

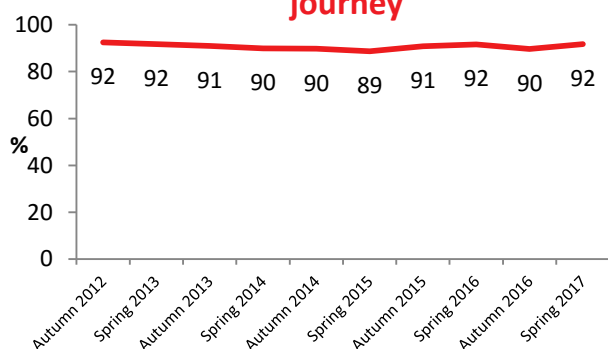
# Rail Passenger Satisfaction at a glance: Virgin Trains - Spring 2017

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.

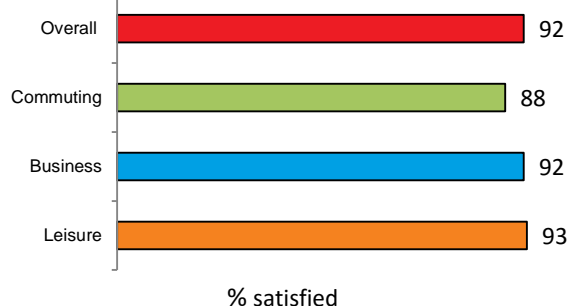
We ask passengers for their views on the specific journey they are making at the point they are surveyed, both in general and on a number of specific areas regarding the station, the train and the service received.

In this survey we spoke to 1210 Virgin Trains passengers. This shows the headline results. 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.

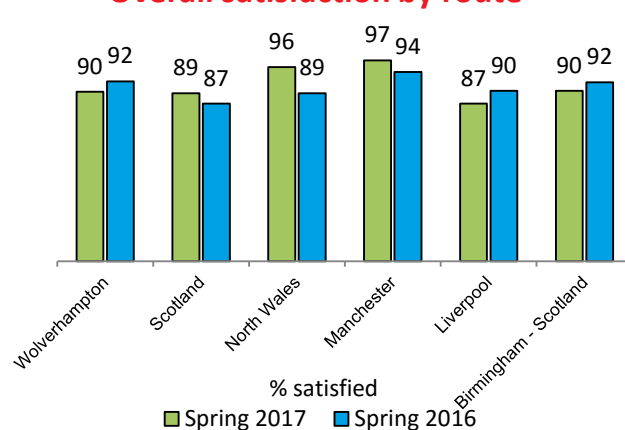
## Overall satisfaction with the journey



## Overall satisfaction by journey purpose



## Overall satisfaction by route



## How routes are defined

**London – Scotland (via Birmingham):** Journeys on London - Birmingham – Scotland services

**London – Liverpool:** Journeys on London – Liverpool services

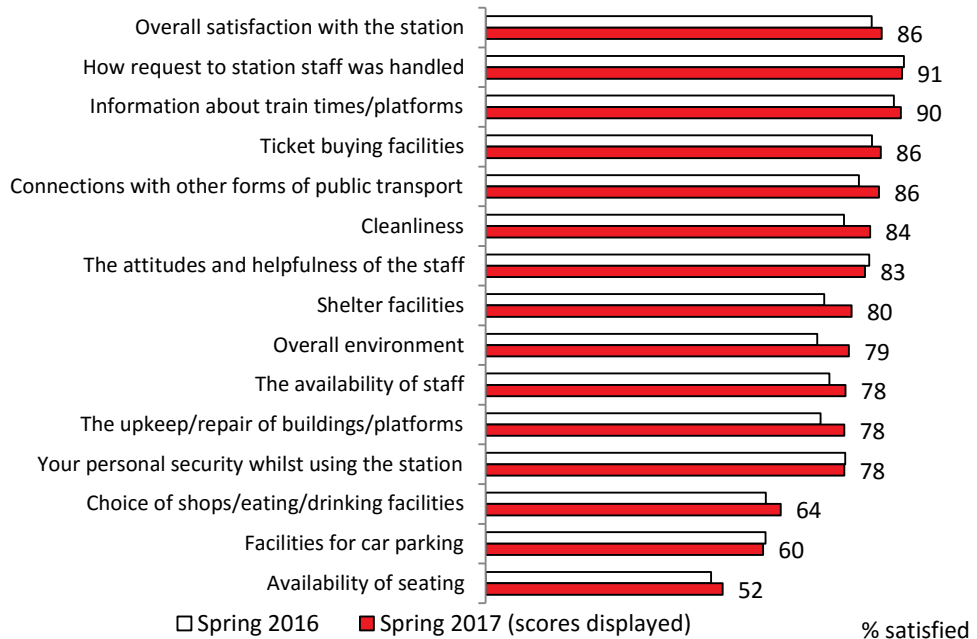
**London – Manchester:** Journeys on London – Manchester services

