

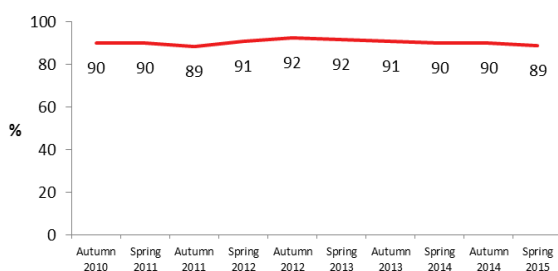
# Rail Passenger Satisfaction at a glance: Virgin Trains - Spring 2015

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.

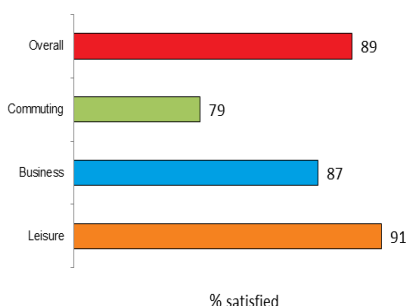
We ask passengers for their views of the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

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

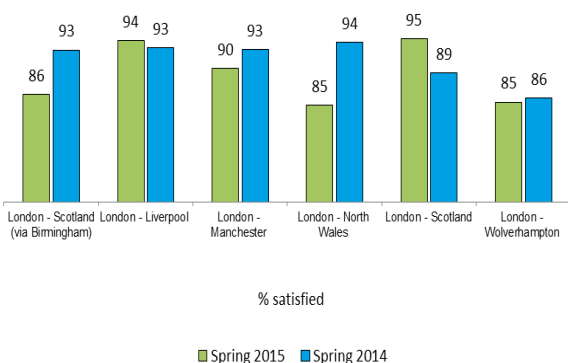
Overall satisfaction with the journey



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

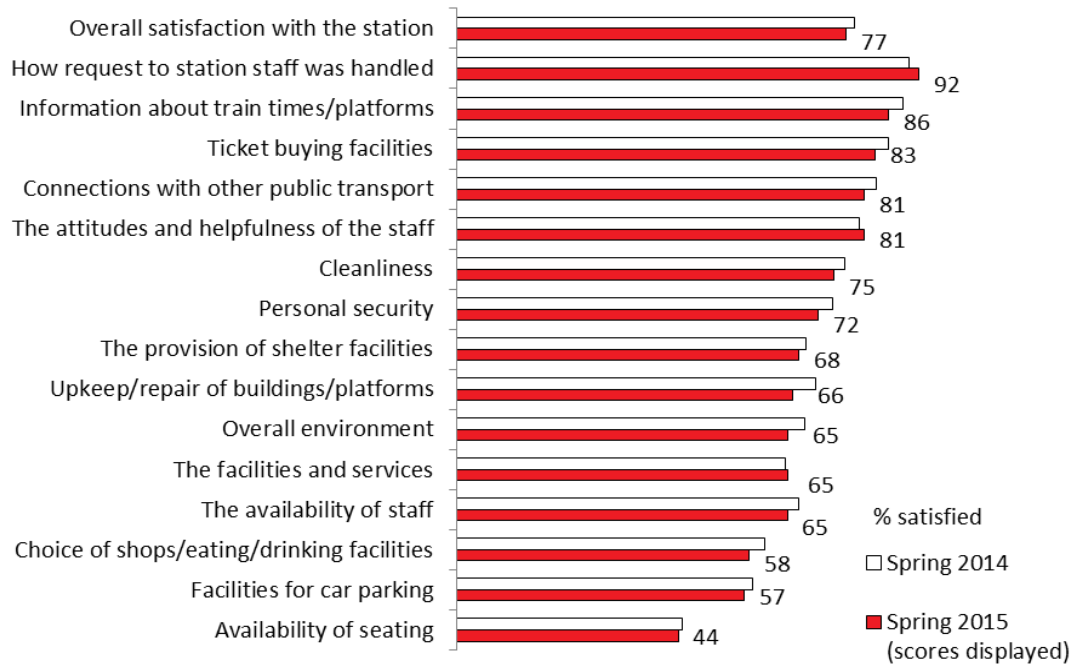
**London – Manchester:** Journeys on London – Manchester services

