

Bus Passenger Survey on Go-Ahead's passengers outside the London area

Results for:

Wilts & Dorset

September 2012

Contact: Murray Leader, Research Team, Passenger Focus

2nd Floor, 1 Drummond Gate, Pimlico, London, SW1V 2QY.

Tel: 0300 123 0843 Email: murray.leader@passengerfocus.org.uk

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Outline of methodology

The survey has been carried out using our established Bus Passenger Survey methodology. This survey programme has measured bus passengers' experiences on bus routes across all of Go-Ahead's bus companies within our remit area, i.e. England outside of London. This report outlines the results for Wilts & Dorset's bus services.

Passenger Focus appointed GfK NOP Ltd to provide the agency support required on the survey.

The Bus Passenger Survey 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. Passengers were asked to rate the journey they had just experienced. The sampling process used is summarised below (further detail is in the methodology document on our website):

- A database of all Wilts & Dorset's services was sourced from ITO World, which collects and makes available the bus journey data shown by Traveline. Every timetabled journey for every Wilts and Dorset bus route was listed (except school bus services) and ascribed a value which took into account an adjustment for passenger turnover on longer routes.
- That list of routes was then stacked and sorted by day of week, time, and route. The sample was selected using systematic sampling, picking every n^{th} event based on the cumulative value attributed to each route within the sorted list (n being the number of shifts required). Each of the n services selected formed the start time for each shift.

Field workers made as many return trips feasible during their 3 hour shift on the routes selected. They discussed the survey, inviting all passengers who boarded those services the chance to participate. Passengers wishing to participate were given a questionnaire to complete after their journey, together with a reply paid envelope. Fieldwork was conducted between the middle of March and the middle of May 2012 (excluding the Easter school holiday period).

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.

In the report: All results are based on weighted values. The numbers in brackets shown after question/category texts are the actual numbers of responses generating the answer value shown. Where there is less than 75 responses, the result is not shown.

Passenger profile

1. Passenger profile

	Wilts & Dorset (560)	Go-Ahead Group (6586)
	%	%
Gender		
Male	32	37
Female	63	59
Not stated	5	3
Age		
16-34	36	39
35-59	29	30
60+	33	29
Not stated	2	2
Having a disability		
Yes	21	20
No	76	76
Not stated	4	4

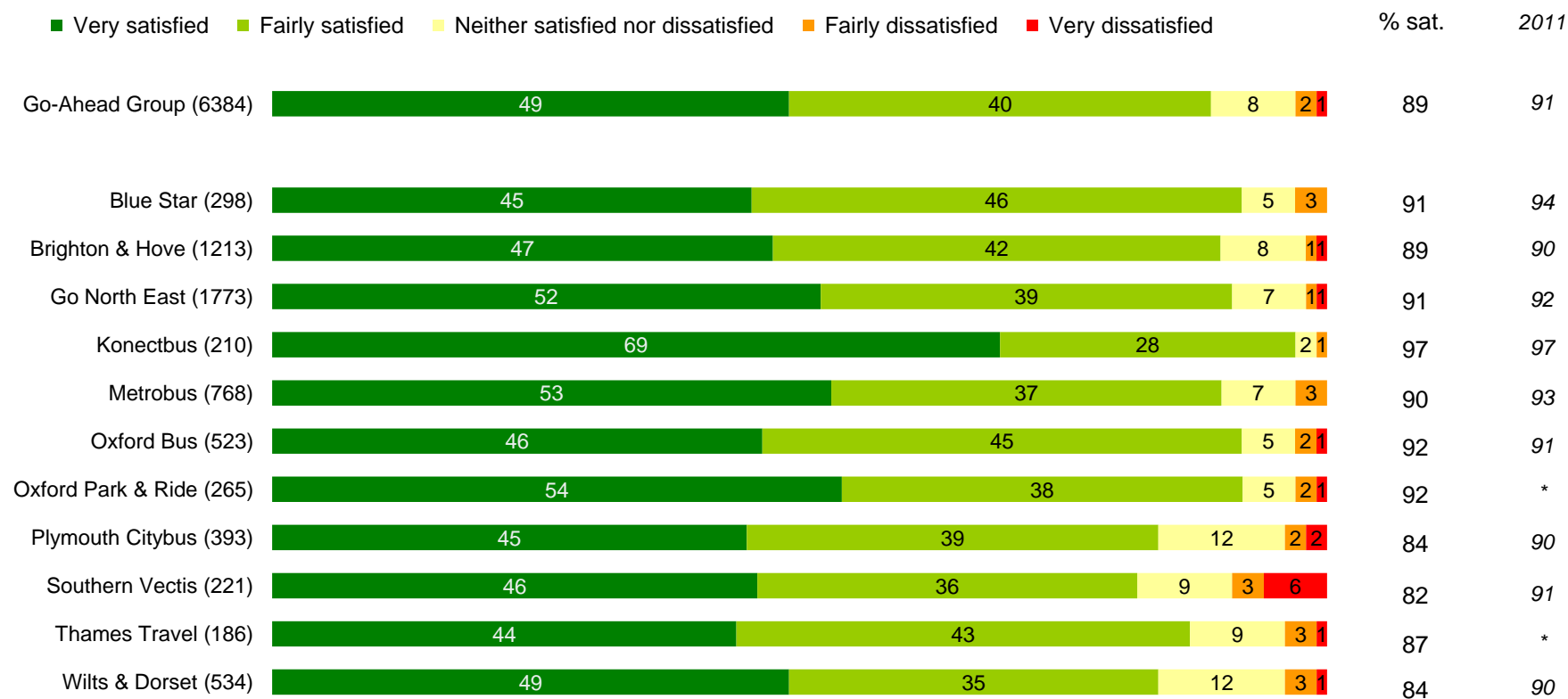
	Wilts & Dorset (560)	Go-Ahead Group (6586)
	%	%
Time of journey*		
Peak traffic hours	25	29
Out of peak traffic hours	72	69
Not stated	3	3
Basis of travel		
Fare paying passenger	60	35
Free pass holder	40	65
Not stated	1	
Access to private transport		
Easy	32	29
Moderate	33	34
Limited/none	30	33
Not stated	4	4

* note: no surveys before 6 am or after 10 pm.

Overall satisfaction

2. Key measures

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?

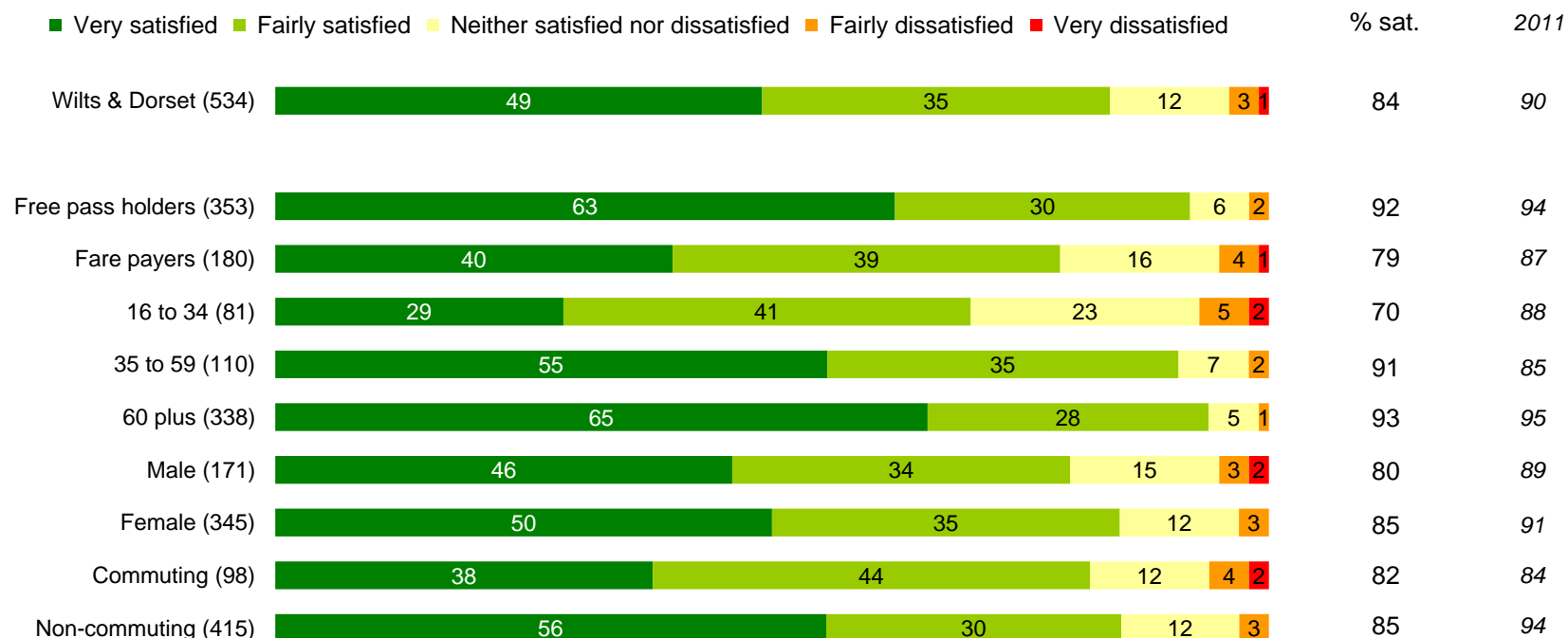
Base: All who gave a rating for this question

