NRW-Kundenbarometer 2014

NRW gesamt (Auszug)

BUSSE & BAHNEN NRW

Anlage zur Vorlage 243/15

TNS Infratest

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Studiengrundlagen

Feldzeit:
01.09.2014 bis 21.11.2014

Interviews:
13.294 Interviews ab 16 Jahren

Stichprobenziehung:
- Zufallsziehung in NRW
- Befragung von ÖPNV-Nutzern
- Nutzung min. 1 Mal pro Jahr

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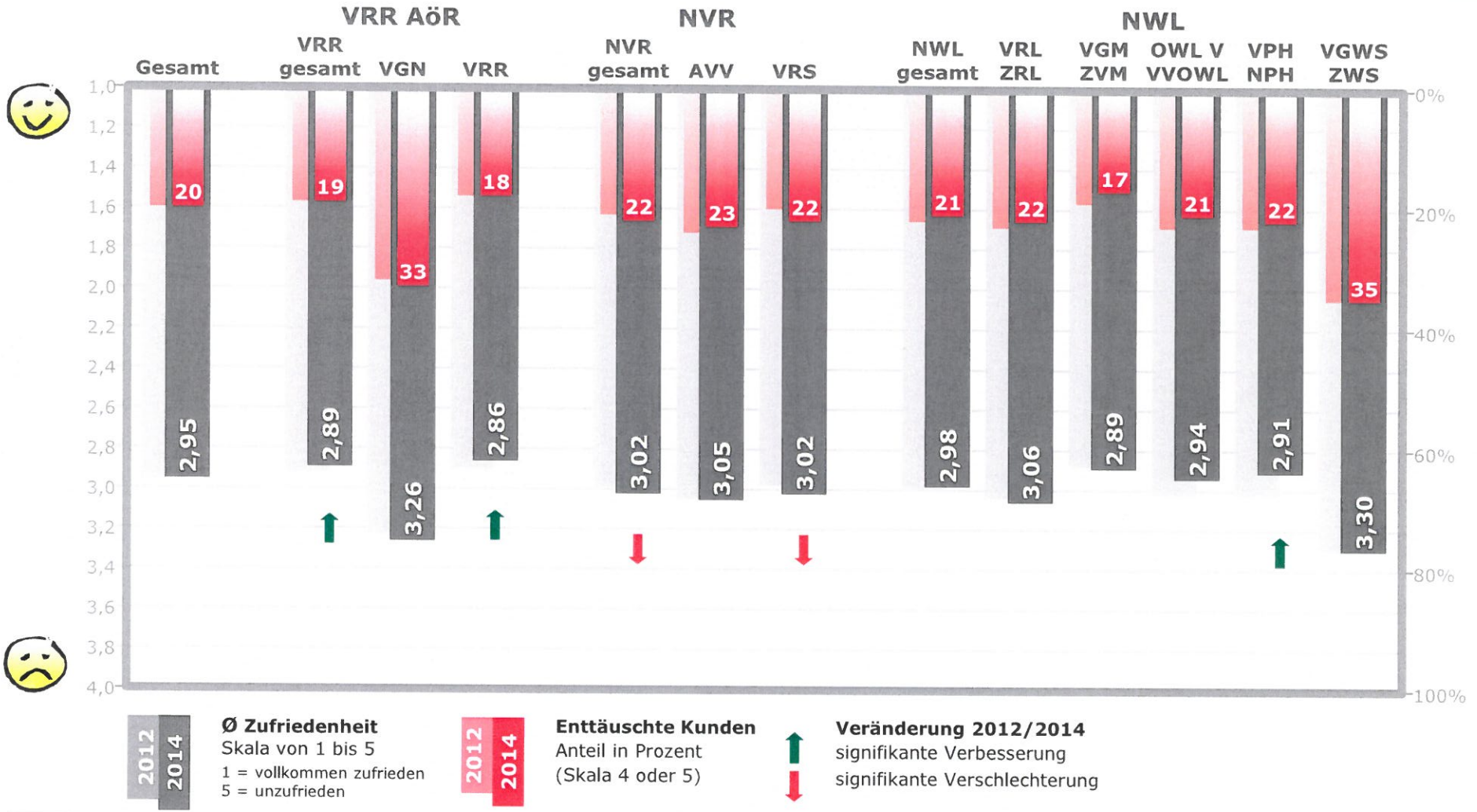
Globalzufriedenheit



