Department of Transport and Main Roads Customer Satisfaction

Tracking Research Report – Queensland.

2009/2010 (November 2009 – June 2010)

- Prepared for: Department of Transport and Main Roads
- Client contacts: Glenys Keir
- TNS consultants: Robyn Rutley, Alysia Profke
- 81143: September 2010

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Key Performance Indicators

Key Performance Indicators

	QLD PT Users	SEQ PT Users	ROQ Buses	SEQ Taxis
Overall Satisfaction Index	70	69	73	63
Safety & Security	75	75	78	70
Reliability & Frequency	60	60	61	62
Comfort	67	66	74	65
Ease of Use	77	77	78	73
Proximity	71	70	73	57
Efficiency	70	70	72	66
Information	66	66	65	55
Accessibility	76	75	80	59
Staff	77	77	77	59
Affordability	62	61	72	58

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

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Background
and Research Design

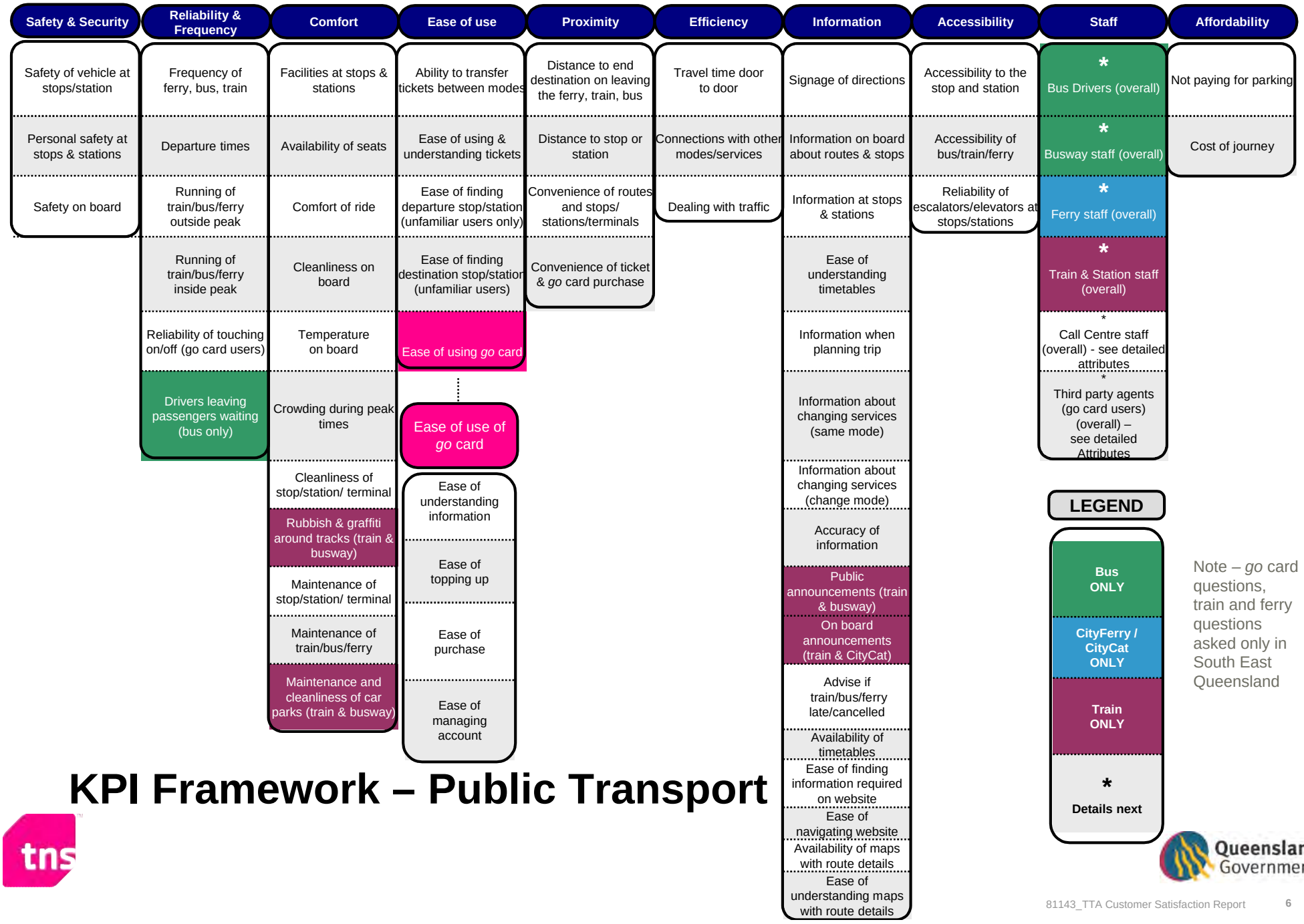
Research Background and Objectives

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

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

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

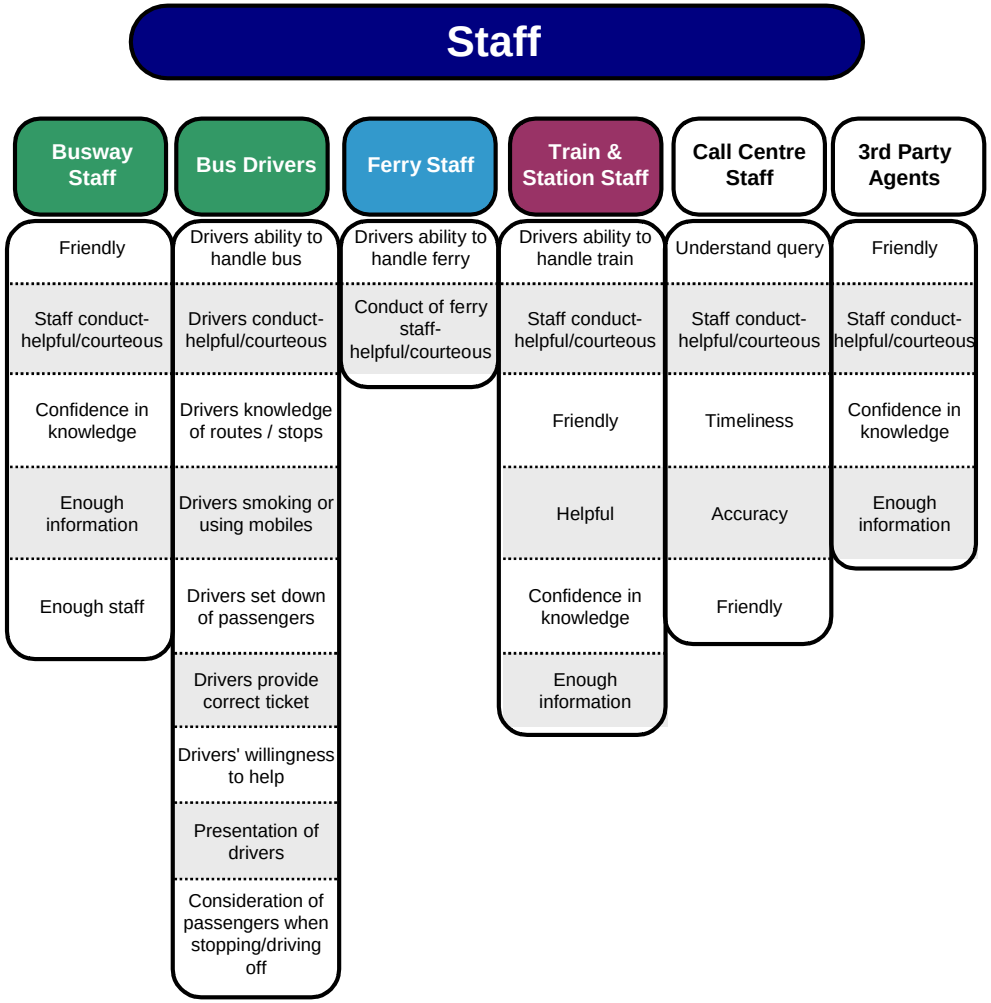
- This document reports on the key findings from Quarter 2 through to Quarter 4 of the 2009/2010 tracking year, that is, interviewing conducted during November 2009 – June 2010. It reports on public transport in South East Queensland (combined bus, train and ferry), on buses amongst rest-of-Queensland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



KPI Framework – Public Transport

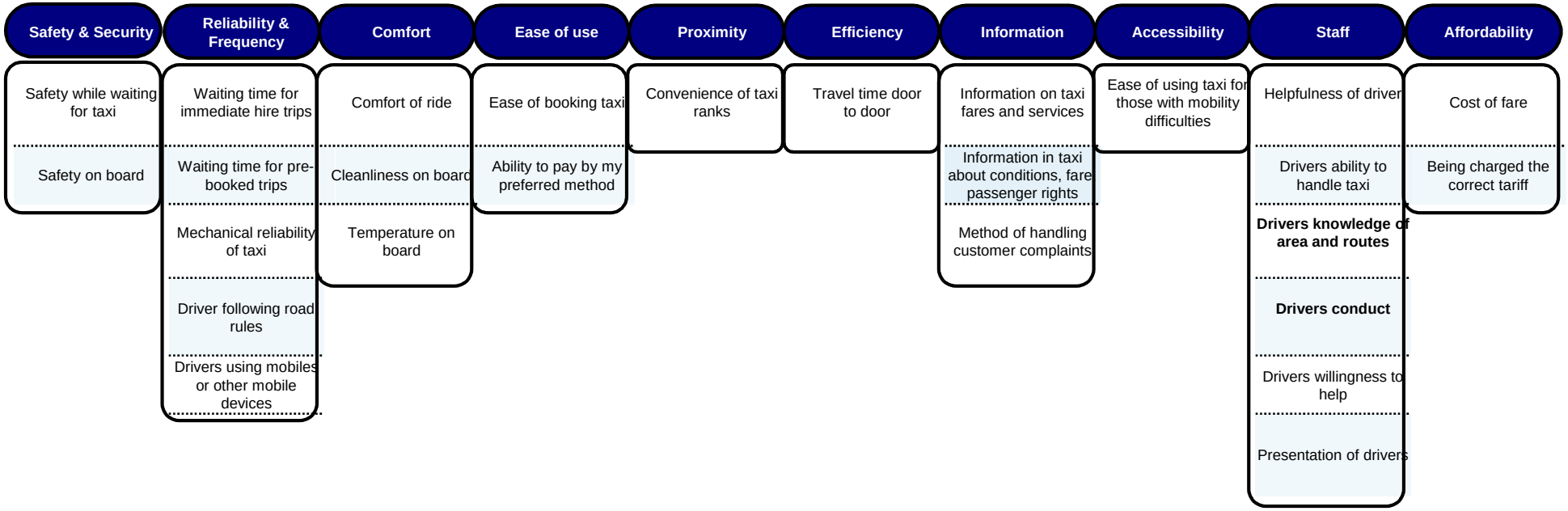
Note – *go* card questions, train and ferry questions asked only in South East Queensland

KPI Framework for Staff – Public Transport



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

KPI Framework - Taxis



Overview of Tracking Research Design – PT in South East Queensland

Quarterly

Buses

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

Trains

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

Ferries

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

Reporting – quarter on quarter:

- Dashboard reporting of 10 KPIs
- Charting of underlying data (PowerPoint)
- Data file

Outcome

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

Quarterly deep-dive on targeted issue

- Either 1 bulletin board or 4 ethnographic depth interviews

Outcome

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

Annual review workshop session to review:

- Annual results (KPIs, underlying data, deep-dives)
- National and international benchmarks and trends
- Project logistics and content

Outcome

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

Overview of Tracking Research Design – Buses in Regional Qld, Taxis in SEQ

Buses

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

Taxis

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

Reporting – six monthly:

- Hardcopy operator report for rest-of-Qld, incorporating 10 KPI's

Reporting – annual:

- Hardcopy for whole of Qld by mode, incorporating 10 KPI's
- Hardcopy for rest-of-Qld by mode, incorporating 10 KPI's
- High-level tracking of nominated KPI's for Annual Report (quarter-on-quarter data)

Outcome

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

Annual review workshop session to review:

- Annual results (KPI's, underlying data, deep-dives)
- National and international benchmarks and trends
- Project logistics and content

Outcome

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

Research Design

Target Audience

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

Methodology

- Online interviews: Sample drawn from MyOpinions.com

Sample size, quotas and margin of error

Mode	Sample Size (n=)	Margin of error
Total state	**4,781**	**±1.4%**
SEQ PT	3,775	±1.6%
ROQ Buses	927	±3.2%
SEQ Taxis	79	±11.0%

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

Weighting

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

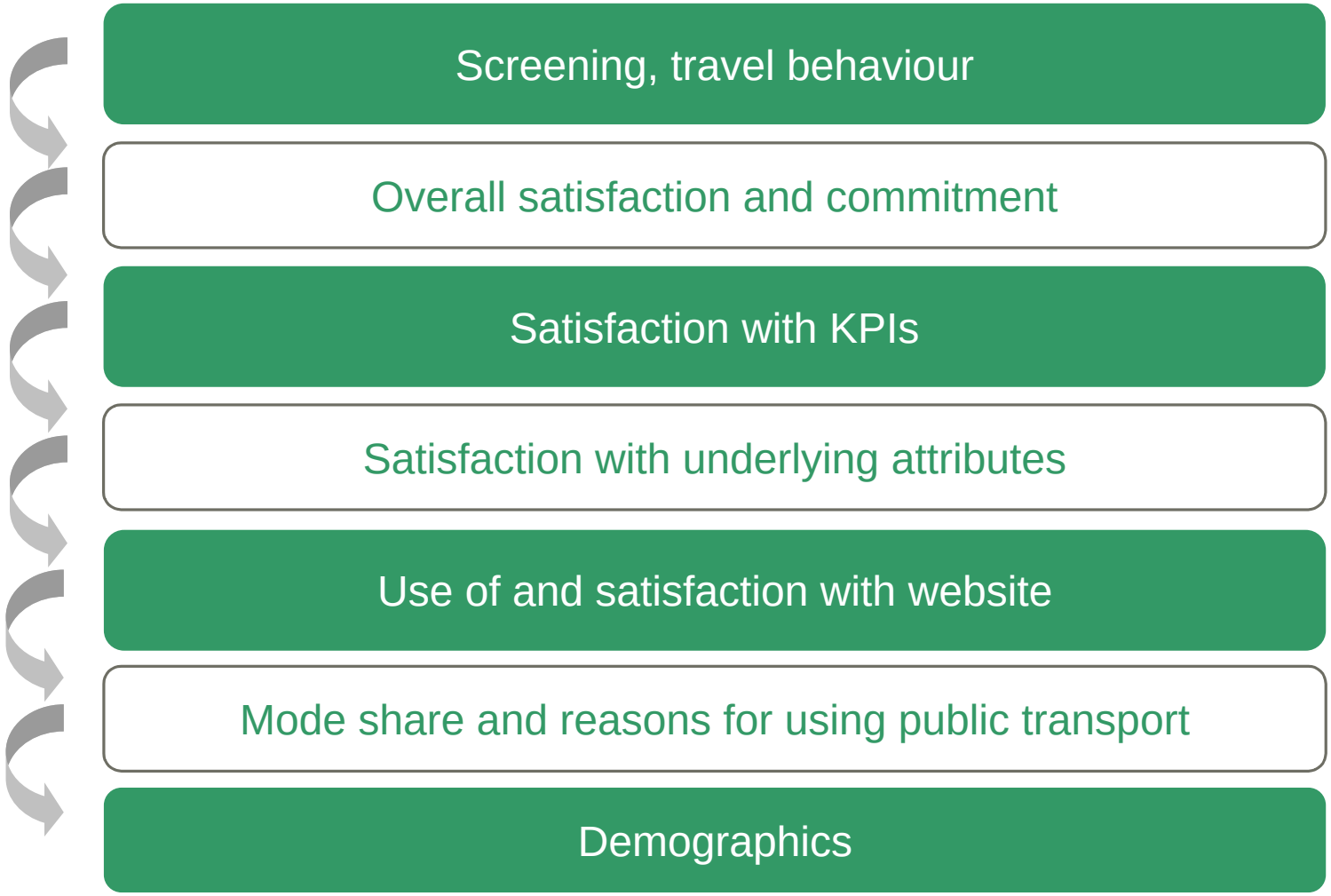
Fieldwork period

- 25 November to 30 June 2010

Average interview length

- 22 minutes

Questionnaire Flow



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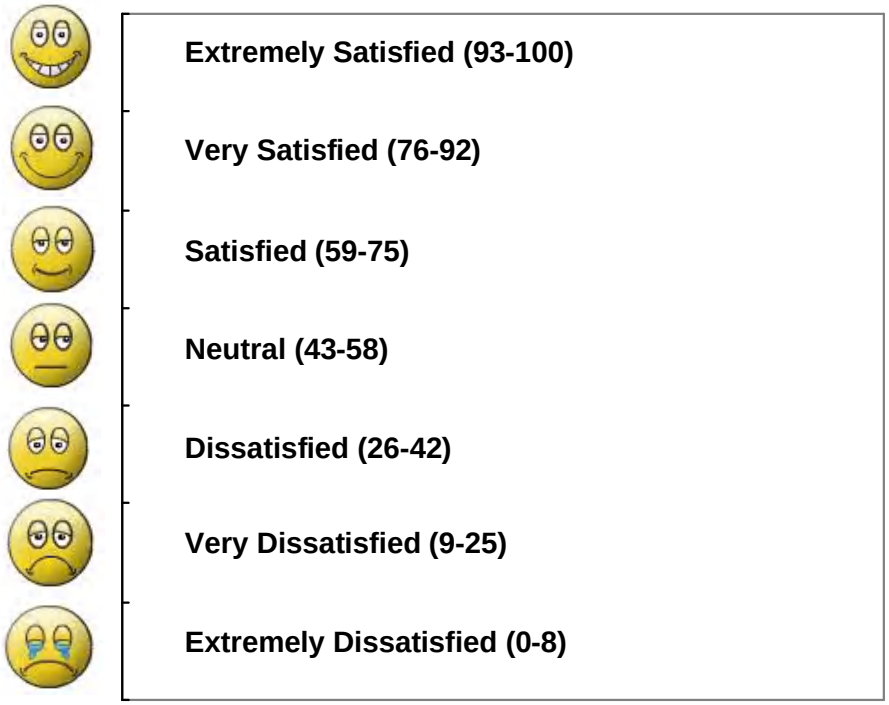
Detailed Findings

How to Interpret Charts and Symbols

Q2-4 '09/10



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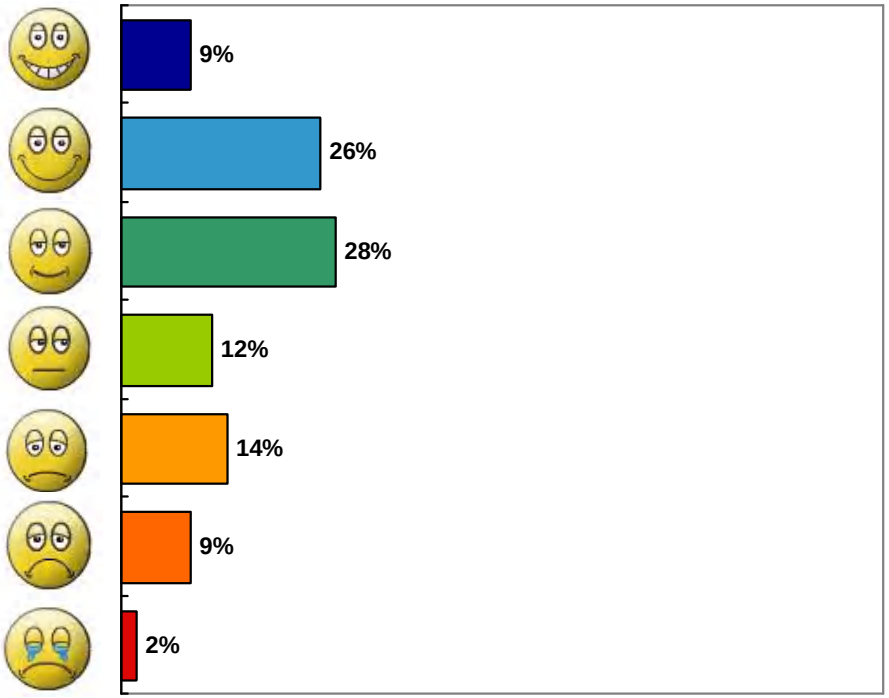
Overall Satisfaction
and Commitment

Overall Satisfaction

Public transport in general

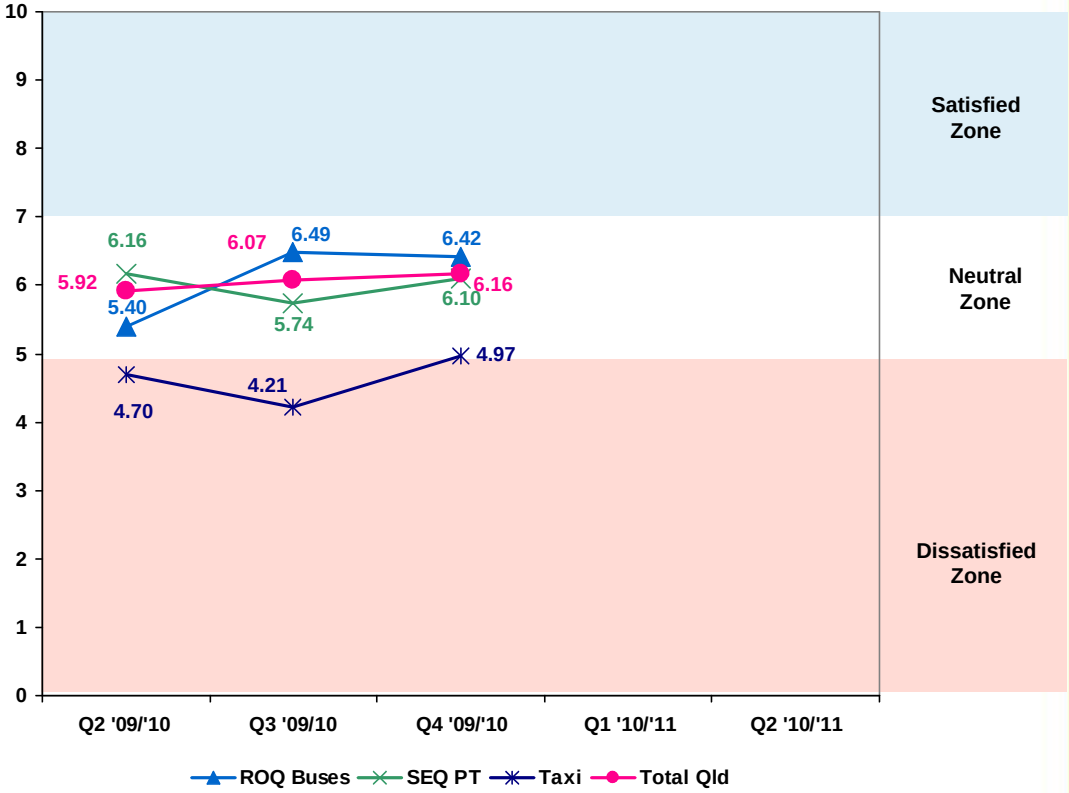
Completely satisfied

Q2-4 '09/'10



Completely dissatisfied

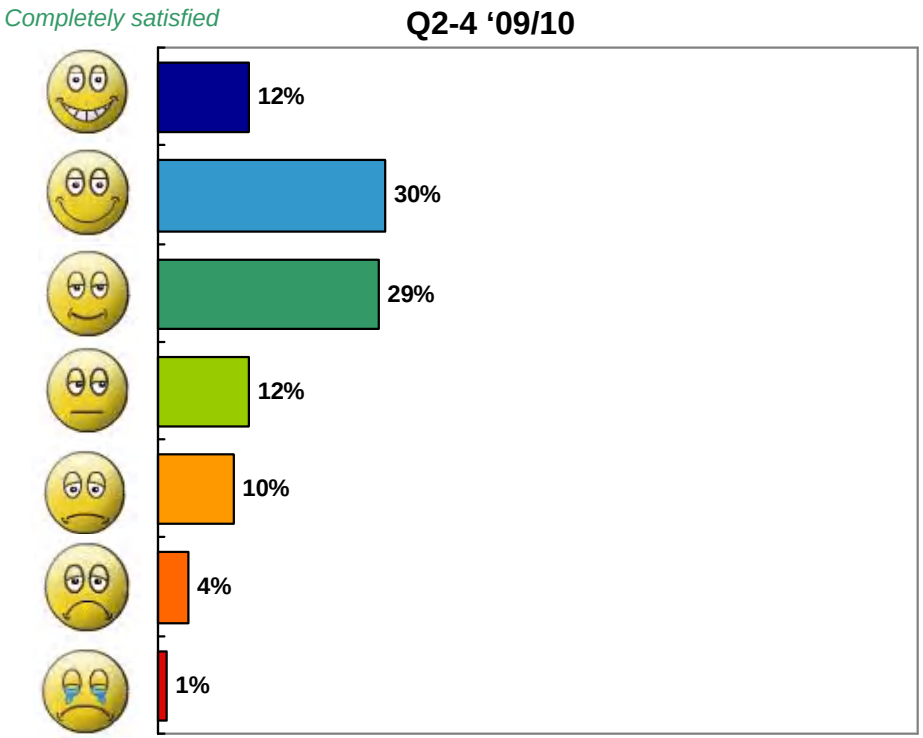
Mean Scores out of 10

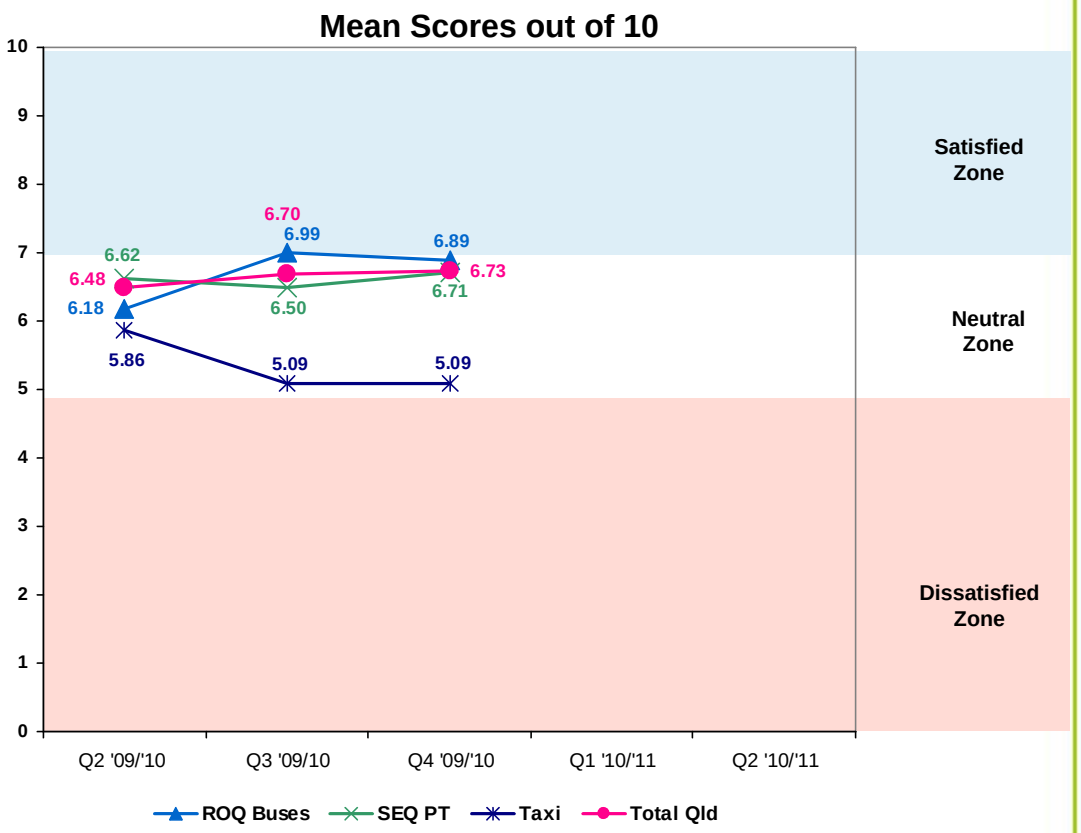


Q3. Thinking about public transport in general, please move the pointer to the place which indicates how satisfied you are with the public transport system in South East Queensland from 'completely dissatisfied' to 'completely satisfied'.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted

Overall Satisfaction

With mode in general

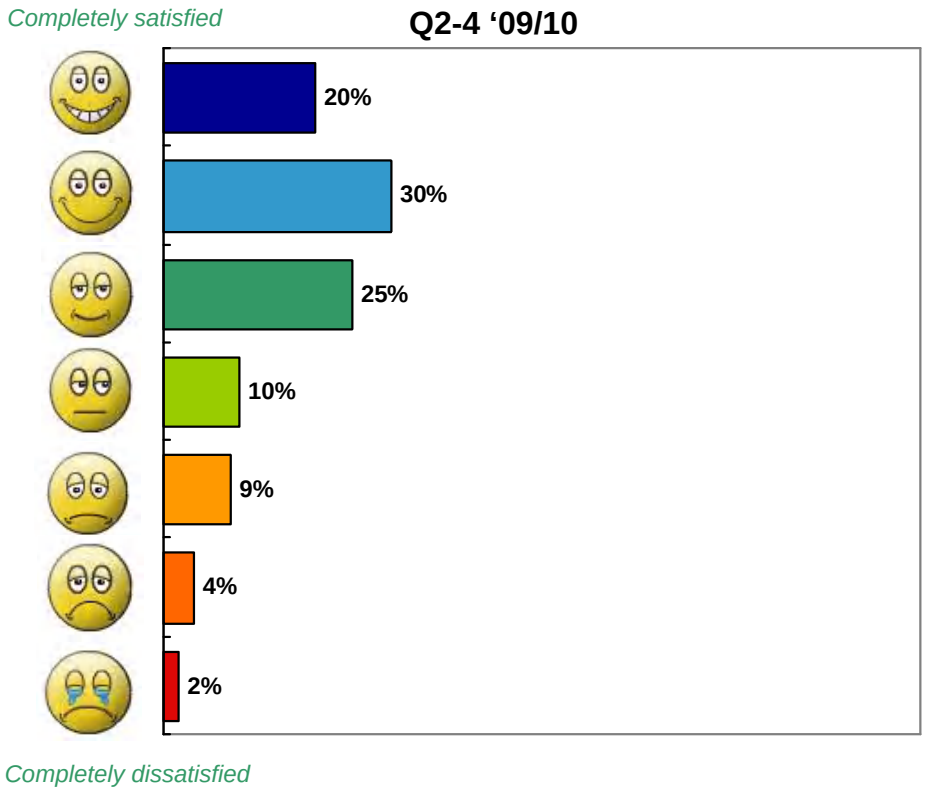


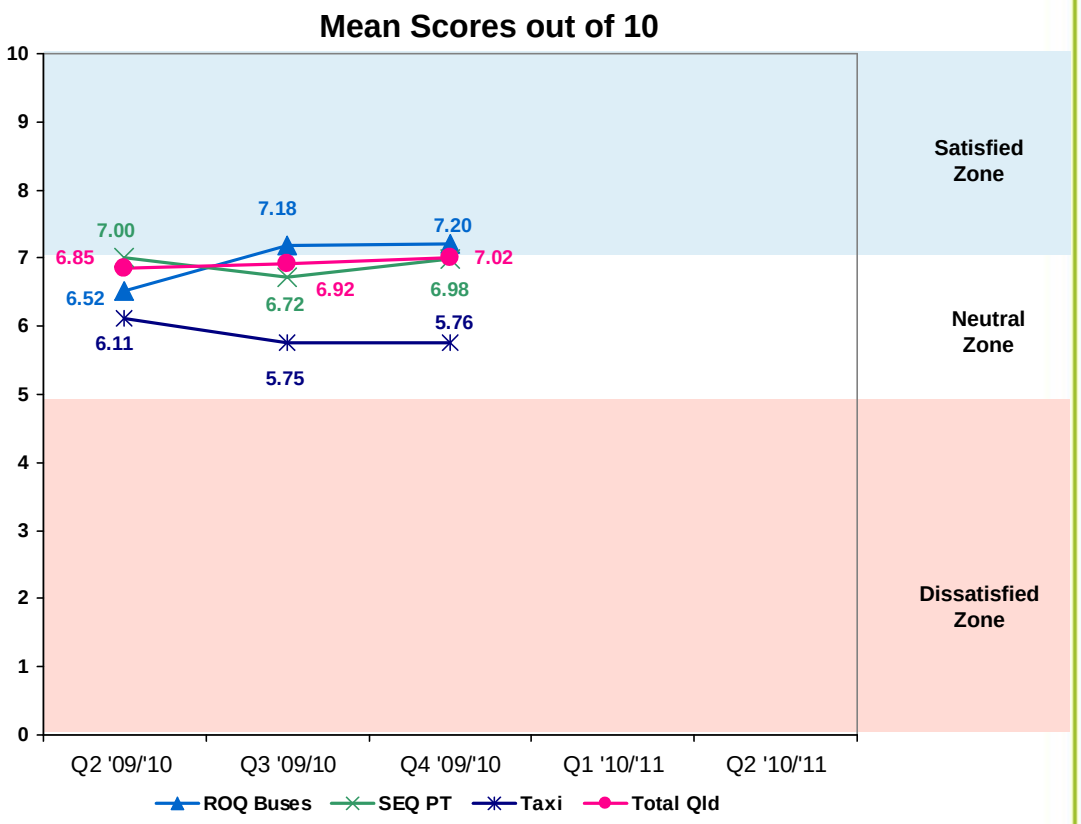


Q4. Thinking at an overall level about how you travel on the <MODE>, and not just your last trip, please move the pointer to the place which indicates how satisfied you are with the <MODE> in general.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews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

Overall Satisfaction

With last trip



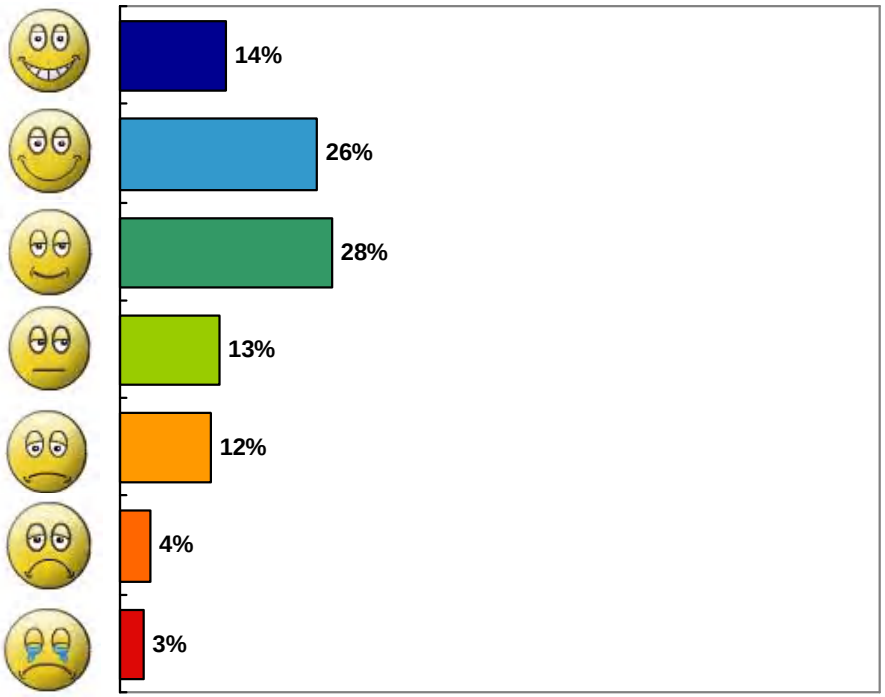


Q5. Now I would like you to think about your last trip travelling on the bus. (For bus users, "on buses operated by <insert the operator from Q1>". Please move the pointer on the bar below to the spot that best describes how satisfied you were with that trip specifically.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted

Advocacy

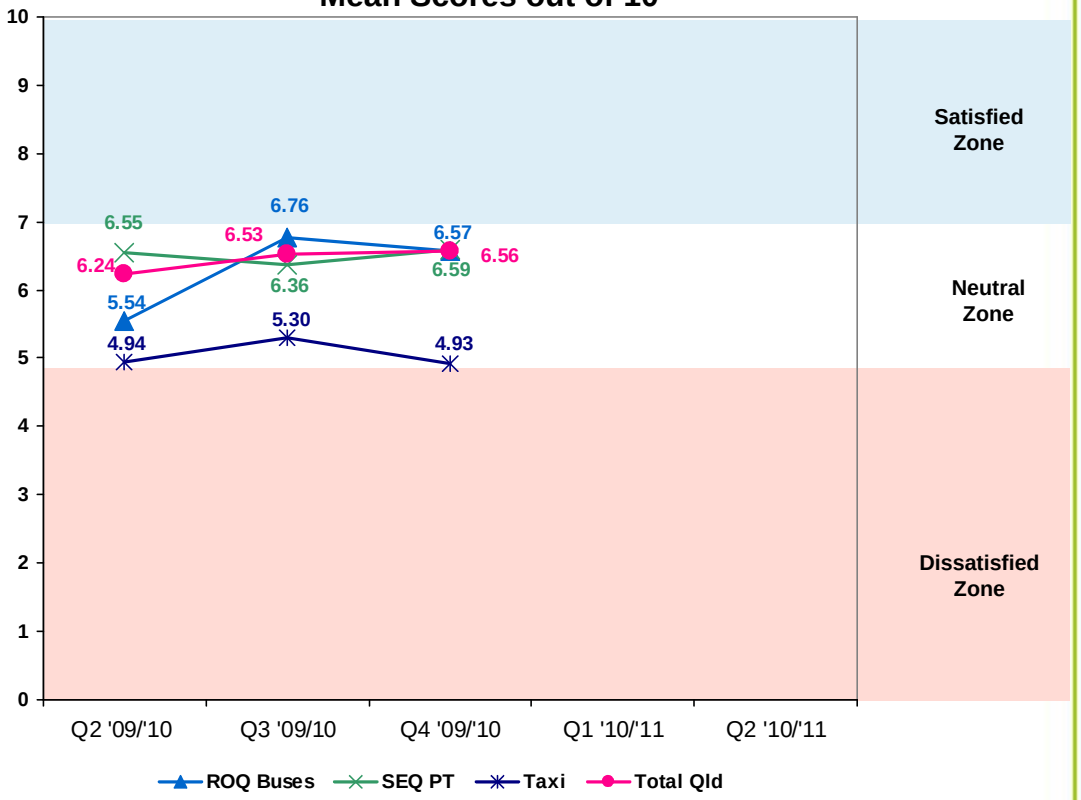
Extremely favourably

Q2-4 '09/10



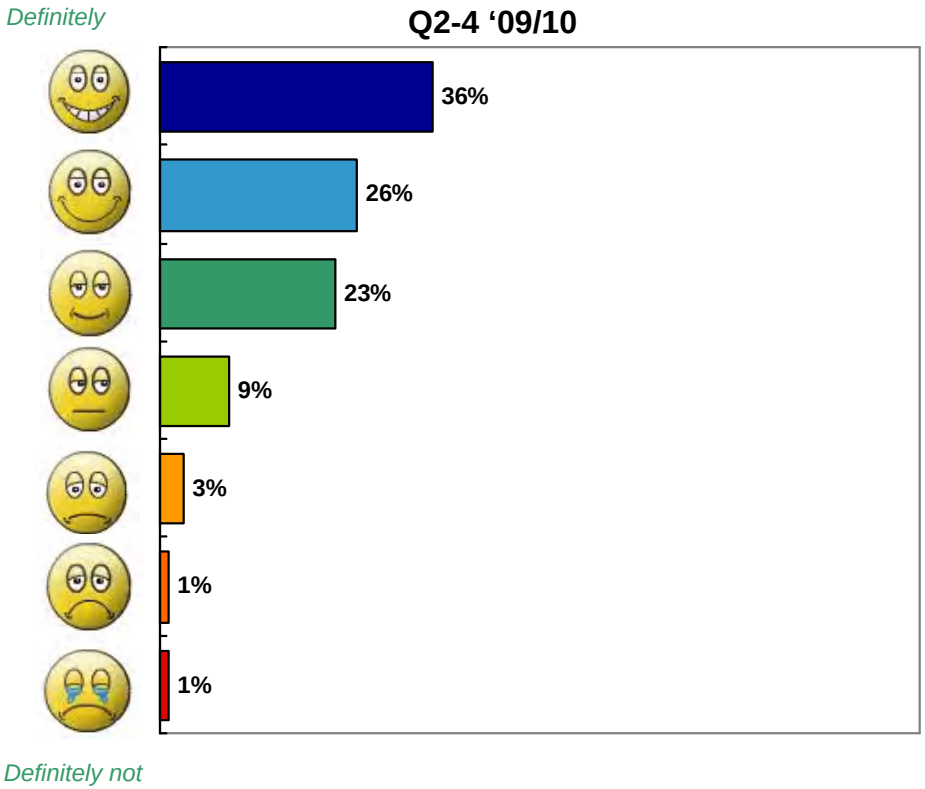
Not at all favourably

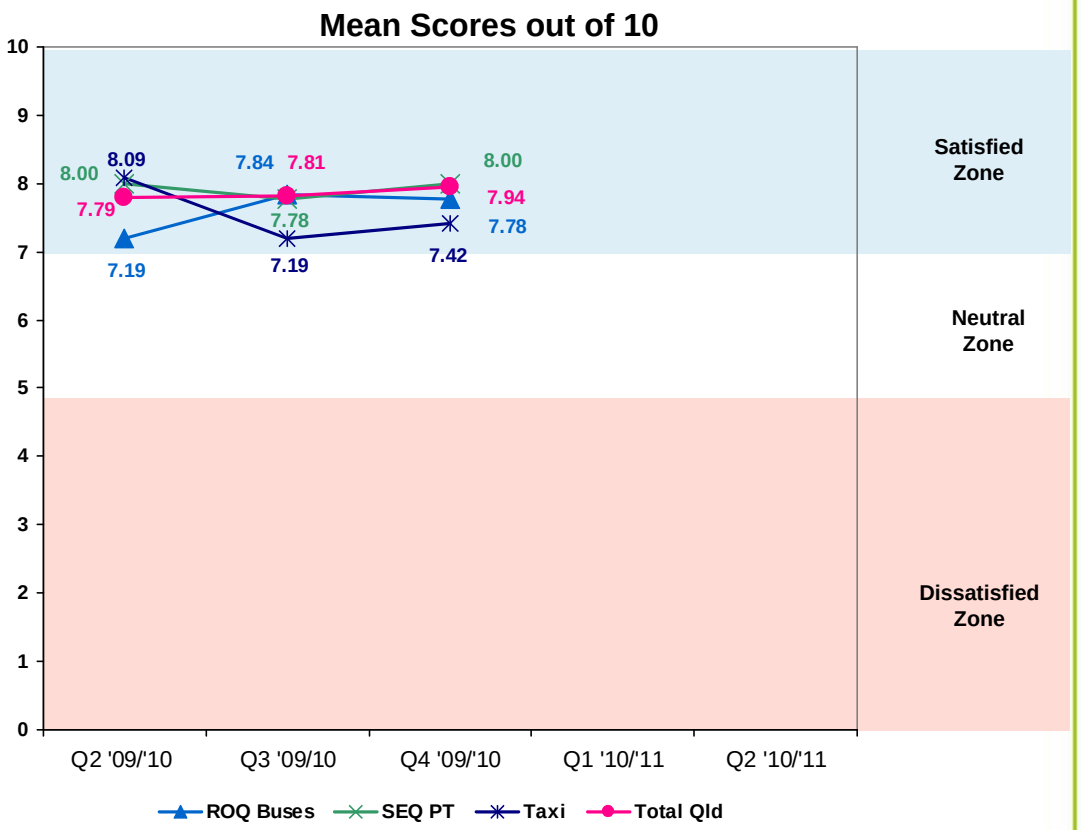
Mean Scores out of 10



Q6. Thinking again more generally in a social situation, if the topic came up, would you speak favourably or unfavourably about bus services to other people? Please move the pointer on the bar below to the spot that best describes how favourably you would speak.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted

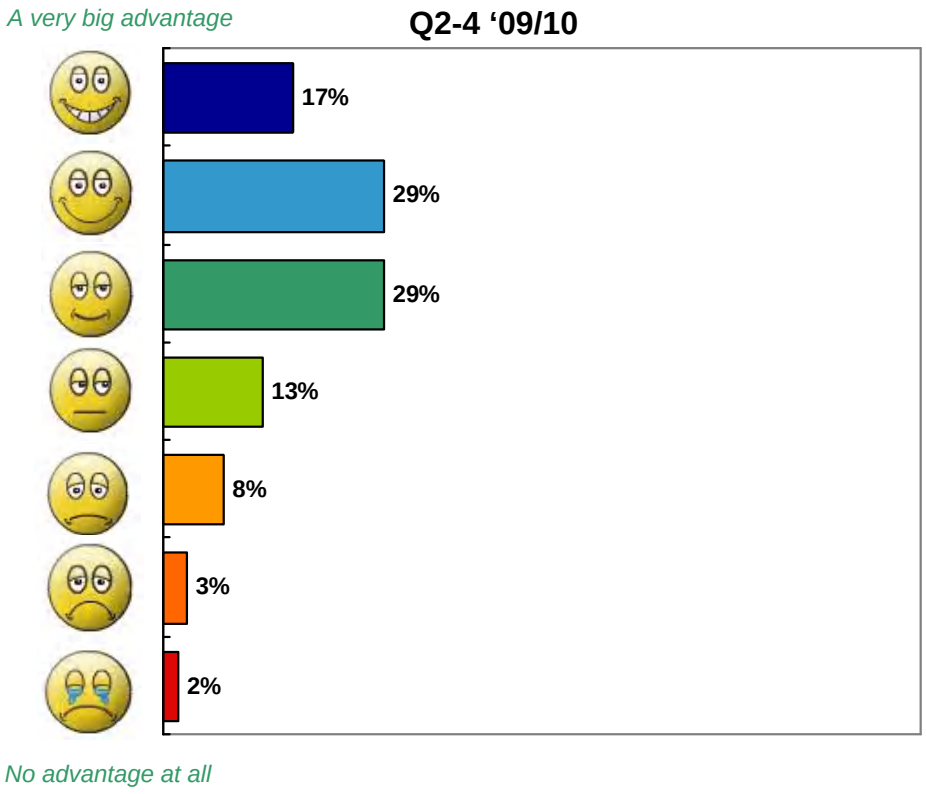
Intention to Continue Using

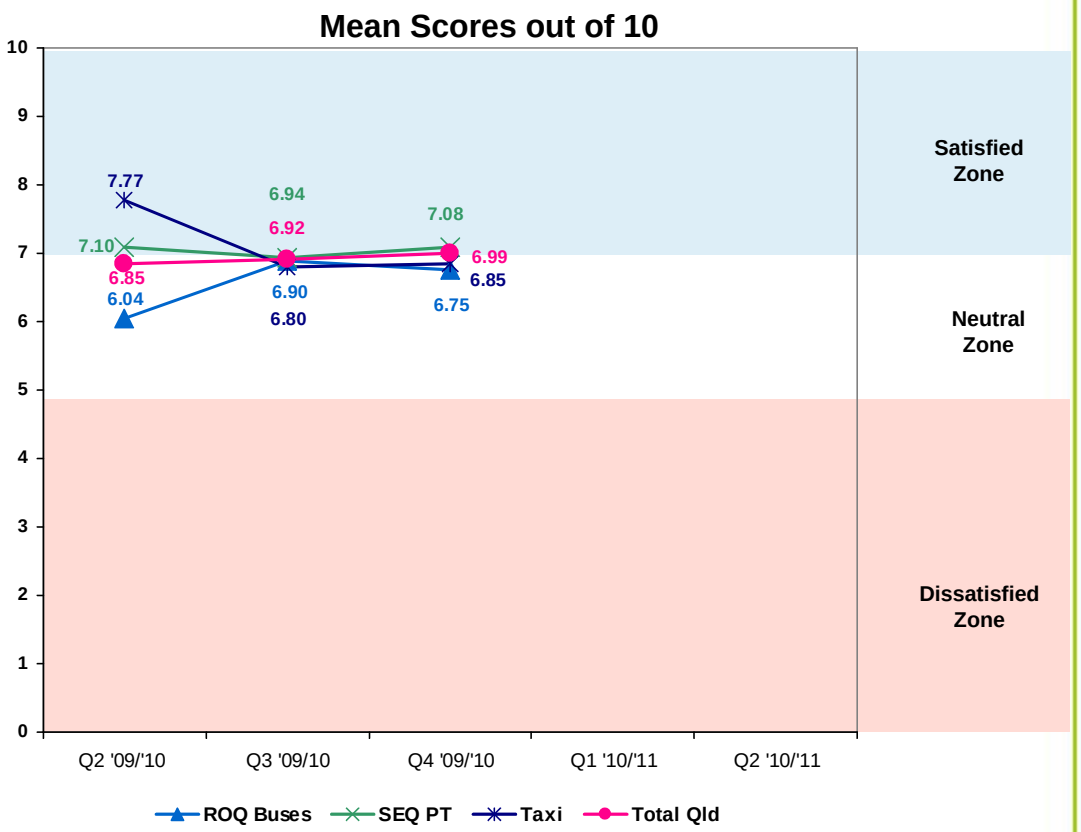




Q7. How likely are you to continue to use the bus? Please move the pointer on the bar below to the spot that best describes how likely you are.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted

Competitive Advantage

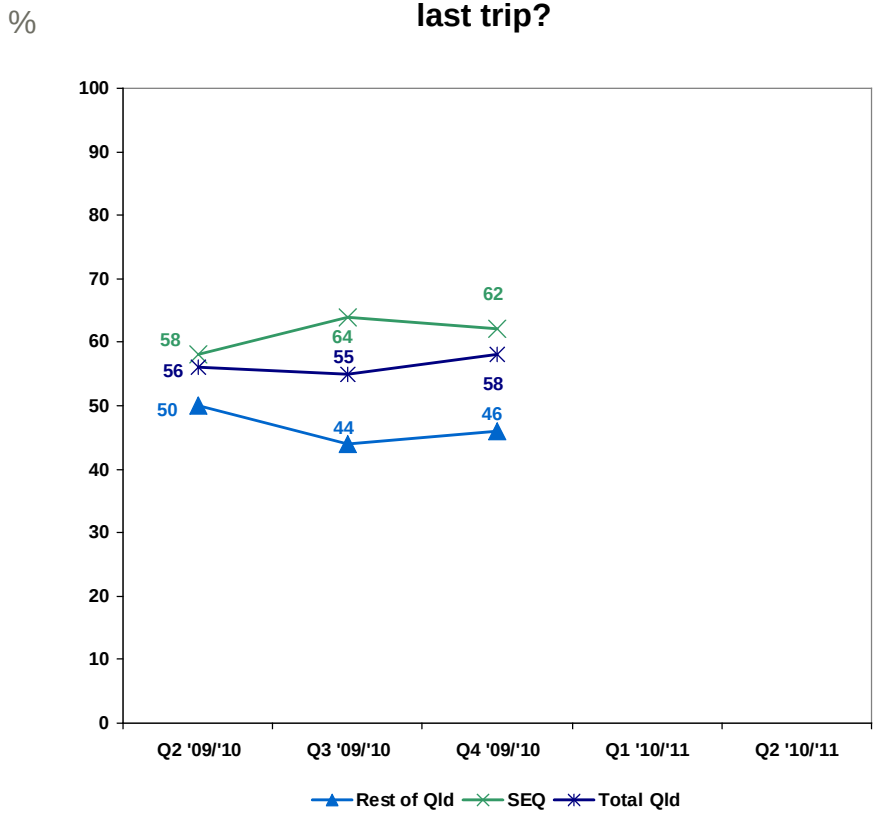




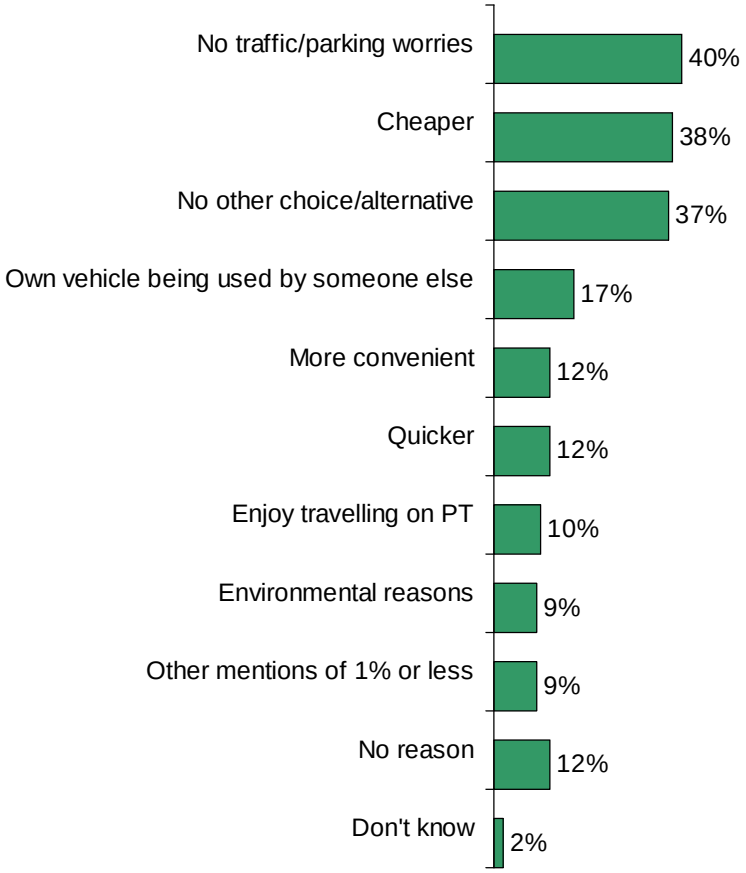
Q8. How do you rate the advantage of using bus over other forms of transport? Please move the pointer on the bar below to the spot that best describes how much of an advantage you think it is.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927;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

Choice to use Public Transport

Have the choice to travel by car on last trip?