*This area not surveyed in 2011

Overall satisfaction

2. Key measures

Overall satisfaction with bus journey by key passenger groups



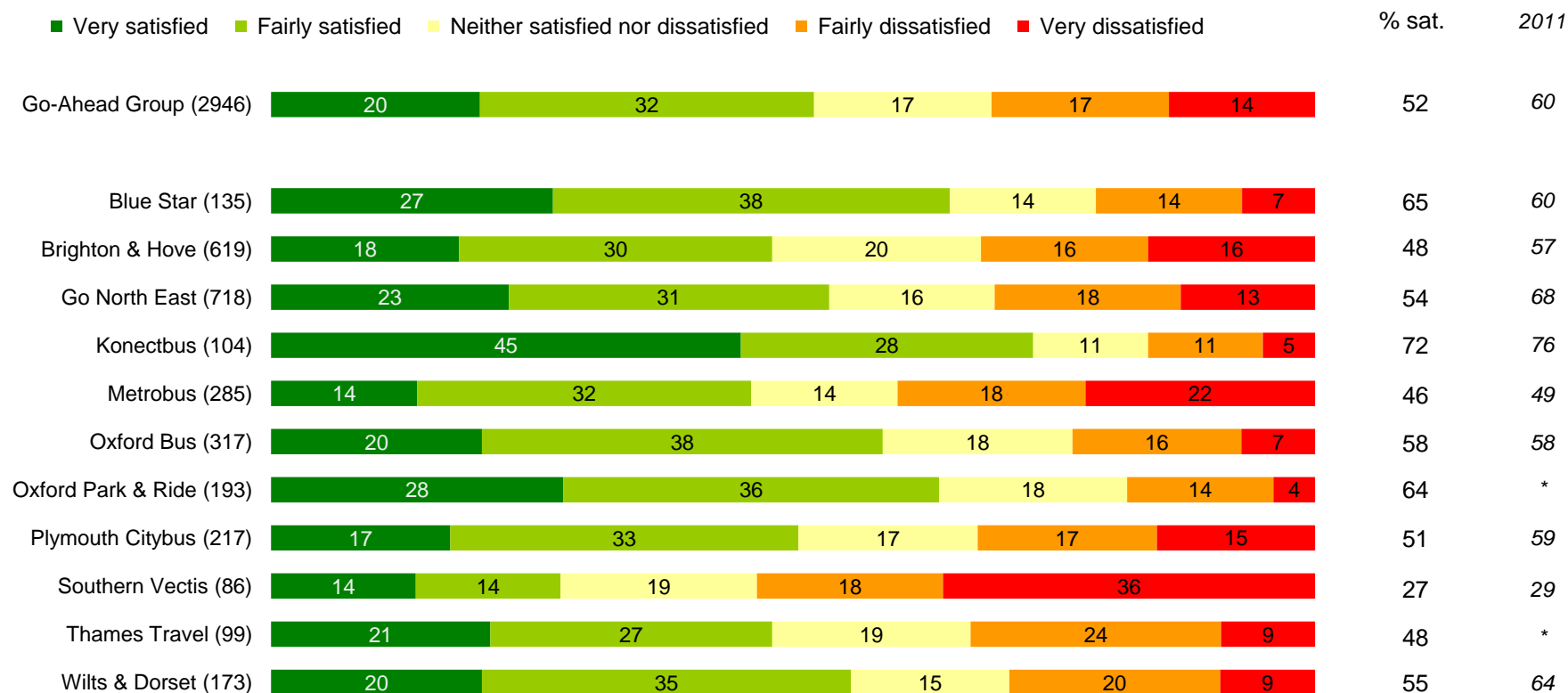
Q33. Overall, taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today?

Base: All who gave a rating for this question

Value for money

2. Key measures

Value for money of bus journey (fare-paying passengers only)



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

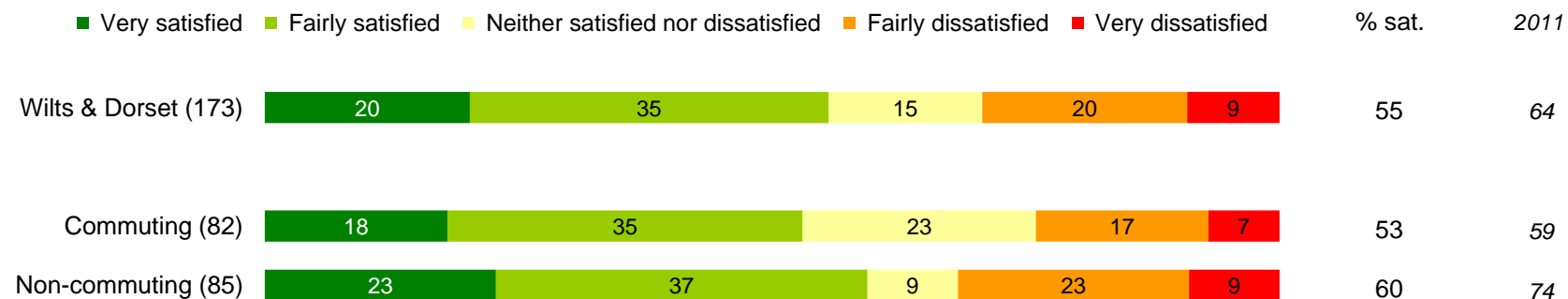
Base: All fare paying passengers who gave a rating for this question

*This area not surveyed in 2011

Value for money

2. Key measures

Value for money of bus journey by demographic groups *(fare-paying passengers only)*



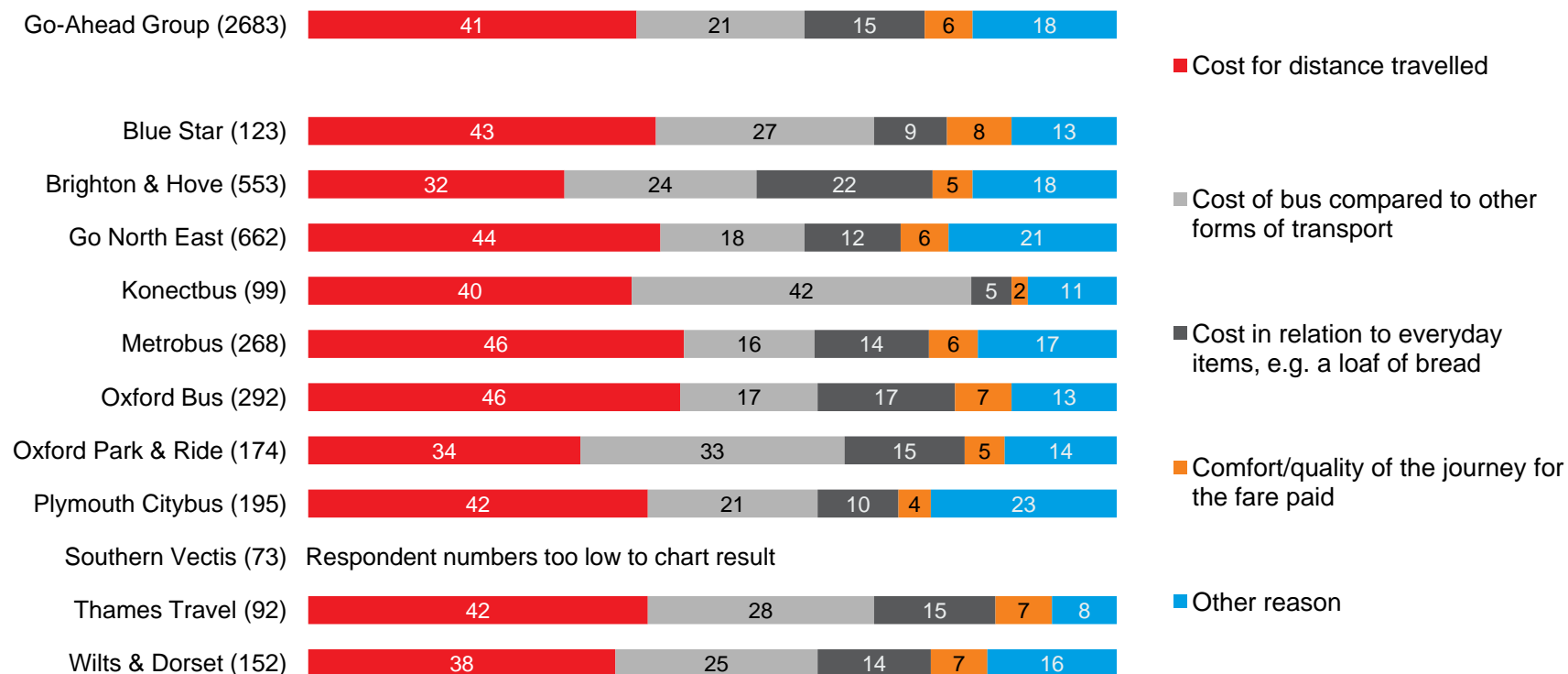
Q35. How satisfied were you with the value for money of your journey?

Base: All fare paying passengers who gave a rating for this question

Value for money expectations

2. Key measures

Single most influence on value for money rating *(fare-payers who gave an opinion about value for money)*



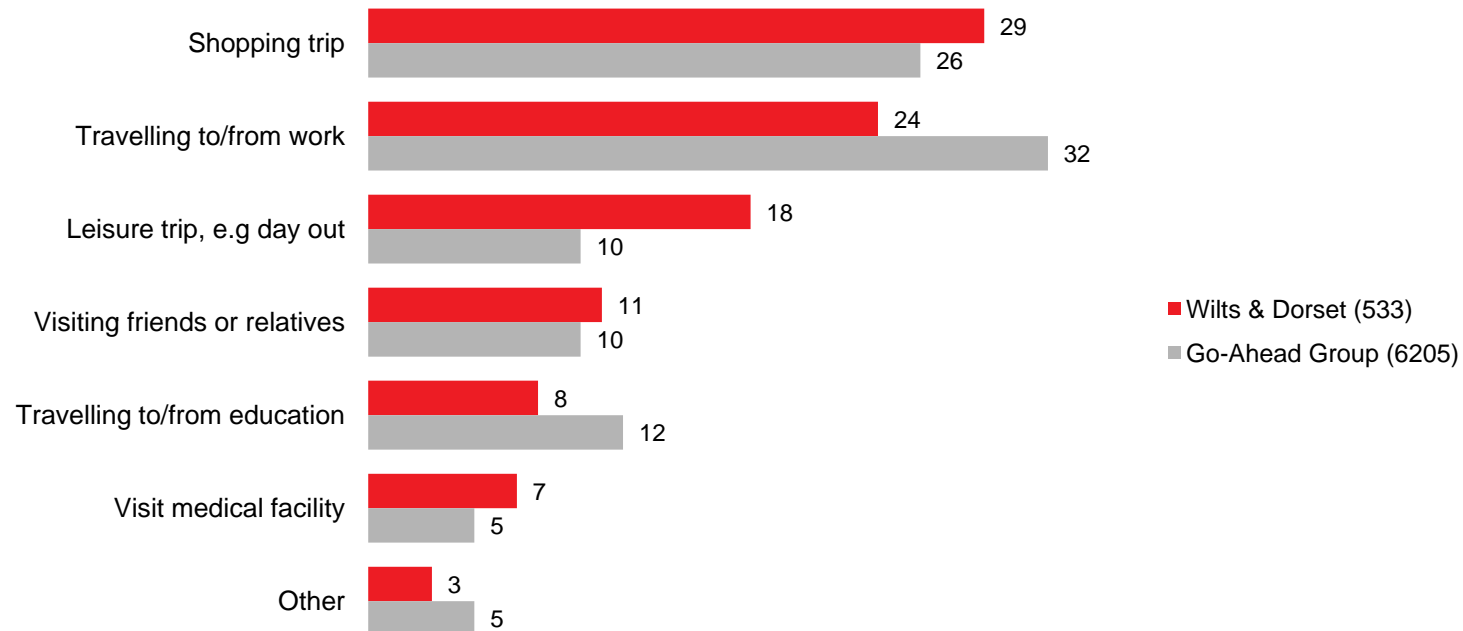
Q36. What had the biggest influence on the 'value for money' rating you gave in the previous question?

