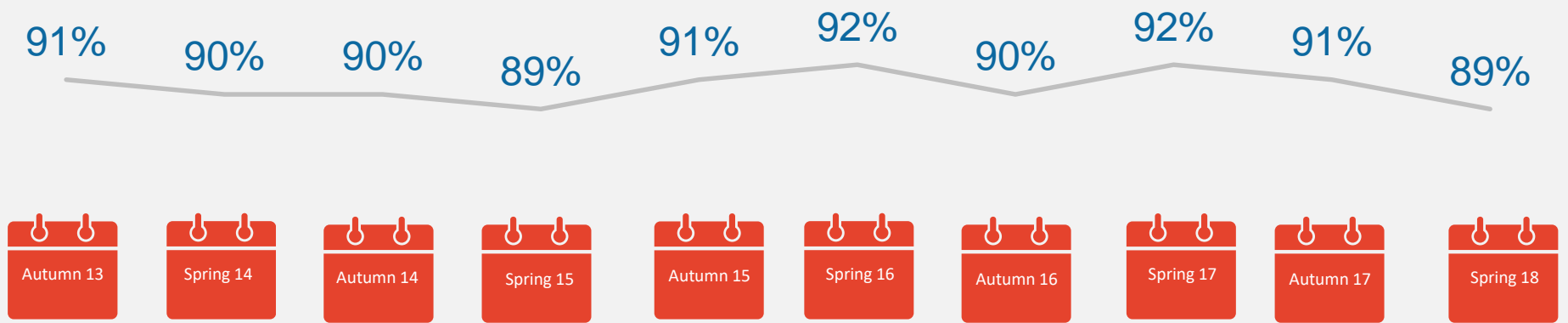


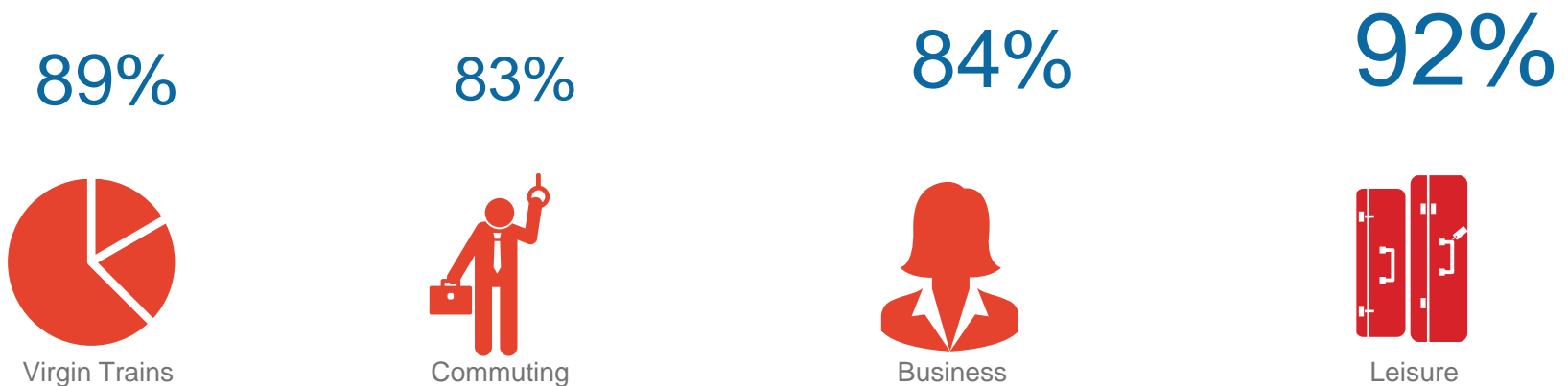
Rail passenger satisfaction at a glance: Virgin Trains – Spring 2018

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. This survey covers 1,220 passengers.

