



Bus Passenger Survey – spring 2014 results

Go North East

Contact: Murray Leader, Research Team, Passenger Focus
Fleetbank House, 2-6 Salisbury Square, London, EC4Y 8JX
Tel: 0300 123 0843 Email: murray.leader@passengerfocus.org.uk

28th August 2014

Introduction

This report shows the results for Go North East's services.

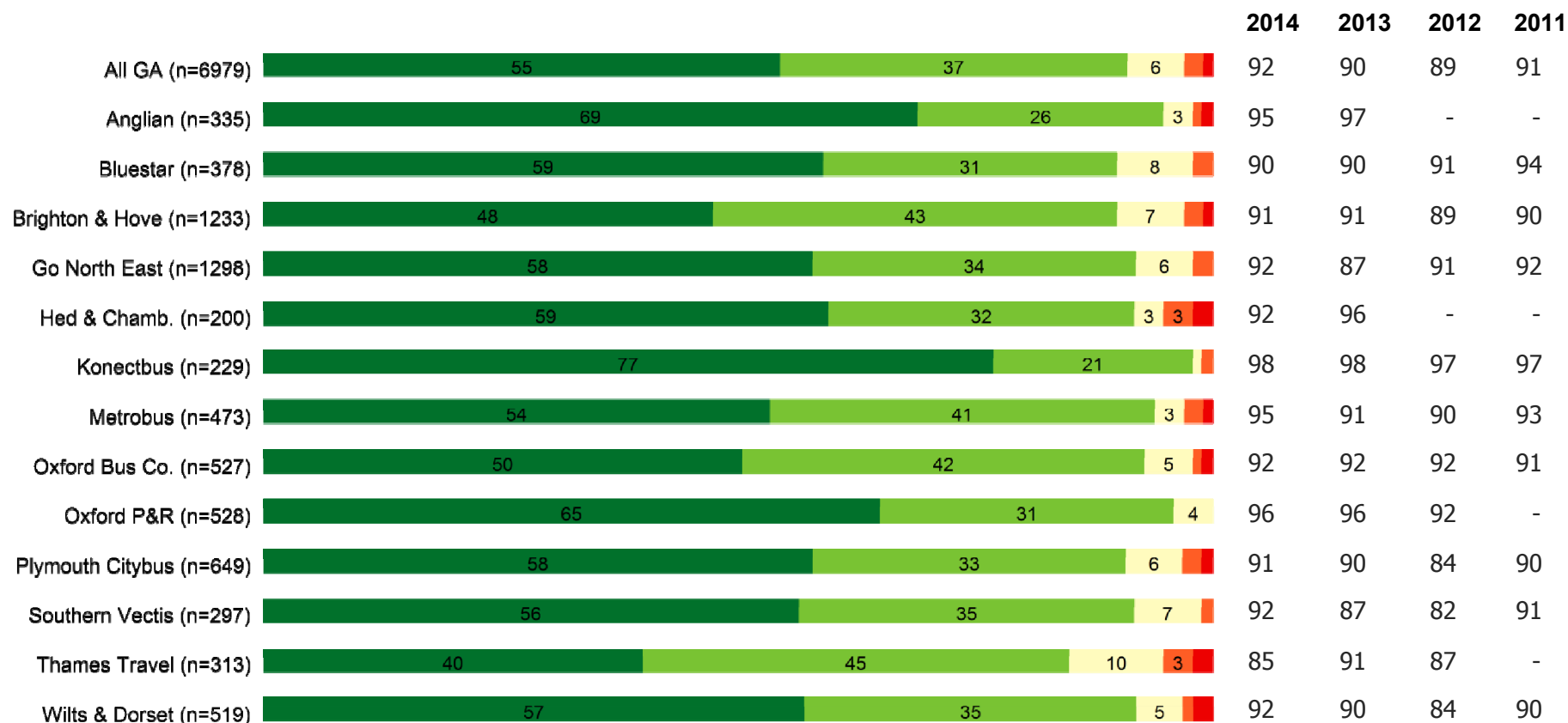
The survey has been carried out using our established Bus Passenger Survey methodology

This is a survey of actual journey experiences of bus passengers

The survey was carried out between mid March and mid May 2014.

Further information is provided in the final slide of this presentation.

Overall satisfaction - all bus companies



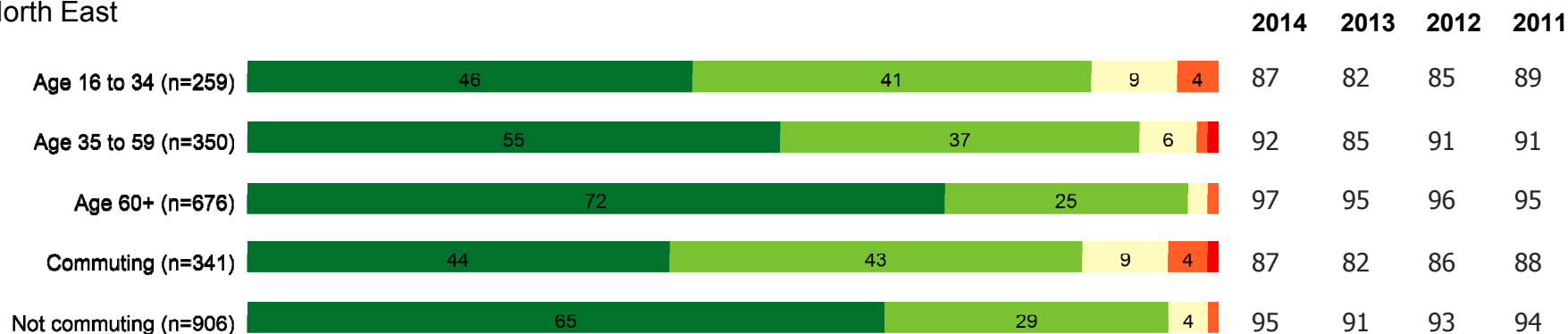
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: Year = 2014

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

Overall satisfaction different groups

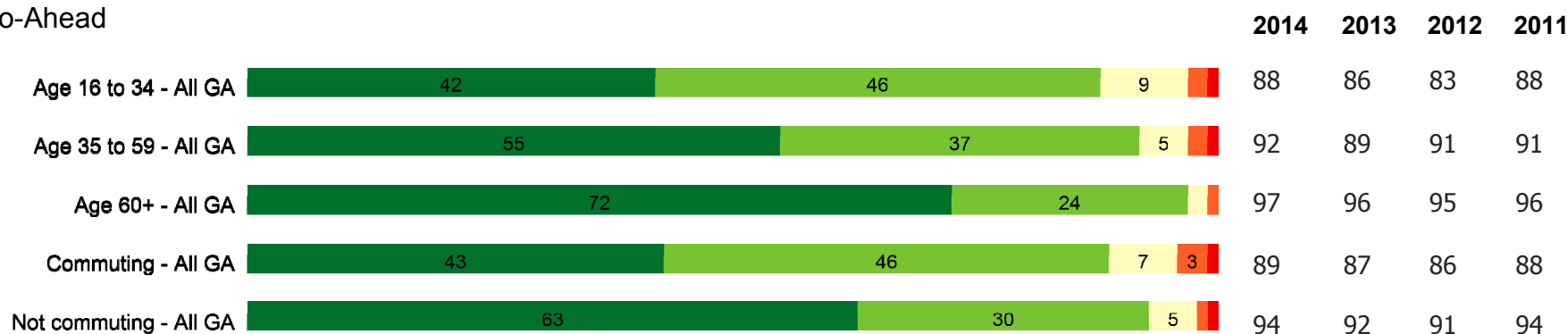
Go North East



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: = Go North East - Year = 2014

