significantly higher than the total | Significantly lower than the total

Satisfaction with the customer service of the Light Rail staff

In March 2025 satisfaction with customer service is stable since to August/ September 2024 (89% net satisfaction in March 2025 vs 88% in August/ September 2024). The average scores for satisfaction with customer service has remained constant since August/ September 2024 (both waves average scores for customer service are 8.5).



Q5. How dissatisfied or satisfied are you with the 'customer service of the Light Rail staff'?

Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181, March 2024 n=1,166, September 2023 n=1,073, March 2023 n=1,270, September 2022 n=1,099, March 2022 n=1,099, 2021 n=1,279, 2020 n=1,185, 2019 n=1,168

Significantly higher than the previous wave | Significantly lower than the previous wave

Satisfaction with the customer service of the Light Rail staff

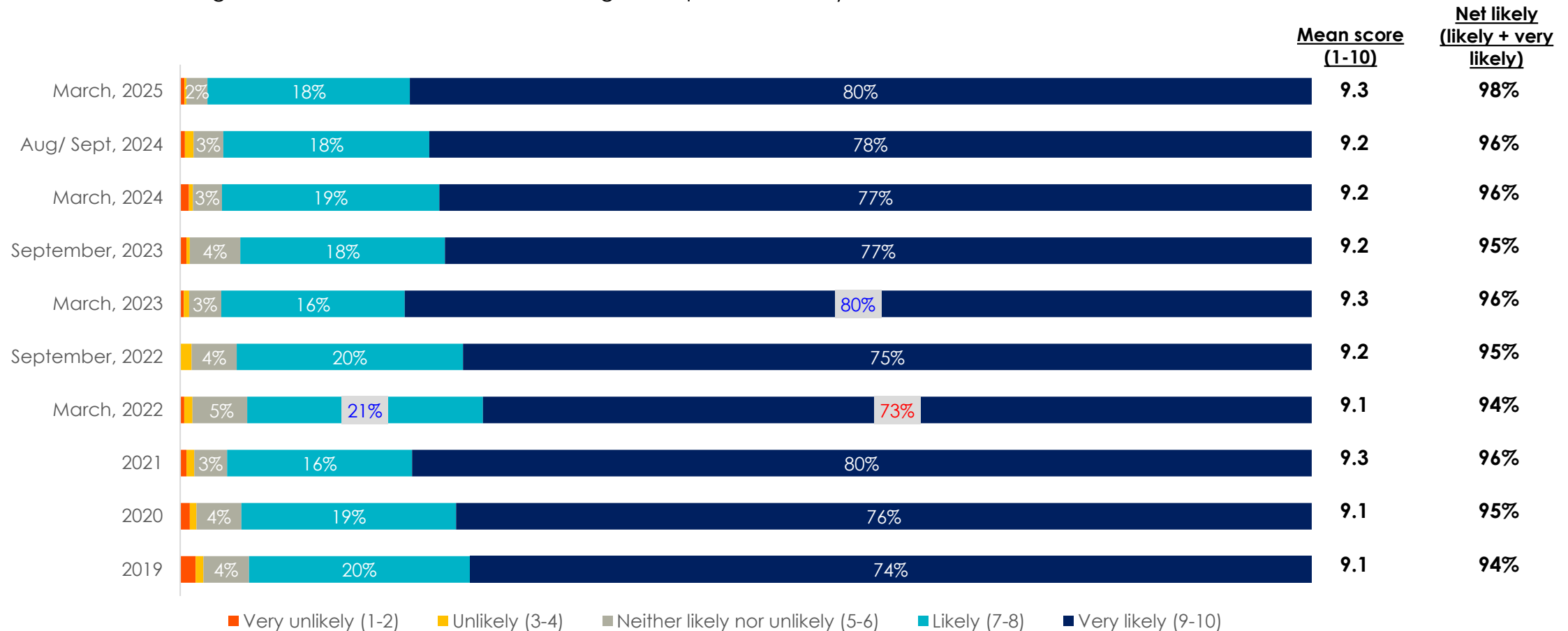
Older customers are significantly more likely to be very satisfied with the customer service of Light Rail staff (70% of customers aged 65+ years rating 9-10 satisfaction with customer service vs. 56% of total customers in March 2025 are very satisfied).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very satisfied (9-10)	56%	53%	58%	53%	57%	54%	56%	70%
Satisfied (7-8)	33%	34%	33%	36%	36%	34%	28%	16%
Neither satisfied nor dissatisfied (5-6)	9%	11%	8%	10%	6%	11%	16%	10%
Dissatisfied (3-4)	1%	1%	1%	1%	2%	0%	0%	1%
Very dissatisfied (1-2)	1%	1%	1%	0%	0%	1%	0%	3%
Mean score (1-10)	8.5	8.4	8.6	8.4	8.6	8.4	8.4	8.8
Base n=	1,079	508	571	362	307	226	111	73