Reasons for choosing public transport Q2-4 '09/10



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

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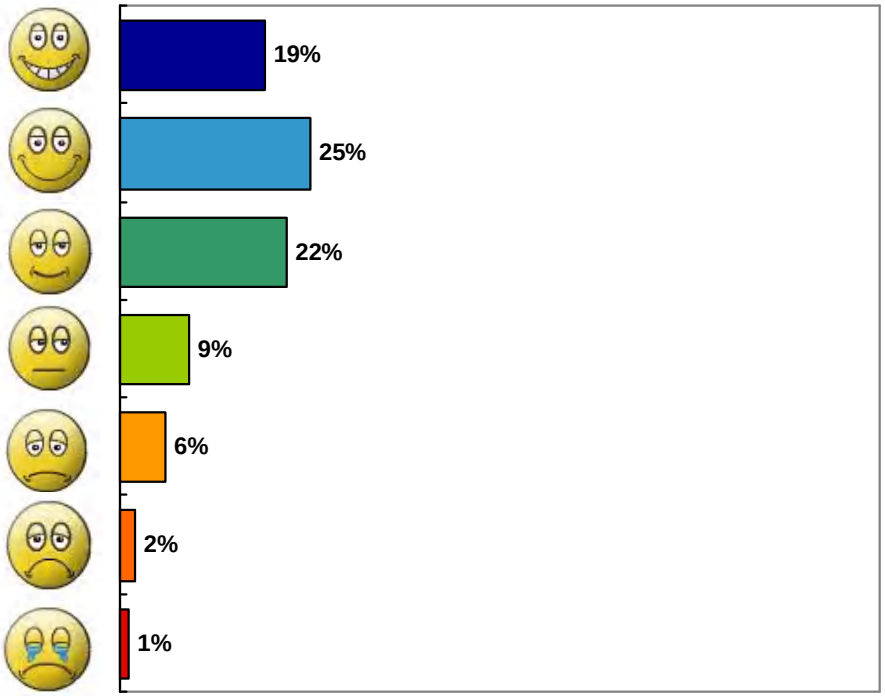
Safety
and Security

Safety and Security

Safety of vehicle at stops

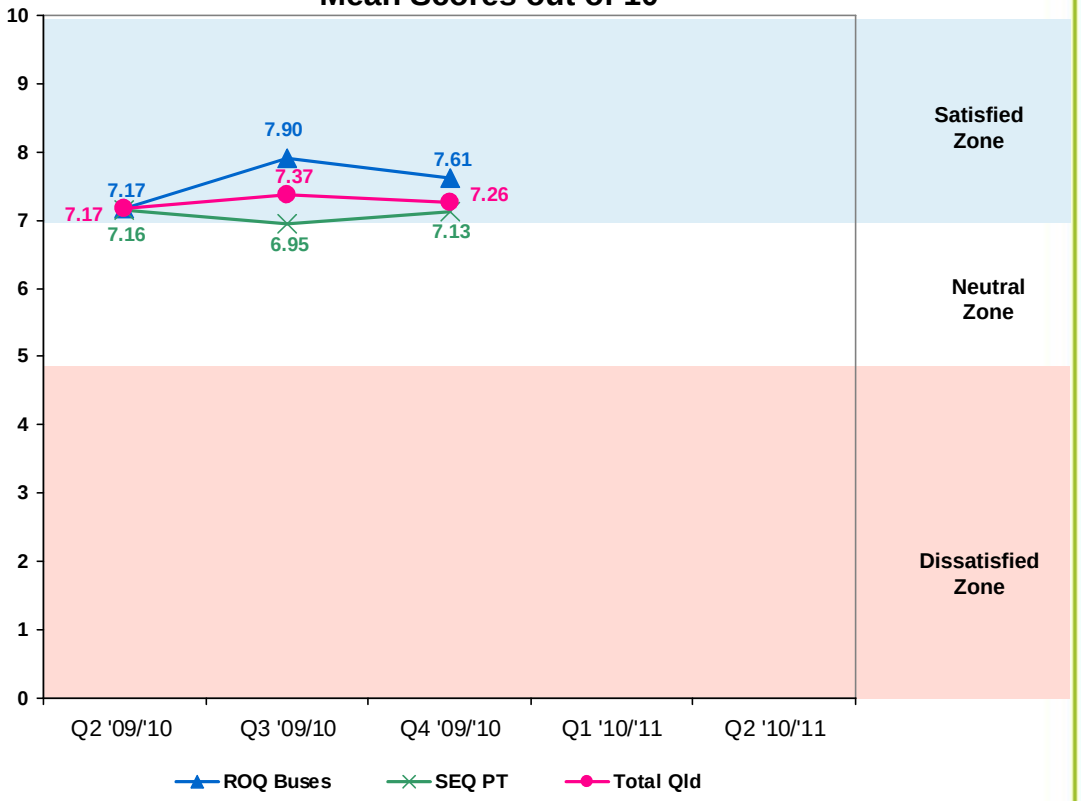
Felt my vehicle was completely secure

Q2-4 '09/10



Felt my vehicle was at extreme risk

Mean Scores out of 10



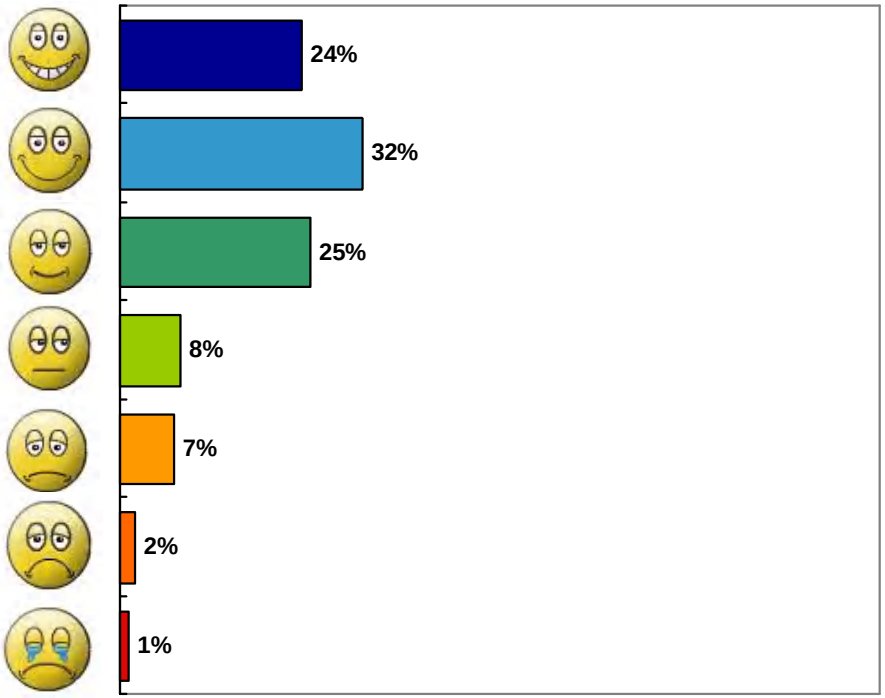
Q29 (22). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety of vehicle at stops and stations.
Base: Qtr 2-4 '09/'10 Total PT interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Safety and Security

Personal safety at stops & stations

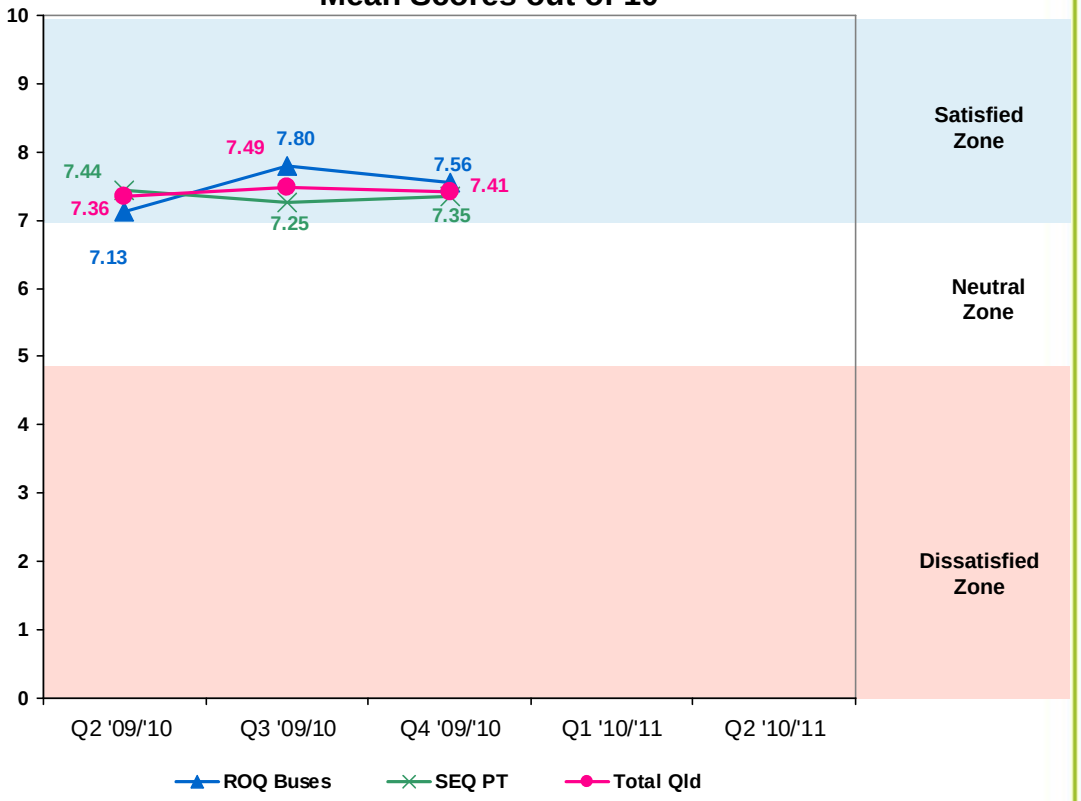
Felt completely safe from other passengers

Q2-4 '09/10



Felt at extreme risk from other passengers

Mean Scores out of 10



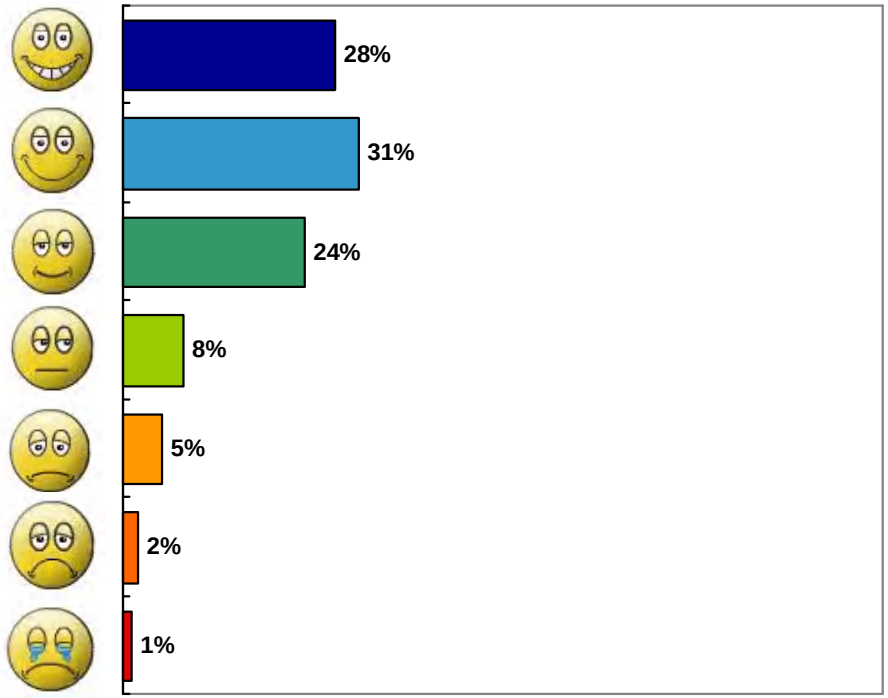
Q29 (21). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety at stops and stations.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Safety and Security

Safety on board

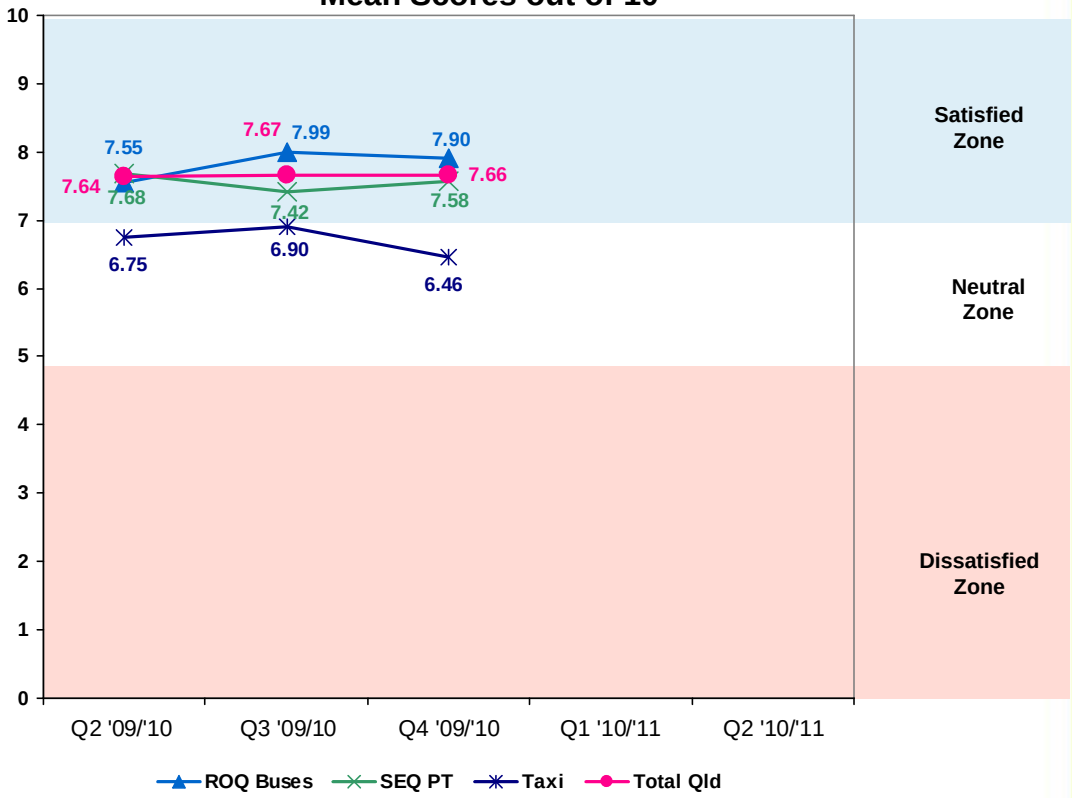
Felt completely safe from other passengers

Q2-4 '09/10



Felt at extreme risk from other passengers

Mean Scores out of 10

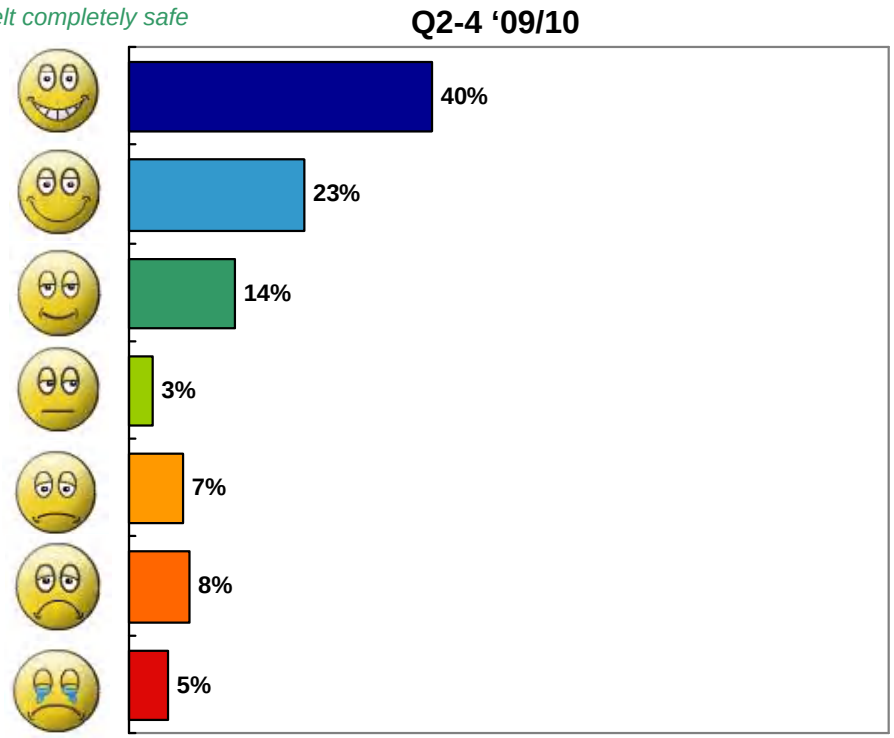


Q29 (23). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety on board.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775;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

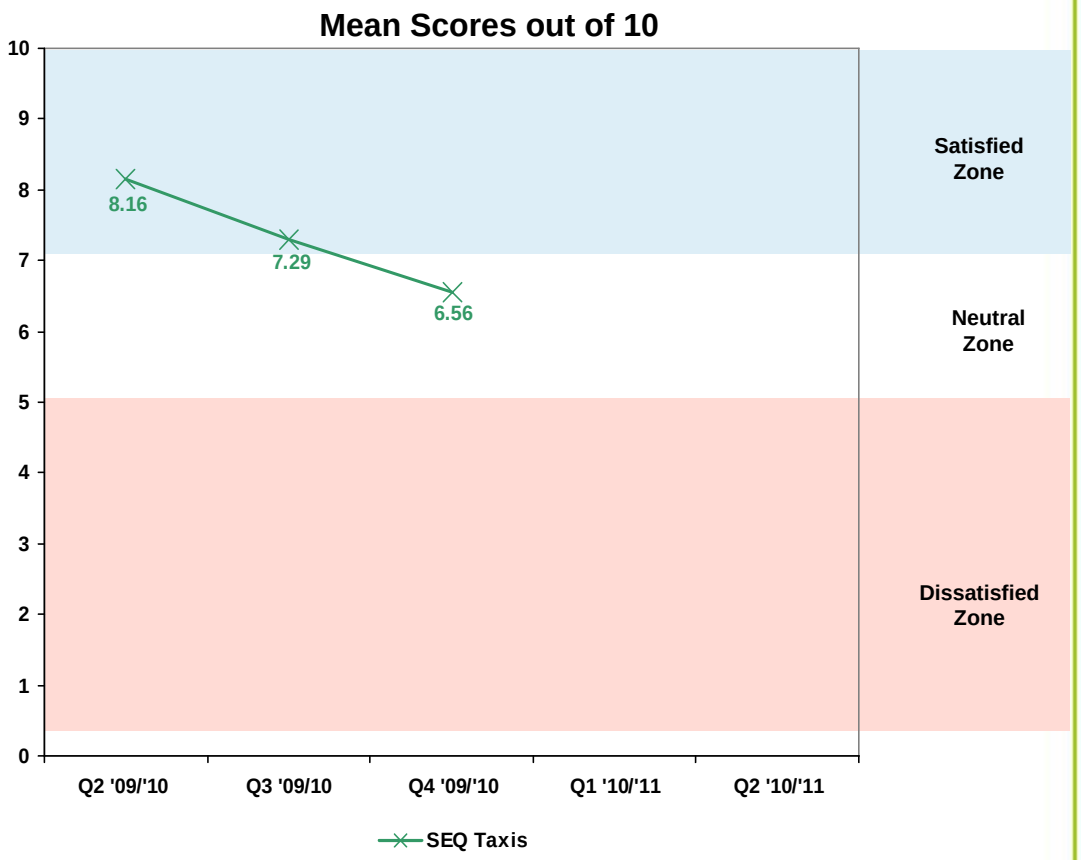
Safety and Security

Safety while waiting for taxi

Felt completely safe



Felt at extreme risk



Q29 (50). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Safety while waiting for taxi.
Base: Qtr 2-4 '09/'10 Total Taxi interviews n=79
Single response, prompted

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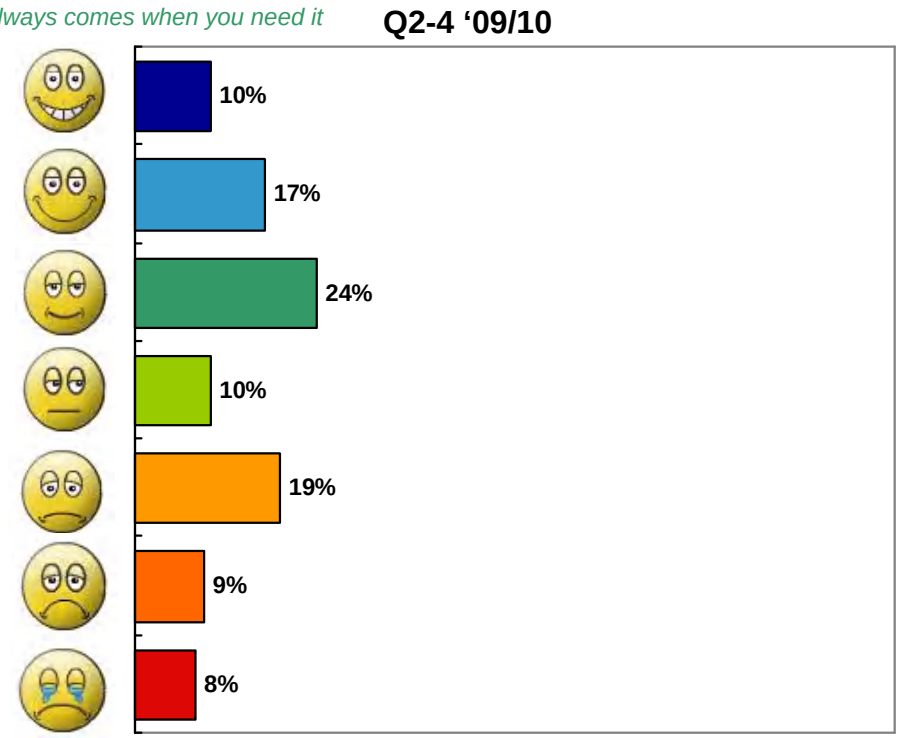
Reliability

And Frequency

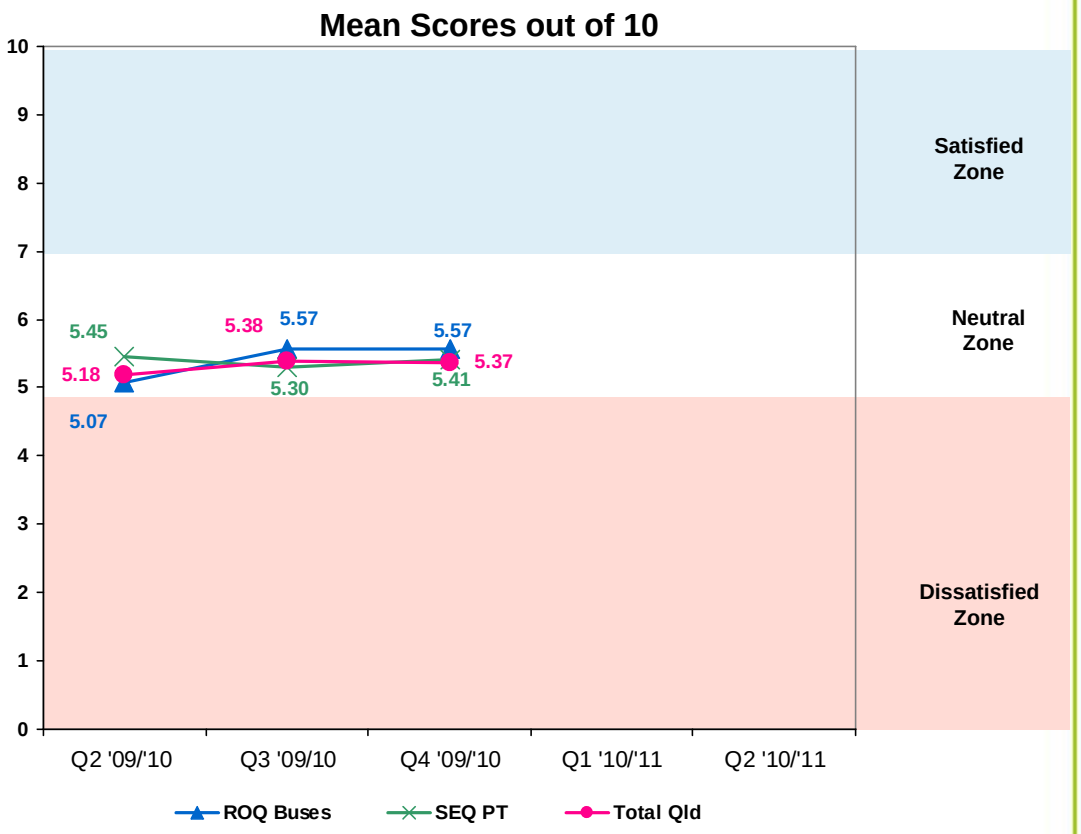
Reliability and Frequency

Frequency of service

Always comes when you need it



Doesn't come often enough



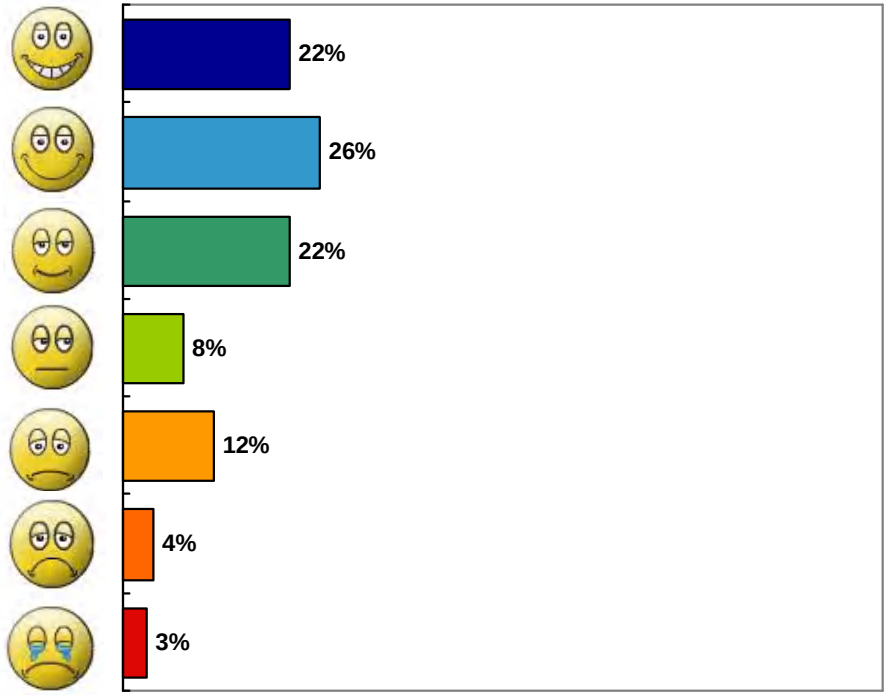
Q30 (20). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Frequency of <MODE>.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Reliability and Frequency

Departure times

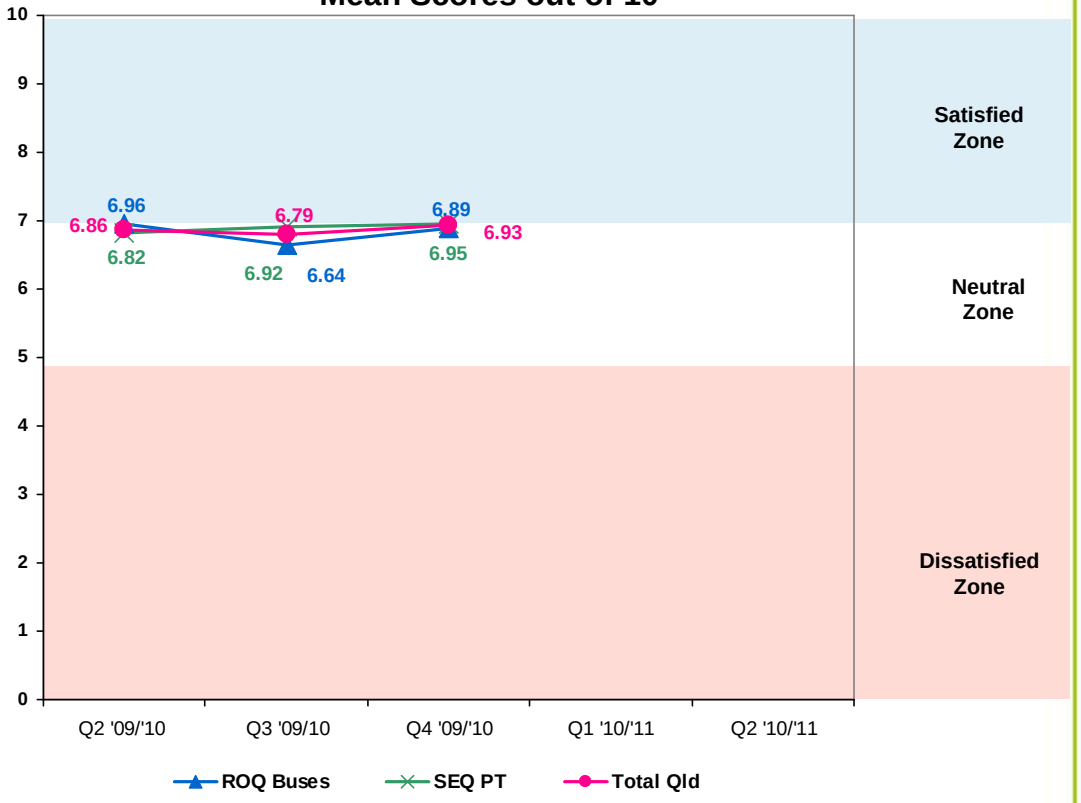
Departed exactly when it was meant to

Q2-4 '09/10



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

Mean Scores out of 10

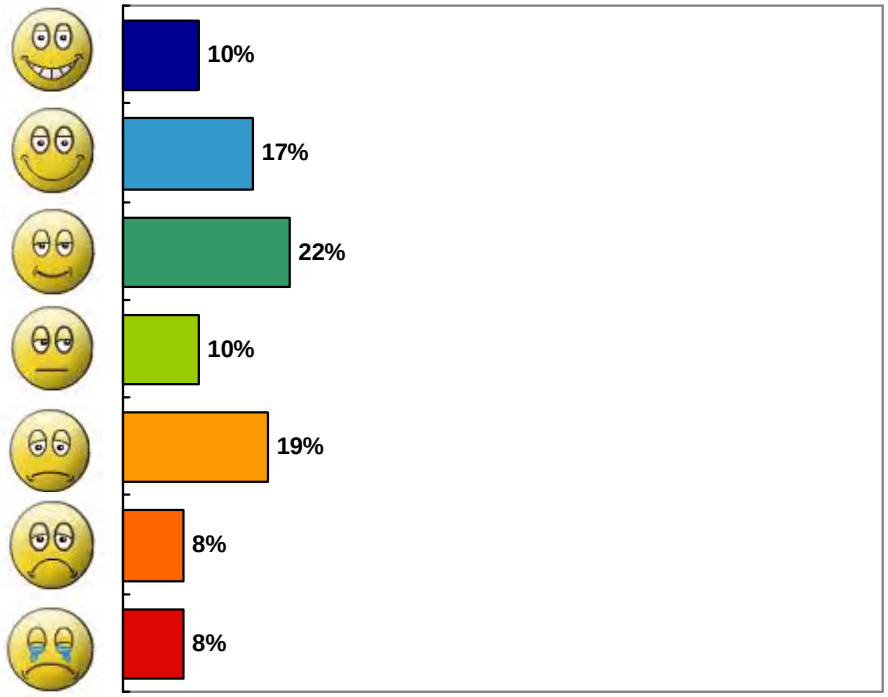


Q29 (20). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Departure times.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

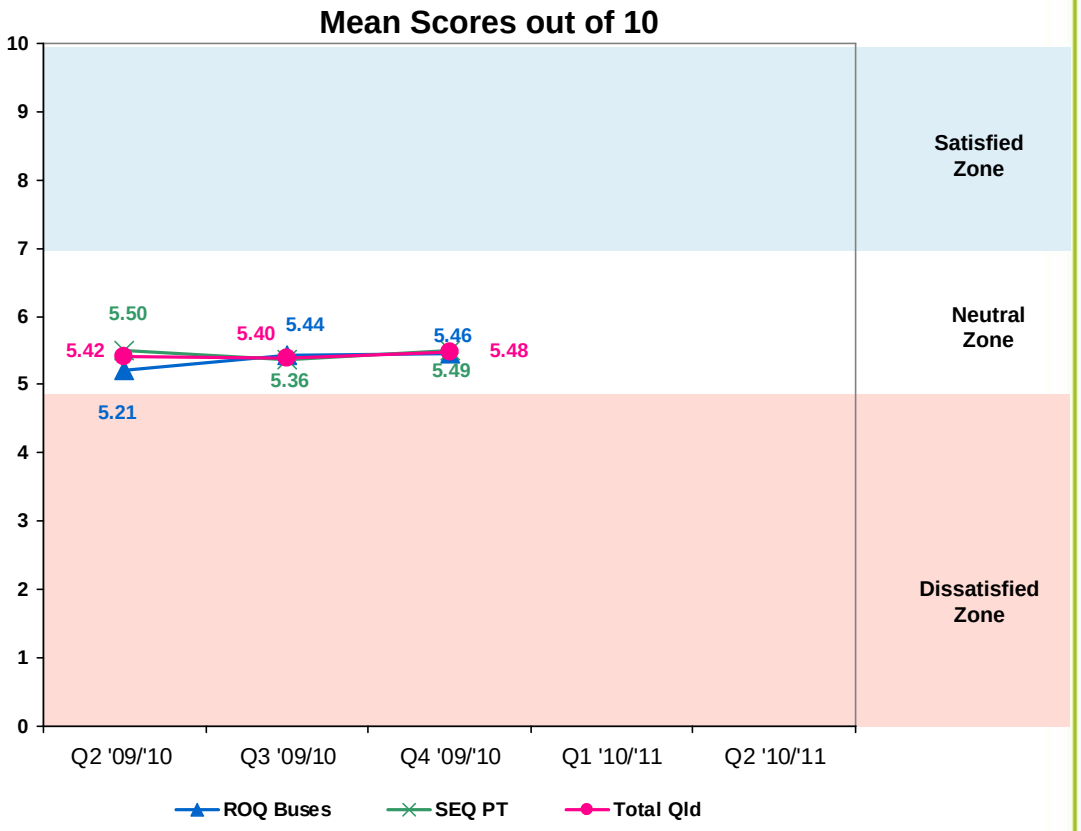
Reliability and Frequency

Running outside peak

Always enough



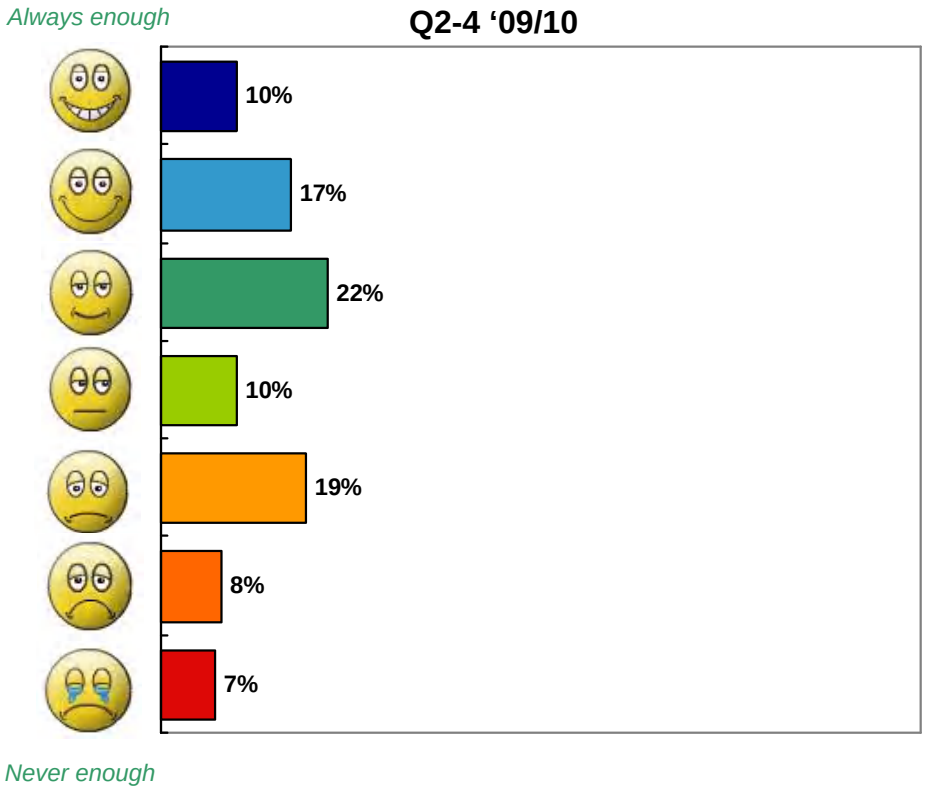
Never enough

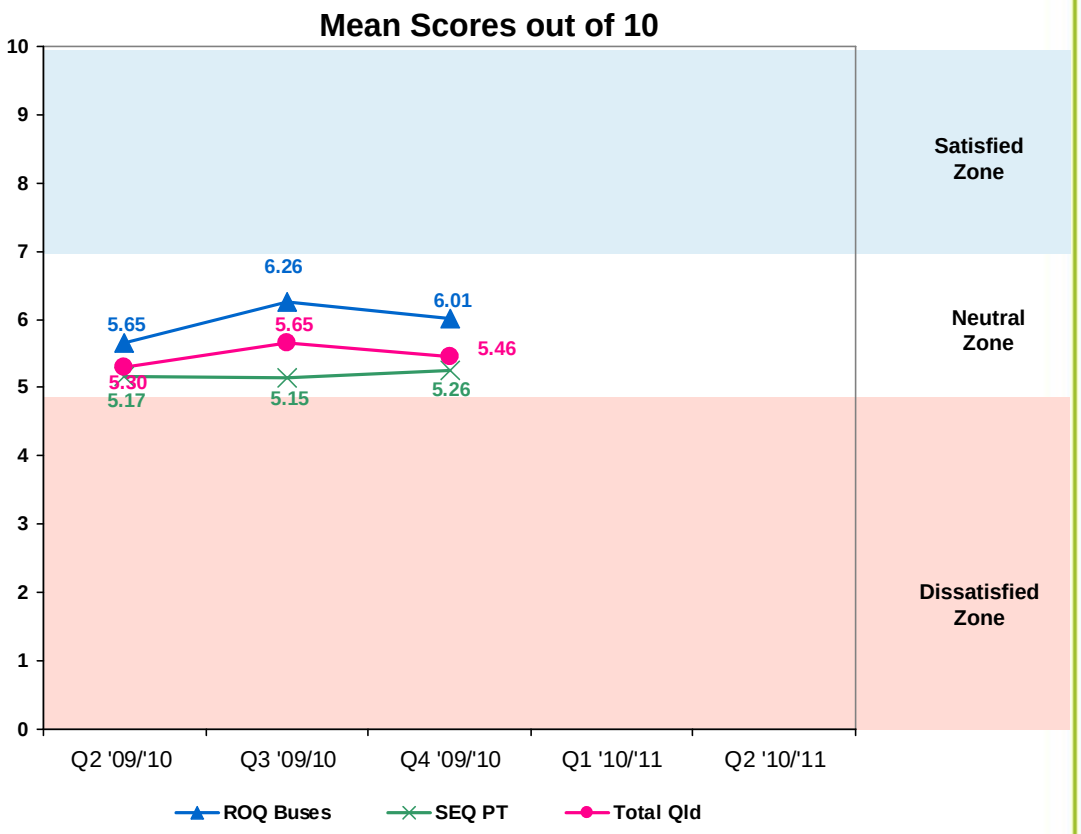


Q30 (22). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Running of <MODE> outside peak times.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Reliability and Frequency

Running inside peak





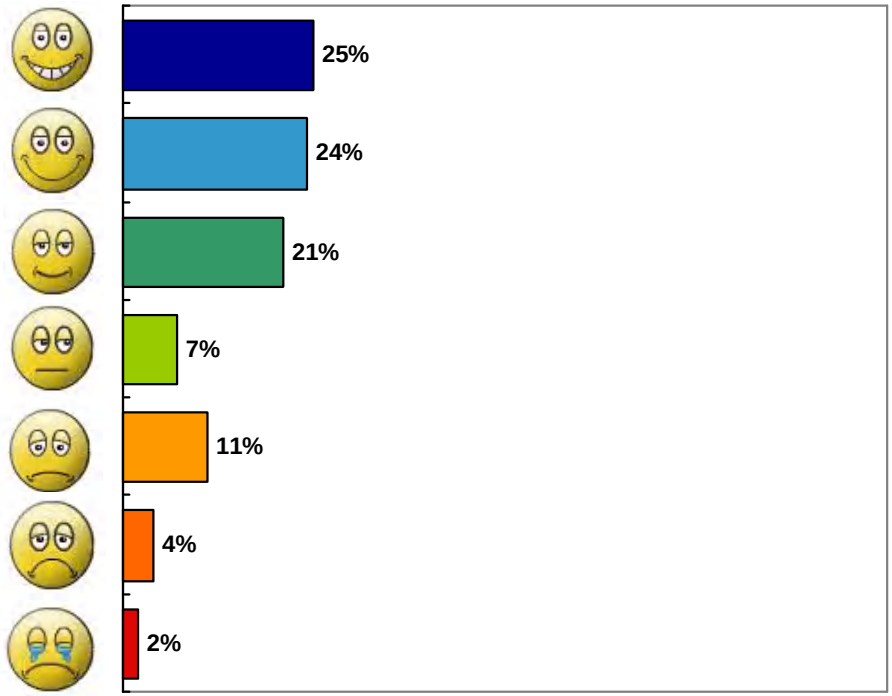
Q30 (21). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Running of <MODE> inside peak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

Reliability and Frequency

Drivers leaving passengers waiting at stops

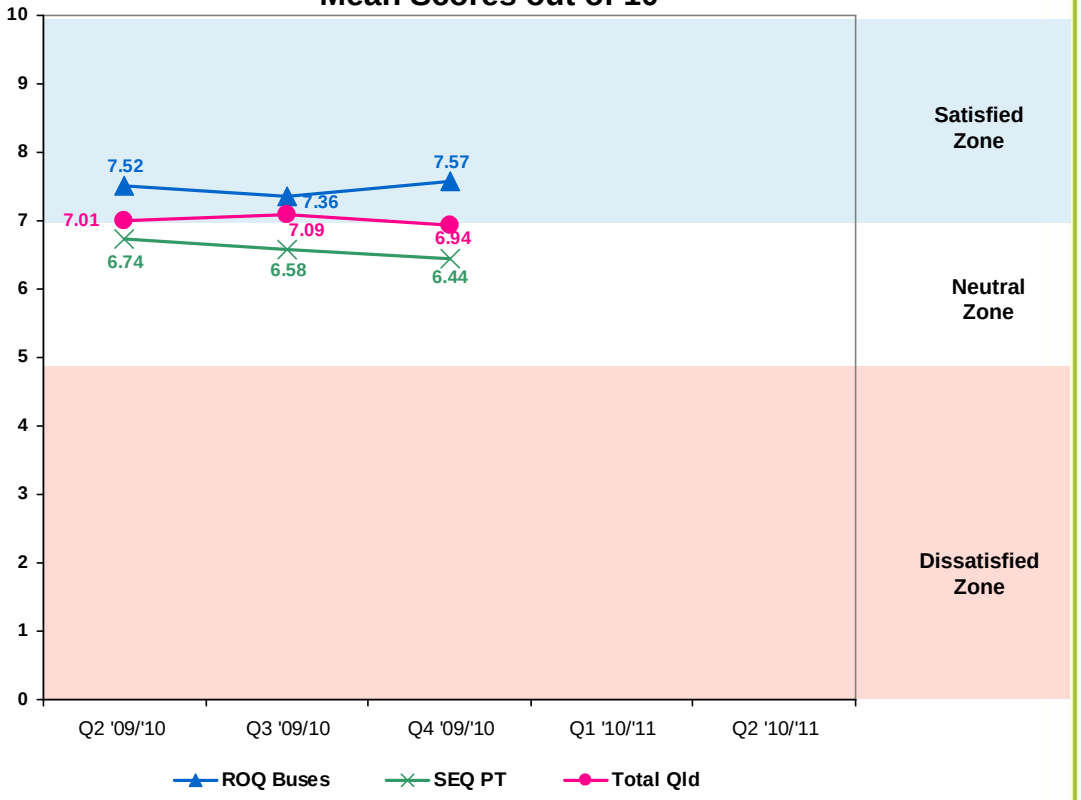
Drivers never leave passengers waiting at stops

Q2-4 '09/10



Drivers often leave passengers waiting at stops

Mean Scores out of 10

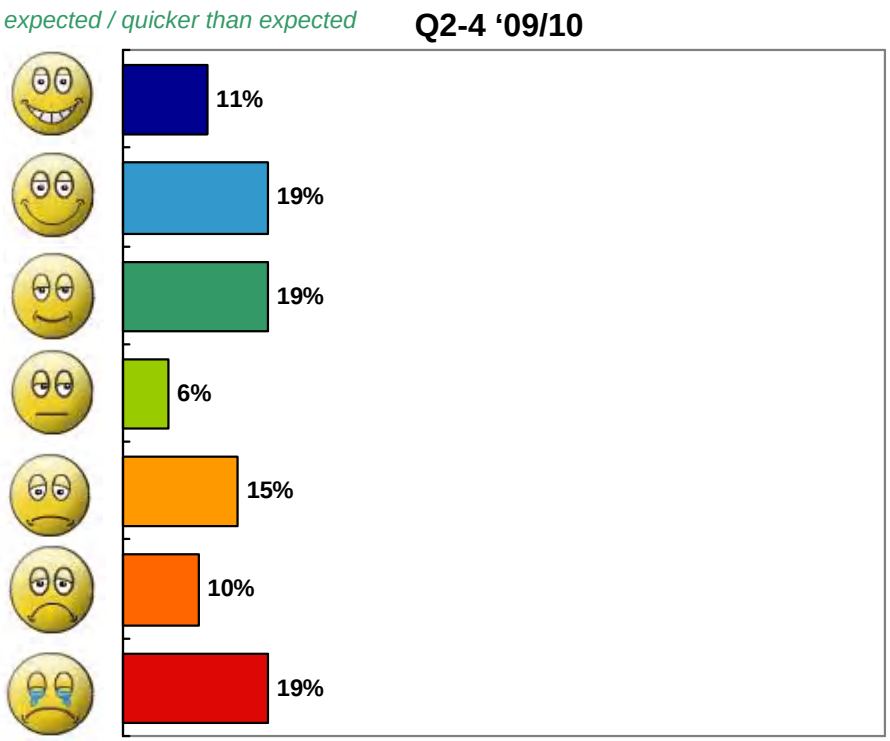


Q30 (29). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Drivers leaving passengers waiting at stops.
Base: Qtr 2-4 '09/'10 Total interviews n=2771 Total SEQ PT interviews n=1884; Total ROQ Bus interviews n=927
Single response, prompted

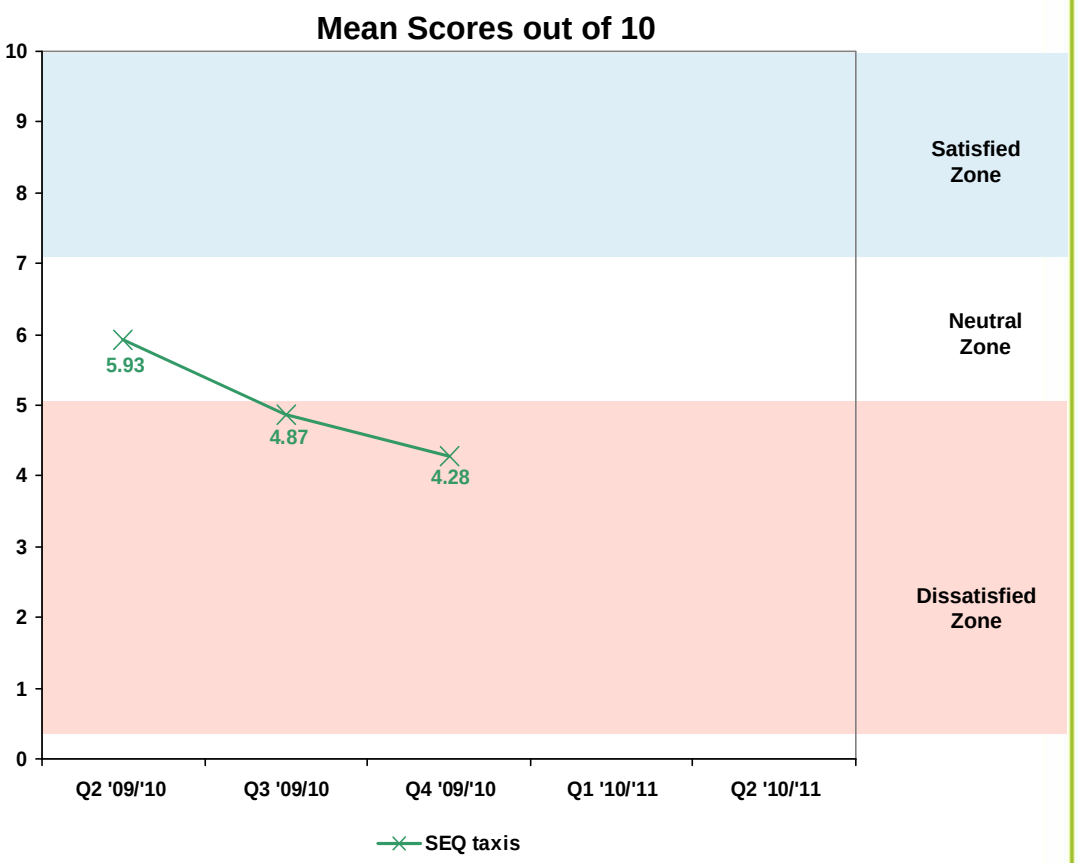
Reliability and Frequency

Waiting time for immediate taxi hire trips

As expected / quicker than expected



Much longer than expected

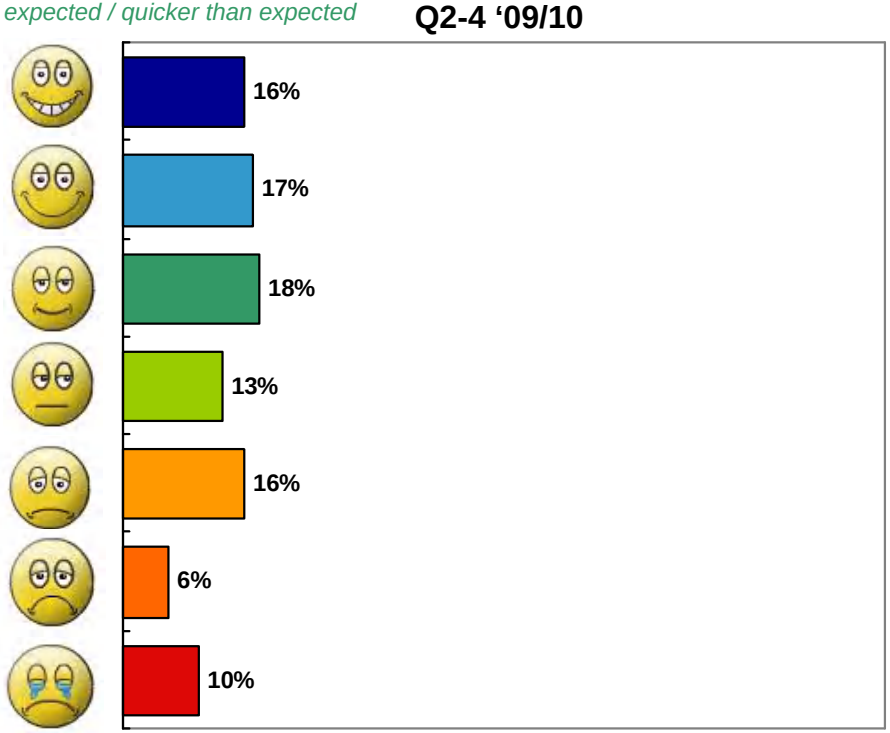


Q30 (41). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Waiting time for immediate hire trips
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

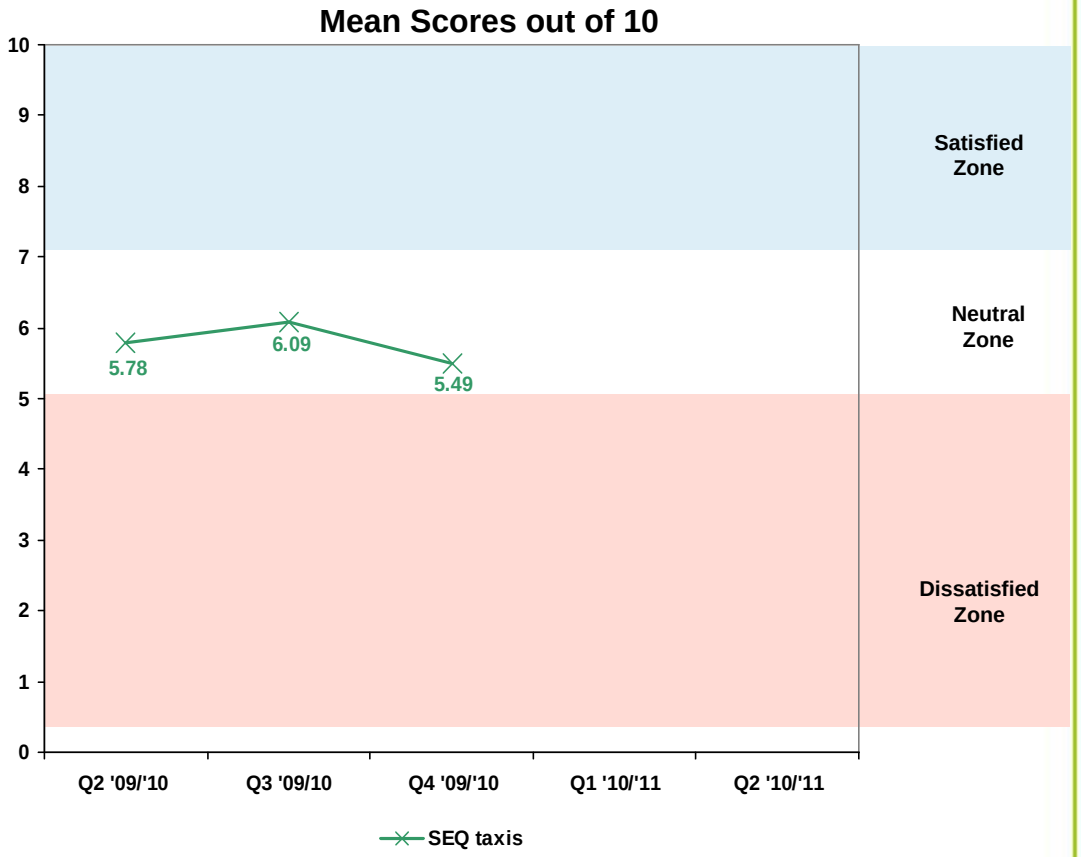
Reliability and Frequency

Waiting time for pre-booked hire trips

As expected / quicker than expected



Much longer than expected

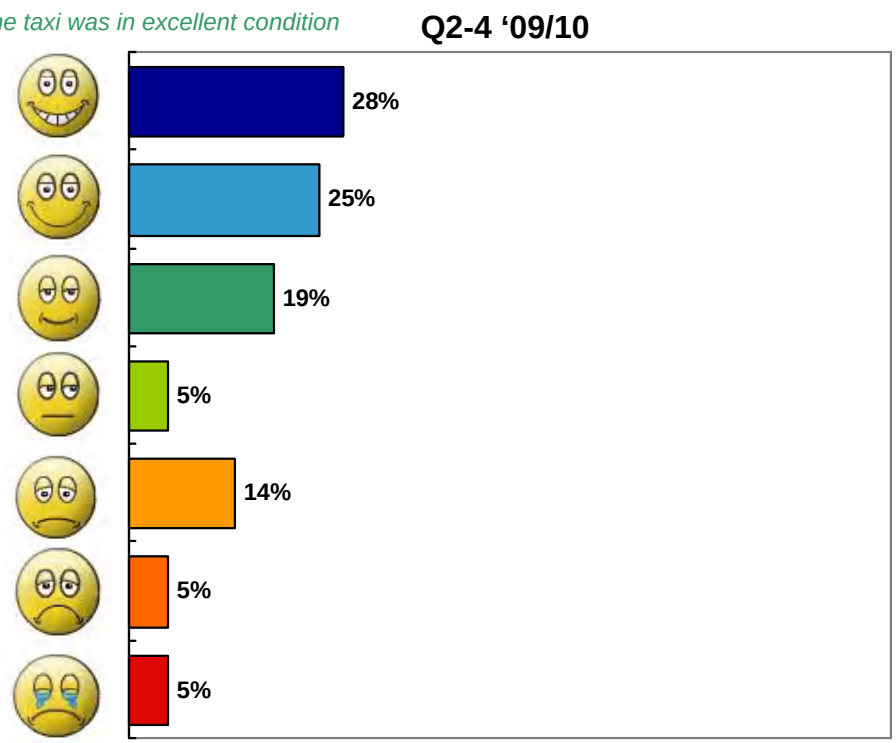


Q30 (42). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Waiting time for pre-booked hires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

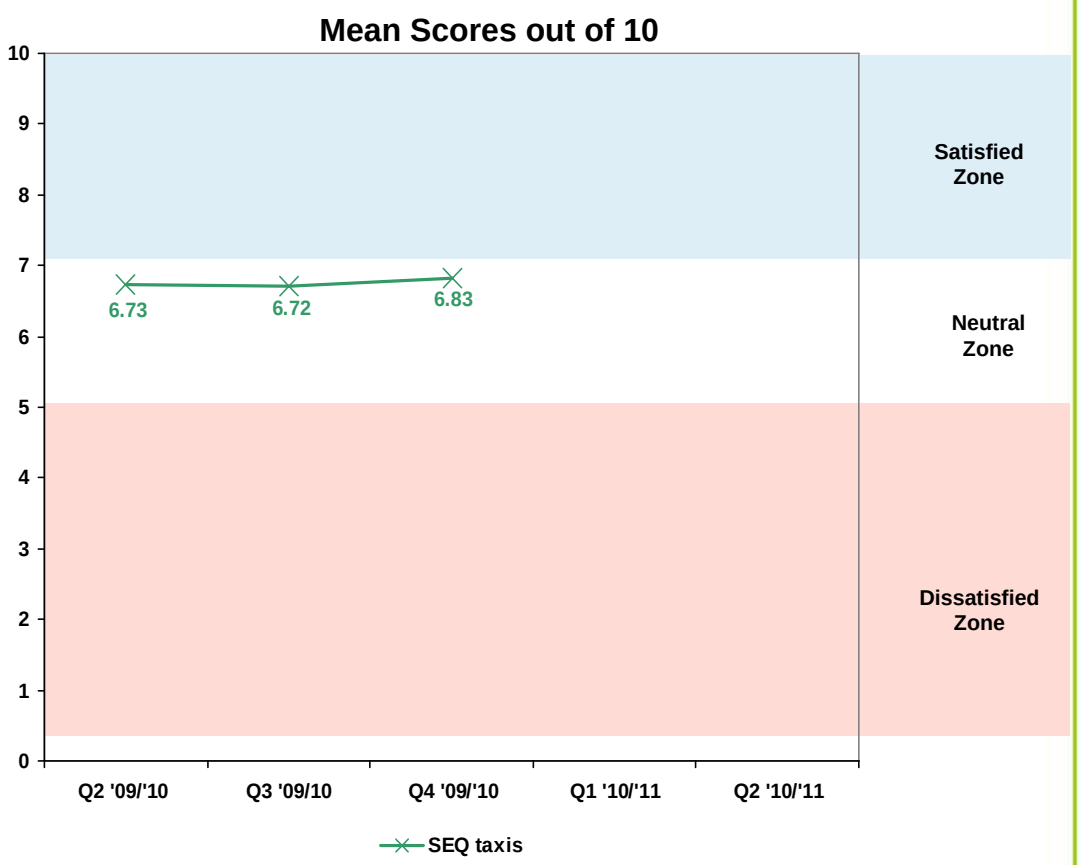
Reliability and Frequency

Mechanical reliability of taxi

The taxi was in excellent condition



The taxi was in very poor condition



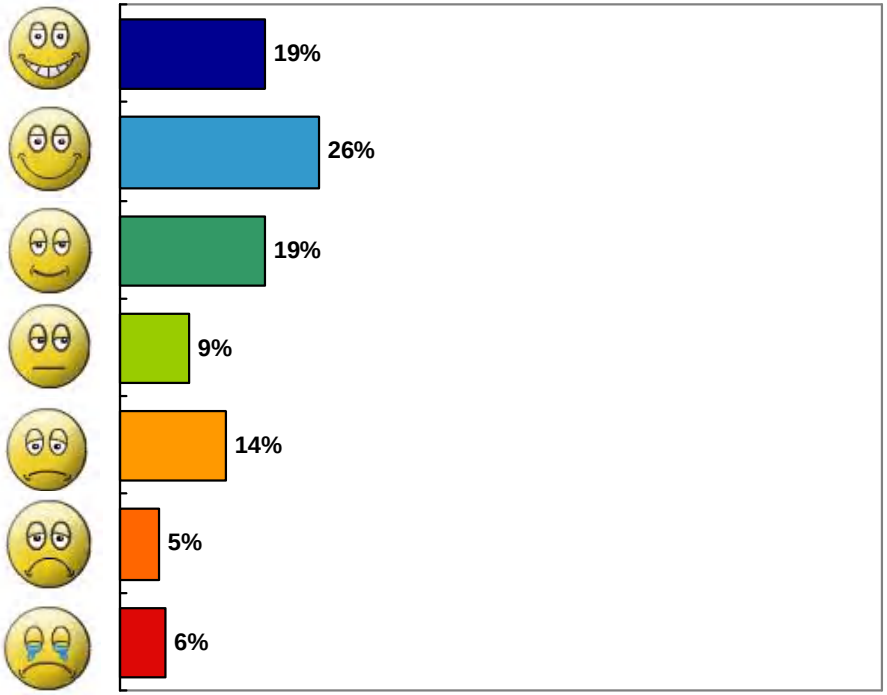
Q29 (48). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Mechanical reliability of taxi.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response,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

Reliability and Frequency

Driver following road rules

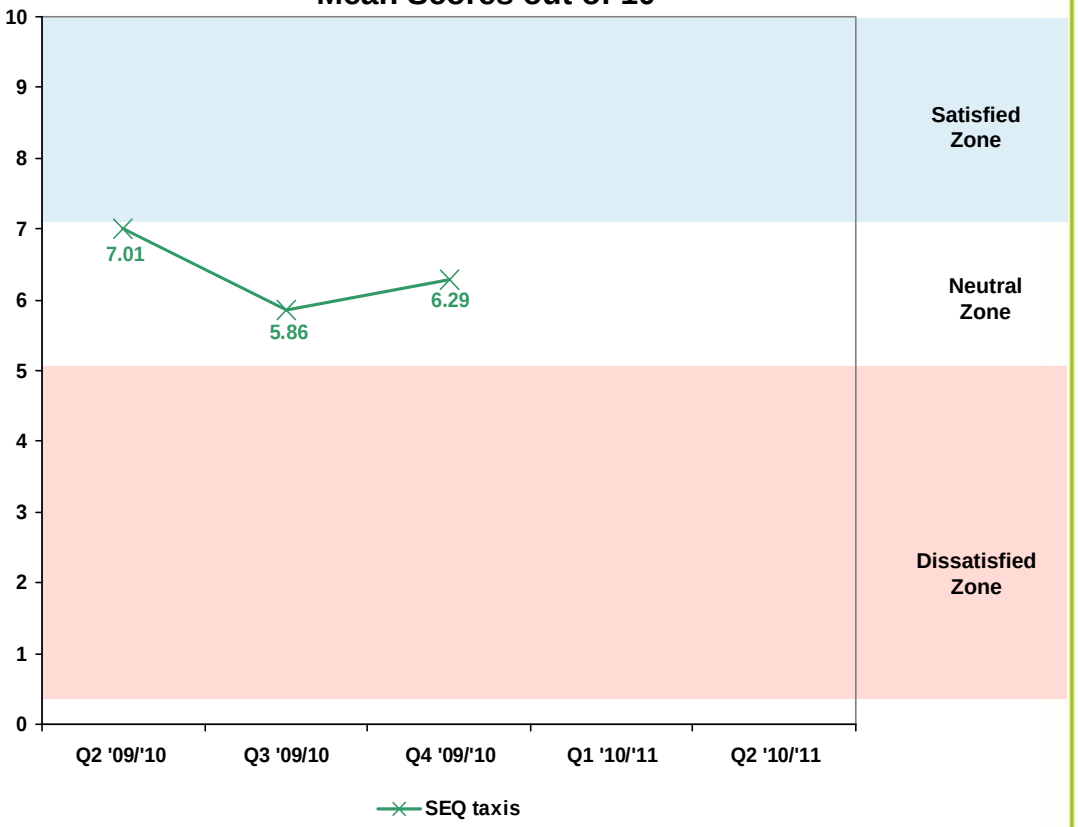
The driver was excellent in following the road rules

Q2-4 '09/10



The driver was shocking at following the road rules

Mean Scores out of 10



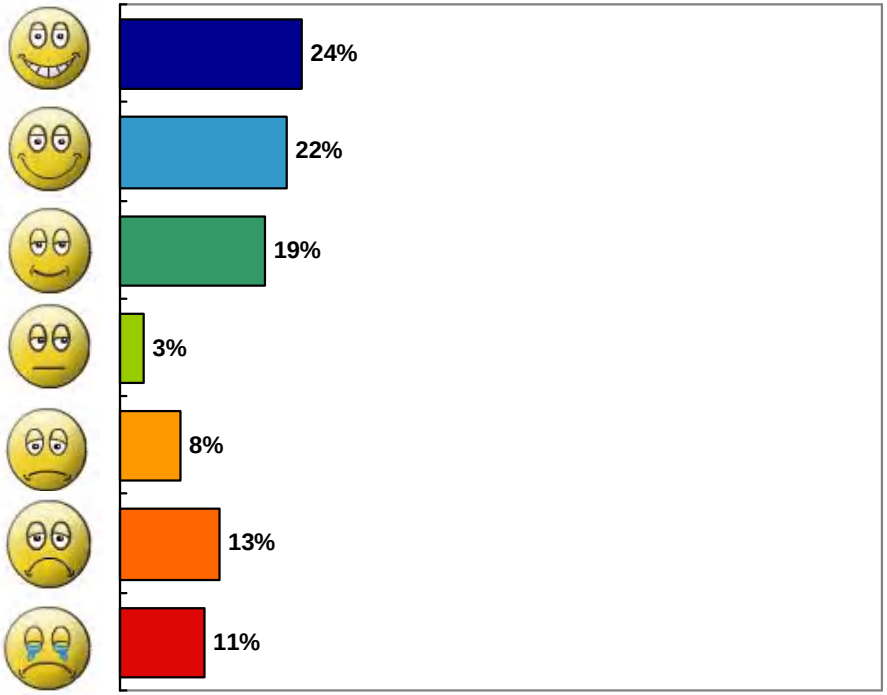
Q29 (55). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver followed road rules.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response,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

Reliability and Frequency

Driver using mobiles or other electronic devices

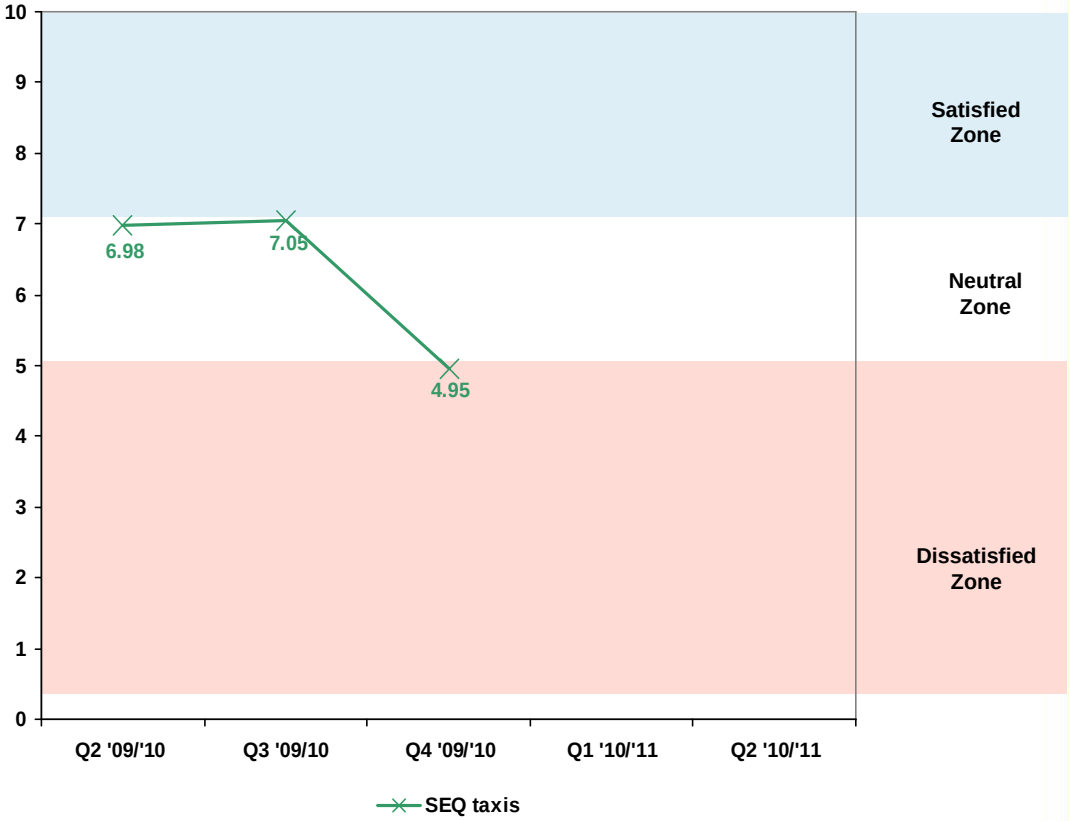
The driver was not at all distracted

Q2-4 '09/10



The driver was extremely distracted

Mean Scores out of 10



Q29 (51). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver using mobile phones or other electronic devices.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

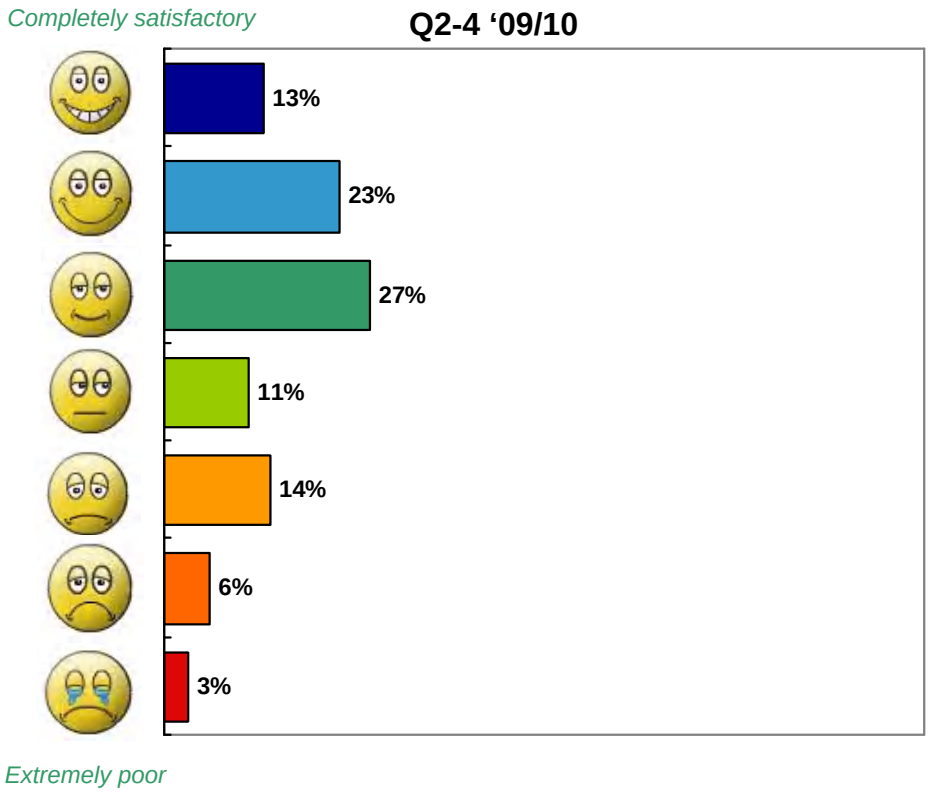
Queensland Government

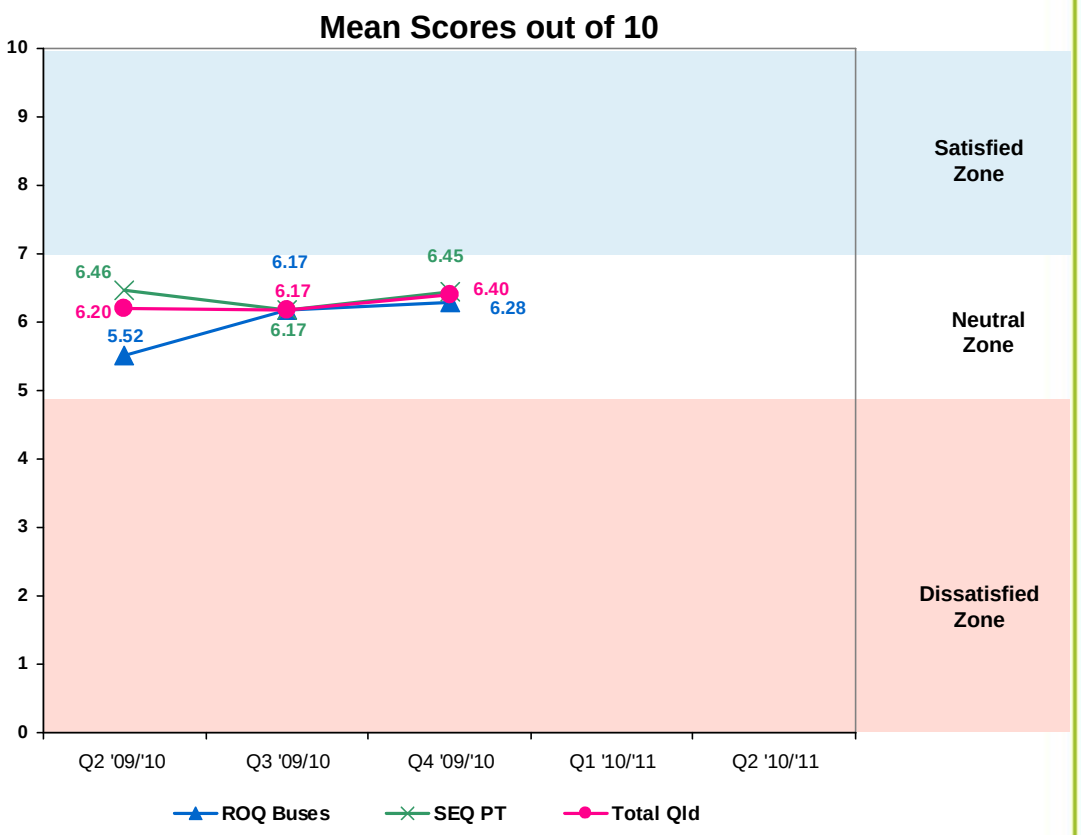
Comfort

tns

Comfort

Facilities available at stops (shelter, seating etc.)



