

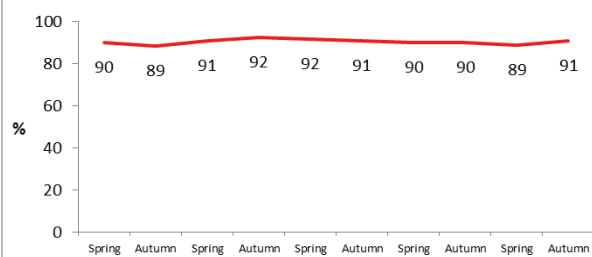
Rail Passenger Satisfaction at a glance: Virgin Trains - Autumn 2015

Transport Focus is the independent transport-user watchdog. Our mission is to get the best deal for transport users. In spring and autumn we carry out the National Rail Passenger Survey (NRPS), a network-wide picture of passengers' satisfaction with rail travel in Great Britain.

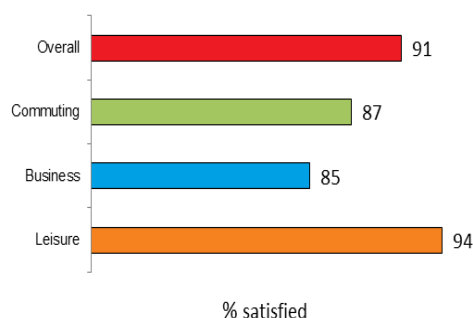
We ask passengers for their views of the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

For Virgin Trains this time we spoke to 1233 passengers. This page shows the headlines. Page 2 shows satisfaction with individual aspects of the station and the train. Page 3 looks at some factors in a bit more depth. The last page shows which factors have the biggest effect on satisfaction and dissatisfaction.

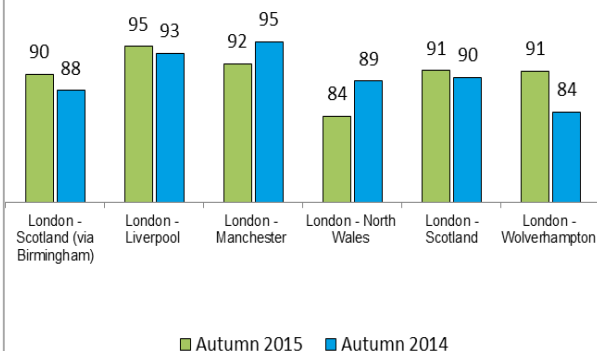
Overall satisfaction with the journey



Overall satisfaction by journey purpose



Overall satisfaction by route



How routes are defined

London – Scotland (via Birmingham): Journeys on London - Birmingham – Scotland services

London – Liverpool: Journeys on London – Liverpool services

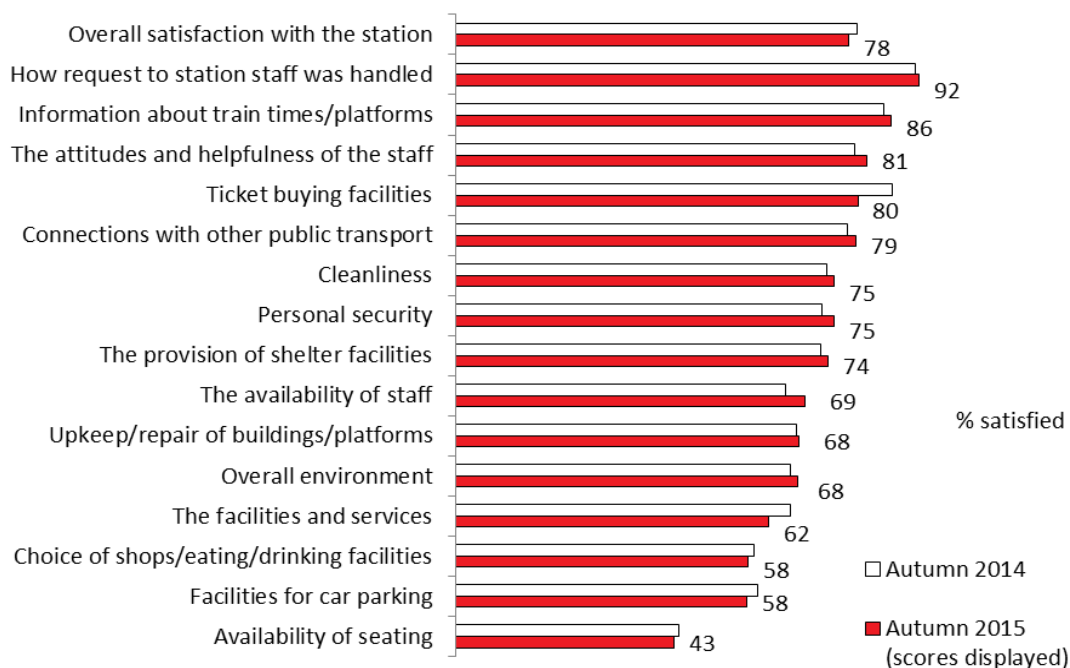
London – Manchester: Journeys on London – Manchester services

