

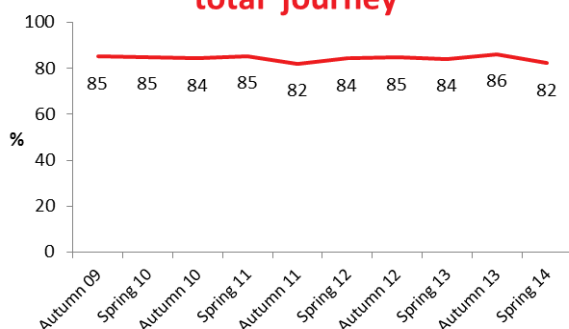
Rail Passenger Satisfaction at a glance: CrossCountry - Spring 2014

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.

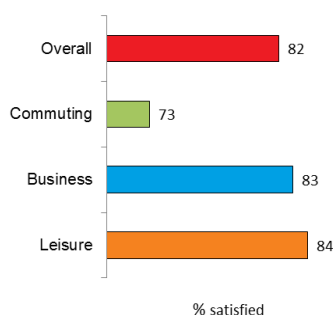
We ask passengers for their views of the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

For CrossCountry this time we spoke to 1,129 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.

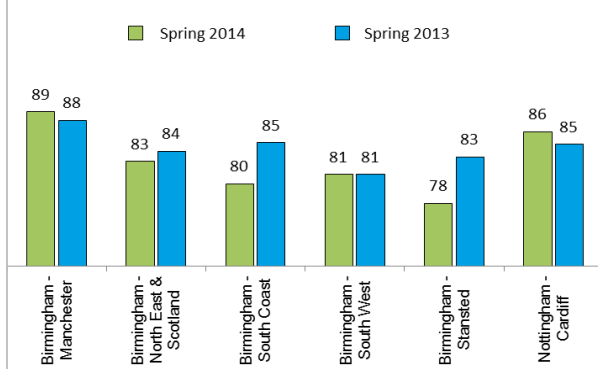
Overall satisfaction with the total journey



Overall satisfaction by journey purpose



Overall satisfaction by route



How routes are defined

Birmingham – Manchester: journeys on the Manchester Piccadilly - Birmingham New Street route

Birmingham – North East and Scotland: journeys on the Birmingham New Street - Aberdeen route

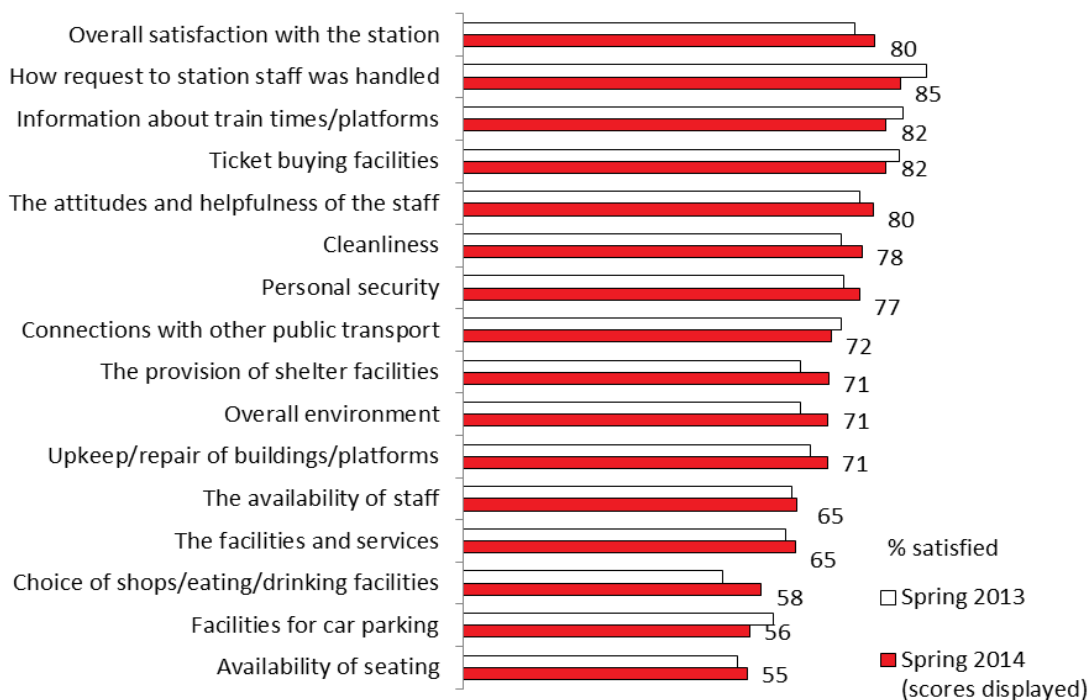
Birmingham – South Coast: journeys on the Birmingham New Street - Bournemouth route

