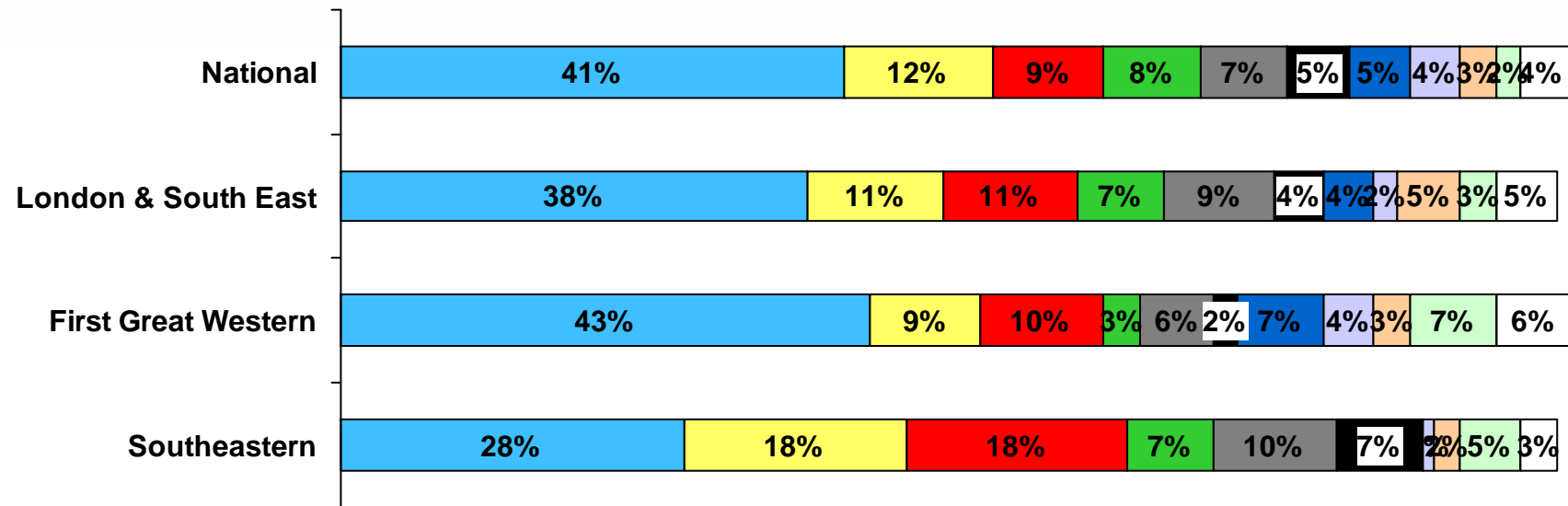
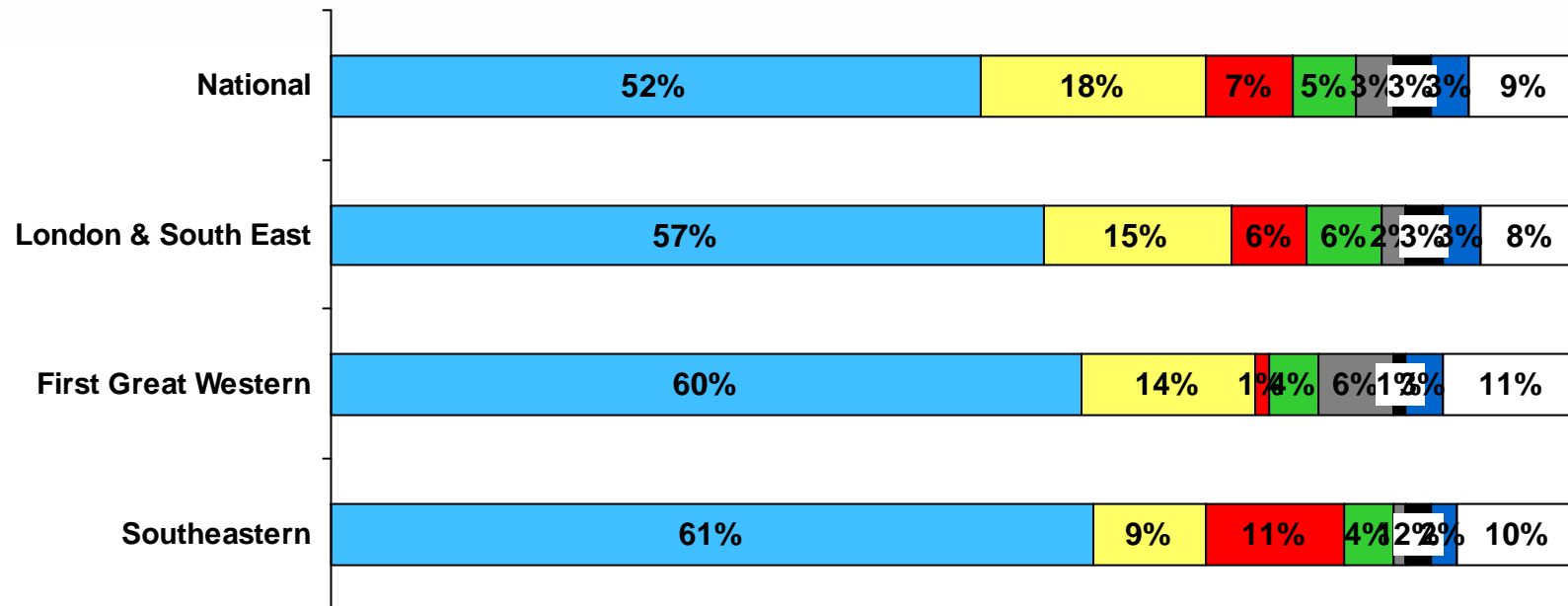


Drivers of customer satisfaction – Autumn '09/Spring '10 (per cent shows share of overall satisfaction due to factor)



- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING ON TIME)
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- THE COMFORT OF THE SEATING AREA
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- THE VALUE FOR MONEY FOR THE PRICE OF YOUR TICKET
- YOUR PERSONAL SECURITY WHILST USING THAT STATION
- PROVISION OF INFORMATION ABOUT TRAIN TIMES/ PLATFORMS
- OTHERS

Drivers of customer dissatisfaction – Autumn '09/Spring '10 (per cent shows share of overall satisfaction due to factor)



- HOW TRAIN COMPANY DEALT WITH DELAYS
- PUNCTUALITY/ RELIABILITY (I.E. THE TRAIN ARRIVING/ DEPARTING ON TIME)
- THE LENGTH OF TIME THE JOURNEY WAS SCHEDULED TO TAKE (SPEED)
- THE EASE OF BEING ABLE TO GET ON AND OFF THE TRAIN
- SUFFICIENT ROOM FOR ALL THE PASSENGERS TO SIT/STAND
- THE CLEANLINESS OF THE INSIDE OF THE TRAIN
- THE FREQUENCY OF THE TRAINS ON THAT ROUTE
- OTHERS