Significantly higher than the total | Significantly lower than the total

Likelihood of recommending Light Rail to friends and family

In March 2025, customers' likelihood to recommend Light Rail to friends and family remains stable since August/ September 2024 (98% net likely in March 2025 and 96% in August/ September 2024). The average recommendation score also remains consistent since last wave (9.3 average score in March 2025 and 9.2 average score for recommendation in August/ September 2024).



Q10. How likely or unlikely are you to 'recommend Light Rail to your family and friends'?

Base: All respondents March 2025 n=1,079, August/ September 2024 n=1,181, March 2024 n=1,166, September 2023 n=1,073, March 2023 n=1,270, September 2022 n=1,099, March 2022 n=1,099, 2021 n=1,279, 2020 n=1,185, 2019 n=1,168

Significantly higher than the previous wave | Significantly lower than the previous wave

Likelihood of recommending Light Rail to friends and family

Female customers are very likely to recommend Light Rail to a significantly greater extent than the total sample of customers (82% vs 80%). Older customers (50-64 years and 65 years and over) are also significantly more inclined to be very likely to recommend Light Rail compared to the total (87%, 92% respectively vs 80%). Conversely, there are significantly less male customers and young customers (16-24 years) who are very likely to recommend Light Rail compared to the total customer sample for March 2025 (77%, 71% respectively vs 80%). In terms of average scores for likelihood to recommend Light Rail, female customers' average score is significantly higher compared to the male customers. Older customers (65 years and over) have the highest average score in terms of likelihood to recommend Light Rail (9.6) while young customers have the lowest average score in March 2025 (9.1).

	TOTAL	GENDER		AGE				
		Male	Female	16-24	25-34	35-49	50-64	65+
Very Likely (9-10)	80%	77%	82%	71%	81%	83%	87%	92%
Likely (7-8)	18%	20%	16%	26%	18%	14%	10%	5%
Neither likely nor unlikely (5-6)	2%	2%	2%	2%	0%	3%	2%	3%
Unlikely (3-4)	0%	0%	0%	0%	0%	0%	0%	0%
Very unlikely (1-2)	0%	1%	0%	0%	1%	0%	1%	0%
Mean score (1-10)	9.3	9.2	9.4	9.1	9.3	9.4	9.5	9.6
Base n=	1,079	508	571	362	307	226	111	73

Significantly higher than the total | Significantly lower than the total

Customers who rated a lower level of recommendation asked to provide their reasoning. Most described reasons that are not linked to launch and rollout of MyWay+.

Reasons for lower recommendation (1-7 out of 10)	7% N=76
ANY aspect of MyWay+ mentioned	28%
Issues with tapping on/off	17%
MyWay+ account related problem	12%
General MyWay+ complaint	5%
Ticket vending machines	4%
Issue with MyWay+ payments	3%
Bus related issue of MyWay+	1%
Other aspect of light rail mentioned	42%
Limited coverage of the network/ not in all areas	22%
My friends and family drive/ don't use public transport	8%
Too crowded	7%
I don't usually make recommendations about public transport	5%
Services are not frequent enough	4%
Other	13%
Not sure	18%
Base n=	76

28%
MyWay+
related

72%
NOT in
relation to
MyWay+

In March 2025, 7% (n=76) of customers rated their likelihood to recommend Light Rail as a score between 1-7 (on a 10-point scale). These customers were then asked to explain their reasons for their rating.

