

## TransLink Customer Satisfaction Monthly Snapshot

March 2013

KPI	Bus	Train	Ferry	All
<b>Safety &amp; Security</b>				
Safety at stops, stations and on board vehicles	77	74	87	77
<b>Reliability &amp; Frequency</b>				
Ability to meet departure times, frequency of services and reliability of go card readers	64	68	80	68
<b>Comfort</b>				
Cleanliness, availability of seats, temperature on board, and facilities at stops and stations	72	65	82	70
<b>Ease of Use</b>				
Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops	77	77	83	78
<b>Ease of using go card sub-index</b>				
Ease of purchasing and topping up a go card, managing a go card account and understanding information about the go card.	78	77	80	78
<b>Proximity</b>				
Convenience of available routes, distances from stops and stations and proximity of go card outlets	73	70	82	72
<b>Efficiency</b>				
Door-to-door travel time, connections with other services and avoidance of congestion	66	65	79	67
<b>Information</b>				
Ability to understand on board and at-station information, timetables, maps and journey planning information	65	69	77	68
<b>Accessibility</b>				
Ease of getting on and off the platform, and on and off the vehicles, and the reliability of escalators and elevators	80	77	86	79
<b>Staff</b>				
Knowledge, conduct, presentation and helpfulness of staff	75	78	87	77
<b>Affordability</b>				
Cost of tickets and benefits of not having to pay for parking	50	44	57	48
<b>Overall Service - All PT Users</b>				
A combination of all reported categories	68	66	79	68

Results shown are indices out of a possible 100. Satisfaction levels of 75 and above are classed as "best practice", while 60 and above is considered "satisfactory".

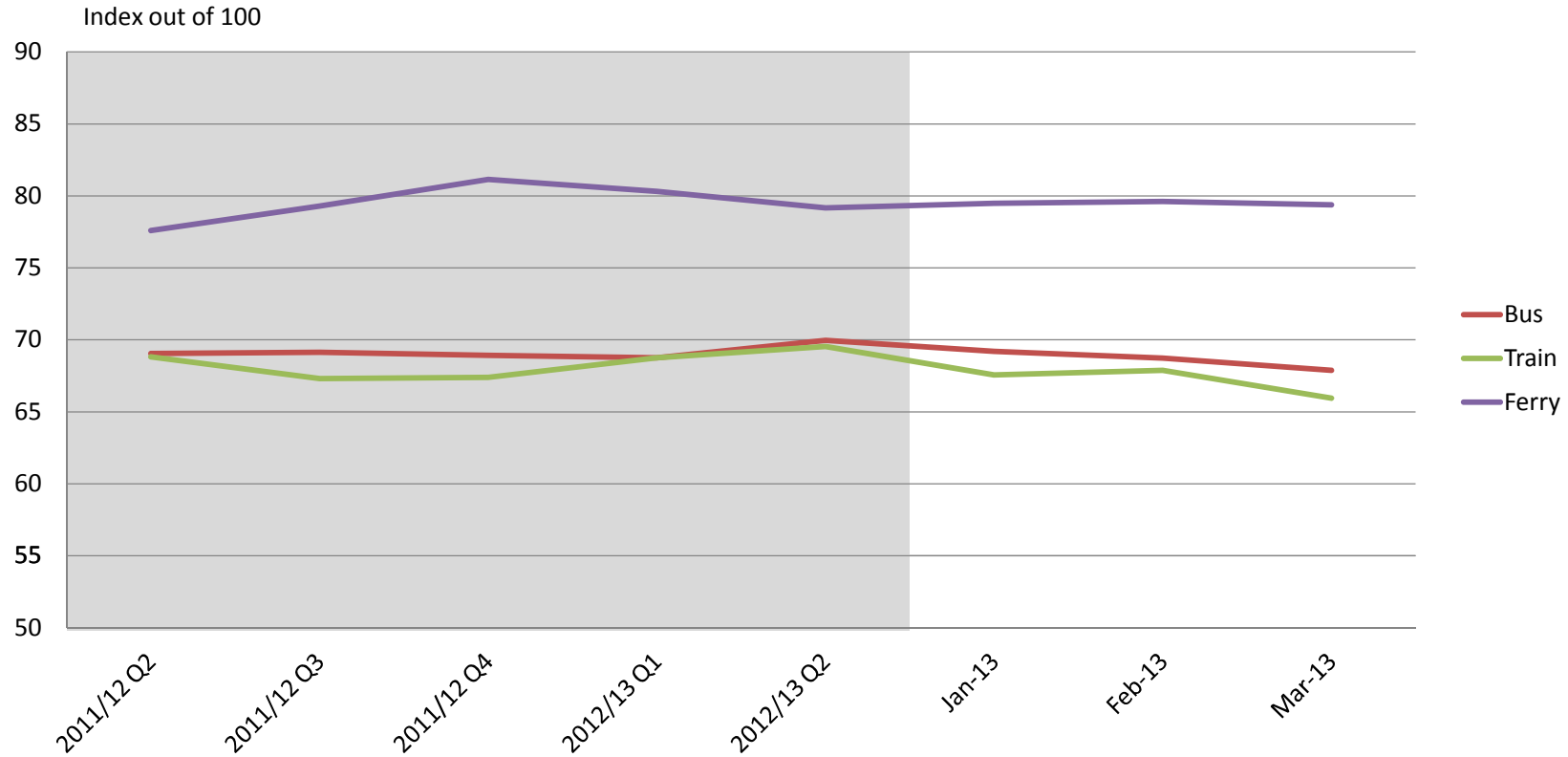
Red figures indicates a statistically significant **decrease** in the period

