

**GfK. Growth from Knowledge**



**Passenger Focus Bus Passenger Satisfaction  
Survey**

Fieldwork Quality Report

Quarter 4 2010

437958 / December 2010 v2

**Prepared for:**

**Passenger Focus**

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# 1 Summary

- Achievement exceeded the target and 3087 interviews were achieved compared with a target of 2,800.
- All 200 shifts were carried out during Quarter 4.
- There were no major incidents affecting fieldwork this Quarter.
- For all demographics, achieved interviews very closely matched the profile as reported in the National Travel Survey
- During Quarter 4 a total of 85 interviewers worked on the project.
- To limit the number of interviews conducted by each interviewer within a region we endeavour not to allocate more than three shifts in each region to any one interviewer, and this was achieved in seven of the eight regions. However due to unforeseen circumstances towards the end of fieldwork, two shifts had to be re-allocated and one interviewer worked five shifts in the North West region.
- In Quarter 4, 21 shifts (10% of total) were spot-checked.
- Two interviewers were found not to be using 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 one shift the spot-checker could not locate the interviewer.
  - However the interviewer concerned subsequently had interviews confirmed by the validation department.
- No other quality control issues were raised.
- In addition to GfK spot-checks, six unannounced observations of shifts were made by representatives of Passenger Focus.
  - In three visits the interviewers were assessed to be satisfactory, and no issues were raised.
  - Details of comments made on the other three visits are shown in Section 7.

## 2 Fieldwork Timings

GfK Consumer was commissioned to undertake the Bus Passenger Satisfaction Survey (BPSS) 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>BPSS 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 fourth Quarter of 2010.

### 3 Achievement

**Table 2: Achievement for Quarter 4**

	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>
Target	<b>2,800</b>	<b>2,800</b>	<b>2,800</b>
Shifts booked	200	200	200
Shifts achieved	200	200	200
<b>Shifts not done</b>	0	0	0
<b>No. of interviews achieved</b>	<b>3,048</b>	<b>3,208</b>	<b>3,087</b>
<b>Annual total</b>	<b>9,343</b>		

- Achievement exceeded the target and 3087 interviews were achieved compared with a target of 2,800.
- All 200 shifts were carried out during Quarter 4.

#### 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

- BPSS 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 4.
- For all demographics, achieved interviews very closely matched the profile as reported in the National Travel Survey
- The final data is also seasonally 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%	38.8%	0.4%	61.6%	61.2%	-0.4%
16-24	8.5%	8.7%	0.2%	12.1%	11.3%	-0.8%
25-44	9.5%	8.6%	-0.9%	13.5%	11.5%	-2.0%
45-59	6.2%	6.8%	0.6%	11.4%	11.8%	0.4%
60+	14.2%	14.8%	0.6%	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%	77.3%	5.3%
1-2 days a week	16.8%	17.3%	0.4%
1-2 days a month	6.2%	3.1%	-3.1%
Less often than once a month	5.0%	2.3%	-2.7%

**Table 5: Journey Purpose**

<b>Journey Purpose</b>	<b>Weights</b>	<b>Achieved</b>	<b>Difference</b>
Work	24.7%	20.9%	-3.8%
Education	8.0%	7.6%	-0.4%
Shopping	33.8%	37.8%	4.0%
Visiting friends/relatives/Leisure	18.1%	18.7%	0.6%
Personal business	11.5%	12.4%	0.9%
Other	4.0%	2.7%	-1.3%

**Table 6: Regions**

<b>Region</b>	<b>Weights</b>	<b>Achieved</b>	<b>Difference</b>
East Anglia	8.5%	6.5%	-1.9%
East Midlands	8.4%	7.9%	-0.5%
North East	9.4%	9.2%	-0.2%
North West	19.1%	21.4%	2.3%
South East	15.9%	14.5%	-1.4%
South West	8.2%	8.0%	-0.1%
West Midlands	14.6%	16.0%	1.4%
Yorkshire & Humberside	15.9%	16.4%	0.5%



## 5 Interviewing Team

- GfK employs a stable interviewing team who have been working on the BPSS 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 4 a total of 85 interviewers worked on the project.
- To limit the number of interviews conducted by each interviewer within a region we endeavour not to allocate more than three shifts in each region to any one interviewer, and this was achieved in seven of the eight regions. However due to unforeseen circumstances towards the end of fieldwork, two shifts had to be re-allocated and one interviewer worked five shifts in the North West region.

