



KANTAR MILWARD BROWN



NTA Mystery Shops Bus Éireann Quarter 1 2018

41300195



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Náisiúnta Iompair
National Transport Authority



Outline of Presentation



Background to Research

Section 1: Stop Maintenance Performance (SI)

Section 2: Customer Information Performance (CI)

Section 3: Bus Driver Performance - D.1

Section 4: Bus Equipment Performance - E.1

Section 5: Cleanliness Performance - C.2: Station Cleanliness

Section 6: Cleanliness Performance - C.1: Bus Cleanliness

Section 7: Customer Service Performance (CS)

Background to Research



This research programme monitors service, quality and compliance with contractual Bus Éireann requirements, through utilising “mystery shopping” surveys to measure key aspects of service delivery (i.e. the driver and the vehicle)



This mystery shopping programme was designed to provide robust and actionable data to the National Transport Authority to measure the overall service performance of Bus Éireann through the eyes of its ‘customers’.

125 mystery shops (plus an additional 8 bus station boosts) were conducted from early January to end March as mystery shoppers acted as passengers while waiting for and on board selected Bus Éireann around the country. Different Bus Éireann services were included such as **city services, town services, Dublin Commuter services and long distance interurban services**. These were all conducted across different days of the week and times of the day.



The mystery shops were carried out by trained Millward Brown interviewers, following an initial pilot on Dublin Bus and briefing session. These interviewers use portable HAPI (HandHeld Personal Interviewing) devices which enable both discreet and effective interviewing before, when boarding, on board the buses and after alighting.



Quarter 1 2017: 1st January – 25th March 2018



We have used the following symbols to indicate significant differences versus the previous quarter i.e. Qtr 4 Sep – Dec 2017 Q4 or versus the same quarter last year i.e. Qtr 1 Jan – Mar 2017 Q1



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Section 1: Stop Maintenance & Performance



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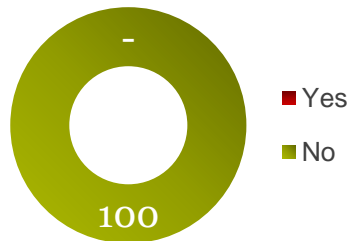
Advertising on Shelter or Bus Stop: There were no instances of commercial advertising present on bus stops this quarter

Base: IF YES TO BUS SHELTER Q30/1 / (42) YES TO BUS STOP POLE AND FLAG Q29/1

42% observed a Bus Stop Pole & 54% observed a shelter at the stop

Q38 Third Party Commercial Advertising on Bus Stop Pole (42)

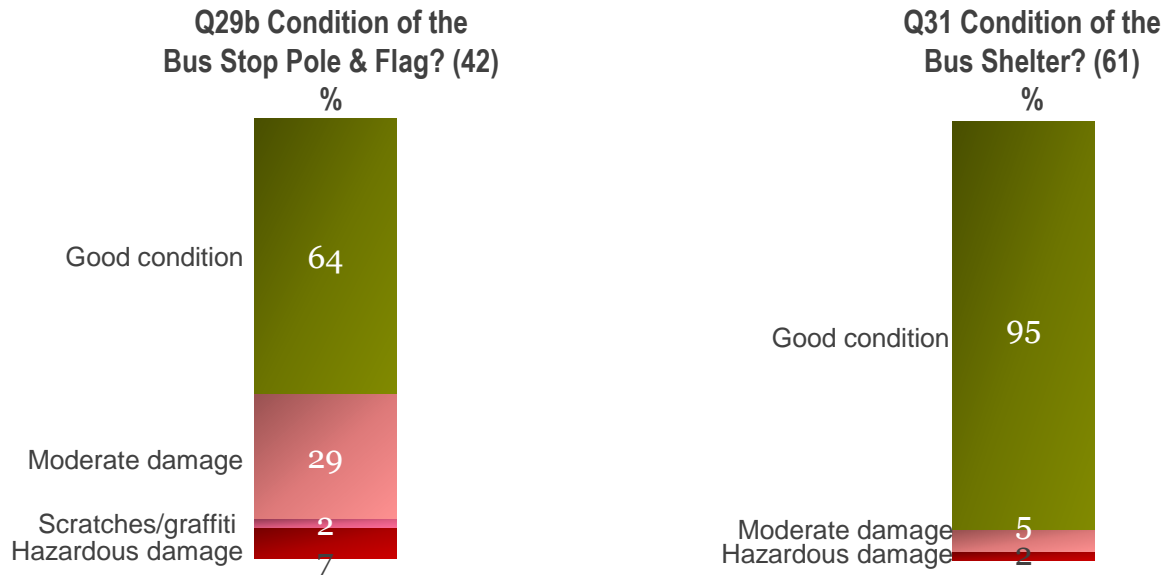
%



↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Bus Shelters: Just over 3 in 5 interviewers found the bus stop poles to be in good condition; while a third saw signs of moderate damage. Almost all interviewers felt that the bus shelters were in good condition with minimal instances of damage reported

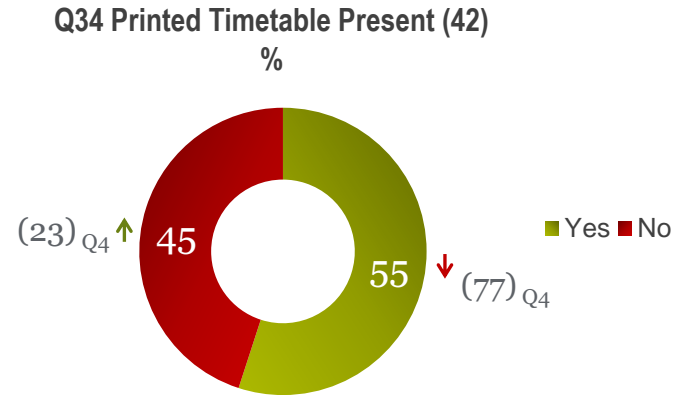
Base: (61), IF YES TO BUS SHELTER Q30/1 (42) IF YES TO BUS STOP POLE AND FLAG Q29/1



↕ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Timetable: Just over half of interviewees noted a printed timetable present, significantly down from last quarter. Scores had been steady in previous quarters suggesting a blip in the data this wave to be monitored going forward.

Base: (42) IF YES TO BUS STOP POLE AND FLAG Q29/1

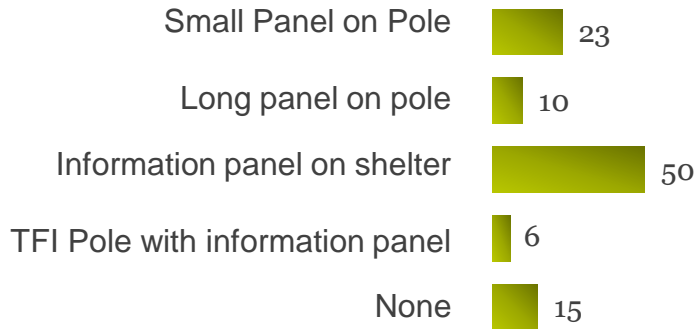


↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

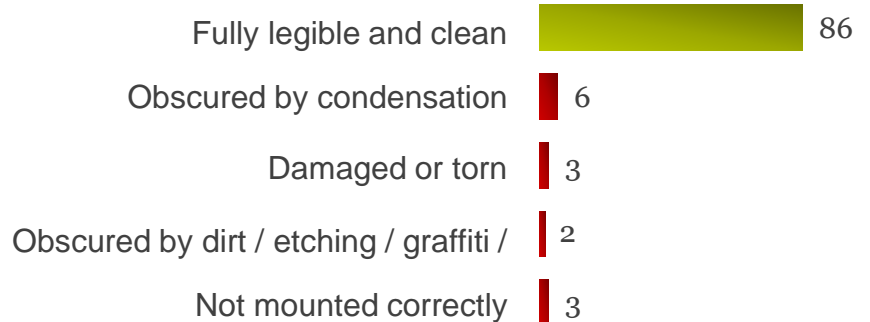
Information Display: Half of interviewers saw an information display present at the bus stop, while 1 in 4 saw a small panel on the pole. Just under 9 in 10 interviewers found the information displays to be fully legible and clean

Base: (103) IF POLE OR SHELTER AT Q28C

Q28d* Information Display (103)
%



Q28e* Information displayed (88)
%



↕↗ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

*New for Q1 2018



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Section 2: Customer Information Performance (CI)



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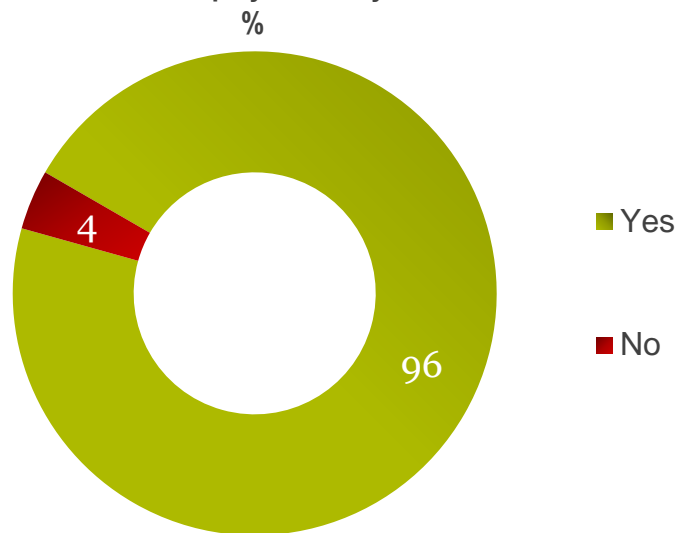


Fares Displayed: Almost all interviewers found fares were displayed clearly at the entrance to the bus

Base: (100), Routes with Fares Displayed at the Entrance*

** Interviewer instructions have been updated for Qtr 3 2016 therefore no YOY comparisons made

Q50** Were the fares displayed clearly at the entrance?