Green figures indicates a statistically significant **increase** in the period

## TransLink Patronage, Complaints and go card fixed fares Monthly Snapshot

Week ending	Passenger trips	Customer complaints ( <i>go</i> card) per 10,000 trips	Customer complaints (other than <i>go</i> card) per 10,000 trips	<i>go</i> card Adjustments per 10,000 <i>go</i> card trips	Fixed fares as a percentage of all <i>go</i> card trips
8 July 2012	3,035,220	0.56	2.40	15.82	2.27%
15 July 2012	3,399,839	0.64	2.68	14.26	2.34%
22 July 2012	3,519,444	0.55	2.18	20.80	2.36%
29 July 2012	3,805,740	0.73	2.01	34.16	2.23%
5 August 2012	3,835,970	0.65	2.08	24.96	2.24%
12 August 2012	3,945,819	0.66	2.13	20.75	2.33%
19 August 2012	3,545,381	0.82	2.43	15.78	2.41%
26 August 2012	3,769,709	0.94	2.91	13.11	2.27%
2 September 2012	3,727,194	0.73	2.33	13.75	2.14%
9 September 2012	3,722,040	0.64	2.21	12.56	2.08%
16 September 2012	3,757,205	0.67	2.19	12.85	2.04%
23 September 2012	3,688,148	0.63	2.21	12.84	2.04%
30 September 2012	3,177,721	0.69	2.34	15.11	2.27%
7 October 2012	2,906,172	0.93	2.10	17.38	2.22%
14 October 2012	3,679,515	1.22	2.54	43.96	2.24%
21 October 2012	3,792,132	0.74	2.41	16.47	2.19%
28 October 2012	3,611,722	0.77	2.29	15.56	2.16%
4 November 2012	3,488,286	0.89	2.35	15.03	2.12%
11 November 2012	3,567,280	0.58	2.14	14.38	2.14%
18 November 2012	3,528,977	0.63	2.32	15.83	2.15%
25 November 2012	3,493,859	0.63	2.29	16.71	2.23%
2 December 2012	3,433,696	0.70	2.62	13.50	2.21%
9 December 2012	3,201,022	0.70	2.38	17.78	2.21%
16 December 2012	3,111,802	0.71	2.47	18.28	2.19%
23 December 2012	2,868,104	0.72	2.45	17.32	2.18%
30 December 2012	1,551,851	0.61	2.45	15.97	2.69%
6 January 2013	2,025,318	0.78	2.09	14.91	2.56%
13 January 2013	2,679,546	0.88	3.44	113.55	2.20%
20 January 2013	2,847,554	0.64	2.83	15.77	2.21%
27 January 2013	2,691,003	1.18	2.20	19.15	2.22%
3 February 2013	2,522,369	0.86	2.11	29.50	2.82%
10 February 2013	3,415,127	0.76	2.39	18.10	2.49%
17 February 2013	3,445,133	0.87	3.49	17.51	2.37%
24 February 2013	3,630,800	0.72	2.47	17.53	2.43%
3 March 2013	3,763,201	0.81	3.16	16.03	2.43%
10 March 2013	3,976,726	0.57	2.39	15.09	2.28%
17 March 2013	3,999,340	0.67	3.86	15.32	2.30%
24 March 2013	3,916,520	0.65	3.52	15.07	2.15%
31 March 2013	3,246,846	0.49	4.24	15.82	2.20%

## Overall satisfaction – A combination of all reported categories



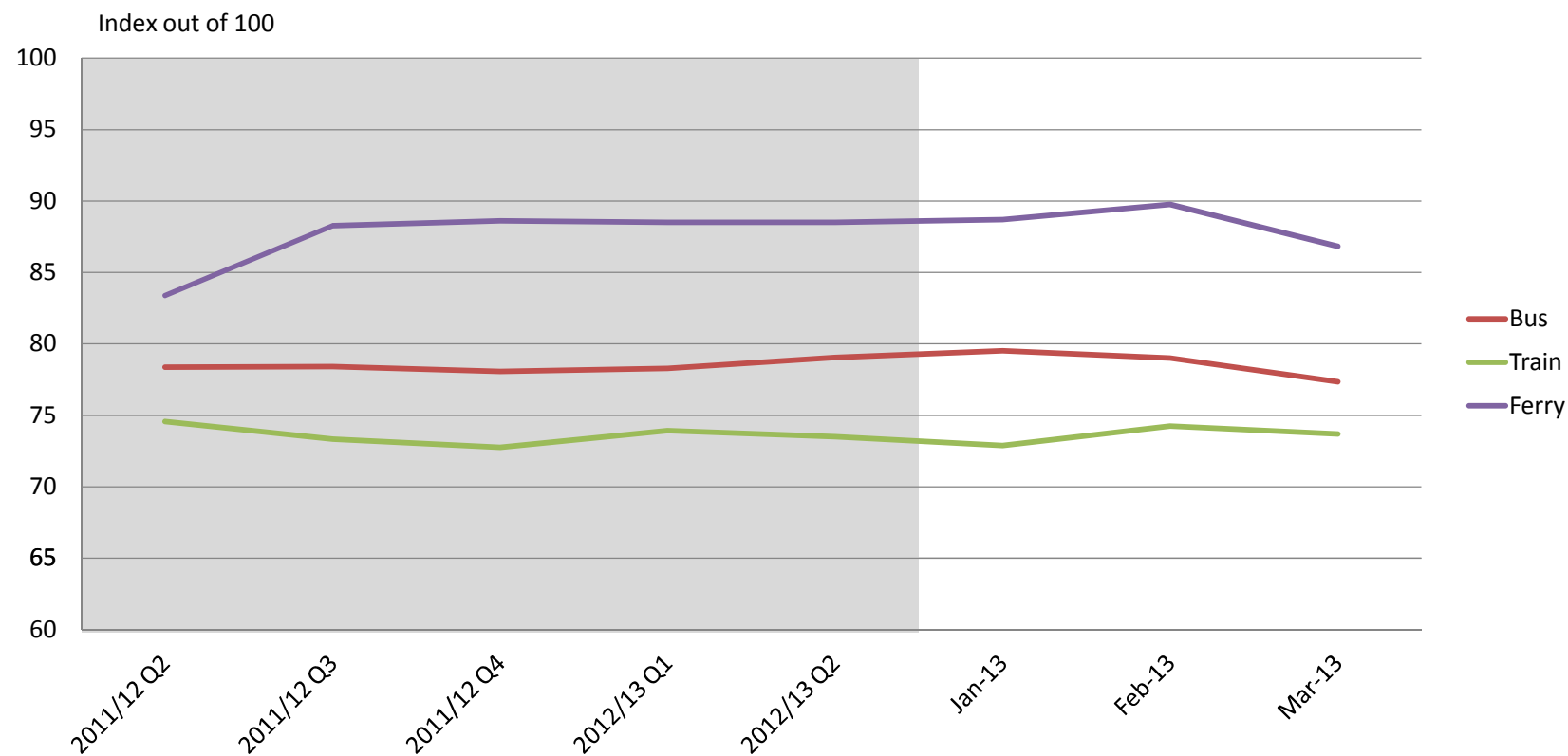
\*As of January 2013, customer satisfaction results will be reported monthly rather than quarterly.