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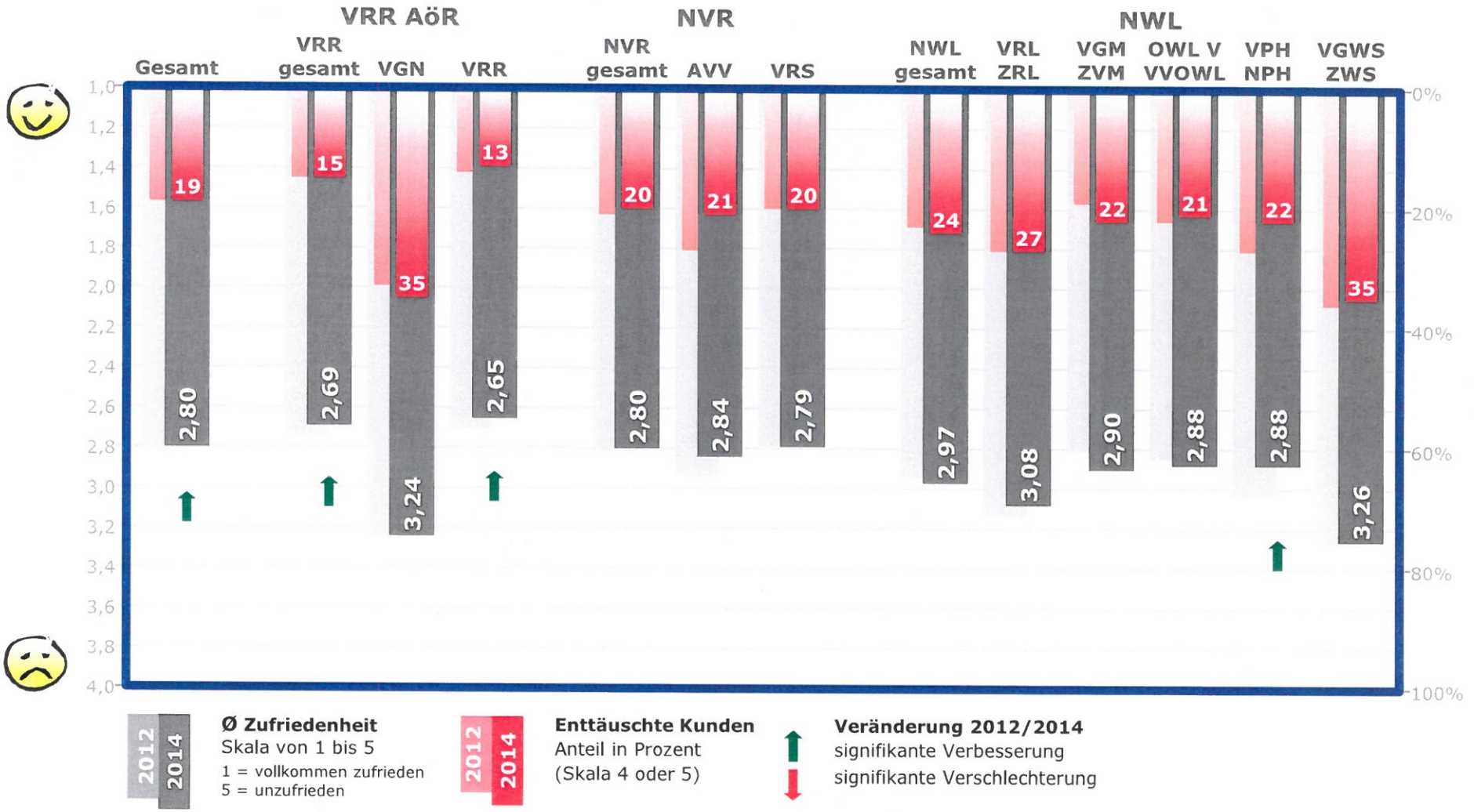
Nahverkehrs-Angebot am Wohnort



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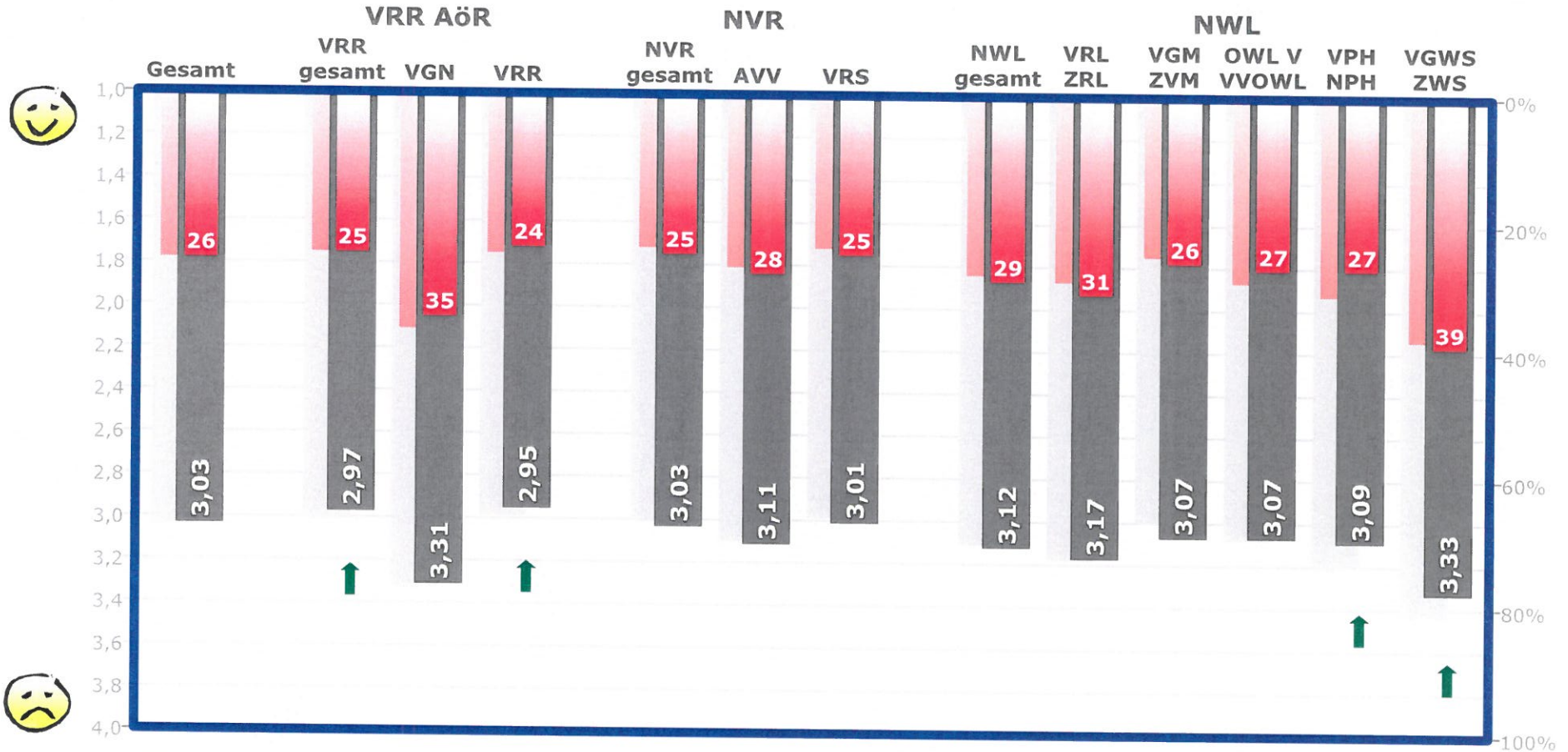
Verbindungen und Anschlüsse



