

Bus Passenger Survey (BPS) – spring 2013 results

Wilts and Dorset

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Introduction

The survey has been carried out using our established Bus Passenger Survey methodology and is designed to be representative by bus passenger journeys made. **This report shows the results for Wilts & Dorset services.**

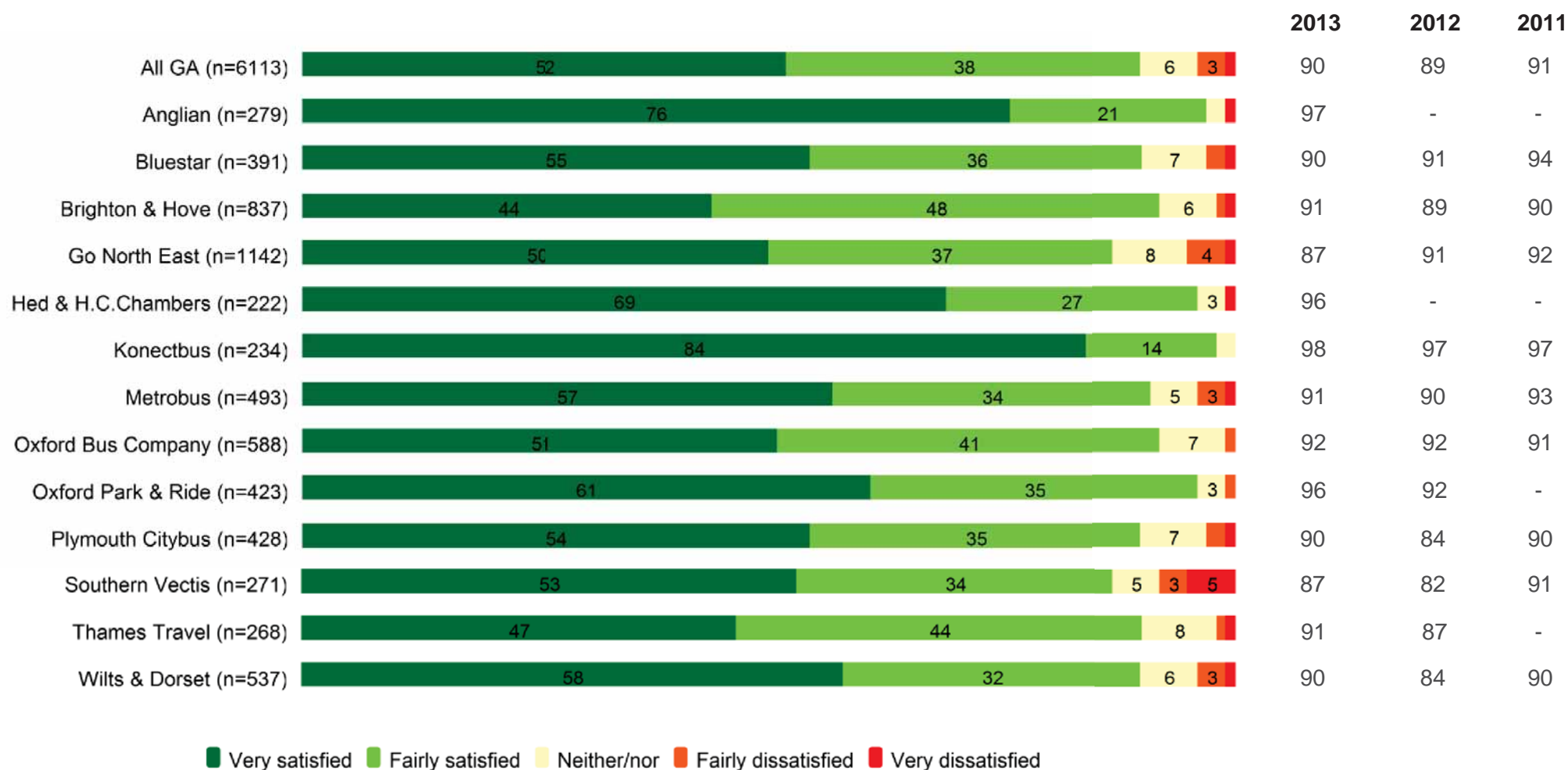
Bus services sampled are chosen from a list those bus services and running times available through Traveline. Chosen services form the start point for a three-hour shift, during which field workers made as many return trips as possible on that selected service. They discuss the survey with the boarders 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 2013 and mid May 2013 (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.

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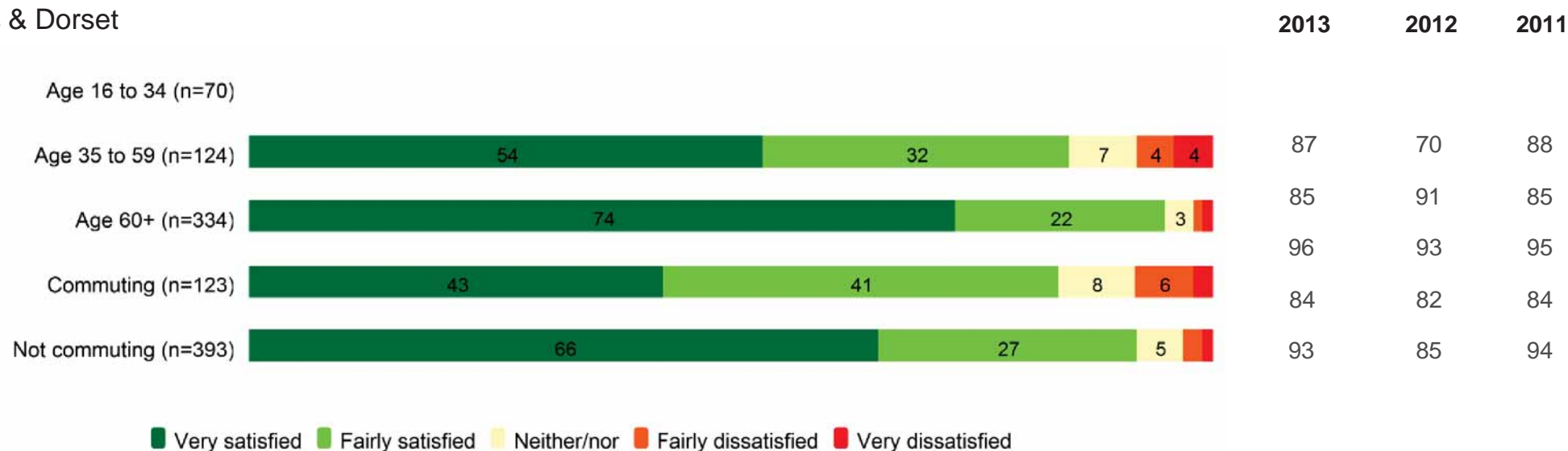
Overall satisfaction - all bus companies



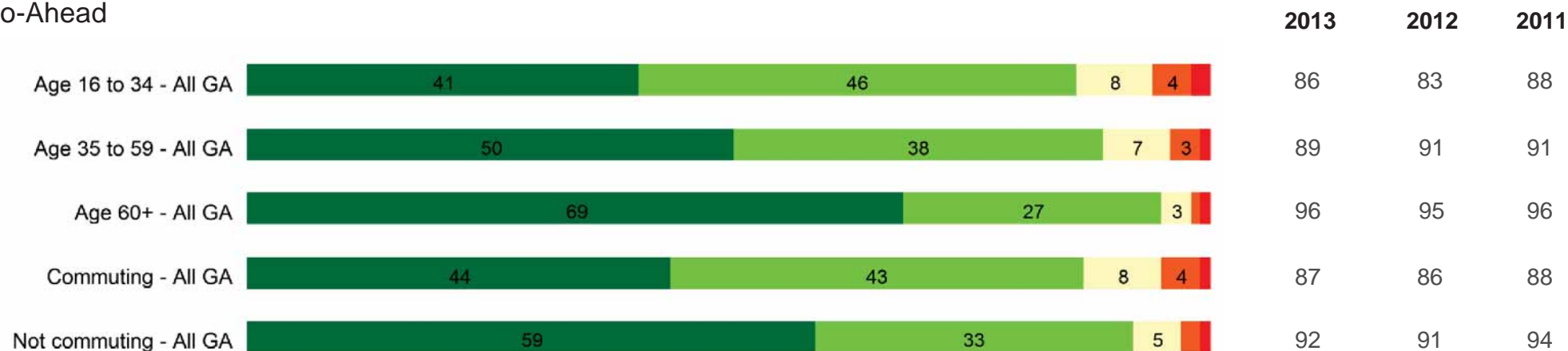
Q. Overall, taking everything into account from start to end of this bus journey, how satisfied were you with your bus journey today?

