PUBLIC TRANSPORT CUSTOMER SATISFACTION MONITOR

Summary Report Of All Modes

January to March 2012

Wallis CONSULTING GROUP
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KEY RESULTS SUMMARY
Key Results Summary

Key Points to note this quarter:

Metropolitan Services  Overall

- Overall satisfaction with metropolitan services overall (measured on a six-point scale but indexed to a score out of 100) stands at 63.0, not significantly changed from last quarter (62.7), but certainly up from the same quarter a year ago (60.9).

- The fare increase that went through in January has led to a decrease in satisfaction with 'price of travel' among users of each of the three modes (train, tram and bus) but has not impacted significantly on overall satisfaction with metropolitan services or the individual modes.

Metropolitan Trains

- Overall satisfaction ratings showed no significant change. On the early 'top of mind' measure, 78% of respondents were "totally", "very", or "somewhat" satisfied with Metropolitan Train services, the same figure as for the last quarter, giving an indexed mean score of 63.5, which is not significantly different from the Sep-Dec11 figure.

- On the 0-to10 scale (multiplied by ten to get a score out of 100), overall satisfaction was virtually unchanged at 67.8, compared to 67.7 for the last quarter measure.

- As might be expected, given the static nature of the overall satisfaction results, key measures within the survey are effectively unchanged this month. The most important driver of overall satisfaction, ‘running of services’ was unchanged at 67.9, and there were no significant movements in aspects of ‘running of services’

- Satisfaction with 'price travel' fell from 65.8 last quarter to 62.2 this quarter.

Metropolitan Trams

- Overall, the initial 'top-of-mind' satisfaction measure indicated that 87% of respondents said they were “totally”, “very”, or “somewhat” satisfied with Metropolitan Tram services this quarter. Converted to a scale out of 100, overall satisfaction is unchanged from the previous quarter at 70.2.

- Overall satisfaction on the more considered 0-to-10 scale (multiplied by ten to get a score out of 100) was at a mean of 73.0, similar to 73.6 in Oct-Dec11.

- The primary driver of tram services overall, ‘running of services’ achieved a quarterly result of 73.0 this quarter (similar to 72.8 in Oct-Dec11). All individual service aspects of ‘running of services’ remained stable this quarter.

- Satisfaction with 'price of travel' fell from 66.8 last quarter to 62.5 this quarter.
Key Results Summary

Metropolitan Buses

- Using the early ‘top of mind’ measure of satisfaction, 85% of respondents said they were “totally”, “very” or “somewhat” satisfied with Metropolitan Bus services this quarter. Converted to a scale of 100, the result was 70.5, similar to 71.3 in the Oct-Dec11 quarter.

- On the 0-to10 scale (multiplied by ten to get a score out of 100), overall satisfaction remained stable this quarter with a mean of 75.4, unchanged from the previous quarter.

- Satisfaction with ‘running of services’, the primary driver of overall satisfaction with bus services, remained stable at 73.6 this quarter (73.2 last quarter). There were no significant changes in satisfaction across any individual aspects of ‘running of services’.

- Satisfaction with 'price of travel' fell from 71.1 last quarter to 67.4 this quarter.

Metropolitan Taxis

- Using an initial ‘top of mind’ measure of satisfaction, a total of 69% of respondents said that they were ‘totally’, ‘very’, or ‘somewhat’ satisfied with Metropolitan Taxi services this quarter. Converted to a scale of 100, the result was 57.9 a non significant drop from the Oct-Dec11 result of 59.8.

- On the more considered 0-to-10 scale (multiplied by ten to get a score out of 100), overall satisfaction with Metropolitan Taxis also remained stable at 64.5, a minor fall from 66.5 in the previous quarter.

V/Line Services Overall

- Using the initial ‘top-of-mind’ six-point scale, 86% of respondents said they were “totally”, “very”, or “somewhat” satisfied with V/Line services overall. Converted to a scale of 100, overall satisfaction was 72.2 this quarter (71.0 in Oct-Dec11).

V/Line Trains

- Overall satisfaction with V/Line train services, using the ‘top-of-mind’ measure, was 73.4 in Jan-Apr12 (compared to 71.5 in Oct-Dec11).

- On the 0-to-10 scale (multiplied by ten to get a score out of 100) satisfaction with V/Line train services remained stable at 77.3 (compared to 77.1 last quarter).

V/Line Coaches

- Using the initial ‘top-of-mind’ six-point scale, overall satisfaction with V/Line coach services was 70.9 this quarter (not significantly lower than 74.3 in Oct-Dec11).

- On the more considered 0-to-10 scale, satisfaction remained stable at 81.3 (compared to 84.1 in Oct-Dec11).
HOW THE MONITOR IS CONDUCTED
How the Monitor is Conducted

- The broad aim of the research is to monitor customer satisfaction with a range of public transport services.
- The monitor is conducted through monthly telephone surveys among public transport users, with similar numbers interviewed each month. Reports of results are prepared each quarter.
- The numbers interviewed each quarter are as follows:
  - Users of Metropolitan (Metro) trains 850
  - Users of (Yarra) trams 850
  - Users of Metropolitan bus services 425
  - Users of V/Line services 425
  - Users of Metropolitan taxi services 425
- In the case of Metropolitan trains and Metropolitan trams, equal numbers of frequent users (use the service once per week or more often) and occasional users (use at least six monthly) are interviewed.
- Survey samples for the Metropolitan surveys are obtained by randomly selecting fixed line phone numbers within postcodes from the Melbourne/Metropolitan areas served by public transport. The sample for the buses survey also includes outer suburban areas that only have bus services.
- Sample for the V/Line surveys is selected at random from households with a fixed line in postcodes that include, or are close to, V/Line train routes across the state.

SEE THE TECHNICAL DISCUSSION IN THE APPENDIX FOR MORE INFORMATION ON THE CONDUCT OF THE SURVEY, QUESTIONNAIRE CONTENT AND STATISTICAL RELIABILITY
Measures of Satisfaction

- In April 2009, the survey questionnaires were revised and updated. One of the major changes was to replace a 6-point satisfaction scale used frequently in the surveys with a 0 to 10 scale (where 0 means “extremely dissatisfied” and 10 means “extremely satisfied”).

- Customer satisfaction is therefore measured and reported in these surveys in three different ways, as follows.

- Early in the questionnaires respondents rate their satisfaction with metropolitan services overall, and with one mode of travel (train, tram, bus or taxi) using a six point satisfaction scale:
  - Totally satisfied (100)
  - Very satisfied (80)
  - Somewhat satisfied (60)
  - Somewhat dissatisfied (40)
  - Very dissatisfied (20)
  - Totally dissatisfied (0)

- Respondents are counted as “satisfied” with the service if they give a rating of totally satisfied, very satisfied or somewhat satisfied.

- The ratings given on the six point scale are turned into a Customer Satisfaction Index by giving the scores shown above (0, 20, 40, 60, 80, 100) for each response recorded and taking the average across all respondents.

- The great majority of satisfaction questions in the questionnaires use the 0-to-10 scale (where 0 means “extremely dissatisfied” and 10 means “extremely satisfied”). Responses are averaged across all respondents and multiplied by 10 to give a score out of 100.

- The six-point scale measure was the original scale used in the questionnaires, and for those few questions where it is used, there is more historical data available. The 11 point scale is more precise, and is generally easier for respondents to use, but has been in use only since April 2009.
Statistical Analyses

Statistical Testing
- Where green or red diamonds are shown in charts of results, they indicate that the measure in question has changed significantly since the previous quarter. The colour of the diamonds shows the change as either up ♦ (green) or down ♦ (red).
- The diamonds are only used to mark changes that are statistically significant at the 95% confidence level. What this means is that statistical analysis suggests that the change measured would only occur “by chance” on one occasion in 20 (or on 5% of all occasions).

Driver Analysis
- The major measure of satisfaction with each mode of transport is the overall satisfaction measured on the 0 to 10 point scale. Various factors measured within the questionnaire (e.g. running of services, personal security, information) are found to impact on respondents’ overall satisfaction, that is to say, when one of these factors increases overall satisfaction will also increase to some extent. These factors are not equally important in determining customers’ overall satisfaction levels - some have very much greater effect than others.
- Statistical analysis of large amounts of data over time shows which factors have the most impact on overall satisfaction and the relative strength of each of them. This analysis is known as “driver” analysis, because it tells us what aspects of service “drive” overall satisfaction. Driver analysis is performed annually on each of the modes of transport, and used to indicate where to put most effort in service improvement so as to improve overall satisfaction.
METROPOLITAN SERVICES OVERALL
Metropolitan Services Overall

Early in the survey, all metropolitan public transport users are asked how satisfied they are with the metropolitan services in general. The chart below tracks over time the proportion of transport users who were totally, very, or somewhat satisfied with the services.

**Proportion of Satisfied Users of Metropolitan Services by Quarter**

(Base: Metropolitan train, tram, and bus travellers)

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.

**Customer Satisfaction Index of Metropolitan Services by Quarter**

(Base: Metropolitan train, tram, and bus travellers)

Q. Overall, are you satisfied or dissatisfied with the metropolitan train, tram, and bus services provided? Is that totally, very, or somewhat (satisfied/dissatisfied)?

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.
METROPOLITAN TRAIN SERVICES
Summary of Findings
- Metropolitan Train Services

OUTCOME SUMMARY

- After two quarters showing clear improvements in perceptions of metropolitan train services, the first quarter of 2012 was one of consolidation rather than further gains. The only real change of note was a fall in satisfaction with the ‘price of travel’, which fell from 65.8 to 62.2 this quarter; this change is clearly related to the increase in fares that took place in January 2012.

- Performance figures for metropolitan train services indicate that all three months were above the target of 98 in terms of delivery (trains not cancelled), with scores of 98.1 in January and 98.5 in each of February and March. In contrast, there was a fall in punctuality performance, with scores of 90.1, 87.4 and 87.7 for the three months in turn, against a target of 88.

- Overall satisfaction ratings showed no significant change. On the early ‘top of mind’ measure, 78% of respondents were "totally", "very", or "somewhat" satisfied with Metropolitan Train services, the same figure as for the last quarter, giving an indexed mean score of 63.5, which is not significantly different from the Sep-Dec11 figure.

- On the 0-to10 scale (multiplied by ten to get a score out of 100), overall satisfaction was virtually unchanged at 67.8, compared to 67.7 for the last quarter measure.

- As might be expected, given the static nature of the overall satisfaction results, key measures within the survey are effectively unchanged this month:
  - ‘running of services’, the most important driver of overall satisfaction, was unchanged at 67.9, and there were no significant movements in aspects of ‘running of services’
  - ‘personal security’, which has been rising, has stabilised at 66.0, not statistically significantly different from the score of 65.6 last quarter
  - ‘design, space and comfort’ was rated at 66.9, compared to 65.3 last quarter, but again the change is not statistically significant, and no aspects of ‘design, space and comfort’ moved significantly
  - satisfaction with ‘information’ stood at a rating of 69.0, again unchanged, and with no significant changes in any aspects of ‘information’.

- The rating of stations, and all associated aspects, remained stable this quarter.

- In other respects, the data show indications of long term improvements in ratings of the staff encountered by train travellers:
  - satisfaction with ‘authorised officers’ has been rising since it took a sudden dip in Jan-Mar11, and now stands at 71.6, the highest score recorded on the new measures introduced three years ago
  - satisfaction with ‘train drivers’ has also been rising since a low in Apr-Jun11, and now stands at 79.0, again the highest yet recorded outcome
  - satisfaction with ‘other staff’ has also been increasing since Apr-Jun last year, and now stands at a high of 76.4.

- Whilst these measures are indications of good and improved service by train staff, unfortunately it is only perceptions of ‘authorised officers’ that have any significant impact on overall satisfaction, and even then the effect is relatively small.

- The proportion of train travellers using the myki ticket system stood at 38% in this quarter, with 62% still using the Metcard system. Satisfaction with the Metcard system is still higher than myki at a rating of 77.6 compared to 68.2, however, neither rating showed a significant change this quarter.
Public transport users selected to answer questions about metropolitan train services are asked: “Overall, are you satisfied or dissatisfied with the train service on your line? Is that totally, very or somewhat?”. Asked near the beginning of the survey (before evaluating specific aspects of the service), this question captures the top-of-mind perception of train services. The chart below illustrates the proportion of metropolitan train users who were totally, very, or somewhat satisfied with the services.

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.

Near the end of the survey (after evaluating all aspects of the service), train users are asked the same question, this time using a 0-to-10 scale, where 0 means ‘extremely dissatisfied’ and 10 means ‘extremely satisfied’. The scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100. The average scores over time are illustrated in the chart below. This can be regarded as the ‘considered’ view of overall satisfaction with the services.
Drivers of Satisfaction with Metropolitan Train Services

Analysis of survey results over a long time period, and using statistical methods, allows us to determine which aspects of service have the most effect on overall satisfaction. The various aspects that contribute to the public’s rating of overall satisfaction are called the primary, secondary and tertiary drivers of satisfaction depending on how important they are. The diagram below shows that the primary driver of overall satisfaction is the running of the services. Secondary and tertiary drivers are as shown. The technical appendix gives more information on this analysis.

The remaining four service areas, i.e. “Metcard ticketing”, “myki ticketing”, “train drivers”, and “other train staff”, have low contribution to overall satisfaction with train services.
Satisfaction with Aspects of Metropolitan Train Services

This section contains the quarterly results of satisfaction scores for various aspects of metropolitan train services. These scores are based on the 0-to-10 satisfaction scale, which has been used since April 2009, replacing the previously used 6-point satisfaction scale).

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"Thinking of the operational performance of train services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with how train services are run overall?"

Running of Services

CSI (Base: train travellers) Since April 2009, wording has changed from "service delivery".

"How satisfied are you with your feelings of personal security overall?"

Personal Security

CSI (Base: train travellers) Since April 2009, wording has changed from "safety".

"How satisfied are you with the information provided about train services overall?"

Information

CSI (Base: train travellers)
Satisfaction with Aspects of Metropolitan Train Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with the design, space and comfort of Melbourne’s trains overall?"

**Design, Space, and Comfort Onboard**

(Base: train travellers)

Since April 2009, wording has changed from "comfort on trains"

"How satisfied are you with the train stations overall?"

**Train Stations**

(Base: train travellers)

"Thinking about the services you receive, how satisfied are you with the price of train travel in metropolitan Melbourne?"

**Price of Train Travel**

(Base: train travellers)

Since April 2009, wording has changed from "ticket price"
"How satisfied are you with Metcard ticketing overall?"

**Metcard Ticketing**
(Base: train travellers who have not used myki)

Since 29 Dec 2009, myki has been introduced in stages to replace Metcard.

"How satisfied are you with the myki ticketing system overall?"

**myki Ticketing**
(Base: train travellers who have used myki)

New question introduced in January 2010.

"How satisfied are you with authorised officers overall?"

**Authorised Officers**
(Base: train travellers who have been on trains where officers check tickets)

New question introduced in April 2009.
Satisfaction with Aspects of Metropolitan Train Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with metropolitan train drivers overall?"

Train Drivers
CSI (Base: train travellers)

New question introduced in April 2009.

"I would like to ask you about any other train staff you have had contact with in the past six months. On the 0 to 10 scale, how satisfied are you with other train staff overall?"

Other Train Staff
CSI (Base: train travellers)

Since April 2009, wording has changed from "staff service".
METROPOLITAN TRAM SERVICES
Summary of Findings  
- Metropolitan Tram Services

OUTCOME SUMMARY

- The findings for tram services this quarter reveal some interesting changes in satisfaction with ‘Metcard ticketing’ versus ‘myki ticketing’, and an overall decline in satisfaction with the ‘price of tram travel’ in general. These issues are discussed further below.

- Overall, the initial ‘top-of-mind’ satisfaction measure indicated that 87% of respondents said they were “totally”, “very”, or “somewhat” satisfied with Metropolitan Tram services this quarter. Converted to a scale out of 100, overall satisfaction is unchanged from the previous quarter at 70.2.

- Overall satisfaction on the more considered 0-to-10 scale (multiplied by ten to get a score out of 100) was at a mean of 73.0, similar to 73.6 in Oct-Dec11.

- The primary driver of tram services overall, ‘running of services’ achieved a quarterly result of 73.0 this quarter (similar to 72.8 in Oct-Dec11). All individual service aspects of ‘running of services’ remained stable this quarter.

- ‘Personal security’, a secondary driver of tram services overall, achieved a satisfaction rating of 71.7 in the current quarter, not significantly changed from the 73.3 achieved last quarter. There were no significant changes in satisfaction with the various component measures for ‘personal security’.

- The other secondary driver of tram services overall, ‘design, space and comfort’, remained stable this quarter at 68.3. Most aspects were rated higher than 60.0, except for ‘comfort when not seated’ (56.4). No aspects of ‘design, space and comfort’ significantly changed in satisfaction this quarter.

- In reaction to the fare increase implemented at the start of this year, overall satisfaction with the ‘price of tram travel’ has significantly declined this quarter, from 66.8 in Oct-Dec11 to 62.5 this quarter.

- The proportion of tram users who have adopted myki showed a further significant rise to 44% this quarter, whilst the proportion using Metcards fell once again to 58%. The proportion of new myki users – those saying they had been using the system for less than a month – significantly increased from 3% to 8%.

- However, Metcard users continue to rate the ticketing system highly, giving significantly improved ratings to the following aspects of Metcard usage: ‘ease of understanding Metcard ticketing system’, increased from 72.8 to 77.2; ‘ease of being able to purchase Metcard tickets’, increased from 64.1 to 68.1; and ‘ease of validating Metcard tickets’, increased from 73.6 to 78.7.

- In contrast, overall satisfaction with ‘myki ticketing’ has declined from 69.9 in Oct-Dec11 to 65.9 this quarter. Satisfaction with the ‘amount of myki ticketing information on trams’ also declined from 63.9 to 58.0.
Public transport users selected to answer questions about metropolitan tram services are asked: "Overall, are you satisfied or dissatisfied with the service on your tram route? Is that totally, very, or somewhat?". Asked near the beginning of the survey (before evaluating specific aspects of the service), this question captures the top-of-mind perception of tram services. The chart below illustrates the proportion of metropolitan tram users who were totally, very, or somewhat satisfied with the services.

**Proportion of Satisfied Users of Metropolitan Tram Services by Quarter**

(Base: tram travellers)

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.

**Customer Satisfaction Index of Tram Services by Quarter (6-point scale)**

(Base: tram travellers)

Near the end of the survey (after evaluating all aspects of the service), tram users are asked the same question, this time using a 0-to-10 scale, where 0 means 'extremely dissatisfied' and 10 means 'extremely satisfied'. The scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100. The average scores over time are illustrated in the chart below. This can be regarded as the 'considered' view of overall satisfaction with the services.
Drivers of Satisfaction with Metropolitan Tram Services

Analysis of survey results over a long time period, and using statistical methods, allows us to determine which aspects of service have the most effect on overall satisfaction. The various aspects that contribute to the public’s rating of overall satisfaction are called the primary, secondary and tertiary drivers of satisfaction depending on how important they are. The diagram below shows that the primary driver of overall satisfaction is the running of the services. Secondary and tertiary drivers are as shown. The technical appendix gives more information on this analysis.

**Primary Driver**
- Frequency of scheduled services
- Travel time of journey
- Reliability of services
- Ability to get on first arriving tram
- Extent of delays

**Secondary Drivers**
- Security on trams during the day
- Security at tram stops during the day
- Ability to call for assistance
- Security at tram stops after dark
- Seat comfort
- Design enables moving around
- Cleanliness & litter in trams
- Temperature of trams

**Tertiary Drivers**
- Courteous & helpful
- Drive safely & smoothly
- Announce arrival at stops
- Info provided for planned disruptions
- Tram Drivers
- Information
- Price of Tram Travel
- Tram Stops
- Authorised Officers
- Other Tram Staff
- Metcard Ticketing
- myki Ticketing

There are no service areas that have low contribution to overall satisfaction with tram services.
Satisfaction with Aspects of Metropolitan Tram Services

This section contains the quarterly results of satisfaction scores for various aspects of metropolitan tram services. These scores are based on the 0-to-10 satisfaction scale, which has been used since April 2009, replacing the previously used 6-point satisfaction scale.

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"Thinking of the operational performance of tram services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with how tram services are run overall?"

Running of Services

CSI (Base: tram travellers) Since April 2009, wording has changed from "service delivery".

"How satisfied are you with your feelings of personal security overall?"

Personal Security

CSI (Base: tram travellers) Since April 2009, wording has changed from "safety".

"How satisfied are you with the design, space and comfort of Melbourne’s trams overall?"

Design, Space, and Comfort Onboard

CSI (Base: tram travellers) Since April 2009, wording has changed from "comfort on trams"
Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with metropolitan tram drivers overall?"

**Tram Drivers**
(Base: tram travellers)

"How satisfied are you with the information provided about tram services overall?"

**Information**
(Base: tram travellers)

"Thinking about the services you receive, how satisfied are you with the price of tram travel in metropolitan Melbourne?"

**Price of Tram Travel**
(Base: tram travellers)
Satisfaction with Aspects of Metropolitan Tram Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with the tram stops overall?"

**Tram Stops**
(Base: tram travellers)

"How satisfied are you with authorised officers overall?"

**Authorised Officers**
(Base: tram travellers who have been on trams where officers check tickets)

New question introduced in April 2009.

"I would like to ask you about any other tram staff you have had contact with in the past six months. On the 0 to 10 scale, how satisfied are you with other tram staff overall?"

**Other Tram Staff**
(Base: tram travellers)

New question introduced in April 2009.
Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with Metcard ticketing overall?"

**Metcard Ticketing**

(Base: tram travellers who have not used myki)

Since 25 Jul 2010, myki has been introduced in stages to replace Metcard.

"How satisfied are you with the myki ticketing system overall?"

**myki Ticketing**

(Base: tram travellers who have used myki)

New question introduced in August 2010.
METROPOLITAN
BUS SERVICES
Summary of Findings
- Metropolitan Bus Services

OUTCOME SUMMARY

- Satisfaction ratings for Metropolitan Bus services are mostly stable in the Jan-Mar12 quarter, with only a few significant changes in results compared to the previous quarter. However, there was a notable decline in satisfaction with ‘price’ this quarter (see below).