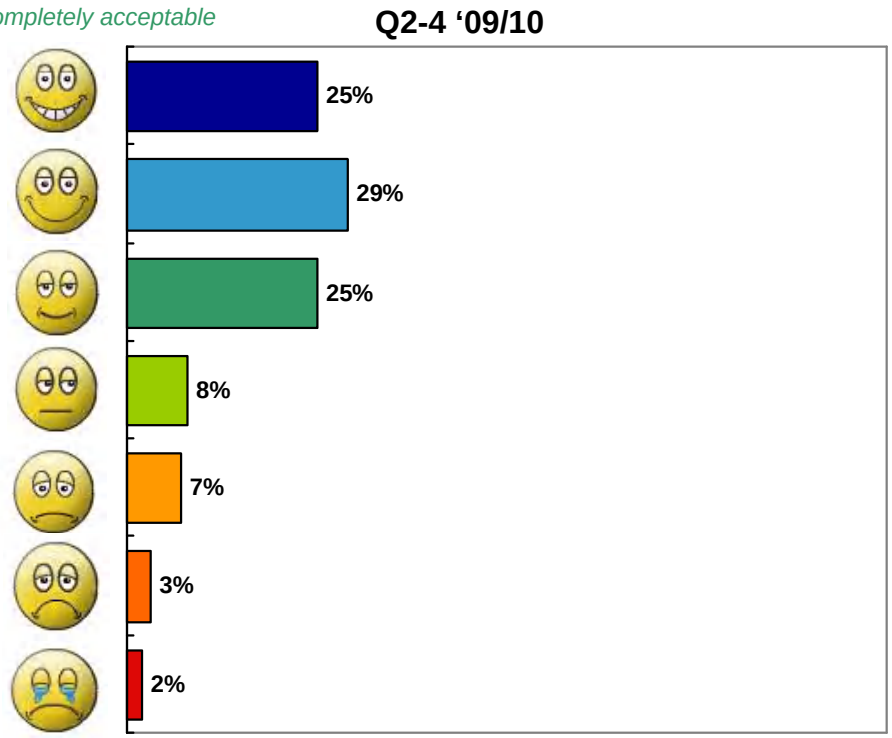


Q29 (7). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Facilities available at stops and stations (shelter, seating etc.).
Base: Qtr 2-4 '09/'10 Total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

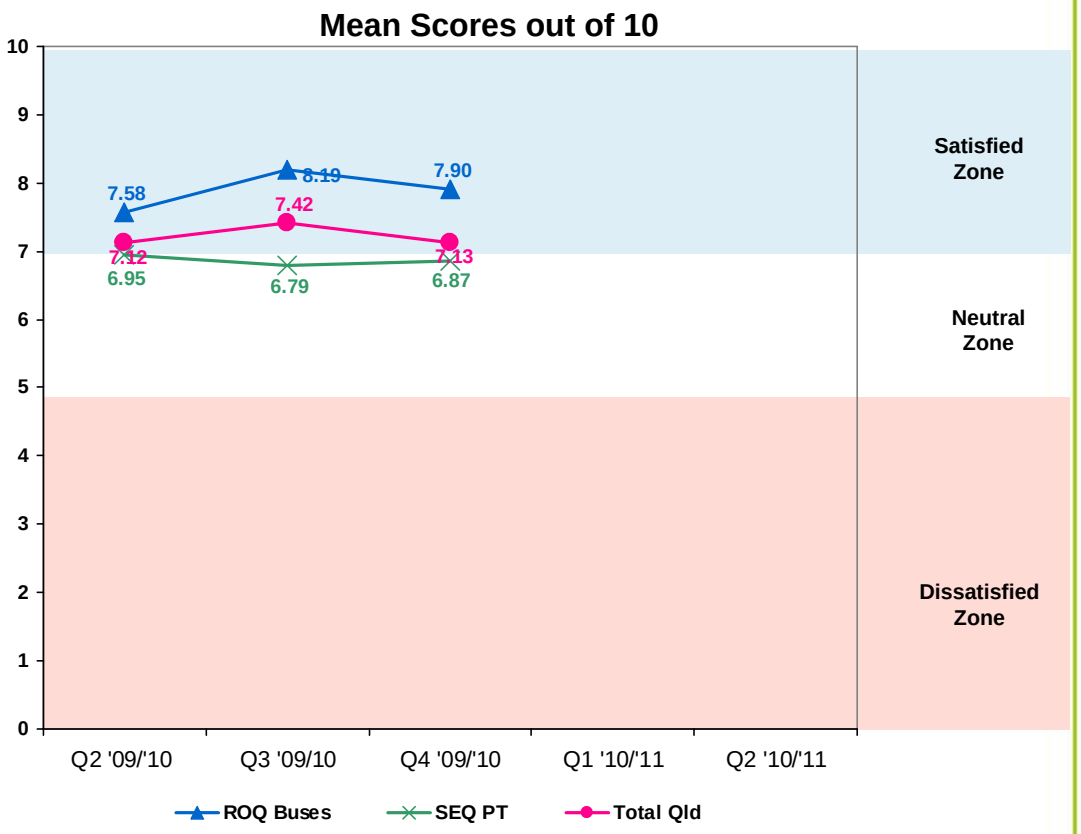
Comfort

Availability of seats

Completely acceptable



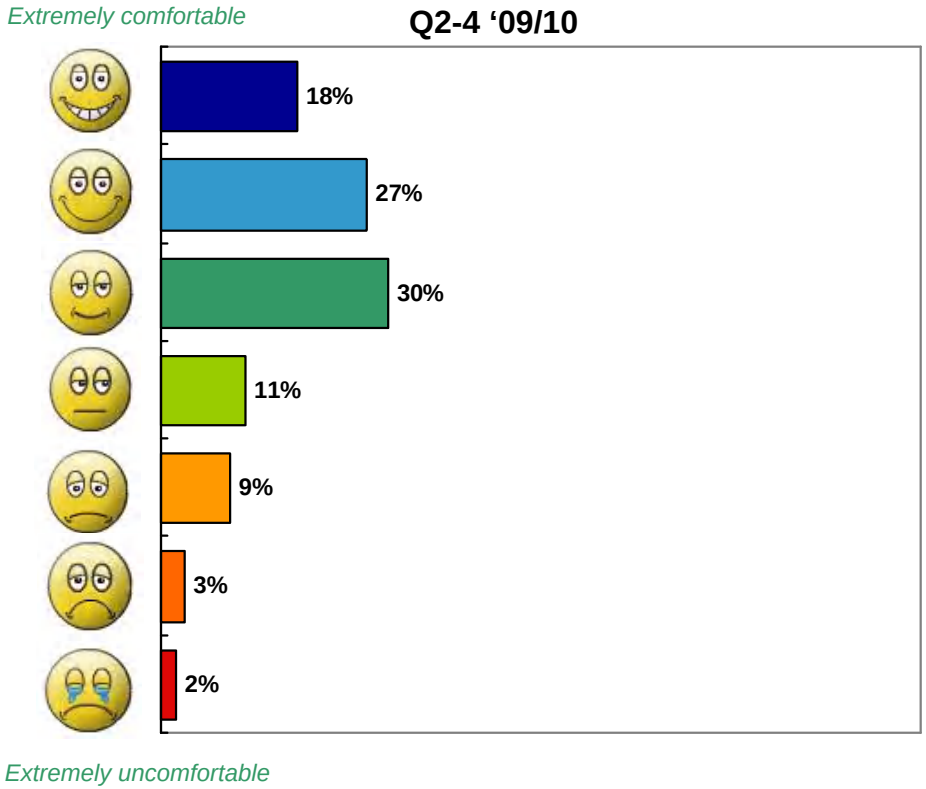
Totally unacceptable

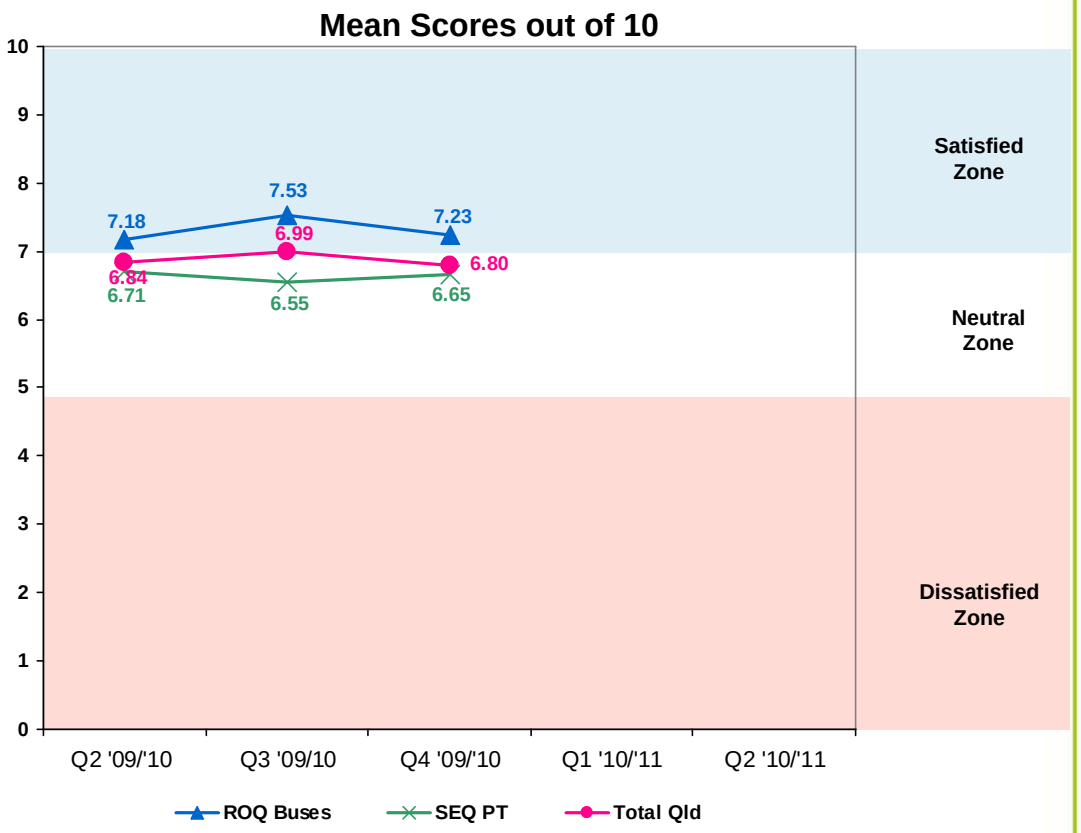


Q29 (5). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Availability of seats.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews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

Comfort

Comfort of ride



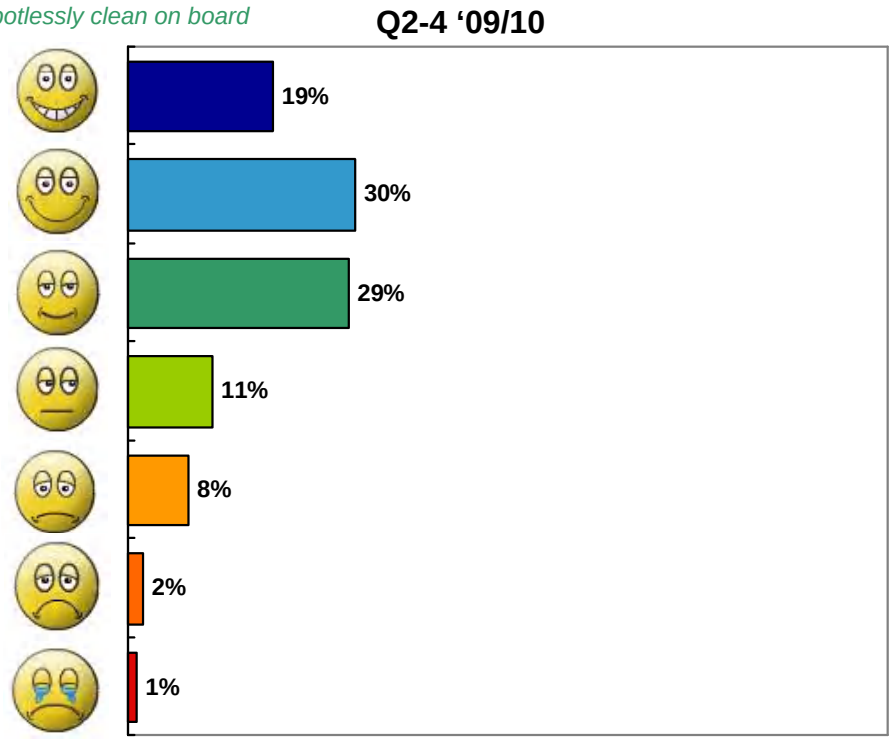


Q29 (2). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Comfort of ride (seating, space etc.).
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total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

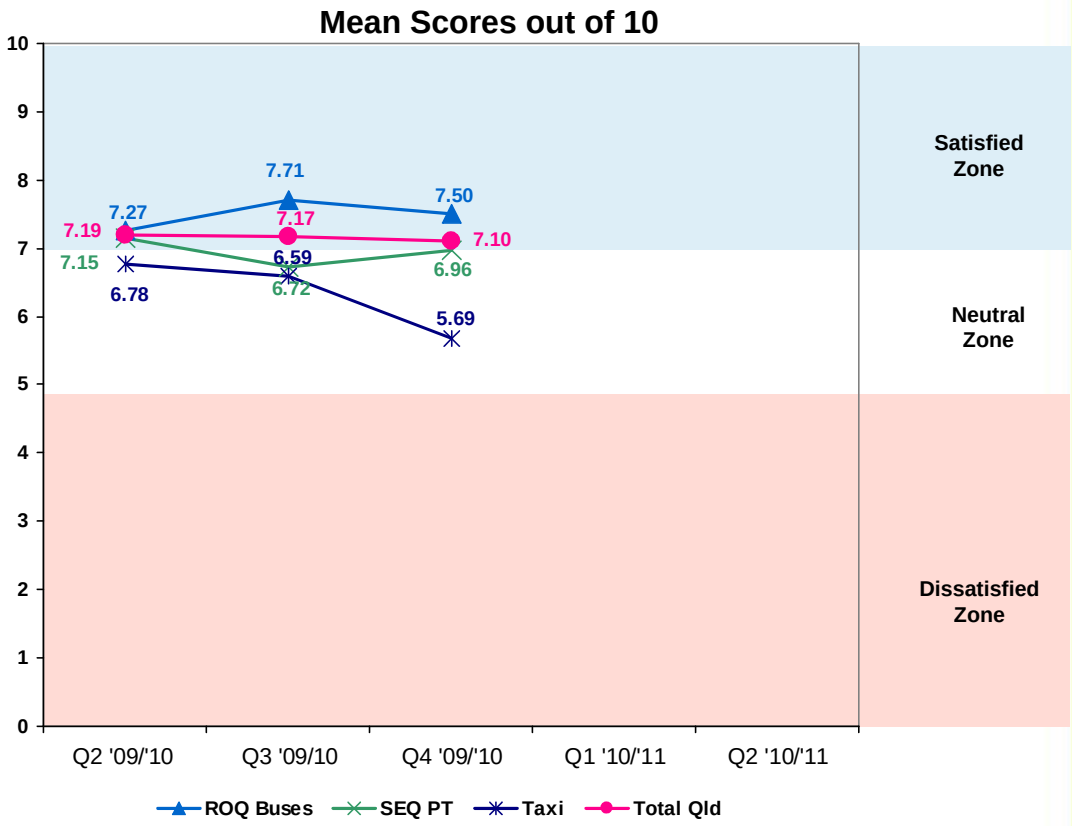
Comfort

Cleanliness on board

Spotlessly clean on board



Not at all clean on board

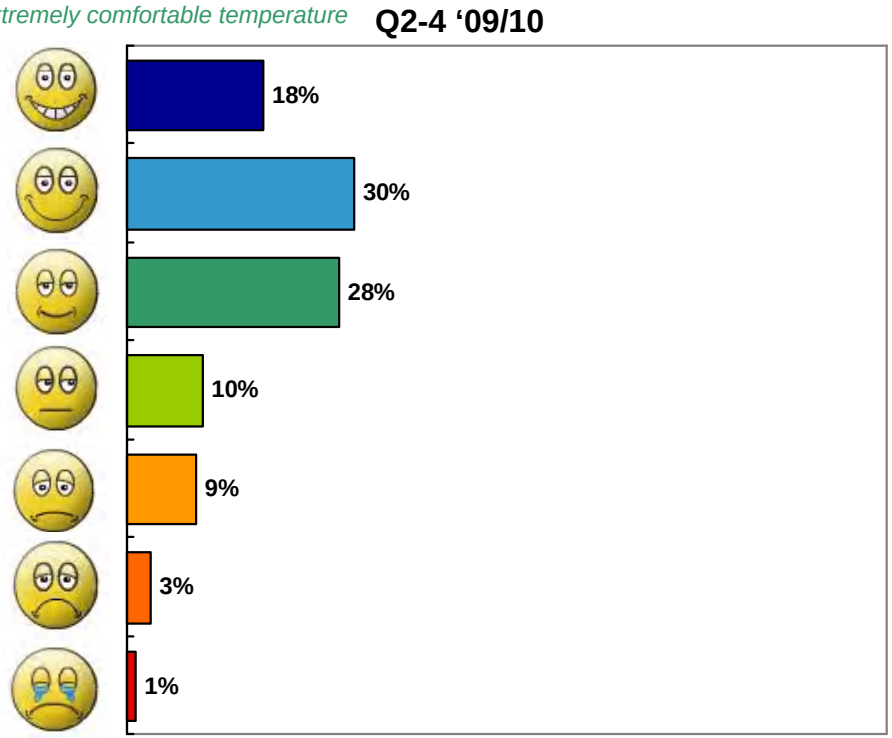


Q29 (6). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cleanliness on board.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Single response, prompted

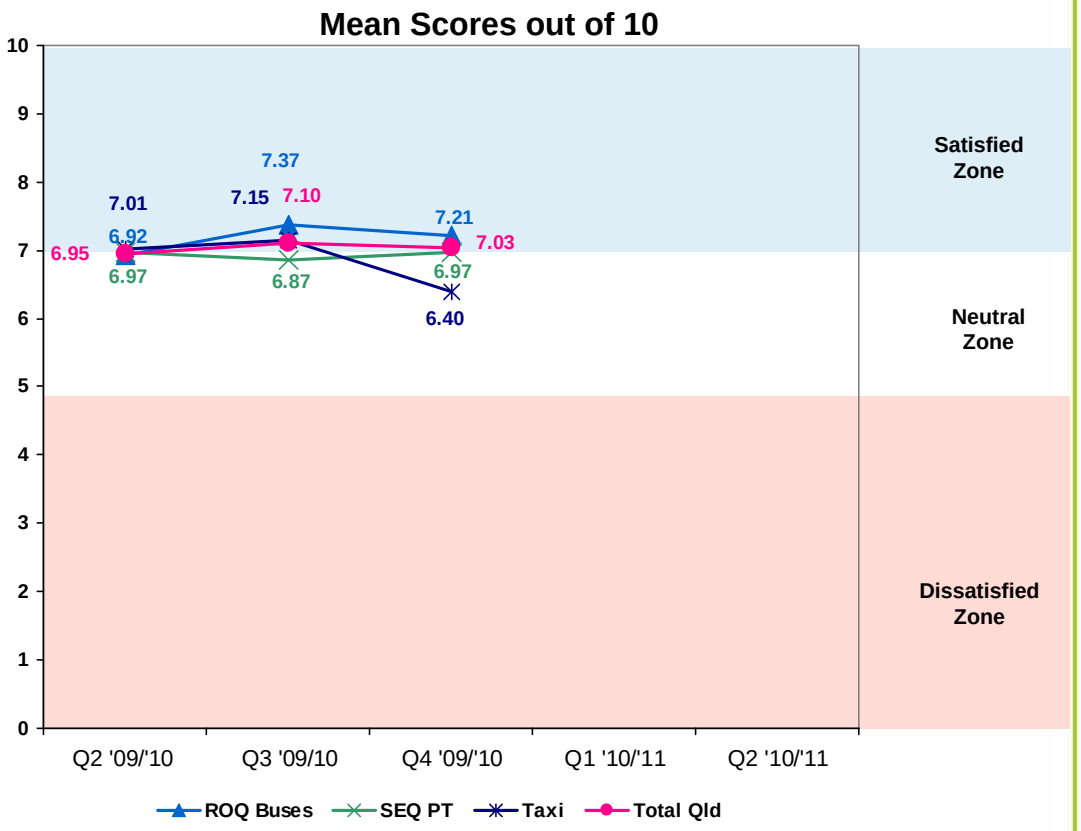
Comfort

Temperature on board

Extremely comfortable temperature



Extremely uncomfortable temperature

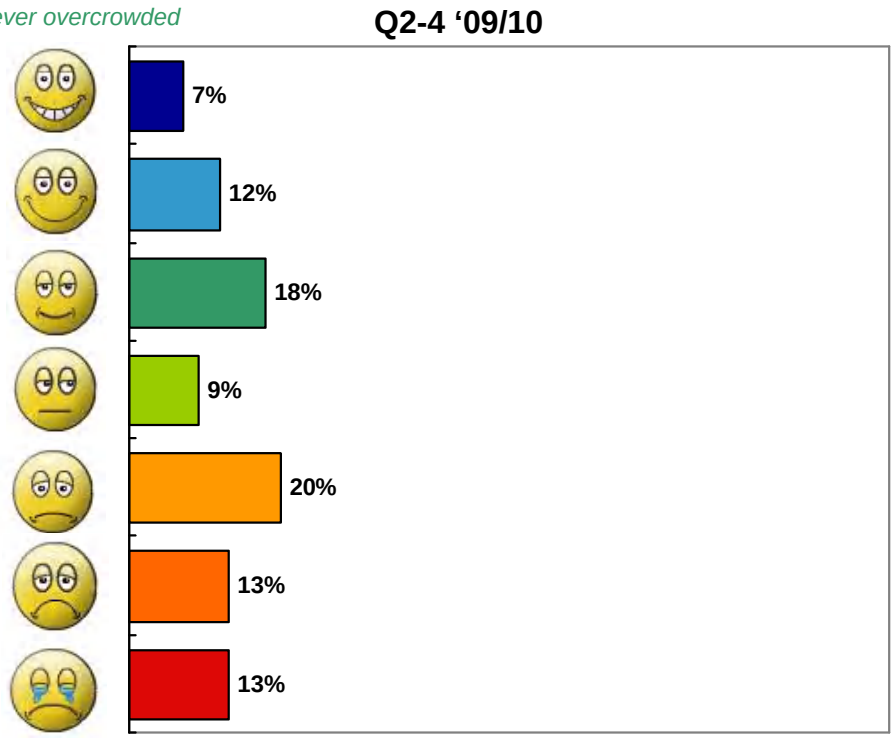


Q29 (11). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Temperature on board.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews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

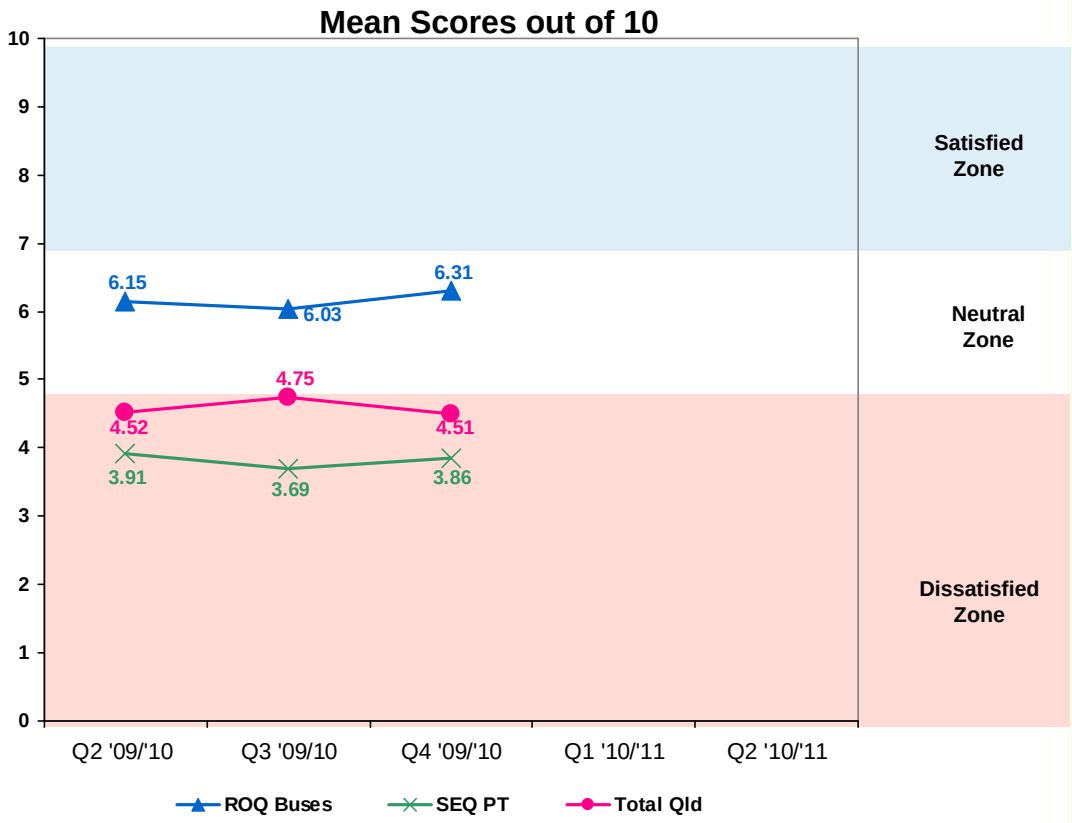
Comfort

Crowding during peak times

Never overcrowded



Really overcrowded

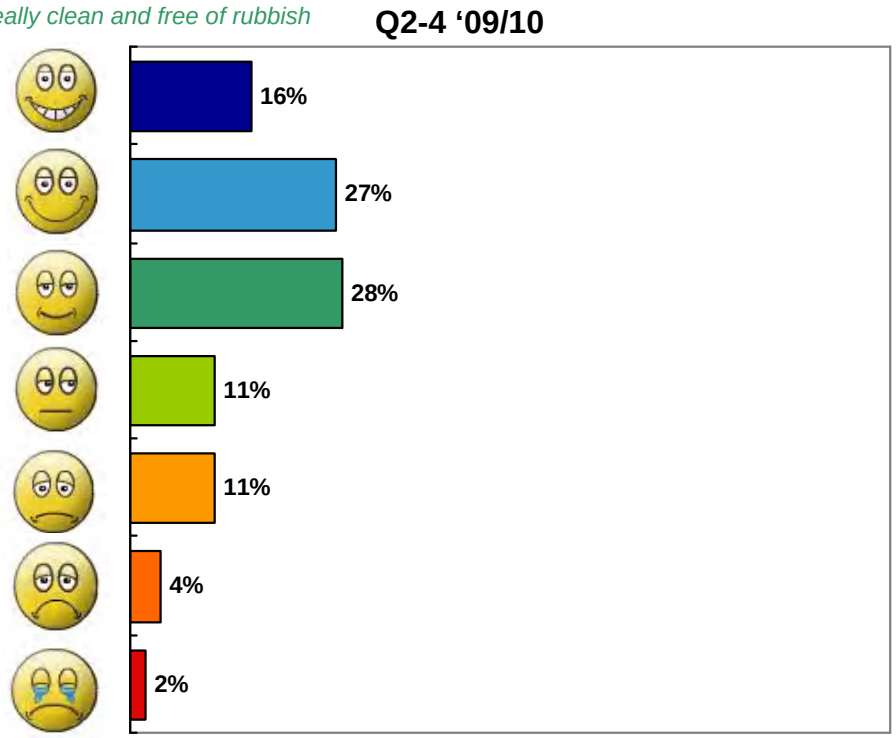


Q30 (23). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Crowding of <MODE> during peak times.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

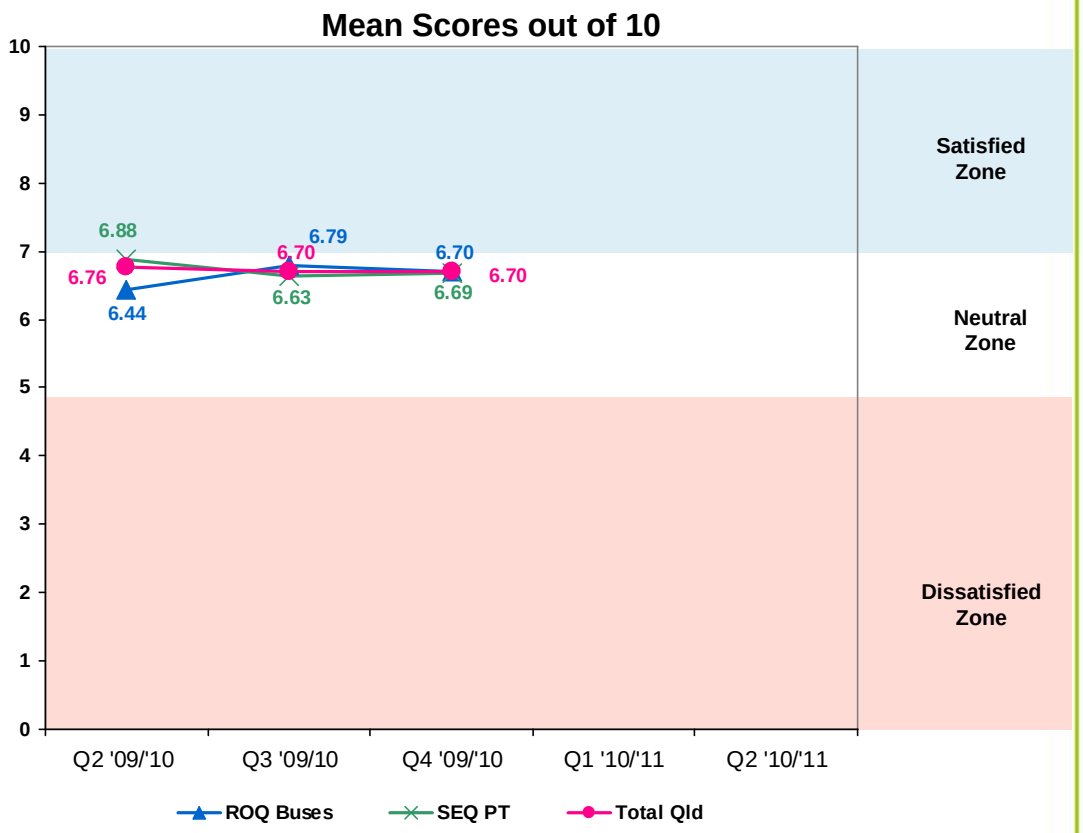
Comfort

Cleanliness of stop

Really clean and free of rubbish



Really dirty with rubbish lying around

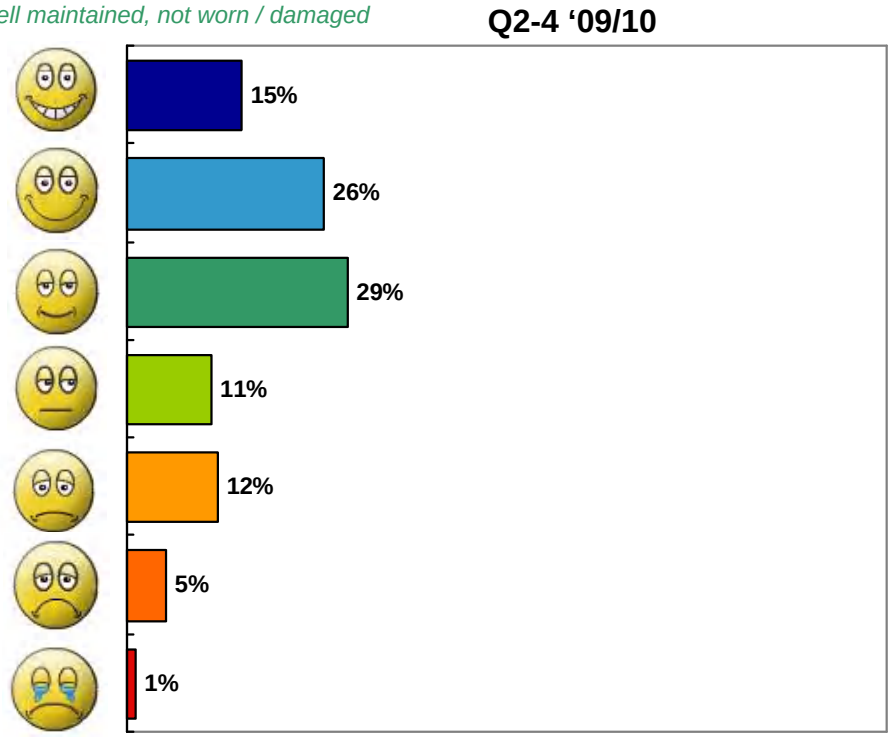


Q29 (8). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cleanliness at stop/station/terminal.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

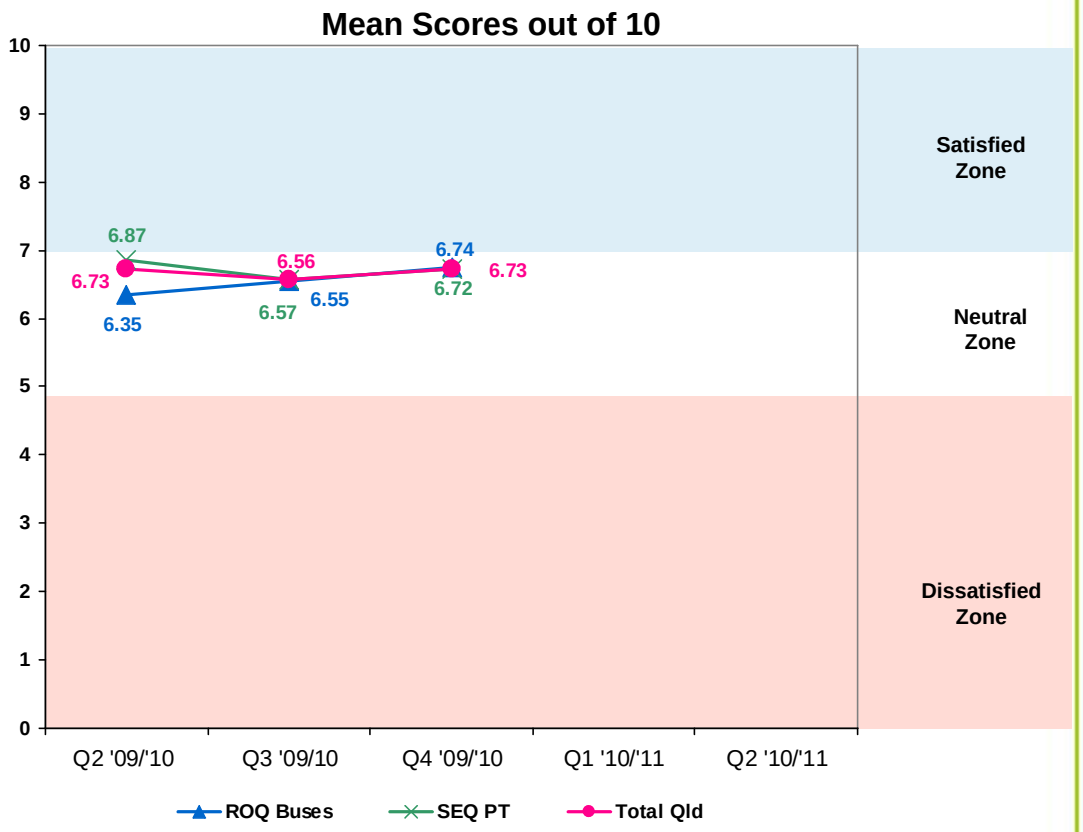
Comfort

Maintenance of stop

Well maintained, not worn / damaged



Poorly maintained, worn / damaged

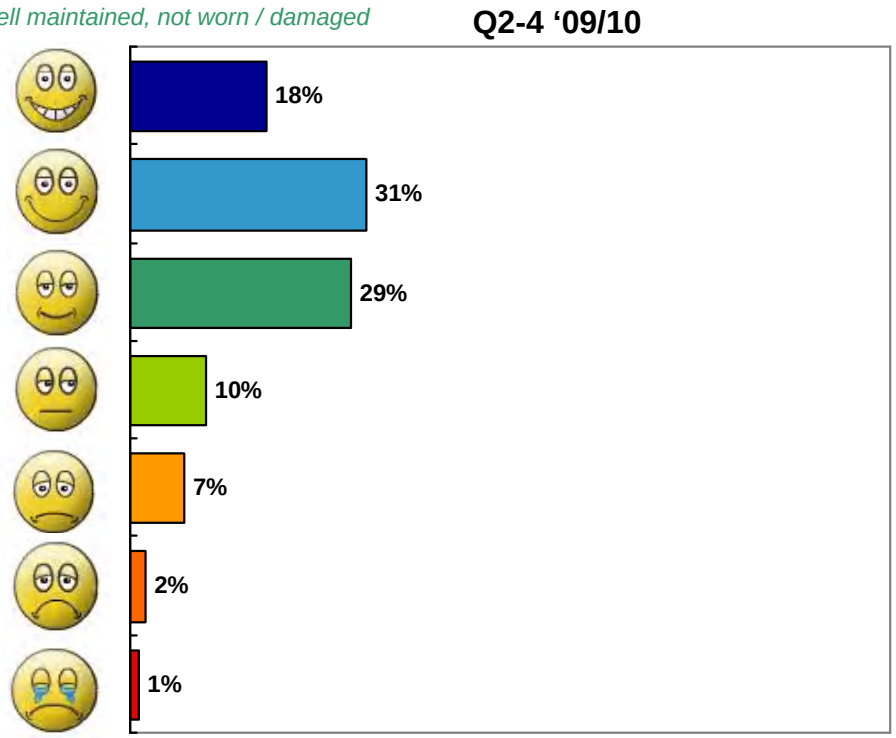


Q29 (9). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Maintenance of stop/station/terminal.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ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

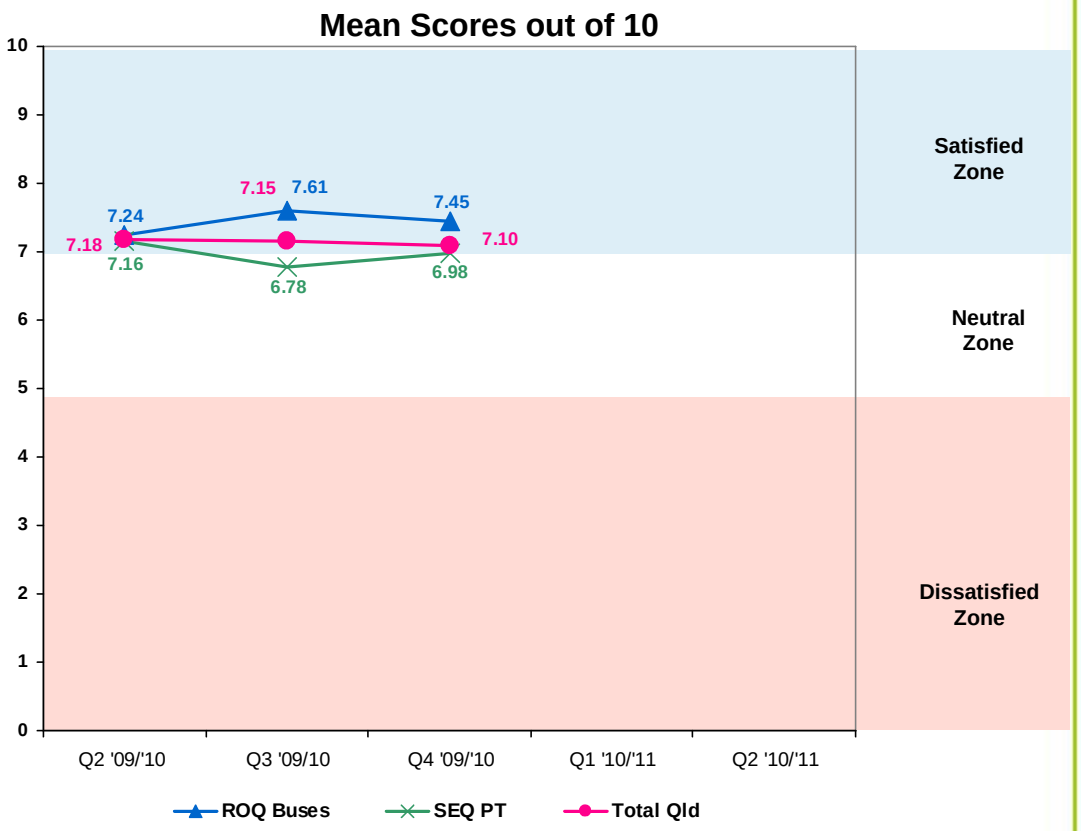
Comfort

Maintenance of vehicle

Well maintained, not worn / damaged



Poorly maintained, worn / damaged



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

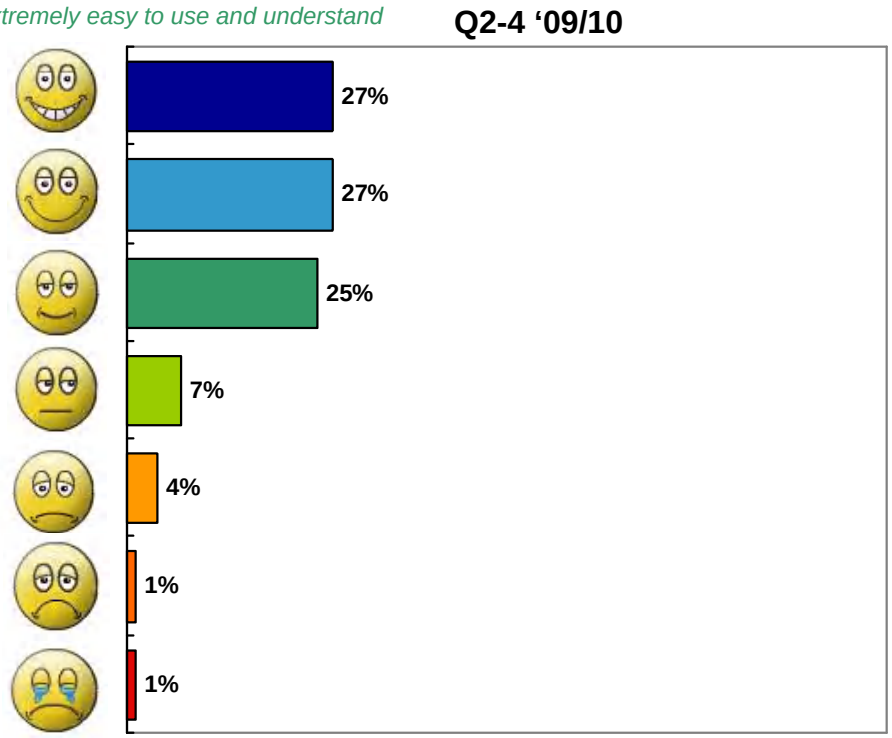
Queensland Government

Ease of Use

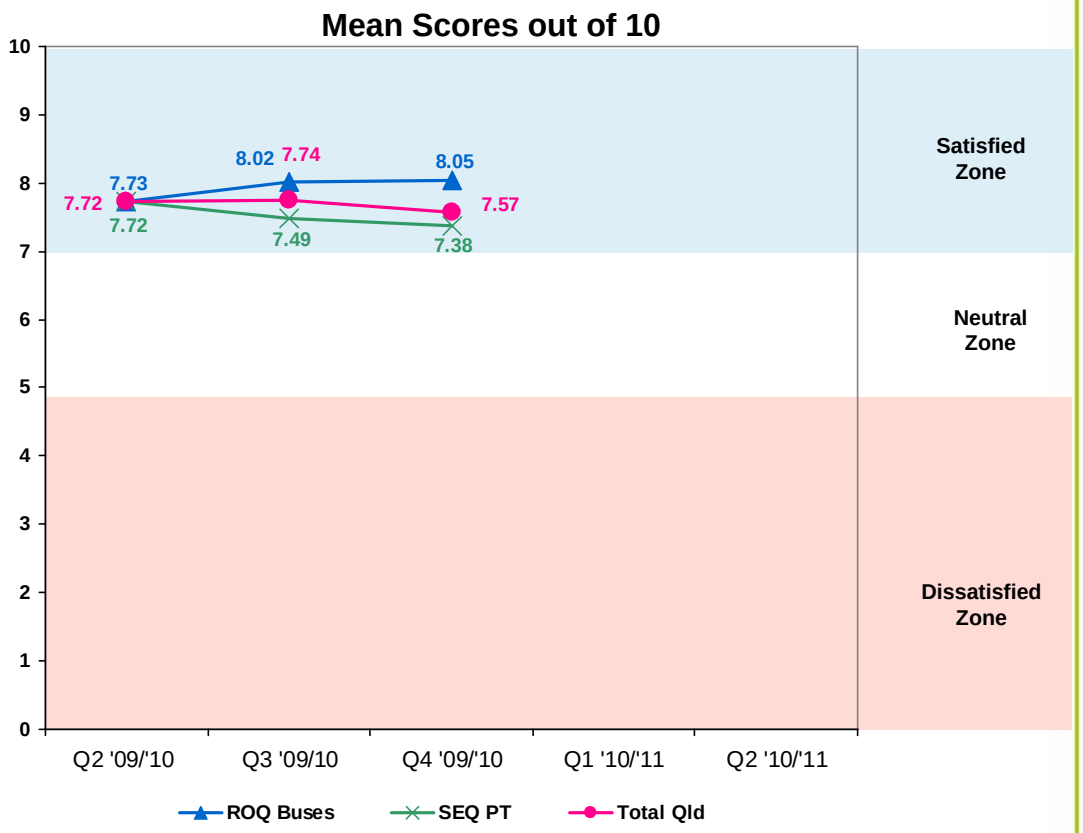
Ease of Use

Ease of using and understanding paper tickets

Extremely easy to use and understand



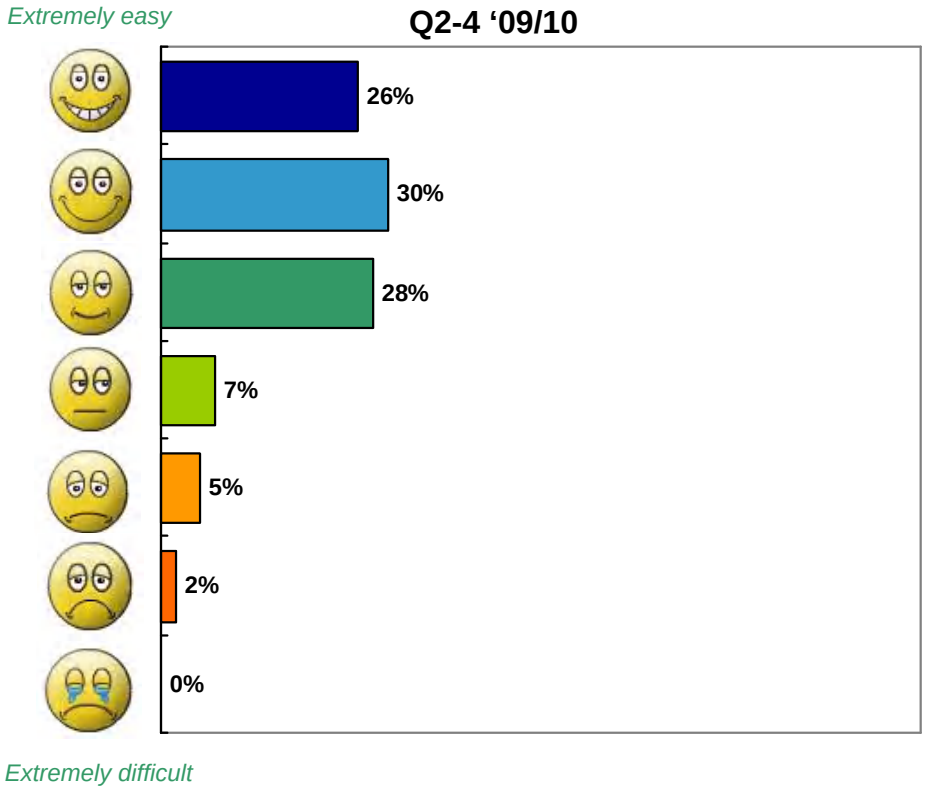
Extremely difficult to use and understand

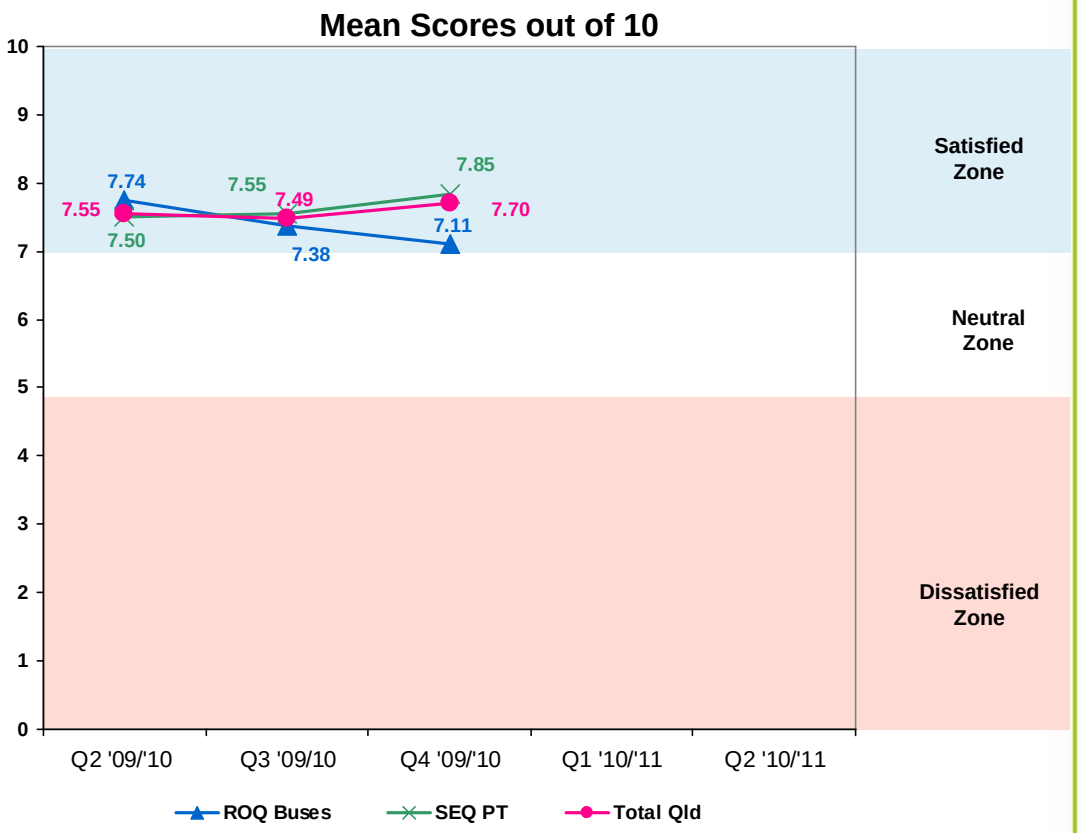


Q30 (6). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Ease of using and understanding paper tickets.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Ease of Use

Ease of finding departure stop (unfamiliar trips)