	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	69	69	69	69	70	69	69	68
<b>Train</b>	69	67	67	69	70	68	68	66
<b>Ferry</b>	78	79	81	80	79	79	80	79

Red figures indicates a statistically significant **decrease** in the period

Green figures indicates a statistically significant **increase** in the period

## Safety and Security – Safety at stops, stations and on board vehicles



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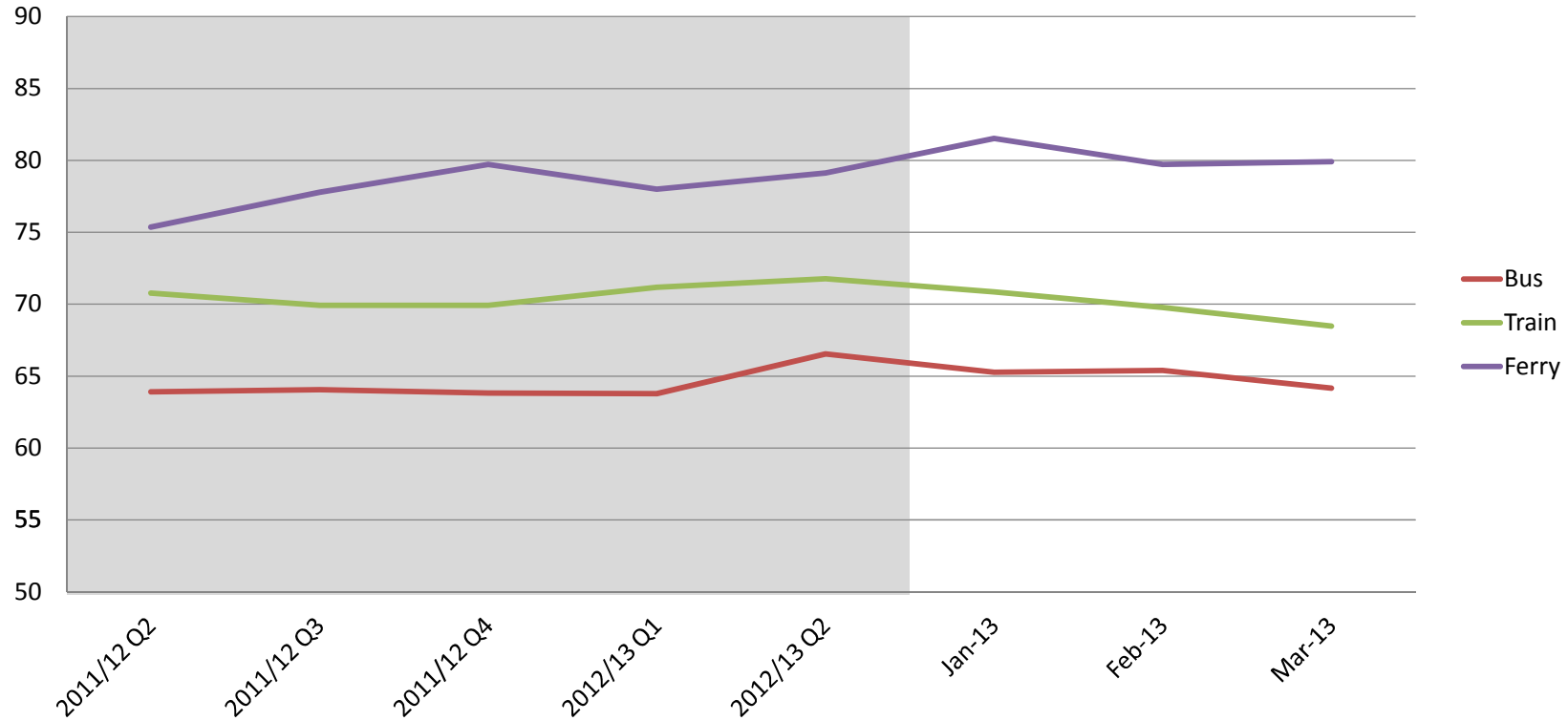
	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	78	78	78	78	79	80	79	77
<b>Train</b>	75	73	73	74	74	73	74	74
<b>Ferry</b>	83	88	89	89	89	89	90	87

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## Reliability and frequency – Ability to meet departure times, frequency of services and reliability of go card readers

Index out of 100



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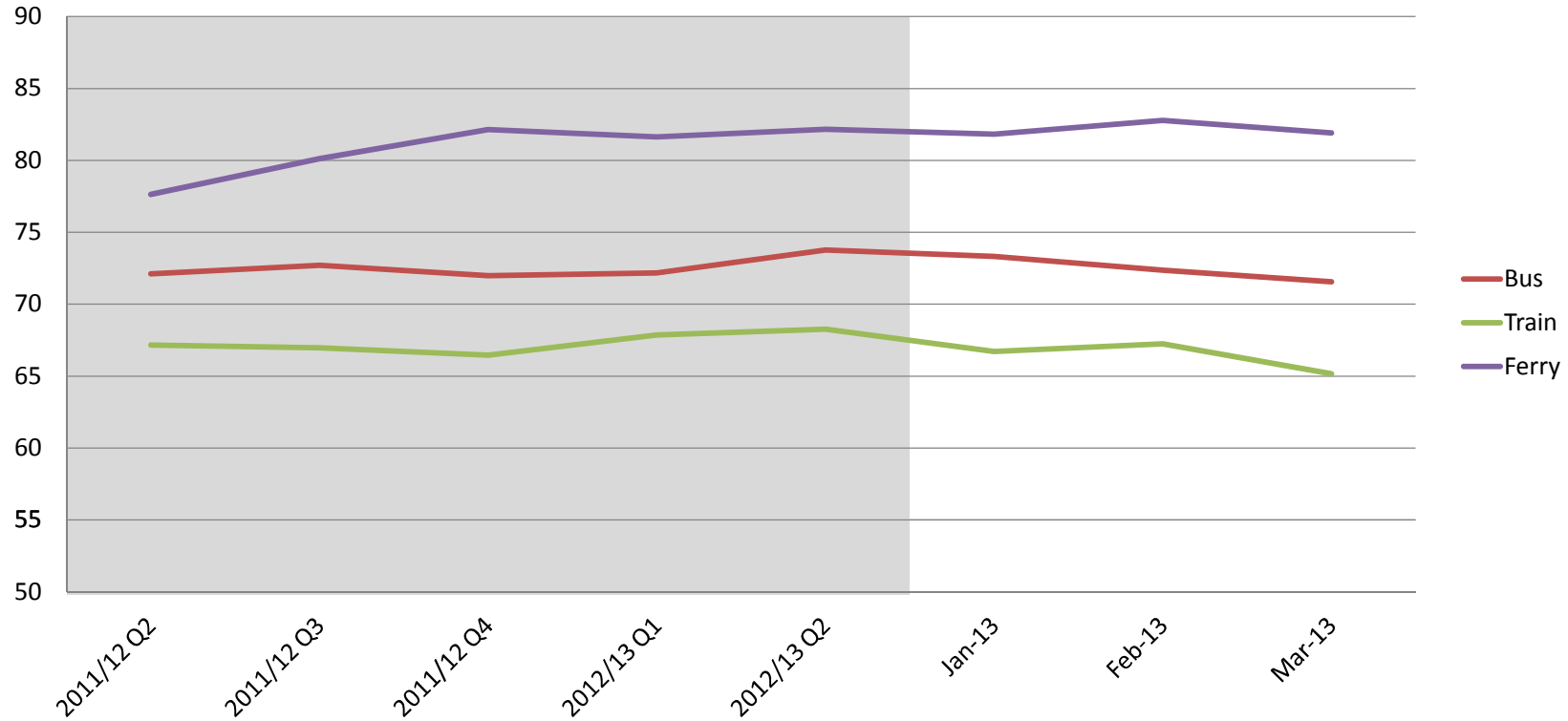
	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	64	64	64	64	67	65	65	64
<b>Train</b>	71	70	70	71	72	71	70	68
<b>Ferry</b>	75	78	80	78	79	82	80	80

