Sum	7	6	5	4	3	2	1		
	Viorica Sarman	Sawomir Monkiewicz	Petko Dimitrov	Rybarcyk Wlodzimierz	Sano Mrso	Jiri Pytelka	Janos Jurisits		Name of expert
	Bucharest, Romania	Warsaow, Poland	Sofia, Bulgaria	Warsaw, Poland	Osijek, Croatia	Prague, Czech Republic	Budapes, Hungary		City, Country
1,417,143	2,000,000	1,700,000	1,200,000	1,700,000	120,000	1,200,000	2,000,000		Number of inhabitants in your city
								Authority	Does your organisation represent:
43%					1	1	1	PT operator	
	PT association	Consulting company	Institute of Transport and Communi-cations	Warsaw City Hall, Road and Public Transport Department				Other	
33%	1			1				No	Does your organisation execute contracts for an authority?
67%			1		1	1	1	Yes	
			Consultancy contracts			gross	gross	On which basis (net, gross)	
									What is your personal understanding of marketing in the field of PT?
67%	1				1	1	1	Yes	Is there a responsible person for marketing in your organisation?
33%			1	1				No	
6.6	1		8		1	3	20		How many people are working on marketing in your company?
40%						1	1	Yes	Is there an own marketing department?
60%	1		1		1			No	
									What are the tasks of marketing in your organisation?
86%	1	1	1	1		1	1	Yes	Does the main PT operator in your capital city have an own marketing department?
14%					1			No	
60%					1	1	1	Yes	The PT operators in medium sized cities ...
40%	1		1					No	
57%	1		1		1		1	Market research	Are the following elements of marketing present in your organisation?
57%		1		1		1	1	Ticketing/ Sales	
100%	1	1	1	1	1	1	1	Advertising	
57%		1		1		1	1	Complaint management	
57%		1	1	1		1		Quality management	
57%			1	1		1	1	Awareness campaigns	
71%		1	1	1	1		1	Public consultation	
86%		1	1	1	1	1	1	Product promotion	
71%		1	1	1	1		1	Public relations	
43%	1				1		1	Image building	
14%					1			Individualised Marketing	
29%			1				1	Customer Relationship Management	

								Other	
83%	1	1		by ZTM		1	1	Passenger counts	What is happening regarding the analysis of the transport market
83%	1	1		by ZTM		1	1	Sales statistics	
67%	1	1		1993, 1998, 2005			1	Passenger surveys	
50%	1	1	1					Customer satisfaction surveys	
67%		1	1	computer traffic model			1	Analysis of mobility patterns	
50%		1	1			1		Analysis of service Quality	
								Other	
									How do you think the public transport market will develop in the future?
			Advertising campaigns		Growing lines	Improvement of service quality	Modernization of vehicles	Own company	What is done by PT operators in your country to promote the use of public transport
	passenger survey		Advertising campaigns		Growing lines		Modernization of vehicles	Others	
	Poster				Advertising	Integration of tariffs	Increased frqu. of services	Own company	
			New ticketing systerms		Advertising	Integration of tariffs	Increased frqu. of services	Others	
	Web pages		New ticketing systerms		Marketing camp		Harmonisation of timetables	Own company	
	Web pages				Marketing camp		Harmonisation of timetables	Others	
43%		1	1			1		Service centres	What is done by PT operators in your country to improve PT image and develop customer relations?
71%		1	1	1		1	1	Staff training	
29%					1		1	Marketing campaigns	
71%	1	1	1	1	1			Public relation	
29%				1			1	Awareness camapaigns	
29%			1		1			Advertising	
								Others	
									What will be the role (importance) of marketing in the future transport market?