

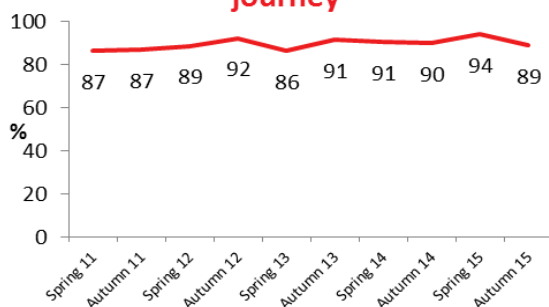
# Rail Passenger Satisfaction at a glance: Virgin Trains East Coast - Autumn 2015

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.

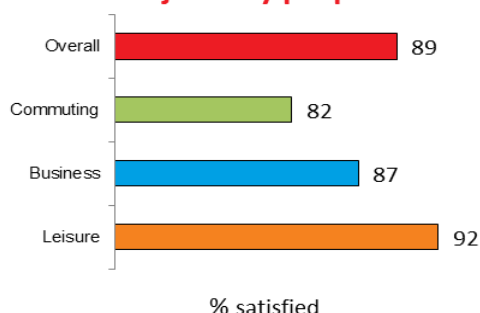
We ask passengers for their views of the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

For Virgin Trains East Coast this time we spoke to 1067 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



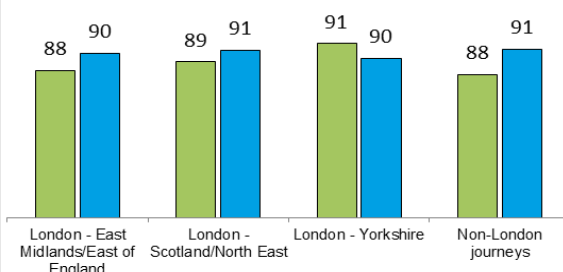
## Overall satisfaction by journey purpose



## Overall satisfaction by route

% satisfied

■ Autumn 2015 ■ Autumn 2014



## How routes are defined

### London - East Midlands/East of England:

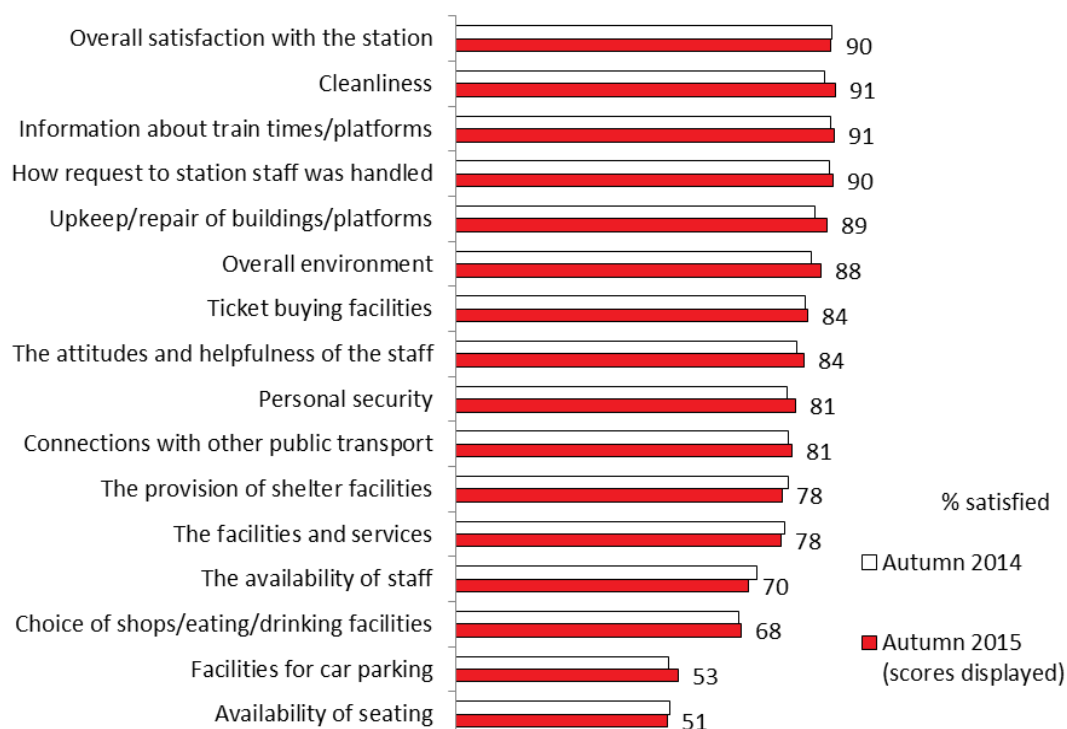
Journeys on London - East Midlands/East of England services. Only passengers travelling to or from London