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

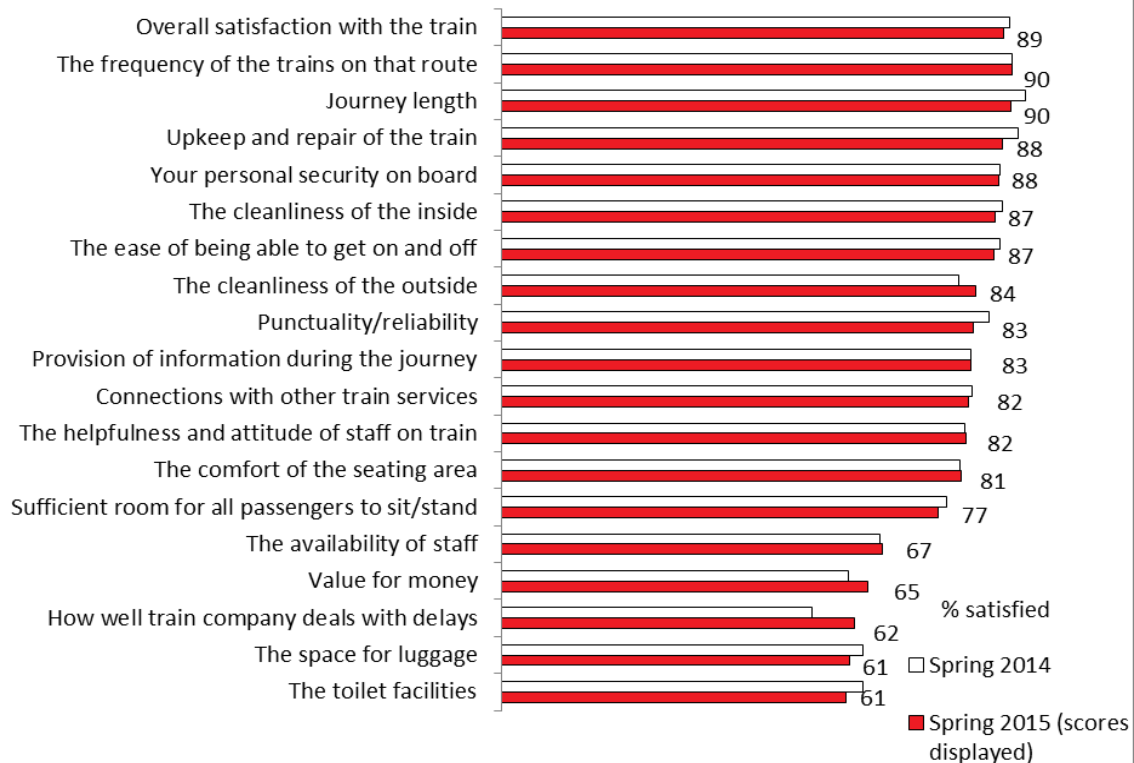
**London – Scotland:** Journeys on London – Glasgow/Scotland services

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

## Satisfaction at the station where they boarded



## Satisfaction on the train



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

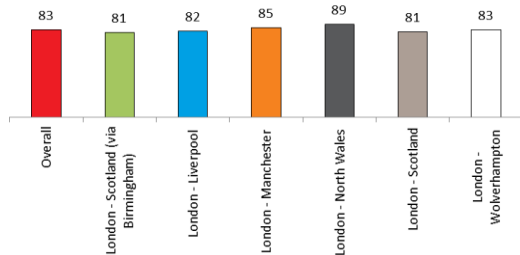
### Overall satisfaction - by route and journey type

