

TransLink Customer Satisfaction Monthly Snapshot

January 2013

KPI	Bus	Train	Ferry	All
Safety & Security				
Safety at stops, stations and on board vehicles	80	73	89	78
Reliability & Frequency				
Ability to meet departure times, frequency of services and reliability of go card readers	65	71	82	69
Comfort				
Cleanliness, availability of seats, temperature on board, and facilities at stops and stations	73	67	82	71
Ease of Use				
Using and understanding ticketing including transferring between modes, purchasing, topping up and using go card, ease of finding stops	77	77	84	78
Ease of using go card sub-index				
Ease of purchasing and topping up a go card, managing a go card account and understanding information about the go card.	78	76	79	77
Proximity				
Convenience of available routes, distances from stops and stations and proximity of go card outlets	73	71	80	73
Efficiency				
Door-to-door travel time, connections with other services and avoidance of congestion	68	68	78	69
Information				
Ability to understand on board and at-station information, timetables, maps and journey planning information	65	69	76	68
Accessibility				
Ease of getting on and off the platform, and on and off the vehicles, and the reliability of escalators and elevators	80	77	88	80
Staff				
Knowledge, conduct, presentation and helpfulness of staff	77	78	88	78
Affordability				
Cost of tickets and benefits of not having to pay for parking	52	48	54	50
Overall Service - All PT Users				
A combination of all reported categories	69	68	79	70

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".

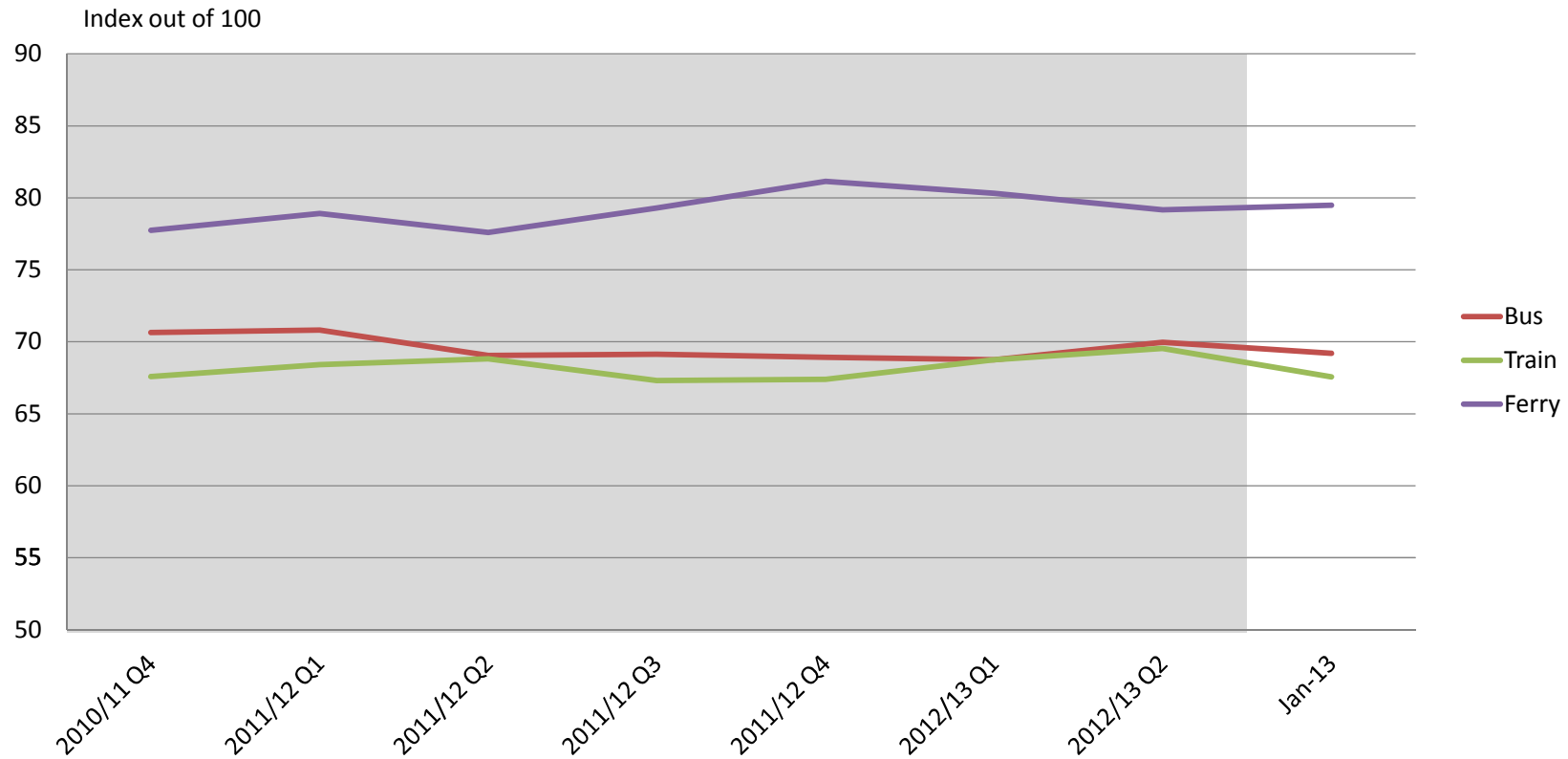
Red figures indicates a statistically significant **decrease** in the period