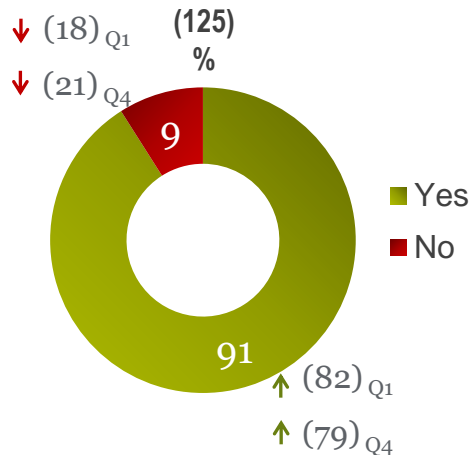
↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

*Filter added in Q3

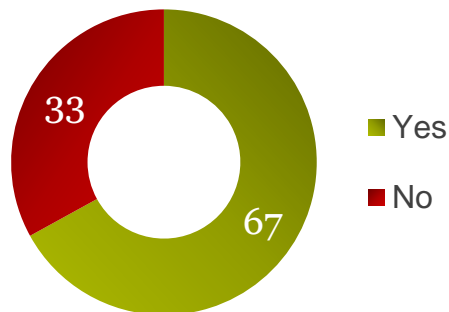
Timetable: Of the 9 in 10 interviewers who had time to assess the bus stop before the arrival of the bus, just under 7 in 10 found the bus stop numbers to be clearly visible, whilst over half saw a printed timetable present, significantly down from last quarter. Over a third were able to observe the operative date on the timetable

Base: (125)

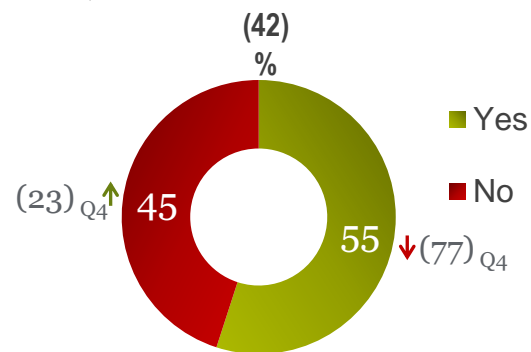
Q28 Did you have time to assess bus stop before arrival of bus



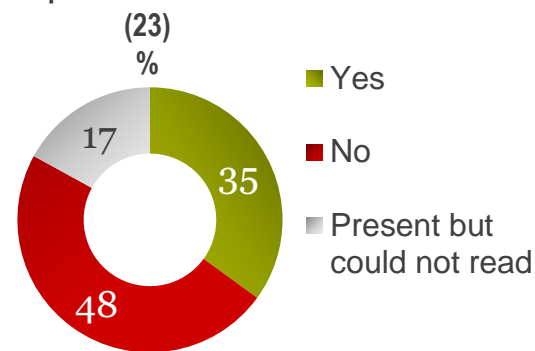
Q32 Bus Stop Number Visible



Q34 Printed Timetable Present



Q36 Operative Date Present



↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Q28 Did you have time to assess bus stop before arrival of bus

Q32 Is the bus stop number visible on the bus stop flag? This is an up to 4 digit number (6 for Bus Éireann).

Q34 Is there a printed timetable, for the route you are using, on display at the bus stop pole or bus shelter?

Q36 Is there an 'Operative Date' (Dublin Bus) or 'Valid From' date (Bus Éireann) written on the timetable?



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Section 3: Bus Driver Performance – D1

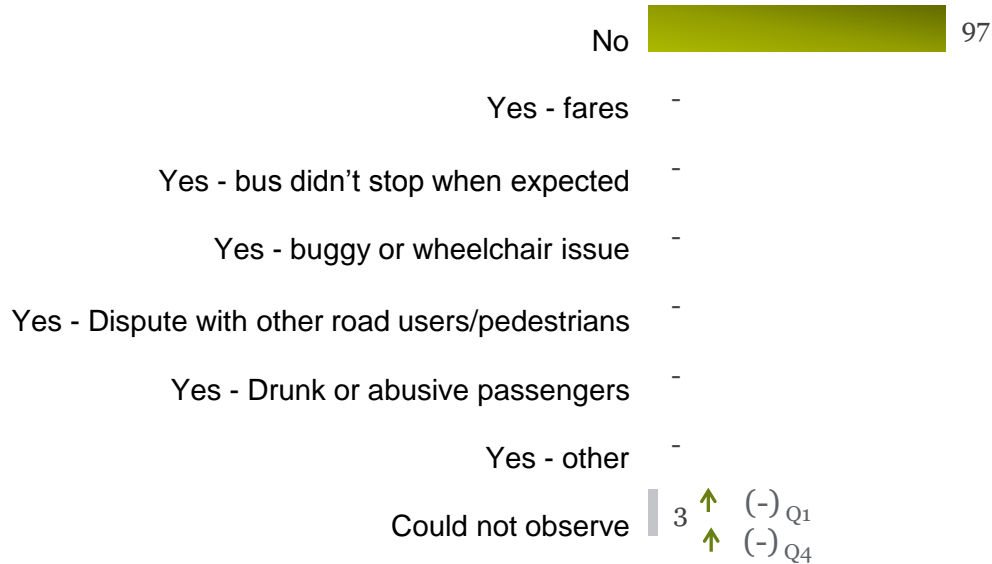


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Driver Interaction: There were no instances of driver disputes recorded this quarter

Base: (125)

Q103 Any Disputes with Passengers/ Other Road Users (125) %



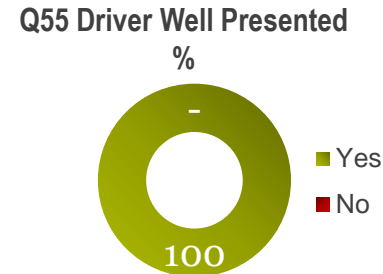
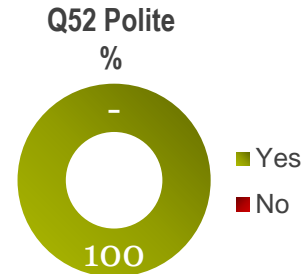
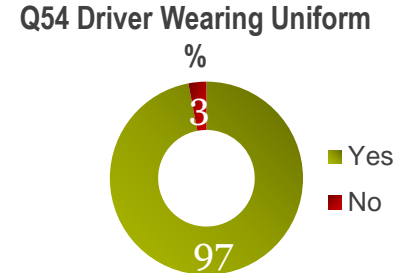
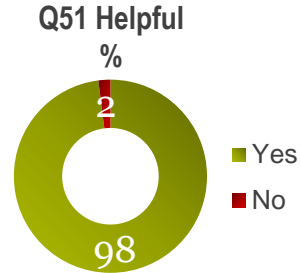
↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Driver Assessment: Drivers continue to be very positively regarded in terms of both attitude & presentation

Base: (125)

Questions to Driver

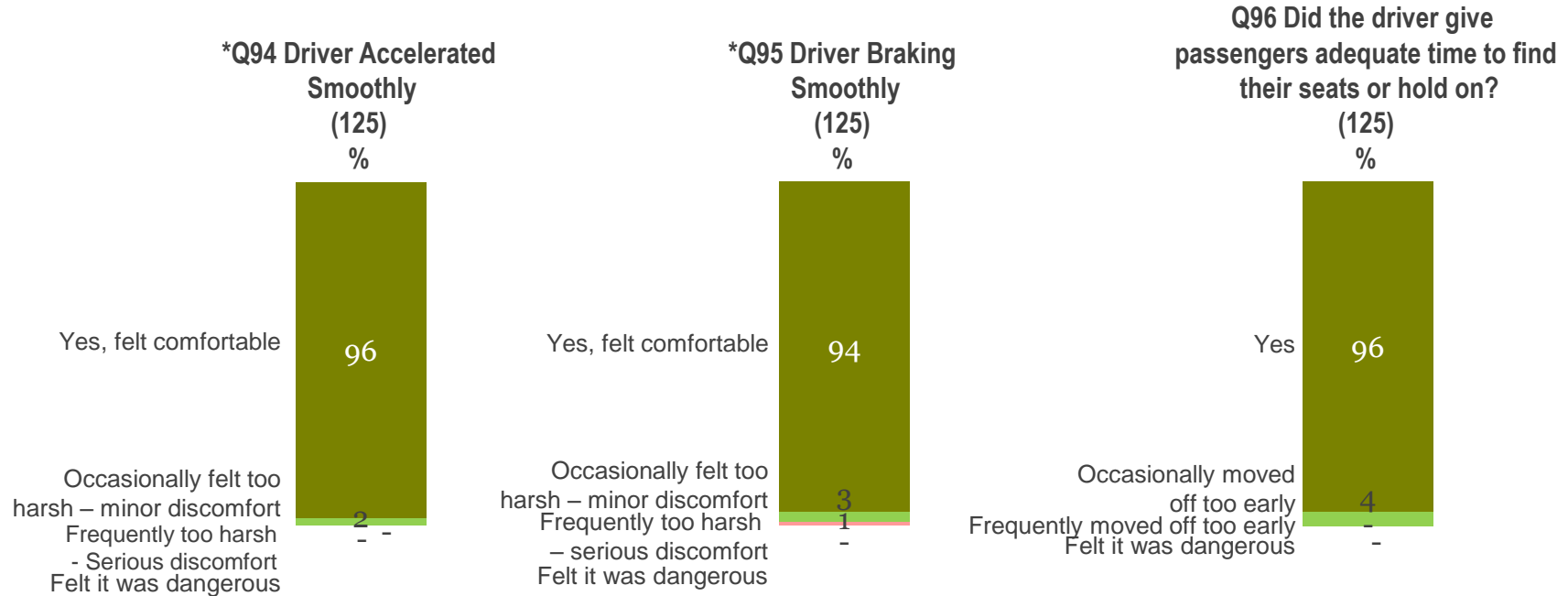
- How much is it to ____?
- Can I pay with a note?
- Does this bus go to ____?



