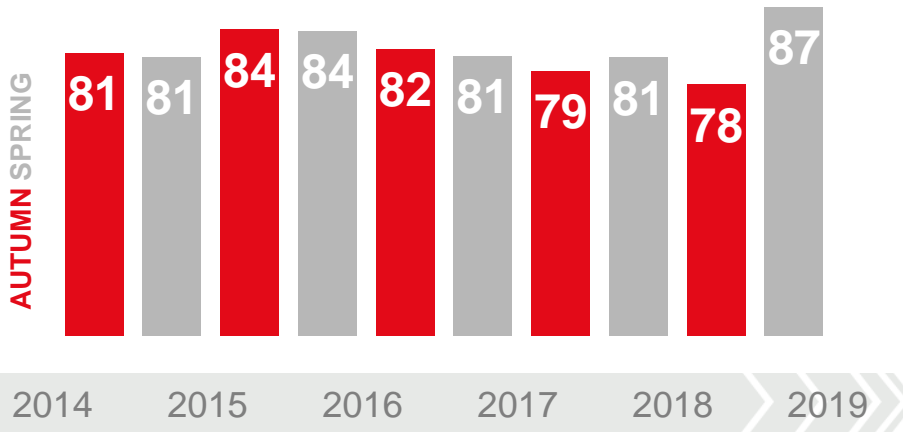


NATIONAL RAIL PASSENGER SURVEY SATISFACTION AT A GLANCE

Great Western Railway SPRING 2019

This survey covers 1,709 Great Western Railway passengers

OVERALL JOURNEY SATISFACTION



87%

Overall satisfaction in Spring 2019

Overall Satisfaction = Very Satisfied + Fairly Satisfied

+6

vs Spring 2018



83%



84%



81%



82%



91%

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.

FREQ.
79%

INFO. AT STATION
86%

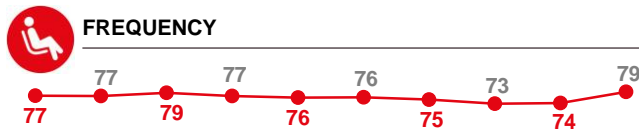
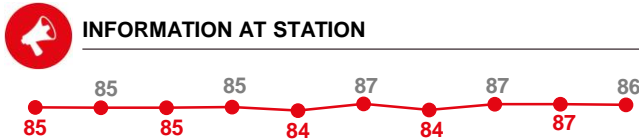
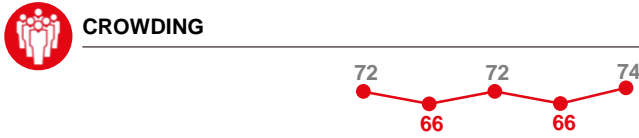
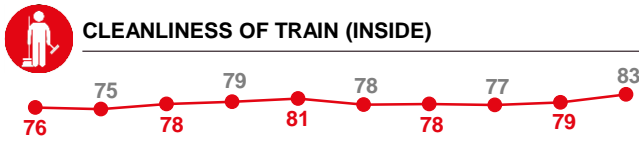
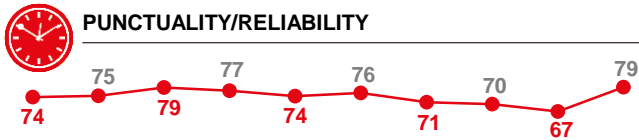
PUNCTUALITY/
RELIABILITY
79%

CLEANLINESS
OF TRAIN
(INSIDE)
83%

CROWDING
74%

DRIVERS OF SATISFACTION OVER TIME

DRIVER IMPORTANCE



←-----→
2014 2015 2016 2017 2018 2019

Displaying ranked importance where the key driver is greater than 3%



69



70



88

72

84

88

60

74

82

87

86

87

69

77

86