

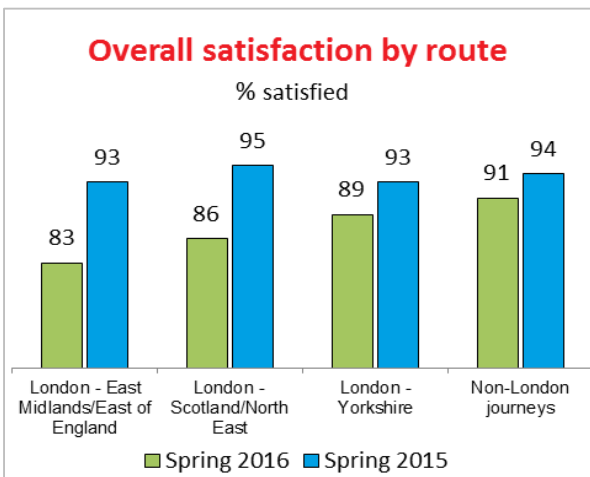
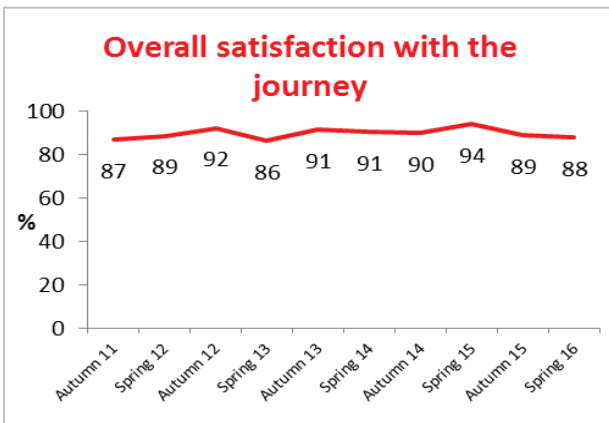
Rail Passenger Satisfaction at a glance: Virgin Trains East Coast · Spring 2016



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 1170 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 the relationship between importance and performance.



How routes are defined

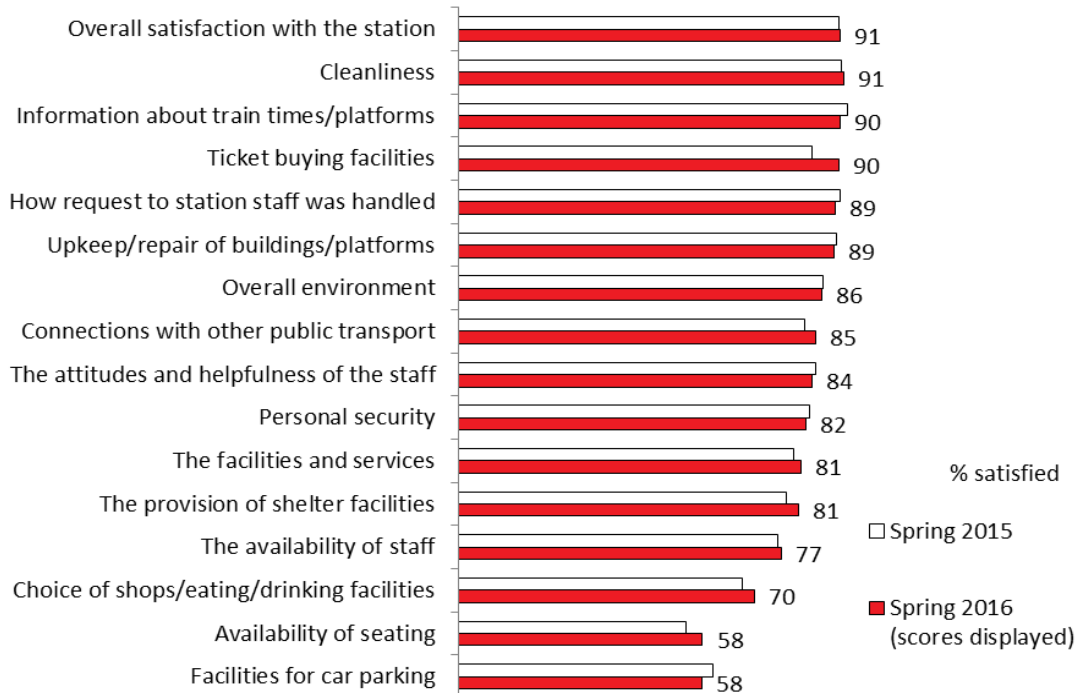
London - East Midlands/East of England: Journeys on London - East Midlands/East of England services. Only passengers travelling to or from London