Of these low raters of recommendation, almost three in four did not mention any aspect in connection with MyWay+. This could suggest that customers are not too deeply impacted by the challenging operational situation caused when MyWay+ launched. Or it may be that customers do not attribute MyWay+ as being synonymous with Light Rail and can separate their Light Rail experiences from MyWay+.

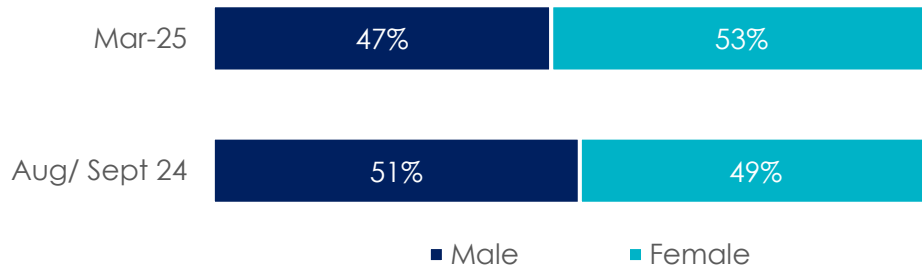
Of those who did mention MyWay+, the most common theme described was issues tapping on/ off at gates (17%). Problems with MyWay+ account functionality was mentioned by 12% of these customers as a reason they rated lower recommendation levels.

Note on methodology: Interviewers did not prompt or provide response options to customers to choose from when providing their answer. Instead, customers were allowed to describe their reasons freely and interviewers recorded their responses. Interviewers did not prompt or raise the topic of MyWay+ during interviews.

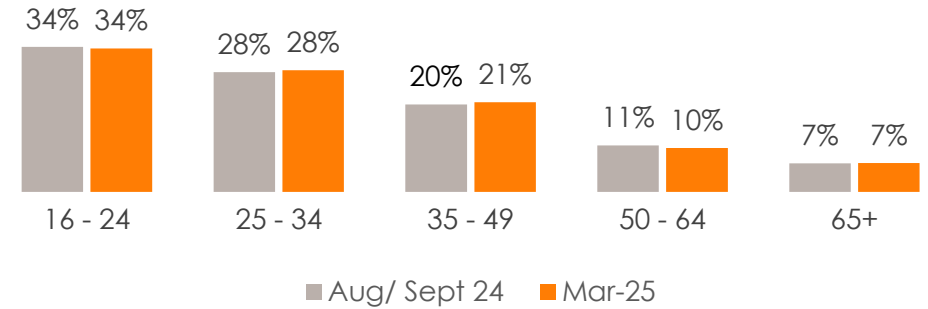
Appendix: Demographics, questionnaire and briefing notes for interviewers