Base: Fare-payers who gave a rating for value for money and answered this question

Journey purpose

3. About the journey

Stated journey purpose (%)



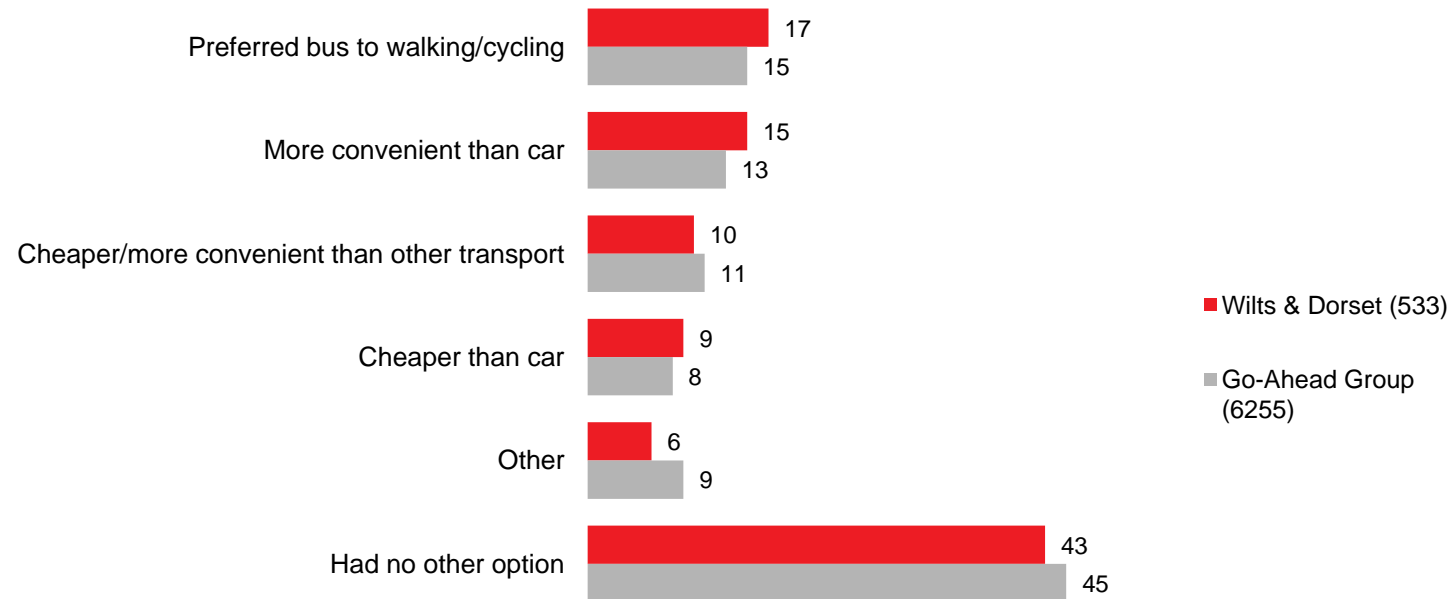
Q7. What is the main purpose of your bus journey today?

Base: All who answered this question

Main reason for choosing the bus

3. About the journey

Reason for choosing to travel by bus (%)



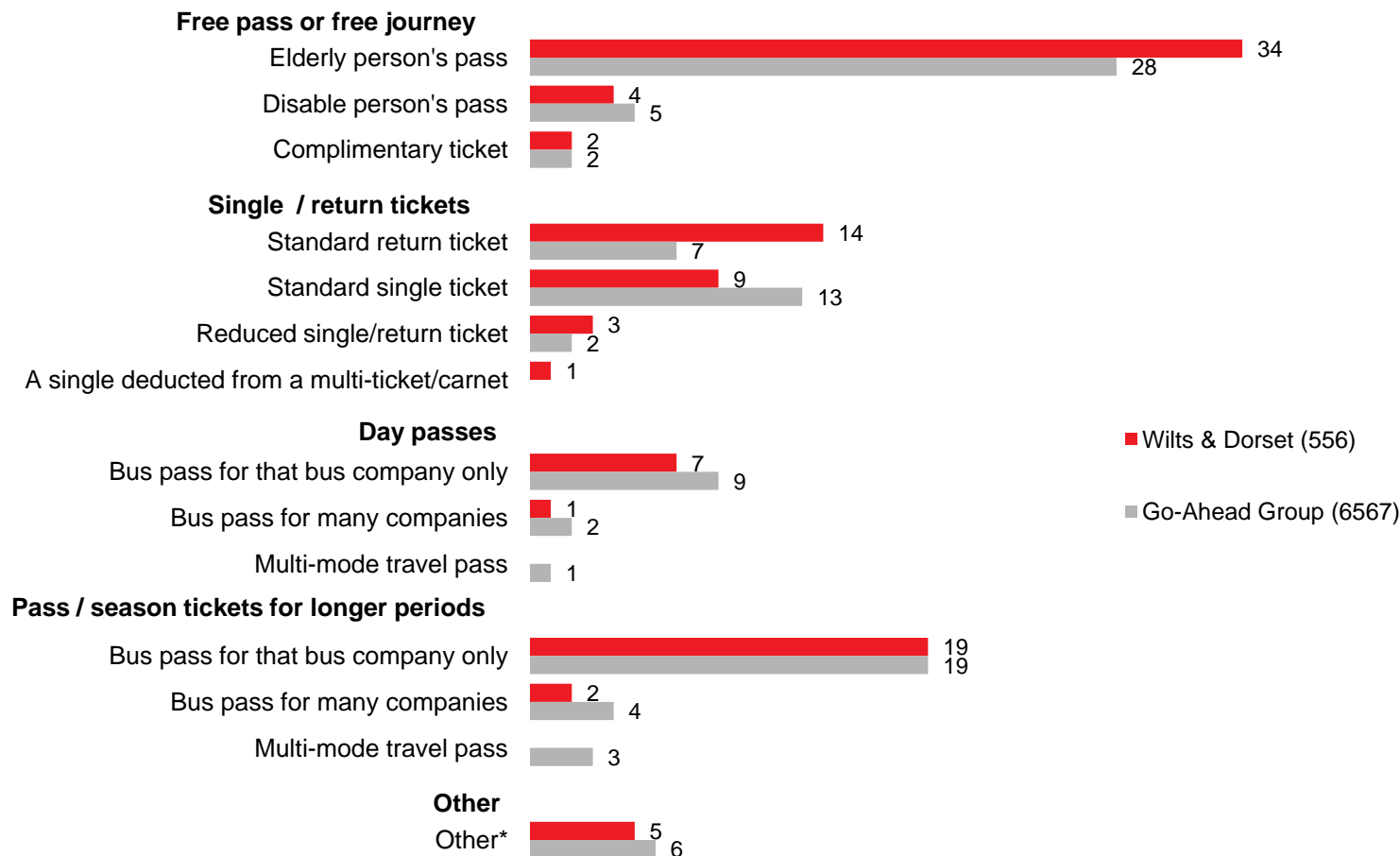
Q9. What was the main reason you chose to take the bus for this journey?

Base: All who answered this question

Ticket used for journey

3. About the journey

Ticket used for the journey (%)



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

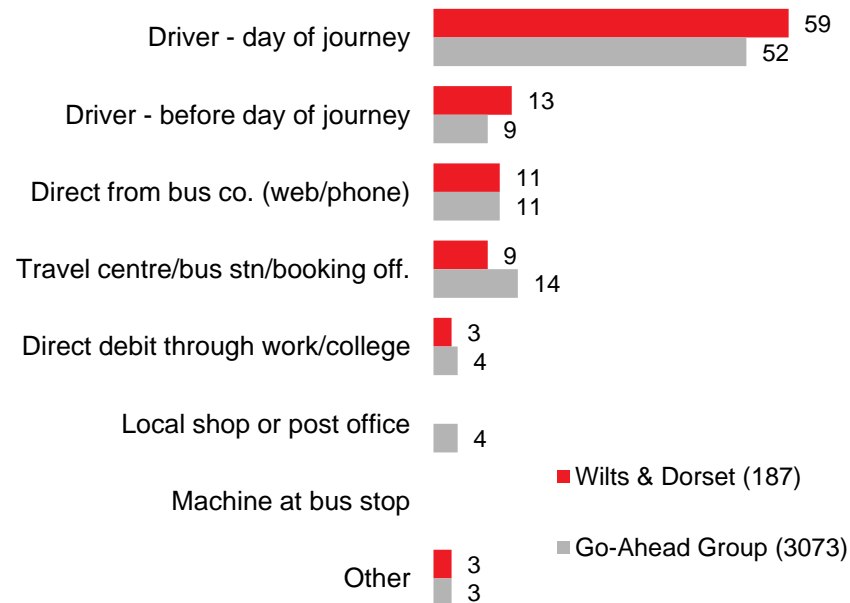
Base: All who answered this question

* Includes those who ticked more than one paid ticket type

Method of buying ticket

3. About the journey

Method of buying ticket (% using that method)



Ticket format

A standard paper ticket /pass	74
A plastic card you touched onto the fare machine	19
A photo card ticket /pass you showed the driver	5
A ticket sent to your mobile you showed the driver	0
Other format	0

Q4. How did you buy that ticket or pass?