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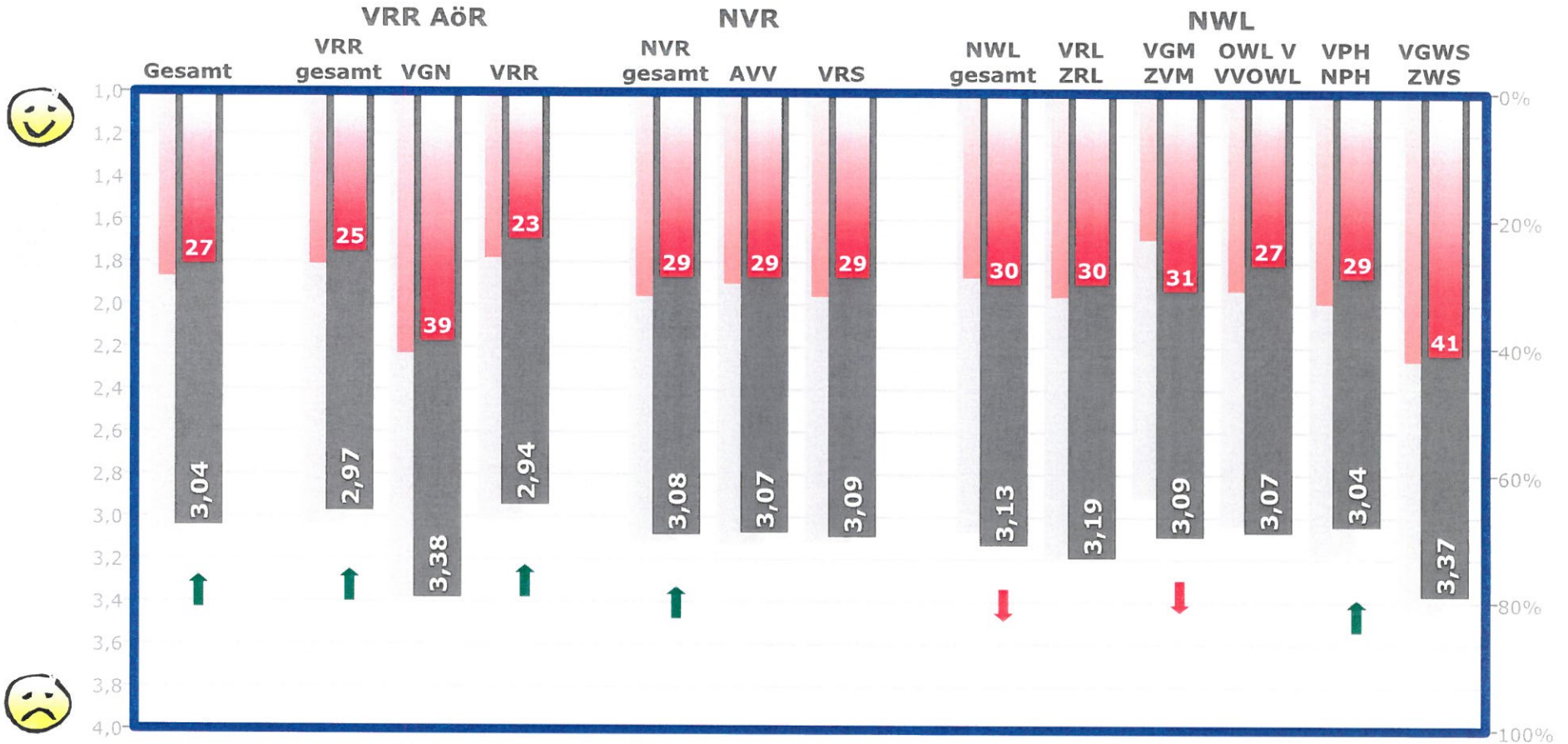
Taktfrequenz



