

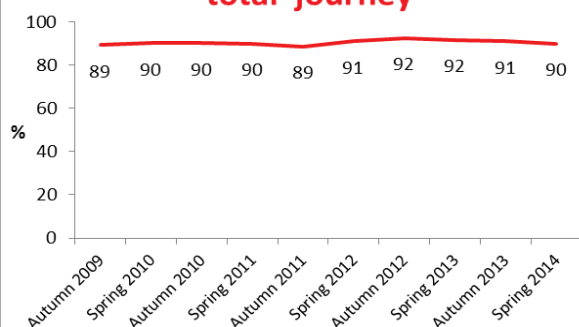
# Rail Passenger Satisfaction at a glance: Virgin Trains - Spring 2014

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

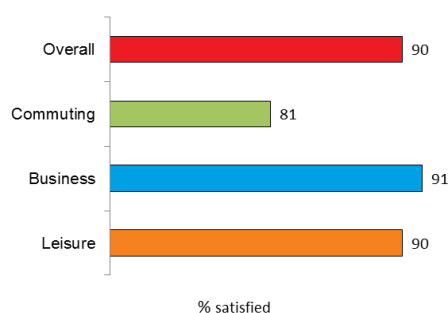
We ask passengers for their views of the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

For Virgin Trains this time we spoke to 1,238 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.

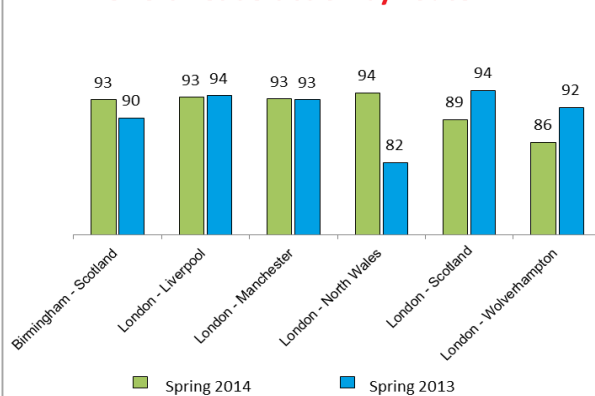
## Overall satisfaction with the total journey



## Overall satisfaction by journey purpose



## Overall satisfaction by route



## How routes are defined

**Birmingham - Scotland:** Journeys on Birmingham – Scotland services

**London - Liverpool:** Journeys on London – Liverpool services

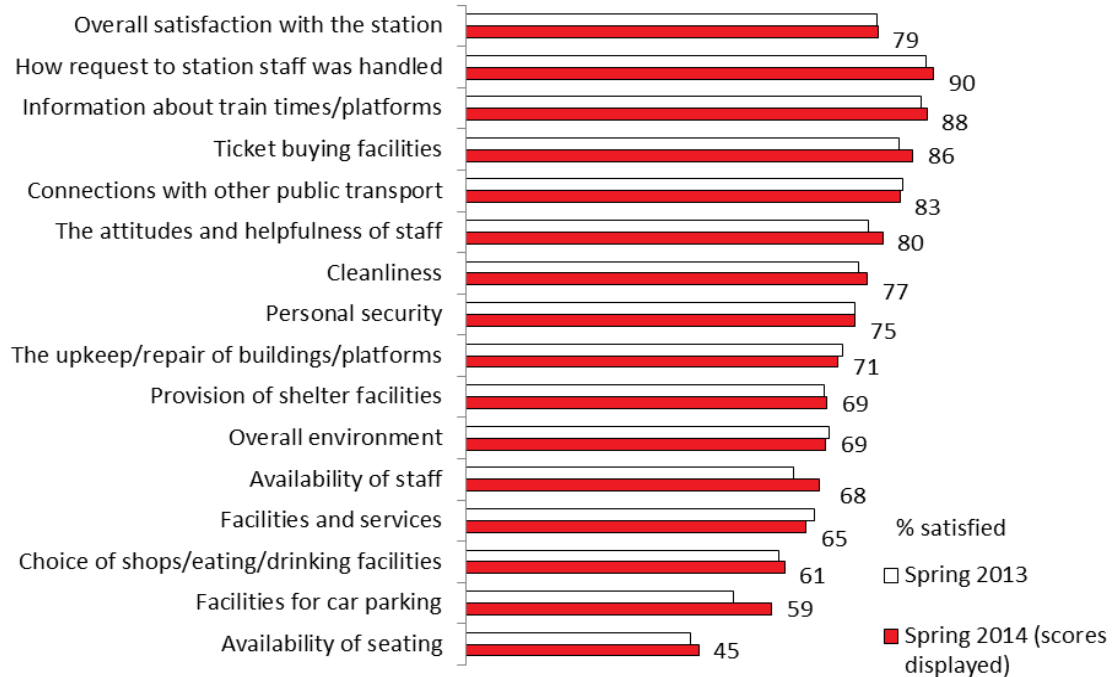
**London - Manchester:** Journeys on London – Manchester services

