

**GfK. Growth from Knowledge**



## **Passenger Focus Bus Passenger**

Customer Satisfaction Survey

Fieldwork Quality Report

Quarter 2 2010

437919 / June 2010 v2

**Prepared for:**

**Passenger Focus**

**Prepared by:**

Affy Scott/Alan Wayman  
GfK Consumer  
Ludgate House  
245 Blackfriars Road  
London SE1 9UL

**Contacts:**

Affy Scott  
Tel: 020 7890 9775  
Fax: 020 7890 9744  
E-mail: [affy.scott@gfk.com](mailto:affy.scott@gfk.com)

Alan Wayman  
Tel: 020 7890 9770  
Fax: 020 7890 9744  
E-mail: [alan.wayman@gfk.com](mailto:alan.wayman@gfk.com)

**Distribution:**

Passenger Focus  
Affy Scott /Alan Wayman (GfK NOP)  
GfK Field Department

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# 1 Summary

- Achievement exceeded the target and 3048 interviews were achieved compared with a target of 2,800.
- All 200 shifts went ahead during Quarter 2.
- However during analysis of individual interviewer scores carried out for the Quarter 3 Quality Report it emerged that one interviewer had recorded scores much higher than the norm across several attributes. In order to guarantee the integrity of the reported data it was decided that data from all shifts worked by this interviewer should be excluded from the project. The interviewer had worked three shifts in Quarter 2 as well as the shifts in Quarter 3 and these were also removed from the final data. Therefore data from 197 shifts are now shown in the final Quarter 2 results.
- Excluding these shifts has a limited effect on the overall number of interviews. Against a target of 2,800 interviews per wave, there remains 3,048 interviews for Quarter 2. At a local level, the Government Office Region involved, North West, is weighted to 19.14% of the total sample size, which would imply a weighted target of 536 interviews and there are a total of 651 NW interviews in Quarter 2. Therefore, sample sizes remain extremely robust even after these shifts are excluded.
- There were no major incidents affecting fieldwork this Quarter.
- In all measures achieved interviews very closely matched the profile as measured in the National Travel Survey
- During Quarter 2 a total of 74 interviewers worked on the project. However all interviews carried out by one of these interviewers have since been excluded from the reported data, and the analyses featured in this report are based on data from the remaining 73 interviewers.
- In Quarter 2, 20 shifts (10% of total) were spot-checked.

- One interviewer was found to be showing the questionnaire to the respondent rather than use the showcards provided. This interviewer will be prioritised for a spot-check during Quarter 2.
- One spot-check was carried out during the last hour of a shift. The interviewer was no longer present, having left twenty minutes earlier after using all 20 questionnaires allocated to each shift. However staff at the bus station confirmed the interviewer had been present, and this interviewer was also validated during the telephone back-checking process.
- No other quality control issues were raised.
- In addition to GfK spot-checks, a number of unannounced observations of shifts were made by representatives of Passenger Focus. The results of these spot-checks are detailed in section 7.1 of this report.

## 2 Fieldwork Timings

GfK Consumer was commissioned to undertake the Bus Passenger Customer Satisfaction Survey (CSS) on behalf of Passenger Focus from Quarter 2 of 2010 onwards.

Fieldwork takes place within quarterly time periods, as below.

**Table 1: Fieldwork Schedule**

<b>Bus Passenger CSS Schedule 2010</b>			
<b>Job No.</b>	<b>Quarter</b>	<b>F/W start</b>	<b>F/W end</b>
<b>437919</b>	<b>2</b>	<b>24/04/10</b>	<b>21/05/10</b>
<b>437957</b>	<b>3</b>	<b>03/07/10</b>	<b>30/07/10</b>
<b>437958</b>	<b>4</b>	<b>30/10/10</b>	<b>26/11/10</b>

This report deals with fieldwork from the second Quarter of 2010.

