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Key Performance Indicators
<table>
<thead>
<tr>
<th>Key Performance Indicators</th>
<th>QLD PT Users</th>
<th>SEQ PT Users</th>
<th>ROQ Buses</th>
<th>SEQ Taxis</th>
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<tbody>
<tr>
<td>Overall Satisfaction Index</td>
<td>70</td>
<td>69</td>
<td>73</td>
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<tr>
<td>Safety &amp; Security</td>
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<td>75</td>
<td>78</td>
<td>70</td>
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<td>Reliability &amp; Frequency</td>
<td>60</td>
<td>60</td>
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<td>Comfort</td>
<td>67</td>
<td>66</td>
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<td>65</td>
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<td>Ease of Use</td>
<td>77</td>
<td>77</td>
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<td>73</td>
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<td>Proximity</td>
<td>71</td>
<td>70</td>
<td>73</td>
<td>57</td>
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<tr>
<td>Efficiency</td>
<td>70</td>
<td>70</td>
<td>72</td>
<td>66</td>
</tr>
<tr>
<td>Information</td>
<td>66</td>
<td>66</td>
<td>65</td>
<td>55</td>
</tr>
<tr>
<td>Accessibility</td>
<td>76</td>
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<td>80</td>
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<td>Staff</td>
<td>77</td>
<td>77</td>
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<tr>
<td>Affordability</td>
<td>62</td>
<td>61</td>
<td>72</td>
<td>58</td>
</tr>
</tbody>
</table>

Note – Queensland PT Users includes users of bus, train and ferry in South East Queensland, and bus in rest of Queensland. It excludes taxi users. South East Queensland PT Users include bus, train and ferry users in South East Queensland, and excludes taxi users.
Background and Research Design
Research Background and Objectives

- From a whole-of-Queensland perspective, the Department of Transport and Main Roads (TMR) is responsible for improving services and information and providing greater connectivity and accessibility of services throughout regional, rural and remote Queensland.

- For many years, TMR has tracked customer satisfaction through market research. The information collected assists TMR in identifying and prioritising areas for improvement and allows them to monitor the impact of service changes, new products and services and media coverage on customers’ perceptions and, ultimately, their satisfaction.
  - With the appointment of TNS in October 2009 to manage the tracking research, the questionnaire and reporting underwent a significant review, and as such a number of changes were made to both the questionnaire and report.
  - The reporting builds on previous reporting, however will not be seamless due to changes and updates to:
    - Sample – changes in sample sizes, as well as the exclusion of non-users of public transport.
    - KPI composition to include recent products and services and aligning questions across modes.

- The tracking research is reported six monthly and includes measurement of:
  - TMR’s 10 Key Performance Indicators and underlying attributes (see framework overleaf);
  - Other satisfaction attributes and selected products of interest; and
  - Behaviour i.e. usage of public transport overall, and the qconnect website.

- This document reports on the key findings from Quarter 2 through to Quarter 4 of the 2009/2010 tracking year, that is, interviewing conducted during November 2009 – June 2010. It reports on public transport in South East Queensland (combined bus, train and ferry), on buses amongst rest-of-Queensland customers, and on taxis in South East Queensland.
KPI Framework – Public Transport
KPI Framework for Staff – Public Transport

Note – call centre, third party agent, train and ferry questions asked only in South East Queensland
KPI Framework - Taxis

- **Safety & Security**
  - Safety while waiting for taxi
  - Safety on board
  - Waiting time for immediate hire trips
  - Comfort of ride
  - Cleanliness on board
  - Temperature on board
  - Mechanical reliability of taxi
  - Driver following road rules
  - Drivers using mobiles or other mobile devices

- **Reliability & Frequency**
  - Waiting time for pre-booked trips
  - Convenience of taxi ranks
  - Travel time door to door
  - Information on taxi fares and services
  - Method of handling customer complaints
  - Information in taxi about conditions, fare passenger rights
  - Helpfulness of driver
  - Drivers ability to handle taxi
  - Drivers knowledge of area and routes
  - Drivers conduct
  - Drivers willingness to help
  - Presentation of driver

- **Comfort**
  - Comfort of ride
  - Ease of booking taxi
  - Ability to pay by my preferred method
  - Information on taxi fares and services
  - Method of handling customer complaints

- **Ease of use**
  - Ease of booking taxi
  - Ability to pay by my preferred method
  - Information on taxi fares and services
  - Method of handling customer complaints

- **Proximity**
  - Convenience of taxi ranks
  - Travel time door to door
  - Information on taxi fares and services
  - Method of handling customer complaints

- **Efficiency**
  - Travel time door to door
  - Information on taxi fares and services
  - Method of handling customer complaints

- **Information**
  - Information on taxi fares and services
  - Method of handling customer complaints

- **Accessibility**
  - Ease of using taxi for those with mobility difficulties

- **Affordability**
  - Cost of fare
  - Being charged the correct tariff

- **Staff**
  - Helpfulness of driver
  - Drivers ability to handle taxi
  - Drivers knowledge of area and routes
  - Drivers conduct
  - Drivers willingness to help
  - Presentation of driver
Overview of Tracking Research Design – PT in South East Queensland

