

## Bus Passenger Survey on Go-Ahead's bus passenger outside the London area

Results for:

**Brighton & Hove Bus**

September 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)

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# Outline of methodology

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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 Brighton & Hove 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 Brighton & Hove Bus's services was sourced from ITO World, which collects and makes available the bus journey data shown by Traveline. Every timetabled journey for every Brighton & Hove Bus 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  $n^{\text{th}}$  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.

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**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

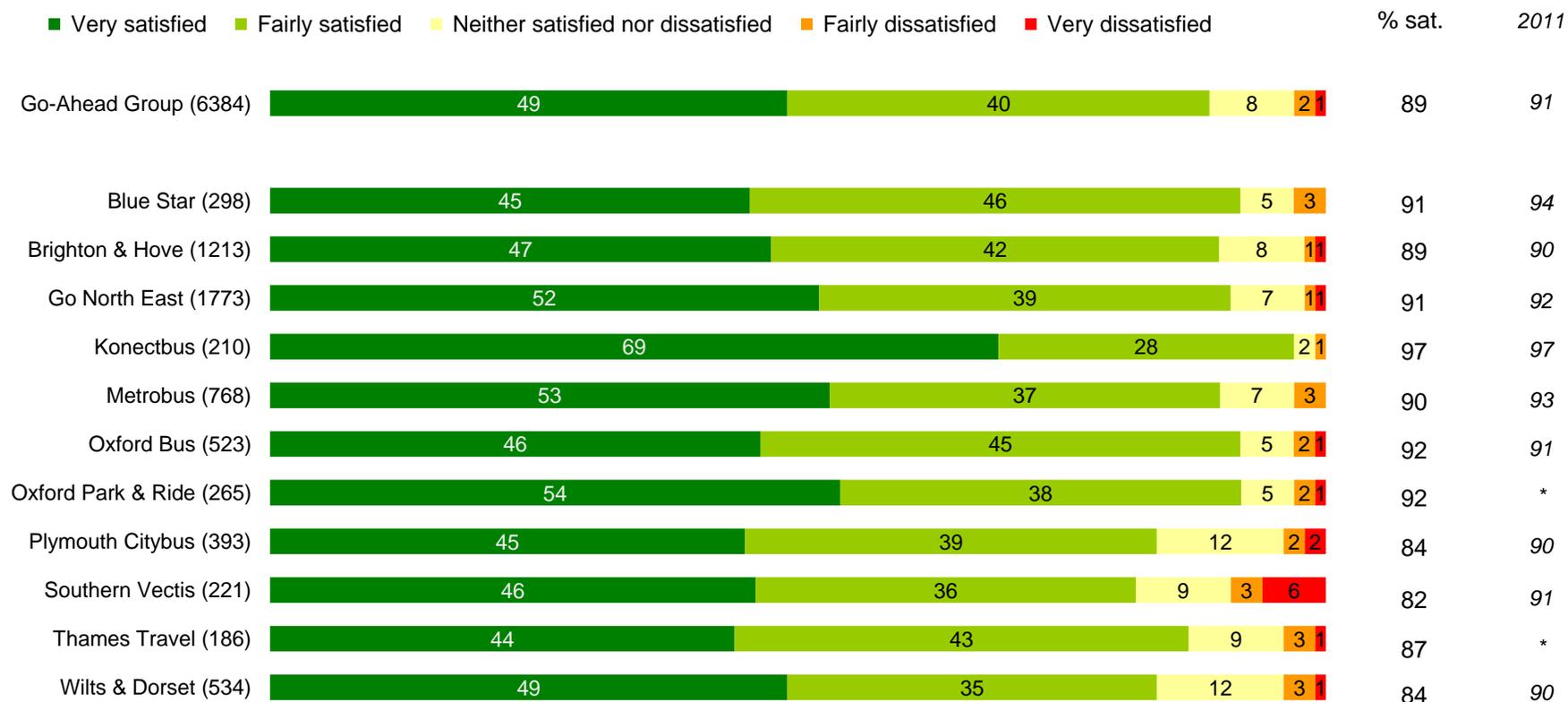
	Brighton & Hove (1248)	Go-Ahead Group (6586)
	%	%
<b>Gender</b>		
Male	41	37
Female	56	59
Not stated	3	3
<b>Age</b>		
16-34	45	39
35-59	28	30
60+	25	29
Not stated	1	2
<b>Having a disability</b>		
Yes	16	20
No	80	76
Not stated	4	4

	Brighton & Hove (1248)	Go-Ahead Group (6586)
	%	%
<b>Time of journey*</b>		
Peak traffic hours	30	29
Out of peak traffic hours	68	69
Not stated	3	3
<b>Basis of travel</b>		
Fare paying passenger	69	35
Free pass holder	31	65
Not stated		
<b>Access to private transport</b>		
Easy	28	29
Moderate	34	34
Limited/none	34	33
Not stated	4	4

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

# Overall satisfaction

## Overall satisfaction with bus journey



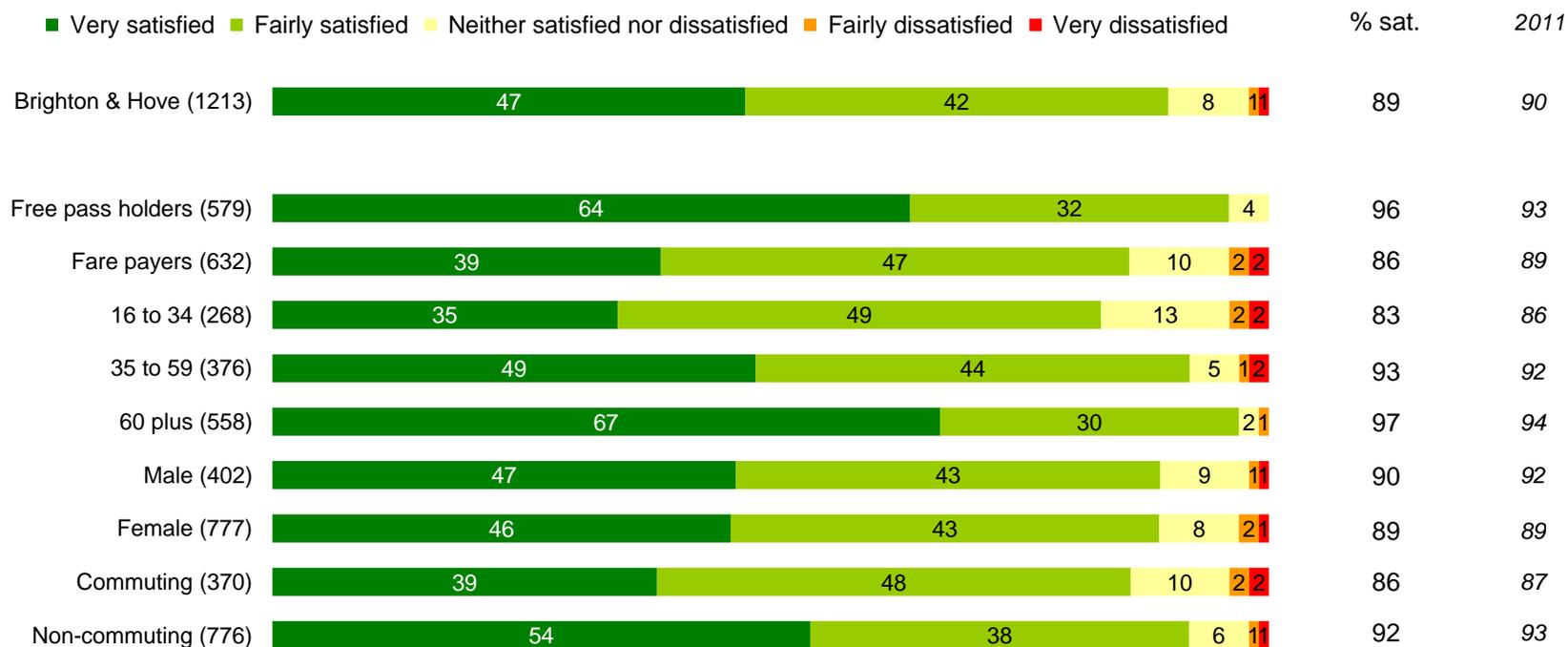
Q33. Overall, taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today?