Overall satisfaction different groups

Wilts & Dorset

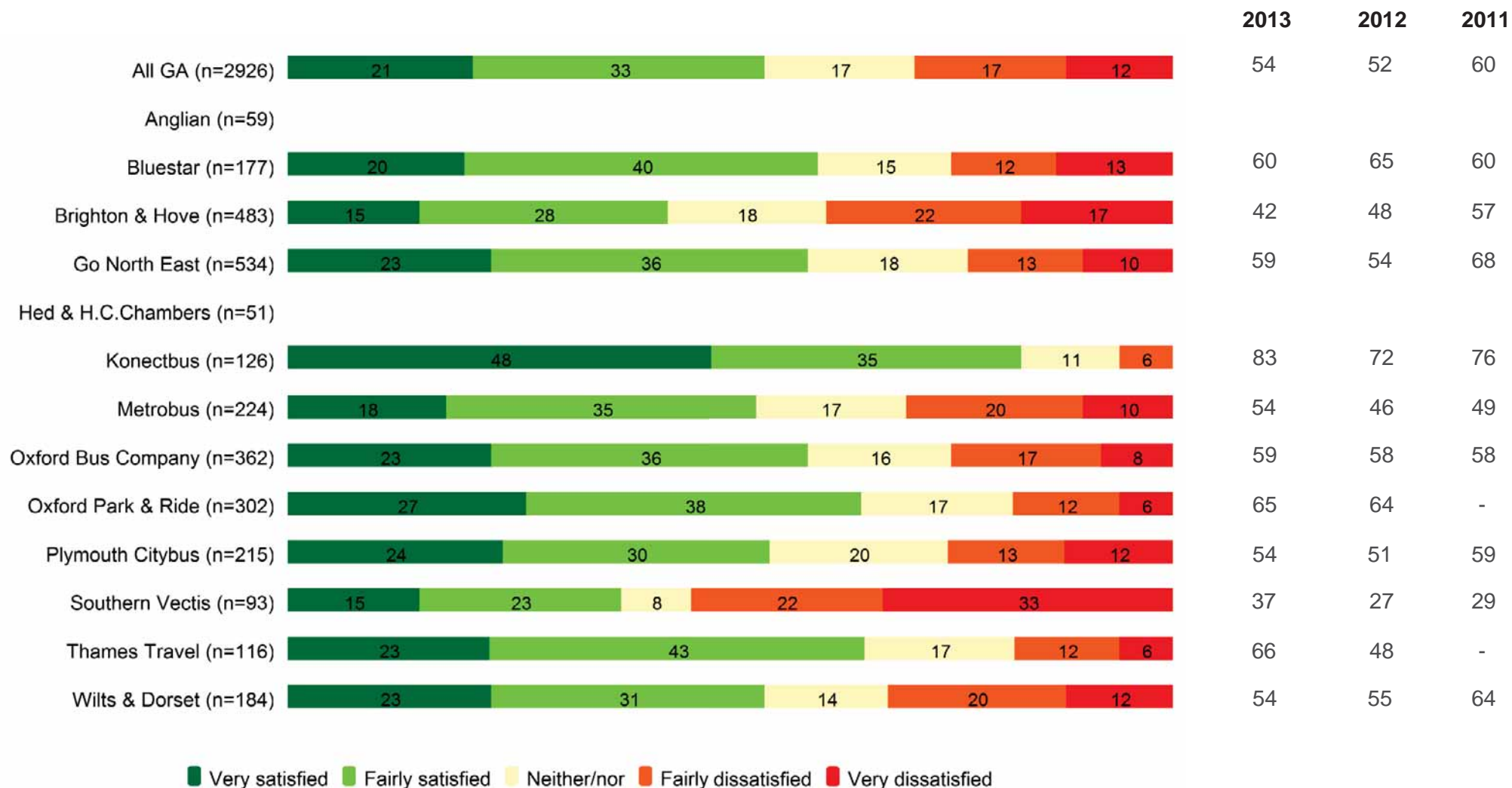


All Go-Ahead



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

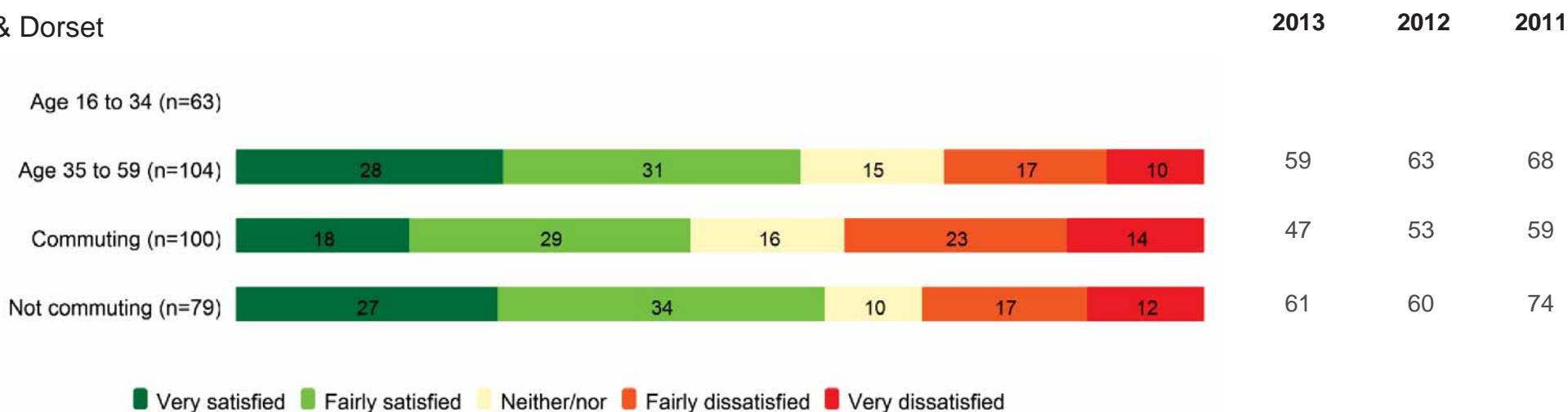
Value for money - all bus companies



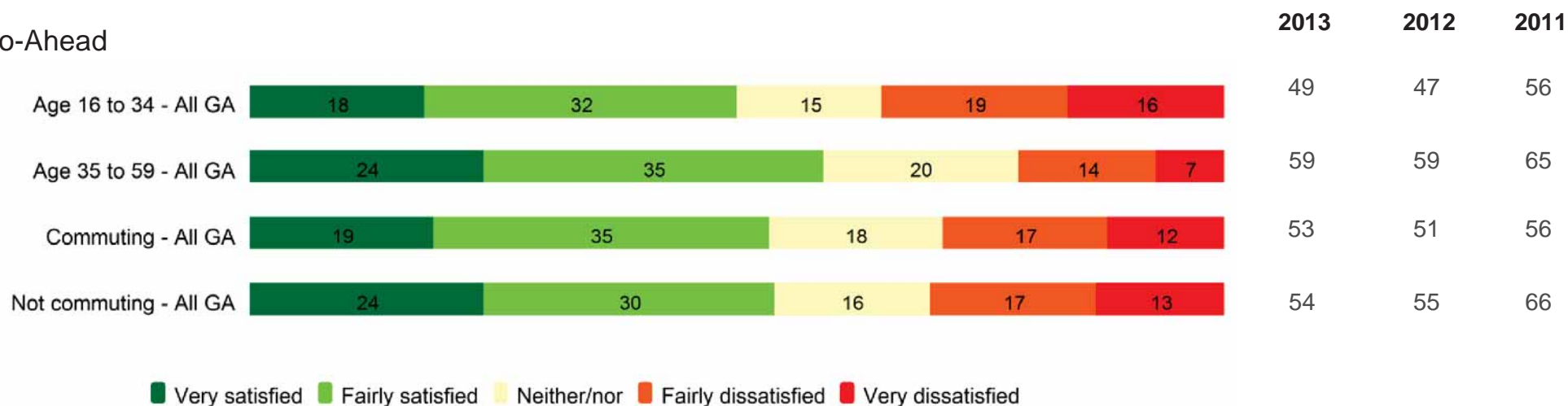
Q. How satisfied were you with the value for money of your journey?

