

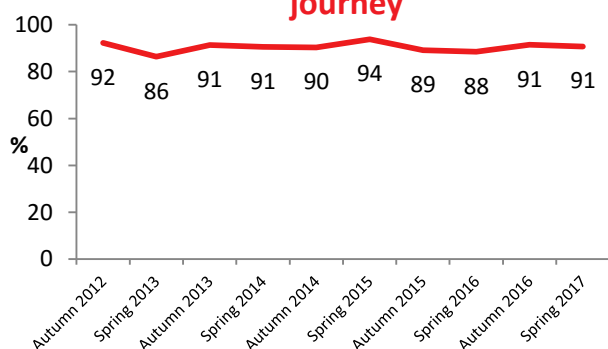
Rail Passenger Satisfaction at a glance: Virgin Trains East Coast - Spring 2017

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.

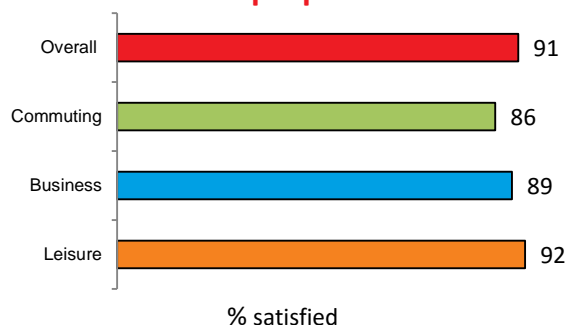
We ask passengers for their views of the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

In this survey we spoke to 1240 Virgin Trains East Coast passengers. This 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.

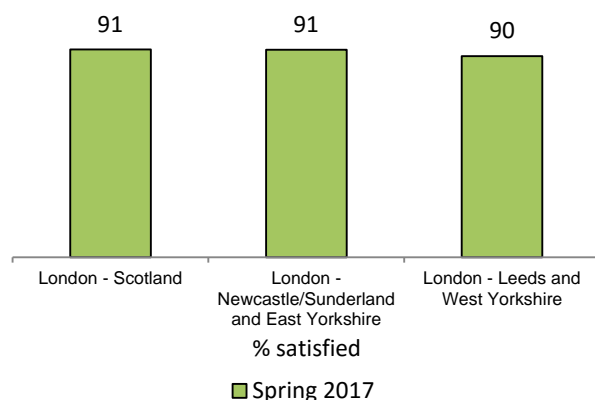
Overall satisfaction with the journey



Overall satisfaction by journey purpose



Overall satisfaction by route



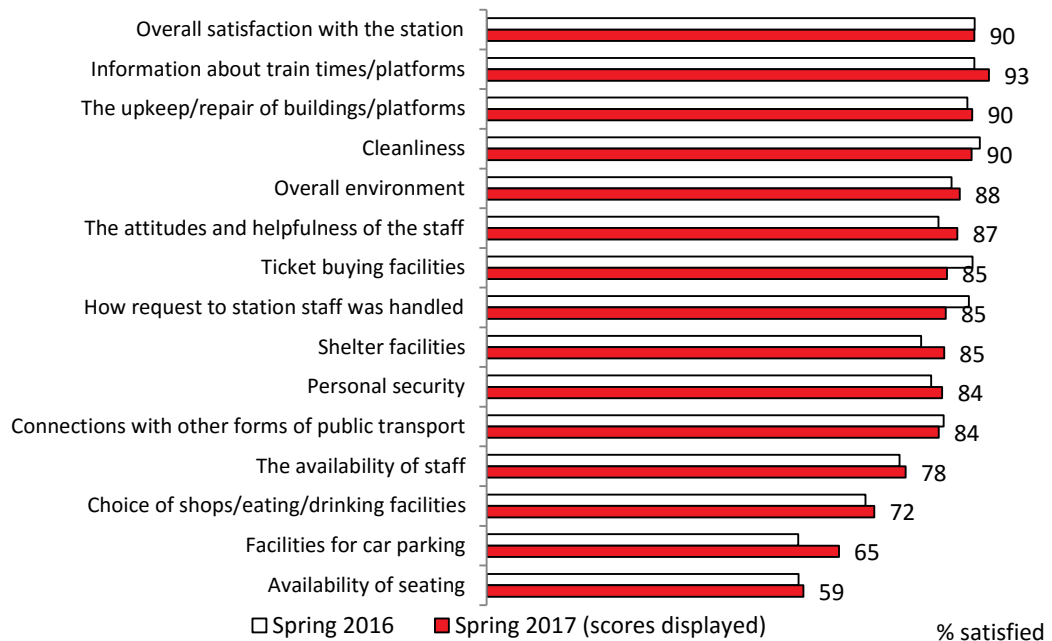
How routes are defined

London - Leeds and West Yorkshire: London – Leeds and West Yorkshire Journeys on London – Leeds, London – Harrogate, London – Bradford Foster Square, and London – Skipton services.

