



Bus Mystery Traveller Research

Technical report - October 2009

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Bus Mystery Traveller Survey

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1. Introduction

Passenger Focus is an independent public body set up by the Government to protect the interests of Britain's rail passengers and (from Spring 2010) England's bus passengers outside of London. It is funded by the Department for Transport but its independence is guaranteed by an Act of Parliament.

The survey provides an objective means of recording changes in the quality of local bus services in England, outside of London. The survey has been undertaken on behalf of the Department for Transport since 2006, responsibility transferring to Passenger Focus from April 2009. GfK Mystery Shopping (GfK) has been commissioned by Passenger Focus to undertake the mystery traveller survey in 2009-10

2. Methodology

2.1 Geographical Coverage

As in previous years, the Mystery Traveller Survey is undertaken in nine key urban areas in England. These are the six PTE areas plus the three largest non-PTE urban areas outside London:

1. Tyne & Wear
2. West Yorkshire
3. South Yorkshire
4. Merseyside
5. Greater Manchester
6. West Midlands
7. Nottingham
8. Leicester
9. Bristol

2.2. Sampling Procedure

The Bus MTS comprises a sample of bus journeys reflecting the profile of bus use in the main conurbations of England outside London. Principal considerations are regional patterns of use, day of week and time of day. The sample incorporates a wide range of bus routes, a good geographical spread in each area and samples bus services between 7:00am and 7:00pm.

1,200 assessed bus journeys are conducted each quarter, i.e. 4,800 per annum. Individual bus trips have been organised into 'journeys'. Each 'journey' comprises 10 individual bus trips or stages and this is undertaken in a single shift by the mystery traveller. Each journey/shift is designed to take approximately 5.5 hours to complete and is conducted either in the morning – 7:30am–1:00pm – or the afternoon – 1:00pm–6:30pm. Journeys are carried out on weekdays only, there is no fieldwork at weekends.

The sample sizes for each area were specified by the Department for Transport and represent an optimum division of the total survey sample of 1200 journeys. The sample numbers per area broadly correspond with the Department's statistics concerning the volumes of local passenger bus journeys undertaken in each of these areas.

The sample by area breaks down as follows:

| Area | Bus Trips per quarter | % share |
|--------------------|-----------------------|---------|
| Tyne & Wear | 140 | 12 |
| West Yorkshire | 150 | 12 |
| South Yorkshire | 140 | 12 |
| Merseyside | 140 | 12 |
| Greater Manchester | 200 | 17 |
| West Midlands | 240 | 20 |
| Nottingham | 70 | 6 |
| Leicester | 50 | 4 |
| Bristol | 70 | 6 |
| TOTAL | 1200 | 100 |

2.3 Recruitment and training of mystery travellers

GfK Mystery Shopping has a panel of over 10,000 active mystery shoppers in the UK that is designed to represent all major geo-demographic and ethnic groups. From this large pool we have recruited and trained a specialist panel to conduct the Bus Mystery Traveller Survey in the designated areas.

In view of the fieldwork task, involving half day shifts of 10 linked bus journeys and the use of detailed 11 point rating scales for many measures, there are significant benefits in terms of consistency and quality in using a relatively small number of trained and experienced mystery travellers in each area. At the same time, in order to address the inevitable churn over time in such a panel, there is a need to recruit and train a number of new assessors to maintain sufficient capacity and fulfil fieldwork requirements.

Bus mystery travellers are recruited from our main UK panel. This means that they are already trained and experienced mystery shoppers, albeit they may or may not have previous specific experience in the public transport sector. The panel numbers 25-30 assessors across the nine current areas.

2.4 Fieldwork documentation

As noted above, mystery travellers carry out the fieldwork by means of 'journeys' each journey comprises 10 linked bus trips or stages. Mystery travellers are issued with a journey plan document for each journey as part of a work pack, i.e. questionnaires, briefing notes, etc. The journey plan operates as an itinerary, a step by step guide to the information needed to carry out the journey. Samples of each of these documents are included as appendices A, B and C.

2.5 Journey planning and maintenance

Prior to the start of each quarter's fieldwork all journey plans are reviewed and if necessary revised using feedback from mystery travellers and public sources of bus services, routes and timetable information. This work is shared between GfK and Passenger Focus.

2.6 Data capture and validation

Assessments are recorded in the field on paper questionnaires. Mystery travellers then submit data from these into a bespoke internet-based system.

The system incorporates a validation program written for this survey which ensures that complete and logically consistent data is submitted for each bus trip. If any validation rules need to be overridden, an explanation is required. These checks maintain a high level of data integrity for all assessments.

The data entry system also facilitates the capture of verbatim comments as well as numerical responses.

2.7 Fieldwork management

All public transport mystery shopping fieldwork is allocated and monitored by a Transport Operations team of 10 staff. The team is headed by a Team Leader who reports to the Field Quality Manager.

A dedicated Project Controller is responsible for the allocation of journeys, monitoring of fieldwork progress and data entry of results into the system. The Project Controller operates as the main point of contact for mystery travellers on a day to day basis and resolves any problems that they may experience in conducting the work correctly and to schedule. The Project Controller can call upon the Team Leader, Field Quality Manager or the Account team for advice as required.

3. Quality Control

GfK is committed to identifying and implementing changes that will deliver a better and more cost effective service to our clients. We operate a coordinated quality system for all our projects and we are BS EN ISO 9001 registered (Specification for Organisations Conducting Market Research Quality Assurance standard). Our mystery shopping fieldwork has IQCS accreditation (Interviewer Quality Assurance Standard). Each department is audited by internal quality auditors every 12 months and by BSI every six months. GfK also has accreditation to BS 7911 – a quality standard specifically for agencies conducting market research.

Field Quality Assurance

Assessors (mystery travellers) are appraised in the field by means of an accompanied visit, with a member of staff from Passenger Focus, during live fieldwork.

Accompanied visits are arranged in advance between GfK and Passenger Focus based around the scheduled fieldwork for that quarter.

The Passenger Focus staff member accompanies the assessor on the journey, checking that they are scoring accurately and monitoring the conduct of the assessment in general. Passenger Focus completes an appraisal form during this process and returns an electronic copy to GfK. The appraisal report is held on our central Field Quality Database as part of the work record of each assessor. GfK gives appropriate feedback to each assessor on the appraisal report submitted by Passenger Focus.

4. Reporting

For each quarter of the survey data files in SPSS and Excel formats are provided within a pre-agreed quarterly schedule.

The data collected from the survey will continue to be accredited as a National Statistic. As such, results from the survey are published to a pre-announced timetable.

In addition to the data files, two files of verbatim comments are provided:

1. Assessor Comments on specific survey questions.
2. Assessor Comments on journey plan problems or discrepancies with field observations. These are used to review and revise journey plans for the following quarter.

Appendix A - Questionnaire

0-1 Date of journey

| | | | | | |
|-----|--|-------|--|------|---|
| Day | | Month | | Year | |
| | | | | 0 | 9 |

0-2 VIN
(7 digits)

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | |
|--|--|--|--|--|--|--|

0-3 Journey Reference No.
(4 digits)

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

0-4 Stage within Journey
(between 01-10)

| | |
|--|--|
| | |
|--|--|

0-4a Did you complete
this stage within the
assessment?
(NO will route to 9-0)

| | |
|---|---|
| Y | N |
|---|---|

0-5 Bus Route No.