London – North Wales: Journeys on London – Holyhead/North Wales services

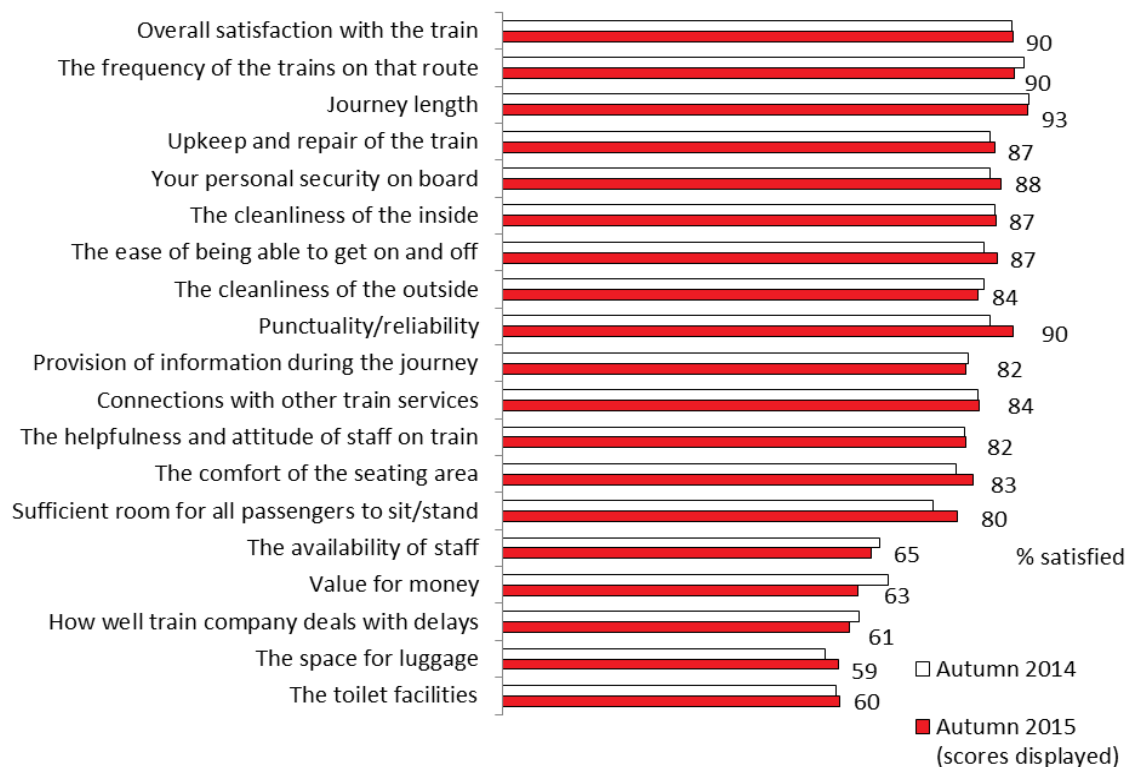
London – Scotland: Journeys on London – Glasgow/Scotland services