Base: all fare-paying passengers

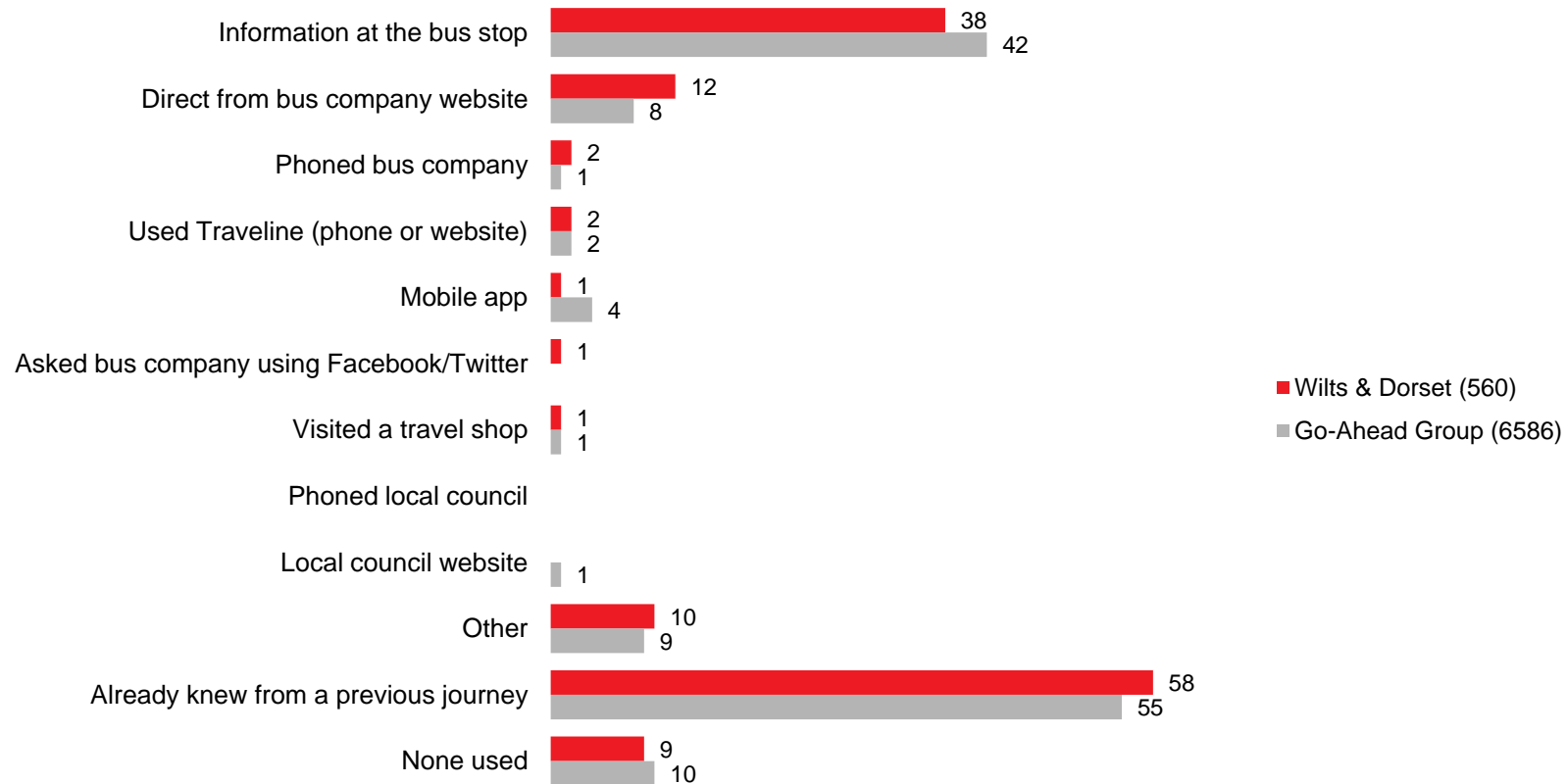
Q5. In what format was your ticket?

Base: all fare-paying passengers

Planning the journey

3. About the journey

Information sources used to plan their journey (% using that source)



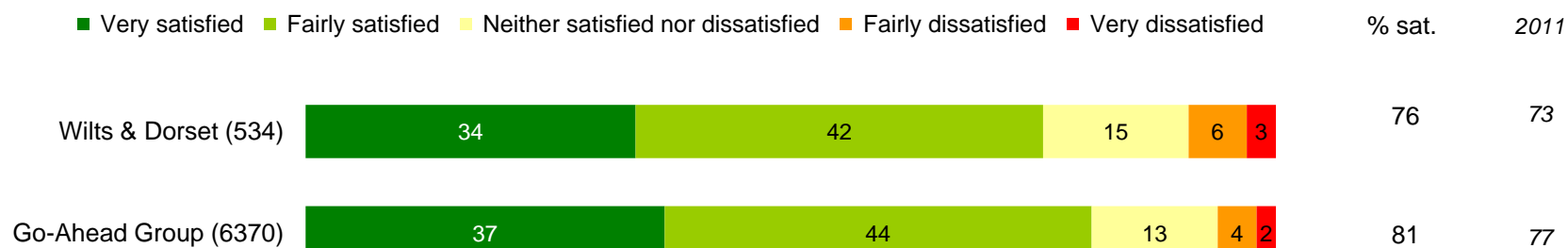
Q6. What information sources did you use to help plan your journey today? (please tick all that apply)

Base: All survey respondents

Overall rating of bus stop

4. The bus stop

Overall satisfaction with the facilities at the bus stop



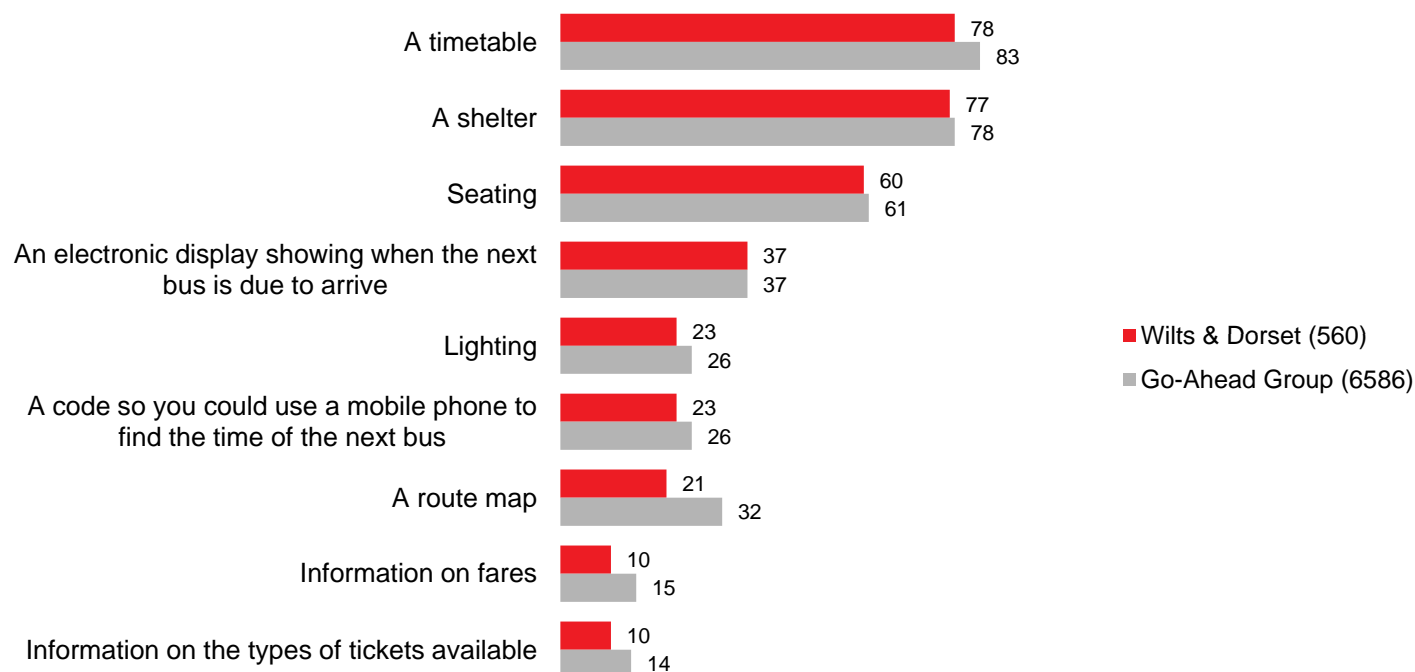
Q16. Overall, how satisfied were you with the bus stop?

Base: All who gave a rating for this question

Bus stop facilities

4. The bus stop

Extent to which bus stop facilities are provided (%)



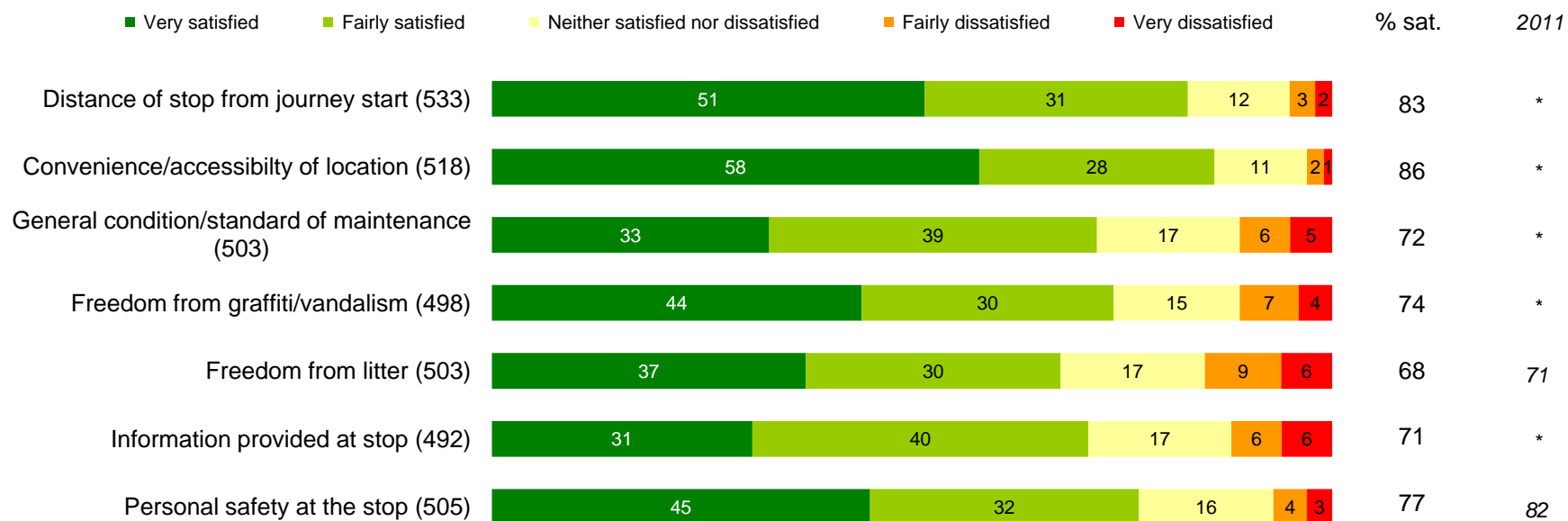
Q14. Which of the following were provided at the stop where you caught this bus?