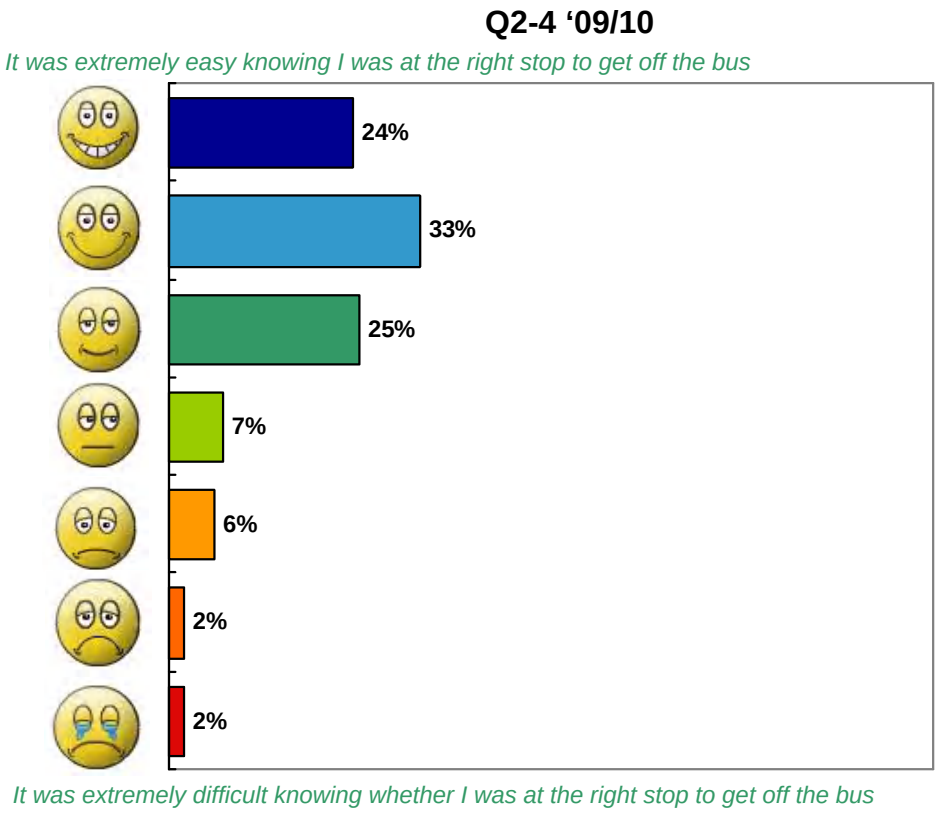


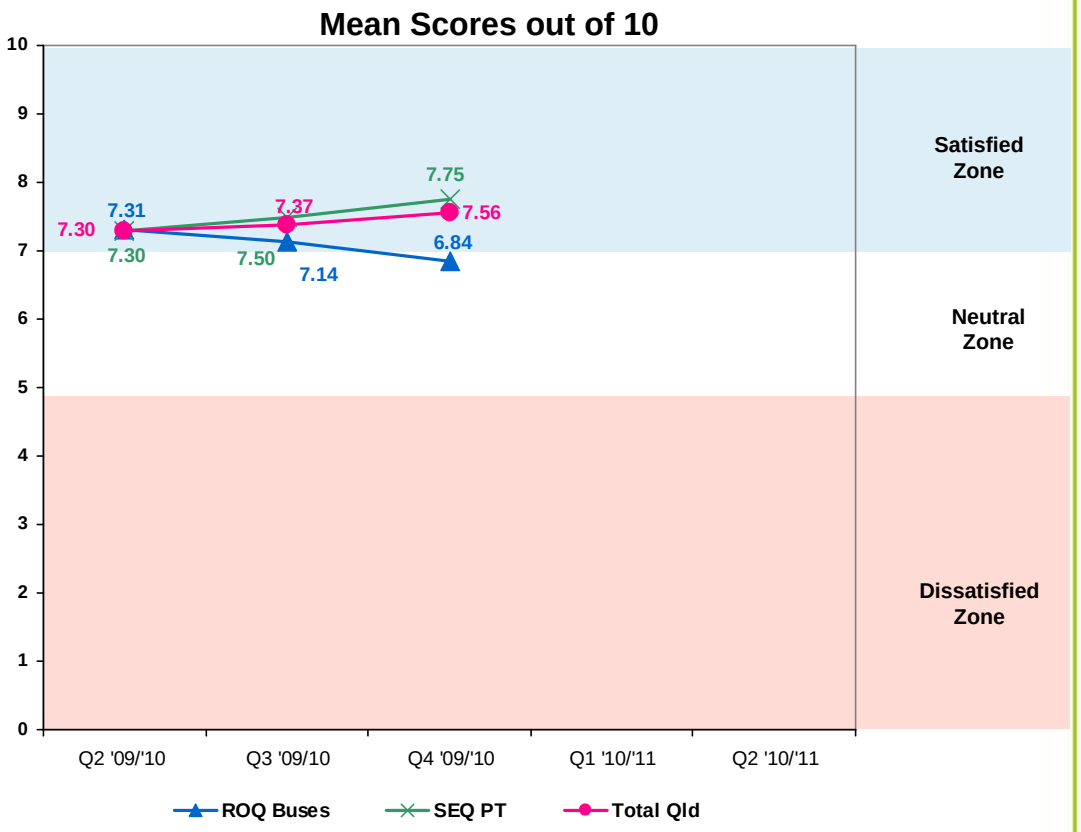


Q29 (12). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of finding departure stop/station/terminal where I had to get on the <MODE>
Base: Qtr 2-4 '09/'10 Total interviews, unfamiliar users n=1809 Total SEQ interviews n=1548; Total ROQ interviews n=261
Single response, prompted

Ease of Use

Ease of finding destination stop (unfamiliar trips)



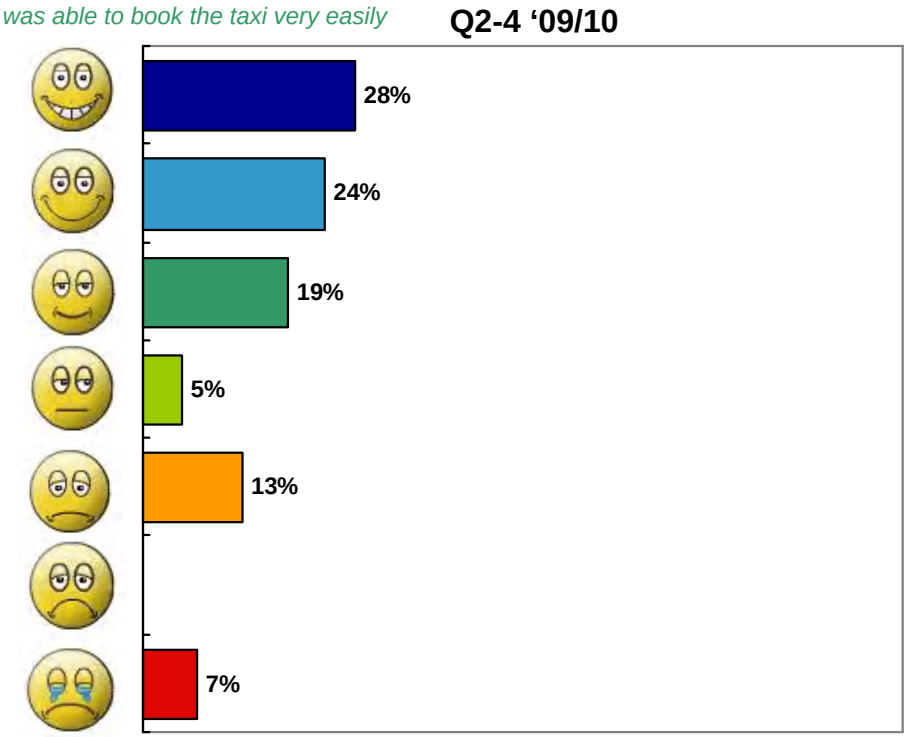


Q29 (13). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of finding destination stop/station/terminal.
Base: Qtr 2-4 '09/'10 Total interviews,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

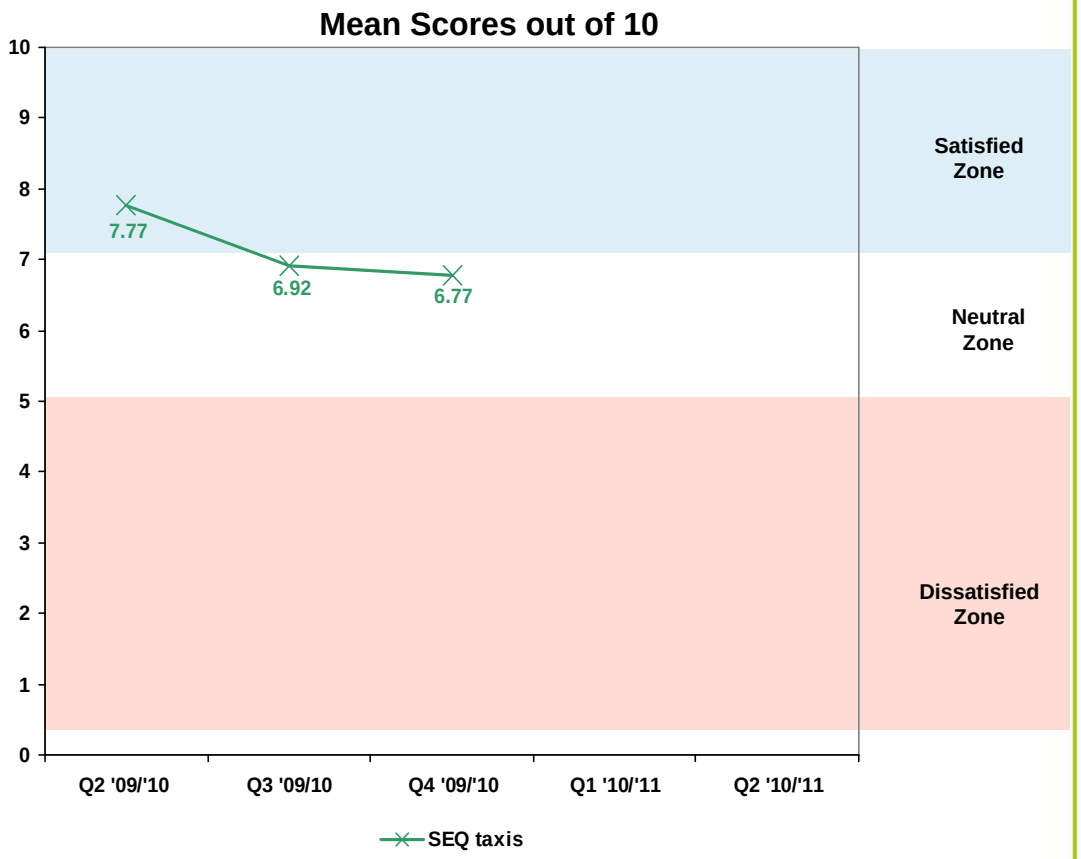
Ease of Use

Ease of booking taxi

I was able to book the taxi very easily



I faced a lot of difficulty when booking the taxi

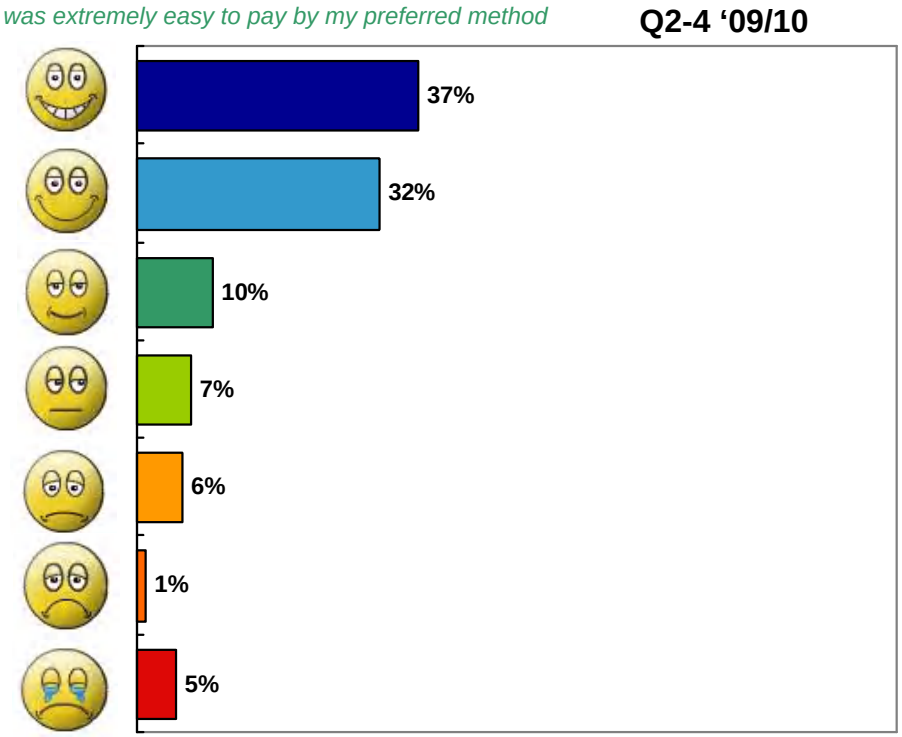


Q29 (47). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of booking the taxi.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response,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

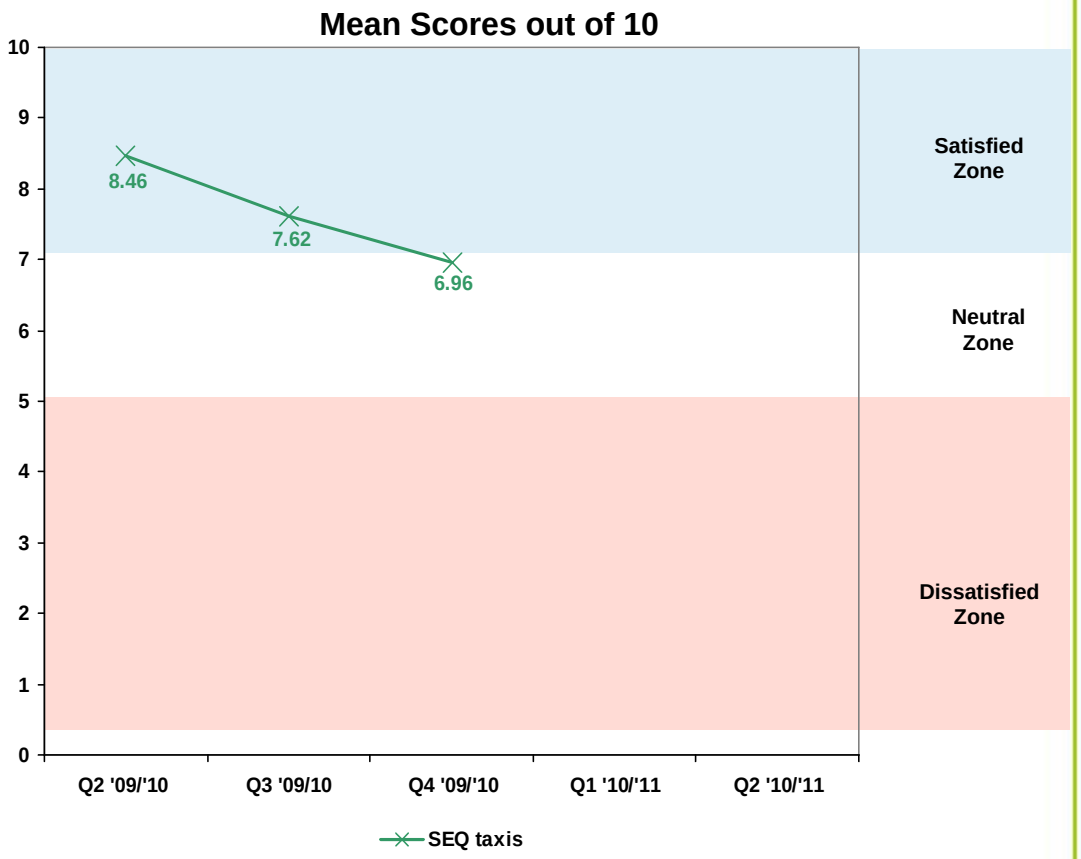
Ease of Use

Ability to pay for taxi by my preferred method

It was extremely easy to pay by my preferred method



It was extremely difficult to pay by my preferred method



Q29 (1). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ability to pay by my preferred method.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

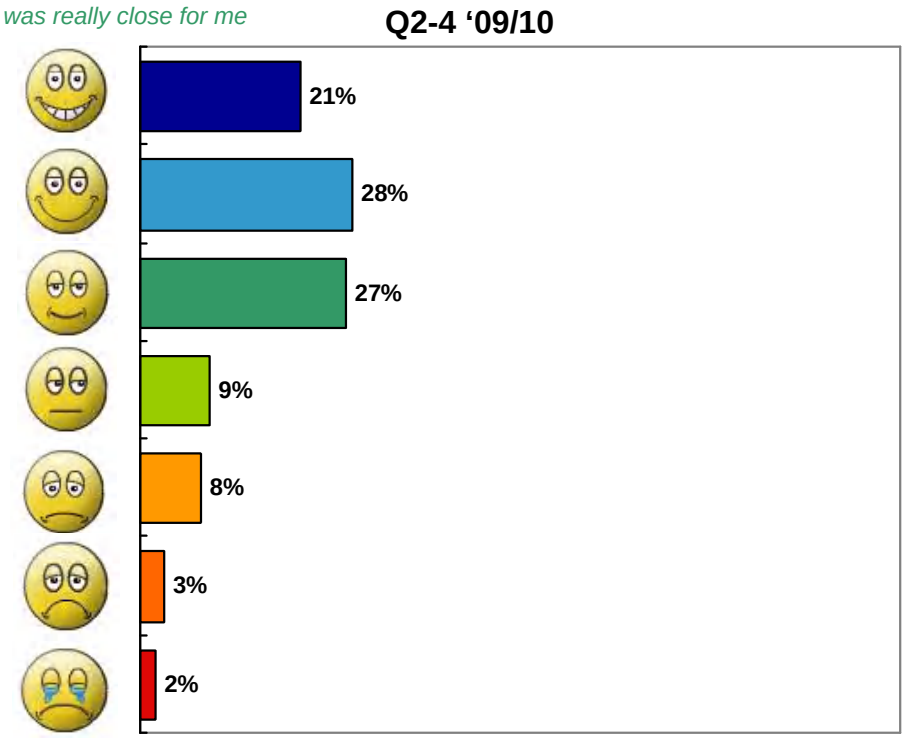
Queensland Government

Proximity

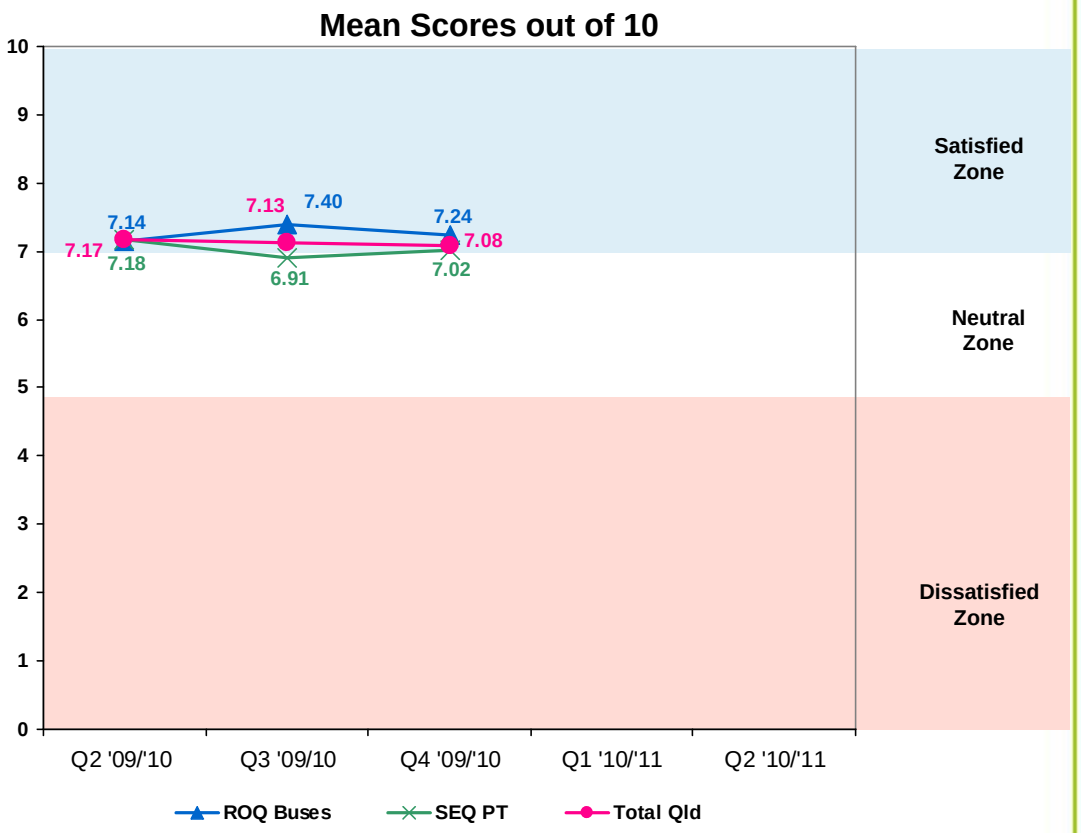
Proximity

Distance to end destination

It was really close for me



I had way too far to go

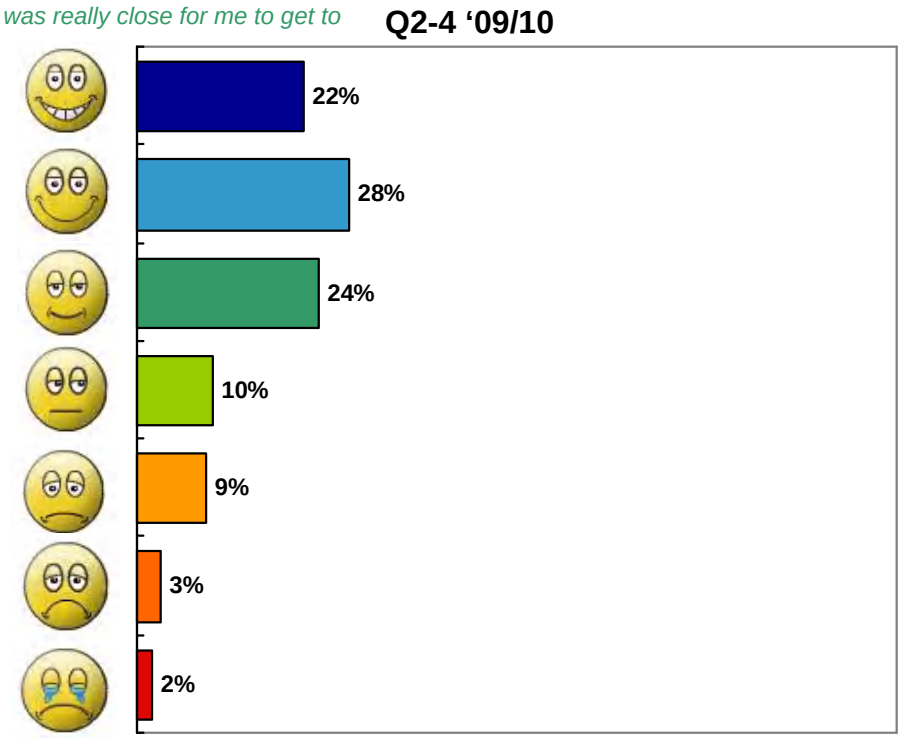


Q29 (18). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Distance to end destination once I got off the <MODE>.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

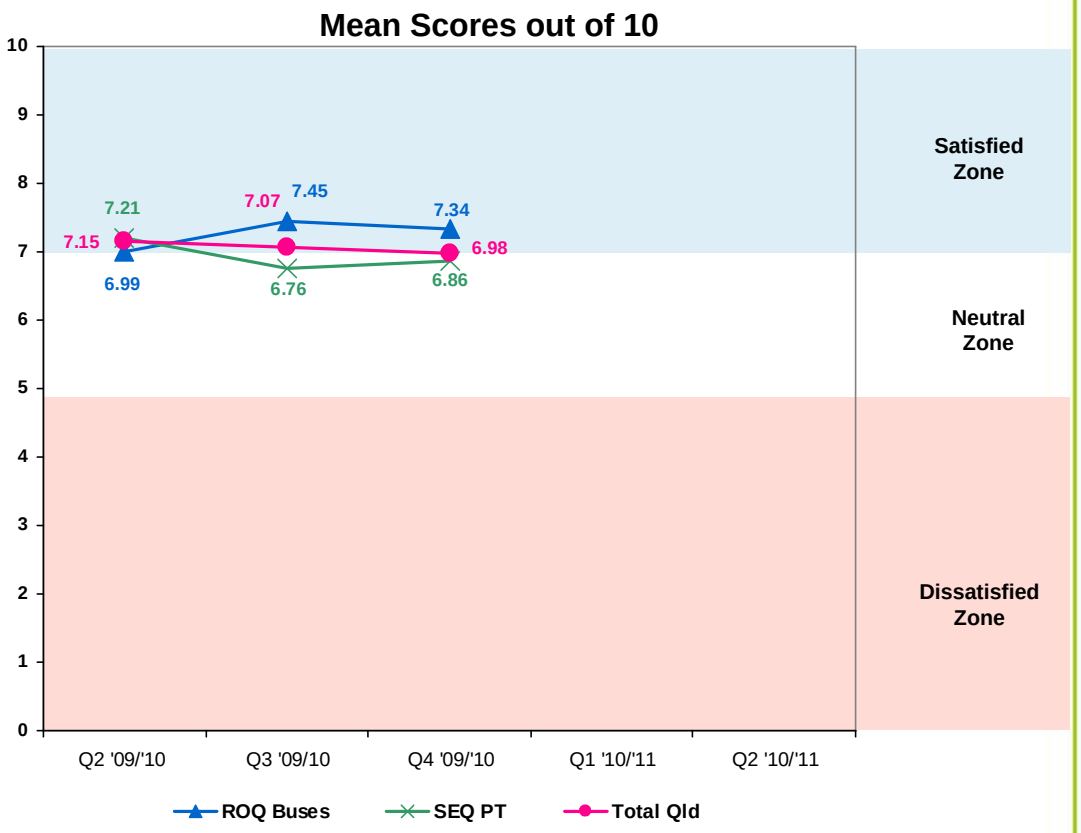
Proximity

Distance to get to the stop

It was really close for me to get to



I had way too far to go

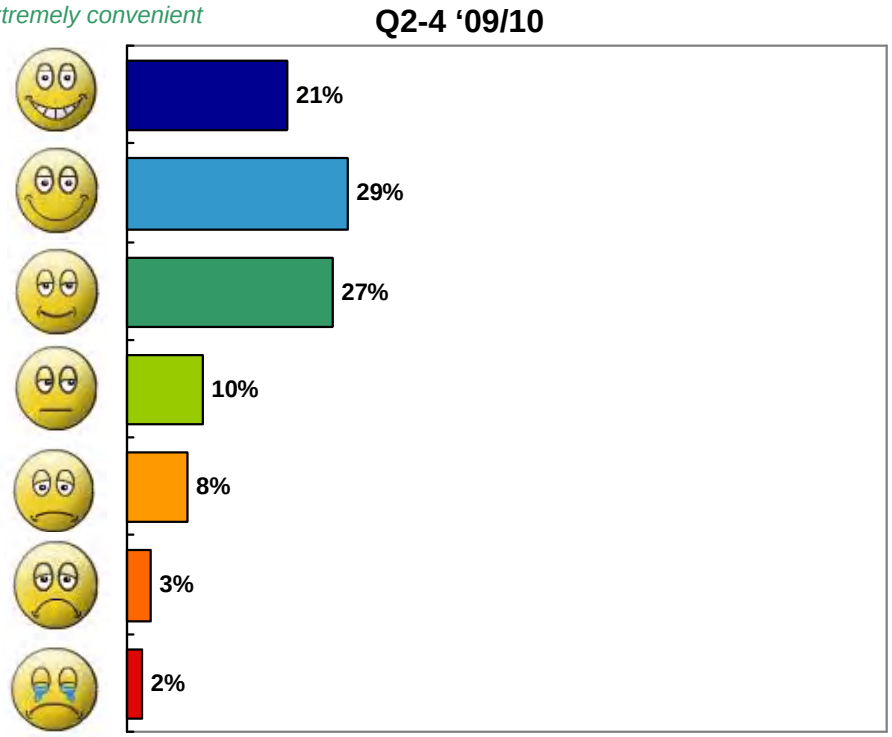


Q29 (19). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Distance to get to the stop/station/terminal.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

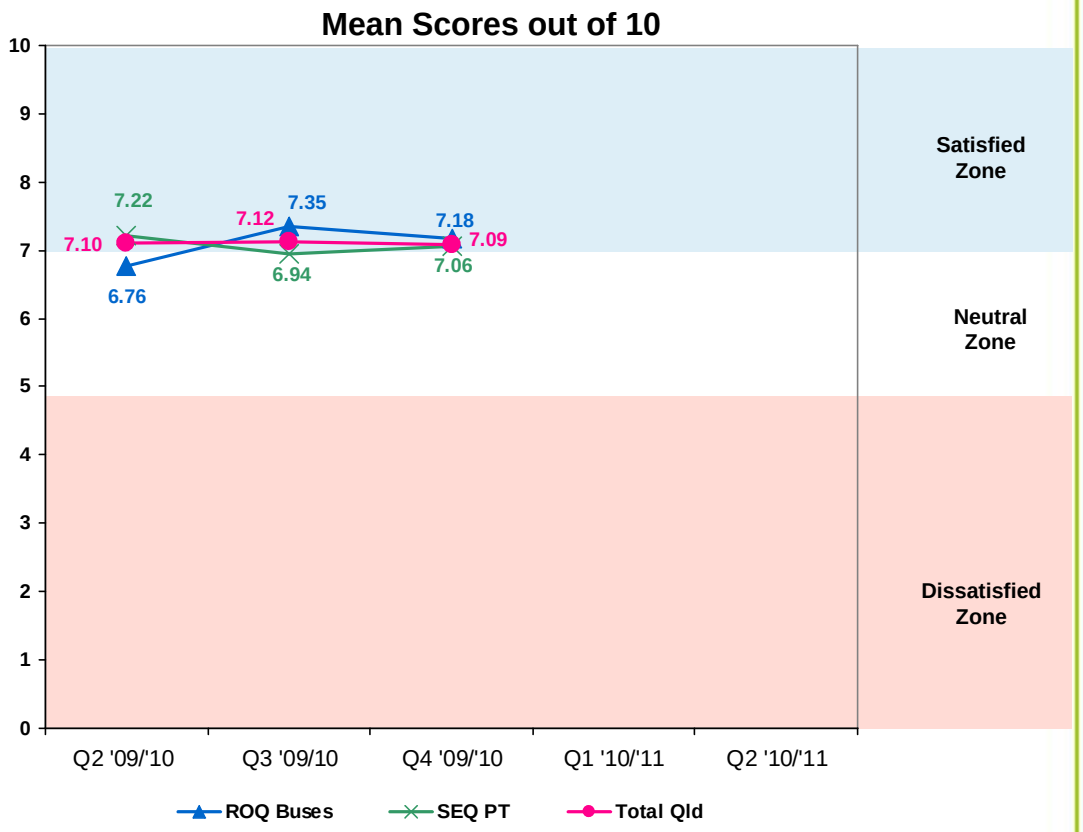
Proximity

Convenience of routes and stops

Extremely convenient



Completely inconvenient



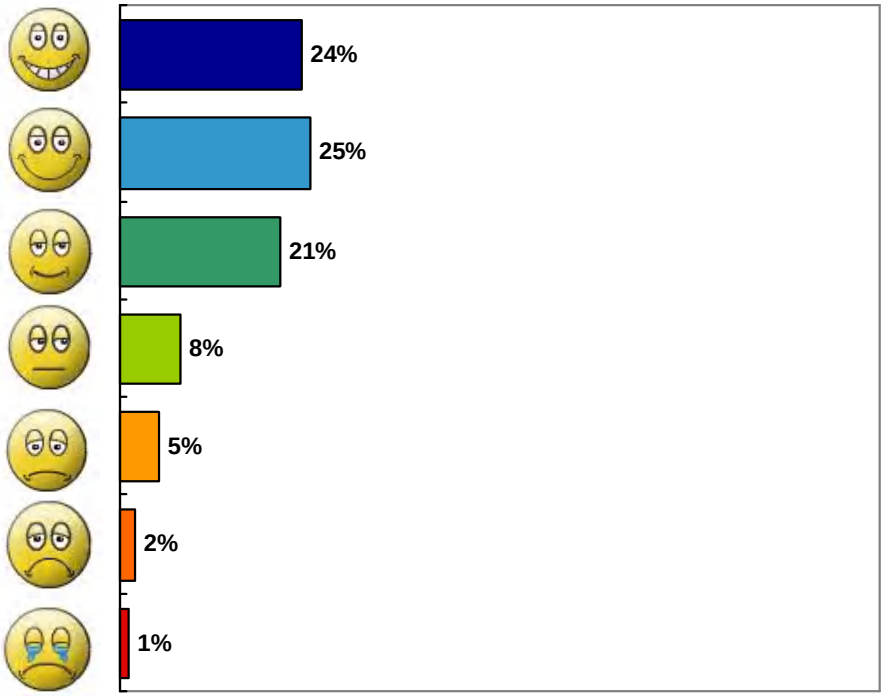
Q29 (17). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Convenience of routes and stops/stations/terminals.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Proximity

Convenience of ticket purchase

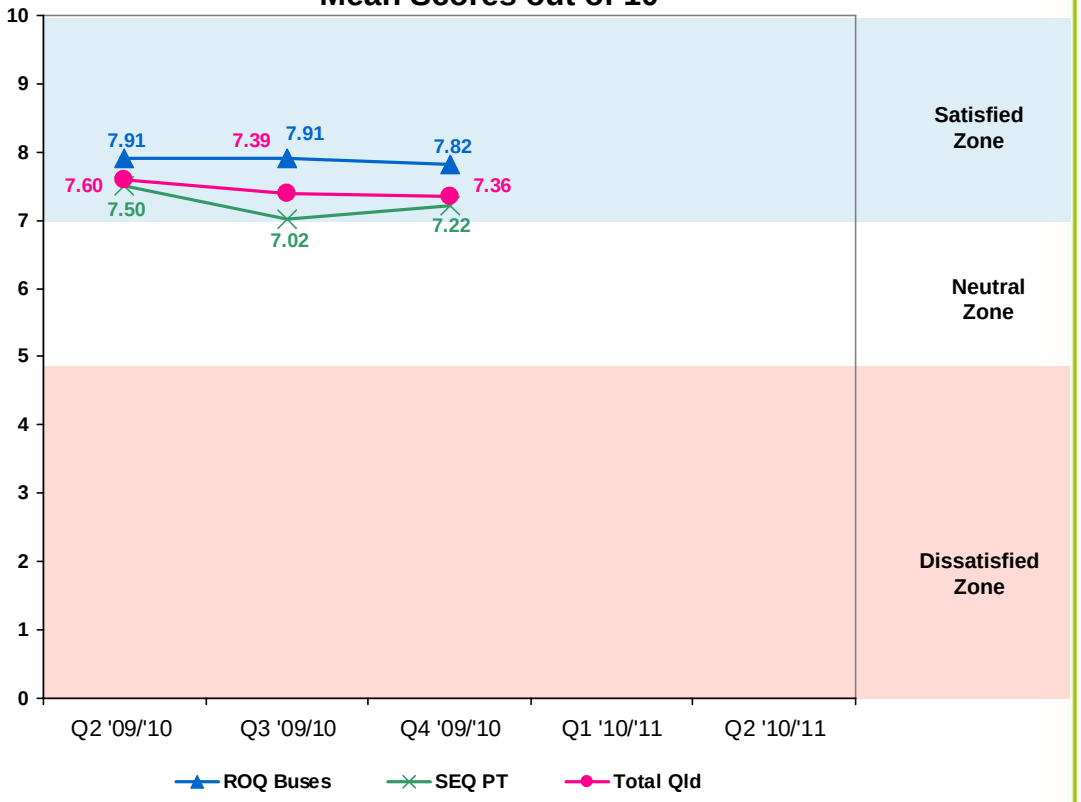
Q2-4 '09/10

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



I can never buy a ticket or buy or top up my go card *in a convenient location*

Mean Scores out of 10

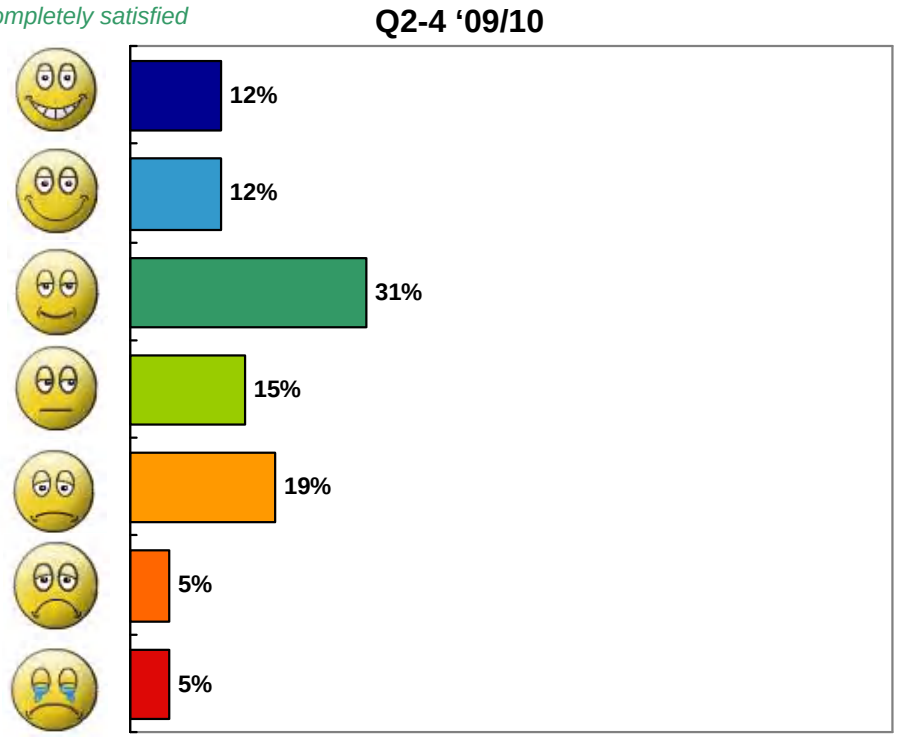


Q30 (3). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Convenience of ticket and go card *purchase*
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

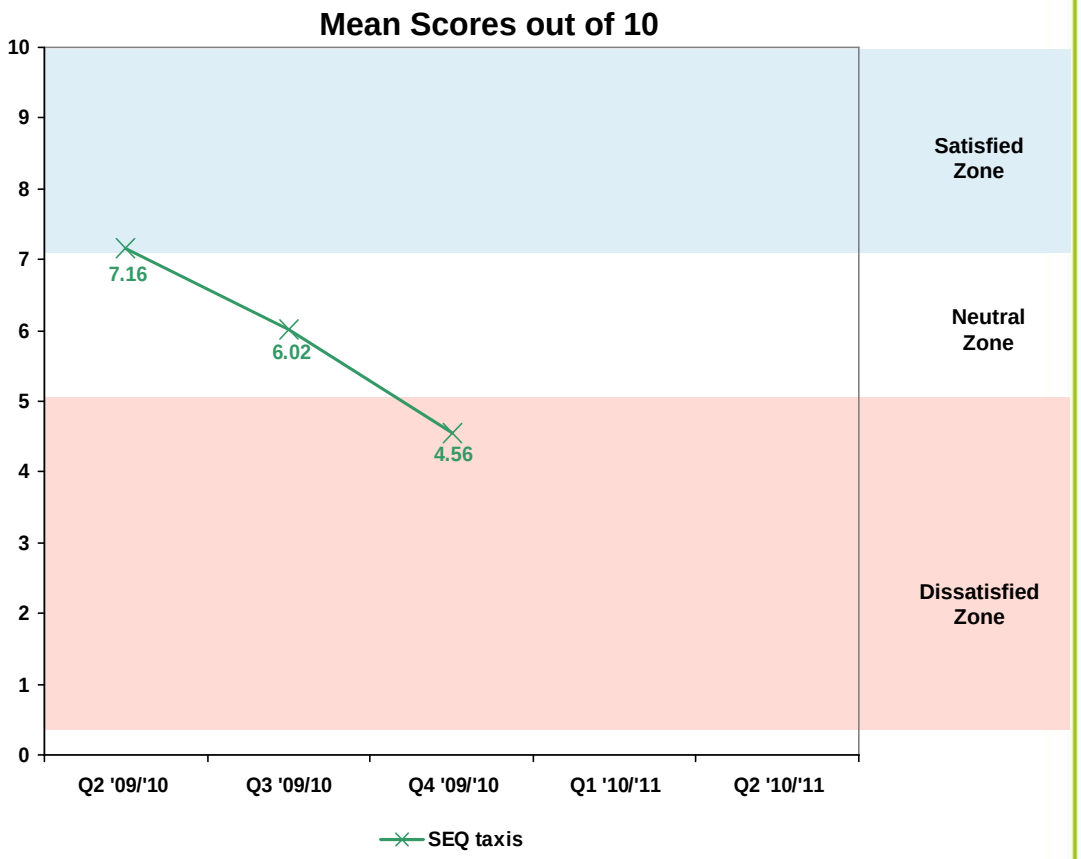
Proximity

Convenience of taxi rank locations

Completely satisfied



Completely dissatisfied



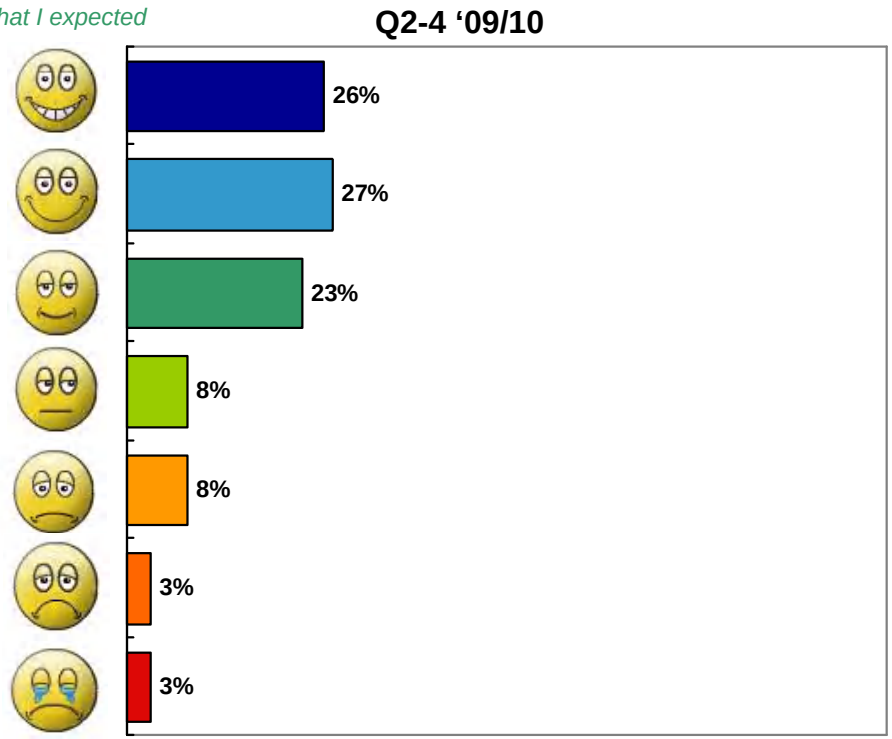
Q9e. Thinking about your last trip using the taxi, please move the pointer to the place which indicates how satisfied you are with each of the following aspects from 'completely satisfied' to 'completely dissatisfied'. Proximity, that is convenience of taxi rank locations.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

Efficiency

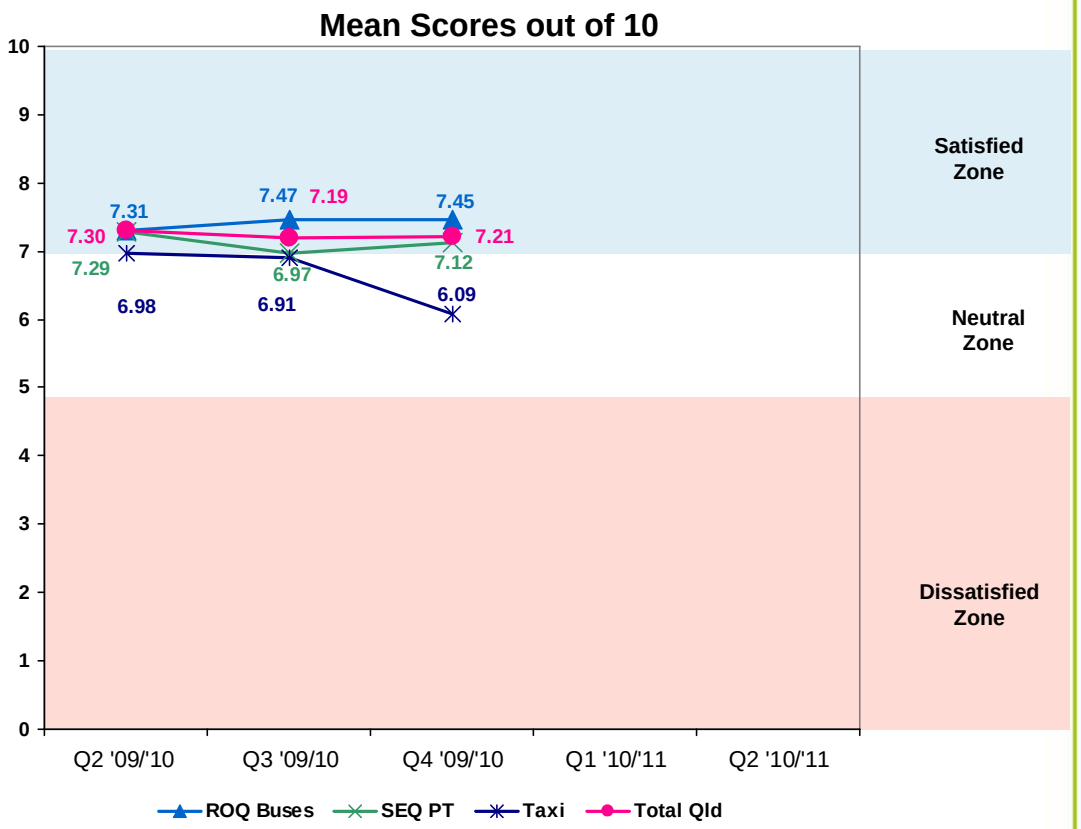
Efficiency

Travel time door to door

What I expected



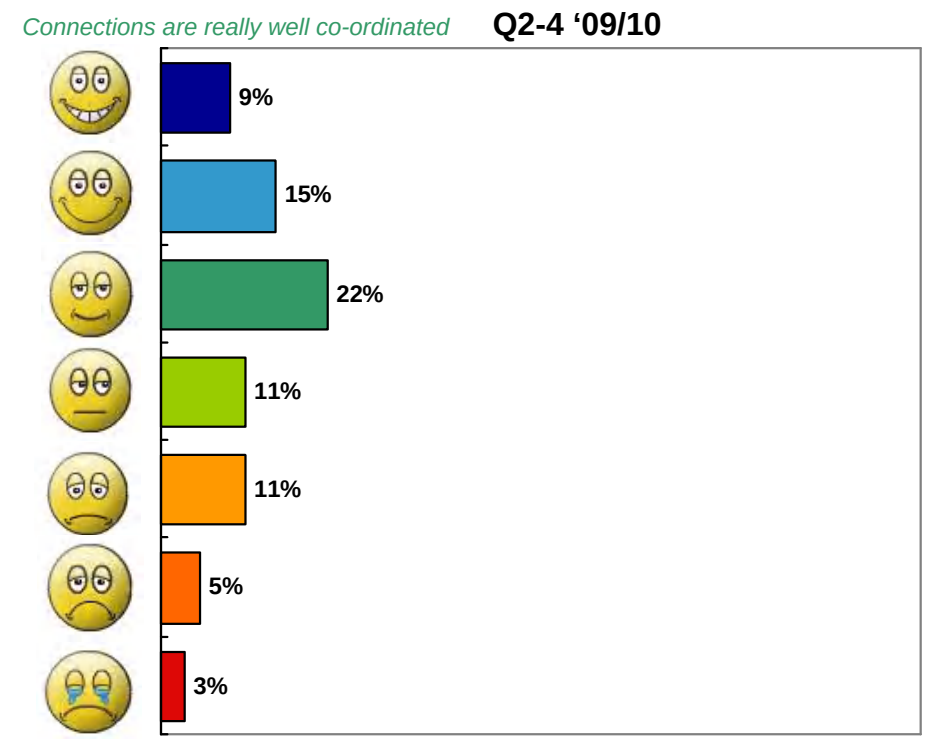
Too long

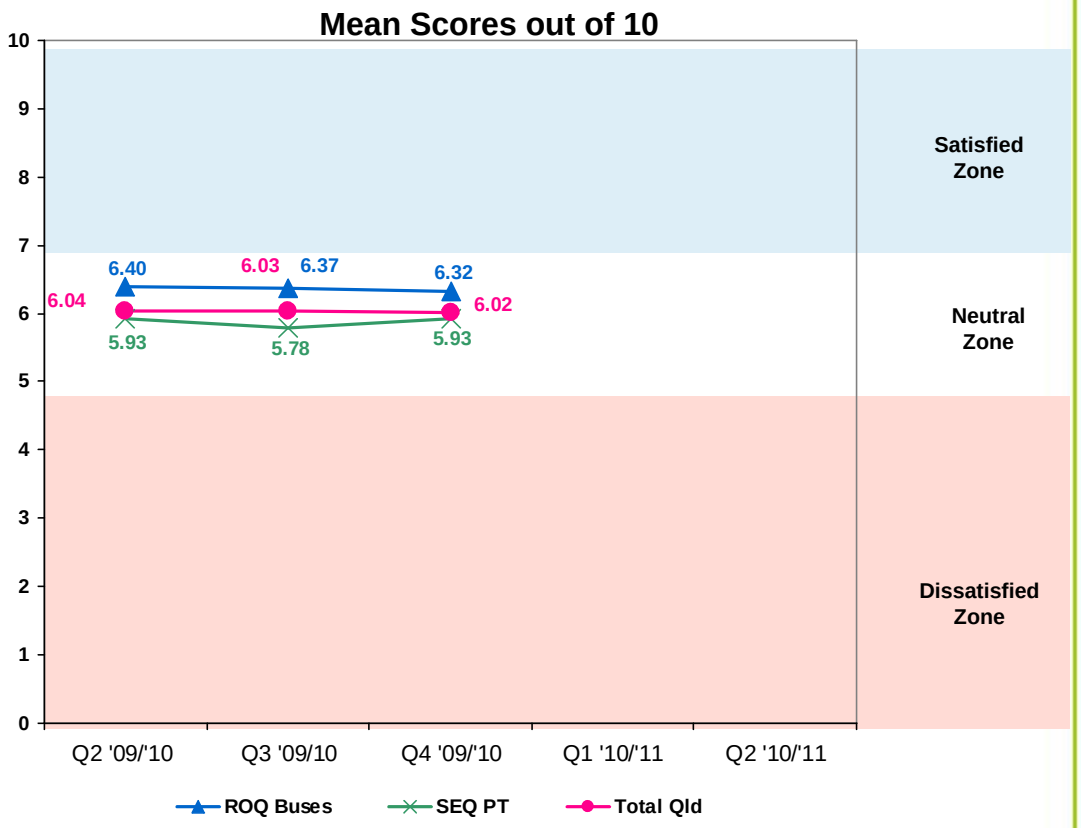


Q29 (16). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Travel time door to door.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews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

Efficiency

Connections with other modes/services



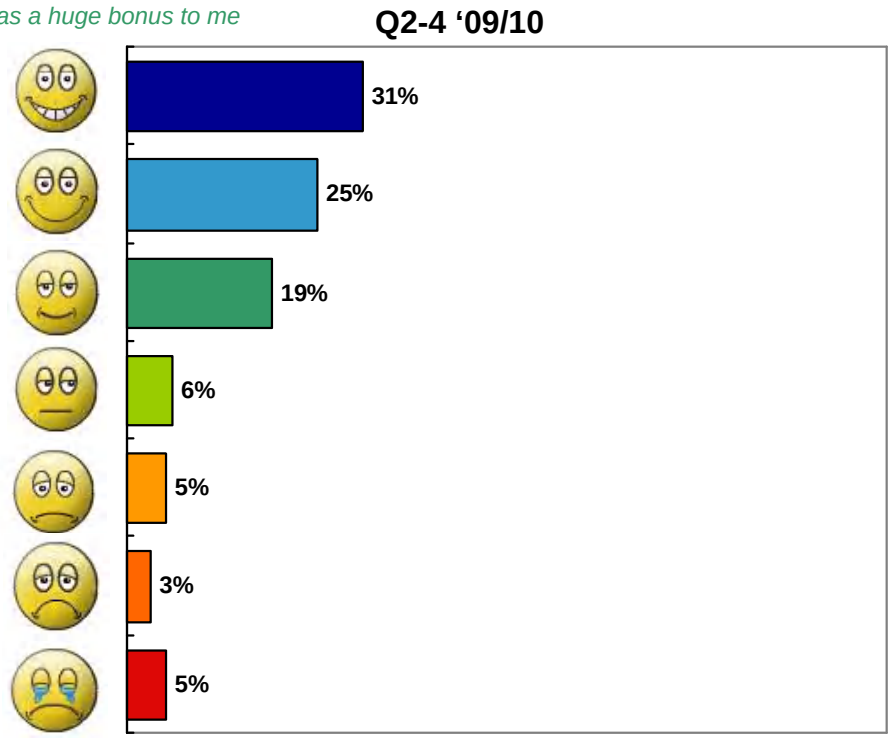


Q30 (24). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Connections with other modes/services (that is, changing services or changing to other buses, trains and CityFerries /CityCats.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

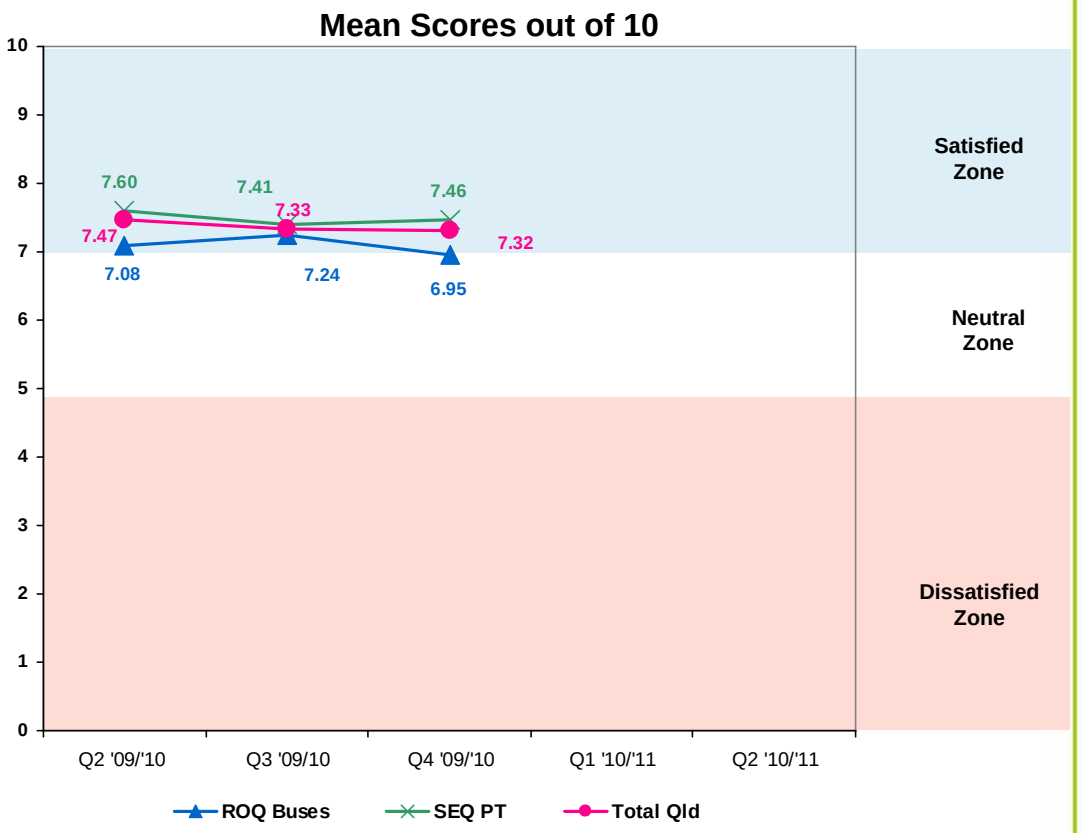
Efficiency

Not having to deal with traffic

Was a huge bonus to me



Made no difference to me



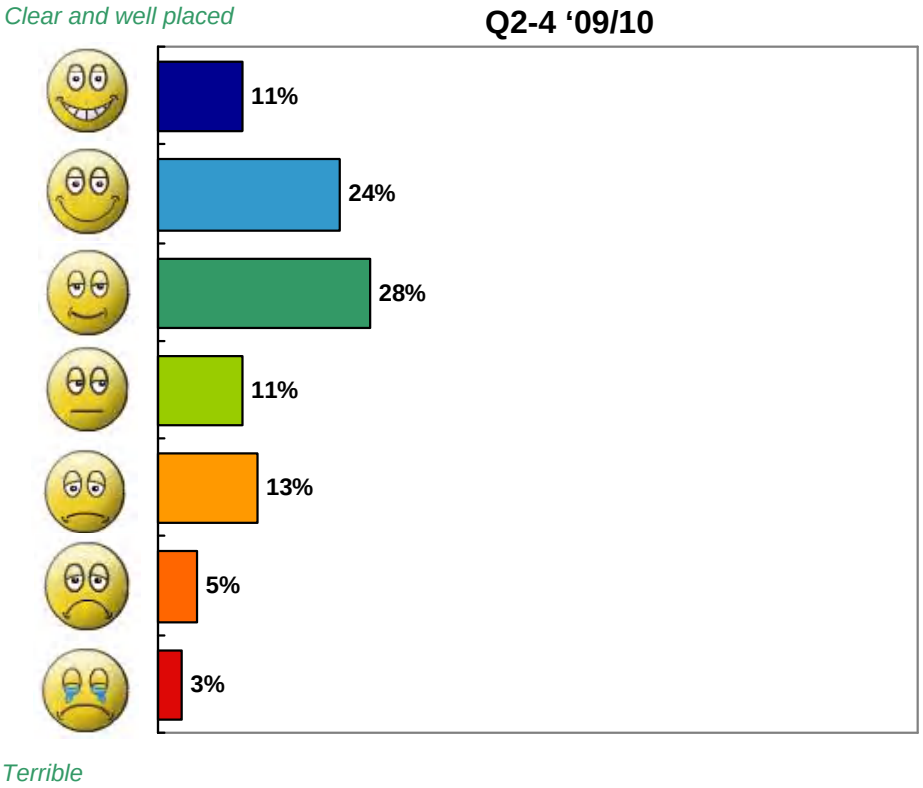
Q29 (15). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Not having to deal with traffic.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