% satisfied



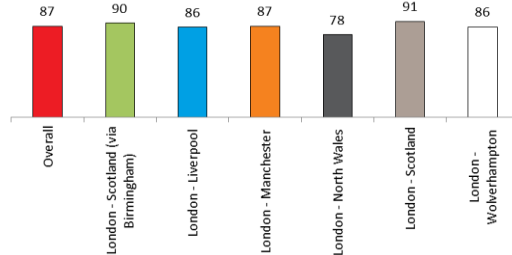
#### Punctuality/reliability

% satisfied



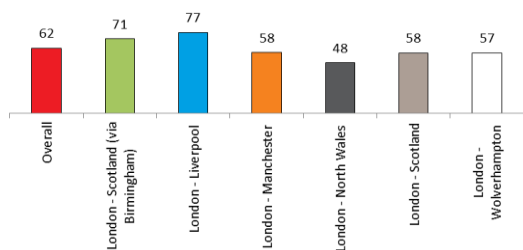
#### Cleanliness of the inside

% satisfied



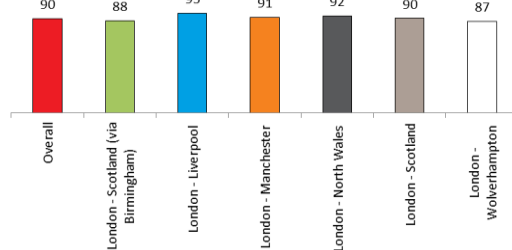
#### How train company dealt with delays

% satisfied



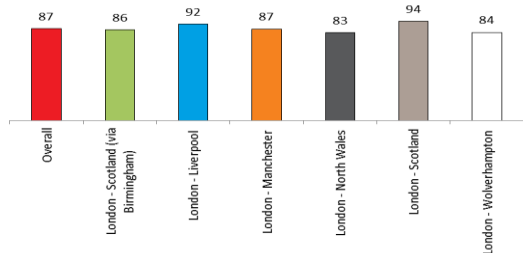
#### Journey length

% rating well



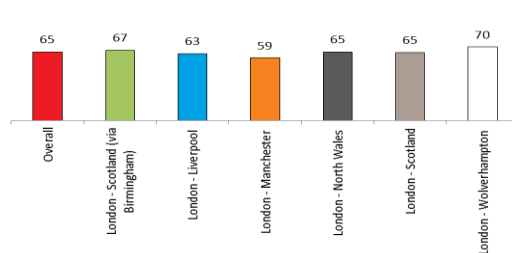
#### Ease of being able to get on/off

% satisfied



#### Value for money

% satisfied



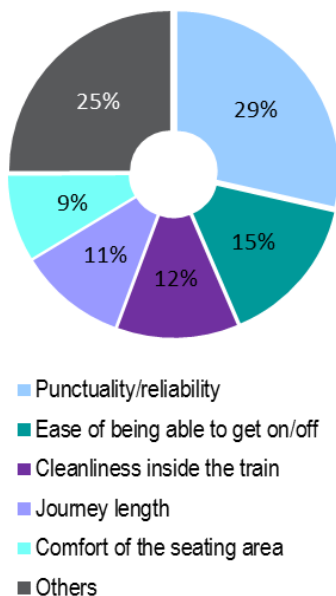
## What impacts on satisfaction and dissatisfaction?

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.

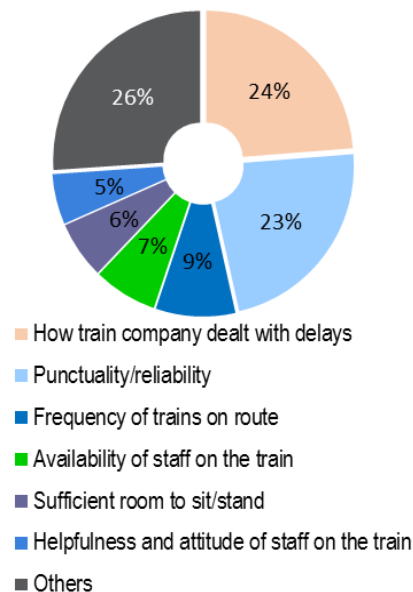
The charts below show which station and train factors are statistically most important in determining overall passenger satisfaction and dissatisfaction.

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?



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



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>