



3d. What are the tasks of marketing in your organisation?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4. Does the main PT operator in your capital city have an own marketing department?

Yes  No

5. Do PT operators in medium sized cities (50.000 – 250.000 inhabitants) in your country normally have their own marketing departments?

Yes  No

6. Are the following elements of marketing present in your organisation? (*Please tick*)

- |                      |                          |                                  |                          |
|----------------------|--------------------------|----------------------------------|--------------------------|
| Market research      | <input type="checkbox"/> | Public consultation              | <input type="checkbox"/> |
| Ticketing / Sales    | <input type="checkbox"/> | Product promotion                | <input type="checkbox"/> |
| Advertising          | <input type="checkbox"/> | Public Relations                 | <input type="checkbox"/> |
| Complaint management | <input type="checkbox"/> | Image Building                   | <input type="checkbox"/> |
| Quality management   | <input type="checkbox"/> | Individualised Marketing         | <input type="checkbox"/> |
| Awareness campaigns  | <input type="checkbox"/> | Customer Relationship Management | <input type="checkbox"/> |

Other: \_\_\_\_\_

\_\_\_\_\_

7. What is happening regarding the analysis of the (public) transport market in your organisation? (*Give short explanation please*)

- Passenger counts  \_\_\_\_\_
- Sales statistics  \_\_\_\_\_
- Passenger surveys  \_\_\_\_\_
- Customer satisfaction surveys  \_\_\_\_\_
- Analysis of mobility patterns  \_\_\_\_\_
- Analysis of service Quality  \_\_\_\_\_

Other: \_\_\_\_\_

8. How do you think the public transport market will develop in the future?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. What is done by PT operators in your country to promote the use of public transport?  
 (List activities)

	Own company	Other cities
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

10. What is done by PT operators in your country to improve PT image and to develop customer relations?

Service centres	<input type="checkbox"/>	Public relation	<input type="checkbox"/>
Staff training	<input type="checkbox"/>	Awareness campaigns	<input type="checkbox"/>
Marketing campaigns	<input type="checkbox"/>	Advertising	<input type="checkbox"/>

Others: \_\_\_\_\_

\_\_\_\_\_

11. What will be the role (importance) of marketing in the future transport market?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Thanks for filling in the questionnaire!**