Base: All who gave a rating for this question

\*This area not surveyed in 2011

# Overall satisfaction

## Overall satisfaction with bus journey by key passenger groups



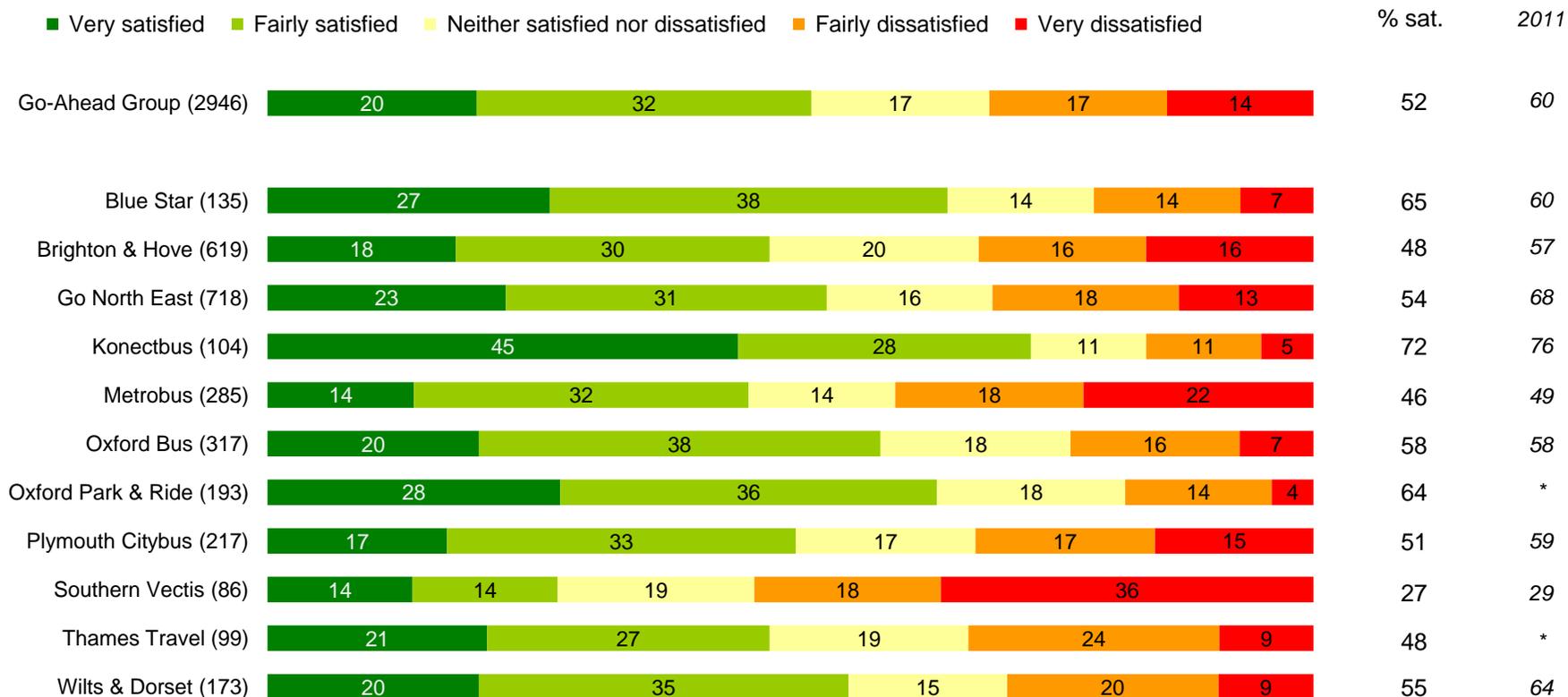
Q33. Overall, taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today?

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?

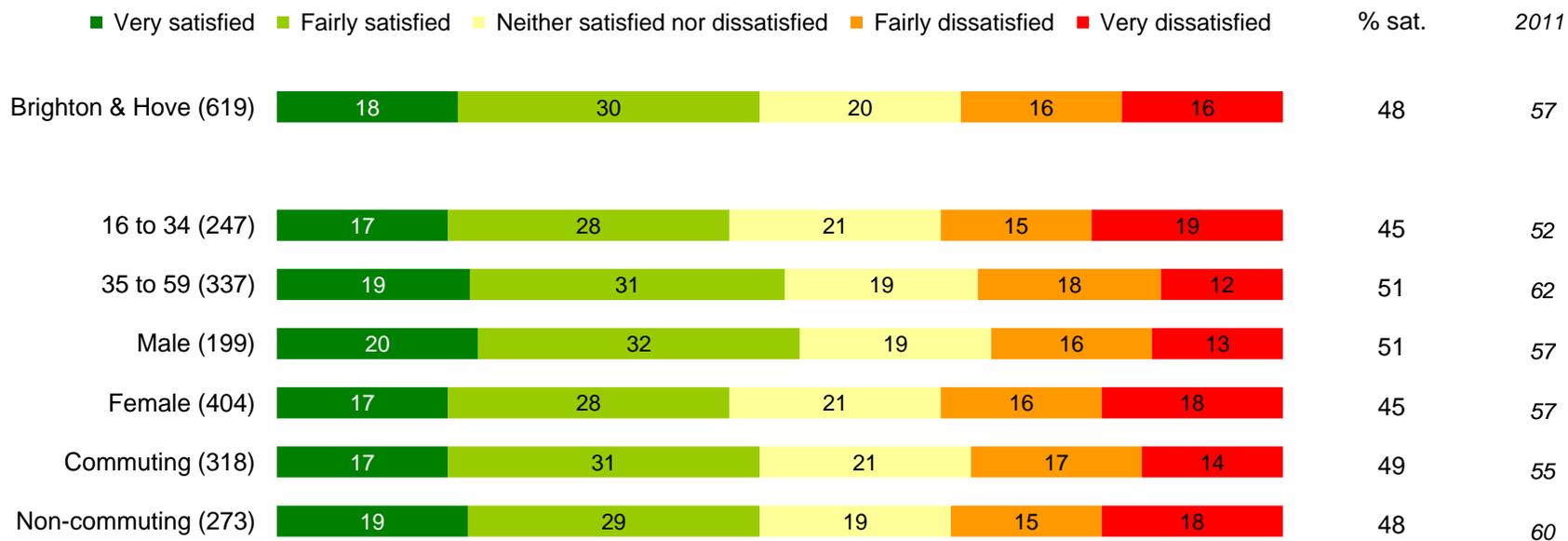
Base: All fare paying passengers who gave a rating for this question

\*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)*



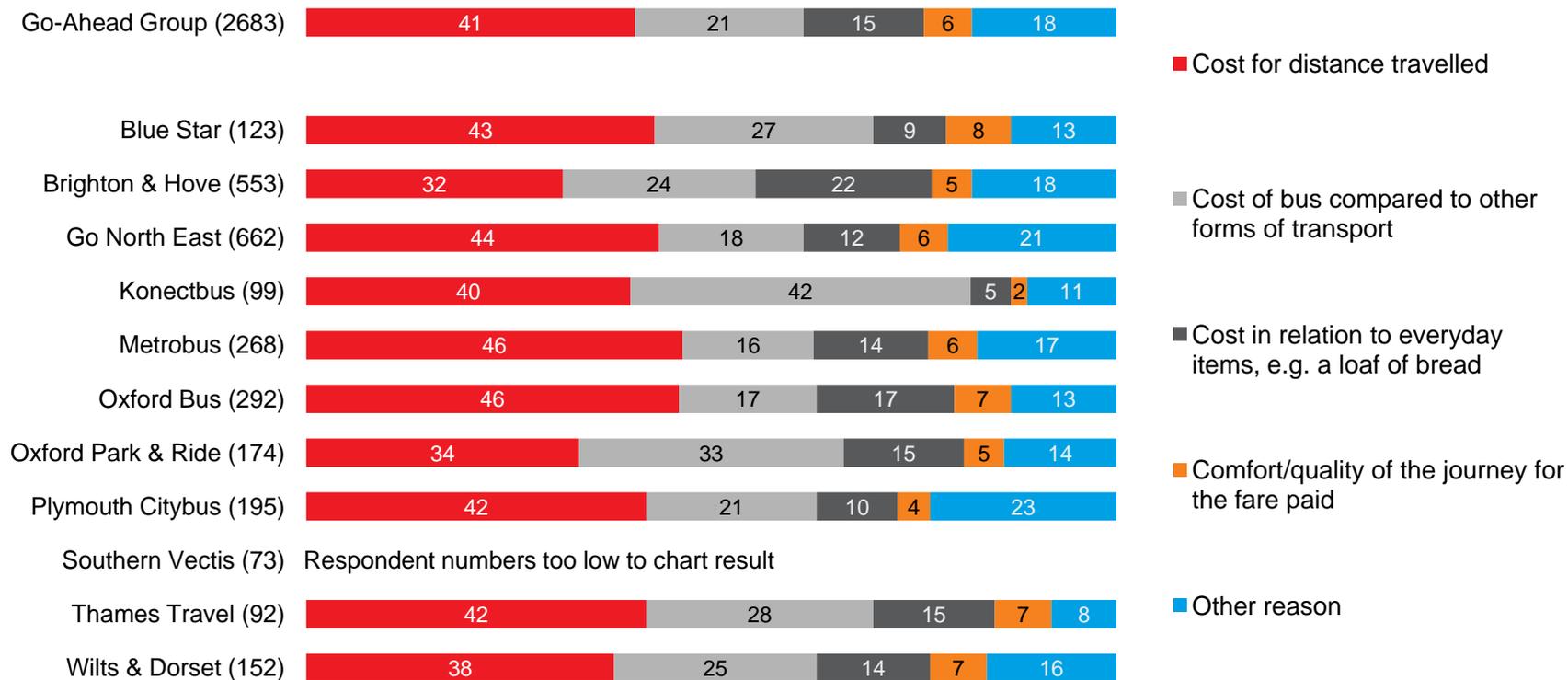
Q35. How satisfied were you with the value for money of your journey?

