

Appendix B: Gold card research findings – spring 2022

KEY FINDINGS

- 401 responses in total
- High take up of Gold card at £10 – 72% would purchase the card
- Significant increase in future rail trip frequency when purchasing the £10 Goldcard: The proportion travelling 1-2 days or more rises from 31% to 83%
- Lower take up of Goldcard at £20 – 36% would purchase the card
- Increase in future rail trip frequency when purchasing the £20 Goldcard, (although not achieving increases seen at £10):
The proportion travelling 1-2 days or more rises from 31% to 79%
- 16% wouldn't purchase a Goldcard at either price point, the main reason being that they have no need for rail travel

Frequency	Current Senior Rail Pass Use	Future Travel				
		No Goldcard	Goldcard £10	% Change Compared to Current	Goldcard £20	% Change Compared to Current
5+ days a week	2%		6%	4%	1%	-1%
3-4 days a week	4%		29%	25%	18%	14%
1-2 days a week	26%	3%	48%	23%	60%	34%
Once a fortnight	30%	3%	14%	-16%	19%	-11%
About once a month	11%	5%	2%	-9%	1%	-10%
About once a year	3%	5%				
Less often	9%	17%				
Never	15%	62%	0%			
Don't know/not stated	1%	5%	0%		1%	
Responses	401	63	288		143	
% Goldcard take up/non-take up		16%	72%		36%	

- Weekly trips could more than double for those taking up the £10 Goldcard (current and future use of the 72%):

72% of Sample Would buy a Goldcard at £10						
Frequency	Current Rail Travel	Weekly Trip Rate	Current Weekly Trips	Goldcard £10	Weekly Trip Rate	Future Weekly Trips
5+ days a week	7	10	70	17	10	170
3-4 days a week	14	7	98	84	7	588
1-2 days a week	85	3	255	139	3	417
Once a fortnight	109	1	109	39	1	39
About once a month	41	0.5	19	7	0.5	3
About once a year	6	0.0	0		0.0	0
Less often	15	0.0	0		0.0	0
Never	11	0	0	1	0	0
Don't know		0	0	1	0	0
	288	0	551	288	0	1217
						121%

Average Weekly Trips per Person	2	4
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Note: Trips rates are theoretical

POINTS OF NOTE

- Note that the sample achieved is not representative in terms of age or district of the South Yorkshire senior citizen population. Results are unweighted and should be viewed in light of this
- Residents in Barnsley and Sheffield are more likely to purchase the card at £10 compared to those residents in Doncaster and Rotherham. There is a notable drop off in Barnsley and Sheffield however when the price increases to £20

Price Point	% Who Would Purchase by District				
	Barnsley	Doncaster	Rotherham	Sheffield	South Yorkshire
£10 Goldcard	83%	68%	58%	76%	72%
£20 Goldcard	39%	40%	38%	23%	36%

MAIN REPORT

BACKGROUND

South Yorkshire Mayoral Combined Authority (SYMCA) is considering introducing a concessionary card for travel on trains for senior citizens. For an annual fee this card would enable free train travel across South Yorkshire. Research was carried out in February and March 2022 to assess the viability of introducing a rail concessionary card

METHODOLOGY

SYPTe's auditor team conducted face to face interviews with those aged 66 plus, living in South Yorkshire. These interviews took place across the four districts of South Yorkshire (covering interchanges and railway stations). A total of **401** surveys were conducted

DEMOGRAPHICS

Nearly a third of interviews took place in Barnsley:

% Split By District			
Barnsley	Doncaster	Rotherham	Sheffield
32%	19%	27%	22%

Over two thirds of those interviewed across South Yorkshire as a whole were in the age bracket 70 to 79:

	% Split By Age				
	Barnsley	Doncaster	Rotherham	Sheffield	South Yorkshire
66-69	23%	14%	15%	15%	17%
70-74	31%	44%	42%	33%	37%
75-79	25%	29%	35%	36%	31%
80-84	17%	13%	7%	15%	13%
85-89	4%	0%	0%	1%	1%
90-94	1%	0%	0%	0%	0%

Note that the sample achieved is not representative in terms age or district of the South Yorkshire senior citizen population. Results are unweighted and should be viewed in light of this

WOULD YOU PURCHASE A GOLDCARD AND AT WHAT PRICE?