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

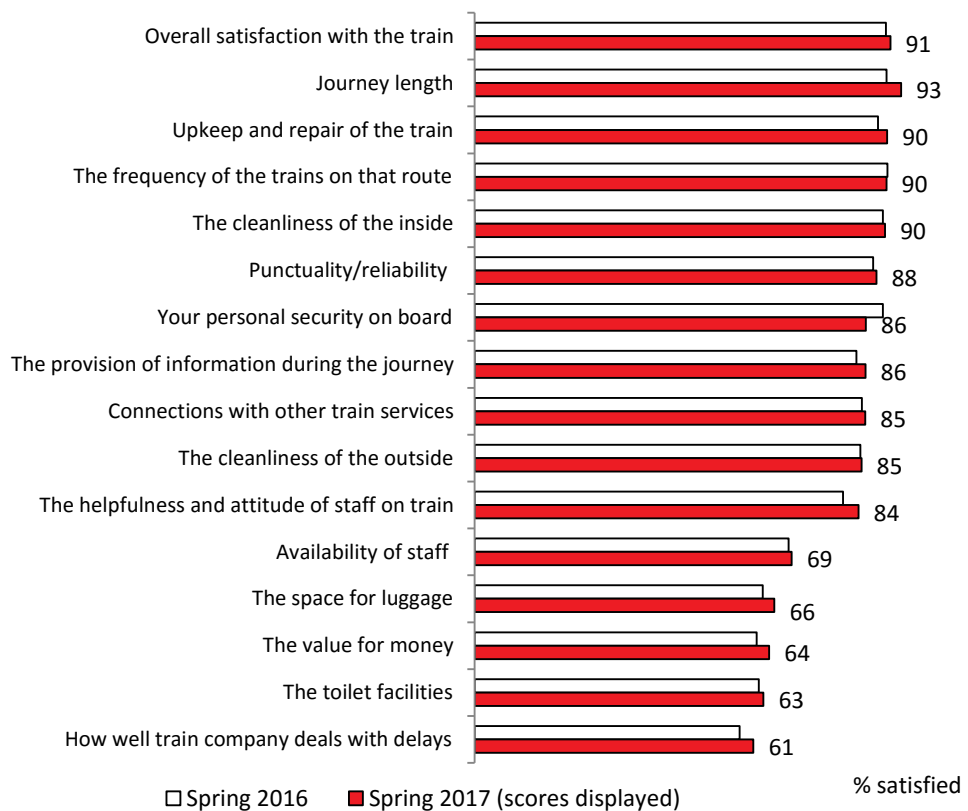
**London – Scotland:** Journeys on London – Glasgow/Scotland services. Also includes London - Blackpool services