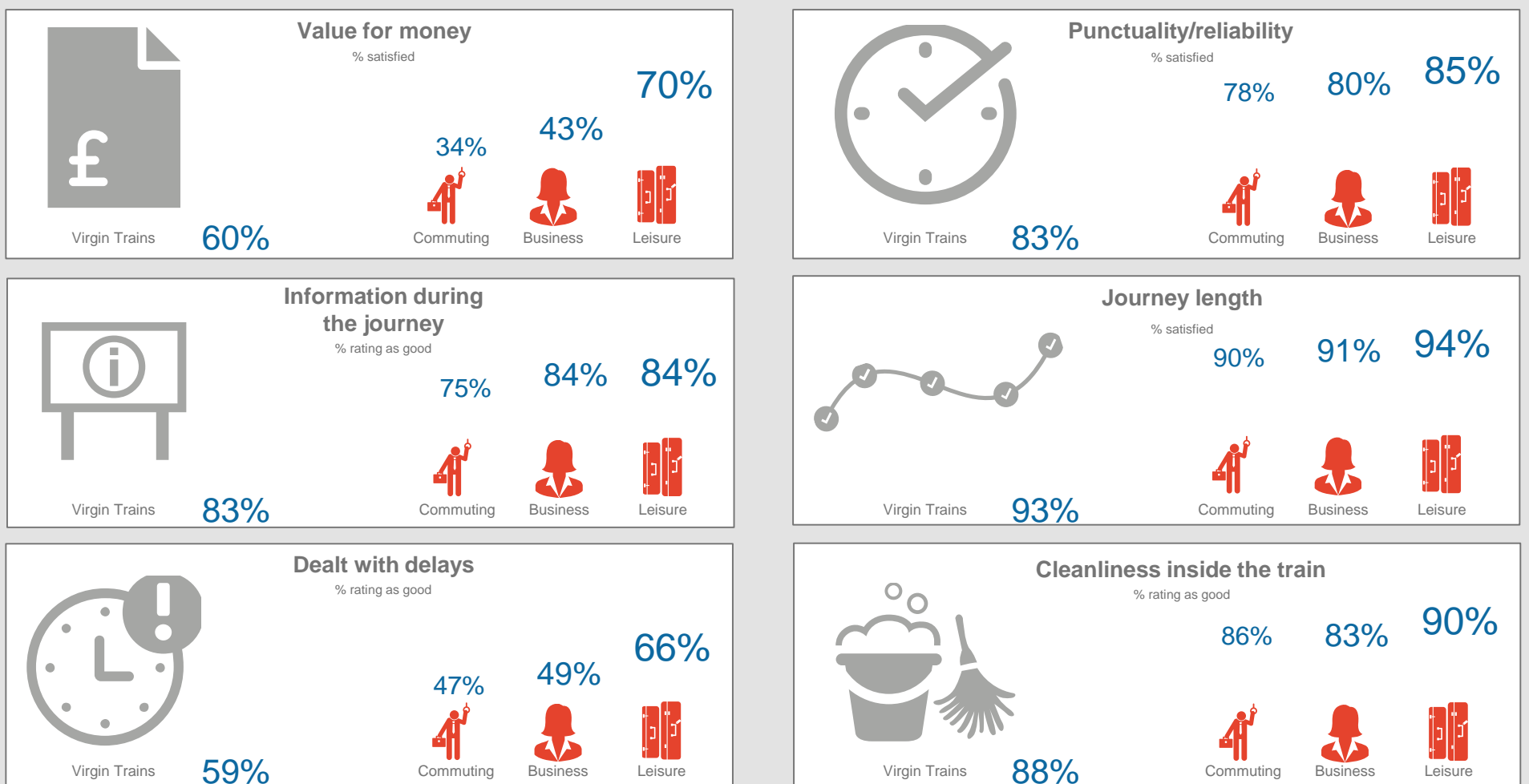
Overall satisfaction with the journey



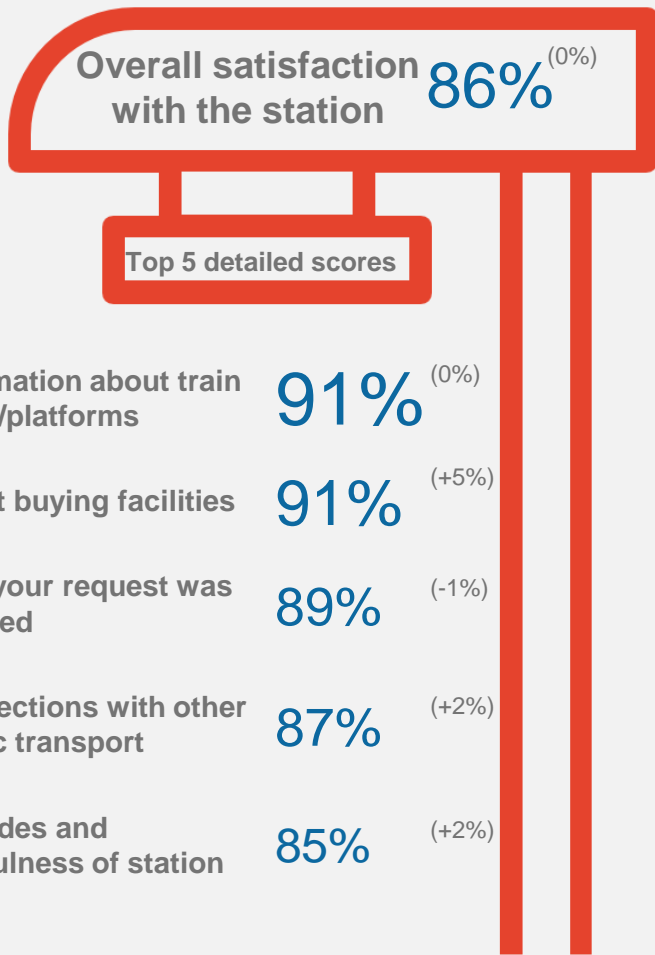
Overall satisfaction by journey purpose