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)

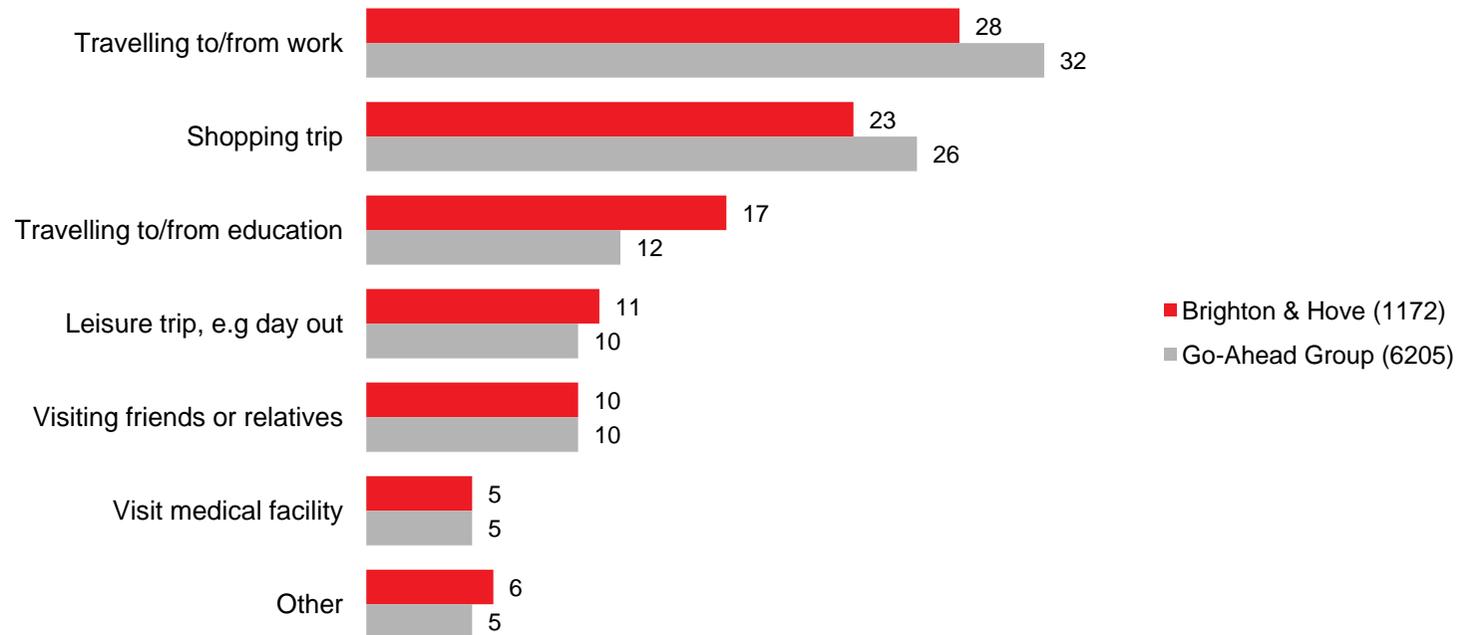


Q36. What had the biggest influence on the 'value for money' rating you gave in the previous question?

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

# Journey purpose

## Stated journey purpose (%)

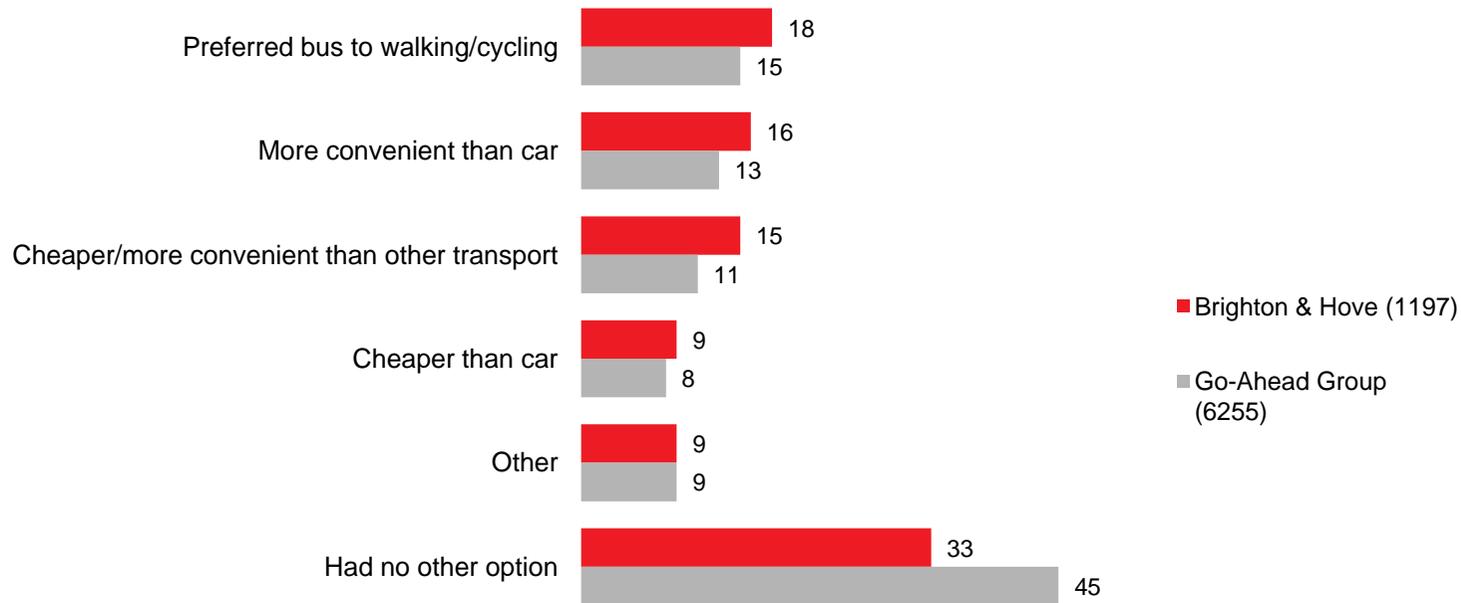


Q7. What is the main purpose of your bus journey today?

Base: All who answered this question

# Main reason for choosing the bus

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

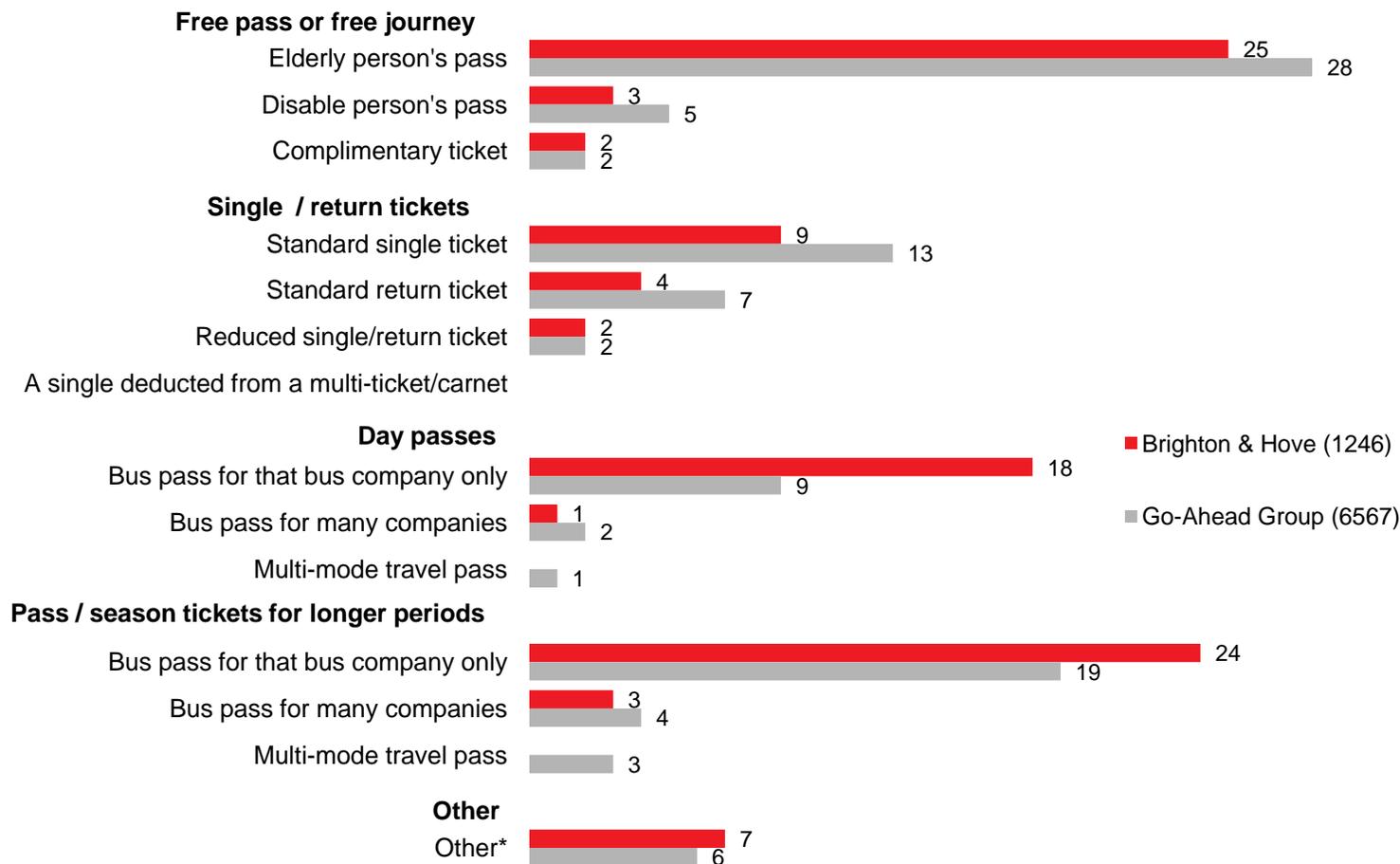


Q9. What was the main reason you chose to take the bus for this journey?