Base: All survey respondents

At the bus stop

4. The bus stop

Satisfaction with factors associated with the bus stop



Q15. Thinking about the bus stop itself, how satisfied were you with the following?

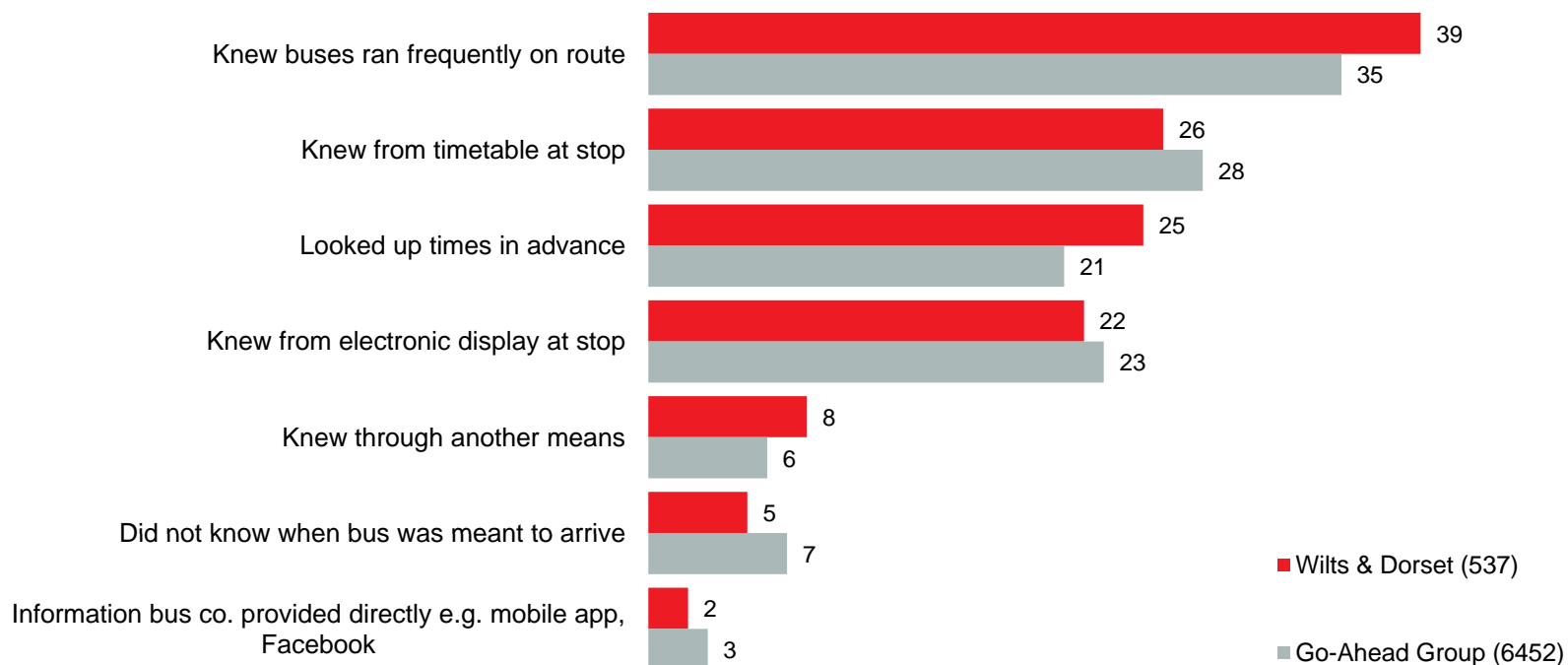
Base: All who gave a rating for this question

*This question not asked in 2011

Waiting for the bus

5. Waiting for the bus

How passengers estimated when the bus would arrive (%)



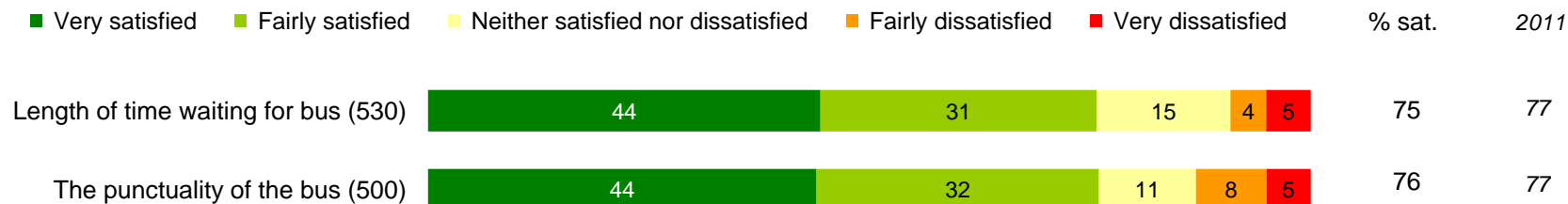
Q18. How did you know when the bus was meant to arrive?

Base: All who answered this question (Note more than one answer permissible)

Waiting for the bus

5. Waiting for the bus

Satisfaction with waiting for the bus



Q22. How satisfied were you with each of the following?

Base: All who gave a rating for this question

Ability to board first bus (%)

	Wilts & Dorset (550)	2011
Yes	96	98

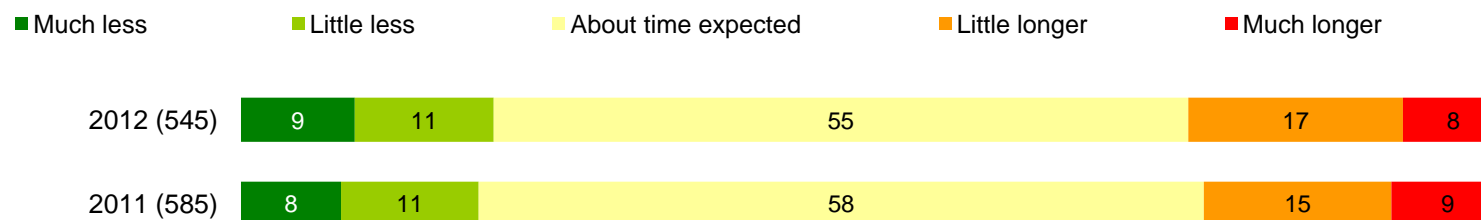
Q21. Were you able to board the first bus you wanted to travel on?

Base: All who answered this question

Waiting for the bus

5. Waiting for the bus

How waiting time for the bus compared with expectation



Q20. Thinking about the time you waited for the bus today, was it....?

Base: All who answered this question

Comparison between passengers' expected & actual waiting times

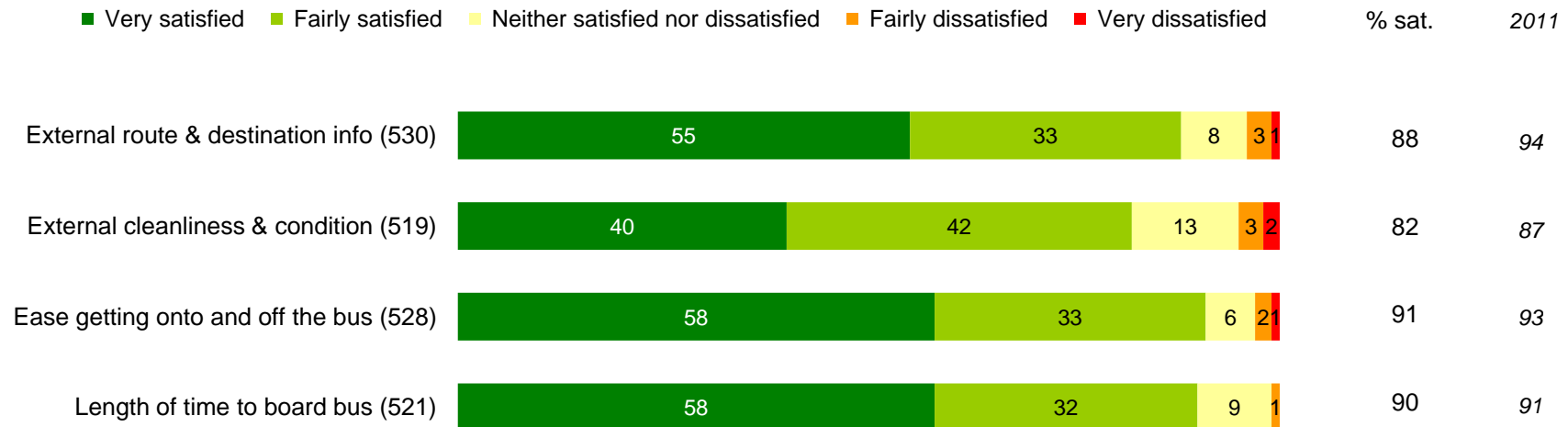
For those expecting to wait 5 mins, their actual times waited were:	Wilts & Dorset (192)	2011 (219)
Less than 5 minutes	20%	20%
5 minutes	46%	47%
6 to 9 minutes	8%	9%
10 minutes	19%	16%
11 to 15 minutes	2%	4%
Over 15 minutes	5%	4%

For those expecting to wait 10 mins, their actual times waited were:	Wilts & Dorset (145)	2011 (145)
5 minutes or less	33%	31%
6 to 9 minutes	3%	5%
10 minutes	48%	44%
11 to 15 minutes	10%	9%
16 to 20 minutes	1%	4%
Over 20 minutes	6%	6%

Q17. How long did you wait for the bus. Q19. How long did you expect to wait for the bus?

