

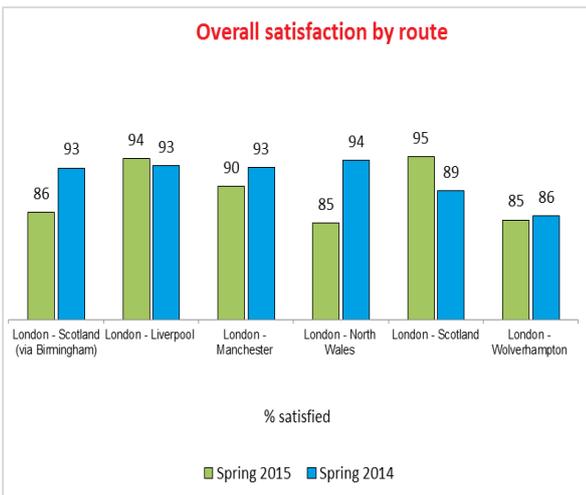
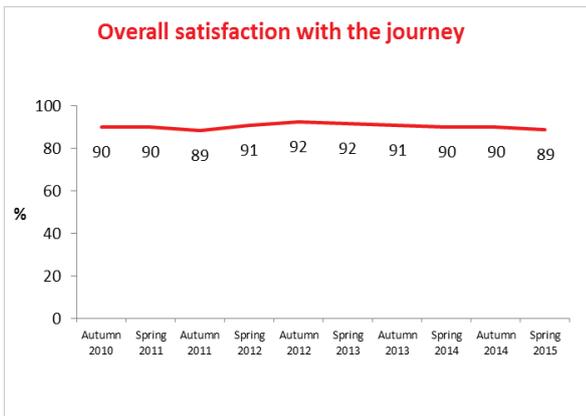
Rail Passenger Satisfaction at a glance: Virgin Trains - Spring 2015



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 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.

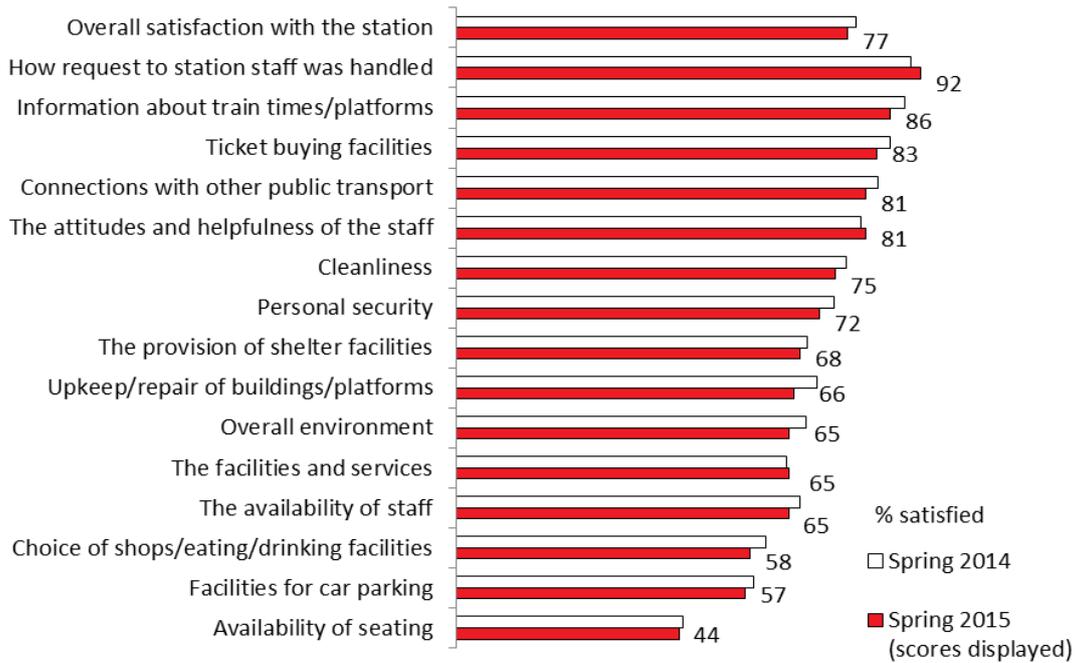
For Virgin Trains this time we spoke to 1416 passengers. This page shows the headlines. Page 2 shows satisfaction with individual aspects of the station and the train. Page 3 looks at some factors in a bit more depth. The last page shows which factors have the biggest