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## Comfort – Cleanliness, availability of seats, temperature on board, and facilities at stops and stations

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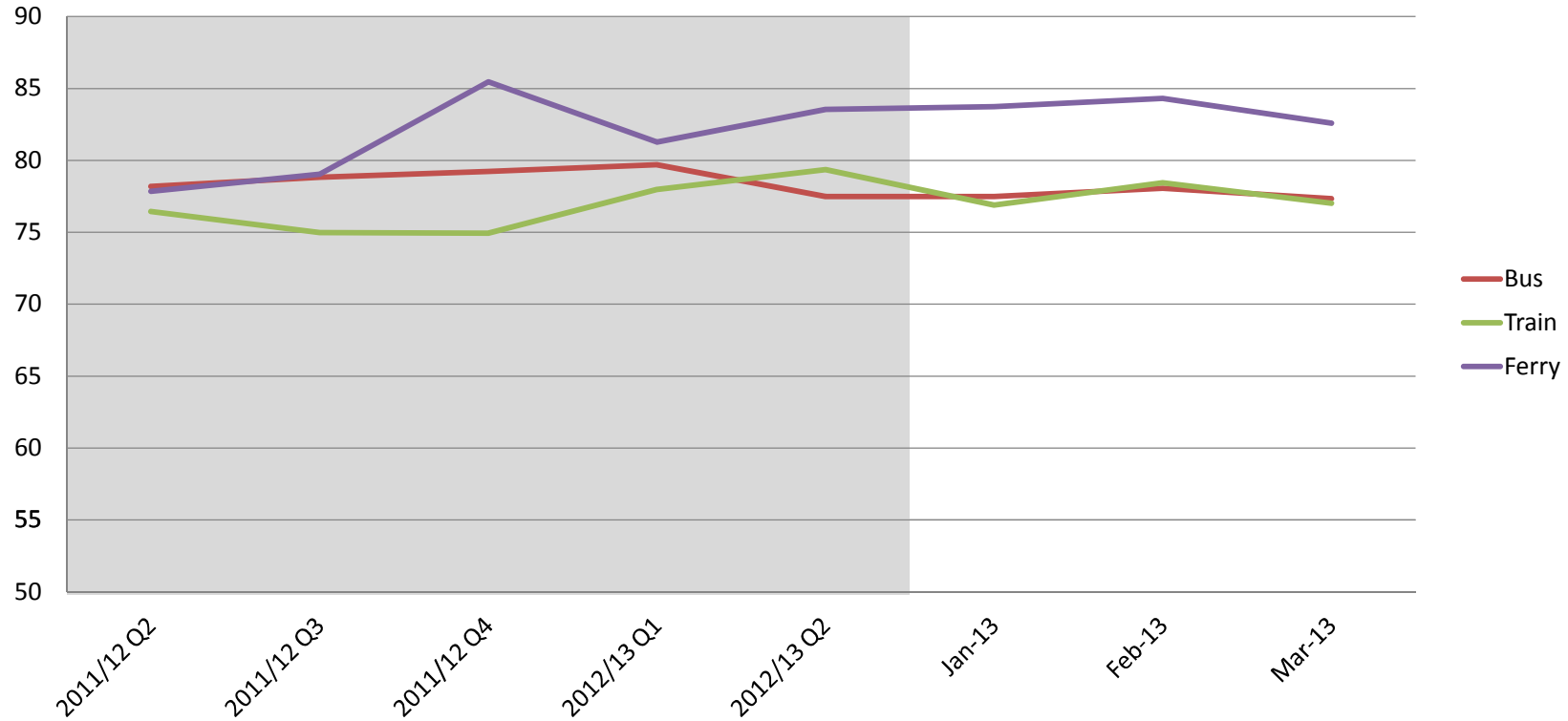
	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	72	73	72	72	74	73	72	72
<b>Train</b>	67	67	66	68	68	67	67	65
<b>Ferry</b>	78	80	82	82	82	82	83	82

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## Ease of use – Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops

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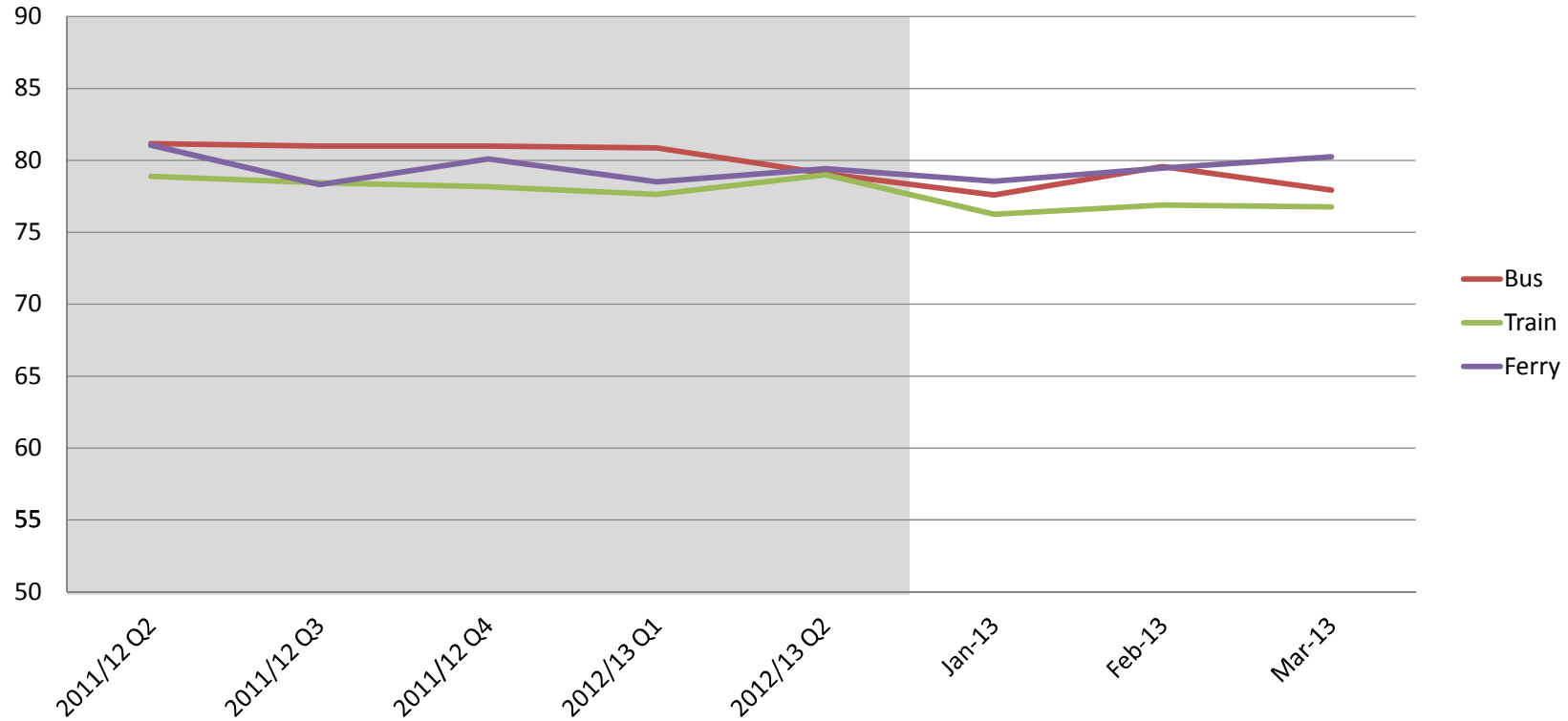
	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	78	79	79	80	77	77	78	77
<b>Train</b>	76	75	75	78	79	77	78	77
<b>Ferry</b>	78	79	85	81	84	84	84	83

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## Ease of use of go card – Ease of purchasing and topping up a go card, managing a go card account and understanding information about the go card.

Index out of 100



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	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	81	81	81	81	79	78	80	78
<b>Train</b>	79	78	78	78	79	76	77	77
<b>Ferry</b>	81	78	80	79	79	79	79	80

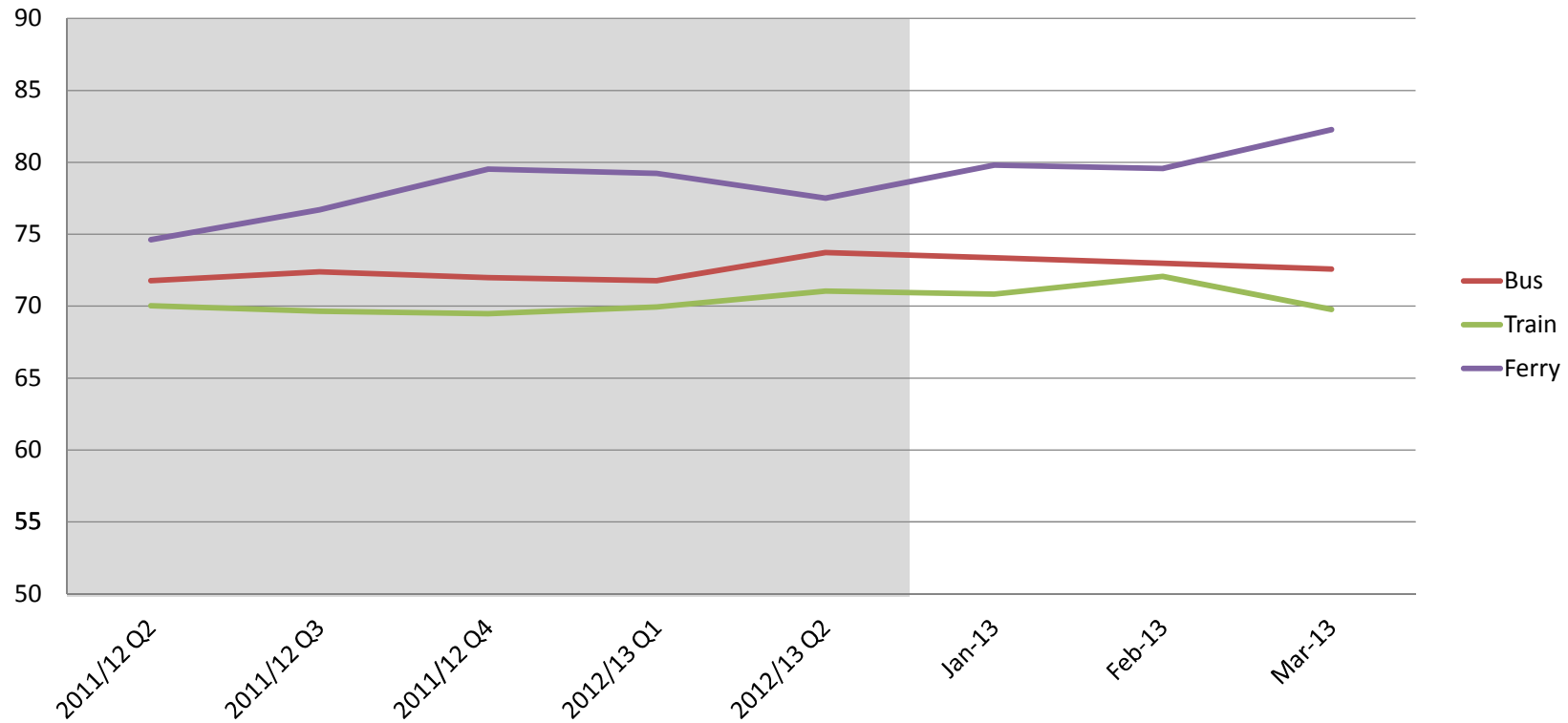
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## Proximity – Convenience of available routes, distances from stops and stations and proximity of go card outlets