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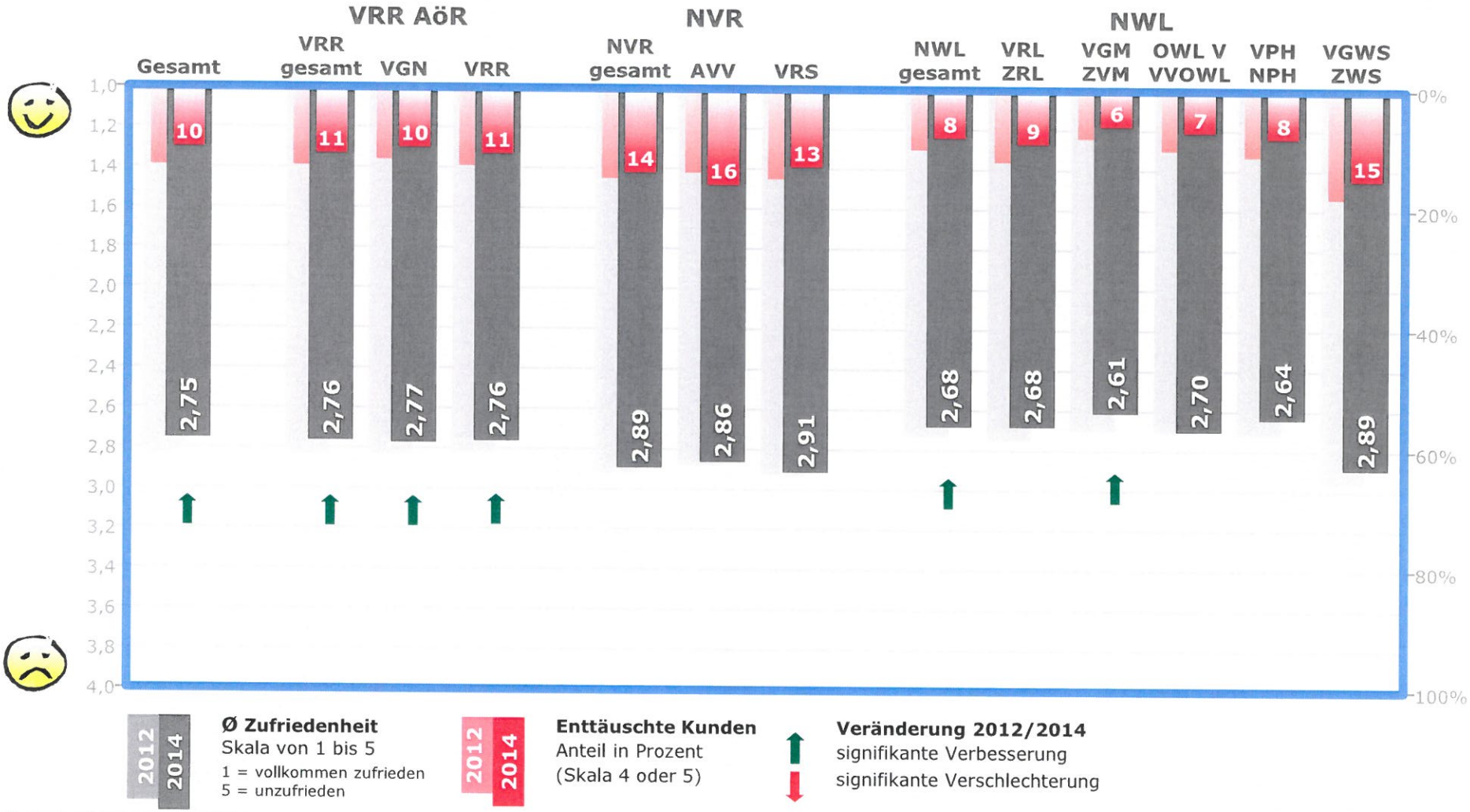
Freundlichkeit des Personals