Satisfaction - in a bit more depth (Spring 2018)

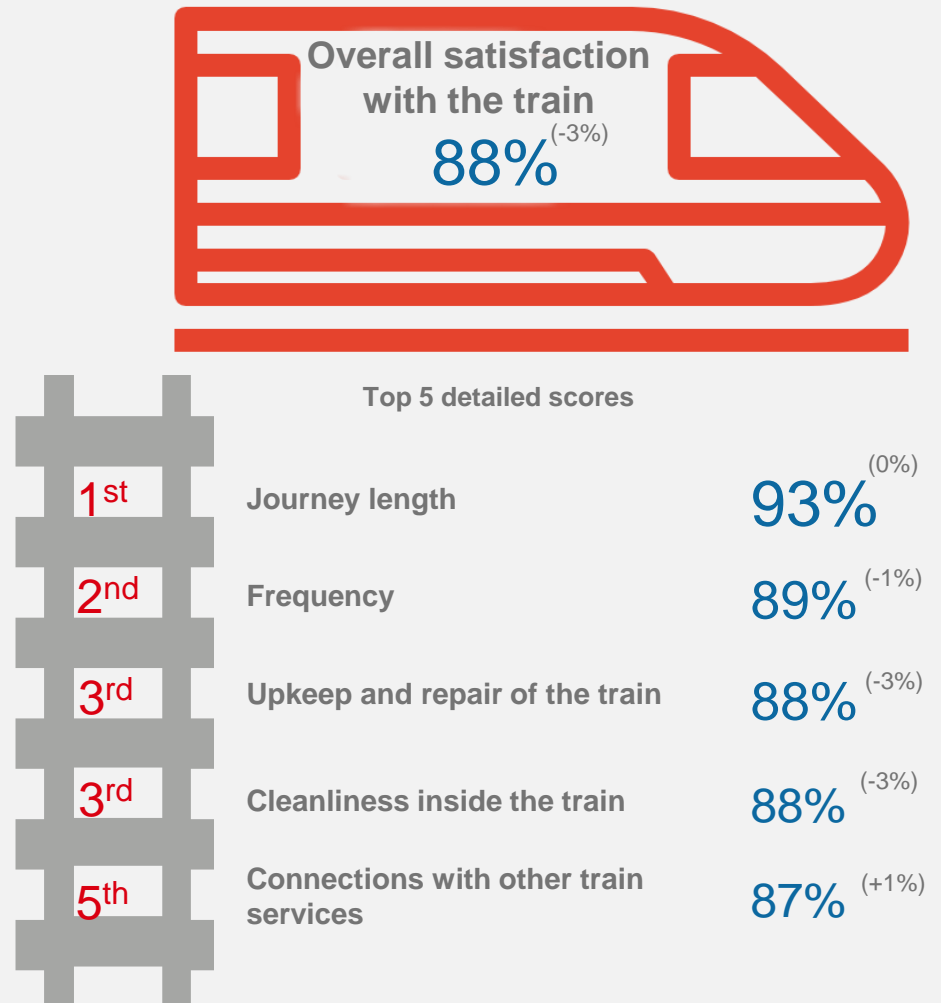


Satisfaction at the station where you boarded



(% shown in brackets shows % change since Spring 2017)

