

# Dashboard Report

Period 02 2025/26

27<sup>th</sup> April – 24<sup>th</sup> May 2025



CALEDONIAN  
SLEEPER

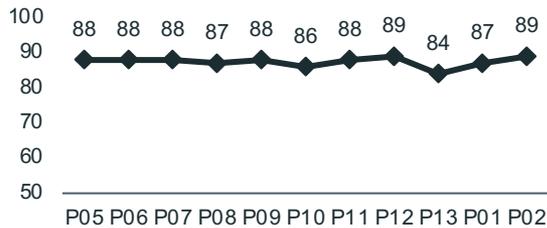
# Caledonian Sleeper Passenger Satisfaction

Rail Period 02: 27<sup>th</sup> April – 24<sup>th</sup> May 2025

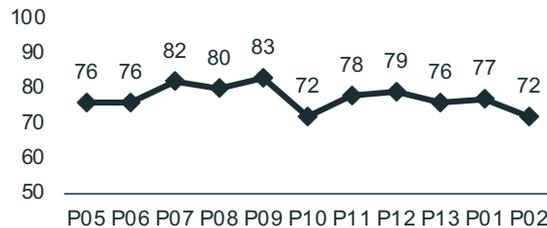
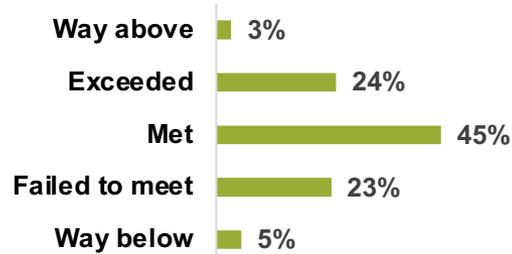
## Overall journey experience



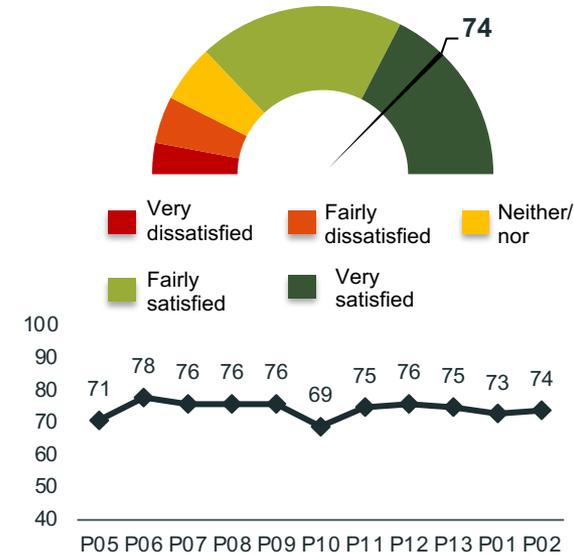
Ave – 3.8



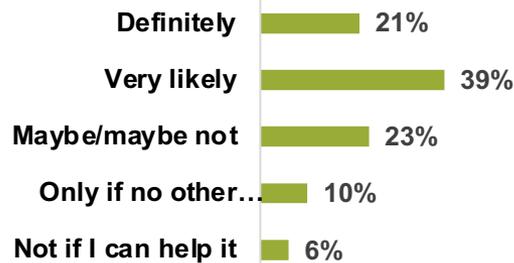
## Expectation



## Overall satisfaction



## Likelihood of future use



## Net Promoter Score

13



	Lowlander	Highlander
Journey experience	86%	90%
Met / Above expectation	68%	75%
Overall satisfaction	71%	76%
Net Promoter Score	4	18
Future Use	53%	64%

Sample size: 192 (Lowlander 77, Highlander 115)



# Caledonian Sleeper Passenger Satisfaction

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## Expectations of the journey

### Top five:

- 62% Looking forward to the experience
- 41% Sufficiently well informed about the journey ahead
- 39% Excited
- 33% Relaxed
- 33% Looking forward to bed

### Bottom five:

- 7% Anticipating a sociable evening
- 5% Worried we might be late
- 3% Concerned about other passengers' possible bad behaviour
- 2% Anxious or nervous
- 1% Concerned I might have someone sharing my room/in the next seat

## Journey Experience

(% 3-5 star rating)

89% **Experience overall**

### Making me feel...

- 89% welcomed
- 83% looked after
- 86% relaxed
- 84% comfortable
- 72% I had a good night's sleep
- 84% Room rating
- 88% Club Car rating

## Summing up the experience

### Top five:

- 47% Practical
- 46% Efficient
- 37% Functional
- 34% Memorable
- 28% Exciting

### Bottom five:

- 4% Distressing
- 4% Chaotic
- 2% World class
- 1% Boring
- 1% Reviving

Sample size: 192