### 3 Achievement

**Table 2: Achievement for Quarter 2**

	<b>Quarter 2</b>
Target	<b>2,800</b>
Shifts booked	200
Shifts achieved	200
<b>Shifts not done</b>	0
<b>No. of interviews achieved</b>	<b>3,048</b>
<b>Annual total</b>	<b>3,048</b>

- Achievement exceeded the target and 3048 interviews were achieved compared with a target of 2,800.
- All 200 shifts went ahead during Quarter 2.
- However during analysis of individual interviewer scores carried out for the Quarter 3 Quality Report it emerged that one interviewer had recorded scores much higher than the norm across several attributes. In order to guarantee the integrity of the reported data it was decided that data from all shifts worked by this interviewer should be excluded from the project. The interviewer had worked three shifts in Quarter 2 as well as the shifts in Quarter 3 and these were also removed from the final data. Therefore data from 197 shifts are now shown in the final Quarter 2 results.
- Excluding these shifts has a limited effect on the overall number of interviews. Against a target of 2,800 interviews per wave, there remains 3,048 interviews for Quarter 2. At a local level, the Government Office Region involved, North West, is weighted to 19.14% of the total sample size, which would imply a weighted target of 536 interviews and there are a total of 651 NW interviews in Quarter 2. Therefore, sample sizes remain extremely robust even after these shifts are excluded.

### **3.1 Incidents and Events with Potential Effects on Fieldwork**

- There were no major incidents affecting fieldwork this Quarter.



## 4 Interviews achieved compared with Weights

- Bus Passenger CSS data is weighted against data supplied by Passenger Focus from the National Travel Survey.
- Tables 3 to 6 show achievements against weights for age within gender, frequency of bus travel, journey purpose and Region for Quarter 2.
- For all demographics, achieved interviews very closely matched the profile as reported in the National Travel Survey
- The final data is also seasonably adjusted in line with the methodology previously used by the Department for Transport.

**Table 3: Age and Gender**

Age	Weights- Male	Achieved - Male	Difference	Weights -Female	Achieved - Female	Difference
	38.40%	36.88%	-1.52%	61.60%	63.12%	1.52%
16-24	8.52%	7.05%	-1.47%	12.14%	10.63%	-1.51%
25-44	9.47%	8.53%	-0.94%	13.48%	12.53%	-0.95%
45-59	6.21%	6.00%	-0.21%	11.38%	12.37%	0.99%
60+	14.21%	15.29%	1.08%	24.59%	27.59%	3.00%

**Table 4: Frequency of Use**

Frequency of bus use	Weights	Achieved	Difference
3-5 days a week	71.95%	77.56%	5.61%
1-2 days a week	16.84%	16.99%	0.15%
1-2 days a month	6.17%	3.15%	-3.02%
Less often than once a month	5.04%	2.30%	-2.74%

**Table 5: Journey Purpose**

<b>Journey Purpose</b>	<b>Weights</b>	<b>Achieved</b>	<b>Difference</b>
Work	24.73%	21.72%	-3.01%
Education	7.95%	5.81%	-2.14%
Shopping	33.78%	35.86%	2.08%
Visiting friends/relatives/Leisure	18.06%	21.65%	3.59%
Personal business	11.50%	12.14%	0.64%
Other	3.98%	2.82%	-1.16%

**Table 6: Regions**

<b>Region</b>	<b>Weights</b>	<b>Achieved</b>	<b>Difference</b>
East Anglia	8.48%	6.43%	-2.05%
East Midlands	8.37%	8.53%	0.16%
North East	9.40%	9.58%	0.18%
North West	19.14%	21.36%	2.22%
South East	15.93%	14.70%	-1.23%
South West	8.18%	8.04%	-0.14%
West Midlands	14.59%	14.67%	0.08%
Yorkshire & Humberside	15.91%	16.70%	0.79%

## 4.1 Impact of Revised Weights

Revised weights based on the latest available version of the National Travel Survey were introduced in Quarter 2 (April-May 2010). The revised weights are compared with the old weights in the table below