All Go-Ahead

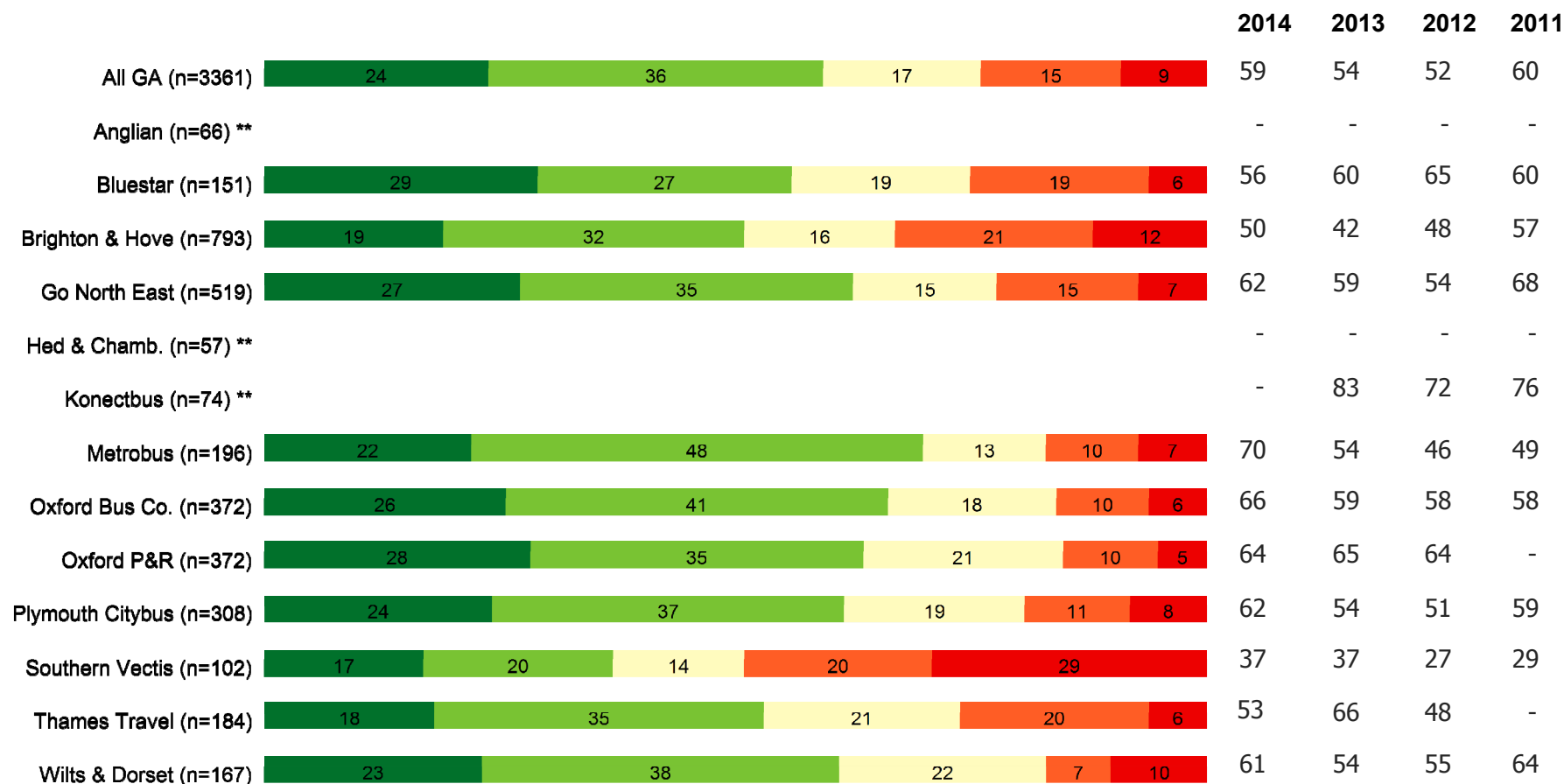


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: Year = 2014

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

Value for money - all bus companies



Very satisfied
 Fairly satisfied
 Neither/nor
 Fairly dissatisfied
 Very dissatisfied

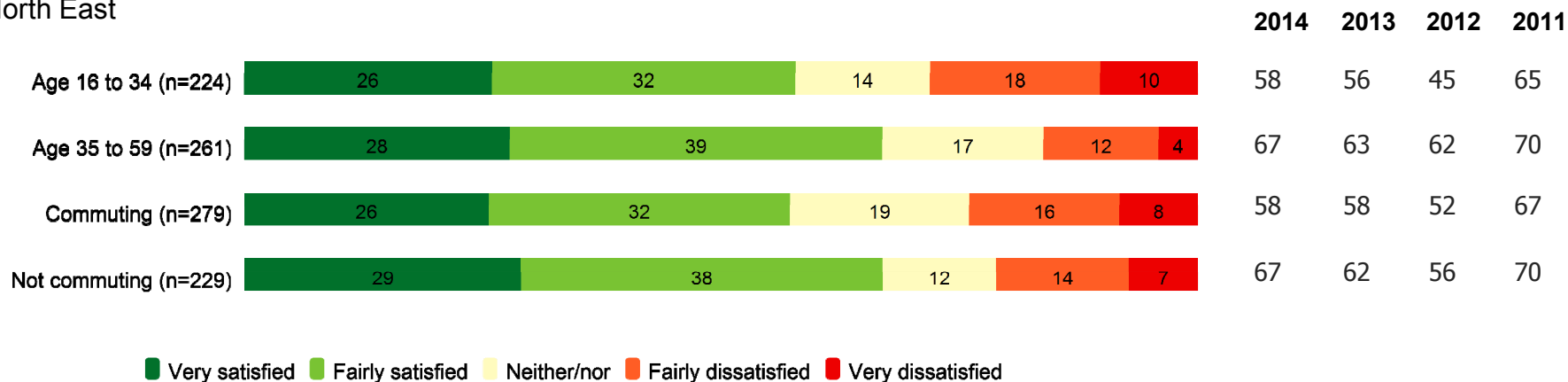
Filter: Year = 2014

**Numbers too low to chart

Q. How satisfied were you with the value for money of your journey?

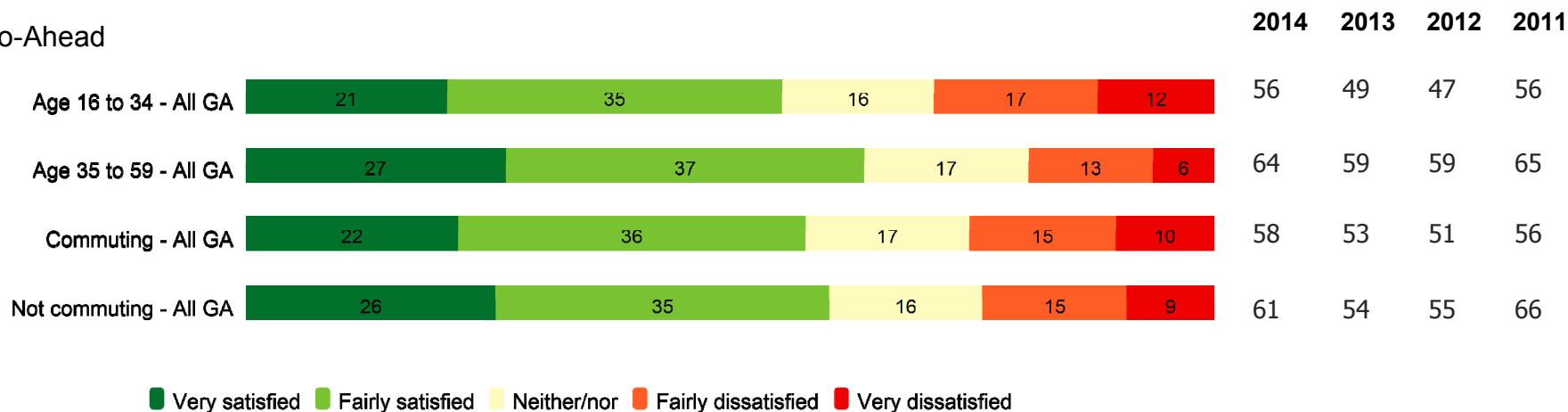
Satisfaction with value for money

Go North East



Filter: = Go North East - Year = 2014

All Go-Ahead

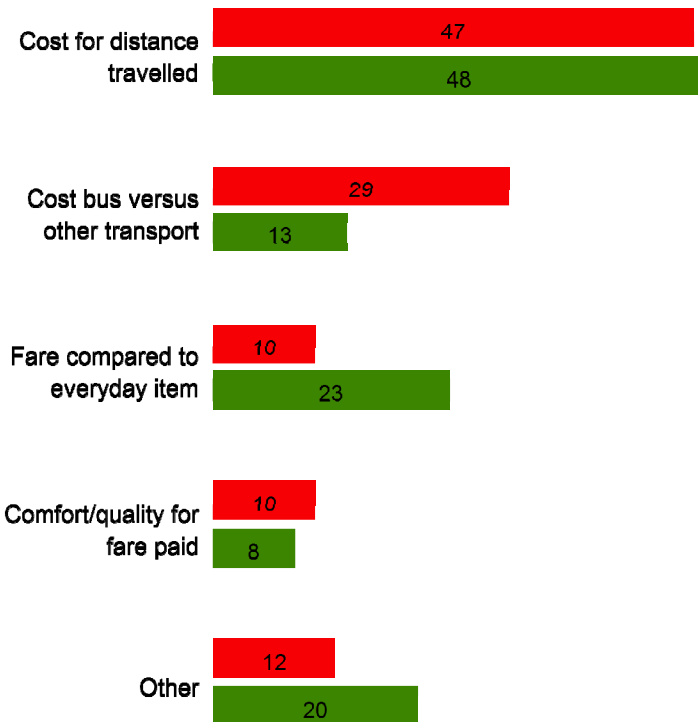


Filter: Year = 2014

Q. How satisfied were you with the value for money of your journey?

Reason for VFM rating

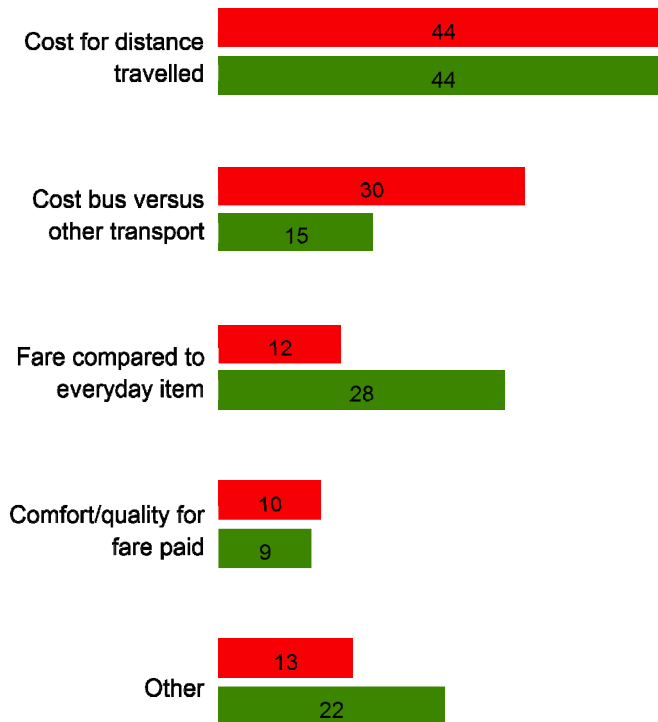
Go North East



■ VFM - satisfied (n=332) ■ VFM - unsatisfied (inc n/n) (n=187)