- Using the early ‘top of mind’ measure of satisfaction, 85% of respondents said they were “totally”, “very” or “somewhat” satisfied with Metropolitan Bus services this quarter. Converted to a scale of 100, the result was 70.5, similar to 71.3 in the Oct-Dec11 quarter.

- On the 0-to10 scale (multiplied by ten to get a score out of 100), overall satisfaction remained stable this quarter with a mean of 75.4, unchanged from the previous quarter.

- Smartbus services continue to perform strongly with overall satisfaction at 82.2 this quarter (79.5 in Oct-Dec11). The proportion of bus travellers who caught Smartbus services this quarter (38%) is not significantly higher than that of last quarter (34%).

- The figures for usage of and satisfaction with the Nightrider Bus service are unchanged from the previous quarter at 6% usage and a satisfaction score of 70.9 this quarter.

- Satisfaction with ‘running of services’, the primary driver of overall satisfaction with bus services, remained stable at 73.6 this quarter (73.2 last quarter). There were no significant changes in satisfaction across any individual aspects of ‘running of services’.

- A secondary driver of overall satisfaction with bus services, ‘personal security’ achieved a score of 78.7 this quarter, unchanged from 77.3 last quarter. Most aspects were rated higher than 60.0, except for ‘personal security at bus stops after dark’ (59.2), and ‘presence of staff other than drivers on buses’ (57.1). No aspects of ‘personal security’ significantly changed in satisfaction this quarter.

- Satisfaction with the other secondary driver of overall satisfaction with bus services, ‘design, space and comfort’ remained stable at 78.6 this quarter (78.2 last quarter). There were no significant changes in satisfaction for any of the aspects of ‘design, space and comfort’ this quarter.

- The fare increase implemented at the start of this year was reflected in a significant decline in satisfaction with ‘price’ in the Jan-Mar12 quarter at 67.4, down from 71.1 in the Oct-Dec11 quarter.

- There were no significant changes in overall satisfaction for either ‘Metcard ticketing’ (81.7) or ‘myki ticketing’ (71.6) this quarter. However, one element of Metcard ticketing saw a decline (the ‘working order of ticket vending machines’ declined from 76.2 last quarter to 68.8 this quarter), and one element of myki ticketing improved significantly (the ‘accuracy of transaction/travel records’ improved to 81.3, up from 70.6 in Oct-Dec11).

- Among bus travellers using myki, there was a significant increase in the proportion who used myki money only (79% this quarter, up from 64% last quarter), as opposed to a myki pass or both.
Public transport users selected to answer questions about metropolitan bus services are asked: "Overall, are you satisfied or dissatisfied with the service on your bus route? Is that totally, very or somewhat?". Asked near the beginning of the survey (before evaluating specific aspects of the service), this question captures the top-of-mind perception of bus services. The chart below illustrates the proportion of metropolitan bus users who were totally, very, or somewhat satisfied with the services.

### Proportion of Satisfied Users of Metropolitan Bus Services by Quarter

**Proportion of Satisfied Users of Metropolitan Bus Services by Quarter**

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<thead>
<tr>
<th>Quarter</th>
<th>% Satisfied</th>
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<td>Jan-Mar '12</td>
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**From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.**

### Customer Satisfaction Index of Bus Services by Quarter (6-point scale)

**Customer Satisfaction Index of Bus Services by Quarter (6-point scale)**

<table>
<thead>
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<th>Quarter</th>
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<td>Jan-Mar '12</td>
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</table>

Near the end of the survey (after evaluating all aspects of the service), bus users are asked the same question, this time using a 0-to-10 scale, where 0 means 'extremely dissatisfied' and 10 means 'extremely satisfied'. The scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100. The average scores over time are illustrated in the chart below. This can be regarded as the 'considered' view of overall satisfaction with the services.

### Customer Satisfaction Index of Bus Services by Quarter (0-to-10 scale)

**Customer Satisfaction Index of Bus Services by Quarter (0-to-10 scale)**

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<thead>
<tr>
<th>Quarter</th>
<th>CSI</th>
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<td>Oct-Dec '11</td>
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<tr>
<td>Jan-Mar '12</td>
<td>75.4</td>
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</table>
Drivers of Satisfaction with Metropolitan Bus Services

Analysis of survey results over a long time period, and using statistical methods, allows us to determine which aspects of service have the most effect on overall satisfaction. The various aspects that contribute to the public’s rating of overall satisfaction are called the primary, secondary and tertiary drivers of satisfaction depending on how important they are. The diagram below shows that the primary driver of overall satisfaction is the running of the services. Secondary and tertiary drivers are as shown. The technical appendix gives more information on this analysis.

The remaining service area, i.e. “authorised officers”, has a low contribution to overall satisfaction with bus services.
Satisfaction with Aspects of Metropolitan Bus Services

This section contains the quarterly results of satisfaction scores for various aspects of metropolitan bus services. These scores are based on the 0-to-10 satisfaction scale, which has been used since April 2009, replacing the previously used 6-point satisfaction scale).

"Thinking of the operational performance of bus services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with how bus services are run overall?"

**Running of Services**

**Personal Security**

"How satisfied are you with your feelings of personal security overall?"

**Design, Space, and Comfort Onboard**

"How satisfied are you with the design, space and comfort of Melbourne's buses overall?"
Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with metropolitan bus drivers overall?"

**Bus Drivers**  
(Base: bus travellers)  
New question introduced in April 2009.

"How satisfied are you with the information provided about bus services overall?"

**Information**  
(Base: bus travellers)

"How satisfied are you with the bus stops overall?"

**Bus Stops**  
(Base: bus travellers)
"How satisfied are you with Metcard ticketing overall?"

**Metcard Ticketing**

(Base: bus travellers who have not used myki)

Since 25 Jul 2010, myki has been introduced in stages to replace Metcard.

"How satisfied are you with the myki ticketing system overall?"

**myki Ticketing**

(Base: bus travellers who have used myki)

New question introduced in August 2010.
Satisfaction with Aspects of Metropolitan Bus Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"Thinking about the services you receive, how satisfied are you with the price of bus travel in metropolitan Melbourne?"

**Price of Bus Travel**

CSI (Base: bus travellers)

Since April 2009, wording has changed from "ticket price"

"How satisfied are you with authorised officers overall?"

**Authorised Officers**

CSI (Base: bus travellers who have been on buses where officers check tickets)

New question introduced in April 2009.
V/LINE SERVICES
OVERALL
V/Line Services Overall

Early in the survey, all V/Line users are asked how satisfied they are with V/Line (train and coach) services in general. The chart below tracks over time the proportion of transport users who were totally, very, or somewhat satisfied with the services.

**Proportion of Satisfied Users of V/Line Services by Quarter**

(Base: V/Line train and coach travellers)

![Proportion of Satisfied Users Chart]

**Customer Satisfaction Index of V/Line Services by Quarter**

(Base: V/Line train and coach travellers)

![Customer Satisfaction Index Chart]

Q. Overall, are you satisfied or dissatisfied with V/Line (train and coach) services provided? Is that totally, very, or somewhat (satisfied/dissatisfied)?

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.
V/LINE TRAIN SERVICES
OUTCOME SUMMARY

- Overall satisfaction with V/Line train services, using the ‘top-of-mind’ measure, was 73.4 in Jan-Apr12 (compared to 71.5 in Oct-Dec11). On the 0-to-10 scale (multiplied by ten to get a score out of 100) satisfaction with V/Line train services remained stable at 77.3 (compared to 77.1 last quarter).

- A lower proportion of V/Line train users believed that train services were much or a little better now than 12 months ago (30% in Jan-Mar12 vs. 37% in Oct-Dec11). Seven percent of train users believed the opposite.

- In the last 12 months, Ballarat (79.8) continues to be the highest rated train corridor, followed by Sale and Bendigo (both averaging 78.4). Albury (64.0) is the lowest-rated train corridor: it should be noted that train works affecting the Albury Line, as part of the North East Rail Revitalisation project, were completed during this quarter, so it is to be hoped that results will now improve.

- The primary driver of V/Line train services, ‘running of services’ achieved a satisfaction score of 75.1. This was not a significant change compared to 73.8 in Oct-Dec11. Satisfaction with ‘frequency to and from special events’ dropped to 65.8 after achieving the highest satisfaction score in the previous quarter (75.2) since the question was introduced in Apr-Jun09.

- ‘Personal security’, a secondary driver of overall satisfaction with train services remained stable this quarter, 77.2 compared to 78.1 in Oct-Dec11. Satisfaction with individual service aspects of ‘personal security’ were lower this quarter, but not significantly.

- Satisfaction with ‘information’, another secondary driver of overall satisfaction with train services, was 77.2 this quarter, not statistically different from 77.0 in Oct-Dec11. Satisfaction with individual aspects of ‘information’ remained stable this quarter with no significant changes in satisfaction results.

- The remaining secondary driver of overall satisfaction with train services, ‘design and comfort’ achieved a quarterly result of 77.0, unchanged from Oct-Dec 11. There were no significant changes in satisfaction with any individual service aspect of ‘design and comfort’.

- Seventeen percent of V/Line train travellers said they had increased their train usage in the last six months (compared to 21% in Oct-Dec11), and only 13% stated the opposite.
V/Line users selected to answer questions about V/Line train services are asked: “Overall, are you satisfied or dissatisfied with V/Line train services? Is that totally, very or somewhat?”. Asked near the beginning of the survey (before evaluating specific aspects of the service), this question captures the top-of-mind perception of train services. The chart below illustrates the proportion of V/Line train users who were totally, very, or somewhat satisfied with the services.

Proportion of Satisfied Users of V/Line Train Services by Quarter

(Base: V/Line train travellers)

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.

Customer Satisfaction Index of V/Line Train Services by Quarter (6-point scale)

(Base: V/Line train travellers)

Near the end of the survey (after evaluating all aspects of the service), V/Line train users are asked the same question, this time using a 0-to-10 scale, where 0 means ‘extremely dissatisfied’ and 10 means ‘extremely satisfied’. The scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100. The average scores over time are illustrated in the chart below. This can be regarded as the ‘considered’ view of

Customer Satisfaction Index of V/Line Train Services by Quarter (0-to-10 scale)

(Base: V/Line train travellers)
Drivers of Satisfaction with V/Line Train Services

THE ‘DRIVERS’ OF OVERALL SATISFACTION

Analysis of survey results over a long time period, and using statistical methods, allows us to determine which aspects of service have the most effect on overall satisfaction. The various aspects that contribute to the public’s rating of overall satisfaction are called the primary, secondary and tertiary drivers of satisfaction depending on how important they are. The diagram below shows that the primary driver of overall satisfaction is the running of the services. Secondary and tertiary drivers are as shown. The technical appendix gives more information on this analysis.

The remaining three service areas, i.e. “price”, “seat reservation”, “train staff”, and “conductors” have low contribution to overall satisfaction with V/Line Train services.
Satisfaction with Aspects of V/Line Train Services

This section contains the quarterly results of satisfaction scores for various aspects of V/Line train services. These scores are based on the 0-to-10 satisfaction scale, which has been used since April 2009, replacing the previously used 6-point satisfaction scale).

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"Thinking of the operational performance of V/Line train services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with how V/Line train services are run overall?"

Running of Services

<table>
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<tr>
<th>CSI (Base: V/Line train travellers)</th>
<th>Since April 2009, wording has changed from &quot;service delivery&quot;.</th>
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<td>Jan-Mar'12</td>
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</table>

"How satisfied are you with your feelings of personal security overall?"

Personal Security

<table>
<thead>
<tr>
<th>CSI (Base: V/Line train travellers)</th>
<th>Since April 2009, wording has changed from &quot;safety&quot;.</th>
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"How satisfied are you with the design, space and comfort of V/Line trains overall?"

Design, Space, and Comfort Onboard

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<td>Jan-Mar'12</td>
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</table>
Satisfaction with Aspects of V/Line Train Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

“How satisfied are you with the information provided about V/Line train services overall?”

Information
(Base: V/Line train travellers)

“How satisfied are you with V/Line train stations overall?”

Train Stations
(Base: V/Line train travellers)

“How satisfied are you with the price you pay for V/Line train tickets, how satisfied are you with the price of train travel using V/Line?”

Price of Train Travel
(Base: V/Line train travellers)

Since April 2009, wording has changed from “value for money”
Satisfaction with Aspects of V/Line Train Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with V/Line conductors overall?"

![Train Conductors CSI Graph](image)

"How satisfied are you with the refreshments available when travelling by V/Line overall?"

![Refreshments CSI Graph](image)

"How satisfied are you with V/Line ticketing overall?"

![Ticketing CSI Graph](image)
Satisfaction with Aspects of V/Line Train Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

“How satisfied are you with the seat reservation service overall?”

Seat Reservation

CSI (Base: V/Line train travellers who use seat reservation service)

% using seat reservation service

Satisfaction

“Thinking about the V/Line staff you have had contact with in the past six months, on the 0 to 10 scale, how satisfied are you with V/Line train staff overall?”

V/Line Train Staff

CSI (Base: V/Line train travellers)

84.9

82.7
V/LINE COACH SERVICES
Summary of Findings - V/Line Coach Services

OUTCOME SUMMARY

- Using the initial 'top-of-mind' six-point scale, overall satisfaction with V/Line coach services was 70.9 this quarter (not significantly lower than 74.3 in Oct-Dec11). On the more considered 0-to-10 scale, satisfaction remained stable at 81.3 (compared to 84.1 in Oct-Dec11).

- One fifth of V/Line coach users believed that coach services were much or a little better now than 12 months ago, while a small proportion (3%) of coach users believed the opposite.

- Ballarat (85.7) continues to be the highest rated coach corridor in the past 12 months, while the highest rated coach regions were Western (85.7) and Northern (82.6). The lowest rated coach corridor in the past 12 months is Traralgon (81.6).

- ‘Running of services’ is the primary driver of overall satisfaction with coach services. This quarter satisfaction was at 78.5 (compared to 79.6 last quarter). There were no significant changes to overall satisfaction or any individual service aspects. The proportion of coach users who used coach services to and from special events, dropped considerably from 24% in Oct-Dec11 to 7% in Jan-Mar12. However, satisfaction with ‘frequency of services to and from special events’ remained stable at 78.4.

- A secondary driver of overall satisfaction with coach services, ‘coach drivers’ achieved a quarterly result of 87.1 (compared to 88.6 in Oct-Dec11). Changes to overall satisfaction with ‘coach drivers’ and its individual service aspects were not statistically significant.

- ‘Personal security’, another secondary driver of overall satisfaction with coach services, remained unchanged this quarter at 85.3. Satisfaction with all individual service aspects of ‘personal security’ remained stable with no significant changes.

- The remaining secondary driver with coach services overall, ‘coach stops’ achieved a quarterly result of 77.2 (compared to 78.7 in Oct-Dec11). No significant changes in satisfaction were evident with overall satisfaction and its individual service aspects.

- Overall satisfaction with ‘design and comfort’ dropped significantly from 84.4 in Oct-Dec11 to 78.2 in Jan-Mar12. Most of the individual service aspects of ‘design and comfort’ declined this quarter, affecting satisfaction overall, but not one change was statistically significant.

- Almost one fifth (19%) of coach travellers said they had seriously considered reducing their usage in the last six months, while 13% stated they had actually done so. Only 18% of coach travellers said they had increased their usage in the last six months.
V/Line users selected to answer questions about V/Line coach services are asked: "Overall, are you satisfied or dissatisfied with V/Line coach services? Is that totally, very or somewhat?". Asked near the beginning of the survey (before evaluating specific aspects of the service), this question captures the top-of-mind perception of coach services. The chart below illustrates the proportion of V/Line coach users who were totally, very, or somewhat satisfied with the services.

### Proportion of Satisfied Users of V/Line Coach Services by Quarter

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<tr>
<th>Quarter</th>
<th>% Satisfied</th>
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<td>Jan-Mar '12</td>
<td>65</td>
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</table>

From the same question, responses are translated into a Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.

### Customer Satisfaction Index of V/Line Coach Services by Quarter (6-point scale)

Near the end of the survey (after evaluating all aspects of the service), coach users are asked the same question, this time using a 0-to-10 scale, where 0 means 'extremely dissatisfied' and 10 means 'extremely satisfied'. The scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100. The average scores over time are illustrated in the chart below. This can be regarded as the 'considered' view of

### Customer Satisfaction Index of V/Line Coach Services by Quarter (0-to-10 scale)

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<th>CSI</th>
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</tr>
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<td>Oct-Dec '09</td>
<td>70.9</td>
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<td>Jan-Mar '10</td>
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<td>Apr-Jun '10</td>
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<td>Jul-Sep '11</td>
<td>70.9</td>
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<td>Oct-Dec '11</td>
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</tr>
<tr>
<td>Jan-Mar '12</td>
<td>70.9</td>
</tr>
</tbody>
</table>

Public Transport_Summary Report_January to March 2012
Drivers of Satisfaction with V/Line Coach Services

THE ‘DRIVERS’ OF OVERALL SATISFACTION

Analysis of survey results over a long time period, and using statistical methods, allows us to determine which aspects of service have the most effect on overall satisfaction. The various aspects that contribute to the public’s rating of overall satisfaction are called the primary, secondary and tertiary drivers of satisfaction depending on how important they are. The diagram below shows that the primary driver of overall satisfaction is the running of the services. Secondary and tertiary drivers are as shown. The technical appendix gives more information on this analysis.

The remaining two service areas, i.e. “information”, and “seat reservation” have very low contribution to overall satisfaction with V/Line Coach services.
Satisfaction with Aspects of V/Line Coach Services

This section contains the quarterly results of satisfaction scores for various aspects of V/Line coach services. These scores are based on the 0-to-10 satisfaction scale, which has been used since April 2009, replacing the previously used 6-point satisfaction scale).

**Running of Services**

Since April 2009, wording has changed from "service delivery".

**Design, Space, and Comfort Onboard**

"How satisfied are you with the design, space and comfort of V/Line coaches overall?"

**Coach Drivers**

"How satisfied are you with V/Line coach drivers overall?"
Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with V/Line coach stops overall?"

**Coach Stops**

 CSI  
(Bar: V/Line coach travellers)

"How satisfied are you with your feelings of personal security overall?"

**Personal Security**

 CSI  
(Bar: V/Line coach travellers)

Since April 2009, wording has changed from "safety".

"How satisfied are you with the information provided about V/Line coach services overall?"

**Information**

 CSI  
(Bar: V/Line coach travellers)
Satisfaction with Aspects of V/Line Coach Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with V/Line ticketing overall?"

Ticketing

CSI (Base: V/Line coach travellers)

"Thinking just about the price you pay for V/Line coach tickets, how satisfied are you with the price of coach travel using V/Line?"

Ticket Price

CSI (Base: V/Line coach travellers)

Since April 2009, wording has changed from “value for money”

"How satisfied are you with the seat reservation service overall?"

Seat Reservation

CSI (Base: V/Line coach travellers who use seat reservation service)
METROPOLITAN TAXI SERVICES
Summary of Findings
- Metropolitan Taxi Services

OUTCOME SUMMARY

- After maintaining three periods of growth, this quarter has witnessed a non-significant dip in overall satisfaction with Metropolitan Taxis and in some key aspects.

- Using an initial ‘top of mind’ measure of satisfaction, a total of 69% of respondents said that they were ‘totally’, ‘very’, or ‘somewhat’ satisfied with Metropolitan Taxi services this quarter. Converted to a scale of 100, the result was 57.9 a non-significant drop from the Oct-Dec11 result of 59.8.

- On the more considered 0-to-10 scale (multiplied by ten to get a score out of 100), overall satisfaction with Metropolitan Taxis also remained stable at 64.5, a minor fall from 66.5 in the previous quarter.

- One quarter (25%) of taxi users believe that taxi services were ‘much or a little better now than 12 months ago’, while 14% said the opposite. Just over half (56%) stated that the service has remained unchanged over the last twelve month period.

- Satisfaction ratings with the individual service areas this quarter remained stable. All service areas achieved satisfaction scores higher than 60.0, with the exception of ‘Process of Finding a Taxi on the Street’ (58.1).

- Satisfaction with the primary driver of overall taxi services, ‘taxi drivers’, achieved a rating of 63.5 (down, but not significantly from 64.3 in Oct-Dec11) ending three consecutive periods of increases. None of the service aspects relating to taxi drivers were significantly changed this quarter.

- The second most important driver of overall satisfaction with taxi services, ‘travel experience’, remained stable this quarter (68.5). Overall, scores for all individual aspects of travel experience were statistically unchanged apart from ‘taxi temperature in winter’ (75.0) in which satisfaction fell from the Oct-Dec11 (78.2) period.

- ‘Price of taxi travel’ is the third most important driver of overall satisfaction with taxi drivers. ‘Price of taxi travel’ (63.7) experienced a slight increase, although not significant, from the previous quarter.

- Secondary driver ‘safety of journey’ achieved an overall satisfaction of 68.2. No service aspects relating to ‘safety of journey’ showed significant changes this quarter.

- Overall satisfaction with the more minor service areas were also relatively stable this quarter:
  - ‘Booking Service’ continued to decline non-significantly from 73.0 in Oct-Dec11 to 71.6 this quarter. Scores for all individual aspects were statistically unchanged during this quarter.
  - ‘Personal security’, remained almost unchanged at 76.0 this quarter compared to 76.8 in Oct-Dec11. Similarly, corresponding service aspects remained statistically steady.
  - ‘Information provided in taxis’ received a score of 60.9 (down but not significantly, from 61.3 in Oct-Dec11). While most of the corresponding service aspects were statistically steady, ‘amount of customer information’ declined significantly from 66.5 to 61.9 this quarter.
Metropolitan taxi users were asked: "Overall, are you satisfied or dissatisfied with Melbourne’s taxi services? Is that totally, very, or somewhat?". Asked near the beginning of the survey (before evaluating specific aspects of the service), this question captures the top-of-mind perception of taxi services overall. The chart below illustrates the proportion of Metropolitan taxi users who were totally, very, or somewhat satisfied with the services.

From the same question, responses are translated into Customer Satisfaction Index (refer to the How the Monitor is Conducted section for more details). The chart below illustrates the results over time.