Birmingham – South West: journeys on the Birmingham New Street - Penzance route

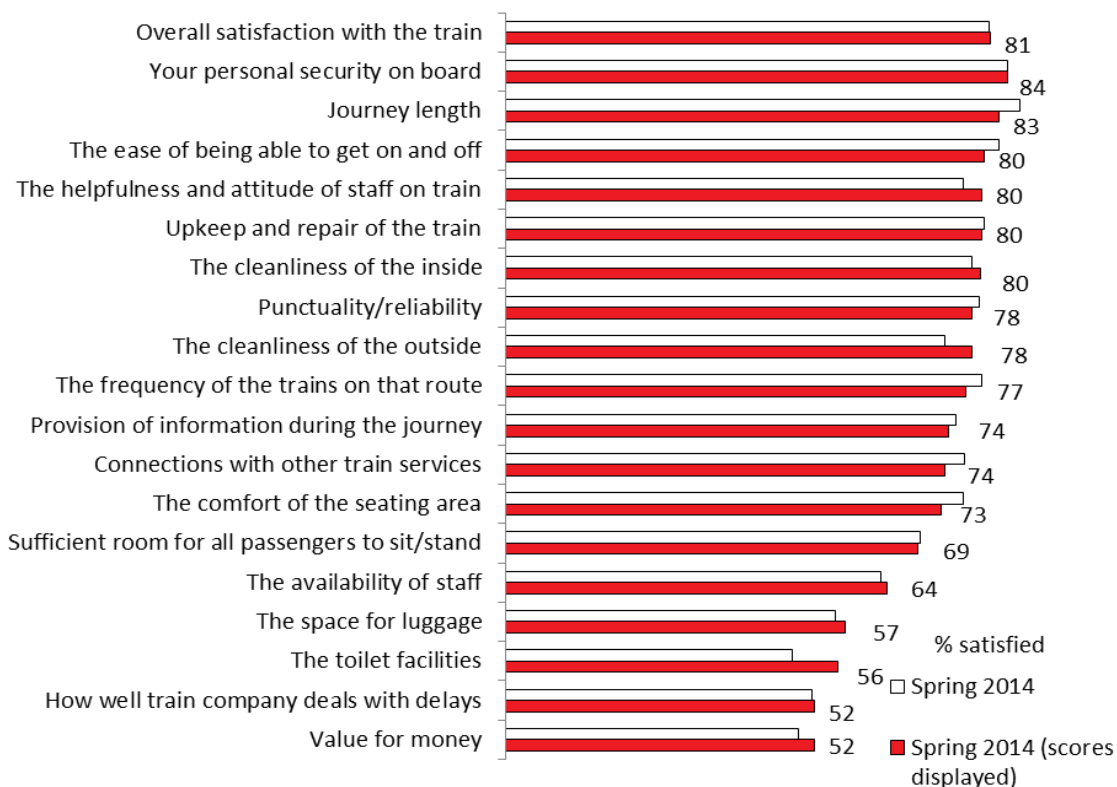
Birmingham – Stansted: journeys on the Birmingham New Street - Stansted Airport route