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%

Overall satisfaction – A combination of all reported categories



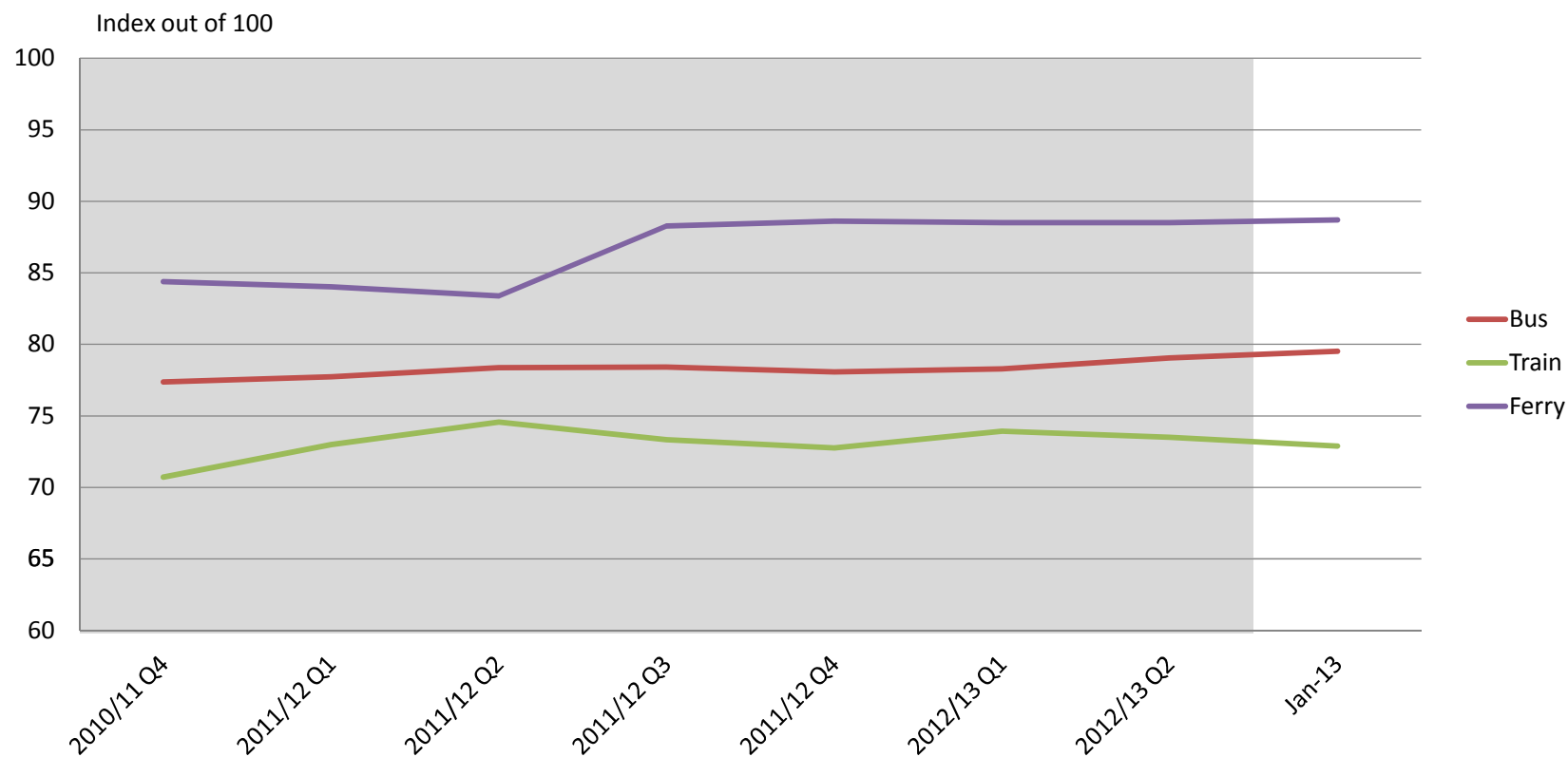
*As of January 2013, customer satisfaction results will be reported monthly rather than quarterly.

	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	71	71	69	69	69	69	70	69
Train	68	68	69	67	67	69	70	68
Ferry	78	79	78	79	81	80	79	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



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

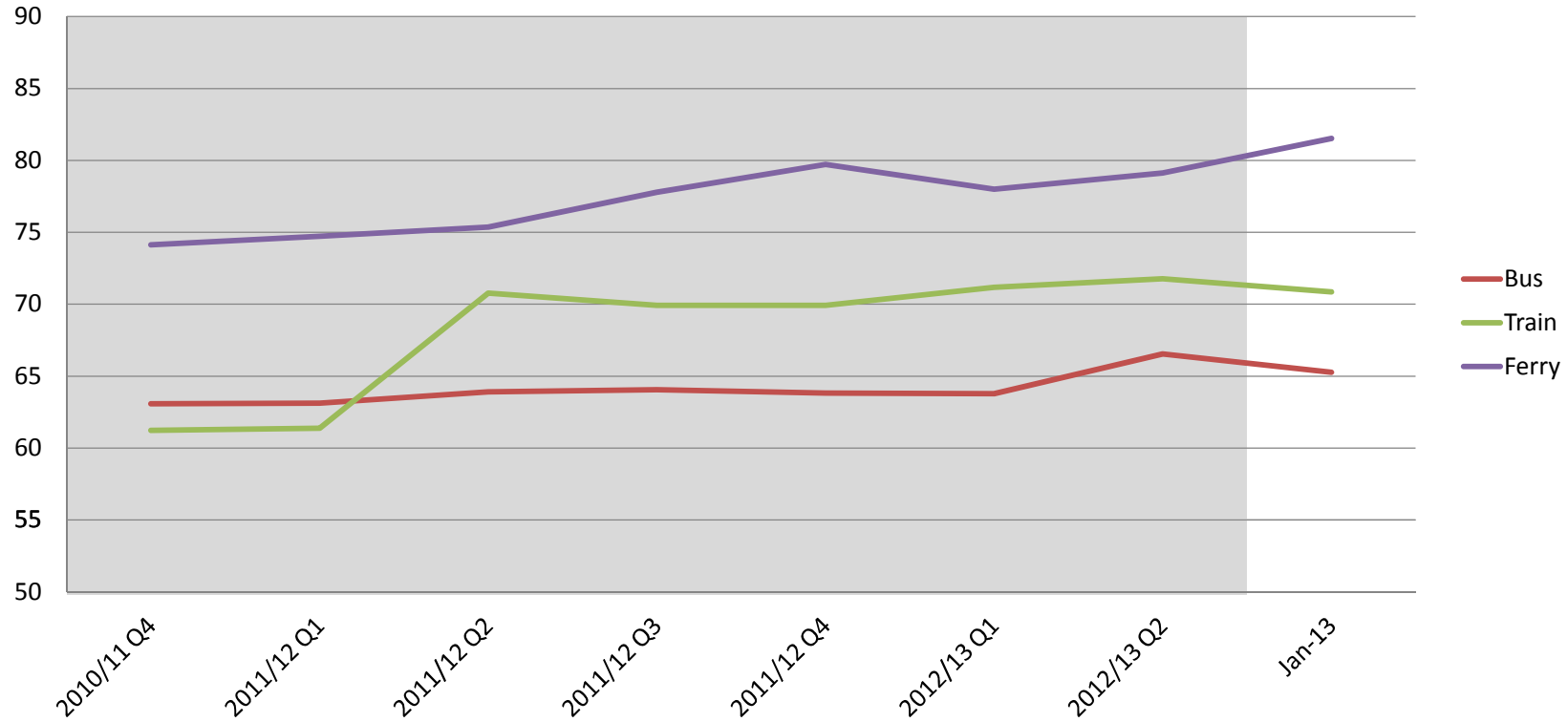
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	77	78	78	78	78	78	79	80
Train	71	73	75	73	73	74	74	73
Ferry	84	84	83	88	89	89	89	89