**London – Wolverhampton/Shrewsbury:** Journeys on London – Wolverhampton

## Satisfaction at the station where they boarded

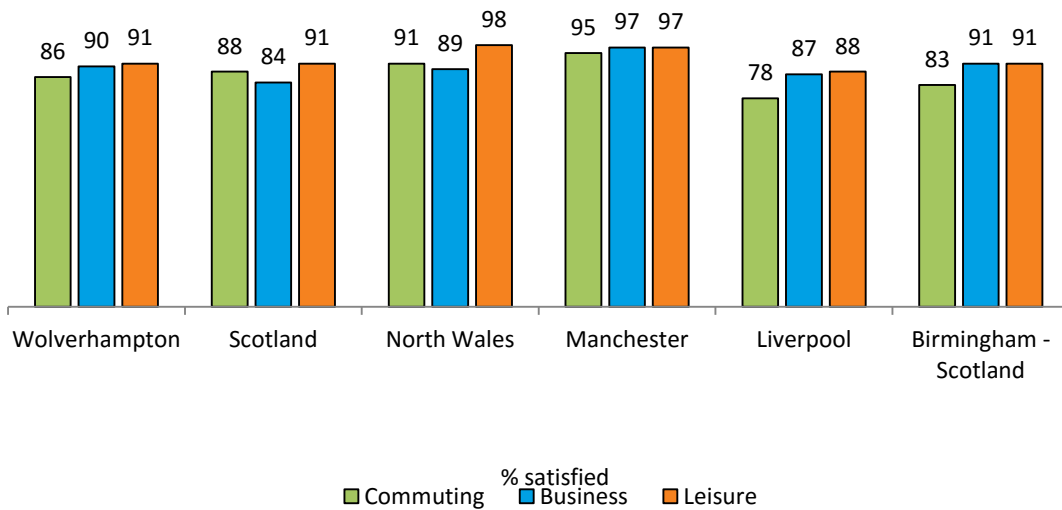


## Satisfaction on the train



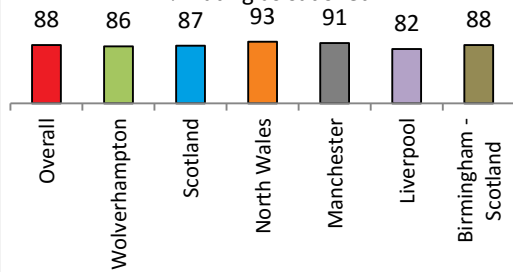
## Satisfaction - in a bit more depth (Spring 2017)

### Overall satisfaction - by route and journey type



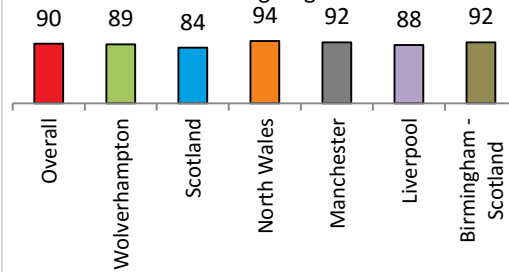
### Punctuality/reliability

% rating as satisfied



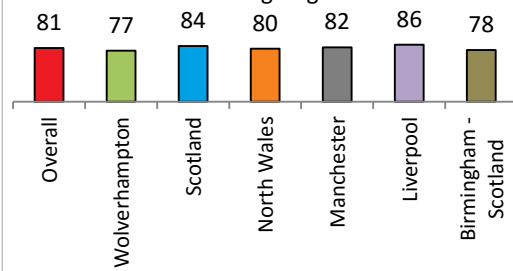
### Cleanliness inside the train

% rating as good



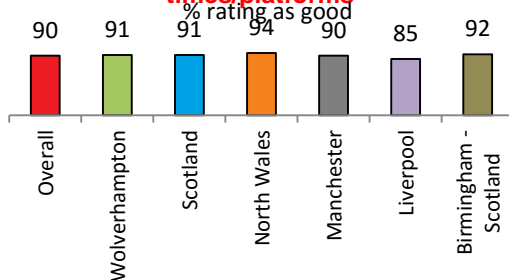
### Seat comfort

% rating as good



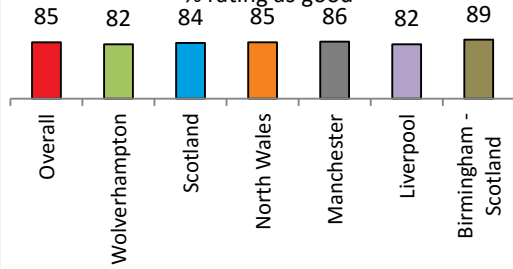
### Information about train times/platforms