London – Wolverhampton: Journeys on London – Wolverhampton services

Satisfaction at the station where they boarded

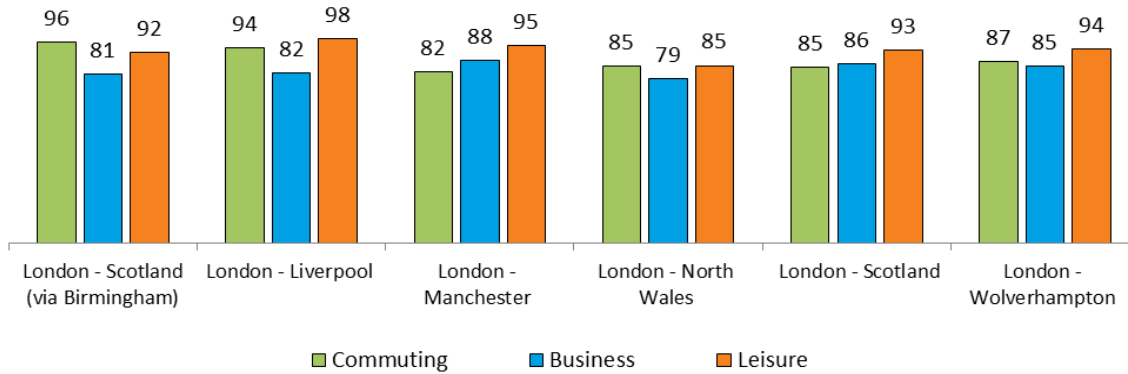


Satisfaction on the train

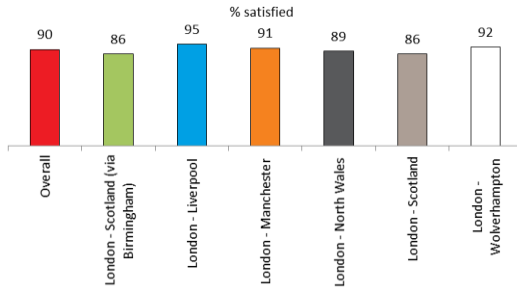


Satisfaction - in a bit more depth (Autumn 2015)

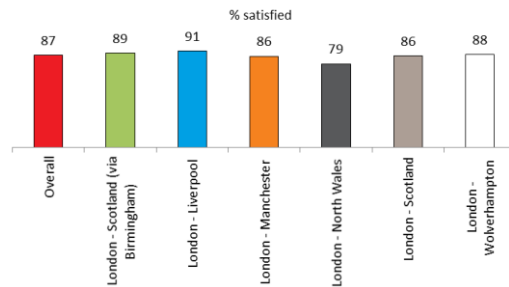
Overall satisfaction - by route and journey type