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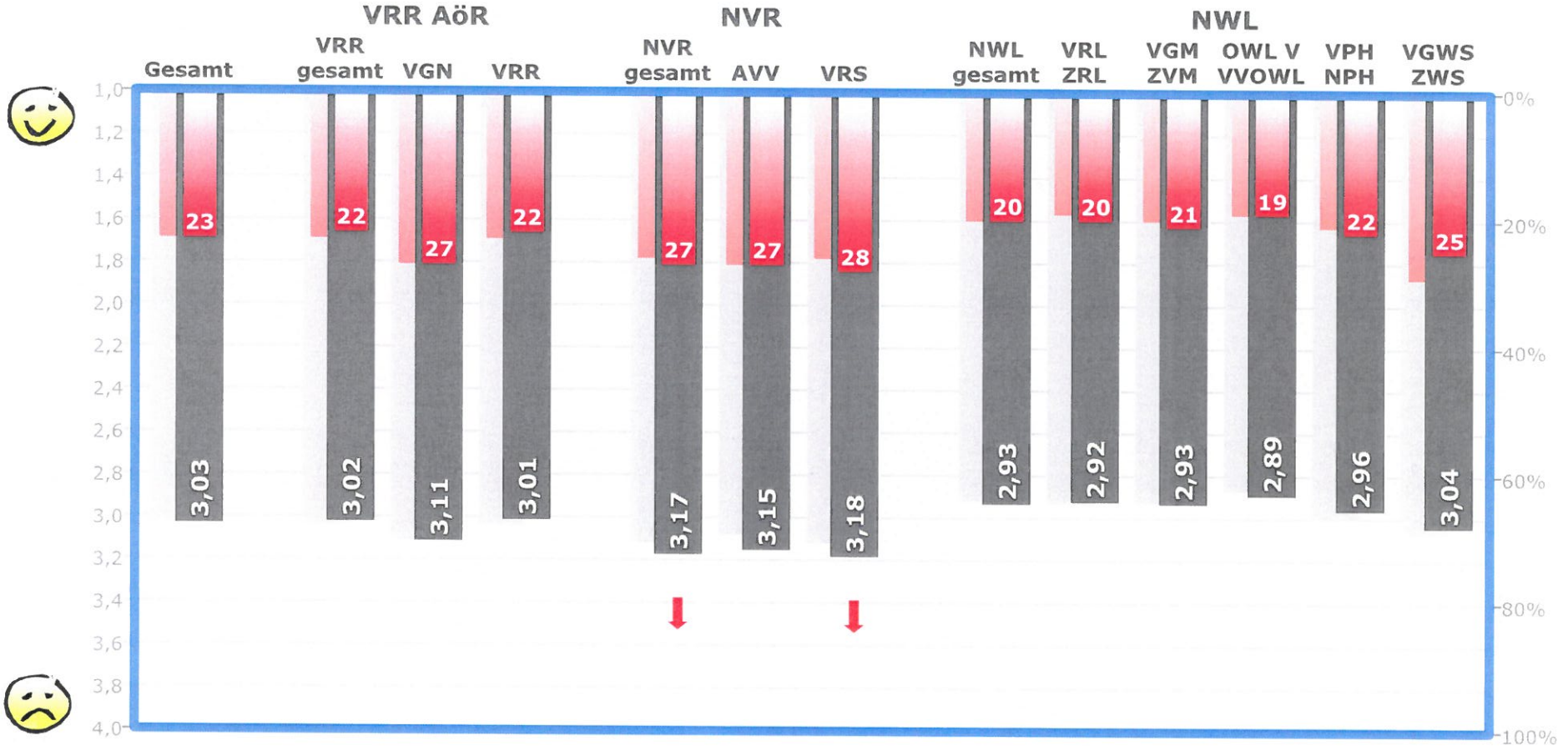
Platzangebot im Fahrzeug



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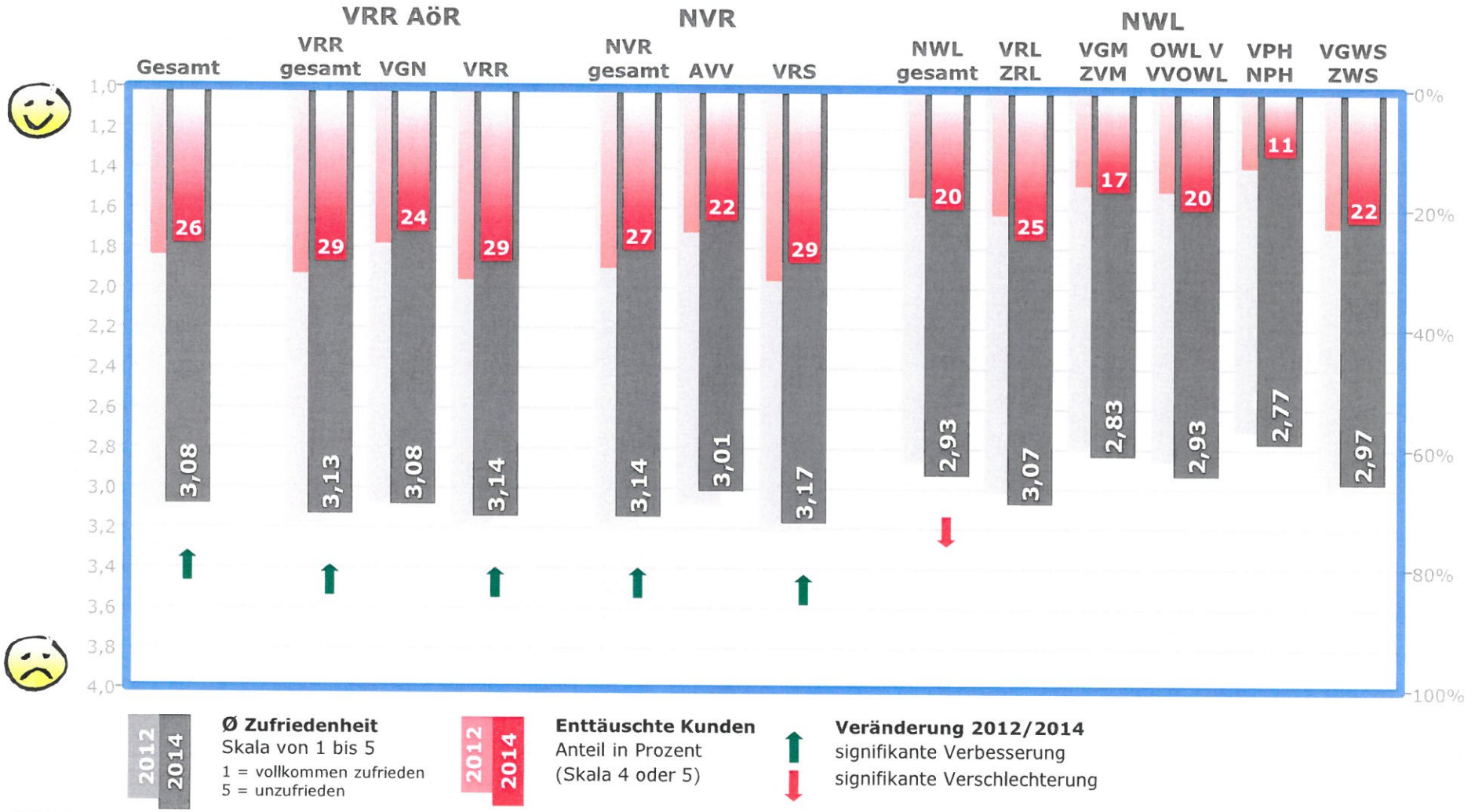
Sauberkeit im Fahrzeug



