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## **Passenger Focus Bus Passenger**

Customer Satisfaction Survey

Fieldwork Quality Report

Quarter 3 2010

437957 / August 2010 v1

**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 3208 interviews were achieved compared with a target of 2,800.
- All 200 shifts were carried out during Quarter 3.
- However during analysis of individual interviewer scores carried out for this 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 3. Therefore data from 197 shifts are shown in the final Quarter 3 results.
- Excluding these shifts has a limited effect on the overall number of interviews. Against a target of 2,800 interviews per wave, there are 3,208 interviews in Quarter 3. 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. There are a total of 686 NW interviews in Quarter 3. Therefore, sample size remains 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 3 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 3, 20 shifts (10% of total) were spot-checked.
- Three interviewers were found not to be making correct use of the showcards provided. The area managers concerned will discuss the issue with the interviewers and reinforce the need for correct administration of all interviews.

- On two shifts the spot-checker could not locate the interviewer.
- However both of the interviewers concerned subsequently had interviews confirmed by the validation department. Both will also be spot-checked again on the next wave.
- No other quality control issues were raised.
- An additional spot-check was made by a GfK Executive in Manchester. The interviewer was observed arriving at her shift and starting work promptly at the proper time. Six interviews were witnessed, and all interviews were well administered. An interesting observation was that all six interviews were completed in the first 45 minutes, and the interviewer would have to pace the interviews after that, to ensure the shift was not completed too early.
- In addition to GfK spot-checks, four unannounced observations of shifts were made by representatives of Passenger Focus.
  - In three the checks the interviewers were assessed to be satisfactory, and no issues were raised.
  - In one case the interviewer was not present as the shift had been postponed at the last moment due to interviewer illness. GfK endeavours to alert Passenger Focus to changes in shift schedules as soon as possible but unfortunately this was not possible on this occasion.

## 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 third Quarter of 2010.

### 3 Achievement

**Table 2: Achievement for Quarter 3**

	<b>Quarter 2</b>	<b>Quarter 3</b>
Target	<b>2,800</b>	<b>2,800</b>
Shifts booked	200	200
Shifts achieved	200	200
<b>Shifts not done</b>	0	0
<b>No. of interviews achieved</b>	<b>3,048</b>	<b>3,208</b>
<b>Annual total</b>	<b>6,256</b>	

- Achievement exceeded the target and 3208 interviews were achieved compared with a target of 2,800.
- All 200 shifts were carried out during Quarter 3.
- However during analysis of individual interviewer scores carried out for this report it emerged that one interviewer had recorded scores much higher than the norm across several attributes. Some of these were perfect scores, where all customers had apparently given ratings of ten out of ten. It is possible there are factors that explain this apparent discrepancy, but no other interviewer had a similarly consistent pattern of scores. Therefore 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 3 and carried out 44 interviews. They had also worked three shifts in Quarter 2, achieving 39 interviews, and it was decided that these too should be removed from the reported Quarter 2 data. Therefore data from 197 shifts are shown in the final results of both waves.
- 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 in Quarter 2 and 3,208 interviews in Quarter 3. 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. There are a total of 651 NW interviews in Quarter 2 and 686 interviews in

Quarter 3. Therefore, sample sizes in both waves 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 3.
- 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
	38.4%	37.4%	-1.0%	61.6%	62.6%	1.0%
16-24	8.5%	6.6%	-1.9%	12.1%	9.9%	-2.3%
25-44	9.5%	8.4%	-1.0%	13.5%	13.6%	0.1%
45-59	6.2%	6.6%	0.4%	11.4%	12.6%	1.2%
60+	14.2%	15.7%	1.5%	24.6%	26.6%	2.0%

**Table 4: Frequency of Use**

Frequency of bus use	Weights	Achieved	Difference
3-5 days a week	72.0%	76.9%	5.0%
1-2 days a week	16.8%	16.0%	-0.8%
1-2 days a month	6.2%	3.6%	-2.5%
Less often than once a month	5.0%	3.4%	-1.6%

