

## LOCAL BUS SERVICES MARKET INVESTIGATION

### Quantitative survey of local bus passengers

1. The Competition Commission (CC) has commissioned Harris Interactive (Harris) to undertake a quantitative survey of local bus passengers. The fieldwork for this study was undertaken during June/July 2010 and the results of this survey were originally scheduled for delivery by the end of August 2010.
2. During the fieldwork phase of this project a number of problems arose which raised concerns regarding the quality and reliability of the survey data collected. Although measures were taken to try to rectify these problems, concerns remained, and significant deficiencies were then identified in the survey data when the fieldwork was completed and the returns assessed. Because of these deficiencies the CC and Harris have decided to discard the data collected in June/July 2010.
3. The CC members participating in this inquiry have not been shown any results based on this data and the data collected during this fieldwork will not form any part of our analysis or inform any part of our eventual findings.
4. The survey fieldwork will be restarted with a new phase of fieldwork taking place during September/October 2010. The CC and Harris have decided to use a different fieldwork agency to conduct the fieldwork during September/October 2010 to the agency used in June/July 2010. As a result of the problems experienced and the consequent need to re-field the survey; results will now be available at the end of November 2010.
5. In addition to the change in fieldwork agency the CC and Harris have decided to make a small number of methodological changes. These changes are:
  - (a) Use of a different method of recruitment for the survey. In the original design bus users were recruited at bus stops, with a follow-up interview in home. For the replacement fieldwork bus users will be both recruited and interviewed in home.
  - (b) The survey will no longer specify quotas for multi-operator ticket holders. Our experience in the field, and other evidence that has come to light since the initial design of the survey, indicates that multi-operator tickets are rarely held by bus passengers. It is not practicable therefore to set specific quotas for multi-operator ticket holders.
  - (c) The CC and Harris will identify some contingency areas that can be used in the event that problems in a particular locality come to light during fieldwork.
6. We are satisfied that these changes in method will deliver robust results and provide valuable information for our inquiry. The objectives of the survey and the main body of the survey questionnaire itself remain unchanged.

7. If any party to this investigation has any comments on this issue that party should inform the CC by no later than noon on 17 September 2010. Any comments should be addressed to Denis Kelly, the Inquiry Coordinator, by [email to denis.kelly@cc.gsi.gov.uk](mailto:denis.kelly@cc.gsi.gov.uk), or in writing to:

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