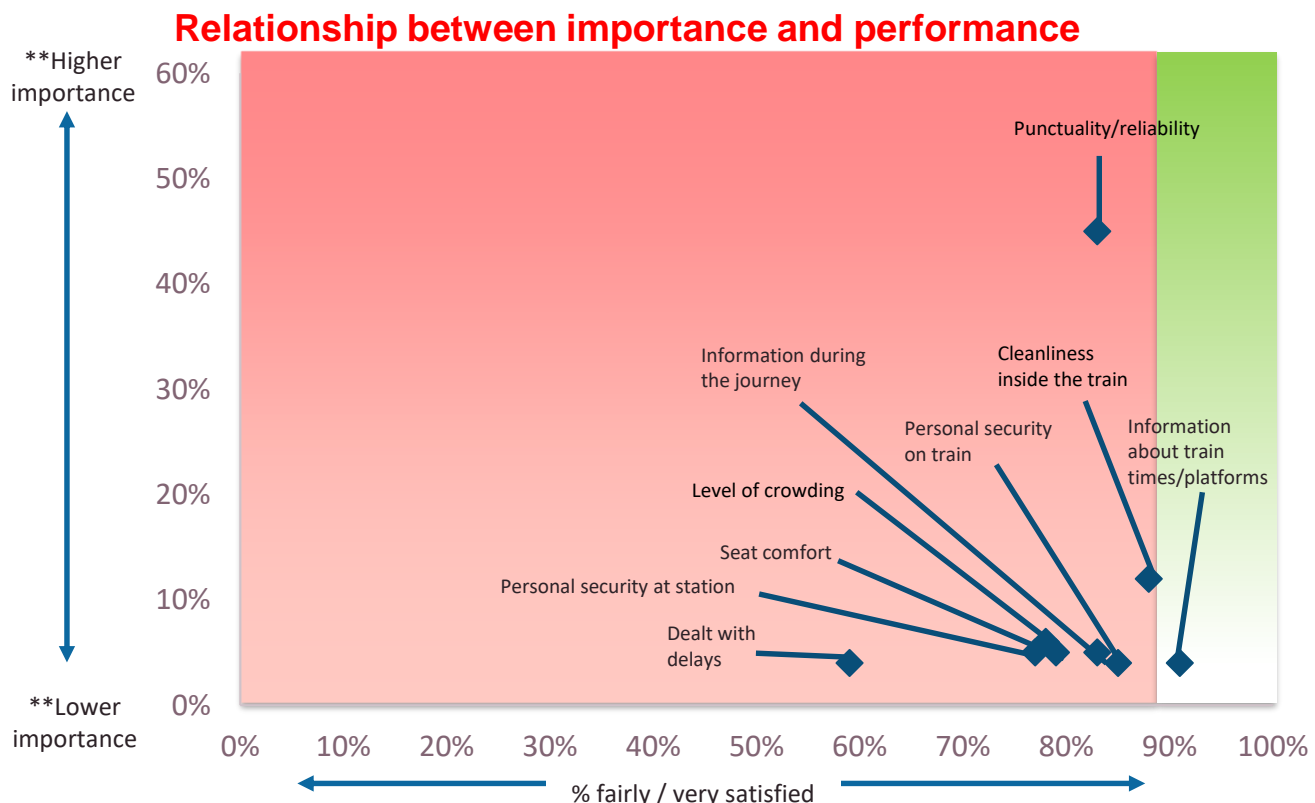
Satisfaction on the train



(% shown in brackets shows % change since Spring 2017)

Importance versus performance

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.



** This chart excludes any factors that account for less than 4% importance



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.railpassengerdata.org.uk/>