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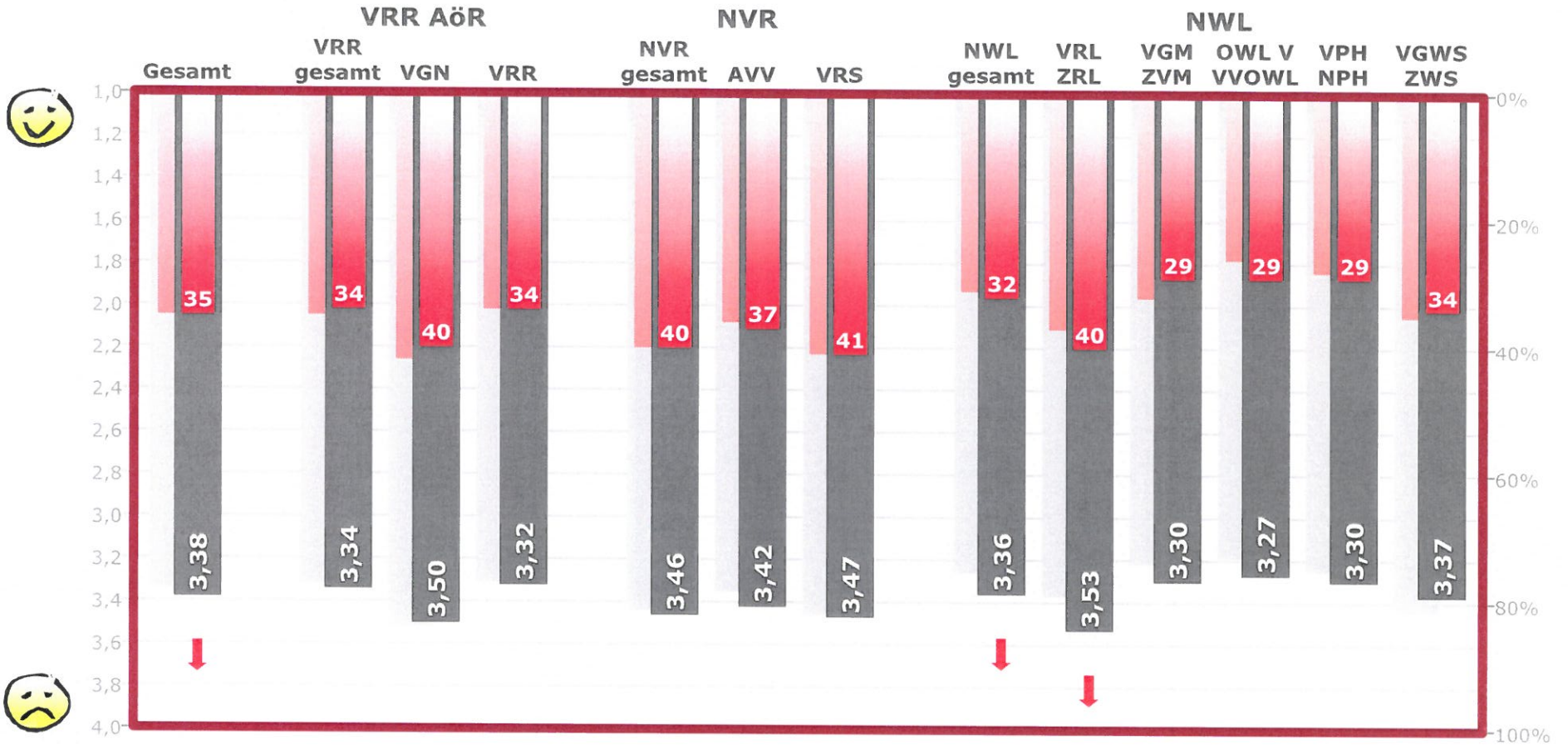
Tarifsystem



2012 2014 **Ø Zufriedenheit**
Skala von 1 bis 5
1 = vollkommen zufrieden
5 = unzufrieden

2012 2014 **Enttäuschte Kunden**
Anteil in Prozent
(Skala 4 oder 5)

