

Bus Passenger Survey – spring 2014 results

Wilts & Dorset

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 Wilts & Dorset services.

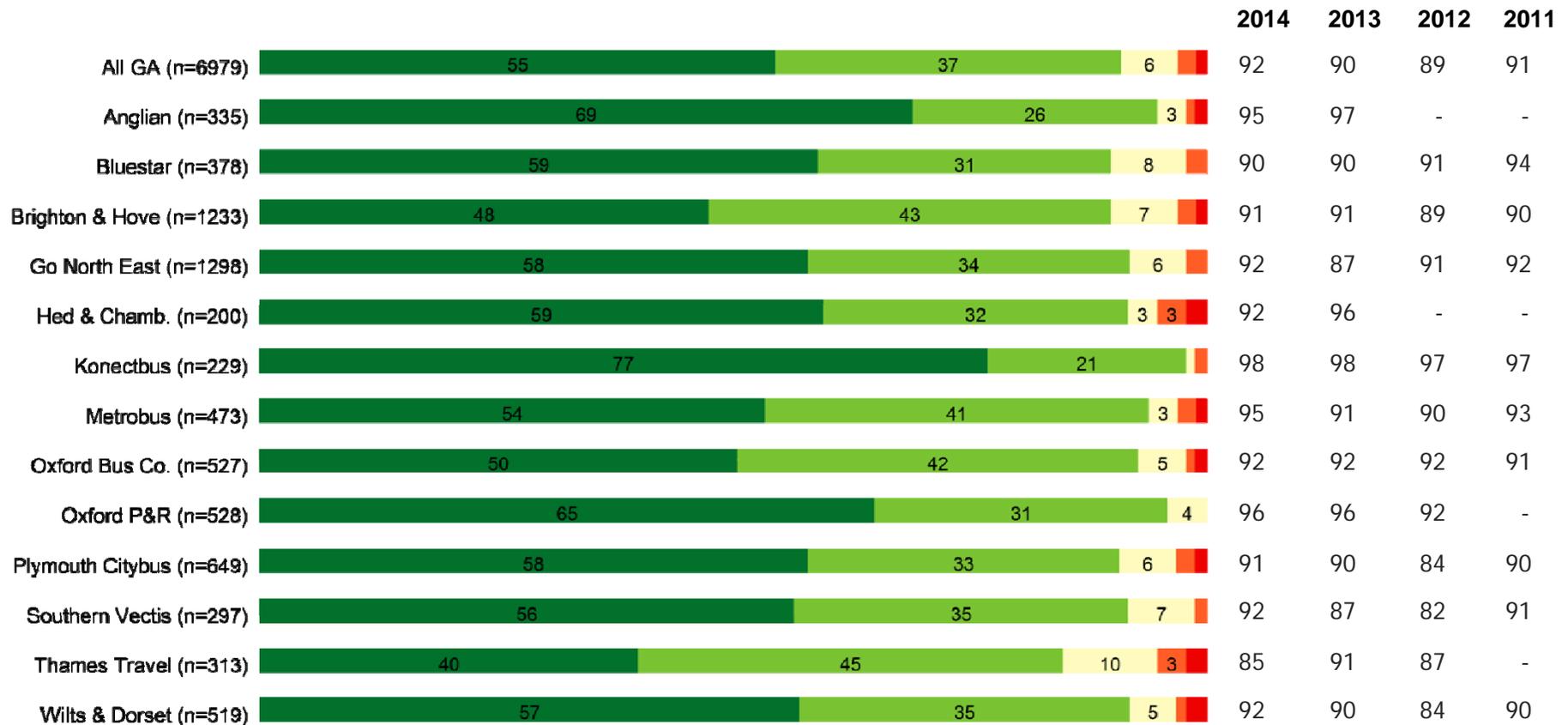
The survey has been carried out using our established Bus Passenger Survey methodology

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



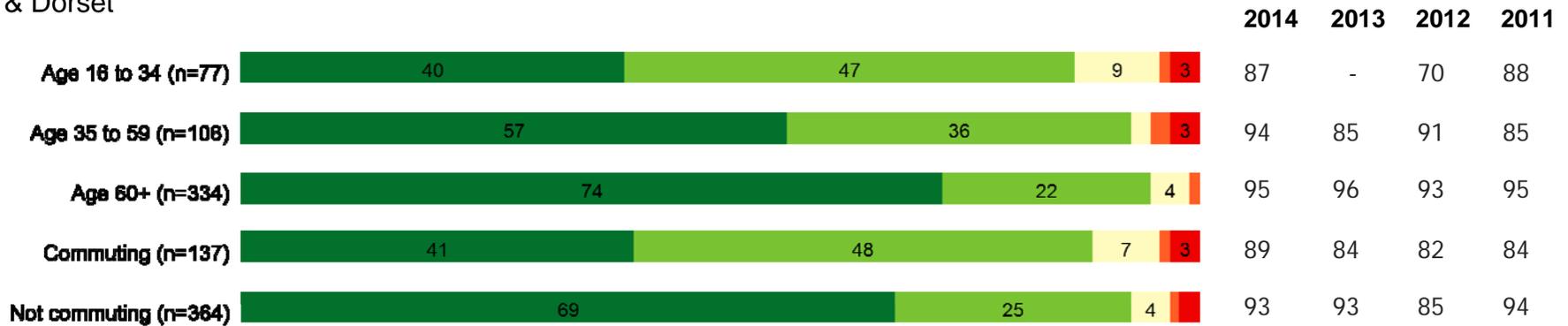
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