## 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	45-60	60+	Male	Female
<b>Total Number</b>	<b>3087</b>		<b>618</b>	<b>618</b>	<b>575</b>	<b>1276</b>	<b>1199</b>	<b>1888</b>
<b>Total</b>		<b>%</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>41</b>	<b>39</b>	<b>61</b>
Interviewer								
9038	30	%	30	17	13	40	40	60
9668	39	%	15	10	23	51	33	67
14465	49	%	22	16	12	49	27	73
15005	47	%	23	15	15	47	36	64
18909	27	%	7	15	15	63	30	70
20000	40	%	13	33	28	28	43	58
20021	55	%	36	16	9	38	47	53
20039	14	%	21	14	21	43	29	71
20056	64	%	16	14	13	58	42	58
20585	36	%	22	22	28	28	47	53
20699	57	%	37	16	26	21	35	65
20799	45	%	22	11	20	47	36	64
20989	101	%	20	27	24	30	41	59
21041	94	%	12	16	15	57	35	65
21057	59	%	24	25	24	27	46	54
21096	54	%	24	26	15	35	48	52
21097	33	%	15	21	15	48	39	61
21121	64	%	34	23	19	23	59	41
21671	32	%	13	16	31	41	41	59
21727	5	%	-	-	20	80	40	60
21759	28	%	18	18	18	46	54	46
21982	20	%	10	30	30	30	35	65
23002	37	%	19	27	30	24	51	49
23647	20	%	35	30	15	20	35	65

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

	Number of Interviews		16-24	25-44	45-60	60+	Male	Female
<b>Total Number</b>	<b>3087</b>		<b>618</b>	<b>618</b>	<b>575</b>	<b>1276</b>	<b>1199</b>	<b>1888</b>
<b>Total</b>		<b>%</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>41</b>	<b>39</b>	<b>61</b>
24106	38	%	24	26	11	39	26	74
24429	15	%	7	27	33	33	33	67
24546	60	%	27	17	18	38	55	45
24558	33	%	6	39	33	21	33	67
25004	20	%	10	20	10	60	45	55
27081	31	%	35	32	10	23	65	35
27127	22	%	-	9	36	55	32	68
27291	20	%	25	15	10	50	20	80
28818	61	%	25	16	16	43	23	77
29069	23	%	9	35	22	35	39	61
29126	37	%	8	27	16	49	46	54
29139	33	%	42	24	12	21	42	58
29178	28	%	29	32	7	32	25	75
29275	14	%	36	14	36	14	57	43
29322	46	%	22	33	24	22	33	67
29324	22	%	5	18	32	45	36	64
29371	39	%	21	31	10	38	15	85
31026	34	%	6	18	18	59	18	82
31056	46	%	15	15	17	52	39	61
31137	53	%	9	13	19	58	40	60
31170	20	%	25	25	20	30	30	70
31192	57	%	28	16	14	42	33	67
31225	49	%	31	29	18	22	49	51
31229	20	%	35	10	20	35	40	60
31240	56	%	14	23	25	38	46	54
31259	53	%	6	15	15	64	23	77
31263	57	%	19	12	23	46	30	70
31269	26	%	27	27	19	27	50	50
31278	52	%	23	17	35	25	58	42
32300	54	%	33	26	15	26	43	57
32324	37	%	24	22	11	43	27	73
32327	23	%	13	9	30	48	52	48
32367	40	%	13	15	15	58	50	50

