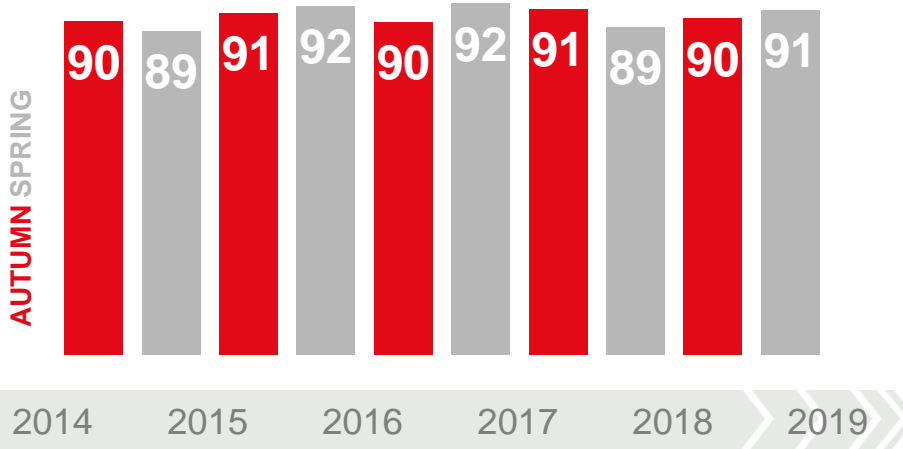


NATIONAL RAIL PASSENGER SURVEY SATISFACTION AT A GLANCE

Virgin Trains SPRING 2019

This survey covers 1,267 Virgin Trains passengers

OVERALL JOURNEY SATISFACTION



91%

Overall satisfaction in Spring 2019

Overall Satisfaction = Very Satisfied + Fairly Satisfied

+2

vs Spring 2018



87%



86%



86%



88%



93%

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.

TICKET BUYING
91%

SEC. ON TRAIN
88%

INFO. DURING JOURNEY
87%

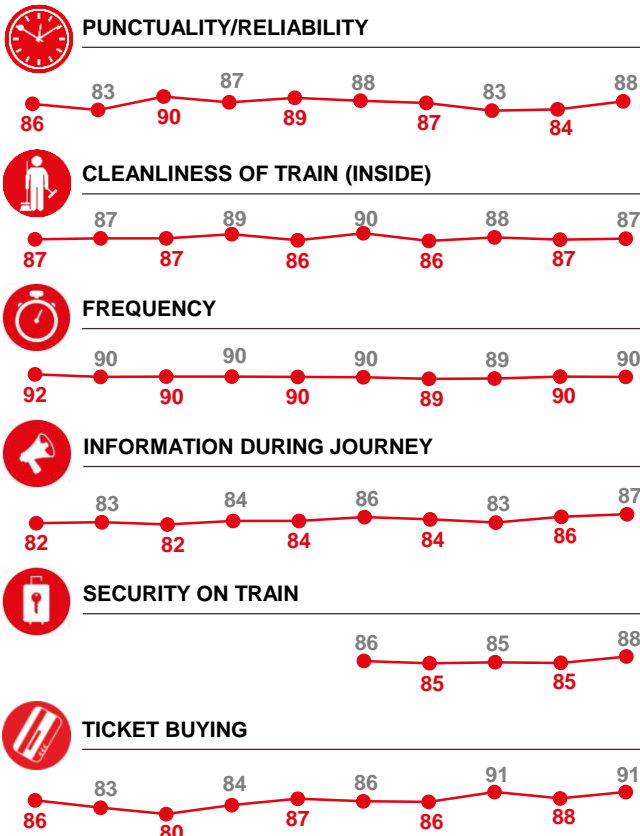
PUNCTUALITY/
RELIABILITY
88%

CLEANLINESS
OF TRAIN
(INSIDE)
87%

FREQUENCY
90%

DRIVERS OF SATISFACTION OVER TIME

DRIVER IMPORTANCE



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



79



83



90

83

84

88

88

87

91

79

86

88

87

88

88

82

89

93

AUTUMN SPRING