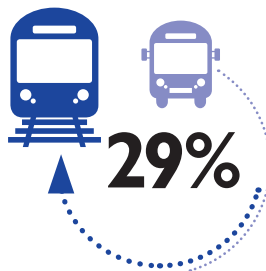
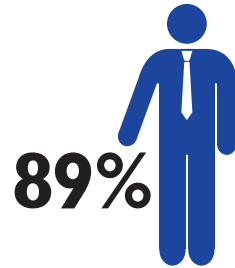
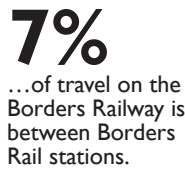
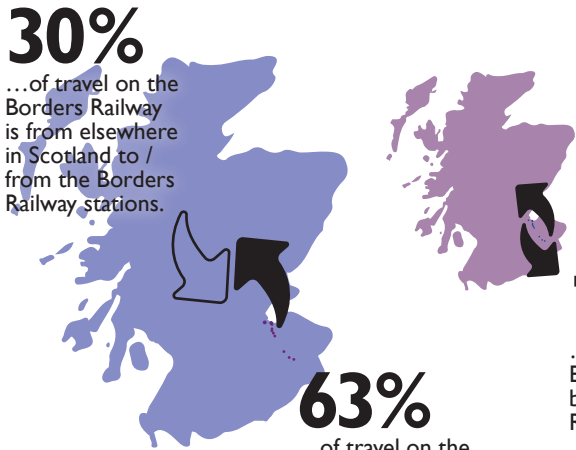


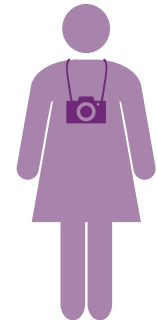
Borders Railway Year 1 Evaluation: Surveys of Users & Non-Users



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



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



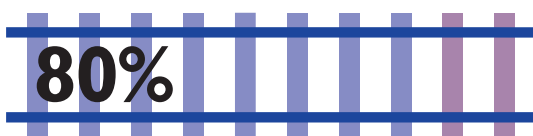
...67% of tourist users stated that the re-opening of the railway was a factor in their decision to make their current trip and 23% stated that they wouldn't have made their current trip were it not for the rail line.



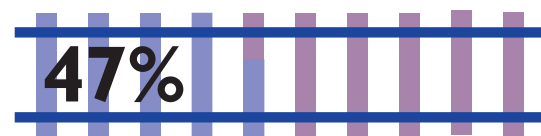
...of respondents to the user survey rated the service as very good or good.

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

...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.



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



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