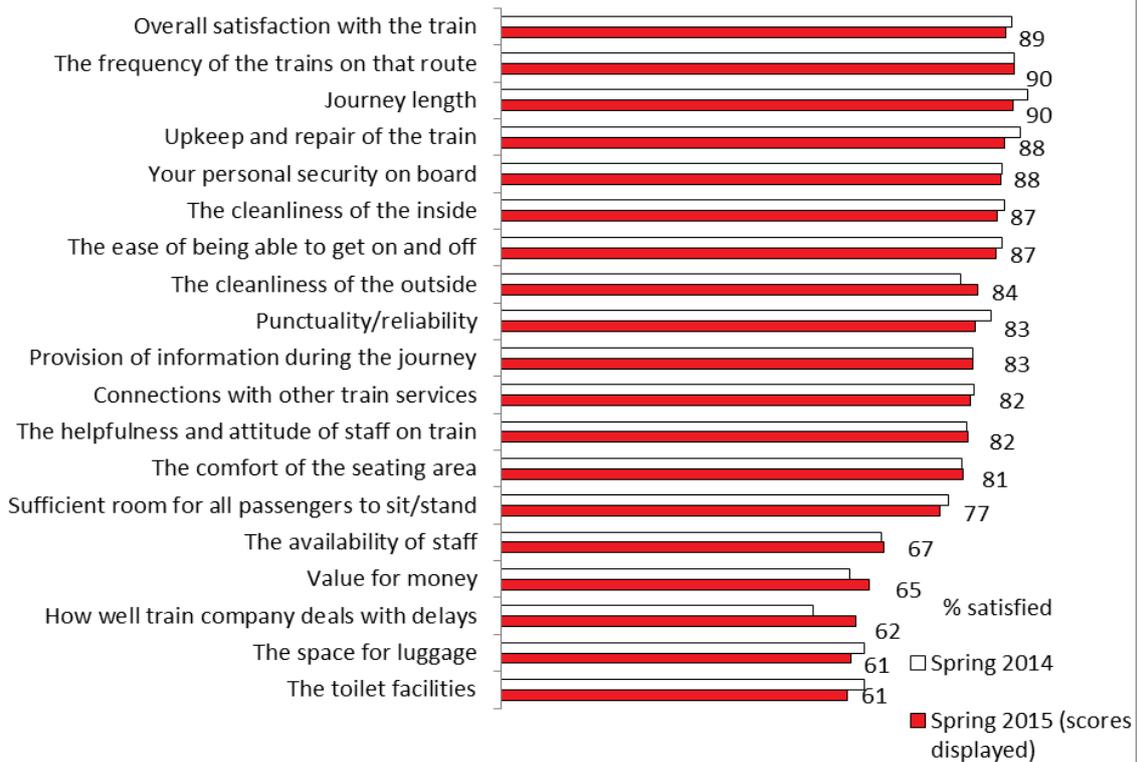
How routes are defined

- 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 (Spring 2015)

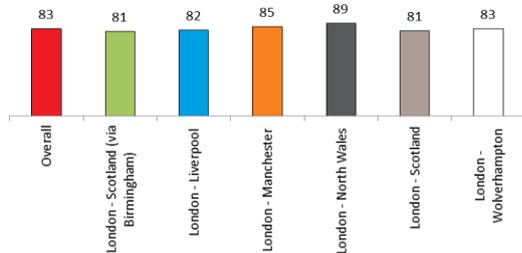
Overall satisfaction - by route and journey type

