

# Bus Passenger Survey – autumn 2011

results for:

**Keighley & District routes in West Yorkshire PTE**

March 2012

Contact: Murray Leader, Research Team, Passenger Focus

2<sup>nd</sup> Floor, 1 Drummond Gate, Pimlico, London, SW1V 2QY.

Tel: 0300 123 0843 Email: [murray.leader@passengerfocus.org.uk](mailto:murray.leader@passengerfocus.org.uk)

# Contents

---

|                                 | Page |
|---------------------------------|------|
| Methodology                     | 3    |
| Sample profile                  | 5    |
| Key results                     | 7    |
| Section 1 – about the journey   | 9    |
| Section 2 – the bus stop        | 13   |
| Section 3 – waiting for the bus | 17   |
| Section 4 – on the bus          | 21   |
| Appendix 1 – questionnaire      | 49   |
| Appendix 2 – Bus routes sampled | 32   |

# Outline of methodology (1)

Passenger Focus undertook a bus passenger survey in 23 transport planning authorities in line with the methodology used in a 2009 survey of bus passengers' experiences. This is the report of findings for Keighley & District routes in West Yorkshire PTE area.

**GfK NOP Ltd were appointed by Passenger Focus to provide the market research agency services needed to carry out this survey programme.**

The Bus Passenger Survey methodology is designed to measure passengers' experiences of bus travel, and to be representative by bus passenger journeys made. Passenger opinion was collected via a self-completion questionnaire issued to passengers on board the bus. Passengers were asked mainly to rate the journey they had just experienced, but also provide their views of bus use in general. Completed questionnaires were sent back to GfK NOP by post. The sampling process used is summarised below: (further detail on methodology is available in a separate document)

A database of local bus services for each transport planning authority was sourced from ITO World, who collect and make available the bus journey data shown by Traveline. Every timetabled journey for each bus route was listed and initially given an equal value. That value was then adjusted to account for passenger turnover on longer routes based on timetabled journey time.

A sample of services was then selected using systematic sampling using a random start point. Each selected timetable bus service was used to form the start time for a field work shift of 3 hours. Field workers made as many return trips feasible on that bus route offering questionnaires to all passengers who boarded. The only notable exclusion we chose to apply were any school bus services.

Weighting was applied to offset the affect of differential response rates by age and gender.

# Outline of methodology (2)

The survey was undertaken in the following areas during September – November 2011:

## **PTE authorities**

Greater Manchester  
West Midlands  
Merseytravel  
South Yorkshire  
West Yorkshire  
Tyne and Wear/Nexus

## **Unitary authorities (UA)**

Nottingham  
West England Partnership\*  
Leicester  
Stoke-on-Trent  
Tees Valley Group\*\*  
Kingston Upon Hull  
Durham  
Bournemouth and Poole combined

## **County authorities (CA)**

Lancashire  
East Sussex  
Essex  
Staffordshire  
Norfolk  
Surrey  
Northamptonshire  
Dorset  
Hertfordshire

\* Bath and North East Somerset, Bristol City Council, North Somerset, South Gloucestershire

\*\* Comprised of Redcar & Cleveland, Middlesbrough, Stockton on Tees, Hartlepool, Darlington UAs

Throughout the report, behavioural results are based on all survey respondents, and passengers' opinion ratings are based on those respondents that gave an opinion. All results are based on weighted values. In the report the numbers in brackets shown after the question/category text are the actual numbers of passenger responses generating the answer value shown.

# Sample Profile (1)

|                              | Keighley & District | Metro     | PTE Total  |
|------------------------------|---------------------|-----------|------------|
| SAMPLE                       | 199<br>%            | 1630<br>% | 11231<br>% |
| <b>GENDER</b>                |                     |           |            |
| Male                         | 44                  | 39        | 41         |
| Female                       | 53                  | 58        | 56         |
| Not stated                   | 2                   | 3         | 3          |
| <b>AGE</b>                   |                     |           |            |
| 16-34                        | 26                  | 40        | 39         |
| 35-59                        | 30                  | 32        | 34         |
| 60+                          | 43                  | 26        | 25         |
| Not stated                   | 1                   | 2         | 2          |
| <b>DISABILITY</b>            |                     |           |            |
| Yes                          | 24                  | 19        | 21         |
| No                           | 68                  | 70        | 71         |
| Not stated                   | 8                   | 10        | 8          |
| <b>FARE PAYERS/FREE PASS</b> |                     |           |            |
| Fare payers                  | 48                  | 65        | 66         |
| Free pass holders            | 45                  | 28        | 27         |
| Not stated                   | 7                   | 7         | 7          |

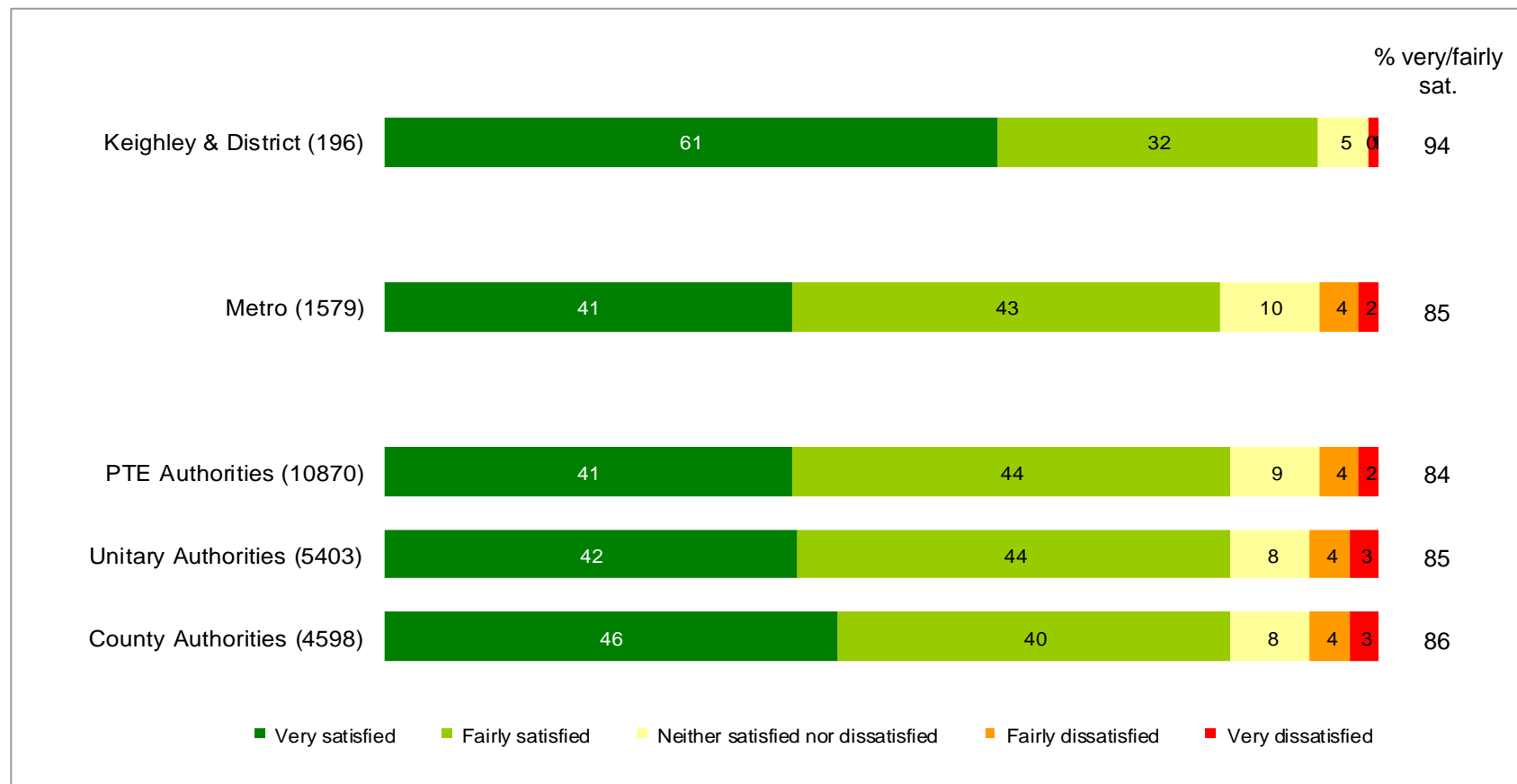
# Sample Profile (2)

|   | Keighley & District | Metro     | PTE Total  |
|---|---------------------|-----------|------------|
| SAMPLE                                  | 199<br>%            | 1630<br>% | 11231<br>% |
| <b>FREQUENCY OF TRAVEL</b>              |                     |           |            |
| 5 or more days a week                   | 51                  | 59        | 62         |
| 3 or 4 days a week                      | 29                  | 23        | 21         |
| Once or twice a week                    | 15                  | 11        | 11         |
| Once a fortnight                        |                     | 2         | 2          |
| Once a month                            |                     | 1         | 1          |
| Less frequently                         | 2                   | 1         | 2          |
| Not stated                              | 1                   | 3         | 3          |
| <b>Access to private transport.....</b> |                     |           |            |
| Easy                                    | 30                  | 26        | 23         |
| Moderate                                | 36                  | 36        | 36         |
| Limited/None                            | 28                  | 31        | 34         |
| Not known                               | 5                   | 7         | 6          |