**Table 5: Journey Purpose**

<b>Journey Purpose</b>	<b>Weights</b>	<b>Achieved</b>	<b>Difference</b>
Work	24.7%	22.1%	-2.7%
Education	8.0%	2.8%	-5.2%
Shopping	33.8%	35.9%	2.1%
Visiting friends/relatives/Leisure	18.1%	23.0%	5.0%
Personal business	11.5%	13.4%	1.9%
Other	4.0%	2.9%	-1.1%

**Table 6: Regions**

<b>Region</b>	<b>Weights</b>	<b>Achieved</b>	<b>Difference</b>
East Anglia	8.5%	7.0%	-1.5%
East Midlands	8.4%	8.3%	0.0%
North East	9.4%	9.1%	-0.3%
North West	19.1%	21.4%	2.2%
South East	15.9%	14.5%	-1.5%
South West	8.2%	7.8%	-0.4%
West Midlands	14.6%	16.1%	1.5%
Yorkshire & Humberside	15.9%	15.8%	-0.1%

## 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 3 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 9 and 10 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 to see if a pattern emerges. 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 9: Age and Gender by interviewer**

	Number of interviews	%	16-24	25-44	45-64	65+	Male	Female
<b>Total Number</b>	<b>3208</b>		<b>529</b>	<b>706</b>	<b>616</b>	<b>1357</b>	<b>1201</b>	<b>2007</b>
<b>Total %</b>		<b>%</b>	<b>16</b>	<b>22</b>	<b>19</b>	<b>42</b>	<b>37</b>	<b>63</b>
Interviewer								
9038	54	%	15	33	17	35	50	50
9668	19	%	5	26	32	37	53	47
12018	19	%	42	21	5	32	26	74
14465	51	%	4	14	20	63	18	82
15005	26	%	12	23	23	42	46	54
18909	29	%	14	21	24	41	14	86
20000	40	%	23	33	18	28	53	48
20039	14	%	36	14	21	29	50	50
20042	19	%	11	16	26	47	42	58
20056	42	%	12	24	24	40	33	67
20585	68	%	22	21	25	32	41	59
20699	51	%	14	18	24	45	31	69
20799	34	%	18	35	9	38	47	53
20847	5	%	40	-	-	60	40	60
20989	88	%	7	26	27	40	36	64
21041	114	%	17	17	18	48	33	67
21057	108	%	20	21	25	33	49	51
21096	34	%	15	18	26	41	26	74
21135	14	%	7	14	-	79	50	50
21671	53	%	25	23	13	40	30	70
21759	40	%	18	23	20	40	50	50
21781	40	%	15	20	23	43	50	50
24429	18	%	6	6	11	78	44	56
24546	80	%	6	15	18	61	43	58
24558	36	%	8	17	44	31	33	67
25004	19	%	21	37	21	21	32	68
27127	24	%	8	17	21	54	33	67
27312	15	%	13	13	33	40	27	73
28818	67	%	18	31	13	37	22	78
29069	41	%	5	24	24	46	37	63

