

# Dashboard Report

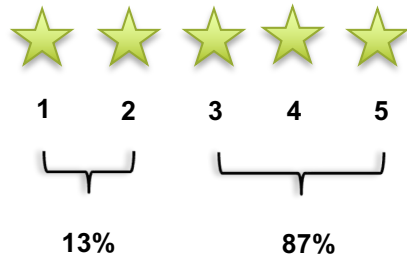
Period 09 2025/26

9<sup>th</sup> November – 6<sup>th</sup> December 2025

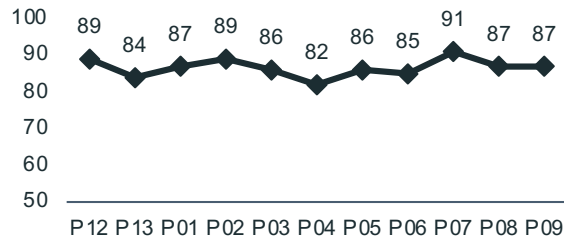
# Caledonian Sleeper Passenger Satisfaction

## Rail Period 09: 9<sup>th</sup> November – 6<sup>th</sup> December 2025

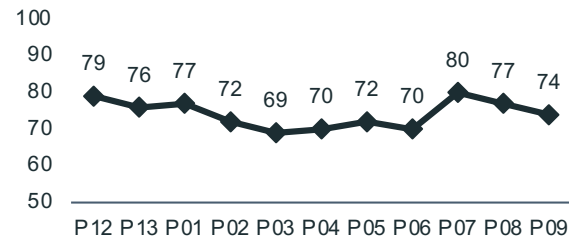
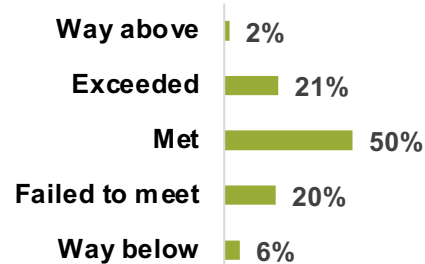
### Overall journey experience



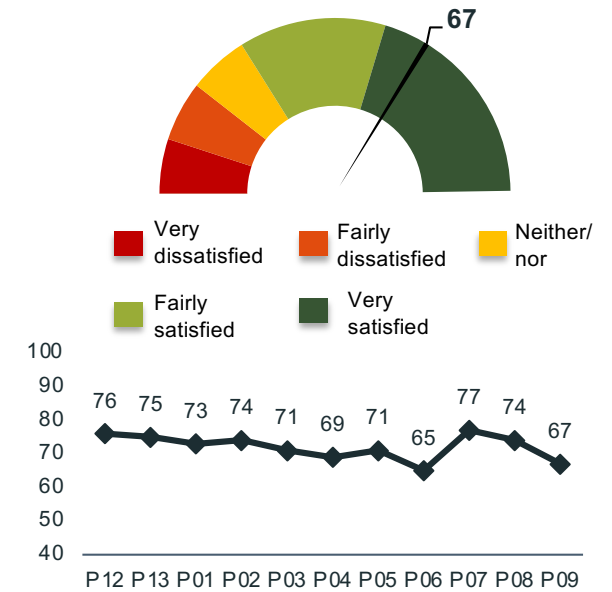
Ave – 3.8



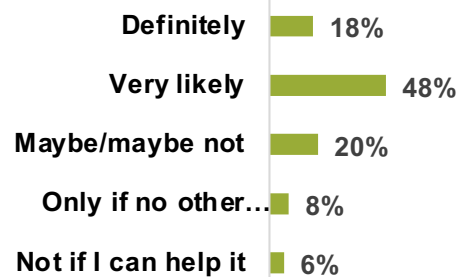
### Expectation



### Overall satisfaction



### Likelihood of future use



	Lowlander	Highlander
Journey experience	79%	92%
Met / Above expectation	69%	77%
Overall satisfaction	64%	69%
Net Promoter Score	0	24
Future Use	58%	66%

Sample size: 205 (Lowlander 78, Highlander 127)



# Caledonian Sleeper Passenger Satisfaction

## Rail Period 09: 9<sup>th</sup> November – 6<sup>th</sup> December 2025

### Expectations of the journey

#### Top five:

- 47%** Looking forward to the experience
- 39%** Sufficiently well informed about the journey ahead
- 31%** Excited
- 31%** Relaxed
- 30%** Looking forward to bed

#### Bottom five:

- 8%** Concerned about other passengers' possible bad behaviour
- 7%** Unsure about the toilets
- 6%** Worried we might be late
- 4%** Anxious or nervous
- 2%** Anticipating a sociable evening

### Journey Experience

(% 3-5 star rating)

**87%** Experience overall

#### Making me feel...

- 93%** welcomed
- 84%** looked after
- 83%** relaxed
- 83%** comfortable
- 68%** I had a good night's sleep
- 84%** Room rating
- 89%** Club Car rating

### Summing up the experience

#### Top five:

- 50%** Practical
- 40%** Functional
- 40%** Efficient
- 30%** Relaxing
- 25%** Memorable

#### Bottom five:

- 3%** Distressing
- 3%** World Class
- 1%** Chaotic
- 1%** Boring
- 0%** Reviving

Sample size: 205