Filter: = Go North East - Year = 2014

All Go-Ahead



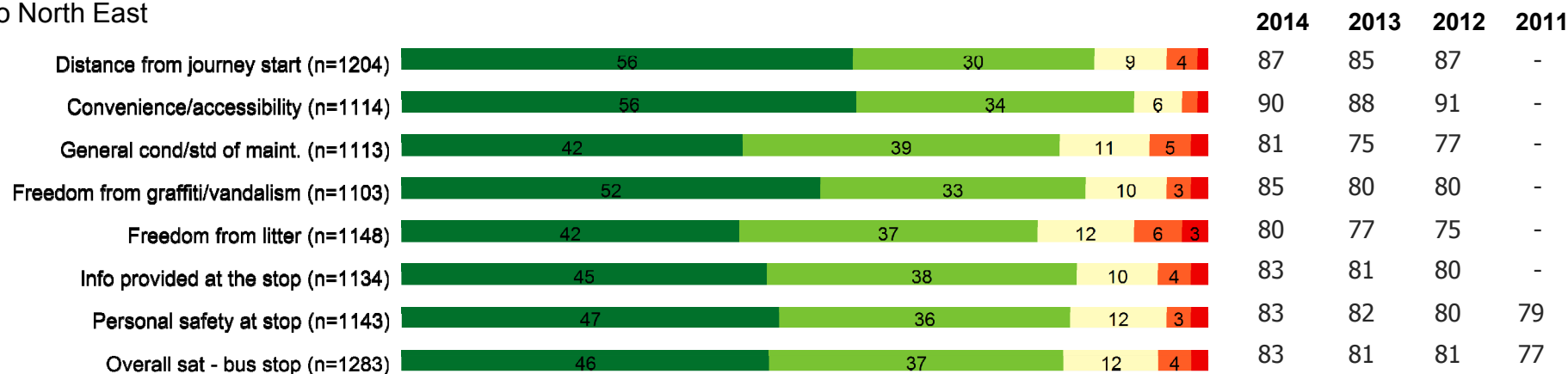
■ All GA - VFM - satisfied ■ All GA - VFM - unsatisfied (inc n/n)

Filter: Year = 2014

Q. What had the biggest influence on the value for money rating you gave in the previous question?

Satisfaction with bus stop facilities

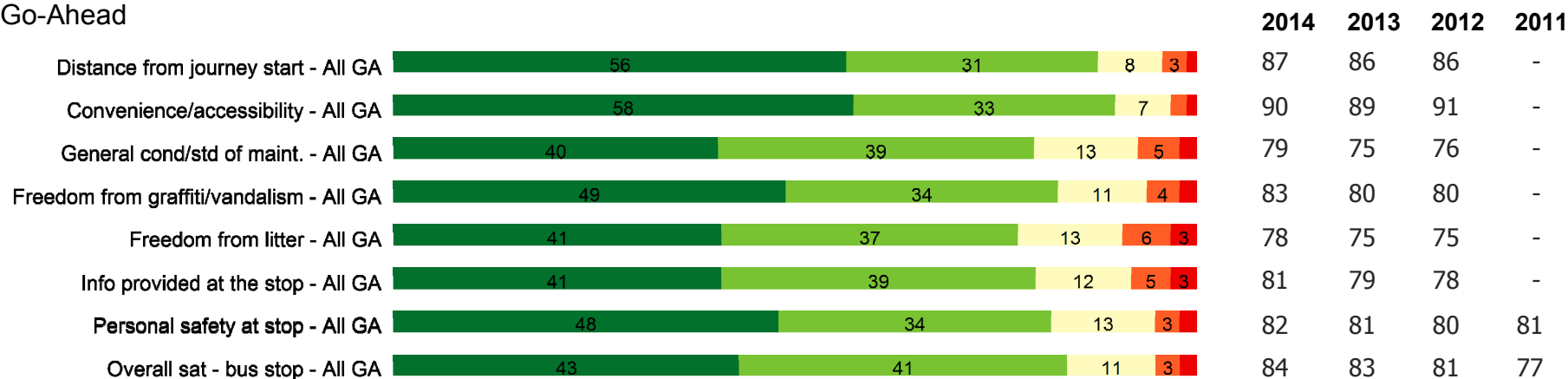
Go North East



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: = Go North East - Year = 2014

All Go-Ahead



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: Year = 2014

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

Waiting for the bus

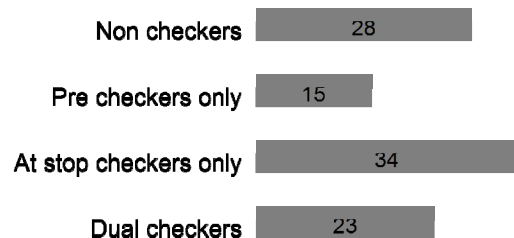
Go North East: Extent to which checked bus arrival times



■ Checked bus arrival times (n=1342)

Filter: = Go North East - Year = 2014

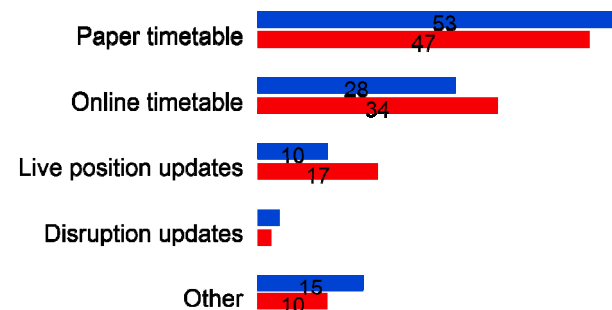
All Go-Ahead



■ Checked bus arrival times - All GA (n=7256)

Q. Did you check any of the following to find out when the bus was meant to arrive?

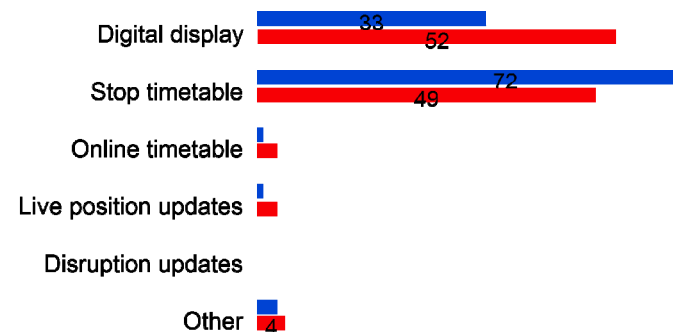
What checked beforehand



■ Go North East (n=399) ■ All GA (n=2715)

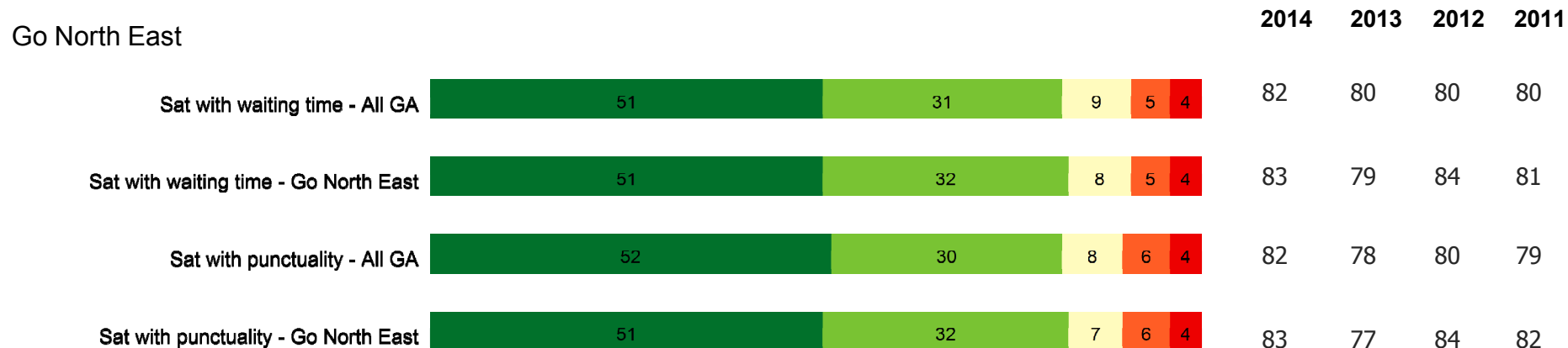
Filter: Year = 2014

What checked at stop



■ Go North East (n=789) ■ All GA (n=3854)