Respondent profile

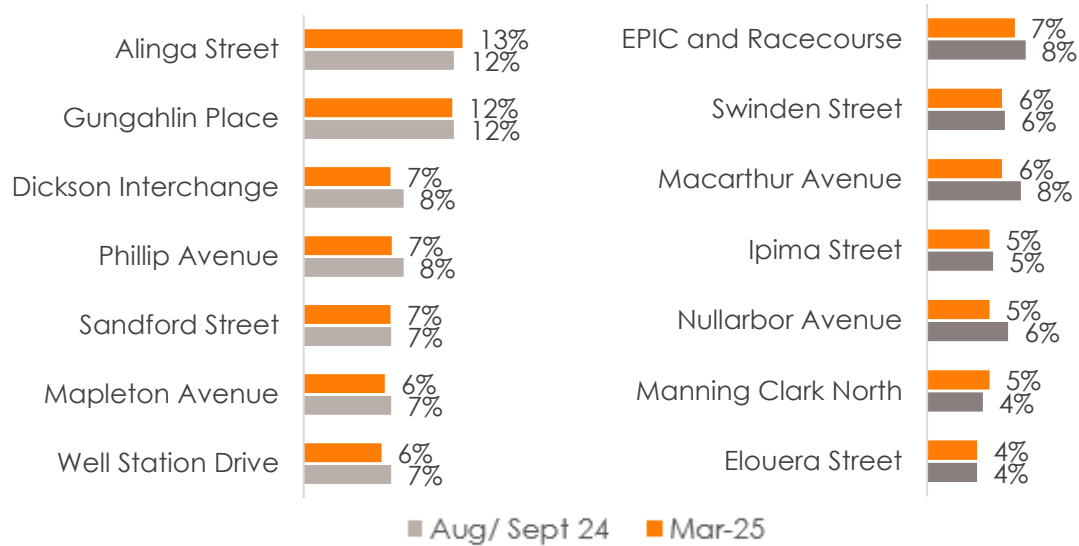
Gender



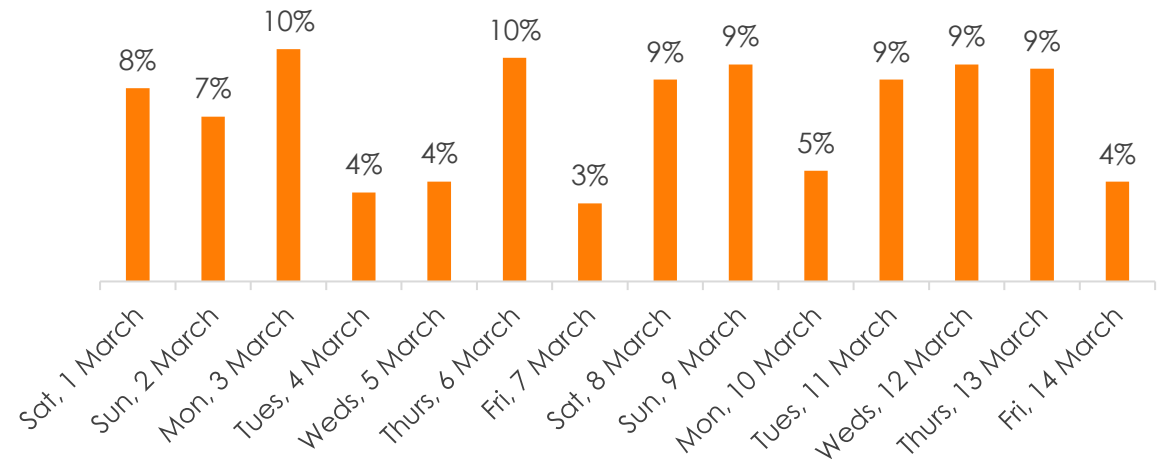
Age groups



Most recent stop



Date of interview (March 2025)



Significantly higher than the previous wave | Significantly lower than the previous wave

Questionnaire

Light Rail Customer Satisfaction Survey – Q1, 2025

The Light Rail Customer Satisfaction Survey is undertaken every six months as a requirement of the Capital Metro Project Agreement. The survey is facilitated face to face on the light rail network by an independent surveying contractor engaged by Canberra Metro Operations (CMET).

The next survey is scheduled to commence from **Saturday 1 to Saturday 15 March 2025**.

Transport Canberra Light Rail Operations can choose to submit up to five additional questions to Canberra Metro (via Aconex) at least two months prior to the survey commencing, however an extension to **10 February 2025** has been provided.

The survey consists of four parts:

- Part 1: Screening questions to allow for data analytics.
- Part 2: Contractual questions which are set in the Project Agreement and include KPI minimum performance targets.
- Part 3: Transport Canberra additional questions – up to five additional questions in each survey.
- Part 4: CMET additional questions – CMET can also include up to five additional questions in each survey.

Stimulus – Note that the use of a QR Code prompt at Q20 is retained from the Aug/Sept'24 setup.