Base: All who answered this question

# Ticket used for journey

## Ticket used for the journey (%)



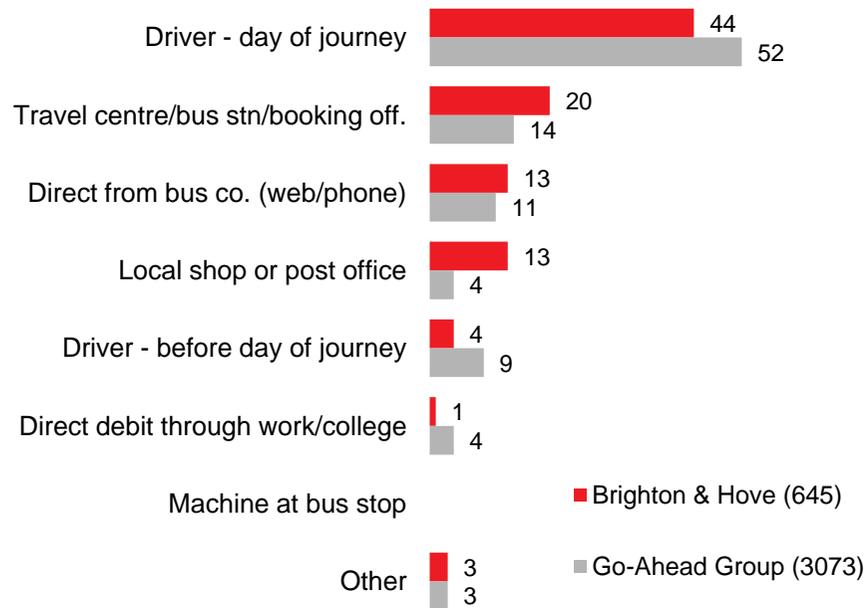
Q3. What type of ticket did you use for this journey?

Base: All who answered this question

\* Includes those who ticked more than one paid ticket type

# Method of buying ticket

## Method of buying ticket (% using that method)



## Ticket format

A standard paper ticket /pass	66
A photo card ticket /pass you showed the driver	16
A plastic card you touched onto the fare machine	15
A ticket sent to your mobile you showed the driver	0
Other format	2

Q4. How did you buy that ticket or pass?

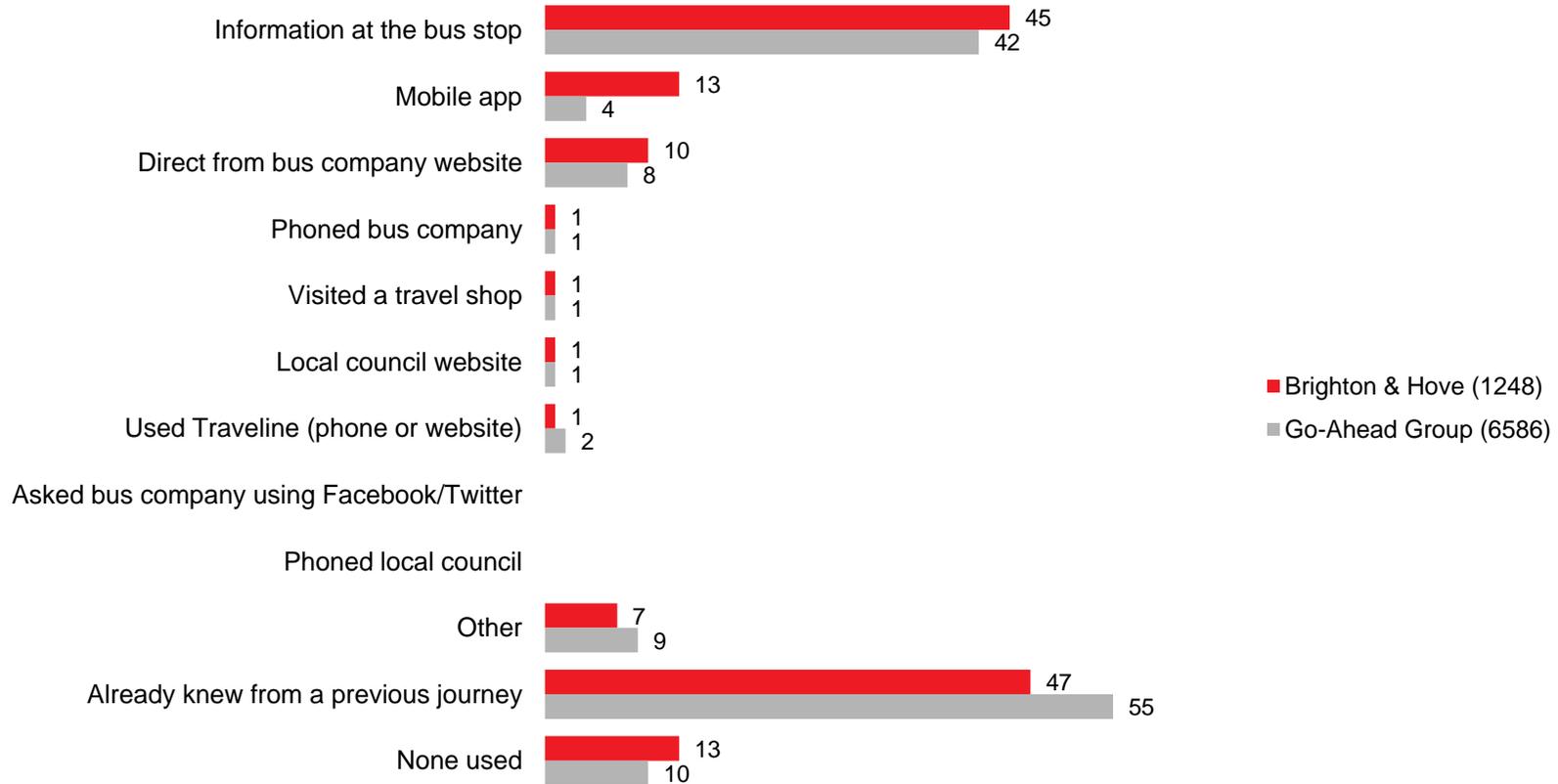
Base: all fare-paying passengers

Q5. In what format was your ticket?

Base: all fare-paying passengers

# Planning the journey

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

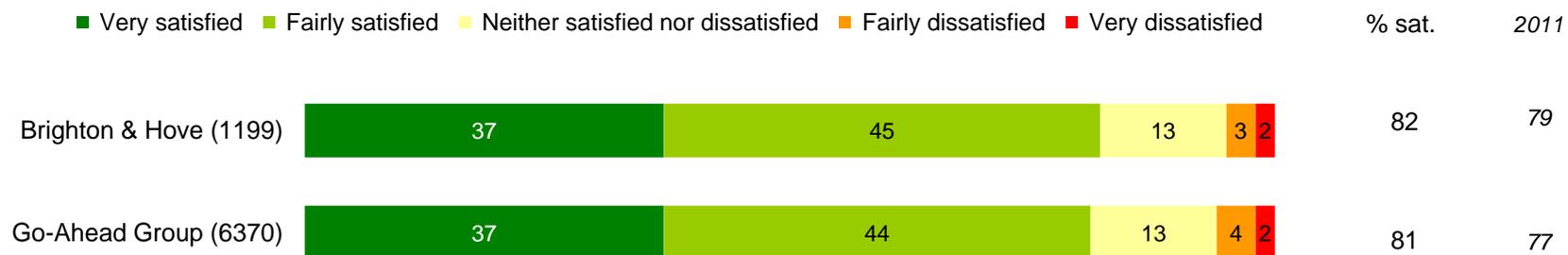


Q6. What information sources did you use to help plan your journey today? (please tick all that apply)

Base: All survey respondents

# Overall rating of bus stop

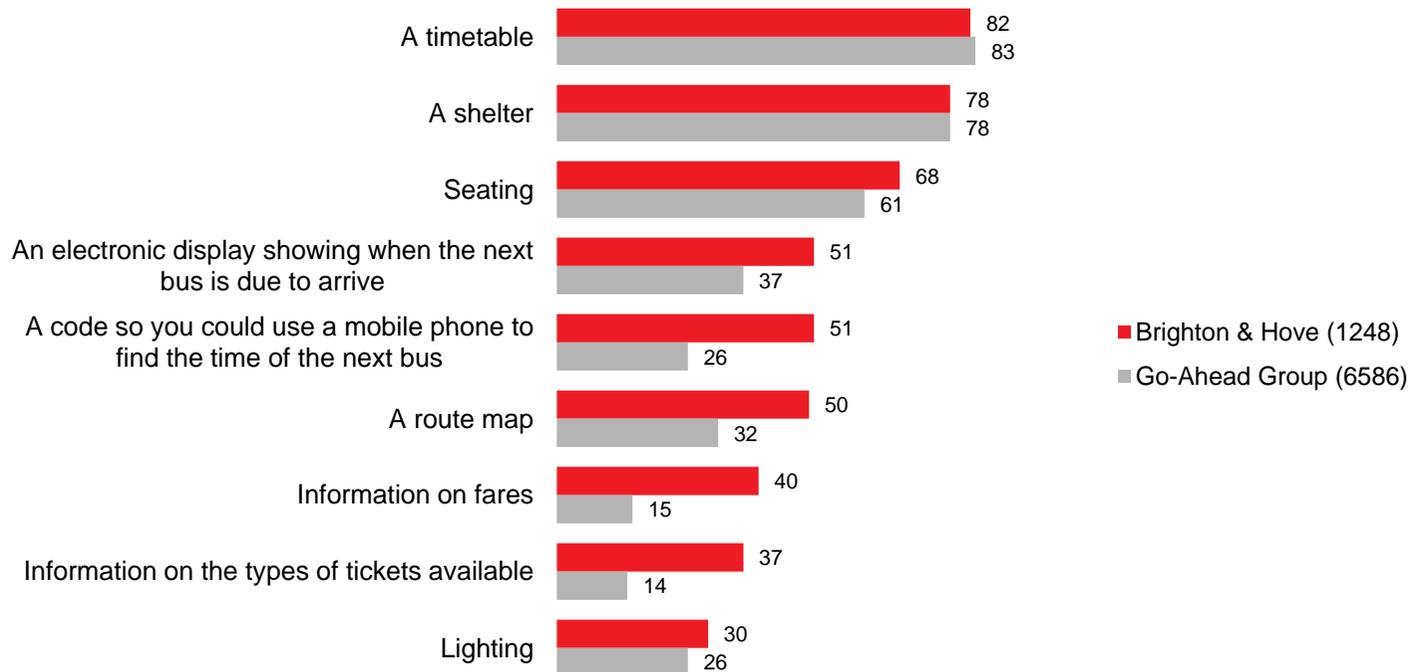
## Overall satisfaction with the facilities at the bus stop