* Five and ten minutes were the most commonly mentioned expected waiting times

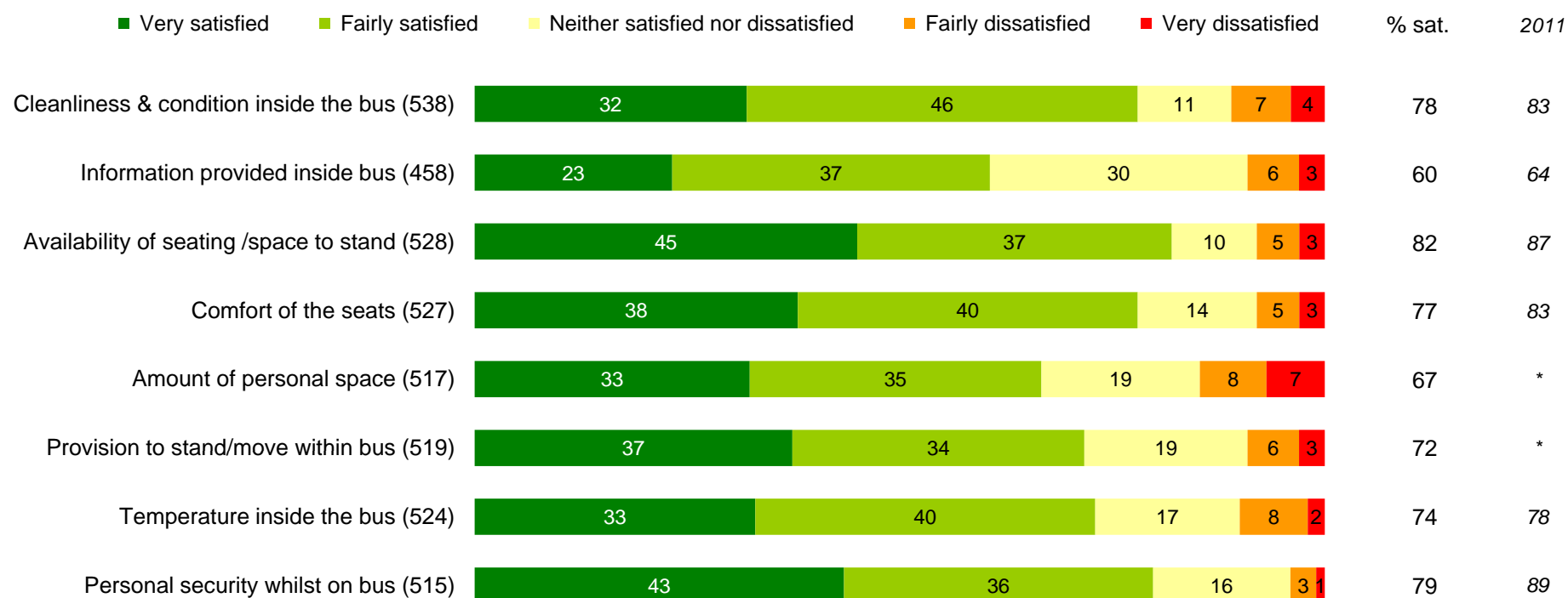
Satisfaction with on-bus factors: part 1



Q23 Thinking about when the bus arrived, please indicate how satisfied you were with each of the following?

Base: All who gave a rating for this question

Satisfaction with on-bus factors: part 2



Q24 Thinking about whilst you were on the bus, please indicate how satisfied you were with each of the following?

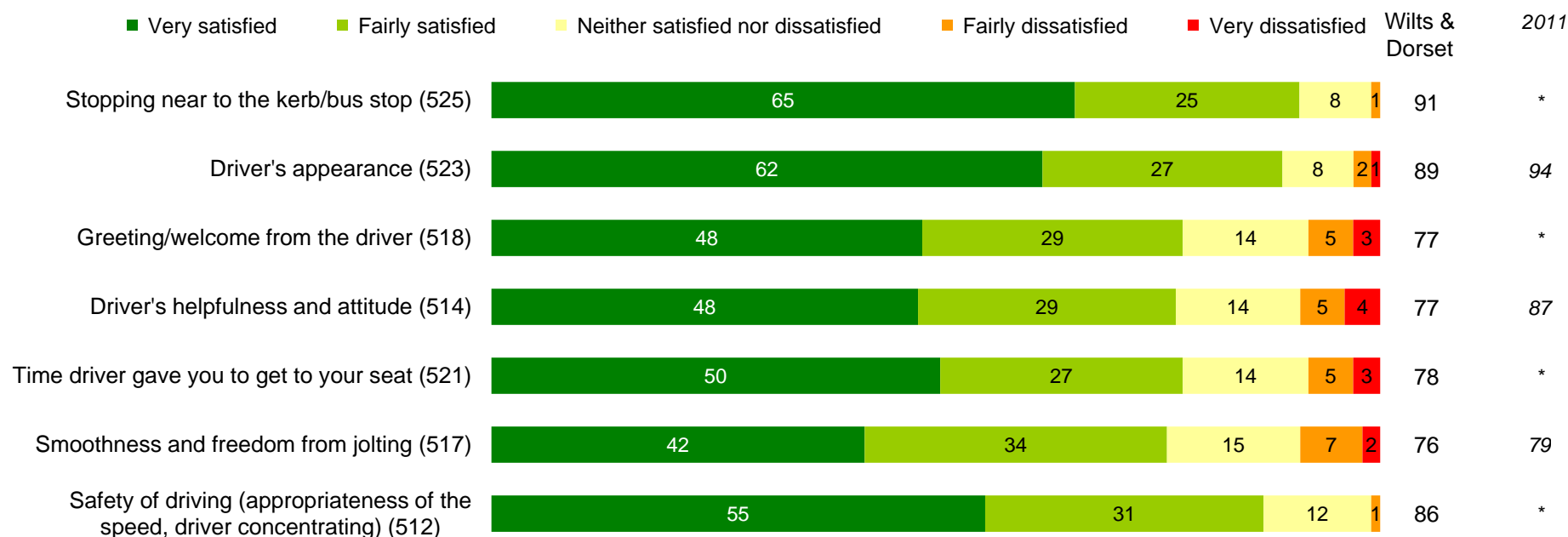
Base: All who gave a rating for this question

*This question not asked in 2011

The bus driver

6. On the bus

Satisfaction with 'bus driver' factors



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

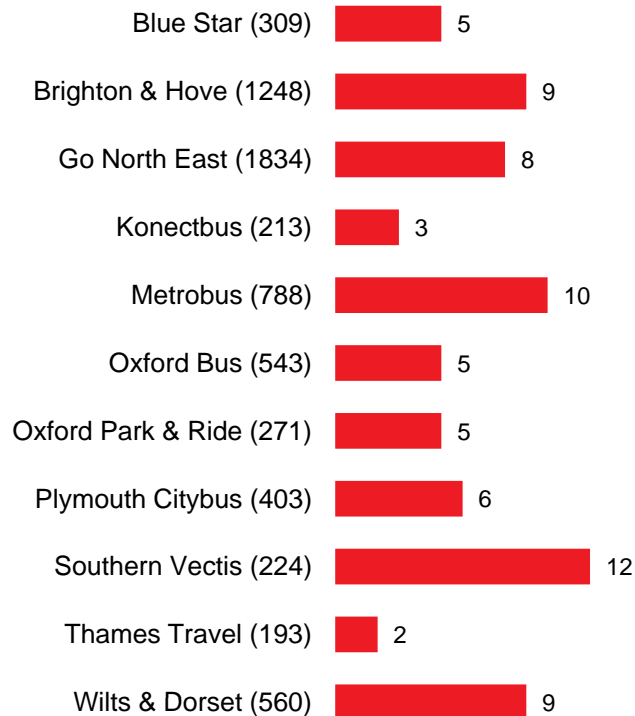
Base: All who gave a rating for this question

*This question not asked in 2011

Anti-social behaviour during journey

6. On the bus

Incidence of concern during the journey caused by behaviour of other passengers (% saying yes)



Q26. Did other passengers' behaviour give you cause to worry or make you feel uncomfortable during your journey?

Base: All survey respondents

Satisfaction with the journey time

6. On the bus

Satisfaction with journey time on the bus

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



Q29. How satisfied were you with the length of time your journey on the bus took?

Base: All who gave a rating for this question

Comparison between passengers' expected & actual on-bus journey times

Actual journey times	Up to 15 min expected			Over 15 min expected	
	Wilts & D (251)	GA total (3266)		Wilts & D. (285)	GA total (3061)
More than 10 min shorter				1%	1%
6 to 10 min shorter	1%	0%		4%	3%
1 to 5 min shorter	6%	6%		7%	8%
As expected	72%	80%		77%	71%
1 to 5 min longer	12%	9%		6%	9%
6 - 10 min longer	8%	3%		2%	5%
More than 10 min longer	2%	1%		3%	3%

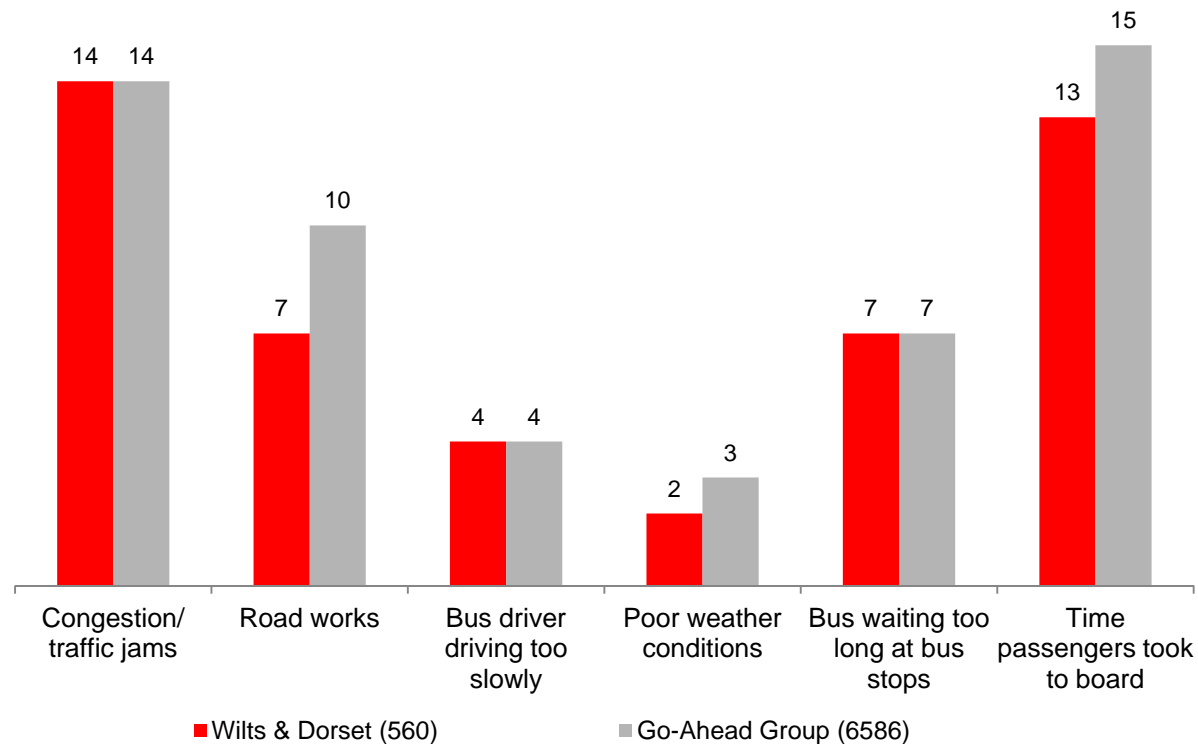
Q27. How long was your journey on this bus? Q28. How long did you expect your journey on the bus to take?