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

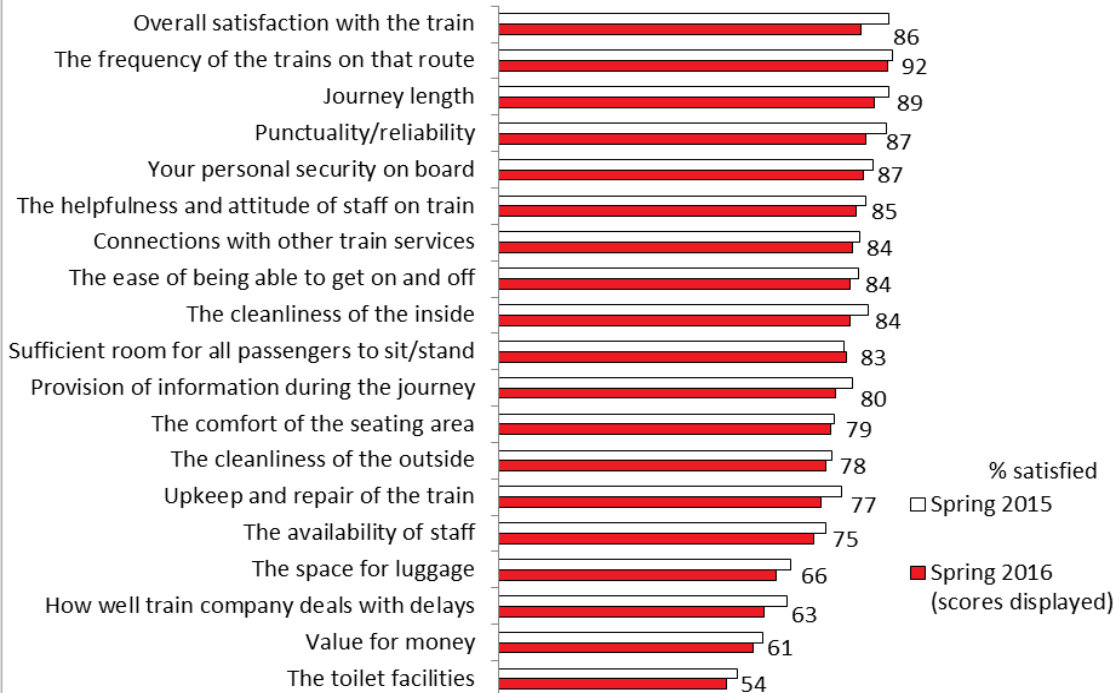
London - Yorkshire: Journeys on London King's Cross - Yorkshire services (includes services to West Yorkshire). Only passengers travelling to or from London