Near the end of the survey (after evaluating all aspects of the service), taxi users were asked the same question again, this time using a 0-to-10 scale, where 0 means 'extremely dissatisfied' and 10 means 'extremely satisfied'. The scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100. The average scores over time are illustrated in the chart below. This can be regarded as the ‘considered’ view of overall satisfaction with the services.
Drivers of Satisfaction with Metropolitan Taxi Services

Analysis of survey results over a long time period, and using statistical methods, allows us to determine which aspects of service have the most effect on overall satisfaction. The various aspects that contribute to the public’s rating of overall satisfaction are called the primary, secondary and tertiary drivers of satisfaction depending on how important they are. The diagram below shows that the primary driver of overall satisfaction is the taxi drivers. Secondary and tertiary drivers are as shown. The technical appendix gives more information on this analysis.

**Primary Driver**
- Have good knowledge of Melbourne streets
- Courteous & helpful
- Have good communication skills

**Secondary Drivers**
- Comfort of the ride
- Cleanliness of taxis
- Smell of taxis

**Tertiary Drivers**
- Ease of understanding how fares are calculated
- Variety of payment options available

**Overall Satisfaction**

The remaining three service areas, i.e. "information", "personal security", and "taxi ranks", have low contribution to overall satisfaction with Metropolitan Taxi services.
Metropolitan Taxi Services

This section contains the quarterly results of satisfaction scores for various aspects of Metropolitan taxi services. These scores are based on the 0-to-10 satisfaction scale, which has been used since April 2009, replacing the previously used 6-point satisfaction scale).

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

"How satisfied are you with taxi drivers overall?"

**Taxi Drivers**

CSI (Base: taxi travellers)

"How satisfied are you with the experience of travelling in taxis overall?"

**Travel Experience**

CSI (Base: taxi travellers)

"Thinking just about the price you have paid for taxi trips in the last six months, how satisfied are you with the price of taxis in Melbourne?"

**Price of Taxi Trips**

CSI (Base: taxi travellers)
Metropolitan Taxi Services

Since April 2009, a 0 to 10 scale has been used to generate the CSI. This differs from the 6-point scale used prior to April 2009.

“How satisfied are you with the safety of your journey when travelling by taxi overall?”

Safety of Taxi Journey

CSI (Base: taxi travellers)

“Since April 2009, wording has changed to add "taxi journey".”

“How satisfied are you with taxi booking services overall?”

Taxi Booking Service

CSI (Base: taxi travellers who booked to taxi companies)

“How satisfied are you with the fares and payment systems in Melbourne taxis overall?”

Fares and Payment System

CSI (Base: taxi travellers)

“Since April 2009, wording has changed to add "payment systems".”

Public Transport_Summary Report_January to March 2012
Information in Taxis
Since April 2009, wording has changed to add "in taxis".

Personal Security
New question introduced in April 2009.

Taxi Ranks
CSI (Base: taxi travellers who used taxi ranks)
Appendix A: Customer Satisfaction Indices by Financial Year
## Customer Satisfaction Indices by Financial Year - Metropolitan Services

### Overall Satisfaction with Metropolitan Services by Financial Year (6-point scale)

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<tbody>
<tr>
<td>Overall Metro Services</td>
<td>58.8</td>
<td>58.2</td>
<td>58.6</td>
<td>60.0</td>
<td>62.5</td>
</tr>
</tbody>
</table>

### Overall Satisfaction with Train Services by Financial Year (6-point scale)

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</thead>
<tbody>
<tr>
<td>Overall Train Services</td>
<td>59.4</td>
<td>58.2</td>
<td>59.6</td>
<td>60.6</td>
<td>63.3</td>
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</tbody>
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### Overall Satisfaction with Train Services by Financial Year (0-to10 scale)

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</thead>
<tbody>
<tr>
<td>Overall Train Services</td>
<td>Not available</td>
<td>62.6</td>
<td>63.3</td>
<td>64.2</td>
<td>67.2</td>
</tr>
</tbody>
</table>

### Satisfaction with Train Services Information by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Train Services Information</td>
<td>63.6</td>
<td>62.5</td>
<td>64.7</td>
<td>65.9</td>
<td>68.1</td>
</tr>
</tbody>
</table>

### Satisfaction with Train Stations by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Train Stations</td>
<td>64.7</td>
<td>64.0</td>
<td>61.2</td>
<td>62.5</td>
<td>63.9</td>
</tr>
</tbody>
</table>

### Satisfaction with Metcard Ticketing by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Metcard Ticketing</td>
<td>60.5</td>
<td>60.4</td>
<td>68.9</td>
<td>73.1</td>
<td>77.4</td>
</tr>
</tbody>
</table>

### Satisfaction with myki Ticketing by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>myki Ticketing</td>
<td>No data available</td>
<td>61.6</td>
<td>68.0</td>
<td>68.6</td>
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</tr>
</tbody>
</table>

*The 2009/10 result is only based on Jan-Mar 2010 data*

### Satisfaction with Price of Train Travel by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Ticket Price</td>
<td>55.2</td>
<td>56.4</td>
<td>59.7</td>
<td>62.7</td>
<td>64.4</td>
</tr>
</tbody>
</table>

*Note: Red scores indicate a statistically significant decline from the previous year*  
*Green scores indicate a statistically significant improvement from the previous year*
Customer Satisfaction Indices by Financial Year - Metropolitan Services

### Satisfaction with Running of Services by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Running of Services</td>
<td>60.2</td>
<td>58.8</td>
<td>59.6</td>
<td>63.2</td>
<td>65.3</td>
</tr>
</tbody>
</table>

### Satisfaction with Design, Space, and Comfort by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Train Design, Space, and Comfort</td>
<td>62.0</td>
<td>60.4</td>
<td>61.1</td>
<td>62.6</td>
<td>64.8</td>
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### Satisfaction with Train Drivers by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Train Drivers</td>
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<td>75.0</td>
<td>76.6</td>
<td>77.4</td>
<td>78.1</td>
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### Satisfaction with Other Train Staff by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Other Train Staff</td>
<td>62.7</td>
<td>62.1</td>
<td>69.9</td>
<td>72.8</td>
<td>73.7</td>
</tr>
</tbody>
</table>

### Satisfaction with Authorised Officers by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Authorised Officers</td>
<td>Data not available</td>
<td>64.4</td>
<td>66.8</td>
<td><strong>69.9</strong></td>
<td>70.7</td>
</tr>
</tbody>
</table>

### Satisfaction with Personal Security by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Personal Security</td>
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<td>50.8</td>
<td>57.6</td>
<td>60.1</td>
<td><strong>61.8</strong></td>
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</tbody>
</table>

**Note:** *Red* scores indicate a statistically significant *decline* from the previous year. *Green* scores indicate a statistically significant *improvement* from the previous year.
## Customer Satisfaction Indices by Financial Year - Metropolitan Services

### Overall Satisfaction with Tram Services by Financial Year (6-point scale)

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</thead>
<tbody>
<tr>
<td>Overall Tram Services</td>
<td>67.4</td>
<td>68.5</td>
<td>69.4</td>
<td>69.6</td>
<td>70.1</td>
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### Overall Satisfaction with Tram Services by Financial Year (0-to10 scale)

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<tr>
<th></th>
<th>2008/09</th>
<th>2009/10</th>
<th>Jul-Nov 09</th>
<th>Dec 09-Jun 10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
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<tbody>
<tr>
<td>Overall Tram Services</td>
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<td>71.0</td>
<td>70.4</td>
<td>71.4</td>
<td>71.6</td>
<td>72.9</td>
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</tbody>
</table>

### Satisfaction with Tram Services Information by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Tram Services Information</td>
<td>62.4</td>
<td>62.7</td>
<td>69.1</td>
<td>68.6</td>
<td>69.5</td>
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### Satisfaction with Tram Stops by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Tram Stops</td>
<td>67.3</td>
<td>68.0</td>
<td>70.6</td>
<td>71.1</td>
<td>71.6</td>
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### Satisfaction with Metcard Ticketing by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Metcard Ticketing</td>
<td>57.1</td>
<td>56.8</td>
<td>67.3</td>
<td>69.8</td>
<td>73.8</td>
</tr>
</tbody>
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### Satisfaction with myki Ticketing by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>myki Ticketing</td>
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<td>67.1</td>
<td>67.9</td>
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### Satisfaction with Price of Tram Travel by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Ticketing Price</td>
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<td>56.2</td>
<td>60.2</td>
<td>64.3</td>
<td>65.7</td>
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</table>

**Note:** Red scores indicate a statistically significant decline from the previous year. Green scores indicate a statistically significant improvement from the previous year.
### Customer Satisfaction Indices by Financial Year - Metropolitan Services

#### Satisfaction with Running of Services by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Jul 08-Mar 09</td>
<td>66.6</td>
<td>67.1</td>
<td>70.3</td>
<td>71.6</td>
<td>72.2</td>
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<td>Apr-Jun 09</td>
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<td>(YTD)</td>
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<td>72.7</td>
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#### Satisfaction with Design, Space, and Comfort by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Tram Comfort &amp; Design</td>
<td>65.5</td>
<td>65.6</td>
<td>67.9</td>
<td>67.9</td>
<td>68.5</td>
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<tr>
<td>Jul 08-Mar 09</td>
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<td>Apr-Jun 09</td>
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#### Satisfaction with Tram Drivers by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Tram Drivers</td>
<td>64.6</td>
<td>65.4</td>
<td>70.9</td>
<td>71.8</td>
<td>73.3</td>
</tr>
<tr>
<td>Jul 08-Mar 09</td>
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<td>Apr-Jun 09</td>
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#### Satisfaction with Other Tram Staff by Financial Year (0-to-10 scale)

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</thead>
<tbody>
<tr>
<td>Other Tram Staff</td>
<td>Data not available</td>
<td>72.2</td>
<td>76.5</td>
<td>78.3</td>
<td>78.2</td>
</tr>
<tr>
<td>Jul 08-Mar 09</td>
<td></td>
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<tr>
<td>Apr-Jun 09</td>
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#### Satisfaction with Authorised Officers by Financial Year (0-to-10 scale)

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<tbody>
<tr>
<td>Authorised Officers</td>
<td>Data not available</td>
<td>63.9</td>
<td>65.3</td>
<td>67.3</td>
<td>67.6</td>
</tr>
<tr>
<td>Jul 08-Mar 09</td>
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<tr>
<td>Apr-Jun 09</td>
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</tbody>
</table>

#### Satisfaction with Personal Security by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Security</td>
<td>61.0</td>
<td>61.9</td>
<td>66.8</td>
<td>69.2</td>
<td>70.5</td>
</tr>
<tr>
<td>Jul 08-Mar 09</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>72.4</td>
</tr>
<tr>
<td>Apr-Jun 09</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Red scores indicate a statistically significant decline from the previous year. Green scores indicate a statistically significant improvement from the previous year.
## Customer Satisfaction Indices by Financial Year - Metropolitan Services

### Overall Satisfaction with Bus Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Bus Services</td>
<td>Not available</td>
<td>74.3</td>
<td>74.2</td>
<td>75.5</td>
<td></td>
</tr>
</tbody>
</table>

### Overall Satisfaction with Bus Services by Financial Year (6-point scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Bus Services</td>
<td>66.9</td>
<td>68.2</td>
<td>69.0</td>
<td>69.3</td>
<td>70.2</td>
</tr>
</tbody>
</table>

### Satisfaction with Bus Services Information by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Services Information</td>
<td>63.6</td>
<td>63.5</td>
<td>70.3</td>
<td>71.0</td>
<td>71.7</td>
</tr>
</tbody>
</table>

### Satisfaction with Bus Stops by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Stops</td>
<td>63.9</td>
<td>64.8</td>
<td>71.5</td>
<td>71.8</td>
<td>71.7</td>
</tr>
</tbody>
</table>

### Satisfaction with Metcard Ticketing by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Metcard Ticketing</td>
<td>65.9</td>
<td>67.0</td>
<td>74.0</td>
<td>76.6</td>
<td><strong>80.3</strong></td>
</tr>
</tbody>
</table>

### Satisfaction with myki Ticketing by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>myki Ticketing</td>
<td></td>
<td>No data available</td>
<td></td>
<td>66.4</td>
<td>68.7</td>
</tr>
</tbody>
</table>

### Satisfaction with Price of Bus Travel by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket Price</td>
<td>59.8</td>
<td>60.7</td>
<td>67.8</td>
<td>68.8</td>
<td><strong>71.6</strong></td>
</tr>
</tbody>
</table>

**Note:** Red scores indicate a statistically significant decline from the previous year. Green scores indicate a statistically significant improvement from the previous year.
# Customer Satisfaction Indices by Financial Year - Metropolitan Services

## Satisfaction with Running of Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Running of Services</td>
<td>64.6</td>
<td>66.5</td>
<td>70.3</td>
<td>71.5</td>
<td>72.3</td>
</tr>
</tbody>
</table>

## Satisfaction with Design, Space, and Comfort by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Design, Space, and Comfort Onboard</td>
<td>71.0</td>
<td>72.4</td>
<td>78.0</td>
<td>77.8</td>
<td>77.8</td>
</tr>
</tbody>
</table>

## Satisfaction with Bus Drivers by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus Drivers</td>
<td>74.3</td>
<td>75.4</td>
<td>77.9</td>
<td>77.8</td>
<td>78.5</td>
</tr>
</tbody>
</table>

## Satisfaction with Authorised Officers by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Authorised Officers</td>
<td>Data not available</td>
<td>76.5</td>
<td>73.3</td>
<td>76.0</td>
<td>78.4</td>
</tr>
</tbody>
</table>

## Satisfaction with Personal Security by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Security</td>
<td>70.4</td>
<td>71.0</td>
<td>75.8</td>
<td>75.4</td>
<td>75.3</td>
</tr>
</tbody>
</table>

**Note:**  
*Red* scores indicate a statistically significant *decline* from the previous year  
*Green* scores indicate a statistically significant *improvement* from the previous year
## Customer Satisfaction Indices by Financial Year - V/Line Services

### Overall Satisfaction with V/Line Services by Financial Year (6-point scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall V/Line Services</td>
<td>72.5</td>
<td>71.7</td>
<td>73.4</td>
<td>72.8</td>
<td>71.5</td>
</tr>
</tbody>
</table>

### Overall Satisfaction with V/Line Train Services by Financial Year (6-point scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V/Line Train Services</td>
<td>76.7</td>
<td>74.8</td>
<td>74.5</td>
<td>73.4</td>
<td>72.2</td>
</tr>
</tbody>
</table>

### Overall Satisfaction with V/Line Train Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V/Line Train Services</td>
<td>Not available</td>
<td>77.2</td>
<td>77.0</td>
<td>76.9</td>
<td></td>
</tr>
</tbody>
</table>

### Satisfaction with V/Line Train Services Information by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Train Services Information</td>
<td>75.0</td>
<td>74.5</td>
<td>76.8</td>
<td>77.0</td>
<td>76.7</td>
</tr>
</tbody>
</table>

### Satisfaction with V/Line Train Ticketing Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Ticketing Services</td>
<td>77.2</td>
<td>77.4</td>
<td>79.6</td>
<td>80.6</td>
<td>80.7</td>
</tr>
</tbody>
</table>

### Satisfaction with Price of V/Line Train Travel by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Ticket Price</td>
<td>80.3</td>
<td>81.0</td>
<td>79.3</td>
<td>81.9</td>
<td>80.9</td>
</tr>
</tbody>
</table>

### Satisfaction with Seat Reservation Service by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat Reservation Service</td>
<td>81.9</td>
<td>82.9</td>
<td>86.0</td>
<td>81.4</td>
<td>81.0</td>
</tr>
</tbody>
</table>

**Note:** *Red* scores indicate a statistically significant decline from the previous year
*Green* scores indicate a statistically significant improvement from the previous year
### Customer Satisfaction Indices by Financial Year - V/Line Services

#### Satisfaction with V/Line Train Stations by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>V/Line Train Stations</td>
<td>74.8</td>
<td>75.1</td>
<td>76.3</td>
<td>77.0</td>
<td>76.2</td>
</tr>
</tbody>
</table>

#### Satisfaction with Running of Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Running of Train Services</td>
<td>74.1</td>
<td>73.1</td>
<td>74.7</td>
<td>76.3</td>
<td>75.5</td>
</tr>
</tbody>
</table>

#### Satisfaction with Design, Space, and Comfort by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Design &amp; Comfort</td>
<td>75.6</td>
<td>75.0</td>
<td>75.7</td>
<td>76.9</td>
<td>76.5</td>
</tr>
</tbody>
</table>

#### Satisfaction with V/Line Train Refreshments by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshments</td>
<td>73.4</td>
<td>73.4</td>
<td>69.9</td>
<td>68.5</td>
<td>68.3</td>
</tr>
</tbody>
</table>

#### Satisfaction with V/Line Train Station Staff by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Staff</td>
<td>79.5</td>
<td>79.7</td>
<td>84.7</td>
<td>84.8</td>
<td>84.6</td>
</tr>
</tbody>
</table>

#### Satisfaction with V/Line Train Conductors by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Train Conductors</td>
<td>Data not available</td>
<td>83.3</td>
<td>84.6</td>
<td>83.8</td>
<td>84.4</td>
</tr>
</tbody>
</table>

#### Satisfaction with Personal Security by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Security</td>
<td>74.6</td>
<td>72.8</td>
<td>75.6</td>
<td>76.8</td>
<td>76.6</td>
</tr>
</tbody>
</table>

*Note: Red scores indicate a statistically significant *decline* from the previous year. Green scores indicate a statistically significant *improvement* from the previous year.*
# Customer Satisfaction Indices by Financial Year - V/Line Services

## Overall Satisfaction with V/Line Coach Services by Financial Year (6-point scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V/Line Coach Services</td>
<td>80.3</td>
<td>79.2</td>
<td>75.4</td>
<td>76.0</td>
<td>72.5</td>
</tr>
</tbody>
</table>

## Overall Satisfaction with V/Line Coach Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V/Line Coach Services</td>
<td>Not available</td>
<td>81.7</td>
<td>82.8</td>
<td>82.0</td>
<td></td>
</tr>
</tbody>
</table>

## Satisfaction with V/Line Coach Information Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09 (Jul 08-Mar 09)</th>
<th>2008/09 (Apr-Jun 09)</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Services Information</td>
<td>75.4</td>
<td>76.5</td>
<td>77.0</td>
<td>78.3</td>
<td>81.3</td>
<td>78.7</td>
</tr>
</tbody>
</table>

## Satisfaction with V/Line Coach Ticketing Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09 (Jul 08-Mar 09)</th>
<th>2008/09 (Apr-Jun 09)</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Ticketing Services</td>
<td>79.0</td>
<td>77.0</td>
<td>80.5</td>
<td>79.5</td>
<td>79.9</td>
<td>78.4</td>
</tr>
</tbody>
</table>

## Satisfaction with Ticket Price of V/Line Coach Travel by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09 (Jul 08-Mar 09)</th>
<th>2008/09 (Apr-Jun 09)</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Ticket Price</td>
<td>82.6</td>
<td>82.5</td>
<td>83.4</td>
<td>83.5</td>
<td>84.7</td>
<td>86.4</td>
</tr>
</tbody>
</table>

## Satisfaction with Seat Reservation Service by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09 (Jul 08-Mar 09)</th>
<th>2008/09 (Apr-Jun 09)</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seat Reservation Service</td>
<td>81.9</td>
<td>82.9</td>
<td>*</td>
<td>83.1</td>
<td>86.6</td>
<td>81.2</td>
</tr>
</tbody>
</table>

* Indicates low sample size

## Satisfaction with V/Line Coach Stops by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th>Year</th>
<th>2007/08</th>
<th>2008/09 (Jul 08-Mar 09)</th>
<th>2008/09 (Apr-Jun 09)</th>
<th>2009/10</th>
<th>2010/11</th>
<th>2011/12 (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Stops</td>
<td>72.9</td>
<td>73.0</td>
<td>80.1</td>
<td>78.0</td>
<td>77.6</td>
<td>77.8</td>
</tr>
</tbody>
</table>

**Note:** Red scores indicate a statistically significant decline from the previous year. Green scores indicate a statistically significant improvement from the previous year.
### Customer Satisfaction Indices by Financial Year - V/Line Services

#### Satisfaction with Running of Services by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Running of Coach Services</td>
<td>79.6</td>
<td>78.2</td>
<td>79.3</td>
<td>77.6</td>
<td>80.5</td>
</tr>
</tbody>
</table>

#### Satisfaction with Design, Space, and Comfort by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and Comfort</td>
<td>80.1</td>
<td>78.7</td>
<td>84.9</td>
<td>81.6</td>
<td>82.7</td>
</tr>
</tbody>
</table>

#### Satisfaction with V/Line Coach Drivers by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Coach Drivers</td>
<td>86.1</td>
<td>83.9</td>
<td>88.7</td>
<td>87.6</td>
<td>88.9</td>
</tr>
</tbody>
</table>

#### Satisfaction with Personal Security by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Security</td>
<td>81.1</td>
<td>80.3</td>
<td>83.3</td>
<td>83.6</td>
<td>85.6</td>
</tr>
</tbody>
</table>

**Note:** *Red* scores indicate a statistically significant *decline* from the previous year. *Green* scores indicate a statistically significant *improvement* from the previous year.
### Customer Satisfaction Indices by Financial Year - Taxi Services

#### Overall Satisfaction with Taxi Services by Financial Year (6-point scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Taxi Services</td>
<td>58.2</td>
<td>60.3</td>
<td>56.4</td>
<td>57.1</td>
<td>59.0</td>
</tr>
</tbody>
</table>

#### Overall Satisfaction with Taxi Services by Financial Year (0-to10 scale)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Taxi Services</td>
<td>Data not available</td>
<td>63.6</td>
<td>65.0</td>
<td>65.8</td>
<td></td>
</tr>
</tbody>
</table>

#### Satisfaction with Taxi Booking Service by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Taxi Booking Service</td>
<td>71.4</td>
<td>72.8</td>
<td>75.7</td>
<td>71.5</td>
<td>70.9</td>
</tr>
</tbody>
</table>

#### Satisfaction with Finding Taxis on the Street by Financial Year (0-to-10 scale)

<table>
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<tr>
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<tbody>
<tr>
<td>Ease of Finding Taxis</td>
<td>64.3</td>
<td>65.6</td>
<td>65.5</td>
<td>61.4</td>
<td>60.7</td>
</tr>
</tbody>
</table>

#### Satisfaction with Taxi Ranks by Financial Year (0-to-10 scale)

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Taxi Ranks</td>
<td>66.1</td>
<td>68.4</td>
<td>69.2</td>
<td>67.8</td>
<td>69.4</td>
</tr>
</tbody>
</table>

#### Satisfaction with Taxi Travel Experience by Financial Year (0-to-10 scale)

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Taxi Travel Experience</td>
<td>67.4</td>
<td>68.6</td>
<td>66.9</td>
<td>66.0</td>
<td>67.1</td>
</tr>
</tbody>
</table>

#### Satisfaction with Information in Taxis by Financial Year (0-to-10 scale)

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Taxi Services Information</td>
<td>64.3</td>
<td>66.2</td>
<td>61.0</td>
<td>59.2</td>
<td>59.8</td>
</tr>
</tbody>
</table>

**Note:** *Red* scores indicate a statistically significant *decline* from the previous year.  
*Green* scores indicate a statistically significant *improvement* from the previous year.
# Customer Satisfaction Indices by Financial Year - Taxi Services

## Satisfaction with Taxi Driver by Financial Year (0-to-10 scale)

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>Taxi Drivers</td>
<td>68.0</td>
<td>69.6</td>
<td>61.4</td>
<td>60.4</td>
<td><strong>62.3</strong></td>
<td>63.6</td>
</tr>
</tbody>
</table>

## Satisfaction with Personal Security by Financial Year (0-to-10 scale)

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<tr>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Security</td>
<td>Data not available</td>
<td>73.4</td>
<td>73.2</td>
<td><strong>74.8</strong></td>
<td>76.5</td>
<td></td>
</tr>
</tbody>
</table>

## Satisfaction with Safety of Taxi Journey by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety of Taxi Journey</td>
<td>65.0</td>
<td>67.7</td>
<td>66.3</td>
<td>66.4</td>
<td>67.3</td>
<td><strong>68.7</strong></td>
</tr>
</tbody>
</table>

## Satisfaction with Fares and Payment Systems by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fares &amp; Payment Systems</td>
<td>60.7</td>
<td>62.2</td>
<td>71.9</td>
<td>70.7</td>
<td><strong>72.4</strong></td>
<td>73.1</td>
</tr>
</tbody>
</table>

## Satisfaction with Price of Taxi Trips by Financial Year (0-to-10 scale)

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of Taxi Travel</td>
<td>56.4</td>
<td>57.6</td>
<td>64.3</td>
<td>62.4</td>
<td>63.0</td>
<td><strong>64.0</strong></td>
</tr>
</tbody>
</table>

**Note:** *Red* scores indicate a statistically significant *decline* from the previous year. *Green* scores indicate a statistically significant *improvement* from the previous year.
Appendix B: Detailed Methodology and Technical Notes
Background

In the lead up to privatisation of Victoria’s public transport system, customer service benchmarks were obtained via a series of monthly surveys amongst train and tram users. The monitoring process commenced in July 1997 and has continued to provide customer service measures for the franchised public transport businesses. The survey was then extended to monitor V/Line train and coach services in May 1998, Metropolitan bus services in October 1999, and Metropolitan taxi services in April 2005.