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

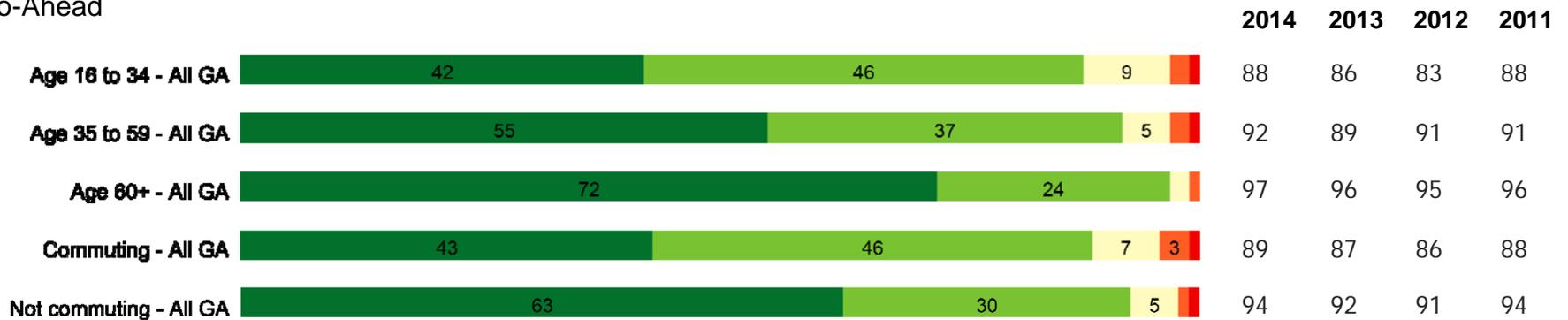
Wilts & Dorset



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

Filter: = Wilts & Dorset - Year = 2014

All Go-Ahead

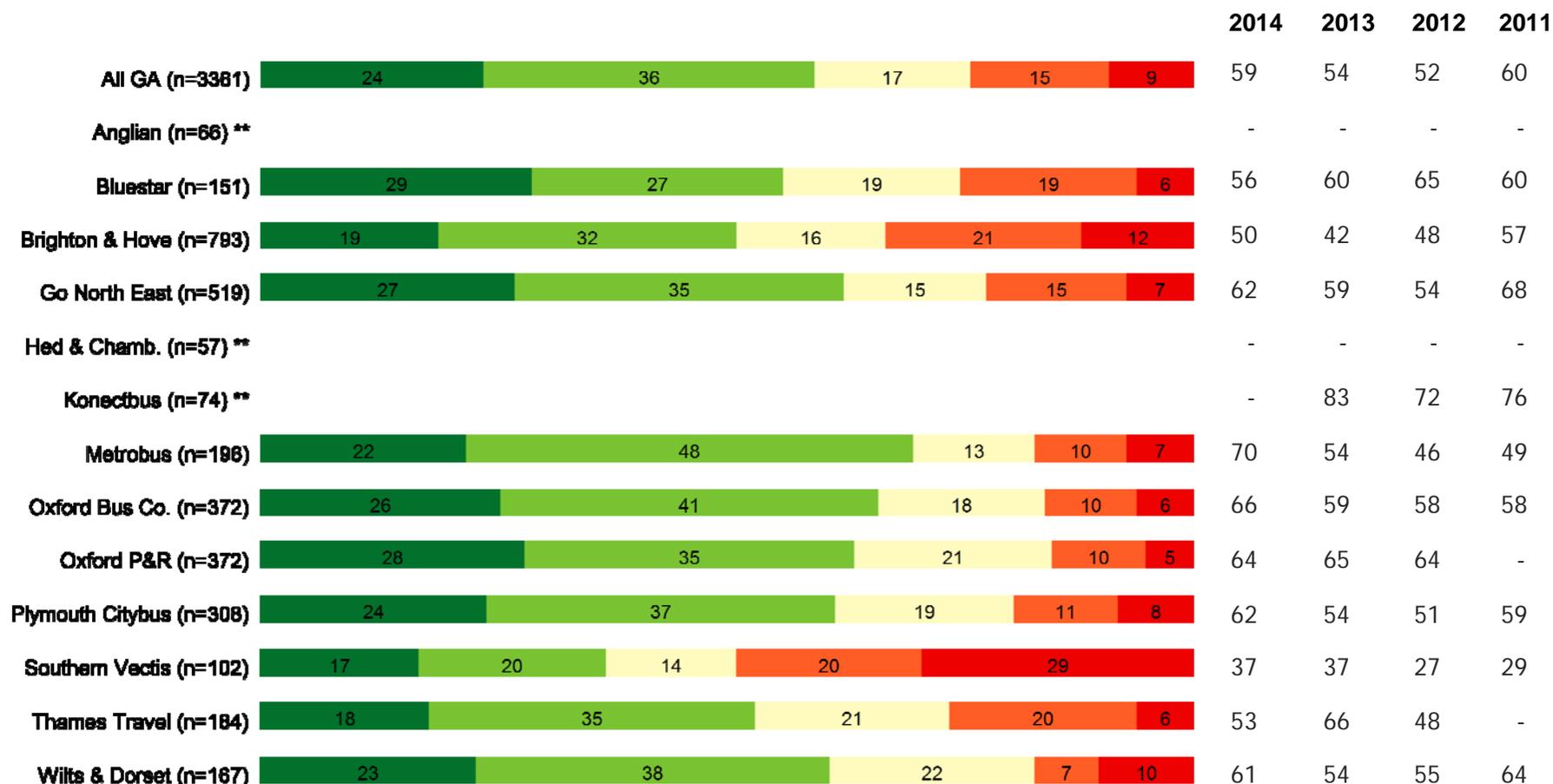


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

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

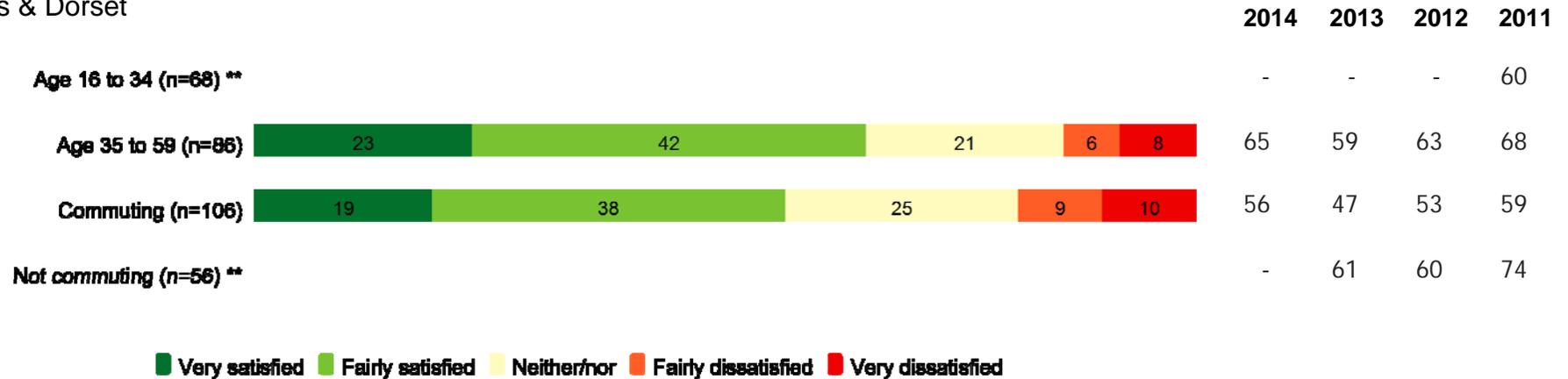
Filter: Year = 2014

**Numbers too low to chart

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

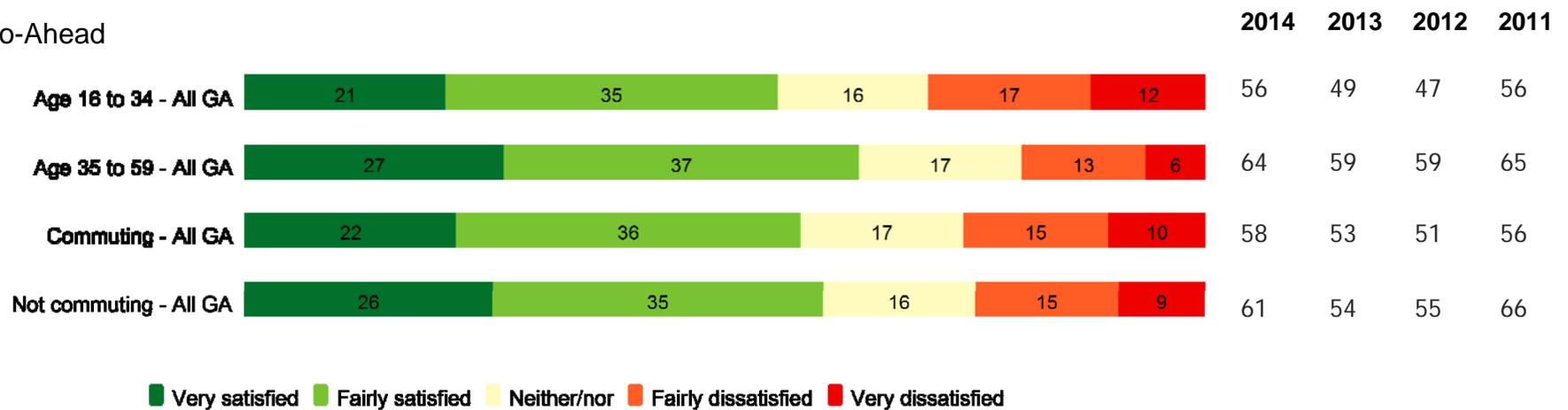
Satisfaction with value for money

Wilts & Dorset



Filter: = Wilts & Dorset - Year = 2014

All Go-Ahead

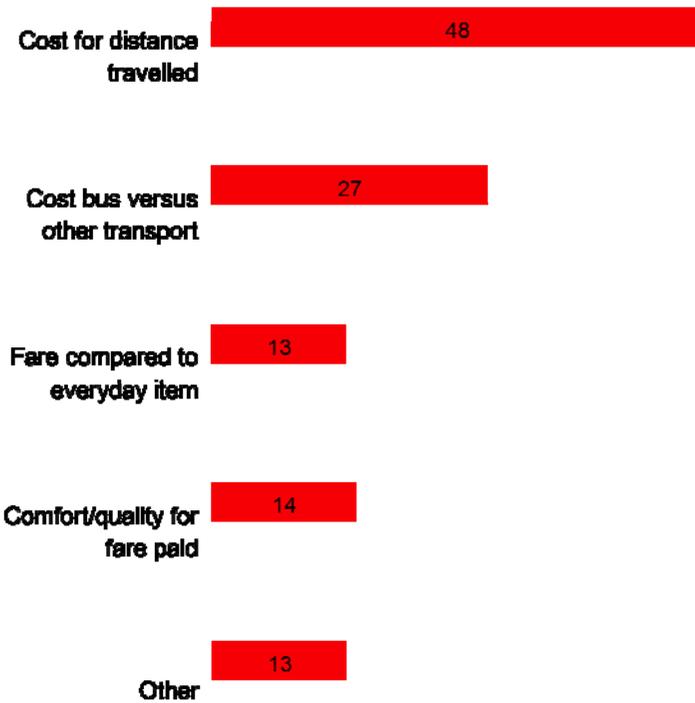