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

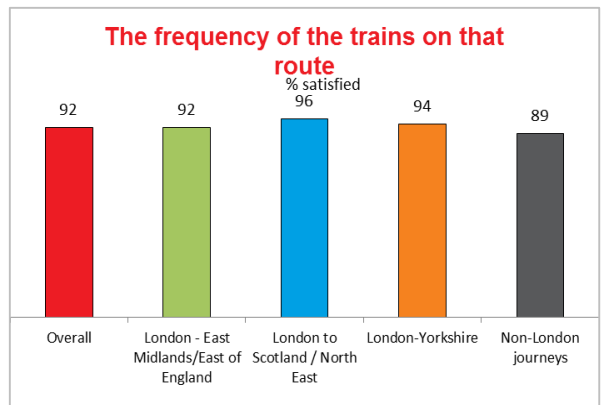
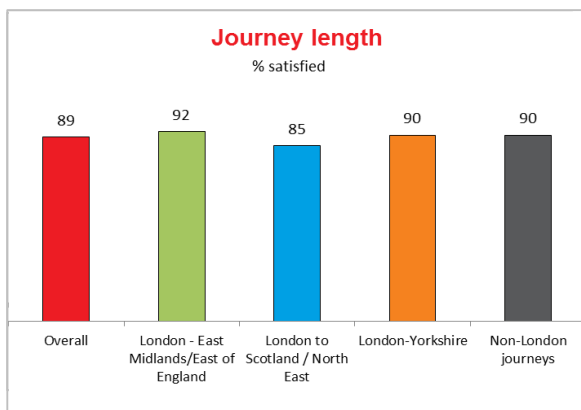
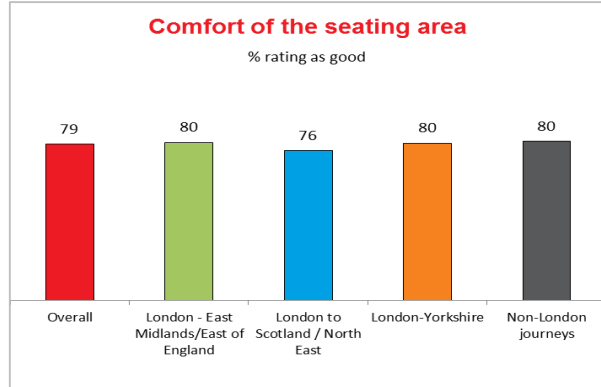
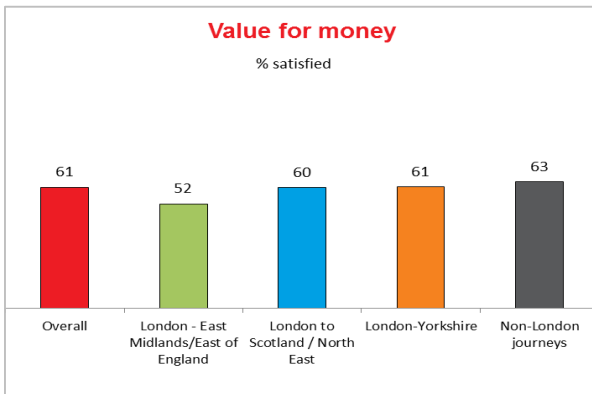
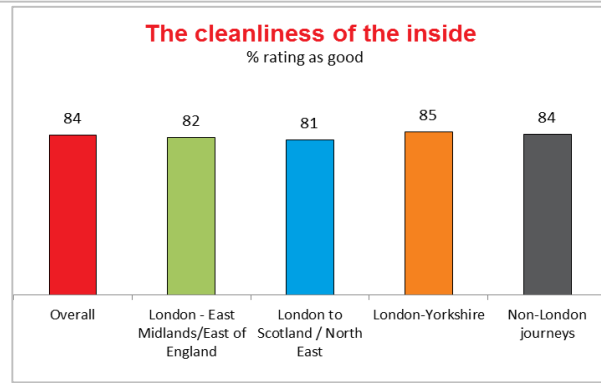
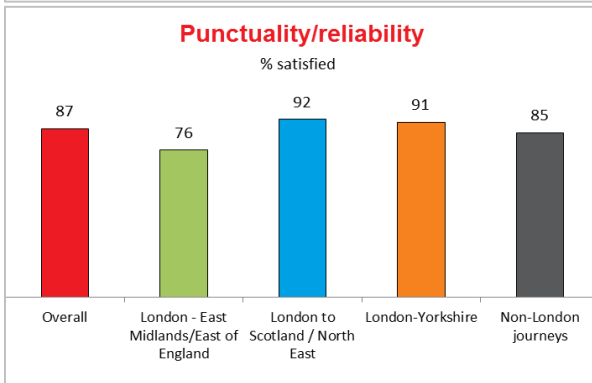
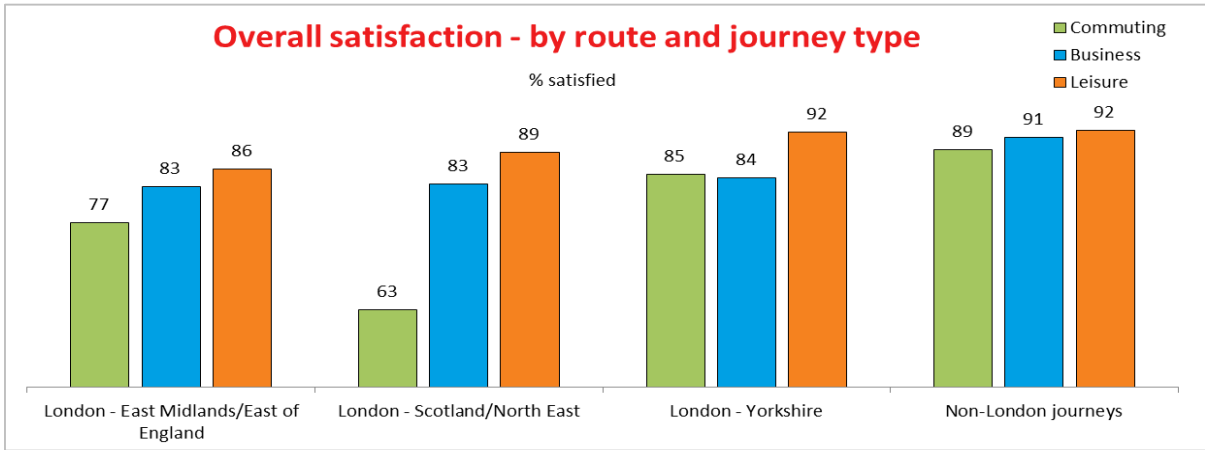
Satisfaction at the station where they boarded