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

0-6 When did you **arrive** at this bus stop?
(24 hour clock)

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

0-7 Did you get on the bus at the stop specified on your Journey Plan?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

If No - you boarded somewhere else - please provide details of where you boarded the bus and the reason(s) for boarding elsewhere:

| |
|--|
| |
|--|

0-8 Scheduled time of bus **departure** as
shown on the **Journey Plan** (24 hr clock)

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

0-9 Actual time of bus **departure**
(24 hr clock)

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

DO NOT catch a bus more than 5 minutes earlier than the scheduled one on the Journey Plan unless the service is infrequent, i.e. the service interval is 30 minutes or longer.

*Record the time **when the bus actually departs** – not when you get on the bus (i.e. sometimes there may be a wait before departure).*

0-9a Did you catch a later bus than the scheduled one on the Journey Plan?

Yes 1

No 2

0-9b If you did catch a later bus please explain why this occurred;

Please note especially if the bus never turned up or if it drove straight past without stopping. If necessary, please ask the driver why the bus was late.

| |
|--|
| |
|--|

0-10 Bus Type

| | |
|----------------------------------|---|
| (a) Single Decker / Hoppa / Midi | 1 |
| (b) Articulated Bus | 2 |
| (c) Double Decker | 3 |

0-11 Number of sets of passenger doors

| | |
|----------------|---|
| (a) One Set | 1 |
| (b) Two Sets | 2 |
| (c) Three Sets | 3 |

0-12 Day of week

| | |
|-----------|---|
| Monday | 1 |
| Tuesday | 2 |
| Wednesday | 3 |
| Thursday | 4 |
| Friday | 5 |

0-13 Weather Conditions

| | |
|------------------|---|
| Dry | 1 |
| Some rain | 2 |
| Heavy rain | 3 |
| Other – specify: | |

0-14 Method of fare payment

| | |
|--------------------|---|
| Cash | 1 |
| Day Pass / other | 2 |
| Concessionary Fare | 3 |

Section 1 Bus Stop

1.1a Is there a bus shelter?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

NB You must always answer questions 1.1b, 1.1.c and 1.1d even if there is no bus shelter – if that is the case assess the bus stop only.

1.1b Cleanliness of bus stop/shelter

The bus stop is the post which displays the route number(s) stopping at that location. It usually includes the stop name, direction of travel and fare stage / pass zone information. Cleanliness should be considered in isolation. Where applicable assess all seating and visible parts of the shelter, including the roof, where visible. Ignore graffiti and litter when assessing the cleanliness, as the stop or shelter can still be clean.

| Very Dirty | Quite Dirty | | Clean with minor areas of dirt | | | | Quite Clean | | Spotlessly Clean | |
|------------|-------------|---|--------------------------------|---|---|---|-------------|---|------------------|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

1.1c Level of graffiti at bus stop/shelter

Both graffiti itself and any visible marks where it has been removed should be assessed. Include unauthorised stickers and posters but do not count etchings on timetable or shelter glass as graffiti.

| Stop and/or shelter covered in graffiti | Majority of surfaces have graffiti | | | Small amount of graffiti | | | No graffiti but marks where previously been | | | No graffiti whatsoever |
|---|------------------------------------|---|---|--------------------------|---|---|---|---|---|------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

1.1d Level of litter at bus stop/shelter

Assess the level of litter in and around the bus shelter and/or stop. Do not include the gutters or road in your assessment. Litter covers everything that people drop. Small items of litter (e.g. bus tickets or cigarette ends) while unsightly, are probably less intrusive than large items such as a whole newspaper or a burger carton.

| Lots of litter, cartons newspapers, etc. | Some large items of litter or large amounts of small litter | | | Litter beginning to build up | | | Very little litter perhaps small pieces of litter | | No litter whatsoever | |
|--|---|---|---|------------------------------|---|---|---|---|----------------------|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

1.1e Condition of shelter glass

Code N/A only if there is no shelter to assess N/A

Where shelter glass or perspex panels are present, is any of the glass missing, shattered or seriously damaged?

| |
|-------|
| Yes 1 |
|-------|

| |
|------|
| No 2 |
|------|

1.1f Condition of shelter

Code N/A only if there is no shelter to assess N/A

This is concerned with the condition of the structure of the shelter. Include vandalism and etching other than on windows but graffiti and litter should be ignored (see 1.1c and 1.1d). Include seating if present. Lighting should be ignored. If shelter glass is broken this should be included in the assessment. Broken glass in information displays and advertising hoardings should also be included. The condition of maps, timetables and advertisements should not be included.

| Totally dilapidated | Poor Condition, major damage to structure | | | Some minor damage to structure | | | Good Condition | | Perfect Condition | |
|---------------------|---|---|---|--------------------------------|---|---|----------------|---|-------------------|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

1.1g Adequacy of lighting at or around bus stop/shelter

Code N/A only if assessing in daylight, except if lights are broken or obviously damaged. Please score this question irrespective of whether or not a light is fitted to the shelter

N/A

This is a measure of the artificial lighting at and around the bus stop/shelter. If a bus stop is near a street light or a well lit shop window, there may be less need for bus stop lighting. This should be taken into account when making the assessment. An advertising display in the shelter end panel may also form part of the lighting. A score of '0' should be recorded if the bus stop/shelter is so poorly lit that you feel wary or unsafe.

| Very poorly lit so that you feel wary or unsafe or one or more lights broken or missing | Poorly lit- lack of lighting in and around bus shelter or lights working but damaged | Sufficiently lit but not bright | | | | Well lit | | Bright and very well lit | | |
|---|--|---------------------------------|---|---|---|----------|---|--------------------------|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

1.2a Was there a timetable at the bus stop for the bus route you were waiting to board?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

1.2b Was the timetable up to date and legible? (i.e. was it useable?)

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

Identifying if the timetable is up to date? Please look for a date on the timetable and compare the timetable with the information provided in the journey plan.

Countdown Electronic Display

NB 1.3a must always be answered

1.3a Was there a Countdown electronic display fitted to the shelter or at the bus stop?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

This is concerned with the electronic information panel (Countdown) that is located in some shelters and displays information about bus arrivals at the stop. It is situated either in the roof of the shelter or occasionally, as a freestanding unit.

1.3b Was the Countdown display working properly?

| | | | |
|--------------------------|------------------------|-------------------------|-------|
| Yes, working correctly 1 | Yes, but with errors 2 | No, nothing displayed 3 | N/A 4 |
|--------------------------|------------------------|-------------------------|-------|

1.3c If there were errors with the Countdown display, please describe:

| |
|--|
| |
|--|

1.3g Was the Countdown display easy to read?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

1.3h If not easy to read, please explain why:

| |
|--|
| |
|--|

Other information provided at the Bus Stop

1.4a Was there information about fares?
(for the service on this specific stage of the journey)

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

1.4b Was there contact information for the bus company?
(for the company specified for this stage of the journey)

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

1.3f Was there contact information for Traveline?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

Section 2 Bus Exterior - Front

These next two questions are concerned only with the bus you are about to board. Do not rate or include in your assessment any other buses you may see while waiting for your bus.