Filter: Year = 2014

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

Reason for VFM rating

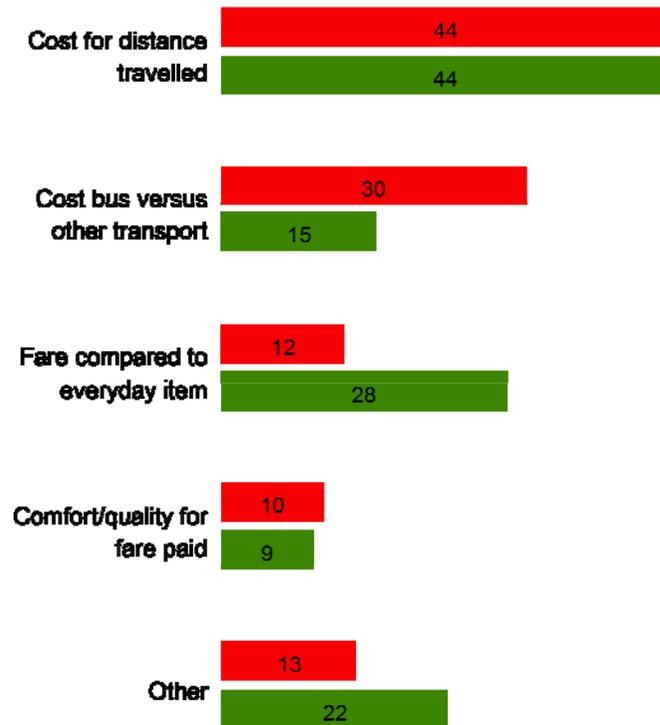
Wilts & Dorset



■ VFM - satisfied (n=106) ■ VFM - unsatisfied (inc n/n) (n=61) **

Filter: = Wilts & Dorset - Year = 2014

All Go-Ahead



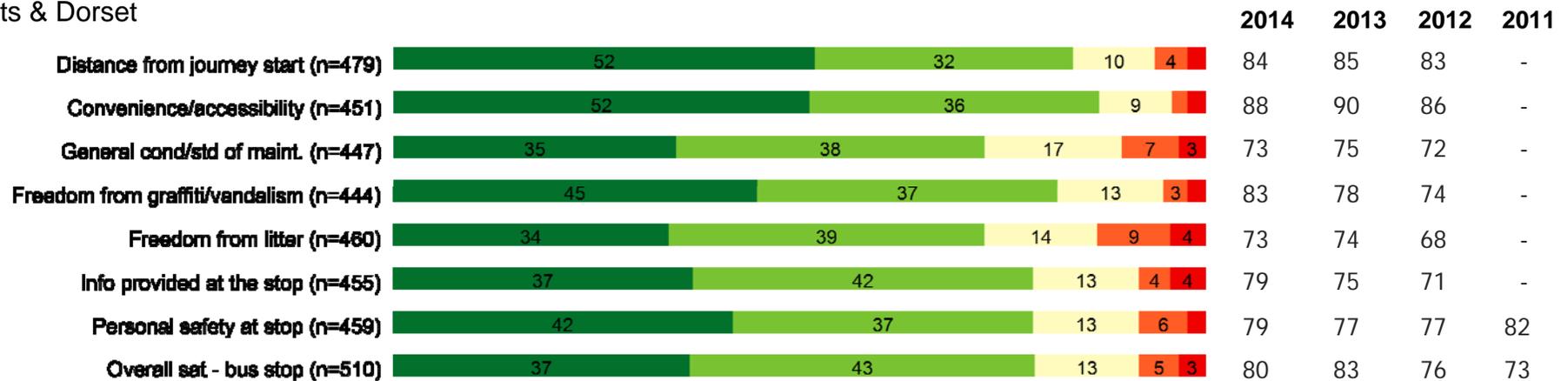
■ All GA - VFM - satisfied ■ All GA - VFM - unsatisfied (inc n/n)

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

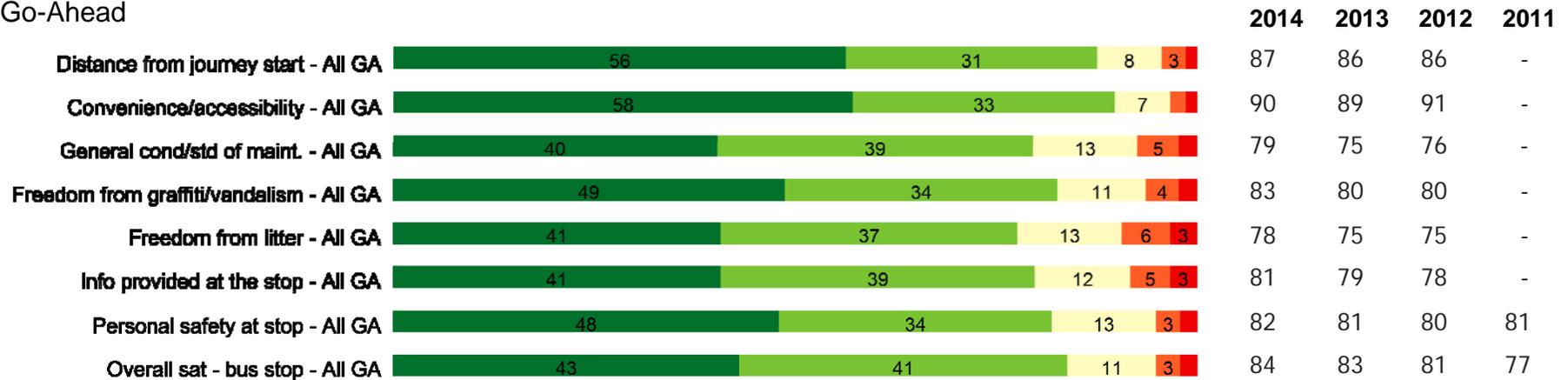
Wilts & Dorset



Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied

Filter: Wilts & Dorset - Year = 2014

All Go-Ahead



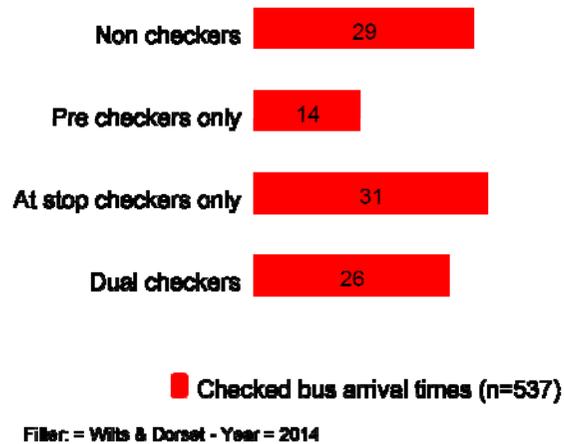
Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied

Filter: Year = 2014

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

Waiting for the bus

Wilts & Dorset: Extent to which checked bus arrival times

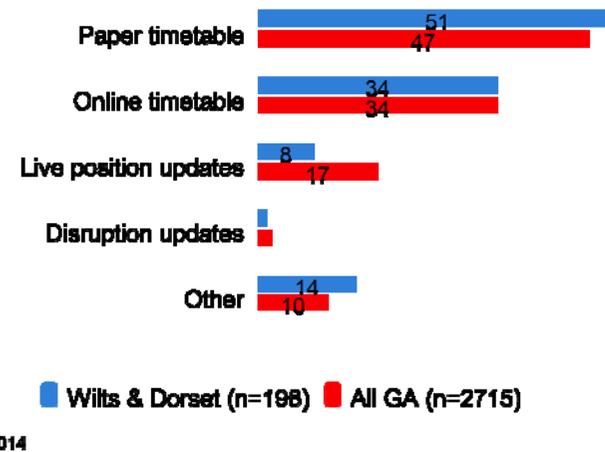


All Go-Ahead

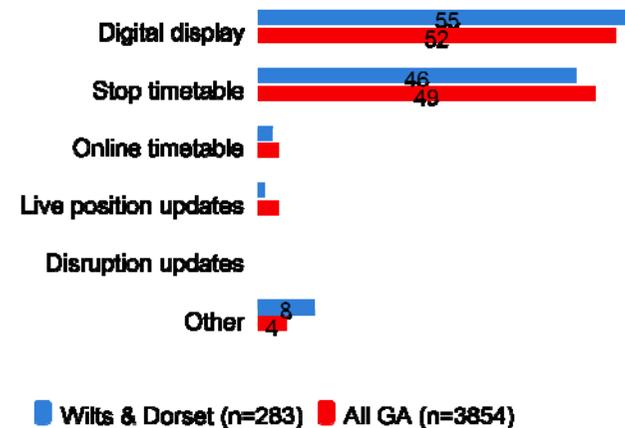


Q. Did you check any of the following to find out when the bus was meant to arrive?

What checked beforehand

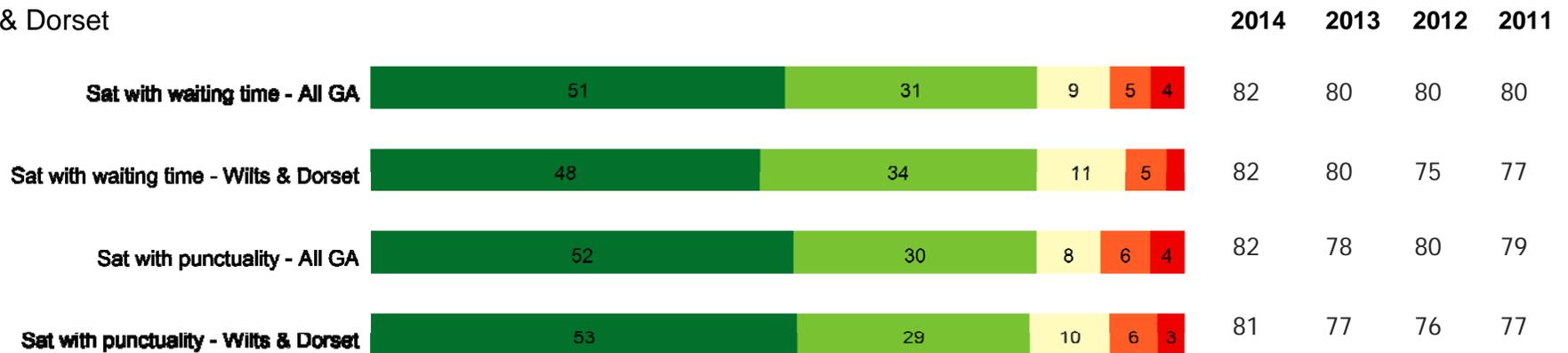


What checked at stop



Waiting for the bus

Wilts & Dorset



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

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?

Wilts & Dorset



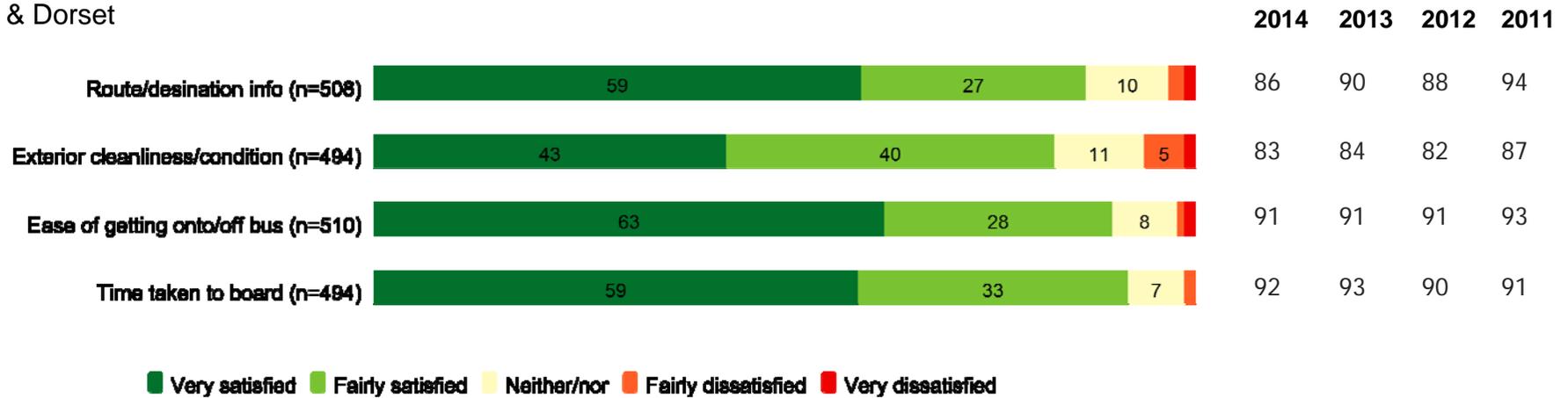
■ Much less
 ■ A little less
 ■ About expected
 ■ A little longer
 ■ Much longer

