

**SPUTNIC – Second Working Group meeting,
04-05 October, Zagreb**

Marketing & Customer Relations Questionnaire on PT image

Please complete and return to Franz Barta by email franz.barta@socialdata.de or fax: ++44 117 9 29 96 98 by 14 September 2007

1. General questions

Name of expert: _____

City, Country: _____

Number of inhabitants in your city: _____

Do you represent: Authority
 PT operator
 Other _____

1 What modes of public transport are available in your city?

	<input type="checkbox"/>	Length of track
Metro/Underground	<input type="checkbox"/>	_____
Tram	<input type="checkbox"/>	_____
Busses	<input type="checkbox"/>	_____
Others	_____	_____

2 Do you think a higher use of PT in your city is possible? What measures would be necessary to achieve a higher use?

3 What is the importance of Public Transport in the day-to-day activities and community life of the people in your city?

	In the opinion of:	Yourself	Citizens
Public Transport is an extremely important part of community life, it should be supported more.		<input type="checkbox"/>	<input type="checkbox"/>
Public transport is important but there are other problems in the community as well.		<input type="checkbox"/>	<input type="checkbox"/>

The importance of Public Transport is overestimated; however, it should not be neglected.

Public Transport is no longer important, and public money should definitely be used in other ways.

4 What images spring to mind when thinking about public transport?

In the opinion of:	Yourself	Citizens
Very positive images	<input type="checkbox"/>	<input type="checkbox"/>
Positive images	<input type="checkbox"/>	<input type="checkbox"/>
Negative images	<input type="checkbox"/>	<input type="checkbox"/>
Very negative images	<input type="checkbox"/>	<input type="checkbox"/>

6 Do you think that it is important for the citizens in your city that public transport has/gets a good image?

7 What are the most important user groups of public transport in your city?

8.1 Who takes care of public transport image improvements in your city?

Public transport operators	<input type="checkbox"/>	Authorities	<input type="checkbox"/>
Administrations	<input type="checkbox"/>	Others:	<hr/>

8.2 What actions are taken by the public transport operator(s) / authorities / administrations in your city to improve the image of public transport?

Advertising	<input type="checkbox"/>	Public relation events	<input type="checkbox"/>	Others (please specify)
Campaigns	<input type="checkbox"/>	Promotion	<input type="checkbox"/>	<hr/>

8.3 What measures are necessary to improve the image of public transport in your city? Please also indicate who should take the lead.

- 9 Is the actual state of public transport in your city in your opinion better or worse than its image?

- 10 Do current transport policies in your city reflect people's expectations? Please state your reasons.

- 11 In your opinion, does the importance of public transport fit its image? Please state your reasons.

- 12 If decisions between investments in motorised transport and public transport have to be made in your city which mode of transport does a majority of decision makers favour and why?

- 13 What needs to be done for public transport to become more of a priority?

Thanks for filling in the questionnaire!