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

Base: All who gave a rating for this question

Extent to which bus stop facilities are provided (%)



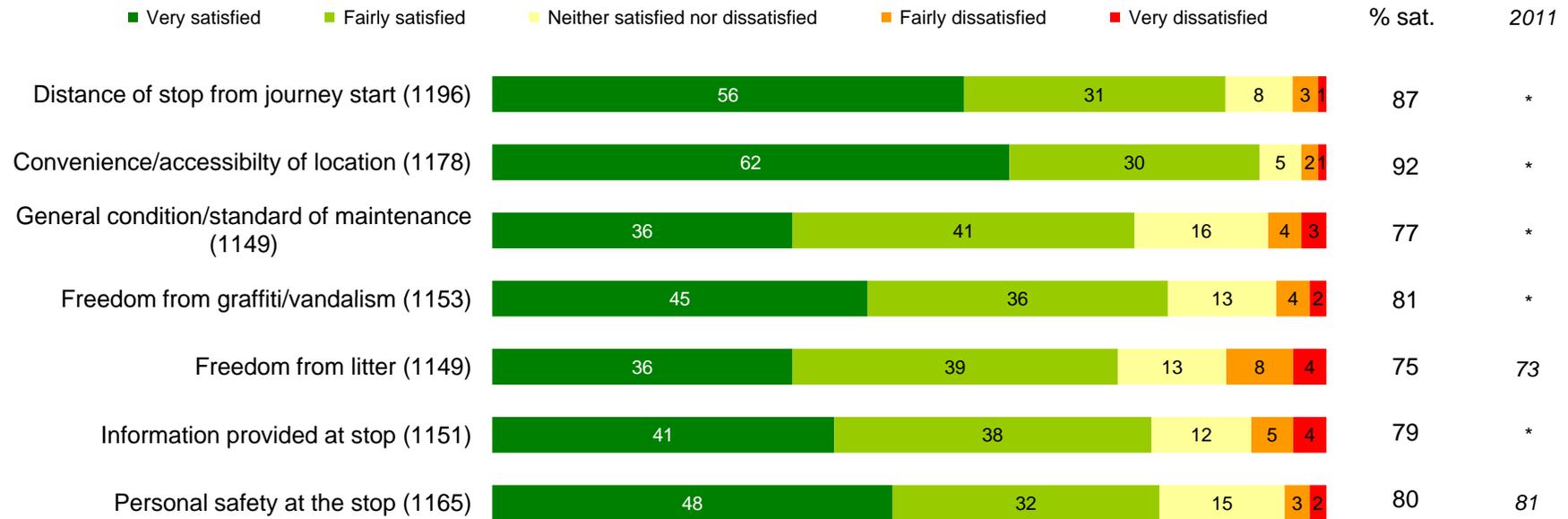
Q14. Which of the following were provided at the stop where you caught this bus?

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?

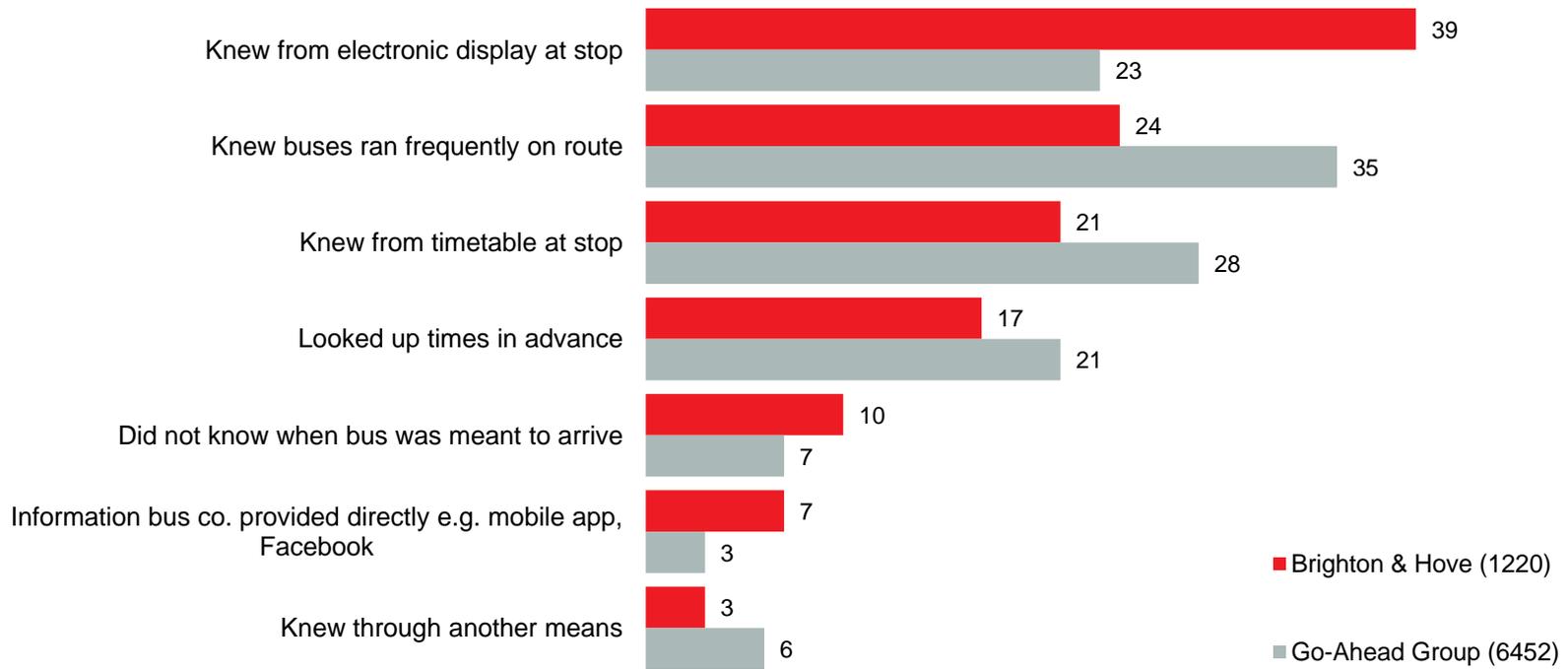
Base: All who gave a rating for this question

\*This question not asked in 2011

# Waiting for the bus

## 5. Waiting for the bus

### How passengers estimated when the bus would arrive (%)

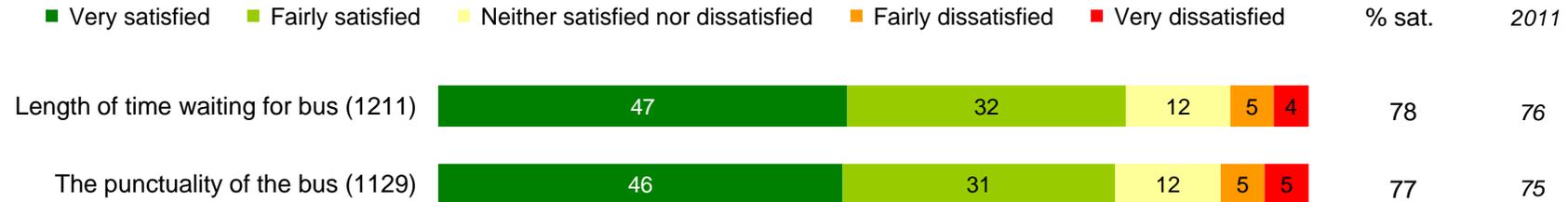


Q18. How did you know when the bus was meant to arrive?