Nottingham – Cardiff: journeys on the Nottingham - Cardiff Central route

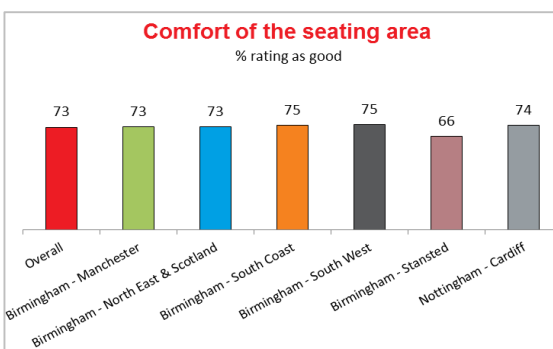
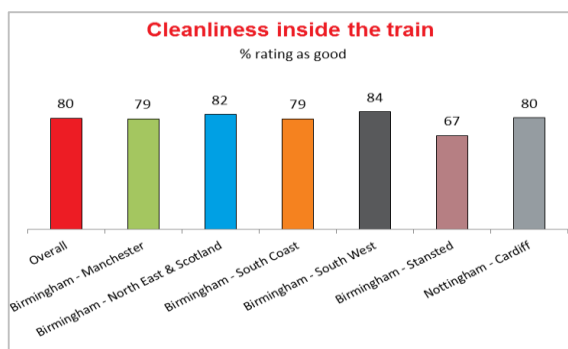
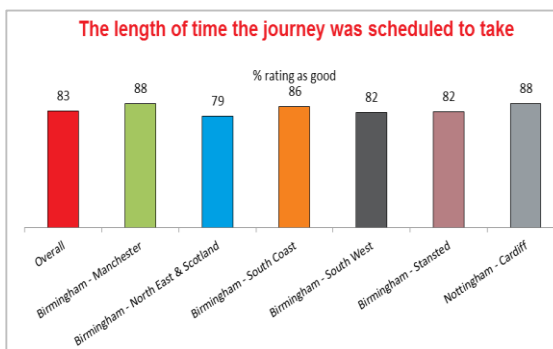
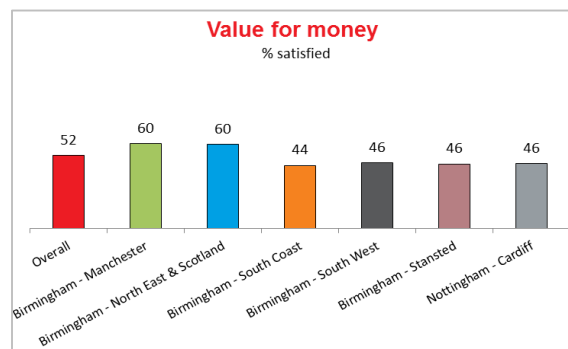
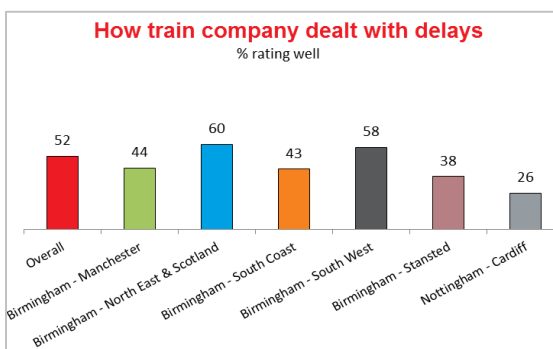
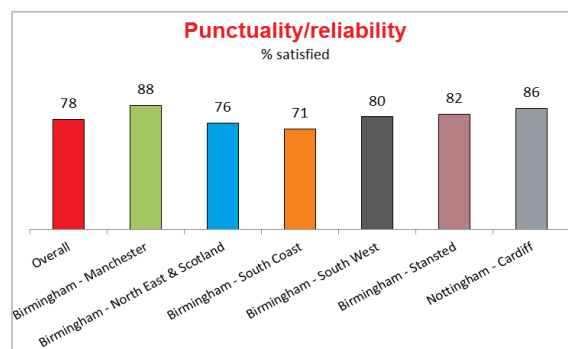
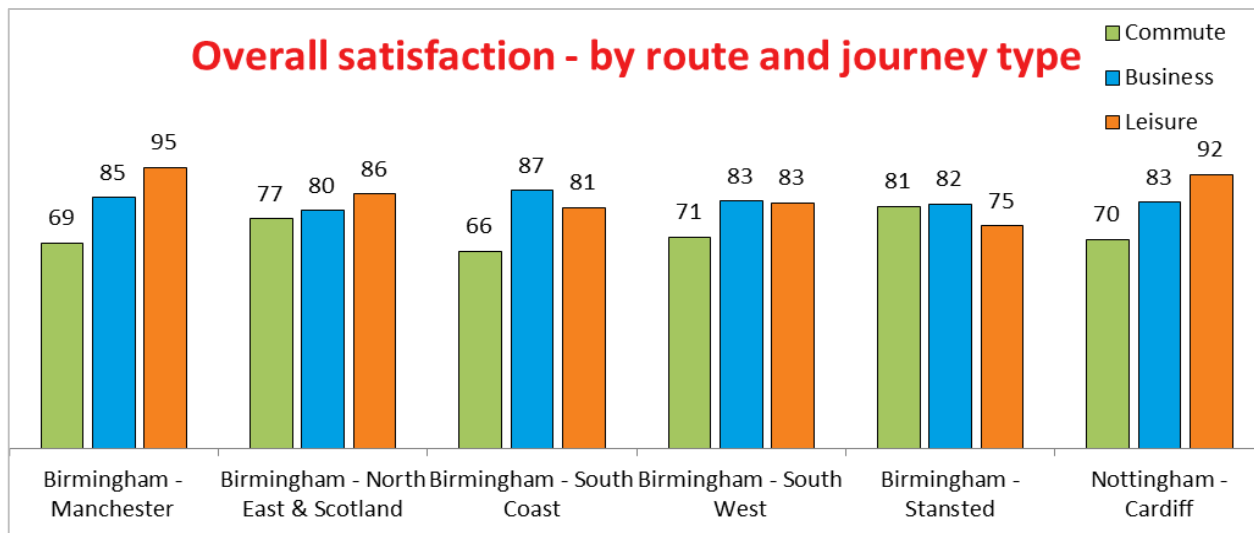
Satisfaction at the station where boarded