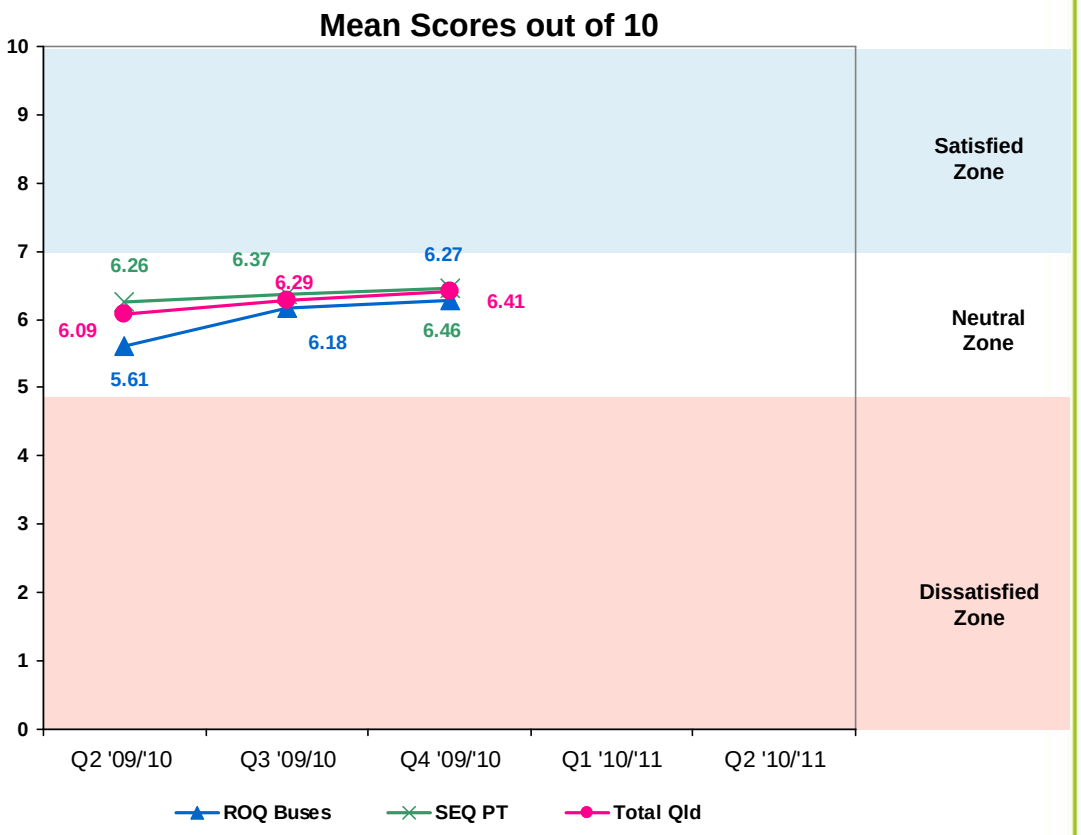
Queensland Government

Information

Information

Signage of directions

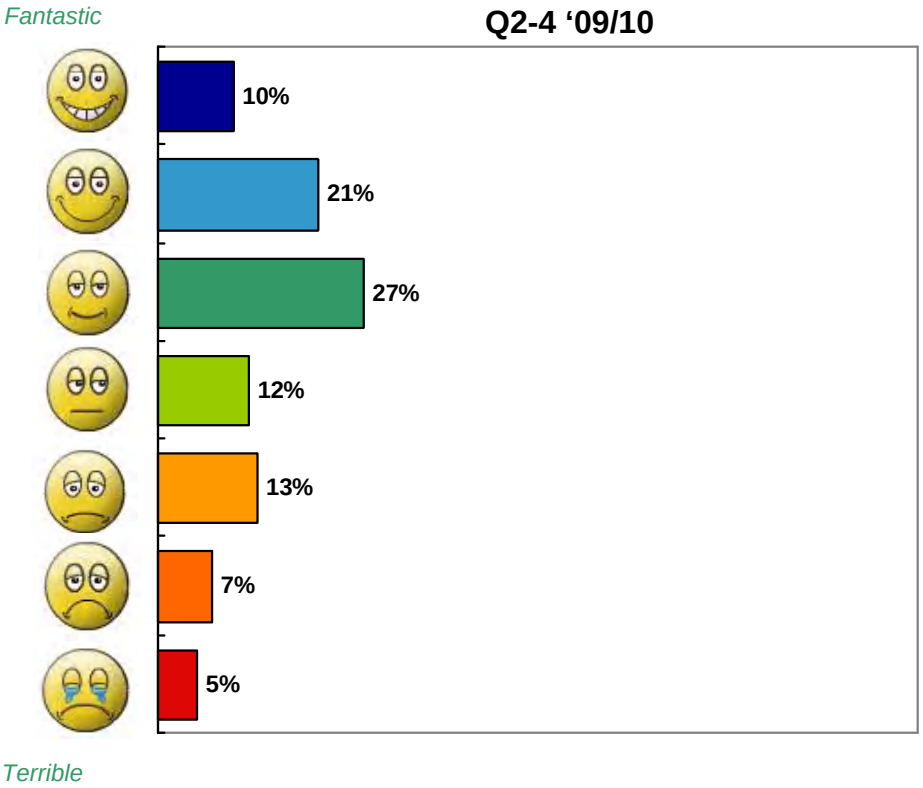


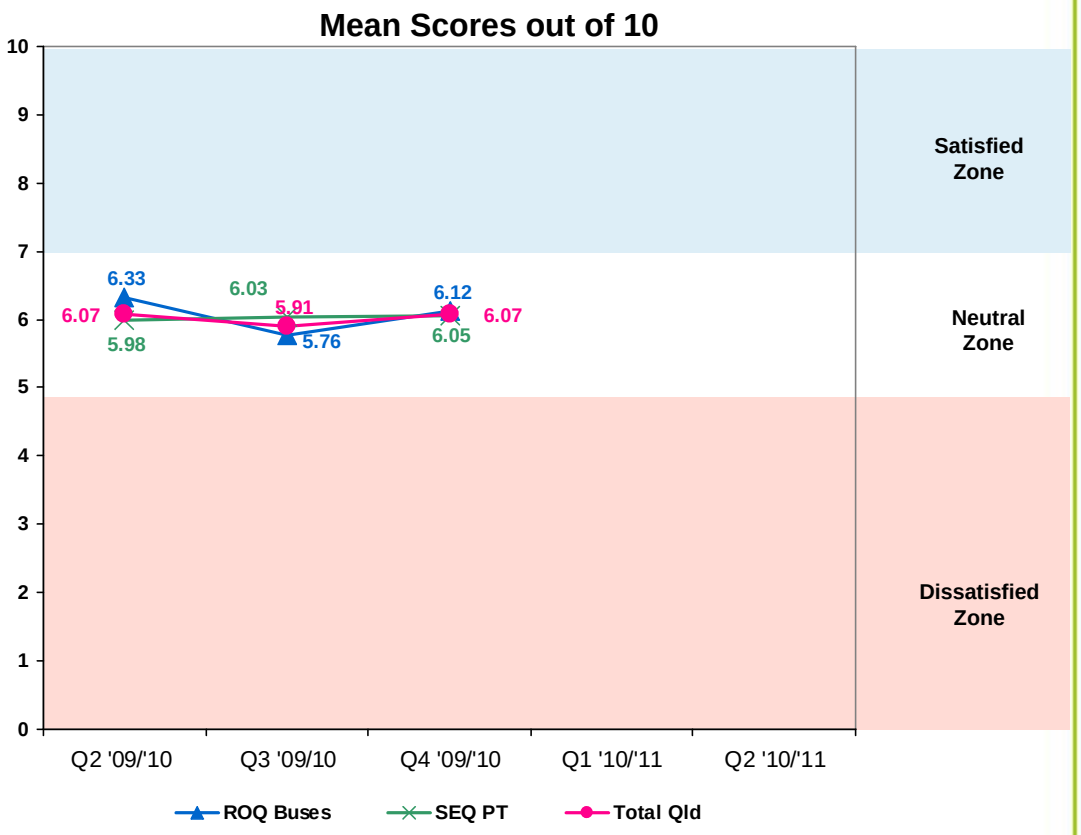


Q30 (19). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Signage of directions at stops and stations.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Information

Information on board about routes & stops

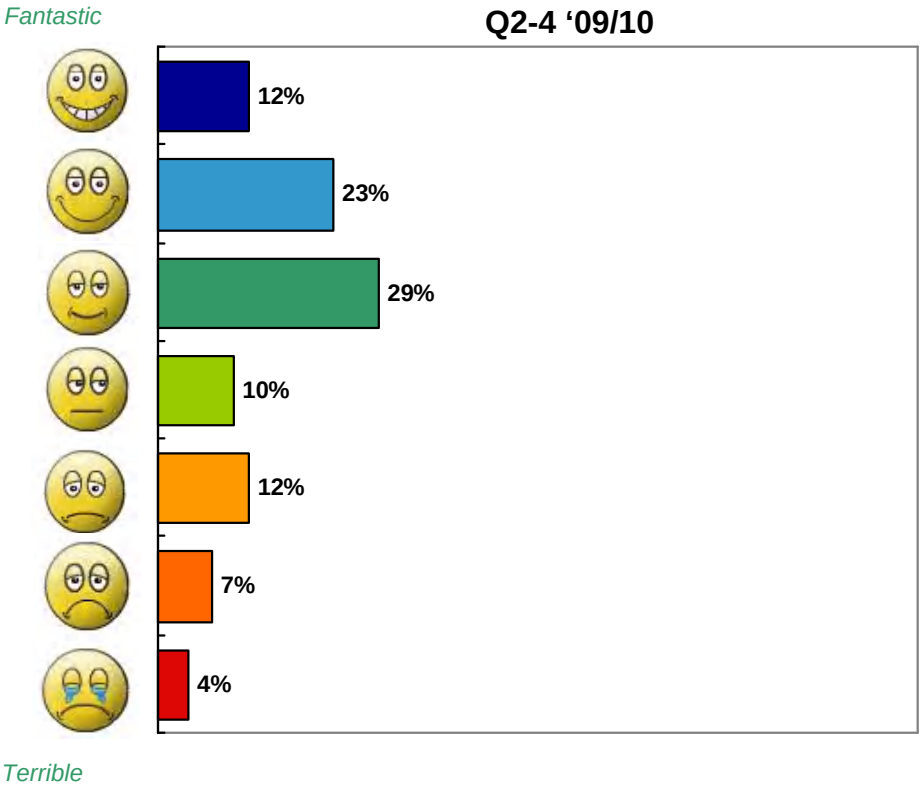


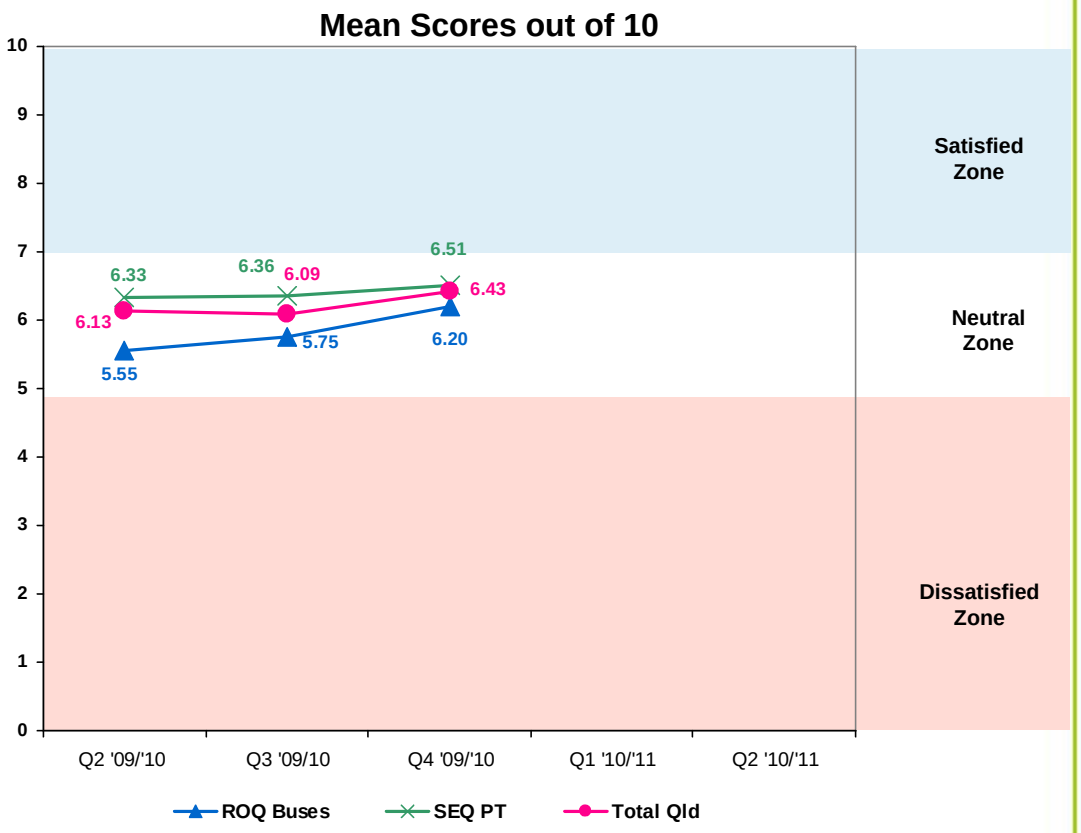


Q30 (17). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Information on board about routes and stops.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Information

Information available at stops about routes & timetables



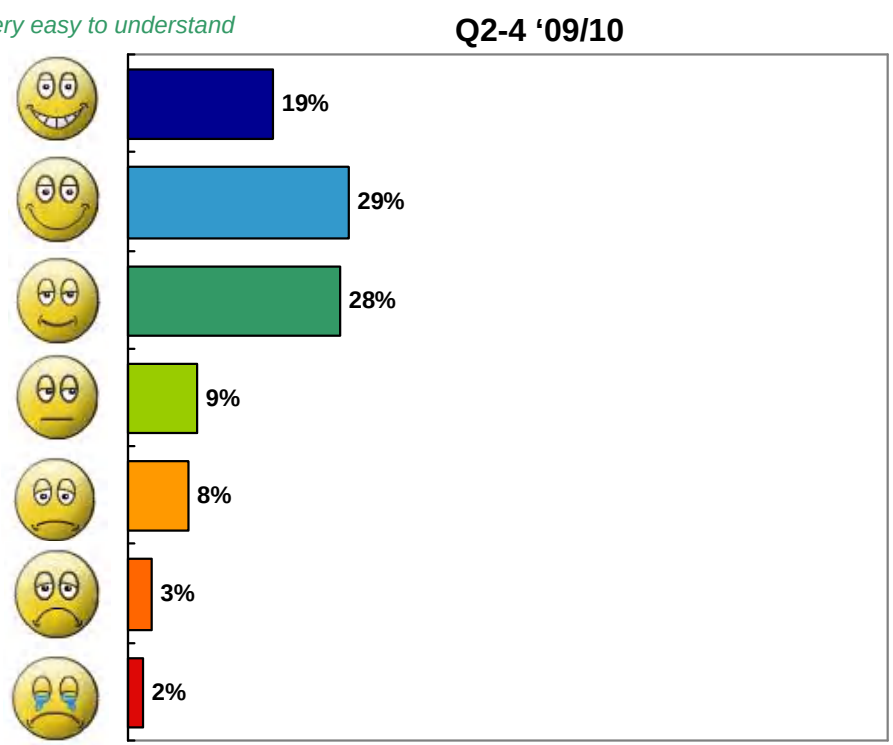


Q30 (16). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Information available at stops and stations about routes and timetables.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

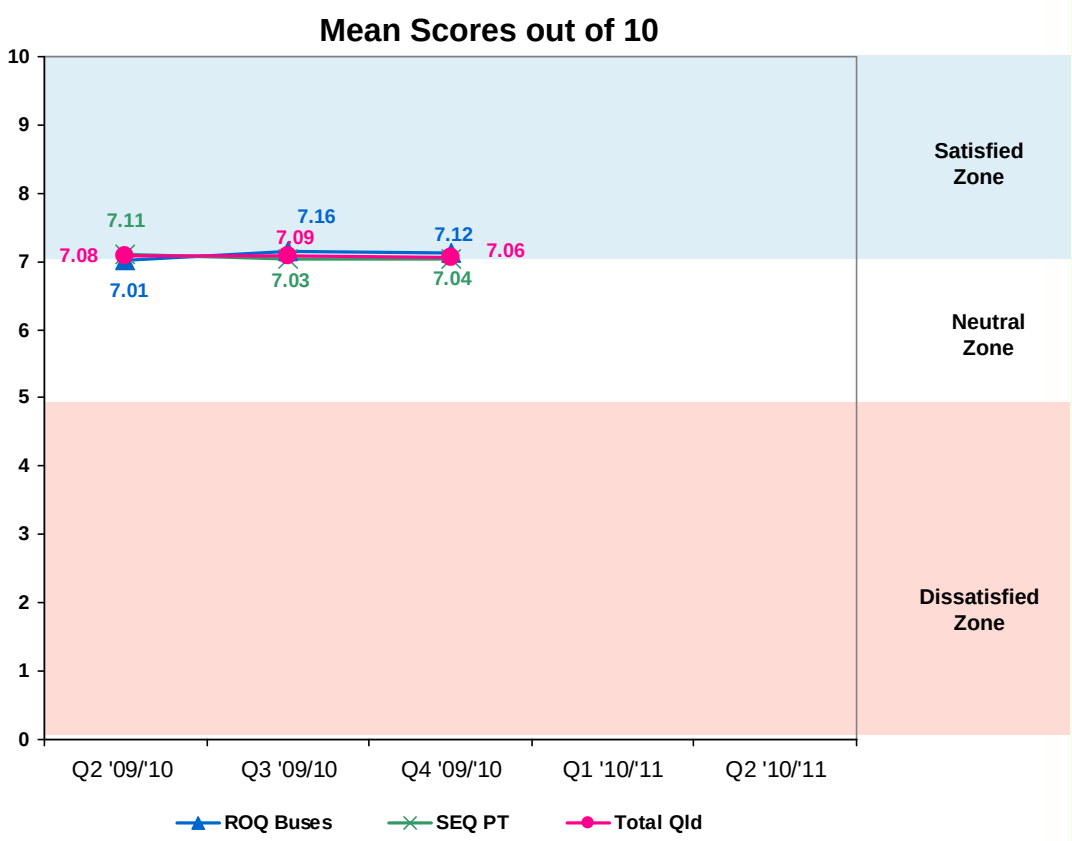
Information

Ease of understanding timetables

Very easy to understand



Extremely difficult to understand

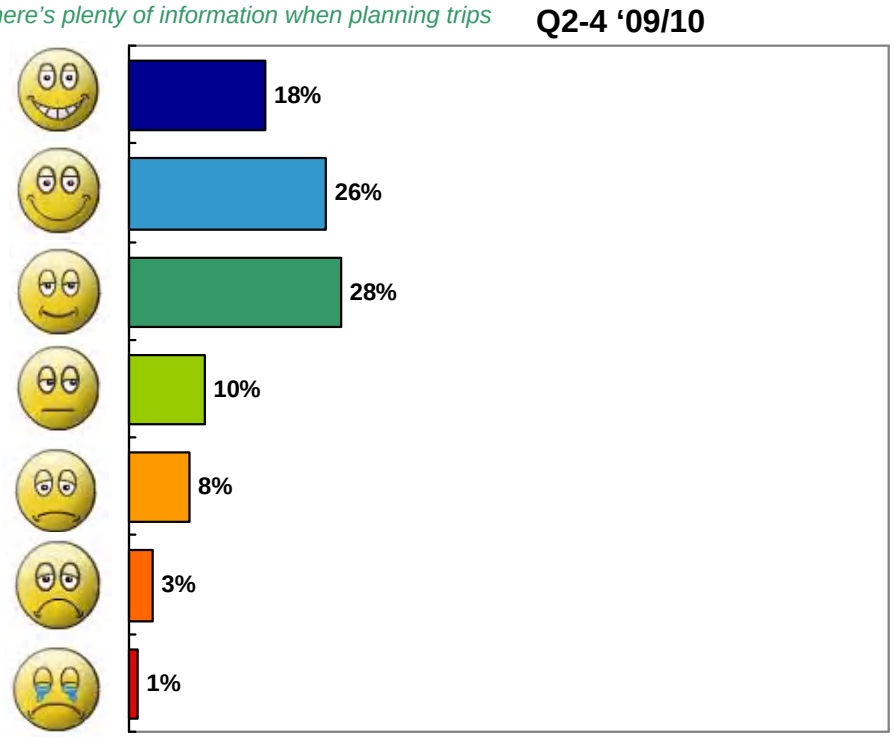


Q30 (15). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Ease of understanding timetables.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

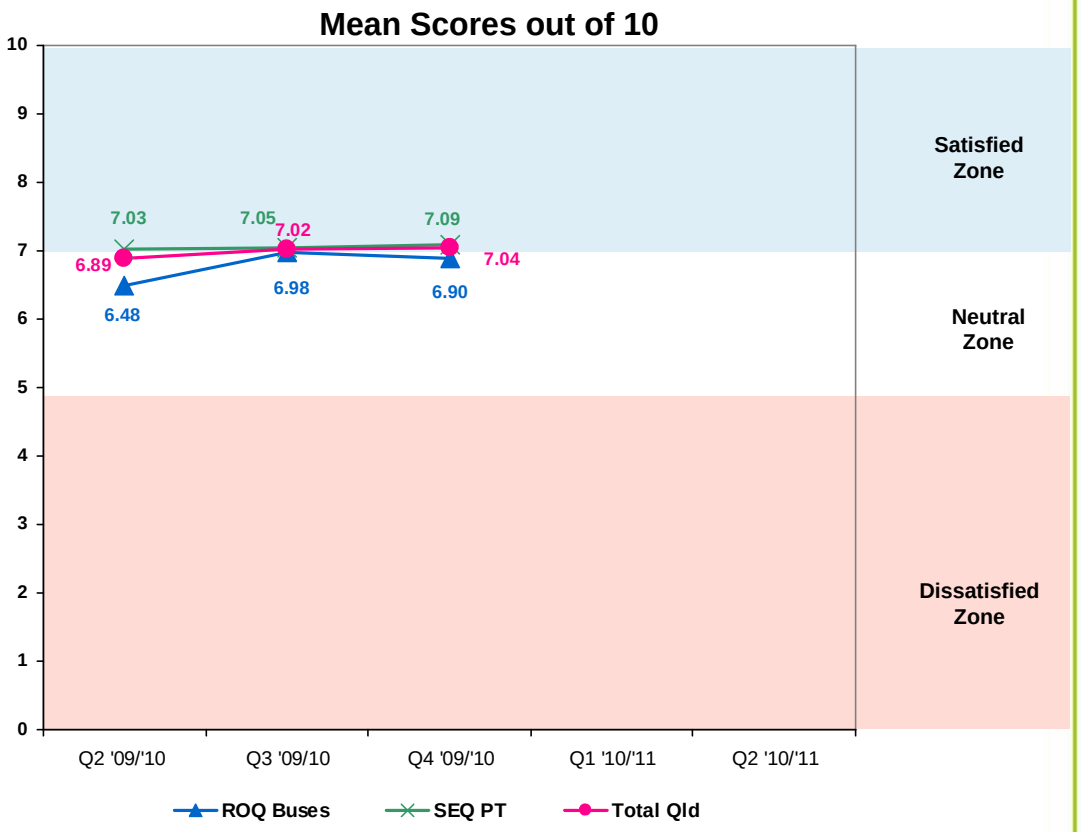
Information

Availability of information when planning trip

There's plenty of information when planning trips



I can never find information when planning trips



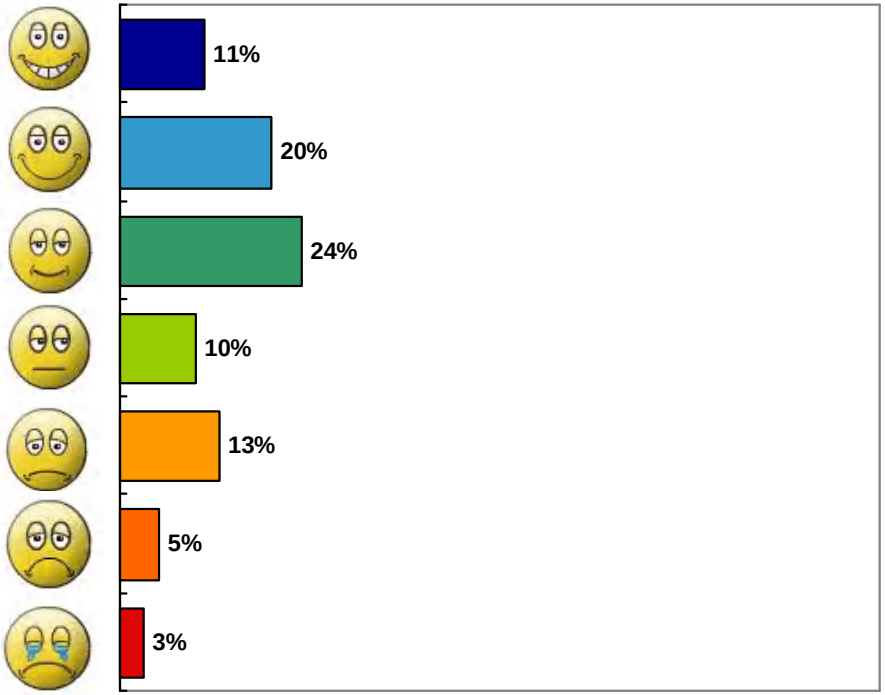
Q30 (11). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Availability of information when planning trip.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Information

Availability of information when changing services

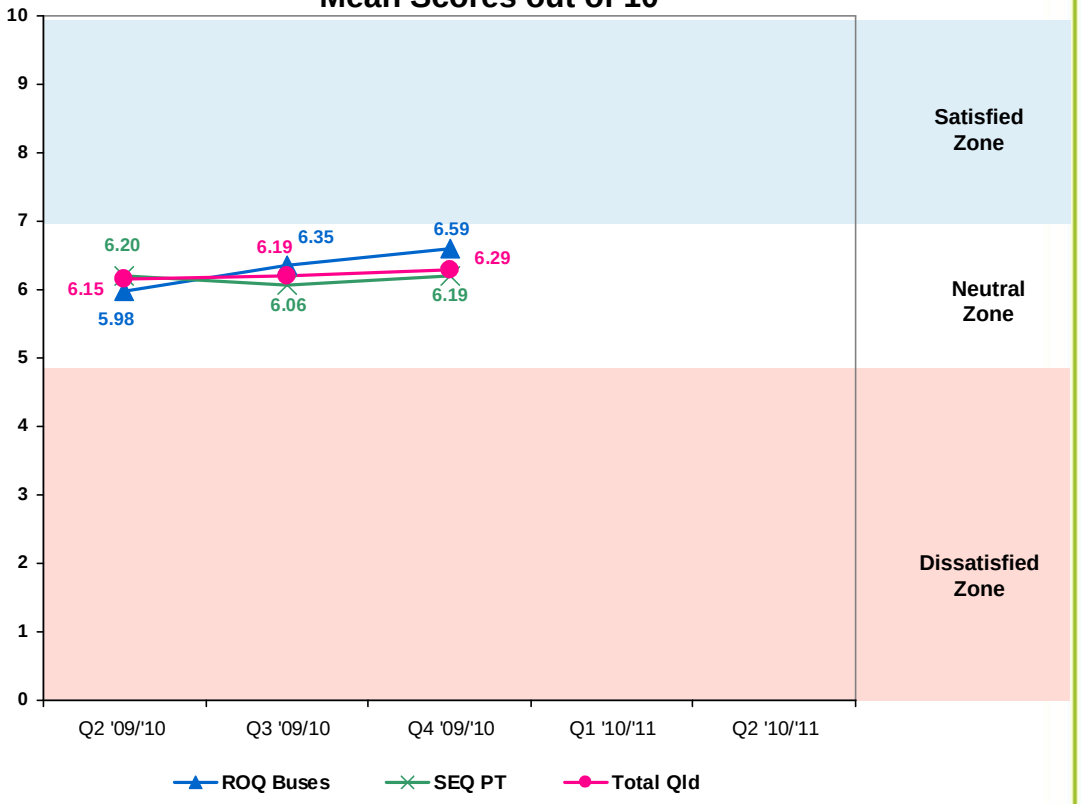
There's plenty of information about changing services

Q2-4 '09/10



I can never find information about changing services

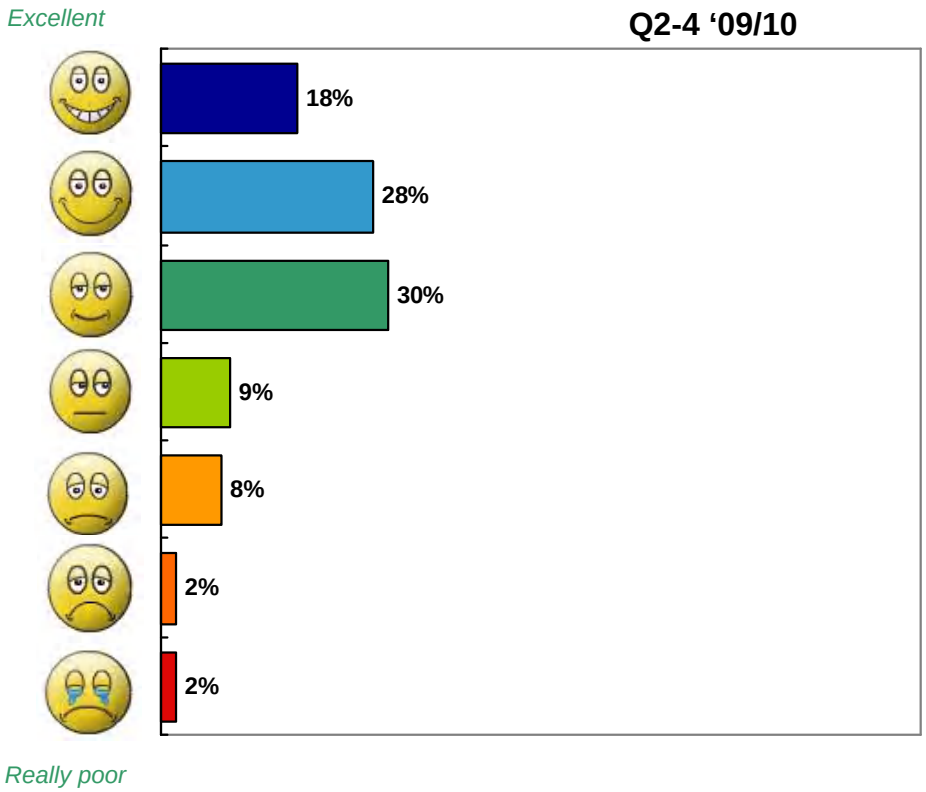
Mean Scores out of 10

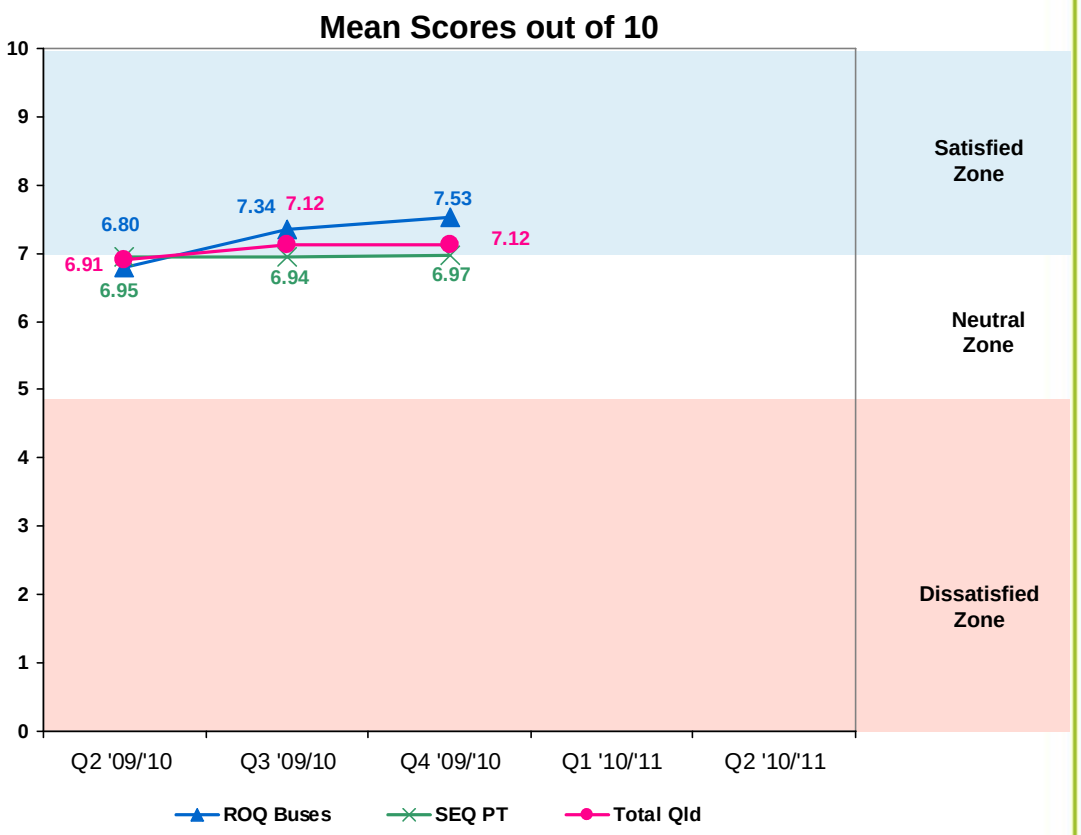


Q30 (12). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Availability of information when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

Information

Accuracy of information

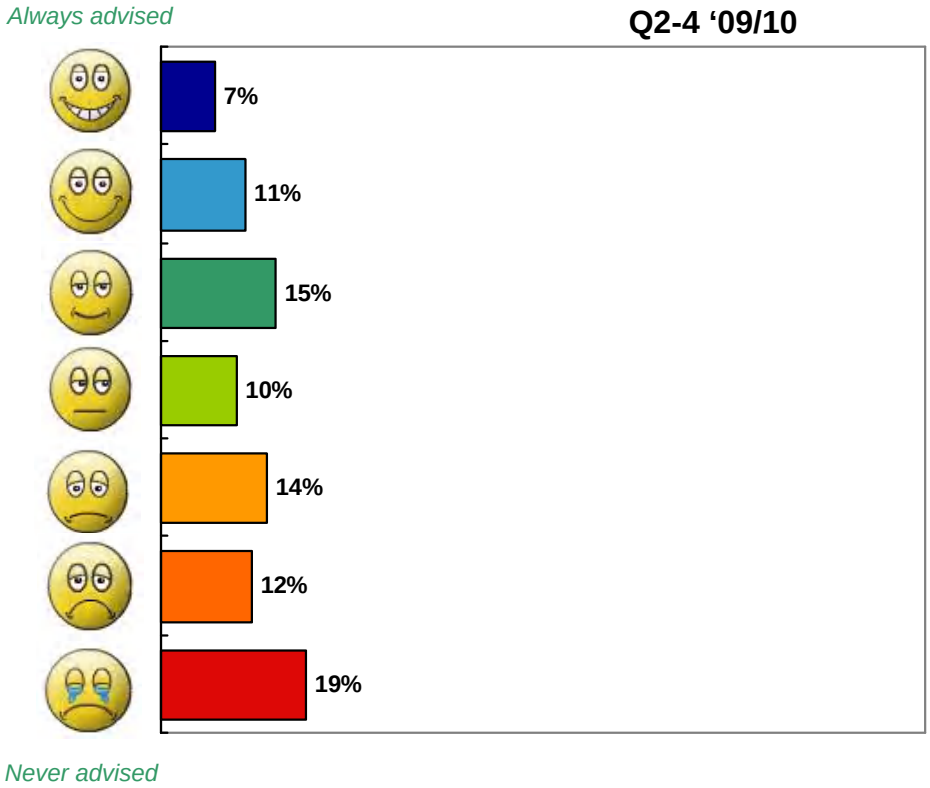


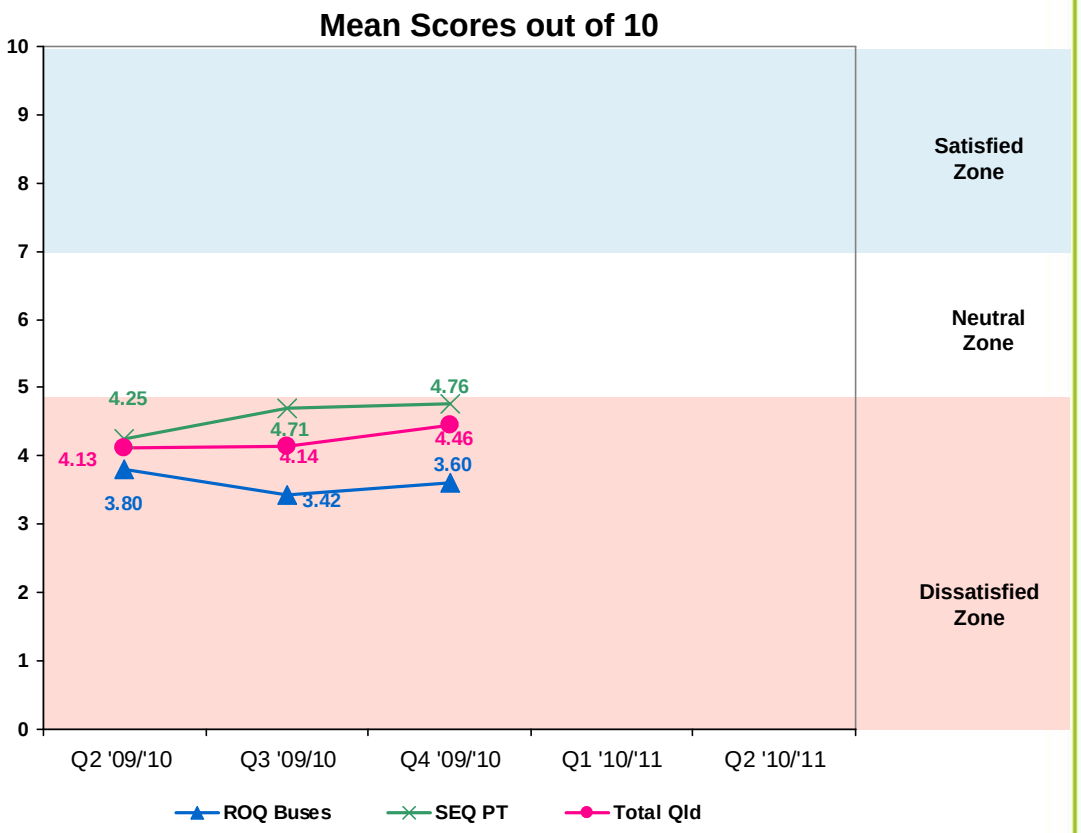


Q30 (8). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Accuracy of information about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

Information

Advised if late/cancelled



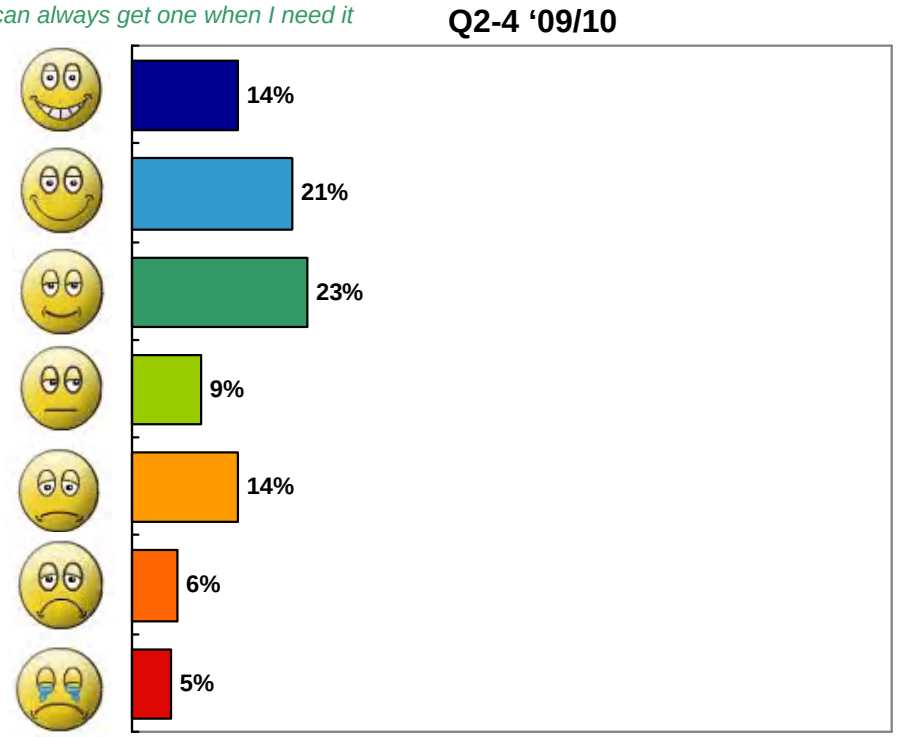


Q30 (18). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Advised if <MODE> late/cancelled.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

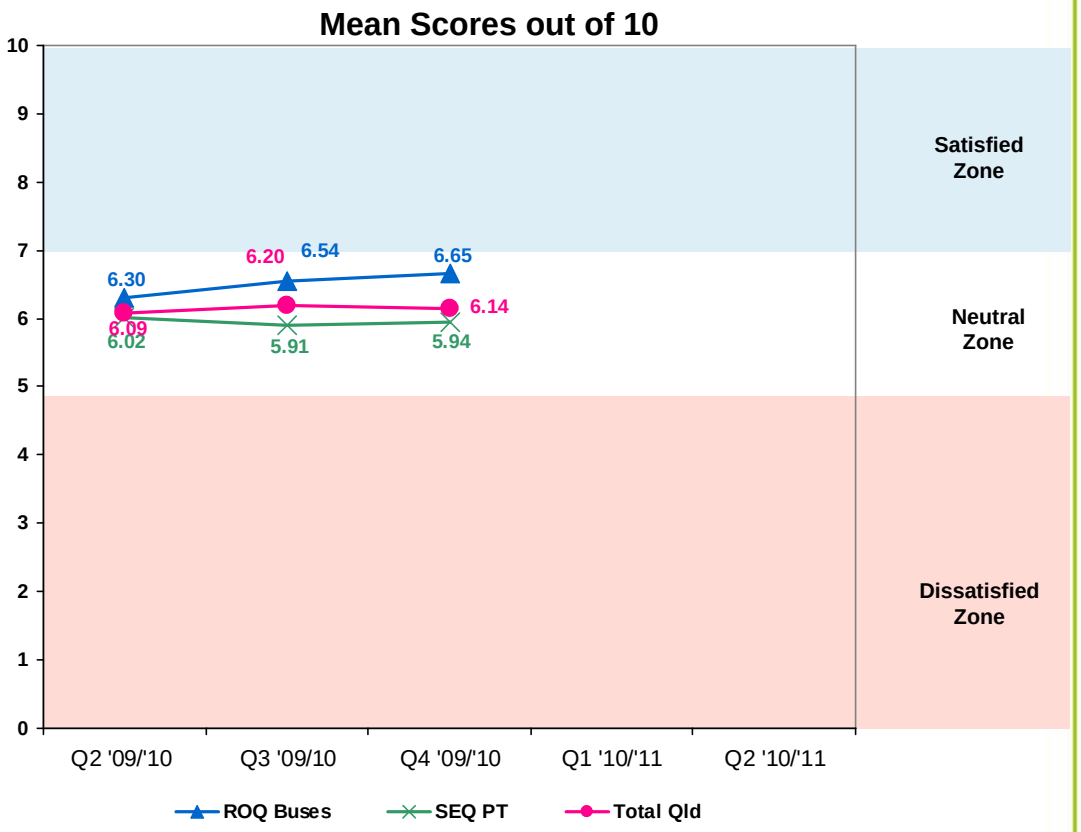
Information

Availability of paper timetables

I can always get one when I need it



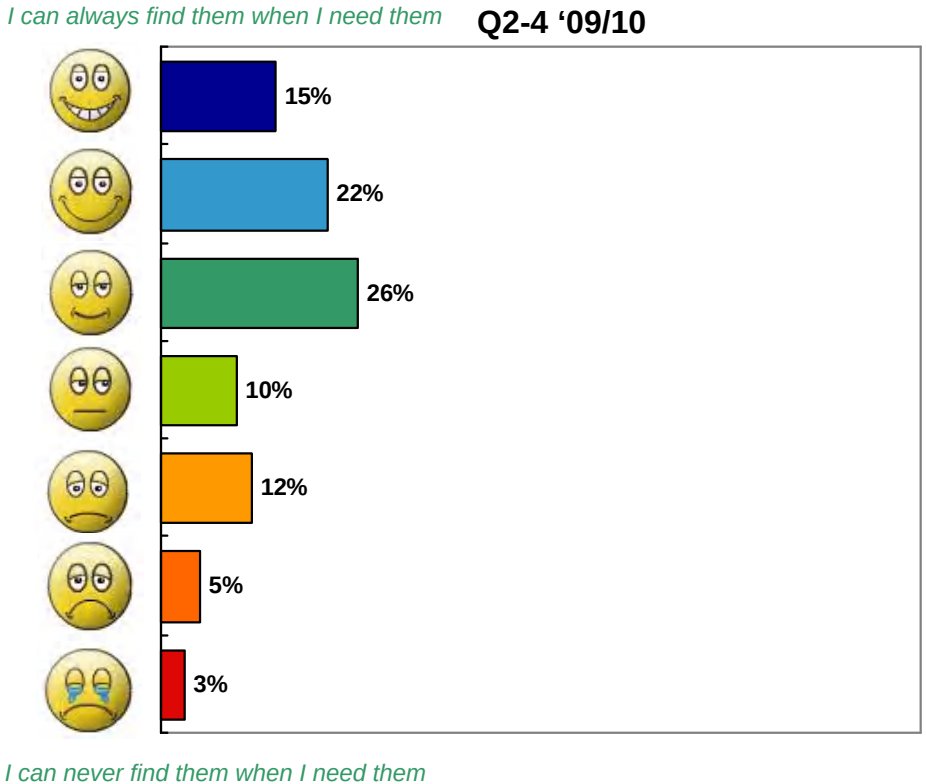
I can never get one when I need it

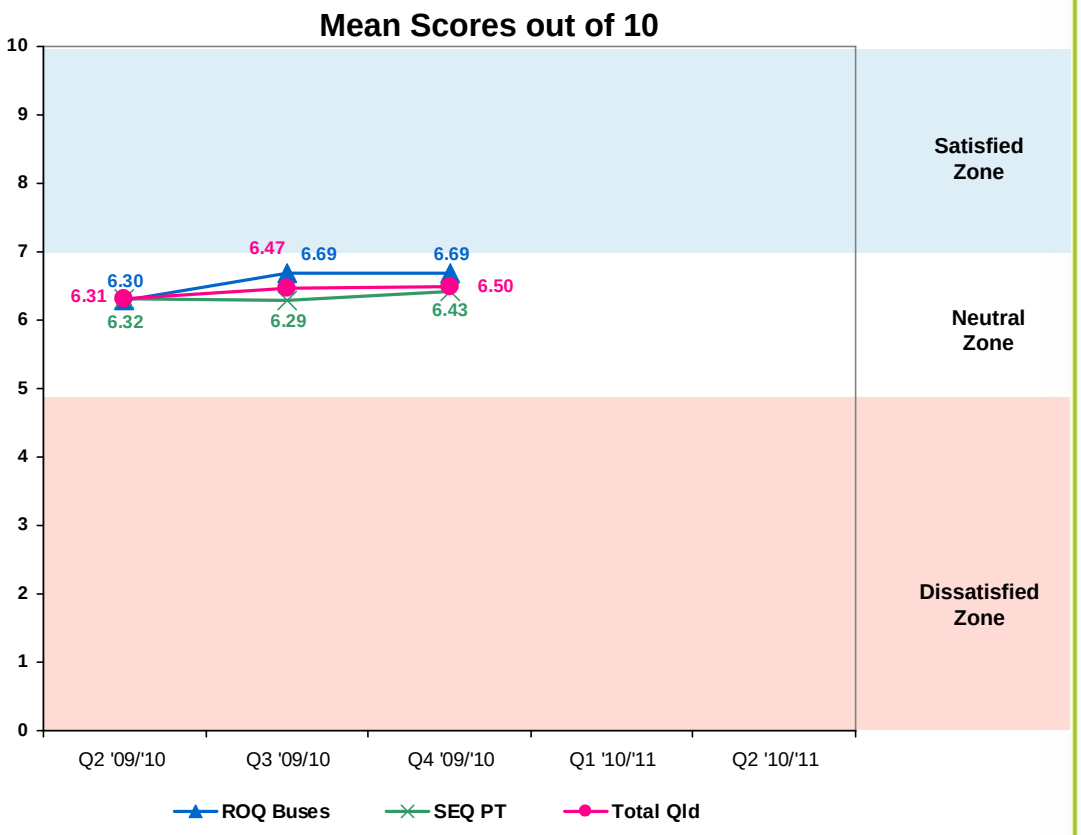


Q30 (14). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Availability of paper timetables.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Information

Availability of maps with route details



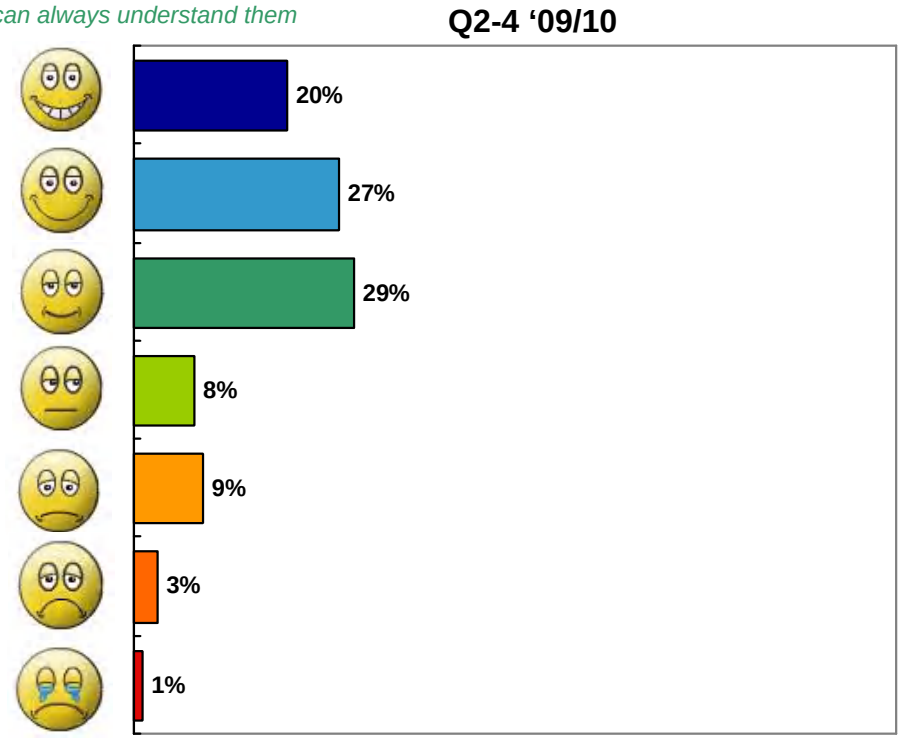


Q30 (9). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Availability of maps with route details.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

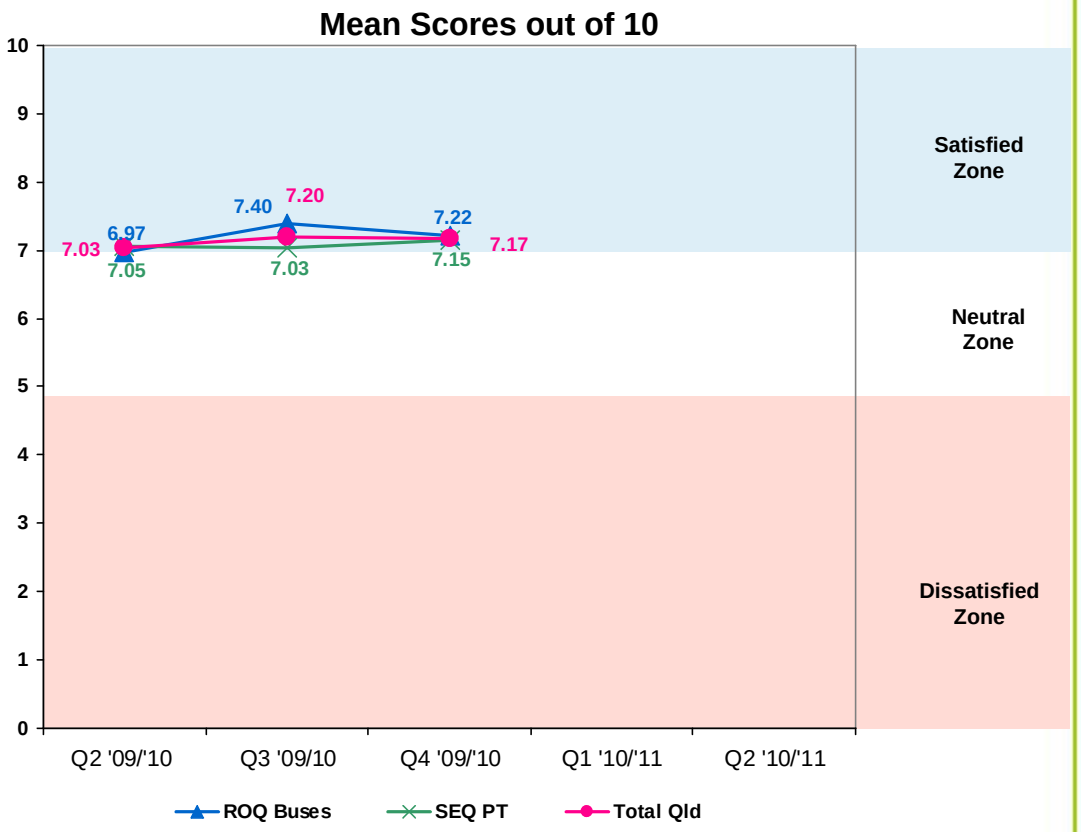
Information

Ease of understanding maps with route details

I can always understand them



I can never understand them

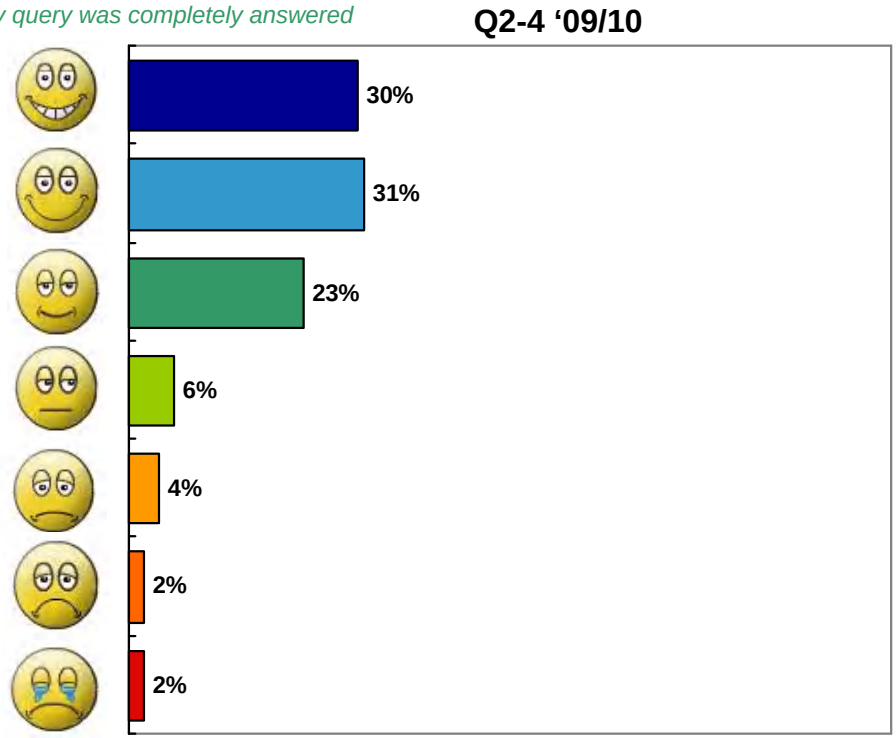


Q30 (10). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Ease of understanding maps with route details.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

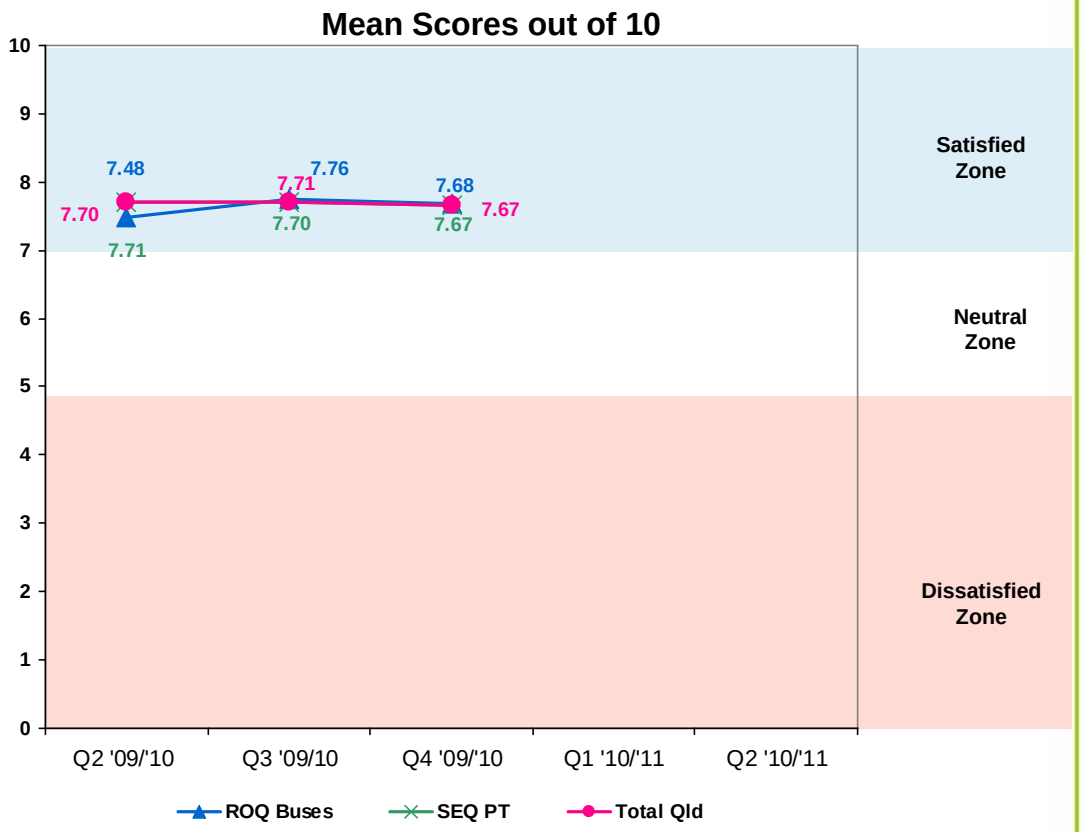
Information

Ease of finding information required on website

My query was completely answered



My query wasn't answered at all

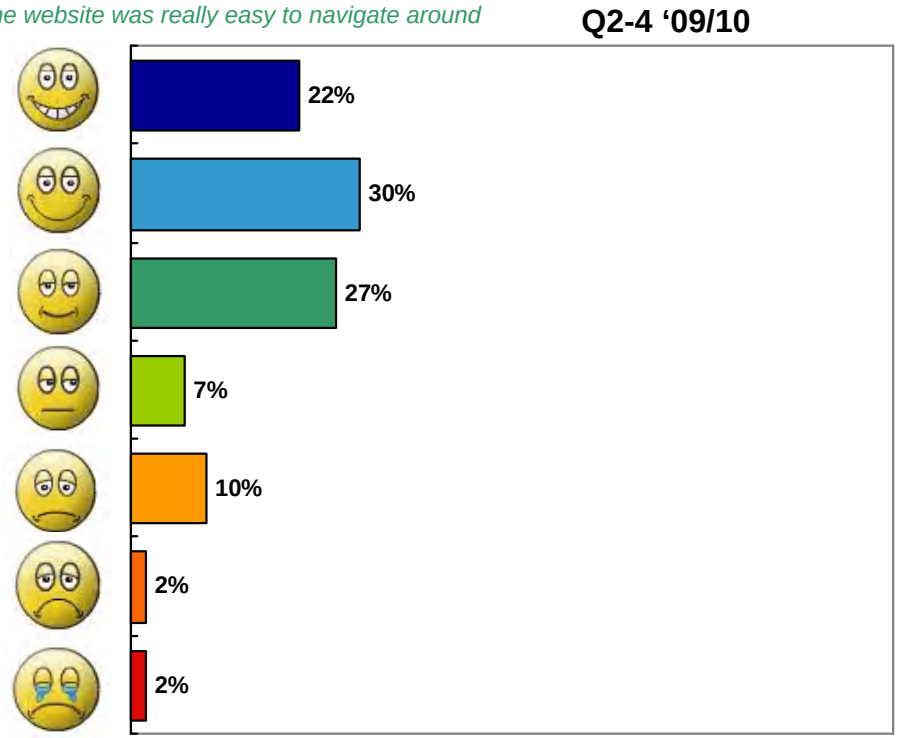


Q34 (1). Thinking about this last visit to the website and whether it answered your query, or reason for visiting the website, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Base: Qtr 2-43 '09/'10 Total who have visited website in last 12 months n=3295; Total SEQ interviews n=3071; Total ROQ interviews n=224
Single response, prompted

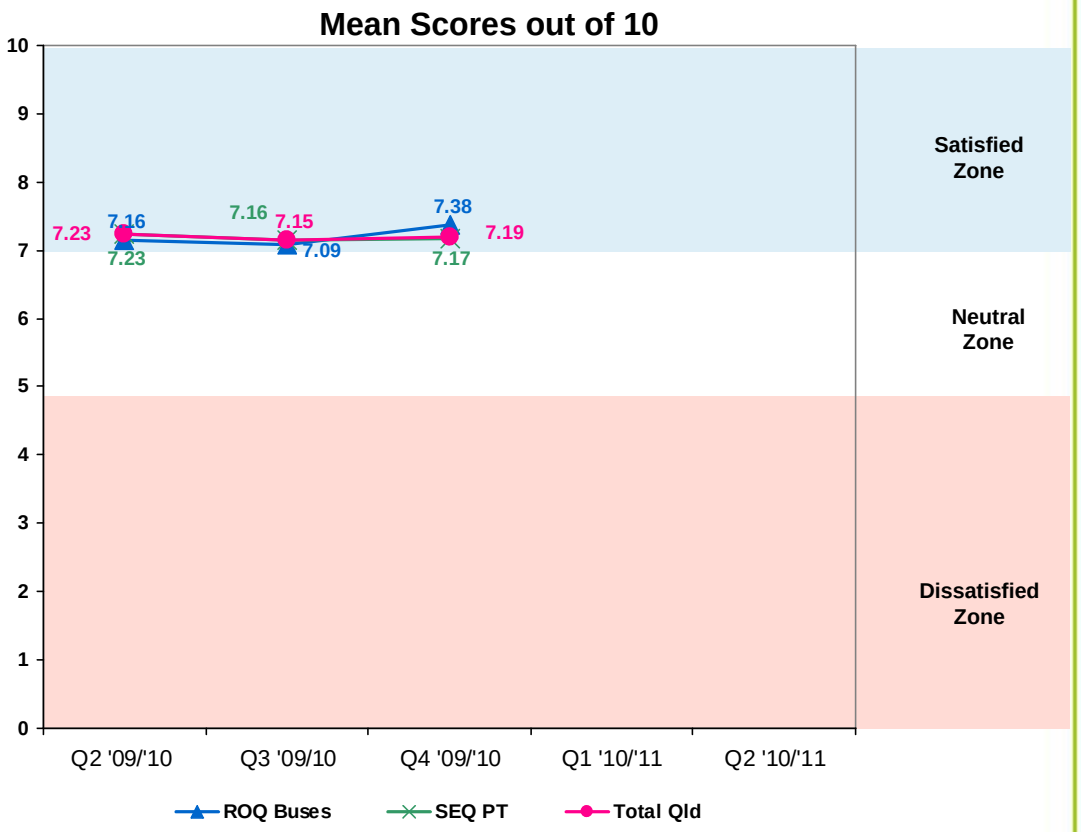
Information

Ease of navigating website

The website was really easy to navigate around



The website was extremely difficult to navigate around

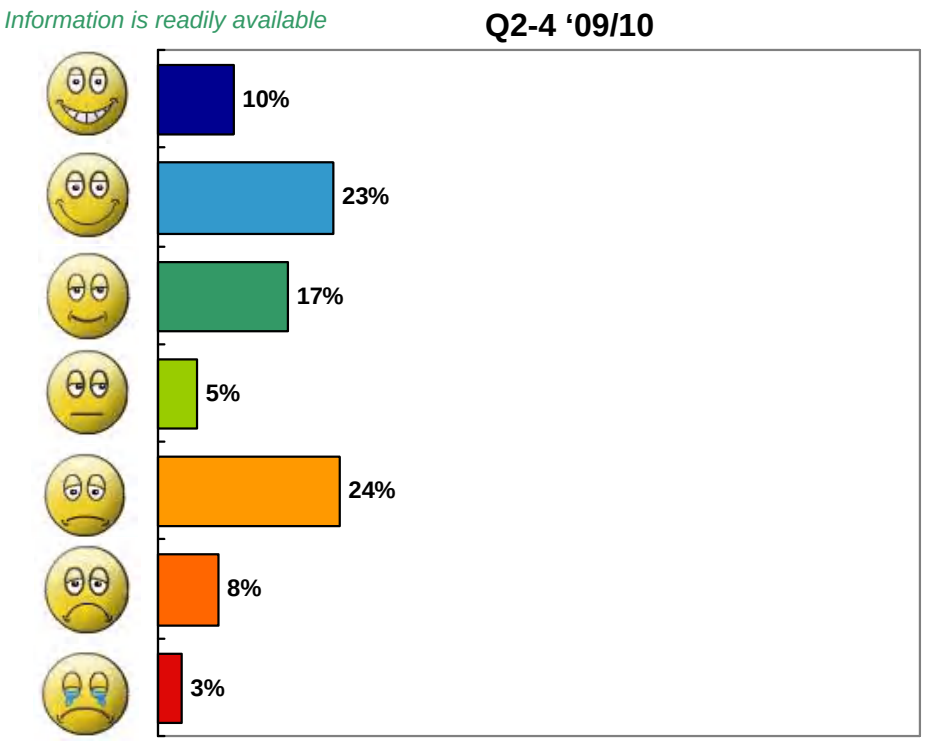


Q34 (2). Thinking about this last visit to the website and whether it answered your query, or reason for visiting the website, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Base: Qtr 2-43 '09/'10 Total who have visited website in last 12 months n=3295; Total SEQ interviews n=3071; Total ROQ interviews n=224
Single response, prompted

