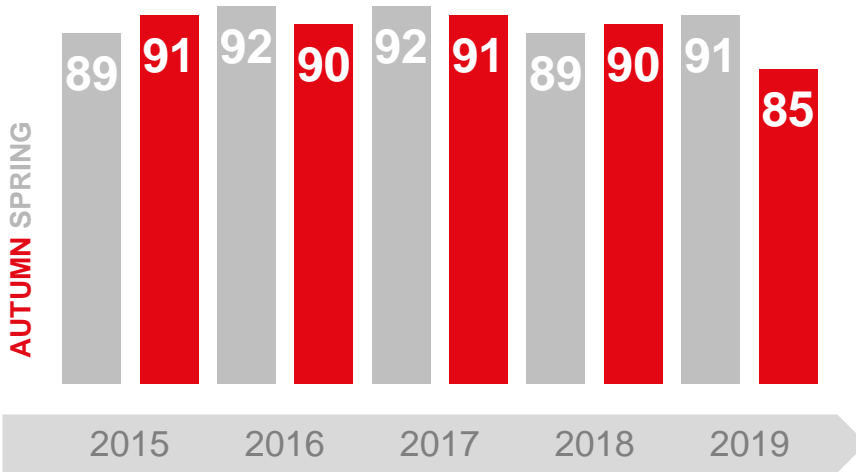


NATIONAL RAIL PASSENGER SURVEY SATISFACTION AT A GLANCE

Virgin Trains Autumn 2019

This survey covers 1,035 Virgin Trains passengers

OVERALL JOURNEY SATISFACTION



85%

Overall satisfaction in Autumn 2019

Overall Satisfaction = Very Satisfied + Fairly Satisfied

-5

vs Autumn 2018



85%



82%



79%



86%



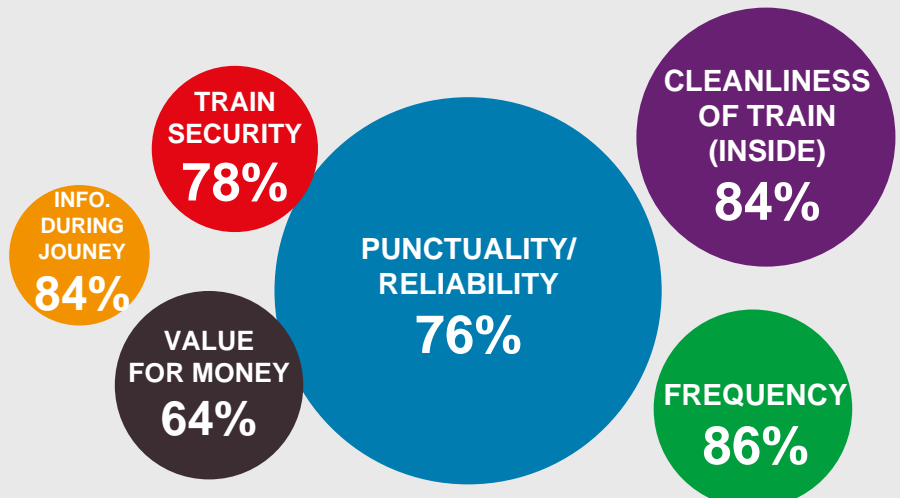
85%

Note: Compared to Autumn 18, percentages in green show significant improvements in satisfaction, whilst percentages in red show significant declines in satisfaction.

DRIVERS OF SATISFACTION

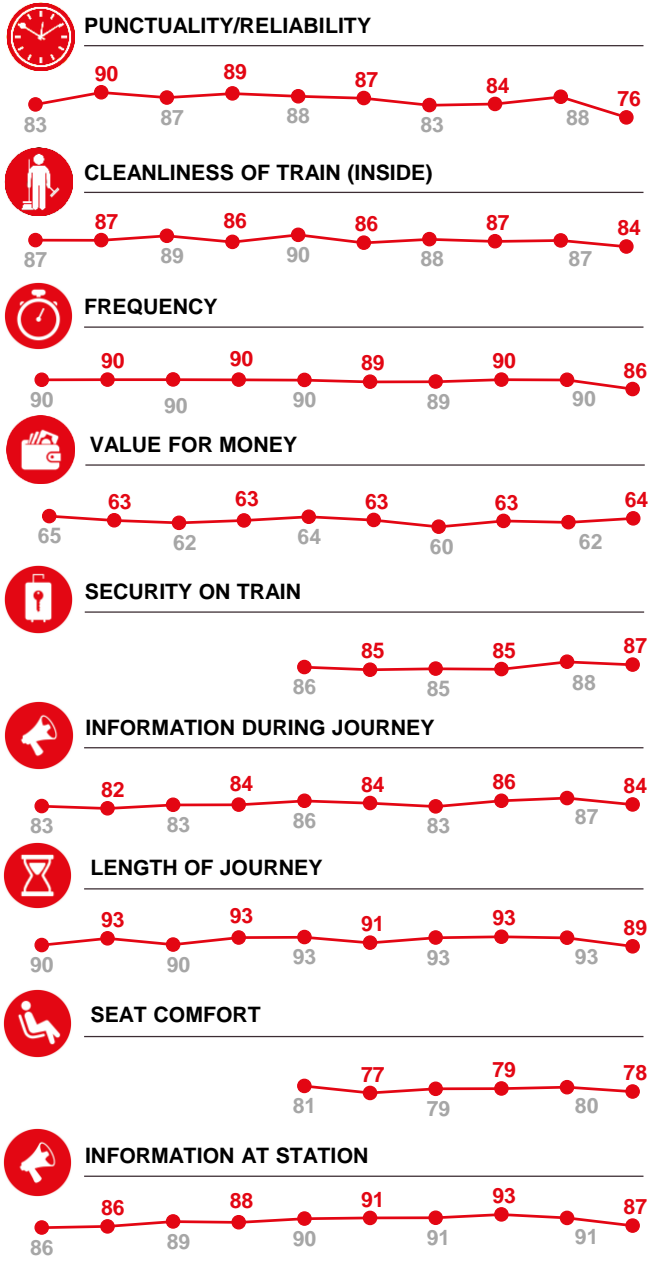
% SATISFIED

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

KEY DRIVERS OF SATISFACTION



66



80



76

80

82

85

81

85

87

37

44

73

80

82

89

73

82

86

84

90

90

66

76

80

82

87

87

← 2015 2016 2017 2018 2019 →

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

AUTUMN SPRING