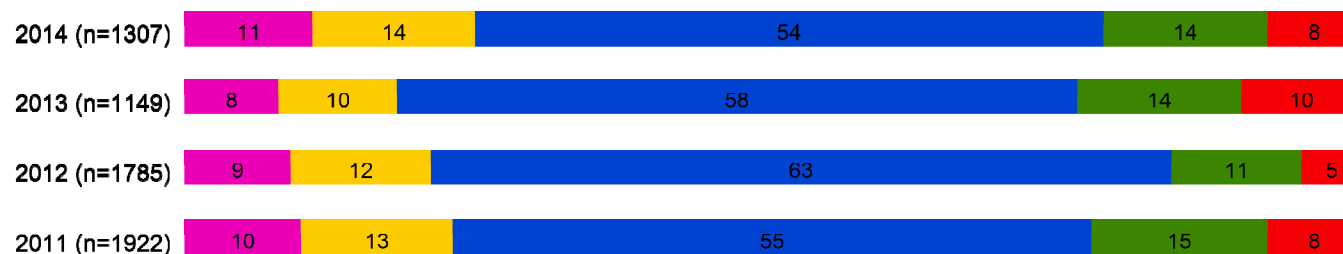
Waiting for the bus



Filter: Year = 2014

Q. How satisfied were you with each of the following: A) The length of time you waited for the bus; B) The punctuality of the bus?

Go North East

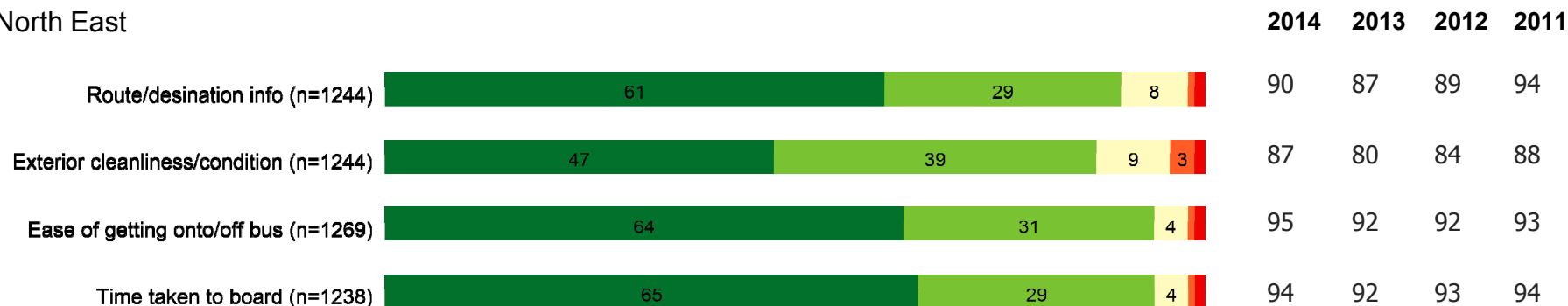


Filter: = Go North East

Q. Thinking about the time you waited for the bus today was: it?

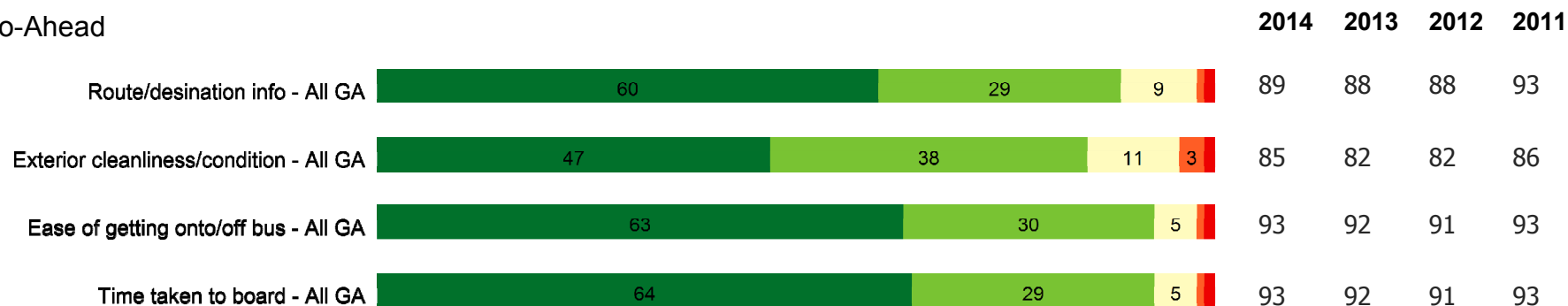
Satisfaction: on the bus - arrival

Go North East



Filter: = Go North East - Year = 2014

All Go-Ahead



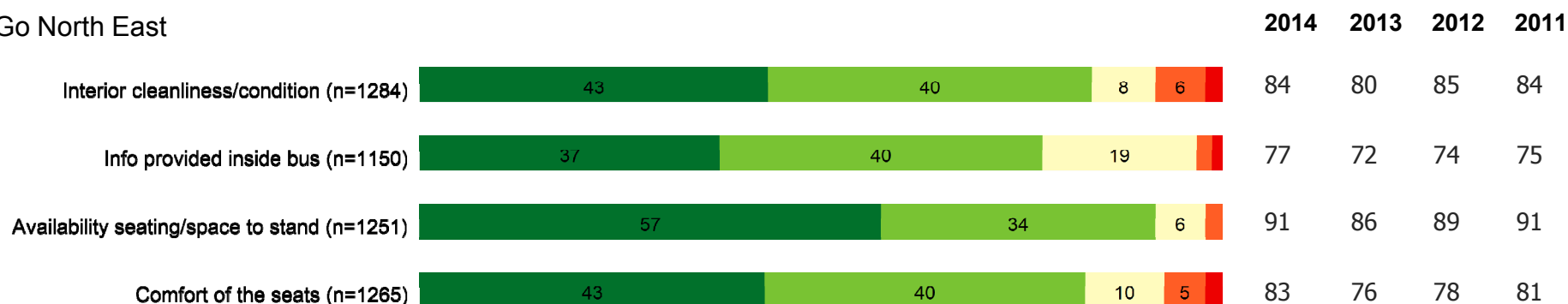
Filter: Year = 2014

Q. Thinking about when the bus arrived, please indicate how satisfied were you with the following?

- A) Route/destination information on the outside of the bus ; B) The cleanliness and condition of the outside of the bus
 C) The ease of getting onto and off the bus; D) The length of time it took to board the bus

Satisfaction: on the bus - part 1

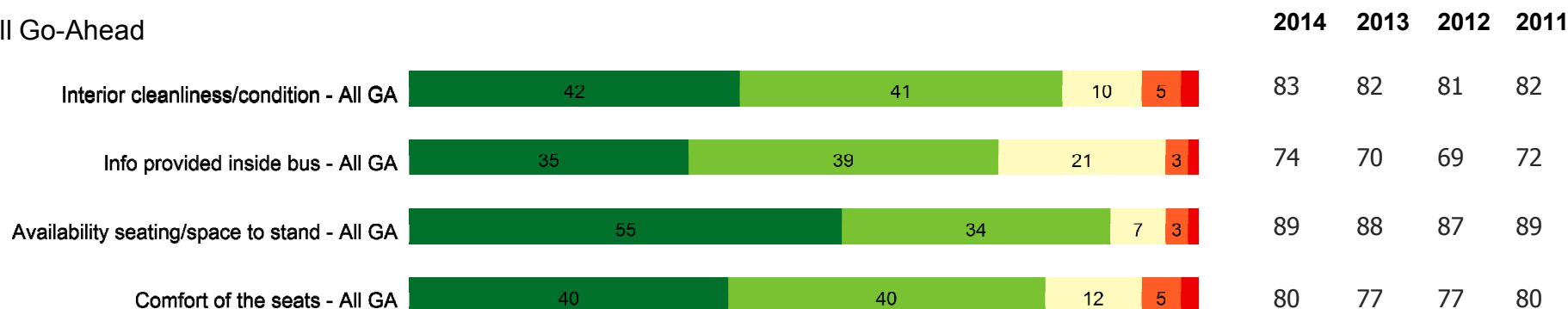
Go North East



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: = Go North East - Year = 2014