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

	Number of Interviews		16-24	25-44	45-60	60+	Male	Female
<b>Total Number</b>	<b>3087</b>		<b>618</b>	<b>618</b>	<b>575</b>	<b>1276</b>	<b>1199</b>	<b>1888</b>
<b>Total</b>		%	<b>20</b>	<b>20</b>	<b>19</b>	<b>41</b>	<b>39</b>	<b>61</b>
37539	39	%	10	3	13	74	23	77
37734	34	%	18	21	21	41	44	56
38289	45	%	31	11	18	40	44	56
38938	11	%	36	9	18	36	27	73
39222	46	%	9	11	35	46	41	59
39595	15	%	7	7	33	53	40	60
39600	10	%	-	30	20	50	50	50
39698	60	%	23	27	10	40	43	57
72124	18	%	11	11	28	50	33	67
72161	20	%	10	30	10	50	50	50
72781	26	%	23	15	12	50	42	58
73059	19	%	5	-	26	68	37	63
74044	45	%	16	9	11	64	27	73
74443	28	%	11	18	18	54	14	86
74548	41	%	24	15	15	46	51	49
74582	11	%	-	9	9	82	55	45
74586	36	%	22	22	17	39	28	72
74587	17	%	41	29	18	12	41	59
74589	40	%	33	23	18	28	48	53
75487	39	%	18	26	23	33	38	62
75528	28	%	4	18	18	61	36	64
75544	30	%	30	33	7	30	30	70
75554	29	%	10	17	21	52	38	62
75560	6	%	33	33	17	17	50	50
78125	57	%	7	26	16	51	32	68
82360	31	%	23	29	10	39	35	65

The tables below show unweighted satisfaction scores by individual interviewers. 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	28818	73059	74443	74548	74582	74586	74587	74589
<b>No. of interviews</b>	3087	202	30	19	28	41	11	36	17	20
Overall Satisfaction	83	82	92	85	81	85	85	69	78	81
Safety at stop	81	78	78	79	86	81	87	66	82	72
Litter at stop	79	77	80	81	87	78	82	67	79	71
Cleanliness at stop	81	78	86	81	86	73	83	68	81	70
Condition at stop	81	77	83	82	85	73	79	68	80	72
Information at stop	76	70	82	71	85	57	72	65	65	71
Facilities at stop	76	73	79	82	83	64	73	64	82	68
Exterior cleanliness	86	81	83	84	83	79	95	72	81	79
Exterior condition	87	82	85	87	86	77	95	70	84	81
Exterior information	87	81	87	91	81	74	97	71	81	79
Interior cleanliness	82	81	85	87	88	78	87	74	84	77
Interior condition	85	83	85	91	86	79	92	76	88	78
Comfort	84	82	83	86	87	78	88	79	84	81
Interior information	83	78	75	90	87	74	89	70	74	76
Time waited	82	78	91	86	79	75	85	70	76	68
Ease of getting on	90	87	91	85	88	87	95	82	91	87
Driver behaviour	90	89	94	89	92	90	96	82	89	81
On-bus safety	91	89	93	91	84	92	96	81	95	88
Journey time	89	87	93	94	84	89	97	76	87	84
Smoothness of ride	83	79	83	84	80	81	88	61	83	85
Ability to get a seat	92	91	95	97	89	89	97	87	95	86
Reliability	69	71	78	82	81	59	67	65	75	71
Value	83	84	83	93	87	84	100	79	83	74