2.1a Route number / destination information type – FRONT

Code N/A only if the bus does not have the facility for a FRONT display *N/A*

Please identify whether the route number and/or destination information was displayed via an electronic display or a mechanical blind.

Electronic display

Mechanical Blind

2.1. Clarity of route number / destination blind - FRONT

The route number **and** destination blinds must be absolutely accurately displayed and aligned. If there is the slightest discrepancy '10' should not be given. Be highly critical on this item and do not give the benefit of the doubt. Always rate the worst item, be that the route number **or** the destination blind. Electronic displays that are working correctly should generally score '10'.

| Route number or destination blind unacceptable/not displayed at all | Route number or destination blind extremely confusing/misleading | Route number or destination blind readable but confusing / not properly set | Route number and destination blind readable but not fully in place | Route number and destination blind totally visible and correctly displayed | | | | | | |
|---|--|---|--|--|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

Section 3 on the next page relates to Boarding the Bus. In order to assess Section 5 - Bus Interior as accurately as possible, *please sit as far back as possible in the bus.*

Section 3 Boarding the Bus

3.1 Was the bus stop obstructed in any way?

If parked vehicles or anything else that makes it difficult for the driver of your bus to pull into the stop correctly obstruct the bus stop, this should be recorded here. NB. Other buses using the stop or nearby stops do not count as obstructions.

Yes 1

No 2

3.1a If Yes, what was the cause of the obstruction?

| |
|--|
| |
|--|

3.2 Closeness of bus to kerb

Bearing in mind your answer at 3.1, your bus should pull close to the kerb so that passengers do not need to step into the road. Do not be over-generous in this judgement as accessibility to buses is an important issue for elderly and disabled people, passengers with young children and those encumbered by shopping or luggage. Include all doors in your assessment.

Very poor,
large gap
between
kerb and
bus

Poor
could have
pulled
in closer

Accessible with
minor difficulty

Quite good

As close as
reasonably
possible

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

3.3 Closeness of bus door to stop

Bearing in mind your answer at 3.1, your bus should pull in at the bus stop so that passengers do not need to walk along the road to board (for articulated buses rate the front door). Do not be over-generous in this judgement as accessibility to buses is an important issue for elderly and disabled people, passengers with young children and those encumbered by shopping or luggage.

Had to walk
to catch bus

Poor

Reasonable but
not exactly at stop

Quite good

At stop or as
close as reasonably
possible

| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

3.4 Was there any congestion due to other buses when you were boarding?

Yes 1

No 2

3.4a If Yes, please describe:

| |
|--|
| |
|--|

Section 4 The Driver

4.1 Did the driver give you the correct ticket?

You should check that the fare stated by the driver, when you state your destination, is the same as that printed on the ticket issued. You should also check the date. If either the fare or the date is incorrect, answer No.

| | | |
|-------|------|---------------------------------|
| Yes 1 | No 2 | N/A / Day pass /Concession 3 |
|-------|------|---------------------------------|

4.2 If not paying cash, did the driver record your boarding of the bus? (e.g. by pressing a button on the Electronic Ticket Machine (ETM))

| | | |
|-------|------|-------------------|
| Yes 1 | No 2 | N/A / Paid cash 3 |
|-------|------|-------------------|

4.3a Please ask the driver one of the questions listed below and then answer 4.3b NB. You are not assessing whether or not the answer is accurate.

Please indicate the question asked on this bus trip

| | |
|---|---|
| What time is the last bus back from.....? | 1 |
| Does this bus go close toe.g. station? | 2 |
| Can you tell me where I can get a bus timetable for this route? | 3 |
| How long will it take to get to....? | 4 |
| Does this service run on a Sunday? | 5 |
| How much is a day pass? (if paying cash) | 6 |
| Other | 7 |

4.3b Helpfulness of driver and consideration for passengers

Base on the manner in which the driver responded to your question. Where possible you should also take the driver general helpfulness to other passengers into consideration when making your assessment. To achieve a score above '6' you should actually observe the driver being helpful. Higher scores should only be recorded if the driver puts himself out to be helpful. It is part of the job for drivers to be helpful, even when it is busy. Do not give the 'benefit of the doubt' in making your assessment. Ignoring passengers trying to catch the bus, passengers' requests for information, assistance etc. or hindering passengers in any way is unacceptable.

| Deliberately unhelpful in any way 0 | Reluctant to give information, abrupt, not very helpful to passengers 1 | 2 | 3 | Gave information when asked but no positive action to help passengers 4 | 5 | 6 | Gave information willingly and gave help even when not specifically asked to 7 | 8 | Excellent did something special to help passengers 9 | 10 |
|--|---|---|---|---|---|---|--|---|--|----|
| | | | | | | | | | | |

4.3c Did the bus driver speak clearly/was easy to understand?

| | |
|-------|------|
| Yes 1 | No 2 |
|-------|------|

4.4 Appearance of Driver

Regardless of whether the driver is wearing a uniform or not, staff must be smart and take pride in their appearance. Inevitably, what is worn will vary with the time of year.

| Very untidy, Scruffy, dirty or inappropriately dressed 0 | 1 | Poor, untidy 2 | 3 | 4 | Reasonable but could be smarter 5 | 6 | 7 | Good, smart 8 | 9 | Excellent, smart and pride in appearance 10 |
|--|---|-------------------|---|---|--|---|---|------------------|---|---|
| | | | | | | | | | | |

Section 5 Bus Interior

You are only required to assess conditions and facilities on the chosen deck. This applies to all questions in Section 5. You may sometimes observe features on the lower deck as you ascend or descend from the upper deck but you are not required to assess the lower deck features in these circumstances.

5.1 Which deck did you assess?

| | |
|-----------------------------|---|
| Single Decker / Articulated | 1 |
| Lower deck of Double Decker | 2 |
| Upper deck of Double Decker | 3 |

5.2 Availability of lower deck seating

If you are assessing the upper deck of a Double Decker, you should skip this question

Make a general assessment of crowding based on the number of seats available or people standing. The bus should not be uncomfortably over-crowded. You must base your answer on the availability of seating at the time you set off from your boarding stop.

| Very over Crowded | No available seats, many people standing | | | No available seats, but nobody standing | | | Many single seats available | Many double seats available | | |
|----------------------|---|---|---|--|---|---|-----------------------------------|-----------------------------------|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.3 Availability of upper deck seating

If you are assessing the lower deck, you should skip this question

There should never be anybody travelling on the stairs or standing on the upper deck, regardless of the availability of seats. Even if only one person is standing, a zero rating should be given. Include anyone standing on or at the head of the stairs in this assessment. You must base your answer on the availability of seating at the time you set off from your boarding stop.

| 1 or more passengers standing | No available seats | | | Majority of seats occupied | | | Many single seats available | Many double seats available | | |
|-------------------------------------|-----------------------|---|---|----------------------------------|---|---|-----------------------------------|-----------------------------------|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.3a Was there any change in the availability of seating on the deck you assessed above – an increase or a decrease or both or none - during your journey on this bus?

During the journey.....