All Go-Ahead



■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

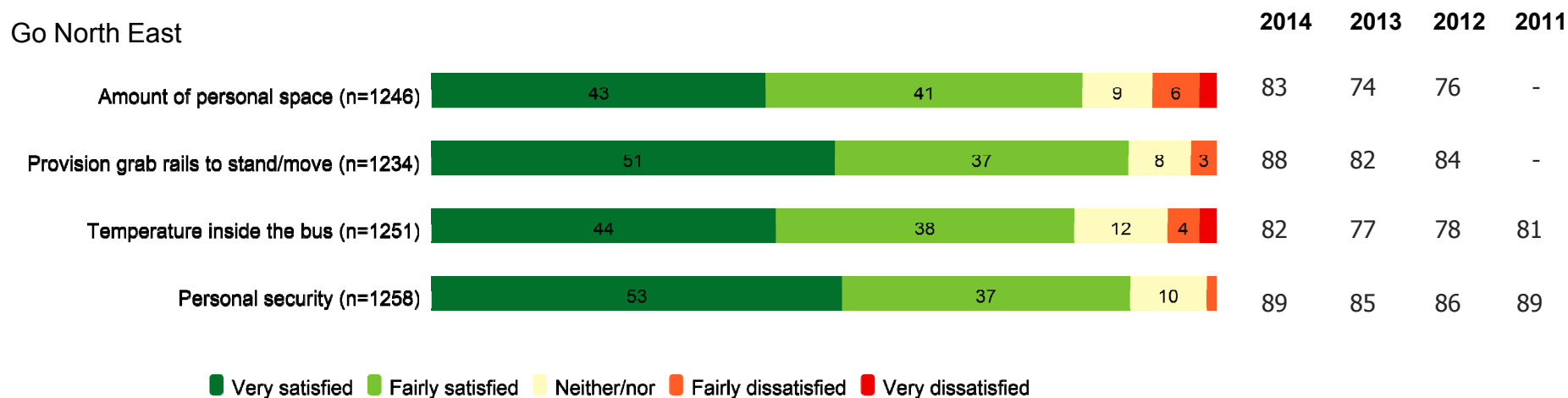
Filter: Year = 2014

Q. Thinking about whilst you were on the bus, please indicate how satisfied were you with the following?

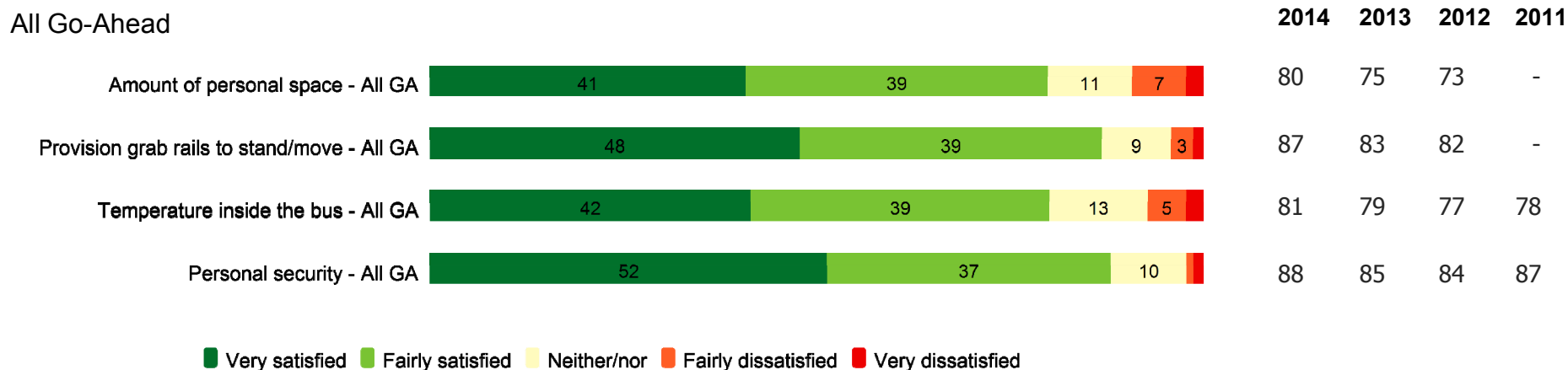
A) The cleanliness and condition of the inside of the bus B) The information provided inside the bus;

C) The availability of seating or space to stand; D) The comfort of the seats

Satisfaction: on the bus - part 2



Filter: = Go North East - Year = 2014



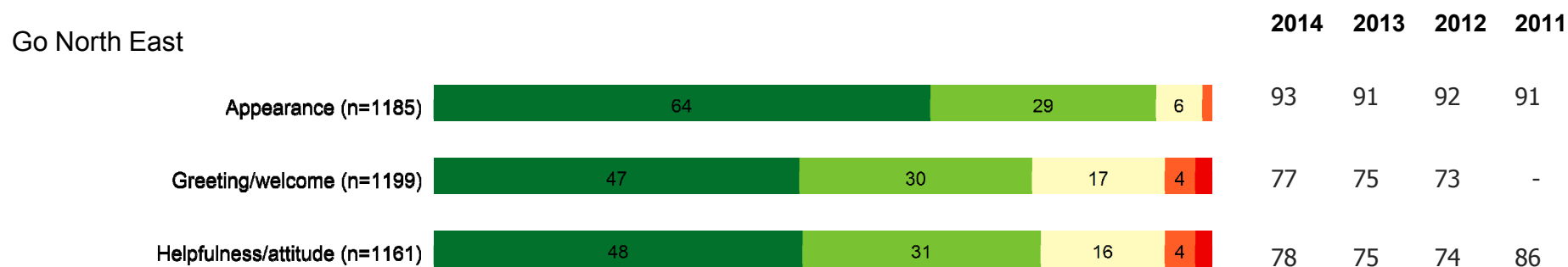
Filter: Year = 2014

Q. Thinking about whilst you were on the bus, please indicate how satisfied were you with the following?

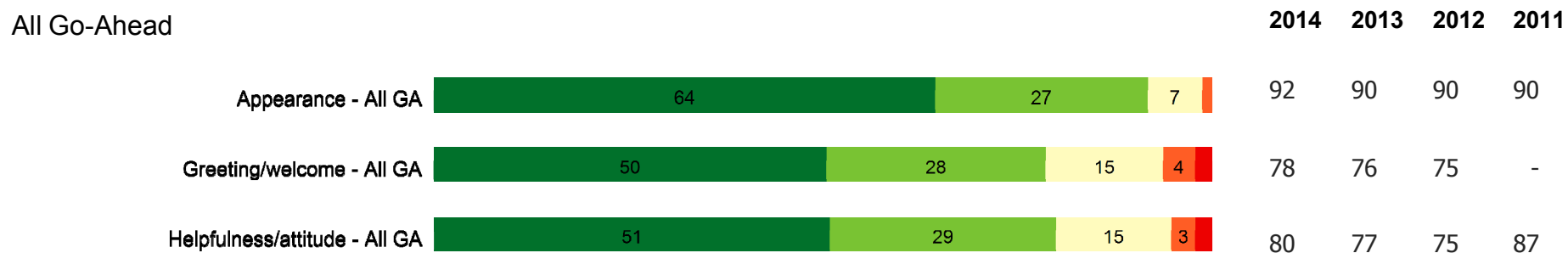
A) The amount of personal space you had around you; B) The provision of grab rails to stand/move within the bus