Satisfaction with value for money

Wilts & Dorset



All Go-Ahead



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

Reason for VFM rating

Wilts & Dorset



VFM - unsatisfied (inc n/n)
(n=67)

■ Cost for distance travelled ■ Cost bus versus other transport ■ Fare compared to everyday items
■ Comfort/quality for the fare paid ■ Other reason

All Go-Ahead



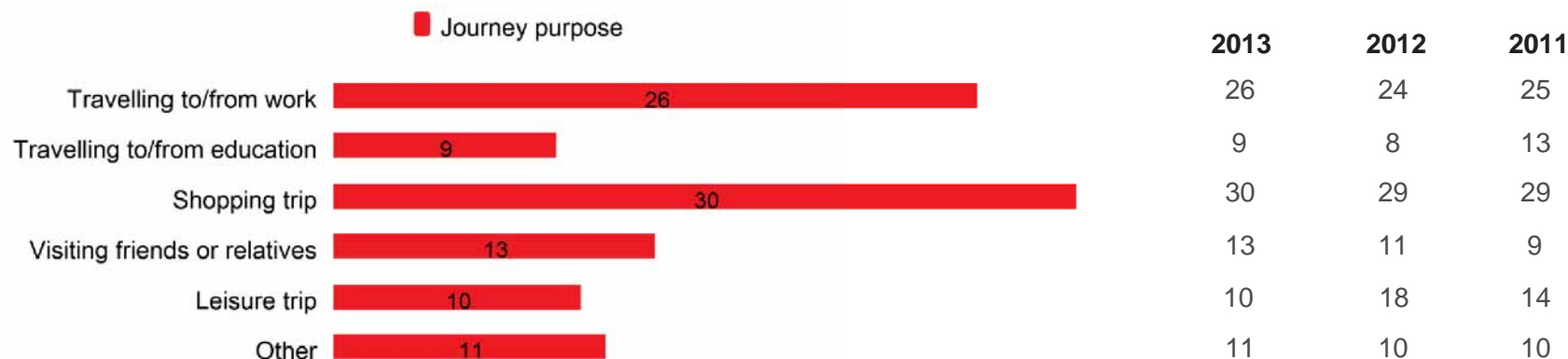
■ Cost for distance travelled - All GA ■ Cost bus versus other transport - All GA ■ Fare compared to everyday items - All GA
■ Comfort/quality for the fare paid - All GA ■ Other reason - All GA

Filter: Year = 2013

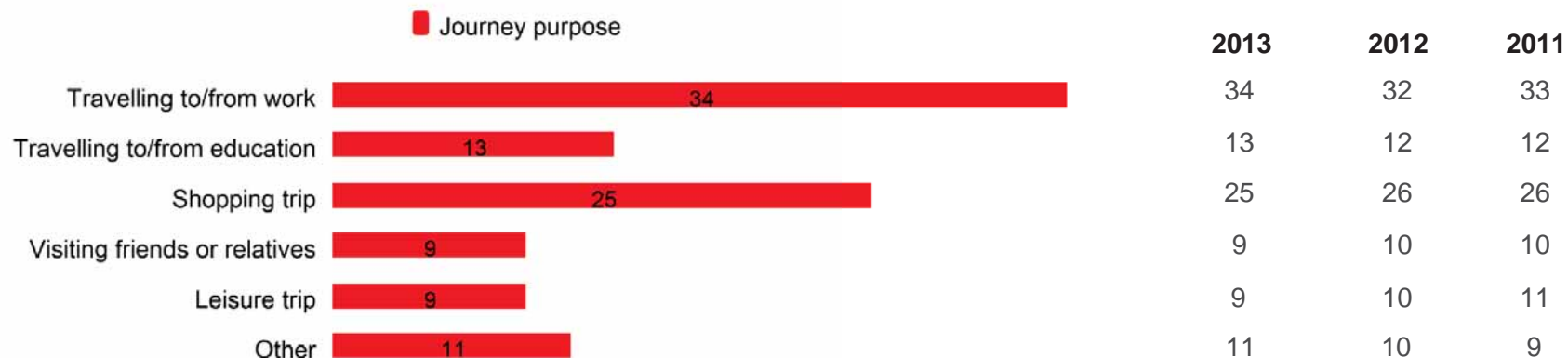
Q. What had the biggest influence on the value for money rating you gave?

Journey purpose

Wilts & Dorset



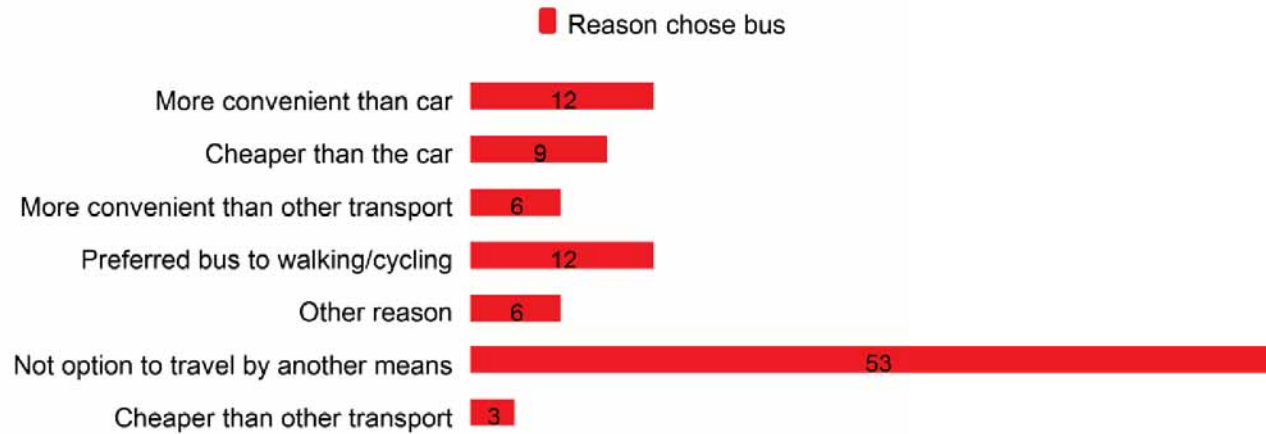
All Go-Ahead



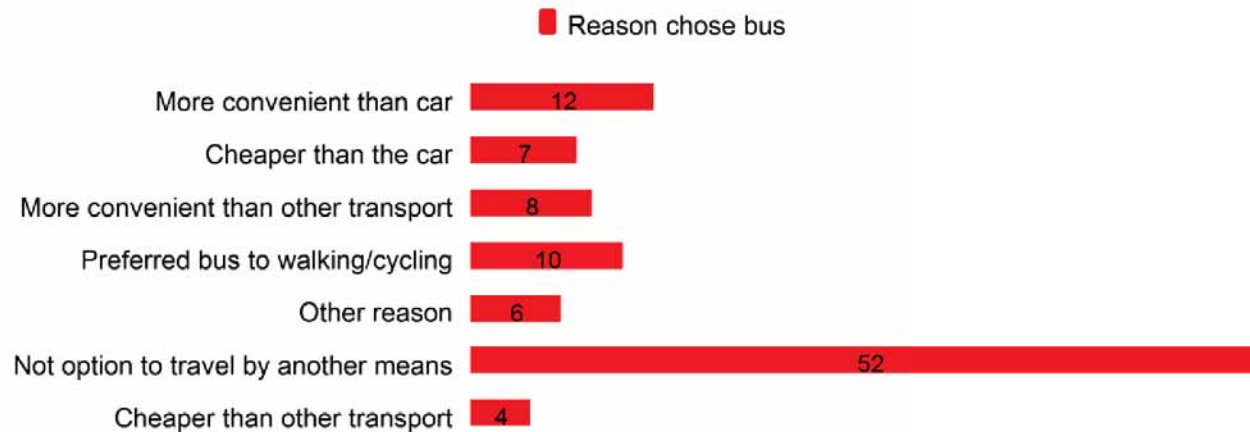
Q. What is the main purpose of your bus journey today?

