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United States Department of Transportation
Federal Motor Carrier Safety Administration

Motorcoach Traveler Customer Satisfaction Survey **FORM MCSA-5886**

Intercept Interview Introduction

Hello, my name is [interviewer's name] and I am conducting surveys with people who have recently taken a bus trip. Would you be interested in participating in a brief survey regarding your bus trip? This phone interview will take place at a later date, will last approximately 30 minutes, and you will be paid for your participation. During the interview we will be exploring your level of satisfaction with your recent bus trip experience. Your answers will be kept confidential and we are interested only in your opinion.

- **If NO:**
 Thank you for your time. Have a nice day. [End Survey]
- **If YES:**
 Great! The interview will take place by phone at a later date, which we can schedule now. I'll just need your name, contact information and preferred time to be reached. [Record Information]

Name: _____ Phone Number: _____

Preferred Time to be Reached: _____

Thank you for this information. While I have you here, would you mind answering two more questions?

- **If YES:**
 Great! [Continue to Section 1]
- **If NO:**
 Thank you for your time. We'll look forward to speaking with you again during the interview. [Continue to Section 1 on the day of the interview]

Section

1

SCREENER QUESTIONS

S1. I'm going to read to you a list of four considerations passengers may take into account when selecting a bus company. Please rate how important each of these considerations are to you, where 1=Very important, 2=Somewhat important, 3=Not at all important, and 4=You did not consider. When you planned this trip, how important were each of the following:

	Very important	Somewhat important	Not at all important	Did not consider
Safety record of the bus company	1.	2.	3.	4.
Bus company's reputation for safety	1.	2.	3.	4.
Availability of safety information	1.	2.	3.	4.
Bus company is up to date on all required licensing	1.	2.	3.	4.

S2. Finally, I'm going to read three statements to you. Please note your reaction to these statements, where 1=Strongly agree, 2=Somewhat agree, 3=Not sure, 4=Somewhat disagree, and 5=Strongly disagree.

	Strongly agree	Somewhat agree	Not sure	Somewhat disagree	Strongly disagree
Bus companies are all about the same with regard to safety	1.	2.	3.	4.	5.
The quality of service is about the same from all bus companies	1.	2.	3.	4.	5.
I would like to have more information available regarding bus safety	1.	2.	3.	4.	5.

Thank you for your time today. We will look forward to speaking with you again on the day of your appointment. Have a great day.
[This concludes the recruitment/screening process. Continue with the survey on the day of the scheduled interview]

Begin In-Depth Interview by Phone

Hello, my name is [interviewer's name] and you were recently scheduled to take part in a survey with people recently completing a bus trip. At the end of the survey, I will give you details on receiving payment in the amount of \$20 for your participation in this interview. Would you like to get started?

- **If YES:**

Great! Let's get started! [Continue to Section 2]

- **If NO:**

When might be a better time to reach you? Can we reschedule a time to call back?

Section

2

PLANNING THE TRIP

Q1. When you planned your recent bus trip, please describe the process you went through to gather information.

(Contact to bus company — telephone, online? Government webpage?)

Q2. How satisfied were you with the resources and information available when planning your recent bus trip? (Please elaborate.)

Q3. What information did you need that you found easily available?

Q4. What information did you need that you were unable to find? That is, was there any information that would have helped you make a more informed decision when booking your recent bus trip?

Q5. Are you aware that there is a mobile phone app that allows consumers to research bus companies before they book their trips?

Q6. How likely would you be to use a mobile device to research bus companies before your next bus trip?

**Section
3**

ON BUS EXPERIENCES

Q7. Looking back on your recent experience *on the bus*, what thoughts come to mind?

(Please answer openly – there is no wrong answer.)

Q8. What did you like *most* about your experience on the bus?

Q9. What did you like *least* about your experience on the bus?

Q10. Have you taken similar bus trips before? If so, how would you compare your most recent experience to previous bus trips you've taken?

Section**4****QUESTIONS REGARDING SAFETY**

Q11. When you think of safety as related to your bus trip, what types of things come to mind?

Q12. In your opinion, what does it mean for a bus to be "safe" for its passengers?

Q13. In your opinion, what does it mean for a bus driver to be "safe"?

Q14. What, if anything, seemed particularly unsafe about your recent bus trip?

Q15. What, if anything, seemed particularly safe about your recent bus trip?

Section**5****QUESTIONS ON MESSAGING**

Q16. Are you familiar with the phrase "Look Before You Book"?

Q17. What does the phrase "Look Before You Book" mean to you?

Q18. What types of messages regarding bus safety would appeal to you?

Q19. Finally, what specific words or phrases would you suggest be used when sending messages regarding bus safety?

That concludes the interview. Thank you for your time. I will now need to get a little more information from you in order to arrange for delivery of your payment.

Name: _____ Phone Number: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____