Research Objectives

The broad aim of the research is to monitor customer satisfaction with a wide range of service delivery aspects of:

- Metropolitan trains, trams, and buses;
- V/Line trains and coaches;
- Metropolitan taxis.

The specific research objectives are to:

1. Establish types of public transport users;
2. Establish region(s) in which services are used;
3. Determine satisfaction with specific aspects of services;
4. Derive importance of specific aspects of service by mode;
5. Measure perceptions of change in public transport services in the last 12 months;
6. Gauge user intentions for future use and recommendations;
7. Establish demographics of the sample.
The research methodology involves the following.

- The primary data collection methodology is telephone interviewing using **Computer Assisted Telephone Interviewing (CATI)**.

- The research is split into three surveys with quarterly quotas set as follows.

<table>
<thead>
<tr>
<th>Metropolitan Trains, Trams, and Buses</th>
<th>V/Line Trains and Coaches</th>
<th>Metropolitan Taxis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarterly Quota</td>
<td>Quarterly Quota</td>
<td>Quarterly Quota</td>
</tr>
<tr>
<td>n= Regular(^2) Train Users</td>
<td>n= V/Line Users</td>
<td>n= Taxi Users</td>
</tr>
<tr>
<td>425</td>
<td>425</td>
<td>425</td>
</tr>
<tr>
<td>Regular(^2) Tram Users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>425</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occasional(^2) Tram Users</td>
<td></td>
<td></td>
</tr>
<tr>
<td>425</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus Users(^3)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>425</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Approximately one-third of the quarterly quotas are completed every month.

- Interviewing typically commences on the second Tuesday of every month and finishes ten days later. Interviewing times are between 4.30-8.30pm on weeknights and 10am-5pm on weekends.

- All interviewers working on the study undergo a minimum one hour briefing about the survey and are monitored regularly during the fieldwork at a rate determined by the ISO-20252 standards, which is the standard required from members of the Association of Market and Social Research Society (AMSRS).

- In February 2009, qualitative research involving multiple focus group discussions with public transport users was conducted to update and refine the questionnaires. Changes to the questionnaires were then implemented in April 2009. One of the major changes included replacing the 6-point satisfaction scale with the 0-to-10 scale.

- The flow charts of the questionnaires are shown on the following pages whereas the full questionnaires can be viewed in Appendix C. Interview lengths vary but the average is approximately 20 minutes.

- Results are reported quarterly with separate reports provided for:
  - Metropolitan trains
  - V/Line
  - Metropolitan trams
  - Metropolitan baxis

\(^1\) These quotas were set at the commencement of the survey program. Based on a series of screening questions and the quotas, respondents are randomly selected to complete relevant sections of the survey. Due to this selection process, data collected cannot be used to determine usage patterns or changes in patterns in the population. No respondent answers questions relating to more than one mode.

\(^2\) Regular users are those who travel with a particular mode at least once a week whereas occasional users are those who travel at least once in six months (but less often than once a week).

\(^3\) This includes n=69 bus users who reside in outer metropolitan areas / postcodes.
QUESTIONNAIRE FLOWCHART
V/LINE TRAINS AND COACHES

Introduction & Screener

V/Line Users (425)

Satisfaction with Overall V/Line Services (6-point scale)

General V/Line Travel Behaviour

Train Users
Coach Users

Mode Travel Behaviour

Overall Satisfaction with Mode Services (6-point scale)

Satisfaction with Mode Service Areas (0 to 10 scale)
- Information
- V/Line Ticketing
- Price
- Seat Reservation
- Stations / Stops
- Running of Services
- Design and Comfort
- Refreshments (Train Users Only)
- Station Staff (Train Users Only)
- Conductors / Drivers
- Personal Security

Overall Satisfaction with Mode Services (0 to 10 scale)

Likelihood to Recommend Mode Services to Others (0 to 10 scale)

Demographics & Closing

V/Line Users
(425)
Coach Users

Train Users

Coach Users
Calculation of Customer Satisfaction Index (CSI)

Throughout this survey respondents are asked to indicate their satisfaction with particular aspects with a 0 to 10 scale (where 0 means “Extremely Dissatisfied” and 10 means “Extremely Satisfied”). In order to gain insight into the performance of these aspects, the scores are then multiplied by 10 to obtain a Customer Satisfaction Index (CSI) out of 100.

Some satisfaction questions still use a 6-point scale. For such questions, the (CSI) is calculated by transforming the scales into numbers as indicated below.

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>CSI Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totally satisfied</td>
<td>100</td>
</tr>
<tr>
<td>Very satisfied</td>
<td>80</td>
</tr>
<tr>
<td>Somewhat satisfied</td>
<td>60</td>
</tr>
<tr>
<td>Somewhat dissatisfied</td>
<td>40</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>20</td>
</tr>
<tr>
<td>Totally dissatisfied</td>
<td>0</td>
</tr>
</tbody>
</table>

For example, if a person is ‘Totally Satisfied’ they receive a score of 100 and if a person is ‘Totally Dissatisfied’ they receive a score of 0. The CSI represents an average of these scores, taking into account all responses to the question, i.e. both satisfied and dissatisfied.

Interpreting a Significant Difference

A significance test shows how likely it is that any difference observed between two means (or proportions) reflects a real difference in the population and not just a chance difference in the sampling.

When a mean is said to be statistically significantly different at the 0.05 level of significance, it means there is only a 5% chance that the observed discrepancy is a spurious occurrence rather than a genuine difference. In other words, to say that a difference is statistically significant or statistically detectable is to say that the observed result cannot reasonably be attributed to random variation alone. Also, a difference has been established fairly conclusively but no judgement has been made as to the practical importance of the declared difference.

Maximum Error Margin

The precision of survey estimates correlates with the size of the survey sample. The larger the sample, the more precise survey estimates are. The maximum error margin of survey estimates (at 95% level of confidence) on various sample sizes is shown in the table below.

<table>
<thead>
<tr>
<th>n=</th>
<th>Maximum Error Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>± 17.89%</td>
</tr>
<tr>
<td>75</td>
<td>± 11.32%</td>
</tr>
<tr>
<td>100</td>
<td>± 9.80%</td>
</tr>
<tr>
<td>125</td>
<td>± 8.77%</td>
</tr>
<tr>
<td>300</td>
<td>± 5.66%</td>
</tr>
<tr>
<td>425</td>
<td>± 4.75%</td>
</tr>
<tr>
<td>500</td>
<td>± 4.38%</td>
</tr>
<tr>
<td>1350</td>
<td>± 2.67%</td>
</tr>
<tr>
<td>1700</td>
<td>± 2.38%</td>
</tr>
<tr>
<td>3400</td>
<td>± 1.68%</td>
</tr>
</tbody>
</table>

For example, if 50% of 1,700 respondents (randomly selected) agreed that Melbourne has a good public transport system, we can be 95% confident that the true proportion in the population is within the range of 47.62% and 52.38%.
Survey samples for the Metropolitan surveys are obtained by randomly selecting fixed line phone numbers within postcodes from the Melbourne/Metropolitan areas served by public transport. The sample for the buses survey also includes outer suburban areas that only have bus services.

Sample for the V/Line surveys are selected at random from households with a fixed line in postcodes that include, or are close to, V/Line train routes across the state.

No respondent is interviewed more than once in a six-month period.

Adhering to the set quotas, the number of interviews achieved in the past quarters is tabled below:

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</tr>
</thead>
<tbody>
<tr>
<td>Regular Train Users</td>
<td>427</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
</tr>
<tr>
<td>Bus Users</td>
<td>427</td>
<td>425</td>
<td>426</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
</tr>
<tr>
<td>V/Line Train Users</td>
<td>350</td>
<td>351</td>
<td>373</td>
<td>344</td>
<td>342</td>
<td>349</td>
<td>353</td>
<td>355</td>
<td>357</td>
</tr>
<tr>
<td>V/Line Coach Users</td>
<td>75</td>
<td>74</td>
<td>53</td>
<td>81</td>
<td>83</td>
<td>77</td>
<td>72</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>Taxi Users</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>425</td>
<td>426</td>
</tr>
</tbody>
</table>

The total number of competed interviews by financial year is tabled below:

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</thead>
<tbody>
<tr>
<td>Regular Train Users</td>
<td>1709</td>
<td>1707</td>
<td>1702</td>
<td>1700</td>
<td>1225</td>
</tr>
<tr>
<td>Occasional Train Users</td>
<td>1708</td>
<td>1701</td>
<td>1701</td>
<td>1700</td>
<td>1225</td>
</tr>
<tr>
<td>Regular Tram Users</td>
<td>1702</td>
<td>1702</td>
<td>1704</td>
<td>1700</td>
<td>1225</td>
</tr>
<tr>
<td>Occasional Tram Users</td>
<td>1700</td>
<td>1701</td>
<td>1700</td>
<td>1700</td>
<td>1225</td>
</tr>
<tr>
<td>Bus Users</td>
<td>1702</td>
<td>1703</td>
<td>1702</td>
<td>1700</td>
<td>1225</td>
</tr>
<tr>
<td>V/Line Train Users</td>
<td>1398</td>
<td>1364</td>
<td>1380</td>
<td>1408</td>
<td>1065</td>
</tr>
<tr>
<td>V/Line Coach Users</td>
<td>302</td>
<td>336</td>
<td>320</td>
<td>294</td>
<td>210</td>
</tr>
<tr>
<td>Taxi Users</td>
<td>1701</td>
<td>1701</td>
<td>1700</td>
<td>1700</td>
<td>1276</td>
</tr>
</tbody>
</table>
Appendix C: Survey Questionnaires
INTRODUCTION

Good (...) my name is (...) from Wallis Consulting Group, a market research company calling on behalf of the Director of Public Transport and the Public Transport Companies. They want to know how satisfied customers are with the specific aspects of services they offer to help them improve the services. We’d like to speak to a person over the age of 16 who normally resides in your household, and uses public transport. Would that be you?

IF NO: Is there anyone in the household aged 16 or over who uses public transport?

IF NECESSARY: The survey will take about fifteen minutes and your views will be used in the continuous improvement of public transport services. Your answers will be held in the strictest confidence.

S1 Firstly, do you or does anyone else in your household work for the Department of Transport, Metlink, V-Line or a private train, tram or bus company?

1 Yes
2 No

CLOSE1: Thank you for your time today. Unfortunately family members of those who are affiliated with public transport companies are ineligible to take part in this survey.

S2 Do you travel on metropolitan trains, trams or buses at least a few days a year?

1 Yes
2 No

CLOSE2: Thank you for your time today. Unfortunately this survey is only for users of public transport.

S5 How often do you travel on metropolitan TRAINS in Melbourne? (READ OUT IF NECESSARY)

1 6 or 7 days a week
2 5 days a week
3 3 or 4 days a week
4 1 or 2 days a week
5 Between 1 and 3 times per month
6 Once every 2-3 months
7 Once every 4 to 6 months
8 Once a year
9 Less than once a year
10 Never

S6 How often do you travel on TRAMS? (READ OUT IF NECESSARY)

1 6 or 7 days a week
2 5 days a week
3 3 or 4 days a week
4 1 or 2 days a week
5 Between 1 and 3 times per month
6 Once every 2-3 months
7 Once every 4 to 6 months
8 Once a year
9 Less than once a year
10 Never

S7 How often do you travel on metropolitan BUSES?

(PROMPT IF NECESSARY: Private bus companies in the metropolitan area or Met Buses, not chartered or school buses) (READ OUT IF NECESSARY)

1 6 or 7 days a week
2 5 days a week
3 3 or 4 days a week
4 1 or 2 days a week
5 Between 1 and 3 times per month
6 Once every 2-3 months
7 Once every 4 to 6 months
8 Once a year
9 Less than once a year
10 Never

S8 RECORD GENDER

1 Male
2 Female

IF (S5=8-10) AND (S6=8-10) AND (S7=8-10), CLOSE3

CLOSE3: Thank you for your time today. Unfortunately this survey is only for those who use a mode of public transport more often than once a year.

S9 Overall are you satisfied or dissatisfied with the metropolitan train, tram and bus services provided? WAIT FOR RESPONSE: Is that totally, very or somewhat?

1 Totally satisfied
2 Very satisfied
3 Somewhat satisfied
4 Somewhat dissatisfied
5 Very dissatisfied
6 Totally dissatisfied
7 Don’t know (DO NOT READ)

QUOTA SELECTION

RESPONDENT USES ONE MODE – CHECK QUOTA – GO TO RELEVANT SECTION
RESPONDENT USES TWO MODES – CHECK QUOTA IF BOTH UNFILLED – SELECT AT RANDOM – GO TO RELEVANT SECTION
RESPONDENT USES ALL THREE MODES – SELECT ONE AT RANDOM FROM UNFILLED QUOTAS

IF RELEVANT QUOTAS ARE FULL, CLOSE4

CLOSE4: Thank you for your time today. Unfortunately we have interviewed enough users of public transport mode you use.
TRAINS SECTION

I am now going to ask you about your experiences as a TRAIN user in Melbourne over the past six months…

TR1a When travelling from home, at which station do you most frequently board the train? (IF MORE THAN ONE, RECORD ALL)
1 Type in name of station (SPECIFY) = STATION 1
2 (Don't know/Can't Say)

TR1b And for your most typical journey from home, at which station do you most often get off? (IF MORE THAN ONE, RECORD ALL)
1 Type in name of station (SPECIFY) = STATION 2
2 (Don't know/Can't Say)

TR2a What time(s) of day do you generally travel by train? (READ OUT IF NECESSARY) [MULTIPLE RESPONSE ALLOWED]
1 Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2 Weekdays between 7 – 9.30am? (Weekday morning peaks)
3 Weekdays between 9.30am – 4.30pm? (Morning and afternoon off-peaks)
4 Weekdays between 4.30 – 7pm? (Weekday afternoon peaks)
5 Weekdays between 7pm – 2am? (Weekday evenings)
6 Weekends during day time?
7 Weekends during night time?
8 It varies (DO NOT READ) GO TO TR2b2
9 Can't say (DO NOT READ) GO TO TR2b2

TR2b1 And what other days and time(s) do you travel by train? MULTIPLE RESPONSE CODE ALL THAT APPLY
ASK TR2b2 IF CODE 8 OR 9 AT TR2a

TR2b2 Do you ever travel by train… READ OUT MULTIPLE RESPONSE
1 Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2 Weekdays between 7 – 9.30am? (Weekday morning peaks)
3 Weekdays between 9.30am – 4.30pm? (Morning and afternoon off-peaks)
4 Weekdays between 4.30 – 7pm? (Weekday afternoon peaks)
5 Weekdays between 7pm – 2am? (Weekday evenings)
6 Weekends during day time?
7 Weekends during night time?
8 It varies (DO NOT READ)
9 None – no other times
10 Can't say (DO NOT READ)

TR3 How do you usually get to the train station to begin your journey? DO NOT READ OUT - MULTIPLE RESPONSE ALLOWED
1 Walk
2 Drive car and park
3 Get a lift with someone else
4 Cycle
5 Bus
6 Tram
7 Taxi
8 V/Line train or coach
9 Other (SPECIFY)
10 It varies – no usual method

TR4 Have you caught a metropolitan train to or from a special event, such as concert, festival or sporting event in the past six months?
1 Yes
2 No
3 Don't know

TRO Overall are you satisfied or dissatisfied with the TRAIN SERVICE on your line? WAIT FOR RESPONSE: Is that totally, very or somewhat?
1 Totally satisfied
2 Very satisfied
3 Somewhat satisfied
4 Somewhat dissatisfied
5 Very dissatisfied
6 Totally dissatisfied
7 Don't know (DO NOT READ)

TR5a In the past six months, have you significantly increased or decreased your use of metropolitan trains?
1 Significantly increased
2 Significantly decreased
3 Stayed about the same
4 Only started to use trains in last 6 months
5 Don't know / Hard to say

TR5b In the next six months, would you expect your use of metropolitan trains to…? [READ OUT]
1 Significantly increase
2 Significantly decrease
3 Stay about the same
4 Don't know / Hard to say [DO NOT READ OUT]
SATISFACTION QUESTIONS

Information

TR6a Where do you USUALLY access train timetables or other information to plan journeys? (DO NOT READ OUT) (ACCEPT MULTIPLES) (PROMPT: Anywhere else?)

1 At train stations
2 Printed booklets from stations
3 Metlink Call Centre (PT info line)
4 Internet – Metlink website
5 Internet – Metrotrains website
6 SMS updates
7 Internet – Other (Specify)
8 iPhone / BlackBerry / Mobile application
9 Other (SPECIFY)
10 Don’t use timetables
11 Don’t know (DO NOT READ)

[IF TR6a NOT CODED 7]

TR6b Are you aware of the SMS update service which provides information about train cancellations via mobile text message?

1 Yes
2 No
3 (Don’t know/Can’t Say)

TR6c Have you ever used the SMS update service?

1 Yes
2 No
3 (Don’t know/Can’t Say)

[IF TR6a NOT CODED 7]

TR7 Now I am going to ask you to rate various aspects of train service using a 0 to 10 scale. 0 means Extremely Dissatisfied and 10 means Extremely Satisfied. If a question is not relevant to you, please say so.

Firstly, I would like you to rate your level of satisfaction with aspects of the INFORMATION provided about train services. Using the 0 to 10 scale, how satisfied are you with:

a) The availability of up-to-date printed timetable information at train stations?

b) The information provided on electronic displays at train stations about arrival times?

c) The number of announcements on trains?

d) The clarity of announcements on trains?

e) The number of automated announcements on stations?

f) The amount of information provided when trains are cancelled or delayed?

g) The availability of information provided when there is a planned alteration to train services, such as for track works?

The quality of information from…

h) [IF TR6a = 3] the Metlink call centre?

[i) [IF TR6a = 5] the Metlink website?

m) [IF TR6a = 6] the Metrotrains website?

k) [IF TR6a = 7 or TR6c = 1] The SMS update service?

l) So, thinking of all these aspects, how satisfied are you with the INFORMATION provided about train services overall?

Train Stations

TR8 Now, I would like you to rate your level of satisfaction with aspects of the TRAIN STATIONS you have used in the past six months. On the 0 to 10 scale, how satisfied are you with?

a) The level of lighting provided?

b) The range of facilities provided at trains stations?

c) The maintenance of facilities provided, such as shelter and seating?

d) The general cleanliness and amount of litter at train stations?

e) The level of graffiti at train stations?

f) The amount of car parking provided?

g) The bicycle storage facilities? [IF TR3 = 4]

h) The bus interchange facilities? [IF TR3 = 5]

i) The level of crowding (at stations) at the times you travel?

j) So, thinking of all these aspects, how satisfied are you with the TRAIN STATIONS overall?

Ticketing

Now, I would like you to ask you about the TICKETING on train services in Melbourne.

TR9a When you last travelled, was it on a full fare or a concession fare?