*Choose **one** answer that best describes what happened*

| | |
|--|---|
| The availability of seating increased a lot | 1 |
| The availability of seating increased a little | 2 |
| There was little or no change in the availability of seating | 3 |
| The availability of seating decreased a little | 4 |
| The availability of seating decreased a lot | 5 |
| The availability of seating both increased and decreased | 6 |

5.3b What were the reason(s) for any changes in the availability of seating?

(e.g. bus stopping near a school, in a shopping centre, etc.)

| |
|--|
| |
|--|

5.4a Cleanliness of seating

Code N/A only if you are unable to assess cleanliness of seating N/A

Whether or not there is enough seating and regardless of comfort, all seats should be clean. You should expect to be able to sit on a seat with your best clothes on. Include graffiti in your assessment. Rate the seat including the seat back but not the rear of the seat facing the passenger in the row behind. Always rate the worst seat you can see. Do not include vandalism.

| Not fit to sit on | Dirty/mucky in places but possible to sit on | | | Generally clean with minor areas of dirt or staining | | | Quite clean no very obvious dirt or stains | | | Spotlessly clean as new |
|-------------------|--|---|---|--|---|---|--|---|---|-------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.4b Condition of seating

Code N/A only if you are unable to assess condition of seating N/A

Whether or not there is enough seating, it should be in good condition. Include vandalism but not comfort, graffiti or cleanliness. Always rate the worst seat. NB. The rear seats on the upper deck of double deckers can have vandal proof plastic seats; this is acceptable and seating should not be marked down because of it.

| Not fit to sit on/ dangerous | Poor, some damage to seat(s) | | | Minor damage to seat, worn but usable | | | Good condition, slight fading or repair evident | | | In excellent condition |
|------------------------------|------------------------------|---|---|---------------------------------------|---|---|---|---|---|------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.5 Cleanliness of windows

Code N/A only if you are assessing at night, when it is dark, when it is raining or when the windows are affected by condensation
N/A

The windows should be clean, inside and out, and completely clear. The window frame's cleanliness should be included in your assessment. Do not include etching in your assessment.

| Very dirty scratched or marked, difficult to see through | Some dust or dirt or more than 25% affected by marks or graffiti | | | Small areas of dirt. dust beginning to build up. Less than 25% affected by marks or graffiti | | | No noticeable dirt, dull not shiny | | | Spotlessly clean including frame |
|--|--|---|---|--|---|---|------------------------------------|---|---|----------------------------------|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.7 Level of Graffiti

Both graffiti itself and any visible marks where it has been removed should be assessed, including smearing and ghosting. Do not include surfaces worn due to repeated removal of graffiti. Include unauthorised stickers, posters but do not count etchings on windows as graffiti.

| Bus covered in graffiti | Majority of surfaces have graffiti | Small amounts of graffiti on less than half the surfaces | Very little graffiti. Only noticeable if you look for it | No graffiti whatsoever | | | | | | |
|-------------------------|------------------------------------|--|--|------------------------|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.8 Presence of etching on windows

Code N/A only if you are assessing at night, when it is dark, when it is raining or when the windows are affected by condensation. N/A

| All windows with etching | Majority of windows with etching | 4-5 windows with etching | Up to 3 windows with etching | No etching whatsoever | | | | | | |
|--------------------------|----------------------------------|--------------------------|------------------------------|-----------------------|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

5.6 Level of Litter

Litter covers everything that people drop. It may be on or under seats, in the luggage space, ledges or floor.

| Lots of litter, cartons newspapers, etc. | Part of bus heavily littered newspapers, old cans, etc. | Litter beginning to build up | Very little litter perhaps small pieces of litter | No litter whatsoever | | | | | | |
|--|---|------------------------------|---|----------------------|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

Were there any types of litter bins?

| | | |
|---|-------|------|
| 5.6a Small bins designed to take tickets | Yes 1 | No 2 |
| 5.6b Bins for passenger litter | Yes 1 | No 2 |

5.9 Presence and Condition of Customer Information and PA Announcements

Record which of the following are present within the bus and assess their condition. For the information to be usable by the public it should be up to date and legible. Code whether it is present, up to date and legible or not.

| | Present and legible | Present but damaged/illegible | Not Present |
|--|---------------------|-------------------------------|-------------|
| Fixed signage with generic requests (e.g. "Do not talk to the driver whilst driving" etc.) | | | |
| Route Maps | | | |
| Electronic Stop Display | | | |

| | | | |
|-----------------------------|----------------------------|------------------------------|--------------------|
| | Present and audible | Present but inaudible | Not Present |
| Recorded P.A. Announcements | | | |

Section 6 Quality of Ride

For these questions you are not expected to make a technical assessment. You are to consider the quality of the ride as an 'ordinary' passenger. Bear in mind, however, that these are very important factors for passengers and are also safety related.

6.1 Appropriateness of Speed

The appropriate speed of the bus is dependent on the road and traffic conditions. Under no circumstances should the driver break the statutory speed limit but what is an appropriate speed on a dual carriageway may not be appropriate in a side street, a congested main road or down a country lane. Your assessment should be made on the basis of your feelings as an 'ordinary' passenger. Acceleration away from the bus stop should not be included in your assessment. This question is concerned with the progress of the bus along the road.

Always rate the worst part of your journey.

| | | | | | | | | | | |
|--|----------|--|----------|----------|---|----------|----------|--|----------|-------------------------------------|
| Felt in danger due to excessive speed | | Poor, felt nervous, excessive speed for road conditions | | | Generally appropriate, occasional speeding | | | Appropriate for road conditions | | Excellent, felt totally safe |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

6.2 General smoothness of ride

Consider any up and down or side-to-side motion and any 'lurching' caused by the driver braking, accelerating or decelerating. Also take into account the way in which the driver drives over any speed bumps during the journey. Try to assess the quality of the ride in the same way on every bus (e.g. setting yourself a task such as signing your name). In this way you will be able to judge how smooth the ride is.

| | | | | | | | | | | |
|--|----------|---|----------|----------|--|----------|----------|--------------------------|----------|--|
| Extremely rough, passengers constantly thrown about | | A lot of movement and jerking-hard to keep balance when seated, drove up on kerb | | | Some rocking, effort required to read paper | | | Reasonably smooth | | Very smooth could stand up and read |
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

Section 7 Bus Exterior

7.1a Route number / destination information type – BACK AND SIDE

Code N/A only if bus does not have the facility for either a Back or Side display and go to 7.2 *N/A*

Please identify whether the route number and/or destination information was displayed via an electronic display or a mechanical blind.