**Table 7 - Comparison Of Old And New Weights**

	<b>Old (since Autumn 2005)</b>	<b>New</b>	<b>Difference</b>
<b>Journey Purpose</b>	%	%	%
Work	25.50	24.73	-0.77
Education	8.30	7.95	-0.35
Personal Business	9.40	11.5	2.10
Shopping	34.50	33.78	-0.72
Visiting/Meeting friends/relations	19.90	18.06	-1.84
Other	2.40	3.98	1.58
<b>Frequency of bus use</b>	%	%	%
3-5 days a week	74.98	71.95	-3.03
1-2 days a week	14.71	16.84	2.13
1-2 days a month	7.41	6.17	-1.24
Less than once a month	2.90	5.04	2.14
<b>Age within sex</b>	%	%	%
Total Male	35.48	38.4	2.92
Male 14-24	9.76	8.52	-1.24
Male 25-44	8.41	9.47	1.06
Male 45-59	5.83	6.21	0.38
Male 60+	11.48	14.21	2.73
Total Female	64.54	61.6	-2.94
Female 14-24	13.23	12.14	-1.09
Female 25-44	18.65	13.48	-5.17
Female 45-59	11.51	11.38	-0.13
Female 60+	21.15	24.59	3.44
<b>Region</b>	%	%	%
East Anglia	6.8	8.48	1.68
East Midlands	8.7	8.37	-0.33
North East	10.4	9.4	-1
North West	20.8	19.14	-1.66
South East	11.8	15.93	4.13
South West	7.5	8.18	0.68
West Midlands	18.3	14.59	-3.71
Yorkshire & Humberside	15.8	15.91	0.11

To assess any possible impact the new weights had on scores, data from Quarter 2 was run and the old and new weightings were applied. The scores for the measures that are Key Performance Indicators are shown in the following table.

**Table 8 – Impact of New Weights**

<b>Total Sample Size</b>	<b>3048</b>		
<b>England (Excl London)</b>	Old Weights (since Autumn 2005)	New Weights	<i>Change</i>
Overall Service	83	84	0.6
Reliability	71	72	0.6
Value*	74	74	0.1
Bus Stop Info	77	77	0.1
Stop/Shelter Condition	80	80	0.3
Ability to get a seat	91	92	0.3
Journey Speed	86	86	0.2
Bus Condition	84	84	0.2
Staff Service/Comfort	86	87	0.1
Safety	86	86	0.2

NB: Seasonal adjustments will be applied to final reported KPI scores, based on the previous practice of the DfT. However, to isolate the impact of the changed weights, this seasonal adjustment has not been not applied to the figures above.

The overall impact of the change in weighting has been minimal across most of the KPI measures, although due to rounding up, some integers have gone up by one point.

\* this measure **excludes** passengers travelling on a OAP/elderly/disabled concessionary permit.

## 5 Interviewing Team

- GfK employs a stable interviewing team who have been working on the National Bus Passenger CSS project for many years. All interviewers are provided with written briefing materials that describe the background to the survey, who to interview, and the questionnaire administration. If there is a significant change to either the survey processes or the questionnaire, Area Managers are responsible for carrying out a telephone briefing of all interviewers in their area who are working on the project, via telephone conference calls.
- All interviewers new to the survey have a one-to-one telephone briefing by their Area manager or one of the deputies before their first shift. They will then be accompanied or spot-checked during their first shift to ensure that processes are being adhered to.
- Additional spot-checks/observations can be arranged at any time if doubts are raised.
- On the job re-training and advice is given on a continuous basis based on the results of spot-checks.
- During Quarter 2 a total of 74 interviewers worked on the project. However all interviews carried out by one of these interviewers have since been excluded from the reported data, and the analyses featured in this report are based on data from the remaining 73 interviewers.

## 6 Interviewer Variability and Performance

Tables 7 and 8 show various aspects of the interviewers' performance.

The highlighted cells show the greatest variation from the average. This will be pointed out to the area manager and the relevant interviewers will be monitored. However variations in demographics could also be partly due to possible variations in the demographics of the shifts worked by those interviewers in terms of the locations and the time of day.