1 Full fare
2 Concession fare
3 (DO NOT READ) Free pass
4 (DO NOT READ) Don’t know

IF CODE 3 (FREE PASS) SKIP TO TR12 (PRICE)

TR9b Are you currently using the old Metcard ticketing system for your travel, or the new myki ticketing system? (MULTIPLE RESPONSES ALLOWED)

INTERVIEWER NOTE: myki is a new ticketing system that allows public transport users to use a pre-paid reusable plastic smartcard, instead of the old Metcard tickets. Short term tickets are also available for those who rarely travel or forget their myki)

1 Metcard ticket
2 myki smartcard
3 (DO NOT READ OUT) Short-term ticket
4 Other (SPECIFY)
5 (DO NOT READ) V/Line tickets
6 (DO NOT READ) Don’t know

IF NOT CODE 2 OR 3 AT TR9b, SKIP TO TR10 ELSE, CONTINUE

TR9c How long have you been using myki (or short-term tickets)? (READ OUT IF NECESSARY)

1 Less than one month
2 1 - 3 months
3 4 - 6 months
4 7 - 12 months
5 More than one year
6 (DO NOT READ OUT) Don’t know

SKIP TO TR25a
[NON MYKI USERS]
TR10 Where do you normally purchase your Metcard tickets?
(DO NOT READ OUT, MULTIPLE RESPONSES ALLOWED)

1. Train station – ticket office
2. Train station – ticket vending machine
3. On board tram – ticket vending machine
4. On board bus – bus driver
5. Bus stop – ticket vending machine
6. Newsagent
7. Chemist
8. Milk bar (independent convenience stores)
9. 7/11 (chained convenience stores, incl. petrol stations)
10. On the internet / Metlink website
11. Metshop at Town Hall (city)
12. Post Office
13. Through work
14. Other (SPECIFY)
15. Don’t know

TR11 On the 0 to 10 scale, how satisfied are you with...

(a) The amount of ticketing information provided at stations?
(b) The ease of understanding the current Metcard ticketing system?
(d) The ease of being able to purchase a ticket when you need to?
(e) There being sufficient places where you can purchase tickets?
(f) Ticket selling outlets keeping sufficient stocks of tickets?

(IF TR10a = 6, 7, 8, 9, 11, OR 12)
(g) The good working order of ticket vending machines?

(IF TR10a = 2, 3, OR 5)
(h) The ease of validating your ticket (when you have to)?

(i) So, thinking of all these aspects, how satisfied are you with Metcard TICKETING overall?

SKIP TO TR12

[MYKI USERS]
TR25a Thinking about the myki smartcard you are currently using, where do you normally top-up your myki?
(DO NOT READ OUT, MULTIPLE RESPONSES ALLOWED)

2. myki Call Centre (13 myki / 13 6954)
3. 7-Eleven
4. myki Discovery Centre (at Southern Cross Station)
5. MetShop at Town Hall (city)
6. Train station – ticket office
7. Train station – myki vending machine
8. Tram stop – myki vending machine
9. On board tram
10. Bus stop / interchange – myki vending machine
11. On board bus
12. V/Line station
13. On board V/Line trains / coaches
14. V/Line ticket agent
15. Auto top-up / direct debit
16. Other (SPECIFY)
17. Don’t know
IF NOT CODE 2 AT TR9b, SKIP TO TR26. ELSE, CONTINUE

TR25b Are you using myki money or myki pass for your public transport travel?
1. Myki money
2. Myki pass
3. Both
4. (DO NOT READ) Don't know

TR25c Have you registered your myki card which links your name and address to your individual card? [IF YES, ASK: Where did you register your myki card?]
2. Yes – myki Call Centre (13 myki / 13 6954)
3. Yes – mailed a myki Registration Form
4. No
5. (DO NOT READ) Don't know

TR25d Have you ever accessed your myki transaction records or travel details? [IF YES, ASK: Where did you access them? MULTIPLE RESPONSES ALLOWED]
2. Yes – myki vending machine
3. Yes – myki check machine (small blue-coloured device)
4. No
5. (DO NOT READ) Don't know

IF CODE 1 AT TR25a / TR25c / TR25d, AUTOCODE TR25e WITH CODE 1 THEN SKIP TO TR26. ELSE, CONTINUE

TR25e Have you ever used the myki website (myki.com.au)?
1. Yes
2. No
3. (DO NOT READ) Don’t know

TR26 On the 0 to 10 scale, how satisfied are you with... (ROTATE GROUPS)

a) The amount of ticketing information provided at stations about myki?
b) The ease of understanding the myki ticketing system?
c) The ease of being able to top-up your myki when you need to?
d) There being sufficient places where you can top-up your myki?
e) The accuracy of the fares that myki automatically calculates based on your travel?
f) [IF TR25d = 1, 2, OR 3] The accuracy of your transaction records or travel details?
g) The ease of touching on and touching off using myki?
h) So, thinking of all these aspects, how satisfied are you with the myki TICKETING system overall?

Price

TR12 Now, thinking about the services you receive, how satisfied are you with the PRICE of train travel in metropolitan Melbourne?

How services are run

TR13 Now, I would like you to rate your level of satisfaction with the OPERATIONAL running of the train services that you have experienced in the past six months provided on your line. Using the 0 to 10 scale, how satisfied are you with: READ OUT. (ROTATE GROUPS)

[INTERVIEWER NOTE: Peak times are considered to be 7am to 9:30am and 4:30pm to 7pm on weekdays] Off peak times are considered to be during the week before 7am, 9:30am to 4:30pm and after 7pm – and all times on weekends and public holidays]

a) The frequency of scheduled weekday peak services? [IF TR2a OR TR2b1 OR TR2b2= 2 OR 4]
b) The frequency of scheduled weekday off-peak services? [IF TR2a OR TR2b1 OR TR2b2 = 1, 3 OR 5]
c) The frequency of scheduled weekend services? [IF TR2a OR TR2b1 OR TR2b2= 6 OR 7]
d) The frequency of train services to and from special events? [IF TR4 = 1]
e) That you are generally able to get on your first train that arrives?
f) The trains running on time?
g) The time your train journeys generally take once you are on?
h) The number of trains that are cancelled?

i) So, thinking of the operational performance of train services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with HOW TRAIN SERVICES ARE RUN overall?

Experience of travelling on trains

TR14 Now, I would like you to rate your level of satisfaction with your experience when on board trains, including train design, in the past six months. On the 0 to 10 scale, how satisfied are you with... READ OUT (ROTATE GROUPS)

l) The level of crowding on the train at the times you need to travel?
a) The amount of space allocated for standing in trains?
b) The train design allowing you to move around the train once you are on?
c) There being enough accessible grab handles and poles for you to hang on to?
d) The comfort of the seats?

e) The level of graffiti in trains?
f) The general cleanliness and amount of litter in trains?
g) The level of damage to seats, fittings and windows (including scratching)?

h) That it is easy for you to get off trains?
i) The temperature in the carriages in summer?

j) The temperature in the carriages in winter?
k) So, thinking of all these aspects, how satisfied are you with the design, space and comfort of Melbourne’s trains overall?
Train Staff

TR15  Now, I would like you to rate your level of satisfaction with the train STAFF you may have interacted with in the past six months. First of all train drivers, using the same 0 to 10 scale again how satisfied are you with… [READ OUT]

[ROTATE]

a)  With the safe and smooth driving of trains?
b) That drivers provide you with useful information if a train breaks down or is delayed?
c) So, how satisfied are you with metropolitan train drivers overall?

TR16  Have you been on a train where Authorised Officers have been checking passenger tickets in the last six months?

[INTERVIEWER NOTE: Authorised Officers are employed by public transport operators to check tickets, improve customer safety, provide customer information and assist during special events.]

1 Yes  GO TO TR19
2 No  GO TO TR19
3 (Don’t know/Can’t Say)  GO TO TR19

TR17  I’d like you to rate your level of satisfaction with the Train Authorised Officers you have seen in the past six months. On the 0 to 10 scale, how satisfied are you that…..

[ROTATE]

a)  Authorised officers are courteous and helpful?
b) Authorised officers undertake their job in an appropriate manner?
c) And how satisfied are you with AUTHORISED OFFICERS OVERALL?

[ASK ALL TRAIN QUOTA]

TR19  Now, I would like to ask you about any other train staff you have had contact with in the past six months. On the 0 to 10 scale, how satisfied are you with OTHER TRAIN STAFF OVERALL?

Personal Security

TR20  Now, I’d like you to rate your level of satisfaction with your feelings of PERSONAL SECURITY when you travel by train.

On the 0 to 10 scale, how satisfied are you with…… (ROTATE ALL)

Your feelings of personal security…

a) when travelling on trains during the day?
b) when traveling on trains after dark?
[INTERVIEWER NOTE: IF RESPONDENT SAID ‘NOT RELEVANT’ AT THIS POINT BECAUSE NOT TRAVEL AT NIGHTS, AUTOCODE ITEM D AND F WITH ‘NOT RELEVANT’]
c) at train stations during the day?
d) at train stations after dark?
e) at train station car parks during the day?
f) at train station car parks after dark?
g) The presence and visibility of security cameras on trains and train stations?
h) The presence and visibility of train staff other than the train driver on trains?
i) The ability to call for assistance when needed?
j) So, thinking of all these aspects, how satisfied are you with your feelings of PERSONAL SECURITY overall?
**TRAMS SECTION**

**I am now going to ask you about your experiences as a TRAM user in Melbourne over the past six months...**

**TM1a** Which tram route have you caught most often in the past six months?  
(PROMPT FOR ROUTE NUMBER)  
(IF MORE THAN ONE, RECORD ALL)  
Programmer Note: Sequence has changed below

1. Route number specified by respondent (ENTER NUMBER)  
2. Trams up and down streets in the city  
3. St Kilda Road (Any route)  
4. City circle tram  
5. Other (SPECIFY)  
6. Don’t know/Can’t Say

**IF CODE 3 IN TM1a ASK TM1c, ELSE SKIP TO TM2a**

**TM1c** What streets in the city have you particularly travelled by tram in last six months? (READ OUT)

1. Bourke Street  
2. Collins Street  
3. Elizabeth Street  
4. Finders Street  
5. La Trobe Street  
6. Spencer Street  
7. Spring Street  
8. Swanston Street  
9. William Street  
10. Other (SPECIFY)  
11. Don’t know/not sure (DO NOT READ)

**TM2a** What times of day do you generally travel by tram? (READ OUT)?  
[MULTIPLE RESPONSE ALLOWED]

1. Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)  
2. Weekdays between 7 – 9:30am? (Weekday morning peaks)  
3. Weekdays between 9:30am – 4:30pm? (Morning and afternoon off-peaks)  
4. Weekdays between 4:30 – 7pm? (Weekday afternoon peaks)  
5. Weekdays between 7pm – 2pm? (Weekday evenings)  
6. Weekends during day time?  
7. Weekends during night time?  
8. It varies (DO NOT READ)  
9. None – no other times  
10. Can’t say (DO NOT READ)

**TM2b1** And what other days or times do you travel by tram? (MULTIPLE RESPONSE)

**ASK TM2b2 IF CODE 8 OR 9 AT TM2a**

**TM2b2** Do you ever travel by tram... READ OUT MULTIPLE RESPONSE

1. Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)  
2. Weekdays between 7 – 9:30am? (Weekday morning peaks)  
3. Weekdays between 9:30am – 4:30pm? (Morning and afternoon off-peaks)  
4. Weekdays between 4:30 – 7pm? (Weekday afternoon peaks)  
5. Weekdays between 7pm – 2pm? (Weekday evenings)  
6. Weekends during day time?  
7. Weekends during night time?  
8. It varies (DO NOT READ)  
9. None – no other times  
10. Can’t say (DO NOT READ)

**TM3** How do you usually get to the tram stop to begin your journey?  
(DO NOT READ OUT)

1. Walk  
2. Drive car and park  
3. Get a lift with someone else  
4. Cycle  
5. Bus  
6. Train  
7. Taxi  
8. V/Line train or coach  
9. Other  
10. It varies – no usual method  
11. Can’t say

**TM4** Have you caught a tram to or from a special event, such as concert, festival or sporting event in the past six months?

1. Yes  
2. No  
3. Don’t know

**TM5a** In the past six months, have you significantly increased or decreased your use of metropolitan trams?

1. Significantly increased  
2. Significantly decreased  
3. Stayed about the same  
4. Only started to use trams in last 6 months  
5. Don’t know / Can’t say
TM5b  In the next six months, would you expect your use of metropolitan trams to...? [READ OUT]

1  Significantly increase
2  Significantly decrease
3  Stay about the same
4  Don’t know / Hard to say [DO NOT READ OUT]

SATISFACTION QUESTIONS

Information

TM6a  Where do you usually access tram timetables or other information to plan tram journeys?

PROMPT: Anywhere else?  (DO NOT READ OUT)  (ACCEPT MULTIPLES)

1  At tram stops
2  On trams (printed booklets)
3  Metlink Call Centre (PT info line)
4  Internet – Yarra Trams website
5  Internet – Metlink website
6  TramTRACKER – by SMS
7  TramTRACKER – by phone call
8  TramTRACKER – by Internet / computer / tablets (e.g. iPad)
9  TramTRACKER – by internet on phone Smart Phone (e.g. iPhone/Blackberry)
10  Internet – Other (Specify)
11  Other (SPECIFY)
12  Don’t use timetables
13  Don’t know (DO NOT READ)

[IF TM6a NOT CODED 6, 7, 8, OR 9]

TM6b  Are you aware of the tramTRACKER information service?

[INTERVIEWER NOTE: IF NECESSARY, EXPLAIN THAT TRAMTRACKER PROVIDES REAL-TIME INFORMATION ABOUT TRAM ARRIVAL TIMES VIA MOBILE TEXT MESSAGE, PHONE, OR THE INTERNET]

1  Yes
2  No
3  (Don’t know/Can’t Say)

[IF YES]

TM6c  Have you ever used the tramTRACKER service?

1  Yes – by SMS
2  Yes – by phone call
3  Yes – by internet
4  Yes – by internet on phone Smart Phone (e.g. iPhone / Blackberry)
5  No
6  (Don’t know/Can’t Say)

TM7  Now I am going to ask you to rate various aspects of tram service using a 0 to 10 scale. 0 means Extremely Dissatisfied and 10 means Extremely Satisfied. If a question is not relevant to you, please say so.

Firstly, I would like you to rate your level of satisfaction with aspects of the INFORMATION provided about tram services. Using the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a. The availability of up-to-date printed timetable information at tram stops?
b. The ease of reading and understanding printed timetables at tram stops?
c. The information provided on the electronic displays at some tram stops about tram arrival times?
d. The accuracy of the information provided on the electronic displays?
e. The clarity of announcements on trams?
f. The number of announcements on trams?
g. That there is sufficient announcement or signage to inform you that you have arrived at your tram stop?
h. The availability of information provided when there is a planned disruption to tram services, (such as tram works or a major event)?
i. The availability of information provided when there is an unplanned disruption to tram services, (such as a car accident or tram breakdown)?
j. [IF TM6a = 6, 7, 8, 9 or TM6c = 1, 2, 3, 4] The tramTRACKER information you have received?
k. The quality of information from...
   l. [IF TM6a = 5] The Metlink website?
m. [IF TM6a = 4] The Yarra Trams website?
n. [IF TM6a = 3] The Metlink call centre?

So, thinking of all these aspects, how satisfied are you with the INFORMATION provided about tram services overall?

Tram Stops

TM8  Now, I would like you to rate your level of satisfaction with aspects of the TRAM STOPS you have used in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a. The level of lighting provided?
b. The general cleanliness and amount of litter at tram stops?
c. The level of graffiti at tram stops?
d. That shelter and seating is provided at tram stops?
e. The maintenance of shelters and seating?
f. Being able to safely enter and exit the tram at the tram stops you use?

h. The level of crowding (at tram stops) at the times you travel?

So, thinking of all these aspects, how satisfied are you with TRAM STOPS overall?

[IF OVERALL SCORE IS 0-5]

TM27a  What tram stop or stops in particular are you most dissatisfied with?  [RECORD]

TM27b  Is that a platform stop, stop with barriers, or kerbside stop? MULTICODE POSSIBLE

1  Platform stop
2  Stop with barriers
3  Kerbside stop
**Ticketing**

Now, I would like you to ask you about the TICKETING on tram services in Melbourne.

**TM9a** When you last travelled, was it on full fare or concession fare?

1. Full fare
2. Concession fare
3. Free pass (DO NOT READ)
4. Don’t know (DO NOT READ)

IF CODE 3 (FREE PASS) SKIP TO TM12 (PRICE)

**TM9b** Are you currently using the old Metcard ticketing system for your travel, or the new myki ticketing system? (MULTIPLE RESPONSES ALLOWED)

(INTERVIEWER NOTE: myki is a new ticketing system that allows public transport users to use a pre-paid reusable plastic smartcard, instead of the old Metcard tickets. Short term tickets are also available for those who rarely travel or forget their myki)

1. Metcard ticket
2. myki smartcard
3. (DO NOT READ OUT) Short-term ticket
4. Other (SPECIFY)
5. (DO NOT READ) V/Line tickets
6. (DO NOT READ) Don’t know

IF NOT CODE 2 OR 3 AT TM9b, SKIP TO TM10 ELSE, CONTINUE

**TM9c** How long have you been using myki (or short-term tickets)? (READ OUT IF NECESSARY)

1. Less than one month
2. 1 - 3 months
3. 4 – 6 months
4. 7 – 12 months
5. More than one year
6. (DO NOT READ OUT) Don’t know

SKIP TO TM25a

**[NON MYKI USERS]**

**TM10** Where do you normally purchase your Metcard tickets? (DO NOT READ OUT) (MULTIPLE RESPONSES ALLOWED)

1. Train station – ticket office
2. Train station – ticket vending machine
3. On board tram – ticket vending machine
4. On board bus – bus driver
5. Bus stop – ticket vending machine
6. Newsagent
7. Chemist
8. Milk bar (independent convenience stores)
9. 7/Eleven (chained convenience stores, incl. petrol stations)
10. On the internet / Metlink website
11. Metshop at Town Hall (city)
12. Post Office
13. Through work
14. Other (SPECIFY)
15. Don’t know

**TM11** On the 0 to 10 scale, how satisfied are you with...

(ROTATE GROUPS)

a. The amount of ticketing information provided on trams?
b. The ease of understanding the current Metcard ticketing system?
c. The range of ticket types?
d. The ease of being able to purchase a ticket when you need to?
e. There being sufficient places where you can purchase tickets?
f. Ticket selling outlets keeping sufficient stocks of tickets? [IF TM10 = 6,7,8,9, 11, OR 12]  
g. The good working order of ticket vending machines? [IF TM10 = 2, 3, or 5]
h. The ease of validating your ticket (when you have to)?
i. So, thinking of all these aspects, how satisfied are you with Metcard TICKETING overall?

**[MYKI USERS]**

**TM25a** Thinking about the myki smartcard you are currently using, where do you normally top-up your myki? (DO NOT READ OUT, MULTIPLE RESPONSES ALLOWED)

2. myki Call Centre (13 myki / 13 6954)
3. 7-Eleven
4. Newsagent
5. myki Discovery Centre (at Southern Cross Station)
6. MetShop at Town Hall (city)
7. Train station – ticket office
8. Train station – ticket vending machine
9. Tram stop – ticket vending machine
10. Bus stop / interchange – ticket vending machine
11. On board bus
12. V/Line station
13. On board V/Line trains / coaches
14. V/Line ticket agent
15. Auto top-up / direct debit
16. Other (SPECIFY)
17. Don’t know
IF NOT CODE 2 AT TM9b, SKIP TO TM26. ELSE, CONTINUE

TM25b Are you using myki money or myki pass for your public transport travel?

1. Myki money
2. Myki pass
3. Both
4. (DO NOT READ) Don’t know

TM25c Have you registered your myki card which links your name and address to your individual card? IF YES, ASK: Where did you register your myki card?

2. Yes – myki Call Centre (13 myki / 13 6954)
3. Yes – mailed a myki Registration Form
4. No
5. (DO NOT READ) Don’t know

TM25d Have you ever accessed your myki transaction records or travel details?

[IF YES, ASK: Where did you access them? MULTIPLE RESPONSES ALLOWED]

2. Yes – myki vending machine
3. Yes – myki check machine (small blue-coloured device)
4. No
5. (DO NOT READ) Don’t know

IF CODE 1 AT TM25a / TM25c / TM25d, AUTOCODE TM25e WITH CODE 1 THEN SKIP TO TM26. ELSE, CONTINUE

TM25e Have you ever used the myki website (myki.com.au)?

1. Yes
2. No
3. (DO NOT READ) Don’t know

TM26 On the 0 to 10 scale, how satisfied are you with... (ROTATE GROUPS)

a) The amount of ticketing information provided on trams about myki?
b) The ease of understanding the myki ticketing system?
c) The ease of being able to top-up your myki when you need to?
d) There being sufficient places where you can top-up your myki?
e) The accuracy of the fares that myki automatically calculates based on your travel?
f) [IF TM25d = 1, 2, OR 3] The accuracy of your transaction records or travel details?
g) The ease of touching on (and touching off) using myki?
h) So, thinking of all these aspects, how satisfied are you with the myki TICKETING system overall?

Price

TM12 Now, thinking about the services you receive, how satisfied are you with the PRICE of tram travel in Melbourne?

How services are run

TM13 Now, I would like you to rate your level of satisfaction with the OPERATIONAL running of the tram services that you have experienced in the past six months provided on your route. Using the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

[INTERVIEWER NOTE: Peak times are considered to be 7am to 9:30am and 4:30pm to 7pm on weekdays. Off peak times are considered to be during the week before 7am, 9:30am to 4:30pm and after 7pm – and all times on weekends and public holidays]

a) The frequency of tram services at peak times? [IF TM2a OR TM2b1 OR TM2b2 = 2 OR 4]
b) The frequency of tram services in off peak times on weekdays? [IF TM2a OR TM2b1 OR TM2b2 = 1, 3 or 5]
c) The frequency of tram services at the weekend? [IF TM2a OR TM2b1 OR TM2b2 = 6 or 7]
d) The frequency of tram services to and from special events? [IF TM4 = 1]
e) The frequency of tram services at night?
g) That you are generally able to get on your first tram that arrives?
h) The hours of operation of tram services?
i) The reliability of tram services?
j) Extent of delays compared to the timetable?
k) The time your tram journeys generally take once you are on board?
l) So, thinking of the operational performance of tram services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with HOW TRAM SERVICES ARE RUN overall?

Experience of travelling on trams

TM14 I would like you to rate your level of satisfaction with your experience when on board a tram, including the tram design, in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a) The level of crowding on the tram at the times you need to travel?
b) The tram design allowing you to move around the tram once you are on?
c) There being enough accessible straps and rails for you to hang on to?
d) The smoothness of the tram ride?
e) The comfort of the seats?
f) The comfort of the ride when you can’t be seated?
g) The level of graffiti in trams?
h) The general cleanliness and amount of litter in trams?
i) The level of damage to seats, fittings and windows (including scratching)?
j) The temperature of trams in summer?
k) The temperature of trams in winter?
l) That it is easy for you to get off trams?
m) So, thinking of all these aspects, how satisfied are you with the design, space and comfort of Melbourne’s trams overall?
Tram Staff

TM15 Now, I would like you to rate your level of satisfaction with the tram STAFF you may have interacted with in the past six months. How satisfied are you that...

