

Borders Railway Year 2 Evaluation: Surveys of Users & Non-Users

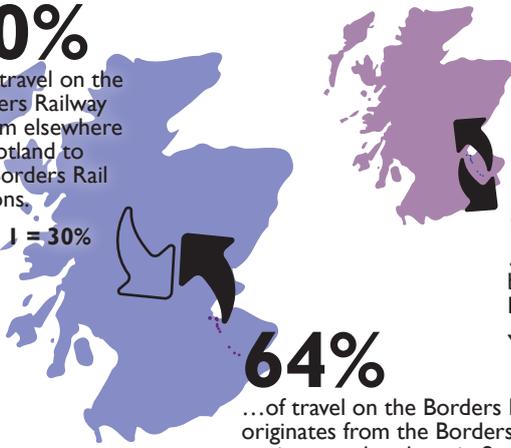


The infographics below provide a brief summary of some of the headline findings from the surveys:

30%

...of travel on the Borders Railway is from elsewhere in Scotland to the Borders Rail stations.

Year 1 = 30%



6%

...of trips are between Borders Rail Stations.

Year 1 = 7%

64%

...of travel on the Borders Railway originates from the Borders Rail stations to elsewhere in Scotland.

Year 1 = 64%

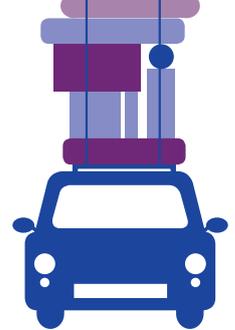
52%



...of those who had moved employment since the line reopened stated that the re-opening of the line had been a factor in their decision, suggesting that the line has impacted people's employment choices.

Year 1 = 89%

58%



...of users who had moved house since the line re-opened stated that the railway was a factor in their decision, suggesting the line has impacted people's residential choices.

Year 1 = 56%



9.5%

...more passengers travelled on the line in Year 2 compared to Year 1.



64%

...of users who previously made their trip by another mode stated that, prior to the re-opening of the line, they drove all the way to their destination (equating to an estimated 36,000 car journeys) suggesting that the re-opening of the line has resulted in significant modal shift from car to public transport.

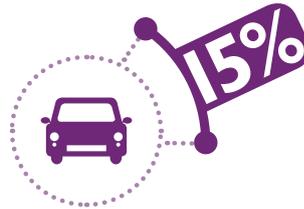
Year 1 = 57%



25%

...of users who previously made their trip by another mode stated that prior to the re-opening of the line, they travelled by bus all the way to their destination (equating to an estimated 14,000 bus journeys), suggesting that there has been a shift from bus to rail.

Year 1 = 29%



...of users do not own or have access to a vehicle.

Year 1 = 15%



...of annual trips recorded via the survey were either tourist day trips or overnight stays in the Scottish Borders, Midlothian or Edinburgh.

Year 1 = 15%



71% (Year 1 = 67%) of tourist users stated that the re-opening of the railway was a factor in their decision to make their trip and 25% (Year 1 = 23%) stated that they wouldn't have made their trip were it not for the rail line.

95%

...of respondents to the user survey rated the service as very good or good.

Year 1 = 80%

45%

...of the estimated trips recorded via the survey were commuting trips.

Year 1 = 45%

36%

...of the estimated trips recorded via the survey were 'new trips' suggesting that the railway has resulted in people making trips and taking up opportunities which they previously did not make.

Year 1 = 35%

72%

...of non-users / infrequent users said that they didn't use the service more frequently because the car was more convenient.

Year 1 = 80%

46%

...of non-users / infrequent users said that they didn't use the service more frequently because of the lower cost of bus services.

Year 1 = 47%