Part 1 - Screening Questions

- Record most recent stop [do not read out]**
 - Gungahlin Place
 - Manning Clark North
 - Mapleton Avenue
 - Nullarbor Avenue
 - Well Station Drive
 - Sandford Street
 - EPIC and Racecourse
 - Phillip Avenue
 - Swinden Street
 - Dickson Interchange
 - Macarthur Avenue
 - Jipma Street
 - Elouera Street
 - Alinga Street
- Record direction of travel and time of day [do not read out]**
 - North (toward Gungahlin)
 - South (toward City)
- Record perceived gender [do not read out]**
 - Male
 - Female
- Which of the follow age ranges are you in?**
 - Under 16 (Terminate)
 - 16-24
 - 25-34
 - 35 -49
 - 50-64
 - 65+

Part 2 - Contractual Questions

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 the Light Rail staff?'
 - Scale of 1 to 10
- ... 'safety and security when travelling on Light Rail'
 - Scale of 1 to 10
- ... 'reliability of Light Rail in terms of it departing and arriving on time?'
 - Scale of 1 to 10
- ... 'ease of using Light Rail?'
 - Scale of 1 to 10
- ... 'cleanliness on board the Light Rail vehicle and at the stops'?
 - Scale of 1 to 10

Using a scale from 1 to 10, where 1 is very unlikely and 10 is very likely, how likely or unlikely are you to ...

- ... 'recommend Light Rail to your family and friends?'
 - Scale of 1 to 10

Q10A [ASK IF RECOMMENDATION RATING Q10=1-7. IF Q10=8-10, GO TO Q11]

Why did you give a score of [INSERT SCORE FROM Q10] for your likelihood to recommend Light Rail?

[INTERVIEWER: MULTIPLE RESPONSE, DO NOT PROMPT/ DO NOT READ OUT]

[NOTE: Codes relate to MyWay+ rollout. Code any other aspects mentioned as 'other specify']

- General MyWay+ complaints
- Issues with tapping on/off, e.g. platform validator or QR code not working properly
- MyWay+ account or app related issue, e.g. setup, adding people
- Issue with payment e.g. over/under charge
- Ticket vending machines
- Bus related issue with MyWay+
- Other aspect of Light Rail (specify)
- Don't know / Prefer not to say

Part 3 – Transport Canberra Additional Questions

11. If Transport Canberra were to consider increasing services to run more frequently during 'shoulder' periods (the periods immediately before and after peak times on weekdays). Which of these options would be your preference for more frequent weekday services?

[READ OUT LIST, ROTATE LIST, SINGLE RESPONSE]

- Before the morning peak (i.e. from 6:00am - 7:00am)
- After the morning peak (i.e. from 9:00am - 10:00am)
- Before the afternoon peak (i.e. from 2:00pm - 3:00pm)
- After the afternoon peak (i.e. from 7:00pm - 8:00pm)
- I find the current service frequency meets my needs
- Don't know / prefer not to answer (DO NOT READ OUT)

12. How would more frequent light rail services during shoulder periods impact your travel?

[ALLOW MR, READ OUT]

- I would travel by light rail more often
- There would be less crowding onboard
- I would have more flexible travel options
- It would reduce my travel time
- I'd feel more relaxed about planning my light rail travel
- It would not impact my travel
- Other [please specify]

13. Thinking now about public transport etiquette for passengers, I'm going to read you a list of passenger behaviours and I'd like you to tell me which one you believe Light Rail should focus more in customer messaging?

[READ OUT LIST, SINGLE RESPONSE, RANDOMISE]

- Not giving up their seat for someone who needs it
- Not being considerate of other passengers when boarding or exiting, including crowding or blocking the doors
- Standing in designated bicycle or wheelchair spaces
- Playing loud music or talking loudly
- Putting their feet on seats
- Eating or drinking on board
- Placing bags or other items on seats when other passengers are standing
- Something else [please specify]

14. Do you usually use a bus service as part of your light rail journey, and in what region?

[ALLOW MR]

- Woden
- Tuggeranong
- Belconnen
- Gungahlin
- Central Canberra
- Other [please specify]
- I don't use a bus service as part of my usual journey

15. Using a scale from 1 to 10, where 1 is very unlikely and 10 is very likely, how unlikely or likely are you to use the future light rail stage 2 to Woden?