Satisfaction on the train



Satisfaction - in a bit more depth (Spring 2016)



Importance versus performance

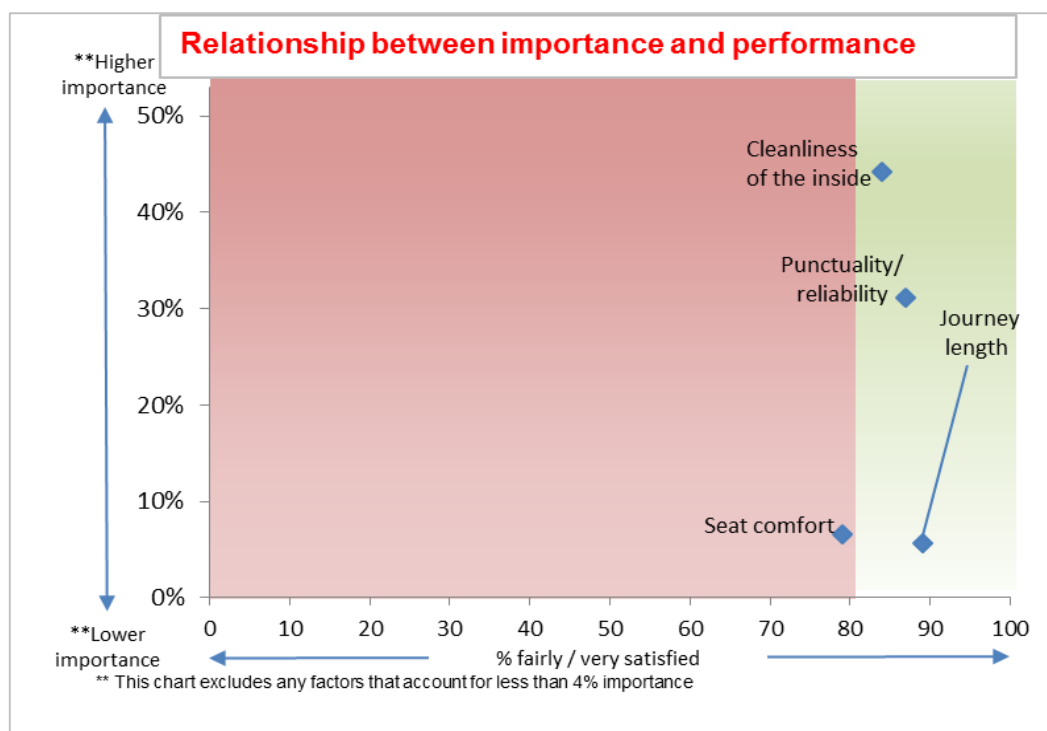
2015-2016

Not all factors asked about in this survey have equal importance - some things will have a much bigger influence on whether a passenger is satisfied with the overall journey than others.

The chart below shows the station and train factors which have a statistically significant relationship with overall journey satisfaction on this TOC - those which are most important in determining overall passenger satisfaction.

The vertical axis shows the relative strength of relationship (or relative importance) of these factors, and the horizontal axis shows how this TOC performs (the percentage of passengers satisfied with each).

Factors appearing towards the top right are those which are very important in driving a good overall journey experience, and on which the service performs quite well. Factors appearing towards the top left are also very important but delivered less well - these are priorities for improvement. Factors towards the bottom left or right are relatively less important, but do still have an impact on overall journey experience.



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>