Filter: = Wilts & Dorset

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

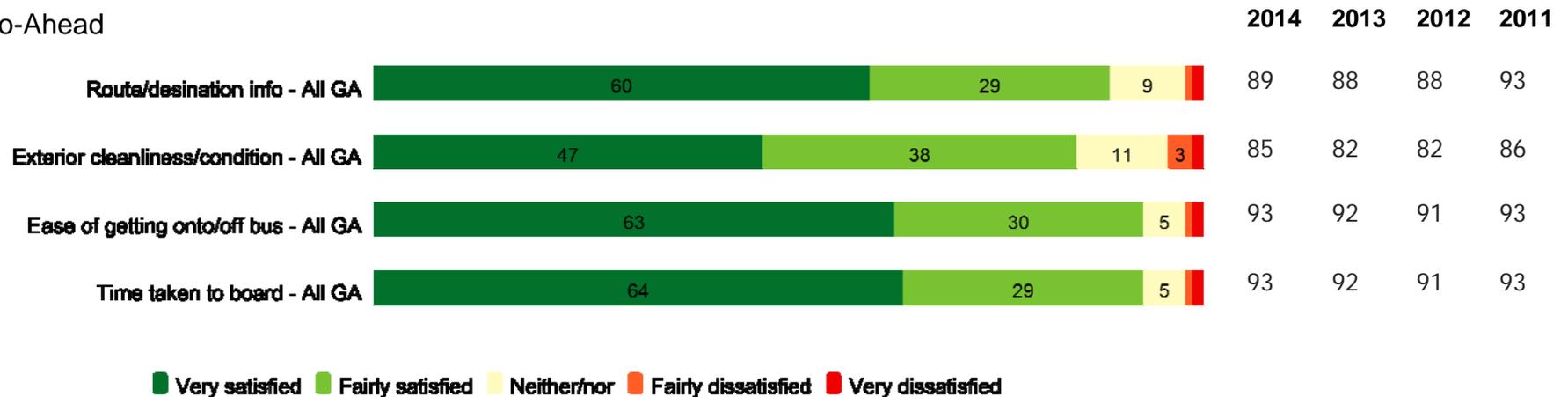
Satisfaction: on the bus - arrival

Wilts & Dorset



Filter: = Wilts & Dorset - Year = 2014

All Go-Ahead



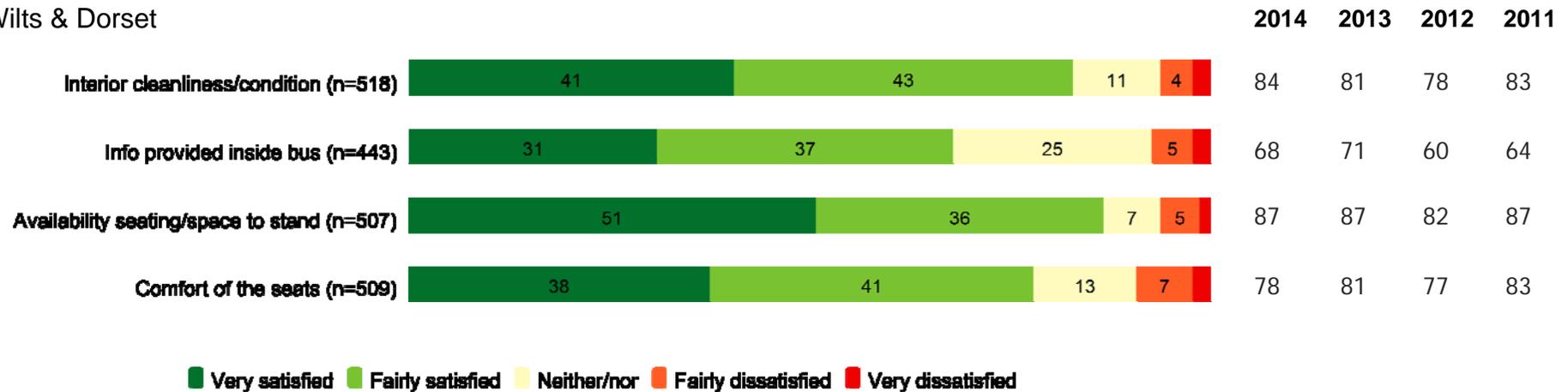
Filter: Year = 2014

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

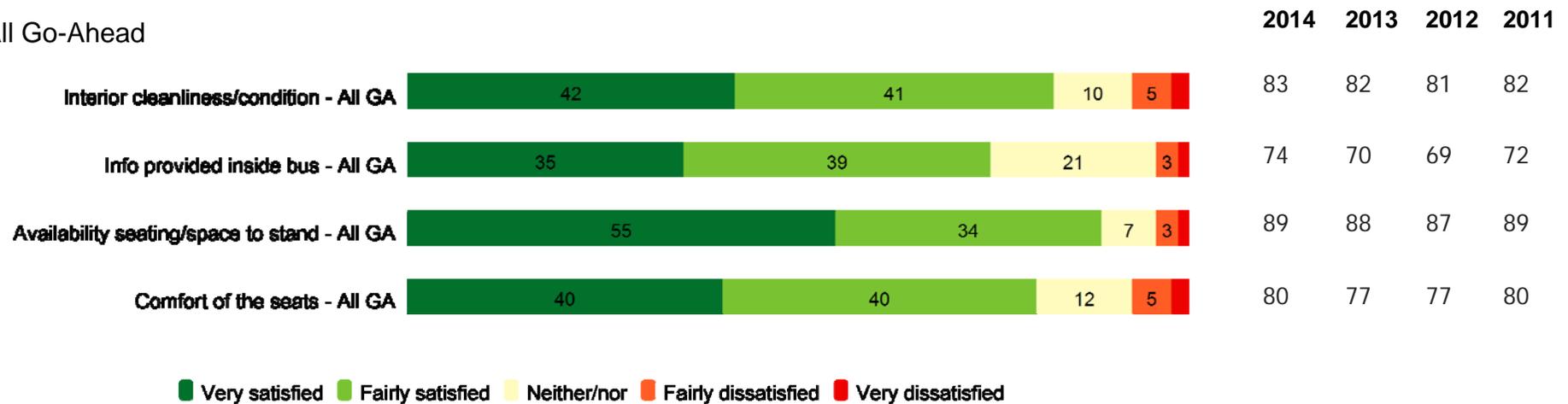
Satisfaction: on the bus - part 1

Wilts & Dorset



Filter: = Wilts & Dorset - Year = 2014

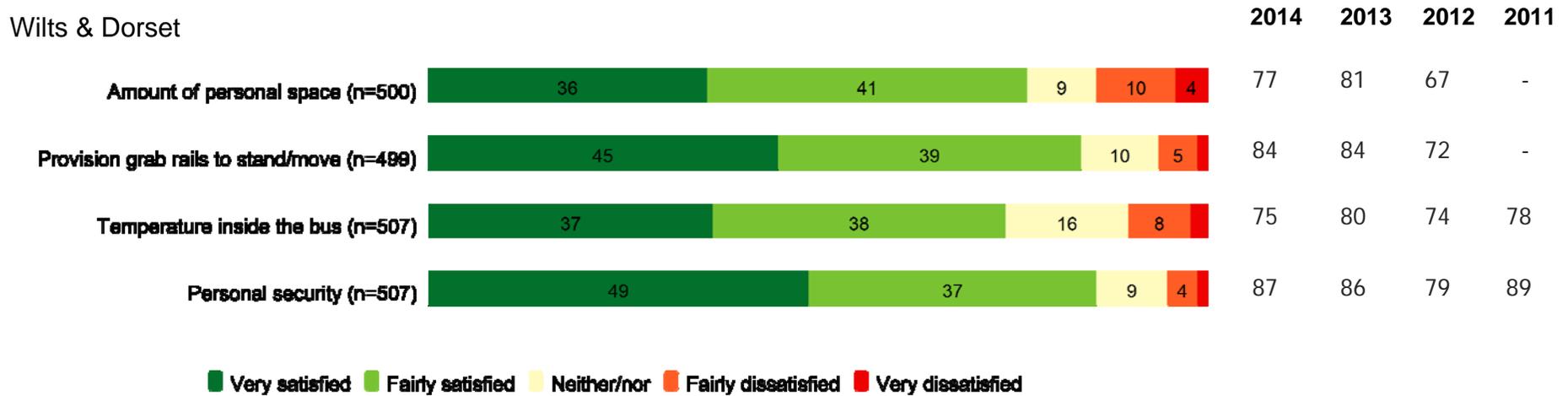
All Go-Ahead



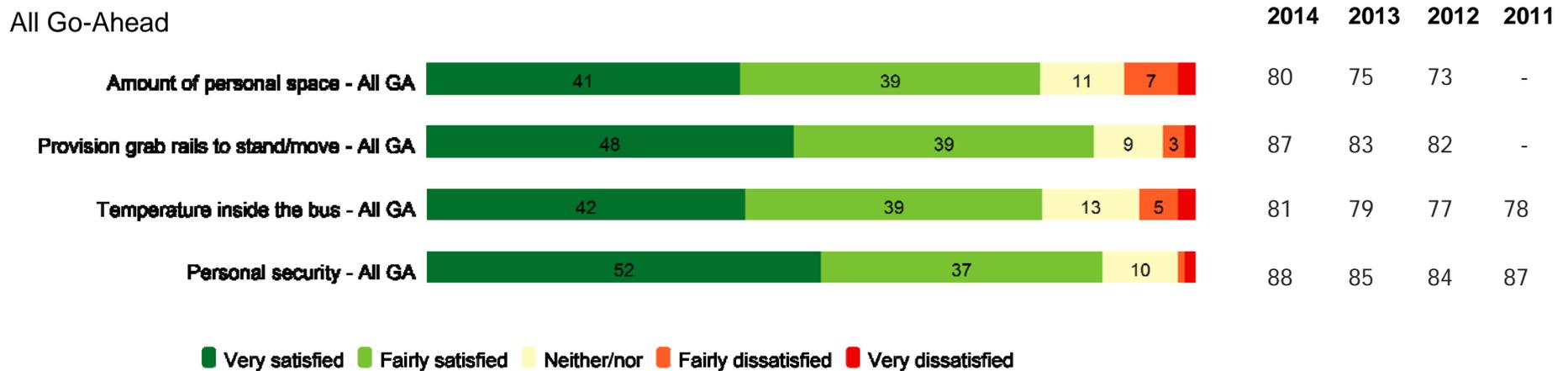
Filter: Year = 2014

- 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: = Wilts & Dorset - Year = 2014