London - Newcastle/Sunderland and East Yorkshire: London – Newcastle/Sunderland and East Yorkshire Journeys on London – Newcastle, London – Sunderland, London – York, London – Hull, and London – Lincoln services.

London - Scotland : London - Scotland Journeys on London – Scotland services, and Leeds – Scotland services.

Satisfaction at the station where they boarded

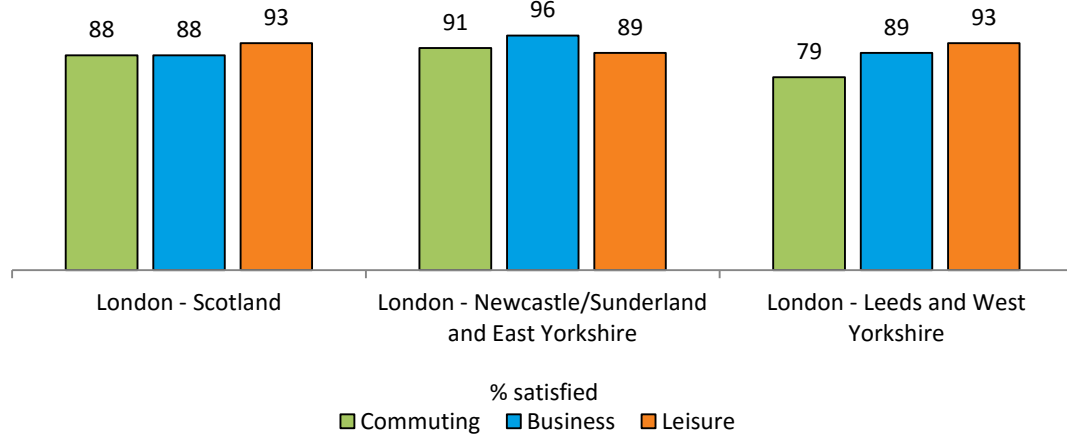


Satisfaction on the train

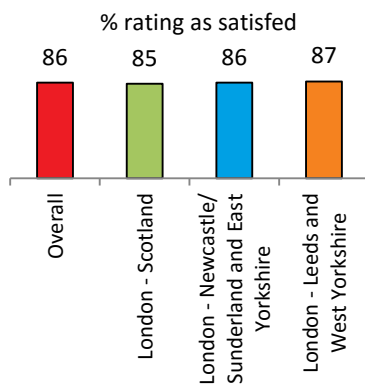


Satisfaction - in a bit more depth (Spring 2017)

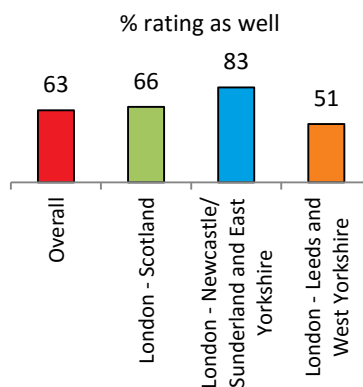
Overall satisfaction - by route and journey type