Reason for choosing bus

Wilts & Dorset



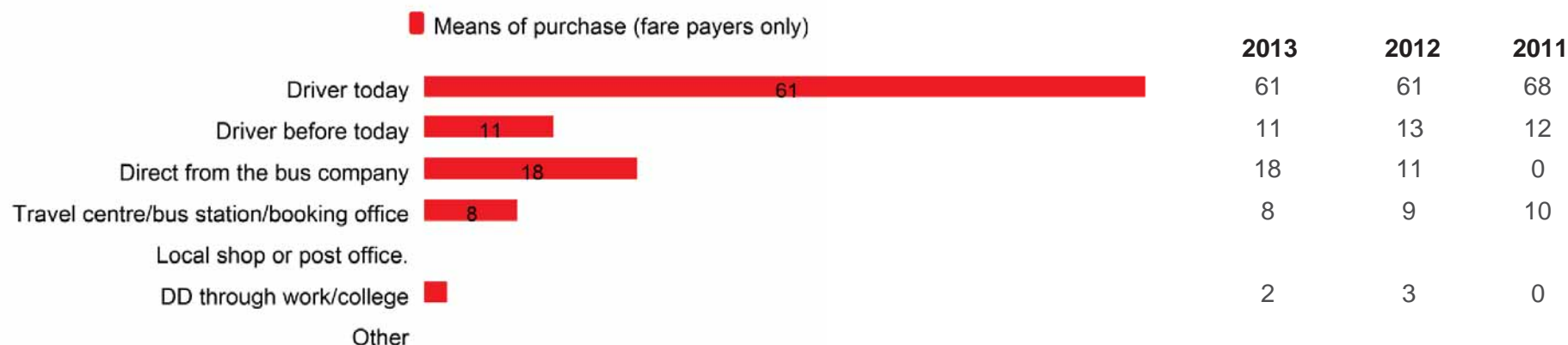
All Go-Ahead



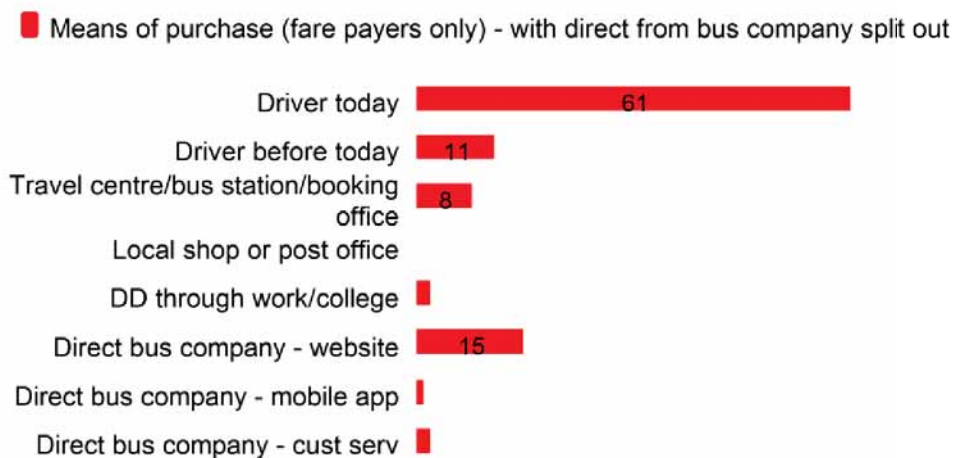
Q. What was the main reason you chose to take the bus for your journey today?

Source of purchase (fare payers only)

