



Volvo Buses. Driving quality of life

WHAT'S THE ULTIMATE COACH EXPERIENCE?

Volvo Buses Passenger Survey

MARK THE THREE THINGS THAT HAS THE BIGGEST IMPACT ON MAKING A GOOD COACH RIDE FOR YOU.

	Total	Sweden	Germany	France	Italy	Spain	UK
The chauffeur	38	46	44	35	44	49	13
The seat	60	58	56	62	54	66	64
Visibility and the view	28	30	22	35	20	18	41
Your fellow passengers	19	21	23	17	22	9	22
On-board entertainment and Wi-Fi	24	19	24	28	24	27	26
Legroom	61	49	67	60	63	67	63
The space for personal belongings	15	16	18	17	13	9	18
Interior climate	36	40	33	28	43	42	29
Other	3	6	3	2	2	2	3
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	285	283	289	284	285	289	281

WHEN BOOKING A COACH TICKET

- WOULD YOU BE INTERESTED IN GETTING INFORMATION ABOUT?

	Total	Sweden	Germany	France	Italy	Spain	UK
The coach brand	18	8	21	15	18	19	30
Safety features	47	33	60	45	42	63	37
The AC system	36	46	46	25	45	36	21
None of the above	29	39	18	36	21	20	39
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	130	125	144	121	127	138	127

WHEN RIDING A COACH, DO YOU USE THE SEATBELT?

	Total	Sweden	Germany	France	Italy	Spain	UK
Yes	66	83	62	76	32	73	71
No	32	16	36	22	65	25	26
Don't know/No answer	2	1	2	2	3	2	3
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	100	100	100	100	100	100	100

MARK THE SERVICES THAT YOU WOULD BE INTERESTED IN WHEN TRAVELING BY COACH

	Total	Sweden	Germany	France	Italy	Spain	UK
CO ² compensation	15	24	13	12	15	20	9
Increased physical privacy/a secluded space	30	29	23	40	29	30	26
Increased security on-board	36	27	42	24	49	55	20
Travel kit with blanket, neck-pillow, earplugs and sleeping masks	31	20	31	32	36	37	33
Entertainment system with movies, TV-series, music and games	39	24	39	37	41	51	42
Wi-Fi fast enough for video- and music-streaming	53	53	60	45	51	58	53
Travel information with estimated arrival time, map and GPS-location	47	51	52	38	45	48	49
Sightseeing information about sites and attractions that you pass	31	27	32	29	31	32	35
Camera view front and back of bus	12	12	15	9	9	12	13
None of the above	4	8	5	4	1	2	7
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	299	274	310	272	306	344	287

MARK THE SERVICES THAT YOU WOULD CONSIDER PAYING EXTRA FOR

	Total	Sweden	Germany	France	Italy	Spain	UK
CO ² compensation	6	15	5	5	3	5	3
Increased physical privacy/a secluded space	17	21	14	21	15	16	13
Increased security on-board	17	11	24	11	24	24	8
Travel kit with blanket, neck-pillow, earplugs and sleeping masks	13	8	13	11	15	15	14
Entertainment system with movies, TV-series, music and games	14	6	16	13	16	14	20
Wi-Fi fast enough for video- and music-streaming	22	18	29	18	23	21	22
Travel information with estimated arrival time, map and GPS-location	5	4	6	5	6	5	6
Sightseeing information about sites and attractions that you pass	6	5	7	7	6	7	7
Camera view front and back of bus	2	1	2	2	2	2	2
None of the above	31	37	26	32	23	31	40
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	134	128	142	125	134	139	134

WHAT WOULD YOU LIKE TO BE ABLE TO BUY ON-BOARD?

	Total	Sweden	Germany	France	Italy	Spain	UK
Sandwiches	40	48	39	41	32	39	42
Snacks	40	37	48	20	43	38	54
Warm meals	14	5	16	13	19	17	14
Three course dinner	6	1	4	9	5	10	5
Cold beverages	56	66	66	48	49	59	49
Warm beverages	45	44	52	45	44	41	44
Alcoholic beverages	9	14	14	4	3	5	14
Other	1	1	1	1	1	1	*
None of the above	17	19	11	23	15	19	17
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	228	235	251	203	211	228	240

MARK THE THINGS THAT YOU WOULD FIND ANNOYING ON A COACH

	Total	Sweden	Germany	France	Italy	Spain	UK
Pets	34	30	40	32	22	38	40
Smelly foods	50	62	51	44	25	60	58
Noisy passengers	79	82	78	80	74	83	80
Undressers (removes shoes, socks or more)	43	23	45	42	50	61	36
Seat recliners	39	38	47	33	41	43	33
Drinking alcohol	44	47	49	46	31	49	42
Seat kickers	71	82	71	67	54	75	75
None of the above	2	1	2	3	2	1	4
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	361	364	382	347	299	409	367

MARK THE THINGS THAT YOU LIKE TO DO ON A COACH

	Total	Sweden	Germany	France	Italy	Spain	UK
Eat	32	25	40	20	27	40	41
Work	16	19	12	16	16	24	10
Sleep	63	66	67	58	62	68	57
Socialize	31	29	55	36	29	18	20
Watch film	46	33	41	45	52	63	40
Work out	2	*	1	1	2	3	2
Make out/kiss	6	3	8	6	10	7	5
Sit facing forward	46	61	61	53	15	35	53
Sit facing backwards	3	1	2	2	5	4	4
Take off my shoes	12	23	11	9	8	8	12
Put on makeup	2	1	2	2	3	4	3
Read	57	59	60	51	55	61	56
Meditate	15	10	9	23	17	23	8
None of the above	2	2	1	2	2	4	3
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	334	333	369	326	301	360	315

MARK THE THINGS THAT YOU WOULD NEVER DO ON A COACH

	Total	Sweden	Germany	France	Italy	Spain	UK
Eat	6	3	2	10	8	8	4
Work	20	10	29	21	18	18	25
Sleep	4	2	4	3	3	3	6
Socialize	4	1	1	4	4	6	9
Watch film	5	5	6	7	4	2	8
Work out	70	89	77	66	59	66	64
Make out/kiss	43	50	34	44	28	38	62
Sit facing forward	2	*	1	1	8	1	2
Sit facing backwards	31	25	33	30	26	37	35
Take off my shoes	39	15	41	36	56	54	33
Put on makeup	47	63	58	40	32	40	50
Read	6	5	5	8	6	3	7
Meditate	21	30	34	10	12	10	32
None of the above	4	3	4	5	3	4	5
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	302	301	329	285	267	288	340