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

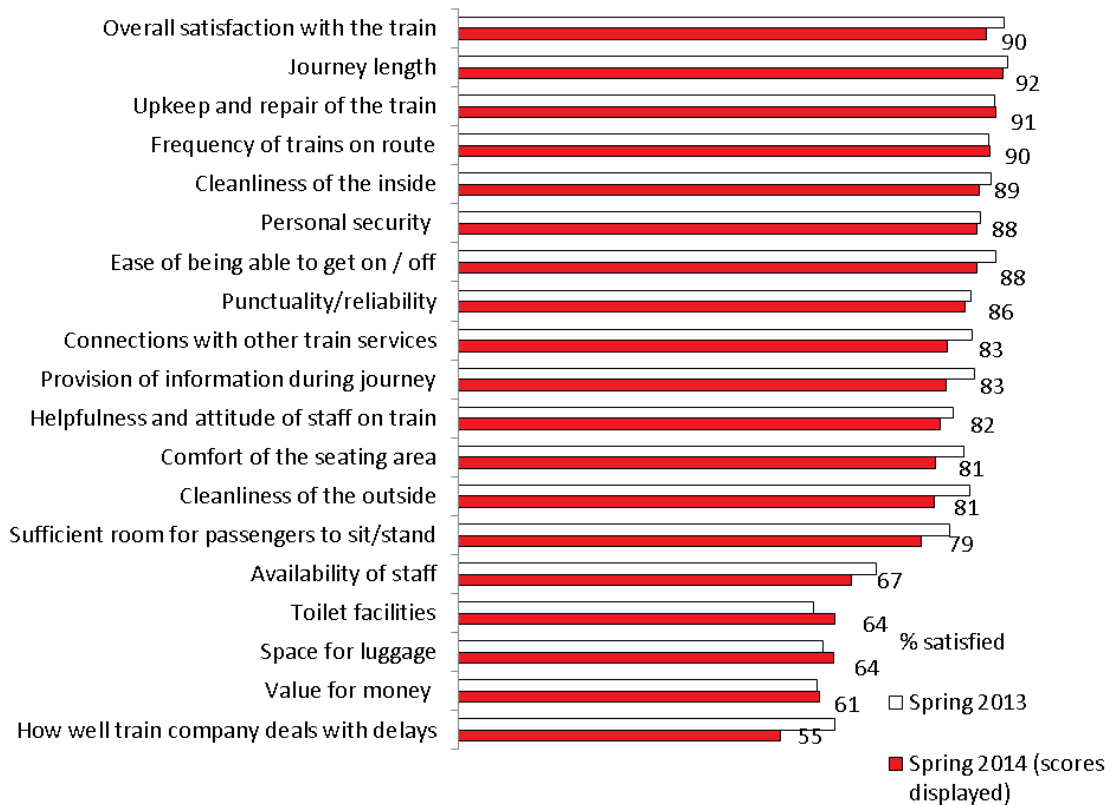
**London - Scotland:** Journeys on London – Glasgow/Scotland services