Factors affecting the journey length

6. On the bus

Factors affecting journey length

% saying yes – note more than one answer permissible



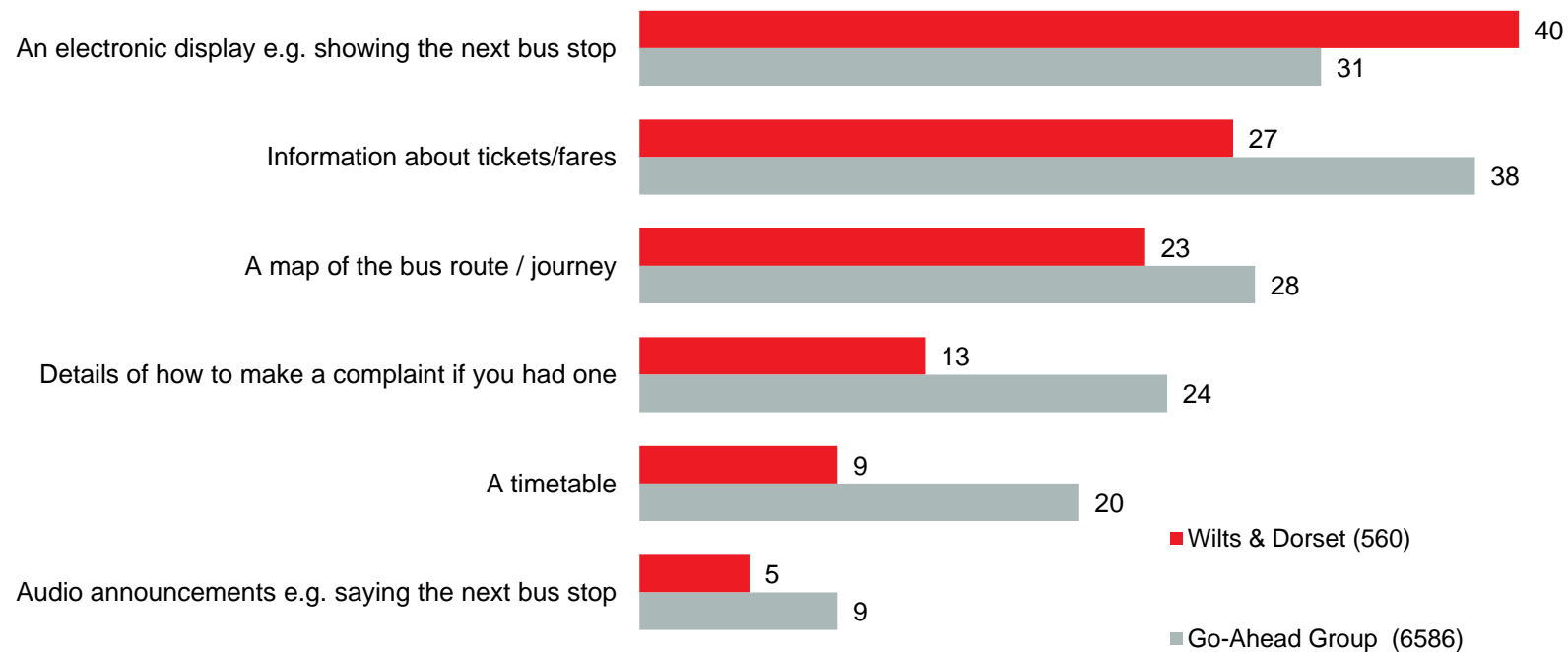
Q30. Was the length of your journey affected by any of the following?

Base: All survey respondents

Availability of information inside the bus

6. On the bus

Presence of information inside the bus (% saying yes)



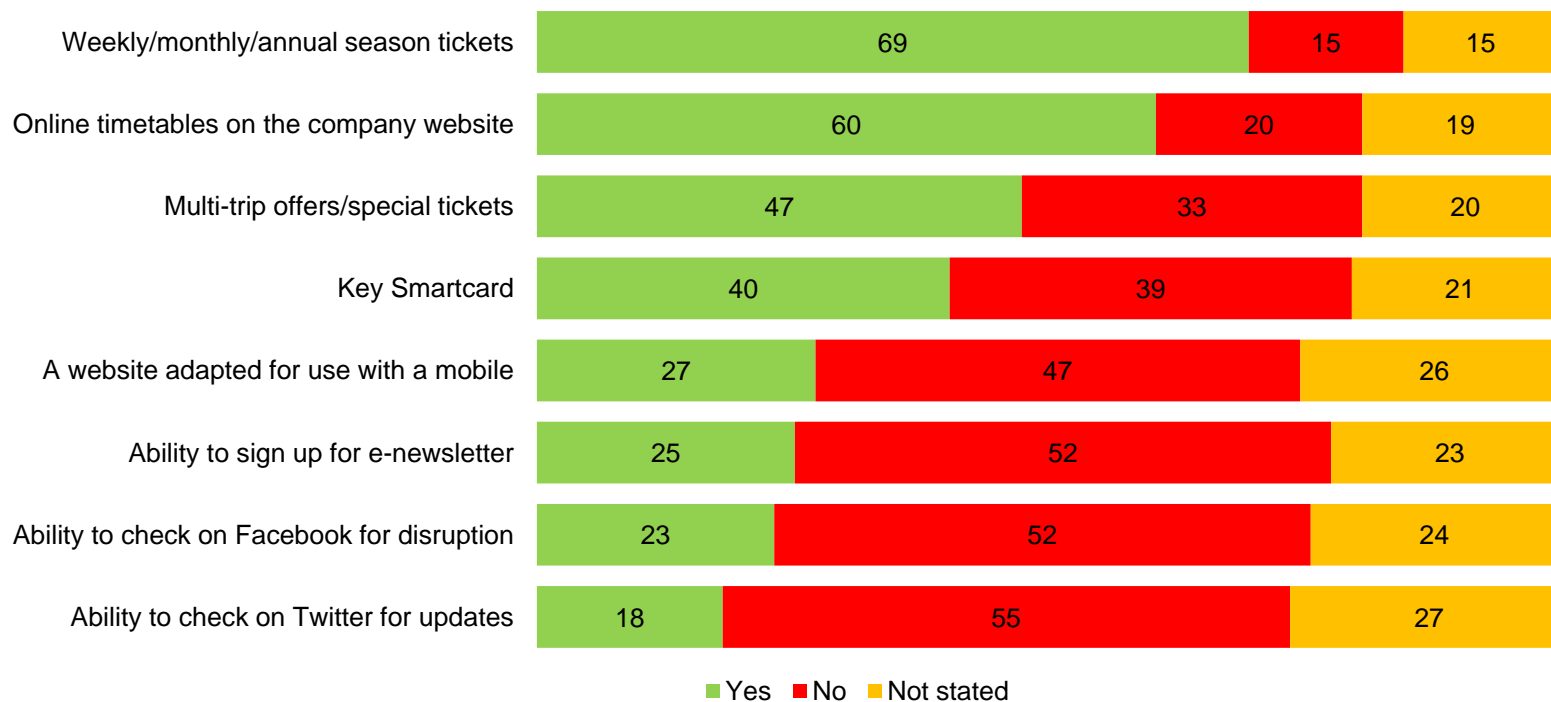
Q31. Were any of these items of information present on the bus...?

Base: All survey respondents

Awareness of facilities available

7. Miscellaneous

Awareness of facilities available from the bus company



Q37. Are you aware of the following being available from the bus company you travelled with today?

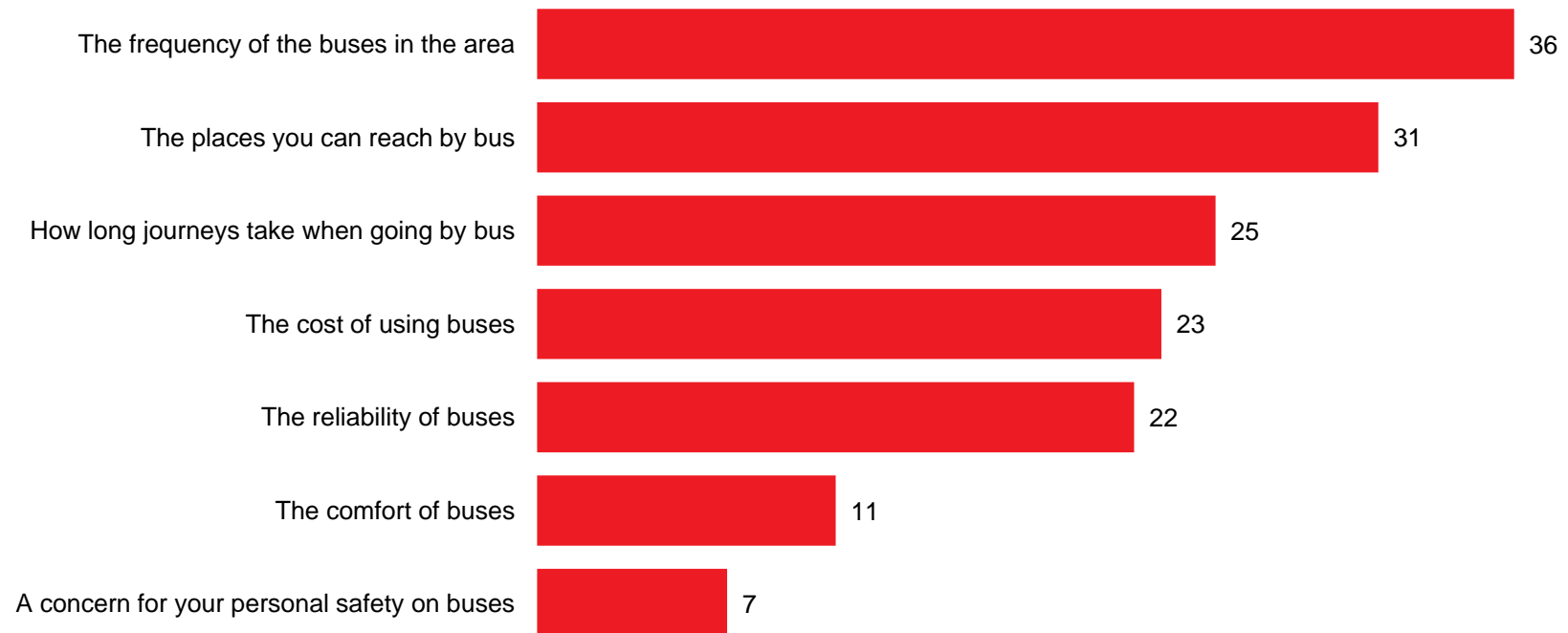
Base: All survey respondents (560)

Factors preventing more bus journeys being made

7. Miscellaneous

Factors frequently stopping bus journeys being made

% saying yes to each stated reason (i.e. it has 'frequently stopped them making journeys by bus')



Q39. Have any of the following frequently stopped you making journeys by bus?