[ROTATE]

Tram drivers...
  a. are courteous and helpful?
  b. drive safely and smoothly?
  c. provide you with useful information if a tram breaks down or cannot run?
  d. request passengers move well inside the trams when they are crowded?
  e. So, thinking of all these aspects, how satisfied are you with TRAM DRIVERS overall?

TM16 Have you been on a tram where authorised officers have been checking passenger tickets in the last six months?
  1. Yes
  2. No
  3. (Don't know/Can't Say)

[INTERVIEWER NOTE: Authorised Officers are employed by public transport operators to check tickets, improve customer safety, provide customer information and assist during special events.]

TM17 I would like you to rate your level of satisfaction with the Tram Authorised Officers you have seen in the past six months. On the 0 to 10 scale, how satisfied are you that...... (ROTATE)
  a. Authorised officers are courteous and helpful?
  b. Authorised officers undertake their job in an appropriate manner?
  c. So how satisfied are you with AUTHORISED OFFICERS OVERALL?

TM18 Have you had face-to-face interaction with any other tram staff member in the last six months?
  1. Yes
  2. No
  3. (Don't know/Can't Say)

TM19 I would like you to rate your level of satisfaction with any other tram staff you have had face-to-face contact with in the past six months. On the 0 to 10 scale, how satisfied are you that...... (ROTATE)
  a. Yarra trams staff are courteous and helpful?
  b. Yarra trams staff provide useful information, if asked?
  c. So how satisfied are you with YARRA TRAM STAFF, (other than authorised officers) OVERALL?

Personal Security

TM20 Now, I’d like you to rate your level of satisfaction with your feelings of PERSONAL SECURITY when you travel by tram.

On the 0 to 10 scale, how satisfied are you with:

(ROTATE ALL)

Your feelings of personal security...
  a. when travelling on trams during the day
  b. when travelling on trams after dark?

[INTERVIEWER NOTE: IF RESPONDENT SAID ‘NOT RELEVANT’ AT THIS POINT BECAUSE NOT TRAVEL AT NIGHTS, AUTOCODE ITEM D WITH ‘NOT RELEVANT’]
  c. at tram stops during the day?
  d. at tram stops after dark?
  e. The presence and visibility of security cameras on trams?
  f. The presence and visibility of staff other than the tram driver on trams?
  g. The ability to call for assistance when needed?
  h. So, thinking of all these aspects, how satisfied are you with your feelings of PERSONAL SECURITY overall?

Overall

TM21 Using the same scale again, and taking into consideration ALL aspects of the service we have discussed, and any others of importance to you, how satisfied are you with Melbourne’s metropolitan TRAM SERVICES OVERALL in the past six months?

TM22 I’d like you to think about any changes that may have occurred in the last 12 months with Melbourne’s TRAM service. Would you say that the TRAM service is now...

(READ OUT)
  1 Much better (than 12 months ago)
  2 A little better (than 12 months ago)
  3 The same
  4 A little worse (than 12 months ago)
  5 Much worse (than 12 months ago)
  6 Did not use it 12 months ago (DO NOT READ)
  7 Don’t know (DO NOT READ)

IF CODE 1 OR 5 AT TM22, ASK

TM22X Why do you say that? (PROBE FULLY/RECORD VERBATIM)

TM23 In the past six months, have you seriously considered reducing your use of trams in favour of other means of transport?

  1 Yes
  2 No
  3 Don’t know (DO NOT READ)

TM24 On a scale of 0 to 10, where 0 is no likelihood and 10 is extremely likely, how likely would you be to recommend Melbourne’s tram services to someone else?

SKIP TO A2
I am now going to ask you about your experiences as a BUS user in Melbourne over the past six months,…

BU1a Which bus have you caught most often in the past six months? [PROMPT FOR ROUTE NUMBER] (IF MORE THAN ONE, RECORD ALL)
1 ROUTE NUMBER - record number
2 Other (SPECIFY)
3 (Don’t know/Can’t Say)

BU2a What times of day do you generally travel by bus? (READ OUT) [MULTIPLE RESPONSE ALLOWED]
1 Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2 Weekdays between 7 – 9.30am? (Weekday morning peaks)
3 Weekdays between 9.30am – 3.30pm? (Morning and afternoon off-peaks)
4 Weekdays between 3.30 – 7pm? (Weekday afternoon peaks)
5 Weekdays between 7pm – 2pm? (Weekday evenings)
6 Weekends during day time?
7 Weekends during night time?
8 It varies (DO NOT READ)
9 Can’t say (DO NOT READ)

BU2b1 And what other days or times do you travel by bus? (MULTIPLE RESPONSE) ASK BU2b2 IF CODE 8 OR 9 AT BU2a

BU2b2 Do you ever travel by bus… READ OUT MULTIPLE RESPONSE CODE ALL THAT APPLY
1 Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2 Weekdays between 7 – 9.30am? (Weekday morning peaks)
3 Weekdays between 9.30am – 3.30pm? (Morning and afternoon off-peaks)
4 Weekdays between 3.30 – 7pm? (Weekday afternoon peaks)
5 Weekdays between 7pm – 2pm? (Weekday evenings)
6 Weekends during day time?
7 Weekends during night time?
8 It varies (DO NOT READ)
9 None – no other times
10 Can’t say (DO NOT READ)

BU2d Have you caught a SmartBus service in the past six months?
[INTERVIEWER NOTE: SmartBus is a premium bus service that has been designed to complement Melbourne's radial train and tram network, by providing 'cross-town' connections. SmartBus numbers are 700, 703, 889, 900, 901, 903]
1 Yes
2 No

BU3 How do you usually get to the bus stop to begin your journey? [DO NOT READ OUT] MULTIPLE RESPONSE ALLOWED
1 Walk
2 Drive car and park
3 Get a lift with someone else
4 Cycle
5 Tram
6 Train
7 Taxi
8 V/Line train or coach
9 Other
10 It varies – no usual method
11 Can’t say

BU4 Have you caught a bus to or from a special event, such as concert, festival or sporting event in the past six months?
1 Yes
2 No
3 Don't know

BUO Overall are you satisfied or dissatisfied with the SERVICE on your bus route? WAIT FOR RESPONSE: Is that totally, very or somewhat?
1 Totally satisfied
2 Very satisfied
3 Somewhat satisfied
4 Somewhat dissatisfied
5 Very dissatisfied
6 Totally dissatisfied
7 Don’t know (DO NOT READ)

BU5a In the past six months, have you significantly increased or decreased your use of metropolitan Buses?
1 Significantly increased
2 Significantly decreased
3 Stayed about the same
4 Only started to use buses in last 6 months
5 Don’t know / can’t say

BU5b In the next six months, would you expect your use of metropolitan buses to…? [READ OUT]
1 Significantly increase
2 Significantly decrease
3 Stay about the same
4 Don’t know / Hard to say [DO NOT READ OUT]
SATISFACTION QUESTIONS

Information
BU6a Where do you USUALLY access bus timetables or other information to plan bus journeys? (DO NOT READ OUT) (ACCEPT MULTIPLES) PROMPT: Anywhere else?

1. Use timetables at bus stops
2. Get timetable from bus driver / on bus / from depot
3. Ring call centre to send a timetable by post
4. Phone Metlink Call Centre (PT info line) for information
5. Internet – Bus company websites
6. Internet – Metlink website
7. SMS updates
8. Internet – Other (Specify)
9. iPhone / BlackBerry / Mobile application
10. Printed timetables from train stations
11. Other (SPECIFY)
12. Don’t use timetables
13. Don’t know (DO NOT READ)

READ OUT
Now I am going to ask you to rate various aspects of bus service using a 0 to 10 scale. 0 means Extremely Dissatisfied and 10 means Extremely Satisfied. If a question is not relevant to you, please say so.

BU7 Firstly, I would like you to rate your level of satisfaction with aspects of the INFORMATION provided about bus services. Using the 0 to 10 scale, how satisfied are you with:

(a) The availability of up-to-date printed timetable information at bus stops?
(b) The ease of reading and understanding timetable information at bus stops?
(c) The availability of printed timetables that you can carry around with you?
(d) The information provided on the electronic displays at some bus stops about bus arrival times?
(e) The availability of information provided when there is a planned disruption to bus services, such as road works or a major event?
(f) The availability of information provided when there is an unplanned disruption to bus services, such as a bus breakdown?

The quality of information from:

[g] [IF BU6a = 4] The Metlink call centre?
[h] [IF BU6a = 5] The Bus Company websites?
[i] [IF BU6a = 6] The Metlink website?

j So, thinking of all these aspects, how satisfied are you with the INFORMATION provided about bus services overall?

Bus Stops
BU8 Now, I would like you to rate your level of satisfaction with aspects of the BUS STOPS you have used in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

(a) The level of lighting provided?
(b) The general cleanliness and amount of litter at bus stops?
(c) The level of graffiti at bus stops?
(d) The shelter and seating provided at bus stops?
(e) The maintenance of shelters and seating?
(f) The design of bus stops allowing you to safely enter and exit the bus?
(g) The level of crowding (at bus stops) at the times you travel?

So, thinking of all these aspects, how satisfied are you with BUS STOPS overall?

Ticketing
BU9a When you last travelled, was it on full fare or concession fare?

1. Full fare
2. Concession fare
3. Free pass (DO NOT READ)
4. Don’t know (DO NOT READ)

IF CODE 3 (FREE PASS) SKIP TO BU12 (PRICE)

BU9b Are you currently using the old Metcard ticketing system for your travel, or the new myki ticketing system? (MULTIPLE RESPONSES ALLOWED)

1. Metcard ticket
2. myki smartcard
3. (DO NOT READ OUT) Short-term ticket
4. Other (SPECIFY)
5. (DO NOT READ) V/Line tickets
6. (DO NOT READ) Don't know

IF NOT CODE 2 OR 3 AT BU9b, SKIP TO BU10 ELSE, CONTINUE

BU9c How long have you been using myki (or short-term tickets)? (READ OUT IF NECESSARY)

1. Less than one month
2. 1 - 3 months
3. 4 - 6 months
4. 7 - 12 months
5. More than one year
6. (DO NOT READ OUT) Don't know

SKIP TO BU18a
[NON MYKI USERS]
BU10 Where do you normally purchase your Metcard tickets? (DO NOT READ OUT) (MULTIPLE RESPONSES ALLOWED)
1 Train station – ticket office
2 Train station – ticket vending machine
3 On board tram – ticket vending machine
4 On board bus – bus driver
5 Bus stop – ticket vending machine
6 Newsagent
7 Chemist
8 Milk bar (independent convenience stores)
9 7/11 (chain convenience stores, incl. petrol stations)
10 On the internet / Metlink website
11 Metshop at Town Hall (city)
12 Post Office
13 Through work
14 Other (SPECIFY)
15 Don’t know

BU11 On the 0 to 10 scale, how satisfied are you with... (ROTATE GROUPS)

a) The amount of ticketing information provided on buses?
b) The ease of understanding the current Metcard ticketing system?
c) The range of ticket types?
d) The ease of being able to purchase a ticket when you need to?
e) There being sufficient places where you can purchase tickets?
f) Ticket selling outlets keeping sufficient stocks of tickets? [IF BU10 = 6,7,8,9,11, or 12]
g) The good working order of ticket vending machines? [If BU10 = 2, 3 or 5]
h) The ease of validating your ticket (when you have to)?
i) So, thinking of all these aspects, how satisfied are you with Metcard TICKETING overall?

SKIP TO BU12

[MYKI USERS]
BU18a Thinking about the myki smartcard you are currently using, where do you normally top-up your myki? (DO NOT READ OUT, MULTIPLE RESPONSES ALLOWED)
1 On the internet / myki website (myki.com.au)
2 myki Call Centre (13 myki / 13 6954)
3 7-Eleven
4 Newsagent
5 myki Discovery Centre (at Southern Cross Station)
6 MetShop at Town Hall (city)
7 Train station – ticket office
8 Train station – ticket vending machine
9 On board tram
10 Bus stop / interchange – ticket vending machine
11 On board bus
12 V/Line station
13 On board V/Line trains / coaches
14 V/Line ticket agent
15 Auto top-up / direct debit
16 Other (SPECIFY)
17 Don’t know

IF NOT CODE 2 AT BU9b, SKIP TO BU19. ELSE, CONTINUE

BU18b Are you using myki money or myki pass for your public transport travel?
1. Myki money
2. Myki pass
3. Both
4. (DO NOT READ) Don’t know

BU18c Have you registered your myki card which links your name and address to your individual card? [IF YES, ASK: Where did you register your myki card?]
2. Yes – myki Call Centre (13 myki / 13 6954)
3. Yes – mailed a myki Registration Form
4. No
5. (DO NOT READ) Don’t know
SKIP TO INSTRUCTION BEFORE BU18e

BU18d Have you ever accessed your myki transaction records or travel details?
[IF YES, ASK: Where did you access them? MULTIPLE RESPONSES ALLOWED]
2. Yes – myki Call Centre (13 myki / 13 6954)
3. Yes – myki check machine (small blue-coloured device)
4. No
5. (DO NOT READ) Don’t know

IF CODE 1 AT BU18a / BU18c / BU18d, AUTOCODE BU18e WITH CODE 1 THEN SKIP TO BU19. ELSE, CONTINUE

BU18e Have you ever used the myki website (myki.com.au)?
1. Yes
2. No
3. (DO NOT READ) Don’t know
**Experience of travelling on Buses**

**BU14** Now, I would like you to rate your level of satisfaction with your experience when on board a bus, including the bus design, in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

- [a) The aisles being kept clear of bags and other items?](#)
- [m) The level of crowding on the bus at the times you need to travel?](#)
- [c) The smoothness of the bus ride?](#)
- [d) The comfort of the seats?](#)
- [e) The level of graffiti in buses?](#)
- [f) The general cleanliness and amount of litter in buses?](#)
- [g) The level of damage to seats, fittings and windows (including scratching)?](#)
- [h) The temperature inside buses in winter?](#)
- [i) The temperature inside buses in summer?](#)
- [j) The quality and level of lighting on buses?](#)
- [k) That it is easy for you to get off buses](#)

f) So, thinking of all these aspects, how satisfied are you with the design, space and comfort of Melbourne’s BUSES overall?

**Bus Staff**

**BU15** Now, I would like you to rate your level of satisfaction with the bus STAFF you may have interacted with in the past six months. First of all, the BUS DRIVER. On the 0 to 10 scale, how satisfied are you that:

(ROTATE)

- [a) are courteous and helpful?](#)
- [b) are well-presented and well groomed?](#)
- [c) drive safely and smoothly?](#)
- [d) provide you with useful information regarding travel, if requested?](#)
- [e) are easy to understand, if you are speaking with them?](#)

f) So, thinking of all these aspects, how satisfied are you with BUS DRIVERS overall?

**BU16** Have you been on a bus where bus Authorised Officers have been checking passenger tickets in the last six months?

1. Yes
2. No
3. (Don’t know/Can’t Say) GO TO BU20

[INTERVIEWER NOTE: Authorised Officers are employed by public transport operators to check tickets, improve customer safety, provide customer information and assist during special events.]
BU17 Now, I would like you to rate your level of satisfaction with the Bus Authorised Officers you have seen in the past six months. On the 0 to 10 scale, how satisfied are you that......

(Rotate)

a) Authorised officers are courteous and helpful?
b) Authorised officers undertake their job in an appropriate manner?
c) And OVERALL then, how satisfied are you with AUTHORISED OFFICERS?

Personal Security

BU20 Now, I'd like you to rate your level of satisfaction with your feelings of PERSONAL SECURITY when you travel by Bus.

On the 0 to 10 scale, how satisfied are you with...... (Rotate All)

Your feelings of personal security...

a) when travelling on buses during the day?
b) when travelling on buses after dark?
   [Interviewer Note: if respondent said 'Not Relevant' at this point because not travel at night, autocode Item D with 'Not Relevant']
c) at bus stops during the day?
d) at bus stops after dark?

- The presence and visibility of security cameras on buses?
- The presence and visibility of bus staff other than the bus driver on buses?
- The ability to call for assistance when needed?

h) So, thinking of all these aspects, how satisfied are you with your feelings of PERSONAL SECURITY overall?

Overall

BU21a Using the same scale again, and taking into consideration all the aspects of the service we have discussed, and any others of importance to you, how satisfied are you with Melbourne’s metropolitan bus services overall in the past six months?

SmartBus

(IF BU2c =1 ASK B21b, ELSE SKIP TO PRE 21c)

BU21b Thinking just about your experience on SmartBuses, how satisfied are you with your experience on SmartBuses overall in the past six months?

NightRider

(PRE; BU2c IF BU2d = 1 ASK B21c, ELSE SKIP TO BU22)

BU21c Thinking just about your experience on NightRider, how satisfied are you with your experience on NightRider overall in the past six months?

BU22 I’d like you to think about any changes that may have occurred in the last 12 months with Melbourne’s BUS services. Would you say that the BUS service is now...... (Read Out)?

1) Much better (than 12 months ago)
2) A little better (than 12 months ago)
3) The same
4) A little worse (than 12 months ago)
5) Much worse (than 12 months ago)
6) Did not use it 12 months ago (DO NOT READ)
7) Don’t know (DO NOT READ)

BU23 In the past six months, have you seriously considered reducing your use of buses in favour of other means of transport?

1) Yes
2) No
3) Don’t know

BU24 On a scale of 0 to 10, where 0 is no likelihood and 10 is extremely likely, how likely would you be to recommend Melbourne’s bus services to someone else?

ASK A2 – A3 IN APR-JUN 2011

A2 The public transport industry has an independent body to deal with unresolved customer complaints involving public transport. Do you know what the body is called?

1) Yes – Public Transport Ombudsman
2) Yes – other (Specify)
3) No
4) Don’t know (DO NOT READ)

A3 Have you heard of the Public Transport Ombudsman?

1) Yes
2) No
3) Don’t know (DO NOT READ)

Skip to Demographics Section
DEMOGRAPHICS SECTION

(ASK ALL)

D1. Now we have just a few questions to help us analyse the survey answers. Firstly, which of the following best describes the composition of your household?

1. Family or single parent with children under the age of 5
2. Family or single parent with school age children at home
3. Family with older children at home
4. Couple whose children have now left home
5. Married couple or couple in de facto relationship with no children
6. A single person living alone
7. Shared household of unattached people
8. Other (SPECIFY)
9. Refused/Can’t say (DO NOT READ)

D2. And in which year were you born? (RECORD FOUR-DIGIT YEAR; 1900 - 1995)

D3. What was your main activity in the last week? (READ OUT)

1. Full time work (30+ hours per week)
2. Part time work (8-29 hours per week)
3. Retired
4. Home duties
5. Student attending formal education
6. Unemployed, looking for work
7. Have a job but away for vacation, illness, strike etc
8. Permanent invalid, not seeking work
9. Other (SPECIFY)
10. Refused

D4. What is your occupation? (RECORD FULL DETAILS)

D5. Do you have access to a car for your own personal use when needed?

1. Yes
2. No
3. Other response
4. DK

CONFIRM POSTCODE

D6. Finally, do you have any further comments you wish to make about public transport that we have not covered today?

(RECORD VERBATIM)

CLOSE:

That was my final question. On behalf of the Director of Public Transport, the public transport companies, and Wallis Consulting Group, thanks for your help. Your views count and we’re glad you made them known to us. Just in case you missed it, my name is (INTERVIEWER STATE NAME), and I am from the Wallis Group. If you have any questions about this survey you may contact the Australian Market and Social Research Society on 1300 364 830.
INTRODUCTION

Good (...) my name is (...) from Wallis Consulting Group, a market research company calling on behalf of the Director of Public Transport and V/Line. They want to know how satisfied customers are with the non-metropolitan public transport services. We’d like to speak to a person over the age of 16 who normally resides in your household, and uses V/Line. Would that be you?

IF NO: Is there anyone in the household aged 16 or over who uses V/Line?

IF NECESSARY: The survey will take about fifteen minutes and your views will be used in the continuous improvement of V/Line services. Your answers will be held in the strictest confidence.

S1 Firstly, do you or does anyone else in your household work for the Department of Transport, Metlink, V-Line or a private train, tram or bus company?
   1 Yes  
   2 No  

CLOSE1: Thank you for your time today. Unfortunately family members of those who are affiliated with public transport companies are ineligible to take part in this survey.

S2 Do you travel on a V-Line train or a V-Line coach at least a few days a year?
   1 Yes  (GO TO S5)
   2 No  

CLOSE2: Thank you for your time today. Unfortunately this survey is only for users of V/Line.