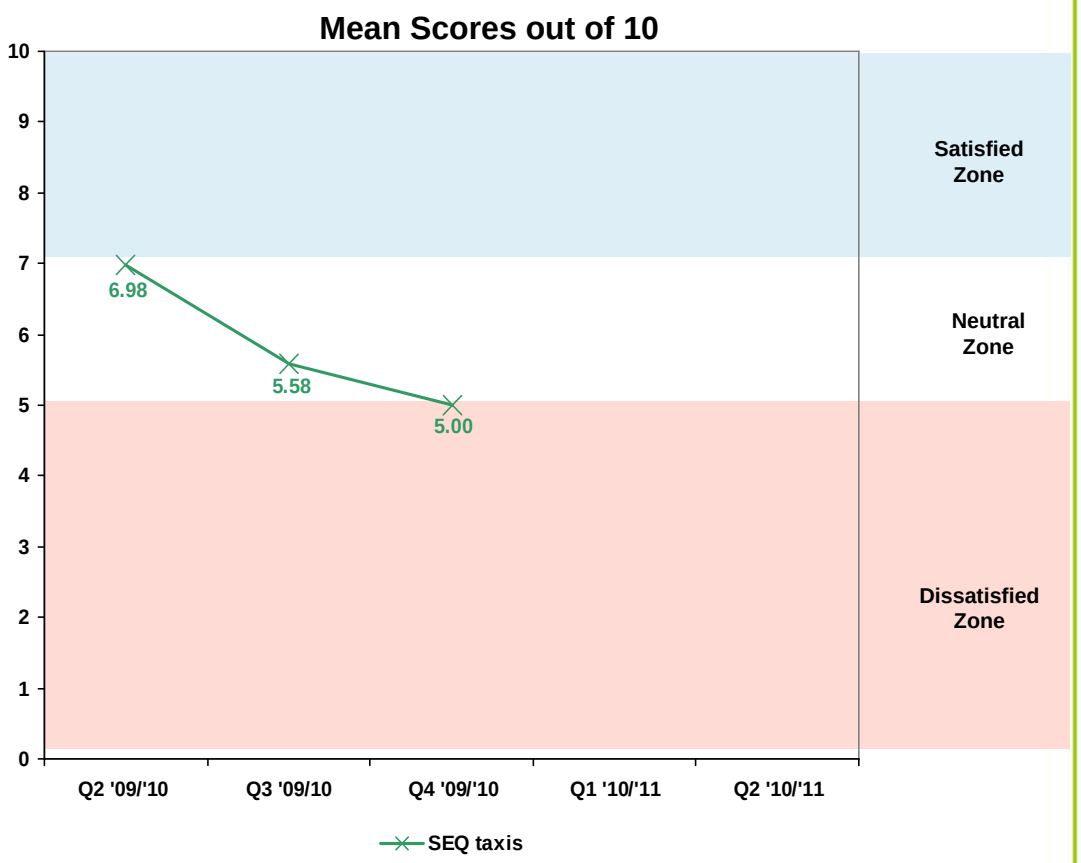
Information

Information available on taxi fares and services

Information is readily available



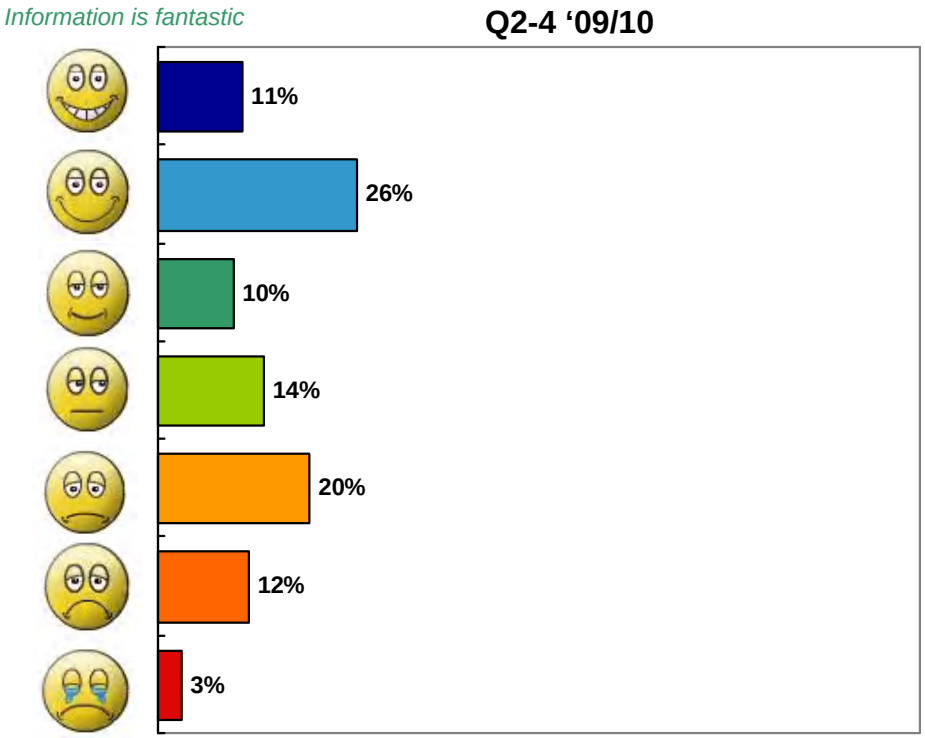
Information is hardly available

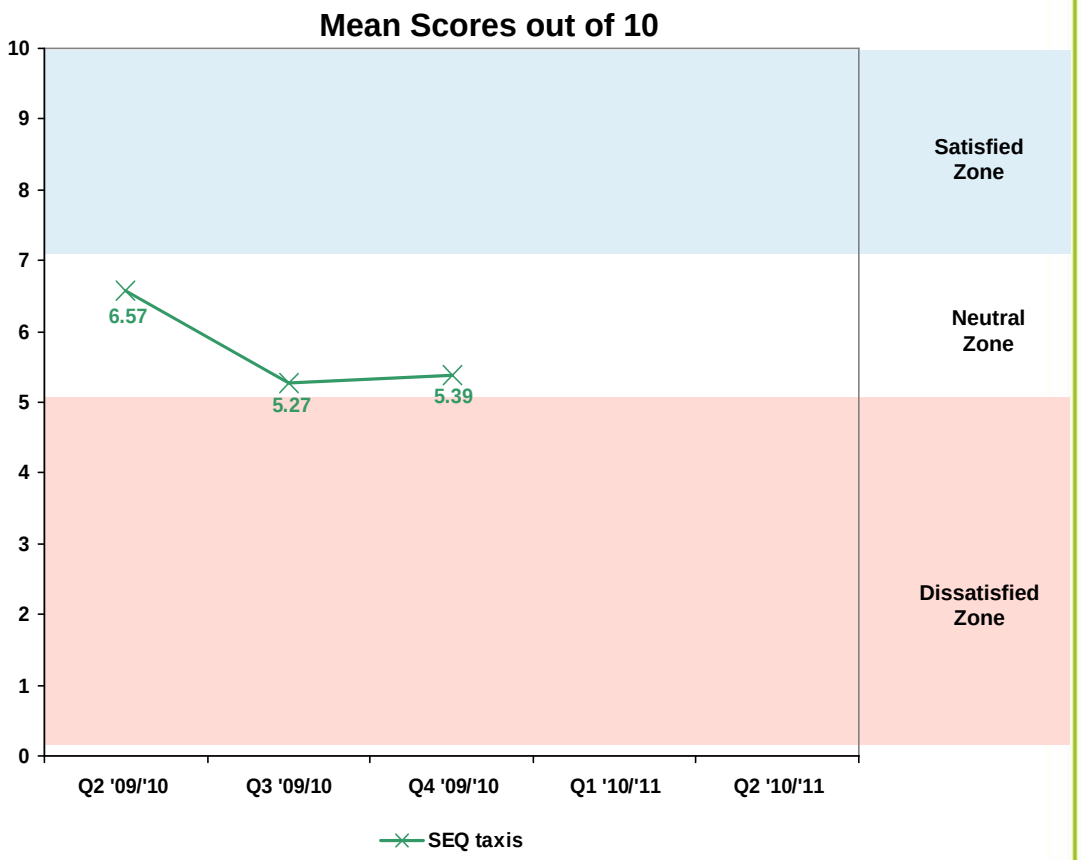


Q30 (38). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Information available on taxi fares and services.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

Information

Information in taxi about conditions, fares, passenger rights



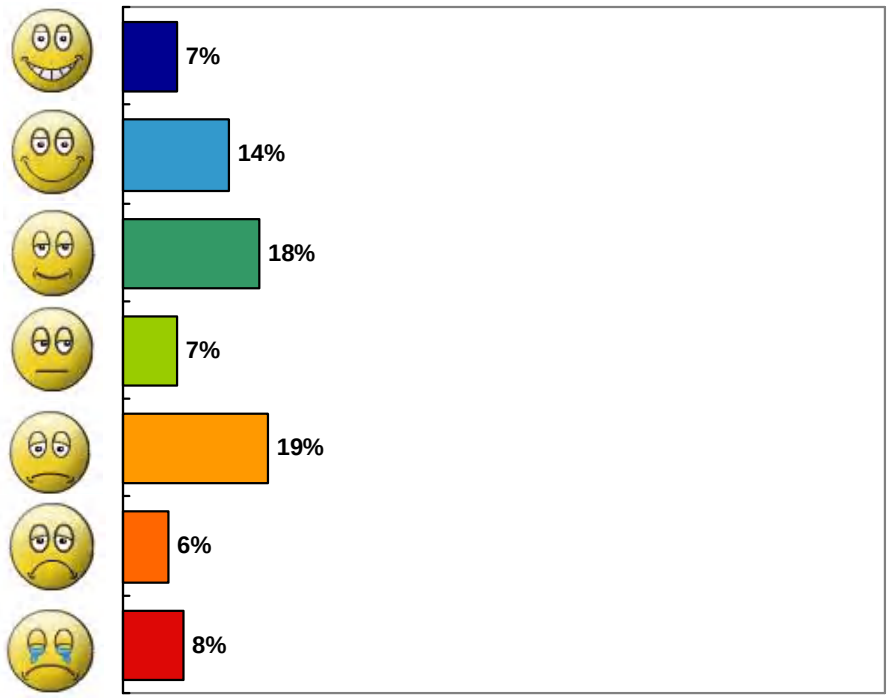


Q30 (39). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Information in taxi about conditions,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

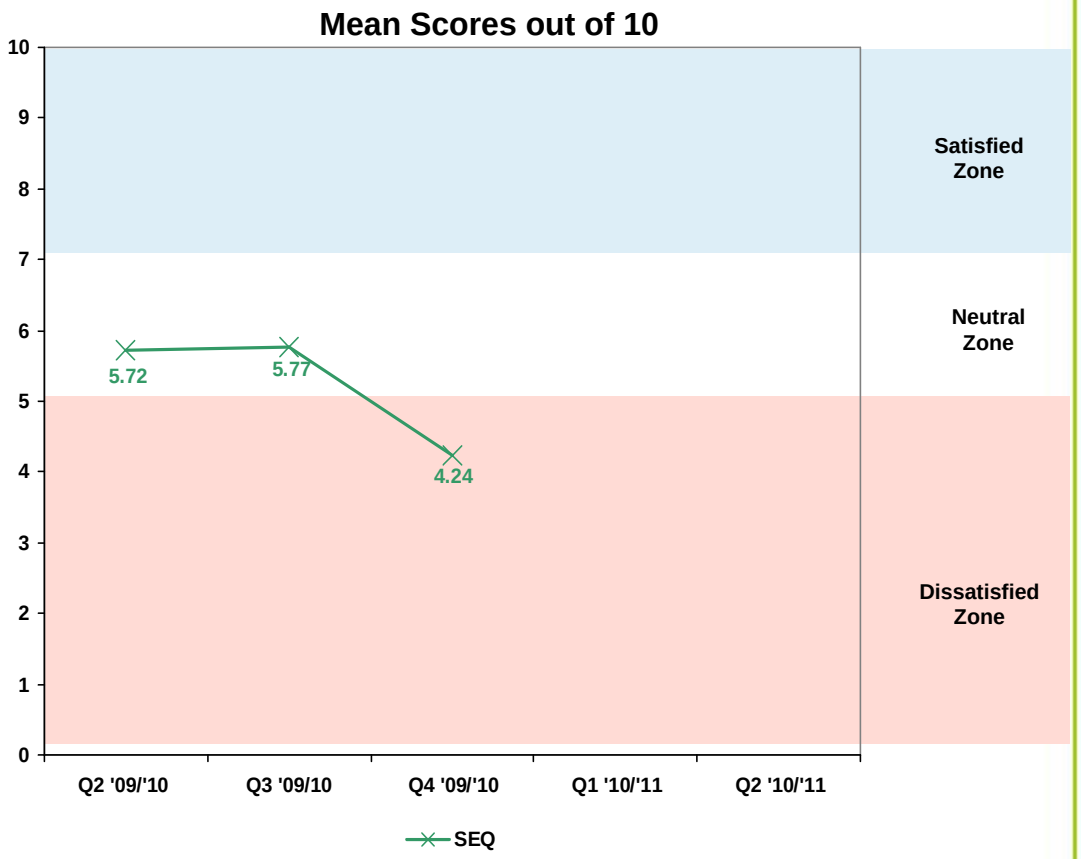
Information

Method of handling customer complaints

Handled in a very professional manner



Handled very poorly

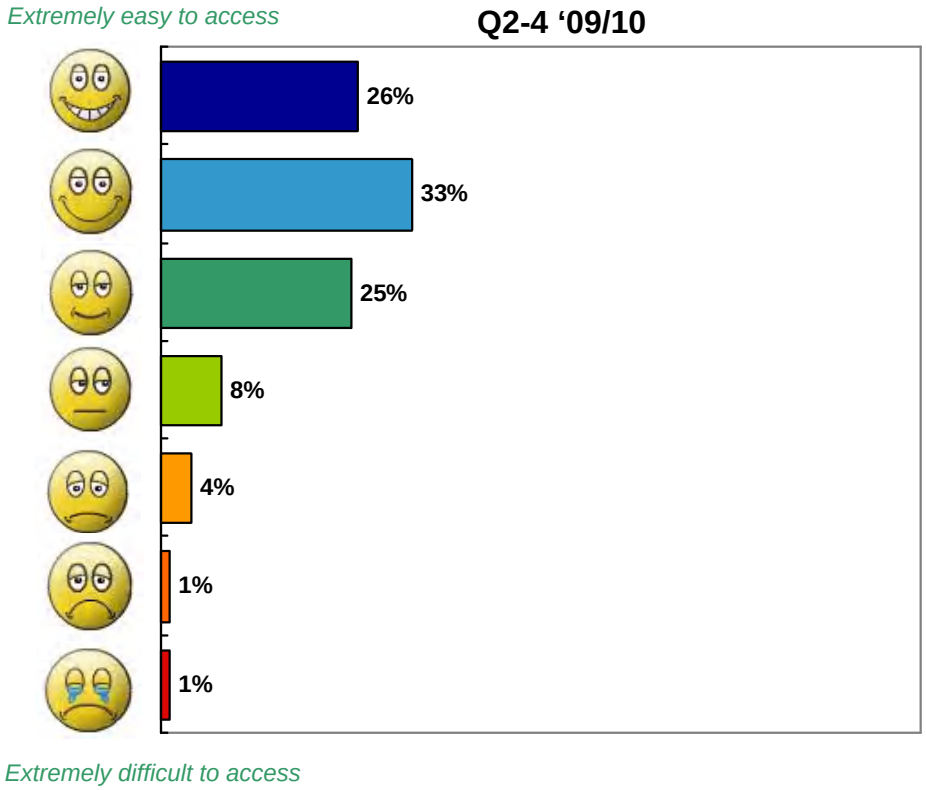


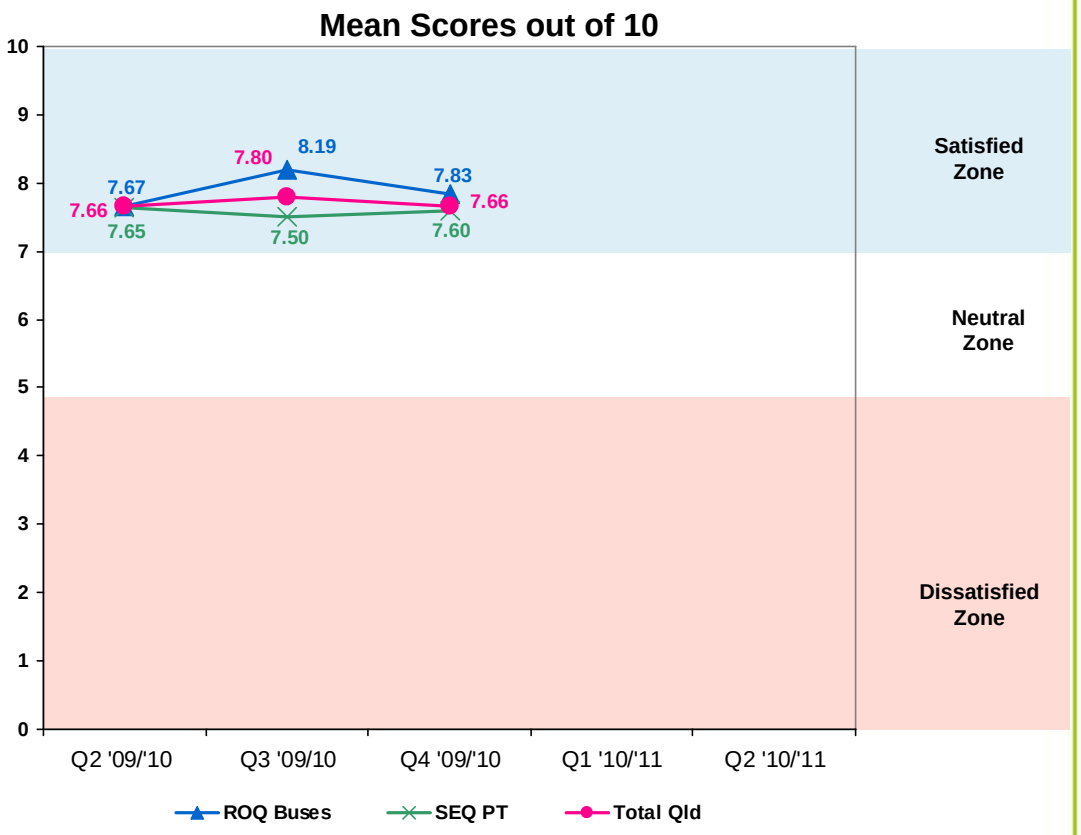
Q30 (40). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the Pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Method of handling customer complaints.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

Accessibility

Accessibility

Accessibility of the stop

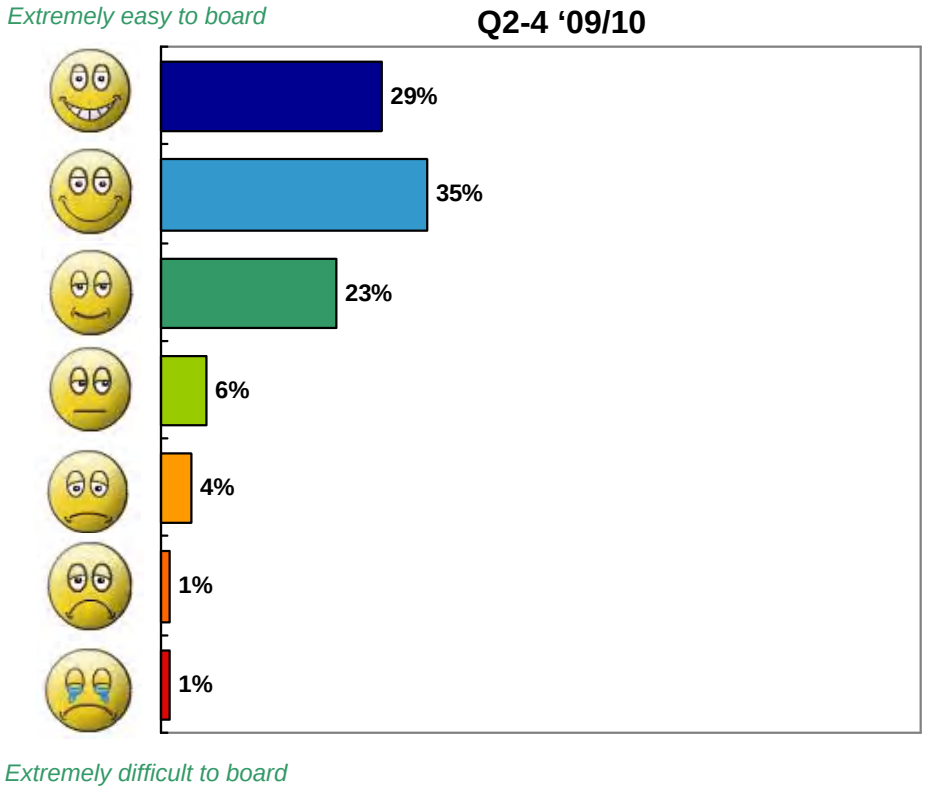


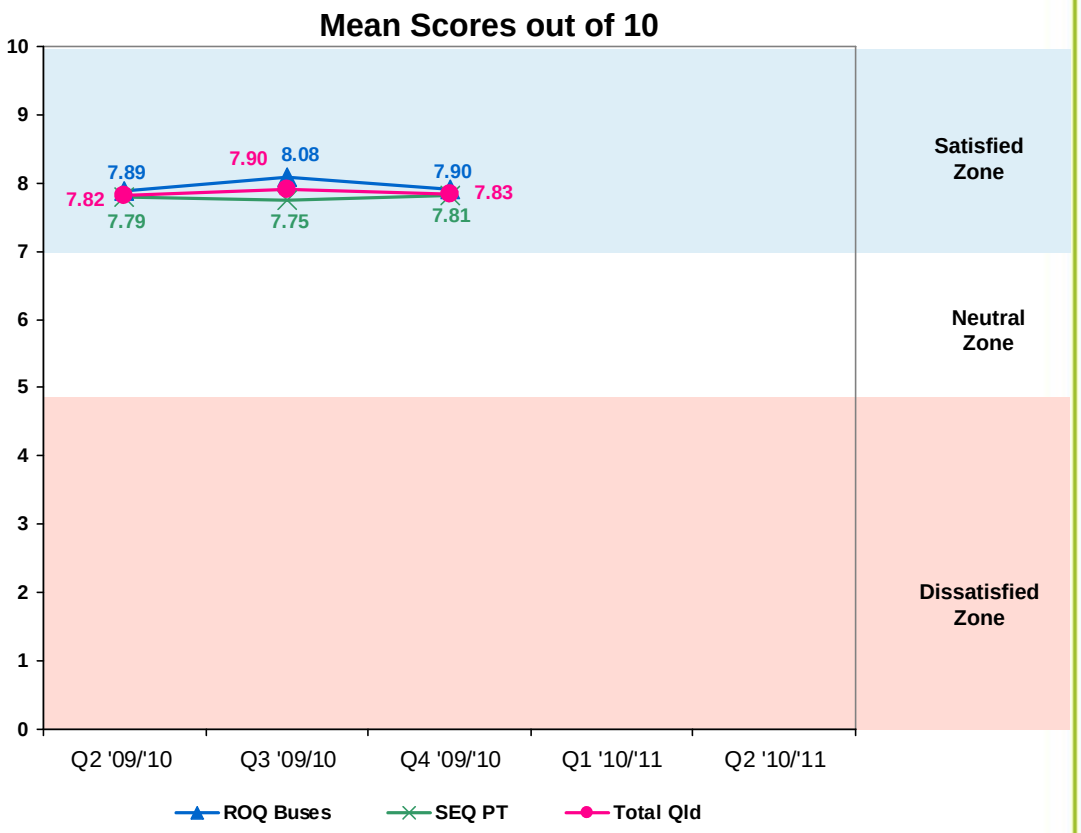


Q30 (1). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Accessibility of stop/platform/terminal.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

Accessibility

Accessibility of the vehicle



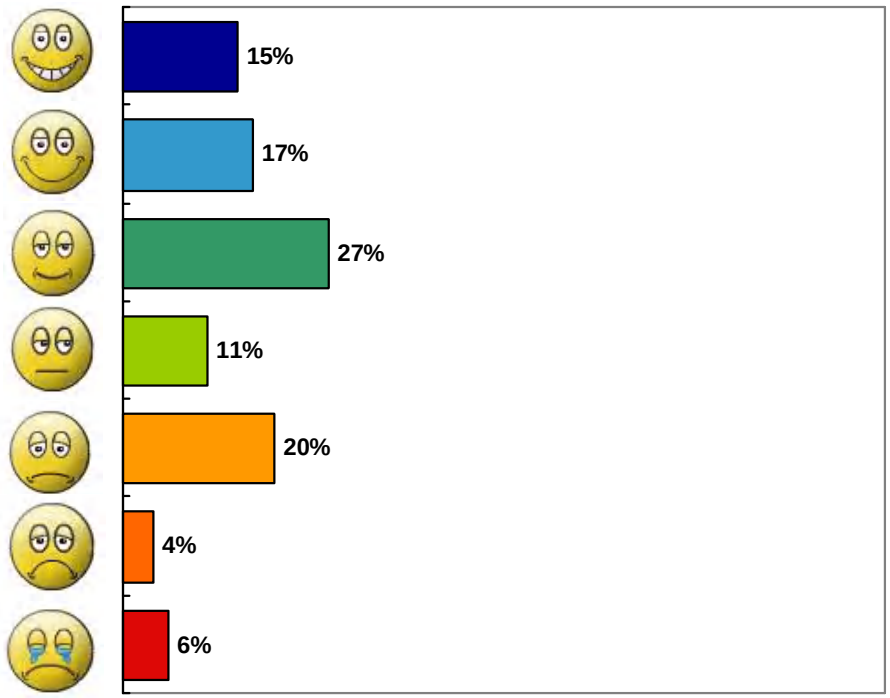


Q30 (2). Thinking about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Accessibility of <MODE>.
Base: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

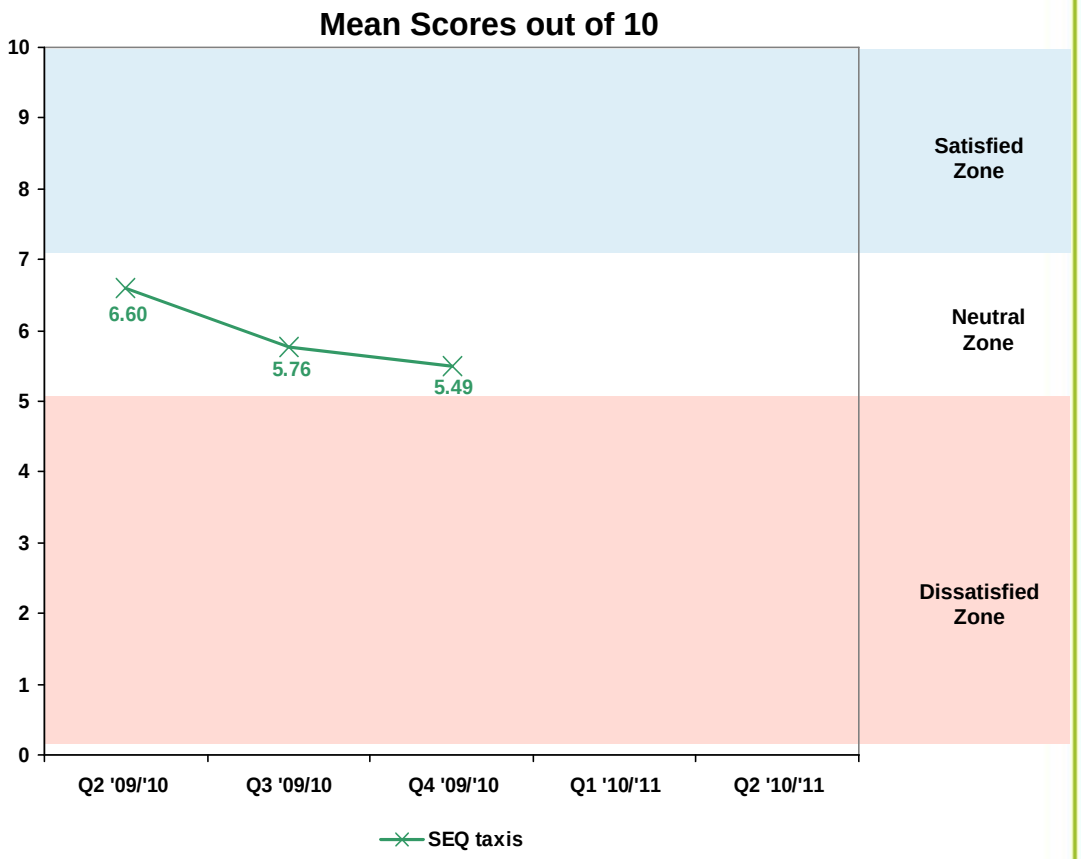
Accessibility

Ease of using taxi for those with mobility difficulties

Completely satisfied



Completely dissatisfied



Q9j. Thinking about your last trip using the taxi, please move the pointer to the place which indicates how satisfied you are with each of the following aspects from 'completely satisfied' to 'completely dissatisfied'. Accessibility, that is ease of using taxi for those with mobility difficulties.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

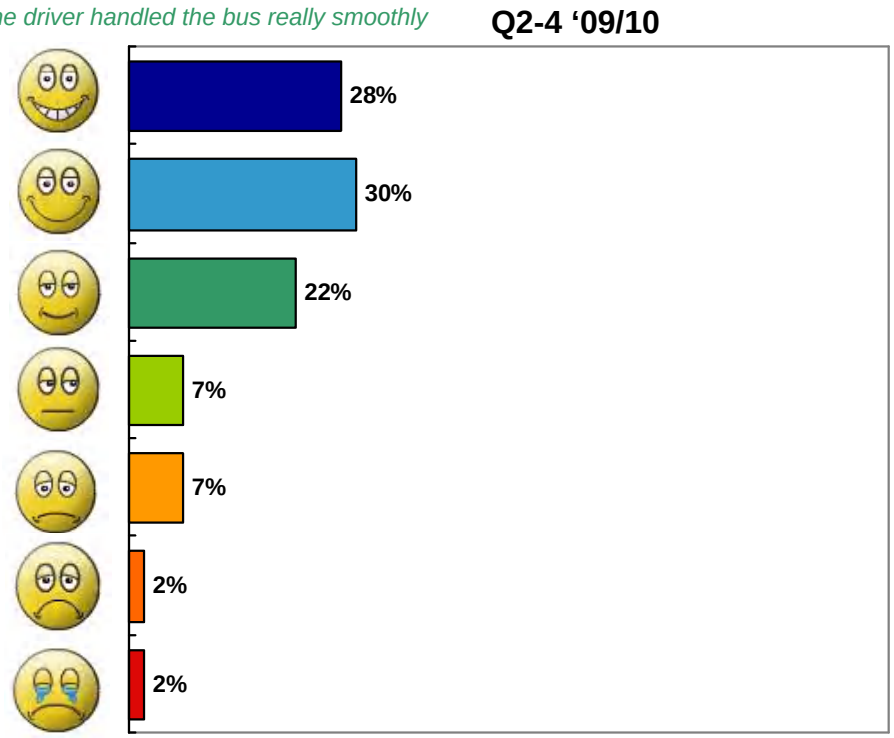
Queensland Government

Staff

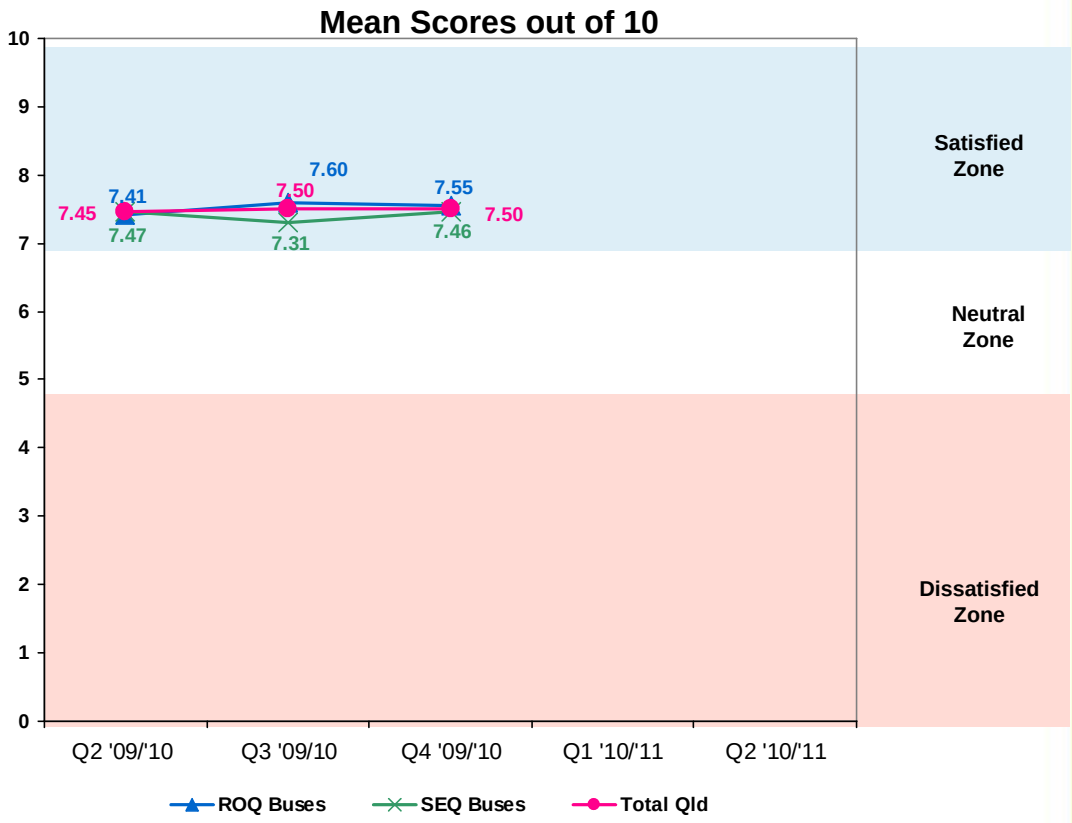
Staff (Bus Drivers)

Drivers' ability to handle bus

The driver handled the bus really smoothly



The driver was really rough with the bus

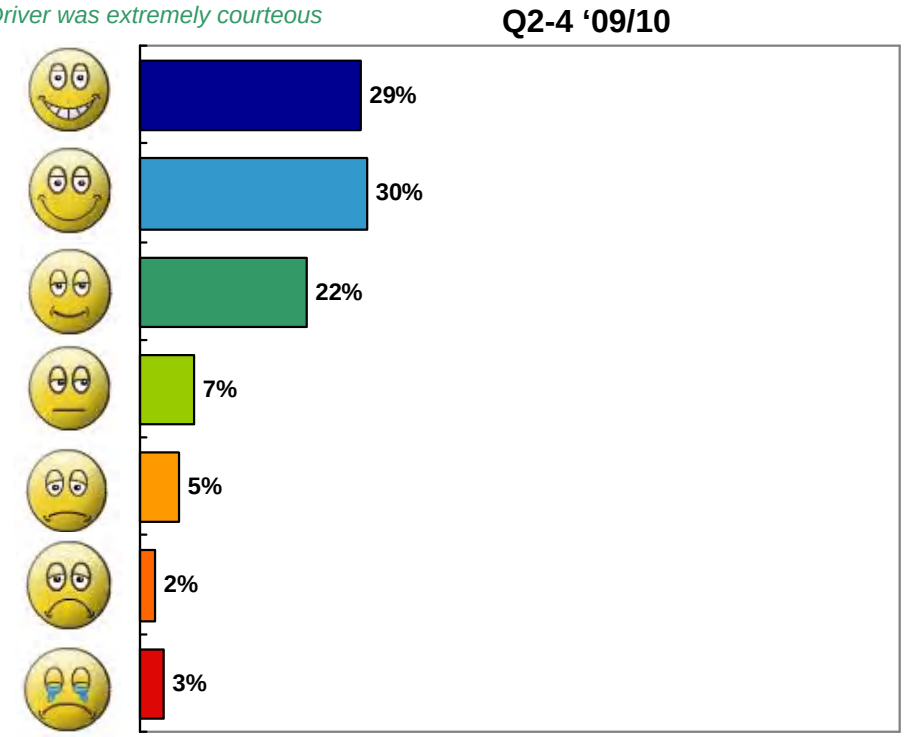


Q29 (26). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver's ability to handle the bus.
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ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

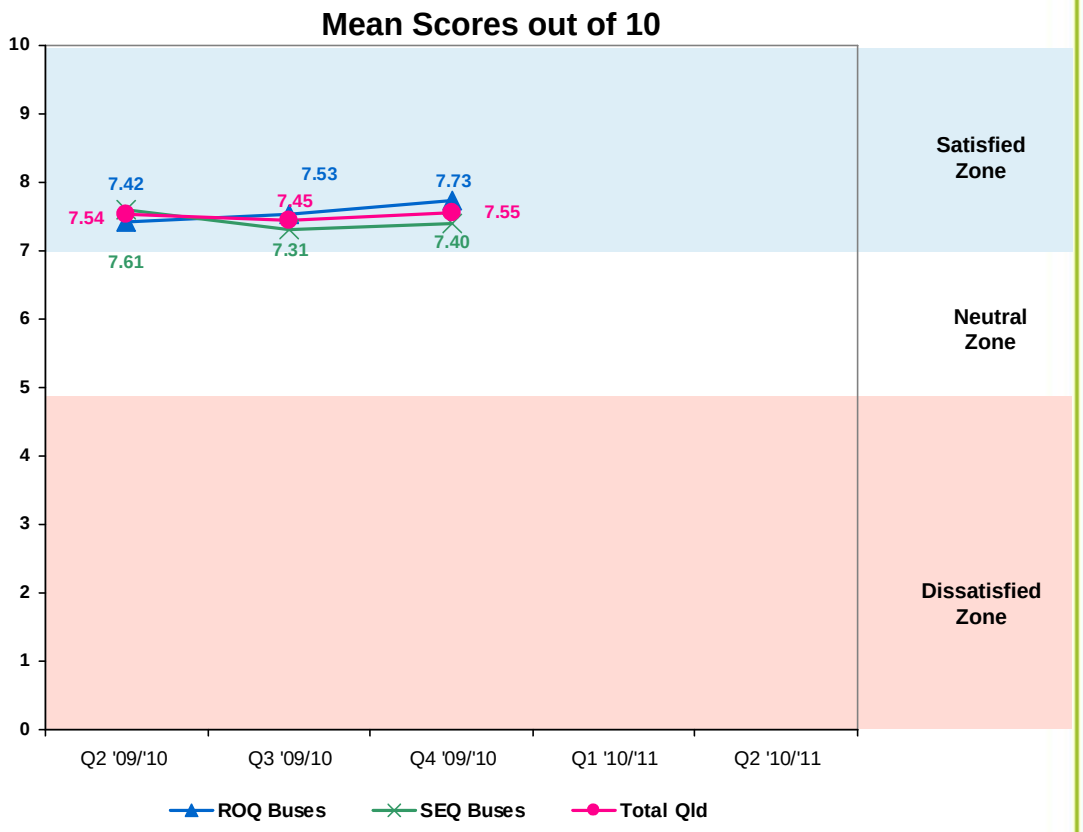
Staff (Bus Drivers)

Drivers' conduct – helpful / courteous

Driver was extremely courteous



Driver was really rude/unhelpful

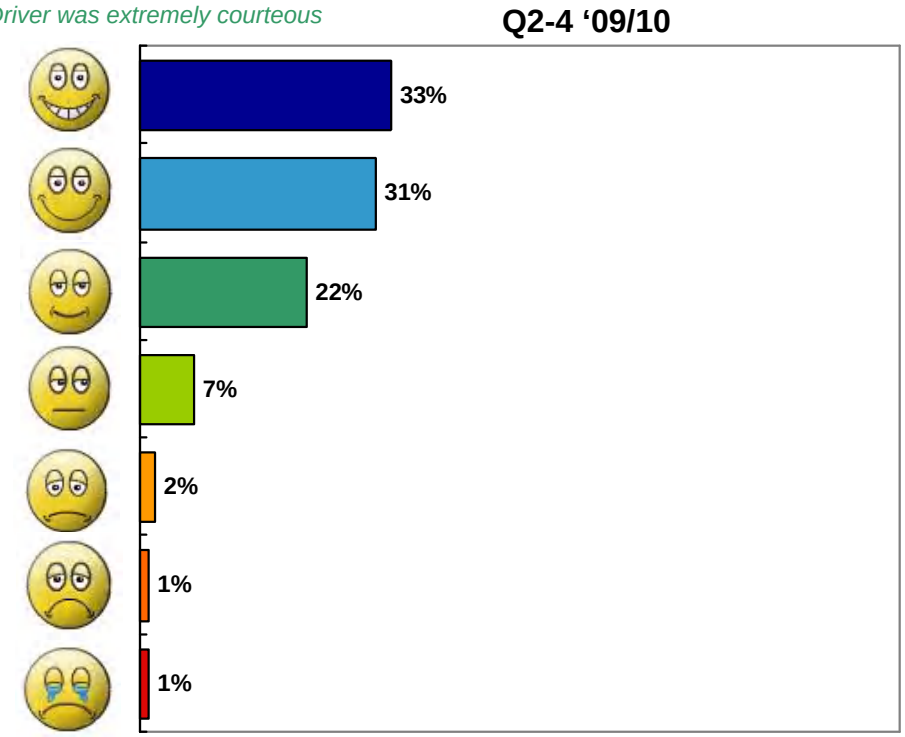


Q29 (27). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver's conduct.
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted

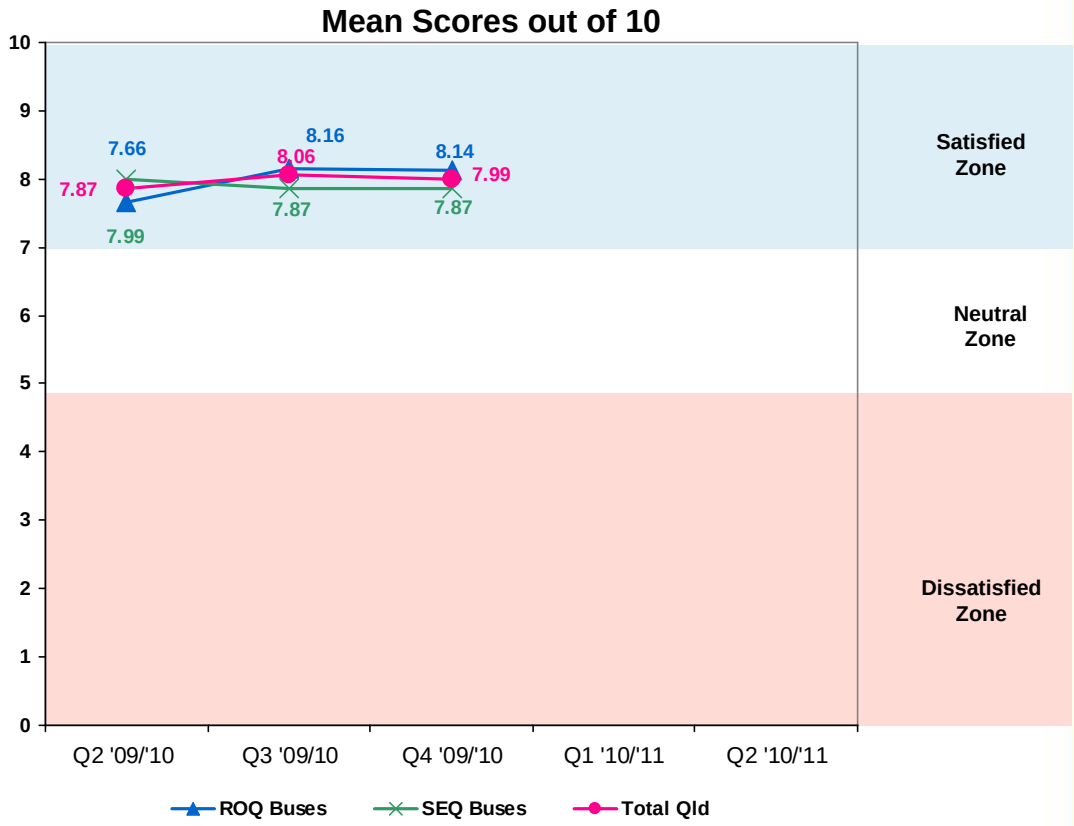
Staff (Bus Drivers)

Drivers' knowledge of routes / stops

Driver was extremely courteous



Driver was really rude/unhelpful

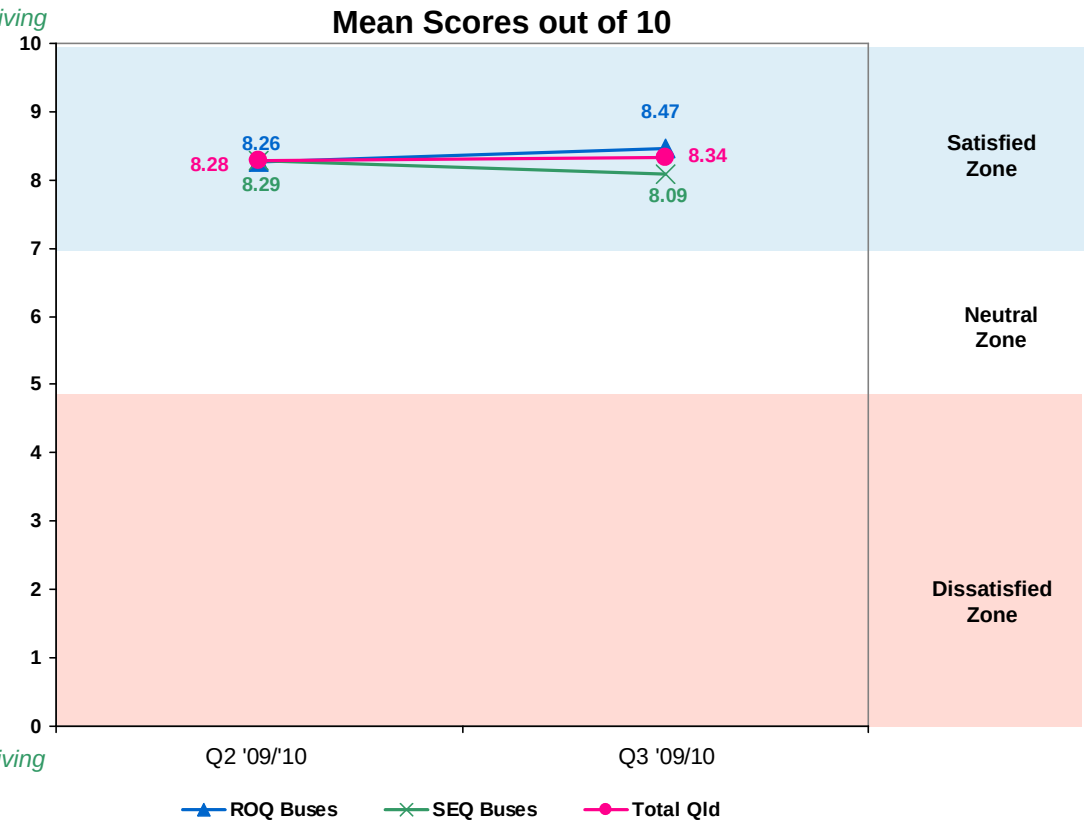


Q29 (28). Thinking about your last trip using the bus, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver's knowledge of routes and stops.
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted

Staff (Bus Drivers)

Drivers smoking or using mobile phones (Q2 & 3)

Drivers never smoke or use mobile phones when driving



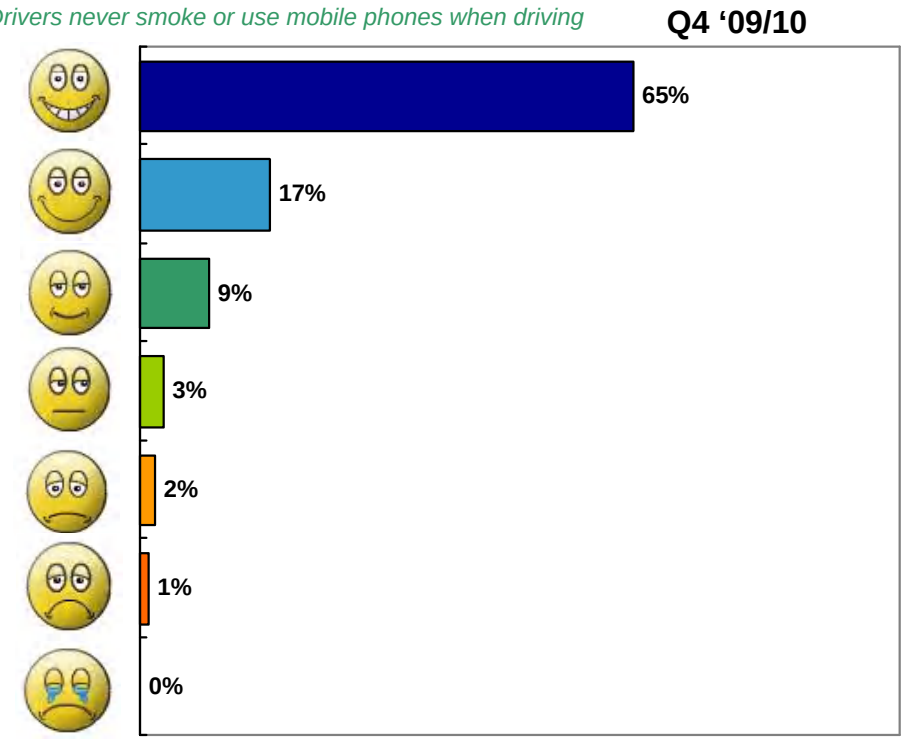
Drivers always smoke or use mobile phone when driving

Q30 (34). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers smoking or using mobile phones.
Base: Qtr 2-3 '09/'10 Total Bus interviews n=1583 Total SEQ bus interviews n=1156; Total ROQ Bus interviews n=427
Single response, prompted

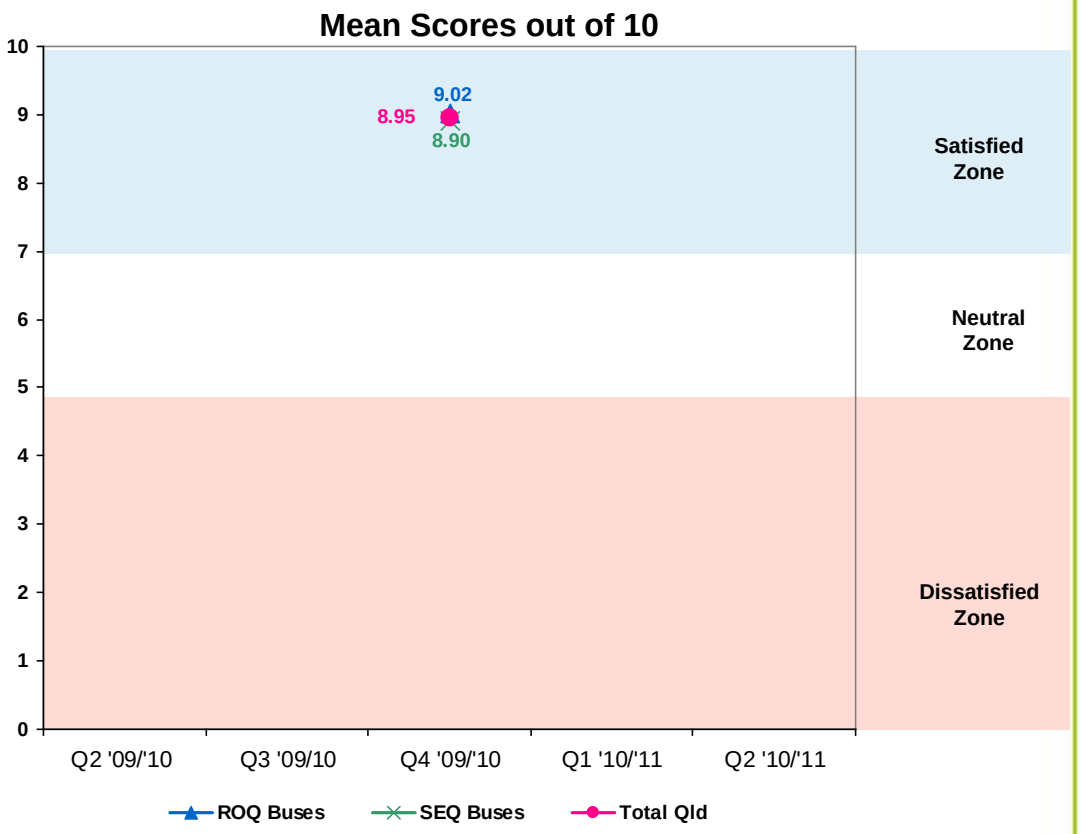
Staff (Bus Drivers)

Drivers smoking (Q4)

Drivers never smoke or use mobile phones when driving



Drivers always smoke or use mobile phone when driving

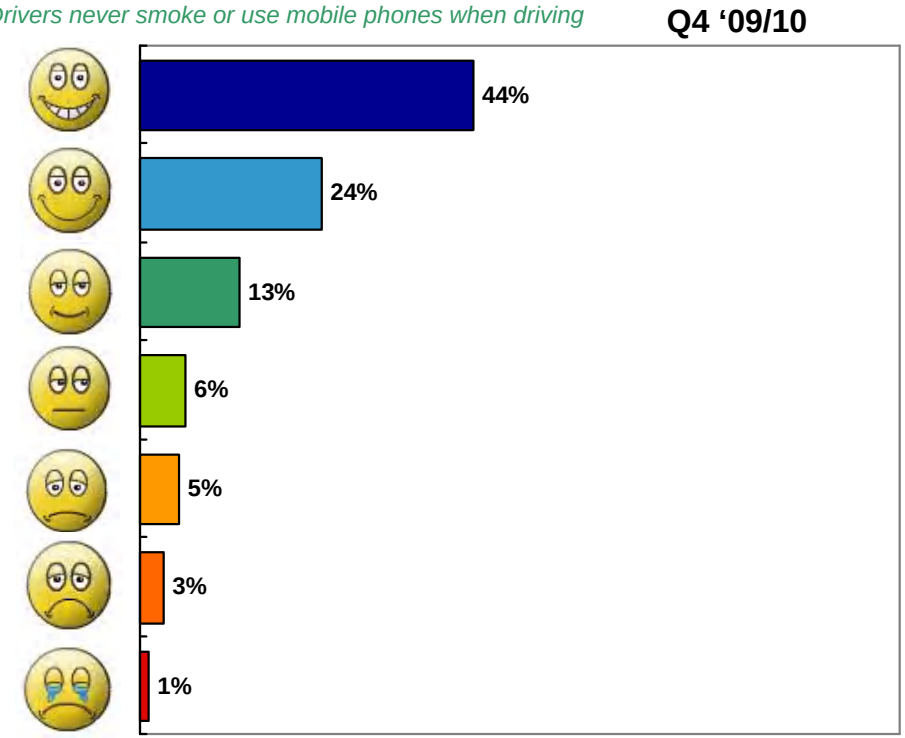


Q30 (34). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers smoking.
Base: Qtr 4 '09/'10 Total Bus interviews n=1188 Total SEQ bus interviews n=754; Total ROQ Bus interviews n=500
Single response, prompted

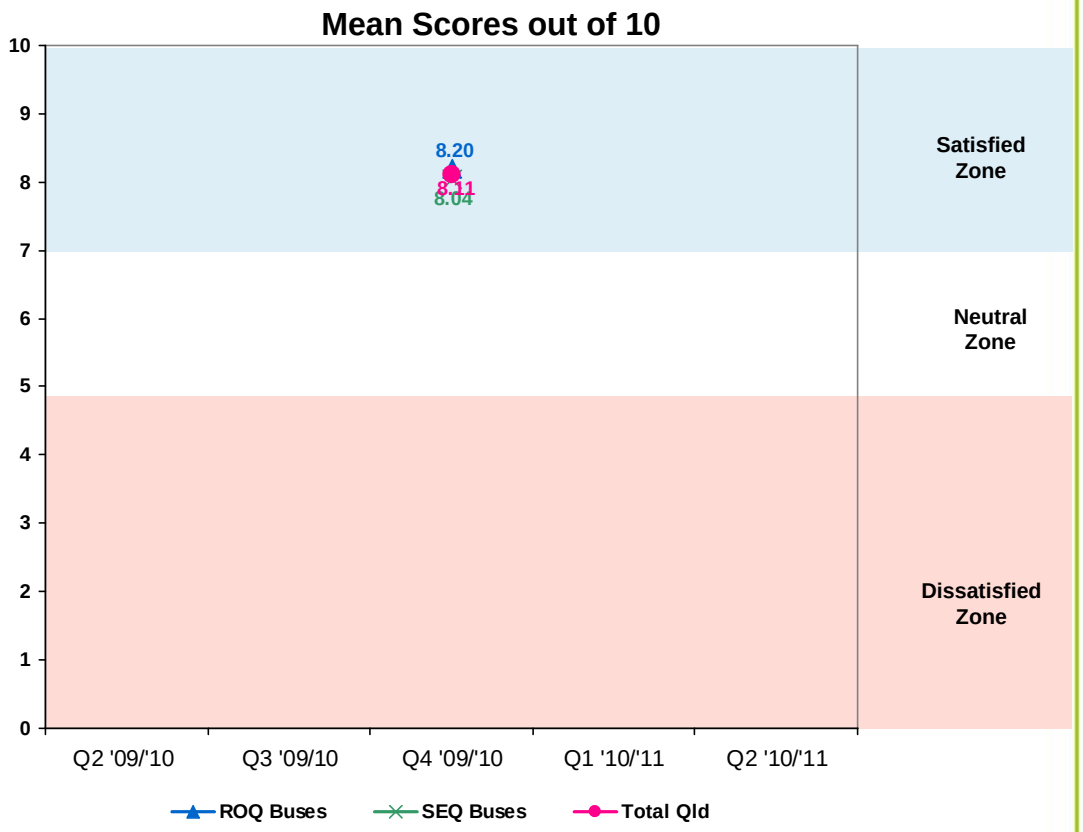
Staff (Bus Drivers)

Drivers using mobile phones (Q4)