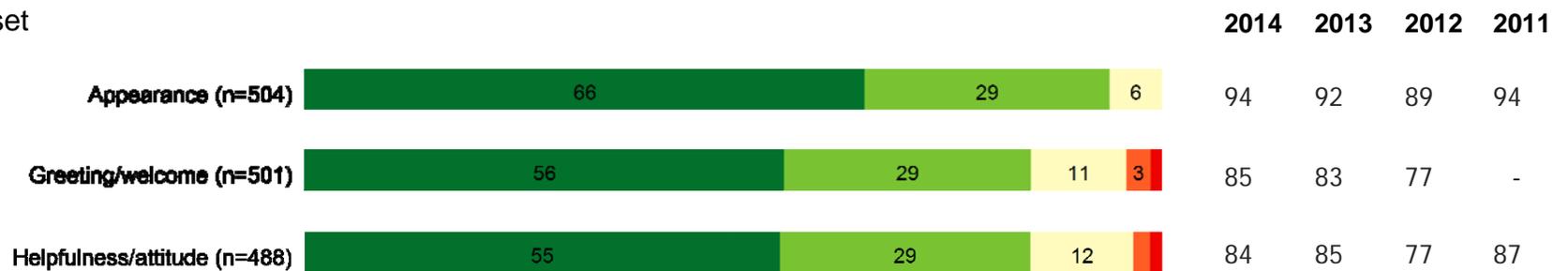


Filter: Year = 2014

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

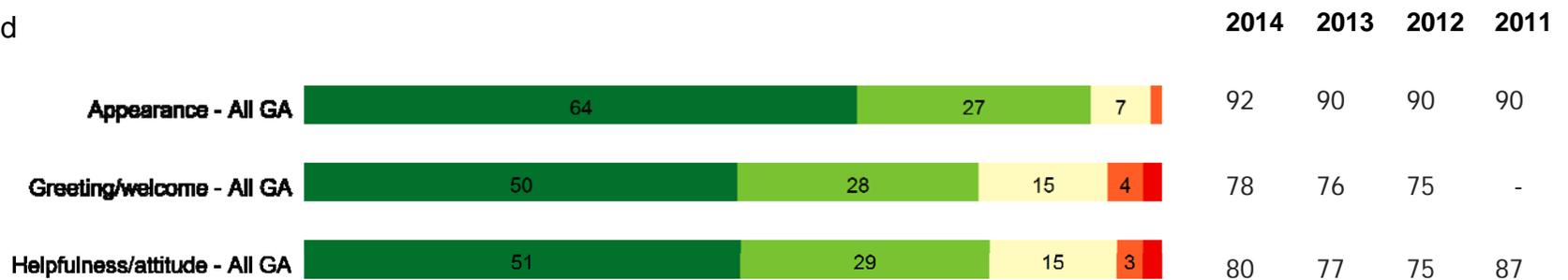
Wilts & Dorset



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

Filter: = Wilts & Dorset - Year = 2014

All Go-Ahead



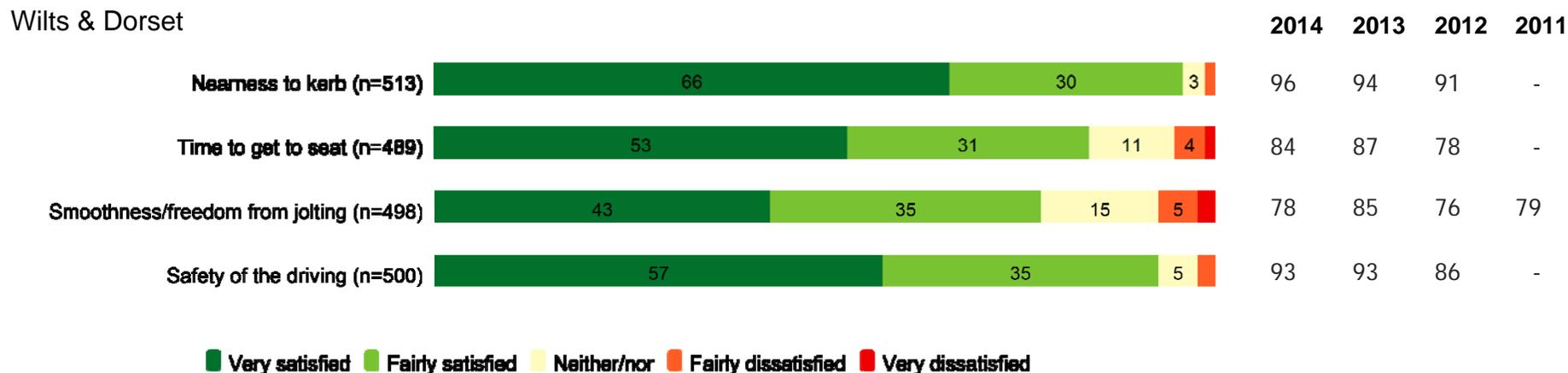
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

Filter: Year = 2014

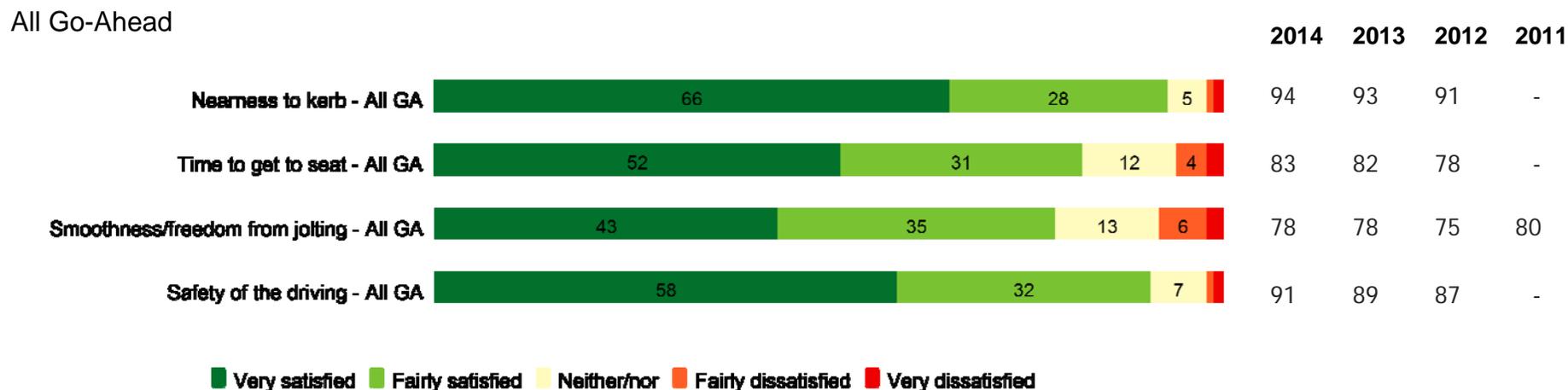
Q. Thinking about the driver, please indicate how satisfied were you with following?

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



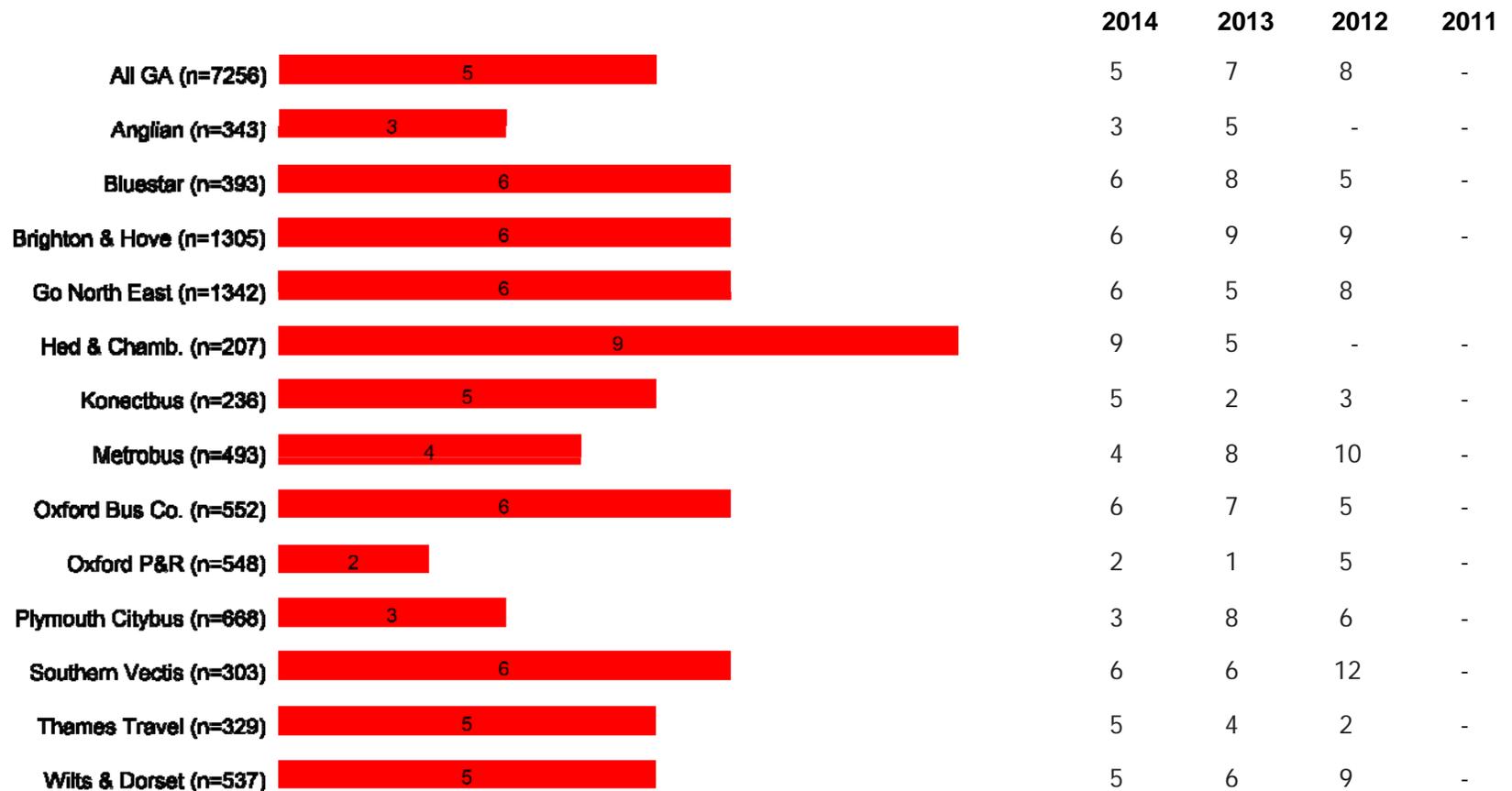
Filter: = Wilts & Dorset - Year = 2014



Filter: Year = 2014

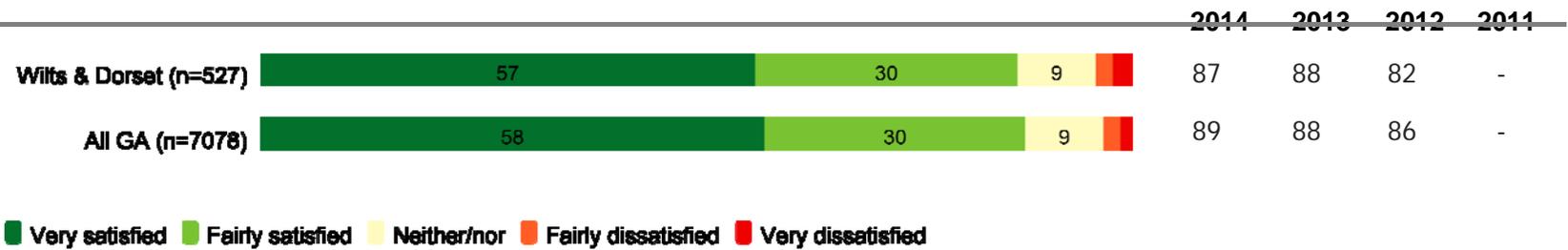
- Q. Thinking about the driver, please indicate how satisfied were you with following?
- A) How near to the kerb/stop the bus stopped; B) The time the driver gave you to get to your seat
- C) Smoothness/freedom from jolting during the journey; D) The safety of the driving (i.e. appropriateness of speed, driver concentrating)