↕↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Bus Safety: Encouragingly, almost all interviewers reported comfortable journeys with minor instances of harsh braking, accelerating & moving off too early; nobody felt it was dangerous

Base: (125)



↕ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

* Question amended in Q2 2016

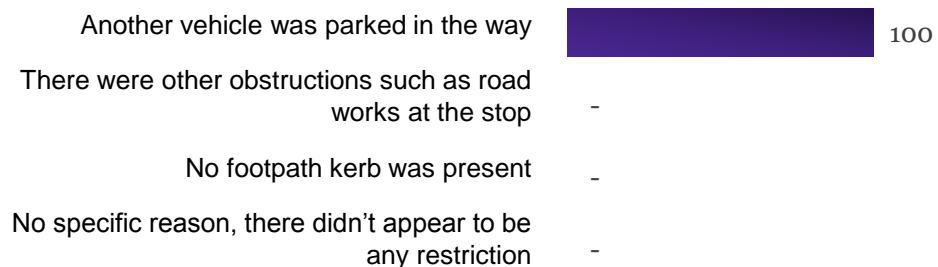
- Q94 Generally, did the bus driver accelerate smoothly?
- Q95 Did the bus driver brake and take corners smoothly?
- Q96 Did the driver give passengers adequate time to find their seats or hold on?

When Getting on the Bus: Of the 3 instances where the bus did not pull up to the kerb for boarding passengers, all interviewers noted that this was because another vehicle was parked in the way. On the 1 instance where the bus did not pull up to the kerb for alighting passengers, again this was because another vehicle was parked in the way

Base: (125)

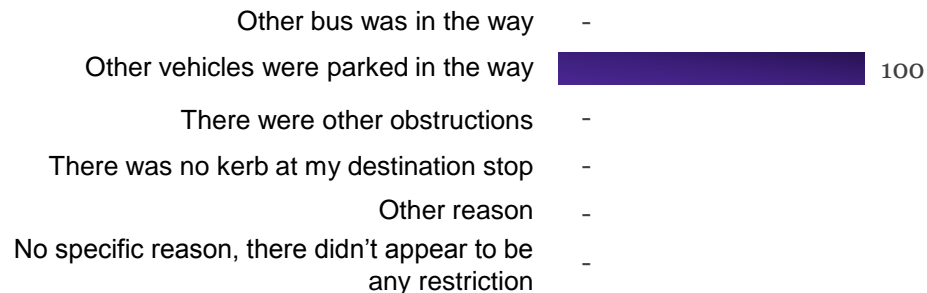
Q62 Why Not Pulled to Kerb (3) Boarding

%



Q93 Why Not Pulled to Kerb (1) Alighting

%



↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

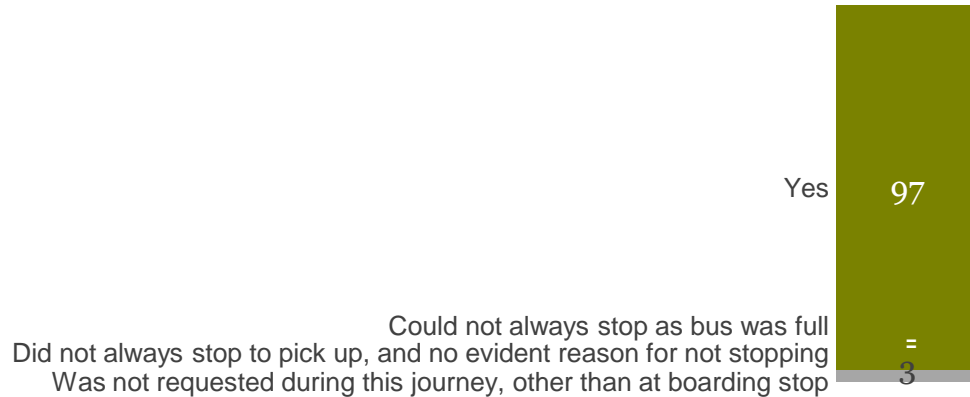
Q92 Did the bus pull up to the kerb at the bus stop sufficiently to allow passengers board and alight from the bus?

Q93 Why did the bus not pull up to the kerb??

Driver Actions: Almost all interviewees reported drivers stopping to pick up passengers when signalled to do so, the remainder noted that the bus was not requested to stop during their journey

Base: (125)

Q102 Stopped to Pick Up Passengers
(125)
%



↕↗ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Driver Actions: All interviewers reported drivers stopping to pick up passengers when signalled to do so

Base: (121), ALL EXCLUDING THOSE NOT REQUESTED TO STOP

Q102* Stopped to Pick Up Passengers

(121)

%

Yes

100

Could not always stop as bus was full

Did not always stop to pick up, and no evident reason for not stopping

Was not requested during this journey, other than at boarding stop

=

-

↕ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

* Question rebased off those whose bus stopped to pick up passengers

Driver Behaviour: The behaviour of the drivers was very positively regarded overall with very minimal mentions of use of mobile phones (down since last year) or earpieces (up since last quarter)

. A third of interviewers observed drivers listening to music while driving whilst just over 9 in 10 did not observe the drivers holding any long conversations with others

Base: (125)

Q97 Did Bus Driver do Any of the Following

(125)
%

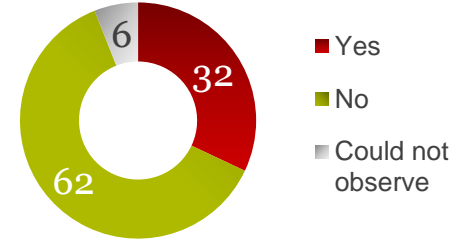
Use mobile phone while driving | 1 ↓ (5)_{Q1}

Wear an earpiece while driving | 3 ↑ (-)_{Q4}

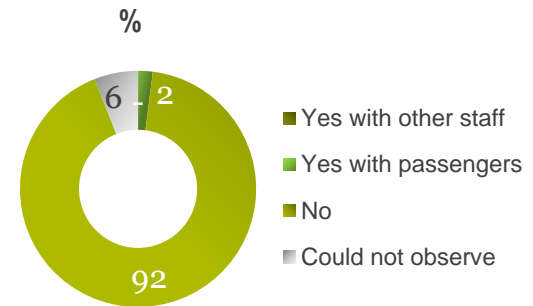
Drive the bus in a dangerous manner -

None of these 96 ↓ (100)_{Q4}

Q98 Driver Listening to Music/Radio (125)



Q99 Driver Hold Long Conversations (125)

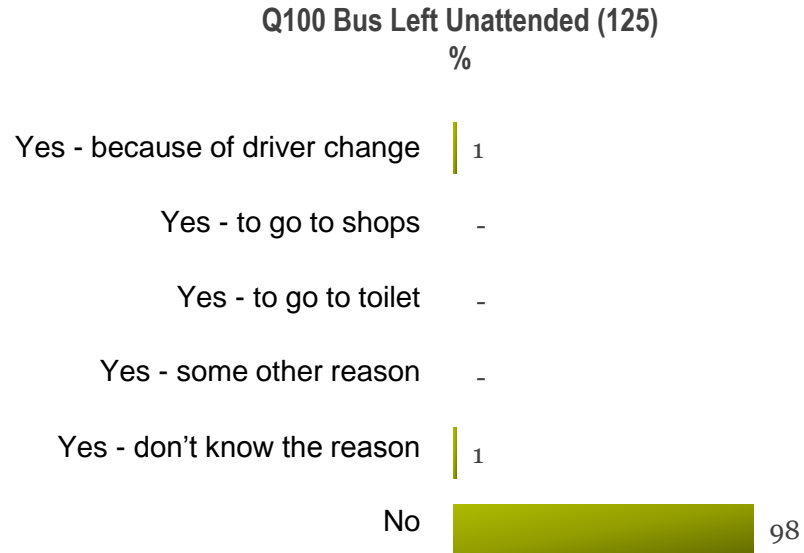


↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

19	Q97	Did the bus driver do any of the following while driving?
	Q98	Did the driver listen to music or the radio whilst driving?
	Q99	Did the driver hold long conversations with other people on the bus while driving?

