

APPENDIX 4: Customer Analysis- Continued

Profile of Current Customers of CityRail

➔ Demographic factors

- Men and women
- Any age: from children to elderly people
- Any nationality, religion, race and sexual orientation
- Any education and occupation level
- Any household size, family life-cycle
- Any income level

➔ Geographical factors

- People living in / visiting Sydney - specifically the city centre and suburbs covered by CityRail services and train stations
- People, who live in / visit Sydney suburbs that do not have a train station, but can travel to the train station via bus or car

➔ Psychographic factors

- People of any social class
- People pursuing a casual and relaxed lifestyle + people, who seek convenience and have a sense of community and thriftiness + people, who are environmentally conscious and patient
- People, who do not aim for an extremely high social status
- People categorised according to the VALS system as: Thinkers, Believers, Makers and Survivors (Quester et al., 2007).
- People categorised according to the Roy Morgan segments as: Socially Aware, Conventional Family Life, Traditional Family Life and A Fairer Deal (Quester et al., 2007).

➔ Behavioural factors

- People in every-day, special, normal, unexpected situations
- People seeking the following attributes and benefits: convenience, speed, economy, quality, safety, comfort and reliability

Researching Customers

CityRail regularly conducts a Customer Survey, Customer Research and Feedback Analysis in order to better understand the market and its customers and consequently improve its services towards customer desires and satisfaction (RailCorp, 2007).

Some of the available actual statistic indicators of CityRail customers and their journeys are:

- On an average weekday, CityRail serves over 500,000 customers (RailCorp, 2007)
- On an average weekday, about 60% of customer's journeys are to the Sydney CBD (RailCorp, 2007)
- About 53% of people working in the Sydney CBD use CityRail to travel to and from work (RailCorp, 2007)
- The average duration of customer's average weekday journey with CityRail in 2006 was 33 minutes (Ministry of Transport, 2007). That is the longest of all travel modes.
- The average distance of customer's average weekday journey with CityRail in 2006 was 19,8 km (Ministry of Transport, 2007). That is the longest of all travel modes.
- There is a slightly higher percentage of female customers compared to male customers travelling with CityRail. This trend has been constant since 1991 (ITSRR, 2007).

Buying Behaviour

The main benefits sought by customers and important attributes and solutions they buy in the form of CityRail services are:

- convenience of fast, reliable, safe, comfortable and relatively cheap transport
- 'independence' of possessing a car and having to cover all costs connected with it
- solution to the problem of not having any other means of personal transport
- lower price of personal transport
- lower emissions and carbon footprint caused by personal behaviour

The main purposes of CityRail services by customers were: 42% to travel to work- of those, who do not use CityRail services to travel to work: 38% use it to travel to recreational or family activities, 14% to travel to sport or entertainment activities, 13% travel to do the shopping and other reasons (ITSRR, 2008)