**London - Wolverhampton:** Journeys on London – Wolverhampton services

## Satisfaction at the station where boarded

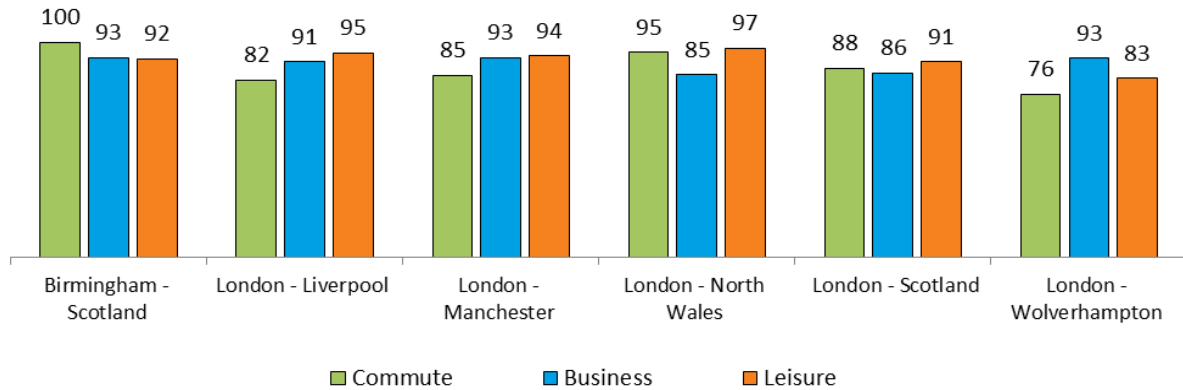


## Satisfaction on the train

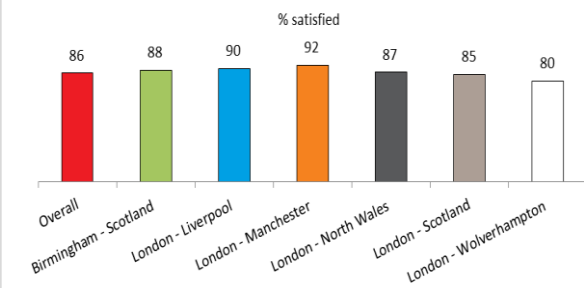


## Satisfaction - in a bit more depth (Spring 2014)

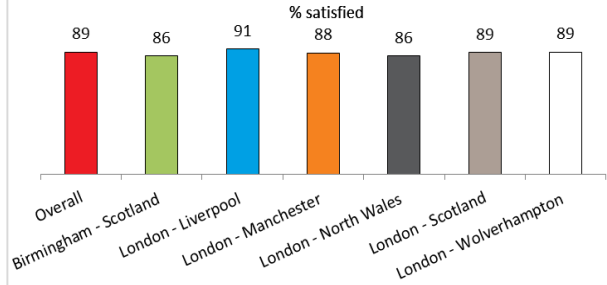
### Overall satisfaction - by route and journey type



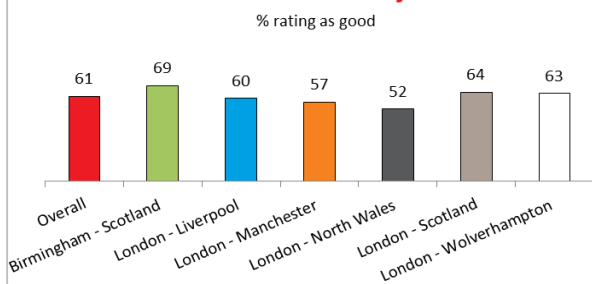
#### Punctuality/reliability



#### Cleanliness of the inside



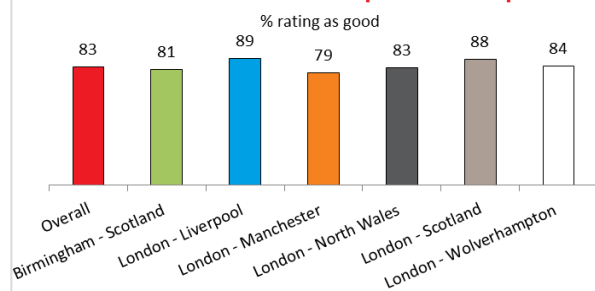
#### Value for money



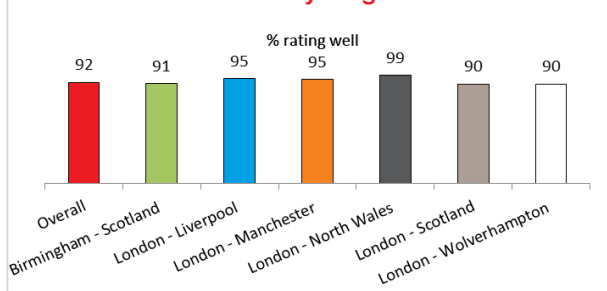
#### How well train company deals with delays



#### Connections with other public transport



#### Journey length



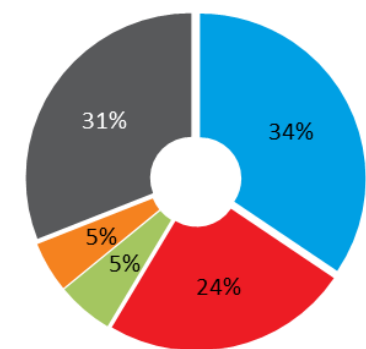
## What impacts on satisfaction and dissatisfaction?

Not all the factors shown above 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.

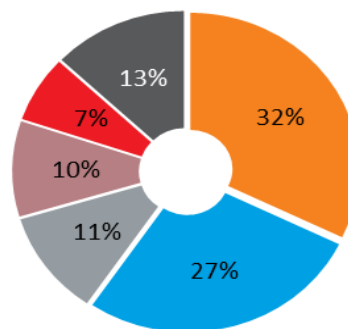
The analysis looks at which factors correlate most highly with overall journey satisfaction. For example, if those satisfied with punctuality are much more likely to be satisfied overall, then punctuality is likely to have a bigger impact on overall satisfaction - the higher the percentage figure below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

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



- Punctuality/reliability
- Cleanliness inside the train
- Up keep and repair
- How train company dealt with delays
- Others

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



- How train company dealt with delays
- Punctuality/reliability
- Journey length
- Connections with other forms of public transport
- Cleanliness inside the train
- Others

This is just a quick look at passenger satisfaction.

To download the full National Rail Passenger Survey, visit:

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

You can explore the results in more depth at:

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