**London - Scotland/North East:** Journeys on London King's Cross - Scotland/Newcastle services. Only passengers travelling to or from London

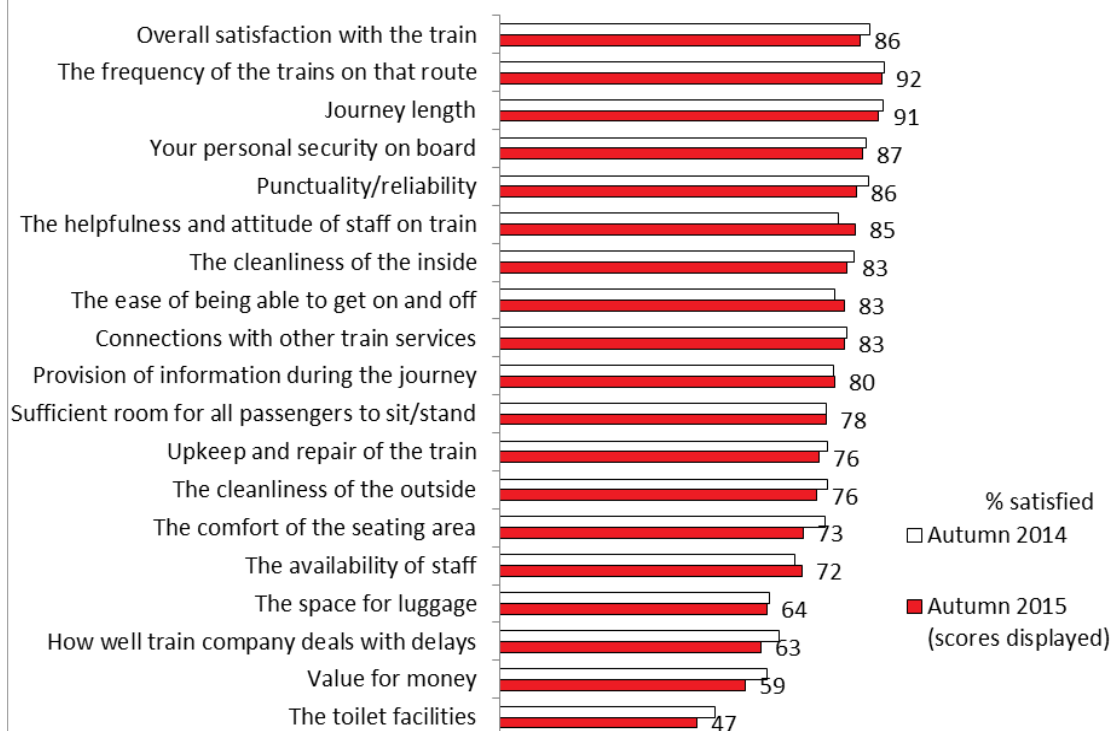
**London - Yorkshire:** Journeys on London King's Cross - Yorkshire services (includes services to West Yorkshire). Only passengers travelling to or from London