**Table 7: Age and Gender by interviewer**

Interviewer	Number of interviews	%	16-24	25-44	45-64	65+	Male	Female
<b>Total</b>	<b>3048</b>		<b>18</b>	<b>21</b>	<b>18</b>	<b>43</b>	<b>37</b>	<b>63</b>
Interviewer								
8910	40	%	18	15	23	45	3	98
9038	34	%	12	29	18	41	47	53
9668	58	%	16	26	19	40	31	69
14465	76	%	8	17	14	61	28	72
15005	49	%	29	10	22	39	45	55
18909	30	%	7	10	13	70	20	80
20000	40	%	10	38	18	35	45	55
20039	13	%	8	-	15	77	38	62
20042	33	%	24	33	21	21	36	64
20056	38	%	16	18	32	34	32	68
20585	106	%	17	27	18	38	51	49
20699	18	%	22	11	22	44	33	67
20799	46	%	13	22	24	41	37	63
20989	87	%	16	24	20	40	45	55
21041	88	%	10	11	25	53	34	66
21057	75	%	20	25	24	31	47	53
21096	11	%	27	-	9	64	45	55
21671	58	%	12	19	16	53	33	67
21706	53	%	25	13	17	45	26	74
21759	18	%	22	28	22	28	44	56
21781	54	%	17	9	17	57	39	61
21982	29	%	14	17	21	48	48	52
24429	12	%	-	33	25	42	17	83
24546	60	%	28	8	10	53	53	47
24558	28	%	7	32	32	29	32	68
25004	24	%	17	38	13	33	38	63
27127	28	%	21	25	4	50	29	71

**Table 7: Age and Gender by interviewer (continued)**

Interviewer	Number of interviews	%	16-24	25-44	45-64	65+	Male	Female
<b>Total</b>	<b>3087</b>		<b>18</b>	<b>21</b>	<b>18</b>	<b>43</b>	<b>37</b>	<b>63</b>
27195	18	%	11	6	11	72	33	67
27253	20	%	5	40	15	40	30	70
27291	15	%	13	7	20	60	40	60
28818	43	%	23	14	14	49	23	77
29069	69	%	14	26	25	35	33	67
29126	59	%	14	15	15	56	47	53
29139	57	%	28	33	19	19	35	65
29178	47	%	11	21	28	40	47	53
29371	72	%	19	25	22	33	24	76
31026	79	%	13	18	25	44	28	72
31078	20	%	15	35	5	45	65	35
31099	20	%	25	10	-	65	35	65
31102	20	%	20	10	25	45	35	65
31192	32	%	28	28	13	31	59	41
31225	58	%	31	34	19	16	34	66
31229	18	%	28	6	28	39	44	56
31240	48	%	31	19	23	27	29	71
31253	20	%	15	40	10	35	40	60
31259	32	%	6	6	31	56	41	59
31273	98	%	39	20	19	21	39	61
32300	38	%	29	42	16	13	61	39
32324	63	%	21	19	13	48	37	63
32358	51	%	18	35	18	29	41	59
37539	55	%	7	15	13	65	24	76
37734	101	%	20	24	23	34	41	59
37800	59	%	14	17	10	59	37	63
38289	30	%	30	20	17	33	40	60
38613	15	%	7	13	20	60	20	80
38938	19	%	16	11	11	63	37	63
39222	51	%	10	22	20	49	39	61
39595	10	%	20	10	30	40	20	80
72213	40	%	5	28	23	45	43	58
72781	15	%	20	20	13	47	47	53
74044	38	%	11	21	8	61	32	68
74443	23	%	13	17	-	70	26	74
74476	35	%	9	20	11	60	29	71
74507	20	%	25	15	20	40	-	100
74548	35	%	26	17	9	49	51	49
74586	36	%	17	22	11	50	33	67
74589	34	%	32	15	21	32	24	76
75339	7	%	14	29	14	43	57	43
75497	36	%	33	25	22	19	39	61
75528	29	%	14	21	10	55	21	79
75554	37	%	11	30	11	49	41	59
78125	113	%	9	19	23	50	39	61
82360	7	%	14	14	14	57	57	43

The table below shows unweighted satisfaction scores by individual interviewers. The highlighted cells show the greatest variation from the average. This will be pointed out to the area manager and the relevant interviewers will be monitored. However variations in scores could be due to differences between the regions worked by those interviewers, and the time of their shifts.