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

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

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

Index out of 100



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

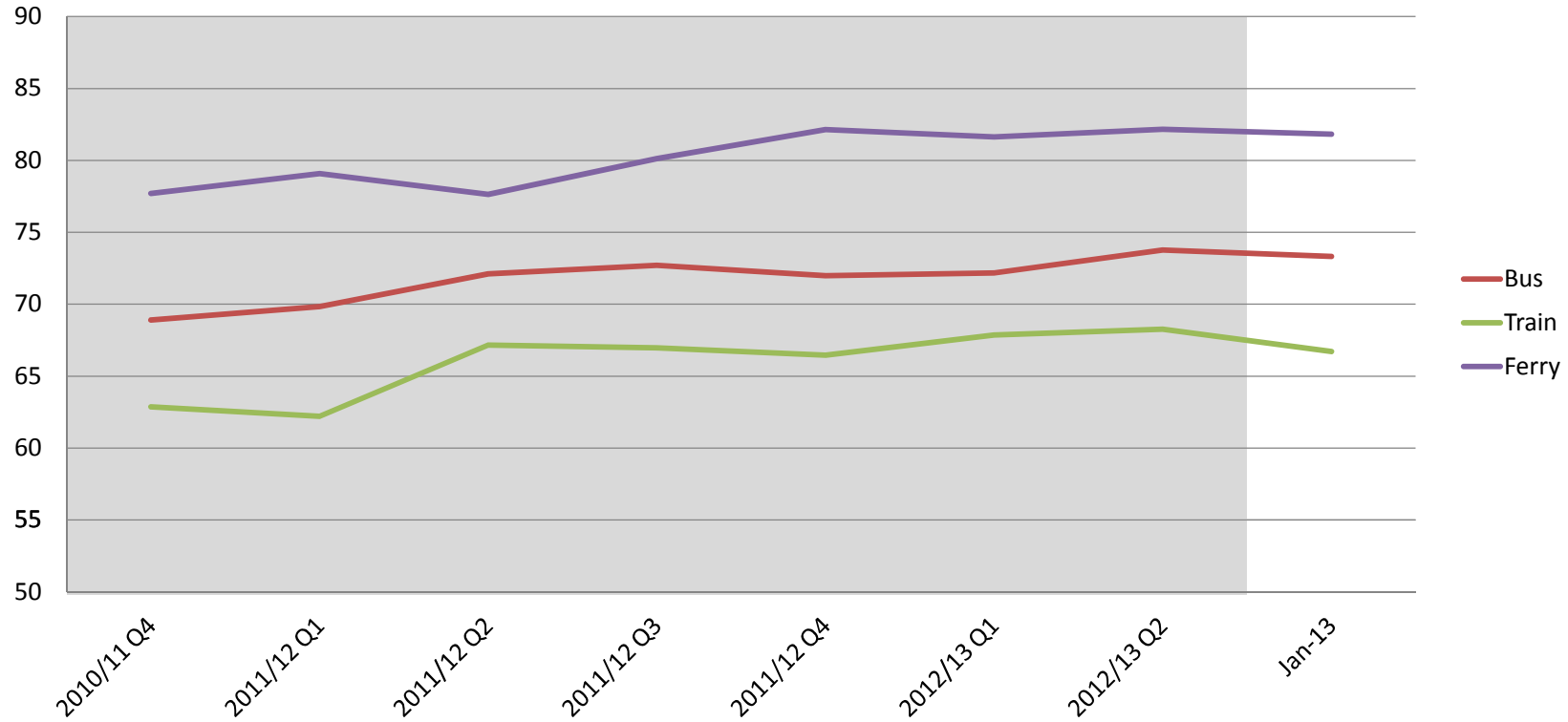
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	63	63	64	64	64	64	67	65
Train	61	61	71	70	70	71	72	71
Ferry	74	75	75	78	80	78	79	82