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

# Waiting for the bus

## 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 (%)

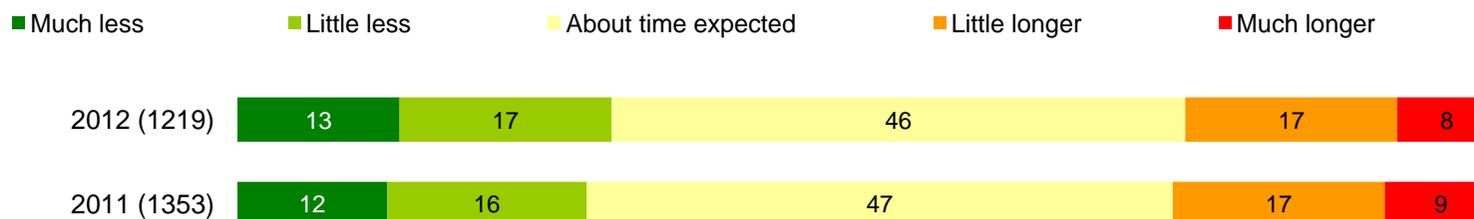
	Brighton & Hove (1228)	2011
Yes	95	95

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

Base: All who answered this question

# 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

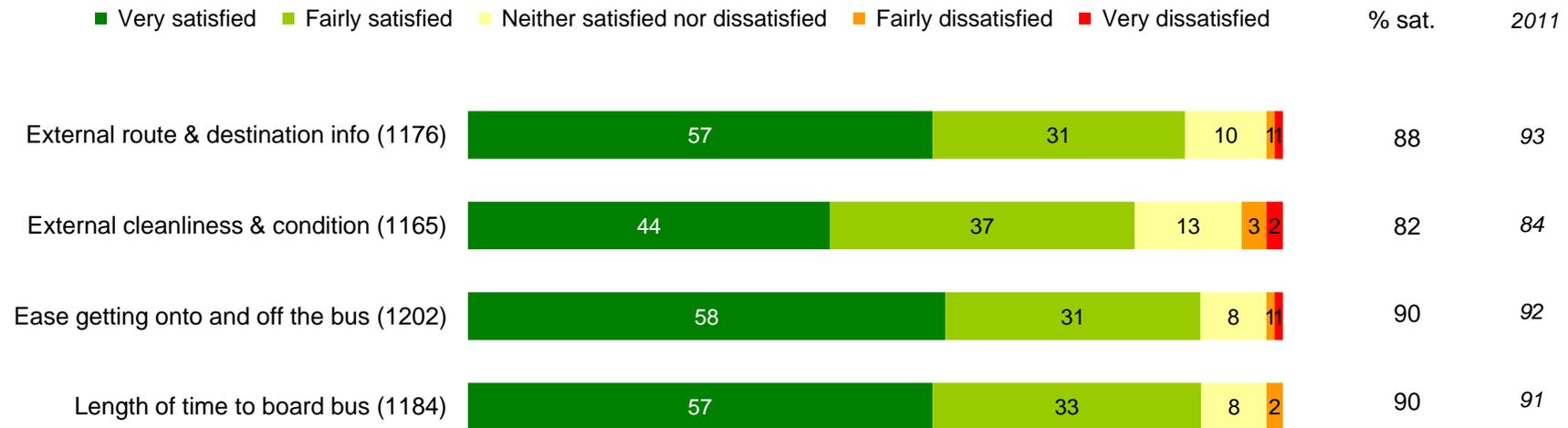
For those expecting to wait 5 mins, their actual times waited were:	Brighton & Hove (367)	2011 (486)
Less than 5 minutes	36%	38%
5 minutes	34%	36%
6 to 9 minutes	11%	10%
10 minutes	10%	9%
11 to 15 minutes	5%	3%
Over 15 minutes	4%	4%

For those expecting to wait 10 mins, their actual times waited were:	Brighton & Hove (335)	2011 (311)
5 minutes or less	44%	40%
6 to 9 minutes	16%	11%
10 minutes	25%	28%
11 to 15 minutes	6%	12%
16 to 20 minutes	5%	7%
Over 20 minutes	4%	4%

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

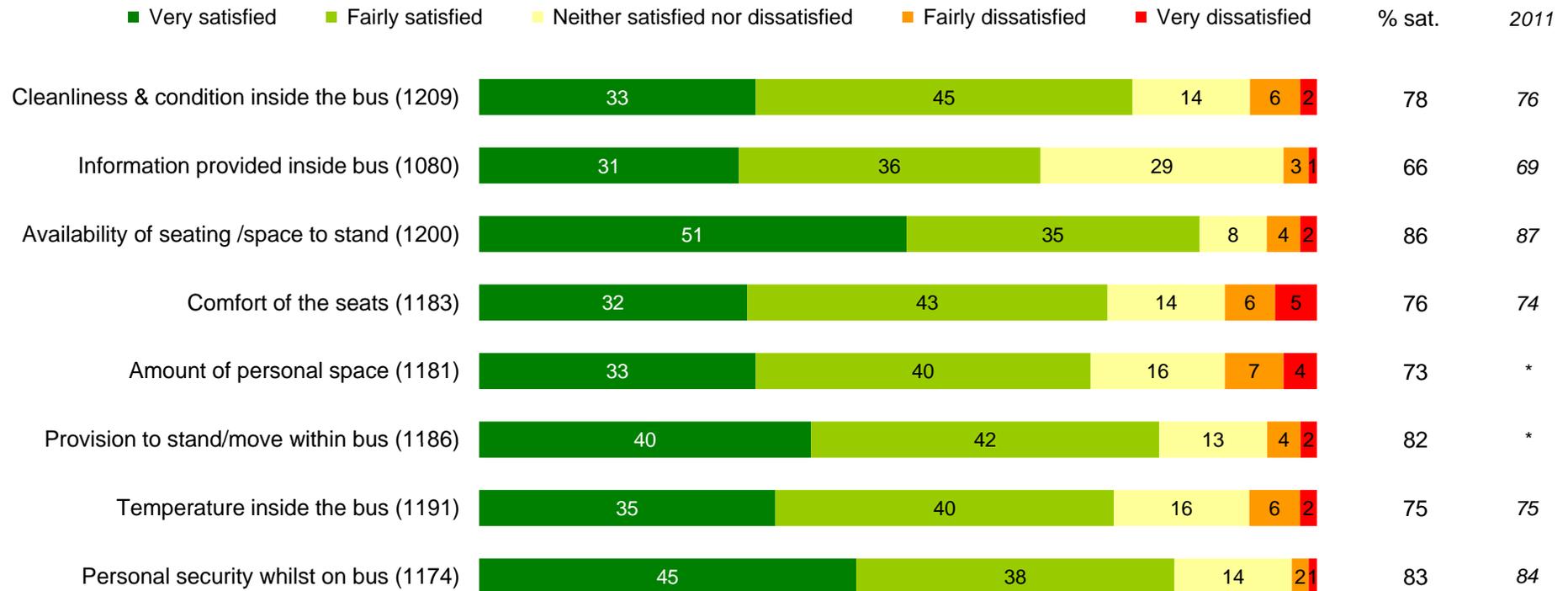
## Satisfaction with on-bus factors: part 1



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



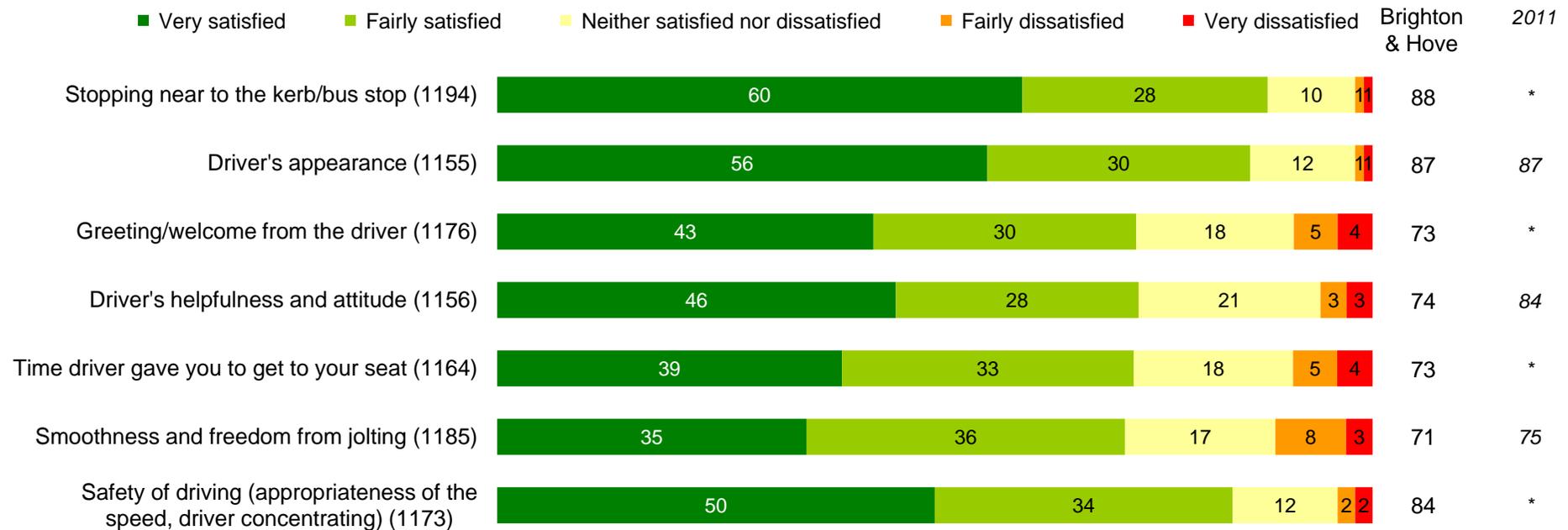
Q24 Thinking about whilst you were on the bus, please indicate how satisfied you were with each of the following?