# Key Results

# Overall Satisfaction

## Overall satisfaction with bus journey



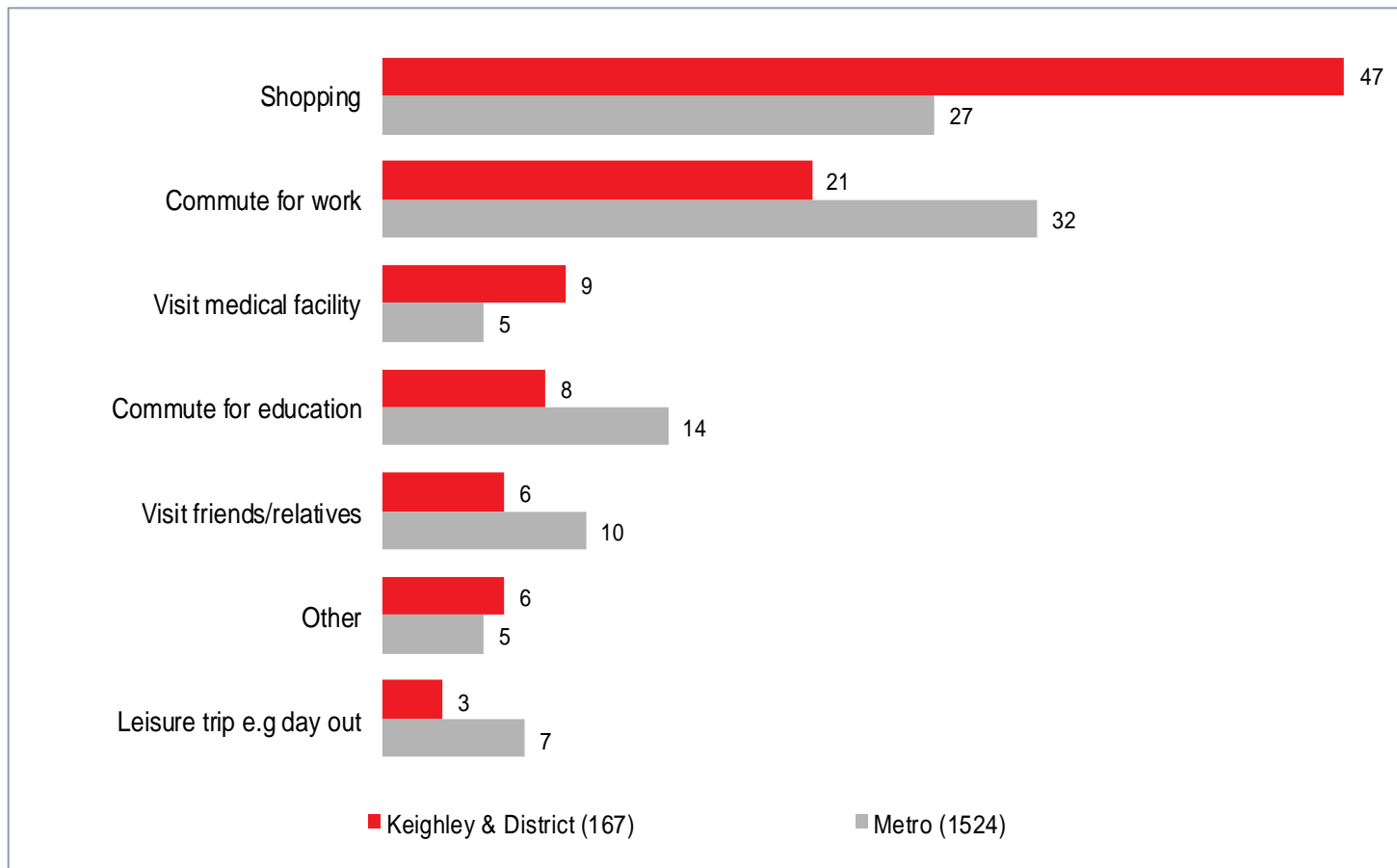
Q33. Overall, taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today?



# Section 1 – About the journey

# Journey Purpose

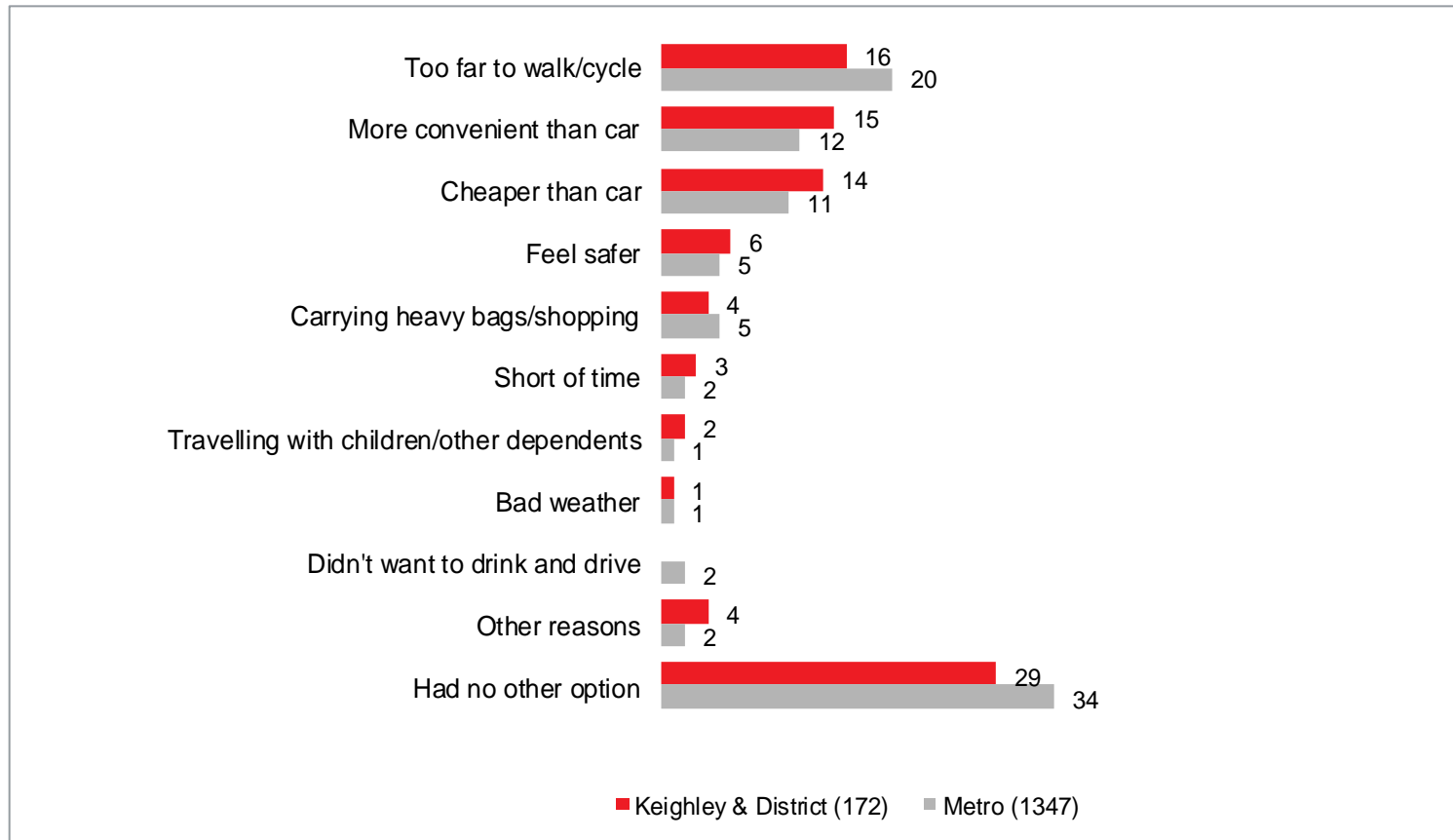
## Stated purpose of journey



Q8. What is the main purpose of your bus journey today?

# Main reason for choosing the bus

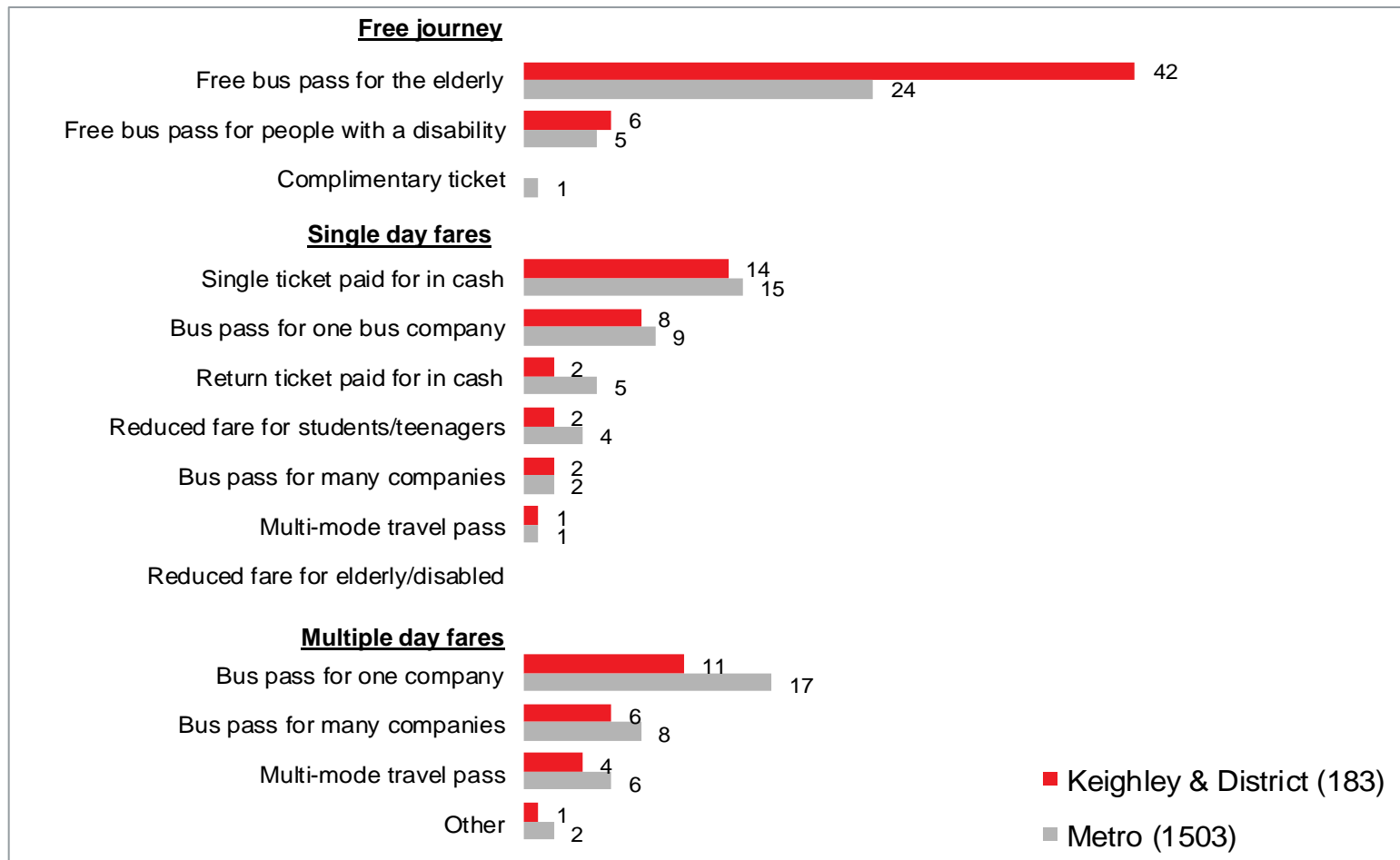
## Reason for choosing to travel by bus (%)



Q10. What was the main reason you chose to take the bus for this journey?