Leave Bus Unattended: There were 2 instances of drivers leaving buses unattended this quarter; one was because of a driver change while the other did not know the reason

Base: (125)

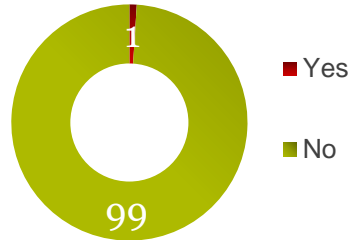


↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

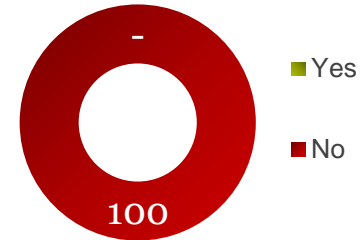
Diversion or Terminated Early: For the one interviewer who encountered a bus diversion/termination, they were informed by the driver shouting out information but were not told of the exact reason for the diversion/termination

Base: (125)

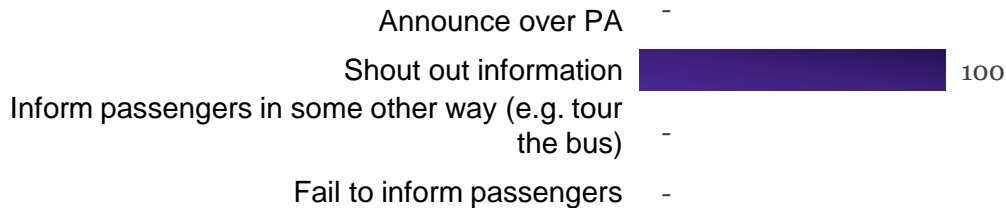
Q107 Bus Diverted/Terminated Early



Q109 Passengers Told Reason for Early Termination/Diversion (1)



Q108 If Bus Diverted/Terminated Early (1)



↕↗ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}



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Section 4: Bus Equipment Performance



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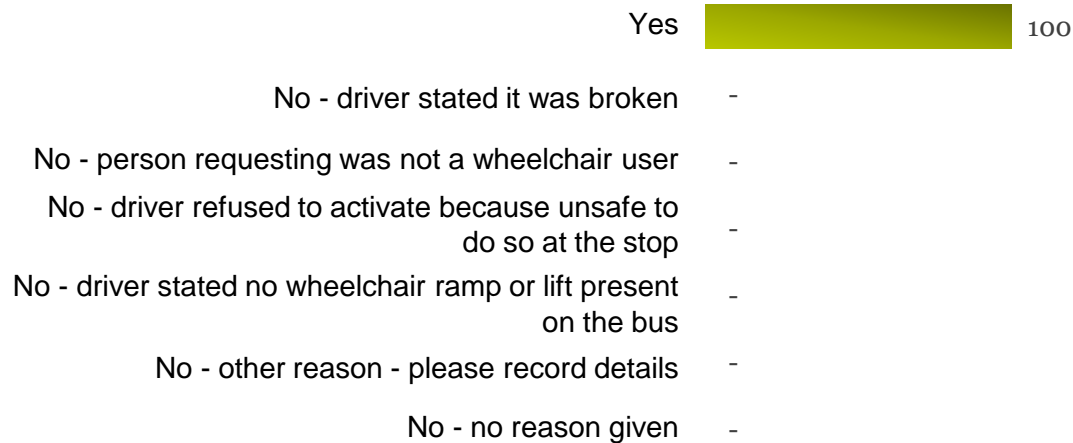


Wheelchair Ramp/Lift: Of the 3 interviewers who observed a wheelchair ramp request, all found that it was activated when necessary

Base: (125), If yes to WHEELCHAIR RAMP OR LIFT REQUEST Q105 (2)

Q106 Wheelchair Ramp/Lift Activated Upon Request (3)

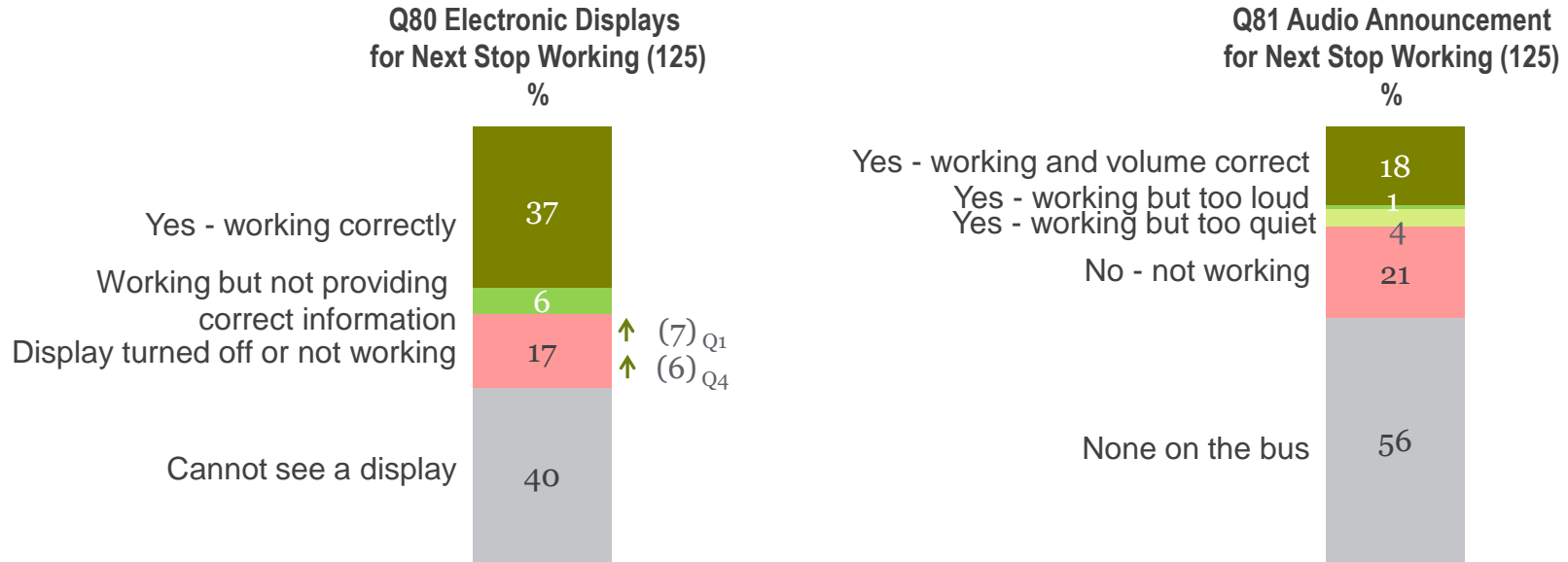
%



↕ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

Electronic Displays & Announcements: Just under 2 in 5 interviewers observed fully functioning next stop displays whilst on the bus, while nearly 1 in 5 noted displays that were turned off or not working, a significant uplift both quarter on quarter and year on year. Just under 1 in 5 interviewers observed the audio next stop announcer working correctly, while a further 1 in 5 found they weren't working during their journey

Base: (125)



↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

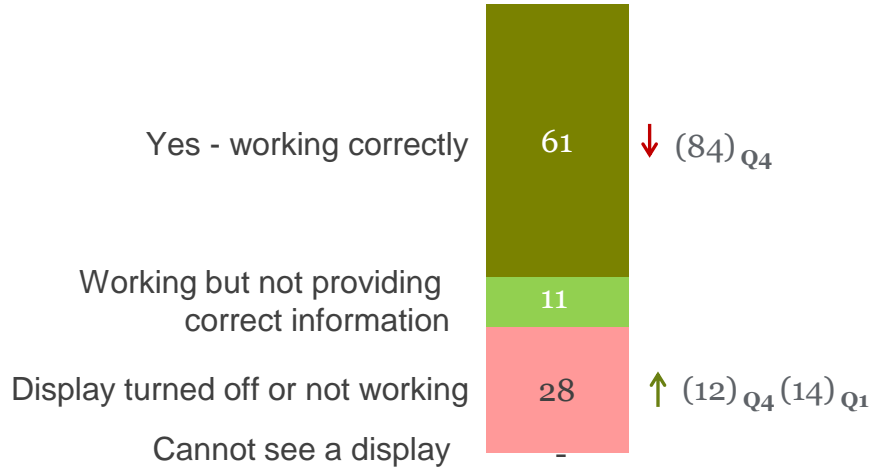
Q80 Are the electronic displays on board indicating what the next stop is working correctly?

Q81 Is there an automatic next stop audio announcement working on the bus?

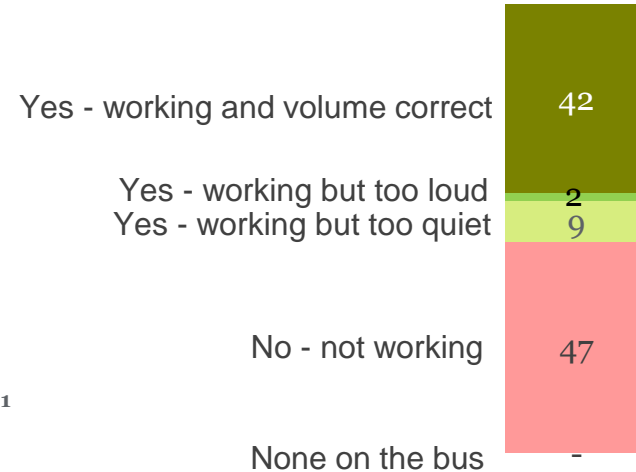
Electronic Displays & Announcements: Of those who saw an electronic next stop display present, 3 in 5 saw that they were working correctly, significantly down from last quarter, while a third found that they were turned off or not working, a significant uplift both versus last quarter and last year. For those who heard an audio next stop announcement, just under half found that it wasn't working while 2 in 5 noted that it was

Base: (75), ALL WHO COULD SEE A DISPLAY / HEAR AN ANNOUNCEMENT

Q80* Electronic Displays for Next Stop Working (75)
%



Q81* Audio Announcement for Next Stop Working (55)
%



↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

* Question rebased off those who could see a display / hear an announcement

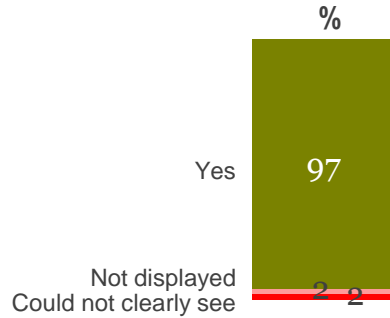
Q80 Are the electronic displays on board indicating what the next stop is working correctly?

Q81 Is there an automatic next stop audio announcement working on the bus?

