

SPUTNIC – Fourth Working Group meeting,

09-10 October 2008, Prague

Marketing & Customer Relations Cluster

Questionnaire on Monitoring and Analysis of the Public Transport Market

1 Please give some information about Public Transport in your city. What modes of public transport are available in your city?

<p>Name of city _____</p> <p>Inhabitants in transport area _____</p> <p>Served area: _____ km²</p> <p>Passengers per year: _____</p>	<p>Available Public Transport modes:</p> <p>Metro/Underground <input type="checkbox"/></p> <p>Tram <input type="checkbox"/></p> <p>Busses <input type="checkbox"/></p> <p>Others _____</p>
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2 Is there a systematic monitoring and analysis of the public transport market in your city? If yes which surveys/tools are used?

Yes _____

No, because: _____

3 Does the monitoring and analysis of the public transport market include the collection of information on ?

	Yes	No
... current customers	<input type="checkbox"/>	<input type="checkbox"/>
... ticket sales	<input type="checkbox"/>	<input type="checkbox"/>
... travel behaviour	<input type="checkbox"/>	<input type="checkbox"/>
... potential customers	<input type="checkbox"/>	<input type="checkbox"/>
... image of PT	<input type="checkbox"/>	<input type="checkbox"/>
Others: _____		

4 What instruments are used for the monitoring and analysis of the (public) transport market, **by city authorities**?

5 What instruments are used for the monitoring and analysis of the (public) transport market, **by public transport operators**?

6 What instruments are used for the monitoring and analysis of the (public) transport market, **by public transport authorities and associations**?

7 What do you think should be improved regarding the monitoring and analysis of the public transport market in your city?

8 Do public transport operators in your city monitor the entire transport market or only the public transport market (user)?

9 In what regard are the outcomes of the monitoring of the (public) transport market used to improve existing services and to develop new services?

10 In what regard are the outcomes of the monitoring and analysis of the (public) transport market used in the areas of marketing and customer relations?

General Questions:

Name of expert:

Company:

City:

Country:

Do you represent PT operator Authority other, _____

Thank you very much for your collaboration and please mail your questionnaire by 12 September 2008 to Franz Barta by email franz.barta@socialdata.de or fax: ++44 117 9 29 96 98