**Quarterly**

**Buses**
- 100 interviews per region per quarter
- Total n=700 (annual n=2,800)

**Trains**
- 100 interviews per region per quarter
- Total n=700 (annual n=2,800)

**Ferries**
- 100 interviews across SEQ per quarter
- Total n=100 (annual n=400)

**Reporting – quarter on quarter:**
- Dashboard reporting of 10 KPIs
- Charting of underlying data (PowerPoint)
- Data file

**Outcome**
- Tracking of organisational KPIs
- Identification and prioritisation of areas for improvement
- Monitoring the impact of change, new products and services and media coverage on customer perceptions

**Quarterly deep-dive on targeted issue**
- Either 1 bulletin board or 4 ethnographic depth interviews

**Outcome**
- In depth understanding of targeted issue in order to adjust or change service, policy or communications

**Annual review workshop session to review:**
- Annual results (KPIs, underlying data, deep-dives)
- National and international benchmarks and trends
- Project logistics and content

**Outcome**
- Understanding of results in the context of wider Public Transport environment
- Implications of the research results for TransLink and action plans
- Learning loops to feed back into service planning and tracking research approach
- Maximum utilisation of investment
Overview of Tracking Research Design – Buses in Regional Qld, Taxis in SEQ

**Reporting – annual:**
- Hardcopy for whole of Qld by mode, incorporating 10 KPI’s
- Hardcopy for rest-of-Qld by mode, incorporating 10 KPI’s
- High-level tracking of nominated KPI’s for Annual Report (quarter-on-quarter data)

**Buses**
- 50 interviews per region per quarter
- Total n=500 (annual n=2,000)

**Taxis**
- 25 interviews in SEQ per quarter
- Total annual n=100

**Annual review workshop session to review:**
- Annual results (KPI’s, underlying data, deep-dives)
- National and international benchmarks and trends
- Project logistics and content

**Outcome**
- Tracking of organisational KPI’s
- Identification and prioritisation of areas for improvement
- Monitoring the impact of change, new products and services and media coverage on customer perceptions

**Reporting – six monthly:**
- Hardcopy operator report for rest-of-Qld, incorporating 10 KPI’s

**Outcome**
- Understanding of results in the context of wider Public Transport environment
- Implications of the research results for TMR and action plans
- Learning loops to feed back into service planning and tracking research approach
- Maximum utilisation of investment
### Research Design

#### Target Audience
- Those aged 16+, living in Queensland and using public transport (buses) at least once a month, or living in South East Queensland and using taxis at least once a month

#### Methodology
- Online interviews: Sample drawn from MyOpinions.com

#### Sample size, quotas and margin of error

<table>
<thead>
<tr>
<th>Mode</th>
<th>Sample Size (n=)</th>
<th>Margin of error</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total state</strong></td>
<td>4,781</td>
<td>±1.4%</td>
</tr>
<tr>
<td>SEQ PT</td>
<td>3,775</td>
<td>±1.6%</td>
</tr>
<tr>
<td>ROQ Buses</td>
<td>927</td>
<td>±3.2%</td>
</tr>
<tr>
<td>SEQ Taxis</td>
<td>79</td>
<td>±11.0%</td>
</tr>
</tbody>
</table>

- Regional quotas set for PT Users in both SEQ and ROQ

#### Weighting
- Data is post weighted by age, gender, location and public transport usage (based on TNS profiling survey conducted in January 2010). Details are provided as an Appendix within this report.

#### Fieldwork period
- 25 November to 30 June 2010

#### Average interview length
- 22 minutes
Questionnaire Flow

- Screening, travel behaviour
- Overall satisfaction and commitment
- Satisfaction with KPIs
- Satisfaction with underlying attributes
- Use of and satisfaction with website
- Mode share and reasons for using public transport
- Demographics
Detailed Findings
### How to Interpret Charts and Symbols

**Q2-4 '09/10**

<table>
<thead>
<tr>
<th>Rating</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely Satisfied</td>
<td>93-100</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>76-92</td>
</tr>
<tr>
<td>Satisfied</td>
<td>59-75</td>
</tr>
<tr>
<td>Neutral</td>
<td>43-58</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>26-42</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>9-25</td>
</tr>
<tr>
<td>Extremely Dissatisfied</td>
<td>0-8</td>
</tr>
</tbody>
</table>
Overall Satisfaction and Commitment
Overall Satisfaction
Public transport in general

Q3. Thinking about public transport in general, please move the pointer to the place which indicates how satisfied you are with the public transport system in South East Queensland from 'completely dissatisfied' to 'completely satisfied'.

Base: Qtr 2-4 '09/10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Q4. Thinking at an overall level about how you travel on the <MODE>, and not just your last trip, please move the pointer to the place which indicates how satisfied you are with the <MODE> in general.