# Ticket used for journey

## Ticket used for the journey

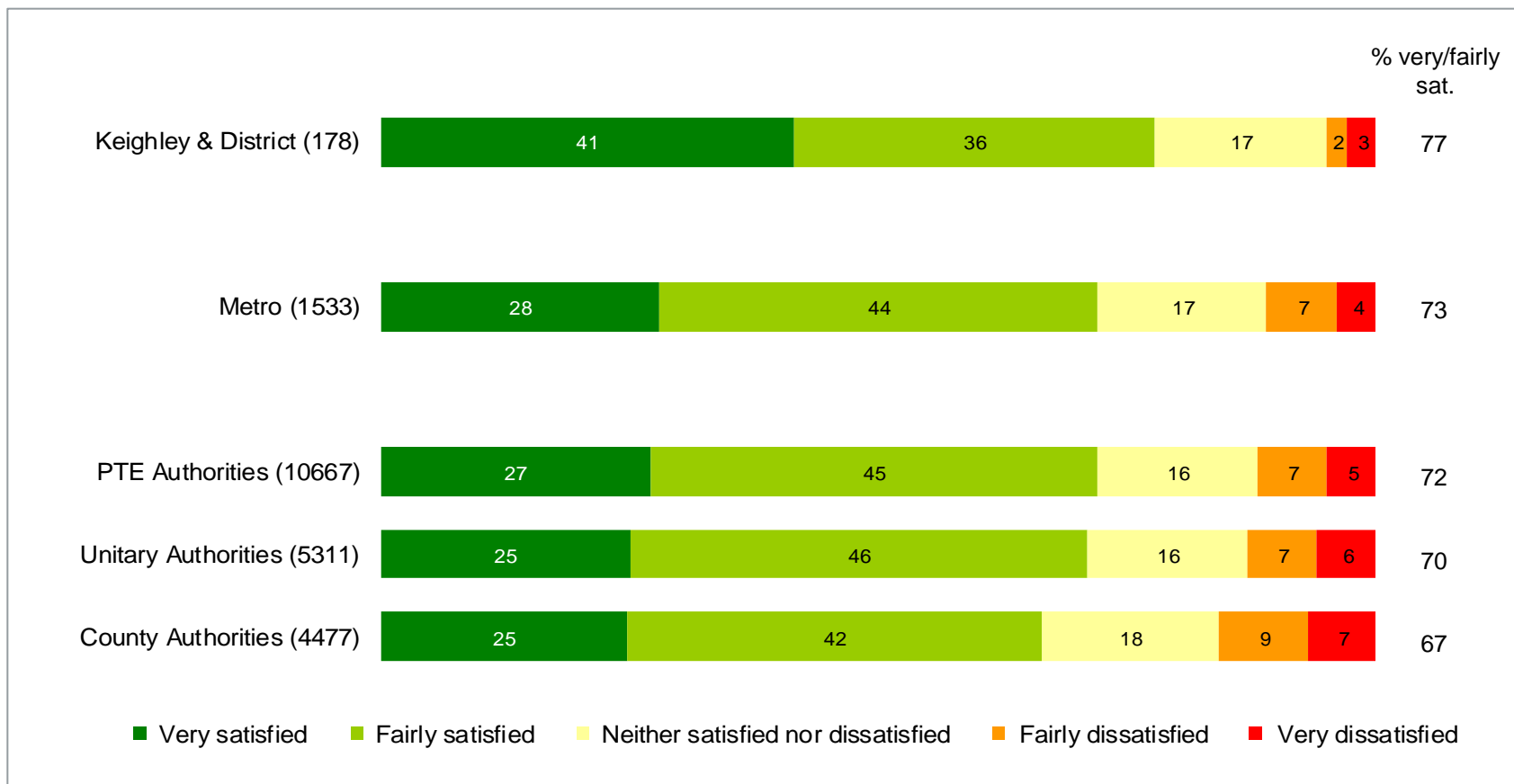


Q3. What type of ticket did you use for this journey?

# Section 2 – The bus stop

# Overall rating of bus stop

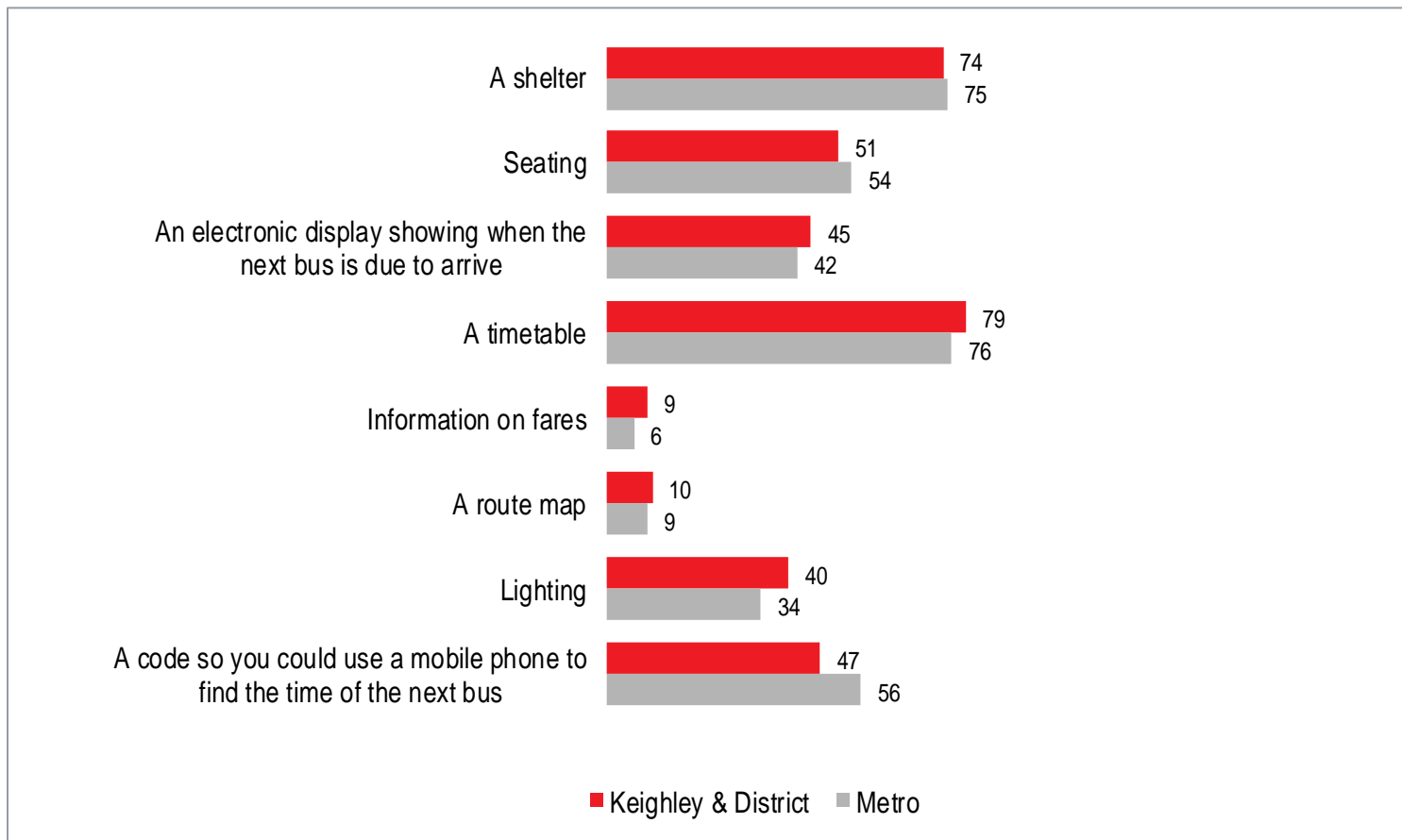
## Overall satisfaction with the facilities at the bus stop



Q19. Overall, how satisfied were you with the facilities at the bus stop?