% rating as good



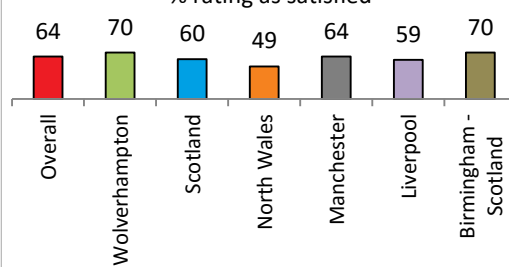
### Cleanliness outside the train

% rating as good



### Value for money

% rating as satisfied



## Importance versus performance

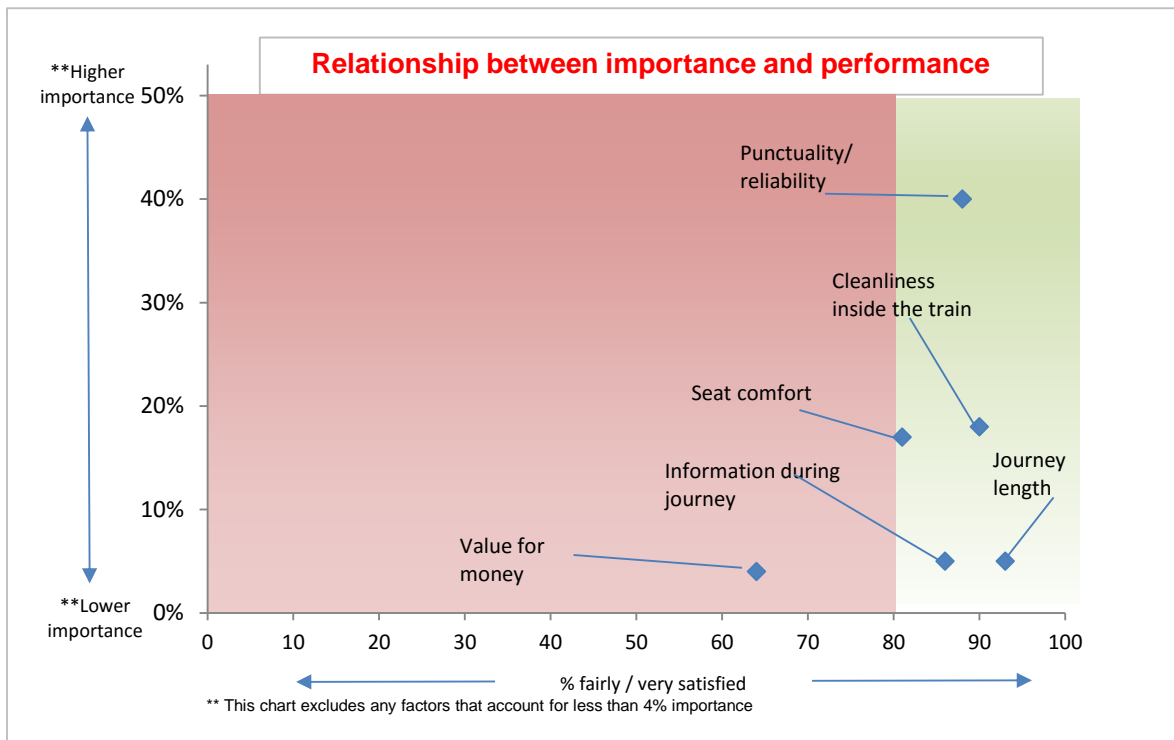
2016-2017

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>