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

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

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

Index out of 100



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

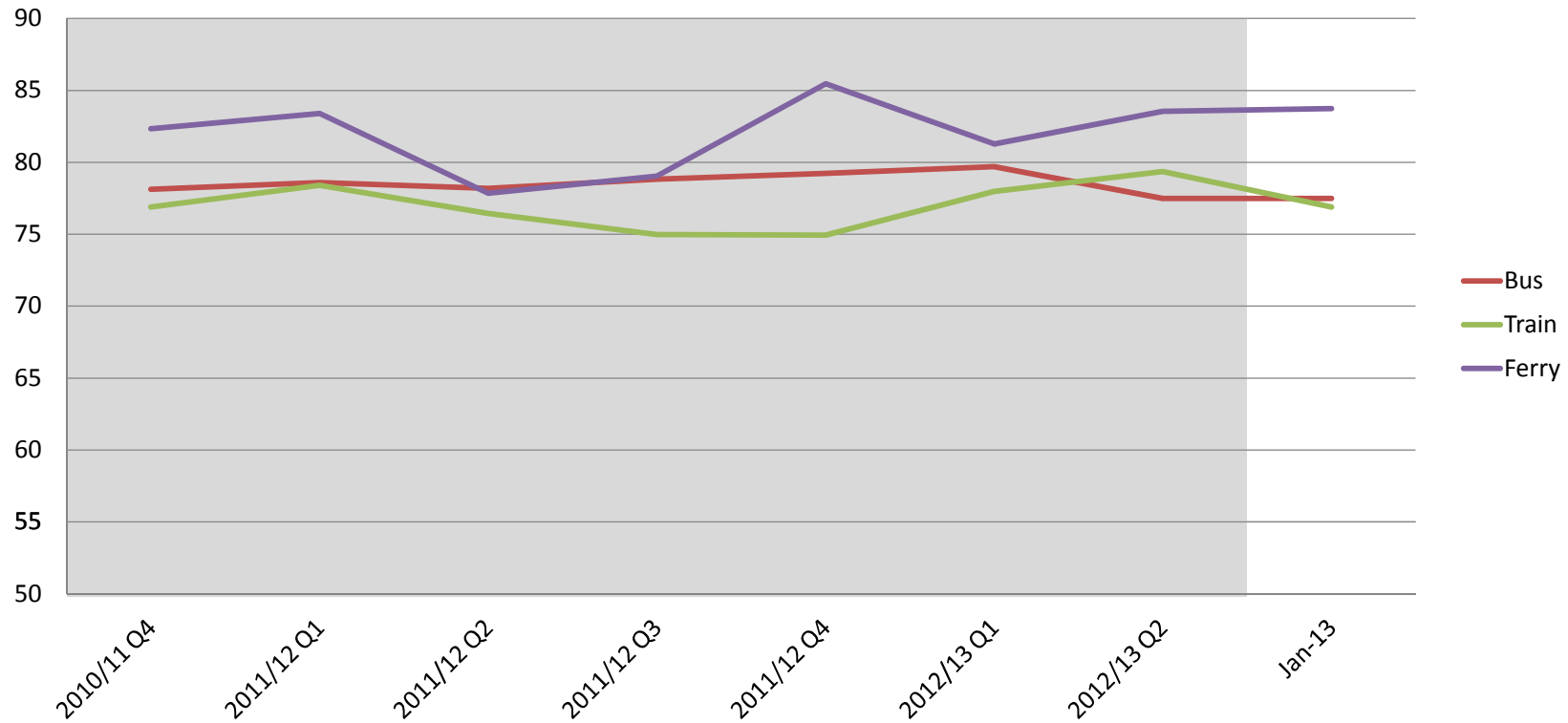
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	69	70	72	73	72	72	74	73
Train	63	62	67	67	66	68	68	67
Ferry	78	79	78	80	82	82	82	82

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

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

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

Index out of 100



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

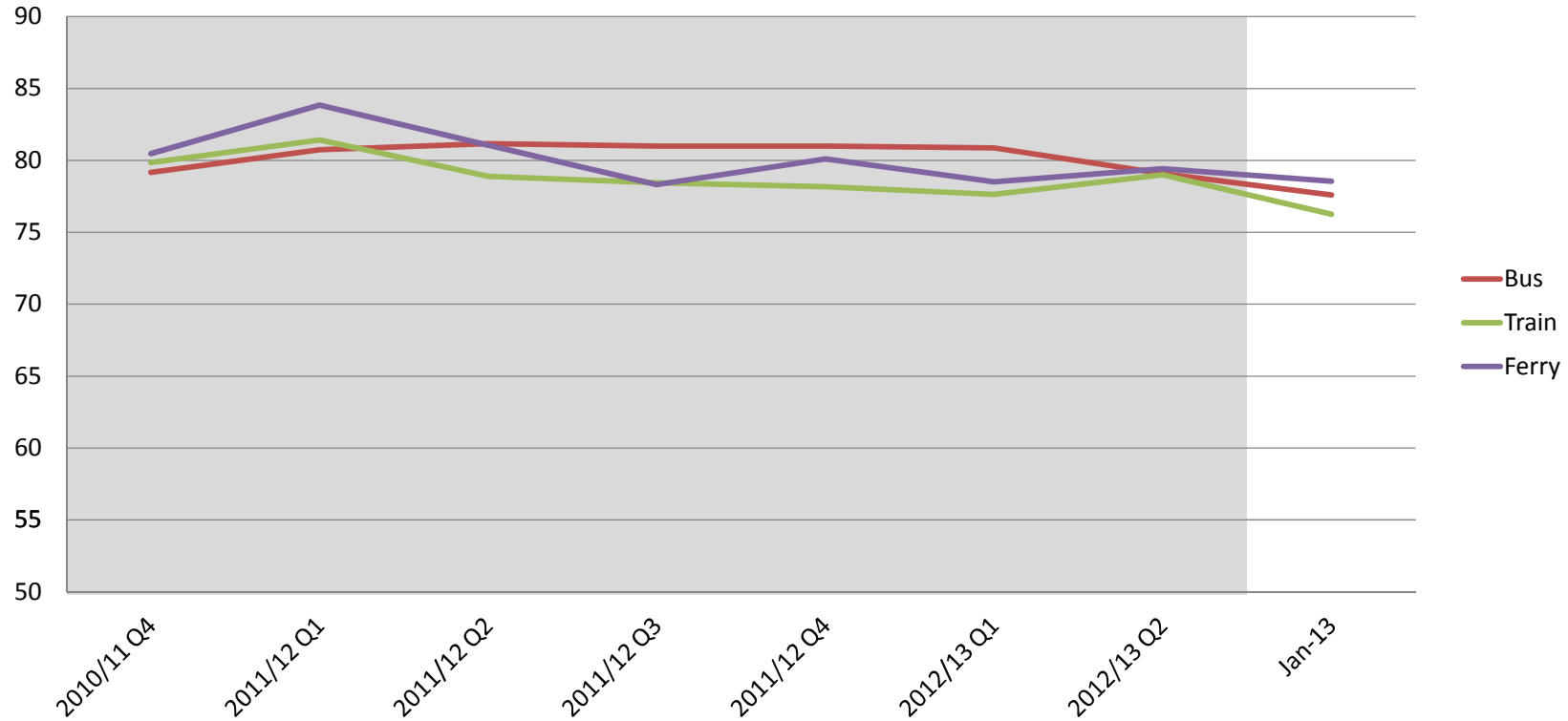
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	78	79	78	79	79	80	77	77
Train	77	78	76	75	75	78	79	77
Ferry	82	83	78	79	85	81	84	84