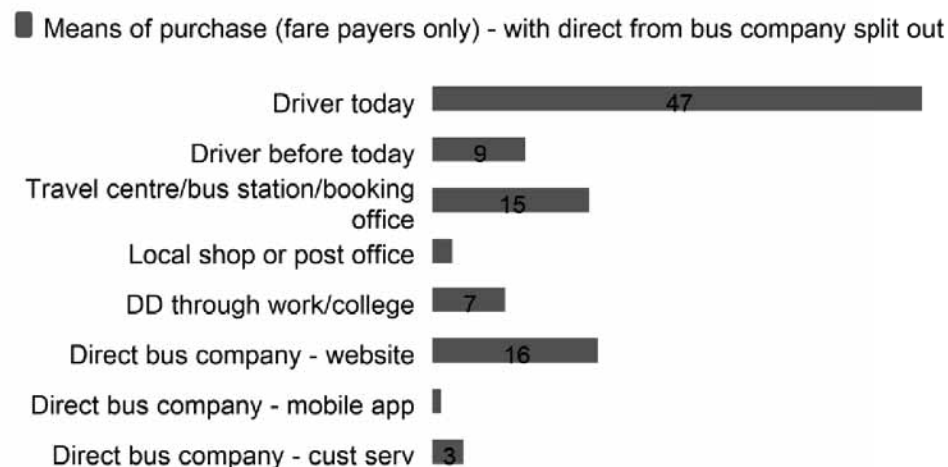
Wilts & Dorset



Wilts & Dorset



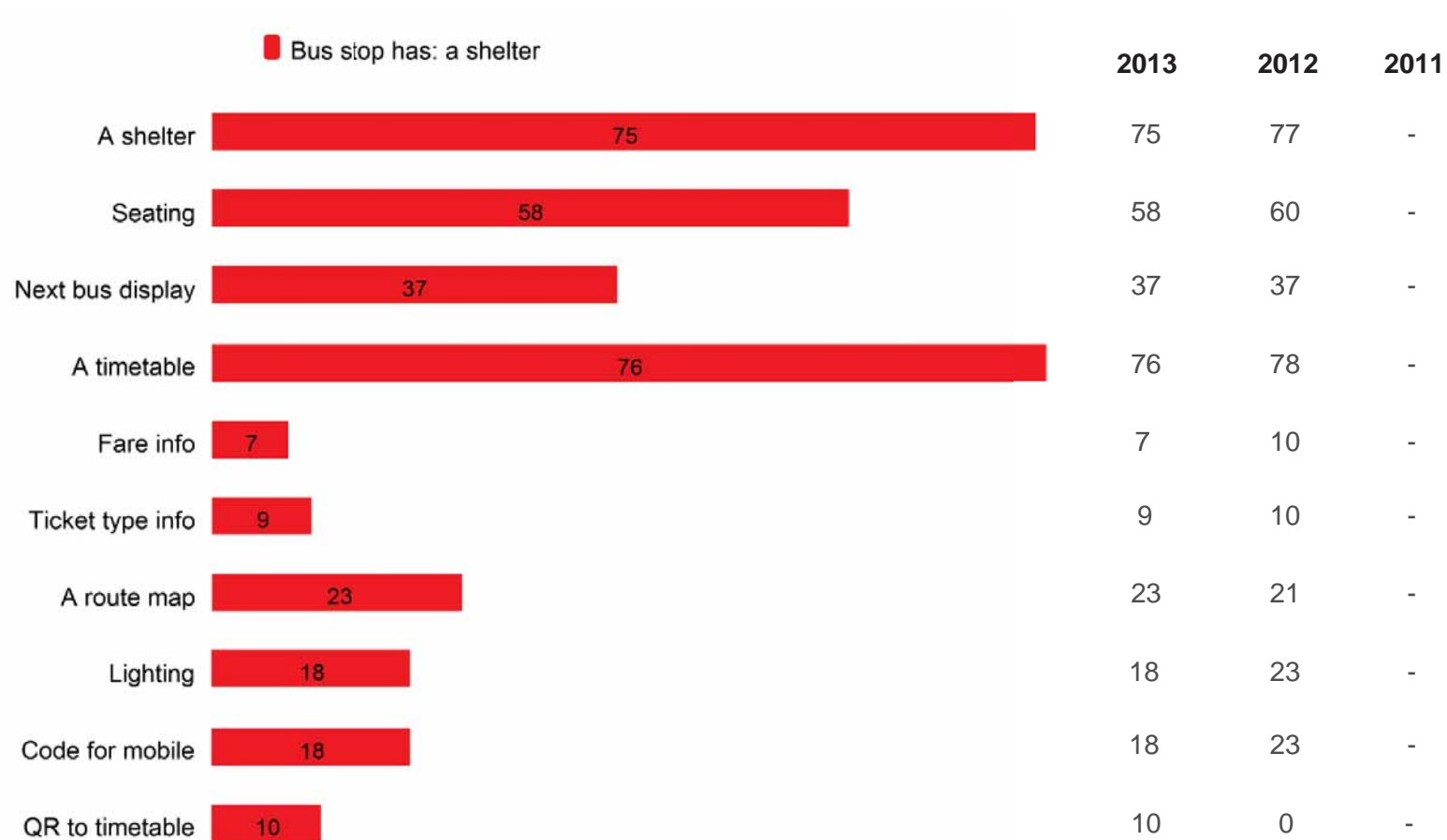
All Go-Ahead



Q. How did you buy that ticket?

Bus stop facilities

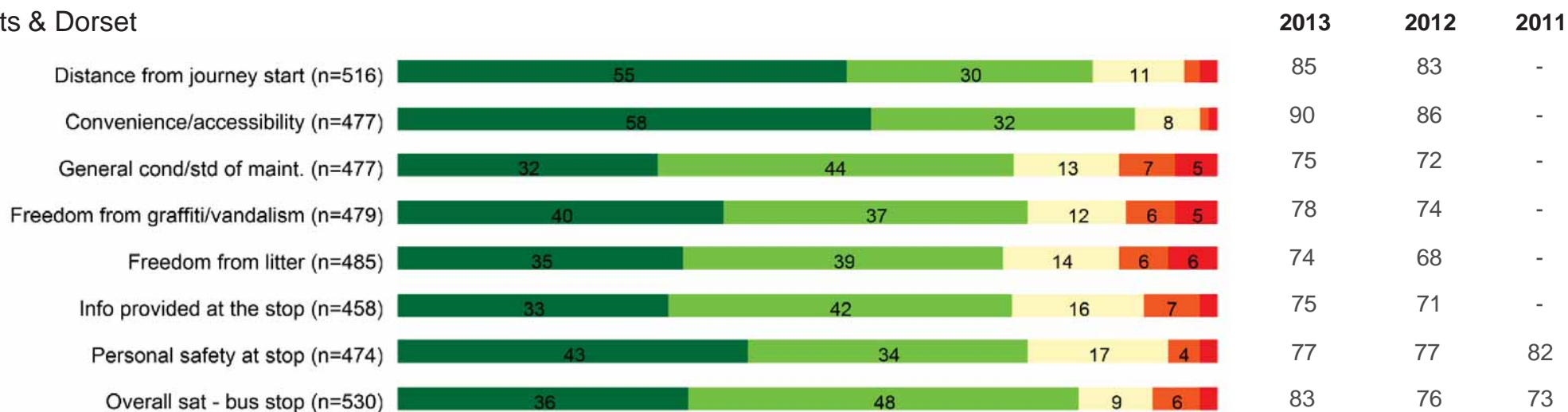
Wilts & Dorset



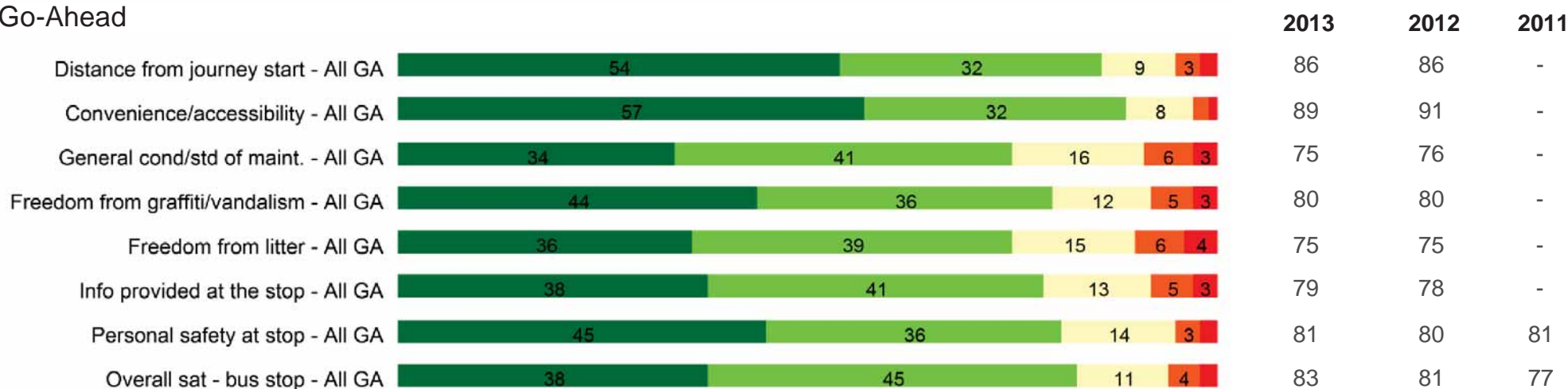
Q. Which of the following were provided at the stop where you caught this bus?