# Bus Stop Facilities

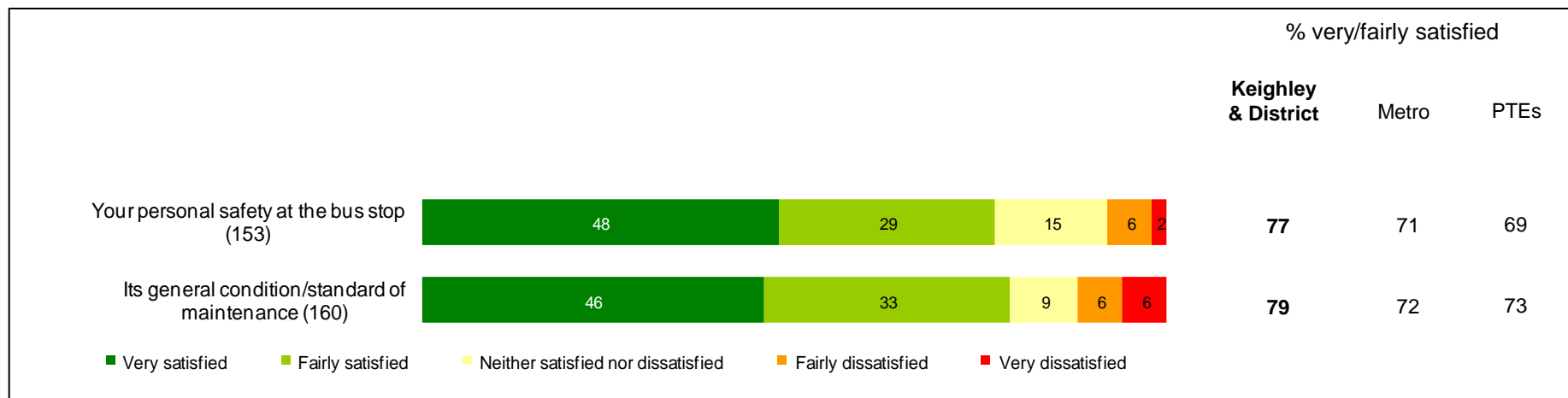
## Extent bus stop facilities are provided (%)



Q16. Which of the following were provided at the stop where you caught this bus?

# At the bus stop

## Satisfaction with factors associated with the bus stop



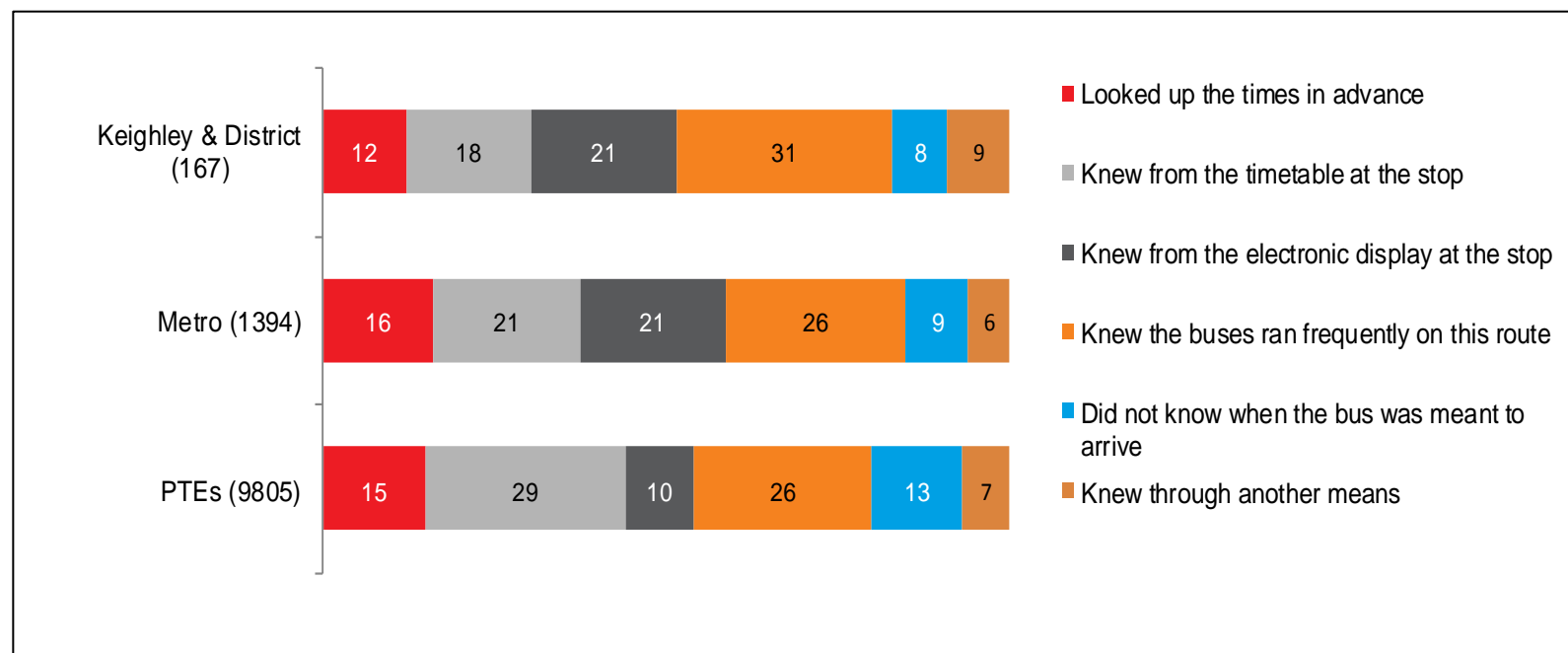
*Q18. Thinking about the bus stop itself, how satisfied were you with the following?*



# Section 3 – Waiting for the bus

# Waiting for the bus

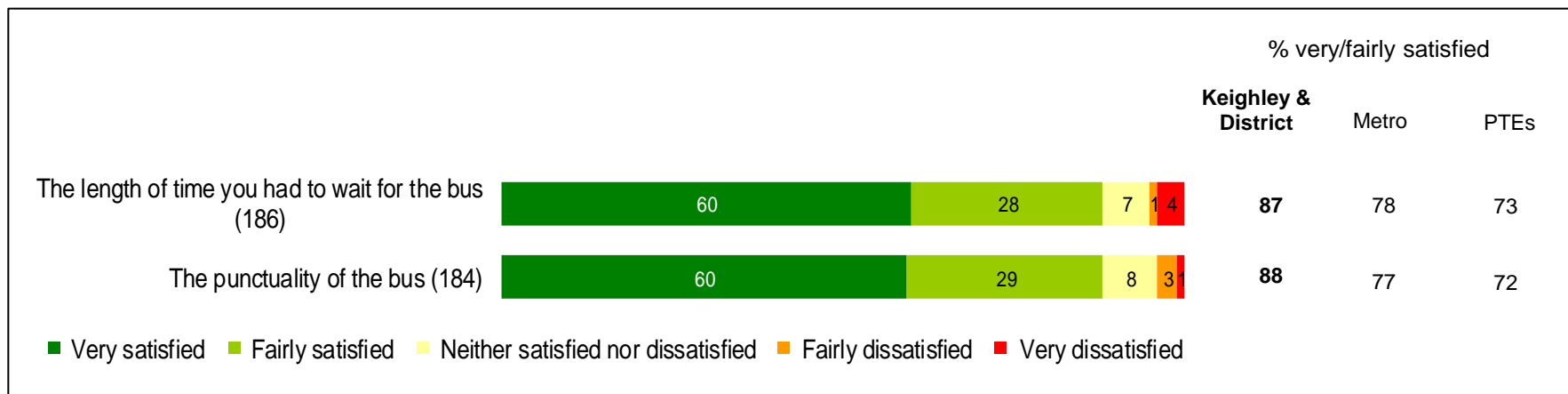
## How passengers estimated when the bus would arrive



Q21. How did you know when the bus was meant to arrive?

# Waiting for the bus

## Satisfaction with waiting for the bus



Q25. How satisfied were you with each of the following?

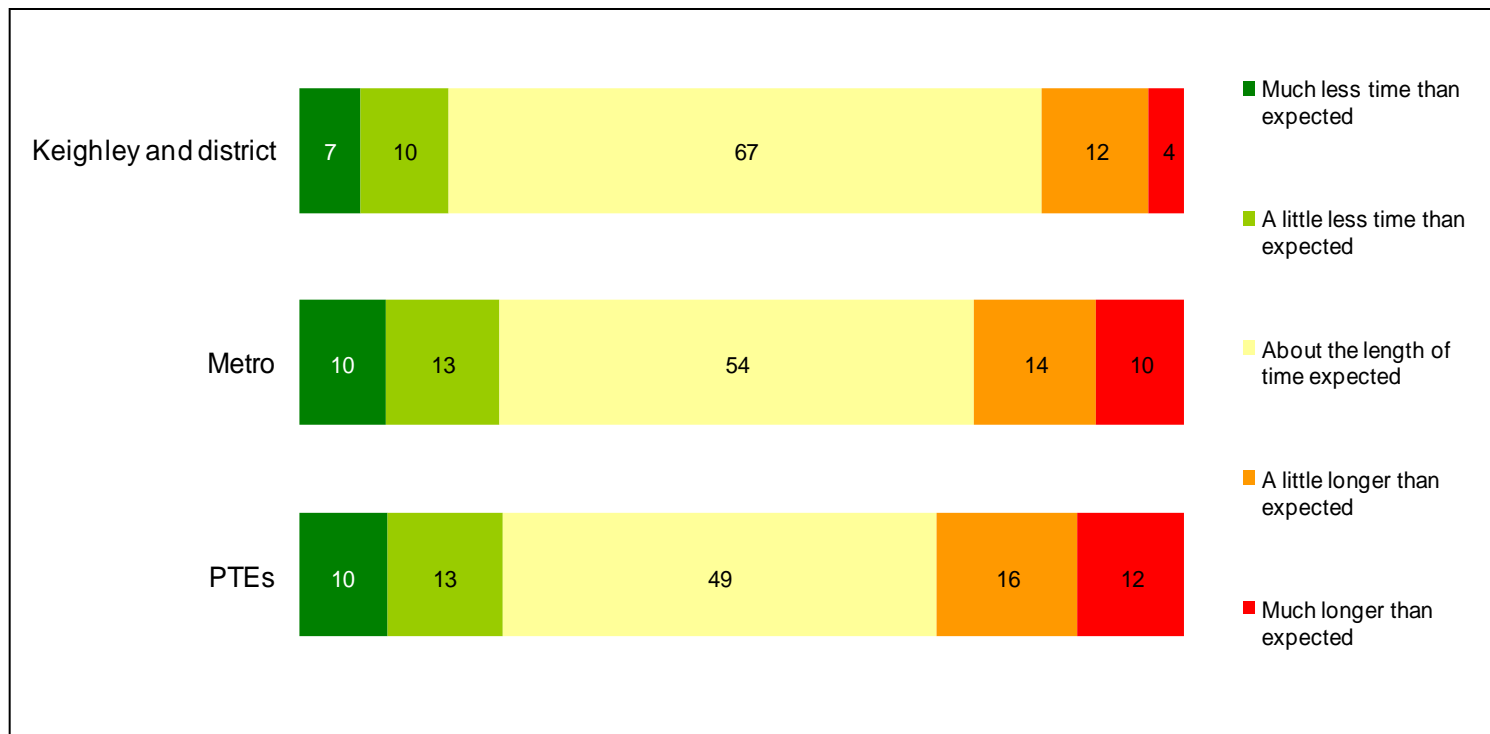
## Ability to board first bus

| %   | Keighley & District | Metro | PTEs |
|-----|---------------------|-------|------|
| Yes | 97                  | 95    | 93   |
| No  | 3                   | 5     | 7    |

Q24. Were you able to board the first bus that arrived?