Scale of 1 to 10

Questionnaire

Part 4 - CMET Additional Questions (repeated from previous survey)

16. Have you seen or heard any information on light rail safety campaigns recently?
- Yes
 - No
 - Unsure

17. Which group do you think needs more information about the importance of rail safety?

[SINGLE RESPONSE. IF RESPONDENT SAYS ALL OF THESE GROUPS, PUSH THEM TO TRY TO CHOOSE JUST ONE]

[READ OUT LIST, RANDOMISE ORDER]

- Passengers that travel onboard the light rail
- Car drivers
- Motorbikes
- Cyclists
- Pedestrians
- E-scooters
- **[DO NOT READ OUT – ALL OF THESE GROUPS]**

18. Here is a list of important rail safety messages specifically for [INSERT GROUP SELECTED AT Q17], which one do you think is the most important to promote to our community?

[SHOW THE GROUP LIST HEADING WITH LIST OF STATEMENTS UNDERNEATH ON SCREEN. RANDOMISE ORDER OF LIST. IF 'ALL OF THESE' IS CHOSEN AT Q17, RANDOMLY ASSIGN TO 'CYCLISTS' OR 'CAR DRIVERS' OR 'MOTORBIKES' OR 'E-SCOOTERS' GROUP FOR MESSAGING]

If chose 'Passengers' at Q17

- [Passengers] Stand behind the yellow line
- [Passengers] Hold on when travelling
- [Passengers] Keep doorways clear and wait for all customers to exit before you board
- [Passengers] Allow passengers with limited mobility or wheelchairs to board first
- Can't decide

If chose 'Car drivers' OR 'Motorbikes' at Q17

- Motorists: Check twice & don't run the red.
- Motorists: Perform U-turns only where permitted
- Motorists: Never queue across the tracks
- Motorists: Never drive down the tracks
- Can't decide

If chose 'Cyclists' at Q17

- Cyclists: Ride directly across the tracks at a right angle
- Cyclists: Don't ride along the rail track
- Cyclists: Never cross in front of a moving light rail vehicle
- Cyclists: Ensure your bike is stored in the bike rack onboard
- Can't decide

If chose 'Pedestrians' at Q17

- Pedestrians: Only cross the tracks at designated crossings
- Pedestrians: Always look both ways before crossing tracks
- Pedestrians: Avoid distraction with mobile phones or headphones
- Pedestrians: Wait for the green walk signal before crossing
- Can't decide

If chose 'E-scooters' at Q17

- E-scooter: Ride directly across the tracks at a right angle
- E-scooter: Don't ride along the rail track
- E-scooter: Never cross in front of a moving light rail vehicle
- E-scooter: Ensure your e scooter is stored securely onboard
- Can't decide

19. Where would you expect to see or hear this message communicated?

- Printed on the outside of the light rail vehicle
- Printed inside the light rail vehicle
- On radio
- On TV
- On social media e.g. Facebook, Instagram, Twitter (X)
- Print for example newspaper or magazine
- On posters in and around stops
- Announced at stops
- Other **[please specify]**

20. The construction of light rail from Alinga Street stop to Commonwealth [Park](#) has started. How would you prefer to receive information about traffic changes or other disruptions during the construction of the new light rail?

- By direct email to you – newsletter **[share QR code]**
- From an ACT Government website
- Roadside signage
- Outdoor advertising/posters in the city
- Our Canberra/letterbox drop
- Social media e.g. Facebook, Instagram, Twitter (X)
- Local radio
- Print for example newspaper or magazine
- Online advertising
- Advertising on public transport vehicles
- Other **[please specify]**

Briefing notes for interviewers

Briefing Notes for Interviewers

Light Rail Customer Satisfaction Tracking
Fieldwork: 1st-15th March 2025

These notes are additional to the standard guidelines and instructions given to fieldwork interviewers during the pre-fieldwork briefing session.