Base: All who gave a rating for this question

\*This question not asked in 2011

# The bus driver

## Satisfaction with 'bus driver' factors



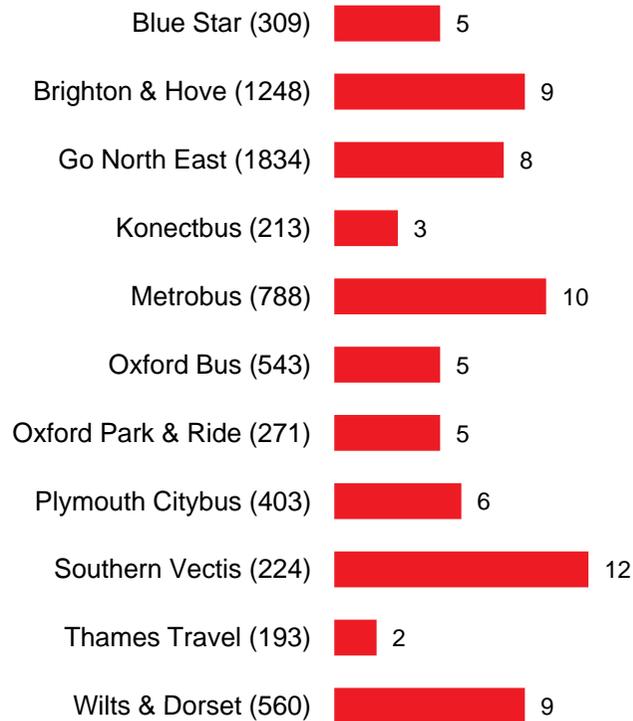
Q32. Thinking about the driver, please indicate how satisfied you were with each of the following?

Base: All who gave a rating for this question

\*This question not asked in 2011

# Anti-social behaviour during journey

## 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

## 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

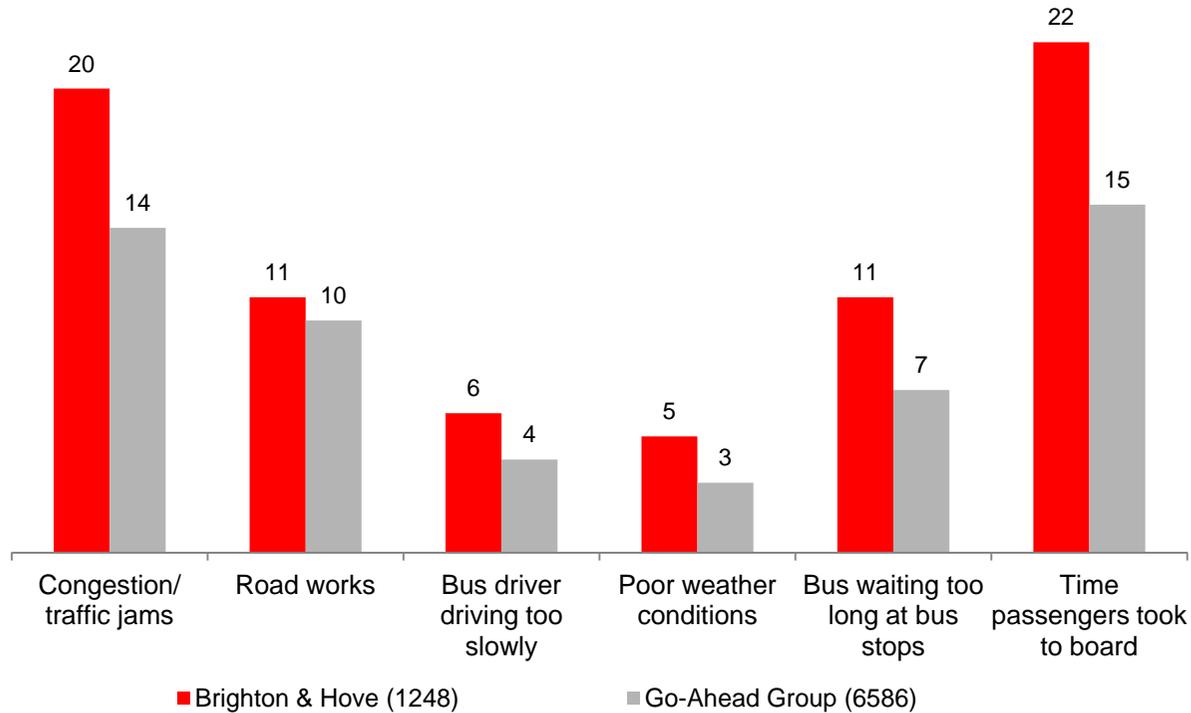
Actual journey times	Up to 15 min expected		Over 15 min expected	
	B&H (576)	GA total (3266)	B&H (620)	GA total (3061)
More than 10 min shorter			2%	1%
6 to 10 min shorter	0%	0%	5%	3%
1 to 5 min shorter	7%	6%	8%	8%
As expected	77%	80%	64%	71%
1 to 5 min longer	11%	9%	11%	9%
6 - 10 min longer	3%	3%	6%	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

## Factors affecting journey length

% saying yes – note more than one answer permissible

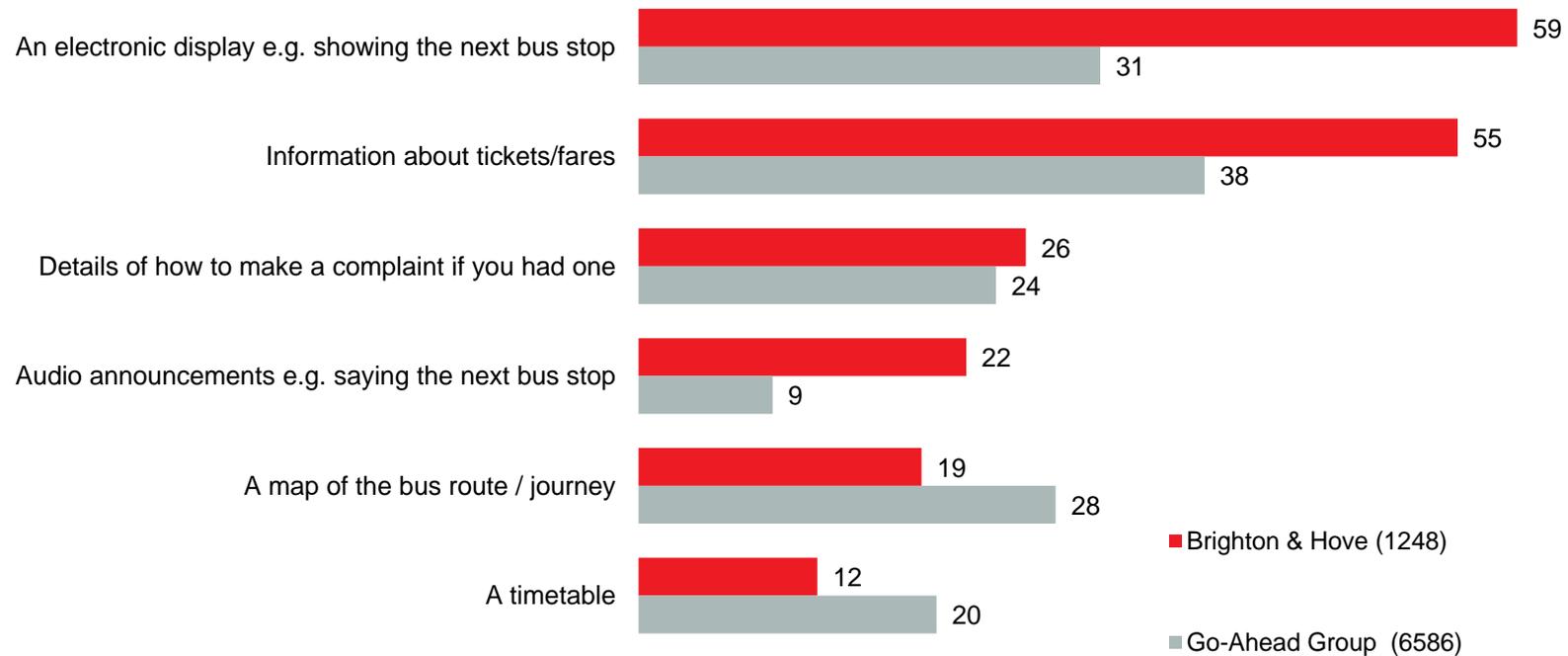


Q30. Was the length of your journey affected by any of the following?