# Waiting for the bus

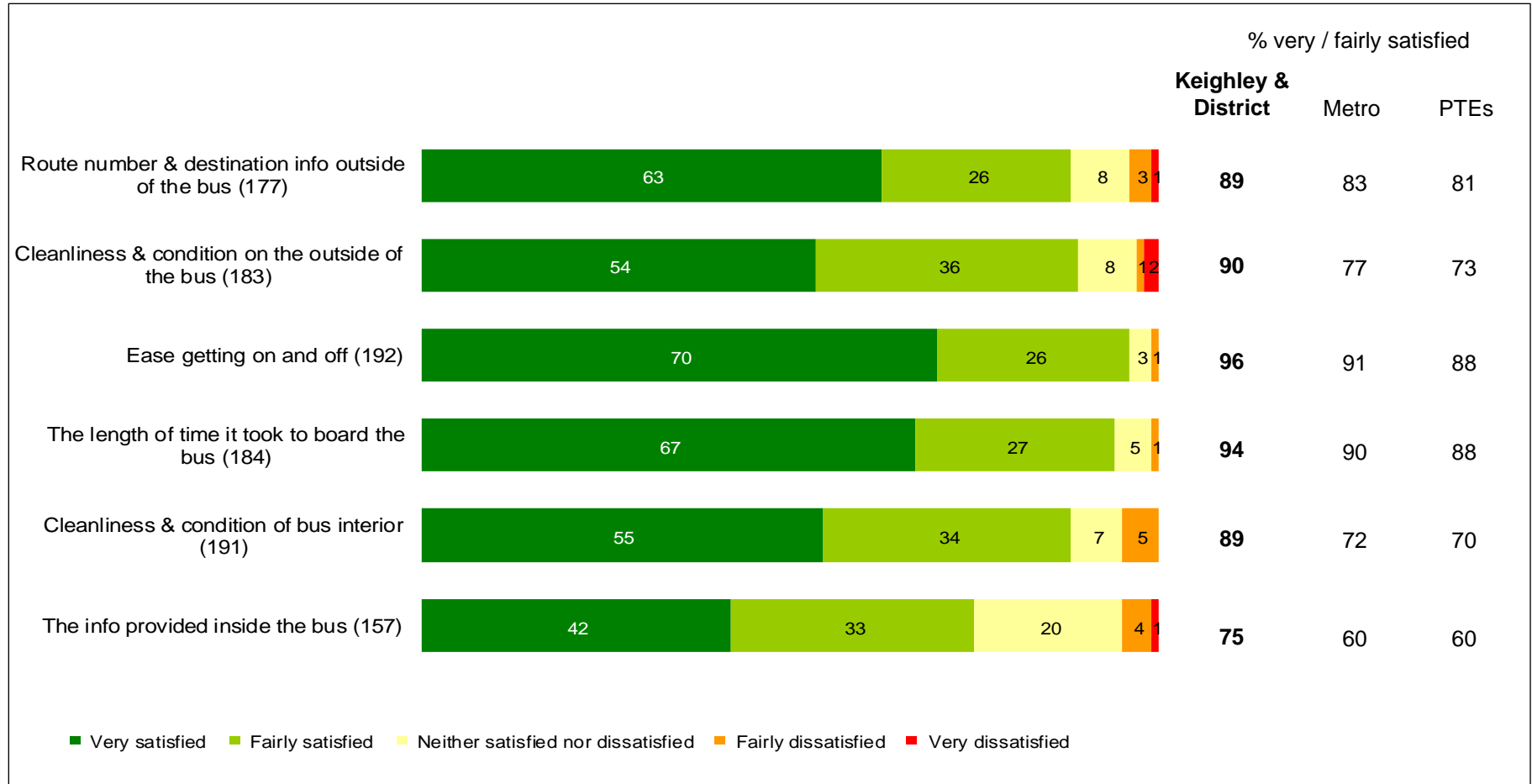
## How waiting time for the bus compared with expectation



# Section 4 – On the bus

# On the bus

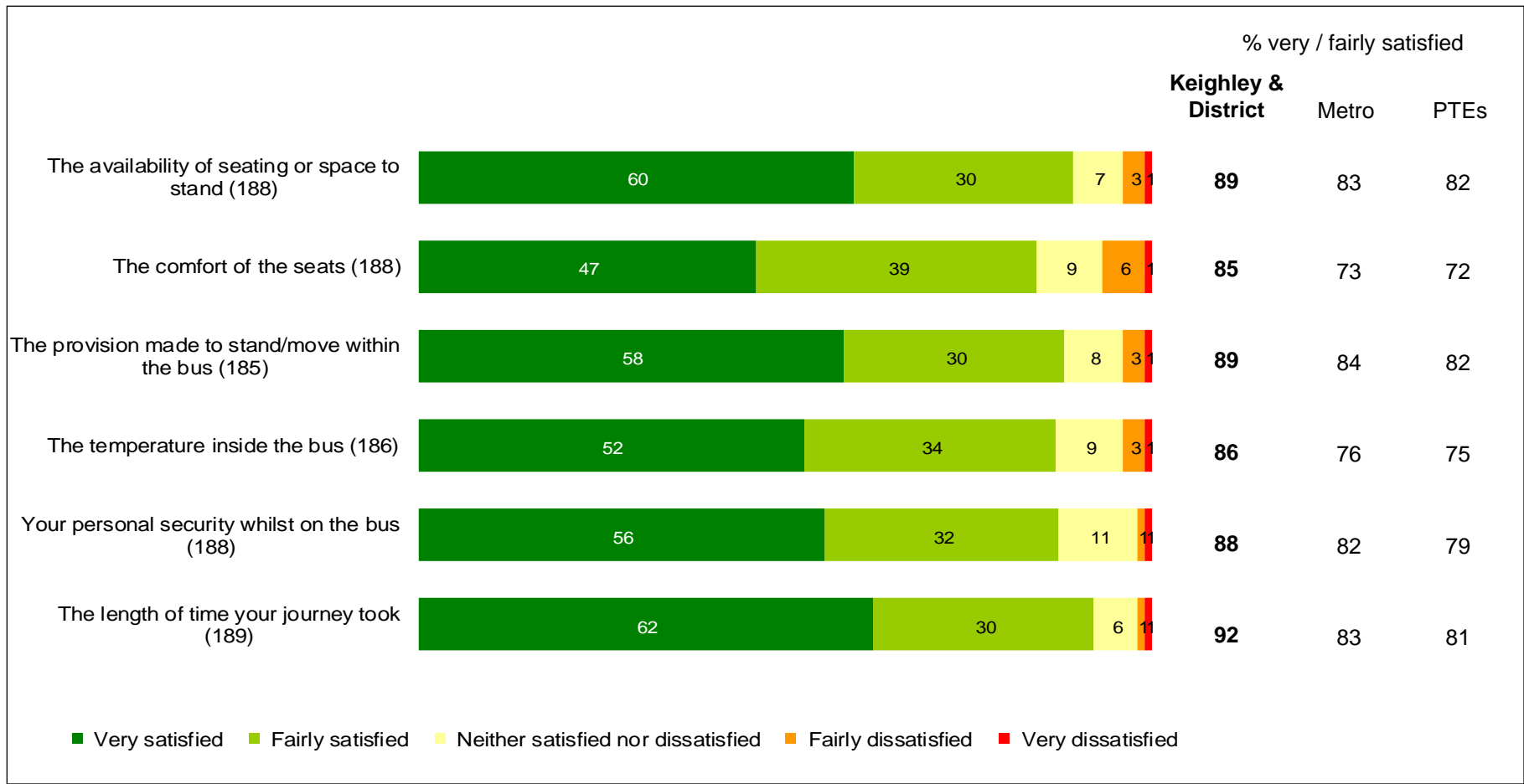
## Satisfaction with on-bus factors: part 1



Q26 Thinking about the bus journey itself, please indicate how satisfied you were with each of the following?