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

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

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



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

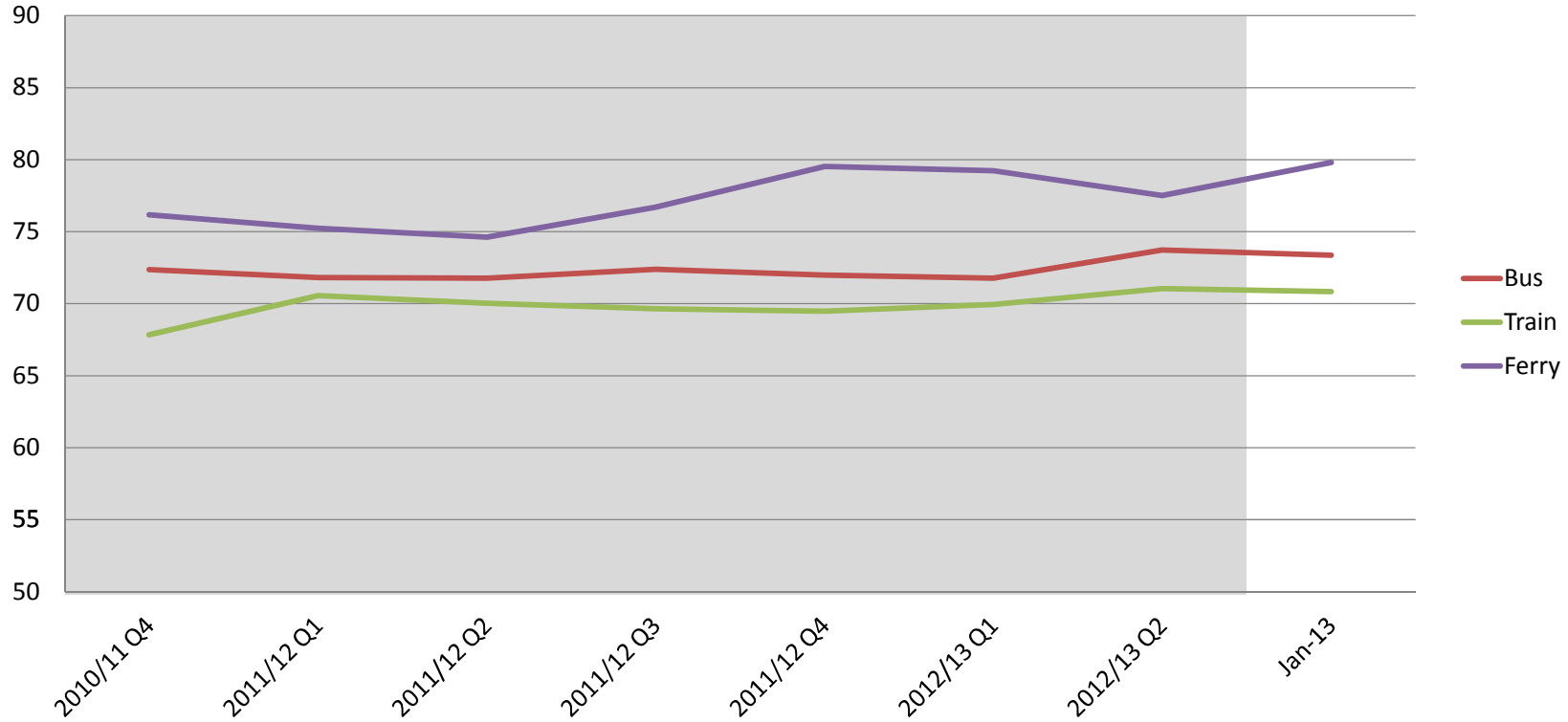
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	79	81	81	81	81	81	79	78
Train	80	81	79	78	78	78	79	76
Ferry	80	84	81	78	80	79	79	79