% satisfied



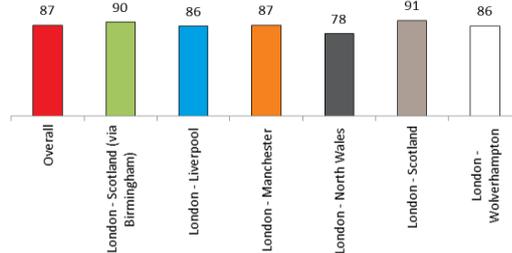
Punctuality/reliability

% satisfied



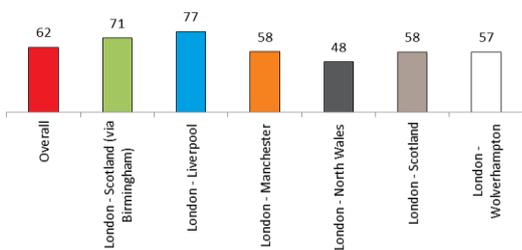
Cleanliness of the inside

% satisfied



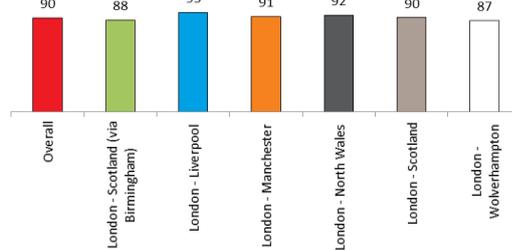
How train company dealt with delays

% satisfied



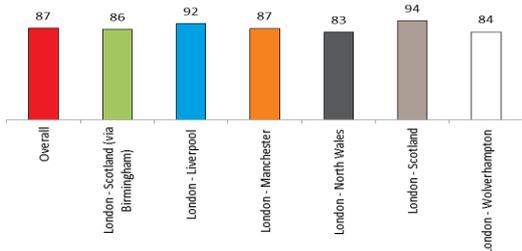
Journey length

% rating well



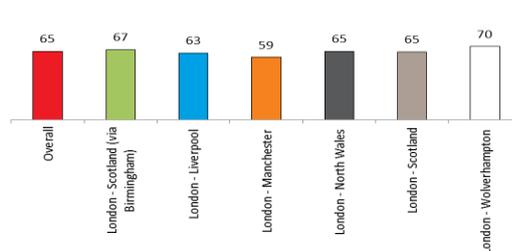
Ease of being able to get on/off

% satisfied



Value for money

% satisfied



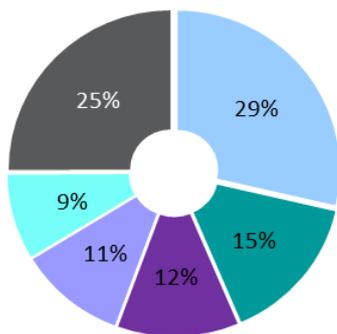
What impacts on satisfaction and dissatisfaction?

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.

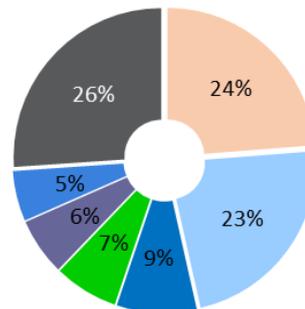
The analysis looks at which factors correlate most highly with overall journey satisfaction. For example, if those satisfied with punctuality are much more likely to be satisfied overall, then punctuality is likely to have a bigger impact on overall satisfaction - the higher the percentage figure below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

What has the biggest impact on overall satisfaction?



- Punctuality/reliability
- Ease of being able to get on/off
- Cleanliness inside the train
- Journey length
- Comfort of the seating area
- Others

What has the biggest impact on overall dissatisfaction?



- How train company dealt with delays
- Punctuality/reliability
- Frequency of trains on route
- Availability of staff on the train
- Sufficient room to sit/stand
- Helpfulness and attitude of staff on the train
- Others

This is just a quick look at passenger satisfaction.

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>