Base: All survey respondents

# Availability of information inside the bus

## Presence of information inside the bus (% saying yes)

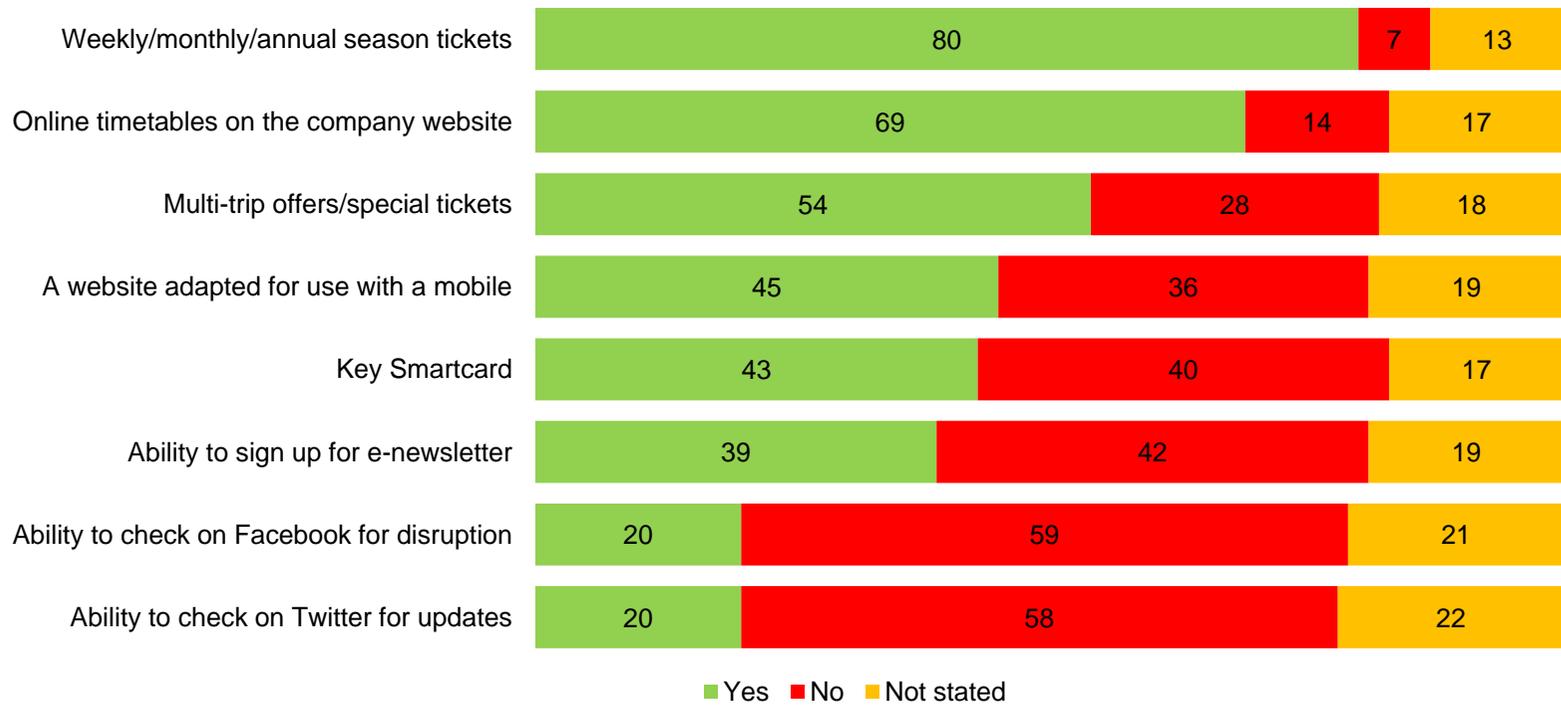


Q31. Were any of these items of information present on the bus...?

Base: All survey respondents

# Awareness of facilities available

## Awareness of facilities available from the bus company



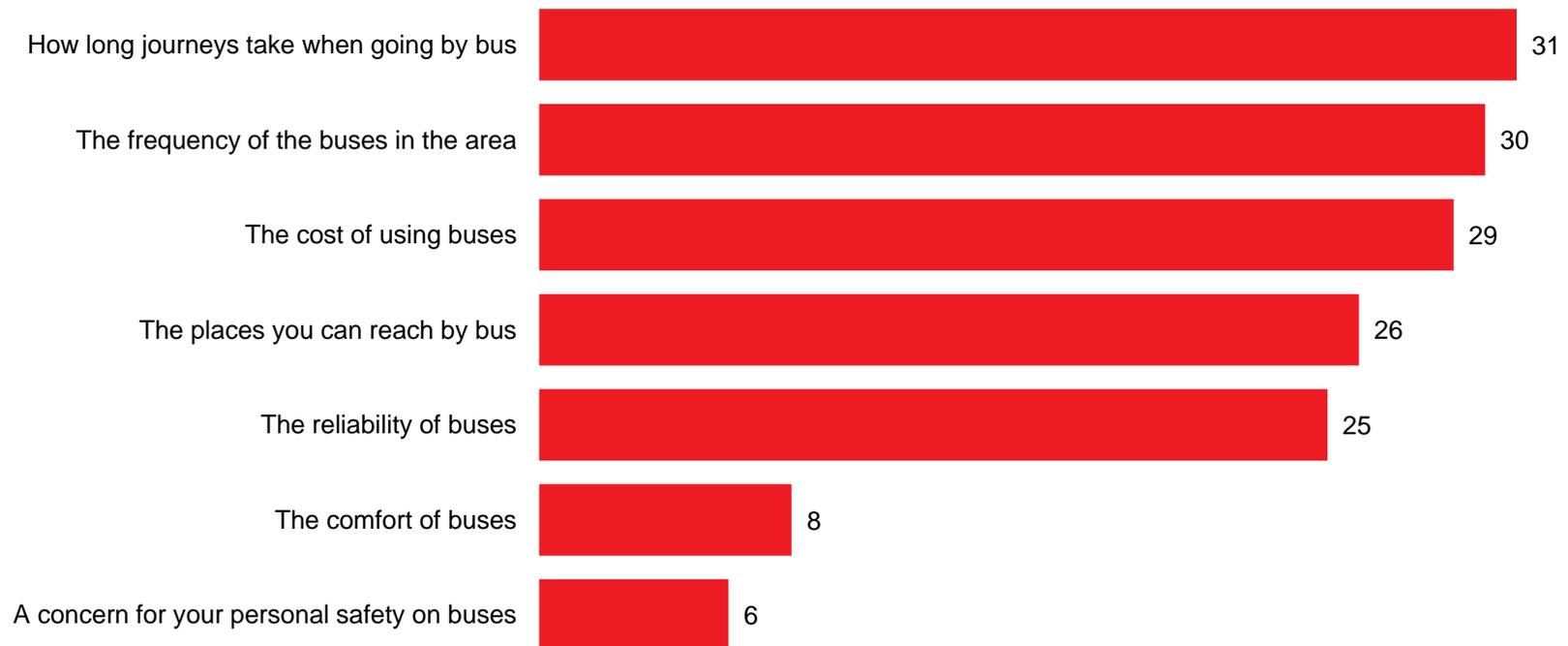
Q37. Are you aware of the following being available from the bus company you travelled with today?

Base: All survey respondents (1248)

# Factors preventing more bus journeys being made

## 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 (1248)

# Appendix 1 – Questionnaire (1)



## 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](http://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?

<b>A free pass or free journey</b>		<b>A day pass</b>	
Elderly person's pass.....	<input type="checkbox"/>	Valid for that bus company only.....	<input type="checkbox"/>
Disabled person's pass.....	<input type="checkbox"/>	Valid across bus companies.....	<input type="checkbox"/>
Complimentary/free ticket.....	<input type="checkbox"/>	Valid on bus and other modes of transport	<input type="checkbox"/>
<b>Single / return tickets</b>		<b>A pass/season ticket for a longer period (e.g. weekly, monthly)</b>	
Standard single ticket.....	<input type="checkbox"/>	Valid for that bus company only.....	<input type="checkbox"/>
Standard return ticket.....	<input type="checkbox"/>	Valid across bus companies.....	<input type="checkbox"/>
A single deducted from a multi-ticket/carnet.....	<input type="checkbox"/>	Valid on bus and other modes of transport	<input type="checkbox"/>
Reduced single / return ticket.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Q4 How did you buy that ticket or pass?

From the driver today.....	<input type="checkbox"/>	From a local shop or post office.....	<input type="checkbox"/>
From a driver before today.....	<input type="checkbox"/>	From a machine at the bus stop.....	<input type="checkbox"/>
Direct from the bus company (website/phone).....	<input type="checkbox"/>	Direct debit through work/college.....	<input type="checkbox"/>
From a travel centre/bus station/booking office.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
You had a free pass.....	<input type="checkbox"/>		

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.....	<input type="checkbox"/>	Visited a travel shop.....	<input type="checkbox"/>
Phoned bus company.....	<input type="checkbox"/>	Phoned local council.....	<input type="checkbox"/>
Direct from bus company website.....	<input type="checkbox"/>	Local Council website.....	<input type="checkbox"/>
Mobile app.....	<input type="checkbox"/>	Used Traveline (phone or website).....	<input type="checkbox"/>
Asked the bus company a question through Facebook /Twitter.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>

Already knew from a previous journey.....

Did not use any information sources.....

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.....

2 - 5 times.....

6 - 10 times.....

11 - 20 times.....

More than 20 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.....

More convenient than the car (e.g. parking).....

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.....

# Appendix 1 – Questionnaire (2)

**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)

**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)

**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

# Appendix 1 – Questionnaire (4)

**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.....

**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**

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.

# Appendix 2 – Bus routes sampled for Brighton & Hove

Shown below are the list of shifts undertaken

Route	OperatorName	Weekday	Weekend
1	Brighton & Hove Bus	3	
2	Brighton & Hove Bus	1	
5	Brighton & Hove Bus		1
6	Brighton & Hove Bus	4	
7	Brighton & Hove Bus	4	2
12	Brighton & Hove Bus	2	
21	Brighton & Hove Bus	2	
22	Brighton & Hove Bus		1
24	Brighton & Hove Bus	1	
25	Brighton & Hove Bus	4	1
26	Brighton & Hove Bus	3	
27	Brighton & Hove Bus	3	1
28	Brighton & Hove Bus	2	1
29	Brighton & Hove Bus		1
46	Brighton & Hove Bus	2	1
49	Brighton & Hove Bus	4	2
50	Brighton & Hove Bus	2	1
81	Brighton & Hove Bus	2	
12A	Brighton & Hove Bus	2	1
1A	Brighton & Hove Bus	3	
49A	Brighton & Hove Bus	2	1
5A	Brighton & Hove Bus	1	
5B	Brighton & Hove Bus	1	3