- High take up at £10 per annum - 72% would purchase a Goldcard. Take up varies markedly by district with 83% in Barnsley compared to 58% in Rotherham:

% Who Would Purchase at £10 by District				
Barnsley	Doncaster	Rotherham	Sheffield	South Yorkshire
83%	68%	58%	76%	72%

- Lower take up at £20 per annum – 36% would purchase a Goldcard. Again there are significant differences across the districts ranging between 40% in Doncaster to 23% in Sheffield:

Price Point	% Who Would Purchase by District				
	Barnsley	Doncaster	Rotherham	Sheffield	South Yorkshire
£10 Goldcard	83%	68%	58%	76%	72%
£20 Goldcard	39%	40%	38%	23%	36%

- 16% wouldn't purchase a Goldcard at either price point, the main reason being that they have no need for rail travel

CURRENT TRAVEL BY RAIL

- Only 1% currently use rail as the main mode of transport, the vast majority use the bus as their main mode (93%)

CURRENT RAIL TRAVEL FREQUENCY

- Around a quarter travel 1-2 days a week
- 30% travel once a fortnight
- 15% never travel by rail

Current Frequency of Rail Travel	%
5+ days a week	2%
3-4 days a week	4%
1-2 days a week	26%
Once a fortnight	30%
About once a month	11%

Current Frequency of Rail Travel	%
About once a year	3%
Less often	9%
Never	15%
Don't know	0%
Not stated	1%

FUTURE TRAVEL

As would be expected, the purchase of the rail card at both £10 and £20 results in an increase in the percentage of those travelling on a regular basis:

- At £10, the proportion travelling 1-2 days a week or more there is rises from 31% to 83%
- At £20 the proportion travelling 1-2 days a week or more rises from 31% to 79%

As a result of more frequent travel using the Goldcard, there has been a corresponding drop in those travelling less frequently

- At £10 the percentage of those travelling:
 - Once a fortnight drops by 16%
 - Once a month drops by 9%
- At £20 the percentage of those travelling:
 - Once a fortnight drops by 11%
 - Once a month drops by 10%

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About once a month	11%	5%	2%	-9%	1%	-10%
About once a year	3%	5%				
Less often	9%	17%				
Never	15%	62%	0%			
Don't know/not stated	1%	5%	0%		1%	
	100%	100%	100%		100%	
Responses	401	63	288		143	
% Goldcard take up/non-take up		16%	72%		36%	

EXTRA TRIPS GENERATED THROUGH £10 GOLDCARD PURCHASE

For the 72% who would purchase the Goldcard at £10, (using theoretical weekly trip rates), compared to current rail travel, there is a significant increase in trips made with weekly trips more than doubling:

72% of Sample Would buy a Goldcard at £10						
Frequency	Current Rail Travel	Weekly Trip Rate	Current Weekly Trips	Goldcard £10	Weekly Trip Rate	Future Weekly Trips
5+ days a week	7	10	70	17	10	170
3-4 days a week	14	7	98	84	7	588
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Once a fortnight	109	1	109	39	1	39
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About once a year	6	0.0	0		0.0	0
Less often	15	0.0	0		0.0	0
Never	11	0	0	1	0	0
Don't know		0	0	1	0	0
	288	0	551	288	0	1217

121%

Average Weekly Trips per Person 2

4

Extra Trips Generated through £20 Goldcard Purchase

For the 36% who would purchase the Goldcard at £20, (using theoretical weekly trip rates), compared to current rail travel, there is a significant increase in trips made with weekly trips increase by 68%. This price points generates fewer trips, which may be due to some of this cohort already travelling at their optimum:

36% of Sample Would buy a Goldcard at £20						
Frequency	Current Rail Travel	Weekly Trip Rate	Current Weekly Trips	Goldcard £20	Weekly Trip Rate	Future Weekly Trips
5+ days a week	5	10	50	1	10	10
3-4 days a week	9	7	63	26	7	182
1-2 days a week	36	3	108	86	3	258
Once a fortnight	53	1	53	27	1	27
About once a month	22	0.5	10	2	0.5	1
About once a year	5	0.0	0		0.0	0
Less often	6	0.0	0		0.0	0
Never	7	0	0		0	0
Don't know	0	0	0	1	0	0
	143	0	284	143	0	478

68%

Average Weekly Trips per Person 2

3