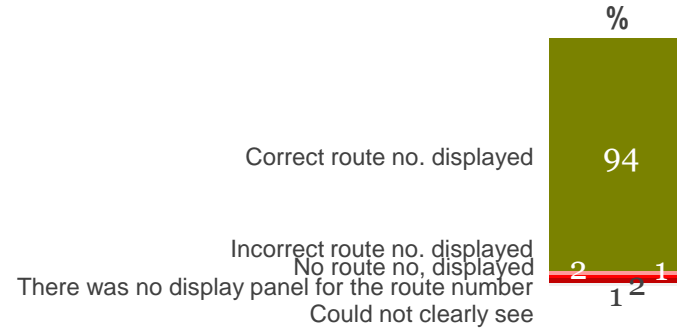
Route Number and Destination Visible: Almost all interviewers reported seeing both route and destination numbers on the front and sides of the bus

Base: (125)

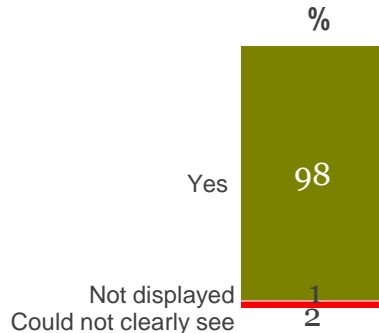
Q43 Route No. on Front (125)



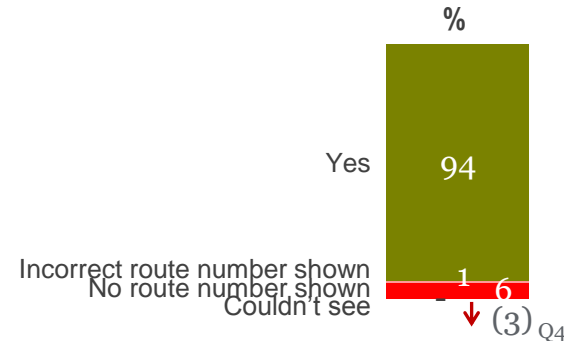
Q45 Route No. on Side (125)



Q44 Destination on Front (125)



Q87 Route No. on Back (125)



↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017_{Q1} – Sep-Dec 2017_{Q4} –

Q43 Could the correct route number be clearly seen on the front of the bus?

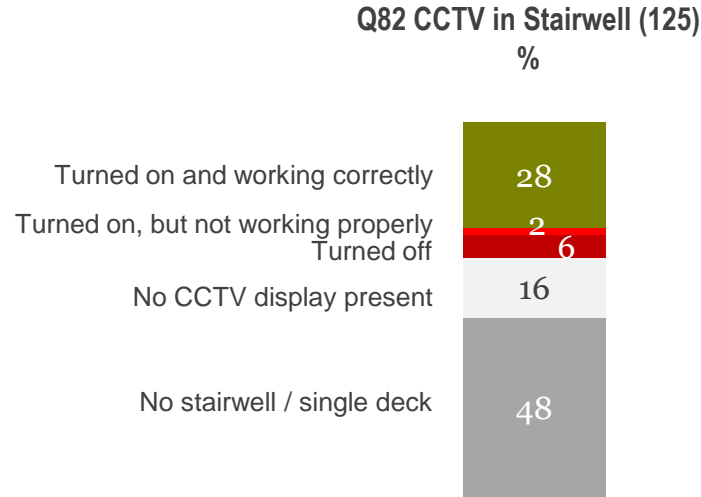
Q44 Could the correct destination be clearly seen on the front of the bus?

Q45 Could the correct route number be seen clearly on the side of the bus?

Q87 Was the correct route number displayed on the back of the bus?

CCTV: Just under a third of interviewers saw the CCTV screens turned on and working correctly whilst on the bus. As almost half of interviewers were on board single deck buses, they were not in a position to observe any CCTV screens in the stairwell

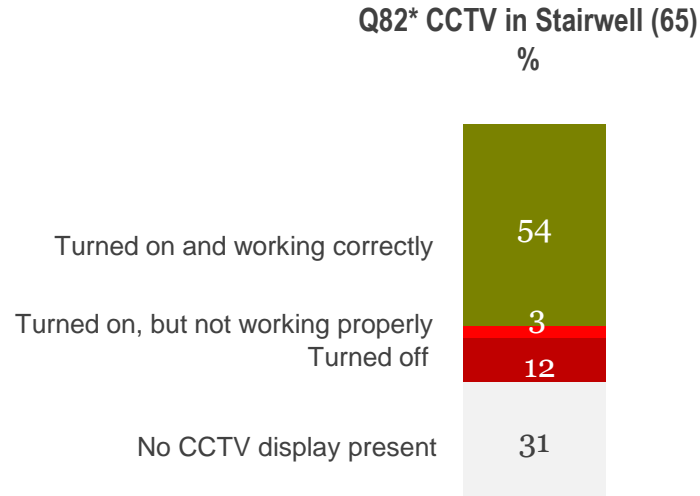
Base: (125)



↓↑ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

CCTV: The majority of interviewers who saw a CCTV screen in the stairwell noted that it was turned on and working correctly. A third saw that there was no CCTV display present

Base: (65), ALL EXCLUDING NO STAIRWELL / SINGLE DECK



↕ = Statistically significant differences are versus Qtr 1 2017 Jan-Mar_{Q1} – Sep-Dec 2017_{Q4}

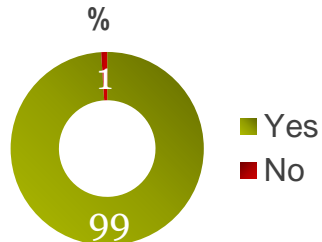
* Question rebased off those who could see a CCTV display

Fare Payment:

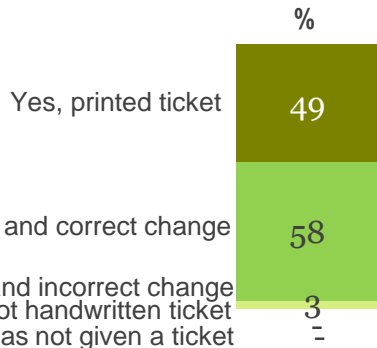
Almost all interviewers reported the ticket machine & Leap Card readers to be working correctly. The majority of cash payers received either a printed ticket or the correct change, with minimal instances of receiving incorrect change occurring. 3 in 4 Leap users were able to see what fare they were charged when boarding the bus

* Interviewer instructions have been updated in Qtr 2 2016 therefore no YOY comparisons made

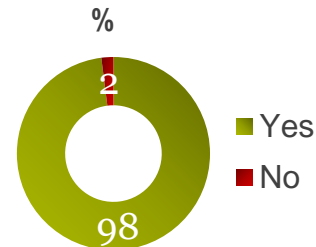
Q56 Cash Fare (72)
If Cash Fare at R5
Ticket Machine Working Correctly



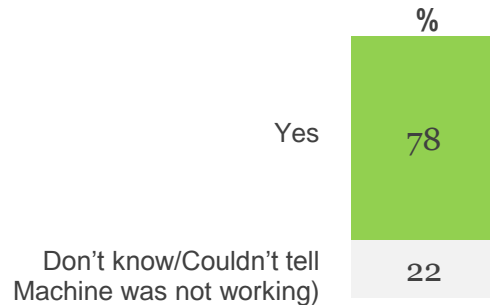
Q57b Cash Fare
If Cash Fare at R5
Given Printed Ticket/Change Receipt (72)



Q58b* Leap Card Reader Present
at Driver Working Correctly (51)



Q59b* Leap Card Reader at Driver
See Fare Charged (51)



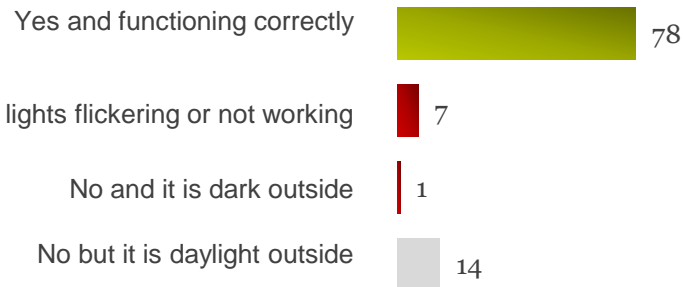
↕↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017_{Q1} – Sep-Dec 2017_{Q4} –

*Question amended in Q2 2016

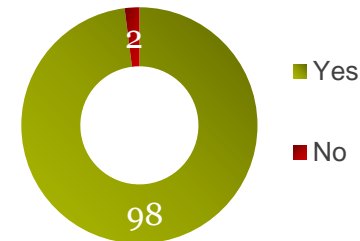
Interior Lighting and Temperature: 3 in 4 interviewers found the interior lighting of the buses to be functioning correctly, with minimal instances of lights flickering / not working. Almost all interviewers found the on-board temperatures on the buses to be reasonable considering the weather conditions outside; with only 3 interviewers feeling the temperatures on board were unreasonable

Base: (125)

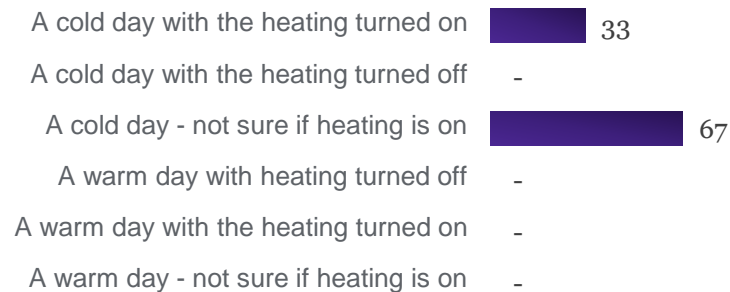
Q83 Interior Lighting (125)
%



Q84 Temperature Reasonable (125)
%



Q85 Why Temperature Not Reasonable (3)
%



↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017_{Q1} – Sep-Dec 2017_{Q4}