S5 How often do you travel on V/Line TRAINS? (READ OUT IF NECESSARY)
   1 6 or 7 days a week
   2 5 days a week
   3 3 or 4 days a week
   4 1 or 2 days a week
   5 Between 1 and 3 times per month
   6 Once every 2-3 months (4 – 6 times a year)
   7 Once every 4 to 6 months (2 – 3 times a year)
   8 Once a year
   9 Less than once a year
   10 Never

V0 Overall, are you satisfied or dissatisfied with V/Line (train and coach) services?
   WAIT FOR RESPONSE: Is that totally, very, or somewhat?
   1 Totally satisfied
   2 Very satisfied
   3 Somewhat satisfied
   4 Somewhat dissatisfied
   5 Very dissatisfied
   6 Totally dissatisfied
   7 (DO NOT READ OUT) Don't know

S6 How often do you travel on V/Line COACHES? This does not include any replacement coach service you may have experienced (for example, trains were replaced by coaches due to track works).
(READ OUT IF NECESSARY)
   1 6 or 7 days a week
   2 5 days a week
   3 3 or 4 days a week
   4 1 or 2 days a week
   5 Between 1 and 3 times per month
   6 Once every 2-3 months (4 – 6 times a year)
   7 Once every 4 to 6 months (2 – 3 times a year)
   8 Once a year
   9 Less than once a year
   10 Never

V1 For what reasons do you usually travel by V/Line train or coach? (DO NOT READ OUT) (MULTIPLE RESPONSE)
   1 To go to or from work
   2 Work related but not commuting
   3 Leisure (i.e. shopping, day trip)
   4 Education/ study
   5 Visiting friends/ relatives
   6 Tourism/ Holiday
   7 Personal business (i.e. doctors)
   8 Special events (i.e. sporting/cultural)
   9 Other (SPECIFY)
   10 Can't remember (DO NOT READ)

V2 And what type of ticket do you NORMALLY purchase? (READ OUT)
[INTERVIEWER NOTE: if respondent answers more than one type, probe for the one MOST FREQUENTLY purchased]
   1 Peak single ticket
   2 Off peak single ticket
   3 Peak daily return
   4 Off peak daily return
   5 Period ticket such as weekly, monthly, or date to date
   6 Family Traveller
   7 Seniors
   8 Other
   9 Free pass
   10 Don't know (DO NOT READ)
V3 And is that...? (READ OUT)
[INTERVIEWER NOTE: if respondent answers more than one type, probe for the one MOST FREQUENTLY purchased]

1 Full fare  
2 or Concession  
3 (DO NOT READ) Don’t know

IF S5=1...7 ASK V4a

V4a And when you purchase a TRAIN ticket do you NORMALLY purchase a ...? (READ OUT)
[INTERVIEWER NOTE: if respondent answers more than one type, probe for the one MOST FREQUENTLY purchased; if respondent says “there is no first class ticket on my train”, code as ‘economy’]

1 First class ticket  
2 or Economy ticket  
3 (DO NOT READ) Don’t know

QUOTA SELECTION:
IF CODE 1-7 AT S5, QUALIFY AS TRAIN USERS
IF CODE 1-7 AT S6, QUALIFY AS COACH USERS
IF QUALIFY TO BOTH TRAIN AND COACH, SELECT RANDOMLY

(IF SELECTED FOR COACH GO TO VC1)

SECTION 2: TRAINS

VT2 How do you identify or describe a V/Line train? (DO NOT READ OUT) (PROBE FULLY)
(ACCEPT MULTIPLES)
(REFER TO PHOTOS - BUT DO NOT PROMPT)

1 V/Line name on side - written on side (SKIP TO VT4a)  
2 Red/burgundy with blue (SKIP TO VT4a)  
3 Mostly silver with red & blue (SKIP TO VT4a)  
4 Mostly silver with red & purple (SKIP TO VT4a)  
5 Purple and Green (SKIP TO VT4a)  
6 Name on the ticket (SKIP TO VT4a)  
7 Name on staff uniforms (SKIP TO VT4a)  
8 V/Line seat on Great Southern Railway (GSR) or CountryLink XPT (NSW) (SKIP TO VT4a)  
9 Other - CORRECT response (SPECIFY) (SKIP TO VT4a)  
10 INCORRECT response (SPECIFY) (SKIP TO VT4a)  
11 Don’t know (DO NOT READ) FIRST RESPONSE ONLY

VT3 For this survey, we need to talk to people who have used V/Line trains. Is there anything about the V/Line trains that you can describe?
(DO NOT AID OR PROMPT)

1 Yes - Correct description  
2 Yes - Incorrect description (CLOSE4)  
3 No - still don’t know (CLOSE4)

CLOSE4: Thank you for your time today. Unfortunately, to distinguish users of V/Line with other regional transport services, this survey is only for those who can correctly identify V/Line Trains.

VT4a When travelling from home, at which V/Line station do you most frequently board the train?
(IF MORE THAN ONE, RECORD ALL)

1 Southern Cross (Spencer Street)  
2 Type in name of station (SPECIFY) = STATION 1  
3 (Don’t know/Can’t Say)

VT4b And for your most typical journey from home, at which V/Line station do you most often get off?
(IF MORE THAN ONE, RECORD ALL)

1 Southern Cross (Spencer Street)  
2 Type in name of station (SPECIFY) = STATION 2  
3 (Don’t know/Can’t Say)
VT5a  What time(s) of day do you mostly travel by train? Do you mostly travel…? (READ OUT)?  [MULTIPLE RESPONSE ALLOWED]
1. Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2. Weekdays between 7 – 9am? (Weekday morning peaks)
3. Weekdays between 9am – 4.00pm? (Morning and afternoon off-peaks)
4. Weekdays between 4 – 6pm? (Weekday afternoon peaks)
5. Weekdays between 6pm – 2am? (Weekday evenings)
6. Weekends during day time
7. Weekends during night time
8. It varies (DO NOT READ)
9. Can’t say (DO NOT READ)

VT5b  [IF CODE 1-7 AT VT5a] And what other days and time(s) do you travel by train?  MULTIPLE RESPONSE
[IF CODE 8-9 AT VT5a] Have you ever travelled by V/Line train on…? [READ OUT, MULTIPLE RESPONSE]
1. Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2. Weekdays between 7 – 9am? (Weekday morning peaks)
3. Weekdays between 9am – 4.00pm? (Morning and afternoon off-peaks)
4. Weekdays between 4 – 6pm? (Weekday afternoon peaks)
5. Weekdays between 6pm – 2am? (Weekday evenings)
6. Weekends during day time
7. Weekends during night time
8. It varies (DO NOT READ)
9. Can’t say (DO NOT READ)
10. None – no other times (DO NOT READ)

VT6  How do you usually get to the V/Line train station to begin your journey?  
DO NOT READ OUT - MULTIPLE RESPONSE ALLOWED – PROBE FULLY
1. Walk
2. Drive car and park
3. Get a lift with someone else
4. Cycle
5. Bus
6. Tram
7. Taxi
8. V/Line train or coach
9. Other (SPECIFY)__________________________
10. It varies – no usual method

VT7  Have you caught a V/Line train to or from a special event, such as concert, festival or sporting event in the past six months?
1. Yes
2. No
3. Don’t know
VT10c Have you ever used V/Line’s INFORM service?
1 Yes
2 No
3 (Don’t know/Can’t Say)

VT11 READ OUT:
Now I am going to ask you to rate various aspects of V/Line train service using a 0 to 10 scale. 0 means Extremely Dissatisfied and 10 means Extremely Satisfied. If a question is not relevant to you, please say so

Firstly, I would like you to rate your level of satisfaction with aspects of the INFORMATION provided about V/Line train services. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a) Ease of understanding timetable information?
b) The availability of up-to-date printed timetable information at train stations?
c) The number of announcements at stations and on trains?
d) The clarity of announcements at stations and on trains?
e) The amount of information provided when V/Line trains are cancelled or delayed?
f) The availability of information provided when there is a planned alteration to V/Line train services, such as for track works?

The quality of information from...
g) [IF VT10a = 5] The V/Line call centre?
h) [IF VT10a = 6] The V/Line website?
i) [IF VT10a = 7] The Metlink / Viclink website?
j) [IF VT10a = 8 or VT10c = 1] The V/Line INFORM update service?
k) So, thinking of all these aspects, how satisfied are you with the INFORMATION provided about V/Line train services overall?

Ticketing

VT14 Now, I would like you to ask about your satisfaction with the current V/Line TICKETING system. On the 0 to 10 scale, how satisfied are you with... (ROTATE GROUPS)

a) The ease of understanding the current V/Line ticketing system?
b) The range of ticket types available?
c) The ease of being able to purchase a ticket when you need to?
d) There being sufficient places where you can purchase tickets?
e) The frequency with which tickets are checked on board?

f) So, thinking of all these aspects, how satisfied are you with V/LINE TICKETING overall?

Price

VT15 Now, thinking just about the price you pay for V/Line train tickets, how satisfied are you with the PRICE of train travel using V/Line?
How Train Services are Run

VT19  Now, I would like you to rate your level of satisfaction with the OPERATIONAL running of the V/Line train services that you have experienced in the past six months. Using the 0 to 10 scale, how satisfied are you with…

(ROTATE GROUPS)

[Interviewer Note: Peak times are considered to be 7am to 9.00 am and 4.00 pm to 6pm weekdays]

Off peak times are considered to be during the week after 9am to 4pm and after 6pm – and all times on weekends and public holidays]

a) The trains running on time?
b) The hours of operation of train services?
c) The time your train journeys generally take once you are on board

d) The frequency of scheduled weekday peak services?  [IF VT5a OR VT5b= 2 OR 4]
e) The frequency of scheduled weekday off-peak services?  [IF VT5a OR VT5b = 1, 3 OR 5]
f) The frequency of scheduled weekend services?  [IF VT5a OR VT5b = 6 OR 7]
g) The frequency of late night services?
h) The frequency of train services to and from special events?  [If VT7 = 1]
i) The reliability of connections to other V/Line rail services?
j) That you are generally able to get on to your first train that arrives
k) The number of trains that are cancelled?

m) So, thinking of the operational performance of train services in terms of frequency, on-time performance and time taken to travel, how satisfied are you with HOW V/LINE TRAIN SERVICES ARE RUN overall?

Experience of travelling on trains

VT21  Now, I would like you to rate your level of satisfaction with your experience when on board trains in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a) The temperature of the carriages?  [IF <6 then too hot or too cold?]
b) The maintenance and cleanliness of the interior of carriages?
c) The cleanliness of the toilets on board V/Line trains?
d) The smoothness of the ride?
e) The comfort of the seats?
f) The amount of space allocated for standing in trains?
g) There being enough accessible grab handles and poles for you to hang on to?
h) The facilities for storing personal items?
i) There being sufficient space for bicycle and other larger items on trains?
j) The level of crowding on the train at the times you travel?
k) That it is easy for you to get off the train?

m) So, thinking of all these aspects, how satisfied are you with the DESIGN AND COMFORT of V/Line’s trains overall?

Refreshments

VT23a  Have you been on a long haul service with refreshments in the past six months?

1 Yes
2 No
3 Don’t know / can’t remember

[SKIP TO VT24]

VT23b  On the 0 to 10 scale, how satisfied are you with the REFRESHMENTS available when travelling by V/Line overall?

Train Staff

IF V4B=1 OR VT10a=2 OR VT16b=1, AUTOCODE VT24 WITH CODE 1 AND SKIP TO VT25

VT24  Have you had contact with V/Line staff at stations in the past six months?

1 Yes
2 No
3 (Don’t know/Can’t Say)

GO TO VT26

VT25  Thinking about the V/Line staff at stations you have had contact with in the past six months, on the 0 to 10 scale, how satisfied are you with V/Line STATION STAFF OVERALL?

[ASK ALL TRAIN QUOTA]

VT26  Now about any V/Line conductors you have had contact with in the past six months. On the 0 to 10 scale, how satisfied are you with V/Line CONDUCTORS OVERALL?

Personal Security

VT29  Now, I’d like you to rate your level of satisfaction with your feelings of PERSONAL SECURITY when you travel by train.

On the 0 to 10 scale, how satisfied are you with...... (ROTATE GROUPS)

Your feelings of personal security...
a) when travelling on V/Line trains during the day?
b) when travelling on V/Line trains after dark?
[INTERVIEWER NOTE: IF RESPONDENT SAID ‘NOT RELEVANT’ AT THIS POINT BECAUSE NOT TRAVEL AT NIGHTS, AUTOCODE ITEM D AND F WITH ‘NOT RELEVANT’]
c) at V/Line train stations during the day?
d) at V/Line train stations after dark?
e) The presence and visibility of security cameras on trains and at stations?
f) The steps taken to control unruly passengers when on board the train?
g) So, thinking of all these aspects, how satisfied are you with your feelings of PERSONAL SECURITY on V/Line overall?
Overall

VT30 So, using the same scale again, and taking into consideration all the aspects of the service we have discussed, and any others of importance to you, how satisfied are you with V/Line train services overall?

VT31 I’d like you to think about any changes that may have occurred in the last 12 months with V/Line’s TRAIN service. Would you say that the TRAIN service is now…(READ OUT)?

1 Much better (than twelve months ago)
2 A little better (than twelve months ago)
3 The same
4 A little worse (than twelve months ago)
5 Much worse (than twelve months ago)
6 Did not use it twelve months ago (DO NOT READ)
7 Don’t know (DO NOT READ)

VT32 In the past six months, have you seriously considered reducing your use of trains in favour of other means of transport?

1 Yes
2 No
3 Don’t know (DO NOT READ)

VT33 On a scale of 0 to 10, where 0 is no likelihood and 10 is extremely likely, how likely would you be to recommend V/Line’s train services to someone else?

SKIP TO A2

SECTION 3: COACHES

VC2 How do you identify or describe a V/Line Coach? (DO NOT READ OUT) (PROBE FULLY) (ACCEPT MULTIPLES) (REFER TO PHOTOS - BUT DO NOT PROMPT)

1 V/Line name on side - written on side (SKIP TO VC4a)
2 The V symbol (SKIP TO VC4a)
3 Mostly White with Red/burgundy & blue (SKIP TO VC4a)
4 Mostly White with red & purple (SKIP TO VC4a)
5 Name on the ticket (SKIP TO VC4a)
6 Name on staff uniforms (SKIP TO VC4a)
7 Other - CORRECT response (SPECIFY) (SKIP TO VC4a)
8 INCORRECT response (SPECIFY)
9 Don’t know (DO NOT READ) FIRST RESPONSE ONLY

VC3 For this survey we need to talk to people who have used V/Line coaches. Is there anything about V/Line coaches that you can describe? (DO NOT AID OR PROMPT)

1 Yes - Correct description
2 Yes - Incorrect description (CLOSE5)
3 No - still don’t know (CLOSE5)

CLOSE5: Thank you for your time today. Unfortunately, to distinguish users of V/Line with other regional transport services, this survey is only for those who can correctly identify V/Line Coaches.

VC4a When travelling from home, at which town do you most frequently board the coach?

(IF MORE THAN ONE, RECORD ALL)

1 Type in name of TOWN (SPECIFY)
2 (Don’t know/Can’t Say)

VC4b And for your most typical journey from home, at which town do you most often get off?

(IF MORE THAN ONE, RECORD ALL)

1 Type in name of TOWN (SPECIFY)
2 (Don’t know/Can’t Say)
VC5a  What time(s) of day do you generally travel by coach? Do you mostly travel…(READ OUT)? [MULTIPLE RESPONSE ALLOWED] INTERVIEWER TIMES REFER TO START TIMES

1 Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2 Weekdays between 7 – 9am? (Weekday morning peaks)
3 Weekdays between 9am – 4.00pm? (Morning and afternoon off-peaks)
4 Weekdays between 4 – 6pm? (Weekday afternoon peaks)
5 Weekdays between 6pm – 2am? (Weekday evenings)
6 Weekends during day time
7 Weekends during night time
8 It varies (DO NOT READ)
9 Can’t say (DO NOT READ)

VC5b  [IF CODE 1-7 AT VC5a] And what other days and time(s) do you travel by coach? MULTIPLE RESPONSE
[IF CODE 8-9 AT VC5a] Have you ever travelled by V/Line coach on…? [READ OUT, MULTIPLE RESPONSE]

1 Weekdays before 7am? (Weekdays 4:00 AM to 7:00 AM)
2 Weekdays between 7 – 9am? (Weekday morning peaks)
3 Weekdays between 9am – 4.00pm? (Morning and afternoon off-peaks)
4 Weekdays between 4 – 6pm? (Weekday afternoon peaks)
5 Weekdays between 6pm – 2am? (Weekday evenings)
6 Weekends during day time
7 Weekends during night time
8 It varies (DO NOT READ)
9 Can’t say (DO NOT READ)

VC6  How do you usually get to the V/Line coach stop to begin your journey? DO NOT READ OUT - MULTIPLE RESPONSE ALLOWED – PROBE FULLY

1 Walk
2 Drive car and park
3 Get a lift with someone else
4 Cycle
5 Bus
6 Tram
7 Taxi
8 V/Line train
9 Other (SPECIFY)_
10 It varies – no usual method

VC7  Have you caught a V/Line coach to or from a special event, such as concert, festival or sporting event in the past six months?

1 Yes
2 No
3 Don’t know

VC8a  [IF CODE 1-7 AT VC5a] In the past six months, have you significantly increased or decreased your use of V/Line coaches?

1 Significantly increased
2 Significantly decreased
3 Stayed about the same
4 Only started to use coaches in last 6 months
5 Don’t know / Hard to say

VC8b  In the next six months, would you expect your use of V/Line coaches to…? [READ OUT]

1 Significantly increase
2 Significantly decrease
3 Stay about the same
4 Don’t know / Hard to say [DO NOT READ OUT]

SATISFACTION QUESTIONS

Information

VC9a  Where do you USUALLY access coach timetable or journey information? (DO NOT READ OUT) (ACCEPT MULTIPLES) (PROMPT: Anywhere else?)

1 At coach stops
2 Printed timetables from coach stops
3 V/Line Call Centre (136 169)
4 V/Line website
5 Internet – Metlink/Viclink website
6 SMS updates
7 Internet – Other (Specify)
8 Smart Phone / Mobile application (e.g. iPhone / BlackBerry) (Not applicable)
9 Other (SPECIFY)
10 Don’t use timetables
11 Don’t know (DO NOT READ)
VC10 READ OUT:
Now I am going to ask you to rate various aspects of V/Line coach service using a 0 to 10 scale. 0 means Extremely Dissatisfied and 10 means Extremely Satisfied. If a question is not relevant to you, please say so.

Firstly, I would like you to rate your level of satisfaction with aspects of the INFORMATION provided about V/Line coach services. On the 0 to 10 scale, how satisfied are you with:

- Ease of understanding timetable information?
- The availability of up-to-date printed timetable information at coach stops?
- The number of announcements at stops and on coaches?
- The clarity of announcements at stops and on coaches?
- The amount of information provided when V/Line coaches are cancelled or delayed?
- The availability of information provided when there is a planned alteration to V/Line coach services, such as for road works?
- The quality of information from...
  - The V/Line call centre?
  - The V/Line website?
  - The Metlink / Viclink website?

j So, thinking of all these aspects, how satisfied are you with the INFORMATION provided about V/Line coach services overall?

Ticketing

VC12 Now, I would like you to ask about your satisfaction with the current V/Line TICKETING system. On the 0 to 10 scale, how satisfied are you with...

- The ease of understanding the current V/Line ticketing system?
- The range of ticket types?
- The ease of being able to purchase a ticket when you need to?
- There being sufficient places where you can purchase tickets?

f So, thinking of all these aspects, how satisfied are you with V/LINE TICKETING overall?

Price

VC13 Now, thinking just about the price you pay for V/Line coach tickets, how satisfied are you with the PRICE of coach travel using V/Line?
How Coach Services are Run

VC18 Now, I would like you to rate your level of satisfaction with the OPERATIONAL running of the V/Line coach services that you have experienced in the past six months. Using the 0 to 10 scale, how satisfied are you with… (ROTATE GROUPS)

INTERVIEWER NOTE: Peak times are considered to be 7am to 9.00 am and 4.00 pm to 6pm weekdays
Off peak times are considered to be during the week after 9am to 4pm and after 6pm – and all times on weekends and public holidays

a. That coaches are scheduled to depart when it suits you?
b. The coaches running on time?
c. The hours of operation of coach services?
d. The time your coach journeys generally take once you are on board?
e. The number of coaches that are cancelled?
f. The frequency of scheduled weekday peak services [IF VC5a OR VC5b = 2 OR 4]
g. The frequency of scheduled weekday off-peak services? [VC5a OR VC5b = 1, 3 OR 5]
h. The frequency of scheduled weekend services? [VC5a OR VC5b = 6 OR 7]
i. The frequency of late night services?
j. The frequency of coach services to and from special events? [If VC7 = 1]
k. The ease of making connections to V/Line train services?
l. The maintenance and cleanliness of the interior of coaches?
m. The cleanliness of the toilets on board V/Line coaches?
b. The smoothness of the ride?
c. The comfort of the seats?
d. There being enough accessible grab handles and poles for you to hang on to?
e. The facilities for storing personal items?
j. There being sufficient space for larger items inside coaches?
k. The level of crowding on the coach at the times you travel?
f. That it is easy for you to get off the coach?
g. So, thinking of all these aspects, how satisfied are you with THE DESIGN AND COMFORT OF COACHES overall?

Experience of travelling on coaches

VC19 Now, I would like you to rate your level of satisfaction with your experience when on board coaches in the past six months. On the 0 to 10 scale, how satisfied are you with:

b. The maintenance and cleanliness of the interior of coaches?
h. The cleanliness of the toilets on board V/Line coaches?
c. The smoothness of the ride?
d. The comfort of the seats?
e. There being enough accessible grab handles and poles for you to hang on to?
i. The facilities for storing personal items?
j. There being sufficient space for larger items inside coaches?
k. The level of crowding on the coach at the times you travel?
f. That it is easy for you to get off the coach?
g. So, thinking of all these aspects, how satisfied are you with THE DESIGN AND COMFORT OF COACHES overall?

ASK ALL COACH QUOTA

VC21 Now, I would like you to rate your level of satisfaction with any V/Line coach drivers you have had contact with in the past six months. On the 0 to 10 scale, how satisfied are you … (ROTATE)

a. With the courtesy and helpfulness of V/Line coach drivers?
b. With the appearance of V/Line coach drivers
c. That coach drivers are able to provide appropriate service, timetable and ticketing information if asked?
d. That V/Line coach drivers drive coaches safely and smoothly?
f. That coach drivers check tickets in an appropriate manner?
g. That coach drivers maintain comfortable temperature inside the coaches? [ IF <6 then too hot or too cold?]
e. And how satisfied are you with V/Line COACH DRIVERS OVERALL?

Personal Security

VC24 Now, I'd like you to rate your level of satisfaction with your feelings of PERSONAL SECURITY when you travel by coach.

On the 0 to 10 scale, how satisfied are you with…… (ROTATE GROUPS)

Your feelings of personal security…
a. when travelling on V/Line coaches during the day?
b. when travelling on V/Line coaches after dark?
[INTERVIEWER NOTE: IF RESPONDENT SAID ‘NOT RELEVANT’ AT THIS POINT BECAUSE NOT TRAVEL AT NIGHTS, AUTOCODE ITEM D WITH ‘NOT RELEVANT’]
c. at V/Line coach stops during the day?
d. at V/Line coach stops after dark?
e. The presence and visibility of security cameras on coaches and at coach stops?
f. The steps taken to control unruly or antisocial passengers when on board the coach?
g. So, thinking of all these aspects, how satisfied are you with your feelings of PERSONAL SECURITY on V/Line overall?