Electronic display **Mechanical Blind**

7.1 Clarity of Route number / destination blinds – BACK AND SIDE

Code N/A only if bus does not have facility for either Back or Side display and go to 7.2 *N/A*

The route number and destination blinds must be absolutely accurately displayed and aligned. If there is the slightest discrepancy '10' should not be given. Be highly critical on this question and do not give the benefit of the doubt. Always rate the worst example whether it is the route number or the destination blind, back or side. Electronic displays that are working correctly should generally score '10'.

| Route number or destination blind unacceptable/not displayed at all | Route number or destination blind extremely confusing/misleading | Route number or destination blind readable but confusing/not properly set | Route number and destination blind readable, but not fully in place | Route number and destination blind totally visible and correctly displayed | | | | | | |
|---|--|---|---|--|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

7.2 Overall cleanliness of exterior – front, side and back

Code N/A only if assessing when it is dark in winter *N/A*

Cleanliness should be assessed in isolation. An old or damaged bus can still be clean. Do not include graffiti. Be highly critical on this question and do not give the benefit of the doubt. Always rate the worst example. Do not take the weather into account.

| Unwashed, you would avoid touching | Excessively dirty, not properly washed | Moderately clean some areas of dirt build up | Quite clean with very little dirt | Spotless could run your hand over it | | | | | | |
|------------------------------------|--|--|-----------------------------------|--------------------------------------|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

7.3 Overall level of graffiti on bus exterior

Code N/A only if assessing when it is dark in winter *N/A*

Both graffiti itself and any visible marks where it has been removed should be assessed. Include unauthorised stickers or posters as graffiti. Be highly critical on this question and do not give the benefit of the doubt. Always rate the worst example.

| Majority of bus covered in graffiti | Large areas of graffiti | Small areas of graffiti | No graffiti but marks where previously been | No evidence of graffiti whatsoever | | | | | | |
|-------------------------------------|-------------------------|-------------------------|---|------------------------------------|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | | | | | | | |

Section 8 Alighting from the bus

8.1 Was the bus stop obstructed in any way?

If parked vehicles or anything else that makes it difficult for the driver of your bus to pull into the stop correctly obstructs the bus stop, this should be recorded here. NB. Other buses using the stop or nearby stops do not count as obstructions.

Yes 1

No 2

8.2 Closeness of bus to kerb

Bearing in mind your answer at 8.1, your bus should pull close to the kerb so that passengers do not need to step into the road. Do not be over-generous in this judgement as accessibility to buses is an important issue for elderly and disabled people, passengers with young children and those encumbered by shopping or luggage. Include all doors in your assessment.

Very poor.

large gap
between
kerb and
bus

Poor
could have
pulled
in closer

Accessible with
minor difficulty

Quite good

As close as
reasonably
possible

0

1

2

3

4

5

6

7

8

9

10

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|

Please try to record both of the following numbers. If this is difficult, please try to get the vehicle registration first.

8.3a Bus Licence Number

Please record the licence number of this bus

| | | | | |
|--|--|--|--|--|
| | | | | |
|--|--|--|--|--|

8.3b Bus Vehicle Registration No.

Please record registration

| | | | | | | |
|--|--|--|--|--|--|--|
| | | | | | | |
|--|--|--|--|--|--|--|

8.4a

When did you **alight** from this bus?
(24 hour clock)

| | | | |
|--|--|--|--|
| | | | |
|--|--|--|--|

| | | | |
|---|----------------|---------|-----------|
| 8.4b Was this at the scheduled time, later or earlier than the scheduled time? | As timetable 1 | Later 2 | Earlier 3 |
|---|----------------|---------|-----------|

“Later than scheduled” = at least 3 minutes later.

“Earlier than scheduled” = at least 1 minute early.

8.4c If later or earlier than scheduled, why was this?

(if the reason is not clear, write DK (Don't Know))

| |
|--|
| |
|--|

8.5 Anti-social behaviour by other passengers observed during your journey

Please code any of the following anti-social behaviour with the appropriate ‘Yes’ if you were subjected to it at any time during your journey. For other types of anti-social behaviour not listed, please comment at question 8.6.

| | Yes at the stop | Yes on the Bus | No |
|--|-----------------|----------------|----|
| Fighting | | | |
| Swearing | | | |
| Shouting | | | |
| Loud iPod or mobile phone use | | | |
| Feet on seats, legs across the aisle, etc. | | | |
| Smoking | | | |
| Drinking alcohol | | | |
| Eating | | | |

| | | | |
|---|-------|------|------------------|
| 8.6 If there was any anti-social behaviour <u>on the bus</u> did the driver take any action? | Yes 1 | No 2 | Not applicable 3 |
|---|-------|------|------------------|

8.7 If Yes, what action did the driver take?

8.8 Did you observe the driver doing any of the following whilst you were on the bus?

This question does not include the authorised use of the two-way radio fitted to buses for operational and security reasons. Please comment where necessary about the driver’s behaviour at question 8.10

| | Yes | No |
|----------------------|-----|----|
| I Pod | | |
| Mobile phone | | |
| Eating | | |
| Smoking | | |
| Chatting to a friend | | |

8.9 Your overall satisfaction with this bus trip

Finally, as a member of the public, how satisfied were you with the overall service?

Please give a score out of 10 where **10** means you were **“Completely Satisfied”** with the overall service and **0** means you were **“Completely Dissatisfied”**. A score between 0 and 10 indicates how satisfied or dissatisfied you feel with the service.

Score out of 10

8.10 Any further comment(s) about this stage of the journey?

If you have any comments you would like to make about this stage of the journey please do so here (except if the comments relate to the journey plan, in which case they should be left in the appropriate parts of Section 9 below).

| |
|--|
| |
|--|

Section 9 Your feedback on the Journey Plan?

If there were any problems in completing **this Stage** on the Journey Plan, please explain the reasons below. Even if there are no major problems but you think that the information on the journey plan for this stage could be made clearer, then please let us know by completing this section. If the problem(s) encountered are likely to be temporary (e.g. road works) please specifically note the temporary nature of the problem.

In order for us to act on your feedback, it is essential that you enter any comments against the specific information box on this stage of the journey plan. If your comments are more general, there is a question at the end for these.

| |
|-----------------------------|
| Bus Company for this stage: |
| Bus No.for this stage: |

Information relating to Boarding

| |
|-----------------------|
| Area: |
| Road: |
| Stop Description: |
| Time (24 hour clock): |
| Next bus due(mins): |

Information relating to Alighting

| |
|--|
| Area: |
| Road: |
| Stop Description: |
| Time (24 hour clock): |
| Time between alighting and departure of next stage (mins): |

If there is any other information you feel would be helpful in carrying out this stage of the journey plan in future, please describe below.

