Dashboard Report

Period 10 2024/25

8th December 2024 – 4th January 2025
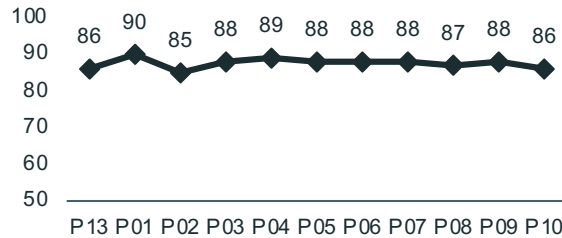
transportfocus

CALEDONIAN
SLEEPER

Caledonian Sleeper Passenger Satisfaction
Rail Period 10: 8th December 2024 – 4th January 2025

Overall journey experience

⭐ ⭐ ⭐ ⭐ ⭐

1   2   3   4   5

14%   86%

Ave – 3.6

Expectation

Way above	3%
Exceeded	19%
Met	49%
Failed to meet	21%
Way below	6%

Overall satisfaction

69

- Very dissatisfied
- Fairly dissatisfied
- Neither/nor
- Fairly satisfied
- Very satisfied

Net Promoter Score

10

👍 41
👎 32
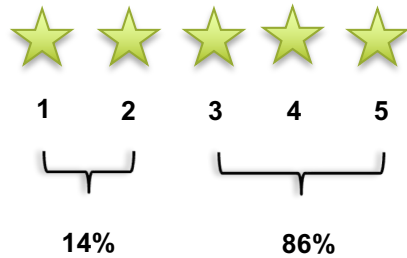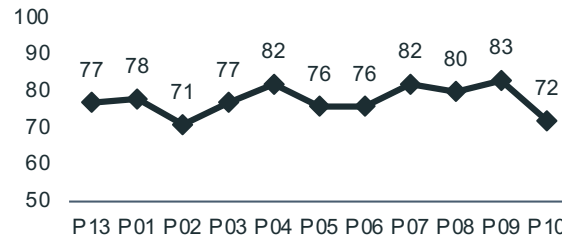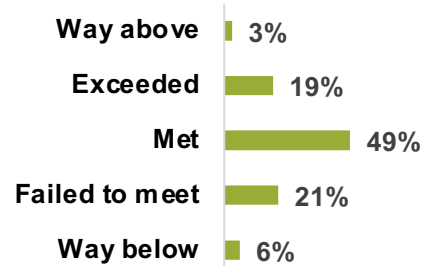
Likelihood of future use

Definitely	14%
Very likely	50%
Maybe/maybe not	18%
Only if no other…	9%
Not if I can help it	9%

	Lowlander	Highlander
Journey experience	84%	86%
Met / Above expectation	74%	70%
Overall satisfaction	76%	63%
Net Promoter Score	16	5
Future Use	68%	61%

Sample size: 201 (Lowlander 90, Highlander 111)

transportfocus

Caledonian Sleeper Passenger Satisfaction
Rail Period 10: 8th December 2024 – 4th January 2025

Expectations of the journey

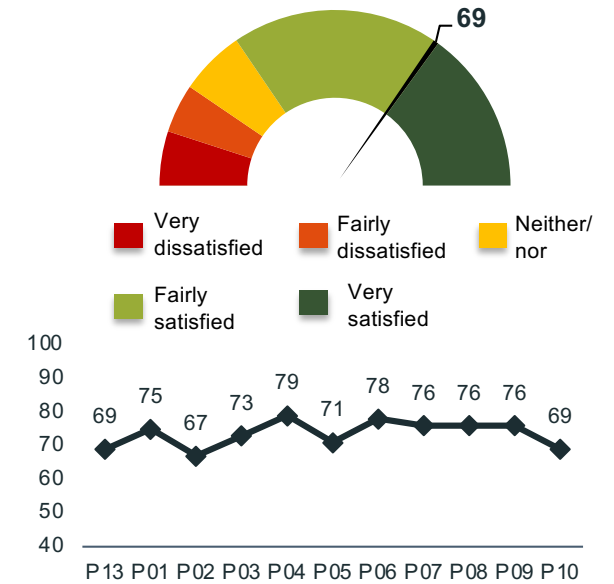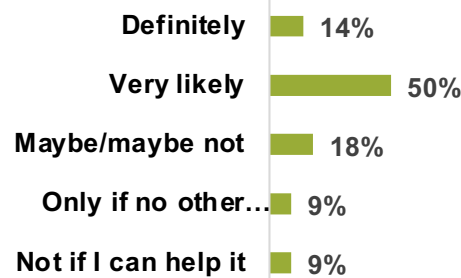**Top five:**

49%	Looking forward to the experience
42%	Sufficiently well informed about the journey ahead
37%	Relaxed
30%	Looking forward to bed
29%	Not expecting a good night's sleep

Bottom five:

8%	Unsure about the toilets
5%	Concerned I might have someone sharing my room/in the next seat
5%	Anxious or nervous
4%	Carefree
1%	Anticipating a sociable evening

Journey Experience

(% 3-5 star rating)

86%	**Experience overall**

Making me feel…

90%	welcomed
86%	looked after
83%	relaxed
79%	comfortable
64%	I had a good night's sleep
87%	Room rating
89%	Club Car rating

Summing up the experience

Top five:

53%	Practical
45%	Functional
42%	Efficient
29%	Relaxing
28%	Sleepless

Bottom five:

4%	Distressing
3%	Nostalgic
1%	Reviving
0%	Boring
0%	World Class

Sample size: 201