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

	Total	East Midlands							
		Region Total	20000	20039	20056	20699	20799	20989	21759
<b>No. of interviews</b>	3087	244	40	14	12	57	45	48	28
Overall Satisfaction	83	86	85	89	84	86	80	88	91
Safety at stop	81	83	86	80	85	81	83	89	72
Litter at stop	79	82	80	75	77	83	84	89	73
Cleanliness at stop	81	83	80	81	92	83	85	89	74
Condition at stop	81	83	79	83	89	83	84	89	72
Information at stop	76	78	70	82	78	78	79	89	66
Facilities at stop	76	77	73	77	83	80	68	85	71
Exterior cleanliness	86	89	84	92	83	91	88	94	83
Exterior condition	87	89	84	93	85	91	89	92	86
Exterior information	87	87	84	91	87	87	85	92	85
Interior cleanliness	82	85	85	86	85	85	82	88	80
Interior condition	85	87	85	92	89	86	83	92	84
Comfort	84	87	84	88	89	88	85	89	86
Interior information	83	85	83	90	92	85	83	91	76
Time waited	82	82	80	75	88	84	75	90	83
Ease of getting on	90	92	84	92	89	94	97	91	90
Driver behaviour	90	92	85	97	95	98	90	92	93
On-bus safety	91	92	85	93	95	96	91	92	93
Journey time	89	90	84	96	96	92	89	93	90
Smoothness of ride	83	86	78	83	92	88	85	93	86
Ability to get a seat	92	92	86	96	98	94	91	92	93
Reliability	69	71	72	64	73	71	66	82	65
Value	83	88	81	96	93	89	86	91	86

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

	North East								
	Total	Region Total	24106	24546	31026	31056	31170	31259	37734
<b>No. of interviews</b>	3087	285	38	60	34	46	20	53	34
Overall Satisfaction	83	83	87	86	84	86	75	70	88
Safety at stop	81	80	76	89	82	77	75	75	84
Litter at stop	79	78	73	86	78	76	74	76	80
Cleanliness at stop	81	79	73	84	80	78	72	82	79
Condition at stop	81	79	76	79	84	77	68	79	85
Information at stop	76	78	84	71	81	86	58	74	87
Facilities at stop	76	74	79	79	67	76	54	67	85
Exterior cleanliness	86	86	91	85	88	81	80	86	90
Exterior condition	87	86	92	89	85	80	80	86	91
Exterior information	87	86	94	85	89	79	79	85	93
Interior cleanliness	82	82	86	82	84	78	79	79	84
Interior condition	85	85	90	87	86	82	83	80	90
Comfort	84	85	89	83	87	85	74	82	89
Interior information	83	83	91	80	88	80	75	81	88
Time waited	82	83	86	82	84	83	76	80	91
Ease of getting on	90	91	93	95	90	86	88	90	93
Driver behaviour	90	90	93	91	89	88	85	90	94
On-bus safety	91	91	93	94	92	88	91	89	90
Journey time	89	90	94	91	91	86	87	85	96
Smoothness of ride	83	84	88	84	84	81	75	82	89
Ability to get a seat	92	92	94	94	92	91	91	89	94
Reliability	69	70	71	61	69	69	57	73	86
Value	83	86	88	81	90	86	77	86	91

