

LOCAL BUS SERVICES MARKET INVESTIGATION

Notice of publication of qualitative and quantitative survey evidence

Further to the notices posted on our website on [5 March](#), [21 April](#), [14 May](#), [25 May](#) and [10 September](#) relating to the commissioning, objectives and undertaking of the qualitative and quantitative surveys, we now publish the [following documents](#) containing the results for both the qualitative and quantitative surveys:

1. A presentation of the results of the qualitative survey.
2. A presentation of the results of the quantitative survey, including notes (these notes are accessible by hovering over the comment bubbles which appear in the top left-hand corner of the relevant slides).
3. A technical note covering both surveys.
4. The survey moderator's report, commenting on the quality of the research carried out in both the qualitative and quantitative surveys.
5. In the quantitative survey, we asked interviewees questions about two recent bus trips they had made. An analysis of their responses is set out the following 22 sets of data tables, which include:
 - (a) four sets of 'weighted' data tables for bus users, covering both fare payers and concessionary fare bus users. These tables cover interviewees' responses to questions about their first trip;
 - (b) four sets of 'weighted' data tables for bus users, covering both fare payers and concessionary fare bus users. These tables cover interviewees' responses to questions about their second trip;
 - (c) three sets of 'weighted' data tables for non-bus users which again cover interviewees' responses to questions about their first trip;
 - (d) eight sets of 'unweighted' tables, which mirror (a) and (b); and
 - (e) three further sets of 'unweighted' tables covering both bus users' and non-bus users' responses.

For the bulk of reporting and analysis the CC has used table sets (a) and (c).

Please see below an explanatory note relating to the presentation of the above-mentioned data tables.

A written report covering both the qualitative and quantitative surveys will be published as soon as it is available.

Comments on the analysis contained in the documents published on the same date as this notice should be addressed to Denis Kelly, the Inquiry Coordinator, by email at buses@cc.gsi.gov.uk or in writing to Denis Kelly, Inquiry Coordinator, Competition Commission, Victoria House, Southampton Row, LONDON WC1B 4AD by **14 January 2011**. There will be a further consultation period to enable interested parties to respond to the contents of the written report on both surveys once it is published.

16 December 2010

Explanatory note on the presentation of significance tests used in the data tables from the quantitative survey

Significance tests at the 95 per cent confidence level have been carried out where appropriate for the sets of data tables noted in paragraph 5 above.

The 'banner' across the top of each table includes a number of discrete variables, and testing is carried out **within** these variables. Columns are labelled using letters in brackets eg (a), (b). The comparisons carried out are described within the footnote to the tables, and show the columns which are tested against one another, eg in the table set labelled 'Data tables Final Trip1Users Weighted Banner1 221110' the standard footnote is:

Proportions/Means: Columns Tested (5% risk level) - b/c - d/e - f/g - h/i - j/k - l/m/n/o/p/q - r/s/t - u/v

This signifies that for each row the proportion shown in column (b) has been tested against the proportion shown in column (c); column (d) has been tested against column (e); columns (l), (m), (n), (o), (p) and (q) have all been tested against each other, etc. For tables of numeric variables that include a 'mean' row, the difference between the means is also tested.

Where a significant difference is found the letter which represents that column is shown. Where a letter is not shown any differences between columns are non-significant.

The example below explains this in more detail.

An asterisk (*) at the top of the column highlights where a base is low. A double asterisk (**) highlights a very low base. Columns with a very low base are excluded from significance testing.

Example output—extract from page 52 (Table 16) of 'Data tables Final Trip1Users Weighted Banner1 221110'

Columns l/m/n/o/p/q are all tested against one another

Q110. Please could you confirm the time of day when you started the trip?

	Day of week					
	Monday	Tues day	Wedne sday	Thur sday	Friday	Week end
	(l)	(m)	(n)	(o)	(p)	(q)
Unweighted Base	146	196	189	171	163	123
Weighted Base	168*	178*	193*	177*	172*	100*
Before 8 am	17 10%q	10 6%	14 7%	9 5%	21 12%q	* *
8am-10am	57 34%	61 34%	58 30%	75 43%	85 49% nq	24 24%
10am-12pm	59 35%	70 39%op	67 35%	36 20%	35 21%	32 32%
12pm-2pm	28 17%	30 17%	27 14%	24 14%	12 7%	29 29%p

The 'nq' here shows that the 49% for 'Friday' is significantly different to the percentages for column (n) 'Wednesday' and column (q) 'Weekend', but not from (l), (m) or (o)