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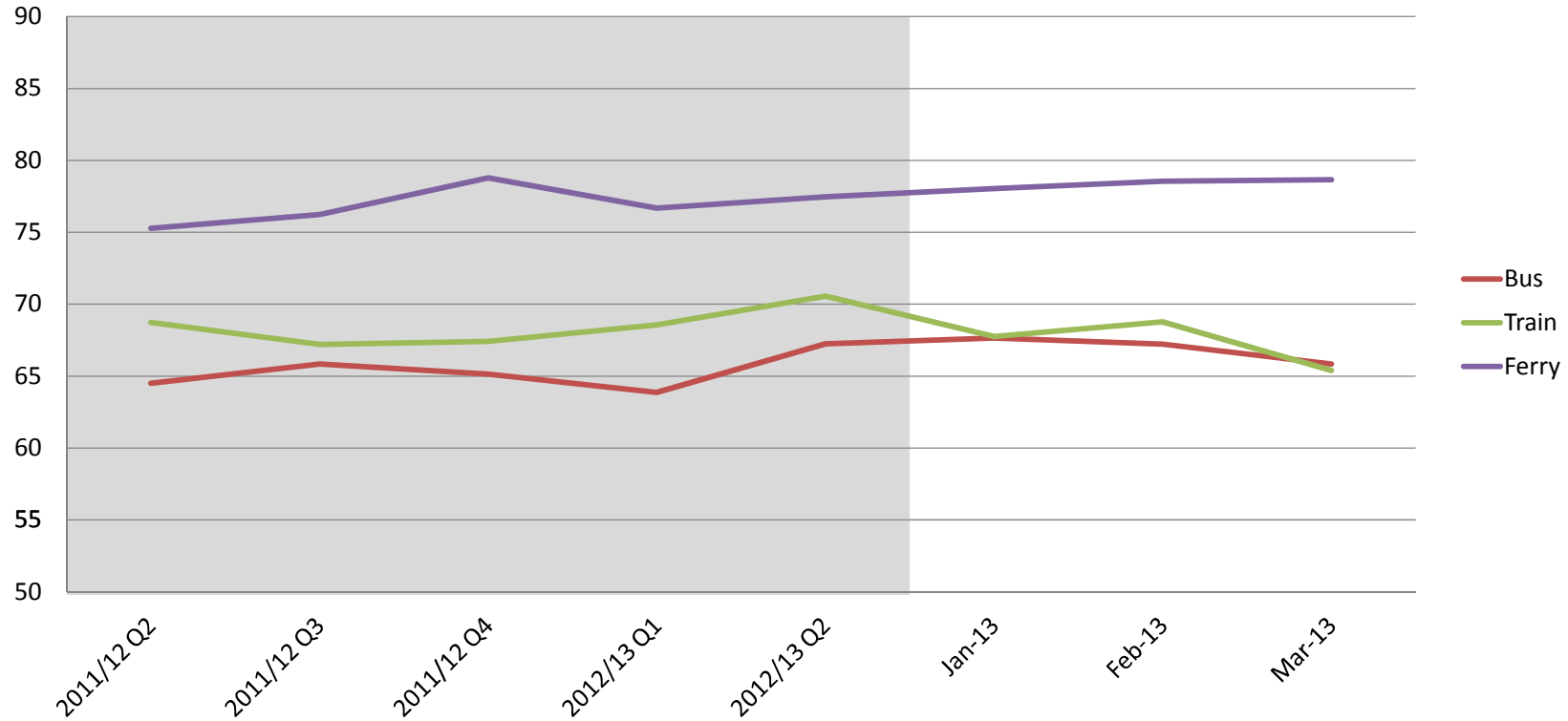
	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	72	72	72	72	74	73	73	73
<b>Train</b>	70	70	69	70	71	71	72	70
<b>Ferry</b>	75	77	80	79	78	80	80	82

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## Efficiency – Door-to-door travel time, connections with other services and avoidance of congestion

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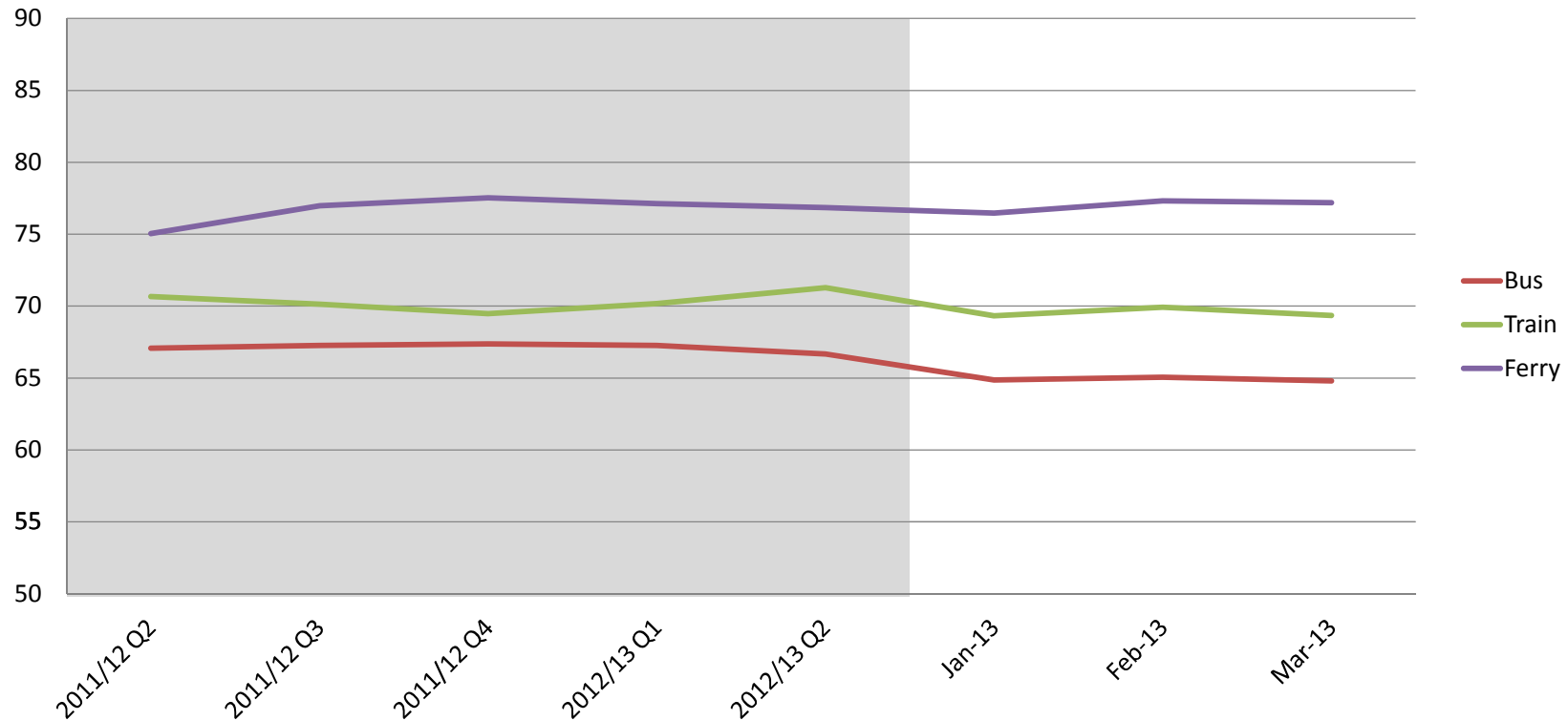
	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	65	66	65	64	67	68	67	66
<b>Train</b>	69	67	67	69	71	68	69	65
<b>Ferry</b>	75	76	79	77	77	78	79	79

