

## Stroud Rail Station Customer Survey - Headline Findings: Release 1

The Stroud Rail Station customer survey was distributed over 3 different days to patrons entering and exiting the station. Note that bad weather affected two of the survey days.

Scheduled visits were arranged for;

Shift Patterns				
Date	Day	Shift	Advisors	Notes
08/07/2015	Wednesday	0600 - 1200	2	
10/07/2015	Friday	1500 - 2100	2	
11/07/2015	Saturday	1000 - 1600	2	Shift cancelled due to rail strike
18/07/2015	Saturday	1000 - 1600	2	

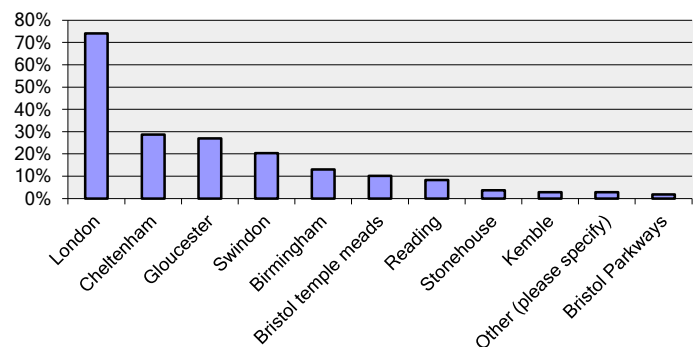
Note that due to rail strikes some shifts had to be rescheduled.

A total of 108 surveys of the 631 distributed were completed and returned (response rate 17%). All figures below are expressed as a percentage of the surveys returned (note that some questions have multiple answers). Note average daily footfall is in the region of 1,329 per day (2012/13) highlighting holiday impact.

### Current use of the station

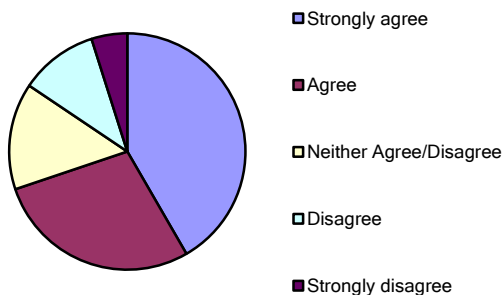
- The majority of respondents are **weekly users** of the station (25.0%)
- The most frequent destinations of travel are **London** (74.1%) **Cheltenham** (28.7%), with **Leisure and commuting** being the two main purpose of travel (44.4% and 32.4%).
- **33.6%** of respondents travelled to Stroud station by **car alone**. This was followed by travelling by **car with passenger** (26.2%) or by **car dropped off/picked up** (19.6%).
- 78.6% of respondents felt the journey to/from the station at present is either **very easy** or **easy**, with only 3.7% finding the journey **difficult** or **very difficult**

Which stations do you normally travel to?



### Changing travel behaviour

I believe that improvements to the station facilities would help me to travel differently to the station in the future?



Over half (53.8%) stated that there is **no chance of changing the way they would travel to the rail station**. 23.6% stated however that there is a **possibility of changing the way they travel to the rail station**.

69.9% of respondents either **strongly agreed / agreed** that improvements to the station facilities would help them to travel differently to the station in the future.

**More attractive walking connections to and from the town centre** (39.6%), **improved safety around the station** (33%) and **installing wheelchair/mobility access between platforms** (37.6%) were the main improvements to pedestrian access. Combining the cycle improvements (both lockers and routes) also received 30% of support.