**Non-London journeys:** Passengers travelling (on any route) that are not going to or from London

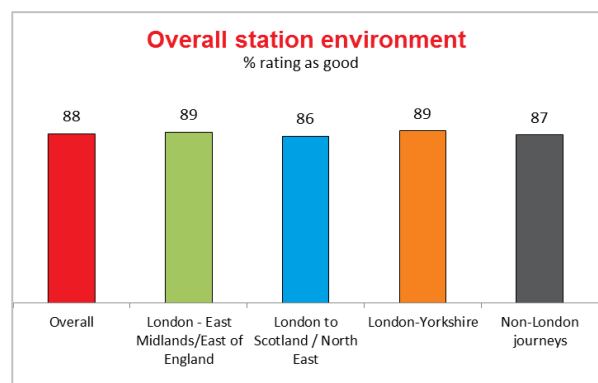
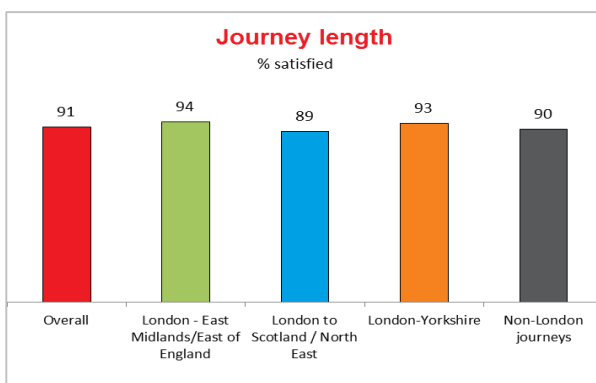
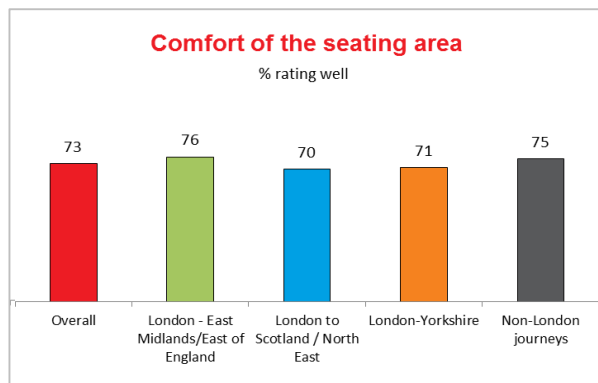
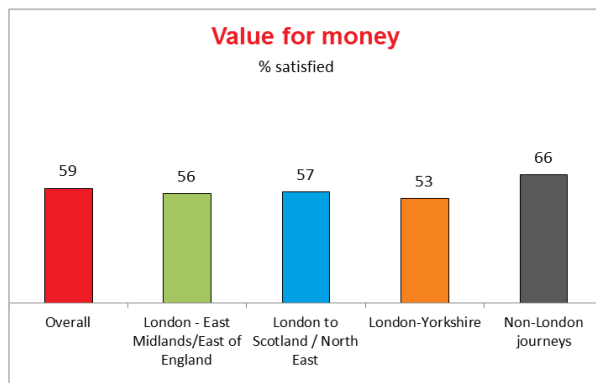
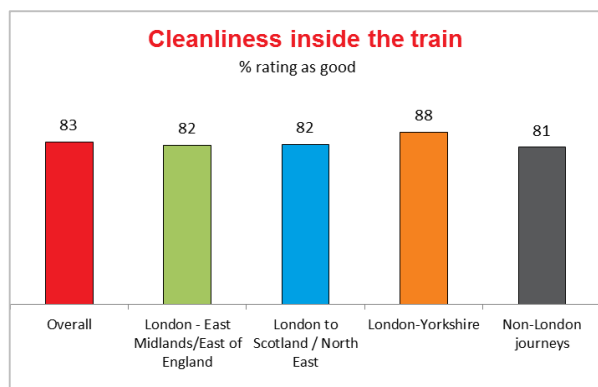
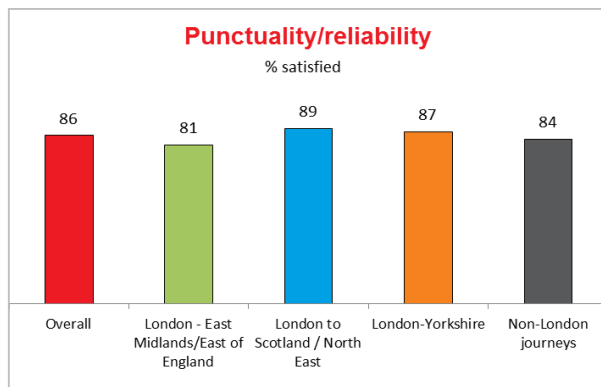
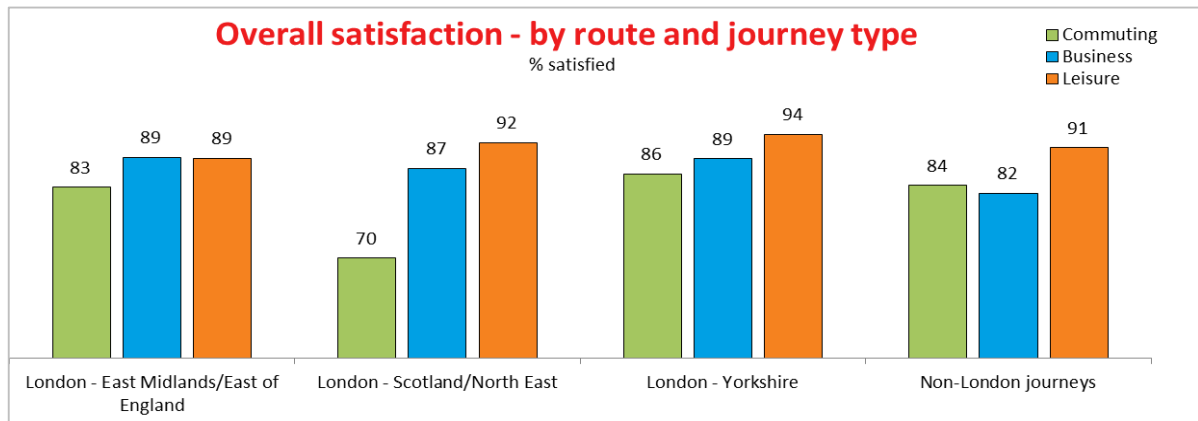
## Satisfaction at the station where they boarded