Veränderung 2012/2014
signifikante Verbesserung
signifikante Verschlechterung

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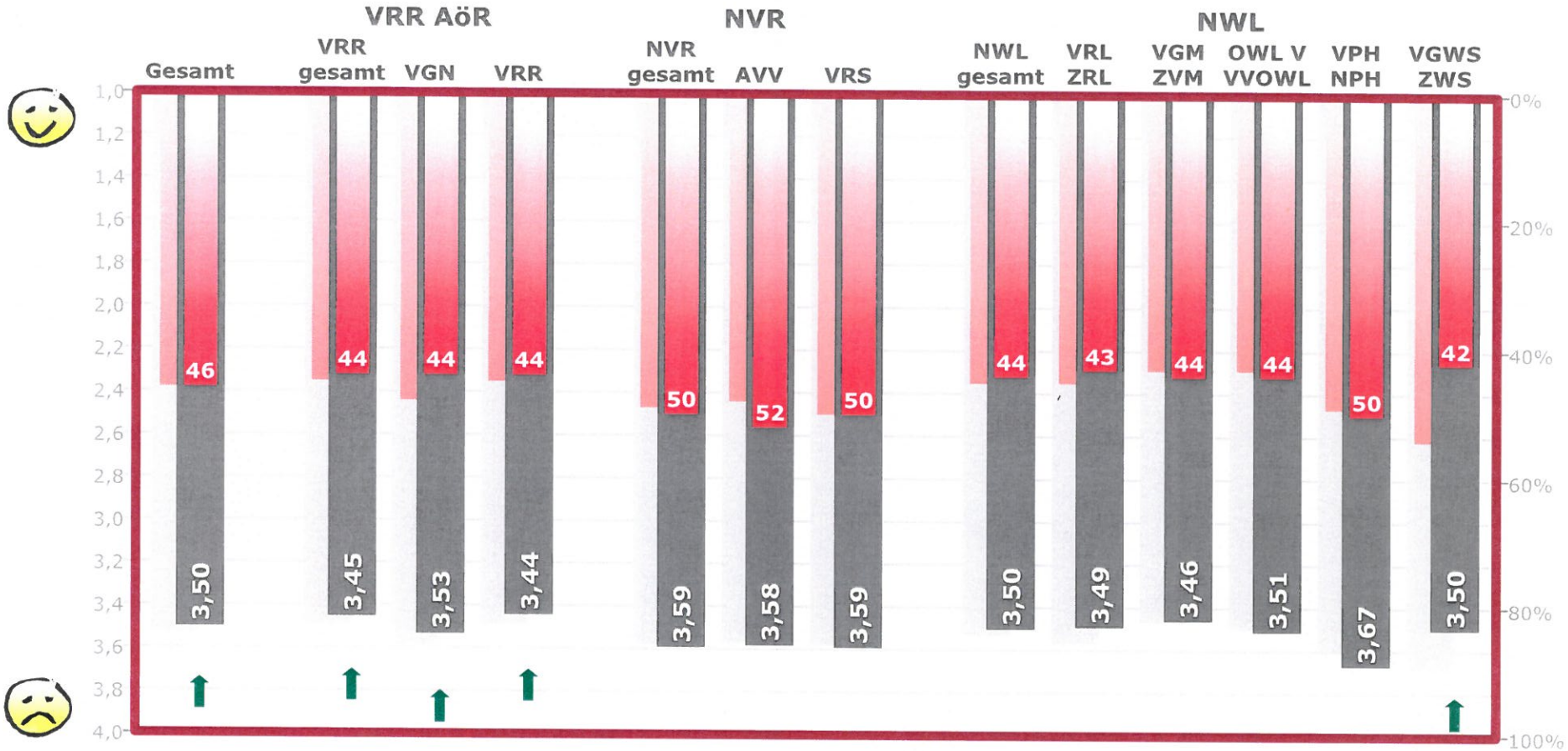
Preis-Leistungs-Verhältnis



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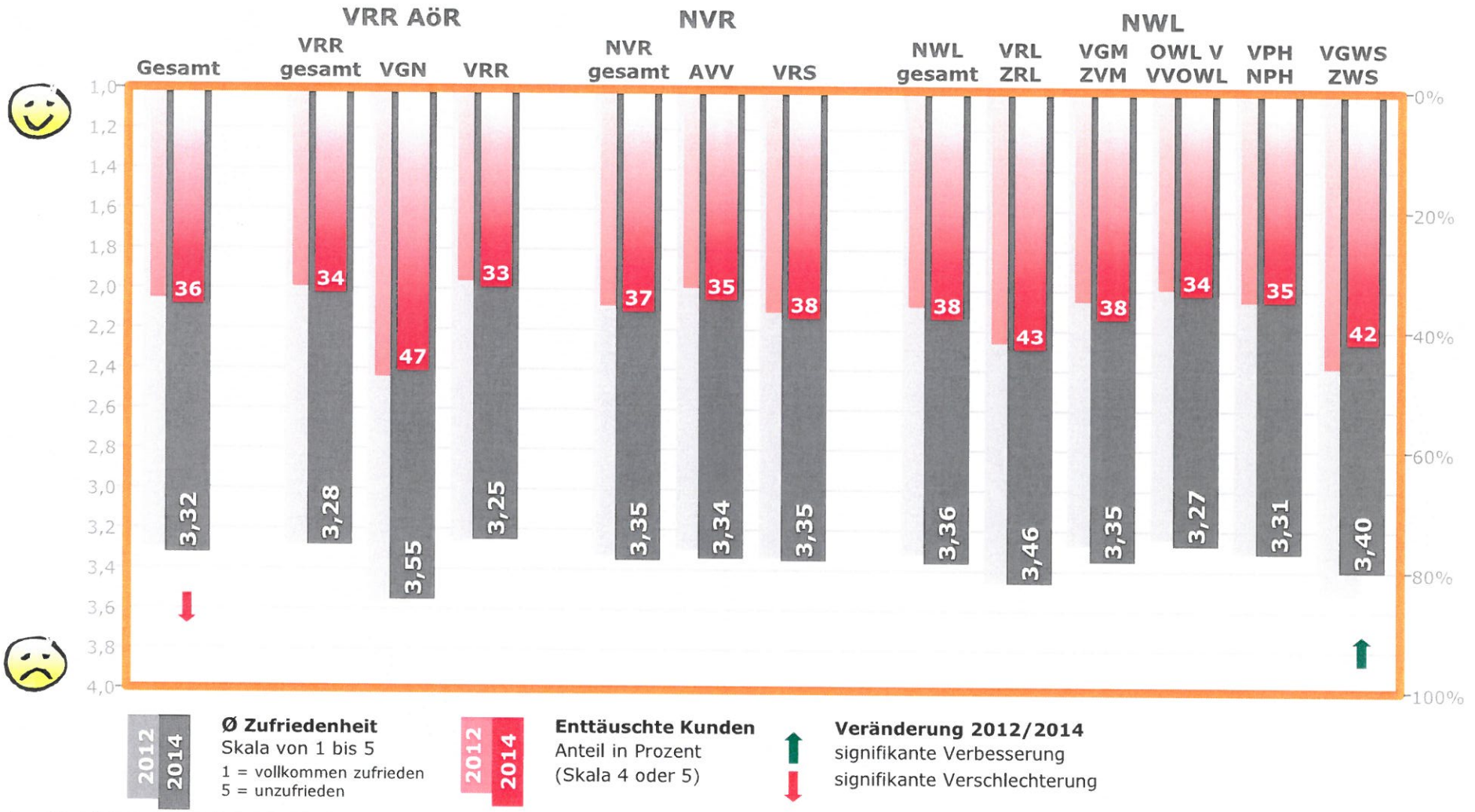
Komfort und Ausstattung der Stationen