**Table 8: Satisfaction Scores by Interviewer**

	Number of interviews	Overall satisfaction	Safety & Security	Stop/Shelter Condition	Bus Condition	Journey Speed	Reliability of buses	Value for Money	Staff Service/Comfort
<b>Total</b>	<b>3048</b>	<b>84</b>	<b>86</b>	<b>81</b>	<b>85</b>	<b>87</b>	<b>72</b>	<b>83</b>	<b>87</b>
<b>Interviewer</b>									
8910	40	88	95	87	93	91	80	91	93
9038	34	87	94	86	90	91	72	92	93
9668	58	84	88	77	86	88	73	72	87
14465	76	87	96	93	91	97	74	69	93
15005	49	83	85	82	80	85	68	76	85
18909	30	88	88	79	87	87	76	90	86
20000	40	84	83	72	83	83	76	76	81
20039	13	82	78	83	87	79	74	91	88
20042	33	83	85	78	77	83	66	90	86
20056	38	90	94	84	96	90	80	85	93
20585	106	86	81	77	81	85	71	86	84
20699	18	96	96	90	100	96	81	98	96
20799	46	87	91	89	85	92	78	84	94
20989	87	88	91	88	93	95	85	91	95
21041	88	90	95	92	96	96	79	90	96
21057	75	88	92	90	97	96	73	76	99
21096	11	78	87	83	78	86	69	94	83
21671	58	87	85	82	84	88	66	84	86
21706	53	89	88	82	85	88	78	85	87
21759	18	81	78	75	81	84	61	89	85
21781	54	85	84	79	87	88	71	78	86
21982	29	91	91	90	95	93	82	85	94
24429	12	88	81	64	86	86	48	65	85
24546	60	81	86	81	83	85	65	81	87
24558	28	80	83	76	71	79	44	74	77
25004	24	82	87	69	82	87	70	81	87
27127	28	88	81	81	84	86	73	88	88
27195	18	81	85	86	81	88	63	89	82
27253	20	77	86	81	85	85	73	86	87
27291	15	83	89	85	84	90	74	93	88
28818	43	84	85	77	79	81	66	73	82



**Table 8: Satisfaction Scores by Interviewer (continued)**

	Number of interviews	Overall satisfaction	Safety & Security	Stop/Shelter Condition	Bus Condition	Journey Speed	Reliability of buses	Value for Money	Staff Service/Comfort
<b>Total</b>	<b>3048</b>	<b>84</b>	<b>86</b>	<b>81</b>	<b>85</b>	<b>87</b>	<b>72</b>	<b>83</b>	<b>87</b>
29069	69	83	82	81	86	87	79	87	88
29126	59	91	92	85	86	92	77	91	91
29139	57	80	81	74	80	85	68	85	84
29178	47	81	81	73	80	83	65	76	85
29371	72	79	80	79	81	81	66	81	82
31026	79	87	87	79	78	91	75	90	89
31078	20	83	92	82	83	81	75	80	85
31099	20	83	89	89	91	88	63	95	89
31102	20	74	82	78	75	80	63	87	81
31192	32	84	83	84	83	85	68	84	85
31225	58	81	80	79	77	80	61	78	83
31229	18	76	78	76	79	78	54	86	83
31240	48	70	86	80	84	84	64	65	82
31253	20	90	83	76	85	88	65	91	87
31259	32	79	84	83	88	89	86	88	87
31273	98	84	84	75	81	84	63	76	85
32300	38	82	79	80	83	86	68	81	88
32324	63	79	78	78	77	77	74	64	77
32358	51	77	76	67	69	77	60	76	74
37539	55	87	69	60	79	77	65	78	82
37734	101	87	90	80	87	91	79	85	88
37800	59	96	100	96	99	100	80	96	99
38289	30	82	83	75	85	85	75	84	86
38613	15	83	80	75	79	83	60	93	81
38938	19	83	82	73	76	77	71	85	82
39222	51	83	81	77	83	85	69	82	83
39595	10	91	98	81	90	97	77	96	93
72213	40	86	86	79	83	87	73	82	83
72781	15	81	87	80	90	85	68	85	87
74044	38	88	88	89	90	90	76	86	89
74443	23	84	86	87	86	84	82	83	87
74476	35	83	86	87	86	87	73	87	89
74507	20	84	83	78	84	88	88	86	90
74548	35	81	86	86	82	84	70	88	85
74586	36	86	89	78	80	84	81	87	87
74589	34	83	81	77	80	78	66	77	83
75339	7	80	86	82	83	79	69	80	87
75497	36	81	86	76	81	82	70	64	83
75528	29	89	92	86	93	90	86	90	92
75554	37	84	86	81	83	85	73	82	83
78125	113	78	85	77	73	78	71	84	82
82360	7	87	95	90	92	89	75	70	94