Update about the launch of MyWay+

- In November 2024 the new MyWay+ system launched across Canberra light rail and bus services.
- Customers encountered a range of system issues and errors on the day of the launch and in the weeks that followed.
- There was a reasonable degree of backlash in response to the launch, including media coverage and online commentary.

Implication for the March'25 survey

We anticipate customers' experience of MyWay+ may have a negative impact on their likelihood to recommend Light Rail to family and friends.

For this round of [fieldwork](#) we will ask a follow-on question after the Recommendation rating, if the respondent gives a rating that is mid to low range (1-7), you will simply ask:

Why did you give a score of [INSERT SCORE FROM Q10] for your likelihood to recommend Light Rail?

The purpose of this additional question is to identify if customers' recommendation rating is related to the MyWay+ launch or if it is unrelated or because of some other factor.

IMPORTANT NOTE FOR INTERVIEWERS:

It is important that you **DO NOT PROMPT** your respondent with answer options.

You will see a list of codes displayed at this question – **DO NOT READ OUT this list**.

Allow respondents to **provide their answer freely** (some probing is fine). Please code their answer accordingly using the codes included at the question (multiple response allowed).

- All codes are specifically about MyWay+.
- If respondents' answer is NOT about MyWay+ please **code as 'Other specify'** and write in the theme of their answer. You do not have to enter their whole response verbatim.
- There is a code for bus service issues with MyWay+. Use this code if your respondent is talking about an aspect of MyWay+ **specific to the bus services**. This code covers ALL bus specific issues. **Do not use the other codes to capture aspects of bus related issues** mentioned.

The only scenario where you would use the bus code AND other MyWay+ codes is if they describe issues with the bus services AND issues with light rail services in relation to MyWay+.

- You may **probe** your respondent to clarify which service they are talking about (buses and/or light rail) if their answer about MyWay+ is unclear.

1

Briefing Notes for Interviewers

Light Rail Customer Satisfaction Tracking
Fieldwork: 1st-15th March 2025

Background to MyWay+ and the public response

In the lead up to the launch, MyWay+ was promoted as a system upgrade that would deliver the following key benefits to customers:

- Simple payment options.
- Real-time passenger information.
- Better integration for journey planning.
- MyWay+ app.

Media coverage of MyWay+ launch issues

MyWay+ launch has been covered extensively in news and social media, for example:

National and local news:

- ABC News (National and local).
- The [Riotact](#) (Canberra).
- City News (Canberra).
- Canberra Times.

Community and user groups (and comments):

- PTC&R (the Public Transport Association of Canberra, Inc).

Social media:

- Reddit - [r/Canberra_MyWay+ Megathread](#) (415 comments at time of writing).
- Twitter/X.

Main issues customers experienced with MyWay+

The key issues customers encountered with the MyWay+ system on launch day, as highlighted in news and social media coverage were:

Not enough physical MyWay+ cards

- Not enough physical MyWay+ cards were available for purchase from outlets.
- Orders placed via the app for a MyWay+ card took approx. 1 month to be delivered to customers.
- Not enough ticket vending machines installed at stops and stations.



<https://the-riotact.com/what-transport-canberra-is-doing-to-fix-myway/37484>

2

Briefing Notes for Interviewers

Light Rail Customer Satisfaction Tracking
Fieldwork: 1st-15th March 2025

Ticket validator machines not working

- Initially all ticket validators were silent i.e. there was no feedback 'beep' to signal to customers that their tap on/ tap off had registered.
- No fare or balance information was displayed on screens of ticket validator machines when customers tap on/ tap off (the old system showed the fare being charged and the remaining balance on screen).
- Customers could tap on but could not tap off, resulting in maximum fares charged for some customers (although this was difficult to track via the app).