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## Information – Ability to understand on board and at-station information, timetables, maps and journey planning information

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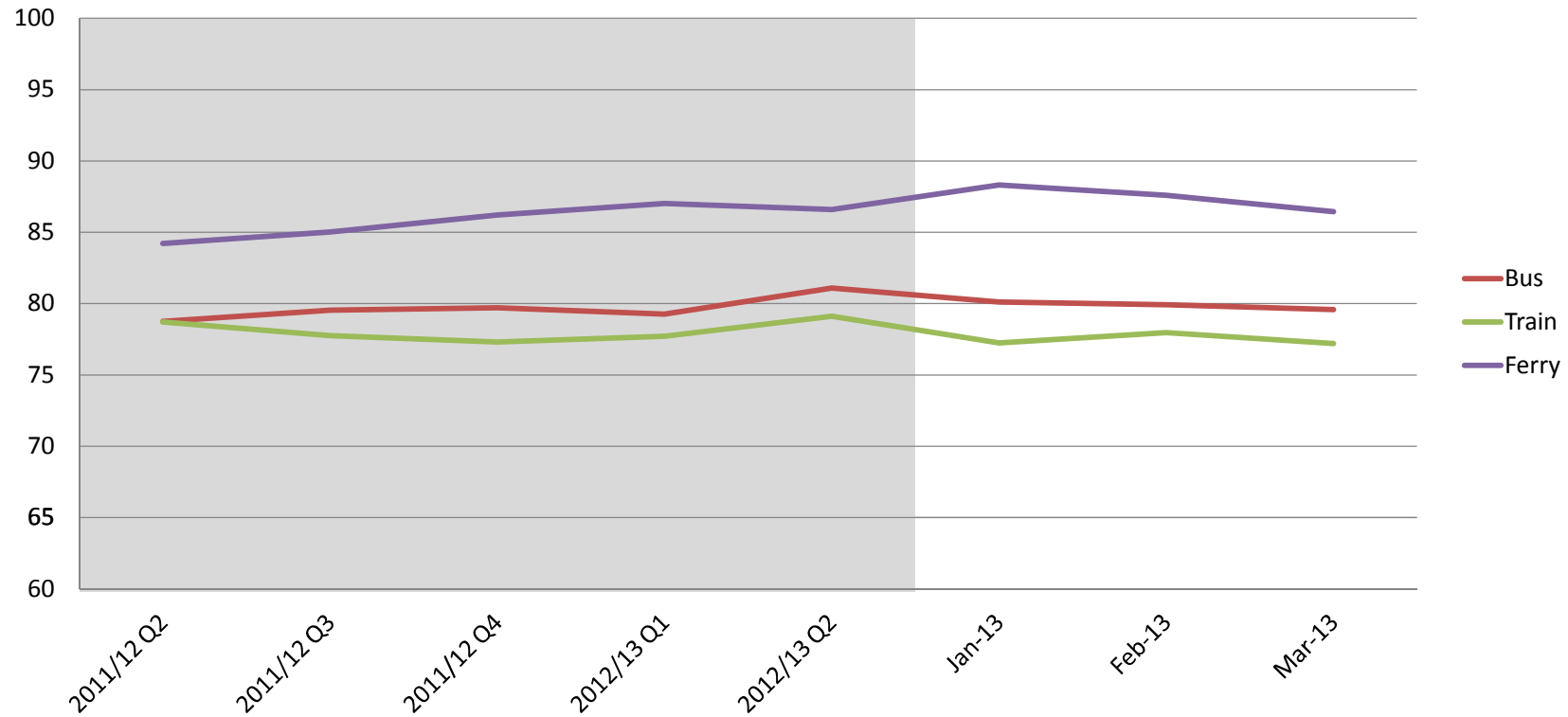
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<b>Bus</b>	67	67	67	67	67	65	65	65
<b>Train</b>	71	70	69	70	71	69	70	69
<b>Ferry</b>	75	77	78	77	77	76	77	77

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## Accessibility – Ease of getting on and off the platform, and on and off the vehicles, and the reliability of escalators and elevators