Base: Qtr 2-4 '09/10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Overall Satisfaction
With last trip

Q5. Now I would like you to think about your last trip travelling on the bus. (For bus users, “on buses operated by <insert the operator from Q1>”.
Please move the pointer on the bar below to the spot that best describes how satisfied you were with that trip specifically.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Q6. Thinking again more generally in a social situation, if the topic came up, would you speak favourably or unfavourably about bus services to other people? Please move the pointer on the bar below to the spot that best describes how favourably you would speak.

Base: Qtr 2-4 ‘09/10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79

Single response, prompted
Q7. How likely are you to continue to use the bus? Please move the pointer on the bar below to the spot that best describes how likely you are.

Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79 Single response, prompted
Q8. How do you rate the advantage of using bus over other forms of transport? Please move the pointer on the bar below to the spot that best describes how much of an advantage you think it is.

Base: Qtr 2-4 '09/10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Choice to use Public Transport

Q56. Thinking about your last trip on the bus did you have the choice to travel by car if you wanted or needed to? Single response, prompted
Q57. Still thinking about your last trip on the bus can you choose the two statements below that correspond to the two main reasons for using public transport over any other forms of transport? (Two responses, prompted)
Base: Qtr 2-4 '09/'10 Total PT interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Safety and Security
Safety and Security
Safety of vehicle at stops

Q29 (22). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety of vehicle at stops and stations.

Base: Qtr 2-4 '09/10 Total PT interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Safety and Security

Personal safety at stops & stations

Felt completely safe from other passengers Q2-4 '09/10

- Satisfied Zone
- Neutral Zone
- Dissatisfied Zone

Mean Scores out of 10

Q29 (21): Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety at stops and stations.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Safety and Security
Safety on board

Q29 (23). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety on board.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Q29 (50). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety while waiting for taxi.
Base: Qtr 2-4 '09/'10 Total Taxi interviews n=79
Single response, prompted
Reliability and Frequency

Frequency of service

Always comes when you need it

Doesn't come often enough

Q30 (20). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Frequency of <MODE>.

Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Mean Scores out of 10

Satisfied Zone

Neutral Zone

Dissatisfied Zone

Q2 '09/'10 Q3 '09/'10 Q4 '09/'10 Q1 '10/'11 Q2 '10/'11

ROQ Buses

SEQ PT

Total Qld

5.45
5.36
5.57
5.57
5.37

5.18
5.30
5.31
5.37

5.07

0 1 2 3 4 5 6 7 8 9 10

Q2 '09/10 Q3 '09/10 Q4 '09/10 Q1 '10/11 Q2 '10/11

5.57
5.57
5.30
5.37
5.37

5.30
5.31

5.57
5.37

5.18
5.30
5.31
5.37

5.07

0 1 2 3 4 5 6 7 8 9 10

Q2 '09/10 Q3 '09/10 Q4 '09/10 Q1 '10/11 Q2 '10/11

5.45
5.36
5.57
5.57
5.37

5.18
5.30
5.31
5.37

5.07

0 1 2 3 4 5 6 7 8 9 10

Q2 '09/10 Q3 '09/10 Q4 '09/10 Q1 '10/11 Q2 '10/11
Reliability and Frequency

Departure times

Departed exactly when it was meant to

Q2-4 ‘09/10

Departed really early/late – not when it was meant to

Mean Scores out of 10

Q29 (20). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Departure times.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Reliability and Frequency
Running outside peak

Always enough

Q2-4 ‘09/10

Never enough

Mean Scores out of 10

Q30 (22). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Running of <MODE> outside peak times.

Base: Qtr 2-4 ’09/’10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Q30 (21). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Running of <MODE> inside peak times.
Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Reliability and Frequency
Drivers leaving passengers waiting at stops

Drivers never leave passengers waiting at stops

Drivers often leave passengers waiting at stops

Q30 (29). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Drivers leaving passengers waiting at stops.

Base: Qtr 2-4 '09/'10 Total interviews n=2771 Total SEQ PT interviews n=1884; Total ROQ Bus interviews n=927
Single response, prompted
Reliability and Frequency
Waiting time for immediate taxi hire trips

As expected / quicker than expected

Q2-4 '09/10

Much longer than expected

Mean Scores out of 10

SEQ taxis

Q30 (41). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Waiting time for immediate hire trips.

Base: Qtr 2-4 '09/10 Total taxi interviews n=79
Single response, prompted
Reliability and Frequency
Waiting time for pre-booked hire trips

Q30 (42). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Waiting time for pre-booked trips. Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

As expected / quicker than expected

Q2-4 '09/10

Much longer than expected

Mean Scores out of 10

SEQ taxis
Reliability and Frequency
Mechanical reliability of taxi

The taxi was in excellent condition

Q2-4 ‘09/10

- Satisfied Zone
- Neutral Zone
- Dissatisfied Zone

Mean Scores out of 10

SEQ taxis

Q29 (48). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Mechanical reliability of taxi.
Base: Qtr 2-4 ’09/10 Total taxi interviews n=79
Single response, prompted
Q29 (55). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver followed road rules.
Base: Qtr 2-4 '09/10 Total taxi interviews n=79
Single response, prompted
Reliability and Frequency

Driver using mobiles or other electronic devices

Q29 (51). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver using mobile phones or other electronic devices.