Overall

VC25 Using the same scale again, and taking into consideration all the aspects of the service we have discussed, and any others of importance to you, how satisfied are you with V/Line coach services overall?

VC26 I’d like you to think about any changes that may have occurred in the last 12 months with V/Line’s COACH service. Would you say that the COACH service is now…(READ OUT)?

1 Much better (than twelve months ago)
2 A little better (than twelve months ago)
3 The same
4 A little worse (than twelve months ago)
5 Much worse (than twelve months ago)
6 Did not use it twelve months ago (DO NOT READ)
7 Don’t know (DO NOT READ)

VC27 In the past six months, have you seriously considered reducing your use of coaches in favour of other means of transport?

1 Yes
2 No
3 Don’t know (DO NOT READ)

VC28 On a scale of 0 to 10, where 0 is no likelihood and 10 is extremely likely, how likely would you be to recommend V/Line’s coach services to someone else?
Ask A2 – A3 in Apr-Jun 2011

A2. The public transport industry has an independent body to deal with unresolved customer complaints involving public transport. Do you know what the body is called?

1. Yes – Public Transport Ombudsman
2. Yes – other (SPECIFY)
3. No
4. Don’t know (DO NOT READ)

A3. Have you heard of the Public Transport Ombudsman?

1. Yes
2. No
3. Don’t know (DO NOT READ)

Section 7: Demographics

D1. Now we have just a few questions to help us analyse the survey answers. Firstly, which of the following best describes the composition of your household?

(READ OUT)
1. Family or single parent with children under the age of 5
2. Family or single parent with school age children at home
3. Family with older children at home
4. Couple whose children have now left home
5. Married couple or couple in de facto relationship with no children
6. A single person living alone
7. Shared household of unattached people
8. Other (SPECIFY)
9. Refused/Can’t say (DO NOT READ)

D2. And in which year were you born? (RECORD FOUR-DIGIT YEAR; 1900-1995) [ANALYST: CREATE A CONSTRUCTION FOR AGE VARIABLE BASED ON THIS]

D3. What was your main activity in the last week? (READ OUT)

1. Full time work (30+ hours per week)
2. Part time work (8-29 hours per week)
3. Retired (GO TO D5)
4. Home duties (GO TO D5)
5. Student attending formal education (GO TO D5)
6. Unemployed, looking for work (GO TO D5)
7. Have a job but away for vacation, illness, etc (GO TO D5)
8. Permanent invalid, not seeking work (GO TO D5)
9. Other (SPECIFY) (GO TO D5)
10. Refused (GO TO D5)

D4. What is your occupation? (RECORD FULL DETAILS)

Section 8: Quality Control

Q1. INTERVIEWER CODE: Please rate the level of the respondent’s interest in this survey. How involved did the respondent appear to be?

1. High
2. Average
3. Low

Q2. INTERVIEWER CODE: Please rate the quality of communication with the respondent (i.e. How well did the respondent appear to understand the questions)?

1. High
2. Medium
3. Low

CONFIRM POSTCODE

Close:
That was my final question. On behalf of the Director of Public Transport, V/Line, and Wallis Consulting Group, thanks for your help. Your views count and we’re glad you made them known to us. Just in case you missed it, my name is (INTERVIEWER STATE NAME), and I am from the Wallis Group. If you have any questions about this survey you may contact the Australian Market and Social Research Society on 1300 364 830.
INTRODUCTION

Good (...) my name is (...) from Wallis Consulting Group, a market research company calling on behalf of the Director of Public Transport and the Victorian Taxi Directorate. They want to know how satisfied customers are with the specific aspects of taxi services in Melbourne to help them improve taxi services. We’d like to speak to a person over the age of 16 who normally resides in your household, and uses taxis more than once a year. Would that be you?

IF NO: Is there anyone in the household over the age of 16 who uses taxis more than once a year?

IF NECESSARY SAY: The survey will only take 15 minutes and your views will be used to continue improving metropolitan taxi services. All of your answers will be held in the strictest confidence.

S1 Firstly, do you or does anyone else in your household work for the Department of Transport, the Victorian Taxi Directorate, the Victorian Taxi Association or work in the taxi industry?

1 Yes  
2 No

CLOSE1: Thank you for your time today. Unfortunately family members of those who are affiliated with the taxi industry are ineligible to take part in this survey.

S2 Do you travel in taxis in Melbourne at least a couple of times a year?

1 Yes (GO TO S5)  
2 No

CLOSE2: Thank you for your time today. Unfortunately this survey is only for users of taxis.

S5 How often do you travel in TAXIS in Melbourne? (READ OUT IF NECESSARY)

[INTERVIEWER NOTE: This does not include chauffeur taxis, hire cars or any other vehicle without a meter. All taxis in Melbourne have a meter to record the cost of travel]

1 5 or more days a week (DAILY)  
2 3 or 4 days a week  
3 1 or 2 days a week (WEEKLY)  
4 Between 1 and 3 times per month (FORTNIGHTLY / MONTHLY)  
5 Once every 2-3 months (4 – 6 TIMES A YEAR)  
6 Once every 4 to 6 months (2 – 3 TIMES A YEAR)  
7 Once a year  
8 Less than once a year  
9 Never

CLOSE3: Thank you for your time today. Unfortunately this survey is only for those who use taxis more often than once a year.

S6 Are you a member of the Multi Purpose Taxi Program (MPTP)?

[INTERVIEWER NOTE: MPTP is a government program providing subsidised taxi fares for people with disabilities. MPTP members will have a blue identification card]

1 Yes  
2 No (GO TO S9)  
3 Don’t know (DO NOT READ)

OVERALL SATISFACTION SECTION

I am now going to ask you about your experiences as a TAXI user in Melbourne over the past six months…

(ASK TAXI USERS)

TX0 Overall, are you satisfied or dissatisfied with Melbourne’s taxi services? (WAIT FOR RESPONSE: Is that totally, very or somewhat?)

1 Totally satisfied  
2 Very satisfied  
3 Somewhat satisfied  
4 Somewhat dissatisfied  
5 Very dissatisfied  
6 Totally dissatisfied  
7 Don’t know (DO NOT READ)
TX1a Thinking about your usage of taxis in the last six months, what has been the main way you have requested a taxi?
(READ OUT - SINGLE RESPONSE)
1 Book by phone to the call centre from home or work address
2 Call on the street
3 Taxi rank
4 Book direct to the driver
5 Regular booking
6 Book via Internet
7 [DO NOT READ] Other (Specify)

TX1b And what other ways have you requested a taxi in the past six months?
(DO NOT READ – MULTIPLE RESPONSE, PROBE WITH “Anything else?”)
1 Book by phone to the call centre from home or work address
2 Call on the street
3 Taxi rank
4 Book direct to the driver
5 Regular booking
6 Book via Internet
7 NO OTHER WAYS
8 Other (Specify)

[IF TX1a or TX1b = 1, 4, 5, 6, or 8]
TX2. Do you generally book for an immediate pick up or for a specified time? (ONE ONLY)
1 Pre-book for a specified time
2 Immediate pick up
3 Both
4 Don’t know (DO NOT READ OUT)

Ask only if TX1a or TX1b = 1 or 8
TX18 In the past six months, when you have called the taxi booking service, have you talked to an operator, or used the automated booking service?
1 Spoke to operator
2 Automatic booking service
3 Both
4 Don’t know (DO NOT READ OUT)
[IF TX6 = 1 or 3]
TX7a What time or times of day do you generally travel by taxi on weekdays?
[READ OUT IF NECESSARY - MULTIPLE RESPONSE ALLOWED, PROBE WITH "Any other times?"]
1 Weekdays 5am - 9:30am? (Weekday mornings)
2 Weekdays between 9.30am and 3:00pm? (Weekdays during the day)
3 Weekdays between 3pm and 7:30pm? (Evening peak)
4 Weekdays between 7:30pm and 10pm? (Weekday evenings)
5 Weekdays between 10pm – 5am? (Weekday nights)
6 Can't say (DO NOT READ)

[IF TX6 = 2 or 3]
TX7b What time or times of day do you generally travel by taxi on weekends?
[READ OUT IF NECESSARY - MULTIPLE RESPONSE ALLOWED, PROBE WITH "Any other times?"]
1 Weekends 5am - 9:30am? (Weekend mornings)
2 Weekends between 9:30am and 3:00pm? (Weekends during the day)
3 Weekends between 3pm and 7:30pm? (Evening peak)
4 Weekends between 7:30pm and 10pm? (Weekend evenings)
5 Weekends between 10pm – 5am? (Weekend nights)
6 Can't say (DO NOT READ)

ASK ALL TAXI USERS
TX8 In the past six months, have you caught a taxi in Melbourne to get to or from...? [READ OUT, MULTIPLE RESPONSE]
[ROTATE]
1. Your work or place of study from home (or back to home)
2. A work appointment, such as a business meeting
3. A special event, such as a concert or sporting event
4. A social occasion
5. A medical appointment
6. The shops or other personal business
7. The airport
8. Another mode of transport such as train or bus
9. None of these [DO NOT READ OUT]

TX9 In the past six months, about how long have your taxi trips typically been?
(SINGLE RESPONSE, READ OUT)
1 under 10 minutes
2 10-20 minutes
3 20-30 minutes
4 30-60 minutes
5 more than 60 minutes
6 it varies too much to generalise [DO NOT READ OUT]

TX10a In the past six months, have you significantly increased or decreased your use of metropolitan taxis?
1 Significantly increased
2 Significantly decreased
3 Stayed about the same
4 Only started to use taxis in last 6 months
5 Don't know / Hard to say

SATISFACTION QUESTIONS
READ OUT:
Now I am going to ask you to rate various aspects of taxi services using a 0 to 10 scale. 0 means Extremely Dissatisfied and 10 means Extremely Satisfied. If a question is not relevant to you, please say so.

Taxi Booking Service
Ask only if TX1a or TX1b = 1, 5, 6, OR 8
TX19 First, I would like you to rate your level of satisfaction with the PROCESS OF BOOKING A TAXI in the past six months.
On the 0 to 10 scale, how satisfied are you: [ROTATE GROUPS]
h. With the range of options to book a taxi?
a. [IF TX1a OR TX1b = 1 OR 8] With the ease of getting through to the phone booking service
d. [IF TX18=2 or 3] With the ease of using the automated booking service?
e. [IF TX1a orTX1b = 6] With the ease of using the Internet booking service?
b. [IF TX18=1 or 3] That booking staff are courteous and helpful?
c. [IF TX18=1 or 3] That booking staff are knowledgeable?
i. [IF TX6=1 OR 3] With the wait time of booked taxis Mondays through Thursdays?
j. [IF TX6=2 OR 3] With the wait time of booked taxis Fridays and weekends?
k. With the wait time of booked taxis WHEN a major event is ON?
f. With the reliability of the booking service?
m. [IF TX2=1 or 3] With the punctuality of taxis if booked for a set time?
n. That you have enough information to know where and when to meet the taxi that you have booked?
o. That it is easy to know that the taxi you booked has arrived?
p. With the information provided if there is a problem with your booking?
g. So, thinking of all these aspects, how satisfied are you with TAXI BOOKING SERVICES OVERALL?
Finding a Taxi on the Street

ASK TX12 ONLY IF TX1a or TX1b = 2 OR 3

TX12 I would like you to rate your level of satisfaction with the PROCESS OF FINDING A TAXI ON THE STREET OR AT TAXI RANKS in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a. [IF TX6=1 OR 3] The availability of taxis Mondays through Thursdays?
   b. [IF TX6=2 OR 3] The availability of taxis Fridays and weekends?
   c. The availability of taxis WHEN a major event is ON?
   g. [IF TX1a OR TX1b = 2] Being easily able to hail a taxi on the street?
   h. [IF TX1a=3 OR TX1b= 3] The wait time at a taxi rank?
   i. So, thinking of all these aspects, how satisfied are you with the PROCESS OF FINDING A TAXI ON THE STREET (OR AT TAXI RANKS) overall?

IF QUALIFY, ALLOW RESPONDENTS TO ONLY ANSWER EITHER TX13a-d OR TX14a-d OR TX16a-b
IF QUALIFY FOR MORE THAN ONE (OF THE THREE), ALLOCATE RANDOMLY TO ONE SET OF QUESTIONS

Ask TX13a – TX13d if TX2 = 2 or 3

TX13a Thinking about the times when you have requested an immediate taxi pick up in the past six months, what is the typical wait time for a taxi?
NO. MINUTES ................................... ______ 120. Taxi does not turn up

TX13b How many minutes do you consider it reasonable to wait when you request an immediate taxi pick up?
NO. MINUTES ................................... ______

SKIP TX13c – TX13d IF CODE 0 OR 120 AT TX13a

TX13c What proportion of taxis arrived later than [INSERT RESPONSE IN TX13b] minutes when you have requested immediate taxi pick-ups?

[INTERVIEWER NOTE: If respondent does not understand ‘proportion’, re-phrase the question: “How many times out of 10 did the taxis take more than [INSERT RESPONSE IN TX13b] minutes to arrive?”]
RECORD PERCENTAGE.................. ______

TX13d In the last six months, what is the longest time you have had to wait when you have requested an immediate taxi pick-up?
NO. MINUTES ................................... ______

ASK TX15 IF (CODE 1, 4, 6, OR 8 AT TX1a OR TX1b) AND (NOT CODE 120 AT TX13a OR TX14a)

TX15 Have there been any occasions in the past six months when you have requested a taxi and it failed to turn up at all?
1 Yes  2 No  3 Don’t know (DO NOT READ OUT)

Ask only if TX1a = 3 or TX1b = 3

TX16a In the past six months, what has been the typical time taken to HAIL a taxi?

TX16b How long is a reasonable time to wait for a taxi on the streets?
NO. MINUTES ................................... ______
Experience of travelling in taxis

TX20  Now, I would like you to rate your level of satisfaction with your experience TRAVELLING IN TAXIS in the past six months. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a) The temperature inside taxis in winter?
b) The temperature inside taxis in summer?
c) The cleanliness of taxis?
d) The smell of taxis?
e) The comfort of the ride?
f) The general level of noise in the taxi?

IF TX20 f) is 0 - 5:

TX21  What kinds of noise in taxis annoy you? [DO NOT READ OUT, MULTIPLE RESPONSE]

1 Radio / Stereo
2 Taxi driver conversation with passengers
3 Taxi driver mobile phone conversations
4 Car engine noise
5 CB radio noise / static / conversations
6 GPS beeps and voice
7 Other ___________________
8 (Don’t know)


Information Provided in Taxis

TX11  Now, I would like you to rate your level of satisfaction with INFORMATION provided in taxis. On the 0 to 10 scale, how satisfied are you with:

(ROTATE GROUPS)

a) The amount of customer information provided in the taxi?
b) The clarity of the customer information provided in the taxi?
c) The information provided in the taxi about how fares are calculated?
d) That there is enough information about how to make a complaint if you wanted to?
e) So, thinking of all these aspects, how satisfied are you with the INFORMATION provided in taxis overall?

Taxi Drivers

TX22  Now, I would like you to rate your level of satisfaction with TAXI DRIVERS in the past six months. On the 0 to 10 scale, how satisfied are you that taxi drivers …

(ROTATE GROUPS)

a. are courteous and helpful?
b. have good communication skills?
c. engage in appropriate conversation with you?
d. have good personal hygiene?
e. wear clean and presentable uniforms?
f. are willing to take you, even for short trips?
g. take you on the most direct route?
h. are willing to accept directions?
i. have a good knowledge of Melbourne streets and locations?
j. have their identification details displayed clearly in the taxi?
k. So, thinking of all these aspects, how satisfied are you with TAXI DRIVERS overall?

Personal Security & Safety

TX23  Now, I’d like you to rate your level of satisfaction with your feelings of PERSONAL SECURITY when travelling by taxi. On the 0 to 10 scale, how satisfied are you with...

(ROTATE GROUPS)

Your feelings of personal security

a. when travelling by taxi during the day?
b. when travelling by taxi after dark?
c. at taxi ranks after dark? [IF TX1a or TX1b = 3]
d. The use of security cameras in taxis?

So, thinking of all these aspects, how satisfied are you with your feelings of PERSONAL SECURITY when travelling by taxi overall?

TX24  Now, I’d like you to rate your level of satisfaction with your feelings of the SAFETY OF YOUR JOURNEY when travelling by taxi. On the 0 to 10 scale, how satisfied are you with...

(ROTATE)

a) The maintenance and condition of taxi vehicles?
b) The safe driving skills of taxi drivers?
c) The general alertness of taxi drivers?
d) And so, how satisfied are you with the SAFETY OF YOUR JOURNEY when travelling by taxi overall?
Fares and Payment Systems

Thinking now about the FARES AND PAYMENT SYSTEM…

TX25a What is the MAIN payment method you generally use when taking taxis? (READ OUT) (SINGLE RESPONSE ONLY)

1. Cash
2. Cab charge or voucher
3. Credit card
4. EFTPOS (electronic) using a debit, savings, or cheque account
5. Other charge cards like Diners Club or AMEX
6. Other (SPECIFY)_______________________
7. Can’t recall (DO NOT READ)

TX25b What other payment methods have you used in the past six months when taking taxis? (READ OUT) (MULTIPLE RESPONSE)

1. Cash
2. Cab charge or voucher
3. Credit card
4. EFTPOS (electronic) using a debit, savings, or cheque account
5. Other charge cards like Diners Club or AMEX
6. Other (SPECIFY)_______________________
7. NO OTHER METHODS
8. Can’t recall (DO NOT READ)

TX26 And do you generally pay for your own taxi fares, that is - not paid by the company you work for?

[INTERVIEWER NOTE: Some people will generally have their taxis paid by work]

1. Yes
2. No
3. Sometimes
4. Don’t know (DO NOT READ OUT)

(IF TX7a = 5 or TX7b = 5)

TX27 When traveling after 10pm, have you ever been asked to pay the fare in advance? (READ OUT)

1. Yes
2. No
3. Don’t know (DO NOT READ OUT)

TX28 On the 0 to 10 scale, how satisfied are you with

a) The variety of payment options available? (ROTATE GROUPS)

b) That electronic payment systems are working? (ACCEPT MULTIPLES (PROBE FULLY))

c) The ease of understanding how fares are calculated

d) That receipts are provided

e) That receipts are easy to read and understand?

f) The pre-paid taxi fare you are required to give the driver (if requested when catching a taxi between 10pm and 5am)? (IF TX27 = 1)

g) So, thinking of all these aspects, how satisfied are you with the FARES AND PAYMENT SYSTEMS in Melbourne taxis overall?

Price

TX29 Now, thinking just about the PRICE you have paid for taxi trips in the past six months, using the same scale, how satisfied are you with the PRICE of taxis in Melbourne?

Overall

TX30 Considering all the aspects of taxi service we have discussed, and any others of importance to you, using the 0 to 10 scale, how satisfied are you with Melbourne’s taxi services overall?

TX31 I’d like you to think about any changes that may have occurred in the last 12 months with Melbourne’s TAXI service. Would you say that the TAXI service is now…(READ OUT)?

1. Much better (than 12 months ago)
2. A little better (than 12 months ago)
3. The same
4. A little worse (than 12 months ago)
5. Much worse (than 12 months ago)
6. (DO NOT READ OUT) Did not use it 12 months ago
7. (DO NOT READ OUT) Don’t know

TX32 In the past six months, have you seriously considered reducing your use of TAXIS in favour of other means of transport?

1. Yes
2. No
3. Don’t know (DO NOT READ)

TX33 On a scale of 0 to 10, where 0 is no likelihood and 10 is extremely likely, how likely would you be to recommend Melbourne’s TAXI services to someone else?

‘Respect your cabbie’ campaign questions (Jan/Feb 2012)

Tx34a Have you noticed any advertising or billboards about taxis in the past three months?

1. YES
2. NO
3. Don’t know/ can’t say (DO NOT READ OUT)

Tx34b [IF YES] What was the message of that advertising? (DO NOT READ OUT) (ACCEPT MULTIPLES) (PROBE FULLY)

1. Respect your cabbie
2. Save some cash for a cab
3. Other: (SPECIFY)
4. Don’t know/ can’t say

Ask only if TX34b does not = 1.

Tx34c Specifically, do you recall any advertising promoting the message "Respect your cabbie" in the past few months?

1. YES
2. NO
3. Don’t know/ can’t say (DO NOT READ OUT)
**DEMOGRAPHICS SECTION**

**ASK ALL**

D1. And finally, just a few questions to help us analyse the survey answers. Firstly, which of the following best describes the composition of your household?

(READ OUT)

1. Family or single parent with children under the age of 5
2. Family or single parent with school age children at home
3. Family with older children at home
4. Couple whose children have now left home
5. Married couple or couple in de facto relationship with no children
6. A single person living alone
7. Shared household of unattached people
8. Other (SPECIFY)
9. Refused/Can’t say (DO NOT READ)

D2. And in which year were you born? (RECORD FOUR-DIGIT YEAR; 1900 - 1995) [ANALYST: CREATE A CONSTRUCTION FOR AGE VARIABLE BASED ON THIS]

D3. What was your MAIN activity in the last week? (READ OUT)

1. Full time work (30+ hours per week)
2. Part time work (8-29 hours per week)
3. Retired
4. Home duties
5. Student attending formal education
6. Unemployed, looking for work
7. Have a job but away for vacation, illness, strike etc
8. Permanent invalid, not seeking work
9. Other (SPECIFY)
10. Refused

D4. What is your occupation? (RECORD FULL DETAILS)

D5. Do you have access to a car for your own personal use when needed?

1. Yes
2. No
3. Other response
4. DK

CONFIRM POSTCODE

CLOSE:

That was my final question. On behalf of the Director of Public Transport, the Victorian Taxi Directorate, and Wallis Consulting Group, thanks for your help. Your views count and we’re glad you made them known to us. Just in case you missed it, my name is (INTERVIEWER STATE NAME), and I am from the Wallis Group. If you have any questions about this survey you may contact the Australian Market and Social Research Society on 1300 364 830.
SECTION 8: QUALITY CONTROL

Q1 INTERVIEWER CODE: Please rate the level of the respondent’s interest in this survey. How involved did the respondent appear to be?
   1 High
   2 Average
   3 Low

Q2 INTERVIEWER CODE: Please rate the quality of communication with the respondent (i.e. How well did the respondent appear to understand the questions?)
   1 High
   2 Medium
   3 Low