## 7 Spot Checks and Back-Checking

This report covers the spot-checking and back-checking (validation) for Quarter 2 of 2010.

### 7.1 Spot Checks

- It is made clear to interviewers that they may be spot-checked at any time. A supervisor, deputy or senior interviewer will visit a shift unannounced, and spend some time observing the shift anonymously.
- Interviewers are assessed on the following criteria - appearance, recruitment in terms of all respondents having alighted from a bus, recruitment in terms of demographic bias, use of showcards, and overall control of the interview. If it is possible without compromising the spot-checkers anonymity the interviewers clarity of speech and script adherence are also assessed.
- Where possible observations remain anonymous
- Results are passed on to Area Managers and any errors or any element of a spot-check that was rated poorly is discussed with the interviewer.
- The standard requirement is that 10% of shifts are spot-checked.
- In Quarter 2, 20 shifts (10% of total) were spot-checked.
- One interviewer was found to be showing the questionnaire to the respondent rather than use the showcards provided. The area manager discussed the issue with the interviewer, and this interviewer will also be prioritised for a spot-check the next time they work on this project.
- One spot-check was carried out during the last hour of a shift. The interviewer was no longer present, having left twenty minutes earlier after using all 20 questionnaires allocated to each shift. However staff at the bus station confirmed the interviewer had been present, and this interviewer was also validated during the telephone back-checking process.
- No other quality control issues were raised.

- In addition to GfK spot-checks, sixteen unannounced observations of shifts were made by representatives of Passenger Focus.
  - At a shift in Brighton the interviewer was not present when the representative arrived. This was investigated, and the interviewer had started work on the shift as scheduled but had felt unwell and left an hour before the end of the shift. The interviews gathered during this shift were referred to the GfK validation department for back-checking. Details are given of the validation results in section 7.2. An additional hour was later worked to make up the lost time.
  - At the shift in Liverpool the representative was concerned about the positioning of the interviewer, apparently inside a shopping centre, fearing they would not be able to be sure of recruiting passengers who had just disembarked from a bus. This was also investigated. The interviewer stated that there is one alighting stop for all the buses – as it was torrential rain the interviewer was standing outside the shopping centre under the ‘hangover’ of the shopping centre where she could easily see the people getting off the bus. There is no other shelter at all at the bus stop. The shopping centre does not allow interviewers to interview within the centre itself. The interviews were referred to the GfK validation department for back-checking, and details are given of the validation results in section 7.2.
  - A shift at Reading and a shift at High Wycombe were spot-checked by Passenger Focus representatives, but the interviewers were not present as the shifts had been re-scheduled at the last minute and GfK had been unable to alert Passenger Focus of the changes in time. Changes were made to GfK procedures to reduce the chance of this recurring in the future. One of these re-scheduled shifts was subsequently spot-checked by Passenger Focus and the interviewer was rated as satisfactory in all aspects.
  - At one shift at Haywards Heath the interviewer was heard telling a respondent that the survey was being conducted “on behalf of the bus