Satisfaction with bus stop facilities

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All Go-Ahead

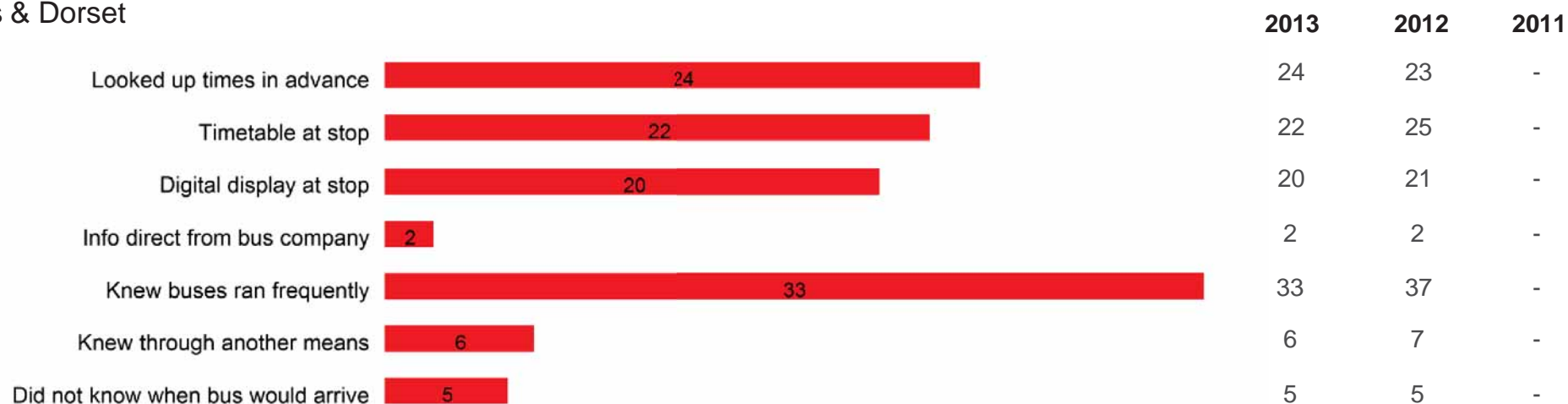


Q. Thinking about the bus stop itself, how satisfied were you with the following? &

Q. Overall, how satisfied were you with the bus stop

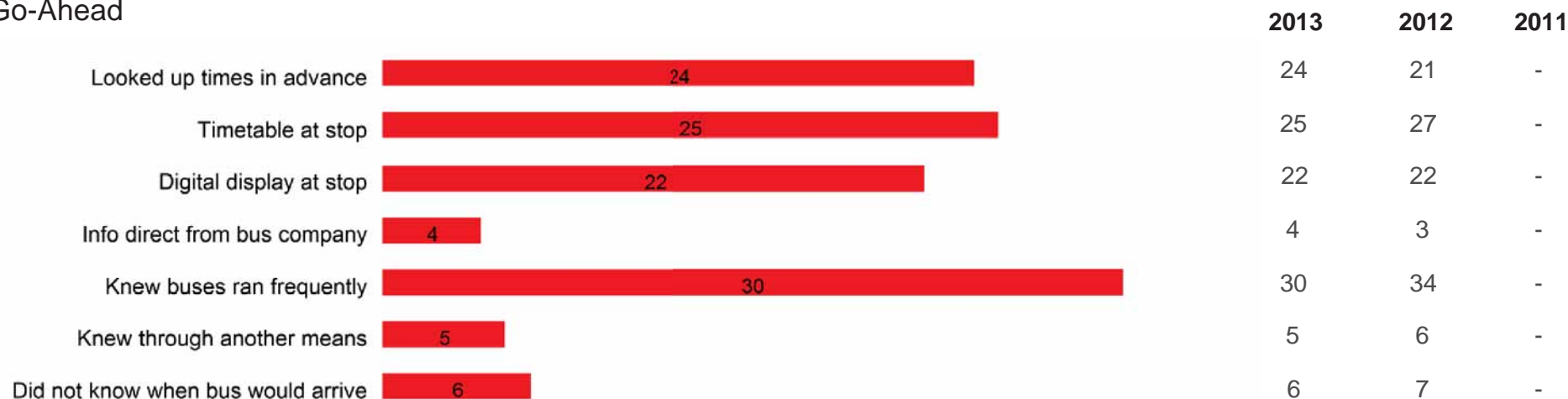
Waiting for the bus

Wilts & Dorset



How knew bus arrival time: (n=544)

All Go-Ahead

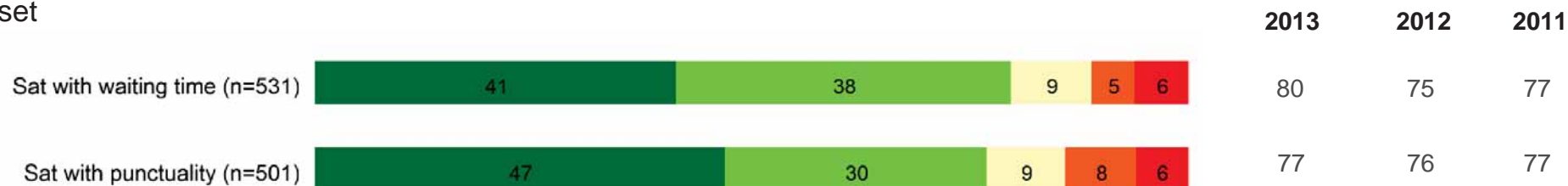


How knew bus arrival time: (n=6233)

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

Waiting for the bus

Wilts & Dorset



All Go-Ahead



Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied

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

A) The length of time you had to wait for the bus; B) The punctuality of the bus

Wilts & Dorset



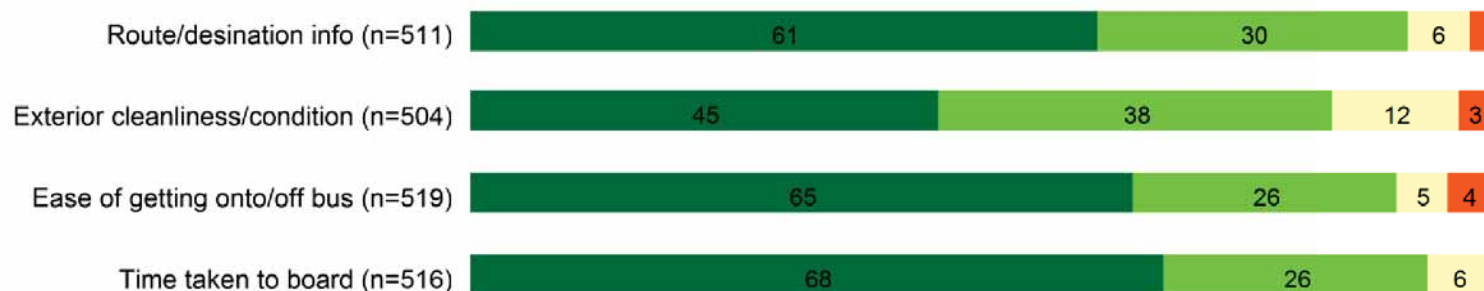
Much longer A little longer About expected A little less Much less

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

Satisfaction: on the bus - arrival

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2013 2012 2011



90 88 94

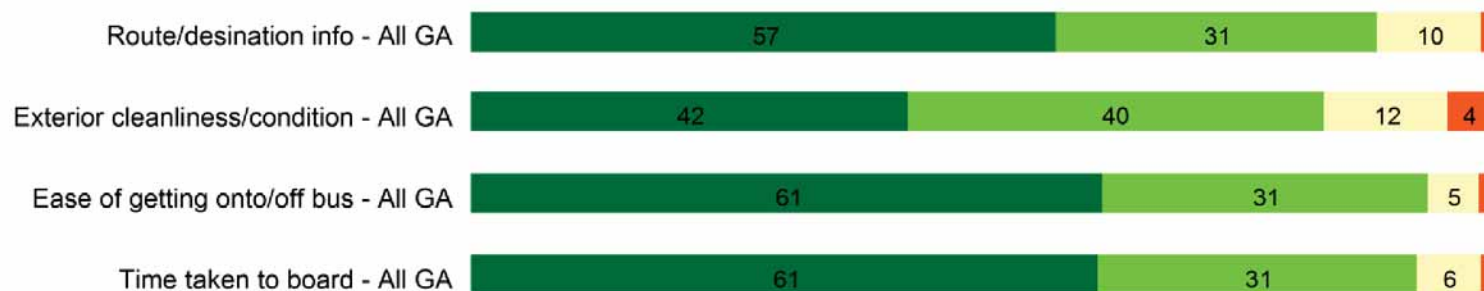
84 82 87

91 91 93

93 90 91

All Go-Ahead

2013 2012 2011



88 88 93

82 82 86

92 91 93

92 91 93

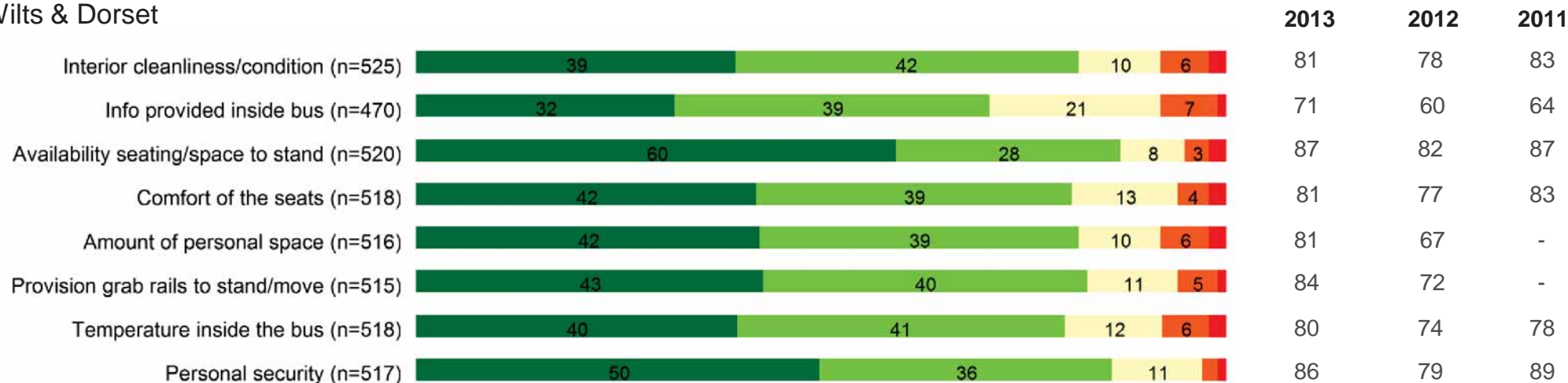
Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied