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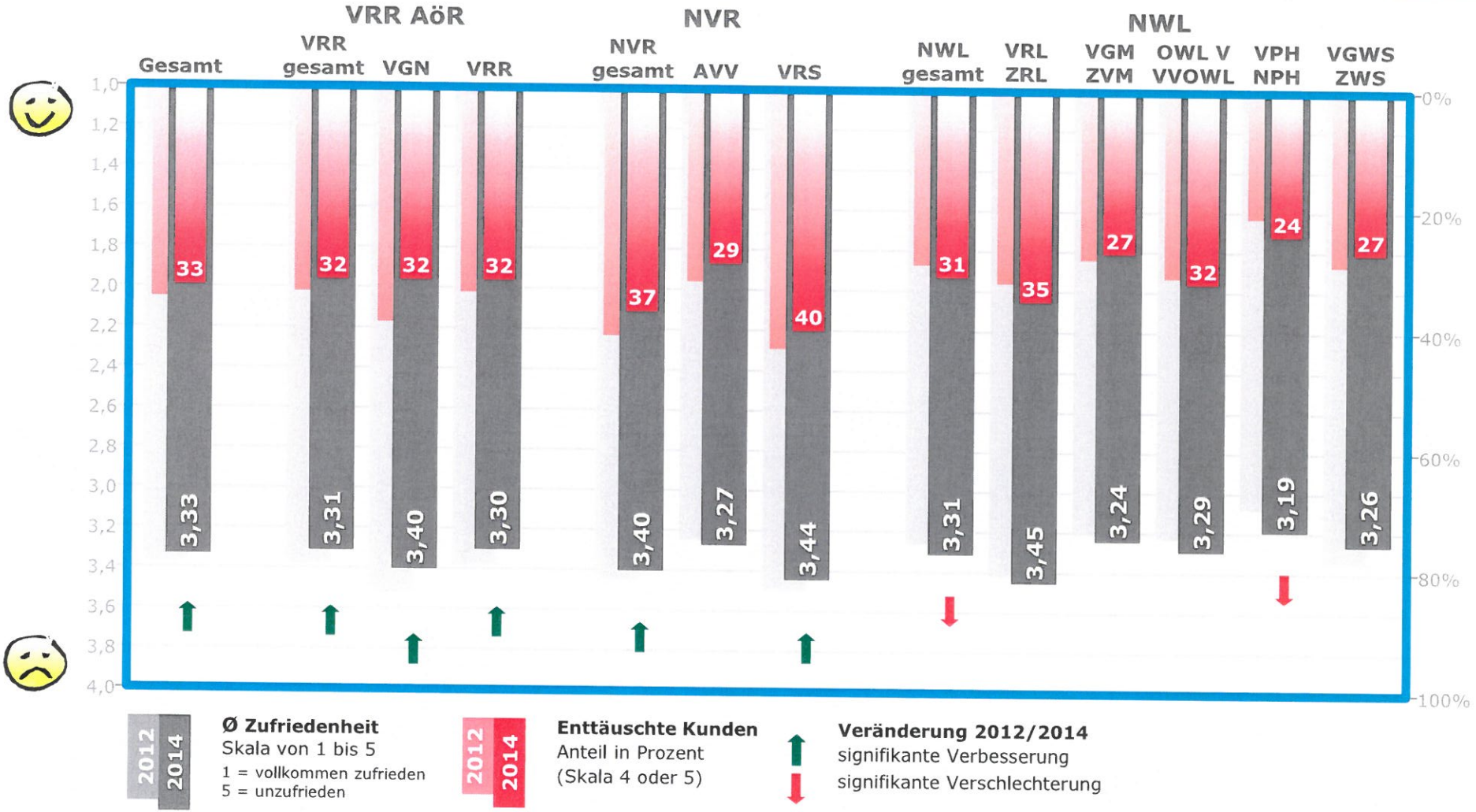
Sicherheit abends an Stationen



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