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

	North West																		
	Total	Region Total	9038	21041	21057	21096	21097	21121	21671	21727	21982	23002	23647	24429	32300	32324	32327	32367	39698
<b>No. of interviews</b>	3087	661	30	94	59	54	33	48	32	5	20	37	20	15	54	37	23	40	60
Overall Satisfaction	83	84	81	86	89	83	79	82	82	92	88	78	88	83	84	78	83	86	86
Safety at stop	81	83	77	88	88	92	77	79	76	96	90	85	96	91	68	74	77	82	82
Litter at stop	79	80	76	88	90	81	74	72	79	94	88	75	96	67	77	72	70	77	82
Cleanliness at stop	81	83	79	86	97	86	76	76	78	88	89	81	97	66	77	74	75	81	86
Condition at stop	81	83	75	89	96	89	68	76	81	94	89	79	100	71	84	74	68	79	84
Information at stop	76	79	65	83	86	89	75	78	73	90	89	80	89	42	76	73	72	78	83
Facilities at stop	76	80	70	83	90	79	75	81	81	90	89	74	94	70	76	73	70	76	80
Exterior cleanliness	86	88	84	95	98	77	87	86	86	94	88	88	99	87	79	78	82	87	91
Exterior condition	87	90	93	95	100	86	88	86	86	96	89	90	99	87	85	77	82	91	91
Exterior information	87	91	92	97	100	90	85	84	89	98	92	91	99	83	93	80	80	90	92
Interior cleanliness	82	82	84	90	97	74	79	72	76	96	89	83	92	88	64	82	73	76	88
Interior condition	85	88	86	95	99	87	86	82	85	96	89	85	95	87	81	80	78	85	90
Comfort	84	86	84	93	98	89	85	81	81	96	90	82	97	84	75	79	76	85	88
Interior information	83	85	81	93	100	78	88	83	81	100	86	79	99	86	83	75	72	79	87
Time waited	82	85	82	91	97	86	75	78	74	93	94	78	94	83	77	75	81	86	90
Ease of getting on	90	92	90	96	100	93	89	90	92	100	92	85	100	89	95	83	85	90	95
Driver behaviour	90	91	88	97	97	93	92	86	88	96	96	93	100	85	85	86	85	90	90
On-bus safety	91	92	86	96	98	96	94	87	87	98	94	96	99	89	89	83	89	93	92
Journey time	89	91	84	97	97	91	91	86	88	92	96	85	98	90	89	83	88	89	96
Smoothness of ride	83	85	77	92	97	80	83	83	87	84	89	75	97	85	79	82	77	82	85
Ability to get a seat	92	94	98	95	98	93	93	85	87	100	94	98	100	89	96	84	93	93	98
Reliability	69	70	71	78	80	69	66	62	53	75	87	69	89	76	63	64	70	71	67
Value	83	83	81	94	81	77	78	85	85	90	91	64	78	87	75	68	90	89	84



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

		South East																
	Total	Region Total	14465	25004	27081	27127	27291	28818	37539	38289	39222	39595	72124	72161	72781	75528	75560	82360
<b>No. of interviews</b>	3087	447	49	20	31	22	20	31	39	45	46	15	18	20	26	28	6	31
Overall Satisfaction	83	82	87	88	76	86	72	69	82	80	83	89	88	85	79	88	72	83
Safety at stop	81	81	93	84	85	83	86	77	50	74	78	83	91	85	78	94	77	93
Litter at stop	79	78	89	72	81	84	82	73	49	67	82	87	88	73	74	87	87	89
Cleanliness at stop	81	82	94	72	83	93	86	81	47	75	88	90	87	83	77	92	87	87
Condition at stop	81	81	93	79	82	92	78	79	46	70	88	89	89	82	81	96	87	86
Information at stop	76	77	87	81	80	86	66	77	48	65	81	78	90	76	80	93	75	81
Facilities at stop	76	74	91	77	75	78	50	72	49	65	80	76	78	71	73	86	83	83
Exterior cleanliness	86	87	96	90	87	92	75	77	78	88	90	90	93	90	81	97	80	82
Exterior condition	87	87	96	93	85	91	69	77	78	88	90	93	88	87	85	98	88	84
Exterior information	87	86	96	92	85	91	71	83	77	85	91	85	85	85	86	93	87	83
Interior cleanliness	82	84	89	83	82	93	73	76	78	82	88	91	86	84	80	94	84	83
Interior condition	85	86	93	85	83	90	76	80	78	83	88	94	85	86	80	95	88	86
Comfort	84	82	90	81	76	90	71	79	75	82	81	82	82	86	81	92	75	83
Interior information	83	82	94	79	78	87	74	70	78	79	85	89	83	86	81	97	70	85
Time waited	82	82	92	83	82	87	72	70	75	76	84	91	89	76	77	94	70	86
Ease of getting on	90	90	96	89	83	94	89	88	83	88	87	95	94	90	84	96	92	92
Driver behaviour	90	90	98	93	82	92	83	80	87	89	92	96	97	94	83	98	88	89
On-bus safety	91	90	96	93	85	96	85	87	80	89	89	94	97	92	87	99	88	95
Journey time	89	89	96	89	84	93	93	83	83	85	91	98	91	86	85	96	70	95
Smoothness of ride	83	82	88	84	73	87	72	73	78	78	80	89	92	79	77	94	73	89
Ability to get a seat	92	91	99	95	82	92	97	88	81	88	91	88	96	89	88	97	92	94
Reliability	69	72	68	73	77	78	64	55	68	73	75	85	81	72	63	90	62	68
Value	83	81	83	94	74	89	75	76	74	85	82	95	88	80	70	86	70	69