Base: Qtr 2-4 '09/10 Total taxi interviews n=79
Single response, prompted

Mean Scores out of 10

The driver was not at all distracted

Q2-4 '09/10

- The driver was not at all distracted
- The driver was extremely distracted

Satisfied Zone
Neutral Zone
Dissatisfied Zone

SEQ taxis
Comfort
Comfort
Facilities available at stops (shelter, seating etc.)

Q29 (7). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Facilities available at stops and stations (shelter, seating etc.).
Base: Qtr 2-4 ’09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Comfort
Availability of seats

Q2-4 ‘09/10

 completamente acceptable

Mostly acceptable

Neutral

Mostly dissatisfied

Totally unacceptable

Mean Scores out of 10

Q2 '09/10 Q3 '09/10 Q4 '09/10 Q1 '10/11 Q2 '10/11

ROQ Buses

SEQ PT

Total Qld

Q29 (5). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Availability of seats.
Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
### Comfort

#### Comfort of ride

<table>
<thead>
<tr>
<th>Comfort Level</th>
<th>Q2-4 '09/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely comfortable</td>
<td>18%</td>
</tr>
<tr>
<td>Comfort</td>
<td>27%</td>
</tr>
<tr>
<td>Neutral</td>
<td>30%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>11%</td>
</tr>
<tr>
<td>Extremely uncomfortable</td>
<td>9%</td>
</tr>
<tr>
<td>Dissatisfied Zone</td>
<td></td>
</tr>
</tbody>
</table>

#### Mean Scores out of 10

<table>
<thead>
<tr>
<th>Quarter</th>
<th>ROQ Buses</th>
<th>SEQ PT</th>
<th>Total Qld</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q2 '09/10</td>
<td>7.18</td>
<td>7.53</td>
<td>7.23</td>
</tr>
<tr>
<td>Q3 '09/10</td>
<td>6.99</td>
<td>6.99</td>
<td>6.80</td>
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<tr>
<td>Q4 '09/10</td>
<td>6.71</td>
<td>6.55</td>
<td>6.65</td>
</tr>
<tr>
<td>Q1 '10/11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Q2 '10/11</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q29 (2). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Comfort of ride (seating, space etc.).

Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Comfort
Cleanliness on board

Q29 (6). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cleanliness on board.

Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Comfort
Temperature on board

Extremely comfortable temperature

<table>
<thead>
<tr>
<th>Q2-4 '09/10</th>
<th>Extremely comfortable temperature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Q2 '09/10</td>
</tr>
<tr>
<td></td>
<td>Q3 '09/10</td>
</tr>
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<td>Q4 '09/10</td>
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<td>Q1 '10/11</td>
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<td>18%</td>
<td>30%</td>
</tr>
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Mean Scores out of 10

<table>
<thead>
<tr>
<th>Satisfied Zone</th>
<th>Neutral Zone</th>
<th>Dissatisfied Zone</th>
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<tr>
<td>7.37</td>
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<tr>
<td>7.01</td>
<td>6.92</td>
<td></td>
</tr>
<tr>
<td>6.95</td>
<td>6.92</td>
<td></td>
</tr>
</tbody>
</table>

Q29 (11). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Temperature on board.
Base: Qtr 2-4 '09/10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Comfort
Crowding during peak times

Q30 (23): Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Crowding of <MODE> during peak times.

Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Comfort

Cleanliness of stop

Q29 (8). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cleanliness at stop/station/terminal.

Base: Qtr 2-4 ‘09/’10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Comfort
Maintenance of stop

Q29 (9). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Maintenance of stop/station/terminal.
Base: Qtr 2-4 ’09/’10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Q29 (10). Thinking about your last trip using the <MODE?>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Maintenance of bus/train/ferry.

Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Ease of Use
Ease of Use
Ease of using and understanding paper tickets

Q30 (6). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Ease of using and understanding paper tickets.

Base: Qtr 2-4 ’09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Ease of Use
Ease of finding departure stop (unfamiliar trips)

Q29 (12). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of finding departure stop/station/terminal where I had to get on the <MODE>.