## Satisfaction on the train



## Satisfaction - in a bit more depth (Autumn 2015)



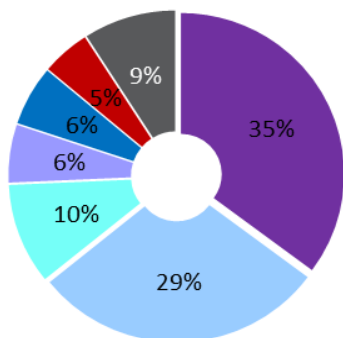
## What impacts on satisfaction and dissatisfaction?

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.

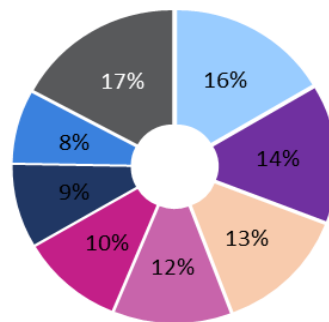
The analysis looks at which factors correlate most highly with overall journey satisfaction. For example, if those satisfied with punctuality are much more likely to be satisfied overall, then punctuality is likely to have a bigger impact on overall satisfaction. The higher the percentage figure below,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

### What has the biggest impact on overall satisfaction?



- Cleanliness inside the train
- Punctuality/reliability
- Comfort of the seating area
- Journey length
- Frequency
- Overall station environment
- Others

### What has the biggest impact on overall dissatisfaction?



- Punctuality/reliability
- Cleanliness inside the train
- How train company dealt with delays
- Ticket buying facilities
- Information about train times/platforms
- Personal security
- Helpfulness and attitude of on-train staff
- Others

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>