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

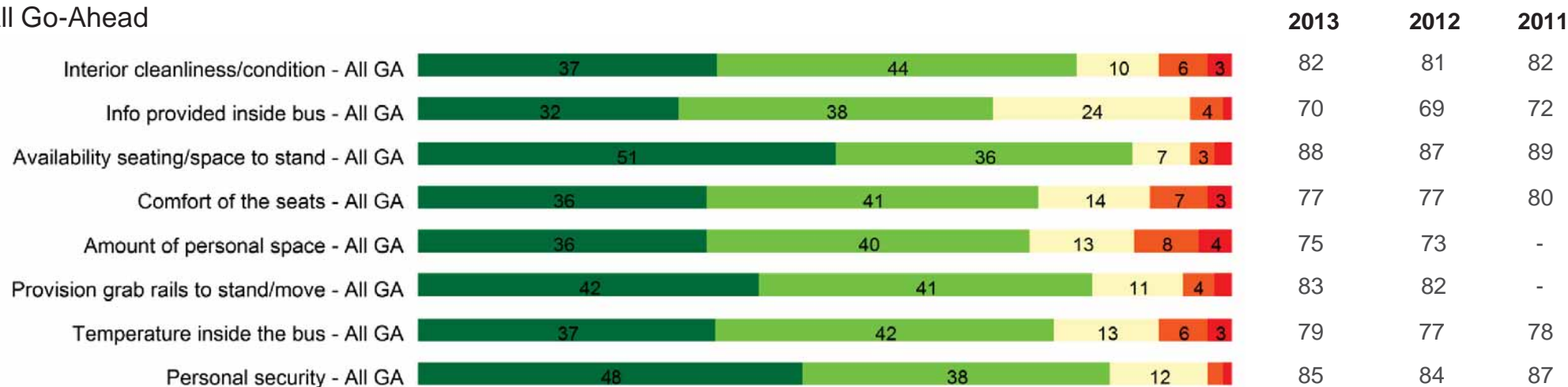
- A. Route/destination information on the outside of the bus
- B. The cleanliness and condition of the outside of the bus
- C. The ease of getting on to and off of the bus
- D. The length of time it took to board the bus

Satisfaction: on the bus - during the journey

Wilts & Dorset



All Go-Ahead



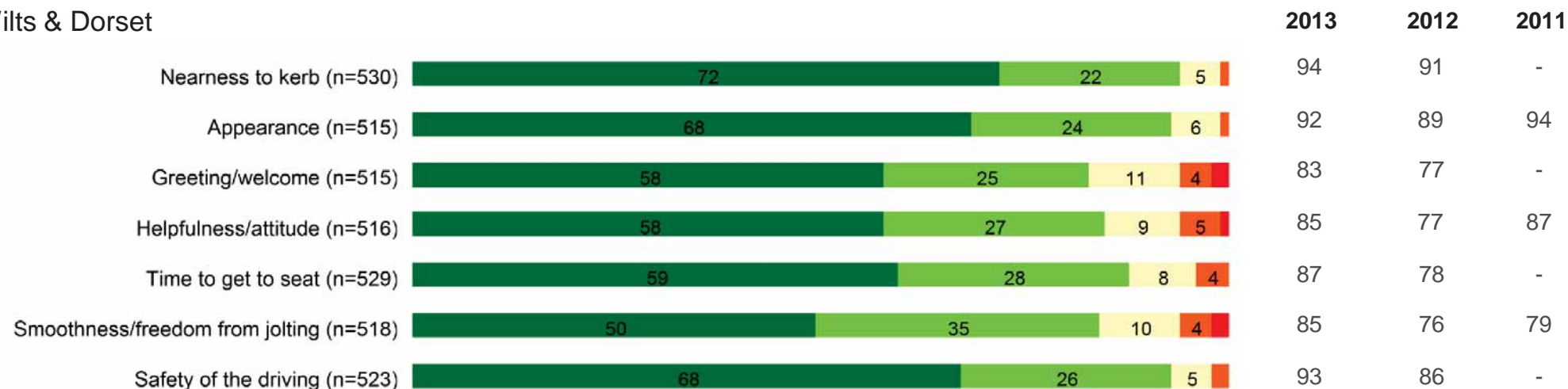
■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

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

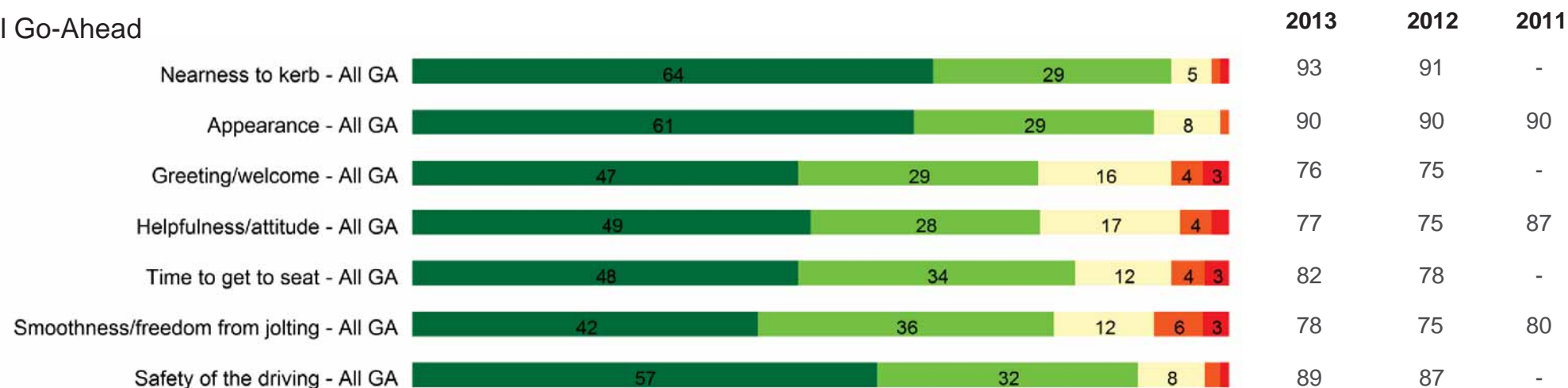
A) The cleanliness and condition of the inside of the bus; B) The information provided inside the bus; C) The availability of seating or space to stand;
 D) The comfort of the seats; E) The amount of personal space you had around you; F) Provision of grab rails to stand/move within the bus;
 G) The temperature inside the bus; and H) Your personal security whilst on the bus.