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Section 5: Cleanliness Performance C2: Station Cleanliness



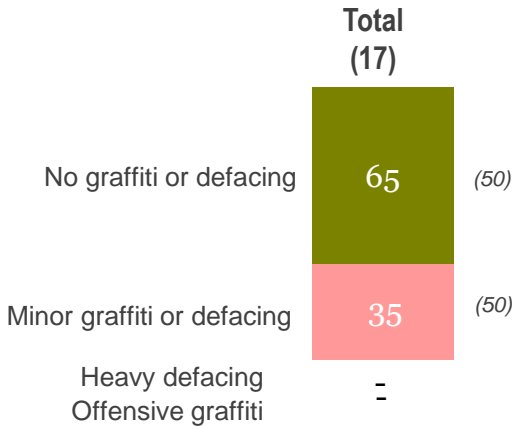
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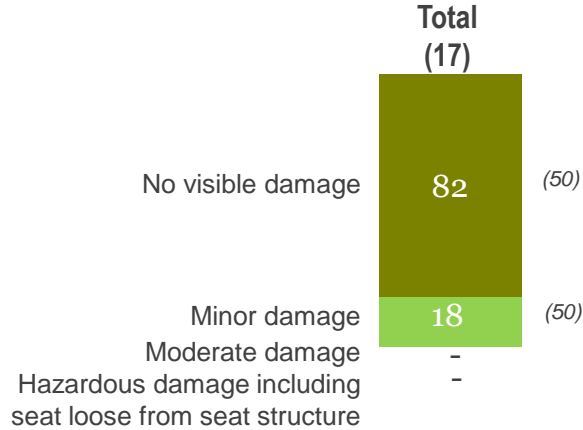
Station Seating: The majority of interviewers found the station seats to be clean & well maintained; with minor reports of damage/graffiti observed

Base: (17), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A
 (4), IF ASKED TO ASSESS BUSÁRAS Q1A

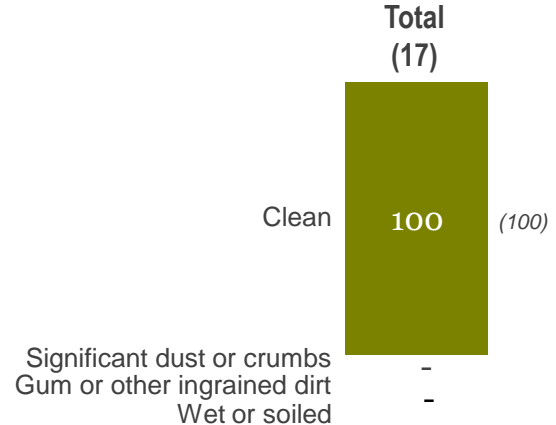
Q1 Graffiti on Station Seats %



Q2 Station Seats Damaged %



Q3 Cleanliness of Station Seats (17) %



() = Busáras

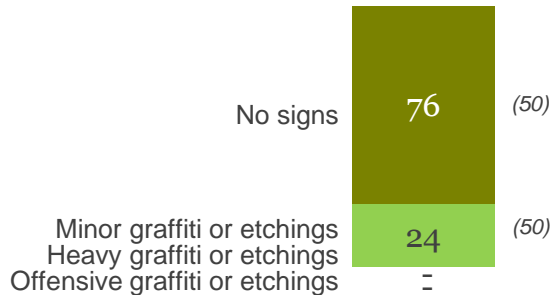
↕↗ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017_{Q1} – Sep-Dec 2017_{Q4}

*Caution: Small base size

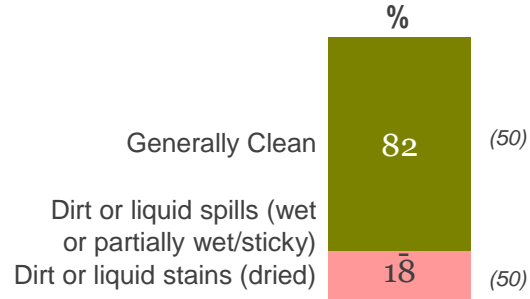
Station Cleanliness: Station walls, floors, ceilings & stairs were found to be generally clean, with some instances of minor graffiti and moderate dirt reported

Base: (17), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A. Base: (4), IF ASKED TO ASSESS BUSÁRAS Q1A

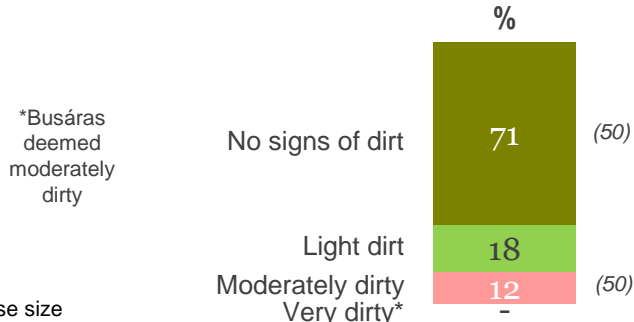
**Q4 Graffiti on Walls, Panels
Ceilings and other Fixtures (17)**



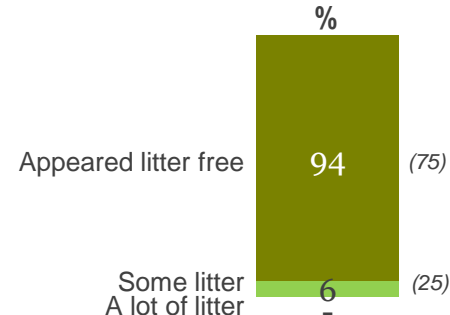
**Q9 Cleanliness of Station
Floors or Stairs (17)**



**Q5 Cleanliness of Walls, Panels
Ceilings and other Fixtures (17)**



**Q10 Litter on Seats,
Floors or Stairs? (17)**



↕↗ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017_{Q1} – Sep-Dec 2017_{Q4}

() = Busáras

*Caution: Small base size

Q4 What best describes level of graffiti or etchings on of walls, panels, ceilings, stairs and other fixtures and fittings?

Q5 What best describes level of cleanliness of walls panels, ceilings and other fixtures and fittings?

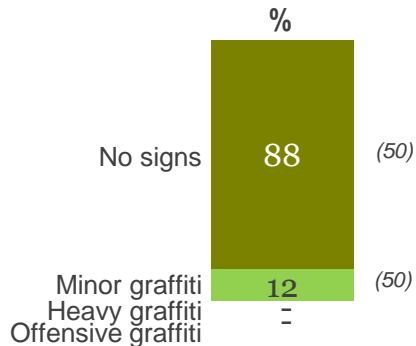
Q9 What best describes level of cleanliness of station floors or stairs?

Q10 Was there litter on station seats, floor or stairs?

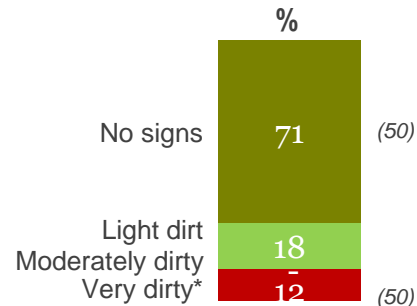
Station Windows and Exterior: Station windows were though to be kept in good condition by the majority of interviewers. Outside of the bus station, the majority of interviews reported seeing litter present

Base: (17), IF ASKED TO ASSESS A BUS EIREANN STATION Q1A, Base: (4), IF ASKED TO ASSESS BUSÁRAS Q1A

Q6 Graffiti on Station Windows (17)

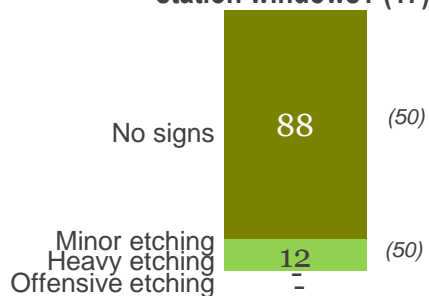


Q8 Cleanliness of Station Windows (17)

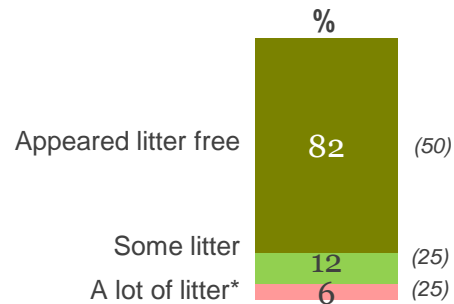


*Busáras deemed very dirty

Q7 What best describes level of etching on station windows? (17)



Q11 Exterior Litter Free (17)



*Busáras thought to have a lot of litter

↕ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4 –

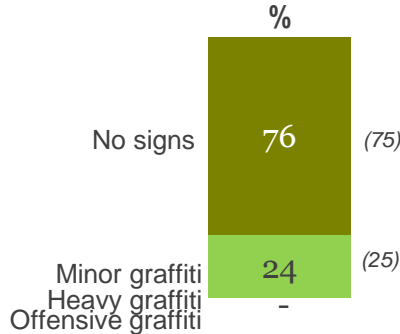
() = Busáras

*Caution: Small base size

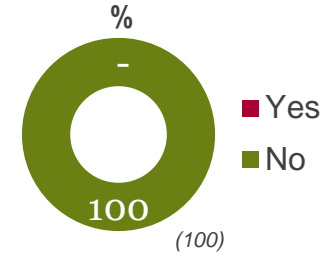
Station Toilets: Station toilets were seen to be generally graffiti and litter free by the majority of interviewers, with facilities functioning correctly. 1 in 4 saw signs of minor graffiti while 1 in 5 saw minor litter