C) The temperature inside the bus; D) Your personal security whilst on the bus

Satisfaction: the bus driver - person attributes



Filter: = Go North East - Year = 2014

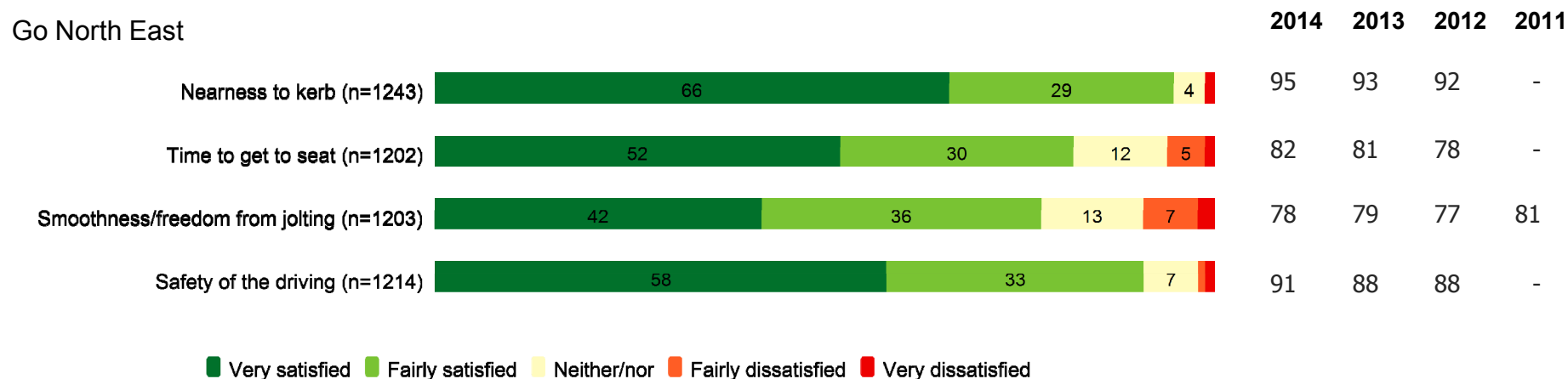


Filter: Year = 2014

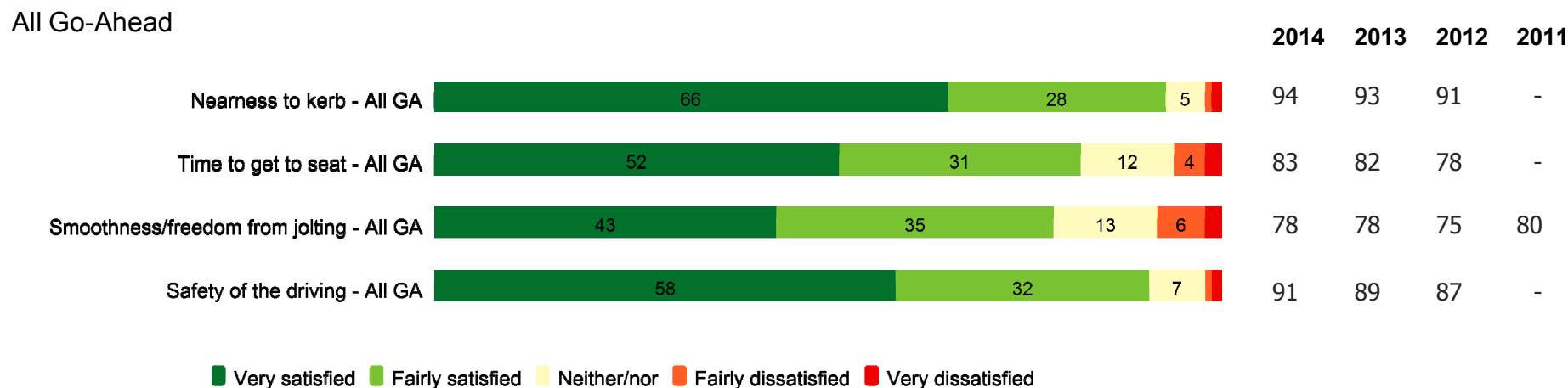
Q. Thinking about the driver, please indicate how satisfied were you with following?

A) The driver's appearance; B) The greeting/welcome you got from the driver; C) The helpfulness and attitude of the driver

Satisfaction: the bus driver - driving attributes



Filter: = Go North East - Year = 2014

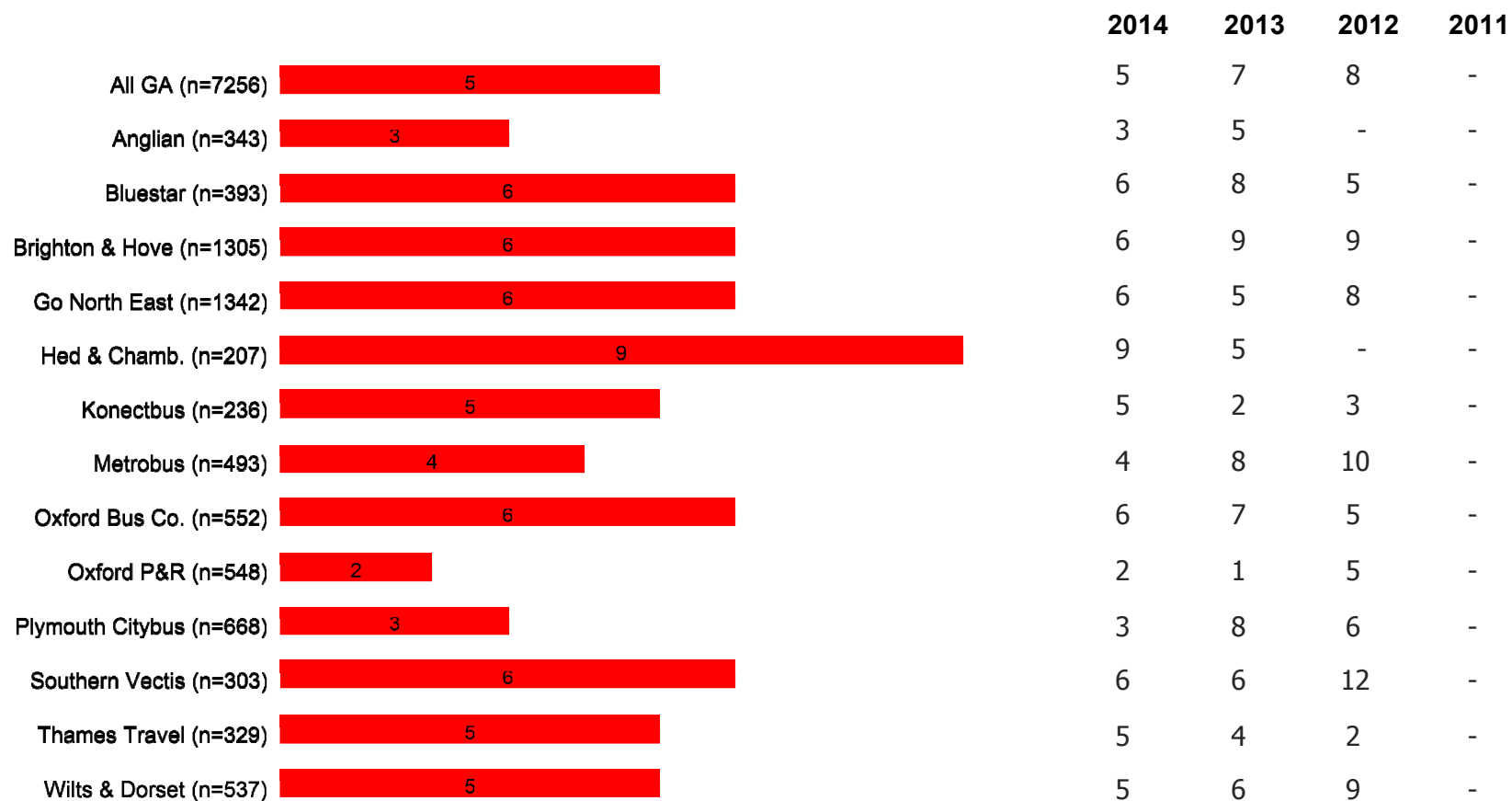


Filter: Year = 2014

Q. Thinking about the driver, please indicate how satisfied were you with following?

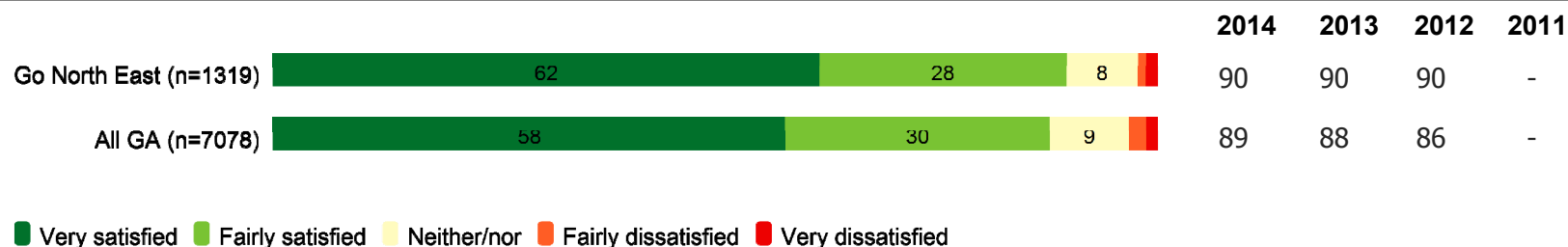
- A) How near to the kerb/stop the bus stopped; B) The time the driver gave you to get to your seat
 C) Smoothness/freedom from jolting during the journey; D) The safety of the driving (i.e. appropriateness of speed, driver concentrating)

Anti-social behaviour: level of concern /worry



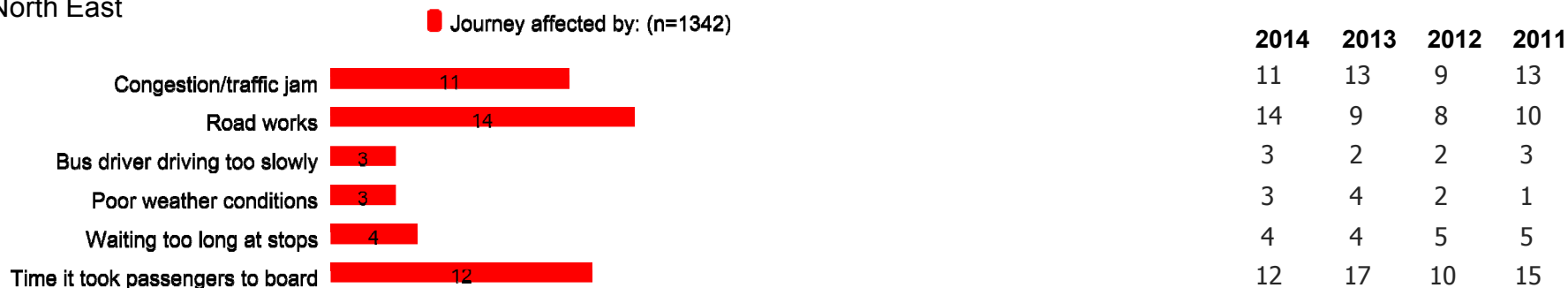
Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