Base: Qtr 2-4 '09/'10 Total interviews, unfamiliar users n=1809 Total SEQ interviews n=1548; Total ROQ interviews n=261

Single response, prompted
Ease of Use
Ease of finding destination stop (unfamiliar trips)

Q29 (13). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of finding destination stop/station/terminal. Base: Qtr 2-4 ’09/’10 Total interviews, unfamiliar users n=1809 Total SEQ interviews n=1548; Total ROQ interviews n=261 Single response, prompted
Ease of Use
Ease of booking taxi

I was able to book the taxi very easily

- 28%
- 24%
- 19%
- 5%
- 13%
- 7%

Q2-4 ‘09/10

I faced a lot of difficulty when booking the taxi

Mean Scores out of 10

<table>
<thead>
<tr>
<th>Q2 '09/10</th>
<th>Q3 '09/10</th>
<th>Q4 '09/10</th>
<th>Q1 '10/11</th>
<th>Q2 '10/11</th>
</tr>
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<tbody>
<tr>
<td>7.77</td>
<td>6.92</td>
<td>6.77</td>
<td></td>
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</table>

Satisfied Zone
Neutral Zone
Dissatisfied Zone

Q29 (47). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of booking the taxi.
Base: Qtr 2-4 ‘09/10 Total taxi interviews n=79
Single response, prompted
Ease of Use
Ability to pay for taxi by my preferred method

Q29 (1). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ability to pay by my preferred method.

Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted
Proximity
Proximity
Distance to end destination

It was really close for me

Satisfied Zone

Neutral Zone

Dissatisfied Zone

Q29 (18). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Distance to end destination once I got off the <MODE>.

Base: Qtr 2-4 ’09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Proximity
Distance to get to the stop

It was really close for me to get to

<table>
<thead>
<tr>
<th></th>
<th>Q2-4 '09/10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22%</td>
</tr>
<tr>
<td></td>
<td>28%</td>
</tr>
<tr>
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<td>24%</td>
</tr>
<tr>
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<td>10%</td>
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<tr>
<td></td>
<td>9%</td>
</tr>
<tr>
<td></td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>2%</td>
</tr>
</tbody>
</table>

I had way too far to go

Q29 (19). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Distance to get to the stop/station/terminal.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Proximity
Convenience of routes and stops

Q29 (17). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Convenience of routes and stops/stations/terminals.

Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Proximity
Convenience of ticket purchase

Q2-4 ’09/10

I can always buy a ticket or buy or top up my go card in a convenient location

- Satisfied Zone
- Neutral Zone
- Dissatisfied Zone

Mean Scores out of 10

Q2 ’09/10 Q3 ’09/10 Q4 ’09/10 Q1 ’10/11 Q2 ’10/11

- ROQ Buses
- SEQ PT
- Total Qld

Q30 (3). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Convenience of ticket and go card purchase
Base: Qtr 2-4 ‘09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Q9e. Thinking about your last trip using the taxi, please move the pointer to the place which indicates how satisfied you are with each of the following aspects from 'completely satisfied' to 'completely dissatisfied': Proximity, that is convenience of taxi rank locations.

Base: Qtr 2-4 '09/10 Total taxi interviews n=79
Single response, prompted
Efficiency
Efficiency
Travel time door to door

Q29 (16). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Travel time door to door.
Base: Qtr 2-4 ’09/’10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted
Connections with other modes/services

Q30 (24). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Connections with other modes/services (that is, changing services or changing to other buses, trains and CityFerries /CityCats.

Base: Qtr 2-4 ’09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Efficiency

Not having to deal with traffic

Q29 (15). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Not having to deal with traffic.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Information
Signage of directions

Q30 (19). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Signage of directions at stops and stations.

Base: Qtr 2-4 ’09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
**Information**

**Information on board about routes & stops**

Q30 (17). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Information on board about routes and stops.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Q30 (16). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Information available at stops and stations about routes and timetables.

Base: Qtr 2-4 09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Information
Ease of understanding timetables

Q30 (15). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Ease of understanding timetables.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
**Information**

Availability of information when planning trip

Q30 (11). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Availability of information when planning trip.

Base: Qtr 2-4 ’09/’10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Information
Availability of information when changing services

There’s plenty of information about changing services

Q2-4 ‘09/10

I can never find information about changing services

<table>
<thead>
<tr>
<th>Emoji</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>😊😊😊</td>
<td>11%</td>
</tr>
<tr>
<td>😊😊😊😊</td>
<td>20%</td>
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<td>😊😊😊😊</td>
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<td>5%</td>
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<td>😊😊😊</td>
<td>3%</td>
</tr>
</tbody>
</table>

Mean Scores out of 10

Q30 (12). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Availability of information when changing services on the same mode of transport (e.g. bus to bus).
Base: Qtr 2-4 ‘09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Q30 (8). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Accuracy of information about <MODE> services.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Q30 (18). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Advised if <MODE> late/cancelled.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Information
Availabilty of paper timetables

Q30 (14). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Availability of paper timetables.