**Table 9: Age and Gender by interviewer (continued)**

	Number of interviews	%	16-24	25-44	45-64	65+	Male	Female
<b>Total Number</b>	<b>3208</b>		<b>529</b>	<b>706</b>	<b>616</b>	<b>1357</b>	<b>1201</b>	<b>2007</b>
<b>Total %</b>		<b>%</b>	<b>16</b>	<b>22</b>	<b>19</b>	<b>42</b>	<b>37</b>	<b>63</b>
Interviewer								
29126	50	%	4	34	12	50	42	58
29139	78	%	36	29	10	24	36	64
29178	58	%	16	26	21	38	36	64
29275	17	%	12	18	18	53	59	41
29322	82	%	11	28	26	35	30	70
29371	62	%	10	19	27	44	24	76
31026	39	%	8	18	28	46	21	79
31225	69	%	38	28	14	20	43	57
31229	20	%	35	25	15	25	55	45
31253	47	%	21	30	19	30	47	53
31259	96	%	8	15	16	61	29	71
31263	78	%	10	15	26	49	27	73
31273	78	%	31	26	17	27	27	73
32300	57	%	28	28	25	19	47	53
32324	70	%	11	20	21	47	19	81
32327	59	%	14	17	27	42	42	58
32358	33	%	21	39	15	24	52	48
32373	47	%	23	23	9	45	26	74
37539	39	%	10	18	13	59	31	69
37734	78	%	21	23	17	40	45	55
38026	19	%	16	21	32	32	53	47
38289	66	%	14	24	20	42	33	67
38613	16	%	19	13	19	50	31	69
38938	9	%	33	11	-	56	44	56
39222	47	%	15	17	17	51	38	62
39595	15	%	13	20	20	47	47	53
72213	59	%	8	29	10	53	27	73
72781	12	%	25	17	-	58	67	33
73059	20	%	5	25	25	45	30	70
74044	50	%	22	14	24	40	38	62
74443	33	%	3	6	30	61	18	82
74548	45	%	16	7	18	60	36	64
74586	38	%	24	26	8	42	37	63
74587	20	%	15	35	25	25	30	70
74589	39	%	26	18	26	31	56	44
75487	19	%	21	37	-	42	53	47
75497	58	%	28	17	12	43	43	57
75528	28	%	11	21	21	46	43	57
75554	38	%	8	16	21	55	47	53
75560	6	%	33	33	-	33	17	83
78125	87	%	10	16	9	64	51	49
78217	37	%	41	35	14	11	57	43
82360	28	%	4	25	14	57	46	54

The tables below show unweighted satisfaction scores by individual interviewers. To give a more detailed picture, as from Quarter 3, there is one table for each region showing scores at network level, region level and by interviewer, and each question asked is shown separately. The highlighted cells show the greatest variation from the region average. This will be pointed out to the area manager and the relevant interviewers will be monitored to see if a pattern emerges. However variations in scores could be due to differences between the sample locations worked by those interviewers, and the time of their shifts.

**Table 10: Satisfaction Scores by Interviewer**

	East Anglia									
	Total	Region Total	38613	73059	74443	74548	74586	74587	28818	74589
<b>No. of interviews</b>	<b>3208</b>	<b>224</b>	<b>16</b>	<b>20</b>	<b>33</b>	<b>45</b>	<b>38</b>	<b>20</b>	<b>32</b>	<b>20</b>
Overall Satisfaction	85	81	91	82	88	83	77	73	81	76
Safety at stop	82	81	73	77	86	84	80	79	81	85
Litter at stop	80	84	79	80	92	86	79	70	93	83
Cleanliness at stop	82	86	84	87	91	90	81	81	93	77
Condition at stop	82	84	74	81	91	91	81	82	87	76
Information at stop	76	71	71	75	92	57	70	50	79	76
Facilities at stop	77	77	78	80	86	77	75	60	80	70
Exterior cleanliness	87	86	89	80	88	87	82	85	87	86
Exterior condition	87	85	86	82	89	87	80	82	87	83
Exterior information	87	84	83	85	91	83	79	77	91	82
Interior cleanliness	82	83	88	77	89	81	81	76	89	80
Interior condition	85	84	88	82	91	82	80	81	90	76
Comfort	84	83	83	81	91	84	85	74	83	76
Interior information	84	80	76	77	88	80	77	73	85	80
Time waited	84	81	79	83	88	86	79	65	84	74
Ease of getting on	91	89	87	92	95	91	88	88	89	78
Driver behaviour	90	90	87	91	98	95	88	88	82	79
On-bus safety	91	88	89	87	88	92	89	87	87	83
Journey time	90	88	86	92	88	93	84	89	89	81
Smoothness of ride	83	79	72	88	75	81	72	81	83	78
Ability to get a seat	93	94	94	100	99	95	93	93	92	79
Reliability	72	73	67	84	87	70	74	52	73	66
Value	83	82	91	84	94	84	84	65	70	72