On bus journey time

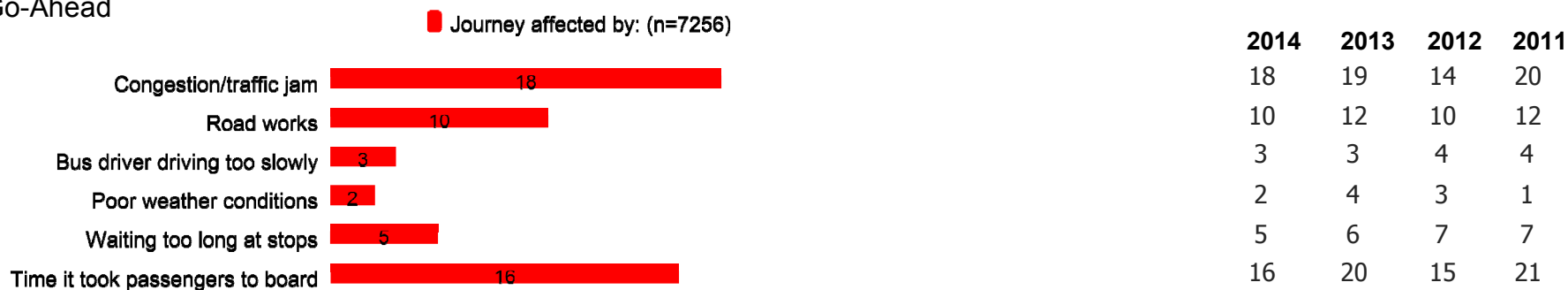


Q. How satisfied were you with the length of time your journey on the bus took?

Go North East



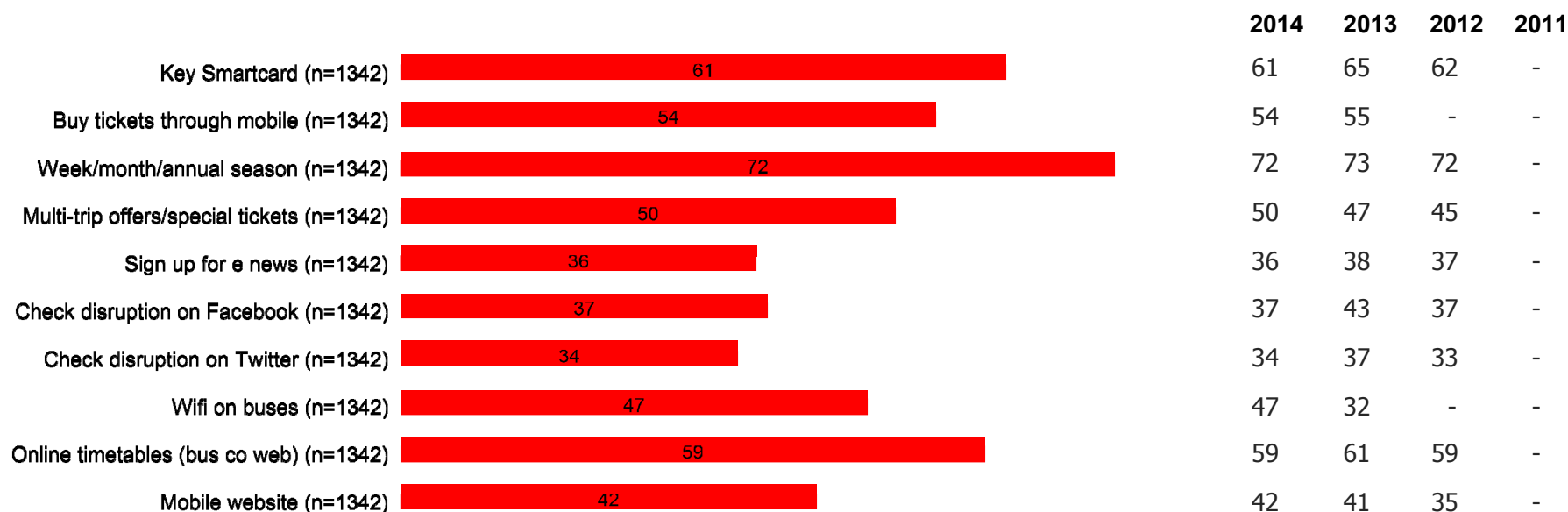
All Go-Ahead



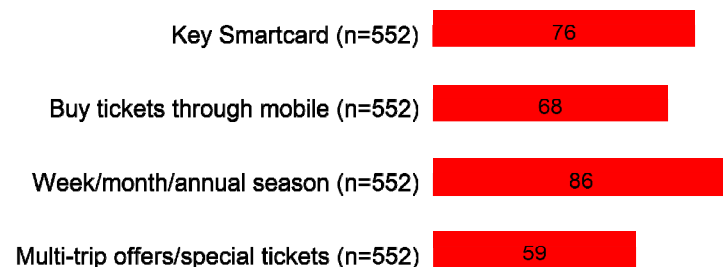
Q. Was the length of time your journey took affected by any of the following?