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

		South West								
	Total	Region Total	15005	29126	38938	39600	74044	75487	75544	75554
<b>No. of interviews</b>	3087	248	47	37	11	10	45	39	30	29
Overall Satisfaction	83	86	83	90	80	92	90	86	84	83
Safety at stop	81	86	81	88	88	99	86	89	87	79
Litter at stop	79	82	78	87	71	89	84	88	83	77
Cleanliness at stop	81	83	78	85	75	96	83	88	87	77
Condition at stop	81	85	85	84	81	97	83	86	87	80
Information at stop	76	80	74	79	74	100	80	82	80	78
Facilities at stop	76	78	73	79	72	91	76	84	78	78
Exterior cleanliness	86	88	88	89	87	84	88	87	93	84
Exterior condition	87	88	89	89	85	99	84	88	92	85
Exterior information	87	88	90	84	90	100	95	82	89	85
Interior cleanliness	82	86	82	86	86	83	90	91	83	83
Interior condition	85	88	86	87	88	92	91	88	87	86
Comfort	84	86	85	86	87	92	87	92	82	79
Interior information	83	84	85	83	90	89	87	81	87	80
Time waited	82	83	86	82	89	88	82	87	82	76
Ease of getting on	90	92	88	91	91	99	94	93	94	88
Driver behaviour	90	92	90	94	95	96	93	93	92	87
On-bus safety	91	92	93	93	85	100	93	93	92	86
Journey time	89	88	88	91	85	84	91	88	89	82
Smoothness of ride	83	83	81	85	75	89	79	92	85	79
Ability to get a seat	92	94	92	95	95	100	97	92	96	87
Reliability	69	73	70	71	79	71	77	79	68	69
Value	83	83	68	92	90	89	92	78	73	81