Base: (17), IF TOILETS OPEN Q15/2, Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2

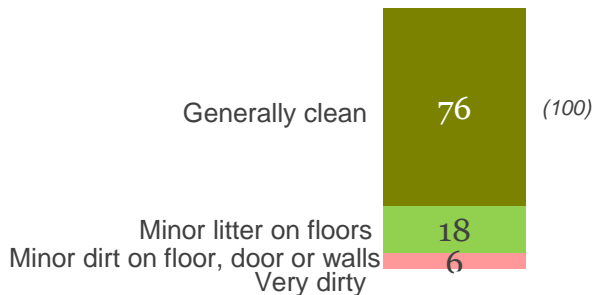
Q16 Graffiti on Toilet Area (17)



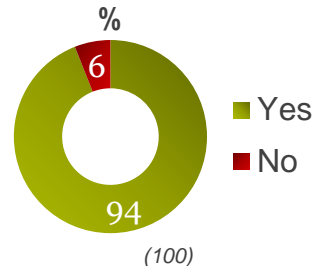
Q18 Toilets Blocked (17)



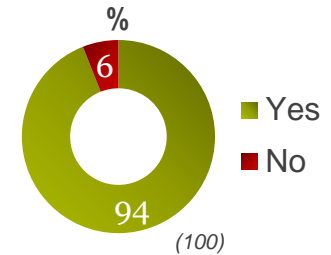
Q17 What best describes cleanliness of toilet area? (17)



Q19 Flush Working (17)



Q20 Toilet Paper Available (17)



() = Busáras

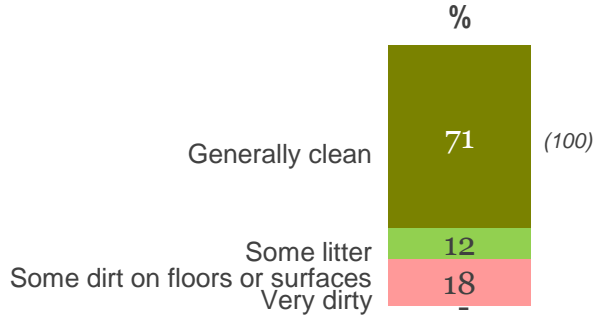
↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4

*Caution: Small base size

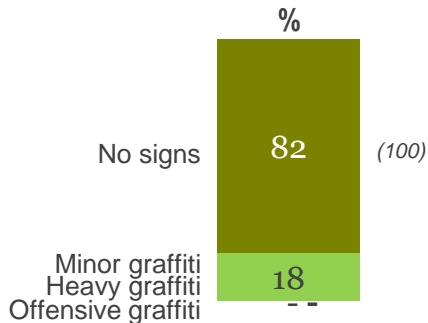
Station Washroom Area: Station washrooms are seen to be generally clean but with some instances of dirt and minor graffiti reported. The washroom facilities were thought to be functioning correctly by the majority of interviewers

Base: (17), IF TOILETS OPEN Q15/2, Base: (4), IF TOILETS OPEN BUSÁRAS Q15/2

Q21 Cleanliness of Washroom Area (17)



Q22 Graffiti in Washroom Area (17)

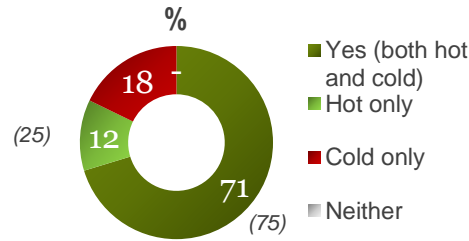


↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4

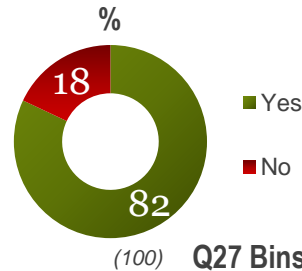
() = Busáras

*Caution: Small base size

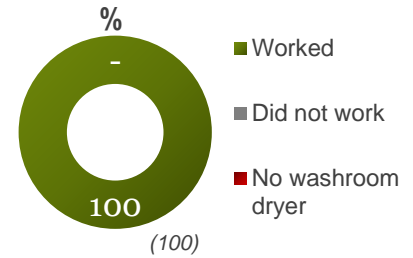
Q23 Washroom Taps (17)



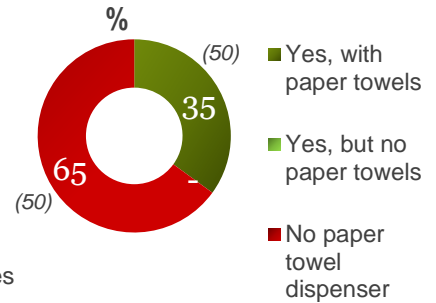
Q24 Soap/Hand Cleanser Available (17)



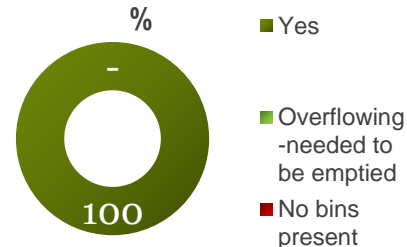
Q25 Washroom Dryers (17)



Q26 Paper Towel Dispenser (17)



Q27 Bins Clean (38)



36 Q21 What best describes cleanliness of washroom area?
 Q22 What best describes level of graffiti in washroom area?
 Q23 Did the washroom taps you tested work?

Q24 Did the washroom taps you tested work?
 Q25 Did the washroom dryer(s) you tested work?
 Q26 Was there a paper towel dispenser?

Q27 Were the toilet and washroom bins clean?



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Section 6: Cleanliness Performance C1: Bus Cleanliness

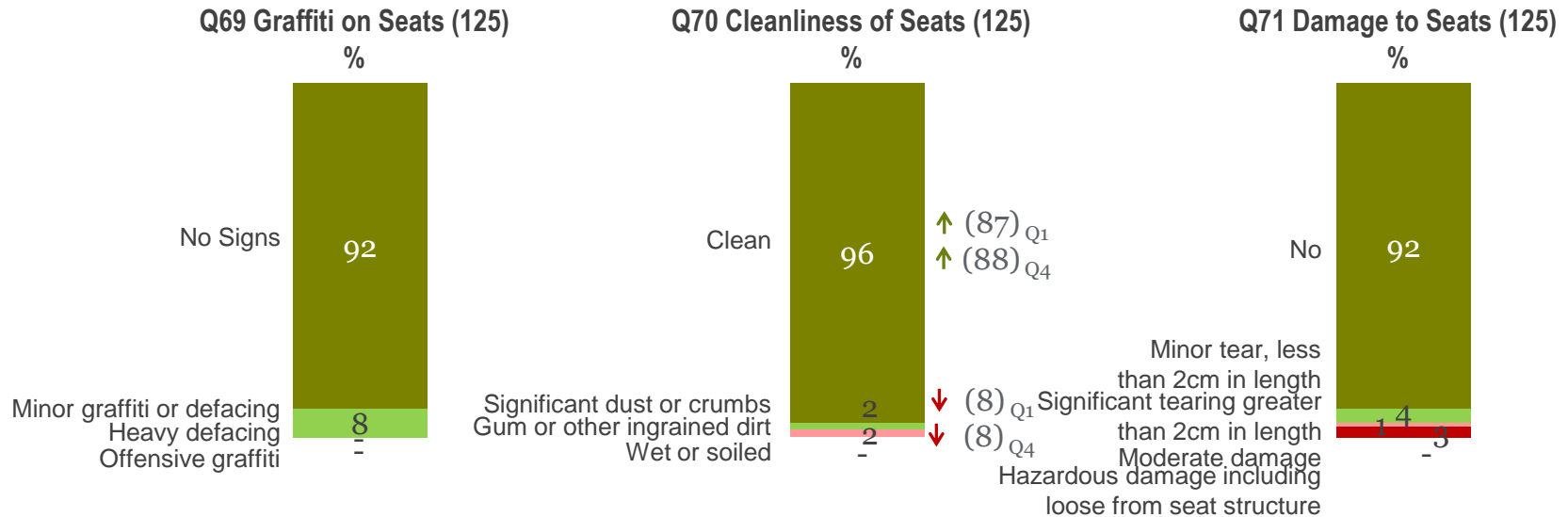


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Assessment of Seats: Almost all interviewers found both bus seats & cushions to be clean & well-maintained with minimal levels of graffiti or damage observed. The number of interviewers reporting clean seats has significantly increased both quarter on quarter and year on year

Base: (125)



↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4

Q69 How would you best describe graffiti or other defacing on seat cushions or seat structure?

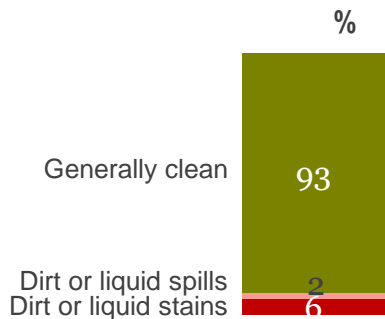
Q70 What best describes level of cleanliness of seat cushions?

Q71 Were any bus seat cushions you observed damaged in any way?