Appendix B – Example Journey Plan

Passenger Focus MYSTERY TRAVELLER SURVEY: Journey Plan Q1 09/10

| | | | | |
|--|----------|--|--------------------------------------|--|
| Journey Reference: | | 01.01 | | |
| Journey Date: | | Monday - Friday | | |
| Journey Time: | | Morning Shift - 07:30 to 13:00 | | |
| STAGE | 01 | VIN: | 3034594 | Bus Co. AM Bus No. 44 |
| Direction: | S | Destination: | Gatley | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Fallowfield | Cheadle | |
| Road | | Oxford Road | Gatley Road | |
| Stop Description | | Oxford Rd/University Shopping Ctr (stop B) | White Hart | |
| Time | | 7:15 AM | 7:43 AM | |
| Next bus due (mins) | | 7 | - | |
| Grid Ref Easting | | 384336 | 385602 | |
| Grid Ref Northing | | 396820 | 388546 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | 24 minutes | | |
| STAGE | 02 | VIN: | 3034595 | Bus Co. Mayne Bus No. 11 |
| Direction: | E | Destination: | Stockport | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Cheadle | Edgeley | |
| Road | | Gatley Road | Greek Street | |
| Stop Description | | White Hart | Stockport College | |
| Time | | 8:07 AM | 8:28 AM | |
| Next bus due (mins) | | 20 | - | |
| Grid Ref Easting | | 385549 | 389495 | |
| Grid Ref Northing | | 388529 | 389786 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | 29 minutes | | |
| STAGE | 03 | VIN: | 3034596 | Bus Co. SM Bus No. 309 |
| Direction: | N | Destination: | Stockport - Cheadle Heath (Circular) | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Edgeley | Adswood | |
| Road | | Greek Street | Garners Lane | |
| Stop Description | | Stockport College (uu) | Garners Lane/Arnfield Road (stop D) | |
| Time | | 8:57 AM | 9:08 AM | |
| Next bus due (mins) | | 30 | - | |
| Grid Ref Easting | | 389479 | 388888 | |
| Grid Ref Northing | | 389750 | 387995 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | 13 minutes | | |
| STAGE | 04 | VIN: | 3034597 | Bus Co. SM Bus No. 313 |
| Direction: | S | Destination: | Stockport | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Stockport | Daw Bank | |
| Road | | Adswood Rd | Wellington Road S | |
| Stop Description | | Garners Lane, Stop A | Stockport Bus Station | |
| Time | | 9:21 AM | 9:33 AM | |
| Next bus due (mins) | | 10 | - | |
| Grid Ref Easting | | 388809 | 389230 | |
| Grid Ref Northing | | 387961 | 390210 | |
| Additional Information: - | | | | |

| | | | | |
|--|-----------------|---|--------------------------------------|--------------------|
| Time between alighting and departure of next stage: | | | | 32 minutes |
| STAGE | 05 | VIN: 3034598 | Bus Co. Trent Buses | Bus No. 199 |
| Direction: | SE | Destination: Buxton - Skyline | | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Davenport | Hazel Grove | |
| Road | | Wellington Rd S | London Road | |
| Stop Description | | Stockport Bus Station (Stop Y) | Queens Road | |
| Time | | 10:05 AM | 10:22 AM | |
| Next bus due (mins) | | 30 | - | |
| Grid Ref Easting | | 389230 | 392130 | |
| Grid Ref Northing | | 390210 | 386952 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | | | 16 minutes |
| STAGE | 06 | VIN: 3034599 | Bus Co. Stagecoach Manchester | Bus No. 192 |
| Direction: | NW | Destination: Manchester | | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Hazel Grove | Stockport | |
| Road | | London Road | Wellington Rd Nth | |
| Stop Description | | Queens Road | Mersey Square (AA) QS | |
| Time | | 10:38 AM | 10:58 AM | |
| Next bus due (mins) | | 10 | - | |
| Grid Ref Easting | | 392112 | 389175 | |
| Grid Ref Northing | | 392112 | 390436 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | | | 18 minutes |
| STAGE | 07 | VIN: 3034600 | Bus Co. SM | Bus No. 330 |
| Direction: | E | Destination: Ashton | | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Stockport | Bredbury | |
| Road | | Bridgefield St | Stockport Road East | |
| Stop Description | | Woodman St (Stop EE) | Bredbury Station (A) | |
| Time | | 11:16 AM | 11:30 AM | |
| Next bus due (mins) | | 8 | - | |
| Grid Ref Easting | | 389327 | 392749 | |
| Grid Ref Northing | | 390546 | 391872 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | | | 12 minutes |
| STAGE | 08 | VIN: 3034601 | Bus Co. SM | Bus No. 389 |
| Direction: | W | Destination: Stockport | | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Bredbury | Daw Bank | |
| Road | | Stockport Road East | Wellington Rd S | |
| Stop Description | | Stockport Road East/Bredbury Station (Stop B) | Stockport Bus Station | |
| Time | | 11:42 AM | 11:58 AM | |
| Next bus due (mins) | | 60 | - | |
| Grid Ref Easting | | 392749 | 391872 | |
| Grid Ref Northing | | 391872 | 390210 | |
| Additional Information: - | | | | |
| Time between alighting and departure of next stage: | | | | 10 minutes |

| | | | | |
|---|-----------------|---|--------------------------------------|--------------------|
| STAGE | 09 | VIN: 3034602 | Bus Co. SM | Bus No. 42 |
| Direction: | W | Destination: RUSHOLME - MANCHESTER | | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | Daw Bank | East Didsbury | |
| Road | | Wellington Rd S | Parrs Wood Lane | |
| Stop Description | | Stockport Bus Station | Tesco (Stop P) | |
| Time | | 12:08 PM | 12:20 PM | |
| Next bus due (mins) | | 10 | - | |
| Grid Ref Easting | | 389230 | 385685 | |
| Grid Ref Northing | | 390210 | 390515 | |
| Additional Information: Turn right into Parrs Wood Lane. After 80yds, turn left into Kingsway. After 50yds arrive at Kingsway/Parrs Wood Lane (stop D). | | | | |
| Time between alighting and departure of next stage: | | | 35 minutes | |
| STAGE | 10 | VIN: 3034603 | Bus Co. SM | Bus No. 130 |
| Direction: | N | Destination: Manchester | | |
| Payment: | Day Pass | | | |
| | | Boarding | Alighting | |
| Area | | East Didsbury | Fallowfield | |
| Road | | Kingsway | Upper Brook Street | |
| Stop Description | | Parrswood Lane | Upper Brook Street/Booth Street East | |
| Time | | 12:55 PM | 13:11 PM | |
| Next bus due (mins) | | 60 | - | |
| Grid Ref Easting | | 385638 | 384638 | |
| Grid Ref Northing | | 390518 | 397018 | |
| Additional Information: To get back to start point walk down Booth Street East and turn left onto Oxford Road | | | | |
| Time between alighting and departure of next stage: | | | | |

Appendix C – Assessor briefing notes

Bus Mystery Traveller Survey Quarter 1 09-10

Assessor Briefing Notes

1. Background

GfK has been commissioned by Passenger Focus to conduct a Bus Mystery Traveller Survey in nine areas of England, outside London. The objective is to assess the level of service provided to bus travellers in each of the nine areas.

2. Overview

You are required to undertake a number of specific bus trips which have been arranged into a “journey plan”. You are provided with exact instructions of which bus stops and which bus routes to use for each journey plan and you must stick to this plan. You must read and understand these notes thoroughly before starting work on the programme.

3. Timings

For this survey, no assessments can be carried out during the school holidays. In this current wave all assessments **should** be completed by **22nd May 2009**.

It is extremely important that you contact us **immediately** if you know you will be unable to carry out a route that has been allocated to you. If this happens please call Joanna at GfK on 01865 262746 or e-mail her at Joanna.lwinska@gfk.com as soon as possible so that we can re-allocate the route to someone else.

4. Journey Plan

Study your Journey Plan carefully at home before leaving to carry out the assessments. This contains the key information you need to navigate your way around the different bus stops and bus trips making up your shift. Each Journey Plan is designed to take approximately 5.5 hours to complete and will either be a morning shift – 7:30am–1:00pm – or an afternoon shift – 1:00pm–6:30pm. Time spent familiarising yourself with the route you have to follow will prove to be time well spent and help you find your way around more easily and allow you to focus all your attention on the actual assessments and accurate completion of the questionnaires.