Drivers never smoke or use mobile phones when driving



Drivers always smoke or use mobile phone when driving

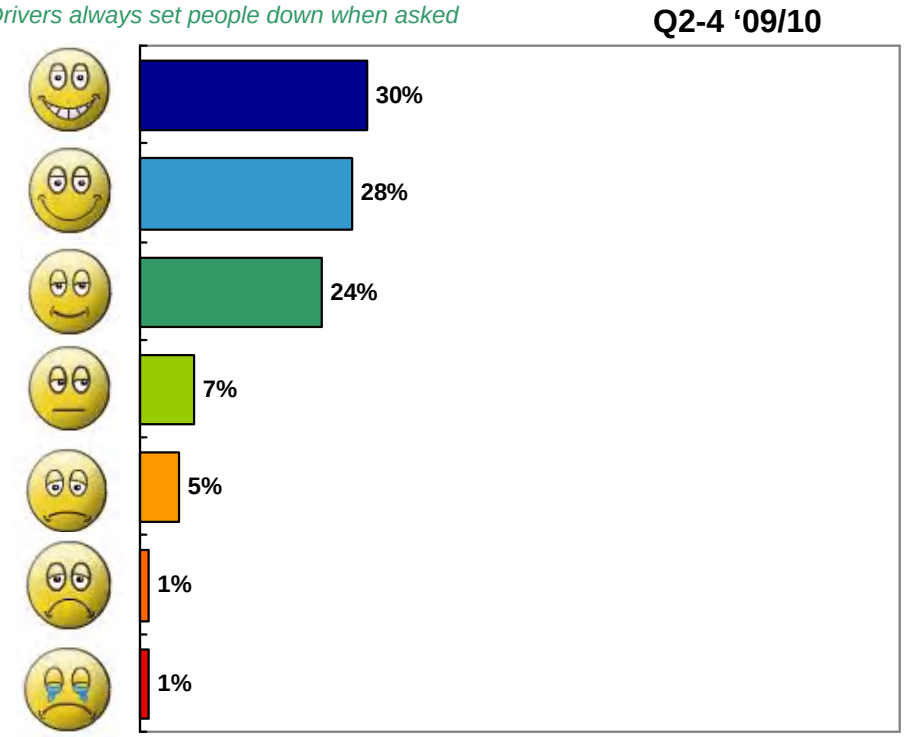


Q30 (34). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers smoking or using mobile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

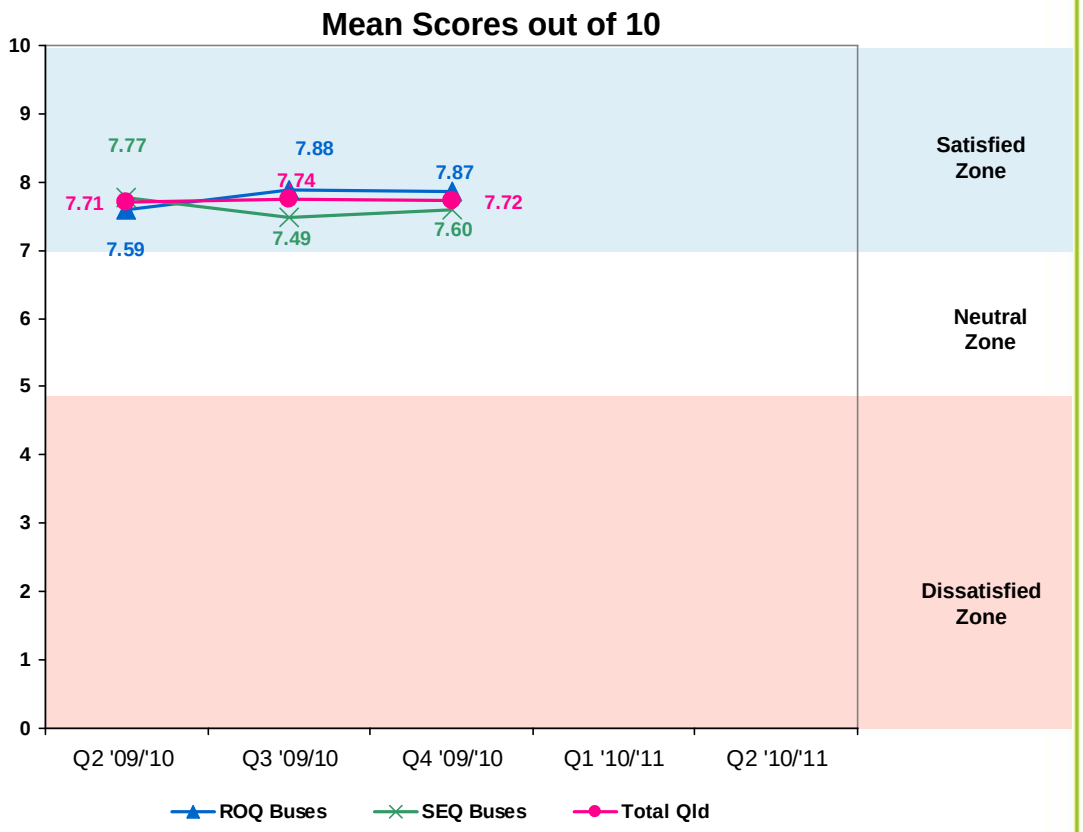
Staff (Bus Drivers)

Drivers' set down of passengers

Drivers always set people down when asked



Drivers never set people down when asked

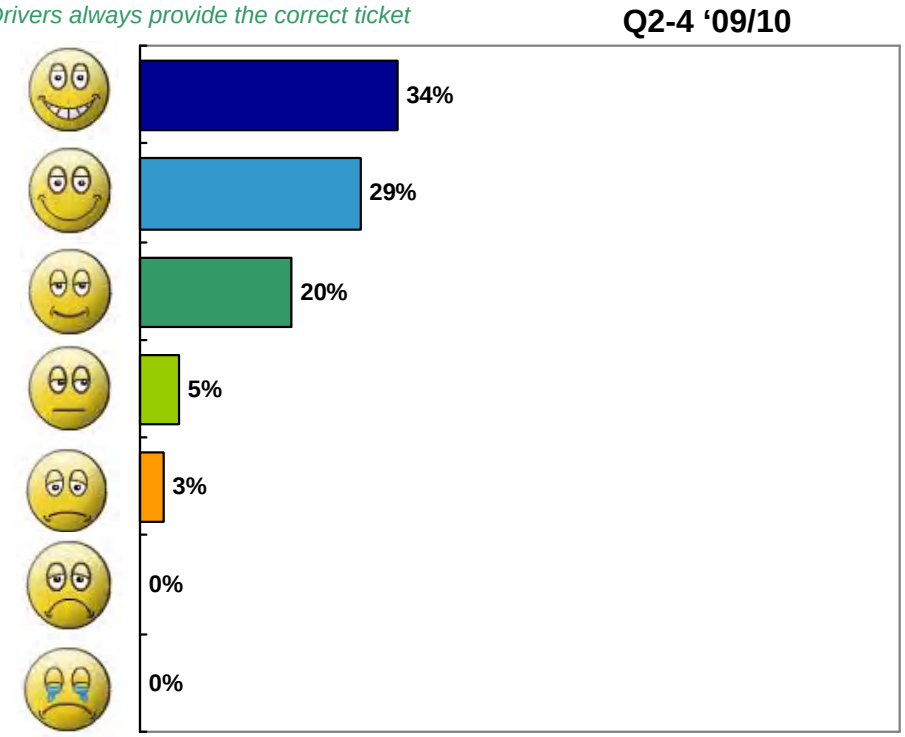


Q30 (33). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers' set down of passengers.
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted

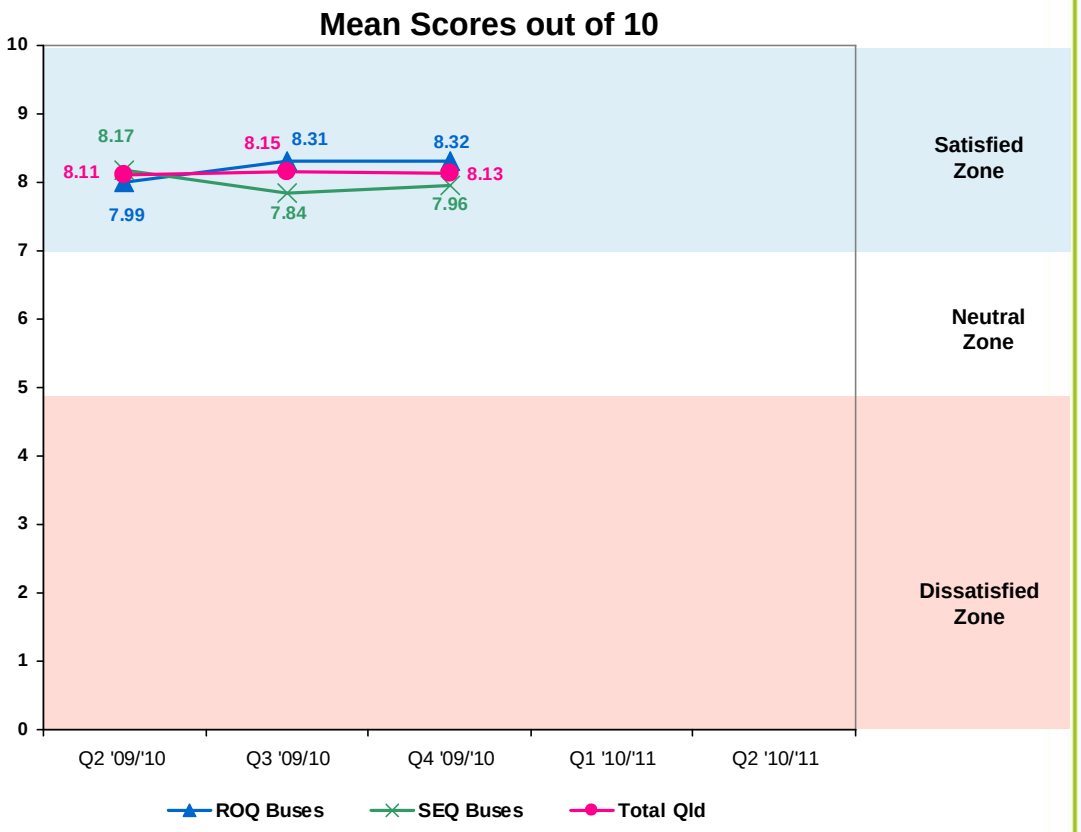
Staff (Bus Drivers)

Drivers provide correct ticket

Drivers always provide the correct ticket



Drivers never provide the correct ticket

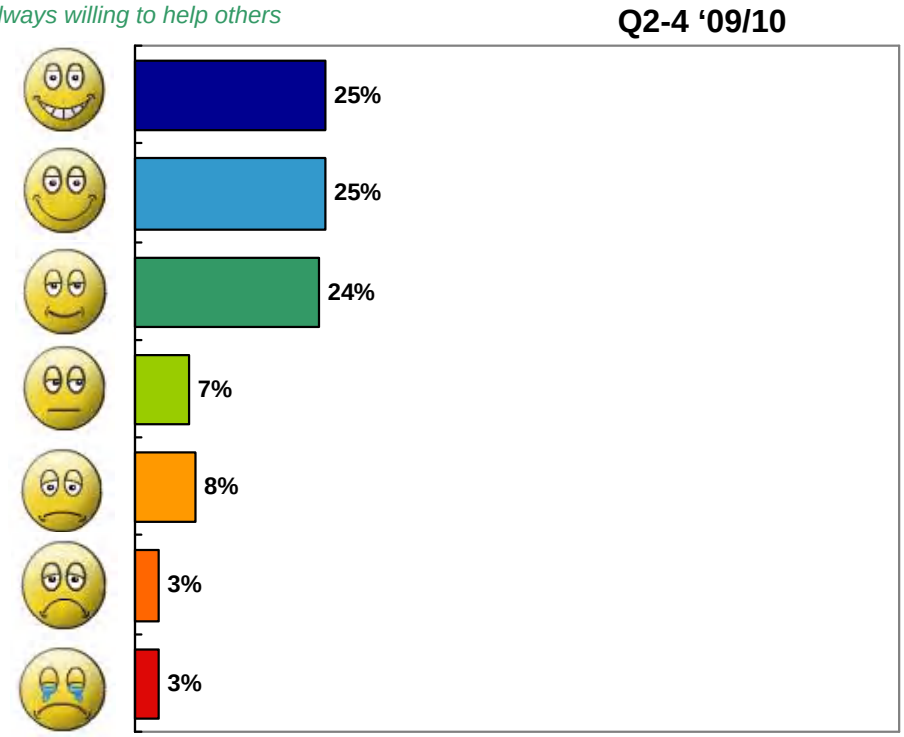


Q30 (32). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers provide the correct ticket.
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted

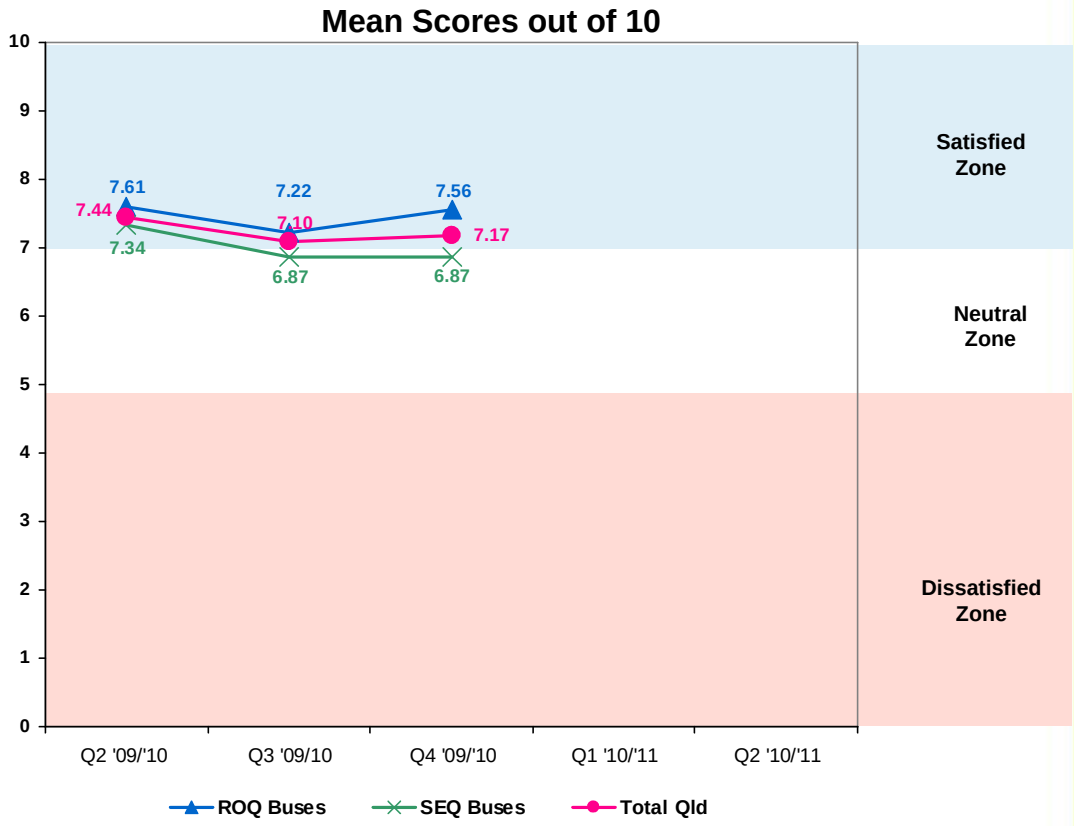
Staff (Bus Drivers)

Drivers' willingness to help others (i.e. disabled, elderly)

Always willing to help others



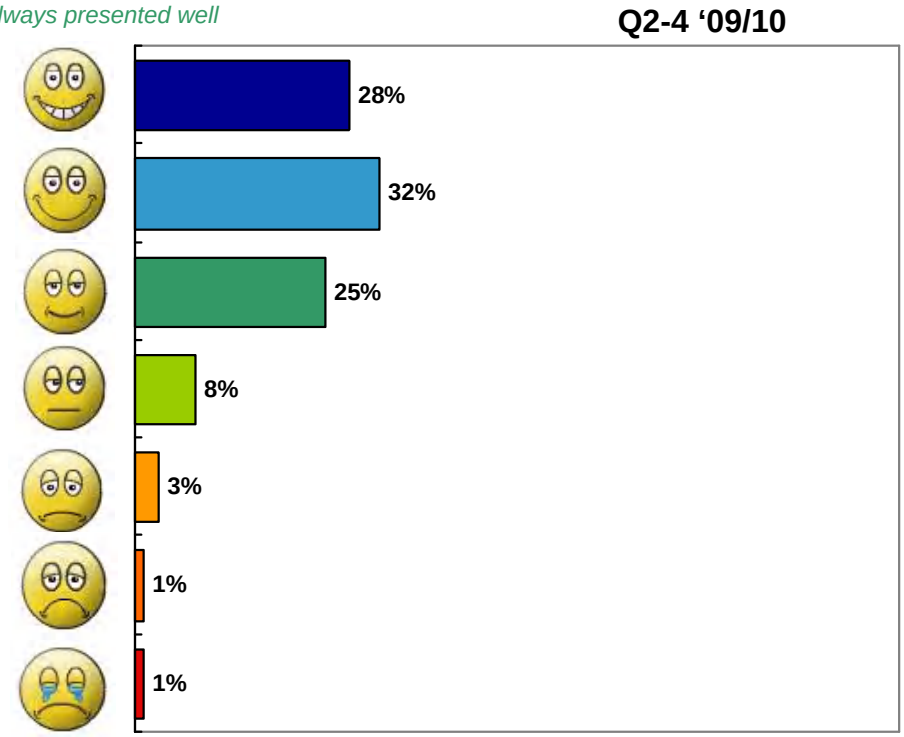
Never willing to help others



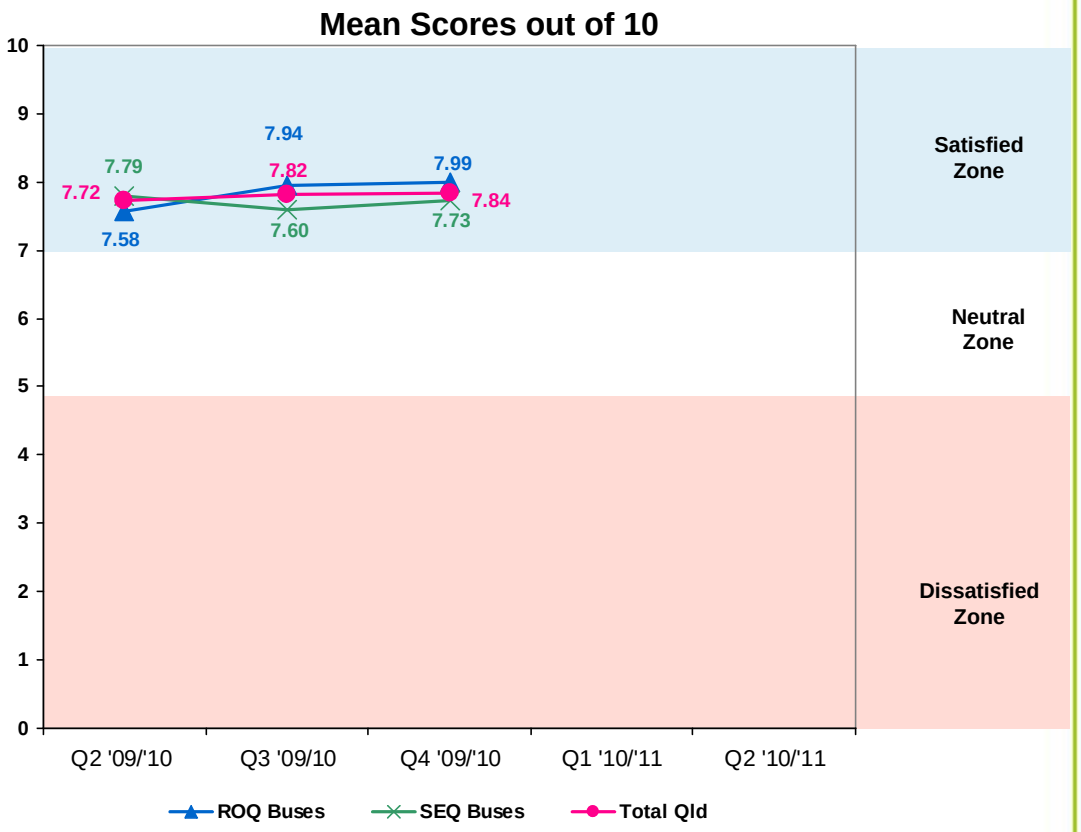
Q30 (35). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Drivers willingness to help others (that is, passengers with disabilities / difficulties walking / elderly).
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted

Staff (Bus Drivers)
Presentation of drivers

Always presented well



Never presented well

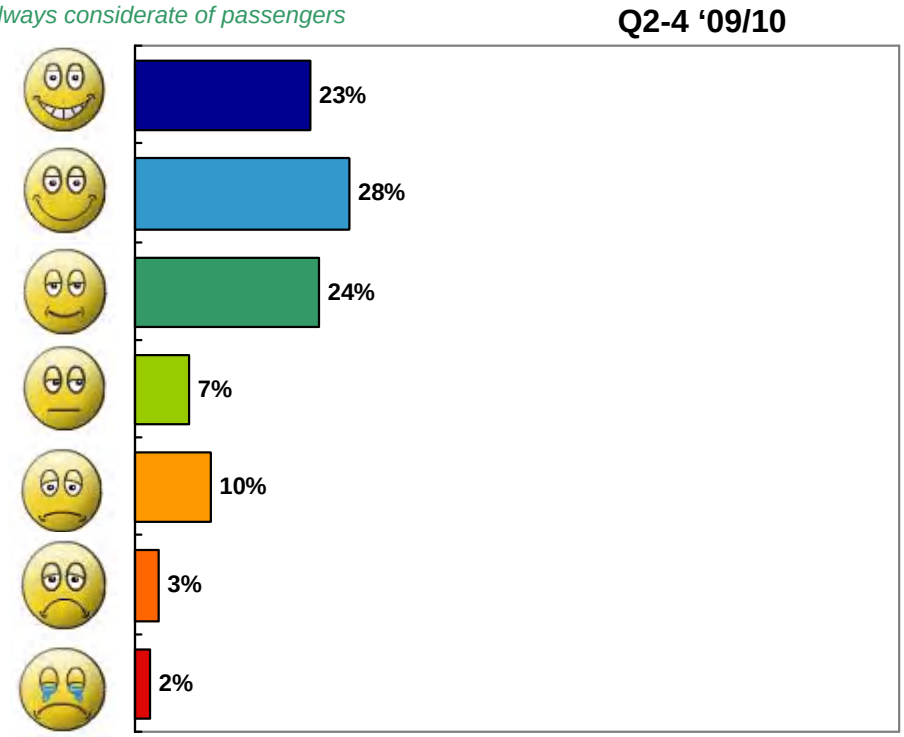


Q30 (36). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Presentation of drivers.
Base: Qtr 2-4 '09/'10 Total Bus interviews n=2771 Total SEQ bus interviews n=1844; Total ROQ Bus interviews n=927
Single response, prompted

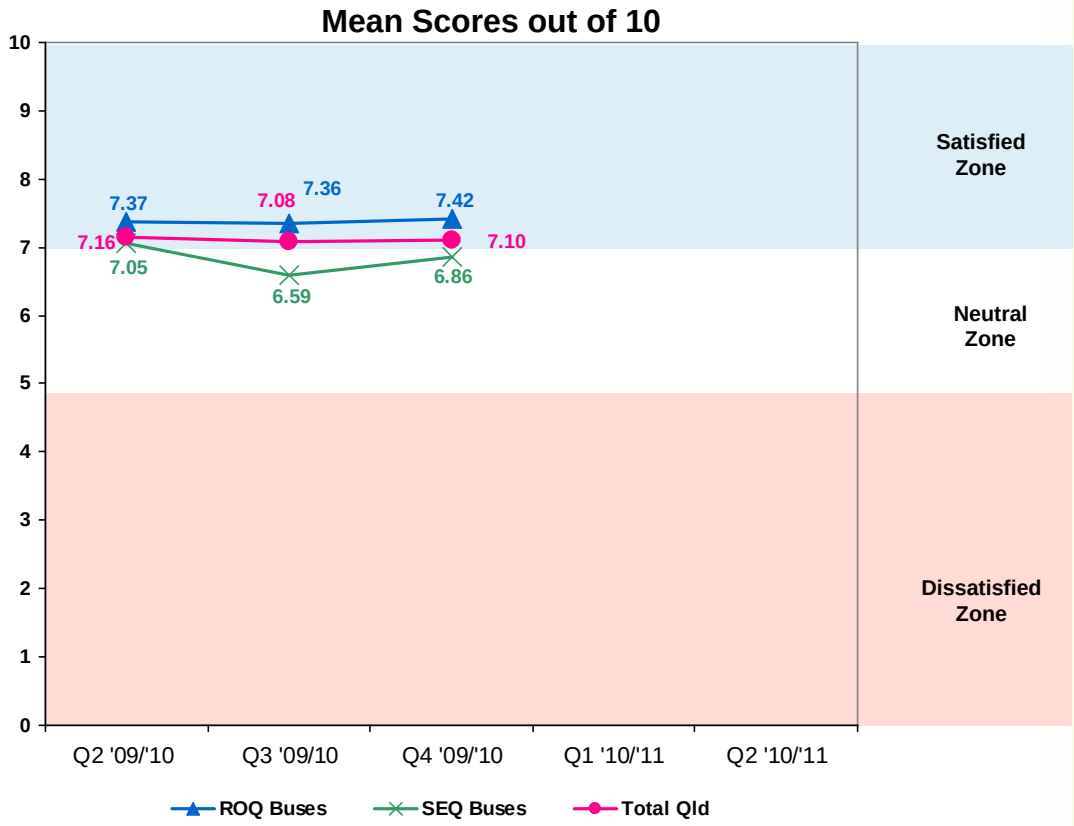
Staff (Bus Drivers)

Consideration of passengers when driving off or stopping

Always considerate of passengers



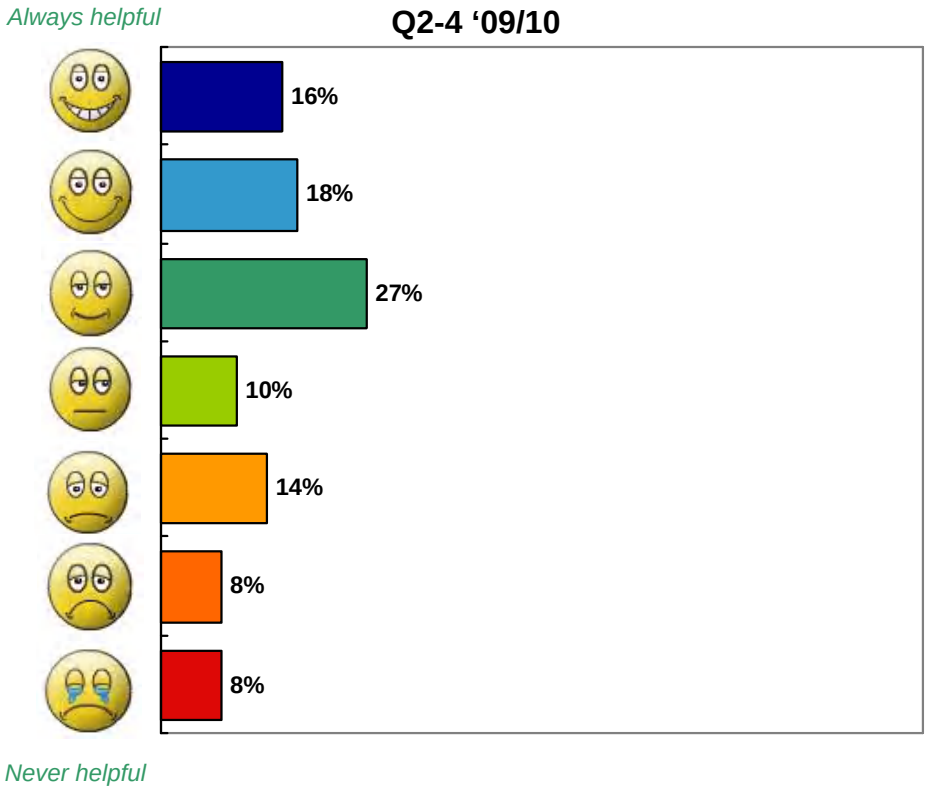
Never considerate of passengers

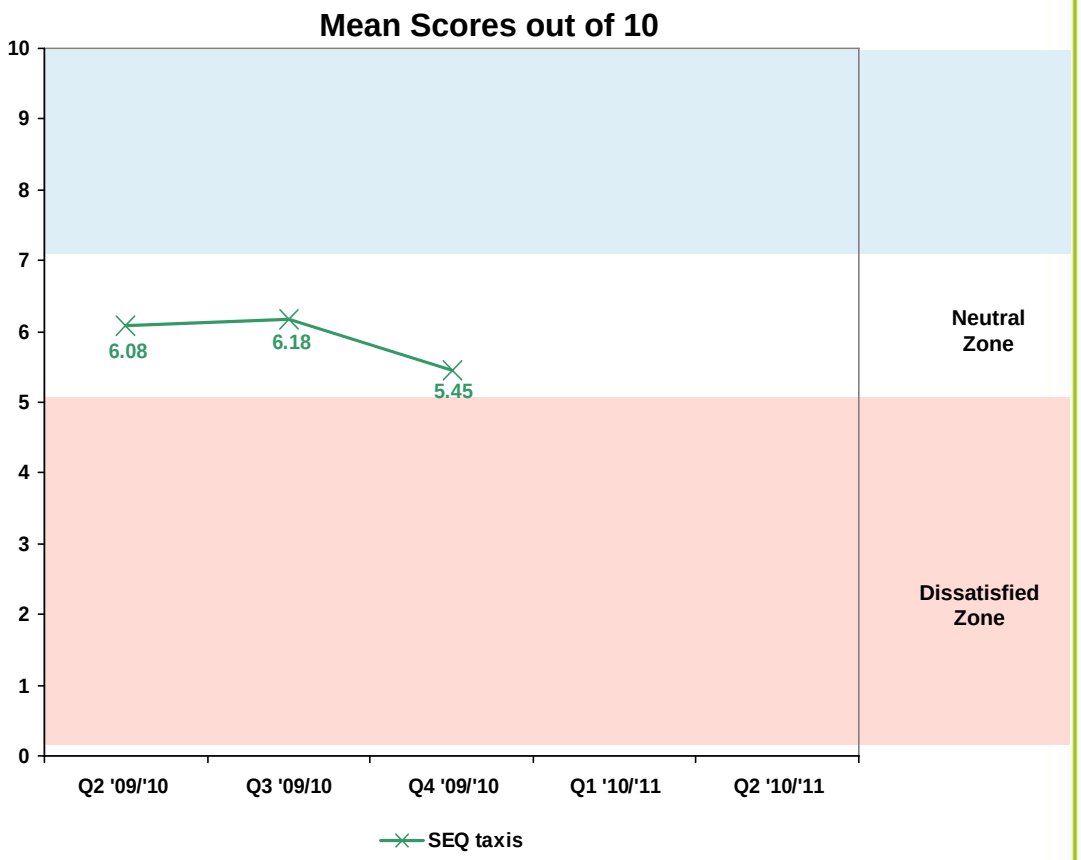


Q30 (30). Thinking about when you have used the bus in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Consideration of passengers when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

Staff (Taxi Drivers)

Helpfulness of taxi drivers



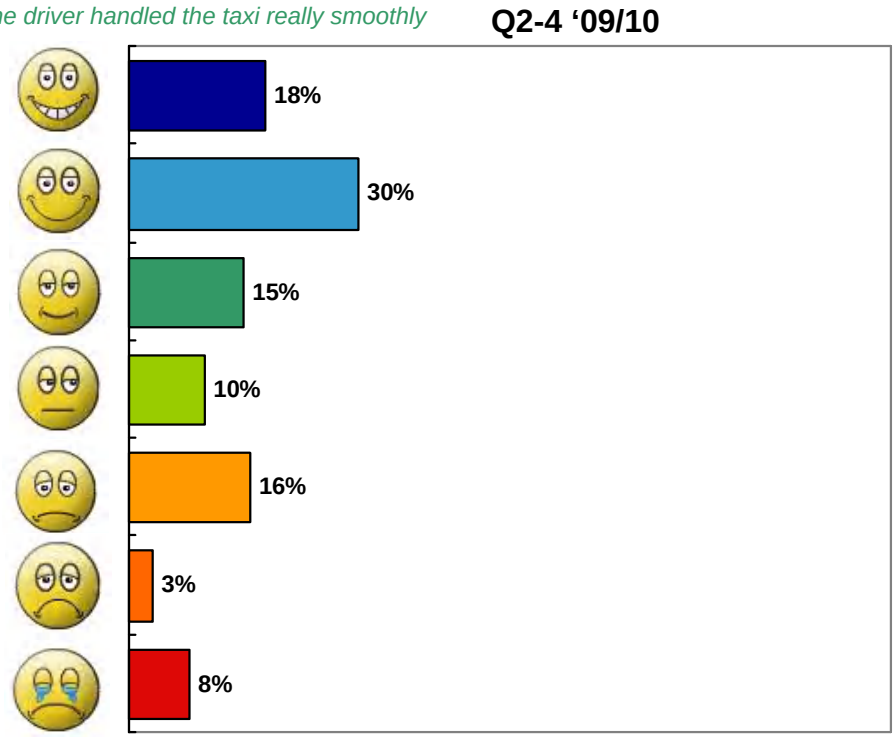


Q30 (44). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Helpfulness of taxi drivers.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

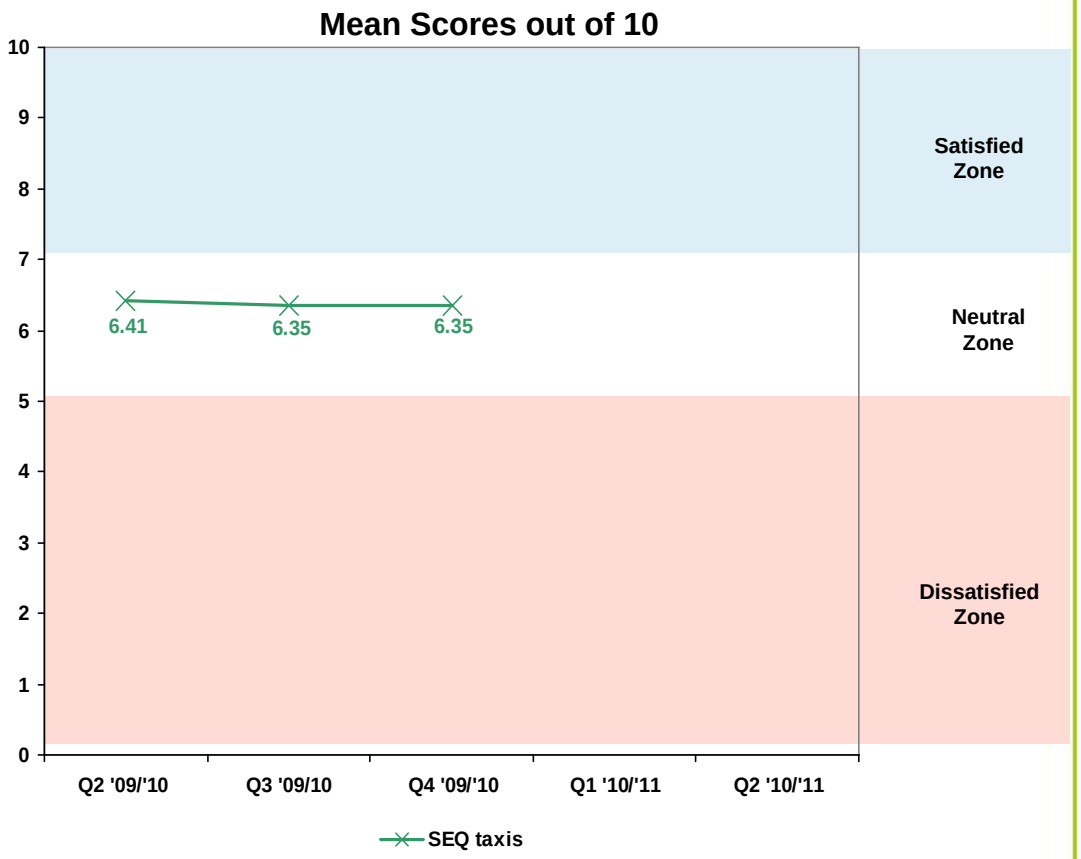
Staff (Taxi Drivers)

Drivers' ability to handle taxi

The driver handled the taxi really smoothly



The driver was really rough with the taxi

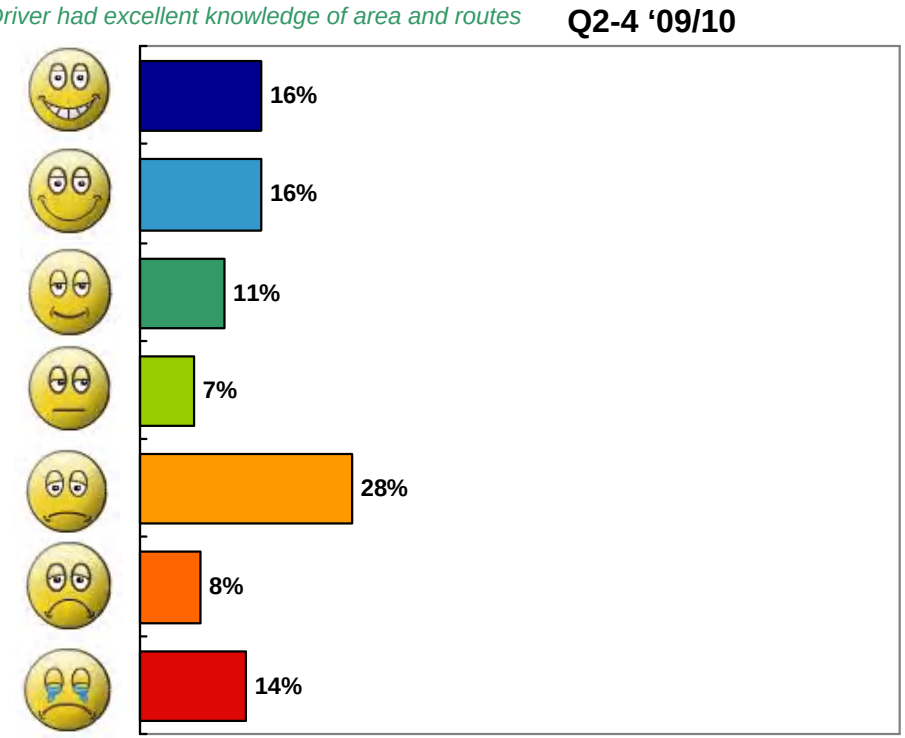


Q29 (53). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver's ability to handle the taxi.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

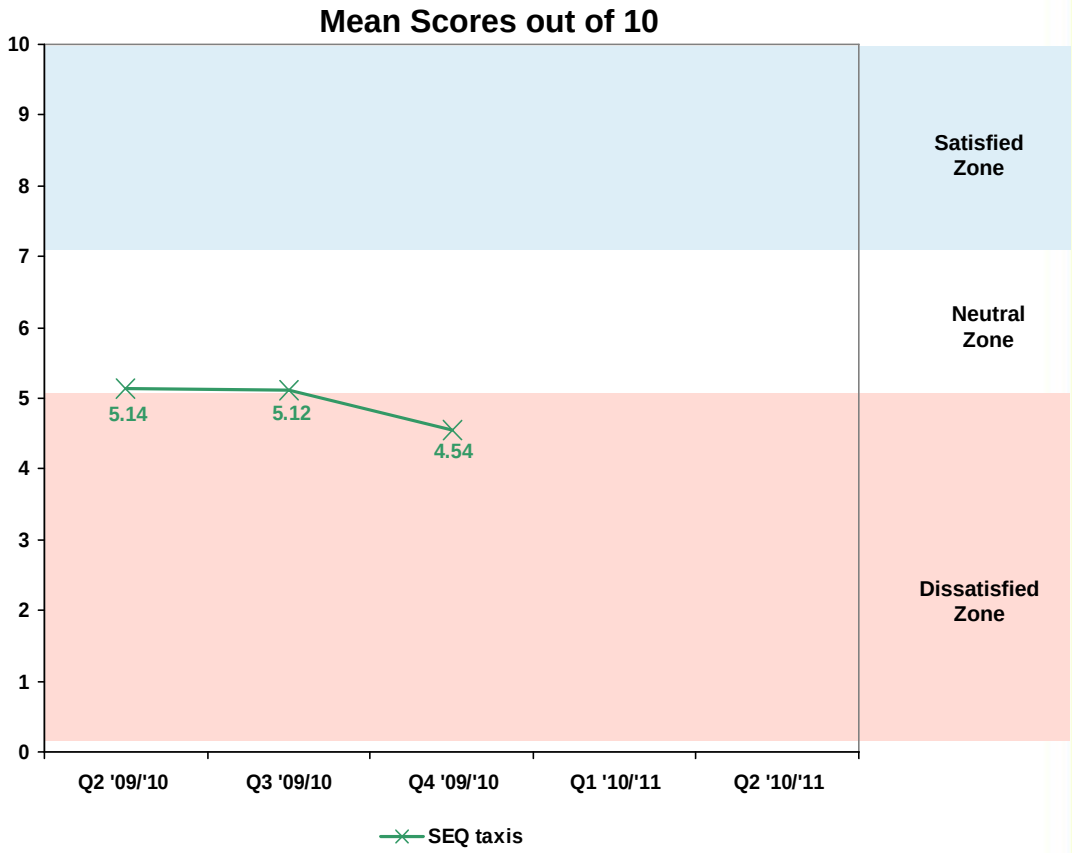
Staff (Taxi Drivers)

Drivers' knowledge of area and routes

Driver had excellent knowledge of area and routes



Driver had extremely poor knowledge of area and routes

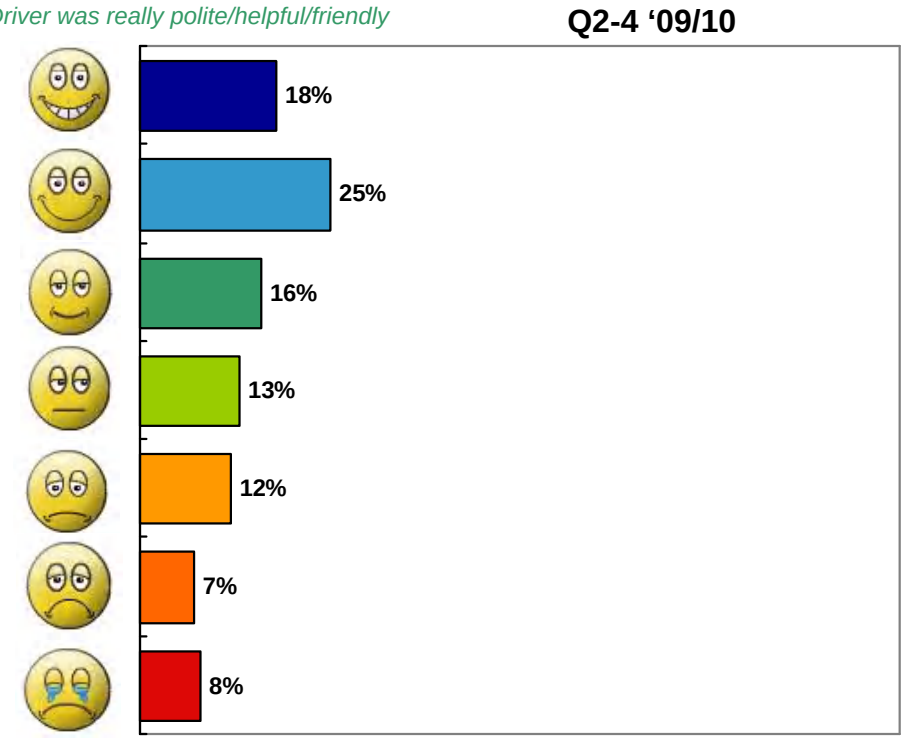


Q29 (57). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver's knowledge of area and routes.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

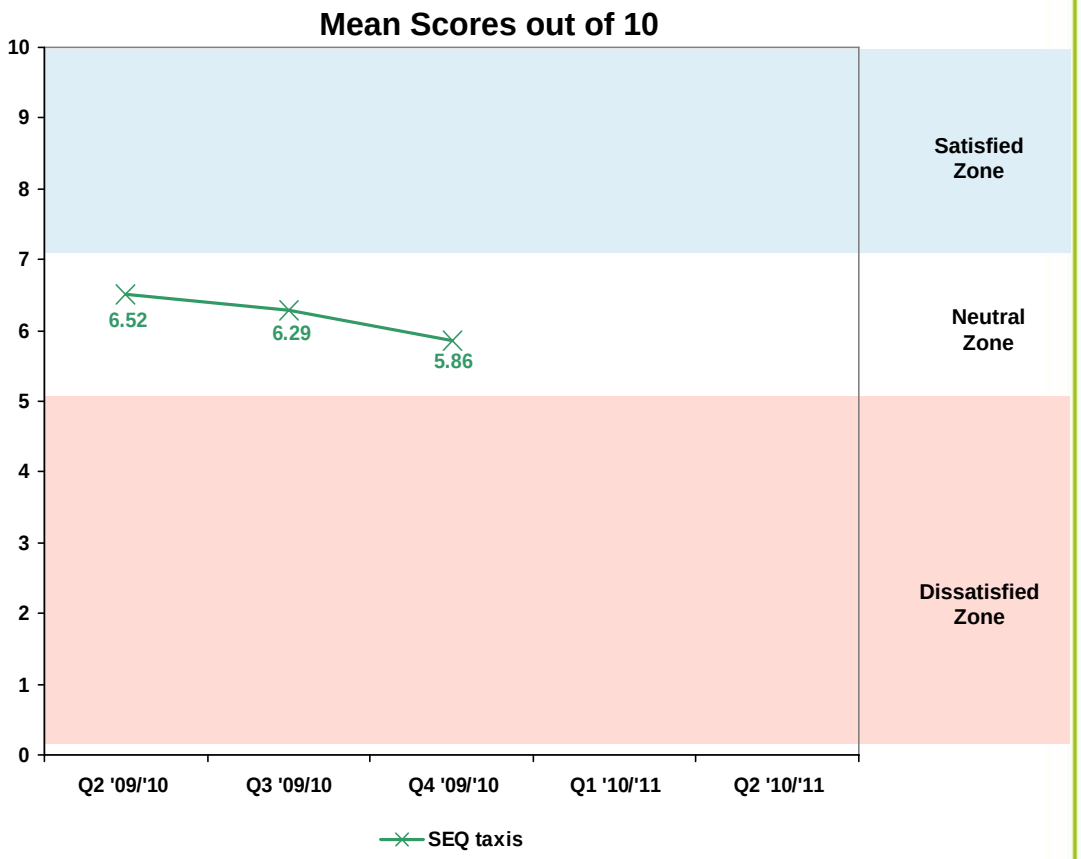
Staff (Taxi Drivers)

Drivers' conduct

Driver was really polite/helpful/friendly



Driver was really rude/unhelpful/unfriendly

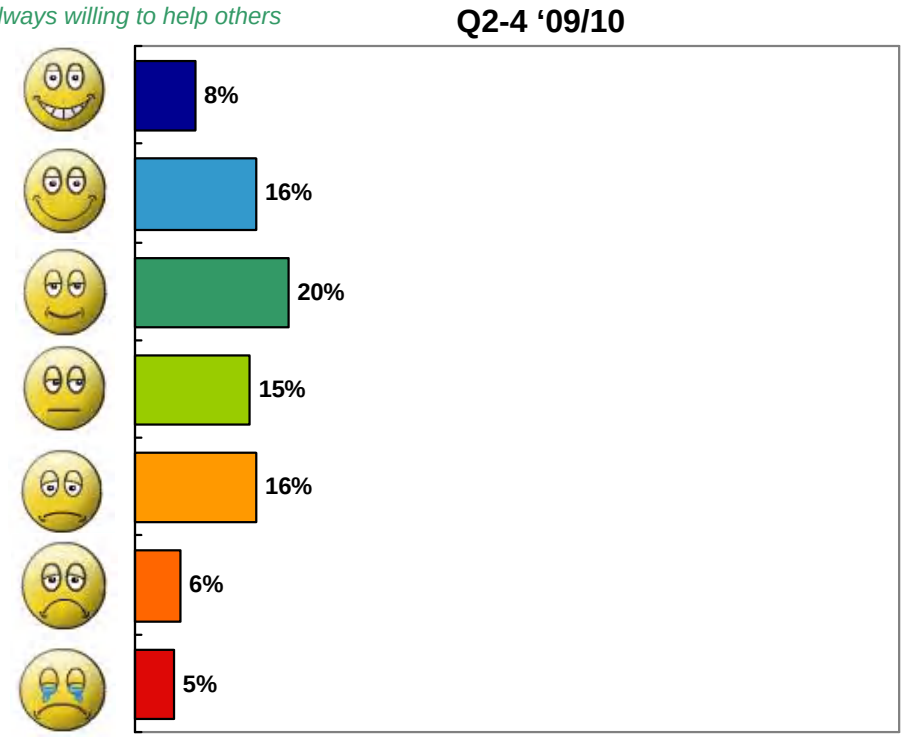


Q29 (56). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Driver's conduct.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

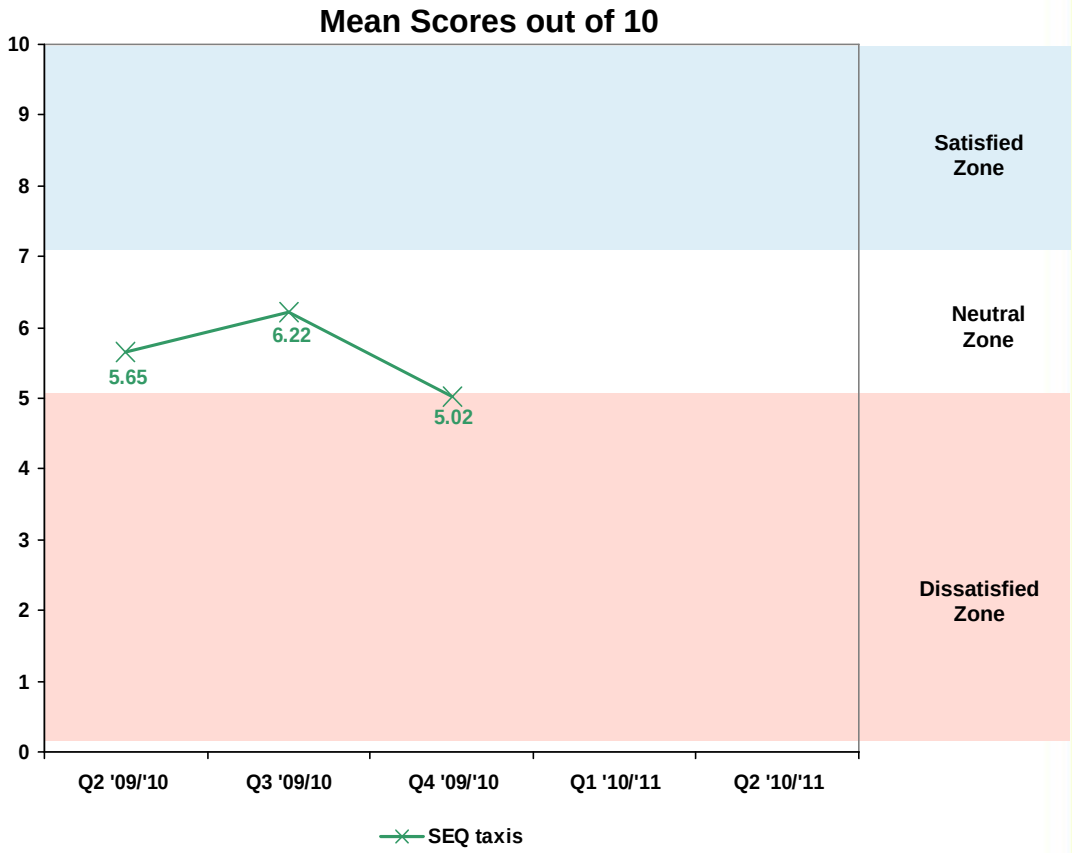
Staff (Taxi Drivers)

Drivers' willingness to help others (i.e. disabled, elderly)

Always willing to help others



Never willing to help others

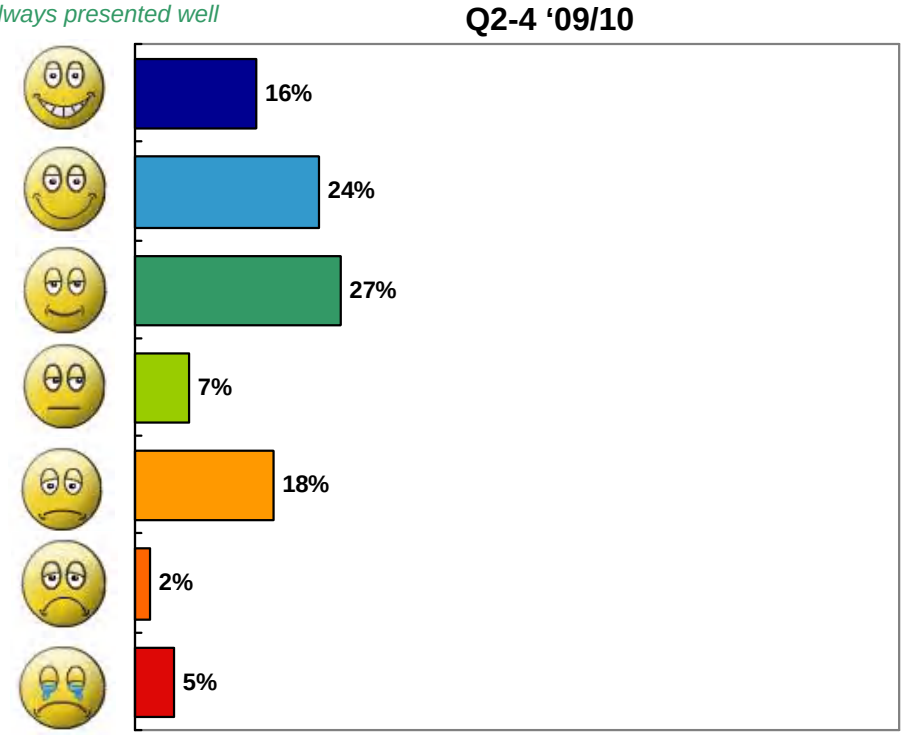


Q30 (43). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left.
Drivers willingness to help others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

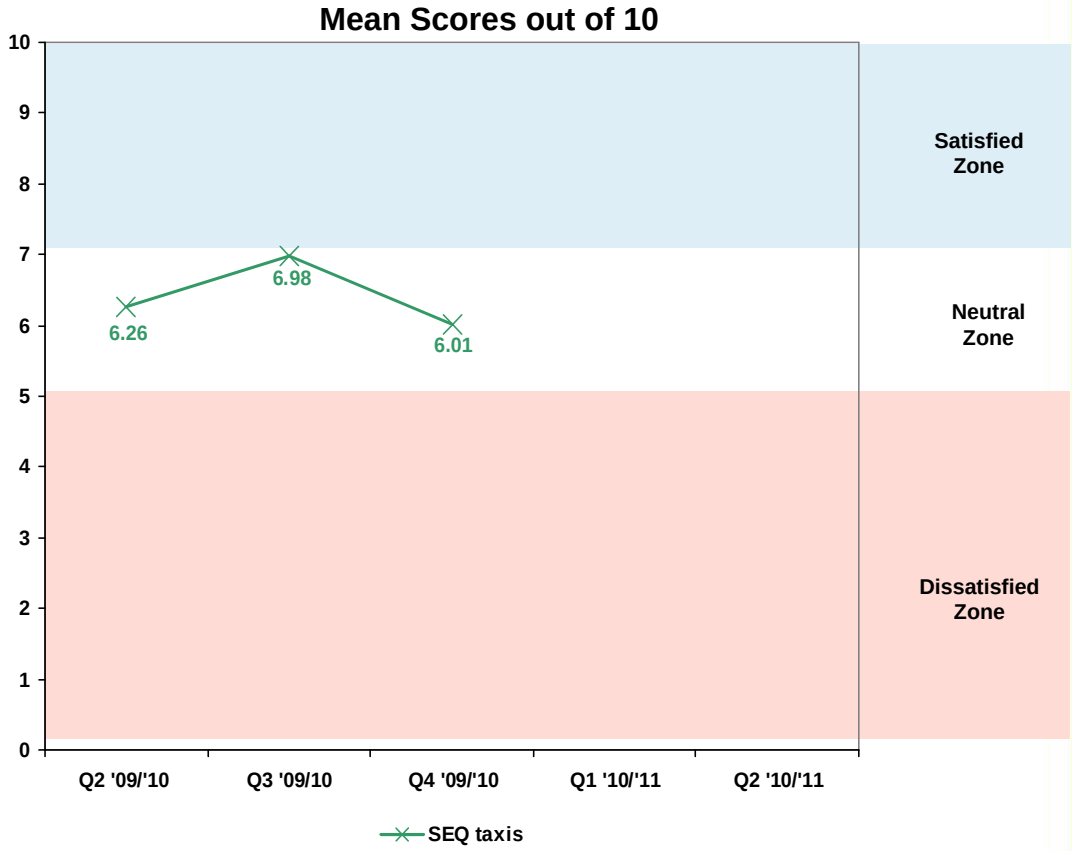
Staff (Taxi Drivers)

Presentation of drivers

Always presented well



Never presented well



Q30 (45). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Presentation of drivers.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

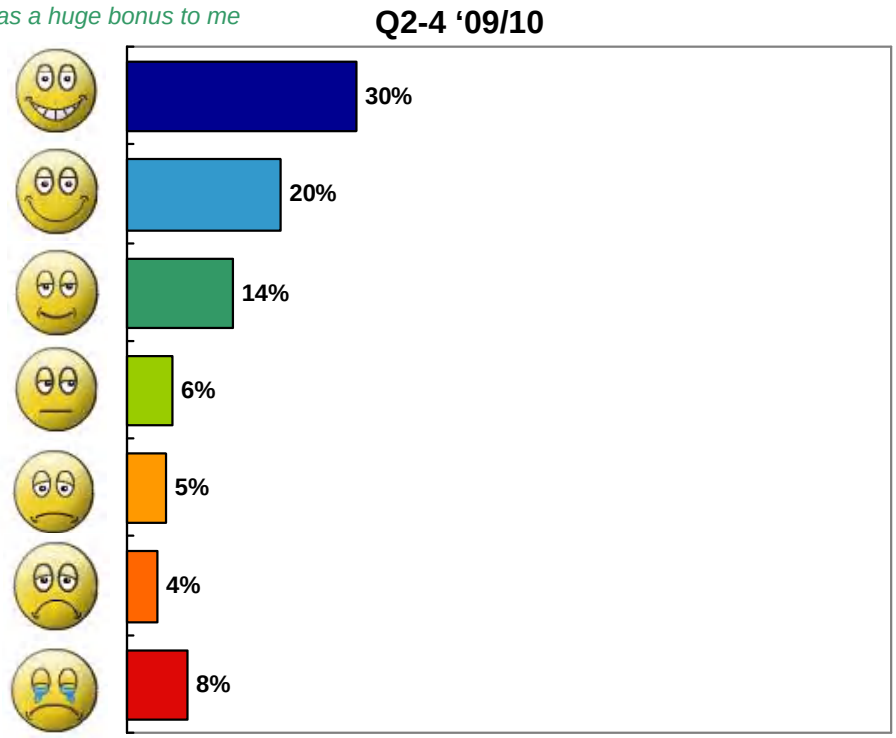
Queensland Government

Affordability

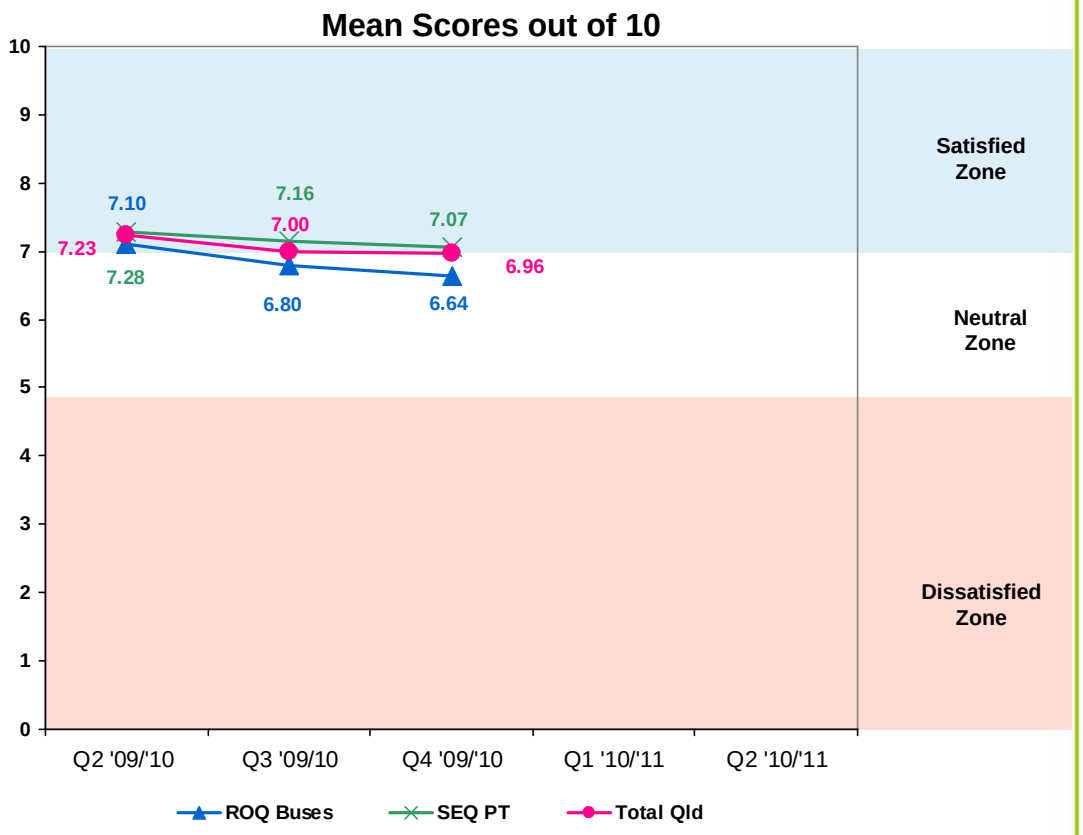
Affordability

Not paying for parking at destination

Was a huge bonus to me



Made no difference to me

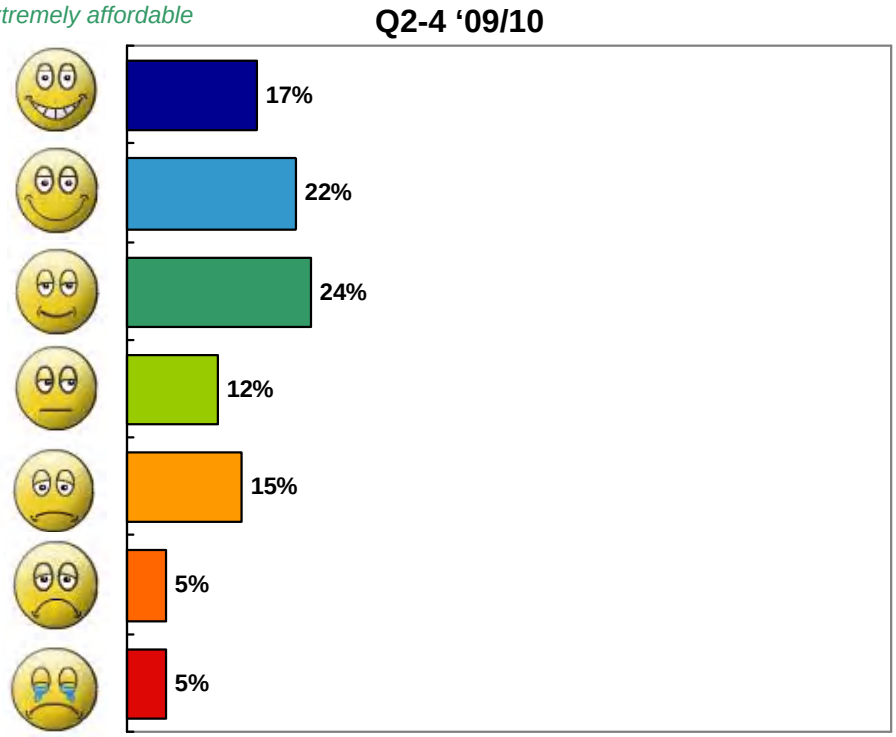


Q29 (4). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Not paying for parking at my destination.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total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