Awareness of products/services

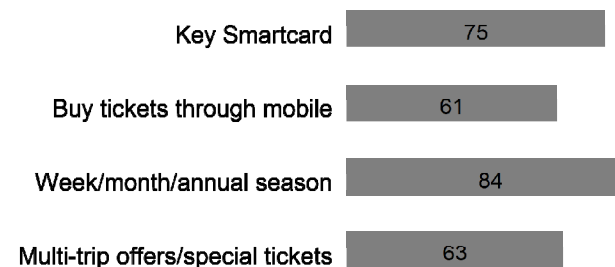
Go North East: All passengers



Go North East: fare payers only



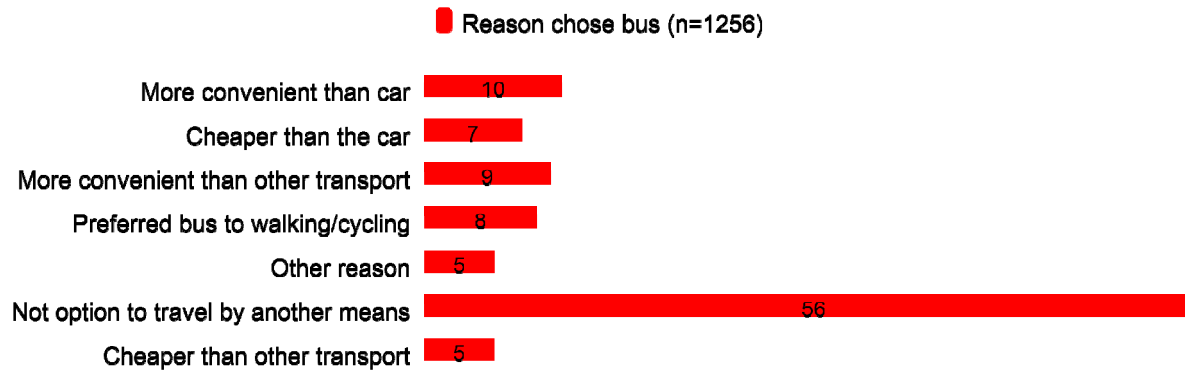
All GA: fare payers only



Q. Are you aware of the following being available from the bus company you travelled with today?

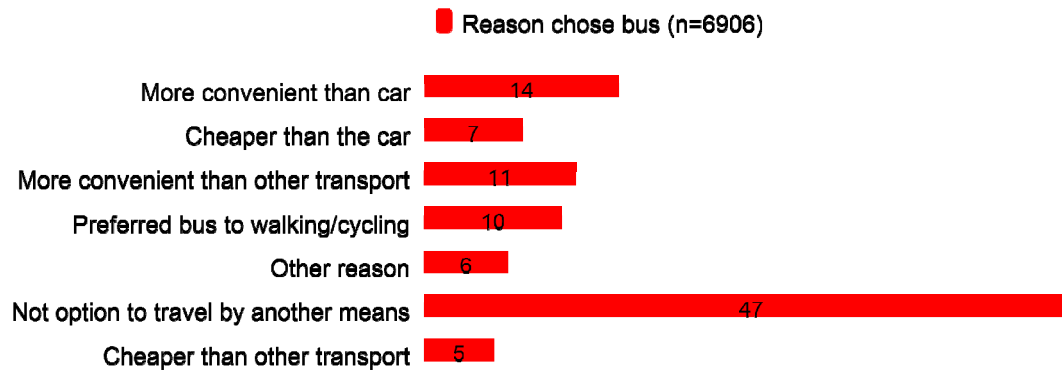
Reason for choosing bus

Go North East



Filter: = Go North East - Year = 2014

All Go-Ahead

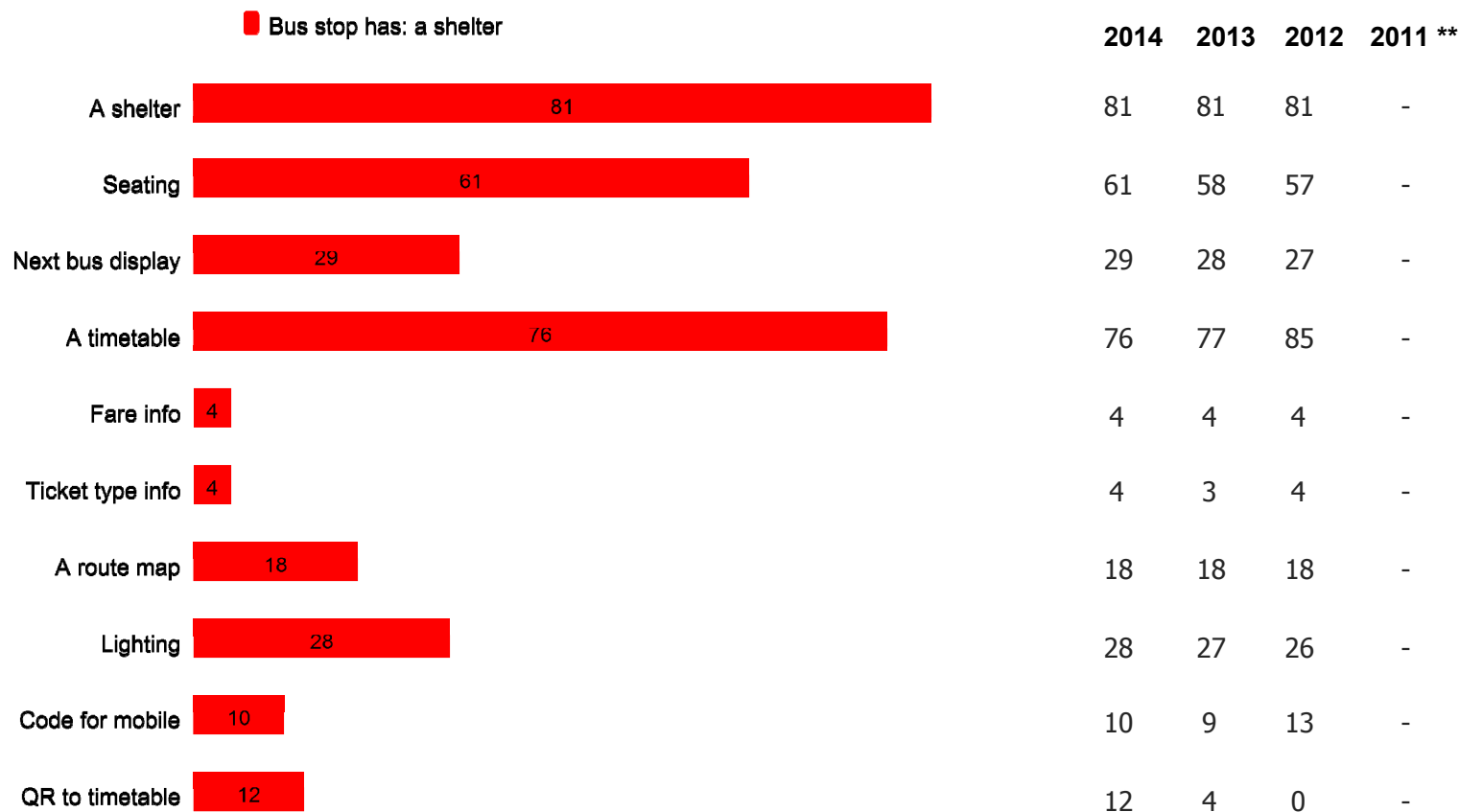


Filter: Year = 2014

Q. What was the main reason you chose to take the bus for that journey?

Bus stop facilities

Go North East

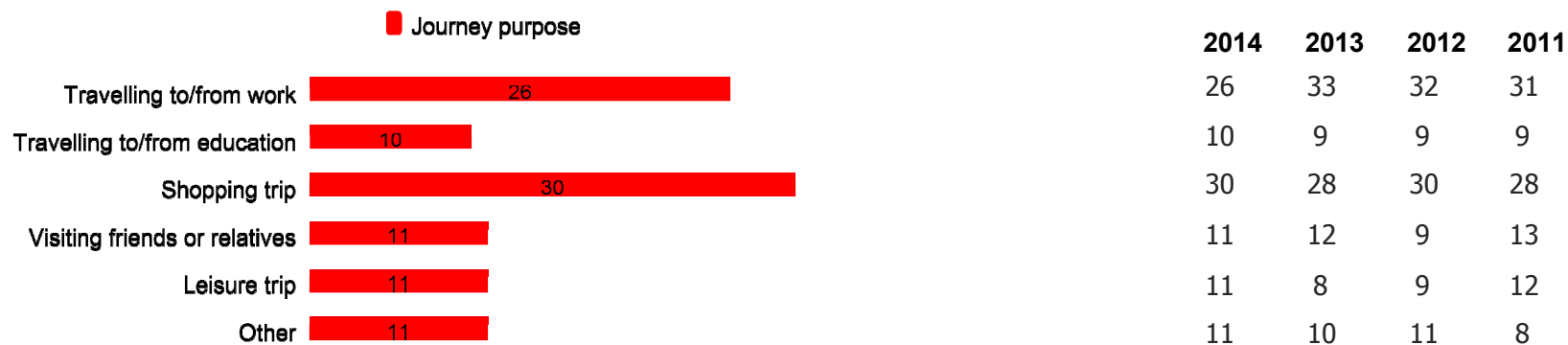


Filter: = Go North East - Year = 2014

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

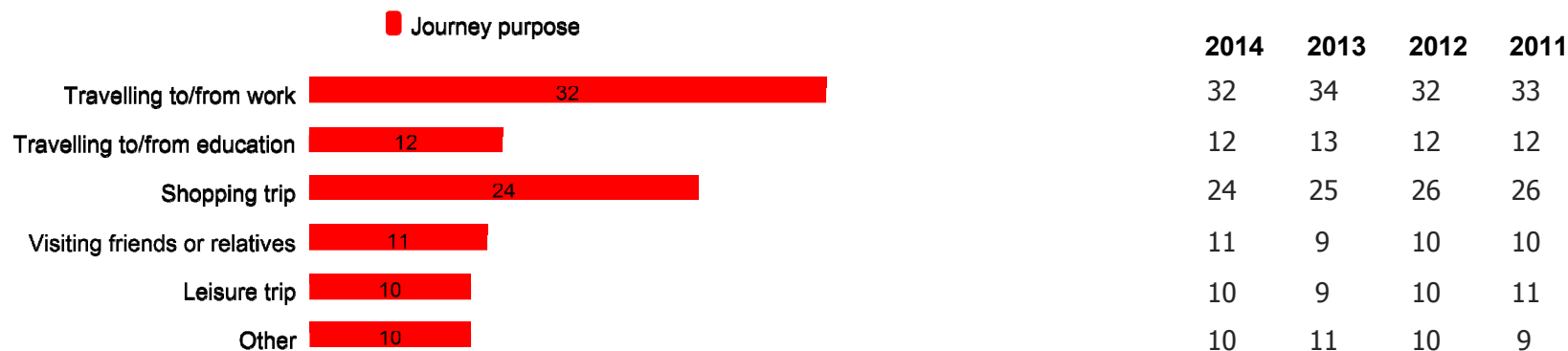
Journey purpose

Go North East



Filter: = Go North East - Year = 2014

All Go-Ahead



Filter: Year = 2014

Q. What is the main purpose of your bus journey?

Payment method (fare payers only)

Go North East

■ Payment method - fare pay only

Used cash

45

Contactless credit/debit card

Showed driver ticket/pass

34

Placed smartcard on machine

16

Showed driver ticket on mobile

Not stated

3

All Go-Ahead

■ Payment method - fare pay only

Used cash

40

Contactless credit/debit card

Showed driver ticket/pass

24

Placed smartcard on machine

28

Showed driver ticket on mobile

4

Not stated

Further detail

Survey approach

The survey has been carried out using our established Bus Passenger Survey methodology and is designed to be representative by bus passenger journeys made.

Bus services sampled are chosen from a list those bus services and running times available through Traveline. Chosen services form the start point for a three-hour shift, during which field workers made as many return trips as possible on that selected service. They discuss the survey with the boarders of that bus service and give all passengers the chance to participate; those wishing to do so were given a self-completion questionnaire to complete after their journey, together with a reply-paid envelope.

Fieldwork was conducted between mid March 2014 and mid May 2014 (excluding the Easter school holiday period). Services available for selection were those running between 6am to 10pm, seven days of the week; only school bus services were systematically excluded. The survey was conducted among passengers aged 16 or over.

Weighting was applied to offset the effect of differential response rates by age and gender. Weighting was also applied to each bus company's results within the Go-Ahead Group so that the Go-Ahead Group level figures are representative by passenger journeys made on their routes within England outside of London.

Waiver

Passenger Focus has taken care to ensure that the information contained in the BPS is correct. However, no warranty, express or implied, is given as to its accuracy and Passenger Focus does not accept any liability for error or omission. Passenger Focus is not responsible for how the information is used, how it is interpreted or what reliance is placed on it. Passenger Focus does not guarantee that the information contained in BPS is fit for any particular purpose.