- *Stage* Typically your Journey Plan will comprise around 10 separate bus trips (stages).
- *VIN* Each Stage in the Journey is assigned a separate VIN number and you will need to enter the results for this Stage against this VIN on Cybershop.

For each stage you **must** assess the correct bus as specified in the Journey Plan:

- *Bus Company*
- *Bus Number*
- *Direction* *Indicates the broad direction of the bus (i.e. W = West, N = North etc.)*
- *Destination* *Final destination of this bus*

The following information is shown for the stop where you board the bus and the stop where you alight at the end of this stage:

- *Area* - district where bus is located
- *Road* - where the bus stop is located
- *Bus stop description* - additional description of the location of the stop
- *Time* - scheduled times to board and alight from this bus

- *Next bus due (mins)* - time interval before the next bus is scheduled to arrive (in case you miss the bus scheduled)
- *Grid References* - 12 digit grid references for the bus stop location
- *Additional Information*- any further advice or guidance on navigating this route
- *Time between alighting and departure of next stage* - tells you how long you have to get to the next stop.

5. Preparing your route before you set off

It is a good idea to have a look at your route before you set out. On your journey planner we have given you the co-ordinates of each bus stop on your route. You can have a look at the map of each location by putting these co-ordinates in to www.streetmap.co.uk. This particularly helps if you are unfamiliar with the area in which you will be travelling. If this is the case please try and do this as it will help you to know how long it will take to get to your start station and you will also be able to see how far apart your start points and end points are. You can also check timetables on www.traveline.org.uk

6. Paying your Bus Fare

For some journeys you should pay your bus fare by cash and for others you will need to obtain a day pass. The method of fare payment is specified for each stage on your journey plan.

For most journeys you will find that the method is the same for all stages in the journey – either cash or a day pass for all 10 bus trips. However, there are a few exceptions to this where there is a mix of cash and day pass trips within the same journey.

Our primary interest – when not paying cash – is whether or not the driver records your boarding of the bus – see Q4.2 on page 4 of the questionnaire.

If your journey involves using a day pass, buy the most economic option for the entire journey - including your travel to and from home if possible.

7. Bus Types



SINGLE-DECKER



DOUBLE-DECKER

Most Double-Deckers have two sets of side doors, however some have only one.

8. Lower or Upper Deck?

When travelling on a double deck bus you must assess the interior of only one deck. To ensure that across the whole survey we represent both upper and lower decks, please try to rotate which one you assess each time you travel on a double decker bus.

9. Bus Licence Number and Vehicle Registration Number

Note that from Q1 two numbers now need to be recorded.

8.3a Bus Licence Number. We have always recorded this number. It is not the vehicle registration plate number shown on the front and rear of the bus. It is generally a number no longer than 5 digits. It is most often found to the right of the main entrance and exit door at the front of the bus. If you are unable to find the bus licence number then please leave this question blank.

8.3b Bus Vehicle Registration number (New Question). Please record also the normal vehicle registration number of the bus.

10. Completing the assessment and questionnaire correctly

You should have a good understanding of the procedure and be familiar with the questionnaire and how to assess the different aspects included in this survey. However, take every opportunity to renew your awareness of the correct procedures by reference to these instructions together with the questionnaire.

The questionnaire is divided into 9 sections as follows:

0. Background Information (Date of journey, Times, Bus Type, etc.)
1. Bus Stop
2. Bus Exterior – Front
3. Boarding the Bus
4. The Driver
5. Bus Interior
6. Quality of Ride
7. Bus Exterior
8. Alighting from the Bus
9. Your feedback on the Journey Plan

New and revised questions for Q1 09-10

Following the transfer of the survey from DfT to Passenger Focus, some changes have been made to the questionnaire. **Please read through the following explanation together with the revised Q1 questionnaire and ensure you are fully conversant with all of these and prepared for your first journey in this quarter. If there is anything you are unclear about or wish to clarify, please contact the office for advice. Page numbers refer to the questionnaire.**

Section 0

0-9b Explaining why you caught a later bus (if applicable). Note that, if necessary, you should **ask the driver** why the bus was late (page 2).

0-14 Method of fare payment – Concessionary Fare option (page 2). Concessionary Fares (Bus Pass) have not been allowed in this survey previously but is being considered for future surveys. Please adhere to the fare payment method specified on your journey documentation. You will be contacted individually if there is any requirement to use the Concessionary Fare Option in Quarter 1.

Section 1 – Bus Stop

1.1f Condition of Shelter: New question – please read the detailed instructions provided on the questionnaire (page 4).

1.1g Adequacy of lighting at or around bus stop/shelter: New question – please read the detailed instructions provided on the questionnaire (page 4).

1.3 a-h Countdown Electronic Display: Changes/new questions – 1.3a and 1.3b are unchanged. However, if there are errors with the Countdown display, please describe these at 1.3c (page 5).

1.3d, e, f and g – New questions – please indicate if any of these types of information are provided and if the display is easy to read. If not easy to read, please explain at 1.3h (page 5).

Note the new instruction on page 6 of the questionnaire – in order to assess the bus interior as accurately as possible, please sit back as far as possible in the bus.

Section 3 – Boarding the Bus

3.1a New question – if the bus was obstructed in any way, please describe the cause of the obstruction.

NB - as stated at 3.1, *other buses using the stop or nearby stops do not count as obstructions.* (page 7).

3.4 and 3.4a New questions - Was there any congestion due to other buses when you were boarding? If so, please describe (page 7).

Section 4 – The Driver

4.3c Did the bus driver speak clearly / was easy to understand? New question.

4.4 Appearance of Driver: New question – please read the detailed instructions provided on the questionnaire (page 8).

Section 5 – Bus Interior

5.3a Was there any change in the availability of seating on the deck you assessed: New question – you should still answer either 5.2 or 5.3 (lower or upper deck seating) **based on the availability at the time you set off from your boarding stop**. However, 5.3a will record if and how the availability of seating changed during the bus journey (page 9).

5.3b What were the reasons for any changes in availability of seating: New question (page 9).

5.4b Condition of Seating: New question – please read the detailed instructions provided on the questionnaire (page 10). Note the differences between **Cleanliness** and **Condition** of Seating.

Change in question order – note that 5.7 Graffiti and 5.8 Etching on Windows now precede 5.6 Litter – on page 11. However, there are no changes to these 3 questions.

5.6a and b Litter Bins: New questions – please record if either type is provided (page 11).

Section 8 – Alighting from the bus

8.3a-b Bus Licence and Vehicle Registration numbers – these are described in Section 9 above, on page 3 of these instructions.

8.4b and c Time Alighted from the bus – as timetable, later or earlier: New question – compare the actual time with the scheduled time. If later or earlier than scheduled, please explain why (page 14).

8.5 (previously 8.4a) Anti-social behaviour by other passengers: Revised question – the different types of behaviour are now distinguished in the grid (page 15).

8.6 and 8.7 If anti-social behaviour on the bus, did the driver take any action – and if so, please describe:
New questions (page 15).

8.8 Driver Behaviour: Revised question – different behaviours listed in grid (page 15).

11. Route terminated before advertised destination

If the bus you are assessing is terminated before its advertised destination and this is not due to an accident or emergency, please inform us by writing the details in the additional information section at the end of the questionnaire.