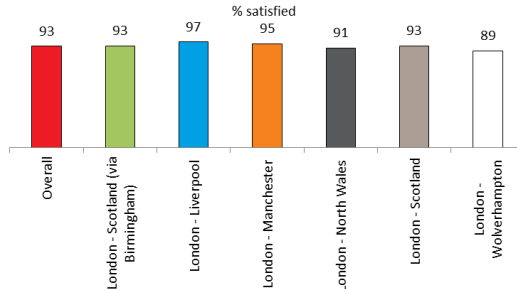
Punctuality/reliability



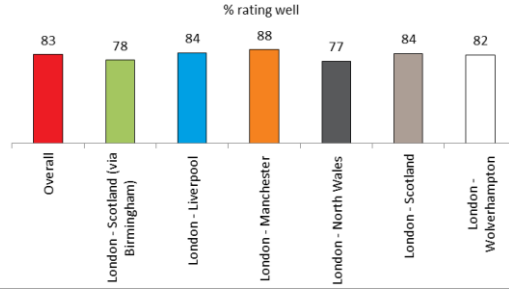
Cleanliness of the inside



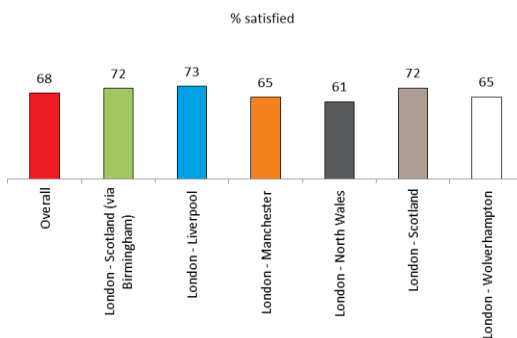
Journey length



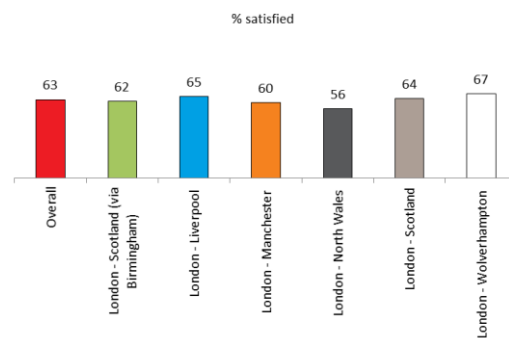
Comfort of the seating area



Overall station environment



Value for money



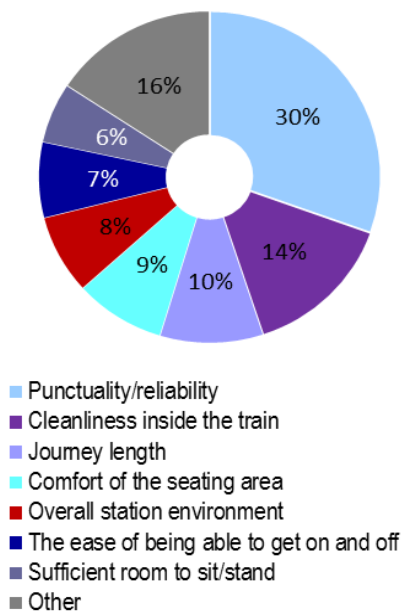
What impacts on satisfaction and dissatisfaction?

Not all factors will have equal importance - some things will have a much bigger influence on whether a passenger is satisfied with the overall journey, than others.

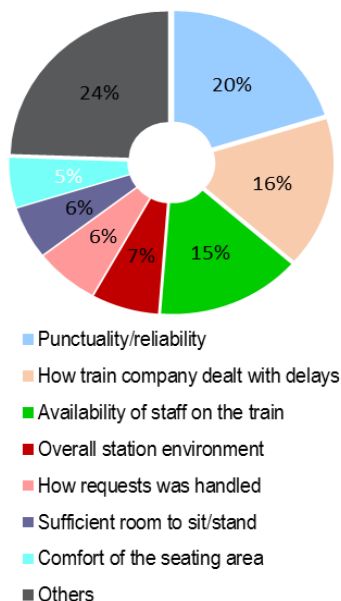
The charts below show which station and train factors are statistically most important in determining overall passenger satisfaction and dissatisfaction.

The analysis looks at which factors correlate most highly with overall journey satisfaction. For example, if those satisfied with punctuality are much more likely to be satisfied overall, then punctuality is likely to have a bigger impact on overall satisfaction. The higher the percentage figure below, the greater the influence on overall journey satisfaction.

What has the biggest impact on overall satisfaction?



What has the biggest impact on overall dissatisfaction?



To download the full National Rail Passenger Survey, visit:

<http://www.transportfocus.org.uk/research/national-passenger-survey-introduction>

You can explore the results in more depth at:

<http://www.transportfocus.org.uk/our-open-data>