Use of QR codes at ticket validators as a proxy for a MyWay+ card

Customers can use a QR code generated in the MyWay+ app to tap on/off instead of using a physical card.

- QR codes are awkward to scan at ticket validator machines, creating delays as people take longer to tap on/ tap off.
- If the app is closed (for example when a phone screen lock times out) the QR code will refresh. This creates an *error* when customers try to tap off using a different QR code. MyWay+ APP not user friendly.

The MyWay+ app is not user-friendly:

Customers experienced a range of issues with the functionality of the MyWay+ app, including the following:

- Account transactions e.g. balance transfers, topping up credit, balance checks, trip summaries.
- Account settings e.g. updating linked payment method, linking physical cards to their accounts, adding multiple cards to an account, adding pensioner or concession status to accounts.
- Real-time service information e.g. tracking if a bus service is running late or early, journey planner.
- Proxy for a physical card/ ticket e.g. generating QR codes to tap at validator machines, integrated digital wallet / PayWave payment option.

Issues specific to bus services

- Real-time tracking of services not working.
- Ticket validator machines not working/ not installed on all bus services.

In the survey:

The answer options shown as the code frame at the follow-on question (asked after Recommendation rating) are informed by these key issues, described above.

3

Briefing notes for interviewers

Briefing Notes for Interviewers

Light Rail Customer Satisfaction Tracking
Fieldwork: 1st-15th March 2025

Government response to the MyWay+ launch and criticisms

Transport Canberra

Transport Canberra have been as transparent and upfront as possible in addressing the complaints and taking ownership for the issues impeding the MyWay+ service.

- At around midday on the day of the launch, Transport Canberra's Deputy Director-General issued a formal apology to customers via a media conference.
- Transport Canberra promised customers the 'teething issues' experienced on launch day would be addressed urgently.
- Transport Canberra is in the process of working through the issues with **NEC Australia** (the company contracted to design and implement MyWay+ infrastructure).
- All penalties for not tapping off trips were suspended while issues were being fixed. Customers unable to tap off were charged a minimum fare rate.

Legislative Assembly committee inquiry

- The Legislative Assembly committee has launched an inquiry into the procurement and delivery of MyWay+. The report is expected to be delivered at the end of June 2025. Submissions to the inquiry close on **28 February '25 (the day before we start fieldwork)**.

Fixes implemented since MyWay+ launched

Since the launch, Transport Canberra and NEC Australia set about fixing the issues (listed above) with the system. The following known issues have been addressed and corrected:

Ticket validator machines are working

- ALL BUS SERVICES now have ticket validator machines installed.
- Validator machines that were offline are now functional.
- Ticket validator machines now make an audible feedback 'beep' sound when customers tap on/ tap off.

More physical MyWay+ cards available

- Additional ticket vending machines have been installed at stations and stops.
- More physical MyWay+ cards were ordered and stocked in retail outlets for purchase and for orders placed via the MyWay+ app.
- The list of retail outlets where MyWay+ cards can be purchased has been expanded (new outlets added to the list).

4

Briefing Notes for Interviewers

Light Rail Customer Satisfaction Tracking
Fieldwork: 1st-15th March 2025

Issues that still need to be addressed or fixed

The latest update from Transport Canberra summarising the service updates and fixes that are live was uploaded on 22nd January 2025.

Some issues are still outstanding and remain in need of being corrected in order for the MyWay+ network to be deemed fully operational. These include:

Scanning QR codes at validators and gates

- QR codes in the MyWay+ app were improved with an update of the app, the new QR codes appear more compact on-screen.
- While an improvement, the new QR codes are still awkward to scan quickly and on-the-go resulting in some delays as passengers board and disembark services.

Family/ group accounts and linking multiple MyWay+ cards to a single account

- Testing has commenced for family/ group accounts however this functionality is not yet available to the public.

Real-time tracking of service information

- Real-time tracking of bus services remains unreliable making it difficult to see if a service is running early or behind schedule.
- This has implications for the Trip Planner function in the app.

5