Base: Qtr 2-4 ’09/’10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Q2-4 ’09/10

I can always get one when I need it

I can never get one when I need it
**Information**

**Availability of maps with route details**

Q30 (9). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Availability of maps with route details.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Information
Ease of understanding maps with route details

Q30 (10). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Ease of understanding maps with route details.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Information
Ease of finding information required on website

Q34 (1). Thinking about this last visit to the website and whether it answered your query, or reason for visiting the website, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Base: Qtr 2-43 ’09/10 Total who have visited website in last 12 months n=3295; Total SEQ interviews n=3071; Total ROQ interviews n=224
Single response, prompted
Information
Ease of navigating website

The website was really easy to navigate around

- The website was extremely difficult to navigate around

Q34 (2). Thinking about this last visit to the website and whether it answered your query, or reason for visiting the website, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Base: Qtr 2-43 ’09/10 Total who have visited website in last 12 months n=3295; Total SEQ interviews n=3071; Total ROQ interviews n=224
Single response, prompted
Q30 (38). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Information available on taxi fares and services.

Base: Qtr 2-4 ’09/’10 Total taxi interviews n=79
Single response, prompted
Q30 (39). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Information in taxi about conditions, fares, passenger rights. Base: Qtr 2-4 '09/10 Total taxi interviews n=79  
Single response, prompted
Information
Method of handling customer complaints

Handled in a very professional manner

\[ \begin{array}{c}
\text{Q2-4 '09/10} \\
\text{\%} \\
7 \\
14 \\
18 \\
7 \\
19 \\
6 \\
8 \\
\end{array} \]

Handled very poorly

Mean Scores out of 10

\[ \begin{array}{c}
\text{Satisfied Zone} \\
5.72 \\
5.77 \\
4.24 \\
\end{array} \]

Neutral Zone

\[ \begin{array}{c}
\text{Dissatisfied Zone} \\
\end{array} \]

Q30 (40). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Method of handling customer complaints.
Base: Qtr 2-4 '09/10 Total taxi interviews n=79
Single response, prompted
Accessibility
Accessibility
Accessibility of the stop

Q30 (1). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Accessibility of stop/platform/terminal.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
**Accessibility**
**Accessibility of the vehicle**

**Extremely easy to board**

![Bar chart showing accessibility of vehicle](chart)

**Q2-4 ’09/10**

- Extremely easy to board: 29%
- Extremely difficult to board: 1%

**Mean Scores out of 10**

- Q2 ’09/10: 7.82
- Q3 ’09/10: 7.79
- Q4 ’09/10: 7.75
- Q1 ’10/11: 7.61
- Q2 ’10/11: 7.83

**Q30 (2). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.**

**Accessibility of <MODE>**

Base: Qtr 2-4 ’09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927

Single response, prompted
Accessibility
Ease of using taxi for those with mobility difficulties

Q9j. Thinking about your last trip using the taxi, please move the pointer to the place which indicates how satisfied you are with each of the following aspects from ‘completely satisfied’ to ‘completely dissatisfied’. Accessibility, that is ease of using taxi for those with mobility difficulties.

Base: Qtr 2-4 ’09/’10 Total taxi interviews n=79
Single response, prompted
Staff (Bus Drivers)

Drivers’ ability to handle bus

The driver handled the bus really smoothly

Q2-4 ‘09/10

- The driver handled the bus really smoothly: 28%
- The driver was really rough with the bus: 30%
- Neutral: 22%
- Dissatisfied: 7%
- Satisfied: 7%
- Very Dissatisfied: 2%

Mean Scores out of 10

Q2 ‘09/10: 7.45
Q3 ‘09/10: 7.41
Q4 ‘09/10: 7.60
Q1 ‘10/11: 7.55
Q2 ‘10/11: 7.50

Q29 (26). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver’s ability to handle the bus.
Base: Qtr 2-4 ’09/10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted
### Staff (Bus Drivers)

Drivers’ conduct – helpful / courteous

<table>
<thead>
<tr>
<th>Driver was extremely courteous</th>
<th>Q2-4 ‘09/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driver was really rude/unhelpful</td>
<td></td>
</tr>
</tbody>
</table>

#### Mean Scores out of 10

- **Satisfied Zone**
  - Q2 '09/10: 7.54
  - Q3 '09/10: 7.45
  - Q4 '09/10: 7.73
  - Q1 '10/11: 7.55

- **Neutral Zone**
  - Q2 '09/10: 7.61
  - Q3 '09/10: 7.53
  - Q4 '09/10: 7.40
  - Q1 '10/11: 7.45

- **Dissatisfied Zone**

---

Q29 (27): Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver’s conduct.

*Base: Qtr 2-4 ‘09/10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927*

*Single response, prompted*
Q29 (28). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver’s knowledge of routes and stops.
Base: Qtr 2-4 '09/’10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted
Drivers never smoke or use mobile phones when driving

Drivers always smoke or use mobile phones when driving

Q30 (34). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers smoking or using mobile phones.

Base: Qtr 2-3 '09/'10 Total Bus interviews n=1583 Total SEQ bus interviews n=1156; Total ROQ Bus interviews n=427
Single response, prompted
Staff (Bus Drivers)
Drivers smoking (Q4)

Drivers never smoke or use mobile phones when driving

Drivers always smoke or use mobile phone when driving

Q30 (34). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers smoking.