**Table 10: Satisfaction Scores by Interviewer (continued)**

	East Midlands							
	Total	Region Total	20000	20039	20699	20799	20989	21759
<b>No. of interviews</b>	<b>3208</b>	<b>267</b>	<b>40</b>	<b>14</b>	<b>51</b>	<b>34</b>	<b>88</b>	<b>40</b>
Overall Satisfaction	85	88	86	81	90	86	89	88
Safety at stop	82	85	85	86	78	91	88	79
Litter at stop	80	80	66	86	76	88	87	77
Cleanliness at stop	82	80	67	91	76	90	87	68
Condition at stop	82	79	69	88	75	90	87	64
Information at stop	76	78	63	84	72	90	84	71
Facilities at stop	77	73	61	84	71	76	79	70
Exterior cleanliness	87	88	84	91	87	90	92	83
Exterior condition	87	89	84	96	87	92	91	84
Exterior information	87	88	85	90	86	91	91	85
Interior cleanliness	82	85	83	91	85	89	86	80
Interior condition	85	87	83	94	87	92	89	83
Comfort	84	86	82	92	85	92	89	82
Interior information	84	86	82	93	82	91	89	81
Time waited	84	88	85	74	88	88	94	84
Ease of getting on	91	93	88	94	93	97	94	89
Driver behaviour	90	93	87	92	95	97	94	92
On-bus safety	91	93	86	95	94	98	94	92
Journey time	90	92	85	92	93	94	94	92
Smoothness of ride	83	87	79	86	87	94	92	77
Ability to get a seat	93	95	89	99	95	96	97	93
Reliability	72	77	75	79	77	79	79	70
Value	83	84	76	65	90	76	90	84

**Table 10: Satisfaction Scores by Interviewer (continued)**

	North East					
	Total	Region Total	24546	31026	31259	37734
<b>No. of interviews</b>	<b>3208</b>	<b>293</b>	<b>80</b>	<b>39</b>	<b>96</b>	<b>78</b>
Overall Satisfaction	85	86	88	93	81	88
Safety at stop	82	89	89	91	88	89
Litter at stop	80	85	88	85	86	80
Cleanliness at stop	82	86	86	89	87	83
Condition at stop	82	83	75	83	86	86
Information at stop	76	79	67	80	85	85
Facilities at stop	77	81	79	74	82	84
Exterior cleanliness	87	88	86	90	88	90
Exterior condition	87	89	86	94	89	90
Exterior information	87	89	85	92	91	91
Interior cleanliness	82	86	83	90	88	85
Interior condition	85	88	84	93	91	88
Comfort	84	87	83	93	87	86
Interior information	84	88	85	94	88	87
Time waited	84	89	86	94	89	88
Ease of getting on	91	92	92	96	91	92
Driver behaviour	90	93	89	96	95	92
On-bus safety	91	93	90	95	95	94
Journey time	90	93	91	97	93	93
Smoothness of ride	83	86	86	92	84	84
Ability to get a seat	93	94	92	96	95	95
Reliability	72	77	70	79	84	76
Value	83	89	86	87	92	89