# On the bus

## Satisfaction with on-bus factors: part 2

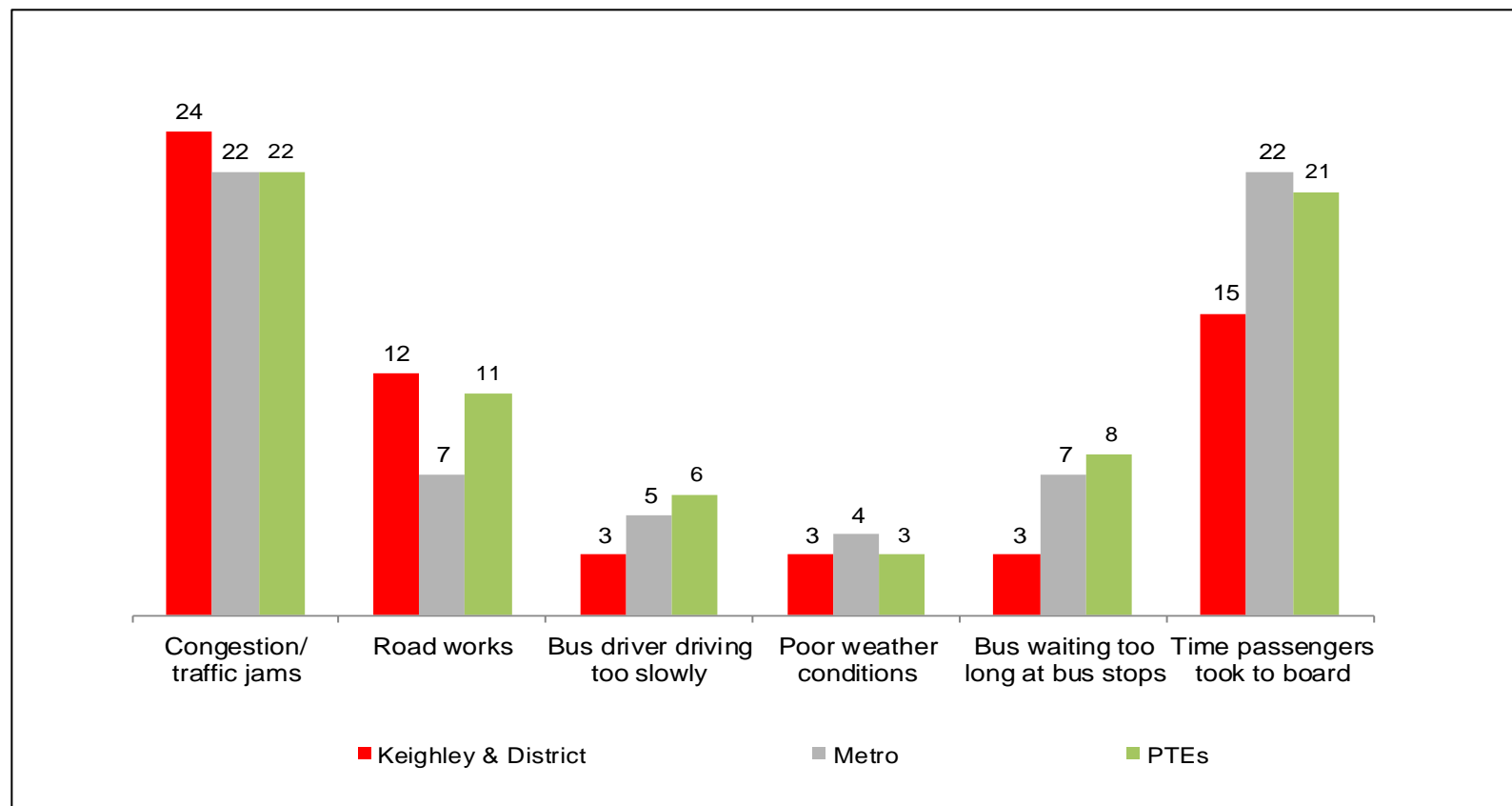


Q26 Thinking about the bus journey itself, please indicate how satisfied you were with each of the following?

# Factors affecting the journey length

## Factors affecting journey length

% saying yes – note more than one answer permissible

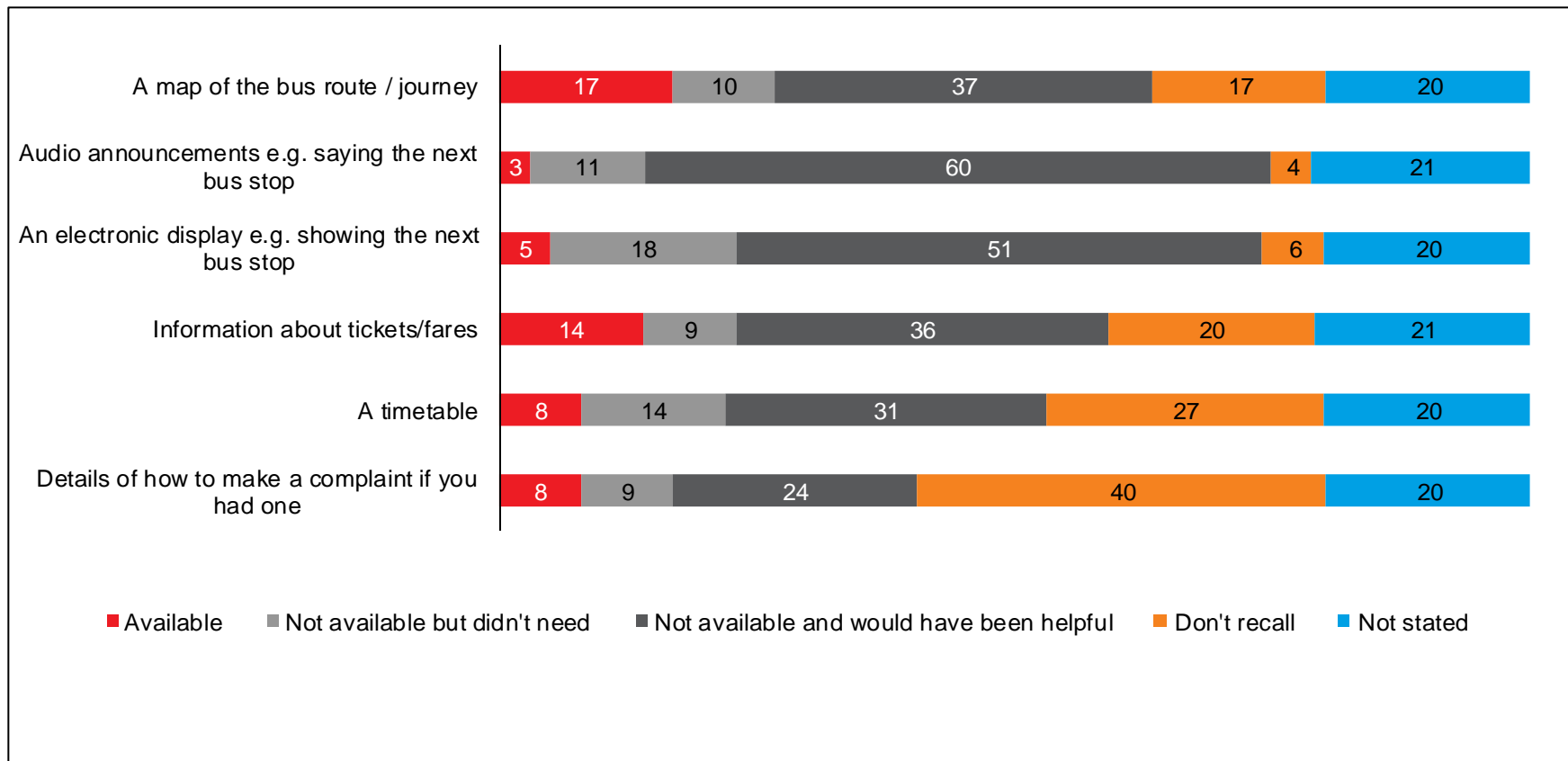


Q30. Was the length of your journey affected by any of the following?



# Availability of information inside the bus

## Availability and helpfulness of information

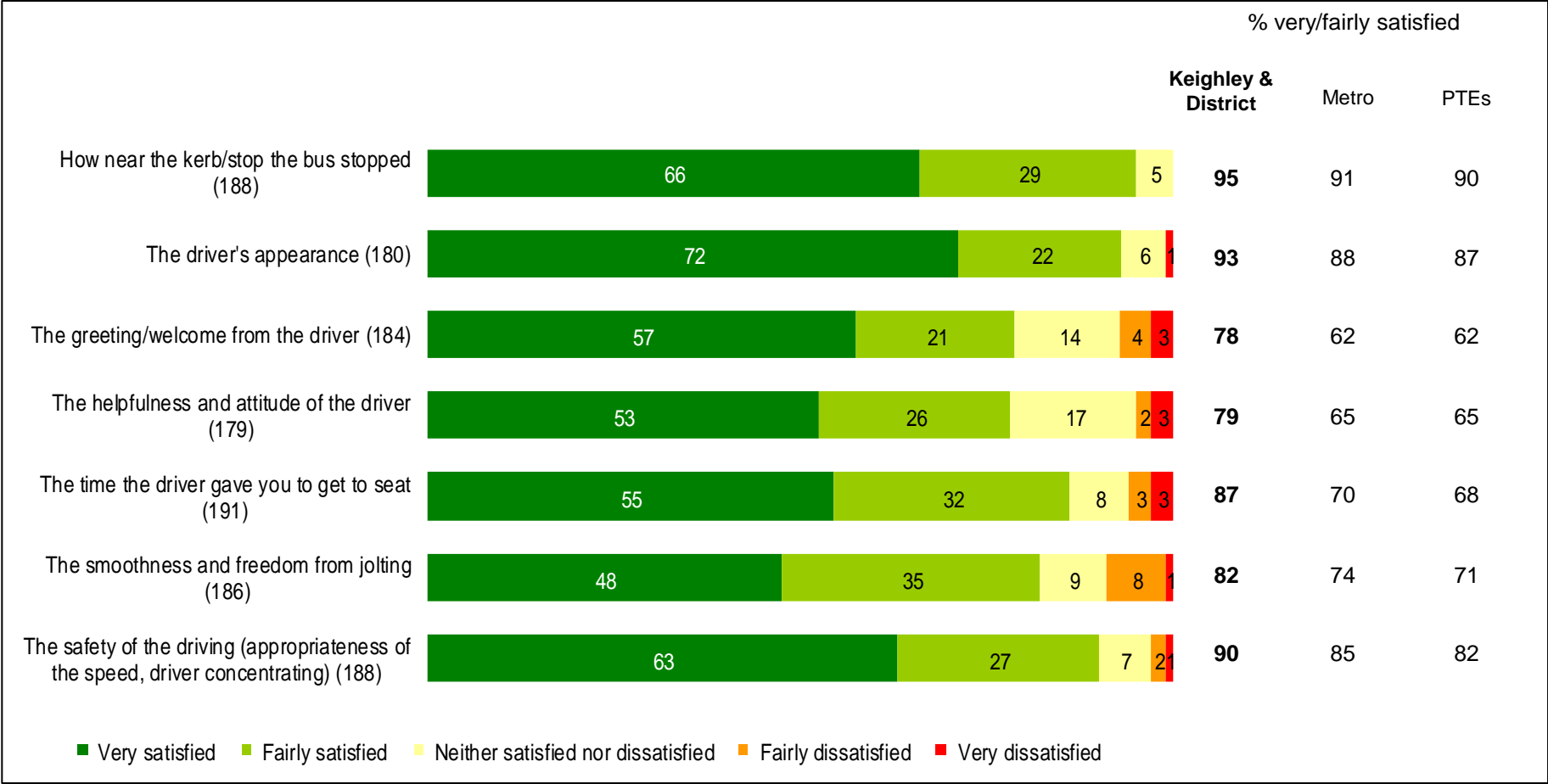


Q31. When you were on the bus, were the following items of information available...?