Base: Qtr 4 ‘09/10 Total Bus interviews n=1188 Total SEQ bus interviews n=754; Total ROQ Bus interviews n=500
Single response, prompted
Staff (Bus Drivers)
Drivers using mobile phones (Q4)

Drivers never smoke or use mobile phones when driving

Drivers always smoke or use mobile phone when driving

Q30 (34). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers smoking or using mobile phones.
Base: Qtr 4 '09/10 Total Bus interviews n=1188 Total SEQ bus interviews n=688; Total ROQ Bus interviews n=500
Single response, prompted
Staff (Bus Drivers)
Drivers’ set down of passengers

Drivers always set people down when asked

Drivers never set people down when asked

Q30 (33). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Drivers’ set down of passengers.

Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted
Staff (Bus Drivers)
Drivers provide correct ticket

Drivers always provide the correct ticket

Drivers never provide the correct ticket

Mean Scores out of 10

Q30 (32). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Drivers provide the correct ticket.

Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted
Staff (Bus Drivers)
Drivers’ willingness to help others (i.e. disabled, elderly)

Q30 (35). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers willingness to help others (that is, passengers with disabilities / difficulties walking / elderly).

Base: Qtr 2-4 '09/10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted
Staff (Bus Drivers)
Presentation of drivers

Q30 (36). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Presentation of drivers.

Base: Qtr 2-4 '09/10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted
Q30 (30). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Consideration of passengers when driving off or stopping.

Base: Qtr 2-4 '09/’10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927

Single response, prompted
Staff (Taxi Drivers)
Helpfulness of taxi drivers

Q30 (44). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Helpfulness of taxi drivers.
Base: Qtr 2-4 ’09/’10 Total taxi interviews n=79
Single response, prompted
Staff (Taxi Drivers)

Drivers’ ability to handle taxi

The driver handled the taxi really smoothly

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfied</td>
<td>18%</td>
</tr>
<tr>
<td>Neutral</td>
<td>30%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>16%</td>
</tr>
<tr>
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<td>10%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>3%</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>8%</td>
</tr>
</tbody>
</table>

The driver was really rough with the taxi

Q29 (53). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver’s ability to handle the taxi.

Base: Qtr 2-4 ‘09/10 Total taxi interviews n=79
Single response, prompted
Staff (Taxi Drivers)

Drivers’ knowledge of area and routes

Q29 (57). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver’s knowledge of area and routes.

Base: Qtr 2-4 ‘09/10 Total taxi interviews n=79
Single response, prompted
Q29 (56). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver’s conduct.
Base: Qtr 2-4 ’09/‘10 Total taxi interviews n=79
Single response, prompted
Staff (Taxi Drivers)
Drivers’ willingness to help others (i.e. disabled, elderly)

Q30 (43). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers willingness to help others (that is, passengers with disabilities / difficulties walking / elderly).
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted
**Staff (Taxi Drivers)**

**Presentation of drivers**

**Q30 (45).** Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Presentation of drivers.

Base: Qtr 2-4 '09/10 Total taxi interviews n=79

Single response, prompted
Affordability
Affordability
Not paying for parking at destination

Q29 (4). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Not paying for parking at my destination.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Affordability
Cost of journey

Q29 (3). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cost of journey.

Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Affordability
Cost of fare

Q29 (54). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cost of fare.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted
Affordability
Being charged the correct tariff

I am always charged the correct tariff

Q2-4 ‘09/10

I am never charged the correct tariff

Q30 (37). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.

Being charged the correct tariff.

Base: Qtr 2-4 ‘09/’10 Total taxi interviews n=79
Single response, prompted

Mean Scores out of 10

SEQ taxis

Satisfied Zone

Neutral Zone

Dissatisfied Zone
Personal safety travelling to and from stop

**Q29 (24).** Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Personal safety travelling to and from the stop/station. Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927 Single response, prompted
Ease of Buying Paper Tickets

Q29 (14). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of buying paper ticket.

Base: Qtr 2-4 '09/'10 Total paper ticket interviews n=2870 Total SEQ interviews n=2022; Total ROQ interviews n=848
Single response, prompted
Reliability of fare machines

Q30 (4). I now want you to think about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Reliability of fare machines.

Base: Qtr 2-4 '09/10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted
Behaviour
PT Use, Website
Q58. Thinking about the various ways you travel over a typical month, what proportion of each type of transport would you say makes up the total time you spend travelling? Please indicate this by assigning a percentage of your travel time for each type, making sure the total equals 100%.