**Table 10: Satisfaction Scores by Interviewer (continued)**

	North West														
	Total	Region Total	9038	21041	21057	21096	21135	21781	24429	32300	32324	32327	32358	32373	21671
<b>No. of interviews</b>	<b>3208</b>	<b>686</b>	<b>54</b>	<b>114</b>	<b>108</b>	<b>34</b>	<b>14</b>	<b>40</b>	<b>18</b>	<b>57</b>	<b>70</b>	<b>59</b>	<b>33</b>	<b>47</b>	<b>39</b>
Overall Satisfaction	85	86	86	89	90	85	84	88	87	83	81	88	79	85	82
Safety at stop	82	84	83	94	92	91	79	79	86	74	74	82	79	87	80
Litter at stop	80	83	77	91	93	89	82	81	78	77	73	79	76	88	77
Cleanliness at stop	82	85	83	93	97	86	83	84	83	79	73	81	76	88	76
Condition at stop	82	86	83	96	96	88	83	83	83	87	73	81	78	91	78
Information at stop	76	80	72	89	84	85	83	83	47	81	73	76	76	92	75
Facilities at stop	77	82	80	86	90	84	76	83	62	80	73	76	74	89	79
Exterior cleanliness	87	89	86	97	97	88	78	88	86	80	80	94	79	95	79
Exterior condition	87	91	90	97	100	90	78	89	81	90	80	94	79	93	81
Exterior information	87	91	89	97	99	91	81	91	83	93	80	95	75	93	87
Interior cleanliness	82	84	85	94	94	81	70	85	84	68	79	86	67	81	73
Interior condition	85	89	89	98	99	85	75	88	81	82	79	91	72	91	81
Comfort	84	87	88	95	98	86	73	88	83	75	79	87	65	89	82
Interior information	84	88	88	97	99	86	71	86	87	85	79	89	68	87	83
Time waited	84	87	87	92	96	91	86	81	81	79	79	91	83	86	79
Ease of getting on	91	92	92	98	98	95	84	92	86	89	78	94	86	93	87
Driver behaviour	90	92	95	98	97	90	84	94	88	85	79	94	78	98	88
On-bus safety	91	93	94	99	99	97	83	95	91	89	79	94	81	98	87
Journey time	90	92	92	98	95	94	88	93	91	91	79	94	75	96	87
Smoothness of ride	83	88	87	96	97	93	83	84	87	81	79	89	78	91	79
Ability to get a seat	93	94	97	98	100	98	84	97	97	93	79	95	83	98	88
Reliability	72	75	76	80	83	80	67	71	63	67	69	84	63	79	56
Value	83	83	86	91	83	88	93	80	82	69	55	88	76	90	76

**Table 10: Satisfaction Scores by Interviewer (continued)**

	South East																
	Total	Region Total	12018	14465	25004	27127	27312	37539	38289	39222	39595	72213	72781	75528	75560	82360	28818
<b>No. of interviews</b>	<b>3208</b>	<b>464</b>	<b>19</b>	<b>51</b>	<b>19</b>	<b>24</b>	<b>15</b>	<b>39</b>	<b>66</b>	<b>47</b>	<b>15</b>	<b>59</b>	<b>12</b>	<b>28</b>	<b>6</b>	<b>28</b>	<b>35</b>
Overall Satisfaction	85	84	78	85	78	85	84	86	80	87	91	86	86	87	92	82	79
Safety at stop	82	80	81	88	76	85	76	48	76	78	89	87	79	88	98	87	79
Litter at stop	80	75	78	86	71	84	76	47	75	80	85	73	72	78	85	78	75
Cleanliness at stop	82	79	81	95	78	86	76	44	77	80	91	80	68	90	88	83	80
Condition at stop	82	78	80	88	83	88	79	45	76	80	85	76	81	89	87	80	82
Information at stop	76	73	71	83	71	68	73	45	73	82	63	73	75	77	87	85	69
Facilities at stop	77	75	72	84	71	66	78	45	74	79	84	78	75	80	83	84	76
Exterior cleanliness	87	88	82	93	83	88	84	79	90	91	98	90	78	97	97	90	80
Exterior condition	87	88	82	91	86	87	84	80	87	90	98	91	79	95	88	88	79
Exterior information	87	86	77	91	84	87	81	80	85	88	95	89	85	92	88	87	78
Interior cleanliness	82	85	85	91	86	85	81	80	84	87	89	84	79	93	88	82	80
Interior condition	85	86	85	90	86	84	82	80	87	89	96	87	81	92	92	85	82
Comfort	84	84	81	87	77	83	85	79	81	86	95	86	81	86	83	82	81
Interior information	84	82	76	84	73	87	81	81	82	83	92	87	81	90	67	77	79
Time waited	84	82	73	92	76	81	78	78	82	84	90	82	78	81	87	82	73
Ease of getting on	91	91	94	96	92	91	81	84	90	92	99	89	83	97	97	91	90
Driver behaviour	90	91	81	96	91	92	88	85	89	91	96	93	87	97	97	94	85
On-bus safety	91	91	87	98	84	91	84	82	90	90	100	93	83	98	93	93	88
Journey time	90	90	91	93	89	92	86	82	86	90	99	91	84	95	93	92	85
Smoothness of ride	83	82	77	89	77	83	81	81	73	82	95	84	74	87	83	89	78
Ability to get a seat	93	92	96	96	81	94	87	86	90	91	99	92	86	98	100	90	94
Reliability	72	73	61	73	70	76	72	63	74	76	84	76	75	81	80	74	66
Value	83	80	66	81	73	85	78	70	80	84	92	87	82	90	92	63	67