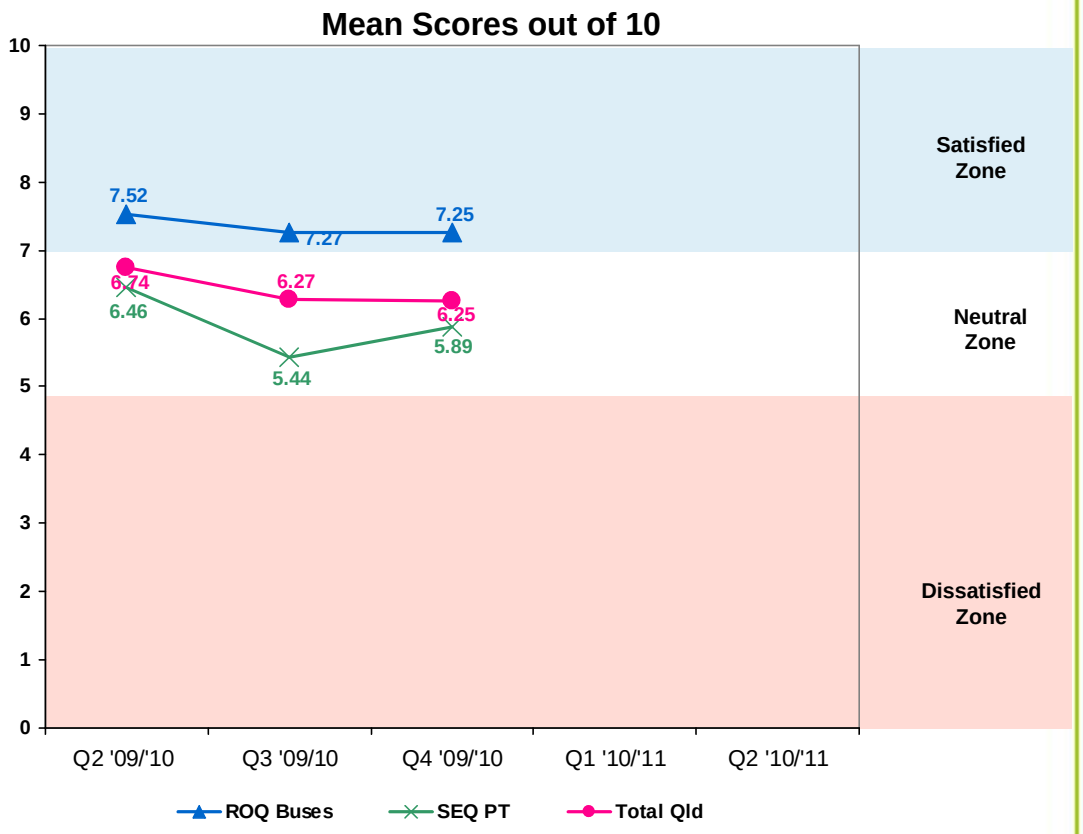
Affordability

Cost of journey

Extremely affordable



Way too expensive

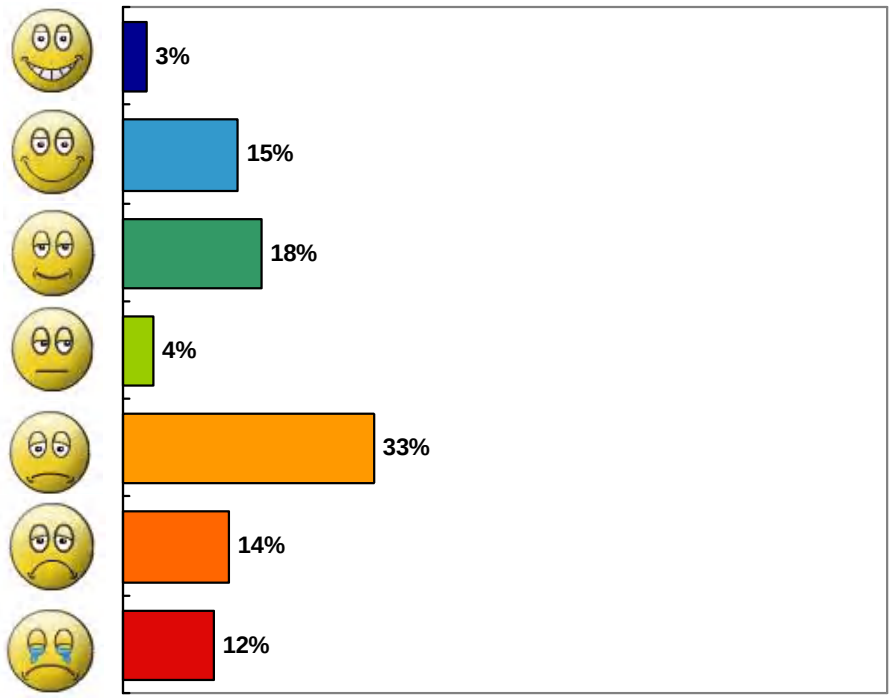


Q29 (3). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cost of journey.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

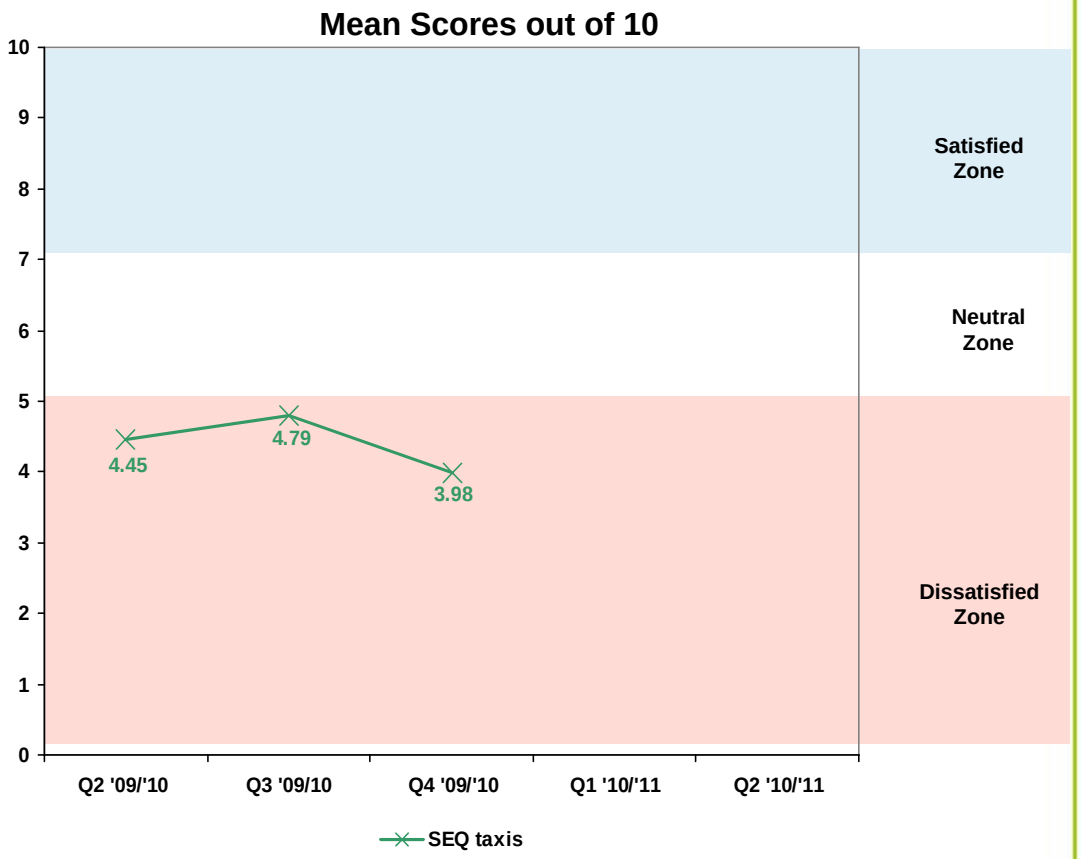
Affordability

Cost of fare

Extremely affordable



Way too expensive

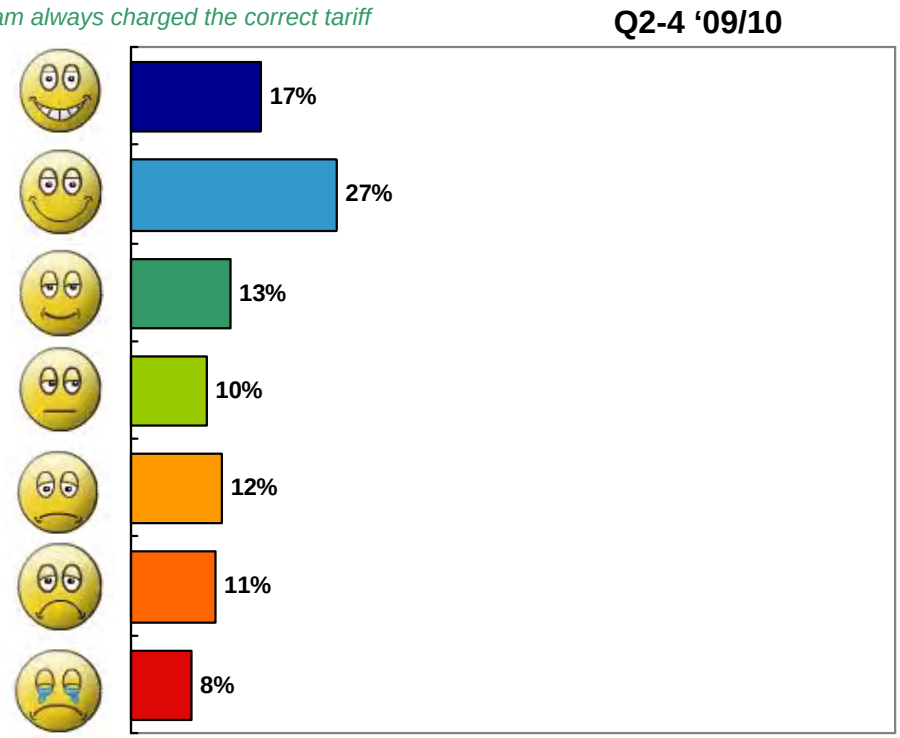


Q29 (54). Thinking about your last trip using the taxi, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Cost of fare.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

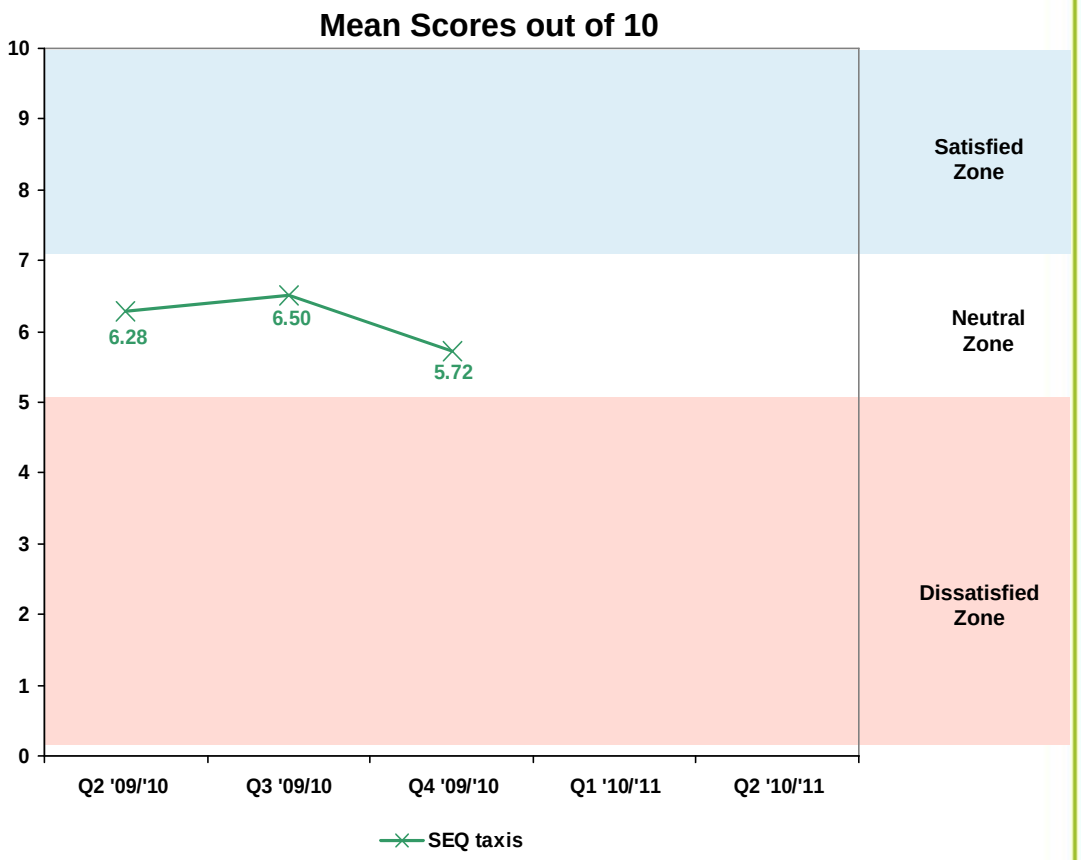
Affordability

Being charged the correct tariff

I am always charged the correct tariff



I am never charged the correct tariff



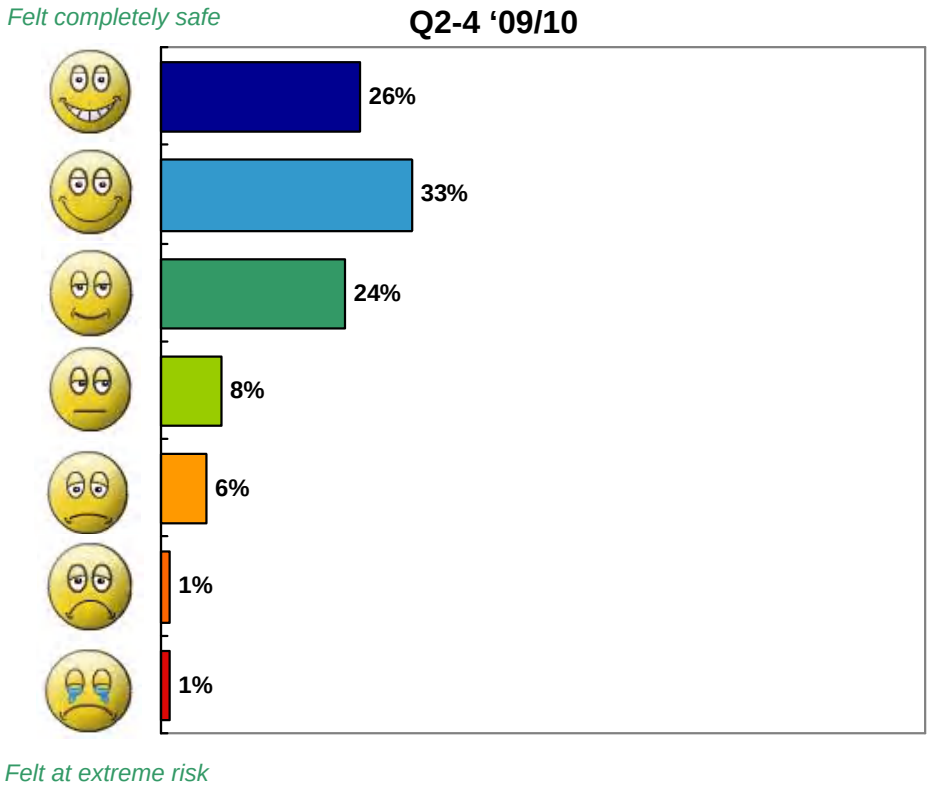
Q30 (37). Thinking about when you have used the taxi in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Being charged the correct tariff.
Base: Qtr 2-4 '09/'10 Total taxi interviews n=79
Single response, prompted

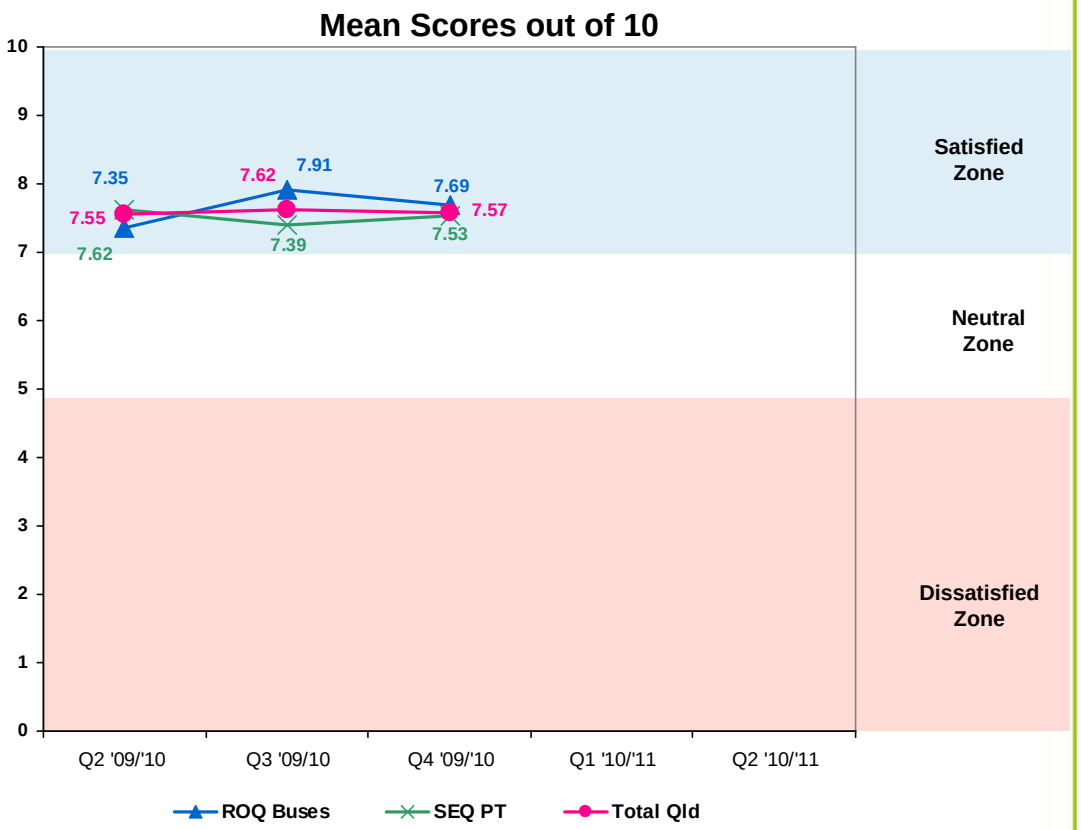
Queensland Government

Other Satisfaction

Attributes

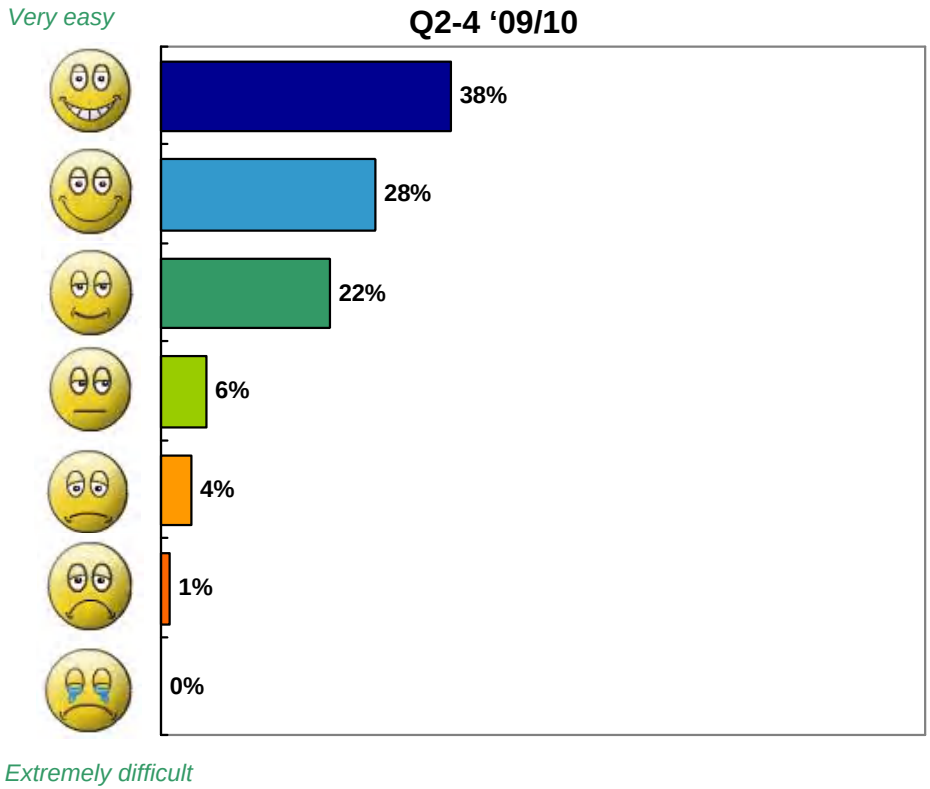
Personal safety travelling to and from stop

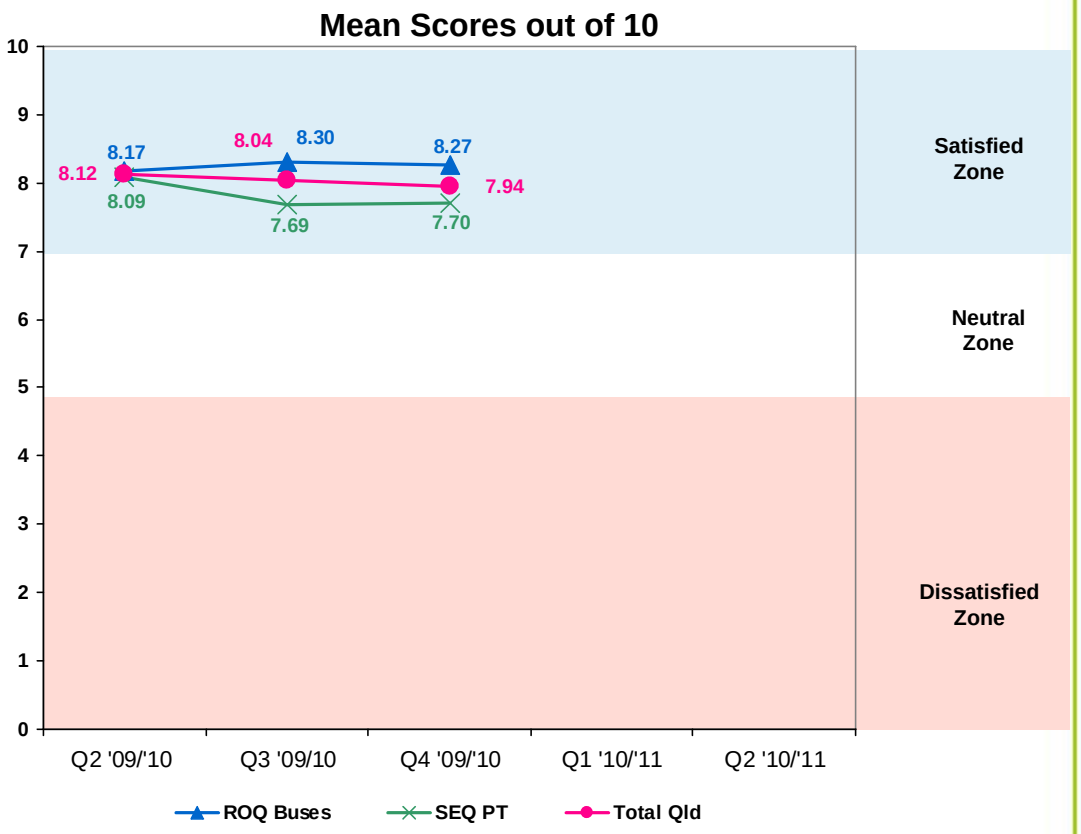




Q29 (24). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Personal safety travelling to and from the stop/station.
Base: Qtr 2-4 '09/'10 Total interviews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

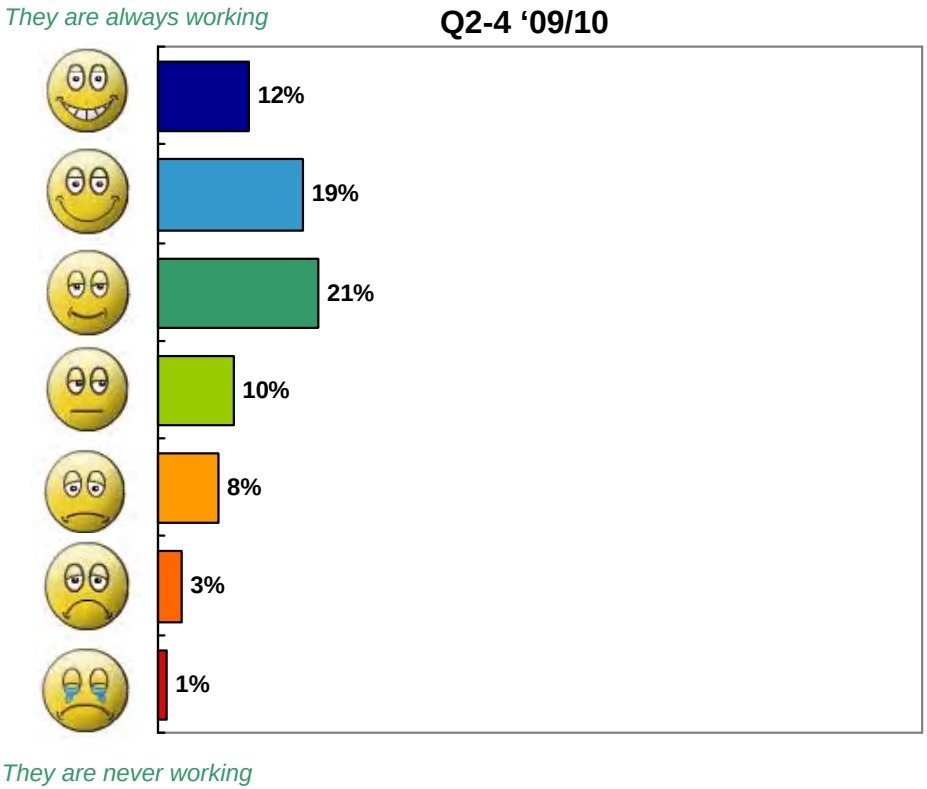
Ease of Buying Paper Tickets

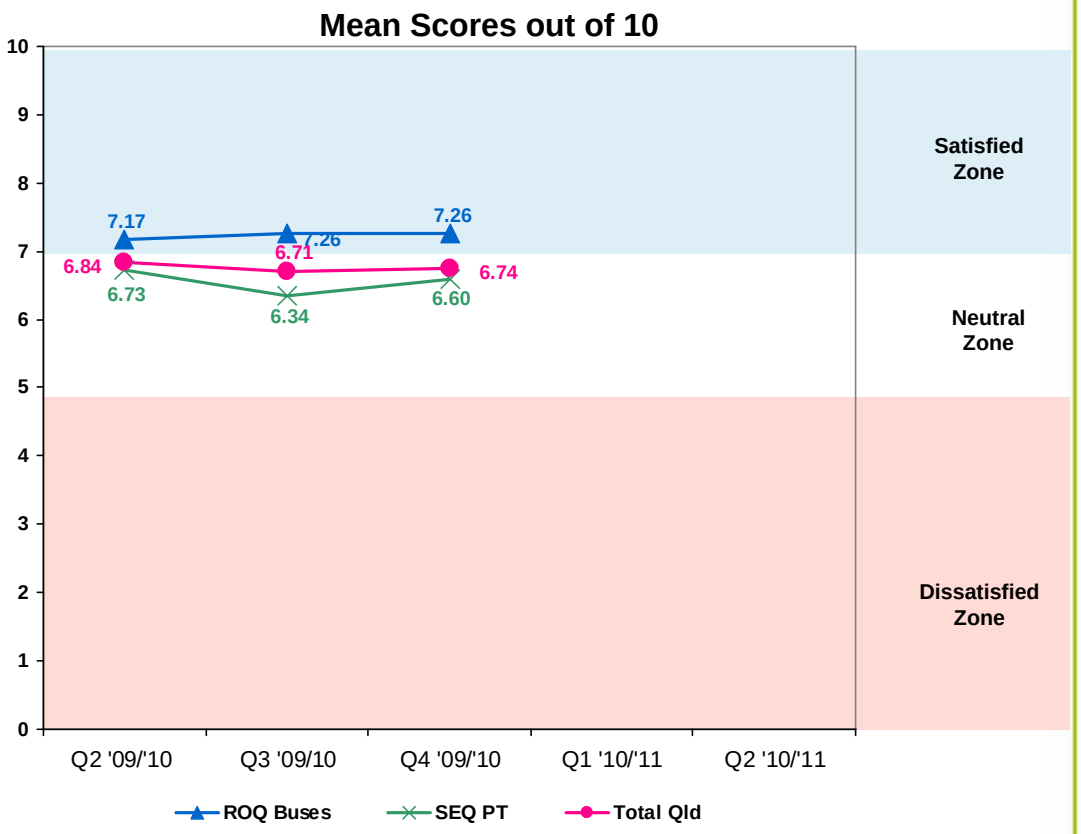




Q29 (14). Thinking about your last trip using the <MODE>, please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Ease of buying paper ticket.
Base: Qtr 2-4 '09/'10 Total paper ticket interviews n=2870 Total SEQ interviews n=2022; Total ROQ interviews n=848
Single response, prompted

Reliability of fare machines





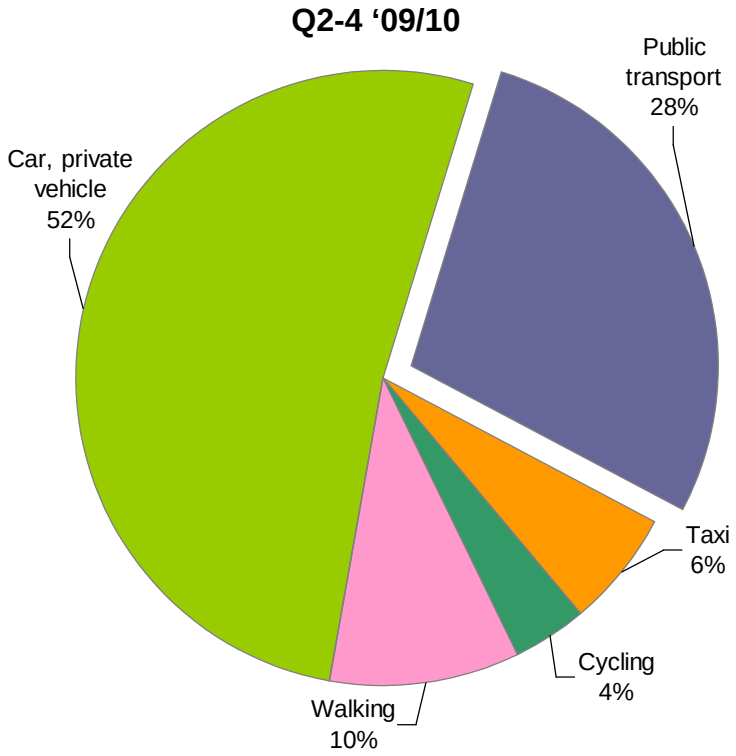
Q30 (4). I now want you to think about when you have used the <MODE> in general over the past month, rather than just the last trip. Please move the pointer to the right if you agree more with the statement on the right, or to the left if you agree more with the statement on the left. Reliability of fare machines.
Base: Qtr 2-4 '09/'10 Total interviews n=4702 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927
Single response, prompted

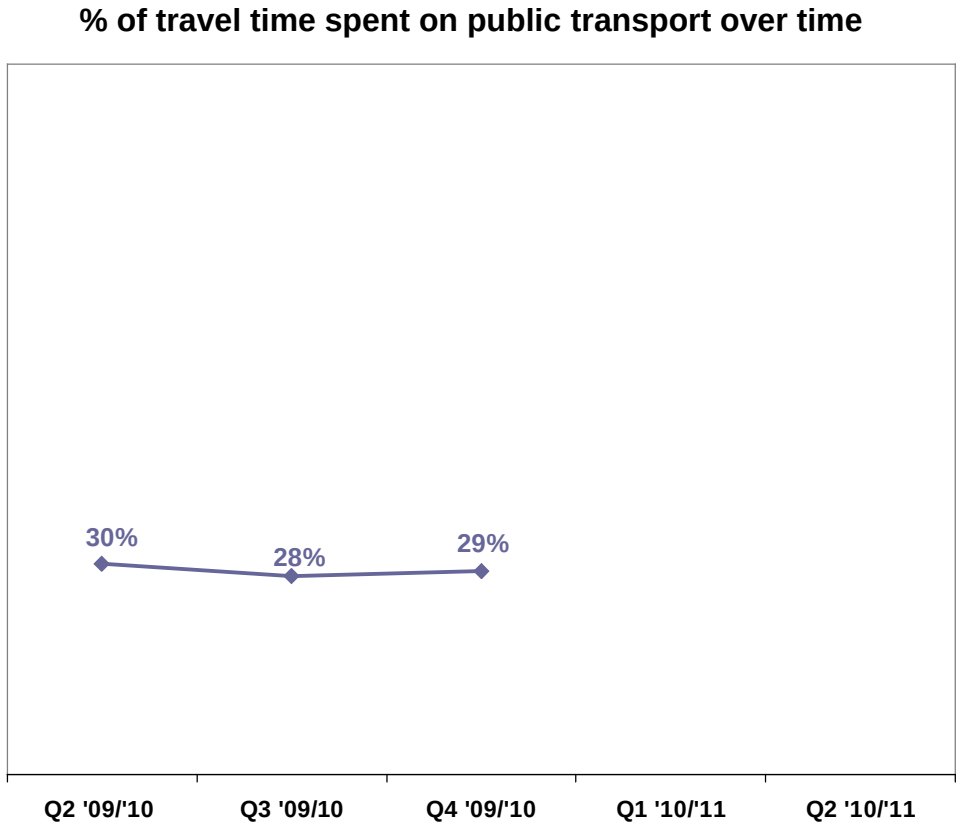
Queensland Government

Behaviour

PT Use, Website

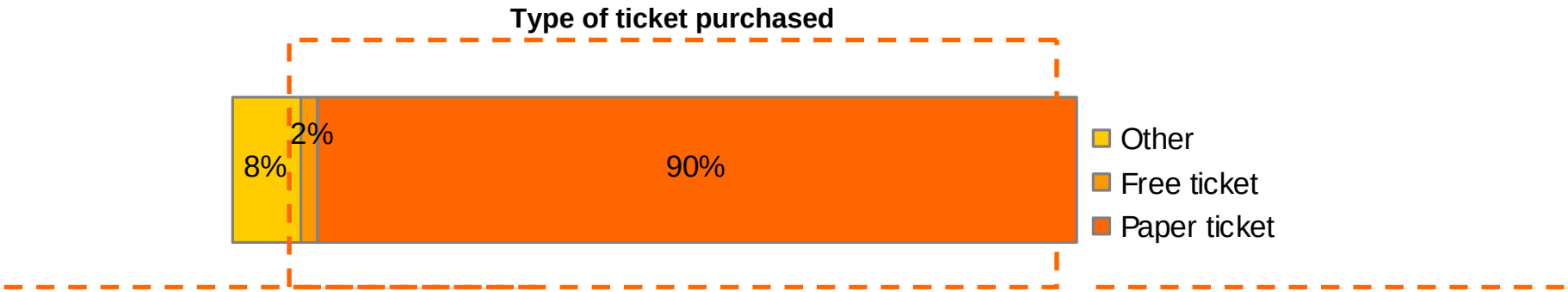
Proportion of Mode Share – Total Queensland

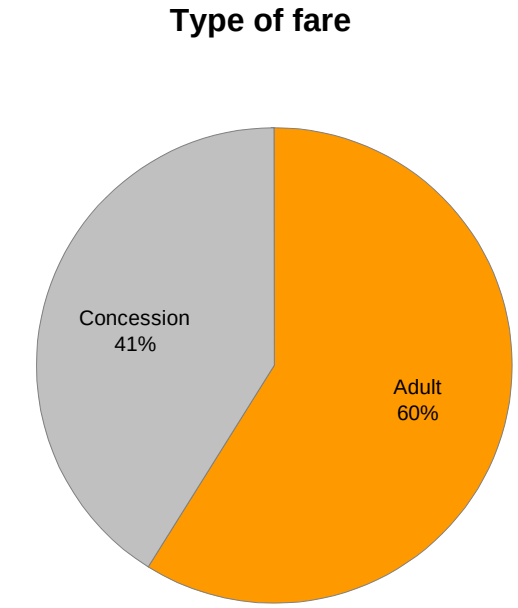


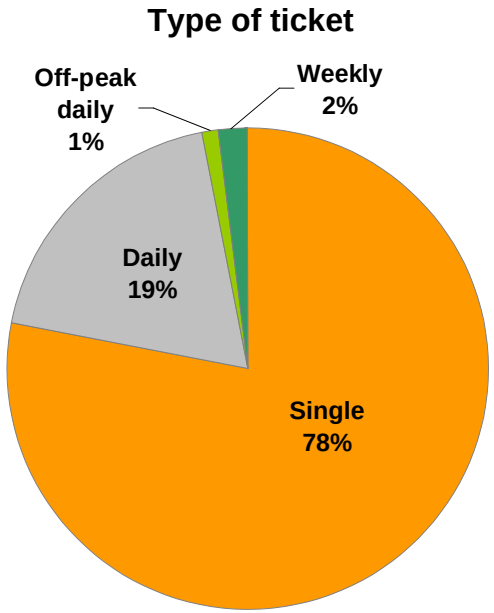


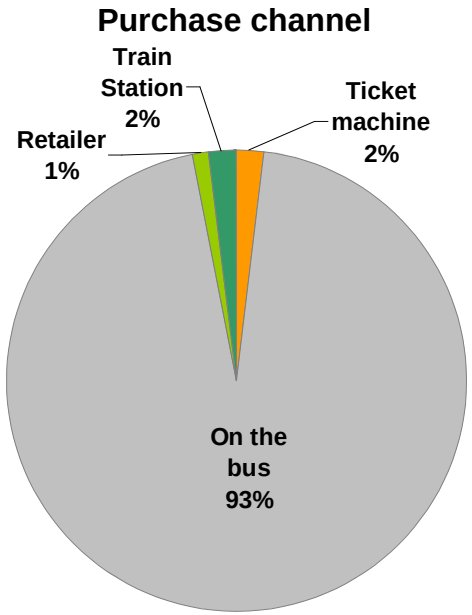
Q58. Thinking about the various ways you travel over a typical month, what proportion of each type of transport would you say makes up the total time you spend travelling? Please indicate this by assigning a percentage of your travel time for each type, making sure the total equals 100%.
Base: Qtr 2-4 '09/'10 Total interviews n=4781 Total SEQ PT interviews n=3775; Total ROQ Bus interviews n=927; Total Taxi interviews n=79
Multiple response, prompted

Ticket Purchase Last Trip – Rest of Qld Only







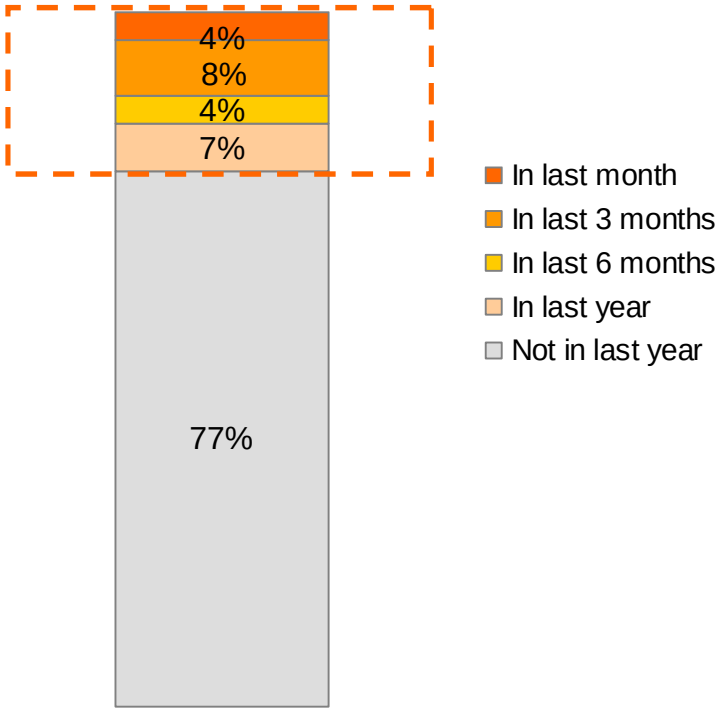


Q24. What sort of ticket did you travel on for this trip?
Base: Qtr 2-4 '09/'10 Total ROQ Bus interviews n=927
Q25. What sort of fare did you travel on for this trip?
Q26. What sort of paper ticket did you travel on for this trip?
Q27. Where did you buy your ticket?
Base: Qtr 2-4 '09/'10 Total paper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

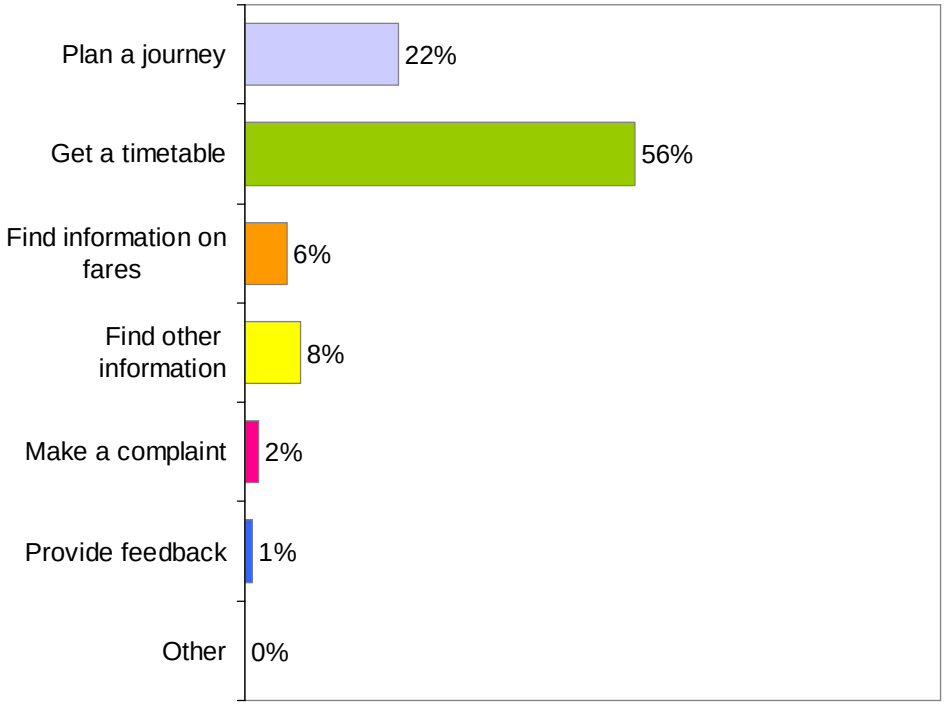
Use of qconnect Website

When last used and reason for use

Use of website in last year

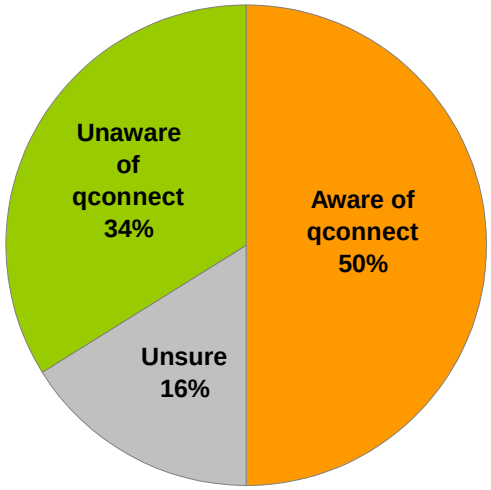


Main reason for using website

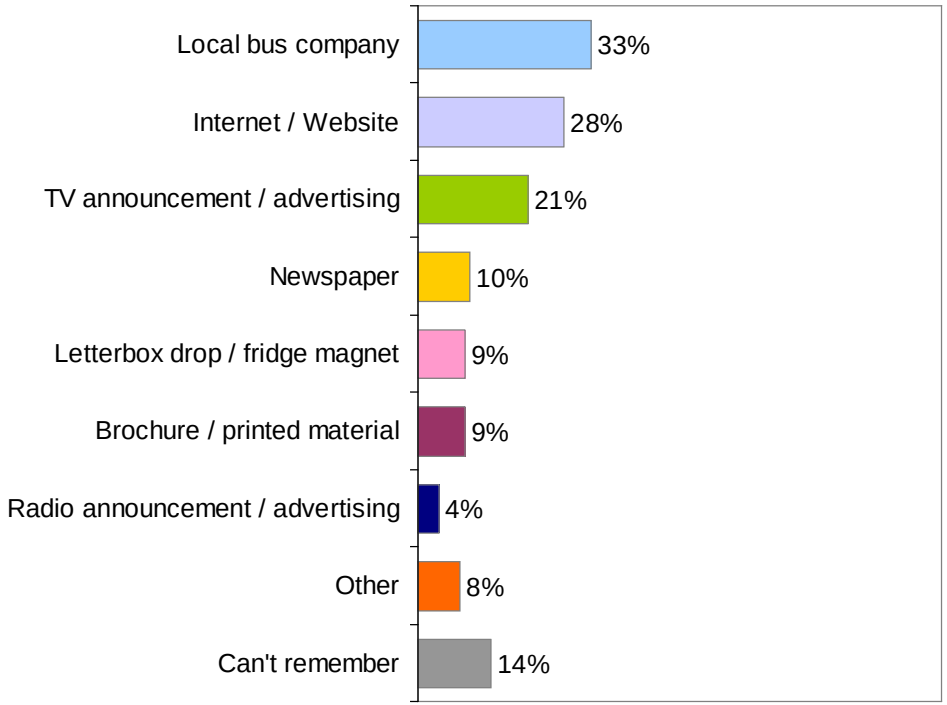


Q32. Have you used the qconnect website in the last year, that is www.qconnect.qld.gov.au? Base: Qtr 2&3 '09/'10 Total interviews n=427
Single response, prompted
Q33. Thinking about the last time you visited the website, what was the main reason for going to the website?
Base: Qtr 2-4 '09/'10 Total ROQ interviews who have visited website in last 12 months n=224
Single response, prompted

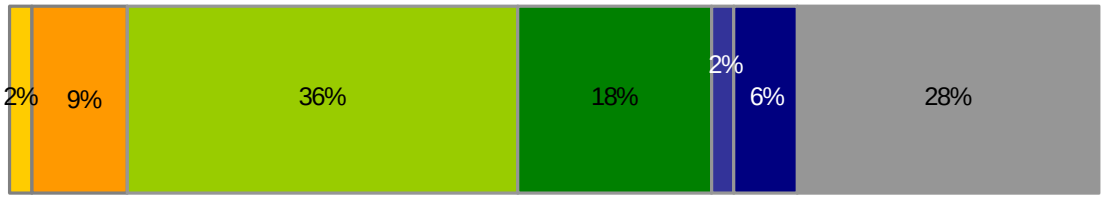
Awareness of qconnect



Heard about qconnect



Main sponsor of qconnect



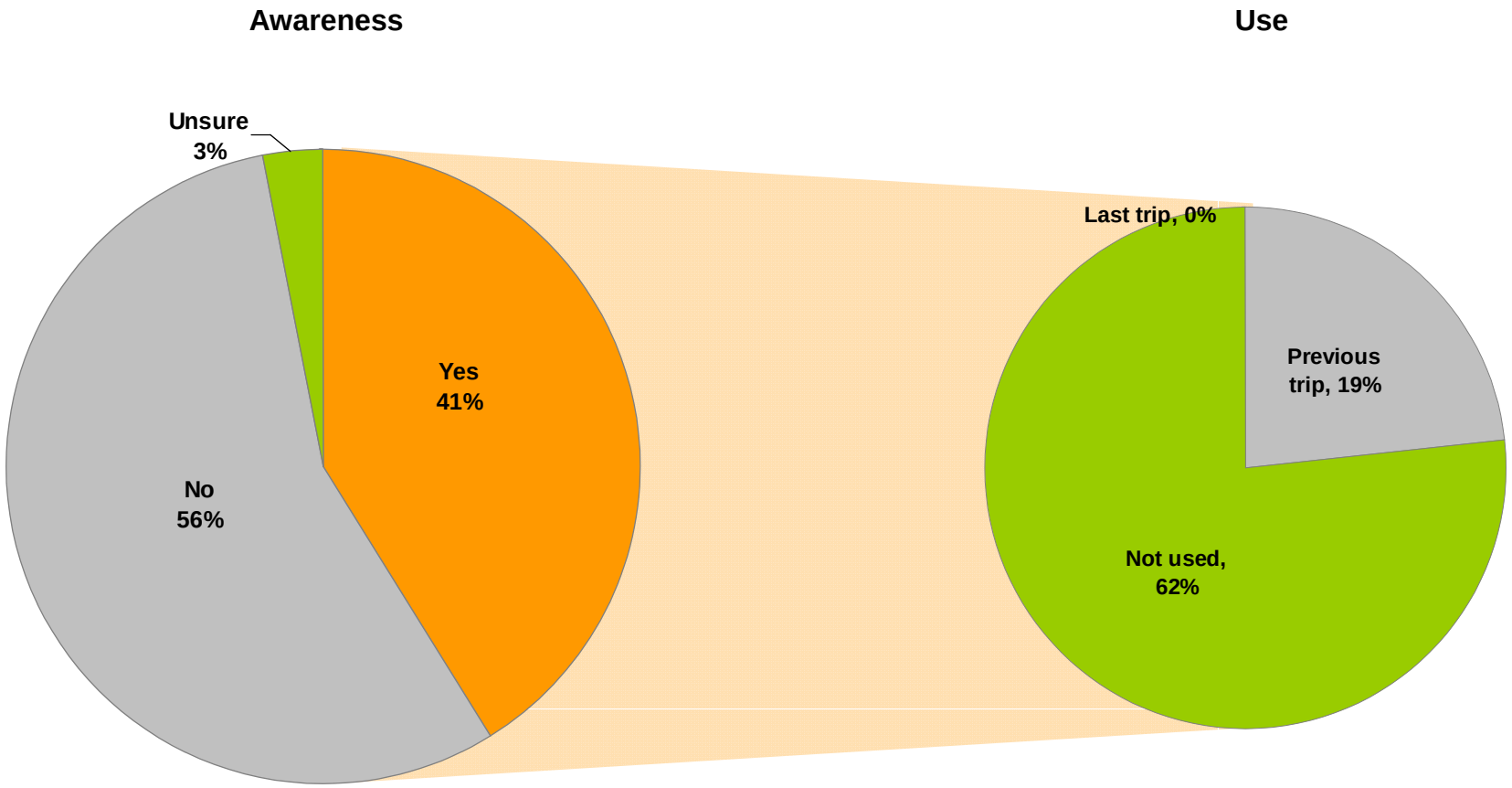
Q48. Before today, had you heard of qconnect? Single response, unprompted
Q49. Where did you hear about qconnect? Multiple response, prompted
Q50. Who do you think is the main sponsor of qconnect? Single response, unprompted
Base: Qtr 2-4 '09/'10 Total ROQ Bus interviews n=927

Queensland Government

Taxi Services

Secure Taxi Ranks

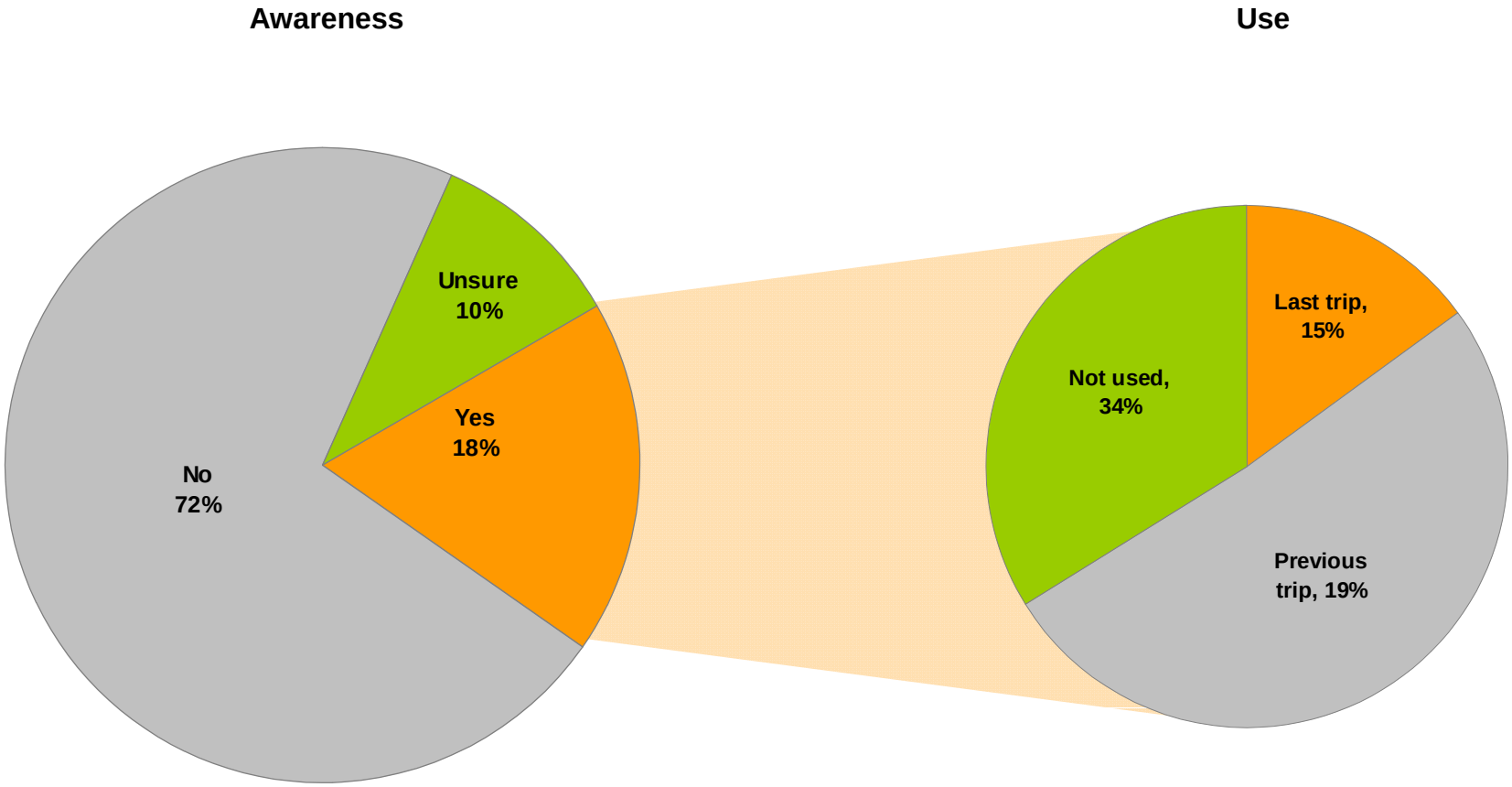
Awareness and Use



Q51. Before today had you heard of secure taxi ranks, that is ranks that operate between midnight and 5am and have a guard and marshal as well as CCTV and bright lighting? Base: Qtr 2-4 '09/'10 Total taxi users n=79
Q52. Have you ever used a secure taxi rank? Base: Q 2-4 '09/'10 Aware of secure taxi ranks n=27
Single response, prompted

Flat Fare Taxi Ranks

Awareness and Use



Q52. Before today had you heard of flat fare taxi ranks, that is ranks that are available late at night and have a marshal organising people into groups going in common directions for a flat, pre-arranged fare? Base: Qtr 2-4 '09/'10 Total taxi users n=79
Q54. Have you ever used a flat fare taxi rank? Base: Q 2-4 '09/'10 Aware of flat fare taxi ranks n=12
Single response, prompted

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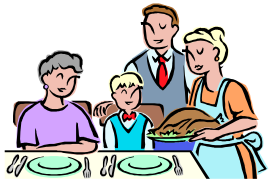
Sample
Profile

tns

Summary of Demographic Profile

2%	16-17 yrs
33%	18-34 yrs
38%	35-54 yrs
26%	55+ yrs

46%	Male
54%	Female



16%	Single person
10%	Group household
18%	Couple w/o kids
40%	Family
9%	Empty Nesters

54%	Working
15%	Retired
11%	Home duties
11%	Student
7%	Unemployed
3%	Other

2.89	Avg. household size
70%	Live within 440m of bus/train/ferry stop
18%	Live within 400m of taxi rank

5%	Vision impairment
8%	Physical / mobility impairment
4%	Hearing impairment
5%	Other impairment

**Results are weighted*

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Appendix:
Weighting

Appendix: Weighting

- To ensure that the data collected represents the population of Queensland according to both demographics and usage of public transport, a complex multistage process of weighting is undertaken as follows.
  - In the first instance, data is weighted within each of the TransLink and TMR regions to reflect the profile of public transport users by age and gender.
    - Age and gender population estimates are based on the most current forecasts available from the Australian Bureau of Statistics.
    - The incidence of public transport usage is based on comprehensive profiling research undertaken by TNS in January 2010 on behalf of TransLink and TMR.
  - Regions are then weighted relative to each other to reflect relativities in population size of each region.
  - The second stage of weighting ensures that modal usage (bus, train and ferry, and all combinations of multi modal users) are accurately reflected. These usage statistics are based on the 2010 profiling research.
- Weighting target matrices produced from the 2010 Profiling Survey will remain current until the next profiling survey is undertaken.

Please note that the data contained in this report has been prepared for the specific purpose of addressing the items contained in the project contract between **TNS Australia** and the **TransLink Transit Authority / Department of Transport and Main Roads.** It may not be suitable for other applications. The use of this data for any other purpose should be discussed with the lead author. TNS accepts no responsibility for unauthorised use of this data by a third party.

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