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

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

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

Index out of 100



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

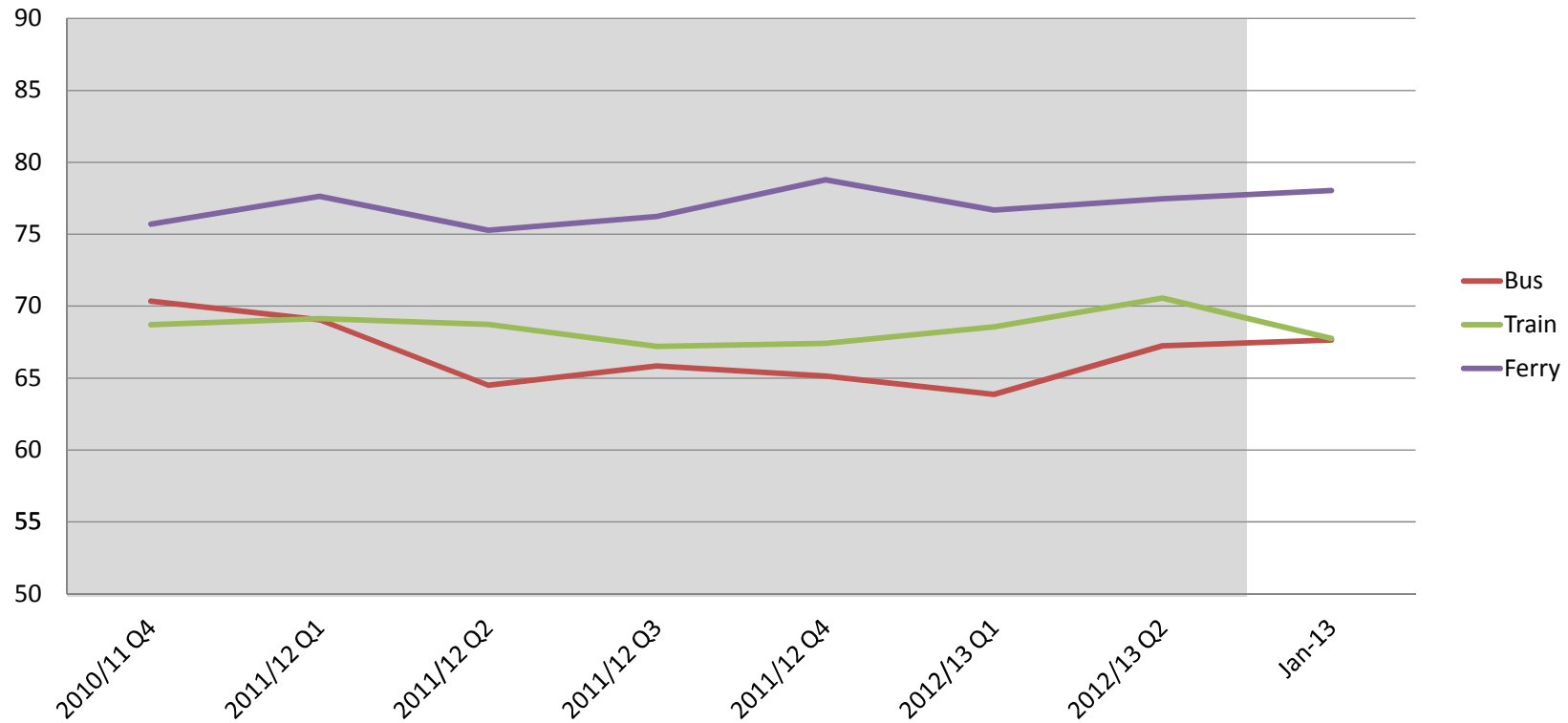
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	72	72	72	72	72	72	74	73
Train	68	71	70	70	69	70	71	71
Ferry	76	75	75	77	80	79	78	80

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

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

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

Index out of 100



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

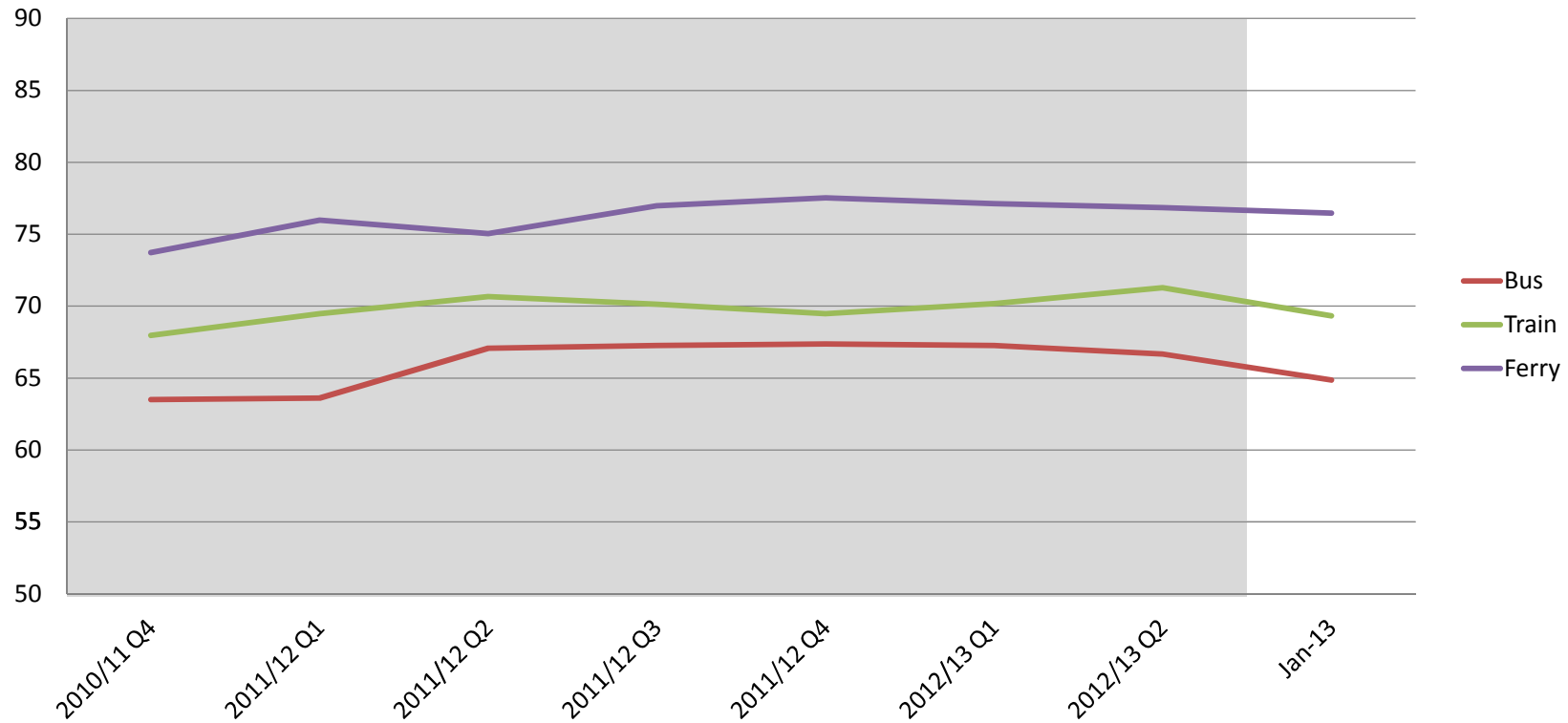
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	70	69	65	66	65	64	67	68
Train	69	69	69	67	67	69	71	68
Ferry	76	78	75	76	79	77	77	78