**Table 10: Satisfaction Scores by Interviewer (continued)**

	South West								
	Total	Region Total	15005	29126	38938	74044	75487	75497	75554
<b>No. of interviews</b>	<b>3208</b>	<b>250</b>	<b>26</b>	<b>50</b>	<b>9</b>	<b>50</b>	<b>19</b>	<b>58</b>	<b>38</b>
Overall Satisfaction	85	85	85	87	81	88	82	83	84
Safety at stop	82	83	80	85	78	86	83	86	77
Litter at stop	80	81	79	79	82	87	79	84	78
Cleanliness at stop	82	84	85	83	83	89	79	85	81
Condition at stop	82	82	84	84	74	81	78	83	81
Information at stop	76	76	76	76	63	84	76	74	75
Facilities at stop	77	76	69	73	66	79	71	81	76
Exterior cleanliness	87	85	88	88	74	88	81	84	82
Exterior condition	87	86	89	85	81	91	83	86	81
Exterior information	87	85	87	86	82	95	81	81	80
Interior cleanliness	82	82	79	84	70	87	82	83	78
Interior condition	85	84	79	87	79	87	82	85	80
Comfort	84	83	80	85	74	91	80	83	78
Interior information	84	83	82	85	68	92	80	81	78
Time waited	84	83	87	84	84	89	79	82	78
Ease of getting on	91	89	87	92	77	96	84	89	85
Driver behaviour	90	89	91	93	90	91	82	87	84
On-bus safety	91	89	92	91	89	93	82	91	83
Journey time	90	88	91	89	90	93	81	86	83
Smoothness of ride	83	81	83	83	84	82	79	80	76
Ability to get a seat	93	92	90	94	86	97	82	96	83
Reliability	72	76	73	78	63	82	78	74	71
Value	83	82	62	89	86	88	83	73	86