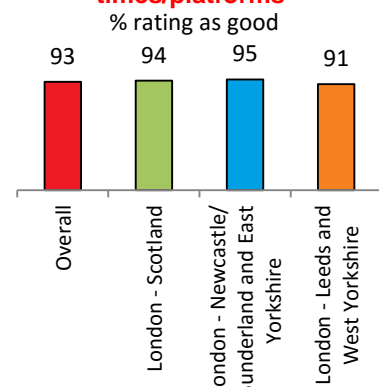
Punctuality/reliability



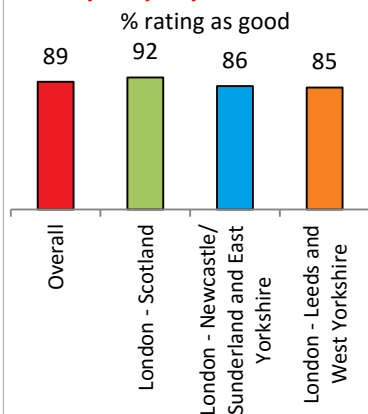
Dealt with delays



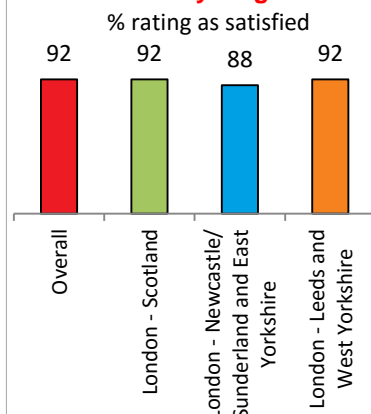
Information about train times/platforms



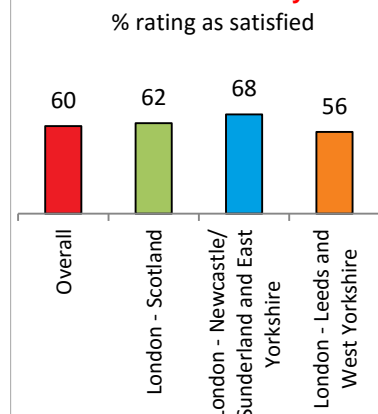
Upkeep/repair of train



Journey length



Value for money



Importance versus performance

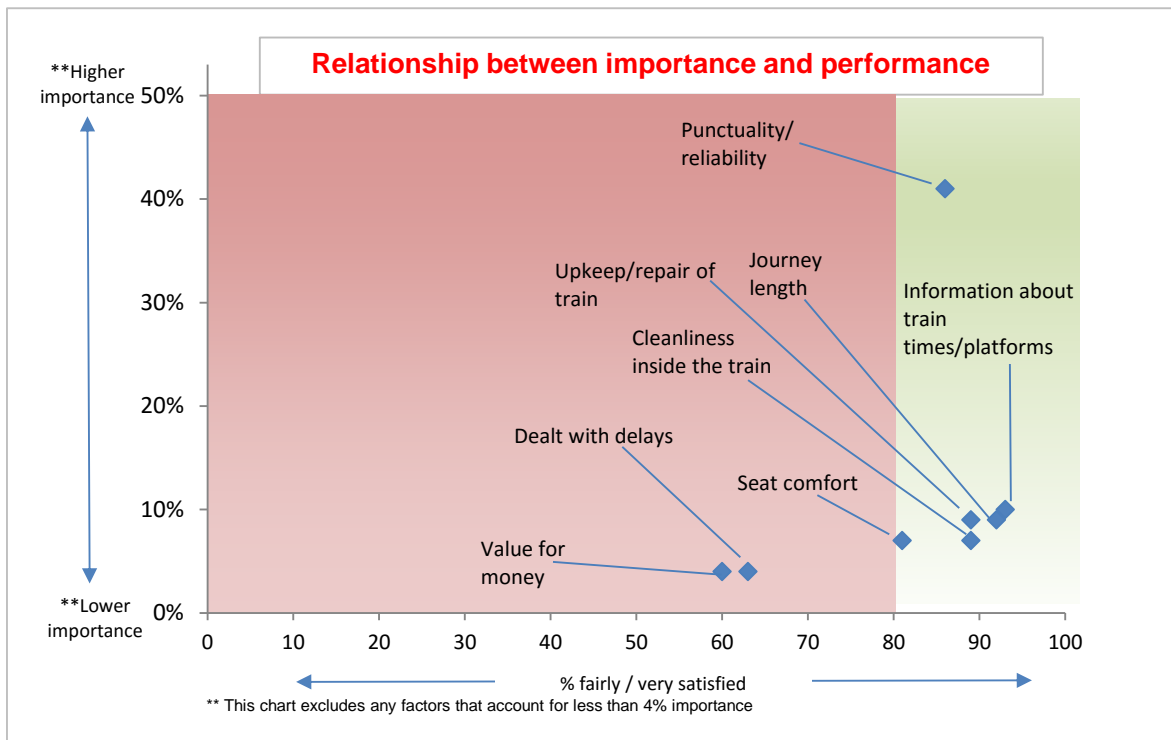
2016-2017

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>