Satisfaction on the train



Satisfaction - in a bit more depth (Spring 2014)



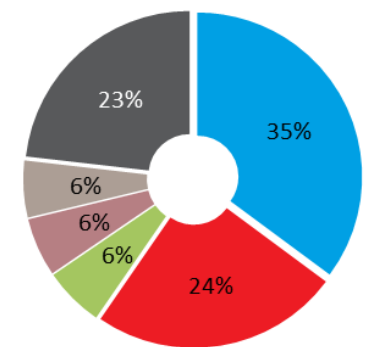
What impacts on satisfaction and dissatisfaction?

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.

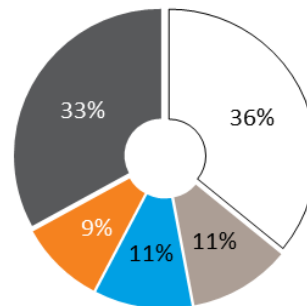
The analysis looks at which factors correlate most highly with overall journey satisfaction. For example, if those satisfied with punctuality are much more likely to be satisfied overall, then punctuality is likely to have a bigger impact on overall satisfaction - the higher the percentage figure below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

What has the biggest impact on overall satisfaction?



- Punctuality/reliability
- Cleanliness inside the train
- Comfort of the seating
- Frequency of the trains on that route
- Journey time
- Others

What has the biggest impact on overall dissatisfaction?



- How train company dealt with delays
- Journey time
- Punctuality/reliability
- Sufficient room for all to sit/stand
- 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>