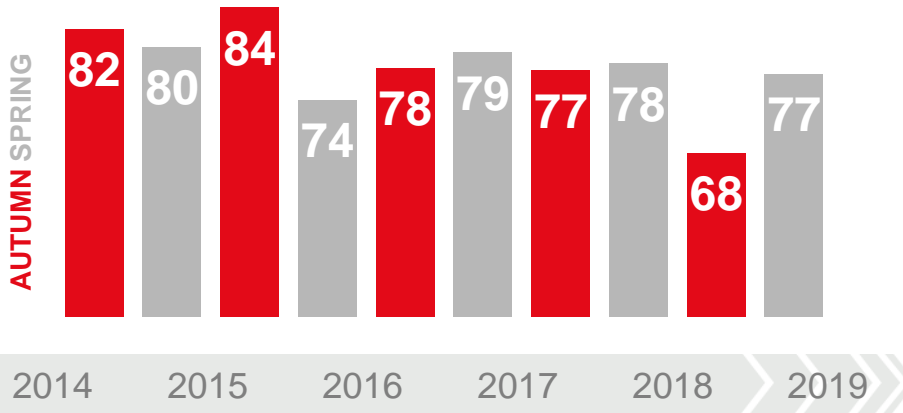


NATIONAL RAIL PASSENGER SURVEY SATISFACTION AT A GLANCE

Great Northern SPRING 2019

This survey covers 614 Great Northern passengers

OVERALL JOURNEY SATISFACTION



77%

Overall satisfaction in Spring 2019

Overall Satisfaction = Very Satisfied + Fairly Satisfied

-1

vs Spring 2018



63%



74%



71%



81%

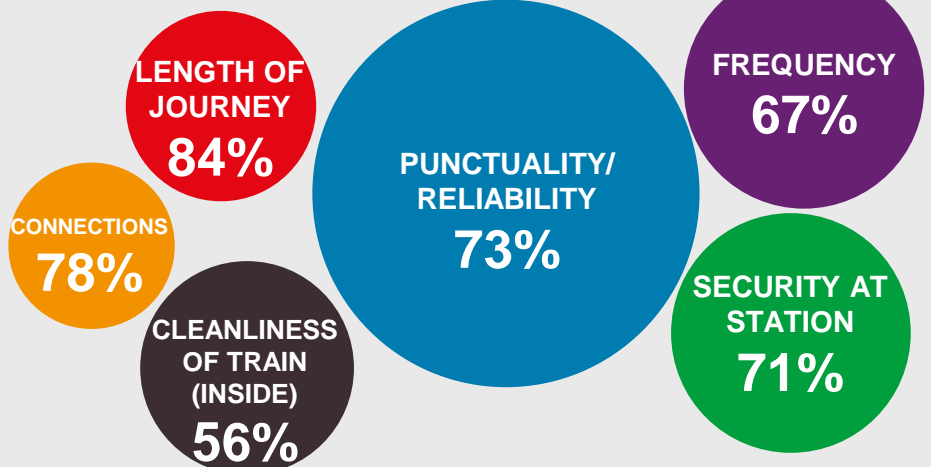


84%

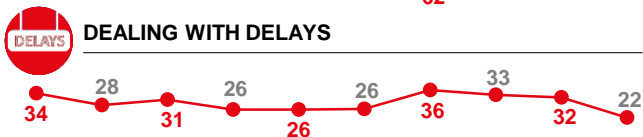
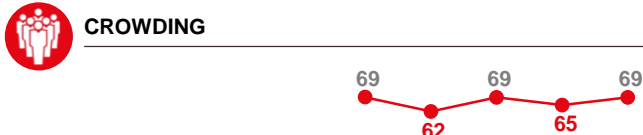
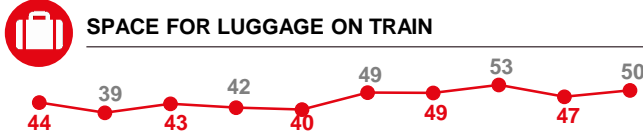
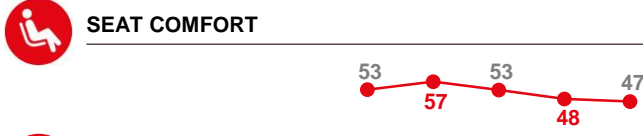
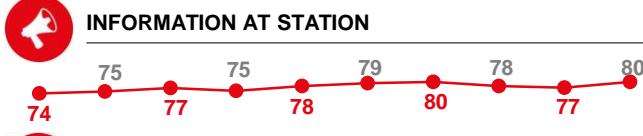
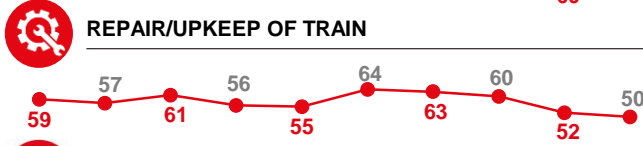
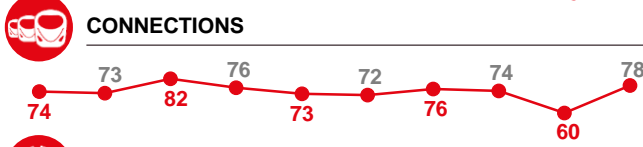
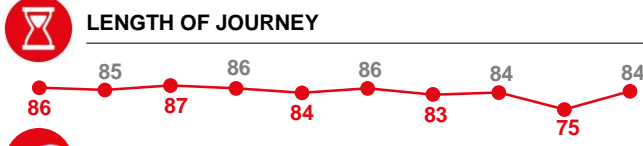
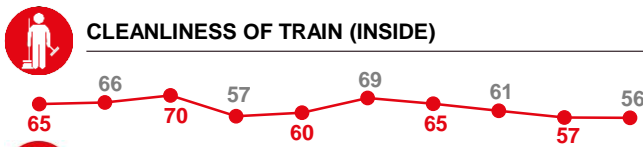
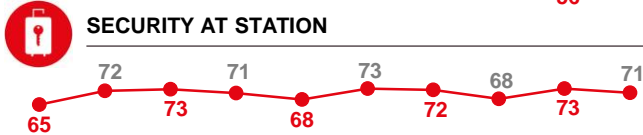
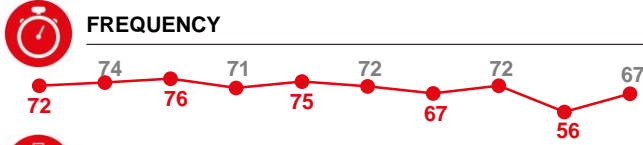
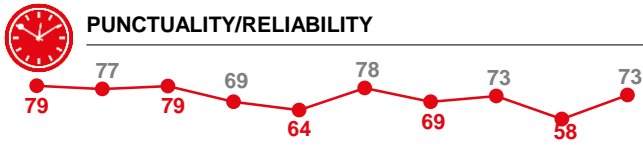
DRIVERS OF SATISFACTION

% SATISFIED

Some factors have a greater influence on whether a passenger is satisfied with the overall journey than others. The size of the circle denotes relative importance of the top six drivers of satisfaction, so the biggest is the most important driver.



DRIVERS OF SATISFACTION OVER TIME



← 2014 2015 2016 2017 2018 2019 →
 Displaying ranked importance where the key driver is greater than 3%

DRIVER IMPORTANCE



64



81



85

61

75

73

66

86

75

48

67

65

80

91

89

71

87

86

39

62

63

72

82

90

40

53

56

50

52

51

61

79

77

15

9

39

AUTUMN SPRING