Satisfaction: the bus driver

Wilts & Dorset



All Go-Ahead

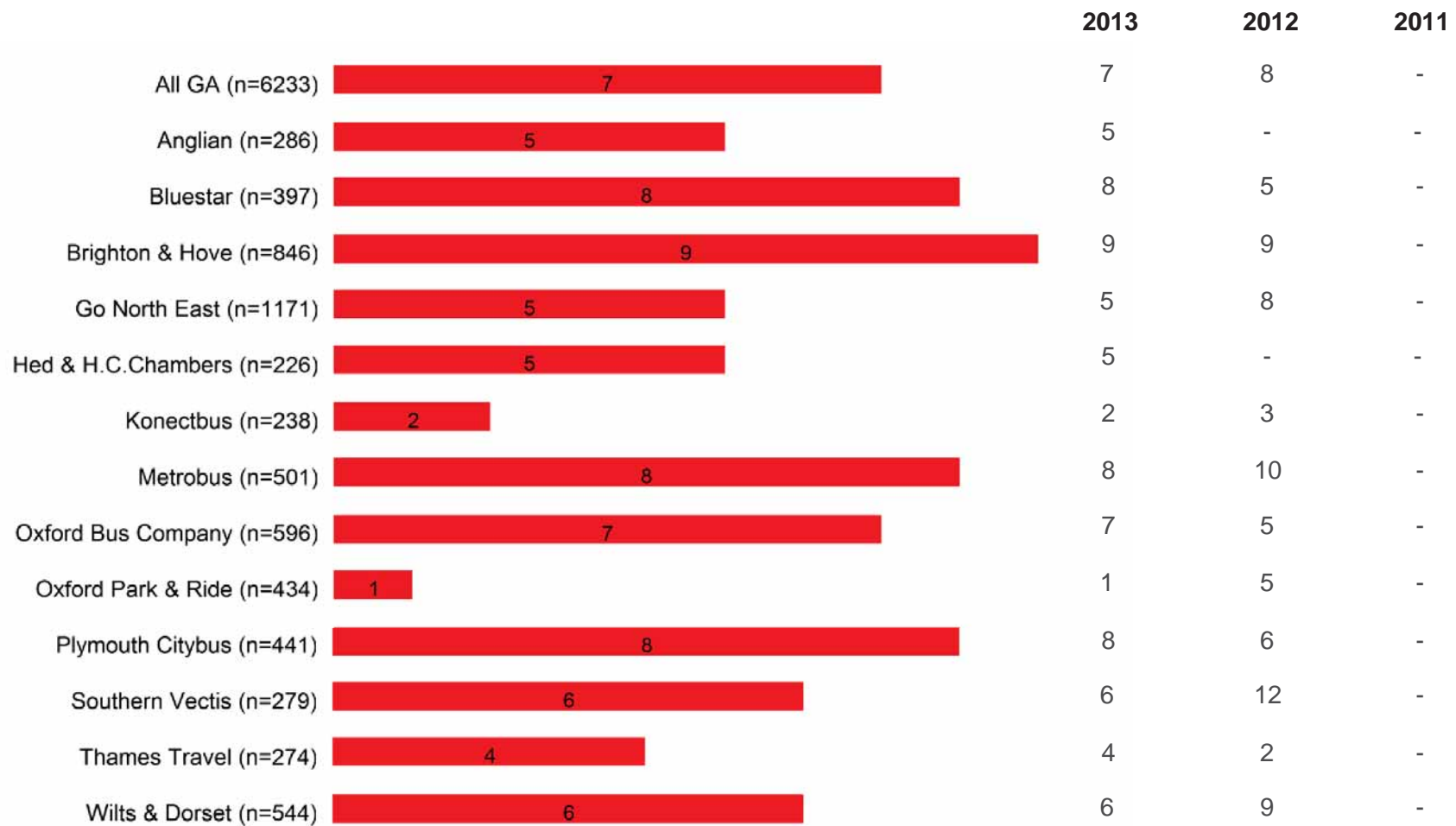


Very satisfied Fairly satisfied Neither/nor Fairly dissatisfied Very dissatisfied

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

A) How near to the kerb/stop the bus stopped; B) The driver's appearance; C) The greeting/welcome you got from the driver; D) The helpfulness and attitude of the driver; E) The time the driver gave you to get to your seat; F) Smoothness/freedom from jolting during the journey; G) 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

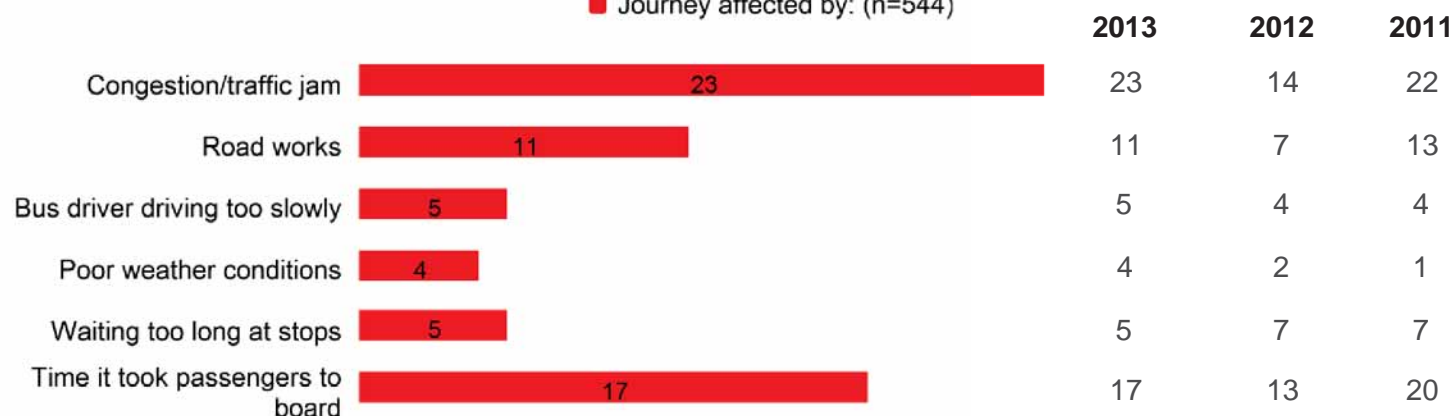


■ Very satisfied
 ■ Fairly satisfied
 ■ Neither/nor
 ■ Fairly dissatisfied
 ■ Very dissatisfied

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

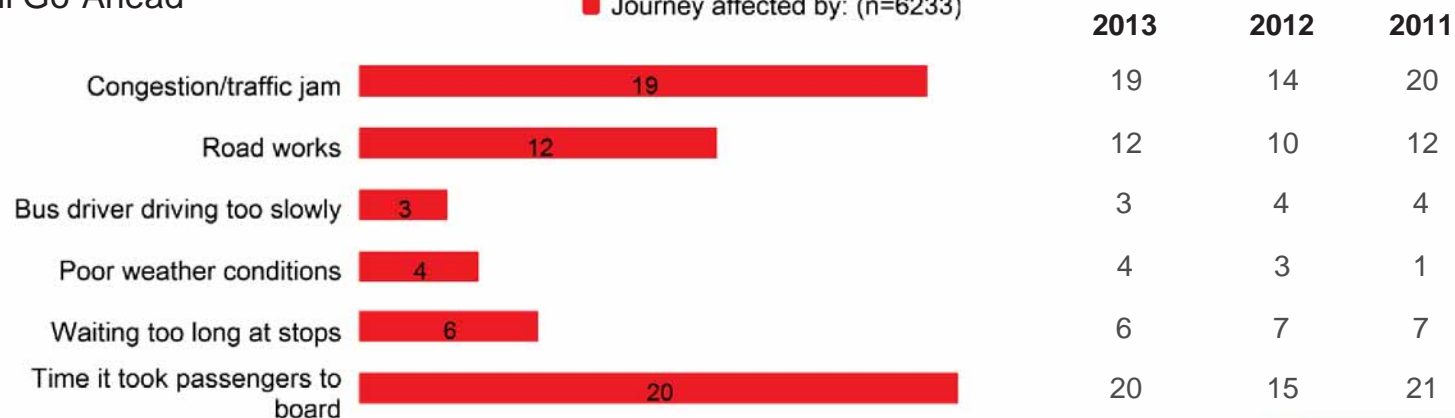
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■ Journey affected by: (n=544)



All Go-Ahead

■ Journey affected by: (n=6233)



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

(note: multiple responses permitted)