There is usually another bus (same route number) following shortly afterwards, in which case you can easily continue your journey. In such instances you must assess the first bus that you travel on, not the second one.

12. Emergencies and Delays

In the unlikely event that the bus breaks down or there is another reason why the bus journey is not completed, you should try and complete as much of your journey as possible, e.g., perhaps you could miss out one of the buses and pick up the journey at a later stage by catching another bus.

If there is an emergency or delay which stops you completing one or more Stages in your Journey Plan, please explain the problem in the additional information section at the end of your questionnaire.

In the event of an accident or emergency you should behave as an ordinary passenger - your Mystery Traveller role does not carry any special responsibilities.

If your bus has not turned up please wait for the next scheduled bus as shown on your journey planner. This will generally be no more than 20 minutes away. If the next scheduled bus has failed to turn up at the correct time please wait 5-10 minutes in case it is just delayed. If it doesn't turn up at all please call Joanna at GfK. We will be able to help you restart your journey without having to abandon the whole route. Please do not call the GfK helpdesk as they will probably be unable to help you or put you through to the right person.

13. If you are challenged... (and how you might avoid this!)

We want to avoid bus operators knowing which routes we are assessing, therefore, try to avoid being detected by bus company staff. Personalise your "filofax" with stickers, cover, etc. (you can, if you wish, use your own filofax). Remember that bus drivers make extensive use of their rear view mirrors - be particularly discreet after you have alighted and are recording details about the back of the bus.

If a crew member or other bus company staff member enquires what you are doing, just tell them politely and tactfully that it is private. If they are insistent, show them your letter of authority.

If you are challenged as being a Mystery Traveller, just say that you do not know what they mean - do not confirm that you are a Mystery Traveller unless the situation becomes difficult. You are provided with a Letter of Authority from Passenger Focus which can be shown if this happens.

If either of the above situations occurs, please e-mail the helpline.

NB. Always respond politely to bus drivers, conductors, etc., even if you think they are being unreasonable.

14. Reporting your Results: Data collection on Cybershop

Data collection for this project is strictly self-entry on Cybershop. Be sure to save your paperwork for a minimum of 3 months. This will ensure that we can obtain results from you in the event that there is a problem with the system or we need to check any information at a later date.

To read general instructions on how data entry works, log on and click on help and then 'How to use Data Entry'.

To enter your results go to your scheduled visits page and click on 'enter' in the results column for the relevant call. You will be asked to type in the VIN number of the call and then the date your call was made. After this, you can read the specific typing rules for the project and then enter your results.

Once you have submitted your results a validation check is run to look for any inconsistencies in your answers. If there are any, you will be told what is incorrect and given the opportunity to change your answers if needed. Not every assessment goes according to plan, so you may need to skip the validation but you will need to give a reason for this.

Once you are happy with your answers, a spell check will run, the visit will then be removed from your scheduled visits page and your job is completed. Complete a pay claim form and return it to the office with receipts attached to ensure you are paid promptly.

15. Problems and Feedback

If you have any issues you would like to communicate to GfK please e-mail Joanna.lwinska@gfk.com

Appendix D – Data Validation

0-1 - Date of Journey must be between 08/06/09 and 07/07/09
5.1 is 1 - Single Decker / Articulated or 2 - Lower deck of Double Decker, therefore 5.3 must be '-'
If 1.2a is N, 1.2b must be '-'
If 1.3a is N, 1.3b must be '-'
If 5.1 is 3 (Upper deck of double decker), 5.2 must be '-'
If 5.1 is 2 (Lower deck of double decker), 5.2 must not be '-'
If 5.1 is 3 (Upper deck of double decker), 5.3 must not be '-'
If 5.1 is 2 (Lower deck of double decker), 5.3 must be '-'
SQL 8-4 must be after 0-9
If 1.2a is Y, then 1.2b must not be '-'
If 1.3a is Y, then 1.3b must not be '-'
If 1.1a is N, then 1.1e must be '-'
0-4 must be between 1 and 10
If 1.3b is 'Yes but with errors', then 1.3c must be answered
IF 2.1a is NA, 2.1 must be NA
IF 2.1a is NOT NA, 2.1 must NOT be NA
IF 7.1a is NA, 7.1 must be NA
IF 7.1a is NOT NA, 7.1 must NOT be NA
IF any of 8.5 are "Yes at the Stop", 8.6 must NOT be NA
IF 5.1 is 1 – Single Decker/Articulated or 2 – Lower deck of double decker, 5.2 must NOT be NA
IF 0-14 = Cash , 4.2 must be NA
IF 0-14 = Day Pass/Other, 4.2 must NOT be NA
0-3 Journey reference no – MUST BE IN FORMAT XX.XX (2 digits + 2 digits, no letters)
0-8 and 0-9 are more than 1 hour apart
0-8 and 0-9 are more than 1 hour apart

Appendix E – Assessor comments report (extract)

Bus Mystery Traveller Survey Q2 09-10 - Assessor Comments

Section 1: Bus Stop

1.3c Errors on Countdown Display

| <u>Area</u> | <u>Journey</u> | <u>Date</u> | <u>Bus Route</u> | <u>Departure Time</u> | <u>Vin</u> | <u>Comment</u> |
|--------------------|-----------------------|--------------------|-------------------------|------------------------------|-------------------|---|
| Bristol | 01.03 | 01-07-09 | 41 | 08:52 | 3140838 | Route 41 was not shown at all. |
| Bristol | 05.04 | 07-07-09 | 41 | 09:21 | 3140879 | Route 41 not displayed. |
| Merseyside | 07.05 | 23-06-09 | 10A | 09:23 | 3140080 | Did not show what times buses were due just said 'Crime stoppers'. |
| Merseyside | 10.01 | 18-06-09 | 407 | 13:08 | 3140106 | Only the 403 and 413 are displayed on the display. |
| West Mid | 04.09 | 09-06-09 | 33 | 17:14 | 3140484 | Only the time was showing. |
| West Mid | 06.01 | 10-06-09 | 51 | 12:46 | 3140496 | Display stated 'Route 51 data under test'. |
| West Mid | 16.01 | 01-07-09 | 405 | 12:42 | 3140596 | Time only displayed - no bus information. |
| West Mid | 16.09 | 01-07-09 | 404H | 17:26 | 3140604 | Time only displayed - no bus information. |
| West Mid | 16.10 | 01-07-09 | 404 | 17:43 | 3140605 | Time only displayed - no bus information. |
| West Mid | 20.10 | 17-06-09 | 32 | 17:35 | 3140645 | The display showed one route and the time. Both did not change, the display was frozen. |
| West Yorks | 12.07 | 26-06-09 | 196 | 16:53 | 3140802 | The countdown display was illuminated but wasn't Moving and displayed -196 at 05:50 -so it looked as if it had malfunctioned in the early morning. |
| West Yorks | 15.01 | 30-06-09 | 13 | 13:05 | 3140826 | The countdown display showed the time of the bus up until it was due. The information then disappeared and the time of the next bus was shown as the next bus due. The display did not continue showing information about the bus until it arrived at the stop. |



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