**SPOT CHECK REPORT Quarter 2 2010**

Interviewer present Yes  No  MRS ID Card carried Yes  No  not known

GfK Survey Badge worn Yes  No  not known  Letter of authority carried Yes  No  not known

	Excellent	Good	Fair	Poor	Very poor	N/A	Reason for scoring Poor/Very Poor	Action taken
Appearance of interviewer	7	12				1		
Recruitment of Respondents (all alighting from bus)	9	10				1		
Recruitment of Respondents (no demographic bias)	8	10				2		
Use of showcards	4	12			1	3	1 x Showed q'aire instead of showcards	Interviewer will be prioritised for spot-check in Quarter 2
Clarity of speech*	4	8				8		
Script adherence*	3	5				12		
Overall control of interview	6	12				2		

Other Observations One spot-check commenced in the last hour of shift when interviewer had already achieved 20 interviews and had left. Staff at bus station confirmed interviewer had been present.

\* Where possible without compromising anonymity

## 7.2 Back-Checking

The procedure is that 10% of interviews are selected per Quarter for telephone back-checking. This ensures that interviews are being conducted at the right time and in the right place. It is also good practice for interviewers to know that respondents are being telephone back-checked. During Quarter 2 thirty of the seventy-four interviewers who worked on the project had interviews validated.

Back-checkers ask for:

- time and day when interview took place (this is checked against shift schedules)
- whether screening questions were asked
- demographic profile details.

The table below shows the outcome of the Quarter 2 telephone back checks.

**Table 9: Bus Passenger Validation Report Quarter 2**

- |   |
|---|
| <ul style="list-style-type: none"><li>■ 30 (41%) interviewers validated</li><li>■ 33 (17%) shifts validated</li><li>■ 522 (17%) interviews sampled for validation, of which<ul style="list-style-type: none"><li>■ 23% no telephone numbers provided</li><li>■ 1% Dead telephone line when called.</li><li>■ 3% incorrect numbers given/recorded</li><li>■ 13% no reply after 5 calls<ul style="list-style-type: none"><li>■ 317 interviews validated (10%), of which:<ul style="list-style-type: none"><li>■ (7%) did not recall/not asked screening questions</li><li>■ (11%) wrong social grade</li><li>■ 3 interviews were rejected</li></ul></li></ul></li></ul></li></ul> |
|---|

- 522 interviews were selected to be back-checked; they were taken from 33 shifts, and thirty of the seventy-four interviewers who worked on the project this quarter had interviews validated.
- 317 interviews were validated.
- Three interviews were rejected. One because a member of the respondent's household worked for a bus operator, another because a member of the respondent's household worked for a taxi firm, and the third because the respondent had recently taken part in another survey about bus services.
- The above discrepancies were passed on to the Field Manager who will bring this to the attention of the interviewer, and the data was removed.
- Following visits made by Passenger Focus representatives to several shifts during Quarter 2, two shifts were specifically referred to the validation department.
  - Shift 161 – Queens Square Bus Station. 20 questionnaires were received. Of these 6 respondents refused to give phone numbers, 6 could not be contacted after 5+calls, and 8 were successful contacts. No issues were found with any of the validated interviews.
  - Shift 191 – London Road, Brighton: 10 questionnaires were received. Of these 2 respondents refused to give phone numbers, 2 could not be contacted after 5+calls, and there were 6 successful contacts. All 6 confirmed the interview was carried out at the time and place specified, but one interview was rejected because a member of the respondent's household worked for a taxi firm.

## 9 Questionnaire Changes

- In Quarter 2 there were minor changes made to the questionnaire used in Bus Passenger CSS that was previously carried out for the Department for Transport:
  - Q1d “And which of these other facilities were available at the stop where you caught this bus?” was added
  - Q9ba “Overall, how satisfied are you with the facilities at the bus stop?” was added.
  - At Q9d, the question “How satisfied are you with the level of crowding inside the bus?” was replaced by “How satisfied are you being able to get a seat?”.
  - Q10a “How satisfied are you with the frequency of buses on this route?” was added.