Bus Interior: The interior of the buses were generally positively regarded with some minor instances of litter & dirt reported. Encouragingly, there have been significant decreases in the number of interviewees reporting a lot of litter on the buses both quarter on quarter and year on year

Base: (125)

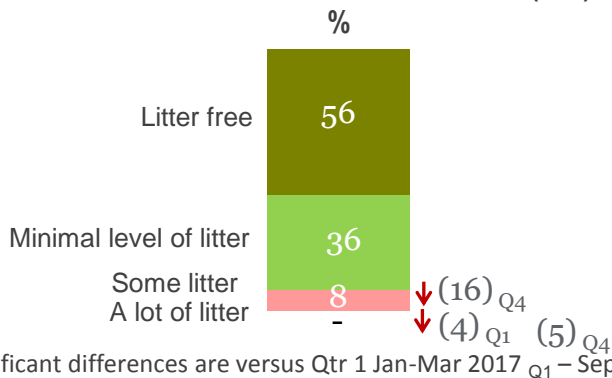
Q75 Cleanliness of Floors and Stairs (125)



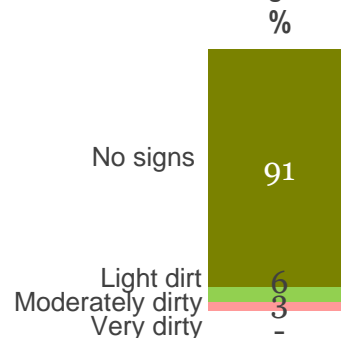
Q77 Graffiti of Panels Ceilings, Stairs and other Fixtures/Fittings (125)



Q76 Litter on Seats/Floor or Stairs* (125)



Q78 Cleanliness of Panels, Ceilings and other Fixtures/Fittings (125)

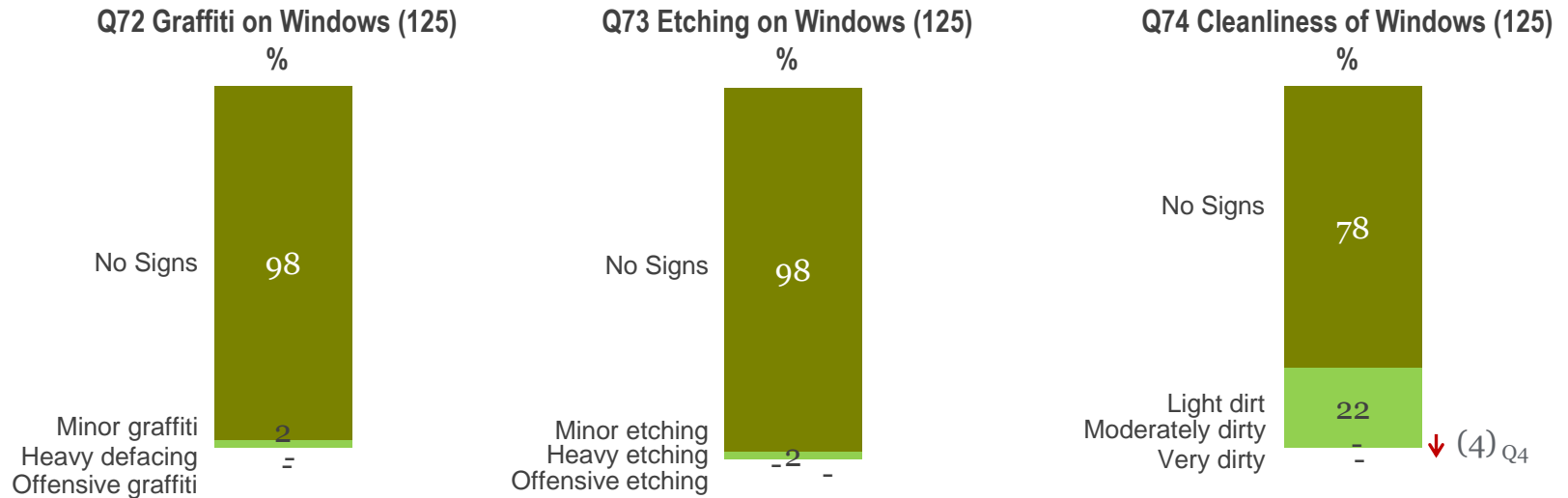


↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4

* Question amended in Q2 2016

Bus Windows: The majority of interviewers reported no signs of graffiti or etchings on bus windows while 1 in 5 observed light dirt. The number of windows seen to be moderately dirty have significantly decreased from last quarter while no windows were deemed very dirty

Base: (125)



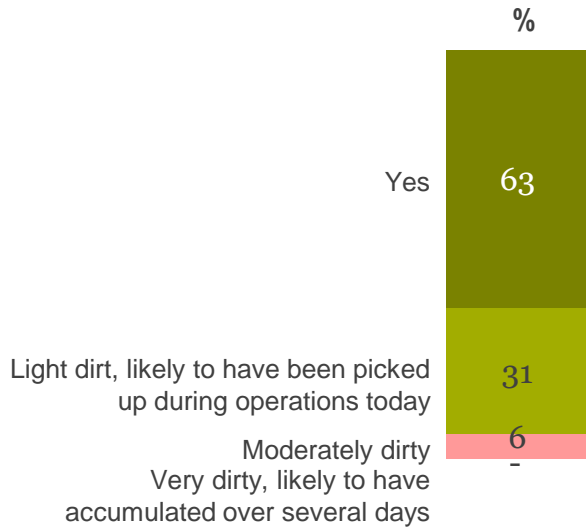
↕ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4

40 Q72 What best describes level of graffiti on windows?
 Q73 What best describes level of etching on windows?
 Q74 What best describes level of cleanliness of windows)

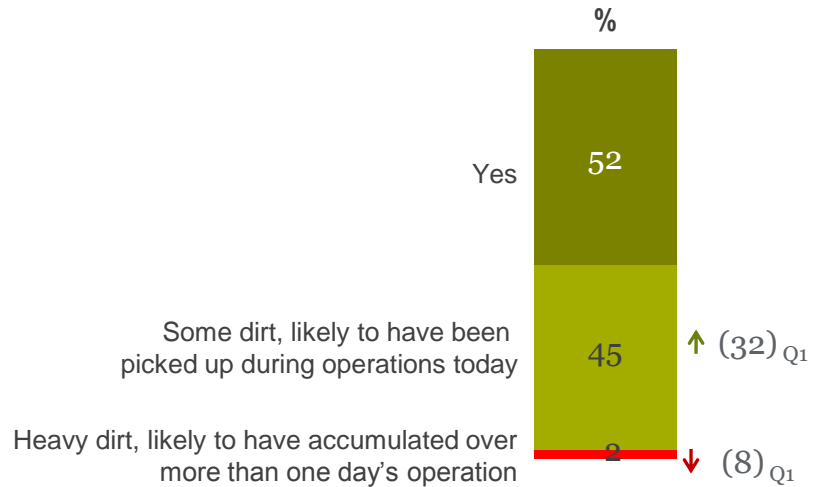
Front, Side and Rear of Bus: In the majority of instances, buses were thought to be clean at both the front, sides & rear. Any dirt observed was mainly thought to have been picked up during operations that day with minimal instances of heavier dirt reported

Base: (125)

Q47 Cleanliness of Front/Side of Bus (125)



Q90 Was the Rear of the Bus Clean? (125)



↓↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4

Q47 Were the front and side of the bus clean?

Q90 Was the rear of the bus clean?



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Section 7: Customer Service Performance (C5)



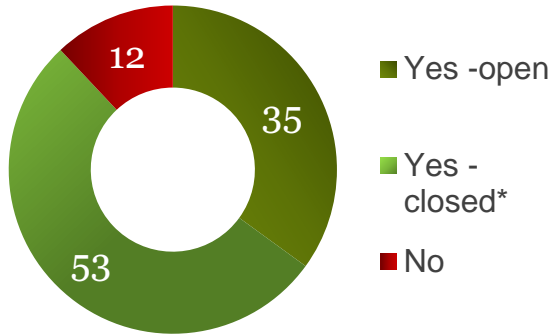
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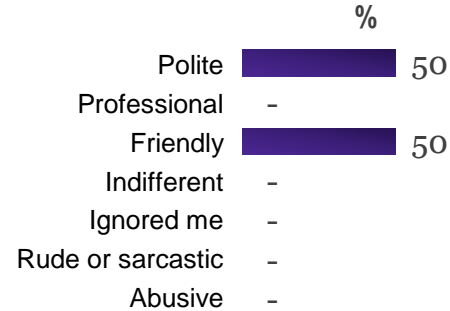
Travel Centre: Of the 17 interviewers who surveyed a bus station, 6 were able to assess the relevant travel centres. Of these, the staff were thought to be polite and friendly and all found that the information they were given appeared to be correct

Base: (6), IF TRAVEL CENTRE OPEN Q13A/1

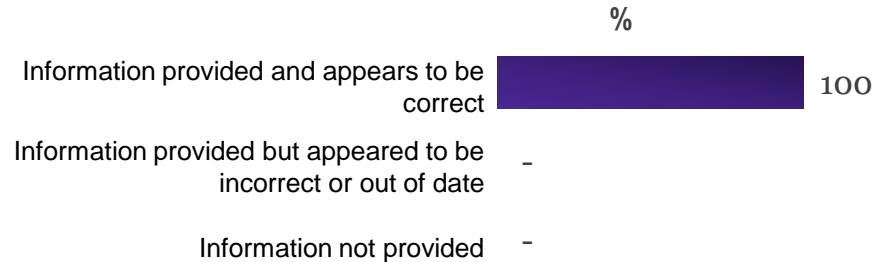
Q12 Travel Centre at Station (17)
%



Q13 Travel Centre Assistant Response (6)



Q14 Travel Centre Assistant Provide Correct Information? (6)



* Travel Centres were closed for some weekend interviewing

↓ ↑ = Statistically significant differences are versus Qtr 1 Jan-Mar 2017 Q1 – Sep-Dec 2017 Q4