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

		West Midlands																
	Total	Region Total	18909	20056	20585	20989	29069	29139	29178	29275	29322	29324	29371	31229	31240	31269	38026	38064
<b>No. of interviews</b>	3087	494	27	47	36	40	23	33	28	14	46	22	39	20	56	26	5	32
Overall Satisfaction	83	79	88	82	83	81	89	77	80	80	77	80	75	75	72	66	88	87
Safety at stop	81	76	82	85	81	81	78	72	76	81	63	62	79	79	72	74	86	79
Litter at stop	79	74	80	78	75	82	77	78	73	67	70	55	79	72	71	64	74	77
Cleanliness at stop	81	76	82	83	78	83	80	77	72	74	70	73	79	68	74	62	84	80
Condition at stop	81	79	83	85	83	79	86	83	78	63	76	76	79	64	77	77	100	81
Information at stop	76	72	74	63	76	79	82	74	79	72	73	70	79	60	72	72	68	59
Facilities at stop	76	74	73	79	83	78	81	76	77	67	73	63	79	57	70	70	60	68
Exterior cleanliness	86	82	91	81	83	83	85	84	79	85	80	79	78	90	79	77	96	84
Exterior condition	87	83	91	84	87	84	88	84	80	88	83	84	79	89	78	80	96	80
Exterior information	87	82	90	83	85	86	88	88	81	76	80	76	80	86	78	70	96	82
Interior cleanliness	82	77	88	77	77	74	86	78	76	78	69	73	75	86	73	73	96	82
Interior condition	85	81	91	83	84	77	88	82	78	82	78	75	78	89	77	80	96	86
Comfort	84	80	88	82	86	77	87	82	77	75	75	79	80	79	75	74	96	83
Interior information	83	80	89	83	80	83	86	78	79	82	78	80	80	85	78	64	96	78
Time waited	82	79	86	73	84	81	89	76	83	74	73	78	77	81	79	64	92	83
Ease of getting on	90	87	89	91	92	86	91	88	83	88	86	85	83	90	83	81	100	89
Driver behaviour	90	88	90	89	91	84	95	88	84	92	82	90	78	93	91	87	100	94
On-bus safety	91	87	93	92	89	85	94	87	88	91	79	85	80	93	85	88	98	94
Journey time	89	86	94	88	86	84	93	86	86	85	84	84	82	89	84	73	98	88
Smoothness of ride	83	80	87	84	81	84	87	82	80	76	72	81	77	71	79	74	96	85
Ability to get a seat	92	89	95	92	92	87	89	91	86	92	86	92	81	90	88	82	100	93
Reliability	69	63	73	56	59	70	82	58	68	58	41	53	62	67	65	58	66	79
Value	83	80	90	90	84	85	85	77	72	83	65	73	82	73	78	77	86	88

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

		Yorkshires/Humberside													
	Total	Region Total	9668	20021	20056	20989	21121	24558	31137	31192	31225	31263	31278	74589	78125
<b>No. of interviews</b>	3087	506	39	55	5	13	16	33	53	57	49	57	52	20	57
Overall Satisfaction	83	82	85	82	76	75	84	80	84	82	84	82	84	82	81
Safety at stop	81	81	75	80	66	78	82	83	88	75	77	87	85	73	81
Litter at stop	79	80	68	78	72	80	86	82	90	79	74	89	76	80	80
Cleanliness at stop	81	82	70	81	70	81	73	92	94	81	74	89	84	77	80
Condition at stop	81	83	75	80	78	82	85	87	95	82	77	89	81	77	80
Information at stop	76	76	71	79	32	81	86	80	84	74	75	82	72	68	73
Facilities at stop	76	75	64	75	74	76	78	75	82	73	77	83	76	64	73
Exterior cleanliness	86	85	81	80	75	86	88	76	90	90	82	96	90	81	74
Exterior condition	87	86	81	85	86	87	88	84	93	92	81	95	88	81	74
Exterior information	87	86	80	86	73	86	83	89	97	86	83	92	87	82	78
Interior cleanliness	82	82	80	84	80	68	82	78	88	80	74	90	82	84	80
Interior condition	85	85	83	82	88	80	87	85	92	84	80	93	91	83	74
Comfort	84	84	82	84	84	78	88	83	87	87	79	91	88	80	78
Interior information	83	82	77	84	82	85	84	89	89	86	80	88	77	81	69
Time waited	82	83	81	78	84	78	83	83	91	84	83	89	85	76	75
Ease of getting on	90	91	89	89	92	83	84	91	97	89	89	94	93	85	91
Driver behaviour	90	90	86	90	88	88	94	90	91	93	86	93	92	85	89
On-bus safety	91	91	87	90	86	82	90	90	96	94	86	93	94	89	91
Journey time	89	88	89	87	92	83	90	88	97	89	85	89	89	91	83
Smoothness of ride	83	82	78	84	84	88	88	78	91	86	76	84	82	84	75
Ability to get a seat	92	92	92	90	92	95	91	89	100	93	92	93	97	87	81
Reliability	69	68	66	69	64	73	73	53	73	65	69	78	67	69	67
Value	83	85	85	88	92	87	82	86	84	84	81	89	85	86	84

## 7 Spot Checks and Back-Checking

This report covers the spot-checking and back-checking (validation) for Quarter 4 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 4, 21 shifts (10% of total) were spot-checked.
- Two interviewers were found not to be using 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 one shift the spot-checker could not locate the interviewer.
- However the interviewer concerned subsequently had interviews confirmed by the validation department.
- No other quality control issues were raised.
- In addition to GfK spot-checks, six unannounced observations of shifts were made by representatives of Passenger Focus.