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

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

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

Index out of 100



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

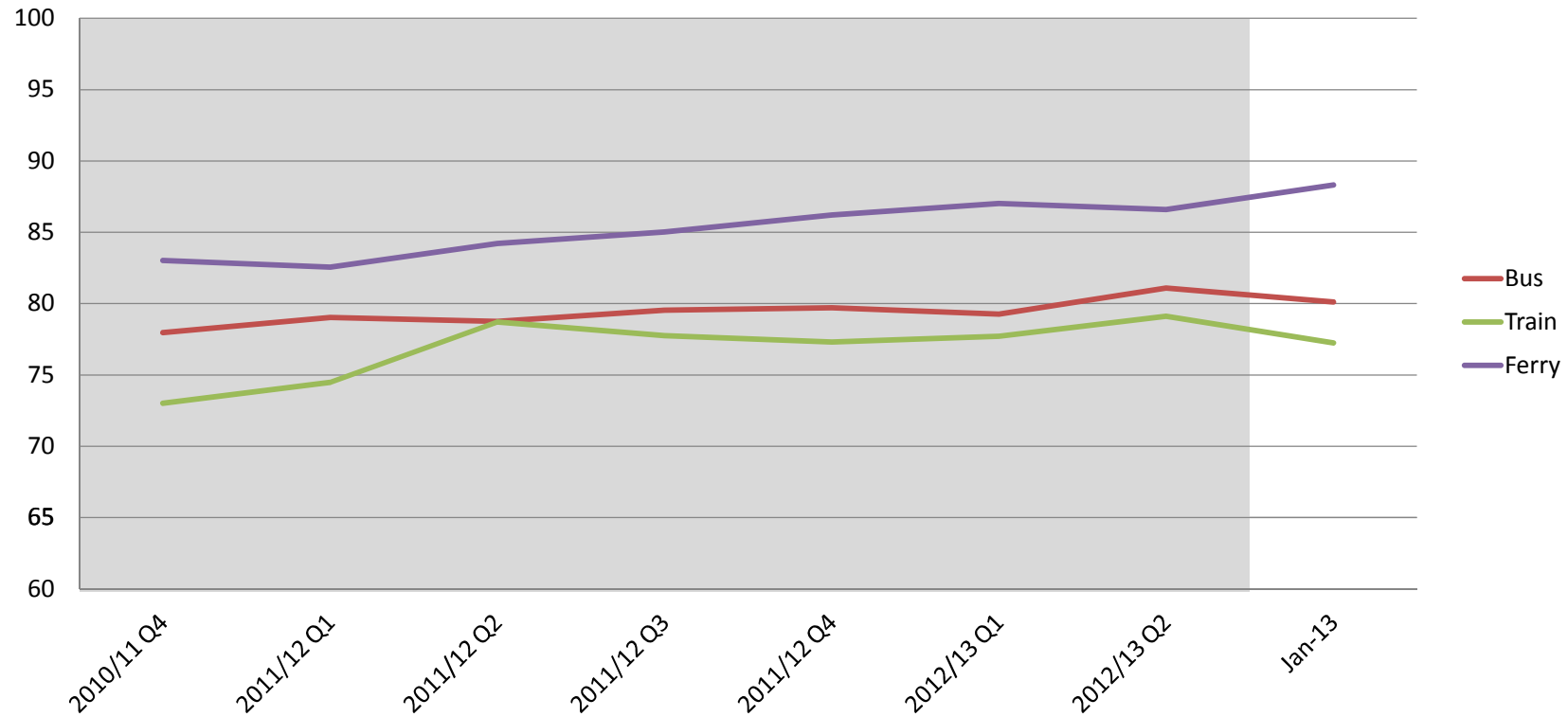
	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	63	64	67	67	67	67	67	65
Train	68	69	71	70	69	70	71	69
Ferry	74	76	75	77	78	77	77	76

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

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

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



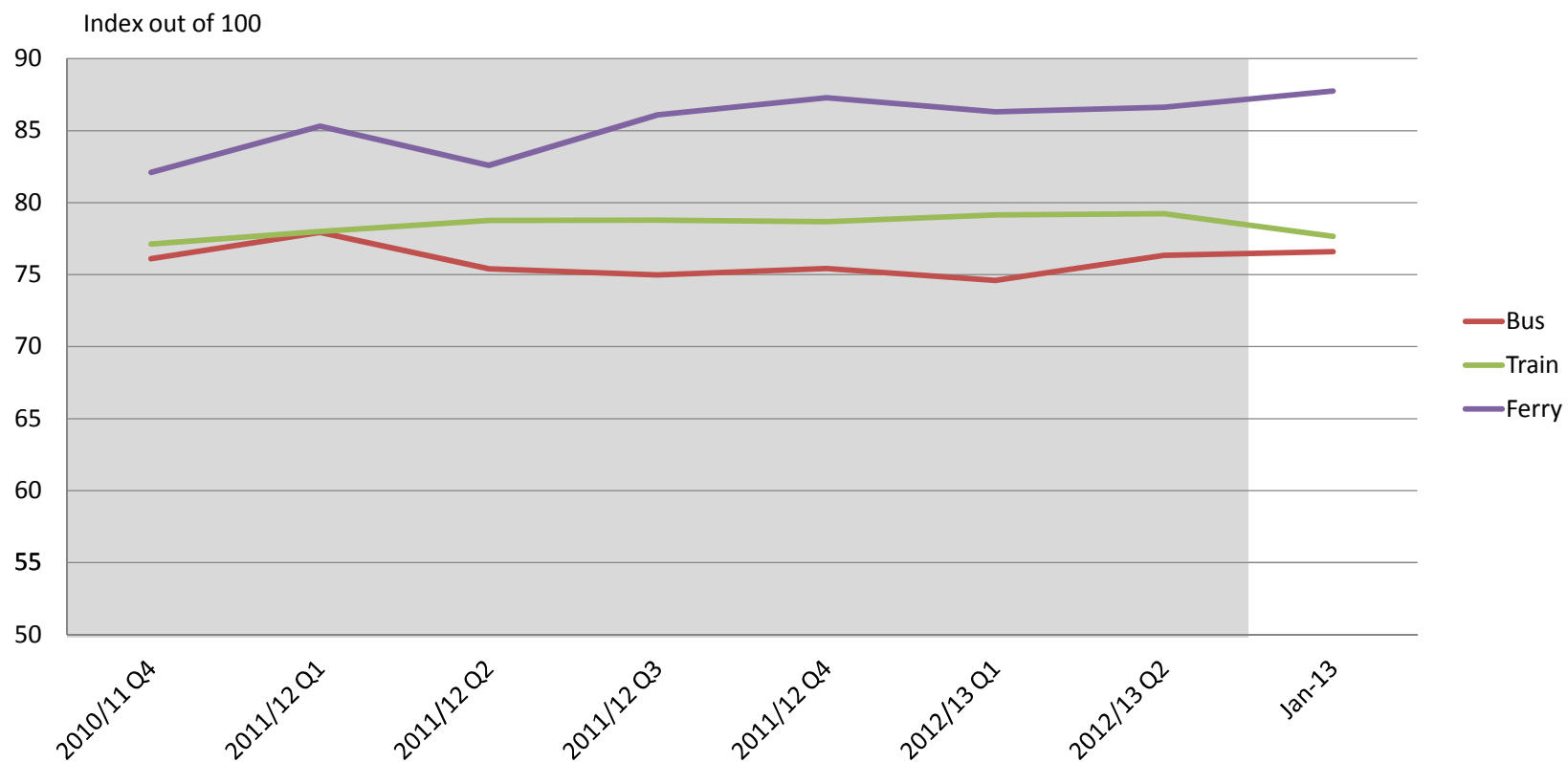
*As of January 2013, customer satisfaction results will be reported monthly rather than quarterly.