Base size: 199

# The Bus Driver

## Satisfaction with 'bus driver' factors



Q32. Thinking about the driver, please indicate how satisfied you were with each of the following?

# Appendices

# Appendix 1 – Questionnaire (1)

4



D D M M Y Y

## Bus Passenger Survey

Passenger Focus is undertaking a survey to research passengers' experiences of bus travel. Passenger Focus is the independent consumer organisation representing the interests of bus users. To help Passenger Focus represent the views of bus passengers and to improve bus services we would appreciate a little of your time to complete this questionnaire.

- Please fill in the questionnaire after you have completed your bus journey.
- Please tick only one box per question, unless the instruction for the question requests otherwise.
- When you have finished filling in the questionnaire, please return it to us in the envelope provided.

### Section 1: About your journey today

**Q1** Please enter the route number of the bus you boarded today:

**Q2** Please fill in the time that you boarded the bus today:  
Use the 24 hr clock e.g. 5.25pm is 17:25

**Q3** What type of ticket did you use for this journey?

A free pass

A free bus pass for the elderly ..... ☐

A free bus pass for people with a disability ..... ☐

A complimentary ticket/free ticket ..... ☐

A ticket for today or single day pass

A single ticket paid for in cash ..... ☐

A return ticket paid for in cash ..... ☐

Reduced fare for holders of elderly or disabled person's pass ..... ☐

A reduced fare for students/teenagers ..... ☐

A one day bus pass for that bus company only ..... ☐

A one day bus pass covering more than one bus company ..... ☐

A one day travel pass covering bus and other modes of transport ..... ☐

Other types of tickets

A bus pass valid for more than one day for that bus company only ..... ☐

A bus pass valid for more than one day covering more than one bus company ..... ☐

A travel pass valid for more than one day, covering bus and other modes of transport ..... ☐

Other ..... ☐

**Q4** How did you buy that ticket or pass?

From the driver today ..... ☐ From a local shop or post office ..... ☐

From a driver before today ..... ☐ From a machine at the bus stop ..... ☐

Direct from the bus company (website/phone) ..... ☐ Direct debit through work/college ..... ☐

From a travel centre/bus station/booking office ..... ☐ Other ..... ☐

You had a free pass ..... ☐

1

**ANSWER ONLY IF YOU PAID FOR YOUR JOURNEY**

**Q5** Was the fare loaded onto an electronic ticket?  
Yes ..... ☐ No ..... ☐

**Q6** What information sources did you use to help plan your journey today?  
(Please tick all that apply)

Information at the bus stop ..... ☐ Metro website ..... ☐

Phoned bus company ..... ☐ Used Traveline (phone or website) ..... ☐

Direct from bus company website ..... ☐ Other (Please write in below) .....

Visited a travel shop ..... ☐

Phoned Metro ..... ☐

Already knew from a previous journey ..... ☐

Did not use any information sources ..... ☐

**Q7** How satisfied were you with those information sources (the ones you mentioned using in question 6)?

Very satisfied ..... ☐

Fairly satisfied ..... ☐

Neither satisfied nor dissatisfied ..... ☐

Fairly dissatisfied ..... ☐

Very dissatisfied ..... ☐

Don't know/no opinion ..... ☐

**Q8** What is the main purpose of your bus journey today?

Travelling to/from work ..... ☐

Travelling to/from education (e.g. college/school/university) ..... ☐

Shopping trip ..... ☐

Visiting friends or relatives ..... ☐

To visit a medical facility (e.g. GP, hospital, dentist) ..... ☐

Leisure trip (e.g. day out, to/from entertainment etc) ..... ☐

Other ..... ☐

**Q9** How many times have you made this journey in the last two weeks?  
(Please count each return journey as two journeys)

This is my first journey ..... ☐ 11 - 20 times ..... ☐

2 - 5 times ..... ☐ More than 20 times ..... ☐

6 - 10 times ..... ☐

**Q10** What was the main reason you chose to take the bus for this journey?

Cheaper than the car ..... ☐ Trip required carrying heavy bags/shopping ..... ☐

More convenient than the car (e.g. parking) ..... ☐ Feel safer going by bus ..... ☐

You were short of time ..... ☐ Travelling with children / other dependants ..... ☐

The weather was bad ..... ☐ Didn't want to drink and drive ..... ☐

Too far to walk or cycle ..... ☐ Other reason (please write in below) .....

Didn't have the option of travelling by another means ..... ☐

2

# Appendix 1 – Questionnaire (2)

**Q11 Was the bus the only mode of transport you used to make your journey today?**  
(Please do not count walking as a mode of transport)

Yes ..... ☐  
No ..... ☐

**Q12 What was the weather like when you made your journey, was it?**

Dry ..... ☐ Heavy rain ..... ☐  
Light rain ..... ☐ Snow ..... ☐

**Q13 If you could not have made this journey today by bus, how else would you have made the journey?**

On foot/walk ..... ☐ Bicycle ..... ☐  
By car as passenger ..... ☐ Train ..... ☐  
By car as driver ..... ☐ Metro/Tram/Light rail ..... ☐  
Taxi ..... ☐ Other ..... ☐  
Would have made the trip another time ..... ☐  
Would not have made this trip ..... ☐

**Q14 Please tell us whether your bus journey was.**

On a single-decker bus ..... ☐ Upstairs on a double-decker bus ..... ☐  
Downstairs on a double-decker bus ..... ☐ On a 'bendy' bus ..... ☐

**Q15 Were you travelling today with ...**  
(Please tick all that apply)

Children in a buggy or pushchair ..... ☐ Lots of bags or luggage ..... ☐  
Children who were walking ..... ☐ A wheelchair ..... ☐  
A carer ..... ☐

## Section 2: About the bus stop where you boarded this bus

**Q16 Which of the following were provided at the stop where you caught this bus?**  
(Please tick all that apply)

A shelter ..... ☐  
Seating ..... ☐  
An electronic display showing when the next bus is due to arrive ..... ☐  
A timetable ..... ☐  
Information on fares ..... ☐  
A route map ..... ☐  
Lighting ..... ☐  
A code so you could use a mobile phone to find the time of the next bus ..... ☐

**Q17 And how satisfied were you with what was provided at the bus stop, for each of the following?**

|  | Very satisfied           | Fairly satisfied         | Neither satisfied nor dissatisfied | Fairly dissatisfied      | Very dissatisfied        | Don't know/not relevant  |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| The shelter .....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Seating .....  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Any electronic display showing bus arrival times .....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Timetables .....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Information on fares .....                                   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Route maps .....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Lighting .....   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Any codes given for getting time of next bus on mobile ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Q18 Thinking about the bus stop itself, how satisfied were you with the following?**

|   | Very satisfied           | Fairly satisfied         | Neither satisfied nor dissatisfied | Fairly dissatisfied      | Very dissatisfied        | Don't know/not relevant  |
|---|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| Its general condition/standard of maintenance ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its freedom from graffiti/vandalism .....           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Its freedom from litter .....                       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your personal safety at the bus stop .....          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Q19 Overall, how satisfied were you with the bus stop?**

Very satisfied ..... ☐  
Fairly satisfied ..... ☐  
Neither satisfied nor dissatisfied ..... ☐  
Fairly dissatisfied ..... ☐  
Very dissatisfied ..... ☐  
Don't know/No opinion ..... ☐

## Section 3: Waiting for the bus

**Q20 How long did you wait for your bus?**  
(Please write in the time in minutes)

**Q21 How did you know when the bus was meant to arrive?**

Looked up the times in advance ..... ☐  
Knew from the timetable at the stop ..... ☐  
Knew from the electronic display at the stop ..... ☐  
Knew the buses ran frequently on this route ..... ☐  
Knew through another means ..... ☐  
Did not know when the bus was meant to arrive ..... ☐

**Q22 How long did you expect to wait for the bus?**  
(Please write in the time in minutes)

# Appendix 1 – Questionnaire (3)

Q23 Thinking about the time you waited for the bus today, was it ...

- Much longer than you expected..... ☐  
 A little longer than you expected..... ☐  
 About the length of time you expected..... ☐  
 A little less time than you expected..... ☐  
 Much less time than you expected..... ☐

Q24 Were you able to board the first bus you wanted to travel on?

- Yes ..... ☐  
 No..... ☐

Q25 How satisfied were you with each of the following?

|  | Very satisfied           | Fairly satisfied         | Neither satisfied nor dissatisfied | Fairly dissatisfied      | Very dissatisfied        | Don't know/no opinion    |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| The length of time you had to wait for the bus ..... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The punctuality of the bus.....                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

## Section 4: On the bus

Q26 Thinking about the bus journey itself, please indicate how satisfied you were with each of the following?

|  | Very satisfied           | Fairly satisfied         | Neither satisfied nor dissatisfied | Fairly dissatisfied      | Very dissatisfied        | Don't know/no opinion    |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| Route/destination information on the outside of the bus  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The cleanliness and condition of the outside of the bus  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The ease of getting onto and off of the bus.....         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The length of time it took to board the bus.....         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The cleanliness and condition of the inside of the bus.. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The information provided inside the bus .....            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The availability of seating or space to stand .....      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The comfort of the seats .....                           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Provision of grab rails to stand/move within the bus.... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The temperature inside the bus .....                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Your personal security whilst on the bus.....            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The length of time your journey took.....                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Q27 Did you get a seat on the bus?