Anti-social behaviour: level of concern /worry



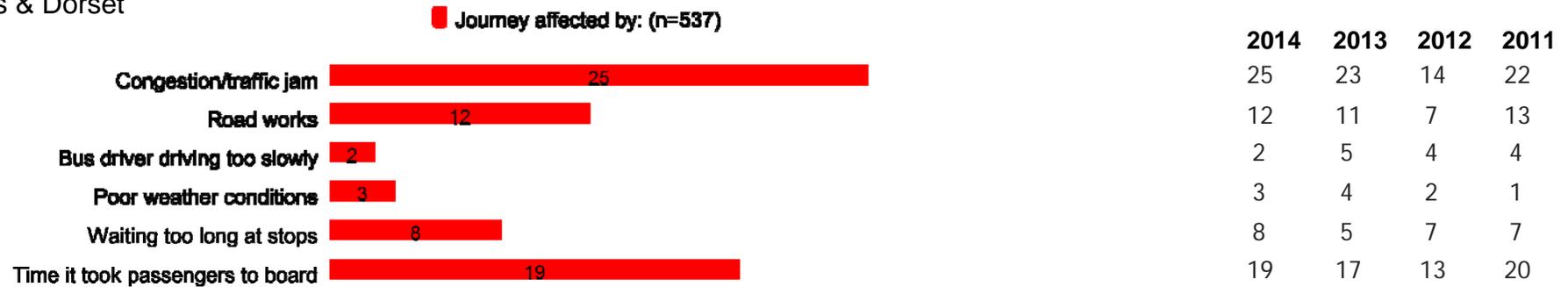
Q. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

On bus journey time



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

Wilts & Dorset



All Go-Ahead



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

Awareness of products/services

Wilts & Dorset: All passengers

		2014	2013	2012	2011
Key Smartcard (n=537)	59	59	58	40	-
Buy tickets through mobile (n=537)	51	51	48	-	-
Week/month/annual season (n=537)	71	71	71	69	-
Multi-trip offers/special tickets (n=537)	58	58	57	47	-
Sign up for e news (n=537)	38	38	30	25	-
Check disruption on Facebook (n=537)	31	31	24	23	-
Check disruption on Twitter (n=537)	33	33	22	18	-
Wifi on buses (n=537)	52	52	46	-	-
Online timetables (bus co web) (n=537)	63	63	63	60	-
Mobile website (n=537)	43	43	36	27	-

Wilts & Dorset: fare payers only

Key Smartcard (n=172)	80
Buy tickets through mobile (n=172)	68
Week/month/annual season (n=172)	86
Multi-trip offers/special tickets (n=172)	73

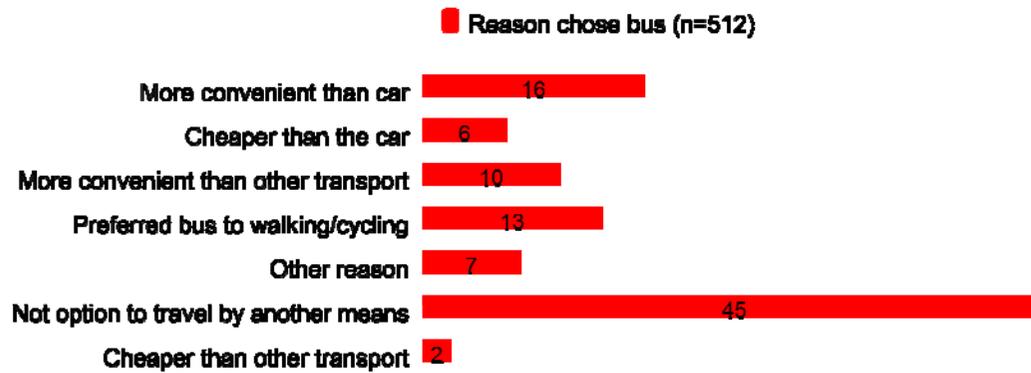
All GA: fare payers only

Key Smartcard	75
Buy tickets through mobile	61
Week/month/annual season	84
Multi-trip offers/special tickets	63