Base: Qtr 2-4 ‘09/10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79

Multiple response, prompted
Ticket Purchase Last Trip – Rest of Qld Only

Q24. What sort of ticket did you travel on for this trip?  
Base: Qtr 2-4 '09/'10 Total ROQ Bus interviews n=927  
Q25. What sort of fare did you travel on for this trip?  
Q26. What sort of paper ticket did you travel on for this trip?  
Q27. Where did you buy your ticket?  
Base: Qtr 2-4 '09/'10 Total paper ticket users - ROQ interviews n=848  
Single response, prompted
Use of qconnect Website
When last used and reason for use

Use of website in last year
- 77% in last year
- 4% in last month
- 8% in last 3 months
- 4% in last 6 months
- 7% in last year
- Not in last year

Main reason for using website
- Plan a journey: 22%
- Get a timetable: 56%
- Find information on fares: 6%
- Find other information: 8%
- Make a complaint: 2%
- Provide feedback: 1%
- Other: 0%

Q32. Have you used the qconnect website in the last year, that is www.qconnect.qld.gov.au? Base: Qtr 2&3 ’09/’10 Total interviews n=427
Single response, prompted

Q33. Thinking about the last time you visited the website, what was the main reason for going to the website? Base: Qtr 2-4 ’09/’10 Total ROQ interviews who have visited website in last 12 months n=224
Single response, prompted
Q48. Before today, had you heard of qconnect? Single response, unprompted
Q49. Where did you hear about qconnect? Multiple response, prompted
Q50. Who do you think is the main sponsor of qconnect? Single response, unprompted

Base: Qtr 2-4 ’09/’10 Total ROQ Bus interviews n=927
Secure Taxi Ranks
Awareness and Use

Q51. Before today had you heard of secure taxi ranks, that is ranks that operate between midnight and 5am and have a guard and marshal as well as CCTV and bright lighting? Base: Qtr 2-4 ’09/’10 Total taxi users n=79
Q52. Have you ever used a secure taxi rank? Base: Q 2-4 ’09/’10 Aware of secure taxi ranks n=27
Single response, prompted
Q52. Before today had you heard of flat fare taxi ranks, that is ranks that are available late at night and have a marshal organising people into groups going in common directions for a flat, pre-arranged fare? Base: Qtr 2-4 '09/'10 Total taxi users n=79
Q54. Have you ever used a flat fare taxi rank? Base: Q 2-4 '09/'10 Aware of flat fare taxi ranks n=12
Single response, prompted.
Summary of Demographic Profile

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2%</td>
<td>16-17 yrs</td>
</tr>
<tr>
<td>33%</td>
<td>18-34 yrs</td>
</tr>
<tr>
<td>38%</td>
<td>35-54 yrs</td>
</tr>
<tr>
<td>26%</td>
<td>55+ yrs</td>
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<tr>
<td>46%</td>
<td>Male</td>
</tr>
<tr>
<td>54%</td>
<td>Female</td>
</tr>
<tr>
<td>16%</td>
<td>Single person</td>
</tr>
<tr>
<td>10%</td>
<td>Group household</td>
</tr>
<tr>
<td>18%</td>
<td>Couple w/o kids</td>
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<tr>
<td>40%</td>
<td>Family</td>
</tr>
<tr>
<td>9%</td>
<td>Empty Nesters</td>
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<tr>
<td>54%</td>
<td>Working</td>
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<tr>
<td>15%</td>
<td>Retired</td>
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<tr>
<td>11%</td>
<td>Home duties</td>
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<tr>
<td>11%</td>
<td>Student</td>
</tr>
<tr>
<td>7%</td>
<td>Unemployed</td>
</tr>
<tr>
<td>3%</td>
<td>Other</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.89</td>
<td>Avg. household size</td>
</tr>
<tr>
<td>70%</td>
<td>Live within 440m of bus/train/ferry stop</td>
</tr>
<tr>
<td>18%</td>
<td>Live within 400m of taxi rank</td>
</tr>
<tr>
<td>5%</td>
<td>Vision impairment</td>
</tr>
<tr>
<td>8%</td>
<td>Physical / mobility impairment</td>
</tr>
<tr>
<td>4%</td>
<td>Hearing impairment</td>
</tr>
<tr>
<td>5%</td>
<td>Other impairment</td>
</tr>
</tbody>
</table>

*Results are weighted*
Appendix: Weighting
Appendix: Weighting

To ensure that the data collected represents the population of Queensland according to both demographics and usage of public transport, a complex multistage process of weighting is undertaken as follows.

- In the first instance, data is weighted within each of the TransLink and TMR regions to reflect the profile of public transport users by age and gender.
  - Age and gender population estimates are based on the most current forecasts available from the Australian Bureau of Statistics.
  - The incidence of public transport usage is based on comprehensive profiling research undertaken by TNS in January 2010 on behalf of TransLink and TMR.
- Regions are then weighted relative to each other to reflect relativities in population size of each region.

- The second stage of weighting ensures that modal usage (bus, train and ferry, and all combinations of multi modal users) are accurately reflected. These usage statistics are based on the 2010 profiling research.

- Weighting target matrices produced from the 2010 Profiling Survey will remain current until the next profiling survey is undertaken.
Please note that the data contained in this report has been prepared for the specific purpose of addressing the items contained in the project contract between TNS Australia and the TransLink Transit Authority / Department of Transport and Main Roads. It may not be suitable for other applications. The use of this data for any other purpose should be discussed with the lead author. TNS accepts no responsibility for unauthorised use of this data by a third party.