- Yes - for all of the journey..... ☐  
 Yes - for part of the journey..... ☐  
 No - but you were happy to stand..... ☐  
 No - but you would have liked a seat..... ☐

Q28 Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

- Yes ..... ☐  
 No ..... ☐

+ If yes: which of the following were the reason(s) for this? (please tick all that apply)

- Passengers drinking/under influence of alcohol .. ☐ Music being played loudly..... ☐  
 Passengers taking/under the influence of drugs.. ☐ Smoking ..... ☐  
 Abusive or threatening behaviour ..... ☐ Graffiti or vandalism ..... ☐  
 Rowdy behaviour ..... ☐  
 Feet on seats ..... ☐ Other ..... ☐

Q29 How long was your journey on this bus?

(Please write in the time in minutes)

Q30 Was the length of time your journey took affected by any of the following?

(Please tick all that apply)

- Congestion/traffic jams ..... ☐ Poor weather conditions ..... ☐  
 Road works..... ☐ The bus waiting too long at stops ..... ☐  
 The bus driver driving too slowly..... ☐ Time it took passengers to board/pay for tickets ☐

Q31 When you were on the bus, were the following items of information available and if not, would they have been helpful?

|  | Available                | Not available and it would have been helpful | Not available, but you didn't need it | Don't recall             |
|--|--------------------------|--|---------------------------------------|--------------------------|
| A map of the bus route/journey times.....                  | <input type="checkbox"/> | <input type="checkbox"/>                     | <input type="checkbox"/>              | <input type="checkbox"/> |
| Audio announcements e.g. saying the next bus stop .....    | <input type="checkbox"/> | <input type="checkbox"/>                     | <input type="checkbox"/>              | <input type="checkbox"/> |
| An electronic display e.g. showing the next bus stop ..... | <input type="checkbox"/> | <input type="checkbox"/>                     | <input type="checkbox"/>              | <input type="checkbox"/> |
| Information about tickets / fares .....                    | <input type="checkbox"/> | <input type="checkbox"/>                     | <input type="checkbox"/>              | <input type="checkbox"/> |
| A timetable.....   | <input type="checkbox"/> | <input type="checkbox"/>                     | <input type="checkbox"/>              | <input type="checkbox"/> |
| Details of how to make a complaint, if you had one .....   | <input type="checkbox"/> | <input type="checkbox"/>                     | <input type="checkbox"/>              | <input type="checkbox"/> |

Q32 Thinking about the driver, please indicate how satisfied you were with each of the following?

|  | Very satisfied           | Fairly satisfied         | Neither satisfied nor dissatisfied | Fairly dissatisfied      | Very dissatisfied        | Don't know/no opinion    |
|--|--------------------------|--------------------------|------------------------------------|--------------------------|--------------------------|--------------------------|
| How near to the kerb/stop the bus stopped .....        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The driver's appearance .....                          | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The greeting/welcome you got from the driver .....     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The helpfulness and attitude of the driver .....       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The time the driver gave you to get to seat .....      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Smoothness/freedom from jolting during the journey.... | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The safety of the driving .....                        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (i.e. appropriateness of speed, driver concentrating)  |                          |                          |                                    |                          |                          |                          |

# Appendix 1 – Questionnaire (4)

## Section 5: Your overall opinion of the journey

**Q33** Overall taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today? +

- + Very satisfied..... ☐ +  
 Fairly satisfied ..... ☐  
 Neither satisfied nor dissatisfied ..... ☐  
 Fairly dissatisfied..... ☐  
 Very dissatisfied ..... ☐  
 Don't know/no opinion..... ☐

**Q34** If something could have been improved on your journey today, what would it have been?

**Q35** How satisfied were you with the value for money of your journey?

- Very satisfied..... ☐  
 Fairly satisfied ..... ☐  
 Neither satisfied nor dissatisfied ..... ☐  
 Fairly dissatisfied..... ☐  
 Very dissatisfied ..... ☐  
 Don't know/no opinion..... ☐

**Q36** What had the biggest influence on the 'value for money' rating you gave in the previous question?

- The cost for the distance travelled..... ☐ Comfort/journey quality for the fare paid .. ☐  
 The cost of the bus versus other modes of transport ..... ☐ A reason not mentioned above..... ☐  
 The fare in comparison to the cost of everyday items ☐

## Section 6: Your use of buses generally

**Q37** How often do you typically travel by bus? (Please tick the closest to your frequency of bus use)

- 5 or more days a week ..... ☐ Once a fortnight ..... ☐ +  
 3 or 4 days a week ..... ☐ Once a month ..... ☐  
 Once or twice week ..... ☐ Less frequently ..... ☐

**Q38** Have any of the following frequently stopped you making journeys by bus? (Please tick all that apply)

- The places you can reach by bus ..... ☐ How long journeys take when going by bus ..... ☐  
 The frequency of the buses in the area ..... ☐ The comfort of buses ..... ☐  
 The reliability of buses ..... ☐ A concern for your personal safety on buses ..... ☐  
 The cost of using buses ..... ☐

**Q39** How would you rate your local bus services for the following:

- |  | Very good                | Good                     | Neither good nor poor    | Poor                     | Very poor                |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Ease of getting to local amenities (e.g. shops, hospitals, leisure facilities) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Connections with other forms of public transport (e.g. trains).....            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

7

## Section 7: About you

+ In order to ensure that the responses of all groups of passengers are included please could you provide the following details about yourself. +

**Q40** Are you....? ☐ Male ..... ☐ Female..... ☐

**Q41** Which age group do you fall into?

- |               |                          |               |                          |
|---------------|--------------------------|---------------|--------------------------|
| 16 - 18 ..... | <input type="checkbox"/> | 55 - 59 ..... | <input type="checkbox"/> |
| 19 - 25 ..... | <input type="checkbox"/> | 60 - 64 ..... | <input type="checkbox"/> |
| 26 - 34 ..... | <input type="checkbox"/> | 65 - 69 ..... | <input type="checkbox"/> |
| 35 - 44 ..... | <input type="checkbox"/> | 70 - 79 ..... | <input type="checkbox"/> |
| 45 - 54 ..... | <input type="checkbox"/> | 80+ .....     | <input type="checkbox"/> |

**Q42** Are you...?

- |  |                          |                         |                          |
|--|--------------------------|-------------------------|--------------------------|
| Working full time (30+ hours).....       | <input type="checkbox"/> | Retired .....           | <input type="checkbox"/> |
| Working part time (under 30 hours) ..... | <input type="checkbox"/> | Full time student ..... | <input type="checkbox"/> |
| Not working - seeking work .....         | <input type="checkbox"/> | Other .....             | <input type="checkbox"/> |

**Q43** Do you have a disability or long-term illness related to the following? (Tick all that apply)

- |                            |                          |                                  |                          |
|----------------------------|--------------------------|----------------------------------|--------------------------|
| Yes - Mobility .....       | <input type="checkbox"/> | Yes - Speech impairment.....     | <input type="checkbox"/> |
| Yes - Wheelchair use ..... | <input type="checkbox"/> | Yes - Learning difficulties..... | <input type="checkbox"/> |
| Yes - Hearing .....        | <input type="checkbox"/> | Yes - Other.....                 | <input type="checkbox"/> |
| Yes - Eyesight .....       | <input type="checkbox"/> | No: None.....                    | <input type="checkbox"/> |

**Q44** Which of the following best describes your ethnic background?

- |                              |                          |                             |                          |
|------------------------------|--------------------------|-----------------------------|--------------------------|
| White .....                  | <input type="checkbox"/> | Chinese.....                | <input type="checkbox"/> |
| Mixed.....                   | <input type="checkbox"/> | Asian or Asian British..... | <input type="checkbox"/> |
| Black or Black British ..... | <input type="checkbox"/> | Other ethnic group .....    | <input type="checkbox"/> |

**Q45** In terms of having a car to drive, which of the following applies?

- You have a car available and don't mind driving..... ☐ You don't have a car available ..... ☐  
 You have a car available but prefer not to drive..... ☐

**Q46** In terms of being able to ask someone else to drive you for local journeys, which of the following applies?

- You have someone you can ask all or most of the time ..... ☐  
 You have someone you can ask some of the time ..... ☐  
 You don't have anybody you can ask ..... ☐

To help us get a better picture of bus services at a local area level, we would be grateful if you could fill in the first half and the initial digit of the second half of your home post code.

First half e.g. B12 or CV11 And initial digit of second half e.g. 3

|                      |                      |                      |                      |                      |                      |                      |                      |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|

Thank you for completing this questionnaire

Please return it in the reply paid envelope provided, or send to:

GfK NOP Ltd, FREEPOST KE4466, Caxton House, 91 Victoria Road, CHELMSFORD, CM1 1ZZ

This survey is being undertaken for Passenger Focus by GfK NOP Ltd, an independent market research agency who adhere to the Market Research Society's Code of Conduct. You were handed the questionnaire by an interviewer working on behalf of GfK NOP Ltd. If you have any concerns about the bona fides of the survey itself, you can contact the Market Research Society on 0500 396999 or www.mrs.org.uk who will verify GfK NOP Ltd's status as a legitimate market research organization.

8

PF v1.02 ns 15/9/11

## Appendix 2 – Bus routes sampled for Keighley & District

Shown below are the list of shifts undertaken

| Route | Operator            | Weekday | Weekend |
|-------|---------------------|---------|---------|
| 662   | Keighley & District | 2       |         |
| 664   | Keighley & District | 1       |         |
| 697   | Keighley & District |         | 1       |
| 706   | Keighley & District | 2       |         |
| 717   | Keighley & District |         | 1       |
| 760   | Keighley & District |         | 1       |