Index out of 100



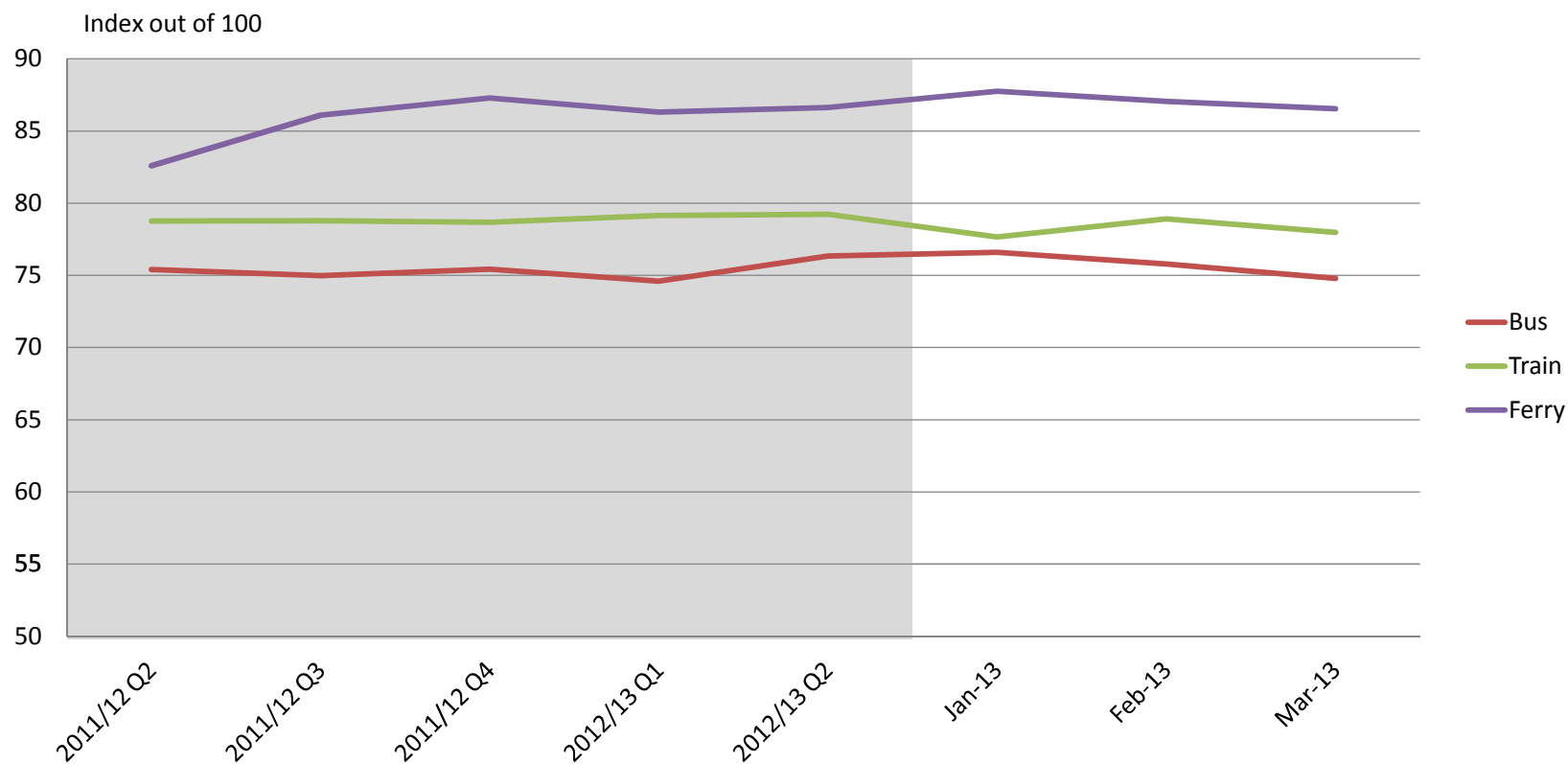
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<b>Bus</b>	79	80	80	79	81	80	80	80
<b>Train</b>	79	78	77	78	79	77	78	77
<b>Ferry</b>	84	85	86	87	87	88	88	86

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## Staff – Knowledge, conduct, presentation and helpfulness of staff



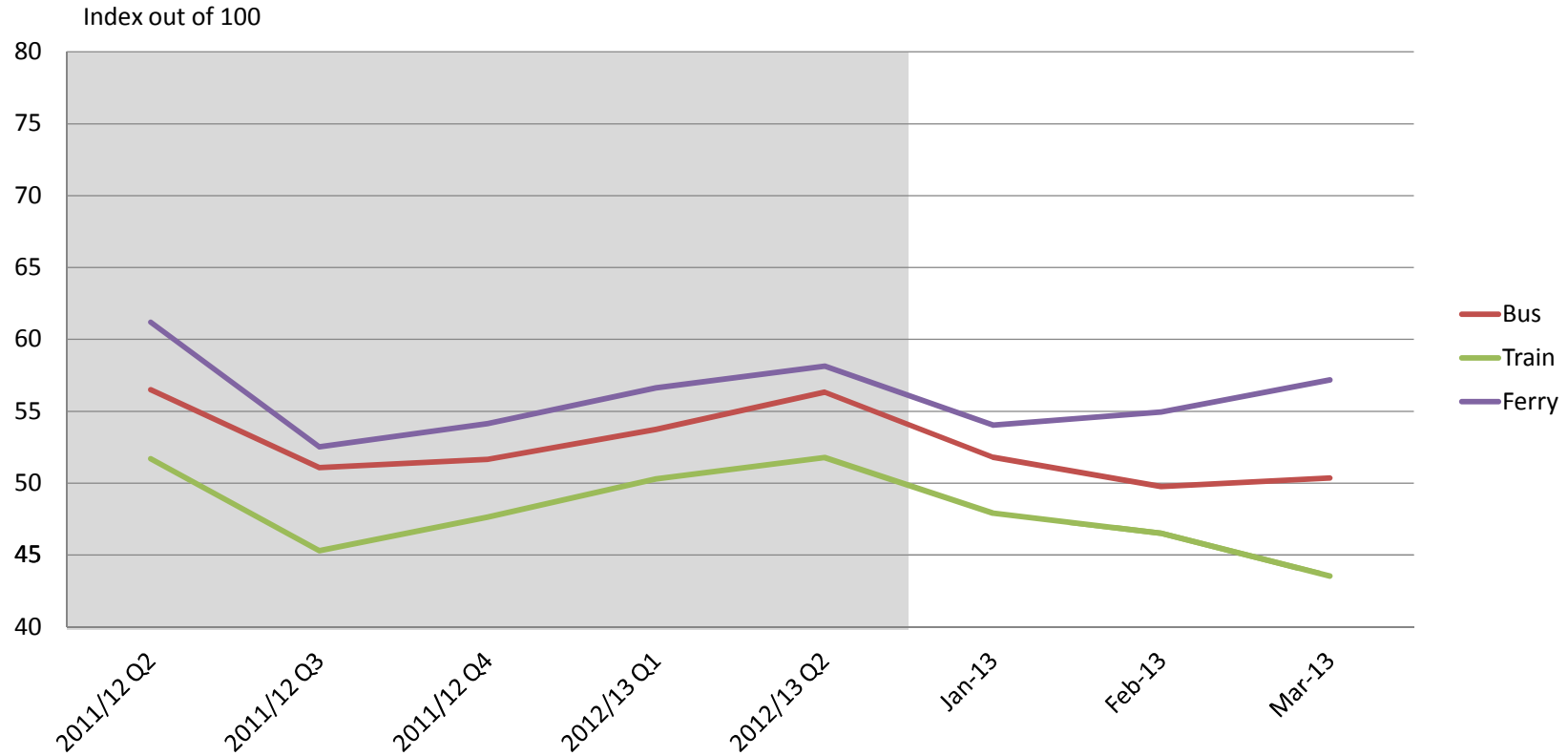
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	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	75	75	75	75	76	77	76	75
<b>Train</b>	79	79	79	79	79	78	79	78
<b>Ferry</b>	83	86	87	86	87	88	87	87

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## Affordability – Cost of tickets and benefits of not having to pay for parking



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	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13	Feb-13	Mar-13
<b>Bus</b>	57	51	52	54	56	52	50	50
<b>Train</b>	52	45	48	50	52	48	47	44
<b>Ferry</b>	61	53	54	57	58	54	55	57

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