**Table 10: Satisfaction Scores by Interviewer (continued)**

	West Midlands												
	Total	Region Total	18909	20056	20585	29069	29139	29178	29275	29322	29371	31229	38026
<b>No. of interviews</b>	<b>3208</b>	<b>516</b>	<b>29</b>	<b>42</b>	<b>68</b>	<b>41</b>	<b>78</b>	<b>58</b>	<b>17</b>	<b>82</b>	<b>62</b>	<b>20</b>	<b>19</b>
Overall Satisfaction	85	84	84	96	85	81	84	81	88	81	80	79	86
Safety at stop	82	79	83	93	84	80	77	77	82	67	78	68	95
Litter at stop	80	75	79	85	78	73	77	71	78	65	76	58	92
Cleanliness at stop	82	77	77	89	77	81	81	74	72	65	78	62	93
Condition at stop	82	80	79	91	83	86	82	81	68	74	77	67	80
Information at stop	76	74	71	83	76	78	80	73	58	70	77	37	71
Facilities at stop	77	75	70	85	81	74	78	79	59	69	77	47	82
Exterior cleanliness	87	84	91	92	84	87	84	80	86	79	81	83	94
Exterior condition	87	85	91	94	85	88	86	83	84	80	82	86	94
Exterior information	87	86	91	97	86	92	90	81	85	79	82	78	95
Interior cleanliness	82	76	88	84	75	82	74	70	82	66	81	76	80
Interior condition	85	82	89	92	81	89	81	77	84	72	82	83	93
Comfort	84	82	89	94	80	84	82	79	86	77	82	77	84
Interior information	84	82	87	95	79	83	81	79	91	76	82	78	96
Time waited	84	83	88	90	82	82	85	81	85	77	83	76	87
Ease of getting on	91	89	91	96	89	93	91	86	91	84	85	90	96
Driver behaviour	90	88	90	94	92	89	90	85	92	82	85	84	91
On-bus safety	91	89	91	97	93	91	89	85	93	85	83	87	96
Journey time	90	88	88	97	90	91	85	86	90	85	85	83	96
Smoothness of ride	83	82	86	93	84	86	82	76	85	77	81	76	94
Ability to get a seat	93	91	96	97	91	92	92	86	92	90	86	86	95
Reliability	72	66	62	73	69	76	65	69	72	52	69	56	71
Value	83	80	86	91	84	86	77	72	88	71	85	76	71

**Table 10: Satisfaction Scores by Interviewer (continued)**

	Yorkshire & Humberside													
	Total	Region Total	9668	20042	20847	24558	31225	31253	31263	31273	78125	78217	21671	74589
<b>No. of interviews</b>	<b>3208</b>	<b>508</b>	<b>19</b>	<b>19</b>	<b>5</b>	<b>36</b>	<b>69</b>	<b>47</b>	<b>78</b>	<b>78</b>	<b>87</b>	<b>37</b>	<b>14</b>	<b>19</b>
Overall Satisfaction	85	84	86	90	84	88	82	83	87	84	82	81	82	85
Safety at stop	82	82	86	92	100	86	80	82	80	82	76	80	84	88
Litter at stop	80	79	81	93	100	78	80	78	79	71	76	85	78	91
Cleanliness at stop	82	81	74	90	100	82	83	79	82	74	76	89	86	87
Condition at stop	82	81	77	95	100	81	82	84	82	76	76	88	84	87
Information at stop	76	76	74	88	98	71	78	81	77	70	72	75	68	86
Facilities at stop	77	75	77	92	100	73	79	77	76	64	67	82	72	87
Exterior cleanliness	87	84	84	98	98	82	82	85	91	80	71	91	84	92
Exterior condition	87	84	84	98	98	84	83	86	92	82	71	94	86	91
Exterior information	87	83	83	98	98	87	82	86	91	75	72	89	93	89
Interior cleanliness	82	78	82	96	100	74	74	79	85	72	77	69	79	89
Interior condition	85	82	86	95	100	84	80	83	89	78	71	85	86	87
Comfort	84	81	83	92	100	83	75	84	87	77	73	88	83	88
Interior information	84	80	83	95	100	79	76	84	84	77	70	86	82	91
Time waited	84	83	85	91	80	89	81	85	86	76	80	84	81	86
Ease of getting on	91	90	87	97	100	87	90	93	90	86	91	94	92	88
Driver behaviour	90	89	88	93	88	87	87	89	93	87	88	91	84	87
On-bus safety	91	89	91	97	98	86	83	92	94	87	89	92	91	88
Journey time	90	87	89	95	96	93	82	91	91	83	80	94	89	88
Smoothness of ride	83	80	82	91	98	78	76	83	80	76	73	89	80	91
Ability to get a seat	93	91	93	99	98	93	93	94	95	87	82	97	94	90
Reliability	72	66	61	73	62	51	62	66	75	60	71	64	67	79
Value	83	83	74	93	80	84	77	84	86	78	88	84	83	92