- In three visits the interviewers were assessed to be satisfactory, and no issues were raised.
- In one case the interviewer was not located. However the Passenger Focus representative could only be present for a brief period during the middle of the shift, and on investigation it was found this coincided with the interviewer taking their break, and no interviews had been claimed to have been conducted during this time.
- On another shift an interviewer was heard to initially tell a passenger that the interview was being carried out on behalf of the Department for Transport rather than Passenger Focus. This has been pointed out to the interviewer by the Area Manager, and the necessity of following the script and interviewer instructions was strongly emphasized. The interviewer was also instructed to be more pro-active and methodical in ensuring they approach a random selection of passengers as they alight.
- In another shift the Passenger Focus representative felt that the interviewer could have been dressed in a more professional manner. Due to the poor weather some additional leeway from the usual dress-code was allowed, but the interviewer was told to try and dress more smartly for future waves.

The Table overleaf shows a summary of the results of the spot-checks carried out by the GfK Field Department in Quarter 4.

**SPOT CHECK REPORT Quarter 4 2010**

Interviewer present	Yes	<input type="text" value="20"/>	No	<input type="text" value="1"/>	MRS ID Card carried	Yes	<input type="text" value="17"/>	No	<input type="text" value="1"/>	not known	<input type="text" value="2"/>		
GfK Survey Badge worn	Yes	<input type="text" value="13"/>	No	<input type="text" value="3"/>	not known	<input type="text" value="4"/>	Letter of authority carried	Yes	<input type="text" value=""/>	No	<input type="text" value=""/>	not known	<input type="text" value="20"/>

	Excellent	Good	Fair	Poor	Very poor	N/A	Reason for scoring Poor/Very Poor	Action taken
Appearance of interviewer	5	15						
Recruitment of Respondents (all alighting from bus)	3	17						
Recruitment of Respondents (no demographic bias)	4	16						
Use of showcards	2	12	2		2	2	1 x showcards not used in a couple of interviews - too windy 1 x showcards not used during observed interviews	Spot checker told interviewer that showcards must be used at all times Area manager will instruct interviewer to use showcards at all times
Clarity of speech*	2	8				10		
Script adherence*	3	6				11		
Overall control of interview	3	16				1		
Other Observations								

\* 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 4 twenty-seven of the eighty-five 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 Q4 telephone back checks.

**Table 11: Bus Passenger Validation Report Quarter 4**

<ul style="list-style-type: none"> <li>■ 27 (32%) interviewers validated</li> <li>■ 31 (16%) shifts validated</li> <li>■ 533 (17%) interviews sampled for validation, of which           <ul style="list-style-type: none"> <li>■ 24% no telephone numbers provided</li> <li>■ 2% Dead telephone line when called.</li> <li>■ 4% incorrect numbers given/recorded</li> <li>■ 12% no reply after 5 calls               <ul style="list-style-type: none"> <li>■ 312 interviews validated (10%), of which:                   <ul style="list-style-type: none"> <li>■ (6%) did not recall/not asked screening questions</li> <li>■ (3%) Age incorrectly recorded</li> </ul> </li> </ul> </li> </ul> </li> </ul>
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- 533 interviews were selected to be back-checked; they were taken from 31 shifts, and twenty-seven of the eighty-five interviewers who worked on the project this quarter had interviews validated.
- 312 interviews were validated.
- 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.