	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	78	79	79	80	80	79	81	80
Train	73	74	79	78	77	78	79	77
Ferry	83	83	84	85	86	87	87	88

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

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

Staff – Knowledge, conduct, presentation and helpfulness of staff



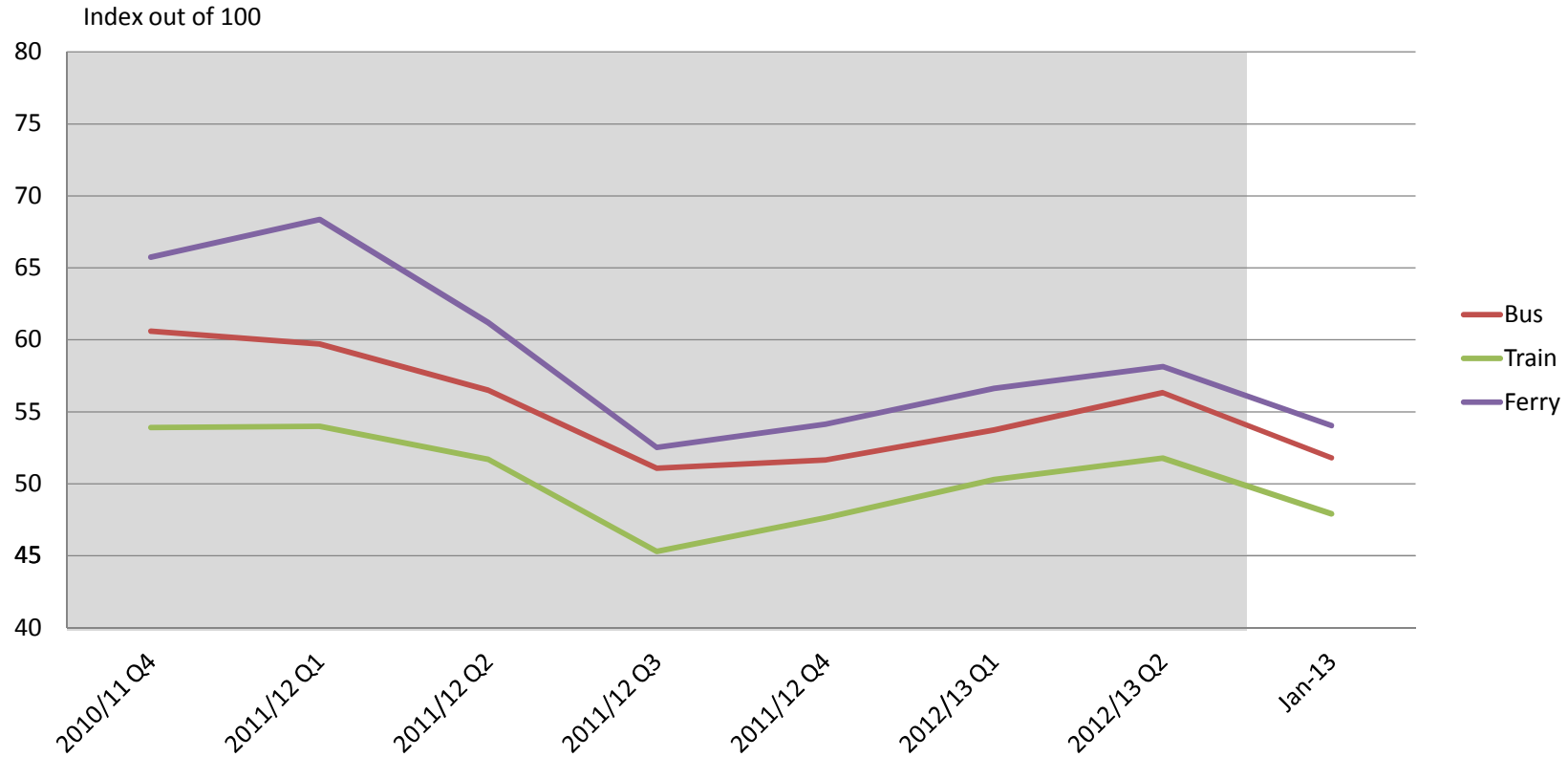
*As of January 2013, customer satisfaction results will be reported monthly rather than quarterly.

	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	76	78	75	75	75	75	76	77
Train	77	78	79	79	79	79	79	78
Ferry	82	85	83	86	87	86	87	88

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

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

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



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

	2010/11 Q4	2011/12 Q1	2011/12 Q2	2011/12 Q3	2011/12 Q4	2012/13 Q1	2012/13 Q2	Jan-13
Bus	61	60	57	51	52	54	56	52
Train	54	54	52	45	48	50	52	48
Ferry	66	68	61	53	54	57	58	54

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

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