## 7 Spot Checks and Back-Checking

This report covers the spot-checking and back-checking (validation) for Quarter 3 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 3, 20 shifts (10% of total) were spot-checked.
- Three interviewers were found not to be making correct use of the showcards provided. The area managers concerned will discuss the issue with the interviewers and reinforce the need for correct administration of all interviews.
- On two shifts the spot-checker could not locate the interviewer.
- However both of the interviewers concerned subsequently had interviews confirmed by the validation department. Both will also be spot-checked again on the next wave.
- No other quality control issues were raised.
- An additional spot-check was made by a GfK Executive in Manchester. The interviewer was observed arriving at her shift and starting work promptly at the proper time. Six interviews were witnessed, and all interviews were well

administered. An interesting observation was that all six interviews were completed in the first 45 minutes, and the interviewer would have to pace the interviews after that, to ensure the shift was not completed too early.

- In addition to GfK spot-checks, four unannounced observations of shifts were made by representatives of Passenger Focus.
  - In three the checks the interviewers were assessed to be satisfactory, and no issues were raised.
  - In one case the interviewer was not present as the shift had been postponed at the last moment due to interviewer illness. GfK endeavours to alert Passenger Focus to changes in shift schedules as soon as possible but unfortunately this was not possible on this occasion.

The Table overleaf shows a summary of the results of the spot-checks carried out by the GfK Field Department in Quarter 3.

**SPOT CHECK REPORT Quarter 3 2010**

Interviewer present	Yes	<input type="text" value="18"/>	No	<input type="text" value="2"/>	MRS ID Card carried	Yes	<input type="text" value="15"/>	No	<input type="text" value=""/>	not known	<input type="text" value="5"/>	
GfK Survey Badge worn	Yes	<input type="text" value="9"/>	No	<input type="text" value="4"/>		Letter of authority carried	Yes	<input type="text" value="3"/>	No	<input type="text" value=""/>	not known	<input type="text" value="17"/>
			not known	<input type="text" value="7"/>								

	Excellent	Good	Fair	Poor	Very poor	N/A	Reason for scoring Poor/Very Poor	Action taken
Appearance of interviewer	5	11	2			2		
Recruitment of Respondents (all alighting from bus)	6	9	3			2		
Recruitment of Respondents (no demographic bias)	9	8	1			2		
Use of showcards	5	7	1	4		3	1 x showing q'aire, not showcards 2 x not using all showcards in every interview	Area manager will instruct interviewer on correct administration of interview
Clarity of speech*	4	7				9		
Script adherence*	1	7	2			10		
Overall control of interview	4	13	1			2		

Other Observations	
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\* 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 3 thirty of the seventy-three 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 Q3 telephone back checks.

**Table 11: Bus Passenger Validation Report Quarter 3**

<ul style="list-style-type: none"> <li>■ 32 (43%) interviewers validated</li> <li>■ 33 (17%) shifts validated</li> <li>■ 571 (18%) interviews sampled for validation, of which           <ul style="list-style-type: none"> <li>■ 22% no telephone numbers provided</li> <li>■ 2% 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>■ 335 interviews validated (10%), of which:                   <ul style="list-style-type: none"> <li>■ (11%) did not recall/not asked screening questions</li> <li>■ (2%) Age incorrectly recorded</li> <li>■ 6 interviews were rejected</li> </ul> </li> </ul> </li> </ul> </li> </ul>
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- 571 interviews were selected to be back-checked; they were taken from 33 shifts, and thirty-two of the seventy-four interviewers who worked on the project this quarter had interviews validated.
- 335 interviews were validated.
- Six interviews were rejected from the same shift. The interviewer concerned was removed from the project and the data gathered excluded, and the shift was immediately re-booked to be covered again by a different interviewer,
- The discrepancies on age were passed to Area Managers who will bring them to the attention of the interviewers concerned.



## 9 Questionnaire Changes

- There were no changes to the questionnaire this quarter.