Base: All survey respondents (560)

Appendix 1 – Questionnaire (1)

Appendices



Passengerfocus
putting passengers first

+
+

Bus Passenger Survey

Passenger Focus is the official, independent consumer organisation that represents bus passengers across England (except London).

To help us represent the views of passengers in your local area we would appreciate a little of your time to complete this questionnaire. Bus companies, local authorities and Government pay close attention to the survey's results and the survey provides the evidence for us to seek improvements on your behalf.

You can see our previous Bus Passenger Surveys as well as our work in general at www.passengerfocus.org.uk

Please fill in the questionnaire after you have completed your bus journey.
Please tick only one box per question, unless that question requests otherwise.
After completing the questionnaire, please return it using 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 or free journey

Elderly person's pass ☐

Disabled person's pass ☐

Complimentary/free ticket ☐

Single / return tickets

Standard single ticket ☐

Standard return ticket ☐

A single deducted from a multi-ticket/carnet ☐

Reduced single / return ticket ☐

Other ☐

A day pass

Valid for that bus company only ☐

Valid across bus companies ☐

Valid on bus and other modes of transport ☐

A pass/season ticket for a longer period (e.g. weekly, monthly)

Valid for that bus company only ☐

Valid across bus companies ☐

Valid on bus and other modes of transport ☐

Q4 How did you buy that ticket or pass?

From the driver today ☐

From a driver before today ☐

Direct from the bus company (website/phone) ☐

From a travel centre/bus station/booking office ☐

You had a free pass ☐

From a local shop or post office ☐

From a machine at the bus stop ☐

Direct debit through work/college ☐

Other ☐

+
+

1

Q5 In what format was your ticket?

A standard paper ticket/pass ☐

+ A photo card ticket/pass you showed the driver ☐

A plastic card you touched onto the fare machine ☐

A ticket sent to your mobile you showed the driver ☐

Other format ☐

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

Information at the bus stop ☐

Phoned bus company ☐

Direct from bus company website ☐

Mobile app ☐

Asked the bus company a question through Facebook /Twitter ☐

Already knew from a previous journey ☐

Did not use any information sources ☐

Visited a travel shop ☐

Phoned local council ☐

Local Council website ☐

Used Traveline (phone or website) ☐

Other ☐

Q7 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 ☐

Q8 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 ☐

Q9 What was the main reason you chose to take the bus for this journey?
(Please tick one box only)

Cheaper than the car ☐ Cheaper/more convenient than other transport ☐

More convenient than the car (e.g. parking) ☐ Preferred bus to walking/cycling ☐

Other reason ☐

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

Q10 Did you use any other form of transport as part of this journey today?
(Please do not count walking as a form of transport)

Yes ☐

No ☐

+
2

Appendix 1 – Questionnaire (2)

Appendices

Q11 What was the weather like when you made your journey, was it?

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

Q12 Please tell us whether your bus journey was.

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

Q13 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 ☐ None of the above ☐

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

Q14 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..... ☐
 Information on the types of tickets available..... ☐
 A route map ☐
 Lighting ☐
 A code so you could use a mobile phone to find the time of the next bus..... ☐

Q15 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
Distance the bus stop was from your journey start point e.g. home, work, shops.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How convenient/accessible was its location within that road/street.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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"/>
The information provided at the stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your personal safety whilst at the bus stop.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

+

3

Q16 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

Q17 How long did you wait for your bus?

(Please write in the time in minutes)

Q18 How did you know when the bus was meant to arrive?

Looked up the times in advance..... ☐
 From the timetable at the stop ☐
 From the electronic display at the stop ☐
 From information the bus company provided directly e.g. mobile app, Facebook..... ☐
 Knew the buses ran frequently on this route ☐
 Knew through another means..... ☐
 Did not know when the bus was meant to arrive ☐

Q19 How long did you expect to wait for the bus?

(Please write in the time in minutes)

Q20 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 ☐

Q21 Were you able to board the first bus you wanted to travel on?

Yes..... ☐
 No ☐

Q22 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"/>

+

+

4

Appendix 1 – Questionnaire (3)

Appendices

Section 4: On the bus

Q23 Thinking about when the bus arrived, please indicate how satisfied you were with the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/not 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"/>

Q24 Thinking about whilst you were on the bus, please indicate how satisfied you were with the following:

	Very satisfied	Fairly satisfied	Neither satisfied nor dissatisfied	Fairly dissatisfied	Very dissatisfied	Don't know/not opinion
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"/>
The amount of personal space you had around you	<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"/>

Q25 Did you get a seat on the bus?

Yes - for all of the journey ☐ No - but you were happy to stand ☐

Yes - for part of the journey ☐ No - but you would have liked a seat ☐

Q26 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	<input type="checkbox"/>	Feet on seats	<input type="checkbox"/>
Passengers taking/under the influence of drugs	<input type="checkbox"/>	Music being played loudly	<input type="checkbox"/>
Abusive or threatening behaviour	<input type="checkbox"/>	Smoking	<input type="checkbox"/>
Rowdy behaviour	<input type="checkbox"/>	Graffiti or vandalism	<input type="checkbox"/>
Other	<input type="checkbox"/>		<input type="checkbox"/>

Q27 How long was your journey on this bus?

(Please write in the time in minutes)

Q28 How long did you expect your journey on the bus to take?

(Please write in the time in minutes)

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Q29 How satisfied were you with the length of time your journey on the bus took?

Very satisfied ☐

Fairly satisfied ☐

Neither satisfied nor dissatisfied ☐

Fairly dissatisfied ☐

Very dissatisfied ☐

Don't know/No opinion ☐

Q30 Was the length of time your journey took affected by any of the following? (Please tick all that apply)

Congestion/traffic jams	<input type="checkbox"/>	The bus waiting too long at stops	<input type="checkbox"/>
Road works	<input type="checkbox"/>	Time it took passengers to board/pay for tickets	<input type="checkbox"/>
The bus driver driving too slowly	<input type="checkbox"/>	None of the above	<input type="checkbox"/>
Poor weather conditions	<input type="checkbox"/>		

Q31 Were any of these items of information present on the bus?

	Yes	No
A map of the bus route/journey times	<input type="checkbox"/>	<input type="checkbox"/>
Audio announcements e.g. saying the next bus stop	<input type="checkbox"/>	<input type="checkbox"/>
An electronic display e.g. showing the next bus stop	<input type="checkbox"/>	<input type="checkbox"/>
Information about tickets / fares	<input type="checkbox"/>	<input type="checkbox"/>
A timetable	<input type="checkbox"/>	<input type="checkbox"/>
Details of how to make a complaint, if you had one	<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 your 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 (i.e. appropriateness of speed, driver concentrating)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 ☐

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Appendix 1 – Questionnaire (4)

Appendices

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

Section 6: Your opinion on buses generally

Q37 Are you aware of the following being available from the bus company you travelled with today? +

- | | Yes | No |
|---|--------------------------|--------------------------|
| Their Key Smartcard | <input type="checkbox"/> | <input type="checkbox"/> |
| Weekly, monthly and annual season tickets..... | <input type="checkbox"/> | <input type="checkbox"/> |
| Multi-trip offers/special tickets | <input type="checkbox"/> | <input type="checkbox"/> |
| The ability to sign up on the websites for e-newsletters..... | <input type="checkbox"/> | <input type="checkbox"/> |
| The ability to check on Facebook for disruption | <input type="checkbox"/> | <input type="checkbox"/> |
| The ability to check on Twitter for updates | <input type="checkbox"/> | <input type="checkbox"/> |
| Online timetables on the company website..... | <input type="checkbox"/> | <input type="checkbox"/> |
| A website adapted for use with a mobile (mobile website)..... | <input type="checkbox"/> | <input type="checkbox"/> |

Q38 How often do you typically travel by bus? (Please tick the closest to your frequency of bus use) +

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

Q39 Have any of the following frequently stopped you making journeys by bus? (Please tick all that apply) +

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

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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 ☐ 55 - 59 ☐
19 - 25 ☐ 60 - 64 ☐
26 - 34 ☐ 65 - 69 ☐
35 - 44 ☐ 70 - 79 ☐
45 - 54 ☐ 80+ ☐

Q42 Are you...?
Working full time (30+ hours) ☐ Retired ☐
Working part time (under 30 hours) ☐ Full time student ☐
Not working - seeking work..... ☐ Other ☐

Q43 Do you have a disability or long-term illness related to the following? (Tick all that apply)
Yes - Mobility ☐ Yes - Speech impairment..... ☐
Yes - Wheelchair use ☐ Yes - Learning difficulties ☐
Yes - Hearing ☐ Yes - Other..... ☐
Yes - Eyesight ☐ No: None..... ☐

Q44 Which of the following best describes your ethnic background?
White ☐ Chinese..... ☐
Mixed..... ☐ Asian or Asian British..... ☐
Black or Black British ☐ Other ethnic group ☐

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 of your home post code.

First half e.g. B12 or CV11

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

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Appendix 2 – Bus routes sampled for Wilts & Dorset

Shown below are the list of shifts undertaken

Route	OperatorName	Weekday	Weekend
1	Wilts & Dorset	1	
2	Wilts & Dorset	2	
3	Wilts & Dorset	3	
5	Wilts & Dorset	1	
6	Wilts & Dorset		1
9	Wilts & Dorset	2	
8	Wilts & Dorset	2	
13	Wilts & Dorset		1
15	Wilts & Dorset	1	
16	Wilts & Dorset	1	1
40	Wilts & Dorset		1
52	Wilts & Dorset		1
152	Damory Coaches	1	
M1	Wilts & Dorset	3	1
M2	Wilts & Dorset	3	2
R2	Wilts & Dorset	1	
R1	Wilts & Dorset	4	
R5	Wilts & Dorset	1	
X3	Wilts & Dorset	1	
X7	Wilts & Dorset	1	