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

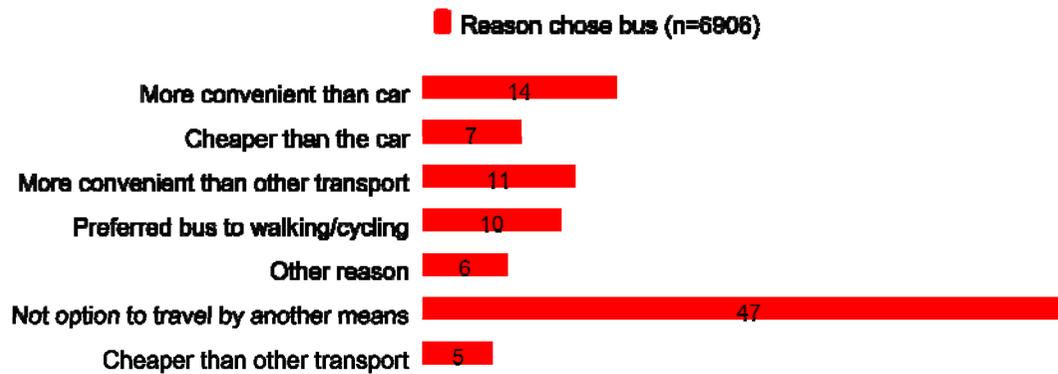
Reason for choosing bus

Wilts & Dorset



Filter: Wilts & Dorset - Year = 2014

All Go-Ahead

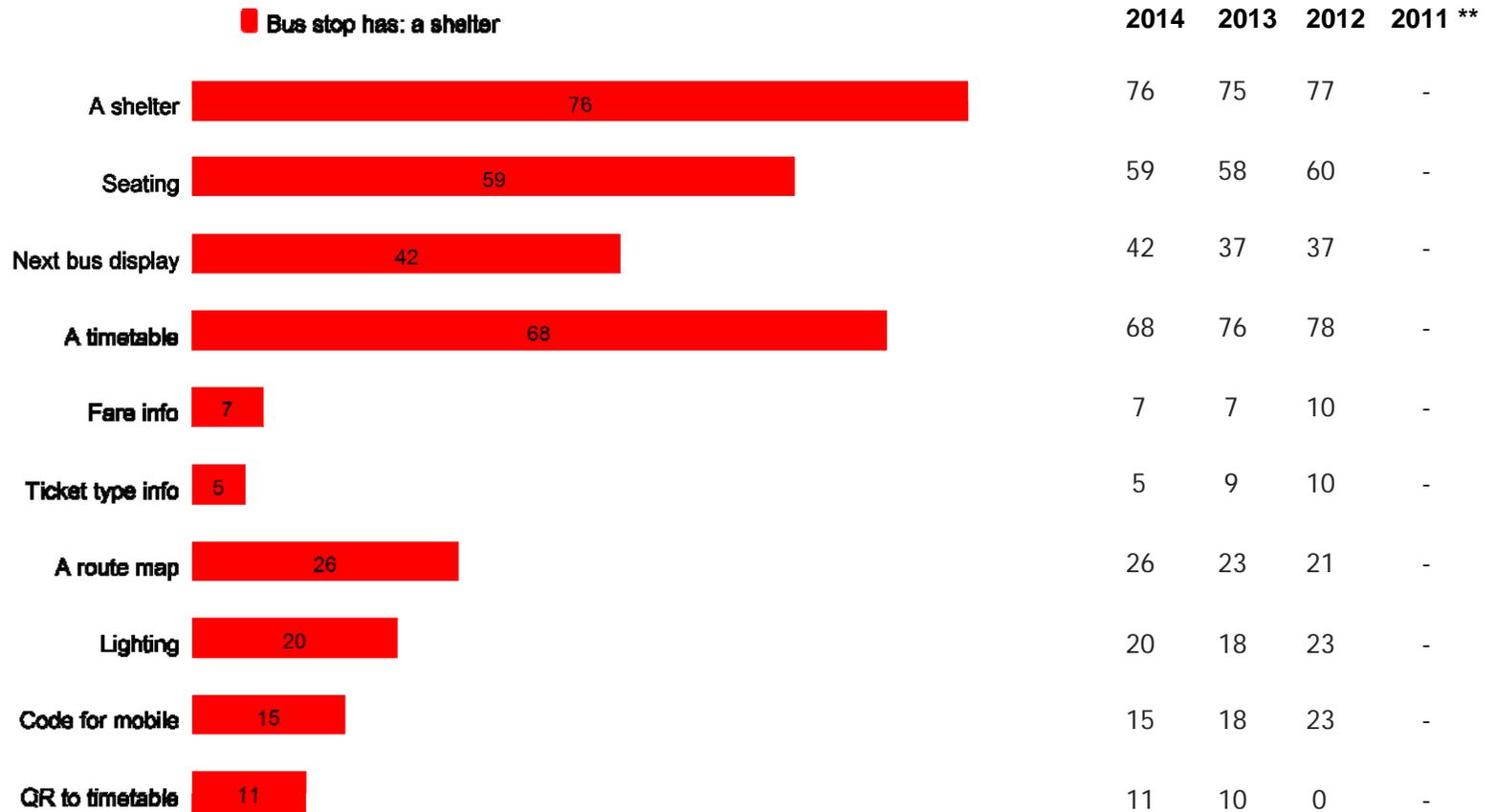


Filter: Year = 2014

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

Bus stop facilities

Wilts & Dorset

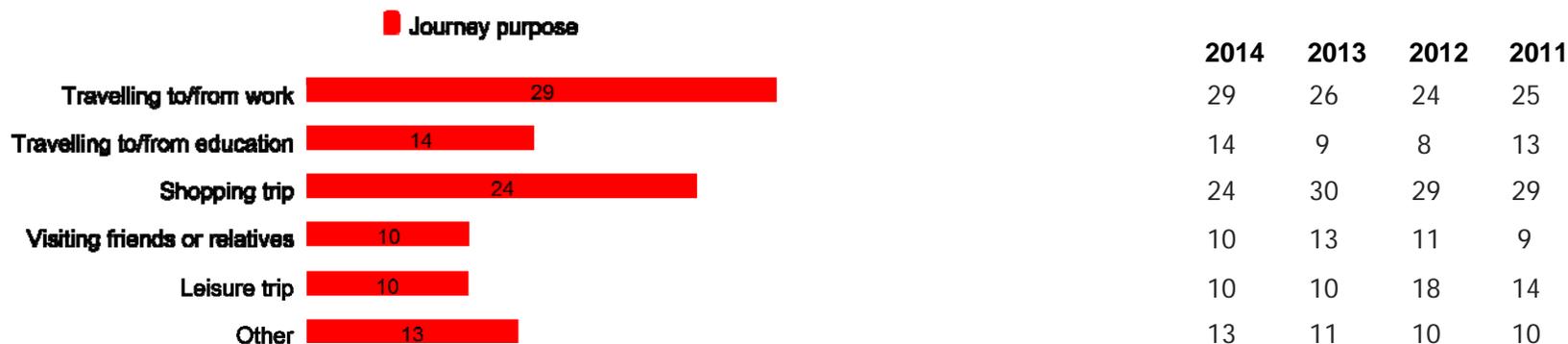


Filter: = Wilts & Dorset - Year = 2014

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

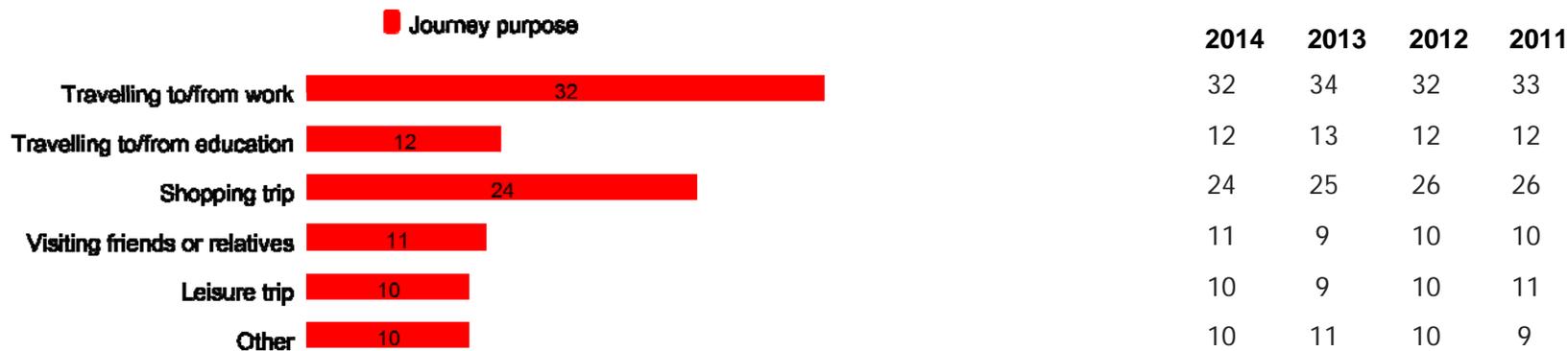
Journey purpose

Wilts & Dorset



Filter: = Wilts & Dorset - Year = 2014

All Go-Ahead

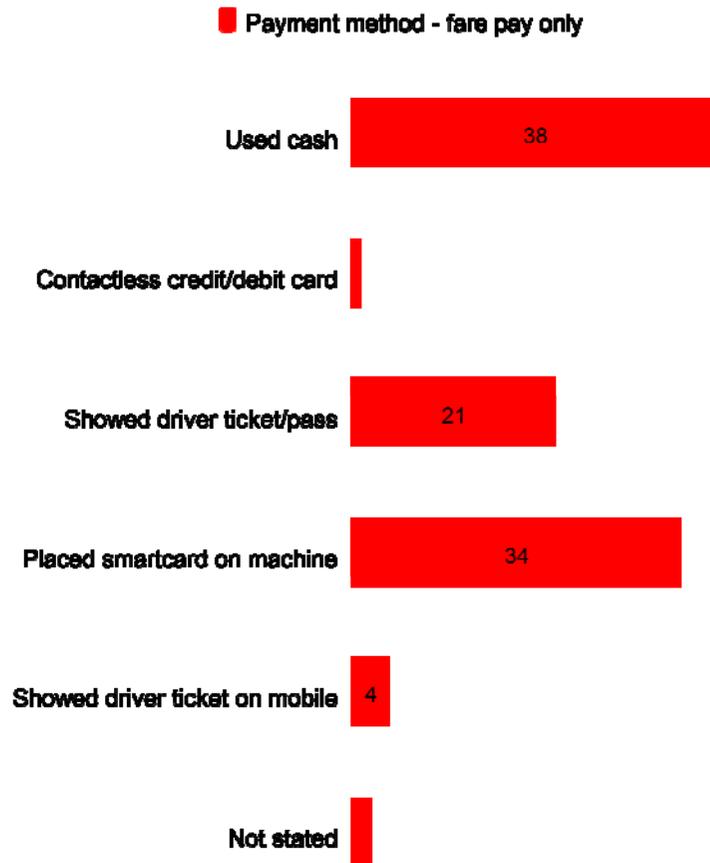


Filter: Year = 2014

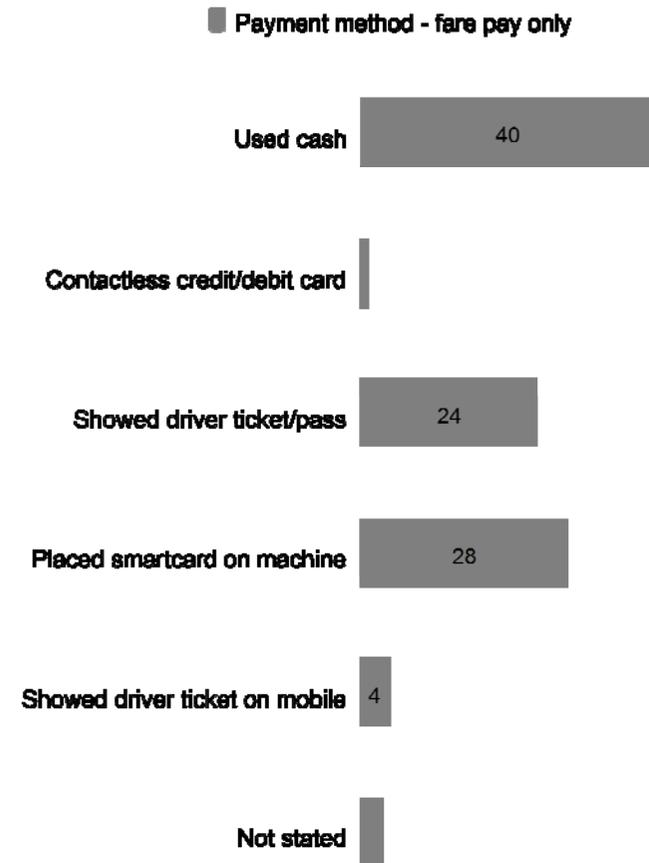
Q. What is the main purpose of your bus journey?

Payment method (fare payers only)

Wilts & Dorset



All Go-Ahead



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.